

SRDS

# spot radio rates and data

Station Listings

Regional Networks

State, County, City and  
Metro Area Market Data

State Media/Market Maps

A monthly publication of

Standard Rate &amp; Data Service, Inc.

## AN OPEN LETTER TO: All Radio G.M.'s, G.S.M.'s, S.M.'s, S.'s, & Reps.

For the past year and a half, RKO General Radio has been compiling a course designed to train new sales personnel.

We're aware that the time you lose on the street by having to be involved in training and orientation of new people can amount to many productive hours and thousands of would-be dollars being irrevocably lost.

It's a problem the radio industry has had to face every time a new salesperson had to be hired. The only alternatives were hiring an "experienced" radio person, i.e., one who knew the difference between a Program Director and a log, — for a lot more money than they were usually worth — and letting them learn your call letters and dial position before taking a coverage map on the street to, hopefully, justify their high guarantee.

It didn't make economic or social sense. It created an in-breeding of high priced sales talent, and it effectively shut out anyone without any radio background. All because "training and orientation" was such a horrible drain on our time and personal productivity.

So, we created a very basic training and orientation course — which anyone could take any time — and which wouldn't cut into selling time — or management time. The course touches upon every fundamental of radio... the history of the medium, past, present and future; engineering; ... the understanding and application of ratings and research; the fundamentals of selling from prospecting, writing presentations and organizing, to closing; the in's-and-out's of retail selling; how to use merchandising; how to take advantage of co-op advertising; the uses of advertising and promotion... the whole gamut of what a new, or experienced salesperson should, (no, strike that, *must*) know to really succeed in selling radio time.

The course was recorded on cassettes because, as we said, we didn't want to tie up selling time on the street. It's also been printed in an accompanying handsome book. We've used it... refined it, polished it, and have succeeded with it.

We're proud of what we've done!!

Just thought we'd let you know!!

But more than that, we believe that the step-

child which was radio warrants the best selling pro's in media. That means the whole industry. It means you... and your staff... and, particularly, whomever you want to bring in to sell your air, but don't have the time to train in radio's fundamentals.

That's why we're offering this course for sale to other radio broadcasters. To you. We may be idealists about our industry, but we're still in the business of selling.

The course is inexpensive if you measure it by results. It costs \$250.00 for the entire line-up of cassettes and the printed book and worksheets which accompany them. You can order one course or as many as you'd like and for three or more, the price is \$225.00 each. **That's a 10% saving for three or more.**

We're not saying you have to have this course in your station. But, with the business being the way it is, your competition is probably sending out an order for the course right now. With their check... because that's the way we're selling. Prepaid. And we guarantee delivery within 3 to 4-weeks.

We assume if you're a commercial entity you want to make more money. In addition, we know you have to continually train new people, regardless of whatever other responsibilities you may have. This course should help you in your training endeavors and enlighten and motivate your staff, and yourself to achieve the goal of higher station revenues.

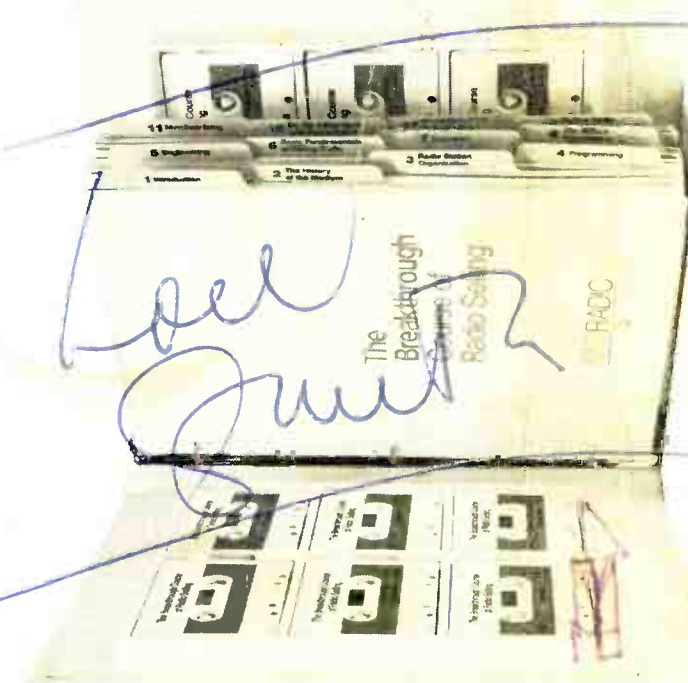
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GENERAL

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---

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***The little, better ratings service doing more, faster.***

Marketrends, Inc. • 100 Wilmot Road • Deerfield, Illinois 60015 • (312) 948-9600





# Three-Year Standard Broadcast Calendar

Endorsed by AAAA, NAB, TvB, RAB, SRA  
Standard Billing Week — Monday thru Sunday  
Standard Billing Month — Ending on last Sunday

## 1973

## 1974

## 1975

JAN.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
1	2	3	4	5	6	7	1
8	9	10	11	12	13	14	2
15	16	17	18	19	20	21	3
22	23	24	25	26	27	28	4

FEB.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
29	30	31	1	2	3	4	5
5	6	7	8	9	10	11	6
12	13	14	15	16	17	18	7
19	20	21	22	23	24	25	8

MAR.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
26	27	28	1	2	3	4	9
5	6	7	8	9	10	11	10
12	13	14	15	16	17	18	11
19	20	21	22	23	24	25	12

APR.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
26	27	28	29	30	31	1	13
2	3	4	5	6	7	8	14
9	10	11	12	13	14	15	15
16	17	18	19	20	21	22	16

MAY

M	T	W	T	F	Sa	Su	GUIDE NO'S.
23	24	25	26	27	28	29	17
30	1	2	3	4	5	6	18
7	8	9	10	11	12	13	19
14	15	16	17	18	19	20	20

JUNE

M	T	W	T	F	Sa	Su	GUIDE NO'S.
21	22	23	24	25	26	27	21
28	29	30	31	1	2	3	22
4	5	6	7	8	9	10	23
11	12	13	14	15	16	17	24

JULY

M	T	W	T	F	Sa	Su	GUIDE NO'S.
18	19	20	21	22	23	24	25
25	26	27	28	29	30	1	26
2	3	4	5	6	7	8	27
9	10	11	12	13	14	15	28

AUG.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
16	17	18	19	20	21	22	29
23	24	25	26	27	28	29	30
30	31	1	2	3	4	5	31
6	7	8	9	10	11	12	32

SEPT.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
13	14	15	16	17	18	19	33
20	21	22	23	24	25	26	34
27	28	29	30	31	1	2	35
3	4	5	6	7	8	9	36

OCT.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
10	11	12	13	14	15	16	37
17	18	19	20	21	22	23	38
24	25	26	27	28	29	30	39
1	2	3	4	5	6	7	40

NOV.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
8	9	10	11	12	13	14	41
15	16	17	18	19	20	21	42
22	23	24	25	26	27	28	43
29	30	31	1	2	3	4	44

DEC.

M	T	W	T	F	Sa	Su	GUIDE NO'S.
5	6	7	8	9	10	11	45
12	13	14	15	16	17	18	46
19	20	21	22	23	24	25	47
26	27	28	29	30	1	2	48

M	T	W	T	F	Sa	Su	GUIDE NO'S.
3	4	5	6	7	8	9	49
10	11	12	13	14	15	16	50
17	18	19	20	21	22	23	51
24	25	26	27	28	29	30	52
31	1	2	3	4	5	6	53

M	T	W	T	F	Sa	Su	GUIDE NO'S.
31	1	2	3	4	5	6	1
7	8	9	10	11	12	13	2
14	15	16	17	18	19	20	3
21	22	23	24	25	26	27	4

M	T	W	T	F	Sa	Su	GUIDE NO'S.
28	29	30	31	1	2	3	5
4	5	6	7	8	9	10	6
11	12	13	14	15	16	17	7
18	19	20	21	22	23	24	8

M	T	W	T	F	Sa	Su	GUIDE NO'S.
25	26	27	28	1	2	3	9
4	5	6	7	8	9	10	10
11	12	13	14	15	16	17	11
18	19	20	21	22	23	24	12

M	T	W	T	F	Sa	Su	GUIDE NO'S.
25	26	27	28	29	30	31	13
1	2	3	4	5	6	7	14
8	9	10	11	12	13	14	15
15	16	17	18	19	20	21	16

M	T	W	T	F	Sa	Su	GUIDE NO'S.
22	23	24	25	26	27	28	17
29	30	1	2	3	4	5	18
6	7	8	9	10	11	12	19
13	14	15	16	17	18	19	20

M	T	W	T	F	Sa	Su	GUIDE NO'S.
20	21	22	23	24	25	26	21
27	28	29	30	31	1	2	22
3	4	5	6	7	8	9	23
10	11	12	13	14	15	16	24

M	T	W	T	F	Sa	Su	GUIDE NO'S.
17	18	19	20	21	22	23	25
24	25	26	27	28	29	30	26
1	2	3	4	5	6	7	27
8	9	10	11	12	13	14	28

M	T	W	T	F	Sa	Su	GUIDE NO'S.
15	16	17	18	19	20	21	29
22	23	24	25	26	27	28	30
29	30	31	1	2	3	4	31
5	6	7	8	9	10	11	32

M	T	W	T	F	Sa	Su	GUIDE NO'S.
12	13	14	15	16	17	18	33
19	20	21	22	23	24	25	34
26	27	28	29	30	31	1	35
2	3	4	5	6	7	8	36

M	T	W	T	F	Sa	Su	GUIDE NO'S.
9	10	11	12	13	14	15	37
16	17	18	19	20	21	22	38
23	24	25	26	27	28	29	39
30	1	2	3	4	5	6	40

M	T	W	T	F	Sa	Su	GUIDE NO'S.
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14	15	16	17	18	19	20	42
21	22	23	24	25	26	27	43
28	29	30	31	1	2	3	44

M	T	W	T	F	Sa	Su	GUIDE NO'S.
4	5	6	7	8	9	10	45
11	12	13	14	15	16	17	46
18	19	20	21	22	23	24	47
25	26	27	28	29	30	1	48

M	T	W	T	F	Sa	Su	GUIDE NO'S.
2	3	4	5	6	7	8	49
9	10	11	12	13	14	15	50
16	17	18	19	20	21	22	51
23	24	25	26	27	28	29	52
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3	4	5	6	7	8	9	6
10	11	12	13	14	15	16	7
17	18	19	20	21	22	23	8

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24	25	26	27	28	1	2	9
3	4	5	6	7	8	9	10
10	11	12	13	14	15	16	11
17	18	19	20	21	22	23	12

M	T	W	T	F	Sa	Su	GUIDE NO'S.
24	25	26	27	28	29	30	13
31	1	2	3	4	5	6	14
7	8	9	10	11	12	13	15
14	15	16	17	18	19	20	16

M	T	W	T	F	Sa	Su	GUIDE NO'S.
21	22	23	24	25	26	27	17
28	29	30	1	2	3	4	18
5	6	7	8	9	10	11	19
12	13	14	15	16	17	18	20

M	T	W	T	F	Sa	Su	GUIDE NO'S.
19	20	21	22	23	24	25	21
26	27	28	29	30	31	1	22
2	3	4	5	6	7	8	23
9	10	11	12	13	14	15	24

M	T	W	T	F	Sa	Su	GUIDE NO'S.
16	17	18	19	20	21	22	25
23	24	25	26	27	28	29	26
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7	8	9	10	11	12	13	28

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4	5	6	7	8	9	10	32



# spot radio rates and data

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is mailed  
on or about  
the

# 27th

of the month  
preceding the date  
of issue . . . in time  
to reach you at  
or near the

# 1st

of each  
month!

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<hr/>			
<b>Membership insignia appearing with listings:</b>			
		—National Association of Broadcasters, 1771 N St., N. W., Washington, D. C. 20036. Phone 202-293-3500.	
		—National Association of FM Broadcasters, Suite 803, 420 Madison Ave., New York, N. Y. 10017. Phone 212-755-9330.	
		—Radio Advertising Bureau, Inc., 555 Madison Ave., New York, N. Y. 10022. Phone 212-688-4020.	
		—Station Representatives Association, 230 Park Ave., New York, N. Y. 10017. Phone 212-689-6084.	

# Radio Station Representatives (including National Sales Offices of Group Ownership)

**ABC-FM Spot Sales, Inc.**

**ABC FM SPOT SALES**  
Media Code 4 000 0035 2.00  
New York 10019—1330 Avenue of the Americas  
Martin H. Percival, Stanley Cohen,  
Blaise Leonard  
Phone 212-581-7777  
Chicago 60601—360 N. Michigan Ave.  
James F. Smith  
Phone 312-375-2267  
Los Angeles 90016—3321 S. La Cienega Blvd.  
C. Douglas Grimm  
Phones 213-663-3311, ext. 361 & 362  
Detroit 48075—20777 W. Ten Mile Rd.  
James D. French  
Phone 313-353-8283  
Atlanta 30308—600 W. Peachtree St., N.W.  
R. Ken Tonning  
Phone 404-892-1710  
San Francisco 94109—1177 Polk St.  
Marbeth Richmond  
Phone 415-673-7100

**ABELS, RED**  
Media Code 4 000 0075 6.00  
Lincoln, Neb. 68501—Box 80209  
Phone 402-432-6606

**ADVERTISING REPRESENTATIVES, INC.**  
Media Code 4 000 0100 4.00  
Miami 33101—Box 3191.  
J. Van Doren  
Phone 305-561-2122

**ADVERTISING SALES WEST**  
Media Code 4 000 0150 9.00  
San Francisco 94104—155 Montgomery St.

Al Dougherty  
Phone 415-392-6531  
Beverly Hills 90211—111 N. La Cienega Blvd.

Jim Walsh  
Phone 213-655-6055  
New York 10019—685 5th Ave.  
Henry Cohen  
Phone 212-750-6020

Chicago 60645—3322 W. Peterson Ave.  
Hooper Jones  
Phone 312-478-5544  
Atlanta 30305—Box 7201, 131 8th St.  
Phone 404-875-8051

Dallas 75230—12037 Arbargee Circle  
Eric Racey, Dean Cowart  
Phone 214-239-2105  
Detroit 48226—2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919

**ALASKA RADIO-TV SALES**  
Media Code 4 000 0200 2.00  
Seattle 98101—715 Securities Bldg.  
Phone 206-624-6333

**ALL-CANADA RADIO-TELEVISION LTD.**  
Media Code 4 000 0225 9.00  
New York 10020—1271 Avenue of the Americas  
Bill Mitchell, Alex Findlay  
Phone 212-246-1425  
Chicago 60601—209 N. Michigan Ave.  
Rick Kahn  
Phone 312-263-0491

Dallas 75201—1539 Union Life Bldg.  
Mario Messina  
Phone 214-747-0135  
Hollywood 90028—6922 Hollywood Blvd.  
Hugh Wallace  
Phone 213-462-8641

**ARECIBO ADVERTISING AGENCY**  
Media Code 4 000 0242 4.00  
Arecibo, P. R. 00612—Box 1852  
Carmelo Santiago  
Phone 878-1458

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Media Code 4 000 0250 7.00  
New York 10017—380 Madison Ave.  
H. Peter Lasker, Ralph F. Glazer,  
Justin Paltrow  
Phone 212-697-4747  
TWX 710-581-2271

Atlanta 30309—1819 Peachtree Rd., N.E.  
Tom Heffmann  
Phone 404-251-8710  
TWX 810-751-8635  
Chicago 60611—500 N. Michigan Ave.  
William Seaborg  
Phone 312-644-1400  
TWX 910-221-5375

Detroit 48202—721 New Center Bldg.  
William Weed  
Phone 313-875-7200  
TWX 810-221-5248  
Dallas 75205—5327 N. Central Expy.  
Mark A. Stacey  
Phone 214-521-8150  
TWX 910-861-4319

Los Angeles 90010—3550 Wilshire Blvd.  
William Reitz  
Phone 213-380-9500  
TWX 910-321-2897  
San Francisco 94111—645 Battery St.  
Mark Stephens  
Phone 415-434-2190  
TWX 910-372-7499

**BEAVER, C. K. & ASSOCIATES, INC.**  
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Memphis 38104—2158 Union Ave. Bldg.  
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Atlanta 30309—1819 Peachtree St. N.E.  
Nick Imborno  
Phone 404-351-5757  
Dallas 75219—3628 N. Hall  
Jack Riley  
Phone 214-521-1240

Chicago 60606—20 N. Wacker Dr.  
Robert J. Walton, Frank Mangan  
Phone 312-236-8940  
Detroit 48231—Sheraton-Cadillac Hotel,  
Denman Jacobson, Eleanore Krupp  
Phone 313-961-3353  
San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620

Los Angeles—Box 703, 21241 Ventura Blvd., Woodland Hills, Calif. 91364.  
Harlan Oakes  
Phone 213-346-9621

**BIDDECK COMPANY**  
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Northridge, Calif. 91324—18127 Roscoe Blvd.  
Guy Biddick, Glenn Biddick  
Phone 213-349-9526

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Northridge, Calif. 91324—18127 Roscoe Blvd.  
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Phone 213-349-9526

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Guy Biddick, Glenn Biddick  
Phone 213-349-9526

**AVERY-KNODEL, INC.**

**SRA NAB RAB**  
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J. W. Knodel, Robert J. Kizer  
Ronald J. Potts  
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Chicago 60601—2206 Prudential Plaza  
F. Robert Kalthoff,  
Godfrey W. Herweg  
Phone 312-467-6111

Los Angeles 90005—633 S. Shatto Pl.  
Douglas MacLatchie  
Clark N. Barnes  
Phone 213-385-6394

San Francisco 94104—114 Sansome St.  
William E. Moore  
Phone 415-981-2345

Atlanta 30309—1252 W. Peachtree St., N.W.  
Jan DeGreeco  
Phone 404-872-3871

Dallas 75219—3628 North Hall St.  
Wallis S. Ivy, Jr.  
Phones 214-528-1741, 1742

Detroit—1017 Naughton, Troy, Mich. 48084  
Gordon McCaw  
Phone 313-524-9424  
TWX 810-232-1642

St. Louis 63102—10 Broadway.  
Fred W. Johnson  
Phone 314-241-5051  
TWX 910-761-1188

Toll Free Exchange:  
Minneapolis—St. Paul—Zenith 2870  
Philadelphia—Enterprise 6242

**BAR-CONE ASSOCIATES**  
Media Code 4 000 0400 8.00  
Smithfield, N. C. 27577—Box 238,  
Buffalo Rd.  
Ellis Baebeour  
Phone 934-2434

**Mort Bassett & Co., Inc.**

**SRA NAB**  
Media Code 4 000 0450 3.00  
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Mort Bassett, Ken Bassett,  
Charles Spencer  
Phone 212-682-6960

Chicago 60606—20 N. Wacker Dr.  
Robert Walton, Frank Mangan  
Phone 312-236-8940  
Detroit 48231—Sheraton-Cadillac Hotel,  
Denman Jacobson, Eleanore Krupp  
Phone 313-961-3353

San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620

Los Angeles—Box 703, 21241 Ventura Blvd., Woodland Hills, Calif. 91364.  
Harlan Oakes  
Phone 213-346-9621

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Phone 901-272-7503

Atlanta 30309—1819 Peachtree St. N.E.  
Nick Imborno  
Phone 404-351-5757  
Dallas 75219—3628 N. Hall  
Jack Riley  
Phone 214-521-1240

Chicago 60606—20 N. Wacker Dr.  
Robert J. Walton, Frank Mangan  
Phone 312-236-8940  
Detroit 48231—Sheraton-Cadillac Hotel,  
Denman Jacobson, Eleanore Krupp  
Phone 313-961-3353

San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620

Los Angeles—Box 703, 21241 Ventura Blvd., Woodland Hills, Calif. 91364.  
Harlan Oakes  
Phone 213-346-9621

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Phone 901-272-7503

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Phone 404-351-5757  
Dallas 75219—3628 N. Hall  
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Phone 214-521-1240

Chicago 60606—20 N. Wacker Dr.  
Robert J. Walton, Frank Mangan  
Phone 312-236-8940  
Detroit 48231—Sheraton-Cadillac Hotel,  
Denman Jacobson, Eleanore Krupp  
Phone 313-961-3353

San Francisco 94133—559 Pacific Ave.  
Sam Posner  
Phone 415-391-1984  
New York 10017—501 Fifth Ave.  
Joe Cannon  
Phone 212-972-0982

**BOLTON/BURCHILL INTERNATIONAL LTD.**  
Media Code 4 000 0925 4.00  
New York 10022—645 Madison Ave.  
Carmen Bolton, Tom Burchill  
Phone 212-371-6400  
Chicago 60601—360 N. Michigan Ave.  
Irwin Siegel, Sy Gair  
Phone 312-332-4278

Los Angeles 90028—6290 Sunset Blvd.  
Robin Adrian  
Phone 213-463-7106  
Atlanta 30309—1819 Peachtree Rd., N.E.  
Nick Imborno  
Phone 404-351-9376  
Detroit—26400 Lahser Rd., Southfield, Mich. 48076.  
John R. Logan  
Phone 313-353-8050

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A. J. Polley  
Phone 312-784-4069

**Charles Bernard Company, Inc.**

**BERNARD, CHARLES, CO., INC.**  
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Charles Bernard  
Phone 212-246-7242

Atlanta 30309—1819 Peachtree Rd., N.E.  
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Phone 404-351-9288  
Chicago 60601—333 N. Michigan Ave.  
R. M. Duffy  
Phone 312-726-6115

Dallas 75219—Suite 222, 3131 Turtle Creek  
Paul Miller  
Phone 214-528-2923  
Detroit 48226—2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919

Los Angeles—Box 703, 21241 Ventura Blvd., Woodland Hills, Calif. 91364.  
Harlan Oakes  
Phone 213-346-9621

San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620  
Seattle 98101—614 Lloyd Bldg.  
Dean Seaton  
Phone 206-622-7343

**BIDDECK COMPANY**  
Media Code 4 000 0700 1.00  
Northridge, Calif. 91324—18127 Roscoe Blvd.  
Guy Biddick, Glenn Biddick  
Phone 213-349-9526

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Phone 213-349-9526

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Guy Biddick, Glenn Biddick  
Phone 213-349-9526

**BLAIR RADIO**

**SRA NAB RAB**  
Media Code 4 000 0750 6.00  
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Jerry Gibson, Robert Lobdell,  
Phone 212-752-0400

Chicago 60611—645 N. Michigan Ave.  
Robert B. Pates  
Phone 312-787-2300  
Atlanta 30309—600 W. Peachtree St., N.W.  
William T. White  
Phone 404-881-1145

Boston 02116—535 Boylston  
Michael Horn  
Phone 617-536-6230  
Dallas 75219—Two Turtle Creek Village  
Frank J. Carter  
Phone 214-522-4100

Detroit 48202—1129 Fisher Bldg.  
Daniel S. Pollis  
Phone 313-871-3060  
Los Angeles 90036—5670 Wilshire Blvd.  
George R. Wolfson  
Phone 213-971-4620

Philadelphia 19102—3 Girard Plaza  
John L. Welford  
Phone 215-568-0290  
St. Louis 63102—10 Broadway  
Tom Cinquina  
Phone 314-421-5262

San Francisco 94108—650 California St.  
Raymond J. Muer  
Phone 415-434-3272

**BOLLES, GENE, COMPANY**  
Media Code 4 000 0800 9.00  
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Chicago 60645—3322 W. Peterson Ave.  
Charles Spencer  
Phone 312-478-5544, 5545

Beverly Hills—111 N. La Cienega Blvd.  
Phone 213-652-1313  
San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620

**BOLTON/BURCHILL INTERNATIONAL LTD.**  
Media Code 4 000 0925 4.00  
New York 10022—645 Madison Ave.  
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Phone 312-332-4278

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Nick Imborno  
Phone 404-351-9376  
Detroit—26400 Lahser Rd., Southfield, Mich. 48076.  
John R. Logan  
Phone 313-353-8050

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A. J. Polley  
Phone 312-784-4069

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A. J. Polley  
Phone 312-784-4069

**BROADCAST NORTHWEST**  
Media Code 4 000 1075 7.00  
Seattle 98101—614 Lloyd Bldg.  
Dean Seaton  
Phone 206-622-7343

**BROADCAST REPRESENTATIVES, INC.**  
Media Code 4 000 1100 3.00  
Little Rock 72203—Box 1918  
Laney Gair, Coline Payne, Linda Seckinger, David Carpenter  
Phone 501-375-2545

**BROADCAST REPRESENTATIVES, INC.**  
Media Code 4 000 1100 3.00  
Little Rock 72203—Box 1918  
Laney Gair, Coline Payne, Linda Seckinger, David Carpenter  
Phone 501-375-2545

**Buckley Radio Sales, Inc.**

**NAB RAB**  
Media Code 4 000 1132 6.00  
New York 10022—3 E. 54th St.  
Robert V. Coppinger,  
Phone 212-832-0404  
TWX 710-581-3009

Hartford 06103—750 Main St.  
Robert C. Costello  
Phone 203-278-1115  
Atlanta 30309—1819 Peachtree Rd., N.E.  
Thomas R. Blose  
Phones 404-352-1287, 1288  
TWX 810-751-3201

Chicago 60611—520 N. Michigan Ave.  
Arne Hamberg  
Phone 312-644-4530  
Dallas 75205—5327 N. Central Expy.  
Jo Anne Abernathy  
Phone 214-528-1315/1316  
Detroit 48202—2405 Fisher Bldg.  
Thomas J. Beauvais  
Phone 313-971-1050  
TWX 810-221-1250

Los Angeles 90028—6255 Sunset Blvd.  
Cy Ostrup  
Phone 213-461-3313  
San Francisco 94104—220 Montgomery St.  
Lloyd McGovern  
Phone 415-781-0191

St. Louis 63102—10 Broadway  
Samuel L. Hall, Jr.  
Phone 314-621-6040/6041  
TWX 910-761-1041

**BUNCHER, GERT AND ASSOCIATES**  
Media Code 4 000 1165 6.00  
St. Louis 63105—7730 Carondelet  
Gertrude Buncher  
Phone 314-862-5250  
New York 10022—685 Fifth Ave.  
Gert Buncher  
Phone 212-755-1339

Atlanta 30005—3177 Peachtree Rd.  
Phone 404-237-1561  
San Francisco 94104—235 Montgomery St.  
Ray Rhodes  
Phone 415-981-1833

**BUSSY, FINCH AND WOODS, INC.**  
Media Code 4 000 1350 4.00  
Atlanta 30309—1365 Peachtree St., N.E.  
E. Lanier Finch, James Latham  
Phone 404-892-2901  
Dallas 75219—3141 Hood St.  
Ralph Widman  
Louise Cain  
Phone 214-528-1724

**B W BROADCAST SALES**  
Media Code 4 000 1400 7.00  
Hollywood, Calif. 90028—6777 Hollywood Blvd.  
Bill Warren  
Phone 213-463-3201

**CABALLERD SPANISH MEDIA, INC.**  
Media Code 4 000 1425 4.00  
New York 10005—30 E. 42nd St.  
Phone 212-972-1019

**CANADIAN STANDARD BROADCAST SALES, INC.**  
Media Code 4 000 1450 2.00  
New York 10021—654 Madison Ave.  
Roger O'Connor, Rick Hebron  
Carmen Lambert, Terry Perez  
Phone 212-838-5774  
Boston 02116—163 Newbury St.  
William A. Queen  
Phone 617-262-1145  
Memphis 38117—536 Poplar Perkins Bldg.  
Richard S. Crane  
Phone 901-683-2431  
St. Louis 63102—112 N. 4th St.  
Bruce Schneider  
Phone 314-986-5366  
TWX 910-372-6010  
Dallas 75201—501 Tower Petroleum Bldg.  
Cyde B. Melville  
Phone 214-748-8239  
TWX 214-899-8794  
Detroit 48226—1610 Book Bldg.  
Bernard Pearce  
Phone 313-961-2685  
Los Angeles 90025—6290 Sunset Blvd.  
William L. Wallace  
Phone 213-462-2289  
TWX 910-321-3929  
San Francisco 94111—500 Sansome St.  
John J. Neugebauer  
Phone 415-986-5366  
TWX 910-372-6010

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Gert Buncher  
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San Francisco 94104—235 Montgomery St.  
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Phone 415-981-1833

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Ralph Widman  
Louise Cain  
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Carmen Lambert, Terry Perez  
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Bruce Schneider  
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TWX 214-899-8794  
Detroit 48226—1610 Book Bldg.  
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Los Angeles 90025—6290 Sunset Blvd.  
William L. Wallace  
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TWX 910-321-3929  
San Francisco 94111—500 Sansome St.  
John J. Neugebauer  
Phone 415-986-5366  
TWX 910-372-6010

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Gertrude Buncher  
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Gert Buncher





### CHRISTAL COMPANY, THE N A B R A B

Media Code 4 000 1950 1.00  
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Phillip S. Flanagan, Robert J. Duffy,  
Nick Verbitsky, Bella Werner  
Phone 212-688-4414  
Chicago 60601-333 N. Michigan Ave.  
Mark Day  
Phone 312-236-6357  
San Francisco 94104-1646 Russ Bldg.  
Keith Jackson  
Phone 415-982-1390  
Detroit 48226-211 W. Fort St.  
John M. Fouts, Walter B. Archer  
Phone 313-982-2363  
Boston 02116-807 Boylston St.  
Hon Wayland  
Phone 617-267-1180  
Atlanta 30309-1447 Peachtree St., N. E.  
Neal Robbins  
Phone 404-522-1262  
Los Angeles 90010-3440 Wilshire Blvd.  
Roland Horn  
Phone 213-388-1271  
St. Louis 63102-112 N. 4th St.  
John Percy  
Phone 314-231-2272  
Dallas-Phone Enterprise 8083.

**CMIEL, HENRY S. ASSOCIATES**  
Media Code 4 000 2000 4.00  
Chicago 60601-35 E. Wacker Dr.  
Henry S. Cmiele  
Phone 312-726-7113

**COHEN, EDWIN H.**  
Media Code 4 000 2050 9.00  
Miami 33156-Box 222, Kendall Sta.  
Edwin H. Cohen  
Phone 305-233-3336

**ROGER COLEMAN, INC.**  
N A F M B  
Media Code 4 000 2100 2.00  
New York 10017-777 Third Ave.  
Lee Coleman, John Keljikan,  
Mike McDanagh  
Chicago-3222 Peterson Ave.  
Evelyn Kogan, Herb Alexander  
Phone 312-478-5544, 5545  
San Francisco 94131-199 Crestmont Dr.  
David Sandeberg, Ward Glenn  
Phone 415-731-3620  
Detroit 48226-2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919

**COMMUNICATIONS FUND, INC.**  
STATIONS  
Media Code 4 000 2137 4.00  
St. Louis 63144-2735 Bompert Ave.  
Richard J. Miller  
Phone 314-968-1900

**COOKE, DONALD, INC.**  
Media Code 4 000 2250 5.00  
New York 10036-520 Fifth Ave.  
Donald Cooke  
Phone 212-682-5844  
Chicago 60645-3322 W. Peterson Ave.  
Hooper Jones, Evelyn Kogan  
Phone 312-478-5544  
Beverly Hills-111 N. La Cienega Blvd.  
Lee O'Connell  
Phone 213-652-1313  
San Francisco 94131-199 Crestmont Dr.  
David Sandeberg, Ward Glenn  
Phone 415-731-3620  
St. Louis 63102-468 Equitable Bldg.,  
10 S. Broadway.  
Gene Gray  
Phone 314-231-9151

**CORDERO, CHARLES**  
Media Code 4 000 2282 0.00  
Santurce, P. R. 00910-Box 8900,  
Europa, 655.  
Charles Cordero  
Phone 725-4431.

**CORLETT ASSOCIATES**  
Media Code 4 000 2275 2.00  
Detroit 48226-506 Park Avenue Bldg.  
Phone 313-961-8822

**COSTELLO, FRANK, ASSOCIATES**  
Media Code 4 000 2300 8.00  
Glens Falls, N. Y. 12801-288 Glen St.  
Phone 518-793-9687  
South Glen Falls, N. Y. 12801-Box  
1011  
J. Crawford Paine  
Phone 518-792-5593

**COUNTRY MUSIC SALES**  
Media Code 4 000 2350 3.00  
New York 10019-730 Fifth Ave.  
Charles Bernard  
Phone 212-248-7242  
Chicago 60601-333 N. Michigan Ave.  
R. H. Duffy  
Phone 312-726-6115  
Detroit 48226-2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919  
Atlanta 30309-1819 Peachtree R., N.E.  
Nick Imbornone  
Phone 404-351-9288  
Los Angeles-Box 703, 21243 Ventura  
Blvd., Woodland Hills, Calif. 91364.  
Harlan Oakes  
Phone 213-346-9621  
San Francisco 94131-199 Crestmont Dr.  
David Sandeberg, Ward Glenn  
Phone 415-731-3620

**COWLING, CHARLES H.**  
Media Code 4 000 2362 8.00  
Sepulveda, Calif. 91343-8542  
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TWX 910-861-4467  
Chicago 60610-24 W. Erie  
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TWX 910-221-1403

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Marvin Mirvis  
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Sallsbury, Md.  
Charles Stewart  
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Philadelphia, Pa.  
Dick Heynolds  
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Providence, R. I.  
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Bill Schwing, Ruth Lubitz  
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Chicago 60601-332 N. Michigan Ave.  
John T. Nankervis, Terry Waggoner  
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TWX 910-221-5093  
San Francisco 94111-50 California St.  
Al Mackay, Susan Baker  
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TWX 910-372-5097  
Los Angeles 90036-5670 Wilshire Blvd.  
Hugh McTernan, Paul Schiffman  
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TWX 910-321-4496  
Omaha 68102-1624 Douglas  
Harold Soderlund  
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Lanny Finch  
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TWX 810-751-8315  
Dallas 75201-2001 Bryan Tower  
Halsh Widman  
Phone 214-742-3784  
TWX 910-861-4854  
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Los Angeles 90028-6777 Hollywood Blvd.  
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Raleigh, N. C. 27609-3820 Merton Dr.  
Penn Watson  
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San Francisco 94131-199 Crestmont Dr.  
David Sandeberg, Ward Glenn  
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New York 10036-15 W. 44th St.  
Frederick W. Smith  
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Little Rock 72203-Box 1918  
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Detroit 48202-500 Fisher Bldg.  
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San Francisco 94111-One Embarcadero Center.  
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Garfield Clark  
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Portland 97204-520 S. W. Sixth Ave.  
Ed Henry, Earle Baker  
Phone 503-228-7284

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D. W. Morton  
Phone 214-233-1078

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San Francisco 94133-599 Pacific Ave.  
Bert Chance  
Phone 415-391-1984  
Beverly Hills 90211-111 N. LaClanega Blvd.  
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Atlanta 30309-1819 Peachtree Rd., N.E.  
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Seattle 98101-500 Wall St.  
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Phone 617-482-4370

**NICHTER, MICHAEL, ASSOCIATES, INC.**

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Phone 212-832-6500

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San Francisco 94131-199 Crestmont Dr.  
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Phone 415-731-3620  
Dallas 75219-3626 N. Hall  
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Phone 312-478-5544  
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San Francisco 94133-559 Pacific Ave.  
Sam Posner  
Phone 415-391-1984  
Sacramento 95821-2600 Auburn St.  
Jim Hodges  
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Everett 98201-Box 98201  
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New England Spot Sales, Inc.  
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Los Angeles 90029-6281 Hollywood Blvd.  
Tracy Moore & Assoc.  
Jerry Moore  
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Los Angeles 90028-6777 Hollywood Blvd.  
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Sam Posner, Bert Chance  
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Eleanor Kump, Deuman F. Jacobson  
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Seattle 98101-614 Lloyd Bldg.  
Dean Seaton  
Phone 206-622-7343  
Little Rock 73203-Box 1918  
Pat Wilcox  
Phone 501-375-2545  
Raleigh 27609-Box 18006  
Penn Watson  
Phone 919-782-0896  
Atlanta 30326-3384 Peachtree Bd., N.E.  
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Chicago 60611-625 N. Michigan Ave.  
Craig Bachman  
Phone 312-451-8990  
Detroit 48226-617 City National Bank Bldg.  
Dan Friel  
Phone 313-965-2420  
Los Angeles 90028-6290 Sunset Blvd.  
Jack Kaback  
Phone 213-469-2923  
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Hollywood 90028-6777 Hollywood Blvd.  
Bill Warren  
Phone 213-463-3201  
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Sam Posner  
Phone 415-391-1984  
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Indiana Division (Northern Indiana)  
Cleveland 44115-1220 Huron Road  
Norm Kocab, Harry Parks  
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Ohio Stations Representatives Division (Southern Ohio)  
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Nick Imbornone, Brenda Hunter  
Phone 404-351-9288

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Phone 212-764-7000

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Kathleen Mead  
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Chicago 60601-75 E. Wacker Dr.  
Bill Oldham  
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Los Angeles 90026-1700 Alvarado St.  
Art Astor  
Phone 213-665-1105

**ROUNSAVILLE STATIONS**

Media Code 4 000 7800 2.00  
Atlanta 30205-3220 Peachtree Bd., N.E.  
Ralph E. Johnson  
Phone 404-261-3000

**RTV MANAGEMENT, INC.**

Media Code 4 000 7825 9.00  
New York 10022-405 Park Ave.  
John L. Thayer  
Phone 212-421-0680

**RUST CRAFT STATIONS**

Media Code 4 000 7850 7.00  
New York 10019-680 5th Ave.  
Jack N. Berkman, Fred Weber,  
Andrew F. Hofman  
Phone 581-4466

**SANDEBERG-GLENN COMPANY, THE**

Media Code 4 000 7900 0.00  
Los Angeles-Box 703, 21241 Ventura Blvd., Woodland Hills, Calif. 91364.  
Phone 213-346-9621  
San Francisco 94131-199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620  
Chicago 60606-20 N. Wacker Dr.  
Robert Walton  
Phone 312-236-8887  
New York 10017-347 Madison Ave.  
Phone 212-683-5538  
Dallas 75201-Fidelity Union Life Bldg.  
Gary Lang  
Phone 214-747-0135  
Seattle 98101-Tower Bldg.  
Phone 206-623-1868  
Detroit 48226-506 Park Ave. Bldg.  
Tom Corlett  
Phone 313-961-3822

**SAVALLI, GATES, INC.**

**S R A N A B**  
Media Code 4 000 8000 8.00  
New York 10022-515 Madison Ave.  
Joseph Savalli, Russ Walker,  
Tom Brown, Leonard Ostrow  
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Chicago 60601-333 North Michigan Ave.  
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Atlanta 30309-1365 Peachtree St., N.E.  
Robert M. Baird  
Phone 404-892-8850  
Dallas 75219-3511 N. Hall St.  
Jerry Gardner  
Phone 214-521-6800  
Los Angeles 90028-1717 N. Highland Ave.  
Tom Papich, Juanita Haddy London  
Phone 213-462-6676  
San Francisco 94106-681 Market St.  
Leon Pontus  
Phone 415-382-7159  
San Diego 92110-3494 Pickett St.  
Dick Thomas  
Phone 714-295-2501  
Seattle 98101-614 Lloyd Bldg.  
Dean Seaton  
Phone 206-622-7343

**SCHELLENBERG & KIRWAN, INC.**

Media Code 4 000 8050 3.00  
San Juan P. R. 00910-Box 8961,  
1805 Ponce De Leon Ave.  
James T. Kirwan  
Phone 722-5665

**SCHNEIDER, BRUCE & CO.**

Media Code 4 000 8075 0.00  
St. Louis 63102-112 N. 4th St.  
Phone 314-231-5143

**REPRESENTATIVES**

Chicago 60601-111 E. Wacker Dr.  
John Hokin  
Phone 312-527-5500  
San Francisco 94104-425 Bush St.  
Ernie Kovacs  
Phone 415-398-3878  
Los Angeles 90028-6255 Sunset Blvd.  
Richard L. Hadziak, David H. Adams  
Phone 213-939-2118  
Detroit (Southfield) 48075-1717 W. Nine Mile Rd.  
Jim Forrer  
Phone 313-872-1044  
Philadelphia 19103-1617 John F. Kennedy Blvd.  
Vincent Benedict  
Phone 215-563-3580  
Atlanta 30309-1800 Peachtree Rd., N.W.  
Jack Collins  
Phone 404-351-0773

**ROBINSON COMPANY, INC., THE**

Media Code 4 000 7725 1.00  
Winter Park, Fla. 32789-Box 639  
Hugh Robinson  
Kathleen Mead  
Phone 305-644-8777

**ROLLINS BROADCASTING**

Media Code 4 000 7750 9.00  
Atlanta 30301-Box 647  
Paul H. Downs  
Phone 404-875-3511  
Chicago 60601-75 E. Wacker Dr.  
Bill Oldham  
Phone 312-726-6842  
Los Angeles 90026-1700 Alvarado St.  
Art Astor  
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**ROUNSAVILLE STATIONS**

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**RTV MANAGEMENT, INC.**

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**RUST CRAFT STATIONS**

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Chicago 60606-20 N. Wacker Dr.  
Robert Walton  
Phone 312-236-8887  
New York 10017-347 Madison Ave.  
Phone 212-683-5538  
Dallas 75201-Fidelity Union Life Bldg.  
Gary Lang  
Phone 214-747-0135  
Seattle 98101-Tower Bldg.  
Phone 206-623-1868  
Detroit 48226-506 Park Ave. Bldg.  
Tom Corlett  
Phone 313-961-3822

**SAVALLI, GATES, INC.**

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Tom Brown, Leonard Ostrow  
Phone 212-388-2380  
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Ken Schaefer, Tom Griffin  
Phone 312-782-7494  
Atlanta 30309-1365 Peachtree St., N.E.  
Robert M. Baird  
Phone 404-892-8850  
Dallas 75219-3511 N. Hall

## REPRESENTATIVES

**SCHWARTZ, HAROLD S., ASSOCIATES, INC.**  
Media Code 4 000 8100 6.00  
Chicago 60626—1910 W. Birchwood Ave.  
Phone 312-764-1502

**Selcom, inc.**

Media Code 4 000 8175 8.00  
New York 10020—1271 Avenue of the Americas  
Herb Hahn, Linda LaPlant, Bob O'Brien, Debbie Oliverio  
Phone 212-581-0250  
Chicago 60611—400 N. Michigan Ave.  
Jim McMillin  
Phone 312-487-0460  
Detroit 48076—28011 Evergreen Rd., Southfield, Mich.  
Ron Hammer  
Phone 313-355-0840  
Los Angeles 90028—6922 Hollywood Blvd.  
Hugh Wallace, Bill Smith, Robert J. Walton  
Phone 213-462-2371  
San Francisco 94111—1 California St.  
Mary Gregg  
Phone 415-781-3990  
Dallas 75233—12810 Hillcrest Rd.  
Barbara Crooks  
214-358-3608  
Atlanta 30326—3384 Peachtree Rd., N.E.  
Mary O'Shields  
Phone 404-266-2133

**SELECTIVE BROADCAST ADVERTISING, INC.**  
Media Code 4 000 8200 4.00  
Philadelphia 19141—4920 N. Broad St.  
Morton Lowenstein  
Phone 215-329-6100

**SIMPSON/REILLY & ASSOCIATES CO.**  
Media Code 4 000 8250 9.00  
Seattle 98119—314 First Ave., W.  
William L. Simpson, Earl Reilly, Ellie Lee, Cam Wilson  
Phone 206-282-7010  
TWX 901-444-2099  
Portland 97204—404 Wilcox Blvd.  
Charles L. Burrow, Dennis Mahoney, Ellen Johanson, Cheryl Rose  
Phone 503-226-8973  
TWX 910-464-4712

**SJR COMMUNICATIONS STATIONS**  
Media Code 4 000 8275 6.00  
New York 10019—1370 Ave. of the Americas  
David Rapaport  
Phone 212-765-1342

**SMITH, FREDERICK W.**  
Media Code 4 000 8300 2.00  
New York 10036—15 W. 44th St.  
Phone 212-867-0295  
Chicago 60645—3322 W. Peterson Ave.  
Hooper Jones, Evelyn Kogan  
Phone 312-478-5544  
Hollywood 90028—6777 Hollywood Blvd.  
Bill Warren  
Phone 213-463-3201  
San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620  
Dallas 75219—3131 Turtle Creek  
Paul Miller  
Phone 214-528-2923  
Raleigh 27609—3820 Merton Dr.  
Penn Watson  
Phone 919-782-0896  
Detroit 48226—2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919  
Atlanta 30326—3384 Peachtree Rd., N.E.  
Mary O'Shields, Michael Rhodes  
Phone 404-266-2133  
Denver 80211—2701 Alcott St.  
George A. Myers  
Phone 303-433-6466

**SODERLUND COMPANY**  
Media Code 4 000 8350 7.00  
Omaha 68102—1624 Douglas  
Harold A. Soderlund, Ruth Schmid  
Phone 402-841-7535

**SOUTHERN SPOT SALES, INC.**  
Media Code 4 000 8375 4.00  
Raleigh 27609—Box 18006  
Penn Watson  
Susan Self  
Phone 919-782-0896  
Atlanta 30326—3384 Peachtree Rd., N.E.  
Mary O'Shields, Anne Benton  
Phone 404-266-2133  
Chicago 60606—20 N. Wacker Dr.  
Robert Walton  
Phone 312-236-8887  
Philadelphia 19103—1617 John Kennedy Blvd.  
Robert Dome  
Phone 215-563-3716  
Baltimore 21202—204 E. Middle St.  
Sensus Smith  
Phone 301-727-6566  
Pittsburgh 15222—1704 Investment Bldg.  
Stephen Rooney  
Phone 412-391-6520  
Dallas 75201—1537 Fidelity Union Building  
Mario Messina  
Phone 214-747-0135  
Memphis 38104—2158 Union Avenue Bldg.  
Bob Chisholm  
Phone 901-278-3908  
Detroit 48226—2140 Book Bldg.  
Max Goldfarb  
Phone 313-963-6919  
New York 10036—15 W. 44th St.  
Fredrick W. Smith  
Phone 212-867-0295  
Hollywood 90028—6777 Hollywood Blvd.  
Bill Warren  
Phone 213-463-3201

**SOUTHWEST RADIO REPRESENTATIVES**  
Media Code 4 000 8380 4.00  
Dallas 75202—5327 N. Central Expy.  
Phone 214-521-1164

**STARR BROADCASTING GROUP, INC.**  
Media Code 4 000 8397 8.00  
New Orleans 70113—1000 Howard Ave.  
Lou Mahacke, Jr.  
Phone 504-523-6854

**STARS, INC.**  
Media Code 4 000 8400 8.00  
Valdosta, Ga. 31601—Drawer 1207  
M. C. Carter  
Phone 912-244-1900

**STEINMAN RADIO STATIONS**  
Media Code 4 000 8475 2.00  
Lancaster 17603—8 W. King St.  
Harold E. "Chip" Miller, Jr.  
Phone 717-397-5251

**STEPHENS & TOWNDROW CO. LIMITED**  
Media Code 4 000 8500 7.00  
Toronto, Ont., Canada, M5B-1K1—2 Carlton St.  
Peter A. Webb, Harold F. Abernathy  
Phone 416-864-9220  
Montreal, Quebec H3A 1V4—2055 Peel St.  
Reg Morden  
Phone 514-844-3975  
Vancouver, B. C.—1033 Davie St.  
John Grant  
Phone 604-684-6277

**SUSQUEHANNA BROADCASTING CO.**  
Media Code 4 000 8650 0.00  
New York 10022—509 Madison Ave.  
Eric Bosch  
Phone 212-421-5640

**TACHER COMPANY, THE**  
Media Code 4 000 8675 7.00  
Seattle 98101—1411 Fourth Ave. Bldg.  
Phone 206-624-4191  
Mick Tacher, Bob Tacher, Barbara Nelson  
Portland 97205—1130 S.W. Morrison  
Richard Gohlman, Barbara Olinger  
Phone 503-226-2911

**TAFI STATIONS**  
Media Code 4 000 8700 3.00  
Cincinnati 45219—1906 Highland Ave.  
Don Chanda  
Phone 513-421-1750  
Cleveland 44115—602 Hanna Bldg.  
Bill Kaletta  
Phone 216-621-3073

**THOMS RADIO-TV ENTERPRISES, INC.**  
Media Code 4 000 8900 1.00  
Asherville 28801—75 Scenic Hwy.  
Harold H. Thoms, Thomas Easterling  
Phone 704-254-4663

**TIE STATES LTD.**  
Media Code 4 000 8950 9.00  
New York 10036—530 Fifth Ave.  
Michael G. Irving  
Phone 212-697-1996

**T-N SPOT SALES**  
Media Code 4 000 8950 4.00  
Raleigh—Box 1988, 137 S. Salisbury St.  
Wally Volgt, Paul von Hagel, Allen B. Jones  
Phone 919-832-8885—Collect  
Detroit 48226—1610 Book Bldg.  
Bernard P. Pearse  
Phone 313-961-2685

**atg Alan Torbet Associates, Inc.**

**N A B R A B**  
Media Code 4 000 8975 1.00  
New York 10017—555 Fifth Ave.  
Alan Torbet, Brock Petersen, Peter Moore, George Peter  
Phone 212-986-2201  
TWX 710-581-3477  
Chicago 60611—520 N. Michigan Ave.  
Len Sable, Bill Smutzer,  
Phone 312-222-1490  
TWX 910-221-0358  
Toll Free Exchange:  
Minneapolis—St. Paul—Zenith 4676  
St. Louis—Enterprise 4676  
Detroit 48076—26211 Central Pk. Bldg.  
Bill Gilbreath, Ollie Street  
Phone 313-355-9171  
TWX 810-224-4888  
Atlanta 30305—1700 Commerce Park  
Bill Jones, Kay King  
Phone 404-355-0777  
Memphis 38104—2158 Union Avenue Bldg.  
Bob Chisholm  
Phone 901-276-4094  
Dallas 75205—5327 North Central Expy.  
Lee Bell  
Phone 214-521-1020  
Denver 80202—280 Columbine St.  
Bob Hix, George Mathews  
Phone 303-377-6526  
Los Angeles 90026—5900 Wilshire Blvd.  
Bob Allen, Bob Maggioro  
Phone 213-937-4500  
San Francisco 94104—155 Montgomery St.  
Paulie Landon, Rick Holmberg,  
Phone 415-397-6187

**TWR ENTERPRISES LTD.**  
(Religious only)  
Media Code 4 000 9050 2.00  
Spokane, Wash. 99210—Box 683, Regal Professional Bldg.  
Thomas Wilnot Read  
Phone 509-624-6694

**UBC SALES, INC.**  
Media Code 4 000 9100 5.00  
New York 10017—30 E. 42nd St.  
Robert Wittig  
Phone 212-682-1833  
Chicago 60610—400 N. Michigan Ave., Room 900  
Herbert Scharff  
Phone 312-467-1632  
Atlanta 30309—1819 Peachtree Rd., N.E.  
Nick Imbornone  
Phone 404-351-9288  
Hollywood 90038—5723 Melrose Ave.  
Phil Malkin  
Phone 213-466-6161  
Dallas 75201—Fidelity Union Life Bldg.  
Mario Messina  
Phone 214-747-0135

**UNICOM BROADCAST SALES LTD.**  
Media Code 4 000 9150 0.00  
Toronto M4P 1G8—55 Eglinton Ave. E.  
Jack Hodson  
Phone 416-481-5654

Montreal H3A 1E7—666 Shorbrooke St. W.  
Raymond J. Dellale  
Phone 514-842-4489  
Vancouver V6J 1H4—1690 W. Second Ave.  
Jane Papageorgis  
Phone 604-732-5793

**UNIVERSAL BROADCASTING CORPORATION**  
Media Code 4 000 9200 3.00  
New York 10017—310 Madison Ave.  
Lawrence Brandon, Howard Warshaw  
Phone 212-661-6096

**JOHN VACCA**  
Media Code 4 000 9237 5.00  
Dallas 75240—13601 Preston Rd  
Phone 214-233-9242

**WALLACE, HUGH COMPANY**  
Media Code 4 000 9275 5.00  
Hollywood 90028—6922 Hollywood Blvd.  
H. Wallace  
Phone 213-462-2371

**WALTON BROADCASTING SALES CORPORATION**  
Media Code 4 000 9300 1.00  
New York 10017—501 Fifth Ave.  
Joe Cannon  
Phone 212-972-0982  
Chicago 60606—20 N. Wacker Dr.  
Robert Walton, Frank Mangan  
Phone 312-236-8887  
San Francisco 94133—559 Pacific Ave.  
Sam Posner  
Phone 415-391-1984  
Beverly Hills 90211—111 N. La Cienega Blvd.  
Lee F. O'Connell  
Phone 213-652-1313  
Toll Free Exchange:  
Detroit—Enterprise 7772  
St. Louis—Enterprise 41135  
Minneapolis—Zenith 7772

**WALTON, MAL, CO.**  
Media Code 4 000 9350 6.00  
New York 10017—30 E. 42nd St.  
Robert Wittig  
Phone 212-682-4755  
Chicago 60610—400 N. Michigan Ave.  
Herbert Scharff  
Phone 312-467-1632  
Atlanta 30309—1819 Peachtree Rd., N.E.  
Nick Imbornone  
Phone 404-351-9288  
Hollywood 90038—5723 Melrose Ave.  
Phil Malkin  
Phone 213-466-6161  
Dallas 75201—Fidelity Union Life Bldg.  
Mario Messina  
Phone 214-747-0135

**WARD, HARLEY L., INC.**  
Media Code 4 000 9400 9.00  
Chicago 60601—360 N. Michigan Ave.  
Phone 312-236-6269, 6270

**WAYNE-EVANS & ASSOCIATES, INC.**  
Media Code 4 000 9450 4.00  
Minneapolis 55402—722 Midwest Plaza  
Robert E. Bowden  
Phone 612-338-7017  
TWX 910-578-3419

**WEBB, GRANT, & COMPANY, INC.**  
**N A B**  
Media Code 4 000 9500 6.00  
New York 10022—515 Madison Ave.  
Grant Webb  
Dick Romanick, Susan Basedow  
Phone 212-688-7550

Dallas 75201—1537 Fidelity Union Life Bldg.  
Mario Messina  
Phone 214-747-0135

**WEED RADIO CORPORATION**  
Media Code 4 000 9550 1.00  
New York 10017—342 Madison Ave.  
J. J. Weed  
Phone 212-682-8912  
Chicago 60606—20 N. Wacker Dr.  
Robert J. Walton  
Phone 312-236-8887  
Boston 02116—Statler Bldg.  
Kay Chille  
Phone 617-482-6117  
Detroit 48226—1610 Book Bldg.  
Bernard P. Pearse  
Phone 313-961-2685  
Beverly Hills 90211—111 N. La Cienega Blvd.  
Lee F. O'Connell  
Phone 213-652-1313  
San Francisco 94131—199 Crestmont Dr.  
Ward Glenn  
Phone 415-731-3620

**WEED-WALTON CANADIAN REPRESENTATIVES**

Media Code 4 000 9600 4.00  
New York 10017—347 Madison Ave.  
Peter Kramer  
Phone 212-683-5420  
Chicago 60606—20 N. Wacker Dr.  
Robert J. Walton  
Phone 312-236-8887  
Boston 02116—100 Boylston St.  
L. Korlsky  
Phone 617-482-4370  
Detroit—Enterprise 7772  
Beverly Hills 90211—111 N. La Cienega Blvd.  
Lee F. O'Connell  
Phone 213-652-1313  
Minneapolis—Zenith 7772  
St. Louis—Enterprise 41135  
San Francisco 94131—199 Crestmont Dr.  
David Sandberg, Ward Glenn  
Phone 415-731-3620

**WELLINGTON, GBL**  
Media Code 4 000 9650 9.00  
Seattle 98109—1836 Westlake N.  
Phone 206-284-4404

**WESTERN STATES MEDIA**  
Media Code 4 000 9682 4.00  
Los Angeles 90010—3600 Wilshire Blvd.  
Frank Turing  
Phone 213-380-4335

**WGN Continental Sales Company**

Media Code 4 000 9675 6.00  
New York 10022—3 E. 54th St.  
Edward Gerken  
Phone 212-832-0444  
Chicago 60611—500 N. Michigan Ave.  
Marvin H. Astrin  
Phone 312-828-0880  
TWX 910-221-0997  
Joseph J. Lutzke (KDAL)  
Phone 312-644-5608  
TWX 910-221-0997  
Chicago 60618—2501 Bradley Pl.  
Marvin H. Astrin  
Phone 312-528-2311



# Analysis of Listings in Spot Radio Rates and Data

SRDS policy requires that all information supplied by the station be clarified and organized in accordance with these numbered title segments. Where the numbered title segment is omitted from the listing, it is to be assumed the station has failed to provide the necessary information in accordance with SRDS prescribed criteria and practice.

Numbered titles for various subjects found within Spot Radio Rates and Data listings have been devised in order that this important data can be located easier. These titles, as listed below, form the basis of the uniform listing format.

1. PERSONNEL
2. REPRESENTATIVES
3. FACILITIES
4. AGENCY COMMISSION
5. GENERAL ADVERTISING TIME RATES
6. SPOT ANNOUNCEMENTS
7. PACKAGE PLANS
8. PROGRAM TIME RATES
9. PARTICIPATING PROGRAMS
10. SPECIAL FEATURES

The uniform listing format is as follows:  
INTRODUCTORY MATERIAL

- call letters
- established date
- media identification code
- licensee
- address of station
- telephone number
- TWX number
- other offices and/or studios
- station's programming description

## 1. PERSONNEL

- names and titles of those executives (limit of three) who have responsibility and authority relative to national advertising accounts.

## 2. REPRESENTATIVES

- national representatives (name only)
- regional representatives (name only)
- national sales offices of group ownership (name only)

## 3. FACILITIES

- AM Facilities
- power, frequency
- operating schedule
- FM Facilities
- power, frequency
- operating schedule
- antenna height above average terrain
- operational status

## 4. AGENCY COMMISSION

- statement of agency commission, discount policy and billing arrangements.

## 5. GENERAL ADVERTISING See coded regulations

- coded regulations
- national network affiliation
- regional and/or state network affiliation
- specialized regulation
  - multiple product announcements
- combination rates, rate opportunities, reflecting combination rate statements for two or more stations, provided a discount is shown.

## TIME RATES

- status of rates (NATIONAL AND LOCAL RATES SAME)
- card number
- effective date of rates
- received date

## 6. SPOT ANNOUNCEMENTS

- basic rate structure for 1-minute, 30-seconds, 20-seconds and 10-second spots

## 7. PACKAGE PLANS

- package rates and plans for 1-minute, 30-second, 20-second and 10-second spots. (Description terminology such as "SATURATION PACKAGE," "WEEKLY PACKAGE PLAN," etc. has been retained to insure continuity in actual usage particularly in cases where the name of a specific plan is referred to in existing contracts).

- for package plans identified with news rates, weather rates, or other specialized programming see 10. SPECIAL FEATURES.

## 8. PROGRAM TIME RATES

- basic program rate structure

## 9. PARTICIPATING PROGRAMS

- listing of qualified participating programs by name or title, day(s), time and premium rates

## 10. SPECIAL FEATURES

- only special features (news, weather, sports, farm, traffic, etc.) subject to special rates or special charges are identified.

## EXPLANATION OF SRDS RADIO MARKET ESTIMATOR

Radio Market Estimators appear in the top 150 radio markets and are positioned at the beginning of the listings for the individual markets.

With the permission of the Katz Radio organization, SRDS has applied their formula to create these radio market estimators.

SRDS has extended the Katz procedures one logical step, in that the RADIO MARKET ESTIMATORS will be published every month, and updated to reflect the latest rate changes as they are reported in each issue.

SRDS RADIO MARKET ESTIMATORS appear directly below the city of license for the major city designation heading for each of the top 150 Radio Markets (based on FCC NATIONAL SPOT VOLUME Rankings).

### CITY — MONTH, YEAR RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	180	100	180	115
B	175	98	135	110
C	165	75	125	58
D	130	70	110	45
AVERAGE	163	85	138	82

### RATES

—All costs shown are based on rate cards published in the current issue of SRDS SPOT RADIO RATES and DATA.

—Costs were selected separately for each daypart, based on schedules of 12 one-minute announcements per week for 13 weeks, and reported for the four highest cost stations in each market. In addition, the average cost by each daypart was computed and reported at the bottom of each estimator table.

—In determination of the four highest cost stations by daypart in each market, all costs were calculated to the nearest cent. The final figures used for reporting in the estimator tables were rounded to the nearest dollar.

—In all cases, the lowest costs which appropriately qualified by the established criterion of a 13 week 12 one-minute announcements per week, were used. This included the use of all "special" or "pre-emptible" plans and discounts, but only when clearly applicable to the daypart involved.

—In most instances, total audience and weekend

plans were not used. ROS plans were considered applicable to the least expensive of the major dayparts included in the ROS definition.

—In cases of AM-FM combinations, AM-only rates were used when available. Otherwise AM-FM combination rates were used.

### DAYPARTS

—The four dayparts used in the RADIO MARKET ESTIMATORS are defined as: Morning Traffic (6-10 am); Daytime (10 am-3 pm); Afternoon Traffic (3-7 pm); and Evening (7 pm-Midnight).

—In those circumstances where more than one rate level was available for a given daypart, the rate applicable to the most time within the dayparts (as defined above) were used.

### STATION ASSIGNMENT TO MARKET

—AM and FM radio stations were considered as part of a given market in exact accordance with SRDS SPOT RADIO RATES and DATA listings. Thus, stations listed in SPOT RADIO in more than one market, were used in preparation of the radio market estimator once, in the market designated as their primary market.

## IN THIS EDITION

### Population Demos by Age/Sex

The new user feature, *Population Demographics*, appears in the Market Data Summary pages of this edition.

In the words of Editorial Director F. LeRoy Hess the population demographics estimates, titled *Metro Demographic Characteristics Composition of Population by Age/Sex Breaks*, are comparable in reporting structure to ARB's Arbitron Television and Radio reports.

Here, all SMSAs, except New England Metros and SRDS' Ad-

ditional Metros, including SRDS' New England or Whole County Metros, are given in State/Metro alphabetical sequence from Anniston, Ala., through Casper, Wyo., and include populations for men and women in the four primary age ranges (18 through 64 years of age) with totals reporting the general population of women and men from 18 through 100 years of age.

SRDS' estimates are updated from the 1970 Census of Population, it is pointed out.

### Columbia Pictures Sparks Entries in IBT Competition

Columbia Pictures Television offices around the world are encouraging entries in the 15th annual International Broadcasting Awards which will honor the "world's best" television and radio commercials of 1974.

General chairman of this year's awards, CPT President John H. Mitchell, said his company was joining in the effort to help provide recognition for the outstanding creative work now being done in other countries.

The IBA competition, established in 1960 by the Hollywood Radio and Television Society, drew more than 3300 entries from 40 nations last year.

Entries for awards' competition close Dec. 6. Finalists and award winners will be chosen in 12 television and nine radio categories. Trophy winners will then be se-

lected in each category by an international board of final judges meeting in Hollywood. Sweepstakes winners also will be named for both television and radio. Winners will be announced and trophies presented by Hollywood celebrities at a dinner in the Century Plaza Hotel, Los Angeles, on March 11, 1975 with more than 1000 advertising and broadcasting executives and their guests in attendance.

## INDUSTRY QUOTES

"If ever a word was subject to misinterpretation and confusion, it's the word creative . . .

"The truth is there are as many opinions of what is creative as there are creative people in the business. But no matter what your interpretation of the word, one thing is irrefutable: It's not creative unless it sells."—Alvin Hampel, executive vice president, Benton & Bowles, New York City.

### American Association Advertising Agencies' Roster is Ready

The latest Roster and Organization of the American Association of Advertising Agencies is available.

John Crichton, president, in announcing the availability of the Roster, pointed out that during the average working day, AAAA agencies will bill around \$28.5 million; that comes to \$142.5 million a week, or \$7.1 billion a year.

Pages 81 through 93 list the various committees involved in AAAA's media policies and procedures.

The Roster lists 391 AAAA member agencies operating 1054 offices; 679 of these offices are located in 161 cities in 44 states. Offices in other countries total 375 in 105 cities in 55 countries.

### DID YOU KNOW . . .

. . . almost two-thirds of all complaints processed for all products by local Better Business Bureau offices in 1973 were based on service related problems?

BBB's study report in *CBBB Overview* said that complaints about billings (incorrect billings, non-receipt of statements, inaccurate crediting) increased tenfold from 0.5% in 1972 to 5.6% in 1973.

Selling methods ranked last among major causes of complaints, with product deficiencies second behind service (at 13.9% of total), followed by advertising (8.4%), credit problems (6.9%), and selling methods (5.7%).

BBB's data are based on reports from 17 Bureaus utilizing CBBB's inquiry/complaint information system, it has been stated.

## HERE and THERE

The national convention of the Mortgage Bankers Association of America is slated for Fontainebleau Hotel, Miami Beach, Fla., Oct. 28-30.

The program will include addresses by James Lynn, secretary of the U. S. Department of Housing and Development; Walter B. Williams, MBA president; Garth Marston, member of the board of governors of the Federal Home Loan Bank board, and Saul Klamman, vice president and chief economist of the National Association of Mutual Savings Banks. There will be workshop sessions on accounting practices, Section 23, and appraising.

REIT (National Association of Real Estate Investment Trusts), has scheduled its 14th annual conference for Oct. 9-11, in the Cerromar Beach Hotel, Dorado Beach, Puerto Rico. Theme of the conference is "Problems and Potentials."

Summit Advertising, Inc., wholly-owned agency for the F & M Schaefer Brewing Co., will handle all of the company's media buying effective with 1975 schedules, according to Bob A. Newmark, director of advertising and promotion. Summit had been handling a portion of Schaefer's media buying (with BBD&O) since January of 1974. BBD&O, who has served Schaefer for 42 years, will continue as Schaefer's agency for development and execution of all creative work. Reason for the media-buying takeover, according to Mr. Newmark, is that "because of negotiated sponsorships and local buys that Schaefer makes, we feel it will be more efficient for us to purchase media through our own agency."

Bradley H. Roberts, vice chairman of Needham, Harper & Steers Advertising, Inc., has been named membership chairman of the Hollywood Radio and Television Society.



## NEWS OF THE FIELD

### REP CHANGES

Bruce Schneider & Co., is now the representative for KREI, Farmington, Mo.

Blair Radio has been appointed national sales representative for KILT (AM and FM), the LIN Broadcasting radio stations in Houston, Tex.

Also, Blair Radio has been named national sales representative for WLAC (AM and FM), Nashville, Tenn., which station is affiliated with Life & Casualty Insurance of Tennessee.

WCFL, Chicago, has named **Bob Gould** as sales manager. He replaces Paul Litt, who is now a sales consultant. Gould started with WCFL as an account executive in 1971 and then assistant sales manager.

Eastman Radio has been appointed exclusive national representative of WAAB, Worcester, Mass., WCOG, Greensboro, N. C., and WEAM, Washington, D. C.

### OWNERSHIP CHANGES

Recent sell and buy transactions in the radio field include several:

WPDR, WPDR (FM), Portage, Wis., from Comstock Publishing Co. to Kramer Broadcasting, Inc.;

KHER (FM), Longview, Tex., from Radio Longview to Stereo 105, Inc.;

KBCH from Yaquina Radio, Inc., to Lincoln City Broadcasting, Inc. Leo A. McLachlan is general manager;

KFLY, KFLY (FM), Corvallis, Ore., from KFLY Interim Broadcasters to Radio Corvallis, Inc. Ted Jackson is general manager and Gil Robbins, sales manager;

WTNN, Millington, Tenn., from Shelby County Broadcasting Co. to The Moore Company, Inc. W. E. Moore is president and Steve Williams, general manager;

WNIR, Indianapolis, Ind., from B & G Broadcasting Co., Inc., to S & H Broadcasting Co., Inc. Call letter change is to WNTS;

WAUK, WAUK (FM), Waukesha, Wis., from Ottawa Broadcasting Corp. to Zondervan Broadcasting Corp.

WPAP (FM), Panama City, Fla., from Denver T. Brannen to Deltona Broadcasting Co., Inc.

KEXS, Excelsior Springs, Mo., from Excelsior Springs Broadcasting Co. to Jeffco Television Corp.

Southwest Radio Concept is a new regional radio network listing. Address is 3719 N. 32nd Ave., Phoenix, Ariz., and representative is Century National Sales.

New Oklahoma state network listing is **Oklahoma Agriculture News Network**, 1800 W. Main St., Oklahoma City, Okla. Fred E. Walker is president and Kenny Belford, vice president and general manager.

It's **East Texas Black Market Group** rather than East Texas Black Market Network in the Texas state network listings. Bernard Howard & Co., Inc., represents the group which headquarters at 11300 W. Central Expressway, Dallas, Tex.

**Mutual Black Network** broadcast an account of the 15-round championship fight between Muhammad Ali and George Foreman in Kinshasa, Zaire, Africa, on Sept. 24, in cooperation with Mutual Radio Sports. The program was offered to non-affiliates subject to prior commitment.

John Blair & Company, a diversified corporation with interests in broadcasting and graphic arts, reported net earnings of \$620,000 or 26c per share, for the three months ended June 30, 1974, a decline of 17% from \$743,000, or 31c per share, earned in the second quarter of 1973. Revenues for the second quarter of 1974 were \$21,647,000, up 25% from \$17,378,000 in the second quarter of 1973.

For the six months ended June 30, 1974, net earnings were \$952,000, or 40c per share, a decline of 31% from \$1,374,000, or 56c per share earned in the first half of 1973. Revenues for the first half of 1974 were \$41,982,000, up 23% from \$34,087,000 in the first half of 1973. Based on revised projections, the company anticipates that earnings for the full year 1974 will be below 1973 earnings.

Jack W. Fritz, president of Blair, stated that the reduction in the second quarter earnings was attributable to WHDH Corporation, which had been purchased in January 1974.

## Bureau of Economic Analysis Revises Figures on National Income, Products

Gross national product — the market value of the Nation's output of goods and services — increased \$24.7 billion or 7.5% at an annual rate in the second quarter to reach a seasonally adjusted annual rate of \$1,383.5 billion, according to preliminary figures released by the Bureau of Economic Analysis, an agency of the Commerce Department's Social and Economic Statistics Administration. The first quarter increase was \$14.8 billion or 4.5% at an annual rate.

Real output (GNP adjusted for price changes) declined at an annual rate of 1.2% in the second quarter, compared with a decrease of 7.0% in the first. Prices, as measured by the GNP implicit price deflator, rose at an annual rate of 8.8%, compared with 12.3% in the first quarter.

The figures released in mid-July reflect the revision of the national income and product accounts that is made each July to incorporate revised and newly available source data for recent years.

The Bureau emphasized that the second quarter figures are based on preliminary and incomplete source data. Data are not available for June on foreign trade and consumer prices, and are incomplete for inventories and domestic trade.

**Final sales** increased \$26.5 billion in the second quarter, about the same as in the first. All major components increased except net exports.

**The decline in inventory investment** slowed to \$1.8 billion, after declining \$12.0 billion in the first. Inventory investment amounted to \$15.1 billion, compared with \$16.9 billion in the

1st and \$28.9 billion in the 4th.

**Personal consumption expenditures** increased \$26.2 billion, compared with \$16.7 billion in the first quarter. Purchases of durable goods increased \$6.3 billion, following a \$0.4 billion decline. Purchases of nondurable goods increased \$10.8 billion, compared with \$12.3 billion. Purchases of services increased \$9.0 billion, compared with \$5.0 billion.

**Disposable (after-tax) personal income** increased \$15.3 billion in the second quarter, compared with an increase of \$26.4 billion in personal outlays. As a result, personal saving decreased \$11.1 billion and the saving rate (saving as percentage of disposable income) fell from 8.9% in the first quarter to 7.6% in the second.

**Business fixed investment** rose \$4.0 billion, compared with \$3.3 billion in the first quarter.

**Nonresidential construction outlays** increased \$1.2 billion, compared with \$2.0 billion. Purchases of producers' durable equipment increased \$2.8 billion, compared with \$1.3 billion.

**Residential construction outlays** increased \$0.3 billion, following a \$5.2 billion decline.

**Net exports.** Based on preliminary and incomplete data, it appears that net exports fell sharply in the second quarter as imports increased more than exports.

**Federal Government purchases** of goods and services increased \$2.4 billion, compared with \$3.1 billion in the first quarter. Defense spending accounted for \$0.3 billion of the increase in the second quarter. State and local government purchases rose \$4.8

(Please turn to page 12)

## Bureau of Economic Analysis . . .

(Continued from page 11)

billion, compared with \$6.9 billion.

*Alternative measure of price change.* The implicit deflator is a measure of price change based on shifting weights that reflect changes in the composition of GNP. An alternative measure of price change, the chain price index, uses the weights of the prior quarter in the calculation of price change each quarter. This index rose at an annual rate of 9.4% in the second quarter, compared with 11.6% in the first.

*July revision of national income and product accounts.* The national income and product accounts are customarily revised each July for the three preceding years to incorporate source data that become available with varying lags. The most important of the new data are: Internal Revenue Service statistics, which provided the basis for estimating business profits, property income, and capital consumption allowances for 1971 and 1972; revised U. S. Department of Agriculture estimates of farm income for 1971-73; State unemployment insurance payroll statistics, which provided new information for the wage and salary estimates; 1972 Annual Survey of Manufactures data, which contributed to the estimates of producers' durable equipment and manufacturers' inventories; revised Census statistics on private and government construction expenditures and on construction price and cost indexes for 1971-73; the fiscal year 1975 Budget and other Federal Government financial reports, which were used to update the Federal Government components of the national accounts; and Census statistics on the finances of State and local governments

for fiscal year 1972 and selected State and local government data for fiscal year 1973. In addition, the quarterly estimates reflect updating of seasonal adjustments.

As a result of these revisions, GNP was lowered \$0.5 billion for 1971 and raised \$2.8 billion for 1972 and \$5.8 billion for 1973. National income was lowered \$1.8 billion for 1970 and raised \$4.7 billion for 1972 and \$11.7 billion for 1973. Personal income was raised \$0.5 billion for 1971, \$5.7 billion for 1972, and \$19.6 billion for 1973. The revisions in national income and personal income for 1973 are unusually large and are attributable mainly to an upward revision in farm proprietors' income based upon estimates of the U. S. Department of Agriculture.

Detailed national income and product tables appeared in the *July Survey of Current Business*, which is available from District Offices of the Department of Commerce or from the Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402, at an annual subscription of \$34.45, including weekly supplements.

## Economist Urges "Seize Hold of the Future"

"Seize hold of the future and refuse to be overwhelmed by a now tired trend," said consulting economist Miles L. Colean in a recent issue of *The Mortgage Banker*, official publication of the Mortgage Bankers Association of America.

It was Mr. Colean's swan song, as it were, following 40 years of observing the trend of government in its relations with business and the public.

"The principal business of government," he noted, "has shifted from

governing to participating—that is, intervening and most often, interfering—in nearly every aspect of economic and social life.

"Participation is usually on an 'emergency' basis—a knee-jerk reaction to a real or trumped-up crisis. Every actual or imagined emergency must be met with a 'bold new program.' Such programs invariably promise more than they can achieve and produce unforeseen side effects that tend to outweigh and pervert the intent of the action.

"The methods of government participation consist in (1) the creation of institutions, usually for a special purpose, (2) the regulation of institutions and of those who make use of them, usually to the complication of the operation; (3) the subsidization and direction of institutions when the initial administrative structure falters. The usual course of action is to proceed from (1) through (3), since a short-fall in achievement or a perversion of purpose at any one stage leads, not to the elimination of a flawed program, but to additional and more direct forms of participation."

Colean cited the housing program as illustrative of these propositions, but noted, "abundant illustrations may be found elsewhere—the agricultural program, the maritime program, the environmental protection program, the evolving energy conservation program, the automotive safety program, and others. The results are inherent in the type of government we have developed—first the welfare state, then the nursemaid state that doesn't permit private enterprise to blow its nose without government running with a handkerchief. The sad thing is that private enterprise often welcomes the handkerchief."

Colean's conclusion was on a note of hope: "The present confusion of the executive and legislative branches of the federal government may offer one more opportunity to bring about the type of change in the FHA structure and position that MBA has long advocated, or if not, to strike in new directions to create, through the use of pooled conventional mortgages and private insurance, a new type of nationwide mortgage operation. In the one case, the objective would be to decrease governmental meddling; in the other to keep the meddling to a minimum."

## BOOKS • REPORTS

Dukane Corporation, St. Charles, Ill., through its Audio-Visual Division, is offering free of charge to educators the 8th edition of a directory of over 18,000 sound film strips for the Dukane system of equipment. These educational materials, it is pointed out, are available from over 150 sources and the directory provides a single, easy-to-use reference.

Reflecting an ever increasing public interest in water and the strong demand for reference books on the subject, the *Water Atlas of the U. S.* has gone into a second printing of 4500 copies.

The work contains over 120 color maps with explanatory texts covering almost every imaginable water subject. It is a 9" x 14" hard-cover edition and is available at \$35 from Water Information Center, Inc., Dept. C, 44 Sintsink Drive East, Port Washington, N. Y. 11050.

A 12-year (1962-1973) *Cumulative Index to adverse drug reactions* reported in *Clin-Alert* is now available at \$17.50 from Science Editors, Inc., publisher, P. O. Box 7185, Louisville, Ky. 40207.

The Index is designed to assist those who wish to retrieve specific information on drug reactions and related therapeutic hazards.

To supplement the Index, copies of any, or all, previous *Clin-Alert* abstracts since 1962 are available by return mail.

A supplementary section entitled *Biomedical Data and Laboratory Values* is included in the Index. This section of "normal" values includes forensic data and test results which indicate the presence or absence of specific diseases.

Free 1974 *Bulk Mail Postage Table* showing the new rates is available from Market Compilation and Research Bureau. Costs to send from 10 to 1,000,000 plus pieces of 3rd class bulk mail during 1974 are pre-calculated in four tables, which automatically do the mathematics for direct mailers.



## APPOINTMENTS PROMOTIONS

Marston Myers has been named staff vice president, advertising and sales promotion for RCA. In his new position he will provide staff support in the areas of advertising and sales promotion for RCA's divisions and subsidiary companies.

Prior to joining RCA, Mr. Myers was executive vice president of Chalek and Dryer, Inc., N. Y. C. He began his career in advertising as a management trainee with N. W. Ayer & Son, Philadelphia, in 1950, and then account supervisor. From 1959 to 1963 he was an account supervisor with the Aitkin-Kynett agency in Philadelphia, and in 1963 he joined the Marchalk Co., N. Y. C., as a vice president supervising agency assignments from the Pillsbury Co., Bristol-Myers and **The New York Times**. From 1965 to 1973, he held various executive advertising and marketing positions with SSC&B, Inc., in both N. Y. C. and London, the most recent being senior vice president.

**Harold Tucker**, formerly with WFYR, has joined WNUS (AM and FM) as an account executive, it is reported.

**Coyne Maloney** has moved to Needham, Harper & Steers, Chicago, as creative supervisor. He had been operating his own production business.

**Craig B. McKee** has been appointed to the Chicago Division sales staff of Blair Radio. McKee began his business career with A. C. Nielsen Co. and most recently served Honeywell Information Systems in Chicago as an account manager.

Cathleen Adams Gurley has been appointed director of promotions and public relations for WWVA, Wheeling, W. Va. She will oversee publicity and public relations of the entire complex, which includes the station, Capitol Music Hall, Jamboree USA and Jamboree Recording Studio. A native of Pittsburgh, she graduated from Wheeling College in 1972 and since that time has been a reporter for the **Wheeling News-Register**.

In line with WWVA's Truckers Expo, held the Labor Day weekend at the Wheeling Downs exhibition grounds,

an estimated 10,000 truckers and their families were entertained, according to Jamboree Director Glenn Reeves.

**Ned Dick** has been named as the new operations manager of WSPA (FM), Tryon, N. C. He joined the Spartan Radiocasting Co. in February, 1973. Since that time he has worked as a copy writer for both WSPA-FM and TV.

**William D. Reber** has been appointed regional manager of the Minneapolis office of Batten, Barton, Durstine & Osborn, Inc., effective in November. According to **Tom Dillon**, president of BBD&O, Mr. Reber will succeed **Forrest F. Owen, Jr.**, who has elected to retire at the end of the year. Reber, a vice president and currently regional manager of the agency's Boston office, is a native of Minnesota. He was an account manager in the Minneapolis office before transferring to Boston.

Promotions at Tatham-Laird & Kuder include **Virginia Doetsch** and **Larry Stillman** to associate creative directors, **Bill Kilmas**, **Curt Olson** and **Al Weinger** to creative supervisors, **Tim Collins**, **Nort O'Meara** and **Bob Savard**, management supervisors, and **Mike Riley**, account supervisor . . .

Former Campbell-Ewald Detroit's **Jerome Ahlbrand**, has joined Clinton E. Frank's Dallas office as creative director, while **Frank Rizzo** has been promoted to associate creative director in the Dallas office . . .

**William R. Donaldson** has left Quaker Oats as divisional p.r. director to join Theodore R. Sills Inc., New York, as president. He succeeds **Theodore Sills**, who moves up to chairman of the company, a division of Burson-Marsteller. . . .

**Jeannie Eggers Miller** has joined Marsteller as media supervisor. Prior to a free-lancing stint she had served in media at McCann-Erickson . . .

**Edward B. Wilson II** is moving up to chairman of J. Walter Thompson. **Don Johnston** succeeds him as president and chief executive. Former chairman **Dan Seymour** will assume the post of chairman of the executive committee until he retires Dec. 31 . . .

**John F. Truax** has moved from Leo Burnett to Needham, Harper & Steers (Chicago) as an account executive . . .

**Marilyn Much** has been promoted to media buyer at A. Eicoff & Co. . . .

## HERE and THERE

WMEX, Boston, teamed up with Canobie Lake Park, Salem, N. H., to provide an evening of entertainment and fun recently for the benefit of Muscular Dystrophy.

Lennie St. Jean of the "Boston Patriots" put in an appearance and Ronald McDonald amused and bewildered the small fry. To climax the evening, "The Second Society," fast-rising recording group gave a concert in the lake-side ballroom which has seen most of the big bands, as well as current contemporary groups perform. The group flew in for the performance from their road tour with "Three Dog Night" and continued the tour the next day. Tom Allen, station disc jockey, emceed the concert.

More than \$6,000 was raised for Muscular Dystrophy, a substantial increase over last year's event, it is said. In addition to the concert and other entertainment, patrons got unlimited rides in the amusement area. WMEX-15 handled the promotion the same as a commercial campaign, utilizing different length spot announcements.

KUT (FM), San Antonio/Austin, Tex., has received a three-star award of merit, the highest given to radio stations, in the 1974 **Parade of American Music**, sponsored by the National Federation of Music Clubs.

The three-star award is presented to outstanding clubs in the Federation, to radio and television stations, concert managements and concert artists who make a "significant contribution to the advancement of music by American composers and performers."

Eleanor Page, music supervisor of the Communication Center, explained that KUT's entry was twofold. The station recorded and broadcast a special half-hour program of performances by the Wednesday Morning Music Club of Austin, and set aside the week of Feb. 17-23 as American Music Week. All local programs aired during that week featured music by American composers and performers.

## U. S. Senator Hartke's Legislative Report on Payroll Tax Facts

U. S. Senator Vance Hartke in a recent legislative report outlined some facts "you might like to know about the payroll tax.

"More than half of all working Americans pay more in payroll taxes than they pay in Federal income taxes;

"The payroll tax is now the second largest source of Federal income;

"Since 1949, the size of payroll tax revenues has grown 37 times;

"During the past 13 years, the income tax bite on middle income workers has actually decreased while the payroll tax bite has increased by more than 250%;

"Both the employer and the employee portions of the payroll tax are actually borne by the worker;

"The payroll tax is a regressive tax. Everyone pays at the same rate, regardless of income, marital status or family size;

"With all of the talk of the need for a tax cut in 1974, the payroll tax is where that cut will help the most."

This information was presented in line with Senator Hartke's proposal that social security taxes for working Americans be reduced by 15%.

In order to assure the soundness of the Social Security Trust Fund, Senator Hartke proposes that the \$6 billion in payroll tax reductions be replaced with \$6 billion from the Federal Treasury. The difference, it is pointed out, is that the social security payroll tax is a flat-rate tax — everyone pays at the same rate regardless of his or her income — while most of the funds in the Federal Treasury come from personal and corporate income taxes which are graduated taxes — those with higher incomes pay more.

The net effect of the Hartke proposal, it is stated, would lift much of the payroll tax burden from lower and middle income workers and put \$6 billion into the economy at a time when recession and unemployment are facts of life.

### ACCORDING TO REPORT . . .

Ad II Chicago is the name for Chicago's newly-organized club for advertising men and women under the age of 31. . . .

**Methods and Sources:**

Employing a rotation system SRDS station questionnaires are being mailed with greater frequency to insure data reported is current and accurate.

Stations with Farm Directors who are members of the National Association of Farm Broadcasters are identified by the letters NAFB.

Definition as to what constitutes Farm Programming is left to the discretion of the stations.

Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information from previous reports is not carried forward.

# Radio Stations Regularly Scheduling Farm Programs

Station	Hours per week	Station	Hours per week	Station	Hours per week	Station	Hours per week	Station	Hours per week
<b>ALABAMA</b>		<b>FLORIDA</b>		<b>IDAHO</b>		<b>INDIANA</b>		<b>IOWA</b>	
Alabama Community Network	5	Monterey KMBY	1	Blackfoot KBLI	1	Angola WAKI	6	Wabash WAYT	5
Albertville WAVU	10	Petaluma KTOB	2	Boise KBOI	14	Auburn WIFF	3	Wabash WKUZ	1
WQSB (FM)	15	Porterville KTIP	2	KFXD	6(D)	Aurora WWSCH	2	Iowa Radio Network	6
Birmingham WDJC	1	Redding KVCV	7	KIPD	13	Bluffton WCRD	2	Burlington KBUR	18
WYDE	1	Sacramento KFRK	6	KSPD	2	Columbia City WPDT	18	KBUR-FM	18
Bridgeport WBTS	2	KLAK	5	Caldwell KCID	21	Corydon WPDF	3	Cedar Rapids WMT	20
Calera WBYE	1	San Diego KGB	1	Grangeville KORT	1	Crawfordsville WCVL	10	Clinton KCLN	6
Camden WCOX	1	KGB-FM	1	Idaho Falls KID	3	WLFQ	1	KELN-FM	6
Clanton WKLF	8	Santa Barbara KIST	1	Lewiston KOZE	1	Decatur WADM	10	KROS-FM	10
Cullman WKLN	1	KIST	1	McCall KMCL	2	WADM-FM	10	Davenport-KWNT	2
WKUL	2	Santa Maria KSMA	1	Moscow KPUL	4(D)	Elkhart WCMR	11	Rock Island-Moline (Ill.)	1
Dothan WDIG	2	KSMA-FM	1	KRPL	7	Elwood WBMP	9	WBBF	2
WOOB	5	KUHL	1	Nampa KFXD	6	Evansville WGBF	8	WBBF-FM	2
Evergreen WBLO	1	Susanville KSUE	12	KAIN	6	WIOZ	1	WOC	10
Fayette WWWW	3	Turlock KCEY	2	Mount Dora WGTW	1	Fort Wayne WMBE	1	Des Moines KDMI	1
Florence-Sheffield WLAY	2	Vacaville KUCI	1	Ocala WOTC	7	WOWO	20	KSO	1
WXOR	2	Visalia KONG	2	Orlando WFTV	2(D)	Litchfield WSMI	15	WIO	14
Foley WHEP	2	Watsonville KOMY	2	St. Anthony KIGO	6	WSSM-FM	10	Frankfort WLO	7
Fort Payne WFPA	3	Yreka City KSYC	2	Salmon KSRA	2	Macomb WKAI	2	WLO-FM	6
Haleyville WJBB	2	<b>COLORADO</b>		Twin Falls KKEP	3	WKAI-FM	4	(NAFB)	6
WJBB	2	Alamosa KGIW	7	KTFI	4	Marion WDDD	2	Franklin WIFN	2
Huntsville WAAY	4	Burlington KNAB	12	<b>GEORGIA</b>		Mattoon WLBH	15	Greencastle WXTA	6
WBHP	8	Cortez KNAB	12	Atlanta WSB	4	WLBH-FM	4	Hartford City WWHC	3
WEUP	1	Cortex KVFC	3	Augusta WFNL	6	WMCCL	2	WWHC	3
Mobile WMOO	1	Denver KAAT	2	Cairo WGRA	5	Mendota WGLC	6	Huntington WHLT	3
WUNI	2	KAAT	2	Camilla WCLB	2	WGLC-FM	6	WHLT-FM	3
Montgomery WBAM	11	KLAK	6	Canton WCHK	1	Monmouth WIRE	11	Indianapolis WIBC	8
WBAW	7	KLAK-FM	6	Cedartown WGAA	2	WRAM	7	WIBC	5
Moulton WHYI	5	KLZ	10	Cochran WYMG	4	WIRE	11	WIRE	11
WYDE	1	KOA	13	Cordele WFAV	10	Monticello WTLJ	20	Jasper WITZ	3
Rainsville WVSM	1	Fort Collins KCOL	4	Covington WGF3	10	Mount Carmel WVMC	2	WITZ-FM	3
WVSM	1	Fort Morgan KFTM	4	Cumming WSNE	4	Mount Vernon WMIX	5	Kokomo WIOU	1
Tuscaloosa WACT	1	Glenwood Springs KGLN	3	Dawson WDWD	6	Lebanon WNON	3	WIOU	1
WJRD	1	Grand Junction KREX	7	Douglas WDMG	24	Logansport WSAL	3	Lebanon WNON	3
WNPT	6	KSTR	4	Gainesville WGGG	1	WAL-FM	3	Logansport WSAL-FM	3
WTUG	2	Greeley KFKA	15	WNRJ	2	Oline WSEI	5	Lowell WLCL	7
York WYLS	9	Lamar KLMR	21	Chicago WBBM	4	WSEI-FM	5	Martinsville WCRK	2
<b>ARIZONA</b>		Longmont KLMO	1	WGN	10	WCMY	2	WCRK-FM	2
Clifton KCUZ	1	Pueblo KCSJ	10	WJJD	1	Casey WKZI	2	Michigan City WIMS	1
Douglas KAPR	2	Rifle KWSR	3	WJJD-FM	1	Peoria WMBD	11	WIMS	1
Holbrook KDJI	1	Rocky Ford KAVI	4	WOJO	40(D)	WMBD-FM	7	Muncie WLBC	1
Nogales KFBR	2	Salida KVRH	2	Chicago Urban Area WFAW	16	WXL	5	New Castle WMDH	5
Phoenix KJJJ	5	Starling KGEK	12	WFOJ	40	Plano WSPY	5	Noblesville WSPY	5
KRDS	6	Windsor KUAD	1	Chicago WBBM	4	Princeton WZOE	20	WSPY	5
KTAR	6	<b>CONNECTICUT</b>		WGN	10	Quincy WTAD	18	Princeton WYFE	2
Prescott KNOT	2	Hartford-New Britain WIOF	1(D)	WJJD	1	Savanna WCCI	6	WYFE-FM	2
KYCA	3	WVIC	5	WOJO	40(D)	Shelbyville WSHY	3	Sparta WHCO	50
(D) Duplicate Listing		WVIC-FM	5	Chicago WBBM	4	Rushville WRCR	11	Springfield WCVS	17
		(NAFB)	5	WJJD-FM	1	Salem WSLM	20	WCVS-FM	17
		Middletown WCNX	1	WOJO	40(D)	South Bend WNDU	3	WFMJ	2
		New Haven WIOF	1(D)	Chicago WBBM	4	WNB	1	WFMJ-FM	2
		Waterbury WIOF	1	WGN	10	WNB-FM	1	WMAJ	7
		<b>DELAWARE</b>		WJJD	1	WNB-FM	1	WTAJ	7
		Georgetown WJWL	3	WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
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				WJJD	1	WNB-FM	1	WTAJ-FM	7
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				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
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				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
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				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7
				WOJO	40(D)	WNB-FM	1	WTAJ-FM	7
				Chicago WBBM	4	WNB-FM	1	WTAJ-FM	7
				WGN	10	WNB-FM	1	WTAJ-FM	7
				WJJD	1	WNB-FM	1	WTAJ-FM	7



# Radio Stations Regularly Scheduling Farm Programs—Continued

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week
<b>KENTUCKY</b>									
Bowling Green WKCT 5	Grand Rapids WOOD 6 WOOD-FM 6 WYGR 2	Butler KMAM 6	Fremont KHUB 4 KHUB-FM 4	Batavia WBTA 15	Henderson WIZS 2	Cincinnati WLW (NAFB) 15	Durant KSEO 1 KSEO-FM 1	Columbus WRFD (NAFB) 12	Elk City KADS 5
Cadiz WKDZ 24 WKDZ-FM 24	Holland WHTC 1	Carrollton KAOL 9 KAOL-FM 9	Grand Island KMMJ (NAFB) 18 KRGJ 18	Buffalo WBEN (NAFB) 7 WKBW 5	Lenoir WJRI 1	Defiance WONW 6	Enid KCRC 6	Delaware WDLR 2	Henryetta KHEN 1 KHEN-FM 1
Hawesville WKCM 1	Lansing WILS 1 WILS-FM 1 WJIM 1 WJIM-FM 1	Columbia KFRC 3	Hastings KHAS 1	Cherry Valley WJIV (FM) 1	Mt. Airy WSYD 1	Findlay WFIN 1	Hugo KIHN 2	North Wilkesboro-Wilkesboro WWWW 1	Oklahoma City WKY (NAFB) 9
Hopkinsville WHOP (NAFB) 17 WHOP-FM 17 WKOA 6	Saginaw WKNX 2 WGSW 4	Dexter KDEX 6	Kimball KIMB 10	Cortland WKRT 1 WKRT-FM 1	Mt. Olive WDJG 3	Fostoria WFOB 3 WFOB-FM 3	Oklahoma City WKY (NAFB) 9	Oxford WCBQ 2	Pauls Valley KVLH 8
Lexington WVLK 1	Three Rivers WLKM (NAFB) 2	Fredericktown KFTW 6	Lincoln KECK (NAFB) 2 KFOB 15 KLMS 1	De Ruyter WOIV (FM) 1	North Wilkesboro-Wilkesboro WWWW 1	Greenville WDRK 16	Pawhusko KOKN 5	Raeaford WSHB 1	Stillwater KSPI 3 KSPI-FM 3
London WFTG 3	<b>MINNESOTA</b>	Hannibal KHMO (NAFB) 15	McCook KBRL 7	Ellenville WELV 2 WELV-FM 2	Raleigh-Durham WPTF (NAFB) 9 WTKI 2	Lancaster WHOK 2 WHOK-FM 2	Tulsa KVOO 3	Fulton WKFM (FM) 4 WOSC 1	Weatherford KWEY 3
Louisville WAVE (NAFB) 2 WHAS (NAFB) 7	Albany KASM 28	Jefferson City KLIK (NAFB) 23	Nabraska City KNCY 3	Elmira WELM 1	Reidsville WFRS 2	Lima WIMA 3 WIMA-FM (NAFB) 3	<b>OREGON</b>	Paducah WPAD 3 WPAD-FM 3	Mansfield WMAN 1 WNCO-FM 2(D)
Russellville WRUS 40	Albert Lea KATE 6	Joplin KFSS 1 KODE 2	Norfolk WJAG (NAFB) 21 WJAG-FM 10	Johnstown WZRZ 1 WZRZ-FM 1	Rocky Mount WREC 8 WFMA (FM) 12	Portland KUIK 2	Albany KWLL 1	<b>LOUISIANA</b>	Salisbury WSTP 2
Alexandria KALB 12 KSYL 8	Alexandria KXRA 2	Kansas City KCMO (NAFB) 10	Omaha KPAB (NAFB) 12 KLNK 2 WOW (NAFB) 10	Kingston WGHQ 1	Warsaw WTRQ 5	Prineville KRCO 5	Corvallis KFLY 2 KFLY-FM 2	Bastrop KTRY-FM 2	Scotland Neck WYAL 5
Baton Rouge WAIL 2 WJBO 9	Austin KQAQ 12	Marshall KMMO 9	O'Neil KBRX-FM 12	Liberty WVOS 1 WVOS-FM 1	Whitefield WENC 12 WENC-FM 12	Salem KETU (FM) 5	Lakeview KQIK 2	Baton Rouge WJBO 9	Selma WBBZ 4
Eunice KEUN 4	Buffalo KRWC 2	Moberly KRES (FM) 14 KWIX 9	Ord KNLV 4	Massena WYBG 2	Wilson WGTM 5	Sedalia KSIS 12	McMinerville KMCM 16	Shreveport KEEL 5 KWKH (NAFB) 5	Smithfield WMPM 4
Thibodaux KXOR (FM) 1	Cambridge KABG 4	Neosho KBTN 12	Scottsbluff KNEB (NAFB) 8 KOLT (NAFB) 21	Newark WACK 1	Winston-Salem WSJS (NAFB) 8	Sikeston KMPL 3	Ontario KSRV 1	Thibodaux KXOR (FM) 1	Southern Pines WIOZ (FM) 5
Vivian KNCB 1	Cloquet WKLK 1	Rolla KCLU 7 KCLU-FM 7	Superior KRFS 6	Oneida WMCB 6	Yadkinville WYDK 3	Springfield KG BX (NAFB) 18 KWTO (NAFB) 11	Partland KUIK 2	Winnsboro KMAR 12 KMAR-FM 12	St. Marys WERM (FM) 6
Winnsboro KMAR 12 KMAR-FM 12	Fairmont KSUM 14	St. Joseph KFEQ (NAFB) 15	Valentine KVSH (NAFB) 21	Oneonta WDOS 1	Wilmington WYDK 3	Wayne KTCH 15	Salem WSOM 4 WSOM-FM 4	<b>MAINE</b>	Salem WSOM 4 WSOM-FM 4
Lewiston WLAM 1	Faribault KDHL (NAFB) 8	St. Louis KSTL 3	Wayne KTCH 15	Oswego WSGO 1 WSGO-FM 1	Wilmington WYDK 3	<b>NEVADA</b>	Staubenville-Weirton (W. Va.) WEIR 1 WRKY 1 WSTV 1	Shreveport KEEL 5 KWKH (NAFB) 5	Wilmington WYDK 3
Baltimore WBAL 1	Little Falls KLTF 9	Salem KETU (FM) 5	IMFN—1 Station (NAFB) 3	Riverhead WRIV 1	Rochester WHAM (NAFB) 11 WMIV (FM) 1(D)	Elko KELK 3	Tiffin WTTF 9 WTTF-FM 9	Thibodaux KXOR (FM) 1	Syracuse WSYR 12
Hagerstown WARK 7 WHAG 1 WJEF 10 WQCM 1	Mankato KTQE 18	Sedalia KSIS 12	Elko KELK 3	Rochester WHAM (NAFB) 11 WMIV (FM) 1(D)	Syracuse WSYR 12	Reno KCRL 3	Toledo WSPD 1	Winnsboro KMAR 12 KMAR-FM 12	Ticonderoga WIPS 2
Salisbury WBOC 2 WBOC-FM 2	Marshall KMHL 7	Sikeston KMPL 3	Reno KCRL 3	Syracuse WSYR 12	Ticonderoga WIPS 2	<b>NEW HAMPSHIRE</b>	Wellston WKOV 3 WKOV-FM 3	Utica-Rome WIBX (NAFB) 17	
Ware WARE 5	Minneapolis-St. Paul WCCO (NAFB) 18	Springfield KG BX (NAFB) 18 KWTO (NAFB) 11	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Utica-Rome WIBX (NAFB) 17	Keene WKIK 1 WKNE 1 WNBX-FM 1	Youngstown WKBN 1 WPIC 3(D)	Wilmington WYDK 3	Waithersfield WBIV (FM) 1
Ann Arbor WPAG (NAFB) 9	Morris KMRS 24	West Plains KWPM 7	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Belgrade KGVW 6	<b>OKLAHOMA</b>	Wilmington WYDK 3	Wilmington WYDK 3
Bay City WBCM 3	Redwood Falls KLGB 36	<b>MONTANA</b>	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Billings KBMY 2 KOYN 3 KOYN-FM 3	Oklahoma News Network 4	Wilmington WYDK 3	Wilmington WYDK 3
Benton Harbor-St. Joseph WHFB 5 WSJM 3 WSJM-FM 3	St. Cloud WJON (NAFB) 25	IMFN—11 Stations (NAFB) 33	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Glendive KGLE 4	Cushing KUSH 2	Wilmington WYDK 3	Wilmington WYDK 3
Detroit WJR (NAFB) 6	Sauk Rapids WYAL (NAFB) 7	Belgrade KGVW 6	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Great Falls KARR 2 KEIN 2	<b>OHIO</b>	Wilmington WYDK 3	Wilmington WYDK 3
Escanaba WDBC 1	Shakopee KSMM 2	Billings KBMY 2 KOYN 3 KOYN-FM 3	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Helena KCAP 1	Archbold WHFD 3	Wilmington WYDK 3	Wilmington WYDK 3
Flint WFDF 3 WKMF 2	Windom KDOM 12	Glendive KGLE 4	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Lewistown KXLO 18	Ashland WNCO 2 WNCO-FM 2	Wilmington WYDK 3	Wilmington WYDK 3
Fremont WSHN 1	Worthington KWQA (NAFB) 22 KWQA-FM (NAFB) 12	Great Falls KARR 2 KEIN 2	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Missoula KYSS 7	Ashtabula WRFO 7	Wilmington WYDK 3	Wilmington WYDK 3
	Houston WPCP 2	Helena KCAP 1	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Plentywood KPWD (FM) 14	Athens WATH 1	Wilmington WYDK 3	Wilmington WYDK 3
	Jackson WJDX 6	Lewistown KXLO 18	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Red Lodge KRBN 6	Bowling Green WMGs 4	Wilmington WYDK 3	Wilmington WYDK 3
	Laurel WNSL 2	Missoula KYSS 7	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Shelby KSEN 8	Bucyrus WBCO 7 WBCO-FM 7	Wilmington WYDK 3	Wilmington WYDK 3
	Pascagoula WCIS-FM 7	Plentywood KPWD (FM) 14	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	<b>NEBRASKA</b>	Canton WHBC 1	Wilmington WYDK 3	Wilmington WYDK 3
	Tupelo WELO 27 WTUP 3	Red Lodge KRBN 6	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	IMFN—5 Stations (NAFB) 15		Wilmington WYDK 3	Wilmington WYDK 3
	Yazoo City WJNS (FM) 6	Shelby KSEN 8	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Alliance KCOW 5		Wilmington WYDK 3	Wilmington WYDK 3
	<b>MISSOURI</b>	<b>NEBRASKA</b>	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Beatrice KWBE 6		Wilmington WYDK 3	Wilmington WYDK 3
	Missouri Network Inc. (NAFB) 10	Boonville KJSK 6	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Columbia KJSK 6		Wilmington WYDK 3	Wilmington WYDK 3
	Boonville KJSK 6	Fairbury KGMT 3	<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3	Fairbury KGMT 3		Wilmington WYDK 3	Wilmington WYDK 3
	Bowling Green KPCR 10		<b>NEW HAMPSHIRE</b>	Wilmington WYDK 3	Wilmington WYDK 3			Wilmington WYDK 3	Wilmington WYDK 3

## THE FARMERS MARKET

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Peanuts

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the Southeast with each  
crop radio network.

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write Box 1988, Raleigh, NC 27602

# FARM PROGRAMS

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	
<b>Coudersport</b> WFRM ..... 2	<b>Geargetown</b> WINH ..... 1 WINH-FM ..... 1	<b>Jackson</b> WDXI ..... 8 WJNS ..... 2 WJNS-FM ..... 2	<b>Dimmitt</b> KDHN ..... 13 Eagle Pass KEPS ..... 2 Edinburg KURV (NAFB) 12 Edna KWBY ..... 6 El Paso KHEY ..... 6 Falfurrias KPSO ..... 3 Farwell KZOL ..... 2 Ft. Worth WBAP (NAFB) 4 Galveston KGBC ..... 1 Georgetown KGTN ..... 1 Gilmer KHYM ..... 1 Gonzales KCTI ..... 7 Graham KSWA ..... 1 Hamilton KCIW ..... 1 Hereford KPAN, KPAN-FM ..... 9 Houston KFNR ..... 3 KTRR (NAFB) 11 Huntsville KSAM ..... 1 Kennedy-Karnes City KAML ..... 5 Laredo KLAR ..... 1 KVOZ ..... 143 Lockhart KCLT ..... 2 Longview KFRO ..... 1 KYKX ..... 1 KLUE ..... 12 Lubbock KDAY (NAFB) 12 KFYO (NAFB) 14 Marshall KMHT ..... 2 McKinney KMMK (FM) ..... 2 Memphis KBGH ..... 5 Merkel KWFA ..... 3 Midland KCRS ..... 4 Mineral Wells KORC ..... 2 Palestine KNET ..... 1 Pampa KPDN ..... 15 Paris KPRE ..... 1 Pecos KIUN ..... 3 Plainview KKYN ..... 2 KVOP ..... 21 Quanah KOLJ ..... 2 Ralls KCLR ..... 1	<b>Raymandville</b> KSOX ..... 1 Robstown KROB ..... 1 San Angelo KGKL ..... 4 KPEP ..... 4 KTEO ..... 1 San Antonio WOAI (NAFB) 8 Seminole KIKZ ..... 6 Sulphur Springs KSST ..... 14 Sweetwater KXOX ..... 6 Taylor KTAE ..... 6 Texarkana KCMC ..... 2 Tulia KTUE ..... 2 Uvalde KYDU ..... 6 Victoria KTXN (FM) ..... 1 KVIC ..... 1 Waco KWTX ..... 6 Weslaco KRGV ..... 6 Wichita Falls KWFT (NAFB) 22	<b>Danville</b> WBTM ..... 7 WDVA ..... 10 WILA ..... 5 Farmville WFLO, WFLO-FM ..... 1 Franklin WYSR ..... 6 Gloucester WDDY ..... 2 Gretna WMNA ..... 12 Harrisonburg WSVA ..... 17 Lawrenceville WLES ..... 5 Leesburg WAGE ..... 3 Marion WOLD ..... 1 Martinsville WHEE ..... 16 Norfolk-Portsmouth WTAR ..... 1 Orange WJMA, WJMA-FM ..... 3 Petersburg WPVA, WPVA-FM ..... 12 Pulaski WBLB ..... 1 Richmond WRNL ..... 1 Roanoke WBLU ..... 1 Rocky Mount WYTI ..... 3 South Boston WHLP, WJLC (FM) ..... 6 South Hill WJWS ..... 3 Staunton WTON ..... 2 Tasley WESR, WESR-FM ..... 12 Warrenton WEEL, WEER-FM ..... 3 Waynesboro WANY ..... 1 Winchester WHPL, WINC, WFRL (FM) 2	<b>Tacoma</b> KMO ..... 1 Seattle KIRO ..... 3 Toppenish KENE ..... 1 Walla Walla KHIT ..... 1 Yokima KQOT ..... 2	<b>Oconto</b> WOCO, WOCO-FM ..... 7 Oshkosh WOSH, WOSH-FM ..... 6 Plymouth WPLY ..... 6 Portage WPDR, WPDR-FM ..... 5 Port Washington WGLR, WGLR-FM ..... 10 Pavnette WIBU ..... 6 Racine WRN ..... 1 Rice Lake WJMC ..... 3 Shawano WATN ..... 15 Sheboygan WKTS ..... 1 Sparta WCOW, WCOW-FM ..... 27 Stevens Point WSPT, WSPT-FM ..... 6	<b>WEST VIRGINIA</b> Clarksburg WBOY ..... 2 WPDZ ..... 2 Fairmont WTCS ..... 1 Huntington-Ashland (Ky.) WTCR (NAFB) 3 Oak Hill WQAY, WQAY-FM ..... 2 Ronceverte WRON ..... 10 Wheeling WWVA, WWVA-FM ..... 2	<b>WISCONSIN</b> Wisconsin Farm Broadcasting Network (NAFB) ..... 2 Appleton WOSH ..... 6(D) Beaver Dam WBEV, WBEV-FM ..... 10 Belait WREL ..... 3 WGEZ ..... 1 Black River Falls WWIS ..... 2 Eau Claire-Chippewa Falls WAXX (NAFB), WEAU (FM) 18 Green Bay WBAY (NAFB) 13 Hartford WTKM ..... 4 WTKM-FM ..... 3 Havard WWSM ..... 2 La Crosse WKTY (NAFB) 10 Madison WIRA (NAFB) 15 WIRA-FM ..... 15 WTSO ..... 3 Manitowac WCUB ..... 10 Marshfield WDLB ..... 29 Merrill WJMT, WJMT-FM ..... 4 Milwaukee WEWZ (FM) ..... 1 WTMJ ..... 6	<b>WYOMING</b> IMFN—10 Stations (NAFB) ..... 30 Buffalo KBBS ..... 3 Cheyenne KNIE ..... 1 KRAE ..... 1 Douglas KWIV ..... 6 Lander KOVE ..... 3 Laramie KOJO ..... 1 KOWB ..... 1 Newcastle KASL ..... 3 Rawlins KRAL ..... 4 Rock Springs KVRB ..... 1 Sheridan KROE ..... 2 Thermopolis KTHE ..... 2 Warland KWOR ..... 7
<b>Elizabethtown</b> WFDC ..... 2 WFDC-FM ..... 2	<b>Hartsville</b> WHSC ..... 3 Johnston WJES ..... 4 Kingstree WKSF ..... 2 Lake City WJOT ..... 14 Laurens WLIB, WLBG-FM ..... 1 Marion WATP, WATP-FM ..... 2 Mullins WAYA ..... 15 Newberry WKMG ..... 3 Orangeburg WTND ..... 10 Sumter WFIG ..... 4	<b>TEXAS</b> Voice of Southwest Agriculture Radio Network (NAFB) ..... 3 Voice of Valley Agricultural Radio Network (NAFB) ..... 12 Abilene KWKC ..... 2 Alpine KVLF ..... 1 Amarilla KGNC (NAFB) 29 KIXZ ..... 3 Atlanta KALT ..... 1 Austin KLBJ ..... 2 Beaumont KLYT ..... 2 KTRM ..... 1 KTRM-FM ..... 1 Beville KIBL ..... 6 Brenham KPTX, KWHI-FM ..... 4 Brownfield KKUB ..... 11 Brownsville KBOR ..... 7 Bryan-College Station KTAM ..... 1 WTAW ..... 1 Cameron KMIL ..... 2 Cleveland KJCH ..... 1 Canoe KIKR ..... 1 Carpus Christi KEYS ..... 6 KIKN ..... 1 KROB ..... 1(D) KRYB ..... 5 Carsicana KAND ..... 2 Cuero KCFH ..... 2 Dallas WBAP (NAFB) 4(D) WFAA (NAFB) 2	<b>UTAH</b> IMFN 4 Stations (NAFB) ..... 12 Ogden KSNV ..... 1 Richfield KSVC ..... 1 Salt Lake City KSL (NAFB) 2 Spanish Fork KONI, KONI-FM ..... 4	<b>VERMONT</b> Barre-Montpelier WSKI ..... 1 WSNO ..... 3 Brattleboro WKYT ..... 3 Rutland WHWB, WHWB-FM ..... 1 WSYB ..... 6 St. Albans WWSR ..... 7 Waterbury WDEV ..... 5	<b>VIRGINIA</b> Appomattox WTTX ..... 5 Bristol WOPI ..... 2(D) Charlottesville WCHV, WCCV (FM) 1 WINA (NAFB) 10 Chase City WMEK ..... 4 Covington WKFY, WKFY-FM ..... 4	<b>WASHINGTON</b> Blaine KARI ..... 5 Coffax KCLX ..... 3 Mt. Vernon KAPS ..... 2 Pullman KPUL, KPUL-FM ..... 4 Richland-Pasco KONA, KORD, KORD-FM ..... 1 Kennewick KONA, KORD, KORD-FM ..... 1 Spokane KHQ (NAFB) 4 KREM ..... 5	<b>TENNESSEE</b> Ardmore WISLV ..... 1 Bristol WOPI ..... 2 Chattanooga WDOD ..... 20 Clarksville WDXN ..... 5 Callierville WMSO ..... 80 Cookeville WHUR ..... 3 Crossville WCSV ..... 5 Greeneville WGRV ..... 8 WSMG ..... 2 Hartsville WJKM ..... 1 Hohenwald WMLR ..... 1 Humboldt WIRJ ..... 2	<b>SOUTH CAROLINA</b> Bennetsville WBSC ..... 5 Chester WCMJ ..... 1 Charleston WCBC ..... 1 Dillon WDSC ..... 5 Fountain Inn WFIS ..... 2 Greenville WESC, WESC-FM ..... 13		





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Negro Population Data

January 1, 1974

## METHODS AND SOURCES:

Each year SRDS Consumer Market Data Division develops a special population projection of the Negro population for all the metro areas, and county data for several southern states. This tabulation was developed from material in the Official 1970 Census of Population.

## ALABAMA

STATE TOTAL..... 858,847

### METRO AREAS

Aniston ..... 16,957  
Birmingham ..... 211,196  
Decatur ..... 6,523  
Dothan ..... 13,314  
Florence ..... 15,011  
Gadsden ..... 12,242  
Huntsville ..... 35,152  
Mobile ..... 115,431  
Montgomery ..... 76,614  
Tuscaloosa ..... 25,754  
Total Metros..... 528,194

### COUNTIES

Baldwin ..... 10,620  
Calhoun ..... 16,957  
Chambers ..... 12,102  
Clarke ..... 10,892  
Dallas ..... 26,694  
Escambia ..... 10,256  
Etowah ..... 12,242  
Houston ..... 13,314  
Jefferson ..... 197,264  
Lee ..... 15,354  
Macon ..... 19,318  
Madison ..... 27,552  
Marengo ..... 11,402  
Mobile ..... 104,811  
Montgomery ..... 62,095  
Russell ..... 19,459  
Talladega ..... 19,465  
Tuscaloosa ..... 25,754  
Total Counties.. 615,551

## ALASKA

STATE TOTAL..... 9,664

### METRO AREAS

Anchorage ..... 5,829  
Total Metros..... 5,829

## ARIZONA

STATE TOTAL..... 59,347

### METRO AREAS

Phoenix ..... 36,248  
Tucson ..... 12,025  
Total Metros..... 48,273

## ARKANSAS

STATE TOTAL..... 334,101

### METRO AREAS

Fayetteville ..... 668  
Springdale ..... 6,397  
Fort Smith ..... 5,075  
Hot Springs ..... 61,533  
Little Rock-North ..... 34,152  
Pine Bluff ..... 24,110  
Texarkana ..... 131,935  
Total Metros..... 195,501

### COUNTIES

Crittenden ..... 19,663  
Jefferson ..... 34,152  
Lee ..... 10,082  
Mississippi ..... 14,788  
Ouachita ..... 10,760  
Phillips ..... 20,398  
Pulaski ..... 60,533  
St. Francis ..... 12,298  
Union ..... 12,832  
Total Counties.. 195,501

## CALIFORNIA

STATE TOTAL..... 1,610,149

### METRO AREAS

Anaheim-Santa Ana-Garden ..... 12,528  
Bakersfield ..... 19,261  
Fresno ..... 22,054  
Los Angeles ..... 880,565  
Long Beach..... 2,431  
Modesto ..... 7,119  
Oxnard ..... 7,119  
Riverside-San Bernardino-Ontario ..... 57,105  
Sacramento ..... 46,771  
Salinas-Seaside-Monterey ..... 13,501  
San Diego ..... 73,098  
San Francisco-Oakland ..... 374,983  
San Jose ..... 24,069  
Santa Barbara-Santa Maria-Lompoc ..... 7,494  
Santa Cruz ..... 1,011  
Santa Rosa ..... 2,716  
Stockton ..... 17,687  
Vallejo-Fairfield-Napa ..... 19,236  
Visalia ..... 3,299  
Total Metros..... 1,584,928

## COLORADO

STATE TOTAL..... 81,049

### METRO AREAS

Colorado Springs ..... 15,888  
Denver-Boulder.. 60,798  
Fort Collins ..... 394  
Greeley ..... 287  
Pueblo ..... 2,134  
Total Metros..... 79,501

## CONNECTICUT

STATE TOTAL..... 214,040

### METRO AREAS

Bridgeport (S.M.S.A.) ..... 33,343  
Bridgeport-Stamford-Norwalk (County Basis).. 64,842  
Bristol (S.M.S.A.) ..... 712  
Danbury (S.M.S.A.) ..... 3,891  
Hartford (S.M.S.A.) ..... 59,342  
Hartford-New Britain-Bristol (County Basis).. 65,130  
Meriden (S.M.S.A.) ..... 1,694  
New Britain (S.M.S.A.) ..... 4,403  
New Haven-West Haven (S.M.S.A.) ..... 48,018  
New Haven-Waterbury-Meriden (County Basis).. 68,365

New London-Norwich (S.M.S.A.) ..... 8,499  
New London-Norwich (County Basis).. 8,548  
Norwalk (S.M.S.A.) ..... 11,140  
Stamford (S.M.S.A.) ..... 17,359  
Waterbury (S.M.S.A.) ..... 13,250  
Total Metros (S.M.S.A.) ..... 201,651  
Total Metros (County Basis).. 206,885

## DELAWARE

STATE TOTAL..... 84,144

### METRO AREAS

Wilmington ..... 65,861  
Total Metros..... 65,861

## DISTRICT OF COLUMBIA

DISTRICT TOTAL.. 607,677

### METRO AREAS

Washington ..... 810,078  
Total Metros..... 810,078

## FLORIDA

STATE TOTAL..... 1,115,444

### METRO AREAS

Daytona Beach.. 24,500  
Fort Lauderdale-Hollywood ..... 83,167  
Fort Myers ..... 14,064  
Fort Pierce ..... 16,891  
Gainesville ..... 21,627  
Jacksonville ..... 136,090  
Lakeland-Winter Haven ..... 40,424  
Melbourne-Titusville-Cocoa ..... 20,057  
Miami ..... 212,562  
Orlando ..... 74,129  
Panama City..... 9,397  
Pensacola ..... 43,690  
Sarasota ..... 8,508  
Tallahassee ..... 28,164  
Tampa-St. Petersburg ..... 134,106  
West Palm Beach-Boca Raton ..... 63,217  
Total Metros..... 930,593

### COUNTIES

Alachua ..... 21,627  
Brevard ..... 20,057  
Broward ..... 83,167  
Dade ..... 212,562  
Duval ..... 120,839  
Escambia ..... 41,776  
Gadsden ..... 23,406  
Hillsborough ..... 77,916  
Lake ..... 13,160  
Lee ..... 14,064  
Leon ..... 26,672  
Manatee ..... 11,384  
Marion ..... 19,168  
Orange ..... 55,471  
Palm Beach..... 63,217  
Pinellas ..... 52,227  
Polk ..... 40,424  
St. Lucie ..... 16,891  
Seminole ..... 16,434  
Volusia ..... 24,500  
Total Counties.. 954,962

## GEORGIA

STATE TOTAL..... 1,191,666

### METRO AREAS

Albany ..... 36,110  
Athens ..... 12,839  
Atlanta ..... 378,469  
Augusta ..... 71,890  
Columbus ..... 67,627

Macon ..... 69,782  
Rome ..... 9,129  
Savannah ..... 70,099  
Valdosta ..... 15,444  
Total Metros..... 731,389

### COUNTIES

Baldwin ..... 12,626  
Bibb ..... 50,433  
Bulloch ..... 12,047  
Chatham ..... 65,625  
Clarke ..... 12,839  
De Kalb ..... 70,753  
Dougherty ..... 33,681  
Fulton ..... 257,688  
Glynn ..... 12,246  
Houston ..... 10,216  
Laurens ..... 10,281  
Lowndes ..... 15,444  
Muscookee ..... 44,990  
Richmond ..... 46,648  
Spalding ..... 10,471  
Sumter ..... 10,838  
Thomas ..... 13,206  
Troup ..... 13,283  
Total Counties.. 703,315

## HAWAII

STATE TOTAL..... 7,383

### METRO AREAS

Honolulu ..... 7,126  
Total Metros..... 7,126

## IDAHO

STATE TOTAL..... 2,556

### METRO AREAS

Boise City ..... 291  
Idaho Falls..... 125  
Lewiston ..... 20  
Pocatello ..... 522  
Total Metros..... 958

## ILLINOIS

STATE TOTAL..... 1,626,917

### METRO AREAS

Bloomington-Normal ..... 2,478  
Champaign-Urbana-Rantoul ..... 11,650  
Chicago ..... 1,410,409  
Chicago, Ill.-Northwestern Ind. (Consolidated) ..... 1,535,945  
Danville ..... 6,221  
Davenport-Rock Island-Moline ..... 14,697  
Decatur ..... 11,697  
Kankakee ..... 12,633  
Peoria ..... 18,183  
Quincy ..... 1,579  
Rockford ..... 19,204  
Springfield ..... 8,780  
Total Metros..... 1,517,531

## INDIANA

STATE TOTAL..... 401,114

### METRO AREAS

Anderson ..... 9,686  
Bloomington ..... 1,753  
Elkhart ..... 5,532  
Evansville ..... 14,427  
Fort Wayne ..... 22,954  
Gary-Hammond-East Chicago ..... 125,536  
Indianapolis ..... 154,051  
Kokomo ..... 3,998  
Lafayette-West Lafayette ..... 1,203  
Marion ..... 5,162  
Muncie ..... 7,365  
Richmond ..... 3,976  
South Bend ..... 21,364  
Terre Haute ..... 5,757  
Total Metros..... 382,764

## IOWA

STATE TOTAL..... 36,690

### METRO AREAS

Cedar Rapids.... 2,084  
Davenport-Rock Island-Moline ..... 14,697  
Des Moines ..... 12,190  
Dubuque ..... 108  
Iowa City ..... 659  
Sioux City ..... 872  
Waterloo-Cedar Falls .. 7,771  
Total Metros..... 38,381

## KANSAS

STATE TOTAL..... 115,325

### METRO AREAS

Hutchinson ..... 1,428  
Manhattan ..... 3,441  
Salina ..... 2,060  
Topeka ..... 13,226  
Wichita ..... 30,240  
Total Metros..... 50,395

## KENTUCKY

STATE TOTAL..... 233,934

### METRO AREAS

Bowling Green.. 4,912  
Huntington-Ashland ..... 6,936  
Lexington-Fayette ..... 28,064  
Louisville ..... 109,580  
Owensboro ..... 3,369  
Paducah ..... 5,829  
Total Metros..... 158,690

## LOUISIANA

STATE TOTAL..... 1,101,770

### METRO AREAS

Alexandria ..... 34,952  
Baton Rouge ..... 101,966  
Houma ..... 11,295  
Lafayette ..... 24,134  
Lake Charles ..... 31,954  
Monroe ..... 29,225  
New Orleans ..... 357,430  
Shreveport ..... 109,372  
Total Metros..... 700,328

### PARISHES

Acadia ..... 10,486  
Avoyelles ..... 10,302  
Bossier ..... 11,168  
Caddo ..... 86,562  
Calcasieu ..... 31,954  
De Soto ..... 11,224  
East Baton Rouge ..... 81,498  
Iberia ..... 16,076  
Iberville ..... 14,241  
Jefferson ..... 40,431  
Lafayette ..... 24,134  
Lincoln ..... 13,623  
Morehouse ..... 12,500  
Natchitoches ..... 11,343  
Orleans ..... 303,288  
Ouachita ..... 29,225  
Pointe Coupee .. 10,493  
Rapides ..... 31,958  
St. John the Baptist ..... 11,077  
St. Landry ..... 31,999  
St. Martin ..... 11,039  
St. Mary ..... 17,145  
St. Tammany..... 11,228  
Tangipahoa ..... 20,075  
Terrebonne ..... 11,295  
Washington ..... 12,771  
Webster ..... 11,642  
Total Parishes.. 888,777

## MAINE

STATE TOTAL..... 2,500

### METRO AREAS

Bangor (County Basis).. 197  
Lewiston-Auburn (S.M.S.A.) ..... 112  
Lewiston-Auburn (County Basis).. 114  
Portland (S.M.S.A.) ..... 558  
Portland (County Basis).. 711  
Total Metros (S.M.S.A.) ..... 670  
Total Metros (County Basis).. 1,022

## MARYLAND

STATE TOTAL..... 769,496

### METRO AREAS

Baltimore ..... 538,637  
Cumberland ..... 1,003  
Hagerstown ..... 3,650  
Total Metros..... 543,290

## MASSACHUSETTS

STATE TOTAL..... 219,214

### METRO AREAS

Boston (S.M.S.A.) ..... 146,776  
Boston-Lawrence-Haverhill-Lowell (County Basis).. 167,070  
Brookton (S.M.S.A.) ..... 3,325  
Brookton (County Basis).. 4,765  
Fall River (S.M.S.A.) ..... 616  
Fitchburg-Leominster (S.M.S.A.) ..... 1,003  
Lawrence-Haverhill (S.M.S.A.) ..... 1,637  
Lowell (S.M.S.A.) ..... 1,329  
New Bedford (S.M.S.A.) ..... 3,947  
New Bedford-Fall River (County Basis).. 5,369  
Pittsfield (S.M.S.A.) ..... 1,348  
Pittsfield (County Basis).. 2,123  
Springfield-Chicopee-Holyoke (S.M.S.A.) ..... 27,718  
Springfield-Chicopee-Holyoke (County Basis).. 29,675  
Worcester (S.M.S.A.) ..... 4,210  
Worcester-Fitchburg-Leominster (County Basis).. 7,549  
Total Metros (S.M.S.A.) ..... 191,909  
Total Metros (County Basis).. 216,551

## MISSISSIPPI

STATE TOTAL..... 770,679

### METRO AREAS

Biloxi-Gulfport.. 29,033  
Hattiesburg ..... 13,613  
Jackson ..... 97,416  
Meridian ..... 19,375  
Total Metros..... 159,437

### COUNTIES

Adams ..... 17,764  
Bolivar ..... 27,850  
Cochosha ..... 23,950  
Columbia ..... 12,049  
De Soto ..... 10,402  
Forrest ..... 13,613  
Harrison ..... 24,639  
Hinds ..... 85,710  
Holmes ..... 14,333  
Jackson ..... 14,911  
Jones ..... 13,496  
Lauderdale ..... 19,375  
Leflore ..... 21,969  
Lowndes ..... 15,237  
Madison ..... 16,149  
Marshall ..... 13,748  
Panola ..... 12,713  
Pike ..... 13,503  
Rankin ..... 11,706  
Sunflower ..... 20,415  
Tallahatchie ..... 10,305  
Warren ..... 17,433  
Washington ..... 37,538  
Yazoo ..... 12,926  
Total Counties.. 481,734

## MICHIGAN

STATE TOTAL..... 1,149,081

### METRO AREAS

Ann Arbor ..... 19,772  
Battle Creek ..... 13,136  
Bay City ..... 791  
Detroit ..... 883,972  
Flint ..... 71,686  
Grand Rapids ..... 27,517

Jackson ..... 8,911  
Kalamazoo-Portage ..... 16,352  
Lansing-East Lansing ..... 18,925  
Midland ..... 213  
Muskegon-Muskegon Heights ..... 19,058  
Saginaw ..... 30,554  
Total Metros..... 1,110,887

## MINNESOTA

STATE TOTAL..... 40,685

### METRO AREAS

Duluth-Superior ..... 1,352  
Fargo-Moorhead ..... 179  
Minneapolis-St. Paul ..... 37,228  
Rochester ..... 282  
St. Cloud ..... 306  
Total Metros..... 39,347

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Tallahatchie ..... 10,305  
Warren ..... 17,433  
Washington ..... 37,538  
Yazoo ..... 12,926  
Total Counties.. 481,734

## MISSOURI

STATE TOTAL..... 524,586

### METRO AREAS

Columbia ..... 4,541  
Joplin ..... 937  
Kansas City ..... 171,004  
St. Joseph ..... 2,555  
St. Louis ..... 416,475  
Springfield ..... 2,372  
Total Metros..... 597,884

## MONTANA

STATE TOTAL..... 2,349

### METRO AREAS

Billings ..... 220  
Great Falls ..... 1,447  
Missoula ..... 74  
Total Metros..... 1,741

## NEBRASKA

STATE TOTAL..... 45,809

### METRO AREAS

Lincoln ..... 2,445  
Omaha ..... 42,694  
Total Metros..... 45,139



## NEVADA

STATE TOTAL	32,612
METRO AREAS	
Las Vegas	29,395
Reno	2,061
Total Metros	31,456

## NEW HAMPSHIRE

STATE TOTAL	2,652
METRO AREAS	
Manchester (S.M.S.A.)	342
Manchester-Nashua (County Basis)	714
Nashua (S.M.S.A.)	384
Total Metros (S.M.S.A.)	726
Total Metros (County Basis)	714

## NEW JERSEY

STATE TOTAL	909,232
METRO AREAS	
Atlantic City	32,398
Jersey City	74,632
Long Branch-Ashbury Park	38,890
Newark	432,516
New Brunswick-Perth Amboy-Sayreville	28,727
Paterson-Clifton-Passaic	61,655
Trenton	58,653
Vineland-Millville-Bridgeton	18,796
Total Metros	746,267

## NEW MEXICO

STATE TOTAL	21,851
METRO AREAS	
Albuquerque	7,943
Santa Fe	256
Total Metros	8,199

## NEW YORK

STATE TOTAL	2,611,916
METRO AREAS	
Albany-Schenectady-Troy	27,890
Binghamton	3,239
Buffalo	123,550
Elmira	3,873
Jamestown	1,597
Nassau-Suffolk	135,487

New York	2,173,741
New York-Northeastern N. J. (Consolidated)	2,906,758
Poughkeepsie	16,134
Rochester	71,870
Syracuse	29,068
Utica-Rome	9,432
Watertown	208
Total Metros	2,596,089

## NORTH CAROLINA

STATE TOTAL	1,110,365
METRO AREAS	
Asheville	11,605
Burlington	18,104
Charlotte	114,924
Gastonia	50,959
Fayetteville	134,490
Greensboro-Winston-Salem-High Point	105,907
Raleigh-Durham	44,232
Rocky Mount	25,171
Wilmington	505,392
Total Metros	505,392

### COUNTIES

Alamance	18,014
Anson	10,454
Beaufort	11,110
Bertie	11,453
Buncombe	11,503
Cabarrus	12,224
Cleveland	14,607
Columbus	13,203
Craven	15,128
Cumberland	50,959
Duplin	11,942
Durham	45,769
Edgecombe	23,922
Forsyth	47,499
Franklin	11,260
Gaston	18,109
Granville	14,100
Guilford	68,721
Halifax	22,690
Harnett	11,344
Hertford	12,650
Iredell	12,609
Johnston	12,933
Lenoir	20,105
Mecklenburg	86,484
Nash	20,310
New Hanover	17,625
Northampton	12,849
Onslow	15,544
Pitt	22,007
Richmond	11,648
Robeson	20,387
Rockingham	15,102
Rowan	14,216

Sampson	16,018
Union	10,331
Vance	13,690
Wake	50,757
Wayne	27,495
Wilson	19,909
Total Counties	876,678

## NORTH DAKOTA

STATE TOTAL	3,474
METRO AREAS	
Fargo-Moorhead	179
Grand Forks	1,424
Total Metros	1,603

## OHIO

STATE TOTAL	1,044,849
METRO AREAS	
Akron	58,468
Canton	22,825
Cincinnati	159,484
Cleveland	366,357
Columbus	117,430
Dayton	101,171
Hamilton-Middletown	11,352
Lima	10,272
Lorain-Elyria	18,000
Mansfield	9,137
Newark	1,765
Parkersburg-Marietta	1,343
Portsmouth	1,189
Sandusky	5,518
Springfield	13,697
Steubenville-Weirton	6,888
Toledo	63,993
Youngstown-Warren	52,304
Total Metros	1,021,193

## OKLAHOMA

STATE TOTAL	179,688
METRO AREAS	
Enid	2,368
Lawton	12,176
Oklahoma City	61,306
Tulsa	44,269
Total Metros	120,119

## OREGON

STATE TOTAL	30,375
METRO AREAS	
Eugene-Springfield	915
Medford	48
Portland	26,627
Salem	868
Total Metros	28,458

## PENNSYLVANIA

STATE TOTAL	1,119,735
METRO AREAS	
Allentown-Bethlehem-Easton	8,059
Altoona	932
Erie	10,221
Harrisburg	31,509
Johnstown	3,747
Lancaster	6,285
Lebanon	338
New Castle	2,809
Northeast Pennsylvania-Philadelphia	4,004
Philadelphia	947,175
Pittsburgh	175,042
Reading	7,695
Williamsport	1,365
York	8,852
Total Metros	1,208,033

## RHODE ISLAND

STATE TOTAL	29,552
METRO AREAS	
Providence-Warwick-Pawtucket (S.M.S.A.)	23,863
Providence-Warwick-Pawtucket (County Basis)	29,552
Total Metros (S.M.S.A.)	23,863
Total Metros (County Basis)	29,552

## SOUTH CAROLINA

STATE TOTAL	760,026
METRO AREAS	
Anderson	19,056
Charleston	96,916
Columbia	85,558
Florence	30,022
Greenville-Spartanburg	84,444
Total Metros	315,996
COUNTIES	
Alken	20,888
Anderson	19,056
Beaufort	16,883
Berkeley	13,396
Charleston	72,647
Chester	11,528
Chesterfield	10,280
Clarendon	15,286
Colleton	12,219
Darlington	18,359
Dillon	10,927
Dorchester	10,873
Fairfield	11,962
Florence	30,022
Georgetown	16,224

Greenville	40,937
Greenwood	14,038
Horry	18,614
Lancaster	10,559
Laurens	13,341
Lexington	10,527
Marion	14,394
Marlboro	10,924
Orangeburg	36,599
Richland	75,031
Spartanburg	37,682
Sumter	31,638
Williamsburg	18,422
York	20,120
Total Counties	643,376

## SOUTH DAKOTA

STATE TOTAL	1,943
METRO AREAS	
Rapid City	440
Sioux Falls	170
Total Metros	610

## TENNESSEE

STATE TOTAL	630,255
METRO AREAS	
Chattanooga	50,847
Clarksville	10,262
Jackson	20,844
Johnson City	3,025
Kingsport-Bristol	5,161
Knoxville	28,403
Memphis	317,294
Nashville-Davidson	116,815
Total Metros	552,291

## TEXAS

STATE TOTAL	1,460,833
METRO AREAS	
Abilene	7,157
Amarillo	7,589
Austin	34,105
Beaumont-Port Arthur-Orange	74,997
Brownsville-Harlingen-San Benito	537
Bryan-College Station	8,852
Corpus Christi-Dallas-Fort Worth	356,900
El Paso	10,749
Galveston-Texas City	34,041
Houston	427,664
Killeen-Temple-Laredo	23,626
Longview	441
Lubbock	13,792

McAllen-Pharr-Edinburg	308
Midland	6,738
Odessa	4,580
San Angelo	2,955
San Antonio	64,018
Sherman-Dennison	5,602
Texarkana	24,110
Tyler	22,907
Victoria	4,170
Waco	24,539
Wichita Falls	10,092
Total Metros	1,196,378

## UTAH

STATE TOTAL	7,857
METRO AREAS	
Provo-Orem	44
Salt Lake City-Ogden	7,635
Total Metros	7,679

## VERMONT

STATE TOTAL	797
METRO AREAS	
Burlington	361
Total Metros	361

## VIRGINIA

STATE TOTAL	847,709
METRO AREAS	
Charlottesville	10,313
Danville	29,049
Kingsport-Bristol	5,161
Lynchburg	28,206
Newport News-Hampton	84,510
Norfolk-Virginia Beach-Portsmouth	190,673
Petersburg-Colonial Heights-Hopewell	43,497
Richmond	138,731
Roanoke	21,863
Total Metros	552,003
COUNTIES	
Accomack	10,275
Albemarle	10,313
Arlington	27,731
Campbell	19,332
Chesapeake	20,359
Dinwiddie	33,140
Fairfax	15,401
Halifax	12,932
Hampton	34,872
Henrico	112,155
Henry	16,645
Mecklenburg	12,619
Newport News	34,526
Norfolk	84,815
Pittsylvania	29,049

## WASHINGTON

STATE TOTAL	78,194
METRO AREAS	
Bellingham	280
Bremerton	1,484
Richland-Kennewick	2,003
Seattle-Everett	45,092
Spokane	3,134
Tacoma	21,045
Yakima	1,604
Total Metros	74,642

## WEST VIRGINIA

STATE TOTAL	59,735
METRO AREAS	
Charleston	12,966
Clarksburg	1,032
Huntington-Ashland	6,936
Parkersburg-Marietta	1,343
Steubenville-Weirton	6,888
Wheeling	3,604
Total Metros	32,769

## WISCONSIN

STATE TOTAL	160,818
METRO AREAS	
Appleton-Oshkosh	268
Duluth-Superior	1,352
Eau Claire	180
Fond du Lac	203
Green Bay	488
Janesville-Beloit	3,455
Kenosha	2,402
La Crosse	68
Madison	3,830
Milwaukee	134,276
Racine	13,049
Sheboygan	221
Wausau	19
Total Metros	159,811

## WYOMING

STATE TOTAL	2,852
METRO AREAS	
Casper	329
Total Metros	329

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Leading 100 Metro Areas Ranked in Negro Population

RANK	METRO AREA	POPULATION	RANK	METRO AREA	POPULATION	RANK	METRO AREA	POPULATION
1	New York	2,173,741	26	Jacksonville, Fla.	136,090	52	San Diego	73,098
2	Chicago	1,410,409	27	Wassau-Suffolk	135,487	53	Augusta, Ga.	71,890
3	Philadelphia	947,175	28	Greensboro-Winston-Salem-High Point	134,490	54	Rochester, N. Y.	71,870
4	Detroit	883,972	29	Milwaukee	134,276	55	Flint	71,686
5	Los Angeles-Long Beach	880,565	30	Tampa-St. Petersburg	134,106	56	Savannah, Ga.	70,099
6	Washington, D. C.	810,078	31	Gary-Hammond-East Chicago	125,536	57	Macon	69,782
7	Baltimore	538,637	32	Buffalo	123,550	58	Columbus, Ga.	67,627
8	Newark, N. J.	432,516	33	Columbus, Ohio	117,430	59	Wilmington, Del.	65,861
9	Houston	427,664	34	Nashville-Davidson	116,815	60	San Antonio	64,018
10	St. Louis	416,475	35	Mobile	115,431	61	Toledo	63,993
11	Atlanta	378,469	36	Charlotte-Gastonia, N. C.	114,924	62	West Palm Beach-Boca Raton	63,217
12	San Francisco-Oakland	374,983	37	Louisville	109,580	63	Paterson-Clifton-Passaic	61,655
13	Cleveland	366,357	38	Shreveport	109,372	64	Little Rock-North Little Rock	61,533
14	New Orleans	357,430	39	Raleigh-Durham	105,907	65	Oklahoma City	61,306
15	Dallas-Ft. Worth	356,900	40	Baton Rouge	101,966	66	Denver-Boulder	60,798
16	Memphis	317,294	41	Dayton, Ohio	101,171	67	Hartford (Official S.M.S.A.)	59,342
17	Miami	212,562	42	Jackson, Miss.	97,416	68	Trenton	58,653
18	Birmingham	211,196	43	Charleston, S. C.	96,916	69	Akron	58,468
19	Norfolk-Virginia Beach-Portsmouth	190,673	44	Columbia, S. C.	85,558	70	Riverside-San Bernardino-Ontario	57,105
20	Pittsburgh	175,042	45	Newport News-Hampton, Va.	84,510	71	Youngstown-Warren	52,304
21	Kansas City	171,004	46	Greenville-Spartanburg, S. C.	84,444	72	Fayetteville	50,959
22	Cincinnati	159,484	47	Fort Lauderdale-Hollywood	83,167	73	Chattanooga	50,847
23	Indianapolis	154,051	48	Montgomery, Ala.	76,614	74	New Haven (Official S.M.S.A.)	48,018
24	Boston (Official S.M.S.A.)	146,776	49	Beaumont-Port Arthur-Orange	74,997	75	Sacramento	46,771
25	Richmond, Va.	138,731	50	Jersey City	74,632	76	Seattle-Everett	45,092
			51	Orlando	74,129	77	Tulsa	44,269

Total 100 Leading Metro Areas .....17,816,518

## NON-METRO AREA COUNTIES WITH 25,000 OR MORE NEGRO POPULATION (1-1-74)

1	Washington, MS	37,538	5	Bolivar, MS	27,850
2	Orangeburg, SC	36,599	6	Wayne, NC	27,495
3	St. Landry, LA	31,999	7	Dallas, AL	26,694
4	Sumter, SC	31,638			

# Radio Stations Regularly Scheduling Foreign Language Programs

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week
<b>ALABAMA</b>					
Huntsville V BHP—German ..... 1	Petaluma KTOB—German ..... 1	<b>CONNECTICUT</b>		<b>ILLINOIS</b>	
<b>ALASKA</b>					
Nome KICY—Russian, Eskimo ..... 11	Porterville KTRP—Spanish ..... 10	Ansonia WADY—Polish, Jewish, Italian ..... 6	Aurora WVFR—Spanish ..... 3	<b>MASSACHUSETTS</b>	
<b>ARIZONA</b>					
Clifton KCUZ—Spanish ..... 18	Red Bluff KBLF—Spanish ..... 2	Danbury WINE-FM—Portuguese ..... 2	Chicago WCRW—Spanish, Greek ..... All	Attleboro WARA—Spanish ..... 1	Henderson KVOV—Spanish ..... 1
Douglas KAPR—Spanish ..... 4	Roseville KFIP (FM)—Spanish ..... 83	Greenwich WGCH—Italian, Polish ..... 3	Fall River WALE—Portuguese, French, Polish ..... 7	<b>NEW HAMPSHIRE</b>	
Kingman KAAA—Spanish ..... 2	Sacramento KJAY—Spanish ..... 6	Hartford-New Britain WCCV—Spanish, French, Italian ..... 3	Lawrence WCCM—Spanish ..... 1	<b>NEW JERSEY</b>	
Miami KIKO—Spanish, Apache ..... 9	Salinas KCTV—Spanish, Portuguese ..... 2(D)	WCCV—Spanish, French, Italian ..... 3	New Bedford WGCV (FM)—Portuguese ..... 140	Camden WCAM—Spanish, Greek, Polish, Italian, Irish ..... 26	Dover WDHA-FM—Polish ..... 4
Nogales KFBR—Spanish ..... 20	San Bernardino-Riverside KCAL—Spanish ..... 125	WCCV—Spanish, French, Italian ..... 3	WMYB (FM)—Polish ..... 1	Elizabeth WJDM—Spanish ..... 4	Stuebenville-Weirton (W. Va.) WELR—Italian, Greek ..... 3
Phoenix KIFN—Spanish ..... All	San Diego XEDG—Spanish ..... 168	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Vineland-Millville WVLI—Spanish ..... 36	WSTV—Italian ..... 2
Prescott KYCA—Spanish ..... 1	XEOM—Spanish ..... All	WCCV—Spanish, French, Italian ..... 3	Pittsfield WBFC—Italian ..... 1	Area WJHI (FM)—Spanish, Italian, Polish, Hungarian, Portuguese, Irish, Ukrainian, Bulgarian, Arabic, Yugoslavian, Greek, Albanian, Romanian, Armenian, Slovakian, Turkish ..... 100	<b>OREGON</b>
Safford KATO—Spanish ..... 5	XEMMM—Spanish ..... 88	WCCV—Spanish, French, Italian ..... 3	Ware WARE—French, Polish, Portuguese ..... 5	McMinnville KMCM—Spanish ..... 3	Portland KUIR—Spanish ..... 2
Tucson KEVT—Spanish ..... All	XEPBS—Spanish ..... All	WCCV—Spanish, French, Italian ..... 3	Chicago Urban Area WJOL—Spanish ..... 84	Salem KSLM—Spanish ..... 3	Woodburn KWRC—Spanish, Russian ..... 40
Bakersfield KGEE—Spanish ..... 13	Oakland KBRG—Spanish, Portuguese, Italian, Greek, Japanese, Chinese, German, Ukrainian, Russian, Maltese, Danish, Finnish, Swedish, Norwegian, Irish, Polish, Dutch, Hawaiian, Jewish, Arabic, Serbian, Armenian, Persian, Icelandic ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Niagara Falls WHLI—Italian, Polish, Ukrainian ..... 18	Rochester WYOR (FM)—Spanish, Italian, Lithuanian ..... 11
Blythe KYOR—Spanish ..... 1	KFAX—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Syracuse WSEN-FM—Italian, Polish, German ..... 4(D)	Utica-Rome WIBX—Polish, Ukrainian ..... 6
Carlsbad KARL (FM)—Spanish ..... 3	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Minot KLPM—Norwegian ..... 1	<b>NORTH DAKOTA</b>
Ceres KLOC—Portuguese, Spanish ..... 5	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Lancaster WGAL—Spanish ..... 1	Mount Carmel WVBF-FM—Italian, Spanish, Korean, German, Greek, Jewish, Ukrainian, East Indian, Persian ..... 50
Dinuba KRDU—Spanish, Japanese ..... 12	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Philadelphia WTEL—Spanish, Polish, German, Italian, Greek, Ukrainian, Lithuanian, Slovak, Hungarian ..... 57	Philadelphia Urban Area WVBF-FM—Italian, Spanish, Korean, German, Greek, Jewish, Ukrainian, East Indian, Persian ..... 50
Fresno KGST—Spanish ..... All	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Pittsburgh WAMO—Arabic, Russian, Romanian, Scandinavian, Serbian, Slovak, Slovenian, Slovak, Polish, Italian ..... 5	Uniontown WVBF (FM)—Polish, Slovak ..... 4
Gilroy KAZA—Spanish ..... All	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Dayton WYUD (FM)—Hungarian ..... 1	<b>PUERTO RICO</b>
Hanford KNGS—Spanish, Portuguese ..... 5	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Danville WONW—Spanish ..... 4	Cayey WLEY—Spanish ..... All
Hollister KMFG—Spanish ..... 80	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Findlay WFTN—Spanish ..... 1	Mayaguez WAEL—Spanish ..... All
King City KKRE—Spanish ..... 13	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Fosteria WFOB—Spanish ..... 7	WORA—Spanish ..... All
Lancaster-Palmdale KUTY—Spanish ..... 1	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Hamilton WVBF (FM)—Polish, Slovak ..... 4	WTL—Spanish ..... 166
Lodi KCVR—Spanish ..... 50	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Middletown WVBF (FM)—Polish, Slovak ..... 4	Ponce WLEO—Spanish ..... All
Los Angeles Urban Area KALI—Spanish ..... All	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	Napoleon WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All
Los Banos KLBS—Spanish, Portuguese ..... 28	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All
McFarland KXEM—Spanish ..... All	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All
Modesto KCEY—Portuguese, Spanish ..... 8(D)	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All
Oxnard-Ventura KOKR—Spanish ..... 138	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All
(D) Duplicate Listing.	KHUI—Greek ..... 163	WCCV—Spanish, French, Italian ..... 3	WVXX (FM)—Polish ..... 1	WVBF (FM)—Polish, Slovak ..... 4	WLEO—Spanish ..... All

**Methods and Sources:**  
Employing a rotation system SRDS station questionnaires are being mailed with greater frequency to insure data reported is current and accurate.

A station whose entire schedule is devoted to a foreign language is identified by the word, All, under hours per week.

Definition as to what constitutes Foreign Language Programming is left to the discretion of the stations.

Each station is advised that failure to return a completed form will mean deletion of the station from this tabulation as information from previous reports is not carried forward.



# Radio Stations Regularly Scheduling Foreign Language Programs—Continued

Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week	Hours per week
<b>San Juan</b> WAPA— Spanish 126 WBLJ—English All WQBS—Spanish All WRAI—Spanish All WUNO—Spanish All	<b>Brownfield</b> KKUB— Spanish 11	<b>El Paso</b> KAMA—Spanish All XET—Spanish All XEWG—Spanish All	<b>La Grange</b> KVLG, KVLG- FM—Czech 4	<b>Pecos</b> KICN—Spanish 12	<b>Taylor</b> KTAE—Spanish 12	<b>WASHINGTON</b> <b>Blaine</b> KARI—Spanish, Italian 10	<b>Sheridan</b> KROE—Polish 1	<b>Oconto</b> WOCO-FM— Spanish 2	<b>Port Washington</b> WGLB, WGLB-FM— German, Polish, Greek 16
<b>Yauco</b> WKFE—Spanish All	<b>Byron-College</b> Station WTAW-FM— Spanish 12	<b>Falfurrias</b> KPSO—Spanish 39	<b>Laredo</b> KLLR— Spanish 162 KVOZ—Spanish 15	<b>Pleasanton</b> KBOP—Spanish 33	<b>Temple</b> KTAM—Czech 1	<b>Mount Vernon</b> KAPS—Spanish 2	<b>Racine</b> WRJN— Spanish 1	<b>Richland-Pasce-</b> <b>Kennewick</b> KORD, KORD-FM— Spanish 2	<b>WYOMING</b> <b>Buffalo</b> KBBS—Basque 1
<b>RHODE ISLAND</b> <b>Newport</b> WADK— Portuguese 3	<b>Carrazo Springs</b> KBEN—Spanish 60	<b>Galveston</b> KGBC— Spanish 3	<b>Lockhart</b> KCLT—Spanish 12 KHRB—Spanish 27	<b>Quannah</b> KOLJ—Spanish 1	<b>Tulia</b> KUTE—Spanish 20	<b>Seattle</b> KXA—Scandinavian, Greek, German 1	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	<b>Tacoma</b> KMO—Japanese 1	<b>WEST VIRGINIA</b> <b>Fairmont</b> WTCB—Italian 3
<b>Providence-</b> <b>Pawtucket</b> WARV—French, Greek, Italian 4	<b>Corpus Christi</b> KCTT—Spanish All KUNO— Spanish All	<b>Georgetown</b> KGTN—Spanish 10	<b>Lubbock</b> KCLT—Spanish All KLFJ—Spanish 91	<b>Ralls</b> KCLR—Spanish 42	<b>Uvalde</b> KVOU—Spanish 35	<b>Toppenish</b> KENZ—Spanish 6	<b>WHEELING</b> WOMP-FM Czech 2	<b>WISCONSIN</b> <b>Hartford</b> WTKM— German 3 WTKM-FM—German 3	<b>Rawlins</b> KRAL—Spanish 2
<b>Woonsocket</b> WWON— French 3	<b>Corsicana</b> KAND—Czech 1	<b>Hamilton</b> KCIW— Spanish 2	<b>McAllen</b> KGBT— Spanish 130(D)	<b>San Antonio</b> KCOR— Spanish 164 KDDA— Spanish 84 KCKA— Spanish 84	<b>Victoria</b> KTXX (FM)— Spanish 3 KVIC—Spanish 9	<b>Wagoner</b> KMO—Spanish 1	<b>Rock Springs</b> KVRB— Spanish 2	<b>Sheridan</b> KROE—Polish 1	
<b>TEXAS</b> <b>Alice</b> KOPY—Spanish 28	<b>Cuero</b> KCTT—Spanish All KCFH—Spanish 6	<b>Harlingen</b> KGBT— Spanish 130	<b>Merkel</b> KWFA— Spanish 5	<b>Sinton</b> KMIO (FM)— Spanish All	<b>Waco</b> KHOO (FM) Spanish 22	<b>UTAH</b> <b>Murray</b> KMOR—Spanish 5	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	
<b>Alpine</b> KVLK—Spanish 6	<b>Dimmit</b> KDHV—Spanish 16	<b>Hereford</b> KPAN, KPAN-FM— Spanish 14	<b>Midland</b> KJHC—Spanish 6 KNAM—Spanish 6	<b>Sweetwater</b> KXOX— Spanish 5	<b>UTAH</b> <b>Murray</b> KMOR—Spanish 5	<b>Wagoner</b> KMO—Spanish 1	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	
<b>Austin</b> KOKE-FM— Spanish 28	<b>Eagle Pass</b> KEPS—Spanish 42	<b>Houston</b> KBLK— Spanish 13	<b>Mission</b> KMTT— Spanish All	<b>Wagoner</b> KMO—Spanish 1	<b>UTAH</b> <b>Murray</b> KMOR—Spanish 5	<b>Wagoner</b> KMO—Spanish 1	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	
<b>Beaville</b> KIBL—Spanish 42	<b>Edna</b> KWBY— Spanish 10	<b>Kenedy-Karnes City</b> KAML— Spanish 2	<b>Mulshoe</b> KMUL— Spanish 30 KWED—Spanish 24	<b>Wagoner</b> KMO—Spanish 1	<b>UTAH</b> <b>Murray</b> KMOR—Spanish 5	<b>Wagoner</b> KMO—Spanish 1	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	<b>Wyoming</b> <b>Wyoming</b> KXN—Spanish 6	
	<b>El Campo</b> KULP— Spanish 35	<b>Odessa</b> KIRG—Spanish 7							

## EXPLANATION OF SRDS SPANISH POPULATION DATA

The Spanish Population data presented below, are sourced to the April 1, 1970 Census of Population. The Bureau of the Census identified those of Spanish Heritage in different ways, dependent upon geographic location:

1. In 45 states and the District of Columbia, population is identified as "Persons of Spanish language." This includes all persons who claimed Spanish as their mother tongue and all other persons in families in which the head or wife reported Spanish as his or her mother tongue.

2. In the five Southwestern States, as "Persons of Spanish language or Spanish surname." This adds to those of Spanish language, all persons identified by means of a list of over 8,000 Spanish surnames originally compiled by the Immigration and Naturalization Service (and updated by the Bureau of the Census).

SRDS has employed, after careful review of the data available, the following criteria in reporting population of Spanish Heritage for areas of significant concentration:

1. For all official SMSA's, SRDS Additional Metros, and counties reported by the Bureau of the Census for the five Southwestern States.
2. For the remaining states, all metro areas of 10,000 or more Spanish population.

NOTE: Table 130 of Census reports, General Social and Economic Characteristics, employed minimum for reporting county Spanish language or surname population at 400 or more persons. Population counts below this level are available on Table 119 of same reports.

## Spanish Population Data

April 1, 1970

### ARIZONA

San Jose .....	186,525	San Francisco..	101,901	Eagle .....	1,929
Santa Barbara ..	52,280	San Joaquin ..	52,280	El Paso .....	20,115
Santa Maria- Lompoc .....	45,856	San Luis .....	11,736	Fremont .....	1,870
Santa Cruz .....	14,648	Obispo .....	63,039	Garfield .....	748
Santa Rosa .....	15,200	San Mateo .....	45,856	Huerfano .....	3,294
Stockton .....	52,280	Santa Barbara..	186,525	Jefferson .....	9,714
Vallejo .....	2,977	Santa Clara .....	14,648	Kit Carson .....	455
Fairfield .....	24,353	Santa Cruz .....	14,648	Lake .....	2,082
Napa .....	49,296	Shasta .....	1,809	La Plata .....	3,717
Visalia .....	2,955,654	Siskiyou .....	18,399	Larimer .....	6,017
Total Metros...	2,955,654	Solano .....	18,399	Los Animas .....	7,344
COUNTIES		Sonoma .....	15,200	Logan .....	1,967
Apache .....	2,379	Stanislaus .....	24,569	Mesa .....	403
Cochise .....	20,594	Sutter .....	3,838	Moffet .....	1,463
Cocoonino .....	6,421	Tehama .....	1,726	Montezuma .....	2,205
Gila .....	7,914	Tulare .....	49,296	Montrose .....	2,225
Graham .....	3,959	Tuolumne .....	1,545	Morgan .....	2,225
Greenlee .....	5,178	Ventura .....	73,684	Otero .....	7,126
Maricopa .....	140,607	Yolo .....	15,313	Powers .....	2,299
Mohave .....	1,725	Yuba .....	3,327	Pueblo .....	37,088
Navajo .....	5,357	Total Counties	3,100,876	Rio Grande .....	4,176
Pima .....	82,916			Saguache .....	1,531
Pinal .....	24,813			Weld .....	13,752
Santa Cruz .....	10,792			Total Counties..	283,074
Yavapai .....	4,444				
Yuma .....	16,250				
Total Counties..	333,349				

### CALIFORNIA

STATE TOTAL.....	3,101,589	San Jose .....	186,525	San Francisco..	101,901
METRO AREAS		Santa Barbara ..	52,280	San Joaquin ..	52,280
Anaheim-Santa Ana-Garden .....	160,168	Santa Maria- Lompoc .....	45,856	San Luis .....	11,736
Bakersfield .....	55,310	Santa Cruz .....	14,648	Obispo .....	63,039
Fresno .....	104,177	Santa Rosa .....	15,200	San Mateo .....	45,856
Los Angeles- Long Beach..	1,289,311	Stockton .....	52,280	Santa Barbara..	186,525
Modesto .....	24,569	Vallejo .....	2,977	Santa Clara .....	14,648
Oxnard .....	73,684	Fairfield .....	24,353	Santa Cruz .....	14,648
Simi Valley- Ventura .....	188,883	Napa .....	49,296	Shasta .....	1,809
Riverside-San Bernardino .....	80,597	Visalia .....	2,955,654	Siskiyou .....	18,399
Ontario .....	174,209	Total Metros...	2,955,654	Solano .....	18,399
Sacramento .....	363,893	COUNTIES		Sonoma .....	15,200
Salinas-Seaside- Monterey .....	52,715	Alameda .....	135,029	Stanislaus .....	24,569
San Diego .....	174,209	Amador .....	896	Sutter .....	3,838
San Francisco- Oakland .....	363,893	Butte .....	5,164	Tehama .....	1,726
		Calaveras .....	768	Tulare .....	49,296
		Colusa .....	2,133	Tuolumne .....	1,545
		Contra Costa..	51,903	Ventura .....	73,684
		Del Norte .....	672	Yolo .....	15,313
		El Dorado .....	1,933	Yuba .....	3,327
		Fresno .....	104,177	Total Counties	3,100,876
		Glenn .....	1,859		
		Humboldt .....	4,019		
		Imperial .....	34,260		
		Inyo .....	1,137		
		Kern .....	55,310		
		Kings .....	16,336		
		Lake .....	878		
		Lassen .....	1,902		
		Los Angeles..	1,289,311		
		Madera .....	9,955		
		Marin .....	12,021		
		Mendocino .....	2,564		
		Merced .....	23,951		
		Modoc .....	586		
		Monterey .....	52,715		
		Napa .....	5,954		
		Nevada .....	1,204		
		Orange .....	160,168		
		Placer .....	7,202		
		Plumas .....	442		
		Riverside .....	79,621		
		Sacramento .....	58,082		
		San Benito .....	8,185		
		San Bernardino	109,262		
		San Diego .....	174,209		

### COLORADO

STATE TOTAL.....	286,467	San Francisco..	101,901	Eagle .....	1,929
METRO AREAS		San Joaquin ..	52,280	El Paso .....	20,115
Colorado Springs	20,203	San Luis .....	11,736	Fremont .....	1,870
Denver-Boulder..	138,937	Obispo .....	63,039	Garfield .....	748
Fort Collins .....	6,017	San Mateo .....	45,856	Huerfano .....	3,294
Pueblo .....	37,088	Santa Barbara..	186,525	Jefferson .....	9,714
Greeley .....	13,752	Santa Clara .....	14,648	Kit Carson .....	455
Total Metros...	215,997	Santa Cruz .....	14,648	Lake .....	2,082
COUNTIES		Shasta .....	1,809	La Plata .....	3,717
Adams .....	26,277	Siskiyou .....	18,399	Larimer .....	6,017
Alamosa .....	3,851	Solano .....	18,399	Los Animas .....	7,344
Arapahoe .....	8,300	Sonoma .....	15,200	Logan .....	1,967
Archuleta .....	1,383	Stanislaus .....	24,569	Mesa .....	403
Bent .....	1,360	Sutter .....	3,838	Moffet .....	1,463
Boulder .....	8,292	Tehama .....	1,726	Montezuma .....	2,205
Chaffee .....	1,179	Tulare .....	49,296	Montrose .....	2,225
Conjoes .....	5,307	Tuolumne .....	1,545	Morgan .....	2,225
Costilla .....	2,425	Ventura .....	73,684	Otero .....	7,126
Crowley .....	529	Yolo .....	15,313	Powers .....	2,299
Delta .....	1,711	Yuba .....	3,327	Pueblo .....	37,088
Denver .....	86,345	Total Counties	3,100,876	Rio Grande .....	4,176
				Saguache .....	1,531
				Weld .....	13,752
				Total Counties..	283,074

### CONNECTICUT

STATE TOTAL.....	73,357	San Jose .....	186,525	San Francisco..	101,901
METRO AREAS		Santa Barbara ..	52,280	San Joaquin ..	52,280
Bridgeport (S.M.S.A.) .....	17,207	Santa Maria- Lompoc .....	45,856	San Luis .....	11,736
Hartford (S.M.S.A.) .....	15,666	Santa Cruz .....	14,648	Obispo .....	63,039
Total Metros...	32,873	Santa Rosa .....	15,200	San Mateo .....	45,856
DISTRICT OF COLUMBIA		Stockton .....	52,280	Santa Barbara..	186,525
DISTRICT TOTAL..	15,671	Vallejo .....	2,977	Santa Clara .....	14,648
METRO AREAS		Fairfield .....	24,353	Santa Cruz .....	14,648
Washington .....	71,180	Napa .....	49,296	Shasta .....	1,809

### FLORIDA

STATE TOTAL.....	451,382	San Jose .....	186,525	San Francisco..	101,901
METRO AREAS		Santa Barbara ..	52,280	San Joaquin ..	52,280
Fort Lauderdale- Hollywood .....	15,411	Santa Maria- Lompoc .....	45,856	San Luis .....	11,736
Miami .....	299,217	Santa Cruz .....	14,648	Obispo .....	63,039
Tampa-St. Petersburg .....	59,175	Santa Rosa .....	15,200	San Mateo .....	45,856
West Palm Beach- Boca Raton .....	13,793	Stockton .....	52,280	Santa Barbara..	186,525
Total Metros...	387,596	Vallejo .....	2,977	Santa Clara .....	14,648
COUNTIES		Fairfield .....	24,353	Santa Cruz .....	14,648
Alameda .....	135,029	Napa .....	49,296	Shasta .....	1,809
Amador .....	896	Visalia .....	2,955,654	Siskiyou .....	18,399
Butte .....	5,164	Total Metros...	2,955,654	Solano .....	18,399
Calaveras .....	768	COUNTIES		Sonoma .....	15,200
Colusa .....	2,133	Alameda .....	135,029	Stanislaus .....	24,569
Contra Costa..	51,903	Amador .....	896	Sutter .....	3,838
Del Norte .....	672	Butte .....	5,164	Tehama .....	1,726
El Dorado .....	1,933	Calaveras .....	768	Tulare .....	49,296
Fresno .....	104,177	Colusa .....	2,133	Tuolumne .....	1,545
Glenn .....	1,859	Contra Costa..	51,903	Ventura .....	73,684
Humboldt .....	4,019	Del Norte .....	672	Yolo .....	15,313
Imperial .....	34,260	El Dorado .....	1,933	Yuba .....	3,327
Inyo .....	1,137	Fresno .....	104,177	Total Counties	3,100,876
Kern .....	55,310	Glenn .....	1,859		
Kings .....	16,336	Humboldt .....	4,019		
Lake .....	878	Imperial .....	34,260		
Lassen .....	1,902	Inyo .....	1,137		
Los Angeles..	1,289,311	Kern .....	55,310		
Madera .....	9,955	Kings .....	16,336		
Marin .....	12,021	Lake .....	878		
Mendocino .....	2,564	Lassen .....	1,902		

# Spanish Population Data—Continued

San Miguel .....	17,943
Santa Fe .....	34,883
Sierra .....	2,577
Socorro .....	5,858
Taos .....	15,109
Torrance .....	2,783
Union .....	1,395
Valencia .....	22,634
Total Counties..	407,286

## NEW YORK

STATE TOTAL.....	1,455,941
METRO AREAS	
Buffalo .....	14,549
Nassau-Suffolk ..	77,352
New York .....	1,335,507
Rochester .....	12,732
Total Metros....	1,440,140

## OHIO

STATE TOTAL.....	95,128
METRO AREAS	
Cleveland .....	21,312
Lorain-Elyria ..	10,391
Toledo .....	14,998
Total Metros....	46,701

## OKLAHOMA

STATE TOTAL.....	36,007
METRO AREAS	
Oklahoma City ..	11,521

## OREGON

STATE TOTAL.....	34,577
METRO AREAS	
Portland .....	13,907

## PENNSYLVANIA

STATE TOTAL.....	106,634
METRO AREAS	
Philadelphia ..	83,487

Pittsburgh .....	11,308
Total Metros....	94,795

## TEXAS

STATE TOTAL.....	2,059,671
METRO AREAS	
Abilene .....	11,257
Amarillo .....	8,985
Austin .....	54,286
Beaumont - Port Arthur - Orange .....	13,632
Brownsville - Harlingen - San Benito....	107,000
Bryan-College Station .....	6,270
Corpus Christi..	126,774
Dallas-Fort Worth .....	145,495
El Paso .....	204,349
Galveston - Texas City....	20,372
Houston .....	212,939
Killeen-Temple	14,314
Laredo .....	62,380
Longview .....	738
Lubbock .....	31,082
McAllen-Pharr- Edinburg .....	143,611
Midland .....	7,138
Odessa .....	12,980
San Angelo .....	13,151
San Antonio .....	392,144
Sherman - Denison .....	1,436
Texarkana .....	741
Tyler .....	1,943
Waco .....	10,955
Wichita Falls..	7,247
Total Metros....	1,611,219

## COUNTIES

Anderson .....	571
Andrews .....	716
Angelina .....	1,044
Aransas .....	2,372
Atascosa .....	9,603
Bailey .....	2,304
Bandera .....	439
Bastrop .....	2,438
Bee .....	8,892
Bell .....	11,829
Bexar .....	376,027
Bowie .....	560
Brazoria .....	10,769
Brazos .....	6,270
Brewster .....	3,717
Brooks .....	6,399
Brown .....	1,391
Burleson .....	974
Burnet .....	938
Caldwell .....	6,870
Calhoun .....	5,963
Cameron .....	107,000
Castro .....	3,685
Chambers .....	467
Cherokee .....	689
Cochran .....	1,514
Coke .....	512
Coleman .....	755
Collin .....	4,193
Collingsworth ..	435
Colorado .....	1,803
Comal .....	7,018
Comanche .....	882
Concho .....	626
Cooke .....	499
Coryell .....	2,485
Crane .....	463
Crockett .....	1,440
Crosby .....	2,763
Culberson .....	1,719
Dallam .....	1,051
Dallas .....	88,652
Dawson .....	5,242
Deaf Smith.....	6,596
Denton .....	2,973
De Witt .....	4,047
Dickens .....	447
Dimmit .....	7,381
Duval .....	9,905
Eastland .....	784
Ector .....	12,980
Edwards .....	922
Ellis .....	4,040
El Paso .....	204,349
Falls .....	1,587
Fayette .....	530
Fisher .....	1,070
Floyd .....	2,569
Fort Bend .....	13,890
Frio .....	7,711
Gaines .....	2,946
Galveston .....	20,372
Garza .....	888
Gillespie .....	1,030
Goliad .....	1,832
Gonzales .....	4,945
Gray .....	665
Grayson .....	1,436
Gregg .....	738
Grimes .....	1,124
Guadalupe .....	9,099
Hale .....	8,382
Hall .....	744
Hansford .....	486
Hardeman .....	432
Hardin .....	475
Harris .....	185,715
Haskell .....	1,104
Hays .....	10,387
Henderson .....	455

Hidalgo .....	143,611
Hill .....	1,443
Hockley .....	4,247
Houston .....	571
Howard .....	5,744
Hudspeth .....	1,445
Hunt .....	1,378
Hutchinson .....	715
Jackson .....	2,301
Jeff Davis .....	941
Jefferson .....	10,982
Jim Hogg .....	4,275
Jim Wells .....	21,125
Johnson .....	1,367
Jones .....	1,529
Karnes .....	5,515
Kaufman .....	1,129
Kendall .....	1,416
Kenedy .....	532
Kerr .....	2,595
Kimble .....	898
Kinney .....	1,448
Kleberg .....	14,560
Knox .....	730
Lamb .....	4,079
Lampasas .....	840
La Salle .....	3,931
Lavaca .....	1,195
Liberty .....	432
Live Oak .....	2,703
Lubbock .....	31,082
Lynn .....	2,763
McCulloch .....	1,965
McLennan .....	10,955
McMullen .....	743
Madison .....	417
Martin .....	1,763
Mason .....	589
Matagorda .....	5,162
Maverick .....	16,347
Medina .....	9,822
Menard .....	800
Midland .....	7,138
Milam .....	1,379
Mitchell .....	2,238
Montgomery .....	1,638
Moore .....	1,162
Nacogdoches .....	970
Navarro .....	898
Noian .....	2,272
Nueces .....	103,543
Orange .....	2,175
Paio Pinto .....	1,725
Parker .....	1,354
Parmer .....	2,168
Pecos .....	5,126
Polk .....	408
Potter .....	7,250
Presidio .....	3,646
Randall .....	1,735
Reagan .....	416
Real .....	476
Reeves .....	8,804
Rufugio .....	3,610
Robertson .....	1,249
Runnels .....	2,175
San Patricio....	23,231
San Saba .....	889
Schleicher .....	751
Scurry .....	1,861
Sherman .....	413
Smith .....	1,943
Starr .....	17,330
Sutton .....	1,755
Swisher .....	2,200
Tarrant .....	42,960
Taylor .....	9,541
Terrill .....	834
Terry .....	3,471
Tom Green .....	13,151
Travis .....	43,899
Upton .....	1,100

Uvalde .....	8,802
Val Verde .....	15,549
Victoria .....	16,910
Walker .....	1,314
Waller .....	495
Ward .....	3,016
Webb .....	62,380
Wharton .....	6,920
Wichita .....	7,121
Willbarger .....	991
Willacy .....	11,961
Williamson .....	6,000
Wilson .....	5,407
Winkler .....	1,142
Wise .....	467
Yoakum .....	1,309
Young .....	497
Zapata .....	3,984
Zavala .....	9,275
Total Counties	2,047,524

## UTAH

STATE TOTAL.....	43,550
METRO AREAS	
Salt Lake City..	35,459

## WASHINGTON

STATE TOTAL.....	70,734
METRO AREAS	
Seattle-Everett	24,178
Yakima .....	14,556
Total Metros....	38,734

## WISCONSIN

STATE TOTAL.....	41,402
METRO AREAS	
Milwaukee .....	21,907

## LEADING 25 METRO AREAS RANKED IN SPANISH POPULATION

RANK	METRO AREA	POPULATION	RANK	METRO AREA	POPULATION	RANK	METRO AREA	POPULATION
1	New York	1,335,507	8	El Paso	204,349	14	McAllen-Pharr-Edinburg	143,611
2	Los Angeles-Long Beach	1,289,311	9	Riverside-San Bernardino-Ontario	188,863	15	Phoenix	140,607
3	San Antonio	392,144	10	San Jose	186,525	16	Denver-Boulder	138,937
4	San Francisco-Oakland	363,893	11	San Diego	174,209	17	Albuquerque	134,973
5	Chicago	327,168	12	Anaheim-Santa Ana-Garden Grove	160,168	18	Corpus Christi	126,774
6	Miami	299,217	13	Dallas-Fort Worth	145,495	19	Brownsville-Harlingen-San Benito	107,000
7	Houston	212,939				20	Fresno	104,177
						21	Newark	90,559
						22	Jersey City	88,555
						23	Philadelphia	83,487
						24	Tucson	82,916
						25	Sacramento	80,597



# EXPLANATION OF RADIO STATION PROGRAMMING STATEMENT PROGRAM

## CRITERIA GOVERNING ACCEPTANCE

The Station Programming statement must reflect current activity and may be detailed and/or specific, as desired.

Stations are requested to use the standard description terms developed for the Programming Description to assure communication between station and buyer of spot time. See accompanying music glossary and analysis of program classifications.

Limit 100 words, excluding percentage. Percentages are not counted in total word count. Standard abbreviations are permitted. Check word count values on back of questionnaire.

Promotional language is prohibited. Program titles and talent identifications are regarded as promotion. Samples of typical promotional language phrasing listed on back of questionnaire.

Descriptions may discuss programming for typical week, day, week parts and/or day parts.

All percentages reported for target audience, program classifications and/or sub-categories should be against a base of time on the air per typical broadcast week.

Programming description may not contain references to coverage, audience, ratings, power, transmitting equipment, costs, etc.—in fact, any statement which does not actually describe that which is placed on the air for broadcast purposes.

Each primary program classification may be listed, detailed and described as to content. Please do not overlap program description between categories.

For example, music and talk description as sub-categories for Air Personalities should not appear again under the primary classification of Music or Talk. Each primary program classification is expected to report a self-contained description.

## GENERAL PROCEDURES

1. Submission of Programming Description by stations is voluntary.
2. SRDS will reserve the right to refuse to print any Programming Description which, in its opinion, does not meet the above criteria.
3. A permanent ADVISORY COMMITTEE, comprised of persons knowledgeable within the broadcast industry, will arbitrate differences between SRDS and stations, when such issues arise. Its primary functions are to make judgments on acceptability of entire Programming Descriptions and/or definitions for new terms and phrases submitted by stations.
4. Stations accept the responsibility for revision of their statements as changes occur, to assure they are accurate and current at all times.
5. A Programming statement which no longer reflects accurate description of current station programming will be deleted if not revised by the station. Summary action by SRDS will be taken only if compelled by station's failure to cooperate in the ensuing inquiry. Stations may submit a new statement at any time thereafter.

## STANDARD BROADCAST CLASSIFICATIONS

Music	Farm
Sports	Religious
Talk	Entertainment
Air Personalities	Commercial Policy
News	Continuity Policy

### Program Classification Analysis

#### Music

See Music Glossary.

#### Sports

Live play-by-play coverage, tape coverage, news, interviews, discussion, local regional, network, etc.

#### Talk

Commentary, analysis, discussion, speeches, interviews, editorials, political, documentary, telephone call-ins, forums, panels, round tables, public affairs, information, occupations and/or vocational instructions, hobby, education, telephone questions and answers, women's, home making, fashion, book reviews, swap shows, etc.

#### Air Personalities

Celebrity, interview, entertainment, telephone discussion, music, telephone requests, guests policy, syndicated shows, etc.

#### News

Local, regional, national, international, school, teen, sports, weather, time, live, network, tape, political, interpretive, on-the-spot reports, analysis, helicopter, traffic, business, foreign, stock market, society, women's, club, religious, ethnic, special events, news-gathering facilities, etc.

#### Farm

News, stock reports, agricultural hints, Farm Bureau, entertainment, etc.

#### Religious

Music, drama, news, services, sermons, etc.

#### Entertainment

Variety, comedy, drama, quiz, celebrity, studio audience participation, interviews, soap opera, children's, etc.

#### Commercial Policy

Lead-ins, use of personalities, conditions not covered by NAB Code related to programming, on-the-air promotions policy, product protection, public service, number of commercials allowed per hour or day parts, time allowance between spots, etc.

#### Continuity Policy

Studio identification, musical transition, mechanical reproduction, etc.

#### Target Audience

Is defined as that audience to which the basic station programming is directed. Examples are: mass appeal; ethnic; demographic (description by age, sex, education groups, etc.); religious denominations; restricted locality such as state, county, or region; foreign population.

### Program Classification Overlap

If a program contains two or more distinct, identifiable program classifications, identify that program classification which the station desires to emphasize and identify others as subordinate sub-categories. Do not include the sub-category analysis in the program classification of similar identity. For example, music and entertainment used as part of the air personalities classification should be reported under Air Personality and not repeated or duplicated under Music or Entertainment.

## ACCEPTABLE SAMPLE STATEMENTS

### SAMPLE "A"

Programmed for housewives and commuters. FARM 5-6 AM, 2 men, interviews, market reports, county agent reports, ENTERTAINMENT 6-10 AM, employing air personalities, comedy, audience participation, quiz, helicopter traffic reports, middle of the road music. AIR PERSONALITIES 10 AM-3:30 PM, guest interviews, trend music. ENTERTAINMENT 3:30-7 PM, employing air personalities, entertainment, phone discussions, helicopter traffic reports, standards, country music and western. MUSIC 7 PM-5 AM, general popular music, featuring standards, show tunes, film music, middle of the road. NEWS 5 min. on hr., national, international, local area and community news. 8 man news department, 3 mobile units, 1 helicopter, 2 planes. SPORTS pro basketball, hockey, and live major league baseball. CONTINUITY POLICY: Deodorant and laxative commercials unacceptable.

### SAMPLE "B"

Programmed for adults. News and telephone conversation format with air personalities using open telephone lines, 15 min. network and local news every hour. 6-10 AM audience participation features debates, discussions and interviews; 11:30-Noon audience discussions re children; 12-3 PM conversation, guests, discussions; 3-5 PM audience discussions, guests, interviews; 5-6 PM News, network, local and business news; 6-6:30 PM Sports with audience participation; 6:30-7 PM money, bank, business and home loan discussions; 7:30-8 PM audience discussions on outdoor sport activities; 8-11 PM audience participation with discussions, interviews, debates; 11 PM-6 AM music featuring current hits, show tunes, classic. Saturday 7-11:30 PM discussions, interviews, debates, Sunday and remainder of Saturday music primarily middle of the road.

### SAMPLE "C"

Programmed for general interest. AIR PERSONALITIES handle all segments. NEWS 5 min. every 30 min.; 5:30-6 AM farm market & weather reports, interviews; 6-10 AM middle-of-the-road music, telephone interviews, quips, helicopter traffic reports, comedy; 10 AM-Noon current hits, guest discussions, 12-1 PM farm interviews, shipments, live western music; 1-2 PM Women's Show, fashions, discussions; 2-6 PM music, current hits, standards, talent interviews; 6-6:30 PM news, national, international, regional, local, editorialization; 6:30-9 PM music, middle-of-the-road, show tunes, standards; 9-9:30 PM Sports; 9:30-10 PM Public Affairs; 10 PM-5:30 AM Music, middle-of-the-road, current hits, show tunes. SPORTS: all live major league baseball home and away, live professional football. COMMERCIAL POLICY: Personality endorsements not permitted.

(Continued on next page)

## ACCEPTABLE SAMPLE STATEMENTS—(Continued)

### SAMPLE "D"

Complete ethnic programming: Polish, sign on to 9 AM, Hungarian 9-11 AM, Spanish 11 AM-1 PM, Italian 1-3 PM, German 3-4 PM, Slovak 4-5 PM, Ukrainian 5-6 PM. During summer months each nation is featured once weekly 6 PM-sign off. Individual hours are programmed with homeland news, foreign political news, community affairs and ethnic music. Foreign taped remotes featuring news occurrences, discussions and track and soccer events are interspersed within these program periods.

### SAMPLE "E"

Programmed for young adults and teens. MUSIC 80%: Features Current Hits sign-on to 10 AM, 3-7 PM, Rock 10 AM-3 PM and 7 PM-10 PM; Folk Rock and Rhythm and Blues 10 PM to sign-off. NEWS 15%: 3 min. every 30 min., features national, international, local and regional; amounts depending upon news happenings. School news 15 min., 5-5:15 PM features city and suburban high school activities, sock hops, sport scores, teen-of-the-week contest, etc. FARM 5% 6-6:30 AM with farm director interviewing county agents and livestock shippers; taped interviews; detailed national and area weather reports.

### SAMPLE "F"

Programmed for the Negro listener. MUSIC is popular, rhythm and blues, jazz and gospel. Air Personalities handle all segments and taped commercials by Air Personalities are interchangeable. NEWS, 5 min at :55, is community oriented. Health news 15-min daily at 3 PM. Station editorializes daily at 7 PM and participates in fund drives for community activities, little league, boys clubs, etc.

### SAMPLE "G"

Programmed for Spanish speaking Puerto Ricans and Latin Americans. Emphasis on community involvement thru "on the street broadcasts," parades, street dances, high school baseball broadcasts, beauty contests, youth activities, etc. MUSIC 70% sign-on-10 AM, 12-2 PM and 4 PM to sign-off. Ethnic folk 27%, Rock 30%, Hard Jazz 10%, Night Club Remotes 3%. NEWS 10%, 15-min. at 7 AM-8 AM-Noon-6 PM and 10 PM, features local neighborhood news 7%, foreign news from mother countries 2%, national news 1%. SPORTS 5% features taped Puerto Rican baseball. ENTERTAINMENT 15% Spanish soap operas 10 AM-12 N and 2-4 PM daily. COMMERCIAL POLICY: Commercials translated free.

### SAMPLE "H"

Programmed for adults. News at 7 AM, Noon, 6 PM and sign-off. Length and content determined by complexity of news; minimum 10 min.; 7 AM-Noon Film Music, Show Tunes, Standards; Noon-3 PM Semi Classic, Ballet, Opera; 3-7 PM Standards and Show Tunes, 7-8 PM Jazz, Popular and Dixieland, 8 PM-Midnight Film Music, Show tunes and Standards. COMMERCIAL POLICY: two 1-min. announcements permitted in 15-min segments.

### SAMPLE "I"

Programmed for adults and young adults. Six air personalities emcee entire operation. 5 min. news every 30 min. MUSIC 90%, 50% albums, 40% singles, featuring current selling General Popular music, show tunes, standards. NEWS 10%, local, national and international. Shares group international bureau plus Washington bureau. Two sport shows weekends. COMMERCIAL POLICY: 15 minutes maximum permitted between 7-9 AM and 4-7 PM; all other periods permit 18.

## OUTLINE AND GUIDE FOR DEVELOPING PROGRAMMING STATEMENTS

**NOTE:** It is anticipated each station will appropriate as much detail as is necessary to permit adequate and proper description of the station's programming emphasis and uniqueness within the 100 word limitation.

### Target Audience

The target audience is that primary audience to whom the broadcaster directs his programming and hopes to attract as listeners. This audience may be general in nature or specific in terms of special demographic and/or ethnic groups. For example, statements might read:

- General—programmed for general interest; or mass appeal
- Demographic—programmed for young, married women; or teens; or adults
- Ethnic—programmed for Negroes; or foreign populations; or Spanish speaking individuals
- Subject interest—programmed for farmers

If there are target audiences (2 or more), station is requested to identify each and to report, in percentages, the amount of broadcast time per typical week devoted to each: Possible example:

- Negro, 40%; teens, 40%; general interest, 20%

### Primary Program Classifications

In its simplest form, primary programming classifications may be identified, first, by generic name and accompanied by a percentage based on the total number of hours per broadcast week. Possible example:

- News, 20%; Air Personalities, 40%; Talk, 40%
- Music, 50%; Sports, 40%; News, 10%

### Sub-categories

Stations may qualify their primary program classification employing sub-categories to distinguish

between various forms of broadcast and to demonstrate programming emphasis — percentage for sub-categories should total to primary percentage total and is also based on total number of hours broadcast for typical broadcast week. Possible examples:

- News, 20% — local and regional, 10%; national and international, 10%
- Music, 50% — serious, 15%, rhythm and blues, 15%; religious, 20%

Primary program classifications have been identified. Note: If the music glossary fails to provide for a new category of music broadcasting which the stations may wish to report, the station is requested to submit a definition for the term so that it may be evaluated by the Advisory Committee for acceptability.

### Description of Type and Kind with Primary Classification and Sub-categories

Stations may further delineate as to type and kind to distinguish further their unique and different programming emphasis. Possible example:

- News, 20% — community news, 3%; area news, 4%; local weather time, 2%; school, 1%; analysis of national news, 8%; international headlines, 2%
- Music, 50% — modern chamber ensemble concerto, 15%; rhythm-blues vocals and instrument ensemble, 15%; religious spirituals, 8%; religious gospel chorus, 12%

### Breakdown for Day and Day Parts Instead of Broadcast Week

Description may refer to typical day and day parts rather than broadcast week.

#### By Day or Day Part

- Farm 5-6 AM & 12-1 PM
- Local Area news, daily, 5-min. on half hour
- Women's show 11-12 Noon
- Open line phone conversation 7-9 PM

- Air Personalities 6-10 AM
- School news 6-6:30 PM
- Music—rhythm & blues 1-4 PM

#### By Week

- Farm 12 hours weekly—1-3 PM
- Local area news, 28 hours weekly
- Women's show—6 hours weekly—2-3 PM
- Serious Music—14 hours weekly—8-10 PM
- Air Personalities—20 hours weekly—6-10 AM
- School News—21½ hours weekly—6-6:30 PM
- Music — rhythm & blues — 18 hours weekly 1-4 PM

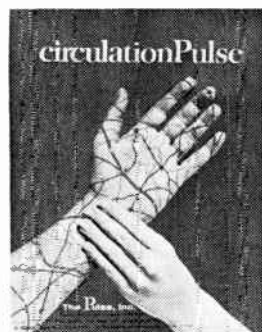
### Additional Acceptable Descriptions for Programming Statement Related to What is Broadcast

Reference should be directly related to programming as part of the classification exposition.

- Size of Staff**
  - Six-man local news staff
  - 25-piece staff orchestra
  - Three farm reporters
- Equipment & Facility**
  - Two mobile news units
  - Helicopter traffic reports
  - Studio facility used for live broadcasts (variety show, audience participation, panel discussion)
  - News gathering facilities
  - Washington news office
- Origination**
  - Network
  - Local
  - Remote for on-the-scene broadcasting
- Broadcast Form**
  - Syndication
  - Live
  - Tape
  - Records
  - Transcription
  - Wire



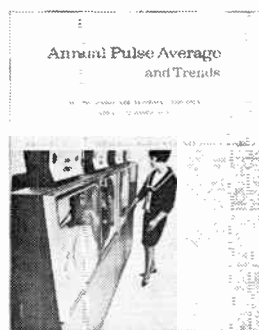
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Entire U.S. or state-by-state complete coverage report for

every radio station in every county. It's the first radio circulation study in 4 years.



## Annual Pulse Averages and Trends (APA)

Current radio data averaged with all data

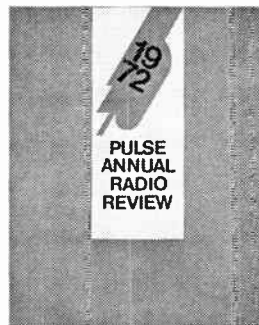
in previous 12 months. Available only for markets with two or more studies per year.



## LQR

... a local qualitative radio report now in its 12th year—Key demographics and

(this year) air travel & auto ownership. Ask for list of LQR markets.



## Annual Review (AR)

Last Pulse radio report for 1972 for every market—side

by side with comparable report for previous year all in one handy volume.

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## market data summary

U. S. Total

Regions

States

Metro Area  
Ranking Tables

Nothing  
takes the  
place of  
INTERVIEWS  
in the  
HOME.

# PULSE

## 1974 RADIO STATION AREA SCHEDULE\*\*



# market data summary

U. S. Total

Regions

States

Metro Area  
Ranking Tables

Market and Number of Reports	Survey Period(s)
AKRON, OHIO — 4	JAN-FEB, APR-MAY, JUL-AUG, OCT-NOV
ALBANY-TROY-SCHENECTADY, N.Y. — 2	APR-MAY, OCT-NOV
ALBUQUERQUE, N.M. — 1	MAR-APR
ALLENTOWN-BETHLEHEM-EASTON, PA. — 1	OCT-NOV
AMARILLO, TEX. — 1	APR-MAY
ANAHEIM-SANTA ANA, CALIF.* — 1	MAR-JUNE
ASHEVILLE, N.C. — 1	APR-MAY
ATLANTA, GA. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
ATLANTIC CITY, N.J.* — 1	APR-MAY
AUSTIN, TEX. — 1	OCT-NOV
BAKERSFIELD, CALIF. — 1	APR-MAY
BALTIMORE, MD. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
BATON ROUGE, LA. — 1	JUNE-JULY
BEAUMONT-PORT ARTHUR-ORANGE, TEX. — 2	APR-MAY, OCT-NOV
BINGHAMTON, N.Y. — 1	SEP-OCT
BIRMINGHAM, ALA. — 2	APRIL-JUNE, OCT-DEC
BOSTON, MASS. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
BUFFALO, N.Y. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
BURLINGTON, VT. — 1	APR-MAY
CEDAR RAPIDS, IOWA — 1	MAR-APR
CHARLESTON, S.C. — 1	OCT-NOV
CHARLESTON, WEST VA. — 1	APR-MAY
CHARLOTTE-GASTONIA, N.C. — 2	MAR-APR, SEP-OCT
CHATTANOOGA, TENN. — 1	APR-MAY
CHICAGO, ILL. — 6	J-F, M-A, M-J*, J-A, S-O*, N-D
CINCINNATI, OHIO — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
CLEVELAND, OHIO — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
COLUMBIA, S.C. — 1	APR-MAY
COLUMBUS, GA. — 1	APR-MAY
COLUMBUS, OHIO — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
CORPUS CHRISTI, TEX. — 1	OCT-NOV
DALLAS, TEX. — 2	APR-JUNE, OCT-DEC
DAVENPORT, IA.-ROCK ISL.-MOLINE, ILL. — 2	APR-MAY, OCT-NOV
DAYTON, OHIO — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
DENVER, COLO. — 3	FEB-APR, JUNE-AUG, OCT-DEC
DES MOINES, IOWA — 2	MAR-APR, SEP-OCT
DETROIT, MICH. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
DURHAM, N.C. — 1	APR-MAY
EL PASO, TEX. — 1	MAR-APR
ERIE, PA.* — 1	APR-MAY
EUGENE, ORE. — 1	APR-MAY
EVANSVILLE, IND. — 1	OCT-NOV
FARGO, N.D.-MOORHEAD, MINN. — 1	APR-MAY
FLINT, MICH. — 2	MAR-APR, OCT-NOV
FT. LAUD. HOLLY., FLA.* — 3	FEB-APR, JUNE-AUG, OCT-DEC
FORT WAYNE, IND. — 2	JUNE-JULY*, OCT-NOV
FORT WORTH, TEX. — 2	APR-JUNE, OCT-DEC
FRESNO, CALIF. — 1	APR-MAY
GRAND RAPIDS, MICH. — 1	APR-MAY
GREEN BAY, WIS. — 1	JUNE-JULY
GREENSBORO, N.C. — 1	APR-MAY
GREENVILLE, S.C. — 1	APR-MAY
HAMILTON-MIDDLETOWN, OHIO — 1	JULY-SEP
HARRISBURG, PA. — 1	SEP-OCT
HARTFORD, CONN. — 2	MAR-APR, NOV-DEC
HONOLULU, HAWAII* — 2	MAR-APR, SEP-OCT
HOUSTON, TEX. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
HUNTINGTON, WEST VA.-ASHLAND, KY. — 1	APR-MAY
INDIANAPOLIS, IND. — 2	APR-MAY, OCT-NOV
JACKSON, MISS. — 1	APR-MAY
JACKSONVILLE, FLA. — 4	J-F, A-M, J-A, O-N
KALAMAZOO, MICH. — 1	APR-MAY
KANSAS CITY, MO. — 4	J-M, A-J, J-S, O-D
KNOXVILLE, TENN. — 2	MAR-APR
LAFAYETTE, LA. — 1	MAR-APR
LANCASTER, PA. — 1	SEP-OCT
LANSING, MICH. — 1	MAR-APR
LAS VEGAS, NEV.* — 1	OCT-NOV
LEXINGTON, KY. — 1	APR-MAY
LITTLE ROCK, ARK. — 1	APR-MAY
LOS ANGELES, CALIF. — 6	J-F, M-A, M-J, J-A, S-O, N-D
LOUISVILLE, KY. — 2	MAR-APR, OCT-NOV
MACON, GA. — 1	MAR-APR
MADISON, WIS. — 1	MAR-APR
MANCHESTER, N.H. — 1	APR-MAY
MELBOURNE-TITUSVILLE-COCOA, FLA. — 1	JULY-AUG
MEMPHIS, TENN. — 4	J-F, A-M, J-A, O-N

\*METRO AREA OR CENTRAL CORE ONLY

Market and Number of Reports	Survey Period(s)
MIAMI, FLA. — 3	FEB-APR, JUNE-AUG, OCT-DEC
MILWAUKEE, WIS. — 3	JAN-MAR, JUNE-AUG, OCT-DEC
MINNEAPOLIS-ST. PAUL, MINN. — 4	J-M, A-J, J-S, O-D
MOBILE, ALA. — 1	MAR-APR
MONTGOMERY, ALA. — 1	JULY-AUG
NASHVILLE, TENN. — 1	MAR-APR
NEW HAVEN, CONN. — 2	MAR-APR, JULY-AUG*
NEW ORLEANS, LA. — 4	J-M, A-J, J-S, O-D
NEW YORK, N.Y. — 6	J-F, M-A, M-J, J-A, S-O, N-D
NORFOLK-PORTS.-NEWPT. NEWS-HAMPTON, VA. — 2	A-J, O-D
OKLAHOMA CITY, OKLA. — 2	MAR-APR, OCT-NOV
OMAHA, NEB.-COUNCIL BLUFFS, IOWA — 2	MAR-APR, OCT-NOV
ORLANDO, FLA. — 1	APR-MAY
OXNARD-VENTURA, CALIF.* — 2	MAR-APR, OCT-NOV
PENSACOLA, FLA.* — 1	MAR-APR
PEORIA, ILL. — 2	APR-MAY, OCT-NOV
PHILADELPHIA, PA. — 4	J-M, A-J, J-S, O-D
PHOENIX, ARIZ. — 2	MAR-APR, SEP-OCT
PITTSBURGH, PA. — 4	J-M, A-J, J-S, O-D
PORTLAND, MAINE — 1	MAR-APR
PORTLAND, ORE. — 4	J-M, A-J, J-S, O-D
PROVIDENCE-PAWTUCKET-WARWICK, R.I. — 3	F-M, J-J, O-N
RALEIGH, N.C. — 1	APR-MAY
READING, PA. — 1	SEP-OCT
RENO, NEV. — 1	OCT-NOV
RICHMOND, VA. — 2	APR-JUNE, OCT-DEC
ROANOKE, VA. — 1	APR-MAY
ROCHESTER, N.Y. — 2	MAR-APR, SEP-OCT
ROCKFORD, ILL. — 1	MAR-APR
SACRAMENTO, CALIF. — 3	JAN-FEB, MAY-JUNE, SEP-OCT
SAGINAW-BAY CITY, MICH. — 1	MAY-JUNE
ST. JOSEPH, MO. — 1	JULY-AUG
ST. LOUIS, MO. — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
SALINAS-MONTEREY, CALIF. — 1	MAR-APR
SALT LAKE CITY-OGDEN, UTAH — 1	APR-MAY
SAN ANTONIO, TEX. — 2	APR-MAY, NOV-DEC
SAN BERNARDINO-RIVERSIDE, CALIF.* — 3	M-A, J-A, O-N
SAN DIEGO, CALIF.* — 4	J-M, A-J, J-S, O-D
SAN FRAN.-OAK., CALIF. — 6	F-M, A-M, J-J, A-S, O-N, D-J
SAN JOSE, CALIF.* — 3	FEB-MAY, JUNE-SEP, OCT-JAN
SAVANNAH, GA. — 1	OCT-NOV
SANTA BARBARA PLANNING AREA, CALIF.* — 1	FEB-MAR
SCRANTON-WILKES BARRE-HAZLETON, PA. — 1	SEP-OCT
SEATTLE-EVERETT-TACOMA, WASH. — 4	J-M, A-J, J-S, O-D
SHREVEPORT, LA. — 1	SEP-OCT
SIOUX FALLS, S.D. — 1	APR-MAY
SOUTH BEND, IND. — 1	APR-MAY
SPARTANBURG, S.C. — 1	APR-MAY
SPOKANE, WASH. — 3	JAN-FEB, MAY-JUNE, SEP-OCT
SPRINGFIELD, ILL. — 1	SEP-OCT
SPRINGFIELD-HOLYOKE-CHICOPEE, MASS.* — 1	MAR-APR
STEUBENVILLE, OHIO-WEIRTON, WEST VA.* — 1	OCT-NOV
STOCKTON, CALIF.* — 1	MAY-JUNE
SYRACUSE, N.Y. — 2	MAR-APR, OCT-NOV
TACOMA, WASH.* — 4	JAN-MAR, APR-JUNE, JULY-SEP, OCT-DEC
TAMPA-ST. PETERSBURG, FLA. — 2	MAY-JUNE, OCT-NOV
TERRE HAUTE, IND. — 1	OCT-NOV
TOLEDO, OHIO — 4	JAN-FEB, APR-MAY, JULY-AUG, OCT-NOV
TOPEKA, KANSAS — 1	OCT-NOV
TRENTON, N.J.* — 1	OCT-NOV
TUCSON, ARIZ. — 1	OCT-NOV
TULSA, OKLA. — 2	MAR-APR, OCT-NOV
UTICA-ROME, N.Y.* — 1	APR-MAY
WACO, TEX. — 1	APR-MAY
WASHINGTON, D.C. — 4	J-M, A-J, J-S, O-D
WEST PALM BEACH, FLA. — 1	JUNE-JULY
WHEELING, WEST VA. — 1	APR-MAY
WICHITA, KANSAS — 2	MAR-APR, OCT-NOV
WICHITA FALLS, TEX. — 1	MAR-APR
WILMINGTON, DEL. — 1	SEP-OCT
WINSTON-SALEM, N.C. — 1	APR-MAY
WORCESTER, MASS. — 1	MAR-APR
YORK, PA. — 1	SEP-OCT
YOUNGSTOWN-WARREN, OHIO — 1	APR-MAY

\*\*AS OF JANUARY 1974 — SUBJECT TO CHANGE



# Explanation of SRDS Consumer Market Data

SRDS Consumer Market Data reflect the socio-economic status for all states, metropolitan areas, counties, and cities of at least 20,000 inhabitants. Population and households are estimated as of January 1, 1974. Consumer Spendable Income and Retail Sales, in total and by store types, are for the year ending December 31, 1973. Farm population data are as of January 1, 1974 and Gross Farm Income estimates are for the calendar year 1973.

Market data may be reproduced without charge or written permission, but must carry the customary credit line: "Source: SRDS Consumer Market Data, January 1, 1974."

## DEFINITIONS, ESTIMATING PROCEDURES AND SOURCES

### Population

All population estimates are as of January 1, 1974 and include all population (civilian, institutional, and military) in the United States. This is the definition used in the 1970 Census of Population. Population figures are shown in thousands, with one decimal. In other words, where SRDS population estimate is 60.1, the figure is actually 60,100.

The sources of data used to prepare the SRDS population estimates include the 1970 Census of Population.

### Households

The SRDS definition of a household is identical with that used by the Bureau of the Census; namely, that a household is synonymous with an occupied dwelling unit. It consists of one or a number of persons living together under the same roof.

The January 1, 1974 household estimates were obtained using procedures similar to the population procedures keyed to the official 1970 government housing reports. Population data were also a basic part of the estimating procedures. These figures are expressed in thousands with two decimals. Where the household estimate is 10.33, for example, the figure is actually 10,330.

### Consumer Spendable Income

The total or aggregate Consumer Spendable Income for each region, state, metropolitan statistical area, county, and city is similar to the Department of Commerce term "disposable personal income," which is income remaining to persons after deduction of personal tax and non-tax payments to the federal and state governments. (For the complete and very detailed statement regarding this definition, see the Statistical Supplement, Survey of Current Business.)

Each major component of state income was separately estimated and added to obtain projections of total income. Wages and salaries, for example, were estimated by using rates of change in "covered" wages as indicators. The other components were estimated using similar procedures.

The sources of data used to prepare the SRDS Consumer Spendable Income estimates include the 1970 Census of Population.

### Consumer Spendable Income Per Household

This is an arithmetic average obtained by dividing Consumer Spendable Income in the specified unit by the number of Households.

### Family Income Distribution

The Family Income Distribution series is an expression of the distribution of families by percentages within each of five income classes. Each family's

income is defined as the combined Consumer Spendable Income of all members of the family.

A family is defined as a group whose members are related by blood, marriage, or adoption, residing in the same household. Consequently, a household may contain one or more families.

Statistics of Family Income Distribution from the 1970 Census of Population were used as the base for these estimates. Adjustments for conceptual differences were made with information provided by the Department of Commerce and with tax payment statistics. Updating was accomplished in much the same manner as the updating of our Consumer Spendable Income.

NOTE: The income class intervals for 1973 shown in this issue are 3000 to 4999, 5000 to 7999, 8000 to 9999, 10000 to 14999 and 15000 and over. The sum of the five income classes subtracted from 100% will give the 0 to 2999 class interval.

### Retail Sales

SRDS' definition of the term "retail sales" is the same as that used by the U. S. Department of Commerce. It represents all sales and receipts of all retail establishments. Retail establishments are primarily engaged in selling merchandise for personal, household, or farm consumption. Sales include total receipts from customers after deductions or refunds or allowances for merchandise returned by the customer.

The Department of Commerce monthly estimates of total retail sales, individual state sales-tax data, bank debits, and population; and the 1967 Census of Retail Trade served as the basic data for computing the retail sales estimates.

Many states now report sales-tax data. Much care is exercised in using these taxes because of differences and changes in rates, variety of types of store and merchandise items taxed, and the difference between states in providing data at county and place levels. Monthly and quarterly sales-tax data are used as indices of change. Twelve-month totals are computed and the ratio of each total to the previous year's total is used as the basis for updating the figures. In other states, bank debits and other data are used as the indices of change.

A dagger (†) placed after a county name signifies that the county contains a military installation. Data referring to total retail sales and sales by store type in these areas do not include sales made by commissaries, exchanges and eating places operated for military personnel by the U. S. Department of Defense. (SOURCE: 1967 Census of Business-Retail Trade.)

### Retail Sales Per Household

This is a derived figure; Total Retail Sales were divided by the estimated households for the specified unit. It should be noted that a relatively high level of retail sales per household does not necessarily imply high consumption per household. If the city, metro area and/or county attracts trade from a wide area, the retail sales per household would be relatively high due to shopping habits of people living outside the city, metro area and/or county.

### Store Types

The sales of seven major store types are reported for all regions, states, counties, cities, Standard Metropolitan Statistical Areas, and Additional Metropolitan Areas as designated by SRDS. It is important to note that both SRDS and the Bureau of the Census report sales by store type, not by commodity type. For example, foodstore sales consist of all sales made in food stores. They include food sales and also the sales of

non-food items. Other stores may sell food items, too, but these sales are reported in their *store type* — General Merchandise, Drug, etc. SRDS provides estimates for all places for the following *store types*:

**Food Stores:** This group includes those retail establishments which are primarily engaged in selling food for home preparation and consumption.

**Drug Stores:** These stores are classified on the basis of their usual trade designation rather than the merchandise lines carried.

**General Merchandise Stores:** This group includes department stores, variety stores, and general stores.

**Apparel Stores:** Included in this group are stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment.

**Home Furnishing Stores:** This is comparable to the "furniture, furnishing and appliance group" classification of the Census and includes stores selling goods used for furnishing the home.

**Automotive Stores:** Store types covered are motor vehicle dealers, tire, battery and accessory dealers, motorcycle dealers, aircraft dealers (for private use only), boat dealers, passenger automobile trailer dealers, and related automobile product dealers.

**Service Stations:** Establishments primarily selling gasoline and other automotive petroleum products.

The sum of the sales of the seven major store groups will not add to the total retail sales for any particular area, because other store classifications are not shown.

### Passenger Cars

Passenger Car data were collected from the various State Departments of Motor Vehicles. The reports specify passenger car registrations as of a specific date.

All passenger car estimates are as of January 1, 1974. The majority of states reported County breakdowns. However, where only total State data were available, the county figures were pro-rated with statistical formulae.

An additional source was the U. S. Department of Transportation 1973 Bureau of Public Roads estimates.

### Farm Data

The Newspaper, Spot Radio and Spot Television editions provide county, state, regional and U. S. estimates of Farm Population (January 1, 1974) and Gross Farm Income for 1973. SRDS Consumer Magazine and Farm Publication Rates and Data and Spot Radio Rates and Data carry additional farm market data—Farm Population, Farm Households, Gross Farm Income, Gross Income per Farm, Farm Livestock Income, Farm Poultry Income, Farm Crops Income, Total Farms, Farm Income by Select Commodity Groups, Total Commercial Farms Producing Sales over \$2,500 (1969), Land Crop Harvested (1969), Total Farm Tractors (1969).

These data are the latest available from the Department of Agriculture. Farm mergers, consolidations and changes in ownership make it impractical to update the figures on a yearly basis. These data therefore are included in SRDS tabulations as a matter of convenience or reference for buyers of media. More detailed data are available from the U. S. Department of Agriculture.

**Farm Population:** Estimates are as of January 1, 1974 and include all persons residing on farms.

(Continued on next page)

## Explanation of SRDS Consumer Market Data — Continued

The 1-1-74 farm population data has the 1970 Census of Population as its base of projection. In both the 1960 and 1970 Censuses, the farm population consists of persons living in rural territory on places of 10 or more acres from which sales of farm products amounted to \$50 or more or on places of less than 10 acres from which sales of farm products amounted to \$250 or more.

**Gross Farm Income:** This includes all cash receipts from farm marketings, income in kind (value of items grown and consumed on the farm) and government payments. Expenses and taxes have not been deducted from the gross figures.

### MARKET AREAS INCLUDED

#### Cities

All places reported (cities, villages, boroughs) are estimated as of January 1, 1974. Cities which cross county lines are listed in the county that has the larger share of the city's population, and other counties where population is substantial.

Cities which are shown as multiple or combined city markets are listed with the first city in the combination. When these cities are in more than one county the combination is listed in each of the applicable counties.

#### Counties

Included are all of the 3,081 counties, parishes, and/or their equivalents (independent cities, Census Divisions) as reported by the 1970 Census.

In order that users may compile state summaries by adding all counties within the state, data for independent cities (those which are not included in any county) have been added to their adjoining counties. Baltimore and St. Louis are independent cities and their data are added to their respective counties. The state of Virginia has 38 cities in this category.

#### Standard Metropolitan Statistical Areas

SRDS reports all Standard Metropolitan Statistical Areas as determined by the Office of Management and Budget. SRDS Consumer Market staff has also designated Additional Metropolitan Areas based upon "Metropolitan in Character" criteria.

Standard Metropolitan Statistical Areas are listed in the State-County-City section. Each follows the corporate city data.

The definitions and titles of standard metropolitan statistical areas are established by the Office of Management and Budget with the advice of the Federal Committee on Standard Metropolitan Statistical Areas. This Committee is composed of representatives of the major statistical agencies of the Federal Government.

### CRITERIA FOLLOWED IN ESTABLISHING STANDARD METROPOLITAN STATISTICAL AREAS

(Revised November 4, 1971)

A standard metropolitan statistical area always includes a city (cities) of specified population which constitutes the central city and the county (counties) in which it is located. A standard metropolitan statistical area also includes contiguous counties when the economic and social relationships between the central and contiguous counties meet specified criteria of metropolitan character and integration. A standard metropolitan statistical area may cross State lines. In New England, standard metropolitan statistical areas are composed of cities and towns instead of counties.

#### Basic Criteria

1. Each standard metropolitan statistical area must include at least:

(a) One city with 50,000 or more inhabitants, or

(b) A city having a population of at least 25,000 which, with the addition of the population of contiguous places, incorporated or unincorporated, which have a population density of at least 1,000 persons per square mile, and which together constitute for general economic and social purposes, a single community with a combined population of at least 50,000, provided that the county or counties in which the city and contiguous places are located has a total population of at least 75,000.

2. A contiguous county will be included in a standard metropolitan statistical area if

(a) At least 75% of the resident labor force in the county is in the nonagricultural labor force, and

(b) At least 30% of the employed workers living in the county work in the central county or counties of the area.

3. A contiguous county which does not meet the requirements of Criterion 2 will be included in a standard metropolitan statistical area if at least 75% of the resident labor force is in the nonagricultural labor force and it meets two of the following additional criteria of metropolitan character and one of the following criteria of integration.

(a) Criteria of metropolitan character.

(1) At least 25% of the population is urban.

(2) The county had an increase of at least 15% in total population during the period covered by the two most recent Censuses of Population.

(3) The county has a population density of at least 50 persons per square mile.

(b) Criteria of integration

(1) At least 15% of the employed workers living in the county work in the central county or counties of the area, or

(2) The number of people working in the county who live in the central county or counties of the area is equal to at least 15% of the employed workers living in the county, or

(3) The sum of the number of workers commuting to and from the central county or counties is equal to 20% of the employed workers living in the county.

**NOTE:** The following presents in abbreviated form the remaining qualifying criteria. To obtain the fully outlined criteria, contact: Office of Statistical Policy, Office of Management and Budget, Executive Office Building, Washington, D. C. 20503.

#### Area Titles

The title of an SMSA always includes the state or states included in the area, the name of the largest city, and may include additional cities, so that there may be up to three city names in a title.

The addition of a city or cities depends on minimum and relative population sizes to the central city or cities.

#### Special Provisions: New England

In New England, the city and town are administratively more important than the county, and data are compiled locally for such minor civil divisions. Here, towns and cities are the units used in defining standard metropolitan statistical areas. In New Eng-

land, because smaller units are used, and more restricted areas result, a population density criterion of at least 100 persons per square mile is used as the measure of metropolitan character.

#### Qualifying Cities in Adjacent Counties

If two or more adjacent counties each have a city qualifying under Criteria 1 (a) or 1 (b) and the cities are within 20 miles of each other (city limits to city limits), they will be included in the same area unless there is definite evidence that the two cities are not economically and socially integrated.

If two or more adjacent counties each have a city qualifying under Criterion 1 (a) or 1 (b) and the cities are more than 20 miles from each other (city limits to city limits), they will not be included in the same area unless there is definite evidence that the two cities are economically and socially integrated.

#### New England Metros: Official and Whole County

In the regular ranking tables, the New England Standard Metropolitan Statistical Areas are ranked on town and not county definitions. However, since users have indicated a preference for New England Metropolitan Areas built along county lines, these data are shown following the official township Metro Area ranking. The New England Metropolitan Areas are reported in the state sections, both on the official Office of Management and Budget definition and on the county concept.

Much of the logic for the SRDS whole county metropolitan area designations can be sourced to the U. S. Department of Commerce which annually publishes *County Business Patterns*. Included therein are Metropolitan State Economic Areas (MSEA's), which are the government's defined whole county equivalents of New England SMSA's.

#### SRDS Additional Metropolitan Areas

Because of the rigid structure of the government's requirements for SMSA designation, many markets, which are, in fact, "Metropolitan in Character" do not qualify under the government's criteria. There are many factors other than central city population size (the main Government requirement) which reflect the urbanization of a market:

1. Total Retail Sales of the central city
2. Total Retail Sales of the home county
3. Degree of economic integration between central city and home county — the "drawing power" of a central city on the remaining portion of the county expressed in percentage of the county's Total Retail Sales which the central city captures.

Therefore, SRDS designates "Additional Metros" which, in our opinion, are "Metropolitan in Character." Primarily, these are markets which possess social and economic attributes representative of attractive marketing centers.

To qualify for SRDS "Additional Metro" status, one of the following three criteria must be met:

1. The central city must have 45,000 or more inhabitants,  
or
2. The central city, with a minimum of 25,000 inhabitants must have at least 50% of its home county's Total Retail Sales volume, with either:
  - (a) A central city TRS of \$135 million or more,  
or
  - (b) A home county TRS of \$185 million or more,

(Continued on next page)



or  
3. The central city, with a minimum of 25,000 inhabitants must have a minimum of \$145 million TRS, irrespective of its ratio to the county TRS.

The actual volume of Total Retail Sales and the degree of central city/home county integration expressed as a percentage, is a "moving requirement." Utilization of the effective wage and salaries, U. S. Retail Sales Growth, and benchmark figures representative of smaller-sized but official SMSA's may necessitate appropriate revision from year to year.

### Ranking Tables

Both Standard Metropolitan Statistical Areas and Additional Metropolitan Areas are integrated in the ranking tables and state tables.

The ranking tables enable buyers to measure, compare and/or combine the marketing data of Metropolitan Areas.

To show the relationship of each of these areas, ranking tables have been provided on the following:

1. Population
2. Households
3. Consumer Spendable Income
4. Consumer Spendable Income per Household
5. Total Retail Sales
6. Retail Sales per Household
7. Food Store Sales
8. Drug Store Sales
9. General Merchandise Store Sales
10. Apparel Store Sales
11. Home Furnishing Store Sales
12. Automotive Store Sales
13. Service Station Sales
14. Number of Passenger Cars

### Territories

Estimates for population, households, retail sales (including the seven major store types) and passenger cars were supplied by the Economic Development Administration, Commonwealth of Puerto Rico.

### STATE MEDIA MAPS

At the beginning of each state section, a state media map shows state, county, and metro area

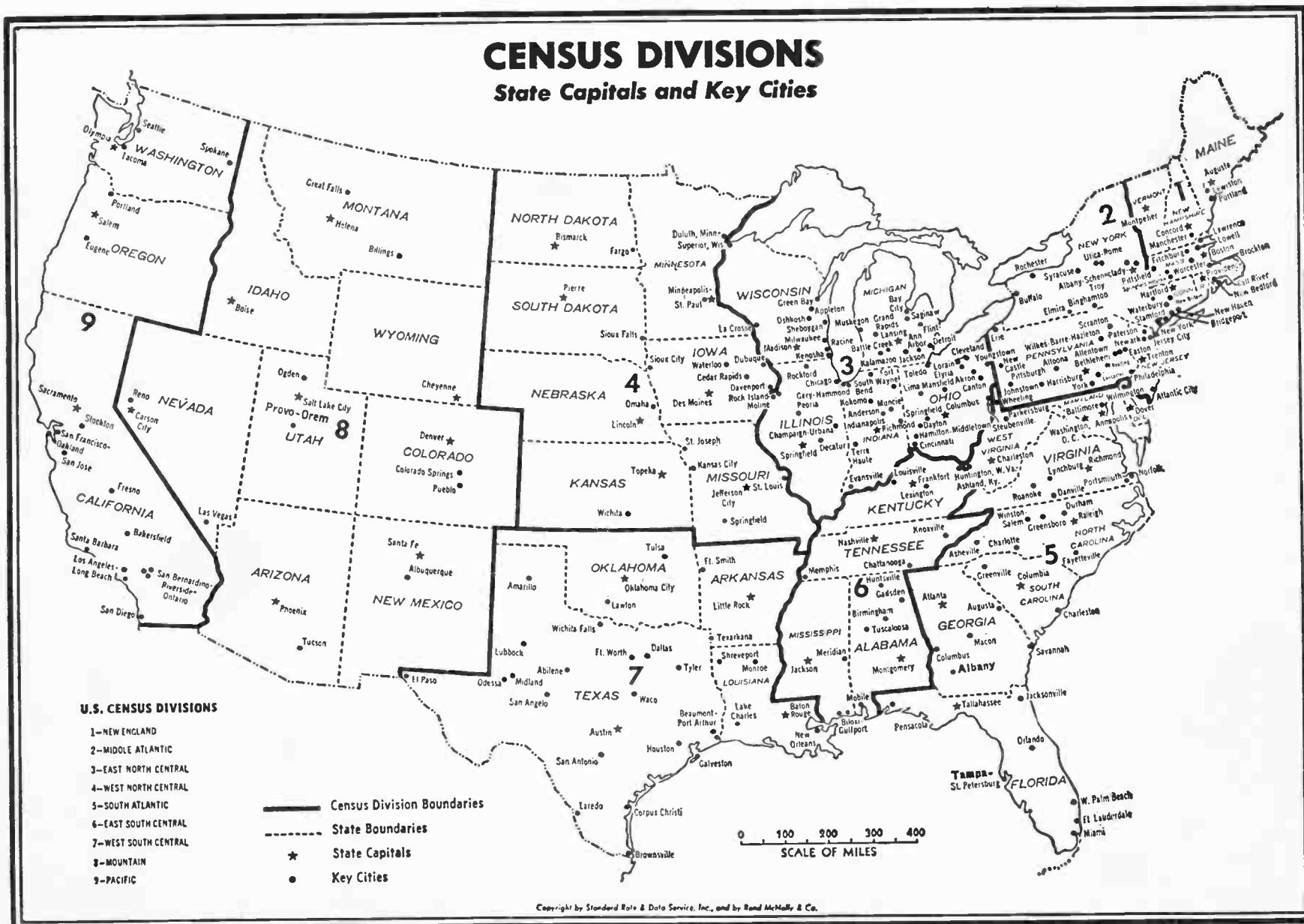
boundaries and daily media cities. The cities have symbols indicating their SRDS population estimates as well as indications for daily newspaper, operating commercial radio station and/or TV station. Media symbols are kept current on either the map or in a special listing with the appropriate state tables. If space is available, the listing will be adjacent to the map, otherwise it will follow the Consumer Market data.

These maps have been made especially for the SRDS books and are copyrighted by Standard Rate & Data Service, Inc., and Rand McNally & Co. Written permission to reproduce any of the maps must be secured from SRDS.

All maps have been updated to reflect the latest information available on media locations, metro area identifications, and city population sizes.

### U. S. MAPS

A map showing U. S. Census Regions, States, and Key Cities is provided at the beginning of the U. S. Summary section.



State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# SRDS Consumer Market Data Summary

## United States, Divisional, State Totals

Estimates for: UNITED STATES DIVISIONS States	Population		Consumer Spendable Income—1973										Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)
	1/1/74 (000)	1/1/74 (000)	Total Retail Sales—		% Distribution of Families—								Total Retail Sales—		By Selected Store Types										
	(000)	(000)	Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)								
UNITED STATES	210,742.2	69,510.25	881,952,538	12,688	8.0	14.9	11.6	26.3	30.7	505,436,649	7,271	105,745,580	15,520,352	77,396,050	24,109,818	24,129,476	102,758,677	34,559,674	100,356.89	9,270.9	83,521,839				
Metropolitan Area Totals	159,708.0	52,733.71	712,030,922	13,502	.....	.....	.....	.....	.....	398,212,032	7,551	82,329,348	12,522,012	67,786,518	20,052,366	19,786,364	79,853,189	25,287,247	75,306.66	.....	.....				
NEW ENGLAND..	12,193.6	3,975.06	53,830,091	13,542	6.0	13.2	12.0	29.3	33.9	29,341,442	7,381	6,553,761	911,447	4,281,012	1,430,615	1,255,891	5,322,059	1,858,417	5,926.88	121.8	1,076,460				
Connecticut.....	3,115.5	1,013.72	15,564,154	15,354	4.4	9.5	10.0	29.4	42.3	8,053,593	7,945	1,883,727	274,723	1,080,081	414,129	408,138	1,550,281	550,864	1,751.33	19.2	215,900				
Maine.....	1,042.5	337.12	3,479,723	10,322	10.0	22.0	15.8	26.0	17.7	2,320,026	6,882	553,736	56,050	321,001	89,055	68,465	476,310	175,863	461.86	29.8	314,425				
Massachusetts.....	5,817.3	1,903.88	26,022,220	13,668	5.9	12.7	12.1	29.9	34.0	13,689,894	7,191	3,004,983	437,520	2,200,463	693,034	588,082	2,338,682	803,622	2,647.36	24.3	205,929				
New Hampshire.....	781.1	256.59	3,068,805	11,960	5.9	14.6	12.7	30.1	31.4	1,837,812	7,162	395,539	32,214	183,515	71,235	51,748	322,213	107,991	362.90	11.5	79,303				
Rhode Island.....	976.4	318.31	4,086,913	12,839	6.2	14.0	12.9	29.1	30.9	2,318,652	7,284	479,093	85,528	372,139	124,926	99,768	404,676	138,691	487.75	3.0	22,745				
Vermont.....	460.8	145.44	1,608,276	11,058	8.6	20.6	14.5	27.3	21.1	1,121,465	7,711	236,683	25,412	123,813	38,236	39,690	229,897	81,386	215.68	34.0	238,158				
MIDDLE																									
ATLANTIC.....	37,866.2	12,682.78	174,844,057	13,786	6.7	14.2	11.9	27.7	32.9	85,418,426	6,735	20,176,174	2,279,430	14,215,356	5,489,470	4,206,367	14,778,456	5,107,489	15,547.53	542.6	3,480,438				
New Jersey.....	7,429.8	2,422.95	35,828,800	14,787	5.5	11.3	10.6	28.0	39.6	18,078,503	7,461	4,143,918	428,225	2,739,249	1,037,578	923,239	3,445,519	1,203,627	3,652.67	39.5	314,550				
New York.....	18,492.2	6,285.10	88,910,485	14,146	7.1	14.4	11.6	26.8	32.9	41,047,465	6,531	9,779,718	1,079,130	6,980,195	3,032,921	2,085,628	5,985,525	2,119,950	6,381.04	230.3	1,551,199				
Pennsylvania.....	11,944.2	3,974.73	50,104,772	12,606	6.9	15.6	13.6	28.8	28.6	26,292,458	6,615	6,252,538	772,075	4,495,912	1,418,971	1,197,500	5,347,682	1,783,912	5,513.82	272.8	1,614,689				
EAST NORTH CENTRAL.....	41,128.9	13,401.01	183,093,123	13,663	5.8	11.7	11.1	28.9	36.3	101,797,786	7,596	20,388,259	2,903,709	17,082,814	4,581,822	4,637,121	20,924,426	6,648,699	19,483.05	1,972.3	13,582,710				
Illinois.....	11,305.8	3,768.79	53,856,452	14,290	5.8	11.7	10.6	28.7	36.8	28,947,399	7,681	5,316,125	849,816	4,502,491	1,477,790	1,242,817	5,229,193	1,601,637	5,042.72	452.6	4,647,514				
Indiana.....	5,341.9	1,751.16	22,272,455	12,719	6.0	13.0	11.9	29.5	33.7	13,396,620	7,650	2,459,401	379,577	2,030,634	549,328	577,299	2,757,756	925,501	2,408.39	395.4	2,567,046				
Michigan.....	9,113.4	2,882.30	42,416,223	14,716	5.1	9.4	9.2	27.1	43.6	22,618,172	7,847	4,705,735	720,711	3,831,315	1,040,412	1,092,353	5,257,856	1,579,205	4,395.49	293.2	4,955,370				
Ohio.....	10,817.0	3,550.69	46,352,969	13,055	5.8	12.2	12.0	29.9	33.6	26,002,207	7,323	5,817,008	697,475	5,006,032	1,051,932	1,246,468	5,641,230	1,849,302	5,603.35	391.9	3,325,400				
Wisconsin.....	4,550.8	1,448.07	18,195,024	12,565	7.1	13.2	13.0	29.8	30.0	10,833,388	7,481	2,089,990	256,130	1,712,342	462,360	478,184	2,038,391	693,054	2,033.10	439.2	2,547,380				
WEST NORTH CENTRAL.....	16,763.8	5,634.58	68,361,158	12,132	8.4	14.7	11.6	26.3	31.5	42,658,697	7,571	7,157,042	1,197,637	6,193,867	1,779,399	1,831,677	8,268,708	3,453,642	8,132.62	2,216.5	22,926,187				
Iowa.....	2,900.7	973.83	12,141,911	12,468	7.4	14.7	11.7	27.1	31.9	7,859,632	8,071	1,250,277	186,968	994,089	297,407	329,111	1,428,730	624,969	1,464.83	536.9	6,318,886				
Kansas.....	2,296.8	785.03	9,957,129	12,684	9.1	11.2	9.2	24.6	43.8	6,237,422	7,945	1,042,688	175,003	756,672	236,658	297,475	1,409,224	546,204	1,239.28	249.2	3,833,661				
Minnesota.....	3,915.3	1,270.95	16,148,685	12,706	7.3	13.1	11.4	28.2	33.1	9,322,224	7,335	1,634,139	267,808	1,468,040	420,397	396,787	1,694,556	774,934	1,934.57	475.3	3,300,304				
Missouri.....	4,789.1	1,666.82	18,983,249	11,389	9.1	16.0	10.6	26.5	39.7	12,197,713	7,318	2,145,992	377,138	2,082,687	529,103	508,905	2,359,836	945,996	2,069.07	375.5	2,749,905				
Nebraska.....	1,538.5	522.28	6,319,761	12,100	8.3	16.9	12.9	26.5	27.5	3,877,649	7,424	617,513	101,305	533,595	163,244	179,185	2,359,836	322,223	806.67	249.5	3,643,416				
North Dakota.....	635.6	197.46	2,439,932	12,357	8.9	17.8	12.3	24.6	28.8	1,591,389	8,059	218,319	43,704	190,796	68,716	64,360	329,647	108,210	298.13	159.7	1,409,982				
South Dakota.....	687.8	218.21	2,372,491	10,863	11.3	19.6	13.2	23.0	21.5	1,572,668	7,207	248,114	45,711	167,988	63,874	55,854	305,276	131,106	320.07	170.4	1,670,033				
SOUTH																									
ATLANTIC.....	32,462.5	10,577.16	125,210,366	11,838	9.9	17.7	12.1	23.7	25.2	79,482,000	7,514	16,908,374	2,592,070	11,633,387	3,429,736	4,070,770	16,564,901	5,577,104	16,157.72	1,233.3	9,143,205				
Delaware.....	574.7	182.09	2,791,689	15,331	5.6	12.2	11.0	28.4	37.2	1,661,191	9,123	370,389	47,585	317,563	76,490	103,919	341,770	115,462	274.53	13.2	202,155				
District of Columbia.....	735.3	269.14	4,348,364	16,157	6.9	8.8	5.7	11.5	16.6	2,849,401	10,587	452,133	151,824	543,088	185,331	198,056	460,475	134,301	224.90	.....	.....				
Florida.....	7,743.7	2,750.90	29,892,804	10,867	12.2	20.0	12.4	22.6	21.3	22,621,012	8,223	4,561,028	770,916	3,029,401	880,459	1,136,280	4,858,513	1,548,442	4,416.51	84.4	2,101,592				
Georgia.....	4,757.4	1,503.19	17,037,551	11,334	10.2	18.2	12.3	23.7	23.6	11,550,471	7,418	2,398,199	342,324	1,644,816	580,593	562,644	2,498,930	890,210	2,463.68	199.8	1,973,014				
Maryland.....	4,109.7	1,298.53	18,666,316	14,375	5.4	12.0	10.6	26.5	39.7	9,857,207	7,591	2,001,159	328,722	1,521,348	371,851	391,986	1,689,270	539,792	1,930.35	73.2	576,178				
North Carolina.....	5,257.3	1,654.41	18,348,104	11,090	10.7	19.3	13.2	24.2	21.0	11,336,758	6,852	2,441,627	305,438	1,441,388	516,487	631,692	2,433,782	863,799	2,671.58	439.7	2,307,755				
South Carolina.....	2,688.3	806.50	8,846,377	10,969	10.8	19.2	12.6	23.8	21.0	5,395,067	6,689	1,275,588	157,810	763,770	243,674	309,926	1,182,725	433,041	1,224.53	130.3	822,611				
Virginia.....	4,798.3	1,515.53	19,336,008	12,759	8.3	16.1	11.7	24.1	31.3	11,071,245	7,305	2,522,116	384,182	1,782,674	487,654	543,663	2,374,058	786,119	2,276.14	225.7	974,532				
West Virginia.....	1,797.8	596.87	5,941,153	9,954	12.4	20.0	14.3	22.6	16.0	3,539,648	5,930	886,135	103,269	589,339	165,197	192,604	725,378	265,936	675.50	67.0	185,368				
EAST SOUTH CENTRAL.....	13,197.1	4,226.96	43,473,517	10,285	12.0	19.2	12.3	21.7	19.2	27,725,205	6,559	6,243,177	834,793	3,897,546	1,254,174	1,367,640	6,088,792	2,126,464	6,178.99	1,252.8	5,778,217				
Alabama.....	3,521.5	1,115.13	11,283,724	10,119	11.7	19.2	12.3	22.0	19.7	7,070,405	6,340	1,642,341	202,399	1,040,011	335,877	382,132	1,565,002	523,494	1,816.96	187.2	1,325,805				
Kentucky.....	3,321.4	1,090.95	11,549,493	10,587	11.3	17.8	12.1	22.6	21.2	6,837,422	6,267	1,594,491	218,714	915,861	294,472	323,237	1,434,950	532,453	1,581.13	447.5	1,543,174				
Mississippi.....	2,262.3	688.22	6,569,854	9,546	13.8	19.9	11.2	18.5	16.0	4,169,169	6,058	949,901	123,240	469,799	233,959	19									



# Standard Metropolitan Statistical Areas

## As Defined by the Office of Management and Budget

**Abilene, Tex.**—Callahan, Jones, and Taylor Counties, Texas.

**Akron, Ohio**—Portage and Summit Counties, Ohio.

**Albany, Ga.**—Dougherty and Lee Counties, Georgia.

**Albany-Schenectady-Troy, N. Y.**—Albany, Montgomery, Rensselaer, Saratoga, and Schenectady Counties, New York.

**Albuquerque, N. Mex.**—Bernalillo, and Sandoval Counties, New Mexico.

**Alexandria, La.**—Grant and Rapides Parishes, Louisiana.

**Allentown-Bethlehem-Easton, Pa.-N. J.**—Carbon, Lehigh, and Northampton Counties, Pennsylvania; Warren County, New Jersey.

**Altoona, Pa.**—Blair County, Pennsylvania.

**Amarillo, Tex.**—Potter and Randall Counties, Texas.

**Anaheim-Santa Ana-Garden Grove, Calif.**—Orange County, California.

**Anchorage, Alaska**—Anchorage Census Division, Alaska.

**Anderson, Ind.**—Madison County, Indiana.

**Ann Arbor, Mich.**—Washtenaw County, Mich.

**Anniston, Ala.**—Calhoun County, Alabama.

**Appleton-Oshkosh, Wis.**—Calumet, Outagamie and Winnebago Counties, Wisconsin.

**Asheville, N. C.**—Buncombe and Madison Counties, North Carolina.

**Atlanta, Ga.**—Butts, Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, and Walton Counties, Georgia.

**Atlantic City, N. J.**—Atlantic County, New Jersey.

**Augusta, Ga.-S. C.**—Columbia and Richmond Counties, Georgia; Aiken County, South Carolina.

**Austin, Tex.**—Hays and Travis Counties, Texas.

**Bakersfield, Calif.**—Kern County, California.

**Baltimore, Md.**—Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, and Howard Counties, Maryland.

**Baton Rouge, La.**—Ascension, East Baton Rouge, Livingston, and West Baton Rouge Parishes, Louisiana.

**Battle Creek, Mich.**—Barry and Calhoun Counties, Michigan.

**Bay City, Mich.**—Bay County, Michigan.

**Beaumont-Port Arthur-Orange, Tex.**—Hardin, Jefferson and Orange Counties, Texas.

**Billings, Mont.**—Yellowstone County, Montana.

**Biloxi-Gulfport, Miss.**—Hancock, Harrison and Stone Counties, Mississippi.

**Binghamton, N. Y.-Pa.**—Broome and Tioga Counties, New York; Susquehanna County, Pennsylvania.

**Birmingham, Ala.**—Jefferson, St. Clair, Shelby, and Walker Counties, Alabama.

**Bloomington-Normal, Ill.**—McLean County, Illinois.

**Boise City, Idaho**—Ada County, Idaho.

**Boston, Mass.**—All of Suffolk County, Massachusetts; Cambridge, Everett, Malden, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Holliston, Lexington, Lincoln, Natick, North Reading, Reading, Sherborn, Stoneham, Sudbury, Wakefield, Waverham, Wayland, Weston, Wilmington, and Winchester towns in Middlesex County, Massachusetts; Beverly, Danvers, Hamilton, Lynnfield and Salem cities; Danvers, Hamilton, Lynnfield, Manchester, Marblehead, Middleton, Nahant, Saugus, Swampscott, Topsfield, and Wenham towns in Essex County, Massachusetts; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Hingham, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrentham towns in Norfolk County, Massachusetts; Abington, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Marshfield, Norwell, Pembroke, Rockland, and Scituate towns in Plymouth County, Massachusetts.

**Bridgeport, Conn.**—Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford, and Trumbull towns in Fairfield County, Connecticut. Derby City; Milford town in New Haven County, Connecticut.

**Bristol Conn.**—Bristol city; Burlington town in Hartford County, Connecticut; Plymouth town in Litchfield County, Connecticut.

**Brocton, Mass.**—Brocton City; Bridgewater, East Bridgewater, Halifax, West Bridgewater, and Whitman towns in Plymouth County, Massachusetts. Avon town in Norfolk County, Massachusetts. Easton town in Bristol County, Massachusetts.

**Brownville-Harlingen-San Benito, Tex.**—Cameron County, Texas.

**Bryan-College Station, Tex.**—Brazos County, Texas.

**Buffalo, N. Y.**—Erie and Niagara Counties, New York.

**Burlington, N. C.**—Alamance County, North Carolina.

**Canton, Ohio**—Carroll and Stark Counties, Ohio.

**Cedar Rapids, Iowa**—Linn County, Iowa.

**Champaign-Urbana-Rantoul, Ill.**—Champaign County, Illinois.

**Charleston, S. C.**—Berkeley, Charleston, and Dorchester Counties, South Carolina.

**Charleston, W. Va.**—Kanawha, and Putnam Counties, West Virginia.

**Charlotte-Gastonia, N. C.**—Gaston, Mecklenburg, and Union Counties, North Carolina.

**Chattanooga, Tenn.-Ga.**—Hamilton, Marion, and Sequatchie Counties, Tennessee; Catoosa, Dade and Walker Counties, Georgia.

**Chicago, Ill.**—Cook, DuPage, Kane, Lake, McHenry, and Will Counties, Illinois.

**Chicago, Ill.-Northwestern Indiana Standard Consolidated Area**—The Standard Metropolitan Statistical Areas of Chicago, Ill., and Gary-Hammond-East Chicago, Indiana.

**Cincinnati, Ohio-Ky.-Ind.**—Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Kentucky; Dearborn County, Indiana.

**Clarksville-Hopkinsville, Tenn.-Ky.**—Montgomery County, Tennessee, and Christian County, Kentucky.

**Cleveland, Ohio**—Cuyahoga, Geauga, Lake, and Medina Counties, Ohio.

**Colorado Springs, Colo.**—El Paso and Teller Counties, Colorado.

**Columbia, Mo.**—Boone County, Missouri.

**Columbia, S. C.**—Lexington and Richland Counties, South Carolina.

**Columbus, Ga.-Ala.**—Chattahoochee and Muscogee Counties, Georgia; Russell County, Alabama.

**Columbus, Ohio**—Delaware, Fairfield, Franklin, Madison, and Pickaway Counties, Ohio.

**Corpus Christi, Tex.**—Nueces and San Patricio Counties, Texas.

**Dallas-Fort Worth, Tex.**—Collin, Dallas, Denton, Ellis, Hood, Johnson, Kaufman, Parker, Rockwell, Tarrant, and Wise Counties, Texas.

**Danbury, Conn.**—Danbury city; Bethel, Brookfield, New Fairfield, Newtown, and Redding towns in Fairfield County, Connecticut; New Milford town in Litchfield County, Connecticut.

**Davenport-Rock Island-Moline, Iowa-Ill.**—Scott County, Iowa; Henry and Rock Island Counties, Illinois.

**Dayton, Ohio**—Greene, Miami, Montgomery, and Preble Counties, Ohio.

**Daytona Beach, Fla.**—Volusia County, Florida.

**Decatur, Ill.**—Macon County, Illinois.

**Denver-Boulder, Colo.**—Adams, Arapahoe, Boulder, Denver, Douglas, Gilpin, and Jefferson Counties, Colorado.

**Des Moines, Iowa**—Polk and Warren Counties, Iowa.

**Detroit, Mich.**—Lapeer, Livingston, Macomb, Oakland, St. Clair, and Wayne Counties, Michigan.

**Dubuque, Iowa**—Dubuque County, Iowa.

**Duluth-Superior, Minn.-Wis.**—St. Louis County, Minnesota; Douglas County, Wisconsin.

**Elmira, N. Y.**—Chemung County, New York.

**El Paso, Tex.**—El Paso County, Texas.

**Erie, Pa.**—Erie County, Pennsylvania.

**Eugene-Springfield, Ore.**—Lane County, Oregon.

**Evansville, Ind.-Ky.**—Gibson, Posey, Vanderburgh and Warrick Counties, Indiana; Henderson County, Kentucky.

**Fall River, Mass.-R. I.**—Fall River city; Dighton Somerset, Swansea, and Westport towns in Bristol County, Massachusetts. Little Compton, Portsmouth, and Tiverton towns in Newport County, Rhode Island.

**Fargo-Moorhead, N. D.-Minn.**—Cass County, North Dakota; Clay County, Minnesota.

**Fayetteville, N. C.**—Cumberland County, North Carolina.

**Fayetteville-Springdale, Ark.**—Benton and Washington Counties, Arkansas.

**Fitchburg-Leominster, Mass.**—Fitchburg and Leominster cities; Lunenburg and Westminster towns in Worcester County, Massachusetts. Shirley and Townsend towns in Middlesex County, Massachusetts.

**Flint, Mich.**—Genesee and Shiawassee Counties, Michigan.

**Florence, Ala.**—Lauderdale and Colbert Counties, Alabama.

**Fort Lauderdale-Hollywood, Fla.**—Broward County, Fla.

**Fort Myers, Fla.**—Lee County, Florida.

**Fort Smith, Ark.-Okla.**—Crawford and Sebastian Counties, Arkansas; LeFlore and Sequoyah Counties, Oklahoma.

**Fort Wayne, Ind.**—Adams, Allen, DeKalb and Wells Counties, Indiana.

**Fresno, Calif.**—Fresno County, California.

**Gadsden, Ala.**—Etowah County, Alabama.

**Gainesville, Fla.**—Alachua County, Florida.

**Galveston-Texas City, Tex.**—Galveston County, Texas.

**Gary-Hammond-East Chicago, Ind.**—Lake and Porter Counties, Indiana.

**Grand Rapids, Mich.**—Kent and Ottawa Counties, Michigan.

**Great Falls, Mont.**—Cascade County, Montana.

**Green Bay, Wis.**—Brown County, Wisconsin.

**Greensboro-Winston-Salem-High Point, N. C.**—Davidson, Forsyth, Guilford, Randolph, Stokes, and Yadkin Counties, North Carolina.

**Greenville-Spartanburg, S. C.**—Greenville, Pickens, and Spartanburg Counties, South Carolina.

**Hamilton-Middletown, Ohio**—Butler County, Ohio.

**Harrisburg, Pa.**—Cumberland, Dauphin, and Perry Counties, Pennsylvania.

**Hartford, Conn.**—Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield Windsor, and Windsor Locks towns in Hartford County, Connecticut. New Hartford town in Litchfield County, Connecticut. Cromwell, East Hampton, and Portland towns in Middlesex County, Connecticut. Colchester town in New London County, Connecticut. Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Stafford, Tolland, Vernon, and Willington towns in Tolland County, Connecticut.

**Honolulu, Hawaii**—Honolulu County, Hawaii.

**Houston, Tex.**—Harris, Brazoria, Fort Bend, Liberty, Montgomery, and Waller Counties, Texas.

**Huntington-Ashland, W. Va.-Ky.-Ohio**—Cabell and Wayne Counties, West Virginia; Boyd and Greenup Counties, Kentucky, Lawrence County, Ohio.

**Huntsville, Ala.**—Limestone, Madison, and Marshall Counties, Alabama.

**Indianapolis, Ind.**—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, Indiana.

**Jackson Mich.**—Jackson County, Michigan.

**Jackson, Miss.**—Hinds and Rankin Counties, Mississippi.

**Jacksonville, Fla.**—Baker, Clay, Duval, Nassau, and St. Johns Counties, Florida.

**Jersey City, N. J.**—Hudson County, New Jersey.

**Johnstown, Pa.**—Cambria and Somerset Counties, Pennsylvania.

**Kalamazoo-Portage, Mich.**—Kalamazoo and Van Buren Counties, Michigan.

**Kansas City, Mo.-Kans.**—Cass, Clay, Jackson, Platte, and Ray Counties, Missouri; Johnson and Wyandotte Counties, Kansas.

**Kenosha, Wis.**—Kenosha County, Wisconsin.

**Killeen-Temple, Tex.**—Bell and Coryell Counties, Texas.

**Kingsport-Bristol, Tenn.-Va.**—Hawkins and Sullivan Counties, Tennessee, Bristol City; Scott and Washington Counties, Virginia.

**Knoxville, Tenn.**—Anderson, Blount, Knox, and Union Counties, Tennessee.

**LaCrosse, Wis.**—LaCrosse County, Wisconsin.

**Lafayette, La.**—Lafayette Parish, Louisiana.

**Lafayette-West Lafayette, Ind.**—Tippecanoe County, Indiana.

**Lake Charles, La.**—Calcasieu Parish, Louisiana.

**Lakeland-Winter Haven, Fla.**—Polk County, Florida.

**Lancaster, Pa.**—Lancaster County, Pennsylvania.

**Lansing-East Lansing, Mich.**—Clinton, Eaton, Ingham, and Ionia Counties, Michigan.

**Laredo, Tex.**—Webb County, Texas.

**Las Vegas, Nev.**—Clark County, Nevada.

**Lawrence-Haverhill, Mass.-N. H.**—Lawrence and Haverhill cities; Amesbury, Andover, Georgetown, Groveland, Merrimac, Methuen, North Andover, Salisbury, and West Newbury towns in Essex County, Massachusetts; Atkinson, Hampstead, Kingston, Newton, Plaistow, Salem, and Windham towns in Rockingham County, New Hampshire.

**Lawton, Okla.**—Comanche County, Oklahoma.

**Lewiston-Auburn, Maine**—Auburn City, Lewiston city, and Lisbon town in Androscoggin County, Maine.

**Lexington-Fayette, Ky.**—Bourbon, Clark, Fayette, Jessamine, Scott, and Woodford Counties, Kentucky.

**Lima, Ohio**—Allen, Auglaize, Putnam, and Van Wert Counties, Ohio.

**Lincoln, Neb.**—Lancaster County, Nebraska.

**Little Rock-North Little Rock, Ark.**—Pulaski and Saline Counties, Arkansas.

**Long Branch-Asbury Park, N. J.**—Monmouth County, New Jersey.

**Lorain-Elvria, Ohio**—Lorain County, Ohio.

**Los Angeles-Long Beach, Calif.**—Los Angeles County, California.

**Louisville, Ky.-Ind.**—Bullitt, Jefferson, and Oldham Counties, Kentucky; Clark and Floyd Counties, Indiana.

**Lowell, Mass.-N. H.**—Lowell City; Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Massachusetts. Pelham town in Hillsborough County, New Hampshire.

**Lubbock, Tex.**—Lubbock County, Texas.

**Lynchburg, Va.**—Lynchburg city; Amherst, Appomattox, and Campbell Counties, Virginia.

**McAllen-Pharr-Edinburg, Tex.**—Hidalgo County, Texas.

**Macon, Ga.**—Bibb, Houston, Jones, and Twiggs Counties, Georgia.

**Madison, Wis.**—Dane County, Wisconsin.

**Manchester, N. H.**—Manchester city; Bedford and Goffstown towns in Hillsborough County, N. H. Allenstown, Hooksett, and Pembroke towns in Merrimack County, N. H.; Derry and Londonderry towns in Rockingham County, New Hampshire.

**Mansfield, Ohio**—Richland County, Ohio.

**Melbourne-Titusville-Cocoa, Fla.**—Brevard County, Florida.

**Memphis, Tenn.-Ark.-Miss.**—Shelby and Tipton Counties, Tennessee; Crittenden County, Arkansas, DeSoto County, Mississippi.

**Meriden, Conn.**—Meriden city in New Haven County, Connecticut.

**Miami, Fla.**—Dade County, Florida.

**Midland, Tex.**—Midland County, Texas.

**Milwaukee, Wis.**—Milwaukee, Ozaukee, Washington, and Waukesha Counties, Wisconsin.

**Minneapolis-St. Paul, Minn.-Wis.**—Anoka, Carver, Chisago, Dakota, Hennepin, Ramsey, Scott, Washington, and Wright Counties, Minnesota; St. Croix County, Wisconsin.

**Mobile, Ala.**—Baldwin and Mobile Counties, Alabama.

**Modesto, Calif.**—Stanislaus County, California.

**Monroe, La.**—Ouachita Parish, Louisiana.

**Montgomery, Ala.**—Autauga, Elmore and Montgomery Counties, Alabama.

**Muncie, Ind.**—Delaware County, Indiana.

**Muskegon-Muskegon Heights, Mich.**—Muskegon and Oceana Counties, Michigan.

**Nashua, N. H.**—Nashua city; Amherst, Hudson, Merrimack and Milford towns in Hillsborough County, New Hampshire.

**Nashville-Davidson, Tenn.**—Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, and Wilson Counties, Tennessee.

**Nassau-Suffolk, N. Y.**—Nassau and Suffolk Counties, New York.

**Newark, N. J.**—Essex, Morris, Somerset, and Union Counties, New Jersey.

**Newport News-Hampton, Va.**—Hampton, Newport News, and Williamsburg cities; Gloucester, James City, and York Counties, Virginia.

**New Bedford, Mass.**—New Bedford city; Acushnet, Dartmouth, Fairhaven, and Freetown towns in Bristol County, Massachusetts; Lakeville, Marion and Mattapoisett towns in Plymouth County, Massachusetts.

**New Britain, Conn.**—New Britain city; Berlin, Plainville, and Southington towns in Hartford County, Connecticut.

**New Brunswick-Perth Amboy-Sayreville, N. J.**—Middlesex County, New Jersey.

**New Haven-West Haven, Conn.**—New Haven and West Haven cities; Clinton and Killingsworth towns in Middlesex County, Conn.; Bethany, Branford, East Haven, Guilford, Hamden, North Branford, Madison, North Haven, Orange, Wallingford, and Woodbridge towns in New Haven County, Connecticut.

**New London-Norwich, Conn.-R. I.**—New London and Norwich cities; Bozrah, East Lyme, Griswold, Groton, Ledyard, Lisbon, Montville, Old Lyme, Preston, Sprague, Stonington and Waterford towns in New London County, Conn.; Old Saybrook town in Middlesex County, Conn.; Hopkinton and Westbury towns in Washington County, Rhode Island.

**New Orleans, La.**—Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, Louisiana.

**New York, N. Y.-N. J.**—New York City (Bronx, Kings, New York, Queens, and Richmond Counties); Putnam, Rockland and Westchester Counties, New York; Bergen County, New Jersey.

**New York-Northeastern New Jersey Standard Consolidated Area**—The Standard Metropolitan Statistical Areas of Nassau-Suffolk, New York, New York; Jersey City, Newark, New Brunswick-Perth Amboy-Sayreville and Paterson-Clifton-Passaic, New Jersey.

**Norfolk-Virginia Beach-Portsmouth, Va. N. C.**—The cities of Chesapeake, Nansemond, Norfolk, Portsmouth, Suffolk, and Virginia Beach, Virginia; Currituck County, North Carolina.

**Northwest Pennsylvania**—Lackawanna, Luzerne, and Monroe Counties, Pennsylvania.

**Norwalk, Conn.**—Norwalk city; Weston, Westport, and Wilton towns in Fairfield County, Connecticut.

**Odesa, Tex.**—Ector County, Texas.

**Oklahoma City, Okla.**—Canadian, Cleveland, McClain, Oklahoma, and Pottawatomie Counties, Oklahoma.

**Omaha, Neb.-Iowa**—Douglas and Sarpy Counties, Nebraska; Pottawattomie County, Iowa.

(Continued on next page)

†Formerly the Standard Metropolitan Statistical Areas of Scranton and Wilkes-Barre-Hazleton.



**Orlando, Fla.**—Orange, Osceola, and Seminole counties, Florida.  
**Owensboro, Ky.**—Davies County, Kentucky.  
**Oxnard-Simi Valley-Ventura, Calif.**—Ventura County, California.  
**Parkersburg-Marietta, W. Va.-Ohio**—Wirt and Wood Counties, West Virginia; Washington County, Ohio.  
**Paterson-Clifton-Passaic, N. J.**—Passaic County, New Jersey.  
**Pensacola, Fla.**—Escambia and Santa Rosa Counties, Florida.  
**Peoria, Ill.**—Peoria, Tazewell, and Woodford Counties, Illinois.  
**Petersburg-Colonial Heights-Hopewell, Va.**—Petersburg, Colonial Heights, and Hopewell cities; Prince George and Dinwiddie Counties, Virginia.  
**Philadelphia, Pa.-N. J.**—Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pennsylvania; Burlington, Camden, and Gloucester Counties, New Jersey.  
**Phoenix, Ariz.**—Maricopa County, Arizona.  
**Pine Bluff, Ark.**—Jefferson County, Arkansas.  
**Pittsburgh, Pa.**—Allegheny, Beaver, Washington and Westmoreland Counties, Pennsylvania.  
**Pittsfield, Mass.**—Pittsfield city; Adams, Cheshire, Dalton, Lanesborough, Lee, Lenox, and Stockbridge towns in Berkshire County, Massachusetts.  
**Portland, Maine**—Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Scarborough, Windham, and Yarmouth towns in Cumberland County, Maine; Saco city; Old Orchard Beach town in York County, Maine.  
**Portland, Ore.-Wash.**—Clackamas, Multnomah, and Washington Counties, Oregon; Clark County, Washington.  
**Poughkeepsie, N. Y.**—Dutchess County, New York.  
**Providence-Warwick-Pawtucket, R. I.-Mass.**—Central Falls, Cranston, East Providence, Pawtucket, Providence and Woonsocket cities; Burrillville, Cumberland, Johnston, Lincoln, North Providence, North Smithfield, Scituate, and Smithfield towns in Providence County, Rhode Island. Narragansett, North Kingstown, and South Kingstown towns in Washington County, Rhode Island. Warwick city; Coventry, East Greenwich, and West Warwick towns in Kent County, Rhode Island. All of Bristol County, Rhode Island. Attleboro city; North Attleboro, Norton, Rehoboth, and Seekonk towns in Bristol County, Massachusetts. Plainville town in Norfolk County, Massachusetts, Blackstone and

Millville towns in Worcester County, Massachusetts. Jamestown town in Newport County, Rhode Island.  
**Provo-Orem, Utah**—Utah County, Utah.  
**Pueblo, Colo.**—Pueblo County, Colorado.  
**Racine, Wis.**—Racine County, Wisconsin.  
**Raleigh-Durham, N. C.**—Durham, Orange and Wake Counties, North Carolina.  
**Reading, Pa.**—Berks County, Pennsylvania.  
**Reno, Nev.**—Washoe County, Nevada.  
**Richland-Kennebec, Wash.**—Benton and Franklin Counties, Washington.  
**Richmond, Va.**—Richmond City; Charles City, Chesterfield, Goochland, Hanover, Henrico, and Powhatan Counties, Virginia.  
**Riverside-San Bernardino-Ontario, Calif.**—Riverside and San Bernardino Counties, California.  
**Roanoke, Va.**—Roanoke and Salem cities; Botetourt, Craig, and Roanoke Counties, Virginia.  
**Rochester, Minn.**—Olmsted County, Minnesota.  
**Rochester, N. Y.**—Livingston, Monroe, Ontario, Orleans and Wayne Counties, New York.  
**Rockford, Ill.**—Boone and Winnebago Counties, Illinois.  
**Sacramento, Calif.**—Placer, Sacramento, and Yolo Counties, California.  
**Saginaw, Mich.**—Saginaw County, Michigan.  
**St. Cloud, Minn.**—Benton, Sherburne, and Stearns Counties, Minnesota.  
**St. Joseph, Mo.**—Andrew and Buchanan Counties, Missouri.  
**St. Louis, Mo.-Ill.**—St. Louis city, Franklin, Jefferson, St. Charles and St. Louis Counties, Missouri; Clinton, Madison, Monroe, and St. Clair Counties, Illinois.  
**Salem, Ore.**—Marion and Polk Counties, Oregon.  
**Salinas-Seaside-Monterey, Calif.**—Monterey County, California.  
**Salt Lake City-Ogden, Utah**—Davis, Tooele, Salt Lake, and Weber Counties, Utah.  
**San Angelo, Tex.**—Tom Green County, Texas.  
**San Antonio, Tex.**—Bexar, Comal, and Guadalupe Counties, Texas.  
**San Diego, Calif.**—San Diego County, Calif.  
**San Francisco-Oakland, Calif.**—Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, California.  
**San Jose, Calif.**—Santa Clara County, Calif.  
**Santa Barbara-Santa Maria-Lompoc, Calif.**—Santa Barbara County, California.  
**Santa Cruz, Calif.**—Santa Cruz County, California.  
**Santa Rosa, Calif.**—Sonoma County, California.  
**Sarasota, Fla.**—Sarasota County, Florida.

**Savannah, Ga.**—Bryan, Chatham, and Effingham Counties, Georgia.  
**Seattle-Everett, Wash.**—King and Snohomish Counties, Washington.  
**Sherman-Denison, Tex.**—Grayson County, Texas.  
**Shreveport, La.**—Bossier, Caddo, and Webster Parishes, Louisiana.  
**Sioux City, Iowa-Neb.**—Woodbury County, Iowa; Dakota County, Nebraska.  
**Sioux Falls, S. D.**—Minnehaha County, South Dakota.  
**South Bend, Ind.**—Marshall and St. Joseph Counties, Indiana.  
**Spokane, Wash.**—Spokane County, Washington.  
**Springfield, Ill.**—Menard and Sangamon Counties, Illinois.  
**Springfield, Mo.**—Christian and Greene Counties, Missouri.  
**Springfield, Ohio**—Champaign and Clark Counties, Ohio.  
**Springfield-Chicopee-Holyoke, Mass.-Conn.**—Chicopee, Holyoke, Springfield, and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Palmer, Southwick, West Springfield, and Wilbraham towns in Hampden County, Massachusetts. Northampton city; Belchertown, Easthampton, Granby, Hadley, Hatfield, South Hadley, and Southampton towns in Hampshire County, Massachusetts. Warren town in Worcester County, Massachusetts. Somers town in Tolland County, Connecticut.  
**Stamford, Conn.**—Stamford city; Darien, Greenwich, and New Canaan towns in Fairfield County, Connecticut.  
**Steubenville-Weirton, Ohio-W. Va.**—Jefferson County, Ohio; Brooke and Hancock Counties, West Virginia.  
**Stockton, Calif.**—San Joaquin County, California.  
**Syracuse, N. Y.**—Madison, Onondaga, and Oswego Counties, New York.  
**Tacoma, Wash.**—Pierce County, Washington.  
**Tallahassee, Fla.**—Leon and Wakulla Counties, Florida.  
**Tampa-St. Petersburg, Fla.**—Hillsborough, Pasco, and Pinellas Counties, Florida.  
**Terre Haute, Ind.**—Clay, Sullivan, Vermillion and Vigo Counties, Indiana.  
**Texarkana, Tex.-Texarkana, Ark.**—Little River and Miller Counties, Arkansas; Bowie County, Texas.  
**Toledo, Ohio-Mich.**—Fulton, Lucas, Ottawa, and Wood Counties, Ohio; Monroe County, Michigan.  
**Topeka, Kans.**—Jefferson, Osage, and Shawnee Counties, Kansas.

**Trenton, N. J.**—Mercer County, New Jersey.  
**Tucson, Ariz.**—Pima County, Arizona.  
**Tulsa, Okla.**—Creek, Mayes, Osage, Rogers, Tulsa, and Wagoner Counties, Oklahoma.  
**Tuscaloosa, Ala.**—Tuscaloosa County, Alabama.  
**Tyler, Tex.**—Smith County, Texas.  
**Utica-Rome, N. Y.**—Herkimer and Oneida Counties, New York.  
**Vallejo-Fairfield-Napa, Calif.**—Napa and Solano Counties, California.  
**Vineland-Millville-Bridgeton, N. J.**—Cumberland County, New Jersey.  
**Waco, Tex.**—McLennan County, Texas.  
**Washington, D. C.-Md.-Va.**—The District of Columbia; Alexandria, Fairfax, and Falls Church cities; Arlington, Fairfax, Loudoun, and Prince William Counties, Virginia; Charles Montgomery, and Prince Georges Counties, Maryland.  
**Waterbury, Conn.**—Waterbury city; Naugatuck borough; Beacon Falls, Cheshire, Middlebury, Prospect, Southbury, and Wolcott towns in New Haven County, Connecticut. Thomaston, Watertown, and Woodbury towns in Litchfield County, Connecticut.  
**Waterloo-Cedar Falls, Iowa**—Black Hawk County, Iowa.  
**West Palm Beach-Boca Raton, Fla.**—Palm Beach County, Florida.  
**Wheeling, W. Va.-Ohio**—Marshall and Ohio Counties, West Virginia; Belmont County, Ohio.  
**Wichita, Kans.**—Butler and Sedgwick Counties, Kansas.  
**Wichita Falls, Tex.**—Clay and Wichita Counties, Texas.  
**Williamsport, Pa.**—Lycoming County, Pennsylvania.  
**Wilmington, Del.-N. J.-Md.**—New Castle County, Delaware; Salem County, New Jersey; Cecil County, Maryland.  
**Wilmington, N. C.**—Brunswick and New Hanover Counties, North Carolina.  
**Worcester, Mass.**—Worcester city; Auburn, Berlin, Boylston, Brookfield, Charlton, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough Northbridge North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Uxbridge, Webster, Westborough, and West Boylston towns in Worcester County, Massachusetts.  
**Yakima, Wash.**—Yakima County, Washington.  
**York, Pa.**—Adams and York Counties, Pennsylvania.  
**Youngstown-Warren, Ohio**—Mahoning and Trumbull Counties, Ohio.

## Additional Metropolitan Areas As Designated by SRDS

**Anderson, S. C.**—Anderson County, South Carolina.  
**Athens, Ga.**—Clarke County, Georgia.  
**Bangor, Me.**—Penobscot County, Maine.  
**Bellingham, Wash.**—Whatcom County, Washington.  
**Bloomington, Ind.**—Monroe County, Indiana.  
**Bowling Green, Ky.**—Warren County, Kentucky.  
**Bremerton, Wash.**—Kitsap County, Washington.  
**Burlington, Vt.**—Chittenden County, Vermont.  
**Casper, Wyo.**—Natrona County, Wyoming.  
**Charlottesville, Va.**—Albemarle County, Virginia.  
**\*Clarksburg, W. Va.**—Harrison County, West Virginia.  
**Cumberland, Md.**—Allegany County Maryland.  
**Danville, Ill.**—Vermilion County, Illinois.  
**Danville, Va.**—Pittsylvania County, Virginia.  
 (Pittsylvania County data includes independent city of Danville data.)

**\*Decatur, Ala.**—Morgan County, Alabama.  
**Dothan, Ala.**—Houston County, Alabama.  
**Eau Claire, Wis.**—Eau Claire County, Wisconsin.  
**Elkhart, Ind.**—Elkhart County, Indiana.  
**\*Enid, Okla.**—Garfield County, Oklahoma.  
**Florence, S. C.**—Florence County, South Carolina.  
**Fond du Lac, Wis.**—Fond du Lac County, Wisconsin.  
**Fort Collins, Colo.**—Larimer County, Colorado.  
**\*Fort Pierce, Fla.**—St. Lucie County, Florida.  
**Grand Forks, N. D.**—Grand Forks County, North Dakota.  
**Greely, Colo.**—Weld County, Colorado.  
**Hagerstown, Md.**—Washington County, Maryland.  
**Hattiesburg, Miss.**—Forrest County, Mississippi.  
**Hot Springs, Ark.**—Garland County, Arkansas.  
**Houma, La.**—Terrebone Parish, Louisiana.  
**Hutchinson, Kans.**—Reno County, Kansas.  
**Idaho Falls, Idaho**—Bonneville County, Idaho.

**Iowa City, Iowa**—Johnson County, Iowa.  
**Jackson, Tenn.**—Madison County, Tennessee.  
**Jamestown, N. Y.**—Chautauqua County, New York.  
**Janesville-Beloit, Wis.**—Rock County, Wisconsin.  
**\*Johnson City, Tenn.**—Washington County, Tennessee.  
**Joplin, Mo.**—Jasper County, Missouri.  
**Kankakee, Ill.**—Kankakee County, Illinois.  
**Kokomo, Ind.**—Howard County, Indiana.  
**Lebanon, Pa.**—Lebanon County, Pennsylvania.  
**Lewiston, Idaho**—Nez Perce County, Idaho.  
**Longview, Tex.**—Gregg County, Texas.  
**Manhattan, Kans.**—Riley County, Kansas.  
**Marion, Ind.**—Grant County, Indiana.  
**Medford, Ore.**—Jackson County, Oregon.  
**Meridian, Miss.**—Lauderdale County, Mississippi.  
**Midland, Mich.**—Midland County Michigan.  
**Missoula, Mont.**—Missoula County, Montana.  
**New Castle, Pa.**—Lawrence County, Pennsylvania.

**Newark, Ohio**—Licking County, Ohio.  
**Paducah, Ky.**—McCracken County, Kentucky.  
**Panama City, Fla.**—Bay County, Florida.  
**Pocatello, Idaho**—Bannock County, Idaho.  
**Portsmouth, Ohio**—Scioto County, Ohio.  
**Quincy, Ill.**—Adams County, Illinois.  
**Rapid City, S. D.**—Pennington County, South Dakota.  
**Richmond, Ind.**—Wayne County, Indiana.  
**Rocky Mount, N. C.**—Edgecombe and Nash Counties, North Carolina.  
**Rome, Ga.**—Floyd County, Georgia.  
**\*Salina, Kans.**—Saline County, Kansas.  
**Santa Fe, N. M.**—Santa Fe County, New Mexico.  
**Sandusky, Ohio**—Erie County, Ohio.  
**Sheboygan, Wis.**—Sheboygan County, Wisconsin.  
**Valdosta, Ga.**—Lowndes County, Georgia.  
**\*Victoria, Tex.**—Victoria County, Texas.  
**Vialia, Calif.**—Tulare County, California.  
**Watertown, N. Y.**—Jefferson County, New York.  
**Wausau, Wis.**—Marathon County, Wisconsin.

\*SRDS Additional Metro as of May 1, 1974.

## New England Metropolitan Areas - County Basis As Designated by SRDS

**Bangor, Maine**—Penobscot County, Maine.  
**Boston-Lawrence-Haverhill-Lowell, Mass.**—Essex, Middlesex, Norfolk, and Suffolk Counties, Massachusetts.  
**Bridgeport-Stamford-Norwalk, Conn.**—Fairfield County, Connecticut.  
**Brockton, Mass.**—Plymouth County, Massachusetts.

**Burlington, Vt.**—Chittenden County, Vermont.  
**Hartford-New Britain-Bristol, Conn.**—Hartford County, Connecticut.  
**Lewiston-Auburn, Maine**—Androscoggin County, Maine.  
**Manchester-Nashua, N. H.**—Hillsborough County, New Hampshire.

**New Bedford-Fall River, Mass.**—Bristol County, Massachusetts.  
**New Haven-West Haven-Waterbury-Meriden, Conn.**—New Haven County, Connecticut.  
**New London-Norwich, Conn.**—New London County, Connecticut.  
**Pittsfield, Mass.**—Berkshire County, Massachusetts.

**Portland, Maine**—Cumberland County, Maine.  
**Providence-Warwick-Pawtucket, R. I.**—Bristol, Kent, Newport, Providence and Washington Counties, Rhode Island.  
**Springfield-Chicopee-Holyoke, Mass.**—Hampden and Hampshire Counties, Massachusetts.  
**Worcester-Fitchburg-Leominster, Mass.**—Worcester County, Massachusetts.



# Composite Table of Metro Area Rankings

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Abilene, Tex.	217	207	228	316	210	185	218	245	241	199	209	170	173	204
Akron, Ohio	53	52	49	57	54	217	53	67	43	76	62	53	52	47
Albany, Ga.	246	263	271	261	257	154	281	297	208	221	217	237	274	255
Albany-Schenectady-Troy, N. Y.	43	43	41	90	53	317	45	62	53	40	58	54	53	54
Albuquerque, N. M.	93	98	147	93	114	108	66	95	74	83	76	109	109	85
Alexandria, La.	209	216	238	314	253	327	267	260	264	228	231	239	246	231
Allentown-Bethlehem-Easton, Pa.	60	57	57	112	65	306	54	81	54	73	68	68	63	60
Altoona, Pa.	208	199	213	288	222	305	191	246	182	182	233	214	228	211
Amarillo, Tex.	189	184	190	225	165	30	175	123	185	112	159	145	153	166
Anaheim-Santa Ana-Garden Grove, Ca.	19	20	18	26	22	172	21	21	17	26	17	18	18	19
Anchorage, Alaska	199	209	167	4	185	20	253	189	221	304	302	207	290	162
Anderson, Ind.	201	197	189	119	195	223	206	188	197	212	178	202	205	203
Anderson, S. C.	242	234	242	266	247	254	215	275	255	237	203	222	221	226
Ann Arbor, Mich.	139	141	107	6	117	24	140	100	153	97	122	119	138	147
Anniston, Ala.	248	254	273	298	281	307	260	261	293	291	256	269	278	237
Appleton-Oshkosh, Wis.	120	129	123	104	130	193	145	163	132	147	143	151	143	136
Asheville, N. C.	185	180	191	272	175	162	180	182	168	219	171	171	166	171
Athens, Ga.	303	303	303	228	288	50	302	288	298	223	308	311	279	315
Atlanta, Ga.	18	18	19	76	18	75	17	19	15	19	20	16	16	17
Atlantic City, N. J.	166	155	166	265	143	58	156	159	154	99	184	154	167	159
Augusta, Ga.	124	133	139	175	127	99	138	118	107	144	139	121	140	125
Austin, Tex.	96	99	102	179	108	272	120	113	126	82	115	90	99	98
Bakersfield, Calif.	102	102	111	222	106	232	94	86	111	136	99	97	82	86
Baltimore, Md.	14	16	17	91	17	233	16	12	18	18	21	21	20	18
Bangor, Me. (county basis)	215	221	227	280	209	97	207	265	186	211	288	200	204	243
Baton Rouge, La.	87	92	96	155	99	227	111	102	89	129	102	84	103	127
Battle Creek, Mich.	168	172	158	80	172	205	163	186	181	188	186	165	154	167
Bay City, Mich.	228	233	208	71	223	106	211	235	194	181	212	220	210	230
Beaumont-Port Arthur-Orange, Tex.	97	94	104	196	104	261	87	92	120	107	92	85	93	93
Bellingham, Wash.	277	268	286	299	272	222	276	254	270	306	325	308	302	267
Billings, Mont.	271	265	269	238	240	56	268	197	294	191	247	226	275	248
Biloxi-Gulfport, Miss.	183	191	200	262	198	271	198	208	199	193	195	189	174	181
Binghamton, N. Y.	112	114	115	177	122	266	95	139	139	145	150	114	127	131
Birmingham, Ala.	45	46	53	233	50	240	46	53	48	39	46	46	45	43
Bloomington, Ind.	271	274	265	156	271	165	284	239	295	263	290	286	292	300
Bloomington-Normal, Ill.	240	238	210	65	231	127	279	241	207	278	265	270	178	251
Boise City, Idaho	223	218	201	105	208	110	212	150	212	220	202	197	197	176
Boston, Mass. (Official S.M.S.A.)	8	8	9	16	8	43	8	8	9	8	8	10	11	12
Boston-Lawrence-Haverhill-Lowell, Mass. (county basis)	6	7	8	37	7	152	7	8	7	7	8	9	8	7
Bowling Green, Ky.	317	316	319	271	322	109	319	296	308	299	317	329	312	324
Bremerton, Wash.	250	240	226	194	274	321	227	194	318	326	272	297	313	246
Bridgeport, Conn. (Official S.M.S.A.)	84	87	76	13	79	34	74	69	82	68	71	101	76	111
Bridgeport-Stamford-Norwalk, Conn. (county basis)	44	45	31	4	39	40	32	42	55	31	39	48	36	35
Bristol (Official S.M.S.A.)	305	308	281	31	323	212	258	322	332	285	250	302	315	282
Brockton, Mass. (Official S.M.S.A.)	186	200	186	85	199	226	179	209	202	174	230	215	224	260
Brockton, Mass. (county basis)	96	102	96	96	125	320	96	116	123	109	166	148	136	110
Brownsville-Harlingen-San Benito, Tex.	188	215	284	333	212	150	205	250	215	106	216	231	243	220
Bryan-College Station, Tex.	316	322	317	201	333	299	327	331	327	321	331	328	327	322
Buffalo, N. Y.	26	28	27	92	31	296	25	31	31	24	30	34	30	32
Burlington, N. C.	258	256	245	173	267	253	237	270	310	167	252	265	253	221
Burlington, Vt. (county basis)	244	261	243	135	250	112	241	308	235	273	304	280	265	290
Canton, Ohio	86	84	86	133	92	257	78	125	81	90	79	88	91	79
Casper, Wyo.	330	325	308	62	309	10	330	305	330	332	332	322	331	318
Cedar Rapids, Ia.	179	179	163	76	166	67	184	179	125	226	119	192	164	169
Champaign-Urbana-Rantoul, Ill.	187	193	165	19	178	74	200	215	167	217	205	184	206	197
Charleston, S. C.	99	113	118	179	118	264	110	134	98	110	98	112	123	107
Charleston, W. Va.	135	125	134	212	125	173	118	115	103	134	156	132	135	150
Charlotte-Gastonia, N. C.	62	62	62	108	60	117	66	71	63	65	51	57	58	55
Charlottesville, Va.	288	289	279	171	282	137	249	279	253	276	296	315	308	288
Chatanooga, Tenn.	88	85	97	237	85	118	81	84	90	108	93	80	77	89
Chicago, Ill.	2	3	2	17	2	116	3	2	3	2	3	2	2	2
Cincinnati, Ohio	25	26	26	118	26	208	22	27	19	28	23	26	24	25
Clarksburg, W. Va.	297	283	297	300	298	258	278	211	261	272	245	310	309	316
*Clarksville, Tenn.	312	324	322	209	324	54	323	315	287	323	289	290	320	330
Cleveland, Ohio	16	15	14	35	13	143	12	13	11	14	15	11	17	15
Colorado Springs, Colo.	122	130	130	132	129	149	168	119	150	146	153	143	144	110
Columbia, Mo.	275	278	272	176	297	281	315	302	305	249	269	323	263	312
Columbia, S. C.	105	117	110	101	105	79	121	144	100	115	121	98	98	99
Columbus, Ga.	147	151	160	242	155	186	160	166	147	130	108	122	152	141
Columbus, Ohio	34	34	35	109	34	190	33	40	27	43	33	33	33	33
Corpus Christi, Tex.	114	123	140	260	124	174	103	135	157	157	134	108	126	115
Cumberland, Md.	283	272	293	320	289	287	251	295	281	281	284	321	287	280
Dallas-Fort Worth, Tex.	10	9	10	70	9	55	11	9	13	12	12	8	8	8
Danbury (Official S.M.S.A.)	231	243	197	12	218	35	182	256	196	234	211	217	249	188
Danville, Ill.	266	251	229	151	260	249	246	266	244	298	257	260	261	256
Danville, Va.	251	252	277	310	278	303	248	276	288	322	272	272	269	253
Davenport, Ia.-Rock Island-Moline, Ill.	94	88	83	66	91	188	99	88	79	117	103	93	90	90
Dayton, Ohio	42	40	37	40	41	201	40	40	33	45	37	39	35	36
Daytona Beach, Fla.	165	148	184	328	150	170	137	105	184	173	163	133	136	149
Decatur, Ala.	287	291	294	277	307	290	283	309	304	287	306	293	310	269
Decatur, Ill.	224	212	194	69	194	66	225	220	177	215	207	180	234	210
Denver-Boulder, Colo.	23	24	22	53	23	89	26	17	29	30	26	25	27	21
Des Moines, Ia.	108	100	93	64	90	90	96	112	76	84	85	96	86	96
Detroit, Mich.	5	5	4	7	5	130	5	4	4	5	4	3	4	4
Dothan, Ala.	318	317	324	294	305	25	316	329	256	314	274	290	325	297
Dubuque, Ia.	267	286	262	87	252	22	289	240	176	307	255	298	266	277
Duluth, Minn.-Superior, Wis.	133	124	142	263	136	278	124	149	137	94	128	153	119	137
Eau Claire, Wis.	302	302	300	207	312	194	309	328	239	302	298	332	277	307
Elkhart, Ind.	214	206	183	28	173	6	217	191	251	178	192	177	188	209
Elmira, N. Y.	253	253	255	215	256	213	243	298	216	216	239	250	260	271
El Paso, Tex.	90	105	119	254	97	101	119	111	87	71	76	95	132	97
Enid, Okla.	322	311	320	301	332	320	329	286	320	286	310	324	314	313

# Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Erie, Pa.	178	127	171	165	140	268	122	126	123	135	146	140	117	138
Eugene-Springfield, Ore.	146	140	170	182	149	231	157	121	169	202	169	126	165	119
Evansville, Ind.	119	116	126	219	111	168	117	120	104	93	152	138	106	120
Fall River, Mass. (Official S.M.S.A.)	175	175	180	206	207	330	185	181	205	177	162	256	217	206
Fargo, N. D. - Moorhead, Minn.	220	220	129	189	19	19	252	236	226	186	197	210	213	214
Fayetteville, N. C.	153	176	170	126	171	146	199	264	159	166	132	158	168	163
Fayetteville-Springdale, Ark.	203	194	221	318	206	282	254	234	234	300	238	219	238	225
Fitchburg-Leominster, Mass. (S.M.S.A.)	262	266	232	81	293	304	264	272	262	246	301	325	311	332
Flint, Mich.	70	71	65	29	62	51	68	55	68	78	65	58	67	69
Florence, Ala.	226	226	247	302	254	315	228	281	245	233	247	245	286	202
Florence, S. C.	271	282	247	289	265	68	263	303	259	256	227	245	250	279
Fond du Lac, Wis.	280	290	274	142	279	113	282	282	301	259	287	287	293	284
Fort Collins, Colo.	246	246	248	240	259	285	286	223	325	284	286	249	268	229
Fort Lauderdale-Hollywood, Fla.	52	42	42	122	40	124	41	42	47	50	38	38	46	35
Fort Myers, Fla.	210	189	211	306	182	134	197	172	161	257	179	184	201	186
Fort Pierce, Fla.	329	320	332	329	302	11	291	325	321	319	305	241	281	301
Fort Smith, Ark.	180	173	206	326	200	294	204	251	203	209	206	176	207	189
Fort Wayne, Ind.	92	89	87	84	86	78	89	98	75	96	104	89	89	92
Fresno, Calif.	77	79	92	229	73	52	79	52	96	75	59	71	71	75
Gadsden, Ala.	268	257	283	317	268	252	266	258	290	274	249	234	280	228
Gainesville, Fla.	231	236	236	244	224	87	203	229	258	239	222	213	179	216
Galveston-Texas City, Tex.	171	171	171	169	184	298	158	165	272	168	201	175	186	172
Gary-Hammond-East Chicago, Ind.	57	61	58	86	58	175	59	63	57	56	61	63	57	64
Grand Forks, N. D.	309	319	309	150	319	69	332	313	278	268	299	292	330	325
Grand Rapids, Mich.	65	68	64	48	59	47	61	56	70	64	55	56	59	63
Great Falls, Mont.	280	277	278	213	249	29	294	201	266	249	280	262	262	272
Greeley, Colo.	261	264	267	217	270	242	298	291	319	316	324	287	304	245
Green Bay, Wis.	184	195	192	162	181	92	196	230	124	165	180	191	200	192
Greensboro-Winston-Salem-High Point	47	48	48	154	52	235	50	47	64	47	42	52	49	39
Greenville-Spartanburg, S. C.	72	72	70	218	78	78	267	72	73	86	66	74	64	67
Hagerstown, Md.	245	245	248	274	242	166	242	262	236	282	253	276	256	250
Hamilton-Middletown, Ohio	144	144	143	123	154	211	151	148	140	175	177	163	155	142
Harrisburg, Pa.	80	76	78	115	70	48	83	82	83	87	88	75	68	88
Hartford, Conn. (Official S.M.S.A.)	49	51	40	9	46	70	44	36	44	51	47	49	48	72
Hartford-New Britain-Bristol, Conn. (county basis)	43	42	37	21	40	113	37	32	41	38	36	42	40	36
Hattiesburg, Miss.	319	321	326	303	317	46	311	304	312	242	273	304	295	321
Honolulu, Hawaii	54	59	45	11	56	164	71	59	61	62	80	73	72	51
Hot Springs, Ark.	323	306	328	330	321	215	328	318	317	310	329	327	328	327
Houma, La.	291	309	312	252	314	148	308	330	306	331	318	312	326	329
Houston, Tex.	13	13	16	102	12	187	14	14	16	13	13	9	13	14
Huntington, W. Va. - Ashland, Ky.	118	115	133	286	134	316	109	155	119	122	133	141	133	129
Huntsville, Ala.	117	120	124	161	128	237	116	146	113	152	125	117	156	95
Hutchinson, Kans.	315	307	304	193	304	76	322	319	260	292	276	283	299	302
Idaho Falls, Idaho	328	330	323	124	294	2	321	228	299	318	307	273	323	314
Indianapolis, Ind.	31	30	29	67	32	184	34	30	28	36	32	29	29	34
Iowa City, Ia.	293	294	276	134	303	248	310	285	300	309	313	330	252	311
Jackson, Mich.	197	201	188	60	192	120	201	271	188	204	225	196	194	195
Jackson, Miss.	129	135	157	138	203	132	138	157	95	151	135	111	128	128
Jackson, Tenn.	307	304	316	308	295	64	272	323	291	222	260	296	289	319
Jacksonville, Fla.	55	56	70	246	44	12	49	34	67	55	54	43	42	50
Jamesstown, N. Y.	196	189	204	279	202	292	189	226	196	187	195	192	192	212
Janesville-Beloit, Wis.	213	211	202	139	201	119	213	221	192	194	210	221	214	208
Jersey City, N. J.	59	54	61	205	71	331	60	85	94	35	63	99	79	61
Johnson City, Tenn.	294	296	298	270	301	188	326	280	263	327	268	258	298	292
Johnstown, Pa.	131	128	144	245	157	324	146	200	127	195	167	152	139	140
Joplin, Mo.	284	259	296	327	258	176	295	164	265	320	258	348	230	281
Kalamazoo-Portage, Mich.	130	131	121	54	121	94	114	151	144	138	107	129	122	134
Kankakee, Ill.	264	270	237	73	229	9	255	268	225	311	73	255	264	257
Kansas City, Mo.	28	27	24	93	25	100	28	18	24	20	29	24	19	26
Kenosha, Wis.	225	228	216	141	261	319	234	301	228	262	261	318	240	227
Killeen-Temple, Tex.	167	183	195	291	204	322	223	299	282	185	224	188	187	193
Kingsport-Bristol, Tenn.-Va.	140	136	154	304	156	300	159	161	156	172	142	125	137	144
Knoxville, Tenn.	78	77	91	236	87	243	80	75	71	109	74	86	70	84
Kokomo, Ind.	279	273	251	106	235	173	227	209	245	246	259	285	275	275
La Crosse, Wis.	286	293	290	216	277	91	296	300	218	277	232	295	303	296
Lafayette, La.	235	250	240	186	266	269	285	252	275	192	264	251	251	293
Lafayette-West Lafayette, Ind.	237	239	214	79	236	178	245	222	187	275	240	252	233	258
Lake Charles, La.	198	203	212	231	232	309	226	247	232	283	223	224	209	201
Lakeland-Winter Haven, Fla.	141	134	161	322	319	71	105	106	155	158	144	118	95	113
Lancaster, Pa.	107	104	103	140	94	73	101	152	114	137	110	106	124	108
Lansing-East Lansing, Mich.	76	80	74	27	76	83	84	91	72	88	89	64	78	82
Laredo, Tex.	289	315	331	331	316	108	288	238	204	79	226	331	317	309
Las Vegas, Nev.	109	106	99	95	89	38	113	76	121	83	106	94	80	91
Lawrence-Haverhill, Mass. (S.M.S.A.)	134	132	122	52	147	282	126	137	164	128	161	162	141	161
Lawton, Okla.	243	269	260	163	280	255	312	326	250	297	221	227	307	261
Lebanon, Pa.	252	249	244	192	262	262	231	310	268	266	214	257	231	259
Lewiston, Idaho	333	333	333	202	318	1	318	231	314	330	321	301	332	331
Lewiston-Auburn, Me. (S.M.S.A.)	300	301	301	226	285	61	277	324	274	244	327	262	283	305
Lewiston-Auburn, Me. (county basis)	269	265	306	270	236	270	236	315	265	239	324	248	270	271
Lexington-Fayette, Ky.	123	118	120	143	115	156	106	103	115	100	131	124	100	126
Lima, Ohio	157	159	149	148	141	36	152	212	145	183	164	154	147	151
Lincoln, Neb.	169	168	159	117	176	175	209	196	122	142	213	183	172	165
Little Rock-North Little Rock, Ark.	100	96	105	199	95	157	128	97	105	92	90	70	105	103
Long Branch-Asbury Park, N. J.	73	74	66	15	77	179	69	99	77	70	91	81	81	76
Longview, Tex.	296	284	292	292	248	18	239	216	292	235	263	212	237	261
Lorain-Elyria, Ohio	132	137	125	51	120	53	123	175	118	156	165	155	145	117
Los Angeles-Long Beach, Calif.	3	2	3	83	3	197	2	1	2	3	2	1	1	1
Louisville, Ky.	39	37	38	111	39	169	38	39	37	38	40	39	39	38
Lowell, Mass.-N. H. (Official S.M.S.A.)	152	163	147	63	179	302	164	153	152	232	244	201	191	236
Lubbock, Tex.	163	170	175	235	152	26	172	188	138	155	154	128	159	160
Lynchburg, Va.	205	204	215	248	215	234	186	164	220	230	166	199	198	205
McAllen-Pharr-Edinburg, Tex.	159	187	241	332	191	258	195	210	214	118	172	187	195	190
Macon, Ga.	146	147	153	234	148	160	141	156	149	143	129	136	120	143
Madison, Wis.	111	112	100	55	110	142	171	104	99	102	113	123	110	123
Manchester, N. H. (Official S.M.S.A.)	202	202	205	200	187	62	208	259	180	164	278	198	226	234
Manchester-Nashua, N. H. (county)	142	141	147	194	141	147	147	203	160	145	197	151	165	159
Manhattan, Kans.	332	331	327	159	320	4	333	332	328	333	333	333	329	333



# Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
Mansfield, Ohio	219	214	203	131	219	198	194	242	178	247	220	208	208	194
Marion, Ind.	282	281	270	153	273	125	293	237	311	238	275	246	271	287
Medford, Ore.	256	242	249	249	228	82	262	202	309	304	309	240	270	198
Melbourne-Titusville-Cocoa, Fla.	143	145	141	100	137	84	107	109	112	180	148	116	114	113
Memphis, Tenn.-Ark.-Miss.	41	44	47	186	35	41	47	43	34	33	44	37	37	48
Meriden, Conn. (Official S.M.S.A.)	325	323	310	127	331	225	306	316	333	315	295	326	321	326
Meridian, Miss.	308	305	296	296	313	181	320	307	285	236	323	305	282	299
Miami, Fla.	24	21	25	174	19	21	18	16	23	16	14	20	23	20
Midland, Mich.	309	318	282	8	329	202	305	293	324	324	316	294	306	308
Midland, Tex.	311	313	285	33	315	111	303	199	322	254	297	254	288	278
Milwaukee, Wis.	22	25	21	42	24	104	24	33	21	21	25	27	28	27
Minneapolis-St. Paul, Minn.-Wis.	17	17	15	36	15	155	19	15	14	17	18	17	12	16
Missoula, Mont.	314	312	306	179	311	88	314	291	315	328	326	282	301	304
Mobile, Ala.	89	91	112	293	102	263	91	94	88	116	95	110	83	87
Modesto, Calif.	155	149	156	223	145	95	153	93	165	152	120	142	149	146
Monroe, La.	230	232	246	285	230	139	265	278	190	218	208	204	244	254
Montgomery, Ala.	142	143	155	257	142	123	149	160	131	113	123	134	116	139
Muncie, Ind.	210	208	199	138	121	250	232	204	243	229	199	244	229	222
Muskegon-Muskegon Heights, Mich.	173	178	176	178	183	265	162	171	211	210	170	172	170	174
Nashua (Official S.M.S.A.)	270	280	259	88	241	13	233	311	316	250	293	242	296	283
Nashville-Davidson, Tenn.	51	49	51	166	49	144	43	45	49	52	49	47	41	52
Nassau-Suffolk, N. Y.	9	12	8	3	10	44	9	22	8	9	10	13	9	10
Newark, N. J.	15	14	11	10	14	180	13	24	20	10	9	14	15	10
Newark, Ohio	241	237	231	220	244	222	263	252	265	291	290	230	219	224
New Bedford, Mass. (Official S.M.S.A.)	182	177	187	241	216	333	187	173	238	176	200	268	222	207
New Bedford-Fall River, Mass. (county)	75	73	82	229	95	332	81	86	112	85	88	116	97	78
New Britain, Conn. (Official S.M.S.A.)	193	198	172	20	213	277	192	169	254	171	182	209	225	218
New Brunswick-Perth Amboy-Sayreville, N. J.	61	64	54	18	66	247	62	78	52	66	82	82	62	68
New Castle, Pa.	249	247	261	268	284	326	229	257	288	252	262	266	248	252
New Haven-West Haven, Conn. (Official S.M.S.A.)	81	82	75	32	80	96	76	65	85	58	75	102	88	100
New Haven-West Haven-Waterbury-Meriden, Conn. (county basis)	46	48	44	58	46	130	38	43	60	32	36	53	44	45
New London-Norwich, Conn. (Official S.M.S.A.)	138	146	132	39	135	77	134	143	136	140	126	148	146	168
New London-Norwich, Conn. (county basis)	142	145	137	86	150	188	145	161	158	159	148	157	151	141
New Orleans, La.	33	35	36	168	38	293	36	37	35	27	34	50	50	40
Newport News-Hampton, Va.	101	110	101	96	112	219	100	116	92	125	105	107	128	106
New York, N. Y.-N. J.	1	1	1	41	1	318	1	3	1	1	1	4	3	3
Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	50	53	56	136	55	238	51	54	51	46	43	55	69	57
Northeast Pennsylvania†	58	55	67	273	67	325	52	70	56	49	72	78	73	59
Norwalk, Conn. (Official S.M.S.A.)	217	222	148	2	174	3	167	207	217	123	193	169	193	235
Odessa, Tex.	269	271	263	160	237	23	236	198	248	251	267	179	220	241
Oklahoma City, Okla.	48	45	50	195	45	151	57	57	46	41	48	41	47	44
Omaha, Neb.	63	63	60	75	68	260	77	64	59	67	60	67	60	65
Orlando, Fla.	68	66	73	198	51	8	63	44	58	91	56	45	54	53
Dwensboro, Ky.	284	288	287	221	286	183	271	243	277	271	236	307	324	274
Oxnard-Simi Valley-Ventura, Calif.	79	86	82	61	98	279	85	79	97	126	101	83	92	80
Paducah, Ky.	320	310	314	264	296	32	299	283	257	258	294	271	316	294
Panama City, Fla.	292	295	307	319	276	81	256	269	267	295	254	225	236	264
Parkersburg-Marietta, W. Va.-Ohio	194	192	198	238	203	289	178	248	183	198	174	216	190	200
Patterson-Clifton-Passaic, N. J.	74	73	72	50	64	39	75	96	74	54	70	77	85	70
Pensacola, Fla.	136	138	151	290	146	245	143	133	134	159	127	113	131	130
Peoria, Ill.	98	93	89	59	88	60	93	130	91	132	96	92	96	94
Petersburg-Colonial Heights-Hopewell-Philadelphia, Pa.	206	225	252	312	226	152	190	203	206	225	234	232	203	232
Philadelphia, Pa.	4	4	5	44	4	239	4	6	5	4	5	5	5	5
Phoenix, Ariz.	32	33	32	103	29	97	31	25	38	48	35	30	31	30
Pine Bluff, Ark.	278	279	302	321	299	273	301	306	280	303	277	275	294	303
Pittsburgh, Pa.	12	11	13	107	16	313	10	10	12	11	16	15	14	11
Pittsfield, Mass. (Official S.M.S.A.)	265	267	230	68	243	57	216	253	223	213	270	278	227	289
Pittsfield, Mass. (county basis)	192	191	186	138	191	208	170	200	212	184	208	217	176	181
Pocatello, Idaho	324	329	325	181	327	36	317	233	329	322	315	309	276	306
Portland, Me. (Official S.M.S.A.)	172	174	173	170	162	63	144	195	142	163	194	185	196	187
Portland, Me. (county basis)	159	160	161	202	148	78	131	191	131	165	193	162	166	161
Portland, Ore.	35	31	31	128	30	131	32	48	32	44	36	31	38	29
Portsmouth, Ohio	295	285	311	325	292	218	270	312	286	290	282	285	161	284
Poughkeepsie, N. Y.	145	152	137	38	168	288	133	174	200	151	181	190	181	154
Providence-Warwick-Pawtucket, R. I. (Official S.M.S.A.)	37	38	44	204	36	141	37	38	39	31	45	48	44	49
Providence-Warwick-Pawtucket, R. I. (county basis)	37	36	37	125	36	213	38	35	41	31	45	48	43	35
Provo-Orem, Utah	189	217	223	269	255	328	240	180	283	255	285	303	216	213
Pueblo, Colo.	229	231	225	232	193	15	224	167	269	248	229	233	232	215
Quincy, Ill.	306	299	295	208	306	196	313	321	271	296	311	306	333	298
Racine, Wis.	176	182	179	56	190	280	173	205	172	201	183	205	212	178
Raleigh-Durham, N. C.	75	78	79	110	81	177	82	83	80	81	77	87	84	71
Rapid City, S. D.	312	314	313	224	310	86	325	317	284	312	312	279	305	310
Reading, Pa.	114	107	106	146	126	309	130	178	109	133	135	120	130	122
Reno, Nev.	212	196	177	47	169	14	193	114	191	184	189	164	180	179
Richland-Kennewick, Wash.	263	260	257	188	251	115	230	177	296	289	271	289	288	242
Richmond, Ind.	289	287	268	130	269	80	292	267	233	293	283	277	257	295
Richmond, Va.	66	65	63	89	57	85	55	49	50	53	69	59	55	62
Riverside-San Bernardino-Ontario, Calif.	29	29	33	191	33	297	29	35	41	32	27	32	22	28
Roanoke, Va.	156	150	152	203	133	40	148	108	141	139	157	161	162	148
Rochester, Minn.	274	276	239	49	264	107	307	213	227	205	235	284	254	273
Rochester, N. Y.	36	36	34	25	37	195	35	41	36	34	41	36	40	42
Rockford, Ill.	125	122	108	43	109	65	128	128	128	150	112	127	134	118
Rocky Mount, N. C.	236	244	275	323	246	207	244	289	229	280	219	288	241	239
Rome, Ga.	300	298	299	249	308	244	275	292	303	270	248	317	300	276
Sacramento, Calif.	40	39	39	121	43	228	39	32	45	42	31	35	34	37
Saginaw, Mich.	149	154	136	34	139	42	155	157	129	131	138	149	150	152
St. Cloud, Minn.	200	229	224	230	233	229	259	224	242	261	303	274	189	219

(†) Formerly the Standard Metropolitan Statistical Areas of Scranton and Wilkes-Barre-Hazleton.

# Composite Table of Metro Area Rankings—Continued

METROPOLITAN STATISTICAL AREA	Population	Households	Consumer Spendable Income	C. S. I. per Household	Total Retail Sales	T. R. S. per Household	Food	Drug	General Merchandise	Apparel	Home Furnishing	Automotive	Service Station	Passenger Cars
St. Joseph, Mo.	257	235	266	313	234	182	261	214	195	162	251	253	255	268
St. Louis, Mo.	11	10	12	98	11	224	15	11	10	15	11	12	10	13
Salem, Ore.	160	157	168	258	161	209	165	122	179	264	175	157	183	145
Salina, Kans.	331	332	318	23	330	7	331	333	276	317	330	319	291	328
Salinas-Seaside-Monterey, Calif.	137	142	129	45	132	93	147	131	148	127	111	144	129	135
Salt Lake City-Ogden, Utah	46	50	52	149	48	102	58	29	65	60	39	51	51	46
San Angelo, Tex.	304	300	305	278	300	142	287	290	297	313	314	267	272	286
San Antonio, Tex.	38	41	46	227	42	199	48	50	42	37	53	42	36	41
San Diego, Calif.	20	23	23	114	27	286	27	26	25	22	19	22	25	23
Sandusky, Ohio	298	297	280	116	291	121	274	284	247	294	292	300	284	270
San Francisco-Oakland, Calif.	6	6	7	21	7	236	6	7	7	6	6	6	6	6
San Jose, Calif.	30	32	28	24	28	126	30	28	30	23	24	28	32	31
Santa Barbara-Santa Maria-Lompoc, Calif.	127	121	116	113	131	270	129	95	130	119	118	137	107	112
Santa Cruz, Calif.	204	185	196	284	214	323	177	145	279	243	198	211	215	183
Santa Fe, N. M.	321	326	321	172	325	33	324	274	331	266	320	316	318	317
Santa Rosa, Calif.	150	139	145	189	144	191	127	117	175	141	155	139	142	133
Sarasota, Fla.	195	167	182	287	163	131	169	140	173	161	124	159	177	156
Savannah, Ga.	154	153	169	281	160	221	150	147	166	121	136	167	115	155
Seattle-Everett, Wash.	21	22	20	72	21	136	20	22	25	25	28	23	26	24
Sheboygan, Wis.	259	255	235	152	275	293	280	287	201	329	259	314	297	263
Sherman-Denison, Tex.	299	292	291	256	287	167	257	219	326	279	281	243	273	265
Shreveport, La.	106	101	117	276	96	135	136	124	135	101	100	103	121	109
Sioux City, Ia.	233	223	218	167	205	72	238	193	162	208	214	229	185	223
Sioux Falls, S. D.	260	258	253	183	225	16	297	176	230	227	242	236	247	249
South Bend, Ind.	121	119	114	94	114	133	131	127	103	107	114	115	125	132
Spokane, Wash.	112	108	128	288	100	105	112	89	84	148	117	109	148	104
Springfield, Ill.	178	166	150	82	164	138	174	158	151	154	173	174	169	164
Springfield, Mo.	174	162	185	305	170	246	202	154	146	160	168	166	160	177
Springfield, Ohio	164	164	162	158	180	311	166	185	174	189	185	173	157	157
Springfield-Chicopee-Holyoke, Mass. (Official S.M.S.A.)	67	69	68	74	72	229	67	60	62	77	84	72	74	83
Springfield-Chicopee-Holyoke, Mass. (county basis)	62	62	62	121	69	286	65	56	62	73	81	71	70	65
Stamford, Conn. (Official S.M.S.A.)	158	160	85	1	123	5	110	129	170	98	130	146	118	173
Steubenville-Weirton, Ohio-W. Va.	181	179	179	185	217	332	171	217	219	231	176	228	199	185
Stockton, Calif.	116	111	113	164	113	216	98	101	116	120	86	100	104	101
Syracuse, N. Y.	56	58	55	78	63	284	56	58	66	57	64	61	65	66
Tacoma, Wash.	83	83	88	144	84	140	88	80	86	104	97	91	97	81
Tallahassee, Fla.	221	219	222	259	220	159	250	192	249	200	196	186	202	233
Tampa-St. Petersburg, Fla.	27	19	30	315	20	129	23	23	26	29	22	19	21	22
Terre Haute, Ind.	177	169	178	251	151	28	181	170	163	149	190	156	171	184
Texarkana, Tex.-Ark.	239	224	250	309	227	161	235	244	213	240	241	206	218	240
Toledo, Ohio	44	47	43	58	47	158	42	51	40	63	52	44	43	45
Topeka, Kan.	162	158	157	184	159	192	183	136	143	169	147	160	151	158
Trenton, N. J.	110	109	94	22	103	145	102	110	110	85	87	105	102	102
Tucson, Ariz.	82	81	84	144	83	147	90	74	93	105	94	79	94	77
Tulsa, Okla.	60	60	71	210	69	308	73	73	69	59	67	60	61	56
Tuscaloosa, Ala.	227	241	254	283	263	295	221	277	307	214	204	264	245	238
Tyler, Tex.	255	248	256	253	245	163	247	254	246	203	158	238	223	247
Utica-Rome, N. Y.	104	103	109	197	116	301	97	107	117	111	137	130	112	121
Valdosta, Ga.	325	327	330	307	326	31	304	327	313	301	328	313	259	320
Vallejo-Fairfield-Napa, Calif.	126	126	127	137	153	314	139	132	158	170	141	131	113	124
Victoria, Tex.	327	328	329	297	328	45	300	320	323	325	319	319	323	323
Vineland-Millville-Bridgeton, N. J.	216	213	217	214	211	153	188	273	210	206	191	223	235	196
Visalia, Calif.	161	161	181	295	167	204	161	141	193	190	160	150	158	153
Waco, Tex.	191	186	209	311	186	210	176	187	189	207	140	178	176	182
Washington, D. C.	7	7	6	5	6	27	7	5	6	7	7	7	7	7
Waterbury, Conn. (Official S.M.S.A.)	151	156	138	37	158	200	125	162	222	114	145	168	163	170
Waterloo-Cedar Falls, Ia.	207	205	193	97	196	127	214	206	171	197	188	182	184	199
Watertown, N. Y.	276	275	288	282	283	220	269	294	273	308	281	267	291	291
Wausau, Wis.	254	262	264	211	290	311	290	314	302	260	279	299	322	266
West Palm Beach-Boca Raton, Fla.	85	75	77	125	75	122	72	61	102	61	57	69	87	73
Wheeling, W. Va.-Ohio	170	165	174	255	177	291	154	190	160	179	149	193	175	180
Wichita, Kan.	95	90	81	30	82	59	92	87	78	79	81	66	75	78
Wichita Falls, Tex.	222	210	220	243	197	103	220	218	289	187	218	147	182	191
Williamsport, Pa.	238	230	234	267	239	251	210	225	240	224	228	218	239	244
Wilmington, Del.	71	70	59	14	61	49	64	68	55	69	50	62	56	74
Wilmington, N. C.	234	227	233	275	238	256	219	249	231	269	266	263	242	217
Worcester, Mass. (Official S.M.S.A.)	91	97	90	46	101	214	86	90	108	89	116	104	108	116
Worcester-Fitchburg-Leominster, Mass. (county basis)	58	56	57	115	66	312	57	58	81	62	72	69	74	58
Yakima, Wash.	192	188	219	324	188	206	180	183	198	241	237	203	211	175
York, Pa.	103	95	95	120	107	274	104	142	106	124	109	111	101	105
Youngstown-Warren, Ohio	69	67	69	99	74	276	65	77	60	80	78	65	66	58

(\*) Effective April 15, 1974 Clarksville-Hopkinsville became an official SMSA. This table does not reflect the change. See the Metropolitan Area Definition page and the Kentucky and Tennessee state tables for current information.



# Metro Demographic Characteristics — Composition of Population by Age/Sex Breaks

Population Demographics based upon SRDS 1/1/74 estimate  
(000 Omitted)

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
<b>ALABAMA</b>												
<b>METRO AREAS</b>												
Anniston .....	8	8	9	8	38	8	8	8	7	34	18	12
Birmingham .....	52	53	69	65	289	49	46	59	55	243	129	93
Decatur .....	5	6	7	6	28	5	5	7	5	25	16	10
Dothan .....	4	4	5	5	22	4	4	5	4	19	11	7
Florence .....	8	8	11	10	43	8	7	10	9	38	21	15
Gadsden .....	6	6	8	9	35	6	6	7	8	30	16	11
Huntsville .....	19	23	29	19	101	19	21	27	18	93	57	40
Mobile .....	26	26	32	30	135	26	23	29	26	117	73	51
Montgomery .....	16	16	20	18	84	15	14	18	16	71	44	30
Tuscaloosa .....	9	9	10	9	44	9	9	9	8	41	19	13
Total Metros.....	153	159	200	179	819	149	143	179	156	711	404	282
<b>ALASKA</b>												
<b>METRO AREAS</b>												
Anchorage .....	8	13	13	6	42	9	15	15	7	47	30	19
Total Metros.....	8	13	13	6	42	9	15	15	7	47	30	19
<b>ARIZONA</b>												
<b>METRO AREAS</b>												
Phoenix .....	71	80	93	83	388	69	75	88	73	351	199	137
Tucson .....	27	29	33	32	147	28	30	31	27	134	70	49
Total Metros.....	98	109	126	115	535	97	105	119	100	485	269	186
<b>ARKANSAS</b>												
<b>METRO AREAS</b>												
Fayetteville .....	10	11	10	10	52	10	11	10	9	48	22	15
Springdale .....	10	11	14	14	61	10	10	12	12	53	30	20
Fort Smith .....	3	3	5	5	22	3	3	4	4	19	9	6
Hot Springs .....	21	27	30	26	123	20	25	28	23	109	60	40
Little Rock-N. .....	6	6	7	6	31	6	5	6	6	27	16	11
Pine Bluff .....	7	8	9	10	41	7	7	8	8	36	20	13
Texarkana .....	57	66	75	71	330	56	61	68	62	292	157	105
Total Metros.....	101	121	154	106	551	101	114	152	103	512	287	207
<b>CALIFORNIA</b>												
<b>METRO AREAS</b>												
Anaheim-Santa Ana- .....	22	23	29	26	116	23	21	27	24	109	62	44
Garden Grove .....	30	31	36	32	153	29	29	33	30	139	78	54
Bakersfield .....	411	542	617	580	2,565	400	516	605	522	2,305	1,165	754
Fresno .....	14	15	18	17	76	14	13	16	15	68	38	26
Los Angeles- .....	27	30	40	26	140	27	28	40	26	133	83	59
Long Beach .....	74	82	98	89	420	76	83	95	79	391	211	149
Modesto .....	58	65	79	66	308	57	61	74	64	286	142	110
Oxnard-Simi Valley- .....	15	17	20	16	80	27	28	19	16	97	43	28
Ventura .....	88	108	121	107	503	135	140	120	95	544	242	162
Riverside-San .....	183	261	279	266	1,175	185	252	276	244	1,085	482	333
Bernardino- .....	73	100	109	78	404	73	93	108	74	379	216	149
Ontario .....	20	21	23	19	98	19	23	23	17	92	44	32
Sacramento .....	9	10	11	12	55	9	10	10	47	21	14	14
Salinas-Seaside- .....	14	16	18	18	85	14	17	16	74	37	26	26
Monterey .....	20	20	25	24	106	20	19	23	24	102	51	35
San Diego .....	17	20	22	20	92	18	23	22	19	94	47	32
San Francisco- .....	13	13	16	15	69	14	12	15	14	64	37	26
Oakland .....	1,189	1,495	1,715	1,517	6,994	1,241	1,478	1,675	1,392	6,521	3,286	2,240
San Jose .....	17	21	23	15	87	21	33	22	14	98	51	34
Santa Barbara- .....	90	116	128	98	497	91	104	124	91	452	251	177
Santa Maria- .....	9	9	8	6	38	9	10	7	6	37	17	11
Lompoc .....	9	8	8	6	35	7	7	6	31	17	12	11
Santa Cruz .....	8	7	10	9	42	8	7	9	9	38	21	15
Santa Rosa .....	133	161	177	134	699	136	161	169	126	656	357	249
Stockton .....	17	20	22	20	92	18	23	22	19	94	47	32
Vallejo-Fairfield- .....	13	13	16	15	69	14	12	15	14	64	37	26
Napa .....	101	121	154	106	551	101	114	152	103	512	287	207
Visalia .....	22	23	29	26	116	23	21	27	24	109	62	44
Total Metros.....	133	161	177	134	699	136	161	169	126	656	357	249
<b>COLORADO</b>												
<b>METRO AREAS</b>												
Colorado Springs .....	17	21	23	15	87	21	33	22	14	98	51	34
Denver-Boulder .....	90	116	128	98	497	91	104	124	91	452	251	177
Fort Collins .....	9	9	8	6	38	9	10	7	6	37	17	11
Greeley .....	9	8	8	6	35	7	7	6	31	17	12	11
Pueblo .....	8	7	10	9	42	8	7	9	9	38	21	15
Total Metros.....	133	161	177	134	699	136	161	169	126	656	357	249
<b>CONNECTICUT</b>												
<b>METRO AREAS</b>												
Bridgeport- .....	47	52	75	73	296	47	45	69	67	260	131	96
Stamford-Norwalk .....	50	61	73	72	307	48	56	70	66	273	141	98
Hartford-New .....	45	56	64	68	282	46	51	60	60	249	127	87
Britain-Bristol .....	14	18	19	17	81	15	21	19	16	80	44	28
New Haven-Water- .....	156	187	231	230	966	156	173	218	209	862	443	309
bury-Meriden .....	34	38	46	41	183	34	35	44	38	168	93	65
New London-Norwich .....	34	38	46	41	183	34	35	44	38	168	93	65
Total Metros.....	34	38	46	41	183	34	35	44	38	168	93	65
<b>DELAWARE</b>												
<b>METRO AREAS</b>												
Wilmington .....	34	38	46	41	183	34	35	44	38	168	93	65
Total Metros.....	34	38	46	41	183	34	35	44	38	168	93	65

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
<b>DISTRICT OF COLUMBIA</b>												
<b>METRO AREAS</b>												
Washington, D. C. ...	188	271	282	225	1,088	178	248	276	202	980	545	361
Total Metros.....	188	271	282	225	1,088	178	248	276	202	980	545	361
<b>FLORIDA</b>												
<b>METRO AREAS</b>												
Daytona Beach .....	11	10	14	18	77	11	9	12	13	63	25	19
Fort Lauderdale- .....	37	44	60	69	287	36	39	55	54	243	104	74
Hollywood .....	7	7	10	13	52	7	7	9	10	45	20	14
Fort Myers .....	3	3	4	4	20	3	3	4	4	18	10	7
Fort Pierce .....	10	12	8	7	41	10	13	8	6	40	20	12
Gainesville .....	41	47	56	49	225	44	48	52	43	209	116	80
Jacksonville .....	15	15	20	19	87	15	14	19	17	78	42	29
Lakeland-Winter .....	14	17	24	15	78	15	15	24	16	76	43	34
Haven .....	79	95	133	129	553	78	82	118	109	469	205	147
Melbourne-Titusville .....	33	36	49	42	193	36	33	44	38	174	93	67
Miami .....	5	6	7	6	27	5	5	6	5	25	15	10
Orlando .....	17	20	22	17	86	19	23	20	16	84	47	32
Panama City .....	7	7	10	15	64	7	6	9	11	51	16	12
Sarasota .....	12	13	9	8	46	10	13	9	7	41	21	14
Tallahassee .....	71	78	102	120	540	70	72	92	94	450	188	133
Tampa- .....	22	24	32	36	155	21	23	30	28	133	62	42
St. Petersburg .....	384	434	560	567	2,531	387	405	511	471	2,199	1,027	726
West Palm Beach- .....	22	24	32	36	155	21	23	30	28	133	62	42
Boca Raton .....	384	434	560	567	2,531	387	405	511	471	2,199	1,027	726
Total Metros.....	192	245	260	204	1,035	194	240	246	181	940	555	354
<b>GEORGIA</b>												
<b>METRO AREAS</b>												
Albany .....	8	8	9	6	34	7	8	8	5	31	22	13
Athens .....	7	8	5	4	27	7	9	5	3	26	11	6
Atlanta .....	105	149	155	118	602	102	133	150	106	536	323	202
Augusta .....	18	20	23	18	92	24	24	22	17	94	49	33
Columbus .....	15	18	19	15	77	18	25	17	13	77	43	27
Macon .....	16	17	21	17	82	15	15	19	15	70	44	31
Rome .....	5	5	7	6	27	4	5	6	5	23	13	9
Savannah .....	14	16	17	16	75	13	16</					

# Metro Demographic Characteristics—Continued

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
<b>IOWA—Continued</b>												
Des Moines	21	25	28	25	120	20	22	26	22	103	58	39
Dubuque	7	6	7	6	32	6	6	7	6	28	20	13
Iowa City	7	10	5	4	29	7	10	5	3	28	13	7
Sioux City	8	8	9	9	42	7	7	8	8	36	20	14
<b>Waterloo-</b>												
Cedar Falls	11	10	11	10	50	9	9	10	9	43	25	17
Total Metros	87	98	104	93	462	81	90	99	85	406	236	156
<b>KANSAS</b>												
<b>METRO AREAS</b>												
Hutchinson	4	4	5	5	23	4	4	5	5	21	10	8
Manhattan	4	4	2	1	12	6	9	2	1	19	6	3
Salina	3	3	4	3	16	3	3	3	3	13	8	6
Topeka	12	15	16	14	71	12	15	16	13	65	35	24
Wichita	23	26	31	27	128	23	26	29	25	115	63	45
Total Metros	46	52	58	50	250	48	57	55	47	233	122	86
<b>KENTUCKY</b>												
<b>METRO AREAS</b>												
Bowling Green	6	5	5	4	23	5	5	4	4	21	9	6
Clarksville	4	4	5	4	20	8	7	5	3	25	10	8
Hopkinsville	19	20	26	24	109	18	18	24	21	94	49	34
Huntington-Ashland	19	25	23	19	101	18	23	22	17	90	49	30
Lexington	57	65	78	69	319	55	59	72	61	279	159	112
Louisville	5	6	7	6	29	5	5	6	5	25	15	11
Owensboro	4	4	5	5	23	4	3	5	5	19	9	7
Paducah	5	4	5	5	23	4	3	5	5	19	9	7
Total Metros	114	129	149	131	624	113	120	138	116	553	300	208
<b>LOUISIANA</b>												
<b>METRO AREAS</b>												
Alexandria	9	9	11	10	47	9	8	10	9	41	25	18
Baton Rouge	29	31	32	25	133	28	29	30	23	121	77	50
Houma	5	6	6	4	24	5	5	6	4	23	18	12
Lafayette	9	9	10	7	38	9	8	9	6	35	23	16
Lake Charles	10	10	12	10	48	10	9	11	9	43	28	20
Monroe	9	8	10	8	41	8	8	7	7	35	23	14
New Orleans	70	81	91	81	382	67	70	82	71	327	200	133
Shreveport	22	23	30	25	121	21	20	25	22	101	63	43
Total Metros	163	177	202	170	834	157	157	181	151	726	457	306
<b>MAINE</b>												
<b>METRO AREAS</b>												
Bangor (county basis)	10	9	10	9	46	10	9	10	8	43	22	16
Lewiston-Auburn (county basis)	6	6	8	8	34	6	5	7	7	29	17	11
Portland (county basis)	13	13	17	17	74	13	13	15	14	65	35	24
Total Metros	29	28	35	34	154	29	27	32	29	137	74	51
<b>MARYLAND</b>												
<b>METRO AREAS</b>												
Baltimore	131	155	189	173	763	130	149	179	158	694	364	258
Cumberland	6	5	7	8	33	5	5	7	7	27	13	9
Hagerstown	6	7	9	9	38	7	8	9	8	36	18	12
Total Metros	143	167	205	190	834	142	162	195	173	757	395	279
<b>MASSACHUSETTS</b>												
<b>METRO AREAS</b>												
Boston-Lawrence-Haverhill-Lowell (county basis)	215	257	283	284	1,284	206	234	268	242	1,096	569	388
Brockton (county basis)	20	25	30	27	123	20	22	30	25	111	71	46
New Bedford-Fall River (county basis)	28	31	38	43	174	26	28	35	37	148	78	52
Pittsfield (county basis)	9	9	12	13	55	10	9	11	12	49	25	18
Springfield-Chicopee-Holyoke (county basis)	43	42	47	50	221	40	40	44	45	194	96	67
Worcester-Fitchburg-Leominster (county basis)	39	41	51	57	235	42	42	49	51	213	108	74
Total Metros	354	405	461	474	2,092	344	375	437	412	1,811	947	645
<b>MICHIGAN</b>												
<b>METRO AREAS</b>												
Ann Arbor	22	27	18	14	91	22	28	18	13	87	40	25
Battle Creek	12	12	15	14	64	12	11	15	13	58	32	23
Bay City	8	8	10	9	41	8	7	9	8	37	23	16
Detroit	286	317	393	362	1,581	279	289	366	333	1,433	805	572
Flint	35	39	47	35	178	34	35	46	33	164	104	74
Grand Rapids	39	40	45	39	193	37	35	43	36	171	102	73
Jackson	9	10	12	11	49	9	11	13	10	48	26	18
Kalamazoo-Portage	21	21	21	19	96	19	20	20	17	86	46	32
Lansing-East Lansing	35	37	33	27	152	35	38	33	25	145	80	52
Midland	4	5	6	4	22	4	5	6	4	20	13	10
Muskegon	12	12	14	14	61	12	10	13	13	55	33	25
Muskegon Heights	15	16	19	16	76	14	14	18	15	69	45	31
Saginaw	15	16	19	16	76	14	14	18	15	69	45	31
Total Metros	498	544	633	564	2,604	485	503	600	520	2,373	1,349	951
<b>MINNESOTA</b>												
<b>METRO AREAS</b>												
Duluth-Superior	18	15	20	23	95	18	15	19	21	87	42	33
Fargo-Moorhead	11	10	9	8	45	11	10	9	8	43	21	16
Minneapolis-St. Paul	132	167	164	137	710	122	150	163	124	630	383	260

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
Rochester	6	8	7	5	31	5	6	7	5	26	18	11
St. Cloud	12	9	9	8	45	11	10	10	8	45	28	20
Total Metros	179	209	209	181	926	167	191	208	166	831	492	340
<b>MISSISSIPPI</b>												
<b>METRO AREAS</b>												
Biloxi-Gulfport	11	11	13	10	52	15	14	13	10	57	32	21
Hattiesburg	5	5	5	4	22	5	5	4	4	19	11	7
Jackson	19	20	24	19	96	17	17	20	16	80	51	34
Meridian	4	4	6	5	25	4	5	5	5	21	12	8
Total Metros	39	40	48	38	195	41	41	42	35	177	106	70
<b>MISSOURI</b>												
<b>METRO AREAS</b>												
Columbia	10	9	6	5	34	8	10	6	4	30	14	8
Joplin	5	5	7	7	32	5	5	6	6	26	13	9
Kansas City	79	101	117	101	474	75	87	110	91	413	231	162
St. Joseph	6	6	8	9	38	6	5	7	8	32	17	12
St. Louis	153	171	213	195	888	145	149	196	171	762	429	308
Springfield	13	14	14	14	67	12	13	14	12	58	29	19
Total Metros	266	306	365	331	1,533	251	269	339	292	1,321	733	518
<b>MONTANA</b>												
<b>METRO AREAS</b>												
Billings	7	6	8	7	32	6	6	7	6	29	16	12
Great Falls	5	6	7	6	28	5	7	7	5	28	16	12
Missoula	5	5	5	4	22	5	6	5	4	22	11	8
Total Metros	17	17	20	17	82	16	19	19	15	79	43	32
<b>NEBRASKA</b>												
<b>METRO AREAS</b>												
Lincoln	15	16	13	12	67	14	16	14	11	62	29	18
Omaha	37	43	49	38	197	35	39	47	35	176	110	74
Total Metros	52	59	62	50	264	49	55	61	46	238	139	92
<b>NEVADA</b>												
<b>METRO AREAS</b>												
Las Vegas	17	25	30	22	104	17	25	32	23	106	61	39
Reno	8	10	12	11	47	8	10	12	11	45	22	14
Total Metros	25	35	42	33	151	25	35	44	34	151	83	53
<b>NEW HAMPSHIRE</b>												
<b>METRO AREAS</b>												
Manchester-Nashua (county basis)	14	17	19	18	83	14	16	19	16	74	45	28
Total Metros	14	17	19	18	83	14	16	19	16	74	45	28
<b>NEW JERSEY</b>												
<b>METRO AREAS</b>												
Atlantic City	10	11	15	18	72	10	9	14	14	59	30	21
Jersey City	35	44	53	61	237	33	40	49	51	203	95	60
Long Branch-Asbury Park	28	32	44	37	170	29	30	42	34	154	88	62
Newark	120	145	194	189	777	115	125	179	167	672	348	241
New Brunswick-Perth Amboy-Sayreville	36	44	58	47	210	38	40	56	47	198	106	75
Paterson-Clifton-Passaic	26	34	41	42	173	25	29	38	37	150	79	50
Trenton	19	22	28	29	118	20	21	27	25	107	51	34
Vineland-Millville-Bridgeton	8	9	11	11	47	7	8	10	9	39	24	15
Total Metros	282	341	444	434	1,804	277	302	415	384	1,582	821	558
<b>NEW MEXICO</b>												
<b>METRO AREAS</b>												
Albuquerque	26	29	32	25	127	24						



# Metro Demographic Characteristics — Continued

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
<b>OHIO</b>												
<b>METRO AREAS</b>												
Akron .....	48	50	58	54	246	46	47	55	49	222	118	84
Canton .....	26	27	34	33	144	24	24	32	30	128	69	48
Cincinnati .....	88	98	120	108	499	86	88	111	93	433	254	174
Cleveland .....	126	145	180	181	752	122	126	166	161	656	349	245
Columbus .....	71	88	91	75	378	70	82	88	66	340	190	126
Dayton .....	56	65	78	64	305	54	61	73	60	276	153	106
Hamilton-												
Middletown .....	17	17	21	16	83	17	16	20	15	76	41	29
Lima .....	14	13	17	16	72	13	12	16	15	65	39	27
Lorain-Elyria .....	17	18	22	19	88	17	17	22	18	82	52	35
Mansfield .....	8	9	11	9	44	8	9	11	9	41	23	16
Newark .....	7	8	10	8	39	7	7	9	8	35	20	14
Parkersburg-												
Marietta .....	9	11	13	12	53	9	9	12	10	47	26	18
Portsmouth .....	5	5	7	7	29	5	4	6	6	24	13	9
Sandusky .....	5	5	7	6	26	4	5	6	6	24	14	10
Springfield .....	13	14	16	15	68	12	12	15	13	60	35	24
Steubenville-												
Weirton .....	11	10	15	16	62	11	9	14	14	55	27	21
Toledo .....	52	53	63	60	275	50	49	60	54	245	139	95
Youngstown-Warren .....	35	35	48	48	195	34	32	44	43	175	89	67
<b>Total Metros.....</b>	<b>608</b>	<b>671</b>	<b>811</b>	<b>747</b>	<b>3,358</b>	<b>589</b>	<b>609</b>	<b>760</b>	<b>670</b>	<b>2,984</b>	<b>1,651</b>	<b>1,148</b>
<b>OKLAHOMA</b>												
<b>METRO AREAS</b>												
Enid .....	4	4	5	5	22	3	4	4	4	19	9	7
Lawton .....	6	8	8	5	30	1	16	7	5	41	19	12
Oklahoma City .....	48	58	65	55	268	47	54	60	49	238	128	87
Tulsa .....	34	42	51	44	206	33	37	48	40	180	96	67
<b>Total Metros.....</b>	<b>92</b>	<b>112</b>	<b>129</b>	<b>109</b>	<b>526</b>	<b>94</b>	<b>111</b>	<b>119</b>	<b>98</b>	<b>478</b>	<b>252</b>	<b>173</b>
<b>OREGON</b>												
<b>METRO AREAS</b>												
Eugene-Springfield..	16	18	18	17	81	16	18	18	16	77	37	27
Medford .....	7	6	8	8	37	6	6	8	8	34	15	12
Portland .....	68	80	86	88	391	63	72	82	80	345	172	121
Salem .....	14	14	16	16	75	14	13	15	14	67	32	25
<b>Total Metros.....</b>	<b>105</b>	<b>118</b>	<b>128</b>	<b>129</b>	<b>584</b>	<b>99</b>	<b>109</b>	<b>123</b>	<b>118</b>	<b>523</b>	<b>256</b>	<b>185</b>
<b>PENNSYLVANIA</b>												
<b>METRO AREAS</b>												
Allentown-												
Bethlehem-Easton .....	35	39	54	58	229	36	36	51	52	204	94	67
Altoona .....	8	8	12	13	53	8	7	10	11	44	22	16
Erie .....	19	17	22	23	97	17	16	21	21	85	49	33
Harrisburg .....	27	29	38	37	160	27	27	35	33	139	68	49
Johnstown .....	18	14	22	26	99	17	13	19	23	86	41	32
Lancaster .....	21	23	28	26	120	21	21	27	23	106	58	39
Lebanon .....	6	7	9	9	37	6	6	9	8	34	17	12
New Castle .....	7	6	9	10	39	7	6	8	9	35	16	12
Northeast												
Pennsylvania .....	38	37	55	68	252	36	35	48	56	210	90	65
Philadelphia .....	294	341	433	427	1,800	302	317	399	378	1,597	824	578
Pittsburgh .....	150	152	213	234	909	144	132	191	205	785	363	278
Reading .....	18	20	27	29	117	17	17	26	26	101	46	33
Williamsport .....	7	7	9	10	41	7	7	9	8	36	19	13
York .....	21	23	30	28	123	20	22	28	26	111	58	40
<b>Total Metros.....</b>	<b>669</b>	<b>723</b>	<b>961</b>	<b>998</b>	<b>4,076</b>	<b>665</b>	<b>662</b>	<b>881</b>	<b>879</b>	<b>3,573</b>	<b>1,765</b>	<b>1,267</b>
<b>RHODE ISLAND</b>												
<b>METRO AREAS</b>												
Providence-Warwick-												
Pawtucket (county basis) ..	59	65	78	85	355	65	73	75	73	330	158	106
<b>Total Metros.....</b>	<b>59</b>	<b>65</b>	<b>78</b>	<b>85</b>	<b>355</b>	<b>65</b>	<b>73</b>	<b>75</b>	<b>73</b>	<b>330</b>	<b>158</b>	<b>106</b>
<b>SOUTH CAROLINA</b>												
<b>METRO AREAS</b>												
Anderson .....	7	8	10	9	40	6	7	9	8	35	19	13
Charleston .....	22	26	28	21	109	25	32	27	19	111	68	45
Columbia .....	23	26	27	23	113	34	32	26	20	121	58	38
Florence .....	6	7	8	7	32	6	6	7	6	27	18	12
Greenville-												
Spartanburg .....	33	38	44	39	181	34	36	41	34	162	87	57
<b>Total Metros.....</b>	<b>91</b>	<b>105</b>	<b>117</b>	<b>99</b>	<b>475</b>	<b>105</b>	<b>113</b>	<b>110</b>	<b>87</b>	<b>456</b>	<b>250</b>	<b>165</b>
<b>SOUTH DAKOTA</b>												
<b>METRO AREAS</b>												
Rapid City .....	4	5	5	4	21	4	5	5	4	20	13	8
Sioux Falls .....	7	7	8	7	35	6	6	7	6	30	18	13
<b>Total Metros.....</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>56</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>50</b>	<b>31</b>	<b>21</b>
<b>TENNESSEE</b>												
<b>METRO AREAS</b>												
Chattanooga .....	25	28	36	31	143	23	25	32	27	122	67	45
Clarksville .....	4	4	5	4	20	8	7	5	3	25	10	8
Hopkinsville .....	4	5	5	4	20	8	7	5	3	25	10	8
Jackson .....	5	5	5	6	26	5	4	5	5	22	12	8
Johnson City .....	5	6	7	6	29	5	6	6	6	27	13	8
Kingsport-Bristol ..	15	19	23	20	91	15	17	21	18	80	42	27
Knoxville .....	29	32	38	37	162	29	30	34	32	142	69	47
Memphis .....	58	65	73	61	302	62	58	64	53	266	162	109
Nashville-Davidson..	48	56	65	56	267	46	52	61	49	236	123	85
<b>Total Metros.....</b>	<b>189</b>	<b>215</b>	<b>252</b>	<b>221</b>	<b>1,040</b>	<b>193</b>	<b>199</b>	<b>228</b>	<b>193</b>	<b>920</b>	<b>498</b>	<b>337</b>
<b>TEXAS</b>												
<b>METRO AREAS</b>												
Abilene .....	9	9	11	10	47	9	9	9	9	42	21	15
Amarillo .....	11	11	14	11	54	10	10	13	10	49	27	19
Austin .....	28	33	27	22	125	28	36	26	19	120	60	37

	Women					Men					Children 2-11	Teens 12-17
	18-24	25-34	35-49	50-64	Total	18-24	25-34	35-49	50-64	Total		
<b>UTAH</b>												
<b>METRO AREAS</b>												
Provo-Orem .....	15	14	9	7	50	11	15	9	7	46	32	17
Salt Lake City-												
Ogden .....	52	56	58	47	244	51	52	57	44	226	159	102
<b>Total Metros.....</b>	<b>67</b>	<b>70</b>	<b>67</b>	<b>54</b>	<b>294</b>	<b>62</b>	<b>67</b>	<b>66</b>	<b>51</b>	<b>272</b>	<b>191</b>	<b>119</b>
<b>VERMONT</b>												
<b>METRO AREAS</b>												
Burlington (county basis) ..	8	9	8	6	36	8	9	8	5	33	21	13
<b>Total Metros.....</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>6</b>	<b>36</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>5</b>	<b>33</b>	<b>21</b>	<b>13</b>
<b>VIRGINIA</b>												
<b>METRO AREAS</b>												
Charlottesville .....	4	7	7	6	28	7	8	6	5	29	13	8
Danville .....	7	7	9	9	39	7	6	8	8	33	17	12
Kingsport-Bristol ..	15	19	23	20	91	15	17	21	18	80	42	27
Lynchburg .....	10	10	12	11	52	8	9	12	10	44	23	16
Newport News-												
Hampton .....	22	27	30	22	112	26	31	29	22	115	62	42
Norfolk-Virginia												
Beach-Portsmouth .....	45	55	61	49	238	58	75	61	45	258	132	89
Petersburg-Colonial												
Heights-Hopewell .....	8	10	11	10	46	12	14	11	9	50	24	16
Richmond .....	36	45	51	46	209	34	40	47	40	180	86	64
Roanoke .....	13	15	19	17	79	12	13	18	16	68	34	23
<b>Total Metros.....</b>	<b>160</b>	<b>195</b>	<b>223</b>	<b>190</b>	<b>894</b>	<b>179</b>	<b>213</b>	<b>213</b>	<b>173</b>	<b>857</b>	<b>433</b>	<b>297</b>
<b>WASHINGTON</b>												
<b>METRO AREAS</b>												
Bellingham .....	7	6	6	7	32	6	7	6	6	30	14	9
Bremerton .....	6	7	8	9	36	7	9	8	8	37	17	12
Richland-Kennewick												
Seattle-Everett .....	89	118	122	111	515	85	109	123	106	475	242	171
Spokane .....	21	21	24	25	111	2						









State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Metro Area Consumer Spendable Income, Rank

January 1, 1973 to January 1, 1974

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, N. Y.-N. J. (1)	51,877,691	76	Bridgeport (Official S.M.S.A.)	1,967,626	163	Cedar Rapids	766,071	250	Texarkana, Tex.-Ark.	383,633
2	Chicago (2)	36,426,547		Bridgeport-Stamford-Norwalk (county basis)	4,857,354	164	Racine	755,211	251	Kokomo	381,949
3	Los Angeles-Long Beach	34,375,195	77	West Palm Beach-Boca Raton	1,924,993	165	Champaign-Urbana-Rantoul	752,469	252	Petersburg-Colonial Heights-Hopewell	380,919
4	Detroit	23,123,962	78	Harrisburg	1,888,608	166	Atlantic City	746,893	253	Sioux Falls, S. D.	378,708
5	Philadelphia, Pa.-N. J.	22,634,154	79	Raleigh-Durham	1,857,749	167	Anchorage	745,298	254	Tuscaloosa, Ala.	376,534
6	Washington, D. C.-Md.-Va.	17,586,358	80	Greenville-Spartanburg, S. C.	1,845,204	168	Salem, Ore.	743,254	255	Elmira, N. Y.	376,520
7	San Francisco-Oakland	17,204,554	81	Wichita	1,793,019	169	Savannah	731,846	256	Tyler, Tex.	374,373
8	Nassau-Suffolk, N. Y. (1)	14,439,371	82	Oxnard-Simi Valley-Ventura, Calif.	1,757,663	170	Fayetteville, N. C.	729,071	257	Richland-Kennewick, Wash.	373,926
9	Boston (Official S.M.S.A.)	14,302,880	83	Davenport-Rock Island-Moline, Ia.-Ill.	1,695,562	171	Galveston-Texas City	725,127	258	Hagerstown, Md.	373,908
	Boston-Lawrence-Haverhill-Lowell (county basis)	16,178,588	84	Tucson	1,690,481	172	New Britain (Official S.M.S.A.)	709,458	259	Nashua (Official S.M.S.A.)	371,941
10	Dallas-Fort Worth	11,547,334	85	Stamford (Official S.M.S.A.)	1,682,712	173	Portland, Maine (Official S.M.S.A.)	702,067	260	Lawton	370,280
11	Newark, N. J. (1)	10,918,827	86	Canton	1,661,512		Portland, Maine (county basis)	785,094	261	New Castle	368,780
12	St. Louis, Mo.-Ill.	10,824,704	87	Fort Wayne	1,652,987	174	Wheeling, W. Va.-Ohio	684,268	262	Dubuque	364,889
13	Pittsburgh	10,519,860	88	Tacoma	1,652,765	175	Lubbock	683,085	263	Odesa	363,755
14	Cleveland	10,049,755	89	Peoria	1,627,229	176	Muskegon-Muskegon Heights	680,339	264	Wausau, Wis.	358,670
15	Minneapolis-St. Paul, Minn.-Wis.	9,685,690	90	Worcester (Official S.M.S.A.)	1,624,141	177	Reno	679,723	265	Bloomington, Ind.	358,604
16	Houston	9,488,879		Worcester-Fitchburg-Leominster (county basis)	2,731,558	178	Terre Haute	674,934	266	St. Joseph, Mo.	358,375
17	Baltimore	9,092,932	91	Knoxville	1,592,905	179	Steubenville-Weirton, Ohio-W. Va.	663,776	267	Greeley, Colo.	354,680
18	Anaheim-Santa Ana-Garden Grove, Calif.	7,683,121	92	Fresno	1,586,188	180	Fall River (Official S.M.S.A.)	663,634	268	Richmond, Ind.	346,522
19	Atlanta	7,586,965	93	Des Moines	1,553,650	181	Visalia, Calif.	656,838	269	Billings	344,689
20	Seattle-Everett	6,833,765	94	Trenton	1,552,822	182	Sarasota	646,335	270	Marion, Ind.	344,124
21	Milwaukee	6,620,104	95	York, Pa.	1,496,055	183	Elkhart	643,955	271	Albany, Ga.	340,171
22	Denver-Boulder	6,589,921	96	Baton Rouge	1,473,883	184	Daytona Beach	639,652	272	Columbia, Mo.	338,613
23	San Diego	6,387,454	97	Chattanooga, Tenn.-Ga.	1,438,552	185	Springfield, Mo.	637,108	273	Anniston, Ala.	334,839
24	Kansas City, Mo.-Kans.	6,106,650	98	Albuquerque	1,435,776	186	Brooklyn (Official S.M.S.A.)	631,890	274	Fond du Lac, Wis.	334,402
25	Miami	6,050,033	99	Las Vegas	1,427,332		Brooklyn (county basis)	1,482,612	275	Rocky Mount, N. C.	333,613
26	Cincinnati, Ohio-Ky.-Ind.	6,019,107	100	Madison	1,391,696	187	New Bedford (Official S.M.S.A.)	630,866	276	Iowa City, Iowa	331,391
27	Buffalo	5,943,624	101	Newport News-Hampton	1,366,890		New Bedford-Fall River (county basis)	1,775,543	277	Danville, Va.	328,871
28	San Jose	5,614,532	102	Austin	1,364,971	188	Jackson, Mich.	629,468	278	Great Falls, Mont.	325,496
29	Indianapolis	5,254,524	103	Lancaster	1,356,734	189	Anderson, Ind.	622,021	279	Charlottesville, Va.	324,260
30	Tampa-St. Petersburg	5,073,700	104	Beaumont-Port Arthur-Orange	1,355,396	190	Amarillo	599,844	280	Sandusky, Ohio	323,367
31	Portland, Ore.-Wash.	4,835,802	105	Little Rock-North Little Rock	1,343,648	191	Asheville	595,974	281	Bristol (Official S.M.S.A.)	323,187
32	Phoenix	4,811,008	106	Reading	1,330,129	192	Green Bay	591,691	282	Midland, Mich.	318,817
33	Riverside-San Bernardino-Ontario	4,768,114	107	Ann Arbor	1,300,493	193	Waterloo-Cedar Falls	582,429	283	Gadsden	313,439
34	Rochester, N. Y.	4,631,664	108	Rockford	1,279,289	194	Decatur, Ill.	579,027	284	Brownsville-Harlingen-San Benito, Tex.	312,863
35	Columbus, Ohio	4,601,638	109	Utica-Rome	1,278,630	195	Killeen-Temple, Tex.	566,446	285	Midland, Texas	307,235
36	New Orleans	4,214,132	110	Columbia, S. C.	1,275,117	196	Santa Cruz	566,746	286	Bellingham, Wash.	307,027
37	Dayton	4,079,140	111	Bakersfield	1,254,482	197	Danbury (Official S.M.S.A.)	556,070	287	Owensboro	305,798
38	Louisville, Ky.-Ind.	3,897,202	112	Mobile	1,239,844	198	Parkersburg-Marietta, W. Va.-Ohio	551,161	288	Watertown, N. Y.	303,711
39	Sacramento	3,761,363	113	Stockton	1,238,062	199	Munroe	545,444	289	Florence, S. C.	302,814
40	Hartford (Official S.M.S.A.)	3,671,691	114	South Bend	1,231,372	200	Biloxi-Gulfport	543,941	290	La Crosse	300,380
	Hartford-New Britain-Bristol (county basis)	4,148,393	115	Binghamton, N. Y.-Pa.	1,197,906	201	Boise City, Idaho	535,115	291	Sherman-Denison	288,309
41	Albany-Schenectady-Troy	3,632,763	116	Santa Barbara-Santa Maria-Lompoc	1,190,414	202	Janesville-Beloit	532,184	292	Lompoc, Texas	284,747
42	Fort Lauderdale-Hollywood	3,521,890	117	Shreveport	1,189,076	203	Mansfield	532,751	293	Cumberland, Md.	283,027
43	Toledo, Ohio-Mich.	3,357,337	118	Charleston, S. C.	1,183,673	204	Jamestown, N. Y.	531,996	294	Decatur, Ala.	281,265
44	Providence-Warwick-Pawtucket (Official S.M.S.A.)	3,416,491	119	El Paso	1,177,157	205	Manchester (Official S.M.S.A.)	520,094	295	Quincy, Ill.	281,145
	Providence-Warwick-Pawtucket (county basis)	4,086,913	120	Lexington-Fayette	1,175,067		Manchester-Nashua (county basis)	912,901	296	Joplin, Mo.	278,598
45	Honolulu	3,222,930	121	Kalamazoo-Portage	1,172,977	206	Fort Smith, Ark.-Okla.	517,538	297	Clarksville, W. Va.	276,292
46	San Antonio	3,207,168	122	Lawrence-Haverhill (Official S.M.S.A.)	1,163,501	207	Fargo-Moorhead, N. D.-Minn.	515,858	298	Johnson City, Tenn.	270,557
47	Memphis, Tenn.-Ark.-Miss.	3,196,340	123	Appleton-Oshkosh	1,134,553	208	Bay City, Mich.	511,694	299	Rome, Ga.	270,086
48	Greensboro-Winston-Salem-High Point, N. C.	3,095,238	124	Huntsville	1,125,183	209	Waco	511,498	300	Eau Claire	268,284
49	Akron	3,081,755	125	Lorain-Elyria	1,121,850	210	Bloomington-Normal, Ill.	500,248	301	Lewiston-Auburn (Official S.M.S.A.)	268,271
50	Oklahoma City	3,033,317	126	Evansville, Ind.-Ky.	1,115,499	211	Fort Myers, Fla.	498,895		Lewiston-Auburn (county basis)	309,714
51	Nashville-Davidson	2,928,294	127	Valejo-Fairfield-Napa, Calif.	1,114,126	212	Lake Charles, La.	495,197	302	Pine Bluff, Ark.	264,956
52	Salt Lake City-Ogden	2,896,990	128	Spokane	1,093,951	213	Altoona	491,984	303	Athens, Ga.	260,315
53	Birmingham, Ala.	2,889,601	129	Salinas-Seaside-Monterey, Calif.	1,083,636	214	Lafayette-West Lafayette, Ind.	489,013	304	Hutchinson, Kans.	259,863
54	New Brunswick-Perth Amboy-Sayreville, N. C. (1)	2,830,552	130	Colorado Springs	1,082,755	215	Lynchburg	484,737	305	San Angelo, Texas	257,994
55	Syracuse	2,817,083	131	erie	1,060,954	216	Kenosha	484,221	306	Missoula, Mont.	252,159
56	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	2,787,882	132	New London-Norwich (Official S.M.S.A.)	1,052,040	217	Vineand-Millville-Bridgeton, N. J.	481,199	307	Panama City, Fla.	251,478
				New London-Norwich (county basis)	1,001,581	218	Sioux City, Iowa-Neb.	476,699	308	Casper, Wyo.	246,946
57	Allentown-Bethlehem-Easton, Pa.-N. J.	2,720,230	133	Huntington-Ashland, W. Va.-Ky.-Ohio	1,043,214	219	Yakima	476,347	309	Grand Forks, N. D.	246,536
58	Gary-Hammond-East Chicago (2)	2,694,750	134	Charleston, W. Va.	1,019,082	220	Wichita Falls, Tex.	470,002	310	Meriden (Official S.M.S.A.)	245,186
59	Wilmington, Del.-N. J.-Md.	2,564,605	135	Jackson, Miss.	1,018,120	221	Fayetteville-Springdale, Ark.	468,951	311	Portsmouth, Ohio	242,900
60	Omaha, Neb.-Iowa	2,539,271	136	Saginaw	1,008,130	222	Tallahassee	440,737	312	Houma, La.	239,433
61	Jersey City, N. J. (1)	2,516,812	137	Poughkeepsie	1,001,127	223	Provo-Orem, Utah	436,609	313	Rapid City, S. D.	237,580
62	Charlotte-Gastonia, N. C.	2,470,232	138	Waterbury (Official S.M.S.A.)	990,237	224	St. Cloud, Minn.	432,804	314	Paducah, Ky.	235,289
63	Richmond, Va.	2,452,769	139	Augusta, Ga.-S. C.	990,947	225	Pueblo	425,005	315	Meridian, Miss.	234,160
64	Grand Rapids	2,431,438	140	Courpus Christi	981,946	226	Bremerton, Wash.	422,361	316	Jackson, Tenn.	226,911
65	Flint	2,422,733	141	Melbourne-Titusville	978,168	227	Barnor, Maine (county basis)	421,143	317	Bryan-College Station, Tex.	224,798
66	Long Branch-Ashbury-Park, N. J.	2,323,974	142	Duluth-Superior, Minn.-Wis.	977,877	228	Abilene, Texas	419,247	318	Salina, Kans.	220,778
67	Northeast Pennsylvania	2,320,063	143	Hamilton-Middletown, Ohio	959,396	229	Danville, Ill.	419,043	319	Bowling Green, Ky.	216,115
68	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	2,319,463	144	Johnstown, Pa.	955,475	230	Pittsfield (Official S.M.S.A.)	418,141	320	Enid, Okla.	215,140
	Springfield-Chicopee-Holyoke (county basis)	2,485,081	145	Santa Rosa	934,522		Pittsfield (county basis)	632,627	321	Santa Fe	213,385
69	Youngstown-Warren	2,308,443	146	Eugene-Springfield	923,611	231	Newark, Ohio	414,960	322	Clarksville, Tenn.	212,590
70	Jacksonville, Fla.	2,304,241	147	Lowell (Official S.M.S.A.)	871,286	232	Fitchburg-Leominster (Official S.M.S.A.)	414,864	323	Idaho Falls	208,392
71	Tulsa	2,294,701	148	Norwalk (Official S.M.S.A.)	856,153	233	Wilmington, N. C.	411,902	324	Dothan, Ala.	207,196
72	Paterson-Clifton-Passaic, N. J. (1)	2,178,043	149	Lima	850,170	234	Williamsport, Pa.	410,494	325	Pocatello, Ida.	205,686
73	Orlando	2,108,348	150	Springfield, Ill.	836,872	235	Sheboygan	409,272	326	Hattiesburg, Miss.	194,999
74	Lansing-East Lansing	2,022,488	151	Pensacola	834,545	236	Gainesville, Fla.	405,089	327	Manhattan, Kans.	192,710
75	New Haven-West Haven (Official S.M.S.A.)	1,980,110	152	Roanoke	828,176	237	Kankakee, Ill.	405,070	328	Hot Springs, Ark.	185,092
	New Haven-West Haven-Waterbury-Meriden (county basis)	3,484,437	153	Macon	821,792	238	Alexandria, La.	402,280	329	Victoria, Tex.	177,702
			154	Kingsport-Bristol	819,215	239	Rochester, Minn.	401,693	330	Valdosta, Ga.	171,819
			155	Montgomery	815,310	240	Lafayette	400,345	331	Laredo	163,904
			156	Modesto	812,043	241	McAllen-Pharr-Edinburg, Tex.	398,847	332	Fort Pierce, Fla.	163,732
			157	Tapoka	811,716	242	Anderson, S. C.	398,625	333	Lewiston, Ida.	128,233
			158	Battle Creek	811,272	243	Burlington, Vt. (county basis)	398,264			
			159	Lincoln	797,089						



# Metro Area Consumer Spendable Income per Household, Rank METRO DATA

January 1, 1973 to January 1, 1974

Rank	(S)	Households	Rank	(S)	Households	Rank	(S)	Households	Rank	(S)	Households				
1	Stamford (Official S.M.S.A.)	25,733	65,390	74	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	13,618	170,320	163	Lawton	12,212	30,320	244	Gainesville, Fla.	11,053	36,650
2	Norwalk (Official S.M.S.A.)	21,675	39,500	75	Omaha, Neb.-Iowa	13,617	186,480	164	Stockton	12,210	101,400	245	Johnstown, Pa.	11,052	86,450
3	Nassau-Suffolk, N. Y. (Official S.M.S.A.)	19,011	759,510	76	Atlanta	13,612	557,370	165	Erie	12,195	87,000	246	Jacksonville, Fla.	11,017	209,150
4	Anchorage	17,578	42,400	77	Cedar Rapids	13,612	56,280	166	Nashville-Davidson	12,175	240,510	247	Florence, S. C.	11,011	27,500
5	Washington, D. C.-N. Va.	17,475	1,006,400	78	Syracuse	13,585	207,370	167	Sioux City, Iowa-Neb.	12,130	39,300	248	Lynchburg	11,002	44,060
6	Ann Arbor	16,824	77,300	79	Lafayette-West Lafayette, Ind.	13,584	36,000	168	New Orleans	12,108	348,050	249	Rome, Ga.	10,975	24,610
7	Detroit	16,060	1,439,840	80	Battle Creek	13,555	59,850	169	Galveston-Texas City	12,106	59,900	250	Medford, Ore.	10,975	35,420
8	Midland, Mich.	15,909	20,040	81	Fitchburg-Leominster (Official S.M.S.A.)	13,540	30,640	170	Portland, Maine (Official S.M.S.A.)	12,105	58,000	251	Terre Haute	10,973	61,510
9	Hartford (Official S.M.S.A.)	15,891	231,060	82	Springfield, Ill.	13,533	61,840	171	Charlottesville, Va.	12,095	67,750	252	Houma, La.	10,948	21,870
10	Newark, N. J. (Official S.M.S.A.)	15,844	689,130	83	Los Angeles-Long Beach	13,524	2,541,810	172	Santa Fe	12,090	26,810	253	Tyler, Tex.	10,931	34,250
11	Honolulu	15,834	203,550	84	Fort Wayne	13,518	122,280	173	Burlington, N. C.	12,080	32,780	254	El Paso	10,926	107,740
12	Danbury (Official S.M.S.A.)	15,793	35,210	85	Brocton (Official S.M.S.A.)	13,479	46,880	174	Miami	12,077	500,940	255	Wheeling, W. Va.-Ohio	10,910	62,720
13	Bridgeport (Official S.M.S.A.)	15,662	125,630	86	Gary-Hammond-East Chicago, Ind. (Official S.M.S.A.)	13,450	200,350	175	Augusta, Ga.-S. C.	12,035	82,340	256	Sherman-Denison	10,904	26,440
14	Wilmington, Del.-N. J.-Pa.	15,548	164,950	87	Dubuque	13,430	27,170	176	Columbia, Mo.	12,012	28,190	257	Montgomery	10,888	74,880
15	Long Branch-Asbury Park, N. J.	15,492	150,010	88	Nashua (Official S.M.S.A.)	13,423	27,710	177	Binghamton, N. Y.-Pa.	12,007	99,770	258	Salem, Ore.	10,882	68,300
16	Boston (Official S.M.S.A.)	15,424	2,367,900	89	Richmond, Va.	13,405	182,980	178	Muskegon-Muskegon Heights	11,978	56,800	259	Tallahassee	10,880	40,510
17	Chicago (Official S.M.S.A.)	14,446	1,119,910	90	Albany-Schenectady-Troy	13,404	271,020	179	Austin	11,973	114,000	260	Corpus Christi	10,867	90,360
18	New Brunswick-Perth Amboy-Sayreville, N. J. (Official S.M.S.A.)	15,328	184,670	91	Baltimore	13,394	678,880	180	Missoula, Mont.	11,973	21,060	261	Williamsport, Pa.	10,797	38,130
19	Champaign-Urbana-Rantoul	15,235	49,390	92	Buffalo	13,381	444,180	181	Pocatello, Idaho	11,945	82,340	262	New Castle	10,736	34,350
20	New Britain (Official S.M.S.A.)	15,037	47,180	93	Kansas City, Mo.-Kans.	13,332	457,560	182	Eugene-Springfield	11,933	77,400	263	Provo-Orem, Utah	10,722	40,720
21	San Francisco-Oakland	14,927	1,152,580	94	South Bend	13,323	107,130	183	Sioux Falls, S. D.	11,924	31,760	264	Johnson City, Tenn.	10,688	25,290
22	Trenton	14,920	104,080	95	Las Vegas	13,272	102,990	184	Topeka	11,907	68,170	265	Bowling Green, Ky.	10,688	20,220
23	Salina, Kans.	14,917	14,800	96	Newport News-Hampton	13,267	43,900	185	W. Va.	11,900	55,780	266	Asheville	10,681	55,800
24	San Jose	14,916	376,420	97	Waterloo-Cedar Falls	13,267	43,900	186	Lafayette, La.	11,897	33,650	267	Northeast Pennsylvania	10,677	217,290
25	Rochester, N. Y.	14,892	311,010	98	St. Louis, Mo.-Ill.	13,253	816,770	187	Memphis, Tenn.-Ark.-Miss.	11,897	268,670	268	Hagerstown, Md.	10,671	35,040
26	Anaheim-Santa Ana-Garden Grove, Calif.	14,870	516,670	99	Youngstown-Warren	13,222	174,590	188	Richland-Kennecook, Wash.	11,867	78,790	269	Wilmington, N. C.	10,663	38,630
27	Lansing-East Lansing	14,857	136,130	100	Melbourne-Titusville-Cocoa, Fla.	13,217	74,010	189	Santa Rosa	11,861	78,790	270	Shreveport	10,621	111,960
28	Elkhart	14,804	43,500	101	Columbia, S. C.	13,200	96,600	190	Charleston, S. C.	11,859	99,810	271	Decatur, Ala.	10,614	26,500
29	Flint	14,792	163,790	102	Houston	13,184	719,740	191	Riverside-San Bernardino-Ontario	11,837	402,810	272	San Angelo, Tex.	10,608	24,320
30	Wichita	14,789	121,240	103	Phoenix	13,179	365,060	192	Lebanon, Pa.	11,809	33,710	273	Jamestown, N. Y.	10,587	50,250
31	Bristol (Official S.M.S.A.)	14,757	21,900	104	Appleton-Oshkosh	13,168	86,160	193	Hutchinson, Kans.	11,801	22,020	274	Bangor, Maine (county basis)	10,558	39,890
32	New Haven-West Haven (Official S.M.S.A.)	14,742	134,320	105	Boise City, Idaho	13,161	40,660	194	Bremerton, Wash.	11,771	35,880	275	Savannah	10,542	69,420
33	Midland, Texas	14,595	21,050	106	Kokomo	13,153	29,040	195	Beaumont-Port Arthur-Orange	11,710	115,810	276	Watertown, N. Y.	10,531	28,840
34	Saginaw	14,594	69,080	107	Pittsburgh	13,129	801,290	196	Manchester (Official S.M.S.A.)	11,638	44,690	277	Tuscaloosa, Ala.	10,527	35,770
35	Cleveland	14,589	688,840	108	Charlotte-Gastonia, N. C.	13,124	188,220	197	Manchester-Nashua (county basis)	11,798	77,380	278	Santa Cruz	10,521	52,920
36	Minneapolis-St. Paul, Minn.-Wis.	14,548	665,770	109	Columbus, Ohio	13,119	350,750	198	Bryan-College Station, Tex.	11,594	19,390	279	Monroe, La.	10,474	37,470
37	Waterbury (Official S.M.S.A.)	14,434	68,880	110	Raleigh-Durham	13,114	141,660	199	Lewiston, Idaho	11,584	11,070	280	Huntington-Ashland, W. Va.-Ky.-Ohio	10,458	99,750
38	Poughkeepsie	14,347	69,780	111	Louisville, Ky.-Ind.	13,069	298,200	200	Roanoke	11,555	71,670	281	Sarasota	10,453	61,830
39	New London-Norwich (Official S.M.S.A.)	14,317	73,480	112	Allentown-Bethlehem-Easton, Pa.-N. J.	13,053	208,400	201	Providence-Warwick-Pawtucket (Official S.M.S.A.)	11,549	295,820	282	Spokane	10,452	104,660
40	Dayton	14,312	285,020	113	Santa Barbara-Santa Maria-Lompoc	13,051	91,210	202	Providence-Warwick-Pawtucket (county basis)	12,839	318,310	283	Altoona	10,452	47,070
41	New York, N. Y.-N. J. (Official S.M.S.A.)	14,221	3,647,910	114	San Diego	13,050	489,460	203	Jersey City, N. J. (Official S.M.S.A.)	11,529	218,310	284	Pensacola	10,433	79,990
42	Milwaukee	14,146	468,000	115	Harrisburg	12,974	145,570	204	Fall River (Official S.M.S.A.)	11,511	57,650	285	Killeen-Temple, Tex.	10,422	54,350
43	Rockford	14,144	90,450	116	Sandusky, Ohio	12,971	24,930	205	East Claire	11,500	23,330	286	Longview, Texas	10,411	27,350
44	Philadelphia, Pa.-N. J.	14,139	1,600,880	117	Lincoln	12,957	61,520	206	Quincy, Ill.	11,485	24,480	287	Mobile	10,386	119,380
45	Salinas-Seaside-Monterey, Calif.	14,130	76,690	118	Cincinnati, Ohio-Ky.-Ind.	12,953	464,690	207	Clarksville, Tenn.	11,467	18,540	288	Dothan, Ala.	10,288	20,140
46	Worcester (Official S.M.S.A.)	14,109	115,110	119	Anderson, Ind.	12,951	48,030	208	Tulsa	11,447	200,470	289	Visalia, Calif.	10,284	63,870
47	Reno	14,079	48,280	120	York, Pa.	12,945	115,570	209	Wausau, Wis.	11,441	31,350	290	Meridian, Miss.	10,243	22,860
48	Grand Rapids	13,984	173,870	121	Sacramento	12,888	291,840	210	Charleston, W. Va.	11,429	89,170	291	Victoria, Tex.	10,242	17,350
49	Rochester, Minn.	13,977	28,740	122	Fort Lauderdale-Hollywood	12,873	274,370	211	Great Falls, Mont.	11,417	28,510	292	Anniston, Ala.	10,150	32,990
50	Peterson-Cifton-Passaic, N. J. (Official S.M.S.A.)	13,968	155,930	123	Hamilton-Middletown, Ohio	12,857	74,620	212	Vineand-Millville-Bridgeton, N. J.	11,397	42,220	293	Bellingham, Wash.	10,120	30,340
51	Lorain-Elyria	13,957	80,380	124	Indiana Falls	12,856	16,210	213	Elmira, N. Y.	11,396	33,040	294	Clarkburg, W. Va.	10,098	27,360
52	Lawrence-Haverhill (Official S.M.S.A.)	13,912	83,630	125	West Palm Beach-Boca Raton	12,838	149,950	214	Lacrosse	11,391	26,370	295	Enid, Okla.	10,086	21,330
53	Denver-Boulder	13,906	473,880	126	Fayetteville, N. C.	12,813	56,900	215	Greeley, Colo.	11,379	31,170	296	Florence, Ala.	10,071	38,860
54	Kalamazoo-Portage	13,899	84,390	127	Meriden (Official S.M.S.A.)	12,810	19,140	216	Greenville-Spartanburg, S. C.	11,331	162,840	297	Hattiesburg, Miss.	10,051	19,400
55	Madison	13,891	100,190	128	Portland, Ore.-Wash.	12,798	377,860	217	Newark, Ohio	11,325	36,640	298	Kingsport-Bristol, Tenn.-Va.	10,043	81,570
56	Racine	13,872	54,440	129	Fargo-Moorhead, N. D.-Min.	12,794	40,320	218	Owensboro	11,322	27,010	299	Springfield, Mo.	10,000	63,710
57	Akron	13,853	222,460	130	Richmond, Ind.	12,777	27,120	219	Bakersfield	11,311	110,910	300	Fort Myers, Fla.	9,928	50,250
58	Toledo, Ohio-Mich.	13,851	254,660	131	Mansfield	12,739	41,820	220	Modesto	11,310	71,800	301	Valdosta, Ga.	9,897	17,360
59	Peoria	13,826	117,690	132	Colorado Springs	12,698	85,270	221	Rapid City, S. D.	11,308	21,010	302	Jackson, Tenn.	9,896	22,930
60	Jackson, Mich.	13,819	45,550	133	Canton	12,655	131,290	222	Amarillo	11,305	53,060	303	Texarkana, Tex.-Ark.	9,832	39,020
61	Oxnard-Simi Valley-Ventura, Calif.	13,806	127,310	134	Low City, Iowa	12,649	26,200	223	Lewiston-Auburn (Official S.M.S.A.)	11,286	23,770	304	Danville, Va.	9,829	33,460
62	Casper, Wyo.	13,788	17,910	135	Burlington, Vt. (county basis)	12,647	31,490	224	Lewisville-Auburn (county basis)	9,852	31,120	305	Waco	9,797	52,220
63	Lowell (Official S.M.S.A.)	13,782	63,220	136	Vallejo-Fairfield-Napa, Calif.	12,628	88,230	225	San Antonio	11,282	284,270	306	Petersburg-Colonial Heights-Hopewell	9,782	38,940
64	Des Moines	13,766	113,010	137	Muncie	12,597	43,300	226	Athens, Ga.	11,279	23,080	307	St. Joseph, Mo.	9,768	36,690
65	Bloomington-Normal, Ill.	13,762	36,350	138	Janesville-Beloit	12,593	42,340	227	Fresno	11,246	141,040	308	Alexandria, La.	9,731	41,340
66	Davenport-Rock Island-Moline, Iowa-Ill.	13,746	123,350	139	Lancaster	12,574	107,900	228	St. Cloud, Minn.	11,245	38,490	309	Tampa-St. Petersburg	9,712	







# Metro Area Retail Sales per Household, Rank

METRO DATA

January 1, 1973 to January 1, 1974

Rank	(\$)	Household	Rank	(\$)	Household	Rank	(\$)	Household	Rank	(\$)	Household
1	Lewistown, Ida.	15,196	11,070	82	Medford, Ore.	8,328	35,420	169	Louisville, Ky.-Ind.	7,577	298,200
2	Idaho Falls	12,135	16,210	83	Lansing-East Lansing	8,297	136,130	170	Daytona Beach	7,575	73,100
3	Norwalk (Official S.M.S.A.)	11,012	39,500	84	Melbourne-Titusville-Cocoa, Fla.	8,286	74,010	171	Madison	7,567	100,190
4	Manhattan, Kans.	10,508	15,720	85	Richmond, Va.	8,284	182,880	172	Anaheim-Santa Ana-Garden Grove, Calif.	7,556	516,670
5	Stanford (Official S.M.S.A.)	10,492	65,390	86	Rapid City, S. D.	8,251	21,010	173	Charleston, W. Va.	7,554	89,170
6	Elkhart	10,048	43,500	87	Gainesville, Fla.	8,231	36,650	174	Corpus Christi	7,553	90,360
7	Salina, Kans.	9,944	14,800	88	Missoula, Mont.	8,229	21,060	175	Gary-Hammond-East Chicago, Ind.(*)	7,542	200,350
8	Orlando	9,915	181,110	89	Denver-Boulder	8,212	473,880	176	Joplin, Mo.	7,539	31,730
9	Kankakee, Ill.	9,889	29,730	90	Des Moines	8,202	113,010	177	Raleigh-Durham	7,531	141,660
10	Casper, Wyo.	9,770	17,910	91	La Crosse	8,172	26,370	178	Lafayette-West Lafayette, Ind.	7,524	36,000
11	Fort Pierce, Fla.	9,673	19,490	92	Green Bay	8,163	48,390	179	Long Branch-Ashbury Park, N. J.	7,504	150,010
12	Jacksonville, Fla.	9,665	209,150	93	Salinas-Seaside-Monterey	8,159	76,690	180	Newark, N. J.(*)	7,496	689,130
13	Nashua (Official S.M.S.A.)	9,603	27,710	94	Kalamazoo-Portage	8,158	84,390	181	Meridian, Miss.	7,494	22,660
14	Reno	9,600	48,280	95	Modesto	8,155	71,800	182	St. Joseph, Mo.	7,489	36,890
15	Pueblo	9,502	37,850	96	New Haven-West Haven (Official S.M.S.A.)	8,154	134,320	183	Owensboro	7,487	27,010
16	Stour Falls, S. D.	9,494	31,760	97	Phoenix	8,146	365,060	184	Indianapolis	7,484	382,510
17	Kokomo	9,451	29,040	98	Bangor, Maine (county basis)	8,146	39,890	185	Abilene, Tex.	7,482	43,320
18	Longview, Tex.	9,432	27,350	99	Augusta, Ga.-S. C.	8,145	82,340	186	Columbus, Ga.-Ala.	7,467	71,560
19	Fargo-Moorhead, N. D.-Minn.	9,223	40,320	100	Kansas City, Mo.-Kans.	8,139	457,560	187	Houston	7,463	719,740
20	Anchorage	9,193	42,400	101	El Paso	8,138	107,740	188	Davenport-Rock Island-Moline, Ia.-Ill.	7,455	123,350
21	Miami	9,160	500,940	102	Salt Lake City-Ogden	8,137	231,340	189	Johnson City, Tenn.	7,455	25,290
22	Dubuque	9,159	27,170	103	Wichita Falls, Tex.	8,132	42,390	190	Columbus, Ohio	7,448	350,750
23	Odesa	9,075	77,300	104	Milwaukee	8,104	462,000	191	Santa Rosa	7,434	78,790
24	Ann Arbor	9,050	20,140	105	Spokane	8,100	104,660	192	Topeka	7,430	68,170
25	Dothan, Ala.	9,042	61,130	106	Bay City, Mich.	8,083	37,410	193	Appleton-Oshkosh	7,425	86,160
26	Lubbock	9,021	1,006,400	107	Rochester, Minn.	8,081	28,740	194	Sau Claire	7,418	23,330
27	Washington, D. C.-Md.-Va.	8,998	61,510	108	Laredo	8,064	20,920	195	Rochester, N. Y.	7,414	311,010
28	Terre Haute	8,992	28,510	109	Bowling Green, Ky.	8,054	20,220	196	Quincy, Ill.	7,412	24,480
29	Great Falls, Mont.	8,974	53,060	110	Boise City, Idaho	8,028	40,660	197	Los Angeles-Long Beach	7,399	2,541,810
30	Amarillo	8,946	17,360	111	Midland, Tex.	8,023	21,050	198	Mansfield	7,398	41,820
31	Valdosta, Ga.	8,946	17,360	112	Burlington, Vt. (county basis)	8,013	31,490	199	San Antonio	7,394	284,270
32	Paducah, Ky.	8,926	21,730	113	Fond du Lac, Wis.	8,002	26,620	200	Waterbury (Official S.M.S.A.)	7,384	68,880
33	Santa Fe	8,826	17,650	114	Albuquerque	7,992	114,490	201	Dayton	7,383	285,020
34	Bridgeport-Stamford (Official S.M.S.A.)	8,825	125,630	115	Richland-Kennewick, Wash.	7,989	31,510	202	Midland, Mich.	7,380	20,040
	Bridgeport-Stamford (county basis)	8,715	260,800	116	Chicago(*)	7,976	2,367,900	203	Jackson, Miss.	7,375	82,170
35	Danbury (Official S.M.S.A.)	8,709	35,210	117	Charlotte-Gastonia, N. C.	7,960	188,220	204	Visalia, Calif.	7,372	63,870
36	Lima	8,793	67,830	118	Chattanooga, Tenn.-Ga.	7,959	129,130	205	Battle Creek	7,364	59,850
37	Pocatello, Ida.	8,793	17,220	119	Janesville-Beloit	7,955	42,340	206	Yakima	7,363	50,870
38	Las Vegas	8,758	107,130	120	Jackson, Mich.	7,951	45,550	207	Rocky Mount, N. C.	7,346	35,170
39	Paterson-Clifton-Passaic, N. J.(*)	8,754	155,930	121	Sandusky, Ohio	7,948	24,930	208	Cincinnati, Ohio-Ky.-Ind.	7,337	464,690
40	Roanoke	8,712	71,670	122	West Palm Beach-Boca Raton	7,940	149,950	209	Salem, Ore.	7,334	68,300
41	Memphis, Tenn.-Ark.-Miss.	8,709	268,670	123	Montgomery	7,938	74,880	210	Waco	7,332	52,220
42	Saginaw	8,699	69,080	124	Fort Lauderdale-Hollywood	7,919	274,370	211	Hamilton-Middletown, Ohio	7,332	74,620
43	Boston (Official S.M.S.A.)	8,696	927,290	125	Marion, Ind.	7,916	27,580	212	Bristol (Official S.M.S.A.)	7,301	21,900
	Boston (county basis)	8,688	1,119,910	126	San Jose	7,911	376,420	213	Elmira, N. Y.	7,284	33,040
44	Nassau-Suffolk, N. Y.(*)	8,686	759,510	127	Waterloo-Cedar Falls	7,895	43,900	214	Worcester (Official S.M.S.A.)	7,282	115,110
45	Victoria, Tex.	8,682	17,350	128	Bloomington-Normal, Ill.	7,889	36,350		Worcester-Fitchburg-Leominster (county basis)	6,293	209,460
46	Hattiesburg, Miss.	8,672	19,400	129	Tampa-St. Petersburg	7,885	522,420	215	Hot Springs, Ark.	7,271	22,440
47	Grand Rapids	8,665	173,870	130	Detroit	7,871	1,439,840	216	Stockton	7,258	101,400
48	Harrisburg	8,663	145,570	131	Sarasota	7,863	61,830	217	Akron	7,257	222,460
49	Wilmington, Del.-N. J.-Md.	8,658	164,950	132	Portland, Ore.-Wash.	7,863	377,860	218	Portsmouth, Ohio	7,255	27,250
50	Athens, Ga.	8,651	23,080	133	South Bend	7,862	92,360	219	Newport News-Hampton	7,237	102,990
51	Flint	8,649	165,790	134	Fort Myers, Fla.	7,852	50,250	220	Watertown, N. Y.	7,236	28,840
52	Fresno	8,630	141,040	135	Shreveport	7,837	111,960	221	Savannah	7,235	69,420
53	Lorain-Elyria	8,609	80,380	136	Seattle-Everett	7,836	499,830	222	Bellingham, Wash.	7,226	30,340
54*	Clarksville, Tenn.	8,607	18,540	137	Charlottesville, Va.	7,825	26,810	223	Anderson, Ind.	7,224	48,030
55	Dallas-Fort Worth	8,604	843,390	138	Springfield, Ill.	7,816	61,840	224	St. Louis, Mo.-Ill.	7,216	816,770
56	Billings	8,603	30,970	139	Monroe, La.	7,810	37,470	225	Meriden, Conn.	7,208	19,140
57	Pittsfield (Official S.M.S.A.)	8,600	30,490	140	Tacoma	7,809	131,640	226	Brockton (Official S.M.S.A.)	7,205	46,880
58	Pittsfield (county basis)	7,373	50,200	141	Providence-Warwick-Pawtucket (Official S.M.S.A.)	7,804	295,820	227	Brockton (county basis)	6,102	111,620
59	Atlantic City	8,593	69,000	142	San Angelo, Texas	7,790	24,320	228	Baton Rouge	7,203	118,460
60	Wichita	8,581	121,240	143	Cleveland	7,789	688,840	229	Sacramento	7,198	291,840
61	Peoria	8,574	117,690	144	Nashville-Davidson	7,785	240,510	229	St. Cloud, Minn.	7,195	38,490
	Lewistown-Auburn (Official S.M.S.A.)	8,533	23,770	145	Trenton	7,772	104,080	229	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	7,195	170,320
	Lewistown-Auburn (county basis)	7,171	31,120	146	Fayetteville, N. C.	7,747	56,900		Springfield-Chicopee-Holyoke (county basis)	6,732	192,680
62	Manchester (Official S.M.S.A.)	8,530	44,690	147	Tucson	7,726	134,650	231	Eugene-Springfield	7,184	77,400
	Manchester-Nashua (county basis)	7,726	77,380	148	Houma, La.	7,724	21,870	232	Bakersfield	7,182	110,910
63	Portland, Maine (Official S.M.S.A.)	8,507	58,000	149	Colorado Springs	7,711	85,270	233	Baltimore	7,177	678,880
	Portland, Maine (county basis)	8,369	67,750	150	Brownsville-Harlingen-San Benito, Tex.	7,707	41,810	234	Lynchburg	7,174	44,060
64	Jackson, Tenn.	8,501	22,930	151	Oklahoma City	7,699	259,030	235	Greensboro-Winston Salem-High Point, N. C.	7,173	248,370
65	Rockford	8,490	90,450	152	Petersburg-Colonial Heights-Hopewell	7,655	38,940	236	San Francisco-Oakland	7,170	1,152,580
66	Decatur, Ill.	8,475	42,270	153	Vineland-Millville-Bridgeton, N. J.	7,651	42,220	237	Huntsville	7,169	91,960
67	Cedar Rapids	8,441	56,280	154	Albany, Ga.	7,647	31,310	238	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	7,168	220,720
68	Florence, S. C.	8,426	27,500	155	Minneapolis, St. Paul, Minn.-Wis.	7,639	665,770	239	Philadelphia, Pa.-N. J.	7,152	1,600,880
69	Grand Forks, N. D.	8,424	19,690	156	Lexington-Fayette	7,630	93,570	240	Newark, Ohio	7,145	36,640
70	Hartford (Official S.M.S.A.)	8,421	231,060	157	Little Rock-North Little Rock	7,628	115,440	241	Birmingham, Ala.	7,145	257,440
	Hartford-New Britain-Bristol (county basis)	8,008	277,730	158	Toledo, Ohio-Mich.	7,625	254,660	242	Greeley, Colo.	7,131	31,170
71	Lakeland-Winter Haven, Fla.	8,417	82,260	159	Tallahassee	7,621	40,510	243	Knoxville	7,125	142,870
72	Sioux City, Iowa-Neb.	8,405	39,300	160	Macon	7,612	73,390	244	Rome, Ga.	7,123	24,610
73	Lancaster	8,400	107,900	161	Texasarkana, Tex.-Ark.	7,607	39,020	245	Pensacola	7,111	79,990
74	Champaign-Urbana-Rantoul	8,381	49,390	162	Asheville	7,605	55,800	246	Springfield, Mo.	7,107	63,710
75	Atlanta	8,379	557,370	163	Tyler, Tex.	7,604	34,250	247	New Brunswick-Perth Amboy-Sayreville, N. J.(*)	7,097	184,670
76	Hutchinson, Kans.	8,378	22,020	164	Honolulu	7,603	203,550	248	Iowa City, Iowa	7,057	26,200
77	New London-Norwich (Official S.M.S.A.)	8,377	73,480	165	Bloomington, Ind.	7,594	28,870	249	Danville, Ill.	7,042	33,520
	New London-Norwich (county basis)	7,456	74,310	166	Hagerstown, Md.	7,589	25,600	250	Muncie	7,041	43,300
78	Fort Wayne	8,359	122,280	167	Sherman-Denison	7,584	26,440	251	Williamsport, Pa.	7,021	38,130
79	Columbia, S. C.	8,348	96,600	168	Evansville, Ind.-Ky.	7,581	98,490	252	Gadsden	7,004	32,390
80	Richmond, Ind.	8,336	27,120					253	Burlington, N. C.	7,000	32,780
81	Panama City, Fla.	8,330	26,050								
254	Anderson, S. C.	6,990	36,920								
255	Lawton	6,987									



State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Metro Area Food Store Sales, Rank

January 1, 1973 to January 1, 1974

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, N. Y.-N. J.(1)	5,447,983	76	New Haven-West Haven (Official S.M.S.A.)	254,833	159	Kingsport-Bristol, Tenn.-Va.	106,470	247	Tyler, Tex.	52,643
2	Los Angeles-Long Beach	4,122,670		New Haven-West Haven-Waterbury-Meriden (county basis)	480,523	160	Columbus, Ga.-Ala.	103,110	248	Danville, Va.	52,190
3	Chicago(2)	3,417,156	77	Omaha, Neb.-Iowa	241,965	161	Visalia, Calif.	100,623	249	Charlottesville, Va.	51,179
4	Philadelphia, Pa.-N. J.	2,548,666	78	Canton	237,003	162	Muskegon-Muskegon Heights	100,516	250	Tallahassee	51,094
5	Detroit	2,291,111	79	Fresno	231,360	163	Battle Creek	99,868	251	Cumberland, Md.	51,057
6	San Francisco-Oakland	1,910,245	80	Knoxville	229,450	164	Lowell (Official S.M.S.A.)	99,593	252	Fargo-Moorhead, N. D.-Minn.	50,292
7	Washington, D. C.-Md.-Va.	1,652,227	81	Chattanooga, Tenn.-Ga.	221,138	165	Salem, Ore.	98,566	253	Anchorage	49,907
8	Boston (Official S.M.S.A.)	1,505,583	82	Raleigh-Durham	216,229	166	Springfield, Ohio	96,955	254	Fayetteville-Springdale, Ark.	49,721
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,763,873	83	Harrisburg	210,720	167	Norwalk (Official S.M.S.A.)	94,165	255	Kankakee, Ill.	49,474
9	Nassau-Suffolk, N. Y.(1)	1,429,443	84	Lansing-East Lansing	204,657	168	Colorado Springs	93,690	256	Panama City, Fla.	49,279
10	Pittsburgh	1,331,814	85	Oxnard-Simi Valley-Ventura, Calif.	201,878	169	Sarasota	93,495	257	Sherman-Denison	48,911
11	Dallas-Fort Worth	1,264,165	86	Worcester (Official S.M.S.A.)	201,067	170	Asheville	91,536	258	Bristol (Official S.M.S.A.)	48,800
12	Cleveland	1,233,314		Worcester-Fitchburg-Leominster (county basis)	332,794	171	Steubenville-Weirton-Ohio, Va.	90,242	259	St. Cloud, Minn.	48,727
13	Newark, N. J.(1)	1,210,006	87	Beaumont-Port Arthur-Orange	200,404	172	Lubbock	89,969	260	Anniston, Ala.	48,570
14	Houston	1,164,684	88	Tacoma	192,150	173	Racine	89,296	261	St. Joseph, Mo.	48,240
15	St. Louis, Mo.-Ill.	1,145,944	89	Fort Wayne	185,141	174	Springfield, Ill.	88,524	262	Medford, Ore.	47,942
16	Baltimore	1,030,803	90	Tucson	183,925	175	Amarillo	86,787	263	Florence, S. C.	47,753
17	Atlanta	923,845	91	Mobile	183,138	176	Waco	84,650	264	Fitchburg-Leominster (Official S.M.S.A.)	47,322
18	Miami	872,454	92	Wichita	182,292	177	Santa Cruz	84,407	265	Monroe, La.	46,822
19	Minneapolis-St. Paul, Minn.-Wis.	853,510	93	Peoria	179,961	178	Parkersburg-Marietta, W. Va.-Ohio	82,689	266	Gadsden	46,754
20	Seattle-Everett	827,404	94	Bakersfield	176,587	179	Brocton (county basis)	82,663	267	Alexandria, La.	45,858
21	Anaheim-Santa Ana-Garden Grove, Calif.	797,949	95	Binghamton, N. Y.-Pa.	175,990	180	Yakima	82,581	268	Billings	45,710
22	Cincinnati, Ohio-Ky.-Ind.	753,483	96	Des Moines	175,023	181	Terre Haute	81,883	269	Watertown, N. Y.	45,707
23	Tampa-St. Petersburg	740,049	97	Utica-Rome	173,291	182	Danbury (Official S.M.S.A.)	81,754	270	Portsmouth, Ohio	45,313
24	Milwaukee	702,789	98	Stockton	171,556	183	Topeka	81,695	271	Owensboro	45,173
25	Buffalo	682,716	99	Davenport-Rock Island-Moline, Iowa-Ill.	170,700	184	Cedar Rapids	81,177	272	Jackson, Tenn.	44,963
26	Denver-Boulder	651,209	100	Newport News-Hampton	170,054	185	Fall River (Official S.M.S.A.)	80,646	273	Kokomo	44,836
27	San Diego	649,560	101	Lancaster	166,592	186	Lynchburg	79,627	274	Sandusky, Ohio	44,700
28	Kansas City, Mo.-Kans.	649,078	102	Trenton	162,696	187	New Bedford (Official S.M.S.A.)	78,752	275	Rome, Ga.	44,178
29	Riverside-San Bernardino-Ontario	607,579	103	Corpus Christi	160,551		New Bedford-Fall River (county basis)	229,005	276	Bellingham, Wash.	43,102
30	San Jose	593,280	104	York, Pa.	159,660	277	Vineland-Millville-Bridgeton, N. J.	76,789	277	Lewiston-Auburn (Official S.M.S.A.)	42,951
31	Phoenix	534,909	105	Lakeland-Winter Haven, Fla.	159,425	278	Jameson, N. Y.	76,402		Lewiston-Auburn (county basis)	50,248
32	Portland, Ore.-Wash.	517,358	106	Lexington-Fayette	159,058	279	Petersburg-Colonial Heights-Hopewell	74,776	278	Clarksville, W. Va.	42,557
33	Columbus, Ohio	513,819	107	Melbourne-Titusville-Cocoa, Fla.	157,781	280	Altoona	74,774	279	Bloomington-Normal, Ill.	42,402
34	Indianapolis	513,777	108	Albuquerque	156,747	281	New Britain (Official S.M.S.A.)	74,691	280	Sheboygan	42,286
35	Rochester, N. Y.	513,372	109	Huntington-Ashland, W. Va.-Ky.-Ohio	156,632	282	Reno	74,613	281	Albany, Ga.	41,895
36	New Orleans	499,279	110	Stamford (Official S.M.S.A.)	155,815	283	Mansfield	73,713	282	Fond du Lac, Wis.	41,380
37	Providence-Warwick-Pawtucket (Official S.M.S.A.)	491,300	111	Baton Rouge	154,841	284	McAllen-Pharr-Edinburg, Tex.	73,538	283	Decatur, Ala.	41,294
	Providence-Warwick-Pawtucket (county basis)	479,093	112	Spokane	154,836	285	Green Bay	73,497	284	Bloomington, Ind.	41,037
38	Louisville, Ky.-Ind.	475,727	113	Las Vegas	153,961	286	Fort Myers, Fla.	73,259	285	Lafayette, La.	41,023
39	Sacramento	466,162	114	Kalamazoo-Portage	150,656	287	Biloxi-Gulfport	73,139	286	Fort Collins, Colo.	40,857
40	Dayton	456,827	115	Charleston, S. C.	149,604	288	Laredo	72,803	287	San Angelo, Texas	40,278
41	Fort Lauderdale-Hollywood	440,724	116	Huntsville	148,525	289	Dubuque	72,439	288	Wausau, Wis.	39,908
42	Toledo, Ohio-Mich.	428,528	117	Evansville, Ind.-Ky.	147,792	290	Wausau, Wis.	72,439	289	Fort Pierce, Fla.	39,437
43	Nashville-Davidson	422,546	118	Charleston, W. Va.	147,057	291	Champaign-Urbana-Rantoul	71,638	290	Richmond, Ind.	39,151
44	Hartford (Official S.M.S.A.)	421,410	119	El Paso	146,119	292	Jackson, Mich.	70,956	291	Marion, Ind.	39,151
	Hartford-New Britain-Bristol (county basis)	492,902	120	Austin	145,941	293	Springfield, Mo.	70,342	292	Great Falls, Mont.	38,730
45	Albany-Schenectady-Troy	419,184	121	Columbia, S. C.	142,709	294	Springfield, Fla.	70,172	293	Joplin, Mo.	38,599
46	Birmingham, Ala.	415,875	122	Erie	141,078	295	Boise City, Idaho	68,711	294	La Crosse	38,550
47	Memphis, Tenn.-Ark.-Miss.	404,318	123	Lorain-Elyria	140,010	296	Fort Smith, Ark.-Okla.	68,036	295	Sioux Falls, S. D.	38,047
48	San Antonio	391,097	124	Duluth-Superior, Minn.-Wis.	139,594	297	Brownsville-Harlingen-San Benito, Tex.	66,526	296	Greeley, Colo.	37,979
49	Jacksonville, Fla.	390,880	125	Waterbury (Official S.M.S.A.)	138,561	298	Anderson, Ind.	66,229	297	Paducah, Ky.	37,792
50	Greensboro-Winston-Salem-High Point, N. C.	373,075	126	Lawrence-Haverhill (Official S.M.S.A.)	137,722	299	Bangor, Maine (county basis)	65,651	298	Victoria, Tex.	37,734
51	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	363,639	127	Santa Rosa	137,117	300	Manchester (Official S.M.S.A.)	64,958	299	Pine Bluff, Ark.	37,709
52	Northwest Pennsylvania	349,472	128	Little Rock-North Little Rock	136,333	301	Manchester-Nashua (county basis)	64,958	300	Athens, Ga.	37,709
53	Akron	343,800	129	Santa Barbara-Santa Maria-Lompoc	135,886	302	Lincoln	63,990	301	Midland, Texas	37,204
54	Allentown-Bethlehem-Easton, Pa.-N. J.	336,024	130	Reading	135,648	303	Williamsport, Pa.	63,990	302	Valdosta, Ga.	36,711
55	Richmond, Va.	335,203	131	South Bend	134,559	304	Bay City, Mich.	62,889	303	Midland, Mich.	36,630
56	Syracuse	334,522	132	Jackson, Miss.	133,239	305	Boise City, Idaho	62,857	304	Meriden (Official S.M.S.A.)	35,911
57	Oklahoma City	331,679	133	Poughkeepsie	133,079	306	Waterloo-Cedar Falls	62,523	305	Rochester, Minn.	35,808
58	Salt Lake City-Ogden	329,937	134	New London-Norwich (Official S.M.S.A.)	132,345	307	Anderson, S. C.	62,024	306	Hoama, La.	35,271
59	Gary-Hammond-East Chicago, Ind.(2)	328,829		New London-Norwich (county basis)	124,359	308	Pittsfield (Official S.M.S.A.)	62,003	307	Eau Claire	34,941
60	Jersey City, N. J.(1)	328,038	135	Rockford	132,057	309	Elkhart	61,236	308	Iowa City, Iowa	34,224
61	Grand Rapids	320,443	136	Shreveport	131,834	310	Abilene, Texas	60,984	309	Hattiesburg, Miss.	33,319
62	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	318,206	137	Daytona Beach	130,244	311	Wilmington, N. C.	60,871	310	Lawton	32,898
63	Orlando	316,693	138	Augusta, Ga.-S. C.	126,694	312	Wichita Falls, Tex.	60,548	311	Quincy, Ill.	32,558
64	Wilmington, Del.-N. J.-Md.	315,207	139	Vallejo-Fairfield-Napa, Calif.	126,556	313	Tuscaloosa, Ala.	60,377	312	Missoula, Mont.	32,132
65	Youngstown-Warren	293,610	140	Ann Arbor	126,498	314	Newark, Ohio	60,370	313	Columbia, Mo.	31,163
66	Charlotte-Gastonia, N. C.	290,780	141	Macon	125,459	315	Killeen-Temple, Tex.	59,966	314	Dothan, Ala.	30,682
67	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	281,771	142	Madison	125,091	316	Pueblo	59,947	315	Pocatello, Ida.	30,575
	Springfield-Chicopee-Holyoke (county basis)	294,173	143	Pensacola	125,016	317	Decatur, Ill.	59,928	316	Lewiston, Ida.	30,571
68	Flint	275,591	144	Portland, Maine (Official S.M.S.A.)	124,915	318	Lake Charles, La.	59,581	317	Bowling Green, Ky.	30,541
69	Long Branch-Asbury Park, N. J.	274,351	145	Portland, Maine (county basis)	124,761	319	Bremerton, Wash.	59,002	318	Meridian, Miss.	30,501
70	Greenville-Spartanburg, S. C.	267,903	146	Johnstown, Pa.	119,744	320	Florence, Ala.	58,824	319	Idaho Falls	30,193
71	Honolulu	266,490	147	Salinas-Seaside-Monterey, Calif.	116,110	321	New Castle	58,651	320	Hutchinson, Kans.	29,887
72	West Palm Beach-Boca Raton	261,188	148	Roanoke	116,043	322	Richland-Kennewick, Wash.	58,496	321	Clarksville, Tenn.	29,321
73	Tulsa	260,103	149	Montgomery	115,539	323	Lebanon, Pa.	57,934	322	Santa Fe	28,676
74	Bridgeport (Official S.M.S.A.)	257,810	150	Savannah	113,390	324	Muncie	57,132	323	Rapid City, S. D.	28,454
	Bridgeport-Stamford-Norwalk (county basis)	534,264	151	Hamilton-Middletown, Ohio	111,146	325	Nashua (Official S.M.S.A.)	56,878	324	Johnson City, Tenn.	28,102
75	Paterson-Clifton-Passaic, N. J.(1)	257,238	152	Lima	109,869	326	Kenosha	56,542	325	Bryan-College Station, Tex.	28,012
			153	Modesto	109,611	327	Texarkana, Tex.-Ark.	56,340	326	Hot Springs, Ark.	25,710
			154	Wheeling, W. Va.-Ohio	108,400	328	Odessa	55,615	327	Enid, Okla.	24,387
			155	Saginaw	107,789	329	Burlington, N. C.	55,490	328	Casper, Wyo.	24,154
			156	Atlantic City	107,632	330	Sioux City, Iowa-Nebr.	55,123	329	Salina, Kans.	22,591
			157	Eugene-Springfield	107,219	331	Longview, Texas	54,992	330	Grand Forks, N. D.	20,129
			158	Galveston-Texas City	106,800	332	Provo-Orem, Utah	54,880	331	Manhattan, Kans.	17,033
						333	Burlington, Vt. (county basis)	54,607		Total Metro Areas	82,329,348
							Hagerstown, Md.	54,435		(1) New York-Northeastern N.J. Consolidated Area	8,990,914
							Elmira, N. Y.	54,269		(2) Chicago, Ill.-Northwestern Ind. Consolidated Area	3,745,985
							Rocky Mount, N. C.	53,892			
							Lafayette-West Lafayette, Ind.	53,228			
							Damville, Ill.	53,220			

(\*) Effective April 15, 1974 Clarksville-Hopkinsville became an official SMSA. This table does not reflect the change. See the Metropolitan Area Definition page and the Kentucky and Tennessee state tables for current information.

## U. S. TOTAL FOOD STORE SALES—\$105,745,580(000)







State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Metro Area General Merchandise Store Sales, Rank

January 1, 1973 to January 1, 1974

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, N. Y.-N. J.(1)	3,732,897	80	Raleigh-Durham	172,637	163	Terre Haute	75,944	249	Tallahassee	40,817
2	Los Angeles-Long Beach	3,389,466	81	Canton	163,879	164	Lawrence-Haverhill (Official S.M.S.A.)	75,402	250	Lawton	40,040
3	Chicago(2)	3,261,381	82	Bridgeport (Official S.M.S.A.)	167,662	165	Modesto	75,277	251	Elkhart	39,649
4	Detroit	2,320,180		Bridgeport-Stamford-Norwalk (county basis)	286,253	166	Savannah	75,124	252	Newark, Ohio	39,635
5	Philadelphia, Pa.-N. J.	1,870,534	83	Harrisburg	166,950	167	Champaign-Urbana-Rantoul	74,613	253	Charlottesville, Va.	38,183
6	Washington, D. C.-Md.-Va.	1,586,779	84	Spokane	166,232	168	Asheville	74,101	254	New Britain (Official S.M.S.A.)	38,115
7	San Francisco-Oakland	1,435,083	85	New Haven-West Haven (Official S.M.S.A.)	164,310	169	Eugene-Springfield	73,881	255	Anderson, S. C.	37,845
8	Nassau-Suffolk, N. Y.(1)	1,401,080		New Haven-Waterbury-Meriden (county basis)	257,666	170	Stamford (Official S.M.S.A.)	73,085	256	Dothan, Ala.	37,632
9	Boston (Official S.M.S.A.)	1,342,797	86	Tacoma	163,879	171	Waterloo-Cedar Falls	71,133	257	Paducah, Ky.	37,033
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,465,542	87	El Paso	162,288	172	Racine	71,015	258	Gainesville, Fla.	36,750
10	St. Louis, Mo.-Ill.	1,260,049	88	Mobile	160,847	173	Sarasota	70,478	259	Florence, S. C.	36,597
11	Cleveland	1,160,153	89	Baton Rouge	158,745	174	Springfield, Ohio	70,431	260	Hutchinson, Kans.	36,414
12	Pittsburgh	1,092,623	90	Chattanooga, Tenn.-Ga.	158,099	175	Santa Rosa	70,259	261	Clarksburg, W. Va.	35,489
13	Dallas-Fort Worth	1,059,542	91	Peoria	155,564	176	Dubuque	68,784	262	Fitchburg-Leominster (Official S.M.S.A.)	35,264
14	Minneapolis-St. Paul, Minn.-Wis.	1,046,390	92	Newport News-Hampton	154,171	177	Decatur, Ill.	67,327	263	Johnson City, Tenn.	35,029
15	Atlanta	887,641	93	Tucson	152,888	178	Manchester	66,852	264	Alexandria, La.	34,802
16	Houston	886,888	94	Jersey City, N. J.(1)	149,638	179	Salem, Ore.	65,080	265	Joplin, Mo.	34,069
17	Anaheim-Santa Ana-Garden Grove, Calif.	805,669	95	Albuquerque	148,957	180	Manchester (Official S.M.S.A.)	65,017	266	Great Falls, Mont.	33,796
18	Baltimore	755,918	96	Fresno	145,190	181	Battle Creek	64,576	267	Panama City, Fla.	33,765
19	Cincinnati, Ohio-Ky.-Ind.	729,518	97	Oxnard-Simi Valley-Ventura, Calif.	145,018	182	Altoona	64,212	268	Lebanon, Pa.	33,669
20	Newark, N. J.(1)	723,176	98	Charleston, S. C.	143,371	183	Parkersburg-Marietta, W. Va.-Ohio	63,650	269	Pueblo	33,598
21	Milwaukee	701,985	99	Madison	141,725	184	Daytona Beach	62,838	270	Bellingham, Wash.	33,516
22	Seattle-Everett	679,340	100	Columbia, S. C.	139,866	185	Amarillo	62,058	271	Quincy, Ill.	33,396
23	Miami	664,998	101	South Bend	138,562	186	Bangor, Maine (county basis)	60,788	272	Galveston-Texas City	33,337
24	Kansas City, Mo.-Kans.	624,407	102	West Palm Beach-Boca Raton	133,883	187	Lafayette-West Lafayette, Ind.	60,307	273	Watertown, N. Y.	33,199
25	San Diego	617,409	103	Charleston, W. Va.	131,149	188	Jackson, Mich.	60,231	274	Lewiston-Auburn (Official S.M.S.A.)	33,073
26	Tampa-St. Petersburg	612,156	104	Evansville, Ind.-Ky.	128,656	189	Waco	60,225		Lewiston-Auburn (county basis)	34,333
27	Columbus, Ohio	571,182	105	Little Rock-North Little Rock	126,740	190	Monroe, La.	59,908	275	Lafayette, La.	32,910
28	Indianapolis	568,723	106	York, Pa.	121,558	191	Reno	59,044	276	Salina, Kans.	32,820
29	Denver-Boulder	567,425	107	Augusta, Ga.-S. C.	119,626	192	Janesville-Beloit	58,951	277	Owensboro	32,393
30	San Jose	552,229	108	Worcester (Official S.M.S.A.)	117,387	193	Visalia, Calif.	58,793	278	Grand Forks, N. D.	32,328
31	Buffalo	551,607		Worcester-Fitchburg-Leominster (county basis)	172,364	194	Bay City, Mich.	58,244	279	Santa Cruz	31,918
32	Portland, Ore.-Wash.	524,719	109	Reading	116,565	195	St. Joseph, Mo.	58,188	280	Pine Bluff, Ark.	31,711
33	Dayton	459,619	110	Trenton	116,240	196	Danbury (Official S.M.S.A.)	57,461	281	Cumberland, Md.	31,645
34	Memphis, Tenn.-Ark.-Miss.	438,563	111	Bakersfield	115,167	197	Anderson, Ind.	57,246	282	Killeen-Temple, Tex.	31,563
35	New Orleans	402,209	112	Huntsville-Titusville-Cocoa, Fla.	112,063	198	Yakima	56,786	283	Provo-Orem, Utah	31,454
36	Rochester, N. Y.	400,247	113	Memphis	111,864	199	Biloxi-Gulfport	56,497	284	Rapid City, S. D.	30,366
37	Louisville, Ky.-Ind.	391,643	114	Lancaster	111,758	200	Poughkeepsie	56,473	285	Meridian, Miss.	29,854
38	Phoenix	381,321	115	Lexington-Fayette	111,661	201	Sheboygan	56,449	286	Portsmouth, Ohio	29,814
39	Providence-Warwick-Pawtucket (Official S.M.S.A.)	379,607	116	Stockton	111,553	202	Brocton (Official S.M.S.A.)	54,514	287	Clarksville, Tenn.	29,765
	Providence-Warwick-Pawtucket (county basis)	372,139	117	Utica-Rome	111,377		Brocton (county basis)	105,487	288	New Castle	29,002
40	Toledo, Ohio-Mich.	376,990	118	Lorain-Elyria	110,649	203	Fort Smith, Ark.-Okla.	54,296	289	Wichita Falls, Tex.	28,888
41	Riverside-San Bernardino-Ontario	368,190	119	Huntington-Ashland, W. Va.-Ky.-Ohio	108,522	204	Laredo	53,627	290	Gadsden	28,615
42	San Antonio	349,892	120	Beaumont-Port Arthur-Orange	107,895	205	Fall River (Official S.M.S.A.)	52,533	291	Jackson, Tenn.	28,494
43	Akron	342,546	121	Las Vegas	107,260	206	Petersburg-Colonial Heights-Hopewell	52,001	292	Longview, Tex.	28,429
44	Hartford (Official S.M.S.A.)	340,769	122	Lincoln	106,620	207	Bloomington-Normal, Ill.	51,871	293	Anniston, Ala.	28,393
	Hartford-New Britain-Bristol (county basis)	368,949	123	Erie	105,423	208	Albany, Ga.	51,617	294	Billings	28,169
45	Sacramento	319,169	124	Green Bay	104,489	209	Kokomo	51,348	295	Bloomington, Ind.	28,166
46	Oklahoma City	306,804	125	Cedar Rapids	104,350	210	Vineland-Millville-Bridgeton, N. J.	50,884	296	Richland-Kennewick, Wash.	28,117
47	Fort Lauderdale-Hollywood	306,656	126	Austin	104,179	211	Muskegon-Muskegon Heights	50,755	297	San Angelo, Tex.	28,069
48	Birmingham, Ala.	303,893	127	Johnstown, Pa.	103,218	212	Boise City, Idaho	50,655	298	Athens, Ga.	27,960
49	Nashville-Davidson	303,491	128	Rockford	102,427	213	Texarkana, Tex.-Ark.	50,414	299	Idaho Falls	27,457
50	Richmond, Va.	298,520	129	Saginaw	101,227	214	McAllen-Pharr-Edinburg	50,393	300	Iowa City, Iowa	27,010
	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	294,773	130	Santa Barbara-Santa Maria-Lompoc	100,267	215	Brownsville-Harlingen-San Benito, Tex.	50,204	301	Fond du Lac, Wis.	26,961
52	New Brunswick-Perth-Amboy, N. J.(1)	293,609	131	Montgomery	97,691	216	Elmira, N. Y.	49,294	302	Wausau, Wis.	26,692
53	Albany-Schenectady-Troy	292,618	132	Appleton-Oshkosh	97,646	217	Norwalk (Official S.M.S.A.)	49,223	303	Rome, Ga.	26,321
54	Albany-Bethlehem-Easton, Pa.-N. J.	289,516	133	Corpus Christi	96,227	218	La Crosse	48,743	304	Decatur, Ala.	25,896
55	Wilmington, Del.-N. J.-Md.	281,203	134	Pensacola	96,161	219	Steubenville-Weirton, Ohio-W. Va.	48,473	305	Columbia, Mo.	25,868
56	Northeast Pennsylvania	276,545	135	Shreveport	95,797	220	Lynchburg	47,889	306	Houma, La.	25,533
57	Gary-Hammond-East Chicago, Ind.(1)	263,491	136	New London-Norwich (Official S.M.S.A.)	95,779	221	Anchorage	47,520	307	Tuscaloosa, Ala.	25,129
58	Orlando	261,830		New London-Norwich (county basis)	78,542	222	Waterbury (Official S.M.S.A.)	47,497	308	Bowling Green, Ky.	24,711
59	Omaha, Neb.-Iowa	259,721	137	Duluth-Superior, Minn.-Wis.	78,542	223	Pittsfield (Official S.M.S.A.)	47,090	309	Medford, Ore.	24,455
60	Youngstown-Warren	246,775	138	Lubbock	95,602		Pittsfield (county basis)	50,689	310	Burlington, N. C.	23,997
61	Honolulu	245,502	139	Binghamton, N. Y.-Pa.	95,470	224	Danville, Va.	46,480	311	Marion, Ind.	23,228
62	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	236,829	140	Hamilton-Middletown, Ohio	89,880	225	Kankakee, Ill.	45,972	312	Hattiesburg, Miss.	22,912
	Springfield-Chicopee-Holyoke (county basis)	238,270	141	Roanoke	88,446	226	Fargo-Moorhead, N. D.-Minn.	45,379	313	Valdosta, Ga.	22,698
63	Charlotte-Gastonia, N. C.	235,640	142	Portland, Maine (Official S.M.S.A.)	87,545	227	Rochester, Minn.	44,927	314	Lewiston, Ida.	22,121
64	Greensboro-Winston-Salem-High Point, N. C.	233,323		Portland, Maine (county basis)	98,743	228	Kenosha	44,916	315	Missoula, Mont.	22,118
65	Salt Lake City-Ogden	232,961	143	Topeka	86,033	229	Rocky Mount, N. C.	44,847	316	Nashua (Official S.M.S.A.)	22,023
66	Syracuse	231,372	144	Kalamazoo-Portage	85,569	230	Sioux Falls, S. D.	44,823	317	Hot Springs, Ark.	21,538
67	Jacksonville, Fla.	229,778	145	Lima	84,928	231	Wilmington, N. C.	44,539	318	Bremerton, Wash.	20,839
68	Flint	225,109	146	Springfield, Mo.	84,137	232	Lake Charles, La.	44,503	319	Greeley, Colo.	20,830
69	Tulsa	222,143	147	Columbus, Ga.-Ala.	83,901	233	Richmond, Ind.	43,782	320	Enid, Okla.	20,329
70	Grand Rapids	209,006	148	Salinas-Seaside-Monterey, Calif.	83,460	234	Fayetteville-Springdale, Ark.	43,662	321	Fort Pierce, Fla.	19,409
71	Knoxville	207,906	149	Macon	83,265	235	Burlington, Vt. (county basis)	43,586	322	Midland, Texas	19,168
72	Lansing-East Lansing	206,299	150	Colorado Springs	81,336	236	Hagerstown, Md.	43,534	323	Victoria, Tex.	18,846
73	Greenville-Spartanburg, S. C.	190,209	151	Springfield, Ill.	81,278	237	Jamestown, N. Y.	43,310	324	Midland, Mich.	18,700
74	Paterson-Clifton-Passaic, N. J.(1)	188,798	152	Lowell (Official S.M.S.A.)	80,969	238	New Bedford (Official S.M.S.A.)	43,197	325	Fort Collins, Colo.	18,436
75	Fort Wayne	184,784	153	Ann Arbor	80,902		New Bedford-Fall River (county basis)	113,656	326	Sherman-Denison	18,411
76	Des Moines	184,466	154	Atlantic City	80,529	239	Eau Claire	42,885	327	Bryan-College Station, Tex.	17,979
77	Long Branch-Asbury Park, N. J.	178,735	155	Lakeland-Winter Haven, Fla.	80,199	240	Williamsport, Pa.	42,258	328	Manhattan, Kans.	16,931
78	Wichita	176,159	156	Kingsport-Bristol, Tenn.-Va.	79,648	241	Abilene, Tex.	42,251	329	Pocatello, Ida.	16,468
79	Davenport-Rock Island-Moline, Ia.-Ill.	174,484	157	Jackson, Miss.	79,094	242	St. Cloud, Minn.	42,141	330	Casper, Wyo.	15,591
			158	Vallejo-Fairfield-Napa, Calif.	78,030	243	Muncie	41,965	331	Santa Fe	15,389
			159	Fayetteville, N. C.	77,997	244	Danville, Ill.	41,314	332	Bristol (Official S.M.S.A.)	13,916
			160	Wheeling, W. Va.-Ohio	76,711	245	Florence, Ala.	41,269	333	Meriden (Official S.M.S.A.)	13,684
			161	Fort Myers, Fla.	76,621	246	Tyler, Tex.	41,251			
			162	Sioux City, Iowa-Neb.	76,493	247	Sandusky, Ohio	41,212			
						248	Odessa	41,073			

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U. S. TOTAL GENERAL MERCHANDISE STORE SALES—\$77,396,050(000)







State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# Metro Area Home Furnishing Store Sales, Rank

January 1, 1973 to January 1, 1974

Rank		(\$000)	Rank		(\$000)	Rank		(\$000)	Rank		(\$000)
1	New York, N. Y.-N. J.(*)	1,256,324	79	Canton	53,031	162	Fall River (Official S.M.S.A.)	25,549	251	St. Joseph, Mo.	12,432
2	Los Angeles-Long Beach	1,110,975	80	Honolulu	52,756	163	Daytona Beach	25,142	252	Burlington, N. C.	12,198
3	Chicago(*)	780,634	81	Wichita	51,477	164	Lima	24,916	253	Hagerstown, Md.	12,031
4	Detroit	550,860	82	New Brunswick-Perth Amboy-Sayreville, N. J.(*)	51,421	165	Lorain-Elyria	24,722	254	Panama City, Fla.	11,970
5	Philadelphia, Pa.-N. J.	510,257	83	Albuquerque	50,312	166	Lynchburg	22,665	255	Dubuque	11,929
6	San Francisco-Oakland	497,184	84	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	49,617	167	Johnstown, Pa.	22,120	256	Anniston, Ala.	11,786
7	Washington, D. C.-Md.-Va.	441,493		Springfield-Chicopee-Holyoke (county basis)	51,672	168	Springfield, Mo.	21,904	257	Danville, Ill.	11,778
8	Boston (Official S.M.S.A.)	331,543		Des Moines	49,582	169	Eugene-Springfield	21,781	258	Joplin, Mo.	11,708
	Boston-Lawrence-Haverhill-Lowell (county basis)	371,983		Stockton	49,562	170	Muskegon-Muskegon Heights	21,675	259	Sheboygan	11,570
9	Newark, N. J.(*)	306,613	85	Trenton	49,035	171	Asheville	21,331	260	Clarksville, Tenn.	11,481
10	Nassau-Suffolk, N. Y.(*)	302,564	86	Harrisburg	47,508	172	McAllen-Pharr-Edinburg, Tex.	21,190	261	Kenosha	11,433
11	St. Louis, Mo.-Ill.	276,706	87	Lansing-East Lansing	46,546	173	Springfield, Ill.	20,919	262	New Castle	11,427
12	Dallas-Fort Worth	269,292	88	Little Rock-North Little Rock	46,089	174	Parkersburg-Marietta, W. Va.-Ohio	20,873	263	Longview, Tex.	11,417
13	Houston	252,036	89	Long Branch-Asbury Park, N. J.	45,530	175	Salem, Ore.	20,788	264	Lafayette, La.	11,287
14	Miami	248,028	90	Beaumont-Port Arthur, Orange	45,319	176	Steubenville-Weirton, Ohio-W. Va.	20,624	265	Bloomington-Normal, Ill.	11,236
15	Cleveland	246,164	91	Chattanooga, Tenn.-Ga.	44,781	177	Hamilton-Middletown, Ohio	20,393	266	Wilmington, N. C.	11,218
16	Pittsburgh	242,018	92	Tucson	44,408	178	Anderson, Ind.	20,385	267	Odesa	11,179
17	Anaheim-Santa Ana-Garden Grove, Calif.	231,482	93	Peoria	44,200	179	Fort Myers, Fla.	20,374	268	Johnson City, Tenn.	11,149
18	Minneapolis-St. Paul, Minn.-Wis.	228,854	94	Tacoma	43,976	180	Green Bay	20,280	269	Columbia, Mo.	11,106
19	San Diego	211,074	95	Charleston, S. C.	43,971	181	Poughkeepsie	20,254	270	Pittsfield (Official S.M.S.A.)	11,070
20	Atlanta	205,112	96	Bakersfield	43,597	182	New Britain (Official S.M.S.A.)	20,241		Pittsfield (county basis)	15,998
21	Baltimore	201,754	97	Shreveport	43,445	183	Racine	19,908	271	Richland-Kennebec, Wash.	11,020
22	Tampa-St. Petersburg	191,442	98	Oxnard-Simi Valley-Ventura, Calif.	42,652	184	Atlantic City	19,761	272	Bremerton, Wash.	10,843
23	Cincinnati, Ohio-Ky.-Ind.	189,339	99	Baton Rouge	42,530	185	Springfield, Ohio	19,721	273	Hattiesburg, Miss.	10,769
24	San Jose	183,083	100	Davenport-Rock Island, Moline, Ia.-Ill.	42,311	186	Battle Creek	19,506	274	Dothan, Ala.	10,709
25	Milwaukee	174,845	101	Fort Wayne	41,460	187	Jamesstown, N. Y.	19,464	275	Marion, Ind.	10,568
26	Denver-Boulder	172,189	102	Newport News-Hampton	40,871	188	Waterloo-Cedar Falls	19,332	276	Hutchinson, Kans.	10,496
27	Riverside-San Bernardino-Ontario	153,917	103	Las Vegas	40,328	189	Reno	19,258	277	Pine Bluff, Ark.	10,406
28	Seattle-Everett	149,386	104	Las Vegas	40,328	190	Terre Haute	19,111	278	Manchester (Official S.M.S.A.)	10,348
29	Kansas City, Mo.-Kans.	148,257	105	Las Vegas	40,328	191	Vineland-Millville-Bridgeton, N. J.	19,094		Manchester-Nashua (county basis)	18,054
30	Buffalo	142,073	106	Las Vegas	40,328	192	Elkhart	19,003	279	Wausau, Wis.	10,250
31	Sacramento	141,739	107	Las Vegas	40,328	193	Norwalk (Official S.M.S.A.)	18,707	280	Great Falls, Mont.	10,229
32	Indianapolis	131,124	108	Las Vegas	40,328	194	Portland, Maine (Official S.M.S.A.)	18,688	281	Sherman-Denison	10,211
33	Columbus, Ohio	124,910	109	Las Vegas	40,328		Portland, Maine (county basis)	18,625	282	Portsmouth, Ohio	10,191
34	New Orleans	122,288	110	Las Vegas	40,328	195	Biloxi-Gulfport	18,674	283	Richmond, Ind.	10,162
35	Phoenix	119,340	111	Las Vegas	40,328	196	Tallahassee	18,578	284	Cumberland, Md.	10,069
36	Portland, Ore.-Wash.	114,697	112	Las Vegas	40,328	197	Fargo-Moorhead, N. D.-Minn.	17,993	285	Provo-Orem, Utah	10,025
37	Dayton	113,982	113	Las Vegas	40,328	198	Santa Cruz	17,916	286	Fort Collins, Colo.	10,024
38	Fort Lauderdale-Hollywood	112,291	114	Las Vegas	40,328	199	Muncie	17,632	287	Fond du Lac, Wis.	9,954
39	Salt Lake City-Ogden	108,823	115	Las Vegas	40,328	200	New Bedford (Official S.M.S.A.)	17,093	288	Bangor, Maine (county basis)	9,867
40	Louisville, Ky.-Ind.	103,769	116	Las Vegas	40,328		New Bedford-Fall River (county basis)	48,888	289	Clarksville, Tenn.	9,861
41	Rochester, N. Y.	103,375	117	Las Vegas	40,328	201	Galveston-Texas City	17,082	290	Bloomington, Ind.	9,839
42	Greensboro-Winston-Salem-High Point, N. C.	103,338	118	Las Vegas	40,328	202	Boise City, Idaho	16,800	291	Newark, Ohio	9,811
43	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	102,957	119	Las Vegas	40,328	203	Anderson, S. C.	16,620	292	Sandusky, Ohio	9,778
44	Memphis, Tenn.-Ark.-Miss.	102,341	120	Las Vegas	40,328	204	Tuscaloosa, Ala.	16,560	293	Nashua (Official S.M.S.A.)	9,773
45	Providence-Warwick-Pawtucket (Official S.M.S.A.)	101,339	121	Las Vegas	40,328	205	Champaign-Urbana-Rantoul	16,235	294	Paducah, Ky.	9,706
	Providence-Warwick-Pawtucket (county basis)	99,768	122	Las Vegas	40,328	206	Fort Smith, Ark.-Okla.	16,144	295	Meriden, Conn. (Official S.M.S.A.)	9,704
46	Birmingham, Ala.	99,631	123	Las Vegas	40,328	207	Decatur, Ill.	16,120	296	Charlottesville, Va.	9,659
47	Hartford (Official S.M.S.A.)	95,307	124	Las Vegas	40,328	208	Monroe, La.	15,981	297	Midland, Tex.	9,637
	Hartford-New Britain-Bristol (county basis)	115,148	125	Las Vegas	40,328	209	Abilene, Tex.	15,873	298	Eau Claire	9,535
48	Oklahoma City	92,656	126	Las Vegas	40,328	210	Janesville-Beloit	15,806	299	Grand Forks, N. D.	9,501
49	Nashville-Davidson	92,192	127	Las Vegas	40,328	211	Danbury (Official S.M.S.A.)	15,710	300	Watertown, N. Y.	9,432
50	Wilmington, Del.-N. J.-Md.	90,710	128	Las Vegas	40,328	212	Bay City, Mich.	15,566	301	Fitchburg-Leominster (Official S.M.S.A.)	9,311
51	Charlotte-Gastonia, N. C.	88,416	129	Las Vegas	40,328	213	Lincoln	15,508	302	Anchorage	9,303
52	Toledo, Ohio-Mich.	86,876	130	Las Vegas	40,328	214	Lebanon, Pa.	15,371	303	St. Cloud, Minn.	9,176
53	San Antonio	85,644	131	Las Vegas	40,328	215	Sioux City, Iowa-Meb.	15,371	304	Burlington, Vt. (county basis)	9,169
54	Jacksonville, Fla.	83,020	132	Las Vegas	40,328	216	Brownsville-Harlingen-San Benito, Tex.	15,279	305	Fort Pierce, Fla.	9,162
55	Grand Rapids	81,754	133	Las Vegas	40,328	217	Albany, Ga.	15,207	306	Decatur, Ala.	9,111
56	Orlando	81,167	134	Las Vegas	40,328	218	Wichita Falls, Tex.	15,145	307	Idaho Falls	8,738
57	West Palm Beach-Boca Raton	79,542	135	Las Vegas	40,328	219	Rocky Mount, N. C.	15,106	308	Athens, Ga.	8,559
58	Albany-Schenectady-Troy	78,350	136	Las Vegas	40,328	220	Mansfield	15,104	309	Medford, Ore.	8,520
59	Fresno	77,921	137	Las Vegas	40,328	221	Lawton	14,940	310	Enid, Okla.	8,464
60	Omaha, Neb.-Iowa	77,000	138	Las Vegas	40,328	222	Gainesville, Fla.	14,811	311	Quincy, Ill.	8,303
61	Gary-Hammond-East Chicago, Ind.(*)	74,502	139	Las Vegas	40,328	223	Lake Charles, La.	14,721	312	Rapid City, S. D.	8,270
62	Akron	74,021	140	Las Vegas	40,328	224	Killeen-Temple, Tex.	14,517	313	Iowa City, Iowa	8,256
63	Jersey City, N. J.(*)	72,754	141	Las Vegas	40,328	225	Jackson, Mich.	14,480	314	San Angelo, Tex.	8,226
64	Syracuse	72,190	142	Las Vegas	40,328	226	Laredo	14,466	315	Pocatello, Ida.	8,003
65	Flint	70,445	143	Las Vegas	40,328	227	Florence, S. C.	14,417	316	Midland, Mich.	7,907
66	Greenville-Spartanburg, S. C.	69,725	144	Las Vegas	40,328	228	Williamsport, Pa.	14,218	317	Bowling Green, Ky.	7,882
67	Tulsa	69,725	145	Las Vegas	40,328	229	Pueblo	14,166	318	Houma, La.	7,853
68	Allentown-Bethlehem-Easton, Pa.-N. J.	69,109	146	Las Vegas	40,328	230	Brookton (Official S.M.S.A.)	14,035	319	Victoria, Tex.	7,771
69	Richmond, Va.	66,919	147	Las Vegas	40,328		Brookton (county basis)	24,614	320	Santa Fe	7,694
70	Paterson-Clifton-Passaic, N. J.(*)	66,055	148	Las Vegas	40,328	231	Alexandria, La.	13,970	321	Lewiston, Ida.	7,676
71	Bridgeport (Official S.M.S.A.)	64,639	149	Las Vegas	40,328	232	La Crosse	13,953	322	Danville, Va.	7,589
	Bridgeport-Stamford-Norwalk (county basis)	108,988	150	Las Vegas	40,328	233	Altoona	13,832	323	Meridian, Miss.	7,402
72	Northeast Pennsylvania	58,478	151	Las Vegas	40,328	234	Petersburg-Colonial Heights-Hopewell	13,820	324	Greeley, Colo.	7,005
73	Kankakee, Ill.	58,459	152	Las Vegas	40,328	235	Rochester, Minn.	13,651	325	Bellingham, Wash.	6,927
74	Knoxville	57,312	153	Las Vegas	40,328	236	Owensboro	13,352	326	Missoula, Mont.	6,873
75	New Haven-West Haven (Official S.M.S.A.)	57,127	154	Las Vegas	40,328	237	Yakima	13,226	327	Lewiston-Auburn (Official S.M.S.A.)	6,872
	New Haven-West Haven-Waterbury-Meriden (county basis)	115,751	155	Las Vegas	40,328	238	Fayetteville-Springdale, Ark.	13,205		Lewiston-Auburn (county basis)	7,297
76	El Paso	55,231	156	Las Vegas	40,328	239	Elmira, N. Y.	12,989	328	Valdosta, Ga.	6,675
77	Raleigh-Durham	54,570	157	Las Vegas	40,328	240	Lafayette-West Lafayette, Ind.	12,935	329	Hot Springs, Ark.	6,635
78	Youngstown-Warren	54,078	158	Las Vegas	40,328	241	Texasarkana, Tex.-Ark.	12,910	330	Salina, Kans.	6,340
			159	Las Vegas	40,328	242	Sioux Falls, S. D.	12,896	331	Bryan-College Station, Tex.	4,881
			160	Las Vegas	40,328	243	Sioux Falls, S. D.	12,706	332	Casper, Wyo.	4,503
			161	Las Vegas	40,328	244	Lowell (Official S.M.S.A.)	12,694	333	Manhattan, Kans.	4,362
						245	Clarksburg, W. Va.	12,609		Total Metro Areas	19,786,364
						246	Kokomo	12,574		(*) New York-Northeastern N. J. Consolidated Area	2,055,731
						247	Billings	12,523		(*) Chicago, Ill.-Northwestern Ind. Consolidated Area	855,136
						248	Rome, Ga.	12,466			
						249	Gadsden	12,450			
						250	Bristol (Official S.M.S.A.)	12,438			

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## U. S. TOTAL HOME FURNISHINGS STORE SALES—\$24,129,476(000)



# Metro Area Automotive Store Sales, Rank

METRO DATA

January 1, 1973 to January 1, 1974

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	
1	Los Angeles-Leng Beach	4,356,118	79	Tucson	224,704	163	Hamilton-Middletown, Ohio	101,151
2	Chicago(?)	3,220,438	80	Chattanooga, Tenn.-Ga.	223,934	164	Reno	100,944
3	Detroit	2,732,764	81	Long Branch-Asbury Park, N. J.	222,849	165	Battle Creek	99,764
4	New York, N. Y.-N. J.(1)	2,405,133	82	New Brunswick-Perth Amboy-Sayreville, N. J.(1)	221,845	166	Springfield, Mo.	99,635
5	Philadelphia, Pa.-N. J.	2,217,543	83	Oxnard-Simi Valley-Ventura, Calif.	215,453	167	Savannah	98,461
6	San Francisco-Oakland	1,745,236	84	Baton Rouge	214,646	168	Waterbury (Official S.M.S.A.)	97,228
7	Washington, D. C.-Md.-Va.	1,622,844	85	Beaumont-Port Arthur-Orange	214,335	169	Norwalk (Official S.M.S.A.)	96,443
8	Dallas-Fort Worth	1,275,307	86	Knoxville	213,330	170	Abilene, Tex.	94,452
9	Houston	1,232,618	87	Raleigh-Durham	212,739	172	Muskegon-Muskegon Heights	92,666
10	Boston (Official S.M.S.A.)	1,421,952	88	Canton	211,603	173	Springfield, Ohio	91,017
	Boston-Lawrence-Haverhill-Lowell (county basis)	1,411,692	89	Fort Wayne	208,540	174	Springfield, Ill.	89,489
11	Cleveland	1,130,474	90	Austin	196,756	175	Galveston-Texas City	89,158
12	St. Louis, Mo.-Ill.	1,078,412	91	Tacoma	193,779	176	Fort Smith, Ark.-Okla.	88,319
13	Nassau-Suffolk, N. Y.(1)	1,044,733	92	Peoria	193,106	177	Elkhart	86,799
14	Newark, N. J.(1)	1,044,733	93	Davenport-Rock Island-Moline, Ia.-Ill.	189,842	178	Waco	85,522
15	Pittsburgh	1,028,090	94	Las Vegas	188,749	179	Odessa	83,294
16	Atlanta	1,013,417	95	El Paso	187,846	180	Decatur, Ill.	82,838
17	Minneapolis-St. Paul, Minn.-Wis.	911,532	96	Des Moines	185,198	181	Fort Myers, Fla.	82,398
18	Anaheim-Santa Ana-Garden Grove, Calif.	885,432	97	Bakersfield	182,525	182	Waterloo-Cedar Falls	82,017
19	Tampa-St. Petersburg	876,738	98	Columbia, S. C.	179,441	183	Lincoln	81,772
20	Miami	847,855	99	Jersey City, N. J.(1)	178,639	184	Champaign-Urbana-Rantoul	81,560
21	Baltimore	789,334	100	Stockton	178,265	185	Portland, Maine (Official S.M.S.A.)	81,525
22	San Diego	774,247	101	Bridgeport (Official S.M.S.A.)	176,910		Portland, Maine (county basis)	102,282
23	Seattle-Everett	773,706		Bridgeport-Stamford-Norwalk (county basis)	402,782	186	Tallahassee	81,398
24	Kansas City, Mo.-Kans.	761,764	102	New Haven-West Haven (Official S.M.S.A.)	176,734	187	McAllen-Pharr-Edinburg, Tex.	80,739
25	Denver-Boulder	755,161		New Haven-West Haven-Waterbury-Meridan (county basis)	358,876	188	Killeen-Temple, Tex.	80,136
26	Cincinnati, Ohio-Ky.-Ind.	697,458	103	Shreveport	173,699	189	Biloxi-Gulfport	80,026
27	Milwaukee	679,166	104	Worcester (Official S.M.S.A.)	170,274	190	Poughkeepsie	79,965
28	San Jose	673,856		Worcester-Fitchburg-Leominster (county basis)	252,967	191	Green Bay	78,048
29	Indianapolis	654,634	105	Trenton	169,564	192	Green Rapids	77,374
30	Phoenix	640,270	106	Lancaster	168,763	193	Wheeling, W. Va.-Ohio	76,458
31	Portland, Ore.-Wash.	639,906	107	Newport News-Hampton	164,927	194	Atlantic City	76,450
32	Riverside-San Bernardino-Ontario	633,219	108	Corpus Christi	163,760	195	Jamestown, N. Y.	76,375
33	Columbus, Ohio	556,472	109	Spokane	161,860	196	Jackson, Mich.	75,700
34	Buffalo	532,291	110	Mobile	158,303	197	Boise City, Idaho	72,570
35	Sacramento	532,291	111	York, Pa.	157,456	198	Manchester (Official S.M.S.A.)	72,566
36	Rochester, N. Y.	506,929	112	Charleston, S. C.	156,969		Manchester-Nashua (county basis)	114,563
37	Memphis, Tenn.-Ark.-Miss.	500,447	113	Pensacola	155,622	199	Lynchburg	72,154
38	Fort Lauderdale-Hollywood	476,171	114	Binghamton, N. Y.-Pa.	155,385	200	Bangor, Maine (county basis)	71,299
39	Dayton	471,271	115	South Bend	154,422	201	Lowell (Official S.M.S.A.)	70,881
40	Louisville, Ky.-Ind.	456,493	116	Melbourne-Titusville-Cocoa, Fla.	154,194	202	Anderson, Ind.	70,270
41	Oklahoma City	456,024	117	Huntsville	154,058	203	Yakima	69,490
42	San Antonio	443,412	118	Lakeland-Winterhaven, Fla.	152,308	204	Monroe, La.	69,323
43	Jacksonville, Fla.	434,934	119	Ann Arbor	151,143	205	Racine	69,161
44	Toledo, Ohio-Mich.	427,634	120	Reading	150,181	206	Texarkana, Tex.-Ark.	68,871
45	Orlando	406,319	121	Augusta, Ga.-S. C.	149,129	207	Anchorage	68,567
46	Birmingham, Ala.	405,669	122	Columbus, Ga.-Ala.	149,101	208	Mansfield	68,179
47	Nashville-Davidson	405,302	123	Madison	148,801	209	New Britain (Official S.M.S.A.)	68,120
48	Providence-Warwick-Pawtucket (Official S.M.S.A.)	400,336	124	Lexington-Fayette	142,819	210	Fargo-Moorhead, N. D.-Minn.	68,017
	Providence-Warwick-Pawtucket (county basis)	404,676	125	Kingsport-Bristol, Tenn.-Va.	141,969	211	Santa Cruz	68,006
49	Hartford (Official S.M.S.A.)	393,116	126	Eugene-Springfield	141,963	212	Longview, Tex.	67,472
	Hartford-New Britain-Bristol (county basis)	446,732	127	Rockford	141,636	213	Gainesville, Fla.	66,845
50	New Orleans	389,140	128	Lubbock	141,568	214	Altoona	65,946
51	Salt Lake City-Ogden	382,865	129	Kalamazoo-Portage	140,500	215	Brockton (Official S.M.S.A.)	65,187
52	Greensboro-Winston-Salem-High Point, N. C.	373,447	130	Utica-Rome	138,243		Brockton (county basis)	123,401
53	Akron	351,711	131	Vallejo-Fairfield-Napa, Calif.	136,968	216	Parkersburg-Marietta, W. Va.-Ohio	65,116
54	Albany-Schenectady-Troy	346,503	132	Charleston, W. Va.	135,994	217	Danbury (Official S.M.S.A.)	62,662
55	Norfolk-Virginia Beach-Portsmouth, Va.-N. C.	339,811	133	Daytona Beach	135,962	218	Williamsport, Pa.	62,346
56	Grand Rapids	335,652	134	Montgomery	135,495	219	Fayetteville-Springdale, Ark.	62,204
57	Charlotte-Gastonia, N. C.	325,774	135	Jackson, Miss.	134,715	220	Bay City, Mich.	61,923
58	Flint	319,103	136	Macon	134,472	221	Janesville-Beloit	61,857
59	Richmond, Va.	313,171	137	Santa Barbara-Santa Maria-Lompoc	132,587	222	Anderson, S. C.	61,748
60	Tulsa	305,069	138	Evansville, Ind.-Ky.	132,399	223	Vineland-Mill-Bridgeton, N. J.	61,384
61	Syracuse	303,551	139	Santa Rosa	130,595	224	Lake Charles, La.	61,052
62	Wilmington, Del.-N. J.-Md.	290,381	140	Erie	129,769	225	Panama City, Fla.	60,869
63	Gary-Hammond-East Chicago(?)	280,489	141	Huntington-Ashland, W. Va.-Ky.-Ohio	129,429	226	Billings	60,861
64	Lansing-East Lansing	279,609	142	Modesto	128,950	227	Lawton	59,692
65	Youngstown-Warren	272,534	143	Colorado Springs	128,452	228	Steubenville-Weirton, Ohio-W. Va.	59,034
66	Wichita	270,072	144	Salinas-Seaside-Monterey, Calif.	127,989	229	Sioux City, Iowa-Neb.	58,896
67	Omaha, Neb.-Iowa	261,189	145	Amarillo	127,853	230	Newark, Ohio	58,714
68	Allentown-Bethlehem-Easton, Pa. N. J.	260,220	146	Stamford (Official S.M.S.A.)	127,537	231	Brownsville-Harlingen-San Benito, Tex.	58,378
69	West Palm Beach-Boca Raton	252,858	147	Wichita Falls, Tex.	123,686	232	Petersburg-Colonial Heights, Hopewell	57,284
70	Little Rock-North Little Rock	243,422	148	New London-Norwich (Official S.M.S.A.)	122,758	233	Pueblo	56,868
71	Fresno	241,507		New London-Norwich (county basis)	111,126	234	Gadsden	55,855
72	Springfield-Chicopee-Holyoke (Official S.M.S.A.)	236,373	149	Saginaw	117,824	235	Great Falls, Mont.	55,679
	Springfield-Chicopee-Holyoke (county basis)	242,750	150	Visalia, Calif.	115,698	236	Sioux Falls, S. D.	54,989
73	Honolulu	235,549	151	Appleton-Oshkosh	114,211	237	Albany, Ga.	54,927
74	Greenville-Spartanburg, S. C.	235,076	152	Johnstown, Pa.	113,484	238	Tyler, Tex.	54,503
75	Harrisburg	234,238	153	Duluth-Superior, Minn.-Wis.	113,275	239	Alexandria, La.	54,399
76	Albuquerque	230,436	154	Lima	112,867	240	Medford, Ore.	54,024
77	Paterson-Clifton-Passaic, N. J.(1)	230,336	155	Lorain-Elyria	112,159	241	Fort Pierce, Fla.	53,972
78	Northeast Pennsylvania	228,487	156	Terre Haute	111,311	242	Nashua (Official S.M.S.A.)	53,631
			157	Salem, Ore.	110,596	243	Sherman-Denison	53,620
			158	Fayetteville, N. C.	109,430	244	Muncie	53,332
			159	Sarasota	108,343	245	Florence, S. C.	53,179
			160	Topeka	107,939	246	Marion, Ind.	52,791
			161	Roanoke	106,359	247	Florence, Ala.	52,758
			162	Lawrence-Haverhill (Official S.M.S.A.)	101,950	248	Joplin, Mo.	52,553
						249	Fort Collins, Colo.	52,411
						250	Elmira, N. Y.	52,202
						251	Lafayette, La.	51,941
252	Lafayette-West Lafayette, Ind.	51,602						
253	St. Joseph, Mo.	51,559						
254	Midland, Tex.	51,533						
255	Kankakee, Ill.	51,340						
256	Fall River (Official S.M.S.A.)	51,036						
257	Lebanon, Pa.	50,763						
258	Johnson City, Tenn.	50,705						
259	Kokomo	50,590						
260	Danville, Ill.	50,453						
261	Fond du Lac, Wis.	50,222						
262	Lewiston-Auburn (Official S.M.S.A.)	49,640						
	Lewiston-Auburn (county basis)	52,559						
263	Wilmington, N. C.	49,436						
264	Tuscaloosa, Ala.	48,939						
265	Burlington, N. C.	48,793						
266	New Castle	48,754						
267	San Angelo, Tex.	48,682						
268	New Bedford (Official S.M.S.A.)	48,223						
	New Bedford-Fall River (county basis)	154,356						
269	Anniston, Ala.	48,206						
270	Bloomington-Normal, Ill.	47,854						
271	Paducah, Ky.	47,640						
272	Danville, Va.	47,495						
273	Idaho Falls	47,193						
274	St. Cloud, Minn.	46,915						
275	Pine Bluff, Ark.	46,674						
276	Hagerstown, Md.	46,077						
277	Richmond, Ind.	45,474						
278	Pittsfield (Official S.M.S.A.)	45,069						
	Pittsfield (county basis)	64,168						
279	Rapid City, S. D.	44,972						
280	Burlington, Vt. (county basis)	44,949						
281	Watertown, N. Y.	44,341						
282	Missoula, Mont.	44,216						
283	Hutchinson, Kans.	44,098						
284	Rochester, Minn.	43,558						
285	Portsmouth, Ohio	43,381						
286	Bloomington, Ind.	43,333						
287	Greeley, Colo.	43,140						
288	Rocky Mount, N. C.	43,102						
289	Richland-Kennewick, Wash.	42,545						























**Provo-Orem, Utah.**  
KEYY, Provo  
KFMC (FM), Provo  
K1AX, Provo  
\*KONI, Spanish Fork  
KOVU, Provo

**Pueblo, Colo.**  
KAPI, Pueblo  
KCSA, Pueblo  
KDZA, Pueblo  
KFEL, Pueblo  
KHAM, Pueblo  
KPUB, Pueblo  
KVMN (FM), Pueblo

**Quincy, Ill.**  
\*WGM, Quincy  
\*WTD, Quincy

**Rocine, Wis.**  
WFNY (FM), Racine  
\*W1AC, Racine  
W1AN, Racine  
\*W1KR (FM), Racine

**Roleigh-Durham, N. C.**  
WAKS, Fuquay-Varina

WCHL, Chapel Hill  
WDBS (FM), Durham  
\*WDCG, Durham  
\*W1NC, Durham  
WETC, Wendell  
WKBQ, Garner  
\*W1IX, Raleigh  
WLE, Raleigh  
\*W1PR (FM), Raleigh  
W1AL (FM), Raleigh  
W1NC, Raleigh  
W1SC, Durham  
W1SB, Durham  
W1TC, Durham  
W1NA, Raleigh  
\*W1YD (FM), Raleigh

**Rapid City, S. D.**  
K1TM, Rapid City  
K1KL, Rapid City  
KOTA, Rapid City  
K1SD, Rapid City

**Reading, Pa.**  
WBYO (FM), Boyertown  
WBEU, Reading  
W1MB, Reading  
W1AW, Reading  
W1FY (FM), Reading

**Reno, Nev.**  
KBET, Reno  
KCBN, Reno  
KCRJ, Reno  
KGLR (FM), Reno  
KNEV (FM), Reno  
KOHY, Reno  
KOH, Reno  
KOLQ, Reno  
KONE, Reno  
KSRN (FM), Reno  
KWLL, Reno

**Richland-Kennewick, Wash.**  
KALE, Richland  
KARY, Prosser  
\*KONA, Kennewick-Pasco-Richland  
\*KORD, Pasco  
KOTY, Kennewick

**Richmond, Ind.**  
\*WHON, Centerville  
\*W1RV, Richmond  
\*W1LK (FM), Richmond

**Richmond, Va.**  
WANT, Richmond  
W1YL (FM), Richmond  
WEET, Richmond  
WENZ, Highland Springs  
WZS (FM), Richmond  
WGOE, Richmond  
W1KI, Chester  
\*W1VE, Ashland  
W1EE, Richmond  
W1GM, Richmond  
\*W1NL, Richmond  
\*W1VA, Richmond  
W1VQ (FM), Richmond  
\*W1XL (FM), Richmond  
\*W1VR, Richmond  
W1GI, Richmond

**Riverside-San Bernardino-Ontario, Calif.**  
\*KACE, Riverside  
\*KAVR, Apple Valley  
KBB (FM), Riverside  
KBN, San Bernardino  
\*KCAV, Redlands  
\*KCHV, Coachella  
KCN, Victorville  
KCKC, San Bernardino  
KCMJ, Palm Springs  
\*KCS, Palm Springs  
\*KDDH, Twentynine Palms  
KDUO (FM), Riverside  
KFXM, San Bernardino  
KGYU, Palm Desert  
\*KHSJ, Hemet

K1OT, Barstow  
KMKN, San Bernardino  
KOLA (FM), San Bernardino  
K1AO, Riverside  
KPSI, Palm Springs  
\*KQYN (FM), Twentynine Palms  
KHEL, Corona  
KHEO, Indio  
KSSF, Needles  
\*KSOO, Ontario  
KTOT, Big Bear Lake  
KWTC, Barstow  
\*KWXY, Cathedral City  
KYOR, Blythe

**Roanoke, Va.**  
WBLU, Salem  
W1AR, Roanoke  
\*W1LM (FM), Salem  
W1KA, Vinton  
W1RG (FM), Roanoke  
W1PR (FM), Roanoke  
\*W1RS, Roanoke  
W1O, Roanoke  
\*W1ZC, Roanoke  
\*W1SLQ (FM)-Roanoke  
W1OY, Roanoke

**Rochester, Minn.**  
KNXR (FM), Rochester  
KOLM, Rochester  
\*K1OC, Rochester  
\*K1WH, Rochester  
\*K1WVK, Rochester

**Rochester, N. Y.**  
WACK, Newark, N. Y.  
WADD, Brockport  
WAXC, Rochester  
\*W1BF, Rochester  
W1PB (FM), Rochester  
\*W1CG, Canandaigua  
W1CM (FM), Rochester  
\*W1KX, Rochester  
W1ZC (FM), Rochester  
W1NA, Raleigh  
\*W1YD (FM), Raleigh

**Rockford, Ill.**  
WKWI (FM), Belvidere  
\*W1LV, Loves Park  
\*W1RO, Rockford  
W1HR, Rockford  
W1RW (FM), Rockford  
\*W1FE, Rockford  
\*W1ZK (FM), Rockford

**Rocky Mount, N. C.**  
WECB, Rocky Mount  
\*W1CS, Tarboro  
\*W1ED, Rocky Mount  
W1MA (FM), Rocky Mount  
WRMT, Rocky Mount

**Rome, Ga.**  
W1YN, Rome  
W1AQ, Rome  
W1GA, Rome  
\*W1ROM, Rome

**Sacramento, Calif.**  
KAFI (FM), Auburn  
KAHL, Auburn  
K1RA, Sacramento  
K1TC, Sacramento  
K1PW (FM), Sacramento  
KEZS (FM), Sacramento  
\*K1PB, Sacramento  
K1MS, Sacramento  
K1RY, Sacramento  
\*K1NE, Sacramento  
\*K1PI (FM), Roseville  
\*K1PO, Roseville  
K1LAK, Sacramento  
K1OY, Sacramento  
K1SM (FM), Woodland  
\*K1KO (FM), Sacramento  
K1ZP (FM), Sacramento

**Saginaw, Mich.**  
\*W1GR (FM), Bay City  
\*W1KC (FM), Saginaw  
W1KN, Saginaw  
\*W1BM (FM), Saginaw  
\*W1SG, Saginaw  
\*W1TAC, Flint  
W1WS (FM), Saginaw

**St. Cloud, Minn.**  
K1AM, Albany  
\*K1AM, St. Cloud  
\*W1ON, St. Cloud  
W1VAL, Sauk Rapids  
\*W1W (FM), St. Cloud

**St. Joseph, Mo.**  
KFEQ (FM), St. Joseph  
K1JO, St. Joseph  
\*K1ST (FM), St. Joseph  
\*K1SN, St. Joseph

**St. Louis, Mo.-Ill.**  
KADI (FM), St. Louis  
KATZ, St. Louis  
K1FM (FM), St. Louis  
KEZK (FM), St. Louis  
\*K1MS (FM), St. Louis  
K1AD, Desoto  
\*K1RL, St. Charles  
K1CF, Festus  
K1SS (FM), St. Louis  
\*K1LP, Union  
\*K1MO, St. Louis  
K1SD, St. Louis  
K1SE (FM), Crestwood  
K1SLQ (FM), St. Louis  
K1TL, St. Louis  
K1UI, Sullivan  
K1EN, St. Louis-Festus  
K1XL, Clayton  
K1OY, St. Louis  
W1CB (FM), Columbia, Ill.  
W1SE, E. St. Louis, Ill.  
W1V, St. Louis  
\*W1GN, Granite City, Ill.  
W1BV, Belleville, Ill.  
\*W1L, St. Louis  
W1NU, Highland, Ill.  
W1RY (FM), East St. Louis, Ill.  
\*W1KZ, Alton, Ill.  
\*W1RTH, Alton, Ill.

**Salem, Ore.**  
K1ZY, Salem  
K1OY, Salem  
K1GA, Salem  
K1OR (FM), Salem  
K1OW, Dallas  
\*K1SL, Salem  
K1WC, Woodburn

**Salina, Kan.**  
K1PM, Salina  
K1NA, Salina  
K1SA, Salina  
K1SK (FM), Salina

**Salinus-Seaside-Monterey, Calif.**  
K1YV, Salinas  
K1ON, Salinas  
K1DD, Monterey  
K1RB (FM), Carmel  
K1MY, Monterey  
K1RK, Carmel  
K1ML, Carmel  
\*K1SA, Salinas  
K1SB (FM), Salinas  
K1OM, Salinas  
K1WV, Monterey  
K1WY (FM), Salinas  
K1ZC (FM), Seaside, Calif.

**Salt Lake City-Ogden, Utah**  
\*K1LL, Salt Lake City  
K1NN, Ogden  
\*K1PY, Salt Lake City  
K1YL, Tooele  
K1AT, Centerville  
K1LO, Ogden  
\*K1UB, Salt Lake City  
K1OR, Murray  
K1NAK, Salt Lake City  
K1PD (FM), Ogden  
K1GO, Salt Lake City  
\*K1SP, Salt Lake City  
\*K1SL, Salt Lake City  
\*K1OP, Salt Lake City  
K1SV, Ogden  
K1SX, Salt Lake City  
K1VO, Ogden  
\*K1WI, Salt Lake City

**San Angelo, Tex.**  
K1GL, San Angelo  
\*K1XY, San Angelo  
K1EP, San Angelo  
K1NF (FM), San Angelo  
K1EO, San Angelo  
K1WL (FM), San Angelo

**San Antonio, Tex.**  
K1PE, San Antonio  
\*K1BE, San Antonio  
\*K1UC, San Antonio  
\*K1OR, San Antonio  
K1DRY, Alamo Heights  
K1DA, San Antonio  
K1EZ (FM), San Antonio  
\*K1EX (FM), San Antonio  
\*K1GK, San Antonio  
\*K1GN, New Braunfels  
K1SS (FM), San Antonio  
\*K1TE, Terrell Hills  
K1TY, San Antonio  
K1SB, San Antonio  
K1MAC, San Antonio  
K1MF (FM), San Antonio  
\*K1NB (FM), New Braunfels  
K1NO, San Antonio  
\*K1QT (FM), San Antonio  
\*K1TF (FM), San Antonio  
K1SA, San Antonio  
K1KA, San Antonio  
\*K1WD, Seguin  
W1AT, San Antonio  
X1ERS (FM), Tijuana, Mex.  
X1HS (FM), Tijuana, Mex.

**San Diego, Calif.**  
K1RL (FM), Carlsbad, Calif.  
K1CJ, San Diego  
K1DE, El Cajon  
K1DG (FM), San Diego  
K1EZ (FM), San Diego  
\*K1MI, San Diego  
K1FD (FM), San Diego  
\*K1GP, San Diego  
K1IT (FM), San Diego  
K1LD, San Diego  
\*K1ML, Vistr  
K1GO, San Diego  
\*K1OV, Escondido  
\*K1OZ (FM), San Diego  
K1PH (FM), San Diego  
\*K1SD, San Diego  
\*K1SE (FM), San Diego  
\*K1SN, San Diego  
\*K1UD, Oceanside  
K1YX (FM), San Diego  
X1EB, Tijuana, Mex.  
X1EM, Tijuana, Mex.  
X1MO, Tijuana, Mex.  
X1EP, Tijuana, Mex.  
\*X1TC, Tijuana, Mex.  
X1HS (FM), Tijuana, Mex.  
X1OL (FM), Tijuana, Mex.

**Sandusky, Ohio**  
\*W1LE, Sandusky

**San Francisco-Oakland, Calif.**  
\*K1BL, Oakland  
K1BG (FM), San Francisco  
\*K1CS, San Francisco  
\*K1DF (FM), San Francisco  
K1DF (FM), Walnut Creek  
K1DJ, Oakland  
K1EA, San Francisco  
K1FM (FM), Fremont  
K1FO, San Francisco  
\*K1FC, San Francisco  
\*K1GO, San Francisco  
\*K1BE, Palo Alto  
\*K1OI (FM), San Francisco  
\*K1QI-San Francisco  
K1AJ (FM), Alameda  
K1KJ, Livermore  
\*K1HL, San Francisco  
K1IS, Pittsburg  
K1MP (FM), San Francisco  
\*K1NR, San Francisco  
K1NEV, Oakland  
K1OY, San Mateo  
\*K1RE, Berkeley  
K1RN (FM), San Francisco  
K1SN (FM), San Francisco  
\*K1SP, San Francisco  
\*K1SE (FM), San Francisco  
K1SO (FM), San Mateo  
\*K1TM, San Rafael  
K1UN, Concord  
\*K1YA, San Francisco

**San Jose, Calif.**  
K1RA (FM), Santa Clara  
K1ZA, Gilroy  
K1BY (FM), San Jose  
K1EN, San Jose  
K1GL, Santa Clara  
K1ZF (FM), San Jose  
K1HE, Palo Alto  
K1LV, San Jose  
K1OK, San Jose  
K1OM (FM), San Jose  
K1PN (FM), Los Altos  
K1IO (FM), San Jose  
K1SD (FM), Gilroy  
K1RX, San Jose

**Santa Barbara-Santa Maria-Lompoc, Calif.**  
K1CY, Oxnard-Ventura  
\*K1DB, Santa Barbara  
K1ST, Santa Barbara  
K1KO, Santa Barbara  
K1KOK, Lompoc  
\*K1OM, Lompoc  
K1NEZ, Lompoc  
K1RZ (FM), Santa Barbara  
K1SE, Santa Maria  
\*K1SM, Santa Maria  
K1JRB, Santa Maria  
\*K1EM, Spokane  
K1SP, Spokane  
K1UDY, Spokane  
\*K1LY, Spokane  
\*K1XR, Spokane  
\*K1ZU, Opportunity

**Santa Cruz, Calif.**  
K1OMY, Watsonville  
\*K1SCO, Santa Cruz

**Santa Fe, N. M.**  
\*K1AF, Santa Fe  
K1SM (FM), Santa Fe  
K1RC, Santa Fe  
K1SF, Santa Fe

**Santa Rosa, Calif.**  
K1PL, Santa Rosa  
K1RO, Santa Rosa  
K1OB, Petaluma  
K1RE, Santa Rosa  
K1ZST (FM), Santa Rosa

**Sarasota, Fla.**  
W1AM, Venice  
\*W1BR, Bradenton  
\*W1DUV (FM), Bradenton  
W1EG, Englewood  
W1KY, Sarasota  
W1SA, Sarasota  
\*W1QXM (FM), Clearwater  
\*W1QSR (FM), Sarasota  
\*W1SP, Sarasota  
W1RL, Bradenton  
W1ND, Sarasota

**Savannah, Ga.**  
\*W1EA, Savannah  
W1CL (FM), Savannah  
W1MT, Garden City  
W1QT, Savannah  
W1SA, Savannah  
W1GA, Savannah  
W1SG (FM), Savannah  
W1OK, Savannah  
\*W1TC, Savannah  
W1LM (FM), Savannah  
W1ZAT, Savannah

**Seattle-Everett, Wash.**  
K1AS, Auburn  
K1AY, Seattle  
\*K1EB, Bellevue  
\*K1BI (FM), Edmonds  
\*K1BL, Seattle  
\*K1ET (FM), Seattle  
K1EZ (FM), Seattle  
\*K1GD, Edmonds  
\*K1NG, Seattle  
K1SW (FM), Seattle  
\*K1XJ, Seattle  
\*K1OL, Seattle  
K1MO, Seattle  
K1QJ, Seattle  
K1RK, Everett  
\*K1TW, Seattle  
K1UR, Mountlake Terrace  
K1UU, Seattle  
\*K1ST, Seattle  
K1WY, Everett  
K1XA, Seattle  
\*K1YAC, Seattle  
\*K1ZOK (FM), Seattle

**Sheboygan, Wis.**  
\*W1IB, Sheboygan  
W1TS, Sheboygan  
W1PY, Plymouth

**Sherman-Denison, Tex.**  
\*K1DS, Sherman  
K1RR, Sherman  
K1SH (FM), Sherman  
K1TX, Sherman

**Shreveport, La.**  
\*K1BL, Shreveport  
K1DJ, Shreveport  
\*K1EB, Shreveport  
K1OR, Shreveport  
\*K1MB (FM), Shreveport  
K1CB, Vivian  
K1KA, Shreveport  
K1RM, Shreveport  
\*K1RO (FM), Shreveport  
K1AL (FM), Shreveport  
\*K1WK, Shreveport

**Sioux City, Iowa-Neb.**  
K1CM, Sioux City  
K1CV (FM), Sioux City  
K1MN, Sioux City  
K1SJ, Sioux City  
K1RI, Sioux City

**Sioux Falls, S. D.**  
\*K1CF, Sioux Falls  
\*K1EO, Sioux Falls  
K1SD, Sioux Falls  
K1SO, Sioux Falls  
K1RB, Sioux Falls

**South Bend, Ind.**  
W1HE (FM), South Bend  
\*W1VA, South Bend  
\*W1NDU, South Bend  
\*W1SST, South Bend  
\*W1TCA, Plymouth

**Spokane, Wash.**  
\*K1CF, Spokane  
\*K1EZE, Spokane  
K1GA, Spokane  
\*K1IJ, Spokane  
K1JRB, Spokane  
\*K1EM, Spokane  
K1SP, Spokane  
K1UDY, Spokane  
\*K1LY, Spokane  
\*K1XR, Spokane  
\*K1ZU, Opportunity

**Springfield, Ill.**  
K1US, Springfield  
W1MS (FM), Springfield  
W1AA, Springfield  
\*W1TAX (FM), Springfield  
W1YK, Springfield

**Springfield-Chicopee-Holyoke, Mass.**  
W1AC, Chicopee  
W1AQ (FM), Springfield  
W1RE, Ware  
W1DEW, Westfield  
\*W1MP, Northampton  
W1HY (FM), Springfield  
\*W1YN, Springfield  
W1AS, Springfield  
W1RE, Holyoke  
W1SP, Springfield  
W1TT, Amherst  
W1TL, West Springfield  
W1YM, East Longmeadow

**Springfield, Mo.**  
K1UG, Springfield  
K1GB, Springfield  
K1CK, Springfield  
K1TS, Springfield  
K1TX (FM), Springfield  
K1WF (FM), Springfield  
\*K1WTO, Springfield

**Springfield, Ohio**  
\*W1LY, Springfield  
W1OM (FM), Urbana  
W1ZE, Springfield

**Steubenville-Weirton, Ohio-W. Va.**  
W1HR, Weirton, W. Va.  
\*W1FN, Findlay, Ohio  
\*W1IMQ, Findlay, Ohio  
W1LT, Steubenville, Ohio  
\*W1RK, Steubenville  
\*W1ST, Steubenville, Ohio

**Stockton, Calif.**  
\*K1JO, Stockton  
K1RT (FM), Tracy  
\*K1ST, Stockton  
K1WG, Stockton  
\*K1WIN (FM), Lodi

**Syracuse, N. Y.**  
W1DS (FM), Syracuse  
\*W1EZ (FM), North Syracuse  
W1PL, Syracuse  
W1EN, Syracuse  
\*W1KM (FM), Fulton  
\*W1MC, Onondaga  
W1MR (FM), Syracuse  
W1WR, Syracuse  
W1OY (FM), De Ruyter  
W1OL, Syracuse  
W1ON (FM), Syracuse  
\*W1OC, Fulton  
W1SC, Sandy Creek  
Paluski  
\*W1SE, Baldwinsville  
W1EN, Baldwinsville  
\*W1SO, Onondaga  
\*W1SO, North Syracuse  
\*W1SYR, Syracuse

**Tacoma, Wash.**  
K1DL, Sumner  
K1AY (FM), Tacoma  
K1MO, Tacoma  
\*K1TAC, Tacoma  
K1TU, Tacoma  
K1PY, Puyallup

**Tallahassee, Fla.**  
W1BG (FM), Tallahassee  
W1LF (FM), Tallahassee  
W1EN (FM), Tallahassee  
W1OM (FM), Tallahassee  
W1NS, Tallahassee  
W1AL, Tallahassee  
W1NT, Tallahassee

**Tampa-St. Petersburg, Fla.**  
W1AE, Clearwater  
W1DF, Dade City  
W1DL, Dunedin  
\*W1PL, Tampa  
W1SO, Pinellas Park  
\*W1UL, New Port Richey  
W1HO, Tampa  
W1LZ, St. Petersburg  
W1NQ, Tampa  
\*W1LC, St. Petersburg  
W1AS, Zephyrhills  
W1LA, Plant City  
\*W1QSR (FM), Sarasota  
W1QX, Clearwater  
\*W1YK, Tampa  
W1BQ (FM), Tampa  
W1SL, Tampa  
W1ST, Largo  
W1SN, St. Petersburg  
W1TM, Tampa  
\*W1TA, St. Petersburg  
W1OU, Tampa

**Terre Haute, Ind.**  
W1AC, Terre Haute  
W1AQ (FM), Terre Haute  
W1HR, Terre Haute  
W1NDI, Sullivan

W1PR (FM), Terre Haute  
\*W1TH, Terre Haute  
W1TC (FM), Terre Haute  
\*W1WC, Brazil  
W1VR (FM), West Terre Haute

**Texarkana, Tex.-Texarkana, Ark.**  
K1DO (FM), Texarkana, Ark.  
\*K1KATQ, Texarkana, Tex.  
K1CMC, Texarkana, Tex.  
K1MA (FM), Ashdown  
K1NB, New Boston, Tex.  
\*K1OSY, Texarkana, Ark.  
K1KTS, Texarkana, Tex.

**Toledo, Ohio-Mich.**  
W1AV (FM), Bowling Green  
\*W1CWA, Toledo  
W1PD, Archbold  
\*W1OT (FM), Toledo  
W1LR (FM), Toledo  
W1GS, Bowling Green  
W1HE (FM), Toledo  
\*W1HO, Toledo  
W1QE, Monroe, Mich.  
W1RW (FM), Port Clinton  
W1PD, Toledo  
W1OD, Toledo  
W1RU, Toledo  
W1MO (FM), Monroe, Mich.  
\*W1XEZ (FM), Sylvania

**Topeka, Kans.**  
K1WI, Topeka  
K1SW (FM), Topeka  
\*K1TO, Topeka  
W1WB, Topeka  
\*W1RE, Topeka

**Trenton, N. J.**  
\*W1BJ (FM), Trenton  
\*W1UD, Trenton  
\*W1HR (FM), Trenton  
W1HV, Princeton  
W1PR (FM), Princeton  
W1ST, Trenton  
W1NJ, Trenton  
\*W1TM, Trenton

**Tucson, Ariz.**  
\*K1AR, Tucson  
\*K1EE, Tucson  
K1UC, Tucson  
K1EV, Tucson  
K1MM (FM), Tucson  
K1OS, Tucson  
K1NT, Tucson  
K1IK, Tucson  
K1PO, Tucson  
K1TK, Tucson  
K1UC, Tucson  
K1WM (FM), Tucson  
\*K1EW, Tucson

**Tulsa, Okla.**  
\*K1AC, Tulsa  
K1LI, Tulsa  
K1EL, Tulsa  
K1EM, Wagoner  
K1MA (FM), Pryor  
K1UL (FM), Tulsa  
\*K1MO, Tulsa  
K1KN, Pawhuska  
K1RS, Pryor  
\*K1RAV (FM), Tulsa  
K1RG, Tulsa  
K1TA (FM), Broken Arrow  
K1TO, Sand Springs  
K1VO, Tulsa  
\*K1WN (FM), Tulsa  
K1WB, Claremore  
K1KO, Sapulpa  
\*K1XX, Tulsa

**Tuscaloosa, Ala.**  
W1AT, Tuscaloosa  
W1JD, Tuscaloosa  
W1NT, Tuscaloosa  
\*W1TR, Tuscaloosa  
W1TG, Tuscaloosa  
\*W1UA (FM), Tuscaloosa

**Tyler, Tex.**  
\*K1OK, Tyler  
K1NT (FM), Tyler  
K1TB, Tyler  
\*K1ZAK, Tyler  
K1ZEY, Tyler

**Utica-Rome, N. Y.**  
W1DR, Hemen  
W1AY, Horkimer  
W1RV, Boonville  
W1VM, Utica  
\*W1RB, Utica  
\*W1AL, Rome  
\*W1FH, Little Falls  
W1UR (FM), Utica  
W1RN, Rome  
\*W1UN, Utica  
W1LB, Utica

**Valdosta, Ga.**  
W1AT (FM), Valdosta  
W1GA, Valdosta  
\*W1GOV, Valdosta  
W1JM, Valdosta  
W1LD, Valdosta

**Vallejo-Fairfield-Napa, Calif.**  
K1NB, Vallejo  
K1UC (FM), Vacaville  
K1ON, Napa

**Victoria, Tex.**  
K1NAL, Victoria  
K1TN (FM), Victoria  
K1VC, Victoria

**Vineland-Millville-Bridgeton, N. J.**  
\*W1DL, Vineland  
\*W1MV, Millville  
\*W1SN, Bridgeton  
W1BZ, Vineland

**Visalia, Calif.**  
\*K1BS (FM), Tulare  
K1OK, Tulare  
\*K1GN, Tulare  
K1OO (FM), Porterville  
\*K1OG, Visalia  
K1RU, Dinuba  
\*K1TI, Porterville  
K1SM (FM), Tulare

**Waco, Tex.**  
K1VA, Waco  
K1AM (FM), Waco  
\*K1HO (FM), Waco  
K1ZI, Waco  
\*K1WT, Waco  
\*W1AC, Waco

**Washington, D. C.**  
W1GE, Leesburg, Va.  
W1ASH (FM), Washington  
\*W1VA, Arlington, Va.  
W1CN, Potomac  
Cabin John, Md.  
W1DN, Wheaton, Md.  
W1EA, Arlington, Va.  
\*W1EIP, Fairfax, Va.  
\*W1EZH (FM), Fairfax, Va.  
W1AN (FM), Washington  
W1AX, Falls Church, Va.  
\*W1AGY, Silver Spring, Md.  
\*W1GMS, Bethesda, Md.  
W1PS (FM), Bethesda, Md.  
W1UR (FM), Washington  
W1NX, Itasca, Md.  
W1JM (FM), Bethesda, Md.  
\*W1KYS, Washington  
W1MD, Laurel, Md.  
\*W1MAL, Washington  
\*W1MOD (FM), Washington  
W1OH, Herndon, Va.  
\*W1OL, Washington  
W1OK, Washington  
\*W1GCC, Bldg, Md.  
\*W1PK, Alexandria, Va.  
\*W1PRV, Manassas, Va.  
W1QA, Quantico, Va.  
\*W1TC, Washington  
\*W1SMD, La Plata  
W1TP, Washington  
W1ST, Bethesda, Md.  
\*W1WDC, Washington  
\*W1XR (FM), Woodbridge, Va.

**Waterloo-Cedar Falls, Iowa**  
K1CF, Cedar Falls  
\*K1SMW (FM), Waterloo  
K1EU, Waterloo  
\*K1WLL, Waterloo  
\*K1XL, Waterloo

**Watertown, N. Y.**  
W1ATN, Watertown  
\*W1NQC (FM), Watertown  
\*W1OTT, Watertown  
W1WNY, Watertown

**Wausau, Wis.**  
\*W1DEZ (FM), Wausau  
\*W1FC (FM), Wausau  
\*W1RG, Wausau  
\*W1SU, Wausau  
W1CO, Wausau

**West Palm Beach-Boca Raton, Fla.**  
W1DB, Delray Beach  
\*W1EAT, West Palm Beach  
W1GMW (FM), Riviera Beach  
\*W1BK, West Palm Beach  
\*W1JNO, West Palm Beach  
W1KAO, Boynton Beach

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# Explanation of SRDS Consumer Market Farm Data

## Farm Population

All estimates of farm population are as of January 1, 1974 and include all persons residing on farms. The sources of data used to prepare SRDS farm population estimates include basic reports prepared by the Bureau of the Census and the Department of Agriculture.

The basic definition of farm population, as reported in the 1970 Census of Population, remains the same as the 1960 Census definition. That is, the farm population consists of persons living on places of 10 or more acres from which sales of farm products amounted to \$50 or more in the preceding calendar year or on places of less than 10 acres from which sales of farm products amounted to \$250 or more in the preceding year.

## Farm Households

The SRDS definition is identical to that used by the Bureau of the Census, namely, that a household is synonymous with an occupied dwelling unit. It consists of one or a number of persons living together under the same roof.

The January 1, 1974 farm household estimates were obtained by using Census "bench marks" and allowing for growth as reflected by a variety of government reports.

## Total Farms

The definition of total farms is the same as shown in both the 1969 Census of Agriculture and the 1970 Census of Population: namely, places in rural territory which have 10 or more acres

from which sales of farm products amounted to \$50 or more in 1969 or on places of less than 10 acres from which sales of farm products amounted to \$250 or more in 1969.

For more details concerning this definition, see "General Social and Economic Characteristics," PC(1)-C series, prepared by the Department of Census.

## Farm Income

Gross Farm Income (1973) includes cash receipts from farm marketings, income in kind (value of items grown and consumed on the farm) and government payments. No expenses or taxes are deducted from the figure. Gross Income per Farm is the arithmetic mean obtained by dividing the Gross Farm Income (1973) by the Number of Farms (1973).

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

## Farm Data Summary, U. S., Divisional and State Totals

UNITED STATES DIVISIONS States	Farm Population 1/1/74 (000)	% of U. S.	Farm Households 1/1/74 (000)	Gross Farm Income 1973 (\$000)	% of U. S.	Gross Farm Income Per Farm (\$)	Total Farms 1973	% of U. S.	Total Commercial Farms Producing Sales Over \$2,500 1969	Land Harvested 1969 Acres (000)	Total Farm Tractors 1969
<b>UNITED STATES TOTAL</b>	<b>9,270.9</b>	<b>100.0000</b>	<b>2,687.05</b>	<b>83,521,839</b>	<b>100.0000</b>	<b>31,605</b>	<b>2,642,669</b>	<b>100.0000</b>	<b>1,733,685</b>	<b>273,016</b>	<b>4,880,448</b>
<b>NEW ENGLAND</b>	<b>121.8</b>	<b>1.3138</b>	<b>33.12</b>	<b>1,076,460</b>	<b>1.2886</b>	<b>35,301</b>	<b>30,494</b>	<b>1.1539</b>	<b>18,607</b>	<b>1,459</b>	<b>58,190</b>
Connecticut	19.2	.2072	5.91	215,900	.2585	46,086	4,685	.1773	2,903	162	9,633
Maine	29.8	.3214	7.79	314,425	.3765	36,651	8,579	.3246	5,103	458	15,229
Massachusetts	24.3	.2621	7.09	205,929	.2466	32,178	6,400	.2422	3,665	190	10,652
New Hampshire	11.5	.1240	3.24	79,303	.0949	28,719	2,761	.1045	1,624	116	5,324
Rhode Island	3.0	.0324	.96	22,745	.0272	30,199	753	.0285	462	22	1,514
Vermont	34.0	.3667	8.13	238,158	.2851	32,553	7,316	.2768	4,850	511	15,838
<b>MIDDLE ATLANTIC</b>	<b>542.6</b>	<b>5.8527</b>	<b>144.81</b>	<b>3,480,438</b>	<b>4.1671</b>	<b>25,183</b>	<b>138,208</b>	<b>5.2299</b>	<b>78,116</b>	<b>8,019</b>	<b>291,984</b>
New Jersey	39.5	.4261	11.39	314,550	.3766	40,745	7,720	.2921	5,641	496	21,982
New York	230.3	2.4841	61.37	1,551,199	1.8572	26,575	58,371	2.2089	34,404	3,836	131,597
Pennsylvania	272.8	2.9425	72.05	1,614,689	1.9333	22,390	72,117	2.7289	38,071	3,687	138,405
<b>EAST NORTH CENTRAL</b>	<b>1,972.3</b>	<b>21.2741</b>	<b>563.62</b>	<b>13,582,710</b>	<b>16.2625</b>	<b>27,577</b>	<b>492,535</b>	<b>18.6378</b>	<b>355,129</b>	<b>51,173</b>	<b>1,114,847</b>
Illinois	452.6	4.8819	137.60	4,647,514	5.5644	42,641	108,992	4.1243	100,486	19,352	302,618
Indiana	395.4	4.2650	121.19	2,567,046	3.0735	29,100	88,216	3.3381	67,264	9,670	192,759
Michigan	293.2	3.1626	81.75	1,495,370	1.7904	19,822	75,440	2.8547	44,175	5,502	165,505
Ohio	391.9	4.2272	113.74	2,325,400	2.7842	20,773	111,943	4.2360	66,269	8,515	213,341
Wisconsin	439.2	4.7374	109.34	2,547,380	3.0500	23,599	107,944	4.0847	76,935	8,134	240,624
<b>WEST NORTH CENTRAL</b>	<b>2,216.5</b>	<b>23.9081</b>	<b>629.13</b>	<b>22,926,187</b>	<b>27.4493</b>	<b>40,748</b>	<b>562,638</b>	<b>21.2905</b>	<b>512,800</b>	<b>106,455</b>	<b>1,405,850</b>
Iowa	536.9	5.7912	150.46	6,318,886	7.5656	51,374	122,998	4.6543	123,495	19,287	337,960
Kansas	249.2	2.6880	77.47	3,883,661	4.5900	52,244	73,380	2.7767	68,394	17,649	171,441
Minnesota	475.3	5.1269	123.03	3,300,304	3.9514	33,518	98,464	3.7259	89,025	15,649	273,427
Missouri	375.5	4.0503	118.56	2,749,905	3.2924	20,817	132,099	4.9987	86,503	10,036	210,681
Nebraska	249.5	2.6912	71.79	3,643,416	4.3622	56,588	64,385	2.4364	63,385	14,023	172,597
North Dakota	159.7	1.7225	42.15	1,409,982	1.6882	45,516	30,978	1.1722	41,528	17,175	124,885
South Dakota	170.4	1.8380	45.67	1,670,033	1.9995	41,405	40,334	1.5263	40,470	12,634	114,859
<b>SOUTH ATLANTIC</b>	<b>1,233.3</b>	<b>13.3029</b>	<b>360.53</b>	<b>9,143,205</b>	<b>10.9471</b>	<b>23,033</b>	<b>396,956</b>	<b>15.0210</b>	<b>192,999</b>	<b>15,940</b>	<b>498,392</b>
Delaware	13.2	.1424	3.92	202,155	.2420	71,287	7,283	.1073	2,815	423	8,244
District of Columbia											
Florida	84.4	.9104	25.78	2,101,592	2.5162	55,170	38,093	1.4415	20,096	2,234	46,758
Georgia	199.8	2.1550	59.20	1,973,014	2.3623	28,173	70,032	2.6500	37,616	3,651	88,630
Maryland	73.2	.7896	20.69	576,178	.6899	34,613	16,646	.6299	11,590	1,301	37,461
North Carolina	439.7	4.7428	128.66	2,307,755	2.7631	18,316	125,997	4.7678	65,714	3,472	156,672
South Carolina	130.3	1.4055	34.84	822,611	.9849	17,828	46,142	1.7460	17,413	2,042	52,120
Virginia	225.7	2.4345	67.23	974,532	1.1668	13,788	70,680	2.6746	31,091	2,278	83,314
West Virginia	67.0	.7227	20.21	185,368	.2219	6,987	26,530	1.0039	6,664	539	25,193
<b>EAST SOUTH CENTRAL</b>	<b>1,252.8</b>	<b>13.5133</b>	<b>372.23</b>	<b>5,778,217</b>	<b>6.9182</b>	<b>14,444</b>	<b>400,045</b>	<b>15.1379</b>	<b>163,963</b>	<b>14,058</b>	<b>440,243</b>
Alabama	187.2	2.0192	55.21	1,325,805	1.5874	18,516	71,603	2.7095	29,639	2,706	78,336
Kentucky	447.5	4.8270	135.25	1,543,174	1.8476	12,157	126,937	4.8034	60,847	3,128	142,961
Mississippi	246.9	2.6632	67.10	1,612,013	1.9300	20,634	78,124	2.9562	27,100	4,752	91,616
Tennessee	371.2	4.0039	114.67	1,297,225	1.5532	10,514	123,381	4.6688	46,377	3,472	127,330
<b>WEST SOUTH CENTRAL</b>	<b>1,000.1</b>	<b>10.7875</b>	<b>317.00</b>	<b>10,707,062</b>	<b>12.8195</b>	<b>28,982</b>	<b>369,437</b>	<b>13.9797</b>	<b>226,217</b>	<b>38,337</b>	<b>555,423</b>
Arkansas	204.7	2.2080	62.85	1,909,284	2.2860	33,356	57,240	2.1660	33,669	6,804	90,423
Louisiana	134.1	1.4465	37.52	1,174,252	1.4059	27,024	43,452	1.6442	20,075	3,443	66,445
Oklahoma	206.9	2.2317	68.08	1,929,236	2.3099	25,431	75,862	2.8707	51,675	8,265	106,805
Texas	454.4	4.9013	148.55	5,694,290	6.8177	29,522	192,883	7.2988	120,798	19,825	291,750
<b>MOUNTAIN</b>	<b>447.4</b>	<b>4.8259</b>	<b>124.35</b>	<b>7,240,257</b>	<b>8.6687</b>	<b>61,770</b>	<b>117,213</b>	<b>4.4354</b>	<b>90,591</b>	<b>22,475</b>	<b>252,661</b>
Arizona	27.1	.2923	6.64	1,088,866	1.3037	175,524	6,204	.2348	4,252	1,079	12,480
Colorado	99.6	1.0743	29.22	2,214,831	2.6518	77,726	28,495	1.0782	21,342	5,265	60,702
Idaho	108.0	1.1649	29.93	1,101,271	1.3185	44,628	24,677	.9338	19,505	3,955	55,054
Montana	94.8	1.0227	26.65	1,103,341	1.3210	46,578	23,688	.8964	20,605	7,937	60,652
Nevada	8.7	.0938	2.45	144,502	.1730	71,912	2,009	.0760	1,585	521	5,417
New Mexico	43.1	.4649	11.51	778,825	.9325	66,884	11,644	.4406	7,710	1,008	16,537
Utah	30.3	.3268	7.63	338,993	.4059	28,393	11,939	.4518	8,413	1,024	20,524
Wyoming	35.8	.3862	10.32	469,628	.5623	54,884	8,557	.3238	7,179	1,686	21,295
<b>PACIFIC</b>	<b>484.1</b>	<b>5.2217</b>	<b>142.26</b>	<b>9,587,303</b>	<b>11.4788</b>	<b>70,942</b>	<b>135,143</b>	<b>5.1139</b>	<b>95,263</b>	<b>15,102</b>	<b>262,858</b>
Alaska				6.81	.0082	17,710	385	.0146	148	13	521
California	224.2	2.4183	66.25	6,999,547	8.3804	113,305	61,776	2.3376	54,004	7,649	143,374
Hawaii				294,476	.3526	56,225	5,237	.1982	2,284	179	3,874
Oregon	124.1	1.3386	37.15	874,788	1.0474	28,883	30,287	1.1461	17,003	2,894	53,677
Washington	135.8	1.4648	38.86	1,411,681	1.6902	37,687	37,458	1.4174	21,788	4,367	61,412



# Farm Data Summary, U. S., Divisional and State Totals — Continued

## FARM DATA

1—SRDS estimates of Farm Crops Income include receipts from sales of horticultural specialties and forest products as well as field crops, vegetables, and fruits.

2—Farm Livestock Income consists of receipts from sales of domestic animals and by-products (wool, pelts), poultry and dairy products.

3—Poultry Income covers the sales of chickens, eggs, turkeys and other poultry products.

### Income by Select Commodities

1—Chicken Income Includes the receipts from the sale of chickens and broilers.

2—Corn Income consists of receipts from sales of fresh sweet corn and corn for silage and forage.

3—Cotton Income includes sales of cotton lint and cotton seed.

4—Cattle-Calves Income covers the sales of heifers, steers, and other beef cattle.

5—Dairy Products Income includes sales of milk (wholesale and retail) and receipts from the sales of butterfat and cream.

6—Hay Income includes the receipts from the sales of crops used as fodder.

7—Hog Income consists of receipts from the sales of boars, sows, gilts and other hog stock.

8—Soybean Income covers the receipts from the sales of soybeans harvested for beans as well as its use as an oil crop.

9—Wheat Income includes the receipts from the sale of wheat as a food grain.

### Commercial Farms with Sales Volume Over \$2,500

Source: Census of Agriculture 1969 (Final Report).

### Farm Tractors

Source: Census of Agriculture 1969 (Final Report).

### Acreage Under Cultivation

Source: Census of Agriculture 1969 (Final Report).

The limited amount of farm data presented in this publication is intended as basic reference material only.—Data in greater detail are readily available from the 1969 Census of Agriculture.

(More recent tabulations are not available on a state and county level.)

Mergers, changes in ownership, and other factors make it impractical to attempt an updating process for these data series.

### Farm Data Summaries

Total U. S., the Geographic Divisions and All States are summarized for easy reference. A U. S. Farm Map shows the number of leading farm counties by state for farm population and gross farm income.

### Farm Data Ranking Tables For 400 Leading Counties

The leading farm counties of the U. S. are ranked for each of the following series:

Farm Population—SRDS January 1, 1974 Estimates  
Number of Farms (1969)—Census of Agriculture  
Gross Farm Income—SRDS Full year 1973 Estimates

## Farm Income by Commodities and Commodity Groups

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

UNITED STATES DIVISIONS States	Farm Livestock Income 1973 (\$000)	Cattle-Calves Income 1973 (\$000)	Hog Income 1973 (\$000)	Farm Dairy Income 1973 (\$000)	Farm Poultry Income 1973 (\$000)	Farm Chicken Income 1973 (\$000)	Farm Crops Income 1973 (\$000)	Farm Wheat Income 1973 (\$000)	Farm Corn Income 1973 (\$000)	Farm Hay Income 1973 (\$000)	Farm Cotton Income 1973 (\$000)	Farm Soybean Income 1973 (\$000)
<b>UNITED STATES TOTAL</b>	<b>45,277,003</b>	<b>25,230,183</b>	<b>7,707,870</b>	<b>9,464,807</b>	<b>5,755,871</b>	<b>2,372,404</b>	<b>38,172,493</b>	<b>3,448,689</b>	<b>5,343,606</b>	<b>1,010,164</b>	<b>2,542,930</b>	<b>6,248,073</b>
<b>NEW ENGLAND</b>	<b>699,864</b>	<b>54,618</b>	<b>8,212</b>	<b>375,667</b>	<b>271,643</b>	<b>95,220</b>	<b>365,426</b>		<b>7,542</b>	<b>11,388</b>		
Connecticut	126,475	8,300	566	55,837	50,744	4,150	62,163		2,641	1,320		
Maine	228,002	12,666	844	80,216	173,521	89,082	194,189			3,378		
Massachusetts	98,290	8,870	4,947	52,879	24,734	1,023	72,287		4,094	1,876		
New Hampshire	51,989	4,507	875	29,061	14,934	673	15,281		807	1,480		
Rhode Island	10,697	699	585	2,964	94	94	8,182			170		
Vermont	184,411	19,576	395	152,256	4,746	198	13,324			3,164		
<b>MIDDLE ATLANTIC</b>	<b>2,111,337</b>	<b>326,903</b>	<b>68,093</b>	<b>1,406,790</b>	<b>321,408</b>	<b>68,403</b>	<b>850,028</b>	<b>18,101</b>	<b>81,512</b>	<b>50,657</b>		<b>8,053</b>
New Jersey	117,237	15,765	8,924	57,409	33,612	2,380	180,218	2,082	11,898	6,544		5,354
New York	956,474	123,549	7,886	762,321	88,061	3,943	357,873	6,572	21,030	15,772		
Pennsylvania	1,037,626	187,589	51,283	587,060	199,735	62,080	311,937	9,447	48,584	26,341		2,699
<b>EAST NORTH CENTRAL</b>	<b>6,939,857</b>	<b>2,110,511</b>	<b>2,363,718</b>	<b>2,540,828</b>	<b>486,619</b>	<b>37,320</b>	<b>6,885,341</b>	<b>306,456</b>	<b>2,320,371</b>	<b>84,735</b>		<b>2,365,975</b>
Illinois	1,906,303	821,788	1,034,844	238,420	65,946		3,166,461	106,528	1,247,900	15,218		1,369,646
Indiana	1,280,987	353,033	743,377	229,615	180,822	14,351	1,589,196	77,495	599,868	11,481		525,243
Michigan	705,727	212,094	93,321	401,565	59,386		708,234	41,005	108,875	15,554		48,075
Ohio	1,121,118	365,324	294,900	371,926	105,636	8,803	1,079,630	81,428	268,491	19,807		407,138
Wisconsin	1,925,722	358,272	197,276	1,299,302	74,829	11,338	341,820		95,237	22,675		15,873
<b>WEST NORTH CENTRAL</b>	<b>14,185,353</b>	<b>9,912,257</b>	<b>3,888,856</b>	<b>1,739,581</b>	<b>558,702</b>	<b>36,038</b>	<b>10,162,986</b>	<b>1,781,568</b>	<b>2,257,901</b>	<b>175,992</b>	<b>91,508</b>	<b>2,245,377</b>
Iowa	4,198,719	2,362,061	1,822,161	330,689	128,226	6,749	2,550,026		924,578	20,246		1,039,307
Kansas	2,341,623	2,318,268	294,977	137,102	20,773		1,812,980	714,592	170,339	49,855		128,793
Minnesota	2,033,998	922,949	498,100	743,487	216,087	10,987	1,628,499	109,875	373,575	25,637		435,837
Missouri	1,534,762	792,200	515,060	222,234	128,111	18,302	1,079,758	60,134	190,860	20,916	91,508	496,759
Nebraska	2,385,275	2,052,404	451,529	115,681	26,122		1,346,368	190,314	496,309	33,585		93,291
North Dakota	460,100	533,408	55,600	81,662	13,900		1,277,386	608,120	13,900	12,162		19,112
South Dakota	1,230,876	930,967	251,429	108,726	25,483		467,969	98,533	88,340	13,591		32,278
<b>SOUTH ATLANTIC</b>	<b>4,138,817</b>	<b>886,203</b>	<b>560,402</b>	<b>811,915</b>	<b>1,619,821</b>	<b>935,738</b>	<b>4,518,765</b>	<b>34,069</b>	<b>369,001</b>	<b>25,140</b>	<b>172,412</b>	<b>402,534</b>
Delaware	160,371	3,189	8,342	14,231	137,406		84,996	1,472	18,403	736		20,120
District of Columbia												
Florida	593,276	212,964	24,285	168,129	100,878	33,626	1,274,829		44,835	1,868		13,077
Georgia	1,152,646	241,100	167,806	117,657	536,207	302,822	776,156	3,858	77,152	5,786	79,081	44,362
Maryland	377,224	46,170	18,581	144,142	167,227	149,209	185,830	5,631	48,986	2,815		29,842
North Carolina	951,848	88,803	207,207	141,174	437,185	234,531	1,325,156	9,108	125,235	2,277	34,155	136,620
South Carolina	295,169	82,213	49,328	85,203	20,180		452,226	3,737	23,169	2,242	58,297	118,088
Virginia	493,900	162,580	59,759	150,277	129,186	58,880	384,913	9,667	29,880	7,031	879	40,425
West Virginia	114,383	49,184	6,409	26,977	26,529	9,390	34,659	596	1,341	2,385		
<b>EAST SOUTH CENTRAL</b>	<b>3,018,430</b>	<b>1,298,223</b>	<b>399,487</b>	<b>502,360</b>	<b>780,499</b>	<b>492,400</b>	<b>2,248,013</b>	<b>29,772</b>	<b>94,064</b>	<b>25,125</b>	<b>652,420</b>	<b>540,531</b>
Alabama	896,473	287,482	103,956	83,421	382,454	268,231	386,929	2,567	17,968	5,134	123,207	78,288
Kentucky	746,619	389,677	138,011	170,484	21,649	4,059	606,426	8,118	51,416	9,471	1,353	98,772
Mississippi	719,986	302,451	54,991	88,597	294,813	184,831	807,543	9,165	1,528	6,110	423,126	244,405
Tennessee	655,352	318,613	102,529	159,858	81,583	35,279	447,115	9,922	23,152	4,410	104,734	119,066
<b>WEST SOUTH CENTRAL</b>	<b>5,902,210</b>	<b>4,626,058</b>	<b>260,994</b>	<b>624,125</b>	<b>1,045,833</b>	<b>598,894</b>	<b>5,003,869</b>	<b>286,541</b>	<b>71,574</b>	<b>76,267</b>	<b>1,131,961</b>	<b>685,603</b>
Arkansas	985,996	291,506	34,295	64,303	632,311	402,964	1,157,431	21,434		6,430	330,088	460,837
Louisiana	412,457	254,072	17,482	110,719	68,763	40,791	753,010	1,165	2,331	2,331	148,014	184,144
Oklahoma	1,347,784	1,377,302	59,349	110,512	45,023	16,372	698,727	186,233	8,186	28,651	65,488	18,419
Texas	3,155,973	2,703,178	149,868	338,591	299,736	138,767	2,394,701	77,709	61,057	38,855	588,371	22,203
<b>MOUNTAIN</b>	<b>4,681,491</b>	<b>4,124,345</b>	<b>112,974</b>	<b>398,692</b>	<b>104,760</b>	<b>1,065</b>	<b>2,341,743</b>	<b>497,097</b>	<b>59,283</b>	<b>226,655</b>	<b>150,957</b>	
Arizona	580,644	497,987	9,881	54,344	4,940		407,426	20,749	988	42,487	124,497	
Colorado	1,719,166	1,561,958	43,937	81,283	35,150		477,681	101,055	48,331	48,331		
Idaho	493,320	389,106	14,966	117,422	8,058		657,880	112,818	6,907			
Montana	595,698	604,097	28,767	23,439	9,589	1,065	469,728	230,132		28,767		
Nevada	111,299	96,381	817	10,482			24,832	1,089		9,257		545
New Mexico	568,962	544,207	5,923	33,319	8,885		171,456	6,664	1,481	28,136	25,915	
Utah	260,000	122,529	4,941	68,840	36,891		69,380	10,870	329	14,163		
Wyoming	352,402	308,080	3,742	9,563	1,247		63,360	13,720	1,247	8,315		
<b>PACIFIC</b>	<b>3,599,644</b>	<b>1,891,065</b>	<b>45,134</b>	<b>1,064,849</b>	<b>566,586</b>	<b>107,326</b>	<b>5,796,322</b>	<b>495,085</b>	<b>82,358</b>	<b>334,205</b>	<b>343,672</b>	
Alaska	5,191	269	76	1,924	188	13	1,294			327		
California	2,774,441	1,464,041	20,620	762,951	453,646	89,355	4,098,990	54,987	54,987	268,064	343,672	
Hawaii	54,472	16,549	4,473	14,536	10,511	2,460	169,161					
Oregon	354,668	228,453	11,511	86,777	48,701		530,809	92,090	13,282	22,137		
Washington	412,872	181,753	8,454	198,661	53,540	15,498	996,068	348,008	14,089	43,677		

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# 400 Leading Farm Counties—Farm Population, Rank

Rank	County	Farm Population	Rank	County	Farm Population	Rank	County	Farm Population
1	Lancaster, PA	39,900	103	Robertson, TN	8,800	194	La Grange, IN	7,400
2	Fresno, CA	28,300	103	Brown, WI	8,800	206	Grainger, TN	7,300
3	Stearns, MN	19,500	105	Renville, MN	8,700	206	Randolph, IN	7,300
4	San Joaquin, CA	19,400	106	Ro:kingham, NC	8,600	206	Washington, WI	7,300
5	Dane, WI	18,700	106	Winneshiek, IA	8,600	209	Faribault, MN	7,200
6	Yakima, WA	18,200	106	Green, WI	8,600	209	Shelby, KY	7,200
7	Tulare, CA	18,100	109	Bay, MI	8,500	209	Bexar, TX	7,200
8	Horry, SC	17,900	109	Redwood, MN	8,500	209	Bradford, PA	7,200
9	Marathon, WI	17,600	109	Sumner, TN	8,500	209	Yadkin, NC	7,200
10	Stanislaus, CA	16,900	109	Ashe, NC	8,500	209	Fulton, OH	7,200
11	Otter Tail, MN	16,200	113	Lee, VA	8,400	209	Preble, OH	7,200
12	Sampson, NC	15,600	113	Goodhue, MN	8,400	209	Wood, WI	7,200
12	Weid, CO	15,600	113	Surry, NC	8,400	209	Grant, WA	7,200
14	Pittsylvania, VA	15,300	113	Linn, IA	8,400	209	Lincoln, KY	7,200
14	Greene, TN	15,300	113	Monroe, WI	8,400	209	Niagara, NY	7,200
16	Johnston, NC	15,200	113	Clayton, IA	8,400	209	Logan, KY	7,200
16	Florence, SC	15,200	113	White, AR	8,400	209	Graves, KY	7,200
18	Dodge, WI	14,500	113	Spokane, WA	8,400	222	Brown, OH	7,100
19	York, PA	14,400	113	Washington, VA	8,400	222	Davidson, NC	7,100
20	Robeson, NC	14,300	122	Sheboygan, WI	8,300	222	Berrien, MI	7,100
21	St. Lawrence, NY	14,000	122	Livingston, IL	8,300	222	Stark, OH	7,100
22	Tallahatchie, MS	13,800	122	Seneca, OH	8,300	222	Olmsted, MN	7,100
23	Cullman, AL	13,600	122	Guilford, NC	8,300	222	Craighead, AR	7,100
23	Clark, WI	13,600	122	Buncombe, NC	8,300	222	Tama, IA	7,100
23	Fond du Lac, WI	13,600	122	Harnett, NC	8,300	229	Woodbury, IA	7,000
26	Grant, WI	13,300	122	Wayne, NY	8,300	230	Shelby, IL	6,900
27	Clackamas, OR	12,900	122	Lane, OR	8,300	230	Winnebago, WI	6,900
28	Williamsburg, SC	12,800	122	Dunn, WI	8,300	230	Westmoreland, PA	6,900
28	Saginaw, MI	12,800	122	St. Croix, WI	8,300	230	Wilson, TN	6,900
30	Columbus, NC	12,600	122	Fayette, IA	8,300	230	Franklin, PA	6,900
31	Allen, IN	12,400	133	Gibson, TN	8,200	230	Cedar, NE	6,900
32	Pitt, NC	11,900	133	Fillmore, MN	8,200	230	Mississippi, AR	6,900
33	Berks, PA	11,500	133	Aroostook, ME	8,200	230	Calumet, WI	6,900
34	Darke, OH	11,400	133	Delaware, IA	8,200	230	Malheur, OR	6,900
35	Halifax, VA	11,200	137	Granville, NC	8,100	239	Christian, KY	6,800
35	Wayne, OH	11,200	137	Becker, MN	8,100	239	Cass, MO	6,800
37	Nash, NC	11,100	137	Adams, IN	8,100	239	Cathoun, MI	6,800
38	Todd, MN	11,000	137	Clinton, IA	8,100	239	Franklin, MO	6,800
38	Wake, NC	11,000	137	Martin, MN	8,100	239	Taylor, WI	6,800
40	La Salle, IL	10,900	137	Buchanan, IA	8,100	239	Carver, MN	6,800
40	Marion, OR	10,900	137	Washtenaw, MI	8,100	239	Caddo, OK	6,800
40	Outagamie, WI	10,900	144	Trempealeau, WI	8,000	239	Cedar, IA	6,800
43	Chester, PA	10,800	144	Champaign, IL	8,000	239	Madison, KY	6,800
43	Mc Lean, IL	10,800	144	Freeborn, MN	8,000	239	Jackson, MN	6,800
43	Barren, KY	10,800	144	Adams, IL	8,000	239	Williams, OH	6,800
46	Manitowoc, WI	10,600	148	Alfegan, IA	7,900	239	Warren, NC	6,800
46	Pulaski, Ky	10,600	148	Johnson, IA	7,900	239	Hidalgo, TX	6,800
46	Huron, MI	10,600	148	Jefferson, NY	7,900	239	Wells, IN	6,800
49	De Kalb, AL	10,400	148	Tuscola, MI	7,900	253	Vermilion, IL	6,700
49	Monroe, MI	10,400	148	Sangamon, IL	7,900	253	Acadia, LA	6,700
49	Sioux, IA	10,400	148	Rice, MN	7,900	253	Shelby, OH	6,700
52	Henry, IL	10,300	148	Randolph, NC	7,900	253	Kane, IL	6,700
52	Wayne, NC	10,300	155	Laurel, KY	7,800	253	Minnehaha, SD	6,700
54	Madison, NC	10,200	155	Kent, MI	7,800	253	Yamhill, OR	6,700
54	Merced, CA	10,200	155	Kankakee, IL	7,800	253	Franklin, LA	6,700
54	Chautauque, NY	10,200	155	Cass, KY	7,800	253	Webster, IA	6,700
54	Kosuth, IA	10,200	155	Baldwin, AI	7,800	253	Somerset, PA	6,700
54	Whatcom, WA	10,200	155	Macoupin, IL	7,800	253	Douglas, TX	6,700
59	Wright, MN	10,100	155	Hancock, OH	7,800	253	Fayette, TX	6,700
59	Scott, VA	10,100	155	Carroll, MD	7,800	253	Le Sueur, MN	6,700
61	Stokes, NC	10,000	155	Weakley, TN	7,800	253	Cass, ND	6,700
61	Franklin, NC	10,000	155	Pierce, WI	7,800	266	Ogle, IL	6,600
61	Bingham, ID	10,000	155	Kandiyohi, MN	7,800	266	Waupaca, WI	6,600
61	Elkhart, IN	10,000	155	Carroll, IA	7,800	266	Hillsdale, MI	6,600
61	Dubuque, IA	10,000	167	Washington, TN	7,700	266	St. Clair, IL	6,600
66	Clinton, MI	9,900	167	Benton, IA	7,700	266	Eaton, MI	6,600
66	Iroquois, IL	9,900	167	Daviess, KY	7,700	266	Lebanon, PA	6,600
66	Morrison, MN	9,900	167	Tunica, MS	7,700	266	Whiteside, IL	6,600
66	Vernon, WI	9,900	167	Mower, MN	7,700	266	Meeker, MN	6,600
66	Barron, WI	9,900	172	Williamson, TX	7,600	266	Jackson, IA	6,600
66	Hawkins, TN	9,900	172	Hart, KY	7,600	266	Vermilion, LA	6,600
66	Washington, AR	9,900	172	Sunflower, MS	7,600	266	Custer, NE	6,600
73	Be:ton, AR	9,800	172	McHenry, IL	7,600	266	Lyon, IA	6,600
74	Holmes, OH	9,700	172	Lincoln, TN	7,600	266	Steuben, NY	6,600
74	Mecklenburg, VA	9,700	172	Limestone, AI	7,600	266	Henry, IN	6,600
76	Duplin, NC	9,600	172	Nobles, MN	7,600	280	Marion, KY	6,500
76	Washington, OR	9,600	172	Greene, AR	7,600	280	Herkimer, NY	6,500
76	Sanilac, MI	9,600	172	Mc Leod, MN	7,600	280	Russell, VA	6,500
76	Polk, MN	9,600	172	Iowa, WI	7,600	280	Nelson, KY	6,500
80	Lenawee, MI	9,500	172	Sauk, WI	7,600	280	Kosciusko, IN	6,500
80	Jefferson, WI	9,500	172	Marshall, IN	7,600	280	Green, KY	6,500
80	Chippewa, WI	9,500	184	Madison, IL	7,500	280	Poinsett, AR	6,500
83	Wood, OH	9,400	184	Hillsborough, FL	7,500	280	Hardin, KY	6,500
83	Putnam, OH	9,400	184	Clark, WA	7,500	280	Evangeline, LA	6,500
83	Shawano, WI	9,400	184	Bureau, IL	7,500	280	Scott, IA	6,500
83	Plymouth, IA	9,400	184	Shiawassee, MI	7,500	280	San Juan, NM	6,500
87	Will, IL	9,300	184	Williamson, TN	7,500	280	Scott, MN	6,500
87	Claiborne, TN	9,300	184	Union, NC	7,500	280	Yellow Medicine, MN	6,500
87	Blue Earth, MN	9,300	184	Wilson, NC	7,500	293	Madison, NY	6,400
87	Ottawa, MI	9,300	184	Jasper, IA	7,500	293	Platte, NE	6,400
87	Oneida, NY	9,300	184	Oconto, WI	7,500	293	Ingham, MI	6,400
92	Mercer, OH	9,200	194	Grayson, KY	7,400	293	Lee, IL	6,400
92	Canyon, ID	9,200	194	Erie, NY	7,400	293	Sedgwick, KS	6,400
92	Poweshiek, IA	9,200	194	Gratiot, MI	7,400	293	San Diego, CA	6,400
95	St. Landry, LA	9,100	194	Cumberland, PA	7,400	293	Breckinridge, KY	6,400
96	Twin Falls, ID	9,000	194	Stephenson, IL	7,400	293	Grant, IN	6,400
96	Warren, KY	9,000	194	Sibley, MN	7,400	293	Adair, KY	6,400
96	Rockingham, VA	9,000	194	Allen, OH	7,400	302	Marshall, AL	6,300
96	Lafayette, WI	9,000	194	Linn, OR	7,400	302	Wabash, IN	6,300
96	Sonoma, CA	9,000	194	Brown, MN	7,400	302	Lawrence, MO	6,300
101	Polk, WI	8,900	194	Columbia, WI	7,400	302	Whitman, WA	6,300
101	Rock, WI	8,900	194	Crawford, IA	7,400	302	Hale, TX	6,300
202	Warren, IA	6,300						
202	Shelby, IA	6,300						
202	Pine, MN	6,300						
202	Murray, MN	6,300						
202	Jackson, MI	6,300						
312	Clinton, IL	6,200						
312	Sussex, DE	6,200						
312	Ionia, MI	6,200						
312	Boone, IN	6,200						
312	Nodaway, MO	6,200						
312	Van Buren, MI	6,200						
312	Franklin, VA	6,200						
312	Dillon, SC	6,200						
312	Colquitt, GA	6,200						
312	Knox, IL	6,200						
312	Marshall, MN	6,200						
312	Peoria, IL	6,200						
312	Daviess, IN	6,200						
312	Lubbock, TX	6,200						
312	Madison, IN	6,200						
312	Bladen, NC	6,200						
312	Jay, IN	6,200						
329	Orangeburg, SC	6,100						
329	De Kalb, IL	6,100						
329	Shelby, IN	6,100						
329	Henry, OH	6,100						
329	Efingham, IL	6,100						
329	Douglas, OR	6,100						
329	Johnson, TN	6,100						
329	Fulton, IL	6,100						
329	Mahaska, IA	6,100						
329	Maury, TN	6,100						
329	Hancock, IL	6,100						
329	Cuming, NE	6,100						
329	Fleming, KY	6,100						
329	Jo Daviess, IL	6,100						
329	Kewaunee, WI	6,100						
329	Grundy, IA	6,100						
329	Butler, IA	6,100						
329	Lapeer, MI	6,100						
347	Branch, MI	6,000						
347	Tazewell, IL	6,000						
347	Cape Girardeau, MO	6,000						
347	Knox, NE	6,000						
347	Winona, MN	6,000						
347	Saunders, NE	6,000						
347	Mercer, PA	6,000						
347	Bucks, PA	6,000						
347	Cattaraugus, NY	6,000						
347	Cocke, TN	6,000						
347	Erie, PA	6,000						
347	Sullivan, TN	6,000						
347	Sacramento, CA	6,000						
347	Macon, TN	6,000						
347	Chickasaw, IA	6,000						
347	Boone, IA	6,000						
347	Bremer, IA	6,000						
347	Iowa, IA	6,000						
347	Richland, ND	6,000						
347	Huntington, IN	6,000						
347	Caswell, NC	6,000						
368	Chenango, NY	5,900						



# 400 Leading Farm Counties — Gross Farm Income, Rank

FARM DATA

Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	Rank	(\$000)	
1	Fresno, CA	673,058	102	Barton, KS	89,581	203	Jones, MS	67,285
2	Weld, CO	662,218	103	Colusa, CA	89,178	204	Audubon, IA	67,275
3	Imperial, CA	544,508	104	Hardin, IA	89,032	205	Clark, WI	67,044
4	Kern, CA	530,137	105	Pasco, FL	87,964	206	Curry, MN	67,020
5	Stanislaus, CA	453,480	106	Sangamon, IL	87,862	207	Iowa, IA	66,868
6	Tulare, CA	451,544	107	Dubuque, IA	87,050	208	Dodge, NE	66,483
7	Maricopa, AZ	427,376	108	Otter Tail, MN	86,294	209	Hancock, IL	66,448
8	Riverside, CA	410,673	109	Otero, CO	86,260	210	Whatcom, WA	66,267
9	Deaf Smith, TX	363,749	110	Lafayette, WI	85,873	211	Rock, MN	66,216
10	Monterey, CA	357,649	111	Merrick, NE	85,722	212	Hempstead, AR	66,166
11	San Joaquin, CA	388,804	112	Stephenson, IL	85,503	213	Rock, WI	65,616
12	Pinal, AZ	298,447	113	Renville, MN	85,454	214	Ottawa, MI	65,540
13	Merced, CA	280,927	114	Rockingham, VA	84,851	215	Kandiyohi, MN	65,437
14	Lancaster, PA	278,357	115	Marathon, WI	84,707	216	Roosevelt, MN	65,397
15	Palm Beach, FL	264,437	116	Delaware, IA	84,166	217	Haskell, KS	65,336
16	Parmer, TX	255,699	117	Hall, NE	83,898	218	Winneshek, IA	65,242
17	Yakima, WA	254,304	118	Ochiltree, TX	83,535	219	Freeborn, MN	65,177
18	Ventura, CA	246,283	119	Shelby, IA	83,514	220	Columbia, WI	65,174
19	San Bernardino, CA	241,357	120	Yellowstone, MT	82,376	221	Wayne, OH	64,638
20	San Diego, CA	235,194	121	Moore, TX	82,360	222	Mercer, IL	64,629
21	Washington, AR	227,726	122	Simpson, MS	82,222	223	Fulton, OH	64,622
22	Texas, OK	223,886	123	Clay, IA	82,154	224	Page, IA	64,598
23	Morgan, CO	194,964	124	Union, NM	82,001	225	Johnson, IA	64,374
24	Sioux, IA	190,468	125	Wicomico, MD	81,883	226	Chatham, NC	64,115
25	Cullman, AL	186,676	126	Hansford, TX	81,843	227	Platte, NE	64,032
26	Yuma, AZ	179,308	127	De Kalb, AL	81,738	228	Florence, SC	63,679
27	Cuming, NE	178,411	128	Buena Vista, IA	81,296	229	Greene, IL	63,667
28	Logan, CO	169,794	129	Stanton, NE	81,063	230	Butler, IA	63,477
29	Santa Barbara, CA	168,805	130	Kit Carson, CO	80,629	231	Smith, MS	63,430
30	Pottawattamie, IA	168,033	131	Kosciusko, IN	80,319	232	Gage, NE	62,985
31	Sussex, DE	153,979	132	Champaign, IL	80,072	233	Brown, SD	62,983
32	Sherman, TX	150,136	133	Bingham, ID	79,661	234	Orange, CA	62,925
33	Castro, TX	149,766	134	Darke, OH	79,559	235	Lyon, MN	62,922
34	Grant, WA	145,816	135	Cass, ND	79,439	236	Dona Ana, NM	62,735
35	Chaves, NM	145,235	136	Pike, IL	79,099	237	York, PA	62,387
36	Henry, IL	143,496	137	Marshall, IA	78,887	238	Linn, IA	62,258
37	Woodbury, IA	137,900	138	Wichita, KS	78,852	239	Calhoun, IA	62,248
38	Lake, FL	137,359	139	Polk, MN	78,786	240	Will, IL	62,135
39	Dane, WI	137,291	140	Twin Falls, ID	78,768	241	Caddo, OK	62,047
40	Finney, KS	134,228	141	Jones, IA	78,688	242	Contra Costa, CA	61,903
41	Madera, CA	132,727	142	Carroll, IL	78,586	243	Palo Alto, IA	61,812
42	Canyon, ID	131,113	143	Sacramento, CA	78,493	244	Gonzales, TX	61,737
43	Plymouth, IA	130,120	144	Fayette, IA	78,428	245	Sanilac, MI	61,415
44	McLean, IL	129,862	145	Clayton, IA	78,296	246	Kankakee, IL	61,378
45	Polk, FL	126,363	146	Scott, KS	78,200	247	Brown, MN	61,365
46	Sac, IA	125,380	147	Hale, TX	78,131	248	Scott, IA	61,295
47	Randall, TX	124,361	148	Fillmore, MN	77,792	249	Gove, KS	61,241
48	Benton, AR	123,118	149	Johnston, NC	77,732	250	Mitchell, IA	60,883
49	Sonoma, CA	123,111	150	Macoupin, IL	77,563	251	Seward, NE	60,882
50	Duplin, NC	122,035	151	Taylor, TX	76,585	252	Franklin, PA	60,881
51	Dawson, NE	119,096	152	Horry, SC	76,190	253	Iowa, WI	60,730
52	San Luis Obispo, CA	118,725	153	Nobles, MN	75,933	254	Jefferson, WI	60,387
53	Santa Clara, CA	118,410	154	Warren, IL	75,822	255	Pratt, KS	60,350
54	Los Angeles, CA	117,110	155	Redwood, MN	75,727	256	Gray, TX	60,304
55	Hillsborough, FL	116,046	156	Scott, MS	75,548	257	Allegan, MI	60,158
56	Ford, KS	115,325	157	Whitman, WA	75,504	258	Dallas, IA	60,016
57	Clinton, IA	114,743	158	Berks, PA	75,426	259	Greene, IA	59,834
58	Sarpy, NE	114,634	159	Grundy, IA	75,206	260	San Benito, CA	59,767
59	Kossuth, IA	113,642	160	Fond du Lac, WI	75,008	261	Hancock, IA	59,563
60	Ogle, IL	113,090	161	Marion, OR	74,942	262	Burt, NE	59,553
61	La Salle, IL	112,661	162	Green, WI	74,774	263	Dickinson, KS	59,496
62	Orange, FL	112,048	163	Custer, NE	74,744	264	Murray, MN	59,427
63	Stearns, MN	111,414	164	McHenry, IL	74,625	265	Wright, IA	59,140
64	Adams, CO	110,791	165	Suffolk, NY	74,469	266	Blue Earth, MN	59,109
65	Grant, WI	109,730	166	Pitt, NC	74,153	267	Lafayette, MO	58,919
66	Whiteside, IL	109,661	167	Minnehaha, SD	74,039	268	Antelope, NE	58,866
67	Yolo, CA	108,831	168	Jasper, IN	73,771	269	Morgan, IL	58,767
68	Iroquois, IL	106,748	169	Lee, IL	73,627	270	Fulton, IL	58,738
69	Polk, NE	106,744	170	Knox, IL	72,863	271	Huron, MI	58,731
70	Hendry, FL	106,685	171	Gray, KS	72,214	272	Coffax, NE	58,703
71	Chester, PA	105,674	172	Franklin, IA	71,761	273	Yellow Medicine, MN	58,453
72	Carroll, IA	105,554	173	Hamilton, IA	71,530	274	Goodhue, MN	58,430
73	O'Brien, IA	103,740	174	Faribault, MN	71,525	275	Gadsden, FL	58,286
74	Bureau, IL	102,540	175	Mahaska, IA	71,159	276	Humboldt, IA	58,286
75	Butler, KS	101,443	176	Nodaway, MO	70,848	277	Robeson, NC	58,251
76	Kings, CA	100,866	177	Jackson, MN	70,758	278	Lonoke, AR	58,186
77	Lubbock, TX	100,810	178	Mercer, OH	70,553	279	Wayne, NE	58,119
78	Livingston, IL	99,087	179	Story, IA	70,526	280	Solano, CA	58,015
79	DeKalb, IL	98,967	180	Hartford, CT	70,364	281	Shelby, IL	57,965
80	Butte, CA	96,985	181	Jackson, IA	70,262	282	Woodford, IL	57,917
81	Holt, NE	96,371	182	Christian, IL	70,138	283	Poweshiek, IA	57,895
82	Dodge, WI	96,222	183	Washington, IA	70,025	284	Logan, IL	57,854
83	Umatilla, OR	96,183	184	Cass, IA	69,857	285	Yuba, CA	57,839
84	Cherokee, IA	95,993	185	Ida, IA	69,642	286	Webster, IA	57,759
85	Cedar, IA	95,591	186	Washington, NE	69,448	287	Lenawee, MI	57,445
86	Sutter, CA	95,256	187	Franklin, WA	69,214	288	Tazewell, IL	57,439
87	Wilkes, NC	95,255	188	Alameda, CA	69,106	289	Keokuk, IA	57,402
88	Crawford, IA	95,115	189	Kane, IL	69,005	290	Worcester, MD	57,366
89	Larimer, CO	94,119	190	Glenn, CA	68,902	291	Baca, CO	57,050
90	Sampson, NC	93,820	191	Cass, NE	68,757	292	Buchanan, IA	57,036
91	Hidalgo, TX	93,581	192	Arkansas, AR	68,658	293	Putnam, OH	56,996
92	Lyon, IA	93,359	193	Pocahontas, IA	68,578	294	Saunders, NE	56,948
93	Swisher, TX	93,330	194	Tangipahoa, LA	68,524	295	Sauk, WI	56,903
94	Dade, FL	93,270	195	Walla Walla, WA	68,481	296	McDonough, IL	56,739
95	Yuma, CO	93,124	196	Vermilion, IL	68,479	297	Montgomery, IL	56,604
96	Tama, IA	92,144	197	Malheur, OR	68,198	298	Cerro Gordo, IA	56,421
97	Benton, IA	91,967	198	Mower, MN	68,003	299	Richland, ND	56,290
98	Scotts Bluff, NE	91,725	199	Washington, KS	67,824	300	Monona, IA	56,285
99	Martin, MN	91,017	200	Adams, IL	67,476	301	Black Hawk, IA	56,285
100	Jasper, IA	89,895	201	Barron, WI	67,426	302	Edgar, IL	56,063
101	Minidoka, ID	89,590	202	Boone, IA	67,369	303	Orange, NY	56,015
304	Jo Davies, IL	55,572						
305	Outagamie, WI	55,440						
306	Cowley, KS	55,431						
307	McPherson, KS	55,027						
308	Hall, GA	54,989						
309	Harrison, IA	54,963						
310	Spokane, WA	54,943						
311	Frederick, MD	54,807						
312	Pima, AZ	54,694						
313	Cascade, MT	54,656						
314	Linn, OR	54,540						
315	Wayne, NC	54,472						
316	Hamilton, NE	54,396						
317	Sedgwick, KS	54,378						
318	Androskoggin, ME	54,138						
319	Beaver, OK	54,102						
320	Okeechobee, FL	54,100						
321	Clackamas, OR	54,032						
322	Cassia, ID	54,015						
323	Guthrie, IA	53,880						
324	York, NE	53,864						
325	Saline, MO	53,849						
326	Clay, MN	53,789						
327	Cherry, NE	53,710						
328	Vermilion, LA	53,695						
329	Shelby, TX	53,688						
330	Jefferson Davis, LA	53,673						
331	Buffalo, NE	53,556						
332	DuBois, IN	53,390						
333	Knox, NE	53,384						
334	Manatee, FL	53,366						
335	Cottonwood, MN	53,308						
336	Forsyth, GA	53,158						
337	Marion, FL	53,004						
338	Wake, NC	52,995						
339	Nemaha, KS	52,980						
340	Kearney, NE	52,948						
341	Kendall, IL	52,799						
342	Skagit, WA	52,797						
343	Prowers, CO	52,786						
344	Republic, KS	52,634						
345	Sibley, MN	52,046						
346	St. Lawrence, NY	51,962						
347	Canadian, OK	51,817						
348	Rankin, MS	51,812						
349	Coffee, GA	51,774						
350	Muscataine, IA	51,668						
351	Swift, IA	51,644						
352	Oscola, MN	51,637						
353	Eiikhart, IN	51,598						
354	Orangeburg, SC	51,487						
355	Stutsman, ND	51,441						
356	Okanogan, WA	51,438						
357	Moore, NC	51,396						
358	Trempealeau, WI	51,359						
359	Reno, KS	51,146						
360	Adair, IA	51,102						
361	H							



State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# 400 Leading Farm Counties — Number of Farms, Rank

Rank	County	Farms
1	Fresno, CA	7,539
2	Tulare, CA	5,725
3	Lancaster, PA	5,323
4	Yakima, WA	4,845
5	Greene, TN	4,381
6	Stanislaus, CA	4,772
7	San Joaquin, CA	4,453
8	Hidalgo, TX	4,124
9	San Diego, CA	4,081
10	Otter Tail, MN	4,043
11	Johnston, NC	3,894
12	Marathon, WI	3,772
13	Dane, WI	3,706
14	Stearns, MN	3,576
15	Cullman, AL	3,484
16	De Kalb, AL	3,483
17	Sampson, NC	3,323
18	Weld, CO	3,295
19	Robeson, NC	3,227
20	Columbus, VA	3,175
21	Pittsylvania, VA	3,156
22	Merced, CA	3,141
23	Darke, OH	3,115
24	Duplin, NC	3,093
25	Barren, KY	3,092
26	Horry, SC	3,024
27	Clark, WI	2,980
28	York, PA	2,978
29	Dodge, WI	2,879
30	St. Landry, LA	2,864
31	Sonoma, CA	2,843
32	Grant, WI	2,840
33	Pulaski, KY	2,839
34	Riverside, CA	2,816
35	Los Angeles, CA	2,804
36	Clackamas, OR	2,801
37	Marion, OR	2,800
38	Washington, TN	2,789
39	Sanilac, MI	2,787
40	Hillsborough, FL	2,769
41	Gibson, TN	2,750
42	La Salle, IL	2,720
43	Hawkins, TN	2,719
44	Fayette, TX	2,708
45	Washington, AR	2,693
46	Sumner, TN	2,693
47	Marshall, AL	2,692
48	Benton, AR	2,650
49	Polk, FL	2,628
50	Washington, VA	2,608
51	Lavaca, TX	2,607
52	Lenawee, MI	2,558
53	Florence, SC	2,543
54	Surry, NC	2,539
55	Williamson, TX	2,537
56	Mc Lean, IL	2,529
57	Berrien, MI	2,513
58	Huron, MI	2,507
59	Vernon, WI	2,503
60	Warren, KY	2,502
61	Scott, VA	2,478
62	Allegheny, PA	2,470
63	Saginaw, MI	2,454
64	Buncombe, NC	2,433
65	Fond Du Lac, WI	2,429
66	Iroquois, IL	2,411
67	San Bernardino, CA	2,395
68	Canyon, ID	2,395
69	Chautauqua, NY	2,392
70	Williamsburg, SC	2,381
71	Todd, MN	2,376
72	Wright, MN	2,369
73	Halifax, VA	2,362
74	Polk, MN	2,361
75	Santa Clara, CA	2,320
76	Wayne, NC	2,317
77	Livingston, IL	2,312
78	Allen, IN	2,310
79	Ashe, NC	2,306
80	Barron, WI	2,306
81	Stokes, NC	2,303
82	Greene, MO	2,301
83	Orangeburg, SC	2,300
84	Henry, IL	2,288
85	Maury, TN	2,286
86	Van Zandt, TX	2,281
87	Manitowish, WI	2,281
88	Graves, KY	2,280
89	Pottawattamie, IA	2,277
90	Brown, OH	2,252
91	Claiborne, TN	2,244
92	Sioux, IA	2,242
93	Hawaii, HI	2,241
94	Guilford, NC	2,240
95	Wake, NC	2,225
96	Hunt, TX	2,221
97	Tuscola, MI	2,208
98	Sullivan, TN	2,205
99	Kossuth, IA	2,204
100	Fillmore, MN	2,190
100	St. Lawrence, NY	2,190

Rank	County	Farms
102	Berks, PA	2,188
103	Rockingham, VA	2,187
104	Adair, KY	2,186
105	Lincoln, TN	2,185
106	Wood, OH	2,181
107	Rockingham, NC	2,177
108	Pitt, NC	2,174
109	Plymouth, IA	2,173
110	Mc Lennan, TX	2,172
111	Madison, IL	2,171
112	Weakley, TN	2,167
113	Macoupin, IL	2,161
114	Harris, TX	2,156
115	Aroostook, ME	2,153
116	Hardin, KY	2,150
117	Morrison, MN	2,146
118	Nodaway, MO	2,145
119	Outagamie, WI	2,140
120	Nash, NC	2,135
121	Lawrence, MO	2,128
122	Sussex, DE	2,121
123	Madison, NC	2,120
124	Linn, IA	2,118
125	Champaign, IL	2,114
126	Robertson, TN	2,113
127	Bexar, TX	2,111
128	Caddo, OK	2,103
129	Renville, MN	2,102
130	Polk, WI	2,101
131	Clayton, IA	2,100
132	Bell, TX	2,090
133	Chippewa, WI	2,083
134	Spokane, WA	2,076
135	Grayson, TX	2,075
136	Jefferson, WI	2,073
137	Goodhue, MN	2,070
138	Rutherford, TN	2,064
139	Wayne, OH	2,051
140	Ellis, TX	2,046
141	Jackson, AL	2,044
142	Fayette, IA	2,044
143	Franklin, MO	2,044
144	Sauk, WI	2,044
145	Kosciusko, IN	2,038
146	Washington, TX	2,036
147	Adams, IL	2,034
148	Lincoln, KY	2,034
149	Lawrence, TN	2,032
150	Morgan, AL	2,031
151	Bureau, IL	2,031
152	Harnett, NC	2,031
153	Mercer, OH	2,029
154	Limestone, AL	2,028
155	Hillsdale, MI	2,028
156	Dunn, WI	2,026
157	White, AR	2,024
158	Hart, KY	2,022
159	Giles, TN	2,022
160	Johnson, MO	2,016
161	Chester, PA	2,016
162	Winneshiek, IA	2,015
163	Highland, OH	2,015
164	Barry, MO	2,014
165	Shawano, WI	2,010
166	Avoyelles, LA	2,009
167	Wilson, TN	2,005
168	Wharton, TX	2,005
169	Collin, TX	2,001
170	Monroe, MI	2,000
171	Grayson, KY	1,992
172	Rock, WI	1,990
173	Van Buren, MI	1,988
174	Clinton, MI	1,981
175	Franklin, NC	1,977
176	Washington, OR	1,976
177	Putnam, OH	1,975
178	Waupaca, WI	1,974
179	Lafayette, MO	1,973
180	Carroll, TN	1,973
181	Jasper, IA	1,971
182	Daviess, KY	1,971
183	Woodbury, IA	1,970
184	Adams, OH	1,970
185	Fannin, TX	1,970
186	Cass, MO	1,969
187	Freeborn, MN	1,963
188	Logan, KY	1,957
189	Licking, OH	1,944
190	Sevier, TN	1,943
191	Shelby, IL	1,941
192	Gratiot, MI	1,935
193	Whatcom, WA	1,934
194	Stoddard, MO	1,933
195	Tama, IA	1,929
196	Madison, KY	1,929
197	Elkhart, IN	1,926
198	Lee, VA	1,911
199	Austin, TX	1,909
200	Trempealeau, WI	1,908
201	Hancock, IL	1,907
202	Hill, TX	1,900

Rank	County	Farms
203	Kent, MI	1,897
204	Yadkin, NC	1,893
205	Maricopa, AZ	1,888
206	Hopkins, TX	1,888
207	Ogle, IL	1,887
208	Seneca, OH	1,887
209	Reno, KS	1,886
210	Brown, WI	1,886
211	Monroe, WI	1,883
212	Clinton, IA	1,880
213	Lauderdale, AL	1,874
214	Sheboygan, WI	1,869
215	Casey, KY	1,868
216	Christian, KY	1,868
217	Bates, MO	1,865
218	Garfield, OK	1,860
219	Columbia, WI	1,859
220	Blount, AL	1,858
221	Blue Earth, MN	1,858
222	Polk, MO	1,848
223	Bladen, NC	1,848
224	Ottawa, MI	1,846
225	Grady, OK	1,846
226	Will, IL	1,845
227	St. Croix, WI	1,845
228	Butte, CA	1,844
229	Dubuque, IA	1,841
230	Lane, OR	1,840
231	Whiteside, IL	1,833
232	Breckinridge, KY	1,828
233	Randolph, NC	1,828
234	Benton, IA	1,827
235	Mower, MN	1,827
236	Redwood, MN	1,826
237	Hancock, OH	1,818
238	Vermillion, IL	1,814
239	Kandiyohi, MN	1,812
240	Williamson, TN	1,810
241	Craighead, AR	1,809
242	Iredell, NC	1,808
243	Milam, TX	1,800
244	Steuben, NY	1,799
245	Navarro, TX	1,796
246	Bradford, PA	1,795
247	Crawford, IA	1,794
248	Wilkes, NC	1,794
249	Mc Leod, MN	1,789
250	Green, WI	1,789
251	Eaton, MI	1,782
252	Newton, MO	1,779
253	Stephenson, IL	1,776
254	Gonzales, TX	1,776
255	Fulton, IL	1,772
256	Denton, TX	1,772
257	Custer, NE	1,772
258	Lawrence, AL	1,761
259	Auglaize, OH	1,760
260	Knox, TN	1,755
261	Cape Girardeau, MO	1,754
262	Fayette, IL	1,751
263	Lancaster, NE	1,751
264	Cameron, TX	1,750
265	Sedgwick, KS	1,747
266	Twin Falls, ID	1,745
267	Davidson, NC	1,743
268	Granville, NC	1,742
269	Linn, OR	1,742
270	Fort Bend, TX	1,742
271	Washita, OK	1,740
272	Sangamon, IL	1,739
273	Vermilion, LA	1,738
274	Martin, MN	1,738
275	Fulton, OH	1,738
276	Mecklenburg, VA	1,738
277	Erie, PA	1,733
278	Utah, UT	1,733
279	Marshall, MN	1,732
280	Shelby, KY	1,729
281	Johnson, TX	1,729
282	Madison, AL	1,726
283	Calhoun, MI	1,725
284	Delaware, IA	1,719
285	Lapeer, MI	1,719
286	Montcalm, MI	1,715
287	Kern, CA	1,715
288	Miami, OH	1,715
289	Buchanan, IA	1,712
290	Marshall, IN	1,711
291	Vernon, MO	1,711
292	Carroll, VA	1,711
293	Shiawassee, MI	1,710
294	Olmsted, MN	1,710
295	Saunders, NE	1,710
296	Guadalupe, TX	1,708
297	Chariton, MO	1,707
298	Mc Pherson, KS	1,706
299	Laurel, KY	1,706
300	Montgomery, IL	1,704
301	Franklin, LA	1,701
302	Washtenaw, MI	1,699
303	Sibley, MN	1,699

Rank	County	Farms
304	Lincoln, OK	1,698
305	Smith, TX	1,698
306	Madison, TN	1,696
307	Henry, OH	1,695
308	Preble, OH	1,695
309	Minnehaha, SD	1,695
310	Lamar, TX	1,694
311	De Witt, TX	1,693
312	Butler, IA	1,692
313	Jefferson, TN	1,691
314	Jasper, MO	1,690
315	Fairfield, OH	1,685
316	Rice, MN	1,684
317	Cass, ND	1,684
318	Granger, TN	1,683
319	Webster, IA	1,681
320	Erie, NY	1,680
321	Union, NC	1,680
322	Ventura, CA	1,679
323	Harrison, IN	1,677
324	Randolph, IN	1,673
325	Howell, MO	1,672
326	Macon, MO	1,672
327	Gage, NE	1,672
328	Washington, PA	1,669
329	Cedar, IA	1,667
330	Johnson, IA	1,667
331	Erath, TX	1,667
332	St. Clair, IL	1,662
333	St. Clair, MI	1,662
334	Madison, IN	1,661
335	Saline, MO	1,657
336	Pettis, MO	1,656
337	Niagara, NY	1,654
338	Allen, KY	1,652
339	Mercer, PA	1,652
340	Pierce, WI	1,652
341	Franklin, PA	1,643
342	Sacramento, CA	1,642
343	Macon, TN	1,641
344	Pike, IL	1,640
345	Hinds, MS	1,639
346	Nobles, MN	1,637
347	Crawford, PA	1,636
348	Augusta, VA	1,636
349	Lee, IL	1,635
350	Lake, FL	1,634
351	Jefferson, NY	1,633
352	Wilson, NC	1,633
353	Branch, MI	1,632
354	Parker, TX	1,631
355	Becker, MN	1,630
356	Ionia, MI	1,629
357	Texas, MO	1,629
358	Hardin, OH	1,628
359	Richland, ND	1,627
360	Butler, MO	1,626
361	Oneida, NY	1,626
362	Wayne, NY	1,624
363	Cherokee, TX	1,622
364	Wayne, IL	1,620
365	Jackson, IA	1,618
366	Meeker, MN	1,617
367	Oconto, WI	1,614
368	Allen, OH	1,611
369	Putnam, TN	1,610
370	Black Hawk, IA	1,609
371	Clermont, OH	1,608
372	Green, KY	1,607
373	Anderson, SC	1,605
374	Smith, TN	1,605
375	Brown, MN	1,602
376	Rusk, TX	1,601
377	Douglas, MN	1,599
378	Williams, OH	1,599
379</		



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\*Denotes market measured by Arbitron for the first time

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# Regional and State Networks and Groups Index

All regional network listings are shown in the regional section (see contents page); all state networks are shown at the beginning of a state.

Network	Regional	State	Network	Regional	State
Agri Broadcasting Network.....		New York	Kansas Radio Network.....		Kansas
Agriculture News Network.....		Texas	Kentucky Radio Network.....		Kentucky
Agrinet of Virginia.....		Ohio	Keystone Broadcasting System, Inc.....	X	Massachusetts
Alabama Community Network.....		Oklahoma	Knight Quality Stations, The.....		Wisconsin
Alamo Network.....		Alabama	Laird Group.....		Texas
Alaska Broadcasting System.....		Alaska	Latin Network.....	X	Minnesota
Allegheny Mountain Network.....		Pennsylvania	Lazy-K Group.....		Maine
All Spanish Network.....	X		Linder Group, The.....		New York Urban
Amigo Spanish Group, The.....	X		Lobster Network.....		
Appalachian Network.....	X	Arizona	Long Island Network.....		
Arizona Network.....		Arkansas			
Arkansas Radio Network.....					
Beasley Broadcast Group.....	X		Magic Circle Network.....	X	Maine
Beck-Ross Group, The.....	X		Maine Broadcasting System.....		
Beef Empire Stations.....		Nebraska	Mark Media Group.....	X	New York Urban
Berkshire Group.....		Massachusetts	Masla Suburban Group.....		
Big-K Media.....		Texas	McLendon Stations, The.....	X	Michigan
Black UBC Group.....	X	Ohio	Michigan Farm Radio Network.....		Michigan
Buckeye Farm Network.....			Michigan Rural Radio Network.....		Alaska
			Midnight Sun Broadcasters, Inc., The.....		Mississippi
			Mid South Network.....		Minnesota
Cadena Radio Puerto Rico.....		Virginia	Minnesota Star Network.....		Missouri
California Farm Network.....		Puerto Rico	Missouri Network, Inc.....		Missouri
Carolina Radio Network.....		California	Missouri Radio Network.....		North Carolina
Central Maine Group.....		North Carolina	Mountaineer Group.....		
Christian Broadcasting Network, Inc., The.....		Maine			
Connecticut State Network.....		Connecticut	National AgRadio Groups, Inc.....	X	
Country Music Network.....	X		National Spanish Language Network.....	X	Nebraska
			Nebraska Radio Network.....		New York
Dakota Dynamo Group.....		South Dakota	New York Farm Network.....		North Carolina
Dakota Farm Network—North Dakota.....		North Dakota	North Carolina News Network.....		Michigan
Dakota Farm Network—South Dakota.....		South Dakota	Northern Power Network.....		
Delta/Net.....	X				
Detroit Suburban Network.....		Detroit Urban	Ohio Radio Network.....		Ohio
			Oklahoma Farm Network.....		Oklahoma
East Texas Black Market Group.....		Texas	Oklahoma News Network, Inc.....		Oklahoma
Empire State FM Network.....		New York			
			Paul Bunyan Network.....		Michigan
Farm Radio Network.....	X		Pennsylvania Farm Network.....		Pennsylvania
Fine Music Group.....	X		Pennsylvania Radio Network.....		Pennsylvania
Florida Quality Broadcasting Corporation.....		Florida	Prestige Radio Group.....	X	California
French Program Group of New England.....	X		PSA Group.....		North Carolina
			Radio Smiles Group, The.....		North Carolina
Georgia Network, Inc.....		Georgia	Rollins, Inc.....	X	
Golden Crescent Group.....		North Carolina			Montana
Greater New York Radio Group.....		New York Urban	Silver Dollar Network.....		Georgia
Green Valley Group.....	X		Southern Black Network.....		
Groskin Group, The.....	X		Southwest Radio Concept.....	X	
Gulf Central Radio Network.....		Mississippi	Sterling Recreation Organization, Broadcast Division.....	X	
			Suburban Radio Group.....		North Carolina
Hawkeye Radio Network.....		Iowa			
Hukilau Net, The.....		Hawaii	Texas State Network.....		Texas
			Tichenor Radio Group.....	X	
Idaho Big Buy.....		Idaho	Tobacco Radio Network, The.....	X	
Illinois Radio Network.....		Illinois	Tower of Faith Radio Network.....	X	
Indiana Broadcasters Group.....		Indiana			
Indiana Radio Network.....		Indiana	V. C. I. Group.....		Maine
Intermountain Network, The.....	X		Viking Radio Network.....		Minnesota
Intermountain-Midwest Farm/Ranch Network, The.....	X		Virginia Network.....		Virginia
Iowa Radio Network.....		Iowa	Voice of Southwest Agriculture Radio Network.....		Texas
Iowa Town & Country Network.....		Iowa	Voice of Valley Agricultural Radio Network.....		Texas
Jalco-No/Cal Group.....		California	Weatherscan Radio Network, Inc.....		Oklahoma
Jalco-So/Cal Group.....		California	Western States Radio Empire.....	X	
James Brown Network.....	X		Wisconsin Farm Broadcasting Network.....		Wisconsin
			Wisconsin Network, Inc.....		Wisconsin

## Radio Stations in Metro Areas—Continued from page 57

WLIZ, Lake Worth	WNEU, Wheeling	*KOYY, El Dorado	*WRAK, Williamsport	<b>Wilmington, N. C.</b>	*WEIM, Fitchburg	KBRO, Yakima	*WSBA, York
*WPBR, Palm Beach	*WOMP, Bellair, Ohio	KWBB, Wichita	WWPA, Williamsport	*WAAV (FM),	*WESQ, Southbridge	KENQ, Toppenish	*WYCR, York-Hanover
WPOM, Riviera Beach	WTRF, Wheeling			Wilmington	*WFGL, Fitchburg	KFFM (FM), Yakima	WZIX, York
*WRYZ, Jupiter	*WVVA, Wheeling	<b>Wichita Falls, Tex.</b>	<b>Wilmington, Del.-</b>	*WGNL, Wilmington	*WFMP (FM),	*KIT, Yakima	<b>Youngstown-Warren,</b>
WSBH, Boca Raton		KLUR (FM), Wichita	<b>N. J.-Md.</b>	*WHSI, Wilmington	Fitchburg	KMWX, Yakima	*WBBW, Youngstown
*WSWN, Belle Glade		KNIN, Wichita Falls	WAMS, Wilmington	WKLM, Wilmington	WGAW, Gardner	KREW, Yakima	WFMJ, Youngstown
WWOG (FM), Boca		KNTD (FM), Wichita	WILM, Wilmington	*WFPD, Wilmington	WLMS, Leominster	KUTI, Yakima	WBEH, Warren
Raton		Falls	WJBR (FM),	*WWIL (FM),	WMRC, Milford		*WHOT, Campbell
	<b>Wichita, Kan.</b>	KWFT, Wichita Falls	Wilmington	Wilmington	WNEB, Worcester		*WKBK, Youngstown
	KAKE, Wichita	KTRN, Wichita Falls	WJIC, Salem, N. J.	Worcester	WQRC, Worcester		WNIO, Niles
	KARD (FM), Wichita	KWFT, Wichita Falls	WNRK, Newark	WTAG, Worcester	WRSR (FM),		WPIC, Sharon, Pa.
	*KERA (FM), Wichita		WNSR, Elkton, Md.	Worcester	WSTW (FM),		*WQOD (FM),
	*KHUL, Wichita	<b>Wilmington, Pa.</b>	*WSTW (FM),		Wilmington		Youngstown
	*KEYN-FM, Wichita	Wiliamsport	Wilmington	<b>Worcester-Fitchburg-</b>			WYFC, Warren
	*KFDI, Wichita	*WILQ (FM),	WTUX, Wilmington	<b>Leominster, Mass.</b>			*WYFM (FM), Sharon,
	*KPH, Wichita	Wiliamsport		*WAAE, Worcester	<b>Yokimo, Wash.</b>		Pa.
	KICT (FM)—Wichita	*WMPT, Wiliamsport		*WAAF (FM),	KAAR (FM), Yakima		
	KLEO, Wichita			Worcester			
<b>Wheeling, W. Va.</b>							
WEIF, Moundsville							
*WIRO, Ironton, Ohio							
*WITO (FM), Ironton							
Ohio							
*WKWK, Wheeling							

# Regional Radio Networks and Groups

For information on national networks see Network Rates and Data; for state networks refer to state sections.

## METHODS AND SOURCES:

Network and/or groups with facilities located in more than one state and sold at rates less than the total of individual station rates, are listed alphabetically by title. For rates and details on national networks, see "Network Rates and Data." For rates and details on state networks, see listings at the beginning of each state section. All state and regional networks are listed in an alphabetical list on the Regional and State Networks and Groups Index page. See contents page for location.

## American Contemporary Radio Network American Entertainment Radio Network American FM Radio Network American Information Radio Network

1330 Avenue of the Americas, New York, N. Y. 10019.  
360 North Michigan Avenue, Chicago, Ill. 60602.  
4151 Prospect Avenue, Hollywood, Calif. 90027.  
2077 West 10 Mile Road, Southfield, Mich. (Detroit) 48075.

For rates and data see listings in Network Rates and Data.

## All Spanish Network

Comprised of:  
Non-Interconnected Stations  
KAMX—Albuquerque, N. M.  
KEVT—Tucson, Ariz.  
KEPZ—El Paso, Tex.  
XEPZ—El Paso, Tex.  
XEGNK—Laredo, Tex.  
XHNK (FM)—Laredo, Tex.  
XEAQ—Calexico, Calif.  
XEA—Calexico, Calif.  
XERM—Calexico, Calif.  
XEMU—Eagle Pass, Tex.  
XEMW—Yuma, Ariz.  
XEMS—Brownsville, Tex.

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Contracts: 40a, 41, 45, 47a, 48, 50, 51a.

Comb.: Cont. Discounts: 60b, 60i, 60k.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80, 82.

### 6. SPOT ANNOUNCEMENTS

ET 11/1/73—Rec'd 2/20/74.

1 MIN: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti

KEVT 8.00 8.50 9.00 7.50 7.00 6.50

XEMW 5.00 4.50 4.00 3.75 3.50 3.00

XEAQ/XEAA/

XEIM 15.00 14.00 13.00 12.00 11.00 10.00

XERM 7.00 6.50 6.00 5.50 5.00 4.50

KMAX 9.00 8.50 8.00 7.50 7.00 6.50

XEMS 8.50 8.00 7.50 7.00 6.50 6.00

XENU 6.00 5.50 5.00 4.75 4.50 4.00

XEJ/XEPZ 15.00 14.00 13.00 12.00 11.00 10.00

XEJ 11.00 9.00 8.00 7.50 7.00 6.00

XEGNK/XHNK

(FM) 8.50 8.00 7.50 7.00 6.50 6.00

20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

PER WK: 5 ti 10 ti 20 ti 25 ti

1 min. 57 51 47 45

30 sec/less. 47 42 38 36

(SO)

## Amigo Spanish Group, The

Comprised of:  
Non-Interconnected Stations  
KIFN, Phoenix, Ariz.  
KEVT, Tucson, Ariz.  
KGST, Fresno, Calif.  
KCVR, Lodi, Calif.  
XEBG, San Diego, Calif.  
KEGL, San Jose, Calif.  
KGST, Harlingen, Tex.  
KAPI, Pueblo, Colo.  
WSOL, Tampa, Fla.  
WUNR, Boston, Mass.  
KAMX—Albuquerque, N. M.  
KUNO, Corpus Christi, Tex.  
XEPZ, El Paso, Tex.  
XEBG, San Diego, Calif.  
XEBE, Laredo, Tex.  
KLF, Lubbock, Tex.  
KUKA, San Antonio, Tex.

Media Code 4 100 0275 2.00

Savall/Gates, Inc., 515 Madison Ave., New York, N. Y. 10022. Phone 212-688-2380.

### 2. REPRESENTATIVES

New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco—Savall/Gates, Inc.

KGST—represented in Los Angeles by Harlan G. Oakes & Associates, and in San Francisco by Don R. Pickens Co.

### 6. SPOT ANNOUNCEMENTS

ET 8/15/73—Rec'd 11/29/73.

1 MINUTE

Station City Open 5 10 15 20 25 30

ARIZONA

KIFN, Phoenix 17.00 16.00 15.00 14.00 13.00 11.00

Station City	1 MINUTE				
	Open	5	10	15	20 25 30
KEVT, Tucson	9.00	8.50	8.00	7.50	7.00 6.50 6.00
CALIFORNIA					
KGST, Fresno	10.00	9.50	9.00	8.50	8.00 7.50 7.00
KCVR, Lodi	8.00	7.70	7.35	7.20	7.00 6.85 6.70
XEBG, San Diego	8.00	7.50	7.00	6.50	6.25 6.00 5.75
KEGL, San Jose	13.00	12.50	12.00	11.00	10.50 9.00 8.00
COLORADO					
KAPI, Pueblo	6.00	5.75	5.50	5.25	5.00 4.50 4.00
FLORIDA					
WSOL, Tampa	15.00	14.00	13.00	12.00	11.00 10.00 9.00
MASSACHUSETTS					
WUNR, Boston	22.00	21.25	20.50	19.75	19.00 18.50 18.00
NEW MEXICO					
KAMX, Albuquerque	9.00	8.50	8.00	7.50	7.00 6.50 6.00
TEXAS					
KUNO, Corpus Christi	17.00	16.00	15.00	14.00	13.00 12.00 11.00
XEJ, El Paso	10.00	9.00	8.00	7.50	7.00 6.50 6.00
KGST, Harlingen	22.00	21.00	20.00	19.00	18.00 17.00 16.00
XEK, Laredo	8.00	7.60	7.20	6.90	6.40 5.90 5.60
KLPB, Lubbock	5.75	5.50	5.25	5.00	4.75 4.50 4.25
KUKA, San Antonio	12.00	11.00	10.00	9.50	9.00 8.50 8.00
(*) 20/30 sec—80% of 1-min.					
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.					
DISCOUNT					
8 or more stations—5%. Minimum 10 spots per wk. per station.					

## Appalachian Network

Comprised of:  
Interconnected by tape & Non-Interconnected Stations  
WFTG—London, Ky.  
WCPM—Cumberland, Ky.  
WNRG—Grundy, Va.  
WVAR—Richwood, W. Va.

Media Code 4 100 0550 8.00

Business Office—Kentucky Radio Sales, 102 Tristan Rd., Louisville, Ky. 40222. Phone 502-428-6116.

### 1. PERSONNEL

General Manager—Elmo Mills (WFTG).

### 2. REPRESENTATIVES

Kentucky Radio Sales—South.

### 4. AGENCY COMMISSION

15/0 time only; 10 days.

### 5. GENERAL ADVERTISING See coded regulations

Contracts: 46.

No periods sold in bulk for resale.

### TIME RATES

Rates effective March 1, 1958.

(Card received March 3, 1958.)

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr. 1/2 1/4 10 5 1 80

1 ti 151.50 123.75 46.50 36.75 28.50 15.00 12.00

13 ti 147.70 120.65 54.35 35.85 27.80 14.65 11.70

26 ti 143.95 117.50 43.20 34.90 27.10 14.25 11.40

52 ti 136.35 111.40 41.85 33.10 25.65 13.50 10.80

104 ti 128.80 105.25 39.55 31.25 25.00 12.75 10.20

156 ti 121.20 99.00 38.20 29.40 22.80 12.00 9.60

260 ti 113.65 90.80 34.90 27.55 21.40 11.25 9.00

312 ti 104.05 86.65 32.55 25.75 19.95 10.50 8.40

624 ti 98.50 80.45 30.20 23.90 18.50 9.75 7.80

728 ti 90.90 74.25 27.90 22.05 17.10 9.00 7.20

16-second or 15 word spot, no minimum required, 4.80.

Automotive Spot Rate

1 minute..... 12.00 30 seconds..... 9.60

See individual station listing for rates on less than 4 stations.

## ATA Radio Network

See Representative pages in this issue for address and phone number.  
For Rates and Data see listing in Network Rates and Data.

## Avco Group Plan

See Representative pages in this issue for address and phone number.  
For rates and data see listing in Network Rates and Data.

## Beasley Broadcast Group

Comprised of:  
Non-Interconnected Stations  
WFMC—Goldsboro, N. C.  
WOKN (FM)—Goldsboro, N. C.  
WHNC—Henderson, N. C.  
WXNC (FM)—Henderson, N. C.  
WFBI—Fayetteville, N. C.  
WASC—Spartanburg, S. C.  
WKGX—Lenoir, N. C.  
WMOO—Mobile, Ala.  
WGAC—Augusta, Ga.

Media Code 4 100 0775 1.00

Executive Office—Box 1355, Goldsboro, N. C. 27530.

Phone 919-734-8003.

### 1. PERSONNEL

President—George G. Beasley.

Executive Vice-President—Robert W. Utley.

Executive Vice-President—R. P. Barbour.

### 4. AGENCY COMMISSION

15% time only.

## TIME RATES

Multiple station buy, 5+ stations, 10% discount.

## Beck-Ross Group, The

Comprised of:  
Non-Interconnected Stations  
WGLI—Babylon, New York  
WKMF—Flint, Michigan  
WGMZ (FM)—Flint, Michigan  
WBLI (FM)—Patchogue, New York  
Media Code 4 100 1000 3.00  
Executive Office: 1290 Peconic Ave., Babylon, N. Y. 11704. Phone 516-669-1290.

### 1. PERSONNEL

President—Martin F. Beck.

General Sales Manager—James E. Champlin.

### 2. REPRESENTATIVES

Jack Masia & Co., Inc.

### 4. AGENCY COMMISSION

15% net time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b.

Rate Protection: 10a, 11a, 12a, 13a, 14a.

Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a, 33b.

Contracts: 40a, 41, 46, 49, 51c.

Comb.: Cont. Discounts: 60b, 60d, 60g, 60i.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 82.

## TIME RATES

### GROUP RATES AND DISCOUNTS

3 stations—5%.

See individual listings for rates. Comparable schedules must be purchased to earn discount.

2R-12/66

## Black Audio Network (BAN)

166 Madison Ave., New York, N. Y. 10016. Phone 212-686-6550.  
A news service program network offering news about Blacks and other minority groups.

## Black UBC Group

Comprised of:  
Non-Interconnected Stations  
WOOK—Washington, D. C.  
KSOL (FM)—San Francisco, Calif.  
Media Code 4 100 1075 6.00  
URC Sales, Inc., 30 E. 42nd Street, New York, N. Y. 10017. Phone 212-682-1833, 1834.

### 1. PERSONNEL

Vice-Pres./Nat'l Sales—Robert L. Wittig.

### 2. REPRESENTATIVES

UBC Sales, Inc.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d.

Rate Protection: 12a.

Basic Rates: 20a, 22a, 23a, 24b, 28a.

Contracts: 40a, 45, 46.

Comb.: Cont. Discounts: 60k.

Cancellation: 70a, 70c, 73a.

All group buys guaranteed efficient according to Pulse, Inc. over any 13+ wk period.

### TIME RATES

No 2 ET 3/1/74—Rec'd 2/18/74.

AA—Sun thru Sat 6-10 am & 3-7 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

1 MIN, PER WK: 12 ti 18 ti 24 ti

AA 95 90 80

A 80 75 70

30 sec: 80% of 1-min.

## Country Music Network

Comprised of:  
Non-Interconnected Stations  
Alabama: WYAM—Birmingham  
Arizona: KCKY—Coolidge  
Arkansas: KWHN—Fort Smith  
Florida: WWHC—Cocoa  
WEXY—Ft. Lauderdale  
WBIX—Jacksonville  
WFIV—Kissimmee  
WGRO—Lake City  
Georgia: WLBH—Carrollton  
WMHE—Monroe  
WLOB—Thomasville  
WTHO, WTHO-FM—Thomson  
Idaho: KBRK (FM), Boise  
KBRJ, Boise  
Iowa: KKUZ—Burlington  
Kentucky: WKYX—Paducah  
WLSI—Pikeville  
WTCW—Whitesburg  
Louisiana: WYNK—Baton Rouge  
WBOX—Bogalusa  
WSHO—New Orleans  
KAGY—Port Sulphur  
KIKS—Sulphur  
Maryland: WMBD—Baltimore  
WKCO, WKCO-FM—Salisbury  
Minnesota: KIKN—Aitkin  
Mississippi: WCBT—Columbus  
WAPF, WCCA (FM)—McComb  
WMIS—Natchez  
WJNS (FM)—Yazoo  
New Jersey: WLDB—Atlantic City  
New Mexico: KCCF—Carlsbad  
KWEW—Hobbs  
New York: WBTa—Batavia  
Media Code 4 100 2750 2.00  
130 Fifth Ave., New York, N. Y. 10019. Phone 212-246-7242.

### 1. PERSONNEL

President—Charles Bernard.

### 2. REPRESENTATIVES

Charles Bernard Co., Inc.

### 4. AGENCY COMMISSION

15/0. Single contract, billing and payment.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 22b, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 46.

Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.

Cancellation: 70a, 70c, 71a, 73a.

The stations can be bought separately or grouped under 1 contract. A buy of 15 stations earns a 3% discount, a buy of 30 stations earns a 6% discount, a buy of 50 stations earns a 10% discount. Additional discounts for larger combinations.



# Regional Radio Networks and Groups—Continued

# NETWORKS

## Delta/Net—Continued

### 7. PACKAGE PLANS

PER WK. ROS: 3 ti 6 ti 12 ti  
 1 min. 34 30 28  
 30 sec. 27 24 22  
 Rates guaranteed for 12 mos from date of purchase.  
 May be released at any time. Spots used will then be re-computed to lowest applicable rate in force at time they ran.  
 Spots scheduled as evenly as possible 6 am-1 pm.  
 All spots are scheduled within or adjacent to Derry Brownfield programs.  
 Selected times, extra 20%.

## Eastman Radio Network

See Representative pages in this issue for address and phone number.  
 For rates and data see listing in Network Rates and Data.

## Farm Radio Network

Comprised of:  
 Non-Interconnected Stations

**ALABAMA**  
 WARI, WARI-FM WTCB—Flomation  
 Abbeville WZOB—Ft. Payne  
 WATM—Atmore WGAD—Gadsden  
 WAUD—Auburn WGEA—Geneva  
 WPRN—Butler WQYV—Greenville  
 WBYE—Calera WIOD—Jackson  
 WAGC—Centre WANL—Lineville  
 WKLF, WEZZ (FM)— WAM—Marion  
 Clanton WPHK—Pell City  
 WILA—Eufaula WPID—Piedmont  
 WBLA—Evergreen WCRJ—Scottdale  
 WABF—Fairhope WNT—Tuscaloosa

**ARIZONA**  
 KCKY—Coolidge KATO—Safford

**ARKANSAS**  
 KMCW—Augusta KXAR—Hope  
 KCCB—Corning KZNG—Hot Springs  
 KFFA—Helena KVSA—McGehee

**CALIFORNIA**  
 KCHV—Indio

**COLORADO**  
 KDKO—Denver KLMO—Longmont  
 KSTR—Grand Junction

**DELAWARE**  
 WJWL—Georgetown WTHD—Milford

**FLORIDA**  
 WBIX—Jacksonville WTAJ—Melbourne  
 Beach WQSA—Sarasota  
 WSST—Largo

**GEORGIA**  
 WALG—Albany WMNZ—Montezuma  
 WISK—Americus WMTM—Moultrie  
 WBLA—Augusta WNT—Sandersville  
 WUFE—Baxley WLR—Thomasville  
 WMJM—Cordele

**ILLINOIS**  
 WKKD—Aurora WPEO—Peoria  
 WEIC—Charleston WZOE—Princeton  
 WLBK—DeKalb WGEM—Quincy  
 WGIL—Galesburg WTIM—Taylorville  
 WKAK (FM)—Kankakee WGFA—Waukegan  
 WMC—Mount Carmel

**INDIANA**  
 WBNL—Boonville WBAT—Marion  
 WMEF—Ft. Wayne WPCO—Mt. Vernon  
 WLO—Frankfort WLCB—Muncie  
 WTLF—Greensburg WREY—New Albany  
 WKKI—Kokomo WTC—Plymouth  
 WASK—Lafayette WPGW—Portland  
 WLOI—La Porte WKBY—Richmond  
 WNON (FM)—Lanban WAOV—Vincennes  
 WSAL—Logansport WAMW—Washington

**IOWA**  
 KASI—Ames KOKX—Keokuk  
 KLIWW—Cedar Rapids KLEM—LaMars  
 KSIB—Creston KFJB—Marshalltown  
 KCBC—Des Moines KSMN—Mason City  
 WDBQ—Dubuque KWPC—Muscatine  
 KILR—Estherville KLEE—Ottumwa  
 KVPD—Fort Dodge KAYL—Storm Lake  
 KXIC—Iowa City KCFI—Waterloo

**KANSAS**  
 KKOY—Chanute KNBI—Norton  
 KNCK—Concordia KWNS—Pratt  
 KMAN—Manhattan KULY—Olysses

**KENTUCKY**  
 KBRT—Bardonia WKAY—Glasgow  
 WKCT—Bowling Green WHBN, WHBN-FM—  
 Harrodsburg  
 WLBK—Bowling Green WSON—Henderson  
 WTCO—Campbellsville WSON—Henderson  
 WAIN—Columbia WHOP—Hopkinsville  
 WCNV—Cynthiana WKO—Hopkinsville  
 WHIR—Danville WLEN—Lebanon  
 WIEL—Elizabethtown WLAP—Lexington  
 KSTL—Eminence WMTL, WMTL-FM—  
 Leitchfield  
 WFKN—Franklin WFTG—London  
 WFUL—Fulton WFTG—London  
 WAVE—Louisville WBGR—Paris  
 WTL—Madisonville WPKY, WPKY-FM—  
 Princeton  
 WNGO—Mayfield WEKY—Richmond  
 WFM—Haysville WRUS—Russellville  
 WMOH—Morehead WSPC—Somerset  
 WMST—Mt. Sterling WTKY—Tomkinsville  
 WLOC—Munfordville WTKS—Vanceburg  
 WNBBS—Murray WKKY—Winchester  
 WAXU, WAXU-FM—  
 Georgetown

## LOUISIANA

KDBS—Alexandria KLP—Lake Providence  
 KTRY—Bastrop KDXI—Mansfield  
 WJBO—Baton Rouge KWLA—Many  
 KSIG—Crowley KMLB—Monroe  
 KTDI—Farmerville KAGY—Port Sulphur  
 WFCG—Franklinton KRIH—Rayville  
 KCKW—Jena KTMB—Thibodaux  
 KOAK—Lake Charles KMAR—Winnsboro

## MARYLAND

WCEM—Cambridge

## MICHIGAN

WLEW, WLEW-FM— WION—Ionia  
 Bad Axe WSGW—Saginaw  
 WKYO—Caro

## MINNESOTA

KKIN—Aitkin KRFO—Owatonna  
 KASM—Albany KFL—Preston  
 KXRA—Alexandria WKPM—Princeton  
 KBMO, KBMO-FM— KRBI—St. Peter  
 Benson WVAL—Sauk Rapids  
 KLFJ—Litchfield WAVN—Stillwater  
 KYMN—Northfield WHLB—Virginia

## MISSISSIPPI

WBLE—Batesville WKRA—Holly Springs  
 WMGO—Canton WNLA—Indianola  
 WKDL—Clarksdale WKOZ—Kosciusko  
 WCLD—Cleveland WXTN—Lexington  
 WCJU—Columbia WSEL—Ironton  
 WACR—Columbus WONA—Winona  
 WGVJ—Greenville WAZF—Yazoo City  
 WABG—Greenwood

## MISSOURI

KSWM—Aurora KPAL—Fulton  
 KPCB—Bowling Green KODE—Joplin  
 KGHM—Brookfield KRLS—Mountain Grove  
 KMM—Butler KWOC—Poplar Bluff  
 KDMO—Carthage KYRO—Potosi  
 KCRV—Caruthersville KKJO—St. Joseph  
 KCHI—Chillicothe KSHM—Sikeston  
 KHAD—DeSoto KALM—Thayer  
 KDFM—Doniphan KOKO—Warrensburg  
 KESM—El Dorado Springs KWTE—Warrenton  
 KREI—Farrington KWP—West Plains  
 KFTW—Fredericktown

## NEBRASKA

KCOW—Alliance KNEB—Scottsbluff  
 KHAS—Hastings KRFS—Superior  
 KIMB—Kimball

KWEW—Hobbs KGRT—Las Cruces

## NEW YORK

WCBA—Corning

**NORTH CAROLINA**  
 WRCS—Ahsokle WTSB—Lumberton  
 WABZ—Abermarle WPAQ—Mt. Airy  
 WKYK—Burnsville WKRK—Murphy  
 WPTL—Canton WCBQ—Oxford  
 WRRZ—Clinton WREV—Reidsville  
 WTRK—Durham WEED—Rocky Mount  
 WCAI—Elizabeth City WLM—Salisbury  
 WIFM—Elkin WMPM—Smithfield  
 WFAI—Fayetteville WCOK—Sparta  
 WAKS—Fuquay-Varina WTAB—Tabor City  
 WPMC—Goldsboro WPCP—Tarboro  
 WENI—Greenville WEEW—Washington  
 WHNC—Henderson WETC—Wendell-Zebulon  
 WJNC—Jacksonville WJLW—Williamston  
 WELS—Kinston WKLM—Wilmington  
 WWO—Laurinburg WYOT—Wilson  
 WLOK—Lincolnton WBTE—Windsor  
 WYRN—Louisburg

## NORTH DAKOTA

KDAK—Carrington KMAV—Mayville  
 KGPC—Grafton KGCA—Rugby  
 KNDK—Langdon

## OHIO

WREO—Ashtabula WMRN—Marion  
 WMSG—Bowling Green WMVO—Mt. Vernon  
 WJER—Dover WPAV—Portsmouth  
 WFOB—Fostoria WSTV—Steubenville  
 WMOH—Hamilton WERT—Van Wert  
 WFPB—Hamilton WCHO—Washington  
 Middletown C. House  
 WSIW—Hillsboro

## OKLAHOMA

KHHW—Altus KIH—Hugo  
 KEOR—Atoka KGLC—Miami  
 KWCO—Chickasha KCFB (FM)—Nowata  
 KWOC—Clinton KVLH—Pauls Valley  
 KSEO—Durant KLCO—Poteau  
 KADS—Elk City KOLS—Pryor  
 KHEN, KHEN-FM— KTW—Sand Springs  
 Henryetta KXOJ—Sapulpa

## PENNSYLVANIA

WBZY—New Castle

## SOUTH CAROLINA

WDOG—Allendale WJMX—Florence  
 WAIM—Anderson WHSC—Hartsville  
 WWD—Bamberg WKYB—Hemlockway  
 WBSB—Bennettsville WJOT—Lake City  
 WACS—Bishopville WDX—Orangeburg  
 WLAT—Conway WDX—Sumter  
 WDAK—Darlington

## SOUTH DAKOTA

KDSJ—Deadwood KOLY—Mobridge  
 KJAM—Madison KOTA—Rapid City  
 KORN—Mitchell

## TENNESSEE

WCYB—Bristol WGAP—Maryville  
 WBHT—Brownsville KWAM—Memphis  
 WRKM—Carthage WMTN—Morristown  
 WDXN—Clarksville WLKJ—Newport  
 WKRM—Columbia WTRK—Paris  
 WDSG—Dyersburg WRLB—Ripley  
 WAGS—Franklin WRGS—Rogersville  
 WHIN—Gallatin WSEV—Sevierville  
 WGRV—Greenville WDBL—Springfield  
 WILJ—Humboldt WDEH—Sweetwater  
 WJPC—Jefferson City WNTT—Tazewell  
 WICW—Johnson City WPHC—Waverly  
 WEEN—LaFayette

## TEXAS

KOPY—Alice KDOX—Marshall  
 KZIP—Amarillo KBGH—Memphis  
 KHEM—Big Spring KCBS—Midland  
 KFYB—Bonham KOLC—Mineral Wells  
 KTTX—Brenham KSPA—Nacogdoches  
 KMLL—Cameron KGNB—New Braunfels  
 KCAN—Canyon KODE—Odessa  
 KCTY—Childress KNET—Palestine  
 KIKR—Conroe KPNP—Pampa  
 KPOD—Corpus Christi KPLT—Paris  
 KANT—Corsicana KLTB—Ralls  
 KEGG—Daingerfield KIKZ—Seminole  
 KNIT—Dalhart KSEY—Seymour  
 KSPD—Diboll KBYB—Shamrock  
 KULP—El Campo KTXO—Sherman  
 KZOL—Farwell KSTT—Sulphur Springs  
 KFLJ—Floydada KXOX—Sweetwater  
 KNAF—Fredericksburg KTON—Temple, Belton,  
 KEGD—Henderson Killeen  
 KHHR—Hillsboro KTFS—Texarkana  
 KEBE—Jacksonville KTE—Tulla  
 KMBL—Junction KZAK—Tyler  
 KAML—Kenedy-Karnes KVCW—Vernon  
 City KWTV—Waco  
 KPET—Lamesa KBEC—Washachie  
 KEGE—Newspiew KFOR (FM)—Wichita  
 KDAV—Luhbeck Falls  
 KRBA—Lufkin

## VERMONT

WSYB—Rutland

**VIRGINIA**  
 WBBI—Arlington WHEE—Martinsville  
 WBLT—Bedford WSWV—Pennington Gap  
 WODI—Brookneal WPVA, WPVA-FM—  
 Petersburg  
 WKBY—Chatham WKWS—Rocky Mount  
 WSVS—Crewe WJWS—South Hill  
 WDAV—Danville WVEY—Emporia  
 WVEY—Emporia WLP—Suffolk  
 WFLO—Farmville WESR, WESR-FM—  
 Tazewell  
 WGAT, WGAT-FM— WNTT—Warsaw  
 Gate City WMNA—Gretna  
 WSWA—Harrisonburg

**WISCONSIN**  
 WOKL—Eau Claire WJUN—Racine  
 WHSM—Hayward WJMC—Rice Lake  
 WCLO—Janesville WRCO—Richland Center  
 WIBA—Madison WHBL—Sheboygan  
 WMAM—Marinette WISV—Viroqua  
 WEKZ—Monroe WTTN—Watertown  
 WCCN—Neillville WLKE—Wauson  
 WIXK—New Richmond WSAJ—Wausau  
 WSWW—Platteville WBSK—West Bend

**WYOMING**  
 KWVO—Cheyenne  
 Media Code 4 100 3000 1.00  
 Executive Offices: Drawer 170, Wilson, N. C. 27893.  
 Phone 919-237-8628.

1. PERSONNEL  
 Vice-President—Harry Severance.  
 Manager—Butch Moore.
2. REPRESENTATIVES  
 Southwest—Mario Messina Company.  
 San Francisco—The Sandberg-Glenn Company.
3. AGENCY COMMISSION  
 15%.
4. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2b, 3a, 3d, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a.  
 Contracts: 40a, 41, 47a.  
 Comb.: Cont. Discounts: 60b, 60i.  
 Cancellation: 71a, 73a.  
 Prod. Services: 80.

## TIME RATES

ET—Rec'd 4/3/72.

All above stations available with 1 order, 1 contract, 1 invoice. Can be purchased in groups of 10 or more. Special groups of stations to cover special agricultural advertising objectives can be arranged by the network or its representatives.

## DISCOUNT

300 or more stations 5%.

## Fine Music Group

Comprised of:

Non-Interconnected Stations  
 WTRE-FM—Greensburg, WCFM-FM—Mt. Pleasant, Mich.  
 WMZK (FM)—Detroit, Mich.  
 Media Code 4 100 3025 8.00  
 Business Office: 10 Flske Pl., Mount Vernon, N. Y.  
 10550. Phone 914-668-3534, 3535.

1. PERSONNEL  
 Director of Sales—Kenneth C. Schwartz.
2. REPRESENTATIVES  
 Fine Music Hi-Fi Broadcasters.
3. AGENCY COMMISSION  
 15%.
4. GENERAL RATE POLICY  
 The stations can be bought separately, or grouped under 1 contract. A buy of 10 stations earns a 5% discount; 15 stations, 7-1/2% discount; 20 or more stations, 10% discount.  
 See individual listings for rates.

## French Program Group of New England

Comprised of:  
 Non-Interconnected Stations

Massachusetts: WFSB—Southbridge  
 WVEB—Holyoke  
 New Hampshire: WMOU, WMOU-FM—  
 Berlin  
 WOTW, WOTW-FM—  
 Nashua  
 WDNH—Dover  
 WZID (FM)—  
 Manchester  
 Maine: WFAU, WFAU-FM—  
 Augusta  
 WJAM—Lewiston  
 Connecticut: WEXT—West Hartford  
 WINY—Putnam  
 Rhode Island: WNIH—Woonsocket

Media Code 4 100 3300 5.00  
 Operated by Alarie Advertising.  
 Business Office—10 Center St., Box 333, Chicopee,  
 Mass. 01013. Phone 413-596-6464.

1. PERSONNEL  
 Vice-President—Leon J. Alarie.
  4. AGENCY COMMISSION  
 15/0: 10th of following month.
  5. GENERAL ADVERTISING See coded regulations  
 General: 2a, 3a, 4a, 4d, 5, 7a.  
 Rate Protection: 10h, 11b  
 Basic Rates: 22h, 24b, 25a, 28a, 29a.  
 Contracts: 40a, 45.  
 Comb.: Cont. Discounts: 60a, 61a, 61b, 62e.  
 Cancellation: 70a, 70c, 71a, 73a.
- TIME RATES**  
 No. 1 ET 1/1/59—Rec'd 3/25/59.
6. SPOT ANNOUNCEMENTS  
 1 min spot, ea..... 8  
 Per 5 min..... 16
- DISCOUNTS**  
 PER MO: 6 mo 12 mo  
 100 th..... 5% 10%
- (Regional Radio Networks and Groups continued on next page)

Because radio reps  
 can help you . . .  
**SRDS**  
 helps YOU  
 find THEM

For your convenience, there's a complete and up-to-the-minute list of radio station representatives at the beginning of every issue of Spot Radio Rates & Data. Company names are arranged alphabetically, and the list includes addresses and telephone numbers of sales offices.

Next time you need first-hand information about a station's market . . . areas where retail sales are best . . . places where dealers and wholesalers really use tie-in copy and point-of-purchase displays . . . and, of course, information on station policies and programming, check our list for the representative nearest you. Then check with him.

R-3x

# Regional Radio Networks and Groups—Continued

## Green Valley Group

Comprised of:  
Non-Interconnected Stations

WHYL, WHYL-FM—WINC—Winchester, Va.  
Carlisle, Pa. WRFL (FM), Win-  
chester, Va.  
WAYZ, WAYZ-FM—WSIG—Mt. Jackson, Va.  
Waynesboro, Pa. WELD—Fisher, W. Va.  
WFVA, WFVA-FM—Fredericksburg, Va.

Media Code 4 100 4125 5.00

The Mid-Atlantic Network, WINC Bldg., P. O. Box 605, Winchester, Va. 22601. Phone 703-667-2225.

### 1. PERSONNEL

President—John J. Lewis,  
William Allison—WHYL  
Roy T. Nester—WAYZ  
Philip B. Whitney—WFVA  
John C. Morgan—WFVA  
Dick McGrath—WSIG  
Zag Pennell—WELD

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b.  
Cancellation: 71a, 73a.

### TIME RATES

#### GROUP RATES AND DISCOUNTS

3-4 stations—5% discount off applicable rates.  
5-6 stations—10% discount off applicable rates.  
See individual listing for applicable rates. Identical schedules not required, but must run simultaneously to earn discounts.

#### GREEN VALLEY SPECIAL

In addition to group discounts an advertiser buying all 7 stations simultaneously entitled to an additional discount as listed below:  
6-13 weeks..... 2-1/2% 27-52 weeks..... 7-1/2%  
14-36 weeks..... 5%  
Advertiser must run a minimum of 4 consecutive weeks and a minimum of 10 announcements per week to qualify.

## Groskin Group, The

Comprised of:  
Non-Interconnected Stations

Alabama: WLPR (FM)—Mobile  
Arizona: KXTC-FM—Phoenix  
California: KNOB—Los Angeles  
KIBE, KDPC (FM)—San Francisco  
Colorado: KHYT—Colorado Springs  
KRYT-FM—Colorado Springs  
KYOD (FM)—Denver  
Connecticut: WQQW—Waterbury  
District of Columbia: WEEL—Washington  
WEZR (FM)—Washington  
Florida: WLOD—Ft. Lauderdale  
WTMI (FM)—Miami  
Georgia: WGKA—Atlanta  
WXLM (FM)—Savannah  
Illinois: WEFM (FM)—Chicago  
Louisiana: WEZB—New Orleans  
Maine: WDCC—Portland  
Maryland: WBAL-FM—Baltimore  
Massachusetts: WHRB-FM—Boston  
Michigan: WQRS (FM)—Detroit  
Missouri: WPMR—Milwaukee  
City  
Kansas: KXTR (FM)—Kansas City

Media Code 4 100 4400 2.00

Business Office—310 Madison Ave., New York, N. Y. 10017. Phone 212-986-4366.

### 1. PERSONNEL

President—Herbert E. Groskin.  
National Sales Manager—D. S. Groskin.

### 2. REPRESENTATIVES

Herbert E. Groskin & Co.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 62a.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

GROUP DISCOUNTS  
2-1/2% discount on purchase of 13 consecutive weeks on 20 stations or more.  
See individual station listings for rates.

## Intermountain Network, The Intermountain Network



ROBERT E. EASTMAN & CO., INC.

Comprised of:  
Interconnected Stations

ARIZONA: KFGP—Flag  
COLORADO: KKLK, KKLK-FM—Denver  
KPIB—Pueblo  
KGIW—Alamosa  
KVRH, KVRH-FM—Salida  
KGEK—Sterling  
KYOT—Sterling  
KBZZ—La Junta  
KCUT—Trinidad  
KCOL—Fort Collins  
KYOU—Greeley  
KEXO—Grand Junction  
KPIK—Colorado Springs  
KSN0—Aspen  
KFTM—Ft. Morgan  
KBOL—Boulder  
KGUC—Gunnison  
KNAB—Burlington  
KWSR—Rifle  
IDAHO: KWIK—Pocatello  
KLIX—Twin Falls  
KGEM—Boise  
KBAL—Burley  
KSKJ—Halley  
KYSI—Montpelier  
KTEE—Idaho Falls  
MONTANA: KGHJ—Billings  
KATI—Miles City  
KPIK—Livingston  
KHOW, KBOW-FM—Butte  
KBLI—Helena  
KXLO—Lewisville  
KMON—Great Falls  
KYSS—Missoula  
KBMN—Bozeman  
KDBM—Dillon  
KLTZ—Glasgow  
KLCB—Libby  
KSEN—Shelby  
KGLE, KIVE (FM)—Glendive  
NEBRASKA: NEBIAASKA: KNEB—Scottsbluff  
KSID—Sidney

Media Code 4 100 4950 6.00

Owned and operated by Intermountain Network, Inc. Business Office and Studio—312 East South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641. TWX 910-925-5819.  
Denver Office—7105 W. Hampden Ave., Denver, Colo. 80227. Phone 303-988-1444. TWX 910-320-2023.

### 1. PERSONNEL

President—Homer K. Peterson.  
Executive Vice-President—Jack Paige.  
Vice-Pres./Eastern Sales—Charles Vais.  
Vice-Pres./Western Sales—Bennie Williams.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 12b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28a, 29a.  
Contracts: 40c, 46, 47a.  
Comb.; Cont. Discounts: 60h, 60i, 60j, 61a, 61b, 62a.  
Cancellation: 73a.

### TIME RATES

No. 42 Eff 9/15/74—Rec'd 8/28/74.

#### FULL NETWORK

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	395.00 318.00 308.00 246.40 233.00 186.40		
12 ti.....	371.00 298.80 297.00 237.60 220.50 176.40		

#### FULL NETWORK EXCLUDING KKLK, KPIB, KFTM, KFTM-FM

No. 2 Eff 9/15/74—Rec'd 8/28/74.

6 ti..... 350.00 280.00 275.00 220.00 210.00 168.00  
12 ti..... 331.00 264.80 267.00 213.60 198.50 158.80

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### COLORADO STATE GROUP

Comprised of:  
KSN0—Aspen  
KEXO—Grand Junction  
KGUC—Gunnison  
KFTM, KFTM-FM—Ft. Morgan  
KBOL—Boulder  
KNAB—Burlington  
KPIK—Colorado Springs  
KVPK—Cortez  
KWSR—Rifle

#### TIME RATES

No. 45 Eff 9/15/74—Rec'd 8/28/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	60.50 48.40 52.00 41.60 36.30 29.00		
12 ti.....	58.40 46.70 50.00 40.00 35.00 28.00		
18 ti.....	56.80 45.50 49.00 39.20 34.10 27.30		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### MONTANA STATE GROUP

Comprised of:  
KGHJ—Billings  
KATL—Miles City  
KPRK—Livingston  
KBOV—Butte  
KBLI—Helena  
KXLO—Lewisville  
KMON—Great Falls  
KLCB—Libby

#### TIME RATES

No. 4 Eff 7/1/74—Rec'd 7/16/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	43.20 34.20 41.50 32.40 37.80 28.80		
12 ti.....	42.30 33.30 40.50 31.50 36.90 27.90		
18 ti.....	41.00 32.00 39.10 30.10 35.50 26.50		
24 ti.....	39.60 30.60 37.80 28.80 34.20 25.20		
30 ti.....	39.10 30.10 37.30 28.40 33.70 24.80		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### WYOMING STATE GROUP

Comprised of:  
KMER—Kemmerer  
KVRN—Rock Springs  
KYOJ—Riverton  
KVOC—Casper  
KPOW—Powell  
KWOV—Sheridan  
KRAL—Rawlins  
KFBC—Cheyenne

#### TIME RATES

No. 43 Eff 7/1/74—Rec'd 7/16/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.

B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.

C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	122.00 97.60 98.50 78.80 71.50 57.20		
12 ti.....	116.00 92.80 93.50 74.80 67.80 54.25		
18 ti.....	109.50 87.60 89.40 71.50 65.40 52.30		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### COLORADO STATE GROUP EXCLUDING KKLK, DENVER

No. 2 Eff 9/15/74—Rec'd 8/28/74.

6 ti..... 81.00 65.00 66.00 52.80 49.00 39.20  
12 ti..... 77.00 61.60 63.50 50.80 46.20 37.00  
18 ti..... 74.50 59.60 60.60 48.50 44.70 35.75

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### IDAHO STATE GROUP

Comprised of:  
KWIK—Pocatello  
KLIX—Twin Falls  
KGEM—Boise  
KBAL—Burley

#### TIME RATES

No. 44 Eff 9/15/74—Rec'd 8/28/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	29.70 23.75 22.00 17.60 17.80 14.25		
12 ti.....	27.90 22.30 20.60 16.50 16.70 13.35		
18 ti.....	26.70 21.35 19.60 15.70 16.00 12.80		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### NEBRASKA STATE GROUP

Comprised of:  
KNEB—Scottsbluff  
KSID—Sidney  
KYSI—Valentine  
KOGA—Allamore  
KCSR—Chadron  
KICX—McCook

#### TIME RATES

No. 44 Eff 9/15/74—Rec'd 8/28/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	47.70 38.15 40.50 32.40 28.60 22.90		
12 ti.....	45.20 36.15 38.10 30.50 27.10 21.70		
18 ti.....	43.00 34.40 35.90 28.70 25.80 20.65		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### UTAH STATE GROUP

Comprised of:  
KALL—Salt Lake City  
KLO—Ogden  
KVOV—Provo  
KVNK—Logan  
KOAL—Price  
KVEL—Vernal

#### TIME RATES

No. 45 Eff 9/15/74—Rec'd 8/28/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	60.50 48.40 52.00 41.60 36.30 29.00		
12 ti.....	58.40 46.70 50.00 40.00 35.00 28.00		
18 ti.....	56.80 45.50 49.00 39.20 34.10 27.30		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### MONTANA STATE GROUP

Comprised of:  
KGHJ—Billings  
KATL—Miles City  
KPRK—Livingston  
KBOV—Butte  
KBLI—Helena  
KXLO—Lewisville  
KMON—Great Falls  
KLCB—Libby

#### TIME RATES

No. 4 Eff 7/1/74—Rec'd 7/16/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	43.20 34.20 41.50 32.40 37.80 28.80		
12 ti.....	42.30 33.30 40.50 31.50 36.90 27.90		
18 ti.....	41.00 32.00 39.10 30.10 35.50 26.50		
24 ti.....	39.60 30.60 37.80 28.80 34.20 25.20		
30 ti.....	39.10 30.10 37.30 28.40 33.70 24.80		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### WYOMING STATE GROUP

Comprised of:  
KMER—Kemmerer  
KVRN—Rock Springs  
KYOJ—Riverton  
KVOC—Casper  
KPOW—Powell  
KWOV—Sheridan  
KRAL—Rawlins  
KFBC—Cheyenne

#### TIME RATES

No. 43 Eff 7/1/74—Rec'd 7/16/74.

A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 6 am-6 pm.  
C—All other times.

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	30.50 25.20 28.40 23.50 22.30 18.30		
12 ti.....	28.80 23.80 25.80 22.20 20.80 17.20		
18 ti.....	27.20 22.30 25.30 20.90 19.50 16.20		
24 ti.....	25.40 20.90 23.70 19.60 18.30 15.00		
30 ti.....	24.70 20.40 25.50 19.00 17.60 14.40		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### 7. PACKAGE PLANS

PER WK:	A	B	C
6 ti.....	53.00 42.40 42.40 23.90 32.80 26.25		
12 ti.....	49.40 39.50 39.50 21.60 29.65 23.70		
18 ti.....	46.30 37.05 37.05 20.60 27.80 22.25		

#### ANNUAL DISCOUNT

13 wk—2% 39 wk—6%  
26 wk—4% 52 wk—8%

#### WESTERN SOUTH DAKOTA GROUP

Comprised of:  
KBFS—Belle Fourche  
KOBH, KOBH-FM—Hot Springs  
KCCR—Pierre  
KIMM—Rapid City

#### TIME RATES

No. 3 Eff 7/1/74—Rec'd 7/16/74.







# Regional Radio Networks and Groups—Continued

## Keystone Broadcasting System, Inc.—Cont'd

### \*MAINE STATE GROUP

Comprised of:  
 WDMC—Dover-Foxcroft  
 WJUR—Madawaska  
 WHOU—Houlton  
 WLKN—Lincoln  
 WSJR—Madawaska  
 WRUM—Hunford

### \*MARYLAND STATE GROUP

Comprised of:  
 WAMD—Aberdeen  
 WICO—Salisbury

### \*MASSACHUSETTS STATE GROUP

Comprised of:  
 WMLO—Beverly  
 WREB—Holyoke  
 WMRC—Milford

### MICHIGAN STATE GROUP

Comprised of:  
 WLEW—Bad Axe  
 WCBT—Charlotte  
 WDLV—Dowagiac  
 WBDN—Escanaba  
 WBCB—Hastings  
 WHTC—Holland  
 WKB—Iron River  
 WJPD—Ishpeming  
 WJCO—Jackson  
 WKPR—Kalamazoo  
 WTIQ—Manistique  
 WSMA—Marine City  
 WAGN—Menominee  
 WCEN—Mt. Pleasant  
 WNL—Niles  
 WAOP—Ontonagon  
 WHLS—Port Huron  
 WJPD—Rockford  
 WBRJ—St. Johns  
 WMIC—Sandusky  
 WIOB—Tawas City  
 WSDS—Ypsilanti

All stations 1 min 30 sec 115 92

### MINNESOTA STATE GROUP

Comprised of:  
 KKIN—Aitkin  
 KANM—Ansonia  
 KBMO—Benson  
 KBWB—Blue Earth  
 KVR—Brainerd  
 KBMW—Breckenridge  
 WKLK—Cloquet  
 WJWC—Duluth  
 WELY—Ely  
 WEVE—Eveleth  
 KEHQ—Fosston  
 KDWA—Hastings  
 CPOB—International Falls  
 KQAD—Laverne  
 KMRS—Morris  
 KVMN—Northfield  
 KRPO—Owatonna  
 KPRM—Park Rapids  
 KLOH—Pipestone  
 KHR—St. Peter  
 WYAL—Sauk Rapids  
 KSM—Shakopee  
 WAWN—Stillwater  
 KWAD—Wadena  
 KLLR—Walker  
 KDUM—Windom

All stations 1 min 30 sec 118 94

### MISSISSIPPI STATE GROUP

Comprised of:  
 WAMY—Amory  
 WBLE—Batesville  
 WHIF—Bay Springs  
 WELZ—Belzoni  
 WUCM—Biloxi-Gulfport  
 WBP—Booneville  
 WKIN—Brandon  
 WMB—Brookhaven  
 WJRL—Cahoon City  
 WGO—Canton  
 WCEP—Carthage  
 WIOX—Clarksdale  
 WCLD—Cleveland  
 WCJU—Columbia  
 WCHI—Columbus  
 WOMA—Corinth  
 WMA—Forest  
 WFTO—Fulton  
 WDDT—Greenville  
 WGM—Greenwood  
 WNA—Grenada  
 WSY—Hattiesburg  
 WMD—Hazelhurst  
 WKRA—Holly Springs  
 WCPC—Houston  
 WNLA—Indianola  
 WKOZ—Kosciusko  
 WML—Laurel  
 WXTN—Lexington  
 WLSM—Louisville  
 WIRE—Lucedale  
 WSJC—Magee  
 WBN—Mendenhall  
 WBNY—McComb  
 WOK—Meridian  
 WMIC—Monticello  
 WMIS—Natchez  
 WNAU—New Albany  
 WSOH—Oxford  
 WPM—Pascagoula  
 WOK—Philadelphia  
 WJW—Pineau  
 WSEL—Pontotoc  
 WSAO—Senatobia  
 WSSO—Starkville  
 WLEO—Tupelo  
 WQBC—Vicksburg  
 WGO—Waynesboro  
 WROB—West Point  
 WAZF—Yazoo City

All stations 1 min 30 sec 176 141

### MISSOURI STATE GROUP

Comprised of:  
 KSWM—Aurora  
 KBLR—Bollivar  
 KBHM—Branson  
 KGIIM—Brookfield  
 KAO—Carrollton  
 KCRV—Carterville  
 KCHR—Charleston  
 KCHI—Chillicothe  
 KHAD—De Soto  
 KDIX—Dexter  
 KDFN—Doniphan  
 KESM—El Dorado Springs  
 KREI—Farmington  
 KFTW—Fredericktown  
 KWO—Jefferson City  
 KODE—Joplin  
 KIRX—Kirkville  
 KTCB—Malden  
 KEMM—Marshfield  
 KNIM—Maryville  
 KRMO—Monett  
 KLI—Mountain Grove  
 KBTN—Neosho  
 KNEM—Nevada  
 KWOC—Poplar Bluff  
 KMIS—Portageville  
 KTTR—Rolla  
 KDRO—Sedalia  
 KALM—Thayer  
 KTTN—Trenton  
 KOKO—Warrensburg  
 KWRE—Warrenton  
 KWPM—West Plains

All stations 1 min 30 sec 122 98

### \*MONTANA STATE GROUP

Comprised of:  
 KGVV—Belgrade  
 KURL—Billings  
 KGLE—Glendive  
 KLYQ—Hamilton  
 KCAP—Helena  
 KGM—Missoula  
 KVCK—Wolf Point

### \*NEBRASKA STATE GROUP

Comprised of:  
 KCOW—Alliance  
 KJSK—Columbus  
 KAMI—Cozad  
 KGMT—Fairbury  
 KICS—Hastings  
 KIR—Holdrege  
 KOGA—Ogallala  
 KBRX—O'Neill  
 KTHC—Wayne

### \*NEVADA STATE GROUP

Comprised of:  
 KBET—Reno  
 KELK—Elko

### NEW HAMPSHIRE STATE GROUP

Comprised of:  
 WERI—Berlin  
 WCNL—Newport

### \*NEW JERSEY STATE GROUP

Comprised of:  
 WWBZ—Vineland  
 WSLT—Ocean City  
 WJIC—Salem  
 WSUS—Franklin

### \*NEW MEXICO STATE GROUP

Comprised of:  
 KALG—Alamogordo  
 KAHS—Belen  
 KLMK—Clayton  
 KCLV—Clovis  
 KYVA—Gallup  
 KWEE—Hobbs  
 KGRT—Las Cruces  
 KRTN—Haton  
 KBIM—Hoswell  
 KRKH—Ruidoso  
 KVSF—Santa Fe  
 KSYX—Santa Rosa

### \*NEW YORK STATE GROUP

Comprised of:  
 WAUB—Auburn  
 WGR—Canandaigua  
 WFLR—Dundee  
 WDOE—Dunkirk  
 WEHI—Elmira Heights  
 WYBG—Massena  
 WSOQ—North Syracuse  
 WKDR—Plattsburgh  
 WNBZ—Saranac Lake  
 WATN—Watertown

### NORTH CAROLINA STATE GROUP

Comprised of:  
 WABZ—Albemarle  
 WCGC—Belmont  
 WYB—Benson  
 WYBS—Black Mountain  
 WATA—Boone  
 WYBS—Burgaw  
 WBBB—Burlington  
 WKYK—Burnsville  
 WEGO—Concord  
 WCDJ—Edenton  
 WCNC—Elizabeth City  
 WBLA—Elizabethtown  
 WFAI—Fayetteville  
 WBBH—Forest City  
 WAKS—Fuquay  
 WPMC—Goldsboro  
 WKVO—Havelock  
 WYNC—Henderson  
 WYCP—Hendersonville  
 WHP—High Point  
 WYKE—King  
 WELS—Kinston  
 WLN—Laurinburg  
 WJRI—Lenoir  
 WTSB—Lumberton  
 WMMH—Marshall  
 WMAP—Monroe  
 WMNC—Morgantown  
 WPAQ—Mount Airy  
 WKRK—Murphy  
 WNCN—Newton  
 WKBC—North  
 Wilkesboro  
 WYPM—Plymouth  
 WSHB—Raeford  
 WYNC—Raleigh  
 WYRC—Reidsville  
 WDSG—Dyersburg  
 WYMB—Erwin  
 WYER—Fayetteville  
 WAGG—Franklin  
 WYLN—Gallatin  
 WGRV—Greeneville  
 WYHM—Henderson  
 WYHJ—Humboldt  
 WYPS—Jackson  
 WYLC—Jamestown  
 WSKT—Knoxville  
 WYAF—La Follette  
 WYPA—Lenoir City  
 WYLD—Lexington  
 WYLV—Livingston  
 WYAP—Maryville  
 WYHM—McKenzie  
 WYAK—McMinnville  
 WYCR—Morristown  
 WYMT—Mountain City  
 WYMS—Murfreesboro  
 WYAH—Nashville  
 WYLN—Newport  
 WYTO—Oak Ridge  
 WYNT—Ocala  
 WYTP—Paris  
 WYMB—Savannah  
 WYMS—Selmer  
 WYHJ—Shelbyville  
 WYSP—South Pittsburg  
 WYCI—Sparta  
 WYDE—Sweetwater  
 WYJG—Tullahoma  
 WYCN—Union City  
 WYWA—Waverly  
 WYBY—Woodbury

All stations 1 min 30 sec 198 158

### \*NORTH DAKOTA STATE GROUP

Comprised of:  
 KDAK—Carrington  
 KGPC—Grafton  
 KEYJ—Jamestown  
 KHRT—Minot  
 KDDR—Oakes  
 KGCA—Rugby  
 KOVC—Valley City  
 KEYZ—Williston

### OHIO STATE GROUP

Comprised of:  
 WNCO—Ashland  
 WAQI—Ashtabula  
 WUOO—Bellefontaine  
 WBN—Bryan  
 WBO—Cuyahoga  
 WLE—Cambridge  
 WBEX—Chillicothe  
 WDLR—Delaware  
 WDOH (FM)—Delphos  
 WJRH—Gallipolis  
 WSHW—Hillsboro  
 WIRO—Ironia  
 WLMJ—Jackson  
 WKNT—Kent  
 WYLN—Logan  
 WBRJ—Marietta  
 WYTG—Massillon  
 WYTW—Piqua  
 WYBC—Portsmouth  
 WYBC—Urichville  
 WERT—Van Wert  
 WCHO—Washington Court House  
 WKPF—Wilmingon  
 WYST—Wooster  
 WGIC—Xenia

All stations 1 min 30 sec 115 92

### OKLAHOMA STATE GROUP

Comprised of:  
 KADA—Ada  
 KHWH—Altus  
 KALV—Alva  
 KVS—Ardmore  
 KLTR—Blackwell  
 KWOC—Chickasha  
 KWOC—Clinton  
 KUSH—Cushing  
 KRHD—Duncan  
 KSEO—Durant  
 KELR—El Reno  
 KCBC—Enid  
 KOKC—Guthrie  
 KJTS—Hobart  
 KGIC—Miami  
 KBX—Muskege  
 KNOR—Norman  
 KOKL—Okmulgee  
 KVLH—Pauls Valley  
 KOKN—Pawhuska  
 KLOO—Poteau  
 KOLS—Pryor  
 KXJ—Sapulpa  
 KTLQ—Tahlequah  
 KVIN—Vinita  
 KWLJ—Wagoner  
 KWSH—Wewoka

All stations 1 min 30 sec 96 77

### \*OREGON STATE GROUP

Comprised of:  
 KRKT—Albany  
 KVAS—Astoria  
 KBIK—Baker  
 KRNS—Burns  
 KYNG—Coos Bay  
 KLOO—Corvallis  
 KNNP—Cottage Grove  
 KWVR—Enterprise  
 KHIR—Hood River  
 KJYD—John Day  
 KQIK—Lakeview  
 KNPT—Newport  
 KUMS—Pendleton  
 KYES—Hosbue  
 KOH—St. Helens  
 KTLI—Tillamook  
 KWRC—Woodburn

All stations 1 min 30 sec 105 84

### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WABY—Abbeville  
 WDOG—Allendale  
 WAIM—Anderson  
 WBBB—Bamberg  
 WBAW—Barnwell  
 WBEU—Reaufort  
 WAGS—Blshopville  
 WACA—Camden  
 WOKE—Charleston  
 WACB—Kittanning  
 WQTV—Latrobe  
 WAHT—Lebanon  
 WYNS—Leighton  
 WYDO—Lewistown  
 WYAT—Lakeview  
 WKRZ—Oll City  
 WYCB—Red Lion  
 WKMC—Roaring Spring  
 WYAZ—Waynesboro  
 WYAN—Waynesburg

All stations 1 min 30 sec 105 84

### WGSW—Greenwood

WEAB—Greer  
 WBHC—Hampton  
 WJES—Johnston  
 WDKD—Kingstree  
 WLCM—Lancaster  
 WLSC—Loris  
 WYMB—Manning  
 WATP—Marion  
 WKDK—Newberry  
 WFNL—North Augusta  
 WTND—Orangeburg  
 WBUG—Wadega  
 WYHI—Rock Hill  
 WSNW—Seneca  
 WASC—Spartanburg  
 WDX—Sumter  
 WYBU—Union  
 WALD—Walterboro  
 WCKM—Winnabow

All stations 1 min 30 sec 125 100

### \*SOUTH DAKOTA STATE GROUP

Comprised of:  
 KBFS—Belle Fourche  
 KBJM—Lenmon  
 KJAM—Madison  
 KCCR—Pierre  
 KFCC—Redfield  
 KSDI—Watertown

### TENNESSEE STATE GROUP

Comprised of:  
 WLAB—Athens  
 WYLI—Athens  
 WYHT—Brownsville  
 WFWL—Camden  
 WRIP—Chattanooga  
 WJZM—Clarksville  
 WMSO—Collierville  
 WYCB—Cookeville  
 WYBS—Copperhill  
 WKBL—Covington  
 WYCS—Crossville  
 WYNT—Dayton  
 WYDK—Dickson  
 WYDS—Dyersburg  
 WYB—Erwin  
 WYER—Fayetteville  
 WYAG—Franklin  
 WYLN—Gallatin  
 WYGR—Greeneville  
 WYHM—Henderson  
 WYHJ—Humboldt  
 WYPS—Jackson  
 WYLC—Jamestown  
 WYKT—Knoxville  
 WYAF—La Follette  
 WYDX—Lawrenceburg  
 WYLI—Lenoir City  
 WYLN—Lexington  
 WYLV—Livingston  
 WYAP—Maryville  
 WYHM—McKenzie  
 WYAK—McMinnville  
 WYCR—Morristown  
 WYMT—Mountain City  
 WYMS—Murfreesboro  
 WYAH—Nashville  
 WYLN—Newport  
 WYTO—Oak Ridge  
 WYNT—Ocala  
 WYTP—Paris  
 WYMB—Savannah  
 WYMS—Selmer  
 WYHJ—Shelbyville  
 WYSP—South Pittsburg  
 WYCI—Sparta  
 WYDE—Sweetwater  
 WYJG—Tullahoma  
 WYCN—Union City  
 WYWA—Waverly  
 WYBY—Woodbury

All stations 1 min 30 sec 158 123

### TEXAS STATE GROUP

Comprised of:  
 KNIT—Abilene  
 KOLY—Alice  
 KVL—Alpine  
 KZLP—Amarillo  
 KACT—Andrews  
 KBUD—Athens  
 KALT—Atlanta  
 KHFI (FM)—Austin  
 KXN—Ballinger  
 KIOX—Bay City  
 KIBL—Beville  
 KWGH—Big Lake  
 KBYG—Big Spring  
 KRYN—Bonham  
 KBBB—Borger  
 KBBH—Bowling  
 KNEB—Brady  
 KSTB—Breckenridge  
 KWHI—Brekenham  
 KKB—Brownfield  
 KBOR—Brownsville  
 KBWD—Brownwood  
 KYAM—Bryan  
 KBEN—Carrizo Springs  
 KGAS—Carthage  
 KDET—Center  
 KCTX—Childress  
 KCAH—Clarksville  
 KCLB—Cleburne  
 KSTA—Columian  
 KVMC—Colorado City  
 KIKR—Comroe  
 KAND—Corralcane  
 KBSN—Crane  
 KLV—Crockett  
 KEGG—Daingerfield  
 KKIT—Dalhart  
 KDLK—Del Rio  
 KDID—Dumas  
 KRCB—Eastland  
 KBYB—Edna  
 KINT—El Paso  
 KPPO—Elfarfuras  
 KZOL—Farwell  
 KFLP—Floydada  
 KPST—Ft. Stockton  
 KNAF—Fredericksburg  
 KGAF—Gainesville  
 KHVM—Gilmer  
 KCTI—Gonzales  
 KGVV—Greenville  
 KCLW—Hamilton  
 KWHD—Henderson  
 KIAN—Hereford  
 KHBB—Hillsboro  
 KRME—Hondo  
 KSAM—Huntsville  
 KTAJ—Jasper  
 KAML—Kenedy-Karnes City  
 KERB—Kermit  
 KIXS—Killeen  
 KWLG—La Grange  
 KLOZ—Laredo  
 KLVY—Levelland  
 KCLT—Lockhart  
 KLUVE—Longview  
 KRBA—Lufkin  
 KMHT—Marshall  
 KMBH—Memphis  
 KBUS—Merit  
 KJBC—Midland  
 KIRT—Mission  
 KRAN—Morton  
 KIMP—Mt. Pleasant  
 KGNB—New Braunfels  
 KOOT—Orange  
 KNET—Palestine  
 KGIO—Pampa  
 KPLT—Paris  
 KVVQ—Pearsall  
 KIM—Pecos  
 KKEY—Perryton  
 KPOP—Plainview  
 KSCZ—Port Neches  
 KPOS—Post  
 KIOB—Robstown  
 KTLU—Rusk  
 KPEP—San Angelo  
 KBAL—San Saba  
 KIKZ—Seminole  
 KNEY—Seymour  
 KCAS—Stanton  
 KBYB—Snyder  
 KSTV—Stephenville  
 KSTT—Sulphur Springs  
 KTAE—Taylor  
 KTER—Terrell  
 KTFS—Texarkana  
 KTLW—Texas City  
 KTLU—Tulia  
 KTTB—Tyler  
 KWVC—Vernon  
 KVIC—Victoria  
 KBEC—Waxahachie  
 KANI—Wharton

All stations 1 min 30 sec 396 817

### \*UTAH STATE GROUP

Comprised of:  
 KVNU—Logan  
 KURA—Moab  
 KSVN—Ogden  
 KOAL—Price  
 KONI—Spanish Fork  
 KYEL—Vernal

### \*VERMONT STATE GROUP

Comprised of:  
 WFAD—Middlebury  
 WYAD—Montpelier  
 WKLV—Blackstone  
 WODI—Iroquois  
 WMEK—Chase City  
 WYJJ—Christiansburg  
 WYIC—Clinton  
 WYBY—Covington  
 WYAF—Falls Church  
 WGAT—Gate City  
 WYDY—Gloucester  
 WYNA—Gretna  
 WYHN—Herdon  
 WYHH—Hillsville  
 WYES—Lawrenceville  
 WYEL—Lexington  
 WYWD—Lynchburg  
 WYEV—Marion  
 WYVA—Martinsville  
 WYIG—Mason  
 WYNA—Norton  
 WYUV—Poultney  
 WYIC—Richmond  
 WYTI—Rocky Mount  
 WYSA—Salmon  
 WYLF—South Boston  
 WYDW—Stanton  
 WYST—Stuart  
 WYLP—Suffolk  
 WYAR—Tappanhook  
 WYLN—Vinton  
 WYNT—Warren  
 WYVE—Wytheville

All stations 1 min 30 sec 123 98

### \*WASHINGTON STATE GROUP

Comprised of:  
 KARI—Blaine  
 KCLX—Colfax  
 KXLE—Ellensburg  
 KFAA—Grand Coulee  
 KLAG—Kelso  
 KBOC—Mt. Vernon  
 KGY—Olympia  
 KONP—Port Angeles  
 KUPY—Puyallup  
 KIPR—Quincy  
 KATA—Raymond  
 KREW—Sunnyside  
 KREL—Wenatchee

### WEST VIRGINIA STATE GROUP

Comprised of:  
 WYNN—New Martinsville  
 WYAH—Parkersburg  
 WYCY—Princeton  
 WYOV—Ravenswood  
 WYAE—Richwood  
 WYON—Roncoverte  
 WYRC—Spencer  
 WKLC—St. Albans  
 WYCB—Sutton-Gassaway  
 WYEL—Welch  
 WYAW—Weston

All stations 1 min 30 sec 85 66

### WISCONSIN STATE GROUP

Comprised of:  
 WAPI—Appleton  
 WATW—Ashland  
 WYBS—Black River Falls  
 WYDN—Durand  
 WYEL—Eagle River  
 WYOK—Eau Claire  
 WYHM—Hayward  
 WYDY—Ladysmith  
 WYOT—Marinette  
 WYRC—Mauston  
 WYGM—Medford  
 WYNE—Menominee  
 WYNI—Park Falls  
 WYDR—Portage  
 WYLB—Port Washington  
 WYCH—Shawano  
 WYCS—Shell Lake  
 WYOW—Sparta  
 WYOR—Sturgeon Bay  
 WYTN—Watertown  
 WYKE—Waupun  
 WYCO—Wausau  
 WYNO—Wisconsin Dells

All stations 1 min 30 sec 92 71

### \*WYOMING STATE GROUP

Comprised of:  
 KWIV—Douglas  
 KOWB—Laramie  
 KVR—Rock Springs  
 KATR—Thermopolis  
 KYCN—Wheatland

(D-24)

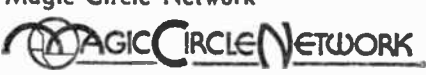
## Latin Network

Comprised of:  
 Non-Interconnected Stations  
 WBX—New York, N. Y.  
 KALI—Los Angeles, Calif.  
 WYB—Miami, Fla.  
 WYAF—Washington, D. C.  
 KXEW, KXEW-FM—Tucson, Ariz.  
 XERT—McAllen, Tex.  
 Media Code 4 100 5500 8.00  
 UBC Sales, Inc., 30 E. 47th St., New York, N. Y. 10017.

2. REPRESENTATIVES  
 UBC Sales.  
 4. AGENCY COMMISSION  
 15% no cash discount.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d.  
 Rate Protection: 12a.  
 Basic Rates: 20a, 22a, 23a, 24b, 28a.  
 Contracts: 40a, 45, 46.  
 Comb. Cont. Discounts: 60k.  
 Cancellation: 70a, 70c, 73a.  
 Copy translated to Spanish without charge.

TIME RATES  
 EFT—Rec'd 2/2/73.  
 6. SPOT ANNOUNCEMENTS  
 PER WK: 12 ti 18 ti 24 ti  
 1 min: 120 110 105  
 30 sec: 80% of 1-min. 1D's: 55% of 1-min.  
 DISCOUNTIVE WEEKS DISCOUNT  
 26 wk—10% 52 wk—15%

## Magic Circle Network



Comprised of:  
 Non-Interconnected Stations  
 KBLR, Bollivar  
 KSOA, Ava  
 KBHM, Branson  
 KBMM, Butler  
 KGMO, Cape Girardeau  
 KGTI, Columbia  
 KHAD, De Soto  
 KDEX, Dexter  
 KDFN, Doniphan  
 KESM, El Dorado Springs  
 KYMO, East Prairie  
 KESM, El Dorado Springs  
 KEXS, Excelsior Springs  
 KREI, Farmington  
 KFTW—Fredericktown  
 KBO, Houston  
 KSCM (FM), Houston  
 KJAS, Jackson  
 KODE, Joplin  
 KLWT, Lebanon  
 KTCB, Malden  
 KEMM, Marshfield  
 KNIM, Maryville  
 KIRMO, Monett  
 KLRN, Mountain Grove  
 KPWB, Piedmont  
 KLLD, Poplar Bluff  
 KMS, Portageville  
 KYRO, Potosi  
 KTLI, Rolla  
 KETN (FM), Salem  
 KDDO, Sedalia  
 KSIM, Sikeston  
 KICK, Springfield  
 KALM, Thayer  
 KLPW, Union  
 KOKO, Warrensburg  
 KWRV, Warrensburg  
 KFBF, Waynesville  
 KWPM, West Plains  
 KUKU, Willow Springs  
 KVMC, Marshfield  
 Arkansas  
 KMLA (FM), Ashdown  
 KBRI, Brinkley  
 KVEE, Conway  
 KCB, Corning  
 KFAV, Fayetteville  
 KHOO, Harrison  
 KAMS-FM, Mammouth Springs  
 KVMC, Morrilton  
 KTLQ, Mountain Home  
 KDHS, Paragould  
 KPOC, Pochontas  
 KAMO, Rogers  
 KARV, Russellville  
 KWCK, Searcy  
 KUOA, Silem Springs  
 KHS, Springdale  
 KWAH, Stuttgart  
 KTMN, Truman  
 KRLW, Walnut Ridge  
 KWYN, Wynne

(This listing continued on next page)



**Magic Circle Network—Continued**

**Kansas**  
**KMDO**, Ft. Scott  
**KALN**, Iola  
**KLKC**, Parsons

**Oklahoma**  
**KGLC**, Miami  
**KOLS**, Pryor  
**KVIN**, Vinita

Media Code 4 100 5775 6.00  
 Mailing address—1525 S. Glenstone, Box 3335, Springfield, Mo. 65804. Phone 417-881-4114.

1. **PERSONNEL**  
 Pres. & Nat'l Sales Mgr.—M. Richard Bradley, Traffic Manager—Virginia Meek.

4. **AGENCY COMMISSION**  
 15%.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 23a, 24c, 25a, 28b.  
 Contracts: 40a, 45, 46.  
 Comb.: Cont. Discounts: 60k.  
 Cancellation: 71b, 73a.

Schedules may vary from station to station, as may copy, and/or live tags.  
 Billings: Accounts are billed at the end of each month service on a blanket, itemized statement, with affidavit. Specific adjustments will be furnished if necessary, however most Magic Circle business is on a time segment basis.  
 Magic Circle will at no charge make taped dubs of transcribed copy for use on its stations.  
 Rates noted below are the total rates for all listed Magic Circle Network stations. Contact network for rates for special selective groups.

**TIME RATES**  
 Eff 11/15/73—Rec'd 12/3/73.

6. **SPOT ANNOUNCEMENTS**

	Open		30 ti	
	1 min	30 sec	1 min	30 sec
Missouri	131.20	102.25	116.30	90.35
Arkansas	72.70	53.35	65.45	48.20
Kansas	15.80	11.80	13.75	10.65
Oklahoma	9.85	7.25	8.85	6.70
Total stations	229.55	174.65	204.35	155.90

Open means any number of spots scheduled in any manner. 30 per week means 30 per week on each station used. Minutes and thirty's may be combined to earn 30 per week rate.

**Market 1 Network**

501 Madison Ave., New York, N. Y. 10022. Phone 212-752-9550.  
 Sales Offices:  
 Detroit—502 Lincoln Rd., Grosse Pointe, Mich. 48230. Phone 313-886-4121.  
 San Francisco—149 California St. Phone 415-992-6272.  
 Ithaca, New York—945 Cliff St. Phone 607-273-6075.  
 For rates and data see listing in Network Rates and Data.

**Mark Media Group**

Comprised of:  
 Interconnected Stations  
**WKYK**—Burnsville, **WIOZ (FM)**—Southern N. C.  
**WCSL**—Cherryville, **WKKR**—Pickens, S. C.  
**WVHL**—Holly Hill, S. C.  
 Media Code 4 100 5912 5.00  
 Box 807, Burnsville, N. C. 28714, Phone 704-682-6221.

1. **PERSONNEL**  
 President—J. Ardell Slink, Group Sales Coordinator—Don Herman.

2. **REPRESENTATIVES**  
 Southern Spot Sales, Inc.

4. **AGENCY COMMISSION**  
 15%.

**TIME RATES**  
 Eff—Rec'd 8/8/74.

6. **SPOT ANNOUNCEMENTS**

	18.75	20/30 sec	13.75
1 min.	18.75	20/30 sec	13.75

**McLendon Stations, The**

Comprised of:  
 Non-Interconnected Stations  
**WYBL**, **WPHD (FM)**—**KOST (FM)**—Los Angeles, Calif.  
**WNUS**, **WNUS-FM**—**XETRA**—San Diego, Calif. (U. S. Sales Rights)  
**KNUS (FM)**—Dallas, Texas  
 Media Code 4 100 6050 3.00  
 Business Office—McLendon Co., McLendon Plaza, 1917 Elm St., Dallas, Tex. 75201. Phone 214-651-1010. TWX 910-861-4467.  
 National Sales Office: WNUS.

1. **PERSONNEL**  
 Chairman of Board—B. R. McLendon, President—Gordon McLendon, National Sales Manager—James F. Mackin.

2. **REPRESENTATIVES**  
 See individual stations.  
 McLendon Stations: See Rep & S/O pages.

4. **AGENCY COMMISSION**  
 15/0 time only.

**TIME RATES**  
 Eff—Rec'd 2/25/72.

6. **SPOT ANNOUNCEMENTS**

	TRAFFIC		
	1 ti	12 ti	24 ti
PER WK:	1x	156x	500x
PER YR:	400	4000	7500
1 min.	320	3200	8000
30/20 sec.	320	3200	8000
DAY			
1 min.	320	3200	8000
30/20 sec.	260	2600	5000
NIGHT			
1 min.	260	2600	5000
30/20 sec.	180	1800	3400

**Mutual Broadcasting System Mutual Black Network**

10 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-582-6000.  
 918 16th St., N. W., Washington, D. C. 20006. Phone 202-785-6300.  
 One IBM Plaza, Chicago, Ill. 60611. Phone 312-467-4650.  
 1800 Peachtree Rd., Atlanta, Ga. 30309. Phone 404-355-6067.  
 44 Montgomery St., San Francisco, Calif. 94104. Phone 415-958-5970.  
 For rates and data see listing in Network Rates and Data.

**National AgRadio Groups, Inc.**

Media Code 4 100 6090 9.00  
 A Division of MEDIAmerica, 9414 Crosby Rd., Silver Spring, Md. 20910. Phone 301-588-5055.

1. **PERSONNEL**  
 President—Erny Tannen.

2. **REPRESENTATIVES**  
 The MEDIAmerica Company, Canada—Radio and Television Sales, Inc.

4. **AGENCY COMMISSION**  
 15%.

**TIME RATES**  
 Non-Interconnected Stations  
 Eff—Rec'd 4/21/69.

MILK GROUP  
 Comprised of:

State	Station	WMSN—Olean
Arizona	KALF—Mesa	
California	KLBS—Los Banos	
	KEAP—Fresno	
	KREL—Corona	
Idaho	KAIN—Nampa	
Minnesota	KDUZ—Hutchinson	
	KEYL—Long Prairie	
New York	WJTN—Jamestown	
Wisconsin	WKOL—Amsterdam	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	8,670.75	7,284.00	5,725.00	3,996.00	2,088.00

BEEF GROUP  
 Comprised of:

State	Station	WMSN—Olean
Arizona	KALF—Mesa	
California	KICQ—Calxico	
	KEAP—Fresno	
	KGEN—Tulare	
	KLBS—Los Banos	
	KRKC—King City	
	KIOT—Barstow	
Idaho	KAIN—Nampa	
Illinois	KTFI—Twin Falls	
	WLBK—DeKalb	
	WGEN—Geneseo	
	WZOE—Princeton	
	WMRO—Aurora	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	9,375.00	7,785.00	6,122.00	4,254.00	2,237.00

HOG GROUP  
 Comprised of:

State	Station	WMSN—Olean
Illinois	WGEN—Geneseo	
	WZOE—Princeton	
	WAIK—Galesburg	
	WLBK—DeKalb	
Iowa	KCII—Washington	
	KCOB—Newton	
	KCHE—Cherokee	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	4,690.00	3,876.00	3,060.00	2,142.00	1,122.00

BROILER GROUP  
 Comprised of:

State	Station	WMSN—Olean
Alabama	WZOB—Fort Payne	
	WERH—Hamilton	
Arkansas	KBRB—Springdale	
California	KIOT—Barstow	
	KEAP—Fresno	
Indiana	WKAM—Goshen	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	5,025.00	4,236.00	3,339.00	2,344.10	1,221.00

CORN GROUP  
 Comprised of:

State	Station	WMSN—Olean
Illinois	WPOK—Pontiac	
	WFA (FM)	
	Waukegan	
	WZOE—Princeton	
	WGEN—Geneseo	
	WLBK—DeKalb	
	WKAK (FM)	
	Kankakee	
	WAIK—Galesburg	
	WTIM—Taylorville	

**SOYBEAN GROUP**  
 Comprised of:

State	Station	WMSN—Olean
Arkansas	KRIB—Monette	
	KFEA—Helena	
Illinois	WFEA (FM)	
	Waukegan	
	WTIM—Taylorville	
	WPOK—Pontiac	
	WKAK (FM)	
	Kankakee	
	WJDT—Greenville	
Missouri	KMIS—Portageville	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	4,894.50	4,140.00	3,292.00	2,322.00	1,224.00

WHEAT GROUP  
 Comprised of:

State	Station	WMSN—Olean
Colorado	KOLK—Sterling	
Kansas	KNEK—McPherson	
	KANS—Larned	
North Dakota	KNDK—Langdon	
	KOVG—Valley City	
	KHAD—East Grand Forks	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	2,820.00	2,412.00	1,926.00	1,362.00	720.00

TOBACCO GROUP  
 Comprised of:

State	Station	WMSN—Olean
Florida	WSBP—Chattahoochee	
Kentucky	WCYN—Cynthiana	
Maryland	WYIE—Annapolis	
North Carolina	WGNL—Greenville	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	4,090.00	3,486.00	2,752.00	1,958.00	1,024.00

COTTON GROUP  
 Comprised of:

State	Station	WMSN—Olean
Arizona	KALF—Mesa	
Arkansas	KRIB—Monette	
	KFEA—Helena	
California	KEAP—Fresno	
	KICQ—El Centro	
Mississippi	WLNA—Indianola	
	WROX—Clarksdale	
	WDDT—Greenville	
Missouri	KMIS—Portageville	
	KDEX—Dexter	

6. **SPOT ANNOUNCEMENTS**

WKLY:	60 ti	48 ti	36 ti	24 ti	12 ti
1 min.	5,310.00	4,524.00	3,600.00	2,538.00	1,338.00

EGG GROUP  
 Comprised of:

State	Station	WMSN—Olean
Alabama	WKUL—Cullman	
California	KIOT—Barstow	
	KTEL—Corona	
	KGEN—Tulare	
	KEAP—Fresno	
	KLBS—Los Banos	
Connecticut	WTFE—Milford	
Illinois	WPOK—Pontiac	
Maine	WFAU—Augusta	
Maryland	WDMV—Pocomoke	

**National Black Network**

1350 Avenue of the Americas, New York, N. Y. 10019. Phone 212-586-0610.  
 For rates and data see listing in Network Rates and Data.

**National Spanish Language Network**

Comprised of:  
 Non-Interconnected Stations

State	Station	WMSN—Olean
California	KLBS—Los Banos	
	KXEM—McFarland	
	KFAK—San Francisco	
	KXEX—San Diego	
	XEAX—San Diego	
Illinois	WEDC—Chicago	
	WEDC—Chicago	
	WSBC—Chicago	
	WXRT (FM)—Chicago	
Pennsylvania	WTEL—Philadelphia	
New Mexico	KRBD—Roswell	
New York	WHBI (FM)—Newark	

Media Code 4 100 6325 9.00  
 Business office—275 Madison Ave., New York, N. Y. 10016. Phone 212-889-1200.

2. **REPRESENTATIVES**  
 New York, Chicago, Los Angeles—National Time Sales.  
 San Francisco—Albert Chance Company, Tulsa—Beverly Butler, Box 1384, Tulsa, Okla. 74101. Phone 918-587-1491.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10a, 11a.  
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a.  
 Contracts: 40a, 45, 46.  
 Comb.: Cont. Discounts: 60a, 60k.  
 Cancellation: 70a, 70c, 73a.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff—Rec'd 12/8/67.

6. **SPOT ANNOUNCEMENTS**

	2%	5%	7%	10%
5 station buy or more	2%			
12 station buy or more		5%		
20 station buy or more			7%	
24 station buy or more				10%

TEXAS STATE GROUP  
 Comprised of:

Station	WMSN—Olean
KCCF—Corpus Christi	
KCFH—Cuero	
XEAE—Del Rio	
XEKD—Del Rio	
XEJ—El Paso	
KFBF—Fort Stockton	
KIRT—Mission/McAllen	
KSJT (FM)—San Angelo	

DISCOUNTS  
 7 stations or more—5%

**NBC Radio Network**

EASTERN: 30 Rockefeller Plaza, New York, N. Y. 10020. Phone 212-247-8300.  
 CENTRAL: Merchandise Mart Plaza, Chicago, Ill. 60654. Phone 312-644-8300.  
 DETROIT: First Federal Bldg., Rm. 1127, 1001 Woodward Ave., Detroit, Mich. 48226. Phone 313-963-4805.  
 WESTERN: 3000 W. Alameda, Burbank, Calif. 91503. Phone 213-845-7000.  
 For rates and data see listing in Network Rates and Data.

**Prestige Radio Group**

Comprised of:  
 Non-Interconnected Stations

Station	WMSN—Olean
KDOT, KDOT-FM—Scottsdale, Ariz.	
KFAR—Albuquerque, N. M.	
Media Code 4 100 7250 8.00	
Business Office—Box 1827, Scottsdale, Ariz. 85251.	
Phone 602-947-7355.	

1. **PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Sam E. Pendleton.

2. **REPRESENTATIVES**  
 Contact stations direct.

4. **AGENCY COMMISSION**  
 15/0 time only.

5. **GENERAL RATE POLICY**  
 See individual stations.

**TIME RATES**  
 Eff—Rec'd 6/2/72.

DISCOUNT

	10%	5%
3 sta. ea.	10%	
2 sta. ea.		5%

Same frequency on each station.

**Rollins, Inc.**

Comprised of:  
 Non-Interconnected Stations

Station	WMSN—Olean
WBES (FM)—Charleston, W. Va.	
WCHS—Charleston, W. Va.	
WBEE—Harvey, Ill.	
Media Code 4 100 7425 6.00	
Business Office—Box 647, Atlanta, Ga. 30301.	

1. **PERSONNEL**  
 Group Vice-President—James C. Rodkey, Rep-Pres.—Radio Division—Paul Downs.

2. **REPRESENTATIVES**  
 See individual station listings.

4. **AGENCY COMMISSION**  
 15%: no cash discount.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.  
 Contracts: 40c, 42a, 45, 46, 48.  
 Comb.: Cont. Discounts: 60a, 61b.  
 Cancellation: 71a, 73a.

**TIME RATES**  
 Single Track Plan  
 Any 5 stations, regular rates less—10%  
 (Minimum buy of 8 announcements per week.)

**Southwest Radio Concept**

Comprised of:  
 Non-Interconnected stations

Station	WMSN—Olean
KMEO, KMEQ FM—Phoenix, Ariz.	
KDEF—Albuquerque, N. M.	
Media Code 4 100 7900 8.00	
Business Office: 3719 N. 32nd Ave., Phoenix, Ariz. 85017. Phone 609-279-5577.	

1. **PERSONNEL**  
 Regional Sales Manager—Robert J. Zimmerman.

2. **REPRESENTATIVES**  
 Century National Sales.

4. **AGENCY COMMISSION**  
 15%.

5. **GENERAL ADVERTISING</**



# Regional Radio Networks and Groups—Continued

## Sterling Recreation Organization, Broadcast Division

(formerly Sterling Broadcasting Group)

Comprised of:

Non-Interconnected Stations  
 KALE—Richland, Wash. KEDO—Longview, Wash.  
 KASH—Eugene, Ore. KGLX—The Dalles, Ore.  
 KBFW—Bellingham, Wash. KTFW—Seattle, Wash.  
 KZOK (FM)—Seattle, Wash.

Media Code 4 100 8375 2.00  
 Business Office—600 106th N. E., Bellevue, Wash.  
 98004. Phone 206-455-8100.  
 California Office—5900 Wilshire Blvd., Los Angeles  
 Calif. 90029.  
 Mailing address—Box 1723, Bellevue, Wash. 98007

- PERSONNEL**  
 President—Frederic A. Danz.  
 Coordinator—Peggy Britzell.  
 Group Program Director—Bo Donovan.
- REPRESENTATIVES**  
 Meeker Radio, Inc.  
 Regional—See individual station listings.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 See individual station listings.

### TIME RATES

3 or more stations, 5% discount, all stations 10% discount.  
 Identical schedules not required but must run simultaneously with minimum schedule of 6 spots per week to earn discount.

## Tichnor Radio Group

Comprised of:

Interconnected live & tape Stations  
 KGBT—Harrington, Tex. K100 (FM)—Waco, Tex.  
 KBLT—Harrington, Tex. WACO—Waco, Tex.  
 KUNO—Corpus Christi, Tex. K1FN—Phoenix, Ariz.  
 WGM—Hollywood, Fla.  
 Media Code 4 100 8662 3.00  
 K1FN Radio, Inc., 147 E. Garfield, Phoenix, Ariz.  
 85004. Phone 602-257-9363, TWX 910-951-4267.

- PERSONNEL**  
 President—McHenry T. Tichnor.  
 Vice-Pres. & Gen'l Sales Mgr.—Willie Harris, Jr.
- REPRESENTATIVES**  
 Savalli/Gates, Inc.
- AGENCY COMMISSION**  
 15% time only.

### TIME RATES

ET—Rec'd 9/22/70.  
 Amigo Spanish Group discounts, See Amigo Spanish See individual stations for rates.  
 3% discount when any 3 of 4 AM stations are purchased simultaneously. Minimum of 5 spots per week on each station necessary to qualify. Above discount applicable only when 3-station purchases do not qualify for Amigo Spanish Group Discounts.  
 Tichnor Radio Group discounts do not combine with Group listing.

## Tobacco Radio Network, The

Media Code 4 100 8800 9.00  
 Executive Office—Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885. Call collect.

- PERSONNEL**  
 General Manager—Wally Voltz.  
 National Account Executive—Paul von Hagel.  
 Regional Account Executive—Allen B. Jones.
- REPRESENTATIVES**  
 T-N Spot Sales.  
 Michigan—Tease Sales.
- AGENCY COMMISSION**  
 15/0 time, talent and production.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a.  
 Contracts: 40a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 60k, 61a.  
 Cancellation: 70a, 70c, 71a, 72a.  
 Talent and normal production cost based on charge of 20% of time cost.

### TIME RATES

ET—Rec'd 9/5/74.

#### NORTH CAROLINA STATE GROUP

Comprised of:  
 WRRZ—Clinton  
 WCKB—Dunn  
 WTK—Durham  
 WLOW—Eden  
 WFMO—Fairmont  
 WFAO—Farmville  
 WFNC—Fayetteville  
 WAKS—Fuquay-Varina  
 WGBI—Goldsboro  
 WNC—Greenville  
 WIZS—Henderson  
 WKP—Kinston  
 WYRN—Louisburg  
 WYNA—Raleigh

**6. SPOT ANNOUNCEMENTS**  
 TOTAL: 1 min 5 min  
 1 x ..... 184.15 280.38 104 x ..... 144.38 220.57  
 13 x ..... 159.56 257.18 156 x ..... 134.81 210.44  
 26 x ..... 153.78 245.19 260 x ..... 124.07 201.37  
 52 x ..... 147.12 233.49 312 x ..... 118.72 193.27

#### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WLAT—Conway  
 WDCS—Dillon  
 WJMX—Florence  
 WKDK—Kingstree

#### 6. SPOT ANNOUNCEMENTS

1 min ..... 1x 13x 26x 52x  
 1 x ..... 38.92 36.95 35.65 33.72  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 31.65 30.49 29.26 26.86

#### 8. PROGRAM TIME RATES

5 min ..... 1x 13x 26x 52x  
 5 min ..... 68.98 66.61 63.08 57.22  
 5 min ..... 104x 156x 260x 312x  
 5 min ..... 54.71 49.09 47.33 42.99

#### GEORGIA STATE GROUP

Comprised of:  
 WDMG—Douglas  
 WLOP—Jesup  
 WMGA—Moultrie  
 WWNS—Statesboro

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 45.41 43.57 42.69 40.98  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 37.96 36.29 34.91 31.65

#### VIRGINIA STATE GROUP

Comprised of:  
 WMEK—Chase City  
 WDMA—Danville  
 WMNA—Gretna

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 21.78 21.49 21.19 20.85  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 20.35 20.30 20.20 20.09

#### FLORIDA STATE GROUP

Comprised of:  
 WDSR—Lake City  
 WNER—Live Oak

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 8.53 8.53 8.53 8.53  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 6.77 6.77 6.77 6.77

#### KENTUCKY STATE GROUP

Comprised of:  
 WANY—Albany  
 WBRT—Bardonia  
 WBTG—Bowling Green  
 WTCM—Campbellsville  
 WCYN—Cynthiana  
 WIEL—Elizabethtown  
 WSTL—Emmence  
 WAXU, WAXU-FM, Georgetown  
 WCDG—Glasgow  
 WGOB—Grayson  
 WHOP—Hopkinsville  
 WWLK—Lexington

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 111.64 108.60 105.15 100.68  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 97.40 90.67 85.67 82.06

#### TENNESSEE STATE GROUP

Comprised of:  
 WRKM—Carthage  
 WDXN—Clarksville  
 WKRM—Columbia  
 WENK—Englewood  
 WHIN—Gallatin  
 WGRV—Greenville  
 WJCW—Johnson City  
 WJEN—Jaffette  
 WHOP—Hopkinsville  
 WWLK—Lexington

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 62.50 60.53 58.12 54.78  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 51.14 49.18 48.36 45.00

#### MARYLAND STATE GROUP

Comprised of:  
 WSMO—La Plata  
 WKIK—Leonardtown

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 10.95 10.95 10.95 10.95  
 13 x ..... 104x 156x 260x 312x  
 1 min ..... 10.95 10.95 10.95 10.95

#### COTTON NETWORK

Comprised of:  
 WCKH—Dunn  
 WFMO—Fairmont  
 WFAO—Farmville  
 WFNC—Fayetteville  
 WNC—Greenville  
 WIZS—Henderson  
 WKP—Kinston  
 WYRN—Louisburg  
 WYNA—Raleigh

#### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WLOW—Aiken  
 WANS—Anderson  
 WBAW—Barnwell  
 WBCS—Bishopville  
 WBS—Bishopville  
 WDCS—Dillon  
 WJMX—Florence  
 WBHC—Hampton  
 WHSC—Hartsville

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 x ..... 83.22 149.19 154 x ..... 68.40 117.50  
 13 x ..... 80.84 145.89 104 x ..... 65.86 108.02  
 26 x ..... 76.29 135.52 260 x ..... 63.76 103.33  
 52 x ..... 72.09 124.31 312 x ..... 60.12 95.91

#### GEORGIA STATE GROUP

Comprised of:  
 WDEC—Americus  
 WMES—Ashburn  
 WBBK—Blakely  
 WCLB—Camilla  
 WMJM—Cordele  
 WJSH—Milledgeville  
 WMRE—Monroe  
 WMGA—Moultrie  
 WSIZ—Ocilla  
 WSPB—Quitman  
 WSNL—Sandersville  
 WWSN—Statesboro

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 x ..... 109.47 193.47 104 x ..... 90.37 150.90  
 13 x ..... 107.99 185.75 156 x ..... 87.39 146.30  
 26 x ..... 103.81 176.35 260 x ..... 81.67 138.15  
 52 x ..... 98.01 163.01 312 x ..... 74.96 132.75

#### ALABAMA STATE GROUP

Comprised of:  
 WKAC—Athens  
 WAGS—Centre  
 WKUL—Cullman  
 WHOS—Decatur  
 WXAL—Demopolis  
 WWOE—Dothan  
 WBLD—Evergreen

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 x ..... 32.86 58.91 104 x ..... 26.05 48.23  
 13 x ..... 32.19 58.35 156 x ..... 25.10 47.40  
 26 x ..... 30.57 52.35 260 x ..... 24.03 46.53  
 52 x ..... 28.10 49.34 312 x ..... 23.40 45.25

#### PEANUT NETWORK

Comprised of:  
 WRCB—Ahaslie  
 WBLA—Elizabethtown  
 WFAO—Farmville  
 WNC—Greenville  
 WWDI—Murfreesboro

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 44.14 91.17 104 x ..... 31.09 60.15  
 13 x ..... 38.85 82.54 156 x ..... 29.31 57.36  
 26 x ..... 35.84 67.98 260 x ..... 27.36 54.57  
 52 x ..... 33.54 64.01 312 x ..... 25.47 47.90

#### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WJMX—Florence

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 7.80 7.40 7.00 6.60  
 13 x ..... 6.20 5.80 5.40 5.00  
 5 min 11.75 11.18 10.59 10.00 9.41 8.82 8.24 7.65

#### VIRGINIA STATE GROUP

Comprised of:  
 WEVA—Emporia  
 WFR—Franklin  
 WHAP—Hopewell

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 x ..... 26.26 56.05 104 x ..... 23.50 46.99  
 13 x ..... 25.17 51.52 156 x ..... 22.70 43.64  
 26 x ..... 24.58 49.16 260 x ..... 22.20 42.64  
 52 x ..... 23.50 46.99 312 x ..... 21.21 40.46

#### GEORGIA STATE GROUP

Comprised of:  
 WJAZ—Albany  
 WDEC—Americus  
 WMES—Ashburn  
 WMBK—Blakely  
 WCLB—Camilla  
 WMJM—Cordele  
 WJSH—Milledgeville  
 WMRE—Monroe  
 WMGA—Moultrie  
 WSIZ—Ocilla  
 WSPB—Quitman  
 WSNL—Sandersville  
 WWSN—Statesboro

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 101.71 167.28 104 x ..... 83.13 138.42  
 13 x ..... 100.66 160.99 156 x ..... 78.88 133.65  
 26 x ..... 95.42 153.94 260 x ..... 73.90 126.00  
 52 x ..... 88.65 145.88 312 x ..... 68.28 119.56

#### ALABAMA STATE GROUP

Comprised of:  
 WCTA—Andalusia  
 WOOE—Dothan  
 WIRB—Enterprise  
 WULA—Eufaula  
 WBLD—Evergreen

**6. SPOT ANNOUNCEMENTS**  
 1 min ..... 1x 13x 26x 52x  
 1 min ..... 30.17 29.70 28.67 27.20  
 13 x ..... 25.50 24.41 22.94 22.06  
 5 min 61.27 60.04 55.89 53.30 49.73 48.10 45.17 42.74

#### SOYBEAN NETWORK

Comprised of:  
 WRRZ—Clinton  
 WCKB—Dunn  
 WTK—Durham  
 WLOW—Eden  
 WFMO—Fairmont  
 WFAO—Farmville  
 WFNC—Fayetteville  
 WNC—Greenville  
 WIZS—Henderson  
 WKP—Kinston  
 WYRN—Louisburg  
 WYNA—Raleigh

**TOTAL:** 1 min 5 min  
 1 x ..... 119.07 354.22 104 x ..... 97.13 165.02  
 13 x ..... 114.98 208.98 156 x ..... 93.08 156.97  
 26 x ..... 108.78 195.83 260 x ..... 88.48 147.91  
 52 x ..... 103.19 181.95 312 x ..... 84.87 141.73

#### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WLOW—Aiken  
 WDOG—Allendale  
 WDBD—Bamberg  
 WBCS—Barnwell  
 WBAW—Barnwell  
 WAGS—Bishopville  
 WCRE—Cheraw  
 WLAT—Conway  
 WDCS—Dillon  
 WJMX—Florence  
 WBSR—Hampton  
 WHSC—Hartsville  
 WKDK—Kingstree  
 WJOT—Lake City  
 WYMB—Manning  
 WKDK—Newberry  
 WLOP—Jesup  
 WFG—Sumter  
 WALD—Walterboro

**TOTAL:** 1 min 5 min  
 1 x ..... 77.27 141.73 104 x ..... 63.99 116.05  
 13 x ..... 75.50 137.85 156 x ..... 62.00 107.94  
 26 x ..... 71.67 132.53 260 x ..... 60.15 104.50  
 52 x ..... 68.21 121.74 312 x ..... 56.75 91.30

#### GEORGIA STATE GROUP

Comprised of:  
 WGAU—Athens  
 WDEC—Americus  
 WJIG—Glennville  
 WMJM—Cordele  
 WPEB—Louisville  
 WJSH—Milledgeville  
 WMGA—Moultrie  
 WJOT—Lake City  
 WJPM—Suffolk  
 WESR—Tasley  
 WYFR—Franklin  
 WNTT—Warsaw  
 WJPM—Petersburg  
 WJOT—Lake City  
 WJPM—Suffolk  
 WESR—Tasley  
 WYFR—Franklin  
 WNTT—Warsaw

**TOTAL:** 1 min 5 min  
 1 x ..... 64.06 106.45 104 x ..... 51.23 87.34  
 13 x ..... 63.02 103.30 156 x ..... 49.44 82.9A  
 26 x ..... 59.50 98.50 260 x ..... 46.91 76.66  
 52 x ..... 55.18 93.35 312 x ..... 43.18 71.52

#### VIRGINIA STATE GROUP

Comprised of:  
 WIKI—Chester  
 WEVA—Emporia  
 WYFR—Franklin  
 WJPM—Petersburg  
 WJOT—Lake City  
 WJPM—Suffolk  
 WESR—Tasley  
 WYFR—Franklin  
 WNTT—Warsaw

**TOTAL:** 1 min 5 min  
 1 min 37.22 38.13 34.45 32.76 32.22 31.03 30.18 29.39  
 5 min 81.50 79.18 75.02 70.56 69.27 63.92 60.92 57.44

#### ALABAMA STATE GROUP

Comprised of:  
 WBCA—Bay Minette  
 WTCB—Flomont  
 WHEP—Foley  
 WBIH—Huntsville  
 WJAM—Marion  
 WNUZ—Talladega  
 WJDD—Thomasville

**TOTAL:** 1x 13x 26x 52x 104x 156x 260x 312x  
 1 min 20.84 19.99 18.43 17.82 16.74 16.31 15.70 14.84  
 5 min 43.15 36.70 34.08 31.83 30.85 30.16 28.58 27.29

#### NORTH CAROLINA STATE GROUP

Comprised of:  
 WRRZ—Clinton  
 WCKB—Dunn  
 WTK—Durham  
 WLOW—Eden  
 WFMO—Fairmont  
 WFAO—Farmville  
 WFNC—Fayetteville  
 WAKS—Fuquay-Varina  
 WGBI—Goldsboro  
 WNC—Greenville  
 WIZS—Henderson  
 WKP—Kinston  
 WYRN—Louisburg  
 WYNA—Raleigh

**TOTAL:** 1 min 5 min  
 1 x ..... 116.76 232.51 104 x ..... 92.13 168.82  
 13 x ..... 111.67 217.79 156 x ..... 87.02 161.40  
 26 x ..... 104.14 198.80 260 x ..... 81.13 149.26  
 52 x ..... 98.37 188.53 312 x ..... 77.19 142.45

#### SOUTH CAROLINA STATE GROUP

Comprised of:  
 WLOW—Aiken  
 WDBD—Bamberg  
 WJOT—Lake City  
 WYMB—Manning  
 WLOP—Jesup  
 WFG—Sumter  
 WKSC—Kershaw  
 WKDK—Kingstree  
 WJOT—Lake City  
 WJPM—Manning  
 WYMB—Manning  
 WLOP—Jesup  
 WFG—Sumter  
 WKSC—Kershaw  
 WKDK—Kingstree

**TOTAL:** 1 min 5 min  
 1 x ..... 58.98 102.86 104 x ..... 48.12 81.12  
 13 x ..... 57.19 99.09 156 x ..... 46.67 73.37  
 26 x ..... 54.23 93.30 260 x ..... 45.03 70.09  
 52 x ..... 51.54 85.98 312 x ..... 41.74 63.35

#### GEORGIA STATE GROUP

Comprised of:  
 WTLF—Alma  
 WDEC—Americus  
 WMES—Ashburn  
 WMBK—Blakely  
 WCLB—Camilla  
 WMJM—Cordele  
 WJSH—Milledgeville  
 WMRE—Monroe  
 WMGA—Moultrie  
 WSIZ—Ocilla  
 WSPB—Quitman  
 WSNL—Sandersville  
 WWSN—Statesboro

**TOTAL:** 1 min 5 min  
 1 x ..... 133.65 234.11 104 x ..... 108.00 191.07  
 13 x ..... 131.65 225.55 156 x ..... 103.75 184.65  
 26 x ..... 125.15 214.48 260 x ..... 98.19 174.31  
 52 x ..... 117.34 203.28 312 x ..... 89.36 162.50

#### ALABAMA STATE GROUP

Comprised of:  
 WCTA—Andalusia  
 WOOE—Dothan  
 WIRB—Enterprise  
 WULA—Eufaula  
 WBLD—Evergreen  
 WJOT—Lake City  
 WJPM—Suffolk  
 WESR—Tasley  
 WYFR—Franklin  
 WNTT—Warsaw

**TOTAL:** 1x 13x 26x 52x 104x 156x 260x 312x  
 1 min 43.66 43.10 41.51 38.25 36.25 35.16 33.69 32.81  
 5 min 85.23 82.00 75.81 71.28 67.69 66.06 62.95 60.70

#### VIRGINIA STATE GROUP

Comprised of:  
 WMEK—Chase City  
 WYFR—Franklin  
 WJPM—Petersburg  
 WJOT—Lake City  
 WJPM—Suffolk  
 WESR—Tasley  
 WYFR—Franklin  
 WNTT—Warsaw

**TOTAL:** 1x 13x 26x 52x 104x 156x 260x 312x  
 1 min 16.73 15.94 15.64 14.80 14.30 13.75 13.15 12.55  
 5 min 30.77 27.77 29.77 28.77 27.77 27.77 26.77 25.77



## Tobacco Radio Network, The—Continued

### FLORIDA STATE GROUP

Comprised of:

WRUF—Gainesville      WMAF—Madison  
WDSR—Lake City      WTYB—Marianna  
Total: 1x 13x 26x 52x 104x 156x 260x 312x  
1 min 19.88 19.64 17.13 16.47 16.24 15.65 15.18 14.54  
5 min 31.76 31.29 27.76 23.82 23.53 22.64 22.06 21.05  
(C-3)

## Tower of Faith Radio Network

### TOWER OF FAITH RADIO NETWORK

Comprised of:

Non-Interconnected Stations  
WJMM (FM)—Versailles, Ky.      WHKK (FM)—Cincinnati, Ohio  
WTOF (FM)—Canton, Ohio      WEMM (FM)—Huntington, W. Va.  
Mortenson Owned Stations  
Media Code 4 100 9000 5.00  
Business office: 619 Peoples Merchants Bldg., Canton, Ohio 44702. Phone 216-452-4009.  
Executive office: 1200 S. Broadway, Lexington, Ky.

40504. Phone 606-254-4065.

### 1. PERSONNEL

President—Jack M. Mortenson.  
Technical Director—David S. Johnson.

### 4. AGENCY COMMISSION

15%.

### TIME RATES

Eff—Rec'd 2/19/74.  
2-sta discount..... 5%    4-sta discount..... 10%

## UPI Audio Network

### (UPI News Network)

220 East 42nd St., N. Y. 10017. Phone 212-682-0400.  
A program network providing news to affiliated stations.

## Western States Radio Empire

Comprised of:

Non-Interconnected Stations  
Washington:  
KBRO—Bremerton      KVAC—Forks  
KITI—Centralia      KBAM—Longview  
Chehalis      KITS—Olympia  
KCVL—Colville      KOMW—Omak  
KULE—Ephrata      KPUL—Pullman  
KAPA—Raymond

KMAS—Shelton  
KDFL—Sumner-  
Wuyallup  
KMEL—Wenatchee  
Oregon:  
KGRL—Bend  
KBBR—Coos Bay-  
North Bend  
KEED—Eugene  
Media Code 4 100 9200 1.00

Business Office—c/o Jack Masla & Co., Inc., 666  
Fifth Ave., New York, N. Y. 10019. Phone 212-  
751-4848.

### 1. PERSONNEL

President—Jack Masla.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 4. AGENCY COMMISSION

15% on net station time; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 12b.  
Basic Rates: 20a, 22a, 22b, 26, 28b, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.; Cont. Discounts: 60k, 61a, 61b.  
Cancellation: 71a, 73a.

KOHU—Hermiston  
KMCM—McMinnville  
KTRX—Pendleton  
KRCC—Prineville  
KYES—Roseburg  
KOHJ—St. Helens  
KACI—The Dalles

### TIME RATES

Eff 11/68—Rec'd 10/7/68.

### 7. PACKAGE PLANS

FULL NETWORK  
PER WK:      12 tl    18 tl    24 tl    30 tl  
1 min..... 178.53 168.41 159.02 147.16  
20/30 sec..... 138.46 131.57 124.22 116.61  
10 sec..... 90.58 85.26 80.53 75.51  
For single station rates see individual station list-  
ing.



# ALABAMA

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP  
TELEVISION**  
Selma—Dallas County

## Negro Population Data

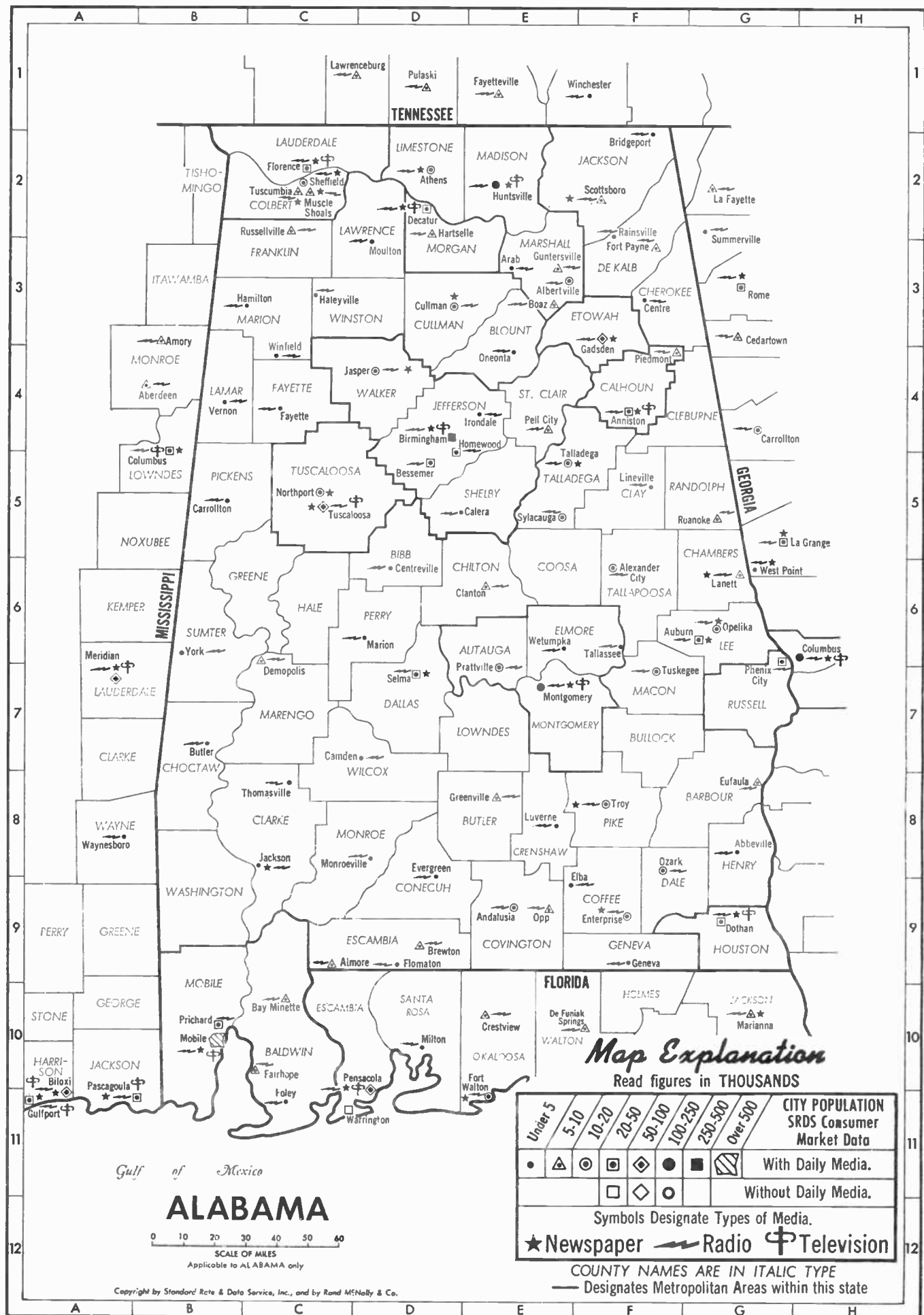
(January 1, 1974)

STATE TOTAL.....	858,847	Clarke .....	10,892
METRO AREAS		Dallas .....	26,694
Annonis .....	16,957	Escambia .....	10,256
Birmingham .....	211,196	Etowah .....	12,242
Decatur .....	6,523	Houston .....	13,314
Dothan .....	13,314	Jefferson .....	197,264
Florence .....	15,011	Lee .....	15,354
Gadsden .....	12,242	Macon .....	19,318
Huntsville .....	35,152	Madison .....	27,552
Mobile .....	115,431	Marengo .....	11,402
Montgomery .....	76,614	Mobile .....	104,811
Tuscaloosa .....	25,754	Montgomery .....	62,095
Total Metros.....	528,194	Russell .....	19,459
COUNTIES		Talladega .....	19,465
Baldwin .....	10,620	Tuscaloosa .....	25,754
Calhoun .....	16,957	Total Counties..	615,551
Chambers .....	12,102		

# '74 MARKET DATA

**IN  
THIS  
ISSUE**

R-N-TV—18/18





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

ALABAMA

**CITIES AND COUNTIES** — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. Metropolitan Area	Birmingham—Jefferson Decatur—Morgan		Dothan—Houston Florence—Lauderdale		Gadsden—Etowah Homewood—Jefferson		Huntsville—Madison Mobile—Mobile		Montgomery—Montgomery Mountain Brook—Jefferson		Phenix City—Russell Prichard—Mobile		Selma—Dallas Tuscaloosa—Tuscaloosa			
	Population 1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$)	Consumer Spendable Income—1973 % Distribution of Families 3000 5000 8000 10000 15000 4999 7999 9999 14999 over	Total Retail Sales— Per Household (\$)	Feed (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)	Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
	11,283,724	1,115,13	10,119	11.7 19.2 12.3 22.0 19.7	7,070,405	6,340	1,642,341	202,399	1,040,011	335,877	382,132	1,565,002	523,494	1,816.96	187.2 1,325,805	
<b>ALABAMA STATE TOTALS</b>	3,521.5	1,115.13	11,283,724	10,119	11.7 19.2 12.3 22.0 19.7	7,070,405	6,340	1,642,341	202,399	1,040,011	335,877	382,132	1,565,002	523,494	1,816.96	187.2 1,325,805
AUTAUGA E-6	26.2	7.68	79,057	10,294	8.9 20.9 12.2 24.2 21.1	30,292	3,944	8,543	1,136	2,738	966	1,347	8,003	3,320	13.02	1.0 12,441
BALDWIN C-10	65.2	20.53	204,258	9,949	12.9 20.0 12.9 23.2 19.2	112,624	5,486	23,314	3,349	6,468	3,557	3,932	16,882	16,180	33.42	7.8 38,270
BARBOUR G-8†	22.0	7.01	58,767	8,383	14.5 19.0 9.6 15.6 15.6	40,413	5,765	10,341	1,318	3,269	1,268	2,761	6,732	2,548	10.25	1.6 17,933
BIBB D-5	13.9	4.27	32,497	7,611	16.0 22.3 13.2 18.0 11.0	16,377	3,920	5,093	505	1,641	548	727	4,355	2,536	6.46	.4 2,994
BLOUNT E-3	27.3	9.05	78,762	8,703	13.3 21.9 13.0 20.2 14.3	33,503	3,702	8,818	1,208	1,461	2,198	1,175	5,937	2,252	14.70	4.4 37,286
BULLOCK F-7	11.2	3.35	23,000	6,866	16.0 16.9 9.0 12.7 11.5	15,619	4,662	4,452	529	1,457	879	406	2,884	1,786	3.75	2.4 12,525
BUTLER E-8	21.2	6.77	54,140	7,997	17.2 22.5 11.1 16.6 12.3	35,310	5,216	8,804	1,082	2,766	1,488	3,461	6,740	4,165	9.29	2.5 15,621
CALHOUN F-4†	105.4	32.99	334,839	10,150	10.3 21.6 14.1 23.8 17.8	211,742	6,418	48,570	7,368	28,393	8,771	11,786	48,206	14,609	54.64	2.0 13,585
Anniston	31.1	10.65	101,057	9,489	.....	163,903	15,390	27,483	4,788	26,767	7,354	9,144	41,516	6,555	.....	.....
Anniston Metro Area	105.4	32.99	334,839	10,150	10.3 21.6 14.1 23.8 17.8	211,742	6,418	48,570	7,368	28,393	8,771	11,786	48,206	14,609	54.64	2.0 13,585
CHAMBERS G-5	36.1	11.76	107,888	9,174	11.8 18.4 12.9 24.5 17.7	44,918	3,820	13,950	1,713	1,611	687	1,750	9,486	6,310	19.03	1.1 8,807
CHEROKEE F-3	15.7	5.19	44,819	8,636	13.6 23.7 14.1 20.3 13.1	16,733	3,224	3,580	331	1,506	722	226	5,024	1,520	10.50	3.0 14,207
CHILTON E-6	25.3	8.49	71,304	8,399	14.9 22.4 12.3 18.6 13.2	41,132	4,845	9,877	1,002	3,308	1,695	2,484	11,458	3,128	12.43	3.0 9,367
CHOCTAW B-7	16.3	4.85	37,780	7,790	15.4 18.9 10.8 16.6 12.1	19,406	4,001	4,797	567	3,674	309	199	4,671	1,923	6.77	.6 3,927
CLARKE C-8	27.1	8.14	69,022	8,479	14.3 21.1 11.3 17.8 14.6	51,497	6,326	11,620	1,985	6,824	2,162	2,923	14,084	3,350	11.13	.6 3,001
CLAY F-5	12.9	4.24	32,747	7,723	13.4 24.4 12.3 18.7 11.8	16,546	3,902	4,087	604	1,508	443	665	5,453	1,122	7.34	.8 12,050
CLEBURNE F-4	11.1	3.58	29,154	8,144	12.3 22.5 14.9 21.2 11.4	13,191	3,685	2,410	625	1,989	285	225	4,965	1,053	6.10	.8 13,806
COFFEE F-9	36.3	11.74	117,003	9,966	11.9 21.7 12.9 20.2 18.4	74,932	6,383	15,585	1,747	3,967	3,428	5,944	22,166	3,848	23.79	2.7 23,402
COLBERT C-2	50.8	16.25	157,460	9,690	10.4 18.1 13.6 25.3 18.4	103,994	6,400	24,541	3,054	7,521	5,402	4,484	29,754	6,675	28.54	2.4 13,486
Florence Metro Area	120.9	38.86	391,371	10,071	10.2 18.1 12.9 24.3 20.1	242,346	6,236	58,824	6,624	41,269	12,608	12,706	52,758	13,946	67.91	.....
CONECUH D-9	15.1	4.74	37,035	7,813	17.0 20.4 10.4 15.2 11.4	20,372	4,298	5,991	770	1,726	1,047	378	2,153	1,066	5.92	2.0 8,065
COOSA E-6	10.8	3.37	30,658	9,097	14.3 22.3 15.4 20.5 14.2	5,975	1,773	2,216	216	142	122	57	525	1,387	4.44	.8 3,926
COVINGTON E-9	33.7	11.69	96,018	8,214	14.6 21.5 13.0 19.0 12.9	69,670	5,960	16,471	1,670	6,331	3,161	5,227	19,467	5,227	23.14	4.7 21,579
CRENSHAW E-8	12.9	4.35	32,050	7,368	16.7 20.0 11.0 14.6 9.6	17,702	4,069	5,326	474	1,519	397	1,032	2,922	1,557	5.97	1.6 18,760
CULLMAN D-3	54.8	17.83	148,105	8,307	14.8 23.5 13.1 23.1 11.3	106,538	5,975	23,144	3,158	11,919	4,583	4,022	26,617	7,150	30.73	13.6 186,676
DALE F-9†	54.6	15.10	176,482	11,688	9.8 23.5 14.3 24.0 16.7	52,061	3,448	11,852	1,143	1,998	2,081	2,936	13,149	7,069	21.15	1.5 12,841
DALLAS D-7†	54.9	16.36	144,285	8,819	14.6 19.2 10.5 17.1 16.3	113,458	6,935	25,428	3,439	14,454	8,135	7,250	25,172	7,740	26.35	2.8 15,536
Selma	27.0	8.72	81,733	9,373	.....	97,657	11,199	22,498	3,439	12,838	7,845	6,477	20,618	4,718	.....	.....
DE KALB F-3	42.2	14.32	112,380	7,848	14.4 22.7 12.1 16.4 11.7	68,938	4,814	14,370	1,996	6,574	1,962	3,785	19,767	5,663	27.42	10.4 81,738
ELMORE E-6	34.6	10.54	99,509	9,441	12.2 18.3 12.4 22.6 18.4	45,321	4,300	13,588	1,404	3,861	1,522	2,087	7,248	5,982	17.23	1.6 11,806
ESCAMBIA D-9	35.4	10.66	92,849	8,710	14.2 20.0 12.6 20.3 15.3	72,675	6,818	21,578	2,392	6,718	2,789	3,647	15,877	4,947	17.12	2.4 14,656
ETOWAH F-3	95.7	32.39	313,439	9,677	11.3 18.5 12.8 24.5 18.8	226,852	7,004	46,754	7,449	28,615	10,006	12,450	55,855	14,309	56.93	2.3 21,353
Gadsden	53.7	18.73	185,761	9,918	.....	188,504	10,064	35,193	6,070	9,583	11,072	52,782	8,692	.....	.....	.....
Gadsden Metro Area	95.7	32.39	313,439	9,677	11.3 18.5 12.8 24.5 18.8	226,852	7,004	46,754	7,449	28,615	10,006	12,450	55,855	14,309	56.93	2.3 21,353
FAYETTE C-4	16.4	5.51	42,062	7,634	16.9 24.7 11.8 15.5 9.6	24,907	4,520	6,825	425	1,715	1,568	1,578	1,617	1,617	8.27	1.9 5,013
FRANKLIN C-3	24.7	8.38	72,078	8,601	13.1 20.9 13.1 20.0 14.0	39,326	4,693	10,788	963	2,828	2,007	1,830	9,063	3,214	12.64	3.7 19,803
GENEVA F-9	21.8	7.42	63,933	8,616	13.7 21.0 12.7 18.3 13.3	37,922	5,111	9,153	1,752	3,469	593	1,074	8,514	2,809	11.22	3.3 20,878
GREENE C-6	9.5	2.78	17,817	6,409	15.0 16.2 7.2 9.5 10.1	12,918	4,647	3,960	282	2,220	310	394	2,217	1,874	3.61	1.0 6,367
HALE C-6	14.7	4.18	28,532	6,826	18.6 18.4 8.5 11.9 10.3	16,820	4,024	5,840	477	1,788	505	532	3,187	1,632	5.08	3.1 13,962
HENRY G-8	12.6	4.11	33,345	8,113	15.8 21.6 11.6 16.9 12.7	21,996	5,352	5,674	710	1,214	1,440	675	6,096	9,911	6.63	3.0 17,496
HOUSTON G-9	61.4	20.14	207,196	10,288	11.0 18.8 12.6 22.9 19.5	182,260	9,050	36,682	3,340	37,632	6,990	10,709	42,513	9,312	35.29	3.7 30,323
Dothan	39.4	13.04	149,552	11,469	.....	161,917	12,417	25,035	3,041	36,070	6,047	9,381	41,684	7,088	.....	.....
Dothan Metro Area	61.4	20.14	207,196	10,288	11.0 18.8 12.6 22.9 19.5	182,260	9,050	36,682	3,340	37,632	6,990	10,709	42,513	9,312	35.29	3.7 30,323
JACKSON F-2	40.0	12.91	111,307	8,622	14.0 21.9 13.4 19.8 13.2	54,346	4,210	15,199	1,775	3,951	3,029	3,362	10,296	5,516	21.22	5.7 25,410
JEFFERSON D-4	649.1	216.23	2,523,085	11,669	9.1 16.4 12.9 25.4 25.4	1,646,751	7,616	357,919	42,559	291,790	92,837	90,487	357,157	110,311	347.04	2.6 12,250
Bessemer	32.5	10.66	95,577	8,966	.....	121,166	11,366	35,024	3,263	11,458	5,555	6,025	8,031	.....	.....	.....
Birmingham	289.3	101.55	1,032,375	10,166	.....	1,135,116	11,178	219,950	25,615	251,118	69,300	68,924	295,101	61,509	.....	.....
Birmingham Metro Area	777.7	257.44	2,889,601	11,224	9.7 17.5 12.9 24.5 23.5	1,839,503	7,145	415,875	48,375	303,893	100,961	99,631	405,669	129,503	419.89	.....
Homewood	21.3	7.83	114,188	14,583	.....	32,355	4,132	12,468	1,466	4,077	3,729	1,396	697	2,304	.....	.....
Mountain Brook	21.7	7.33	226,519	30,903	.....	36,066	4,920	5,130	1,500	927	6,998	2,314	476	3,529	.....	.....
LAMAR B-4	14.1	4.85	33,045	6,813	13.7 21.4 12.3 16.4 8.0	17,320	3,571	5,114	749	2,916	735	753	3,297	1,827	7.27	1.4 5,246
LAUDERDALE C-2	70.1	22.61	233,911	10,345	10.2 17.6 12.4 23.7 21.5	138,352	6,119	34,283	3,570	33,748	7,206	8,222	23,004	7,251	39.37	

## State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1973								Retail Sales—1973										Passen-	Farm	Gross	
STATE	Map Loc.	Population	Households	Per		% Distribution of Families					Total Retail Sales		By Selected Store Types						ger	Popu-	Farm		
City	City	1/1/74	1/1/74	Household	Household	to	to	to	to	and	(\$000)	Per	Food	Drug	General	Apparel	Home	Auto-	Service	Cars	lation	Income	
Metropolitan Area	Metropolitan Area	(000)	(000)	(\$000)	(\$)	4999	7999	8999	14999	15000	over	(\$000)	Household	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	1/1/74	1/1/74	1973
SUMTER B-6.....		16.2	4.68	37,415	7,995	16.0	15.7	8.8	13.5	13.8	17,700	3,782	3,700	834	2,975	488	957	1,393	2,621	5.50	2.7	8,892	
TALLADEGA E-5.....		65.3	19.95	181,359	9,091	13.1	21.6	12.8	22.5	15.4	105,629	5,295	32,685	3,598	14,168	5,893	5,471	17,670	7,613	29.31	1.9	11,604	
TALLAPOOSA F-6.....		33.6	10.94	96,147	8,789	14.8	20.7	14.5	21.8	14.1	67,260	6,148	20,004	2,705	3,641	4,645	3,746	18,127	4,084	17.54	.6	6,847	
TUSCALOOSA C-5.....		120.4	35.77	376,534	10,527	11.5	17.5	11.5	22.2	22.8	234,670	6,561	60,377	6,745	25,129	14,274	16,560	48,939	18,302	54.41	1.3	8,152	
Tuscaloosa.....		66.7	19.46	226,649	11,647	.....	.....	.....	.....	.....	197,633	10,156	45,925	5,204	23,820	11,033	15,041	45,941	11,976	.....	.....	.....	
Tuscaloosa Metro Area.....		120.4	35.77	376,534	10,527	11.5	17.5	11.5	22.2	22.8	234,670	6,561	60,377	6,745	25,129	14,274	16,560	48,939	18,302	54.41	.....	.....	
WALKER D-4.....		59.8	19.84	155,302	7,828	14.5	23.1	13.6	18.0	10.0	110,710	5,580	31,469	2,934	7,431	5,727	5,537	28,834	9,473	33.41	2.4	26,638	
WASHINGTON B-9.....		16.6	4.69	35,062	7,476	14.4	23.6	13.1	17.5	9.2	12,766	2,722	3,504	267	1,064	221	77	4,057	1,799	7.27	1.4	8,265	
WILCOX D-7.....		15.5	4.23	28,963	6,847	17.0	16.7	9.5	13.1	10.5	14,942	3,532	4,673	150	3,263	468	240	3,318	1,348	4.71	1.6	9,605	
WINSTON C-3.....		17.3	5.86	51,335	8,760	13.4	22.8	13.9	19.2	14.1	22,578	3,853	7,801	173	1,824	868	1,579	3,682	1,528	9.67	2.1	22,036	



# ALABAMA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (x) Standard Time as reported.

## STATE NETWORKS

### Alabama Community Network

Comprised of:  
Interconnected by tape Stations  
WAVU, WQSB (FM)—Albertville  
WCRI—Scottsboro  
Media Code 4 201 0070 3.00  
Business Office—Box 190, Albertville, Ala. 35950.  
Phone 205-878-1311.

- PERSONNEL**  
General Manager—Pat M. Courington.  
Assistant Manager—Tony Giles.  
Farm Director—Jesse Culp.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 28a, 28c, 29a, 30.  
Contracts: 40a, 44a, 44b, 45, 46, 47a, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62d.  
Cancellation: 70a, 71a, 72, 73a.  
Prod. Services: 82.

**TIME RATES**  
Eff 3/1/66—Rec'd 4/25/66.

**6. SPOT ANNOUNCEMENTS**

Open	13x	26x	52x	104x	156x	260x
1 min.	8.00	8.00	7.20	6.80	6.40	6.00

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
80	48	32	24	20

**DISCOUNTS**

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 201 0150 3.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

- ALABAMA STATE GROUP**  
Comprised of:
- |                     |                   |
|---------------------|-------------------|
| WRFS—Alexander City | WQSB—Albertville  |
| WCTA—Andalusia      | WVOV—Huntsville   |
| WANA—Anniston       | WWWB—Jasper       |
| WKAC—Athens         | WANL—Lineville    |
| WBCA—Bay Minette    | WLVN—Luverne      |
| WYAM—Bessemer       | WJAM—Marion       |
| WBJ—Brewton         | WMFC—Monroeville  |
| WRN—Butler          | WHY—Montgomery    |
| WCOX—Camden         | WHY—Moulton       |
| WRAG—Carrollton     | WAOA—Opelika      |
| WEIS—Centre         | WOZK—Ozark        |
| WBIB—Centerville    | WFHK—Pell City    |
| WKLF—Clanton        | WPID—Piedmont     |
| WKUL—Cullman        | WPXC—Prattville   |
| WMSL—Decatur        | WELR—Roanoke      |
| WXAL—Demopolis      | WWWR—Russellville |
| WDIG—Dothan         | WROS—Scottsboro   |
| WRB—Enterprise      | WHBB—Selma        |
| WBLO—Evergreen      | WNUZ—Talladega    |
| WWWF—Fayette        | WJDB—Thomasville  |
| WZOB—Fort Payne     | WTBF—Troy         |
| WBY—Gadsden         | WTBC—Tuscaloosa   |
| WGA—Geneva          | WVSA—Vernon       |
| WQV—Greenville      | WETU—Wetumpka     |
| WGSV—Guntersville   | WYLS—York         |

1 min 30 sec  
All stations 172 138  
(D)

For complete listing see  
Regional Networks & Groups



### ABBEVILLE (1 AM; 1 FM)

Henry County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

- WARI** 1961  
**WARI-FM** 1968
- Media Code 4 201 0280 8.00  
Abbeville Radio, Inc., Box 128, Hwy. 10, Abbeville, Ala. 36310. Phone 205-585-2274.
- STATION'S PROGRAMMING DESCRIPTION**  
WARI: Programmed for general interest.
- PERSONNEL**  
Manager—Bobby Price.
  - REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

October 1, 1974

### 3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 201 ft. above average terrain.  
Simulcast: 6 am-local sunset.

- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Eff 5/4/72.

**6. SPOT ANNOUNCEMENTS**

1x	14x	26x	52x	100+
1 min.	3.50	3.00	2.50	1.75
30 sec.	2.40	1.90	1.60	1.40

### ALBERTVILLE (1 AM; 1 FM)

Marshall County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

- WAVU** 1948
- Subscriber to the NAB Radio Code  
Media Code 4 201 0350 9.00  
Sand Mountain Broadcasting Service, Box 190, Albertville, Ala. 35950. Phone 205-878-1311.
- STATION'S PROGRAMMING DESCRIPTION**  
WAVU: 6-8 am programmed to rural & city listeners

- PERSONNEL**  
Manager—Pat M. Courington.
- FACILITIES**  
1,000 w. days; 630 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WQSB (FM).  
Member: Alabama Community Network.

**TIME RATES**  
Eff 3/1/74—Rec'd 2/6/74.

**6. SPOT ANNOUNCEMENTS**

Open	13x	26x	52x	104x
1 min.	6.00	5.70	5.40	5.10
30 sec.	4.80	4.50	4.30	4.10
1 min.	4.60	4.30	4.10	3.80
30 sec.	3.70	3.40	3.30	3.00

### WQSB (FM)

- 1950
- Subscriber to the NAB Radio Code  
Media Code 4 201 0420 0.00  
Sand Mountain Broadcasting Service, Box 190, Albertville, Ala. 35950. Phone 205-878-1311.  
See affiliated AM station for additional information.  
AM facilities: WAVU.

- FACILITIES**  
ERP 20,000 w.: 105.1 mc.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
Eff 3/1/74—Rec'd 2/6/74.

**6. SPOT ANNOUNCEMENTS**

Open	13x	26x	52x	104x	156x	312x
1 min	5.00	4.50	4.20	3.90	3.60	3.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

### ALEXANDER CITY

(1 AM; 1 FM)  
Tallapoosa County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

- WRFS** 1947  
**WRFS-FM** 1949
- Subscriber to the NAB Radio Code  
Media Code 4 201 0490 3.00  
Piedmont Service Corp., Box 72, Alexander City, Ala. 35010.

- PERSONNEL**  
General Manager—Jim Whatley.
- REPRESENTATIVES**  
New York, Chicago, Detroit, Los Angeles—Hal Walton Co.
- FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
FM FACILITIES  
ERP 4,600 w.: 106.1 mc.  
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
Rates effective April 1, 1954. (Card No. 2.)  
Card received January 25, 1960.  
Rev. (1-min. Ann.) rec'd. June 26, 1961.

**6. SPOT ANNOUNCEMENTS**

1	26	52	104	156	260
1 minute.	4.00	3.90	3.80	3.70	3.60
30 seconds	4.00	3.80	3.60	3.40	3.20

**7. PACKAGE PLANS**  
**WEEKLY SATURATION PACKAGE PLAN**

Per week 1 min.	30 sec.	1 min.	30 sec.
5 times....	20.00	15.00	20 times....
10 times....	37.50	25.00	30 times....
15 times....	52.50	35.00	90.00
10 seconds, each, flat.			2.00

### ANDALUSIA (2 AM; 1 FM)

Covington County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

- WAAO** 1966
- Subscriber to the NAB Radio Code  
Media Code 4 201 0525 6.00  
Companion Broadcasting Service, Inc., Box 987, Brantley Hwy., Andalusia, Ala. 36420. Phone 205-222-1166.
- STATION'S PROGRAMMING DESCRIPTION**  
WAAO: Programmed for general interest.

- PERSONNEL**  
General Manager—Jim Williams.
- FACILITIES**  
1,000 w. days; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 11/1/73—Rec'd 4/26/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	13x	26x	52x	104x
	2.25	2.00	1.80	1.80

- WCTA** 1948
- Media Code 4 201 0560 3.00  
Andalusia Broadcasting Co., Inc., Radio Bldg., Andalusia, Ala. 36420. Phone 205-222-1144.
- PERSONNEL**  
General Manager—Dige Bishop.

- FACILITIES**  
5,000 w. days, 500 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 5 am-10:30 pm. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
Eff 6/1/73—Rec'd 5/7/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	260x	312x
30 sec or less:	3.10	2.90	2.80	2.60	2.50

80% of 1-min.

### WCTA-FM (formerly WNBX (FM))

- 1950
- Media Code 4 201 0561 1.00  
Andalusia Broadcasting Co., Inc., Box 8, Andalusia, Ala. 36420. Phone 205-222-6767.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 26,000 w.: 98.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 191 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
Rates are identical to WCTA. See that listing.

### ANNISTON (3 AM; 1 FM)

Calhoun County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

- WANA** 1954
- Media Code 4 201 0700 5.00  
Gadsden Itadio Co., Box 609, 155 West 33rd St., Anniston, Ala. 36201. Phone 205-237-1627.

- PERSONNEL**  
Owner—C. L. Graham.  
Sta. Mgr. & Prog. Dir.—Joe Burney.
- REPRESENTATIVES**  
Media Sales/South.
- FACILITIES**  
1,000 w. days, 250 w. nights.  
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/3/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	21x	50+
30 sec.	4.25	4.00	3.50
Combinable for quantity prices.	3.25	3.00	2.75

**PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
55	30	18	10

### WDNG

- 1957
- Subscriber to the NAB Radio Code  
Media Code 4 201 0770 8.00  
Potts Broadcasting Co., Inc., Box 1290, Anniston, Ala. 36201. Phone 205-236-8291.
- STATION'S PROGRAMMING DESCRIPTION**  
WDNG: Programmed for young adults, 18-35.  
Active community involvement. NEWS: 3 15-min local newscasts daily; local and state on hour and at :30; local news staff and 3 mobile units; weather at :15; 1 farm news program daily. MUSIC: 5 am-7 pm, current hits; after 7 pm progressive rock and rhythm and blues. TALK: daily editorials, teen round table, daily round-off opinions, and book reviews. ENTERTAINMENT: contests, 1-min features.

# ALABAMA

quips, quotes, personality DJ's, mobile studio. SPORTS: network sports; 1 local show daily; college football. Contact Representative for further details. Rec'd 8/27/70.

- PERSONNEL**  
General Manager—Thomas S. Potts.  
Assistant General Manager—Robert M. Price.  
Operations Director—William I. Giddens.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Southeast—Busby, Finch and Woods, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 24c, 25c, 26, 28b, 28c.  
Contracts: 50.  
Comb.: Cont. Discounts: 60a, 60f.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/74—Rec'd 5/8/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6-11 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	15 ti	20 ti	35 ti	50+
1 min.	3.55	7.75	7.00	6.30	5.80
30 sec.	2.95	6.30	5.70	5.20	4.70

**CLASS A**

1 min.	6.30	5.70	5.20	4.70	4.40
30 sec.	5.05	4.70	4.30	3.90	3.55

### WHMA

- 1938
- Subscriber to the NAB Radio Code  
Media Code 4 201 0840 9.00  
Anniston Broadcasting Co., 14th and Noble Sts., Anniston, Ala. 36201. Phone 236-7545.

- PERSONNEL**  
General Manager—Malcolm Street.  
Sales Manager—Ted Allen.  
Program Director—Ilex Gardner.
- REPRESENTATIVES**  
The Devery Organization Inc.  
Southeast—David Carpenter Company.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1890 kc.  
Directional—night only.  
Operating schedule: 5 am-11 pm daily. CST.

- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 28c, 29a, 33c.  
Contracts: 40a, 44a, 45, 46, 47a, 51b.  
Comb.: (Cont. Discounts: 60a).  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 4/15/68—Rec'd 3/25/68.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min.	7.00	6.00	5.50	5.00	4.50
30/20 sec:	75% of 1-min.	10 sec ID:	50% of 1-min.		

**8. PROGRAM TIME RATES**

1/2 hr	1/4 hr	10 min	5 min
36	21	15	10

### WHMA-FM

- 1947
- Subscriber to the NAB Radio Code  
Media Code 4 201 0841 7.00  
Anniston Broadcasting Co., Radio Bldg., 14th & Noble Sts., Anniston, Ala. 36201. Phone 205-236-7545, 237-7722.

- PERSONNEL**  
Station Manager—Ed Rayfield.  
Chief Engineer—James Hudson.  
News Director—George Salmon.
  - FACILITIES**  
ERP 25,500 w. (horiz.), 25,500 w. (vert.); 100.5 mc. Stereo.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 802 ft. above average terrain.
- (This listing continued on next page)

## THE FARMERS MARKET

Tobacco-Cotton  
Soybeans-Livestock  
Peanuts

We cover over 90% of  
the Southeast with each  
crop radio network.

**TN**

Call collect 919-832-8885 or  
write Box 1988, Raleigh, NC 27602

# ALABAMA

## Anniston—W H M A-FM—Continued

- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations Affiliated with American FM Network.
- TIME RATES**  
No. 1 ET 2/1/71—Rec'd 2/2/71.
- 6. SPOT ANNOUNCEMENTS**  
1 min. 3.00 30 sec. 2.50
- 7. PACKAGE PLANS**  
**WEEKLY PACKAGE PLAN**  
40 or more 1 min or 30 sec spots, or a combination of both within a 7 day period earns a 5% discount.
- SPECIAL MONTHLY PACKAGES**  
1 1-min spot each day & 1 1/4 hr program each week (choice of day), per mo. 180  
1 1/4 hr program each day or night, per mo. 150  
Monthly package plans are ROS unless specified otherwise.
- 8. PROGRAM TIME RATES**  
5 min 1/4 hr 1/2 hr 1 hr  
Ea 7.50 12.50 20.00 40.00

## ARAB

Marshall County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WRAB

Media Code 4 201 0810 0.00  
Marshall County Broadcasting Co., Inc., Drawer D, Arab, Ala. 35016. Phones 295-586-4123, 3129.

- 1. PERSONNEL**  
Station Manager—Ronnie Gord.
- 2. REPRESENTATIVES**  
Southeast, Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.
- TIME RATES**  
ET 1/1/70—Rec'd 10/30/70.  
AA—Mon thru Sat 6-9 am & 3-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA | 11 ti | 6 ti | 12 ti | 18 ti | 24 ti |
|----------|-------|------|-------|-------|-------|
| PER WK:  | 4.50  | 4.25 | 4.00  | 3.75  | 3.50  |
| 1 min.   | 4.50  | 4.25 | 4.00  | 3.75  | 3.50  |
| 30 sec.  | 4.00  | 3.75 | 3.50  | 3.25  | 3.00  |
- 
- | CLASS A | 11 ti | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|-------|------|-------|-------|-------|
| PER WK: | 3.50  | 3.25 | 3.00  | 2.75  | 2.50  |
| 1 min.  | 3.50  | 3.25 | 3.00  | 2.75  | 2.50  |
| 30 sec. | 3.00  | 2.75 | 2.50  | 2.25  | 2.00  |
- 10 sec: 50% of 1-min.  
All length spots combine to earn frequency.
- DISCOUNT**  
20 wk—5%      52 consec wk—10%

## ATHENS (2 AM; 1 FM)

Limestone County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

### WJMW

Media Code 4 201 0980 1.00  
Athens Broadcasting Co., Inc., Box 386 Hine St., Athens, Ala. 35611. Phone 232-3911, 3912.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Homer F. Dunnivant.
- 2. REPRESENTATIVES**  
David Carpenter Company.
- 3. FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.  
FM facilities: WJOF (FM).

- TIME RATES**  
ET 7/1/71—Rec'd 7/9/71.
- 6. SPOT ANNOUNCEMENTS**
- | GUARANTEED TIMES | 1x   | 52x  | 104x | 200x | 500x |
|------------------|------|------|------|------|------|
| 1 min.           | 5.00 | 4.50 | 4.00 | 3.50 | 2.50 |
| 30 sec.          | 3.50 | 3.25 | 3.00 | 2.75 | 2.00 |
| 20 sec.          | 3.00 | 2.75 | 2.50 | 2.25 | 1.50 |
- ROS TIME RATES**
- | PER WK: | 5 ti | 10 ti | 15 ti | 20 ti |
|---------|------|-------|-------|-------|
| 1 min.  | 4.00 | 3.50  | 2.75  | 2.00  |
| 30 sec. | 2.50 | 2.25  | 2.00  | 1.50  |
| 20 sec. | 2.00 | 1.75  | 1.50  | 1.00  |

### WJOF (FM)

Media Code 4 201 1050 4.00  
Athens Broadcasting Co., Inc., Box 386 Hines St., Athens, Ala. 35611. Phone 232-3911, 3912.  
See affiliated AM station for additional information.  
AM facilities: WJMW.

- 1. PERSONNEL**  
ERP 50,000 w.; 104.3 mc.  
Operating schedule: 6:00 am-midnight daily.  
Antenna ht: 245 ft. above average terrain.
- 2. FACILITIES**  
Operating schedule: 6:00 am-midnight daily.
- 3. FACILITIES**  
ERP 50,000 w.; 104.3 mc.  
Operating schedule: 6:00 am-midnight daily.  
Antenna ht: 245 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.  
FM facilities: WJOF (FM).
- TIME RATES**  
ET 7/1/71—Rec'd 7/9/71.
- 6. SPOT ANNOUNCEMENTS**
- | GUARANTEED TIMES | 1x   | 52x  | 104x | 200x | 500x |
|------------------|------|------|------|------|------|
| 1 min.           | 5.00 | 4.50 | 4.00 | 3.50 | 2.50 |
| 30 sec.          | 3.50 | 3.25 | 3.00 | 2.75 | 2.00 |
| 20 sec.          | 3.00 | 2.75 | 2.50 | 2.25 | 1.50 |
- ROS**
- | PER WK: | 5 ti | 10 ti | 15 ti | 20 ti |
|---------|------|-------|-------|-------|
| 1 min.  | 4.00 | 3.50  | 2.75  | 2.00  |
| 30 sec. | 2.50 | 2.25  | 2.00  | 1.50  |
| 20 sec. | 2.00 | 1.75  | 1.50  | 1.00  |

## WKAC

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 201 1120 5.00  
Limestone Broadcasting Co., Inc., Box 847, Elkmont Hwy., Athens, Ala. 35611. Phones 205-333-6827, 6828.

- STATION'S PROGRAMMING DESCRIPTION**  
WKAC: contemporary MOR, news, weather & sports.
- 1. PERSONNEL**  
General Manager—Ron Mathis.
- 2. REPRESENTATIVES**  
None.
- 3. FACILITIES**  
5,000 w. days; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
20%.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 12/1/71—Rec'd 11/5/71.
- 6. SPOT ANNOUNCEMENTS**
- | PER MO: | 1 ti | 25 ti | 50 ti | 100 ti | 200 ti |
|---------|------|-------|-------|--------|--------|
| 1 min.  | 5.25 | 4.75  | 4.25  | 3.50   | 2.50   |
| 30 sec. | 3.50 | 3.25  | 3.00  | 2.50   | 1.75   |
- 7. PACKAGE PLANS**  
**PER DAY, ROS:**
- |                 | 3 ti | 5 ti | 7 ti | 9 ti |
|-----------------|------|------|------|------|
| 1 min, per mo.  | 210  | 330  | 435  | 525  |
| 30 sec, per mo. | 150  | 235  | 300  | 350  |

## ATMORE (1 AM; 1 FM)

Escambia County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WATM

1949

NAB

Subscriber to the NAB Radio Code  
Media Code 4 201 1190 8.00  
Southland Broadcasting Co., 810 E. Craig St., Atmore, Ala. 36502. Phone 205-368-2128.

- 1. PERSONNEL**  
General Manager—Tom C. Minlard.
- 2. REPRESENTATIVES**  
David Carpenter Company.
- 3. FACILITIES**  
5,900 w. days; 1590 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast 6-8:30 am.  
Far non-simulcast facilities see WATM-FM.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/73—Rec'd 3/22/73.
- 6. SPOT ANNOUNCEMENTS**
- |         | 1x   | 26x  | 52x  | 104x | 208x | 365x |
|---------|------|------|------|------|------|------|
| 1 min.  | 2.50 | 2.40 | 2.30 | 2.20 | 2.10 | 2.00 |
| 30 sec. | 1.60 | 1.55 | 1.50 | 1.45 | 1.40 | 1.35 |

### WATM-FM

1966

NAB

Subscriber to the NAB Radio Code  
Media Code 4 201 1191 6.00  
Southland Broadcasting Co., Box 7, 810 E. Craig St., Atmore, Ala. 36502. Phone 205-368-2128.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 29,000 w.; 104.1 mc.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 182 ft. above average terrain.  
Partial simulcast operation. Operated separately 5-6 am and 8:30 am-midnight. For simulcast facilities see WATM.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Rates are identical to WATM. See that listing.

## AUBURN-OPELIKA

(3 AM; 1 FM)  
Lee County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

- Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WAOA

1958

OPELIKA

A Faulkner Owned Station  
Media Code 4 201 1225 2.00  
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801. Phone 205-745-4658.

- STATION'S PROGRAMMING DESCRIPTION**  
WAOA: Programmed for adults 21-49. MUSIC: modern country, blend of current single hits, familiar gold popular albums. NEWS: news, sports and special on half hour and as situations warrant; AP, headlines and regional. Weather, sports, women's show, financial and agricultural shows in morning. Contact Representative for further details. Rec'd 7/1/74.
- 1. PERSONNEL**  
General Manager—Glenn Buxton.  
Program Director—Gerry King.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

## 3. FACILITIES

5,900 w., 1520 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See Coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b, 1b.  
Basic Rates: 20b, 21a, 21b, 21d, 23a, 24b, 24c, 25a, 25b, 29a, 30, 33a.  
Contracts: 40a, 43, 44a, 45, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62a.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 82.  
FM facilities: WFRI (FM).  
Affiliated with American Entertainment Network.  
Affiliated with KBS.

- TIME RATES**  
ET 10/1/70—Rec'd 10/7/70.
- |         | 1x    | 75x  | 150x | 225x | 300x | 400x | 500x |
|---------|-------|------|------|------|------|------|------|
| 1 min.  | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 | 7.00 |
| 30 sec. | 7.00  | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
| 10 sec. | 4.00  | 3.50 | 3.00 | 2.50 | 2.00 | 1.75 | 1.50 |

- 7. PACKAGE PLANS**
- | PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min.  | 9.50  | 9.00  | 8.50  | 8.00  | 7.50  |
| 30 sec. | 6.50  | 6.00  | 5.50  | 5.00  | 4.50  |
| 10 sec. | 3.50  | 3.00  | 2.50  | 2.00  | 1.75  |

## WAUD

1947

AUBURN

NAB

Subscriber to the NAB Radio Code  
Media Code 4 201 1260 9.00

Auburn Broadcasting Co. Inc., Box 391, Montgomery Hwy., Auburn, Ala. 36830. Phone 205-887-3401.

- STATION'S PROGRAMMING DESCRIPTION**  
WAUD: programmed for adults & college students. ENTERTAINMENT: 5:30-9 am, air personality, classified show, local news, sports, information; 9-11 am trend music, household hints, music; 11 am-12N farm reports & religious music, 12N-1 pm news & information; 1-2 pm classical music; 2-5 pm air personality, interviews, entertainment & popular music; 5-7 pm news, sports & general information, 7 pm-2 am entertainment, rock music. NEWS: 10 min net work & local hourly. Contact Representative for further details. Rec'd 5/24/75.

- 1. PERSONNEL**  
Pres. & Com'l Mgr.—Elmer G. Salter.  
News Director—Bob Sanders.  
Program Director—Mark Sawyer.
- 2. REPRESENTATIVES**  
Frederick W. Smith.  
David Carpenter Company.
- 3. FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 5:30-2 am. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25c, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 44, 44b, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 61a, 62d.  
Cancellation: 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network.

- TIME RATES**  
ET 9/1/73—Rec'd 8/27/73.
- 6. SPOT ANNOUNCEMENTS**
- |        | 1x   | 26x  | 52x  | 104x | 156x | 312x | 654x | 1248x |
|--------|------|------|------|------|------|------|------|-------|
| 1 min  | 4.00 | 3.90 | 3.85 | 3.75 | 3.60 | 3.50 | 3.25 | 3.00  |
| 30 sec | 3.25 | 3.20 | 3.10 | 3.00 | 2.90 | 2.75 | 2.50 | 2.25  |
- 7. PROGRAM TIME RATES**
- | 1 hr.   | 1x    | 26x   | 52x   | 104x  | 156x  | 312x  | 624x  | 1248x |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr.   | 40.00 | 35.00 | 30.00 | 27.00 | 25.00 | 22.50 | 20.00 | 18.00 |
| 1/2 hr. | 30.00 | 26.00 | 25.00 | 24.00 | 23.50 | 22.00 | 20.00 | 18.00 |
| 1/4 hr. | 18.00 | 17.00 | 16.00 | 15.00 | 14.50 | 14.00 | 12.00 | 9.00  |
| 5 min.  | 8.00  | 7.50  | 7.40  | 7.25  | 7.10  | 7.00  | 6.00  | 5.25  |
- Guaranteed times, extra 20%.

## WFRI (FM)

1968

AUBURN

A Faulkner Owned Station  
Media Code 4 201 1295 5.00  
Faulkner Radio, Inc., Box 2329, Opelika, Ala. 36801. Phone 205-745-4658.  
See affiliated AM station for additional information.  
AM facilities: WAOA.

- STATION'S PROGRAMMING DESCRIPTION**  
WFRI (FM): Programmed for adults 18-49.  
MUSIC: hit parade, oldies (hits from mid 50's to present) & current hits. Contact Representative for further details. Rec'd 7/1/74.
- 3. FACILITIES**  
ERP 3,000 w. (horiz. & vert.); 97.7 mc. Stereo.  
Operating schedule: 6-8 am. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

- TIME RATES**  
ET ———, Rec'd 4/17/69.
- 7. PACKAGE PLANS**  
(1 spot 6 am-noon, 1 spot noon-6 pm, 1 spot 6 pm-midnight)
- 3 1-min spots per day, 7 days per wk, per mo. 120  
Times run within time periods changed daily.  
Minimum contract 1 mo; maximum contract 12 mo.  
Commercial time limited to 48 accounts.
- 10. SPECIAL FEATURES**  
NEWSCASTS  
1x 26x 52x 104x 156x 200x  
5 min. 0.50 6.00 5.50 4.50 4.00 3.00  
Includes 20-second open and close, 1 minute spot.

## WJHO

1948

OPELIKA

NAB

Subscriber to the NAB Radio Code  
Media Code 4 201 1310 2.00  
Opelika-Auburn Broadcasting Co., 2009 Popperall Parkway, Opelika, Ala. 36801. Phone 205-745-6485. TWX 205 745-6444.

- 1. PERSONNEL**  
General Manager—John E. Smollen.  
Commercial Manager—Jack Smollen.  
Farm Director—Dick Teague.
- 2. REPRESENTATIVES**  
Hal Walton Co.  
Southeast—W. O. Jones, Inc.
- 3. FACILITIES** 1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.  
Contracts: 40a, 45, 46, 47, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

- TIME RATES**  
ET ———, Rec'd 4/25/69.
- 6. SPOT ANNOUNCEMENTS**
- | 1 MINUTE | 1x   | 15x  | 30x  | 45x  | 60x  | 75x  | 90x  | 105x | 120x |
|----------|------|------|------|------|------|------|------|------|------|
| 1x       | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | 1.00 |
| 15x      | 4.80 | 4.30 | 3.80 | 3.30 | 2.80 | 2.30 | 1.80 | 1.30 | 0.80 |
| 30x      | 4.60 | 4.10 | 3.60 | 3.10 | 2.60 | 2.10 | 1.60 | 1.10 | 0.60 |
| 45x      | 4.40 | 3.90 | 3.40 | 2.90 | 2.40 | 1.90 | 1.40 | 0.90 | 0.40 |
| 60x      | 4.20 | 3.70 | 3.20 | 2.70 | 2.20 | 1.70 | 1.20 | 0.70 | 0.20 |
| 75x      | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | 1.00 | 0.50 | 0.00 |
| 90x      | 3.80 | 3.30 | 2.80 | 2.30 | 1.80 | 1.30 | 0.80 | 0.30 | 0.00 |
| 105x     | 3.60 | 3.10 | 2.60 | 2.10 | 1.60 | 1.10 | 0.60 | 0.10 | 0.00 |
- 30 sec or less: 80% of 1-min.
- 8. PROGRAM TIME RATES**
- |         | 1x    | 15x   | 30x   | 45x     | 60x | 75x | 90x | 105x | 120x |
|---------|-------|-------|-------|---------|-----|-----|-----|------|------|
| 1/2 hr. | 40.00 | 35.00 | 30.00 | 25.00</ |     |     |     |      |      |



# BESSEMER

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## See Birmingham

(including Bessemer, Homewood, Irondale)

# BIRMINGHAM (12 AM; 6 FM)

(including Bessemer, Homewood, Irondale)

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (7 pm-midnight)	
	Traffic	Daytime	Traffic	Daytime	Traffic	Daytime
A	43	35	43	35	30	30
B	43	34	43	34	30	30
C	38	30	38	30	25	25
D	29	30	30	30	22	22
AVERAGE	38	32	39	32	28	28

## WAPI

1922  
BIRMINGHAM



THE CRISTAL CO.



Media Code 4 201 1400 1.00

Radio station WAPI, Box 10502, Birmingham, Ala. 35202. Phone 205-933-2720.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Donald D. Wear.  
General Sales Manager—Jack Warren.

2. REPRESENTATIVES  
The Cristal Company.

3. FACILITIES  
50,000 w. days, 5,000 w. nights; 1070 kc.  
Non-Directional days; directional nights.  
Operating schedule: 19 hours daily. CST.

4. AGENCY COMMISSION  
15/0 net time; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 3b.  
Rate Protection: 12h, 13c, 14c.

Basic Rates: 23a.  
Contracts: 40c.

Comb.; Cont. Discounts: 60a, 62b.  
Cancellation: 70a, 70c.

Prod. Services: 82.  
TV Facilities: WAPI-TV.

Affiliated with NBC.

## TIME RATES

No. 19 ET 3/1/70—Rec'd 7/23/70.

6. SPOT ANNOUNCEMENTS  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 9 pm-midnight; Sat 10 am-midnight; Sun 6-30 am-midnight.  
B—Mon thru Sun 5-8 am; Mon thru Fri 7-9 pm.

## CLASS AAA

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	33	31	29	27
100 x	31	29	27	25
300+	29	27	25	23

## CLASS AA

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	26	24	23	21
100 x	25	23	22	20
300+	23	21	20	18

## CLASS A

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	20	18	17	15
100 x	19	17	16	14
300+	18	16	15	13

## CLASS B

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	15	14	13	12
100 x	14	13	12	11
300+	13	12	11	10

## CLASS C

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	13	12	11	10
100 x	12	11	10	9
300+	11	10	9	8

## CLASS D

### 1 MINUTE

PER WK:	Per wk			
	1 ti	6 ti	12 ti	18 ti 24+
1 x	11	10	9	8
100 x	10	9	8	7
300+	9	8	7	6

ID's may combine with other types of spots for frequency discounts. Not subject to, nor included in calculating, weekly discounts.

## AM/FM TRAFFIC PLAN

Advertiser may elect to divide his schedule of spots equally between AAA and AA time. In this election the AA rate will prevail provided the advertising is for a single product; the spots are of the same length and the AAA and AA schedules are running concurrently.

## 7. PACKAGE PLANS

### TOTAL AUDIENCE PLAN

Sold in multiples of 4, scheduled within 7-day period:  
2 spots Mon thru Sat 6-10 am, Mon thru Fri 8-7 pm;  
2 spots Mon thru Fri 10 am-3 pm, Sat & Sun 10 am-7 pm; 2 spots Mon thru Sun 5-8 am, Mon thru Fri 7 pm-midnight.

PER WK. EA:	4 ti	8 ti	12 ti	16 ti	20 ti
1 min.	22	21	20	19	18
30 sec.	18	17	16	15	14

### AM/FM TOTAL AUDIENCE PLAN

Sold in multiples of 8 equally divided between AM & FM. AM spots scheduled as above & FM spots scheduled in best times available. Not combinable with regular spots for discount purposes.

1 min.	27	26	25	24	23
30 sec.	22	21	20	19	18

### TAP CONVERSION

Above AM and AM/FM Total Audience Plans may be converted as follows: 5 spots Mon thru Fri 10 am-3 pm or Sat & Sun all day. Same weekly costs apply as shown above.

TAP discounts must be earned within 7 broadcast days. TAP spots do not combine with any other spots service for discounts.

## WAPI-FM

1946  
BIRMINGHAM

## Stereo



Media Code 4 201 1401 9.00

Radio Station WAPI, Box 10502, Birmingham, Ala. 35202. Phone 205-933-2720.

See affiliated AM station for additional information.

## 3. FACILITIES

ERP 100,000 w.; 94.5 mc. Stereo.  
Operating schedule: 19 hours daily. CST.  
Antenna ht.: 982 ft. above average terrain.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC.  
Sold in combination with WAPI. See that listing for rates.

## TIME RATES

ET 10/1/69—Rec'd 10/5/70.

## 6. SPOT ANNOUNCEMENTS

PER WK. ROS:	1 MINUTE			
	1 ti	7 ti	14 ti	21 ti 28+
1 x	8.00	7.75	7.25	6.75
50 x	7.75	7.50	7.00	6.50
100 x	7.25	7.00	6.50	6.00
300 x	6.75	6.50	6.00	5.75
600+	6.50	6.25	5.75	5.50

PER WK. ROS:	30/20 SECONDS			
	1 ti	7 ti	14 ti	21 ti 28+
1 x	6.50	6.25	5.75	5.50
50 x	6.25	6.00	5.50	5.25
100 x	5.75	5.50	5.25	4.75
300 x	5.50	5.25	4.75	4.50
600+	5.25	5.00	4.50	4.25

## 8. PROGRAM TIME RATES

PER WK. ROS:	1 hr				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60.00	36.00	24.00	20.00	16.00
50 x	54.00	32.50	21.50	18.00	14.50
100 x	48.00	29.00	19.00	16.00	13.00
300+	42.00	25.00	17.00	14.00	11.00

## WATV

1946  
BIRMINGHAM

Media Code 4 201 1540 4.00  
Crescendo Broadcasting, Inc., Cabana Motel, Birmingham, Ala. 35203. Phone 205-324-2541.

## 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Tom Whitley.  
Sales Manager—Davenport Smith.

## 3. FACILITIES

1,000 w. days; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

## 4. AGENCY COMMISSION

15% on time.

## 5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10c, 11c, 12c, 13c.

Basic Rates: 22a, 23a, 29a.

Contracts: 40a.

Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.

Cancellation: 70a, 70c.

Affiliated with CBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/2/69—Rec'd 9/8/69.

## 6. SPOT ANNOUNCEMENTS

PER WK. ROS:	1 min 30 sec		1 min 30 sec	
	1 min	30 sec	1 min	30 sec
1 x	25.00	21.00	26.00	19.50
26 x	23.50	20.50	31.25	18.75
52 x	22.00	19.50	52.00	18.00
104 x	21.00	19.00	104.00	17.00
156 x	20.50	18.00		

## 10. SPECIAL FEATURES

NEWSCASTS—ALL TIMES

Flat	1/4 hr			10 min			5 min		
	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
	45	36	28						

# WBUL

1965  
BIRMINGHAM

## Independent Black

Media Code 4 201 1645 1.00

Radio Broadcasting Company of Birmingham, Inc., Box 3800 E, Birmingham, Ala. 35208. Phone 205-786-4303.

Studio: 4650 Ave. W., Birmingham, Ala. 35208.

STATION'S PROGRAMMING DESCRIPTION

WBUL: Programmed for Black audience.  
MUSIC: R & B, light format of current hits. AIR PERSONALITIES handle all segments & taped commercials are interchangeable. NEWS & weather at :15; headlines at :45; news director & staff emphasis on local coverage. Originates major projects & is involved in drives that benefit community. Contact Representative for further details. Rec'd 2/2/73.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Hal Hodgins.

## 2. REPRESENTATIVES

International Advertising/Communication Corp. Southeast—W. O. Jones, Inc.

## 3. FACILITIES

1,000 w.; 1220 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

## 4. AGENCY COMMISSION

15/0; 10th of following month.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c.

Basic Rates: 20b, 21b, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 30, 31, 33c.

Contracts: 40a, 41, 42b, 45, 46, 48, 51c.

Comb.; Cont. Discounts: 60a, 60g, 60i, 62d.

Cancellation: 71a, 72, 73a.

Prod. Services: 82.

## TIME RATES

No. 1 ET 8/1/72—Rec'd 8/7/72.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1-12 wk			
	1 ti	10 ti	20 ti	50+
1 min.	10.40	9.80	8.40	7.00
30 sec.	8.95	7.85	6.70	5.60

PER WK:	13-25 wks			
	1 ti	10 ti	20 ti	50+
1 min.	9.80	8.40	7.00	5.60
30 sec.	7.85	6.70	5.60	4.50

## CONSECUTIVE WEEK DISCOUNT

52 wk—10%

## RATEHOLDER

Minimum wkly schedule 5 1-min spots for consecutive wk discount.

# WCRT

1953  
BIRMINGHAM



Subscriber to the NAB Radio Code

Media Code 4 201 1680 6.00  
Magic City Communications, 110 N. 35th St., Birmingham, Ala. 35222. Phone 205-251-5117.  
Mailing address: Box 1922, Birmingham, Ala. 35201.

STATION'S PROGRAMMING DESCRIPTION

WCRT: Programmed for adults.  
MUSIC: general popular music featuring standards and MOR. AIR PERSONALITIES handle all segments. NEWS: 5 minutes every 30 minutes 6-9 am. 5 minutes every hour 9 am-7 pm. COMMERCIAL POLICY: 10 minutes per hour maximum 6-10 am, 8 minutes per hour maximum rest of day. Contact Representative for further details. Rec'd 5/14/74.

## 1. PERSONNEL

President—Hal Fredericks.

Vice-Pres. & Gen'l Mgr.—Jack Bivans.

Program Director—Jan Jeffries.

## 2. REPRESENT

# ALABAMA

## Birmingham—WENN-FM—Continued

- 3. FACILITIES**  
58,000 w. (horiz.), 58,000 w. (vert.); 107.7 mc.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WENN.
- 5. GENERAL ADVERTISING** See coded regulations. Affiliated with Mutual Black Network. Affiliated with National Black Network. Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 12 ET 3/73—Rec'd 5/7/73.

7-11 PM, PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	12.00	11.00	10.00	9.00
30 sec.....	9.00	8.20	7.50	6.70

**DISCOUNT**  
26 wk—10%      52 wk—50%

**WERC WERC-FM**  
1925                      1959  
BIRMINGHAM

*Mg* mcgavren-guild  
pgw radio, inc.

Mooney Broadcasting Corporation

Media Code 4 201 1785 5.00  
Mooney Broadcasting Corp., Box 10904, 1729 N. Second Ave., Birmingham, Ala. 35202. Phone 205-252-3171.

**STATION'S PROGRAMMING DESCRIPTION**  
WERC: Programmed for adults and young adults. MUSIC: popular MOR. All segments handled by AIR PERSONALITIES. NEWS: hourly local with national each 30 min. 3 man news staff. SPORTS: capsules at 7:50, 8:30 am, 1:30 and 3:30 am. University football & basketball. EDITORIALS; FARM: 5:35-6 am M-Sat. WEATHER: forecasts 4 times each hour. Contact Representative for further details. Rec'd 10/9/72.  
WERC-FM: Programmed as Top 40.

- 1. PERSONNEL**  
President—George P. Mooney.  
General Manager—John A. Bomer.  
Sales Manager—Tom Hopson.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.
- 3. FACILITIES**  
5,000 w.: 960 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 21,500 w.: 106.9 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 1,114 ft. above average terrain.  
Simulcast 3 am-3 pm.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 4 ET 6/1/73—Rev 9/1/73—Rec'd 9/6/73.  
AAA—Mon thru Sat 5:30-10 am & 3-7 pm  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE	6 ti	12 ti	18 ti	24 ti
AAA.....	50.00	45.00	43.00	41.00	39.00
AA.....	40.00	37.00	35.00	33.00	31.00
A.....	30.00	27.00	25.00	23.00	21.00

PER WK:	30 SECONDS	40 ti	34 ti	30 ti	31.00
AAA.....	35.00	30.00	28.00	26.00	25.00
AA.....	30.00	22.00	20.00	18.00	17.00

PER WK:	10 SECONDS	25.00	22.50	21.50	20.50	19.50
AAA.....	20.00	18.50	17.50	16.50	15.50	15.50
AA.....	15.00	13.50	12.50	11.50	10.50	10.50

(\*) 1 ti or fixed.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%.

**WJLD**  
1942  
HOMEWOOD  
Independent Black

Media Code 4 201 1820 0.00  
Johnston Broadcasting Co., Box 58065, Birmingham, Ala. 35209. Phone 205-324-3468.

**STATION'S PROGRAMMING DESCRIPTION**  
WJLD: Programmed for Negro listener. MUSIC: rhythm and blues. AIR PERSONALITIES handle all segments and taped commercials by air personalities are interchangeable. Weather at :10, news headlines at :25, sports at :40, and 5 min news, at :55. Station participates in fund drives for community activities, boys clubs, etc. Personalities available for remote broadcasts, store openings, shopping center sales day, etc. Contact Representative for further details. Rec'd 11/12/73.

- 1. PERSONNEL**  
Owner—Hose H. Johnston.  
General Manager—George Johnston III.  
Sales Manager—Dave Davis.

- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Southeast & Southwest—Bernard I. Ochs Co.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Simulcast 5-8 am. For non-simulcast facilities see WZZK (FM).
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80.

**FM facilities: WZZK (FM).**  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. 10 ET 8/1/70—Rec'd 7/20/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	18	16	15	14	13	12
14 wk.....	17	15	14	13	12	11
27-52 wk.....	16	14	13	12	11	10

30 sec: 80% of 1-min.      IDs: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN

PER WK:	Ea
12 Plan (4 Traffic, 4 Housewife, 4 7-10 pm).....	13
18 Plan (6 Traffic, 6 Housewife, 6 7-10 pm).....	16
24 Plan (8 Traffic, 8 Housewife, 8 7-10 pm).....	10

**NOTE:** The call letters of this station have been changed to:

**WJLN (FM)**

**WZZK (FM)**

**WLPH**

1960  
**IRONDALE**

Media Code 4 201 1890 3.00  
Alabama Religious Broadcasting Co., Inc., Box 6787, Birmingham, Ala. 45370. Phone 205-592-9897.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLPH: Gospel & Religious Programs.

- 1. PERSONNEL**  
Pres., Gen'l & Sales Mgr.—James G. Lang.
- 3. FACILITIES**  
5,010 w. days: 1480 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% on time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 24a, 24c, 25a, 28c.  
Contracts: 48, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60d, 60i, 61a, 62b, 62d.  
Cancellation: 72.  
Prod. Services: 80, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 2/1/68—Rec'd 1/30/68.

**6. SPOT ANNOUNCEMENTS**

1 x	7.50	6.50	4.50
28 x	6.75	6.00	4.00
82 x	6.25	5.25	3.50
104 x	5.00	4.50	3.00
260 x	4.25	3.50	2.50
312 x	3.50	3.00	2.00
730 x	3.25	2.50	1.75
1400+	3.00	2.25	1.50

- 10. SPECIAL FEATURES**  
News Service—Extra charge: 10% of time charges.

**WQEZ (FM)**

1961  
BIRMINGHAM

Subscriber to the NAB Radio Code  
Media Code 4 201 1960 4.00  
Magic City Communications, 110 N. 35th St., Birmingham, Ala. 35222. Phone 205-251-5117.  
Mailing address: Box 1922, Birmingham, Ala. 35201.  
See affiliated AM station for additional information.  
AM facilities: WCRT.

**STATION'S PROGRAMMING DESCRIPTION**  
WQEZ (FM): Programmed for adults.  
MUSIC: 90% popular, featuring standards, film music, showtunes, MOR. NEWS: 90 second headline news every hour. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 5/14/74.

- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 760 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Blair Represented Network.  
Sold in combination with WCRT. See that listing for rates.

**TIME RATES**  
No. 10 ET 2/1/74—Rec'd 2/1/74.  
AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min 32.....	30	29	28	27	25	24	23	23
(*) 26.....	24	23	22	22	20	19	18	18

(\*) 30 sec/less.

**WGSN**  
1927  
BIRMINGHAM



ROBERT E. EASTMAN & CO., INC.

**RAB**

A Southern Broadcasting Company Station  
Subscriber to the NAB Radio Code  
Media Code 4 201 2030 5.00  
The Southern Broadcasting Co., The Penthouse City Federal Bldg., Birmingham, Ala. 35203. Phone 205-322-3434.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSN: Programmed for adult and young adults. MUSIC: contemporary. Emphasis on local news & public service in community. Station sponsors community projects such as fund drives. NEWS: 5-min at :20 in am drive, 10-min at :40 every hour 6 am-8 pm. Contact Representative for further details. Rec'd 6/14/74.

- 1. PERSONNEL**  
President—John G. Johnson.  
General Manager—Ben K. McKinnon.  
Sales Manager—Warren Merrin.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 610 kc.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0; time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 20b, 21b, 21d, 22a, 23b, 24a, 24c, 25a, 28c, 29a, 29b, 30, 31, 33a, 45, 46, 48, 51c.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
No. 13 ET 7/1/71—Rec'd 5/28/71.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 10 am-7 pm.  
III—Mon thru Sat midnight-6 am; Sun 6-10 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.....	43	38	36	34
30 sec.....	35	31	29	28
19 sec.....	26	23	22	21

PER WK:	SECTION II	35	30	28	26
1 min.....	35	30	28	26	26
30 sec.....	28	24	23	21	21
10 sec.....	21	18	17	16	16

PER WK:	SECTION III	30	25	23	22
1 min.....	30	25	23	22	22
30 sec.....	24	20	19	18	18
10 sec.....	18	15	14	13	13

Spots of any length may cross combine for greater frequency among Sections I, II, III.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%  
**RATEHOLDER**  
Minimum wly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

**WVOK**  
1947  
BIRMINGHAM



Buckley Radio Sales, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 201 2100 6.00  
Voice of Dixie, Inc., Box 1926, Birmingham-Bessemer Super Hwy, Birmingham, Ala. 35201. Phone 205-785-5111, 205-428-7153.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVOK: MUSIC: top contemporary music of today & golden hits of past. News: at :30; headlines at :30, breaking in whenever important news occurs; UPI & UPI audio; remote equipment for direct on scene local reports. Contact Representative for further details. Rec'd 2/25/74.

The Lion's Share  
of the Audience!  
Monday thru Friday, 6AM to Midnight

**WGSN!**

Top 40 hits in Birmingham  
\*Pulse, April-May '74

- 1. PERSONNEL**  
President—Iralee W. Benna.  
National Sales—Dan Brennan.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- 3. FACILITIES**  
50,000 w. days; 890 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 10e, 13c, 13e, 15a.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 24b, 25a, 27, 28a, 29c, 29a, 30, 31.  
Contracts: 40a, 41, 43b, 46, 47a.  
Cancellation: 70e, 71a.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 62d.  
Prod. Services: 81, 82.

**TIME RATES**  
No. 14 ET 4/1/72—Rec'd 2/28/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti	48 ti
1 min.....	30.00	28.00	27.00	26.00	24.00	22.00
20/30 sec.....	24.00	22.00	21.00	20.00	19.00	17.00
10 sec/IDs.....	18.00	17.00	16.00	15.00	14.00	12.00

PER WK:	CLASS A	1 min.	28.00	26.00	25.00	24.00	22.00	20.00	18.00
20/30 sec.....	22.00	20.00	19.00	18.00	18.00	16.00	14.00	12.00	11.00
10 sec/IDs.....	17.00	15.00	14.50	14.00	13.50	12.00	11.00	10.00	9.00

(\*) Specified position; hour of day or day of wk.  
**10. SPECIAL FEATURES**  
5 MINUTE NEWSCASTS  
PER WK: AA 33 31 30  
A 31 29 28  
Minutes, Newcasts and 20/30 second spots may combine to earn weekly frequency discount.  
Minutes, Newcasts, 20/30 second spots and ID's may combine on the basis of 2 ID's equaling 1 longer spot.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10% applied as earned. Applicable to consecutive week advertisers only.  
Rateholder: minimum 50.00 per week.

**WYAM**

1960  
**BESSEMER**

Media Code 4 201 2170 9.00  
Brandon, Robinson Broadcasting Corp., 3300 Brighton Bessemer Pike, Bessemer, Ala., 35020. Phone 205-428-0146.

**STATION'S PROGRAMMING DESCRIPTION**  
WYAM: Programmed for adults.  
MUSIC: 80% country, 20% gospel. AIR PERSONALITIES handle all segments & are available for remote broadcast with complete mobile studio.  
NEWS: national at :30; local at :55; SPORTS: 1 min capsule at :25; auto races, local & national. Weather twice hourly. Contact Representative for further details. Rec'd 1/27/72.

- 1. PERSONNEL**  
President—Lawrence Brandon.  
Vice-Pres. & Gen'l Mgr.—Anthony S. Brandon.
- 2. REPRESENTATIVES**  
Universal Broadcasting Corporation.  
Atlanta—David Carpenter Company.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11c, 12c, 13b, 14a, 15b.  
Basic Rates: 20b, 21b, 22a, 24b, 24c, 25c, 28b, 28c, 29b.  
Contracts: 41, 44b, 45, 51c.  
Comb.: Cont. Discounts: 60b, 60e, 61c, 62d.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and KBS.  
Member: Country Music Network.

**TIME RATES**  
ET 9/1/76—Rec'd 9/3/71.

**6. SPOT ANNOUNCEMENTS**

1x	28x	52x	104x	208x	312x	730x	1460x
1 min 6.75	6.40	6.10	5.75	5.45	5.15	4.80	4.25
30 sec 6.00	5.70	5.40	5.05	4.75	4.45	4.15	3.75
10 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

**7. PACKAGE PLANS**

PER WK:	5 ti	10 ti	15 ti	50 ti
1 min.....	6.00	5.50	5.00	4.00
30 sec.....	4.00	3.50	3.00	2.75
10 sec.....	3.50	3.00	2.75	2.50

PEP MO: 1 min 30 sec 10 sec  
130+ 4.00 3.00 2.50  
260+ 3.50 2.75 2.25

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	10 min	5 min
1 x.....	80	50	25	18

**WYDE**  
1948  
BIRMINGHAM  
Modern Country

Subscriber to the NAB Radio Code  
Media Code 4 201 2240 0.00  
Basic Communications, Inc., 2112 11th Ave., S., Birmingham, Ala. 35205. Phone 205-323-4511.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYDE: Programmed for urban adults and young adults.  
MUSIC: modern country, 6 air personalities handle all segments. Personalities available for remote broadcasts. 3 man news staff, 2 mobile news units. NEWS 15%: 8% national and international 5 min on hour, 7% local and regional 5 min from :05 to :10, 15 min commentary at noon, 10 min commentary at 7:20 pm. SPORTS: 5 min at 6:10 am, 10 min at 7:10 pm, 2 min at :20 before and after hour.



## Birmingham—WYDE—Continued

in drive times, live college football home and away, 22 sports programs weekends. FAIRM: 15 min-M-F. Contact Representative for further details. Rec'd 2/27/74.

### 1. PERSONNEL

Executive Vice-President—Emil Mogul.  
Asst. to Executive Vice-President—Wynn A'by.  
General Manager—Larry Davidson.

### 2. REPRESENTATIVES

Kata Radio.

### 3. FACILITIES

50,000 w. days, 1,000 w. nights; 950 kc.  
Directional—days.  
Operating schedule: 4:45-1:10 pm. CST.

### 4. AGENCY COMMISSION

15/0 gross billings.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 70b, 11b, 12b, 13b, 14b, 15a, 15b,  
15e, 16.

Basic Rates: 20b, 21a, 22b, 23b, 24a, 24b, 24c, 25a,  
2c, 27, 28a, 28c, 29a, 30, 32b, 33d.

Contracts: 40a, 41, 42d, 47, 44b, 45, 46, 47a, 49, 50,  
51a, 51b.

Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 61c,  
62b, 62d.

Cancellation: 70b, 70c, 71c, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Information Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 12N Eff 6/11/73—Rec'd 6/18/73.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.

AA—Mon thru Sat 4:45-5:30 am, 10 am-3 pm &  
7-8 pm; Sun 6 am-8 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA
WK: 6 ti	12 ti	18 ti
1 min	43	37
30 sec	34	30

PER WK:	AAA	AA
1 min	23	22
30 sec	18	17

10 sec: 60% of 1-min.

### 8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x
1 hr	150	135	125	115	105
1/2 hr	110	100	90	86	70
1/4 hr	80	75	70	65	60

10% discount after 7 pm.

### 10. SPECIAL FEATURES

3-min newscast—1-1/2x applicable 1-min.

## WZZK (FM)

(formerly WJLN (FM))

1948

### BIRMINGHAM

Subscriber to the NAB Radio Code

Media Code 4 201 2257 4.00

Johnston Broadcasting Co., Box 58065, Birmingham,  
Ala. 35209. Phone 205-324-3468.

See affiliated AM station for additional information.  
AM facilities: WJLD.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.7  
mc.

Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Operated separately 3-5  
am. For simulcast facilities see WJLD.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.

### TIME RATES

ET—Rec'd 5/29/67.

### 7. PACKAGE PLANS

(9 am-5 pm)

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	1.70	1.60	1.50	1.40	1.30	1.20	1.00

### 8. PROGRAM TIME RATES

(9 am-5 pm)

PER WK:	1/4 hr	1/2 hr	1 hr
1 ti	8.00	12.00	20.00
5 +	6.00	9.00	15.00

## BOAZ

Marshall County—Map Location E-3

See SRDS consumer market map and data at begin-  
ning of the State.

## WBSA

1959

Media Code 4 201 2275 6.00

Radio Sava Mountain, Inc., Box 597, McVillie Rd.,  
Boaz, Ala. 35957. Phone 205-393-4264.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Glenn M. Cornelius.

### 3. FACILITIES

1,000 w.; 1300 kc Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 7/1/74.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1a	26x	52x	104x	156x	312x
20 sec	1.75	1.65	1.55	1.45	1.35	1.25
30 sec	2.25	2.10	1.95	1.80	1.65	1.50
1 min	3.00	2.75	2.50	2.25	2.00	1.75

## BREWTON

Escambia County—Map Location D-9

See SRDS consumer market map and data at begin-  
ning of the State.

## WEBJ

1947

Subscriber to the NAB Radio Code

Media Code 4 201 2310 1.00

Brewton Broadcasting Co., Brewton, Ala. 39420.  
Phone 205-867-5717.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—J. W. Gardner.

## 3. FACILITIES

1,000 w.; 1240 kc Non-directional.  
Operating schedule: 6:00 a.m. to 7:00 p.m. CST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Rates effective December 1, 1967.  
Card received December 23, 1967.

Rev. (Ann. Pkgs.) rec'd May 24, 1960.

### 6. SPOT ANNOUNCEMENTS

Per month:

	1 spct.	open rate	each
10 spots, contract, each	1.80		
50 spots, contract, each	1.70		
100 spots, contract, each	1.60		
250 or more spots, contract, each	1.50		

Nighttime spots—discount 50%.

Anticipated spot rate must be indicated on contract.

## BRIDGEPORT

Jackson County—Map Location F-2

See SRDS consumer market map and data at begin-  
ning of the State.

## WBTS

1961

### NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2380 4.00

Roy C. McCloud, Box U, Bridgeport, Ala. 35740.  
Phone 205-495-2274, 205-495-2275.

### 1. PERSONNEL

Owner & Gen'l Mgr.—Roy C. McCloud.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 7/2/74.

### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
A, Thurs, Fri, Sat, 50/less	1.75	1.25	1.00
B, Sun, Mon, Tues, Wed, 50/less	1.50	1.00	.75

## BUTLER

Chester County—Map Location B-7.

See SRDS consumer market map and data at begin-  
ning of the State.

## WPRN

1959

Media Code 4 201 2450 5.00

Butler Broadcasting Company, Box 566, Butler, Ala.  
36904. Phone 205-459-3222.

### 1. PERSONNEL

General Manager—Darryl Jackson.

### 2. REPRESENTATIVES

South—C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional

Operating schedule: 5 am-10 pm. CST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.

Member: Farm Directors Radio Network.

### TIME RATES

No. 2 ET 2/1/68—Rec'd 3/28/68.

### 6. SPOT ANNOUNCEMENTS

PER MO:	1x	11x	41-100
1 min	2.75	2.50	2.25
10 sec (minimum 100), ea 1.00.			
30 sec, ea 1.90. Package of 100, ea 1.50.			

### 7. PACKAGE PLANS

PER MO: 120 ti..... 200

## CALERA

Shelby County—Map Location E-5

See SRDS consumer market map and data at begin-  
ning of the State.

## WBYE

1956

### NAB

Subscriber to the NAB Radio Code

Media Code 4 201 2520 5.00

Shelby County Advertising Corp., Box "E", Calera,  
Ala. 35040. Phone 205-668-0872.

### 1. PERSONNEL

Gen'l Mgr. & Sec'y—Marion P. Jones.

### 2. REPRESENTATIVES

David Carpenter Company.

### 3. FACILITIES

1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 5/1/73—Rec'd 4/30/73.

Prime—6-9 am & 4 pm-sign-off.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	(*)	20 ti	(*)	40 ti	(*)	60+	(*)
10 sec	1.10	1.20	.95	1.05	.90	1.00	.85	.95
30 sec	1.75	1.90	1.50	1.65	1.40	1.55	1.30	1.45
1 min	2.20	2.40	1.85	2.05	1.60	1.80	1.40	1.55

(\*) Prime time.

PER WK:	ALL OTHER TIMES	1 ti	10 ti	20 ti	30 ti	40+
10 sec	1.00	.95	.90	.85	.80	
30 sec	1.50	1.50	1.40	1.30	1.20	
1 min	2.00	1.85	1.60	1.40	1.25	

## CAMDEN

Wilcox County—Map Location D-7

See SRDS consumer market map and data at begin-  
ning of the State.

## WCOX

1968

### NAB

Media Code 4 201 2555 1.00

Black Belt Broadcasting Co., Inc., Drawer 620,  
Griffin Hills, Camden, Ala. 36726. Phone 205-  
682-4677.

### 1. PERSONNEL

General Manager—Virgil Moore.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of month.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.

### TIME RATES

ET—Rec'd 6/3/74.

### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	260x
1 min	2.20	2.10	2.00	1.90	1.80	1.70	1.60
30 sec	1.80	1.70	1.60	1			

# ALABAMA

## Cullman—Continued

**WFMH** 1949  
Media Code 4 201 2940 5.00  
Voice of Cullman, 206 2nd Ave., E. Cullman, Ala. 35055. Phone 910.

**WFMH-FM** 1949  
Media Code 4 201 2940 5.00  
Voice of Cullman, 206 2nd Ave., E. Cullman, Ala. 35055. Phone 910.

**1. PERSONNEL**  
General Manager—B. C. Eddins.

**2. REPRESENTATIVES**  
Southeast—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5 am-midnight, CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**TIME RATES**  
Rates effective August, 1949. (Card No. 2.)  
Rates received July 19, 1951.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time	30.00	16.00	9.50	8.25	6.00
26 times	26.57	14.95	8.56	7.49	5.94
26 times	24.15	13.48	7.69	6.73	5.34
52 times	21.05	11.98	6.92	6.06	4.75
104 times	19.49	10.92	6.23	5.45	4.27
156 times	17.53	9.82	5.60	4.91	3.85
390 times	15.75	8.85	5.00	4.40	3.45
312 times					1.40

(\*) Announcements of 100 words or 1 minute.  
FM Only: Sold alone after local sunset—at 40% off above rates.

**WKLN (FM)** 1967  
Media Code 4 201 2975 1.00  
WKLN-FM, Box 61, 214 1st Ave., E. Cullman, Ala. 35055. Phone 205-734-0183.

**STATION'S PROGRAMMING DESCRIPTION**  
WKLN (FM): Programmed for adults.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth E. Lawrence.

**2. REPRESENTATIVES**  
Southeast—Bernard I. Ochs.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 155 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only; 10th of following month.

**TIME RATES**  
Eff 8/1/71—Rec'd 8/25/71.

**7. PACKAGE PLANS**  
PER WK. ROS SATURATION: 10 ti 25 ti 50 ti  
1 min. 3.00 2.50 2.00  
30/20 sec. 2.40 2.00 1.60  
10 sec. 1.50 1.25 1.00  
52-WK CONTRACT: 1 min 30/20 10 sec 1000+ 1.50 1.25 .75

**10. SPECIAL FEATURES**  
News, weather, farm, market reports—5 min rate plus any required talent & production charges.

**WKUL** 1946  
An Airmedia Station  
Media Code 4 201 3010 6.00  
Cullman Broadcasting Co., Drawer 968, Cullman, Ala. 35055. Phone 205-734-3171.

**STATION'S PROGRAMMING DESCRIPTION**  
WKUL: Programmed for general appeal.

**1. PERSONNEL**  
Pres. & Com'l Mgr.—Jordan Bullard.

**2. REPRESENTATIVES**  
Southeast—R. S. Crane Company, Inc.

**3. FACILITIES**  
1,000 w., days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5 am-midnight, CST.

**4. AGENCY COMMISSION**  
15/0; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 23 Eff 11/1/73—Rec'd 6/24/74.

AAA—9-9:30 am.  
AA—Mon thru Sat 6:30-9 am, 9:30-10 am, 11 am-1 pm & 4-6 pm; Sun 7-9 am & 1-6 pm.  
A—Mon thru Sat 5-6:30 am, 10-11 am, 1-4 pm & 6 pm-midnight; Sun 6-7 am, 9 am-1 pm & 6-11 pm.

**6. SPOT ANNOUNCEMENTS**

MO:	1 ti	30 ti	60 ti	90 ti	120 ti	180 ti	240 ti	300 ti
1 min	4.65	4.00	3.82	3.29	2.94	2.59	2.29	2.06
30 sec	4.00	3.41	3.24	2.82	2.29	2.12	2.00	1.82
20 sec	3.24	2.94	2.71	2.29	2.06	1.88	1.76	1.59
10 sec	2.94	2.59	2.53	2.06	1.88	1.71	1.41	1.29

**CLASS A**  
1 min 4.00 3.41 3.24 2.82 2.41 2.12 2.00 1.82  
30 sec 3.24 2.82 2.71 2.29 2.06 1.88 1.76 1.59  
20 sec 2.82 2.59 2.41 2.12 1.82 1.71 1.41 1.29  
10 sec 2.59 2.35 2.12 1.94 1.71 1.41 1.29 1.18  
AAA—AA rate plus 10%

**7. PACKAGE PLANS**  
100-SPOT SATURATION—1/2AA, 1/2A  
20 ti/5 consec days 234.12 210.59

**DECATUR (3 AM; 2 FM)**  
Morgan County—Map Location D-3  
See SHDS consumer market map and data at beginning of the State.

**WAJF** 1953  
Media Code 4 201 3080 9.00  
Falt Broadcasting Co., Inc., Box 1009, 112 Grant St., Decatur, Ala. 35601. Phone 205-353-9281.

**STATION'S PROGRAMMING DESCRIPTION**  
WAJF: MUSIC: Contemporary hits, including music of interest to ethnic groups. AIR PERSONALITIES. NEWS: UP! audio; local news start with news director. FARM: 5-6 am daily. FEATURES: female audience participation 10-10:30 am M-Sat. SPORTS: U football & basketball. Football scoreboard Sat only. Contact representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
General Manager—A. Randall Hughes.

**2. REPRESENTATIVES**  
Southeast—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5 am-midnight, CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 47e, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WDRM (FM).  
Member: The Tobacco Radio Network.

**TIME RATES**  
No. 4 Eff 9/1/72—Rec'd 8/1/72.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.50	5.00
30/20 sec	5.00	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES** 1/2 hr 1/4 hr 5 min  
Ea 48 30 15

**WMSL** 1935  
Subscriber to the NAB Radio Code  
Media Code 4 201 3220 1.00  
New Decatur Radio, Inc., Box 248, Mutual Savings Life Bldg., 701 Bank St., Decatur, Ala. 35601. Phone 205-353-0381.

**STATION'S PROGRAMMING DESCRIPTION**  
WMSL: Programmed for general interest.  
MUSIC: current hits. AIR PERSONALITIES handle all segments & taped commercials by personalities—interchangeable. NEWS: 5 min every 30 min;

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5 am-midnight, CST.

**4. AGENCY COMMISSION**  
15%. Bills rendered 1st of month, payable by 10th.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a.  
Contracts: 40a, 41, 44a, 45, 47e, 48, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 4 Eff 10/1/70—Rec'd 10/8/70.  
AA—Mon thru Sat 6-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS—AA—A**

PER WK:	1 min 30 sec	1 min 30 sec
1 ti	7.50	5.00
6 ti	7.00	5.50
12 ti	6.50	5.00
18 ti	6.00	4.35
24 ti	5.50	4.00

10 sec: 50% of 1-min.  
Spots of all lengths combine to earn frequency.

**DISCOUNT**  
26 wk—5% 52 consec wk—10%

**WDRM (FM)** 1951  
Media Code 4 201 3115 3.00  
Dixie Broadcasting, Inc., 406 Bank St., Decatur, Ala. 35601. Phone 205-353-1750.  
Mailing address: Box 789, Decatur, Alabama 35601.  
See affiliated AM station for additional information.

**AM facilities: WHOS.**

**STATION'S PROGRAMMING DESCRIPTION**  
WDRM (FM): MUSIC: MOR 6 am-6 pm; top 40 country 6 pm-6 am NEWS: local 3 times daily; network world & special events. SPORTS: high school sports, football & basketball, college football & basketball. Contact Representative for further details. Rec'd 3/29/74.

**3. FACILITIES**  
ERP 100,000 w.; 102.1 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 200 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
No. 5-1C Eff 4/1/73—Rec'd 2/12/73.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	10 ti	25 ti	50 ti	100 ti	150+
1 min	3.90	3.25	3.00	2.70	2.45	2.00
30 sec	3.45	2.90	2.50	2.10	2.00	1.80
10 sec	Ea 1.35.					

**ANNUAL DISCOUNT**  
1200+ 10% 1800+ 15%

**7. PACKAGE PLANS**  
PER DAY, ROS: 4 ti 8 ti 12 ti 16 ti  
30 sec. per mo. 120 180 220 270  
3-mo non-cancellable contract.

**8. PROGRAM TIME RATES** 1 hr 1/2 hr 1/4 hr 5 min  
1 x 40 24 14 6  
Annual discount 15%.

**WHOS** 1948  
Media Code 4 201 3150 0.00  
Dixie Broadcasting, Inc., 406 Bank St., Decatur, Ala. 35601. Phone 205-353-1810.  
Mailing address: Box 789, Decatur, Alabama 35601.

**STATION'S PROGRAMMING DESCRIPTION**  
WHOS: MUSIC: top 40 country Nashville sound, NEWS: 3 local newscasts each day; network world news & special events. FARM: 43 min M-F. SPORTS: college football, baseball. Contact Representative for further details. Rec'd 11/29/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Louis C. Blizard.

**2. REPRESENTATIVES**  
The Dorney Organization, Inc.  
Southeast—R. S. Crane Company, Inc.

**3. FACILITIES**  
1,000 w., days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 47e, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WDRM (FM).  
Member: The Tobacco Radio Network.

**TIME RATES**  
No. 4 Eff 9/1/72—Rec'd 8/1/72.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	7.00	6.50	6.00	5.50	5.00
30/20 sec	5.00	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES** 1/2 hr 1/4 hr 5 min  
Ea 48 30 15

**WOSA (FM)** 1965  
Media Code 4 201 3255 7.00  
WOSA-FM Radio, Box 1222, Decatur, Ala. 35601. Phone 205-408-2634.  
Huntsville Office: Box 4144, 9030 S. Memorial Pk., Huntsville, Ala. 35802. Phone 205-539-8450.

**1. PERSONNEL**  
Pres., Gen'l & Sales Mgr.—Paul R. Nielsen.  
Station Manager—Joseph D. Hill.  
Engineer—Jack Bramlett.

**3. FACILITIES**  
ERP 25,000 w.; 96.6 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 830 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22b, 23a, 24a, 26, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 2/1/74—Rec'd 2/14/74.

**7. PACKAGE PLANS**

30 DAYS:	1 AP—ROS	20 ti	50 ti	100 ti	(*)
1 min	4.60	3.70	3.30	2.90	2.50
30 sec	3.20	2.60	2.30	2.05	1.70

(\*) 200-300 ti

**DEMOPOLIS**  
Marengo County—Map Location C-7  
See SHDS consumer market map and data at beginning of the State.

**WXAL** 1947  
Media Code 4 201 3290 4.00  
Demopolis Broadcasting Co., Inc., Box X, Demopolis, Ala. 36732. Phone 205-289-1400.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—William M. Jordan.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w., days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 a.m. to 11:00 p.m.

**4. AGENCY COMMISSION**  
15% on time only, no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: The Tobacco Radio Network.

**TIME RATES**  
Eff 10/1/66—Rec'd 10/13/66.

**6. SPOT ANNOUNCEMENTS** 1 MINUTE

PER MO:	1-100, ea.	3.00	201+—20% discount.
101-200—10% discount.			

1-100, ea. 30 SECONDS 2.00 201+—20% discount.  
101-200—10% discount.

**DOTHAN (3 AM; 2 FM)**  
Houston County—Map Location G-9  
See SHDS consumer market map and data at beginning of the State.

**WAGF** 1932  
Media Code 4 201 3360 5.00  
Dothan Broadcasting Co., 204-1/2 E. Main St., Dothan, Ala. 36302. Phone 205-792-1101.

**1. PERSONNEL**  
Manager—Fred C. Moseley.

**2. REPRESENTATIVES**  
Hal Walton Co.

**3. FACILITIES**  
1,000 w.; 1320 kc. Directional—night only.  
Operating schedule: 5:00 am-11:00 pm, CST.

network, AP wire service & local in each segment.  
FARM: markets 5:30-6:15 am. Women's features, audience participation features throughout broadcast day. SPORTS: play-by-play, personality remotes. Contact Representative for further details. Rec'd 1/4/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—C. H. (Clete) Quick.  
Sales Manager—Ron Walker.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
South—C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w., days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14a, 15a.  
Basic Rates: 21a, 23a, 25a, 28a.  
Contracts: 40a, 43, 44b, 45, 47a.  
Comb.: Cont. Discounts: 60f, 61a.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 81.  
Affiliated with MBS and KBS.

**TIME RATES**  
Eff 12/1/72—Rec'd 11/6/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	25 ti	50 ti	100+
1 min	5.00	4.50	4.00	3.50
30 sec or less	3.50	3.00	2.75	2.50

**6. PROGRAM TIME RATES**

1 hr.	1x	26x	52x	65x	130x	156x	260x
1 hr.	40.00	38.00	37.00	36.00	34.00	32.00	30.00
1/2 hr.	25.00	23.00	22.00	21.00	20.00	19.00	18.00
1/4 hr.	15.00	14.00	13.00	12.00	11.00	10.00	9.00
5 min.	7.00	6.50	6.00	5.50	5.00	4.50	4.00

**7. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**8. SPOT ANNOUNCEMENTS**

1 ti	4.00	4.00	104 ti
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**WOOF-FM**

1984  
Media Code 4 201 3501 4.00  
WOOF, Inc., Box 1427, Columbia Hwy., Dothan, Ala. 36301. Phone 205-792-1140.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WOOF-FM, MUSIC: Standard pop MOR. NEWS: network every 30 minutes plus local/regional news & stock market reports. SPORTS: college sports, pro football, high school game of week. Contact Representative for further details. Rec'd 8/23/74.

**1. PERSONNEL**  
Program Director—Steven McGowan.  
**3. FACILITIES**  
ERP 100,000 w.; 99.7 mc.  
Operating schedule: 5:00-1:30 am daily. CST.  
Antenna ht.: 342 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
Rates effective November 1, 1981.  
Rates received February 22, 1985.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	
1 ti.....	4.90
50 ti.....	5.70
100 ti.....	5.40
150 ti.....	5.10

**WTVY (FM)**

1968  
Media Code 4 201 3540 2.00  
WTVY, Inc., Box 1089, Dothan, Ala. 36301. Phone 205-792-0048.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—F. E. Busby.  
Operations Manager—Larry H. Williams.  
Assistant Manager—Eldon A. Klupal.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Busby, Finch and Woods, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mc. Stereo.  
Operating schedule: 5-1 am. CST.  
Antenna ht.: 1,078 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 33c.  
Contracts: 40a, 42a, 42c, 43, 44a, 45, 47e, 50, 51a.  
Comb.; Cont. Discounts: 60a, 61c, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

**TIME RATES**  
No. 1 ET 9/1/68—Rec'd 2/3/70.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec		1 min 30 sec	
1 x.....	6.00	5.00	260 x.....
28 x.....	5.75	4.75	312 x.....
52 x.....	5.50	4.50	624 x.....
104 x.....	5.25	4.25	1000 x.....
156 x.....	5.00	4.00	

**7. PACKAGE PLANS**  
PER WK, ROS:

1 min.....	3.50	5 ti	10 ti	20 ti
30 sec.....	3.75	3.50	3.25	3.35
150 sec.....	3.50	3.25	3.10	

**8. PROGRAM TIME RATES**

1/2 hr.....	1x	26x	52x	104x	156x
1/4 hr.....	14.00	13.75	13.50	13.25	13.00
5 min.....	11.00	10.75	10.50	10.25	10.00
1/2 hr.....	7.00	6.75	6.50	6.25	6.00
1/4 hr.....	260x	312x	624x	1000x	
1/2 hr.....	12.75	12.50	12.25	12.00	
1/4 hr.....	9.75	9.50	9.25	9.00	
5 min.....	5.75	5.50	5.25	5.00	

**ELBA**

Coffee County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WELB**

1958  
Subscriber to the NAB Radio Code  
Media Code 4 201 3579 9.00  
Elba Radio Co., Box 487, Elba, Ala. 36323. Phone 205-897-2216.

**1. PERSONNEL**  
Sales Manager—Doug Holderfield.

**3. FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.

**4. AGENCY COMMISSION**  
15%.

**TIME RATES**  
ET 1/1/66—Rec'd 7/27/66.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	26x	52x
	2.90	1.75	1.50

**ENTERPRISE (1 AM; 1 FM)**

Coffee County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WIRB**

1948  
Media Code 4 201 3640 0.00  
Wiregrass Broadcasting Co., Box 1136, Ouida St., Enterprise, Ala. 36330. Phone 205-347-8600.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—R. E. James.

**3. FACILITIES**  
1,000 w.; 600 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Member: The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/68—Rec'd 7/12/68.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	13x	26x	52x	104x	260x
	5.00	4.75	4.50	4.25	4.00	3.25

**WIRB-FM**

1968  
Media Code 4 201 3641 6.00  
Wiregrass Broadcasting Co., Box 1136, Ouida St., Enterprise, Ala. 36330. Phone 205-347-8600.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 10/1/73—Rec'd 1/23/74.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	26x	52x	104x	260x
30 sec.....	3.00	2.75	2.50	2.25	2.00
	2.40	2.20	2.00	1.80	1.60

**EUFULA (1 AM; 1 FM)**

Barbour County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WULA WULA-FM**

1948 1971  
Media Code 4 201 3710 1.00  
Vogel-Milligan Corp., Box 531, Eufaula, Ala. 36027. Phone 205-687-2066.

**STATION'S PROGRAMMING DESCRIPTION**  
WULA: MUSIC: top 40.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert A. Ellington.

**2. REPRESENTATIVES**  
Glibbreath Associates.

**3. FACILITIES**  
Non-directional.  
Operating schedule: 6 am-11 pm. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Operating schedule: Same as AM. CST.  
Antenna ht.: 89 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

**6. SPOT ANNOUNCEMENTS**  
ET 1/1/74—Rec'd 7/2/74.

PER WK:	1 ti	25 ti	50 ti	*125 ti
1 min.....	3.53	2.94	2.47	2.47
30 sec.....	2.64	2.05	1.77	1.77

**7. SPECIAL FEATURES**  
15%  
5-min news (when available) per mo 76.47.  
10-sec time signal (when available) ea 1.18.

**EVERGREEN**

Conecuh County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WBLO**

1957  
Media Code 4 201 3780 4.00  
Vogel-Moody Corp., Evergreen, Ala. 36401. Phone 578-2780.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Bill Moody.

**3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, Farm Directors Radio Network.

**6. SPOT ANNOUNCEMENTS**  
ET 9/1/74—Rec'd 7/15/74.

30 sec.....	1x	50x
1 min.....	2.00	1.50
	2.25	1.75

**FAIRHOPE (1 AM; 1 FM)**

Baldwin County—Map Location C-10  
See SRDS consumer market map and data at beginning of the State.

**WABF**

1961  
Media Code 4 201 3850 5.00  
Eastern Shore Broadcasters, Inc., Drawer AS, South Section Street, Fairhope, Ala. 36532. Phone 205-928-2384.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. Russell Kilgore, Sr.

**3. FACILITIES**  
1,000 w. days; 1220 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WABF-FM.

**4. AGENCY COMMISSION**  
15% time only; 15th of following month.

**5. GENERAL RATE POLICY**  
Affiliated with MBS.  
Member: Farm Directors Radio Network.

**6. SPOT ANNOUNCEMENTS**  
ET 1/1/69—Rec'd 6/29/70.

1 min.....	1x	13x	26x	52x	104x	156x	312x
	2.50	2.25	2.10	2.00	1.90	1.80	

**WABF-FM**

1964  
Media Code 4 201 3851 3.00  
Temporarily off the air.

**FAYETTE**

Fayette County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WWWF**

1949  
Subscriber to the NAB Radio Code  
Media Code 4 201 3920 6.00  
Bankhead Broadcasting-Fayette, Inc., 733 Columbus St., E. Fayette, Ala. 35553.

**STATION'S PROGRAMMING DESCRIPTION**  
WWWF: Sunrise-sunset middle-of-the-road music.

**1. PERSONNEL**  
General Manager—Jack Black.

**3. FACILITIES**  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
No. 3 ET 9/1/72—Rec'd 1/25/73.

**6. SPOT ANNOUNCEMENTS**

Times	
PER MO, EA:	1 30 60 90 120 150 180
120 wds.....	1.70 1.60 1.50 1.40 1.30 1.20 1.10
90 wds.....	1.20 1.10 1.05 1.00 .95 .90 .80
20 wds.....	.60 .55 .53 .50 .48 .45 .43

**FLOMATON**

Escambia County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WTCB**

1955  
Media Code 4 201 3990 9.00  
Vogel-Floamaton Corp., Box 490, Floamaton, Ala. 36441. Phone 205-296-5366.

**1. PERSONNEL**  
Station Manager—John R. Johnston.

**3. FACILITIES**  
500 w. days; 890 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**6. SPOT ANNOUNCEMENTS**  
ET 9/1/73—Rec'd 9/3/74.

Times	
1 min.....	1 13 ti 26 ti 52 ti 104 ti
Ea.....	1.75 1.65 1.55 1.40 1.30 1.20 1.10

**FLORENCE-SHEFFIELD**

(6 AM; 4 FM)  
(including Muscle Shoals, Tusculumbia)

Florence, Lauderdale County—Map Location C-2  
Muscle Shoals, Colbert County—Map Location C-2  
Sheffield, Colbert County—Map Location C-2  
Tusculumbia, Colbert County—Map Location C-2

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WLAY**

1933  
Muscle Shoals  
Subscriber to the NAB Radio Code  
Media Code 4 201 4130 1.00  
Slaton-Quick Co., Inc., 620 E. Second St., Muscle Shoals, Ala. 35660.

**STATION'S PROGRAMMING DESCRIPTION**  
WLAY: Popular music with 2 past hits hourly. NEWS: 5 min local, state and national on hour, 1 min highlights on half hour, 24 hours daily. Special sports reports at 7:30 am & 4:25 pm, 5 min, scores at :45 past hour in season. Weather reports hourly from local weather bureau at :15 past hour, community news reports daily at 7:45 am, 11:45 am, 4:15 pm, 4:45 pm & 5:15 pm. 3 mobile units cover local news and special events direct. Local football and basketball coverage. Broadcast editorials on local issues only, 1 hour daily of hits of past and local high school representative from different school hosts half hour weekly at 9:30 pm. Thurs. Contact Representative for further details. Rec'd 3/18/68.

**1. PERSONNEL**  
Pres., Gen'l & Nat'l Sales Mgr.—D. Mitchell Self. Local Sales Manager—Marvin Tidwell.  
Program Director—Steve Craig.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
South-Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15%—no cash discount. Bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 25a, 26.  
Contracts: 40a, 41, 42c, 44a, 45, 47a, 48, 50, 51b.

**ALABAMA**

Comb.; Cont. Discounts: 60a, 60i, 62b.  
Cancellation: 70b, 70d, 71a, 73, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with MBS.

**TIME RATES**  
ET 2/1/68—Rec'd 1/2/68.

**6. SPOT ANNOUNCEMENTS**  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

CLASS AA		CLASS A	
1 wkly.....	1 ti	5 ti	10 ti
1 min.....	9.00	7.00	6.00
30 sec or less.....	6.00	5.00	4.25
	8.00	6.00	5.00
	5.00	4.50	4.00

**DISCOUNTS**  
29 wk—10% 32 wk—15%

**8. PROGRAM TIME RATES**  
1/2 hr.....  
1/4 hr: 60% of 1/2 hr. 5 min: 25% of 1/2 hr.

**DISCOUNTS**

13x—5%	52x—12-1/2%	260x—25%
28x—10%	156x—20%	

**WLAY-FM**

1964  
Muscle Shoals  
Media Code 4 201 4131 9.00  
Slaton Quick Co., Inc., 620 E. Second St., Muscle Shoals, Ala. 35660. Phone 205-383-2525.  
Mailing address: Box 359, Florence, Ala. 35630.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WLAY-FM: Programming aimed at over 25 age group.

**MUSIC:** MOR with 4 current hits hourly. NEWS: hourly, weather 4 times hourly. **COMMERCIAL POLICY:** limited to 6 commercial interruptions hourly. Every song introduced. **SPORTS:** local football & basketball. Contact Representative for further details. Rec'd 3/26/71.

**3. FACILITIES**  
ERP 3,000 w.; 105.8 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/71—Rec'd 9/26/71.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE OR LESS

13 ti.....	3.00	52 ti.....	ea
26 ti.....	2.50	100 or more ti.....	2.00

**8. PROGRAM TIME RATES**  
1/2 hr.....  
1/4 hr—60% of 1/2 hr. 5 min—25% of 1/2 hr.

**DISCOUNTS**

13x—5%	52x—12-1/2%	260x—25%
28x—10%	104x—20%	

**WOWL**

1945  
Florence  
Media Code 4 201 4200 2.00  
Hammell Broadcasting, Inc., Box 756, 625 Thompson St., Florence, Ala. 35630. Phone 245-764-8170.

**STATION'S PROGRAMMING DESCRIPTION**  
WOWL: MUSIC: current hits with 4 past hits per hour. Requests 8-10 pm. handled via direct phone line to personality. NEWS: network at :50 combined with state & local news & weather commentator, 5 min at 7:30 am & 15 min at noon: special news programs when warranted by events. **SPORTS:** at 7:25 am & 4:25 pm featuring network commentator, high school football & basketball, university football & basketball. Contests & games played frequently. Contact Representative for further details. Rec'd 8/31/73.

**1. PERSONNEL**  
President—Richard N. Hammell.  
Vice-Pres. & Gen'l Mgr.—Phil Scoggin.  
Program Director—Rick Shayne.

# ALABAMA

## Florence-Sheffield—WQLT (FM)—Cont'd

### 3. FACILITIES

ERP: 25,000 w.; 107.3 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 189 ft. above average terrain.

#### TIME RATES

ET 8/1/74—Rec'd 5/22/74					
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10-11 pm	1 hr	6 hr	12 hr	18 hr	24 hr
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am	4.75	4.75	4.25	4.00	3.75
A—Daily 1-6 am	4.25	4.00	3.75	3.50	3.25
SPOT ANNOUNCEMENTS	3.75	3.50	3.25	3.00	2.75
9 sec: 80% of 1-min. 10 sec: 50% of 1-min.					

### 7. PACKAGE PLANS

TAP-1/3AAA 1/3AAA 1/3AAA  
15 thurs. 10:00-11:00 p.m. 37 24 hrs. 67  
Impact-10:00-11:00 p.m. 25 consec. days  
scheduled on ROS basis. 230.00  
CONSECUTIVE WEEK DISCOUNT  
16 wk—earn last wk N.C. 12 wk—earn last 2 wk N/C.

## WRCK

NOTE: The call letters of this station have been changed to:

## WZZA

## WRCK-FM

1969  
SHEFFIELD



Media Code 4 201 4271 3.00  
Wein Broadcasting Corp., Box 517, Tusculmia, Ala. 35674. Phone 205-381-1862.

**STATION'S PROGRAMMING DESCRIPTION**  
WRCK-FM: MUSIC: golden country, all-time country favorites with top 20 & extras 3x per hour.  
NEWS: network at 5:55, local at 5:55 P.M.; news at 6 am, noon & 4 pm. RELIGION: 6-10 am Sun. SPORTS: local basketball, professional football. Personality show 7 pm-midnight M-Sat. Contact Representative for further details. Rec'd 7/2/74.

### 1. PERSONNEL

President—Margaret L. Wein.  
General Manager—Paul S. Slattion.  
Program Director—Buddy Scott.

### 2. REPRESENTATIVES

Bernard I. Ochs Co.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 189 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.  
GENERAL ADVERTISING See coded regulations  
AM facilities: WZZA.

#### TIME RATES

No. 74 ET 6/1/74—Rec'd 7/2/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1 min	13 sec	30 sec	1 min	30 sec
1 min.	4.50	4.25	4.00	3.75	3.50
12 hr.	4.25	4.00	3.75	3.50	3.25
18 hr.	4.00	3.75	3.50	3.25	3.00
24 hr.	3.75	3.50	3.25	3.00	2.80
30 hr.	3.50	3.25	3.00	2.75	2.50
CLASS A					
6 hr.	4.25	4.00	3.75	3.50	3.25
12 hr.	4.00	3.75	3.50	3.25	3.00
18 hr.	3.75	3.50	3.25	3.00	2.80
24 hr.	3.50	3.25	3.00	2.75	2.50
30 hr.	3.25	3.00	2.75	2.50	2.20
10 sec: 70% of 1-min. 10 sec: 60% of 1-min.					

### 10. SPECIAL FEATURES

News adjacencies—1-1/2x 1-min.

## WSHF

1969  
SHEFFIELD

Media Code 4 201 4340 6.00  
J. B. Falt Jr., Box 608, 4421 Country Boy Ln., Sheffield, Ala. 35660. Phone 205-383-1290.

### 1. PERSONNEL

General Manager—Gary Wright.

### 2. REPRESENTATIVES

Meeher Radio, Inc.  
Southeast, Southwest—Busby, Finch and Woods, Inc.

### 3. FACILITIES

1000 w.; 1290 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15%; no cash discount. Bills payable by 10th.

GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.  
Rate Protection: 10a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 26, 28b, 29a, 30.

Comb.: Cont. Discounts: 60f, 60l, 61b.  
Cancellation: 72.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

#### TIME RATES

No. 3 ET 10/1/70—Rec'd 10/6/70.  
AA—Mon thru Sat 6-9 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1 hr	6 hr	12 hr	18 hr	24 hr
1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	4.50	4.00	3.50	3.25	3.00

CLASS A					
PER WK:	1 hr	6 hr	12 hr	18 hr	24 hr
1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	4.00	3.50	3.00	2.75	2.50
10 sec: 50% of 1-min. 10 sec: 50% of 1-min.					

## WVNA

1955  
TUSCUMBIA



Media Code 4 201 4410 7.00  
Elton H. Darby, 509 N. Main St., Tusculmia, Ala. 35674. Phone 205-383-2727.  
Other Office: Old Huntsville Rd., Box 748, Florence, Ala. 35630.

**STATION'S PROGRAMMING DESCRIPTION**  
WVNA: Programmed for general interest.  
NEWS: local at 7:30 am, 12:10, 12:30 & 4:30 pm; network at 6:00. Network programs. FARM: reports at 7:30 am & 12:30 pm. Hourly capsule stock reports. Business news at 4:55 pm. Weather reports direct from state's weather bureau plus special teletype weather service. MUSIC: MOR including contemporary, standards & show tunes. ENTERTAINMENT: 45-min jazz show 10:15 pm. 5 AIR PERSONALITIES handle all segments. SPORTS: World Series, Major League football, baseball, & bowl games; college basketball, football, high school sports & little league baseball. Emphasis on community needs & interests. Contact Representative for further details. Rec'd 4/30/73.

### 1. PERSONNEL

General Manager—Jimmy Hall.  
Commercial Manager—Billy Banks.  
Production Manager—Jack Voorhies.

### 2. REPRESENTATIVES

Hal Walton Co.  
South, Southwest—B. S. Crane Company, Inc.

### 3. FACILITIES

5,000 w.; 1590 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Simulcast 5:30-9 am. For non-simulcast facilities see WVNA-FM.

### 4. AGENCY COMMISSION

15/0 time only; 15 days.

GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.  
Rate Protection: 11b, 12b, 13b, 14g, 15a.  
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25c, 26, 28a, 28c, 29a, 32a, 33c.  
Contracts: 40a, 42b, 44a, 47a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70b, 71a.  
Prod. Services: 80, 82.  
Affiliated with CBS.

#### TIME RATES

ET 6/1/73—Rec'd 4/30/73.

### 6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1x	13x	26x	52x	104x
1 min.	6.00	5.75	5.50	5.25	5.00
30 sec.	4.80	4.60	4.40	4.20	4.00
CLASS A					
1 min.	4.75	4.25	4.00	3.75	3.50
30 sec.	3.80	3.40	3.20	2.80	2.60

### 8. PROGRAM TIME RATES

1/2 hr.	42.00	37.50	32.50	30.00
1/4 hr.	27.50	25.00	22.50	20.00
5 min.	18.00	16.50	15.00	13.50

## WVNA-FM

1961  
TUSCUMBIA



Media Code 4 201 4411 5.00  
Elton H. Darby, 509 N. Main St., Tusculmia, Ala. 35674. Phone 205-383-2727.  
Other Office: Old Huntsville Rd., Box 748, Florence, Ala. 35630.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVNA-FM: Programmed for adults and young adults.  
9 am-4:10 pm features general popular music, show-tunes and standards. Network news on hour. 4:10 pm-7 pm M-F and 8:35 am-noon Sat. modern country music and western music. Classical music 8:10 pm-11 pm, Sun. Contact Representative for further details. Rec'd 5/15/69.

### 1. PERSONNEL

Program Director—Mary Ann Franck.

### 3. FACILITIES

ERP 3,700 w.; 100.3 mc.  
Operating schedule: 5:30 am-midnight. CST.  
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WVNA.

#### TIME RATES

ET 4/10/69.

### 6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1x	13x	26x	52x	104x
1 min or less.	3.20	2.95	2.80	2.65	2.10

### 7. PACKAGE PLANS

100 1-minute spots per month, ea..... 1.00

### 8. PROGRAM TIME RATES

1 hr.	50.00	44.00	40.00	37.00
1/2 hr.	27.50	24.00	22.00	20.00
1/4 hr.	15.00	13.00	12.00	10.25

## WXOR

1945  
FLORENCE

Media Code 4 201 4445 3.00  
WXOR Entertainment, Inc., 624 S. Chestnut, Florence, Ala. 35630. Phone 205-764-8121.

**STATION'S PROGRAMMING DESCRIPTION**  
WXOR: MUSIC: modern country. NEWS: network at 6:00; state & local at 3:30. Farm report at 5:45 am & 12:45 pm. SPORTS: at 4:45. Complete football and basketball coverage. News cruiser, remote facilities handled by personalities. Contact Representative for further details. Rec'd 2/25/74.

### 1. PERSONNEL

President—Sam Phillips.  
General Manager—Charles E. Manson.

### 2. REPRESENTATIVES

David Carpenter Company.

### 3. FACILITIES

1,000 w. days, 250 w. nights: 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15% payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 29c.  
Contracts: 40a, 42b, 46, 48.  
Comb.: Cont. Discounts: 60b.  
Cancellation: 71a.  
Continuing discounts allowed.  
FM facilities: WQLT (FM).  
Affiliated with American Information Network.  
Member: The Tobacco Radio Network.

#### TIME RATES

No. 4 ET 2/1/74—Rec'd 7/26/74  
AA—Mon thru Sat 6 10 am & 2:30-3:30 pm  
B—Mon thru Sat 6:30 pm-midnight; Sun 9 am-midnight  
C—Sun thru Sat midnight-8 am

### 4. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1 min	10 sec	1 min	30 sec	1 min
1 hr.	5.88	4.71	5.29	4.12	5.00
1 hr.	5.29	4.12	4.71	3.82	4.41
1 hr.	4.71	3.53	4.12	3.23	3.93
21-30+	4.12	2.94	3.82	2.85	3.52
10 sec: 50% of 1-min.					

### CONSECUTIVE WEEK DISCOUNT

52 wk—10% 13 wk—4%  
28 wk—6% 4 wk—2%

### 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min  
1 x 88.29 52.94 29.41 11.76

### 10. SPECIAL FEATURES

VIGNETTER  
ROS 4.71 Specified 7.06

## WZZA

(formerly WRCK)  
1960



## TUSCUMBIA

Media Code 4 201 4462 8.00  
Wein Broadcasting Corp., Box 2562, Muscle Shoals, Ala. 35660. Phone 205-383-5810, 381-1862.

**STATION'S PROGRAMMING DESCRIPTION**  
WZZA: Programmed for black audience.  
MUSIC: current R & B hits & oldies 3x per hour. Gospel music 9-11 am M-Sat. Jazz 12:30-3 pm Sun.  
NEWS: network at 5:55, local & state at 7:30.  
RELIGION: 7 am-12:30 pm Sun. Contact Representative for further details. Rec'd 7/2/74.

### 1. PERSONNEL

Vice-President—Edward Wein.  
General Manager—Paul S. Slattion.  
Program Director—Willie Branford.

### 2. REPRESENTATIVES

Bernard I. Ochs Co.

### 3. FACILITIES

500 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15% time only.

GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a.  
Rate Protection: 12b, 14c, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 28c, 30.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 52d.  
Comb.: Cont. Discounts: 60a, 60c, 60h, 60l, 61a, 62b, 62d.

Cancellation: 70a, 70d, 70e, 71b, 73b.  
Prod. Services: 80, 82.  
FM facilities: WRCK-FM.  
Affiliated with MBS.

Affiliated with Mutual Black Network.

#### TIME RATES

No. 74 ET 6/1/74—Rec'd 7/2/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	1 min	13 sec	30 sec	1 min	30 sec
1 min.	4.50	4.25	4.00	3.75	3.50
12 hr.	4.25	4.00	3.75	3.50	3.25
18 hr.	4.00	3.75	3.50	3.25	3.00
24 hr.	3.75	3.50	3.25	3.00	2.80
30 hr.	3.50	3.25	3.00	2.75	2.50
CLASS A					
6 hr.	4.25	4.00	3.75	3.50	3.25
12 hr.	4.00	3.75	3.50	3.25	3.00
18 hr.	3.75	3.50	3.25	3.00	2.80
24 hr.	3.50	3.25	3.00	2.75	2.50
30 hr.	3.25	3.00	2.75	2.50	2.20
10 sec: 70% of 1-min. 10 sec: 60% of 1-min.					

### 10. SPECIAL FEATURES

News adjacencies—1-1/2x 1-min.

## FOLEY

Halden County—Map Location C-10  
See SBDS consumer market map and data at beginning of the State.

## WHPE

1953





## Gadsden—W A A X—Continued

Contracts: 40a, 41, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

### TIME RATES

ET 3/1/73—Rec'd 3/12/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 1-5 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	3.00	2.50	2.00
30 sec	1.50	1.25	1.00
15 sec	0.75	0.62	0.50
10 sec	0.50	0.42	0.33

### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110	76	55	42	38

### DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

## WGAD

1947



Media Code 4 201 4780 5.00  
Coosa Broadcasting Co., Inc., Box 770, Gadsden, Ala. 35902. Phone 205-546-1611.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGAD: MUSIC: MOR contemporary popular 5 am-7 pm; top 40, 7 pm-1 am. NEWS: 5 min network at :30; headlines at :28, 5 local mobile units; weekly news tip contest, farm & stock market. SPORTS: college football & basketball tournament & bowl specials. 6 AIR PERSONALITIES. Fun games, quizzes, audience participation, fashions & household hints. WEATHER at :30 & :50. Contact Representative for further details. Rec'd 4/30/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ed Z. Carroll.  
Program Director—Ron Burton.
- REPRESENTATIVES**  
Carrio-Messing Company.  
Southeast—Dora-Clayton Agency, Inc.
- FACILITIES**  
5,000 w. days, 10 w. nights; 1350 kc.  
Directional—night only.  
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**  
15/0 time only; rendered 1st of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32a, 35b.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 61c, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Farm Directors Radio Network.

ET 10/29/73—Rec'd 10/29/73.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 2:30-6:30 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min	3.00	2.50	2.00
30 sec	1.50	1.25	1.00
15 sec	0.75	0.62	0.50
10 sec	0.50	0.42	0.33

### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min
1 x	90	56	38	28	20	10

### DISCOUNTS

13x-5%	52x-15%	156x-25%
26x-10%	104x-20%	260x-30%

## WJBY

1928



Subscriber to the NAB Radio Code  
Media Code 4 201 4830 6.00  
Boman Broadcasting, Inc., Box 1370, Life of Alabama Bldg., Gadsden, Ala. 35902. Phone 205-546-9201.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJBY: Programmed for adults & young adults. MUSIC: solid gold & MOR contemporary mix. 5 Air Personalities 6-9 am; 10 am-12 N; 1 pm-5 pm; 9:30-10 am swap shop. NEWS: live at :55 including state & network. Block 12N-12:30 pm. Headlines at :25, expanded local at 6:35, 7:35 & 8:35 am. 4 mobile units. U. S. Weather Service reports hourly. SPORTS: 200 football, basketball, baseball; college, high school & jr high sports; NASCAR auto racing. Rec'd 5/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles F. Boman.  
Sales Manager—Harry Butler.  
Operations Manager—Al Bailey.
- FACILITIES**  
1,000 w. days; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.  
Contracts: 40a, 41, 44a, 44b, 47a, 50.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
FM facilities: WLJM (FM).  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 2/1/74—Rec'd 3/4/74.  
AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

	CLASS AA	CLASS A	CLASS B
WK: 6 ti	12 ti	18 ti	24 ti
YR: 52x	104x	156x	260x
1 min	5.75	5.50	5.25
30 sec	4.35	4.75	4.55
10 sec	3.95	3.45	3.25

### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	85.00	60.00	45.00	30.00	20.00
1/2 hr	52.00	49.00	48.00	42.00	38.00
1/4 hr	35.00	33.00	31.00	28.00	24.00
10 min	24.00	24.00	22.00	20.00	18.00
5 min	17.00	15.00	13.00	12.00	11.00

**10. SPECIAL FEATURES**  
HEADLINE NEWS/WEATHER/SPORTS  
PER WK: 6 day 3 day  
Per mo.: 175 100  
Minimum contract 6 mo.

## WLJM (FM)

1966



Subscriber to the NAB Radio Code  
Media Code 4 201 4910 6.00  
Roman Broadcasting, Inc., Box 1370, Life of Alabama Bldg., Gadsden, Ala. 35902. Phone 205-547-1037.  
See affiliated AM station for additional information.  
AM facilities: WJBY.

**STATION'S PROGRAMMING DESCRIPTION**  
WLJM (FM): Programmed for general interest.  
AIR PERSONALITIES 5-9 am & 5 pm-12 M.  
MUSIC: general popular. NEWS: hourly from 9-5 pm, all other times features news in detail with U. S. Weather Service forecasts 2x/hour; State news highlights hourly & local news reports. 3 mobile news units, am & drive times feature local news reports, sports & farm news. SPORTS: live major league baseball, college basketball & football. High school basketball tournaments & high school football. Rec'd 5/1/73.

- FACILITIES**  
ERP 30,000 w.; 103.7 mc.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 526 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 10/1/70—Rec'd 10/28/70.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 1x 26x 52x 156x 312x 500x  
1 min..... 5.00 4.50 4.25 4.00 3.75 3.50  
30 sec..... 4.00 3.50 3.40 3.20 3.00 2.80

**8. PROGRAM TIME RATES**  
1 hr..... 60.00 58.00 56.00 53.00 51.00 48.00 46.00 43.00  
1/2 hr..... 35.00 33.00 30.00 28.00 26.00 24.00 22.00 20.00  
1/4 hr..... 22.00 20.00 19.00 18.00 17.00 16.00 15.00 14.00  
10 min..... 17.00 16.00 15.50 15.00 14.00 13.50 13.00 12.50  
5 min..... 11.00 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**10. SPECIAL FEATURES**  
2 minute features at :15 and business, stockmarket or sports features at :45.  
Per mo. Per wk. 110 3 days per wk. 60  
6 days per wk. 110 3 days per wk. 60  
Includes open, close and 1 minute spot.

## GENEVA (1 AM; 1 FM)

Geneva County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

## WGEA

1953



Subscriber to the NAB Radio Code  
Media Code 4 201 4980 9.00  
Geneva County Broadcasting Co., Inc., Box 337, Geneva, Ala. 36340. Phone 205-684-2271.

**STATION'S PROGRAMMING DESCRIPTION**  
WGEA: MUSIC: modern country. NEWS: total local.  
**1. PERSONNEL**  
Sec'y & Gen'l Mgr.—James C. Helms.  
**3. FACILITIES**  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.  
Partial simulcast operation. Simulcast sign-on-9 am. For non-simulcast facilities see WGEA-FM.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 4/24/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x  
1 min..... 3.50 3.15 2.90 2.75 2.45  
30 sec..... 1.80 1.70 1.60 1.50 1.40  
15 sec..... 1.56x 260x 312x 500x  
1 min..... 2.10 1.75 1.65 1.50 1.40  
30 sec..... 1.30 1.20 1.10 1.00

## WGEA-FM

1969



Subscriber to the NAB Radio Code  
Media Code 4 201 4981 7.00  
Geneva County Broadcasting Co., Inc., Box 337, Geneva, Ala. 36340. Phone 205-684-2271.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGEA-FM: MUSIC: past hits, top 40.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 205 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see WGEA.

### 4. AGENCY COMMISSION

None; all rates net to station.

### TIME RATES

Rates are identical to WGEA. See that listing.

## GREENVILLE

Butler County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WGYV

1948



Media Code 4 201 5050 0.00  
Greenville Broadcasting Corp., Box 585, Greenville, Ala. 36037. Phone 205-382-5444.

- PERSONNEL**  
Manager—W. H. Miller.
- FACILITIES**  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15% on time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/72—Rec'd 8/23/72.  
**6. SPOT ANNOUNCEMENTS**  
PER YR: 10x 15x 365x  
1 min..... 2.00 1.75 1.60  
30 sec..... 1.50 1.40 1.35

## GUNTERSVILLE

Marshall County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WGSV

1950

Media Code 4 201 5120 1.00  
Guntersville Broadcasting Co., Inc., Box 220, Guntersville, Ala. 35976. Phone 205-582-8131.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Lavelle Jackson.
- FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset. CST.
- AGENCY COMMISSION**  
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Contemporary Network.

**TIME RATES**  
ET 2/1/74—Rec'd 1/17/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 312x  
1 min..... 3.60 3.30 3.00 2.75 2.50  
30 sec..... 2.70 2.50 2.25 2.00 1.75

## HALEYVILLE

Winston County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## WJBB

1948



Subscriber to the NAB Radio Code  
Media Code 4 201 5190 4.00  
Haleyville Broadcasting Co., Inc., Drawer 380, Hwy. 5 North, Haleyville, Ala. 35565. Phone 202-486-2277.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John L. Slatton.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 4/8/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 260x 500x  
1 min 3.00 2.85 2.75 2.65 2.55 2.40 2.35  
1 min 2.00 1.85 1.75 1.65 1.50 1.40  
(\* 35 words).  
Must run 5, 6 or 7 days per wk. on smaller runs per spot, extra, .10.

## HAMILTON (1 AM; 1 FM)

Marion County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## WERH

1950

Media Code 4 201 5200 1.00  
Kate F. Fite Hwy. 78, half mile south of Hamilton, Ala. 35570. Phone 205-921-3481.

- PERSONNEL**  
General Manager—James B. Fowler.
- FACILITIES**  
5,000 w. days; 970 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15% time only.

## ALABAMA

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AdRadio Groups, Inc.  
**TIME RATES**  
No. 7 ET—Rec'd 1/24/73.
- SPOT ANNOUNCEMENTS**  
1 min 50 sec  
Per mo., ea. 3.00 3.00

## WERH-FM

1968  
Media Code 4 201 5201 9.00  
Kate F. Fite, Box 187, Hamilton, Ala. 35570. Phone 205-921-3481.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 182 ft. above average terrain.  
**TIME RATES**  
Rates are identical to WERH. See that listing.

## HARTSELLE

Morgan County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WHRT

1956  
Media Code 4 201 5330 6.00  
Gene Newman, Longhorn Pass, Hartsville, Ala. 35640. Phone 205-773-2558.  
**1. PERSONNEL**  
Owner—Gene Newman.  
**3. FACILITIES**  
250 w. days; 860 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.

- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.

**TIME RATES**  
ET 9/1/73—Rec'd 8/29/73.  
**6. SPOT ANNOUNCEMENTS**  
PER MO., EA: 1 ti 25 ti 50+  
30 sec..... 4.00 3.50 3.00  
1 min, extra 50%.

## HOMEWOOD

Jefferson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

See Birmingham  
(including Bessemer, Homewood, Irondale)

## HUNTSVILLE (5 AM; 2 FM)

Madison County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

## WAAY

1946



Alan Torbet Associates, Inc.  
Media Code 4 201 5400 7.00  
Smith Broadcasting System, Box 2041, Huntsville, Ala. 35804. Phone 205-534-8471.

**STATION'S PROGRAMMING DESCRIPTION**  
WAAY: MUSIC: modern general popular—top 35 plus & with every third record an oldie. NEWS: 17 10-min newscasts per day plus bulletins as soon as they occur, all headed by news director & 5 newsmen; weather at :15 & :45. Contact Representative for further details. Rec'd 4/8/71.

- PERSONNEL**  
President—M. D. Smith, III.  
General Manager—Wayne B. Johnson.  
Sales Manager—Jim Kell.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
5,000 w. days, 500 w. nights; 1550 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 net on time and talent; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22a, 22b, 23a, 23b, 24c, 25a, 28b, 29c.  
Contracts: 40c, 47a, 48.  
Comb.; Cont. Discounts: 60b, 60l.  
Cancellation: 70a, 70c.  
Affiliated with ATA Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 5/1/74—Rec'd 4/26/74.  
I—Mon thru Sun 6-10 am & 3-7 pm fixed, non-preemptible.  
II—Mon thru Fri 6-10 am & 3-7 pm rotating; Mon thru Fri 10 am-3 pm & midday hrs fixed; Sat & Sun fixed.  
III—Mon thru Fri 10 am-3 pm rotating; Mon thru Sun 6 am-7 pm BTA.  
IV—Mon thru Sun 6 am-midnight MOS.

**6. SPOT ANNOUNCEMENTS**  
SECTION I  
PER WK: 1 ti 10 ti 25 ti 50+  
PER MO: 1 ti 25 ti 50 ti 100+  
1 min..... 10.80 9.35 7.85 7.45  
30 sec..... 8.15 8.00 6.65 6.50  
10 sec..... 5.95 5.15 4.35 4.10  
(This listing continued on next page)





## LINEVILLE

Clay County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WANL

1967

NAB

Media Code 4 201 6000 4.00  
Clay County Broadcasters, Box 597, Lineville, Ala.  
36266. Phone 205-296-2172.  
STATION'S PROGRAMMING DESCRIPTION  
WANL: MUSIC: modern country, MOR.

- PERSONNEL**  
General Manager—Robert E. Haynes.
- FACILITIES**  
1,900 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 3/18/68.

- SPOT ANNOUNCEMENTS**  
PER YR: 1000x 750x 500x 300x 150x  
1 min.: 1.45 1.60 1.75 2.00 2.30  
30 sec.: 80% of 1-min. 20 sec.: 60% of 1-min.
- PACKAGE PLANS**  
PER MO: 90 ti 60 ti 30 ti 15 ti 10 ti  
1 min.: 1.60 1.75 1.95 2.15 2.35  
30 sec.: 80% of 1-min. 20 sec.: 60% of 1-min.

## LIVERNE

Crenshaw County—Map location E-8  
See SRDS consumer market map and data at beginning of the State.

### WLVN

1970

Media Code 4 201 6015 2.00  
Crenshaw Broadcasting Co., Box 72, Liverne, Ala.  
36049. Phone 205-835-3318.

- PERSONNEL**  
Manager—Ned N. Butler, Jr.
- FACILITIES**  
500 w. days; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

### TIME RATES

No. 2 ET—Rec'd 12/20/72.

- SPOT ANNOUNCEMENTS**  
PER MO: 1 ti 4 ti 15 ti 30 ti 60 ti 90 ti 120 ti  
1 min 3.75 3.45 3.15 2.90 2.60 2.30 2.00  
30 sec 3.25 2.95 2.65 2.40 1.80 1.50

## MARION

Perry County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WJAM

1951

Media Code 4 201 6030 1.00  
Radio Marion, Inc., Drawer 930, Marion, Ala. 36756.  
Phone 205-883-2071.

- STATION'S PROGRAMMING DESCRIPTION  
WJAM: Contemporary top 40 music.
- PERSONNEL**  
General Manager—Erle W. Hanna.
  - REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
  - FACILITIES**  
5,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBB.  
Member: Farm Radio Network, The Tobacco Radio Network.

### TIME RATES

ET 4/1/74—Rec'd 3/15/74.

- SPOT ANNOUNCEMENTS**  
1 min 3x 15x 20x 25x 104x 156x 260x 312x  
1 min 3.40 3.40 3.20 3.00 2.80 2.80 2.40 2.30  
30 sec 3.25 3.05 2.85 2.65 2.45 2.25 2.05 1.85

## MOBILE (8 AM; 4 FM)

(including Prichard)  
Mobile County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

- Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10am)	Morning Traffic (10am-3pm)	Daytime (3-7pm)	Afternoon (7pm-)	Evening (midnight)
A	28	14	26	24
B	24	22	24	24
C	13	11	24	18
D	12	10	12	11
AVERAGE	19	17	22	19

## WABB

1946

MOBILE



ROBERT E. EASTMAN & CO., INC.

Media Code 4 201 6100 2.00  
Voice of Mobile, Box 2148, 1551 Springhill Ave., Mobile, Ala. 36601. Phone 205-432-5672.  
STATION'S PROGRAMMING DESCRIPTION  
WABB: Programmed for adults 18-49.  
MUSIC: current 45's & LP cuts with solid gold hits. NEWS: news staff: 5 min at :20. Community club: clubwomen, civic organization 18-64. Public affairs department. Editorials & local information. Mobile. Contact Representative for further details. Rec'd 10/2/72.

- PERSONNEL**  
Pres., Nat'l Sales & Gen'l Mgr.—Bernard Dittman. Vice—Pres.—J. W. Dittman.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 1490 kc. Directional—night only. Operating schedule: 24 hours daily. CST. Partial simulcast operation. Simulcast Mon thru Fri 3 am-3 pm; Sat & Sun 3 am-1 pm. For non-simulcast facilities see WABB-FM.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b. Rate Protection: 10c, 11c, 12c, 13c, 14c, 16. Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 31, 33c. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c. Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62a, 62b, 62d. Cancellation: 70a, 70b, 70e, 71a, 73b. Prod. Services: 81, 82. Affiliated with Eastman Radio Network. Affiliated with American Contemporary Network.

### TIME RATES

AM/FM COMBINATION  
No. 8 ET 9/1/74—Rec'd 9/3/74.  
I—Mon thru Sat 6-10 am & 3-10 pm.  
II—Mon thru Sat 10 am-3 pm; Sun all day.  
III—Mon thru Sat 5-6 am & 10 pm-midnight.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
1 ti 27.00 22.00 14.00 24.00 19.00 12.00  
18 ti 25.00 20.00 13.00 22.00 18.00 11.00  
24 ti 24.00 19.00 12.00 21.00 17.00 10.50  
1 ti 20.00 26.00 10.00  
18 ti 18.00 15.00 9.00  
24 ti 17.00 14.00 8.50  
AM only: Deduct 10%.

### DISCOUNT

52 wk—10%  
RATHERHOLDER  
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon thru Sun necessary to maintain consec wk advertising.

## WABB-FM

1975

MOBILE

Media Code 4 201 6101 0.00  
WABB, Inc., Box 2148, 1551 Springhill Ave., Mobile, Ala. 36601. Phone 205-432-5672.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 593 ft. above average terrain. Partial simulcast operation. Operated separately Mon thru Fri 3 pm-3 am; Sat & Sun 1 pm-3 am. For simulcast facilities see WABB.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network. Sold in combination with WABB. See that listing for rates.

### TIME RATES

Deduct 10% from AM/FM combination rates.

## WGOK

1958

MOBILE

### Independent Negro

Media Code 4 201 6170 5.00  
WGOK, Inc., Foot of Gum Street, Mobile, Ala. 36603. Phone 205-432-8661.

- PERSONNEL** President—Julius J. Paglia. Vice Pres. & Gen'l Mgr.—Gene Tibbitt.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.
- FACILITIES**  
1,000 w. days; 900 kc. Directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 150. Basic Rates: 20a, 21a, 23a, 24b, 25a, 25b, 28c, 29a, 30. Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 72. Prod. Services: 82. Affiliated with Mutual Black Network.

### TIME RATES

No. 3 ET 4/1/68—Rec'd 8/18/68.

## SPOT ANNOUNCEMENTS

	1 min	30 sec	*10 sec
1 x	11.00	6.80	5.80
50 x	10.55	6.45	5.30
100 x	10.10	6.10	5.10
150 x	9.70	5.70	4.85
200 x	9.30	5.45	4.65
250 x	8.85	5.10	4.45
300 x	8.45	4.75	4.20
500 x	8.00	4.40	4.00
750 x	7.55	4.05	3.80
1000 x	7.15	3.70	3.55

(\* Can be combined with 1-minute or 30-second spots to earn lower rates for ID frequency only.)

## PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 wk	10.90	10.70	10.50	10.25	10.00	9.75
13 wk	9.95	9.25	8.75	8.35	8.15	8.05
26 wk	8.75	8.20	7.90	7.75	7.50	7.10
39 wk	8.20	7.85	7.80	7.10	7.00	6.95
52 wk	7.90	7.50	7.05	7.00	6.90	6.80

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 68.00 43.00 26.00 22.00 13.00  
50 x 63.00 41.05 24.80 21.00 12.40  
100 x 60.00 39.10 23.00 20.00 11.90  
150 x 57.00 37.15 22.40 19.00 11.30  
200 x 54.00 35.20 21.20 18.00 10.80  
250 x 51.00 33.25 20.00 17.00 10.00  
300 x 48.00 31.30 18.80 16.00 9.40  
500 x 45.00 29.35 17.60 15.00 8.80

## WKRK

1946

MOBILE

### CBS Radio Network



### KATZ RADIO

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 201 6240 6.00  
WKRK-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7286.

- STATION'S PROGRAMMING DESCRIPTION  
WKRK: Programmed for adults 18 and over, with 20% news, information, talk & 80% MOR music. 6-10 am personality duo, all other major time segments 10-3 pm, 3-7 pm, 7 pm-12 M, feature individual personality. 12 N telephone/talk show. Hourly network news; local news at :30 during drive times, followed by weather. Campus reports by local colleges & Tech schools. 4 sportscasts daily. Live football, 10-12 college & Pro football bowl games each season. 6 man news team; 6 announcer staff originates local, civic, public affairs & sports programs. AP news wire, dept. commerce NOOA weatherwire. Contact Representative for further details. Rec'd 4/19/72.

- PERSONNEL**  
Gen'l Mgr. & Farm Dir.—Carl G. Haug. Program Director—Jim Scott. Traffic—Joan Hackworth.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
1,000 w. days, 500 w. nights; 710 kc. Directional—night only. Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 4d, 5, 7b, 8. Rate Protection: 10b, 12b, 13b, 14b, 15b, 16. Basic Rates: 22b, 23a, 25a, 27, 29a, 33a. Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47c, 51c. Comb.: Cont. Discounts: 60g, 62b. Cancellation: 70a, 70e, 71a, 73a. Prod. Services: 82. Affiliated with CBS. Affiliated with Katz Radio Network. TV facilities: WKRK-TV.

### TIME RATES

AM/FM COMBINATION  
No. 3 ET 11/1/69—Rec'd 10/13/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK. EA: (\*) 6 ti 12 ti 18 ti 24 ti  
AA ..... 25 20 18 15 16  
A ..... 20 18 16 15 14  
(\*) Fixed or 1 ti.  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only—Deduct 5.00 per spot.  
All spots, regardless of length or class, may be combined for discount purposes.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
PER WK. 1 MIN: 12 ti 16 ti 24 ti  
Tap I (2/3AA 1/3A) ..... 198 279 348  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only—Deduct 5.00 per spot.
- SPECIAL FEATURES**  
TRAFFIC NEWSCASTS/SPORTS BEPOBTS  
AM ONLY  
PER WK: 5 min. 65 90 146

## ALABAMA

### WKRK-FM

1947

MOBILE

### American FM Network



### KATZ RADIO

NAB

RAB

NAFM

Subscriber to the NAB Radio Code  
Media Code 4 201 6241 4.00  
WKRK-TV, Inc., Box 2367, 162 St. Louis St., Mobile, Ala. 36601. Phone 205-432-5501. TWX 205-342-7286.

- See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WKRK-FM: Programmed for adults and young adults. (Hit Parade).  
NEWS: network hourly; local, regional, national, international, weather. COMMERCIAL POLICY: 13 minutes maximum per hour. Contact Representative for further details. Rec'd 2/1/71.

- PERSONNEL**  
Program Director—Ken Holiday. Traffic—Dyona Watts.
- FACILITIES**  
ERP 100,000 w.; 99.9 mc. Stereo. Operating schedule: 5:30-12:30 am. CST. Antenna ht.: 850 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network. TV facilities: WKRK-TV.

### TIME RATES

Sold in combination with WKRK. See that listing for rates.

### WKSJ

1954

PRICHARD

RAB

Media Code 4 201 6256 8.00  
Capitol Broadcasting Corp., Box 1444, Mobile, Ala. 36601. Phone 205-456-6547.

- PERSONNEL**  
President—E. M. Johnson. General Manager—Kenneth S. Johnson. Operations Manager—Jack Gardiner.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
1,000 w.; 1270 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 6 am-5 pm daily. For non-simulcast facilities see WKSJ-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b. Rate Protection: 10c, 11c, 13c, 18c, 14c. Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a. Contracts: 40a, 42d, 44a, 46, 48, 49, 51b. Comb.: Cont. Discounts: 60h, 61a. Cancellation: 70d, 71a, 72, 73b. Prod. Services: 82. Affiliated with American Information Network.

### TIME RATES

ET 6/1/71—Rec'd 3/26/71.  
I—Mon thru Fri 6-10 am & 3-7 pm.  
II—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30/20 10 sec 1 min 30/20 10 sec  
1 ti 14.00 10.50 7.90 10.90 7.50 5.90  
12 ti 12.00 9.00 6.90 9.00 6.75 4.90  
18 ti 10.00 7.50 5.90 8.00 6.75 4.90  
24 ti 8.00 6.00 4.90 7.00 5.25 3.50
- PACKAGE PLANS**  
WEEKLY CUME PLANS—1 MINUTE  
PLAN: En PLAN: En  
A (30I, 15II) 7 B (10I, 8II) 9  
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly spots for added frequency.
- PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min rate.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

### WKSJ-FM

1971

MOBILE

RAB

Media Code 4 201 6259 6.00  
Capitol Broadcasting Corp., Box 1444, Mobile, Ala. 36601. Phone 205-457-9500.

- STATION'S PROGRAMMING DESCRIPTION  
WKSJ-FM: Programmed for adults.  
MUSIC 83%: MOR, current popular, show tunes & standards. NEWS 7%: COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 3/9/73.

- PERSONNEL**  
President—E. M. Johnson. General Manager—Kenneth S. Johnson. Operations Manager—Norris Mayberry.

(This listing continued on next page)

# ALABAMA

## Mobile—W K S J-FM—Continued

- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.
- 3. FACILITIES**  
ERP 34,000 w. (horiz.). 34,000 w. (vert.); 94.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operated. Operated separately 5 pm-6 am. For simulcast facilities see WKSJ.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.  
Contracts: 40a, 42d, 44a, 46, 48, 49, 51b.  
Comb.: Cont. Discounts: 60h, 61a.  
Cancellation: 70d, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.

ET 11/1/72—Rec'd 11/27/72.

- I—Daily 6 am-6 pm  
II—Daily 6 pm-midnight  
III—Daily midnight-6 am
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | SECTION I               | SECTION II          | SECTION III |
|---------|-------------------------|---------------------|-------------|
| 1 min   | 10 ti 20 ti 30 ti 40 ti | 3.25 7.65 7.05 6.50 |             |
| 1 min   |                         | 5.30 4.70 4.10 3.55 |             |
| 1 min   |                         | 3.55 2.95 2.35 1.80 |             |
- 8. PROGRAM TIME RATES**  
5 min—1-1/2 applicable 1-min.
- CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

## WLIQ

1960  
MOBILE

### Modern Country Music

Subscriber to the NAB Radio Code

- Media Code 4 201 6310 7.00  
Southland of Alabama, Inc., 1755 Springfield Ave., Mobile, Ala. 36601. Phone 205-476-1380.
- STATION'S PROGRAMMING DESCRIPTION**  
WLIQ: MUSIC: modern country. COMMERCIAL POLICY: limit 14 commercial minutes per hour. 5 AIR PERSONALITIES handle all segments. Personalities available for remote broadcast, heavy community involvement. NEWS: local staff; 5 min network at :60; local & state with actualities at :30. SPORTS: 5 min at 8:05 am & 5:05 pm, scores throughout day as they happen. FARM: 30 min M-F. Local & marine weather, tide & fishing predictions throughout day. Contact Representative for further details. Rec'd 8/12/71.

- 1. PERSONNEL**  
General Manager—Ed Jenkins.  
Program Director—Norris Mayberry.  
Sales Manager—Ed Jenkins, Jr.
- 2. REPRESENTATIVES**  
The DeWey Organization, Inc.
- 3. FACILITIES**  
5,000 w. days; 1360 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 15th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3b, 4a, 5, 6a.  
Basic Rates: 22a, 29a.  
Contracts: 40a.  
Prod. Services: 82.

ET 3/1/68—Rec'd 7/29/68.

- AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA | 1 ti  | 5 ti | 10 ti | 15 ti | 20 ti |
|----------|-------|------|-------|-------|-------|
| 1 MIN:   | 10.00 | 9.75 | 9.50  | 9.25  | 9.00  |
| 13 wk    | 9.50  | 9.25 | 9.00  | 8.75  | 8.50  |
| 26 wk    | 9.00  | 8.75 | 8.50  | 8.25  | 8.00  |
| 52 wk    | 8.50  | 8.25 | 8.00  | 7.75  | 7.50  |
- | CLASS A | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti |
|---------|------|------|-------|-------|-------|
| 1 wk    | 9.00 | 8.75 | 8.50  | 8.25  | 8.00  |
| 13 wk   | 8.50 | 8.25 | 8.00  | 7.75  | 7.50  |
| 26 wk   | 8.00 | 7.75 | 7.50  | 7.25  | 7.00  |
| 52 wk   | 7.50 | 7.25 | 7.00  | 6.75  | 6.50  |
- 20/30 sec: 80% of 1-min 8/10 sec: 50% of 1-min  
All spots regardless of length combine for frequency; and schedules do not have to run consecutively to earn number-of-weeks frequency.

## WLPR (FM)

1964  
MOBILE



- Media Code 4 201 6380 0.00  
Sound Broadcast Corp., Box 1944, 1296 First National Bank Bldg., Mobile, Ala. 36601. Phone 205-432-0401.
- STATION'S PROGRAMMING DESCRIPTION**  
WLPR (FM): Programmed for adults.  
MUSIC: General popular music with familiar arrangements of current & past hits. NEWS: local, state & world news capsules hourly 6-9 am & every other hour thereafter. Local weather reports every 30 min & stock market reports 5 times daily. Informative features & editorials on various occasions. COMMERCIAL POLICY: commercials limited to 8 min per hour. Contact Representative for further details. Rec'd 8/6/72.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Nicholas C. Panayiotou.  
Sales Manager—Gary Kohler.

- 2. REPRESENTATIVES**  
Herbert E. Groskin & Co.  
Southeast—R. S. Crane Company, Inc.
- 3. FACILITIES**  
Eltz' 40,000 w.; 96.1 mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 444 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 30 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6b, 8.  
Rate Protection: 10b, 11b, 13b, 15b.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 33b.  
Contracts: 40a, 44b, 46, 47c.  
Comb.: Cont. Discounts: 60f, 61a.  
Cancellation: 72, 73b.  
Prod. Services: 80.  
Member: The Groskin Group.

ET 11/1/72—Rec'd 2/5/71.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti  | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|------|-------|-------|-------|-------|-------|
| 1 min   | 10.00 | 9.50 | 9.00  | 8.50  | 8.00  | 7.50  | 7.00  |
| 30 sec  | 8.00  | 7.50 | 7.00  | 6.50  | 6.00  | 5.50  | 5.00  |
- 8. PROGRAM TIME RATES**
- | PER WK: | 1 ti | 2 ti | 3 ti | 4 ti | 5 ti | 6 ti | 7 ti |
|---------|------|------|------|------|------|------|------|
| 1 hr    | 70   | 67   | 64   | 61   | 58   | 55   | 52   |
| 1/2 hr  | 55   | 52   | 49   | 46   | 43   | 40   | 37   |
| 5 min   | 30   | 29   | 28   | 27   | 26   | 25   | 24   |

## WMOB

1947  
MOBILE



- Media Code 4 201 6415 4.00  
Bellare, Inc., 1020 First Federal Tower, Mobile, Ala. 36606. Phone 205-478-6345.
- STATION'S PROGRAMMING DESCRIPTION**  
WMOB: Programmed for adults and young adults. AIR COMMUNICATORS handle all segments. NEWS: local, regional & state at :60; national & international network news at :30. MUSIC: general popular. WEATHER: hourly weather-wire summaries. Contact Representative for further details. Rec'd 4/28/71.

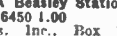
- 1. PERSONNEL**  
General Manager—Wayne Martin.  
Program Director—Ron Meyer.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.
- 3. FACILITIES**  
1,000 w. days; 840 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
15% time only.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10g, 11h, 12e, 13g, 14e.  
Basic Rates: 23a, 44a, 44b, 45, 46, 51c.  
Contracts: 43a, 44a, 44b, 45, 46, 51c.  
Comb.: Cont. Discounts: 60a, 62a.  
Prod. Services: 81, 82.  
Affiliated with American Entertainment Network.

ET 11/1/68—Rec'd 10/4/68.

- AAA—Mon thru Fri 6-9 am.  
AA—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti  | 5 ti  | 10 ti | 15 ti | 20+   |
|---------|-------|-------|-------|-------|-------|
| AAA     | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |
| AA      | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
| A       | 10.00 | 9.50  | 9.00  | 8.50  | 8.00  |
- 30 sec/less: 80% of 1 min. 10 sec/less: 50% of 1-min.
- 10. SPECIAL FEATURES**  
5-min Newscasts—1-1/2 x applicable 1-min.  
CONSECUTIVE WEEKS DISCOUNT  
52 wk—10%

## WMOO

1965  
MOBILE



- Media Code 4 201 6450 1.00  
Trio Broadcasters, Inc., Box 1987, Mobile, Ala. 36601. Phone 205-432-0595.
- STATION'S PROGRAMMING DESCRIPTION**  
WMOO: Programmed for white and negro listeners. MUSIC: 30% negro & 70% white Gospel. Program: by national & local ministers. AIR PERSONALITIES handle all segments, both white & negro. Church news & items of local interest emphasized. Contact Representative for further details. Rec'd 7/2/71.

- 1. PERSONNEL**  
President—George C. Beasley.  
General Manager—Jerry McKeown.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- 3. FACILITIES**  
50,000 w.; 1550 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 20b, 21b, 24b, 25c, 29a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with MBS.  
Member: Beasley Broadcast Group.

ET 6/1/71—Rec'd 6/14/71.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti  | 5 ti  | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 min   | 12.00 | 11.40 | 10.80 | 10.20 | 9.60  | 9.00  | 8.40  |
| 30 sec  | 75%   | 75%   | 75%   | 75%   | 75%   | 75%   | 75%   |
- 8. PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|---------|------|--------|--------|-------|
| 1 hr    | 100  | 95     | 90     | 85    |
| 1/2 hr  | 70   | 67     | 64     | 61    |
| 1/4 hr  | 40   | 38     | 36     | 34    |
| 5 min   | 20   | 19     | 18     | 17    |

## WUNI

1930  
MOBILE



- Media Code 4 201 6590 4.00  
WUNI, Inc., 1257 Springhill Ave., Mobile, Ala. 36604. Phone 205-438-4514.

- 1. PERSONNEL**  
President—Peggy S. Gilbert.  
General Manager—Don "Rocky" Reich.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- 3. FACILITIES**  
5,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; national accounts.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b 14b, 15a.  
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 27, 28b, 28c, 29b, 30, 32b 33a.  
Contracts: 40c, 41, 44a, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60h, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

ET 5/1/74—Rec'd 4/29/74.

- AAAA—Mon thru Sat 5-10 am.  
AAA—Mon thru Sat 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|------|------|-------|-------|-------|-------|-------|
| 364 x   | 21   | 19   | 18    | 17    | 16    | 14    | 11    |
| 520 x   | 22   | 18   | 16    | 14    | 12    | 10    | 8     |
| 1040 x  | 22   | 18   | 14    | 12    | 10    | 8     | 8     |
- (\*) 30 sec.
- 7. PACKAGE PLANS**
- | PER WK: | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|------|------|-------|-------|-------|-------|-------|
| 6 ti    | 30   | 24   | 22    | 26    | 21    | 20    | 16    |
| 12 ti   | 28   | 22   | 26    | 21    | 24    | 19    | 18    |
| 18 ti   | 26   | 21   | 24    | 19    | 22    | 18    | 13    |
| 24 ti   | 24   | 19   | 22    | 18    | 20    | 16    | 11    |
| 30 ti   | 22   | 18   | 18    | 14    | 18    | 14    | 10    |
| 36 ti   | 20   | 16   | 18    | 14    | 16    | 13    | 9     |
- (\*) 30 sec.
- TAP—1/6 AAAA, 1/6 AAA, 1/3AA, 1/3A
- | PER WK: | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 24 ti |
|---------|------|------|-------|-------|-------|-------|
| 1 min   | 22   | 20   | 18    | 16    | 14    | 12    |
| 30 sec  | 18   | 16   | 14    | 12    | 10    | 8     |

## MONROEVILLE (1 AM; 1 FM)

- Monroe County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## WMFC

1952  
MOBILE



- Media Code 4 201 6730 6.00  
Monroe Broadcasting Co., Inc., Box 645, U. S. Hwy. 21, Monroeville, Ala. 36460. Phone 205-743-3281.

- 1. PERSONNEL**  
Manager—Harold Harris.
- 3. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Affiliated with American Contemporary Network.

ET 11/1/68—Rec'd 3/5/70.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|------|------|-------|-------|-------|-------|-------|
| 1 min   | 3.25 | 3.15 | 2.95  | 2.60  | 2.25  | 2.10  | 1.95  |

## WMFC-FM

1965  
MOBILE



- Media Code 4 201 6731 4.00  
Monroe Broadcasting Co., Inc., Box 645, 122 Hines St., Monroeville, Ala. 36460. Phone 205-743-3281.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w.; 99.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 214 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

ET 6/1/71—Rec'd 6/14/71.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK:   | 1 ti  | 5 ti  | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|-----------|-------|-------|-------|-------|-------|-------|-------|
| 1 min     | 13.00 | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |
| 10 sec ID | 11.50 | 11.25 | 11.00 | 10.75 | 10.50 | 10.25 | 10.00 |
- (\*) Specified position. Hour of day or day of week.

ET 6/1/71—Rec'd 6/14/71.

- 8. PROGRAM TIME RATES**
- | PER WK: | 1 hr | 1/2 hr | 1/4 hr | 5 min |
|---------|------|--------|--------|-------|
| 1 hr    | 100  | 95     | 90     | 85    |
| 1/2 hr  | 70   | 67     | 64     | 61    |
| 1/4 hr  | 40   | 38     | 36     | 34    |
| 5 min   | 20   | 19     | 18     | 17    |

ET 6/1/71—Rec'd 6/14/71.

- 10. SPECIAL FEATURES**  
5-MINUTE NEWS
- | PER WK: | 1 ti | 3 ti | 6 ti |
|---------|------|------|------|
| AA      | 22   | 20   | 19   |
| A       | 20   | 19   | 18   |
- Rates are identical to WMFC. See that listing.

## MONTGOMERY (7 AM; 4 FM)

- Plus 1 paid cross reference.  
Montgomery County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	15	14	15	13
B	14	13	14	12
C	13	12	13	11
D	11	11	11	9
AVERAGE	13	13	13	11

## WJMJ (FM)

- Simulcast, see VMGY. WJMJ (FM) listing.

## WAPX

1947

### Black

- Media Code 4 201 6870 0.00  
Sparkling of Alabama, Inc., Box 4280, Montgomery, Ala. 36103. Phone 205-263-3459.

- 1. PERSONNEL**  
President—Larry R. Picus.  
General Manager—Harold Edwards.  
Operating Manager—Alvin Dixon.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- 3. FACILITIES**  
1,000 w.; 1600 kc. Directional night only.  
Operating schedule: 24 hours daily. CST.  
15/0 time only.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42d, 44b, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60f, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Bernard Howard Black Radio Network.

ET 12/1/70—Rec'd 10/20/70.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 ti  | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|------|-------|-------|-------|-------|-------|
| 1 min   | 13.00 |      |       |       |       |       |       |



Minutes, Newcasts and 20/30 second spots may combine to earn weekly frequency discount.  
 Minutes, Newcasts and 20/30 second spots and ID's may combine on the basis of 2 ID's equalling 1 longer spot.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10% applied as earned. Applicable providing a minimum expenditure of 35.00 per week is maintained.

WCOV

1939

RAB

Subscriber to the NAB Radio Code

Media Code 4 201 7010 2.00  
 WCOV, Inc., Box 2505, Montgomery, Ala. 36105.  
 Phone 205-288-7020. TWX 810-728-6246.

**STATION'S PROGRAMMING DESCRIPTION**

WCOV: Programmed for mature adults.  
**MUSIC:** middle-of-the-road featuring standards, current and recent hits; 80% albums, 20% singles.  
**NEWS:** network on hour, local and state at 7:05, 11:35 min world news at 7 am M-Sat. News, weather, stocks and women's program noon-12:30 pm. 4 man news staff, 2 radio equipped cars. Weather reports at :15 and :45. News, weather and sports 5-5:20 pm M-F. **SPORTS:** high school and college football and basketball; major league baseball and World series. Telephone talk show with personality and guests M-F 1-2-2 pm. FAIRM: county agent report at 5:55 am M-F and 6:50 am Sat. Local shows dealing with pet care, astrology, etc. Heavy emphasis on community involvement. Civic club activities calendar. **COMMERCIAL POLICY:** 18 commercial minutes per hour. Contact Representative for further details. Rec'd 4/2/71.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Karl Richards.  
 Sales Manager—Hal Hall.  
 Operations Director—Madison Davis.
- REPRESENTATIVES**  
 Meeker Radio, Inc.  
 South, Southwest—Busby, Finch and Woods, Inc.
- SPOT ANNOUNCEMENTS**  
 15/0 time only; payable 10th of following month.  
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c.  
 Basic Rates: 20a, 21d.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60a, 60i.  
 Cancellation: 70c, 71a.  
 Prod. Services: 82.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c.  
 Basic Rates: 20a, 21d.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60a, 60i.  
 Cancellation: 70c, 71a.  
 Prod. Services: 82.

TV facilities: WCOV-TV.  
 Affiliated with NBC.

**TIME RATES**

Effective 3/31/73—Rec'd 5/11/73.  
 AA—6-10 am & 3-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	14.00	12.50	11.25	10.00	8.75
A	13.50	12.00	10.75	9.50	8.25

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	9.00	8.25	6.85	6.00	5.25
A	8.50	7.75	6.25	5.75	4.75

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	100.00	70.00	47.00	35.00	23.00
13x	95.50	66.00	44.00	33.00	22.00
26x	91.00	62.50	40.50	31.00	21.00
39x	87.00	58.50	37.50	29.00	20.00
52x	82.00	55.00	37.00	28.00	19.50
156x	78.00	51.50	31.00	25.50	18.50
312x	73.50	47.50	28.00	23.50	17.50
468x	69.50	44.00	25.00	22.00	16.50
624x	65.00	40.00	22.00	20.00	15.50
780x	60.00	36.00	18.50	18.00	14.50

WETU

WETUMPKA

City of license Wetumpka, Ala.  
 Montgomery—1005 Rosedale Dr., Montgomery, Ala. Ala. 36107. Phone 205-262-3763.  
 See listing under Wetumpka, Ala.

WFMI (FM)

1960

RAB

Subscriber to the NAB Radio Code

Media Code 4 201 7081 3.00  
 Alabama Radio Corp., Box 748, Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36102. Phone 205-264-2218.

See affiliated AM station for additional information. AM facilities: WQTY.

**STATION'S PROGRAMMING DESCRIPTION**

WFMI (FM): **MUSIC:** general popular. **NEWS:** network at :60. Contact Representative for further details. Rec'd 10/25/72.

- FACILITIES**  
 ERP 10,000 w.; 98.9 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 290 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WQTY.

**TIME RATES**

80% of WQTY rates. See that listing.

WHYY

1930



Jack Masia & Company, Inc.

Adult Contemporary

NAB

RAB

Media Code 4 201 7150 6.00

Broadcast Service of Montgomery, Box 2744, 3435 Norman Bridge Rd., Montgomery, Ala. 36105. Phone 205-264-2288.

**STATION'S PROGRAMMING DESCRIPTION**

WHYY: **MUSIC:** adult contemporary.  
 All hits with 4 oldies per hour. **NEWS:** hourly with 10-min newcasts 6-9 am & 15-min block at 5 pm, featuring national, state, local & sports commentator. Traffic reports during drive times, plus local weather conditions 4x/hour. Emphasis on community involvement. **FARM:** week-days 5-5:30 am. **COMMERCIAL POLICY:** 16 minutes per hour maximum. Contact Representative for further details. Rec'd 4/6/73.

- PERSONNEL**  
 President—Bob Robinson.  
 General Manager—Ann Collister.  
 Program Director—Larry Stevens.
- REPRESENTATIVES**  
 Jack Masia & Co., Inc.  
 Atlanta—David Carpenter Company.
- FACILITIES**  
 5,900 w. days, 1,000 nights; 1440 kc.  
 Directional—night only.  
 Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.  
 Basic Rates: 21a, 22a, 24a, 25a, 28b, 28c, 29b, 30, 31, 33d.  
 Contracts: 40a, 44b, 46, 51b.  
 Comb.: Cont. Discounts: 60b, 60i, 62d.  
 Cancellation: 71a.  
 Prod. Services: 80, 82.  
 Affiliated with American Contemporary Network.

**TIME RATES**

ER 12/28/73.  
 AA—6-10 am & 3-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	16.00	15.50	15.00	14.50	14.00
A	14.00	13.50	13.00	12.50	11.00

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	14.00	13.50	13.00	12.50	12.00
A	12.00	11.50	11.00	10.50	11.00

**10. SPECIAL FEATURES**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	13.00	12.50	12.25	11.50	11.00
A	11.50	11.00	10.50	10.00	9.50

WHYY-FM

1965

NAB

RAB

Media Code 4 201 7151 4.00

Broadcast Service of Montgomery, Box 2744, 3435 Norman Bridge Rd., Montgomery, Ala. 36105. Phone 205-264-2288.

**STATION'S PROGRAMMING DESCRIPTION**

WHYY-FM: **MUSIC:** hit Rock, 3 record clusters, 1 million seller oldies, 2 current hits. **COMMERCIAL POLICY:** 10 min per hour maximum. Contact Representative for further details. Rec'd 12/28/73.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Bob Robinson.  
 Music Director—Charlie Bruce.
- FACILITIES**  
 ERP 31,400 w.; 101.9 mc.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 186 ft. above average terrain.

**TIME RATES**

No. 5 ER 2/1/72—Rec'd 6/29/72.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm & 7-10 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	12.00	10.00	10.00	8.00	7.00
A	12.00	10.00	10.00	8.00	7.00

WK LH (FM)

1973



AVERY-KNODEL, INC.

RAB

Subscriber to the NAB Radio Code

Media Code 4 201 7185 2.00  
 Griffin Broadcasting, Inc., Box 1466, 516 S. Perry St., Montgomery, Ala. 36102. Phone 205-264-7392.

**STATION'S PROGRAMMING DESCRIPTION**

WK LH (FM): programmed for adults & young adults 18-35.  
**NEWS:** local at :45, network-weather twice hourly. **MUSIC:** hit parade 6 am-6 pm current & past hits from past decade; solid gold 6 pm-6 am, current hits & hits from last 20 years. **COMMERCIAL POLICY:** 12 commercial impressions per hour no exceptions. Contact Representative for further details. Rec'd 5/29/73.

- PERSONNEL**  
 General Manager—Wiley Post.  
 Sales Manager—Wayne Daugherty.
- REPRESENTATIVES**  
 Avery-Knodel, Inc.
- FACILITIES**  
 ERP 50,000 w.; 92.3 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10g, 12a, 14a, 15a.  
 Basic Rates: 20b, 21a, 22b, 24a, 24c, 25a, 29a.  
 Contracts: 40a, 41, 44a, 45, 46, 47a, 50.  
 Affiliated with American FM Network.

**TIME RATES**

No. 2 ER 1/1/74—Rec'd 1/11/74.  
 AA—Mon thru Sun 10 am-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	10.00	9.50	9.00	8.50	8.00
A	8.00	7.60	7.20	6.80	6.00

**7. PACKAGE PLANS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	8.50	8.00	7.50	7.00	6.50
A	6.80	6.40	6.00	5.60	4.80

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
5 min	25	24	23	22	21
1/2 hr	60	55	50	45	40

WMGY

1946

WMGZ

(formerly WAIM)

1961

Media Code 4 201 7220 7.00  
 Radio Montgomery, Inc., Box 2271, Montgomery, Ala. 36103. Phone 205-824-3710.

**STATION'S PROGRAMMING DESCRIPTION**

WMGY: Programmed for audience 18-35.  
**MUSIC:** contemporary rock days, progressive rock nights. **NEWS:** UPF wire service. News produced with music & appropriate sound effects in blocks of approximately 60 seconds, 4x per hour. **COMMERCIAL POLICY:** 18 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

- PERSONNEL**  
 Gen'l & Sales Mgr.—Carl B. Reynolds  
 Office Manager—June E. Phelps.  
 Program Director—Charlie Parker.
- REPRESENTATIVES**  
 PRO Time Sales, Inc.  
 South—Southern Spot Sales, Inc.
- FACILITIES**  
 1,000 w. days; 800 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 ERP 29,700 w.; 103.3 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 290 ft. above average terrain.  
 Simulcast 6 am-local sunset.

- AGENCY COMMISSION**  
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15h.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24b, 25a, 26, 28a, 28c, 29a, 32a.  
 Contracts: 40c, 41, 44a, 45, 46, 47c, 48, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61c, 62d.  
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.

**TIME RATES**

No. 2 ER 4/15/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	8.00	7.20	6.50	5.85	5.25
A	6.50	5.85	5.25	4.75	4.25

**7. PACKAGE PLANS**

PER WK:	1 MI	5 TI	10 TI	15 TI	25 TI
AA	6.00	5.50	5.00	4.50	4.00
A	5.00	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min	4.00	3.50	3.00	2.50	2.25
30 sec	3.00	2.50	2.00	1.50	1.25
10 sec	1.80	1.50	1.25	1.00	.75

WQTY

1963

Subscriber to the NAB Radio Code

Media Code 4 201 7260 3.00  
 Alabama Radio Corp., Box 748, Frank Leu Bldg., 79 Commerce St., Montgomery, Ala. 36102. Phone 205-264-2218.

**STATION'S PROGRAMMING DESCRIPTION**

WQTY: Programmed for adults.  
**MUSIC:** MOR, NEWS: 2-man local department with AP & network. Telephone discussion show 12:30-

ALABAMA

2 pm daily. AM & PM traffic reports M-F. Contact Representative for further details. Rec'd 10/24/72.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Robert A. Clark  
 General Sales Manager—Gordon Campbell.  
 Operations Manager—Don Markwell.
- REPRESENTATIVES**  
 Southwest—ERA Representatives.  
 Chicago, Los Angeles, New York, San Francisco—Mario Messina Company.
- FACILITIES**  
 5,000 w.; 1000 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.  
 Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WFMI (FM).
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15h.  
 Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28b, 29a.  
 Contracts: 40a, 42, 45, 46, 47, 48.  
 Comb.: Cont. Discounts: 60a, 61b, 61c, 62d.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM facilities: WFMI (FM).  
 Affiliated with CBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

**6. SPOT ANNOUNCEMENTS**

	1 MI	5 TI	10 TI	15 TI	25 TI
1 min	7.20	5.75	5.05	4.70	4.60
30 sec	5.40	4.30	3.75	3.55	3.45
10/15 sec	3.60	2.90	2.50	2.35	2.30

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 hr	60.00	50.00	45.00	40.50	36.45
1/2 hr	30.00	27.00	24.00	21.90	19.70
1/4 hr	24.00	20.00	18.00	16.20	14.60
10 min	15.00	12.50	11.25	10.15	9.10
5 min	10.50	8.75	7.90	7.10	6.40

## ALABAMA

### MUSCLE SHOALS

Colbert County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

See Florence-Sheffield  
(including Muscle Shoals, Tusculmbia)

### ONEONTA (1 AM; 1 FM)

Blount County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WCRL

1952



Subscriber to the NAB Radio Code  
Media Code 4 201 7430 2.00  
Blount County Broadcasting Service, Inc., Box 490,  
Oneonta, Ala. 35121. Phone 205-625-3333.

STATION'S PROGRAMMING DESCRIPTION  
WCRL: Programmed for general interest.

1. PERSONNEL  
Station Manager—L. D. Bentley, Jr.

3. FACILITIES  
1,000 w. days; 1,570 kc. Non-directional.

Operating schedule: Sunrise to local sunset. CST.  
Partial simulcast operation. Simulcast Mon thru Sat  
sunrise-local sunset. For non-simulcast facilities see  
WKLD (FM).

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

FM facilities: WKLD (FM).  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 ET 6/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec
	3.00	2.00	1.25

### DISCOUNT

62 wk—20%

### WKLD (FM)

1958



Subscriber to the NAB Radio Code  
Media Code 4 201 7500 2.00  
Blount County Broadcasting Service, Inc., Box 490,  
Oneonta, Ala. 35121. Phone 205-625-3333.

See affiliated AM station for additional information.  
AM facilities: WCRL.

3. FACILITIES  
ERP 1,000 w.; 97.7 mc.

Operating schedule: 5 am-11 pm. CST.

Antenna ht.: 480 ft. above average terrain.

Partial simulcast operation. Operated separately  
5 am-sunrise & local sunset 11 pm; all day Sun. For  
simulcast facilities see WCRL.

4. AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

Rates are identical to WCRL. See that listing.

### OPELIKA

Lee County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

See Auburn-Opelika

### OPP

Crawling County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### WAMI

1953



Media Code 4 201 7570 5.00  
Opp Broadcasting Co., Inc., Box 169, Opp, Ala.  
36467. Phone 493-3588.

1. PERSONNEL  
General Manager—Donald Cooke.

3. FACILITIES  
1,000 w. days; 860 kc. Non-directional.

Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective July, 1953. (Card No. 3-A.)  
Card received January 26, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time...	45.00	25.00	15.00	7.50
13 times...	42.50	22.50	14.00	7.00
36 times...	40.00	21.00	13.50	6.75
52 times...	37.50	20.00	12.50	6.25
104 times...	32.50	18.50	11.00	5.50
365 times...	22.50	12.50	7.50	3.75

7. PACKAGE PLANS  
3 announcements a day: 30 consecutive days, 165.00.

### OZARK (2 AM; 1 FM)

Dale County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

### WAYD

1968

Media Code 4 201 7585 3.00  
Wade B. Sullivan Broadcasting Co., Box 1259, Ozark,  
Ala. 36380. Phone 205-774-3000.

STATION'S PROGRAMMING DESCRIPTION  
WAYD: General interest; C. & W. music.

1. PERSONNEL  
Owner & Gen'l Mgr.—Wade B. Sullivan.

3. FACILITIES  
1,000 w. days; 1190 kc. Non-directional.

Operating schedule: \_\_\_\_\_ CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL RATE POLICY  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 3/11/74—Rec'd 3/14/74.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	60 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	700x	1000x
1 min.	4.00	3.50	3.50	3.00	2.75	2.50
30 sec.	3.25	3.00	3.00	2.75	2.50	2.00

### WOAB (FM)

1967



Media Code 4 201 7600 0.00  
Ozark Broadcasting Corp., Box 910, Ozark, Ala.  
36380. Phone 205-774-5600.

See affiliated AM station for additional information.  
AM facilities: WOZK.

3. FACILITIES  
ERP 2,850 w.; 104.9 mc.

Operating schedule: 5:30 am-10 pm. CST.

Antenna ht.: 175 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/70—Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

1 min or 30 sec.	1x	15x	25x	52x	100x
	1.60	1.50	1.40	1.30	1.00

### WOZK

1953



Media Code 4 201 7640 6.00  
Ozark Broadcasting Co., Inc., Box 742, Ozark, Ala.  
36381. Phone 774-5600.

1. PERSONNEL  
General Manager—Howard Parrish, Jr.

2. REPRESENTATIVES  
David Carpenter Company.

3. FACILITIES  
1,000 w. days; 900 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/2 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

FM facilities: WOAB (FM).  
Member: The Tobacco Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/70—Rec'd 3/26/70.

6. SPOT ANNOUNCEMENTS

1 min	1x	52x	104x
	2.50	2.30	2.10
30 sec	2.00	1.70	1.60

### WXLE (FM)

1971



Media Code 4 201 7750 3.00  
Chattahoochee Broadcasting Co., Inc., Box 2723, 1401  
Third Ave., Columbus, Ga. 31902. Phone 404-298-  
7872.

STATION'S PROGRAMMING DESCRIPTION  
WXLE (FM): Programmed for young adults.

MUSIC: 3 basic categories—top 40, records that have  
dropped off charts but are not yet 18 months old &  
standard oldies. In a given hour listeners will hear  
singles from all 3 categories. NEWS: local at 6:45  
& 7:45 am & 4:45 & 5:45 pm. COMMERCIAL  
POLICY: 8 minutes per hour with maximum cluster  
of 2 minutes. Contact Representative for further  
details. Rec'd 8/3/72.

1. PERSONNEL  
Pres. & Gen'l Mgr.—James K. Sanders.  
Program Director—Lanny West.

2. REPRESENTATIVES  
Frederick W. Smith.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc.  
Stereo.

Operating schedule: 5-2 am. EST.  
Antenna ht.: 120 ft. above average terrain.

4. AGENCY COMMISSION  
15% time only; 1-1/2% payable 10th of month.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11e, 12a, 13a, 14a, 15b, 15c.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a,  
27, 28a, 28c, 29a, 30, 33a.

Contracts: 40a, 42a, 42c, 43, 44b, 45, 48, 49, 51a,  
51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

ET 4/11/71—Rec'd 5/11/71.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	5.75	5.50	5.00	4.50
30 sec.	5.00	4.75	4.50	4.00	3.50

30 seconds and minutes combinable for frequency  
discount.

### PIEDMONT

Calhoun County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WPID

1952

Media Code 4 201 7780 0.00  
WPID Radio, Box 223, Piedmont, Ala. 36272. Phone  
205-447-2231.

1. PERSONNEL  
Owner & Manager—Terrance J. Gladden.

2. REPRESENTATIVES  
Hal Walton Co.

3. FACILITIES  
1,000 w.; 1280 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL RATE POLICY  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

### TIME RATES

ET 1/1/70—Rec'd 3/30/71.

6. SPOT ANNOUNCEMENTS

1 min.	1 ti	2 ti	11 ti	30 ti
	3.75	3.00	2.50	1.75
30 sec.	3.00	2.50	1.75	1.25

10. SPECIAL FEATURES  
News, Weather, Sports—Spot rate plus 1.00 per spot  
extra.

### PRATTVILLE

Autauga County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WPXC

1969

Media Code 4 201 7795 8.00  
Prattville Radio, Inc., Box 548, Hwy. 82, W.,  
Prattville, Ala. 36067. Phone 205-365-6727.

STATION'S PROGRAMMING DESCRIPTION  
WPXC: Modern country music.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Joe Hagler.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1410 kc. Directional.

Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Affiliated with American Information Network.

### TIME RATES

No. 3 ET 6/1/72—Rec'd 6/30/72.  
AA—6:30 am & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	1 min	30 sec
1 ti.	6.00	4.80	5.00	4.00
25 ti.	5.00	4.00	4.00	3.30
50 ti.	4.00	3.30	3.00	2.40
100 ti.	3.00	2.40	2.50	2.00

### PRICHARD

Mobile County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

See Mobile  
(including Prichard)

## RAINSVILLE

De Kalb County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### WVSM

1967

Subscriber to the NAB Radio Code  
Media Code 4 201 7815 4.00  
Sand Mountain Advertising Co., Inc., Box 161, Rainsville,  
Ala. 35986. Phone 205-632-2137.

STATION'S PROGRAMMING DESCRIPTION  
WVSM: MUSIC: country, western & gospel.

1. PERSONNEL  
Manager—Bill Huber.

2. REPRESENTATIVES  
C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w. days; 1500 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 4/1/74—Rec'd 4/24/74.

6. SPOT ANNOUNCEMENTS

PER MO. EA:	Open	10 ti	30+
1 min.	3.00	2.00	1.75
30 sec.	2.50	1.75	1.35
10 sec. 10+	ea 1.00.		

10 sec. 10+, ea 1.00.

### ROANOKE (1 AM; 1 FM)

Randolph County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WELR

1949



Media Code 4 201 7850 1.00  
Earl E. Manning, Jr., 801 N. Main St., Roanoke,  
Ala. 36274.

1. PERSONNEL  
Manager—Earl E. Manning, Jr.

3. FACILITIES  
1,000 w. days; 1360 kc. Non-directional.

Operating schedule: 4:00 a.m. to local sunset CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WELR-FM.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

ET \_\_\_\_\_ Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS

1 min.	1x	26x	52x	156x	312x
	3.00	2.70	2.50	2.00	1.75

### WELR-FM

1968



Media Code 4 201 7851 9.00  
Earl E. Manning, Jr., Box 709, N. Main St., Roanoke,  
Ala. 36274. Phone 205-863-4139.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 2,500 w. (horiz.), 1,250 w. (vert.); 95.3 mc.

Operating schedule: 5:30 am-10 pm. CST.

Antenna ht.: 320 ft. above average terrain.

Partial simulcast operation. Operated separately  
5:30-8 am & local sunset-10 pm. For simulcast facilities  
see WELR.

4. AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

Rates are identical to WELR. See that listing.

## RUSSELLVILLE

Franklin County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### WWWR

1949



Subscriber to the NAB Radio Code  
Media Code 4 201 7920 2.00  
Franklin Broadcasting, Inc., Box 518, Russellville,  
Ala. 35685. Phone 332-0214.

1. PERSONNEL  
General Manager—Hal Kirby.

3. FACILITIES  
1,000 w. days; 820 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 4/1/60—Rec'd 4/25/80.

6. SPOT ANNOUNCEMENTS

1x	15x	26x	52x	164x	156x	260x	312x
1							



## SCOTTSBORO (2 AM)

Jackson County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

WCRI

1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 201 7990 5.00  
Jackson County Broadcasting Service, Box 727, Scottsboro, Ala. 35768. Phone 574-1050.

- PERSONNEL  
General Manager—B. W. Kennamer.
- FACILITIES  
250 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Alabama Community Network, Farm Directors Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 ET 11/73—Rec'd 2/28/74.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE

DAYS	PER WK:	7	6	5	4	3	2	1
52 wk	1.50	1.60	1.70	1.80	1.90	2.00	2.10	2.20
39 wk	1.60	1.70	1.80	1.90	2.00	2.10	2.20	2.30
26 wk	1.70	1.80	1.90	2.00	2.10	2.20	2.30	2.40
13 wk	1.80	1.90	2.00	2.10	2.20	2.30	2.40	2.50
4 wk	1.90	2.00	2.10	2.20	2.30	2.40	2.50	2.60
1 wk	2.00	2.10	2.20	2.30	2.40	2.50	2.60	2.70

30 SECONDS

52 wk	1.20	1.30	1.40	1.50	1.60	1.70	1.80	1.90
39 wk	1.30	1.40	1.50	1.60	1.70	1.80	1.90	2.00
26 wk	1.40	1.50	1.60	1.70	1.80	1.90	2.00	2.10
13 wk	1.50	1.60	1.70	1.80	1.90	2.00	2.10	2.20
4 wk	1.60	1.70	1.80	1.90	2.00	2.10	2.20	2.30
1 wk	1.70	1.80	1.90	2.00	2.10	2.20	2.30	2.40

WROS

1952

Media Code 4 201 8000 2.00  
Rose M. Kirby, 717 Scott St., Scottsboro, Ala. 35768. Phone 205-574-2156.

- PERSONNEL  
General Manager—Hugh T. Kirby, Jr.
- REPRESENTATIVES  
David Carpenter Company.
- FACILITIES  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am to local sunset. CST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

ET 6/21/71—Rec'd 6/22/71.

6. SPOT ANNOUNCEMENTS	1x	25x	52x	104x	156x
1 min	2.40	2.30	2.20	2.10	2.00
30 sec	1.95	1.85	1.75	1.65	1.55
10 sec	1.55	1.45	1.35	1.25	1.15
1 min	2.60x	312x	624x	936x	1248x
30 sec	1.80	1.70	1.60	1.50	1.40
10 sec	1.35	1.25	1.15	1.05	.95
10 sec	.95	.85	.75	.65	.55

## SELMA (3 AM; 1 FM)

Dallas County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State

WAMA

1946

NAB

Media Code 4 201 8130 7.00  
Vogel-Hendrix Corp., Box 305, Selma, Ala. 36701.  
Phone 205-874-4608.

STATION'S PROGRAMMING DESCRIPTION  
WAMA: MUSIC; Top 40 contemporary.  
Contact Representative for further details. Rec'd 7/3/73.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Harry Bolen.  
Commercial Manager—Jay Carr.  
Oper. & Prog. Dir.—Joe Bolton.
- REPRESENTATIVES  
W. O. Jones, Inc.
- FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4a, 6a.  
Rate Protection: 10a, 11b, 13b, 14b, 15a.  
Basic Rates: 21b, 21d, 24b, 24c, 25a, 26, 28c, 29a, 29b.  
Contracts: 40a, 44b, 50.  
Comb.: Cont. Discounts: 60d, 60g, 60i, 61b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective ————

Rates received February 25, 1960.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE

13 ti	4.00	104 ti	3.30
26 ti	3.80	156 ti	3.00
52 ti	3.60	260 ti	2.80
52 ti	3.40	312 ti	2.60

### 6. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
38.00	24.00	16.00	8.00
36.00	22.80	15.20	7.60
34.00	21.60	14.40	7.20
32.00	20.40	13.60	6.80
30.00	19.20	12.80	6.40
28.00	18.00	12.00	6.00
26.00	16.80	11.20	5.60
24.00	15.60	10.40	5.20

1 hr 1/2 hr 1/4 hr 5 min

38.00 24.00 16.00 8.00

36.00 22.80 15.20 7.60

34.00 21.60 14.40 7.20

32.00 20.40 13.60 6.80

30.00 19.20 12.80 6.40

28.00 18.00 12.00 6.00

26.00 16.80 11.20 5.60

24.00 15.60 10.40 5.20

22.00 14.40 9.60 4.80

20.00 13.20 8.80 4.40

18.00 12.00 8.00 4.00

16.00 10.80 7.20 3.60

14.00 9.60 6.40 3.20

12.00 8.40 5.60 2.80

10.00 7.20 4.80 2.40

8.00 6.00 4.00 2.00

6.00 4.80 3.20 1.60

4.00 3.60 2.40 1.20

2.00 1.80 1.20 0.60

1.00 0.90 0.60 0.30

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# ALABAMA

## TUSCALOOSA (5 AM; 1 FM)

Tuscaloosa County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

WACT

1958



Media Code 4 201 8830 2.00  
New South Radio, Box 126, No. 3 Office Park,  
Tuscaloosa, Ala. 35401. Phone 205-759-8786.

- PERSONNEL  
Station Manager—Clyde W. Price.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.
- FACILITIES  
5,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. CST.
- AGENCY COMMISSION  
15/0: 10th of following month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71b, 73a.  
Affiliated with ATA Radio Network.

TIME RATES  
Eff 10/31/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS		52x		104x		156x		260x	
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
30 sec	6.40	6.00	5.60	5.20	4.80	4.40			

7. PACKAGE PLANS		SATURATION		12 ti		18 ti		24 ti	
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti				
1 min	8.00	7.50	7.00	6.50	6.00				
30 sec	6.40	6.00	5.60	5.20	4.80				

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	80	60	40	25	15						

WJRD

1958

## Country Music

Media Code 4 201 8900 3.00  
Cooper Radio, Inc., Drawer 4, Tuscaloosa, Ala.  
35401. Phone 205-345-2244.

- STATION'S PROGRAMMING DESCRIPTION  
WJRD: MUSIC: Country. AIR PERSONALITIES  
handle all segments.
- NEWS: Net, state and local at :60. Special news  
features: University, local high school and jr. high  
reports. SPORTS: Four reports daily in drives, plus  
scoreboards whenever appropriate. Full time sports  
director. U football and basketball live, play by  
play. Two farm reports daily. Three weather reports  
per hour. COMMERCIAL POLICY: 16 min. per  
hour. Contact Representative for further details.  
Rec'd 4/5/74.

- PERSONNEL  
General Manager—Robert J. Martin.  
Sales Manager—Charles R. Woods.
- REPRESENTATIVES  
Southwest—Bernard I. Ochs Co.
- FACILITIES  
5,000 w. days, 1,000 w. nights; 1150 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 5, 6a.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 23a, 24a, 24b, 24c, 25a, 28a, 29a,  
32a, 33c.  
Contracts: 40a, 40b, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60f, 60i.  
Cancellation: 70a, 71a, 72, 73b, 73b.  
Prod. Services: 80.  
Member: The Tobacco Radio Network.

TIME RATES  
Eff 1/24/74.

AAA—Mon thru Sat 8-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.  
A—All other times.

6. SPOT ANNOUNCEMENTS		1 MINUTE		AAA		AA		A	
PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk	
6 ti	7.00	6.65	6.30	5.95	6.00	5.70	5.40	5.10	
12 ti	6.65	6.30	5.95	5.60	5.70	5.40	5.10	4.80	
18 ti	6.30	5.95	5.60	5.25	5.40	5.10	4.80	4.50	
24 ti	5.95	5.60	5.25	4.90	5.10	4.80	4.50	4.20	
30 ti	5.60	5.25	4.90	4.55	4.80	4.50	4.20	3.90	

20 SECONDS		AAA		AA		A		
6 ti	5.60	5.35	5.10	4.80	4.80	4.55	4.30	4.05
12 ti	5.35	5.10	4.85	4.55	4.55	4.30	4.05	3.80
18 ti	5.10	4.85	4.60	4.30	4.30	4.05	3.80	3.55
24 ti	4.80	4.60	4.35	4.00	4.05	3.80	3.55	3.30
30 ti	4.50	4.25	4.00	3.70	3.80	3.55	3.30	3.05

A: 50% of AAA. 10 sec: 60% of 1-min.

10. SPECIAL FEATURES  
Weather—1-1/2x 1-min.

WNPT

1951

## Represented by Dora Clayton Agency, Inc.

Media Code 4 201 6970 6.00  
West Alabama Broadcasting Co., Inc., Box 2787,  
Tuscaloosa, Ala. 35401. Phone 205-758-3311. TWX  
4770.

- STATION'S PROGRAMMING DESCRIPTION  
WNPT: Programmed for adults & young adults.  
MUSIC: MOR. NEWS: emphasis on local news  
also network. SPORTS: major college & high school  
events. Contact Representative for further details.  
Rec'd 11/22/72.

### 1. PERSONNEL

Pres. & Owner—Mrs. Ruth Harris.  
Station Manager—Vic Rumore.

### 2. REPRESENTATIVES

Dora-Clayton Agency, Inc.

### 3. FACILITIES

5,600 w. days; 500 w. nights; 1260 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. CST.

### 4. AGENCY COMMISSION

15% time only; monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24c, 25a,  
26, 28b, 28c.  
Contracts: 40a, 44a, 44b, 46, 47a, 48.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network.

### TIME RATES

Eff 3/1/73—Rec'd 10/5/72.

AA—6-9 am & 3-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:		CLASS AA		12 ti		18 ti		24 ti	
1 min	7.50	7.25	7.00	6.75	6.50				
30 sec	5.50	5.25	5.00	4.75	4.50				

PER WK:		CLASS A		6.50 <th colspan="2">6.25 <th colspan="2">6.00 <th colspan="2">5.75 <th colspan="2">5.50 </th></th></th></th>		6.25 <th colspan="2">6.00 <th colspan="2">5.75 <th colspan="2">5.50 </th></th></th>		6.00 <th colspan="2">5.75 <th colspan="2">5.50 </th></th>		5.75 <th colspan="2">5.50 </th>		5.50	
1 min	6.50	6.25	6.00	5.75	5.50								
30 sec	4.75	4.50	4.25	4.00	3.75								

DISCOUNT		26 wk—5%		52 wk—10%	

WTBC

1948



Subscriber to the NAB Radio Code  
Media Code 4 201 9040 7.00  
Tuscaloosa Broadcasting Co., Box 2000, 15th St. at  
Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-  
758-5523.

- STATION'S PROGRAMMING DESCRIPTION  
WTBC: Programmed for 18-35 age audience.  
AIR PERSONALITIES handle all segments other  
than news & sports. NEWS: network at :55; local  
at :25, expanded local reports with community fea-  
tures at 7, 8 am & 5 & 6 pm. MUSIC: Rock for  
18-35 market with progressive album cuts at night.  
SPORTS: 2 network & 2 local shows each day in  
drive times, state & local high school football &  
basketball, college football & basketball. Rec'd  
3/1/73.

- PERSONNEL  
Owner & Gen'l Mgr.—Bert Bank.  
Sales Manager—Alice Baxter  
Program Director—Jeff Lindsay.
- FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION  
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 23a, 24b, 28b.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k.  
Cancellation: 73a.
- FACILITIES  
FM facilities: WUOA (FM).  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

### TIME RATES

Eff 1/1/71—Rec'd 1/5/71.

6. SPOT ANNOUNCEMENTS		1x		13x		26x		52x		130x		300x	
1 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.50
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES		1x		13x		26x		52x		150x		300x	
1 hr	60.00	57.00	54.00	51.00	48.00	45.00							
1/2 hr	36.00	34.20	32.40	30.60	28.80	27.00							
1/4 hr	24.00	22.80	21.60	20.40	19.20	18.00							
5 min	10.00	9.50	9.00	8.50	8.00	7.50							

10. SPECIAL FEATURES  
Religious Programs—50% of 1x rate.  
Political Programs—1.00 per min. in advance. 5.00  
minimum.

WTUG

1958

## Independent Negro



1958

Subscriber to the NAB Radio Code  
Media Code 4 201 9110 8.00  
Tri-Cities Broadcasting Co., Inc., Box 1898, Tusa-  
loosa, Ala. 35401. Phone 205-345-7200.

- STATION'S PROGRAMMING DESCRIPTION  
WTUG: Programmed to Black & Religious audiences.  
MUSIC: rock, rhythm & blues 7-10 am, noon-2 pm,  
3 pm-sign-off M-Sat; gospel 6-7 am, 10-11 am &  
2-3 pm M-Sat, 6 am-1 pm Sun, Black quartet &  
church services. 1 pm-sign-off Sun, jazz & discussions  
programs. NEWS: at :55. Ladies home show 10-11  
am M-Sat. Contact Representative for further details.  
Rec'd 5/7/71.

- PERSONNEL  
Executive Vice-President—Zane D. Boden.  
General Manager—Edmond E. Payne.
- REPRESENTATIVES  
Bernard Howard & Co., Inc.
- FACILITIES  
1,000 w. days; 790 kc.  
Operating schedule: 4 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,  
28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

Eff 3/1/73—Rec'd 2/12/73.

AA—Mon thru Sat 5-9 am & 3-7 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:		1 min		30 sec		1 min		30 sec	
6 ti	10.00	7.80	8.00	8.00	8.00				
12 ti	9.50	7.20	7.50	7.50	7.50				
18 ti	9.00	6.80	7.00	7.00	7.00				
24 ti	8.50	6.40	6.50	6.50	6.50				
30 ti	8.00	6.00	6.00	6.00	6.00				

26+ wks: 10% discount; no rebates.

WUOA (FM)

1952



Subscriber to the NAB Radio Code  
Media Code 4 201 9145 4.00  
Tuscaloosa Broadcasting Co., Box 2000, 15th St. at  
Forest Lake, Tuscaloosa, Ala. 35401. Phone 205-  
758-5523.

- STATION'S PROGRAMMING DESCRIPTION  
WUOA (FM): Programmed for general interest.  
MUSIC: 6 am-midnight MOR; hit parade. NEWS:  
10 min. 6:40, 7:40, 11:40 am, 1:40, 4:40, 5:40 pm  
national, international & local; 11:15 am & 4:15 pm  
state stock market reports. SPORTS: U football,  
basketball & baseball. Daily reports 7:15 am, 12:15  
& 5:15 pm. SPECIAL FEATURES: Mother Earth  
news, local topics, women show, interviews & public  
affairs. COMMERCIAL POLICY: maximum 78  
minutes per hour. Rec'd 11/19/73.

- PERSONNEL  
General Director—Ellis Stewart.  
Program Director—Mike Strong.
- FACILITIES  
ERP 17,500 w. (horiz.), 17,500 w. (vert.), 95.7 mc.  
Stereo.  
Operating schedule: 6 am-12 pm. CST.  
Antenna ht.: 300 ft. above average terrain.

TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 min	7.50	7.00	6.75	6.50							
30 sec	5.50	5.20	5.05	4.90							

6. SPOT ANNOUNCEMENTS		1 ti		25 ti		50 ti		100+	
1 min	7.50	7.00	6.75	6.50					
30 sec	5.50	5.20	5.05	4.90					

8. PROGRAM TIME RATES		1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	75	40	25								

10. SPECIAL FEATURES  
Time Signals: 1.80

DISCOUNT		6 mo—10%		1 yr—20%	

## TUSCUMBIA

County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Florence-Sheffield (including Muscle Shoals, Tusculumbia)

## TUSKEGEE

Marion County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

WBIL

1952

Media Code 4 201 9180 1.00  
All Channel TV Service, Inc., Box 666, Union  
Springs Hwy., Tuskegee, Ala. 36083. Phone 205-  
727-2100.

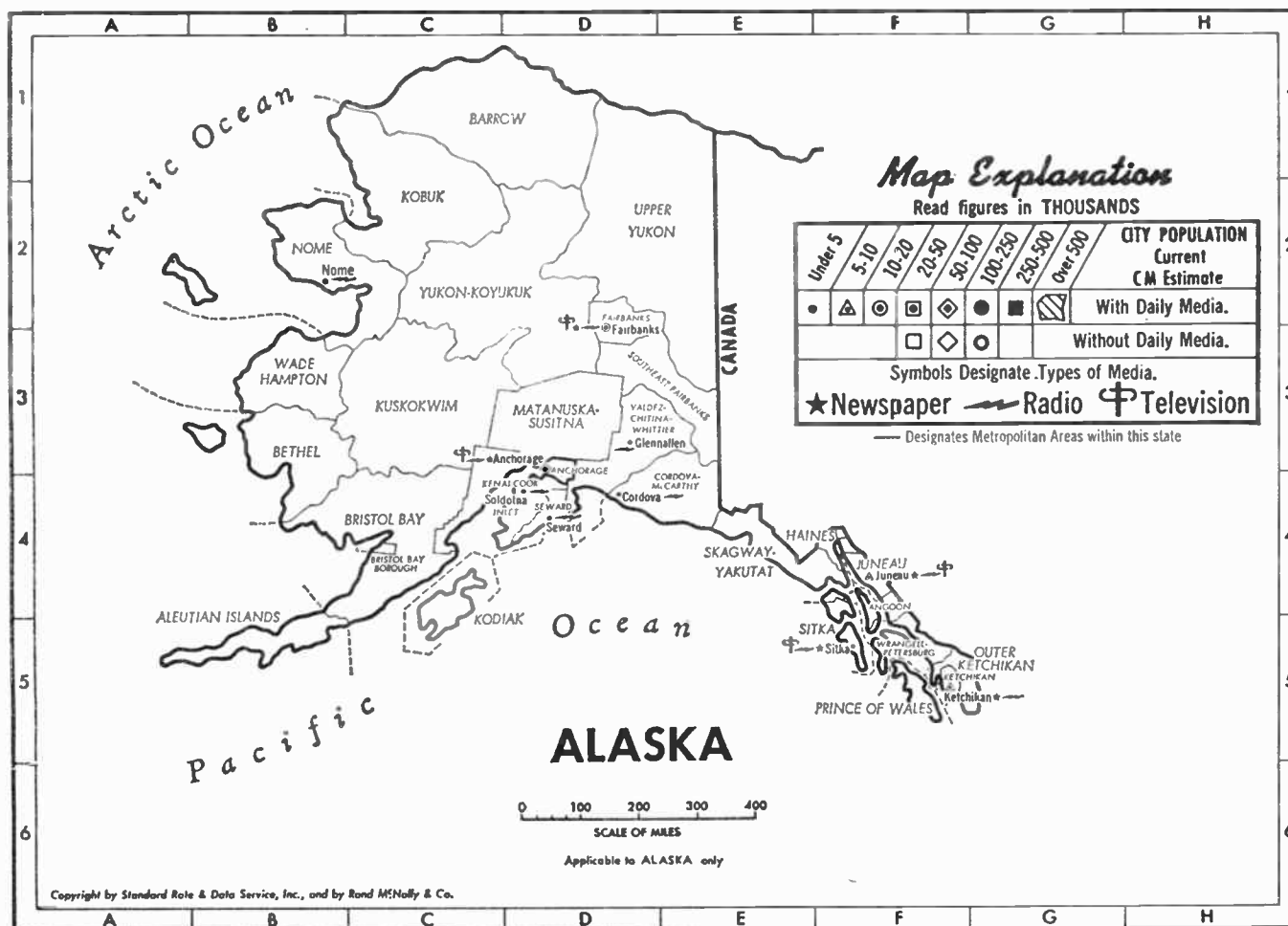
- STATION'S PROGRAMMING DESCRIPTION  
WBIL: MUSIC: R & B. AP & network news.

- PERSONNEL  
General Manager—Harold C. Carson.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
500 w.; 580 kc.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with Mutual Black Network.</



## Negro Population Data

(January 1, 1974)

STATE TOTAL..... 9,664 Anchorage ..... 5,829  
METRO AREAS ..... Total Metros..... 5,829

## State, Census Division, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), census divisions and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND CENSUS DIVISIONS — This list shows census divisions in which cities are located. Cities are first, census divisions next.  
Anchorage—Anchorage    Juneau—Juneau

ESTIMATES FOR: STATE CENSUS DIVISION City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973 By Selected Store Types					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)
ALASKA STATE TOTALS (†)	334.7	93.67	1,570,431	16,766				658,236	7,027	108,115	20,471	78,513	16,364	15,365	100,287	25,422	150.48	6,811
ALEUTIAN ISLANDS B-5	9.1	1.48	36,082	24,380				1,483	1,002	159		727				66		
ANCHORAGE D-3	143.5	42.40	745,298	17,578				389,793	9,193	49,907	11,417	47,520	7,598	9,303	68,567	13,752	92.07	
Anchorage	64.3	21.45	340,604	15,879				355,670	16,581	43,100	9,988	17,148	7,576	6,321	68,120	8,904		
Metro Area	143.5	42.40	745,298	17,578				389,793	9,193	49,907	11,417	47,520	7,598	9,303	68,567	13,752	92.07	
Metro Area	.5	.15	267	1,780				470	3,133			361						
BARROW C-1	2.7	.51	5,859	11,488				2,004	3,929			1,536						
BETHEL B-4	8.2	1.66	14,023	8,448				3,739	2,252	107		1,914					14	
BRISTOL BAY BORO C-4	1.5	.27	5,036	18,652				1,142	4,230	180		414			194		.21	
BRISTOL BAY DIVISION C-4	4.0	.89	7,528	8,458				1,665	1,871	348		909			188	67		
CORDOVA-McCARTHY E-4	2.2	.76	9,871	12,988				4,759	6,262	1,680	618	655	363		190	67	.65	
FAIRBANKS D-3	49.3	13.30	248,304	18,669				90,075	6,773	22,571	4,014	8,545	2,714	3,462	17,254	3,779	22.34	
HAINES-SKAGWAY-YAKUTAT E-4	3.7	1.12	16,590	14,813				5,066	4,523	1,682		328	76	42	186	284	.93	
YAKUTAT	14.6	4.85	95,268	19,643				40,377	8,325	8,027	988	433	2,253	1,438	4,968	1,353	7.85	
Juneau	14.6	4.85	95,268	19,643				40,377	8,325	8,027	988	433	2,253	1,438	4,968	1,353		
KENAI COOK INLET D-4	16.2	4.72	80,150	16,981				19,829	4,201	4,240	610	1,292	616	126	898	2,318	6.25	
KETCHIKAN G-5	10.7	3.42	50,300	14,708				24,663	7,211	5,935	674	2,404	1,221	701	1,556	1,046	5.47	
KOBUK C-2	4.8	.95	9,549	10,052				1,920	2,021	202		1,412						
KODIAK C-5	10.7	2.90	44,380	15,303				16,085	5,547	348	305	969	79	43	3,852		2.88	
KUSKOKWIM C-3	2.3	.50	4,721	9,442				703	1,406	139		140				126		
MATANUSKA-SUSITNA D-3	7.4	2.24	25,027	11,173				9,376	4,186	1,732	305	1,295	237	84	564	684	4.15	
NOME B-2	6.1	1.38	15,326	11,106				5,680	4,116	1,494	107	1,000	81		189	74	.47	
OUTER KETCHIKAN G-5	2.2	.54	6,463	11,969				721	1,335	177		306						
PRINCE OF WALES F-5	2.1	.60	11,490	19,150				1,858	3,097	502		293						
SEWARD D-4	2.7	.89	8,473	9,520				4,209	4,729	524	307	650	216		187	265	.89	
SITKA F-5	6.5	2.01	33,612	16,722				11,610	5,776	3,574	449	593	742	124	554	143	2.33	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in Alaska.





**Anchorage—K N I K (FM)—Continued**

- 1. PERSONNEL**  
Program Director—Art Andrews.
- 2. FACILITIES**  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours. AST.  
Antenna ht.—105 ft. above average terrain.
- 3. GENERAL ADVERTISING** See coded regulations  
Member: Alaska Broadcasting System.

**TIME RATES**

No. 2 Eff 6/1/71—Rec'd 11/8/71.  
AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.  
AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am; Sun 6 am-noon.  
A—Mon thru Sun 7 pm-midnight.  
B—All other times. Rates on request.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	9.60	7.70	7.00	5.60	5.00	4.00
3 ti	8.20	6.60	6.00	4.80	4.40	3.50
3 ti	7.40	5.90	5.40	4.30	4.00	3.20
12 ti	6.20	5.00	4.60	3.80	3.60	2.80
18 ti	5.80	4.60	4.40	3.50	3.00	2.40
24 ti	5.20	4.20	4.00	3.20	2.80	2.20

10 sec: 50% of 1-min (excl A & B), minimum 2.00.  
ROS: AA rate applies.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

PER WK:	1 min	30 sec
Plan 1, 12 ti	5.50	4.40
Plan 2, 18 ti	5.10	4.00
Plan 3, 24 ti	4.60	3.70

**FREQUENCY DISCOUNT**

Wkly Plan rate	200x	420x	780x	1040x
	6	12	18	24

**KYAK**

1967

A Big Country Station



**RAB**

Subscriber to the NAB Radio Code

Media Code 4 202 4250 5.00

KYAK, Big Country Radio, Inc., 2800 E. Dowling Rd., Anchorage, Alaska 99507, Phone 907-344-2522.

**STATION'S PROGRAMMING DESCRIPTION**  
KYAK: Programmed primarily for an adult audience. MUSIC: all country music. NEWS: 5 min news on hour, 2 min headline and weather roundup on half hour, with 10 min news at 7 am and 5 pm. Marine and aviation weather broadcast throughout day. Contact Representative for further details. Rec'd 10/1/69.

- 1. PERSONNEL**  
President—Richard C. Craver.  
Vice-President—Glenn S. Miller.  
Vice-Pres., Sec'y Treas. & Gen'l Mgr.—Robert W. Fleming.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Washington, Oregon—The Tacher Company.
- 3. FACILITIES**  
50,000 w. days, 25,000 w. nights; 650 kc. Directional.  
Operating schedule: 24 hours daily. AST.
- 4. AGENCY COMMISSION**  
15/0 time only. Payable 10 days after billing.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 21b, 24c, 25a, 26, 28b, 28c, 29a, 33a.  
Contracts: 40c, 41, 49, 51c.  
Comb.; Cont. Discounts: 60c, 62c, 62d.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

No. 5 Rev 4/1/74—Rec'd 4/4/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	3 ti	5 ti	8 ti	12 ti	18 ti	24 ti
1 min	15.00	14.00	13.00	12.00	13.00	12.00	11.00
30 sec	13.00	12.00	11.00	10.00	11.00	10.00	9.00
10 sec	7.50	7.00	6.50	6.00	6.50	6.00	5.50

1 min..... 10.00 9.00 8.00 7.00  
30 sec..... 8.00 7.00 6.00 5.00  
10 sec..... 5.00 4.50 4.00 3.50

**PER YR:**

1 min	30 sec	10 sec	1 min	30 sec	10 sec
520 x	10.00	8.00	5.00	8.00	6.40
1040 x	8.50	6.80	4.25	6.50	5.20

520 x..... 6.00 4.80 3.00  
1040 x..... 4.50 3.60 2.25

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec	10 sec
14 ti (AAA, 5AA, 5A)	11.00	8.80	5.50
21 ti (7AAA, 7AA, 7A)	9.50	7.80	4.75
28 ti (9AAA, 10AA, 9A)	8.00	6.40	4.00

**ROS-BTA SUN THRU SAT**

60 ti (preemptible)..... 8.00 6.40 4.00

**10. SPECIAL FEATURES**

5-min newscast—1-1/2x 1-min.  
ROS: Use AA rates.

**CORDOVA**

Cordova-McCarthy Census Division—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**KLAM**

1954

Media Code 4 202 4500 3.00  
Northern Light Broadcasting Corp., Box 278, 1 Forestry Way, Cordova, Alaska 99574. Phone 424-3222.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—William D. Bechtel.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Washington, Oregon, British Columbia—Alaska Radio-TV Sales & Art Moore & Assoc., Inc.
- 3. FACILITIES**  
250 w.; 1450 kc. Non-directional.  
Operating schedule: 5/1-11/15 Mon thru Sat 7:30 am-noon & 5-10 pm; Sun 5-10 pm, 11/18-4/30 Mon thru Sat 7:30-9:30 am & 5-10 pm; Sun 5-10 pm.

- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Member: Alaska Broadcasting System.

**TIME RATES**

Eff 6/1/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	1x	10x	20x	50x	100x
Specified	6.00	5.75	5.00	4.50	3.90
ROS	5.00	4.75	4.40	4.05	3.60

30 SEC:  
Specified..... 4.50 4.30 4.00 3.50 3.00  
ROS..... 4.00 3.85 3.65 3.20 2.80  
10 sec: 50% of 1-min. Minimum 2.00.

**FAIRBANKS (3 AM)**

Fairbanks Census Division—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**KFRB**

1939

Media Code 4 202 5000 3.00  
Midnight Sun Broadcasters, Inc., Lathrop Bldg., Fairbanks, Alaska 99701.

- 1. PERSONNEL**  
Station Manager—Donald G. Andon.
- 2. REPRESENTATIVES**  
New York—James C. Fletcher, Jr.  
Pacific Coast—Simpson/Relly & Associates Co.
- 3. FACILITIES**  
10,000 w.; 660 kc. Non-directional.  
Operating schedule: 24 hours daily. AST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Midnight Sun Broadcasters, Inc.

**TIME RATES**

No. 7 Eff 3/1/70—Rec'd 11/25/70.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	1 min	30 sec	
1 ti	10.00	7.00	104 ti	8.00 5.00
13 ti	9.50	6.50	156 ti	7.50 4.75
26 ti	9.00	6.00	280 ti	7.00 4.50
52 ti	8.50	5.50		

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	1 min	30 sec
12 ti, ea.	7.50	5.00	20 ti, ea.	6.50 4.50

Spot packages may not be combined with other services to gain additional discounts.

**KFRB**

1948

Media Code 4 202 5500 2.00  
Northern Television, Inc., Box 950, Fairbanks, Alaska, 99701. Phone 452-5121.

- 1. PERSONNEL**  
President—A. G. Hiebert.  
General Manager—H. Theodore Lehne.  
Chief Engineer—Henry Hove.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Washington, Oregon, British Columbia—Alaska Radio-TV Sales & Art Moore & Assoc., Inc.
- 3. FACILITIES**  
10,000 w.; 900 kc. Non-directional.  
Operating schedule: 24 hours daily. AST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 2 months, 14b.  
Basic Rates: 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 80b, 60f, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.  
Member: Alaska Broadcasting System.

**TIME RATES**

No. 3 Eff 3/15/74—Rec'd 6/17/74.  
AAA—Mon thru Fri 6:30-9 am.  
AA—Mon thru Fri 9 am-6:30 pm; Sat & Sun 6-6:30 pm.  
A—Mon thru Sun 6:30 pm-midnight.  
B—Mon thru Sun all other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	7.50	6.00	6.50	5.00
3 ti	9.50	7.50	7.00	5.50	6.00	4.50
6 ti	9.00	7.00	6.50	5.00	5.50	4.00
12 ti	8.50	6.50	6.00	4.50	5.00	3.50
18 ti	8.00	6.00	5.50	4.00	4.50	3.00
24 ti	7.50	5.50	5.00	3.50	4.00	2.50

10 sec: 50% of 1-min, minimum 2.50.  
ROS: Use AA rates.

**8. PROGRAM TIME RATES**

1 x	2 hr	1 hr	1/2 hr	1/4 hr	10 min	5 min
	175	100	75	40	30	20

**FREQUENCY DISCOUNT**

Wkly rate (Q)	6 ti	12 ti	18 ti	24 ti
	200x	400x	700x	1000x

**KIAK**

1972

A Big Country Station



Subscriber to the NAB Radio Code

Media Code 4 202 5750 3.00  
Big Country Radio, Inc., Box 2828, 543 2nd Ave., Fairbanks, Alaska 99701. Phone 907-452-3219.

**STATION'S PROGRAMMING DESCRIPTION**  
KIAK: modern country music, 5 min news at :60.

- 1. PERSONNEL**  
Station Manager—Richard W. Lobdell.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Washington, Oregon—The Tacher Company.
- 3. FACILITIES**  
5,000 w.; 970 kc. Non-directional.  
Operating schedule: 24 hours daily. AST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable within 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contracts with exceptions.  
Affiliated with MBS.

**TIME RATES**

Eff 5/1/73—Rec'd 4/4/74.  
AAA—6-9 am & 4-6 pm.  
AA—9 am-3 pm.  
A—7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
1 min	9.00	8.00	7.00	6.00	8.00	7.00	6.00	5.30
30 sec	7.00	6.00	5.00	4.00	6.00	5.00	4.50	3.50
10 sec	4.50	4.00	3.50	3.00	4.00	3.50	3.00	2.50

1 min..... 6.00 5.00 4.00 3.00  
30 sec..... 5.00 4.00 3.00 2.00  
10 sec..... 3.00 2.50 2.00 1.50

- 7. PACKAGE PLANS**
- TOTAL AUDIENCE PLAN: 1 min 30 sec  
28 p/wk (1/3AAA, 1/3AA, 1/3A) per mo..... 465.00 310.00  
10 sec: 50% of 1-min.  
ANNUAL: 1 min 30 sec 1 min 30 sec  
AAA, ea..... 6.00 4.50 AA, ea..... 5.00 3.75

- 10. SPECIAL FEATURES**  
5-MIN NEWSCAST: 6 days p/wk (incl 1-min spot)..... 48 38 30  
30-sec Headlines/Weather at :30, less 15%.

**GLENNALLEN**

Valdez-Chitina-Whittier Census Division—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**KCAM**

1964

Media Code 4 202 6000 2.00  
Central Alaskan Missions, Inc., Box 125, Glennallen, Alaska 99588. Phone 907-822-3308.

- 1. PERSONNEL**  
Station Manager—Carlyle Callis.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Washington, Oregon, British Columbia—Alaska Radio-TV Sales & Art Moore & Associates.
- 3. FACILITIES**  
5,000 w.; 790 kc. Non-directional.  
Operating schedule: 6 am-midnight. AST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Alaska Broadcasting System.

**TIME RATES**

No. 2 Eff 6/1/74—Rec'd 7/5/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	3 ti	5 ti	12 ti	18 ti	24 ti
30 sec	3.45	3.20	2.95	2.85	2.80	2.85
1 min	4.45	4.20	3.95	3.80	3.75	3.55

13 WK:  
30 sec..... 2.90 2.70 2.40 2.30 2.10 1.90  
1 min..... 3.70 3.50 3.20 2.90 2.80 2.50

**JUNEAU (2 AM)**

Juneau Census Division—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KINY**

1935

Media Code 4 202 6300 1.00  
Midnight Sun Broadcasters Inc., 231 S. Franklin, Juneau, Alaska 99801. Phone 588-1800.

- 1. PERSONNEL**  
Sales Manager—Ken Wiley.
- 2. REPRESENTATIVES**  
New York—James C. Fletcher, Jr.  
Pacific Coast—Simpson/Relly & Associates Co.
- 3. FACILITIES**  
5,000 w.; 800 kc. Non-directional.  
Operating schedule: 6 am-midnight. AST.
- 4. AGENCY COMMISSION**  
15/0 time only.

**ALASKA**

- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
TV facilities: KINY-TV.  
Affiliated with NBC.  
Member: Midnight Sun Broadcasters, Inc.

**TIME RATES**

No. 7 Eff 3/1/70—Rec'd 11/25/70.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	15x	25x	52x	104x	156x	260x
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
	5.00	4.75	4.50	4.25	4.00	3.75	3.50

**7. PACKAGE PLANS**

PER WK, EA:

1 min	30 sec	1 min	30 sec
12 ti	5.00	3.50	2.00
20 ti	4.00	3.00	1.50

**KJNO**

1952

Media Code 4 202 7000 1.00  
Sitka Broadcasting Co., Inc., Box 929, 605 W. Willoughby St., Juneau, Alaska 99801. Phone 907-588-3630.

- 1. PERSONNEL**  
Station Manager—Garry F. Brill.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Washington, Oregon, British Columbia—Alaska Radio-TV Sales & Art Moore & Associates.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 630 kc. Non-directional.  
Operating schedule: 18 hours daily. AST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.

- 3. GENERAL RATE POLICY**  
Affiliated with CBS.  
Member: Alaska Broadcasting System.

**TIME RATES**

No. 9 Eff 9/1/74—Rec'd 9/3/74.  
AAA—6-9 am & 3-6:30 pm.  
AA—9 am-3 pm.  
A—6:30 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	1x	13x	26x	52x	104x	156x	260x

# ALASKA

## NOME

Nome Census Division—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

### KICY

1960



Subscriber to the NAB Radio Code

Media Code 4 202 8000 9.00

Arctic Broadcasting Ass'n., Box 820, Nome, Alaska 99762. Phone 907-443-2213.

#### 1. PERSONNEL

Station Manager—Ralph V. Fondell.

#### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
Seattle, Portland—Alaska Radio-TV Sales.  
Seattle, Portland—Art Moore & Assoc., Inc.

#### 3. FACILITIES

5,000 w.; 450 kc. Non-directional.  
Operating schedule: 6 am-11:45 pm. BST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

No Sunday spot time available.  
Alcoholic beverage and tobacco advertising not accepted.

Member: Alaska Broadcasting System.

#### TIME RATES

ET 6/1/74—Rec'd 7/2/74.

AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm.

AA—Mon thru Fri 9 am-3 pm & 7-11 pm; Sat 6-9 am & 7-11 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA			
	1 ti	3 ti	6 ti	12 ti
1 min.	5.50	5.25	5.00	4.75
30 sec.	3.25	3.00	2.75	2.50
15 sec.	2.50	2.25	2.00	1.75
CLASS AA—ROS				
1 min.	5.25	5.00	4.75	4.50
30 sec.	3.00	2.75	2.50	2.25
15 sec.	2.25	2.00	1.75	1.50
CLASS A				
1 min.	5.25	5.00	4.75	4.50
30 sec.	3.00	2.75	2.50	2.25
15 sec.	2.25	2.00	1.75	1.50

## 7. PACKAGE PLANS

PER WK:	TAP—1/2AAA, 1/2AA		
	1 min	30 sec	15 sec
12 ti	4.75	2.50	1.75
18 ti	4.25	2.00	1.25
24 ti	4.00	1.75	1.00
FREQUENCY DISCOUNT			
	208x	312x	624x
Wkly rate	6 ti	12 ti	18 ti

## SEWARD

Seward Census Division—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KRXA

1972

Media Code 4 202 8500 9.00

Radio Seward, Inc., Box 276, Seward, Alaska 99664.  
Phone 907-224-3456.

Mailing address: 715 Securities Bldg., Seattle, Wash. 98101.

#### 1. PERSONNEL

General Manager—Dick Edger.

#### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Associates.

#### 3. FACILITIES

1000 w.; 950 kc. Non-directional.  
Operating schedule: 7 am-midnight. AST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Member: Alaska Broadcasting System.

#### TIME RATES

ET 6/1/74—Rec'd 7/5/74.

AA—7 am-7 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			CLASS A		
	10 sec	30 sec	1 min	10 sec	30 sec	1 min
1 ti	2.50	4.00	5.00	1.95	3.10	4.40
16+	2.10	3.20	4.20	1.60	2.70	3.90
Specified, extra 25%.						

#### 7. PACKAGE PLANS

AA, WITHIN 7 DAYS:	10 sec		30 sec		1 min	
	20 ti	40 ti	20 ti	40 ti	20 ti	40 ti
20 ti	35.70	54.40	71.40	108.80	142.80	214.20
40 ti	71.40	108.80	142.80	214.20	285.60	428.40
60 ti	107.10	163.20	214.20	321.30	428.40	642.60

#### 10. SPECIAL FEATURES

News—5 min segment, 1 1-min.	t ti	11+
	10	8

## SITKA

Sitka Census Division—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### KIFW

1949

Media Code 4 202 9000 9.00

Sitka Broadcasting Co., Inc., Box 299, Sitka, Alaska 99835.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Roy Paschal.

#### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
Washington, Oregon, British Columbia — Alaska Radio-TV Sales & Art Moore & Associates.

#### 3. FACILITIES

250 w., 1230 kc. Non-directional.  
Operating schedule: 6:00 am-10:10 pm Mon thru Sat; 8:00 am-7:00 pm Sun.

#### 4. AGENCY COMMISSION

15% on time only; no cash discount.

#### 5. GENERAL ADVERTISING See coded regulations

Member: Alaska Broadcasting System.

#### TIME RATES

ET 1/1/74—Rec'd 7/5/74.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	13 ti	20 ti	30 ti	50 ti	70 ti
1 min.	6.50	5.50	5.25	5.00	4.75	4.50
30 sec.	5.50	5.00	4.75	4.50	4.25	4.00
10 sec.	4.50	3.50	3.00	2.75	2.50	2.25

#### 7. PACKAGE PLANS

##### SPOT PACKAGE PLAN

	1 min	30 sec	10 sec
15 within 3 days	65.00	57.50	50.00
30 within 7 days	130.00	115.00	65.00
50 within 21 days	175.00	145.00	85.00
75 within 28 days	240.00	185.00	100.00
PLAN:	10	15	20
Deduct	5%	10%	15%

## SOLDOTNA

Kenai Cook Inlet Census Division—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KSRM

1967



Media Code 4 202 9700 4.00

KSRM, Inc., Box 950, Sterling Hwy., Soldotna, Alaska 99669. Phone 262-4425.

#### 1. PERSONNEL

General Manager—John C. Davis.

#### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
Seattle, Portland—Alaska Radio-TV Sales.  
Seattle, Portland—GII Wellington.

#### 3. FACILITIES

5,000 w.; 920 kc. Non-directional.  
Operating schedule: 5:30 am-11:30 pm. AST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Alaska Broadcasting System.

#### TIME RATES

No. 2 Eff 6/1/71—Rec'd 11/8/71.

AAA—Mon thru Fri 6-9 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.

AA—Mon thru Fri 9 am-3 pm; Sat 6-9 am.

A—Mon thru Sun 7 pm-midnight.

B—All other times. Rates on request.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA		CLASS AA		CLASS A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	6.40	5.40	5.80	4.80	5.20	4.20
3 ti	6.20	5.20	5.60	4.60	5.00	4.00
6 ti	6.00	5.00	5.40	4.40	4.80	3.80
12 ti	5.80	4.80	5.20	4.20	4.60	3.60
18 ti	5.60	4.60	5.00	4.00	4.40	3.40
24 ti	5.40	4.40	4.80	3.80	4.20	3.20
10 sec: 50% of 1-min (excl A & B), minimum 4.00.						
ROS: AA rate applies.						

#### 7. PACKAGE PLANS

##### TOTAL AUDIENCE PLANS—1/3AAA, 1/2AA

PER WK:	1 min	30 sec
Plan 1, 12 ti	4.40	3.80
Plan 2, 18 ti	4.20	3.60
Plan 3, 24 ti	4.00	3.40

#### FREQUENCY DISCOUNT

Wkly Plan rate	208x	260x	312x	624x
	6	12	18	24



## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	59,347	Tucson .....	12,025
METRO AREAS		Total Metros.....	48,273
Phoenix .....	36,248		

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

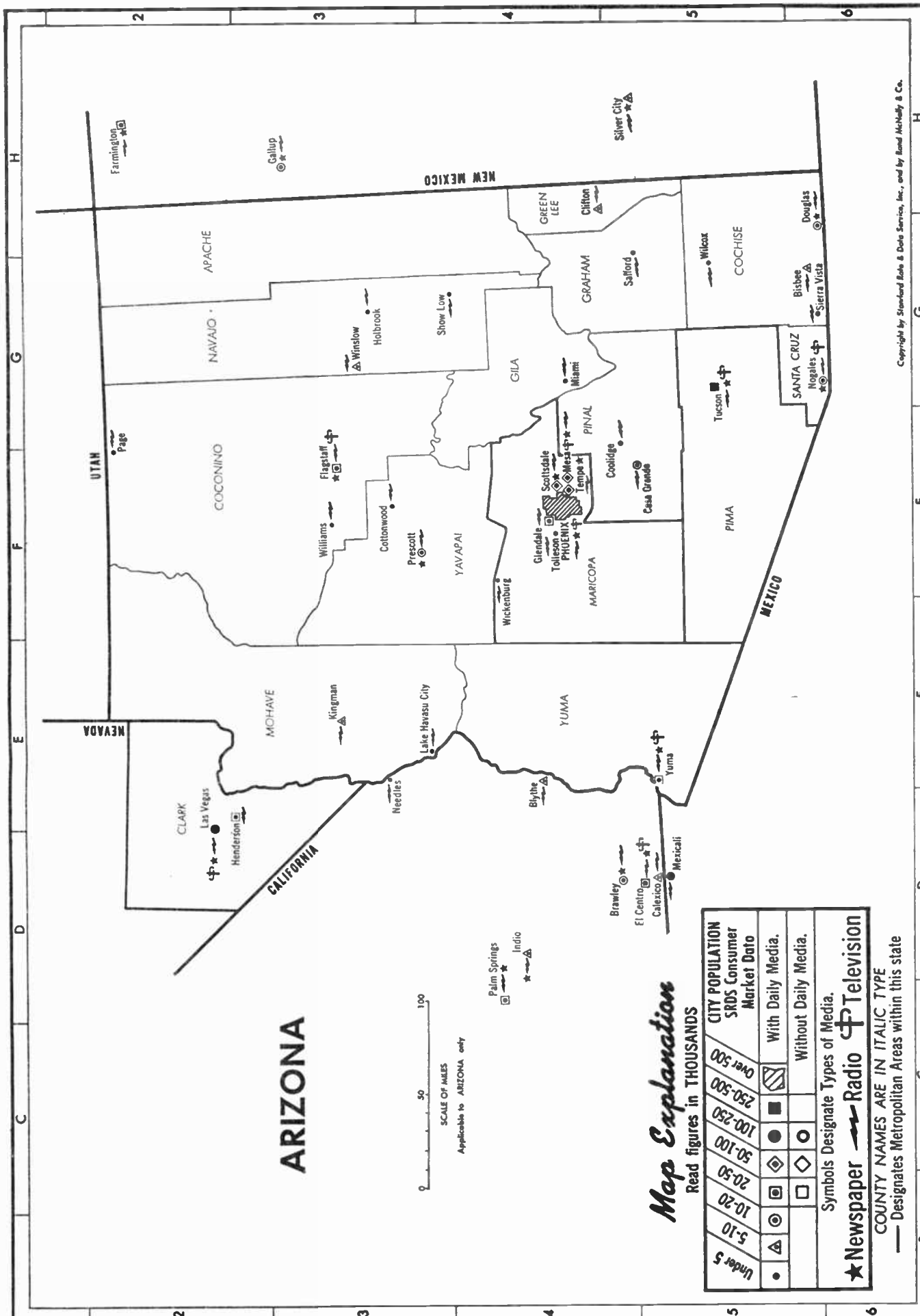
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

	(April 1, 1970)		
STATE TOTAL.....	333,349	Greenlee .....	5,178
METRO AREAS		Maricopa .....	140,607
Phoenix .....	140,607	Mohave .....	1,725
Tucson .....	82,916	Navajo .....	5,357
Total Metros .....	223,523	Pima .....	82,916
COUNTIES		Pinal .....	24,813
Apache .....	2,379	Santa Cruz.....	10,792
Cochise .....	20,594	Yavapai .....	4,444
Coconino .....	6,421	Yuma .....	16,250
Gila .....	7,914	Total Counties..	333,349
Graham .....	3,959		

## Where can you find men, women, teens, and children?

In the Market Data Summary near the front of this issue. In the form of hard counts, of course! And for every metro area. See Contents Page for exact location.

R-N 3/8



# ARIZONA

# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Flagstaff—Coconino	Glendale—Maricopa	Mesa—Maricopa	Phoenix—Maricopa	Scottsdale—Maricopa	Tempe—Maricopa	Tucson—Pima	Yuma—Yuma
<b>Estimates for:</b> <b>STATE</b> <b>COUNTY—Map Loc.</b> <b>City</b> <b>Metropolitan Area</b>							
<b>Population</b> <b>1/1/74</b> <b>(000)</b>		<b>Consumer Spendable Income—1973</b> <b>Per Household (\$)</b>		<b>% Distribution of Families</b> <b>3000 to 5000</b> <b>5000 to 8000</b> <b>8000 to 10000</b> <b>10000 to 15000</b> <b>15000 and over</b>		<b>Total Retail Sales—</b> <b>Per Household (\$)</b>	
				<b>Retail Sales—1973</b> <b>By Selected Store Types</b>		<b>Passen-</b> <b>car</b> <b>1/1/74</b> <b>(000)</b>	
				<b>Food (\$000)</b>		<b>Farm</b> <b>1/1/74</b> <b>(000)</b>	
				<b>Drug (\$000)</b>		<b>Income</b> <b>1973</b> <b>(000)</b>	
				<b>General Mdse. (\$000)</b>			
				<b>Apparel (\$000)</b>			
				<b>Home Furn. (\$000)</b>			
				<b>Auto-motive (\$000)</b>			
				<b>Service Station (\$000)</b>			
				<b>1,034.31</b>			
				<b>27.1</b>			
				<b>1,088,866</b>			
<b>ARIZONA STATE TOTALS</b>							
2,066.7	654.23	8,093,839	12,372	8.4	16.0	12.1	25.7
29.2	5,051,444	7,721	904,131	191,179	651,275	157,268	191,167
1,045,405	378,787	1,034.31	27.1	1,088,866			
APACHE G-2	40.6	8.85	67,201	7,593	12.8	16.6	9.9
COCHISE G-5	68.9	20.48	228,675	11,166	9.8	19.2	13.5
COCONINO F-2	60.6	16.11	191,276	11,873	7.4	16.9	12.9
Flagstaff	29.9	7.95	117,890	14,829	95,556	12,020	13,654
GILA G-4	32.9	10.19	102,622	10,071	8.9	20.9	15.5
GRAHAM G-4	18.8	5.05	46,359	9,180	11.9	20.6	13.0
GREENLEE H-4	12.4	3.74	46,580	12,455	5.3	7.9	19.2
MARICOPA F-4	1,112.1	365.06	4,811,008	13,179	7.5	14.3	11.5
Glendale	48.0	14.32	160,187	11,186	166,085	11,598	23,110
Mesa	81.9	25.78	304,033	11,793	222,827	8,643	35,382
Phoenix	653.6	215.61	2,882,856	13,371	2,039,482	9,459	360,372
Phoenix Metro Area	1,112.1	365.06	4,811,008	13,179	2,973,878	8,146	534,909
Scottsdale	89.2	27.31	376,874	13,800	247,274	9,054	42,916
Tempe	86.4	24.87	321,116	12,912	130,939	5,265	32,880
MOHAVE E-2	33.8	11.62	126,853	10,917	9.9	16.3	12.3
NAVAJO G-2	57.1	13.89	121,206	8,726	11.8	16.6	11.3
PIMA F-5	415.3	134.65	1,690,481	12,555	8.5	16.1	12.2
Tucson	333.1	99.52	1,349,121	13,556	1,040,292	7,726	183,925
Tucson Metro Area	415.3	134.65	1,690,481	12,555	938,193	9,427	162,764
PINAL F-5	82.5	22.63	219,847	9,715	11.8	20.0	15.5
SANTA CRUZ G-6	16.0	4.50	48,003	10,667	11.9	19.9	12.9
YAVAPAI F-3	45.5	16.57	155,360	9,376	12.2	19.3	13.8
YUMA E-4	70.2	20.89	238,368	11,411	10.2	19.6	13.1
Yuma	32.7	10.39	125,790	12,107	125,897	12,117	20,364

(1) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## ARIZONA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### Arizona Network

Comprised of:  
 Non-Interconnected Stations  
 KSUN—Bisbee KSWW—Wickenburg  
 KPIN—Casa Grande KCYN—Williams  
 KVIO—Cottonwood KINO—Winslow  
 KVL—Show Low  
 Media Code: 4 203 0450 3.00  
 NOTE: Copy and ET's to be mailed directly to respective station. See individual listings for correct address.

- PERSONNEL**  
 Manager—Sanford L. Kahn.
- REPRESENTATIVES**  
 J. A. Lucas & Co., Inc./JALCO.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5.  
 Rate Protection: 10d, 12d, 15a, 15b.  
 Basic Rates: 20a, 21a, 21d, 24b, 24c, 27, 28a, 28c.  
 29a.  
 Contracts: 40a, 41, 44b, 51a.  
 Comb.; Cont. Discounts: 60b, 60f, 61, 60k, 61a.  
 Cancellation: 71a, 72, 73b.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 2 Eff 8/1/66—Rec'd 10/27/66.  
 6 stations 5% discount on all stations. Identical schedules not necessary. See individual station listing for rates.

### BISBEE

Cochise County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

#### KSUN

1953  
 Media Code 4 203 1200 1.00  
 Howard Waterhouse, Drawer CC, Bisbee, Ariz. 85603.  
 Phone 602-432-2277.

- PERSONNEL**  
 Owner, Gen'l Mgr.—Howard Waterhouse.
- REPRESENTATIVES**  
 J. A. Lucas & Co., Inc./JALCO.
- FACILITIES**  
 250 w.; 1230 kc. Non-directional.  
 Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**  
 15/0 net time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with NBC.  
 Member: Arizona Network.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Rates effective January 1, 1962.  
 Card received November 30, 1961

6. SPOT ANNOUNCEMENTS	1 min.	30 sec.	10 sec.
1 time	3.00	2.50	1.50
26 times	2.75	2.25	1.40
52 times	2.50	2.00	1.25
156 times	2.25	1.90	1.10
260 times	2.00	1.70	1.00
520 times	1.90	1.60	.95
800 times	1.80	1.50	.90
1,200 times	1.70	1.40	.85
1,800 times	1.60	1.30	.80
2,400 times	1.50	1.20	.75

7. PACKAGE PLANS	
30 30-second spots in 2 days	60.00
50 30-second spots in 3 days	90.00
30 10-second spots in 3 days	40.00

### CASA GRANDE

Pinal County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

#### KPIN

1956

Media Code 4 203 1350 4.00  
 KPIN Inc., Box 499, Casa Grande, Ariz. 85223.  
 Phone 602-836-7427.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Gus Bailey, Jr.
- FACILITIES**  
 1,000 w. days; 1260 kc.  
 Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**  
 15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Arizona Network.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 2 Eff 8/1/66—Rec'd 10/27/66.
- SPOT ANNOUNCEMENTS**  
 1 MINUTE  
 1 x..... 5.00 156 x..... 3.75  
 13 x..... 4.75 208 x..... 3.50  
 26 x..... 4.50 260 x..... 3.25  
 52 x..... 4.25 312 x..... 3.00  
 104 x..... 4.00 365 x..... 2.75  
 30 sec: 80% of 1-min.

### CLIFTON

Greenlee County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

#### KCUZ

1969

- Subscriber to the NAB Radio Code  
 Media Code 4 203 1425 4.00  
 Ira Quentin Toler, owner, Box 1118, No. 1 Ward's Canyon Rdwy., Clifton, Ariz. 85533. Phone 602-864-9982.
- PERSONNEL**  
 General Manager—Ira Toler.
  - FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
 Operating schedule: 5:30 am-10:10 pm. MST.
  - AGENCY COMMISSION**  
 15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

### COOLIDGE

Pinal County—Map Location F-5.  
 See SRDS consumer market map and data at beginning of the State.

#### KCKY

1948

Media Code 4 203 1500 4.00  
 Pinal County Broadcasting System, Box 246, Coolidge, Ariz. 85228. Phone 602-723-5418.

- STATION'S PROGRAMMING DESCRIPTION**  
 KCKY: MUSIC 100%: country and western music.
- PERSONNEL**  
 Pres. & Gen'l Mgr.—Craig E. Davids.
  - REPRESENTATIVES**  
 Charles Bernard Co., Inc.
  - FACILITIES**  
 1,000 w.; 1150 kc. Non-directional.  
 Operating schedule: 24 hours daily. MST.
  - AGENCY COMMISSION**  
 15/0 time only; monthly.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Country Music Network, Farm Directors Radio Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 3/1/69—Rec'd 3/3/69.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	156x	208x	260x	312x
1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.25	3.00	2.75	2.50	2.25	2.00	1.75

**7. PACKAGE PLANS**  
 PER WK:  
 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min..... 5.00 4.50 4.00 3.50 3.00  
 30 sec..... 4.00 3.50 3.00 2.50 2.00  
 10 sec..... 2.50 2.25 2.00 1.75 1.50

### COTTONWOOD

Yavapai County—Map Location F-3  
 See SRDS consumer market map and data at beginning of the State.

#### KVIO

1963

Media Code 4 203 1650 7.00  
 K-M Broadcasting Co., Box 187, Cottonwood, Ariz. 86326. Phone 602-634-5921.

- PERSONNEL**  
 Gen'l & Sales Mgr.—Duane D. Kirby.
- REPRESENTATIVES**  
 J. A. Lucas & Co., Inc./JALCO.
- FACILITIES**  
 1,000 w. days; 1600 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Arizona Network.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 Eff 4/1/71—Rec'd 5/28/71.  
 AA—7-9 am & 4-6 pm.  
 A—All other times.

### DOUGLAS (2 AM)

Cochise County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

#### KAPR

1958

Media Code 4 203 1800 8.00  
 KAPR, Inc., Drawer Z, N. Washington Ave. & Hwy. 80, Douglas, Ariz. 85607. Phone 602-364-8402.

- STATION'S PROGRAMMING DESCRIPTION**  
 KAPR: Modern C&W for adults.
- PERSONNEL**  
 Manager—Jerry Frandsen.
  - REPRESENTATIVES**  
 Savall/Gates, Inc.
  - FACILITIES**  
 1,000 w. days; 930 kc. Nondirectional.  
 Operating schedule: 6 am-local sunset. MST.
  - AGENCY COMMISSION**  
 15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Affiliated with KBS.

**TIME RATES**  
 Eff 10/26/73—Rec'd 11/1/73.

6. SPOT ANNOUNCEMENTS	13x	26x	52x	104x	156x	208x	312x	520x
1 min	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80
30 sec	6.10	5.80	5.40	5.10	4.80	4.50	4.10	3.80
20 sec	5.30	5.00	4.80	4.50	4.20	4.00	3.70	3.40

### KAWT

1946

Subscriber to the NAB Radio Code  
 Media Code 4 203 1950 1.00  
 KAWT Radio, Box 1179, Douglas, Ariz. 85607.  
 Phone 602-364-3484.

- STATION'S PROGRAMMING DESCRIPTION**  
 KAWT: 50% MOH, 25% CW, 25% Top pop, local & nat'l news.
- PERSONNEL**  
 Pres. & Gen'l Mgr.—Herb Newcomb.
  - FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 5 am-10:15 pm. MST.
  - AGENCY COMMISSION**  
 15/0.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with NBC.
  - TIME RATES**  
 Eff 6/1/73—Rec'd 6/6/73.
  - SPOT ANNOUNCEMENTS**  
 1 min 30 sec  
 1-1000 x..... 4.00 3.50



# FLAGSTAFF (3 AM; 1 FM)

Cocouino County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## KAFF



Media Code 4 203 2100 2.00  
Guy Christian, Box 1930, 1 mile W. on Hwy. 66,  
Flagstaff, Ariz. 86001. Phone 602-774-8231.

- PERSONNEL**  
Owner & Gen'l Mgr.—Guy Christian.  
Traffic Manager—Ann Christian.
- REPRESENTATIVES**  
Western States—Bill Dahlsten & Associates.  
Midwest, East—PRO Time Sales, Inc.
- FACILITIES**  
5,000 w. days; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast newscasts only.  
For non-simulcast facilities see KAFF-FM.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11b, 12b, 13b, 14b, 15a, 15b,  
16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b,  
24c, 25a, 26, 28c, 29a.  
Contracts: 40a, 41, 42b, 42d, 45, 46, 47b, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.

## TIME RATES

No. 7 Eff 9/15/73—Rec'd 4/11/74.

SPOT ANNOUNCEMENTS		1 MIN		30 SEC		10 SEC	
1x	26x	32x	104x	156x	312x	1x	30 sec
1 min	7.30	6.90	6.70	6.55	6.30	15 1/5 days	5.40
30 sec	6.30	5.70	5.50	5.40	5.30	20 1/5 days	5.95
10 sec	4.50	4.50	4.40	4.30	4.20	30 1/7 days	5.45

PROGRAM TIME RATES		1 MIN		30 SEC		10 SEC	
1x	13x	26x	52x	104x	156x	312x	10 sec
1 hr	45.50	40.50	38.50	35.50	33.50	31.50	4.20
1/2 hr	33.50	30.50	28.50	25.50	23.50	21.50	3.95
1/4 hr	18.50	18.00	17.50	17.00	16.50	16.00	3.85
5 min	10.75	10.25	9.75	9.50	9.25	8.75	3.70

## KAFF-FM



Media Code 4 203 2101 0.00  
KAFF Broadcasting Co., Box 1930, Flagstaff, Ariz.  
86001. Phone 602-774-5231.  
See Affiliated AM station for additional information.

- PERSONNEL**  
Program Director—Lee Mahlman.  
Sales Manager—Dan Anderson.
- FACILITIES**  
ERP 30,000 w. (heriz.), 30,000 w. (vert.); 92.9 mc.  
Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 237 ft. below average terrain.  
Partial simulcast operation. Operated separately except  
for newscasts. For simulcast facilities see  
KAFF.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

## TIME RATES

No. 7 Eff 9/15/73—Rec'd 4/11/74.

SPOT ANNOUNCEMENTS		1 MIN		30 SEC	
1x	13x	26x	52x	104x	156x
1 hr	45.50	40.50	38.50	35.50	33.50
1/2 hr	33.50	30.50	28.50	25.50	23.50
1/4 hr	18.50	18.00	17.50	17.00	16.50
5 min	10.75	10.25	9.75	9.50	9.25

## KCLS



Subscriber to the NAB Radio Code  
Media Code 4 203 2250 5.00  
Saunders Broadcasting Co., Box 640, Flagstaff, Ariz.  
86001. Phone 602-774-2581.

- PERSONNEL**  
Gen'l Mgr.—Owner—Charles J. Saunders.  
Commercial Manager—Ken Brown.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
5,000 w. days, 500 w. nights; 600 kc.  
Directional—night only.  
500 w. pre-sunrise.  
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**  
15/0. Bills rendered 1st, payable 10th.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b,  
16.  
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 28c, 29a,  
33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a,  
51c.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.

## TIME RATES

ET—Rec'd 5/1/69.

- A—Mon thru Sat 6-9 am; Mon thru Fri 4-7 pm.  
B—Mon thru Sat 9 am-4 pm; Sat 4-7 pm; Sun  
noon-7 pm.  
C—All other times.
- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
|---------|------|-------|-------|-------|
| A       | 8.00 | 7.50  | 7.00  | 6.50  |
| B       | 7.00 | 6.50  | 6.00  | 5.50  |
| C       | 5.00 | 4.50  | 4.00  | 3.50  |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNT**  
26 wk—10% 52 wk—20%  
Rateholder: Minimum 6 per week.

## KEOS



Media Code 4 203 2400 8.00  
KEOS Radio, Box 100, 2690 Industrial Dr., Flag-  
staff, Ariz. 86001. Phone 602-774-1456.

- PERSONNEL**  
President—Jack P. Bird.  
General Manager—Russell Huntington.
- REPRESENTATIVES**  
George T. Hopewell, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 690 kc. Directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b,  
24c, 25c, 27, 28b, 28c, 29b, 30, 33d.  
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49,  
51a, 51b.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 7/1/73—Rec'd 6/7/73.

- A—Mon thru Sat 6-9 am & 4-7 pm.  
B—All other times.
- 6. SPOT ANNOUNCEMENTS**  
GUARANTEED TIME
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|------|-------|-------|-------|-------|
| 1 min   | 6.25 | 6.00  | 5.75  | 5.50  | 5.25  |
| 30 sec  | 4.70 | 4.50  | 4.30  | 4.10  | 3.90  |
- CLASS B**
- | 1 min | 30 sec | 10 sec |
|-------|--------|--------|
| 5.00  | 4.80   | 4.60   |
| 3.90  | 3.75   | 3.60   |
- 7. PACKAGE PLANS**  
BTA
- | PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|---------|------|-------|-------|-------|-------|-------|
| 1 min   | 4.50 | 4.25  | 4.00  | 3.80  | 3.60  | 3.40  |
| 30 sec  | 3.40 | 3.20  | 3.00  | 2.85  | 2.70  | 2.55  |
- 600+ 1200+  
3.50 3.00  
2.80 2.25

## GLENDALE

Mariopca County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

- See Phoenix**  
(including Glendale, Mesa, Scottsdale,  
Tempe, Tolleson)

## HOLBROOK

Navajo County—Map Location G-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## KDJI



Subscriber to the NAB Radio Code  
Media Code 4 203 2550 8.00  
KDJI Radio, Box 430 Holbrook, Ariz. 86025. Phone  
602-524-3994.

- STATION'S PROGRAMMING DESCRIPTION**  
KDJI: Programmed for general interest.
- PERSONNEL**  
General Manager—Walter V. Lowe.
  - REPRESENTATIVES**  
West Coast—Tracy Moore and Associates.
  - FACILITIES**  
5,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset.
  - AGENCY COMMISSION**  
15% on net time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

ET 8/31/69—Rec'd 7/30/69.

SPOT ANNOUNCEMENTS		1-52x		260x		1000x	
1 min	30 sec	4.00	3.75	3.50	3.25	3.00	2.75

## KINGMAN

Mohave County—Map Location E-3  
See SRDS consumer market map and data at begin-  
ning of the State.

## KAAA



Media Code 4 203 2700 9.00  
Sun Mountain Broadcast, Inc., 2534 Margaret Ave.,  
Kingman, Ariz. 86401. Phone 602-753-2537.  
**STATION'S PROGRAMMING DESCRIPTION**  
KAAA: 70% MOR, 15% C & W, 15% rock.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles D. Langerveld.
- FACILITIES**  
1,000 w. days, 250 w. nights, 1230 kc.  
Non-directional day and night.  
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 13 Eff 12/1/73—Rec'd 12/3/73.

AA—Mon thru Sat 6-9 am; Mon thru Fri 3-6 pm.  
A—Mon thru Fri 9 am-3 pm & 6-7 pm; Sat & Sun  
9 am-7 pm.  
B—Mon thru Sun 5:30-6 am & 7 pm-midnight; Sun  
6-9 am.

- SPOT ANNOUNCEMENTS**  
PER WK:

CLASS AA	260x	365x	500x
1 min	5.25	5.00	4.75
30 sec	3.50	3.35	3.15
10/15 sec	2.50	2.40	2.25

**CLASS A**

1 min	30 sec	10/15 sec
4.50	4.25	4.00
3.00	2.85	2.65
2.25	2.00	1.90

**CLASS B**

1 min	30 sec	10/15 sec
3.75	3.50	3.25
2.50	2.35	2.15
2.00	1.90	1.75

- PACKAGE PLANS**  
IMPACT PACKAGES—30%AA, 40%A, 30%B

## LAKE HAVASU CITY

Mohave County—Map Location E-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## KFWJ



Media Code 4 203 2775 1.00  
Shoblon Broadcasting, Inc., Box 980, Acama Blvd.,  
Lake Havasu City, Ariz. 86403. Phone 602-855-  
0958.

- STATION'S PROGRAMMING DESCRIPTION**  
KFWJ: Programmed for adults and young adults.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Lee Shoblon.
  - FACILITIES**  
500 w.; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

- NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 8/1/74—Rec'd 9/3/74.
- SPOT ANNOUNCEMENTS**

1x	15x	30x	50x	100x
1 min	5.45	4.85	4.50	4.25
30 sec	4.15	3.60	3.40	3.15
10 sec	2.75	2.35	2.25	2.10

**CLASS B**

1 min	30 sec	10 sec
3.80	3.50	3.30
2.80	2.60	2.50
1.90	1.80	1.70

  - PACKAGE PLANS**  
PER WK. EA:

10 ti	20 ti	30 ti	50 ti
4.25	4.00	3.75	3.50
3.25	2.90	2.60	2.70
2.15	2.00	1.90	1.80

## MESA

Mariopca County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

- See Phoenix**  
(including Glendale, Mesa, Scottsdale,  
Tempe, Tolleson)

## MIAMI

Gila County—Map Location G-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## KIKO



Media Code 4 203 2850 2.00  
Willard Shoecraft, Box 1543, Globe-Miami Hwy.,  
Globe, Ariz. 85501. Phone 602-425-4471.

- PERSONNEL**  
Owner & Mgr.—Willard Shoecraft.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.

## TIME RATES

- ET 5/1/74—Rec'd 4/29/74.
- SPOT ANNOUNCEMENTS**

1x	25x	50x	100x	150x
1 min	6.00	5.50	5.00	4.50
30 sec	4.25	4.00	3.75	3.50

# ARIZONA

## NOGALES (1 AM)

Plus 1 paid cross reference.  
Santa Cruz County—Map Location G-6  
See SRDS consumer market map and data at beginning  
of the State.

## KEVT

## TUCSON

# All Spanish Network

City of license, Tucson, Ariz. Time Motel, No-  
gales office—1002 Grand Ave., Time Motel, No-  
gales, Ariz. 85621. Phone 602-287-4627.  
See listing under Tucson, Ariz.

## KFBR

## 1967

Subscriber to the NAB Radio Code  
Media Code 4 203 2925 2.00  
Frank Baranowski, Box 340, 1118 N. Grand Ave.,  
Nogales, Ariz. 85621. Phone 602-287-5675.

- PERSONNEL**  
General Manager—Bernard Wilson.
- FACILITIES**  
250 W.: 1340 kc. Non-directional.  
Operating schedule: 6:30 am-11 pm. MST.  
Antenna ht.: 185 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Translation and adaptation of continuity from English  
to Spanish is free of charge.  
Affiliated with NBC and KFS.

## TIME RATES

No. 2 Eff 1/1/71—Rec'd 11/30/70.  
A—Mon thru Sat 6-10 am; Mon thru Fri 4-7 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS A	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.00	2.60	2.40	2.15	1.90	1.60
30 sec	2.40	2.10	1.95	1.75	1.50	1.30

**CLASS B**

1 min	30 sec	10 sec
2.90	2.50	2.30
2.30	2.00	1.85
1.85	1.65	1.50

10 sec: 50% of 1-min.

## PAGE

Cocouino County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## KPGE

## 1971

Subscriber to the NAB Radio Code  
Media Code 4 203 3200 9.00  
Lake Powell Communications, Box 1118, Page, Ariz.  
86040. Phone 602-645-2262.

- STATION'S PROGRAMMING DESCRIPTION**  
KPGE: Adult oriented.
- PERSONNEL**  
General Manager—Dale Holmes.
  - REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-direc-  
tional.  
Operating schedule: 6 am-10 pm. MST.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See Coded regulations  
Member: The Intermountain Network.

## TIME RATES

No. 1 Eff 2/1/72—Rec'd 2/28/72.

- PACKAGE PLANS**  
A—Mon thru Sat 6:30-9 am & 4:30-8:30 pm.  
B—All other times.
- | PER WK: | CLASS A | 12 ti | 18 ti | 24 ti |
|---------|---------|-------|-------|-------|
|---------|---------|-------|-------|-------|

# ARIZONA

## PHOENIX (18 AM; 11 FM)

(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

Maricopa County—Map Location F-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10am)	Daytime Traffic (10am-3pm)	Afternoon Traffic (3-7pm)	Evening Traffic (7 pm-midnight)
A	56	44	48	27
B	38	34	35	25
C	35	30	34	23
D	34	30	32	22
AVERAGE	41	35	37	24

## For busy buyers of media: MORE INFORMATION IN LESS TIME

For half a century of publishing a basic service for the people who exercise advertising's media-buying function, SRDS has learned a lot about the information that buyers of media want and need. And one of their needs is Service-Ads.

The agency media director, space buyer, account man, and advertising manager, all want to know what they're buying. It's impossible to keep all the information they need in their media files, and they can't afford to waste time or make errors. When they're looking for information, they want information—fast! Consequently they need complete-information ads.

Service-Ads and the regular listings offer a "double exposure." The regular listings give the quantitative data while the Service-Ads give the needed information relative to editorial trends, current market trends, circulation and distribution, and other qualitative data which may not be in the regular listings. Service-Ads work with the regular listings—they give you the information you need, when you need it.

SRDS is current and timely. The Service-Ads are not "puffs"; they are as concise and to the point as you would have them. They are up-to-date qualitative data about media to aid you in your comparisons and selections.

Use the Service-Ads in SRDS

G6up

# KASA

1986  
PHOENIX



Media Code 4 203 3300 7 00  
KASA, Inc., 1445 W. Baseline Road, Phoenix, Ariz. 85009. Phone 602-276-4241.

### STATION'S PROGRAMMING DESCRIPTION

KASA: Programmed for the family. Inspirational messages, Bible stories, missionary programs & public affairs, blended with Gospel music. Rec'd 7/10/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George A. Wilson.
- FACILITIES**  
10,000 w. days; 1540 kc. Directional.  
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**  
15% to recognized agency.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21b.  
Contracts: 40a, 40b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 9/1/72—Rec'd 9/15/72.

- SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 212x 424x 1000x  
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
30 sec 6.00 5.70 5.40 5.10 4.80 4.50 4.00

- PACKAGE PLANS**  
WEEKLY SATURATION PACKAGES ROS  
5 ti 10 ti 15 ti 20 ti 30 ti  
1 min 35 65 90 115 165  
30 sec 27 50 75 95 135

- PROGRAM TIME RATES**  
1x 26x 52x 130x 260x  
1 hr 110 100 90 80 70  
1/2 hr 60 54 48 42 36  
1/4 hr 36 32 28 24 20  
5 min 18 16 14 12 10

# KBB C (FM)

1960  
PHOENIX



COMBINED COMMUNICATIONS CORP.



Media Code 4 203 3375 9 00  
KTAR Broadcasting Co., Box 711, 1101 N. Central Ave., Phoenix, Ariz. 85001. Phone 602-258-7333.  
TWX 602-255-0465.  
See affiliated AM station for additional information.  
AM facilities: KTAR.

### STATION'S PROGRAMMING DESCRIPTION

KBBC (FM): Programmed for mass appeal.  
MUSIC: current hits & popular rock hits of past 15 years. COMMERCIAL POLICY: maximum commercial load of 8 minutes per hour. Contact Representative for further details. Rec'd 9/4/73.

- FACILITIES**  
ERP 118,000 w.; 98.7 mc. Stereo.  
Antenna ht.: 1,680 ft. above average terrain.  
Operating schedule: 24 hours daily. MST.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 5/1/74—Rec'd 5/2/74.  
AA—Mon thru Fri 9 am-3 pm & 6 pm-midnight;  
Sat & Sun 10 am-6 pm.  
A—Mon thru Fri 6-8 am & 3-6 pm; Sat & Sun 6-10 am & 6 pm-midnight.
- SPOT ANNOUNCEMENTS**  
CLASS AA  
1 min 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1  
30 sec 16.00 15.20 14.40 13.60 12.80 12.00

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 4a, 4c, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 23a, 27, 28b, 28c.  
Contracts: 41, 46, 51b.  
Comb.; Cont. Discounts: 60f, 62d.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.
- TIME RATES**  
No. 6 Eff 7/1/74—Rec'd 6/28/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6-10 am & 7 pm-midnight.  
B—Mon thru Sun midnight-6 am.
- SPOT ANNOUNCEMENTS**  
BTA  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
6 ti 32.00 26.00 26.00 21.00 10.00 8.00  
12 ti 31.00 25.00 25.00 20.00 9.00 7.00  
18 ti 29.00 24.00 24.00 19.00 8.00 6.00  
24 ti 29.00 23.00 23.00 18.50 7.00 5.00  
30 ti 28.00 22.50 22.00 17.50 6.00 4.50  
36 ti 27.00 21.50 21.00 17.00 5.00 4.00  
Fixed times, extra 2.00.  
PER YR: 250 x 28.00 22.50 22.00 18.00 6.00 4.50  
500 x 28.00 21.00 20.00 16.00 5.00 4.00  
1000 x 24.00 19.00 18.00 14.50 4.00 3.00  
(\* Contract minimum: 25% ea 1/4-yr period.

# KBUZ KBUZ-FM

1946  
MESA



Alan Torbet  
Associates, Inc.

A Number One Radio Station  
Subscriber to the NAB Radio Code  
Media Code 4 203 3450 0 00  
Number One Radio, Inc., 4513 E. Thomas Rd., Phoenix, Ariz. 85018. Phone 602-959-6111.

### STATION'S PROGRAMMING DESCRIPTION

KBUZ: Programmed for men and women 18 and over.  
MUSIC: standards, showtunes, popular middle-of-the-road and film music. Continuous music in uninterrupted segments. NEWS: 5 min every half hour followed by 25 min of music with a commercial cluster at quarter hour. 48 newscasts a day each containing Dow Jones average. Community awareness editorial feature in every 4th newscast. COMMERCIAL POLICY: maximum of 5 per half hour, 1 commercial adjacent to newscast, 1 commercial in newscast and 3 commercials in cluster. Sponsored newscast also includes open and close ID's. Contact Representative for further details. Rec'd 5/1/72.

- PERSONNEL**  
President—Edwin G. Richter, Jr.  
Vice-President—Frank Kalll.  
General Manager—Harry W. Reith.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.

### 3. FACILITIES

5,000 w. days, 500 w. nights; 1310 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. MST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.);  
104.7 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 140 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22a.  
Contracts: 40c.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80.  
Total frequency earned within 12 month period is retroactive.  
Spots on both KBUZ and KAIR, Tucson may be combined for frequency discount. Total combined frequency determines individual station rates. Identical schedules not necessary.  
Affiliated with ATA Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 8/4/73

- PACKAGE PLANS**  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti  
1 min 13.00 12.50 12.00 11.50 11.00 10.00 9.00  
30 sec 12.00 11.50 11.00 10.50 10.00 8.00

- SPOT ANNOUNCEMENTS**  
CLASS AA  
1 min 12.00 11.50 11.00 10.50 10.00 9.00 8.00 7.00  
30 sec 10.00 9.50 9.00 8.50 8.00 7.00 6.00
- PER YR:**  
250 x 10.50 9.50 8.50 7.50 7.50  
500 x 9.50 8.50 7.50 6.50 6.50  
1000 x 9.00 8.00 7.00 6.00  
10 sec: 70% of 1-min  
Specified time, per spot, extra 1.00.

### 10. SPECIAL FEATURES

NEWSCASTS: 1x 250x 500x 1000x  
Guaranteed 14 13 12 10  
Preemptible Floating 12 11 10 8  
Incl 1-min spot plus 10-sec open & close.

# KDKB

1962

# KDKB-FM

1967



Media Code 4 203 3675 2 00  
Dwight-Karma Broadcasting Co., Box 4227, Mesa, Ariz. 85201. Phone 602-833-4261.  
Offices and studios—146 S. Country Club Dr., Mesa, Ariz.

### STATION'S PROGRAMMING DESCRIPTION

KDKB: Programmed for young adults.  
MUSIC: progressive rock. AIR PERSONALITIES handle all segments. TALK: 1 hour interview program daily. M-F, NEWS: at 4, 8 am; noon & 5 pm. COMMERCIAL POLICY: Maximum 8 commercial minutes or 12 commercial announcements per hour. Contact Representative for further details. Rec'd 8/6/73.

- PERSONNEL**  
President—Dwight Tindle.  
Vice-Pres. & Gen'l Mgr.—Eric Hauenstein.  
General Sales Manager—Daniel Muth.

- REPRESENTATIVES**  
Selcom, Inc.

- FACILITIES**  
10,000 w.; 1510 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.);  
93.3 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 1550 above average terrain.  
Simulcast 6 am-local sunset.

### 4. AGENCY COMMISSION

15/2 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 4a, 4c, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 23a, 27, 28b, 28c.  
Contracts: 41, 46, 51b.  
Comb.; Cont. Discounts: 60f, 62d.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.

- TIME RATES**  
No. 6 Eff 7/1/74—Rec'd 6/28/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6-10 am & 7 pm-midnight.  
B—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**  
BTA  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
6 ti 32.00 26.00 26.00 21.00 10.00 8.00  
12 ti 31.00 25.00 25.00 20.00 9.00 7.00  
18 ti 29.00 24.00 24.00 19.00 8.00 6.00  
24 ti 29.00 23.00 23.00 18.50 7.00 5.00  
30 ti 28.00 22.50 22.00 17.50 6.00 4.50  
36 ti 27.00 21.50 21.00 17.00 5.00 4.00  
Fixed times, extra 2.00.  
PER YR: 250 x 28.00 22.50 22.00 18.00 6.00 4.50  
500 x 28.00 21.00 20.00 16.00 5.00 4.00  
1000 x 24.00 19.00 18.00 14.50 4.00 3.00  
(\* Contract minimum: 25% ea 1/4-yr period.

# KDOT

1956  
SCOTTSDALE



Subscriber to the NAB Radio Code  
Media Code 4 203 3750 3 00  
Central Arizona Broadcasting, Inc., Box 1827, 4601 N. Scottsdale Rd., Scottsdale, Ariz. 85251. Phone 602-947-7355.

### STATION'S PROGRAMMING DESCRIPTION

KDOT: Programmed for adults.  
No air personalities. MUSIC: general popular, standards, film music. Broadway showtunes. Religious music 1 hour Sun. All music is orchestra instrumental. News and weather hourly. 4 sportscasts daily. Stock report daily M-F. Bulletin board 3 times daily M-F. COMMERCIAL POLICY: 1 spot aired at a time. Minimum of 15 minutes product protection. Rec'd 1/11/71.

- PERSONNEL**  
General Manager—Sam E. Pendleton.  
Sales Manager—Rick Orlick.
- FACILITIES**  
5,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KDOT-FM.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.  
Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.  
Comb.; Cont. Discounts: 60e, 60f, 61a, 62a.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Prestige Radio Group.

- TIME RATES**  
AM/FM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 9/1/73—Rec'd 9/6/73.  
AAA—Mon thru Sat 6-9:30 am & 3-7 pm.  
AA—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.

- SPOT ANNOUNCEMENTS**  
CLASS AAA  
WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti  
1 min 15.00 14.00 13.00 12.00 11.00 10.00 9.00  
30 sec 11.25 10.50 9.75 9.00 8.25 7.50 6.75  
10 sec 7.50 7.00 6.50 6.00 5.50 5.00 4.50

- PACKAGE PLANS**  
CLASS AA  
PER YR, BULK:  
1 min 30 sec 10 sec 1 min 30 sec 10 sec  
520 x 13.00 9.75 6.50 9.75 7.25 4.80  
1040 x 11.00 8.25 5.50 8.25 6.10 4.10  
1560 x 9.00 6.75 4.50 6.75 5.00 3.30

- TOTAL AUDIENCE PLAN**  
PER WK: 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti  
1 min 8.40 8.00 7.40 6.75 6.00 5.40  
30 sec 6.50 6.00 5.50 5.00 4.50 4.00  
10 sec 4.20 4.00 3.70 3.40 3.00 3.00  
PER YR: 1 min 7.50 7.20 6.60 6.00 5.40  
30 sec 5.85 5.40 4.95 4.50 4.00  
10 sec 3.75 3.60 3.30 3.00 2.70

# KDOT-FM

1969  
SCOTTSDALE



Subscriber to the NAB Radio Code  
Media Code 4 203 3751 1 00  
Central Arizona Broadcasting, Inc., Box 1827, 4601 N. Scottsdale Rd., Scottsdale, Ariz. 85251. Phone 602-947-7355.

### See affiliated AM station for additional information.

- FACILITIES**  
ERP 90,000 w.; 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 170 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KDOT.
- GENERAL ADVERTISING** See coded regulations  
Member: Prestige Radio Group.  
Sold in combination with KDOT. See that listing for rates.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 9/1/73—Rec'd 9/6/73.  
A—Mon thru Sun 7 pm-6 am.

- SPOT ANNOUNCEMENTS**  
CLASS A  
WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti  
1 min 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
30 sec 5.60 5.25 4.85 4.50 4.10 3.75 3.30  
10 sec 3.75 3.50 3.25 3.00 2.75 2.50 2.25
- PACKAGE PLANS**  
PER YR, BULK:  
1 min 520x 1040x 1560x  
30 sec 4.85 4.10 3.30  
10 sec 3.25 2.75 2.25

# KHCS

1962  
PHOENIX

Media Code 4 203 3975 6 00  
Prairie Avenue Gospel Center Corp., 9827 N. 32nd St., Phoenix, Ariz. 85028. Phone 602-986-4400.

### STATION'S PROGRAMMING DESCRIPTION

KHCS: Programmed for family listening.  
MUSIC: MOR religious, sacred & gospel, both instrumental & vocal. NEWS, hourly; weather summary 2x/hour. National released religious tapes daily & (This listing continued on next page)



**Phoenix—K H C S—Continued**

weekly. Local church programs daily & weekly. Telephone call in swap shop 12N-12:55 pm. Sat: children's program 8-10 am. Rec'd 4/9/73.

- 1. PERSONNEL**  
General Manager—Charles N. Strawn.
- 3. FACILITIES**  
500 w. days; 1010 kc. Non-directional. Operating schedule: Sunrise-local sunset. MST.
- 4. AGENCY COMMISSION**  
15% time only. 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 23a, 24a, 29a, 31, 33a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60d, 61a, 62a.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82.

**NATIONAL AND LOCAL RATES SAME**  
ET 7/1/73—Rec'd 6/27/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	260x	500x	1000x	1500x
30 sec.	6.00	5.00	4.00	3.00
15 sec.	4.50	3.75	3.00	2.25
10 sec.	3.00	2.50	2.00	1.50

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti
1 min.	6.00	5.40	4.80	4.20	3.60	3.00
30 sec.	4.50	4.05	3.60	3.15	2.70	2.25
15 sec.	3.00	2.70	2.40	2.10	1.80	1.50

**8. PROGRAM TIME RATES**

1 hr.	100.00	95.00	90.00	85.00	80.00	75.00	70.00	65.00
1/2 hr.	60.00	57.00	54.00	51.00	48.00	45.00	42.00	39.00
1/4 hr.	40.00	38.00	36.00	34.00	32.00	30.00	28.00	26.00
10 min.	30.00	28.50	27.00	25.50	24.00	22.50	21.00	19.50
5 min.	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00

**KHEP**  
1956  
PHOENIX



Subscriber to the NAB Radio Code  
Media Code 4 203 4050 7.00  
Grand Canyon Broadcasters, Inc., 3883 N. 38th Ave., Phoenix, Ariz. 85019. Phone 602-278-5555.

**STATION'S PROGRAMMING DESCRIPTION**  
KHEP: Programmed for entire family.

Varied general interest programs and features using a religious format. NEWS: 5 min at :55, 15 min at 7 pm. Features: 10-10:15 am Phone-quiz; 12:45-12:55 pm Interview and spotlight pgm; 2-2:15 pm poetry; 3-3:25 pm Women's snow, fashions, interviews, cooking hints, etc.; 4-4:15 pm Serialized drama; RELIGIOUS PROGRAMMING: Drama, children's programs, inspirational, discussion, sermons, expository, and special holiday pgms and features. MUSIC: Includes full spectrum of sacred and gospel, ranges from symphony orchestra to vocal stylists, from gospel quartettes to pipe organ. Includes choral, instrumental, small vocal groups, band, soloists, anthems, cantatas, oratorios, and traditional and modern hymn forms. Rec'd 4/5/63.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack Willis.

**3. FACILITIES**  
1,000 w. days; 1280 kc. Non-directional. Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 4b, 4d.  
Basic Rates: 20a, 23a.  
Contracts: 40a, 45.  
Comb.; Cont. Discounts: 61b, 62b, 62d, 62e.  
Cancellation: 70a, 70c.  
Tobacco advertising not accepted.

**NATIONAL AND LOCAL RATES SAME**  
No. 17 ET 10/1/73—Rec'd 2/25/74.

**6. SPOT ANNOUNCEMENTS**

BTA:	1x	26x	52x	104x	156x
1 min.	7.00	6.00	5.00	4.50	4.00
30 sec.	5.00	4.50	4.00	3.50	3.00
15 sec.	3.50	3.00	2.50	2.00	1.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	45.00	80.00	112.50	140.00
30 sec.	35.00	60.00	82.50	100.00
15 sec.	25.00	40.00	55.50	66.00

**8. PROGRAM TIME RATES**

1x	13x	26x	52x	104x	156x	260x
55 min.	85	80	65	60	55	50
1/2 hr.	53	47	40	37	33	30
25 min.	47	42	36	34	31	28
1/4 hr.	36	31	27	25	23	20
10 min.	27	24	20	19	17	15

**KHEP-FM**  
1964  
PHOENIX



Subscriber to the NAB Radio Code  
Media Code 4 203 4051 5.00  
Grand Canyon Broadcasters, Inc., 3883 N. 38th Ave., Phoenix, Ariz. 85019. Phone 602-278-5555.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KHEP-FM: Programmed for the classical music enthusiasts.

Daytime programming features familiar short themes from symphonies, concertos, Broadway musicals and films. 2 min summaries broadcast hourly on 1/2 hour. Evening programming features lengthier works such

as operas, oratorios, symphonies, cantatas and concertos. Special weekend programs presented in co-operation with local classical music organizations. Rec'd 7/21/71.

**3. FACILITIES**  
EHP 100,000 w. (horiz.); 100,000 w. (vert.); 101.5 mc. Stereo.  
Operating schedule: 6-11 am. MST.

**TIME RATES**  
ET 7/1/71—Rec'd 7/22/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec.	8.00	7.50	7.00	6.50	6.00	5.50	5.00

**8. PROGRAM TIME RATES**

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr.	70	67	64	61	58	55	52
1/2 hr.	55	52	49	46	43	40	37
5 min.	30	29	28	27	26	25	24

**KIFN**  
1949  
PHOENIX

**Tichenor Media Group**



Subscriber to the NAB Radio Code

Media Code 4 203 4230 8.00  
KIFN Radio, Inc., 147 E. Garfield, Phoenix, Ariz. 85004. Phone 602-257-3353. TWX 910-951-4267.

**STATION'S PROGRAMMING DESCRIPTION**  
KIFN: Programmed for Spanish speaking Mexican-Americans and Latin-Americans.

Stress events of special appeal such as Mexican Independence Day, Cinco de Mayo, local fairs and fiestas with remote broadcasts, etc. NEWS: all newscasts pre-translated. AP and Mexican wires and mobile unit. 15 min newscasts in drive times, noon, & 3 pm. 5 min newscasts hourly elsewhere. All PERSONALITIES handle all segments and are available for special events, amateur shows, etc. MUSIC: stress popular Mexican variety, mariachi, and nortena. Soap opera and audience participation shows available. Commercial production and translation free. Contact Representative for further details. Rec'd 11/16/67.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Willie Harris, Jr. Station Manager—Guillermo A. (Bill) Aguilar. National Sales Manager—Dan Park.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.

**3. FACILITIES**  
1,000 w. days; 860 kc. Non-directional. Operating schedule: Sunrise-local sunset. MST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 22a, 23b, 24b, 25b, 26, 29b, 30, 33a.

Contracts: 40a, 41, 46, 47e, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81.  
Member: Amigo Spanish Group, Tichenor Radio Group.

**NATIONAL AND LOCAL RATES SAME**  
ET 6/1/72—Rec'd 4/25/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	17.00	16.00	15.00	14.00	13.00	12.00	11.00
20/30 sec.	13.00	12.80	12.00	11.20	10.40	9.60	8.80
10 sec.	8.50	8.00	7.50	7.00	6.50	6.00	5.50

**7. PACKAGE PLANS**

PER YR:	1 min	20/30
1000 x (minimum)	11.00	8.80

**8. PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1x	125.00	75.00	50.00	37.50	31.25	25.00
13x	118.75	71.25	47.50	35.63	29.69	23.75
26x	112.50	67.50	45.00	33.75	28.13	22.50
52x	106.25	63.75	42.50	32.81	27.35	21.88
104x	100.00	60.00	40.00	30.00	25.00	20.00
260x	93.75	56.25	37.50	28.13	23.44	18.75
312x	87.50	52.50	35.00	26.25	21.88	17.50

**10. SPECIAL FEATURES**  
NEWSCAST/WEATHERCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min.	35	30	25	20

**KJJJ**  
1940  
PHOENIX

**American Entertainment Ntwk**



Buckley Radio Sales, Inc.



Media Code 4 203 4237 0.00  
Dairyland Managers, Inc., 631 N. 1st Ave., Phoenix, Ariz. 85003. Phone 602-254-7177.

**STATION'S PROGRAMMING DESCRIPTION**  
KJJJ: MUSIC: modern country, emphasis on current country chart hits, familiar modern country standards, presented by air personalities. NEWS: national at :30; local at :60. Round the clock traffic reports from state law enforcement offices. Contact Representative for further details. Rec'd 8/2/73.

**1. PERSONNEL**  
Sta. Mgr. & Nat'l Sales—John M. Moritz. Sales Manager—Jack Brock. Program Director—Cliff Haynes.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**4. FACILITIES**  
1,000 w., 910 kc. Directional—night only. Operating schedule: 24 hours daily. MST. Rec'd 7/21/71.

**4. AGENCY COMMISSION**  
15/0 (time only).

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a, 51c, 62b.  
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 1 ET 10/4/72—Rec'd 10/26/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
CLASS AAA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	37	35	33	31	29
30 sec.	30	28	26	24	22
10 sec.	22	21	20	19	18

**CLASS AA**

1 min.	27	25	23	21	19
30 sec.	22	20	18	17	16
10 sec.	16	15	14	13	12

**CLASS A**

1 min.	19	18	17	16	15
30 sec.	15	14	13	12	11
10 sec.	12	11	10	9	8

**The Most**  
Adults 18-49  
ARB—April-May 1974  
**KJ RADIO**  
910  
PHOENIX

**KMEO** **KMEO-FM**  
1957 **PHOENIX** 1964  
**Good Music**  
**RAB**

A Media Horizons Station  
Media Code 4 203 4275 0.00  
Southwestern Horizons, Inc., 3719 N. 32nd Ave., Phoenix, Ariz. 85017. Phone 602-279-5577.

**STATION'S PROGRAMMING DESCRIPTION**  
KMEO: MUSIC: MOR, standards, showtimes; familiar selections of yesterday and today presented in uninterrupted 12-13 min segments. Big bands of 30's & 40's 9-11 am Sun. NEWS: at :57 5-9 am & 5-7 pm, every other hour remainder of day; weather, stocks or news summaries at :30. COMMERCIAL: POLICY: maximum 8 commercial min per hour. Contact Representative for further details. Rec'd 3/28/74.

**1. PERSONNEL**  
President—M. Kenneth Cowan. General Manager—John H. Seher. Sales Manager—Robert J. Zimmerman.

**2. REPRESENTATIVES**  
Century National Sales.

**3. FACILITIES**  
1,000 w.; 740 kc. Directional. Operating schedule: Sunrise-local sunset. MST. FM-ERP 100,000 w. (horiz.) 100,000 w. (vert.); 96.9 mc. Stereo. Operating schedule: 24 hours daily. MST. Antenna ht.: 1,555 ft. above average terrain. Simulcast sunrise-local sunset.

**4. AGENCY COMMISSION**  
15/0 (time only); payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a, 33c.  
Comb.; Cont. Discounts: 60b, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Member: Southwest Radio Concept.

**TIME RATES**  
No. 6 ET 8/1/74—Rec'd 7/8/74  
AAA—Mon thru Sat 6 am-7 pm; Sun 9 am-7 pm.  
AA—Mon thru Sat 5-6 am & 7 pm-midnight, Sun 5-9 am & 7 pm-midnight.  
A—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.	35	30	24	20	12	10
12 ti.	32	27	22	18	11	9
18 ti.	30	25	20	17	10	8
24 ti.	27	23	18	15	9	7

Fixed position: Per spot, extra 3.00.

**ARIZONA**

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—2/3AAA, 1/3AA  
PER WK. EA: 12 ti 18 ti 24 ti  
1 min. 25 23 21  
30 sec. 21 20 18  
When available. Minimum 6 days per wk; prepayment.

**#1 IN PHOENIX\***  
**KMEO**  
STEREO 97 FM / RADIO 74 AM  
*Beautiful "Cameo" Music*  
\*ARB A/M 74 ADULTS 6A-12M M-S

**KOOL**  
1947  
PHOENIX

**CBS Radio Network**



**KATZ RADIO**



Subscriber to the NAB Radio Code  
Media Code 4 203 4620 4.00  
KOOL Radio Television, Inc., 511 W. Adams St., Phoenix, Ariz. 85003. Phone 602-257-1234.

**STATION'S PROGRAMMING DESCRIPTION**  
KOOL: Variety of programming for general interest. MUSIC: current hits, standards & old favorites. AIR PERSONALITIES handle all segments. NEWS: network, local weather & sports at :60. State & local at :30. Helicopter traffic reports 7:15-8:15 am & 4:35-5:35 pm, plus mobile news cruisers. ENTERTAINMENT: community service & informational features. Contact Representative for further details. Rec'd 3/28/73.

**1. PERSONNEL**  
President—Tom Chamee. Vice-Pres. & Sta. Mgr.—Bill Lester. National Sales Manager—Morris Puzzi.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
5,000 w. 960 kc. Directional—night only. Operating schedule: 21 hrs. daily. MST.

**4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.

**5. GENERAL ADVERTISING** See coded

## ARIZONA

### Phoenix—K O O L-FM—Continued

#### 3. FACILITIES

ERP 100,000 w.; 94.5 m.  
Operating schedule: 24 hours. MST.  
Antenna ht.: 1620 ft. above average terrain.

#### 5. GENERAL ADVERTISING See coded regulations

Sold in combination with KOOL. See that listing for rates.

#### TIME RATES

No. 9 ET 3/25/74—Rec'd 6/3/74

AAA—Mon thru Sun 6 am-noon.  
AA—Mon thru Sun noon-6 pm.  
A—Mon thru Sun 6 pm-midnight.  
B—Mon thru Sun midnight-6 am.

#### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	17.00	12.50	10.00	8.00	6.50
AA	12.00	10.00	8.00	6.00	5.00
A	10.00	8.00	6.00	5.00	4.00

B: 70% of A.  
30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

## KOY

1922

### PHOENIX



ROBERT E. EASTMAN & CO., INC.

NAB

RAB

A Southern Broadcasting Company Station  
Subscriber to the NAB Radio Code

Media Code 4 203 4800 5.00

Southern Broadcasting Co., 840 N. Central Ave.,  
Phoenix, Ariz. 85004. Phone 602-258-8181.

#### STATION'S PROGRAMMING DESCRIPTION

KOY: Programmed for adults.  
AIR PERSONALITIES handle all segments. NEWS: twice hourly 5:30-8 am & 4:30-5:30 pm; 5 minutes at :00 all other hours. ENTERTAINMENT: 6-10 am air personalities, comedy, audience participation, air borne traffic watch reports, MOR music. 10 am-3 pm MOR music with live guest interviews, phone discussions. 3-7 pm MOR music, air personalities, air-borne traffic watch. 7 pm-6 am air personalities, emphasis on MOR music & topical information. Contact Representative for further details Rec'd 8/23/74.

#### 1. PERSONNEL

President—John G. Johnson.  
Vice-Pres. & Gen'l Mgr.—Gary D. Edens.  
Promotion Director—Pat McNeela.

#### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

#### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 550 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 27, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Eastman Radio Network.

#### TIME RATES

KOY/KRFRM COMBINATION

No. RC 1 ET 4/15/74—Rec'd 4/22/74

I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 3-7 pm.  
III—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.  
IV—Mon thru Sun 7 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	I	II	III	IV	I	II	III	IV
1 ti	75	65	80	40	60	52	48	32
12 ti	70	60	55	35	56	48	44	28
18 ti	65	55	50	32	52	44	40	26
24 ti	60	50	45	30	48	40	36	24

KOY only: Deduct 20%.

## KRDS

1960

### TOLLESON

Media Code 4 203 5100 9.00  
Southwestern Broadcasters, Inc., 3312 N. Central Ave., Phoenix, Ariz. 85012. Phone 602-264-5010.

#### STATION'S PROGRAMMING DESCRIPTION

KRDS: MOR music personality with telephone-talk in all day parts. Network news and features. SPORTS: every half hour on-the-scene weekends, play-by-play professional baseball. Contact Representative for further details. Rec'd 4/5/74.

#### 1. PERSONNEL

General Manager—H. George Carroll.

#### 2. REPRESENTATIVES

John Andy Potter Co.  
South, Southeast, Southwest—Mario Messina Company.

#### 3. FACILITIES

250 w.; 1190 kc. Directional.  
Operating schedule: 24 hours daily. MST.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33c.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62d.  
Cancellation: 70b, 70c, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 72-1 ET 7/1/72—Rec'd 10/6/72

AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	1000x
PER YR:	100x	250x	500x	750x	1000x	1000x
1 min.	14.25	13.50	12.75	12.00	11.00	10.90
30 sec.	11.40	10.80	10.20	9.60	8.80	8.00

	CLASS AA	9.00	8.25	7.50
1 min.	10.70	10.15	9.55	9.00
30 sec.	8.53	8.10	7.65	7.20

	CLASS A	6.00	5.50	5.00
1 min.	7.10	6.75	6.40	6.00
30 sec.	5.70	5.40	5.10	4.80

#### 7. PACKAGE PLANS

##### TOTAL AUDIENCE PLAN

I—Total Plan (40%AAA, 40%AA, 20%A)  
II—Man Plan (50%AAA, 20%AA, 30%A)  
III—Woman Plan (30%AAA, 70%AA)

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	12.00	11.25	9.75	8.75
30 sec.	9.60	9.60	7.80	7.00

Wkly pkgs. convert to yearly frequency, when earned. Retroactive discounts in spots; no cash, no further discounts.

#### 10. SPECIAL FEATURES

##### 5-MINUTE NEWS

1-4 ti per wk—1 1/2x 1-min/10 ti.  
5-9 ti per wk—1 1/2x 1-min/20 ti.  
10 ti per wk—1 1/2x 1-min/30 ti.

## KRFM

1955

### PHOENIX



ROBERT E. EASTMAN & CO., INC.

NAB

RAB

A Southern Broadcasting Company Station

Media Code 4 203 5250 2.00

Arizona FM, Inc., Box 10098, 3501 N. 16th St.,  
Phoenix, Ariz. 85064. Phone 602-264-0123.

#### STATION'S PROGRAMMING DESCRIPTION

KRFM: Programmed for adults and young adults. 6 program hosts present all programs. MUSIC 95%: film music, showtunes, standards, light classic, current hits. NEWS: in summary form on the hour. Sports in newscasts. COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 3/8/72.

#### 1. PERSONNEL

President—John G. Johnson.  
Vice-Pres. & Gen'l Mgr.—Gary D. Edens.  
Vice-Pres. & Sta. Mgr.—Tom Churchill.

#### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

#### 3. FACILITIES

ERP 100,000 (horiz.), 100,000 w. (vert.); 95.5 mc.  
Stereo.  
Operating schedule: 24 hours. MST.  
Antenna ht.: 1,550 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0; payable by 15th.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a, 28a, 29a.  
Contracts: 40a, 44a, 45, 46, 51a.  
Comb.: Cont. Discounts: 60b, 60i, 60k, 62b.  
Cancellation: 70e, 71a, 78b.  
Prod. Services: 80.  
Affiliated with Eastman Radio Network.  
Sold in combination with KOY. See that listing for rates.

#### TIME RATES

No. 12 ET 10/1/73—Rev 4/15/74—Rec'd 4/2/74.  
I, II, III—Mon thru Sat 6 am-7 pm; Sun 9 am-7 pm.  
IV—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am.  
V—Mon thru Sun midnight-5 am.

#### 7. PACKAGE PLANS

PER WK:	(*) I min	IV	V	(*) 30/less	IV	V
1 ti	30.00	24.00	12.00	30.50	20.50	10.00
12 ti	34.00	22.00	11.00	29.00	18.50	9.50
18 ti	32.00	21.00	10.00	27.00	18.00	8.50
24 ti	30.00	20.00	9.00	25.50	17.00	7.50

(\*) I, II, III.

(Phoenix continued on next page)

# Phoenix is a one station market.

Hard to believe isn't it?

Media people know that buying Phoenix has always been an exasperating experience, an effort to accumulate audience in a 33-station market.

But shrewd buyers are discovering that a combined buy of KOY and KRFM can give them dominance in a fragmented market. In fact, for the past eight years, the one station that has consistently been the leader in adults is KOYKRFM.\*

When you think of us as one station, Phoenix suddenly becomes a one-station market.

KOYKRFM. Think of us as one station. And then you won't have to think so long about what to buy in Phoenix. You'll know.

# KOYKRFM

\* Arbitron: 16 consecutive reports (Oct/Nov 1966-April/May 1974), TSA, Av 1/2 hr. estimates, Mon.-Sun., 6 AM-12 Mid., Adults 18+

Represented by Eastman

## Demographic estimates for every Metro Area

## men & women in 4 age groups teens and children

See Contents Page.

R-N 9/10



Phoenix—Continued

**KRIZ**  
1950  
PHOENIX



A Doubleday Station

RADIO ADVERTISING REPRESENTATIVES, INC.

**RAB**

Media Code 4 203 5400 8.00

Doubleday Broadcasting Co., Inc., 2345 W. Buckeye Rd., Phoenix, Ariz. 85009. Phone 602-258-6717. TWX 910-951-1320.

**STATION'S PROGRAMMING DESCRIPTION**

KRIZ: Programmed for young adults 18-35 & teens. **COMMERCIAL POLICY:** maximum of 10 minutes per hour. **MUSIC:** top 30 & selected albums. **NEWS:** at 30 am drive time & all night only, with complete mobile coverage & audio service. Contact Representative for further details. Rec'd 11/21/73.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—William G. Smith.  
General Sales Manager—Alan Goodman.

**2. REPRESENTATIVES**

Radio Advertising Representatives, Inc.  
Texas—John Vacca.

**3. FACILITIES**

1,000 w. days; 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**

15%.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 5, 7b, 8.

Rate Protection: 10b, 11n, 12n, 13n, 14b, 15c, 16.

Basic rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 28c, 30, 31, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60g, 60h, 62a.

Cancellation: 70a, 70c, 72, 73b.

Prod. Services: 80, 81, 82.

**TIME RATES**

No. 3 Eff 4/1/74—Rec'd 4/3/74.

AAA—Mon thru Sat 5:30-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm & 7-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK: CLASS AAA

1 min..... 1 ti 10 ti 20 ti 30 ti 40 ti

30 sec..... 27 28 29 24 23

1 min..... 24 23 22 21 20

30 sec..... 20 19 18 17 16

**7. PACKAGE PLANS**

WEEKLY PLANS—1/2AAA, 1/2AA

PLAN: 1 min 30 sec

I—18 ti..... 22.50 17.50

II—24 ti..... 21.50 16.50

III—36 ti..... 20.00 15.00

Preemptible.

**BULK PLANS**

PER YR: —AAA— —AA—

250 x..... 1 min 30 sec 1 min 30 sec

500 x..... 22 18 19 16

1000 x..... 21 17 18 15

1000 x..... 20 16 17 14

**KRUX**

1946

GLENDALE

A Lotus Communications Corporation Station

Media Code 4 203 5550 5.00

Arizona Lotus Corp., 7401 W. Camelback Rd.

Phoenix, Ariz. 85033. Phone 602-247-5789.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Larry Mazursky.

**2. REPRESENTATIVES**

McGavren-Gulld, Inc.

**3. FACILITIES**

3,000 w. days; 500 w. nights; 1360 kc.

Directional—night only.

Operating schedule: 24 hours. MST.

**4. AGENCY COMMISSION**

15/0 gross billings less applicable discounts.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 5.

Rate Protection: 10b.

Basic Rates: 20a, 22a.

Contracts: 40a.

Comb.: Cont. Discounts: 60f.

Cancellation: 70c, 71a, 73b.

Prod. Services: 82.

Affiliated with American Contemporary Network.

10% discount for same schedule on KTKT, Tucson.

**TIME RATES**

No. 12 Eff 3/1/73—Rec'd 2/3/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK: —A— —B—

12 ti..... 24 19 22 17 16 12

18 ti..... 23 18 20 15 14 11

24 ti..... 22 17 19 14 13 10

30 ti..... 21 16 18 13 12 9

(\*) 30 sec or less.

**7. PACKAGE PLANS**

IMPACT, PER WK: 12 ti 18 ti 24 ti 30 ti

1 min..... 20.00 19.00 18.00 17.00

30 sec or less..... 16.00 15.20 14.40 13.60

Preferred rotation in ea day part/7 days; subject to clearance.

**KTAR**  
1922  
PHOENIX



COMBINED COMMUNICATIONS CORP.

**BLAIR RADIO**

All News

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 203 5700 6.00

KTAR Broadcasting Co., Box 711, KTAR Bldg., 1101

N. Central Ave., Phoenix, Ariz. 85001. Phone 602-

258-7333. TWX 602-255-0465.

**STATION'S PROGRAMMING DESCRIPTION**

KTAR: All news/sports format. University sports,

professional hockey & network sports. Agri-business

news with farm director. Contact Representative for

further details. Rec'd 7/1/74.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Ralph W. Beaudin.

General Sales Manager—Stephen Jacobs.

Operations Manager—John Bonnett.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

5,000 w.; 620 kc. Directional—night only.

Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 25a,

28a, 29a, 30.

Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48,

50, 51a, 51b, 51c.

Cancellation: 70a, 70c, 71a, 73a.

Prod. Services: 80, 81, 82.

FM facilities: KBUC (FM).

Affiliated with NBC.

Affiliated with American Information Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 2A Eff 8/1/74—Rec'd 5/3/74.

I—Mon thru Sat 6-10 am.

II—Mon thru Sat 3-7 pm.

III—Mon thru Sat 10-3 pm.

IV—Mon thru Sat 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK: CLASS I

1 min..... 42 40 38 36 34

30 sec..... 34 32 30 28 26

1 min..... 36 34 32 30 28

30 sec..... 29 27 25 23 21

1 min..... 34 32 30 28 26

30 sec..... 27 25 23 21 19

1 min..... 26 24 22 20 18

30 sec..... 21 19 17 15 13

**7. PACKAGE PLANS**

1/3I, 1/3II, 1/3III, MON THRU SAT

1 min..... 12x 18x 24x

30 sec..... 26 24 22

**ARIZONA**

**KTUF**  
1960  
TEMPE

**KNIX (FM)**  
1969  
PHOENIX

**AVCO**  
RADIO SALES

Country Music

**RAB**

Media Code 4 203 5775 6.00

Buck Owens Broadcasting, Inc., Box 15040, Phoenix, Ariz. 85015. Phone 602-966-6236.

**STATION'S PROGRAMMING DESCRIPTION**

KTUF: Programmed for adults & young adults.

Target audience 18-49.

**MUSIC:** modern country, with air personalities.

Phone line requests. **NEWS:** at 55. Sports: at :28

during drive times. Emphasis on local events (40%

national & international). Public affairs weekdays in

60-second featurettes 5x/day. Contact Representative

for further details. Rec'd 3/26/73.

**1. PERSONNEL**

President—Buck Owens.

Gen'l & Gen'l Sales Mgr.—Vic Mariani.

Program Director—Larry Daniels.

**2. REPRESENTATIVES**

Avco Radio Sales.

(This listing continued on next page)

# PULSE & ARB AGREE KTAR Radio 620 WORKS!

PULSE

ARB

Mar/Apr '74 RSA Monday-Friday

Apr/May '74 TSA Monday-Friday

# 1 Cume Men 18 +

6 AM-12 M

# 2 Average Men 18 +

6 AM-12 M

# 1 Cume Adults 18 +

6-10 AM

# 1 Cume Men 18 +

6 AM-12 M

# 1 Average Men 18 +

6-10 AM

# 1 Cume Adults 18 +

6 AM-12 M

# 1 Cume Men 18 +

6-10 AM

# 1 Cume Adults 18 +

6-10 AM

# 1 Average Men 18 +

6-10/3-7 PM

# 1 Tie Average Men 18 +

6-10 AM

# 1 Cume Men 18 +

6-10/3-7 PM

# 1 Cume Men 18 +

6-10 AM

# 1 Average Men 18 +

6-10/3-7 PM

# 1 Cume Men 18 +

6-10/3-7 PM

Now Represented by Blair

# ARIZONA

## Phoenix—KTUF, KNIX (FM)—Continued

- 3. FACILITIES**  
50,000 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.  
ERP 100,000 w.; 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 1,610 ft. above average terrain.  
Simulcast sunrise-local sunset.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Arco Group Plan.

**NATIONAL AND LOCAL RATES SAME**  
No. 1A ET 8/1/73—Rec'd 9/12/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7-9 pm.  
C—Mon thru Sun midnight-6 am.

**7. PACKAGE PLANS**

PER WK:	1 min	1 min	1 min	1 min	1 min	1 min	1 min
40 ti	12.00	10.00	11.00	9.00	6.00	5.00	4.00
30 ti	14.50	12.00	13.00	11.00	7.00	6.00	5.00
20 ti	15.50	13.00	14.50	12.00	8.00	7.00	6.00
10 ti	16.50	14.50	15.50	13.00	9.00	8.00	7.00
1 ti	18.50	15.50	16.50	14.50	10.00	9.00	8.00

\*BULK

1000x	11.00	9.00	10.00	8.00	5.00	4.00	3.00
500x	13.00	10.00	11.00	9.00	6.00	5.00	4.00
250x	14.50	11.00	12.00	10.00	7.00	6.00	5.00

(\*) 25% must be run within 90 days of contract date.  
(†) 30/10 sec.

- 10. SPECIAL FEATURES**  
News sponsorship—1-min rate plus 2.00.  
Sports sponsorship—1-min rate plus 1.50.  
Incl. open & close plus 1 1-min spot.

## KUPD 1960 TEMPE KUPD-FM 1960

Media Code 4 203 6000 0.00  
Tri-State Broadcasting Co., Inc., 417 N. 1st St., Phoenix, Ariz. 85004. Phone 602-258-3434.  
**STATION'S PROGRAMMING DESCRIPTION**  
KUPD: Programmed for young adults 18-35 & teens. MUSIC: rock. Contact Representative for further details. Rec'd 8/29/74.

**1. PERSONNEL**  
General Manager—Bob Melton.  
National Sales Manager—Lloyd D. Melton.

**2. REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.

**3. FACILITIES**  
500 w.; 1060 kc. Directional.  
Operating schedule: 24 hours daily. MST.  
ERP—ERP 100,000 w.; 97.9 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 1,620 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 22b, 23a, 24c, 25c, 27, 28a, 29a, 33b.  
Contracts: 40a, 41, 44b, 45, 46, 48, 51a, 51b, 51c.  
Comb. Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 ET 3/1/73—Rec'd 4/23/73.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Mon thru Sat 7 pm-midnight; Sat 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 min.	14 ti 21 ti 28 ti 35 ti 14 ti 21 ti 28 ti 35 ti	14 ti 21 ti 28 ti 35 ti
30 sec.	17.00 16.00 15.00 14.00 15.00 14.00 13.00 12.00	10.00 12.00
10 sec.	12.00 11.40 10.80 10.20 10.80 10.20 9.60 9.00	9.00 9.00

**PER YR:** 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
500 x..... 17.00 14.00 10.20 15.00 12.00 9.00  
1000 x..... 16.00 13.00 9.60 14.00 11.00 8.40

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2 AAA, 1/2 AA

1 min.	14 ti	21 ti	28 ti	35 ti
1 min.	19	18	17	16
30 sec.	16	15	14	13
10 sec.	11	10	9	8

## KXIV 1954 PHOENIX

Media Code 4 203 6150 3.00  
KXIV, Inc., 8003 N. Central Ave., Suite 704, Phoenix, Ariz. 85012. Phone 602-264-9001.

**STATION'S PROGRAMMING DESCRIPTION**  
KXIV: Programmed for adults and young adults. MUSIC: emphasis on middle-of-the-road music hosted by personalities. Humor, music news, sports, special traffic and weather reports 6-10 am & 4-6 pm. Music, news, and features 10 am-4 pm & 6-8 pm. Talk show, controversy, 8 pm-12M. Music, news and sports 12M-6 am. NEWS: 5 min on hour,

3 min on half hour. Live coverage of local golf tournaments and professional football network coverage. Newcomer news average of 1 per hour throughout day, every day. Contact Representative for further details. Rec'd 3/28/74.

- 1. PERSONNEL**  
President—Dick Van Dyke.  
Exec. Vice-Pres. & Gen'l Mgr.—Ira L. Lavin.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.
- 3. FACILITIES**  
1,000 w. days. 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 32a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 2 ET 7/5/74.

Drive time—Mon thru Fri 6-10 am & 1-7 pm.  
ROS—Mon thru Fri 10 am-4 pm & 7-8 pm; Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AM	PM	AM	PM	AM	PM
1 ti	20.00	15.00	16.00	12.00	10.00	7.50
10 ti	19.50	14.50	15.60	11.60	9.75	7.25
20 ti	19.00	14.00	15.20	11.20	9.50	7.00
30 ti	18.50	13.50	14.80	10.80	9.25	6.75
40 ti	18.00	13.00	14.40	10.40	9.00	6.50

ROS: 1 ti 10 ti 20 ti 30 ti 40 ti  
1 min..... 13.00 12.50 12.00 11.50 11.00  
30 sec..... 10.40 10.00 9.60 9.20 8.80  
10 sec..... 6.50 6.25 6.00 5.75 5.50

DISCOUNT  
26+ wk—10%.

- 7. PACKAGE PLANS**  
TOTAL AUDIENCE PERSONALIZED PLAN
- PER WK, EA: 1 min 30 sec
- Plan A, 20 ti (5 AM Drive, 5 PM Drive, 10 midday-7:45 pm)..... 12.50 10.00  
Plan B, 30 ti (7 AM Drive, 8 PM Drive, 15 midday-7:45 pm)..... 11.80 9.50  
Plan C, 40 ti (10 AM Drive, 10 PM Drive, 20 midday-7:45 pm)..... 11.00 8.75
- YEARLY BULK RATES—1/2 AM, 1/2 PM DRIVE  
1 min 30 sec 15.00 12.00  
500 x..... 14.50 11.60

- 9. PARTICIPATING PROGRAMS** 1 min 30 sec
- John Sage Controversy—Sun thru Fri 8 pm-midnight, ea..... 13.00 10.40  
Mort Fega & Night Jazz Show—Tues thru Sun Ea..... 6.00 4.80
- 10. SPECIAL FEATURES**  
NEWSARTS & SPORTSCASTS  
5-min newscast at :00; Frank Pollack on Sports 7:30, 8:30 am, 12:30, 4:30 & 5:30 pm.  
Drive time 6-10 am 25.00 Drive time 4-7 pm..... 20.00  
ROS 10 am-4 pm..... 18.00  
Combination of 2 pks:  
1 AM Drive, 1 ROS 31.00 1 PM Drive, 1 ROS 25.00

## KXTC (FM) 1970 GLENDALE

Media Code 4 203 6300 4.00  
Arizona Communications Corp., Hotel Westward Ho, 818 N. Central Ave., Phoenix, Ariz. 85004. Phone 602-258-1213.

**STATION'S PROGRAMMING DESCRIPTION**  
KXTC (FM): Programmed for adults & young adults, with emphasis on local community news & programs. Network news 14 times daily. ALL PER-SONALITIES handle all music programs, primarily jazz. SPORTS: professional baseball & football. Local special events live. Contact Representative for further details. Rec'd 7/1/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dick Gilbert.  
Vice-Pres. & Prog. Dir.—Alma Gilbert.
- 2. REPRESENTATIVES**  
Herbert E. Groskin & Co.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 308 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 61a, 61b.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 1/1/74—Rec'd 12/4/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
PER YR:	13x	26x	52x	104x	260x
1 min	15.00	14.25	13.50	12.75	12.00
30 sec	12.00	11.25	10.50	9.75	9.00
10 sec	10.50	9.75	9.00	8.25	7.50

**8. PROGRAM TIME RATES**  
1 hr—\$1 1-min rate.  
1/2 hr—\$1 1-min rate.  
1/4 hr—\$1 1-min rate.  
5 min—1/2x 1-min rate.

## PRESCOTT (2 AM)

Yavapai County—Map Location F-3  
See SDDS consumer market map and data at beginning of the State.

## KNOT 1957 RAB

Media Code 4 203 6600 7.00  
Parkell Broadcasting Inc., Box 151 145 N. Cortez, Prescott, Ariz. 86301. Phone 602-445-6880.  
**STATION'S PROGRAMMING DESCRIPTION**  
KNOT: Programmed for adults & young adults.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Boyd J. Browning.

**2. REPRESENTATIVES**  
Los Angeles—Selcom, Inc.

**3. FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 5:15-1 am. MST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 3/1/74—Rec'd 2/27/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	5.75	5.50	5.25	5.00	4.75
30 sec	4.60	4.40	4.20	4.00	3.80

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK, ROS: 1 min 30 sec 10 sec  
10 ti (minimum)..... 4.00 3.00 2.00

**10. SPECIAL FEATURES**  
5-min news, sports, stock market—applicable 1-min rate plus 1.00.

## KYCA 1940

**NBC Radio Network**

Media Code 4 203 6750 0.00  
Southwest Broadcasting Co., Box 1631, N. Mount Vernon Ave. ext., Prescott, Ariz. 86301. Phone 602-445-1700.

- STATION'S PROGRAMMING DESCRIPTION**  
KYCA: MOR music, news, 4 personalities, sports.
- 1. PERSONNEL**  
General Manager—Lou Silverstein.
- 2. REPRESENTATIVES**  
Denver—Bob Ilix Co., Inc.  
Los Angeles, San Francisco—Harlan G. Oakes, Inc.  
Dallas—Mario Messina Company.  
New York, Chicago—Gene Boiles Company.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:45 am-midnight. MST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.

**TIME RATES**  
No. 3 ET—Rec'd 3/1/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10+	1 ti	5 ti	10+
1 wk.	5.50	5.00	4.50	4.00	3.70	3.50
26 wk.	5.10	4.60	4.20	3.80	3.30	3.10

10 sec: 50% of 1-min.  
ROS: 1 min 30 sec 10 sec  
Flat..... 3.00 2.25 1.50

## SAFFORD

Graham County—Map Location G-4  
See SDDS consumer market map and data at beginning of the State.

## KATO 1961

Media Code 4 203 6900 1.00  
KNIL, Inc., dba KATO, Drawer L, 524 3rd Ave., Safford, Ariz. 85546. Phone 602-428-1230.

- 1. PERSONNEL**  
General Manager—Bill Arnold.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5:30 am-11:15 pm. MST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC & KBS.  
Member: Farm Directors Radio Network.
- TIME RATES**  
ET 6/1/70—Rec'd 7/22/70.
- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1x   | 13x  | 26x  | 52x  | 156x | 312x | 624x | 1248x |
|---------|------|------|------|------|------|------|------|-------|
| 1 min   | 4.00 | 3.75 | 3.45 | 3.15 | 2.85 | 2.40 | 2.00 | 1.50  |
| 30 sec  | 3.00 | 2.80 | 2.65 | 2.40 | 2.10 | 1.80 | 1.50 | 1.25  |

## SCOTTSDALE

Maricopa County—Map Location F-4  
See SDDS consumer market map and data at beginning of the State.

See Phoenix (including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

## SHOW LOW (2 AM; 1 FM)

Navajo County—Map Location G-2  
See SDDS consumer market map and data at beginning of the State.

## KVSL 1968

Subscriber to the NAB Radio Code  
Media Code 4 203 6975 3.00  
Robert D. Zellmer T/A White Mountain Broadcasters, Inc., Box 940, Show Low, Ariz. 85901. Phone 602-537-2228.

- STATION'S PROGRAMMING DESCRIPTION**  
KVSL: NEWS: local/area 7:35, 8:30 am, 12:30, 4, 11, PERSONNEL  
Owner/Manager—Robert D. Zellmer.
- 2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. MST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arizona Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/1/74—Rec'd 2/18/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, ROS:	1 ti	10 ti	31 ti	46+
1 min	2.90	2.60	2.30	2.00
30 sec	1.90	1.60	1.40	1.20

10 sec/1D's, flat ea 1.20.

## KVWM 1957

Media Code 4 203 7050 4.00  
Peak Broadcasting Co., Box 660, Show Low, Ariz. 85901. Phone 602-537-2345.

- 1. PERSONNEL**  
Owner & Mgr.—Searcy J. Woodworth.
- 3. FACILITIES**  
5,000 w. days; 970 kc. Non-directional.  
Operating schedule: Daytime only. MST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Station contract form required.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/29/74—Rec'd 5/3/74.
- 6. SPOT ANNOUNCEMENTS**
- | 1x       | 13x  | 26x  | 39x  | 52x   | 104x  | 156x  |
|----------|------|------|------|-------|-------|-------|
| Min/less | 2.89 | 2.73 | 2.63 | 2.47  | 2.30  | 2.14  |
|          | 208x | 260x | 312x | 1000x | 1500x | 2000x |
| Min/less | 1.81 | 1.64 | 1.48 | 1.36  | 1.18  | 1.06  |

## KVWM-FM 1964

Media Code 4 203 7051 2.00  
Searcy J. Woodworth, Box 660, Show Low, Ariz. 85901. Phone 537-2345.  
See affiliated AM station for additional information.

**3. FACILITIES**  
3,000 W.; 93.5 mc.  
Operating schedule: Sunrise-10 pm daily. MST.  
Antenna ht.: 147 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Station contract form required.

Rates are identical to KVWM. See that listing.

## SIERRA VISTA

Cochise County—Map Location G-5  
See SDDS consumer market map and data at beginning of the State.

## KHFH 1957

Subscriber to the NAB Radio Code  
Media Code 4 203 7200 5.00  
Huachuca Broadcasting Co., Box 1566, Sierra Vista, Ariz. 85635. Phone 602-458-4313.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth Ferguson.
- 2. REPRESENTATIVES**  
Los Angeles—B W Broadcast Sales.
- 3. FACILITIES**  
1,000 w. days; 500 w. nights; 1420 kc. Directional nights only.  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Beer, wine, hard liquor advertising not acceptable.
- TIME RATES**  
ET 7/1/70—Rec'd 10/1/70.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK, ROS: | 1 ti | 10 ti | 20 ti | 30 ti |
|--------------|------|-------|-------|-------|
| 1 min        | 4.50 | 3.60  | 3.40  | 3.20  |
| 30 sec       | 3.00 | 2.40  | 2.30  | 2.20  |
| 10 sec       | 2.00 | 1.60  | 1.50  | 1.40  |
- Guaranteed Times—6:30-8 am & 4-6 pm, per spot, extra 1.50.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
RATEHOLDER  
Minimum 5 ti per wk.

## TEMPE

Maricopa County—Map Location F-4  
See SDDS consumer market map and data at beginning of the State.

See Phoenix (including Glendale, Mesa, Scottsdale, Tempe, Tolleson)



## TOLLESON

Maricopa County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## See Phoenix

(including Glendale, Mesa, Scottsdale, Tempe, Tolleson)

## TUCSON (11 AM; 5 PM)

Pima County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart

Station	Morning Traffic (6-10 am)		Daytime (10 am-3 pm)		Afternoon Traffic (3-7 pm)		Evening (7 pm-midnight)	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
A	22	18	22	18	18	14	14	14
B	16	14	14	14	14	14	14	14
C	14	12	14	14	14	14	14	14
D	13	12	14	14	14	14	14	14
AVERAGE	16	14	16	14	14	14	14	14

## KAIR

1956



Alan Torbet Associates, Inc.

A Number One Radio Station  
Subscriber to the NAB Radio Code  
Media Code 4 203 7350 6.00

Number One Radio, Inc., Box 951, 404 N. Freeway, Tucson, Ariz. 85702. Phone 602-624-0401.

**STATION'S PROGRAMMING DESCRIPTION**  
KAIR: Programmed for 18 plus men and women. MUSIC: standards, show tunes, popular MOR & film music. Continuous music in uninterrupted segments. NEWS: every half hour is programmed same; a 5 min newscast followed by 25 min of music with a commercial cluster at 15. 48 newscasts a day each containing Dow Jones average. Community awareness editorial feature in every 6th newscast. COMMERCIAL POLICY: maximum of 5 per half hour, 1 minute adjacent to newscast, 1 commercial in newscast & 3 commercials in cluster with appropriate separation. Sponsored newscast also includes open & close ID's. Contact Representative for further details. Rec'd 3/26/71.

**1. PERSONNEL**  
President—Edwin G. Richter, Jr.  
Vice-Pres./Prog.—Frank Kallil  
Exec. Vice-Pres. & Nat'l Sales Mgr.—Howard D. Duncan, Jr.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
250 w. 1490 kc. Non-directional.  
Operating schedule: 24 hrs. daily. MST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 3a, 4a, 5, 6b, 7b, 8.

Rate Protection: 10b, 12b.

Basic Rates: 20b, 22a.

Contracts: 40c.

Comb.; Cont. Discounts: 60f.

Cancellation: 70c, 71a, 73b.

Prod. Services: 80.

Total frequency earned within 12-month period is retroactive.

Affiliated with ATA Radio Network.

Spots on both KAIR and KBUZ, Phoenix, may be combined for frequency discount. Total combined frequency determines individual station rates. Identical schedules not necessary.

## TIME RATES

No. 8-C Eff 9/1/73—Rec'd 8/2/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA

PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti 50 ti

1 min..... 17.00 15.50 14.50 14.00 13.50 13.00

30 sec..... 16.00 14.50 13.50 13.00 12.50 12.00

CLASS A

1 min..... 15.00 13.50 12.50 12.00 11.50 11.00

30 sec..... 14.00 12.50 11.50 11.00 10.50 10.00

## KAIR-FM

1973

A Number One Radio Station

Media Code 4 203 7351 6.00

Number One Radio, Box 951, 404 N. Freeway, Tucson, Ariz. 85702. Phone 602-624-0401.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

KAIR-FM: MUSIC: standards, showtunes, popular, MOR & film.

Music segments are interrupted 3/x per hour. NEWS: brief at :60. COMMERCIAL POLICY: no more than 6 commercial units per hour. Contact Representative for further details. Rec'd 5/25/73.

**1. PERSONNEL**  
General Manager—Howard Duncan.  
Sales Manager—Jerry Gaulke.

**3. FACILITIES**  
ERP 25,000 w.; 94.9 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: — ft. above average terrain.

## TIME RATES

No. 2 Eff 4/1/74—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**

FIXED: 1x 250x 500x 1000x

1 min..... 9 8 7 6

30 sec..... 8 7 6 5

## 7. PACKAGE PLANS

PER WK:	1 wk				13 wks			
ROS:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	6.00	7.75	7.50	7.25	7.00	6.75	6.50	6.25
30 sec	5.00	6.75	6.50	6.25	6.00	5.75	5.50	5.25
26 wks								
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
52 wks								
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
WEEKEND PLAN—BTA								
1 min	4.00 30 sec..... 3.00							
Preemptible; 20 spots maximum.								

## KCEE

1958

## NBC Radio Network



Subscriber to the NAB Radio Code

Media Code 4 203 7500 8.00

Strauss Broadcasting Company, Box 5803, Tucson, Ariz. 85703. Phone 602-622-7788.

**STATION'S PROGRAMMING DESCRIPTION**

KCEE: Programmed for adult and young adult interest.

Minimum talk. MUSIC 85%: includes standards, popular middle-of-the-road, film music, showtunes.

Original cast Broadway musicals 11:05 am-noon each Sun morning. Semi-classics each evening 8:05-9 pm.

NEWS 15%: national and international news on hour.

Local and regional coverage plus national and international headlines on half hour under supervision of news director with UP wire service and direct line reports on stock market. Community awareness editorials and regular program reports from NASA.

Contact Representative for further details. Rec'd 5/1/68.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert A. Strauss.  
Station Manager—Jay Sargeon.  
Sales Manager—Bob Strauss.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.

**3. FACILITIES**  
5,000 w. days; 500 w. nights. 790 kc. Directional.  
Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 7b, 8.

Rate Protection: 10b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 23a, 24b, 25a, 28c, 29a, 30.

Contracts: 40a, 41, 42a, 44b, 45, 46.

Comb.; Cont. Discounts: 60a, 60c, 60l, 61a, 61h.

Cancellation: 70a, 70c, 71a.

Affiliated with NBC.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 1/1/73—Rec'd 12/21/72.

AA—Mon thru Fri 6-10 am & 4-7 pm.

A—Mon thru Fri 10 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.

B—Mon thru Sun 10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

AM ONLY

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec

1 x..... 12.00 11.00 11.00 10.00 8.00 7.00

25 x..... 11.00 10.00 10.00 9.00 7.50 6.50

50 x..... 10.00 9.00 9.00 8.00 7.00 6.00

100 x..... 9.50 8.50 8.50 7.50 6.50 5.50

150 x..... 9.00 8.00 8.00 7.00 6.00 5.00

250 x..... 8.00 7.00 7.00 6.00 5.00 4.50

300 x..... 7.50 6.50 6.50 5.50 5.00 4.00

500 x..... 6.00 5.00 5.00 4.50 4.00 3.50

10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

AM ONLY

PER WK: 1 min 30 sec 1 min 30 sec

10..... 9.50 8.50 8.50 7.50

20..... 8.50 7.50 7.50 6.50

30..... 7.50 6.50 6.50 5.50

50..... 6.00 5.00 5.00 4.00

50 Plan—no more than 50% in AA.

10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

PER WK: 1 min 30 sec 1 min 30 sec

10 ti..... 11.00 10.00 10.00 9.00

20 ti..... 10.00 9.00 9.00 8.00

30 ti..... 9.00 8.00 8.00 7.00

50 ti..... 7.00 6.00 6.00 5.00

50 Plan—no more than 50% in AA.

10 sec: 60% of 1-min.

## KCEE-FM

1967

Media Code 4 203 7501 6.00

Strauss Broadcasting Company, Box 5803, Tucson, Ariz. 85703. Phone 602-622-7788.

See affiliated AM station for additional information.

## STATION'S PROGRAMMING DESCRIPTION

KCEE-FM: Programmed for adults and young adults in uninterrupted segments.

No ad lib. MUSIC 90%: includes showtunes, film music, standards and popular middle-of-the-road.

NEWS 10%: news director supervises local and regional news, plus national and international headlines at each half hour, with UP wire service and direct line stock market reports. Contact Representative for further details. Rec'd 5/1/68.

**3. FACILITIES**

FM-ERP 25,500 w.; 96.1 mc.

Operating schedule: 24 hours daily. MST.

**5. GENERAL ADVERTISING** See coded regulations

Sold in combination with KCEE. See that listing for rates.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 1/1/73—Rec'd 12/21/72.

AA—Mon thru Fri 6-10 am & 4-7 pm.

A—Mon thru Fri 10 am-4 pm & 7-10 pm; Sat & Sun 6 am-10 pm.

B—Mon thru Sun 10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

1 x..... 10.00 9.00 9.00 8.00

25 x..... 9.00 8.00 8.00 7.00

50 x..... 8.50 7.50 7.50 6.50

100 x..... 8.00 7.00 7.00 6.00

150 x..... 7.50 6.50 6.50 5.50

250 x..... 6.50 5.50 5.50 4.50

300 x..... 6.00 5.00 5.00 4.00

500 x..... 5.50 4.50 4.50 3.50

10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

WKLY: 1 min 30 sec 1 min 30 sec

10 ti..... 7.50 7.00 6.50 6.00

20 ti..... 6.50 6.00 5.50 5.00

30 ti..... 5.50 5.00 4.50 4.00

50 ti..... 4.50 4.00 4.00 3.00

50 Plan—no more than 50% in AA.

10 sec: 60% of 1-min.

## KCUB

1929

Media Code 4 203 7650 1.00

Hex Broadcasting Corp., Box 2308, Tucson, Ariz. 85702. Phone 602-623-4323.

**STATION'S PROGRAMMING DESCRIPTION**

KCUB: Programmed for adults.

NEWS: 5 min reports all hours. MUSIC: modern C & W; with personalities and contests. COMMERCIAL POLICY: 15 minutes per hour, maximum.

Contact Representative for further details. Rec'd 10/31/72.

**1. PERSONNEL**  
President—Jim Stone.  
Sales Manager—Phil Richardson.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w., 1290 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 3a, 3d, 4a, 5, 6a.

Rate Protection: 10b, 11b, 12b, 15b, 15d.

Affiliated with Eastman Radio Network.

## TIME RATES

Eff 7/1/74—Rec'd 5/28/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—All other times.

**7. PACKAGE PLANS**

PER WK: 1 min 30 sec 1 min 30 sec

6 ti..... 11.50 9.20 10.25 8.20

12 ti..... 11.00 8.80 9.75 7.80

18 ti..... 10.50 8.40 9.25 7.40

24 ti..... 10.00 8.00 8.75 7.00

30 ti..... 9.50 7.80 8.25 6.80

42 ti..... 9.00 7.20 7.75 6.20

48 ti..... 8.50 6.80 7.25 5.80

54 ti..... 8.00 6.40 6.75 5.40

10 sec: 60% of 1-min.

BULK, PER YR.

# ARIZONA

## Tucson—KHOS—Continued

**NATIONAL AND LOCAL RATES SAME**  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 B—Mon thru Sun 5-6 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
 SPECIFIED TIME

PER YR:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	9.00	7.50	8.00	6.50	5.50	4.50
250 x	8.50	7.00	7.50	6.00	5.00	4.25
500 x	8.00	6.50	7.00	5.50	4.50	3.75
750 x	7.50	6.00	6.50	5.00	4.00	3.25
1000 x	7.00	5.50	6.00	4.50	3.50	2.75

10 sec ID's: 50% of 1-min.

**7. PACKAGE PLANS**  
 SPECIFIED TIME

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	8.75	7.25	7.75	6.25	5.25	4.50
12 ti	8.50	7.00	7.50	6.00	5.00	4.25
18 ti	8.25	6.75	7.25	5.75	4.75	4.00
24 ti	8.00	6.50	7.00	5.50	4.50	3.75
30 ti	7.75	6.25	6.75	5.25	4.25	3.50
36 ti	7.50	6.00	6.50	5.00	4.00	3.25
42 ti	7.25	5.75	6.25	4.75	3.75	3.00
48 ti	7.00	5.50	6.00	4.50	3.50	2.75

10 sec ID's: 50% of 1-min.

## KHYY

Media Code 4 203 8175 8.00  
 Golden State Broadcasting Corp., 2307 E. Broadway,  
 Tucson, Ariz. 85719. Phone 602-623-7501.

**STATION'S PROGRAMMING DESCRIPTION**  
 KHYY: Programmed for adults 18-49.  
**MUSIC:** modern MOR blended with million sellers  
 from past 20 years. **PERSONALITIES:** NEWS: 50  
 min at 6 am, 2 5-min news breaks 7-10 am, 5 min  
 per hour after 10 am. **SPORTS:** professional &  
 college football, auto racing, professional football  
 playoffs. Contact Representative for further details.  
 Rec'd 5/2/74.

**1. PERSONNEL**  
 President—Robert H. Scholz.  
 General Manager—Dennis Hall.  
 Sales Manager—Jeff Martin.

**2. REPRESENTATIVES**  
 Century National Sales.

**3. FACILITIES**  
 500 w. days; 1330 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, MST.

**4. AGENCY COMMISSION**  
 15/0; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 12c.  
 Basic Rates: 20b, 22a, 24b, 25c, 28a, 29a, 33d.  
 Contracts: 40a, 41, 42b, 44a, 45, 46, 50, 51b.  
 Comb.: Cont. Discounts: 60b, 61a.  
 Cancellation: 70c, 71a, 73a.  
 Prod. Services: 80, 81, 82.  
 Affiliated with KBY and MBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 8 ET 3/15/74—Rec'd 5/2/74.

**7. PACKAGE PLANS**

BTA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.00	7.25	6.50
30 sec	8.70	7.75	7.00	6.25	5.50

**BULK RATES, PER YR:**

1 min	250x	500x	1000x
1 min	8.00	7.25	6.00
30 sec	7.00	6.25	5.25

**PACKAGE DEAL—30 DAY**  
 NON-CANCELLABLE—BTA

185 1-min or 240 30-sec	800.00
75 1-min or 90 30-sec	400.00
33 1-min or 40 30-sec	200.00

10 sec: 50% of 30-sec.

**9. PARTICIPATING PROGRAMS**

**BILL BALANCE SHOW**

1 min	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.00	10.00	9.70	8.50	7.50
30 sec	10.75	9.75	8.50	7.50	6.50

10 sec: 50% of 30-sec.

## KIKX

1946  
 A John Walton Station  
 Subscriber to the NAB Radio Code

Media Code 4 203 8250 9.00  
 A John Walton Station, Box 5566, Tucson, Ariz.  
 85703. Phone 602-289-9711.

**STATION'S PROGRAMMING DESCRIPTION**  
 KIKX: Programmed for young adults 18-39.  
**MUSIC:** Top 40. **NEWS:** drive time hourly, 12N &  
 all night. **AIR PERSONALITIES:** telephone/con-  
 tacts & listener participation requests. Contact Rep-  
 resentative for further details. Rec'd 8/20/73.

**1. PERSONNEL**  
 General Manager—Martin Ross.  
 Sales Manager—Loyal D. Clark.  
 Program Director—Chuck Dunaway.

**2. REPRESENTATIVES**  
 Selcom, Inc.

**3. FACILITIES**  
 5,000 w. days, 500 w. nights; 580 kc. Directional—  
 night only.  
 Operating schedule: 24 hours daily, MST.

**4. AGENCY COMMISSION**  
 15/0; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 11b, 12b, 13b, 14b, 15b, 16.  
 Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26, 28a,  
 28c, 29b, 30, 31, 32b, 33d.  
 Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 51a,  
 51b, 51c.  
 Comb.: Cont. Discounts: 60d, 40e, 60f, 60h, 60i, 61c,  
 62b, 62d.  
 Cancellation: 70b, 70d, 71a, 73b.  
 Prod. Services: 80, 81, 82.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 6 ET 9/1/72—Rec'd 5/7/73.

Drive time—Mon thru Sun 5-9 am & 3-7 pm.  
 Household time—Mon thru Sun 9 am-3 pm.  
 Relaxed time—Mon thru Sun 7 pm-midnight.  
 Other time—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER	Drive Time	Household Time
WK:	12 ti 18 ti 24 ti 30 ti	12 ti 18 ti 24 ti 30 ti
1 min.	14.00 12.00 11.00 10.00	12.00 10.00 9.00 8.00
30 sec.	10.50 9.00 8.25 7.50	9.00 7.50 6.75 6.00

Relaxed Time

1 min.	10.00	8.00	7.00	6.00	5.00
30 sec.	7.50	6.00	5.50	5.00	4.50

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER	Impact Plan	Shotgun ROS
WK:	12 ti 18 ti 24 ti 30 ti	12 ti 18 ti 24 ti 30 ti
BULK:	500x 750x 1000x 2000x	500x 750x 1000x 2000x
1 min.	8.00 7.25 6.75 6.25	6.50 6.00 5.50 5.00
30 sec.	6.50 6.00 5.50 5.00	4.50 4.25 4.00 3.75

(\*) Drive time—50%. Household—40%. Other—  
 10%.

Impact & Shotgun ROS Bulk not combinable with  
 time slot bulk plans.  
 (†) Spots placed as available; immediately pre-  
 emptible.

**NITE OWL SPECIAL**  
 PER WK/PER MO, MIDNIGHT-5 AM:

30 sec	75	125	150
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**8. PROGRAM TIME RATES**  
 \*YEARLY BULK

PER YR:	500x	750x	1000x	500x	750x	1000x
1 min.	12.00	11.00	10.00	10.00	9.00	8.00
30 sec.	9.00	8.25	7.50	7.50	6.75	6.00

Relaxed Time

1 min.	8.00	7.00	6.00	7.00	6.00	5.00
30 sec.	6.00	5.50	5.00	5.25	4.50	4.00

(\*) All time slot bulk rates combinable.

**10. SPECIAL FEATURES**  
 News adjacencies—extra 25% to earned rates.

## KOPO

1947  
**CBS Radio Network**

Subscriber to the NAB Radio Code  
 Media Code 4 203 8550 2.00  
 KOPO Broadcasting Co., Inc., 120 W. Broadway,  
 Tucson, Ariz. 85701. Phone 602-882-8511.

**STATION'S PROGRAMMING DESCRIPTION**  
 KOPO: Programmed for family listening.  
**MUSIC:** blend of popular/standard MOR stylings &  
 select contemporary releases sprinkled with nostalgic  
 encores. **NEWS:** network at :30 followed by local  
 news & weather. **SPORTS:** local college & high  
 school football. Contact Representative for further  
 details. Rec'd 6/3/74.

**1. PERSONNEL**  
 President—Tom Chauncey.  
 General Manager—Joe Crystall.  
 Program Director—Joel Byars.

**2. REPRESENTATIVES**  
 Katz Radio.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily, MST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13c, 14c, 15a,  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c,  
 25a, 26, 29a, 30.  
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,  
 47b, 48, 50, 51a, 51b.  
 Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 61c, 62b.  
 Cancellation: 70a, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with CBS.

**TIME RATES**  
 No. 2 ET 6/1/74—Rec'd 8/27/74.

AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 3-7 pm.  
 A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 7 am-  
 7 pm.  
 B—Mon thru Fri 7-10 pm; Sat & Sun 7 pm-mid-  
 night.  
 C—Midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	12 ti	24 ti	36 ti
AAA	15	13	11	9
AA	12	10	8	(*)
A	9	7	5	4
B	6	5	4	3

(\*) 5.50.  
 30 sec: 80% of 1-min. 10 sec: 10% of 1-min.

**7. PACKAGE PLANS**

PER WK, TAP:	8 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1/2AAA	12.00	10.00	9.00	8.00	7.00	6.00
1/3AAA, 1/3AA	9.00	8.00	7.00	6.00	5.00	4.50
1/3AA	8.00	7.00	6.00	5.00	4.50	4.00
2/3 ROS	8.00	7.00	6.00	5.00	4.50	4.00
ROS	6.00	5.50	5.00	4.50	4.00	3.50

**BULK PLAN:**

	155x	250x	300x	500x	750x
AAA	13.00	11.00	9.00	7.00	5.00
AA	10.00	8.00	6.00	4.00	3.50
A	7.00	5.50	4.00	2.50	2.00
B	5.00	4.50	3.00	2.00	1.50
ROS	5.50	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

## KTKT

1949  
 A Lotus Communications Corporation Station  
 Media Code 4 203 8700 3.00  
 Arizona Lotus Corp., Box 5585, 2020 W. Grant Rd.,  
 Tucson, Ariz. 85703. Phone 602-622-6711.

**1. PERSONNEL**  
 President—Larry Mazursky.  
 Vice Pres. & Gen'l Mgr.—Sheldon Engel.

**2. REPRESENTATIVES**  
 McGavren-Gulld, Inc.

**3. FACILITIES**  
 10,000 w. days, 1,800 w. nights; 990 kc.  
 Directional.  
 Operating schedule: 24 hours daily, MST.

**4. AGENCY COMMISSION** 15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5.  
 Rate Protection: 10b.  
 Basic Rates: 20a, 22a.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60f.  
 Cancellation: 70a, 71a, 73b.  
 Prod. Services: 82.  
 10% discount for same schedule on KRUX, Phoenix.

**TIME RATES**  
 No. 9 ET 6/1/73—Rec'd 5/3/73.

AA—6-10 am & 3-7 pm.  
 A—3-6 am, 10 am-8 pm & 7 pm-midnight.  
 B—Midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	22.00	17.00	18.00	14.00	11.00	8.80
18 ti	21.00	16.50	17.00	13.50	10.00	8.00
24 ti	20.00	16.00	16.00	12.50	9.00	7.20
30+	19.00	15.20	15.00	12.00	8.00	6.40

(\*) 30 sec or less.

## KTUC

1928  
 Media Code 4 203 8850 6.00  
 KTUC, Inc., Box 4009, 1511 E. 16th St., Tucson,  
 Ariz. 85717. Phone 602-622-3344.

**1. PERSONNEL**  
 General Manager—Thomas A. Maples.  
 Sales Manager—E. H. Kelly.

**2. REPRESENTATIVES**  
 Mario Messina Company.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc. Non-  
 directional.  
 Operating schedule: 5-2 am daily, MST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
 Contracts: 40a, 42b, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM facilities: KFMM (FM).  
 Affiliated with American Information Network.

**TIME RATES**  
 ET 9/1/68—Rec'd 9/2/68.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA	8.50	5.50	4.00	3.50	5.50	4.50
A	5.50	4.50	3.25	2.50	4.50	3.25

**CLASS B**

1 x	4.50	4.00	2.50
6 x	4.25	3.75	2.35
11 x	4.00	3.50	2.25
24 x	3.75	3.25	2.10
21+	3.50	3.00	2.00

**CLASS C**

1 x	3.00	2.50	1.50
5+	2.00	1.50	1.00

**10. SPECIAL FEATURES**  
**NEWSCASTS**  
 5 minutes fixed time, 10:00: rotating time 8.00.

## KWFM (FM)

1969  
**CBS Radio Network**

Media Code 4 203 8900 9.00  
 An Alvin I. Korngold Station, Box 13, Lawyers  
 Title Bldg., Tucson, Ariz. 85701. Phone 602-624-  
 5588.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWFM (FM): Programmed for young adults and  
 adults.  
**MUSIC:** Rock, featuring album cuts of rock, pro-  
 gressive rock, folk, blues and jazz. **COMMERCIAL**  
**POLICY:** 9 minutes per hour. Contact Representative  
 for further details. Rec'd 6/3/70.

**1. PERSONNEL**  
 Station Manager—Aileen J. McGhie.

**2. REPRESENTATIVES**  
 Savall/Gates, Inc.

**3. FACILITIES**  
 ERP 28,500 w.; 92.9 mc. Stereo.  
 Operating schedule: 24 hours daily, MST.



## Wickenburg—K S W W—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Arizona Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 1/1/73—Rec'd 1/5/73.

A—Mon thru Sat 7-9 am & 4-6 pm.  
B—Mon thru Sat 9 am-4 pm; Sun all day.

CLASS A						
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	4.50	4.25	4.00	3.75	3.50	3.25
30 sec.	3.60	3.40	3.20	3.00	2.80	2.60
CLASS B						
1 min.	3.40	3.20	3.00	2.80	2.65	2.45
30 sec.	2.70	2.55	2.40	2.25	2.10	1.95

### DISCOUNT

13 wk—2-1/2% 30 wk—7-1/2%  
26 wk—5% 52 wk—10%

## 10. SPECIAL FEATURES

News at 5:00—5-min rate.  
Headlines at :30—30 sec rate plus 30%.  
Market & farm news—5-min rate.  
Live sports—2x 1-min.  
Live rodeos—3x 1-min.  
Neighborhood line—3x 1-min.

## WILLCOX

Cochise County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KHIL

1959

Media Code 4 203 9150 0.00  
Cochise Broadcasting Co., Box 880, 488 N. Haskell Ave., Willcox, Ariz. 85643. Phone 602-384-2780.

STATION'S PROGRAMMING DESCRIPTION  
KHIL: Programmed for general interest.

## 1. PERSONNEL

Owner—Harold E. Bruzee.

## 2. REPRESENTATIVES

George T. Hopewell, Inc.

## 3. FACILITIES

5,000 w. days; 1250 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.

## 4. AGENCY COMMISSION

15% time only; 2% cash discount if paid by 10th.

## 5. GENERAL ADVERTISING See coded regulations

### TIME RATES

ET 8/15/69—Rec'd 8/6/69.

CLASS A									
PER WK:	1x	26x	52x	156x	260x	520x	800x	1000x	
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.00	
30 sec	6.00	5.00	4.50	4.00	3.50	3.00	2.50	2.00	
10 sec	4.00	3.70	3.40	3.10	2.80	2.70	2.50	2.00	

## 7. PACKAGE PLANS

SATURATION PACKAGES

30 30-sec spots in 7 days	100
50 30-sec spots in 7 days	150
30 10-sec spots in 7 days	50

## WILLIAMS

Cocconino County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## KCYN

1968

Media Code 4 203 9225 0.00  
Hancock Broadcast House, Box 66, 138 W. Bill Williams Ave., Williams, Ariz. 86046. Phone 602-435-4488.

Flagstaff office: Amron Bldg., 1901 Center St., Flagstaff, Ariz. 86001.

## 1. PERSONNEL

General Manager—Richard S. Bathurst.

## 2. REPRESENTATIVES

Bill Dahlsten & Associates.

## 3. FACILITIES

1,000 w. days; 250 w. nights; 1240 kc. Non-directional.

## 4. AGENCY COMMISSION

None; all rates net to station.

## 5. GENERAL ADVERTISING See coded regulations

### TIME RATES

ET 8/5/74—Rec'd 8/5/74.

CLASS A			
PER WK:	1 ti	52 ti	104 ti
1 min.	3.00	2.50	2.00
30 sec.	2.50	2.00	1.50

## WINSLOW

Navajo County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State

## KINO

1962

Media Code 4 203 9300 1.00  
Winslow Communications, Inc., Box K, Winslow, Ariz. 86047. Phone 602-289-3364, 3365.

## 1. PERSONNEL

General Manager—E. James Brady.

## 2. REPRESENTATIVES

J. A. Lacey & Co., Inc./JALCO.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc. Non-directional.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.  
Affiliated with American Entertainment Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 2/1/74—Rec'd 3/8/74.

## 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	3.00	2.75	2.50	2.25	2.00	1.75
30 sec.	2.25	2.05	1.85	1.65	1.50	1.30
PER YR:	600+ 1200+					
1 min.	2.20 1.70					
30 sec.	1.65 1.25					

Less than 30 sec—1.25.  
BTA 8 am-7 pm; 1/4 am drive, 1/4 pm drive, 1/2 non-drive.  
Guaranteed time, extra 20%.

## YUMA (2 AM; 2 FM)

Yuma County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## KALJ (FM)

1970

Media Code 4 203 9400 9.00  
Lan-Jol Enterprises, Box 4457, 843 Avenue B, Yuma, Ariz. 85364. Phone 602-782-4355.

## 1. PERSONNEL

Owners—J. Pollard, B. Langill.  
Gen'l & Sales Mgr.—Joel E. Pollard.  
Traffic Manager—Patricia Garrison.

## 2. REPRESENTATIVES

Savalli/Gates, Inc.

## 3. FACILITIES

ERP 25,000 w. (horiz.), 25,000 w. (vert.); 95.1 mc. Stereo.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 3c, 4a, 4d, 5, 6b, 8.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 ET 10/5/73—Rec'd 10/30/73.

A—8-10 am & 2-4 pm, guaranteed.  
B—All other times, guaranteed.

## 6. SPOT ANNOUNCEMENTS

CLASS A

FIXED:	1 ti	26x	52x	156x	260x	520x	1000x
1 min	6.50	6.00	5.50	5.00	4.50	4.25	4.00
30 sec	5.50	5.10	4.70	4.30	3.90	3.70	3.50
1 min	5.50	5.00	4.75	4.50	4.25	4.00	3.50
30 sec	4.70	4.30	4.10	3.90	3.70	3.50	3.10
PER YR, ROS, BTA:	260x 520x 1000x						
1 min.	3.85 3.65 3.40						
30 sec.	3.45 3.25 3.00						

## 7. PACKAGE PLANS

BTA

10 10-sec/7 days	20.00
20 10-sec/7 days	30.00
20 15-sec/7 days	45.00
40 15-sec/30 days	96.00
60 20-sec/30 days	156.00
90 20-sec/30 days	225.00
30 30-sec/30 days	90.00
30 1-min/30 days	109.50

## 10. SPECIAL FEATURES

BTA

Dan Clancy—Mon thru Fri 6-10 am, 26-wk contract, 1 min 7.00.

Gracie's Roundtable—Mon thru Fri 8:30-9 am, 26-wk contract, 1 min 7.00.

Fruit Frost Warning, 5 daily/7 days, 8:05, 9:05, 10:05, 11:05 pm, 12:05 am, per mo, 260.00.

Stock Market Report, Mon thru Fri—2 daily, approx 10 am & 1 pm, per mo, 125.00.

Sports Wrap-up—daily 6:15 pm, per mo, 97.50.

Agriculture News—Mon thru Fri, daily, per mo, 65.00.

30 45-sec newscast 30/days, per mo, 90.00.

Weekend Newscast—Sat & Sun, per wk, ea., 6.00.

Holiday Traffic Reports 10-15 sec., 24.50.

Customs of Christmas 10 20-sec, ROS., 27.50.

Our Yuma County—1st & 3rd Mon, 1/2 hr. prog., 3 1-min spots. Incl open & close plus 20 spots, per mo, ea., 70.00.

## KBLU

1940

Subscriber to the NAB Radio Code  
Media Code 4 203 9500 6.00  
KBLU Broadcasting Co., Box 1501, 1301 S. 3rd Ave., Yuma, Ariz. 85364. Phone 602-782-3881.

## STATION'S PROGRAMMING DESCRIPTION

KBLU: Programmed for adults and young adults in 18-49 age group.

MUSIC: 70% current hits, 30% past hits. AIR PERSONALITIES handle all time periods. NEWS: network news on hour; local news at :30. FARM: news & weather 6-7 am; Ag weather 9:40 am; Fruit frost warnings (in season) 9:05 & 10:05 pm.

SPORTS: live coverage of high school football, major league baseball and Indy 500 race. Contact Representative for further details. Rec'd 1/4/73.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Robert W. Crites.  
Sales Manager—Neil (Bud) O'Neill.  
Farm Director—Fred Pelger.

## 2. REPRESENTATIVES

Avery-Knodt, Inc.

## 3. FACILITIES

1,000 w. 500 kc. Directional—night only.  
Operating schedule: 6 am-midnight. MST.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 25a, 28a, 29a.  
Contracts: 40a, 42a, 44a, 44b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 10/1/73—Rec'd 9/4/73.

AAA—Mon thru Sat 6-10 am; Mon thru Fri noon—1 pm & 4-7 pm.

AA—Mon thru Fri 10 am-noon & 1-4 pm; Sat 10 am-7 pm and Sun 6 am-7 pm.

A—Mon thru Sun 7 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK, FIXED:	12 ti	24 ti	36 ti	48 ti
PER YR, FIXED:	312x	624x	936x	
AAA	7.00	6.00	5.50	5.00
AA	4.60	3.90	3.60	3.30
A	3.00	2.60	2.40	2.10

30 SECONDS

AAA	5.60	4.80	4.40	4.00
AA	3.40	2.90	2.70	2.40
A	2.40	2.10	1.90	1.70

## 7. PACKAGE PLANS

TAP—1/2AAA, 1/2AA—6 AM-7 PM

PER WK, EA:

12 ti	24 ti	36 ti	48 ti	
1 min.	5.50	4.70	4.30	3.90
30 sec.	4.40	3.70	3.40	3.10

BTA—ROS—6 AM-MIDNIGHT

1 min.	4.00	3.40	3.20	3.00
30 sec.	3.20	2.70	2.60	2.40

312, 624, 936 spots per yr qualify for 24, 36, 48 TAP or BTA rates.

## 8. PROGRAM TIME RATES

CLASS AAA

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60	45	30	15
52 x	50	37	25	12

CLASS AA & A

1 x	40	30	20	10
52 x	33	25	17	8

## KJOK

1972

Media Code 4 203 9601 2.00  
Magnamedia, Inc., Box 228, 699 Ave. B, Yuma, Ariz. 85364. Phone 602-782-3544.

See affiliated AM station for additional information.

AM facilities: KVOY.

## STATION'S PROGRAMMING DESCRIPTION

KJOK: Demographic profile 18-34.

MUSIC: 40% solid gold, 60% current contemporary.

Contact Representative for further details. Rec'd 9/7/73.

## 3. FACILITIES

ERP 30,000 w.; 93.1 mc. Stereo.

Operating schedule: 24 hours daily. MST.

Antenna ht.: 74 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 10/15/71—Rec'd 9/3/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—Mon thru Sat 7 pm-midnight; Sun all day.

## 6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK, FIXED:	18 ti	24 ti	36 ti	60 ti	90 ti
PER YR, FIXED:	234x	312x	468x	780x	1170x
AAA	7.50	7.00	6.00	5.50	5.00
AA	6.25	5.75	5.00	4.25	3.50
A	5.50	5.00	4.00	3.25	

# ARKANSAS

## Negro Population Data

(January 1, 1974)		COUNTIES	
STATE TOTAL.....	334,101	Crittenden.....	19,663
METRO AREAS.....		Jefferson.....	34,152
Fayetteville.....		Lee.....	10,082
Springdale.....	668	Mississippi.....	14,788
Fort Smith.....	6,397	Ouachita.....	10,760
Hot Springs.....	5,075	Phillips.....	20,398
Little Rock-North.....		Pulaski.....	60,533
Little Rock.....	61,533	St. Francis.....	12,298
Pine Bluff.....	34,152	Union.....	12,832
Texarkana.....	24,110		
Total Metros.....	131,935	Total Counties..	195,501

## ARKANSAS

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Arkansas Radio Network

Comprised of:  
Interconnected Stations

KVRC—Arkadelphia  
KMLA—Ashdown  
KMCW—Augusta  
KTHS—Berryville  
KTHS (FM)—Blytheville  
KILCS—Dierhville  
KTHI, KBITI-FM—Brinkley  
KJWH—Camden  
KCRV—Caruthersville, Mo.  
\*WKDL—Clarksdale, Miss.  
KLYR—Clarksville  
\*KCB—Coring  
\*KAGH, KAGH-FM—Crossett  
K'AB—Dardanelle  
KWKK (FM)—Dardanelle  
KDQN—DeQueen  
KDEW, KDEW-FM—De Witt  
KDDA—Dumas  
KDMS—El Dorado  
KNWA (FM)—Fayetteville  
KBJT—Fordyce  
KXJK—Forest City  
KFDF—Fort Smith/Van Buren  
WJPH—Greenville, Miss.  
KHOZ—Harrison  
KAWW—Heber Springs  
KCHT (FM), \*KFFA—Helena  
KXAR—Hope

KRHS, KBHS-FM—Hot Springs  
KFIN (FM)—Jonesboro  
KARN, KKYK (FM)—Little Rock  
KFMV (FM)—Magnolia  
KMA—Magnolia  
KROK—Malvern  
\*KAMS (FM)—Mammoth Spring  
KZOT—Marianna  
KPCA—Marked Tree  
KPNM—Mena  
KHEM, KHEM-FM—Monticello  
KVOM—Morrilton  
K'LO-FM—Mountain Home  
KBRH—Nashville  
KNBY, KNBY-FM—Newport  
KNSL, KHFO—Osceola  
K'CL—Paris  
KCAT—Pine Bluff  
K'PA—Pine Bluff  
KTPA—Prescott  
KAMO, KAMO-FM—Rogers/Bentonville  
\*KSM—Sikeston, Mo.  
K'UA, K'UA-FM—Sioux Springs  
KWAK—Stuttgart  
KATQ—Texarkana  
\*KALM—Thayer  
KTMN—Trumann  
K'UD—West Memphis

(\*) Limited programming.  
Media Code 4 204 0050 9.00  
Snider Corp., 1001 Spring Street, Little Rock, Ark. 72203, Phone 501-376-9292.

- PERSONNEL  
President—Ted L. Snider.  
Manager—Tom Longfellow.  
Operations Manager—Harris Owen.
- REPRESENTATIVES  
Blair Radio.
- AGENCY COMMISSION  
15/0 time only.

**TIME RATES**  
No. 6 Eff 8/14/74—Rec'd 8/22/74

AAA—6-10 am.	AA—10 am-3 pm & 3-7 pm.	A—7 pm-midnight.	B—ROS.
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**SPOT ANNOUNCEMENTS**

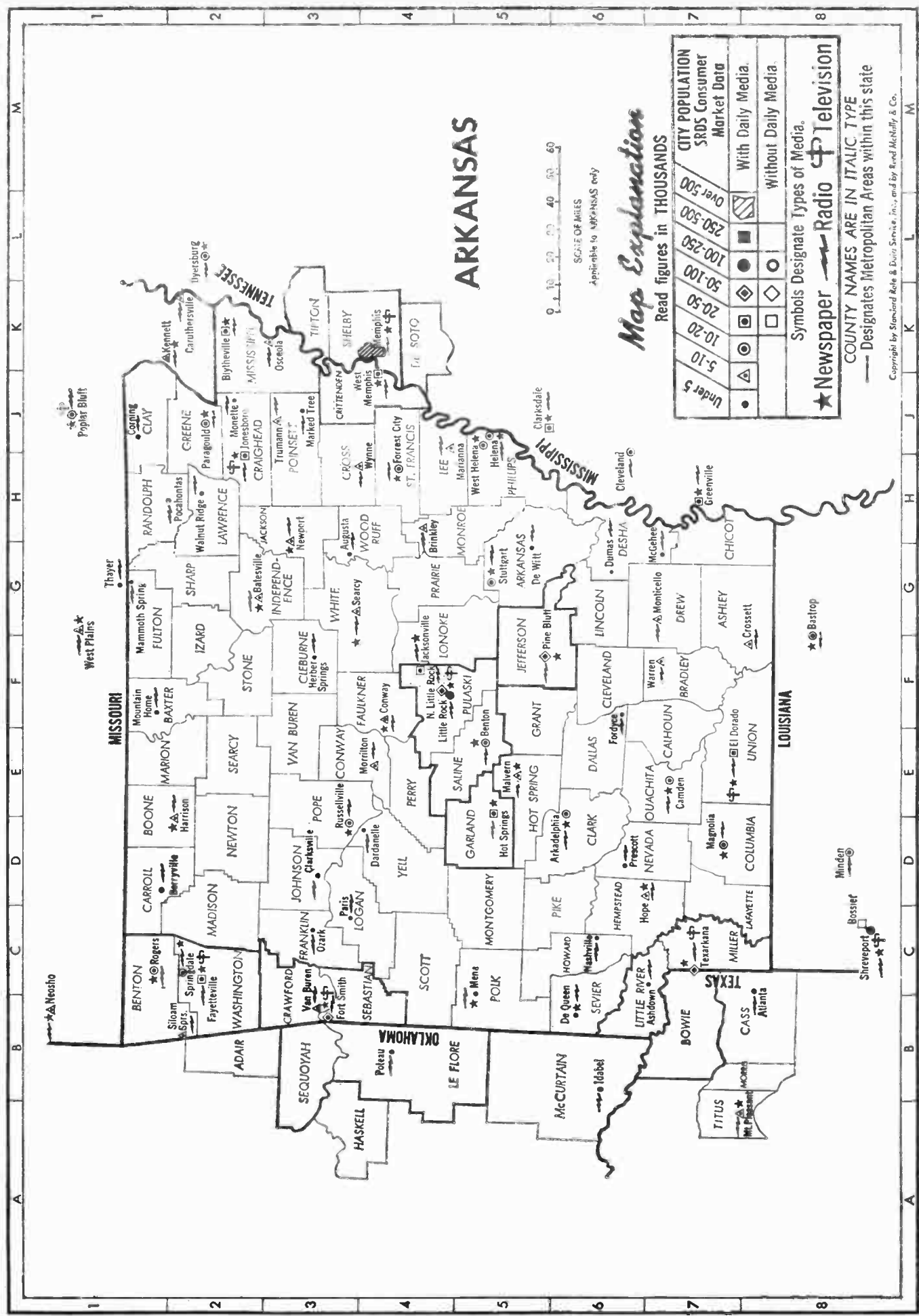
	FULL NETWORK			
	1 ti	6 ti	12 ti	12 ti
AAA	125	100	120	96
AA	110	88	105	84
A	75	60	70	56
B	75	60	70	56

E Flat, ROS, 1-min 87.00; 30-sec 70.00.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5%; 26 wk—7%; 52 wk—10%

**SPECIAL FEATURES**  
SELECTED NETWORK STATIONS  
Delta Farm Show—8:15-6:30 am Incl open, close plus 1-min spot, 5 min sponsorship 115.00  
AKN weather show—6:30 am. Incl 1-min spot & close, co-sponsorship 85.00  
AKN markets—12:30 pm. Incl 30-sec spot & close, co-sponsorship 70.00.  
Ray Cooper outdoors—5:15 pm, incl 30-sec spot & close, co-sponsorship 70.00.

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 204 0085 5.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3726.  
(This listing continued on page 111)





# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Blytheville—Mississippi Fayetteville—Washington Hot Springs—Garland Jonesboro—Craighead North Little Rock—Pulaski Pine Bluff—Jefferson Texarkana—Miller West Memphis—Crittenden  
El Dorado—Union Fort Smith—Sebastian Jacksonville—Pulaski Little Rock—Pulaski Springdale—Washington

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1973								Retail Sales—1973							Passenger Cars (1/1/74) (000)	Farm Population (1/1/74) (000)	Gross Farm Income 1973 (\$000)			
	Population 1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$000)	% Distribution of Families					Total Retail Sales Per Household (\$000)	By Selected Store Types											
				3000	5000	8000	10000	15000		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)				Service (\$000)		
<b>ARKANSAS STATE TOTALS</b> .....	2,002.5	676.55	6,213,371	9,184	14.0	21.4	12.2	18.3	15.1	4,246,193	6,276	754,989	114,768	472,910	174,779	196,394	1,019,275	308,724	790.54	204.7	1,909,284
ARKANSAS G-5.....	23.8	8.06	75,222	9,333	13.5	24.0	12.2	18.3	15.1	68,119	8,451	11,418	1,172	5,695	2,390	3,177	11,430	5,463	9.72	3.4	68,658
ASHLEY G-7.....	25.4	8.10	70,007	8,643	12.5	20.6	12.2	20.4	14.3	48,151	5,945	10,985	1,766	4,949	1,695	2,877	10,794	3,890	8.77	1.0	14,320
BAXTER F-1.....	17.1	6.80	52,686	7,748	18.8	23.7	10.9	14.9	12.1	34,570	5,084	6,334	803	2,787	649	2,707	7,656	2,640	7.73	1.3	4,459
BENTON C-1.....	55.8	19.74	177,758	9,705	14.2	24.1	14.2	20.1	14.1	95,565	4,841	18,307	3,085	12,757	2,630	4,137	19,730	7,468	23.64	9.8	123,109
BOONE D-1.....	20.3	7.47	68,068	9,112	14.4	22.8	13.1	16.6	14.1	53,491	7,161	8,333	1,315	6,016	2,247	3,547	11,167	3,699	8.57	4.4	13,755
BRADLEY F-7.....	12.6	4.39	32,189	7,332	17.3	23.3	12.6	16.5	9.2	25,979	5,918	5,811	799	2,314	1,124	483	7,827	1,462	4.60	1.2	8,048
CALHOUN F-7.....	5.3	1.76	13,857	7,873	14.1	23.0	12.9	18.0	8.2	4,975	2,827	1,210	168	443	157	182	312	970	1.75	.....	.....
CARROLL D-9.....	12.9	5.05	40,803	8,080	18.0	25.1	13.2	16.2	12.1	29,284	5,799	4,470	781	705	1,240	577	3,221	1,771	5.53	3.9	32,607
CHICOT H-7.....	18.2	5.78	39,948	6,911	17.8	18.6	8.4	12.2	10.4	36,686	6,347	5,248	1,092	1,425	1,224	759	4,904	3,827	5.03	1.4	29,938
CLARK D-6.....	22.0	7.11	69,188	9,731	13.4	19.6	12.5	19.4	17.1	36,784	5,174	8,953	1,379	2,937	1,564	1,526	9,951	3,878	8.24	1.3	7,370
CLAY J-1.....	18.2	6.67	49,537	7,427	17.7	20.9	11.7	14.5	10.7	33,768	5,063	6,621	897	1,198	747	1,944	6,186	4,077	7.95	5.8	26,222
CLEBURNE F-3.....	10.8	3.98	29,481	7,407	16.1	19.6	10.5	15.2	10.9	22,055	5,541	3,636	190	906	351	411	6,690	1,388	4.20	2.1	24,050
CLEVELAND F-6.....	6.7	2.31	15,193	6,577	18.6	24.1	12.3	13.6	6.6	3,443	1,490	1,174	75	219	35	77	1,714	471	2.23	.....	6,255
COLUMBIA D-7.....	26.2	8.73	78,834	9,030	14.1	21.6	12.5	18.3	14.8	47,582	5,450	9,836	1,243	3,508	3,239	2,768	12,355	4,266	9.90	1.4	12,640
CONWAY E-3.....	17.5	5.82	46,975	8,071	15.7	21.5	12.9	19.2	11.7	41,310	7,098	6,970	1,144	1,225	1,874	2,112	9,553	1,805	6.24	2.5	21,776
CRAIGHEAD J-2.....	57.1	19.21	193,580	10,077	12.7	20.9	13.0	20.0	17.1	114,680	5,970	20,028	4,091	14,443	5,845	4,197	29,558	8,259	22.53	7.1	35,833
Jonesboro.....	30.4	10.32	115,542	11,196	.....	.....	.....	.....	.....	95,877	9,290	15,521	3,889	9,502	5,461	3,792	28,476	5,747	.....	.....	.....
CRAWFORD C-3.....	27.4	9.17	77,894	8,494	14.9	25.4	14.3	19.2	11.3	39,236	4,279	9,153	1,315	1,654	1,483	1,682	6,032	5,503	10.11	2.3	21,408
CRITTENDEN J-3.....	49.1	14.30	141,143	9,870	12.1	16.2	10.3	10.9	16.8	127,998	8,951	19,032	2,284	11,100	1,943	2,773	53,861	14,030	16.21	2.3	20,138
West Memphis.....	28.3	8.48	100,387	11,838	.....	.....	.....	.....	.....	110,989	13,088	14,219	2,028	10,695	1,811	2,163	53,784	9,677	.....	.....	.....
CROSS H-3.....	20.1	6.13	58,906	9,609	13.5	18.4	12.4	20.3	16.6	36,734	5,992	7,012	1,069	3,289	1,563	776	8,086	2,208	6.51	4.4	32,776
DALLAS E-6.....	10.2	3.42	28,233	8,255	17.0	22.7	14.7	16.2	10.6	20,857	6,099	4,417	328	2,816	1,293	1,346	4,938	2,037	3.65	4.4	3,228
DESHA H-6.....	18.5	5.89	50,763	8,619	15.7	20.7	9.8	14.2	14.8	47,966	8,144	8,087	1,101	5,093	1,555	1,452	14,272	1,777	5.94	1.5	32,991
DREW G-7.....	15.5	4.98	43,885	8,812	18.7	17.9	11.0	18.1	14.0	28,783	5,780	6,285	623	2,257	851	1,455	9,788	1,975	5.19	1.8	12,669
FAULKNER F-4.....	34.0	10.52	104,686	9,951	13.0	24.3	13.4	20.5	16.5	68,814	6,541	12,113	1,687	6,961	2,354	2,832	12,085	9,504	11.84	2.8	13,595
FRANKLIN C-3.....	11.9	4.06	29,899	7,364	17.4	25.2	12.7	15.5	8.5	15,699	3,867	2,513	643	739	304	786	1,490	4,600	4.60	1.7	18,048
FULTON G-1.....	8.2	3.00	17,281	5,760	17.8	23.1	9.7	10.6	6.0	11,619	3,873	1,806	679	1,078	183	733	1,260	1,191	2.72	2.7	6,996
GARLAND D-5.....	57.3	22.44	185,092	8,248	15.3	22.6	12.8	18.4	15.0	163,168	7,271	25,710	4,315	21,538	7,350	6,635	29,766	8,949	25.90	1.4	3,154
Hot Springs.....	36.5	15.11	121,477	8,040	.....	.....	.....	.....	.....	153,572	10,164	24,455	4,089	19,693	7,350	6,393	27,498	8,222	.....	.....	.....
Hot Springs Metro Area.....	57.3	22.44	185,092	8,248	15.3	22.6	12.8	18.4	15.0	163,168	7,271	25,710	4,315	21,538	7,350	6,635	29,766	8,949	25.90	.....	.....
GRANT F-5.....	10.2	3.46	33,044	9,550	14.0	21.8	14.7	23.4	14.0	11,305	3,267	3,151	130	483	64	266	2,848	1,558	3.82	.....	5,795
GREENE J-2.....	26.9	9.57	80,890	8,452	16.2	22.8	12.5	16.1	11.8	51,964	5,430	8,890	1,318	5,209	1,668	2,600	11,827	3,070	9.80	7.6	19,808
HEMPSTEAD C-6.....	19.6	6.95	56,818	8,175	17.4	22.1	11.5	16.1	13.8	44,006	6,332	8,313	997	1,847	2,322	2,244	13,714	3,669	7.60	2.6	66,166
HOT SPRING E-5.....	22.4	7.76	69,456	8,951	11.5	21.8	14.6	23.0	14.1	37,907	4,885	9,261	790	1,067	2,804	1,823	11,824	3,490	9.51	1.4	5,204
HOWARD C-6.....	12.0	4.21	35,948	8,539	12.2	23.7	14.0	19.7	13.8	24,300	5,772	5,234	954	2,598	1,619	583	3,933	1,559	4.46	2.3	38,327
INDEPENDENCE G-3.....	23.8	8.55	70,445	8,239	17.4	24.3	12.7	15.7	11.2	49,800	5,825	8,804	1,185	3,592	2,595	1,978	9,810	3,614	9.51	5.3	27,586
IZARD F-2.....	7.5	2.81	19,820	7,053	16.0	23.2	12.0	16.2	8.4	15,408	5,483	2,361	93	310	174	203	3,437	886	2.45	2.0	7,211
JACKSON H-3.....	20.2	6.90	58,787	8,520	18.5	20.8	11.6	17.6	13.2	43,053	6,240	7,143	1,399	2,352	1,967	1,603	9,287	3,859	7.88	3.3	31,800
JEFFERSON F-5.....	87.9	27.84	264,956	9,517	12.2	20.1	12.4	20.9	17.3	190,899	6,857	37,734	5,012	31,711	7,637	10,406	46,674	13,338	33.12	1.0	34,385
Pine Bluff.....	61.0	20.07	192,982	9,615	.....	.....	.....	.....	.....	183,980	9,167	34,604	4,786	29,544	7,637	10,315	45,110	12,704	.....	.....	.....
Pine Bluff Metro Area.....	87.9	27.84	264,956	9,517	12.2	20.1	12.4	20.9	17.3	190,899	6,857	37,734	5,012	31,711	7,637	10,406	46,674	13,338	33.12	.....	.....
JOHNSON D-3.....	14.2	5.23	39,373	7,528	17.9	22.9	12.0	16.0	9.7	21,700	4,149	4,762	367	953	847	787	6,953	2,083	5.37	2.0	15,066
LAFAYETTE D-7.....	10.2	3.42	23,488	6,868	14.6	21.1	12.9	15.5	8.8	12,787	3,739	3,073	377	853	544	1,526	2,620	1,165	3.49	1.1	13,088
LAWRENCE H-2.....	16.4	5.87	47,321	8,061	17.3	20.7	10.4	14.6	11.9	30,036	5,117	6,275	463	2,302	1,264	1,002	4,434	2,528	6.76	4.1	20,794
LEE H-4.....	18.3	5.32	38,134	7,168	16.4	18.9	8.1	10.7	10.5	25,485	4,790	4,465	833	2,309	614	919	3,929	1,647	4.48	4.3	22,741
LINCOLN G-6.....	12.6	3.54	28,257	7,982	17.1	19.5	10.2	14.2	10.0	12,462	3,520	3,016	243	801	116	130	2,736	1,647	3.51	2.4	23,793
LITTLE RIVER B-6.....	12.3	4.03	34,540	8,571	11.1	22.1	14.2	20.6	12.5	14,878	3,692	4,026	541	329	923	268	3,643	1,841	4.12	1.1	10,799
LOGAN C-4.....	17.5	6.15	46,749	7,601																	

# ARKANSAS

# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973							Total Retail Sales		Retail Sales—1973						Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
	1/1/74 (000)	1/1/74 (000)	(\$000)	Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types								
					to 4999	to 5000	to 8000	to 10000	15000 and over				General Mds.	Apparel	Home Furn.	Auto-motive	Service Station				
SEVIER B-6.....	11.9	4.23	38,355	9,067	12.6	21.3	12.9	21.7	15.6	20,809	4,919	4,883	761	996	1,093	983	3,276	2,079	4.38	1.5	19,531
SHARP G-2.....	9.1	3.43	20,993	6,120	19.3	22.3	8.5	12.0	6.7	10,738	3,131	2,104	102	646	124	.....	2,319	1,522	3.56	1.5	4,699
STONE F-2.....	7.3	2.49	16,071	6,454	23.1	22.2	7.1	6.9	6.7	14,150	5,683	1,303	669	1,307	325	358	3,718	613	2.11	2.2	14,589
UNION E-8.....	44.7	15.71	148,875	9,476	13.9	18.8	13.7	22.5	16.3	99,770	6,351	20,211	3,313	11,525	6,835	5,685	28,217	7,263	20.80	.4	5,790
El Dorado.....	25.7	9.38	95,634	10,196	.....	.....	.....	.....	.....	83,360	8,887	13,992	2,932	11,423	6,711	4,908	22,436	5,654	.....	.....	.....
VAN BUREN E-3.....	9.0	3.28	22,232	6,778	19.7	22.1	10.7	12.4	7.8	12,121	3,695	2,421	619	725	413	1,010	2,743	1,230	2.85	1.7	13,616
WASHINGTON C-2.....	85.1	28.74	291,193	10,132	12.9	23.9	13.3	20.7	18.6	233,413	8,122	31,414	5,022	30,905	5,171	9,068	42,474	11,413	34.62	9.9	227,726
Fayetteville.....	33.1	11.13	125,066	11,237	.....	.....	.....	.....	.....	125,429	11,269	15,143	2,924	23,388	3,056	5,890	26,894	5,337	.....	.....	.....
Springdale.....	140.9	48.48	468,951	9,673	13.4	23.7	13.6	20.4	16.7	328,978	6,786	49,721	8,107	43,662	7,801	13,205	62,204	18,881	58.26	.....	.....
Metro Area.....	19.2	6.58	68,747	10,448	.....	.....	.....	.....	.....	11,452	1,548	6,844	1,838	1,752	15,422	2,583	.....	.....	.....	.....	.....
Springdale.....	42.1	14.34	120,282	8,388	15.2	21.3	12.2	18.3	13.2	86,252	6,015	16,562	2,038	8,532	2,133	4,947	22,505	.....	.....	.....	.....
WHITE G-3.....	11.1	3.78	26,204	6,932	17.3	20.7	10.9	11.9	9.9	19,129	5,061	3,369	554	1,219	472	659	1,536	2,134	3.65	2.0	25,746
WOODRUFF H-4.....	15.2	5.34	41,263	7,727	15.7	25.1	14.8	16.3	8.0	23,159	4,337	4,854	1,070	925	540	253	3,619	2,111	5.33	2.8	47,351

(f) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.



## State Networks—Keystone Broadcasting System, Inc.—Continued

### ARKANSAS STATE GROUP

Comprised of:

KMCW—Augusta	KPCA—Marked Tree
KBBA—Benton	KVSA—Mc Gehee
KBRI—Brinkley	KENA—Mena
KAMD—Camden	KPOC—Monticello
KLYR—Clarksville	KVOM—Morrilton
KCON—Conway	KOSE—Osceola
KCCB—Coring	KZKR—Osark
KAGH—Crossett	KDRS—Paragould
KCAB—Dardanelle	KCCJ—Paris
KELD—El Dorado	KADI—Pine Bluff
KBJT—Fordyce	KPOC—Pocahontas
KJK—Forrest City	KARV—Russellville
KFFA—Helena	KUOA—Siloam Springs
KXAR—Hope	KBRS—Springdale
KXOW—Hot Springs	KWAK—Stuttgart
KBTM—Jonesboro	KDFD—Van Buren
KBOK—Malvern	KRLW—Walnut Ridge
KZOT—Marianna	KWRF—Warren

All stations 1 min 30 sec 120 96 (D)

For complete listing see Regional Networks & Groups



## ARKADELPHIA

Clark County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### KVRC

1947

Subscriber to the NAB Radio Code

Media Code 4 204 0110 1.00  
Arkadelphia Broadcasting Company, South Third St., Arkadelphia, Ark. 71923.

- PERSONNEL  
General Manager—Bill Deaton.
- REPRESENTATIVES  
George T. Hopewell, Inc.
- FACILITIES  
250 w., 1240 kc. Non-directional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.
- AGENCY COMMISSION  
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network.

### TIME RATES

Rates effective January 31, 1961.

SPOT ANNOUNCEMENTS	PROGRAM RATES			
	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time.....	22.50	15.00	11.00	7.50
13 times.....	21.35	14.25	10.50	7.10
26 times.....	20.20	13.50	10.00	6.70
39 times.....	19.00	12.75	9.50	6.30
52 times.....	17.90	12.00	9.00	5.90
104 times.....	16.75	11.25	8.50	5.50
156 times.....	14.50	9.75	7.50	4.70
210 times.....	13.30	9.00	7.00	4.30

## ASHDOWN

Little River County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

### KMLA (FM)

1972

Subscriber to the NAB Radio Code

Media Code 4 204 0140 5.00  
Ashdown Broadcasters, Inc., Box 17, Hwy. 32, W., Ashdown, Ark. 71822. Phone 501-898-2774.

- PERSONNEL  
General Manager—Steve L. Pearce.
- REPRESENTATIVES  
Southwest—Paul Miller & Company.
- FACILITIES  
ERP 3,000 w.; 103.9 mc.  
Operating schedule: 5:30 am-midnight. CST.  
Antenna ht.: 201 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Member: Arkansas Radio Network, Magic Circle Network.

### TIME RATES

No. 2 Eff—Rec'd 4/30/73.

SPOT ANNOUNCEMENTS	PROGRAM RATES			
	1 min	5 min	10 min	20 min
1 min.....	2.50	2.20	1.90	1.70
30 sec.....	2.00	1.75	1.50	1.35
PER NO:	1 min	30 sec	100 ft.	150 ft.
15 sec: flat.	1.25	1.50	1.25	

### DISCOUNT

52 wk—10%

## AUGUSTA

Woodruff County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

### KMCW

1963

Subscriber to the NAB Radio Code

Media Code 4 204 0170 5.00  
Service Communications, Inc., Box Z, 118 S. Second St., Augusta, Ark. 72006. Phone 501-347-2871. Phones: Beary 501-268-8600; Bald Knob 501-724-3542.

## 1. PERSONNEL

General Manager—Carlon Garner.

## 3. FACILITIES

250 W.; 1190 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

## 4. AGENCY COMMISSION

None; all rates net to station.

## 5. GENERAL ADVERTISING See Coded regulations

Affiliated with KBS.

Member: Arkansas Radio Network, Farm Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 3/1/74—Rec'd 2/25/74.

SPOT ANNOUNCEMENTS	PROGRAM RATES			
	1 min	30 sec	15 sec	100 ft
1 min, flat.....	4.00			
30 SEC.....	3.00	2.85	2.75	2.60
7 days/less.....	2.00	1.70	1.60	1.50
30 sec.....	1.85	1.65	1.55	1.45
CONTRACT, WITHIN 12 MO:	600x	1300x		
30 sec.....	1.70	1.40		

## BATESVILLE

Independence County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### KBTA

1950

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 0220 5.00  
White River Valley Broadcasters, Inc., Box 2077, Batesville, Ark. 72501. Phones 501-793-3861, 3862.

## 1. PERSONNEL

General Manager—J. F. Higginbottom.

## 3. FACILITIES

1,000 w. days; 250 w. nights. 1340 kc.

Non-directional.

Operating schedule: 5:30 a.m. to 11:00 p.m.

## 4. AGENCY COMMISSION

15/0 on time only; 10th of following month.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

No. 8 Eff 10/1/73—Rec'd 8/22/73.

6. SPOT ANNOUNCEMENTS

PER YR. RDS:

1x 101x 313x 1000+

1 min..... 3.85 3.55 3.25 2.95

30 sec..... 2.65 2.35 2.10 1.80

## BENTON (2 AM)

Saline County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### KBBA

1933

Media Code 4 204 0330 5.00  
The Benton Broadcasting Company, Box 49 Hwy. I 40, 2 miles N. E. of Benton, Ark. 72015. Phone 501-778-2690.

## 1. PERSONNEL

Station Manager—J. Winston Riddle.

## 3. FACILITIES

250 w. days; 690 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

## 4. AGENCY COMMISSION

15%

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

### TIME RATES

Rates effective August 1, 1953.

Card received August 9, 1953.

6. SPOT ANNOUNCEMENTS

1 hr. 26 ft. 52 ft. 104 ft. 156 ft. 260 ft.

Spots..... 5.00 4.50 4.00 3.50 3.00 2.50

### KGKO

1963

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 0440 2.00  
Bridges Broadcasting Service, Box 369, Benton, Ark. 72015. Phone 901-778-8257.

## STATION'S PROGRAMMING DESCRIPTION

KGKO: Programmed for adults and young adults.

## 1. PERSONNEL

Owner & Gen'l Mgr.—Preston Bridges.

## 3. FACILITIES

1,000 w.; 850 kc. Non-directional.

Operating schedule: 6:00 am to local sunset. CST.

## 4. AGENCY COMMISSION

15/0; bills payable 10th of month.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/74—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS

1 x, 1 min/less, flat..... 2.50

## BERRYVILLE

Carroll County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

### KTHS

1958

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 0530 6.00  
KTHS, Inc., Box 191, Berryville, Ark. 72616. Phone 501-423-2148.

## 1. PERSONNEL

General Manager—Charles C. Earls.

## 3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

## 4. AGENCY COMMISSION

None; all rates net to station.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Arkansas Radio Network.

### TIME RATES

No. 6 Eff—Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS

10 sec, any amount..... 1.85

7. PACKAGE PLANS

PER WK: 1 hr 11 14 ft 21 ft 28 ft 35 ft 50 ft

1 min..... 3.00 2.85 2.75 2.70 2.60 2.45 2.25

30 sec..... 2.50 2.25 2.15 2.05 1.95 1.80 1.60

## 10. SPECIAL FEATURES

NEWS AND WEATHER

ix 26x 52x 104x 156x 260x 312x

70 min..... 9.10 8.90 8.65 8.20 7.80 7.65 7.05

5 min..... 6.85 6.70 6.50 6.20 5.90 5.50 5.30

News 7-7:30 am 30 sec ea..... 3.30

All Religious programs Sun 6 am-2 pm—50% discount. Churches will be allowed 50% discount from appropriate spot rate.

## BLYTHERVILLE (1 AM; 1 FM)

Mississippi County—Map Location K-2  
See SRDS consumer market map and data at beginning of the State.

### KHLS (FM)

1948

NAB

Media Code 4 204 0575 5.00

Harold L. Sudbury, Sudbury Bldg., Main St., Blytheville, Ark. 72315. Phone 501-762-2093.

## 3. FACILITIES

ERP 50,000 w.; 96.1 mc. Stereo.

Operating schedule: 6 am-10 pm. CST.

Antenna ht.: 398 ft. above average terrain.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with American Entertainment Network.

Member: Arkansas Radio Network.

### TIME RATES

ET 1/1/73—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

1x 15x 25x 50x 100x 150x 250x

1 min..... 4.80 4.60 4.40 4.00 3.80 3.60 3.20

30 sec..... 3.80 3.65 3.50 3.15 3.00 2.85 2.50

6. PROGRAM TIME RATES

1x 15x 25x 50x 100x 150x 250x

1/2 hr..... 32.00 31.20 30.40 29.60 28.00 26.40 24.80

1/4 hr..... 19.20 18.80 18.40 18.00 17.20 16.40 15.60

5 min..... 9.60 9.20 8.80 8.40 8.00 7.60 7.20

### KLCN

1922

NAB

Media Code 4 204 0600 1.00

Harold L. Sudbury, Sudbury Bldg., Main St., Blytheville, Ark. 72315. Phone 501-762-2093.

## 1. PERSONNEL

General Manager—Harold L. Sudbury

Commercial Manager—Harold Sudbury, Jr.

## 3. FACILITIES

5,000 w.; 910 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

## 4. AGENCY COMMISSION

15/0; monthly.

## 5. GENERAL ADVERTISING See coded regulations

FM facilities: KHLS (FM).

Member: Arkansas Radio Network.

### TIME RATES

ET 1/1/73—Rec'd 10/18/73.

AAA—6-9 am & 11:59 am-1:01 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

AAA, 1 min..... 6.00 AAA, 30 sec..... 4.75

A, 1 min..... 4.75 25x 50x 100x 150x 250x

1 min..... 6.00 5.75 5.50 5.00 4.75 4.50 4.00

30 sec..... 4.75 4.55 4.35 3.95 3.75 3.55 3.15

## 8. PROGRAM TIME RATES

1x 15x 25x 50x 100x 150x 250x

1/2 hr..... 40.00 39.00 38.00 37.00 35.00 33.00 31.

# ARKANSAS

## Clarksville—K L Y R—Continued

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 ET—Rec'd 1/2/74.  
 Premium—Mon thru Sat 6-8:05 am, noon-1 pm, 4:30-5:30 pm & all special programs.  
 Regular—All other times.

5. SPOT ANNOUNCEMENTS  
 Premium 30 sec 1 min 2.20 3.30  
 Regular 1.75 2.20  
 Minimum 6 spots weekly 52 wk non-cancellable contract 1.45 1.90  
 Same number and same time ea wk.

7. PACKAGE PLANS  
 10 spots daily for 5 days, ROS 72.50 95.00

10. SPECIAL FEATURES  
 AAA News—Mon thru Sat 7:30 am, 30 sec 4.40

## CONWAY (2 AM; 1 FM)

Faulkner County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

### KCON

1950



Subscriber to the NAB Radio Code  
 Media Code 4 204 1210 8.00  
 Conway Broadcasting Co., Box 1406, Conway, Ark. 72032. Phone 501-327-7701.

**STATION'S PROGRAMMING DESCRIPTION**  
 KCON: Programmed for adults and young adults.

1. PERSONNEL  
 General Manager—Bill Johnson.

2. REPRESENTATIVES  
 South—C. K. Beaver & Associates, Inc.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
 Operating schedule: 5:30 am-10:15 pm, CST.

4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS and KBS.

**TIME RATES**  
 ET 3/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS  
 1x 13x 26x 52x 104x 156x 260x 312x  
 1 min 3.35 3.10 2.90 2.75 2.55 2.50 2.45 2.35  
 30 sec 2.70 2.45 2.25 2.15 1.95 1.90 1.85 1.75

### KVEE

1961



Subscriber to the NAB Radio Code  
 Media Code 4 204 1320 5.00  
 Communications Media Corp., Box 1266, Conway, Ark. 72032. Phone 501-329-3819.

**STATION'S PROGRAMMING DESCRIPTION**  
 KVEE: C & W music.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—Lloyd V. Stone, Jr.

3. FACILITIES  
 500 w. days; 1330 kc. Non-directional.  
 Operating schedule: 4:55 am-local sunset, CST.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 Member: Magic Circle Network.  
 Regular—All other times.

**TIME RATES**  
 ET 3/1/74—Rec'd 5/15/74.  
 AA—6:30 am; 11:45 am-1 pm & 3:30-6 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS  
 AA A  
 1 min 30 sec 1 min 30 sec  
 5.00 2.50 3.50 1.75

7. PACKAGE PLANS  
 30 ti 50 ti 75 ti 100 ti  
 30 sec 2.00 1.95 1.90 1.85

### KVEE-FM

1967



Subscriber to the NAB Radio Code  
 Media Code 4 204 1321 3.00  
 Communications Media Corp., Box 1266, Conway, Ark. 72032. Phone 501-329-3819.  
 See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
 KVEE-FM: C & W.

3. FACILITIES  
 ERP 29,000 w.; 105.1 mc.  
 Operating schedule: 6 am-midnight, CST.  
 Antenna ht.: 321 ft. above average terrain.

4. AGENCY COMMISSION  
 None; all rates net to station.

**TIME RATES**  
 Rates are identical to KVEE. See that listing.

## CORNING

Clay County—Map Location J-1  
 See SRDS consumer market map and data at beginning of the State.

### KCCB

1959

Subscriber to the NAB Radio Code  
 Media Code 4 204 1430 2.00  
 Clay County Broadcasting Co., W. 2nd St., Corning, Ark. 72422. Ulster 7-2261.

1. PERSONNEL  
 Gen'l & Com'l Mgr.—Bob Cochran.

3. FACILITIES  
 1,000 w. days; 1260 kc. Non-directional.  
 Operating schedule: 6:00 am to local sunset, CST.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Magic Circle Network, Arkansas Radio Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 ET—Rec'd 6/28/72.

6. SPOT ANNOUNCEMENTS  
 1x 52x 156x 312x  
 1 min 2.00 1.75 1.50 1.00  
 30/less 1.50 1.35 1.25 .60

## CROSSETT (1 AM; 1 FM)

Ashley County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

### KAGH

1951

Subscriber to the NAB Radio Code  
 Media Code 4 204 1540 8.00  
 Ashley County Broadcasters, Inc., 900 Main St., Crossett, Ark. 71635. Phone 364-2181.

1. PERSONNEL  
 President—Barry Medlin.

2. REPRESENTATIVES  
 Memphis, Dallas, Atlanta—C. K. Beaver & Associates, Inc.

3. FACILITIES  
 250 w. days; 800 kc. Non-directional.  
 Operating schedule: 6 am-local sunset.  
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KAGH-FM.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Arkansas Radio Network.

**TIME RATES**  
 No. 9 ET 10/1/73—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS  
 1x 105x 261x 521x 781x 1041x 1301+  
 1 min 2.75 2.40 2.10 1.85 1.75 1.65 1.55  
 30 sec 2.40 2.10 1.80 1.55 1.45 1.35 1.25

### KAGH-FM

1967

Subscriber to the NAB Radio Code  
 Media Code 4 204 1541 6.00  
 Ashley County Broadcasters, Inc., 900 Main St., Crossett, Ark. 71635. Phone 364-2181.  
 See affiliated AM station for additional information.

3. FACILITIES  
 ERP 3,000 w.; 104.9 mc.  
 Operating schedule: 6 am-10 pm daily except Sun, CST.  
 Antenna ht.: 263 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-10 pm except Sun. For simulcast facilities see KAGH.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 Member: Arkansas Radio Network.

**TIME RATES**  
 FM—70% of AM rates.

## DARDANELLE (1 AM; 1 FM)

Yell County—Map Location D-4  
 See SRDS consumer market map and data at beginning of the State.

### KCAB

1964

Subscriber to the NAB Radio Code  
 Media Code 4 204 1650 5.00  
 Central Arkansas Broadcasting Co., Inc., Box 89, Dardanelle, Ark. 72834. Phones 501-229-4661, 968-4919.

**STATION'S PROGRAMMING DESCRIPTION**  
 KCAB: C & W Local news & information.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—G. Ronald Rye.

3. FACILITIES  
 1,000 w.; 980 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION  
 None; all rates net to station; payable by 10th.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: KWKK.  
 Affiliated with KBS.  
 Member: Farm Radio Network, Arkansas Radio Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 3 ET 6/1/74—Rec'd 6/28/74.  
 AAA—6-9 am & noon-1 pm.  
 AA—3-6 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS  
 FIXED: AAA AA A  
 1 min 8.00 7.00 5.00  
 30 sec 4.00 3.50 2.50

7. PACKAGE PLANS  
 PER WK. EA: 20 ti 30 ti 50 ti 75 ti 100 ti  
 30 sec 3.10 2.90 2.70 2.50 2.25

## KWKK

(formerly KCAB-FM)  
 1965



Subscriber to the NAB Radio Code  
 Media Code 4 204 1705 7.00  
 Central Arkansas Broadcasting Co., Inc., Drawer K, Dardanelle, Ark. 72834. Phone 501-968-5955.  
 See affiliated AM station for additional information.  
 AM facilities: KCAB.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWKK: Contemporary. Local news & information.

3. FACILITIES  
 ERP 3,000 w.; 102.3 mc.  
 Operating schedule: 6 am-midnight, CST.  
 Antenna ht.: 406 ft. above average terrain.

4. AGENCY COMMISSION  
 None; all rates net to station; payable by 10th.

**TIME RATES**  
 Rates are identical to KCAB. See that listing.

## DE QUEEN

Serler County—Map Location B-6  
 See SRDS consumer market map and data at beginning of the State.

### KDQN

1956



Subscriber to the NAB Radio Code  
 Media Code 4 204 1760 2.00  
 Charles Mathis, Jr., Box 311, De Queen, Ark. 71832. Phone 501-584-2446.

1. PERSONNEL  
 Owner/Manager—Charles Mathis, Jr.

3. FACILITIES  
 500 w. days; 1390 kc. Non-directional.  
 Operating schedule: 6 am-local sunset daily, CST.

4. AGENCY COMMISSION  
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
 Member: Arkansas Radio Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 Rates effective  
 Rates received April 22, 1965.

6. SPOT ANNOUNCEMENTS  
 1 MINUTE  
 1 ti 3.40 156 ti 2.50  
 2 ti 3.25 250 ti 2.30  
 52 ti 3.00 312 ti 2.15  
 104 ti 2.90

## DE WITT (1 AM; 1 FM)

Arkansas County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

### KDEW

1968

Subscriber to the NAB Radio Code  
 Media Code 4 204 1800 6.00  
 DeWitt Broadcasting Co., Inc., Box 326 Highway 152-A, De Witt, Ark. 72042. Phone 501-946-1470.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—Edward Moory.

2. REPRESENTATIVES  
 South—C. K. Beaver & Associates, Inc.

3. FACILITIES  
 500 w. days; 1470 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, CST.  
 FM-ERP 3,000 w.; 96.7 mc.  
 Operating schedule: 6 am-10 pm, CST.  
 Antenna ht.: 145 ft. above average terrain.  
 Simulcast sunrise-local sunset.

4. AGENCY COMMISSION  
 15% time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
 Member: Arkansas Radio Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 ET 3/1/72—Rec'd 9/20/72.

6. SPOT ANNOUNCEMENTS  
 1x 52x 156x 312x 624x 1200x  
 1 min 2.75 2.60 2.35 2.18 1.95 1.77  
 30 sec 2.47 2.35 2.18 2.00 1.71 1.53

10. SPECIAL FEATURES  
 NEWS: 1x 52x 156x 300+  
 6 min 6.00 5.00 3.50 3.00

### KDEW-FM

1970

Subscriber to the NAB Radio Code  
 Media Code 4 204 2090 3.00  
 Noalmark Broadcasting Corp., 210 N. Washington, El Dorado, Ark. 71730. Phone 501-863-6126.

**STATION'S PROGRAMMING DESCRIPTION**  
 KELD: Programmed for general interest.  
 MUSIC: general popular; standards, showtunes, film, music & MORUM. NEWS: 10 min at :50 local & state at :05; 6 man news department; 2 mobile units.  
 Monitors on police & fire receivers. AP, ESSA Weather Wire. AIR PERSONALITIES handle all segments. SPORTS: major league baseball, high school & U football & basketball. Contact Representatives for further details. Rec'd 2/4/74.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Jerome Orr.  
 Assistant Manager—Sarah Durrett.

2. REPRESENTATIVES  
 South, Southeast, Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 5:30 am-midnight, CST.  
 FM-ERP 3,000 w.; 103.1 mc. Stereo.  
 Operating schedule: 5:30 am-midnight, CST.  
 Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 28a, 29a, 32b.  
 Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.  
 Cancellation: 70a, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with KBS and NRC.

**TIME RATES**  
 No. 14 ET 6/1/74—Rec'd 5/15/74.

6. SPOT ANNOUNCEMENTS  
 1x 26x 52x 156x 260x 312x  
 1 min 5.35 5.15 4.90 4.75 4.55 4.05 3.60  
 30 sec 3.60 3.45 3.25 3.05 2.95 2.70

8. PROGRAM TIME RATES  
 1 hr 26x 52x 156x 260x 312x  
 1/2 hr 53.95 51.35 48.75 45.85 43.25 40.65  
 1/4 hr 31.10 34.15 32.50 30.55 28.95 27.00  
 10 min 21.80 20.50 19.50 18.20 17.25 16.25  
 5 min 15.30 14.50 13.65 13.00 12.35 11.70  
 10 min 10.10 9.45 9.10 8.45 7.80 7.15

## DUMAS

Desha County—Map Location H-6  
 See SRDS consumer market map and data at beginning of the State.

### KDDA

1966



Subscriber to the NAB Radio Code  
 Media Code 4 204 1870 9.00  
 Alan W. Eastham, Mrs. T. W. Eastham, Thomas O. Graves dba KDDA, Box 215, Dumas, Ark. 71639. Phone 501-382-5600.

1. PERSONNEL  
 General Manager—Alan W. Eastham.

3. FACILITIES  
 500 w.; 1560 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, CST.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Arkansas Radio Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 3 ET 9/1/73—Rec'd 8/27/73.

6. SPOT ANNOUNCEMENTS  
 1x 51x 101x 151+  
 1 min 3.00 2.85 2.75 2.60  
 30 sec 2.25 2.10 2.00 1.90

7. PACKAGE PLANS  
 10 ti per day/40 ti per wk. 1 min 30 sec  
 2 day minimum 2.75 2.00

## EL DORADO (2 AM; 2 FM)

Union County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

### KDMS

1949



Subscriber to the NAB Radio Code  
 Media Code 4 204 1980 6.00  
 El Dorado Broadcasting Co., 1904 W. Hillboro, El Dorado, Ark. 71730. Phone 501-363-5121.

**STATION'S PROGRAMMING DESCRIPTION**  
 KDMS: Programmed for general interest.  
 Emphasis on news. National network at :55 TX daily. State network at :55 TX daily. National headlines at :60. 10 min local at 7 am, noon, 5 pm. Noon and pm stock report direct from broker. Full time news director, 7 staff cars 2-way equipped. Party line: views, gripes, trades, hints, etc. 9-9:55 am M-F. Forum: discussion of current events and problems with on air listener participation 8-8:55 am M-F. MUSIC: current hits and album selections; 20% oldies from past current hits. AIR PERSONALITIES handle all segments. SUN: am religious programs. Rec'd 2/7/74.

1. PERSONNEL  
 President—J. A. (Sonny) West.  
 Vice-Pres. & Gen'l Mgr.—Paul Meacham.  
 Assistant General Manager—Bob Parks.

3. FACILITIES  
 5,000 w. days; 1290 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION  
 15%

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3c, 3d, 4a, 4d, 5a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
 Basic Rates: 20a, 21b, 22b, 23a, 23a, 28a, 28c, 29a, 30, 32b, 33d.  
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.  
 Cancellation: 70a, 71a, 72, 73b.  
 Prod. Services: 82.  
 FM facilities: KRIL (FM).  
 Affiliated with American Contemporary Network.  
 Member: Arkansas Radio Network.

**TIME RATES**  
 ET—Rec'd 8/29/74.

Premium—Mon thru Fri 6:30-10 am, 11:54 am-1 pm & 3:30-5:30 pm; Sat 6:30-8 am.  
 Regular—All other times.

6. SPOT ANNOUNCEMENTS  
 1 min 30 sec 7.65 5.00 Regular 6.50 4.10

7. PACKAGE PLANS  
 50% PREMIUM, 50% REGULAR: 1 min 30 sec  
 10 per day/20 per wk ea 6.75 4.40

8. PROGRAM TIME RATES  
 1 hr 1/2 hr 1/4 hr 10 min 5 min  
 6 am-8 pm 67.50 45.25 27.50 21.75 15.50  
 8 pm-6 am 47.00 31.75 18.75 15.00 9.50  
 DISCOUNT 26x-5% 52x-10%

### KELD

1935



### KELD-FM

1963



Subscriber to the NAB Radio Code  
 Media Code 4 204 2090 3.00  
 Noalmark Broadcasting Corp., 210 N. Washington, El Dorado, Ark. 71730. Phone 501-863-6126.

**STATION'S PROGRAMMING DESCRIPTION**  
 KELD: Programmed for general interest.  
 MUSIC: general popular; standards, showtunes, film, music & MORUM. NEWS: 10 min at :50 local & state at :05; 6 man news department; 2 mobile units.  
 Monitors on police & fire receivers. AP, ESSA Weather Wire. AIR PERSONALITIES handle all segments. SPORTS: major league baseball, high school & U football & basketball. Contact Representatives for further details. Rec'd 2/4/74.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Jerome Orr.  
 Assistant Manager—Sarah Durrett.

2. REPRESENTATIVES  
 South, Southeast, Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 5:30 am-midnight, CST.  
 FM-ERP 3,000 w.; 103.1 mc. Stereo.  
 Operating schedule: 5:30 am-midnight, CST.  
 Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION  
 None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 28a, 29a, 32b.  
 Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a.  
 Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with KBS and NRC.

**TIME RATES**  
 No. 14 ET 6/1/74—Rec'd 5/15/74.

6. SPOT ANNOUNCEMENTS  
 1x 26x 52x 156x 260x 312x  
 1 min 5.35 5.15 4.90 4.75 4.55 4.05 3.60  
 30 sec 3.60 3.45 3.25 3.05 2.95 2.70

8. PROGRAM TIME RATES  
 1 hr 26x 52x 156x 260x 312x  
 1/2 hr 53.95 51.35 48.75 45.85 43.25 40.65  
 1/4 hr 31.10 34.15 32.50 30.55 28.95 27.00  
 10 min 21.80 20.50 19.50 18.20 17.25 16.25  
 5 min 15.30 14.50 13.65 13.00 12.35 11.70  
 10 min 10.10 9.45 9.10 8.45 7.80 7.15

(El Dorado continued on next page)



**KRIL (FM)**

1963



Subscriber to the NAB Radio Code  
Media Code 4 204 2200 8.00  
El Dorado Broadcasting Co. Inc., 1904 W. Hillsboro,  
El Dorado, Ark. 71730. Phone 501-863-5121.  
See affiliated AM station for additional information.  
AM facilities: KDMR.  
STATION'S PROGRAMMING DESCRIPTION  
KILL (FM): MUSIC: country. NEWS: network at  
15, local at 7, 8 am, noon, 2:55, 5, 9:55 & 10:55  
pm. Rec'd 8/29/74.  
3. FACILITIES  
ERP 3,000 w.; 99.3 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 330 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

**TIME RATES**

ET 11/8/69—Rec'd 11/9/73.

A—Mon thru Sun 6-11 pm; Sun 8 am-noon.  
B—All other times.

6. SPOT ANNOUNCEMENTS

	A	B
1 min.....	3.80	3.20
30 sec.....	2.40	2.10

**FAYETTEVILLE (2 AM; 2 FM)**

Washington County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

**KFBY**

1957

Subscriber to the NAB Radio Code  
Media Code 4 204 2420 2.00  
Big Chief Broadcasting Co. of Fayetteville, Box  
1121, Fayetteville, Ark. 72701. Phone 501-442-8850.  
STATION'S PROGRAMMING DESCRIPTION  
KFBY: Programmed for adults and general interest.  
MUSIC: 100% modern country. NEWS: 5 min at  
:30; UPI, 2 mobile & 2 portable units for local news;  
headlines at :30; weather every 15 min. Interviews,  
discussions, debates. FARM: 6:30 am M-Sat.  
SPORTS: reports, interviews, university football.  
Contact Representative for further details. Rec'd  
3/26/71.

1. PERSONNEL  
President—Jack Beasley.  
Station Manager—Pat Demaree.  
2. REPRESENTATIVES  
Savall/Gates, Inc.  
3. FACILITIES  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0; time and talent.  
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 14a.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a,  
29a.  
Contracts: 40a, 42a, 44a, 44b, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60c, 60e, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
FM facilities: KKEG (FM).  
Member: Magic Circle Network.

**TIME RATES**

ET 7/1/69—Rec'd 5/26/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	5.50	5.30	5.10	4.90	4.70	4.50
13 wk.....	5.00	4.80	4.60	4.50	4.30	4.10
26 wk.....	4.50	4.30	4.10	3.90	3.70	3.60
52 wk.....	4.00	3.80	3.60	3.40	3.20	3.00

30 SECONDS

1 wk.....	4.40	4.20	4.10	3.95	3.80	3.65
13 wk.....	4.10	3.95	3.80	3.65	3.50	3.35
26 wk.....	3.70	3.55	3.40	3.25	3.10	2.95
52 wk.....	3.30	3.15	3.00	2.85	2.70	2.55

**KHOG**

1946



Media Code 4 204 2530 8.00  
Broadcasting Associates Inc., Box 550, 103 W.  
Mountain, Fayetteville, Ark. 72701. Phone 501-  
442-2322.

1. PERSONNEL  
General Manager—Ed Gideon.  
2. REPRESENTATIVES  
The Denvy Organization, Inc.  
3. FACILITIES  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

ET 4/1/73—Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti.....	5.75	4.60	4.35	3.90	4.60	3.70	3.50	3.10
12 ti.....	5.50	4.35	3.90	3.45	4.40	3.50	3.10	2.75
18 ti.....	5.30	4.15	3.70	3.20	4.25	3.30	2.95	2.55
24 ti.....	4.95	3.90	3.45	3.00	4.05	3.10	2.75	2.40
48 ti.....	4.85	3.45	3.00	2.75	3.90	2.75	2.40	2.20

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1x	15x	26x	52x	104x	260x
5 min.....	8.20	8.30	7.80	7.35	6.90
					6.45

**KKEG (FM)**

1964

Subscriber to the NAB Radio Code  
Media Code 4 204 2560 5.00  
Little Chief Broadcasting Co. of Fayetteville, Inc.,  
Box 1121, Fayetteville, Ark. 72701. Phone 501-  
442-9245.  
See affiliated AM station for additional information.  
AM facilities: KFAY.  
STATION'S PROGRAMMING DESCRIPTION  
KKEG (FM): Programmed for 35 year olds and  
under.  
MUSIC: top 40 rock. NEWS: 5 min at :30; 2  
mobile units & 2 portable transmitters; monitor  
emergency frequencies. SPORTS: high school &  
university football & basketball. Contact Representa-  
tive for further details. Rec'd 3/26/71.

1. PERSONNEL  
Vice-President—Omer Thompson.  
2. FACILITIES  
ERP 800 w.; 92.1 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 530 ft. above average terrain.  
3. GENERAL ADVERTISING See coded regulations  
ET 11/8/69—Rec'd 12/22/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	5.00	4.80	4.60	4.40	4.20	4.00
13 wk.....	4.50	4.30	4.10	4.00	3.80	3.60
26 wk.....	4.00	3.80	3.60	3.40	3.20	3.10
52 wk.....	3.50	3.30	3.10	2.90	2.70	2.50

30 SECONDS

1 wk.....	3.90	3.75	3.60	3.45	3.30	3.15
13 wk.....	3.60	3.45	3.30	3.15	3.00	2.85
26 wk.....	3.20	3.05	2.90	2.75	2.60	2.45
52 wk.....	2.80	2.65	2.50	2.35	2.20	2.05

**KNW A (FM)**

1966

Media Code 4 204 2590 2.00  
Kessler Mt. Broadcasting Corp., Box 1192, Fayette-  
ville, Ark. 72701. Phone 501-442-4215.  
1. PERSONNEL  
Station Manager—E. H. Frowning.  
Chief Engineer—Harold Lindsey.  
2. FACILITIES  
ERP 800 w. (horiz.), 790 w. (vert.); 103.9 mc.  
Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 512 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4a, 4c, 5, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a,  
26, 28b, 29a, 33d.  
Contracts: 40a, 45, 43, 47a.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 71a.  
Prod. Services: 81, 82.  
Member: Arkansas Radio Network.

**TIME RATES**

ET 11/15/68—Rec'd 3/25/69.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	5.00	4.80	4.60	4.40	4.20	4.00
13 wk.....	4.00	3.80	3.60	3.40	3.20	3.00
26 wk.....	3.80	3.40	3.20	3.00	2.80	2.60
52 wk.....	3.40	3.00	2.80	2.60	2.40	2.20

30 SECONDS

1 wk.....	3.75	3.60	3.45	3.30	3.15	3.00
13 wk.....	3.00	2.85	2.70	2.55	2.40	2.25
26 wk.....	2.85	2.55	2.40	2.25	2.10	1.95
52 wk.....	2.55	2.25	2.10	1.95	1.80	1.65

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

1 hr.....	40.00	36.00	34.00	32.00	30.00	28.00
1/2 hr.....	24.00	21.00	20.40	19.20	18.00	16.80
1/4 hr.....	16.00	14.40	13.80	12.80	12.00	11.20
5 min.....	8.00	7.20	6.80	6.40	6.00	5.60

**FORDYCE**

Dallas County—Map Location E-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**KBJT**

1959



Subscriber to the NAB Radio Code  
Media Code 4 204 2640 5.00  
KBJT, Inc., Box 659, Fordyce, Ark. 71742. Phone  
501-352-2170.  
1. PERSONNEL  
General Manager—Jay Bagwell.  
2. REPRESENTATIVES  
Hal Walton Co.  
3. FACILITIES  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
4. AGENCY COMMISSION  
15% on time and talent.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Arkansas Radio Network.

**TIME RATES**

ET 11/17/72—Rec'd 11/16/72.

6. SPOT ANNOUNCEMENTS

PER WK:	1x	13x	26x	52x	104x	260x	364x
1 min 3.00	2.70	2.55	2.45	2.15	2.10	2.00	2.00
30 sec 2.50	2.30	2.20	2.10	1.90	1.80	1.70	1.70

**FORREST CITY (1 AM; 1 FM)**

St. Francis County—Map Location H-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KBFC (FM)**

1980



Subscriber to the NAB Radio Code  
Media Code 4 204 2675 1.00  
Forrest City Broadcasting Co., Drawer 707, Forrest  
City, Ark. 72335. Phone 501-633-1252.

See affiliated AM station for additional information.  
AM facilities: KXJK.  
STATION'S PROGRAMMING DESCRIPTION  
KBFC (FM): MUSIC: country & western.  
5. FACILITIES  
ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-10 pm. CST.  
4. AGENCY COMMISSION  
None; agencies add commissions to rates shown.  
TIME RATES  
Rates are identical to KXJK. See that listing.

**KXJK**

1949



Subscriber to the NAB Radio Code  
Media Code 4 204 2750 2.00  
Forrest City Broadcasting Co., Box 707, Forrest  
City, Ark. 72335. Phone 501-633-1252.  
STATION'S PROGRAMMING DESCRIPTION  
KXJK: General interest programming.  
1. PERSONNEL  
General Manager—William Fogg.  
2. REPRESENTATIVES  
The Denvy Organization, Inc.  
South—C. K. Beaver & Associates, Inc.  
3. FACILITIES  
5,000 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-7 pm. CST.  
4. AGENCY COMMISSION  
None; agencies add commissions to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KBFC (FM).  
Affiliated with KBS.  
Member: Arkansas Radio Network.

**TIME RATES**

No. 7 ET 10/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

5x	26x	104x	260x	312x	520x	1000x
1 min 6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50
20 sec 3.50	3.25	3.00	2.75	2.50	2.25	2.00

Prime time: 6-9 am & noon-2 pm, 1-min extra  
1.00; 30-sec. extra .75; 20-sec. extra .50.

**FORT SMITH (5 AM; 3 FM)**

(including Van Buren)  
Fort Smith, Sebastian County—Map Location B-4  
Van Buren, Crawford County—Map Location C-3  
See SRDS consumer market map and data at beginning  
of the State.  
Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc. with-  
in the area.

**KFD F**

1958

**VAN BUREN**

Media Code 4 204 2860 9.00  
George V. Domeresco, Box 550, Van Buren, Ark. 72956.  
Office and Studios: 711-1/2 Main, Van Buren, Ark.  
72956.  
1. PERSONNEL  
Owner & Gen'l Mgr.—George V. Domeresco.  
2. FACILITIES  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.  
4. AGENCY COMMISSION  
15/0; 15 days.  
5. GENERAL ADVERTISING See coded regulations  
General: 4b, 4d.  
Basic Rates: 29a.  
Contracts: 50.  
Comb.: Cont. Discounts: 60a.  
Member: Arkansas Radio Network.

**TIME RATES**

Rates effective February 15, 1960.  
Rates received February 25, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr	1/2	1/4	10	5	1
hr.	hr.	hr.	min.	min.	min.
1 time.....	42.00	26.60	16.80	12.60	8.40
13 times.....	39.90	25.20	15.90	11.70	7.95
26 times.....	37.80	23.80	15.10	11.20	7.55
52 times.....	35.00	22.40	14.25	10.65	7.00
104 times.....	33.60	21.00	13.45	10.00	6.60
208 times.....	31.50	19.95	12.80	9.45	6.30
312 times.....	28.00	18.20	10.00	8.65	5.40

7. PACKAGE PLANS  
SATURATION DISCOUNTS  
10 times per week, from earned frequency..... 10%  
15 times per week, from earned frequency..... 15%  
20 times per week, from earned frequency..... 20%  
25 times per week, from earned frequency..... 25%  
30 times per week, from earned frequency..... 30%  
Special package rates for "quickie" spots are shown.  
10. SPECIAL FEATURES  
News, 1/4 hour and 5 minute rates apply.

**KFP W**

1930

**FORT SMITH**



Media Code 4 204 2970 6.00  
KFPW Broadcasting Co., Box 4150, 2415 N. Albert  
Pike Rd., Fort Smith, Ark. 72904. Phone 501-783-  
4105.  
STATION'S PROGRAMMING DESCRIPTION  
KFPW: Programmed for general interest.  
2. REPRESENTATIVES  
KVALITIES handle all segments. NEWS:  
10 or 15 min on hour. Local news follows network  
reports at 10 past hour except for 15 min locally  
produced newscasts at 7 am, 8 am, noon, 6 pm &  
10 pm. MUSIC: middle-of-the-road. Guest dis-  
cussions daily at 12:15 pm. SPORTS: college and

**ARKANSAS**

high school football and basketball. News 20%, music  
55%, sports and public affairs features 25%. Rec'd  
10/2/73.

1. PERSONNEL  
Owner—George T. Herrelich.  
Manager—John Whitt.  
Program Director—Joe Roppolo.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CBT.  
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 21a, 23a, 24a, 25a, 28c, 29a.  
Contracts: 40a, 45, 46, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 62a.  
Cancellation: 70c, 71a.  
Prod. Services: 82.  
Affiliated with CBS.

**TIME RATES**

ET 12/1/73—Rec'd 9/25/72.

6. SPOT ANNOUNCEMENTS  
A—Mon thru Sat 6-9 am & 4-7 pm.  
B—All other times.

1 MIN:	1x	26x	52x	156x	260x	520x
A.....	7.50	7.00	6.50	6.00	5.50	5.00
B.....	5.50	5.00	4.50	4.00	3.50	3.00

20/30 SEC:

A.....	6.00	5.50	5.00	4.50	4.00	4.00
B.....	4.75	4.50	4.25	4.00	3.75	3.50

7. PACKAGE PLANS  
PER WK, ROS:

1 min.....	6.00	5.80	5.60	5.40	5.20
20 sec.....	4.50	4.30	4.10	3.90	3.70

8. PROGRAM TIME RATES

1 hr.....	55	50	45	40	35
1/2 hr: 60% of hour.	10 min:	33-1/3% of hour.			
1/4 hr: 40% of hour.	5 min:	25% of hour.			

**KFSA**

1947

**FORT SMITH**

# ARKANSAS

## Fort Smith—KISR—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6b, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 24c, 25a, 28b, 30.  
Contracts: 40a, 41, 42d, 45, 46, 48, 49, 51b.  
Comb.; Cont. Discounts: 60c, 61c, 62d.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 11/17/73—Rec'd 11/29/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	14 ti	21 ti	35 ti	49 ti	70 ti	98 ti
1 min.	3.00	2.80	2.60	2.40	2.20	2.00
30 sec.	2.50	2.30	2.10	2.00	1.80	1.60
Minimum 14 per wk.						
PER MO:	50 ti	100 ti	150 ti	200 ti	250 ti	300 ti
1 min.	2.70	2.50	2.30	2.10	2.00	1.90
30 sec.	2.20	2.00	1.80	1.60	1.50	1.40
Minimum 50 per mo.						
PER YR:	365x	600x	1000x	1200x	1600x	2000x
1 min.	2.60	2.40	2.20	2.10	1.90	1.80
30 sec.	2.10	1.90	1.70	1.60	1.50	1.40

Guaranteed times: Extra 15%.  
Quantities between those given above charged rate of lower quantity.

## KMAG (FM)

1954

FORT SMITH

Media Code 4 204 3250 2.00  
The Valley Corp., Box 143, N. 5th & Garrison Ave.,  
Fort Smith, Ark. 72901. Phone 501-782-8888.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KMAG (FM): Programmed for adults.  
MUSIC: adult popular, primarily MOR with 54 min. of music per hr. NEWS & SPORTS same as KWHN, see that listing. COMMERCIAL POLICY: limited to 9 minutes per hour. Contact Representative for further details. Rec'd 7/18/73.

**3. FACILITIES**  
ERP 100,000 w.; 99.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 2,300 ft. above average terrain.  
Partial simulcast operation. Operated separately except for news and sports. For simulcast facilities see KWHN.

### TIME RATES

ET 11/17/73—Rec'd 4/26/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.00	30 sec.	4.80
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## KTCS

1956

FORT SMITH

Media Code 4 204 3300 5.00  
Big Chief Broadcasting Co., Box 1017, Holiday Inn  
South, 2301 Towson Ave., Fort Smith, Ark. 72901.  
Phone 501-785-2559.

**STATION'S PROGRAMMING DESCRIPTION**  
KTCS: Country Music format. Contact Representative for further details. Rec'd 6/7/72.

**1. PERSONNEL**  
General Manager—Bill Harper.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
St. Louis—Bruce Schneider & Co.  
Texas—Riley Representatives.

**3. FACILITIES**  
1,000 w. days: 1410 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KTCS-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Contracts: 40a.  
Comb.; Cont. Discounts: 60j.  
Continuing discount allowed when schedule is interrupted.

### TIME RATES

ET 9/1/68—Rec'd 8/8/69.  
AA—Mon thru Sat 6-9 am; 4-7 pm.  
A—All other times.

**7. PACKAGE PLANS**

PER WK:	CLASS AA	1 ti	12 ti	18 ti	24 ti	30 ti
		8.00	7.50	7.00	6.50	6.00
30/20 sec.		7.00	6.50	6.00	5.50	5.00
1 min.	CLASS A	7.00	6.50	6.00	5.50	5.00
		6.00	5.50	5.00	4.50	4.00

**8. PROGRAM TIME RATES**

1 hr.	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hr.	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hr.	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min.	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00

## KTCS-FM

1964

FORT SMITH

Media Code 4 204 3301 3.00  
Little Chief Broadcasting Co., Box 1017, Holiday Inn  
South, 2301 Towson Ave., Fort Smith, Ark. 72901.  
Phone 501-785-2559.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 73,000 w.; 99.9 mc.  
Operating schedule: 5 am-midnight. CST.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KTCS.

### TIME RATES

Rates are identical to KTCS. See that listing.

## KWHN

1947

FORT SMITH

Media Code 4 204 3410 2.00  
The Valley Corp., Box 143, N. 5th & Garrison Ave.,  
Fort Smith, Ark. 72901. Phone 501-782-8888.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWHN: Programmed for young adults and adults.  
MUSIC: modern. AIR PERSONALITIES handle all segments. Farm, market, weather, news and sports. NEWS: on hour and at :25; 75% local; 25% national. SPORTS: pro baseball, college football, high school football and basketball. Music 75%, news 15%, sports 10%. Contact Representative for further details. Rec'd 7/25/71.

**1. PERSONNEL**  
Pres. & Owner—Horace C. Boren.  
Manager—Glenn A. O'Neal.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Southeast—David Carpenter Company.  
Southwest—Mario Messina Company.

**3. FACILITIES**  
5,000 w.; 1320 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight. CST.  
Partial simulcast operation. Simulcast during news and sports only. For non-simulcast facilities see KMAG (FM).

**4. AGENCY COMMISSION**  
15/0 on net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.

Contracts: 40a, 48, 47a.  
Comb.; Cont. Discounts: 60b, 60c, 62b.  
Cancellation: 73a.  
FM facilities: KMAG (FM).  
Affiliated with American Contemporary Network.

### TIME RATES

ET 7/1/70—Rec'd 6/22/70.

**6. SPOT ANNOUNCEMENTS**

1x	25x	104x	158x	260x	312x
1 min	12.00	11.40	11.00	10.80	10.20
30 sec	8.65	8.20	8.00	7.80	7.35

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	10 sec	30 ti
1 min.	10.80	10.20	9.60	3.50	2.75
30 sec.	7.85	7.35	6.85	2.75	2.00

**8. PROGRAM TIME RATES**

1/2 hr.	48.00	45.60	44.40	38.40	36.00
1/4 hr.	32.00	30.40	29.60	25.60	24.00
5 min.	17.35	16.50	15.60	13.80	13.35

## HARRISON (1 AM; 1 FM)

Boone County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

## KHOZ

1946

Subscriber to the NAB Radio Code  
Media Code 4 204 3220 6.00  
Harrison Broadcasting Corp., Box 670, 120 E. Rush  
St., Harrison, Ark. 72601. Phone 501-365-2301.

**STATION'S PROGRAMMING DESCRIPTION**  
KHOZ: Programmed for general interest.

**1. PERSONNEL**  
General Manager—W. J. Wheeler.

**2. REPRESENTATIVES**  
David Carpenter Company.

**3. FACILITIES**  
1,000 w. days: 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only: 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Magic Circle Network, Arkansas Radio Network.

### TIME RATES

ET 8/28/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	31 ti	61 ti	100+
1 min.	4.50	3.75	3.40	3.00
30 sec.	3.00	2.50	2.25	2.00

## KHOZ-FM

1963

Subscriber to the NAB Radio Code  
Media Code 4 204 3521 6.00  
Harrison Broadcasting Corp., Box 670, 120 E. Rush  
St., Harrison, Ark. 72601. Phone 501-365-2301.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KHOZ-FM: Contemporary

**3. FACILITIES**  
ERP 10,000 w.; 102.9 mc.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 635 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only: 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Magic Circle Network, Arkansas Radio Network.

### TIME RATES

ET 8/28/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	31+
1 min.	3.75	2.75
30 sec.	2.50	1.75

## HEBER SPRINGS

Cleburne County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KAWW

1967

Media Code 4 204 3575 2.00  
Newport Broadcasting Co., 422 W. Main St., Heber  
Springs, Ark. 72543. Phone 501-362-3106.

**1. PERSONNEL**  
General Manager—Samuel E. English.

**3. FACILITIES**  
1,000 w.; 1370 kc. Non-directional.  
500 w. pre sunrise.  
Operating schedule: 6 am-local sunset. CST.

## 4. AGENCY COMMISSION

15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network.

### TIME RATES

No. 1 ET 1/1/68—Rec'd 3/27/69.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	15x	26x	100x	200x	800x
30 sec.	3.00	2.70	2.40	2.25	2.10	2.00
15 sec (5 or more x)	2.40	2.15	1.95	1.80	1.65	1.55

## HELENA (1 AM; 1 FM)

Phillips County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## KCRI (FM)

1971

Subscriber to the NAB Radio Code  
Media Code 4 204 3602 4.00  
Radio Helena, Inc., Box 506, Helena, Ark. 72342.  
Phone 501-338-8321.

**STATION'S PROGRAMMING DESCRIPTION**  
KCRI (FM): Programmed to contemporary Country-Western audience.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Lester C. Ward.

**3. FACILITIES**  
ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 257 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0: 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Arkansas Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 2/28/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	364x
1 min.	6.00	5.75	5.25
30 sec.	4.00	3.75	3.25

## KFFA

1941

Subscriber to the NAB Radio Code  
Media Code 4 204 3630 5.00  
Helena Broadcasting Co., 5th Floor, Helena National  
Bank Bldg., Helena, Ark. 72342. 501-338-8361.

**1. PERSONNEL**  
Manager—Sam W. Anderson.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w.; 1360 kc. Directional—night only.  
Operating schedule: 5:00 a.m. to midnight. CST.

**4. AGENCY COMMISSION**  
15/0 time only: 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KDS.

Member: National AdRadio Groups, Inc., Farm  
Radio Network, Arkansas Radio Network.

### TIME RATES

No. 7 ET 3/1/73—Rec'd 3/5/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	364x
1 min.	6.00	5.75	5.25
30 sec.	4.00	3.75	3.25

## HOPE

Hempstead County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## KXAR

1947

Subscriber to the NAB Radio Code  
Media Code 4 204 3740 2.00  
Hope Broadcasting Co., Box K, Hope, Ark. 71801.  
Phone 501-777-3601.

**STATION'S PROGRAMMING DESCRIPTION**  
KXAR: Adults standards AM, country PM, top 40  
7-11 pm.

**1. PERSONNEL**  
General Manager—Haskell Jones.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Southwest—Clyde Melville Company.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Arkansas Radio Network, Farm Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 7/23/74.

**6. SPOT ANNOUNCEMENTS**

PER MO EA:	1 ti	51+
1 min.	2.40	2.00
30 sec.	1.75	1.55

Specified time: 6-9 am, per spot extra 21%.  
Special rates: 6-11 pm, 1 min 1.75; 30 sec 1.25.

## HOT SPRINGS (3 AM; 3 FM)

Garland County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KBHS

1953

Media Code 4 204 3850 9.00  
KBHS Broadcasting Co., Inc., 113 3rd St., Hot  
Springs, Ark. 71901. Phone 501-623-6661.  
Mailing address: Box 2309, Hot Springs, Ark. 71901.

**STATION'S PROGRAMMING DESCRIPTION**  
KBHS: Programmed for young adults.  
MUSIC: modern country. NEWS: 5 min capsules at

:30 & :60. SPORTS: pro baseball, high school &  
college football & basketball, horse race results.  
FARM: markets 8:30 am & 12:15 pm. Contact  
Representative for further details. Rec'd  
10/29/73.

**1. PERSONNEL**  
President—Dr. David R. Mackey.  
Station Manager—Dewayne Garner.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.

**3. FACILITIES**  
5,000 w. days: 590 kc.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15a, 15b.

Basic Rates: 21a, 22a, 23a, 24c, 25a, 27, 28a, 29a.  
Contracts: 40a, 42b, 44a, 45, 46, 51c



Hot Springs—K G U S (FM)—Continued

**6. SPOT ANNOUNCEMENTS**

RDS: 1x	52x	156x	260x	312x	624x	1000x
1 min	10.00	8.50	7.50	6.50	5.50	4.50
30 sec	8.00	7.00	6.00	5.00	4.00	3.00
20 sec	5.00	4.50	3.50	3.00	2.75	2.00
10 sec	3.00	2.75	2.50	2.25	2.00	1.50

**7. PACKAGE PLANS**

PER WK. EA:	14 ti	28 ti	42 ti	56 ti	70 ti
1 min	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.00
20 sec	3.00	2.50	2.00	1.75	1.50
10 sec	2.00	1.75	1.50	1.25	1.00

**8. PROGRAM TIME RATES**

RDS: 1x	52x	156x	260x	312x	624x	1000x
55 min	50.00	45.00	40.00	35.00	30.00	25.00
30 min	30.00	27.50	25.00	22.50	20.00	17.50
25 min	25.00	22.50	20.00	17.50	15.00	12.50
15 min	20.00	17.50	15.00	12.50	10.00	8.00
10 min	15.00	12.50	10.00	7.50	5.00	3.00
5 min	15.00	12.50	10.00	7.50	5.00	3.00

**10. SPECIAL FEATURES**

NEWS/WEATHER/SPORTS AT :60 & :30  
 CONTRACT: 1 mo 3 mo 6 mo 1 yr  
 3-5-min. per day, per mo..... 250 225 200 175  
 Incl open & close plus 2 30-sec or 1 1-min spot.  
 Mon thru Sat.

**KXOW KXOW-FM**  
1966 1971

Media Code 4 204 3960 6.00  
 Noalmark Broadcasting Corp., Box 1739, Hot Springs, Ark. 71901. Phone 501-523-1301.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KXOW: Programmed for adult-MUSIC: Modern country. Contact Representative for further details. Rec'd 8/19/74.

- 1. PERSONNEL**  
 Gen'l & Sales Mgr.—Bob Gipson.  
 Office Manager—Merle Thornton.
- 2. REPRESENTATIVES**  
 Grant Webb & Company, Inc. Southeast—H. S. Crane Company, Inc.
- 3. FACILITIES**  
 5,000 w.; 1420 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 ERP: 3,000 w.; 106.3 mc.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: 793 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15/70 time only; payable when rendered
- 5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 18b.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 26, 27, 28b, 29c, 29a, 29b, 30, 31.  
 Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62a, 62d.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 80, 82.  
 Affiliated with MBS.

**TIME RATES**

Eff 12/15/71  
 AA—Mon thru Sat 6-10 am & 3-6 pm.  
 A—Mon thru Sat 10 am-3 pm; all other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
AA	15.00	14.00	13.00	12.00	11.00
A	13.00	12.50	11.50	10.50	10.00
20/30 sec: 80% of 1-min.					
AM only: deduct 3.00 per spot.					

**10. SPECIAL FEATURES**  
 5-min newscasts—1-1/2x 1-min rate.

**KZNG**

Media Code 4 204 4070 3.00  
 George T. Herreich, 1011 Central Ave., Hot Springs, Ark. 71901. Phone 501-624-3313.  
 Mail'ing address: Box Q, Hot Springs, Ark. 71901.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KZNG: Target audience 18-49 adults.  
 MUSIC: blend of best songs of today & hit recordings of 40's, 50's & 60's. AIR PERSONALITIES.  
 NEWS: network at :60 backed up by 2 local newscasts per hour; news director plus a mobile reporter.  
 SPORTS: local & national incl'g 500 yards triple crown, pro & college football, pro boxing, race results, Cotton Bowl. Contact Representative for further details. Rec'd 3/26/71.

- 1. PERSONNEL**  
 Manager—Tom Nichols.  
 Sales Manager—Arthur Hightman.  
 Farm & News Director—Larry Douglas.
- 2. REPRESENTATIVES**  
 Meeker Radio, Inc.
- 3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1340 kc.  
 Non-directional.  
 Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
 None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING See coded regulations**  
 Cancellations subject to short rate; will be made 30 days after receipt of written notification.  
 Affiliated with CBS.

**TIME RATES**

Eff 10/1/72—Rec'd 10/6/72.

**6. SPOT ANNOUNCEMENTS**

FLAT:	1 min	30 sec
6:30-9 am & 4-6 pm	7	6
RDS	6	5
30+ spots per wk, 500+ spots per year, less 10%.		

**JACKSONVILLE (1 AM; 1 FM)**

Pulaski County—Map Location F-4  
 See SBDS consumer market map and data at beginning of the State.

**KGMR KGMR-FM**  
1963 1969

Media Code 4 204 4180 0.00  
 Radio Jacksonville, Inc., Box 311, U. S. Hwy. 67, Jacksonville, Ark. 72076. Phone 501-982-5551.

- 1. PERSONNEL**  
 Station Manager—Johnny Towell.
- 2. REPRESENTATIVES**  
 Paul Miller & Company.

October 1, 1974

- 3. FACILITIES**  
 1,000 w., 1,500 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 FM-ERP: 25,000 w.; 100.3 mc. Stereo.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: 298 ft. above average terrain.  
 Simulcast 2 pm-sign-off.
- 4. AGENCY COMMISSION**  
 15/90 time only; 10% of following month.
- 5. GENERAL ADVERTISING See coded regulations**  
 Accepts AAAA copyrighted contract.
- TIME RATES**
- NATIONAL AND LOCAL RATES SAME  
 Eff 1/1/73—Rec'd 8/30/74.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |
|--------|------|------|------|------|
| 1 min  | 10x  | 50x  | 100x | 150+ |
| 1 min  | 6.00 | 5.00 | 4.00 | 3.50 |
| 30 sec | 5.50 | 4.50 | 3.75 | 3.25 |
- 7. PACKAGE PLANS**
- SPOT SATURATION—WITHIN 1 WEEK
- |            |     |           |         |     |
|------------|-----|-----------|---------|-----|
| 100 1-min. | 300 | 100       | 30 sec. | 250 |
| 26 wk—10%  |     | 52 wk—15% |         |     |

**JONESBORO (2 AM; 2 FM)**

Craighead County—Map Location J-2  
 See SBDS consumer market map and data at beginning of the State.

**KBTM KBTM-FM**  
1938 1947

Subscriber to the NAB Radio Code  
 Media Code 4 204 4200 7.00  
 Patterson Brothers, KBTM Bldg., 603 Madison St. Jonesboro, Ark. 72401.

- 1. PERSONNEL**  
 General Manager—Alan Patterson Jr.  
 Station Manager—Clarence Adams.  
 Program Director—Bill McCaughan.
- 2. REPRESENTATIVES**  
 The Dvorney Organization, Inc.
- 3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1230 kc.  
 Non-directional.  
 Operating schedule: 5:00 a.m. to 11:00 p.m. CST.  
 FM FACILITIES  
 ERP: 4,000 w.; 194.0 mc.  
 Operating schedule: 5:30 a.m. to 11:00 p.m. CST.  
 Antenna ht.: 200 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15/2 time only; 10 days.
- 5. GENERAL ADVERTISING See coded regulations**  
 Basic Rates: 22a, 25a.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60a.  
 Affiliated with MBS and KBS.

**TIME RATES**

Eff 4/1/67—Rec'd 3/27/67.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	26x	52x	104x	208x	312x
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	5.40	5.20	4.80	4.40	4.00	3.60
10 sec: 50% of 1-min. Not combinable to earn lower frequency except on 2 for 1 basis.						

**7. PACKAGE PLANS**

WEEKLY PACKAGE PLANS  
 (1-12 wks)

1 min.	10 ti	15 ti	20 ti	30 ti
20/30 sec: 80% of 1-min.	5.00	4.50	4.00	3.75

**ADDITIONAL DISCOUNTS**

13 wks—5%	26+ wks—10%
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Package spots not combinable with regular frequency spots to earn regular discount. Retroactive package discounts apply on continuous schedule only. Weeks need not be consecutive to earn cumulative weeks frequency.

**6. PROGRAM TIME RATES**

1x	26x	52x	104x	208x	312x
1/2 hr	45	39	36	33	30
1/4 hr	30	26	24	22	20
5 min	15	13	12	11	10

**KFIN (FM)**

Media Code 4 204 4345 9.00  
 Snider Broadcasting Corp., Box 1691, Jonesboro, Ark. 72401. Phone 501-932-1079.

- 1. PERSONNEL**  
 President—Ted L. Snider.  
 General Manager—Richard Lynn Farr.  
 Office Manager—Dwanna Anderson.

Take a book—Any book—try the new books—  
**KAAY beats any one in Arkansas**

ARB — April-May 1974  
 Little Rock TSA — M-Sun  
 6 AM-Midnight Cume  
 Persons

KAAY	224,500
#2	130,900
#3	126,500
#4	83,000
#5	71,500

PULSE — April-June—1974  
 Little Rock-North Little  
 Rock RSA M-Sun 24 hrs.  
 Cume Persons

KAAY	245,700
#2	119,900
#3	96,600
#4	60,200
#5	56,900

Then top these off with the Circulation Pulse 1971-72 station report, where Mon through Sun Cume audience the figures are

**KAAY 360,800**  
 All Little Rock-North Little Rock non-ethnic stations combined 321,000

You see all the figures here—KATZ will be glad to give you the complete books on any of them.



**LITTLE ROCK (8 AM; 4 FM)**

(including North Little Rock)

Pulaski County—Map Location F-4  
 See SBDS consumer market map and data at beginning of the State.  
 Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Daytime		Evening	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 am-midnight)	(7 am-midnight)	(7 am-midnight)
A	35	30	35	35	35	35
B	35	30	35	35	35	35
C	25	28	28	28	28	28
D	25	22	25	25	22	22
AVERAGE	30	28	31	31	29	29

**KAAY**  
1924  
LITTLE ROCK



**KATZ RADIO**



Media Code 4 204 4510 8.00  
 KAAY, Inc., a subsidiary of LIN Broadcasting Corp., Box 1790, 1425 W. 7th St., Little Rock, Ark. 72203. Phone 501-375-5311.

**STATION'S PROGRAMMING DESCRIPTION**  
 KAAY: Programmed for general interest.  
 NEWS: 5 man staff broadcasts 5 min at :55 headlines & weather at :30; UPI audio, UPI wire plus separate weather wire, 3 mobile units. Editorials as deemed necessary. SPORTS: at :15. Air personalities available for remotes. MUSIC: current & past hits presented by 6 AIR PERSONALITIES. FARM: 5:45 am & noon handled by farm director. RELIGION: weekly & Sat 4:45-5:45 am & 6:30-8 pm. Contact Representative for further details. Rec'd 1/30/74.

- 1. PERSONNEL**  
 General Manager—Harold L. Baker.
- 2. REPRESENTATIVES**  
 PHU Time Sales, Inc.  
 South—C. K. Beaver & Associates, Inc.
- 3. FACILITIES**  
 1,000 w. days, 970 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 None; all rates net to station.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
 Basic Rates: 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40a, 42b, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60b, 60c, 61b, 62b, 62c.  
 Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 Eff 4/1/74—Rec'd 3/25/74.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	13x	26x	52x	104x
1 min	5.50	4.75	4.25	3.95	3.60
30 sec	4.50	3.85	3.50	3.20	2.85
20 sec	3.50	2.90	2.50	2.20	2.00
10 sec	2.50	2.40	2.20	2.00	1.90

**7. PACKAGE PLANS**

1 min.	156x	260x	312x	600x
1 min.	3.25	3.00	2.75	2.60
30 sec	2.70	2.50	2.30	2.00
20 sec	1.90	1.80	1.70	1.60
10 sec	1.65	1.50	1.35	1.25

- 8. PROGRAM TIME RATES**
- |         |       |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1x      | 13x   | 26x   | 52x   | 104x  | 156x  | 260x  | 312x  |
| 1 hr    | 55.00 | 48.00 | 42.00 | 38.00 | 34.00 | 31.00 | 28.00 |
| 1/2 hr  | 33.00 | 29.00 | 25.00 | 22.00 | 20.00 | 18.00 | 16.00 |
| 1/4 hr  | 22.00 | 19.00 | 16.00 | 14.00 | 12.00 | 11.00 | 10.00 |
| 10 min. | 15.00 | 13.00 | 12.00 | 10.00 | 9.00  | 8.00  | 7.00  |
| 5 min.  | 10.00 | 9.00  | 8.00  | 6.50  | 5.75  | 5.25  | 4.75  |
- 9. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
 Contracts: 40a, 41, 44b, 45, 46, 50a, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60f, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Katz Radio Network.

**TIME RATES**

No. 3 Eff 1/1/73—Rec'd 2/23/73.  
 AAA—Mon thru Sat 5:45-10 am, noon-12:30 pm & 3-7 pm.  
 AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	28	27	25	24	22	21
20/30 sec	23	22	20	19	18	17
10 sec	18	18	15	14	14	12

(This listing continued on next page)

# ARKANSAS

## Little Rock—K A A Y—Continued

PER WK:	CLASS AA	11	12	18	24	24
1 min.	28	24	22	20	18	18
20/30 sec.	22	20	19	17	16	16
10 sec.	16	14	13	11	10	10

### 6. PROGRAM TIME RATES

PER YR:	1x	52x	156x	260x	312x
1/2 hr.	105.00	100.00	95.00	90.00	85.00
1/4 hr.	70.50	67.50	65.00	60.00	57.50
10 min.	55.00	53.00	50.00	47.50	45.00
5 min.	37.00	35.00	33.50	32.00	30.50

### 9. PARTICIPATING PROGRAMS

Marvin Vines Farm Programs—Mon thru Sat 5:45-6:30 am & noon-12:30 pm.  
1-min participations—applicable 1-min rate + 5.00 talent fee.  
5-min segments—Open & close & 1-min spot, applicable 5-min rate + \*9.00.  
10-min segments—Open & close & 2 1-min spots, applicable 10-min rate + \*12.00.  
15-min segments—Open & close & 3 1-min spots, applicable 15-min rate + \*15.00.  
(\* Talent fees: flat and commissionable.)

**KALO**  
1927  
LITTLE ROCK

*Mg* mcgavren-guild  
pgw radio, inc.

Media Code 4 204 4620 5.00

Arkansas Broadcasting Co., Box 5127, Little Rock, Ark. 72205. Phone 501-664-2525.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Bernard Mann.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

1,000 w. days, 500 w. nights; 1250 kc.

Directional—night only.

Operating schedule: 24 hours daily, CST.

### 4. AGENCY COMMISSION

15/0 net charges for facilities; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a.

Rate Protection: 10c, 12c, 13c, 14c, 15a.

Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 29c, 29a, 30, 31, 32a.

Contracts: 40a, 40c, 41, 42b, 42c, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60c, 60e, 60g, 60h, 60i, 61b, 62a, 62b.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

FM facilities: KEZQ (FM).

Affiliated with American Contemporary Network.

Affiliated with National Black Network.

Affiliated with Bernard Howard Black Radio Network.

Blanket contracts accepted for the purpose of establishing an advertiser's contractual year and the calculating of frequency earned. Blanket contracts will not be accepted for the purpose of rate protection.

### TIME RATES

Eff 10/1/71—Rec'd 9/1/71.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am 3 pm; Sun all day.

A—Mon thru Sat 7 pm-midnight.

B—Daily midnight-6 am. Rates on request.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	AAA	AA	A
6 ti.	20.00	16.00	11.00	19.00	15.00	10.00
12 ti.	19.00	15.00	10.00	18.00	14.00	9.00
18 ti.	18.00	14.00	9.00	17.00	13.00	8.00
24 ti.	15.00	11.00	6.00	14.00	10.00	5.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

6 ti.	12 ti.	18 ti.	24 ti.
18.00	17.00	16.00	15.00
17.00	16.00	15.00	14.00
16.00	15.00	14.00	13.00

PER WK:	AAA	AA	A	AAA	AA	A
6 ti.	10.00	8.00	5.50	9.50	7.50	5.00
12 ti.	9.50	7.50	5.00	9.00	7.00	4.50
18 ti.	9.00	7.00	4.50	8.50	6.50	4.00
24 ti.	7.50	5.50	3.00	7.00	5.00	2.50

### 7. PACKAGE PLANS

PER WK, EA:	12 ti	18 ti	24 ti	36 ti
1 min.	12	11	8	6
20/30 sec: 80% of 1-min.	10	9	6	4

**KARN**

1928

LITTLE ROCK

**NBC Radio Network**

**BLAIR RADIO**

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 204 4730 2.00  
Snider Corp., 1001 Spring St., Little Rock, Ark. 72203. Phone 501-376-9292.

### 1. PERSONNEL

President—Ted L. Snider.

Vice-Pres./Nat'l Sales—Louise Seymore.

Operations Manager—Harris Owen.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

5,000 w. 920 kc. Directional—night only.

Operating schedule: 19 hours daily, CST.

### 4. AGENCY COMMISSION

15/0; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.

Rate Protection: 15a, 15b, 16.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 25a, 26, 28a, 29a, 30, 32b.

Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49.

Comb.: Cont. Discounts: 60a, 61b, 62a, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

FM facilities: KKYK (FM).

Affiliated with NBC and Blair Represented Network.

Member: Arkansas Radio Network.

### TIME RATES

No. 11 Eff 8/15/74—Rec'd 8/15/74.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

D—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	AAA	AA	A
1 min 20	19	18	17	18	17	16
30 sec 16	15	14	13	15	14	13

1 min 15	12	11	10	9
12	11	10	9	8
10	9	8	7	6

1-min & sta brks combinable for frequency discount.

### KARN/KKYK (FM) COMBINATION

Drive—AM: Mon thru Fri 6-10 am, FM: Mon thru Fri 6-10 am and/or 3-7 pm.

Housewife—AM/FM: Mon thru Fri 10 am-3 pm.

Nite/Wknd—AM/FM: Mon thru Fri 7 pm-midnight; Sat & Sun 6 am-midnight.

PER WK: Drive—Housewife—Nite/Wknd

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti.	37	30	32	26	37	30
12 ti.	35	28	30	24	35	28
18 ti.	33	27	28	23	33	27
24 ti.	31	25	26	21	31	25

**KEWP**

1957

NORTH LITTLE ROCK

Media Code 4 204 4840 9.00  
Moses Broadcasting, Inc., 1604 Main St., Little Rock, Ark. 72206. Phone 501-376-7266.

### STATION'S PROGRAMMING DESCRIPTION

KEWP: Programmed for general interest.

MUSIC: contemporary MOR with a modern country accent. NEWS: Network hrly, local and regional twice hrly. Rec'd 10/29/73.

### 1. PERSONNEL

President—James A. Moses.

### 2. FACILITIES

1,000 w. days; 1350 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.

Basic Rates: 22b, 23a, 24a, 24b, 24c, 28b, 29a.

Comb.: 40a, 45, 46, 47a, 48.

Cont. Discounts: 60k, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73b.

Affiliated with American Information Network.

### TIME RATES

Eff 7/74—Rec'd 6/18/74.

### 6. SPOT ANNOUNCEMENTS

6 ti	12 ti	18 ti	24 ti	50 ti	100 ti	500x	750x
1 min 9.00	8.00	7.00	6.00	5.50	5.00	4.75	4.50
30 sec 8.25	7.25	6.25	5.25	5.00	4.50	4.50	4.25

10 sec: 50% of 1-min.

Guaranteed time, per spot extra 1.00.

### 7. PACKAGE PLANS

PER WK:	1 min	30 sec	15 sec
50 ti.	225	200	100

### 8. PROGRAM TIME RATES

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
75.00	50.00	35.00	25.00	15.00
70.00	45.00	30.00	20.00	10.00
65.00	40.00	25.00	15.00	10.00
60.00	35.00	20.00	10.00	9.00

**KEZQ (FM)**

1960

LITTLE ROCK

*Mg* mcgavren-guild  
pgw radio, inc.

**NAB**

**RAB**

**NAFMB**

Media Code 4 204 4867 2.00

Radio Station KEZQ, Inc., Box 5127, Little Rock, Ark. 72205. Phone 501-664-6868.

See affiliated AM station for additional information.

AM facilities: KALO.

### STATION'S PROGRAMMING DESCRIPTION

KEZQ (FM): Programmed for mass appeal.

AIR PERSONALITIES handle all segments. NEWS: at :30; weather at :30. MUSIC: general popular music with emphasis on current hits, standards, film music, showtunes. Music 85% instruments, 15% vocal. Contact Representative for further details. Rec'd 4/30/73.

### 1. PERSONNEL

President—Bernard Mann.

### 3. FACILITIES



Little Rock—K L R A—Continued

5. GENERAL ADVERTISING See coded regulations. General 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a. Contracts: 40a, 40c, 45, 46, 47a. Comb. Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a. Affiliated with CBS.

TIME RATES

No. 20 Eff 6/1/74—Rec'd 5/30/74.  
AAAA—Mon thru Sat 5-11 am  
AAA—Mon thru Sat 5-6 am & 3-7 pm  
AA—Mon thru Sat 11 am-3 pm  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAAA			AAA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
Specified	28.00	24.00	17.00	24.00	20.00	15.00
1 min	27.00	23.00	16.00	23.00	19.00	14.00
6 th	26.00	22.00	15.00	22.00	18.00	13.00
12 th	25.00	21.00	14.00	21.00	17.00	12.00
18 th	24.00	20.00	13.00	20.00	16.00	11.00
24 th	23.00	19.00	12.00	19.00	15.00	10.00
Specified	20.00	17.00	10.50	15.00	13.00	8.00
1 min	19.00	16.00	10.00	14.00	12.00	7.50
6 th	18.00	15.00	9.50	13.00	11.00	7.00
12 th	17.00	14.00	9.00	12.00	10.00	6.50
18 th	16.00	13.00	8.50	11.00	9.00	6.00
24 th	15.00	12.00	8.00	10.00	8.00	5.50

7. PACKAGE PLANS

PER WK. EA:	1/4AAAA, 1/4AAA, 1/4AA, 1/4A		
	1 min	30 sec	10 sec
7-day period; rotating within time class. Combinable with wky spots.	16.50	15.00	14.50
	13.50	12.00	11.50

KMYO  
1947  
LITTLE ROCK



ROBERT E. EASTMAN & CO., INC.



Media Code 4 204 5110 6.00  
Victor Broadcasting Co., Inc., 4015 W. Capitol, Little Rock, Ark., 72205. Phone 501-666-2821.

STATION'S PROGRAMMING DESCRIPTION

KMYO: Programmed for adults.  
MUSIC: adult MOR, NEWS: at :50. Sports. Contact Representative for further details. Rec'd 7/25/72.

1. PERSONNEL

Owner & Pres.—CHIT B. Ford.  
Sales Manager—Pete Wiggins.  
Program Director—Jim Conlee.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.  
Memphis—R. S. Crane Company, Inc.

3. FACILITIES

1,000 w. days, 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6-9:30 am. For non-simulcast facilities see KMYO-FM.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb. Cont. Discounts: 60a, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Eastman Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

AM/FM COMBINATION

No. 9 Eff 5/1/73 Rev 5/17/73—Rec'd 5/21/73.  
I—Mon thru Fri 6-10 am.  
II—Mon thru Fri 3-7 pm.  
III—Mon thru Fri 10 am-3 pm.  
IV—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I				II			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	20	16	14	12	18	14	12	10
1 min	16	12	11	9	16	12	11	9
IV: 1-min, flat 8.00 non-deductible.								
30 sec: 80% of applicable 1-min.								
AM only: Deduct 1.00 for 1-min, except AM Drive: deduct 3.00 for 30-sec.								

KMYO-FM

1966

LITTLE ROCK



Media Code 4 204 5111 4.00  
Victor Broadcasting Co., Inc., 4015 W. Capitol, Little Rock, Ark. 72205. Phone 501-666-2821.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
KMYO FM: Programmed for adults.  
MUSIC: MOR, NEWS: hourly. Contact Representative for further details. Rec'd 7/25/72.

3. FACILITIES

ERI' 26,400 w.: 95.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 297.5 ft. above average terrain.  
Partial simulcast operation. Operated separately.  
9:30-8 am. For simulcast facilities see KMYO.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Eastman Radio Network.  
Sold in combination with KMYO. See that listing for rates.

TIME RATES

No. 9 Eff 5/1/73—Rec'd 5/21/73.

I—Mon thru Sun 10 am-7 pm.

II—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	I				II			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	12	10	9	8	10	8	7	6
30 sec/less: 80% of applicable 1-min.								

KOKY

1956

LITTLE ROCK

Mutual Black Network



Media Code 4 204 5280 7.00  
BRIEN-KOKY, Inc., 723 W. 14th St., Little Rock, Ark. 72202. Phone 501-372-0259.

STATION'S PROGRAMMING DESCRIPTION

KOKY: Programmed primarily to the Negro community.  
MUSIC: popular, rhythm and blues, rock and gospel.  
AIR PERSONALITIES handle all segments and are available to tape commercials and can be used interchangeably. NEWS: live newscasts at :55, headlines and weather at :20, sports and weather at :40. Editorials broadcast as need dictates. Special broadcasts arranged to meet community needs. COMMERCIAL POLICY: 18 minutes per hour, all hours. 10 minute product protection. Personalities & equipment available for remote broadcasts. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL

President—Cleve Brien.  
Vice-Pres. & Gen'l Mgr.—Gene Moorhead.

2. REPRESENTATIVES

GCI Sales, Inc.

3. FACILITIES

5,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 29a, 30.  
Contracts: 40a, 41, 43, 44b, 45, 46, 47c, 51a.  
Comb. Cont. Discounts: 60a, 60c, 60f, 60i.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Continuing discount allowed provided same weekly schedule is maintained for both contract years. Schedules of 2 or more products of same manufacturer may be combined to earn maximum discounts.  
Affiliated with Mutual Black Network.

TIME RATES

Eff 4/1/74—Rec'd 5/20/74.

AAA—Mon thru Sat 6-10 am & 3-6 pm.

AA—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				30 SECONDS			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	15	14	13	12	11	10	9	8
AA	14	13	12	11	10	9	8	7
AAA	14	13	12	11	10	9	8	7
AA	12	11	10	9	8	7	6	5
10 sec: 50% of 1-min.								

7. PACKAGE PLANS

PER WK. BTA:	12 ti	18 ti	24 ti	30 ti
1 min	12	11	10	9
30 sec	10	9	8	7
10 sec: 50% of 1-min.				

KXLR

1946

NORTH LITTLE ROCK



Modern Country



Media Code 4 204 5390 4.00  
KXLR, Inc., Box 3014, Little Rock, Ark. 72203.  
Phone 501-945-4501.

1. PERSONNEL

General Manager—Robert A. Manning.  
National Sales Manager—Lou Mahacek.  
General Sales Manager—John Clayton.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

5,000 w. days, 1,000 w. nights; 1150 kc.

Directional—night only.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION

15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28, 28a, 29a.

Contracts: 40c, 42b, 45, 46.  
Comb. Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Entertainment Network.

Affiliated with ATA Radio Network.

TIME RATES

No. 5 Eff 4/1/70—Rec'd 4/6/70.

I—Mon thru Sat 6-10 am.

II—Mon thru Sat 10 am-7 pm.

III—Mon thru Sat 5-6 am & 7 pm-midnight. Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I				SECTION II				SECTION III			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	18.00	16.00	15.00	14.00	16.00	14.00	13.00	12.00	12.00	11.00	10.00	9.00
30 sec	14.00	12.50	12.00	11.25	12.00	11.20	10.40	9.60	9.00	8.20	7.40	6.60
10 sec	9.00	8.00	7.50	7.00	8.00	7.00	6.50	6.00	6.00	5.50	5.00	4.50

7. PACKAGE PLANS

PER WK EA:	CUME PLANS		1 min
	Plan A (12I, 12II, 6III)	Plan B (6I, 6II, 3III)	
1 min	10.00	12.00	14.00
30/20 sec: 80% of 1-min.	10 sec: 50% of 1-min.		

8. PROGRAM TIME RATES

5-min—1-1/2 x applicable 1-min.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%.

RATEHOLDER

Minimum wky sched. of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

MAGNOLIA (1 AM; 1 FM)

Columbia County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

KFMV (FM)

1970

Subscriber to the NAB Radio Code

Media Code 4 204 5445 6.00  
Magnolia Broadcasting Co., Box 430, 131 S. Jackson, Magnolia, Ark. 71753. Phone 501-234-1079.  
See affiliated AM station for additional information.

3. FACILITIES

ERP 55,000 w.: 107.9 mc.  
Operating schedule: 10 am-11 pm. CST.  
Antenna ht.: 380 ft. above average terrain.

ARKANSAS

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/72—Rec'd 8/3/73

6. SPOT ANNOUNCEMENTS  
40 sec or less: 2.00 1 min: 3.00  
Annual agreement of 10.00 weekly minimum, less 10%.  
Special programs, extra 50%.

7. PACKAGE PLANS

Daily	Weekly		
	10 ti	20 ti	30 ti
Each	1.95	1.90	1.85
Dollar Rollers—100 in 90 days	100.00	100.00	100.00
Religious & spots—25%.			

KVMA

1948



Subscriber to the NAB Radio Code

Media Code 4 204 5500 8.00  
Magnolia Broadcasting Co., Box 430, 131 S. Jackson, Magnolia, Ark. 71753. Phone 501-234-5882.

1. PERSONNEL

General Manager—W. M. Bigley.

2. REPRESENTATIVES

Savalli/Gates, Inc.

3. FACILITIES

1,000 w. days, 620 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
FM facilities: KFMV (FM)  
Member: Arkansas Radio Network.

TIME RATES

Eff 6/26/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

1 min: 3.90 40 sec/less: 2.60  
Prime time—Mon thru Sat 6 am-1 pm, extra 50%.

7. PACKAGE PLANS

PER WK:	25 ti			30 ti			100 ti		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	

# ARKANSAS

## Mammoth Spring—K A M S (FM)—Cont'd

### 4. AGENCY COMMISSION

15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network, Arkansas Radio Network.

#### TIME RATES

ET 7/1/74—Rec'd 6/10/74.

### 6. SPOT ANNOUNCEMENTS

1 x..... 1 min 30 sec 15 sec  
3.10 2.30 1.55

### 7. PACKAGE PLANS

---Per day---	---Per wk---	
10 ti 20 ti	15 ti	30 ti 100 ti
1 min.....	2.30	2.05 2.65 2.90 2.05 1.90
30 sec.....	1.70	1.55 2.00 1.70 1.55 1.40
15 sec.....	1.15	1.05 1.30 1.15 1.05 .95

## MARIANNA

Lee County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## KZOT

1961

Subscriber to the NAB Radio Code

Media Code 4 204 5830 9.00

Marianna Broadcasting Co., Willey Bldg., Marianna, Ark. 72360. Phone 501-295-2195.

STATION'S PROGRAMMING DESCRIPTION  
KZOT: MUSIC: country and western all day.

### 1. PERSONNEL

Manager—Dixie Lewis.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

500 w. days; 1460 kc. Directional.  
Operating schedule: 6 am-local sunset daily. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.  
Member: Arkansas Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 2/1/74—Rec'd 2/18/74.

### 6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	15 ti	40 ti	70 ti	100+
1 min.....	2.70	2.20	2.00	1.85	1.80
30 sec.....	2.20	1.75	1.60	1.50	1.40
10 sec; flat 1.00.					

#### DISCOUNT

52 wk—10%

## MARKED TREE

Pointsett County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

## KPCA

1956

Subscriber to the NAB Radio Code

Media Code 4 204 5940 6.00

Pointsett County Radio Broadcasting Co., Box 550, Marked Tree, Ark. 72365. Phone 558-2921.

STATION'S PROGRAMMING DESCRIPTION

KPCA: MUSIC: top C&W, Sunday gospel only.

### 1. PERSONNEL

Station Manager—Dewitt Waites.

### 2. REPRESENTATIVES

South, Southwest—C. K. Beaver & Associates, Inc.

### 3. FACILITIES

250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset weekdays; 7:00 am-local sunset Sunday. CST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network.

#### TIME RATES

Rates effective January 1, 1959. (Card No. 3,  
Card received January 28, 1959.)

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)
1 time.....	80.00	25.00	21.00	15.00	6.00
12 times.....	28.00	23.00	19.00	13.00	5.75
24 times.....	26.00	21.00	17.00	12.50	5.50
52 times.....	28.00	18.00	14.00	11.00	4.25
104 times.....	21.00	16.00	12.00	9.00	3.75
156 times.....	19.50	13.50	11.00	7.00	3.50
260 times.....	17.00	11.00	8.00	5.00	3.00

### 7. PACKAGE PLANS

SATURATION PACKAGE PLAN  
100 spots in a 5-week period, each..... 3.50  
1000 spots in a 52-week period, each..... 2.00  
1000 20-second spots in a 52-week period, each..... 1.30

## McGEHEE

Desha County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## KVSA

1953



Subscriber to the NAB Radio Code

Media Code 4 204 6050 3.00

Southeast Arkansas Broadcasters, Inc., Box 110, U. S. Hwy 65, between McGehee & Dermott, Ark. 71654. Phone 501-222-4200

STATION'S PROGRAMMING DESCRIPTION

KVSA: Programmed for general interest.

### 1. PERSONNEL

Pres. and Gen'l Mgr.—Abbott F. Kinney.

### 2. REPRESENTATIVES

George T. Hopewell, Inc.

### 3. FACILITIES

1,000 w. days, 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

#### TIME RATES

ET 5/1/74—Rec'd 6/13/74.

### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	206x	260x
1 min.....	3.55	3.42	3.30	3.18	3.06	2.95	2.88	2.82
30 sec.....	2.95	2.82	2.71	2.59	2.47	2.35	2.24	2.12

## MENA (1 AM; 1 FM)

Polk County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## KENA

1950



Subscriber to the NAB Radio Code

Media Code 4 204 6160 0.00

Mena Broadcasting Co., Box 1450, Mena, Ark., 71953. Phone 501-394-1450.

STATION'S PROGRAMMING DESCRIPTION

KENA: Programmed for general interest.

### 1. PERSONNEL

Gen'l & Com'l Mgr.—Jack R. Reeves.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-11 pm. CST.  
Partial simulcast operation. Simulcast 6-8:30 am, noon-1 pm & 5:30 pm-sign-off. For non-simulcast facilities see KENA-FM.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Arkansas Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/73—Rec'd 2/28/72.

### 6. SPOT ANNOUNCEMENTS

	100x	150x	200x	250x	300x
1 min.....	3.00	2.75	2.50	2.25	1.75
30 sec.....	2.50	2.25	2.00	1.75	1.30
10 sec.....	2.00	1.75	1.50	1.25	1.00

## KENA-FM

1969



Media Code 4 204 6161 8.00

Mena Broadcasting Co., Box 1450, S. Reine St., Mena, Ark., 71923. Phone 501-394-1450.  
See affiliate AM station for additional information.

### 3. FACILITIES

ERP 3,000 w.; 101.7 mc.  
Antenna ht.: 62 ft. above average terrain.  
Operating schedule: 6 am-11 pm. CST.  
Partial simulcast operation. Operated separately Mon thru Sat 8:30 am-noon & 1-5:30 pm. For simulcast facilities see KENA.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING

Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network.

#### TIME RATES

ET 4/1/74—Rec'd 2/8/74.

### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 x.....	1.50	1.25	1.00

## MONETTE

Craighead County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

## KBIB

1964



Subscriber to the NAB Radio Code

Media Code 4 204 6270 7.00

Buffalo Island Communications, Inc., Box B, Monette, Ark. 72447. Phone 501-486-5496.

STATION'S PROGRAMMING DESCRIPTION

KBIB: Programmed for adults and young adults.

### 1. PERSONNEL

General Manager—Norman Wimpy.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

250 w.; 1560 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: National Aerialadio Groups, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/72—Rec'd 5/2/72.

### 6. SPOT ANNOUNCEMENTS

	1x	51x	101x	301+
1 min.....	2.50	2.30	2.15	2.00
30 sec.....	1.75	1.55	1.25	1.15
15 sec; flat 1.00.				

## MONTICELLO (1 AM; 1 FM)

Drew County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## KHBM

1955

Media Code 4 204 6380 4.00

Keith Baker, Box 446, Monticello, Ark. 71655. Phone 501-367-5136.

### 1. PERSONNEL

Gen'l & Com'l Mgr.—Keith Baker.

### 2. REPRESENTATIVES

South—C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w. days, 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-7 pm. For non-simulcast facilities see KHBM-FM.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.  
Member: Arkansas Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/20/68.

### 6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	200x	312x
1 min.....	3.50	3.30	3.10	2.90	2.70	2.60	2.45

## KHBM-FM

1967

Media Code 4 204 6435 6.00

Baker Broadcasting Co., Box 446, 112 E. Shelton St. Monticello, Ark. 71655. Phone 501-367-5136.  
See affiliate AM station for additional information.

### 1. PERSONNEL

Program Director—Evelyn H. Baker.

### 3. FACILITIES

ERP 3,000 w.; 93.5 mc.  
Operating schedule: 5:30 am-10 pm. CST.  
Antenna ht.: 180 ft. above average terrain.  
Partial simulcast operation. Operated separately 5:30-6 am & 7-10 pm. For simulcast facilities see KHBM.  
Member: Arkansas Radio Network.

#### TIME RATES

Rates are identical to KHBM. See that listing.

## MORRILTON

Conway County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KVOM

1953



Media Code 4 204 6490 1.00

Morrilton Broadcasting Co., Box 541, Morrilton, Ark. 72110. Phone 501-354-2484.

### 1. PERSONNEL

Station Manager—J. C. Willis.

### 3. FACILITIES

250 w. days, 800 kc. Non-directional.

Operating schedule: Sunrise to local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Arkansas Radio Network.

#### TIME RATES

No. 1 ET 12/1/72—Rec'd 4/30/73.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	11 ti	21 ti	31+
1 min.....	3.50	3.25	3.00	2.50
30 sec.....	2.75	2.50	2.25	2.00



Newport—KNBY—Continued

TIME RATES

No. 3 Eff 9/1/79—Rec'd -----  
A—11:59 am-1.01 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS A  
1x rate applies. No frequency discount.  
CLASS B  
1x 15x 25x 52x 104x 156x 260x  
160 wd/less 5.00 4.75 4.50 4.00 3.75 3.50 3.00

KNBY-FM



Media Code 4 204 6821 7.00  
Newport Broadcasting Co., Inc., Box 218, Hwy. 67, N., Newport, Ark. 72112. Phone 501-523-3190.  
See affiliated AM station for additional information.

7. FACILITIES

ERP 3,000 w., 105.5 mc.  
Operating schedule: 6 am-9 pm. CST.  
Antenna ht.: 225 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-9 pm. For simulcast facilities see KNSY.

5. GENERAL ADVERTISING See coded regulations

Member: Arkansas Radio Network.

TIME RATES

Rates are identical to KNSY. See that listing.

NORTH LITTLE ROCK

Pulaski County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

See Little Rock

(including North Little Rock)

OSCEOLA (1 AM; 1 FM)

Mississippi County—Map Location K-2  
See SRDS consumer market map and data at beginning of the State

KOSE

KHFO

1949

1959



Subscriber to the NAB Radio Code

Media Code 4 204 6980 6.00  
Osceola Broadcasting Corp., Box 249, Osceola, Ark. 72370. Phone 501-563-2641.

1. PERSONNEL

Executive Vice President—Don Whitney.

2. REPRESENTATIVES

R. S. Crane Company, Inc.

3. FACILITIES

1,000 w. days, 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 5,500 w.; 98.1 mc.  
Antenna ht.: 292 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; billed monthly.

5. GENERAL ADVERTISING See coded regulations

Accents AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Arkansas Radio Network.

TIME RATES

Eff 5/1/74—Rec'd 4/26/74.  
Premium Time—6:30-8 am. 9-9:30 am (Woman's World), noon-1 pm & 4-5:30 pm.  
Regular Time—All other times.

6. SPOT ANNOUNCEMENTS

	Premium	Regular
30 sec 1 min 30 sec 1 min	2.82 4.12 3.06 2.82	1.41 2.06 1.53 1.41
Non-contract	4.12 5.41 2.82 4.12	
(*) 52 wk contract, per wk 17.50, or annual contract 910.00 net.		

7. PACKAGE PLANS

	SATURATION PACKAGES		
PER WK:	30 ti	40 ti	50 ti
30 sec	2.47	2.35	2.23
1 min	3.23	3.12	3.00

OZARK

Franklin County—Map Location C-3  
See SRDS consumer market map and data at beginning of the state.

KZRK

1969

Subscriber to the NAB Radio Code

Media Code 4 204 6984 3.00  
Ozark Broadcasting Co., Inc., Box 527, 207 N. 3rd St., Ozark, Ark. 72949. Phone 501-667-2863.

1. PERSONNEL

Mgr. & Chief Eng.—Wayne Duncan.

3. FACILITIES

500 w.; 1540 kc.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

20% cash discount to agencies.

5. GENERAL ADVERTISING See coded regulations

Accents AAAA copyrighted contract with exceptions.

TIME RATES

Eff 6/1/73—Rec'd 6/27/73.

6. SPOT ANNOUNCEMENTS

1 min	3.00	30 sec	2.00
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PARAGOULD (1 AM; 1 FM)

Greene County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

KDRS

1947



Subscriber to the NAB Radio Code

Media Code 4 204 7040 3.00  
KDRS, Inc., Box 117, Paragould, Ark. 72450. Phone 501-236-7627.

1. PERSONNEL

General Manager—Bruce I. Higgins.  
Commercial Manager—Jerry F. Gullitner

2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

3. FACILITIES

1,000 w. days; 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:00 am-10:20 pm. CST.

4. AGENCY COMMISSION

15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Accents AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 11/1/72—Rec'd 10/30/72.

6. SPOT ANNOUNCEMENTS

	1x	52x	156x	312x	624x	1000x
1 min	3.53	2.94	2.59	2.35	2.18	1.94
30 sec	2.88	2.59	2.35	2.18	1.94	1.65
15 sec/less	2.06	1.94	1.82	1.71	1.53	1.29

KHIG (FM)

1971



Subscriber to the NAB Radio Code

Media Code 4 204 7100 5.00  
Progressive Broadcasters of Arkansas, Inc., Box 1106, No. 1 Radio Park, Paragould, Ark. 72450. Phone 501-239-8588.

1. PERSONNEL

General Manager—Bruce I. Higgins.  
Commercial Manager—Jerry F. Gullitner.

2. REPRESENTATIVES

Southern Spot Sales, Inc.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 255 ft. above average terrain.

4. AGENCY COMMISSION

15% time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 11/1/73—Rev 8/20/74—Rec'd 8/28/74.

6. SPOT ANNOUNCEMENTS

	1x	50x	250x	450x	900x	1200x
1 min. flat	3.88					
30 sec	2.94	2.71	2.35	2.24	1.94	1.71
15 sec	2.59	2.35	2.06	1.94	1.71	1.41

7. PACKAGE PLANS

	30 sec	15 sec
WITHIN 6 DAYS:	67.20	58.20
WITHIN 12 DAYS:	112.00	37.00

PARIS

Logan County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

KCCL

1959

Subscriber to the NAB Radio Code

Media Code 4 204 7150 0.00  
Logan County Broadcasting Co., Drawer 609, 24 S. Express St., Paris, Ark. 72353. Phone 501-963-3100.

STATION'S PROGRAMMING DESCRIPTION

KCCL: MUSIC: 70% C & W, 30% rock format.

1. PERSONNEL

Gen'l Mgr. & Sales—Ray P. Price.

2. REPRESENTATIVES

R. S. Crane Company, Inc.

3. FACILITIES

500 w.; 1460 kc. Non-directional.

Operating schedule: 6 am-local sunset. (CST).

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accents AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 5/13/74—Rec'd 8/20/74.

6. SPOT ANNOUNCEMENTS

1 min	3.50	30 sec	2.50
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7. PACKAGE PLANS

PER YR CONTRACT:	1 min	30 sec
1200 x	3900	2700

PINE BLUFF (5 AM; 2 FM)

Jefferson County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

KADL

1960



Media Code 4 204 7280 7.00

Jefferson County Broadcasting Co., Box 8216, 111 W. 5th St., Pine Bluff, Ark. 71601. Phone 501-535-1270.

STATION'S PROGRAMMING DESCRIPTION

KADL: 100% Country & Western format.  
MUSIC: Current Top-40 Hits with Old Hits and New Records featured each hour. Air personalities handle all segments. NEWS: 2 15-min newscasts each day, 7-7:15 am and 12N-12:15 pm. News-on-the-hour at all other times 5-min. FAIRM NEWS & WEATHER: 6-7 am and during noontime news. Church Programs Sunday morning 7 am-12N. Contact Representative for further details. Rec'd 12/27/69.

1. PERSONNEL

General Manager—A. M. Smith.  
Sta. & Com'l Mgr.—Chester Pierce.  
Farm Director—Pat Bottom.

2. REPRESENTATIVES

The Devney Organization, Inc.

3. FACILITIES

5,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 25,000 w. 94.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 7 ft. above average terrain.  
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30.

Contracts: 40a, 41, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a.

Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 82.

Affiliated with KBS.

TIME RATES

Eff 1/1/64—Rec'd 1/8/64.

7. PACKAGE PLANS

	1 MINUTE—ROS	20 ti	30 ti	50 ti
PER WK:	5 ti	10 ti	15 ti	20 ti
Ea	6.00	5.50	5.00	4.00
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.	

6. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	60	40	24	20	12

DISCOUNTS

13x—5%	52x—12 1/2%	156x—20%
26x—10%	104x—15%	260x—25%

KCAT

1963



Subscriber to the NAB Radio Code

Media Code 4 204 7370 4.00  
J. B. Scanlon, Box 8908, Pine Bluff, Ark. 71601.  
Phone 501-534-2988.  
Studio: Box 5201 Pine Bluff, Ark. 71601. Phone 501-534-5001.

STATION'S PROGRAMMING DESCRIPTION

KCAT: 100% Negro programming.  
NEWS: at :50, 5 min network & 5 min local & regional. FEATURES: daily, bulletin board 25 min religious 2 hrs. jazz, etc. 2 hrs. SPORTS: 3 5-min shows daily. Panel shows & remotes. Contact Representative for further details. Rec'd 8/29/73.

1. PERSONNEL

Manager—Jerry Scanlon.

2. REPRESENTATIVES

Gert Bunchez and Associates.  
Southwest—Paul Miller & Company.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.

Operating schedule: 24 hours. CST.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b.

Rate Protection: 15b.

Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60b, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with Mutual Black Network.

Member: Arkansas Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff -----Rec'd 3/22/72.

AA—6-9 am & 4-6 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

	26x	52x	104x	312x	1000x
AA	8	7	6	5	4
A	7	6	5	4	3
30 sec:	80% of 1-min.	10 sec:	60% of 1-min.		

7. PACKAGE PLANS

	12 ti	18 ti	25 ti	35 ti
PER WK, 1 MIN:	7.50	6.50	5.50	4.50
AA	6.50	5.50	4.50	4.00

KCLA

1947



Subscriber to the NAB Radio Code

# ARKANSAS

## Pine Bluff—K P B A—Continued

- 2. REPRESENTATIVES**  
R. S. Crane Company, Inc.
- 3. FACILITIES**  
1,000 w. days, 1590 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 5, 8, 9, 9.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40b, 45, 46, 47a.  
Cancellation: 70a, 70c, 71a, 75a  
Affiliated with MBS.  
Member: Arkansas Radio Network.

### TIME RATES

Rates effective June 1, 1964.  
Rates received June 10, 1964.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |       |       |            |
|--------|------|-------|-------|------------|
| 1 min. | ea   | tot   | ea    | tot        |
| 5 ti   | 6.00 | 30.00 | 20 ti | 4.00 80.00 |
| 10 ti  | 5.00 | 50.00 | 30 ti | 3.00 90.00 |
| 15 ti  | 4.50 | 67.50 |       |            |
- 30-seconds—75% of applicable minute rate.
- 8. PROGRAM TIME RATES**
- |         |     |        |     |
|---------|-----|--------|-----|
| 1/2 hr. | 30. | 5 min. | 10. |
| 1/4 hr. | 20. |        |     |

## POCAHONTAS (1 AM; 1 FM)

Randolph County—Map Location H-1  
See SRDS consumer market map and data at beginning of the State.

### K P O C K P O C-FM

1950



Subscriber to the NAB Radio Code

Media Code 4 204 7810 0.00  
Adrian L. White, Inc., Box 508, Pocahtontas, Ark.  
72455. Phone 501-892-5234.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Adrian L. White.
- 2. REPRESENTATIVES**  
R. S. Crane Company, Inc.
- 3. FACILITIES**  
1,000 w. days, 1420 kc. Non-directional.  
Operating schedule: 5:45 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-sunset.
- 4. AGENCY COMMISSION**  
15/0 time only; 20th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Magic Circle Network.

### TIME RATES

No. 8 ET 10/73—Rec'd 10/31/73.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |       |
|---------|------|------|-------|
| PER YR: | 1x   | 100x | 1000+ |
| 1 min.  | 3.00 | 2.20 | 2.00  |
| 30 sec. | 2.40 | 2.00 | 1.50  |
- Mon thru Fri 6-9 am, extra 1.00.

## PRESCOTT

Nevada County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### K T P A

1960

Media Code 4 204 7920 0.00  
Newport Broadcasting Co., Box 734, Prescott, Ark.  
71857. Phone 501-887-2638.

- 1. PERSONNEL**  
Station Manager—Robert Hill.
- 3. FACILITIES**  
500 w. days; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% on time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Arkansas Radio Network.

### TIME RATES

No. 3 ET 5/14/66—Rec'd 5/26/66.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1x     | 13x  | 26x  | 104x | 156x | 260x |
| 1 min. | 3.75 | 3.55 | 3.35 | 2.80 | 2.25 |

## ROGERS (1 AM; 1 FM)

Bevon County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### K A M O K A M O-FM

1954



Subscriber to the NAB Radio Code

Media Code 4 204 8030 3.00  
KAMO, Inc., Rt. 2, Rogers, Ark. 72756. Phone 501-636-4611.

- STATION'S PROGRAMMING DESCRIPTION**  
KAMO: Programmed for general interest.
- 1. PERSONNEL**  
General Manager—W. E. Dacus.

- 2. REPRESENTATIVES**  
The Denny Organization, Inc.
- 3. FACILITIES**  
1,000 w. days, 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 2,800 w. (horiz.), 2,800 w. (vert.); 94.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 310 ft. above average terrain.  
Simulcast 6 am-6 pm.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network, Magic Circle Network.

### TIME RATES

ET 4/1/55—Rec'd 3/7/55

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |           |
|--------|------|------|------|------|------|------|-----------|
| 1x     | 25x  | 52x  | 104x | 156x | 260x | 312x | 364x      |
| 1 min  | 4.50 | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 2.75 |
| 50 wds | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 1.75 |

## RUSSELLVILLE

Pope County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### K A R V

1948



Subscriber to the NAB Radio Code

Media Code 4 204 8140 0.00  
Horne Industries, Inc., 2nd & Boulder, Russellville, Ark. 72801. Phone 501-988-1184.

- STATION'S PROGRAMMING DESCRIPTION**  
KARV: Programmed for adults and young adults.
- 1. PERSONNEL**  
Sales Manager—Kermit Womack.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 a.m. to midnight. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Arkansas Radio Network, Magic Circle Network.  
Affiliated with KBS.

### TIME RATES

ET 3/1/74—Rec'd 2/27/74.

- AAA—6:30-8:30, noon-1 pm & special programs.  
AA—6-6:30 am & 3:30-6:30 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |
|---------|------|------|------|
| 1 min.  | AAA  | AA   | A    |
| 30 sec. | 8.00 | 5.50 | 4.00 |
| 15 sec. | 4.50 | 3.50 | 2.50 |
- 10% rebate on non-cancellable annual contract, minimum 15.00 per wk.
- 7. PACKAGE PLANS**  
SATURATION PACKAGES—30 SECONDS
- |          |       |       |       |       |        |
|----------|-------|-------|-------|-------|--------|
|          | 10 ti | 20 ti | 30 ti | 50 ti | 100 ti |
| In 1 day | 3.00  | 2.75  |       |       |        |
| In 1 wk  |       |       | 3.00  | 2.75  | 2.25   |
- 10. SPECIAL FEATURES**  
News at 7:30—5:00.

## SEARCY (1 AM; 1 FM)

White County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### K W C K

1951



Subscriber to the NAB Radio Code

Media Code 4 204 8250 7.00  
KWCK, Inc., Drawer 708, 100 E. Arch Ave., Searcy, Ark. 72143. Phones 501-268-7124.

- 1. PERSONNEL**  
Station Manager—John Paul Capps.
- 3. FACILITIES**  
1,000 w. days, 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 15th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.

### TIME RATES

ET 1/1/74—Rec'd 11/5/73.

- AA—6-8 am & noon-1 pm.  
A—8 am-noon & 1 pm-sign-off.
- 6. SPOT ANNOUNCEMENTS**
- |    |       |        |
|----|-------|--------|
| AA | 1 min | 30 sec |
| A  | 11.50 | 7.50   |
|    | 8.00  | 5.00   |

### K W C K-FM

1973



Subscriber to the NAB Radio Code

Media Code 4 204 8251 5.00  
KWCK, Inc., Drawer 708, 100 E. Arch Ave., Searcy, Ark. 72143. Phones 501-268-7124.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
KWCK-FM: country 5 am-5 pm, MOR 5 pm-midnight.
- 3. FACILITIES**  
ERP 3,000 w., 99.3 mc.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: \_\_\_\_\_ ft above average terrain.
- TIME RATES**  
ET 1/1/74—Rec'd 11/5/73.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |         |      |
|--------|------|---------|------|
| 1 min. | 5.00 | 30 sec. | 3.00 |
|--------|------|---------|------|

## SILOAM SPRINGS (1 AM; 1 FM)

Deaton County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### K U O A K U O A-FM

1923

1943



Subscriber to the NAB Radio Code

Media Code 4 204 8360 4.00  
KUOA, Inc., Siloam Springs, Ark. 72761. Phone 501-524-2154.

- 1. PERSONNEL**  
(General Manager)—Carl McQuay.
- 3. FACILITIES**  
5,000 w. days, 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 34,000 w. (horiz.), 34,000 w. (vert.); 105.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 415 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/2 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Arkansas Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 3/1/74—Rec'd 3/5/74.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| 10 sec. | 1.25 | 1.20 | 1.15 | 1.10 | 1.05 | 1.00 |
| 20 sec. | 1.50 | 1.45 | 1.40 | 1.35 | 1.30 | 1.25 |
| 30 sec. | 1.95 | 1.85 | 1.75 | 1.65 | 1.55 | 1.45 |
| 1 min.  | 2.85 | 2.70 | 2.55 | 2.40 | 2.35 | 2.20 |

## SPRINGDALE (2 AM; 1 FM)

Washington County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### K B R S

1949



Subscriber to the NAB Radio Code

Media Code 4 204 8470 1.00  
Northwest Arkansas Broadcasting and Telecasting Co., Inc., Box 47, Hwy. 71, 1/2 m. N. of Springdale, Ark. 72764. Phone 501-751-4675.

- STATION'S PROGRAMMING DESCRIPTION**  
KBRS: MOR, family interest, local & state news.
- 1. PERSONNEL**  
General Manager—Phil Phillips.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Southwest—Clyde Melville Company.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: Magic Circle Network, National AgRadio Groups, Inc.

### TIME RATES

ET 6/1/73—Rec'd 10/29/73.

- 6. SPOT ANNOUNCEMENTS**
- |      |       |        |        |
|------|-------|--------|--------|
| 1 ti | 1 min | 30 sec | 10 sec |
|      | 3.05  | 2.60   | 1.10   |
- 10. SPECIAL FEATURES**  
All local news service. Extra, 20% of 1-time rate.

### K S P R

1966



Media Code 4 204 8580 7.00  
Johnson Communications, Inc., Box 168, Springdale, Ark. 72764. Phone 501-756-6121.

- STATION'S PROGRAMMING DESCRIPTION**  
KSPR: Programmed for adults and young adults.
- 1. PERSONNEL**  
Manager—Dewey Johnson.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
500 w., 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KSPR-FM.
- 4. AGENCY COMMISSION**  
15/0 time only payable 10th month following.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 8/31/73.

- 7. PACKAGE PLANS**
- |         |      |       |       |
|---------|------|-------|-------|
| PER MO: | 1 ti | 51 ti | 76 ti |
| 1 min.  | 3.00 | 2.60  | 2.35  |
| 30 sec. | 2.40 | 2.10  | 1.85  |
- PER YR, BULK:**
- |         |           |
|---------|-----------|
| 600x    | 1000x     |
| 1 min.  | 2.50 2.15 |
| 30 sec. | 2.00 1.75 |
- 10 sec: 70% of per mo 1-min rate.

## K S P R-FM

1968



Media Code 4 204 8581 5.00  
Jonason Communications, Inc., Box 168, Springdale, Ark. 72764. Phone 501-756-6121.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w.; 104.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: \_\_\_\_\_  
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see KSPR.
- TIME RATES**

Rates are identical to KSPR. See that listing.

## STUTT GART

Arkansas County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### K W A K

1948



Subscriber to the NAB Radio Code  
Media Code 4 204 8690 4.00  
Stuttgart Broadcasting Corp., Box 907, Stuttgart, Ark. 72160. Phone 501-673-1595.

- 1. PERSONNEL**  
Station Manager—C. R. Sandine.
- 2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—C. K. Reaver & Associates.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-10 pm. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Arkansas Radio Network, Magic Circle Network.

### TIME RATES

No. 6 ET 1/1/74—Rec'd 10/31/73.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 1x   | 13x  | 26x  | 52x  | 104x |
| 30 sec. | 5.90 | 5.60 | 5.30 | 5.00 | 4.70 |
|         | 4.70 | 4.40 | 4.12 | 3.85 | 3.55 |
| 1 min.  | 156x | 260x | 312x | 364x |      |
| 30 sec. | 4.40 | 4.15 | 3.85 | 3.55 |      |
|         | 3.25 | 2.95 | 2.65 | 2.35 |      |

## TEXARKANA (1 AM; 2 FM)

Ark.—Miller County—Map Location C-7  
Tex.—Bowie County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### K A D O (FM)

1968

TEXARKANA, ARK.



Subscriber to the NAB Radio Code  
Media Code 4 204 8745 6.00  
KADO Radio, 303 W. Broad, Texarkana, Ark. 75501.  
Phone 501-773-5791.

- See affiliated AM station for additional information.  
AM Facilities: KATQ.
- STATION'S PROGRAMMING DESCRIPTION**  
KADO (FM): R & B with Negro personalities.  
Weather at :30; news at :30, RELIGIOUS: Sun & 2 hrs. daily. Contact Representative for further details. Rec'd 7/2/73.

- 1. PERSONNEL**  
Station Manager—W. Andrew Griffin.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Texas—Paul Miller & Company.
- 3. FACILITIES**  
ERP 3,000 w.; 107.1 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 180 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.

### TIME RATES

No. 2 ET 10/1/71—Rec'd 4/17/72.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | Open | 100x | 250x | 500x | 750x |
| 30 sec. | 8.00 | 5.25 | 4.50 | 4.00 | 3.50 |
|         | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |
- 7. PACKAGE PLAN**
- |         |       |       |       |
|---------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti |
| 1 min.  | 45    | 80    | 105   |
| 30 sec. | 35    | 60    | 75    |
- (D)

### K A T Q

1961

TEXARKANA, TEXAS



Subscriber to the NAB Radio Code  
(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7825 0.00  
KATQ



## Texarkana—KATQ—Continued

### 1. PERSONNEL

General Manager—Floyd Bell.  
Station Manager—Iroy P. Jones.  
Program Director—John H. Bell.

### 2. REPRESENTATIVES

West—Paul Miller & Company.  
South—David Carpenter Company.

### 3. FACILITIES

1,000 w. days; 940 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.

### 4. AGENCY COMMISSION

15% on net station time; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73h.  
Prod. Services: 80, 81, 82.  
FM facilities: KADO (FM).  
Member: Arkansas Radio Network.  
Affiliated with American Entertainment Network.

### TIME RATES

ET 6/1/66—Rec'd 6/3/66.

### 6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	260x
1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	5.00	4.50	4.00	3.50	3.00
10 sec.	4.00	3.50	3.00	2.50	2.00

### 7. PACKAGE PLANS

PER WK. RGS:	10 ti	20 ti	30 ti
1 min.	50	90	120
30 sec.	40	72	96
10 sec ID.	30	54	72

### 8. PROGRAM TIME RATES

	1x	26x	52x
1/2 hr.	36	34	32
1/4 hr.	24	22	20
5 min.	12	11	10

(D)

## KCMC

1932

TEXARKANA, TEX.

NAB

Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7850 6.00  
KCMC Co., Inc., Box 521, 3227 Summerhill Rd.,  
Texarkana, Texas 75501. Phone 214-793-1137.

**STATION'S PROGRAMMING DESCRIPTION**  
KCMC: MUSIC: country and western. Contact Representative for further details. Rec'd 7/31/68.

### 1. PERSONNEL

Manager—Herman Cecil.

### 2. REPRESENTATIVES

M. A. Sales Co., Inc.  
Buntwest—Clyde Melville Company.

### 3. FACILITIES

1,000 w.; 740 kc. Directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11, 12b, 13b, 14, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 22b, 24b, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

### TIME RATES

Rates effective November 1, 1961.

Rates received August 4, 1961.

Class A—6:00 am-6:00 pm.

Class B—All other times

### 6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	15.00
26 ti	9.75	7.75	26.00
52 ti	9.50	7.50	31.20
104 ti	9.00	7.25	

### 7. PACKAGE PLANS

CLASS A	1 hr	1/2 hr	1/4 hr	5 min
1 ti	75.00	45.00	30.00	18.00
26 ti	73.00	43.00	29.00	17.50
52 ti	71.00	41.00	28.00	17.00
104 ti	67.50	40.00	27.00	16.00
156 ti	63.50	38.00	25.50	15.25
260 ti	60.00	36.00	24.00	14.50
312 ti	56.00	33.00	22.00	13.50

### 8. PROGRAM TIME RATES

CLASS A		CLASS B	
1 hr	1/2 hr	1/4 hr	5 min
1 ti	75.00	45.00	30.00
26 ti	73.00	43.00	29.00
52 ti	71.00	41.00	28.00
104 ti	67.50	40.00	27.00
156 ti	63.50	38.00	25.50
260 ti	60.00	36.00	24.00
312 ti	56.00	33.00	22.00

### 9. PROGRAM TIME RATES

CLASS B		CLASS C	
1 hr	1/2 hr	1/4 hr	5 min
1 ti	50.00	30.00	20.00
26 ti	48.50	29.00	19.50
52 ti	47.50	28.50	19.00
104 ti	45.00	26.00	18.00
156 ti	42.25	24.25	17.00
260 ti	39.50	23.00	16.00
312 ti	37.00	22.00	15.00

(D)

## KOSY

1951

TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 9020 3.00  
Gateway Broadcasting Co., Box 1318, 111 E. 6th St.,  
Texarkana, Tex. 75501. Phone 501-772-3771.

### STATION'S PROGRAMMING DESCRIPTION

KOSY: Programmed for mass appeal.  
All PERSONALITIES all segments. NEWS: network hourly, local Arkansas and Texas wire service half hour. Business: stock markets, special edition M-F. Interviews. MUSIC: general popular music, standards. FARM: 5-7 am county agent report M-Sat, news and market reports M-F. Weather. Interviews. 7 am-noon music. audience participation, quips, comedy. Noon-12:20 pm news, national, local, regional, weather. 12:20-2 pm music, comedy, variety. 2-3 pm audience participation call in show for selling or trading items. 3 pm-12M entertainment, music, news, sports. College, high school football, pro baseball, 2 local roundups daily, 2 hunting and fishing reports M-F. Contact Representative for further details. Rec'd 7/31/67.

### 1. PERSONNEL

President—W. Decker Smith.  
General Manager—J. K. Smith.  
Program Director—Paul Brown.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.

### 3. FACILITIES

1,000 w. days, 500 w. nights; 790 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. CST.

### 4. AGENCY COMMISSION

15/0 net time.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11b, 12d, 13d, 14d, 15b.  
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 44b, 46, 47a.  
Comb.: Cont. Discounts: 61c.  
Cancellation: 70a, 71a, 73a.

### TIME RATES

Rates effective June 1, 1964.

Rates received May 18, 1965.

Class A—6:00 am-6:00 pm.

Class B—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 ti	10.00	8.00	15.00
26 ti	9.75	7.75	26.00
52 ti	9.50	7.50	31.20
104 ti	9.00	7.25	

### 7. PACKAGE PLANS

PER WK.:	1 min	30 sec	1 min	30 sec
10 ti	9.00	6.40	6.50	5.20
15 ti	7.50	6.00	6.00	4.80
20 ti	7.00	5.60	5.50	4.40
30 or more ti	6.50	5.20	5.00	4.00

(\* Not combinable for frequency.

10 seconds—60% of applicable 1-minute rate.

### 8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x	312x
A	75.00	73.25	71.25	67.50	63.75	60.00	56.25
B	50.00	48.75	47.50	45.00	42.50	40.00	37.50

1/2 hr: 60% of hour. 10 min: 30% of hour.

1/4 hr: 40% of hour. 5 min: 25% of hour.

### 10. SPECIAL FEATURES

News—regular time charges plus 20% of base rate. (D)

## KOSY-FM

1965

TEXARKANA, ARK.

NAB

Subscriber to the NAB Radio Code

Media Code 4 204 9021 1.00  
Gateway Broadcasting Co., Box 1318, 111 E. 6th St.,  
Texarkana, Tex. 75501. Phone 501-772-3771.  
See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

KOSY-FM: Programmed to adults.  
MUSIC: standards. NEWS: at 5:55, 5 min every hour, Arkansas and Texas wire service, network reports, programs, interviews. 9 am-12M entertainment. SPORTS: college football. Contact Representative for further details. Rec'd 7/31/67.

### 1. PERSONNEL

Gen'l. Mgr. & Sales Mgr.—James K. Smith.

### 2. FACILITIES

ERP 35,000 w.; 102.5 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 265 ft. above average terrain.

### TIME RATES

ET Rec'd 10/31/66.

### 6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min.	6.00	5.50	5.10	4.90	4.75	4.50	4.25
30 sec.	5.00	4.50	4.10	3.90	3.75	3.60	3.50

### 8. PROGRAM TIME RATES

1 hr	1x	26x	52x	104x	156x	260x	312x
1 hr	37.50	34.50	33.50	33.50	31.50	30.00	28.00
1/2 hr	22.50	22.00	21.50	21.50	20.00	19.00	18.00
1/4 hr	15.00	14.50	14.00	13.50	13.00	12.00	11.00

30 sec: 80% of programs using 1-minute commercials. 1-minute or 30-second spots run only in programs, either 1/4, 1/2 or 1 hour in length. (D)

## KTAL (FM)

Licensed as a Texarkana, Tex.—Shreveport, La. station.  
See listing under Shreveport, La.

## KTFS

1946

TEXARKANA, TEX.

NAB

Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under Texarkana, Tex.)

Media Code 4 245 7900 1.00  
KTFS Radio, Inc., Box 1260, 4305 N. Stateline Ave.,  
Texarkana, Tex. 75501. Phone 793-1109.

### 1. PERSONNEL

Pres. & Gen'l. Mgr.—Hugh D. Frizzell.  
Station Manager—Tom Alford.

### 2. REPRESENTATIVES

Mario Messias Company.

### 3. FACILITIES

1,000 w. days, 250 w. nights, 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0; no cash discount. Bills payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 24b, 29a, 30.  
Contracts: 40a, 41, 44a, 45, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Texas State Network. Farm Radio Network, Alamo Network.

### TIME RATES

ET 1/1/69—Rec'd 1/6/69.

### 6. SPOT ANNOUNCEMENTS

1 Minute or Less		1 min 30 sec	
1 ti	8.00	104 ti	7.20
13 ti	7.90	156 ti	6.80
26 ti	7.80	260 ti	6.40
52 ti	7.60	312 ti	6.00

### 7. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 ti	65.00	39.00	26.00	14.00
13 ti	61.75	37.00	24.00	13.00
26 ti	58.50	35.00	23.00	12.00
52 ti	55.25	33.00	22.00	11.00
104 ti	52.00	31.00	20.00	10.00
156 ti	48.75	29.00	19.00	10.00
260 ti	45.50	27.00	18.00	9.50
312 ti	42.00	25.00	17.00	9.00

## TRUMANN

Poinsett County—Map Location J-8  
See SRDS consumer market map and data at beginning of the State.

## KTMN

# CALIFORNIA

## ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

### RADIO

Jackson—Amador County  
Mammoth Lakes—Mono County  
Seaside—Monterey County  
Vacaville—Solano County

### NEWSPAPER

Orland—Glenn County

## Negro Population Data

(January 1, 1974)

STATE TOTAL	1,610,149	Salinas-Seaside-Metro Areas	13,501
Anaheim-Santa Ana-Garden	12,528	San Francisco-Oakland	374,983
Bakersfield	19,261	San Jose	24,069
Fresno	22,054	Santa Barbara-Santa Maria-Lompoc	7,494
Los Angeles-Long Beach	880,565	Santa Cruz	1,011
Modesto	2,431	Santa Rosa	2,716
Oxnard		Stockton	17,687
Simi Valley-Ventura	7,119	Vallejo-Fairfield-Napa	19,236
Riverside-San Bernardino		Visalia	3,299
Ontario	57,105	Total Metros	1,584,928
Sacramento	46,771		

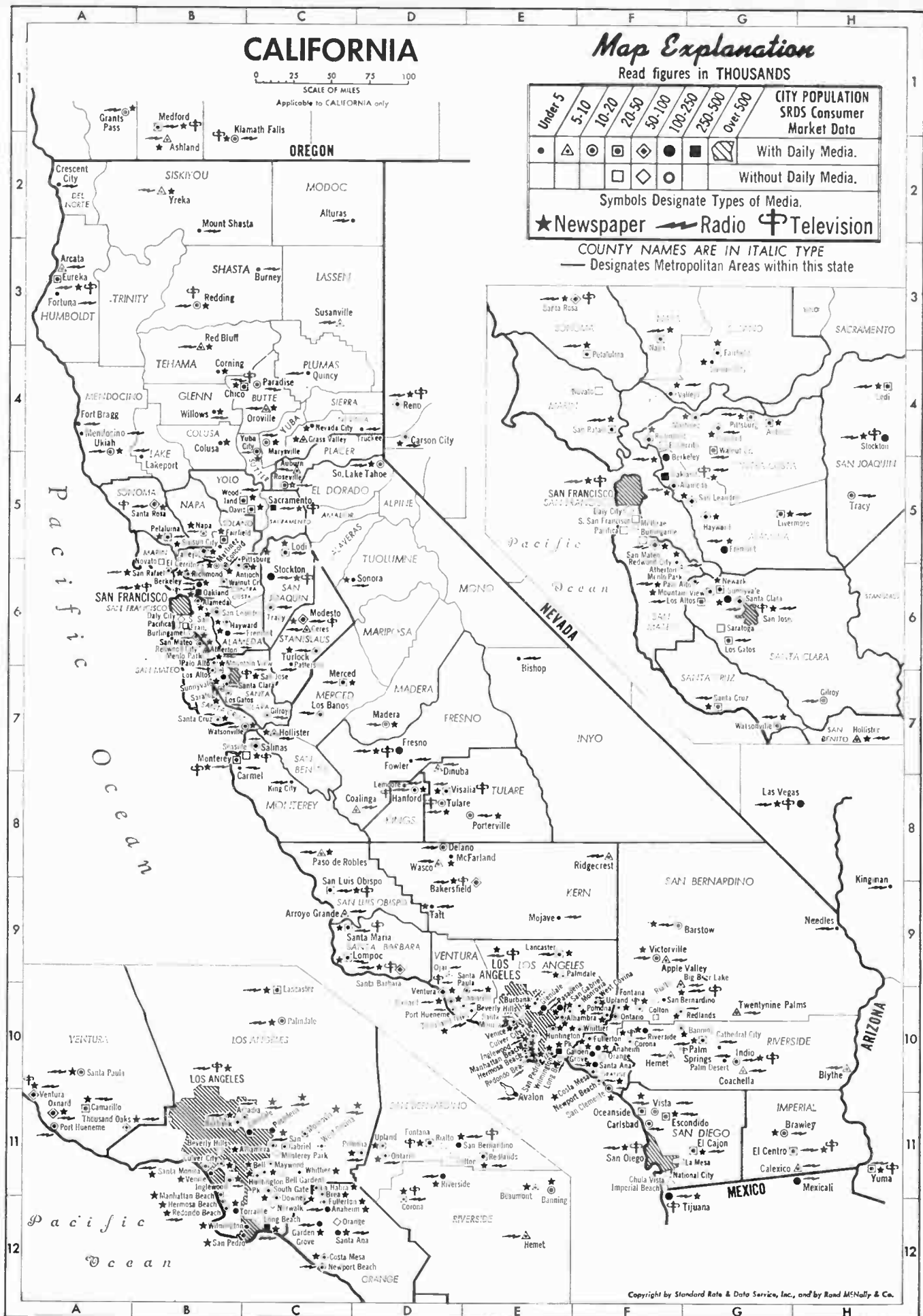
## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	3,101,589	Humboldt	4,019
Anaheim-Santa Ana-Garden	160,168	Imperial	34,260
Bakersfield	55,310	Inyo	1,137
Fresno	104,177	Kern	55,310
Los Angeles-Long Beach	1,289,311	Kings	16,336
Modesto	24,569	Lake	878
Oxnard		Lassen	1,302
Simi Valley-Ventura	73,684	Los Angeles	1,289,311
Riverside-San Bernardino-Ontario	188,863	Madera	9,955
Sacramento	80,597	Marin	12,021
Salinas-Seaside-Monterey	52,715	Mendocino	2,564
San Diego	174,209	Merced	23,951
San Francisco-Oakland	363,893	Modoc	586
San Jose	186,525	Monterey	52,715
Santa Barbara-Santa Maria-Lompoc	45,856	Napa	5,954
Santa Cruz	14,648	Nevada	1,204
Santa Rosa	15,200	Orange	160,168
Stockton	52,280	Placer	7,202
Vallejo-Fairfield-Napa	24,353	Plumas	442
Visalia	49,296	Riverside	79,621
Total Metros	2,953,654	Sacramento	58,082
Alameda	135,029	San Benito	8,185
Amador	896	San Bernardino	109,262
Butte	5,164	San Diego	174,209
Calaveras	768	San Francisco	101,901
Colusa	2,133	San Joaquin	52,280
Contra Costa	51,903	San Luis	11,736
Del Norte	672	San Mateo	63,039
El Dorado	1,933	Santa Barbara	45,856
Fresno	104,177	Santa Clara	186,525
Glenn	1,859	Santa Cruz	14,648
		Shasta	2,977
		Siskiyou	1,809
		Solano	18,399
		Sonoma	15,200
		Stanislaus	24,569
		Sutter	3,838
		Tehama	1,726
		Tulare	49,296
		Tuolumne	1,545
		Ventura	73,684
		Yolo	15,313
		Yuba	3,327
		Total Counties	3,100,876





# State, County, City, Metro Area Data

**CITIES AND COUNTIES** — This list shows counties in which cities are located. Cities are first, counties next.

Alameda—Alameda	Chino—San Bernardino	Fairfield—Solano	La Puente—Los Angeles	Monterey Park—Los Angeles	Piacentia—Orange	San Jose—Santa Clara	South Pasadena—Los Angeles
Alhambra—Los Angeles	Chula Vista—San Diego	Fontana—San Bernardino	Lawndale—Los Angeles	Mountain View—Santa Clara	Pleasant Hill—Contra Costa	San Leandro—Alameda	South San Francisco—San Mateo
Anaheim—Orange	Claremont—Los Angeles	Fountain Valley—Orange	Livermore—Alameda	Napa—Napa	Pleasanton—Alameda	San Luis Obispo—San Luis Obispo	Stockton—San Joaquin
Antioch—Contra Costa	Colton—San Bernardino	Fremont—Alameda	Lodi—San Joaquin	National City—San Diego	Pomona—Los Angeles	San Mateo—San Mateo	Sunnyvale—Santa Clara
Arcadia—Los Angeles	Compton—Los Angeles	Fresno—Fresno	Lompoc—Los Angeles	Newark—Alameda	Redlands—San Bernardino	San Pablo—Contra Costa	Temple City—Los Angeles
Azusa—Los Angeles	Concord—Contra Costa	Fullerton—Orange	Lomita—Santa Barbara	Newport Beach—Orange	Redondo Beach—Los Angeles	San Rafael—Marin	Thousand Oaks—Ventura
Bakersfield—Kern	Corona—Riverside	Garden Grove—Los Angeles	Long Beach—Los Angeles	Norwalk—Los Angeles	Riverdale City—San Mateo	Santa Ana—Orange	Torrance—Los Angeles
Baldwin Park—Los Angeles	Coronado—San Diego	Garden Grove—Orange	Los Altos—Santa Clara	Novato—Marin	Riverdale City—San Mateo	Santa Barbara—Santa Barbara	Tustin—Orange
Bell—Los Angeles	Costa Mesa—Orange	Glendale—Los Angeles	Los Angeles—Los Angeles	Oakland—Alameda	Riverside—Riverside	Santa Clara—Santa Clara	Upland—San Bernardino
Bellflower—Los Angeles	Covina—Los Angeles	Glendale—Los Angeles	Los Altos—Los Angeles	Oceanside—San Diego	Rosemead—Los Angeles	Santa Cruz—Santa Cruz	Vacaville—Solano
Bell Gardens—Los Angeles	Culver City—Los Angeles	Glendora—Los Angeles	Los Gatos—Santa Clara	Ontario—San Bernardino	Sacramento—Sacramento	Santa Maria—Santa Barbara	Vallejo—Solano
Belmont—San Mateo	Cupertino—Santa Clara	Hayward—Alameda	Lynwood—Los Angeles	Orange—Orange	Salinas—Monterey	Santa Monica—Los Angeles	Ventura—Ventura
Berkeley—Alameda	Cypress—Orange	Hayward—Alameda	Manhattan Beach—Los Angeles	Oxnard—Ventura	San Bernardino—San Bernardino	Santa Rosa—Sonoma	Vialia—Tulare
Beverly Hills—Los Angeles	Daly City—San Mateo	Huntington Beach—Orange	Manhattan Beach—Los Angeles	Pacific—San Mateo	San Bruno—San Mateo	Saratoga—Santa Clara	Vista—San Diego
Brea—Orange	Davis—Yolo	Huntington Park—Los Angeles	Merced—Merced	Palo Alto—Santa Clara	San Carlos—San Mateo	Seal Beach—Orange	Walnut Creek—Contra Costa
Buena Park—Orange	Downey—Los Angeles	Imperial Beach—San Diego	Millbrae—San Mateo	Paramount—Los Angeles	San Diego—San Diego	Seaside—Monterey	West Covina—Los Angeles
Burbank—Los Angeles	El Cajon—San Diego	Inglewood—Los Angeles	Milpitas—Santa Clara	Paramount—Los Angeles	San Francisco—San Francisco	Simi Valley—Ventura	Whittier—Los Angeles
Burlingame—San Mateo	Lafayette—Contra Costa	Lafayette—Contra Costa	Modesto—Stanislaus	Paradise—Los Angeles	San Gabriel—Los Angeles	South Gate—Los Angeles	Woodland—Yolo
Camarillo—Ventura	El Centro—Imperial	La Habra—Orange	Monrovia—Los Angeles	Petaluma—Sonoma			
Campbell—Santa Clara	El Cerrito—Contra Costa	Lakewood—Los Angeles	Montclair—San Bernardino	Pico Rivera—Los Angeles			
Carson—Los Angeles	El Monte—Los Angeles	La Mesa—San Diego	Montebello—Los Angeles	Pittsburg—Contra Costa			
Chico—Butte	Escondido—San Diego	La Mirada—Los Angeles	Monterey—Monterey				

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales Per Household (\$000)	Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)							
			Per Household (\$000)	% Distribution of Families					By Selected Store Types														
			3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)									
<b>CALIFORNIA STATE TOTALS.....</b>	<b>20,870.4</b>	<b>7,190.24</b>	<b>96,426,754</b>	<b>13,411</b>	<b>7.0</b>	<b>12.9</b>	<b>10.4</b>	<b>26.4</b>	<b>36.7</b>	<b>52,245,486</b>	<b>7,266</b>	<b>11,452,875</b>	<b>1,955,862</b>	<b>8,771,823</b>	<b>2,576,700</b>	<b>3,077,609</b>	<b>11,861,466</b>	<b>3,702,592</b>	<b>10,988.91</b>	<b>224.2</b>	<b>6,999,547</b>		
<b>ALAMEDA 8-6f.....</b>	<b>1,117.4</b>	<b>398.65</b>	<b>5,321,764</b>	<b>13,349</b>	<b>6.1</b>	<b>10.8</b>	<b>10.0</b>	<b>27.8</b>	<b>38.8</b>	<b>2,591,392</b>	<b>6,500</b>	<b>594,295</b>	<b>109,033</b>	<b>461,068</b>	<b>145,687</b>	<b>149,381</b>	<b>636,952</b>	<b>176,560</b>	<b>554.87</b>	<b>1.2</b>	<b>69,106</b>		
Alameda.....	77.4	27.17	370,971	13,654	.....	.....	.....	.....	.....	108,130	3,980	33,193	6,335	7,952	5,522	3,637	27,260	7,886	.....	.....	.....	.....	
Berkeley.....	118.7	48.94	599,767	12,255	.....	.....	.....	.....	.....	301,422	6,159	68,680	13,890	21,030	18,138	24,332	81,618	24,264	7,286	.....	.....	.....	
Fremont.....	125.9	35.05	504,738	14,401	.....	.....	.....	.....	.....	208,697	5,954	50,598	8,088	38,729	9,194	7,851	49,896	16,123	.....	.....	.....	.....	
Hayward.....	98.3	31.27	422,858	13,523	.....	.....	.....	.....	.....	353,557	11,307	72,958	16,633	89,544	22,730	16,159	107,374	17,142	.....	.....	.....	.....	
Livermore.....	47.7	14.49	198,278	13,684	.....	.....	.....	.....	.....	78,281	5,402	23,107	2,870	6,155	2,667	3,696	24,345	5,810	.....	.....	.....	.....	
Newark.....	31.9	8.24	111,191	13,494	.....	.....	.....	.....	.....	27,507	3,338	11,496	1,262	1,899	101	630	1,417	2,013	.....	.....	.....	.....	
Oakland.....	361.3	146.24	1,709,041	11,687	.....	.....	.....	.....	.....	1,050,716	7,185	220,908	36,643	205,500	70,565	69,994	241,336	63,489	.....	.....	.....	.....	
San Francisco-Oakland Metro Area.....	3,161.7	1,152.58	17,204,554	14,927	5.3	10.0	9.1	26.4	43.5	8,264,160	7,170	1,910,245	317,093	1,435,083	481,273	497,184	1,745,236	493,603	1,601.68	.....	.....	.....	
Pleasanton.....	31.9	9.18	100,824	10,983	.....	.....	.....	.....	.....	257,192	9,884	49,761	11,979	73,196	12,655	10,975	64,749	18,321	.....	.....	.....	.....	
San Leandro.....	70.6	26.02	379,939	14,602	.....	.....	.....	.....	.....	212	1,116	.....	.....	208	.....	.....	.....	.....	.....	.....	.....	.....	.....
ALPINE D-5.....	.....	.....	.....	.....	6.5	16.6	9.3	23.6	32.5	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
AMADOR C-5.....	13.5	4.82	49,630	10,297	8.9	17.3	14.8	27.9	22.3	27,309	5,666	8,549	618	1,079	441	276	5,750	2,776	8.25	.....	.....	.....	.....
BUTTE C-4.....	109.6	39.36	394,832	10,031	12.7	17.9	11.5	23.0	24.3	263,414	6,692	62,998	11,141	31,216	12,928	15,363	62,699	17,792	63.18	.....	.....	.....	.....
Chico.....	21.3	7.17	72,998	10,184	.....	.....	.....	.....	.....	118,594	16,540	24,140	5,491	16,697	8,868	6,812	27,091	7,461	.....	.....	.....	.....	.....
CALAVERAS C-5.....	14.7	5.35	56,355	10,531	11.4	19.1	11.6	24.0	23.6	26,978	5,043	7,187	782	2,938	228	459	4,907	3,238	8.85	.....	.....	.....	.....
COLUSA 8-4.....	12.5	4.37	54,405	12,450	9.5	16.6	10.4	25.3	32.1	33,843	7,744	7,592	1,020	1,196	806	880	7,725	4,881	8.81	.....	.....	.....	.....
CONTRA COSTA 8-6f.....	597.7	194.22	3,028,071	15,591	4.6	8.2	8.7	27.6	46.0	1,427,762	7,351	344,206	67,073	265,261	57,352	67,737	296,180	88,200	308.20	2.1	.....	.....	.....
Antioch.....	32.1	10.32	130,763	12,671	.....	.....	.....	.....	.....	71,663	6,944	16,351	2,978	16,693	3,834	3,327	27,665	4,232	.....	.....	.....	.....	.....
Concord.....	98.0	29.67	427,583	14,411	.....	.....	.....	.....	.....	274,628	9,256	59,219	11,467	73,074	9,805	14,907	80,437	15,325	.....	.....	.....	.....	.....
El Cerrito.....	26.0	9.85	169,577	17,216	.....	.....	.....	.....	.....	95,048	9,650	22,770	5,368	16,258	7,739	5,746	18,677	4,235	.....	.....	.....	.....	.....
Lafayette.....	21.5	7.17	163,205	22,762	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pittsburg.....	25.8	8.46	78,157	9,238	.....	.....	.....	.....	.....	54,851	6,484	18,277	3,779	3,218	2,556	3,757	11,252	4,376	.....	.....	.....	.....	.....
Pleasant Hill.....	28.2	6.84	126,268	18,460	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Richmond.....	82.0	28.41	347,304	12,225	.....	.....	.....	.....	.....	183,591	6,462	36,553	4,174	40,729	6,733	14,415	61,868	13,324	.....	.....	.....	.....	.....
San Pablo.....	22.0	8.12	88,444	10,892	.....	.....	.....	.....	.....	81,334	10,017	29,271	9,335	32,499	3,255	1,473	5,977	5,977	.....	.....	.....	.....	.....
Walnut Creek.....	46.6	17.21	286,625	16,655	.....	.....	.....	.....	.....	215,236	12,506	42,643	3,347	51,478	15,679	12,577	59,787	13,114	.....	.....	.....	.....	.....
DEL NORTE A-2f.....	16.0	5.43	56,410	10,389	9.7	17.5	13.6	28.8	21.7	30,625	5,640	9,191	1,272	2,047	686	1,478	4,436	3,117	9.05	.....	.....	.....	.....
EL DORADO C-5.....	52.2	18.78	205,756	10,956	9.6	15.5	12.8	27.6	25.8	115,577	6,154	35,018	7,790	2,224	9,002	1,779	19,184	9,082	28.82	.....	.....	.....	.....
FRESNO D-7f.....	438.2	141.04	1,586,188	11,246	10.9	16.4	11.5	24.1	27.7	1,217,133	8,630	231,360	50,520	145,190	54,597	77,921	241,507	85,498	235.27	28.3	.....	.....	.....
Fresno.....	174.5	60.91	654,301	10,742	.....	.....	.....	.....	.....	705,323	11,580	128,279	36,035	131,540	45,512	64,321	166,910	43,237	.....	.....	.....	.....	.....
Fresno Metro Area.....	438.2	141.04	1,586,188	11,246	10.9	16.4	11.5	24.1	27.7	1,217,133	8,630	231,360	50,520	145,190	54,597	77,921	241,507	85,498	235.27	28.3	.....	.....	.....
GLENN B-4.....	17.7	6.06	65,652	10,834	9.2	18.5	13.0	24.5	26.7	45,958	7,584	11,844	1,198	3,371	616	1,142	9,977	1,350	12.58	.....	.....	.....	.....
HUMBOLDT A-3.....	99.8	34.00	398,157	11,710	8.2	14.4	13.1	27.7	29.0	219,824	6,465	62,906	5,905	33,587	8,187	9,553	50,797	17,988	58.67	.....	.....	.....	.....
Eureka.....	23.6	9.13	102,925	11,273	.....	.....	.....	.....	.....	111,778	12,243	23,081	1,801	27,392	5,997	7,678	31,302	6,902	.....	.....	.....	.....	.....
IMPERIAL H-11f.....	78.5	23.25	249,868	10,747	11.1	19.1	12.5	23.8	24.4	230,777	9,926	58,461	7,033	29,480	18,945	10,914	44,332	16,479	41.82	1.4	.....	.....	.....
El Centro.....	20.1	6.34	77,715	12,258	.....	.....	.....	.....	.....	86,202	13,597	16,642	3,870	11,713	5,808	4,666	24,855	4,642	.....	.....	.....	.....	.....
IMYO F-7.....	16.5	6.15	75,589	12,291	5.8	12.7	11.6	30.0	31.9	62,602	10,179	12,681	1,643	4,428									









# CALIFORNIA

## State Networks—California Form Network—Continued

and feed to the full network or may be given by individual stations as local cut-in. Advertiser may take 1 or more announcements per program with 1 per week minimum.

1 hr. 175.00

## Jalco—No/Cal Group

Comprised of:  
Non-Interconnected Stations  
KFYV—Arroyo Grande KMYC—Marysville  
KIBS—Blishop KWIP—Merced  
KRML—Carmel KLOC—Modesto  
KHOT—Madera KONG—Visalia  
Media Code 4 205 0210 6.00  
Business Office—J. A. Lucas Co., 6922 Hollywood Blvd., M-3, Los Angeles, Calif. 90028, Phone 213-462-6655.

### 2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

### 4. AGENCY COMMISSION

15%

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 8.  
Rate Protection: 10h, 11b, 12b, 13b.  
Basic Rates: 20a, 23a, 24a, 29a.  
Contracts: 40a, 42a, 46.  
Cancellation: 70a, 70c, 71a, 73a.

Single contract and bill. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—No/Cal and Jalco—So/Cal stations for single contract and billing.

### TIME RATES

Eff 10/30/73—Rec'd 11/2/73.

AA—Mon thru Fri 7-9 am & 4-6 pm except:

KWIP—Mon thru Fri 6-10 am, noon-1 pm & 3:30-6:30 pm

KONG—Mon thru Fri 6:30-9 am, noon-1 pm & 4-6 pm.

KLOC—Mon thru Sat 7-9 am & 4-6 pm.

A—All other times.

### 7. PACKAGE PLANS

CLASS AA		30 sec	
10 ti	20 ti	30 ti	40 ti
KFYV	5.00	4.50	4.25
KIBS	4.25	4.00	3.75
KRML	5.50	5.50	4.95
KHOT	6.20	5.70	5.30
KMYC	6.00	6.00	6.00
KWIP	7.50	5.50	4.75
KLOC	6.50	8.50	7.50
KONG	6.00	5.50	5.25

### CLASS A

10 ti	20 ti	30 ti	40 ti
KFYV	5.00	4.50	4.25
KIBS	3.25	3.00	2.75
KRML	5.00	5.00	4.50
KHOT	6.20	5.70	5.30
KMYC	6.00	6.00	6.00
KWIP	5.00	4.00	3.67
KLOC	8.00	7.00	6.00
KONG	4.00	4.40	4.00

(\* Lower rates on longer flights available.)

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

## Jalco—So/Cal Group

Comprised of:  
Non-Interconnected Stations  
KWTC—Barstow KWXY—Palm Springs/  
KYOR—Blythe Cathedral City  
KXO—El Centro KLOA—Ridgecrest  
KKOK—Lompoc KSEF—Santa Maria  
KSPF—Needles KSRF—Santa Monica  
Media Code 4 205 0240 3.00  
Business Office—J. A. Lucas Co., 6922 Hollywood Blvd., Suite M-3, Los Angeles, Calif. 90028, Phone 213-462-6655.

### 2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

### 4. AGENCY COMMISSION

15%

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 8.  
Rate Protection: 10h, 11b, 12b, 13b.  
Basic Rates: 20a, 23a, 24a, 29a.  
Contracts: 40a, 42a, 46.  
Cancellation: 70a, 70c, 71a, 73a.

Single contract and invoice. Advertiser may purchase any combination of 3 or more stations. Advertiser may combine Jalco—So/Cal and Jalco—No/Cal stations for single contract and billing.

### TIME RATES

Eff 10/30/73—Rec'd 11/2/73.

AA—Mon thru Fri 7-9 am & 4-6 pm except:

KYOR—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.

KWXY—Mon thru Fri 6:30-9 am & 4-7 pm; Sat & Sun all day.

KLOA—Mon thru Sat 6-8:30 am, 11 pm-midnight & 3-6 pm.

A—All other times.

### 7. PACKAGE PLANS

CLASS AA		30 sec	
10 ti	20 ti	30 ti	40 ti
KWTC	4.90	4.80	4.70
KYOR	4.90	4.65	4.40
KKOK	4.30	4.20	3.20
KRFE	4.60	4.80	4.40
KLOA	6.25	6.25	6.25
KSEF	5.00	4.90	4.50
KWXY	7.00	6.25	5.85
KXO	11.00	10.20	9.35
KSRF	14.50	14.00	13.75

### CLASS A

10 ti	20 ti	30 ti	40 ti
KWTC	4.90	4.80	4.70
KYOR	3.65	3.30	3.15
KKOK	3.40	3.20	2.90
KRFE	4.60	4.80	4.40
KLOA	4.65	4.65	4.65
KSEF	4.30	3.80	3.20
KWXY	5.80	5.00	4.70
KXO	8.80	8.00	7.15
KSRF	14.50	14.00	13.75

(\* Lower rates on multiple wk orders.)

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

## Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under "Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.")

Media Code 4 205 0249 4.00

Business Office—111 W. Washington, Chicago, Ill. 60607 Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

### CALIFORNIA STATE GROUP

Comprised of:

KAHJ—Auburn	KKCC—King City
KWAC—Bakersfield	KKOK—Lompoc
KIOT—Barstow	KLBS—Los Banos
KIBS—Blishop	KMYC—Marysville
KWUN—Concord	KFLY—Modesto
KILY—Crescent City	KWXY—Palm Springs
KRDU—Dinuha	KWVQ—Paradise
KXO—El Centro	KSUE—Susanville
KLED—Eureka	KTKR—Taft
KDAC—Fort Bragg	KIQ8—Willows
KIRV—Fresno	

1 min 30 sec 90 (72)

All stations 90 (72)

For complete listing see Regional Networks & Groups

Keystone BROADCASTING SYSTEM, INC.

## PSA Group

Comprised of:  
Non-Interconnected Stations  
KLVE (FM)—Los Angeles KEZL (FM)—San Diego  
KEZL (FM)—San Jose  
KEZS (FM)—Sacramento  
Media Code 4 205 0253 6.00  
Regional Sales Office: 7919 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-5772.

### 1. PERSONNEL

General Manager—Jack L. Stegal.

### TIME RATES

4 STATION COMBINATION

No. 73-6 Eff—Rec'd 7/30/73.

AAA—Mon thru Sun 10 am-7 pm.

AA—Mon thru Sun 6-10 am.

A—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

1 min 30 sec

PER WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti

AAA 71 64 58 52 57 51 46 42

AA 63 56 50 44 50 45 40 35

A 55 49 42 36 44 39 34 29

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

(1/3 Mon thru Sun 6-10 am, 3-7 pm; 1/3 Mon thru Sun 10 am-3 pm; 1/3 Mon thru Sun 7 pm-midnight)

PER WK: 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti

1 min. 50 45 40 34 30 25 20 15

30 sec. 42 38 34 30 25 20 15 10

QUARTER HOUR SEGMENT—ROTATES EVENLY

PER WK: 6 ti 12 ti 18 ti 24 ti

1 min. 87 79 70 62

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

### 4 STATION DISCOUNT

2 sta—5% 3 sta—7-1/2%

These rates reflect full discount for 4 station buys.

## ALAMEDA

Alameda County—Map Location B-6

See SBDS consumer market map and data at beginning of the State.

## See San Francisco-Oakland

(including Alameda, Berkeley, Son Moteo)

## ALTURAS

Modoc County—Map Location C-2

See SBDS consumer market map and data at beginning of the State.

## KCNO

1951

Subscriber to the NAB Radio Code

Media Code 4 205 0270 0.00

R. W. Hansen, Box 1650, Alturas, Calif. 96101.

Phone 916-233-2713.

### 1. PERSONNEL

General Manager—W. H. Hansen.

### 2. REPRESENTATIVES

Los Angeles, San Francisco—Savalli/Gates, Inc.

### 3. FACILITIES

5,000 w. days; 570 kc. Non-directional.

Operating schedule: 6 am-local sunset. PST.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

No tobacco advertising accepted.

Affiliated with American Information Network.

### TIME RATES

Eff—Rec'd 4/3/67.

### 6. SPOT ANNOUNCEMENTS

PER WK: 15 ti 15 ti 20 ti 25 ti 30+

1 min. ea. 5.00 4.75 4.50 4.25 4.00

30 sec: 75% of 1-min.

## ANAHEIM-SANTA ANA-GARDEN GROVE

Anaheim, Orange County—Map Location F-10  
Santa Ana, Orange County—Map Location F-10  
Garden Grove, Orange County—Map Location F-10  
See SBDS consumer market map and data at beginning of the State.

## See Los Angeles Urban Area

## APPLE VALLEY

San Bernardino County—Map Location G-9  
See SBDS consumer market map and data at beginning of the State.

## KAVR

1954  
Media Code 4 205 0420 1.00  
BHA Enterprises, Inc., Box 960, Apple Valley Inn, Apple Valley, Calif. 92307. Phone 714-247-7251, 7252.

### STATION'S PROGRAMMING DESCRIPTION

KAVR: Programmed for adults and young adults.

### 1. PERSONNEL

General Manager—Benny Strong.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.

### 3. FACILITIES

5,000 w. days; 960 kc. Non-directional.

Operating schedule: 6 am-local sunset. PST.

Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KAVR-FM.

### 4. AGENCY COMMISSION

15/0: payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

No. 11 Eff 5/73—Rec'd 6/15/73.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE

CONSEC WK: 50 ti 50 ti 30 ti 25 ti 20 ti 15 ti 10 ti 1 ti

52 wk 3.75 4.00 4.50 4.75 5.00 5.25 5.50 6.50

26 wk 4.50 4.75 5.00 5.25 5.50 5.75 6.25 7.25

13 wk 5.00 5.25 5.50 5.75 6.25 6.50 7.50 8.00

1 wk. 5.50 6.00 6.25 6.50 7.00 7.25 7.50 8.50

### 30 SECONDS

52 wk 3.00 3.50 4.00 4.25 4.50 4.75 5.00 6.00

26 wk 4.00 4.25 4.50 4.75 5.00 5.25 5.75 6.25

13 wk 4.50 4.75 5.00 5.25 5.75 6.00 6.50 7.50

1 wk. 5.00 5.50 5.75 6.00 6.50 6.75 7.00 8.00

10 sec or less: 50% of 1-min

Fixed position, extra 5%.

### 10. SPECIAL FEATURES

5-MINUTE NEWS AT :60

52 WK, PER WK: 1 ti 3 ti 5 ti 6 ti

Ea 15.00 13.00 12.50 11.00

Incl open & close billboard plus 1 1-min spot.

### DISCOUNT

52 wk—15% (CR)

## KAVR-FM

1968

Media Code 4 205 0421 9.00

BHA Enterprises, Inc., Box 960, Apple Valley Inn, Apple Valley, Calif. 92307. Phone 714-247-7251, 7252.

See affiliated AM station for additional information.

### 3. FACILITIES

EHP 1,300 w.; 102.3 mc.

Operating schedule: 6 am-midnight. PST.

Antenna ht.: 53 ft. above average terrain.

Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KAVR.

### 4. AGENCY COMMISSION

None; agencies add commission to rates shown.

### TIME RATES

No. 2 Eff—Rec'd 6/15/73.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 25 ti 21 ti 14 ti 7 ti

52 consec wks. 2.50 2.75 3.00 3.25



## Arroyo Grande—K F Y V—Continued

- 2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.
- 3. FACILITIES**  
1,000 w.; 1280 kc. Non-directional days, directional nights.  
Operating schedule: 6 am-midnight, PST.
- 4. AGENCY COMMISSION**  
15/2; payable by 10th.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Jalco-No/Cal Group.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/74—Rec'd 4/29/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 6.00 | 5.75 | 5.50 | 5.25 | 5.00 |
| 30 sec. | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
- 10 sec: 50% of 1-min.
- 7. PACKAGE PLANS**
- |         |      |       |       |       |       |
|---------|------|-------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.  | 6.00 | 5.75  | 5.50  | 5.25  | 5.00  |
| 30 sec. | 5.00 | 4.75  | 4.50  | 4.25  | 4.00  |

## BAKERSFIELD (8 AM; 3 FM)

Kern County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm)		Afternoon (7 pm-midnight)	
	TRAFFIC	RATE	TRAFFIC	RATE	TRAFFIC	RATE	TRAFFIC	RATE
A	25	22	25	22	22	22	22	22
B	16	15	16	16	13	13	13	13
C	16	13	16	16	8	8	8	8
D	13	11	13	13	7	7	7	7
AVERAGE	18	15	18	18	13	13	13	13

## KAFY

1946

RAB

Media Code 4 205 0570 3.00

KAFY, Inc., Box 6128, Bakersfield, Calif. 93306.  
Phone 805-366-4411.

- 1. PERSONNEL**  
Station Manager—Ozzie Knudson.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w.; 550 kc. Non-directional, day; directional, night.  
Operating schedule: 24 hours daily, PST.
- 4. AGENCY COMMISSION**  
15/0 (line only).
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60b, 60d, 60f, 60h, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 73a, 73b.  
Prod. Services: 81.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. 7 ET 1/1/73—Rec'd 2/12/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight.  
III—Mon thru Sat 5-6 am; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	SECTION I			
	6 ti	12 ti	18 ti	24 ti
1 min.	25.00	24.00	23.00	20.00
30 sec.	20.00	19.20	18.40	16.00
10 sec.	12.50	12.00	11.50	10.00

PER WK:	SECTION III			
	6 ti	12 ti	18 ti	24 ti
1 min.	22.00	20.00	18.00	15.00
30 sec.	17.00	16.00	14.40	12.00
10 sec.	11.00	10.00	9.00	7.50

PER WK:	SECTION IIII			
	6 ti	12 ti	18 ti	24 ti
1 min.	18.00	17.00	16.00	13.00
30 sec.	14.40	13.00	12.80	10.40
10 sec.	9.00	8.50	8.00	6.50

**7. PACKAGE PLANS**

WEEKLY CUME PLANS

PLAN	SPOTS	1 MIN.	EA
Plan A—100 ti (40I, 40II, 20III)	100	10	10
Plan B—60 ti (24I, 24II, 12III)	60	12	12
Plan C—30 ti (12I, 12II, 6III)	30	15	15
Plan D—20 ti (8I, 8II, 4III)	20	18	18

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
RATEHOLDER  
Minimum wky schedule of 6 1-min spots 6 am-12 mid-Mon-Sun necessary to maintain consec wk advertising.

## KBIS

1950



Alan Torbet Associates, Inc.

Media Code 4 205 0600 8.00  
Radio Station KBIS, 225 Chester Ave., Bakersfield, Calif. 93301. Phone 805-324-6093.

**STATION'S PROGRAMMING DESCRIPTION**  
KBIS: programmed for audience 18+.  
MUSIC: all golden oldies & rock & roll, hits from 50's & early 60's. NEWS: at 10. Contact Representative for further details. Rec'd 8/30/73.

- 1. PERSONNEL**  
Vice-Pres., Gen'l & Nat'l Sales Mgr.—John E. Barrett.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w.; 970 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight, PST.
- 4. AGENCY COMMISSION**  
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 12b, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40c, 41, 42a, 42c, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60d, 60f, 60h, 60i, 61a, 61b, 62b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

ET 9/1/74—Rec'd 8/29/74.

**6. SPOT ANNOUNCEMENTS**

Drive	14.00	13.00	12.00	11.00
Housewife	12.00	11.00	10.00	9.00
Other	8.00	7.00	6.00	5.00
BTA	7.50	7.00	6.50	6.00

## KERN

1932



## KATZ RADIO

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 205 0630 5.00  
Urner-Norman Broadcasting Co., Box 2700, 5600 Fraser Rd., Bakersfield, Calif. 93303. Phone 805-832-1410.

**STATION'S PROGRAMMING DESCRIPTION**  
KERN: programmed for 16-49 year olds.  
MUSIC: current 45's & LP cuts with solid gold hits.  
AIR PERSONALITIES handle all segments. NEWS: news director & 4 news stringers with 2-way radio. 10-min newscasts with local & network actualities in drive times & noon hour. COMMERCIAL POLIC'Y: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/15/74.

- 1. PERSONNEL**  
General Manager—Ed Urner.  
Sales Manager—Terry Dursey.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
1,000 w.; 1410 kc. Non-directional.  
Operating schedule: 24 hours daily, PST.
- 4. AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 26, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60d, 60f, 60h, 60i, 61a, 61b, 62b.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Katz Radio Network.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 37 ET 1/1/73—Rec'd 1/2/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-midnight.  
B—All other times, rates on request.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	17	16	15	14
A	14	13	12	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## #1 in Total Adults

18-49

Apr./May 1974 Bakersfield ARB/Metro/TSA/Cume  
(Mon.-Sun.: 6:00 AM-Mid.)

## KERN

## KGEE

1946

NAB

Media Code 4 205 0660 2.00  
KGEE, Inc., Box 937, 207 Truxtun Ave., Bakersfield, Calif. 93302. Phone 805-327-3587.

**STATION'S PROGRAMMING DESCRIPTION**  
KGEE: programmed for adults.  
News and telephone conversation format with air personalities using open telephone lines. 10 min network and local weather every hour. 4:30-7 am Spanish program. 7 am-5 pm audience participation features debates, discussions and interviews, stock market reports, guests. Baseball and many sporting events, including college football. All Star baseball, howl games, pro football games, World Series. Sat and Sun 8 am-6 pm network news and local news reports, discussions, debates, interviews and music. 6-10 pm talk. 10 min-4:30 am standards showtimes, film music and current recordings. Contact Representative for further details. Rec'd 8/29/87.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dan R. Speare.  
Director of Operations—Chris Edwards.  
General Sales Manager—Al Piccini.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily, PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 62a, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KGFM (FM).  
Affiliated with NBC.

### TIME RATES

ET 9/1/73—Rec'd 9/4/73.  
AA—7:30 am & 4-7 pm; 1/2 hr before & after Dodger baseball games.  
A—All other times except specific time in talk shows, (see Participating Programs).

**7. PACKAGE PLANS**  
WEEKLY—WITHIN 7-DAY PERIOD

## CALIFORNIA

PER WK. EA:	CLASS AA	20 ti	30 ti	40 ti
1 min.	9.70	10.70	8.20	7.70
30 sec.	8.50	7.50	7.00	6.50
15 sec.	5.80	5.30	5.05	4.80

CLASS A

PER WK. EA:	CLASS A	6.30	5.80	5.30
1 min.	7.30	6.80	6.30	5.80
30 sec.	6.05	5.55	5.05	4.55
15 sec.	4.90	4.65	4.40	4.15

MONTHLY—WITHIN 30-DAY PERIOD

CLASS AA

PER MO. EA:	50 ti	75 ti	100 ti	150 ti
1 min.	7.90	7.40	6.90	6.40
30 sec.	6.70	6.20	5.70	5.20
15 sec.	5.10	4.85	4.60	4.35

CLASS A

PER MO. EA:	6.05	5.55	5.05	4.55
1 min.	6.05	5.55	5.05	4.55
30 sec.	4.85	4.35	3.85	3.35
15 sec.	3.35	3.10	2.85	2.60

DISCOUNT

28 wk—7-12%  
52 wk—10%

KGEE/KGFM (FM) COMBINATION  
Both stations purchased in combination use KGEE applicable rate plus KGEE Class A rate. This latter rate serves as KGFM (FM)'s rate when sold in combination.

- 6. PROGRAM TIME RATES**
- | 1 hr. | 1 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
|-------|-----------|---------|---------|--------|
| 85.00 | 70.00     | 60.00   | 55.00   | 50.00  |
| 50.00 | 43.00     | 37.00   | 33.00   | 30.00  |
| 30.00 | 26.00     | 24.50   | 22.50   | 20.50  |
| 23.00 | 20.00     | 18.00   | 16.50   | 15.00  |
| 17.00 | 14.50     | 13.50   | 12.00   | 10.50  |
- 9. PARTICIPATING PROGRAMS**  
Collector's Corner—Mon thru Fri 8:30-11 am & 2-4 pm  
Open Line—Mon thru Fri 11 am-1 pm  
Viewpoint—Mon thru Fri 1-2 pm
- PER DAY:**
- |      |       |       |
|------|-------|-------|
| 1 hr | 52.65 | 78.70 |
|------|-------|-------|
- \*Roberto Spanish Show—Mon thru Fri 4:30-6:30 am; Sat 4:30-7:30 am.
- PER WK:**
- |      |       |       |
|------|-------|-------|
| 6 ti | 12 ti | 18 ti |
| 4.50 | 4.00  | 3.75  |
- (\*) Discounts: 26 wk—5%  
52 wk—10%

**10. SPECIAL FEATURES**  
Hourly Weather Forecasts—Mon thru Fri 12 per day;  
PER DAY: 1 ti 2/3 ti 4/5 ti 8+  
8.80 8.00 7.70 7.10  
Includes opening and closing plus 30 second copy.  
Minimum contract 13 weeks.  
News adjacencies—10 seconds prior to news and 40 seconds immediately following newscast.  
M-F. All commercial breaks on quarter hour. Contact Representative for further details. Rec'd 8/29/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Don Allen.  
Sales & Sta. Mgr.—Jim Treanor.  
Oper. & Prog. Mgr.—John Itader.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
1,000 w. days; 1350 kc.  
Operating schedule: 6 am-local sunset, PST.  
FM-ERP 4.500 w.; 94.1 mc. Stereo.  
Operating schedule: 5:30-1 am, PST.  
Anten. ht.: 1,310 ft. above average terrain.  
Simulcast 6 am-6 pm.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4b, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 21b, 21c, 25a, 26, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 45, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 80b, 60d, 60h, 60i, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Hard liquor advertising not acceptable.

**7. PACKAGE PLANS**  
WEEKLY—WITHIN 7-DAY PERIOD

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dan R. Speare.  
Director of Operations—Chris Edwards.  
General Sales Manager—Al Piccini.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily, PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61b, 62a, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KGFM (FM).  
Affiliated with NBC.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dan Allen.  
Sales & Sta. Mgr.—Jim Treanor.  
Oper. & Prog. Mgr.—John Itader.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
1,000 w. days; 1350 kc.  
Operating schedule: 6 am-local sunset, PST.  
FM-ERP 4.500 w.; 94.1 mc. Stereo.  
Operating schedule: 5:30-1 am, PST.  
Anten. ht.: 1,310 ft. above average terrain.  
Simulcast 6 am-6 pm.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4b, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 21b, 21c, 25a, 26, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 45, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 80b, 60d, 60h, 60i, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Hard liquor advertising not acceptable.

(This listing continued on next page)

## AUBURN (1 AM; 1 FM)

Placer County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State

## KAHI KAFI (FM)

1957  
Subscriber to the NAB Radio Code  
Media Code 4 205 0540 6.00  
Auburn Broadcasting Co., Inc., Box 950, Auburn, Calif. 95603. Phone 916-885-5636.  
Auxiliary Studios and Offices—Grass Valley and Yuba City, Calif.

**STATION'S PROGRAMMING DESCRIPTION**  
KAHI: Mod MOR sign-off 6 pm.  
KAFI (FM): 6 pm-sign-off Mod Country.

- 1. PERSONNEL**  
President—Donald J. Inglett.
- 2. REPRESENTATIVES**  
The Sandeberg-Glenn Company.
- 3. FACILITIES**  
5,000 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset, PST.<

# CALIFORNIA

## Bakersfield—KLYD, KLYD-FM—Cont'd

**TIME RATES**  
No. 7 Eff 9/1/73—Rec'd 8/8/73.  
AAA—6 am-6 pm. Fixed.  
AA—6 am-6 pm. ROS.  
B—6 pm-1 am. ROS. FM only.

**6. SPOT ANNOUNCEMENTS**

	AAA	AA	A	B
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec
12 hr	10.00	9.00	7.00	5.00
18 hr	12.00	9.00	8.00	4.50
24 hr	8.00	6.00	7.00	4.00
30 hr	7.00	5.50	6.00	3.50

**10. SPECIAL FEATURES**  
20/20 NEWS SPONSORSHIP

	AAA	AA	A	B
PER WK:	5 hr 10 min 5 hr 10 min 5 hr 10 min	5 hr 10 min 5 hr 10 min 5 hr 10 min	5 hr 10 min 5 hr 10 min 5 hr 10 min	5 hr 10 min 5 hr 10 min 5 hr 10 min
5 min	22	18	14	12
13 wk—10%	26 wk—15%	52 wk—20%		

Minimum rateholder 6 spots per week.  
All spots and newscasts, regardless of length or class, combine to earn lowest frequency.

## KPMC

1933

Subscriber to the NAB Radio Code  
Media Code 4 205 0750 1.00  
Pioneer Mercantile Co., Box 1709, Bakersfield, Calif. 93302. Phone 805-327-5121; 325-3436.

**STATION'S PROGRAMMING DESCRIPTION**  
KPMC: Adult oriented with news emphasis and voice features from both network and other sources. FAIRM: programming 7 hours weekly. Play-by-play of college & local football & basketball. MUSIC: MOR with early evening LP standards & late evening country & western. NEWS: feature blocks 6-9:30 am; 12N-1 pm; 3-6:30 pm. M-F. RELIGION: Sun only. Rec'd 3/21/74.

**1. PERSONNEL**  
Manager—L. A. Schamblin.  
Sales Mgr. & Prog. Dir.—Paul R. Biermann.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
10,000 w.; 1560 kc. Directional.  
Operating schedule: Full time. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1h, 2h, 3h, 3d, 4h, 5h, 6h, 7h, 8h.  
Rate Protection: 10h, 12h, 13h, 14h, 15h.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 22c, 23a, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 61b, 62b, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Affiliated with CBS and MBS.  
Member: California Farm Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 19 Eff 7/1/73—Rec'd 3/21/74.  
AA—Mon thru Fri 6-9 am & 4-6:30 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA	CLASS A	CLASS B
PER WK:	1 min 30 sec 15 sec 1 min 30 sec 15 sec	1 min 30 sec 15 sec 1 min 30 sec 15 sec	1 min 30 sec 15 sec 1 min 30 sec 15 sec
1 hr	7.50	5.64	4.50
7 hr	7.00	5.25	4.20
14 hr	6.25	4.70	3.75
21 hr	5.75	4.30	3.45
28 hr	5.25	3.95	3.15
1 hr	6.40	4.90	3.85
7 hr	5.95	4.45	3.55
14 hr	5.30	4.00	3.20
21 hr	4.90	3.65	2.95
28 hr	4.45	3.35	2.65

**CLASS A—ROS**

	1 hr	7 hr	14 hr	21 hr	28 hr
1 hr	5.60	4.20	3.35	5.05	3.80
7 hr	5.25	3.95	3.15	4.70	3.55
14 hr	4.70	3.50	2.80	4.25	3.15
21 hr	4.30	3.25	2.60	3.85	2.90
28 hr	3.95	2.95	2.35	3.55	2.65

**26 wk**

	1 hr	7 hr	14 hr	21 hr	28 hr
1 hr	4.75	3.55	2.85	4.50	3.35
7 hr	4.45	3.25	2.65	4.20	3.15
14 hr	4.00	3.00	2.40	3.75	2.80
21 hr	3.65	2.75	2.20	3.45	2.60
28 hr	3.35	2.50	2.00	3.15	2.35

**7. PACKAGE PLANS**

	BULK SPOTS	350x	700x	1000x
1 min.	4.00	3.50	3.00	3.00
30 sec.	3.25	2.70	2.25	2.25
15 sec.	2.40	2.10	1.80	1.80

25% may run in AA time

**10. PROGRAM TIME RATES**

PER YR:	1x	50x	100x	200x	300x
1 hr	75.00	60.00	50.00	40.00	35.00
1/2 hr	45.00	35.00	30.00	27.50	25.00
1/4 hr	25.00	22.50	20.00	18.00	16.00

**5 MINUTES**

AA	14.00	13.00	10.75	10.00	9.00
A	11.00 <th>10.00</th> <th>8.75</th> <th>8.00</th> <th>7.00</th>	10.00	8.75	8.00	7.00

## KUZZ

1958

**AVCO**  
RADIO SALES  
Country & Western

NAB

A Buck Owens Station  
Media Code 4 205 0780 0.00  
Thunderbird Broadcasting Co., 1209 N. Chester Ave., Bakersfield, Calif. 93308. Phone 805-393-1500.

**1. PERSONNEL**  
President—Buck Owens.  
Vice Pres. & Mgr.—Mike Owens.  
Program Director—Tommy Wright.

**2. REPRESENTATIVES**  
Arco Radio Sales.

**3. FACILITIES**  
25 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15% time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25b, 28c, 29a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 90, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
AM/FM COMBINATION  
No. 6A Eff 7/1/74—Rec'd 7/1/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am.

**7. PACKAGE PLANS**

	A	B	Flat
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec 15 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec 15 sec	1 min 30 sec 15 sec
1 hr	17.00	13.00	16.00
10 hr	16.00	12.80	15.00
20 hr	15.00	12.00	14.00
30 hr	14.00	11.20	13.00
40 hr	13.00	10.40	12.00
15 sec:	50%	1-min.	

**BULK—ROS**

	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec
520 x	8.00	6.40	4.00
1000 x	7.50	6.00	3.75

**TAP—ROS**

	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec
30 hr	9.00	7.20	4.50
20 hr	8.50	6.80	4.25

**10. SPECIAL FEATURES**  
5 MINUTE NEWS

	13 wk 26 wk 52 wk	13 wk 26 wk 52 wk	13 wk 26 wk 52 wk
PER WK:	13 wk 26 wk 52 wk	13 wk 26 wk 52 wk	13 wk 26 wk 52 wk
1 hr	15	14	13
12 hr	14	13	12

## KUZZ-FM

1968

A Buck Owens Station  
Media Code 4 205 0781 6.00  
Thunderbird Broadcasting Co., 1209 N. Chester Ave., Bakersfield, Calif. 93308. Phone 805-393-1500.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Manager—L. A. Schamblin.  
Sales Mgr. & Prog. Dir.—Paul R. Biermann.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
ERF 4,300 w. (horiz.), 4,300 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,310 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KUZZ. See that listing for rates.

**TIME RATES**  
No. 5A Eff 9/1/73—Rec'd 10/1/73

**10. SPECIAL FEATURES**  
News 8 pm-6 pm, 5-min at :60..... 6.00  
Ea..... 3.50 3.00 2.50

## KWAC

1955

Media Code 4 205 0810 3.00  
KMAP, Inc., 5200 Standard Rd., Bakersfield, Calif. 93308. Phone 805-327-9711.

**1. PERSONNEL**  
President—Edwards R. Hopple.  
Vice-Pres. & Sta. Mgr.—Michael Ramirez.  
General Manager—Robert J. DuBy.

**2. REPRESENTATIVES**  
New York—Caballero Spanish Media, Inc.  
Los Ang.—San Fran—Lotus Communications Corp.  
Chicago, Midwest—Walton Broadcasting Sales Corp.  
Atlanta, Southeast—Bernard I. Ochs Co.  
Dallas, Southwest—Mario Messina Company.  
Denver—Boh Hix Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1h 2h, 3h, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10h, 11h, 12h, 13h, 14h.  
Basic Rates: 20b, 22b, 23a, 24b, 25a, 26, 28c, 29a, 29h.  
Contracts: 40c, 44a, 46, 48, 51a.  
Comb.; Cont. Discounts: 60a, 60f, 60i.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 8/1/70—Rec'd 8/10/70.

**6. SPOT ANNOUNCEMENTS**

	FIXED	200x	500x	750x	1000x
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.00	5.65	5.25	4.90	4.50
ID's	4.80	4.50	4.20	3.90	3.60

(\* Men thru Fri 7-11 am, 1x rate applies; count toward frequency.)

**7. PACKAGE PLANS**

	5 hr	10 hr	15 hr	20 hr	25 hr
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.00	5.65	5.25	4.90	4.50
ID's	4.80	4.50	4.20	3.90	3.60

Fixed within hour  
Midnight-4 am deduct 50%.  
Mon thru Fri 7-11 am pays difference on those spots only to equal 1x rate.

**6. PROGRAM TIME RATES**

	1/2 hr	1/4 hr	10 min	5 min
1 x	40.00	25.00	21.00	15.00
100 x	32.00	20.00	16.00	12.00
250 x	28.00	17.50	14.70	10.50

## BARSTOW (2AM)

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## KIOT

1960

Media Code 4 205 0870 7.00  
Prudential Broadcasting Co., 29561 W. Hwy. 58, Barstow, Calif. 92311. Phone 714-256-2175, 2176.  
**STATION'S PROGRAMMING DESCRIPTION**  
KIOT: Mod country with MOR, top 40.

**1. PERSONNEL**  
President—John Parker.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
5,000 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Amiliated with KBS.  
Member: National AdRadio Groups, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/1/72—Rec'd 1/12/72.

**6. SPOT ANNOUNCEMENTS**

	10 hr	20 hr	25 hr	30 hr
PER WK, EA:	10 hr	20 hr	25 hr	30 hr
1 min.	3.20	3.10	3.05	3.00
30 sec.	2.40	2.34	2.31	2.28
PER MO, EA:	40 hr	60 hr	100 hr	
1 min.	2.95	2.85	2.80	
30 sec.	2.25	2.19	2.16	
PER YR, EA:	520x	780x	1040x	
1 min.	2.70	2.65	2.60	
30 sec.	2.10	2.07	2.04	

**10. SPECIAL FEATURES**  
PER WK, EA: 26 wk 52 wk  
News at :60, 5 hr..... 5.50 4.50

## KWTC

1946

Subscriber to the NAB Radio Code  
Media Code 4 205 8900 2.00  
Mojave Valley Broadcasting, Inc., Box 1230, 29000 Mojave Blvd., Barstow, Calif. 92311. Phone 714-258-8484.

**1. PERSONNEL**  
General Manager—W. T. Brown.

**2. REPRESENTATIVES**  
New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0; 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: JALCO-So/Cal Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 18 Eff 7/1/74—Rec'd 7/2/74.

**6. SPOT ANNOUNCEMENTS**

YR:	1x	50x	100x	250x	500x	750x	1000x
1 min	5.00	4.90	4.80	4.70	4.60	4.50	4.40
30/less	3.80	3.70	3.60	3.50	3.40	3.30	3.20

**7. PACKAGE PLANS**

	10 hr	20 hr	30 hr	40 hr	50 hr
1 min.	4.90	4.80	4.70	4.60	4.50
30/less	3.70	3.60	3.50	3.40	3.30

**10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x 1-min.

## BERKELEY

Alameda County—Map Location R-8  
See SRDS consumer market map and data at beginning of the State

## See San Francisco-Oakland (including Alameda, Berkeley, San Mateo)

## BIG BEAR LAKE

San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## KTOT

1964

Media Code 4 205 0830 9.00  
Mountain Broadcasting Co., Inc., Box 2810, 1 mi. E. Big Bear Lake, N. Summit Blvd., Big Bear Lake, Calif. 92315. Phone 714-866-3434.  
**STATION'S PROGRAMMING DESCRIPTION**  
KTOT: MUSIC; MOR. Programmed for adults.

**1. PERSONNEL**  
Pres. & Mgr.—Vernon E. Thompson.

**3. FACILITIES**  
250 w.; 1050 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/1/74—Rec'd 2/18/74.

**7. PACKAGE PLANS**

	1 min 30 sec 15 sec	1 min 30 sec 15 sec	1 min 30 sec 15 sec
1 hr	4.80	3.80	3.30

**BONUS SPOT PLAN**  
13 spots, per month, earn 2 Bonus spots.  
26 spots, per month, earn 6 Bonus spots.  
52 spots, per month, earn 15 Bonus spots.  
3 spots earn 1 Bonus spot, Mon thru Thurs.

# BISHOP

Inyo County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## KIBS

1953

Media Code 4 205 0960 6.00  
Bishop Broadcasting Corp., Box 737, Bishop, Calif. 93314. Phone 714-873-6324.

**1. PERSONNEL**  
Station Manager—John D. Droad.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-10:00 pm Sun. All night Friday during fishing, skiing and holiday season.

**4. AGENCY COMMISSION**  
15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Amiliated with KBS.  
Member: Jalco-No/Cal Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective March 1, 1966. (Card No. 9.)  
Card received January 17, 1968.  
Class AA—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.  
Class A—9:00 am-4:00 pm Mon thru Fri; 6:00 am-6:00 pm Sat and Sun.  
Class B—8:00 am-6:00 am daily.

**6. SPOT ANNOUNCEMENTS**

	Class AA	Class A	Class B
1			



## Brawley—K R O P—Continued

5 GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 8/31/72—Rec'd 9/5/72.

AA—5-9 am & 3:30-6:30 pm. A—9 am-3:30 pm.											
6. SPOT ANNOUNCEMENTS											
	CLASS AA										
1x	50x	100x	250x	500x	750x	1000x	2000x				
1 min	6.50	6.00	5.50	5.00	4.75	4.50	4.15	3.00			
30 sec	5.30	4.90	4.50	4.10	3.90	3.70	3.30	2.50			
CLASS A											
1 min	4.75	4.35	3.90	3.65	3.25	3.00	2.70	2.25			
30 sec	3.90	3.60	3.20	3.10	2.70	2.50	2.25	2.00			
7. PACKAGE PLANS											
	CLASS AA										
PER WK:	10 ti	20 ti	30 ti	40 ti							
1 min.	5.50	4.95	4.40	3.85							
30 sec.	4.40	3.75	3.50	3.10							
CLASS A											
1 min.	4.25	3.85	3.45	3.30							
30 sec.	3.40	3.10	2.95	2.75							

## BURBANK

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

## BURNEY

Shasta County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## KAVA

1967

Subscriber to the NAB Radio Code  
Media Code 4 205 1035 6.00  
Hermiston Broadcasting Co., 1450 Park Ave., Burney,  
Calif. 96013. Phone 916-335-4515.

- PERSONNEL  
Manager—Ken Preston.
- REPRESENTATIVES  
The Sandberg-Glenn Company.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. PST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

ET 1/1/72—Rec'd 3/6/73.  
AA—6-9 am & 4-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS				
	CLASS AA			
PER WK:	PER YR:	1 min	30 sec	A 30 sec
1 ti	50 x	4.30	3.05	3.45
10 ti	100 x	4.00	2.95	3.35
20 ti	200 x	3.75	2.80	3.25
30 ti	300 x	3.50	2.50	3.15
50 ti	500 x	3.25	2.20	2.75
100 ti	1000 x	2.50	1.50	1.25
10/15 sec:	50% of 1-min.	2.25	1.25	1.50

10. SPECIAL FEATURES  
Sports—AA specified rates.

## CALEXICO

Imperial County—Map Location H-11  
See SRDS consumer market map and data at beginning of the State

## KICO

1947

Subscriber to the NAB Radio Code  
Media Code 4 205 1050 5.00  
KICO, Inc., Box 861, 7th & State St., El Centro,  
Calif. 92243. Phone 714-352-1490.

- Callexico Studio—Hwy. 111, 6 miles south of El Centro,  
Calif. Phone 714-357-1490.
- STATION'S PROGRAMMING DESCRIPTION  
KICO: Programmed for adults Spanish & English.
- PERSONNEL  
Pres. & Gen'l Mgr.—W. L. Gleason.
  - REPRESENTATIVES  
Savall/Gates, Inc.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. PST.
  - AGENCY COMMISSION  
15%: no cash discount.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Affiliated with American Information Network.

### TIME RATES

ET—Rec'd 3/27/68.

6. SPOT ANNOUNCEMENTS					
	1x	25x	52x	156x	500x 1200x
1 min.	4.00	3.75	3.50	2.25	2.75 2.25
30 sec.	2.40	2.25	2.10	1.85	1.90 1.70
BI-LINGUAL					
	1x	13x	26x	52x	260x
1 min.	6.00	5.75	4.70	4.25	3.50
7. PACKAGE PLANS					
	WEEKLY—ROS				
PER WK:	10 ti	20 ti	40 ti	80 ti	
1 min.	30.00	55.00	100.00	185.00	
50 words 30 sec.					
25% off 100 word rate.					
SATURATION PACKAGE					
30 sec.	22.50	41.25	75.00	138.75	

## CAMARILLO

Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura

(including Camarillo, Port Hueneme,  
Santa Paula)

## CARLSBAD

San Diego County—Map Location G-11  
See SRDS consumer market map and data at beginning of the State.

## KARL (FM)

1965

Subscriber to the NAB Radio Code  
Media Code 4 205 1230 3.00  
Radio KARL-FM (Far West Broadcasting Corp.),  
Box 949, Carlsbad, Calif. 92008. Phone 714-729-7955.

- STATION'S PROGRAMMING DESCRIPTION  
KARL (FM): Programmed adult contemporary.
- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Bob J. Gage.
  - FACILITIES  
ERP 3,000 (horiz.), 3,000 (vert.); 95.9 mc. Stereo  
Operating schedule: 6 am-midnight daily. PST.  
Antenna ht.: 94 ft. above average terrain.
  - AGENCY COMMISSION  
Add 7.5% to all rates before deducting 15% agency commission.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 7/1/73—Rec'd 7/8/74.  
AA—Mon thru Sat 9 am-4 pm & 6-11 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	256x	360x 624+
1 min.	9.00	8.10	7.25	6.50	5.85 5.25
30 sec.	7.10	6.35	5.70	5.15	4.65 4.20
10 sec.	3.75	3.40	3.00	2.70	2.45 2.25
Fixed position: Extra 10%.					
	CLASS A				
1 min.	8.25	6.70	6.00	5.40	4.85
30 sec.	6.35	5.70	5.15	4.65	4.20 3.75
10 sec.	3.00	2.70	2.40	2.15	1.95 1.80

## CARMEL (1 AM; 1 FM)

Monterey County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

## KLRB (FM)

1971

Subscriber to the NAB Radio Code  
Media Code 4 205 1245 1.00  
Monterey Bay Area Media, Box 3904, Dolores & 8th  
Sts., Carmel, Calif. 93921. Phone 408-624-3859.

- PERSONNEL  
Pres. & Gen'l Mgr.—L. E. Johnson, Jr.
- REPRESENTATIVES  
Seicom, Inc.
- FACILITIES  
ERP 630 w. (horiz.), 630 w. (vert.); 101.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 590 ft. above average terrain.
- AGENCY COMMISSION  
15/0; bills payable as rendered.

### TIME RATES

No. 1 ET—Rec'd 5/14/71.

6. SPOT ANNOUNCEMENTS					
PER YR. ROS:	25x	50x	100x	250x	500x 1000+
1 min.	8.25	7.95	7.50	6.95	6.30 5.55
30 sec.	6.60	6.35	6.00	5.55	5.00 4.40
7. PACKAGE PLANS					
PER WK. ROS:	48 ti	36 ti	24 ti	18 ti	12 ti
1 min.	277.50	236.00	172.00	138.00	94.00
30 sec.	222.00	189.00	138.00	110.00	75.00
PER MO. ROS:	200 ti	150 ti	100 ti	50 ti	
1 min.	1050.00	900.00	660.00	352.50	
30 sec.	840.00	720.00	528.00	282.00	

## KRML

1960

Subscriber to the NAB Radio Code  
Media Code 4 205 1260 0.00  
KRML, Inc., Drawer 6478, Carmel, Calif. 93921.  
Phone 408-624-6431.

- PERSONNEL  
Owner/Manager—Sam Salerno.
- REPRESENTATIVES  
The Sandberg-Glenn Company.
- FACILITIES  
500 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION  
15/0; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Jalco-No/Cal Group.

### TIME RATES

ET 4/15/71—Rec'd 3/24/72.

6. SPOT ANNOUNCEMENTS				
	1x	30x	100x	200+
1 min.	6.50	5.50	4.50	4.00
30 sec.	5.75	4.75	3.75	3.00
10. SPECIAL FEATURES				
News inserts—7.50.				
News adjacencies—6.50.				
15-sec business ID's—3.00.				

## CATHEDRAL CITY

Riverside County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

See Palm Springs  
(including Cathedral City)

## CERES

Stanislaus County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## KLOC

1963

Media Code 4 205 1320 2.00  
KLOC Broadcasting Company, Inc., Box 3689,  
Modesto, Calif. 95352. Phones 209-529-2024, 2029.  
Other studio: 2832 Iowa Ave., Modesto, Calif.

- STATION'S PROGRAMMING DESCRIPTION  
KLOC: MUSIC: modern country, with personalities.  
NEWS: at :30 & :40. Newscasts at 7:30 am  
with 15-min local news; 15-min news at 12:30 pm  
with 5-min local news; 2 news people; on scene  
local reports throughout day. Contact Representative  
for further details. Rec'd 8/29/72.

- PERSONNEL  
Pres. & Gen'l Mgr.—Chester Smith.  
Sales Manager—William F. King.  
Music Director—Lee Mackenzie.
- REPRESENTATIVES  
Radio Time Sales/International.  
Los Angeles—J. A. Lucas & Co., Inc./JALCO.
- FACILITIES  
500 w.; 920 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 21b, 23a.  
Contracts: 40a.  
TV facilities: KLOC-TV.  
Member: Jalco-No/Cal Group.

### TIME RATES

ET 1/2/74—Rec'd 12/10/73.  
AA—Mon thru Sat 7-9 am & 4-6 pm.  
A—All other times.

7. PACKAGE PLANS										
	CLASS AA									
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	50 ti	100 ti		
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.00	5.00		
30 sec	7.60	7.20	6.80	6.40	6.00	5.60	4.00	3.00		
CLASS A										
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.25	5.00		
30 sec	6.40	6.00	5.60	5.20	4.80	4.40	4.20	4.00		
10 sec:	60% of 1-min.									
Fixed position per spot, extra .50.										
CONSECUTIVE WEEK DISCOUNT										
26 wk—5%										
	52 wk—10% (D)									

## CHICO (2 AM; 2 FM)

Butte County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## KFMF (FM)

1967

Subscriber to the NAB Radio Code  
Media Code 4 205 1330 1.00  
Kragwood Broadcasting Inc., Box 266, Chico, Calif.  
95922. Phone 916-343-8461.  
Studio: On the Skyway 8 miles east of Chico, Calif.

- STATION'S PROGRAMMING DESCRIPTION  
KFMF (FM): Young adult rock music, 18-35.
- PERSONNEL  
Station Manager—Jeff Kragel.
  - FACILITIES  
ERP 14,000 w.; 93.7 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 290 ft. above average terrain.
  - AGENCY COMMISSION  
15/0 net time; 10 days.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET—Rec'd 7/2/74.

7. PACKAGE PLANS										
	ROS/BTA									
PER WK. EA:	5 ti	10 ti	20 ti	30 ti	50 ti					
1 min.	4.75	4.25	3.75	3.25	3.00					
30 sec.	4.25	3.75	3.25	2.75	2.50					
FIXED										
1 min.	5.75	5.25	4.75	4.25	3.75					
30 sec.	5.25	4.75	4.25	3.75	3.25					
ROS/BTA										
PER MO. EA:	24 ti	48 ti	72 ti	96 ti						
1 min.	4.25	3.75	3.25	3.00						
30 sec.	3.75	3.25	2.75	2.50						
FIXED										
1 min.	5.25	4.75	4.25	3.75						
30 sec.	4.75	4.25	3.75	3.25						
6-MONTH BULK CONTRACT										
576 SPOTS. EA:					1 min 30 sec					
Fixed					2.75					
ROS					2.00					
Paid-in-advance discount, 10%.										

## KHSL

1935

Subscriber to the NAB Radio Code  
Media Code 4 205 1350 9.00  
Golden Empire Broadcasting Co., Box 489, Chico,  
Calif. 95928. Phone 916-342-0141. TWX 910-538-0336.

- PERSONNEL  
Pres. & Gen'l Mgr.—Mrs. Mickey McClung.

## CALIFORNIA

- REPRESENTATIVES  
Alan Tacht Associates, Inc.
- FACILITIES  
5,000 w.; 1290 kc. Directional—night only.  
Operating schedule: 5:30-1 am.
- AGENCY COMMISSION  
15/0 net on time and talent.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with CBS Radio Network.  
Additional 10% discount when used in conjunction  
with KVCV. Redding.

### TIME RATES

No. 17 ET 1/1/70—Rec'd 12/15/69.

6. SPOT ANNOUNCEMENTS										
	* (Mon thru Fri 6-10 am & 4-7 pm)									
PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti					
1 min.	9.50	8.75	8.00	7.00	6.50					
30 sec.	7.60	7.00	6.40	5.60	5.20					
* (All other times)										
1 min.	8.50	7.75	7.00	6.00	5.50					
30 sec.	7.00	6.20	5.60	4.80	4.40					
(*) Guaranteed times										
10 sec: 50% of 1-min										

## KPAY

1949

Subscriber to the NAB Radio Code  
Media Code 4 205 1380 6.00  
Richardson Broadcasting Co., Box 369, Radio Ln.,  
Chico, Calif. 95926. Phone 916-345-0021.

- STATION'S PROGRAMMING DESCRIPTION  
KPAY: Programmed for adults 18 to 49.  
MUSIC: a blend of new releases, selected album  
cuts & hits of 50's & 60's, leaving out extremes.  
Adult PERSONALITIES handle all music. NEWS:  
5 min at :60; 3 min news & weather at :30; 10  
min news, sports & weather at 7 & 8 am and 5 &  
6 pm M-F; news staff, UPI wires. Contact Representa-  
tive for further details. Rec'd 5/7/71.
- PERSONNEL  
President—Charles E. Wilson.  
Vice-President—Roy L. Cordell.
  - REPRESENTATIVES  
Frank J. Mertz.
  - FACILITIES  
Buckley Radio Sales, Inc.  
Portland, Seattle—The Tacher Company.

- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.
- REPRESENTATIVES  
Roy L. Cordell.
- AGENCY COMMISSION

# CALIFORNIA

Chico—Continued

## KPAY-FM

1972



Media Code 4 205 1381 4.00  
Richardson Broadcasting Co., Box 389, Radio Ln.,  
Chico, Calif. 95926. Phone 916-345-0021.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 95.1 mc.  
Stereo.

Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,170 ft. above average terrain.  
Partial simulcast operation. Operated separately 24  
hours Mon thru Sat; 7 am-9 pm & midnight-3 am  
Sun. For simulcast facilities see KPAY.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Contemporary Network.  
Sold in combination with KPAY. See that listing  
for rates.

### TIME RATES

No. 1 Eff 1/1/73—Rec'd 1/22/73.  
I—Mon thru Sun 6 am-7 pm.  
II—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS		11	
PER WK:	1 min 30 sec 10 sec	1 min 30 sec 10 sec	
1 li.....	6.00 4.80 3.00	5.00 4.00 2.50	
12 ti.....	5.00 4.00 2.50	4.00 3.20 2.00	
18 ti.....	4.00 3.20 2.00	3.00 2.40 1.50	

## COACHELLA (1 AM; 1 FM)

Riverside County—Map Location G-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KCHV

1954

## NBC Radio Network



Media Code 4 205 1410 1.00  
Coachella Broadcasting Co. Thunderbird Lodge, 84-  
115 Indio Blvd., Indio, Calif. 92201. Phone 714-  
347-2333.

Mailing Address: Drawer II, Indio, Calif. 92201.  
Studio: Palm Springs Aerial Tramway, Palm Springs,  
Calif.

STATION'S PROGRAMMING DESCRIPTION  
KCHV: Adult programming.  
SPORTS: pro baseball, football, basketball. AIR  
PERSONALITIES with time segments. NEWS: 2  
mobile units, stock market reports, Spanish 4-8:45  
am. FARM: network 6:45-7 am. Contact Representative  
for further details. Rec'd 10/15/73.

1. PERSONNEL  
General Manager—Robert P. Osterberg.  
General Sales Manager—Art Fishler.  
Program Director—Don Bish.

2. REPRESENTATIVES  
Savall/Gates, Inc.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 970 kc.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
General: 3a, 3b, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10h, 11b, 12b, 13b.  
Basic Rates: 22h, 23a, 24a, 26.  
Contracts: 40c, 42a, 45, 46.  
Comb.; Cont. Discounts: 60b.  
Cancellation: 70a, 70c.  
FM facilities: KVM (FM).  
Affiliated with NBC.  
Member: California Farm Network, Farm Directors  
Radio Network.

### TIME RATES

No. 13 Eff 10/1/73—Rec'd 9/10/73.  
AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun  
all day  
A—All other times.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
PER YR:	1x 50x 100x 250x 500x 750x 1000x		
AA.....	8.00 7.75 7.50 7.00 6.50 6.00 5.50		
A.....	7.50 7.00 6.50 6.00 5.50 5.00 4.50		
30 SECONDS		1 MINUTE	
AA.....	6.50 6.25 6.00 5.75 5.50 5.25 5.00		
A.....	6.00 5.25 5.00 4.75 4.50 4.25 4.00		
7. PACKAGE PLANS		1 MINUTE	
PER WK:	10 ti 20 ti 30 ti 40 ti 50 ti		
AA.....	7.50 7.00 6.50 6.00 5.50		
A.....	6.50 6.00 5.50 5.00 4.50		
30 SECONDS		1 MINUTE	
AA.....	6.00 5.75 5.50 5.25 5.00		
A.....	5.00 4.75 4.50 4.25 4.00		

(CR-D)

## KVIM (FM)

1950



Subscriber to the NAB Radio Code  
Media Code 4 205 1425 9.00  
Coachella Valley Broadcasting Co., Drawer 401, Indio,  
Calif. 92201. Phone 714-347-2333.

See affiliated AM station for additional information.  
AM facilities: KCHV.  
STATION'S PROGRAMMING DESCRIPTION  
KVIM (FM): Complete Spanish Language program-  
ing.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Robert P. Osterberg.  
Vice-Pres. & General Sales Manager—Art Fishler.  
Program Director—Gilbert Esquivel.

3. FACILITIES  
ERP 50,000 w. (horiz.) 50,000 w. (vert.); 93.7 mc.  
Operating schedule: 4 am-midnight. PST.  
Antenna ht.: \_\_\_\_\_ ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 10/1/72—Rec'd 9/10/73.

6. SPOT ANNOUNCEMENTS		1 MINUTE	
PER YR:	1x 50x 100x 250x 500x 750x 1000x		
1 min.....	5.00 4.75 4.50 4.25 4.00 3.75 3.50		
30 sec.....	3.80 3.00 3.40 3.20 3.00 2.80 2.60		
PER WK:		10 ti 20 ti 30 ti 40 ti 50 ti	
1 min.....	4.50 4.25 4.00 3.75 3.50		
30 sec.....	3.50 3.20 3.00 2.80 2.60		

## COALINGA

Fresno County—Map Location D-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## KOLI

1950

Subscriber to the NAB Radio Code  
Media Code 4 205 1440 8.00  
Pleasant Valley Broadcasting, Box 1164, Coalinga,  
Calif. 93210. Phone 209-935-0735.

STATION'S PROGRAMMING DESCRIPTION  
KOLI: Programmed for adults.

1. PERSONNEL  
General Manager—Roger Pond.

2. REPRESENTATIVES  
Grant Webb & Company, Inc.  
Western States—Bill Dahlsen & Associates.

3. FACILITIES  
500 w. days; 1470 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. PST.

4. AGENCY COMMISSION  
15% to recognized agencies.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 Eff 9/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS		5 ti 10 ti 20 ti	
PER WK:	1 min.....	4.00 3.70 3.40	
30 sec.....	3.20 2.90 2.60		

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN  
PER MO: 1 min 30 sec  
3 per day/90 per month..... 297 225  
10 sec: 50% of 1-min.

10. SPECIAL FEATURES  
NEWSCASTS  
Spot Adjacencies..... 4.50 Full Sponsorship..... 6.00  
DISCOUNT  
13 wk—5% 52 wk—10%

## COMPTON

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

See Los Angeles Urban Area

## CONCORD

Contra Costa County—Map Location B-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## KWUN

1961



Subscriber to the NAB Radio Code  
Media Code 4 205 1470 5.00  
Adler Communications, Inc., Box 1480, Concord,  
Calif. 94520. Phone 415-685-1480.

STATION'S PROGRAMMING DESCRIPTION  
KWUN: Programmed for the community.  
NEWS: Local on the hour, 8 times daily. 7 am-5  
pm. Network news at :30 & :00. Local news 15 min  
at 12 noon & 5 pm. Traffic reports & business news.  
MUSIC: familiar instrumental standards, classical  
afternoon 12-6 pm, Sun. 11 am-noon open forum,  
interviews, audience participation, 1-2 pm, swap  
shop, 5 min reports from county seat & state  
capitol 3 times daily. 2-3 pm remote from area com-  
munities, interviews, audience participation. SPORTS:  
local. Contact Representative for further details.  
Rec'd 3/29/72.

1. PERSONNEL  
President—William D. Adler.  
News Director—Skip Sayre.  
Chief Engineer—Al Graft.

2. REPRESENTATIVES  
Radio Time Sales/International.

3. FACILITIES  
500 w. days; 1480 kc. Directional.  
Operating schedule: 5 am-local sunset. PST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12a, 13d, 14a, 15c.  
Basic Rates: 20a, 21a, 21h, 21c, 21d, 22a, 23a, 24a,  
24b, 24c, 25a, 26, 28b, 29a, 30, 33c.  
Contracts: 40a, 41, 44b, 45, 46, 47c, 51a.  
Comb.; Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61c.  
Cancellation: 70h, 70d, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and KRS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 3/1/71.

6. SPOT ANNOUNCEMENTS  
1x 51x 201x 500+

1 min.....	10.00 8.50 7.00 6.00
30 sec.....	7.50 6.00 5.00 4.00
10 sec.....	5.00 4.25 3.50 3.00

10. SPECIAL FEATURES  
MON THRU FRI:  
Open Forum..... 3.60 6.20 8.60  
Swap Shop..... 3.60 6.20 8.60  
Focal Point..... 9.00 15.50  
Local News..... 4.00 8.00 10.00  
Classical Afternoon Sun 2-6 pm..... 9.00 7.20 9.00

## CORONA

Riverside County—Map Location G 10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KREL

1948

Subscriber to the NAB Radio Code  
Media Code 4 205 1500 9.00  
Major Market Stations, Inc., Box 100, Parkridge  
Rd., Corona, Calif. 91720. Phone 714-737-1370.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Dr. Wm. J. Roberts.

2. REPRESENTATIVES  
San Francisco—Advertising Sales West.

3. FACILITIES  
5,000 w. days, 500 w. nights; 1370 kc. Directional.  
Operating schedule: 5 am-midnight. PST.

4. AGENCY COMMISSION  
15/0; bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11c, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25c, 28a,  
29a, 32a, 33b.  
Contracts: 40a, 41, 42b, 44a, 44b, 46, 47e, 49, 51a,  
51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61b,  
62b, 62d.

Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with KRS.  
Member: National AgRadio Groups, Inc.

TIME RATES  
Eff—Rec'd 10/6/70.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 10 sec

1 x.....	10.00 8.00 6.00
2 x.....	9.50 7.50 5.75
24 x.....	9.00 7.00 5.25
52 x.....	8.50 6.50 5.00
104 x.....	8.00 6.00 4.50
280 x.....	7.50 5.50 4.25
312 x.....	7.00 5.00 4.00
425 x.....	6.50 4.50 3.50
625 x.....	6.00 4.00 3.00

7. PACKAGE PLANS  
PER WK, EA:  
10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 50 ti

1 min 9.00 3.50 8.00 7.50 7.00 6.50 6.00	30 sec 7.00 6.50 6.00 5.50 5.00 4.50 4.00
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8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr

1 x.....	75 45 25
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9. PARTICIPATING PROGRAMS  
Spanish, Portuguese, Hungarian, Italian—regular  
rates apply.

## CRESCENT CITY (2 AM)

Del Norte County—Map Location A-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## KPLY

1950

Subscriber to the NAB Radio Code  
Media Code 4 205 1530 6.00  
Sunmit Broadcasters, P. O. Box 248, 1177 Gainard  
Bl., Crescent City, Calif. 95531. Phone 707-464-  
5900.

1. PERSONNEL  
Gen'l Mgr. & Co-owner—Mason C. Deaver.

2. REPRESENTATIVES  
Advertising Sales West.

3. FACILITIES  
250 w.; 1240 kc. Non-directional.  
Operating schedule: 6:00 a.m. to midnight daily.  
PST.

4. AGENCY COMMISSION  
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: California Farm Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 1/1/66—Rec'd 10/3/66.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec

1 x.....	4.00 3.00 312 x..... 2.75 2.06
13 x.....	3.75 2.81 848 x..... 2.50 1.88
52 x.....	3.50 2.63 728 x..... 2.00 1.60
104 x.....	3.25 2.44 1000 x..... 1.50 1.25
156 x.....	3.00 2.25

7. PACKAGE PLANS  
PER WK:  
1 min..... 42.00 24.00 99.00  
30 sec..... 31.50 54.00 67.50

## KPOD

1959



Subscriber to the NAB Radio Code  
Media Code 4 205 1560 3.00  
William E. Stamps, Box 666, 287 I Street, Crescent  
City, Calif. 95531. Phone 707-464-3183.

1. PERSONNEL  
General Manager & Owner—William E. Stamps.

2. REPRESENTATIVES  
The Sandberg-Glenn Company.

3. FACILITIES  
1,000 w. days; 1310 kc.  
Operating schedule: 6:00 a.m. to 7:00 p.m. or local  
sunset. PST.

4. AGENCY COMMISSION  
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
Rates effective August 1, 1961. (Card No. 2.)  
Card received July 5, 1961.

6. SPOT ANNOUNCEMENTS  
30 sec 1 min 30 sec 1 min

1 time.....	3.15 3.80 156 times..... 2.65 3.20
12 times.....	2.95 3.55 260 times..... 2.60 3.10
26 times.....	2.90 3.50 312 times..... 2.45 2.95
52 times.....	2.85 3.40 364 times..... 2.35 2.80
104 times.....	2.75 3.30 624 times..... 2.05 2.45

7. PACKAGE PLANS  
Plan "A"—Weekly Package  
Per week: 30 sec 1 min 30 sec 1 min  
10 spots..... 2.35 2.50 25 spots..... 1.90 2.85  
15 spots..... 2.20 2.65 50 spots..... 1.75 2.10  
20 spots..... 2.05 2.50  
Plan "B"—Daily Package  
—5 per day— —10 per day—  
30 sec 1 min 30 sec 1 min  
1 day..... 2.30 2.75 2.10 2.50  
2 days..... 2.15 2.60 2.00 2.40

	—5 per day—	—10 per day—
	30 sec 1 min 30 sec 1 min	30 sec 1 min
3 days.....	2.10 2.50 1.95 2.35	
4 days.....	2.05 2.45 1.90 2.30	
5 days.....	2.00 2.40 1.85 2.26	
6 days.....	1.95 2.35 1.80 2.21	
7 or more days.....	1.90 2.30 1.75 2.10	

Consecutive Days—may skip any 1 day in week.

## DELANO (1 AM; 1 FM)

Kern County—Map Location E-9  
See SRDS consumer market map and data at begin-  
ning of the State.

## KCHJ

1950

Media Code 4 205 1590 0.00  
Jean G. Johns, 1108 Avenue 12, Road 112,  
Tulare County, Delano, Calif. 93215. Phone 805-  
725-8676.

1. PERSONNEL  
General Manager—Jean G. Johns.

2. REPRESENTATIVES  
Los Angeles—Hartman G. Oakes, Inc.  
San Francisco—The Sandberg-Glenn Company.  
Chicago, New York—The Dorney Organization, Inc.

3. FACILITIES  
5,000 w. days; 1,000 w. nights; 1010 kc.  
Directional.  
Operating schedule: 5-11 am daily.

4. AGENCY COMMISSION  
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
Rates effective August 20, 1960.  
Rates received August 29, 1960.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 20 sec 10 sec

1 time.....	10.00 7.50 6.50 5.90
13 times.....	9.50 7.00 6.00 5.40
26 times.....	9.00 6.50 5.50 4.90
52 times.....	8.50 6.00 5.00 4.40
104 times.....	8.00 5.50 4.50 3.90
156 times.....	7.50 5.00 4.00 3.30



**Dinuba—K R D U—Continued**  
**7. PACKAGE PLANS**

	ROS				
	10 ti	22 ti	30 ti	60 ti	60 ti
1 MO:	40	80	120	240	240
1 min:	30	60	90	180	180
30 sec:	FIXED				
1 min:	45	90	135	270	270
30 sec:	40	80	120	240	240
10 sec, ROS (30 per mo minimum), 1.75.					

**8. SPECIAL FEATURES**  
 ROTATING NEWS, 1 PER DAY: 1 min 30 sec  
 Mon thru Fri..... 90 80  
 Mon thru Sat..... 105 95

**EL CAJON**

San Diego County—Map Location G-11  
 See SRDS consumer market map and data at beginning of the State.

**See San Diego**  
 (including El Cajon)

**EL CENTRO (2 AM; 1 FM)**

Plus 1 paid cross reference.  
 Imperial County—Map Location H-11  
 See SRDS consumer market map and data at beginning of the State.

**KAMP**

1958

NAB

Media Code 4 205 1650 2.00  
 El Centro Radio Inc., KAMP Bldg., Box 1018,  
 Sixth & Main Sts., El Centro, Calif. 92243. Phone  
 74-352-2277.

**STATION'S PROGRAMMING DESCRIPTION**  
 KAMP: Programmed for mature & young adults.

- PERSONNEL**  
 General Manager—Bob Weaver.
- REPRESENTATIVES**  
 Los Angeles—Harlan G. Oakes, Inc.  
 San Francisco—The Sandberg-Glenn Company.  
 New York, Chicago—The Devery Organization, Inc.  
 Dallas—Hiley Representatives.

- FACILITIES**  
 1,000 w. days; 1430 kc. Non-directional.  
 Operating schedule: 6 am-noon sunset.
- AGENCY COMMISSION**  
 15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 Rec'd 5/1/69.

	ix	25x	52x	156x	260x	520x
1 min:	8.00	7.75	7.50	7.00	6.50	5.50
30 sec:	6.40	6.20	6.00	5.60	5.20	4.40
10 sec:	50% of 1-min. Not combinable with other spots for frequency except on 2 for 1 basis.					

- PACKAGE PLANS**  
**WEEKLY PACKAGES**  
 AA—Mon thru Fri 6:30-9 am & 4:30-6:30 pm.  
 A—All other times.

**PER WK:**

	5 ti	10 ti	20 ti	30 ti	50 ti
1 min:	7.50	7.00	6.50	6.00	5.00
30 sec:	6.00	5.60	5.20	4.80	4.00

**CLASS A**

	7.00	6.50	6.00	5.50	4.50
1 min:	7.00 <td>6.50 <td>6.00 <td>5.50 <td>4.50</td> </td></td></td>	6.50 <td>6.00 <td>5.50 <td>4.50</td> </td></td>	6.00 <td>5.50 <td>4.50</td> </td>	5.50 <td>4.50</td>	4.50
30 sec:	5.60	5.20	4.80	4.40	3.60

- DISCOUNTS**  
 13-25 wk—5% 26 wk+—10%  
 Retroactive package discounts apply on continuous schedule only. Weeks need not be consecutive to earn cumulative weeks frequency. Package spots cannot be combined with regular spots to earn frequency discounts.

**K NEU (FM)**

1970

Subscriber to the NAB Radio Code  
 Media Code 4 205 1665 0.00  
 Schaefer-Wade Broadcasting, Box 2169, El Centro,  
 Calif. 92243. Phone 714-353-1640.

**STATION'S PROGRAMMING DESCRIPTION**  
 KNEU (FM): MOR music, network & local news.

- PERSONNEL**  
 General Manager—David R. Fransen.
- REPRESENTATIVES**  
 Bill Dahlsten & Associates.
- FACILITIES**  
 ERP 50,000 w.; 98.5 mc. Stereo.  
 Operating schedule: 5-2 am. PST.  
 Antenna ht.: 120 ft. above average terrain.

- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 Rec'd 11/12/73.

	1 min	30 sec
PER MO, ROS:	3.90	3.25
20 x:	3.75	3.10
30 x:	3.50	2.85
40 x:	3.10	2.60
60 x:	3.00	2.50
90 x:	2.85	2.35
100 x:	2.75	2.30
120 x:	2.50	2.05
180 x:	2.20	1.90
200 x:	2.00	1.75

- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 Rec'd 11/12/73.

	1 min	30 sec
PER MO, ROS:	3.90	3.25
20 x:	3.75	3.10
30 x:	3.50	2.85
40 x:	3.10	2.60
60 x:	3.00	2.50
90 x:	2.85	2.35
100 x:	2.75	2.30
120 x:	2.50	2.05
180 x:	2.20	1.90
200 x:	2.00	1.75

- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**KXO**

1927

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 205 1680 9.00  
 KXO, Inc., Box 140, El Centro, Calif. 92243. Phone  
 714-352-1230.

**STATION'S PROGRAMMING DESCRIPTION**

- KXO: Programmed for adults and young adults.
- PERSONNEL**  
 Pres. & Gen'l Mgr.—Gordon Belson.
  - REPRESENTATIVES**  
 J. A. Lucas & Co., Inc./JALCO.
  - FACILITIES**  
 1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
 Operating schedule: 5:30-1 am. PST.
  - AGENCY COMMISSION**  
 15% on time only.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with NBC and KBS.  
 Member: California Farm Network, Jalco-So/Cal Group.

**TIME RATES**  
 No. 12 Eff 10/1/73—Rec'd 10/29/73.

	1 min	30 sec
AA—Mon thru Sun 6-9 am & 4:30-6:30 pm.	11.00	10.20
A—All other times.	8.00	7.15

- SPOT ANNOUNCEMENTS**  
 PER WK:

	10 ti	20 ti	30 ti	40 ti	10 ti	20 ti	30 ti	40 ti
1 WK:	10.00	10.20	9.35	8.55	8.00	7.15	6.35	5.55
13 WKS:	8.80	8.25	7.70	6.90	7.70	7.15	6.60	6.05
1 min:	9.90	9.10	8.25	7.45	7.70	6.90	6.05	5.25
30 sec:	8.25	7.70	7.15	6.60	6.60	6.05	5.50	4.95
39 WKS:	8.80	8.00	7.15	6.35	6.60	6.05	5.50	4.95
1 min:	8.80	8.00	7.15	6.35	6.60	6.05	5.50	4.95
30 sec:	7.15	6.60	6.05	5.50	5.50	4.95	4.40	4.15
51 WKS:	7.70	6.90	6.05	5.25	6.05	5.50	5.25	4.70
1 min:	7.70	6.90	6.05	5.25	6.05	5.50	5.25	4.70
30 sec:	6.60	6.05	5.50	4.95	4.95	4.40	4.15	3.85

- DISCOUNT**  
 52 wk—10%

- SPECIAL FEATURES**  
 News 5 min 1/4 hr 1/2 hr  
 4 8 13

**XED**

MEXICALI, MEXICO

(City of license, Mexicali, Baja Mexico,  
 Box 84, Calexico, California 92331.)  
 U. S. Representative:  
 Harlan G. Oakes, Inc.  
 See listing in Medios Publicitarios Mexicanos under  
 Mexicali, Mexico.

**ESCONDIDO (1 AM; 1 FM)**

San Diego County—Map Location G-11.  
 See SRDS consumer market map and data at beginning of the State.

**KOWN**

1958

Media Code 4 205 1710 4.00  
 Palomar Broadcasters Corp., The Vineyard Shopping  
 Center, Escondido, Calif. 92027. Phone 714-  
 745-8511.

- PERSONNEL**  
 President—Jack Feldmann.  
 Vice-Pres. & Gen'l Mgr.—Lyle E. Davis.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
 Operating schedule: 18 hours daily. PST.

- AGENCY COMMISSION**  
 15% on combination rates. No commission on AM only rates.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10g, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22b, 23a, 24a, 26, 28b, 29a.  
 Contracts: 40c, 42b, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 61b, 62b, 62a.  
 Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
 AM/FM COMBINATION  
 No. 9 Eff 7/1/74—Rec'd 7/26/74.

	1 min	30 sec
AAA—Mon thru Sat 6-10 am & 3-7 pm.	11.00	10.20
AA—Mon thru Sat 10 am-3 pm; Sat & Sun all day.	8.00	7.15
AM—Mon thru Sun 7 pm-midnight.	6.00	5.20

- SPOT ANNOUNCEMENTS**  
 PER WK:

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min:	18	15	16	13	14
12 ti:	17	14	15	12	13
18 ti:	16	13	14	11	12
24 ti:	15	12	13	10	11
30 ti:	14	11	12	9	10
15 sec/less: 50% of 1-min.	12	11	12	9	10

- CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 26 wk—10% 52 wk—15%

- PACKAGE PLANS**  
 TAP—1/2AAA, 1/4AA, 1/4A

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min:	15	14	13	12	14	13
30 sec:	12	11	10	9	11	10
15 sec/less: 50% of 1-min.	11	10	9	8	10	9

- CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 26 wk—10% 52 wk—15%

- AM ONLY**  
 PER WK:

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min:	15	12	13	10	11
12 ti:	14	11	12	9	10
18 ti:	13	10	11	8	9
24 ti:	12	9	10	7	8
30 ti:	11	8	9	6	7
15 sec/less: 50% of 1-min.	10	9	10	7	8

- CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 26 wk—10% 52 wk—15%

**8. PROGRAM TIME RATES**

	1x	13x	26x	52x	104x
1 hr:	125	115	105	95	85
1/2 hr:	100	90	85	75	70
1/4 hr:	60	55	50	45	40

- SPECIAL FEATURES**  
 NEWS SPONSORSHIP—AT :55  
 5 min: 24x 48x 78x 156x 312x  
 Incl open, close plus 1-10% spot.  
 17 16 15 14 13  
 Headlines/scoreboard at :27 incl open, close plus  
 30-sec spot, 80% of 5-min news.

**KOWN-FM**

1968

Media Code 4 205 1711 2.00  
 Palomar Broadcasters Corp., The Vineyard Shopping  
 Center, Escondido, Calif. 92027. Phone 714-745-  
 8511.

- STATION'S PROGRAMMING DESCRIPTION**  
 See affiliated AM station for additional information.
- FACILITIES**  
 ERP 3,000 w.; 92.1 mc. Stereo.  
 Operating schedule: 6 am-midnight. PST.  
 Antenna ht.: 155 ft. above average terrain.

- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Sold in combination with KOWN. See that listing for rates.

**TIME RATES**  
 No. 9 Eff 7/1/74—Rec'd 7/26/74.

	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AAA—6 pm-midnight.	5.00	4.50	4.00	4.00	3.50	3.00
AA—6 am-6 pm.	4.00	3.50	3.00	3.00	2.50	2.00

- CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 26 wk—10% 52 wk—15%

- PROGRAM TIME RATES**  
 1 hr 1/2 hr 1/4 hr 3 min

	1 x	13 x	26 x	52 x	104 x
1 hr:	39.00	37.00	35.00	33.00	31.00
13 x:	37.00	35.00	33.00	31.00	29.00
26 x:	35.00	33.00	31.00	29.00	27.00
52 x:	33.00	31.00	29.00	27.00	25.00
104 x:	31.00	29.00	27.00	25.00	23.00
156 x:	29.00	27.00	25.00	23.00	21.00
260 x:	27.00	25.00	23.00	21.00	19.00
312 x:	25.00	23.00	21.00	19.00	17.00
365 x:	23.00	21.00	19.00	17.00	15.00

**EUREKA (2 AM; 1 FM)**

Plus 1 paid duplicate.  
 Humboldt County—Map Location A-3  
 See SRDS consumer market map and data at beginning of the State.

**KATA**

1956

ARCATA

RAB

Subscriber to the NAB Radio Code  
 (This is a paid duplicate of the listing appearing  
 under Arcata, Calif.)  
 Media Code 4 205 0450 8.00

KATA Radio, Drawer EYE, South G Street, Arcata,  
 Calif. 95521. Phone 707-822-4814.

**STATION'S PROGRAMMING DESCRIPTION**  
 KATA: Programming directed toward younger adult audience.  
 MUSIC: format centered around current hits. NEWS:  
 presented hourly by local staff with newscasts in  
 every half-hour period during drive times. SPORTS:  
 highlighted during all news periods. Contact Repre-  
 sentative for further details. Rec'd 8/27/70.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Ted Taylor.  
 Sales Manager—Dale Andressen.  
 Program Director—John Price.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 Seattle, Portland—The Tacher Company.

- FACILITIES**  
 1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
 Operating schedule: 18 hours daily. PST.
- AGENCY COMMISSION**  
 15% on time and talent.

- GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 22a, 22b, 23a, 24a, 24b, 28b.  
 Contracts: 40c, 42b, 45, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 61a,



# CALIFORNIA

## Fort Bragg—K D A C—Continued

- 3. FACILITIES**  
1,000 days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6 am-11 pm. PST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS  
Member: California Farm Network.
- TIME RATES**  
ET 3/1/73—Rec'd 2/4/71.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1 min. | 52x  | 150x | 200x | 305x | 750x |
| 1 min. | 4.50 | 4.30 | 4.10 | 3.90 | 3.70 |
- 7. PACKAGE PLANS**  
SATURATION PACKAGE—ROS  
(To be used within 1 week)
- PER WK, EA:
- |        |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|
| 12 ti  | 18 ti | 24 ti | 30 ti | 36 ti | 40 ti |
| 1 min. | 4.25  | 4.00  | 3.75  | 3.50  | 3.25  |

## FORTUNA

Humboldt County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

### KNCR

- 1966  
An FGK Owned Station  
Media Code 4 205 1815 1.00  
FGK, Inc., Box 236, Fortuna, Calif. 95540. Phones  
707-725-2525, 2233.  
Send copies and orders to above address.  
**STATION'S PROGRAMMING DESCRIPTION**  
KNCR: Top 40 rock for adults & young adults.
- 1. PERSONNEL**  
General Manager—Jerry Yarberr.
- 2. REPRESENTATIVES**  
Radio Time Sales/International.
- 3. FACILITIES**  
10,000 w.; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.  
Partial simulcast operation. Simulcast 6 am-6 pm.  
For non-simulcast facilities see KFMI (FM), Eureka.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KFMI (FM), Eureka.
- TIME RATES**  
No. 2-B ET 1/72—Rec'd 8/10/72.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |       |       |       |       |       |
|--------|------|------|-------|-------|-------|-------|-------|
| WK:    | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
| 1 min  | 8.50 | 7.25 | 6.75  | 6.25  | 5.75  | 5.25  | 4.75  |
| 30 sec | 6.80 | 5.80 | 5.40  | 5.00  | 4.60  | 4.20  | 3.80  |
- ID's: 50% of 1-min; combinable for frequency.

## FOWLER

Fresno County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### KLIP

- 1962  
Subscriber to the NAB Radio Code  
Media Code 4 205 1830 0.00  
Morrie Mindel, P. O. Box 573, 207 E. Merced,  
Fowler, Calif. 93625. Phones 209-834-3000, 834-  
3456.
- STATION'S PROGRAMMING DESCRIPTION**  
KLIP: Programmed to Negro and Spanish listeners.
- 1. PERSONNEL**  
President—Morrie Mindel.
- 3. FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. PST.
- 4. AGENCY COMMISSION**  
15% on net station charges.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with Mutual Black Network.
- TIME RATES**  
Rates effective June 11, 1962.
- 6. SPOT ANNOUNCEMENTS**
- |           |      |      |            |      |      |
|-----------|------|------|------------|------|------|
| 1 min.    | 7.00 | 5.50 | 104 times. | 6.25 | 4.75 |
| 30 times. | 6.75 | 5.25 | 260 times. | 5.75 | 4.25 |
| 52 times. | 6.50 | 5.00 | 312 times. | 5.50 | 4.00 |
- 7. PACKAGE PLANS**  
WEEKLY PACKAGES
- |               |      |        |      |        |
|---------------|------|--------|------|--------|
| Per week:     | Each | Total  | Each | Total  |
| 5 times.....  | 6.00 | 30.00  | 5.00 | 25.00  |
| 10 times..... | 5.50 | 55.00  | 4.50 | 45.00  |
| 15 times..... | 5.00 | 75.00  | 4.00 | 60.00  |
| 20 times..... | 4.50 | 90.00  | 3.50 | 70.00  |
| 30 times..... | 4.00 | 120.00 | 3.00 | 90.00  |
| 50 times..... | 3.50 | 175.00 | 2.50 | 125.00 |
- 10 seconds—50% of applicable 1-minute rate.

## FREMONT

Alameda County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State

### K F M R (FM)

- 1961  
Subscriber to the NAB Radio Code  
Media Code 4 205 1860 7.00  
Alameda Broadcasting, Inc., Box Q, 2557 Mowry  
Ave., Fremont, Calif. 94537. Phone 415-798-2555.
- STATION'S PROGRAMMING DESCRIPTION**  
KFMR (FM): 50% Gospel Music; 50% Gospel; 100% Christian Religion. Contact Representative for further details. Rec'd 1/19/73.
- 1. PERSONNEL**  
President—Robert F. Bell.  
Vice-Pres. & Gen'l Mgr.—Dennis King, Jr.  
Program Director—Ms. Leah Scott.
- 2. REPRESENTATIVES**  
J. C. Gates & Company.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 115 ft. above average terrain.

## 4. AGENCY COMMISSION

- 15%  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 31, 33d.  
Contracts: 40a, 41, 42a.  
Prod. Services: 80, 81, 82.
- TIME RATES**  
ET—Rec'd 1/19/73.  
AAA—Mon thru Fri 6:30-9 am & 3:30-6 pm; Sat  
9 am-6 pm; Sun 8 am-2 pm.  
AA—Mon thru Fri 5-6:30 am, 9 am-3:30 pm &  
7 pm-midnight; Sat 5-9 am & 7 pm-midnight;  
Sun 6-8 am & 2 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |        |        |       |        |        |
|--------|-------|--------|--------|-------|--------|--------|
| AAA    | 1 min | 30 sec | 10 sec | 1 min | 30 sec | 10 sec |
| 1 x    | 22.00 | 20.00  | 11.00  | 18.00 | 14.00  | 9.00   |
| 26 x   | 21.00 | 19.00  | 10.50  | 17.00 | 13.00  | 8.50   |
| 260 x  | 19.00 | 16.00  | 9.50   | 15.00 | 12.00  | 6.00   |
| 520 x  | 17.00 | 14.00  | 8.50   | 14.00 | 10.00  | 5.00   |
| 1000 x | 15.00 | 12.00  | 7.50   | 11.00 | 8.00   | 4.00   |
- 8. PROGRAM TIME RATES**
- |         |      |      |      |      |
|---------|------|------|------|------|
| PER WK: | 2 ti | 3 ti | 4 ti | 5 ti |
| 1 hr.   | 88   | 90   | 72   | 65   |
| 1/2 hr. | 67   | 61   | 54   | 50   |
| 1/4 hr. | 44   | 40   | 36   | 32   |
- 1/3-wk contract requiring 4-wk cancellation notice.

## FRESNO (10 AM; 6 FM)

Fresno County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	
A	38	28	34	28
B	36	28	32	19
C	32	27	32	16
D	32	20	26	14
AVERAGE	35	26	31	19

### KARM

- 1938  
Media Code 4 205 1890 4.00  
KARM Corp., 1314 E. Shaw Ave., Fresno, Calif.  
93710. Phone 209-222-2425.  
Studio: 5845 E. American Ave., Fresno, Calif. 93725.  
Phone 209-486-8181.
- STATION'S PROGRAMMING DESCRIPTION**  
KARM: Programmed for adults. MUSIC: General popular. Standards, showtunes, film music & MOR.  
Contact Representative for further detail. Rec'd 5/4/72.
- 1. PERSONNEL**  
General Manager—Ethan P. Bernstein.  
Program Manager—Craig Mollison.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- 3. FACILITIES**  
5,000 w.; 1480 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15% on net station charges.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.
- TIME RATES**  
AM/FM COMBINATION  
No. 5 ET 3/1/73—Rec'd 3/5/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |              |       |       |       |       |
|--------------|-------|-------|-------|-------|
| PER WK, ROS: | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.       | 10    | 9     | 8     | 7     |
| 20/30 sec.   | 8     | 7     | 6     | 5     |

### KARM-FM

- 1948  
Media Code 4 205 1891 2.00  
KARM Corp., 1314 E. Shaw Ave., Fresno, Calif.  
93710. Phone 209-222-2425.  
Studio: 5845 E. American Ave., Fresno, Calif. 93725.  
Phone 209-486-8181.  
See affiliated AM station for additional information.
- 3. FACILITIES**  
ERP 1,800 w.; 101.9 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,880 ft. above average terrain.
- TIME RATES**
- Sold in combination with KARM. See that listing for rates.
- KBIF**  
1947  
Subscriber to the NAB Radio Code  
Media Code 4 205 1920 9.00  
KBIF, Inc., 281 N. Broadway, Fresno, Calif. 93701.  
Phone 209-266-0791.
- 1. PERSONNEL**  
General Manager—Keith G. Dare.

- Program Director—Richard Dahlquist.  
Traffic Manager—Mrs. Pat Golden.
- 3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 net time.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15b.  
Basic Rates: 20a, 21a, 22b, 24a, 25a, 26, 28b, 28c.  
33c.  
Contracts: 41, 42c, 43, 47a, 51b.  
Comb.: Cont. Discounts: 60e 62d.  
Cancellation: 70a, 70e, 71a.  
Prod. Services: 80, 81, 82.

- TIME RATES**  
ET—Rec'd 2/10/69.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |
|--------|------|------|------|
| 1 min. | 7.70 | 6.05 | 4.95 |
| 26 x   | 7.45 | 5.80 | 4.75 |
| 26 x   | 6.90 | 5.50 | 4.50 |
| 52 x   | 6.60 | 5.25 | 4.30 |
| 104 x  | 6.25 | 4.95 | 4.05 |
| 208 x  | 5.95 | 4.70 | 3.85 |
| 260 x  | 5.50 | 4.40 | 3.65 |
| 425 x  | 5.15 | 4.15 | 3.50 |
| 825 x  | 4.80 | 3.85 | 3.40 |
| 1000 x | 4.15 | 3.30 | 3.30 |

- 7. PACKAGE PLANS**  
PER WK:
- |       |       |       |       |       |       |       |        |
|-------|-------|-------|-------|-------|-------|-------|--------|
| 10 ti | 15 ti | 20 ti | 25 ti | 30 ti | 35 ti | 50 ti | 100 ti |
| Ea    | 6.60  | 6.35  | 5.80  | 5.50  | 5.25  | 4.95  | 4.70   |
- 8. PROGRAM TIME RATES**
- |         |       |       |       |       |
|---------|-------|-------|-------|-------|
| 1 hr.   | 71.50 | 69.25 | 67.25 | 66.00 |
| 1/2 hr. | 37.50 | 36.85 | 36.25 | 35.75 |
| 1/4 hr. | 19.00 | 18.75 | 18.50 | 18.15 |
- 5 MINUTES**
- |       |       |        |      |
|-------|-------|--------|------|
| 1 x   | 11.00 | 208 x  | 8.75 |
| 13 x  | 10.50 | 260 x  | 8.25 |
| 26 x  | 10.00 | 425 x  | 7.75 |
| 52 x  | 9.50  | 625 x  | 7.40 |
| 104 x | 9.25  | 1000 x | 7.15 |
- All talent fees are included in the above rates.

### KEAP

- 1957  
Media Code 4 205 1980 3.00  
H. B. C. Broadcasters, Inc., 305 N. Valentine, Fresno,  
Calif. 93706. Phone 209-486-2980.
- STATION'S PROGRAMMING DESCRIPTION**  
KEAP: MUSIC: country & western.  
NEWS: local, network at :30. Spanish, 4 hrs. Sat.  
Contact Representative for further details. Rec'd  
6/29/73.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—John M. Hooker.  
Music Director—Donald W. Hillman.
- 2. REPRESENTATIVES**  
San Francisco—The Sandeherg-Glenn Company.  
New York, Chicago—The Dervy Organization, Inc.

## Fresno's Only Modern Country in Stereo

# KPhD

## STEREO 95.5

Can be combined with discount on the

# No. 1

FOR 17 CONSECUTIVE YEARS

# KYND

ask your Eastman Rep for details

## FRESNO, CALIFORNIA

### ROBERT E. EASTMAN & CO.

Source: Apr./May 1974 Fresno ARB/Metro  
Mon.-Sun. 6 AM-Mid.

- Atlanta—David Carpenter Company.  
Dallas—Itley Representatives.
- 3. FACILITIES**  
500 w. days; 980 kc. Non-directional.  
Operating schedule: 5:45 am-local sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 23a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Announcement packages cannot be combined to earn frequency rates.  
Affiliated with MBS.  
Member: National AgRadio Groups, Inc.

- TIME RATES**  
No. 1 ET 7/1/67—Rec'd 6/28/67.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.
- 7. PACKAGE PLANS**
- |             |          |       |       |       |       |
|-------------|----------|-------|-------|-------|-------|
| PER WK, EA: | CLASS AA | 6 ti  | 12 ti | 18 ti | 24 ti |
| 1 min.      | 12.00    | 10.00 | 9.00  | 8.00  | 7.00  |
| 30 sec.     | 9.50     | 8.00  | 7.00  | 6.00  | 5.50  |
| 10 sec.     | 6.00     | 6.00  | 4.50  | 4.00  | 3.50  |
- (\*) CLASS A
- |             |      |       |       |       |       |
|-------------|------|-------|-------|-------|-------|
| PER WK, EA: | 6 ti | 12 ti | 18 ti | 24 ti | 36 ti |
| 1 min.      | 9.00 | 8.00  | 7.00  | 6.00  | 5.50  |
| 30 sec.     | 7.00 | 6.50  | 5.50  | 5.00  | 4.50  |
| 10 sec.     | 5.00 | 4.00  | 3.50  | 3.00  | 2.75  |
- (\*) Less than 6 ti.
- PER mo. ROS 50 ti 75 ti 100 ti  
300.00 412.50 500.00
- WEEKLY: TOTAL AUDIENCE PLAN** 1 min 108  
30 ti (10AA), 20A  
(\*) When available 150

- 10. SPECIAL FEATURES**  
NEWSCASTS AND SPORTS AA A  
5 min 15 12
- DISCOUNTS ON PROGRAMS ONLY**  
26 wk—10% 52 wks—20%  
Rates include talent and news service charge.

### K FIG (FM)

- 1961  
ABC-FM spot sales, Inc.
- The Golden Pacific Group  
Media Code 4 205 2000 9.00  
Universal Broadcasting Co., Inc., 2220 Tulare St.,  
Fresno, Calif. 93721. Phone 209-485-7762.
- STATION'S PROGRAMMING DESCRIPTION**  
KFIG (FM): Programmed for older teens & adults to age 35.  
MUSIC: rock cuts from current & past albums  
mixed with popular rock singles played in sets with  
4 commercial breaks per hr. NEWS: network &  
local at :30. COMMERCIAL POLICY: 8 minutes  
and 12 units maximum per hour. Contact Representa-  
tive for further details. Rec'd 9/28/73.
- 1. PERSONNEL**  
General Manager—Thomas L. Jones.
- 2. REPRESENTATIVES**  
ABC-FM Spot Sales.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 353 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 21a, 22a, 23b, 25a, 27, 28b, 28c.  
Contracts: 40a, 41, 44h, 45, 46, 51a.  
Comb.: Cont. Discounts: 60, 60b, 60k, 62a.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 81.  
Affiliated with American FM Network.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 2/1/74—Rec'd 1/4/74  
AAA—noon-midnight.  
AA—6 am-noon.  
A—Midnight-6 am.
- 6. SPOT ANNOUNCEMENTS**  
CLASS AAA
- |                     |       |       |       |       |       |
|---------------------|-------|-------|-------|-------|-------|
| PER WK, GUARANTEED: | 8 ti  | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.              | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| 30 sec.             | 12.00 | 11.20 | 10.40 | 9.60  | 8.80  |
- CLASS AA
- |         |       |       |       |      |      |
|---------|-------|-------|-------|------|------|
| 1 min.  | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
| 30 sec. | 9.60  | 8.80  | 8.00  | 7.20 | 6.40 |
- 7. PACKAGE PLANS**  
TAP—1/2AAA, 1/2AA—GUARANTEED
- |         |       |       |       |      |      |
|---------|-------|-------|-------|------|------|
| 1 min.  | 12.50 | 11.50 | 10.50 | 9.50 | 8.50 |
| 30 sec. | 10.00 | 9.20  | 8.40  | 7.60 | 6.80 |

- K F R E**  
1937  
McGavren-Guild  
pgw radio, inc.
- Media Code 4 205 2010 8.00  
KFRE Broadcasting, Inc., 4011 E. Ashlan Ave.,  
Fresno, Calif. 93726. Phone 209-224-7150.
- 1. PERSONNEL**  
President—Walter Lake.  
Vice-Pres. & Gen'l Mgr.—Tal Jonz.  
Program Director—Tom Maule.  
(This listing continued on next page)



- 2. REPRESENTATIVES**  
McClatchy-Beehive, Inc.
- 3. FACILITIES**  
50,000 w.; 940 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a.  
Contracts: 40a, 41, 42, 43, 44, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60a, 61b, 62d, 60f.  
Cancellation: 70a, 70c, 71a, 72a, 73b.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 7/1/74—Rec'd 3/28/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm;  
A—Mon thru Fri 5-6 am & 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Daily 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
A	34	32	31	30
B	30	27	26	25
C	15	13	12	11

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TAP—1/3AA, 1/3A, 1/3B

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min	180	100	70	42
30 sec	152	95	68	40
10 sec	144	90	65	38
260 x	138	85	60	36

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**6. PROGRAM TIME RATES**  
MON THRU SUN—6 AM-MIDNIGHT

1 hr	1/2 hr	1/4 hr	5 min
1 x	180	100	70
30 sec	152	95	68
10 sec	144	90	65
260 x	138	85	60

**No. 2**  
And Pushing hard for No. 1  
**K-FYE**

Source: ARB Oct/Nov '73 Avg 1/4 hr TSA  
6 AM-Mid Adults 18-49 & 18-34

**KFYE**  
1948

**RAB**

Media Code 4 205 2025 6.00  
Stereos Broadcasting Corp., Del Webb Center, Fresno, Calif. 93721. Phone 209-486-5294.

**STATION'S PROGRAMMING DESCRIPTION**  
KFYE: Programmed for adults with target audience age 18-49.

**MUSIC:** soft top 40. **COMMERCIAL POLICY:** 8 minutes maximum per hour. Contact Representative for further details. Rec'd 8/3/71.

- 1. PERSONNEL**  
General Manager—Richard A. Ingraham.  
Operations Manager—Richard A. Wagner.
- 2. REPRESENTATIVES**  
Alan Turbet Associates, Inc.
- 3. FACILITIES**  
ERP 68,000 w. (horiz.). 65,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,950 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 26a, 27a, 28a, 29a, 30a.  
Contracts: 40a, 42b, 44b, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60f, 60i, 61b, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 6 Eff 6/1/74—Rec'd 5/31/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-10 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-10 am & 3 pm-midnight.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	18.00	12.80	13.00	10.40	5.00	4.00
12 ti	15.00	12.00	12.25	9.80	4.75	3.80
18 ti	14.00	11.20	11.50	9.20	4.50	3.60
24 ti	13.00	10.40	10.75	8.60	4.25	3.40
30 ti	12.00	9.60	10.00	8.00	4.00	3.20

10 sec: 50% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

**7. PACKAGE PLANS**  
TAP—BTA—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	9.25	9.00	8.75	8.50	8.25
30 sec	7.40	7.20	7.00	6.80	6.60

1/3AAA, 1/3AA, 1/3A, 1/3A

1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.60	5.40	5.20	5.00	4.80

1/2AAA, 1/2AA (\*)

PER YR:	250x	500x	1000x	250x	500x	1000x
1 min	8.00	7.75	7.50	6.25	6.00	5.75
30 sec	6.40	6.20	6.00	5.00	4.80	4.60

(\*) 1/3AAA, 1/3AA, 1/3A.  
10 sec: 50% of 1-min.  
Guaranteed AAA on TAP, add 20% to 1/2AAA, 1/2AA.

- 10. SPECIAL FEATURES**  
News, 1-min rate plus 25%. Inc'l 10-sec open and close.

**KGST**  
1948

**Spanish Language**

Media Code 4 205 2040 5.00  
International Radio, Inc., Box 11777, Fresno, Calif. 93775. Phone 209-286-9922.

**STATION'S PROGRAMMING DESCRIPTION**  
KGST: Spanish all day. NEWS: at :30 starting at 6:30 am; 15 min news at noon & 5 pm. Drama 10:30 am. Talk show with live interviews 1:30 pm. Contact Representative for further details. Rec'd 5/28/74.

- 1. PERSONNEL**  
President—R. E. Ryan.  
Vice-Pres. & Gen'l Mgr.—Ben Gutierrez.  
Sales Manager—Jim Poilan.
- 2. REPRESENTATIVES**  
New York, Chicago, Atlanta, Dallas—Savalli/Gates, Inc.  
San Francisco—Don R. Pickens Co.  
Los Angeles—Harlan G. Oakes, Inc.

- 3. FACILITIES**  
5,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-10 am sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING See Coded Regulations**  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11a, 12b, 13b, 14a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a, 32a, 33b.  
Contracts: 40a, 41, 44b, 45, 47e.  
Comb.: Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Anigo Spanish Group.

**TIME RATES**  
No. 7 Eff 9/1/67—Rec'd 9/11/67.

1x	26x	52x	156x	312x	624x	1040x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	6.75	6.40	6.00	5.60	5.25	4.85
10 sec	4.50	4.25	4.00	3.75	3.50	3.25

May be combined to earn rate and frequency.

**7. PACKAGE PLANS**

PER WK:	10	15	20	25	30
1 min	7.50	7.25	7.00	6.75	6.50
30 sec	6.00	5.75	5.50	5.25	5.00
10 sec	3.75	3.65	3.50	3.40	3.25

May be combined to earn rate and frequency.

**6. PROGRAM TIME RATES**

1x	26x	52x	156x	312x
1 hr	65	60	55	50
1/2 hr	39	36	33	30
1/4 hr	28	24	22	20
5 min	13	12	11	10

**DISCOUNTS**

13 wk—5%	26 wk—7-1/2%	52 wk—10%
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**KIRV**  
1962

Media Code 4 205 2070 2.00  
KIRV Radio, Inc., Box 2373, 2220 Tulare St., Fresno, Calif. 93723. Phone 209-233-0786.

- 1. PERSONNEL**  
President—Henry Nagel.  
General Manager—Bill Dallas.  
Program Director—Dick Dragovan.
- 2. REPRESENTATIVES**  
Blair Radio.
- 3. FACILITIES**  
500 w. days; 1510 kc. Non-directional.  
Operating schedule: 6 am-10 am sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 time only. Payable 10th of following month.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60h, 60i, 61b, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with ABC.

**TIME RATES**  
Eff 7/1/74—Rec'd 3/31/74.  
AA—Mon thru Fri 6-9 am & 4-6:30 pm.  
A—All other times; ROS.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	10.00	9.00	8.00	7.00	6.00	6.00
30 sec	9.60	8.00	7.20	6.40	5.60	4.80	4.80

CLASS AA

1 min	10.00	8.00	7.00	6.00	5.00	4.00
30 sec	8.00	6.40	5.60	4.80	4.00	3.20

CLASS A

13 wk—5% 26 wk—15% 52 wk—20%

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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Advertisement  
**KNGS**  
1948  
**Modern Country**

Media Code 4 205 2310 2.00  
Kings Broadcasters, Box 49, Hwy. 198, Hanford, Calif. 93230. Phone 209-582-0361.

- 1. PERSONNEL**  
General Manager—Lee Smith.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.
- 3. FACILITIES**  
1,000 w. 620 kc. Directional—night only.  
Operating schedule: 6 am-midnight. PST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING See coded regulations**  
Affiliated with American Entertainment Network.
- TIME RATES**
- |           |       |       |       |
|-----------|-------|-------|-------|
| PER WK:   | 12 ti | 18 ti | 24 ti |
| 1 min     | 12.00 | 11.00 | 10.00 |
| 30/20 sec | 9.60  | 8.80  | 8.00  |
| 10 sec    | 6.00  | 5.50  | 5.00  |

**KKNU (FM)**  
1982

**NAFMD**

Media Code 4 205 2085 0.00  
Mineral King Broadcasters, Box 4261, Fresno, Calif. 93744. Phone 209-485-7272.

**STATION'S PROGRAMMING DESCRIPTION**  
KKNU (FM): Familiar standards & melodic arrangements of current favorites programmed in uninterrupted 1/4 hour segments with 4 commercial breaks per hour, six commercials per hour maximum. NEWS: capsules 18x/daily. Contact Representative for further details. Rec'd 3/30/73.

- 1. PERSONNEL**  
General Manager—Robert E. Darling.  
General Sales Manager—Dino H. Fulvio.
- 2. REPRESENTATIVES**  
Century National Sales.
- 3. FACILITIES**  
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 102.7 mc.  
Operating schedule: 24 hours daily.  
Antenna ht.: 1,980 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15% time only; net cash 10 days.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 18.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60h, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 3/15/73—Rec'd 3/22/73.  
AAA—Mon thru Sun 10 am-8 pm.  
AA—Mon thru Sun 6-10 am & 8-11 pm; Sun 10 am-8 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	28	21	20	19	18
AA	18	17	16	15	14
A	14	13	12	11	10

30 sec or less: 85% of 1-min.

**KMAK**  
1953

**BLAIR RADIO**

Media Code 4 205 2100 7.00  
McCarthy Broadcasting Co., Inc., 2020 E. McKinley Ave., Fresno, Calif. 93703. Phone 209-266-9448.

**STATION'S PROGRAMMING DESCRIPTION**  
KMAK: MUSIC: modern country. NEWS: at :15 & :35; network & state audio. Contact Representative for further details. Rec'd 4/30/73.

- 1. PERSONNEL**  
President—John F. McCarthy.  
Vice-Pres. & Gen'l Mgr.—John Ogden.  
Program Director—Bob Martin.
- 2. REPRESENTATIVES**  
Blair Radio.
- 3. FACILITIES**  
1,900 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30c.  
Contracts: 40a, 41, 42h, 44h, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 2 Eff 7/1/74—Rec'd 7/16/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 9 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	40.00	38.00	36.00	34.00	32.00
30 sec	32.00	30.50	29.00	27.00	26.00

CLASS AAA

1 min	38.00	36.00	34.00	32.00	30.00
30 sec	30.50	29.00	27.00	26.00	24.00

CLASS AA

1 min	34.00	32.00	30.00	28.00	26.00
30 sec	27.00	26.00	24.00	22.50	21.00

CLASS B

1 min	23.00	21.00	19.00	17.00	16.00
30 sec	18.50	17.00	15.00	14.00	13.00

10 sec: 60% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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Advertisement  
**KMJ**  
1922  
**A McClatchy Beeline Station**

Media Code 4 205 2180 4.00  
McClatchy Broadcasting Company, 1515 Van Ness Ave., Fresno, Calif. 93721. Phone 209-268-5771. TWX 209-481-1372.

**STATION'S PROGRAMMING DESCRIPTION**  
KMJ: general popular music with brief phone interviews with celebrities, comedy features, quips. NEWS: network at :60 & local news headlines. 4

- 1. PERSONNEL**  
General Manager—Robert E. Darling.  
General Sales Manager—Dino H. Fulvio.
- 2. REPRESENTATIVES**  
Century National Sales.
- 3. FACILITIES**  
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 102.7 mc.  
Operating schedule: 24 hours daily.  
Antenna ht.: 1,980 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; net cash 10 days.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 18.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60h, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.

**TIME RATES**

PER WK:	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00
30/20 sec	9.60	8.80	8.00
10 sec	6.00	5.50	5.00

man news department, AP & UPI. 5:30-9 am news, farm, network, regional, local, sports, business & weather. Other news blocks noon-12:30 pm & 5-5:30 pm. FARM: 5-5:30 am farm headlines, weather, features & music. Farm director. SPORTS: play-by-play major league baseball, pro football, college football & basketball. Contact Representative for further details. Rec'd 6/7/74.

- 1. PERSONNEL**  
Manager—Dick Sheppard.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
McClatchy Beeline Stations: See Rep & S/O pages.

- 4. AGENCY COMMISSION**  
15/0 time only. Bills payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15c.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b, 62b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services

# CALIFORNIA

## Fresno—KPHD (FM)—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
KPHD (FM): Programmed for adults.  
MUSIC: country, current modern country and all-time country hits of past. NEWS: 8 minutes at :30 in drive times. Farm news at 5:30 am. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

**2. REPRESENTATIVES**  
Robert F. Eastman & Co., Inc.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mc Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 318 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
10% discount on FM/AM like schedules.

**TIME RATES**  
No. 2 Eff 4/1/72—Rec'd 3/6/72.  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-noon;  
Sun 6 am-noon.

**6. SPOT ANNOUNCEMENTS**

	AAA		AA	
	1 min	30 sec	1 min	30 sec
1 ti.....	12.00	9.60	10.00	8.00
12 ti.....	10.00	8.00	8.00	6.40
18 ti.....	9.00	7.20	7.00	5.60
24 ti.....	8.00	6.40	6.00	4.80
30 ti.....	7.00	5.60	5.00	4.00
36 ti.....	6.00	4.80	4.00	3.20

10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
News participation, extra 20% (incl open plus 1 1-min spot).  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5%      52 wk—10%

**KXEX**  
1962

**Spanish Language**

**Media Code 4 205 2160 1.00**  
Atlas Broadcasting Co., Box 1613, Fresno, Calif. 93717 Phone 209-233-8803

**STATION'S PROGRAMMING DESCRIPTION**  
KXEX: MUSIC: Mexican. NEWS: 8 min news & weather at :20; 15 min news at noon & 4:45 pm. Drama 10:30-11 am. Contact Representative for further details. Rec'd 8/31/71.

**1. PERSONNEL**  
General Manager—John W. Sonder.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
500 w. 1559 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 4d, 5, 6a, 7a, 8.  
Basic Rates: 20a, 22b, 23a, 24a, 28b, 29a.  
Comh.: Cont. Discounts: 60h, 60k, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 73a.

**TIME RATES**  
No. 4 Eff 1/1/71—Rec'd 6/27/72.

**6. SPOT ANNOUNCEMENTS**

	15x	30x	60x	150x	312x	624x	1040x
1 min.....	8.50	8.25	8.00	7.50	7.00	6.75	6.50
30 sec.....	6.40	6.20	6.00	5.65	5.25	5.10	4.90
10 sec.....	4.25	4.15	4.00	3.75	3.50	3.40	3.35

**10. SPECIAL FEATURES**  
NEWS  
5 min..... 16.50 15.00 13.75 13.50

**KYNO**  
1947

**Drake Chenault**

**Media Code 4 205 2220 3.00**  
Radio KYNO, Inc., 2125 N. Barton, Fresno, Calif. 93703. Phone 209-255-8383.

**STATION'S PROGRAMMING DESCRIPTION**  
KYNO: Programmed for mass appeal.  
MUSIC: contemporary top 30, popular current records & all-time hits of past. NEWS: 5 minutes at :15 & :45 in drive time, 5 minutes at :45 other hours.  
Farm news at 5:45 am. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

**1. PERSONNEL**  
President—Gene Chenault.  
Vice-Pres. & Gen'l Mgr.—Wayne Decker.  
Sales Manager—Ron Vaughn.

**2. REPRESENTATIVES**  
Robert F. Eastman & Co., Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1300 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 29b, 28c, 29a, 29b, 33c.  
Comh.: Cont. Discounts: 60d, 60e, 61a, 51h.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.

**FM facilities: KPHD (FM).**  
Affiliated with Eastman Radio Network.  
10% discount on AM/FM like schedules.

**TIME RATES**  
No. 18 Eff 4/1/72—Rec'd 3/6/72.  
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.  
AA—Mon thru Sun 7-10 pm; Mon thru Fri 10 am-3 pm; Sat 10 am-noon.  
A—Mon thru Sun 5-6 am & 10 pm-midnight; Sun 6 am-noon.  
B—All other times. Rates on request.

**6. SPOT ANNOUNCEMENTS**

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.....	35.00	28.00	30.00	24.00	25.00	20.00
12 ti.....	32.00	25.60	28.00	22.40	23.00	18.40
18 ti.....	31.00	24.80	26.00	20.80	21.00	16.80
24 ti.....	30.00	24.00	25.00	20.00	20.00	16.00
30 ti.....	29.00	23.20	24.00	19.20	19.00	15.20
36 ti.....	28.00	22.40	23.00	18.40	18.00	14.40

10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
News participation, extra 20% (incl open plus 1 1-min spot).  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5%      52 wk—10%

**KSND (FM)**  
1969

**NAB**

**Media Code 4 205 2275 7.00**  
Entertainment Radio, Inc., 7459 N. Monterey St., Gilroy, Calif. 95020. Phone 408-842-3155.

**STATION'S PROGRAMMING DESCRIPTION**  
KSND (FM): Country music 6 am-8 pm, Spanish 8-11 pm.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard E. Ryan.

**2. REPRESENTATIVES**  
ERP 90 w.: 94.3 mc. Stereo.  
Operating schedule: 6 am-11 pm. PNT.  
Antenna ht.: 1800 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
ET 2/1/73—Rec'd 1/30/73.

**6. SPOT ANNOUNCEMENTS**  
1 min, flat..... 5 30 sec, flat..... 4  
Fixed position within any 1 hr, extra 20%.

**7. PACKAGE PLANS**  
SPECIAL PACKAGE 94  
PER WK: 20 ti (6 ti 1 per day Mon-Sat, Spanish; 14 ti 2 per day Mon-Sun, English)..... 94.30

**10. SPECIAL FEATURES**  
News, flat..... 10  
Incl 10-sec ID open & close plus 1-min.  
CONTRACT DISCOUNT  
26 wk—5%      52 wk—10%

**GLENDALE**  
Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**See Los Angeles Urban Area**

**TIME RATES**  
No. 18 Eff 4/1/72—Rec'd 3/6/72.  
AAA—Mon thru Sat 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.  
AA—Mon thru Sun 7-10 pm; Mon thru Fri 10 am-3 pm; Sat 10 am-noon;  
Sun 6 am-noon.  
A—Mon thru Sun 5-6 am & 10 pm-midnight; Sun 6 am-noon.  
B—All other times. Rates on request.

**6. SPOT ANNOUNCEMENTS**

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.....	35.00	28.00	30.00	24.00	25.00	20.00
12 ti.....	32.00	25.60	28.00	22.40	23.00	18.40
18 ti.....	31.00	24.80	26.00	20.80	21.00	16.80
24 ti.....	30.00	24.00	25.00	20.00	20.00	16.00
30 ti.....	29.00	23.20	24.00	19.20	19.00	15.20
36 ti.....	28.00	22.40	23.00	18.40	18.00	14.40

10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
News participation, extra 20% (incl open plus 1 1-min spot).  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5%      52 wk—10%

**See Los Angeles Urban Area**

**HANFORD**  
Kings County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

**KNGS**  
1948

**Media Code 4 205 2310 2.00**  
Kings Broadcasters, Box 49, Hwy. 198, Hanford, Calif. 93230. Phone 209-582-0361.

**STATION'S PROGRAMMING DESCRIPTION**  
KNGS: MUSIC: modern country. 6 AIR PERSONALITIES handle all segments. NEWS: local and network. Contact Representative for further details. Rec'd 4/1/74.

**1. PERSONNEL**  
General Manager—Leo Smith.  
Sales Manager—Gary Brown.  
Program Manager—Kent Hopper.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
1,000 w. 630 kc. Directional—night only.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15d.  
Basic Rates: 20a, 21a, 21d, 22a, 24a, 24b, 24c, 25a, 29a.  
Contracts: 40c, 41, 44a, 51h.  
Comh.: Cont. Discounts: 60f, 61a.  
Cancellation: 70a, 70c, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 2 Eff 8/1/74—Rec'd 4/2/74.

**1. Mon thru Sat 6-9 am & 3-7 pm.**  
**2. Mon thru Sat 9 am-3 pm.**  
III—All other times.

**7. PACKAGE PLANS**  
PER WK:

	Sec I				Sec II			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.....	12.00	11.00	10.00	9.00	11.00	10.00	9.00	8.00
30/20.....	9.60	8.80	8.00	7.20	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	5.50	5.00	4.50	4.00

Sec III:

	1 min	30 sec	1 min	30 sec
1 min.....	10.00	9.00	8.00	7.00
30/20.....	8.00	7.20	6.40	5.60
10 sec.....	5.00	4.50	4.00	3.50

CONSECUTIVE WEEK DISCOUNT  
26 wk—4%      52 wk—8%

**BEST BUY PLAN**  
30 ti (12i, 12ii, 6iii), ea..... 6.30  
15 ti (6i, 6ii, 3iii), ea..... 9.00  
Minimum wky sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

**GILROY (1 AM; 1 FM)**  
Santa Clara County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**KAZA**  
1957

**Media Code 4 205 2250 0.00**  
Radio Fiesta Corp., Box 1290, San Jose, Calif. 95108. Phone 408-998-1364.

**STATION'S PROGRAMMING DESCRIPTION**  
KAZA: 100% Spanish. Contact Representative for further details. Rec'd 9/27/73.

**1. PERSONNEL**  
General Manager—Ines Castillo.

**2. REPRESENTATIVES**  
Los Angeles—Lotus Repps.  
Other major markets—Ken Klaus, 540 Bird Ave., San Jose, Calif. 95125. Phone 408-998-1364.

**3. FACILITIES**  
5,000 w. days; 1290 kc. Directional.  
Operating schedule: 5 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 8/1/74—Rec'd 8/19/74.

**6. SPOT ANNOUNCEMENTS**

	1 min				30 sec			
1 wk 13 wk 26 wk 39 wk	1 wk	13 wk	26 wk	39 wk	1 wk	13 wk	26 wk	39 wk
5 ti.....	18.00	16.50	15.00	14.00	13.25	12.50	11.75	11.00
10 ti.....	15.00	13.50	12.50	11.75	10.25	9.75	9.25	8.75
15 ti.....	13.50	12.50	11.50	11.00	9.25	9.00	8.75	8.50
20 ti.....	12.50	11.50	11.00	10.50	8.75	8.50	8.25	8.00
25 ti.....	11.50	11.00	10.50	10.25	8.25	8.00	7.75	7.50

10-sec ID's, flat 6.00, minimum 5 per day/20 per wk.  
Fixed position, extra 20%.

**7. PACKAGE PLANS**  
BULK, PER YR: 780x 1000x 1300x 1500x 2000x  
1 min..... 10.50 10.00 9.50 9.00 8.50  
30 sec..... 8.00 7.50 7.00 6.50 6.00  
10-sec ID's, flat 6.00, minimum 5 per day/20 per wk.  
Fixed position, extra 20%.

**HEMET (1 AM; 1 FM)**  
Riverside County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

**KHSJ**  
1959

**Media Code 4 205 2340 9.00**  
Ramona Broadcasting Corp., Box 1076, Kirby & Devonshire Aves., Hemet, Calif. 92343. Phone 714-658-3208.

**STATION'S PROGRAMMING DESCRIPTION**  
KHSJ: MUSIC: MOR. NEWS: AP & local at :60.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jim Richards.

**2. REPRESENTATIVES**  
Harlan G. Oakes, Inc.

**3. FACILITIES**  
500 w. days; 1320 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
AM/FM COMBINATION  
No. 4 Eff 3/1/74—Rec'd 7/12/74.

**6. SPOT ANNOUNCEMENTS**

	1 ti	10 ti	20 ti	30 ti
7 DAYS:	7.00	6.50	6.00	5.50
30 sec.....	5.60	5.20	4.80	4.40
15 sec/less.....	4.50	4.15	3.85	3.50

AM only: 80% of above rates.

**AM ONLY**

**7. PACKAGE PLANS**  
TAP—1/2 DRIVE TIME, 1/2 ALL OTHER TIMES  
7 DAYS: 1 min 30 sec 15 sec  
36 ti..... 162.00 129.60 103.68  
24 ti..... 118.80 95.00 75.60  
18 ti..... 92.20 77.75 69.30  
Guaranteed times, extra 20%.

**KHSJ-FM**  
1964

**Media Code 4 205 2341 7.00**  
Ramona Broadcasting Corp., Box 1076, Hemet, Calif. 92343. Phone 714-658-3208.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KHSJ-FM: MUSIC: stds., showtunes, semi-classical.

**3. FACILITIES**  
ERP 700 w.: 105.5 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 265 ft. below average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KHSJ. See that listing for rates.

**TIME RATES**  
80% of AM/FM combination rates.

**HOLLISTER**  
San Benito County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**KMPG**  
1962

**Media Code 4 205 2370 6.00**  
Milo Communications Corp., Box 1414, 1330 Nash Hill, Hollister, Calif. 95023. Phone 408-637-7478.

**STATION'S PROGRAMMING DESCRIPTION**  
KMPG: MUSIC: Old standards, Spanish. Talk & news.

**1. PERSONNEL**  
Manager—Gilberto De Leon.

**2. REPRESENTATIVES**  
Radio Time Sales/International.

**3. FACILITIES**  
500 w. days; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 9/17/73.

**6. SPOT ANNOUNCEMENTS**

	1x	150x	300x
1 min.....	5.90	5.30	4.40
30 sec.....	4.70	4.25	3.50

**INDIO (1 AM)**  
Plus 1 paid duplicate listing.  
Riverside County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

**KCHV**  
1954

**COACHELLA**

**NBC Radio Network**

(This is a paid duplicate of the listing appearing under Coachella, Calif.)  
**Media Code 4 205 1410 1.00**  
Coachella Broadcasting Co., Thunderbird Lodge, 84-115 Indio Blvd., Indio, Calif. 92201. Phone 714-347-2333.  
Mailing address: Drawer II, Indio, Calif. 92201.  
Studio: Palm Springs Aerial Tramway, Palm Springs, Calif.

**STATION'S PROGRAMMING DESCRIPTION**  
KCHV: Adult programming.  
SPORTS: pro baseball, football, basketball. AIR PERSONALITIES with time segments. NEWS: 2 mobile units, stock market reports, Spanish 4-6:45 am. FARM: network 8:45-7 am. Contact Representative for further details. Rec'd 10/15/73.

**1. PERSONNEL**  
General Manager—Robert P. Osterberg.  
General Sales Manager—Art Fishler.  
Program Director—Don Bish.

**2. REPRESENTATIVES** Savalli/Gates, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 970 kc.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10h, 11h, 12h, 13b.  
Basic Rates: 22b, 23a, 24a, 26.  
Contracts: 40c, 42a, 45, 46.  
Comh.: Cont. Discounts: 60h.  
Cancellation: 70a, 70c.

**FM facilities: KTVB (FM).**  
Affiliated with NBC.  
Member: California Farm Network, Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 13 Eff 10/1/73—Rec'd 9/10/73.

AA—Mon thru Fri 6-10 am & 4-7 pm; Sat & Sun all day  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 MINUTE						
PER YR:	1x	50x	100x	250x	500x	750x	1000x
AA.....	8.00	7.75	7.50	7.00	6.50	6.00	5.50
A.....	7.50	7.00	6.50	6.00	5.50	5.00	4.50

AA..... 6.50 6.25 6.00 5.75 5.50 5.25 5.00  
A..... 6.00 5.25 5.00 4.75 4.50 4.25 4.00  
10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

	1 MINUTE				
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
AA.....	7.00	7.00	6.50	6.00	5.50
A.....	6.50	6.00	5.50	5.00	4.50

AA..... 6.00 5.75 5.50 5.25 5.00  
A..... 5.00 4.75 4.50 4.25 4.00  
10 sec: 50% of 1-min. (D)

**KREO**  
1946

**Media Code 4 205 2480 8.00**  
The Bounty Broadcasting Corp., Drawer K, Indio, Calif., 92201. Phone 714-347-3403.

**STATION'S PROGRAMMING DESCRIPTION**  
KREO: Contemporary adult.

**1. PERSONNEL**  
General Manager—D. Keith Larkin.

**2. REPRESENTATIVES**  
Los Angeles—San Francisco—Pacific Broadcast Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5-2 am. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 9/1/74—Rec'd 8/29/74.

AA—Mon thru Sat 7-9 am & 4-6 pm.  
A—All other times.  
(This listing continued on next page)



Indio—KREO—Continued

**6. SPOT ANNOUNCEMENTS**

CLASS AA		520x	780x	1000x
1 min.	7.00	6.50	6.00	5.50
30 sec.	5.25	4.90	4.50	4.10

**CLASS A**

1 min.	6.50	6.00	5.50	5.00
30 sec.	4.90	4.50	4.10	3.75

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

RDS, WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	3.40	3.30	3.20	3.10	3.00	2.90
30 sec.	2.60	2.50	2.40	2.30	2.20	2.10

RDS, MO:

1 min.	3.15	3.05	2.95	2.85	2.75
30 sec.	2.40	2.30	2.20	2.10	2.05

AA will be used for RDS spots when available, but is not guaranteed.

INGLEWOOD

Los Angeles County—Map Location E-10.  
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area JACKSON

Amador County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

KNGT (FM)

1973  
Subscriber to the NAB Radio Code  
Media Code 4 205 2445 6.00  
Vern C. Hatfield, Box 609, 2 N. Hwy. 49 & 88, Jackson, Calif. 95642. Phone 209-223-0241.

- STATION'S PROGRAMMING DESCRIPTION**  
KNGT (FM): Programmed for adults.
- PERSONNEL**  
General Manager—Vern C. Hatfield.
  - REPRESENTATIVES**  
Savall/Gates, Inc.
  - FACILITIES**  
ERP 105 w. (horiz.), 185 w. (vert.): 94.3 mc. Stereo. Operating schedule: 6 am-midnight. PST. Antenna ht.: 1,095 ft. above average terrain.
  - AGENCY COMMISSION**  
15% time only.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 7/5/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	7 ti	14 ti	21 ti
1 min.	2.50	2.00	1.75

DISCOUNT

13 wk—5%	26 wk—10%	52 wk—20%
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KING CITY

Monterey County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

KRKC

1958  
RAB  
Media Code 4 205 2460 5.00  
KRKC, Inc., Box 625, King City, Calif. 93930. Phone 385-5421.

- STATION'S PROGRAMMING DESCRIPTION**  
KRKC: Programmed for everyone in the Salinas Valley.
- PERSONNEL**  
General Manager—Robert T. McVay.
  - REPRESENTATIVES**  
New York, Chicago—The Devney Organization, Inc. Los Angeles, San Francisco—The Sandberg-Gleason Company.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.
  - AGENCY COMMISSION**  
15%; bills payable 10th of month following service.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KDS & MBS. Member: National AgRadio Groups, Inc., California Farm Network.

**TIME RATES**  
Rates effective June 1, 1963. (Card No. 4.)  
Card received May 20, 1963.

**6. SPOT ANNOUNCEMENTS**

1 min	3.00	2.25	1.50
15 ti	2.80	2.10	1.40
30 ti	2.60	1.95	1.30
364 ti	2.40	1.80	1.20
520 ti	2.20	1.65	1.10
728 ti	2.00	1.50	1.00

**7. PACKAGE PLANS**

**WEEKLY PACKAGES**

10 ti	1.20	1.10	1.00
15 ti	2.60	1.95	1.30
20 ti	2.40	1.80	1.20
25 ti	2.20	1.65	1.10
30 ti	2.00	1.50	1.00

**MONTHLY PACKAGES**

20 ti	2.80	2.10	1.40
40 ti	2.60	1.95	1.30
60 ti	2.40	1.80	1.20
80 ti	2.20	1.65	1.10
100 ti	2.00	1.50	1.00
150 ti	1.80	1.35	.90
200 ti	1.60	1.20	.80

LAKEPORT

Lake County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

KBLC

Subscriber to the NAB Radio Code  
Media Code 4 205 2490 2.00  
Lake County Broadcasting Co., Inc., 405 N. Main St., Lakeport, Calif. 95453. Phone 707-283-6113.

- PERSONNEL**  
General Manager—Noel Knight.
- REPRESENTATIVES**  
The Sandberg-Gleason Company.

3. FACILITIES

500 w.; 1,270 kc. Daytime non-directional.

Operating schedule: 6 am-local sunset.

4. AGENCY COMMISSION

15/0 on time.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract.

TIME RATES

ET 1/1/73—Rec'd 2/26/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50	4.00

**7. PACKAGE PLANS**

**SATURATION PLAN**

PER WK:	5 ti	11 ti	26 ti	50+
1 min.	5.00	4.75	4.50	4.25
30 sec.	4.00	3.75	3.50	3.25
20 sec.	3.00	2.75	2.50	2.25
10 sec.	2.00	1.75	1.50	1.25

10. SPECIAL FEATURES

Hourly News—top rate only.

Hourly News—top rate less 1.00.

LANCASTER-PALMDALE

(3 AM; 1 FM)  
Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KAVL

1950  
LANCASTER

Subscriber to the NAB Radio Code  
Media Code 4 205 2520 6.00  
Antelope Broadcasting Co., Inc., 2501 W. Avenue I, Lancaster, Calif. 93534. Phone 805-942-1121.

- STATION'S PROGRAMMING DESCRIPTION**  
KAVL: Programmed for audience 18 and up. MUSIC: MOR. NEWS: network at :60 and :30. local & regional including sports and weather at :05. 15 min commentaries twice daily. SPORTS: play-by-play local high school, college football and basketball, major league baseball, pro football. Contact Representative for further details. Rec'd 3/11/74.
- PERSONNEL**  
General Manager—D. Dean Roper.
  - REPRESENTATIVES**  
Savall/Gates, Inc.
  - FACILITIES**  
1,000 w. days, 500 w. nights; 610 kc. Directional—separate patterns day and night. Operating schedule: 5:30 am-11:10 pm. PST.
  - AGENCY COMMISSION**  
15/0 time only; rendered and payable on 1st.
  - GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 23a, 24b, 24c, 25a, 29a, 30. Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51c. Comb.; Cont. Discounts: 60a, 60b, 60c, 60e, 60f, 60i, 61a. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with MBS.

**TIME RATES**  
No. 5 ET 1/1/73—Rec'd 6/7/73.

**7. PACKAGE PLANS**

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti
1 min	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00
10 sec	3.30	3.15	3.00	2.85	2.70	2.55	2.40	2.25

KKZZ

1956  
LANCASTER

Subscriber to the NAB Radio Code  
Media Code 4 205 2550 3.00  
Lancaster-Palmdale Broadcasting Corp., Box 1152, Lancaster, Palmdale, Calif. 93534. Phone 805-948-1208.

- STATION'S PROGRAMMING DESCRIPTION**  
KKZZ: modern country with target audience adults and young adults. NEWS: network and heavy local at :60; sports, weather and other features at :30. Drive time personalities. 2-way telephone show M-Sat 9:10-10:30 am. Emphasis on local community events. Rec'd 3/7/74.
- PERSONNEL**  
President—David Rodgers. Vice-President—Joseph Thompson. Vice-Gen'l Mgr.—Glodean Kent.
  - FACILITIES**  
1,000 w. days; 1380 kc. Directional. Operating schedule: 6 am-local sunset. PST.
  - AGENCY COMMISSION**  
15% time only; 10th of month.
  - GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4b, 4c, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 22b, 28c, 30. Contracts: 40a, 41, 42a, 44a, 51a. Comb.; Cont. Discounts: 60f, 60i, 61a. Cancellation: 71a, 73b. Prod. Services: 80, 81, 82. FM facilities: KOTE (FM).

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/73—Dec'd 9/8/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.50	5.20	4.95	4.65	4.40	4.15
30 sec.	3.50	3.30	3.15	2.95	2.80	2.60

10. SPECIAL FEATURES

5-min news..... 8.00 3-min features..... 6.25

KOTE (FM)

1970  
LANCASTER

Subscriber to the NAB Radio Code  
Media Code 4 205 2565 1.00  
Lancaster-Palmdale Broadcasting Corp., Box 1152, 44748 N. Elm Ave., Lancaster, Calif. 93534. Phone 805-948-7521.

- See MBS AM station for additional information. AM facilities: KKZZ. STATION'S PROGRAMMING DESCRIPTION KOTE (FM): Programmed for adults. MUSIC: standards, show tunes, film music and MOR primarily instrumental. NEWS: brief at :60. Short features at :30. COMMERCIAL POLICY: maximum 6 min per hour in 15 min breaks. Rec'd 3/7/74.
- FACILITIES**  
ERP 3,000 w.; 106.3 mc. Stereo. Operating schedule: 24 hours. PST. Antenna ht.: 203 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 2/28/73.

**6. SPOT ANNOUNCEMENTS**

EA:	1x	100x	200x	350x	500x	1000x
1 min.	5.50	5.20	4.95	4.65	4.40	3.75
30 sec.	3.50	3.30	3.15	2.95	2.80	2.60

10. SPECIAL FEATURES  
5-min news..... 8.00 3-min features..... 6.25  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

KUTY

1957  
PALMDALE

Subscriber to the NAB Radio Code  
Media Code 4 205 2580 0.00  
Mende, Inc., Drawer K, Palmdale, Calif. 93550. Phone 805-947-3107.

- STATION'S PROGRAMMING DESCRIPTION**  
KUTY: Programmed for young adults. MUSIC: popular, contemporary. AIR PERSONALITIES. NEWS: 5 min at :40, headlines at :20. National, international, local, regional. Weather at :60. Fruit growers frost warnings at 3:20 & 4:20 pm. Telephone call-ins, public affairs, interviews, community calendar every hour. Special events on spot reports. Fund drives for community activities. Rec'd 4/9/74.
- PERSONNEL**  
President—Kay Mende. Gen'l & Sales Mgr.—Arthur W. Furtado.
  - FACILITIES**  
5,000 w. days; 1470 kc. Operating schedule: 5:30 am-local sunset. PST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations. Basic Rates: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15b. Basic Rates: 20b, 22a, 22b, 23a, 24b, 26, 29a. Contracts: 40a, 41a, 44a, 46, 48, 51a. Comb.; Cont. Discounts: 60e, 62b. Cancellation: 70b, 70c. Prod. Services: 80, 82.

**TIME RATES**  
Rates effective July 19, 1965.

**6. SPOT ANNOUNCEMENTS**

1 min	5.50	3.75	100 ti	1 min	30 sec
25 ti	5.00	3.50	250 ti	1 min	3.00
50 ti	4.50	3.25	500 ti	1 min	2.75

10 seconds—75% of applicable 30-second rate.

**7. PACKAGE PLANS**

WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti
1 min	163.	122.	25 ti	96.	72.	50 ti	134.	101.
40 ti	134.	101.	20 ti	80.	60.	30 ti	113.	84.

LEMOORE (2 AM)

Kings County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

KLAN

1960

Media Code 4 205 2610 5.00  
Sadler and Fischer Enterprises, Box 1130, Hanford, Calif. 93230. Phone 209-584-4466.

- PERSONNEL**  
Pres. & Gen'l Mgr.—V. H. Sadler, Jr.
- REPRESENTATIVES**  
San Francisco—Radio Time Sales/International. B W Broadcast Sales.
- FACILITIES**  
1,000 w. days; 1320 kc. Directional. Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
No. G-2 ET 1/1/74—Rec'd 12/31/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & after 7 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	8.00	7.25	6.75	6.25	6.00
30 sec.	6.40	5.80	5.40	5.00	4.80
10 sec.	4.00	3.65	3.40	3.15	3.00

**CLASS A**

1 min.	7.00	6.25	5.75	5.25	5.00
30 sec.	5.60	5.00	4.60	4.20	4.00
10 sec.	3.50	3.15	2.90	2.65	2.50

DISCOUNT

26 wk—5%	52 wk—15%
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**7. PACKAGE PLANS**  
TAP—6 AM-7 PM

PER YR:	100x	250x	500x	700x	1000x
1 min.	6.25	4.75	4.25	4.00	3.50
30 sec.	5.00	3.80	3.40	3.20	2.80
10 sec.	3.15	2.40	2.15	2.00	1.75

1-min & 30-sec may be combined for discount.

KOAD

1963

Media Code 4 205 2635 2.00  
Golden Broadcasting Systems, Inc., 15279 Hanford-Armona Rd., Lemoore, Calif. 93243. Phone 209-582-9825.

- PERSONNEL**  
Manager—Jack Rivers.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
250 w.; 1240 kc. Non-directional. Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 7/14/69.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sun 10 am-4 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	7.25	6.50	6.00	5.50	5.25
AA	6.25	5.50	5.00	4.50	4.25
A	5.00	4.25	3.75	3.25	3.00

30 sec: 50% of 1-min. DISCOUNT

26 wk—5%	52 wk—10%
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**7. PACKAGE PLANS**

10 ti	(5AAA, 5AA)	83
15 ti	(5AAA, 5AA, 5A)	110
20 ti	(5AAA, 5AA, 5A)	135
25 ti	(5AAA, 5AA, 5A)	155
30 ti	(5AAA, 5AA, 5A)	175

Scheduled within 2 weeks.

**10. SPECIAL FEATURES**  
Time/Temperature reports—50% of 1-min.

LIVERMORE

Alameda County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

KKIQ

(formerly KYTE)

Media Code 4 205 2665 9.00  
General Broadcasting Corp., 1603 Barcelona St., Livermore, Calif. 94550. Phone 415-455-4500.

- STATION'S PROGRAMMING DESCRIPTION**  
KKIQ: Programmed to deliver the community. MUSIC: current hits. Rec'd 4/30/74.
- PERSONNEL**  
President—Gerald McLevis. General Manager—Jerry Havel.
  - REPRESENTATIVES**  
Savall/Gates, Inc.
  - FACILITIES**  
ERP 3,000 w.; 101.7 mc. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 150 ft. below average terrain.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 2b, 3a, 4a, 5, 6a. Rate Protection: 10b, 11b, 14b. Basic Rates: 20a, 21a, 24a, 25a. Contracts: 41, 43, 44b, 45, 46, 51c. Comb.; Cont. Discounts: 60f, 60k. Cancellation: 70a, 70c, 73a. Prod. Services: 80, 82.

**TIME RATES**  
No.

# CALIFORNIA

## Lodi—KCVR—Continued

**5. FACILITIES**  
5,000 w. days; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 24a, 24c, 25a, 26, 28a,  
28c, 29a, 30.  
Contracts: 40a, 41, 44a, 46, 47b, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 61a.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KWIN (FM).  
Members: Amigo Spanish Group.

**NATIONAL AND LOCAL RATES SAME**  
No. 3A ET 4/17/73—Rec'd 3/30/73.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 10x 20x 30x 40x 50x 60x  
1 min..... 5.50 5.25 5.00 4.75 4.50 4.25 4.00  
30 sec..... 2.95 2.85 2.70 2.60 2.50 2.35

**7. PACKAGE PLANS**  
10 DAYS: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
1 min..... 4.25 4.00 3.75 3.50 3.25 3.00  
30 sec..... 3.50 3.25 3.00 2.75 2.50 2.25  
10 sec..... 2.50 2.25 2.15 2.00 1.85 1.75

**8. PROGRAM TIME RATES**  
1 hr..... 41.00 40.50 40.00 39.50 39.00 38.25  
1/2 hr..... 21.25 20.85 20.50 20.30 20.00 19.75  
1/4 hr..... 11.75 11.50 11.30 11.05 10.80 10.60  
5 min..... 5.30 5.25 5.20 5.15 5.10 5.00

**DISCOUNT**  
5 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%

**6. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
Es ..... 100 60 40 20

AM/FM combine for frequency discount. (CR-2)

## KWIN (FM)

1959



The Golden Pacific Group  
Subscriber to the NAB Radio Code  
Media Code 4 205 2701 2.00  
George Snell, B. Floyd Farr & George Marikian dba  
KCVII Itadio, Box 600, Lodi, Calif. 95240. Phone  
209-368-0626.  
Other phones: Sacramento 916-444-0626, Stockton  
209-466-0626.  
See affiliated AM station for additional information.  
AM facilities: KCVII.

**STATION'S PROGRAMMING DESCRIPTION**  
KWIN (FM): Programmed for adults and young adults.

**ALL PERSONALITIES** identify all music played.  
**MUSIC:** general popular with emphasis on current hits from trade magazine charts. Requests 10 pm-12M, M-F. NEWS: 5 min newscasts 2 am, 5 am, 7:30 am, 10 am, noon 2 pm, 4 pm, 6 pm, 8 pm, 10 pm & 12 M. No more than 8 commercial minutes in any 1 hour. Remote pickups from local fairs, stores, etc. Contact Representative for further details. Rec'd 12/27/71.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.

Operating schedule: 24 hours. PST.  
Antenna ht.: 180 ft. above average terrain.

**NATIONAL AND LOCAL RATES SAME**  
No. 6 ET 12/1/69—Rec'd 1/2/70.

**7. PACKAGE PLANS**  
PER WK: 1 min 30 sec 1 min 30 sec  
5 ti ..... 5.50 4.10 50 ti ..... 4.30 3.20  
10 ti ..... 5.20 3.90 60 ti ..... 4.10 3.00  
20 ti ..... 5.00 3.80 70 ti ..... 3.80 2.90  
30 ti ..... 4.80 3.60 80 ti ..... 3.60 2.70  
40 ti ..... 4.50 3.40

**8. PROGRAM TIME RATES**  
1 hr..... 58.00 52.00 48.00 43.00 40.00 37.00  
1/2 hr..... 35.00 31.00 29.00 26.00 24.00 22.00  
1/4 hr..... 23.00 21.00 20.00 17.00 16.00 15.00  
5 min..... 11.50 10.50 10.00 8.50 8.00 7.50

**ADDITIONAL DISCOUNTS**  
5 wk—5% 13 wk—10% 26 wk—15% 52 wk—20%

AM/FM combine for frequency discount.

## LOMPOC (3 AM; 1 FM)

Santa Barbara County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## KKOK

1963

Subscriber to the NAB Radio Code  
Media Code 4 205 2730 1.00  
John W. Parham, 3640 Buellton Rd., Lompoc, Calif.  
93436. Phone 805-736-5656.

**STATION'S PROGRAMMING DESCRIPTION**  
KKOK: MUSIC: standard, pop. NEWS: UPI wire & audio & local news staff. Contact Representative for further details. Rec'd 11/27/72.

**1. PERSONNEL**  
General Manager—John W. Parham.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
500 w. days; 1410 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.  
Antenna ht.: 170 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15c.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
24b, 25a, 26, 28c, 29a, 30, 32b.  
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50,  
51a.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 73a.

Prod. Services: 80, 81, 82.  
Affiliated with KRS.

Member: Jalco—Socal Group.

**TIME RATES**  
No. 2 ET 7/1/71—Rec'd 6/23/71.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 10x 20x 30x 40x 50x 60x  
1 min..... 5.50 5.25 5.00 4.75 4.50 4.25 4.00  
30 sec..... 2.95 2.85 2.70 2.60 2.50 2.35

**7. PACKAGE PLANS**  
10 DAYS: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
1 min..... 4.25 4.00 3.75 3.50 3.25 3.00  
30 sec..... 3.50 3.25 3.00 2.75 2.50 2.25  
10 sec..... 2.50 2.25 2.15 2.00 1.85 1.75

## KLOM

1962

Subscriber to the NAB Radio Code  
Media Code 4 205 2760 8.00  
Communications Corp. of America, Box 697, 605 Bodger  
Rd., Lompoc, Calif. 93436. Phone 805-736-3429.

**STATION'S PROGRAMMING DESCRIPTION**  
KLOM: Programmed for adults and young adults.  
MUSIC: emphasis on current hits and standards and  
always playing 3 in a row before any commercial  
interruption. NEWS: network on hour and half hour,  
supplemented with local news on hour following net-  
work news. COMMERCIAL POLICY: air 16 com-  
mercial minutes per hour. SPORTS: network and  
local coverage on sports. Religion and foreign lan-  
guage programming on Sun only. Contact Representa-  
tive for further details. Rec'd 4/10/72.

**1. PERSONNEL**  
President—Mike Gold.  
Vice-Pres. & Gen'l Mgr.—Dare Jacob.

**2. REPRESENTATIVES**  
Radio Time Sales/International.  
Los Angeles—Lee F. O'Connell Company.

**3. FACILITIES**  
1,000 w. days; 1330 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
KLOM-FM.

**4. AGENCY COMMISSION**  
15/0 time only; 15 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15c.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
24b, 25a, 26, 28c, 29a, 30, 32b.  
Contracts: 40a, 41, 42c, 43, 45, 46, 47a, 48, 49, 50,  
51.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 81, 82.  
Affiliated with MBR.

**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 10 sec  
1 x ..... 6.00 5.25 3.50  
26 x ..... 5.50 4.75 3.25  
52 x ..... 5.00 4.25 3.00  
104 x ..... 4.50 3.75 2.75  
156 x ..... 4.25 3.50 2.50  
208 x ..... 4.00 3.25 2.25  
312 x ..... 3.75 3.00 2.15  
520 x ..... 3.50 2.75 2.00  
780 x ..... 3.25 2.50 1.85  
1000 x ..... 3.00 2.25 1.75

**7. PACKAGE PLANS**  
10 DAYS: 10 ti 20 ti 30 ti 40 ti 50 ti 70 ti  
30 DAYS: 20 ti 30 ti 60 ti 90 ti 120 ti 150 ti  
1 min..... 4.25 4.00 3.75 3.50 3.25 3.00  
30 sec..... 3.50 3.25 3.00 2.75 2.50 2.25  
10 sec..... 2.50 2.25 2.15 2.00 1.85 1.75

Both Package Plans ROS within general time seg-  
ments.

**8. PROGRAM TIME RATES**  
1 hr..... 60 55 50 45 40 35  
1/2 hr..... 38 35 32 29 26 23  
1/4 hr..... 25 23 21 19 17 15  
10 min..... 15 14 13 12 11 10  
5 min..... 11 10 9 8 7 6

2 or more Program units may combine to earn ap-  
plicable unit rate if broadcast on same day for same  
sponsor.  
Spots and Programs cannot be combined to earn dis-  
counts, however greatest discount earned by either  
applies to the other.

## KLOM-FM

1968

Subscriber to the NAB Radio Code  
Media Code 4 205 2761 6.00  
Communications Corp. of America, Box 697, 605  
Bodger Rd., Lompoc, Calif. 93436. Phone 805-  
736-3429.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 2,500 w.; 92.7 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 270 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-midnight. For simulcast facilities see  
KLOM.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBR.

**TIME RATES**  
Rates are identical to KLOM. See that listing.

## KNEZ

1958

Subscriber to the NAB Radio Code  
Media Code 4 205 2790 5.00  
KNEZ, Inc., Box 909, Lompoc, Calif. 93436. Phone  
805-736-3496, 733-2070.

**STATION'S PROGRAMMING DESCRIPTION**  
KNEZ: Programmed for adults and young adults.  
MUSIC: popular format in MOR. NEWS: local, re-  
gional & national at :55; headlines at :30. Live  
mobile reports. Stock market reports direct from  
broker 3x/daily. Tele/talk show 8-10 am. SPORTS:  
local play-by-play for local high school, includes  
football, basketball, baseball; local youth baseball,  
U football & basketball. Rec'd 5/29/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Alan Beach.  
Sales Manager—Brian McSorley.  
Program Director—Mark Edwards.

**2. REPRESENTATIVES**  
Call General Manager collect.

**3. FACILITIES**  
500 w.; 960 kc. Directional—night only.  
Operating schedule: 5 am-midnight daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b,  
29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
ET—Rec'd 3/13/72.

**6. SPOT ANNOUNCEMENTS**  
CONSEC WKS:  
1x 26x 52x 104x 156x 260x 520x 1200x  
1 min 6.25 5.75 5.25 4.75 4.25 3.75 3.25 2.75  
30 sec 5.50 5.00 4.50 4.00 3.50 3.00 2.50 2.00  
10 sec 5.00 4.50 4.00 3.50 3.00 2.50 2.00

**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr..... 65 60 55 50 45 40 35  
1/2 hr..... 40 38 36 34 32 30 28  
1/4 hr..... 30 28 26 24 22 20 18  
5 min..... 15 14 13 12 11 10 9

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Alan Beach.  
Sales Manager—Brian McSorley.  
Program Director—Mark Edwards.

**2. REPRESENTATIVES**  
Call General Manager collect.

**3. FACILITIES**  
500 w.; 960 kc. Directional—night only.  
Operating schedule: 5 am-midnight daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b,  
29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
ET—Rec'd 3/13/72.

**6. SPOT ANNOUNCEMENTS**  
CONSEC WKS:  
1x 26x 52x 104x 156x 260x 520x 1200x  
1 min 6.25 5.75 5.25 4.75 4.25 3.75 3.25 2.75  
30 sec 5.50 5.00 4.50 4.00 3.50 3.00 2.50 2.00  
10 sec 5.00 4.50 4.00 3.50 3.00 2.50 2.00

**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr..... 65 60 55 50 45 40 35  
1/2 hr..... 40 38 36 34 32 30 28  
1/4 hr..... 30 28 26 24 22 20 18  
5 min..... 15 14 13 12 11 10 9

**LONG BEACH**  
Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KFOX

See listing under Los Angeles Urban Area.

## KGER

1926

Subscriber to the NAB Radio Code  
Media Code 4 205 2820 0.00  
John Brown Schools of Calif., 3759 Atlantic Ave.,  
Long Beach, Calif. 90807. Phone 213-427-7907,  
626-4774, 714-995-1390.

**1. PERSONNEL**  
President—Dr. John E. Brown.  
Vice-Pres. & Gen'l Mgr.—Clinton H. Fowler.

**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—night only.  
Operating schedule: 6 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4b, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26,  
28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 42b, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 33 ET 1/1/74—Rec'd 12/31/73.

A—Sun 7 am-midnight.  
B—Mon thru Sat 6 am-10 pm.  
C—Mon thru Sat 10 pm-6 am; Sun midnight-7 am.

**6. SPOT ANNOUNCEMENTS**  
CLASS A, B  
1x 26x 52x 104x 156x 260x 312x  
1 min..... 15.00 14.75 14.50 14.25 14.00 13.75 13.50  
30 sec..... 8.00 7.75 7.50 7.25 7.00 6.75 6.50

1 min..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00  
30 sec..... 6.00 5.75 5.50 5.25 5.00 4.75 4.50

**8. PROGRAM TIME RATES**  
CLASS A  
1x 26x 52x 104x 156x 260x 312x  
1 hr..... 146 142 137 130 122 116 109  
1/2 hr..... 107 103 97 92 87 83 79  
1/4 hr..... 68 66 64 62 60 57 54  
10 min..... 50 48 46 45 41 39 37  
5 min..... 33 32 31 30 29 28 27

CLASS B  
1 hr..... 138 132 126 122 116 110 104  
1/2 hr..... 86 86 80 77 73 70 66  
1/4 hr..... 57 55 53 51 49 47 45  
10 min..... 40 38 36 34 33 31 29  
5 min..... 29 28 27 26 25 24 23

CLASS C  
1 hr..... 102 98 94 90 85 81 79  
1/2 hr..... 65 62 59 57 54 51 48  
1/4 hr..... 45 43 41 38 36 34 32  
10 min..... 31 30 29 28 27 26 25  
5 min..... 22 21 20 19 18 17 16

**LOS ALTOS**  
Santa Clara County—Map Location C-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**See San Jose**  
(including Los Altos, Santa Clara)

# LOS ANGELES (and) LOS ANGELES URBAN AREA

## STATIONS IN LOS ANGELES:

KABC	KJOI
KBCA (FM)	KKDJ (FM)
KBIG	KLAC
KFAC, KFAC-FM	KLOS (FM)
KFI	KLVE (FM)
KFWB	KMET (FM)
KG88	KMPC
KG88-FM	KNX, KNX-FM
KGJJ	KOST (FM)
KHJ	KPOL, KPOL-FM
KHOF (FM)	KRTH (FM)
KIIS	KWST (FM)

## STATIONS IN LOS ANGELES URBAN AREA:

Los Angeles Urban Area stations are listed (unless otherwise indicated) immediately following the list-  
ings for Los Angeles stations.

KALI, San Gabriel	KNOB (FM), Long Beach
KAGB (FM), Inglewood	KORJ (FM), Garden Grove
KBOB (FM), West Covina	KPPC, Pasadena
KBRT, Avalon	KRLA, Pasadena
KDAY, Santa Monica	KROQ, Burbank
KEZY, KEZY-FM, Anaheim	KROQ-FM, Pasadena
KFOX, Long Beach	KSRF (FM), Santa Monica
*KGER, Long Beach	KTYM, Inglewood
KGIL, San Fernando	KUTE (FM), Glendale
KGRB, West Covina	KVFM (FM), San Fernando
KJLH (FM), Compton	KWZ, KWZ-FM, Santa Ana
KKAR, Pomona	KXKW, Pasadena
KKOP (FM), Redondo Beach	KYMS (FM), Santa Ana
KNAC	
Long Beach	

(\* See listing under city of license.)

# STATIONS IN LOS ANGELES

(12 AM; 15 FM)  
Plus 6 paid duplicate listings; plus 4 cross refer-  
ences.

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per-  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (7 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (midnight)
A	180	113	140	85
B	166	100	130	80
C	140	95	115	75
D	135	85	113	70</



## Los Angeles—KABC—Continued

FM facilities: KLOS (FM).  
 Affiliated with American Information Network.  
 Affiliated with Katz Radio Network.  
**TIME RATES**  
 No. 74-1 Eff 7/1/74—Rec'd 7/1/74.  
 AAA—Mon thru Sat 5-10 am & 3-7 pm.  
 AA—Mon thru Sun 10 am-3 pm.  
 A—Mon thru Sat 7 pm-midnight; Sun 5-10 am & 3 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
**PER WK, 1 MIN:** 10 6 12 18 24 30  
 AAA ..... 120 115 110 105 100  
 AA ..... 95 90 85 80 75  
 A ..... 80 75 70 65 60  
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
 (1/4 Mon thru Sat 5-10 am, 1/4 Mon thru Sat 3-7 pm, 1/4AA, 1/4A)  
**Per wk Per yr**  
 6 ti 12 ti 18 ti 24 ti 500x 1000x 1500x  
 Cost ..... 90 85 80 75 72 68 63  
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 1 min & 30-sec spots may be cross-combined to determine ti per wk.  
 2 10-sec spots count as one unit when combined with longer spots to determine ti per wk for longer spots.  
 Multi-Spot & TAP: AAA spots must rotate.

**10. SPECIAL FEATURES**  
**NEWS & SPORTS**  
 5 min. .... AAA AA A  
 150 115 90  
**WEEKS PER YEAR DISCOUNT**  
 13 wk—5% 26 wk—7-1/2% 52 wk—10%  
 Applies only to ti per wk rates on spots & programs.  
 Rateholder: 100.00 per wk.

## KALI

**SAN GABRIEL**

City of license, San Gabriel, Calif.  
 Los Angeles office: 5723 Melrose Ave., Hollywood, Calif. 90038. Phone 213-468-6161.  
 See listing under Los Angeles Urban Area.

## KBCA (FM)

1958

Media Code 4 205 3000 8.00  
 Mt. Wilson FM Broadcasters, Inc., 10880 Wilshire Blvd., Los Angeles, Calif. 90024. Phone 213-475-9494.

**STATION'S PROGRAMMING DESCRIPTION**  
 KBCA (FM): Integrated programming for adults and young adults. MUSIC: Jazz 24 hours a day, NEWS: daily at 8 am, 10 am, noon, 3 pm, 6 pm, & 11 pm. Contact Representative for further details. Rec'd 6/19/72.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Saul Levine.  
 Sales Manager—Daniel Casabian.  
**2. REPRESENTATIVES**  
 New York—Frederick W. Smith.  
 Chicago—Walton Broadcasting Sales Corporation.  
 San Francisco—Radio Time Sales/International.  
**3. FACILITIES**  
 ERP 18,000 w. (horiz.), 18,000 w. (vert.); 105.1 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 2,900 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/10 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 4d, 5, 6a, 8.  
 Basic Rates: 23a.  
 Contracts: 40a.

## TIME RATES

No. 15 Eff—Rec'd 6/6/74.  
 AAA—6-9 pm  
 AA—3-6 pm & 9 pm-midnight.  
 A—6 am-3 pm & midnight-6 am.

**7. PACKAGE PLANS**  
**AAA AA A**  
**PER WK:** 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 12 ti ..... 30 26 21 20 15  
 18 ti ..... 28 24 20 19 14  
 24 ti ..... 27 23 23 18 19 14  
 30 ti ..... 26 22 22 17 18 13  
 36 ti ..... 25 21 21 16 17 12  
**TAP—1/3AAA, 1/3AA, 1/3A**  
**PLAN:** 12 18 24  
 1 min ..... 288 408 520  
 30 sec ..... 232 330 416

## KBIG

(formerly KXTZ)

1959

Media Code 4 205 3060 2.00  
 A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.

Studios: Hollywood, Calif.  
 See affiliated AM station for additional information.  
 AM facilities: KBRT.

**STATION'S PROGRAMMING DESCRIPTION**  
 KBIG: Programmed for adults, 25-49 years of age. MUSIC: melodically familiar music, which includes popular & standard tunes. Newscaats at :55. Contact Representative for further details. Rec'd 8/7/74.

**3. FACILITIES**  
 ERP 105,000 w. (horiz.), 105,000 w. (vert.); 104.3 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 5,800 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Arco Group Plan.  
 Sold in combination with KBRT, Avalon, Calif.: See KBIG/KBRT combination listing under Los Angeles.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
 No. 3 Eff 5/20/74—Rec'd 6/4/74.  
 AAA—5-1 am; guaranteed.  
 AA—10 am-3 pm and/or 3-7 pm.  
 A—5-10 am and/or 7 pm-1 am.

## 6. SPOT ANNOUNCEMENTS

**AAA AA A**  
**PER WK:** 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 6 ti ..... 55 45 50 40 36 32  
 12 ti ..... 50 40 45 35 31 28  
 18 ti ..... 45 35 40 30 29 26  
 24 ti ..... 40 30 35 25 26 23  
 30 ti ..... 35 25 30 20 22 19  
 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
**TAP—1/3 5-10 AM, 1/3 10 AM-7 PM, 1/3 7 PM-1 AM**  
**PER WK:** 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min ..... 38 33 31 28 24  
 30 sec ..... 34 30 28 25 21  
 10 sec: 60% of 1-min.

**10. SPECIAL FEATURES**  
 Newscaats—1-1/2x 1-min.

## KBIG

(formerly KXTZ)  
 1959  
 LOS ANGELES



## KBRT

(formerly KBIG)  
 1952  
 AVALON



Subscriber to the NAB Radio Code

(This is a paid listing.)

Media Code 4 205 3090 2.00

A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.

Studios: Avalon, Catalina Island and Hollywood, Calif.

**STATION'S PROGRAMMING DESCRIPTION**  
 KBIG: See KBIG listing in Los Angeles for station's programming. See KBRT listing in Los Angeles Urban Area for station's programming description.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Joseph L. Dorton.  
 Nat'l & Gen'l Sales Mgr.—Lewis Hunter.  
 Director of Operations—Fred Selden.  
**2. REPRESENTATIVES**  
 Arco Radio Sales.  
**3. FACILITIES**  
 10,000 w. days; 740 kc. Directional.  
 Operating schedule: Sunrise-local sunset. PST.  
 FM-ERP 105,000 w. (horiz.), 105,000 w. (vert.).  
 104.3 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 5,800 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/10.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10d, 11b, 12b, 13b, 14b, 15a, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 29b, 30, 33c.  
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 81, 82.  
 Affiliated with Arco Group Plan.

**TIME RATES**  
**AM/FM COMBINATION**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 3 Eff 5/20/74—Rec'd 6/4/74.  
 AAA—5-1 am; guaranteed.  
 AA—10 am-3 pm and/or 3-7 pm.  
 A—5-10 am and/or 7 pm-1 am.  
 KBRT—Sunrise-local sunset.

**6. SPOT ANNOUNCEMENTS**  
**AAA AA A**  
**PER WK:** 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 6 ti ..... 55 45 50 40 34 31  
 12 ti ..... 50 40 45 35 32 29  
 18 ti ..... 45 35 40 30 29 26  
 24 ti ..... 40 30 35 25 25 22  
 30 ti ..... 35 25 30 20 22 19  
 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
**TAP—1/3 5-10 AM, 1/3 10 AM-7 PM, 1/3 7 PM-1 AM**  
**PER WK:** 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min ..... 40 35 33 30 26  
 30 sec ..... 36 32 30 27 23  
 10 sec: 60% of 1-min.

**10. SPECIAL FEATURES**  
 Newscaats—1-1/2x 1-min. (8)

## KDAY

1947  
 SANTA MONICA



A Rollins' Group Station

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area, Calif.)  
 Media Code 4 205 3780 5.00

Rollins Broadcasting of Delaware, Inc., 1700 N. Alvarado, Los Angeles, Calif. 90026. Phones 213-685-1105, 451-5656. TWX: 910-321-3028.

**STATION'S PROGRAMMING DESCRIPTION**  
 KDAY: MUSIC: R & B featuring top R & B hit singles and lps, presented by black personalities. NEWS: local and network. Contact Representative for further details. Rec'd 3/12/74.

**1. PERSONNEL**  
 Vice-Pres. Radio, Rollins, Inc.—Paul H. Downs.  
 General Manager—Gim Pridde.  
 Program Director—Jay Maddox.  
**2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
 50,000 w.; 1580 kc. Directional.  
 Operating schedule: 24 hours daily. PST.  
**4. AGENCY COMMISSION**  
 15/10 time only.

## 5. GENERAL ADVERTISING

See coded regulations  
 General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.  
 Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 60j, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Member: Rollins, Inc.  
 Affiliated with National Black Network.  
 Affiliated with Mutual Black Network.

**TIME RATES**  
 No. 6A—Eff 9/7/72—Rec'd 8/12/74.  
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 9 am-7 pm; Sun noon-7 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat 6-9 am; Sun 6 am-noon.  
 B—Mon thru Sun 7 pm-midnight.  
 C—Mon thru Sun midnight-6 am.

**7. PACKAGE PLANS**  
**CLASS AA**  
**PER WK:** 1 wk 26 wk 52 wk 1 wk 26 wk 52 wk  
 6 ti ..... 44 42 40 38 36 34  
 12 ti ..... 42 40 38 36 34 32  
 18 ti ..... 40 38 36 34 32 30  
 24 ti ..... 38 36 34 32 30 28

**CLASS A**  
 6 ti ..... 36 34 32 31 29 27  
 12 ti ..... 34 32 30 29 27 25  
 18 ti ..... 32 30 28 27 25 23  
 24 ti ..... 30 28 26 25 23 21

**CLASS B**  
 6 ti ..... 30 28 26 25 24 24  
 12 ti ..... 28 26 24 24 23 22  
 18 ti ..... 26 24 22 22 21 20  
 24 ti ..... 24 22 21 20 19 18

**CLASS C**  
 1 min. flat ..... 8 30 sec. flat ..... 6  
 10 sec: 50% of 1-min.  
 Less than 6 ti and fixed spots, extra 20%.

**10. SPECIAL FEATURES**  
 News participation—Extra 20%. (D)

## KEZM (FM)

NOTE: The call letters of this station have been changed to:

## KLVE (FM)

## KEYZ

ANAHEIM

City of license, Anaheim, Calif.  
 Los Angeles office: 1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.  
 See listing under Los Angeles Urban Area.

## KFAC

1931

## KFAC-FM

1948

McGavren-Guild  
 pgw radio, inc.

Media Code 4 205 3150 1.00  
 ABI Communications, Inc., 7 E. 51st St., New York, N. Y. 10022.  
 Mailing address: 5773 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-938-0181.

**STATION'S PROGRAMMING DESCRIPTION**  
 KFAC: Programmed for adults 18+.  
 MUSIC: classical music presented by personalities in format form featuring most familiar & melodious classical selections from album library. NEWS: live concerts. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
 President—George R. Fritzing.  
 General Sales Manager—Richard M. Gary.  
**2. REPRESENTATIVES**  
 McGavren-Guild, Inc.

**3. FACILITIES**  
 5,000 w.; 1330 kc. Directional—night only.  
 Operating schedule: 24 hours daily. PST.  
 FM-ERP 50,000 w.; 92.3 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 2,835 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/10.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.  
 Rate Protection: 10d, 11b, 12d, 13d, 14d.  
 Basic Rates: 20d, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 28c, 29a, 29b, 30, 31, 33b.  
 Contracts: 40a, 41, 44a, 44b, 46, 48, 50, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 60k, 61a, 62b, 62d.  
 Cancellation: 70b, 70d, 71a, 72, 73, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with MBS.

**TIME RATES**  
**AM/FM COMBINATION**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 30 Eff 1/1/74—Rec'd 12/12/73.  
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-3 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 3-7 pm.  
 B—Mon thru Sun 7 pm-1 am.

**6. SPOT ANNOUNCEMENTS**  
**AAA AA B**  
**PER WK:** 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 12 ti ..... 85 68 65 52 45 38  
 18 ti ..... 80 64 61 49 42 34  
 24 ti ..... 75 59 57 46 39 32  
 30 ti ..... 70 54 53 43 36 29  
 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
**1/3AA, 1/3A, 1/3B**  
**PER WK:** 12 ti 18 ti 24 ti 30 ti  
 1 min ..... 65 60 55 50  
 30 sec ..... 52 48 44 40  
 10 sec: 50% of 1-min.

## CALIFORNIA

**10. SPECIAL FEATURES**  
**5-MIN NEWS, PER WK:** 1 ti 6 ti 12 ti 18 ti  
 AA ..... 115 110 105 100  
 A ..... 105 100 95 90  
 B ..... 95 90 85 80

As available:  
 AM or FM only: 80% of AM/FM combination rates.

## KFI RADIO 640

1922



## THE CHRISTAL CO.

A Cox Broadcasting Corporation Station

Subscriber to the NAB Radio Code

Media Code 4 205 3180 8.00

KFI Inc., 141 N. Vermont Ave., Los Angeles, Calif. 90004. Phone 213-382-2121. TWX 910-321-3570.  
 Mailing address: Box 74607, Los Angeles, Calif. 90004.

**STATION'S PROGRAMMING DESCRIPTION**  
 KFI: young adults & adult entertainment, information, service & music.  
**ENTERTAINMENT:** 5:30-10 am, air personalities, comedy, traffic & MOR music. 10 am-3 pm personality, music with variety capsule features. 3-7 pm personality humor, traffic with audience participation & modern MOR music. 7 pm-12M MOR music with personality & tele/talk feature. 12M-4 am tele/talk with interviews. SPORTS: National League Baseball, NBA Basketball, NHL Hockey. Editorials & commentaries. FARM: 4:30-5 am. Contact Representative for further details. Rec'd 8/2/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—James W. Wesley Jr.  
 General Sales Manager—Larry Vanderveen.  
 Sales Manager—Lee Larsen.  
**2. REPRESENTATIVES**  
 The Christal Company.  
**3. FACILITIES**  
 50,000 w.; 640 kc. Non-directional, 1A clear channel. Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
 15/10; bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b.  
 Basic Rates: 20a, 20b, 21c, 21d, 21e, 22a, 24b, 24c, 26, 28a, 29a, 32b.  
 Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 48, 49, 51c.  
 Comb.: Cont. Discounts: 60e, 60f, 62h.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 81, 82.  
 Affiliated with NBC.

**POLITICAL**  
 Political contracts subject to KFI policies and FCC rules and regulations.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 2 Eff 7/1/74—Rec'd 7/8/74.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Fri 3-7 pm.  
 A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 10 am-3 pm.  
 B—Mon thru Sun 8 pm-midnight; Sun 5-10 am.  
 C—Mon thru Sun midnight-5 am.

**7. PACKAGE PLANS**  
**AIM PLAN—20%AAA, 20%AA, 10%A, 20%B**  
**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 72 70 67 65 63  
 30 sec ..... 57 55 54 53 58  
 Must be run within 1 wk. Earn frequency from Annual Plan spots run concurrently, but do not contribute to annual spots. Conversion: AAA to AA/1 AAA equals 2AA; subject to avals, 30+ schedules/multiples of 5. AAA rotates Mon-Sat. B may run Sun, subject to avals.

**ALL PLAN—10%AAA, 10%AA, 40%A, 20%B, 20%C**  
**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 44 42 40  
 30 sec ..... 36 34 32  
 Must be run within 1 wk. No further discounts, not combinable. 30+ schedules/multiples of 10.  
**MON/TUES PLAN—20%AAA, 20%AA, 40%A, 20%B**

**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 61 59 57 55 53  
 30 sec ..... 48 46 45 44 42  
 Aim Plan conditions apply with exception of AAA. Mon-Sat rotation.

**A/B PLAN—60%A, 40%B**  
**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 42 40 38 36  
 30 sec ..... 34 32 31 30  
 No further discounts, not combinable. Conversion: 1 A equals 2 B. 25+ schedules/multiples of 5.

**WEEKEND PLAN—80%A, 20%B**  
**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 40 38 36  
 30 sec ..... 32 30 29  
 Sat 10 am-midnight; Sun 9 am-8 pm. 40% must run Sun. When scheduled with Mon/Tues Plan, may buy 1/2 of 10 plan for 1/2 price; run Sun only.  
**SKY-WAVE PLAN—MON-SUN MIDNIGHT-5 AM**

**PER WK, EA:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min ..... 15 13 11 10  
 No further discounts, not combinable.

**ANNUAL PLAN**  
**1**







**KGBS-FM**  
1954  
**Gentle Country**



A Storer Station  
Subscriber to the NAB Radio Code  
Media Code 4 205 3241 8.00  
Storer Broadcasting Co., 338 S. Western Ave., Los Angeles, Calif. 90020. Phone 213-388-2345. TWX 910-321-2895.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGBS-FM: Programmed for young adults.  
MUSIC: blend of popular, folk & country selections, including current hits & hits from recent past.  
COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/6/74.

**3. FACILITIES**  
ERP 38,000 w.; 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,000 ft. above sea level.  
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KGBS.  
**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KGBS. See that listing for rates.

**TIME RATES**  
No. 15 ET 1/1/73—Rec'd 12/5/72.

**6. SPOT ANNOUNCEMENTS**  
CLASS C  
PER WK: 1 tt 6 tt 12 tt 18 tt 24 tt 30 tt  
1 min or less 12 11 10 9 8 7  
**8. PROGRAM TIME RATES**  
1 hr. 150 1/2 hr. 100

**KGfJ**  
1926

**Independent Black**

Media Code 4 205 3270 7.00  
Tracy Broadcasting Co., 5900 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-5900.

**STATION'S PROGRAMMING DESCRIPTION**  
KGfJ: Programmed for Black Community.  
8 AIR PERSONALITIES. MUSIC: R & B. Gospel & spiritual 4:30-6 am. 4 newsmen prepare 170 community oriented rewritten newscasts weekly, using frequent actualities, beepers & mobile unit reports. Contests & promotion. Involvements in community public affairs. Black history programs 2x/day. Sports. Editorials. Community public service hourly. COMMERCIAL POLICY: 14 units per hour, personality endorsements not permitted. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Arnold Schorr.  
Sales Manager—Robert E. Helch.  
Business Manager—Shirley Fell.

**2. REPRESENTATIVES**  
Bernard Howard and Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operates with reduced power on Wednesday evenings and Sundays.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 29a.  
Contracts: 40a, 42a, 45, 46.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 73a.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
ET 7/1/72—Rec'd 5/25/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun noon-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
1x 52x 156x 234x 312x 468x 624x 936x  
AA..... 78 59 47 45 43 42 41 40  
A..... 69 53 42 40 38 37 36 35

**30 SECONDS**  
AA..... 62 48 39 37 36 35 34 33  
A..... 55 44 34 32 31 30 29 28

**7. PACKAGE PLANS**  
1 MINUTE  
WKLY: 12 tt 18 tt 24 tt 36 tt 48 tt  
AA..... 47 45 43 42 41 40  
A..... 42 40 38 37 36 35

**30 SECONDS**  
AA..... 39 37 36 35 34 33  
A..... 34 32 31 30 29 28

**8. PROGRAM TIME RATES**  
CLASS AA  
1 hr. 320 300 290 280 270 260  
1/2 hr. 192 184 177 170 163 156  
1/4 hr. 144 137 132 127 122 117  
10 min. 120 114 110 106 102 98  
5 min. 80 77 74 71 68 65

**CLASS A**  
1 hr. 270 260 250 240 230 220  
1/2 hr. 162 159 152 146 139 132  
1/4 hr. 112 108 106 104 102 100  
10 min. 92 90 88 86 84 82  
5 min. 67 64 61 59 57 55

**10. SPECIAL FEATURES**  
News & Sports—applicable 1-min plus 50%. Includes open and close plus 1 min spot.  
Other Features—applicable 30-sec plus 60%. Includes open and close plus 30 sec spot.  
Strip of 6—12x rate.

When you think  
**BLACK**

think  
**KGfJ**

In L.A., Black Radio means KGfJ  
to most of the almost 1 million Blacks who live here. Because for over 16 years now, we've been a major force and influence in the life and needs of the Black community.



Radio 1230 - 24 Hours a day - 7 days a week  
5900 Wilshire Blvd., Suite 330, Los Angeles, Calif. 90036. Phone (213) 937-5900.  
Represented by Bernard Howard & Co., Inc.  
New York, Chicago, St. Louis, Atlanta and San Francisco

**KGIL**

1947  
SAN FERNANDO



Buckley Radio Sales, Inc.

(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)

Media Code 4 205 3840 7.00  
Buckley Broadcasting Corp. of California, 14800 Lassen St., San Fernando, Calif. 91343. Phones 213-894-9191; 213-877-3466.

**STATION'S PROGRAMMING DESCRIPTION**  
KGIL: Programmed for adults 25-49.  
Combines popular music with nationally known personalities. 10 man news staff broadcasts hourly. 11 min of news per hour during drive times. 6 min per hour in other times. 2 aircraft, 5 2-way radio cruisers cover freeway traffic, local news. Major league sports commentary & analysis, play-by-play major local sports events. Mobile studio van originates live remote DJ programs from sponsor locations. Contact Representative for further details. Rec'd 10/29/73.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Stanley G. Warwick.  
General Sales Manager—James F. Mergen.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES** 5,000 w.; 1260 kc. Directional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 47a.  
Comb.; Cont. Discounts: 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. G ET 6/1/73—Rec'd 5/18/73.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 6-11 am.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 11 am-7 pm.  
B—Mon thru Sun 5-6 am & 7-10 pm; Sun 6-11 am.  
C—Mon thru Sun 10 pm-midnight.  
D—Tues thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE

PER YR:	AAA	AA	A	B	C
1 x	85	65	55	30	25
24 x	78	60	49	27	22
48 x	72	56	43	24	20
78 x	67	53	40	22	18
156 x	62	50	38	20	16
312 x	58	48	36	18	14
624 x	55	45	35	17	12
936 x	52	42	34	16	11
1248 x	50	40	33	15	10

**30 SECONDS**

PER YR:	AAA	AA	A	B	C
1 x	68	52	44	24	20
24 x	63	48	40	22	18
48 x	58	45	35	20	16
78 x	54	43	32	18	15
156 x	50	40	30	16	13
312 x	47	38	29	15	12
624 x	44	36	28	14	11
936 x	42	34	27	13	10
1248 x	40	32	26	12	9

**10 SECONDS**

PER YR:	AAA	AA	A	B	C
1 x	31	39	33	18	15
24 x	27	36	30	17	14
48 x	24	34	26	15	12
78 x	21	32	24	14	11
156 x	18	30	23	12	10
312 x	15	29	22	11	9
624 x	13	27	21	10	8
936 x	12	26	20	9	7
1248 x	11	24	19	8	6

AAA only; 1x rate.

**7. PACKAGE PLANS**  
1 MINUTE

PER WK:	AAA	AA	A	B	C
6 tt	72	56	43	24	20
12 tt	67	53	41	22	18
18 tt	63	50	39	20	16
24 tt	59	48	37	18	14
30 tt	55	46	35	17	12

**30 SECONDS**

PER WK:	AAA	AA	A	B	C
6 tt	58	45	35	20	16
12 tt	54	43	32	18	15
18 tt	51	41	31	16	13
24 tt	48	39	29	15	12
30 tt	44	37	28	14	11

**10 SECONDS**

PER WK:	AAA	AA	A	B	C
6 tt	44	34	26	15	12
12 tt	41	32	24	14	11
18 tt	38	31	23	12	10
24 tt	36	30	22	11	9
30 tt	33	28	21	10	8

Not combinable with annual frequency rate.  
Maximum 50% AAA/AA.

**ECONOMY PLAN**  
(20% AAA/AA, 50% A, 20% B, 10% C)

PER WK:	AAA	AA	A	B	C
10 tt	340	280	210	120	100
20 tt	640	520	400	240	200
30 tt	900	720	540	300	240

Preemptible without notice.

**10. SPECIAL FEATURES**  
NEWSCASTS/SPORTS/TRAFFIC

PER YR: 1x 24x 78x 156x 312x 624x  
AAA/AA 90 85 80 75 70 65  
A 70 65 60 55 50 45  
B/C 50 45 40 35 30 25  
(\* Rotate AAA & AA on wkly basis.)  
NOTE: 20% of above amounts is for news costs other than charges for radio broadcasting facilities. (D)

**CALIFORNIA**

**KHJ**

1922



An RKO General Station  
Subscriber to the NAB Radio Code  
Media Code 4 205 3330 9.00  
KHJ Radio, 5515 Melrose Ave., Hollywood, Calif. 90038. Phone 213-462-2133. Telex 674824.

**STATION'S PROGRAMMING DESCRIPTION**  
KHJ: Programmed for adults 18-49.  
8 AIR PERSONALITIES handle all segments. MUSIC: current 45's with solid gold hits. NEWS: 10 man news staff; 7 min newscasts at 5:10-10 am & 12:50, 2:50 & 5:50 pm and at 20 6 9 am. Public Affairs Department with 3 man staff, also prepares editorials. Audience promotions. COMMERCIAL POLICY: limited commercial policy with 12 minutes hourly total maximum. Contact Representative for further details. Rec'd 3/5/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Tim Sullivan.  
Sales Manager—John Hokom.  
Program Director—Gerry Peterson.

**2. REPRESENTATIVES**  
RKO Radio Representatives, Inc.

**3. FACILITIES**  
5,000 w.; 930 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.  
Contracts: 40a, 41, 42a, 43, 45, 46, 51b.  
Comb.; Cont. Discounts: 60f, 60f.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81.  
FM Facilities: KRTH (FM).

**TIME RATES**  
No. 13 ET 4/1/74—Rec'd 3/5/74.

**6. SPOT ANNOUNCEMENTS**  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-8 pm;  
Sat 10 am-8 pm; Sun 9 am-8 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 8 pm-1 am.

1 MINUTE

PER WK, EA:	6 tt	12 tt	18 tt	24 tt	30 tt
AAA	135	130	125	120	115
AA	100	95	90	85	80
A	90	85	80	75	70

**30 SECONDS**

PER WK, EA:	6 tt	12 tt	18 tt	24 tt	30 tt
AAA	108	104	98	96	92
AA	80	76	72	68	64
A	72	68	64	60	56

**10 SECONDS**

PER WK, EA:	6 tt	12 tt	18 tt	24 tt	30 tt
AAA	40	52	50	48	46
AA	40	38	36	34	32
A	36	34	32	30	28

Rate/line: Minimum per wk 100.00.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

**7. PACKAGE PLANS**  
Mon thru Fri 6-10 am..... 2 3 4 5  
Mon thru Fri 10 am-3 pm..... 2 3 4 5  
Mon thru Fri 3-8 pm..... 2 3 4 5  
Sat & Sun 6 am-8 pm..... 2 3 4 5  
Mon thru Sun 8 pm-1 am..... 3 4 6 7

12 tt 18 tt 24 tt 30 tt  
1 min. 1140 1620 2040 2400  
30 sec. 912 1296 1632 1920  
10 sec. 456 648 816 960  
Preemptible by Section I.

**DISCOUNT**  
10/1 thru 3/31—10%  
WEEKEND PACKAGE  
PREEMPTIBLE: 1 min 30 sec 10 sec  
15 tt, 1 hr. Fri, Sat, Sun 750 600 300  
30 SECOND PACKAGE  
48 consec hrs, Sun 6 pm-Wed midnight  
30 tt per wk..... 1500

**KHOF (FM)**

1956

Media Code 4 205 3360 6.00  
Faith Center, Inc., 1615 S. Glendale Ave., Glendale, Calif. 91205. Phones 213-245-7575, 244-5216.

**STATION'S PROGRAMMING DESCRIPTION**  
KHOF (FM): Programmed for general and Religious Interest.  
MUSIC: 51% 4 men; gospel & inspirational 12M-5:30 am, 10 am-noon, 1-5 pm with chorus, vocal groups, solos, orchestra, combo, organ & piano. NEWS: 4:5; 5 min; 7:15 am, noon 5:30 pm; 15-min international, national, religious, stocks, local, weather. TALK 12%: 3 min 9 pm-12M telephone question, answer & call-in. Weekly children's program. COMMERCIAL POLICY: commercial spots 6 minutes per 1/3 hour maximum. Rec'd 7/3/72.

**1. PERSONNEL**  
President—Raymond Schoch.  
Manager—Gary McCarlie.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5 mc.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15% time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 20b, 21c, 22a, 22b, 23a, 24b, 24c, 25, 26, 27, 28c, 29b, 30, 32a, 33d.  
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 48, 51a.  
Comb.; Cont. Discounts: 60f, 61c.  
Cancellation: 70c, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Tobacco advertising not acceptable.  
Station reserves right to edit copy to comply with station policy on length and good taste.

**TIME RATES**  
ET 5/1/73—Rec'd 5/14/73.  
AA—6-10 am & 3-7 pm.  
A—10 am-3 pm & 7 pm-midnight.

(This listing continued on next page)



# CALIFORNIA

Los Angeles—K H O F (FM)—Cont'd

## 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1x	7x	13x	26x	52x	104x	260x	312x
1 min	21.85	21.27	20.70	20.12	19.55	18.40	17.82
30 sec	17.25	16.67	16.10	15.52	14.95	13.80	13.22
CLASS A							
1 min	16.10	15.52	14.95	14.37	13.80	12.65	12.07
30 sec	11.50	10.92	10.35	9.77	9.20	8.05	7.47

## 8. PROGRAM TIME RATES

CLASS AA		CLASS A		CLASS B		CLASS C	
1x	7x	13x	26x	52x	104x	260x	312x
1 hr.	110.40	105.80	98.90	94.30	89.70	85.10	80.50
1/2 hr.	78.20	75.90	73.60	71.30	69.00	66.70	64.40
1/4 hr.	58.90	58.07	56.35	54.62	52.90	51.17	49.44
CLASS A							
1 hr.	98.90	94.30	87.40	82.80	78.20	73.60	69.00
1/2 hr.	68.70	64.40	62.10	59.80	57.50	55.20	52.90
1/4 hr.	48.30	46.57	44.85	43.12	41.40	39.67	37.94

## KIEV 1931 GLENDALE Golden Oldies

NAB

Media Code 4 205 3367 1.00  
(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)  
Media Code 4 205 3900 9.00  
Southern California Broadcasting Co., 106 N. Glendale Ave., Glendale, Calif. 91206. Phones 213-245-2388, 244-8483.

### STATION'S PROGRAMMING DESCRIPTION

KIEV: MUSIC: features rock Golden Oldies interspersed with current rock hits aimed at 18-39 young marrieds. Contests are featured. NEWS: at :15 & :45 covering national, international & local. Stock reports direct from exchanges 2 1/2 daily. SPORTS: at 7:30 am & 4:30 pm; horse racing recalls from local track daily. Time signals after every record & weather reports every 1/4 hr. Rec'd 1/29/73.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—William J. Beaton.  
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.  
National Sales Manager—Fred S. Beaton.

### 3. FACILITIES

5,000 w. days; 870 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

### 4. AGENCY COMMISSION

15/0 time and talent.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 14a, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prog. Services: 80, 81, 82.  
Program contracts subject to cancellation on 14 days prior written notice.

### TIME RATES

No. 21 ET 8/15/71—Rec'd 7/29/71.  
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 min	30	28	26	24	22	20	18
30 sec	24	22	21	19	18	16	14
CLASS A							
1 min	27	25	23	22	20	18	16
30 sec	22	20	18	17	16	14	12

### 8. PROGRAM TIME RATES

CLASS AA		CLASS A		CLASS B		CLASS C	
1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr
220	132	88	220	132	88	220	132

### 10. SPECIAL FEATURES

5-min News Or Sports, flat. 44 (D)

## KIIS

1927

Media Code 4 205 3375 4.00  
1150 Corp., 4015 Wilshire Blvd., Los Angeles, Calif. 90010. Phone 213-385-2101.

### STATION'S PROGRAMMING DESCRIPTION

KIIS: Contemporary adult music (18-49) & fully produced elements that are researched, written, acted & produced by a 12 staff creative dept. 7 Air Personalities. 14 record plays an hr. NEWS: local news station; 5 min at :15, 6:15-12:15 am. Weather with man on the street. SPORTS: 6:15-8:15 am & 4:15-6:15 pm. Contact Representative for further details. Rec'd 3/11/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—John E. Palmer.  
Vice-Pres. & Gen'l Sales Mgr.—Charles Martin.  
Vice-Pres. & Nat'l Sales Mgr.—Edward Kerby.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 1150 kc. Non-directional.

### 4. AGENCY COMMISSION

15% net time; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 15b.  
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24c, 28a, 29a.  
Contracts: 40c, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60i, 61b, 62b.  
Cancellation: 70a, 70c, 71a.  
Spot and program rates include talent fees.  
Affiliated with American Entertainment Network.  
Affiliated with Eastman Radio Network.

## NATIONAL AND LOCAL RATES SAME

ET 2/28/74—Rec'd 3/1/74.

AAA—Mon thru Sat 5:30-10 am & 3-8 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-8 pm.  
A—Mon thru Sun 8 pm-1 am; Mon thru Sat 5:30-10 am; Sun 7-9 am.  
B—Tues thru Sat 1-5 am.

### 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	80	74	68	12	65	60	55
12 ti	76	70	64	11	61	56	51
18 ti	72	66	60	10	58	53	48
24 ti	68	62	56	9	55	50	45

### 7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A		6 ti		12 ti		18 ti		24 ti	
1 min	80	74	68	56	53	50	47	44	41
30 sec	50	46	43	40	37	34	31	28	25

### 10. SPECIAL FEATURES

NEWSCAST/DON RICHMAN'S SPORTS/SPONSORSHIP MON THRU FRI 6:15 AM-8:15 PM—30 sec

CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	85	79	73	75	70	65	61
12 ti	81	75	69	71	66	61	57
18 ti	77	71	65	68	63	58	54
24 ti	73	67	61	65	60	55	51

### DISCOUNT

26 wk—5% 52 wk—10%

## KIQQ (FM)

1948



NAB

Media Code 4 205 3379 6.00  
Cosmic Communications, Inc., 6430 Sunset Blvd., Hollywood, Calif. 90028. Phone 213-469-1631.

### STATION'S PROGRAMMING DESCRIPTION

KIQQ (FM): Contemporary; current HITS and past HITS. Contact Representative for further details. Rec'd 12/14/73.

### 1. PERSONNEL

President—Gene Chenault.  
Vice-Pres./Programming—Bill Drake.  
Station Manager—Pat Shaughnessy.

### 2. REPRESENTATIVES

GCI Sales, Inc.

# SUDDENLY IT'S K-100!

"Number One 18-34  
Women, 6 AM-Mid"  
(Avg. 1/4 Hr., Metro, Apr/May ARB)

"The New Drake-Chenault  
O&O Station in L.A."

"All Hit Music in Stereo"

"The New ONE in '74"

K-100 (KIQQ) Los Angeles  
Call GCI Sales

Estimates subject to the qualifications  
issued by the service.

### 3. FACILITIES

ERP 58,000 w.; 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,180 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time on air.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12, 13h, 14h.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24c, 28b, 28c, 30.  
Contracts: 40a, 41, 42b, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.

AA—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm. Sat 6-10 am; Sat & Sun midnight-2 am.

A—Mon thru Fri midnight-6 am; Sat & Sun 2-6 am; Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	66	50	44	50	38	31	24
12 ti	62	46	40	46	34	27	20
18 ti	58	42	36	42	32	25	18
24 ti	54	38	32	38	28	21	14

### DISCOUNT

10 sec: 50% of 1-min.  
Fixed position, extra 10%.

### 10. SPECIAL FEATURES

News, extra 10%.

## KJOI

1954

NAB

An Able Station  
Media Code 4 205 3383 6.00

Able Communications of California, Inc., 2555 Briarcrest Rd., Beverly Hills, Calif. 90210. Phone 213-278-5990.

### STATION'S PROGRAMMING DESCRIPTION

KJOI: Programmed for adults.  
MUSIC: 54 to 57 minutes per hour, consisting of standards, selected popular, latin, hawaiian, folk & country, primarily instrumental. NEWS: brief advisories at alternate hours. COMMERCIAL POLICY: 6 commercial minutes per hour in quarter hour breaks. Contact Representative for further details. Rec'd 9/3/71.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Gordon F. Mason.  
Sales Manager—Robert Bochicchio.  
Operations Director—Norman Parker.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

ERP 75,000 w. (horiz.), 75,000 w. (vert.); 98.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,833 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11b, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 28c, 30.  
Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60f, 60i, 62d.  
Cancellation: 70c, 71a, 73b.  
Prog. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 74-7 ET 7/15/74—Rec'd 7/25/74.

AAA—Mon thru Sat 10 am-3 pm.

AA—Mon thru Sat 6-10 am & 3-8 pm.

A—Mon thru Sat 8 pm-midnight; Sun 6 am-midnight.

### 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	70	60	55	50	40	35	30
12 ti	65	55	50	45	35	30	25
18 ti	60	50	45	40	30	25	20
B: Flat 12.00; 6 per wk. ea. 10.00.							

### 7. PACKAGE PLANS

TAP PLAN, EA, BTA:		1 min		30 sec	
A—12 ti (4AAA, 4AA, 4A)	48	40	42	35	30
B—18 ti (8AAA, 6AA, 6A)	42	35	40	33	28
C—24 ti (8AAA, 8AA, 8A)	40	33	38	31	26
D—18 ti (5AAA, 5AA, 5A, 3B)	37	31	35	29	24
E—24 ti (6AAA, 6AA, 6A, 6B)	35	29	33	27	22

All AA spots evenly divided between am & pm.

## KKDJ (FM)

1948

NAB

Subscriber to the NAB Radio Code

Media Code 4 205 3388 1.00  
Pacific & Southern Co., Inc., 6290 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-466-8381.

### STATION'S PROGRAMMING DESCRIPTION

KKDJ (FM): Programmed aimed at 13-35 year old audience.  
MUSIC: current hits. Contact Representative for further details. Rec'd 4/9/73.

### 1. PERSONNEL

President—John Tyler.  
General Manager—Edward R. Boyd.  
National Sales Manager—Richard K. Penn.

### 2. REPRESENTATIVES

Selcom, Inc.

### 3. FACILITIES

ERP 8,300 w.; 102.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2790 ft. above average terrain.



**KLOS (FM)**

1957

An ABC Owned Station



**RAB** **NAFM**

Media Code 4 205 3405 9.00

American Broadcasting Company, 3321 S. LaCienega Blvd., Los Angeles, Calif. 90016. Phone 213-663-3311.

**STATION'S PROGRAMMING DESCRIPTION**  
KLOS (FM): Programmed to general young adult & teen audiences. MUSIC: Contemporary popular albums & hit singles. Talk show 2-6 am. Contact Representative for further details. Rec'd 3/1/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John Winnaman.  
General Sales Manager—Bill Sommers.  
Program Director—Tom Yates.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP: 68,000 w. (horiz.), 68,000 (vert.); 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,183 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8. Comb.; Cont. Discounts: 60k. Cancellation: 70a, 71a, 72, 73a. AM facilities: KCABC. Affiliated with American FM Network. Rates contained herein are in accordance with Phase III guidelines as issued by The Cost of Living Council.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 5/1/74—Rec'd 4/30/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 8 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun midnight-2 am; Mon thru Fri 6-10 am; Sat & Sun 6-8 am.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

AAA	100	85	80	75	70
AA	75	70	65	60	55
A	55	50	45	40	35

**30 SECONDS**

AAA	80	68	64	60	56
AA	60	56	52	48	44
A	44	40	36	32	28

**7. PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A MON THRU SUN

1 min.	60	55	50	45	40
30 sec.	48	44	40	36	32

BTA—TOTALLY PREEMPTIBLE

1 min.	55	51	47	43	39
30 sec.	44	41	38	34	30

ALL NIGHT PACKAGE—2-6 AM

ROTATES OVER 6 DAYS:	6	12	18	24	30
Specified time, extra 20%.	14	12	10	8	6

Frequency spots. TAP combinable for discount. TAP & BTA preemptible.

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%
Minimum expenditure of 100.00 per wk.	

**KLVE (FM)**

(formerly KEZM (FM))

1959



A PSA Broadcasting Station

Media Code 4 205 3412 5.00

PSA Broadcasting, Inc., a div. of Pacific Southwest Airlines, 7919 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-5772.

- PERSONNEL**  
General Manager—Jack L. Siegal.  
Sales Manager—Stan Byrnes.  
Director of Operations—James B. Holston, Jr.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP: 34,000 w. (horiz.), 34,000 w. (vert.); 107.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 5,800 ft. above Los Angeles.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8. Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c. Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25b, 25c, 29a, 29b, 33b. Contracts: 40a, 41, 45, 46, 50. Comb.; Cont. Discounts: 60b, 60i, 60j, 60k, 61b, 62a, 62d. Cancellation: 70c, 71a, 72, 73a, 73b. Member: PSA Group.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 3/1/73—Rec'd 3/5/73

AAA—Mon thru Fri 10 am-7 pm.  
AA—Mon thru Fri 6-10 am; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 5-6 am & 7 pm-midnight.  
B—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

PER WK:	6	12	18	24	30
PER YR:	56x	156x	312x	500x	672x

AAA	36	32	28	24
AA	32	28	24	20
A	28	24	20	16
B	14	12	10	8

AAA	29	26	22	19
AA	26	22	19	16
A	22	19	16	13
B	12	10	8	6

**30 SECONDS**

AAA	26	22	19	16
AA	22	19	16	13
A	18	15	12	10
B	12	10	8	6

**7. PACKAGE PLANS**

1/3AAA, 1/3AA, 1/3A

PER WK:	6	12	18	24	30
1 min.	144	252	342	384	420
30 sec.	114	204	270	312	336

CONSECUTIVE WEEK DISCOUNT

13 wk—5%	26 wk—7-1/2%	52 wk—10%
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**KMET (FM)**

1961

**NAB**

**RAB**

A Metromedia Station

Media Code 4 205 3420 8.00  
Metromedia Stereo. Division of Metromedia, Inc., 5828 Wilshire Blvd., Los Angeles, Calif. 90036. Phone 213-937-0117.

See affiliated AM station for additional information. AM facilities: KLAC—Howard Hoom. Program Director—Mikel Harrington.

**STATION'S PROGRAMMING DESCRIPTION**  
KMET (FM): Programmed to young adult (18-34) audience. MUSIC: Contemporary popular albums & hit singles. AIR PERSONALITIES handle all segments. Emphasis on community involvement including consumer service switchboard. NEWS: 5-min at :50 in AM drive times, 10-min at 12N, 15-min at 5:45 PM, 3 man local news staff; 1 mobile unit; Washington news office. COMMERCIAL POLICY: 8 units per hour. maximum. Contact Representative for further details. Rec'd 5/21/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—L. David Moorhead.  
General Sales Manager—Howard Hoom.  
Program Director—Mikel Harrington.
- FACILITIES**  
ERP: 58,000 w. (horiz.), 58,000 w. (vert.); 94.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,835 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8. Comb.; Cont. Discounts: 60k. Cancellation: 70a, 71a, 72, 73a. AM facilities: KCABC. Affiliated with American FM Network. Rates contained herein are in accordance with Phase III guidelines as issued by The Cost of Living Council.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 5/1/74—Rec'd 4/30/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 8 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun midnight-2 am; Mon thru Fri 6-10 am; Sat & Sun 6-8 am.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

AAA	100	85	80	75	70
AA	75	70	65	60	55
A	55	50	45	40	35

**30 SECONDS**

AAA	80	68	64	60	56
AA	60	56	52	48	44
A	44	40	36	32	28

**7. PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A MON THRU SUN

1 min.	60	55	50	45	40
30 sec.	48	44	40	36	32

BTA—TOTALLY PREEMPTIBLE

1 min.	55	51	47	43	39
30 sec.	44	41	38	34	30

ALL NIGHT PACKAGE—2-6 AM

ROTATES OVER 6 DAYS:	6	12	18	24	30
Specified time, extra 20%.	14	12	10	8	6

Frequency spots. TAP combinable for discount. TAP & BTA preemptible.

CONSECUTIVE WEEK DISCOUNT

26 wk—5%	52 wk—10%
Minimum expenditure of 100.00 per wk.	

**KMPC**

1928



GOLDEN WEST BROADCASTERS

Represented by  
Major Market Radio, Inc.

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 205 3450 5.00  
KMPC—Golden West Broadcasters, 5858 Sunset Blvd., Los Angeles, Calif. 90028. Phone 213-469-5311.

**STATION'S PROGRAMMING DESCRIPTION**  
KMPC: Programmed for an audience 18 years upward. MUSIC: MOR, NEWS, at :60, headlines at :30, 2 helicopters, 1 twin-engine airplane, & 11 radio-equipped mobile units. 8:30 am. M-F. news, business sports. 6-8:30 pm sports & news. SPORTS: play-by-play, including Major League baseball, pro football & college football & basketball. Editorials & documentaries frequently. Contact Representative for further details. Rec'd 10/30/72.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Stanley L. Spero.  
General Sales Manager—Kenneth L. Miller.  
National Sales Manager—James A. Johnson.
- REPRESENTATIVES**  
Major Market Radio, Inc.
- FACILITIES**  
50,000 w. days, 10,000 w. nights; 710 kc. Directional—night only.  
On rating schedule full time. PST
- AGENCY COMMISSION**  
15/0 time, talent and other; payable when rendered.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 3/1/73—Rec'd 3/5/73

AAA—Mon thru Fri 10 am-7 pm.  
AA—Mon thru Fri 6-10 am; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 5-6 am & 7 pm-midnight.  
B—Mon thru Sun midnight-5 am.

**6. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 27, 28a, 29a, 33b. Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49, 51a, 51b, 51c. Comb.; Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Advertisers cooperating in group broadcasts required to make individual contracts.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 30 Eff 4/1/73—Rec'd 3/30/73

AAAA—Mon thru Fri 6:05-10 am; Sat 7:05-10 am.  
AAA—Mon thru Sat 3:05-7 pm.  
AA—Mon thru Sat 10 am-3:05 pm & 7-7:05 pm; Mon thru Fri 6-6:05 am; Sun 7 am-7:05 pm.  
A—Mon thru Sat 7:05 pm-midnight; Sat 6-7:05 am; Sun 7:05-10:05 pm.  
B—Mon thru Sat 5-6 am; Sun 5-7 am & 10 pm-midnight.  
C—Sun thru Sat midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

FLAT:	AAAA	AAA	AA	A	B	C
1 min.	180	140	100	75	55	25
30 sec.	145	115	80	60	45	20

Not combinable with Wkly MPC Plan; count toward frequency for Annual MPC Plan.

**7. PACKAGE PLANS**  
MAXIMUM PERSONALITY COMBINATION PLAN

PER YR:	156x	280x	312x	624x	936x	1248x
AAAA	140	135	130	125	120	115
AAA	100	95	90	85	80	75
AA	90	85	80	75	70	65
A	65	62	60	55	50	45
B	45	40	35	30	25	20
C	18	17	16	15	14	13

**30 SECONDS**

AAAA	112	108	104	100	96	92
AAA	88	84	80	76	72	68
AA	72	68	64	60	56	52
A	52	50	48	44	40	36
B	36	32	28	24	20	18
C	15	14	13	12	11	10

**1 MINUTE**

PER WK:	6	12	18	24	30	36	42	48
AAAA	150	145	140	135	130	125	120	115
AAA	120	115	110	105	100	95	90	85
AA	95	92	90	85	80	75	70	65
A	75	70	65	62	60	55	50	45
B	50	48	45	40	35	30	25	20
C	20	19	18	17	16	15	14	13

**30 SECONDS**

AAAA	120	116	112	108	104	100	96
AAA	96	92	88	84	80	76	72
AA	76	74	72	68	64	60	56
A	60	56	52	50	48	44	40
B	40	38	36	32	28	24	20
C	17	16	15	14	13	12	11

10 sec: 60% of 1-min only. AAA, AA, A, B, C.

20-sec spots count as 1 when combined with 30-sec or 1-min spot for frequency on latter.

Maximum schedule 1/2AAA & AAA with maximum 1/4AAAA, 1/5 or more A & balance AA (2B for AA & 4C for A may be substituted) subject to availability.

**8. PROGRAM TIME RATES**

PER WK:	1x	2x	3x	4x	5x
1/4 hr.	390	375	355	335	320
10 min.	290	270	255	245	230
5 min.	205	200	185	175	160

**CLASS AAA**

# CALIFORNIA

Los Angeles—Continued

**KOST (FM)**  
1957

**AVCO**  
RADIO SALES  
Good Music

**NAB** **FMB**

Media Code 4 205 3490 1.00  
Chairman of the Board—Barton R. McLendon.  
The McLendon-Pacific Corp., 5670 Wilshire Blvd.,  
Los Angeles, Calif. 90038. Phone 213-937-1035.  
TWX 910-321-2844.  
Send copy to: Program Director: Rod Roddy, above  
address.

## 1. PERSONNEL

Chairman of the Board—Barton R. McLendon.  
President—Gordon B. McLendon.  
General Manager—William Hillinck.

## 2. REPRESENTATIVES

Arco Radio Sales.  
Northwest—Simpson/Reilly & Associates Co.  
McLendon Stations: See Rep & S/O pages.

## 3. FACILITIES

ERP 12,500 w. (horiz.), 12,500 w. (vert.); 103.6 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 6,100 ft. above sea level.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a,  
28a, 28c, 29a, 30, 33c.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60c, 60f, 60h, 60i,  
62b, 62d.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80.

Affiliated with Avco Group Plan.

Member: McLendon Stations.  
Sold in combination with XETRA, San Diego.  
See that listing for rates.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 4/1/74—Rec'd 8/30/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

A—Mon thru Sun 7 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

1 MINUTE

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	61	57	53	49	45	41
AA	59	55	51	47	43	39
A	40	36	32	28	24	20

30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

**KPOL**  
1952

**KPOL-FM**  
1957

**BLAIR** **RADIO**

**NAB**

**RAB**

**NAB** **FMB**

Subscriber to the NAB Radio Code

Media Code 4 205 3510 6.00  
Capital Cities Broadcasting Corp., 5700 Sunset Blvd.,  
Los Angeles, Calif. 90028. Phone 213-466-4123.  
TWX 910-321-4202.

## STATION'S PROGRAMMING DESCRIPTION

KPOL: Programmed for adults.  
MUSIC: Popular standards, plus fully orchestrated recent hits. Popular solo vocal artists, plus group vocals. NEWS: 10 man staff. Local and national live and tape actualities. Traffic, financial, sports reports. News commentary 4X daily. Public affairs in drive time. AIR PERSONALITIES handle all music segments. Music specials, listener contests and games featured regularly. Contact Representative for further details. Rec'd 1/28/74.

## 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Peter C. Newell.  
General Sales Manager—Paul LaGasse.  
National Sales Manager—Gene Wagner.

## 2. REPRESENTATIVES

Blair Radio.

## 3. FACILITIES

50,000 w. days, 10,000 w. nights; 1540 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.  
FM-ERP 100,000 w.; 93.9 mc.  
Antenna ht.: 998 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 net time and talent; payable when rendered.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21b, 23a, 24a, 24b, 28c.  
Contracts: 40c, 45.  
Comb.; Cont. Discounts: 60b, 60c, 60d, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Minimum rateholder: 100.00 weekly expenditure.  
Affiliated with Blair Represented Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 27 Eff 9/2/74—Rec'd 8/26/74.

AAA—Mon thru Sat 10 am-3 pm; Mon thru Fri 6-10 am & 3-8 pm.

AA—Sat & Sun 6-10 am & 3-8 pm; Sun 10 am-3 pm.

A—Mon thru Sun 5-6 am & 8 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
6 ti.....	125	98	54
12 ti.....	113	90	53
18 ti.....	103	82	52
24 ti.....	93	74	51

1/3 non-AAA may be scheduled in adjacent time classes; subject to availability & preemptible back to original time class without notice.  
Mon thru Sun 11 pm-6 am (when available); also available AM/FM separately.  
1 min, flat..... 10 30 sec, flat..... 8

## 7. PACKAGE PLANS

TAP I—2/3AAA, 1/3A

	6x	12x	18x	24x	312x	624x	936x	1248x
1 min 80	78	76	74	71	68	65	62	62
30 sec 64	62	61	59	57	54	53	50	50

TAP II

\*2/3 Mon thru Sat 5 am-8 pm, 1/3 Mon thru Sun 8 pm-midnight.

	AAA	AA	A
1 min 64	63	61	59
30 sec 51	50	49	48

(\* Maximum of 1 in 8 spots, or 12-1/2% 5-6 am. As available, may be scheduled 6 am-8 pm; preemptible back to original time class without notice.

## BULK

PER YR:	AAA	AA	A
312 x.....	89	71	49
624 x.....	86	69	47
936 x.....	83	66	45
1248 x.....	80	64	43

## 10. SPECIAL FEATURES

MON THRU FRI 7, 7:30, 8, 8:30 AM, 5, 6 PM  
1x 65x 130x 260x 520x  
News ..... 130 127 124 122 120  
All other times, 1-min rate plus 10%.

**KRLA**  
1941

**PASADENA**

**MEEKER CO.**  
RADIO SALES

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Los Angeles Urban Area.)  
Media Code 4 205 4110 4.00  
Oak Knoll Broadcasting Corp., 1401 South Oak Knoll,  
Pasadena, Calif. 91109. Phone 213-681-2591.  
Sales office: 9034 Sunset Blvd., Los Angeles, Calif.  
90069. Phone 213-272-0183.

## STATION'S PROGRAMMING DESCRIPTION

KRLA: Programmed for adults 20-50.  
MUSIC: album cuts. SPORTS: National Hockey League play-by-play. Air traffic reports; 2 fixed wing aircraft 7-9 am & 4-6 pm, M-F. Beach reports Sat. & Sun. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 9/3/74.

## 1. PERSONNEL

Vice-Pres. & Sta. Mgr.—Hal Mathews.  
General Sales Manager—Ms. Andi Pollsky.

## 2. REPRESENTATIVES

Meeker Radio, Inc.

## 3. FACILITIES

50,000 w. days, 10,000 w. nights; 1110 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3h, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h.  
Basic Rates: 22a, 22h, 23a, 24a, 29a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 32 Eff 8/1/74—Rec'd 7/29/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.

A—Mon thru Sun 7 pm-midnight.

B—Tues thru Sun midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min.....	50	45	25
30 sec.....	40	35	15

## 7. PACKAGE PLANS

PER WK, 1/2AAA, 1/2AA:

	12 ti	18 ti	24 ti
1 min.....	44	42	40
30 sec.....	38	28	26

Scheduled evenly over 6 days. (D)

**KRTH (FM)**  
1941

**RAB**

**NAB** **FMB**

An RKD General Station  
Media Code 4 205 3567 6.00  
KHJ Division, RKD General Broadcasting, 5901  
Venice Blvd., Los Angeles, Calif. 90034. Phone  
213-937-5230. TELEX 910-321-4491.  
See affiliated AM station for additional information.  
AM facilities: KHJ.

## STATION'S PROGRAMMING DESCRIPTION

KRTH (FM): MUSIC: all Oldies; rock & roll hits from 50's & early 60's. COMMERCIAL POLICY: 4 commercial breaks per hour. Involved with community needs & presents 2 major public affairs programs per week plus constant editorials on major issues. Contact Representative for further details. Rec'd 12/15/72.

**XTRA**  
**KOST**  
**No. 1**  
**Again**

in t adults 25-49\*

More beautiful—er!  
music.

\*Source: Los Angeles ARB, 4 book average July/Aug. 1973 thru Apr./May 1974 avg. 1/4 hr. Aud., Total Survey area 6 AM to Mid. Mon. thru Sun.

**XTRA**  
**KOST**

Los Angeles-San Diego

The

**McLendon**

Stations in So. California  
X-TRA (U.S. Sales Rights)  
& KOST represented by AVCO  
Radio Sales

## 1. PERSONNEL

General Manager—Allan D. Chlowitz.  
Sales Manager—John Squyres.  
Program Director—Jim Pewter.

## 2. REPRESENTATIVES

RKO Radio Representatives, Inc.

## 3. FACILITIES

ERP 58,800 w.; 101.1 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 5,858 ft. above average terrain.

## TIME RATES

No. 11 Eff 6/1/74—Rec'd 6/3/74.

AA—Mon thru Sun 10 am-8 pm.

A—Mon thru Sun 6-10 am & 8 pm-midnight.

B—Mon thru Sun midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti	66	64	62
1 min 66	64	62	60
30 sec 54	52	50	48

B: Flat, 1-min 15:00; 30-sec 12:00.  
10 sec: 50% of 1-min.

## 7. PACKAGE PLANS

ROCK AROUND THE CLOCK—1/2AA, 1/2A

	AAA	AA	A
WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti	46	44	42
10 sec: 50% of 1-min.	46	44	42

Preemptible by spots, scheduled over 7 consec days.  
Subject to availability.

**KWKW**  
**PASADENA**

City of license—Pasadena, Calif.  
Los Angeles—8777 Hollywood Blvd., Hollywood, Calif.  
90028. Phone 213-465-6171.  
See listing under Los Angeles Urban Area.

**KWST (FM)**  
1956

**Century National Sales**

**NAB**

Media Code 4 205 3575 9.00  
Century Broadcasting Corp., 8833 W. Sunset Blvd.,  
Los Angeles, Calif. 90069. Phone 213-657-6130.

## STATION'S PROGRAMMING DESCRIPTION

KWST (FM): Programmed for adults.  
MUSIC 89%: standards, film music, showtunes, middle-of-the-road. Arrangements 30% instrumental, 20% group vocal. NEWS 1%: headlines on half hour. COMMERCIAL POLICY 10%: 6 commercial minutes hourly maximum, 1 hour separation between competitive accounts for product protection. Contact Representative for further details. Rec'd 6/20/68.

## 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Gordon Potter.  
Local Sales Manager—Dick Warsaw.  
Program Director—Charles Salerno.

## 2. REPRESENTATIVES

Century National Sales.

## 3. FACILITIES

ERP 72,000 w. (horiz.), 72,000 w. (vert.); 105.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,000 ft. above sea level.

## 4. AGENCY COMMISSION

15/0; payable 10 days following invoice date.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 21b, 21d, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40c, 41, 44a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 60c, 60g, 61c.  
Cancellation: 70d, 72, 73a.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 15G Eff 4/1/74—Rec'd 3/25/74.

AAA—Mon thru Sun 10 am-7 pm.

AA—Mon thru Sun 6-10 am.

A—Mon thru Sun 7 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min.....	59	57	55
30 sec.....	48	44	42

## 7. PACKAGE PLANS

TAP—1/2AAA, 1/4AA, 1/4A

	12 ti	18 ti	24 ti
1 min.....	49	47	45
30 sec/less.....	39	38	37

## CONSECUTIVE WEEK DISCOUNT

26+ wk—5%.

**KXTZ**

NOTE: The call letters of this station have been changed to:

**KBIG**

**KXTZ**

**LOS ANGELES**

NOTE: The call letters of these stations have been changed to:

**KBIG**

**KBIG**

(Los Angeles continued on next page)



**X E G M**  
TIJUANA, MEX.  
**Spanish**

City of license, Tijuana, Mexico.  
Los Angeles office: 6430 Sunset Blvd., Hollywood,  
Calif. 90028. Phone 213-464-7525.  
See listing under San Diego, Calif.

**Advertisement**

**STATION'S PROGRAMMING DESCRIPTION**  
XEGM: Programmed 100% Spanish for adults.  
MUSIC: general popular, MOR, PERSONALITIES  
handle all segments. Women's feature 8-10 am  
M-Sat. SPORTS: boxing live Thurs 8:30-10:30 pm.  
NEWS: 5 min every hour; editorials, feature  
reports, sport news, commentaries, woman's point of  
view, horoscope, movie reviews at :30. Rec'd 2/15/74.

- PERSONNEL**  
Station Manager—Jose Liberman.  
Sales Manager—Teddy Ferguson.
- FACILITIES**  
10,000 w.; 950 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 21a, 21d, 22a, 23a, 25a, 28b,  
29c, 29a, 30, 31.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60i, 62b, 62d.  
Cancellation: 70b, 71a, 73a, 73b.  
Prod. Services: 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET 3/1/70—Rec'd 2/15/74.  
AA—5 am-10 pm.  
A—10 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	780x	1000x
1 min.	35	30	25	22	20	18	17
30/20 sec.	28	24	20	18	16	15	14
10 sec.	60% of 1-min.						

**CLASS A**

1x	52x	156x	260x	312x	624x
1 min.	15	14	13	12	11
30/20 sec.	12	11	10	9	8

**7. PACKAGE PLANS**

**SATURATION PACKAGE—CLASS AA**

PER WK:	18 ti	24 ti	30 ti	36 ti	42 ti
PER DAY:	4	4	4	5	7
1 min.	25	22	20	18	17
30/20 sec.	20	18	16	15	14

4-week minimum contract.

**8. PROGRAM TIME RATES**

CLASS AA	1x	52x	156x	260x	312x	520x	624x
1 hr.	225	185	170	---	---	---	---
1/2 hr.	125	110	100	---	---	---	---
1/4 hr.	75	70	65	60	---	---	---
5 min.	45	39	35	30	---	27	---

CLASS A	1x	52x	90	--- <th>--- <th>--- </th></th>	--- <th>--- </th>	---
1 hr.	111	92	90	---	---	---
1/2 hr.	69	61	55	---	---	---
1/4 hr.	39	35	33	31	29	---
5 min.	21	18	17	16	15	14

(80)

**X E P R S**  
TIJUANA, MEXICO  
1974

(This is a paid duplicate of the listing appearing under San Diego, Calif.)  
Media Code 4 205 7260 4.00  
United States sales offices, Time Sales, Inc., 1355 Harbor Dr., San Diego, Calif. 92101. Phone 714-238-0800.  
Los Angeles office: Time Sales, Inc., 6362 Hollywood Blvd., Hollywood, Calif. 90028. Phone 213-466-1823.

**STATION'S PROGRAMMING DESCRIPTION**  
XEP RS: MUSIC: modern country. Contact Representative for further details. Rec'd 4/15/74.

- PERSONNEL**  
President—Paul C. Schaefer.  
General Manager—Tom Boise.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
50,000 w.; 1090 kc. Clear channel.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21d, 23a.  
Contracts: 40a, 46.  
Cancellation: 71a.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 4-74R ET 7/1/74—Rec'd 7/1/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sun 10 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	780x	1000x
FIXED:	27	22	24	21	19	16	16
6 ti.	26	21	23	20	18	15	15
12 ti.	25	20	22	19	17	14	14
18 ti.	24	19	21	18	16	13	13
24 ti.	23	18	20	17	15	12	12
30 ti.	23	18	20	17	15	12	12
10 sec.	50% of 1-min.						

**7. PACKAGE PLANS**

ROS—6 AM-10 PM

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min.	22	21	20	19
30 sec.	19	18	17	16

10 sec.: 50% of 1-min.

(80) (D)

**XETRA**

1934  
TIJUANA, MEXICO



**Good Music**

(This is a paid duplicate of the listing appearing under San Diego, Calif.)  
Media Code 4 205 7290 1.00

United States Sales Office—Texas Triangle, Inc.,  
5670 Wilshire Blvd., Los Angeles, Calif. 90036.  
Phone 213-937-1035. TWX 910-321-2844.

- PERSONNEL**  
General Sales Manager—William Hillnick.  
Station Manager—Luis Carrillo.  
National Sales Coordinator—Clark Biggs.
- REPRESENTATIVES**  
Arco Radio Sales.  
Northwest—Simpson/Relly & Associates Co.  
McLendon Stations: See Rep & S/O pages.
- FACILITIES**  
50,000 w.; 690 kc.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 25a,  
28a, 28c, 29a, 30, 33c.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60g, 60i.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80.  
Affiliated with Avco Group Plan.  
Member: The McLendon Stations.  
Sold individually and in combination with KOST (FM).

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 12 ET 4/1/74—Rec'd 8/30/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
AAA	61	57	58	49	45	41	41
AA	59	55	51	47	43	39	39
A	40	36	32	28	24	20	20

30 sec.: 80% of 1-min. 10 sec.: 70% of 1-min.

XETRA/KOST (FM), LOS ANGELES  
COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 7 ET 4/1/74—Rec'd 8/30/74.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
AAA	100	95	90	85	80	75	75
AA	95	90	85	80	75	70	70
A	60	55	50	45	40	35	35

30 sec.: 80% of 1-min. 10 sec.: 70% of 1-min.

26 wk—5% 52 wk—10% (80) (D)

**STATIONS IN LOS ANGELES URBAN AREA**

**K A G B (FM)**

1959  
INGLEWOOD

**DEVNEY ORGANIZATION**

**Independent Black**

Media Code 4 205 3675 7.00

Avant Garde Broadcasting, Inc., 9920 La Cienega Blvd., Inglewood, Calif. 90301. Phones 213-641-3222, 778-2383.

**STATION'S PROGRAMMING DESCRIPTION**  
KAGB (FM): Programmed for audience 18-40.  
MUSIC: R & R, progressive rock, mainstream jazz, comedy & Gospel. NEWS: 5 min at :50, 1 min capsule at :20. FEATURES: 3 x daily sports show, consumer check out counter, calendar of arts. ALL PERSONALITIES: 6-10 am advice to lovers; 1-2 pm recipes for housewife; 2-6 pm golden oldies; 6-11 pm light jazz with poetry; 11 pm-midnight featured artist, LP play; midnight-6 am blue. SUN: 15 min news shows, audio journal, 4a, 6 am-5 pm R & B, rock format. 5 pm-midnight discussions, interviews, debates; religion 10-10:30 pm. Contact Representative for further details. Rec'd 10/29/73.

- PERSONNEL**  
President—Clarence Avant.  
Vice-Pres. & Gen'l Mgr.—Del Shields.  
Program Director—Cal Shields.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
EHP: 1.600 w.; 103.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.

**TIME RATES**

No. 1 ET 3/5/73—Rec'd 8/2/73.

AA—Mon thru Sat 3 pm-midnight.  
A—6 am-3 pm & midnight-2 am.  
B—2-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
1 min.	27	23	20	18	17	16	16
30 sec.	22	20	18	16	15	14	14
156x	21	19	18	16	15	14	14
312x	20	18	17	15	14	13	13
468x	19	17	16	14	13	12	12
624x	18	16	15	13	12	11	11
936x	18	16	15	13	12	11	11
1248x	17	15	14	12	11	10	10
1872x	16	14	13	11	10	9	9
2496x	16	14	13	11	10	9	9

B: 50% of A.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	15 sec
6 ti.	21	19	18
12 ti.	19	17	16
18 ti.	18	16	15
24 ti.	18	16	15
36 ti.	17	15	14

B: 50% of A.

**KALI**

1950

**SAN GABRIEL**

A Tele-Broadcasters Station  
Media Code 4 205 3690 6.00  
Tele-Broadcasters of California, Inc., 5723 Melrose Ave., Hollywood, Calif. 90038. Phone 213-466-6161.

**STATION'S PROGRAMMING DESCRIPTION**  
KALI: Programmed 100% Spanish with emphasis on popular music, news, weather and sports with helicopter reports during traffic times. ALL PERSONALITIES handle all segments. Women's feature 9:30-10:30 am. M-Sat. NEWS: every half hour and on hour. Sports 6-8:15 pm. M-Sat. Color reports 6:30-9:30 am & 3:30-6:45 pm at 15 min intervals. Remote broadcasts for special events such as boxing and soccer and parades. Commercials translated free. Contact Representative for further details. Rec'd 4/28/70.

- PERSONNEL**  
President—Richard Eaton.  
Vice-Pres. & Gen'l Mgr.—Phillip A. Malkin.
- REPRESENTATIVES**  
UBC Sales, Inc.
- FACILITIES**  
5,000 w.; 1430 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.  
Basic Rates: 20b, 22b, 23a, 24a, 25a, 28b, 29b, 32b, 33b.  
Contracts: 40c, 41, 42c, 44b, 45, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Latin Network.  
Entire schedule in Spanish.  
Rates include translation of copy from English to Spanish.

**TIME RATES**

No. 19 ET 10/1/73—Rec'd 2/1/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
1 min.	50.00	48.00	48.00	44.00	48.00	44.00	44.00
30 sec.	40.00	38.40	38.80	35.20	38.40	36.80	35.20

10 sec.: 60% of 1-min.

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	45.00	42.00	40.00	38.00
30 sec.	36.00	33.60	32.00	30.40

10 sec.: 60% of 1-min.

CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10% (CR)

**K A P X (FM)**

1971  
SAN CLEMENTE

**N I A F M B**

(This is a paid duplicate of the listing appearing under San Clemente, Calif.)

Media Code 4 205 8690 3.00  
El Camino Broadcasting Corp., 800 S. El Camino Real, San Clemente, Calif. 92672. Phones 714-492-9800, 831-0656.

**STATION'S PROGRAMMING DESCRIPTION**  
KAPX (FM): Programmed for adults.  
MUSIC: Middle-of-the-road, film and show tunes, standards plus current hits performed by contemporary artists. Vocals and instrumentals days, instrumentals only nights. NEWS: Local and regional at :60; Network news at :30; sports, weather, surfing conditions, marine weather, community bulletins on the quarter hours. Race results. 6:15 PM; Business news 8:15 AM. Heavy involvement in community affairs. COMMERCIAL POLICY: 8 minutes maximum per hour, in music format presented in uninterrupted quarter-hour segments. No clusters. Rec'd 1/28/74.

- PERSONNEL**  
Pres./Dir. Sales—Kirk Munroe.  
Exec. Vice-Pres./Prog.—David Mathews.  
News Director—Mike Chamberlin.
- FACILITIES**  
ERP 28,500 w. (horiz.). 23,500 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 971 ft. above average terrain.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.  
Rate Protection: 12b, 16.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 26.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61h, 62c.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**CALIFORNIA**

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 9/15/73—Rec'd 8/31/73.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
1 min.	12.00	11.00	10.00	9.00	8.00	8.00	8.00
30 sec.	9.60	8.80	8.00	7.20	6.40	6.40	6.40

**7 PM-MIDNIGHT**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
1 min.	10.00	9.00	8.00	---	---	---	---
30 sec.	8.00	7.20	6.40	---	---	---	---

15 sec. flat 6.00.

**8. PROGRAM TIME RATES**

CLASS AA	1x	52x	156x	260x	312x	500x	1000x
6 am-7 pm	40	65	100	---	---	---	---
7 pm-midnight	30	55	75	---	---	---	---

- SPECIAL FEATURES**  
Local/Regional news—ea 18.00, incl 30-sec

# CALIFORNIA

Los Angeles Urban Area—Continued

**KBRT**

(formerly KBIG)  
1965

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 205 3770 6.00

A Division of Bonneville International Corp., 7755 Sunset Blvd., Los Angeles, Calif. 90046. Phone 213-874-7700.

Studios: Avalon, Catalina Island and Hollywood, Calif.  
**STATION'S PROGRAMMING DESCRIPTION**  
K13HT: Programmed for adults 18-49.  
**MUSIC:** up to 50 min of popular adult music with 3 talk breaks per hr. **NEWS:** min reports at :35, additional newscasts in am drive. **SPECIAL FEATURE:** weather conditions for boat owners at :55. Contact Representative for further details. Rec'd 8/7/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Joseph L. Dorton.  
Nat'l & Gen'l Sales Mgr.—Lew Hunter.  
Director of Operations—Fred Seiden.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
10,000 w. days; 740 kc. Directional.  
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23a, 24b, 24c, 28a, 28c, 29a, 29b, 30, 33c.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.  
FM facilities: K13IG, Los Angeles.  
Affiliated with Avco Group Plan.  
Sold in combination with KBIG, Los Angeles: See combination listing under Los Angeles.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 3 ET 5/20/74—Rec'd 6/4/74.

- SPOT ANNOUNCEMENTS**  
**PER WK:**  
1 min. 20 12 18 12 24 16 14  
30 sec. 16 14 13 12 11  
10 sec: 60% of 1-min.
- SPECIAL FEATURES**  
Newscasts—1-1/2x 1-min.

**KDAY**

1947  
SANTA MONICA

**RAB**

A Rollin's Group Station

Media Code 4 205 3780 5.00  
Rollins Broadcasting of Delaware, Inc., 1700 N. Alvarado, Los Angeles, Calif. 90026. Phone 213-665-1105, 451-5656. TVX: 910-321-3028.

**STATION'S PROGRAMMING DESCRIPTION**  
KDAY: MUSIC: R & B, featuring top R & B hit singles and lp's, presented by black personalities. **NEWS:** local and network. Contact Representative for further details. Rec'd 3/12/74.

- PERSONNEL**  
Vice-Pres. Radio, Rollins, Inc.—Paul H. Downs.  
General Manager—Gary Price.  
Program Director—Jim Maddox.
- REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.
- FACILITIES**  
50,000 w.; 1580 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Rollins, Inc.

**TIME RATES**

No. 6A—ET 9/1/74—Rec'd 8/12/74.

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

**KEYZ**  
ANAHEIM



**AVERY-KNODEL, INC.**

**NAB**

**RAB**

Media Code 4 205 3795 9.00

KEYZ Radio, Inc., 1190 E. Ball Rd., Anaheim, Calif. 92805. Phone 714-776-1191.  
Other office—1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.

**STATION'S PROGRAMMING DESCRIPTION**  
KEYZ: MUSIC: is popular. Disc Jockey personalities broadcasting 24 hours a day. 3 man news team department with mobile cruiser and an air watch plane. 10 min newscast at 6, 7, 8 and 9 am; noon, 3, 5, 6, 7 and 9 pm. UPI audio and wire service. **SPORTS:** included in every newscast. Traffic reports during commuting hours M-F. Holiday traffic reports thru Southern California Automobile Association BEBA network. Beach, mountains, desert weather forecasts given hourly 24 hours a day, 7 days a week. Contests-audience participation, run 18 hours a day M-Sun. Contact Representative for further details. Rec'd 12/8/69.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Daniel P. Mitchell.  
Vice-Pres. & Gen'l Sales Mgr.—Peter L. Townsend.  
Regional Sales Director—Edward Bushman.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
5,000 w. days, Non-directional, 1,000 w. nights; 1190 kc.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 31, 33c.  
Cancellation: 40a, 41, 44b, 45, 46, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60e, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81, 82.

**NATIONAL AND LOCAL RATES SAME**

No. 12 ET 5/1/74—Rec'd 3/27/74.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Stanley G. Warwick.  
General Sales Manager—James F. Mergen.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w.; 1260 kc. Directional.  
Operating schedule: 24 hrs. daily. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 47a.  
Comb.: Cont. Discounts: 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Vice-Pres. Radio, Rollins, Inc.—Paul H. Downs.  
General Manager—Gary Price.  
Program Director—Jim Maddox.
- REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.
- FACILITIES**  
50,000 w.; 1580 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Rollins, Inc.

**KEYZ-FM**  
1959  
ANAHEIM

**NAB**

**RAB**

Media Code 4 205 3796 1.00

KEYZ Radio, Inc., 1190 E. Ball Rd., Anaheim, Calif. 92805. Phone 714-776-1190.  
Other office—1258 N. Highland Ave., Hollywood, Calif. 90038. Phone 213-463-5621.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KEYZ-FM: Programmed for adult male 18-24.  
**MUSIC:** 54 min of current album rock hits per hour.  
**NEWS:** Earth news. **COMMERCIAL POLICY:** played in clusters at 1/4 hour. Maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/3/74.

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

**KFOX**

1924  
LONG BEACH

**NAB**

A John Walton Station

Subscriber to the NAB Radio Code

Media Code 4 205 3810 0.00  
KFOX, Box 1280, Long Beach, Calif. 90801. Phones 213-436-7281; Los Angeles 213-775-2387; Los Angeles Sales 213-465-6171.

**STATION'S PROGRAMMING DESCRIPTION**  
KFOX: MUSIC: country, with personality DJs. **NEWS:** 5 min at :30 combining 3 man news staff with network reports. Listener comments provide community involvement. Air traffic reports on traffic

conditions during AM & PM peak hours. Personalities do live remotes from sponsor locations. Contact Representative for further details. Rec'd 4/2/73.

- PERSONNEL**  
General Manager—Paul Hull.  
General Sales Manager—Dave Sweetney.  
Program Director—John Fricke.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
1,000 w.; 1280 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 4a.  
Contracts: 40a.

**TIME RATES**

ET 6/1/74—Rec'd 7/18/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-5 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 5-7 pm.  
A—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**  
**PER WK:**  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
6 ti. 33 27 26 21 20 16  
12 ti. 31 25 24 19 18 14  
18 ti. 28 22 21 16 15 13  
24 ti. 25 19 18 13 12 10  
30 ti. 23 17 16 11 10 7

- PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A  
Avery-Knodel, Inc.  
1 min. 21 18 16 14  
30 sec. 16 13 11 10

- PROGRAM TIME RATES**  
**MINIMUM 13 WKS:**  
1 hr. 65 85 150  
1/2 hr. 52 65 100  
1/4 hr. 45 55 100

- CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%

**KGER**

LONG BEACH

See listing under Long Beach, Calif.

**KGIL**

1947  
SAN FERNANDO

**RAB**



Buckley Radio Sales, Inc.

Media Code 4 205 3840 7.00  
Buckley Broadcasting Corp. of California, 14800 Lassen St., San Fernando, Calif. 91343. Phones 213-894-9191; 213-877-3466.

**STATION'S PROGRAMMING DESCRIPTION**  
KGLL: Programmed for adults 25-49.  
Combines popular music with nationally known personalities. 10 man news staff broadcasts hourly. 11 min of news per hour during drive times, 6 min per hour in other times. 2 airtrac, 5 2-way radio cruisers cover freeway traffic, local news. Major league sports commentary & analysis, play-by-play major local sports events. Mobile studio van originates live remote DJ programs from sponsor locations. Contact Representative for further details. Rec'd 10/29/73.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Stanley G. Warwick.  
General Sales Manager—James F. Mergen.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w.; 1260 kc. Directional.  
Operating schedule: 24 hrs. daily. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 47a.  
Comb.: Cont. Discounts: 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Vice-Pres. Radio, Rollins, Inc.—Paul H. Downs.  
General Manager—Gary Price.  
Program Director—Jim Maddox.
- REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.
- FACILITIES**  
50,000 w.; 1580 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b, 33d.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60h, 60i, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Rollins, Inc.

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

- PERSONNEL**  
Station Manager—Thomas Milner.
- FACILITIES**  
ERP 2,500 w. (horiz.), 2,500 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 886 ft. above average terrain.
- TIME RATES**  
ET—Rec'd 6/3/74.
- SPOT ANNOUNCEMENTS**  
1 min. 14 30 sec. 10

PER YR:	10 SECONDS				
	AAA	AA	A	B	C
1 x.....	51	39	33	18	15
24 x.....	47	36	30	17	14
48 x.....	44	34	28	15	12
72 x.....	41	32	24	14	11
150 x.....	38	30	23	12	10
312 x.....	35	29	22	11	9
624 x.....	33	27	21	10	8
936 x.....	32	26	20	9	7
1248 x.....	30	24	19	8	6

PER WK:	1 MINUTE				
	AAA	AA	A	B	C
6 ti.....	72	56	43	24	20
12 ti.....	67	53	41	22	18
18 ti.....	63	50	39	20	16
24 ti.....	59	48	37	18	14
30 ti.....	53	46	35	17	12

PER WK:	30 SECONDS				
	AAA	AA	A	B	C
6 ti.....	58	45	35	20	16
12 ti.....	54	43	32	18	15
18 ti.....	48	41	31	16	13
24 ti.....	48	39	29	15	12
30 ti.....	44	37	28	14	11

PER WK:	10 SECONDS				
	AAA	AA	A	B	C
6 ti.....	44	34	26	15	12
12 ti.....	41	32	24	14	11
18 ti.....	38	31	23	12	10
24 ti.....	36	30	22	11	9
30 ti.....	33	28	21	10	8

PER WK:	ECONOMY PLAN				
	(20% AAA/AA, 50% A, 20% B, 10% C)	1 min 30 sec 10 sec			
10 ti.....	340	280	210	210	210
20 ti.....	640	520	400	400	400
30 ti.....	900	720	540	540	540

PER YR:	NEWSCASTS/SPORTS/TRAFFIC				
	1x	24x	78x	156x	312x
*AAA/AA.....	90	85	80	75	70
A.....	70	65	60	55	50
B/C.....	50	45	40	35	30

NOTE: 20% of above amounts is for news casts other than charges for radio broadcasting facilities. (D)

**KGRB**

1963  
WEST COVINA

Media Code 4 205 3870 4.00  
Robert Burdett & Associates, Inc., 751 Echelon Ave., City of Industry, Calif. 91744. Phone 213-330-5211. Los Angeles phone 213-686-0300.

**STATION'S PROGRAMMING DESCRIPTION**  
KGRB: Programmed for adults of all ages.  
**MUSIC:** variety MOR with emphasis on some of older standards. **NEWS:** UPI wire service with 5 min news and weatherwatch at :60; 2 min headlines and weatherwatch at :30. Beeper phone for local event. **SPORTS:** 5 min program M-F at 4:05 pm. Remote broadcasting from special booth at Fair. Rec'd 2/22/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert Burdett.  
Program Director—Gloria Burdette.
- FACILITIES**  
250 w.; 900 kc. Directional.  
Operating schedule: Sunrise to local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Contracts: 40a.

**TIME RATES**  
ET 7/1/65—Rec'd 7/13/65.  
AA—6:30-9:30 am & 3:00-6:30 pm.  
A—All other times.



10. SPECIAL FEATURES

AA	20.00	19.50	19.00	18.50	18.00	17.50
A	17.00	16.50	16.00	15.50	15.00	14.50
AA	15.00	14.50	14.00	13.50	13.00	12.50
A	12.50	12.00	11.50	11.00	10.50	10.00

KIEV

1931  
GLENDALE

Golden Oldies



Media Code 4 205 3900 9.00

Southern California Broadcasting Co., 106 N. Glendale Ave., Glendale, Calif. 91206. Phone 213-245-2388, 244-8483.

**STATION'S PROGRAMMING DESCRIPTION**  
KIEV: MUSIC: features rock Golden Oldies interspersed with current rock hits aimed at 18-39 young marrieds. Contests are featured. NEWS: at 11:45, covering national, international & local. Stock reports direct from exchanges 2 1/2 daily. SPORTS: at 7:30 am & 4:30 pm; horse racing recalls from local tracks daily. Time signals after every record & weather reports every 1/4 hr. Rec'd 1/29/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William J. Beaton.  
Vice-Pres. & Gen'l Sales Mgr.—Ronald W. Beaton.  
National Sales Manager—Fred S. Beaton.
- FACILITIES**  
5,000 w. davs; 870 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 (time and talent).
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 14a, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Program contracts subject to cancellation on 14 days prior written notice.

TIME RATES

No. 21 Eff 8/15/71—Rec'd 7/29/71.  
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm.  
A—All other times.

PER WK:	CLASS AA						
	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min.	30	28	26	24	22	20	18
30 sec.	24	22	21	19	18	16	14
1 min.	CLASS A						
	27	25	23	22	20	18	16
30 sec.	22	20	18	17	16	14	12

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
Ea 220 133 88
- SPECIAL FEATURES**  
5-min News Or Sports, flat 44 (D)

KJLH (FM)

1965  
COMPTON

Independent Black

Subscriber to the NAB Radio Code

Media Code 4 205 3930 6.00

John Lamar Hill, 3847 Crenshaw Blvd., Los Angeles, Calif. 90008. Phone 213-299-2992.

**STATION'S PROGRAMMING DESCRIPTION**  
KJLH (FM): Programmed for young adults and adults 18-49.  
MUSIC: contemporary, MOR, R & B, top 40, pop, jazz & Latin. AIR PERSONALITIES M-Sat. Featured recording artist 7-7:30 pm M-Sat. NEWS: at 6:00. COMMERCIAL POLICY: 12 minutes maximum. RELIGIOUS: 14 Negro churches Sun. Contact Representative for further details. Rec'd 5/14/74.

- PERSONNEL**  
Owner—John L. Hill.  
Station Manager—Rod McGrew.
- REPRESENTATIVES**  
International Advertising/Communication Corp.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15%: payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 14e.  
Basic Rates: 21b, 22a, 23a, 24a, 28c, 29b, 33b.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51c.  
Comb.; Cont. Discounts: 60a, 60e, 60f, 61b, 62d.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 7/11/73.  
AA—Mon thru Sat 6 am-8 pm; Sun all day.  
A—Mon thru Sat 8 pm-midnight.  
B—Mon thru Sat midnight-6 am. Rates on request.

PER WK:	1 MINUTE						
	12 ti	15 ti	24 ti	30 ti	36 ti	42 ti	48 ti
AA	16.00	15.50	15.00	14.50	14.00	13.50	13.00
A	14.50	14.00	13.50	13.00	12.50	12.00	11.50
AA	30 SECONDS						
	13.60	13.20	12.80	12.40	12.00	11.60	11.20
A	12.40	12.00	11.60	11.20	10.80	10.40	10.00

10 sec: 50% of 1-min. Rec'd  
Fixed position, extra 10%.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk or more—10%

8. PROGRAM TIME RATES

1 hr 1/2 hr 1 hr 1/2 hr  
Ea 108 66 65 40

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk or more—10%

10. SPECIAL FEATURES

5-MINUTE NEWSCAST AA A  
Open, close, 1-min spot. 32 20

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk or more—10%

KKAR

1960  
POMONA

Country Music



Media Code 4 205 3960 3.00

Bassett Broadcasting Corp., Box 1220, 1430 E. Phillips Blvd., Pomona, Calif. 91769. Phone 714-623-3434.

**STATION'S PROGRAMMING DESCRIPTION**  
KKAR: Modern Country Format.  
MUSIC: 90% country hits of past 6 years. Concentration on top 30 current hits, 10% news and local weather. Frequent actualities. In depth weather reports. Ski information, remote broadcasts on special occasions. AIR PERSONALITIES with heavy community identification. Contact Representative for further details. Rec'd 1/8/74.

- PERSONNEL**  
President—Joe Bassett.  
Vice Pres. & Gen'l Mgr.—Ken Reeth.  
Station Manager—Armand Kovitz.
- REPRESENTATIVES**  
John Andy Potter Co.
- FACILITIES**  
250 w. davs; 1220 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 1/1/74—Rec'd 1/29/74.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 260x 312x  
1 min 12.00 11.50 11.00 10.50 10.00 9.50 9.00 8.50  
30 sec: 75% of 1-min.

7. PACKAGE PLANS

SATURATION 60 ti 54 ti 48 ti 42 ti 36 ti  
1 min. 390 367 340 310 275  
30 ti 24 ti 18 ti 12 ti

1 min. 237 195 150 105

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min  
13 x 150.00 90.00 60.00 45.00 30.00  
13 x 145.00 87.00 58.00 43.50 29.00  
26 x 140.00 84.00 56.00 42.00 28.00  
52 x 135.00 81.00 54.00 40.50 27.00  
104 x 130.00 78.00 52.00 39.00 26.00  
156 x 125.00 75.00 50.00 37.50 25.00  
260 x 120.00 72.00 48.00 36.00 24.00  
312 x 115.00 69.00 46.00 34.50 23.00

DISCOUNT 26+ wk—15%

KKOP (FM)

1960  
REDONDO BEACH



Media Code 4 205 3990 0.00

Jack Barry dba KKOP Stereo Radio, 1617 S. Pacific Coast Hwy., Redondo Beach, Calif. 90277. Phone 213-373-6363, 772-5718.

**STATION'S PROGRAMMING DESCRIPTION**  
KKOP (FM): Programmed for adults.  
MUSIC: Contemporary, NEWS: daily newscasts, am & pm stock reports weekdays; daily community calendar. Contact Representative for further details. Rec'd 7/10/73.

- PERSONNEL**  
President—Jack Barry.  
General Manager—David R. Greene.  
Program Director—Jeanine Fox.
- REPRESENTATIVES**  
Michael Fulford Company, Inc.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 439 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 36, 28c, 31, 33c.  
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48, 49, 51b.  
Comb.; Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.

TIME RATES

No. 20 Eff 1/15/73—Rec'd 1/15/73.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN  
PER WK: 6 ti 12 ti 24 ti 30 ti 36 ti  
PER MO: 20 ti 40 ti 80 ti 100 ti 120 ti  
1 min. 12.00 11.75 11.25 10.00 9.00  
30 sec. 10.50 10.25 9.75 9.00 8.00  
15 sec. 8.50 8.25 7.75 7.50 6.50

PER YR, BULK: 1200x 3600x  
1 min. 9.25 8.75 8.25  
30 sec. 7.75 7.25 6.75  
15 sec. 6.50 6.00 5.50

10. SPECIAL FEATURES

NEWSCASTS AND FEATURES  
2-5 min—2x 1-min 6-10 min—3-1/2x 1-min.

DISCOUNT

13 wk—5% 26 wk—10%

KNAC

1961  
LONG BEACH



Media Code 4 205 4020 5.00

Harden Broadcasting Co., F & M Bldg., 320 Pine Ave., Long Beach, Calif. 90812. Phone 213-437-0366.

**STATION'S PROGRAMMING DESCRIPTION**  
KNAC: Programmed for young adults, primarily 18-35.  
AIR PERSONALITIES handle all segments. MUSIC: progressive rock. NEWS: 8 newscasts per day, 5-min or longer, at 7:30, 8:30, 9 am, 12N, 3, 6:30, 9 pm, 2 am. Newscasts often include sound effects, music, interviews. SPORTS 8 am & 6 pm with interviews & remotes. Contact Representative for further details. Rec'd 4/2/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—James Harden.  
Program Director—Ronny McCoy.  
Sales Manager—Harvey Levitt.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 400 ft. above average terrain.
- AGENCY COMMISSION**  
15% on station time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25b, 26, 28c, 29b, 30, 31, 33a.  
Contracts: 40a, 42b, 42d, 44b, 47a, 47e, 48, 51a.  
Comb.; Cont. Discounts: 60f, 60g, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Member: Gert Bunchez & Associates Group.

TIME RATES

No. 16 Eff 7/1/74—Rec'd 6/24/74.  
AA—Mon thru Fri 2 pm-midnight; Sat & Sun 10 am-midnight.  
A—Mon thru Sun midnight-2 am; Mon thru Fri 6 am-2 pm; Sat & Sun 8-10 am.  
B—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, ROB: AA A B AA A B  
12 ti 22 12 9 18 10 8  
18 ti 21 11 8 17 9 7  
24 ti 20 10 7 16 8 6  
30 ti 19 9 6 15 7 5  
36 ti 18 8 5 14 6 4

KNOB (FM)

1949  
LONG BEACH



HERBERT E. GROSKIN & COMPANY



Subscriber to the NAB Radio Code

Media Code 4 205 4050 2.00

Pennino Music Co., Inc., 505 N. Euclid, Anaheim, Calif. 92801. Phone 714-772-KNOB; Los Angeles phone 213-663-KNOB.

**STATION'S PROGRAMMING DESCRIPTION**  
KNOR (FM): Programmed for adults.  
Popular music, showtunes, film music and standards, instrumental and vocal. NEWS: 2 min news capsules on hour, weather at 3:30. COMMERCIAL POLICY: 2 1-minute spots permitted in 15 minute segments. Contact Representative for further details. Rec'd 11/12/71.

- PERSONNEL**  
President—(Mrs.) Jeannette B. Bancroft.  
General Manager—John R. Bancroft.
- REPRESENTATIVES**  
New York—Herbert E. Groskin & Co.  
San Francisco—John Andy Potter Co.
- FACILITIES**  
ERP 79,000 w. (horiz.), 79,000 w. (vert.); 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10e, 11e, 12d, 13d, 14d, 15b.  
Basic Rates: 20a, 21a, 22a, 22a, 23a, 24b, 25b, 37, 28, 29b, 30, 33c.  
Contracts: 40a, 42b, 44a, 45, 47b, 49, 51c.  
Comb.; Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Member: The Groskin Group.

TIME RATES

No. 19 Eff 10/1/73—Rec'd 10/1/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 1 min (\*) 1 min (\*) 1 min (\*)  
Fixed 23 23 25 21 23 18  
5 ti 26 22 24 20 21 17  
10 ti 25 21 23 19 20 16  
15 ti 24 20 22 18 19 15  
30 ti 23 19 17 18 14

(\*) 30 sec/less.

KORJ (FM)

1961  
GARDEN GROVE



Media Code 4 205 4062 7.00

West Coast Media, Inc., One City Blvd. W., Orange, Calif. 92668. Phone 714-997-0700.

**STATION'S PROGRAMMING DESCRIPTION**  
KORJ (FM): Programmed for audience 25-39.  
MUSIC: Blend of tunes by original artists, with hits by pop artists & select golden hits from past. COMMERCIAL POLICY: presented in clusters on quarter hour. Contact Representative for further details. Rec'd 8/2/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Reg Streeter.  
Operations Manager—Ross W. Forbes.  
Chief Engineer—N. A. (Ace) Simpson.
- REPRESENTATIVES**  
Los Angeles, San Francisco—Bill Dahlsten & Associates.  
New York, Atlanta, Detroit, Dallas, Chicago—Frederick W. Smith.
- FACILITIES**  
ERP 3,000 w. 94.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 22b, 23a, 23c, 24a, 24b, 24c, 25c, 29a, 29b.  
Contracts: 40a, 41, 44a, 46, 51a.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 8/1/74—Rec'd 7/30/74.

Prime—10 am-10 pm.  
A—6-10 am & 10 pm-6 am.

7. PACKAGE PLANS

—Per wk/ROB —Per mo/ROB —Per mo/ROB  
EA: 6 ti 12 ti 24 ti 30 ti 60 ti 90 ti 120 ti  
1 min 11.00 10.75 10.50 10.50 10.35 10.20 10.00  
30 sec 8.75 8.50 8.25 8.25 8.15 8.10 8.00  
Guaranteed 2/3 Prime.  
Fixed position, extra 25%.

BULK, —Prime —A —  
PER YR: 300x 600+ 300x 600+  
1 min. 10.00 9.00 8.00 7.00  
30 sec. 8.00 7.00 6.00 5.00

8. PROGRAM TIME RATES

1/4 hr (incl open & close plus 3 30-sec spots)..... 49  
1/2 hr (incl open & close plus 5 30-sec spots)..... 70  
1 hr (incl open & close plus 7 30-sec spots)..... 120

10. SPECIAL FEATURES

5-min news—Incl open & close plus 1 1-min spot, 15-wk minimum, ea 20.00.  
Mini Ha-Ha Smile Feature—Approx. 90 sec, incl open & close plus 1 30-sec spot, ea 15.00.  
Time Signals—10 sec, 50% of 1 min.

CONSECUTIVE WEEK DISCOUNT

13 wk—2% 26 wk—5% 52 wk—12%

KPPC

1924  
PASADENA

Media Code 4 205 4075 9.00  
KPPC, Inc., 99 S. Chester Ave., Pasadena, Calif. 91101. Phone 213-681-2486.

- PERSONNEL**  
Gen'l & Commercial Mgr.—Erik North.
- REPRESENTATIVES**



# CALIFORNIA

## Los Angeles Urban Area—KRLA—Cont'd

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
50,000 w. days, 10,000 w. nights; 1110 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PBT.

**4. AGENCY COMMISSION**  
15/0

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22a, 22b, 23a, 24a, 29a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 32 Eff 8/1/74—Rec'd 7/29/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—Tues thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

1 min	50	45	25
30 sec	40	35	15

**7. PACKAGE PLANS**

PER WK, 1/2AAA, 1/2AA:	12	18	24	30
1 min	44	42	40	40
30 sec	38	28	26	26
Scheduled evenly over 6 days.				(D)

## KROQ

1952  
BURBANK

Subscriber to the NAB Radio Code  
Media Code 4 205 4155 9.00  
George E. Cameron, Jr. Communications, 131 E. Magnolia Blvd., Burbank, Calif. 91502. Phone 213 846-1500.

**STATION'S PROGRAMMING DESCRIPTION**  
KROQ: Programmed to general young adult (18-34) & teen (12-17) audiences.  
MUSIC: contemporary popular albums & hit singles. Air personalities. NEWS: emphasis on local; 2 mobile units; 2 news personalities. Contact station for further details. Rec'd 11/29/73.

**1. PERSONNEL**  
Group General Manager—Gary Bookasta.  
Operations Manager—Bernie Alan.  
Program Director—Shadio Stevens.

**3. FACILITIES**  
10,000 w. days, 1,000 w. nights; 1500 kc.  
Directional.  
Operating schedule: 24 hours daily. PBT.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 23b, 24a, 24c, 25a, 30.  
Contracts: 40a, 41, 45, 46.  
Comb.; Cont. Discounts: 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Rates shown below include facilities of KROQ-FM, Pasadena.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 11/15/73—Rec'd 11/29/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am & midnight-2 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12	18	24	30
AAA	50	48	46	44
AA	50	48	46	40
A	40	38	36	30

CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

**7. PACKAGE PLANS**  
TAP—BTA—1/3AAA, 1/3AA, 1/3A  
WITHIN 6 DAYS:

1 min	35	31	27
30 sec/less	28	25	22

Minimum wkly expenditure, 100.00.

## KROQ-FM

1962  
PASADENA

Media Code 4 205 4157 5.00  
Burbank Broadcasting Co., 131 E. Magnolia Blvd., Burbank, Calif. 91502. Phone 213-846-1500.  
Other office: 99 S. Chester St., Pasadena, Calif. 91106. Phone 213-681-0447.

**STATION'S PROGRAMMING DESCRIPTION**  
KROQ-FM: Programmed to general young adult (18-34) & teen (12-17) audiences.  
MUSIC: contemporary popular albums & hit singles. Air personalities. NEWS: emphasis on local; 2 mobile units; 2 news personalities. Contact station for further details. Rec'd 11/29/73.

**1. PERSONNEL**  
Group General Manager—Gary Bookasta.  
Operations Manager—Bernie Alan.  
Program Director—Shadio Stevens.

**3. FACILITIES**  
ERP 25,500 w. (horiz.), 25,500 w. (vert.); 106.7 mc. Stereo.  
Operating schedule: 24 hours daily. PBT.  
Antenna ht.: 660 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25a, 30.  
Contracts: 40a, 41, 45, 46.  
Comb. Cont. Discounts: 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Rates shown below include facilities of KROQ, Burbank.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 11/15/73—Rec'd 11/29/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am & midnight-2 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12	18	24	30
AAA	50	48	46	44
AA	50	48	46	40
A	40	38	36	30

CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

**7. PACKAGE PLANS**  
TAP—BTA—1/3AAA, 1/3AA, 1/3A  
WITHIN 6 DAYS:

1 min	35	31	27
30 sec/less	28	25	22

Minimum wkly expenditure, 100.00.

## KSRF (FM)

1960  
SANTA MONICA

Media Code 4 205 4200 3.00  
Santa Monica Broadcasting, Inc., 1700 Ocean Ave., Santa Monica, Calif. 90401. Phone 213-393-9861.  
Los Angeles phone 213-870-6181.  
Mailing address: Box 5218, Santa Monica, Calif. 90405.

**STATION'S PROGRAMMING DESCRIPTION**  
KSRF (FM): Programmed for adults 21 & over.  
MUSIC: General popular & standards. 2 chorals & 4 single vocals an hour, all other instrumental.  
NEWS: 10 5 min newscasts daily. Harbor, weather, beach, fishing reports in brief. Emphasis on local news. COMMERCIAL POLICY: commercials scheduled every quarter hour, maximum 8 minutes commercial time per hour. Contact Representative for further details. Rec'd 8/23/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George A. Baron.

**2. REPRESENTATIVES**  
Gert Bunchez and Associates.  
San Francisco—J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
ERP 2,900 w.; 163.1 mc. Stereo.  
Operating schedule: 24 hours daily. PBT.  
Antenna ht.: 360 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/2 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25c, 26, 28a, 29a, 31, 33d.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 46, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 61a, 61h, 62g.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 40, 81, 82.

### TIME RATES

ET 3/19/74—Rec'd 4/22/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12	18	24	30
1 min	15.00	14.50	14.25	14.00
30 sec	12.00	11.50	11.00	10.50
15 sec	9.00	8.50	8.00	7.50

DISCOUNT  
6 wk—2% 26 wk—5%  
13 wk—3% 39+ wk—10%

**10. SPECIAL FEATURES**  
NEWS & WEATHER SPONSORSHIPS  
Mon thru Sat 19  
Mon thru Fri 20  
Less than 5 per wk 22

## KTYM

1958  
INGLEWOOD

Media Code 4 205 4230 0.00  
Trans-American Broadcasting, 6803 West Blvd., Inglewood, Calif. 90302. Phone 213-678-3731.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—A. J. Williams.  
Asst. to Pres. & Gen'l Mgr.—Gerardo Borrero.  
Sales Director—E. L. Brooks.

**3. FACILITIES**  
5,000 w. days; 1460 kc. Directional.  
Operating schedule: Sunrise-local sunset. PBT.

**4. AGENCY COMMISSION**  
15% on time and talent, no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a.  
Rate Protection: 10c.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 27.  
Contracts: 40a, 41, 45, 47a, 48, 49.  
Comb.; Cont. Discounts: 61a, 62.  
Cancellation: 70b, 71a, 72, 73a.  
Prod. Services: 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/66—Rec'd 5/26/66.  
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm.  
A—Mon thru Fri—All other time.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	10	10	10	26	52
AA	9.00	9.50	9.00	8.50	8.00
20/30 SEC:	9.50	8.75	8.50	8.00	
AA	8.00	8.50	8.00	7.50	7.00
A	6.50	6.25	7.50	7.00	

**8. PROGRAM TIME RATES**

1 HR:	1x	5x	20x	180x	960x
AA	105	102	100	98	95
A	100	98	95	92	88

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.  
1/4 hr: 40% of hour. 5 min: 25% of hour.

**10. SPECIAL FEATURES**  
News Headlines on the hour—1-1/4 applicable minutes rate.  
Weather Reports at :30—1-1/4 applicable minutes rate.

## KUTE (FM)

1951  
GLENDALE

Media Code 4 205 4260 7.00  
Progress Radio Network, Inc., 512 E. Wilson, Glendale, Calif. 91206.  
Business Office: 5900 Wilshire Blvd., Los Angeles, Calif. 90038. Phone 213-247-5883.

**STATION'S PROGRAMMING DESCRIPTION**  
KUTE (FM): Program format Contemporary, featuring adult R & B albums, popular jazz & contemporary blues. Commercial clustered. NEWS: 4 min at :40. Local coverage with extended reports. COMMERCIAL POLICY: 15 units per hour maximum, :30 & :60 only. Contact Representative for further details. Rec'd 6/29/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Arnold Schorr.  
General Sales Manager—Robert Reich.  
Business Manager—Shirley Fell.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
ERP 610 w. (horiz.), 640 w. (vert.); 101.9 mc.  
Operating schedule: 24 hours daily. PBT.  
Antenna ht.: 530 ft. above sea level.

**4. AGENCY COMMISSION**  
15%

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48, 49.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 9/1/74—Rec'd 7/29/74.  
AA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun noon-9 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	1x	52x	156x	234x	312x	480x	624x	936x
AA	38	32	25	24	23	22	21	20
A	32	27	22	21	20	19	18	17

30 SEC:

AA	29	26	20	19	18	17	16	15
A	25	22	18	17	16	15	14	13

**7. PACKAGE PLANS**  
PER WK, 1 MIN:

AA	25	24	23	22	21
A	22	21	20	19	18

30 SEC:

AA	20	19	18	17	16
A	18	17	16	15	14

**8. PROGRAM TIME RATES**

AA:	1x	20x	52x	104x	208x	312x
1 hr	220	210	200	195	190	185
1/2 hr	140	130	125	120	115	110
1/4 hr	100	97	84	81	88	85
10 min	90	87	84	81	78	75
5 min	60	58	56	54	52	50

A:

1 hr	180	175	170	165	160	155
1/2 hr	110	106	102	98	94	90
1/4 hr	80	77	74	71	68	65
10 min	75	72	69	66	63	60
5 min	50	48	46	44	42	40

**10. SPECIAL FEATURES**  
News & Sports, incl open & close plus 1-min spot—1 min plus 50%.  
Other features, incl. open & close plus 30-sec spot—30 sec plus 60%.

## KVFM (FM)

1958  
SAN FERNANDO

Subscriber to the NAB Radio Code  
Media Code 4 205 4290 4.00  
Spectra Properties Inc., 8155 Van Nuys Blvd., Panorama City, Calif. 91402. Phone 213-787-6000.

**STATION'S PROGRAMMING DESCRIPTION**  
KVFM (FM): MUSIC: MOR with unique personalities. Rec'd 7/29/71.

**1. PERSONNEL**  
President—John Stroud.  
Sec'y/Treas.—Vern Vang.  
General Manager—John Stroud.

**3. FACILITIES**  
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 94.3 mc. Stereo.  
Operating schedule: 6 am-midnight. PBT.  
Antenna ht.: 1,025 ft. above sea level.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 6.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42h, 48.  
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

No. 7 Eff 2/1/73—Rec'd 6/18/73.

**6. SPOT ANNOUNCEMENTS**

PER WK. ROS	12	18	24	30
12 ti	12.00	11.00	10.00	9.00
18 ti	11.00	10.00	9.00	8.00
24 ti	10.00	9.00	8.00	7.00
36 ti	9.00	8.00	7.00	6.00
48 ti	8.00	7.00	6.00	5.00

30 SECONDS

12 ti	10.00	9.00	8.00	7.00
18 ti	9.00	8.00	7.00	6.50
24 ti	8.00	7.00	6.50	5.50
36 ti	7.00	6.50	6.00	5.00
48 ti	6.50	6.00	5.00	4.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr
65	45	35

## KWIZ

1926  
SANTA ANA

Media Code 4 205 4305 0.00  
Voice of the Orange Empire, Inc., Ltd., 3101 W. Fifth St., Santa Ana, Calif. 92703. Phone 714-839-4220.

**STATION'S PROGRAMMING DESCRIPTION**  
KWIZ: Programmed for adults 18-49.  
MUSIC: mixture of general popular standards which includes past hits and selected new releases. Audience participation with talk/music at 6-10 am. 5 additional personalties. NEWS: 5 min on hour with extended coverage of local and regional news. Contact Representative for further details. Rec'd 11/29/72.

**1. PERSONNEL**  
President—Phillip C. Davis.  
Exec. V-P; & Gen'l Mgr.—Bill Weaver.  
General Sales Manager—Jack Bell.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Los Angeles 90048—Jack Bell, 8111 Beverly Blvd. Phone 213-651-5925.  
San Francisco 94133—Wayne Leo, 843 Montgomery. Phone 415-391-0286.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1480 kc.  
Operating schedule: 24 hours daily. PBT.

**4. AGENCY COMMISSION**  
15/0; time only. Bills rendered and payable monthly. Payments after 60 days, extra 2%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.  
Contracts: 40, 41, 42b, 42d, 44a, 44h, 45, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 60k, 61c, 62d.  
Cancellation: 70a, 71a, 72, 73a, 73h.  
(\* Except for 5 wk advertisers.)

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 25 Eff 8/1/74—Rec'd 9/4/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 5-6 am & 7 pm-midnight.  
C—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

1 WK:	AA	A	B	AA	A	B
6 ti	4.00	3.00	1.00	36.00	27.00	14.50
12 ti	42.00	32.00	17.00	31.00	26.00	14.00
18 ti	40.00	30.00	16.00	33.00	24.00	13.50
24 ti	38.00	28.00	15.00	31.00	23.00	12.50
30 ti	36.00	27.00	14.00	29.00	22.00	12.00
36 ti	34.00	25.00	13.00	28.00	21.00	11.50

13 WK:

12 ti	42.00	31.00	17.00	34.00	25.00	13.50
18 ti	40.00	30.00	16.00	32.00	24.00	13.00
24 ti	38.00	28.00	15.00	31.00	22.50	12.50
30 ti	36.00	27.00	14.00	29.00	21.50	12.00
36 ti	34.00	25.00	13.00	27.00	20.50	11.50
42 ti	32.00	23.00	12.00	25.00	19.50	11.00

52 WK:

12 ti	40.00	30.00	16.00	32.00	24.00	13.00
18 ti	38.00	29.00	15.00	30.00	23.00	12.50
24 ti	36.00	27.00	14.00			



**KWKW**  
1942  
PASADENA

**Independent Spanish**

A Lotus Communications Corporation Station  
Media Code 4 205 4320 9.00  
Lotus Communications Corp., 6777 Hollywood Blvd.,  
Hollywood, Calif. 90028. Phone 213-466-8111.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWKW: Programmed 100% Spanish. Emphasis on  
music, news, weather & sports with special news  
coverage on the scene with news mobile unit. Spe-  
cial program 11:30 pm-midnight, M-F, covering  
community problems. NEWS: every half hour & at  
:60, sports within news, M-Sun. Remote broadcasts  
for special events such as soccer & parades, weekly  
remotes on Sun. Contact Representative for further  
details. Rec'd 7/31/74.

- PERSONNEL**  
President—Howard A. Kalmenson.  
Vice-Pres. & Gen'l Mgr.—Norman L. Posen.  
General Sales Manager—Jose Molina.
- REPRESENTATIVES**  
GCI Sales, Inc.  
Los Angeles, San Francisco—Lotus Reps.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1300 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 29a, 30.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.: Cont. Discounts: 60l, 60i.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 16 Eff 9/1/74—Rec'd 7/31/74.  
AA—5 am-midnight.  
A—Midnight-5 am.

CLASS AA		CLASS A	
1x	52x	156x	280x
1 min	45	42	39
30 sec	35	32	29
<b>CLASS A</b>			
1 min	22	20	19
30 sec	18	15	14
10 sec: 60% of 1-min.			

7. **PACKAGE PLANS**  
AA TAP—ROS—MON THRU SAT  
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
PER DAY: 2 ti 3 ti 4 ti 5 ti 6 ti  
1 min: 37 35 33 32 30  
30 sec: 27 25 23 22 20  
10 sec: 60% of 1-min.  
Minimum contract 4 wks.

**KWOW**  
1947  
POMONA

Media Code 4 205 4330 6.00  
KWOW, South Mills & Olive Rds., Pomona, Calif.  
91766. Phone 714-628-5541, 213-331-0794.  
Los Angeles Office: Phone 213-466-8111.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWOW: Programmed for adults, 18-49.  
music: A blend of standards & general popular  
music. Format combines two past hits with one cur-  
rent hit. Oldies from 1955 to present time. AIR  
PERSONALITIES with emphasis on information  
about oldies, artist interviews, comedy, phone dis-  
cussions, local & regional happenings. Hourly con-  
tests. Continuous remotes. NEWS: 5 min at :60.  
Network news with extended local & regional cover-  
age. Local sports, air traffic watch & golf reservation  
availabilities. Contact Representative for further de-  
tails. Rec'd 6/12/72.

- PERSONNEL**  
General Manager—Dean H. Wickstrom.  
General Sales Manager—Dean T. Wickstrom.  
Operations Manager—Jon Wickstrom.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
5,000 w. days, 500 w. nights; 1600 kc.  
Non-directional.  
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**  
15/0 on net time.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 21a, 24b, 25a, 28a,  
28c, 29a.  
Contracts: 41, 45, 46.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70c, 71a, 72, 73a.

**TIME RATES**  
Eff—Rec'd 6/2/72.

AA—Mon thru Fri 6-10 am & 5-7 pm; Sat 10 am-7 pm & Sun noon-7 pm.		A—Mon thru Fri 5-6 am & 10 am-3 pm; Sat 5-10 am.	
B—Mon thru Sun 7 pm-midnight.			
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec	A	B
18 ti	18 15 15 13	12 ti	12 11 9
30 ti	17 14 14 12	11 ti	11 10 8
42 ti	16 13 13 11	10 ti	10 9 7
10 sec: 50% of 1-min. Specified times, extra 2.00.			

7. **PACKAGE PLANS**  
PACKAGE I—1/2AA, 1/2A  
PER WK: 18 ti 30 ti 42 ti 48 ti  
1 min: 16 15 14 13  
30 sec: 13 12 11 10  
PACKAGE II—1/3AA, 1/3A, 1/3B  
1 min: 14 13 12 11  
30 sec: 11 10 9 8  
10 sec: 50% of 1-min.  
Specified times, extra 2.00.  
**DISCOUNT**  
13 wk—5% 52 wk—10%

**KYMS (FM)**  
1964  
SANTA ANA

Media Code 4 205 4340 7.00  
Southwestern Broadcasters, Inc., 1601 N. Bristol,  
Santa Ana, Calif. 92706. Phone 714-835-1063.  
Studio phone 714-558-1234.

- STATION'S PROGRAMMING DESCRIPTION**  
KYMS (FM): Programmed for general mass appeal.  
MUSIC: contemporary, hit single & album cuts.  
5-minute local news & sports at :10 & 3x in morn-  
ing drive. Public affairs & community involvement  
messages 4x hourly. Rec'd 8/26/74.
- PERSONNEL**  
President—Edward T. Shadck.  
General Manager—Robert Wencil.  
Program Operations Director—Dave Forman.
  - FACILITIES**  
ERP 3,000 w.; 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0; time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4c, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 21d, 22a, 24a, 24c, 25a, 29b,  
33d.  
Contracts: 40a, 43, 45, 46, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 72.

**TIME RATES**  
No. 8 Eff 8/15/74—Rec'd 8/26/74.

CLASS AA		CLASS A	
1x	52x	156x	280x
1 min	6.55	7.10	7.85
30 sec	4.85	5.30	5.70
10 sec: 50% of 1-min. Fixed time: Extra 10%.			

**DISCOUNT**

Wkly	24 ti	36 ti	52 ti	80 ti
10%	15%	20%	25%	30%

7. **PACKAGE PLANS**  
FOR ONE TIME ADVERTISERS  
(Wkly rates do not earn discounts)  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min: 10.00 9.00 8.25 8.95 8.55  
30 sec: 7.80 7.25 7.05 6.85 6.40

**LOS BANOS (1 AM; 1 FM)**

Merced County—Map Location C-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KLBS**

Subscriber to the NAB Radio Code  
Media Code 4 205 4350 6.00  
Los Banos Broadcasting Co., Box 1428, Los Banos,  
Calif. 93835. Phone 209-826-4996.  
Other Office and Studio—North Mercy Springs and  
Henry Miller Rd., Los Banos, Calif. Phone 428-  
4996.

- STATION'S PROGRAMMING DESCRIPTION**  
KLBS: Spanish, Portuguese, prog. rock.
- PERSONNEL**  
Owner, Pres. & Gen'l Mgr.—John R. McAdam.
  - FACILITIES**  
500 w. days; 1330 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast 8 am-local  
sunset. For non-simulcast facilities see KLBS-FM.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations  
Contracts: 40a.  
Affiliated with KBS.  
Member: National AgRadio Groups, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 2/18/71.

CLASS AA		CLASS A	
1x	50x	100x	250x
PER YR:	5.00	4.50	4.00
1 min	3.75	3.50	3.00
30 sec	3.75	3.50	3.00

**7. PACKAGE PLANS**  
13 WEEK PACKAGE  
PER WK: 10 ti 26 ti 51 ti 75+  
1 min: 4.75 4.50 4.25 4.00  
30 sec: 3.50 3.25 3.00 2.75

**KLBS-FM**

Subscriber to the NAB Radio Code  
Media Code 4 205 4351 4.00  
Los Banos Broadcasting Co., Box 1428, Los Banos,  
Calif. 93835. Phone 209-826-4996.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLBS-FM: Progressive rock format local sunset-10  
pm, Rec'd 12/17/71.

- PERSONNEL**  
Program Director—Mabel Marques.
- FACILITIES**  
ERP 3,000 w.; 95.9 mc. Stereo.  
Operating schedule: 7 am-11 pm. PST.  
Partial simulcast operation. Operated separately local  
sunset-11 pm. For simulcast facilities, see KLBS.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Member: National Spanish Language Network.

**TIME RATES**  
Rates are identical to KLBS. See that listing.

**MADERA**

Madera County—Map Location D-7  
See SRDS consumer market map and data at begin-  
ning of the State

**KHOT**

Media Code 4 205 4410 6.00  
Glomcor, Box 67, Madera, Calif. 93637. Phone 209-  
674-8888.

- PERSONNEL**  
Manager—Rick Huttoon.
  - REPRESENTATIVES**  
Mario Messina Company.
  - FACILITIES**  
500 w. days; 1250 kc.  
Operating schedule: Sunrise-local sunset. PST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Jalco—No/Cal Group.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/70—Rec'd 1/28/70.
- | CLASS AA    |      | CLASS A |      |
|-------------|------|---------|------|
| 1x          | 50x  | 100x    | 250x |
| PER YR:     | 6.80 | 5.50    | 4.80 |
| 1 min/less  | 5.30 | 4.40    | 3.85 |
| 30 sec/less | 5.30 | 4.40    | 3.85 |

**7. PACKAGE PLANS**

10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.20	5.70	5.30	4.95
30 sec	4.95	4.60	4.25	3.80

To be used within 7 days.

**MAMMOTH LAKES**

Mono County—Map Location E-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**KMMT (FM)**

Media Code 4 205 4443 9.00  
Mammoth Mountain FM Assoc., Inc., Box 1284,  
Mammoth Lakes, Calif. 93546. Phone 714-934-2591.

- STATION'S PROGRAMMING DESCRIPTION**  
KMMT (FM): Programmed for adults 18-45.
- PERSONNEL**  
Pres. & Gen'l Mgr.—David A. Digerress.
  - FACILITIES**  
ERP 3,000 w.; 106.3 mc. Stereo.  
Operating schedule: 6-2 am. PST.  
Antenna ht.: 100 ft. above average terrain.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/70—Rec'd 7/5/74.

CLASS AA		CLASS A	
1x	50x	100x	250x
PER MO:	10 ti	30 ti	60 ti
15 sec	4.50	3.50	2.75
30 sec	5.50	4.50	3.50
1 min	7.00	6.00	5.00

**MARYSVILLE**

Yuba County—Map Location C-4  
See SRDS consumer market map and data at begin-  
ning of the State

**See Yuba City-Marysville**

**McFARLAND**

Kern County—Map Location E-9  
See SRDS consumer market map and data at begin-  
ning of the State.

**KXEM**

1970  
**Spanish Language**

Subscriber to the NAB Radio Code  
Media Code 4 205 4477 7.00  
Golden Empire Communications Co., Box 328, 1590  
Avenida del Nuevo Sonido, McFarland, Calif.  
93255. Phone 805-792-2128.

- STATION'S PROGRAMMING DESCRIPTION**  
KXEM: Programming—100% Spanish.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Jack O. Koonce.
  - FACILITIES**  
500 w.; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National Spanish Language Network.
- TIME RATES**  
Eff 4/1/73—Rec'd 4/30/73.
- | CLASS AA  |      | CLASS A |       |
|-----------|------|---------|-------|
| 1x        | 50x  | 100x    | 250x  |
| PER MO:   | 1 ti | 20 ti   | 40 ti |
| 1 min     | 5.75 | 4.50    | 3.85  |
| 30 sec    | 4.60 | 3.55    | 3.00  |
| 10/15 sec | 3.45 | 2.70    | 2.30  |

**7. PACKAGE PLANS**

PER WK:	10 ti	25 ti	50 ti
1 min	4.75	3.45	2.90
30 sec	3.80	3.00	2.30
10/15 sec	2.90	2.30	1.75

**ANNUAL BULK CONTRACTS:** 8 min 30 sec 10/15  
300 x..... 3.85 3.10 2.30  
1500 x..... 2.60 2.10 1.40  
Must run 5% of bulk contract per mo.

**10. SPECIAL FEATURES**  
PER WK: 5 ti 10 ti 20 ti  
5-min newscasts..... 8.75 6.75 5.75  
Includes open & close credit plus 1-minute spot.  
**CONTRACT DISCOUNT**  
13 wk—10% 26+ wk—20%

**CALIFORNIA**

**MENDOCINO (1 AM; 1 FM)**

Mendocino County—Map Location A-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KMFB**

Media Code 4 205 4485 0.00  
Mathew V. and Maria J. Huber dba KMFB Radio,  
Box 367, Fort Bragg, Calif. 95437. Phone 707-964-  
5308.

- PERSONNEL**  
Owner & Gen'l Mgr.—Mathew V. Huber.
  - REPRESENTATIVES**  
The Sandberg-Glenn Company.
  - FACILITIES**  
1,000 w.; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
KMFB-FM.
  - AGENCY COMMISSION**  
15/0 time only; 15th of following month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 1/1/74—Rec'd 1/7/74.
- | CLASS AA |      | CLASS A |      |
|----------|------|---------|------|
| 1x       | 50x  | 100x    | 250x |
| PER MO:  | 100x | 300x    | 500x |
| 1 min    | 5.65 | 5.40    | 5.15 |
| 30 sec   | 5.10 | 4.45    | 4.20 |

**10. SPECIAL FEATURES**

NEWS:	1x	50x	100x	200x	300x	500x	1000+
5 min	8.15	7.90	7.65	7.40	7.20	6.80	6.50

**KMFB-FM**

Media Code 4 205 4486 8.00  
Mathew V. & Maria J. Huber, Box 367, Fort Bragg,  
Calif. 95437. Phone 707-964-5306.  
See affiliated AM station for additional information.

- PERSONNEL**  
ERP 3,000 w.; 92.7 mc.  
Operating schedule: 6 am-11 pm. PST.  
Antenna ht.: 165 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-11 pm. For simulcast facilities see KMFB.
- TIME RATES**  
Rates are identical to KMFB. See that listing.

**MERCED (2 AM)**

Merced County—Map Location C-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KWIP**

Subscriber to the NAB Radio Code  
Media Code 4 205 4530 3.00  
KWIP Broadcasting, Inc., 2020 E. Childs Ave.,  
Merced, Calif. 95340. Phone 209-722-1211.

- PERSONNEL**  
General Manager—Keith L. Stine.
- REPRESENTATIVES**  
F. A. Lucas & Co., Inc./JALCO.
- FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Jalco—No/Cal Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 7/1/72—Rec'd 2/28/73.

CLASS AA		CLASS A	
1x	100x	250x	1000x
PER MO:	7.00	6.00	5.00
1 min	5.00	4.50	4.00
30 sec	4.00	3.50	3.00

**7. PACKAGE PLANS**

IMPACT, ROS:	10 ti	25 ti	50 ti	100 ti
1 min	50.00	112.50	200.00	350.00
30 sec	40.00	87.50	150.00	250.00
20 sec	30.00	70.00	125.00	200.00

**KYOS**

Media Code 4 205 4560 0.00  
Radio One, Inc., Box 717, 1744 G St., Merced,  
Calif. 95341. Phone 209-723-2191.

- STATION'S PROGRAMMING DESCRIPTION**  
KYOS: top 100 & 1/3 gold records.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Maurice Hill.
  - REPRESENTATIVES**  
Alan Torbet Associates, Inc.
  - FACILITIES**  
5,000 w.; 1480 kc. Directional—night only.  
Operating schedule: 5:00 am-midnight daily and Sun.  
P. A. Lucas & Co., Inc./JALCO.
  - AGENCY COMMISSION**  
15% on net time; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with ATA Radio Network.
- TIME RATES**  
No. 2 Eff 10/1/72—Rec'd 10/2/72.  
AA—6-9 am & 3:30-6 pm.  
A—All other times.  
(This listing continued on next page)

# CALIFORNIA

## Merced—KYOS—Continued

### 6. SPOT ANNOUNCEMENTS

	CLASS AA	100x	250x	500x	750x	1000x
1 min.	9.50	9.00	8.50	8.00	7.50	7.00
30 sec.	7.60	7.20	6.80	6.40	6.00	5.60
CLASS A						
1 min.	7.25	6.75	6.25	5.75	5.25	4.75
30 sec.	5.80	5.40	5.00	4.60	4.20	3.80

### 7. PACKAGE PLANS

	CLASS AA	100x	250x	500x	750x	1000x
6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min 9.50	9.25	9.00	8.75	8.50	8.25	8.00
30 sec 7.60	7.40	7.20	7.00	6.80	6.60	6.40
CLASS A						
1 min 7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec 6.00	5.80	5.60	5.40	5.20	5.00	4.80

### 10. SPECIAL FEATURES

	NEWS	1 ti	52 ti	104 ti	260 ti	365 ti
AA	15.00	14.50	14.00	13.50	13.00	12.50
A	12.00	11.75	11.50	11.25	11.00	10.75

Minutes, 30 sec. News, all time periods, may be combined for greater frequency discounts.

## MODESTO (3 AM; 2 FM)

Plus 2 paid duplicate listings.  
Modestus County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### KBEE

### KBEE-FM

1951  
A McClatchy Beeline Station



Subscriber to the NAB Radio Code  
Media Code 4 205 4590 7.00  
McClatchy Broadcasting, Box 3131, 1310 I St., Modesto, Calif. 95353. Phone 209-523-7756.  
STATION'S PROGRAMMING DESCRIPTION  
KBEE: MUSIC: standard pop. NEWS: at :30 & :30; news & farm editor. SPORTS: major league baseball, professional football. COMMERCIAL POLICY: maximum 15 minutes per hour, 2 minutes clustered each 8-9 minutes. Contact Representative for further details. Rec'd 5/28/74.

- PERSONNEL**  
Manager—Jerry Rosenthal.
- REPRESENTATIVES**  
Katz Radio.  
McClatchy Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**  
1,000 w.; 13 kc. Directional.  
Operating schedule: 5:45 am-midnight. PST.  
FM FACILITIES ERP 10,500 w.; 103.3 mc.  
Operating schedule: Same as AM  
Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13b, 14b, 15b.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Katz Radio Network.  
Member: California Farm Network.

**NATIONAL AND LOCAL RATES SAME**  
No. 14 ER 7/17/74—Rec'd 7/5/74  
AA—Mon thru Sat 5:45-10 am; Mon thru Fri noon-1 pm & 3:30-7 pm.  
A—Mon thru Fri 10 am-noon & 1:30-3 pm; Sat 10 am-7 pm.  
B—All other times.  
(\*) Choice of 5:45-9 am or 7-10 am.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 11.50 11.00 10.50 10.00 9.50  
A 10.00 9.50 9.00 8.50 8.00  
B 8.50 8.00 7.50 7.00 6.50  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
Plan I (1/2AA, 1/2BTA) 10.00 9.50 9.00 8.50  
Plan II (1/3AA, 2/3BTA) 9.00 8.50 8.00 7.50  
(\*) BTA—Not available Mon thru Fri 5:45-10 am or noon-1 pm.  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
5:45 AM-8 PM  
PER YR: 1x 26x 52x 104x 156x 208x 312x  
1 hr. 70.00 63.00 56.00 54.00 51.00 48.00 45.00  
1/2 hr. 37.00 35.00 33.00 31.00 30.00 28.00 27.00  
1/4 hr. 24.00 23.00 22.00 20.00 19.00 17.00 16.00  
10 min. 15.00 17.00 16.00 15.00 14.00 13.00 12.00  
5 min. 11.50 11.00 10.50 10.00 9.50 9.00 8.50

**10. SPECIAL FEATURES**  
NEWS & FARM CHARGES  
(Fully Commissionable)  
1/2 hr. 12.50 10 min. 6.00  
1/4 hr. 7.50 5 min. 3.50

### KCEY

1949

### TURLOCK



Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Turlock, Calif.)  
Media Code 4 205 9360 0.00  
Central California Broadcasters, Inc., Box 170, Quincy Rd., Turlock, Calif. 95380. Phone 209-632-1390.  
STATION'S PROGRAMMING DESCRIPTION  
KCEY: Programmed for general interest.  
MUSIC: modern country. 9 AIR PERSONALITIES handle all segments. NEWS: 2 min highlights at :58, 15 min at 7 am, 5 min at 8 & 9 am; 2 mobile news units; network at :30. Weather at :15; farm & weather 6:40-7 am & 7:25-7:30 am. Portuguese 5:30-

6:30 am; swap shop 10:40 am, 1:10 & 4:10 pm; club calendar 9:40, 11:10 am & 2:10 pm; ski reports 11 am, 2, 5 & 7 pm. High school SPORTS play-by-play. Contact Representative for further details. Rec'd 3/25/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. M. Mill Hall.  
Station Manager—Rex L. Hall.  
Farm Director—Buck Clausen.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.

**3. FACILITIES**  
5,000 w.; 1390 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 49.  
Comb.: Cont. Discounts: 60a, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 2 ER 2/18/74—Rec'd 2/18/74.  
AAA—Mon thru Fri 8-10 am, noon-1 pm & 3-7 pm;  
Sat 7 am-2 pm; Sun 10 am-5 pm.  
AA—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-9 pm; Sat 5-7 am & 2-9 pm; Sun 5-10 am & 5-10 pm.  
A—Mon thru Sun 9 pm-1 am.  
B—Tues thru Sun 1-5 am.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti 10.00 8.00 8.50 8.50 5.15 4.10  
6 ti 9.50 7.80 8.10 6.50 4.90 3.90  
12 ti 8.50 6.80 7.25 5.80 4.40 3.50  
18 ti 7.50 6.05 6.40 5.10 3.90 3.10  
24 ti 6.50 5.20 5.55 4.45 3.25 2.70  
30 ti 5.50 4.40 4.70 3.75 2.85 2.30  
36 ti 5.00 4.00 4.25 3.40 2.60 2.10  
15 sec ID's: 60% of 1-min, 1.55 end rate, ROS-BTA.  
B: 35% of open rate.

**7. PACKAGE PLANS**  
SALESMAN PLAN—ROS/BTA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min 8.30 7.90 7.05 6.25 5.40 4.60 4.15  
30 sec 6.65 6.30 5.65 5.00 4.30 3.70 3.30  
PER YR: 1 min 500x 500x 750x 1000x 250x 500x 750x 1000x  
Ea. 5.65 5.40 5.10 4.75 4.50 4.30 4.10 3.80  
Specified times—extra 10%.

1 month Salesman Plan—use per wk rate, less 5%.  
**ANNUAL PLAN**  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
250 x 7.00 5.60 5.70 4.55 3.40 2.70  
500 x 6.85 5.30 5.40 4.30 3.25 2.60  
750 x 6.30 5.05 5.15 4.10 3.10 2.50  
1000 x 6.00 4.80 4.90 3.90 2.95 2.35  
15 sec ID's: 60% of 1-min, 1.55 end rate, ROS-BTA.  
B: 35% of open rate.  
Station will provide BTA, with 20%-50%-20%-10%  
AAA+AA+A+B guaranteed on ROS-BTA plans. (D)

### KFIV

1950

Kilburo Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 205 4650 9.00  
Kilburo Broadcasting Corp., Box 1360 E. Orangeburg Ave., Modesto, Calif. 95350. Phone 209-529-0228.

**1. PERSONNEL**  
President—F. Robert Fenton.  
Vice-Pres. & Gen'l Mgr.—Gerald L. Hanson.  
General Sales Manager—Ronald W. Posey.

**2. REPRESENTATIVES**  
McGaren-Guild, Inc.

**3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 1360 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10, 11b, 12b, 13b, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33c.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60e, 61b, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**TIME RATES**  
ER—Rec'd 3/5/74.  
AA—Mon thru Fri 8-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
AA 14.00 13.50 13.50 12.50 12.00 11.00  
A 12.00 11.50 11.00 10.50 10.00 9.00  
B 11.00 10.50 10.00 9.50 9.00 8.00  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TAP—1 min. 40% AA, 40% A, 20% B. A rates apply.  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**  
1 hr. 6x 13x 26x 52x 156x 312x  
1 hr. 80.00 58.00 55.00 50.00 45.00 44.00  
1/2 hr. 44.00 38.00 35.00 33.00 30.00 28.00  
1/4 hr. 20.00 19.00 18.50 18.00 17.50 17.00  
5 min. 14.00 13.50 13.00 12.50 12.00 11.50

### KLOC

1963

### CERES

(This is a paid duplicate of the listing appearing under Ceres, Calif.)  
Media Code 4 205 1320 2.00  
KLOC Broadcasting Company, Inc., Box 3689, Modesto, Calif. 95359. Phone 209-529-2024, 2029.  
Other studio: 2842 Iowa Ave., Modesto, Calif.  
STATION'S PROGRAMMING DESCRIPTION  
KLOC: MUSIC: modern country, with personalities. NEWS: at :30 & :50, newscasts at 7:30 am

with 15-min local news; 15-min news at 12:30 pm with 5-min local news; 2 news people; on scene local reports throughout day. Contact Representative for further details. Rec'd 8/29/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Chester Smith.  
Sales Manager—William F. King.  
Music Director—Lee Mackenzie.

**2. REPRESENTATIVES**  
Radio Time Sales/International,  
Los Angeles—J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
500 w.; 920 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 21b, 23a.  
Contracts: 40a.  
TV facilities: KLOC-TV.  
Member: Jalco-No/Ca Group.

**TIME RATES**  
ER 1/27/74—Rec'd 12/10/73.  
AA—Mon thru Sat 7-9 am & 4-6 pm.  
A—All other times.

**7. PACKAGE PLANS**  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 50 ti 100 ti  
1 min 9.50 9.00 8.50 8.00 7.50 7.00  
30 sec 7.60 7.20 6.80 6.40 6.00 5.60  
CLASS A  
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.25 5.00  
30 sec 6.40 6.00 5.60 5.20 4.80 4.40 4.20 4.00  
10 sec: 60% of 1-min.  
Fixed position per spot, extra .50.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10% (D)

## KOSO (FM)

1966

### PATTERSON



(This is a paid duplicate of the listing appearing under Patterson, Calif.)  
Media Code 4 205 5520 3.00  
Sierra-Pacific Radio Corp., Box 171, Modesto, Calif. 95353. Phone 209-529-7740.

**STATION'S PROGRAMMING DESCRIPTION**  
KOSO (FM): MUSIC: pop standards new & old, accents provided by jazz, folk & showtunes. NEWS: network at :30; local, regional at :30. Ski, road conditions, frost warnings, summer recreational reports. Contact Representative for further details. Rec'd 1/3/72.

**1. PERSONNEL**  
General Manager—Roy D. Swanson.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
San Francisco—Advertising Sales West.

**3. FACILITIES**  
ERP 1,000 w.; 93.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 3,200 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.  
Basic Rates: 20b, 21a, 21b, 21d, 24a, 24c, 25a.  
Contracts: 40a, 41, 43, 44a, 45.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70b, 70d, 71a.  
Prod. Services: 80.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ER 5/17/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**  
FIXED, 1 MIN: 1 ti 7 ti 14 ti 21 ti 28 ti  
1 wk 6.00 5.50 5.00 4.50 4.00  
13 wk 5.00 4.75 4.50 4.00 3.50  
26 wk 4.50 4.00 3.50 3.25 3.00  
52 wk 3.50 3.00 2.75 2.75 2.75  
30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

**RATEHOLDER**  
Consists of 3 30-sec or 6 15-sec per wk

**7. PACKAGE PLANS**  
MONTHLY ROS BULK RATES  
(40% morning, 40% afternoon, 20% 6-9:30 pm)  
TI. 20 30 40 50 60 70 80  
1 min. 80 117 152 185 210 225 240  
30 sec. 64 94 123 148 168 180 192  
15 sec: 50% of 1-min. (D)

### KTRB

1933

Media Code 4 205 4710 1.00  
Big Valley Broadcasting, Inc., Box 3839, Modesto, Calif. 95352. Phone 209-523-0737.

**STATION'S PROGRAMMING DESCRIPTION**  
KTRB: MUSIC: modern MOR, NEWS: 5 min at :30, 15 min 7:30 am, 12:30 & 5:30 pm; mobile units with local & regional coverage. SPORTS: college, junior college & high school. Contact Representative for further details. Rec'd 6/23/71.

**1. PERSONNEL**  
President—Mike J. Pappas.  
Station Manager—Dick Brown.  
Program Director—Bob De Leon.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**8. FACILITIES**  
10,000 w. days, 1,000 w. nights; 860 kc.  
Directional—separate patterns night and day.  
Operating schedule: 5:30 am-11 pm. PST.  
FM-ERP 4,700 w.; 104.1 mc.  
Operating schedule: 5:30-11 am. PST.  
Antenna ht.: 300 ft. above average terrain.  
Simulcast 5:30 am-8 pm.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 4a, 5, 6a, 7a.  
Rate Protection: 10d, 11e, 12d, 13d, 14d.  
Basic Rates: 23a, 24b, 29a.  
Contracts: 40c, 40.  
Comb.: Cont. Discounts: 60a, 61b.  
Cancellation: 70c.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 14 ER 7/17/74—Rec'd 6/28/74.  
AA—6:30-10 am & newscasts.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA—FIXED  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min. 7.50 7.25 7.00 6.75 6.50  
30 sec. 6.00 5.80 5.60 5.40 5.20  
10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
CLASS A—ROS/BTA  
PER WK, EA: 6 ti 12 ti 18 ti 24 ti 30 ti 48 ti  
1 min. 6.50 6.25 6.00 5.75 5.50 5.25  
30 sec. 5.20 5.00 4.80 4.60 4.40 4.20  
10 sec: 50% of 1-min.

**DISCOUNT**  
26 wk—10% 52 wk—15%  
\*PER MO, EA: 25 ti 50 ti 75 ti 100 ti  
1 min. 6.00 5.50 5.00 4.75  
30 sec. 5.00 4.60 4.20 4.00  
(\* Minimum 3 mos.)

**52-WEEK BULK CONTRACT**  
PER YR, BTA, EA: 500x 1000x  
1 min. 5.50 5.00  
30 sec. 4.30 3.80

**OPERATION SUPER SELL**  
Mon thru Sat, 120 30-sec spots (20 per day ea 1/2 hr.). 480.00.

**OPERATION SELLOUT**  
Mon thru Sat, 60 30-sec spots (10 per day ea hr.). 252.00.

**MOJAVE (1 AM; 1 FM)**  
Kern County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KDOL

1961

Media Code 4 205 4740 8.00  
Golden Desert Broadcasting Corp., Box 968, Mojave, Calif. 93501. Phone 805-824-4221.

**STATION'S PROGRAMMING DESCRIPTION**  
KDOL: MUSIC: Modern Country.

**1. PERSONNEL**  
General Manager—Al Kennedy.

**3. FACILITIES**  
500 w.; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 18 hours daily. PST.  
FM ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.  
Operating schedule: Same as AM  
Antenna ht.: 140 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 9 ER



**KIDD**

1954



A John Walton Station

Subscriber to the NAB Radio Code

Media Code 4 205 4770 5.00

Walton Enterprises Inc., Box KIDD, 459 Pierce St., Monterey, Calif. 93940. Phone 408-372-8154.

**STATION'S PROGRAMMING DESCRIPTION**  
KIDD: MUSIC: MORNING NEWS: local coverage with 15-min newscasts at 7, 8 a.m. noon & news hour 5-6 pm. SPORTS: major league baseball, professional football & hockey. Contact Representative for further details. Rec'd 7/15/74.

- 1. PERSONNEL**  
President—John B. Walton, Jr.  
General Manager—Claude D. Barnett.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.
- 3. FACILITIES**  
1,000 w.; 630 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 10 EFF 1/1/73—Rec'd 2/26/73.

AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.  
A—Mon thru Fri 9 am-noon, 1-4 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1x	10.50	8.40	8.40	6.70	6.70	5.40
5 ti	100x	10.00	8.00	8.00	6.40	5.10
10 ti	250x	9.50	7.60	7.60	6.10	4.90
20 ti	500x	9.00	7.20	7.20	5.80	4.60
30 ti	750x	8.50	6.80	6.80	5.50	4.40
.....	1000x	8.00	6.40	6.40	5.20	4.20

**7. PACKAGE PLANS**

TAP:	1x	100x	250x	500x	1000x
1 min.	6.75	6.20	5.60	5.00	4.40
30 sec.	5.60	4.95	4.50	4.00	3.55

**8. PROGRAM TIME RATES**

PER WK:	1 min	30 sec	1 min	30 sec
1x	10.50	8.40	8.40	6.70
5 ti	100x	10.00	8.00	8.00
10 ti	250x	9.50	7.60	7.60
20 ti	500x	9.00	7.20	7.20
30 ti	750x	8.50	6.80	6.80
.....	1000x	8.00	6.40	6.40

**10. SPECIAL FEATURES**

YRLY:	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
EA	54.00	40.00	20.00	40.00	26.00	16.00

**KMBY**

1935



Media Code 4 205 4800 0.00

West Coast Broadcasters, Inc., Box KMBY, 651 Cannery Row, Monterey, Calif. 93940. Phone 408-373-1234.

Address all copy, copy instructions, etc. to Operations Desk at the Monterey address only.  
Other office: 1172 Via Del Sol, Salinas, Calif. Phone 408-758-1212.

**STATION'S PROGRAMMING DESCRIPTION**  
KMBY: Programmed for general audiences.  
MUSIC: top 40, current & golden hits, selected from local sales patterns & listener requests. NEWS: 5 min at 4:40 plus 10 min local & regional, 31-Sat, at 7, 8 am & noon. Local & regional news on all newscasts with audio actualities. Local news director. Contact Representative for further details. Rec'd 8/9/71.

- 1. PERSONNEL**  
President—Michael Saphier.  
General Manager—Galyon "Doc" Hammond.  
Program Director—Frank Colbourn.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0: time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60c, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

**TIME RATES**

EFF 1/1/71—Rec'd 11/20/70.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	CLASS AA	1 ti	12 ti	18 ti	24 ti
1 min.	11.00	10.00	9.00	8.00	7.00
30 sec.	8.80	8.00	7.20	6.40	5.60
10 sec.	5.50	5.00	4.50	4.00	3.50

**CLASS A**

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.	10.00	9.00	8.00	7.00
30 sec.	8.00	7.20	6.40	5.60
10 sec.	5.00	4.50	4.00	3.50

**CLASS B**

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.	8.00	7.00	6.50	6.00
30 sec.	6.40	5.80	5.20	4.80
10 sec.	4.00	3.50	3.25	3.00

**BEST BUY PLAN**

30 ti (12AA, 12A, 6B), ea	6.50
30 ti (6AA, 6A, 3B), ea	8.00

- 10. SPECIAL FEATURES**
- NEWSCASTS**  
10 min at 7, 8 am & noon Mon thru Sat—2x applicable 1-min.  
5 min hourly at 4:00, also 4:20 & 5:20 pm—1-1/2x applicable 1-min.  
(CONSECUTIVE WEEK DISCOUNT)  
26 wk—5% 52 wk—10%
- RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-mid Mon thru Sun necessary to maintain consec wk advertising.

**KWAV**

1961



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code

Media Code 4 205 4801 8.00

Johnston Broadcasting Co., Box 1271, 46 Garden Court, Monterey, Calif. 93940. Phone 408-373-0969. TWX 910-360-7106.

**STATION'S PROGRAMMING DESCRIPTION**  
KWAV Programmed for general interest to adults & young adult men & women.  
6 AIR PERSONALITIES present varied groups of 2 & 3 uninterrupted selections. MUSIC: general popular with emphasis on current hits, standards, folk & film music. 60% vocal, 40% instrumental except 5:30-7 pm, when 20% vocal, 80% instrumental; & except Sun-Fri 7 pm-5 am serious & classic including live concerts in season. Complete opera Sun 8 pm-10c. NEWS: network at :25. Local/regional at :57 except 6:55, 7:55, 11:55 am & 4:55 & 7:55 pm by news director. COMMERCIAL POLICY: 8 min minimum per hour. Contact Representative for further details. Rec'd 8/2/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Stoddard P. Johnston.  
Program Director—Chuck Leary.  
Classical Program Director—Scott MacClelland.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.
- 3. FACILITIES**  
ERP 18,000 w. (vert), 18,000 w. (horiz.); 96.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.—2575 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%: payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21b, 22a, 23b, 24b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40c, 41, 42a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
TV facilities: KMST.  
Affiliated with ATA Radio Network.  
Affiliated with American FM Network.

**TIME RATES**

No. 5 EFF 11/1/72—Rec'd 10/5/72.

AA—Mon thru Fri 3-10 pm.  
A—Mon thru Fri 6 am-3 pm & 10 pm-midnight; Sat & Sun 6 am-midnight.  
Midnight-6 am—rates on request

**7. PACKAGE PLANS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	12.00	10.00	9.00	8.50	10.00	8.00	7.00	6.50
30 sec	9.00	8.00	7.20	6.80	8.00	6.40	5.60	5.20
10 sec	6.00	5.00	4.50	4.25	5.00	4.00	3.50	3.25

- 10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x applicable 1-min rate. (D)

**MORRO BAY**  
San Luis Obispo County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

**KBAI**

1974



Media Code 4 205 4815 8.00  
Morro Bay Investment Corp., Box 464, 19 Country Club Rd., Morro Bay, Calif. 93442. Phone 805-772-9273.

- STATION'S PROGRAMMING DESCRIPTION**  
KBAI: Adult MOR music.
- 1. PERSONNEL**  
General Manager—Robert W. Souza.
  - 2. REPRESENTATIVES**  
Gert Hunches and Associates.
  - 3. FACILITIES**  
500 w.; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
  - 4. AGENCY COMMISSION**  
15/0 time only; 30 days.

- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

**TIME RATES**

EFF 7/1/73—Rec'd 6/28/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	30 ti	25 ti	20 ti	15 ti	10 ti	5 ti	1 ti
1 wk.	3.15	3.45	3.75	4.00	4.30	4.60	4.90
4 wk.	2.90	3.15	3.45	3.75	4.00	4.30	4.60
13 wk	2.60	2.90	3.15	3.45	3.75	4.00	4.30
26 wk	2.30	2.60	2.90	3.15	3.45	3.75	4.00
52 wk	2.00	2.30	2.60	2.90	3.15	3.45	3.75

**30 SECONDS**

1 wk.	2.15	2.30	2.55	2.75	3.00	3.15	3.45
4 wk.	2.00	2.15	2.30	2.55	2.75	3.00	3.15
13 wk	1.85	2.00	2.15	2.30	2.55	2.75	3.00
26 wk	1.75	1.85	2.00	2.15	2.30	2.55	2.75
52 wk	1.55	1.75	1.85	2.00	2.15	2.30	2.55

**MOUNT SHASTA**

Siskiyou County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KWSD**

1947



Subscriber to the NAB Radio Code

Media Code 4 205 4830 7.00  
The Shasta-Cascade Broadcasting Corp., Box 448, Mount Shasta, Calif. 96087. Phone 916-926-2124.

- 1. PERSONNEL**  
Manager—David H. Rees.
- 2. REPRESENTATIVES**  
San Francisco and Los Angeles—Pacific Broadcast Sales.
- 3. FACILITIES**  
1,000 w. days; 620 kc. Non-directional.  
Operating schedule: 6:10 a.m. to local sunset. PST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective January 1, 1959. (Card No. 2)  
Card received February 5, 1959.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 time	1/2 hr	1/4 hr	5 min	1 min	(*)
45.00	27.00	18.00	11.25	6.75	4.75
43.00	25.50	17.00	10.70	6.40	4.50
40.00	24.00	16.00	10.00	6.05	4.30
38.00	22.50	15.00	9.50	5.70	4.15
36.00	21.00	14.40	9.00	5.35	3.95
34.00	19.50	13.50	8.44	5.00	3.75
31.50	18.00	12.50	7.80	4.65	3.50
28.00	16.50	11.40	7.30	4.25	3.25

- 7. PACKAGE PLANS**
- WEEKLY PACKAGE ANNOUNCEMENTS**
- | 5 times | 10 times | 20 times | 30 times | 40 times | 50 times |
|---------|----------|----------|----------|----------|----------|
| 6.00    | 4.50     | 4.25     | 4.00     | 4.75     | 3.75     |
| 5.50    | 4.25     | 4.00     | 3.75     | 4.50     | 3.50     |
| 5.00    | 4.00     | 3.75     | 3.50     | 4.25     | 3.25     |
- Discounts are predicated on consecutive broadcasts within a 1-year period.

**NAPA**

Napa County—Map Location B 5  
See SRDS consumer market map and data at beginning of the State.

**KVON**

1947



Subscriber to the NAB Radio Code

Media Code 4 205 4860 4.00  
Young Radio, Inc., 1124 Foster Rd., Napa, Calif. 94559. Phone 707-252-1440.

- STATION'S PROGRAMMING DESCRIPTION**  
KVON: Programmed for adults and young adults.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Thomas L. Young.  
News Director—Pat Stanley.
  - 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
  - 3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 1440 kc.  
Directional—day and night.  
Operating schedule: 6 am-midnight. PST.
  - 4. AGENCY COMMISSION**  
15/0 time only.
  - 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**

No. 7-G EFF 4/1/74—Rec'd 4/8/74.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Sun thru Sat 7 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 wk.	15.90	14.50	14.00	13.00	12.00	11.00
13 wk	14.00	13.00	12.00	11.00	10.00	9.00
52 wk	11.00	10.00	9.00	8.00	7.50	7.00

- CLASS AAA**
- | 1 wk. | 13.00 | 12.50 | 12.00 | 11.00 | 10.50 |
|-------|-------|-------|-------|-------|-------|
| 13 wk | 12.50 | 12.00 | 11.00 | 10.00 | 9.50  |
| 52 wk | 11.00 | 10.00 | 9.00  | 8.00  | 7.50  |
- CLASS A**
- | 1 wk. | 10.00 | 9.50 | 9.00 | 8.00 | 7.50 |
|-------|-------|------|------|------|------|
| 13 wk | 9.50  | 9.00 | 8.00 | 7.00 | 6.50 |
| 52 wk | 8.00  | 7.00 | 6.00 | 5.00 | 4.50 |
- CLASS B**
- | 1 wk. | 7.00   | 6.50 | 6.00 | 5.00 | 4.50 |
|-------|--|------|------|------|------|
| 13 wk | 6.50 <td>6.00</td> <td>5.00</td> <td>4.00</td> <td>3.50</td> | 6.00 | 5.00 | 4.00 | 3.50 |
| 52 wk | 5.00   | 4.00 | 3.00 | 2.00 | 1.50 |
- 30 sec: 80% of 1-min. 10 sec:

# CALIFORNIA

## OCEANSIDE (1 AM; 1 FM)

Plus 1 paid duplicate listing.  
San Diego County—Map Location G-11.  
See SRDS consumer market map and data at beginning of the State.

### KMLO

1967  
VISTA

(This is a paid duplicate of the listing appearing under Vista, Calif.)

Media Code 4 205 9585 2.00  
North County Broadcasting Co., Inc., Box 1000, 3768 N. Santa Fe, Vista, Calif. 92083. Phone 714-724-8333.

Other Office: 1551 S Escondido Blvd., Escondido, Calif.

**STATION'S PROGRAMMING DESCRIPTION**  
KMLO: Programmed for active adults 18-49.  
**MUSIC:** adult contemporary, controlled balance of current MOR hits, new music & top hits of recent year. **NEWS:** 7 min hourly; news facilities include radio equipped mobile cruiser, fixed wing airplane, UPI wire service. County wide traffic reports during commuting hours through network radio patrol cars & aircraft. Rec'd 8/19/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gene Alfred.
- FACILITIES**  
1,000 w.; 1000 kc. Directional days.  
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3d, 4a, 5, 8.  
Rate Protection: 10a, 11a, 13a.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 29a, 30, 31.  
Contracts: 40a.  
Cancellation: 70c.

### TIME RATES

ET 2/1/73—Rec'd 1/4/73.

6. SPOT ANNOUNCEMENTS	
12 MO:	1x 13x 26x 52x 104x 208x
1 min.	10.80 10.30 9.70 9.20 8.70 8.20
30 sec.	9.60 9.20 8.70 8.20 7.70 7.30
1 min.	312x 416x 520x 750x 1000x
30 sec.	7.70 7.20 6.60 6.10 5.60
10 sec.	6.80 6.20 5.70 5.20

7. PACKAGE PLANS	
PER WK. ROS:	10 ti 20 ti 30 ti 40+*
1 min.	8.70 8.20 7.70 7.20
30 sec.	7.70 7.30 6.80 6.20
PER MO. ROS:	50 ti 100 ti 150 ti 200 ti
1 min.	7.70 7.00 6.40 5.70
30 sec.	6.80 6.10 5.50 4.80
10 sec.	5.90 5.20 4.60 3.90

10. SPECIAL FEATURES	
7 MINUTE NEWSCASTS AT :60	
1x	52x 208x 312x 520x
1 min.	17 15 13 11 9
30 sec.	15 13 11 9

### KUDE

1956

Subscriber to the NAB Radio Code  
Media Code 4 205 4950 3.00  
Dolph-Petty Broadcasting Co., Box K1320, 2950 Oceanide Blvd., Oceanside, Calif. 92054. Phone 714-757-1320.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Lyle R. Richardson.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
500 w.; 1320 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/1/74—Rec'd 7/12/74

6. SPOT ANNOUNCEMENTS	
1x	52x 104x 156x 260x 312x 365x
1 min.	12.00 11.50 11.00 10.50 10.00 9.50 9.00
30 sec.	10.50 10.00 9.50 9.00 8.50 8.00 7.50
10 sec.	Deduct 10% from 30-sec.

7. PACKAGE PLANS	
SATURATION PLANS	
ROS:	10 ti 20 ti 30 ti 40 ti 50 ti
1 min.	11.00 10.50 10.00 9.50 9.00
30 sec.	10.00 9.50 9.00 8.50 8.00

8. PROGRAM TIME RATES	
Per mo	Per yr
1 min.	100 ti 150 ti 200 ti 300 ti 520x 1040x 2080x
30 sec.	10.00 9.50 9.00 8.00 8.50 8.00 7.00
10 sec.	9.00 8.50 8.00 7.00 7.00 6.50 6.00

10. SPECIAL FEATURES	
1 hr.	160 153 147 140 133 127 120
1/4 hr.	48 46 44 42 40 38 36

NEWS PROGRAMS	
1x	52x 104x 156x 260x 312x 365x
3 min.	32 30 29 28 27 25 24

# KUDE-FM

1961

NAB

RAB

Media Code 4 205 4951 1.00  
Dolph-Petty Broadcasting Co., Box K1320, 2950 Oceanide Blvd., Oceanside, Calif. 92054. Phone 714-757-1320.  
See affiliated AM station for additional information.

- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 7 am-midnight. PST.  
Antenna ht.: 1070 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 873 ET 8/1/73—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS	
1x	52x 104x 156x 260x 312x 365x
1 min.	12.00 11.50 11.00 10.50 10.00 9.50 9.00
30 sec.	10.00 9.50 9.00 8.50 8.00 7.50 7.00

7. PACKAGE PLANS	
PER WK. ROS, EA:	10 ti 20 ti 30 ti 40 ti 50 ti
1 min.	10.00 9.50 9.00 8.50 8.00
30 sec.	9.00 8.50 8.00 7.50 7.00
PER MO. ROS, EA:	100 ti 150 ti 200 ti 300 ti
1 min.	9.00 8.50 8.00 7.00
30 sec.	8.00 7.50 7.00 6.00

8. PROGRAM TIME RATES	
1 hr.	160 153 147 140 133 127 120
1/4 hr.	48 46 44 42 40 38 36

**10. SPECIAL FEATURES**  
NEWS: 1x 52x 104x 156x 260x 312x 365x  
5 min. 32 30 29 28 27 25 24

**OJAI**  
Ventura County—Map Location D-9.  
See SRDS consumer market map and data at beginning of the State.

### KOVA (FM)

1972

NAB

Subscriber to the NAB Radio Code  
Media Code 4 205 4965 1.00  
Radio Ojai, Inc., Box 711, 1205-A Maricopa Rd., Ojai, Calif. 93023. Phone 805-646-1434.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Fred M. Hall.
- FACILITIES**  
ERP 152 w. (horiz.), 152 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 1,190 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 2 ET 2/25/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS	
PER YR:	53x 105x 261x 501x 751x 1001+
1 min	5.00 4.50 4.00 3.75 3.50 3.25 3.00
30 sec	4.00 3.60 3.20 3.00 2.80 2.60 2.40
(*)	2.50 2.25 2.00 1.90 1.75 1.60 1.50
(*) 15 sec/less.	

7. PACKAGE PLANS	
PER WK:	10 ti 20 ti 40 ti 80+
1 min.	4.00 3.75 3.50 3.25 3.00
30 sec.	3.20 3.00 2.80 2.60 2.40
15 sec/less.	2.00 1.90 1.80 1.50

**10. SPECIAL FEATURES**  
NEWS: 1x 52x 105x 157x 209x 261+  
5 min. 8.25 7.75 7.25 6.75 6.25 5.75

**ONTARIO (1 AM; 1 FM)**  
San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### KSOM

1946

NAB

Media Code 4 205 4960 0.00  
AR Communications Corp., Box 1510, Ontario, Calif. 91762. Phone 714-982-8888, 624-1480.

- STATION'S PROGRAMMING DESCRIPTION**  
KSOM: Programmed for adults 25-49.  
**MUSIC:** popular contemporary vocal & instrumental music. **NEWS:** 5-min network news at 6:30 am, 8 pm, 2-min regional news at 7, 8, 9 am, noon, 3 & 5:27 pm following network news. **SPORTS:** network sports 4x daily. Contact Representative for further details. Rec'd 7/10/74.
- PERSONNEL**  
President—A. William Retzlaff.  
Vice-Pres. & Gen'l Mgr.—Richard J. Quass.  
General Sales Manager—Jerry A. Jolstead.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
J. A. Lucas & Co., Inc./JALCO.  
10,000 w.; 1510 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
FM—ERP 3,000 w.; 93.5 mc. Stereo.  
Operating schedule: Same as AM.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 23a, 24a, 25a, 28b.  
Contracts: 40a, 42b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60i, 60k, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: Jalco So/Cal Group.

### TIME RATES

ET 9/1/74—Rec'd 9/3/74.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 6-6 am & 10 am-3 pm; Sat & Sun 5 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS	
CLASS A	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti
PER YR:	52x 104x 156x 208x 260x
1 min.	16.50 15.50 14.50 13.50 12.50
30 sec.	15.50 14.50 13.50 12.50 11.50
CLASS B	
1 min.	14.50 13.50 12.50 11.50 10.50
30 sec.	13.50 12.50 11.50 10.50 9.50
CLASS B	
1 min.	13.50 12.50 11.50 10.50 9.50
30 sec.	12.50 11.50 10.50 9.50 8.50
ID's: 60% of 1-min.	

10. SPECIAL FEATURES	
5-MINUTE NEWSCASTS	
AA	1x 26x 52x 104x 260x 520x
A	32 30 28 26 24 22
B	27 25 23 21 19 17
B	22 20 18 16 14 12

## OROVILLE

Butte County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KORV

1962

NAB

Subscriber to the NAB Radio Code  
Media Code 4 205 5040 2.00  
Oroville Radio, Inc., Box 1340, 580 Oro Dam Blvd., Oroville, Calif. 95965. Phone 916-533-1340.  
**STATION'S PROGRAMMING DESCRIPTION**  
KORV: Programmed for adults and teens.

- PERSONNEL**  
General Manager—Yernon H. Uecker.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL RATE POLICY**  
Affiliated with American Information Network.

### TIME RATES

ET—Rec'd 8/27/73.

7. PACKAGE PLANS	
1 MINUTE—ROS	
PER CONSEC WK:	10 ti 15 ti 25 ti
1 wk.	7.00 6.50 6.00
5 wk.	6.00 5.50 5.00
10 wk.	5.00 4.50 4.00
30 sec: 80% of 1-min. 15 sec: 50% of 1-min. 6-10 am & 4-6 pm, extra 10%.	

**10. SPECIAL FEATURES**  
5-min news & sports—1-1/2x applicable 1-min rate.

## OXNARD-VENTURA

(5 AM; 4 FM)  
(including Camarillo, Port Hueneme, Santa Paula)  
Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are considered under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Afternoon		Evening	
	Traffic	Daytime	Traffic	Evening	Traffic	(7 pm-midnight)
A	19	16	19	16	19	16
B	14	10	14	10	14	10
C	10	10	10	10	10	10
D	10	8	10	8	10	8
AVERAGE	13	11	13	10	13	10

### KAAP

1948

RAB

Media Code 4 205 5160 8.00  
Rancho Broadcasting, Inc., Box 1400, Saticoy Br., Rancho, Calif. 93003. Phone 805-647-1400.  
**STATION'S PROGRAMMING DESCRIPTION**  
KAAP: Adult contemporary programming.  
**MUSIC:** triple play of current top selling, singles, albums & memories. **NEWS:** network, UPI & local. **FARM:** report 6:25-6:30 am M-F. **RELIGION:** Sun 6 am-noon. **COMMERCIAL POLICY:** 14 minutes maximum. Contact Representative for further details. Rec'd 2/1/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—A. Wallace.  
Sales Manager—Robert E. La Marchia.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 25a, 28c.  
Contracts: 40a, 41, 44a, 44b, 46, 49, 51c.  
Comb.: Cont. Discounts: 62a.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 81, 82.

**TIME RATES**  
ET 5/1/68—Rec'd 4/15/88.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

7. PACKAGE PLANS	
1 WEEK	
PER WK:	1 min 30 sec 1 min 30 sec
1 min.	7.65 6.15 6.15 4.95
5 ti	7.05 5.90 5.30 4.15
10 ti	6.20 5.00 5.05 3.95
15 ti	5.90 4.70 4.85 3.75
20 ti	5.60 4.40 4.45 3.60
25 ti	5.30 4.15 4.35 3.45
13 WEEKS	
5 ti	5.90 4.70 4.70 3.55
10 ti	5.65 4.50 4.50 3.35
15 ti	5.45 4.25 4.25 3.20
20 ti	5.20 4.00 4.00 3.00
26-52 WEEKS	
25 ti	4.95 3.75 3.75 2.80
5 ti	5.60 4.50 4.50 3.20
10 ti	5.05 4.15 4.00 2.90
15 ti	4.70 3.75 3.65 2.70
20 ti	4.45 3.40 3.30 2.55
25 ti	4.15 3.05 2.95 2.35
15 sec or less: 80% of applicable 30-sec rate.	

**10. SPECIAL FEATURES**  
1400 NEWSCASTS  
5-min News Summary: 1-1/2x applicable 1-min rate.  
3 min News Headlines: 1-1/2x applicable 30 sec rate.  
**WEATHER**  
Ventura County WeatherScope: 1-1/2x applicable 30-sec rate.

**FEATURES**  
KAAP County Calendar: 1-1/2x applicable 30-sec rate.  
Sports Highlights: 1-1/2x applicable 1-min rate.  
Today In Agribusiness: 1-1/2x applicable 30-sec or 1-min AA rate.

### KACY

1958

RAB

Subscriber to the NAB Radio Code  
Media Code 4 205 5070 9.00  
KACY, Inc., Box 1520, Oxnard, Calif. 93030. Phone 805-488-3551.



**Oxnard-Ventura—K B B Q—Continued**

**TIME RATES**  
 Eff 8/74—Rec'd 8/1/74.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	18.00	14.40	14.00	11.20	12.00	9.60
6 ti	17.00	13.60	13.00	10.40	11.00	8.80
12 ti	16.00	12.80	12.00	9.60	10.00	8.00
18 ti	15.00	12.00	11.00	8.80	9.00	7.20
24 ti	14.00	11.20	10.00	8.00	8.00	6.40

10 sec: 60% of 1-min.  
**7. PACKAGE PLANS**  
 TAP—(1/3AA, 1/3A, 1/3B)  
**PER WK:** 12 ti 18 ti 24 ti  
 1 min 12.00 11.00 10.00  
 30 sec 9.60 8.80 8.00

**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—5% 52 wk—10%

**K B B Y (FM)**

1962  
**VENTURA**



Subscriber to the NAB Radio Code  
 Media Code 4 205 5085 7.00  
 Tri-County Public Service, Inc., Box 5151, Ventura,  
 Calif. 93003. Phone 805-642-3239, 485-3239.  
 See affiliated AM station for additional information.  
 AM facilities: KBBQ.

**3. FACILITIES**  
 ERP: 25,000 w.; 95.1 mc. Stereo.  
 Operating schedule: 24 hours. PST.  
 Antenna ht.: 315 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Eastman Radio Network and MBS.  
 Sold in combination with KBBQ. See that listing for discount.

**TIME RATES**

Eff 8/74—Rec'd 8/1/74.  
 AA—Mon thru Sun 3-10 pm.  
 A—Mon thru Sun 6 am-3 pm & 10 pm midnight.  
 B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	9.00	7.20	7.00	5.60
6 ti	8.50	6.80	6.50	5.20
12 ti	8.00	6.40	6.00	4.80
18 ti	7.50	6.00	5.50	4.40
24 ti	7.00	5.60	5.00	4.00

10 sec: 60% of 1-min.  
**10. SPECIAL FEATURES**  
 3 min newscast—1-1/2x applicable 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—5% 52 wk—10%

**K E W E (FM)**

1972  
**CAMARILLO**



Media Code 4 205 5092 3.00  
 Hot Air Radio, 2195 Ventura Blvd., Camarillo,  
 Calif. 93010. Phone 805-482-3844.

**STATION'S PROGRAMMING DESCRIPTION**  
 KEWE (FM): Mor. contemporary format, designed  
 for men & women 18-49 years old.  
**MUSIC:** blend of million sellers, top albums & top  
 10 singles. **NEWS:** local & network at 6:40, 7:40,  
 8:40, 10:40 am, 12:40, 4:40, 5:40 & 6:40 pm daily.  
**RELIGION:** Sun 6-10:30 am. **COMMERCIAL POL-**  
**ICY:** 6 minutes maximum per hour. Remote facili-  
**ties available. Contact Representative for further**  
**details. Rec'd 1/5/73.**

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Chester Coleman.  
 Station Manager—Frank C. Crothers.  
 Sales Manager—Laurel Yanow.

**2. REPRESENTATIVES**  
 Bill Dahlsten & Associates.

**3. FACILITIES**  
 ERP: 3,000 w.; 95.9 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 150 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0; payable when averaged.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a, 8.  
 Rate Protection: 10d, 11d, 12e, 13e, 14e, 15b, 15d,  
 16.  
 Basic Rates: 20a, 21b, 22a, 24a, 26, 28c, 33d.  
 Contracts: 40a, 42b, 42d, 45, 46, 47c, 50, 51a.  
 Comb. Cont. Discounts: 60a, 61c.  
 Cancellation: 70b, 70d, 70e, 71a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American FM Network.

**TIME RATES**

Eff 9/18/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	24 ti	36 ti
1 min	7.50	7.00	6.50	6.00	5.50
30 sec/less	5.00	5.50	5.00	4.50	4.00

**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—5% 52 wk—10%

**8. PROGRAM TIME RATES**  
**RELIGIOUS:** 1 hr 1/2 hr 1/4 hr  
 Ea 40 30 20

13 wk minimum contract.

**10. SPECIAL FEATURES**  
 5-min network news BTA. ea 9.00.  
 Incl 15-sec open & close plus 1 1-min spot.

**K H A Y (FM)**

1961  
**VENTURA**



Media Code 4 205 5096 4.00  
 KVEN Broadcasting Corp., 3897 Market St., Ven-  
 tura, Calif. 93003. Phone 805-642-8595.  
 Mailing address: Box 699, Ventura, Calif. 91401.  
 See affiliated AM station for additional information.  
 AM facilities: KVEN.

**STATION'S PROGRAMMING DESCRIPTION**  
 KHAY (FM): MUSIC: country & western. Contact  
 Representative for further details. Rec'd 12/21/73.

**3. FACILITIES**  
 ERP: 39,000 w. (horiz.), 39,000 w. (vert.); 100.7 mc.  
 Stereo.  
 Operating schedule: 5-1 am. EST.  
 Antenna ht.: 2,250 ft. above average terrain.

**7. PACKAGE PLANS**  
 No. 1-A Eff 1/1/74—Rec'd 12/21/73.

**PER WK:** 7 ti 14 ti 21 ti 28 ti  
 1 min 3.90 3.65 3.40 3.20  
 30 sec 3.10 2.95 2.75 2.60

**CONSECUTIVE WEEK DISCOUNT:** 13 wk 26 wk 52 wk  
 1 min per spot .15 .30 .50  
 30 sec per spot .10 .25 .40

**AM/FM COMBINATION:** Any of above pkgs used  
 with 10+ spots per wk on KVEN, deduct .70 per  
 spot from 1 min pkg or .55 per spot from 30 sec  
 pkg. CWD not applicable when combination discount  
 is used.

**K O X R**

1955  
**OXNARD**

**Independent Spanish**

A Lotus Communications Corporation Station  
 Media Code 4 205 5100 4.00  
 Lotus Oxnard Corp., 418 W. 3rd St., Oxnard, Calif.  
 93030. Phone 805-487-0444.

**1. PERSONNEL**  
 President—Howard A. Kalmenson.  
 Vice-Pres. & Gen'l Mgr.—Everett Kunin.  
 Program Director—Mareo Antonio Del Castillo.

**2. REPRESENTATIVES**  
 GCI Sales, Inc.  
 Los Angeles, San Francisco—Lotus Reps.

**3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 910 kc.  
 Directional.  
 Operating schedule: 4-1 am. PST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.  
 Contracts: 40a, 41, 44b, 45, 46.  
 Comb. Cont. Discounts: 60i.  
 Cancellation: 71a, 72, 73b.  
 Prod. Services: 80, 82.

**TIME RATES**

No. 15 Eff 9/1/73—Rec'd 8/6/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	7x	26x	52x	156x	312x	624x	1000x
1 min	15.00	14.00	12.00	10.00	9.00	8.00	7.00
30 sec	12.00	11.25	9.50	8.00	7.25	6.50	5.50

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
**HTA SATURATION PACKAGES**  
**PER WK:** 21 ti 28 ti 35 ti 42 ti 49 ti 56 ti  
**PER DAY:** 3 ti 4 ti 5 ti 6 ti 7 ti 8 ti  
 1 min 10.00 9.00 8.00 7.50 7.00 7.00  
 30 sec 8.00 7.50 7.00 6.50 6.00 5.50

Minimum contract 4 wks.

**10. SPECIAL FEATURES**  
 5-min newscasts, ea. 15 Sportsline spon, ea. 12  
 7 per wk minimum.

**K P M J (FM)**

1958  
**OXNARD**

Media Code 4 205 5130 1.00  
 Oxnard Broadcasting Corp., 1280 S. Oxnard Blvd.,  
 Oxnard, Calif. 93030. Phone 805-483-2303.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Paul R. Schneider.  
 Manager—W. Richard Schneider.  
 Program Director—Jerry Hedlund.

**2. REPRESENTATIVES**  
 J. A. Lucas Co., Inc./JALCO.

**3. FACILITIES** ERP 2,850 w.; 104.7 mc. Stereo.  
 Operating schedule: 6 am-midnight. PST.  
 Antenna ht.: 1,580 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 22a, 23a, 28a, 28c, 29a.  
 Contracts: 40a, 42b, 43, 45, 50, 51a, 51b.  
 Comb. Cont. Discounts: 60a, 60f, 62d.  
 Cancellation: 71a, 73a.  
 Prod. Services: 82.  
 Affiliated with American FM Network.

**TIME RATES**

No. 6 Eff 1/1/73—Rec'd 1/8/73.

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.50	3.25	3.00	2.75	2.50
15 sec	3.00	2.75	2.50	2.25	2.00

**13 CONSECUTIVE WEEKS**  
 1 min 3.75 3.50 3.25 3.00 2.75  
 30 sec 3.25 3.00 2.75 2.50 2.25  
 15 sec 2.75 2.50 2.25 2.00 1.75

**26 CONSECUTIVE WEEKS**  
 1 min 3.50 3.25 3.00 2.75 2.50  
 30 sec 3.00 2.75 2.50 2.25 2.00  
 15 sec 2.50 2.25 2.00 1.75 1.50

**52 CONSECUTIVE WEEKS**  
 1 min 3.25 3.00 2.75 2.50 2.25  
 30 sec 2.75 2.50 2.25 2.00 1.75  
 15 sec 2.25 2.00 1.75 1.50 1.25

**8. PROGRAM TIME RATES**

PER WK:	1x	13x	26x	52x	156x	260x	364x
1 hr	50.00	47.50	45.00	42.50	40.00	37.50	35.00
1/2 hr	30.00	28.50	27.00	25.50	24.00	22.50	21.00
1/4 hr	20.00	19.00	18.00	17.00	16.00	15.00	14.00
10 min	15.00	14.25	13.50	12.75	12.00	11.25	10.50
5 min	10.00	9.25	8.50	7.75	7.00	6.25	5.50

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**  
**AND SPECIAL PROGRAMS**  
**PER WK:** 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti  
 1 wk 6.00 5.75 5.50 5.25 5.00 4.75 4.50  
 13 wk 5.75 5.50 5.25 5.00 4.75 4.50 4.25  
 26 wk 5.50 5.25 5.00 4.75 4.50 4.25 4.00  
 52 wk 5.25 5.00 4.75 4.50 4.25 4.00 3.75

**KVEN**

1948  
**VENTURA**



Subscriber to the NAB Radio Code  
 Media Code 4 205 5250 7.00  
 KVEN Broadcasting Corp., 3897 Market St., Ven-  
 tura, Calif. 93003. Phone 805-642-8595.  
 Mailing address: Box 699, Ventura, Calif. 91401.

**STATION'S PROGRAMMING DESCRIPTION**  
 KVEN: Middle-of-the-road with news, personalities  
 & sports. **SPORTS:** major league baseball, university  
 football & basketball. Contact Representative for  
 further details. Rec'd 5/13/74.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Robert L. Fox.  
 Vice-Pres. & Sta. Mgr.—Ira Laufer.  
 Vice-President, Sales—Robert Jacobson.

**2. REPRESENTATIVES**  
 New York, Chicago, Detroit—Pitro Time Sales, Inc.  
 San Francisco—Radio Time Sales/International.  
 Los Angeles—Robert L. Fox/Ira Laufer, 461-9757.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc. Directional—  
 days.  
 Operating schedule: 5 am-midnight. PST.

**4. AGENCY COMMISSION**  
 15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 3a, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
 Contracts: 40a, 45.  
 Comb. Cont. Discounts: 60a, 61a, 61b, 62e.  
 Cancellation: 71a, 73a.  
 FM facilities: KHAY (FM).  
 Affiliated with American Entertainment Network.

**TIME RATES**

No. 4 Eff 9/1/69—Rec'd 8/5/69.  
 AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.  
 A—Mon thru Sat 9:30 am-3:30 pm & 7-9 pm; Sun  
 6 am-7 pm.  
 B—All other times.

**7. PACKAGE PLANS**

PER WK:	AA	A	B	AA	A	B
1 ti	11.40	9.25	7.20	8.65	7.10	5.45
10 ti	10.75	8.75	6.70	8.15	6.70	5.05
15 ti	10.00	8.00	6.20	7.60	6.25	4.70
20 ti	9.25	7.40	5.70	7.20	5.80	4.35

**1 WEEK**  
 30 ti 8.50 6.80 5.20 6.70 5.40 3.95  
 40 ti 7.75 6.20 4.70 6.20 5.00 3.60

**13 WEEKS**  
 1 ti 11.00 8.75 6.80 8.30 6.70 5.15  
 10 ti 10.25 8.20 6.35 7.80 6.25 4.85  
 15 ti 9.50 7.60 5.95 7.30 5.80 4.45  
 20 ti 8.75 7.10 5.50 6.80 5.35 4.05  
 30 ti 8.00 6.50 5.05 6.30 4.90 3.65  
 40 ti 7.30 5.90 4.65 5.70 4.45 3.35

**26 WEEKS**  
 1 ti 10.60 8.50 6.50 7.90 6.35 4.95  
 10 ti 9.90 7.85 6.05 7.40 5.95 4.60  
 15 ti 9.15 7.25 5.70 6.90 5.50 4.20  
 20 ti 8.40 6.70 5.15 6.40 5.05 3.80  
 30 ti 7.60 6.10 4.80 5.95 4.65 3.50  
 40 ti 6.90 5.50 4.35 5.45 4.20 3.10

**52 WEEKS**  
 1 ti 10.10 8.15 6.25 7.50 6.05 4.80  
 10 ti 9.35 7.50 5.80 7.10 5.60 4.40  
 15 ti 8.65 6.90 5.40 6.55 5.15 4.05  
 20 ti 7.90 6.30 4.95 6.05 4.80 3.65  
 30 ti 7.20 5.70 4.50 5.55 4.35 3.25  
 40 ti 6.40 5.05 4.10 5.05 3.90 2.90

10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

PER WK:	AA	A	B	AA	A	B
1 x	92.50	77.50	60.00	51.50	45.50	32.50
26 x	90.00	75.50	58.50	50.50	44.50	31.75
52 x	87.50	73.50	57.00	49.50	43.50	31.00
104 x	85.00	71.50	55.50	48.50	42.50	30.25
156 x	82.50	69.50	54.00	47.50	41.50	29.50
208 x	80.00	67.50	52.50	46.50	40.50	28.75
260 x	77.50	65.50	51.50	45.50	39.50	28.00
312 x	75.00	63.50	50.00	44.50	38.50	27.25

**15 MINUTE**  
 1 x 25.00 27.00 20.00 27.60 23.10 16.50  
 2 x 31.75 26.40 19.70 27.00 22.80 16.25  
 52 x 31.00 25.80 19.40 26.40 22.50 16.00  
 104 x 30.25 25.20 19.10 25.80 22.20 15.75  
 156 x 29.50 24.60 18.80 25.20 21.90 15.50  
 208 x 28.75 24.00 18.50 24.60 21.60 15.25  
 260 x 28.00 23.40 18.20 24.00 21.30 15.00  
 312 x 27.25 22.80 17.90 23.60 21.00 14.75

(\*) Add 50% of applicable 5-minute rate for 1  
 hour or 1/2 hour.  
 Rates not retroactive for spots or programs.

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**  
**PER WK:** 1x 25x 65x 130x 200x 260x 520x  
 AA 15.00 14.00 14.00 13.50 13.00 12.50 12.00  
 A 12.50 12.00 11.80 11.15 10.70 10.25 9.80  
 B 9.75 9.30 8.85 8.40 7.95 7.50 7.05

**Weather Features—**Each hour at :15 and :45, ap-  
 plicable 1-minute rate plus 2.00.

**8. PROGRAM TIME RATES**

PER WK:	AA	A	B	AA	A	B
1 x	92.50	77.50	60.00	51.50	45.50	32.50
26 x	90.00	75.50	58.50	50.50	44.50	31.75
52 x	87.50	73.50	57.00	49.50	43.50	31.00
104 x	85.00	71.50	55.50	48.50	42.50	30.25
156 x	82.50	69.50	54.00	47.50	41.50	29.50
208 x	80.00	67.50	52.50	46.50	40.50	28.75
260 x	77.50	65.50	51.50	45.50	39.50	28.00
312 x	75.00	63.50	50.00	44.50	38.50	27.25

**PALMDALE**

Los Angeles County—Map Location E-10  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**See Lancaster-Palmdale**

**PALM DESERT**

Riverside County—Map Location G-10  
 See SRDS consumer market map and data at begin-  
 ning of the State.



# CALIFORNIA

## Palm Springs—Continued

### KDES

1956

#### PALM SPRINGS

Media Code 4 205 5340 6.00

Tourtelot Broadcasting Co., 821 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phones 714-325-1211, 346-8764.

#### STATION'S PROGRAMMING DESCRIPTION

KDES: Programmed for mass audience. MUSIC: current single & past hits. 5 AIR PERSONALITIES, commenting on community involvement. NEWS: network at 10, expanded local coverage in drive times at 15. COMMERCIAL POLICY: maximum 8 breaks per hour. 10 min product separation guaranteed. Rec'd 5/2/74.

#### 1. PERSONNEL

President—Joseph L. Tourtelot.

Vice-Pres., Gen'l & Sales Mgr.—Joseph V. Tourtelot.

#### 2. REPRESENTATIVES

Call station collect.

#### 3. FACILITIES

5,000 w. days, 500 w. nights; 920 kc. Directional. Operating schedule: 24 hours daily. PST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25b, 29a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51b, 51c. Comb.: Cont. Discounts: 60a, 60f, 60i, 62d. Cancellation: 70b, 70d, 71a, 72, 73a, 73b. Prod. Services: 80, 82.

Affiliated with American Contemporary Network. AM and FM combinable for frequency discount.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 16 ET 8/1/74—Rec'd 8/5/74.

A—Mon thru Sun 6 am-8 pm.

B—Mon thru Sun 8 pm-6 am.

#### 6. SPOT ANNOUNCEMENTS

YR:	1000x	750x	500x	250x	1000x	750x	500x	250x
1 min	4.25	4.75	5.25	5.75	2.00	2.25	2.50	2.75
30 sec	3.25	3.75	4.25	4.50	1.50	1.75	2.00	2.25

13 WK:	500	300	150	75	500	300	150	75
1 min	4.75	5.25	6.00	6.50	2.25	2.50	2.75	3.00
30 sec	3.75	4.25	4.75	5.50	1.75	2.00	2.25	2.50

2 WK:	100	50	30	20	100	50	30	20
1 min	4.75	5.25	6.00	6.50	2.25	2.50	2.75	3.00
30 sec	3.75	4.25	4.75	5.50	1.75	2.00	2.25	2.50

1 WK:	50	25	15	10	50	25	15	10
1 min	5.00	5.50	6.25	6.75	2.50	2.75	3.00	3.25
30 sec	4.00	4.50	5.25	5.75	2.00	2.25	2.50	2.75

1 MO, TI:	150	100	75	150	100	75
1 min	5.00	5.25	6.00	2.25	2.50	2.75
30 sec	3.75	4.25	4.75	1.75	2.00	2.25

Guaranteed, fixed position, extra 25%.

Retractive discounts not allowed.

(Q)

## KDES

\*No. 1 in Adults  
18-49

Call collect 714-325-1211

\*Pulse KDES Survey Area. Avg. 1/4 hr.,  
6 AM-7 PM, March-April, 1974

### KDES-FM

1963

#### PALM SPRINGS

Subscriber to the NAB Radio Code

Media Code 4 205 5341 4.00  
Tourtelot Broadcasting Co., 821 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phones 714-325-1211, 346-8764.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

KDES-FM: Programmed for adults. MUSIC: general popular featuring current selections, standards and showtunes. NEWS & weather: reports every hour. COMMERCIAL POLICY: limited to 8 minutes per hour. Rec'd 5/9/74.

#### 3. FACILITIES

ERP 20,000 w. (horiz.) 2,200 w. (vert.) 104.7 mc. Stereo.

Antenna ht.: 276 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

FM and AM combinable for frequency discount.

#### TIME RATES

ET—Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS	Per wk				Per mo			
	10 ti	25 ti	50 ti	75 ti	100 ti	150 ti	100 ti	150 ti
1 min	4.75	5.25	6.00	6.50	4.00	3.50	3.25	3.25
30 sec	3.50	3.00	2.50	3.00	2.50	2.25	2.25	2.25
PER YR:					500x	750x	1000x	
1 min					3.75	3.50	3.25	
30 sec					2.75	2.50	2.25	

### KPSI

1954

#### PALM SPRINGS

Subscriber to the NAB Radio Code

Media Code 4 205 5375 2.00  
KPSI Radio Corp., 47 N. Palm Canyon Dr., Palm Springs, Calif. 92262. Phone 714-325-2582.

#### STATION'S PROGRAMMING DESCRIPTION

KPSI: Presents a foreground adult sound. MUSIC: current & past album & single cuts, showtunes & movie scores. Adult variety keyed to MOR taste. SPORTS: play-by-play pro baseball, pro & U football. NEWS: frequent UPI audio network & local reports. COMMERCIAL POLICY: 4 clusters per hour, plus news avals. Contact Representative for further details. Rec'd 1/2/73.

#### 1. PERSONNEL

President—Hozent R. Supple.

Vice-Pres. & Gen'l Mgr.—Elliot Field.

Vice-Pres. Operations—A. H. (Chris) Christensen.

PRO Time Sales, Inc.

Los Angeles, San Francisco—Bill Dahlsen & Associates.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 24 hours daily. PST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 6a.

Rate Protection: 10b, 15d.

Basic Rates: 20b.

Contracts: 40a.

Cancellation: 70c, 71a, 73a.

Prod. Services: 82.

#### TIME RATES

No. 4 ET 3/15/74—Rec'd 3/18/74.

AA—Mon thru Sun 6 am-6 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	50x	100x	250x	500x	1000x
AA	8.00	7.00	6.00	5.00	4.00
A	7.00	6.00	5.00	4.00	3.00

30 SECONDS	6.00	5.00	4.00	3.00	2.50
AA	5.00	4.00	3.00	2.50	2.00

15 sec/less: 50% of 1-min.

Fixed, extra 25%.

#### 8. PROGRAM TIME RATES

1x	26x	52x	104x	208x	512x	624x
1 hr	60	55	45	---	---	---
1/2 hr	40	30	32	---	28	---
1/4 hr	30	25	24	---	20	---
5 min	12	11	10	9	8	7

Fixed position: 1-1/4x earned rate.

#### 10. SPECIAL FEATURES

NEWSCASTS

Rotating, per wk, 7, 9, 11 am, 3, 7 pm..... 35.00

Fixed, per wk..... 40.00

Incl 10-sec open & close plus 30-sec spot.

Mon thru Sat; 1 per day, 6 days per wk.

SPORTSCASTS

Rotating, 6:15-11:15 pm, per wk..... 35.00

Fixed, per wk..... 35.00

Incl 5-sec open & close plus 30-sec spot.

Mon thru Sun, 1 per day at 15.

CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

### KWXY KWXY-FM

1964 1968

#### CATHEDRAL CITY



LUCAS COMPANY, INC.

## Fine Music

NAB

Media Code 4 205 5402 4.00

Glen Barnett, 68700 Avenue 34, Palm Springs, Calif. 92262. Phone 714-328-1104.

Studios: 34th Ave. & Via Altamira, Palm Springs, Calif.

#### STATION'S PROGRAMMING DESCRIPTION

KWXY: Programmed for adults. Music broadcast in uninterrupted segments with commercials and other spoken matter clustered each quarter hour. 5 min news at :45, and features (interviews, markets, local information, sports) at :15 each hour. MUSIC: limited to melodic arrangements of standards, showtunes, film music and light semi-classical principally. However, compatible arrange-orchestras, dance bands, symphony orchestras and ments of other types are used for variety. String combos predominate. Vocals are limited to 2 or 3 each hour period. COMMERCIAL POLICY: 3 minutes maximum each quarter hour period. 15 minute product separation guaranteed. Contact Representative for further details. Rec'd 9/26/68.

#### 1. PERSONNEL

Owner—Glen Barnett.

2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc. Non-directional.

Operating schedule: 6 am-midnight. PST.

FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.

Operating schedule: Same as AM.

Antenna ht.: 690 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 21b, 21d, 22a, 22b, 23a, 23b, 28a, 28c, 30, 33b.

Contracts: 40a, 44b, 45, 46.

Comb.: Cont. Discounts: 60b, 60k, 61a, 62d.

Cancellation: 71a.

Prod. Services: 80, 82.

Member: Jalco—So/Cal Group.

#### TIME RATES

No. 5 ET 10/72—Rec'd 9/25/72.

AA—Mon thru Fri 6-9 am & 4-7 pm; Sat & Sun

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER YR:	25x	50x	100x	250x	500x	750x	1000x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.65	5.25	4.90	4.50	4.15	3.75

CLASS AA	40 ti	50 ti	100 ti
1 min	6.40	6.00	5.60
30 sec	4.80	4.50	4.20
10-sec ID's: 50% of 1-min.	3.60	3.30	3.00

#### 7. PACKAGE PLANS

WKLY, EA:	10 ti	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	7.00	6.25	5.85	5.50	5.25	4.50
30 sec	5.25	4.70	4.40	4.15	3.95	3.40

CLASS AA	40 ti	50 ti	100 ti
1 min	5.60	5.00	4.70
30 sec	4.20	3.75	3.55
10-sec ID's: 50% of 1-min.	3.30	3.15	2.70

PACKAGE CONTINUOUS SCHEDULE DISCOUNT

13 wk—% 26 wk—10% 39 wk—15% 52 wk—20%

#### 8. PROGRAM TIME RATES

PER YR:	1x	25x	50x	100x	250x
1 hr	60.00	54.00	51.00	---	---
1/2 hr	40.00	36.00	34.00	---	---
1/4 hr	27.00	24.00	22.50	21.00	---
5 min	13.50	12.00	11.25	10.50	9.75

#### 10. SPECIAL FEATURES

5-min news—7 days per wk/annual contract, per mo 250.00.

(Q)

## PALO ALTO

Santa Clara County—Map Location C-7

See SRDS consumer market map and data at beginning of the State.

### KIBE KDFC (FM)

1949 1948



Patterson—KOSO (FM)—Continued

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 5/1/74—Rec'd 6/1/74.

**SPOT ANNOUNCEMENTS**

**FIXED, 1 MIN:**

1 wk.	6.00	5.50	5.00	4.50	4.00
13 wk.	5.00	4.75	4.50	4.00	3.50
26 wk.	4.50	4.00	3.50	3.25	3.00
52 wk.	3.50	3.00	2.75	2.75	2.75

30 sec. 80% of 1-min. 15 sec. 50% of 1-min.

**RATEHOLDER**  
Consists of 3 30-sec or 6 15-sec per wk.

**PACKAGE PLANS**  
MONTHLY ROS BULK RATES  
(42% morning, 40% afternoon, 21% 6-9-10 pm)

7d.	20	30	40	50	60	70	80
1 min.	80	117	152	185	219	225	240
30 sec.	64	94	122	148	168	180	192
15 sec.	50	71	91	112	127	135	144

PETALUMA

Sonoma County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

KTOB

1949



Media Code 4 205 5550 0.00  
KTOB Broadcasting Co., 21 Washington St., Petaluma, Calif. 94952. Phone 707-763-1505.

**STATION'S PROGRAMMING DESCRIPTION**  
KTOB: Contemporary music. Contact Representative for further details. Rec'd 6/12/74

**1. PERSONNEL**  
Owner, Pres. & Gen'l Mgr.—Robert S. Lipman.

**2. REPRESENTATIVES**  
Radio Time Sales/International.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5:30 am-10 pm. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Basic Rates: 20b, 21a, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 63a, 64a, 65a, 66a, 67a, 68a, 69a, 70a, 71a, 72a, 73a, 74a, 75a, 76a, 77a, 78a, 79a, 80a, 81a, 82a, 83a, 84a, 85a, 86a, 87a, 88a, 89a, 90a, 91a, 92a, 93a, 94a, 95a, 96a, 97a, 98a, 99a, 100a.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Cigarette advertising not acceptable.  
Member: California Farm Network.

TIME RATES

No. 7 ET 8/31/73—Rec'd 6/12/74.

AAA—5:30-10:30 am.  
AA—3:30-7 pm.  
A—10:30 am-3:30 pm.  
B—After 7 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
5 tl.	8.74	7.88	7.25	6.84	7.30	6.81	6.10	5.75
10 tl.	8.45	7.59	7.02	6.67	7.02	6.33	5.81	5.52
25 tl.	8.17	7.36	6.79	6.44	6.73	6.04	5.58	5.29
50 tl.	7.82	7.02	6.44	6.10	6.21	5.58	5.12	4.83

**7. PACKAGE PLANS**

**BULK, 1 MIN:**

AAA	100x	250x	500x	1000x	1500x
AA	7.19	6.61	6.38	5.92	5.52
A	6.79	6.21	5.98	5.52	5.18
B	6.15	5.69	5.46	4.95	4.60
PER WK, ROS, 1 MIN:	25 tl	50 tl	100 tl	150 tl	200 tl
1 wk, ea.	6.33	5.75	5.18	4.60	4.20
30 sec: 80% of 1-min.					

PITTSBURG

Contra Costa County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

KKIS

1949



Media Code 4 205 5580 7.00  
Schofield Broadcasting Co., Inc., Box 991, 230 E. 4th St., Pittsburg, Calif. 94565. Phone 415-432-3700. Concord Phone 415-682-2832.

**STATION'S PROGRAMMING DESCRIPTION**  
KKIS: Vocal & instrumental popular music.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dick Schofield.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
5,000 w.; 990 kc. Directional. Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 10 ET 9/1/73—Rec'd 9/5/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

**CLASS AAA**

WK, EA:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.	16.00	15.50	15.00	14.50	14.00	13.50
30 sec.	14.00	13.50	13.00	12.50	12.00	11.50

**CLASS AA**

1 min.	14.00	13.50	13.00	12.50	12.00	11.50
30 sec.	12.00	11.50	11.00	10.50	10.00	9.50

**CLASS A**

1 min.	12.00	11.50	11.00	10.50	10.00	9.50
30 sec.	10.00	9.50	9.00	8.50	8.00	7.50
10 sec/less: 50% of 1-min.						

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
WK EA: 6 tl 12 tl 18 tl 24 tl 30 tl 36 tl  
1 min. 13.50 13.00 12.50 12.00 11.50 11.00  
30 sec. 11.50 11.00 10.50 10.00 9.50 9.00  
10 sec/less: 50% of 1-min.

**10. SPECIAL FEATURES**  
5-min Newscasts & Features—2x applicable 1-min.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

POMONA

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

PORTERVILLE (1 AM; 1 FM)

Tulare County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

K100 (FM)

1972



Media Code 4 205 5610 2.00  
Gateway Broadcasters, Inc., Box 100, Porterville, Calif. 93257. Phone 209-781-5100.

See affiliated AM station for additional information.  
AM facilities: KTIP

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gareth F. Garland.

**2. REPRESENTATIVES**  
Call station collect.

**3. FACILITIES**  
ERP: 15,000 w. (horiz.), 15,000 w. (vert.); 99.7 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 689 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 11/1/72—Rec'd 3/5/73.

**6. SPOT ANNOUNCEMENTS**  
1 min. flat. 6.00 30 sec. flat. 4.80

**7. PACKAGE PLANS**  
20b, 21a, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Lesser number of spots subject to availability & preemptible.

KTIP

1947



Subscriber to the NAB Radio Code  
Media Code 4 205 5640 9.00  
Gateway Broadcasters, Inc., Box 1450, Porterville, Calif. 93257. Phone 209-784-1450.

**1. PERSONNEL**  
Station Manager—Lawrence D. Cotta.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 5 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: K100 (FM).

**TIME RATES**  
No. 9 ET 8/1/74—Rec'd 8/30/74.  
AA—6-9 am & 4-6 pm.  
A—9 am-4 pm & 6-9 pm.

**6. SPOT ANNOUNCEMENTS**

FLAT:	1 min	30 sec	15 sec
A	4.60	3.70	2.30
Spanish	5.60	4.50	2.80

2000+—10% discount; subject to short rate.

**10. SPECIAL FEATURES**  
FLAT: 1 min 30 sec 15 sec  
AA, News & Sports. 6.50 5.20 3.25

PORT HUENEME

Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura (including Camarillo, Port Hueneme, Santa Paula)

QUINCY

Plumas County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

KPCO

1963



Subscriber to the NAB Radio Code  
Media Code 4 205 5669 8.00  
William E. Stamps, dba KPCO Radio, Box 1377 Pioneer Plaza, Quincy, Calif. 95971. Phone 916-283-1370.

**1. PERSONNEL**  
General Manager—Chuck Kelly.

**2. REPRESENTATIVES**  
The Sandberg-Glenn Company.

**3. FACILITIES**  
500 w.; 1370 kc. Non-directional. Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/68—Rec'd 7/31/68.

6. SPOT ANNOUNCEMENTS

ANNUAL BULK RATES

1 min.	52x	104x	156x	260x	500x	1000x
30 sec.	3.50	3.25	3.00	2.75	2.50	2.25
15 sec/less:	1.75	1.65	1.55	1.45	1.35	1.10

Frequency discounts may be earned during a 1 year period and are retroactive.

**7. PACKAGE PLANS**  
(Must be used in 7 days)

PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.	3.50	3.00	2.80	2.60	2.20
30 sec.	2.50	2.25	2.10	1.95	1.80
15 sec/less:	1.75	1.50	1.30	1.20	1.10

(Must be used in 30 days)

**PER MO:**

1 min.	1 min	30 sec	15 sec
10 tl.	3.50	3.00	2.25
20 tl.	3.00	2.25	1.50
30 tl.	2.70	2.00	1.30
40 tl.	2.40	1.75	1.10
50 tl.	2.00	1.50	.90
100 tl.	1.75	1.25	.75
150 tl.	1.50	1.00	.60

(\*) 15 sec or less.  
(†) ROS only. No additional discount. Subject to availability.  
Must be evenly distributed over a minimum of 3 weeks during the specific period.

**TFN PACKAGE**  
(To be used in 1 month)

1 min.	50.00	75.00	100.00
30 sec.	50.00	50.00	125.00

**FIRM CONTRACT DISCOUNTS**  
13 wk—7-1/2% 26 wk—15% 52 wk—25%  
ROS—applicable rates less 10%.  
1 minute, 30 and 15 second spots may be combined to earn lower rates.

RED BLUFF

Tehama County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

KBLF

1946



Subscriber to the NAB Radio Code  
Media Code 4 205 5700 1.00  
Concerned Communications Corp., Box 1010, Red Bluff, Calif. 96080. Phone 916-527-3511.

**1. PERSONNEL**  
Station Manager—Mrs. Dian M. Bryngelson.

**2. REPRESENTATIVES**  
Radio Time Sales/International.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5 am-midnight. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 13 ET 11/1/73—Rec'd 10/23/73.  
AA—6-9 am, 11 am-1 pm & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER YR:	CLASS AA	CLASS A
1 min.	52x 156x 260x 520x 1040x	4.70 4.10 3.55 2.95
30 sec.	4.70 4.40 4.10 3.55 2.95	4.70 4.40 4.10 3.55 2.95

**7. PACKAGE PLANS**  
PER WK, ROS:

1 min.	10 tl	25 tl	40 tl	60 tl	100 tl
1 min.	5.00	4.70	4.40	4.10	3.55
30 sec.	3.80	3.55	3.25	2.95	2.35

REDDING (4 AM)

Shasta County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

KCLM

1958



Subscriber to the NAB Radio Code  
Media Code 4 205 5730 8.00  
California Northwest Broadcasting Co., Box 2378, Redding, Calif. 96001. Phone 916-246-1330.

**STATION'S PROGRAMMING DESCRIPTION**  
KCLM: MUSIC; modern country.

**1. PERSONNEL**  
General Manager—Ray E. Grant.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.

**3. FACILITIES**  
5,000 w. days; 1330 kc. Non-directional. Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
No. 9 ET 9/1/69—Rec'd 9/2/69.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.00	5.50	5.00	4.75	4.25	4.00
30 sec.	5.00	4.50	4.00	3.75	3.25	3.00
10 sec.	3.00	2.80	2.60	2.40	2.20	2.00

52 wk—10% DISCOUNT

KQMS

1954



Subscriber to the NAB Radio Code  
Media Code 4 205 5760 5.00  
Radio Redding, Inc., Box 1400, Redding, Calif. 96001. Phone 916-246-1400. TWX 510-768-6705.

**STATION'S PROGRAMMING DESCRIPTION**  
KQMS: Programmed for adults.

**1. PERSONNEL**  
General Manager—Harry Barker.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc. Portland, Seattle—Stinson/Belly & Associates Co.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 5:30 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Sold in combination with KPAY, Chico or KMED, Medford, Ore. When sold with either deduct 10% from each station. No combination discount KMED/KPAY.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 1/1/73—Rec'd 2/12/73.

AA—Drive time, Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
A—ROS  
B—After 8:05 pm.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.50	6.15	5.85	5.50	5.20	4.90	4.55	4.25
30 sec.	5.20	4.90	4.70	4.40	4.15	3.90	3.65	3.40

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
5 tl.	5.70	4.50	2.85	4.70	3.80	2.85
10 tl.	5.35	4.30	2.68	4.35	3.50	2.18
15 tl.	5.00	4.00	2.50	4.00	3.30	2.00
20 tl.	4.75	3.80	2.38	3.75	3.00	1.88
25 tl.	4.50	3.60	2.25	3.50	2.80	1.75

B: 50% of earned rate. May combine with AA & A to earn maximum discount.

KRDG

1956

Media Code 4 205 5790 2.00  
Redding Broadcasting Co., Box 1917, Redding, Calif. 96001. Phone 916-243-0343.

**STATION'S PROGRAMMING DESCRIPTION**  
KRDG: contemporary music.

**1. PERSONNEL**  
Manager—Howard N. Martineau.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 5 am-midnight. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

**TIME RATES**  
ET 4/15/73—Rec'd 5/7/73.

**6. SPOT ANNOUNCEMENTS**

OPEN RATE, PER YR:	1x	156x	365x	1000x
1 min.	4.85	4.00	3.75	3.00
30 sec.	4.00	3.75	3.15	2.50

**7. PACKAGE PLANS**

PER WK:	14 tl	21 tl	35 tl	56 tl	70 tl
1 min.	3.70	3.40	3.10	2.80	2.60
30 sec.	3.05	2.80	2.50	2.30	2.10
10 sec: 50% of 1-min.					

DISCOUNT  
13+ wk—10%

KVCV

1932



Subscriber to the NAB Radio Code  
Media Code 4 205 5820 7.00  
Golden Empire Broadcasting Co., Box 1915, Redding, Calif. 96001. Phone 916-243-1515. TWX 910-538-0338.

**STATION'S PROGRAMMING DESCRIPTION**  
KVCV: Programmed for adults. MOR music.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Mrs. Hugh McClung.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc. Portland, Seattle—Art Moore & Assoc., Inc.

**3. FACILITIES**  
1,000 w.; 600 kc. Directional. Operating schedule: 5 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions. Affiliated with CBS.  
Affiliated with ATA Radio Network.  
Additional 10% discount when used in conjunction with KHSL, Chico.

**TIME RATES**  
No. 22 ET 1/1/70—Rec'd 12/15/69.

**6. SPOT ANNOUNCEMENTS**  
(Mon thru Fri 6-10 am & 4-7 pm)

PER WK:	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	8.00	5.50	5.00	4.50	3.75
30 sec.	4.80	4.40	4.00	3.60	3.00

(\*) All other times:  
1 min. 4.75 4.25 3.70 3.45 3.25  
30 sec. 3.80 3

## CALIFORNIA

### REDONDO BEACH

Los Angeles County—Map Location E-10  
See SHDS consumer market map and data at beginning of the State.

### See Los Angeles Urban Area

### RIDGECREST

Kern County—Map Location E-9  
See SHDS consumer market map and data at beginning of the State.

#### KLOA

1956  
Media Code 4 205 5880 1.00  
Glenn E. Shoblon, Box 938, Ridgecrest, Calif. 93555.  
Phone 714-375-8888.  
STATION'S PROGRAMMING DESCRIPTION  
KLOA: Programmed for adults & young adults.

- PERSONNEL**  
General Manager—Glenn E. Shoblon.
- REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.
- FACILITIES**  
250 w.; 1240 kc. Non-directional.  
Operating schedule: 5:55 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Jalco So/Cal Group.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/70—Rec'd 5/4/70.  
AA—Mon thru Sat 6-8:30 am, 11 am-noon & 3-6 pm.  
A—All other times.

CLASS AA	SPOT ANNOUNCEMENTS				
	1x	50x	100x	250x	500x 1000x
1 min.	6.25	6.00	5.75	5.50	5.25 5.00
30 sec.	4.65	4.50	4.30	4.15	4.00 3.85
10 sec.	3.15	3.00	2.88	2.75	2.63 2.25

CLASS A	SPOT ANNOUNCEMENTS				
	1x	50x	100x	250x	500x 1000x
1 min.	4.65	4.50	4.30	4.15	4.00 3.85
30 sec.	3.40	3.30	3.20	3.10	3.00 2.90
10 sec.	2.33	2.25	2.15	2.08	2.00 1.95

- PACKAGE PLANS**  
WEEKLY PACKAGES—CONSECUTIVE WEEKS  
PER WK: 5 wk 13 wk 27 wk  
10 ti 50x 100x 250x  
20 ti 100x 250x 500x  
30 ti 250x 500x 1000x  
ROS; station option within time class.

### RIVERSIDE

Riverside County—Map Location G-10  
See SHDS consumer market map and data at beginning of the State.

### See San Bernardino-Riverside (including Redlands)

### ROSEVILLE

Placer County—Map Location C-4  
See SHDS consumer market map and data at beginning of the State.

### See Sacramento (including Roseville)

## Demographic estimates for every Metro Area

## men & women in 4 age groups teens and children

See Contents Page.

R-N 1/10

## SACRAMENTO (8 AM; 7 FM)

(including Roseville)  
Plus 2 paid cross references.  
Sacramento County—Map Location C-5  
Roseville, Placer County—Map Location C-4  
See SHDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)		Daytime (10 am-3 pm)		Afternoon (3-7 pm)		Evening (7 pm-midnight)	
	Traffic	Daytime	Traffic	Daytime	Traffic	Daytime	Traffic	Daytime
A	56	43	50	35	50	35	50	35
B	53	37	47	32	47	32	47	32
C	47	29	40	29	40	29	40	29
D	33	28	32	27	32	27	32	27
AVERAGE	47	35	44	31	44	31	44	31

#### KCRA

1945  
SACRAMENTO

### NBC Radio Network

### BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 205 5940 3.00  
Kelly Broadcasting Co., 310 10th St., Sacramento, Calif. 95814. Phone 916-441-5272. TWX 916-367-2433.

- PERSONNEL**  
Partner—Jon S. Kelly.  
Partner—Robert E. Kelly.  
General Manager—Virgil Clemens.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1320 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5:30-1 am. PST.
- AGENCY COMMISSION**  
15/0 time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 29c, 29b, 30, 32b, 33b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60f, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: KCTC.  
Affiliated with NAB.  
Affiliated with American Entertainment Network.

#### TIME RATES

No. 13 ET 5/1/74—Rec'd 6/3/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 5:30-6 am, 10 am-3 pm & 7-8 pm;  
Sun 6 am-8 pm.  
B—All other times.

PER WK:	CLASS AAA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	68	64	60	56	52 48
30 sec.	58	54	50	46	42 38

PER WK:	CLASS AA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	60	56	53	50	47 44
30 sec.	48	43	42	40	38 36

PER WK:	CLASS A				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	46	43	40	37	34 31
30 sec.	37	34	32	30	28 26

PER WK:	CLASS B				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	38	35	32	29	26
30 sec.	30	28	26	24	22

- PERSONNEL**  
General Manager—Stan Weisberger.  
Sales Manager—Richard Burgess.
- FACILITIES**  
ERP 45,000 w. (horiz.), 45,000 w. (vert.); 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 520 ft. above average terrain.

- AGENCY COMMISSION**  
15/0 time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21b, 22b, 23b, 24a, 25a, 26, 27, 28b, 29c, 29b, 30, 32b, 33b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60f, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
AM facilities: KCRA.  
Affiliated with American Information Network.

#### TIME RATES

No. 9 ET 1/2/74—Rec'd 2/18/74.  
AAA—Mon thru Fri 6-10 am-7 pm.  
AA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 8 am-midnight.  
A—All other times.

PER WK:	CLASS AAA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	30	25	26	24	22 20
30 sec.	24	22	21	19	18 16

PER WK:	CLASS AA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	25	23	21	19	17 15
30 sec.	20	18	17	15	14 12

(\*) Specified.  
CLASS A  
1 min. 20 18 16 14 12  
30 sec. 16 15 13 12 10

#### KCVR

LODI

### Spanish

City of License—Lodi, Calif.  
Sacramento office—15 Malone Ct., Sacramento, Calif.  
95820. Phone 916-444-0628.  
See listing under Lodi, Calif.

#### KEWT (FM)

(formerly KHQ (FM))

1959

#### SACRAMENTO

Media Code 4 205 5963 5.00  
Hercules Broadcasting Co., 3326 El Camino Ave., Sacramento, Calif. 95821. Phone 916-488-8300.  
Mailing Address: Box 6347, Sacramento, Calif. 95860.  
See affiliated AM station for additional information.  
AM facilities: KRAK.

- PERSONNEL**  
Vice-Pres./Sales—John McRae.  
Station Manager—Jim Pierce.  
Operations Manager—LeGrand Rogers.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 240 ft. above average terrain.  
1,038 ft. above sea level.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 14c, 15a.  
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.  
Contracts: 40a, 41, 42b, 43a, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 82.

#### TIME RATES

No. 75 ET 9/1/74—Rec'd 7/18/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.  
A—Mon thru Sun midnight-6 am.

PER WK:	CLASS AAA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	22	25	28	35	14 15 17 21

PER WK:	CLASS AA				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	22	25	28	35	14 15 17 21

PER WK:	CLASS A				
	18 ti	12 ti	6 ti	12 ti	18 ti 24 ti
1 min.	16	18	20	17	15 14

- PACKAGE PLANS**  
52 wk—10%  
18 ti 12 ti Open 18 ti 12 ti Open  
1 min. 16 18 20 17 15 14  
1/2AAA, 1/2AA, equally distributed over 6+ days.

#### KEZS (FM)

1959

#### SACRAMENTO

Media Code 4 205 5966 8.00  
A PSA Broadcasting Station  
PSA Broadcasting, Inc., a div. of Pacific Southwest Airlines, 5831 Rosebud Lane, Sacramento, Calif. 95841. Phone 916-331-5772.

- PERSONNEL**  
Gen'l & Sales Mgr.—Ken Thompson.  
Program Director—Paul Ward.
- REPRESENTATIVES**  
Arco Radio Sales.

- FACILITIES**  
ERP 64,000 w. (horiz.), 64,000 w. (vert.); 96.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 280 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 14b, 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 32b.  
Contracts: 40a, 41, 45, 46, 50.  
Comb.: Cont. Discounts: 60b, 60f, 60j, 60k, 61b, 62a, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Affiliated with Arco Group Plan.  
Member: PSA Group.

#### TIME RATES

No. 3 ET 8/1/74—Rec'd 7/25/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—Mon thru Sun midnight-6 am.

PER WK:	CLASS AAA				
	12 ti	18 ti	24 ti	36 ti	100x 250x 500x 1000x
AAA	12	11	10	9	8
AA	11	10	9	8	7
A	9	8	7	6	5

PER WK:	CLASS AA				
	12 ti	18 ti	24 ti	36 ti	100x 250x 500x 1000x
AAA	12	11	10	9	8
AA	11	10	9	8	7
A	9	8	7	6	5

30 sec: 80% of 1-min.  
7. PACKAGE PLANS  
TAP—1/3AAA, 1/3AA, 1/3A  
PER WK: 12 ti 18 ti 24 ti 36 ti  
1 min. 10.00 8.00 8.00 7.00  
30 sec. 7.00 6.50 6.00 5.50

#### KFBK

1922

SACRAMENTO

### A McClatchy Beeline Station



Subscriber to the NAB Radio Code  
Media Code 4 205 5970 6.00  
McClatchy Broadcasting, Box 1578, Sacramento, Calif. 95813. Phone 916-442-0478. TWX 910-367-0296.

- PERSONNEL**  
Manager—Arthur C. Williams.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
McClatchy Sta. Sales Office: See Rep & S/O pages.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only. (Bills payable when rendered.)
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 43a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 61b.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.  
Member: California Farm Network.

- PERSONNEL**  
Manager—Arthur C. Williams.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
McClatchy Sta. Sales Office: See Rep & S/O pages.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only. (Bills payable when rendered.)
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 43a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 61b.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.  
Member: California Farm Network.

PER WK:	CLASS AAA				
	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	39	38	37	36	35
AA	37	36	35	34	33
A	26	25	24	23	22
B	24	23	22	21	20

PER WK:	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	39	38	37	36	35
AA	37	36	35	34	33
A	26	25	24	23	22
B	24	23	22	21	20

PER WK:	CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	39	38	37	36	35
AA	37	36	35	34	33
A	26	25	24	23	22
B	24	23	22	21	20

- PACKAGE PLANS**  
13 wk—5%  
26 wk—10%  
52



## KFBK-FM

1946  
SACRAMENTO

Media Code 4 205 5971 8.00  
McClatchy Broadcasting, Box 15779, Sacramento,  
Calif. 95815. Phone 916-442-0476. TWX 910-367-  
0296.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KFBK-FM: MUSIC: Light classical & classical  
music ranging from pop standards & show tunes  
through concert music. Includes symphonic work,  
opera, standards, ballet & chamber music as well as  
show tunes, Symphony & Opera in season. Capsule  
newscasts periodically. Contact Representative for  
further details. Rec'd 6/2/72.

## 3. FACILITIES

ERP 115,000 w.; 92.5 mc.  
Operating schedule: 6 am-midnight. PST.

Antenna ht.: 240 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Sold in combination with KFBK. See that listing  
for rates.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 4/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 1x 2x 3x 4x 5x 6x 7x 8x 9x 10x  
1 min. 9.00 8.00 7.00 6.00 5.50 5.00  
30 sec. 7.00 6.00 5.00 4.00 3.50 3.00  
10 sec. 4.50 4.00 3.50 3.00 2.75 2.50

## 8. PROGRAM TIME RATES

PER WK: 1x 2x 3x 4x 5x 6x 7x 8x 9x 10x  
1 hr. 60 55 50 45 40  
1/2 hr. 40 35 30 25 22

10. SPECIAL FEATURES  
News sponsorship—1-min rate plus 1.00.

## KGMS

1952  
SACRAMENTO

Alan Torbet  
Associates, Inc.



Subscriber to the NAB Radio Code

Media Code 4 205 6000 5.00  
Kula Broadcasting Corp., 1235 H. St., Sacramento,  
Calif. 95814. Phone 916-441-4613.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMS: Program for audience 25 and up.  
MUSIC: Modern with personalities. NEWS: at 60,  
headlines at :30, 5-min news at :60 & :30 in drive  
times. Local news department with mobile facilities.  
Air traffic reports in drive times, business news.  
SPORTS: play-by-play professional baseball, sports  
commentary. Features at :30 from 9:30 am-3:30 pm.  
SKI information and road reports in winter, camping  
reports in vacation period. Contact Representative for  
further details. Rec'd 5/6/74.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Ted Wolf.  
General Sales Manager—Steve Rosetta.  
Operations Manager—Glenn A. Johnson.

## 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

## 3. FACILITIES

1,000 w. 1390 kc. Directional.

Operating schedule: 5-11 am. PST.

## 4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22b, 23b, 24a, 24c, 25a, 28a, 29a.

Contracts: 40a, 41, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62d.  
Cancellation: 70c, 70e, 71a, 72, 73b.  
Affiliated with ATA Radio Network.

## TIME RATES

No. 15 Eff 7/1/70—Rec'd 6/1/70.

Section I—Mon thru Fri 6-10 am & 3-7 pm.  
Section II—Mon thru Fri 6-10 am & 3-7 pm. Rotating.  
Section III—Mon thru Fri 6 am-7 pm.  
Section IV—Mon thru Fri 10 am-3 pm and/or 7 pm-  
midnight; Sat & Sun all day.

## 6. SPOT ANNOUNCEMENTS

SECTION I—FIXED/NON-PREEMPTIBLE

1 min. 6 11 12 11 18 11 24 11  
20/30 sec. 39 30 28 26 24 22 21

SECTION II—ROTATING

1 min. 27 25 23 21  
20/30 sec. 22 20 18 17

SECTION III—BTA

1 min. 23 21 19 17  
20/30 sec. 18 17 15 14

SECTION IV—BTA

1 min. 21 19 18 16  
20/30 sec. 17 15 14 13

10 sec: 60% of 1-min.

## DISCOUNT

26 wk—5% 52 consec wk—8%

## KJAY

1963  
SACRAMENTO

Media Code 4 205 6060 9.00  
Jack L. Powell, Box 13714, Sacramento, Calif. 95813.  
Phone 916-371-5101.

## 1. PERSONNEL

Pres., Gen'l Mgr. & Sales Mgr.—Jack L. Powell.  
2. REPRESENTATIVES  
John Andy Potter Co.

## 3. FACILITIES

500 w. days: 1430 kc. Directional.

Operating schedule: 6 am-local sunset. PST.

## 4. AGENCY COMMISSION

15% on time only; no cash discount.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 71a, 73a.  
Affiliated with MBS.

## TIME RATES

ET—11c/d—Rec'd 12/7/70.

6. SPOT ANNOUNCEMENTS  
PER WK: 100x 250x 500x 750x 1000x 1500x  
1 min. 6.50 6.00 5.50 5.00 4.50 4.00  
30 sec. 5.50 5.00 4.50 4.00 3.50 3.00

## 7. PACKAGE PLANS

PER WK: 3 ti 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
30 sec. 6.50 6.00 5.50 5.00 4.50 4.00 3.50

## KNDE

1945  
SACRAMENTO

Media Code 4 205 6100 3.00  
Mediacast, Inc., Box 15184, 355 Commerce Circle,  
Sacramento, Calif. 95815. Phone 916-922-8851.  
Telex 377-343.

**STATION'S PROGRAMMING DESCRIPTION**  
KNDE: Programmed for young adults.  
MUSIC: top 40. 8 AIR PERSONALITIES. Community  
involvement activities & services. NEWS: 6-min  
10x daily at :36. Local & regional emphasis.  
UPI, AP, associate reporters, state capitol corres-  
pondent. COMMERCIAL POLICY: maximum 14-1/2  
minutes per hour. Contact Representative for fur-  
ther details. Rec'd 7/5/74.

## 1. PERSONNEL

General Manager—Ray Rhotes.  
National Sales—Heather Parisi.  
Program Director—David Williams.

## 2. REPRESENTATIVES

Bernard Howard & Co., Inc.  
Los Angeles—Bill Dahlsten & Associates.

## 3. FACILITIES

5,000 w. days, 1,000 w. nights; 1470 kc.  
Directional—separate antennas day and night.

Operating schedule: 24 hours daily. PST.

## 4. AGENCY COMMISSION

15/0 net time.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10f, 12f.  
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24b, 24c, 25a,  
27, 28b, 28c, 29a.  
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46.  
Comb.: Cont. Discounts: 60g, 60i, 62d.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80.

## TIME RATES

No. 406 Eff 5/1/74—Rec'd 4/12/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
8 am-7 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

WKS:	CLASS AA			CLASS A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 ti	35	32	30	30	29	27
12 ti	33	30	28	28	27	25
18 ti	31	30	28	26	25	23
24 ti	29	28	26	24	23	21
30 ti	27	26	24	22	21	19

6 ti	CLASS A			CLASS AA		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
12 ti	30	29	27	26	24	22
18 ti	28	27	25	23	22	20
24 ti	26	25	23	21	20	18
30 ti	24	23	21	19	18	16

10 sec: 50% of 1-min.  
Rateholder: Minimum 6 spots per wk.

## 10. SPECIAL FEATURES

Newscasts—1-min rate plus 25%.

## KPIP (FM)

1970  
ROSEVILLE

## Spanish Language

Media Code 4 205 6106 0.00  
KPOP Radio, Box 1110, Roseville, Calif. 95678.  
Phone 916-791-4111.  
See affiliated AM station for additional information.  
AM facilities: KPOP.

**STATION'S PROGRAMMING DESCRIPTION**  
KPIP (FM): Spanish 6 am-7 pm. Contact Repre-  
sentative for further details. Rec'd 8/5/74.

## 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 130 ft. above average terrain.  
Partial simulcast operation. Operated separately 6  
am-6 pm. For simulcast facilities see KPOP.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 2/1/74—Rec'd 4/2/74.

## 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec 3.75 3.60 3.50 3.25 3.00 2.75 2.50  
20 sec 3.40 3.20 3.00 2.80 2.60 2.40 2.20

DISCOUNT  
13 wk—4% 52 wk—10%

## KPOP

1968  
ROSEVILLE

Media Code 4 205 6112 8.00  
KPOP Radio, 8842 Quail Ln., Roseville, Calif. 95678.  
Phone 916-791-4111.  
Sacramento office: 1722 J. St., Sacramento, Calif.  
95814. Phone 916-967-0606.

**STATION'S PROGRAMMING DESCRIPTION**  
KPOP: Programmed for adults & young adults.

## 1. PERSONNEL

General Manager—Gene Ragle.

## 2. REPRESENTATIVES

FRO Time Sales, Inc.  
Los Angeles—Bill Dahlsten & Associates.

## 3. FACILITIES

500 w.; 1110 kc. Non-directional days, directional  
nights.  
Operating schedule: 6 am-midnight. PST.  
Partial simulcast operation. Simulcast 6 pm-mid-  
night. For non-simulcast facilities see KPIP (FM).

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
FM facilities: KPIP (FM).

Affiliated with American Information Network.  
Affiliated with MBS.

## TIME RATES

No. 6 Eff 7/1/74—Rec'd 8/5/74.

AA—Mon thru Sat 6-9 am & 3:30-7 pm.  
A—Mon thru Sat 9 am-3:30 pm.  
B—All other times.

## 7. PACKAGE PLANS

WK:	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	11.00	8.50	8.25	6.60	5.50	4.40
12 ti	10.50	8.40	7.90	6.30	5.25	4.20
18 ti	10.00	8.00	7.50	6.00	5.00	4.00
24 ti	9.50	7.60	7.10	5.70	4.75	3.80
30 ti	9.00	7.20	6.75	5.40	4.50	3.60
36+	8.50	6.80	6.40	5.10	4.25	3.40
36+	8.00	6.40	0.00	4.80	4.00	3.20

## 10. SPECIAL FEATURES

3-min news at :05 & :35—1-1/2x 1-min. AA rate.

3-min sports—1-1/2x 1-min. AA rate.

CONSECUTIVE WEEK DISCOUNT  
13 wk—4% 26 wk—8% 52 wk—12%

Minimum 3 spots per wk.

## KRAK

1926  
SACRAMENTO

Media Code 4 205 6120 1.00  
Hercules Broadcasting Co., 3326 El Camino Ave.,  
Sacramento, Calif. 95821. Phone 916-482-7100.  
Mailing Address: Box 6347, Sacramento, Calif. 95860.

**STATION'S PROGRAMMING DESCRIPTION**  
KRAK: Programmed for adults.  
MUSIC: modern country. NEWS: at :55 plus supple-  
mentary news at :25 in AM & FM drive times.  
affairs projects. SPORTS: at :45. FARM: market  
reporting & special agricultural feeds from 5-6 am.  
Contact Representative for further details. Rec'd  
4/23/71.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Manning Slater.  
Vice-President/Sales—John M. Meltae.  
Vice-President/Programming—Jay Hofer.

## 2. REPRESENTATIVES

Hil/Stone Radio Representatives, Inc.

## 3. FACILITIES

50,000 w. 1140 kc. Directional.

Operating schedule: 24 hours. PST.

## 4. AGENCY COMMISSION

15/0 on net time and talent.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33d.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 82.  
Does not accept political advertising.  
FM facilities: KEWT (FM).

## TIME RATES

No. 75 Eff 9/1/74—Rec'd 7/15/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
FARM—Mon thru Fri 5-6 am.  
C—All other times.

## 6. SPOT ANNOUNCEMENTS

30 ti	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
24 ti	45	36	27	37	30	22
18 ti	48	38	29	40	32	24
12 ti	51	41	31	43	34	26
6 ti	52	42	32	45	36	27
Fixed	55	44	33	47	38	28
	60	48	36	50	40	30

30 ti	A			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
24 ti	36	29	22	24	19	14
18 ti	39	31	23	25	20	15
12 ti	42	34	25	26	21	16
6 ti	44	35	26	27	22	17
Fixed	46	37	28	29	23	18
	48	38	29	30	24	19

C: 50% of B.  
Must be equally distributed over 5+ days within wk.

## 7. PACKAGE PLANS

PER WK:	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
30 ti	54	43	32	45	36	27
24 ti	58	46	35	48	39	29
18 ti	61	49	37	51	41	31
12 ti	63	50				

# CALIFORNIA

## Sacramento—K X O A (FM)—Continued

12-MONTH BULK PACKAGES—BTA		1 min 30 sec
500 x	12	10
1000 x	11	9

DISCOUNT  
 32 wk—15% 26 wk—10% 13 wk—5%  
 Rateholder: Minimum 6 spots per wk.

## K Z A P (FM)

1959  
SACRAMENTO  
R A B

Media Code 4 205 6240 7.00

The New Day Broadcasting Co., Inc., Box 511, Sacramento, Calif. 95803. Phone 916-444-2806.

**STATION'S PROGRAMMING DESCRIPTION**  
 KZAP (FM) MUSIC: progressive rock; playing current most popular and best selling albums. NEWS: extended reports & analysis of national & international news with special emphasis on local affairs. Contact Representative for further details. Rec'd 6/1/73.

### 1. PERSONNEL

General Manager/Operations—Ed Balmfohr.  
 General Manager/Business—Don Platt.  
 Sales Manager—Don Early.

### 2. REPRESENTATIVES

AFC FM Spot Sales.

### 3. FACILITIES

ERP 35,000 w.; 99.5 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 296 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only; monthly.

### 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 8.  
 Rate Protection: 15b.  
 Basic Rates: 21a, 22b, 23a, 24a, 42c, 25a, 28b, 28c, 29b, 33d.  
 Contracts: 40a, 41, 44b, 46, 48, 51c.  
 Comb.: Cont. Discounts: 60i, 60k, 62d.  
 Cancellation: 70c, 71a.  
 Prod. Services: 80.

### TIME RATES

No. 102 Eff 8/13/73—Rec'd 8/28/73.  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
 A—Mon thru Fri 7 am-3 pm; Sat & Sun 7 am-noon.

### 6. SPOT ANNOUNCEMENTS

WK	AA	A
EA:	12 ti 18 ti 24 ti 36 ti	12 ti 18 ti 24 ti 36 ti
1 min.	20.00 19.00 18.00 17.00 17.00 16.25 15.50 14.75	30 sec. 16.00 15.20 14.40 13.60 13.60 13.00 12.40 11.80

### 7. PACKAGE PLANS

SATURATION PLAN—1/2AA, 1/2A  
 EA: 10 ti 20 ti 30 ti 40 ti  
 1 min. 18.00 17.00 16.00 15.00  
 30 sec. 14.40 13.60 12.80 12.00  
 Must run equally over not less than 6 days.

## SALINAS (4 AM; 2 FM)

Plus 1 paid duplicate listing; plus 1 cross reference.  
 Monterey County—Map Location C-8  
 See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm)	
	Traffic	Rate	Traffic	Rate	Traffic	Rate
A	11	10	11	10	10	9
B	10	9	10	9	9	8
C	8	9	10	8	7	7
D	7	8	8	7	7	6
AVERAGE	9	9	10	9	9	8

## KCTY

1963  
Spanish

Media Code 4 205 6270 4.00

KCTY Radio, Jeco Inc., Box 1939, Salinas Calif. 93901. Phone 408-449-2421.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—James Coyle.  
 Assistant to President—Martin Kline.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.

### 3. FACILITIES

1,000 w.; 980 kc. Directional—daytime.  
 Operating schedule: 6 am-local sunset. PST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 20b, 21a, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 32b, 33d.  
 Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 50.  
 Comb.: Cont. Discounts: 60a, 61a, 62b, 62d.  
 Cancellation: 70c, 71a, 72.  
 Prod. Services: 80.

### TIME RATES

No. 7 Eff 3/1/73—Rec'd 2/19/73.

### 6. SPOT ANNOUNCEMENTS

PER WK	1x	2x	5x	7x	15x	31x	62x	100x+
1 min	10.00	9.75	9.25	8.50	7.75	7.25	6.75	6.50
30 sec	9.25	8.75	8.25	7.50	6.75	6.25	5.75	5.50

## 7. PACKAGE PLANS

SATURATION PLANS—ROS		3 ti	4 ti	5 ti	6 ti
PER OAY:		18 ti	24 ti	30 ti	36 ti
PER WK:		7.75	7.25	6.75	6.50

4 wk minimum—Mon thru Sat  
 1 wk only, extra 20% 2 wk only, extra 10%

### 8. PROGRAM TIME RATES

PER YR: 1x 26x 52x 78x 156x 312x 624x 1000+  
 5 min 14.50 13.00 12.25 11.50 10.75 10.00 9.00 9.50

### 10. SPECIAL FEATURES

Newscastrs—1 min rate plus .75.

## KDON

1947  
KATZ RADIO

Subscriber to the NAB Radio Code

Media Code 4 205 6300 9.00

Forrest Cal Central Corp., 933 N. Main St., Salinas, Calif. 93901. Phone 408-422-5363.

### 1. PERSONNEL

President—Robert A. Forrest.  
 Vice-Pres & Gen'l Mgr.—Jack Perk  
 General Sales Manager—Bill Sigel

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

5,000 w.; 1460 kc. Directional.  
 Operating schedule: 24 hours daily. PST.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11c, 12c, 13c, 15a.  
 Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a, 28a, 29a.  
 Contracts: 40a, 41, 42b, 44a, 45, 46.  
 Comb.: Cont. Discounts: 60b, 60f, 61c, 62b, 62d.  
 Cancellation: 70b, 70c, 71a.  
 Prod. Services: 80, 82.  
 Affiliated with Katz Radio Network.  
 Affiliated with American Contemporary Network

### TIME RATES

No. 3 Eff 12/1/69—Rec'd 11/20/69.  
 AA—Mon thru Fri 6-10 am & 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
 Sat & Sun 6 am-midnight.  
 Midnight-6 am—rates on request.

### 6. SPOT ANNOUNCEMENTS

CLASS AA	1x	2x	5x	15x	31x	52x	78x	104x
1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	11.25	10.50	9.50	8.75	8.00	7.25	6.25	5.50

### 7. PACKAGE PLANS

CLASS AA	12 ti	18 ti	24 ti	30 ti	48 ti
PER WK, EA:	10.00	9.50	9.00	8.50	7.50
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.50	6.00	5.50	5.00	4.50

### 8. PROGRAM TIME RATES

Sun 6 am-noon only: 1x 19x 26x 52x  
 1 hr 125 95 85 75  
 1/2 hr 70 60 50 40  
 1/4 hr 50 40 30 25

### 10. SPECIAL FEATURES

NEWSCASTS  
 52x 104x 260x 520x 780x 1040x  
 AA 18.00 16.00 15.00 13.50 12.00 10.50  
 15.00 13.00 12.00 10.50 9.00 7.50  
 Includes open & close billboards plus 1 1-minute spot.

## KKEE

1963  
R A B

Subscriber to the NAB Radio Code

Media Code 4 205 6360 3.00

Mt. Toro Broadcasting Corp., Box 2138, Salinas, Calif. 93901. Phone 408-424-1428.

### STATION'S PROGRAMMING DESCRIPTION

KKEE: Adult contemporary. Contact Representative for further details. Rec'd 3/5/74.

### 1. PERSONNEL

President—David Rodgers.  
 Vice-President—Joseph Thompson.  
 Vice-Pres. & Gen'l Mgr.—Joseph Thompson.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

250 w.; 1570 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. PST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 2b, 3a, 4a, 4d, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 28b, 28c, 29a, 33b.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.  
 Comb.: Cont. Discounts: 60b, 61a.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: KWYT (FM).  
 Affiliated with American Information Network.  
 10% discount when sold in combination with KWYT (FM).

### TIME RATES

No. R-1 Eff 5/5/72—Rec'd 6/13/72.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52+
1 ti	8.00	7.50	7.00	6.50
12 ti	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50

## KMBY



MONTEREY  
ROBERT E. EASTMAN & CO., INC.

City of license, Monterey, Calif.  
 Salinas office—1172 Via Del Sol, Salinas, Calif.  
 Phone 408-758-1212  
 See listing under Monterey, Calif.

Advertisement  
 West Coast Broadcasters, Inc., Box KMBY, 651  
 Cannery Row, Monterey, Calif. 93940. Phone 408-  
 373-1234.  
 Address all copy, copy instructions, etc. to Operations  
 Desk at the Monterey address only.

### 1. PERSONNEL

President—Michael Sanner.  
 General Manager—Glyn "Doc" Hammond.  
 Program Director—Frank Colbourn.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc. Non-direc-  
 tional. 24 hours daily. PST.  
 15% on time only; no cash discount.

### 5. GENERAL ADVERTISING

Affiliated with Eastman Radio Network.

### TIME RATES

ET 1/1/71—Rec'd 11/20/70.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm.  
 B—All other times.

### 7. PACKAGE PLANS

CLASS AA	1 ti	12 ti	18 ti	24 ti
PER WK:	11.00	10.00	9.00	8.00
1 min	8.30	8.00	7.20	6.40
30 sec	5.50	5.00	4.50	4.00

### CLASS B

CLASS B	1 min	30 sec	10 sec
1 min	10.00	9.00	8.00
30 sec	8.00	7.20	6.40
10 sec	5.00	4.50	4.00

### CLASS C

CLASS C	1 min	30 sec	10 sec
1 min	8.00	7.00	6.00
30 sec	6.40	5.60	4.80
10 sec	4.00	3.50	3.25

### BEST BUY PLAN

30 ti (12AA, 12A, 6B), ea. 5.50  
 15 ti (6AA, 6A, 3B), ea. 8.00

### 10. SPECIAL FEATURES

10 min at 7, 8 am & noon—2x applicable 1-min.  
 5 min hourly at 7:40-1:12x applicable 1-min.  
 CONSECUTIVE WEEK DISCOUNTS  
 26 wk—5% 52 wk—10%

## KSBW (FM)

1960

N A B

Central California Communications Corporation  
 Media Code 4 205 6391 8.00

Central California Communications Corp., Box 1651,  
 238 John St., Salinas, Calif. 93901. Phone 408-  
 422-3365. TWX 910-368-7058.

### STATION'S PROGRAMMING DESCRIPTION

KSBW (FM): MUSIC: MOR for adults with mini-  
 mum interruptions for talk. Rec'd 3/24/71.

### 1. PERSONNEL

President—Boyd W. Lawlor.  
 Sales Manager—Roger Powers.

### 3. FACILITIES

ERP 18,500 w.; 102.5 mc. Stereo.  
 Operating schedule: 6:15-2 am daily. PST.  
 Antenna ht.: 2,270 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only; monthly.

### 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 28b, 29a.  
 Contracts: 40a, 41, 42a, 45, 46, 47a, 51c.  
 Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.  
 Cancellation: 70a, 70c, 71a, 72.  
 Prod. Services: 80, 81, 82.

### TIME RATES

No. 3 Eff 9/1/73—10/2/73.

6. SPOT ANNOUNCEMENTS	PER WK, FIXED:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.60	5.25	4.90	4.55	4.20	3.85
30 sec	3.95	3.70	3.45	3.20	2.95	

### PER YR, FIXED:

1x	100x	250x	500x	750x	1000x
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## K W Y T (FM)

1965

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 205 6413 0.00  
Mt. Toro Broadcasting Corp., Box 2138, Salinas,  
Calif. 93901. Phone 408-424-4141.

See affiliated AM station for additional information.  
AM facilities: KKEE.  
**STATION'S PROGRAMMING DESCRIPTION**  
MUSIC: 54-57 min hourly of standards, selected popular, latin, Hawaiian & show music, primarily instrumental. NEWS: brief advisories on odd hours. COMMERCIAL POLICY: 8 commercial units per hour maximum in quarter hour breaks. Contact Representative for further details. Rec'd 6/21/74.

## 3. FACILITIES

ERP: 910 w. (horiz.), 910 w. (vert.); 100.7 mc.  
Stereo.

Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,575 ft. above average terrain.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11b, 12g, 13g, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24c,  
25a, 28c, 30.

Contracts: 40a, 41, 42b, 46, 48, 51a, 51c.  
Comb. & Cont. Discounts: 60a, 60f, 60i, 62d.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
10% discount when sold in combination with KKEE.

## TIME RATES

No. 2 ET 6/15/74—Rec'd 6/24/74.

AA—Mon thru Sun 10 am-10 pm.

A—Mon thru Sun 6-10 am.

## 6. SPOT ANNOUNCEMENTS

PER WK:		A		B	
1 min	30 sec	18 ti	24 ti	18 ti	24 ti
1	12	9	9	7	6
30 sec	8	7	5	7	6
(*) 8.50.					

SAN BERNARDINO-  
RIVERSIDE (7 AM; 5 FM)

(including Redlands)

San Bernardino, San Bernardino County—Map Location G-9  
Riverside, Riverside County—Map Location G-10  
See NAB's consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is a part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Daytime		Afternoon		Evening	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	27	23	27	23	27	23	27	23
B	27	22	27	22	27	22	27	22
C	26	22	26	22	26	22	26	22
D	26	19	26	15	26	15	26	15
AVERAGE	27	22	27	19	27	19	27	19

## KACE

1957

RIVERSIDE

NAB

Media Code 4 205 6420 5.00

KACE Radio, Inc., Box 2185, 7351 Lincoln Ave.,  
Riverside, Calif. 92504. Phone 714-688-1570.

**STATION'S PROGRAMMING DESCRIPTION**  
KACE: MUSIC: modern country for adults & young adults. NEWS: network & sports at :30 followed by local. Emphasis on local at 7:35 am & 4:40 pm. Editorials at 9 am & 5 pm. Frequent special reports. RELIGION: Sun am. Contact Representative for further details. Rec'd 1/30/73.

## 1. PERSONNEL

President—Ray Lapica.  
General Manager—O. L. Sherban.

## 2. REPRESENTATIVES

Doorley & Associates.

## 3. FACILITIES

5,000 w.; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KACE-FM.

## 4. AGENCY COMMISSION

15/9 net time and talent; payable when rendered.

## 5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.  
Affiliated with MBS.  
Sold in combination with KACE-FM. See that listing for discount.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 12 ET 7/1/72—Rec'd 8/23/72.

AA—7-9 am & 4-6 pm.

A—All other times.

B—6 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

PER YEAR:		A		B	
1 min	30 sec	1 min	30 sec	1 min	30 sec
100	8.50	6.50	7.50	5.50	2.75
200	7.00	6.00	7.00	5.00	2.55
400	7.50	5.50	6.50	4.50	2.40
600	7.00	5.00	6.00	4.00	2.25

## 7. PACKAGE PLANS

SHORT-TERM SATURATION—1 MONTH

CLASS AA		CLASS A		CLASS B	
12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min	9.00	8.50	8.00	7.80	7.60
30 sec	7.00	6.50	6.00	5.80	5.60

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
8.00	7.50	7.00	6.50
6.00	5.70	5.30	5.10

CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec
4.00	3.00	4.00	3.00
3.00	2.00	3.00	2.25

## 8. PROGRAM TIME RATES

5 min	10 min	15 min	20 min	25 min	30 min
10.00	9.50	9.00	8.50	8.00	8.40
40.00	38.00	37.00	36.00	35.00	34.00
60.00	57.00	55.00	53.00	51.00	49.00
100.00	95.00	90.00	88.00	86.00	84.00

## 10. SPECIAL FEATURES

10-sec time signal, ea..... 3.00  
Spot shorts at :14, ea..... 6.00  
Incl 30-sec spot with 30-sec sports news.

## KACE-FM

1959

RIVERSIDE

NAB

Media Code 4 205 6421 3.00

KACE Radio, Inc., Box 2185, 7351 Lincoln Ave.,  
Riverside, Calif. 92504. Phone 714-688-1570.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KACE-FM: Modern country for adults & young adults. Contact Representative for further details. Rec'd 9/25/72.

## 3. FACILITIES

ERP: 1,700 w. (horiz.), 1,700 w. (vert.); 92.7 mc.  
Stereo.

Operating schedule: 24 hours daily. PST.  
Antenna ht.: 243 ft. above average terrain.

Partial simulcast operation. Operated separately local sunset-6 am and Sundays. For simulcast facilities see KACE.

## 5. GENERAL RATE POLICY

Affiliated with MBS.  
Sold in combination with KACE. 25% discount when purchased in combination. AM and FM combine for frequency discount.

## TIME RATES

Rates are identical to KACE. See that listing.

## K B B L (FM)

1965

RIVERSIDE

NAB

Media Code 4 205 6456 9.00

C. Edwin Goad, Box 292, 4324 Lime St., Riverside,  
Calif. 92501. Phone 714-684-1820, 686-8991.

## 1. PERSONNEL

Owner & Gen'l Mgr.—C. Edwin Goad.  
Program Director—Russell Hoffman.

## 3. FACILITIES

ERP: 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mc.  
Stereo.

Operating schedule: 5:30 am-midnight. PST.  
Antenna ht.: 165 ft. above average terrain.

## 4. AGENCY COMMISSION

15/9 on time; Payable when rendered.

## 5. GENERAL ADVERTISING See coded regulations

Contracts: 40a.  
Cancellation: 70c.

## TIME RATES

No. 5 ET 3/1/69—Rec'd 1/2/73.

## 6. SPOT ANNOUNCEMENTS

1 min		30 sec	
1 x	5.60	4.45	2.60
26 x	5.30	4.35	3.12
52 x	4.70	4.15	3.65
104 x	4.40	4.05	3.30
156 x	4.10	3.85	3.20

## 7. PACKAGE PLANS

5 PER DAY:		3 days		4 days		5 days		6 days		7 days	
1 min	42.25	52.00	60.75	70.50	80.25	80.25	80.25	80.25	80.25	80.25	80.25
30 sec	38.50	47.00	54.50	63.00	71.50	71.50	71.50	71.50	71.50	71.50	71.50

10 PER DAY:		3 days		4 days		5 days		6 days		7 days	
1 min	50.00	68.50	90.00	110.00	120.00	120.00	120.00	120.00	120.00	120.00	120.00
30 sec	45.00	61.00	80.00	98.00	110.00	110.00	110.00	110.00	110.00	110.00	110.00

15 PER DAY:		2 days		3 days		4 days		5 days		6 days	
1 min	40.25	67.50	95.75	121.00	141.25	156.50	156.50	156.50	156.50	156.50	156.50
30 sec	36.50	60.00	84.50	106.00	122.00	134.00	134.00	134.00	134.00	134.00	134.00

## 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
43.40	31.10	24.10	17.05
13x-30%	52x-40%	156x-40%	
26x-40%	104x-40%	260x-40%	

## KBON

1947

SAN BERNARDINO

Media Code 4 205 6470 0.00

San Bernardino Broadcasting Corp., 990 Inland Center  
Dr., San Bernardino, Calif. 92408.

Office: 3519 Plaza Mall, Riverside Plaza, Riverside,  
Calif. 92506. Phone 714-784-1696, 824-0390.

**STATION'S PROGRAMMING DESCRIPTION**  
KBON: MUSIC: familiar standards, melodies of all time plus an occasional blending of newer tunes that will establish themselves as standards in time, in 7-10 min of uninterrupted segments. NEWS: 10 min of national and local at a quarter of each hour. At certain times sports and stocks. SPORTS: national major league baseball. COMMERCIAL POLICY: Island or cluster effect presentation. Contact Representative for further details. Rec'd 3/1/74.

## 1. PERSONNEL

President—Thomas M. Jones.  
Vice-President—Richard E. Jones.  
General Manager—Donald J. Caruso.

## 2. REPRESENTATIVES

Buckley Radio Sales, Inc.

## 3. FACILITIES

1,000 w. days 250 w. nights; 1240 kc.  
Non-directional.

Operating schedule: 5:30-1 am. PST.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 15b.

Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.

Comb. & Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62a.

Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

Prod. Services: 82.

Affiliated with American Entertainment Network

## TIME RATES

No. 3 ET 4/15/73—Rec'd 5/7/73.

AAA—Mon thru Fri 5:30-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

A—All other times.

## 6. SPOT ANNOUNCEMENTS

MINUTE

AAA		AA	
1 wk	14 wk	1 wk	14 wk
1 wk	27.00	25.00	23.00
14 wk	24.00	22.00	20.00
1 wk	22.00	20.00	18.00
14 wk	20.00	18.00	16.00

30 SECONDS		AA	
1 wk	14 wk	1 wk	14 wk
1 wk	17.00	16.00	15.00
14 wk	15.00	14.00	13.00
1 wk	14.00	13.00	12.00
14 wk	13.00	12.00	11.00

30 SECONDS		AA	
1 wk	14 wk	1 wk	14 wk
1 wk	28.80	22.40	20.80
14 wk	21.60	20.00	18.40
1 wk	19.20	17.60	16.00
14 wk	17.60	16.00	14.40
1 wk	16.00	14.40	12.80
14 wk	14.40	12.80	11.20

30 SECONDS		AA	
1 wk	14 wk	1 wk	14 wk
1 wk	13.60	12.80	12.00
14 wk	12.00	11.20	10.40
1 wk	11.20	10.40	9.60
14 wk	10.40	9.60	8.80
1 wk	9.60	8.80	8.00

30 SECONDS		AA	
1 wk	14 wk	1 wk	14 wk
1 wk	13.60	12.80	12.00
14 wk	12.00	11.20	10.40
1 wk	11.20	10.40	9.60
14 wk	10.40	9.60	8.80
1 wk	9.60		

# CALIFORNIA

San Bernardino-Riverside—Continued

## KDUO (FM)

1958  
RIVERSIDE



Media Code 4 205 6540 0.00

KFXM Broadcasting Co., Inc., Holiday Inn, Suite 590, 666 Fairway Dr., San Bernardino, Calif. 92408. Phones: San Bernardino 714-825-5555; Riverside 714-825-5555.

**STATION'S PROGRAMMING DESCRIPTION**  
KDUO (FM): familiar album music, standards, showtunes & choral selections—live programming. Local & national news, sports & weather. UPL 2 newsmen. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 8/6/73.

### 1. PERSONNEL

President—Howard L. Tullis.  
Executive Vice-President—Al Anthony.  
Vice-Pres. & Gen'l Mgr.—Bob Bunnell.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

ERP 72,000 w.; 97.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,800 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 23a, 29a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70e, 71a.  
AM facilities: KFXM.

Affiliated with Eastman Radio Network.

Combination buy: 25% additional discount on KDUO (FM) when bought in combination with KFXM in equal frequency. AM & FM do not combine for frequency discount. Not applicable on Best Buy Plan.

### TIME RATES

No. 8 Eff 1/1/74—Rev 6/12/74—Rec'd 6/21/74.  
I—Mon thru Sun 6 am-8 pm.  
II—Mon thru Sun 8 pm-midnight.  
III—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.	29.00	26.00	24.00	22.00	27.50	22.00	20.50	19.50
30/20	25.00	23.00	19.50	17.50	22.00	17.50	16.50	15.50
10 sec.	17.50	15.50	14.50	13.50	16.50	13.00	12.50	11.75

1 min.	11.50	9.50	8.00	6.50
30/20	9.25	7.50	6.50	5.25
10 sec.	7.00	5.75	5.00	4.00

### 7. PACKAGE PLANS

**BEST BUY PLANS—1/2 I, 1/2 II**  
PER WK, EA: 1 min 30 sec  
14 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti  
28 ti 12.00 9.75  
Must rotate within time classifications. When scheduled equally over 7 consec days, additional 10% discount will apply. When identical schedule is bought on KFXM, scheduled equally over 7 consec days, additional 20% discount will apply.

### 8. PROGRAM TIME RATES

5 min—2-1/2x 1-min. 1/2 hr—5x 1-min.  
1/4 hr—4x 1-min. 1 hr—10x 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4%  
**RATEHOLDER**  
Minimum wky schedule of 6 1-min spots, 6 am-mid Mon-Sun, necessary to maintain consec wk advertising.

## KFXM

1929  
SAN BERNARDINO



Media Code 4 205 6600 2.00

KFXM Broadcasting Co., Inc., Holiday Inn, Suite 590, 666 Fairway Dr., San Bernardino, Calif. 92408. Phones: San Bernardino 714-825-5555; Riverside 714-825-5555.

**STATION'S PROGRAMMING DESCRIPTION**  
KFXM: MUSIC: current best selling top 40 hits, combined with current top 10 albums (2 per hr), best of rock & roll classic flashbacks (every 3rd record, for adult appeal). NEWS: 5 min news, sports & weather at :30, 12 times daily. COMMERCIAL POLICY: Maximum 14 commercial units per hour. Contact Representative for further details. Rec'd 5/7/73.

### 1. PERSONNEL

President—Howard L. Tullis.  
Executive Vice-President—Al Anthony.  
Vice-Pres. & Gen'l Mgr.—Bob Bunnell.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

1,000 w.; 590 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.

### 4. AGENCY COMMISSION

15% time only; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 4a, 4d, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 23a, 29a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70e, 71a.  
FM facilities: KDUO (FM).

Affiliated with Eastman Radio Network.  
Combination buy: 25% additional discount on KFXM when bought in combination with KDUO (FM) in equal frequency. AM & FM do not combine for frequency discount. Not applicable on Best Buy Plan.

### TIME RATES

No. 21 Eff 1/1/74—Rev 6/12/74—Rec'd 6/21/74.  
I—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-noon & 7 pm-midnight.  
III—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.	29.00	26.00	24.00	22.00	27.50	22.00	20.50	19.50
30/20	25.00	23.00	19.50	17.50	22.00	17.50	16.50	15.50
10 sec.	17.50	15.50	14.50	13.50	16.50	13.00	12.50	11.75

1 min.	15.00	13.00	11.50	10.50
30/20	12.00	10.50	9.25	8.50
10 sec.	9.00	8.00	7.00	6.50

### 7. PACKAGE PLANS

**BEST BUY PLAN—1/2 I, 1/2 II**  
PER WK, EA: 1 min 30 sec  
14 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti  
28 ti 12.00 9.75  
Must rotate within time classification. When scheduled equally over 7 consec days additional 10% discount will apply. When identical schedule is bought on KDUO (FM), an additional 20% discount will apply. No further discounts.

### 8. PROGRAM TIME RATES

5 min—2-1/2x 1-min. 1/2 hr—5x 1-min.  
1/4 hr—4x 1-min. 1 hr—10x 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4%  
**RATEHOLDER**  
Minimum wky schedule of 6 1-min spots, 6 am-mid Mon-Sun, necessary to maintain consec wk advertising.

## KMEN

1947  
SAN BERNARDINO



## KATZ RADIO

Subscriber to the NAB Radio Code

Media Code 4 205 6630 9.00

Dellar Broadcasting, Box 1290, San Bernardino, Calif. 92402. Phone 714-889-2651.

### STATION'S PROGRAMMING DESCRIPTION

KMEN: Adult contemporary.  
MUSIC: popular music of today blended with gold of past. AIR PERSONALITY morning show with topical humor. NEWS: 5 min. per hour. News director. Contact Representative for further details. Rec'd 8/26/74.

### 1. PERSONNEL

President—Lincoln Dellar.  
General Manager—Ron C. Thompson.  
Director of Operations—Tom Nathan Tyler.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

5,000 w.; 1290 kc. Directional.  
Operating schedule: 24 hours daily. PST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61h, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 2 Eff 8/1/74—Rec'd 8/6/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	29	27	25	23
A	25	23	21	19

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## KOLA (FM)

1959  
SAN BERNARDINO



Media Code 4 205 6645 7.00

Frederick R. Cote, Mission Inn, 3622 Main St., Riverside, Calif. 92501. Phones 714-684-9992, (San Bernardino) 825-9952.

### STATION'S PROGRAMMING DESCRIPTION

KOLA (FM): Programmed for adults and young adults.  
MUSIC 95%: albums 85%, singles 15% featuring a mixture of current hits & oldies. NEWS: network at :20, 2 mobile units. Localized documentaries & editorials. Active in fund drives & community affairs. Personalities available for remote broadcast. COMMERCIAL POLICY: 8 minutes maximum in 1 hour, music format presented in uninterrupted 15 minute segments. Contact Representative for further details. Rec'd 5/24/71.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Frederick R. Cote.  
Sales Manager—Tim Cuccia.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

ERP 31,000 w.; 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1630 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 16.  
Basic Rates: 20b, 24b, 28c.  
Contracts: 40a, 43, 45.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70e.  
Prod. Services: 82.  
Alcoholic beverage advertising: beer and wine only.  
Affiliated with American FM Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 1A Eff 8/1/72—Rec'd 6/1/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 8 am-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	15	13	12	11
A	13	11	10	9

B: Flat 3.00.  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## KPRO

1941  
RIVERSIDE



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code

Media Code 4 205 6660 6.00

KPRO, Inc., Box 1440, 3701 Merrill, Riverside, Calif. 92502. Phone 714-683-1440.  
San Bernardino—Box 2363, San Bernardino, Calif. 92402. Phone 714-877-1440.

### STATION'S PROGRAMMING DESCRIPTION

KPRO: Programmed for adults.  
MUSIC: from '55 to present. Personalities 9-1 am. NEWS: continuous news, 6-9 am; also at :60; network; UPI; 4 man local staff, 2 mobile units. SPORTS: local college & junior college plus Major League baseball & professional football. COMMERCIAL POLICY: RAB Contact Representative for further details. Rec'd 8/6/73.

### 1. PERSONNEL

Vice-Pres./Sta. Oper.—Ira Laufer.  
Vice-Pres. Sales & Adm.—Robert L. Fox.  
Vice-Pres. & Gen'l Mgr.—Howard Flasher.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

1,000 w.; 1440 kc. Non-directional.  
Operating schedule: Mon thru Sat 5-1 am. PST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 9 Eff 2/1/73—Rec'd 2/1/73.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 5-8 am & 9:30 am-3:30 pm; Sun 7 am-9 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

A-26 WEEKS			B		
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	19.20	15.35	14.10	11.50	8.60
5 ti	18.00	14.40	13.50	10.80	8.10
10 ti	16.80	13.40	12.60	10.05	7.55
20 ti	15.60	12.45	11.70	9.35	7.00
30 ti	14.40	11.50	10.80	8.60	6.45
40 ti	13.20	10.55	9.90	7.90	5.90

### 27-52 CONSECUTIVE WEEKS

1 ti <th>18.00</th> <th>14.40</th> <th>13.50</th> <th>10.80</th> <th>8.10</th>	18.00	14.40	13.50	10.80	8.10
5 ti	16.80	13.40	12.60	10.05	7.55
10 ti	15.60	12.45	11.70	9.35	7.00
20 ti	14.40	11.50	10.80	8.60	6.45
30 ti	13.20	10.55	9.90	7.90	5.90
40 ti	12.00	9.60	9.00	7.20	5.40

### 10 sec: 60% of applicable 1-min.

### 8. PROGRAM TIME RATES

1 hr—12x 1-min. 1/4 hr—5x 1-min.  
1/2 hr—7x 1-min. 5 min—2x 1-min.  
(\*) Class A & R.

### 10. SPECIAL FEATURES

5 MIN NEWS:	1 wk	5 wk	10 wk	15 wk	20 wk
AA	28.80	26.40	24.00	21.60	19.20
A	21.60	19.80	18.00	16.20	14.40
B	14.40	13.20	12.00	10.80	9.60

## SAN CLEMENTE

Orange County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

## KAPX (FM)

1971



Media Code 4 205 6690 3.00

El Camino Broadcasting Corp., 800 S. El Camino, San Clemente, Calif. 92672. Phones 714-492-9800, 831-0656.

### STATION'S PROGRAMMING DESCRIPTION

KAPX (FM): Programmed for adults.  
MUSIC: Middle-of-the-road, film and show tunes,

standards plus current hits performed by contemporary artists. Vocals and instrumentals days, instrumentals only nights. NEWS: Local and regional at :60; Network news at :30; sports, weather, surfing conditions, marine weather, community bulletins on the quarter hours. Race results, 6:45 PM; Business news, 8:15 AM. Heavy involvement in community affairs. COMMERCIAL POLICY: 8 minutes maximum per hour, in music format presented in uninterrupted quarter-hour segments. No clusters. Rec'd 3/1/74.

### 1. PERSONNEL

Pres./Dir. Sales—Kirk Munroe.  
Exec. Vice-Pres./Prog.—David Mathews.  
News Director—Mike Chamberlin.

### 3. FACILITIES



Son Diego—K C B Q—Continued

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 8.  
Rate Protection: 10b, 11c, 12b, 13c.  
Basic Rates: 22b, 23a, 25a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60f, 61a, 61c.  
Cancellation: 70a, 70c, 71a, 73a.

LATE PROTECTION  
Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES  
No. C Eff 2/1/74—Rec'd 1/7/74.  
AAA—Mon thru Fri 3-8 pm; Sat 10 am-midnight.  
AA—Mon thru Sat 6-10 am; Sun 10 am-midnight.  
A—Mon thru Fri 10 am-3 pm & 8 pm-midnight; Sun 6-10 am.  
B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1-6	12	18	24	30	36	42	48	54	60
1 min	60	57	55	53	56	54	52	50	52	50
30 sec	45	40	38	35	42	37	35	34	34	34
10 sec	30	29	28	24	29	26	24	23	24	23

PER WK:	1-6	12	18	24	30	36	42	48	54	60
1 min	50	48	46	45	22	20	19	18	18	18
30 sec	40	38	34	32	18	16	15	14	14	14
10 sec	26	24	23	22	13	12	11	10	10	10

10. SPECIAL FEATURES  
5-MIN NEWSCASTS, PER WK: AAA AA A  
1 tl. 56 52 48  
5 min. 54 50 46  
10 tl. 50 48 44  
Min, 30 sec, newscasts, ID's combinable to earn w/ky frequency discounts.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%. Minimum 100.00 per wk expenditure.

K DEO

1955  
EL CAJON



Alan Torbet Associates, Inc.



Media Code 4 205 6780 2.00  
Metro Communications, Inc., Box 2908, San Diego, Calif. 92112. Phone 714-583-9100.

STATION'S PROGRAMMING DESCRIPTION  
KDEO: programmed for adults.  
MUSIC: Golden Oldies from 50's & early 60's.  
NEWS: 7 min at 7 & 8 am, 4 & 5 pm. Commentary & editorials, 3 man news & sports department, AP, UP & network actualities. Beeper reports, 2 mobile units. SPORTS: Live pro football. COMMERCIAL POLICY: 12 minutes maximum. Contact Representative for further details. Rec'd 6/29/73.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Don Balzamo.  
Vice-Pres. & Gen'l Sales Mgr.—Morton Sidley.  
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
3. FACILITIES  
1,000 w., 910 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 24b, 25a, 28a, 29a, 30, 33d.  
Contracts: 40c, 41, 45, 46, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f.  
Cancellation: 70c, 71a.  
Prod. Services: 80, 81, 82.  
No mail order advertising accepted.  
Affiliated with ATA Radio Network.

TIME RATES  
No. 12 Eff 1/1/74—Rec'd 12/28/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 5-6 am; Sat & Sun 7 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1-6	12	18	24	30	36	42	48	54	60
1 min	24.00	19.20	20.00	18.00	18.00	14.40	14.40	14.40	14.40	14.40
12 tl.	23.00	18.40	19.00	15.20	17.00	13.60	13.60	13.60	13.60	13.60
18 tl.	22.00	17.60	18.00	14.40	16.00	12.80	12.80	12.80	12.80	12.80
24 tl.	21.00	16.80	17.00	13.60	15.00	12.00	12.00	12.00	12.00	12.00
30 tl.	20.00	16.00	16.00	12.80	14.00	11.20	11.20	11.20	11.20	11.20

15: 50% of A.  
10 sec: 50% of 1-min.  
Fixed: Extra 20%.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—2-1/2% 26 wk—5% 52 wk—10%  
Minimum 6 wks.

7. PACKAGE PLANS  
PRIME TIME—6 AM-MIDNIGHT  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl  
1 min. 18.00 17.00 16.00 15.00 15.00  
30 sec. 14.40 13.60 12.80 12.40 12.00  
\*52-WEEK—BULK  
PER YR: 250x 300x 750x 1000x 1500x  
1 min. 17.00 16.00 15.00 14.50 14.00  
30 sec. 13.60 12.80 12.00 11.60 11.20  
50% must be used within 6 mos of contract.

\*TOTAL AUDIENCE PLAN  
PER WK: 24 tl 48 tl  
1 min. 336.00 624.00  
30 sec. 268.00 499.20  
Thruout wk, all time classes.  
27 spots /3 days/8 am-midnight/every other hr. No additional discounts, not combinable, flat:  
1 min. 324.00 30 sec. 259.20  
10 sec: 50% of 1-min.  
(\* All plans ROS/BTA at station's discretion in time classes or day-parts that plans earn. Affidavits without times.

10. SPECIAL FEATURES  
News—1-1/4x 1-min. Incl billboard & 1 1-min spot.

K DIG (FM)

1959  
SAN DIEGO

Media Code 4 205 6810 7.00  
West Coast Media, Inc., One City Blvd. W., Orange, Calif. 92668. Phone 714-997-0700.

STATION'S PROGRAMMING DESCRIPTION  
KDIG (FM): Programmed to a young audience. MUSIC: blend of tunes by original artists, with hits by pop artists & select golden hits from past. COMMERCIAL POLICY: presented in clusters on 1/4 hr. SPOTS: play-by-play professional football & college football/basketball. Contact Representative for further details. Rec'd 8/2/73.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Reg Streeter.  
Sales Manager—Pat Walden.  
Chief Engineer—Robert O. Royster.

2. REPRESENTATIVES  
Los Angeles, San Francisco—  
Bill Dahlisten & Associates.  
New York, Chicago, Atlanta, Detroit, Dallas—  
Frederick W. Smith.

3. FACILITIES  
ERP: 28,000 w.; 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 5A, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b.  
Contracts: 40a, 41, 44a, 46, 51a.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 8/1/74—Rec'd 8/1/74.

Prime—10 am-10 pm.  
A—6-10 am & 10 pm-6 am.

7. PACKAGE PLANS

PER WK:	1-6	12	18	24	30	36	42	48	54	60
EA:	6	12	18	24	30	36	42	48	54	60
1 min.	11.00	10.75	10.50	10.50	10.35	10.20	10.00	9.80	9.60	9.40
30 sec.	8.75	8.50	8.25	8.25	8.15	8.10	8.00	7.80	7.60	7.40

8. PROGRAM TIME RATES  
1/4 hr (incl open & close plus 3 30-sec spots).... 40  
1/2 hr (incl open & close plus 5 30-sec spots).... 70  
1 hr (incl open & close plus 7 30-sec spots).... 120

10. SPECIAL FEATURES  
5-min news—Incl open & close plus 1 1-min spot, 13-wk minimum, ea 20.00.  
Mini Ha-Ha Smile Features—Approx 90 sec, incl open & close plus 1 30-sec spot, ea 15.00.  
Time Signals—10 sec, 50% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—2% 26 wk—5% 52 wk—12%

KEZL (FM)

1963  
SAN DIEGO



Media Code 4 205 6825 5.00  
PSA Broadcasting, Inc., a division of Pacific Southwest Airlines, 3225 N. Harbor Dr., San Diego, Calif. 92101. Phone 714-291-9860.

STATION'S PROGRAMMING DESCRIPTION  
KEZL (FM): Programmed for adults.  
MUSIC: Up to 37 min per hr. Primarily instrumental album performances of standard & contemporary songs. NEWS: 90-sec advisories at :30; 30-sec weather at :30. COMMERCIAL POLICY: Only 4 intermissions per hour (at quarter-hour breaks) with maximum of 2 commercial announcements per intermission. Contact Representative for further details. Rec'd 7/27/73.

1. PERSONNEL  
General/Sales Manager—Shayle Ray.

2. REPRESENTATIVES  
Selcom, Inc.

3. FACILITIES  
ERP: 50,000 w. (horiz.), 50,000 w. (vert.); 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11c, 12b, 14b, 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 25a, 28c, 29a, 33d.  
Contracts: 40a, 41, 45, 46, 50.  
Comb.: Cont. Discounts: 60b, 60f, 60j, 60k, 61b, 62a, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Member: PSA Group.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 74-6 Eff 6/15/74—Rec'd 5/24/74.

AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Sun 7 pm-midnight.  
B—Mon thru Sun Midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	6	12	18	24	30	36	42	48	54	60
WK:	6	12	18	24	30	36	42	48	54	60
AAA	18.00	16.00	14.00	13.00	15.00	13.00	11.00	10.00	10.00	10.00
AA	16.00	14.00	12.00	11.00	13.00	11.00	9.00	8.00	8.00	8.00
A	14.00	12.00	10.00	9.00	11.00	9.00	7.00	6.00	6.00	6.00
B	8.00	7.00	6.00	5.00	6.00	5.25	4.50	3.75	3.75	3.75

7. PACKAGE PLANS  
TAP I  
(1/4 6-10 am, 1/2 10 am-7 pm, 1/4 7 pm-midnight)  
PER WK: 12 tl 18 tl 24 tl 30 sec  
1 min. 13.00 12.00 11.00 11.00 10.00 9.00

TAP II  
(1/3 6-10 am, 2/5 10 am-7 pm, 1/5 7 pm-midnight, 1/5 midnight-6 am)  
PER WK: 12 tl 18 tl 24 tl 30 sec  
1 min. 12.00 11.00 10.00 10.00 9.00 8.00

1/4-HOUR SEGMENT  
PER WK: 6 tl 12 tl 18 tl 24 tl  
1 min. 22.00 20.00 18.00 16.00  
Rotates evenly, 1/4 6-10 am, 1/2 10 am-7 pm, 1/4 7 pm-midnight Mon thru Sun.

BULK PLAN—NET  
PER YR: 600x 900x 1200x  
1 min. 11.50 10.50 9.50  
30 sec. 9.50 8.50 7.50

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—7-1/2% 52 wk—10%  
Does not apply to bulk rates.

K F M B

1941  
SAN DIEGO



mcgavren-guild  
pgw radio, inc.

Subscriber to the NAB Radio Code  
Media Code 4 205 6840 4.00  
Midwest Television, Inc., 1405 Fifth Ave., San Diego, Calif. 92112. Phone 714-232-2114. TWX 910-335-1210.

STATION'S PROGRAMMING DESCRIPTION  
KFMB: Programmed for mass adult audience highlighted by star personalities, music & news.  
NEWS: 5 min at :30; plus 5 min at :30 in drivetimes; AP, UPI & network; full time air news staff. MUSIC: top hits of past 20 years plus current singles & hit albums. SPORTS: college football & basketball, pro football. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL  
Station Manager—Paul E. Palmer.  
General Sales Manager—John Lynch.  
Program Director—Jack Woods.

2. REPRESENTATIVES  
McGavren-Guild, Inc.

3. FACILITIES  
5,000 w.; 760 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 22a, 25a, 28c, 29a, 33d.  
Contracts: 40a, 42a, 44b, 48, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60l, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 81, 82.  
Affiliated with American Entertainment Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/21/74—Rec'd 1/3/74.

AAAA—Mon thru Sat 5:30-10 pm.  
AAA—Mon thru Sat 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 9 am-9 pm.  
A—Mon thru Sat 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	8	12	18	24	30	36	42	48	54
AAAA	55	50	47	44	40	36	33	30	27	24
AAA	38	36	31	28	25	22	20	18	16	14
AA	34	31	28	24	21	19	17	15	13	11
A	23	21	19	16	14	12	11	10	9	8

30 SEC:  
AAAA 44 40 38 35 32  
AAA 31 30 25 22 21  
AA 28 25 22 19 17  
A 19 17 15 13 11

7. PACKAGE PLANS  
TAP—1/4AAAA, 1/4AAA, 1/4AA, 1/4A  
PER WK: 8 tl 12 tl 20 tl 32 tl  
1 min. 34 31 28 25  
30 sec. 27 25 23 21  
ID's: Preemptible, 60% of 1-min.

CONSECUTIVE WEEKLY DISCOUNT  
26 wk—5% 52 wk—10%

AM/FM COMBINATION

5. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	8	12	18	24	30	36	42	48	54
AAAA	60	54	51	47	43	39	36	32	29	26
AAA	44	42	38	32	29	26	24	21	19	17
AA	39	36	32	27	24	21	19	17	15	13
A	31	28	25	21	19	17	15	13	11	10

CALIFORNIA

7. PACKAGE PLANS  
COMBO TAP—1/4AAAA, 1/4AAA, 1/4AA, 1/4A  
PER WK: 8 tl 12 tl 20 tl 32 tl  
1 min. 39 36 32 29  
30 sec. 33 30 27 24  
ID's: Preemptible, 60% of 1-min.  
CONSECUTIVE WEEKLY DISCOUNT  
26 wk—5% 52 wk—10%

K F M B-FM

1959  
SAN DIEGO



Subscriber to the NAB Radio Code  
Media Code 4 205 6841 2.00  
Midwest Television, Inc., 1405 Fifth Ave., San Diego, Calif. 92112. Phone 714-232-2114. TWX 910-335-1210.

See affiliated AM station for additional information.  
3. FACILITIES  
ERP: 50,000 w.; 100.7 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 220 ft. above average terrain.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/21/74—Rec'd 1/3/74

AAAA—Mon thru Sun 10 am-3 pm.  
AAA—Mon thru Sun 5:30-10 am & 3-7 pm.  
AA—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	8	12	18	24	30	36	42	48	54
AAAA	15	13	12	11	10	9	8	7	6	5
AAA	13	12	10	9	8	7	6	5	4	3
AA	11	10	9	8	7	6	5	4	3	2
30 SEC/LESS:	12	11	10	9	8	7	6	5	4	3
AAAA	10	9	8	7	6	5	4	3	2	1
AAA	9	8	7	6	5	4	3	2	1	0

7. PACKAGE PLANS  
TAP—1/3AAAA, 1/3AAA, 1/3AA  
PER WK: 8 tl 12 tl 20 tl  
1 min. 11 10 9  
30 sec. 9 8 7  
CONSECUTIVE WEEKLY DISCOUNT

# CALIFORNIA

## San Diego—KGB—Continued

- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1360 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c.  
Basic Rates: 20a, 22a.  
Contracts: 40a, 46.  
Cancellation: 70c.  
Affiliated with Eastman Radio Network.
- TIME RATES**  
AM/FM COMBINATION  
No. 15 Eff 5/15/73—Rev 5/10/73—Rec'd 7/3/73.  
I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.  
II—Mon thru Fri 10 am-3 pm.  
III—Mon thru Sat 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	SECTION I				SECTION II				SECTION III			
	11 ti	12 ti	18 ti	24 ti	11 ti	12 ti	18 ti	24 ti	11 ti	12 ti	18 ti	24 ti
1 min.	45	40	38	35	40	35	33	30	40	35	33	30
30 sec.	36	32	30	28	32	28	26	24	35	30	28	26
1 min.	40	35	33	30	40	35	33	30	40	35	33	30
30 sec.	32	28	26	24	32	28	26	24	35	30	28	26
1 min.	35	30	28	26	35	30	28	26	35	30	28	26
30 sec.	28	24	22	20	28	24	22	20	35	30	28	26

AM only; deduct 20%.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4%      52 wk—8%  
**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

## KGB-FM

1959  
SAN DIEGO  
**RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 205 6901 4.00  
KGB, Inc., Box 2088, San Diego, Calif. 92112.  
Phone 714-298-9965.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGB-FM: Format directed to 16-34 age group.  
MUSIC: adult contemporary. Many album selections.  
COMMERCIAL POLICY: 12 per hour 6 am-8 pm; 10 per hour 8 pm-6 am. Contact Representative for further details. Rec'd 3/11/74.

- 3. FACILITIES**  
ERP 50,000 w.; 101.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 577 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with KGB. See that listing for rates.

### TIME RATES

AM/FM combination rate less 20%.

## KITT (FM)

1954  
SAN DIEGO



Alan Torbet  
Associates, Inc.



Media Code 4 205 6930 3.00  
Shepard Broadcasting Corp. of Calif., 1415 6th Ave.,  
San Diego Calif. 92101. Phone 714-232-0144.

- STATION'S PROGRAMMING DESCRIPTION**  
KITT (FM): Programmed for adults.  
MUSIC: middle-of-the-road, film and showtunes, standards. Vocals and instrumental days, instrumentals only nights. NEWS: local UPI at :60 from 7 am-11 pm. Business news hourly starting 7:15 am, two round-ups 5:30 & 5:55 pm. Copter traffic reports every 15 min 6:30 am & 4-6 pm. COMMERCIAL POLICY: 8 commercial units per hour. Contact Representative for further details. Rec'd 10/9/72.

- 1. PERSONNEL**  
President—Herbert J. Weber.  
Vice-Pres. & Gen'l Mgr.—Gallit T. Keeble.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
ERP 120,000 w. (horiz.), 31,000 (vert.); 105.3 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 320 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only. Payable 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts 40c, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 5 Eff 5/20/73—Rec'd 10/1/73.  
AAA—Mon thru Fri 10 am-3 pm.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 7 pm-midnight; Sat & Sun 6 pm-midnight.  
B—All other times.

## 8. SPOT ANNOUNCEMENTS

PER WK:	AAA				AA			
	14 ti	21 ti	14 ti	21 ti	14 ti	21 ti	14 ti	21 ti
1 min	15	13	12	13	12	11	10	9
30 sec	12	11	10	10	9	8	7	6
1 min.	11	10	9	8	7	6	5	4
30 sec.	8	7	6	5	4	3	2	1

B: 50% of AA.  
13 wk—5%      DISCOUNT      26 wk—10%      52 wk—15%

- 7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
PER WK: 14 ti 21 ti 28 ti 36 ti  
1 min. 10 9 8 7  
30 sec. 8 7 6 5

- 10. SPECIAL FEATURES**  
NEWS CAPSULES AT :60—ROTATING  
PER WK: 7 ti 14 ti 21 ti  
13 wk. 13 12 11  
26 wk. 12 11 10  
52 wk. 11 10 9

## KLRO

1960  
SAN DIEGO



- Media Code 4 205 6960 0.00  
Multi Casting Corp., 233 A St., Suite 205, San Diego, Calif. 92101. Phone 714-239-1217.
- STATION'S PROGRAMMING DESCRIPTION**  
KLRO: Gospel music and Religious programming.  
Contact Representative for further details. Rec'd 8/19/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—James C. Gates.  
Program Manager—Barbara Eldridge.  
Local Sales Manager—Lucille Chase.
- 2. REPRESENTATIVES**  
J. C. Gates & Company.
- 3. FACILITIES**  
ERP 2,200 w.; 94.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 52 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 14c.  
Basic Rates: 20a, 22a, 23a, 25a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60k.

### TIME RATES

Eff 5/7/74—Rec'd 8/19/74.

**6. SPOT ANNOUNCEMENTS**  
1 min. 10.00 30 sec. 6.00

**8. PROGRAM TIME RATES**

	1x	52x	260x	312x	365x
1 hr.	74.50	60.00	51.50	49.50	45.50
1/2 hr.	42.00	33.50	27.50	26.50	25.50
1/4 hr.	31.25	25.25	19.25	18.00	16.50

## KOGO

1926  
SAN DIEGO

## NBC Radio Network



KATZ RADIO



- Subscriber to the NAB Radio Code  
Media Code 4 205 6990 7.00  
Retlaw Broadcasting Co., Box 545, San Diego, Calif. 92112. Phone 714-263-6191. TWX 910 335-1265.
- STATION'S PROGRAMMING DESCRIPTION**  
KOGO: Programmed for general interest & adults 18+.  
MUSIC: MOR handled by 5 AIR PERSONALITIES throughout the day. NEWS: 4-min staff 2 mobile units. AP & UPI wire services. 10-min at :60 & 5-min at :30 in drive times. 5-min hourly remainder of the day. M-F, 5-min financial news at 6:05 pm M-F. SPORTS: 3-min at 6:45, 7:45, 8:45 am, 4:45 & 5:45 pm. M-F. Major league baseball, basketball & hockey. Indy 500, locally oriented professional golf, tennis & boat races. Contact Representative for further details. Rec'd 8/12/74.

- 1. PERSONNEL**  
President—Joseph C. Drilling.  
Vice-Pres. & Gen'l Mgr.—Wilson Edwards.  
Program Director—Jerry Jackson.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
5,000 w.; 600 kc. Directional—same pattern day and night.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20a, 21a, 21d, 21a, 22b, 23a, 24a, 24c, 25a, 28a, 29a, 32b, 33d.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

- Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
(f) Except ROS Spots may be combined with other spots only to earn ROS discounts.  
Program contracts subject to cancellation on 28 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.  
Affiliated with NBC.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 10 Eff 7/1/72—Rec'd 7/10/72.  
AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Fri 3-7:30 pm.  
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7:30 pm; Sun 6 am-7:30 pm.  
C—Sun thru Sat 7:30 pm-midnight.  
D—Sun thru Sat midnight-5:30 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	1 MINUTE				
	11 ti	6 ti	12 ti	18 ti	24 ti
AA	50	49	47	45	43
A	40	39	37	35	33
B	35	34	32	30	28
C	28	27	25	23	21
D	14	12	10	8	6

30 SECONDS

AA	A	B	C	D
40	39	37	36	34
32	31	29	27	25
28	27	25	23	21
22	21	20	18	17
11	9	7	5	3

- (10 am-midnight, 2/3 Mon thru Sun 10 am-7:30 pm)  
**ROS**  
PER WK: 10 ti 20 ti 30 ti  
1 min. 27 25 23  
30 sec. 21 20 18  
10 sec: 50% of 1-min.  
Spots scheduled between two time classifications take the rates of the higher classification.

**8. PROGRAM TIME RATES**

PER YR, EA:	1x	52x	104x	156x	260x
1/2 hr.	125	120	115	110	105
1/4 hr.	90	88	86	84	80
5 min. AA	75	73	71	68	65
5 min. A	65	63	61	58	55
All other times.	62	60	58	55	52

### RATEHOLDER

- 6 per wk. Flight advertisers with current contracts will not need rateholder to protect current rates.  
**COMBINABILITY**  
All spots, regardless of length, may be cross-combined for discount purposes, except that ROS spots may be combined with other spots only to earn ROS discounts. Spots and program units may be combined to earn discounts on spots only.

## KOZN (FM)

1965  
SAN DIEGO

- Media Code 4 205 7005 3.00  
Metroamerica Co., 630 Ash St., San Diego, Calif. 92101. Phone 714-238-1037.
- STATION'S PROGRAMMING DESCRIPTION**  
KOZN (FM): Programmed for adults 18-49.  
MUSIC: country & western, blend of traditional & modern. NEWS: at :60. Contact Representative for further details. Rec'd 9/3/71.

- 1. PERSONNEL**  
President—Sherwood R. Gordon.  
Sales Manager—Danny Martin.  
Prog. & Prom. Director—Steven Gordon.
- 2. REPRESENTATIVES**  
John Andy Potter Co.
- 3. FACILITIES**  
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 103.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 650 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 29c, 29a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME.  
No. 4 Eff 9/15/73—Rec'd 8/20/73.  
AAA—Daily 6 am-7 pm.  
AA—Daily 7 pm-midnight.  
A—Daily midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min				30/10 sec			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
YR	100x	250x	500x	1000x	100x	250x	500x	1000x
AA	14	12	11	10	11	9	8	7
AAA	11	9	8	7	8	7	6	5
A, 1 min, flat.	5	A, 30/10, flat.	4					

- 7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—2/3AAA, 1/3A  
PER WK: 12 ti 18 ti 24 ti 36 ti 12 ti 18 ti 24 ti 36 ti  
YR: 100x 250x 500x 1000x 100x 250x 500x 1000x  
1 min 11 10 9 8 10 9 8 7  
30/10 9 8 7 6 8 7 6 5  
Equal distribution Mon-Sun.  
WEEKEND SPECIAL—FRI 6 AM—SUN MIDNIGHT  
1 min. 7 30 sec. 5  
Minimum 25 spots.  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5%      26 wk—7-1/2%      52 wk—10%  
Rebate in time only. Applies to all plans except Bulk and Weekend Special.

## KPRI (FM)

1960  
SAN DIEGO

- Media Code 4 205 7020 2.00  
Southwestern Broadcasters, Inc., 11585 Sorrento Valley Ltd., San Diego, Calif. 92121. Phone 714-452-8181.  
**STATION'S PROGRAMMING DESCRIPTION**  
KPRI (FM): Contemporary format directed to 16-34 year old group. LP's and singles featuring popular albums and hit singles. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/30/74.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack Lane.  
Program Director—Michael Harrison.  
Regional Sales Director—David McKenzie.
- 2. REPRESENTATIVES**  
H/R Stone Radio Representatives, Inc.
- 3. FACILITIES**  
ERP 50,000 w.; 106.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 413 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 15c, 18.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 22a, 23a, 23b.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 73a.  
Prod. Services: 80, 82.

### TIME RATES

Eff 7/15/74—Rec'd 7/1/74.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 10 am-3 pm.  
B—Mon thru Sun 6-10 am.  
ROS—Mon thru Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	30	28	25	27	23	21	20	19
30 sec.	26	24	22	21	23	21	20	19
1 min.	24	22	21	20	23	22	21	20
30 sec.	20	18	17	16	21	19	18	17

10 sec: 50% of 1-min.

## KSDO

1947  
SAN DIEGO

## CBS Network



Buckley Radio Sales, Inc.

## All News/Information



- Subscriber to the NAB Radio Code  
Media Code 4 205 7050 9.00  
Generation II Radio, San Diego, Inc., 1450 7th Ave., San Diego, Calif. 92101. Phone 714-234-8361.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSDO: All news all day; talk show nights. NEWS: 5 am-7 pm. 16 person news department with news anchors, reporters, writers & editors; network & UPI audio. 4 mobile units, direct monitoring facilities of police, fire, highway patrol Sports, business, consumer news, airborne traffic reports, commentaries & entertainment reviews throughout day. SPORTS: professional football play-by-play with sports director. Contact Representative for further details. Rec'd 7/8/74.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Peter A. Lund.  
News Director—Morry Alter.  
Operations Manager—Jack Sabella.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1130 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 14 Eff 2/25/74—Rec'd 2/5/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.  
B—Mon thru Sat 7-11 pm; Sun 5 am-11 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA		AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec



**7. PACKAGE PLANS**  
 TAP—1/4AAA, 1/4AA, 1/2 A & B  
 PER WK. EA: 10 15 20 25 30 35  
 1 min. 25 33 41 49 57 65  
 30 sec. 18 19 21 23 25 27  
**WEEK END PLAN—FRI 3 PM—MON 10 AM**  
 PER WK. EA: 12 14 16 18 20 22  
 1 min. 15 17 19 21 23 25  
 30 sec. 12 13 14 15 16 17

**10. SPECIAL FEATURES**  
 Features w/d open, extra 10%.  
**CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 26 wk—7-1/2% 52 wk—10%

**KSEA (FM)**  
 1964  
 SAN DIEGO  
**BLAIR RADIO**



A McKinnon Enterprise  
 Subscriber to the NAB Radio Code  
**Media Code 4 205 7080 6.00**  
 KSEA, Inc., Hwy. 94 & College Ave., San Diego,  
 Calif. 92115. Phone 714-296-0973.  
 See affiliated AM station for additional information.  
 AM facilities: KSON.

**1. PERSONNEL**  
 General Sales Manager—Bill Yaussy.  
 Program Director—Gary Allyn.

**2. FACILITIES**  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.3 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 445 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American Contemporary Network.  
 Sold in combination with KSON. See that listing for  
 rates.

**TIME RATES**

No. 6 Eff 2/1/73—Rec'd 2/2/73.  
 AA—Mon thru Fri 6 am-midnight; Sat 9 am-7 pm;  
 Sun noon-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:		15	14	13	12	11	10
1 min.		12	11	10	9	8	7
30 sec.		12	11	10	9	8	7

**CLASS A**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	13	12	11	10	9	8
30 sec.	10	9	8	7	6	5

**7. PACKAGE PLANS**

Bulk, ROS	1 min 30/less	9	7
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**KSON**  
 1946  
 SAN DIEGO

**BLAIR RADIO**



A McKinnon Enterprise  
 Subscriber to the NAB Radio Code  
**Media Code 4 205 7110 1.00**  
 Broadcastor Broadcasting Corp., College Grove Center,  
 Hwy. 94 at College Ave., San Diego, Calif. 92115.  
 Phone 714-286-1240.

**1. PERSONNEL**  
 President—Dan McKinnon.  
 Vice-Pres., Gen'l Mgr. & Nat'l Sales—Bert Wahlen.

**2. REPRESENTATIVES**  
 Blair Radio.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1240 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b.  
 Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a,  
 27, 28c, 29a, 30, 33d.  
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51a.  
 Comb.: Cont. Discounts: 60a, 60c, 61a, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Prod. Services: 81, 82.  
 FM facilities: KSEA (FM).  
 Affiliated with American Information Network.

**TIME RATES**

**KSON/KSEA (FM) COMBINATION**  
 No. 2 Eff 10/1/73—Rec'd 12/3/73.  
 AA—Mon thru Fri 6-10 am & 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7  
 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:		44	41	39	37	35	33
1 min.		39	36	33	31	30	28
30 sec.		22	21	20	19	18	17

**CLASS A**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	39	37	35	33	31	29
30 sec.	29	28	26	24	23	22
ID's	20	19	18	17	16	15

**CLASS B**

PER WK:	34	32	30	28	26	24
1 min.	29	26	24	23	22	21
30 sec.	17	16	15	14	13	12

AM only: Deduct 7.00 for 1-min; 6.00 for 30-sec/  
 less.

**KYXY (FM)**  
 1960  
 SAN DIEGO



radio



**Media Code 4 205 7125 9.00**  
 KYXY, Inc., 1114 Eighth Ave., San Diego, Calif.  
 92101. Phone 714-235-6595.

**1. PERSONNEL**  
 President—Wally Nelskog.  
 Vice-Pres. & Gen'l Mgr.—Wallace K. Reid.

**2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
 ERP 30,000 w.; 96.5 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 1,034 ft. above sea level.

**4. AGENCY COMMISSION**  
 15%; 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b.  
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40a, 45, 46, 48.  
 Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American FM Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
 No. 5 Eff 6/15/73—Rec'd 7/5/73.  
 AAA—Mon thru Sun 6-10 am & 3-7 pm.  
 AA—Mon thru Sun 10 am-3 pm.  
 A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min		14	13	12	11	10	9
30 sec		12	11	10	9	8	7

**CLASS AA**

1 min		10	9	8	7	6
30 sec		7	6	5	4	3

**7. PACKAGE PLANS**

TAP—1/2AAA, 1/4AA, 1/4A		6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:		12	11	10	9	8	7
1 min.		12	11	10	9	8	7
30 sec.		9	8	7	6	5	4

**BTA—6 AM-MIDNIGHT MON THRU SUN**

PER WK:	1 min	10	9	8	7	6
PER YR:	PER WK:	1 min	10	9	8	7
200 x		12	11	10	9	8
400 x		13	12	11	10	9
800 x		14	13	12	11	10

10 sec: 50% of 1-min.  
 CONSECUTIVE WEEKLY AND TAP DISCOUNT  
 13 wk—5% 26 wk—10%

**XEAZ**

**TIJUANA, MEXICO**  
 City of license, Tijuana, Baja, Mexico.  
 Box 233, San Ysidro, California 92073.  
 U. S. Representative:  
 Harlan G. Oakes, Inc.  
 See listing in Medios Publicitarios Mexicanos under  
 Tijuana, Baja, Mexico.

**XEBG**

**Amigo Spanish Group**

(This is a paid listing.)  
**Media Code 4 205 7132 5.00**  
 U. S. Sales Office—3916 Riviera Dr., San Diego,  
 Calif. 92109. Phone 714-295-2501.  
**STATION'S PROGRAMMING DESCRIPTION**  
 XEBG: Programmed in Spanish for Mexicans &  
 Mexican-Americans.  
**MUSIC:** Emphasis on current standard hits of Mexico  
 plus some top American hits. **NEWS:** 5 min at 8:00.  
 Daily sports and business news. **SPORTS:** Live  
 horse racing, bull fights, Jai Alai, baseball & foot-  
 ball, auto racing & boxing. Also remote broadcasts  
 of local events. Monthly participation contests. Mobile  
 unit. Contact Representative for further details.  
 Rec'd 6/6/72.

**1. PERSONNEL**  
 U. S. Sales Manager—Dick Thomas.  
 Dir. & Mgr.—Mario E. Mayans C.  
 Savall/Gates, Inc.

**2. REPRESENTATIVES**  
 Savall/Gates, Inc.

**3. FACILITIES**  
 1,000 w.; 1550 kc. Non-directional.  
 Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
 15%.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
 Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a,  
 28c, 29a.  
 Contracts: 40a, 41, 45, 47a, 48, 50, 51a.  
 Comb.: Cont. Discounts: 60a, 50l, 60k.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 80, 82.  
 Rates include translation from English to Spanish.  
 Member: The Amigo Spanish Group.

**TIME RATES**

ET 8/1/71—Rec'd 6/6/72.  
 A—Daily 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
PER WK:		5	4	3	2	1	1
A ... 8.00		7.50	7.00	6.50	6.25	6.00	5.75

**XEBG/XEMMM, TIJUANA, MEX.**  
**COMBINATION**  
 A 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
 30 sec: 75% of 1-min. 10 sec: 50% of 1-min.  
 (SO) (D)

**XEGM**

1941  
**TIJUANA, MEXICO**  
 (This is a paid listing.)  
**Media Code 4 205 7190 3.00**  
 XEGM Radio Spot Sales, 6430 Sunset Blvd., Holly-  
 wood, Calif. 90028. Phone 213-464-7525.  
**STATION'S PROGRAMMING DESCRIPTION**  
 XEGM: Programmed 100% Spanish for adults.  
**MUSIC:** general popular. **MOB. PERSONALITIES**  
 handle all segments. Women's feature 8-10 am  
 M-Sat. **SPORTS:** boxing live Thurs 8:30-10:30 pm.  
**NEWS:** 5 min every hour; editorials, feature re-  
 ports, sport news, commentaries, woman's point of  
 view, horoscope, movie reviews at 3:00. Rec'd 2/15/71.

**1. PERSONNEL**  
 Station Manager—Jose Liberman.  
 Sales Manager—Teddy Fregoso.

**2. REPRESENTATIVES**  
 J. C. Gates & Company.

**3. FACILITIES**  
 10,000 w.; 950 kc. Directional.  
 Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 4a, 6b, 7b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21a, 21a, 21d, 22a, 23a, 25a, 28b,  
 28c, 29a, 30, 31.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 49, 51a.  
 Comb.: Cont. Discounts: 60b, 60e, 60l, 62b, 62d.  
 Cancellation: 70b, 71a, 73a, 73b.  
 Prod. Services: 82.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
 ET 3/1/70—Rec'd 2/15/71.  
 AA—5 am-10 pm.  
 A—10 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		1x	52x	156x	260x	312x	780x	1000x
1 min.		35	30	25	22	20	18	17
30/20 sec.		28	24	20	18	16	15	14
10 sec:		60%	60%	60%	60%	60%	60%	60%

**CLASS A**

1 min.		15	14	13	12	11	10
30/20 sec.		12	11	10	9	8	7

**7. PACKAGE PLANS**

**SATURATION PACKAGE—CLASS AA**

PER WK:	18 ti	24 ti	30 ti	36 ti	42 ti
PER DAY:	3 ti	4 ti	5 ti	6 ti	7 ti
1 min.	25	22	20	18	17
30/20 sec.	20	18	16	15	14

4-week minimum contract.

**8. PROGRAM TIME RATES**

CLASS AA		1x	52x	156x	260x	312x	520x	624x
1 hr.		225	185	170	160	150	140	130
1/2 hr.		125	110	100	90	80	70	60
1/4 hr.		75	70	65	60	55	50	45
5 min.		45	39	35	30	27	24	21

**CLASS A**

1 hr.		111	99	90	80	70	60	50
1/2 hr.		69	61	55	50	45	40	35
1/4 hr.		39	35	31	29	27	24	21
5 min.		21	18	17	16	15	14	13

(SO) (CR)

**XEMMM**

**TIJUANA, MEXICO**  
 City of license, Tijuana, Baja, Mexico.  
 Box 155, San Ysidro, California 92073.  
 U. S. Representative:  
 Savall/Gates, Inc.  
 See listing in Medios Publicitarios Mexicanos under  
 Tijuana, Baja, Mexico.

**XEMO**

1932  
**TIJUANA, MEXICO**  
 (This is a paid listing.)  
**Media Code 4 205 7230 7.00**  
 "A" St., Suite 205, San  
 Diego, Calif. 92101. Phone 714-230-1211.

**1. PERSONNEL**  
 President—James C. Gates.  
 Operations Manager—Barbara Eldridge.  
 Station Manager—Gustavo Antizaran.

**2. REPRESENTATIVES**  
 J. C. Gates & Company.

**3. FACILITIES**  
 5,000 w.; 860 kc. Non-directional.  
 Operating schedule: 5-1:30 am. PST.

**4. AGENCY COMMISSION**  
 15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 4a, 4c, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 14c.  
 Basic Rates: 20a, 22a, 23a, 25a, 29a.  
 Contracts: 40a, 46, 47a.  
 Comb.: Cont. Discounts: 60k.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
 No. 1974-12 Eff 5/1/74—Rec'd 5/1/74.  
 A—6 am-10 pm.  
 B—5-8 am & 10 pm-midnight.  
 C—All other times.

**8. PROGRAM TIME RATES**

CLASS A		1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x		143	80	61	129	70	54
52 x		114	66	48	100	57	41
260 x		100	51	38	86	42	30
312 x		94	51	35	79	40	28
365 x		87	48	33	73	37	27

C: B rate less 10%.

**DANGER!**  
 You're treading on thin ice if this is  
 a "pass-along" copy of SRDS. Ice that  
 may hold you up for a time but which  
 may break at any moment. Don't take  
 chances. It's not worth it. Use only  
 current copies of Standard Rate &  
 Data publications.

**XEPRS**

1974  
**TIJUANA, MEXICO**  
 (This is a paid listing.)  
**Media Code 4 205 7260 4.00**  
 United States sales offices, Time Sales, Inc., 1355  
 Harbor Dr., San Diego, Calif. 92101. Phone 714-  
 238-0800.  
 Los Angeles office: Time Sales, Inc., 6362 Hollywood  
 Blvd., Hollywood, Calif. 90028. Phone 213-466-  
 1623.

**STATION'S PROGRAMMING DESCRIPTION**  
 XEPRS: MUSIC: modern country. Contact Repre-  
 sentative for further details. Rec'd 4/15/74.

**1. PERSONNEL**  
 President—Paul C. Schafer.  
 General Manager—Tom Boise.

**2. REPRESENTATIVES**  
 Jack Masla & Co., Inc.

**3. FACILITIES**  
 50,000 w.; 1090 kc. Clear channel.  
 Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 3a, 4a, 5, 6b.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 21d, 23a.  
 Contracts: 40a, 46.  
 Cancellation: 71a.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
 No. 4-74R Eff 7/1/74—Rec'd 7/1/74.  
 AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7  
 pm.  
 A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sun 10  
 am-7 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		1 min	30 sec	1 min	30 sec	1 min	30 sec
FIXED:		22	22	24	21	19	16
6 ti		26	21	23	20	18	15
12 ti		26	21	23	20	18	15
18 ti		26	21	23	20	18	15
24 ti		24	19	21	18	16	13
36 ti		23	18	20	17	15	12

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

ROS—6 AM-10 PM

1 min.	12 ti	18 ti	24 ti	36 ti
30 sec.	22	21	20	19
10 sec: 50% of 1-min.	19	18	17	16

(SO) (D)

## CALIFORNIA

San Diego—Continued

XHIS (FM)

1971  
TIJUANA, MEXICO

**M** Jack Masla & Company, Inc.

NAFMB

(This is a paid listing.)

Media Code 4 205 7320 6.00  
United States sales office, Time Sales, Inc., 1355  
Harbor Dr., San Diego, Calif. 92101. Phone 714-  
238-0800.

**STATION'S PROGRAMMING DESCRIPTION**  
XHIS (FM): Album cuts of the best of current hits,  
folk & blues with accent on oldies. Target age 18-49.  
Contact Representative for further details. Rec'd  
3/28/74.

- PERSONNEL**  
President—Paul C. Schafer.  
General Manager—Tom Bolise.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.) 90.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21d, 23a.  
Contracts: 40a, 46.  
Cancellations: 71a.

### TIME RATES

No. 7 ET 8/1/74—Rec'd 8/1/74.

- PACKAGE PLANS**  
PER WK, BTA, EA: 6 ti 12 ti 18 ti 24 ti 36 ti  
1 min..... 12.00 11.00 10.00 9.00 8.00  
30 sec..... 10.00 9.00 8.00 7.00 6.00  
**CONSECUTIVE WEEK DISCOUNT**  
28 wk—5%      52 wk—10%  
**ANNUAL BULK PLAN**  
PER YR, EA:      1 min 30 sec  
500 x..... 8.00 6.50  
1000 x..... 7.50 6.00  
10 sec: 50% of 1-min.  
Fixed time, extra 20%. (SO)

X SOL (FM)

1971  
TIJUANA, MEXICO  
(formerly XHERS (FM))

Bernard Howard & Co., Inc.

Soul

NAFMB

(This is a paid listing.)

Media Code 4 205 7335 4.00  
United States sales office, Time Sales, Inc., 1355  
Harbor Dr., San Diego, Calif. 92101. Phone 714-  
238-0800.

**STATION'S PROGRAMMING DESCRIPTION**  
X SOL (FM): Current rhythm & blues hits featured.  
Community involvement such as concert & movie  
promotions. Target age teens plus 18-49. Contact  
Representative for further details. Rec'd 4/29/74.

- PERSONNEL**  
President—Paul C. Schafer.  
General Manager—Tom Bolise.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
ERP 57,000 w. (horiz.), 57,000 w. (vert.); 104.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21d, 23a.  
Contracts: 40a, 46.  
Cancellations: 71a.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 2 ET 7/1/74—Rec'd 7/1/74.

- PACKAGE PLANS**  
BTA: 6 ti 12 ti 18 ti 24 ti 36 ti  
1 min..... 12.50 11.50 10.50 9.50 8.50  
30 sec..... 10.50 9.50 8.50 7.50 6.50  
**CONSECUTIVE WEEK DISCOUNT**  
28 wk—5%      52 wk—10%  
**WEEK BULK PLAN:**      500x 1000x  
1 min..... 8.50 8.00  
30 sec..... 7.00 6.50  
10 sec: 50% of 1-min.  
Fixed time, extra 20%. (SO)

## SAN FERNANDO

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State

See Los Angeles Urban Area



# Wonder what the devil

... a Sacramento radio  
station is doing adver-  
tising in the San Fran-  
cisco-Oakland section  
of S.R.D.S.?



Your  
HR/Stone  
rep  
has some  
heavenly  
answers!

**KRAK**  
Sacramento  
the one station  
regional  
'audience network'

50,000 watts of  
'People Music'

## SAN FRANCISCO-OAKLAND

(including Alameda, Berkeley, San Mateo)  
(15 AM; 17 FM)

Plus 1 paid duplicate; plus 3 cross references.  
Alameda, Alameda Co.—Map Location B-6  
Oakland, Alameda Co.—Map Location B-6  
San Francisco County—Map Location B-6  
San Mateo, San Mateo Co.—Map Location B-6  
See SRDS consumer market map and data at begin-  
ning of the State.

Stations located within the combined city area are  
consolidated under multiple city headings. This is  
not to imply that all of the stations provide equal  
coverage of the entire area or cities involved. It is  
part of the time buying function to determine extent  
of individual station coverage, audience delivered, etc.  
within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm- midnight)
A	150	70	100	75
B	120	65	91	50
C	101	65	90	50
D	91	62	75	45
AVERAGE	118	66	89	55

**KABL**      **KABL-FM**  
1925      1965  
OAKLAND      SAN FRANCISCO

**STARR**  
BROADCASTING GROUP, INC.

RAB

Media Code 4 205 7350 3.00  
Starr KABL, Inc., 632 Commercial St., San Fran-  
cisco, Calif. 94111. Phone 415-982-7822.

- PERSONNEL**  
President—Peter H. Starr.  
General Manager—Knowles Hall.  
General Sales Manager—Bill Clark.
- REPRESENTATIVES**  
Alan Toyber Associates, Inc.  
Washington, Oregon—Simpson/Reilly & Associates Co.  
Starr Broadcasting Group, Inc.: See Rep & S/O  
pages.
- FACILITIES**  
5,000 w.: 960 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
FM-Eitl' 100,000. 98.1 mc. Stereo.  
Operating schedule: Same as AM.  
Simulcast 4-10 am Mon thru Sat.
- AGENCY COMMISSION**  
15% net time if paid by 20th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10c, 11e, 12e, 14e, 15a, 15b, 15e.  
Basic Rates: 20b, 21a, 21b, 21d, 24b, 24c, 25a, 28a,  
28c, 29a, 33b.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51c.  
Comh.: Cont. Discounts: 60e, 60f, 60j, 61a, 62b,  
62d, 62e.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 17D ET 2/1/74—Rec'd 1/14/74.

- AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-  
7 pm.  
B—Mon thru Sat 7 pm-midnight; Sun 7-10 pm.  
C—Mon thru Sat 7 pm-midnight-6 am.
- SPOT ANNOUNCEMENTS**  
AM/FM COMBINATION  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
PER YR: (\*) 52x 156x 312x 500x 750x 1000x  
1 min..... 90 80 75 70 65 60 55  
30 sec..... 80 75 70 65 60 55 50  
ID ..... 70 65 60 55 50 45 40  
  
CLASS A  
1 min..... 80 75 70 65 60 55 50  
30 sec..... 75 70 65 60 55 50 45  
ID ..... 65 60 55 50 45 40 35  
  
CLASS B  
1 min..... 50 45 40 35 30 25 20  
30 sec..... 45 40 35 30 25 20 15  
  
CLASS C  
1 min/less. 12 11 10 9 8 7 6  
(\*) Fixed or 1x.  
FM only: 50%.

- PACKAGE PLANS**  
TOTAL AUDIENCE PLANS  
PER WK: 12 ti 18 ti 24 ti  
PER YR: 156x 312x 500x  
1 min..... 60 55 50  
30 sec..... 55 50 45  
10 sec..... 50 45 40  
Distribution:  
TAP Plan, 1/3AA, 1/3A, 1/3B.  
Man Plan, 1/2AA, 1/6A, 1/3B.  
Woman Plan, 1/6AA, 1/2A, 1/3B.

- IMPACT PLANS**  
VIP PLANS—MEN 1/2AA, 1/4A, 1/4B;  
WOMEN 1/4AA, 1/2A, 1/4B
- PER WK, EA: 1 min 30 sec  
48 ti..... 43 40  
6-1/2 DAY PLAN—MON THRU SUN 6 AM-7 PM  
PER WK: 12 ti 18 ti 24 ti  
PER YR: 156x 312x 500x  
1 min..... 65 60 55  
30 sec..... 60 55 50  
10 sec..... 55 50 45  
No more than 1/3 6-10 am & at least 1/3 Sat  
& Sun.

**SUPER EFFICIENCY—1/2 MON THRU SAT**  
7 PM-MIDNIGHT & 1/2 SAT & SUN 6 AM-7 PM  
PER WK, EA: 20 ti 10 ti  
1 min/less..... 35 40  
WEEKEND—SAT & SUN 6 AM-7 PM  
20 ti (10 per day)..... 50 10 ti (5 per day)..... 55  
NIGHTTIME—SUN THRU SAT 7 PM-MIDNIGHT  
20 ti per wk, ea..... 18 10 ti per wk, ea..... 22  
BTA: 1 min 30 sec ID's  
Flat ..... 60 55 50

- SPECIAL FEATURES**  
NEWSCASTS  
Adjacencies to newcasts—applicable spot rate, fully  
commissionable, ea, plus..... 5  
5-MINUTE NEWSCASTS  
Includes 1 1-minute spot plus 10-second opening  
and closing ID's. Maximum frequency discount of  
18 weekly or 312 annually.  
Applicable 1-min, fully commissionable, ea, plus..... 10  
NEWS CAPSULES  
Applicable 1-min rates plus, fully commissionable,  
ea ..... 5.00  
Includes 1 1-min spot plus opening ID's.  
FM only 50%.

AM only: Available during non-simulcast hours, per  
spot or feature. 5.00 less than AM/FM combination.  
FM only: 50% of AM/FM combination.  
FM only may not be cross-combined with AM and  
FM or AM only for discount. C units do not con-  
tribute to AA, A or B frequency.

K BAY (FM)  
SAN JOSE



City of license, San Jose, Calif.  
San Francisco office—155 Montgomery St., San Fran-  
cisco, Calif. 94104. Phone 415-969-5229.  
See listing under San Jose, Calif.

K B R G

1959  
SAN FRANCISCO

## Spanish - International

An Entereco Station

Media Code 4 205 7380 0.00  
Entertainment Communications, Inc., 133 Geary St.,  
San Francisco, Calif. 94108. Phone 415-421-1053.

**STATION'S PROGRAMMING DESCRIPTION**  
KBIG: Spanish 16 hours daily. Other languages  
include: Portuguese, Italian, Greek, Japanese,  
Chinese, German, Swedish, Danish, Norwegian, Fin-  
nish, Irish, Maltese, Russian, Ukrainian, Polish,  
Dutch, Armenian, Persian, Arabic, Jewish, French,  
Serbian, Filipino, Hindustani, Mandarin, Icelandic,  
English. NEWS: on hour during all Spanish time.  
News also heard on each language program. Live per-  
formances of big bands coming to city from Mexico,  
Central and South America. Contact Representative  
for further details. Rec'd 7/30/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Kenneth R. Carey
- REPRESENTATIVES**  
New York, Chicago, Dallas—Frederick W. Smith.  
Southeast—Bernard I. Ochs Co.  
Los Angeles, Arizona—Lee F. O'Connell Company.
- FACILITIES**  
ERP 30,000 w. (horiz.), 50,000 w. (vert.); 105.3 mc.  
Stereo.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 1,200 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 29a, 33a.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 47e, 48, 51a,  
51b.  
Comh.: Cont. Discounts: 60a, 60f, 60i, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 72.  
Prod. Services: 80.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 ET 1/1/73—Rec'd 1/6/73.

- PACKAGE PLANS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min..... 18 17 16 15 14 13  
30 sec..... 15 14 13 12 11 10  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5%      28 wk—10%      52 wk—15%
- PROGRAM TIME RATES**  
1 wk..... \*1 hr \*1/2 hr 1/4 hr 5 min  
11 wk..... 81.00 58.00 35.00 25.50  
14 wk..... 85.00 54.00 34.00 25.00  
27 wk..... 79.00 50.00 33.00 24.50  
53+ ..... 73.00 48.00 32.00 24.00  
(\*) In Spanish time, 50 min, 25 min.  
Sat & Sun program rates, extra 15%.

- SPECIAL FEATURES**  
Rates apply to English & Spanish. All other  
languages add 10.00 per spot.

**COSMOBAY WEEKLY PACKAGES**  
PLAN: 18 36 50 70  
All languages..... 324 612 798 998  
(San Francisco-Oakland continued on next page)



KCBS

1909

SAN FRANCISCO

CBS Owned

Represented by CBS RADIO SPOT SALES

All News & Information

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 205 7410 5.00

CBS Radio, a division of Columbia Broadcasting System, Inc., One Embarcadero Center, San Francisco, Calif. 94111. Phone 415-982-7000. Send all program and advertising copy to the Community Editor.

STATION'S PROGRAMMING DESCRIPTION

KCBS: Continuous news and information format 7 days a week. Local, regional, national and international reports and features. Traffic alerts utilizing airplane service and AAA road reports. Sports, weather, business and financial news. 25 newscasters. 3 mobile units, direct monitoring facilities of police department, fire department, highway patrol, plus NETAlert. Contact Representative for further details. Rec'd 9/7/71.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Peter M. McCoy. General Sales Manager—Wallace L. Hutchinson. News Director—Dave McElhatton.

2. REPRESENTATIVES

CBS Radio Spot Sales.

3. FACILITIES

50,000 w.; 740 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% net time, annis and part.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24b, 24c, 25a, 27, 28a, 29a. Contracts: 40b, 41, 44b, 45, 46, 48, 51b. Comb.: Cont. Discounts: 60i, 60j, 61b, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with CBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 20A Eff 9/1/74—Rec'd 8/12/74.

AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Fri 3-7:30 pm; Sat 10 am-3 pm; Sun 6-10 am.  
B—Mon thru Fri 10 am-3 pm; Sat 3-7:30 pm; Sun 10 am-7:30 pm.  
C—Mon thru Sun 7:30 pm-midnight; Mon thru Sat 5-5:30 am; Sun 5-6 am.  
D—Tues thru Sun midnig't-5 am.

6. SPOT ANNOUNCEMENTS

SECTION I

PER WK:	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 min	165	160	85	95	90	85
30 sec	132	128	78	72	68	64
10 sec	57	54	51	47	44	41

PER WK:	B			C		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 min	55	54	53	36	35	34
30 sec	44	43	42	29	28	27
10 sec	33	32	31	22	21	20

7. PACKAGE PLANS

SECTION III—TAP

PLAN, PER WK, EA:	1 min		30 sec	
	min	sec	min	sec
A—7 tl (1AA, 2A, 2B, 2 C/D)	65	52	60	48
B—14 tl (2AA, 4A, 4B, 4 C/D)	60	48	54	43
C—21 tl (3AA, 5A, 7B, 6 C/D)	54	43	50	40
D—28 tl (4AA, 6A, 10B, 8 C/D)	50	40	45	35

Scheduled equally over 7-day period & rotate within time classes. Preemptible by Sec I. If preempted, spots made good in comparable or better time classes.

B includes Sat 10 am-7:30 pm & Sun 6 am-7:30 pm. May be added at unit rates. AA & A combined cannot equal more than 50% of total number of spots & balance between AA & A cannot exceed 60% AA & 40% A.

TAP must contain a minimum of 3 day parts if one or more is AA or A. TAP can consist of 2 day parts if combined with B, C and/or D.

SECTION IV—YEARLY BULK PLANS

	AA		A		B		C	
	min	sec	min	sec	min	sec	min	sec
780 x	126	100	73	59	40	36	27	22
1040 x	122	98	70	56	36	29	23	19
1560 x	117	94	65	52	34	27	18	15
2080 x	112	91	61	49	32	25	16	13

B: 1 min, 30/10 sec. 2080x, 5.00. Must be contracted in advance. Short rate applicable. Limited rotation in any time class. Spot placement must conform to Sec III conditions & distribution.

SECTION V. CLASS D—TUES THRU SUN

MIDNIGHT-5 AM

1 min, 30/10 sec	10	9	8	7
1 min, 30/10 sec	10	9	8	7

10. SPECIAL FEATURES

SECTION II

Feature sponsorships: Incl open feature, 1 min/30 sec spot. Rotate equally in AA 6-10 am and/or A 3-7:30 pm Mon thru Fri. Business News, sports, news headlines, traffic reports, weather. Class AA/A/B/C Information features Class B/C/D.

PER WK:	AA	A	B	C	O
1 l	190	105	65	41	15
2+	185	103	64	40	14

World news round-up—Mon thru Fri 7-7:10 am, flat 400.00. Incl credit & 1-min spot.

Fixed position or limited rotation in Sec I, II, III takes 120% of applicable rate, except 7:10-8 am Mon thru Fri takes 140% of applicable rate. 1 min and 30 sec spots cross-combinable for per wk discount. 2 10-sec spots count as one when combined with 1 min or 30 sec to determine times per wk on yrly bulk plan discounts for 1 min and 30 sec. D comb-lines only with itself & does not contribute toward wly discounts or yrly bulk plans.

KCBS-FM

1948

SAN FRANCISCO

CBS/FMSALES

NAB RAB NAFMB

CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 205 7411 3.00

CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., One Embarcadero Center, San Francisco, Calif. 94111. Phone 415-982-7016. Send all program and advertising copy to Traffic Manager.

1. PERSONNEL

General Manager—Rodger Layng. Sales Manager—Dave Murphy. Program Director—Bill Keffury.

2. REPRESENTATIVES

CBS/FM Sales.

3. FACILITIES

ERP 35,000 w.; 98.9 mc. Stereo. Operating schedule: 24 hours daily. PST. Antenna ht.: 640 ft. above average terrain.

4. AGENCY COMMISSION

15% net time, annis and part.

TIME RATES

No. 6 Eff 6/1/73—Rec'd 7/2/73.

AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm. A—Mon thru Fri 10 am-3 pm, 7 pm-midnight; Sat & Sun 7 pm-midnight. B—Mon thru Sun 6-10 am. C—Mon thru Sun midnig't-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA			A			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl	45	36	28	35	28	27	22	18	17
12 tl	40	32	24	30	24	24	19	16	16
18 tl	35	28	25	20	20	20	16	15	15
24 tl	30	24	20	16	15	15	12	12	12

7. PACKAGE PLANS

TAP, PER WK:	1 min		30 sec	
	min	sec	min	sec
12 tl (AAA, 6A, 21)	355	285	416	332
18 tl (AAA, 8A, 41)	469	375	561	451
24 tl (AAA, 10A, 51)	561	451	652	512

ROS, PER WK: 12 tl 18 tl 24 tl  
1 min 250x 400x 1000x  
30 sec 21 18 15  
10 sec 17 15 12

KDFC (FM)

1920

SAN FRANCISCO

Silulcast. See K1BE, KDFC (FM) listing.

KDIA

1920

OAKLAND

Bernard Howard & Co., Inc.

Independent Black

NAB RAB

A Sponderling Station

Media Code 4 205 7440 2.00

KDIA, Box 8432, Oakland, Calif. 94608. Phone 415-834-4262.

STATION'S PROGRAMMING DESCRIPTION

KDIA Black programmed. MUSIC: 90% R & B. 10% Gospel. NEWS: 5 man staff plus sportscaster; UPI network; 2 mobile units; 10 min at 7:20, 9:20, 11:20 am, 1:20, 3:20, 5:20, 8:20 & 10:20 pm; 5 min newscasts at 6:20 & 8:20 am. Black history dramatized vignettes 6 times daily. Editorials 4 days per week. AIR PERSONALITIES handle all segments. Heavy involvement in community affairs thru actual participation by air personalities co-operating with social & civic organizations. Telephone talk show 6-7 pm Sun. Live remote church broadcasts Sun with R & B noon-4 pm. Discussion show 4-6 pm. Contact Representative for further details. Rec'd 8/17/72.

1. PERSONNEL

President—Eugene Sponderling. Vice-Pres. & Gen'l Mgr.—John W. Doubleday. Vice-President/Sales J. Walter Carroll.

2. REPRESENTATIVES

Bernard Howard & Co., Inc.

3. FACILITIES

5,000 w., 1310 kc. Directional. Op. rating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15% time only

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b. Rate Protection: 10c, 12c, 15a, 15b. Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b. Contracts: 40a, 41, 42b, 44b, 46, 47a, 48, 49, 51a, 51b. Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61d, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with Bernard Howard Black Radio Network.

TIME RATES

No. 9 Eff 6/1/74—Rec'd 4/23/74.

AAA—Mon thru Fri 3-7 pm; Sat 7 am-7 pm.

AA—Mon thru Fri 6-10 am.

A—Mon thru Sat 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-midnight.

7. PACKAGE PLANS

PER WK:	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl	32.50	26.50	30.50	24.50	26.50	21.00
12 tl	30.50	24.50	28.00	22.50	24.00	19.50
18 tl	29.50	23.50	27.00	21.50	23.00	18.50
24 tl	28.00	22.50	26.00	21.00	22.00	17.00

10. SPECIAL FEATURES

NEWSCASTS

PER WK, 5 MIN:	AAA			AA			A		
	1 tl	6 tl	10 MIN:	1 tl	6 tl	10 MIN:	1 tl	6 tl	10 MIN:
1 tl	63.00	61.00	51.50	58.00	55.00	47.00			
6 tl	85.00	80.00	70.00						

Incl open & close plus 1 1-min spot.  
Incl open & close plus 2 1-min spots.  
Newscasts and spots combinable for frequency discount of wly Package plans for spots only.

KEEN

1920

SAN JOSE

City of license, San Jose, Calif. San Francisco office: 155 Montgomery St., San Francisco, Calif. 94101. Phone 415-989-7052. See listing under San Jose, Calif.

KEST

1922

SAN FRANCISCO

Media Code 4 205 7455 0.00  
KEST Radio, San Francisco Hotel, Civic Center, San Francisco, Calif. 94103. Phone 415-626-5585.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Alan P. Schultz. Sales Manager—Paul Jantus. Public Service Director—Gloria Cooper.

2. REPRESENTATIVES

Los Angeles—Bill Dalstein & Associates. Dallas, Atlanta—Mario Messina Company. New York, Chicago—Grant Webb & Company, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6a, 7a, 8. Rate Protection: 10a, 11b, 12b, 15b. Basic Rates: 20a, 21a, 21b, 22a, 23a, 28b, 28c, 29a, 30, 33b. Contracts: 40a, 41, 45, 46, 48, 51c. Cancellation: 70a, 72, 73b. Prod. Services: 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 2/1/71—Rec'd 2/24/71.

7. PACKAGE PLANS	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
PER WK, EA:	25.00	21.00	22.00	18.00	18.00	15.00
12 tl	23.50	19.00	21.00	17.00	17.00	14.00
18 tl	21.50	18.00	19.50	16.00	16.00	13.00
24 tl	20.50	17.50	18.00	15.50	15.50	12.50

10 sec: 50% of 1-min.  
8. PROGRAM TIME RATES  
1 hr: 15x 140 125  
1/2 hr: 95 90 85

KFAX

1925

SAN FRANCISCO

Subscriber to the NAB Radio Code

Media Code 4 205 7470 9.00  
Argonaut Broadcasting Co., 1470 Pine St., San Francisco, Calif. 94109. Phone 415-673-4148.

STATION'S PROGRAMMING DESCRIPTION

KFAX: Adult audience. Religious, inspirational, and philosophical format by nations leading ministries, interspersed with news, commentary, political and educational discussions. Programs of all faiths and opinions accepted, when time is available. Frequent editorials on important local issues. MUSIC: representative of programming policy offered in 15 min blocks, open for participation, when available. Production facilities available. Rec'd 10/9/72.

1. PERSONNEL

Pres. & Gen'l Mgr.—Judd Sturtevant.

3. FACILITIES

50,000 w. days, 1,000 w. nights; 1100 kc. Non-directional—night only.

Operating schedule: 5 am-local sunset & 10 pm-3 am.

4. AGENCY COMMISSION



# CALIFORNIA

## San Francisco-Oakland-KFOG-Continued

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
 Basic Rates: 20b, 21a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 29a, 33a.  
 Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.  
 Comb.: Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with Katz Radio Network.

### TIME RATES

No. 11 Eff 4/1/73—Rev 10/30/73—Rec'd 11/1/73.  
 A—Mon thru Sun 10 am-8 pm.  
 B—Mon thru Sun 5:30-10 am & 8 pm-midnight.

### SPOT ANNOUNCEMENTS

PER WK:	A				B				
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	
1 min	42	40	38	36	34	32	30	28	
30 sec	34	32	30	28	28	25	24	22	
10 sec	60% of 1-min.								
CONSECUTIVE WEEK DISCOUNT									
26 wk—5%				52 wk—10%					

## KFRC

1924  
SAN FRANCISCO



An RKO General Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 205 7530 0.00  
 RKO General, Inc., 415 Bush St., San Francisco, Calif. 94108. Phone 415-982-9200. TWX 910-372-7750.

### PERSONNEL

Vice-Pres. & Gen'l Mgr.—Patrick W. Norman.  
 Program Director—Michael Spears.  
 Sales Manager—Larry Matlock.

### REPRESENTATIVES

RKO Radio Representatives, Inc.

### FACILITIES

5,000 w.; 610 kc. Non-directional. Day and night.  
 Operating schedule: 24 hours daily. PST.  
 Partial simulcast operation. Simulcast 10 pm-8 am Mon thru Sat & 10 pm-9 am Sun. For non-simulcast facilities see KFRC-FM.

### AGENCY COMMISSION

15/0 on net time.

### GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10h, 11h, 12h, 13h, 14a, 15b.  
 Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 31, 33d.  
 Contracts: 40a, 41, 42a, 43, 45, 46, 51b.  
 Comb.: Cont. Discounts: 60d, 60f, 62b.  
 Cancellation: 70a, 71a, 72, 73a, 73b.  
 Prod. Services: 80.

### TIME RATES

AM/FM COMBINATION  
 No. 10 Eff 2/1/74—Rec'd 3/6/74.  
 AAA—Mon thru Sun 6-10 am & 3-8 pm; Sat & Sun 10 am-3 pm.  
 AA—Mon thru Sun 8 pm-midnight.  
 A—Mon thru Fri 10 am-3 pm.

### SPOT ANNOUNCEMENTS

CLASS AAA	1 ti				6 ti				12 ti				18 ti				24 ti			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec		
AAA	108	87	85	78	74	69	97	86	81	76	70	65	86	81	76	70	65	86	81	
AA	78	70	65	61	57	86	81	76	70	65	86	81	76	70	65	86	81	76	70	
CLASS AA																				
AAA	97	86	81	76	70	65	86	81	76	70	65	86	81	76	70	65	86	81	76	
AA	78	70	65	61	57	86	81	76	70	65	86	81	76	70	65	86	81	76	70	
CLASS A																				
AAA	86	81	76	70	65	86	81	76	70	65	86	81	76	70	65	86	81	76	70	
AA	70	65	61	57	53	86	81	76	70	65	86	81	76	70	65	86	81	76	70	

10 sec: 50% of 1-min.  
 AM only 7.5% less in non-simulcast hrs.  
 Preemptible Plan: Applicable rate less 20%. Spots moveable & preemptible without notice.

### PACKAGE PLANS

BULK—WITHIN 52 WEEKS  
 175x 350x 500x 1000x 1500x  
 Rate 12x 15x 24x 24x 24x  
 Discount 5% 10% 15% 20% 25%

### BTA—ENTERTAINMENT PACKAGES

PREEMPTIBLE	1 min 30 sec to 10 sec	
	1 ti	30 sec
AAA	67	54
AA	54	33

10. SPECIAL FEATURES  
 News Sponsorship extra 20%. Incl open plus 1-min spot.

## KFRC-FM

1960  
SAN FRANCISCO



An RKO General Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 205 7531 8.00  
 RKO General, Inc., 425 Bush St., San Francisco, Calif. 94108. Phone 415-982-2302.  
 TWX 910-372-7750.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KFRC-FM: Programmed for adults.  
 MUSIC: rock; oldies 8 am-7 pm. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 10/4/73.

### PERSONNEL

Station Manager—Phil Stewart.  
 Program Director—J. J. Johnson.  
 Operations Director—Shelley Graham.

### FACILITIES

ERP 69,000 w. (horiz.), 69,000 w. (vert.); 106.1 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 1,240 ft. above average terrain.  
 Partial simulcast operation. Operated separately 8 am-10 pm Mon thru Sat & 9 am-10 pm Sun. For simulcast facilities see KFRC.

### GENERAL ADVERTISING

See coded regulations  
 Sold in combination with KFRC. See that listing for rates.

### TIME RATES

No. 1 Eff 7/1/74—Rec'd 7/1/74.  
 AA—Mon thru Sat 10 am-7 pm.  
 A—Mon thru Sat 8-10 am & 7-10 pm; Sun 8 am-10 pm.

### SPOT ANNOUNCEMENTS

CLASS AA	6 ti				12 ti				18 ti				24 ti				30 ti			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec		
AAA	18	17	16	15	14	13	12	11	10	18	17	16	15	14	13	12	11	10		
CLASS A																				
AAA	18	15	14	13	12	11	10	9	8	18	15	14	13	12	11	10	9	8		

## KGO

1924  
SAN FRANCISCO

abc OWNED AM STATION

BLAIR RADIO

News and Conversation



Subscriber to the NAB Radio Code  
 Media Code 4 205 7560 7.00  
 American Broadcasting Co., a division of American Broadcasting Companies, Inc., 277 Golden Gate Ave., San Francisco, Calif. 94102. Phone 415-863-0077. TWX 415-393-7317.

### PERSONNEL

Vice-Pres. & Gen'l Mgr.—Alfred Racco.  
 General Sales Manager—Michael Luckoff.  
 Sales Manager—Roland Gallil.

### REPRESENTATIVES

Blair Radio.

### FACILITIES

50,000 w.; 810 kc.  
 Operating schedule: 24 hours daily. PST.

### AGENCY COMMISSION

15/0 time only; payable when rendered.

### GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
 Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a.  
 Contracts: 42a, 45, 46, 47a, 51b.  
 Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62a.  
 Cancellation: 70a, 70d, 71a, 72, 73b.  
 FM facilities: KSFX (FM).  
 Affiliated with American Information Network.  
 Affiliated with Blair Represented Network.

### TIME RATES

No. 11 Eff 7/1/74—Rev 7/2/74—Rec'd 7/8/74.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Fri 3-8 pm.  
 A—Mon thru Sat 5-8 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.  
 B—Mon thru Fri 8 pm-midnight; Sat & Sun 7 pm-midnight.

### SPOT ANNOUNCEMENTS

CLASS AAA	38 ti				30 ti				24 ti				18 ti				12 ti				6 ti				Open
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec					
AAA	84	90	92	97	101	114	120	60	64	67	70	75	84	90	53	55	57	59	62	65	67				
AA	30	31	32	35	38	41	45	67	72	74	78	81	89	96	48	51	54	56	60	67	72				
CLASS AA																									
AAA	48	51	54	56	60	67	72	42	44	46	47	49	52	54	24	25	26	28	31	32	36				
AA	50	54	55	58	61	68	72	36	38	40	42	45	50	54	18	19	20	21	23	25	27				

Spots rotate throughout time classes.

### PACKAGE PLANS

TOTAL AUDIENCE PLANS  
 (Spots rotate throughout time classes)

CLASS	6-10 am	3-8 pm	Mon thru Sat
AAA	6	5	4
AA	5	4	3
A	5	4	3
5-8 am	12	10	8
A-Sat 10 am-7 pm	3	2	1
A-Sun 6 am-7 pm	3	2	1
B—Mon thru Fri 8 pm-midnight	4	3	2
B—Sat & Sun 7 pm-midnight	2	2	2

TOTAL TIMES: 36 30 24 18 12  
 1 min, ea. 50 52 54 57 60  
 30 sec, ea. 40 42 44 46 48  
 10 sec, ea. 30 32 33 34 36  
 TAP combine with spots & Group I for wkly frequency. Not eligible for consec wk discount.

### SPECIAL FEATURES

GROUP I  
 (Copter reports, sports reports, business/financial reports—8:30-9 am & 4-6 pm; World news reports—7:30, 8:30 am & 4:30, 5:30 pm. Incl open & ID plus 1-min spot. Rotate within AM or PM)

PER WK: 10 ti 3 ti 1 ti  
 AM traffic 130 135 140  
 PM traffic 100 105 110

### BIG REACH COMMUTE PLAN

(1/3 Mon thru Sat 6-10 am, 1/3 Mon thru Fri 8 pm-midnight, 1/3 Mon thru Fri 3-8 pm)  
 12 ti, ea. 79 18 ti, ea. 75

### FLITE FAX

(Rotating 1 per hr, 5-9 am, Mon thru Fri. Incl open & ID plus 1-min spot)  
 PER WK: 20 ti 15 ti 10 ti 5 ti  
 Ea 85 95 105 115  
 All group I, TAP & spots combine for wkly frequency.

### DRIVE TIME SPECIAL

(1/3 Mon thru Sat 6-10 am, 2/3 Mon thru Fri 3-8 pm)  
 15 ti, ea. 80 24 ti, ea. 72  
 No discounts.

### ALL NIGHT PLAN

(Tues thru Sat midnight-5 am)  
 PER WK, EA: 20 ti 15 ti 10 ti 5 ti  
 1 min. 10 14 16 20

### WEEKEND PLAN

(Fri 6 pm-midnight-7 pm)

Ea 30 ti 20 ti 15 ti

All night & weekend plans combine only with each other for wkly frequency. Not eligible for consec wk discount.

### NIGHTTIME BIG THREE PLAN

(1/2 Mon thru Fri 8 pm-midnight, 1/6 Sat & Sun 7 pm-midnight, 1/3 Tues thru Sat midnight-5 am)  
 Ea 24 ti 18 ti 12 ti  
 Not combinable 22 24 26

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%. Minimum expenditure 60.00 per wk.  
 All night, weekend, Nighttime big three & TAP's not eligible.

## KIBE

1949  
PALO ALTO

(This is a paid duplicate of the listing appearing under Palo Alto.)  
 Media Code 4 205 5430 5.00

Sundial Broadcasting Corp., 495 Beach St., San Francisco, Calif. 94133. Phone 415-776-4720.

### STATION'S PROGRAMMING DESCRIPTION

KIBE: Programmed for adults.  
 MUSIC: classical of every period, with selections determined by audience composition & time of day. Commute & Baroque programs; Sat evenings—full dress opera; Sun evenings—visit to world concert halls. Live performances of local cultural events, programs representative of specific artists, orchestras, composers & conductors, premiere recordings, musical editorials. News of cultural events emphasized. COMMERCIAL POLICY: 6 minutes per hour, no double spotting, no interruption of concert selections (scheduled announcements run immediately on conclusion of performance). Contact Representative for further details. Rec'd 4/12/71.

### PERSONNEL

General Manager—Edward Davis.  
 Vice-Pres.—Herbert E. Groskin & Co.  
 Los Angeles—Harlan G. Oakes, Inc.

### FACILITIES

5,000 w. days; 1220 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. PST.  
 FM-Elit 33,000 w.; 102.1 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 1,260 ft. above average terrain.  
 Simulcast 6 am-local sunset.

### AGENCY COMMISSION

15% time only; 10th of following month.

### GENERAL ADVERTISING

See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25a, 26, 28a, 29a, 30.  
 Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a.  
 Comb.: Cont. Discounts: 60a, 60d, 60a, 61a, 62a.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Member: The Groskin Group.

Symphonic, operatic and other long concert works not interrupted for commercial announcements. Announcements run immediately after conclusion of performance approximating time ordered as closely as possible.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 11 Eff 6/1/73—Rec'd 6/4/73.

### SPOT ANNOUNCEMENTS

PER WK:	1 ti				5 ti				10 ti				15 ti				20 ti			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec		
AAA	20	19	18	17	16	16	15	14	1											



**San Francisco-Oakland—  
K K H I, K K H I-FM—Continued**

works. Live broadcasts during symphony and opera season. News on 1/2 hr during drive times. Contact Representative for further details. Rec'd 3/1/72.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—James P. Hickey, Jr.  
General Sales Manager—William Dalsa.  
National Sales Manager—John Hofmann.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
10,000 w.; 1550 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours. PST.  
FM-ERP: 5,600 w. (horiz.); 5,600 w. (vert.); 95.7 mc. Stereo.  
Antenna ht.: 1,473 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; 15th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 46, 47e, 50, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60l, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 ET 6/1/74—Rec'd 4/29/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**  
PER WK. 1 MIN: 1-6 ti 12 ti 18 ti 24 ti  
AA ..... 55 51 47 42  
A ..... 50 45 41 37  
20/30 sec: 80% of 1-min.  
10 sec/less: 70% of 1-min.

**7. PACKAGE PLANS**  
PER WK. ROS/BTA. EA: 24 ti 18 ti 12 ti  
1 min ..... 34 36 38

**8. PROGRAM TIME RATES**  
PER YR: 1x 13x 26x 52x  
55 min or 1 hr ..... 350 310 280 260  
25 min or 1/2 hr ..... 235 205 175 160  
1/4 hr ..... 195 175 150 125

**10. SPECIAL FEATURES**  
5-min newscasts—1x 1-min AA or A rate.  
ANNUAL DISCOUNT  
52 consec wk—8%.

**KMPX (FM)**

1959  
SAN FRANCISCO

**Big Band Swing**

Media Code 4 205 7680 3.00  
The National Science Network, Inc., Stan Gurell,  
2 W. 45th St., New York, N. Y. 10036. Phone  
212-867-6171.  
San Francisco Office: 7 Adelaide Pl., San Francisco,  
Calif. 94102. Phone 415-771-8500.

**STATION'S PROGRAMMING DESCRIPTION**  
KMPX (FM): Music of 30's & 40's. Movie sound-  
track of the past, old radio programs, live dance-  
band remotes from local hotel and ballrooms. Con-  
tinuous music with clustered commercials. Rec'd  
4/1/74.

**1. PERSONNEL**  
Sr. Vice-Pres. & Gen'l Mgr.—Stan Gurell.  
Station Manager—John Jensen.

**3. FACILITIES**  
ERP 80,000 w.; 106.9 mc. Stereo.  
Operating schedule: 5-11 am. PST.  
Antenna ht.: 1,250 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% on net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10h, 16.  
Basic Rates: 20b, 21a, 21b, 22b, 24a, 24c, 25a, 28c,  
29a, 29b.  
Contracts: 40a, 44a, 45, 47e, 48.  
Comb.; Cont. Discounts: 60d, 62a, 62c.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 ET 1/1/74—Rec'd 4/1/74.  
AAA—Mon thru Sun 5-11 pm.  
AA—Mon thru Sun 10 am-5 pm.  
A—Mon thru Sun 6-10 am & 11 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
1 MIN. EA: 1x 6x 12x 18x 24x 30x  
AAA ..... 24 18 15 13 12 10  
AA ..... 22 16 13 11 10 8  
A ..... 20 14 11 10 9 7  
ROS ..... 18 16 12 11 10 8

**7. PACKAGE PLANS**  
FOUR WEEK FLIGHT  
AAA ..... 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
AA ..... 22 16 14 12 11 9  
A ..... 20 14 12 11 10 7  
A ..... 18 12 10 9 8 6  
ROS ..... 16 14 11 10 9 7  
20/30 sec: 80% of 1-min.  
(\*) 1/3AAA, 1/3AA, 1/3A.

**9. PARTICIPATING PROGRAMS**  
Young Old Timers Club—Mon thru Fri 7-9 pm. 1  
min flat 22.00. Combination with others 18.00. Four  
week flight 18.00.

**10. SPECIAL FEATURES**  
News/Weather at :40 ..... 15  
DISCOUNT  
13 wk—7% ..... 26 wk—10% ..... 52 wk—20%

**KNBR**

1922  
SAN FRANCISCO  
An NBC Owned Station  
NBC Radio Network



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code  
Media Code 4 205 7710 6.00  
National Broadcasting Company, Inc., Grosvenor  
1234a San Francisco, Calif. 94102. Phone 415-  
626-6700.

**1. PERSONNEL**  
General Manager—Heber H. Smith.  
Sales Manager—Bill Dwyer.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
50,000 w. clear channel; 680 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.  
Partial simulcast operation. Simulcast midnight-6 am  
Mon thru Sun; 6-10 am & 7-10 pm Sun. For non-  
simulcast facilities see KNBR-FM.

**4. AGENCY COMMISSION**  
15% on net time.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15a.  
Contracts: 40b, 41, 44a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60c, 60h.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

**TIME RATES**  
KNBR/KNBR-FM  
NATIONAL AND LOCAL RATES SAME  
No. 29 ET 5/1/74—Rec'd 4/1/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 5-6 am & 7 pm-midnight.  
B—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	CLASS AA	CLASS A
1 MINUTE	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
PER YR:	100 78 74 70 66 58	80 68 66 64 59 54 50	65 56 54 51 47 44
Base I:	100 78 74 70 66 58	80 68 66 64 59 54 50	65 56 54 51 47 44
Base II:	80 68 66 64 59 54 50	70 57 56 52 48 44	55 48 46 44 41 38
30 SECONDS	80 67 64 59 54 50	65 56 54 51 47 44	55 48 46 44 41 38
Base I:	80 67 64 59 54 50	65 56 54 51 47 44	55 48 46 44 41 38
Base II:	70 57 56 52 48 44	55 48 46 44 41 38	42 38 37 35 32 28
1 MINUTE	40 35 32 29 26 22	32 27 24 23 20 16	40 35 32 29 26 22
Base I:	40 35 32 29 26 22	32 27 24 23 20 16	40 35 32 29 26 22
Base II:	32 27 24 23 20 16	30 25 23 21 18	30 25 23 21 18
30 SECONDS	30 25 23 21 18	30 25 23 21 18	30 25 23 21 18
Base I:	30 25 23 21 18	30 25 23 21 18	30 25 23 21 18
Base II:	30 25 23 21 18	30 25 23 21 18	30 25 23 21 18
CLASS B—SIMULCAST	1 min. flat..... 7 30 sec. flat..... 5		

Base II—Rates subject to availability and pre-  
emptible and moveable without notice. All Base and  
TAP are combinable for weekly frequency.

**7. PACKAGE PLANS**  
TAP—1/2AAA, \*1/3AA, 1/6A  
PLAN: 1 min 30 sec 1 min 30 sec  
6 ti ..... 58 48 52 42  
12 ti ..... 55 46 49 40  
18 ti ..... 52 43 46 38  
24 ti ..... 49 40 43 35  
30 ti ..... 46 37 40 33

(\*\*) 1/2 AM drive, 1/2 PM drive.  
Must be scheduled over 6 days and rotate within  
time period. Subject to availability.  
WEEKEND—FRI 7 PM—MID.  
SAT & SUN 10 AM—MID  
BTA: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min ..... 32 28 26 24 20  
30 sec ..... 26 22 20 18 16

FOUR DAY SATURATION—SAT, SUN, MON, TUES  
1 min ..... 45 42 40 38 36 32  
30 sec ..... 36 33 30 28 26 22

**KNBR-FM**

1949  
SAN FRANCISCO



Subscriber to the NAB Radio Code  
Media Code 4 205 7711 6.00  
National Broadcasting Co., Inc., Grosvenor Plaza,  
San Francisco, Calif. 94102. Phone 415-626-6700.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 45,000 w. (horiz.) 45,000 w. (vert.); 99.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,240 ft. above average terrain.

Partial simulcast operation. Operated separately 6  
am-midnight Mon thru Sat; 10 am-7 pm & 10 pm-  
midnight Sun. For simulcast facilities see KNBR.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
See the KNBB listing for the KNBR/KNBR-FM  
rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 29 ET 5/1/74—Rec'd 4/1/74.

**7. PACKAGE PLANS**  
Flat ..... 1 min 30 sec  
ROS Mon thru Sun 6 am-midnight ..... 10 8

**KNEW**

1922  
OAKLAND



METRO RADIO SALES



A Metromedia Station  
Media Code 4 205 7740 5.00  
Metromedia Radio, A Metromedia Company, 66 Jack  
London Square, Oakland, Calif. 94607. Phone 415-  
836-0910.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harvey B. Levin.  
General Sales Manager—David McGeahy.  
Operations Manager—Mikel Hunter.

**2. REPRESENTATIVES**  
Metro Radio Sales.

**3. FACILITIES**  
5,000 w.; 910 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 12c, 14c, 15a.  
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.  
Contracts: 40b, 41, 44b, 47a, 49, 51b, 51c.  
Comb.; Cont. Discounts: 60d, 60l, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.

Rates include 20% talent and production charge.  
(\*) Rates quoted, herein, are guaranteed for period  
of 13 weeks from effective date of any increase in  
these rates, provided that advertising equalling  
at time of effective date of increase, and provid-  
ing that these broadcasts continue without interrup-  
tion during rate protection period.  
Affiliated with American Entertainment Network.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. D ET 12/26/72—Rec'd 12/29/72.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 2-3 pm; Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.  
D—Mon thru Sun midnight-6 am. Rates on request.

**6. SPOT ANNOUNCEMENTS**

PER WK. ROTATING:	CLASS A	CLASS B	CLASS C
1 MINUTE	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti
1 min.....	60 55 50	48 45 40	30 28 25
30 sec.....	48 45 40	30 28 25	23 20 18 15
10 sec.....	30 28 25	23 20 18 15	18 15 14 12 10
1 min.....	36 30 28 24 20	29 24 22 19 16	18 15 14 12 10
30 sec.....	29 24 22 19 16	18 15 14 12 10	14 12 11 10 8
10 sec.....	18 15 14 12 10	9 8 7 6 5	

**7. PACKAGE PLANS**  
1/2AA, 1/2A, EA: 1 min 30 sec  
12 Plan ..... 35 28  
18 Plan ..... 30 24

Equal number of spots must be purchased in AA and  
A. All spots must rotate throughout both time  
classes. Do not earn 52 week consecutive discount.

**9. PARTICIPATING PROGRAMS**  
CALIF GIRL MON-SAT 10 AM-2 PM: 1 min 30 sec 10 sec  
Rotating, flat ..... 60 48 30

**FREQUENCY DISCOUNT**  
52 consec wk—10%.  
Discounts applied as earned. Only consecutive weeks  
with expenditures of 100.00 or more may combine to  
qualify for discounts indicated above.

**KOFY**

1946  
SAN MATEO  
Spanish

Media Code 4 205 7770 2.00  
Spanish Broadcasting System, Inc., 1818 Gilbreth  
Rd., Burlingame, Calif. 94010. Phone 415-692-  
2433.

Other office: 92 S. First St., San Jose, Calif. 95113.  
Phone 408-293-6700.

**STATION'S PROGRAMMING DESCRIPTION**  
KOFY: Spanish programming.  
MUSIC: Ethnic, plus late releases. AIR PER-  
SONALITIES: 8 handle all segments. NEWS: at  
:30, including sports. Contact Representative for  
further details. Rec'd 8/21/72.

**1. PERSONNEL**  
President—H. Scott Killgore.  
General Manager—F. T. Crennan.  
Station Manager—Jesse Carlos.

**2. REPRESENTATIVES**  
New York—Caballero Spanish Media, Inc.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 15b.  
Basic Rates: 20b.  
Contracts: 40a, 45.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70a, 70c.  
Prod. Services: 80.

**CALIFORNIA**

**TIME RATES**  
No. 11A ET 1/1/71—Rec'd 12/30/70.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min 30 sec	1 min	30 sec
1x.....	20.00 18.00 156 x.....	14.00 12.00	
10x.....	19.00 17.00 260 x.....	13.50 11.50	
20x.....	18.00 16.00 312 x.....	13.00 11.00	
30x.....	17.00 15.00 624 x.....	12.50 10.50	
40x.....	16.00 14.00 1024 x.....	12.00 10.00	
50x.....	15.00 13.00		

**7. PACKAGE PLANS**  
WEEKLY ROS PACKAGES  
(Minimum 4 weeks)

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	13.50 12.50 12.00 11.50 11.00				
30 sec.....	9.75 9.50 9.25 9.00 8.50				

**6. PROGRAM TIME RATES**  
PER WK: 1x 2x 4x 52x 156x 260x 312x  
1/2 hr ..... 69.00 67.00 65.00 62.00 60.00 58.00  
1/4 hr ..... 46.00 44.00 42.00 40.00 38.00 36.00  
5 min..... 24.00 23.00 22.00 20.50 20.00 19.50 (CR)

**KRE**

(formerly KPAT)  
1922  
BERKELEY



Horizons Communications Corporation  
Media Code 4 205 7830 4.00  
Horizons Communications Corp. of Calif., 601 Ashby  
Ave., Berkeley, Calif. 94710. (Mailing address for  
all copy.) Phone 415-848-7713.

**STATION'S PROGRAMMING DESCRIPTION**  
KRE: Modified adult/young adult format.  
MUSIC: B & B plus current hits. Special feature:  
jazz, blues & adult black contemporary show M-  
Sat 7 pm-2 am. NEWS: at :27. RELIGION: M-  
Sat 5:30-6 am. Sun all day. COMMERCIAL  
POLICY: 12 min per hour. Rec'd 3/29/74.

**1. PERSONNEL**  
President—Jerome Feniger.  
Gen'l & Sales Mgr.—Alice Potter.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30-2 am. PST.  
Partial simulcast operation. Simulcast 6-9 am & 6  
pm-3 am Mon thru Sat; noon-5 pm Sun. For non-  
simulcast facilities see KRE-FM.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 29a, 33a.  
Contracts: 40a, 41, 47a.  
Comb.; Cont. Discounts: 60f, 60h, 61a.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 14 ET 8/15/74—Rec'd 8/26/74.

AAA—Mon thru Sat 6-9 am & 6 pm-3 am; Sun  
noon-5 pm.  
AA—Mon thru Sat 9-6 pm.  
A—Mon thru Sat 3-6 am.  
B—Sun 6 am-noon & 5 pm-midnight.

**7. PACKAGE PLANS**  
PER WK: 3 ti 6 ti 12 ti 18 ti 24 ti 36 ti 48 ti  
PER YR: ..... 150x 300x 600x 900x 1200x  
AAA ..... 20 19 18 17 16 15 14  
AA ..... 18 17 16 15 14 13 12  
A ..... 16 15 14 13 12 11 10  
B ..... 15 14 13 12 11 10 9  
ROS ..... 17 16 15 14 13 12 11

(\*) HTA, preemptible.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Fixed position, extra 20%.

**10. SPECIAL FEATURES**  
Feature sponsorship—1-min plus 30%.  
Multi-hull—extra 15%.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% ..... 26 wk—10% ..... 52 wk—15%

**KRE-FM**

1949  
BERKELEY



# CALIFORNIA

San Francisco-Oakland—Continued

**KRON (FM)**

1950  
SAN FRANCISCO



Subscriber to the NAB Radio Code  
Media Code 4 205 7950 0.00  
Chronicle Broadcasting Co., 1001 Van Ness Ave.,  
San Francisco, Calif. 94109. Phone 415-441-4444.  
TWX 415-393-7632.

**STATION'S PROGRAMMING DESCRIPTION**  
KRON (FM): Programmed for general interest.  
MUSIC: 15 min segments of general popular music.  
6 am-11:55 pm, M-Sun. Show album 1-2 pm, M-Sun.  
& 7-9 pm, M-Sun. NEWS: 5-min at :55.  
Public affairs & discussion programs 10-10:30 am,  
M-F & various times Sun. Rec'd 7/29/74.

**1. PERSONNEL**

President—A. H. Constant.  
General Manager—Pep Cooney.  
Operations Manager—Lee Noble.

**2. REPRESENTATIVES**

Major Market Radio, Inc.

**3. FACILITIES**

ERP 33,000 w.; 96.5 mc.  
Operating schedule 6 am-midnight, PST.  
Antenna ht.: 1,410 ft. above average terrain.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Basic Rates: 20a, 22a, 23a, 24a, 26, 28a.  
Contracts: 40c, 42a, 43, 45, 46.  
Comb.: Cont. Discounts: 60a, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

**6. SPOT ANNOUNCEMENTS**

1 min or 20 sec. flat..... 5  
**7. PROGRAM TIME RATES**  
1 hr. flat..... 60

**TIME RATES**

Rev 9/15/68—Rec'd 9/12/68.

**8. SPOT ANNOUNCEMENTS**

1 min or 20 sec. flat..... 5

**9. PROGRAM TIME RATES**

1 hr. flat..... 60

**KSAN (FM)**

1958  
SAN FRANCISCO



A Metromedia Station

Media Code 4 205 7900 5.00  
Metromedia Stereo—A Division of Metromedia, Inc.,  
211 Sutter St., San Francisco, Calif. 94108. Phone  
415-986-2825.

**STATION'S PROGRAMMING DESCRIPTION**  
KSAN (FM): Programmed for young adults.  
MUSIC: albums, mixing rock, folk rock, classical,  
jazz. SPECIAL FEATURES: periodically, well  
known musicians or groups. NEWS: 6 broadcasts  
5:45 & 10 pm. COMMERCIAL POLICY: average 8  
minutes per hour. Contact Representative for further  
details. Rec'd 7/8/74.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Tom Donahue.  
General Sales Manager—Doug Slye.  
Program Director—Larry Lee.

**2. REPRESENTATIVES**

Metro Radio Sales.

**3. FACILITIES**

ERP 30,000 w. (horiz.), 30,000 w. (vert.); 94.9 mc.  
Stereo.  
Operating schedule: 24 hrs. daily, PST.  
Antenna ht.: 1,210 ft. above average terrain.

**4. AGENCY COMMISSION**

15%: 15th of month.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 3a, 4a, 4d, 5, 6h, 7b, 8.  
Rate Protection: 10g, 11g, 14g.  
Basic Rates: 22a, 23a, 33e.  
Contracts: 40c, 45, 46.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70e, 71a.

**6. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**7. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**8. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 17 Eff 3/30/74—Rec'd 4/8/74.

AA—Mon thru Sun 3 pm-midnight; Sat & Sun 10  
am-3 pm.  
A—Mon thru Sun midnight-2 am; Mon thru Fri  
10 am-3 pm.  
B—Mon thru Sun 6-10 am.  
C—Mon thru Sun 2-6 am.

**9. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**10. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**11. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 17 Eff 3/30/74—Rec'd 4/8/74.

AA—Mon thru Sun 3 pm-midnight; Sat & Sun 10  
am-3 pm.  
A—Mon thru Sun midnight-2 am; Mon thru Fri  
10 am-3 pm.  
B—Mon thru Sun 6-10 am.  
C—Mon thru Sun 2-6 am.

**12. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**13. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**14. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 17 Eff 3/30/74—Rec'd 4/8/74.

AA—Mon thru Sun 3 pm-midnight; Sat & Sun 10  
am-3 pm.  
A—Mon thru Sun midnight-2 am; Mon thru Fri  
10 am-3 pm.  
B—Mon thru Sun 6-10 am.  
C—Mon thru Sun 2-6 am.

**15. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**16. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**KSFO**

1925  
SAN FRANCISCO



**GOLDEN WEST BROADCASTERS**

Represented by  
Major Market Radio, Inc.



Subscriber to the NAB Radio Code

Media Code 4 205 7950 0.00  
Golden West Broadcasters, 950 California St., San  
Francisco, Calif. 94108. Phone 415-982-5500. TWX  
SF 5-393-9917.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Herbert S. Briggan.  
General Sales Manager—Bruce C. Blevins.  
Sales Manager—Austin P. Walsh.

**2. REPRESENTATIVES**

Major Market Radio, Inc.

**3. FACILITIES**

5,000 w. days, 1,000 w. nights; 560 kc.  
Non-directional.  
Operating schedule: 24 hours daily, PST.

**4. AGENCY COMMISSION**

15/0 net time and talent; payable when rendered.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 13b, 14b.  
Basic Rates: 20a, 21d, 29a, 33b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60f, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.

**6. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**7. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**8. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**9. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**10. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**11. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**12. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**13. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**14. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**15. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**16. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**17. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**18. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**19. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**20. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**21. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**22. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**23. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**24. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**25. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**26. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

No. 32 Eff 8/15/73—Rec'd 7/9/73.

Morning Commute (MC)—Mon thru Fri 6:10-6:05 am.  
Commuter Club (CC)—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10:05 am-3 pm & 7-8 pm; Sat &  
Sun 6 am-8 pm; Sat 6-9 am rotating.  
B—Sun thru Sat 5-6 am & 8 pm-midnight; 8 pm-  
midnight rotating.

**27. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

news. COMMERCIAL POLICY: Maximum 10 com-  
mercial minutes per hour. Contact Representative  
for further details. Rec'd 5/10/73.

**1. PERSONNEL**

General Manager—Paul Casidy.  
General Sales Manager—Joe Lerer.

**2. REPRESENTATIVES**

ABC FM Spot Sales.

**3. FACILITIES**

ERP 23,600 w.; 103.7 mc.  
Operating schedule: 24 hours daily, PST.  
Antenna ht.: 1,180 ft. above average terrain.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 3a, 3d.  
Rate Protection: 10, 11, 12.  
Basic Rates: 20a, 31, 33d.  
Contracts: 44b, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70e, 71a, 72, 73a  
(\*1) 60 days.

**6. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**7. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**8. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**TIME RATES**

Eff 5/11/73—Rec'd 3/13/73.

AAA—Mon thru Fri 3-8 pm; Sat & Sun 10-1 am.  
AA—Mon thru Fri 8 pm-3 pm; Sat 6-10 am.  
A—Mon thru Sun 1-6 am.

**9. SPOT ANNOUNCEMENTS**

1 min..... 55  
30 sec..... 44

**10. PACKAGE PLANS**

PLAN: 1 min..... 55  
1 min..... 38  
30 sec..... 30

**11. SPECIAL FEATURES**

Hourly Newscasts—applicable minute rate plus 10.00.  
Approx 4-1/2 min at :60. Incl 1-min spot plus 5 sec  
open & close.  
Spots earn frequency for Newscasts and vice-versa.  
Rate for spots and Newscasts determined by total  
number used within 12-month period from starting  
date of schedule. Rebates allowed retroactively as  
earned: fully commissionable. Charges for Newscasts  
include premium charge for news services.

**KSOL (FM)**

1962

**SAN MATEO**

A Tele-Broadcasters Station



**KARA (FM)**

1984  
SANTA CLARA



Media Code 4 205 8085 4.00

Santa Clara Broadcasters, Inc., 2775 Park Ave., Santa Clara, Calif. 95050. Phone 408-243-4252.

**STATION'S PROGRAMMING DESCRIPTION**  
KARA (FM): Programmed for young adults. Contact Representative for further details. Rec'd 9/20/72.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Robert S. Kieve.  
Sales Manager—Max Reeder.

**2. REPRESENTATIVES**

Avery-Knodel, Inc.

**3. FACILITIES**

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc. Stereo.

Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1860 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20b, 21b, 22a, 24a, 24c, 25a, 29b, 33c.  
Contracts: 40a, 41, 44b, 45, 46, 51a.  
Comb.: Cont. Discounts: 60c.  
Cancellation: 70c, 71a, 73b.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 2 ER 9/1/73—Rec'd 7/30/73.

A—Mon thru Sun 6 am-midnight.

B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS A

PER WK:	-12 wk-	-25 wk-	-51 wk-	-52 wk-
	1 min (*)	1 min (*)	1 min (*)	1 min (*)
5 tl.	22.00	17.50	20.00	18.00
10 tl.	21.00	16.75	19.00	15.25
15 tl.	20.00	16.00	18.00	14.50
20 tl.	19.50	15.50	17.00	14.00
25 tl.	19.00	15.25	17.00	13.50
30 tl.	18.50	14.75	16.50	13.25
B: 50% of A.				
(*) 30 sec.				
PER YR:	5x	250x	500x	750x
1 min.	22.00	17.50	16.50	15.00
30 sec.	17.50	14.00	13.25	12.50

**7. PACKAGE PLANS**

	3 day	7 day
SATURATION: 30 ti	20 ti	15 ti
1 min.	360	260
30 sec.	300	220
Placed evenly between 5-11 AM.		
NITE OWL PACKAGE, 1-5 AM:		
1-min. per hr ea nite, per mo. 300		

**KBAY (FM)**

1983  
SAN JOSE



The Golden Pacific Group

Subscriber to the NAB Radio Code

Media Code 4 205 8130 8.00

United Broadcasting Company, 1245 S. Winchester Blvd., San Jose, Calif. 95128. Phone 408-249-5229. TWX 910-338-0291.

San Francisco office: 155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-5229.

**STATION'S PROGRAMMING DESCRIPTION**

KBAY (FM): Programmed for adults.  
MUSIC: pop-standards new and old. COMMERCIAL POLICY: 2 minutes each 10 minute segment. No other talk except time signals and station breaks. Contact Representative for further details. Rec'd 11/4/68.

**1. PERSONNEL**

Vice-President—Floyd Farr.  
General Manager—Ray C. Hollingsworth.  
National Sales Manager—Bill Holmberg.

**2. REPRESENTATIVES**

HR/Stone Radio Representatives, Inc.

**3. FACILITIES**

ERP 14,500 w. (horiz.), 14,500 w. (vert.); 100.3 mc. Stereo.

Operating schedule: 24 hours daily. PST.

Antenna ht.: 2580 ft. above average terrain.

**4. AGENCY COMMISSION**

15%. All bills payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70e, 71a.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 14 ER 8/1/74—Rec'd 7/8/74.

AA—Mon thru Sun 10 am-3 pm; Sat 3-7 pm.

A—Mon thru Fri 6-10 am & 3-7 pm; Sun 3-7 pm.

B—Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.

C—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

FIXED

PER	1 min	30 sec
YR:	1x 200x 520x 1040x	1x 260x 520x 1040x
AA	30.00 23.00 22.00 20.00 24.00 20.00 18.50 17.50 18.00	
A	28.00 21.00 20.00 18.00 23.50 17.00 16.00 14.00	
B	26.00 18.00 17.00 15.00 21.00 14.50 14.00 12.00	
C: 50% of A.		

**7. PACKAGE PLANS**

FIXED

PER	1 min	30 sec
WK:	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti
AA	28.00 22.00 22.00 22.00 22.00 21.00 19.00 17.50	
A	26.00 24.00 22.00 20.00 21.00 19.00 17.50 16.00	
B	23.00 21.00 19.00 17.00 18.50 17.00 15.00 14.00	
C: 50% of A.		

**WEEKLY TAP PLANS**

	1 min	30 sec
Plan I, 6 ti (2AA, 3A, 1B)	144	117
Plan II, 12 ti (4AA, 5A, 3B)	264	210
Plan III, 18 ti (6AA, 8A, 4B)	360	288
Plan IV, 24 ti (8AA, 10A, 6B)	432	348

**10. SPECIAL FEATURES**

NEWS OR SPORTS:	1x	52x	104x	156x	312x
5 min.	46	43	39	37	33

**KEEN**

1947  
SAN JOSE



The Golden Pacific Group

Subscriber to the NAB Radio Code

Media Code 4 205 8160 5.00

United Broadcasting Co., 1245 S. Winchester Blvd., San Jose, Calif. 95128. Phone 408-249-5356.

San Francisco office: 155 Montgomery St., San Francisco, Calif. 94104. Phone 415-989-7052.

**STATION'S PROGRAMMING DESCRIPTION**

KEEN: Programmed for adults.  
MUSIC: modern country. 6 AIR PERSONALITIES.  
NEWS: UPI audio at :20 & :50 in drive times.  
Traffic reports 6-9 am & 3-7 pm. SPORTS: sports expert quiz 8-9:30 pm Sun, sports report 5:30 pm M-F, 10-min soccer report 5:30 pm Sat. Major league baseball, professional basketball, hockey & soccer. Contact Representative for further details. Rec'd 7/19/74.

**1. PERSONNEL**

General Manager—B. Floyd Farr.  
Station Manager—Len C. Smith.  
Program Manager—Stephen P. Snell.

**2. REPRESENTATIVES**

Selcom, Inc.  
Seattle, Portland—The Tacher Company.  
San Francisco—Call San Francisco direct.

**3. FACILITIES**

5,000 w.; 1370 kc. Directional—separate patterns day and night.

Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 27, 28b, 29a, 30, 32a, 33d.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**

No. 20 ER 6/1/74—Rec'd 6/6/74.

AA—Mon thru Sat 5:30-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun all day.

B—Mon thru Sat 11 pm-5:30 am.

**6. SPOT ANNOUNCEMENTS**

1-12 wks

PER	1 min	30 sec	1 min	30 sec
WK:	AA	AA	AA	AA
5 tl.	26.00	22.00	20.00	18.00
10 tl.	25.00	21.00	19.00	17.00
20 tl.	24.00	20.00	18.00	16.00
30 tl.	23.00	19.00	17.00	15.00
40 tl.	22.00	18.00	16.00	14.00
50 tl.	21.00	17.00	15.00	13.00
60 tl.	20.00	16.00	14.00	12.00
70 tl.	19.00	15.00	13.00	11.00
80 tl.	18.00	14.00	12.00	10.00
R: 50% of A.				
10 sec: 50% of 1-min.				
Fixed position, extra 5.00.				

**7. PACKAGE PLANS**

ANNUAL CONTRACT, BULK:	1 min	30 sec
300 x	17	15
600 x	16	14
900 x	15	13
1200 x	14	12
R: 50% of A.		
10 sec: 50% of 1-min.		
Fixed position, extra 5.00.		

**10. SPECIAL FEATURES**

5-MINUTE NEWS

WKS:	1-12	13-52
PER WK:	AA	AA
5 tl.	28	24
10 tl.	27	23
20 tl.	26	22
30 tl.	25	21
40 tl.	24	20

5-MINUTE SPORTS SCOREBOARD

PER WK:	1 min	30 sec
5 tl.	47	43
10 tl.	46	42
20 tl.	45	41
30 tl.	44	40
40 tl.	43	39
R: 50% of A.		

**KEGL**

1983  
SANTA CLARA

**Spanish Language**

Subscriber to the NAB Radio Code

Media Code 4 205 8190 2.00

Cascade Broadcasting Corp., Box 631, Santa Clara, Calif. 95052. Phone 408-244-1430.

**STATION'S PROGRAMMING DESCRIPTION**

KEGL: Spanish programming 5 am-midnight.  
NEWS: 5 min at :30, 30 sec at :30. Contact Representative for further details. Rec'd 4/15/74.

**1. PERSONNEL**

President—David M. Jack.  
Vice-Pres. & Gen'l Mgr.—Stanley Breyer.  
Station Manager—June Swanson.

**2. REPRESENTATIVES**

Savalli/Gates, Inc.

**3. FACILITIES**

1,000 w.; 1430 kc. Directional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24c, 25c, 28a, 29a, 33b.  
Contracts: 40a, 41, 44b, 45, 46, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f.  
Cancellation: 70c, 71a, 73b.  
Member: The Amigo Spanish Group.

**TIME RATES**

ER—Rec'd 5/1/72.

**7. PACKAGE PLANS**

PER WK:	1 ti	15 ti	25 ti	36+
1 min.	13	12	11	10
30 sec.	11	10	9	8

**PER MO. 4-12 CONSEC WKS:**

1 min.	12	11	10	9
30 sec.	10	9	8	7

**13+ CONSEC WKS:**

1 min.	11	10	9	8
30 sec.	9	8	7	6

**8. PROGRAM TIME RATES**

	1x	25x	52x	260x	312x	360x
1 hr.	150.00	125.00	100.00	85.00	80.00	75.00
1/2 hr.	100.00	75.00	60.00	45.00	42.00	40.00
1/4 hr.	60.00	50.00	40.00	30.00	27.50	25.00
10 min.	35.00	32.50	30.00	27.50	25.00	20.00
5 min.	27.50	25.00	22.50	20.00	18.50	15.00

**KEZR (FM)**

1987  
SAN JOSE



A PSA Broadcasting Station

Media Code 4 205 8205 8.00

PSA Broadcasting, Inc., 111 W. St. John St., San Jose, Calif. 95113. Phone 408-287-5775.

**STATION'S PROGRAMMING DESCRIPTION**

KEZR (FM): Programmed for young adults.  
MUSIC

# CALIFORNIA

## San Jose—K L O K—Continued

**5. FACILITIES**  
50,000 w. days, 5,000 w. night; 1170 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours. EST.

**4. AGENCY COMMISSION**  
15/0 net time only. Payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15e.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.  
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60l, 60k, 61c, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
(\*) Except for 52 week advertisers.  
Affiliated with Katz Radio Network.

**TIME RATES**  
No. 1331B Eff 10/30/73—Rev 1/1/74—Rec'd 2/8/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6-10 am & 3-7 pm; Sun 10 am-3 pm.  
B—Mon thru Sun 5-6 am & 7 pm-midnight.  
C—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 WEEK		30 sec	
	AA	B	AA	B
6 ti	50	43	25	43
12 ti	48	41	24	41
18 ti	46	39	23	39
24 ti	44	37	22	37
30 ti	42	35	21	35
36 ti	40	33	20	33

PER WK:	13-51 WEEKS	
	AA	B
6 ti	47	40
12 ti	45	38
18 ti	43	36
24 ti	41	34
30 ti	39	32
36 ti	37	30

C: 50% of B.  
10 sec: 50% of 1-min.  
Fixed position, extra 20%.

**DISCOUNT**  
52 wk—12%/1-12 wk rate.

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**  
AA ..... 75 70 65 60 55 50  
A ..... 70 65 60 55 50 45  
B ..... 65 60 55 50 45 40 35  
Incl open & close 15 plus 1-min spot.

**RATEHOLDER**  
6 spots per wk excluding C time and 10-sec spots.

## KOFY

SAN MATEO

City of license San Mateo, Calif.  
San Jose office and studio: 92 S. First St., San Jose, Calif. 95113. Phone 408-293-6700.  
See listing under San Francisco, Calif.

## KOME (FM)

1959

**SAN JOSE**  
Media Code 4 205 8258 7.00  
San Audio House Inc., 1245 S. Winchester Blvd., San Jose, Calif. 95128. Phone 408-246-6811.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOME (FM): Programmed for young adults 18-34.  
**MUSIC:** a blend of progressive rock, jazz, folk, blues, classical & humor. Emphasis on community involvement.  
**COMMERCIAL POLICY:** maximum of 8 minutes per hour. Contact Representative for further details. Rec'd 7/16/74.

**1. PERSONNEL**  
General Manager—Dan Tapson.  
Local Sales Manager—Gary Rodriguez.

**2. REPRESENTATIVES**  
Century National Sales.  
**BRANCH OFFICE:**  
San Francisco 94111—Sonny Mitchell, 601 Montgomery St. Phone 415-956-6656.

**3. FACILITIES**  
ERP 12,500 w.; 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,800 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Contracts: 40c, 45.  
Comb.: Cont. Discounts: 60d, 60e, 60l.  
Cancellation: 70a, 70c, 73b, 72.  
Prod. Services: 82.

## TIME RATES

No. 8 Eff 9/1/74—Rec'd 9/4/74.  
AA—Mon thru Sun 3 pm-1 am.  
A—Mon thru Sun 10 am-3 pm.  
B—Mon thru Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min		30 sec	
	AA	B	AA	B
6 ti	34.00	30.00	25.00	27.00
12 ti	30.00	26.00	21.00	24.00
18 ti	27.00	23.00	18.00	21.00
24 ti	24.00	20.00	15.00	18.00

PER WK:	1 min		30 sec	
	AA	B	AA	B
6 ti	20.50	18.00	15.00	17.00
12 ti	18.00	15.50	12.50	14.00
18 ti	16.00	14.00	11.00	12.00
24 ti	14.50	12.00	10.00	11.00

## KPEN (FM)

1960

LOS ALTOS

NAB

Media Code 4 205 8284 3.00  
Los Altos Broadcasting, Inc., 2550 El Camino Real, Mountain View, Calif. 94040. Phone 415-948-0555.  
**STATION'S PROGRAMMING DESCRIPTION**  
KPEN (FM): Programmed for adult audience.  
**MUSIC:** Mot with light jazz emphasis. NEWS: 5-

min at :60 with emphasis on local coverage.  
**SPORTS:** live broadcast university football & basketball, emphasis on all local sports events. Stock market reports direct from broker in drive times.  
**COMMERCIAL POLICY:** 10 commercial minutes per hour. Contact Representative for further details. Rec'd 7/8/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Mark Hurd.  
General Sales Manager—Graeme Pedder.

**2. REPRESENTATIVES**  
Radio Time Sales/International.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 250 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 41, 46.  
Comb.: Cont. Discounts: 60b, 50f, 60k, 62d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 2 Eff 3/1/74—Rec'd 7/8/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min		30 sec	
	AA	B	AA	B
6 ti	15	12	12	10
12 ti	13	10	11	9
18 ti	11	9	10	8
24 ti	10	8	9	7
30 ti	9	7	8	6

PER WK:	1 min		30 sec	
	AA	B	AA	B
6 ti	15	12	12	10
12 ti	13	10	11	9
18 ti	11	9	10	8
24 ti	10	8	9	7
30 ti	9	7	8	6

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
**BULK PLAN:**  
1 min. 10.00 9.00 8.00 7.00  
30 sec. 8.00 7.00 6.50 5.50  
10 sec. 5.00 4.50 4.00 3.50

**CIRCULATION PLAN—PREMIUM**

6 ti	1 min		30 sec	
	AA	B	AA	B
6 ti	7.00	6.00	6.00	5.00
12 ti	8.00	7.00	6.00	5.00
18 ti	7.00	6.00	5.50	4.50
24 ti	6.00	5.00	5.00	4.00
30 ti	5.00	4.00	4.00	3.00

## KSJO (FM)

1947

SAN JOSE

RAB

NAFMD

Media Code 4 203 8310 6.00  
Sterling Recreation Organization (SRO), 303 Moorpark Ave., San Jose, Calif. 95128. Phone 408-246-6060.  
Mailing address: Box 5190, San Jose, Calif. 95150.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSJO (FM)—MUSIC: Contemporary adult rock. NEWS & SPORTS programming. **COMMERCIAL POLICY:** 10 commercial units in AA time, 8 commercial units in A & B time. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
General Manager—Bob Young.  
Program Director—Bill Minkler.  
Music Director—Mark Allen.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 68 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5.  
Rate Protection: 11b, 12b.  
Basic Rates: 22a, 23a.  
Contracts: 40a.  
Cancellation: 70c, 71a.  
Member: Sterling Recreation Organization.

## TIME RATES

No. 225 Eff 6/15/74—Rec'd 6/7/74.  
AA—Mon thru Fri 3-11 pm; Sat & Sun noon-11 pm.  
A—Mon thru Sun 11 pm-1 am; Mon thru Fri 6 am-3 pm, Sat & Sun 6 am-noon.  
B—Mon thru Sun 1-6 am.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 MINUTE/30 SECONDS			
	100x	200x	300x	500x
AA	19.50	18.00	18.50	17.50
A	15.75	15.50	15.00	14.50
B	10.50	10.25	10.00	9.50

PER YR:	24 HOUR SATURATION PLAN—30% AA, 40% A, 30% B			
	100x	200x	300x	500x
AA	14.00	13.75	13.25	13.00
A	12.25	12.00	11.75	11.50

**7. PACKAGE PLANS**

PER MO:	90 DAY PLANS				
	10 ti	20 ti	30 ti	40 ti	50 ti
AA	22.50	22.00	21.50	21.00	20.50
A	18.50	18.00	17.50	17.00	16.50
B	13.50	13.00	12.50	12.00	11.50

PER MO:	24 HOUR SATURATION PLAN—30% AA, 40% A, 30% B				
	1 min/30	10 ti	20 ti	30 ti	40 ti
AA	19.00	18.50	18.00	17.50	17.00
A	17.00	16.50	16.00	15.50	15.00
B	15.25	15.00	14.75	14.50	14.25

PER MO:	90 DAY PLANS				
	10 ti	20 ti	30 ti	40 ti	50 ti
D/N, PER MO:	17.00	16.50	16.00	15.50	15.00
(*)	15.00	14.50	14.00	13.50	13.00
24 HOUR, PER MO:	15.25	14.75	14.25	13.75	13.25
(*)	13.25	12.75	12.25	11.75	11.25

#1 in MEN 18+  
6 AM-7 PM Mon-Fri\*  
**KX-RX**  
**NEWS RADIO 15**

\*Apr/May San Jose ARB Metro (San Jose stations only)

KXRX

1948

SAN JOSE

News

RAB

Media Code 4 205 8340 3.00  
The San Jose Broadcasting Co., Box 167, 501 N. Wooster, San Jose, Calif. 95103. Phone 408-293-5080.

**STATION'S PROGRAMMING DESCRIPTION**  
KXRX: Programmed for adults and commuters.  
**MUSIC:** standard popular music 9:15 am-4 pm & 6:15 pm-5:30 am. NEWS: continuous news 5:30-9:15 am & 4-6:15 pm M-F, 7-10 am Sat & Sun, news updates at :60 other times. Skywatch traffic. News commentators, 6 mobile units, 8 newsmen, UPI Audio & wire. State capitol correspondent. Direct monitoring facilities of all police & fire agencies. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
General Manager—Joe E. Levitt.  
General Sales Manager—Chuck Christianson.  
Operations Director—Dave Smith.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.

**3. FACILITIES**  
10,000 w. days, 5,000 w. nights; 1500 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 27, 29a, 30, 33c.  
Contracts: 40c, 41, 42b, 44b, 45, 46.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 60l, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.  
Affiliated with MBS.

## TIME RATES

No. 16 Eff 8/1/74—Rec'd 7/1/74.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 5-8 am, 10 am-3 pm & 7-8 pm; Sat & Sun 5 am-8 pm.  
C—Mon thru Sun 8 pm-midnight.  
D—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min		30 sec	
	AAA	AA	A	AAA
1 x	30	25	20	24
50 x	27	23	18	21
150 x	24	20	16	19
250 x	21	17	13	17
500 x	20	16	12	16

B: 75% of A.  
C: 50% of A.  
10 sec: 50% of 1-min.  
Fixed position: Applicable 1x rate.

## 7. PACKAGE PLANS

PER WK:	CLASS AA				
	1 wk	4 wk	13 wk	1 wk	4 wk
5 ti	30.00	27.00	24.00	24.00	22.00
10 ti	28.00	25.00	22.00	22.00	20.00
15 ti	26.00	23.00	21.00	21.00	18.00
20 ti	24.00	21.00	20.00	19.00	17.00

PER WK:	CLASS A				
	1 wk	4 wk	13 wk	1 wk	4 wk
5 ti	25.00	23.00	20.00	20.00	18.00
10 ti	23.00	21.00	19.00	18.00	17.00
15 ti	21.00	19.00	17.00	17.00	15.00
20 ti	20.00	18.00	16.00	16.00	14.00

**SAN LUIS OBISPO (3 AM; 2 FM)**  
San Luis Obispo County—Map Location C-9  
See BRDS consumer market map and data at beginning of the State.

KATY

1949

Media Code 4 203 8370 0.00  
Hill Radio, Inc., Box 841, 1146 Monterey St., San Luis Obispo, Calif. 93401. Phone 805-543-1340.  
**STATION'S PROGRAMMING DESCRIPTION**  
KATY: programmed for adults 20 thru 49.  
**MUSIC:** hit oldies from 1955-present, with current

hits. NEWS: 3-5 min newscasts 2x/hour. **COMMERCIAL POLICY:** maximum 12 minutes per hour, never more than 2 commercials back to back. Contact Representative for further details. Rec'd 12/3/73.

**1. PERSONNEL**  
Owner & Mgr.—Duane E. Hill.  
Program Director—Levi Chase

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25c, 29a, 29b.  
Contracts: 40c, 41, 44a, 46, 51a.  
Comb.: Cont. Discounts: 60l.  
Cancellation: 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 6 Eff 1/1/72—Rec'd 1/3/72.  
AA—Mon thru Fri 6:30-9 am & 4-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	FIXED				
	1 ti	14 ti	18 ti	24 ti	30 ti
AA	12	10	9	8	7
A	11	9	8	7	6

20/30 sec: 80% of 1-min.

## KSBY (FM)

1962



San Luis Obispo—KSLY—Continued

5. GENERAL ADVERTISING See coded regulations.  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 44a, 45, 46, 49, 51a, 51e.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KUNA (FM).

TIME RATES

NATIONAL AND LOCAL RATES SAME

AA—Mon thru Sat 6-10 am & 3-7 pm  
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

1 MINUTE		12 ti	18 ti	24 ti
AA	15.00	14.00	12.00	10.00
A	12.00	11.00	10.00	9.00
30 SECONDS				
AA	12.00	11.20	9.60	8.00
A	9.60	8.80	8.00	7.20

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/2AA, 1/2A		12 ti	18 ti	24 ti
1 min.	12.25	10.25	9.25	8.25
30 sec.	8.20	7.40	6.60	

9. PARTICIPATING PROGRAMS

What's on Your Mind—Mon thru Fri 10-11 am, flat 15.00.  
Peterson & the News—1-min rate plus 5.00.

**KSLY** No. 1 all time periods in San Luis Obispo County  
Hooper '70 Pulse '71 ARB '73 Hooper Feb/Mar '74

KUNA (FM)

1972

RAB

Media Code 4 205 8415 3.00  
Homer H. Odum, Box 1400, San Luis Obispo, Calif. 93401. Phone 805-543-9400.  
See affiliated AM station for additional information.  
AM facilities: KSLY.

STATION'S PROGRAMMING DESCRIPTION  
KUNA (FM): Programmed for adults of all ages. MUSIC: features a blend from pop-standard to light classic, arranged & performed by pop & symphony orchestras. Contact Representative for further details. Rec'd 11/17/72.

3. FACILITIES  
ERP 3,750 w. (horiz.), 3,750 w. (vert.); — mc. Operating schedule: 24 hours. PST.  
Antenna ht.: 1,410 ft. above average terrain.

TIME RATES

ER—Rec'd 11/7/72.		1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
30 sec.	6.00	5.50	5.25	5.00	4.50	4.00	
1 min.	2x 30-sec.						

KVEC

1937

RAB

Media Code 4 205 8430 2.00  
West Coast Broadcasters, Inc., Box 787, 820 Walnut St., San Luis Obispo, Calif. 93401. Phone 805-543-8830.

1. PERSONNEL  
President—Michael D. Saphier.  
Vice-Pres. & Gen'l Mgr.—Bob Brown.  
Sales Manager—Dan Clarkson.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
1,000 w. days; 500 w. nights; 920 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 12b, 13b.  
Basic Rates: 22a, 23a, 25a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60k.  
Cancellation: 71a.

Affiliated with American Information Network  
Affiliated with Eastman Radio Network.

TIME RATES

No. 6 ER 2/1/73—Rec'd 2/5/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—All other times.

PACKAGE PLANS		1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	14.00	12.00	10.00	9.00	8.00	7.00	
30 sec.	11.20	9.60	8.00	7.20	6.40	5.60	
10 sec.	7.00	6.00	5.00	4.50	4.00	3.50	

BEST BUY PLAN		1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	8.00	7.00	6.00	5.50			
30 sec.	4.40	3.80	3.20	2.80			
10 sec.	4.00	3.50	3.00	2.75			

30 ti (12I, 12H, 6III)..... 6.50  
15 ti (6I, 6II, 3III)..... 8.00  
30 sec: 80% of 1-min.  
Not combinable with other weekly plans for added frequency.

10. SPECIAL FEATURES

5-min Newscasts—1-1/4x applicable 1-min rate.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5%

RATEHOLDER

Minimum wly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consecutive weeks advertising.

SAN MATEO

San Mateo County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

See San Francisco-Oakland (including Alameda, Berkeley, Son Mateo)

SAN RAFAEL (1 AM; 1 FM)

Marin County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

KTIM

1947

Subscriber to the NAB Radio Code  
Media Code 4 205 8460 9.00  
Marin Broadcasting Co., Inc., 1040 "B" St., San Rafael, Calif. 94901. Phone 415-456-1510.

STATION'S PROGRAMMING DESCRIPTION  
KTIM: MUSIC: MOR.  
Local emphasis on news; public service & information. Rec'd 12/6/73.

1. PERSONNEL  
General Manager—Robert W. Dinmore.  
Office Manager—Cathy Brogan.

3. FACILITIES  
1,000 w.: 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.

4. AGENCY COMMISSION  
15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21a, 23a, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.  
Cancellation: 70, 70c, 71a, 73a.  
Prod. Services: 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 ER 12/1/73—Rec'd 12/6/73.  
AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 3-7 pm.  
B—Mon thru Fri 6-10 am.  
C—Sat & Sun 6-10 am.

SPOT ANNOUNCEMENTS		1 min	30 sec
PER WK:	AA	A	B
1 ti.	15.00	13.00	11.00
6 ti.	13.00	10.00	9.00
12 ti.	12.00	9.00	8.00
18 ti.	11.00	8.00	7.00
24 ti.	10.00	7.00	6.00

CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—25%

KTIM-FM

1961

Subscriber to the NAB Radio Code  
Media Code 4 205 8461 7.00  
Marin Broadcasting Co., Inc., 1040 B St., San Rafael, Calif. 94901. Phone 415-456-1510.

STATION'S PROGRAMMING DESCRIPTION  
KTIM-FM: MUSIC: progressive rock. Rec'd 12/6/73.

3. FACILITIES  
ERP 1,900 w. (horiz.), 1,900 w. (vert.); 100.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 360 ft. above average terrain.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ER —Rec'd 12/6/73.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 10 am-3 pm & midnight-2 am.  
B—Mon thru Sun 6-10 am.  
C—Mon thru Sun 2-6 am.

SPOT ANNOUNCEMENTS		1 min	30 sec
PER WK:	AA	A	B
1 ti.	15.00	13.00	11.00
6 ti.	13.00	10.00	9.00
12 ti.	12.00	9.00	8.00
18 ti.	11.00	8.00	7.00
24 ti.	10.00	7.00	6.00

CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—25%

SANTA ANA

Orange County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

See Anaheim-Santa-Ana-Garden Grove in the Los Angeles Urban Area

SANTA BARBARA (5 AM; 4 FM)

Plus 1 paid duplicate.  
Santa Barbara County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10 am-3 pm)		Daytime Traffic (3-7 pm)		Evening Traffic (7 pm-midnight)	
	15	13	15	13	13	9
A	15	13	15	13	13	9
B	12	10	12	10	12	9
C	11	9	11	9	11	9
D	9	8	9	8	9	6
AVERAGE	12	10	12	9	12	9

NOTE: The call letters of this station have been changed to:

KACL

KKIO

KACY

1958

PORT HUENEME



KATZ RADIO

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Oxnard, Calif.)  
Media Code 4 205 5070 9.00  
KATZ, Inc., Box 1520, Oxnard, Calif. 93030. Phone 805-488-3551.

1. PERSONNEL  
President—Lincoln Dellar.  
Executive Director—Ronald Thompson.  
Vice-Pres. & Gen'l Mgr.—Don Davis.

2. REPRESENTATIVES  
Katz Radio.

3. FACILITIES  
50,000 w. days; 1,000 w. nights; 1520 kc. Directional—different pattern day and night.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b, 62c.

Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with Katz Radio Network.

TIME RATES

No. 1 ER 1/1/74—Rec'd 2/19/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.  
B—All other times.

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	AA	A	B	C	D	E
1 min.	22	20	19	18	17	16
1 min.	19	18	16	15	14	13
30 sec:	80% of 1-min.	10 sec:	60% of 1-min.			

KDB

1926

Subscriber to the NAB Radio Code  
Media Code 4 205 8520 9.00  
Pacific Broadcasting Co., 23 W. Micheltorena St., Santa Barbara, Calif. 93101. Phone 805-966-4131.

STATION'S PROGRAMMING DESCRIPTION  
KDB: Programmed for adults.  
MUSIC: standards, best of yesterday, today & always; film music, showtunes. NEWS: hourly 5 min reports; commentary daily. Contact Representative for further details. Rec'd 1/28/73.

1. PERSONNEL  
President—Richard Marsh.  
Sec'y, Treas. & Gen'l Mgr.—Robertson C. Scott.  
Vice-Pres. & Sales Mgr.—Harvey Pool.

2. REPRESENTATIVES  
McGowan-Guild, Inc.

3. FACILITIES  
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.  
FM-ERP 5,000 w.; 93.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 870 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 6.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b.  
Contracts: 40a, 41, 42, 43, 44, 47a, 51a.  
Comb.: Cont. Discounts: 60h, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES

No. 5 ER 9/1/74—Rec'd 8/2/74.  
Traffic—Mon thru Sat 7-9 am & 4-7 pm.  
Day—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.  
Early Even.—Daily 7-9 pm.

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	AA	A	B	C	D	E
1 min.	22	20	19	18	17	16
1 min.	19	18	16	15	14	13
30 sec:	80% of 1-min.	10 sec:	60% of 1-min.			

TRAFFIC		13 wk	26 wk	52 wk
PER WK:	(*)	(*)	(*)	(*)
1 ti.	13.50	10.80	12.80	10.30
6 ti.	12.60	10.10	12.00	9.60
12 ti.	12.10	9.70	11.50	9.20
18 ti.	11.70	9.40	11.10	8.90
24 ti.	11.70	9.40	11.10	8.90
36 ti.	10.80	8.60	10.30	8.20

DAY		8.00	8.20	8.40	8.60	8.80	9.00
1 ti.	10.80	8.60	10.30	8.20	9.80	7.80	8.30
6 ti.	10.10	8.10	9.60	7.70	9.10	7.20	8.60
12 ti.	9.70	7.80	9.20	7.40	8.70	7.00	8.30
18 ti.	9.40	7.50	8.90	7.10	8.40	6.70	8.00
24 ti.	8.60	6.90	8.20	6.60	7.80	6.20	7.40
36 ti.	8.60	6.90	8.20	6.60	7.80	6.20	7.40

10/15 sec: 50% of 1-min.

CALIFORNIA

7. PACKAGE PLANS

PER WK:	TAP—1/4 TRFC, 1/2 DAY, 1/4 EARLY EVE		13 wk		26 wk		52 wk	
	(*)	(*)	(*)	(*)	(*)	(*)	(*)	(*)
1 ti.	10.00	8.00	9.55	7.65	9.00	7.20	8.55	6.85
12 ti.	9.50	8.60	9.05	7.20	8.55	6.85	8.10	6.50
18 ti.	9.00	7.20	8.60	6.80	8.10	6.50	7.65	6.15
24 ti.	8.50	6.80	8.10	6.40	7.65	6.15	7.25	5.85
36 ti.	8.00	6.40	7.65	6.00	7.20	5.75	6.85	5.50

# CALIFORNIA

## Santa Barbara—K K I O—Continued

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 26, 28c, 29a, 29b, 31, 32d, 33b, 34b, 35b, 36b, 37a, 37b, 38a, 38b, 39a, 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47c, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60c, 60g, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 1 ET 5/1/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	30 ti	24 ti	18 ti	12 ti	6 ti
1 min.	3.00	3.75	4.00	4.25	4.50
30 sec.	2.50	2.75	3.00	3.25	3.50

10 sec: 50% of 1-min.  
Fixed position, extra .50.

**7. PACKAGE PLANS**  
TAP—ROS—6 AM-7 PM

PER MO:	30 ti	60 ti	90 ti	120 ti
PER DAY:	14	21	31	41
1 min.	99	179	259	339
30 sec.	79	149	219	289

10 sec: 50% of 1-min.  
Fixed position, extra .50.

**8. PROGRAM TIME RATES**

PER WK:	15 ti	10 ti	5 ti	1 ti
5 min.	14	17	20	23
1/4 hr.	22	26	30	34
1/2 hr.	32	36	40	44

**TERM DISCOUNT**  
13 wk—5%      26 wk—10%      52 wk—15%

## K R U Z (FM)

1961

Media Code 4 205 8610 9.00  
The Schuele Organization, Hotel Carrillo, Chapala and Carrillo Sts., Santa Barbara, Calif. 93101. Phone 805-963-1931.

**STATION'S PROGRAMMING DESCRIPTION**  
KRUZ (FM): MUSIC: album, Broadway & show music, vocals & instrumentals in 1/4 hr segments. Each 1/4 hr has approximately 13 min of music plus 2 commercials; classical, daily 8-10 pm. NEWS: network at 4, 5, 6, 7, 8, 9 am, noon, 2, 4, 5, 6, 7, 8, 10 & 11 pm. Regional special features as they happen, local bulletins. Weather reports from surfside harbor master 8:05 & 9:05 am. SPECIAL FEATURES: audience question of day 4x between 6:30-9:30 am with voting; results at 10 am & throughout day. COMMERCIAL POLICY: maximum of 8 minutes per hour without exception. Rec'd 11/5/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Carl L. Schuele.  
Program Director—Randall Chase.

**2. REPRESENTATIVES**  
Call station collect.

**3. FACILITIES**  
EHP 105,000 w. (horiz.), 105,000 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 4,000 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 24b, 24c, 25a, 28a.  
Contracts: 40a, 41, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 3 ET 6/2/70—Rec'd 6/10/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk.	10.00	9.00	8.00	7.50	7.00
26 wk.	9.00	8.00	7.00	6.50	6.00

**CLASS A**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk.	8.00	7.00	6.00	5.50	5.00
26 wk.	7.00	6.00	5.00	4.50	4.00

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

## KTMS

1937

## NBC Radio Network

Media Code 4 205 8640 6.00  
Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1975.

**STATION'S PROGRAMMING DESCRIPTION**  
KTMS: Programmed for adults.  
News 14%, Information 6%, sports 10%, entertainment, middle-of-the-road music 70%. NEWS: network at 3:00, 2 hours news block morning featuring local news, 20 minute news block at noon & complete local evening news coverage. 2 newsmen plus reports from 26 member daily newspaper staff. SPORTS: play-by-play major league baseball, local high school, college & university football, 4 man sports staff. Contact Representative for further details. Rec'd 8/30/74.

**1. PERSONNEL**  
President—Stuart S. Taylor.  
General Manager—Malcolm G. Morehouse.  
Sales Manager—Albert H. Meyer.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w. 1250 kc. Directional—same pattern day and night.

Operating schedule: 5:30-2:30 am. PST.  
Partial simulcast operation. Simulcast midnight-2:30 am. For non-simulcast facilities see KTMS-FM.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14b, 15b, 16.  
Basic Rates: 20b, 21a, 22a, 25a, 26, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with NBC.  
Spots purchased on AM listed below earn equal spots on FM without additional charge.

**TIME RATES**  
No. 24 ET 3/1/73—Rec'd 2/26/73.

AA—6-9:30 am, 4-7 pm & 1/2 hr adjacency to sports events  
A—All other times to 10 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	30 sec	1 min	30 sec
1 ti.	14.00	11.00	11.00	8.50
5 ti.	12.00	10.00	10.00	7.50
10 ti.	11.00	9.00	9.00	7.00
15 ti.	10.00	8.20	8.00	6.40
20 ti.	9.00	7.40	7.20	6.00
25 ti.	8.00	6.80	6.40	5.60

10 sec Time Signals: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK. ROS: 10 ti 20 ti 25 ti 50 ti  
1 min. 8.00 7.50 7.00 6.50  
30 sec. 6.50 6.00 5.50 5.00

**8. PROGRAM TIME RATES**

PER YR:	1x	100x	150x	250x	300+
1 hr.	60	58	56	54	52
1/2 hr: 60% of hour.	10 min:	30% of hour.			
1/4 hr: 40% of hour.	5 min:	20% of hour.			

## KTMS-FM

1957

Media Code 4 205 8641 4.00  
Santa Barbara News-Press, Drawer NN, News-Press Bldg., Santa Barbara, Calif. 93102. Phone 805-963-1976.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KTMS-FM: Programmed for adults 18-49.  
Special reports on cultural events, weather & sports. Network news every four hours. 90% rock music directed to an adult audience. Contact Representative for further details. Rec'd 11/1/72.

**1. PERSONNEL**  
Program Director—Robert Stern.

**2. FACILITIES**  
EHP 18,000 w.; 97.5 mc. Stereo.  
Operating schedule: 5:30-2:30 am. PST.  
Antenna ht.: 2,888 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see KTMS.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Spots purchased on AM listed above earn equal spots on FM without additional charge.

**TIME RATES**  
No. N1 ET 4/1/73—Rec'd 8/2/73.

AAA—6-10 am & 3-10 pm.  
AA—10 am-3 pm & 10 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	10 ti	20 ti	25 ti
1 min.	5.00	4.50	4.00	3.50
30 sec.	4.00	3.60	3.20	2.80
15 sec.	2.80	2.40	2.20	2.00

**CLASS A**

PER WK:	CLASS A	10 ti	20 ti	24 ti
1 min.	4.00	3.60	3.20	2.80
30 sec.	3.00	2.60	2.20	2.00
15 sec.	2.20	1.80	1.60	1.40

**DISCOUNT**  
13 wk—5%      26 wk—7%      52 wk—10%

## KTYD KTYD-FM

1962

Media Code 4 205 8655 4.00  
Salomon Corp., 1216 State St., Santa Barbara, Calif. 93101. Phone 805-963-1601.

**STATION'S PROGRAMMING DESCRIPTION**  
KTYD: Programmed for adults 18-49.  
MUSIC: album rock incl. rock, folk, blues & jazz featuring popular groups. AIR PERSONALITIES handle all segments with community involvement. NEWS: at 3:00. COMMERCIAL POLICY: 8 commercial minutes per hour during non-simulcast hours; 10 commercial minutes per hour during simulcast hours. Contact Representative for further details. Rec'd 11/5/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Harold Greenberg.  
Program Director—Larry Johnson.  
Local Sales Manager—Don McIntosh.

**2. REPRESENTATIVES**  
Radio Time Sales/International.  
Los Angeles—Bill Dahlsten & Associates.

**3. FACILITIES**  
1,000 w. days: 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. PST.  
FM-ERP 34,000 w.; 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,550 ft. above average terrain.  
Simulcast sunrise-local sunset.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15h.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c.  
Contracts: 40a, 41, 44b, 46, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60f, 60i, 62d.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/15/74—Rec'd 5/8/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-2 am.  
Sun 9-9 am.  
A—Mon thru Sun 2-6 am; Sun 6-9 am.

## 6. SPOT ANNOUNCEMENTS

**CLASS AAA**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	9.50	9.25	9.00	8.75	8.50
30 sec.	7.60	7.40	7.20	7.00	6.80

**CLASS AA**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	6.40	6.20	6.00	5.80	5.60
30 sec.	4.55	4.40	4.25	4.10	3.95

1 min. flat.

## SANTA CLARA

Santa Clara County—Map Location C-7  
See SDDS consumer market map and data at beginning of the State.

## See San Jose

(including Los Altos, Santa Clara)

## SANTA CRUZ (1 AM; 1 FM)

Santa Cruz County—Map Location B-7  
See SDDS consumer market map and data at beginning of the State.

## KSCO KSCO-FM

1947

1961

Subscriber to the NAB Radio Code  
Media Code 4 205 8670 3.00  
Radio Santa Cruz, 2300 Portola Dr., Box 1080, Santa Cruz, Calif. 95060. Phone 408-475-1080.

**1. PERSONNEL**  
General Manager—C. Vernon Berlin.

**2. REPRESENTATIVES**  
Grant Weth & Company.

**3. FACILITIES**  
10,000 w. days, 5,000 w. nights; 1080 kc.  
Directional—night only.  
Operating schedule: 5:30 am-11:35 pm weekdays; 7:00 am-11:05 pm Sun. PST.  
FM FACILITIES  
EHP 24,000 w.; 99.1 mc.  
Operating schedule: Same as AM.  
Antenna ht.—256 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 3 ET 6/1/68—Rec'd 5/27/68.  
A—All other times.  
AA—Mon thru Sat 6-9:30 am & 3:30-6:30 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	8.00	7.50	7.00	6.50	6.00
A	6.00	5.50	5.00	4.50	4.00

30 sec: 80% of 1-min. 20 sec: 70% of 1-min.  
CONSECUTIVE WEEK DISCOUNTS  
13 wk—5%      26 wk—10%      52 wk—15%

## SANTA MARIA (4 AM; 1 FM)

Santa Barbara County—Map Location D-9  
See SDDS consumer market map and data at beginning of the State.

## KSEE

1961

Media Code 4 205 8730 5.00  
Cal Coast Broadcasters, Box 442, 106 S. Lincoln St., Santa Maria, Calif. 93454. Phone 805-922-1777.

**STATION'S PROGRAMMING DESCRIPTION**  
KSEE: Programmed for mass appeal, adults 18-49.  
MUSIC: top 40 playing hits and selected adult album cuts. AIR PERSONALITIES utilize one on one approach with heavy community involvement. NEWS: at 4:52, news briefs at 2:25 in drive times. Local news frequent intervals. Spanish 5-6 am M-Sat, 5-7 am Sun; Portuguese show Sun 8-9:30 am. Contact Representative for further details. Rec'd 3/28/74.

**1. PERSONNEL**  
Gen'l & Nat'l Sales Mgr.—James C. Mouteyos.  
Traffic Manager—Leslie Parsons.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
1,000 w.; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15h.  
Basic Rates: 20b, 21a, 23a, 25a, 28b, 28c, 29b, 30, 33c.  
Contracts: 40c, 41, 44b, 46, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Member: Jalco—No. 8 Group.

**TIME RATES**  
ET 7/61—Rec'd 2/22/74.  
A—Mon thru Sat 6-9 am & 3-6 pm.  
B—Mon thru Sat 9 am-3 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min.	6.94	5.76	5.29	4.70	5.06	4.47	3.88	3.29
30 sec.	5.29	4.70	4.12	3.53	4.23	3.65	3.06	2.47

**7. PACKAGE PLANS**  
TAP—1/2 TRAFFIC, 1/2 MIDDAY

PER WK. EA:	12 ti	24 ti	48 ti
1 min.	5.06	4.47	3.88
30 sec.	4.47	3.88	3.41
15 sec.	2.94	2.35	1.76

## K S M A K S M A-FM

1945

1958

Subscriber to the NAB Radio Code  
Media Code 4 205 8760 2.00  
James M. Hagerman and John I. Groom, Box 1240, 110 W. Cypress, Santa Maria, Calif. 93454. Phone 805-925-2582.

**STATION'S PROGRAMMING DESCRIPTION**  
KSMA: Programmed for mass appeal.  
MUSIC: MOR. NEWS: local, regional, national & international at 6:00. Mobile news. News blocks 7:25-8:05 am; 12N 12:20 pm; 6-6:30 pm including all news, weather & sports. Full time local news department. Live play-by-play Pro & J. football & basketball. Play-by-play high school & jr. college football & basketball. 4 man sports staff. Spanish language program Sun am & Sun pm. Farm news 6:25 am. 65% Music. 15% Live Sports. 15% News (60% local) & 5% misc. Contact Representative for further details. Rec'd 6/2/72.

**1. PERSONNEL**  
Managers—James (Joe) Hagerman & John I. Groom.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 5-12:05 am. PST.  
FM-ERP 27,000 w.; 102.5 mc. Stereo.  
Operating schedule: same as AM.

**4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.  
Cancellation: 71a, 73a.

**TIME RATES**  
ET 12/1/68—Rec'd 12/5/68.  
AA—Mon thru Fri 6-9 am & 4-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	CLASS AA	10 ti	15 ti	20 ti	25 ti
1 min.	9.35	8.80	8.25	7.70	7.15
30 sec.	7.45	7.00	6.55	6.10	5.65

**CLASS A**

PER WK. EA:	CLASS A	10 ti	15 ti	20 ti	25 ti
1 min.	6.50	6.00	5.50	5.00	4.50
30 sec.	4.60	4.10	3.60	3.10	



**Santa Marie—KUH—Continued**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
52 x	50.00	33.00	21.00	13.50	10.50
65 x	47.00	31.00	20.00	12.50	10.00
130 x	43.00	27.00	18.00	12.00	9.50
260 x	39.00	24.00	16.00	11.00	9.00
400 x	35.00	21.00	14.00	10.00	8.00

**KZON**

1962

Media Code 4 205 8820 4.00  
Hospitality Broadcasters, Inc., Box 1116, Santa Maria, Calif. 93454. Phone 905-922-2181.

- PERSONNEL**  
General Manager—Edward Diaz.  
Program Director—Tom Edwards.  
Traffic—Stacy Merrill.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15% on time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24a, 26, 27, 28c, 29a, 29b, 30, 31.  
Contracts: 40a, 42c, 44a, 44b, 47b, 49, 51b, 51c.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 1/1/74—Rec'd 3/1/74.  
A—Mon thru Sat 6-9 am & 3-6 pm.  
B—Mon thru Sun 9 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

	CLASS A				
PER WK:	1 m	6 ti	12 ti	18 ti	24 ti
1 min	5.00	4.80	4.60	4.40	4.20
30 sec	4.20	4.00	3.80	3.60	3.40
	CLASS B				
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.40	3.20	3.00	2.80	2.60

**7. PACKAGE PLANS**

	TAP PLAN—1/2A, 1/2B	
WK:	1 m	6 ti
1 min	4.50	4.30
30 sec	3.80	3.60
15 sec	2.70	2.50

**DISCOUNT**  
13 wk—5%  
**YEARLY BULK PLAN**

	500x	750x	1000x
1 min	3.70	3.45	3.20
30 sec	3.00	2.80	2.60

**10. SPECIAL FEATURES**  
Newcasts—per mo. flat 90.00.

**SANTA MONICA**

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.  
**See Los Angeles Urban Area**

**SANTA PAULA**

Ventura County—Map Location D-9  
See SRDS Consumer Markets map and data at beginning of the State.  
**See Oxnard-Ventura**  
(including Camarillo, Port Hueneme, Santa Paula)

**SANTA ROSA (3 AM; 1 FM)**

Sonoma County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**KPLS**

1964

Subscriber to the NAB Radio Code  
Media Code 4 205 8880 8.00  
KPLS, Box 6004, 1150 Coddington Center, Santa Rosa, Calif. 95408. Phone 787-544-1150.

- STATION'S PROGRAMMING DESCRIPTION**  
KPLS, 6 am-7 pm, target audience 15 to 49; 7 pm-12M, grade school, high school & college age.  
MUSIC: modern standard with high play list of favorites going back 15 years, 7-10 pm, top 30; 10 pm-12M, baroque & acid rock. NEWS: sports & weather at :20 & :30. Community bulletin board 3 times daily, comedy albums once each hour and have a happy day comedy 16 times daily. SPORTS: high school football & basketball, all-star baseball, International golf, county horse racing, election returns, primary returns, flood reports, fire control reports, etc. UPI continuous news service & 2 mobile news units. Contact Representative for further details. Rec'd 3/31/71.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph Stamler.  
Sales Manager—Bill Itandes.  
Program Director—Nick Alexander.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
5,000 w. days; 1600 kc. Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ER 1/1/71—Rec'd 12/7/70.

**6. SPOT ANNOUNCEMENTS**

	TR. PFC 6-9 am & 4-7 pm				
PER WK:	1 m	10 ti	20 ti	30 ti	40 ti
1 min	1.00	8.00	8.00	7.50	7.00
30 sec	1.20	6.80	6.80	6.00	5.80
10 sec	1.50	4.25	4.00	3.75	3.65

Eff 8/1/69—Rec'd 5/12/69.

AA—Mon thru Fri 6-10 am & 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 WEEK		1 WEEK	
	AA		A	
PER WK:	1 m	30 sec	1 m	30 sec
1 m	11.00	8.80	9.00	7.20
5 m	9.00	7.20	8.00	6.40
10 m	8.75	7.00	7.75	6.20
20 m	8.50	6.80	7.50	6.00
30+	8.25	6.60	7.25	5.80

**13 WEEKS**

1 m	10.00	8.00	8.00	6.40
5 m	8.50	6.80	7.50	6.00
10 m	7.75	6.20	6.75	5.40
20 m	7.50	6.00	6.50	5.20
30+	7.25	5.80	6.25	5.00

**26 WEEKS**

1 m	9.00	7.20	7.00	5.60
5 m	8.00	6.40	6.75	5.40
10 m	7.50	6.00	6.50	5.20
20 m	7.25	5.80	6.25	5.00
30+	7.00	5.60	6.00	4.80

**52 WEEKS**

1 m	8.00	6.40	6.50	5.20
5 m	7.50	6.00	6.25	5.00
10 m	7.25	5.80	6.00	4.80
20 m	7.00	5.60	5.75	4.60
30+	6.75	5.40	5.50	4.40

**PROGRAM TIME RATES**

	1x	52x	156x	312x
5 min.	16	15	13	12

**KSRO**

1937

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 205 8910 3.00  
Finley Broadcasting Co., Box 1598, 627 College Ave., Santa Rosa, Calif. 95403. Phone 707-545-3813.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSRO: Daytime programming to total adult audience with air personalities. Nighttime personality programs contemporary music to 18-30 target audience. NEWS: 5-min. at :30, headlines at :30. UPI Audio, local news staff, mobile ground & air units. Weather 4x daily, staff meteorologist. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 8/1/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Frank McLaurin.  
Sales Manager—Gordon Lotzren.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
5,000 w.; 1350 kc. Directional—night only.  
Operating schedule: 6 am-midnight. PST.  
15/0 net time; monthly.
- AGENCY COMMISSION**  
15/0 net time; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 23a, 24a, 24b, 28b, 28c, 29a, 33c.  
Contracts: 40c, 43, 44a, 45, 46, 47c, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 61c.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.

**TIME RATES**

No. 26 Eff 1/1/74—Rec'd 12/31/73.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10-3 pm; Sat 6-noon.  
B—Mon thru Fri 7-midnight; Sat noon-Sun midnight.

**7. PACKAGE PLANS**

	AAA		AA	
PER WK:	5 ti	10 ti	25 ti	50 ti
1 wk	18.75	18.75	15.00	13.05
13 wk	14.90	13.50	12.00	10.55
26 wk	13.05	11.85	10.45	9.15
52 wk	11.50	10.10	9.05	7.95

**BULK BUYS**

AAA	250x	500x	1000x	1500x
AA	12.50	10.85	9.35	7.80
AA	10.05	8.70	7.50	6.25
A	9.00	7.90	6.75	5.65
B	7.20	6.25	5.40	4.45

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**KVRE**

1962

Media Code 4 205 8940 6.00  
KVRE, Inc., Box 1712, Santa Rosa, Calif. 95403.  
Phone 707-514-5873.

- PERSONNEL**  
General Manager—William H. Colelough.  
Station Manager—Edward LaFrance.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
1,000 w. days 1460 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 net time monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 10a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ER 1/1/71—Rec'd 12/7/70.

**6. SPOT ANNOUNCEMENTS**

	TR. PFC 6-9 am & 4-7 pm				
PER WK:	1 m	10 ti	20 ti	30 ti	40 ti
1 min	1.00	8.00	8.00	7.50	7.00
30 sec	1.20	6.80	6.80	6.00	5.80
10 sec	1.50	4.25	4.00	3.75	3.65

**ALL OTHER TIMES**

PER WK:	1 m	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.75	6.80	6.40	6.00	5.50	5.25
30 sec	5.40	5.30	5.10	4.80	4.40	4.20
10 sec	4.40	3.30	3.20	3.00	2.25	2.10

**8. PROGRAM TIME RATES**

	1x	10x	20x	30x	40x	50x
5 min.	13.50	12.75	12.00	11.25	10.75	10.00
10 min.	24.00	23.00	22.25	20.25	18.75	17.25
1/2 hr.	40.00	35.00	30.00	25.00	24.25	23.50

**ANNUAL DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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**KZST (FM)**

1971

Media Code 4 205 8970 7.00  
Iledwood Empire Stereocasters, Box 2755, Santa Rosa, Calif. 95405. Phone 707-528-4434.  
**STATION'S PROGRAMMING DESCRIPTION**  
KZST (FM): Programmed for adults.  
MUSIC: general popular, with emphasis on current hits, film music, showtunes, standards & MOE selections performed by large orchestras, solo instrumentalists & established solo vocalists & choral groups. 80% instrumental, 20% vocal. Music presented in 12-min uninterrupted sets. 2-1/2 hour classical music block Sun afternoons. COMMERCIAL POLICY: 8 minutes maximum per hour, 15 min product protection, NEWS: network at :15. Five 90-sec local news features daily. Contact Representative for further details. Rec'd 4/2/73.

- PERSONNEL**  
General Manager—Gordon D. Zlot.  
Executive Vice-President—Marvin Sosnick.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.  
Operating schedule: 6-11 am daily. PST.  
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28c, 29b, 33d.  
Contracts: 40c, 41a, 43, 44b, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60b, 60f, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**TIME RATES**

No. 3 Eff 9/1/73—Rec'd 11/5/73.  
AAA—Mon thru Sun 9 am-9 pm.  
AA—Mon thru Sun 6-9 am & 9 pm-1 am.

**7. PACKAGE PLANS**

	AAA		AA	
PER WK:	10 ti	12 ti	36 ti	6 ti
1 wk.	6.90	10.35	9.70	8.45
4 wk.	9.75	9.30	8.75	7.65
13 wk.	8.70	8.30	7.75	6.80
26 wk.	7.65	7.25	6.80	5.95
52 wk.	6.55	6.25	5.80	5.10

**30 SECONDS**

1 wk.	8.70	8.30	7.75	6.75
4 wk.	7.90	7.40	7.00	6.10
13 wk.	6.95	6.65	6.25	5.45
26 wk.	6.10	5.75	5.50	4.70
52 wk.	5.25	5.00	4.65	4.10

**ANNUAL RATES**

	104x	260x	500x	1000x	104x	260x	500x	1000x
AAA	8.40	8.70	8.25	6.95	7.55	6.95	6.60	5.55
AA	7.50	6.95	6.60	5.55	6.00	5.55	5.30	4.40

**SEASIDE**

Monterey County—Map location C-8  
See SRDS consumer market map and data at beginning of the State.

**KZEN (FM)**

1972

Media Code 4 205 8972 2.00  
Big Sur Broadcasting Corp., 1998 Fremont St., Seaside, Calif. 93955. Phone 408-394-8525.  
**STATION'S PROGRAMMING DESCRIPTION**  
KZEN (FM): 6 am-6 pm daily & 6 am-noon week-ends; religious programming, Gospel music, sermons, religious news, public affairs, guest ministers, 6 pm-6 am daily & noon-6 am week-ends; R & B music. Community oriented, local news, local public affairs, public service announcements. Military oriented news & public affairs. Rec'd 4/30/74.

- PERSONNEL**  
General Manager—Leonard Kesselman.  
Operations Manager—Vega Roeker.
- FACILITIES**  
ERP 680 w. (horiz.)—680 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 570 ft. above average terrain.
- AGENCY COMMISSION**  
15/2; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 10a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

No. 2 Eff 1/1/74—Rec'd 4/30/74.

**6. SPOT ANNOUNCEMENTS**

	1x	105x	208x	260x	360x	720x	1000x
1 min	7.75	6.75	6.25	5.25	5.00	4.75	4.50
30 sec	5.00	4.25	3.65	3.35	3.00	2.95	2.50

**7. PACKAGE PLANS**

	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
1 min.	6.25	6.00	5.75	5.60	5.45	5.25
30 sec.	4.00	3.90	3.75	3.60	3.40	3.25

**8. PROGRAM TIME RATES**

	1x	13x	52x	65x	260x	312x
1 hr.	40.00	32.50	30.00	27.50	22.50	20.00

# CALIFORNIA

## South Lake Tahoe—KTHO—Continued

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Norm Hankoff.
- 2. FACILITIES**  
1,000 w. days, 500 w. nights; 590 kc. Directional nights only.  
500 w. pre-sunrise. Non-directional.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network.

**TIME RATES**  
No. 7 Eff 1/1/70—Rec'd 1/7/70.

**6. SPOT ANNOUNCEMENTS**

PER YR:	7x	13x	26x	52x	104x
1 min.....	8.15	7.95	7.80	7.65	7.55
30 sec.....	6.55	6.35	6.25	6.10	6.00
10 sec.....	5.00	4.80	4.70	4.55	4.40

**7. PACKAGE PLANS**

DISCOUNT, PER WK:	20 ti	30 ti	40 ti	50 ti
Less per spot.....	.10	.20	.30	.40
.....	.60 ti	.70 ti	.80 ti	.90 ti
Less per spot.....	.50	.60	.70	.80
Earned frequency applies.				

## KTHO-FM

1966

RAB

Media Code 4 205 9021 8.00  
Emerald Broadcasting Co., Inc., 3351 Lake Tahoe Blvd., South Lake Tahoe, Calif. 95705. Phone 916-544-6471.  
Mailing address: Box AM, South Lake Tahoe, Calif. 95705.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KTHO-FM: MOR music in 15-min segments.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Operating schedule: 24 hours daily. PST.  
Antenna ht.: 493 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations Affiliated with American FM Network.

**TIME RATES**  
No. 8 Eff 3/5/73—Rec'd 3/6/73.

**6. SPOT ANNOUNCEMENTS**

Specified	1 min 30 sec	1 min 30 sec
.....	4.75	3.50
.....	3.50	2.25

**7. PACKAGE PLANS**

DISCOUNT, PER WK:	20 ti	30 ti	40 ti	50 ti
Less per spot.....	.10	.20	.30	.40
.....	.60 ti	.70 ti	.80 ti	.90 ti
Less per spot.....	.50	.60	.70	.80
Minimum 5 spots per wk.				

**DISCOUNT**  
26 wk—5%      52 wk—10%

## STOCKTON (3 AM; 2 FM)

Plus 1 paid cross reference.  
San Joaquin County—Map Location C-8  
See BRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Evening
Station (6-10am)	(10am-3pm)	(3-7pm)	midnight)
A.....	18	18	14
B.....	13	11	11
C.....	11	11	9
D.....	9	9	8
AVERAGE	13	12	11

## KCVR

LODI

City of license: Lodi, Calif.  
Stockton office—1814 Telegraph, Stockton, Calif.  
Phone 209-468-0628.  
See listing under Lodi, Calif.

## KJAX (FM)

1968

NAB

NAFMDB

Media Code 4 205 9026 7.00  
Joseph Gamble Stations, Inc., 110 N. El Dorado St., Stockton, Calif. 95202. Phone 209-948-9292.  
See affiliated AM station for additional information. AM facilities: KJOY.

- 1. PERSONNEL**  
Sales Manager—Natalie Oas.
- 2. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Operating schedule: 24 hours. PST.  
Antenna ht.: 186 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations Affiliated with American FM Network.  
Sold in combination with KJOY. See that listing for rates.

**TIME RATES**  
Eff 6/1/72—Rec'd 5/25/72.

AA—Mon thru Fri 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA.....	12	11	10	9
A.....	9	6	7	6
30 sec: 80% of 1-min. ID's: 50% of 1-min.				

## KJOY

1947

Mg

mcgavren-guild  
pgw radio, inc.

NAB

Subscriber to the NAB Radio Code  
Media Code 4 205 9030 9.00  
Joseph Gamble Stations, Inc., 110 North El Dorado St., Stockton, Calif. 95202. Phone 209-466-2844.  
Mailing address: Drawer Y, Stockton, Calif. 95201.

- 1. PERSONNEL**  
Pres. Gen'l & Nat'l Sales Mgr.—Ort J. Lofthus.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.
- 3. FACILITIES**  
1,000 w.; 1280 kc. Directional—night only.  
Operating schedule: 24 hours. PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6d, 7b, 8.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: KJAX (FM).  
Affiliated with American Entertainment Network.

**TIME RATES**  
Eff 10/1/73—Rec'd 9/27/73.

AA—Mon thru Fri 6 am-7 pm; Sat & Sun 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA.....	20	18	16	14
A.....	16	14	12	10
30 sec: 80% of 1-min. ID's: 50% of 1-min.				

**KJOY/KJAX (FM) COMBINATION**  
Eff 10/1/73—Rec'd 9/27/73.

AA—Mon thru Fri 6 am-7 pm; Sat & Sun 10 am-7 pm.  
A—All other times.

**KJAX (FM) spots may be placed in any time period.**

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA.....	25	23	21	18
A.....	21	19	17	14

# KJOY DOMINATES STOCKTON

See ARB, 5 studies ending Apr./May 73

## KSTN

## KSTN-FM

1949

1962

Media Code 4 205 9060 6.00  
San Joaquin Broadcasting Co., 2171 Ralph Ave., Stockton, Calif. 95206. Phone 209-948-5786.

- 1. PERSONNEL**  
President—Knox LaRue.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1420 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
FM: ERP 3,900 w.; 107.3 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.—2,250 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 net time if paid by 10th of following month. Finance charge of 1-1/2% per month charged on balances 30 days past due.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 21d, 22a, 23a, 24b, 25a, 28a, 29a, 32c.  
Contracts: 40a, 41, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60g, 60l.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. G-6 Eff 2/1/67—Rec'd 1/6/67.

AA—Mon thru Sat 6-9:30 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA.....	17.00	15.00	13.00	12.00	11.00
30/20 sec.....	14.45	12.75	11.05	10.20	9.35
ID's.....	8.50	7.50	6.50	6.00	5.50

**CLASS A**

1 min.....	15.00	13.00	11.00	9.00	8.00
30/20 sec.....	12.75	11.05	9.35	7.65	6.80
ID's.....	7.50	6.50	5.50	5.00	4.50

(\*) Less than 6 ti.

**7. PACKAGE PLANS**

PER WK, EA:	15 ti	20 ti	25 ti	30 ti
.....	7	7	7	7

- All Package Plan spots are broadcast ROS in best times available between 6 am & 10 pm. No fixed position spots allowed in this rate bracket. Advertisers and billing will show only number of spots run in a given day.
- DISCOUNT**  
52 wk—10%
- 10. SPECIAL FEATURES**
- 5 MINUTE NEWSCASTS**
- | PER WK, 1 MIN: | 1x | 26x | 52x | 104x | 156x | 200x |
|----------------|----|-----|-----|------|------|------|
| AA.....        | 20 | 19  | 18  | 17   | 16   | 15   |
| A.....         | 18 | 17  | 16  | 15   | 14   | 13   |
- Foreign Language Programs
- Spanish:  
"Anna Maria"—5:00-8:00 am Mon thru Sat and 6:30-7:30 am Sun.  
Participations..... 6.50

# KWG

STOCKTON'S FIRST STATION

since 1921

## KWG

1921

NAB

Subscriber to the NAB Radio Code  
Media Code 4 205 9090 3.00  
Barnes Enterprises, Inc., 5635 Stratford Circle, Stockton, Calif. 95207. Phone 209-478-6453.

- STATION'S PROGRAMMING DESCRIPTION**  
KWG: Programmed for adults, 23-55 years.  
MUSIC: big band sound. Minimum 44 minutes of music per hour. NEWS: extended local coverage, augmented with network. AP. Agricultural digest 6-6:30 am. Contact Representative for further details. Rec'd 4/5/74.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dave Williams.  
Production Director—Jim Pace.  
Prog. & Oper. Dir.—Denny Kirwan.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight daily. PST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60c, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 1 Eff 2/1/72—Rec'd 2/27/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
ROS—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	1x	26x	52x	104x	156x	200x	312x	520x
AA.....	14.00	13.00	12.00	11.00	10.00	9.00	8.00	8.00
ROS.....	12.00	11.00	10.00	9.00	7.75	7.00	6.50	6.50

**30 SECONDS**

AA.....	11.25	10.50	9.50	8.75	8.00	7.25	6.25	6.25
ROS.....	9.50	8.75	8.00	7.25	6.25	5.50	5.00	5.00

**7. PACKAGE PLANS**

PER WK:	12 ti	18 ti	24 ti	36 ti	48 ti
AA.....	10.00	9.50	9.00	8.50	7.50
ROS.....	8.00	7.50	7.00	6.50	6.00

**30 SECONDS**

AA.....	8.00	7.50	7.00	6.50	6.00
ROS.....	6.50	6.00	5.50	5.00	4.50

**8. PROGRAM TIME RATES**

SUN & AM-NOON:	1x	13x	26x	52x
1 hr.....	125	95	85	75
1/2 hr.....	70	60	50	40
1/4 hr.....	50	40	30	25

**10. SPECIAL FEATURES**

**NEWS:** 52x 104x 260x 520x 780x 1040x  
AA..... 18.00 16.00 15.00 13.50 12.00 10.50  
ROS..... 15.00 13.00 12.00 10.50 9.00 7.50  
Incl open & close plus 1 1-min spot.

## SUSANVILLE

Lassen County—Map Location C-3  
See BRDS consumer market map and data at beginning of the State.

## KSUE

1948

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 205 9120 6.00  
Radio Lassen, Box 501, Susanville, Calif. 96130.  
Phone 916-257-2121.

- 1. PERSONNEL**  
Owner/Manager—Cecil Webb.
- 2. REPRESENTATIVES**  
Radio Time Sales/International.
- 3. FACILITIES**  
1,000 w. days; 250 w. night; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. PST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations Affiliated with KBS.

**TIME RATES**  
No. 2C Eff 11/1/72—Rec'd 12/4/72.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLANS	Times	5	10	15	20	25	30	40	50
WK:	1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.00	3.50	3.25	3.00	2.80	2.70	2.60	2.50	2.50

**Times**

MO:	30	45	60	75	100	150	200	300
1 min	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00

**YR:** 150x 312x 385x 500x 750x 1000x 2500x  
1 min 3.50 3.00 2.80 2.75 2.60 2.50 2.35  
30 sec 3.00 2.80 2.60 2.45 2.35 2.25 2.10

- 10. SPECIAL FEATURES**
- 5-MINUTE NEWS SPONSORSHIP**
- | PER MD:                    | Mon-Sat | *Mon-Sun |
|----------------------------|---------|----------|
| 7:30-8 am, 12:30-12:45 pm, |         |          |
| 4:30-6:15 pm.....          | 125-135 | 185      |
| 9 am-4 pm, rotating.....   | 100-108 | 110      |
- (\*) Plat.  
Incl open & close plus 1-min spot.

## TAFT

Kern County—Map Location E-9  
See BRDS consumer market map and data at beginning of the State.

## KTKR

1946

Media Code 4 205 9150 5.00  
Mann Broadcasting Co., Box "WW", Taft, Calif. 93268. Roger 5-6101.

- 1. PERSONNEL**  
Owner & Gen'l Mgr.—Louise E. Mann.
- 3. FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates effective September 1, 1969.  
Rates received September 16, 1969.  
Rev. (30 sec & 10 sec.) rec'd August 31, 1961.

**6. SPOT ANNOUNCEMENTS**

	(*)	30 sec	10 sec
1 ti.....	5.00	3.75	2.50
13 ti.....	4.75	3.55	2.40
26 ti.....	4.50	3.40	2.25
52 ti.....	4.25	3.20	2.15
104 ti.....	4.00	3.00	2.00
156 ti.....	3.75	2.80	1.95
260 ti.....	3.50	2.60	1.75
312 ti.....	3.25	2.40	1.85

(\* 1 minute or less.)

**7. PACKAGE PLANS**

ANNOUNCEMENT PACKAGES	1 min	30 sec
PER WK:	1 min	30 sec
1 ti.....	5.00	4.00
5 ti.....	4.75	3.50
10 ti.....	4.50	3.25
15 ti.....	4.25	3.00
10 seconds—50% of 1-minute rate.		

## THOUSAND OAKS

(1 AM; 1 FM)

Ventura County—Map Location E-9  
See BRDS consumer market map and data at beginning of the State.

## KGOE

1971

Media Code 4 205 9175 2.00  
Conelo Broadcasters, Inc., 850 Westlake Blvd., Thousand Oaks, Calif. 91361. Phone 805-497-8511.

- 1. PERSONNEL**  
President—Gerald McLevis.  
Vice-Pres. & Gen'l Mgr.—Jay Raymond.
- 3. FACILITIES**  
500 w. days; 850 kc. Directional.  
Operating schedule: Sunrise-local sunset. PST.
- 4. AGENCY COMMISSION**  
None



### Thousand Oaks—KNJO (FM)—Continued

**4. AGENCY COMMISSION**  
15/10 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28c.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 60a, 60c, 60h.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 10 ET 9/1/73—Rec'd 8/22/73.  
AAA—Mon thru Fri 6-10 am & 3-7:30 pm; Sat 10 am-6 pm; Sun noon-1 pm.  
AA—Mon thru Fri 10 am-3 pm & 7:30-10 pm; Sat 8-10 am & 6-10 pm; Sun 8 am-noon.  
A—Mon thru Fri 10 pm-midnight; Sat & Sun 6-8 am & 10 pm-midnight.

**7. PACKAGE PLANS**  
**ANNUAL VOLUME PLAN**  
1 min 8.25 8.00 7.50 7.25 7.00 6.50 6.00  
30 sec 6.00 6.40 6.00 5.80 5.60 5.20 4.80  
10 sec 4.10 4.00 3.75 3.60 3.50 3.25 3.00  
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti  
1 min. 8.25 8.00 7.00 6.50 6.00  
30 sec. 6.60 6.40 6.00 5.20 4.80  
10 sec. 4.10 4.00 3.75 3.25 3.00  
PER MO, EA: 50 ti 1 min 30 sec 10 sec  
75 ti 7.25 5.80 3.65  
100 ti 7.00 5.60 3.50  
All plans are ROS. Annual volume plan receives retroactive discounts as earned; subject to short rate. Fixed position, extra 1.00.

**8. PROGRAM TIME RATES**  
1 1/2 hr 1/4 hr 10 min 5 min  
1 x 53 85 27 24 18  
13 x 51 34 26 22 16  
26 x 48 33 25 21 15  
52 x 46 32 24 20 14

**10. SPECIAL FEATURES**  
PER WK, EA: 5 ti 10 ti 15 ti 20 ti 25 ti  
5-min newscast: 14 13 12 11 10

### TRACY

San Joaquin County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### KSRT (FM)

1966  
Media Code 4 205 9240 4.00  
KSRT Broadcasting, Inc., 346 S. El Dorado St., Stockton, Calif. 95203. Phone 209-463-9683.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSRT (FM): 100% Spanish language programming.  
**1. PERSONNEL**  
General Manager—A. Soto.  
**2. FACILITIES**  
ERP 2,500 w.; 100.9 mc. Stereo.  
Operating schedule: 7 am-7 pm. PST.  
Antenna ht.: 350 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/10 time only; 15th of month.

**TIME RATES**  
No. 2 ET 1/1/72—Rec'd 12/17/71.  
**6. SPOT ANNOUNCEMENTS**  
PER YR:  
1x 26x 52x 156x 260x 312x 624x 1000x  
1 min 6.90 6.20 5.85 5.15 4.85 4.35 3.90 3.45  
30 sec 5.15 4.60 4.35 4.00 3.70 3.45 3.20 2.90  
10 sec 50% of 1-min.  
**7. PACKAGE PLANS**  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
PER MO, PER DAY:  
1 ti 2 ti 3 ti 4 ti 5 ti  
1 min. 4.85 4.60 4.35 4.15 3.90  
30 sec. 3.85 3.60 3.35 3.15 2.90  
10 sec 50% of 1-min.  
Fixed positions on all packages not guaranteed.  
**10. SPECIAL FEATURES**  
PER YR:  
1x 26x 52x 156x 260x 312x  
5-min news 11.50 10.35 9.75 8.65 8.05 7.50

### TRUCKEE (1 AM; 1 FM)

Nevada County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KNLT (FM)

1970  
Media Code 4 205 9260 2.00  
Scope Recording and Broadcast Co., Box 846, 4 Paltades Dr., Truckee, Calif. 95734. Phone 916-587-3871.  
**1. PERSONNEL**  
General Manager—Deno Kannes.  
**2. FACILITIES**  
ERP 1,700 w. (horiz.), 1,700 w. (vert.); 101.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 380 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% time and talent; 2% cash discount.  
**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 8/9/71.  
AAA—Mon thru Sat 6 am-9 pm.  
AA—Mon thru Sat 9 pm-6 am; Sun all day.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AAA  
1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti  
1 min 5.00 2.50 2.40 2.25 2.15 2.00 1.80 1.70  
30 sec 4.00 2.00 1.90 1.80 1.70 1.60 1.50 1.40  
CLASS AA  
1 min 4.00 2.00 1.90 1.80 1.70 1.60 1.50 1.40  
30 sec 3.20 1.80 1.55 1.40 1.35 1.30 1.20 1.15  
**7. PACKAGE PLANS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti  
AAA 4.00 3.80 3.55 3.25 3.00  
AA 3.20 3.00 2.80 2.60 2.40 2.20 2.00 1.80  
PER MO, BTA: 1 min 30 sec  
50 ti 1.80 1.80  
100 ti 1.40 1.15  
**ANNUAL DISCOUNT**  
52x 104x 156x 200x 300x 500x 1000x  
Plan rate: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti

### KTRT

1959  
Media Code 4 205 9270 1.00  
Trans-Sierra Broadcasters, Inc., Box 1400, Truckee, Calif. 95734. Phone 916-587-3332.  
**STATION'S PROGRAMMING DESCRIPTION**  
KTRT: Programmed for adults and young adults.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Herbert G. Crenshaw.  
**2. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-10 pm. PST.  
**4. AGENCY COMMISSION**  
15/10 time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/72—Rec'd 4/17/72.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti  
1 min 4.00 3.90 3.80 3.70 3.60  
30 sec 3.20 3.12 3.04 2.96 2.88  
10 sec 2.00 1.95 1.90 1.85 1.80  
25 ti 30 ti 35 ti 40 ti  
1 min 3.50 3.40 3.30 3.20  
30 sec 2.80 2.72 2.64 2.56  
10 sec 1.75 1.70 1.65 1.60  
**CONTRACT DISCOUNT**  
13 wk—2% 26 wk—5% 52 wk—10%  
**10. SPECIAL FEATURES**  
5-MIN NEWS: 1x 13x 26x 52x 104x  
Ea 10.00 9.00 8.00 7.00 6.00  
156x 260x 520x 1040x  
Ea 5.00 4.50 4.00 3.50

### TULARE (2 AM; 2 FM)

Plus 1 paid cross reference.  
Tulare County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

### KBOS (FM)

1965  
Media Code 4 205 9285 9.00  
Pappas Electronics, Inc., Box 444, Tulare, Calif. 93274. Phone 209-686-3406.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KBOS (FM): MUSIC: top 40.  
**3. FACILITIES**  
ERP 850 w. (horiz.), 850 w. (vert.); 94.9 mc. Stereo.  
Operating schedule: 5:00 am-midnight. PST.  
Antenna ht.: 2,550 ft. above average terrain.  
Partial simulcast operation. Newscasts only. For simulcast facilities see KGEN.  
**TIME RATES**  
Rates are identical to KGEN. See that listing.

### KCOK

1946  
Subscriber to the NAB Radio Code  
Media Code 4 205 9300 6.00  
KCOK, Inc., Box 119, Tulare, Calif. 93274. Phone 209-686-2866; Visalia 209-732-3750.  
**STATION'S PROGRAMMING DESCRIPTION**  
KCOK: Programmed for adults and young adults.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Keith Munger.  
**2. REPRESENTATIVES**  
San Francisco—The Sandberg-Glenn Company.  
Los Angeles—Harlan G. Oakes, Inc.  
New York, Chicago—The Dvney Organization, Inc.  
**3. FACILITIES**  
5,000 w.; 1270 kc. Directional—night only.  
Operating schedule: 5 am-11 pm. PST.  
**4. AGENCY COMMISSION**  
15/10 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
ET 2/1/73—Rec'd 2/16/73.  
**6. SPOT ANNOUNCEMENTS**  
1x 50x 104x 260x 520x 1000x  
1 min 9.00 7.50 6.50 6.00 5.25 4.25  
30 sec 7.25 6.00 5.00 5.25 4.25 3.00  
10 sec 4.50 4.00 3.25 3.00 2.75 2.00  
6:30-9 am, noon-1 pm & 5-11 pm 30 sec 10 sec  
6:30 pm 7.50 6.00 3.50  
**7. PACKAGE PLANS**  
**WEEKLY SATURATION**  
10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min 7.50 7.25 6.50 6.00 5.50 5.00  
30 sec 6.00 5.25 5.00 4.50 4.25 4.00  
10 sec 4.00 3.50 3.25 3.00 2.75 2.50  
**10. SPECIAL FEATURES**  
1 min local news 9.00 (CR)

### KGEN

1957  
Subscriber to the NAB Radio Code  
Media Code 4 205 9330 3.00  
Pappas Electronics, Inc., Box 444, Tulare, Calif. 93274. Phone 209-686-3406.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGEN: MUSIC: modern country western.  
**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Pete Pappas.  
**2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
**3. FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Newscasts only, simulcast during daytime operational hours. For non-simulcast facilities see KBOS (FM).

**4. AGENCY COMMISSION**  
15/10 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KBOS (FM).  
Member: National AdRadio Groups, Inc.  
**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/1/74—Rec'd 2/28/74.  
**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 1 min 30 sec  
1 x 5.75 4.60 156 x 4.50 3.60  
13 x 5.65 4.50 260 x 4.25 3.40  
26 x 5.50 4.40 520 x 4.00 3.20  
52 x 5.25 4.20 1000 x 3.50 2.80  
104 x 5.00 4.00  
10 sec 50% of 1-min (double frequency).  
Mexican & Portuguese—1 min, 5:50; 30 sec 4:50.

**7. PACKAGE PLANS**  
**OPERATION SUPER SELL—10 DAYS**  
10 ti 20 ti 30 ti 40 ti 50 ti 100 ti  
1 min 5.25 5.00 4.50 4.25 4.00 3.50  
30 sec 4.20 4.00 3.60 3.40 3.20 2.80  
**OPERATION SUPER SELL—30 DAYS**  
30 ti 60 ti 90 ti 120 ti 180 ti  
1 min 5.00 4.50 4.25 4.00 3.50  
30 sec 4.00 3.60 3.40 3.20 2.80  
AM/FM can combine for an earned rate discount

**KONG VISALIA**  
City of license, Visalia, Calif.  
Considered by American Informator Network as their Visalia-Tulare outlet.  
See listing under Visalia, Calif.

### KWSM (FM)

1964  
Media Code 4 205 9345 1.00  
KWSM (FM), Box 119, Tulare, Calif. 93274. Phone 209-686-2866.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWSM (FM): MUSIC: MOR contemporary.  
**1. PERSONNEL**  
President—Keith Munger.  
**2. FACILITIES**  
ERP 840 w. (horiz.), 840 w. (vert.); 106.7 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 2,550 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 8/30/73.  
**6. SPOT ANNOUNCEMENTS**  
1 min 3.50 30 sec 3.50

### TURLOCK

Stanislaus County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### KCEY

1949  
Subscriber to the NAB Radio Code  
Media Code 4 205 9360 0.00  
Central California Broadcasters, Inc., Box 170, Quincy Rd., Turlock, Calif. 95380. Phone 209-632-1390.  
**STATION'S PROGRAMMING DESCRIPTION**  
KCEY: Programmed for general interest.  
MUSIC: modern country. 9 AIR PERSONALITIES handle all segments. NEWS: 2 min highlights at :58, 15 min at 7 am, 5 min at 8 & 9 am; 2 mobile news units; network at :30. Weather at :15; farm & weather 6:40-7 am & 7:25-7:30 am. Portuguese 5:30-6:30 am; swap shop 10:40 am, 1:10 & 4:10 pm; club calendar 9:40, 11:10 am & 2:10 pm; and reports 11 am, 2 & 7 pm. High school SPORTS play-by-play. Contact Representative for further details. Rec'd 3/25/74.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. M. Mill Hall.  
Station Manager—Rex L. Hall.  
Farm Director—Buck Clausen.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.  
**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours. PST.  
**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b. Basic Rates: 20a, 21a, 22a, 23a, 25a, 29a. Contracts: 40a, 41, 42a, 45, 46, 49. Comb. Cont. Discounts: 60a, 60c, 61a. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 82. Affiliated with American Entertainment Network.  
**TIME RATES**  
No. 2 ET 2/18/74—Rec'd 2/18/74.  
AAA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm; Sat 7 am-2 pm; Sun 10 am-5 pm.  
AA—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm & 7-9 pm; Sat 5-7 am & 2-9 pm; Sun 5-10 am & 5-10 pm.  
A—Mon thru Sun 9 pm-1 am.  
B—Tues thru Sun 1-5 am.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti 10 ti 15 ti 20 ti 25 ti 30 ti 36 ti 42 ti  
1 min 10.00 8.00 8.50 8.80 5.15 4.10  
6 ti 8.50 7.80 8.10 6.50 4.90 3.90  
12 ti 8.50 6.80 7.25 5.80 4.40 3.50  
18 ti 7.50 6.05 6.40 5.10 3.90 3.10  
24 ti 6.50 5.20 5.55 4.45 3.35 2.70

**8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/72—Rec'd 5/19/72.  
**6. SPOT ANNOUNCEMENTS**  
PER MO: 1 ti 13 ti 26 ti 52 ti 104 ti  
1 min 5.50 5.25 5.00 4.50 4.00  
30 sec 4.50 4.25 4.00 3.50 3.00  
**10. SPECIAL FEATURES**  
NEWS: 2 8 5 7 1  
PER WK: 2 8 5 7 1  
5 min 8.00 7.00 6.50

### CALIFORNIA

—AAA— —AA— —A—  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
30 ti 5.50 4.40 4.70 3.75 2.85 2.30  
36 ti 5.00 4.00 4.25 3.40 2.60 2.10  
15 sec ID's: 60% of 1-min, 1.55 end rate, ROS-BTA.  
B: 35% of open rate.

**7. PACKAGE PLANS**  
**SALESMAN PLAN—ROS/BTA**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min 8.30 7.90 7.05 6.25 5.40 4.60 4.15  
30 sec 6.65 6.30 5.65 5.00 4.30 3.70 3.30  
PER 1 min 30 sec  
YR: 250x 500x 750x 1000x 250x 500x 750x 1000x  
Ea. 5.65 5.40 5.10 4.75 4.50 4.30 4.10 3.80  
Specified times—extra 10%.

1 month Salesman Plan—use per wk rate, less 5%.  
**ANNUAL PLAN**  
—AAA— —AA— —A—  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
250 x 5.00 5.60 5.70 4.55 3.40 2.70  
500 x 6.65 5.30 5.40 4.30 3.25 2.60  
750 x 6.30 5.05 5.15 4.10 3.10 2.50  
1000 x 6.00 4.80 4.90 3.90 2.95 2.35  
15 sec ID's: 60% of 1-min, 1.55 end rate, ROS-BTA.  
B: 35% of open rate.  
Station will provide BTA, with 20%-50%-20%-10% AAA+AA+A+B guaranteed on ROS-BTA plans. (D)

### TWENTYNINE PALMS

(1 AM; 1 FM)  
San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### KDHI KQYN (FM)

1961 1965  
Media Code 4 205 9390 7.00  
Hi-Desert Broadcasting Corp., Box 908, Twentynine Palms, Calif. 92277. Phone 714-367-3535.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Art Sipherd.  
**2. REPRESENTATIVES**  
Call collect 714-367-3535.  
**3. FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
FM-ERP 5,000 w.; 95.7 mc.  
Operating schedule: 5:45 am-10:15 pm. PST.  
Antenna ht.: 190 ft. above average terrain.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 11/1/73—Rec'd 11/12/73.  
**7. PACKAGE PLANS**  
PER YR: 1 min 30 sec 10 sec  
1 x 4.20 3.70 3.20  
26 x 4.15 3.65 3.15  
52 x 4.05 3.55 3.05  
104 x 3.85 3.35 2.85  
208 x 3.85 3.15 2.65  
400 x 3.45 2.95 2.45  
750 x 3.25 2.75 2.25  
1000 x 3.15 2.65 2.15  
1500 x 3.00 2.50 2.00  
**SATURATION PLANS**  
WITHIN 7 DAYS: 1 min 30 sec  
15 ti 4.00 3.50  
30 ti 3.50 3.00  
40 ti 3.35 2.85  
50 ti 3.20 2.70  
**10. SPECIAL FEATURES**  
**LOCAL NEWSCASTS**  
(Minimum contract 3 months—7, 8 am, noon & 4 pm)  
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti  
Per mo. 35 70 105 140 175 210

### UKIAH (1 AM; 1 FM)

Mendocino County—Map Location A-4  
See SRDS consumer market map and data at beginning of the State.

### KLIL (FM)

1966  
Subscriber to the NAB Radio Code  
Media Code 4 205 9425 1.00  
K-LIL, Inc., Box 389, North State St., Ukiah, Calif. 95482. Phone 707-462-1451.  
**1. PERSONNEL**  
General Manager—Woodrow W. White.  
**2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
**3. FACILITIES**  
ERP 1,100 w. (horiz.), 1,750 w. (vert.); 94.5 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 1,090 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/10 time and talent; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/72—Rec'd 5/19/72.  
**6. SPOT ANNOUNCEMENTS**  
PER MO: 1 ti 13 ti 26 ti 52 ti 104 ti  
1 min 5.50 5.25 5.00 4.50 4.00  
30 sec 4.50 4.25 4.00 3.50 3.00  
**10. SPECIAL FEATURES**  
NEWS: 2 8 5 7 1  
PER WK: 2 8 5 7 1  
5 min 8.00 7.00 6.50

# CALIFORNIA

Ukiah—Continued

**KUKI**  
1950

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 205 9450 9.00  
Daniel S. & Elma J. Cubberly, Box 638, Ukiah,  
Calif. 95482. Phone 707-462-4771.

- PERSONNEL**  
Owner & Gen'l Mgr.—Dan Cubberly.
  - REPRESENTATIVES**  
Bernard Howard & Co., Inc.
  - FACILITIES**  
1,000 w. days. 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. PST.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
ET 1/1/66—Rec'd 4/14/66.
- | 6. SPOT ANNOUNCEMENTS |      | 1x   |      | 15x  |      | 25x  |      | 50x  |      | 100x |      | 200x |      | 300x |      | 600+ |      |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 min                 | 5.50 | 5.25 | 4.95 | 4.70 | 4.40 | 4.15 | 3.85 | 3.60 | 3.35 | 3.10 | 2.85 | 2.60 | 2.35 | 2.10 | 1.85 | 1.60 | 1.35 |
| 30 sec                | 4.40 | 4.25 | 4.00 | 3.75 | 3.55 | 3.30 | 3.10 | 2.90 | 2.70 | 2.50 | 2.30 | 2.10 | 1.90 | 1.70 | 1.50 | 1.30 | 1.10 |
- 10. SPECIAL FEATURES**  
NEWSCASTS
- |                |       |       |       |
|----------------|-------|-------|-------|
| PER WK, 52 WK: | 2 ti  | 3 ti  | 5 ti  |
| 5 min          | 8.35  | 7.80  | 7.30  |
| 10 min         | 12.90 | 12.00 | 11.40 |
| 1/4 hr         | 16.80 | 16.20 | 15.90 |

## VACAVILLE

Solano County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**KUIC (FM)**  
1973

Media Code 4 205 9465 7.00  
Donnelly C. Reeves, Gene Ragle, Henry Gonzales,  
Wesley Meyers, dba KPOP Radio, 76 Sunset  
Circle, Vacaville, Calif. 95688. Phone 707-446-  
0200.

- STATION'S PROGRAMMING DESCRIPTION**  
KUIC (FM): Programmed for adults & young adults.  
NEWS 17%; network 52% at :15 & :30, local 48%  
at :20 & :35. FARM: 5 min at 6 am. Stock market  
at 8:48 am. SPORTS: 1.5% network 60%, local 40%.  
MUSIC 83%; Rock 11% Sat & Sun 6-11 pm, R & B  
26% M-F 7-11 pm, MOR 83% M-F 6 am-7 pm,  
Sat & Sun 6 am-6 pm. SPORTS: 6:45 am & 6:25  
pm. UPI wire. News director. Personalities available  
for local sports events, grand openings, fairs, etc.  
Rec'd 1/31/74.

- PERSONNEL**  
President—Donnelly C. Reeves.  
Managing Partner—Gene Ragle.  
Station Manager—Wes Meyers.
- REPRESENTATIVES**  
Station Manager—Wes Meyers.
- FACILITIES**  
ERP 2,850 w. (horiz.), 2,850 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 6 am-11 pm. PST.  
Antenna ht.: 205 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b,  
25a, 26, 28b, 28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i,  
61a, 61b, 62a.  
Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American FM Network.

- TIME RATES**  
No. 1 ET 5/1/73—Rec'd 7/26/73.
- | 6. SPOT ANNOUNCEMENTS |        | 1x    |       | 15x   |       | 25x   |       | 50x   |       | 100x  |       | 200x  |       | 300x  |       | 600+   |        |
|-----------------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 1 min                 | 10.95x | 6.24x | 3.12x | 1.56x | 1.04x | 0.78x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x  | 0.01x  |
| 30 sec                | 5.48x  | 3.12x | 1.56x | 1.04x | 0.78x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x | 0.01x  | 0.005x |
| 15 sec                | 3.65x  | 2.08x | 1.04x | 0.69x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x | 0.01x | 0.005x | 0.002x |

- 7. PACKAGE PLANS**  
SPECIAL PACKAGES—ROS
- |           |       |        |        |
|-----------|-------|--------|--------|
| 1 DAY:    | 1 min | 30 sec | 10 sec |
| 10-20 ti  | 4.30  | 3.25   | 2.15   |
| 10 DAYS:  | 1 min | 30 sec | 10 sec |
| 50-70 ti  | 4.20  | 3.20   | 2.10   |
| 70-100 ti | 4.00  | 3.00   | 2.00   |

- 10. SPECIAL FEATURES**  
3 MINUTE LOCAL NEWS  
ROS: 1095x 624x 312x 156x  
1 x 4.80 4.80 5.20 5.50  
SERVICE MESSAGES—1 YEAR MAXIMUM  
ROS: 2000x 730x 365x  
1 x 1.10 1.20 1.30  
(CR)

## VALLEJO (1 AM)

Plus 1 said cross reference.  
Solano County—Map Location B-5  
See SRDS Consumer Markets map and data at beginning of the State.

**KNBA**  
1947

NAB

Media Code 4 205 9480 6.00  
KNBA, Inc., 3267 Sonoma Blvd., Vallejo, Calif.  
94591. Midway 4-8944.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Louis J. Ripa.
  - REPRESENTATIVES**  
Savalli/Gates, Inc.
  - FACILITIES**  
1,000 w.; 1190 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days
  - GENERAL ADVERTISING** See coded regulations  
General: 3a, 5.  
Contracts: 40a, 46.  
Affiliated with MBS.  
Member: California Farm Network.
- TIME RATES**  
ET 3/21/70—Rec'd 3/26/70.
- | 6. SPOT ANNOUNCEMENTS |      | 1x   |      | 15x  |      | 25x  |      | 50x  |      | 100x |      | 200x |      | 300x |      | 600+ |      |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 min                 | 8.50 | 8.10 | 7.80 | 7.50 | 7.00 | 6.00 | 5.00 | 4.00 | 3.00 | 2.00 | 1.50 | 1.00 | 0.75 | 0.50 | 0.30 | 0.20 | 0.10 |
| 30 sec                | 6.00 | 5.80 | 5.60 | 5.40 | 5.20 | 5.00 | 4.80 | 4.60 | 4.40 | 4.20 | 4.00 | 3.80 | 3.60 | 3.40 | 3.20 | 3.00 | 2.80 |

- 7. PACKAGE PLANS**  
SATURATIONS
- |       |     |       |     |
|-------|-----|-------|-----|
| 10 ti | 72  | 20 ti | 120 |
| 15 ti | 100 | 25 ti | 140 |
- 8. PROGRAM TIME RATES**
- |        |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|
| 1 hr   | 50.00 | 47.50 | 45.00 | 42.50 | 38.50 | 34.50 |
| 1/2 hr | 30.00 | 28.50 | 27.00 | 25.50 | 23.00 | 20.50 |
| 1/4 hr | 20.00 | 19.00 | 18.00 | 17.00 | 15.25 | 13.50 |

**KVON**  
NAPA

City of license, Napa, Calif.  
Considered by American Entertainment Network as their Vallejo-Napa, Calif. outlet.  
See listing under Napa, Calif.

## VENTURA

Ventura County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

See Oxnard-Ventura  
(including Port Hueneme; Santa Paula)

## VICTORVILLE (1 AM)

Plus 1 said cross reference  
San Bernardino County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

- PERSONNEL**  
President—Donnelly C. Reeves.  
Managing Partner—Gene Ragle.  
Station Manager—Wes Meyers.
- REPRESENTATIVES**  
Station Manager—Wes Meyers.
- FACILITIES**  
ERP 2,850 w. (horiz.), 2,850 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 6 am-11 pm. PST.  
Antenna ht.: 205 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b,  
25a, 26, 28b, 28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i,  
61a, 61b, 62a.  
Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American FM Network.

- TIME RATES**  
No. 1 ET 5/1/73—Rec'd 7/26/73.
- | 6. SPOT ANNOUNCEMENTS |        | 1x    |       | 15x   |       | 25x   |       | 50x   |       | 100x  |       | 200x  |       | 300x  |       | 600+   |        |
|-----------------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|
| 1 min                 | 10.95x | 6.24x | 3.12x | 1.56x | 1.04x | 0.78x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x  | 0.01x  |
| 30 sec                | 5.48x  | 3.12x | 1.56x | 1.04x | 0.78x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x | 0.01x  | 0.005x |
| 15 sec                | 3.65x  | 2.08x | 1.04x | 0.69x | 0.52x | 0.39x | 0.26x | 0.19x | 0.13x | 0.09x | 0.06x | 0.04x | 0.03x | 0.02x | 0.01x | 0.005x | 0.002x |

- 7. PACKAGE PLANS**  
SPECIAL PACKAGES—ROS
- |           |       |        |        |
|-----------|-------|--------|--------|
| 1 DAY:    | 1 min | 30 sec | 10 sec |
| 10-20 ti  | 4.30  | 3.25   | 2.15   |
| 10 DAYS:  | 1 min | 30 sec | 10 sec |
| 50-70 ti  | 4.20  | 3.20   | 2.10   |
| 70-100 ti | 4.00  | 3.00   | 2.00   |

- 10. SPECIAL FEATURES**  
3 MINUTE LOCAL NEWS  
ROS: 1095x 624x 312x 156x  
1 x 4.80 4.80 5.20 5.50  
SERVICE MESSAGES—1 YEAR MAXIMUM  
ROS: 2000x 730x 365x  
1 x 1.10 1.20 1.30  
(CR)

- TIME RATES**  
No. 10 ET 4/1/71—Rec'd 5/21/71.
- | 6. SPOT ANNOUNCEMENTS |      | 1x   |      | 15x  |      | 25x  |      | 50x  |      | 100x |      | 200x |      | 300x |      | 600+ |      |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 min                 | 5.35 | 4.85 | 4.25 | 3.75 | 3.45 | 3.15 | 2.85 | 2.55 | 2.25 | 1.95 | 1.65 | 1.35 | 1.05 | 0.75 | 0.45 | 0.15 | 0.05 |
| 30 sec                | 4.25 | 3.85 | 3.40 | 2.95 | 2.65 | 2.35 | 2.05 | 1.75 | 1.45 | 1.15 | 0.85 | 0.55 | 0.25 | 0.05 | 0.05 | 0.05 | 0.05 |
| 15 sec                | 3.35 | 2.95 | 2.65 | 2.30 | 2.00 | 1.70 | 1.40 | 1.10 | 0.80 | 0.50 | 0.20 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 | 0.05 |

- 7. PACKAGE PLANS**  
SATURATION PACKAGE—WITHIN 7 DAYS  
PER WK, EA:
- |        |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|
| 10 ti  | 20 ti | 30 ti | 40 ti | 50 ti | 60 ti | 70 ti |
| 1 min  | 3.30  | 3.15  | 3.05  | 2.90  | 2.75  | 2.65  |
| 30 sec | 2.30  | 2.20  | 2.15  | 2.05  | 1.95  | 1.85  |
| 15 sec | 2.40  | 2.30  | 2.20  | 2.10  | 1.95  | 1.80  |
- 10. SPECIAL FEATURES**  
5-min newscast at :35, 6 consec. days per wk. 13  
wk minimum schedule.  
PER DAY: 1 ti 2 ti 5 ti 8+  
Ea 7 6 5 4

## VISALIA (1 AM; 1 FM)

Plus 1 said cross reference.  
Tulare County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gene Alfred.
- REPRESENTATIVES**  
General Sales Manager—Don Rast.
- FACILITIES**  
ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 97 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24b, 24c,  
25a, 26, 27, 28a, 28c, 29a, 30.  
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48,  
51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

- TIME RATES**  
No. 9 ET 9/1/73—Rec'd 9/4/73.
- | 6. SPOT ANNOUNCEMENTS |      | 1x   |      | 15x  |      | 25x  |      | 50x  |      | 100x |      | 200x |      | 300x |      | 600+ |      |
|-----------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 1 min                 | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 | 1.00 | 0.75 | 0.50 | 0.25 | 0.10 | 0.05 | 0.05 | 0.05 | 0.05 |
| 30 sec                | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 | 1.25 | 1.00 | 0.75 | 0.50 | 0.25 | 0.10 |

- 7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A
- |              |               |       |       |       |       |       |
|--------------|---------------|-------|-------|-------|-------|-------|
| PER WK:      | 6 ti          | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| 1 min        | 11.50         | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
| 30 sec       | 9.50          | 9.00  | 8.50  | 8.00  | 7.50  | 7.00  |
| 10 sec/less: | 50% of 1-min. |       |       |       |       |       |

## KONG

1948

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 205 9370 4.00  
Air Waves, Inc., Box 3329, 2200 W. Main St.,  
Visalia, Calif. 93277. Phone 209-734-5811.

- STATION'S PROGRAMMING DESCRIPTION**  
KONG: Programmed for adults 18-49 years.  
5 min news hourly, network and local. Personalities  
play standard pop middle-of-the-road music 6 am-  
7 pm, includes news and sports coverage, weather,  
plus road conditions, travel tips, ski and fishing re-  
ports, notes of club events. FARM: 6:20 am and  
12:25 pm, includes frost warnings, pest control, dry-  
ing, river and dam storage reports. 1 man and mobile  
unit plus stringers. SPORTS: local high schools and  
college live coverage. Teen show nightly 7-11 pm,  
rock and roll, 11 pm-12M, uninterrupted standard  
music. Spanish language 4:30-6 am. Contact Repre-  
sentative for further details. Rec'd 3/26/73.

- PERSONNEL**  
General Manager—Harry E. Layman.  
Sales Manager—Carl L. Switzer.
- REPRESENTATIVES**  
J. A. Lucas Company, Inc./JALCO.
- FACILITIES**  
1,000 w. days. 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 4:30 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 8.  
Rate Protection: 13c, 14d.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60i, 61c.  
Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: Jalco-No/Cal Group.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 ET 7/1/74—Rec'd 8/17/74.
- AA—Mon thru Sun 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA |       | 250x  |       | 500x  |       | 750x  |       | 1000x |       |
|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| YR:      | 1x    | 100x  | 200x  | 300x  | 400x  | 500x  | 600x  | 700x  | 800x  |
| WK:      | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti | 60 ti | 70 ti | 80 ti | 90 ti |
| 1 min    | 6.00  | 5.50  | 5.25  | 5.00  | 4.75  | 4.50  | 4.25  | 4.00  | 3.75  |
| 30 sec   | 4.50  | 4.15  | 3.95  | 3.75  | 3.55  | 3.40  | 3.20  | 3.00  | 2.80  |

- CLASS A**
- |        |      |      |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|------|------|
| 1 min  | 4.80 | 4.40 | 4.20 | 4.00 | 3.80 | 3.60 | 3.50 | 3.40 | 3.30 |
| 30 sec | 4.25 | 3.90 | 3.70 | 3.55 | 3.35 | 3.20 | 3.00 | 2.80 | 2.60 |
- 6. PROGRAM TIME RATES**
- |        |       |       |       |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr   | 45.75 | 43.25 | 40.75 | 38.25 | 35.75 | 33.25 | 30.75 | 28.25 | 25.75 |
| 1/2 hr | 27.25 | 25.25 | 23.00 | 20.75 | 18.50 | 16.25 | 14.00 | 11.75 | 9.50  |
| 1/4 hr | 19.50 | 18.00 | 16.50 | 15.00 | 13.50 | 12.00 | 10.50 | 9.00  | 7.50  |
| 10 min | 15.60 | 14.40 | 13.20 | 12.00 | 10.80 | 9.60  | 8.40  | 7.20  | 6.00  |



## WASCO

Kern County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KWSO

1950

Media Code 4 205 9630 6.00  
Maple Leaf Broadcasting Co., Bin E, Wasco, Calif. 93280. Phones (day) 805-758-2145, (night) 746-2059, Bakersfield 324-5970.  
Other office: 217 Central Ave., Shafter, Calif. 93263. Phone 905-746-2059.

1. PERSONNEL  
Station Manager—Robert T. Bann.
2. REPRESENTATIVES  
Radio Time Sales/International.
3. FACILITIES  
1,000 w.; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 5A ET 8/1/71—Rec'd 1/9/73.

1 MIN:	1	6	12	18	24+
10 X	5.20	4.45	4.45	4.45	4.45
25 X	4.65	4.20	4.00	3.75	3.45
50 X	4.40	3.95	3.75	3.45	3.30
100 X	4.10	3.75	3.55	3.30	3.10
200 X	3.90	3.45	3.30	3.10	2.90
400 X	3.25	3.10	2.90	2.70	2.50
600 X	2.90	2.75	2.55	2.45	2.20
800 X	2.60	2.45	2.25	2.15	1.90
1200 X	2.30	2.15	1.95	1.80	1.75

30 SEC:  
1 X 3.90  
10 X 3.70  
25 X 3.45  
50 X 3.30  
100 X 3.10  
200 X 2.90  
400 X 2.65  
600 X 2.40  
800 X 2.20  
1200 X 2.00

10 sec: 50% of 30-sec.

#### 10. SPECIAL FEATURES

15-min newscasts—extra 25%.

## WATSONVILLE

Santa Cruz County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

### KOMY

1937

Subscriber to the NAB Radio Code  
Media Code 4 205 9660 3.00  
Frontier Broadcasting Co. of California, 40 Atkinson Lane, Watsonville, Calif. 95076. Phone 408-724-5641.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Phil Rather.
2. REPRESENTATIVES  
Radio Time Sales/International.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight Mon thru Sat, 5 am-11 pm Sun. PST.
4. AGENCY COMMISSION  
15% on net time; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: California Farm Network.

#### TIME RATES

ET 2/5/62.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x	260x
1 min	6.00	5.75	5.50	5.00	4.75	4.50	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00
30 sec	3.75	3.50	3.25	3.00	2.75

PER DAY:  
1 min 5 ti 10 ti  
30 sec 4.00 3.75

## WEST COVINA

Los Angeles County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

See Los Angeles Urban Area

## WILLOWS

Glenn County—Map Location R-4  
See SRDS consumer market map and data at beginning of the State.

### KIQS

1961

Media Code 4 205 9690 0.00  
Josephine & Charles Stone, Anthony F. Rusnak, Box 7, Willows, Calif. 95988. Phone 916-934-4654.

1. PERSONNEL  
Station Manager—Anthony F. Rusnak.
2. REPRESENTATIVES  
Radio Time Sales/International.
3. FACILITIES  
250 w. days; 1560 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: California Farm Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 2/1/67—Rec'd 4/6/73.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.80	2.60	2.40	2.20

7. PACKAGE PLANS

PER WK, EA:	1 min 30 sec	3.50	2.80
10 ti	3.00	2.20	1.60
20 ti	2.00	1.80	1.40

## WOODLAND

Yolo County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### KSF M (FM)

1961

Media Code 4 205 9720 5.00  
KULA Broadcasting Co., 1212 Kentucky Ave., Woodland, Calif. 95695. Phone 916-682-1047.  
Sacramento office: 1235 H St., Sacramento, Calif. 95814. Phone 916-441-4133.

1. PERSONNEL  
Station Manager—Joseph Ramay.
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.
3. FACILITIES  
ERP 50,000 w.; 102.5 mc. Stereo.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 535 ft. above average terrain.
4. AGENCY COMMISSION  
15/0 on time.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with ATA Radio Network.

#### TIME RATES

ET 4/1/74—Rec'd 5/6/74.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA—Mon thru Sun 6 am-noon.	13.00	11.00	11.00	9.00	5.50	4.50
A—Mon thru Sun 6 am-noon.	12.00	10.00	10.50	8.80	5.25	4.40
B—Mon thru Sun 11 pm-6 am.	11.00	9.20	9.65	8.10	4.80	4.00
CONSECUTIVE WEEK DISCOUNT	26 wk—5%	52 wk—8%				

## YREKA CITY

Siskiyou County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## KSYC

1947

Media Code 4 205 9750 2.00  
Dalmatian Enterprises, Inc., Box 1490, Yreka, Calif. 96097. Phone 916-842-4158.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Gary L. Hawke.
2. REPRESENTATIVES  
New York, Chicago—GCI Sales, Inc.  
Elsewhere, contact station direct.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. PST.
4. AGENCY COMMISSION  
15%.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 5/1/74—Rec'd 4/9/74.

6. SPOT ANNOUNCEMENTS	6 ti	12 ti	18 ti	24 ti
PER WK:	13x	26x	52x	104x
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50

#### 10. SPECIAL FEATURES

5-min news, per yr. 13x 26x 52x  
Includes open & close plus 1-min.

## YUBA CITY-MARYSVILLE

Yuba City, Butter County—Map Location C-4  
Marysville, Yuba County—Map Location C-4

1. PERSONNEL  
General Manager—Lloyd Klemp.
2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1410 kc.  
Operating schedule: 5:30 am-midnight. PST.  
Directional—separate patterns day and night.
4. AGENCY COMMISSION  
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KRFD (FM)  
Affiliated with American Contemporary Network.  
Member: Jalco—No/Cal Group.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 10/1/72—Rec'd 10/10/72.

6. SPOT ANNOUNCEMENTS	1 min 30 sec	1 min 30 sec	1 min 30 sec	
1 X	6.00	5.00	501 X	4.50 3.50
51 X	5.75	4.75	601 X	4.25 3.25
101 X	5.50	4.50	701 X	4.00 3.00
201 X	5.25	4.25	801 X	3.75 2.75
301 X	5.00	4.00	901 X	3.50 2.50
401 X	4.75	3.75	1001+	3.25 2.25

1. PERSONNEL  
General Manager—Lloyd Klemp.
2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1410 kc.  
Operating schedule: 5:30 am-midnight. PST.  
Directional—separate patterns day and night.
4. AGENCY COMMISSION  
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KRFD (FM)  
Affiliated with American Contemporary Network.  
Member: Jalco—No/Cal Group.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 10/1/72—Rec'd 10/10/72.

7. PACKAGE PLANS	1 min 30 sec	1 min 30 sec	1 min 30 sec	
PER WK:	7 ti	14 ti	21 ti	28 ti
1 min	7.00	6.00	5.00	4.00
30 sec	6.00	5.00	4.00	3.00
15 sec	3.50	3.00	2.50	2.00

10. SPECIAL FEATURES  
6-8 AM OR 5-6 PM NEWS BLOCKS

5 min	1x	53x	105x
5 min	10.00	7.50	5.00
2 min	6.00	5.00	4.00

Includes opening and closing billboard and 1-minute spot.  
Open Line—Mon thru Fri 8-9 am.  
1x rate applies; no frequency discount.

## KOBO

1953

Media Code 4 205 9760 1.00  
General Broadcasting Corp., 463 Palora Ave., Yuba City, Calif. 95991. Phone 916-673-7677.

## CALIFORNIA

1. PERSONNEL  
Pres. & Gen'l Mgr.—Jerry McLevis.
2. REPRESENTATIVES  
Grant Webb & Company, Inc.
3. FACILITIES  
500 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 1A ET 7/15/69—Rec'd 7/17/69.

6. SPOT ANNOUNCEMENTS	10 ti	20 ti	30 ti	40 ti	50+
ROS:	7.80	7.00	6.30	5.65	5.00 4.85
1 min	6.25	5.60	5.00	4.55	4.00 3.85
30 sec	3.90	3.50	3.15	2.80	2.50 2.35

1. PERSONNEL  
General Manager—Lloyd Klemp.
2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES  
ERP 4,900 w.; 99.9 mc. Stereo.  
Operating schedule: 9 am-10 pm daily. PST.  
Antenna ht.: 180 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

## KRFD (FM)

1947

Media Code 4 205 9762 7.00  
California First Broadcasting Corp., Box 631, Marysville, Calif. 95902. Phone 916-742-2396.  
See affiliated AM station for additional information.  
AM facilities: KMYC.

1. PERSONNEL  
General Manager—Lloyd Klemp.
2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.
3. FACILITIES  
ERP 4,900 w.; 99.9 mc. Stereo.  
Operating schedule: 9 am-10 pm daily. PST.  
Antenna ht.: 180 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 12/1/70—Rec'd 1/6/71.

6. SPOT ANNOUNCEMENTS	1 min 30 sec	1 min 30 sec
1 ti	5	4
15 sec: 50% of 1-min.		

10. SPECIAL FEATURES  
5-MINUTE NEWSCAST

PER WK:	5 ti	10+
EA	7.50	6.00

Includes open & close plus 1 1-minute spot.

## KUBA

1947

Media Code 4 205 9765 0.00  
Cascade Broadcasting Corp., Box 309, 1479 Sanborn Rd., Yuba City, Calif. 95991. Phone 916-673-7344.

1. PERSONNEL  
General Manager—Clair G. Halverson.
2. REPRESENTATIVES  
Savall/Gates, Inc.
3. FACILITIES  
5,000 w.; non-directional days; 500 w. nights; 1600 kc.  
Operating schedule: 5 am-midnight. PST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Affiliated with American Entertainment Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 11/1/72—Rec'd 12/11/72.

7. PACKAGE PLANS	1 min 30 sec	1 min 30 sec	1 min 30 sec	
PER WK:	7 ti	14 ti	21 ti	28 ti
1 min	7.00	6.00	5.00	4.00
30 sec	6.00	5.00	4.00	3.00
15 sec	3.50	3.00	2.50	2.00

10. SPECIAL FEATURES  
Newscasts—2x 1-min rate.

## CATALINA ISLAND

### AVALON

### KBIG

Listing for Avalon (Catalina Island) appears alphabetically according to city under California listings. The KBIG listing appears under both Los Angeles and Los Angeles Urban Area.

# COLORADO

## Negro Population Data

(January 1, 1974)		
STATE TOTAL.....	81,049	Fort Collins..... 394
METRO AREAS		Greeley..... 287
Colorado Springs	15,888	Pueblo..... 2,134
Denver-Boulder..	60,798	Total Metros..... 79,501

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

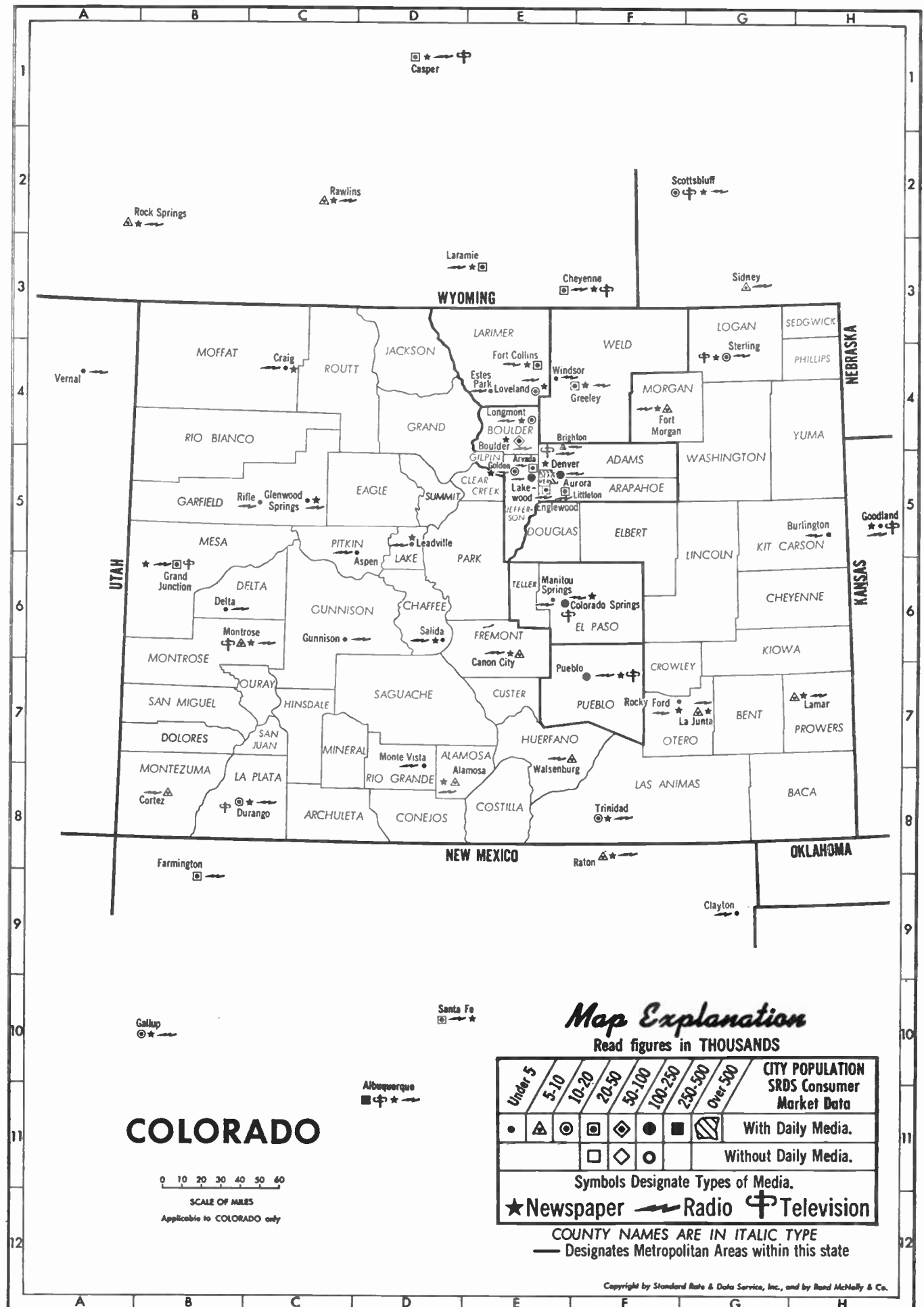
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)			
STATE TOTAL.....	286,467	Fremont..... 1,870	
METRO AREAS		Garfield..... 748	
Colorado Springs	20,203	Huerfano..... 3,294	
Denver-Boulder..	138,937	Jefferson..... 9,714	
Fort Collins.....	6,017	Kit Carson..... 455	
Greeley.....	13,752	Lake..... 2,082	
Pueblo.....	37,088	La Plata..... 3,717	
Total Metros.....	215,997	Larimer..... 6,017	
COUNTIES		Los Animas..... 7,595	
Adams.....	26,277	Logan..... 1,344	
Alamosa.....	3,851	Mesa..... 4,967	
Arapahoe.....	8,300	Moffet..... 403	
Archuleta.....	1,383	Montezuma..... 1,463	
Bent.....	1,360	Montrose..... 2,205	
Boulder.....	8,292	Morgan..... 2,225	
Chaffee.....	1,179	Otero..... 7,126	
Conejos.....	5,307	Prowers..... 2,299	
Costilla.....	2,425	Pueblo..... 37,088	
Crowley.....	529	Rio Grande..... 4,176	
Delta.....	1,711	Saguache..... 1,531	
Denver.....	86,345	Weld..... 13,752	
Eagle.....	1,929	Total Counties..	283,074
El Paso.....	20,115		

# '74 MARKET DATA

IN  
THIS  
ISSUE

R-N-TV-15/18





# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SPDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Arvada—Jefferson  
Aurora—Arapahoe  
Boulder—Boulder  
Colorado Springs—El Paso  
Commerce City—Adams  
Denver—Denver  
Englewood—Arapahoe  
Fort Collins—Larimer  
Grand Junction—Mesa  
Greeley—Weld  
Lakewood—Jefferson  
Littleton—Arapahoe  
Longmont—Boulder  
Northglenn—Adams  
Pueblo—Pueblo  
Westminster—Adams  
Wheat Ridge—Jefferson

ESTIMATE FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)					
			(\$000)	Per Household (\$)	% 5000 to 4999	% 8000 to 7999	% 10000 to 9999	% 15000 to 14999 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)		
<b>COLORADO STATE TOTALS</b>	<b>2,477.7</b>	<b>814.89</b>	<b>10,395,309</b>	<b>12,757</b>	<b>7.6</b>	<b>15.2</b>	<b>12.2</b>	<b>27.4</b>	<b>30.9</b>	<b>6,524,571</b>	<b>8,007</b>	<b>1,128,802</b>	<b>240,852</b>	<b>797,054</b>	<b>223,384</b>	<b>265,000</b>	<b>1,249,540</b>	<b>396,331</b>	<b>1,342.18</b>	<b>99.6</b>	<b>2,214,831</b>	
ADAMS F-5t	235.3	67.02	866,375	12,927	4.7	12.6	14.8	35.5	28.1	345,949	5,162	85,141	12,829	30,632	7,606	12,609	35,980	28,394	115.64	4.2	110,793	
Commerce City	20.7	5.98	66,706	11,155																		
Northglenn	33.1	8.34	128,296	15,383																		
Westminster	22.2	6.22	88,714	14,263																		
ALAMOSA D-7	12.3	3.74	38,442	10,279	13.1	21.7	12.7	20.4	19.7	69,621	11,193	16,709	2,574	5,820	3,229	932	2,167	5,609				
ARAPAHOE F-5	200.4	62.14	991,132	15,950	4.9	10.0	9.5	28.8	42.9	533,975	8,593	83,565	17,955	55,479	8,878	16,865	141,592	27,002	115.23	1.0	15,292	
Aurora	106.2	33.53	427,073	12,737						175,438	5,232	33,426	7,415	29,352	4,978	7,720	25,564	11,997				
Englewood	35.3	12.61	158,858	12,598						167,482	13,282	25,288	4,267	26,148	2,367	12,274	64,130	8,099				
Littleton	32.8	10.15	157,530	15,520						106,205	10,464	24,512	5,446	8,681	2,731	3,004	19,897	7,406				
ARCHULETA C-8	2.6	.83	9,373	11,293	14.9	26.4	12.9	21.1	19.3	7,120	8,578	1,609	90	275		82	1,815	1,002	1.21	.2	4,652	
BACA H-8	5.6	2.02	20,899	10,346	13.9	20.1	12.8	17.3	22.9	15,714	7,779	2,961	598	500	185	111	1,247	2,811	2.79	1.4	57,050	
BENT G-7	6.4	2.02	17,624	8,725	13.2	27.2	13.2	19.1	14.0	10,599	5,247	2,220	667	261	315	322	3,483	941	2.57	1.4	23,637	
BOULDER E-4	163.8	53.67	716,783	13,355	5.9	11.9	10.6	29.2	37.4	476,529	8,879	66,748	14,816	37,827	17,473	15,572	75,432	22,078	85.73	2.9	22,488	
Boulder	81.8	27.17	358,196	13,184						246,193	9,061	40,064	9,055	34,614	15,209	8,369	40,720	11,914				
Denver-Boulder Metro Area	1,420.0	473.88	6,589,921	13,906	5.6	12.2	11.2	29.4	36.6	3,891,286	8,212	651,209	145,137	567,425	132,818	172,189	755,161	201,285	782.99			
Longmont	28.1	9.68	114,778	11,857						91,582	9,461	19,623	3,732	2,624	1,885	4,622	20,531	4,896				
CHAFFEE D-6	11.3	3.75	36,110	9,629	9.4	19.8	15.7	30.1	17.8	29,118	7,765	6,561	995	394	794	714	5,777	3,730	6.12	.2	3,108	
CHEYENNE G-6	2.5	.85	7,601	8,942	12.4	24.3	14.9	19.2	17.7	5,002	5,885	951	259	94	57	391	1,163	1.17	1.2		16,150	
CLEAR CREEK E-5	5.7	2.03	24,281	11,961	7.5	10.1	15.5	35.5	25.5	11,635	5,732	2,308	456	109	66	132	684	2,157	3.67			
CONEJOS D-8	7.9	2.11	14,925	7,073	18.9	25.2	10.7	12.9	8.9	7,616	3,609	2,202	422	601	62	64	421	1,348	2.96	1.4	13,861	
COSTILLA E-8	2.9	.82	6,408	7,815	23.5	20.8	10.4	14.4	13.9	3,106	3,788	642	78	907	67	34	121	519	1.15	.7	2,561	
CROWLEY F-7	2.9	1.08	8,775	8,125	14.3	25.1	13.6	18.8	11.9	4,208	3,896	647	331	235	145	143	987	405	1.62	.8	10,883	
CUSTER E-7	1.1	.47	3,618	8,414	25.5	30.4	10.7	10.3	10.3	1,389	3,230	563	93	33	43		135	.89	.5		3,812	
DELTA B-6	16.0	5.87	49,023	8,351	16.9	22.3	13.0	17.0	14.8	32,829	5,593	8,589	1,766	1,897	1,224	968	4,761	2,472	8.55	3.5	17,949	
DENVER E-5t	515.8	196.48	2,585,949	13,161	7.3	14.0	11.2	25.7	35.0	1,722,224	8,765	284,954	66,349	309,741	80,335	97,498	352,404	85,439	286.48			
Denver	515.8	196.48	2,585,949	13,161						1,722,224	8,765	284,954	66,349	309,741	80,335	97,498	352,404	85,439				
Denver-Boulder Metro Area	1,420.0	473.88	6,589,921	13,906	5.6	12.2	11.2	29.4	36.6	3,891,286	8,212	651,209	145,137	567,425	132,818	172,189	755,161	201,285	782.99			
DOLORES B-7	1.5	.48	5,672	11,817	9.1	22.9	14.5	21.3	25.8	2,425	5,052	1,045	118	42			370	.72	.7		4,243	
DOUGLAS E-5	10.1	3.09	44,082	14,266	4.3	11.2	11.0	28.3	38.4	11,613	3,758	1,119	503	182	161	123	1,515	1,809	7.20	1.1	8,003	
EAGLE D-5	8.8	2.86	36,131	12,633	5.5	16.7	19.2	28.6	23.9	20,636	7,215	4,302	600	926	390	132	452	1,948	5.56	.7	6,066	
ELBERT F-5	4.0	1.39	13,509	9,719	17.8	21.3	11.0	20.7	19.2	3,042	2,188	636	95	34	41		290	390	2.45	1.6	19,915	
EL PASO F-6t	276.9	83.90	1,070,343	12,757	8.4	18.2	13.1	26.3	27.2	649,154	7,737	91,458	20,398	81,253	26,231	28,959	128,277	40,737	144.25	1.3	23,315	
Colorado Springs	157.9	52.96	627,884	11,856						513,516	9,696	60,607	16,443	56,223	24,159	26,736	111,181	23,832				
Colorado Springs Metro Area	280.7	85.27	1,082,755	12,698	8.4	18.5	13.0	26.2	27.1	657,479	7,711	93,690	20,629	81,336	26,468	29,063	128,452	41,682	147.43			
FREMONT E-6	23.6	7.97	72,459	9,091	15.6	23.0	13.0	21.0	15.6	41,882	5,255	10,691	1,790	2,579	507	1,864	8,912	4,266	12.16	.7	6,942	
GARFIELD B-5	16.2	5.70	65,629	11,514	9.8	20.3	12.9	25.4	25.0	53,334	9,357	11,632	1,808	1,508	2,291	2,011	11,667	4,473	9.18	1.2	13,072	
GILPIN E-5	1.4	.54	5,311	9,835	8.5	22.2	11.9	20.1	24.3	2,349	4,350	130	178	34			316	216	2,453	1.984	3.75	4
GRAND D-4	4.2	1.48	18,339	12,391	7.5	19.4	13.8	30.0	24.0	14,864	10,043	2,719	1,176	314			817	729	2,298	2,751	3.99	.6
GUNNISON C-6	8.5	2.63	29,323	11,149	13.3	20.6	13.2	21.4	21.6	25,209	9,585	5,440	824	441			12	59	.29			9,146
HINSDALE C-7	2	.08	791	9,888	1.3	22.0	7.6	1.3	65.5	432	5,400	123					59					
HUERFANO E-7	6.6	2.33	22,170	9,515	1.8	22.8	12.6	17.6	12.5	16,966	7,282	3,926	590	535			680	245	3,016	3,009	2.96	.9
JACKSON D-4	1.9	.64	8,543	13,348	11.4	15.5	11.6	29.8	31.6	8,242	8,191	1,570	211	150			91	320	831	1.05	.4	8,913
JEFFERSON E-5	293.2	90.94	1,380,289	15,178	4.0	8.9	10.1	32.4	41.4	798,647	8,782	129,552	32,507	133,530	18,365	29,522	148,238	36,563	171.32	1.5	15,975	
Arvada	68.3	19.20	248,188	12,926						99,007	5,157	23,183		2,965		7,300	8,243	6,878				
Lakewood	107.7	33.88	571,572	16,870																		
Wheat Ridge	33.7	11.70	180,514	15,429																		
KIOWA G-6	2.1	.75	6,305	8,407	11.3	26.4	12.0	19.0	17.6	3,283	4,377	737	164				494	500	1.07	.6	20,269	
KIT CARSON G-5	8.1	2.72	30,484	11,207	12.5	21.3	13.3	21.0	23.1	32,490	11,945	4,607	1,139	1,144	519	428	4,045	2,496	3.72	2.8	80,629	
LAKE D-5	9.1	2.84	32,188	11,334	3.8	11.5	22.1	35.7	22.3	21,577	7,598	5,181	1,604	2,831	786	316	5,042	1,551	4.19	.6		
LA PLATA C-8	20.1	6.30	68,289	10,840	10.0	21.3	13.5	22.7	21.9	52,843	8,388	10,585	1,826	4,947	2,261	1,732	11,071	3,319	10.33	2.3	12,654	
LARIMER E-3	105.6	3																				



# COLORADO

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Intermountain Colorado Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4441.  
Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
**KLAK, KLAK-FM-** KIUP-Durango  
**Denver** KFTM, KFTM-FM- Ft. Morgan  
**KGIW, KGIW-FM-** KBOL-Boulder  
**Alamosa** KGUC-Gunnison  
**KGEX-Sterling** KNAB-Burlington  
**KYOT-Sterling** KVRH, KVRH-FM-  
**KBZZ-La Junta** Salida  
**KGTV-Trinidad** KPIK-Colorado Springs  
**KCOL-Ft. Collins** KWSR-Rifle.  
**KEXO-Grand Junction**

### ALAMOSA (1 AM; 1 FM)

Alamosa County-Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

#### KGIW KGIW-FM

1929 1968

Subscriber to the NAB Radio Code

Media Code 4 206 0280 7.00  
Community Broadcasting Co., Box 179, Alamosa, Colo. 81101. Phone 303-589-6644.

**STATION'S PROGRAMMING DESCRIPTION**  
KGIW: 6-8 am music, news, farm market.

- PERSONNEL**  
General Manager-J. Kelly Schofield.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-11 pm. MST.  
FM-ERP 2,800 w. (horiz.), 2,800 w. (vert.); 93.5 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 130 ft. above average terrain.  
Simultant 6 am-1 pm & 2-6 pm.
- AGENCY COMMISSION**  
15/0 time only; 1st of month.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 42 ET 5/1/74-Rec'd 7/22/74.  
A-Mon thru Sat 6-9 am, noon-1 pm & 4-6:30 pm.  
B-All other times.

PER WK:	A		B	
	1 min	30 sec	1 min	30 sec
12 ti	4.25	3.40	3.50	2.80
18 ti	4.00	3.20	3.25	2.60
24 ti	3.75	3.00	3.00	2.40
30 ti	3.50	2.80	2.75	2.20
36 ti	3.25	2.60	2.50	2.00

### ARVADA

Jefferson County-Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

#### See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

### ASPEN (1 AM; 1 FM)

Pitkin County-Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

#### KSNO

1964

Subscriber to the NAB Radio Code  
Media Code 4 206 0420 9.00  
Aspen Broadcasting Co., Inc., Box E. 310 East Main St., Aspen, Colo. 81611. Phone 303-925-7383.

**STATION'S PROGRAMMING DESCRIPTION**  
KSNO: Programmed for adults.

- PERSONNEL**  
Sales Manager-Susan Michael.
- REPRESENTATIVES**  
John L. McGuire, Inc.
- FACILITIES**  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time only; 15th of month.

#### TIME RATES

ET 11/1/70-Rec'd 10/30/70.

PER WK:	A					
	1x	13x	26x	52x	104x	156x
1 min.	8.00	7.80	7.60	7.40	7.20	7.00
30 sec.	6.00	5.85	5.70	5.55	5.40	5.25

**7. PACKAGE PLANS**

1 min.	10 ti	73	30 sec.	10 ti	55
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# KSPN (FM)

1970

Media Code 4 206 0480 3.00  
Recreation Broadcasting of Aspen, Inc., Box 1071, Hotel Jerome, Aspen, Colo. 81611. Phone 303-925-3406.

**STATION'S PROGRAMMING DESCRIPTION**  
KSPN (FM): Programmed to a general audience.

- PERSONNEL**  
Pres. & Gen'l Mgr.-Stephen A. Heater.
- REPRESENTATIVES**  
Colorado, Utah-Mountain Media.
- FACILITIES**  
ERP 500 w.; 97.7 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 100 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

#### TIME RATES

No. 12 ET 11/1/73-Rec'd 11/5/73.  
AA-6-10 am & 4-8 pm.  
A-10 am-4 pm & 8 pm-midnight.  
B-Midnight-6 am.

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER YR:	156x	312x	468x	624x	780x	936x
1 min.	6.25	5.95	5.65	5.30	5.00	4.70
30 sec.	5.00	4.75	4.50	4.25	4.00	3.75

### AURORA

Arapahoe County-Map Location F-5  
Adams County-Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

#### See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

### BOULDER (1 AM; 1 FM)

Boulder County-Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

#### KBOL

1947

Subscriber to the NAB Radio Code  
Media Code 4 206 0560 2.00  
KBOL, Inc., Box 146, 2928 Pearl St., Boulder, Colo. 80302. Phone 303-444-1490.

- PERSONNEL**  
Pres. & Gen'l Mgr.-Russell Shaffer.  
Program Director-Rusty Shaffer.  
Sales Manager-Bill McBride.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 29a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

**AM facilities: KBVL (FM)**  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 1 ET 9/1/73-Rec'd 8/20/73.  
A-Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B-All other times.

PER WK:	A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	10.00	9.50	9.20	8.80	8.60	8.40
30 sec.	9.00	8.50	8.20	7.90	7.80	7.60
10 sec.	7.50	7.00	6.70	6.40	6.10	6.10

**7. PACKAGE PLANS**

1 min.	B					
	8.00	7.60	7.30	7.00	6.70	6.40
30 sec.	7.00	6.60	6.30	6.00	5.70	5.40
10 sec.	6.00	5.60	5.30	5.00	4.70	4.40

- PROGRAM TIME RATES**  
CONTRACT: 1x 26x 52x 104x 156x 206x 312x  
1/2 hr.: 60.00 58.80 57.60 56.40 55.20 52.80 50.40  
1/4 hr.: 40.00 39.20 38.40 37.60 36.80 35.20 33.60  
10 min.: 30.00 29.40 28.80 28.20 27.60 26.40 25.20  
5 min.: 20.00 19.60 19.20 18.80 18.40 17.60 16.80

### KBVL (FM)

1971

Media Code 4 206 0580 0.60  
Boulder Valley Broadcasters, Inc., Box 146, 2928 Pearl St., Boulder, Colo. 80301. Phone 303-444-1490.

- See affiliated AM station for additional information.  
**AM facilities: KBOL**
- PERSONNEL**  
President-Russ Shaffer.  
Oner. & Sales Mgr.-Bill McBride.
  - REPRESENTATIVES**  
John L. McGuire, Inc.
  - FACILITIES**  
ERP 30,000 w.; 94.7 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 69 ft. above average terrain.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 10/1/72-Rec'd 10/1/73.

- SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 312x 624x  
1 min. 6.00 5.90 5.80 5.70 5.60 5.50  
30 sec. 4.50 4.40 4.30 4.20 4.00 3.75
- PACKAGE PLANS**  
PER MO, EA: 90 ti 60 ti 30 ti  
1 min. 4.20 4.60 5.10  
30 sec. 3.20 3.60 4.10
- SPECIAL FEATURES**  
NETWORK NEWSCASTS  
5 min (1 1-min spot) 7.00  
LOCAL NEWSCASTS  
7:45 am, noon, 12:30 & 6 pm (2 1-min spots) 13.50

### BRIGHTON

Adams County-Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

#### KBRN

1956

Media Code 4 206 0700 4.00  
Southwestern Broadcasters, Inc., Box 428, 77 S. 4th Ave., Brighton, Colo. 80601. Phone 303-659-5800.

- STATION'S PROGRAMMING DESCRIPTION**  
KBRN: MUSIC: MOR plus local news & features.
- PERSONNEL**  
General Manager-Wayne H. Thomas.
  - FACILITIES**  
500 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET-Rec'd 11/2/73.

**7. PACKAGE PLANS**

WK.	A					
	1 ti	11 ti	21 ti	31 ti	41 ti	51 ti
EA:	1.00	1.10	1.20	1.30	1.40	1.50
1 wk	7.50	6.50	5.50	4.50	3.50	2.50
13 wk	6.80	5.83	4.93	4.05	3.15	2.25
26 wk	6.40	5.55	4.70	3.85	3.00	2.15
52 wk	6.00	5.20	4.40	3.60	2.80	2.00

### BURLINGTON

Kit Carson County-Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

#### KNAB

1967

Subscriber to the NAB Radio Code  
Media Code 4 206 0770 7.00  
Al Ross, dba/Burlington Radio Co., Box 516, Burlington, Colo. 80807. Phone 303-346-8600.

- PERSONNEL**  
Owner/Manager-Al Ross.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w.; 1140 kc. Non-directional.  
Operating schedule: MST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 41 ET 10/15/72-Rec'd 3/11/74.  
A-Mon thru Sat 6-9 am, noon-1 pm & 4:30-7 pm.  
B-All other times.

**7. PACKAGE PLANS**

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	3.75	3.50	3.25	3.05	2.80	2.55
30 sec.	3.00	2.80	2.60	2.45	2.25	2.05
10 sec.	1.90	1.75	1.65	1.55	1.40	1.30

**CLASS B**

1 min.	CLASS B					
	2.80	2.55	2.35	2.10	1.85	1.60
30 sec.	2.25	2.05	1.90	1.70	1.50	1.30
10 sec.	1.40	1.30	1.20	1.05	0.95	0.85

### CANON CITY

Fremont County-Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

#### KRLN

1947

Subscriber to the NAB Radio Code  
Media Code 4 206 0840 6.00  
KRLN, Inc., Box 511, Canon City, Colo. 81212.

- PERSONNEL**  
General Manager-Martin Nonhof.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States, Kansas City-Bob Hix Co., Inc.  
Minneapolis-Wayne-Ervans & Associates, Inc.
- FACILITIES**  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 5:45 am-10 pm.
- AGENCY COMMISSION**  
15/0; payable within 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 2A ET 1/1/71-Rec'd 1/20/71.

**7. PACKAGE PLANS**

PER WK, EA:	A			
	1 ti	12 ti	24 ti	36 ti
1 min.	4.20	4.00	3.80	3.60
30 sec.	3.10	2.90	2.70	2.50
10 sec.	2.10	1.90	1.70	1.50

**ANNUAL PLAN**  
Advertisers contracting in advance for 312/624/936 spots within a 52-week period will earn 12/24/36 plan rate, regardless of number of spots run in any 1 week. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.

# COLORADO SPRINGS

(7 AM; 7 FM)  
(including Manitou Springs, Security)

El Paso County-Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

#### KEDI KCMS (FM)

1956 1953

Media Code 4 206 0980 2.00  
Black Forest Development Co., Box 1072, 68 Minnehaha Ave., Manitou Springs, Colo. 80829. Phone 303-685-5698.

- PERSONNEL**  
General Manager-D. H. Connolly.  
Program Director-Stevie Scott.
- REPRESENTATIVES**  
Radio Time Sales/International.
- FACILITIES**  
500 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.  
FM-KRP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 2,080 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6b, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22b, 26, 29a.  
Cancellation: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71b, 73a.

**TIME RATES**  
ET 1/1/72-Rec'd 3/27/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	A					
	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	6.00	5.70	5.40	5.10	4.80	4.50
30 sec.	5.00	4.70	4.40	4.10	3.80	3.50
15 sec.	4.00	3.70	3.40	3.10	2.80	2.50

### KKFM (FM)

1958

COLORADO SPRINGS

Subscriber to the NAB Radio Code  
Media Code 4 206 1120 4.00  
Ski Hill, Inc., The Garden Valley Center, 2680 S. Circle Dr., Colorado Springs, Colo. 80906. Phone 303-576-9292.

- STATION'S PROGRAMMING DESCRIPTION**  
KKFM (FM): MUSIC: progressive rock, country rock, folk, folk rock, jazz and rhythm & blues.  
Contact representative for further details. Rec'd 11/2/72.
- PERSONNEL**  
Station Manager-Richard C. Baker.  
Broadcast Manager-Bob Reid.  
Sales Manager-Frank Martinez.
  - REPRESENTATIVES**  
The Standberg-Glenn Company.
  - FACILITIES**  
ERP 23,000 w.; 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 2,300 ft. above average terrain.
  - AGENCY COMMISSION**  
15% time only; payable within 10 days.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 28a, 28a, 30, 33b.  
Cancellation: 40a, 41, 42a, 42c, 43, 44a, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 ET 6/1/74-Rec'd 6/27/74.

A-Mon thru Fri 6-9 am & 4 pm-mid



**Colorado Springs—K K F M (FM)—Continued**  
**10. SPECIAL FEATURES**

**NEWS**  
 A—Mon thru Fri 8:15 am, 5:15, 7:15, 10:15 pm;  
 Sat & Sun 7:15 & 10:15 pm.  
 B—Mon thru Fri 12:15 pm; Sat & Sun 12:15 &  
 5:15 pm.  
 C—Mon thru Fri 1:15 & 4:15 am; Sat & Sun 1:15,  
 4:15 & 8:15 am.  
 1-min flat rate per class—longevity discount ap-  
 plies. Incl 7 15-min per class containing 3 1-min  
 availabilities.  
 A, B & C combinable for frequency discounts.

**KPIK**

1957  
**COLORADO SPRINGS**



Media Code 4 206 1260 6.00

Western Broadcasting Co., Box 2440, Mayfair Hotel,  
 Colorado Springs, Colo. 80901. Phone 303-634-1593.

- PERSONNEL**  
 General Manager—Bonnie Paris.  
 Assistant Manager—George James.  
 Sales Manager—Everett Murray.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 8,000 w. days; 1580 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. MST.  
 Partial simulcast operation. Simulcast sunrise-local  
 sunset. For non-simulcast facilities see KPIK-FM.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7d.  
 Rate Protection: 15b.  
 Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a,  
 26, 28b, 28c, 29b, 30.  
 Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48,  
 49, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 60i, 61a, 62d.  
 Cancellation: 70a, 70c, 71a, 73a, 73b.  
 Prod. Services: 80.  
 Affiliated with American Contemporary Network.  
 Member: The Intermountain Network.

**TIME RATES**

**AM/FM COMBINATION**  
 No. 1 Eff 9/1/72—Rec'd 9/11/72.  
 AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
 A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-  
 6 pm.

**7. PACKAGE PLANS**

PER WK:	CLASS AA			
	6 ti	12 ti	18 ti	24 ti
1 min.	12.00	11.40	10.80	10.20
30 sec.	9.60	9.10	8.70	8.20
1 min.	CLASS A			
	6 ti	12 ti	18 ti	24 ti
1 min.	10.80	10.30	9.90	9.60
30 sec.	8.70	8.20	7.90	7.50

**KPIK-FM**

1966  
**COLORADO SPRINGS**



Media Code 4 206 1261 6.00

Western Broadcasting Co., Box 2440, Mayfair Hotel,  
 Colorado Springs, Colo. 80901. Phone 303-634-1503.

- FACILITIES**  
 ERP 30,000 w.; 93.9 mc.  
 Operating schedule: 24 hours. MST.  
 Antenna ht.: 340 ft. above average terrain.  
 Partial simulcast operation. Operated separately local  
 sunset to midnight. For simulcast facilities see  
 KPIK.
- GENERAL ADVERTISING** See coded regulations  
 Sold in combination with KPIK. See that listing  
 for rates.

**TIME RATES**

Eff 9/1/72—Rec'd 9/11/72.  
 B—7 pm-midnight.  
 C—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS B			
	6 ti	12 ti	18 ti	24 ti
1 min.	7.90	7.20	6.60	6.00
30 sec.	5.20	4.80	4.40	4.00
1 min.	CLASS C			
	6 ti	12 ti	18 ti	24 ti
1 min.	3.60	3.30	3.00	2.70
30 sec.	2.40	2.20	2.00	1.80

**KRDO**

1947  
**COLORADO SPRINGS**



Subscriber to the NAB Radio Code

Media Code 4 206 1400 0.00  
 Pikes Peak Broadcasting Co., Box 1457, 399 S. 8th  
 St., Colorado Springs, Colo. 80901. Phone 303-  
 632-1515.

- PERSONNEL**  
 President—Harry W. Hoth, Jr.  
 General Manager—Jay E. Gardner.  
 Manager—Ed Wittrock.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 John L. McGuire, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1240 kc.  
 Non-directional.  
 Operating schedule: 24 hours. MST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10c, 11b, 12c, 13e, 14e.  
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,  
 28a, 29a.  
 Contracts: 40a, 42a, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 60f.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American Information Network.  
 Affiliated with ATA Radio Network.

**TIME RATES**

No. 26 Eff 6/1/74—Rec'd 5/2/74.  
 AA—Mon thru Fri 6-10 am.  
 A—Mon thru Fri 3-7 pm.  
 B—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-  
 7 pm.

**6. SPOT ANNOUNCEMENTS**

PER	CLASS AA			
	1 wk	13 wk	26 wk	52 wk
1 wk	17.20	10.80	16.40	10.50
6 ti	15.20	10.40	14.80	10.40
12 ti	13.65	9.80	13.25	9.40
18 ti	12.45	9.25	11.30	8.85
24 ti	11.70	8.65	11.30	8.25

**CLASS A**

1 ti	6 ti	12 ti	18 ti	24 ti
12.95	8.65	12.60	8.30	12.25
12.25	8.05	11.90	7.70	11.55
12 ti	10.80	7.65	10.45	7.30
18 ti	9.75	7.25	9.40	6.90
24 ti	8.65	6.90	8.30	6.35

**CLASS R**

1 ti	6 ti	12 ti	18 ti	24 ti
9.35	6.25	9.10	6.05	8.90
8.95	6.00	8.75	5.80	8.50
12 ti	8.60	5.60	8.30	5.40
18 ti	8.20	5.35	7.95	5.10
24 ti	7.40	5.10	7.20	4.90
36 ti	6.65	4.60	6.45	4.40

(\*) 30 sec

**7. PACKAGE PLANS**

TAP—1/6AA, 1/6A, 1/3B, 1/3C

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	8.50	7.85	7.30	6.65	6.25
30 sec.	5.65	5.30	5.00	4.75	4.50

**10. SPECIAL FEATURES**

**5 MINUTE NEWSCASTS**

PER WK:	1 wk	13 wk	26 wk	52 wk
1 ti	15.00	14.00	13.00	12.00
6 ti	14.00	12.75	11.50	10.00
12 ti	12.00	11.00	10.00	9.00
1 ti	6.50			
	6 ti	12 ti	18 ti	24 ti
1 ti	6.50	6.00	5.50	5.00
6 ti	5.50	5.00	4.50	4.00
12 ti	5.00	4.50	4.00	3.50

(\*) Mon thru Fri 6-10 am & 3-7 pm; Mon thru  
 Sat noon-12:30 pm.  
 (†) Mon thru Fri 10 am-noon & 12:30-3 pm; Sat  
 6 am-7 pm except noon-12:30 pm; Sun 6 am-7  
 pm.  
 (‡) Mon thru Sun 7 pm-midnight; Tues thru Sun  
 midnight-5 am.

**KRDO-FM**

1969  
**COLORADO SPRINGS**



Subscriber to the NAB Radio Code

Media Code 4 206 1401 8.00  
 Pikes Peak Broadcasting Co., Box 1457, 399 S. 8th  
 St., Colorado Springs, Colo. 80901. Phone 303-  
 632-1515.  
 See affiliated AM station for additional information.

- FACILITIES**  
 ERP 96,000 w.; 95.1 mc. Stereo.  
 Operating schedule: 24 hours. MST.  
 Antenna ht.: 2,010 ft. above average terrain.

**TIME RATES**

No. 4 Eff 6/1/74—Rec'd 5/2/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	158x	260x	520x
1 min	10.50	10.00	9.50	9.00	8.50	7.50
30 sec	9.50	9.00	8.50	7.50	7.00	6.50

**7. PACKAGE PLANS**

**7 CONSECUTIVE DAYS**

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	9.50	9.00	8.50	7.50	7.00
30 sec.	8.50	7.50	7.00	6.50	6.00

**KRYT**

1964  
**COLORADO SPRINGS**

Media Code 4 206 1540 3.00  
 Business Office and Studio—847 S. Circle Dr., Col-  
 orado Springs, Colo. 80910. Phone 303-634-4118.

- STATION'S PROGRAMMING DESCRIPTION**  
 KRYT: MUSIC: MOR with emphasis on established  
 musical personalities & spotlight emphasis on new  
 personalities & groups. All musical personalities are  
 augmented by local personality showcase programs.  
 Contact Representative for further details. Rec'd  
 4/7/71.

- PERSONNEL**  
 Owner & Gen'l Mgr.—William S. Cook.
- REPRESENTATIVES**  
 New York—Herbert E. Groskin & Co.  
 Los Angeles—Harlan G. Oakes, Inc.
- FACILITIES**  
 1,000 w. days; 1530 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. MST.  
 Partial simulcast operation. Simulcast during AM  
 operational hours. For non-simulcast facilities see  
 KRYT-FM.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 Member: The Groskin Group.

**TIME RATES**

**AM/FM COMBINATION**  
**NATIONAL AND LOCAL RATES SAME**  
 Eff—Rec'd 8/6/69.

**6. SPOT ANNOUNCEMENTS**

1x	15x	30x	60x	125x	250x	500x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50

**8. PROGRAM TIME RATES**

1x	15x	30x	60x	125x	250x	500x
1 hr.	70	67	64	61	58	55
1/2 hr.	53	50	48	46	44	42
5 min.	30	29	28	27	26	25

**KRYT-FM**

1967  
**COLORADO SPRINGS**

Media Code 4 206 1541 1.00  
 William S. Cook, 847 S. Circle Dr., Colorado Springs,  
 Colo. 80910. Phone 303-634-4118.  
 See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
 KRYT-FM: 6 am-3 pm same as AM. After 3 pm  
 format of mixed instrumentals & vocals with a mix-  
 ture of standard jazz included. Contact Representa-  
 tive for further details. Rec'd 4/7/71.

- FACILITIES**  
 ERP 28,000 w.; 101.9 mc. Stereo.  
 Operating schedule: 6-2 am. MST.  
 Antenna ht.: 340 ft. above average terrain.  
 Partial simulcast operation. Operated separately local  
 sunset-2 am. For simulcast facilities see KRYT.
- GENERAL ADVERTISING** See coded regulations  
 Member: The Groskin Group.  
 Sold in combination with KRYT. See that listing  
 for rates.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
 Eff—Rec'd 8/6/69.

**6. SPOT ANNOUNCEMENTS**

1x	15x	30x	60x	125x	250x	500x
1x	5.00	4.75	4.50	4.25	4.00	3.75

**6. PROGRAM TIME RATES**

1 hr.	15x	30x	60x	125x	250x	500x
1 hr.	35.00	33.50	32.00	30.50	29.00	27.50
1/2 hr.	26.50	25.00	24.00	23.00	22.00	21.00

**KSSS**

1955  
**COLORADO SPRINGS**



Subscriber to the NAB Radio Code

Media Code 4 206 1680 7.00  
 Northwest Publications, Inc., Box 2589, 3939 E. San  
 Miguel, Colorado Springs, Colo. 80901. Phone  
 303-598-5000.

- STATION'S PROGRAMMING DESCRIPTION**  
 KSSS: MUSIC: Modern country blended with pop-  
 ular folk oriented hits. NEWS: local & regional at  
 5:50 & 10 with network at :30. Sports: complete  
 coverage high school & college with scores as avail-  
 able throughout day. Network & local/regional re-  
 ports on public affairs. Mobile units for news,  
 traffic & special events coverage. M-F, tele/talk  
 show 10-11 am & 2-3 pm. Contact Representative  
 for further details. Rec'd 3/26/73.

- PERSONNEL**  
 General Manager—Wes Bradley.  
 National/Regional Sales—Prentiss E. Rowe.  
 Local Sales Manager—Herb James.
- REPRESENTATIVES**  
 Savall/Gates, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 740 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c,  
 25a, 29a, 33a.  
 Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48,  
 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b,  
 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with MBS.

**TIME RATES**

No. 11 Eff 5/15/74—Rec'd 7/1/74.  
 AA—Mon thru Fri 6-9 am & 4-6 pm.  
 A—Mon thru Fri 9 am-4 pm & 6-9 pm; Sat & Sun  
 all day.  
 B—Mon thru Sun 9 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA		CLASS A	
	1 min	30 sec	1 min	30 sec
1 ti	7.00	6.00	4.00	3.50
12 ti	6.70	5.70	3.80	3.30
24 ti	6.40	5.40	3.60	3.10
36 ti	6.10	5.10	3.40	2.90

Specified time: AA rate.

**7. PACKAGE PLANS**

**740 PACKAGE**

BTA, 30-DAY PERIOD:	30 ti	60 ti	100 ti
1 min	167.40	307.40	487.40
30 sec	137.40	247.40	387.40

**TOTAL AUDIENCE PLAN**

PER WK, EA:	1 min	30 sec
10 ti (2AA, 6A, 2B)	5.60	4.70
20 ti (4AA, 12A, 4B)	5.35	4.45
30 ti (6AA, 18A, 6B)	5.05	4.15

**ANNUAL PACKAGES**

PER YR:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
300 x	6.75	5.75	5.00	5.75	4.75	3.00
600 x	6.25	5.25	3.25	5.25	4.25	2.75
1200 x	5.75	4.75	3.00	4.75	3.75	2.50
1800 x	5.25	4.25	2.75	4.25	3.25	2.25

Must be scheduled & run a minimum of 80% of  
 monthly average of spots. 30% may be for special  
 events; within contract period.

- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 Member: The Groskin Group.
- PARTICIPATING PROGRAMS**  
 (\*)—Jo Ann Rowe Party Line, Mon thru Fri 10-11  
 am & 2-3 pm.  
 (†)—Happenings With Jo Ann Rowe, Mon thru Sat  
 9:25 am & 12:25 pm.

# COLORADO

## Colorado Springs—KWYD (FM)—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
KWYD (FM): MUSIC. Modern country. NEWS: Local, military/government. SPORTS: Local prep school play-by-play Rec'd 3/8/74.

**1. PERSONNEL**  
General Manager—Edward J. Patrick.  
Sales Manager—James Fagg.  
Operations Director—Rick Martin.

**2. FACILITIES**  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht. 58 ft. below average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10a, 11a, 12a, 13a, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c.  
Cancellation: 70a.

### TIME RATES

No. 3 ER 1/1/74—Rec'd 3/8/74.  
AAA—Mon thru Sat 6-11 am.  
AA—Mon thru Sat 11:01 am-9 pm; Sun all day.  
A—Mon thru Sat 9:01 pm-midnight.

**4. SPOT ANNOUNCEMENTS**

PER WK.	AAA	AA	A
1 min	9.00	7.00	5.00
30 sec	3.00	2.33	1.67
15 sec	1.50	1.17	.83

**5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10a, 11a, 12a, 13a, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c.  
Cancellation: 70a.

### KYSN

1956  
COLORADO SPRINGS

Media Code 4 206 1960 3.00  
Business Office and Studio—Box 1715, 146 W. Arvada, Colorado Springs, Colo. 80901. Phone 303-634-1511.

**1. PERSONNEL**  
President—Donald T. Harding, Jr.  
Vice-Pres. & Gen'l Mgr.—John H. Lambert.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Denver—Mountain Media.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1460 kc.  
Directional—night only.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 14h.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 23b, 24a, 24c, 25c, 26, 28b, 28c, 29b, 30, 31.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 61a, 62b, 62d.  
Cancellation: 70b, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ER 10/1/73—Rec'd 6/3/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6-10 am & 7-10 pm.

**7. PACKAGE PLANS**

PER WK. 1 MIN.	CLASS AA	6 ti	12 ti	18 ti	24 ti
1 wk	12.00	11.25	10.50	9.75	9.00
13 wk	11.50	10.75	10.00	9.25	8.50
26 wk	11.00	10.25	9.50	8.75	8.00
52 wk	10.50	9.75	9.00	8.25	7.50

**8. SPECIAL FEATURES**  
5-min news—1 1/2x applicable 1-min.

## CORTEZ

Montezuma County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

### KVFC

1955

Subscriber to the NAB Radio Code  
Media Code 4 206 2100 3.00  
Sound 74, Inc., Box 740, KVFC Bldg., Cortez, Colo. 81321. Phone 303-565-3463.

**STATION'S PROGRAMMING DESCRIPTION**  
KVFC: Programmed for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Rich Hamilton.

**2. REPRESENTATIVES**  
RRR-IMN Sales Division.

**3. FACILITIES**  
1,000 w.; 740 kc. Directional—nights.  
Operating schedule: 6 am-midnight. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Intermountain Network.

### TIME RATES

No. 42 ER 7/1/74—Rec'd 5/28/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm;  
Sun noon-6 pm.  
B—Mon thru Sat 10 am-noon, 1-3 pm & 7 pm-midnight; Sun 6 am-noon & 6 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

PER WK.	CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.95	6.65	6.25	5.90	5.55
30 sec	5.55	5.30	5.00	4.75	4.45
15 sec	3.50	3.35	3.15	3.00	2.80

## CRAIG

Moffat County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### KRAI

1948

Subscriber to the NAB Radio Code  
Media Code 4 206 2240 9.00  
Northwestern Colorado Broadcasting Co., Box 65, Craig, Colo. 81626. Phone 303-824-6574.

**1. PERSONNEL**  
Gen'l Mgr. & Vice-Pres.—Richard Bonderud.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Mountain States—Bob Hix Co., Inc.

**3. FACILITIES**  
5,000 w. days, 500 w. nights; 550 kc.  
Directional—night only.  
Operating schedule: 8 am-10 pm. MST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 5 A ER 12/1/73—Rec'd 12/18/73.

PER WK. EA:	1 ti	12 ti	24 ti	36 ti
1 min	3.80	3.50	3.20	2.90
30 sec	3.00	2.70	2.40	2.10

**ANNUAL PLAN**  
Contract advertiser using 312/624/936 spots within a 52-week period will earn the 12/24/36 plan rate, regardless of number run in any one week. In event, contract is not fulfilled, schedules will be adjusted to rate earned each week.

## DELTA

Delta County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

### KDTA

1955

Media Code 4 206 2380 3.00  
Monarch Broadcasting Co., Box 452, Delta, Colo. 81416. Phone 303-874-4544.

**1. PERSONNEL**  
President & Gen'l Mgr.—D. E. Towne.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
Advertising Sales West.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ER 3/1/70—Rec'd 2/5/70.

PER WK.	1x	13x	26x	39x	52x
1 min	3.90	3.80	3.70	3.60	3.50
30 sec	2.30	2.25	2.20	2.10	1.90
20 sec	1.50	1.45	1.40	1.35	1.25

**6. SPOT ANNOUNCEMENTS**

PER WK.	1x	13x	26x	39x	52x
1 min	3.10	3.00	2.70	2.30	2.00
30 sec	1.80	1.70	1.60	1.40	1.20
20 sec	1.20	1.10	1.00	.90	.80

## DENVER (17 AM; 9 FM)

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

Denver, Denver County—Map Location E-5  
Aurora, Adams County—Map Location F-6  
Englewood, Arapahoe County—Map Location F-5  
Lakewood, Jefferson County—Map Location E-5  
Littleton, Arapahoe County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm)		Midnight	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
A	80	53	70	48	48	48	48	48
B	76	44	58	46	46	46	46	46
C	57	43	52	45	45	45	45	45
D	52	42	51	32	32	32	32	32
AVERAGE	66	46	58	43	43	43	43	43

## Denver Metro Market Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
Rates: See The Intermountain Network under Regional Radio Networks and Groups.  
Comprised of:  
KLAQ, KLAQ-FM—KVOR—Colorado Springs  
Denver  
KBOL—Boulder  
KPCB—Pueblo

### KAAT

1972  
DENVER

## Contemporary Good Music

Media Code 4 206 2415 7.00  
Radio Colorado Corp., 1790 Grant St., Denver, Colo. 80203. Phone 303-573-1090.

**1. PERSONNEL**  
President—John Gayer.  
General Manager—L. T. Jones.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
50,000 w.; 1090 kc. Directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15d, 16.

Basic Rates: 20a, 21a, 21b, 22a, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33a.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 51a.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.

Prod. Services: 81.

### TIME RATES

ER—Rec'd 10/30/72.

PER WK.	Rec'd 10/30/72.			
	1 wk	13 wk	26 wk	52 wk
1 min	27	25	21	19
6 ti	28	22	19	17
12 ti	25	21	18	16
18 ti	24	20	17	15
24 ti	23	19	16	14
30 ti	22	18	15	13

(\*) 30 sec.  
Specified time, extra 10%.  
ID's: 50% of 1-min. ROB: 1/3 ea daypart.

**7. PACKAGE PLANS**

**BULK PLANS**

	600x	1200x	1800x
1 min	18	16	14
30 sec	14	12	10
PER MO:	100 ti	200 ti	300 ti
1 min	20	16	12
30 sec	16	12	8

**8. SPECIAL FEATURES**  
NEWS/WEATHER/SPORTS/MARKET REPORTS  
PER WK. 5 MIN: 13 wk 26 wk 52 wk  
3 ti 45 40 35  
6 ti 40 35 30  
12 ti 35 30 25

ID's: 50% of 1-min.

### KADX (FM)

1956  
DENVER

## American FM Network

Media Code 4 206 2450 4.00  
Columbine Broadcasting Co., Inc., 9805 E. Iliff, Denver, Colo. 80231. Phone 303-755-1213.

**STATION'S PROGRAMMING DESCRIPTION**  
KADX (FM): MUSIC: popular and jazz, 6 am-6 pm; all jazz, 6 pm-6 am. Rec'd 4/1/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth B. Lange.  
Vice-President—Peter D. Smythe.

**2. FACILITIES**  
ERP 100,000 w.; 105.1 mc. Stereo.  
Operating schedule: 24 hours. MST.  
Antenna ht. 175 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 8.  
Rate Protection: 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20a, 21b, 22a, 23b, 24a, 25a, 28c, 29b, 33c.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.

Affiliated with American FM Network.

### TIME RATES

ER 8/1/74—Rec'd 8/12/74.  
AA—Mon thru Sat 6-9 am & 6 pm-midnight.  
A—Mon thru Sat 9 am-6 pm; Sun noon-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK.	CLASS A							
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	22	18	16	14	18	14	12	11
30 sec	18	16	14	12	14	12	11	10

## KBPI (FM)

1965  
DENVER



Subscriber to the NAB Radio Code

Media Code 4 206 2520 4.00  
Progressive Broadcasters, Inc., 4460 Morrison Rd., Denver, Colo. 80219. Phone 303-926-2313.

**STATION'S PROGRAMMING DESCRIPTION**  
KBPI (FM): Programmed for 18-25 year old audience.

**MUSIC:** Popular progressive rock, from local album sales monitors, through the largest record outlets.

**NEWS & PUBLIC AFFAIR:** regularly scheduled ecological reports. History & development of music programs. Relevant, concise religious features. Public service to all non profit community service agencies.

**NEWS:** specifically directed to youth audience & is predominantly of local interest. COMMERCIAL POLICY: limited to not more than 12 commercials per hr of four breaks, not more than 90 seconds each. Contact Representative for further details. Rec'd 8/1/73.

**1. PERSONNEL**  
National Sales Manager—Dennis Linsin.  
Program Director—Frank Felix.

**2. REPRESENTATIVES**  
ABC FM Spot Sales.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 200 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 28c, 29b, 30, 31, 33a.

Contracts: 40b, 41, 42a, 42c, 43, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60e, 60g, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

Competing advertisers will be guaranteed a minimum of 20 minutes separation on any log. No more than one commercial per hour for any one advertiser.

### TIME RATES

No. 4 ER 6/1/74—Rec'd 5/13/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am & midnight-1 am.  
All Night—Mon thru Sun 11-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK.	CLASS AA				CLASS A			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	48	46	45	43	39	37	37	35
12 ti	46	44	43	41	37	35	35	34
18 ti	45	43	42	40	36	34	34	33



Denver—K DEN—Continued

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & all other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
1 min	30 sec	1 min	30 sec
6 ti	25.00	20.00	24.00
12 ti	24.00	19.20	23.00
18 ti	23.00	18.40	22.00
24 ti	22.00	17.60	21.00
30 ti	21.00	16.80	20.00
36 ti	20.00	16.00	19.00

**7. PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	19.00	18.00	17.00	16.00	15.00
30 sec	16.00	15.20	14.40	13.60	12.80	12.00

PER MO: 25 ti 50 ti 75 ti 100 ti 125 ti 150 ti  
1 min: 15.00 14.00 13.00 12.00 11.00 10.00  
30 sec: 12.00 11.20 10.40 9.60 8.80 8.00

**DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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**KDKO**

1957

LITTLETON

**Rhythm & Blues**

NAB

Media Code 4 206 2940 4.00  
KDKO, Inc., Box 418, 9000 S. Santa Fe Dr., Littleton, Colo. 80120. Phone 303-794-4211.  
Studio/Transmitter: 13208 N. US Hwy. 85, Littleton, Colo. 80120.

**STATION'S PROGRAMMING DESCRIPTION**  
KDKO: Programmed for black & general interest 18 and older.

**MUSIC:** 100% rhythm & blues & black artists. Black and white AIR PERSONALITIES. NEWS: network & local at :50. Employment news 6:15 am. Black obituaries 8:30 am. Gracis classified ads 10:15 am. 2:15 & 7:15 pm. SPORTS: network sports, local sports 7:15 am, 12:15, 5:15 & 11:15 pm. College football. Contact Representative for further details. Rec'd 7/22/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—David M. Segal.  
Continuity Director—Darlene Thornadyke.

**2. REPRESENTATIVES**  
New York, Chicago, West Coast—Bob Dore Associates, Inc.

**3. FACILITIES**  
5,000 w. nights, 1,000 w. days; 1510 kc. Directional—separate pattern day and night.  
Operating schedule: 20 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 27, 28, 29a, 29b, 30, 31.  
Contracts: 40a, 41, 43, 45, 46, 47a, 48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60c, 60e, 61c, 62b.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with Mutual Black Network.  
Member: Farm Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 3/25/74.

**7. PACKAGE PLANS**

**BULK SPOTS**

YRLY (1/3 SPECIFIED):	1 min	30 sec
500 x (40 per mo minimum)	10.00	7.50
1000 x (80 per mo minimum)	9.00	6.75

Short rate applicable on bulk contracts

**PER WK:** 6 ti 12 ti 18 ti 24 ti 36 ti  
1 min: 20.00 18.00 16.00 14.00 12.00  
30 sec: 15.00 13.50 12.00 10.50 9.00  
10 sec: 10.00 9.00 8.00 7.00 6.00

**10. SPECIAL FEATURES**  
5-min nat'l/local news at :50..... 25 6 ti 12 ti  
13-wk minimum.

**KERE**

1961 DENVER



**Buckley Radio Sales, Inc.**

A Mission Broadcasting Co. Station  
Media Code 4 206 3810 5.00  
Mission Denver Co., Box 2097, Denver, Colo. 80201.  
Phone 303-534-5373.

**STATION'S PROGRAMMING DESCRIPTION**  
KERE: Programmed for general adult interest.  
**MUSIC:** modern country with PERSONALITIES:  
NEWS: 5-minutes at :35, 2-minute headlines at :30 during drive times, 3 mobile news units. Frequent time & weather reports. Contact Representative for further details. Rec'd 8/30/74.

**1. PERSONNEL**  
President—Jack Roth.  
Vice-Pres. & Gen'l Mgr.—Eugene P. Winans.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
5,000 w.; 710 kc. Directional—same pattern day and night.  
Operating schedule: 24 hours. MST.

**4. AGENCY COMMISSION**  
15% time only; 20th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a.  
Basic Rates: 20a, 23a, 23b, 25a, 29a.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.  
Cancellation: 70a, 70c, 71a, 72, 13a.  
Affiliated with MBS.

**TIME RATES**

No. 1 ET 9/1/73—Rec'd 8/31/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 5-6 am & 7 pm-midnight.  
B—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

**CLASS AAA**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	42	40	36	34	32
30 sec	34	32	29	27	26
10 sec	25	24	22	20	19

**CLASS AA**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	40	37	34	31	28
30 sec	32	29	26	24	22
10 sec	24	22	20	18	17

**CLASS A**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	26	23	21	19	18
30 sec	21	18	17	15	14
10 sec	16	14	13	11	10

**7. PACKAGE PLANS**

**WEEKLY CIRCULATION PLANS**  
(1/4 AM & PM Drive, 1/4 Wknds, 1/4 Hswf, 1/4 Night Time)

**PER WK:** 12 ti 20 ti 24 ti 36 ti  
1 min: 300 460 528 720  
30 sec: 240 360 408 576  
10 sec: 180 280 312 432

Preemptible. Spots will be made good in comparable time periods. WCP do not earn connec wk or contribute to WCP for further frequency discounts. May combine with min. 30-sec & 1D's to earn wkly frequency discounts on face of card rates only.

**KFML KFML-FM**

1955 DENVER

Media Code 4 206 3080 8.00  
KFML Broadcasting, Inc., 290 Fillmore St., Denver, Colo. 80206. Phone 303-399-1390.

**STATION'S PROGRAMMING DESCRIPTION**  
KFML: MUSIC: free form; rock, jazz, classical, country, folk, blues, rhythm & blues & electronic. Contact Representative for further details. Rec'd 6/1/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph R. McGoey.  
Sales Manager—Scott Coen.  
Program Director—Bill Ashford.

**2. REPRESENTATIVES**  
ABC FM Spot Sales.

**3. FACILITIES**  
5,000 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
FM-ERP 10,000 w.; 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 671 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24c, 27, 28a, 28c, 29a, 33a.

Comb.: Cont. Discounts: 60d, 60f, 60h, 60j, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

No. 4 ET 15/72—Rec'd 8/24/72.  
AAA—Mon thru Sun 3 pm-10 am.  
AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	24	22	21	20
AA	22	20	19	18
A	19	16	15	14

30 sec: 80% of 1-min.

**KFSC**

1954 DENVER

NAB

Subscriber to the NAB Radio Code  
Media Code 4 206 3220 0.00  
KFSC, 2185 Broadway, Denver, Colo. 80205. Phone 303-722-8935.

**1. PERSONNEL**  
Owner—Estate of Paco Sanchez.  
Station Manager—Levi J. Beall.  
General Sales Manager—Andres Neidig.

**2. REPRESENTATIVES**  
New York, Chicago—Caballero Spanish Media, Inc.

**3. FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Copy translated into Spanish at no extra charge.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 1/1/73—Rec'd 12/28/72.

**6. SPOT ANNOUNCEMENTS**

1 min	12 sec	30 sec
10	12	30

**7. PACKAGE PLANS**  
1000 x 1 min..... 10  
1000 x 30 sec..... 8

**8. PROGRAM TIME RATES**  
1 x..... 60 35 20  
1/2 hr 1/4 hr 6 min

**KGMC**

1952 ENGLEWOOD

Media Code 4 206 3360 4.00  
MacLeo Radio Inc., 3 W. Princeton Ave., Englewood, Colo. 80110. Phone 303-761-1150.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMC: News talk. NEWS: 5 hours daily continuous news in drive times. Other hours: news talk (call-in conversation & guests related to developing news events). Rec'd 5/31/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. McWilliams.  
Sales Manager—Vern Wickre.

**3. FACILITIES**  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**NATIONAL AND LOCAL RATES SAME**  
ET 7/74—Rec'd 8/1/74.

**7. PACKAGE PLANS**

PER YR. BTA:	1x	32x	260x	500x	1000x
1 min	12.00	10.00	8.00	7.00	6.50
30 sec	9.00	7.50	6.50	5.50	5.00
10 sec	6.00	5.00	4.50	4.00	3.50

**PER MO. BTA:** 30 ti 60 ti 90 ti 100 ti 300 ti  
1 min: 8.50 7.50 7.00 6.00 5.00  
30 sec: 6.50 6.00 5.50 4.75 3.75  
10 sec: 4.50 4.00 3.50 3.25 3.00

**10 DAY PKG. BTA:** 20 ti 40 ti 60 ti  
1 min: 8.00 7.50 7.00  
30 sec: 6.50 6.00 5.50  
10 sec: 4.50 4.00 3.50

**10. SPECIAL FEATURES**

WEWS:	1x	52x	312x	624x
5 min	18	15	14	9
10 min	25	22	20	12

5 min. incl. open, close plus 1 1-min spot; 10 min. incl. open, close plus 2 1-min spots.

**KHOW**

1925 DENVER



A Doubleday Station

**RADIO ADVERTISING REPRESENTATIVES, INC.**

NAB RAB

Media Code 4 206 3500 3.00  
Doubleday Broadcasting Co., Petroleum Club Bldg., Denver, Colo. 80202. Phone 303-266-2611.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John R. Lego.  
General Sales Manager—Roy Thomason.  
National Sales Manager—Art Knott.

**2. REPRESENTATIVES**  
Radio Advertising Representatives, Inc.  
Texas—John Vacca.

**3. FACILITIES**  
5,000 w.; 630 kc. Directional—night only.  
Operating schedule: 24 hours daily. MST.  
Partial simulcast operation. Simulcast 6 am-6 pm.  
For non-simulcast facilities see KHOW-FM.

**4. AGENCY COMMISSION**  
15% time only; payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 28b, 28c, 29a, 32b, 33a.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 18 ET 6/1/74—Rec'd 5/3/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
B—Mon thru Sun 7 pm-midnight; Sun 5-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
1 min	100	82	55
30 sec	90	74	50
10 sec	72	58	38
6 ti	68	51	32
12 ti	63	47	27

**7. PACKAGE PLANS**

6 ti (1AAA, 1AA, 2A, 2R)	1 min	30 sec	10 sec
12 ti (2AAA, 3AA, 3A, 4B)	50	40	25
18 ti (4AAA, 4AA, 5A, 5R)	45	36	22
24 ti (6AAA, 6AA, 6A, 6B)	41	32	19
	36	27	16

**10. SPECIAL FEATURES**

PER WK:	1 ti	3 ti	6 ti	12 ti	1 ti	3 ti	6 ti	12 ti
1 wk 115	110	104	97	105	100	94	87	
26 wk 110	105	99	92	100	95	89	82	
52 wk 105	100	94	87	95	90	84	77	

**5 MINUTE NEWSCASTS**

PER WK:	1 ti	3 ti	6 ti	12 ti	1 ti	3 ti	6 ti	12 ti
1 wk 75	70	64	57	60	55	49	43	
26 wk 70	65	59	52	57	52	46	39	
52 wk 68	63	57	40	54	49	43	36	

10-min newscasts—5-min rate plus 15.00.

**COLORADO**

SKY SPY—6-9 AM & 3-6 PM  
Minimum 6 programs per wk. Incl open or close plus 30 sec or 1-min spot, 30-sec/1-min rate plus 15%.

**KHOW-FM**

1966 DENVER

NAB RAB

Media Code 4 206 3501 3.00  
Doubleday Broadcasting Co., Petroleum Club Bldg., Denver, Colo. 80202. Phone 303-266-2611.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
National Sales Manager—Arthur L. Knott.  
Program Supervisor—Charley Martin.

**3. FACILITIES**  
ERP 51,000 w. (horiz.), 51,000 w. (vert.); 95.7 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 725 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 pm-



# COLORADO

Denver—Continued



**KLAK KLAK-FM**  
1955 1966  
LAKEWOOD

**ROBERT E. EASTMAN & CO., INC.**  
**Country Music**

RAB

Media Code 4 206 3920 5.00  
Lakewood Broadcasting Service, Inc., 7075 W. Hampden Ave., Denver, Colo. 80227. Phone 303-985-8771.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLAK: MUSIC: modern country hits & classics are presented by AIR PERSONALITIES. Regular audience participation contests & promotions. NEWS: weather & sports featured each hour with emphasis on mobile reports from 7 mobile units. Traffic reports in drive times. Remote broadcasts & personality appearances regularly. FARM: 5-6 am M-Sat; livestock & grain market reports. COMMERCIAL POLICY: maximum 15 minutes per hour. Contact Representative for further details. Rec'd 4/15/74.

- PERSONNEL**  
President—Ed Scott.  
General Manager—Mike Jorgenson.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w. days, 5,000 w. nights; 1600 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. MST.  
FM-ERP: 56,000 w. (horiz.), 56,000 w. (vert.); 107.5 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 80 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 32b.  
Contracts: 40a, 44b, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with Eastman Radio Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 24 Eff 9/1/72—Rec'd 9/5/72.

	6 ti	12 ti	18 ti	24 ti
1 min.	45.00	43.00	39.00	36.00
30 sec.	36.00	34.40	31.20	28.80
10 sec.	27.00	25.80	23.40	21.60
SECTION II				
1 min.	36.00	34.00	32.00	29.00
30 sec.	28.80	27.20	25.60	23.20
10 sec.	21.60	20.40	19.20	17.40
SECTION III				
1 min.	25.00	24.00	23.00	21.00
30 sec.	20.00	19.20	18.40	16.80
10 sec.	15.00	14.40	13.80	12.60

**KLIR (FM)**  
1959  
DENVER



Subscriber to the NAB Radio Code  
Media Code 4 206 4061 7.00  
KLIR, Inc., 6535 W. Jewell Ave., Denver, Colo. 80226. Phone 303-922-1189.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLIR (FM): MUSIC: general popular consisting of string orchestra, symphony orchestra, chorus, vocal group & solo vocals. COMMERCIAL POLICY: 4 breaks per hour with maximum of 8 commercials per hour. NEWS: 2 min every 2 hours at :60. Contact Representative for further details. Rec'd 4/8/71.

- PERSONNEL**  
General Manager—Roger P. Anderson.  
Business Manager—H. G. Kincaid.  
Commercial Manager—Rert Tracy.
- REPRESENTATIVES**  
Selcom, Inc.

- FACILITIES**  
ERP 100,000 w.; 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29b, 33b.  
Contracts: 40a, 42a, 43, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80.  
AM facilities: KRKS.

**TIME RATES**  
Eff. Rec'd 5/2/73.

	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
AAA—8 am-10 pm	20.00	19.00	18.00	16.00	15.20	14.40
AA—6-8 am & 10 pm-midnight.	19.00	18.00	17.00	15.20	14.40	13.60
A—Midnight-6 am.	9.00	8.00	7.00	7.20	6.40	5.60



**KLZ**  
1922  
DENVER



**A Group One Station**

**CBS Radio Network**

RAB

Subscriber to the NAB Radio Code  
Media Code 4 206 4200 1.00  
Group One Broadcasting Co., 123 Speer Blvd., Denver, Colo. 80217. Phone 303-292-3456.

- PERSONNEL**  
President—Roger G. Berk.  
Vice-Pres. & Gen'l Mgr.—Samuel J. Yacovazzi.  
Vice-Pres. & Nat'l Sales Mgr.—Alfred G. Grosby.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
5,600 w.; 590 kc. Directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 13g, 14g.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 30, 28a, 29a, 32b.  
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.  
Affiliated with American Entertainment Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 4 Eff 7/1/74—Rec'd 6/26/74.

	12 ti	16 ti	24 ti
AAA—Mon thru Fri 6-10 am.	12	16	24
AA—Mon thru Fri 3-7 pm.	12	16	24
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.	12	16	24
B—Mon thru Sun 7 pm-midnight.	12	16	24

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
May be removed without notice.

**AM ONLY**

	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	62	59	57	54	52
AA	56	54	51	48	46
A	48	46	44	40	38
B	37	34	32	29	27

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/4AAA, 1/4AA, 1/4A, 1/4B

	12 ti	16 ti	24 ti
1 min.	53	50	48

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
May be removed without notice.

**6. SPOT ANNOUNCEMENTS**

	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	62	59	57	54	52
AA	56	54	51	48	46
A	48	46	44	40	38
B	37	34	32	29	27

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/4AAA, 1/4AA, 1/4A, 1/4B

	12 ti	16 ti	24 ti
1 min.	42	40	38

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
May be removed without notice.

**8. PROGRAM TIME RATES**

	1 hr	1/4 hr	5 min
1 x	150	125	60

**KLZ-FM**  
1962  
DENVER

NAB

RAB

A Group One Station  
Media Code 4 206 4201 9.00  
Group One Broadcasting Co., 123 Speer Blvd., Denver, Colo. 80217. Phone 303-292-3456.  
See affiliated AM station for additional information.

- PERSONNEL**  
President—Roger G. Berk.  
Vice-Pres. & Gen'l Mgr.—Samuel J. Yacovazzi.  
Vice-Pres. & Nat'l Sales Mgr.—Alfred G. Grosby.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
ERP 100,000 w.; 106.7 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 870 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with KLZ. See that listing for rates.

**TIME RATES**  
No. 4 Eff 7/1/74—Rec'd 6/26/74.

	1 ti	6 ti	12 ti	18 ti	24 ti
AAA—Mon thru Fri 3-7 pm.	39	37	36	34	33
AA—Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm.	35	34	32	30	29
A—Mon thru Fri 6-10 am.	30	29	27	25	24
B—Mon thru Fri 10 am-3 pm.	23	22	20	18	17

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/4AAA, 1/4AA, 1/4A, 1/4B

	12 ti	16 ti	24 ti
1 min.	27	25	24

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
May be removed without notice.

**KOA**  
1924  
DENVER

**NBC Radio Network**



**KATZ RADID**

NAB

General Electric Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 206 4340 5.00  
General Electric Broadcasting Co., Box 5012, 1644 Lincoln St., Denver, Colo. 80203. Phone 303-861-8111. TWX 931-0439.  
Address all copy and transcription material to Continuity Director, P. O. Box 5012, Terminal Annex, Denver, Colo. 80217.

**STATION'S PROGRAMMING DESCRIPTION**  
KOA: Programmed for general interest to appeal to adults 18+.  
NEWS: programmed in blocks 4x daily M-F 6:05-9 am, noon-1 pm, 4-6:30 & 10-10:30 pm; 12 newsmen featuring news, sports, weather, traffic community affairs, agriculture business, news feeds, station's Washington correspondent, 15 regional stringers plus back up from 27 man tv news dept.  
MUSIC: 1955-present including current hits, standards 9 am-noon, 1-4 & 8-10 pm. SPORTS: pro football, baseball, basketball, U football & hockey, live home & away; Indy 500, FARM: agricultural news 5-6 am M-F with features in all 4 news blocks. SPECIAL FEATURES: traffic reports M-F; recreation reports F, Sat & Sun. Tele/talk guest show 6:30-8 pm & midnight-5 am. Contact Representative for further details. Rec'd 3/28/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Mick Schafbuch.  
Manager/Marketing—David Walstrom.  
Sales Manager—Douglas Wayland.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
50,000 w. 850 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 14c.  
Basic Rates: 20a, 22b, 23a, 25a, 28a, 28b, 29a, 30.  
Contracts: 40b, 41, 42a, 44a, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities KOAQ (FM).  
Affiliated with NBC.  
Affiliated with Katz Radio Network.

**TIME RATES**  
KOA/KOAQ (FM) COMBINATION  
No. 27 Eff 7/22/74—Rec'd 8/6/74.

	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	80	78	76	74	72
AA	65	60	58	56	54
A	59	56	53	50	47
B	50	46	45	41	38

20/30 sec: 80% of 1-min.  
10 sec: 50% of 1-min. Not available in AAA on KOA, not available on KOAQ (FM).  
AM only: Per spot, deduct 12.00.

**KOAQ (FM)**  
(formerly KOA-FM)  
1961  
DENVER

NAB

General Electric Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 206 4410 6.00  
General Electric Broadcasting Co., Box 5012 T. A., 1044 Lincoln St., Denver, Colo. 80217. Phone 303-861-8111. TWX 931-0439.  
See affiliated AM station for additional information. AM facilities: KOA.

**STATION'S PROGRAMMING DESCRIPTION**  
KOAQ (FM): Programmed for young adults and teens 18-34.  
MUSIC: current & recent hits and oldies. Music programmed 50 plus minutes per hour. NEWS: local, 2 min at :60 9 am-11 pm; network at :60 midnight-8 am. Contact Representative for further details. Rec'd 3/25/74.

- PERSONNEL**  
Operations Manager—Joe Dueth.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 1,061 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Sold in combination with KOA. See that listing for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 7/22/74—Rec'd 8/6/74.

	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-7 pm.	20.00	19.00	14.00	13.00	10.00	9.00
AA—Mon thru Fri 6 am-3 pm; Sat 6-10 am.	17.00	16.00	12.00	11.00	9.00	8.00
A—Mon thru Sat 5-6 am; Mon thru Fri 10 pm-midnight; Sat & Sun 7 pm-midnight.	15.00	14.00	11.00	10.00	8.00	7.00
24 ti	13.00	12.00	10.00	9.00	7.00	6.50
24 ti	12.00	11.00	9.00	8.00	6.00	5.50

**KOSI**  
1954  
AURORA



**Aln Torbet Associates, Inc.**

RAB

Media Code 4 206 4480 5.00  
Armstrong Broadcasting Corp., Box 98, Aurora, Colo. 80010. Phone 303-343-1430. TWX 910-932-0358.

**STATION'S PROGRAMMING DESCRIPTION**  
KOSI: Programmed primarily for appeal to 25-50 age group, upper education.  
MUSIC: programming, approximately 80%, spans range from serious music and semi-classical through general popular music, showtunes, film scores, standards and current hits by established artists. NEWS: coverage includes 3 daily 15 min roundups and hourly 5 min programs on world, national, local, business and sports news. Numerous entertainment, service and public affairs features included in musical programs. Weekend programming includes local issue public affairs programming. Contact Representative for further details. Rec'd 9/25/67.

- PERSONNEL**  
President—W. L. Armstrong.  
General Manager—Al Perry.  
Program Director—Lee Stewart.
- REPRESENTATIVES**  
Aln Torbet Associates, Inc.
- FACILITIES**  
5,000 w.; 1430 kc. Directional—night only.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 33c.  
Contracts: 40c, 41, 42b, 45, 46, 47e, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 60k, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 3 Eff 5/21/73—Rec'd 5/22/73.

	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAAA—Mon thru Sat 6-10 am, rotating days & hours.	51.00	43.00	41.00	35.00	44.00	37.00
AAA—Mon thru Sat 3-7 pm, rotating days & hours.	46.00	38.00	36.00	30.00	39.00	32.00
AA—Mon thru Sat 10 am-3 pm, rotating days & hours & 5:30-6 am; Sun 7 am-7 pm (AM) & 7 am-8 pm (FM).	41.00	33.00	31.00	25.00	34.00	27.00
A—Mon thru Sat 7 pm-midnight, rotating days & hours.	39.00	32.00	29.00	24.00	32.00	25.00
B—Mon thru Sat midnight-5:30 am.	37.00	31.00	27.00	23.00	30.00	25.00
24 ti	35.00	30.00	25.00	22.00	28.00	24.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

(This listing continued on next page)



Denver—KOSI—Continued

B. PER WK:	6 tl	12 tl	18 tl	24 tl
1 min or less	7.00	6.50	6.00	5.50
(*) Drivetime, 50% AM & 50% PM.				
(/) Specified days & hours.				
(†) Specified days or hours.				

7. PACKAGE PLANS				
TAP—1/6 AAAA, 1/6 AAA, 1/3 AA, 1/3 A				
PER WK:	(/) 8 tl	(†) 12 tl	(*) 18 tl	(†) 24 tl
1 min.....	36	26	25	21
30 sec.....	31	21	20	18
(/) Specified days & hours.				
(†) Specified days or hours.				

8. PROGRAM TIME RATES				
5 MIN:	AAA	AA	A	
1 x.....	38.00	34.50	33.00	
52 x.....	34.50	33.00	31.50	
260 x.....	33.00	31.50	30.00	

AM/FM COMBINATION				
No. 4 Eff 5/21/73—Rec'd 5/22/73.				
6. SPOT ANNOUNCEMENTS				
PER WK:	1 min	30 sec	1 min	30 sec
(/).....	63.00	53.00	45.00	46.00
(†).....	58.00	48.00	40.00	41.00
(*).....	53.00	43.00	35.00	36.00
12 tl.....	51.00	41.00	33.00	34.00
18 tl.....	49.00	39.00	31.00	32.00
24 tl.....	47.00	37.00	29.00	30.00

(/).....	45.00	40.00	40.00	35.00
(†).....	40.00	35.00	35.00	30.00
(*).....	35.00	30.00	30.00	25.00
12 tl.....	33.00	29.00	29.00	24.00
18 tl.....	32.00	27.00	27.00	22.00
24 tl.....	32.00	27.00	27.00	22.00

B. PER WK:	6 tl	12 tl	18 tl	24 tl
1 min or less	7.00	6.50	6.00	5.50
(*) Drivetime, 50% AM & 50% PM.				
(/) Specified days & hours.				
(†) Specified days or hours.				

7. PACKAGE PLANS				
TAP—1/6 AAAA, 1/6 AAA, 1/3 AA, 1/3 A				
PER WK:	(/) 6 tl	(†) 12 tl	(*) 18 tl	(†) 24 tl
1 min.....	46	41	36	32
30 sec.....	39	34	29	28
(/) Specified days & hours.				
(†) Specified days or hours.				

8. PROGRAM TIME RATES				
5 MIN:	AAA	AA	A	
1 x.....	55.00	53.50	52.00	
52 x.....	52.00	50.50	49.00	
260 x.....	50.00	48.00	46.00	

KOSI-FM  
1969  
DENVER

Media Code 4 206 4481 7.00  
Armstrong FM Broadcasting Corp., Box 98, Aurora, Colo. 80010. Phone 303-543-1430. TWX 910-932-0358.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.) 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 340 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Sold in combination with KOSI. See that listing for rates.

TIME RATES  
No. 3 Eff 5/21/73—Rec'd 5/22/73.

7. PACKAGE PLANS				
PER WK, ROTATING:	6 tl	12 tl	18 tl	24 tl
1 min.....	22	21	20	19
30 sec.....	18	17	16	15
15 sec: 60% of 1-min. When available.				

8. PROGRAM TIME RATES				
5 min.....	1x	52x	260x	
		25	21	15

KQXI  
1961  
ARVADA

Subscriber to the NAB Radio Code  
Media Code 4 206 4820 0.00  
Radio Station KQXI, 9334 W. 58th Ave., Denver, Colo. 80002. Phone 303-421-1550.  
STATION'S PROGRAMMING DESCRIPTION  
KQXI: Programmed for an adult Christian audience. MUSIC: top country gospel. NEWS: international, local & church at 80. Sun: all Religious programs. Rec'd 10/20/72.

1. PERSONNEL  
General Manager—Larry Green.  
Assistant Manager—Orvil Nichols.  
Program Director—Richard A. Schwartz.

3. FACILITIES  
16,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION  
15/6 time only; 10th of month following.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a, 29b.  
Contracts: 40b, 40c, 41, 42b, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff 10/20/72.

6. SPOT ANNOUNCEMENTS					
PER YR, ROS:	1x	28x	52x	104x	200x
1 min.....	5.75	5.00	4.75	4.00	
30 sec.....	4.80	4.50	4.00	3.50	
10 sec.....	3.00	2.75	2.50	2.00	1.50
Specific times as available.					

8. PROGRAM TIME RATES				
5 min	1/4 hr	1/2 hr	1 hr	
1 x.....	10	25	40	70
28 x.....	9	20	35	65
52 x.....	8	15	30	60

**KOXL**  
**GOSPEL and RELIGIOUS**  
Programming For ALL of Colorado  
10,000 watts of CHRISTIAN RADIO  
Write for Schedule, Availabilities  
and Religious Rates!  
P. O. Box 506, Denver 80002

KRKS  
1953  
DENVER

Subscriber to the NAB Radio Code  
Media Code 4 206 4760 4.00  
KLIR, Inc., 6535 W. Jewell Ave., Denver, Colo. 80226. Phone 303-922-1189.  
See affiliated FM station for additional information.  
FM facilities: KLIR (FM).

3. FACILITIES  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.

TIME RATES  
Eff 8/28/72.

6. SPOT ANNOUNCEMENTS				
1 MINUTE				
1 tl.....	7.00	104 tl.....	5.50	
28 tl.....	6.50	260 tl.....	5.00	
52 tl.....	6.00	312 tl.....	4.50	

8. PROGRAM TIME RATES  
AA—1 pm sign-on.  
A—1 pm sign-off.

PER WK:	1 tl	5 tl	1 tl	5 tl
1 hr.....	70.00	60.00	68.00	58.00
1/2 hr.....	35.50	30.00	33.50	28.00
1/4 hr.....	22.50	17.50	20.50	15.50
5 min.....	15.00	10.50	13.00	7.50

KTLK  
1948  
DENVER

Subscriber to the NAB Radio Code  
Media Code 4 206 4900 6.00  
Action Radio, Inc., 1165 Delaware St., Denver, Colo. 80204. Phone 303-573-1280.  
STATION'S PROGRAMMING DESCRIPTION  
KTLK: Programmed for mass audience. MUSIC: contemporary. NEWS: at 26 & 56 during AM drive; at 31 during PM drive. Emphasis on community involvement. 3 man news staff, mobile equipment. COMMERCIAL POLICY: no more than 12 commercial minutes per hour. Contact Representative for further details. Rec'd 1/14/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Frank Scott.  
Sales Manager—John Nagle.  
Program Director—Bobby Rivers.

2. REPRESENTATIVES  
Avco Radio Sales.

3. FACILITIES  
5,000 w.; 1280 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 12b, 15a, 15c.  
Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 22b, 23b, 24a, 24c, 28a, 28b, 29b, 32b, 33a.  
Contracts: 40b, 40c, 41, 42b, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Avco Group Plan.

TIME RATES  
No. 28A Eff 8/15/72—Rec'd 8/21/72.

AAA—Mon thru Sat 3-7 pm.	
AA—Mon thru Sat 6-10 am & 7 pm-midnight; Sat 10 am-3 pm.	
A—Mon thru Fri 10 am-3 pm; Sun all day.	

6. SPOT ANNOUNCEMENTS				
PER WK, 1 MIN:	1 tl	12 tl	18 tl	24 tl
AAA.....	32	28	26	24
AA.....	28	23	21	19
A.....	23	18	16	15
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

KVOD (FM)  
1959  
DENVER

Media Code 4 206 4850 1.00  
Capitol City Broadcasting Co., 1601 W. Jewell Ave., Denver, Colo. 80223. Phone 303-936-3428.

STATION'S PROGRAMMING DESCRIPTION  
KVOD (FM): Programmed for adults. MUSIC: classical. COMMERCIAL POLICY: average of no more than 6 1-minute commercials per hour. Cultural activities highlighted throughout day. Interviews with people in fine arts field as available. Rec'd 3/8/72.

1. PERSONNEL  
President—E. E. Koepke.  
Vice-President—F. E. Amole, Jr.

3. FACILITIES  
ERP 100,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 380 ft. above average terrain.

4. AGENCY COMMISSION  
15% time only; 5% discount for advance payment.

TIME RATES  
No. 7 Eff 9/1/74—Rec'd 9/3/74.

AA—Mon thru Fri 6-9 am & 6 pm-midnight; Sat & Sun 6 pm-midnight.  
A—Mon thru Fri 9 am-6 pm; Sat & Sun 6 am-6 pm.  
B—Midnight-6 am.

6. SPOT ANNOUNCEMENTS				
PER YR:	1x	52x	104x	208x
1 min.....	14.00	13.25	12.50	11.75
30 sec.....	12.00	11.25	11.00	10.25
10 sec.....	10.00	9.25	8.50	7.25

CLASS A				
1 min.....	10.50	10.00	9.50	9.00
30 sec.....	9.00	8.50	8.00	7.50
10 sec.....	7.50	7.00	6.50	5.75

7. PACKAGE PLANS  
WK: 10 tl 20 tl 30 tl 40 tl 10 tl 20 tl 30 tl 40 tl  
1 min 13.00 12.00 11.00 10.00 10.00 9.00 8.00 7.00  
30 sec 11.50 10.50 9.50 8.50 8.50 7.50 6.50 5.50  
10 sec 10.00 9.00 8.00 7.00 7.50 6.50 5.50 4.50  
B: 50% of A.

Adjacencies: Extra 25%.  
10. SPECIAL FEATURES  
Newcasts—1-1/2x 1-min.

DURANGO (2 AM; 1 FM)

La Plata County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

KDGO  
1958

Subscriber to the NAB Radio Code  
Media Code 4 206 5040 0.00  
Basin Broadcasting Co., Box 3390, West Building, Durango, Colo. 81301. Phone 303-247-1407.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Jerry Fitch.

2. REPRESENTATIVES  
Jack Mastia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION  
15% time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

TIME RATES  
No. 4 A Eff 5/15/73—Rec'd 9/27/73.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS				
PER WK, EA:	1 min	30 sec	1 min	30 sec
1 tl.....	3.70	3.20	3.20	2.70
12 tl.....	3.30	2.80	2.80	2.30
24 tl.....	3.10	2.60	2.60	2.10
36 tl.....	2.90	2.40	2.40	1.90
48 tl.....	2.70	2.20	2.20	1.70

ANNUAL PLAN  
Contracts in advance for 312/824/936 spots within 52-wk period earn 12/24/36 tl rate regardless of number of spots in any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

KIUP  
1935

Subscriber to the NAB Radio Code  
Media Code 4 206 5180 4.00  
Radio San Juan, Inc., Box 841, Durango, Colo. 81301. Phone 303-247-4464.

1. PERSONNEL  
General Manager—Ted Foster.  
2. REPRESENTATIVES  
BRB-IMN Sales Division.

COLORADO

3. FACILITIES  
5,000 w. days; 1,000 w. nights; 930 kc.  
Directional—night only.  
Operating schedule: 5:45 am-10:15 pm. MST.  
Partial simulcast operation. Simulcast 6:30-8:30 am & 5-6 pm. For non-simulcast facilities see KIUP-FM.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES				
NATIONAL AND LOCAL RATES SAME				
Eff 1/1/74—Rec'd 5/6/74.				
A—6-10 am, noon-1 pm & 4-7 pm.				
B—All other times.				

6. SPOT ANNOUNCEMENTS				
PER WK:	6 tl	12 tl	18 tl	24 tl
1 min.....	5.00	4.80	4.60	4.40
30 sec.....	4.00	3.80	3.70	3.50
10 sec.....	3.00	2.90	2.80	2.60

CLASS B  
1 min..... 4.20 4.00 3.80 3.60 3.40 3.20  
30 sec..... 3.40 3.20 3.00 2.80 2.70 2.50  
10 sec..... 2.50 2.40 2.30 2.20 2.00 1.90

ANNUAL PLAN  
Contract advertisers using 156-260-312-624-1040 spots with 52-wk period will earn 12-18-24-30-36 plan rate, regardless of spots run in any one wk. All spots combinable to earn frequency.

DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

KIUP-FM  
1972

Media Code 4 206 5181 2.00  
Radio San Juan, Inc., Box 841, Durango, Colo. 81301. Phone 303-247-4464.  
See affiliated AM station for additional information.

2. REPRESENTATIVES  
Mountain Media.

3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.5 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 200 ft. above average terrain.

Partial simulcast operation. Operated separately 5:45-6:30 am, 8:30 am-5 pm & 6-10:15 pm. For simulcast facilities see KIUP.

# COLORADO

## FORT COLLINS (2 AM, 1 FM)

Larimer County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

KCOL

1946



Subscriber to the NAB Radio Code

Media Code 4 206 5320 6.00  
Beef Empire Broadcasting Company, Box 1339, 1612  
Laporte Ave., Fort Collins, Colo. 80521. Phone  
303-492-5991.

**STATION'S PROGRAMMING DESCRIPTION**  
KCOL: Programmed for adults 18-49.  
MUSIC 63%; popular, NEWS 23%; 5-min local/  
regional at :30; mobile unit, network at :60; ex-  
tended reports 7-7:15 & 8-8:15 am, 12N-12:35 pm  
& 5:30-5:45 pm. SPORTS 3%; pro football & net-  
work special; U & 3 high schools football & basket-  
ball. FARM 2%; network & local livestock reports  
at 6:30-6:45 am; 12:35-12:45 pm, grains 1:05 pm.  
Women's features 9:05 & 11:15 am & 2:15 pm.  
COMMERCIAL POLICY: Product protection 10 min-  
utes. Contact Representative for further details.  
Rec'd 5/10/74.

- PERSONNEL**  
Vice-President—Bob Thomas.  
General Manager—John J. (Jack) Miller.  
Asst. Mgr. & Sales Mgr.—Don Grant.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Red Aels.
- FACILITIES**  
1,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11b, 13b, 14b, 16.  
Basic Rates: 20b, 21b, 22b, 23b, 24c, 28a, 29a.  
Contracts: 40a, 41, 45, 46, 47e, 49, 50, 51b.  
Comb.; Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: The Intermountain Network, Beef Empire  
Station.

### TIME RATES

No. 44 Eff 4/1/74—Rec'd 5/10/74.

AAA—Mon thru Sat 6-9 am, 11:30 am-1:30 pm & 4:30-7 pm.	12 ti	18 ti	24 ti	30 ti	36 ti
AA—Mon thru Sat 9-11:30 am & 1:30-4:30 pm; Sun 6 am-7 pm.	8.00	7.80	7.50	7.15	6.80
A—Sun thru Sat 7-11 pm.	6.40	6.25	6.00	5.70	5.45
30 sec.	4.80	4.70	4.50	4.30	4.10

1 min.	6.50	6.20	5.90	5.60	5.30
30 sec.	5.20	4.95	4.70	4.50	4.25
10 sec.	3.90	3.70	3.55	3.35	3.20

1 min.	4.80	4.55	4.30	4.10	3.90
30 sec.	3.85	3.65	3.45	3.30	3.10
10 sec.	2.90	2.75	2.60	2.45	2.35

1/2 hr.	14.80	13.60	13.00	12.40	11.80
5 min.	40.30	38.75	36.80	34.95	33.20
	14.30	13.60	13.00	12.40	11.80

KIIX

1959



KIIX-FM

1965



An Alf M. Landon Station

Subscriber to the NAB Radio Code

Media Code 4 206 5500 3.00  
The WREN Broadcasting Co., Inc., Box 2204, Sav-  
ings Bldg., Oak at Howes, Fort Collins, Colo.  
80521. Phone 303-484-5449.

**STATION'S PROGRAMMING DESCRIPTION**  
KIIX: Programmed for adults and young adults.  
AIR PERSONALITIES handle all segments. MUSIC:  
Contemporary NEWS: 5 min every hour, weather at  
:15 and :45. SPORTS: Community events, including  
high school sports on scheduled basis. Emphasis on  
local community sports. Contact Representative for  
further details. Rec'd 1/31/74.  
KIIX-FM: Programmed for young adults and Uni-  
versity students. Emphasis on youth involvement and  
activities. Current hits, remotes, request call-ins.  
Contact Representative for further details. Rec'd  
1/31/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert D. Fromme.  
Asst. & Sales Mgr.—Dick Winters.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w. days; 600 kc. Directional.  
Operating schedule: 6:00 am-local sunset. MST.  
FM-ERP 25,000 w.; 93.3 mc. Stereo, request call-ins.  
Operating schedule: 24 hours. MST.  
Simultaneous 6 am-5 pm.
- AGENCY COMMISSION**  
15%, time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2h, 3a, 3d.  
Rate Protection: 15b.  
Basic Rates: 20a, 21d, 22a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 51c.  
Comb.; Cont. Discounts: 60b, 61a.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
Sold in combination with WREN, Topeka, Kans.  
See that listing for discount.

### TIME RATES

No. 2A Eff 12/15/70—Rec'd 11/29/71.  
AA—Mon thru Sat 6-9 am & 4-6 pm.  
A—All other times.

PER WK.	AA		A	
EA:	1 min	30 sec	1 min	30 sec
1 ti	6.00	5.00	3.00	5.00
12 ti	5.60	4.60	2.80	4.60
24 ti	5.20	4.20	2.60	4.20
36 ti	4.80	3.80	2.40	3.80

## FORT MORGAN (1 AM; 1 FM)

Morgan County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

KFTM

1949



Media Code 4 206 5740 5.00  
Morgan County Broadcasting Corp., Box 430, Fort  
Morgan, Colo. 80701. Phone 303-887-5474.  
**STATION'S PROGRAMMING DESCRIPTION**  
KFTM: MOR music. Network news at :60.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Mason Dixon.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. MST.  
Partial simulcast operation. Simulcast 5:30-9 am.  
For non-simulcast facilities see KFTM-FM.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

No. 42 Eff 11/1/73—Rec'd 10/29/73.

A—Mon thru Sat 6-9 am, 11:45 am-1 pm & 4-6:30 pm.	12 ti	18 ti	24 ti	30 ti	36 ti
B—All other times.	5.50	5.25	5.00	4.75	4.50
30 sec.	4.40	4.20	4.00	3.80	3.60
1 min.	3.50	3.35	3.20	3.05	2.90

1 min.	6.50	6.20	5.90	5.60	5.30
30 sec.	5.20	4.95	4.70	4.50	4.25
10 sec.	3.90	3.70	3.55	3.35	3.20

**7. PACKAGE PLANS**  
SATURATION PLAN  
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min. 5.50 5.25 5.00 4.75 4.50  
30 sec. 4.40 4.20 4.00 3.80 3.60  
CLASS B  
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min. 4.40 4.20 4.00 3.80 3.60  
30 sec. 3.50 3.35 3.20 3.05 2.90

KFTM-FM

1968



Media Code 4 206 5741 3.00  
Morgan County Broadcasting Co., Box 430, Fort  
Morgan, Colo. 80701. Phone 303-887-5474.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 101.7 mc.  
Stereo.  
Operating schedule: 5:30 am-11 pm. MST.  
Antenna ht.: 135 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-  
11 pm. For simulcast facilities see KFTM.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

Rates are identical to KFTM. See that listing.

## GLENWOOD SPRINGS

Garfield County—Map Location B-5  
See SRDS consumer market map and data at begin-  
ning of the State.

KGLN

1950



RAB

Subscriber to the NAB Radio Code  
Media Code 4 206 5880 9.00  
Glenwood Springs Broadcasting, Inc., Box 70, 172  
W. 6th, Glenwood Springs, Colo. 81601. Phone  
303-945-5501.

- STATION'S PROGRAMMING DESCRIPTION**  
KGLN: Programmed for adults.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jack Warkentin.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
**3. FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
**4. AGENCY COMMISSION**  
15/0 net time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## 6. SPOT ANNOUNCEMENTS

PER WK. EA:	1 ti	12 ti	24 ti	36 ti
1 min.	4.20	4.00	3.80	3.60
30 sec.	3.40	3.20	3.00	2.80
10 sec.	2.50	2.40	2.30	2.20

### ANNUAL PLAN

Advertisers contracting in advance for 312/624/936  
spots within a 52-wk period will earn 12/24/36 plan  
rate, regardless of number of spots run in any week.  
In event contract is not fulfilled, schedule adjusted  
to rate earned each week. All spots, regardless of  
length, may be combined to earn frequency.

## GRAND JUNCTION (4 AM; 2 FM)

Mesa County—Map Location B-5  
See SRDS consumer market map and data at begin-  
ning of the State

KEXO

1947



Subscriber to the NAB Radio Code  
Media Code 4 206 6020 1.00  
Century Broadcasting Co., Inc., Box 1448, 557 Main  
St., Grand Junction, Colo. 81501. Phone 303-243-  
1230.

- STATION'S PROGRAMMING DESCRIPTION**  
KEXO: MUSIC: Contemporary.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charlie Powers.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
1,000 w. days; 1230 kc. Non-directional.  
Operating schedule: 6-1 am. MST.  
**4. AGENCY COMMISSION**  
15/0; time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

## 7. PACKAGE PLANS

A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.	12 ti	18 ti	24 ti	30 ti	36 ti
B—All other times.	6.00	5.75	5.50	5.25	5.00
30 sec.	4.60	4.40	4.20	4.00	3.80
1 min.	3.00	2.90	2.75	2.60	2.50
1 min.	5.25	5.00	4.75	4.50	4.25
30 sec.	4.20	4.00	3.80	3.60	3.40
10 sec.	2.60	2.50	2.40	2.25	2.10

## 8. SPOT ANNOUNCEMENTS

1 min.	7.50	7.35	7.10	6.90	6.60
30/20 sec.	5.70	5.50	5.40	5.30	5.20
10 sec.	3.80	3.70	3.60	3.55	3.50

**CLASS C**  
1 min. 5.85 5.50 5.40 5.30 5.20 5.00 4.75  
30/20 sec. 4.25 4.15 4.05 3.95 3.85 3.70 3.55  
10 sec. 2.85 2.75 2.70 2.65 2.60 2.50 2.40

**ANNUAL CONTRACT**  
Percent of 1x rate..... 500x 1000x 1500x 2000x  
65% 60% 55% 50%

**7. PACKAGE PLANS**  
ROB—1/3A, 1/3B, 1/3C  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min. 6.10 5.85 5.60 5.15 4.70  
30/20 sec. 4.80 4.45 4.25 3.90 3.55  
10 sec. 3.10 3.00 2.85 2.65 2.40

**1. PERSONNEL**  
General Manager—Barry Turner.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.  
**4. AGENCY COMMISSION**  
15/0; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KQIX (FM).  
Affiliated with MBS.

ET—Rec'd 9/4/73.	1 min	30 sec	1 min	30 sec
AA—Mon thru Sat 6-9 am, noon-1 pm, & 4-6 pm.	5.00	4.40	4.30	3.70
A—All other times.	4.20	3.60	3.70	3.10
36 ti	4.00	3.40	3.50	2.90
24 ti	3.80	3.20	3.30	2.70

**7. PACKAGE PLANS**  
SATURATION,  
ROK: 1 min 30 sec 1 min 30 sec  
Per wk..... 156 114 276 192

Media Code 4 206 6125 8.00  
Mesa Broadcasting Co., Box 340, Grand Junction,  
Colo. 81501. Phone 303-243-7666.  
See affiliated AM station for additional information.  
AM facilities: KQIL.  
**STATION'S PROGRAMMING DESCRIPTION**  
KQIX (FM): Solid gold music; 10 min news.

- REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.
- FACILITIES**  
ERP 25,000 w.; 93.1 Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 495 ft. above average terrain.
- TIME RATES**  
ET 11/1/73—Rec'd 11/9/73.
- SPOT ANNOUNCEMENTS**  
30 sec..... 3.00

# KREX

1928



Subscriber to the NAB Radio Code  
Media Code 4 206 6160 9.00  
XYZ Television, Inc., Box 789, Grand Junction, Colo.  
81501. Phone 303-242-5000. TWX 910-929-6992.

**STATION'S PROGRAMMING DESCRIPTION**  
KREX: Programmed for adults 18+.  
FARM: Farm & ranch director, markets, weather,  
interviews, bulletin board & trading post, network  
news at :30, 5:30-7 am. Network & local news  
block, sports, weather, community bulletin board &  
interviews, road report, 7-8 am. MOR music, net-  
work news at :60, local at :30 with Air Personality,  
8:30 am-noon. Network & local news, weather, radi-  
torial, farm market, interviews & bulletin board,  
noon-1 pm. MOR music with Air Personality, net-  
work news at :60, features at :25, 1-5 pm. After-  
noon news, weather & sports block, road report, 5-6  
pm. MOR music with Air Personality, network news  
at :60, local at :25, high school & college sports,  
6 pm-midnight. Contact Representative for further  
details. Rec'd 9/4/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Carl Q. Anderson.  
Station Manager—Dick Maynard.  
Chairman of the Board—Rex Howell.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Colorado—John L. McGuire, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w. days, non-directional, 16,000 w. nights,  
directional; 1100 kc.  
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**  
15/0; payable 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 28a,  
29a, 30, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a,  
51b.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 50-2 Eff 4/1/72—Rec'd 4/3/72.  
A—6-9 am, noon-1 pm & 4-6 pm.  
B—9 am-noon & 1-4 pm.  
C—pm-sign-off.

1 min.	9.40	9.20	9.00	8.85	8.65	8.25	7.90
30/20 sec.	7.10	6.90	6.75	6.60	6.50	6.15	5.90
10 sec.	4.75	4.60	4.50	4.45	4.35	4.15	4.00

1 min.	7.50	7.35	7.10	6.90	6.60	6.30
30/20 sec.	5.70	5.50	5.40	5.30	5.20	4.90
10 sec.	3.80	3.70	3.60	3.55	3.50	3.35

1 min.	5.85	5.50	5.40	5.30	5.20	5.00	4.75
30/20 sec.	4.25	4.15	4.05	3.95	3.85	3.70	3.55
10 sec.	2.85	2.75	2.70	2.65	2.60	2.50	2.40

**ANNUAL CONTRACT**  
Percent of 1x rate..... 500x 1000x 1500x 2000x  
65% 60% 55% 50%

**7. PACKAGE PLANS**  
ROB—1/3A, 1/3B, 1/3C  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min. 6.10 5.85 5.60 5.15 4.70  
30/20 sec. 4.80 4.45 4.25 3.90 3.55  
10 sec. 3.10 3.00 2.8



## Grand Junction—KSTR—Continued

- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
Denver—Mountain Media.
- 3. FACILITIES**  
5,000 w. days; 620 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- 4. AGENCY COMMISSION**  
15/0 net.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 5 Eff 6/1/74—Rec'd 5/13/74.  
AA—6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

## 7. PACKAGE PLANS

SATURATION PLAN		CLASS AA										
WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	50 ti				
1 min	6.50	6.25	6.00	5.80	5.60	5.40	5.20	5.00				
30 sec	5.65	5.45	5.25	5.10	4.95	4.80	4.65	4.50				
CLASS A												
1 min	5.20	5.00	4.85	4.60	4.45	4.30	4.15	4.00				
30 sec	4.55	4.40	4.25	4.10	3.95	3.80	3.65	3.50				

10 sec/less: 50% of 1-min. Not combinable with regular spots for larger discounts.  
A & AA combinable to complete plan.

## GREELEY (2 AM; 1 FM)

Weld County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KFKA

1921



Subscriber to the NAB Radio Code

Media Code 4 206 6580 4.00

Colorado R G. Inc., Box K. 1025 Ninth St., Greeley, Colo. 80631. Phone 303-356-1310.

### STATION'S PROGRAMMING DESCRIPTION

KFKA: FARM: interviews, educational items & market information 5-7 am & noon-1 pm. M-F. SPORTS: local including play-by-play of high school & college games, also hourly sportscasts. NEWS 25%: approximately half is local or regional. MUSIC: modern MOR. Daily local editorials. College/audience talk & music 8 pm-12M. M-F. Contact Representative for further details. Rec'd 5/2/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph J. Tennesen.  
Sales Manager—Donna Adams.
- 2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- 3. FACILITIES**  
5,000 w. 1,000 w. nights; 1310 kc. Directional—night only.  
Operating schedule: 5 am-midnight. MST.
- 4. AGENCY COMMISSION**  
15/0; bills payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14a, 15a, 15g, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 28a, 29b, 32a, 33b.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81.  
Affiliated with MBS.

### TIME RATES

No. 6A Eff 7/1/71—Rec'd 6/28/71.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

PER WK. EA:	AA		A	
	1 min	30 sec	1 min	30 sec
1 ti	7.00	5.50	3.50	5.20
12 ti	6.60	5.10	3.30	4.80
24 ti	6.20	4.70	3.10	4.40
36 ti	5.80	4.30	2.90	4.00

### ANNUAL PLAN

Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

## KGRE (FM)

1967



Media Code 4 206 6720 6.00

Meroco Broadcasting Co., 816 9th St., Greeley, Colo. 80631. Phone 303-356-1452.  
Mailing address: Box 1607, Greeley, Colorado 80631.  
See affiliated AM station for additional information.  
AM station: KYOU.

**STATION'S PROGRAMMING DESCRIPTION**  
KGRE (FM): NEWS: 5 min on even hour; news-casts alternate between national & local. MUSIC: light classics, old familiar selections, and soft arrangements of recent hits. COMMERCIAL POLICY: commercial breaks are limited to every 14 minutes. Contact Representative for further details. Rec'd 3/29/71.

- 3. FACILITIES**  
ERP 25,000 w.; 92.3 mc. Stereo.  
Operating schedule: 7 am-11 pm. MST.

### TIME RATES

No. 3 Eff 9/1/73—Rec'd 4/5/74.

6. SPOT ANNOUNCEMENTS			
PER MO:	1 ti	50 ti	100-199
30 sec	4.50	4.25	4.00
1 min	5.55	5.25	5.00

Adjacent to, or in news, extra 15%.

8. PROGRAM TIME RATES			
PER MO:	1/2 hr	25 min	
1 ti	12.50	10.50	
30 +	11.00	9.75	

CONTRACT DISCOUNT  
52 wk—10%.

10. SPECIAL FEATURES			
NEWSCASTS, PER MO:	1 ti	30+	
5 min.	8.00	7.50	

## KYOU

1948



Subscriber to the NAB Radio Code

Media Code 4 206 6860 0.00

Meroco Broadcasting Co., 816 9th St., Greeley, Colo. 80631. Phone 303-356-1450.  
Mailing address: Box 1607, Greeley, Colorado 80631.

**STATION'S PROGRAMMING DESCRIPTION**  
KYOU: MUSIC: C & W. NEWS: Network at :60, local at :30. 75 min, twice daily, 7 am & 5 pm. TALK & Interviews, M-F 8:15-10 am. FARM: 6:30-7 am; 12N-1 pm. Spanish language program with music & news evenings, M-Sat. SPORTS: local high schools, regional U & Pro. Contact Representative for further details. Rec'd 10/9/72.

- 1. PERSONNEL**  
Pres. & Mgr.—E. H. Meyer.  
Commercial Manager—George Drew.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. MST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 23b, 24a, 25a, 26, 28b, 28c, 29a, 29b, 31, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60f, 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KGIE (FM).  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 41 Eff 5/1/74—Rec'd 4/29/74.  
A—6-10 am, 11:45 am-1 pm & 4:30-6:30 pm.  
B—All other times.

## 7. PACKAGE PLANS

PER WK:	CLASS A				CLASS B			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	12.40	18.40	24.40	30.40	7.80	8.40	8.10	7.80
30 sec	9.00	8.70	8.40	8.10	6.50	6.25	6.50	6.25
1 min	7.70	7.40	7.10	6.80	6.50	6.25	5.90	5.60
30 sec	6.15	5.90	5.70	5.45	5.20	5.00	4.75	4.50

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES					
1/2 hr	1x	25x	52x	104x	156x
1 min	30.00	29.50	29.00	28.50	28.00
5 min	11.00	10.80	10.60	10.40	10.20

## GUNNISON

Gunnison County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### KGUC

1960



Subscriber to the NAB Radio Code

Media Code 4 206 7000 2.00

Gunnison Broadcasting Co., 113 E. Georgia, Gunnison, Colo. 81230. Phone 303-641-1780.

- 1. PERSONNEL**  
Co-owner, Gen'l & Sales Mgr.—Roger W. Pepperd.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
250 w. pre-sunset.  
Operating schedule: 7 am-7 pm. MST.
- 4. AGENCY COMMISSION**
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KIDS.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 42 Eff 3/15/73—Rec'd 3/15/74.  
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

PER WK:	CLASS A				CLASS B			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	3.70	2.95	1.85	2.95	2.35	1.50	1.85	1.45
18 ti	3.65	2.90	1.80	2.90	2.30	1.45	1.80	1.40
24 ti	3.50	2.80	1.75	2.80	2.25	1.40	1.75	1.35
30 ti	3.35	2.70	1.70	2.70	2.15	1.35	1.65	1.30
36 ti	3.20	2.55	1.60	2.55	2.05	1.30	1.55	1.25

## LA JUNTA

Otero County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### KBZZ

1936



Subscriber to the NAB Radio Code

Media Code 4 206 7140 6.00

La Junta Broadcasters, Inc., Box 485, 116 Dalton Ave., La Junta, Colo. 81050. Phone 303-384-5456.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—C. A. Denney.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Operating schedule: 6 am-11 pm. MST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS						
ROS:	1x	50x	150x	500x	1000x	2000x
1 min	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	3.50	3.30	3.10	2.90	2.70	2.50

## LAKESWOOD

Jefferson County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

## LAMAR

Prowers County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

### KLMR

1948

Media Code 4 206 7280 0.00

KLMR, Inc., Box 890, Lamar, Colo. 81052. Phone 303-336-2206.

### STATION'S PROGRAMMING DESCRIPTION

- KLMR: Programmed to a general audience.
- 1. PERSONNEL**  
Gen'l Mgr. & Sec'y-Treas.—Dennis Behan.
- 2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- 3. FACILITIES**  
5,000 w. days; 500 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 6 am-11 pm. MST.
- 4. AGENCY COMMISSION**  
15% time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

6. SPOT ANNOUNCEMENTS				
PER	1 ti	12 ti	24 ti	36 ti
1 min	6.75	6.50	6.25	6.00
30 sec	5.50	5.25	5.00	4.75

## LEADVILLE

Lake County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KBRR

1960



Media Code 4 206 7420 2.00

Continental Divide Broadcasting Co., Inc., Box 968, Leadville, Colo. 80461. Phone 303-486-1526.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jack East.
- 2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5:45 am-7 pm. MST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 6A Eff 12/1/72—Rec'd 3/2/73.  
AA—Mon thru Sat 6-9 am & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS									
PER	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti	
1 min	4.60	4.40	4.20	4.00	3.60	3.40	3.20	3.00	
30/15	4.00	3.80	3.60	3.40	3.00	2.80	2.60	2.40	

ANNUAL PLAN  
Contracts in advance for 312/624/936 spots within 52-week period earn 12/24/36 ti rate regardless of number of spots run in any 1 week. If contract not fulfilled, schedules adjusted to rate earned each week.

## COLORADO

## LITTLETON

Arapahoe County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## See Denver

(including Arvada, Aurora, Englewood, Lakewood, Littleton)

## LONGMONT (1 AM; 1 FM)

Boulder County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KLMO

1949



Media Code 4 206 7560 5.00

Radio Longmont, Box 799, 614 Kimbark, Longmont, Colo. 80501. Phone 303-776-2323. Denver/Boulder Phone 303-449-3224.

**STATION'S PROGRAMMING DESCRIPTION**  
KLMO: Programmed for young adults and older teens.  
MUSIC 75%: features current hits from 6 am-sign-off. News, weather or sports news 20%: news, drive periods 7-8:15 am, noon and 4:30-5:30 pm. SPORTS: on weekends; high school, college and professional. FARM 5%: 6-8:30 am daily. COMMERCIAL POLICY: no more than 18 minutes per hour in any time period. Women's program daily, 60 min at 11 am. Rec'd 11/20/70.

- 1. PERSONNEL**  
Pres. & Gen. Mgr.—William G. Stewart.
- 3. FACILITIES**  
10,000 w. days; 1060 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.  
Contracts: 40a, 42d, 44b, 45, 46, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62a.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 7/1/74—Rec'd 5/28/74.  
AA—Mon thru Sat 6-9 am & noon-1 pm; Mon thru Fri 4-6 pm.  
A—All other times.

# COLORADO

## LOVELAND (1 AM; 1 FM)

Larimer County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**KLOV KLOV-FM**  
1955 1966



Media Code 4 208 7700 7.00  
KLOV AM/FM, Inc. Box 597, 1440 East 6th St., Loveland, Colo. 80537. Phone 303-667-1570.

**STATION'S PROGRAMMING DESCRIPTION**  
KLOV: Programmed for adults.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Daryle W. Kleasman.  
2. **REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. **FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
FM-ERP 3,000 w.: 102.3 mc. Stereo.  
Operating schedule: 6 am-10:30 pm. MST.  
Antenna ht.: 153 ft. above average terrain.  
Simulcast 6 am-10:30 pm.

4. **AGENCY COMMISSION**  
15/0.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 5/1/74—Rec'd 4/29/74.

7. **PACKAGE PLANS**  
PER WK: 1 hr 12 hr 24 hr 36 hr 50 hr  
1 min..... 4.20 3.90 3.55 3.25 2.90  
30 sec..... 3.25 2.95 2.60 2.30 2.05  
1D's..... 2.50 2.15 1.85 1.50 1.30  
Fixed; 6:30-9 am & 4-6 pm, extra 1.75 per 1-min., .50 per 30-sec.

**ANNUAL PLAN**  
Contracts in advance for 312/624/936/1200 spots within 52-wk period earn 12/24/36/50 rate, regardless of number of spots run in any 1 wk. If contract not fulfilled, schedule adjusted to rate earned ea wk.

10. **SPECIAL FEATURES**  
News-4 1-min. 2 spots rotate within 7:7-4:45 am, 1 spot 12-12:15 pm & 1 spot 4-4:45 pm.  
13 wk minimum, per wk..... 16.50

## MANITOU SPRINGS

El Paso County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State

**See Colorado Springs**  
(including Manitou Springs, Security)

## MONTE VISTA

Rio Grande County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State

**KSLV**  
1954



Media Code 4 206 7840 1.00  
Colorado Radio Corp., Box 631, Monte Vista, Colo. 81144. Phone 303-852-3581.

1. **PERSONNEL**  
Station Manager—David J. Watts.  
2. **REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. **FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: Permitted to operate unlimited time.

4. **AGENCY COMMISSION**  
15%.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 4 Eff 12/1/73—Rec'd 1/21/74.

6. **SPOT ANNOUNCEMENTS**  
PER WK, EA: 1 hr 12 hr 24 hr 36 hr  
1 min..... 3.60 3.35 3.15 2.85  
30 sec..... 3.10 2.85 2.65 2.40

**ANNUAL PLAN**  
Advertisers contracting in advance for 312/624/936 spots within a 52-wk period earn 12/24/36, regardless of number of spots in any 1-wk. If contract unfulfilled, schedule adjusted to rate earned ea wk.

## MONTRÖSE

Montrose County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**KUBC**  
1947



Subscriber to the NAB Radio Code  
Media Code 4 206 7980 5.00  
Woodland Broadcasting Co., Box 970, Montrose, Colo. 81401. Phone 303-249-4546.

1. **PERSONNEL**  
Vice-Pres & Gen'l Mgr.—L. Robert Hale.  
2. **REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Mountain States—Bob Hix Co., Inc.

3. **FACILITIES**  
5,000 w. days, 1,000 w. nights; 580 kc.  
Directional—night only.  
Operating schedule: operates unlimited hours.

4. **AGENCY COMMISSION**  
15/0.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7-R Eff 6/1/74—Rec'd 7/12/74.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-8 pm.

A—All other times.

6. **SPOT ANNOUNCEMENTS**  
PER WK, EA: 1 hr 12 hr 24 hr 36 hr 50 hr  
1 min..... 5.00 4.80 4.60 4.40 4.00 3.80 3.60 3.40  
30 sec..... 3.80 3.60 3.40 3.00 2.90 2.60 2.40  
Annual Plan: Contracts in advance for 312, 624, 936 spots within 52-wk period will earn 12, 24, 36-pm rate regardless of number run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

## PUEBLO (6 AM; 1 FM)

Pueblo County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**KAPI**  
1958

Subscriber to the NAB Radio Code  
Media Code 4 206 6120 7.00

KA-PI, Inc., 2829 Lowell Blvd., Pueblo, Colo. 81003.  
Phone 303-545-2883.

1. **PERSONNEL**  
Co-Owner & Gen'l Mgr.—George M. Sandoval.  
2. **REPRESENTATIVES**  
Saravali/Gates, Inc.

3. **FACILITIES**  
250 w. days; 690 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.

4. **AGENCY COMMISSION**  
15/0.

5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 5, 6a, 7a.

Rate Protection: 15b.  
Basic Rates: 20a, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61a, 62d.  
Cancellation: 71a, 73a.

Entire programming schedule in Spanish; no translation charge.  
Member: The Amigo Spanish Group.

**TIME RATES**  
Eff 6/5/74.

6. **SPOT ANNOUNCEMENTS**  
PER WK, EA: 1 hr 12 hr 24 hr 36 hr 50 hr  
1 min..... 6.00 5.75 5.35 5.00 4.60 4.00  
30 sec..... 5.00 4.55 4.15 3.80 3.45 3.10  
10 sec: 70% of 1-min.

50%. 5 min news at :54 past each hour. Locally prepared using UPI audio service. UPI wire, local actualities and 2 mobile news cars. Expanded news at 7 am, noon and 5 pm. Weather news 3 times per hour. School, community news hourly. Sports scores, current news. Mobile studio available with personalities for grand openings, etc. Editorialized daily. Contact Representative for further details. Rec'd 12/27/71.

1. **PERSONNEL**  
Owner, Gen'l Mgr. & Nat'l Sales Mgr.—Roger P. Brandt.  
Sales Manager—Tony Spicola.

2. **REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. **FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.

4. **AGENCY COMMISSION**  
15%.

5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b, 15c, 16.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 22d, 23a, 23b, 23c, 23d, 23e, 23f, 23g, 23h, 23i, 23j, 23k, 23l, 23m, 23n, 23o, 23p, 23q, 23r, 23s, 23t, 23u, 23v, 23w, 23x, 23y, 23z, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 7



## RIFLE

Garfield County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### KWSR

1967

Media Code 4 206 8870 7.00  
Oil Shale Broadcasting Co., Inc., Box 1210, Rifle,  
Colo. 81650 Phone 303-825-2299.

STATION'S PROGRAMMING DESCRIPTION  
KWSR: Pop, standard, modern country & news.

- PERSONNEL  
Pres. & Gen'l Mgr.—Charles N. Price.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w.; 810 kc. Non-directional.  
Operating schedule: 6 am-local sunset, MST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 1 Eff 9/1/72—Rec'd 11/1/73.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
B—All other times.

#### 7. PACKAGE PLANS

SATURATION PLAN—CLASS A					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.00	3.90	3.80	3.70	3.60
30 sec	3.20	3.10	3.05	2.95	2.90
CLASS B					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	3.20	3.10	3.05	2.95	2.90
30 sec	2.55	2.50	2.45	2.35	2.25

## ROCKY FORD (1 AM; 1 FM)

Otero County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### KAVI

1955



Subscriber to the NAB Radio Code

Media Code 4 206 8960 6.00  
Western Sun Broadcasting Co., Inc., Box 632, Rocky  
Ford, Colo. 81067. Phones 303-254-7427, 384-9590.

- PERSONNEL  
Pres. & Gen'l Mgr.—George R. Gregg.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset, MST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KAVI-FM.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 2/15/74—Rec'd 7/2/74.

Premium—6-10 am.  
Choice—10 am-8 pm.

#### 7. PACKAGE PLANS

MONTHLY PLAN					
	Premium		Choice		
	12 ti	24 ti	48 ti	96 ti	12 ti
30 sec	4.00	3.90	3.80	3.60	3.00
1 min	3.80	3.70	3.60	3.20	2.80
15 min	2.80	2.70	2.60	2.20	2.20
1 min: Extra, ea	1.20. Minimum contract 1 yr, 12¢ per mo.				
Nite time:	30-sec. 1.75.				

### KAVI-FM

1966



Subscriber to the NAB Radio Code

Media Code 4 206 8961 4.00  
Western Sun Broadcasting Co., Inc., Box 632, Rocky  
Ford, Colo. 81067. Phone 303-254-7427.

- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.
- FACILITIES  
ERP 2,800 w.; 95.9 mc.  
Operating schedule: 6 am-11:30 pm. MST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-11:30 pm. For simulcast facilities see KAVI.

## TIME RATES

Rates are identical to KAVI. See that listing.

## SALIDA (1 AM; 1 FM)

Chaffee County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### KVRH

1948



### KVRH-FM

1971

Subscriber to the NAB Radio Code

Media Code 4 206 9100 8.00  
William J. Murphy, 7600 County Rd. 120, Salida,  
Colo. 81201. Phone 303-539-2575.

STATION'S PROGRAMMING DESCRIPTION  
KVRH: MOR, top 40 & C&W music.

- PERSONNEL  
General Manager—William J. Murphy.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-10 pm daily, MST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1  
mc.  
Operating schedule: Same as AM.  
Antenna ht.: minus 1,218 ft.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

Eff 10/1/72—Rec'd 12/4/72.

- PACKAGE PLANS  
A—Mon thru Sat 6:30-9:30 am & 4:30-7 pm.  
B—All other times.

SATURATION PLAN					
CLASS A					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.00	3.80	3.60	3.40	3.20
30 sec	3.20	3.05	2.90	2.70	2.50
CLASS B					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.40	3.20	3.00	2.80	2.60
30 sec	2.70	2.55	2.40	2.25	2.10

## SECURITY

El Paso County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

See Colorado Springs  
(including Manitou Springs, Security)

## STERLING (1 AM; 1 FM)

Logan County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### KGEK

1925



Subscriber to the NAB Radio Code

Media Code 4 206 9240 2.00  
Sterling Radio & TV, Inc., Box 830, Fleming Rd.,  
Sterling, Colo. 80751. Phone 303-522-1607.

STATION'S PROGRAMMING DESCRIPTION  
KGEK: Modern Country & MOR music.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Marvin G. Rivenburgh.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight, MST.  
Partial simulcast operation. Simulcast 7 pm-mid-  
night. For non-simulcast facilities see KYOT.
- AGENCY COMMISSION  
15% if payment is made by 10th of month following  
service; no cash discount.

- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KYOT.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 43 Eff 11/1/73—Rec'd 5/2/74.  
A—Mon thru Sat 6-9 am, 11:30 am-1:15 pm, 4:30-  
6:30 pm.  
B—All other times.

#### 7. PACKAGE PLANS

SATURATION PLAN					
CLASS A					
PER WK:	1 min	30 sec	10 sec	1 min	30 sec
12 ti	7.50	6.00	3.75	6.30	5.05
18 ti	7.20	5.75	3.60	6.00	4.80
24 ti	6.90	5.50	3.45	5.70	4.55
30 ti	6.60	5.30	3.30	5.40	4.30
36 ti	6.30	5.05	3.15	5.10	4.10

### KYOT

1974



Subscriber to the NAB Radio Code

Media Code 4 206 9380 6.00  
Sterling Radio & TV, Inc., Box 830, Fleming Rd.,  
Sterling, Colo. 80751. Phone 303-522-1607.  
See affiliated AM station for additional information.  
AM facilities: KGEK.

- STATION'S PROGRAMMING DESCRIPTION  
KYOT: MUSIC: MOR, contemporary 6 am-7 pm.
- PERSONNEL  
Station Manager—Richard Horkey.
- FACILITIES  
ERP 940 w.; 96.7 mc.  
Operating schedule: 6 am-midnight, MST.  
Partial simulcast operation. Operated separately 6  
am-7 pm. For simulcast facilities see KGEK.
- GENERAL ADVERTISING See coded regulations  
Member: The Intermountain Network.

#### TIME RATES

No. 1 Eff 5/1/74—Rec'd 5/14/74.  
A—Mon thru Sat 6-9 am, 11:30 am-1:15 pm & 4:30-  
6:30 pm.  
B—All other times.

#### 7. PACKAGE PLANS

SATURATION PLAN					
CLASS A					
PER WK:	1 min	30 sec	10 sec	1 min	30 sec
12 ti	4.50	3.60	2.25	3.80	3.05
18 ti	4.30	3.45	2.15	3.60	2.90
24 ti	4.10	3.30	2.05	3.40	2.75
30 ti	3.95	3.15	1.95	3.25	2.60
36 ti	3.75	3.00	1.85	3.05	2.45

## TRINIDAD

Las Animas County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### KCRT

1946

Subscriber to the NAB Radio Code

Media Code 4 206 9520 7.00  
Trinidad KCRT, Inc., Box 772, Trinidad, Colo.  
81082. Phone 303-846-3347.

- PERSONNEL  
General Manager—James P. Platt.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
250 w.; 1240 kc.  
Operating schedule: —, MST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 40 Eff 11/1/70—Rec'd 10/16/70.

SATURATION PLAN					
CLASS A					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	3.25	3.00	2.80	2.60	2.35
30 sec	2.60	2.40	2.20	2.05	1.90
10 sec	1.60	1.50	1.40	1.30	1.20
CLASS B					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	2.60	2.35	2.15	1.95	1.75
30 sec	2.05	1.90	1.75	1.55	1.40
10 sec	1.30	1.20	1.10	1.00	.85

## COLORADO

## WALSBERG

Huerfano County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### KFLJ

1957

Floyd Jeter, Box 599, Walsburg, Colo. 81089.

Media Code 4 206 9660 1.00

- PERSONNEL  
Owner & Mgr.—Floyd Jeter.
- FACILITIES  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Eff 5/1/67—Rec'd 5/31/67.

SPOT ANNOUNCEMENTS					
	1x	11x	51x	101x	365x
1 min	3.00	2.80	2.60	2.50	2.30
30 sec	2.40	2.30	2.10	2.00	1.80

7. PACKAGE PLANS		
PER WK:	1 min 30 sec	1 min 30 sec
50 ti	2.00	2.40

## WINDSOR

Weld County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KUAD

1969



Media Code 4 206 9750 0.00

Brewer Broadcasting Corp., Box 117, 206 Walnut St.,  
Windsor, Colo. 80550. Phone 303-686-2791.

STATION'S PROGRAMMING DESCRIPTION  
KUAD: Programmed for 24-49 age group.

- PERSONNEL  
General Manager—Philip Brewer.
- REPRESENTATIVES  
Mountain Media.
- FACILITIES  
1,000 w.; 1170 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, MST.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 3 Eff 2/1/74—Rec'd 1/8/74.

A—6-9, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

SPOT ANNOUNCEMENTS					
CLASS A					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	5.70	5.50	5.30	5.00	4.80
30 sec	4.60	4.40	4.20	4.00	3.90
15 sec	3.40	3.30	3.20	3.00	2.90
CLASS B					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.80	4.60	4.40	4.20	3.90
30 sec	3.90	3.70	3.50	3.30	3.10
15 sec	2.90	2.80	2.70	2.60	2.40

#### CONTRACT WEEK DISCOUNT

13 wk—5%      26 wk—10%      52 wk—15%

- PACKAGE PLANS  
ANNUAL PLAN  
Contract advertisers using 156/260/312/364/1040 spots  
within a 52-week period earns the 12/18/24/30/36  
plan rate, regardless of number run in any one week.  
In event contract is not fulfilled, schedules will be  
adjusted to rate earned each week.  
All spots regardless of length may be combined to  
earn frequency.

## CONNECTICUT

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**  
Enfield—Hartford County  
Media symbol should be Newspaper.

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	214,040	New Haven- West Haven (S.M.S.A.) .....	48,018
Bridgeport (S.M.S.A.) .....	33,343	New Haven- Waterbury- Stamford- Meriden (County Basis)..	68,365
Norwalk (County Basis)..	64,842	New London- Norwich (S.M.S.A.) .....	8,499
Bristol (S.M.S.A.) .....	712	New London- Norwich (County Basis)..	8,548
Danbury (S.M.S.A.) .....	3,891	Norwalk (S.M.S.A.) .....	11,140
Hartford (S.M.S.A.) .....	59,342	Stamford (S.M.S.A.) .....	17,359
Hartford- New Britain- Bristol (County Basis)..	65,130	Waterbury (S.M.S.A.) .....	13,250
Meriden (S.M.S.A.) .....	1,694	Total Metros (S.M.S.A.) .....	201,651
New Britain (S.M.S.A.) .....	4,403	Total Metros (County Basis)..	206,885

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.  
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

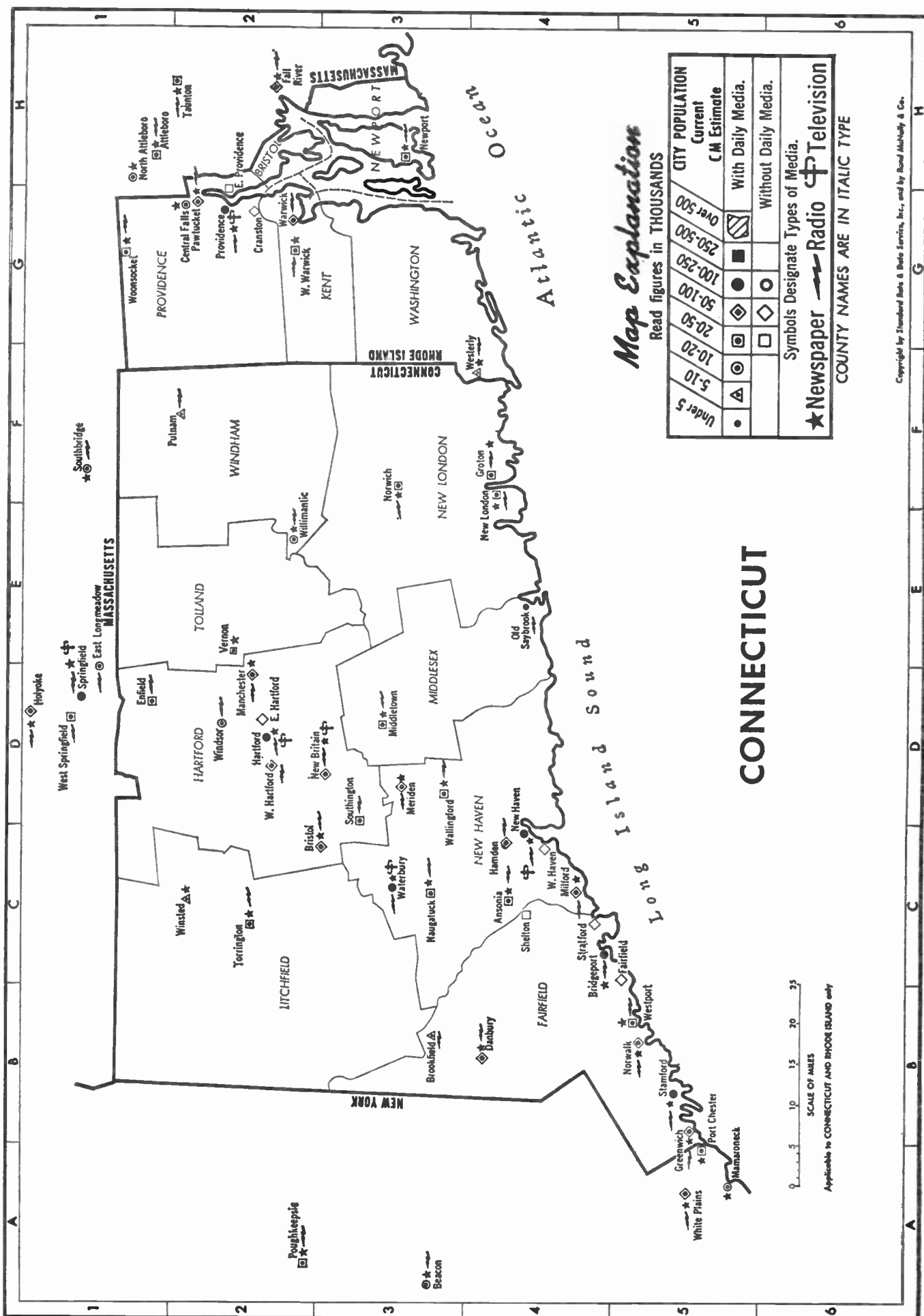
(April 1, 1970)

STATE TOTAL.....	73,357	Hartford (S.M.S.A.) .....	15,666
Bridgeport (S.M.S.A.) .....	17,207	Total Metros.....	32,873

**SRDS'  
RADIO MARKET  
ESTIMATOR,  
based on  
the KATZ style.**

See it for yourself at the  
beginning of the listings  
for the top 150 markets.

R/3/15







# CONNECTICUT

# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Production (000)	Gross Farm Income 1973 (000)				
			Per Household (\$)	% Distribution to to to to and 3000 5000 8000 10000 15000 4899 7999 9999 14999 over	(\$000)	(\$)	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)			
TOLLAND E-2	112.0	31.93	462,893	14,497	3.9	8.6	10.3	33.0	40.6	164,523	5,153	40,618	7,469	5,263	3,837	3,525	46,089	17,147	56.19	2.0	17,541
Mansfield Town	21.2	4.13	74,975	18,154																	
Vernon Town	29.7	9.50	128,637	13,541																	
WINDHAM F-2	88.0	29.11	351,971	12,091	5.7	14.6	13.6	31.4	29.3	217,598	7,475	56,153	4,452	26,375	8,269	8,274	40,878	14,559	45.04	3.3	33,107

## CONNECTICUT

See BRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Connecticut State Network

Comprised of:  
Interconnected by tape Stations  
WSNG—Torrington WICH—Norwich  
WA1K—Waterbury WTYD (FM)—New  
WSTC—Stamford London  
WNLC—New London WINY—Putnam  
Media Code 4 207 0200 3.00  
Executive Office & Mailing Address—c/o WILI, Box  
498, Williamianic, Conn. 06226.

- PERSONNEL**  
President—Herbert C. Rice.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England Spot Sales, Inc.
- AGENCY COMMISSION**  
15/0 net time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 4b, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 23a, 24a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 73a.  
Following rates are for identical programs or announcements on member stations.  
Following rates do not apply when less than entire network is used.

See individual listings for less than entire network.

**TIME RATES**  
ET 9/1/66—Rec'd 9/1/66.

**6. SPOT ANNOUNCEMENTS**

1 min	81.33
30 seconds—80% of 1-minute rate.	
1-12 times	net 28-51 times, less 10%
13-25 times, less 5%	52 or more ti, less 15%

**7. PACKAGE PLANS**

1 min, fixed	84.10	81.80	77.50	73.20
1 min, ROS	81.35	77.30	73.25	69.15
20 & 30 seconds—80% of 1-minute rate.				
1-12 times	net 28-51 times, less 10%			
13-25 times, less 5%	52 or more ti, less 15%			

## ANSONIA

New Haven County—Map Location C-4  
See BRDS consumer market map and data at beginning of the State.

### WADS

1956  
Media Code 4 207 0400 9.00  
The Valley Broadcasting Co., 386 Main St., Ansonia,  
Conn. 06401. Phone 203-735-4606.

- PERSONNEL**  
Sta. & Sales Mgr.—Donald E. Richeson.
- REPRESENTATIVES**  
New England Spot Sales, Inc.
- FACILITIES**  
500 w. days; 690 kc. Directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/1/71—Rec'd 3/29/71.

**6. SPOT ANNOUNCEMENTS**

RDS:	1 min	30 sec	20 sec	*10 sec
EA	7.50	5.50	5.00	4.00
(*) Minimum 10 per day.				

**7. PACKAGE PLANS**

PER WK EA:	10 ti	20 ti	60 ti
1 min	6.50	6.25	5.75
30 sec	5.50	5.00	4.00

**10. SPECIAL FEATURES**  
Weather & Sports, ea 10

## BRIDGEPORT (2 AM; 1 FM)

Plus 1 paid area reference.  
Fairfield County—Map Location B-4  
See BRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning 7a-10am (6-10 am)	Daytime 10am-3pm (10 am-3 pm)	Afternoon 3pm-7pm (3-7 pm)	Evening 7pm-11pm (7 pm- midnight)
A	38	28	32	20
B	28	25	28	20
C	20	25	25	20
D	28	26	28	20
AVERAGE	28	26	28	20

### WEZN (FM)

1960

*Mg* mcgavren-guild  
pgw radio, inc.

Media Code 4 207 0500 8.00  
Robert L. Williams Broadcasting Co., Inc., 1016  
Broad St., Bridgeport, Conn. 06604. Phone 203-  
346-9321.

**STATION'S PROGRAMMING DESCRIPTION**  
WEZN (FM): Programmed for adults 25-49.  
MUSIC: current, popular, standard. MOR. & show  
tunes in uninterrupted 1/4 hr segments. NEWS: 6%  
AM air personality with news, weather, commuter  
reports. COMMERCIAL POLICY: 8 commercial spots  
per hour. Contact Representative for further details.  
Rec'd 10/1/73.

- PERSONNEL**  
President—Robert L. Williams.  
Vice-Pres. & Gen'l Mgr.—Richard A. Ferguson.  
Operations Director—Paul Roger.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
EBP 25,000 w., 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.  
Rate Protection: 10b, 13b.  
Basic Rates: 20b, 22a.  
Contracts: 40a, 45, 46, 48, 49.  
Comb.: Cont. Discounts: 60d.

**TIME RATES**  
No. 2 ET 1/15/74—Rec'd 12/28/73.  
AAA—Mon thru Sun 10 am-8 pm.  
AA—Mon thru Sun 6-10 am & 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 ti	1 min 30 sec	1 min 30 sec
6 ti	28	23
12 ti	25	22
18 ti	23	18

**7. PACKAGE PLANS**

13 ti (4 6-10 am, 3 10 am-4 pm, 3 4-8 pm, 3 8 pm-midnight.)	18 30 sec	15
1 min	18 30 sec	15
20 ti (6 6-10 am, 5 10 am-4 pm, 4 4-8 pm, 5 8 pm-midnight.)	16 30 sec	13

### WICC

1926

Media Code 4 207 0600 4.00  
Connecticut Broadcasting Co., Inc., 177 State St.,  
Bridgeport, Conn. 06603. Phone 203-360-9383.

- STATION'S PROGRAMMING DESCRIPTION**  
WICC: Programmed for general interest.  
MUSIC: popular, current hits. AIR PERSONALITIES  
handle all segments. FEATURES: skiing, boating,  
hunting, fashion, space, books, careers, money,  
physical fitness, sports, etc. NEWS, weather & sports  
at 3:30 & 8:00. 6 newsmen, 1 mobile bus, airplanes.  
Commuter travel reports on airline, road & railway  
conditions 4x/hr in drive times. COMMERCIAL  
POLICY: maximum 18 minutes per hour. Contact  
Representative for further details. Rec'd 7/6/73.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ray Colonari.  
Business Manager—John J. Giroux.
  - REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
New England—Creed Associates, Inc.

## 3. FACILITIES

1,000 w.; 600 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b,  
8.  
Rate Protection: 12g, 13g, 14g, 15a.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 28b,  
28c, 30, 31.  
Contracts: 40a, 41, 45, 46, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80 81, 82.  
Affiliated with Eastern Radio Network.

**TIME RATES**  
No. 13 ET 9/1/74—Rec'd 8/8/74.

I—Mon thru Fri 5:30-10 am.  
II—Mon thru Fri 3-7 pm; Sat 5:30 am-7 pm.  
III—Mon thru Fri 10 am-3 pm; Sun 8 am-7 pm.  
IV—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	I	II	III	IV
1 min	32	30	28	26
30 sec	25	24	23	21
30 sec ID: 50% of 1-min; not combinable.				

**7. PACKAGE PLANS**  
1/2I, 1/2II

PER WK:	I	II	III	IV
1 min	35	32	30	28
30 sec	28	25	24	21

ROS—SAT 5:30 AM-MIDNIGHT;  
SUN AM-MIDNIGHT

1/2 SAT, 1/2 SUN: 1 min 30 sec  
20 ti 350 280  
40 ti 600 480

**10. SPECIAL FEATURES**  
NEWS & FEATURES (\*) (†) (\*\*)

10-min news	30	40	30
5-min news	50	40	30
Features	45	35	25

(\*)—Mon thru Fri 5:30-10 am; rotating.  
(†)—Mon thru Fri 10 am-7 pm; Sat 5:30 am-7  
pm; Sun 8 am-7 pm.  
(\*\*)—Mon thru Sun 7 pm-midnight.  
5 MINUTE NEWSCASTS

1/2 Sat, 1/2 Sun 300 500

### WLVH (FM)

HARTFORD  
City of license, Hartford, Conn.  
Bridgeport Office: 1241 Main St., Bridgeport, Conn.  
06603. Phone 203-384-8714.  
See listing under Hartford, Conn.

### WNAB

1941  
*atb* Alan Torbet  
Associates, Inc.

Media Code 4 207 1000 6.00  
WNAB, Inc., Broadcast Centre, Bridgeport, Conn.  
06608. Phone 203-333-5551.

**STATION'S PROGRAMMING DESCRIPTION**  
WNAB: Programming—adult, general.  
MUSIC: popular and standard with 5 personalities.  
Daily morning interview program 10-11 am. Daily  
homemaker show 11 am noon. NEWS: local at 3:30;  
network and local on hour; 5 min most hours; 10  
min at 6, 7, 8, 9 am, noon, 5, 6, 11 pm. SPORTS:  
local and national broadcast morning, afternoon and  
evenings. Local football, major league baseball, major  
local championships. WEATHER: staff meteorologists  
forecast at 15 with extended forecasts morning,  
noon and afternoons. Marine weather, fishing reports,  
boating news, interviews each hour weekends and  
holidays from Long Island sound. Ski reports.  
Spanish language and music Sat 7-12M. Contact  
Representative for further details. Rec'd 1/29/71.

- PERSONNEL**  
Executive Vice-President—B. Preston Gilmore.  
Station Manager—Thomas J. Kennedy.  
Program Manager—Phillip Cutting.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
New England—Kettell-Carter, Inc.
- FACILITIES** 1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11c, 12c, 13, 14c, 15a.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 25a,  
28c, 29a, 33a.

Contracts: 40a, 41, 42a, 46, 47a, 48, 49, 50, 51a, 51b,  
51c.  
Comb.: Cont. Discounts: 60a, 61c, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
ET 5/15/73—Rec'd 4/23/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all  
day.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	31	28	26	25
A	28	25	23	22
B	23	20	19	18

30 sec: 30% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS—1/3 AA, 1/3A, 1/3 B  
PER WK, 1 MIN: 12 ti 18 ti 24 ti 30 ti  
EA 23 21 20 19

## BRISTOL

Hartford County—Map Location D-2  
See BRDS consumer market map and data at beginning of the State.

### WBIS

1948  
Media Code 4 207 1200 2.00  
Bristol Broadcasting Corp., Box 1440, Bristol, Conn.  
06010. Phone 203-583-9265.

**STATION'S PROGRAMMING DESCRIPTION**  
WBIS: Programmed for adults.  
MUSIC: blends new, current & yesterday's top 100  
with MOR. AIR PERSONALITIES throughout.  
NEWS: 5 min at :00 & 3 min at :30 with emphasis  
on local. SPORTS: twice daily, American Legion &  
Little League baseball, high school football. FEAT-  
URES: 9-10 am neighborly exchange, buy, sell,  
trade. 10-11 am open mike telephone show. 11 am-  
noon telephone show with accent on guests & specific  
topics. 12:30-12:45 pm bulletin board of community  
events. 3:45-4:15 pm commuter news report. Polish  
shows Sat 11 pm-noon, Sun 3-4 pm. Italian show  
Sun 12:15-2 pm. Contact Representative for further  
details. Rec'd 4/12/71.

- PERSONNEL**  
President—E. Constance Hatch.  
Vice-Pres. & Sales Mgr.—Val McCormack.  
Station Manager—James L. Sullivan, Jr.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
New England—Eckels & Queen, Inc.
- FACILITIES**  
500 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 24c, 25a, 26,  
28a, 29a, 30, 32a 33a.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48,  
51a.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.  
Cancellation: 71a, 73a.  
Prod. Services: 80.

**TIME RATES**  
ET 6/1/74—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**

1 x	1 min 30 sec	10 sec
104 x	12	10
	12	10

**9. PARTICIPATING PROGRAMS**  
Neighborhood Exchange, Impact & Roberts Report—  
12:00.

**10. SPECIAL FEATURES**  
5-min news 25.00.  
1-min spot within 5-min news, ea 12.00.

## BROOKFIELD

Fairfield County—Map Location B-4  
See BRDS consumer market map and data at beginning of the State.

See Danbury  
(including Brookfield)

## DANBURY (2 AM; 2 FM)

(including Brookfield)  
Fairfield County—Map Location B-4  
See BRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of individual  
station coverage, audience delivered, etc. with-  
in the area.  
(Danbury continued on next page)



**WINE**

1965  
**BROOKFIELD**



Subscriber to the NAB Radio Code

Media Code 4 207 1600 3.00  
Housatonic Valley Broadcasting Co., Inc. Box 1335,  
Danbury, Conn. 06810. Phone 203-773-9000.

**STATION'S PROGRAMMING DESCRIPTION**

WINE: Programmed for adults of all ages. AIR PERSONALITIES handle all music segments. NEWS: network, 5 min on hour and at :30, local headlines quarter of hour in 3 min form. National, regional, local and international news 7:45-8:15 am, 11:45 am-12:15 pm and 4:45-5:15 pm. 5 min weather reports at 8:05 am, 12:05 and 4 pm. MUSIC: combination of top 40, popular, blended with old hits. SPORTS: 5-5-min reports 6:35, 8:30 am, 4:10, 5:30 and 7:35 pm; Major League and college football. 2 min scoreboard at :15, 6-10 am. SPECIAL FEATURES: 11:35-11:45 am second hand shop, buy, sell and swap. Personalities for country and western music Sat afternoons. Local personalities Sun for Portuguese programs at 10:30, 11 am, noon and 1 pm. COMMERCIAL POLICY: commercials limited to 18 minutes per hour. Contact Representative for further details. Rec'd 5/18/72.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—E. Murray Hahn.  
Music & Prog. Dir.—Kevin Buriand.
- REPRESENTATIVES**  
Boston—Northeastern Spot Sales, Inc.  
New York—Hob Dore Associates, Inc.  
Western States—Bill Dalstein & Associates.
- FACILITIES** 1,000 w.; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WINE-FM.
- AGENCY COMMISSION** 15/0
- GENERAL ADVERTISING** See coded regulations

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15/10
1 min	12.00	10.50	9.00
30 sec	11.50	10.00	8.50
15/10	11.00	9.50	8.00
24 hr	10.50	9.00	7.75
156 x	9.50	8.00	7.25
208 x	9.00	7.50	7.00
312 x	8.50	7.00	6.75
364 x	8.25	6.75	6.50
520 x	8.00	6.50	6.25

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	15/10
1 min	12.00	10.50	9.00
30 sec	11.50	10.00	8.50
15/10	11.00	9.50	8.00
24 hr	10.50	9.00	7.75
156 x	9.50	8.00	7.25
208 x	9.00	7.50	7.00
312 x	8.50	7.00	6.75
364 x	8.25	6.75	6.50
520 x	8.00	6.50	6.25

**8. PROGRAM TIME RATES**

1/4 hr	10 min	5 min	2 min
1 x	48.00	42.00	33.00
13 x	46.00	40.00	31.50
26 x	44.00	38.00	30.00
52 x	42.00	36.00	28.50
104 x	40.00	34.00	27.00
156 x	38.00	32.00	25.50
208 x	36.00	30.00	24.00
312 x	34.00	28.00	22.50
364 x	32.00	26.00	21.00
520 x	30.00	24.00	19.50

**CONSECUTIVE WEEK DISCOUNT**

13 wk-5%	26 wk-10%	52 wk-15%
1 min	11.55	10.05
30 sec	11.05	9.55
15/10	10.55	9.05
24 hr	10.05	8.55
156 x	9.05	7.55
208 x	8.55	7.05
312 x	8.05	6.55
364 x	7.75	6.25
520 x	7.45	5.95

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/73—Rec'd 4/18/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15/10
1 min	10.50	10.00	9.50
30 sec	8.50	7.50	7.00
15 sec	5.25	5.00	4.75
208x	260x	312x	364x
1 min	7.50	7.00	6.75
30 sec	6.00	5.75	5.50
15 sec	3.75	3.60	3.45

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	15/10
1 min	10.50	10.00	9.50
30 sec	7.50	6.50	6.00
15/10	50% of 1-min.		

**8. PROGRAM TIME RATES**

1/4 hr	10 min	5 min	2 min
1/4 hr	42.00	40.00	38.00
10 min	31.50	30.00	28.50
5 min	21.50	20.50	19.50
2 min	16.50	15.75	15.00
208x	260x	312x	364x
1/4 hr	30.00	28.00	26.00
10 min	22.50	21.00	20.00
5 min	15.50	14.50	13.50
2 min	12.00	11.75	11.50

**WLAD**  
1947  
**DANBURY**  
Media Code 4 207 1800 9.00  
Berkshire Broadcasting Corp., 198 Main St., Danbury,  
Conn. 06810. Phone 203-744-4800.

**STATION'S PROGRAMMING DESCRIPTION**  
WLAD: Programmed for adults and young adults. NEWS: 14 5-min reports & 3 15-min summaries daily. 70% local & state, 30% national & international. WEATHER: local conditions & forecasts 9:10 am daily with staff meteorologist. SPORTS: morning & evening reports; Sat specialist; scholastic football & basketball, bowling, special events. MUSIC: pop, MOR, standards, women's program 11:05 am-noon M-F. Local public affairs 6:15 pm M-F. Remotes state fairs, conventions, churches & governmental meetings. Contact Representative for further details. Rec'd 8/27/73.

- PERSONNEL**  
General Manager—Patrick Crafton.  
Program Director—Paul Baker.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Boston—Eckels & Queen, Inc.
- FACILITIES** 1,000 w.; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.
- AGENCY COMMISSION** 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
Basic Rates: 20, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 27, 28b, 29c, 30, 32b, 33a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60k, 61c, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

**TIME RATES**  
No. 5 Eff 7/1/72—Rec'd 8/5/72.  
A—Mon thru Sat 6-9 am & 3:30-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15/10
1 min	15.00	14.00	12.00
30 sec	12.00	11.00	10.00
15/10	10.00	9.00	8.00
1 min	13.00	12.00	11.00
30 sec	10.00	9.00	8.00
15/10	50% of 1-min.		

**10. SPECIAL FEATURES**

1/4 hr (8 am & 6 pm)	6	12	18	24	30
1/4 hr (8 am & 6 pm)	50.00	45.00	40.00	35.00	30.00
5 min	25.00	22.50	20.00	17.50	15.00

**6. SPOT ANNOUNCEMENTS**

**CLASS A**

PER WK:	1 min	30 sec	15/10
1 min	10.00	9.00	8.00
30 sec	7.50	6.75	6.00

**CLASS B**

PER WK:	1 min	30 sec	15/10
1 min	8.50	7.50	6.50
30 sec	6.50	5.75	5.00

**7. PACKAGE PLANS**  
TAP-1/2A, 1/2B—PREEMPTIBLE

18 per wk, ea.	1 min	30 sec
18 per wk, ea.	5.50	4.25
10 sec	50% of 1-min.	

**10. SPECIAL FEATURES**  
2-min news/weather—1-1/2x 1-min.  
5-min news summary—2x 1-min.  
5-min sports/stock/weather—2x 1-min.

**GREENWICH**  
Fairfield County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**WGCH**  
1964  
**DANBURY**  
Media Code 4 207 2200 1.00  
Greenwich Broadcasting Corp., Box 1490, 1490 Dayton Ave., Greenwich, Conn. 06830. Phone 203-869-1490.

**STATION'S PROGRAMMING DESCRIPTION**  
WGCH: Programmed for adults & young adults. AIR PERSONALITIES handle all music segments. NEWS: 10 min at :50, with sports & weather included. 15-min newscasts at 6, 7, 8 am & 11 pm. 30-min newscasts at noon & 6 pm. Weather reports live from local airport. MUSIC: contemporary MOR. Music, information, sports, weather, train & traffic & stock reports daily. 12:30-1 pm & nights M-Sat, tele/talk format. Trading post, interview programs. Public affairs, documentaries, live remote coverage of town meetings, board of education & special events. SPORTS: included in newscasts; live high school events, Italian, Irish, Polish music wknds. Live & taped church services. Contact Representative for further details. Rec'd 4/29/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George C. Stevens.  
Program Manager—Neil MacMillan.  
Sales Manager—Steven Downes.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES** 1,000 w.; 250 w. night; 1490 kc. Non-directional.  
Operating schedule: 5:55 am-11:20 pm. EST.
- AGENCY COMMISSION** 15/0 time; 1st of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 29c, 29e, 29b.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Hard liquor advertising not acceptable.  
Member: Masla Suburban Group.

**TIME RATES**  
Eff 10/1/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15/10
1 min	15.00	14.00	12.00
30 sec	12.00	11.00	10.00
15/10	10.00	9.00	8.00
1 min	13.00	12.00	11.00
30 sec	10.00	9.00	8.00
15/10	50% of 1-min.		

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr
1 hr	150	100
5 min	150% applicable 1-min.	

**GROTON**  
New London County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**HAMDEN**  
New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**HARTFORD-NEW BRITAIN**  
(10 AM; 7 FM)  
Plus 3 paid duplicates.  
(Including Manchester, West Hartford, Windsor)  
Hartford County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WDRD**  
1922  
**HARTFORD**  
Media Code 4 207 2800 5.00  
Buckley Broadcasting Corp. of Conn., 750 Main St.,  
Hartford, Conn. 06103. Phone 203-278-1115.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Richard Korsen.  
Vice-Pres. & Prog. Dir.—Charles H. Parker.  
Sales Manager—Dick Robinson.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES** ERP 29,000 w.; 136.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 720 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am. For non-simulcast facilities see WCCC-FM.
- AGENCY COMMISSION** 15/0 time only.

**CONNECTICUT**

Stations located within the combined city area are consolidated under multiple city headings. This is done to insure that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	95	71	50	40
B	60	50	35	30
C	45	45	49	38
D	45	45	45	35
AVERAGE	61	53	60	38

**WCCC**  
1947  
**HARTFORD**  
Media Code 4 207 2600 2.00  
Greater Hartford Communications Corp., 11 Asylum St., Hartford, Conn. 06103. Phone 203-549-3456.

**STATION'S PROGRAMMING DESCRIPTION**  
WCCC: All request program contemporary Top 30. AIR PERSONALITIES handle all segments. Station involved in community, regular community events are integrated with program events. NEWS: network news at :30; local and regional on hour. Detailed reports of stock market prices and news are carried daily. Contact Representative for further details. Rec'd 1/28/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Sy Dresner.  
Program Director—Randy Potts.  
Sales Manager—Mill Aninger.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES** 500 w.; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCCC-FM.
- AGENCY COMMISSION** 15/0 time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22b, 23a, 24a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 61b.  
Cancellation: 71a, 73a.  
Affiliated with American Entertainment Network.

**TIME RATES**  
AM/FM COMBINATION  
Rec'd 1/18/71.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	15/10
1 min	25	22
30 sec	20	18
15/10	15	13

**WCCC-FM**  
1960  
**HARTFORD**  
Media Code 4 207 2601 0.00  
Greater Hartford Communications Corp., 11 Asylum St., Hartford, Conn. 06103. Phone 203-549-3456.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WCCC-FM: All request program contemporary Top 30. Contact Representative for further details. Rec'd 1/28/74.

- FACILITIES** ERP 50,000 w.; 106.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 720 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am. For non-simulcast facilities see WCCC.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

**WINE-FM**  
1957  
**BROOKFIELD**

Subscriber to the NAB Radio Code  
Media Code 4 207 1601 1.00  
Housatonic Valley Broadcasting Co., Inc., Box 1335,  
Danbury, Conn. 06810. Phone 203-773-9000.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WINE-FM: MUSIC: general popular music. MOR, showtunes, standards & comedy. Rock music show midnight-6 am. Special shows 4 nights per week 8:30-10:30 pm, Tues. night: interviews with celebrities & prominent people in area, also prominent black people in area, on special black programming. Wed. night: concert hall classical music of great masters. Thurs. night: rock night, top 40 rock. Fri. night: show tunes & golden oldies. Sat. night: popular music. Sun. night: rock & roll revival night. Contact Representative for further details. Rec'd 7/3/74.

- FACILITIES** ERP 29,000 w.; 95.1 mc. Stereo.  
Operating schedule: 5:45-1 am. EST.  
Antenna ht.: 500 ft. above average terrain.  
Partial simulcast operation. Operated separately after AM sign-off. For simulcast facilities see WINE.

**WLAD-FM**  
1954  
**DANBURY**  
Media Code 4 207 2000 5.00  
Berkshire Broadcasting Corp., 198 Main St., Danbury,  
Conn. 06810. Phone 203-744-4800.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WLAD-FM: Programmed for adults.  
MUSIC: Primarily instrumental, blending standards and MOR favorites in uninterrupted segments with break for announcements at end of each quarter hour. NEWS: capsules at :58, 10 min extended newscast at 5:50 pm M-F. Emphasis on local & area news. SPORTS: capsule at 7:30 am M-Sat.  
Weather: local conditions & forecasts by staff meteorologist. Features: fishing & gardening seasonally, homemaker tips, road reports. Contact Representative for further details. Rec'd 4/8/74.

- PERSONNEL**  
Program Director—George Repko.
- FACILITIES** ERP 2,500 w.; 98.3 mc. Stereo.  
Operating schedule: 6 am-midnight daily. EST.  
Antenna ht.: 328 ft. above average terrain.
- TIME RATES**  
No. 2 Eff 3/10/74—Rec'd 3/5/74.  
A—Sun thru Sat 9 am-8 pm.  
B—Sun thru Sat 6-9 am & 8 pm-midnight.

# CONNECTICUT

Hartford-New Britain—W D R C—Cont'd

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 12g, 14g.  
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.  
Contracts: 41, 44b, 47a, 49, 51b.  
Comb.; Cont. Discounts: 60d, 60f, 61a, 61b.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 8z.

**RATE PROTECTION.** Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

## TIME RATES

No. F Eff 1/14/74—Rec'd 1/14/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight; Sun 9 am-7 pm.  
C—Mon thru Sun midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 12 ti 18 ti  
1 min..... 62 60 58  
30 sec/less..... 50 48 46

	AAA		AA		A	
	1 ti	12 ti	1 ti	12 ti	1 ti	12 ti
1 min.....	51	49	47	46	43	41
30 sec/less.....	41	40	38	37	35	33

## 10. SPECIAL FEATURES

**5-MINUTE NEWSCASTS**  
At :30 Mon thru Sat 6 am-6 pm; Sun 9 am-6 pm.  
At :30 Mon thru Sat 5:30-8:30 am.  
PER WK: AAA AA A B C  
1 ti..... 71 58 49 42 19  
5 ti..... 68 55 46 40 18  
10 ti..... 65 53 44 38 16  
News service charge—20% of applicable rates.  
Min. 30-sec. ID's & Newscasts may combine to earn wly frequency discount.

## CONSECUTIVE WEEK DISCOUNT

52 wk—5%  
Applied as earned. Only consecutive weeks with expenditures of 100.00 or more per week may qualify for discounts.

## W D R C-FM

1939  
HARTFORD

R A B

Media Code 4 207 2801 6.00  
Buckley Broadcasting Corp. of Conn., 750 Main St., Hartford, Conn. 06103. Phone 203-278-1115.  
See affiliated AM station for additional information.

## 5. FACILITIES

ERP 17,500 w. (horiz.), 17,500 w. (vert.), 102.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1500 ft. above average terrain.  
Partial simulcast operation. Operated separately 10 am-midnight. For simulcast facilities see WDRC.

## TIME RATES

No. 1-F Eff 8/1/73—Rec'd 8/15/73.

## 6. SPOT ANNOUNCEMENTS

MON THRU SUN—10 AM-MIDNIGHT  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
Ea..... 25 24 23 22 21

## WEXT

1963  
WEST HARTFORD

Media Code 4 207 3200 0.00  
Grosco, Inc., 630 Oakwood Ave., West Hartford, Conn. 06110. Phone 203-527-1878.

## STATION'S PROGRAMMING DESCRIPTION

WEXT: Modern country station.

## 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Mike Blumberg.  
Assistant General Manager—Mort Roberts.  
Program Director—John Q. Parks.

## 2. REPRESENTATIVES

AAA Representatives.

## 3. FACILITIES

1,000 w. days; 1550 kc. Non-directional.  
Operating schedule: EST.

## 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Member: French Program Group of New England.

## TIME RATES

No. 2 Eff 3/1/71—Rec'd 3/30/71.

## 6. SPOT ANNOUNCEMENTS

PER WK, EA: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 12.00 11.00 10.00 9.00 8.00  
30 sec..... 9.60 8.80 8.00 7.20 6.40  
10 sec: 50% of 1-min.

## 10. SPECIAL FEATURES

**5-MIN NEWSCASTS**  
PER WK: 3 ti 6 ti 12 ti  
Ea..... 20 19 18 17  
WEATHERSCOPES & SPORTSCOPES  
Ea..... 15 14 13 12  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—13%

# WHCN (FM)

1939  
HARTFORD

M

Jack Masla & Company, Inc.

R A B

Media Code 4 207 3400 6.00

WHCN, Inc., a subsidiary of Beck-Ross Communications, Inc., 60 Washington St., Hartford Conn. 06106. Phone 203-549-0850.

## STATION'S PROGRAMMING DESCRIPTION

WHCN (FM): Programmed for young adults 18-34.  
MUSIC: contemporary albums & hit singles. Contact Representative for further details. Rec'd 12/3/73.

## 1. PERSONNEL

President—Martin S. Beck.  
Vice-Pres. & Gen'l Mgr.—Dick Paisley.  
National Sales Manager—Jim Champlin.  
Sales Manager—Joe Di Pietro.  
Program Director—George Taylor Morris.

## 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
Boston—New England Spot Sales, Inc.

## 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 740 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 5.  
Basic Rates: 20a, 23a, 29a.  
Contracts: 40a, 42a, 45.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70a, 70c.

## TIME RATES

No. 18 Eff 7/1/73—Rec'd 6/13/73.

AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10 am-1 am.

## 6. SPOT ANNOUNCEMENTS

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.....	30	24	25	20	20	16
12 ti.....	27	22	22	18	18	14
18 ti.....	25	20	20	16	16	12
30 ti.....	22	18	18	14	14	10

## 7. PACKAGE PLANS

ROS—1/3AAA, 1/3AA, 1/3A  
PER WK: 12 ti 18 ti 24 ti 30 ti  
1 min..... 22 20 18 16  
30 sec..... 18 16 14 12

## CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

# WINF

1958  
MANCHESTER

CBS Radio Network

R A B

Media Code 4 207 3600 1.00

National Media Corp., 376 R. Middle Turnpike W., Manchester, Conn. 06040. Phone 203-646-1230.

## STATION'S PROGRAMMING DESCRIPTION

WINF: Programmed for adults.  
MUSIC: middle-of-the-road delivered by air personalities. NEWS: network news on hour and augmented with local and regional news by own staff.  
SPORTS: professional basketball, football and baseball plus extended coverage by network and local staff, professional soccer. Rec'd 5/28/74.

## 1. PERSONNEL

Pres. & Owner—Robert D. Charnas.  
Vice-Pres. & Gen'l Mgr.—Jeff Jacobs.  
Sales Manager—Sherm Harris.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 29a, 30, 31, 33b.  
Contracts: 40a, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with CBS.

## TIME RATES

Eff 9/1/70—Rec'd 7/21/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
AA..... 40 25 24 23 22 21  
A..... 35 21 20 19 18 17

## 7. PACKAGE PLANS

ROS/BTA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
Ea..... 18 17 16 15  
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.  
DISCOUNT  
52 consec wk—10%

# WHO:

Men and Women  
(in 4 age groups),  
Teens, Children.

# WHAT:

Demographic Estimates  
in the form of hard counts.

# WHERE:

In the Market Data  
Summary near the  
front of this issue.  
Estimates are given  
for every metro  
area in the U. S.

## See Contents Page

for the exact location  
of this new feature.

R-X 3/6

# WIOF

1967  
WATERBURY  
A Mery Griffin Station

R A B

(This is a paid duplicate of the listing appearing under Waterbury, Conn.)

Media Code 4 207 3650 6.00  
WIOF, a division of January Enterprises, Inc., Box 2719, Waterbury, Conn. 06720. Phone 203-753-4459.  
Studio: Music Mt., Rt. 69, Prospect, Conn.

## STATION'S PROGRAMMING DESCRIPTION

WIOF: Programmed for all ages.  
MUSIC: modern country and western. NEWS: 5 min every half hour. Sports, traffic and state weather reports. Live on location shows. Contact Representative for further details. Rec'd 12/30/71.

## 1. PERSONNEL

President—Mery Griffin.  
Vice-President/PM Group—Robert C. Ardrey.  
Station Manager—Paul Bessette.

## 2. REPRESENTATIVES

Northeastern Spot Sales, Inc.

## 3. FACILITIES

ERP 20,000 w.; 104.1 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 461 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22a, 23a, 24a, 26, 29a.  
Contracts: 40a, 46, 47a.  
Comb.; Cont. Discounts: 61a, 61c.  
Cancellation: 70a, 70e, 71a, 73a.  
AM facilities: WPOF, Hartford.  
Affiliated with American Entertainment Network.

## TIME RATES

Eff 11/1/67—Rec'd 7/31/72.  
**7. PACKAGE PLANS**  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 40 ti  
1 min..... 15.00 13.00 12.00 11.00 10.00 9.00  
30 sec..... 12.00 10.50 9.50 8.75 8.00 7.25  
10 sec..... 7.50 6.50 6.00 5.50 5.00 4.50  
(D-2)

# WKCI (FM)

1969  
HAMDEN

A Kops Monahan Station

R A B

(This is a paid duplicate of the listing appearing under New Haven, Conn.)

Media Code 4 207 5900 3.00  
WKCI, division of Kops-Monahan Communications, Inc., 152 Temple St., New Haven, Conn. 06510.  
Phone 203-777-7309.

## STATION'S PROGRAMMING DESCRIPTION

WKCI (FM): Programmed for adults.  
MUSIC: mixture of standards & current album music, with emphasis on familiar instrumentals & vocals, presented in uninterrupted 1/4 hr segments. NEWS: 4-min at :15; community events every hour. COMMERCIAL POLICY: 6 commercials per hour. Contact Representative for further details. Rec'd 7/18/72.

## 1. PERSONNEL

President—Daniel W. Kops.  
Executive Vice-President—Richard J. Monahan.

## 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.  
Eckels & Queen, Inc.  
Kops-Monahan Communications, Inc.: See Rep & S/O pages.

## 3. FACILITIES

ERP 12,000 w. (horiz.), 12,000 w. (vert.); 101.3 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 870 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81.

Affiliated with Eastman Radio Network.

Sold in combination with WAVZ, New Haven. See that listing for rates.

## TIME RATES

No. 7 Eff 2/1/74—Rec'd 2/22/74.  
I—Mon thru Sun 10 am-7 pm.  
II—Mon thru Sun 6-10 am & 7 pm-midnight.  
III—All other times.

## 6. SPOT ANNOUNCEMENTS

	I		II		III	
	1 ti	12 ti	1 ti	12 ti	1 ti	12 ti
1 min 30	28	24	20	22	28	17
30 sec 24	22	20	17	17	16	14
1 min.....	10	8	8	8	8	8
30 sec.....	8	7	7	7	6	6

# WKND

1961  
WINDSOR

R A B

Media Code 4 207 3700 9.00  
KND Corp., Box 1480, Windsor, Conn. 06095. Phone 203-688-6221, 688-6222.

## 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Kenneth N. Dawson.  
General Sales Manager—Phyllis J. Segalman.  
Program Director—Chuck Stephens.

## 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

(This listing continued on next page)



**Hartford-New Britain—WKNB—Continued**

- 3. FACILITIES**  
800 w.; 1480 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 5, 6a, 7a.  
Basic Rates: 24a, 24b, 25a, 29a.  
Contracts: 40a, 41a.  
Cancellation: 73a.

**TIME RATES**

ET Rec'd 5/4/72.

AA—6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	18 ti	24 ti	36 ti
1 min.		12.00	18.00	14.00
30 sec.		15.00	13.50	12.00

**CLASS A**

1 min.	18.00	16.00	14.00	12.00
30 sec.	13.50	12.00	10.50	9.00

**10. SPECIAL FEATURES**  
5 MINUTE NEWSCASTS—FULL SPONSORSHIP

CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	30	23	26	24
30 sec.	25	23	21	19

**WKSS (FM)**  
1947  
HARTFORD-MERIDEN  
**BLAIR RADIO**

**RAB**

Media Code 4 207 3760 3.00  
Communico, Inc., 2 Wethersfield Ave., Hartford, Conn. 06114. Phone 203-243-9577.

**STATION'S PROGRAMMING DESCRIPTION**  
WKSS (FM): Programmed for adults.  
MUSIC 94%; current popular, standard, MOR & showtunes blended together in uninterrupted quarter hour segments. NEWS 6%; 4 man news staff & 3 mobile units. Contact Representative for further details. Rec'd 7/24/72.

**1. PERSONNEL**  
President—Frederic W. Constant.  
Vice-Pres. & Gen'l Mgr.—Perry S. Ury.  
Music Director—James A. Schulke.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
ERP 14,500 w.; 95.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 820 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 33d.  
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 57a, 57b.  
Comb., Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

No. 6 ET 8/12/73—Rec'd 8/2/73.  
AA—Mon thru Sat 11 am-7 pm.  
A—Mon thru Sat 6-10 am & 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
6 ti	12 ti	18 ti
1 min	52	46
30 sec	42	40

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	45	43	40	38
30 sec/less.	36	34	32	30

**WLVB (FM)**

1939  
HARTFORD

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 207 3825 4.00

WLVB Inc., 750 Main St., Hartford, Conn. 06103.  
Phone 203-549-1175.  
Bridgeport office: 1241 Main St., Bridgeport, Conn. 06603. Phone 203-384-8714.

**STATION'S PROGRAMMING DESCRIPTION**  
WLVB (FM): Programmed for entire Spanish speaking population.  
MUSIC: general popular played by 5 air personalities. NEWS: national every hour; 3 man news department; state, N.Y. & local news at :30; direct newscasts from Puerto Rico twice daily; 2 AP Latin American, 2 AP state and national and UPI San Juan wires. Audience involvement programs include: 2 daily 30 min novels, 2 daily 15 min sit-com and daily 1 hour tel-talk show. Live remote broadcasts: parades, nite clubs, man on street and sports. Commercials translated free. Rec'd 1/15/71.

**1. PERSONNEL**  
Chrm. & Chief Exec. Off.—Al Lenoco.  
President—Jose' Grimalt.  
Chief Engineer—Ernest Kerschner.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc. Operating schedule: 24 hours daily. EST.  
Antenna ht.: 750 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations.  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

No. 3 ET Rec'd 1/15/71.

**6. SPOT ANNOUNCEMENTS**

PER WK. ROS:	7 ti	14 ti	21 ti	35 ti
1 min.	15	13	11	10
PER MO. ROS:	14	12	10	9
1 min.	250x	500x	750x	1000x
PER YR. ROS:	13	12	11	10

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr
Ea	250	150

**10. SPECIAL FEATURES**  
Newscast—1-1/2x applicable 1-min rate.  
Weather—1-1/4x applicable 1-min rate. (CB)

**WPOP**

1935  
HARTFORD

*Mg* mcgavren-guild  
pgw-radio, inc.

**RAB**

A Merv Griffin Station

Media Code 4 207 4000 3.00  
Greater Connecticut Broadcasting, Inc., Box 11-1410, Newington Branch, Hartford, Conn. 06111. Phone 203-666-1411, 278-2775, 229-5215.

**1. PERSONNEL**  
General Manager—Robert Gruskay.  
Sales Manager—Al Pellegrino.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Northeastern Spot Sales, Inc.

**3. FACILITIES** 5,000 w.; 1410 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WIOF, Waterbury.  
Affiliated with American Contemporary Network.

**TIME RATES**

No. 7B ET 4/1/73—Rec'd 5/4/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	Fixed	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	56	49	43	40	33	30
AA	44	38	35	33	33	30

30 sec: 80% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA

PER WK:	12 ti	18 ti	24 ti
1 min.	32	30	28

30 sec: 80% of 1-min.  
Combinalbe with spots for frequency discount.

**WRCH**

1949  
NEW BRITAIN

**KATZ RADIO**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 207 4200 9.00  
Central Broadcasting Co., Box 910, Radio Park, Farmington, Conn. 06032. Phone: Hartford 203-677-8521; New Britain 203-223-2721. TWX 710-428-9036.

**STATION'S PROGRAMMING DESCRIPTION**  
WRCH: Adult album music. Standards, showcase current popular favorites when arrangements are of mass adult appeal; uninterrupted segments of music. NEWS: every half hour during drive times; 5 man local staff, UPI, UPI audio. Weekend: weather reports direct from weather bureau. Contact Representative for further details. Rec'd 4/30/73.

**1. PERSONNEL**  
President—Aldo De Dominicis.  
Exec. Vice-Pres. & Gen'l Mgr.—Enzo De Dominicis.  
Sales Manager—Erwin (Win) Needles.

**2. REPRESENTATIVES**  
Katz Radio.  
New England, Boston—Creed Associates, Inc.

**3. FACILITIES**  
5,000 w.; 910 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3b, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11i, 12i, 13i, 15c, 15e, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 27, 28b, 29a, 30, 31, 32a, 33a.

Contracts: 40a, 41, 44a, 45, 46, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.  
Affiliated with Katz Radio Network.

**TIME RATES**

AM/FM COMBINATION  
No. 2 ET 1/15/72—Rev 5/28/73—Rec'd 4/30/73.  
AAA—Mon thru Sat 6 am-7 pm.  
AA—Mon thru Sat 7 pm-midnight; Sun all day.  
A—All other times. (Rotate.)  
(\*) Minimum time spread 4 hours.

**6. SPOT ANNOUNCEMENTS**

PER WK. I MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	57	52	50	48	46
AA	47	42	40	38	36
A	27	22	20	18	16

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
NEWSCASTS: AAA (1)  
1-min rate plus 10 8  
(1) All other times.  
Includes 10-second open plus 1 minute.

AM only: Deduct 5.00.

**WRCH-FM**

1968  
NEW BRITAIN

**RAB** **NAB** **NAB**

Subscriber to the NAB Radio Code  
Media Code 4 207 4201 7.00

Central Broadcasting Co., Box 910, Radio Park, Farmington, Conn. 06032. Phone: Hartford 203-677-8521; New Britain 203-223-2721. TWX 710-423-0051.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WRCH-FM: MUSIC: 54-57 min per hour consisting of albums, combining standards with Broadway, Hollywood showtunes, basically instrumental; popular favorites when performance has adult appeal. COMMERCIAL POLICY: 6 commercials per hour, in quarter hour breaks. NEWS: at :58. Contact Representative for further details. Rec'd 8/27/73.

**3. FACILITIES**  
ERP 19,500 w. (horiz.), 19,500 w. (vert.); 100.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 720 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WRCH. See that listing.

**TIME RATES**

FM only: AM/FM combination rates less 5.00.

**WRYM**

1946  
NEW BRITAIN

Media Code 4 207 4400 5.00  
Hartford County Broadcasting Corp., 1056 Willard Ave., Newington, Conn. 06111. Phone 203-666-5646.

**STATION'S PROGRAMMING DESCRIPTION**  
WRYM: Adult format, particularly show tunes and standards, with daily featured segments of entertainment programs for foreign groups: Polish, Spanish, Italian, Ukrainian, Greek and Lithuanian. News, stock market reports and sports reports from the networks and local news. Rec'd 12/31/73.

**1. PERSONNEL**  
President—Louis A. Sodikoff.  
Gen'l Mgr. & Sales Mgr.—Ralph H. Klein.

**3. FACILITIES**  
1,000 w. days; 840 kc.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 22b, 23b, 24a, 26, 27, 28a, 28c, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60c, 61a.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**

ET 3/1/70—Rec'd 2/3/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	20 ti	30 ti	10 ti	20 ti	30 ti
1 wk.	10.00	9.75	9.25	8.00	7.80	7.40
13 wk.	9.50	9.25	8.75	7.60	7.40	7.00
26 wk.	9.00	8.75	8.25	7.20	7.00	6.60
52 wk.	8.50	8.25	7.75	6.90	6.60	6.20

**8. PROGRAM TIME RATES**

1/2 hr	90	85	80
1/4 hr	60	55	50
5 min.	30	25	20

**WTIC**

1925  
HARTFORD

**NBC Radio Network**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 207 4600 0.00

The Ten Eighty Corp., Broadcast House, 3 Constitution Plaza, Hartford, Conn. 06115. Phone 203-525-0801.

**STATION'S PROGRAMMING DESCRIPTION**  
WTIC: Programmed for general interest. NEWS: 70 information features each day that vary in length from 15 min newscasts to 4 min network commentaries. Top drive time personalities are supported by standard pops & MOR music. Evening includes telephone talk, interviews, & music ranging from standard pops to light classical. SPORTS: Major League baseball & football, university football & basketball & major golf tournament. Contact Representative for further details. Rec'd 7/31/72.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Ernest H. Peterson.  
General Sales Manager—Donald MacGovern.  
Program Manager—Roswell Miller.

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
50,000 w.; 1080 kc. Directional—night only.  
Operating schedule: 24 hours daily.  
Partial simulcast operation. Simulcast 1-8:15 am.  
For non-simulcast facilities see WTIC-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a.  
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80.  
Affiliated with NBC.

**CONNECTICUT**

**STATION'S PROGRAMMING DESCRIPTION**  
WTIC: Programmed for general interest. NEWS: 70 information features each day that vary in length from 15 min newscasts to 4 min network commentaries. Top drive time personalities are supported by standard pops & MOR music. Evening includes telephone talk, interviews, & music ranging from standard pops to light classical. SPORTS: Major League baseball & football, university football & basketball & major golf tournament. Contact Representative for further details. Rec'd 7/31/72.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Ernest H. Peterson.  
General Sales Manager—Donald MacGovern.  
Program Manager—Roswell Miller.

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
50,000 w.; 1080 kc. Directional—night only.  
Operating schedule: 24 hours daily.  
Partial simulcast operation. Simulcast 1-8:15 am.  
For non-simulcast facilities see WTIC-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33a.  
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80.  
Affiliated with NBC.

**TIME RATES**

No. 1 ET 4/29/74—Rec'd 5/2/74.  
AA—Maximum Traffic Plan, Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-1:15 pm. MTP rotate Mon thru Sat in all time periods. Minimum contact 3 spots per wk, alternating M-W-F/Tues-Thurs-Sat. Total schedule multiples of 3.  
A—Mon thru Fri 10 am-3 pm; Sat 1:15-7 pm; Sun 5 am-7 pm.  
B—Mon thru Sun 7 pm-midnight & 5-6 am.  
C—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
1x	100x	300-499
1 ti	100	95
12 ti	95	90
15 ti	90	86
20 ti	85	81
30+	80	77

CLASS AA

1x	100x	300-499	1x	100x	300-499
1 ti	100	95	85	81	77
12 ti	95	90	86	81	77
15 ti	90	86	81	77	73
20 ti	85	81	76	73	69
30+	80	77	75	70	66

CLASS B

1
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# CONNECTICUT

Hartford-New Britain—Continued

**WTIC-FM**  
1940  
HARTFORD



Subscriber to the NAB Radio Code  
Media Code 4 207 4601 8.00  
The Ten Eighty Corp., Broadcast House, 3 Constitution Plaza, Hartford, Conn. 06115. Phone 203-525-0801

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTIC-FM: Presents fine arts format in hours of separate programming. 2 major classical works are performed each day in addition to variety of briefer classical selections. Concerts Tues 7:30-9:30 pm & Thurs 7:30-9:30 pm. Contact Representative for further details. Rec'd 4/1/74.

**3. FACILITIES**  
ERP 15,000 w. (horiz.), 13,000 w. (vert.); 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht—810 ft. above average terrain.  
Partial simulcast. Non-simulcast from 8:15-1 am. For simulcast listing see WTIC, WTIC-FM.

**TIME RATES**

ET 4/30/73—Rec'd 5/10/73.

6. SPOT ANNOUNCEMENTS			
1x	100x	300x	500x
1 min.....	12	10	8
20/30 sec.....	10	8	6
8. PROGRAM TIME RATES			
1x	13x	26x	52x
2 hr.....	140	130	120
1 hr.....	75	70	65
1/2 hr.....	45	42	40
10. SPECIAL FEATURES			
NEWS/WEATHER:	1x	13x	26x
5 min.....	22	20	18

**WVYZ (FM)**  
(formerly WATR-FM)  
1961  
WATERBURY



(This is a paid duplicate of the listing appearing under Waterbury, Conn.)  
Media Code 4 207 8600 6.00

WNAB, Inc., Broadcast Centre, Waterbury, Conn. 06702. Phone 203-755-1121.

**STATION'S PROGRAMMING DESCRIPTION**  
WVYZ (FM): MUSIC: adult instrumental & vocals in multiple melodies, uninterrupted segments. Cluster effect used for commercial presentation. COMMERCIAL

**CIAL POLICY:** limited to double spot maximum in any break. Maximum 3 breaks per 30 minutes. NEWS: local, national & international in capsule form. Temperature & time throughout hr. Contact Representative for further details. Rec'd 9/4/73.

- 1. PERSONNEL**  
Executive Vice-President—B. Preston Gilmore.  
Station Manager—Thomas J. Kennedy II.  
Program Manager—Jack Bell.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 740 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.  
Rate Protection: 10b, 13b.  
Basic Rates: 20b, 22a.  
Contracts: 40a, 45, 46, 48, 49.  
Comb.: Cont. Discounts: 60d.  
AM facilities: WATL.  
Affiliated with ATA Radio Network.

**TIME RATES**

ET 9/1/73—Rec'd 9/4/73.

6. SPOT ANNOUNCEMENTS			
6 ti	12 ti	18 ti	24 ti
1 min.....	15	14	13
30 sec.....	12	11	10
7. PACKAGE PLANS			
TAP—50% SECTION I MON-FRI— 50% ALL OTHER TIMES			
1 min.....	6 ti	12 ti	18 ti
30 sec.....	13	12	11
	11	10	9

## MANCHESTER

Hartford County—Map Location D-2.  
See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain  
(including Manchester, West Hartford, Windsor)

## MERIDEN-WALLINGFORD (1 AM; 1 FM)

New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc within the area.

**WKSS (FM)**

Licensed as a Hartford-Meriden Station.  
See listing under Hartford-New Britain.

**WMMW**  
1947



Subscriber to the NAB Radio Code  
Media Code 4 207 4800 6.00  
WMMW, Inc., 1 Church St., Meriden, Conn. 06450. Phone 203-235-5747.

**STATION'S PROGRAMMING DESCRIPTION**  
WMMW: Programmed for adults and young adults. MUSIC: MOR, NEWS: at :60 and :30. Emphasis on local news and community events. SPORTS: Local emphasis, play-by-play high school football. SPECIAL FEATURES: swap shop 10:30-11:30 am Mon-Sat, tele/talk 12:30-1:30 pm weekdays, concert of the week 12-5 pm Sat. Contact Representative for further details. Rec'd 1/7/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Raymond Vitale.  
Vice-President—Paul A. Orlo.  
Program Director—Alan Todd.
- 2. REPRESENTATIVES**  
New England, Boston—Creed Associates, Inc.
- 3. FACILITIES**  
1,000 w. day; 1470 kc. Non-directional.  
Operating schedule: 6 am to local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation 71a, 73a.

**TIME RATES**

ET 12/3/73—Rec'd 12/4/73.

6. SPOT ANNOUNCEMENTS				
1 ti	12 ti	18 ti	24 ti	
1 min.....	8.50	8.00	7.50	7.00
30 sec.....	7.00	6.50	6.00	5.50
7. PACKAGE PLANS				
10 ti	20 ti	30 ti	40 ti	
1 min.....	7.50	6.50	6.00	5.50
30 sec.....	6.00	5.50	5.00	4.50

## MIDDLETOWN

Middlesex County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WCNX**  
1948

Media Code 4 207 5000 2.00  
Middlesex Broadcasting Co., River Rd., Middletown, Conn. 06457. Phone 203-347-2565.

**STATION'S PROGRAMMING DESCRIPTION**  
WCNX: MUSIC: MOR interspersed with 2-1/2 min features; big hand era selections; polka music at 10:30 pm. NEWS: emphasis on local, regional & state; UPI wire & audio. SPORTS: emphasis on local including play-by-play high school football. American Legion baseball. Contact Representative for further details. Rec'd 3/28/73.

- 1. PERSONNEL**  
Managing Directors—Richard J. O'Brien and William J. O'Brien, Jr.  
Program Director—William J. Glynn.  
Sales Manager—Peter M. O'Brien.
- 2. REPRESENTATIVES**  
The Dervy Organization, Inc.  
New England—Nona Kirby Co., Inc.
- 3. FACILITIES**  
1,000 w.; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23b, 24c, 25a, 26, 27, 28b, 29a, 29b, 30, 32a, 33a.  
Contracts: 40c, 41, 42a, 42c, 43, 45, 46, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70c, 71b, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

ET 10/1/70—Rec'd 8/19/70.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	15 sec	5 sec
Flat.....	13.30	11.00	9.25
8. PROGRAM TIME RATES			
Flat.....	1/2 hr	5 min	
	70	30	

## MILFORD

New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WFIF**  
1964

Media Code 4 207 5200 8.00  
Colonial Broadcasting Co., 1201 Post Rd., Milford, Conn. 06460. Phone 203-878-5915.  
New York Office: 3948 Time Life Bldg., New York N. Y. 10020. Phone 212-245-2870.

**STATION'S PROGRAMMING DESCRIPTION**  
WFIF: Programmed for adults and young adults. MUSIC: country and western (Nashville Sound), 4 air personalities, 2 newsmen, 1 sportscaster. NEWS: AP wire service and network news at :15 and :45 with extended local and regional news. Community public service utilizing local people. Editorials. Weather direct from U.S. weather bureau. State and local industrial stock reports. SPORTS: local football game of the week; 2 daily sports round-ups; fishing reports in season. Mobile studio available. Live jamborees available. Contact Representative for further details. Rec'd 8/20/70.

- 1. PERSONNEL**  
Mgr. & Farm Dir.—Vin Roberts.  
Woman's Editor—Gall Anderson.  
News & Sports Dir.—Jeannett Forbes.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
New England—Eckels & Queen, Inc.
- 3. FACILITIES**  
5,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 28a, 29a, 32b, 33c.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60l, 61c.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with MBS.  
Member: National AdRadio Groups, Inc.

**TIME RATES**

No. 5 ET 8/1/70—Rec'd 8/20/70.

6. SPOT ANNOUNCEMENTS						
1x	52x	104x	156x	208x	260x	312x
1 min 16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec 12.00	11.25	10.50	9.75	9.00	8.25	7.50
10 sec 8.00	7.50	7.00	6.50	6.00	5.50	5.00
7. PACKAGE PLANS						
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	
1 min.....	14.00	13.00	12.00	11.00	10.00	
30 sec.....	10.50	9.75	9.00	8.25	7.50	
10 sec.....	7.00	6.50	6.00	5.50	5.00	

## NAUGATUCK

New Haven County—Map location C-4  
See SRDS consumer market map and data at beginning of the State.

See Waterbury  
(including Naugatuck)

## NEW BRITAIN

Hartford County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

See Hartford-New Britain  
(including Manchester, West Hartford, Windsor)

## NEW HAVEN (4 AM; 3 FM)

(including Homden)  
Plus 3 paid duplicates.  
New Haven County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (7 am-10 am)		Daytime Traffic (10 am-3 pm)		Afternoon Traffic (3-7 pm)		Evening Traffic (7 pm-midnight)	
	6-10 am	10 am-3 pm	10 am-3 pm	3-7 pm	3-7 pm	7 pm-midnight	7 pm-midnight	7 pm-midnight
A	60	38	50	25	25	25	25	25
B	28	28	28	25	25	25	25	25
C	25	21	28	25	25	25	25	25
D	21	20	25	20	25	20	25	20
AVERAGE	34	27	33	24	27	24	27	24

**WAVZ**  
1947  
NEW HAVEN



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 207 5400 4.00  
The New Waves, a Division of Kops-Monahan Communications, Inc., 152 Temple St., New Haven, Conn. 06510. Phone 203-777-4761.

- 1. PERSONNEL**  
President—Daniel W. Kops.  
Exec. Vice-President—Richard J. Monahan.  
Vice-Pres. & Gen'l Mgr.—Stanley Puzycski.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
New England—Kettell-Carter, Inc.
- 3. FACILITIES**  
1,000 w.; 1300 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81.  
Affiliated with Eastman Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
WAVZ/WKCI (FM) COMBINATION  
No. 2 ET 2/1/74/Rec'd 2/22/74.

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti
1 min 60	56	48	40	44	40	34
30 sec 48	44	40	34	34	32	28
111						
1 min.....	20	18	16	16	16	16
30 sec.....	16	14	14	14	12	12

WAVZ only: 50% of combination rate.  
(New Haven continued on next page)

If radio were the same  
as television...  
it would  
have pictures.

If radio were the same  
as television...  
Hartford and New Haven  
would be one market.

No pictures...  
Two markets!

in New Haven  
**weli**  
says it all

**weli**  
radio  
nine-sixty

a service of Covenant Broadcasting Corp.





# CONNECTICUT

## New Haven—WYBC (FM)—Continued

**4. AGENCY COMMISSION**  
15% time only; when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24, 25b, 30, 32b.  
Contracts: 40a, 41, 42b, 43a, 44a, 45, 46, 49, 50.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American FM Network.

**7. PACKAGE PLANS**  
ET 1/1/74—Rec'd 12/31/73.

PER WK. ROS:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	10.00	9.50	9.00	8.50	8.00
30 sec.....	8.00	7.60	7.20	6.80	6.40
PER YR. BULK. ROS:	250x	500x	1000x		
1 min.....	9.50	9.00	8.00		
30 sec.....	7.60	7.20	6.40		

## NEW LONDON-GROTON

(2 AM; 2 FM)  
Plus 1 paid duplicate listing.  
New London County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station (6-10 am)	Traffic (10 am-3 pm)	Traffic (3-7 pm)	Traffic (7 pm-midnight)	
A.....	18	15	18	9
B.....	17	13	17	7
C.....	7	9	9	6
D.....	7	9	9	6
AVERAGE	14	12	13	7

## WERI WERI-FM

1949 WESTERLY, R. I. 1968

## NAB RAB

Westerly Broadcasting Company  
(This is a paid duplicate of the listing appearing under Westerly, R. I.)  
Media Code 4 241 7000 9.00  
Westerly Broadcasting Co., Box 325, Colonial Office Bldg., Westerly, R. I. 02891. Phone 401-596-7728.  
Other office: Pawcatuck, Conn. Phone 203-447-0254.  
**STATION'S PROGRAMMING DESCRIPTION**  
WERI: Programming for general interest, more news more of the time.  
NEWS: 6-9 am, news and information, stock information, weather, sports, news, stock market, fishing, boating. 10 am-12N, air personalities, guest interviews, listener phone-ins. 12N, news, weather, sports, interviews. 1-4 pm, air personalities, middle-of-the-road music. 4-7 pm, news, national, regional, local, air reports, editorials, interviews, discussions, debates. 7-11 pm sports, pro basketball, football, hockey, basketball, college basketball, high school basketball, football. 2 mobile units, walkie-talkie units, major news services. 12 stringers. Contact Representative for further details. Rec'd 2/18/70.

**1. PERSONNEL**  
President—Natalo L. Urso.  
Vice-Pres. & Gen'l Mgr.—Carl Grande.

**2. REPRESENTATIVES**  
Michael Fulford Company, Inc.  
New England—Creed Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 20,000 w.; 103.7 mc.  
Antenna ht.: 172 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 2/13/70—Rec'd 2/20/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
6-10 am.....	13.00	12.50	12.00	11.50	10.50	10.00
10 am-3 pm.....	11.00	10.50	10.00	9.50	8.50	8.00
3-7 pm.....	9.00	8.50	8.00	7.50	6.50	6.00
7 pm-midnight.....	flat 5.00.					
Midnight-6 am.....	flat 4.50.					
30 sec: 80% of 1-min.						
10 sec: 50% of 1-min.						
PER YR:	1000x	780x	520x	130x	62x	
6-10 am.....	9.50	10.00	10.50	11.00	11.50	12.00
10 am-3 pm.....	7.50	8.00	8.50	9.00	10.00	10.50
3-7 pm.....	5.50	6.00	6.50	7.00	7.50	8.00
7 pm-midnight.....	flat 5.00.					

**10. SPECIAL FEATURES**  
NEWSCASTS  
13 wk 26 wk 39 wk 52 wk  
5 min..... 65x 130x 195x 260x  
15 15 13 11  
(D)

## WNLC

1936 NEW LONDON

## RAB

Media Code 4 207 6200 7.00  
The Thames Broadcasting Corp., Box 1031, New London, Conn. 06320. Phone 203-442-5328.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNLC: MUSIC: MOR designed for time of day, 45's plus albums, large play list. AIR PERSONALITIES: NEWS: network & local over 40 times each day, emphasis on local. 2-way radio, staff plus stringers. UPI. Major blocks: 6:55-7:35, 7:55-8:35 am, noon-12:45 & 5:50-6:30 pm. Community calendar at 4:5. Stock market, road, skl, boating, traffic & bridge reports. Phone-talk. Editorials. SPORTS: basketball, football, baseball (local & pro). Contact Representative for further details. Rec'd 4/1/71.

**1. PERSONNEL**  
President—Gerald J. Morey.  
General Manager—Paul R. Morey.  
Sales Manager—Paul Bernardo.  
McGavren Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.

**2. REPRESENTATIVES**  
10,000 w. days, 5,000 w. nights; 1510 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%; bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b.  
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61b, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WTYD (FM).  
Affiliated with American Contemporary Network.  
Member: Connecticut State Network.

**TIME RATES**  
No. 87 ET 2/1/74—Rec'd 3/1/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	AAA	AA	A
6 ti.....	19	14	10	15	11	8
12 ti.....	18	13	9	14	10	7
18 ti.....	17	12	8	13	9	6
24 ti.....	16	11	7	12	8	5

B: 1-min 5:00; 30-sec 4.00.  
**10. SPECIAL FEATURES**  
News/Sports/Weather—1-1/2x applicable rate.

## WSUB

1958 GROTON

## RAB

Media Code 4 207 6400 3.00  
Southeastern Connecticut Broadcasting Co., 1064 Poquonnock Rd., Groton, Conn. 06340. Phone 203-446-1980.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSUB: Programmed for adults.  
MUSIC: popular albums and singles all times of day. Instrumentals with adult appeal including standards, film and middle-of-the-road with some vocals. Air personalities part of programming. Audience participation such as surveys. Local news and sports events. News staff and mobile units cover county area daily. Contact Representative for further details. Rec'd 3/27/72.

**1. PERSONNEL**  
President—William Crawford.

**2. REPRESENTATIVES**  
Mort Bassett & Co., Inc.  
Boston—Kettell-Carter, Inc.

**3. FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 5:55 am-local sunset. EST  
Partial simulcast operation. Simulcast 6 am-5 pm.  
For non-simulcast facilities see WSUB-FM.

**4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 25a, 25c, 29a, 29b, 30.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 4/1/74—Rec'd 3/4/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
AA.....	18	17	16	15
A.....	16	15	14	13

20/30 sec: 80% of 1-min. ID's: 60% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

## WSUB-FM

1971 GROTON

Media Code 4 207 6401 1.00  
Southeastern Connecticut Broadcasting Co., 1064 Poquonnock Rd., Groton, Conn. 06340. Phone 203-446-1980.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSUB-FM: Rock 5-11 pm. Contact Representative for further details. Rec'd 11/10/71.

**1. PERSONNEL**  
Music Director—J. Dean.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 275 ft. above average terrain.  
Partial simulcast operation. Operated separately 5-11 pm. For simulcast facilities see WSUB.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.  
Sold in combination with WSUB. See that listing for rates.

**TIME RATES**  
ET —Rec'd 11/10/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	7.00	6.00	5.00	4.00
30 sec.....	5.50	4.75	4.00	3.25
10 sec.....	3.50	3.00	2.50	2.00

CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

## WTYD (FM)

1970 NEW LONDON

## RAB

Media Code 4 207 6500 0.00  
The Thames Broadcasting Corp., Box 1031, New London, Conn. 06320. Phone 203-443-8811.  
See affiliated AM station for additional information.  
AM facilities: WNLC.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTYD (FM): Programmed for adults.  
MUSIC: MOR, news, weather, community notes, public affairs and other local information. Contact Representative for further details. Rec'd 3/1/74.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.:  
FM facilities: WTYD (FM).  
Affiliated with American Contemporary Network.  
Member: Connecticut State Network.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Connecticut State Network.

**TIME RATES**  
No. 7 ET 2/1/74—Rec'd 3/1/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	AAA	AA
6 ti.....	10.00	8.00	8.00	6.40
12 ti.....	9.00	7.20	7.00	5.60
18 ti.....	8.00	6.40	6.00	4.80
24 ti.....	7.00	5.60	5.00	4.00

A: 1-min 4.00; 30-sec 3.20.

## NORWALK (2 AM; 2 FM)

(including Westport)  
Fairfield County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WDJF (FM)

1962 WESTPORT

## NAB FMB

Subscriber to the NAB Radio Code  
Media Code 4 207 6550 5.00  
The Westport Broadcasting Co., County Bazaar Bldg., 163 Main St., Westport, Conn. 06680. Phone 203-227-5133. Bridgeport phone 203-335-9185.  
See affiliated AM station for additional information.  
AM facilities: WMMM.  
**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WMMM.

**TIME RATES**  
Rates are identical to WMMM. See that listing.

## WMMM

1959 WESTPORT

## NAB

Subscriber to the NAB Radio Code  
Media Code 4 207 6700 6.00  
The Westport Broadcasting Co., County Bazaar Bldg., 163 Main St., Westport, Conn. 06680. Phone 203-227-5133. Bridgeport phone 203-335-9185.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Bob Roberts.  
Vice Pres. & Comm'l Dir.—E. H. Schwelzler.

**2. REPRESENTATIVES**  
Market 4 Radio.

**3. FACILITIES**  
1,000 w. days; 1260 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WDJF (FM).

**4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10b, 11b, 14b, 15a.  
Basic Rates: 20b, 21a, 21d, 22a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61a, 62d.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 81, 82.  
FM facilities: WDJF (FM).

**TIME RATES**  
No. 6-72 ET 7/1/72—Rec'd 5/30/72.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.  
III—Sun thru Sat all other times.

**6. SPOT ANNOUNCEMENTS**

SECTION I					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	20.00	18.00	17.00	16.00	15.00
30 sec.....	17.00	16.00	15.00	14.00	13.00
10 sec.....	10.00	9.00	8.50	8.00	7.00
SECTION II					
1 min.....	15.00	13.00	12.00	11.00	10.00
30 sec.....	13.00	11.00	8.00	8.00	7.50
10 sec.....	7.50	6.50	6.00	5.50	5.00
SECTION III					
1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.00	8.00	7.00	6.50	6.00
10 sec.....	6.00	5.50	5.00	4.50	4.00

## WNLC WDRN (FM)

1947 NORWALK 1966

Subscriber to the NAB Radio Code  
Media Code 4 207 6750 1.00  
Norwalk Broadcasting Co., Box 549, Norwalk, Conn. 06852. Phone 838-5566.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Fred Grossman.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1350 kc. Directional—night only.  
Operating schedule: 6 am-11 pm. EST.  
FM FACILITIES  
ERP 3,000 w.; 95.9 kc.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 61c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 9 ET 1/1/73—Rec'd 4/2/73.  
A—6-10 am & 3-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min.....	20	19	18	17

30 sec: 75% of 1-min.  
B: 80% of A.

## NORWICH (1 AM; 1 FM)

New London County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## WICH

1946  
Subscriber to the NAB Radio Code  
Media Code 4 207 6800 4.00  
WICH, Inc., Box 551, Norwich, Conn. 06360. Phone 203-887-1613.

**1. PERSONNEL**  
President—Robert M. Hall.  
Vice-Pres. & Gen'l Mgr.—Richard Reed.  
Program Director—John London.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Boston—Creed Associates, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1310 kc. Directional.  
Operating schedule: 6 am-11:15 pm. EST.  
Partial simulcast operation. Simulcast 6-10 am. For non-simulcast facilities see WICH-FM.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: Connecticut State Network.

**TIME RATES**  
No. 20 ET 3/8/69—Rec'd 6/13/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA.....	12.00	11.00	10.00	9.50	9.00
A.....	10.00	9.00	8.00	7.50	7.00

**7. PACKAGE PLANS**  
IMPACT PLAN  
(1/2 AA, 1/2 A)

PER WK:	12 ti	18 ti	24 ti	30 ti
Ea.....	9.00	8.00	7.50	7.00

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

## WICH-FM

1968

## NAB FMB

Media Code 4 207 6801 2.00  
WICH, Inc., Box 551, Norwich, Conn. 06360. Phone 203-887-1613.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Program Director—Bill Potter.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Boston—Eckels & Queen, Inc.

**3. FACILITIES**  
ERP



## OLD SAYBROOK

Middlesex County—Map Location D-8  
See SRDS Consumer Markets map and data at beginning of the state.

### WLIS

1936

Media Code 4 207 7000 0.00

Radio Connecticut Inc., Old Saybrook, Conn. 06475.  
Phone 203-388-3546.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John M. Powers.
- FACILITIES**  
800 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
25%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

#### TIME RATES

Eff 3/15/73—Rec'd 3/2/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	8.00	7.60	7.20	6.80	6.40
30 sec.....	6.00	5.70	5.40	5.10	4.80

1 min.....	CLASS A				
	7.50	7.10	6.70	6.30	5.90
30 sec.....	5.50	5.25	5.00	4.70	4.40
10 sec: 60% of 1-min.					
- PACKAGE PLANS**

PER YR:	BULK PLAN—1/2AA, 1/2A			
	250x	500x	1000x	
1 min.....	7.00	6.50	6.00	
30 sec.....	5.50	5.00	4.50	
- SPECIAL FEATURES**

NEWCASTS:	1 wk 13 wk 26 wk			
	5 min.	12	10	9

## PUTNAM

Windham County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

### WINY

1953

Subscriber to the NAB Radio Code  
Media Code 4 207 7200 6.00  
The Nutmeg Broadcasting Co., Putnam Div., 237  
Kennedy Drive, Putnam, Conn. 06260. Phone 203-  
928-2721, 2722.

- PERSONNEL**  
General Manager—Michael J. Gerardi.
- REPRESENTATIVES**  
Radio Partners, Inc.
- FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset daily. EST.
- AGENCY COMMISSION**  
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: French Program Group of New England,  
Connecticut State Network.  
Sold in combination with WILI, Willimantic and  
WNTY, Southington. 10% discount on 2 station  
purchase, 20% discount on 3 station purchase.

#### TIME RATES

No. 10 Eff 7/1/69—Rec'd 2/16/70.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	9.00	8.40	8.00	7.60	7.20
30 sec.....	7.00	6.60	6.30	5.90	5.50
20 sec or less, bulk rate 4.00.					

## SOUTHINGTON

Hartford County—Map Location D-2  
See SRDS Consumer Market map and data at beginning of the State.

### WNTY

1969

Subscriber to the NAB Radio Code  
Media Code 4 207 7300 4.00  
The Nutmeg Broadcasting Co., Southington Div., Box  
990, Old Turnpike Rd., Southington, Conn. 06489.  
Phone 203-621-3369.

- STATION'S PROGRAMMING DESCRIPTION**  
WNTY: Programmed for over 21 audience.  
MUSIC: Blend of Top 40, oldies and traditional  
MOR. NEWS: Local at :30, network at :30. 30 min.  
report at noon. 30 min. interview program at 12:30  
M-F. SPORTS: Reports twice per hour. 30 min  
interview Thurs. 12:30. Scholastic football play-by-  
play. SPECIAL FEATURES: tele/talk show 10:35-  
11 am, M-F. Contact Representatives for further  
details. Rec'd 1/11/74.
- PERSONNEL**  
General Manager—Craig S. Carragan, Jr.
- REPRESENTATIVES**  
Boston—Northeastern Spot Sales, Inc.  
New York—Radio Partners, Inc.
- FACILITIES**  
500 w. days; 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time only; monthly.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 21d, 23a, 28b, 28c, 29a, 33b.  
Contracts: 40a, 41, 44a, 45, 46, 51b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

#### TIME RATES

Eff 1/1/74—Rec'd 1/11/74.

AA—Mon thru Sat 6-9 am & 3:30-6 pm.  
A—Mon thru Sat 9 am-3:30 pm & all other times.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA				
	1x	13x	52x	104x	260x
1 min.....	11.00	10.50	10.00	9.50	9.00
30 sec.....	9.00	8.50	8.00	7.50	7.00

1 min.....	CLASS A				
	9.00	8.50	8.00	7.50	7.00
30 sec.....	7.50	7.00	6.50	6.00	5.50

#### CONSECUTIVE WEEK DISCOUNT

- PACKAGE PLANS**

PER WK:	1 min		30 sec	
	(*)	(†)	(*)	(†)
10 ti.....	90.00	80.00	70.00	62.50
20 ti.....	170.00	150.00	130.00	115.00
30 ti.....	240.00	210.00	180.00	157.50

(\*) Commuter Plan—100% AA.  
(†) Total Audience Plan—50% AA, 50% A.  
(\*\*) Housewife Plan—100% A.
- PROGRAM TIME RATES**

PER WK:	AA				A			
	5 min	10 min	1/4 hr	5 min	10 min	1/4 hr	5 min	
13 x.....	20.00	25.00	30.00	17.00	22.00	27.00	27.00	
52 x.....	18.00	23.00	28.00	15.00	20.00	25.00	25.00	
104 x.....	16.00	21.00	26.00	13.00	18.00	23.00	23.00	
156 x.....	15.00	20.00	25.00	12.00	17.00	22.00	22.00	
260 x.....	14.00	19.00	24.00	11.00	16.00	21.00	21.00	

## STAMFORD (1 AM; 1 FM)

Fairfield County—Map Location B-4  
See SRDS Consumer Markets map and data at beginning of the State.

### WSTC

1941

Subscriber to the NAB Radio Code  
Media Code 4 207 7400 2.00  
The Western Connecticut Broadcasting Co., 117  
Prospect St., Stamford, Conn. 06904. Phone 203-  
327-1400.

- STATION'S PROGRAMMING DESCRIPTION**  
WSTC: Programmed for community interest, 6-10  
am, MOR music, local news, commuter reports,  
weather, network news & comments by air person-  
alities. 10 am-12 N woman's interview shows, news  
& game show. 12 N-2 pm telephone/talk show, in-  
terviews & news. 2-4 pm MOR music & news. 4-6  
pm Stock market reports, road reports, commuter  
reports & MOR music. 6-7:30 pm Local & network  
news, sports shows, commentaries & weather reports.  
7:30-11 pm MOR music, news & community interest  
programs, 11 pm-12 M Music, sports & news. Sat-  
MOR music & news, gospel music & country music.  
Sun-religious programs-broadway music, news, Ethnic  
programs, classical music. Contact Representative  
for further details. Rec'd 4/3/72.
- PERSONNEL**  
President—Kingsley Gillespie.  
General Manager—Robert McCullough.  
Commercial Manager—Georgia Van Beurden.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
Boston—New England Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b,  
24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49,  
50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60l, 61c, 62a, 62b,  
62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WYRS.  
Affiliated with American Information Network.  
Affiliated with American Entertainment Network.  
Member: Connecticut State Network.

#### TIME RATES

Eff 1/1/73—Rec'd 11/27/72.

- SPOT ANNOUNCEMENTS**

PER WK:	1 MIN:			
	6 ti	12 ti	18 ti	24 ti
AA.....	21	20	19	18
A.....	19	18	17	16

20/30 sec: 80% of 1-min.  
10 sec: 11/3: 50% of 1-min.

#### CONSECUTIVE WEEK DISCOUNT

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b,  
24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49,  
50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60l, 61c, 62a, 62b,  
62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WYRS.  
Affiliated with American Information Network.  
Affiliated with American Entertainment Network.  
Member: Connecticut State Network.

#### TIME RATES

Eff 1/1/73—Rec'd 11/27/72.

- SPOT ANNOUNCEMENTS**

PER WK:	1 MIN:			
	6 ti	12 ti	18 ti	24 ti
AA.....	21	20	19	18
A.....	19	18	17	16

20/30 sec: 80% of 1-min.  
10 sec: 11/3: 50% of 1-min.

#### CONSECUTIVE WEEK DISCOUNT

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b,  
24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49,  
50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60l, 61c, 62a, 62b,  
62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WYRS.  
Affiliated with American Information Network.  
Affiliated with American Entertainment Network.  
Member: Connecticut State Network.

### WYRS

(formerly WSTC-FM)

1941

Subscriber to the NAB Radio Code  
Media Code 4 207 7401 0.00  
The Western Connecticut Broadcasting Co., 117  
Prospect St., Stamford, Conn. 06904.  
Phone 203-327-1400.  
See affiliated AM station for additional information.  
AM facilities: WSTC.

- STATION'S PROGRAMMING DESCRIPTION**  
WYRS: Popular Standards, show tunes & large  
orchestral music. NEWS: network at :15; local at  
:45. Live morning show 6-9 am. Contact Representa-  
tive for further details. Rec'd 6/10/74.

- FACILITIES**  
ERP 3,000 w.; 96.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 280 ft. above average terrain.

#### TIME RATES

Eff 5/1/72—Rec'd 4/3/72.

- SPOT ANNOUNCEMENTS**

PER WK:	6 ti 12 ti 18 ti 24 ti			
	1 min.	1 min.	1 min.	1 min.
1 min.....	10	9	8	7
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.				

#### CONSECUTIVE WEEK DISCOUNT

52 wk—10%

## TORRINGTON

Litchfield County—Map Location C-2  
See SRDS Consumer Market map and data at beginning of the State.

### WSNG

1947

Media Code 4 207 7600 7.00  
Sing Communications Center, 365 Prospect St., Tor-  
rington, Conn. 06790. Phone 203-489-4181.

- STATION'S PROGRAMMING DESCRIPTION**  
WSNG: Programmed to area and community interests.  
MUSIC: MOR with predominantly vocals. NEWS:  
area, state, national & world; 6-9:30 am at regular  
intervals; world news at :30, state & local headlines  
at :30 1-6 pm; 30 minutes at 6 pm; at :30 & :30  
6:30-midnight. Commentary, discussion, reviews  
10:30-11 am. Talk show 11:35 am-12:30 pm.  
SPORTS: professional basketball, professional & col-  
lege football, high school basketball. Contact Rep-  
resentative for further details. Rec'd 5/20/74.

- PERSONNEL**  
President—Edmund W. Waller.  
General Manager—Alfred G. Eyre.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Kettell-Carter, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 610 kc.  
Directional.  
Operating schedule: 5:30-12:15 am. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60c, 62b.  
Cancellation: 70a, 70c, 71b, 73a.  
Affiliated with MBS.  
Member: Connecticut State Network.

#### TIME RATES

No. 11 Eff 4/1/74—Rec'd 5/20/74.

- SPOT ANNOUNCEMENTS**

1 min	1x 260x 500x 1000x			
	12.50	11.50	11.00	10.00
30 sec	10.00	9.25	8.80	8.25
- PROGRAM TIME RATES**

Ea	1 hr 1/2 hr 1/4 hr 5 min			
	120	90	60	30

## WATERBURY (4 AM; 2 FM)

(including Nougatuck)  
New Haven County—Map Location C-4.  
See SRDS consumer market map and data at beginning of the State.

- STATIONS CONTIGUOUS TO THE MAJOR CITY ARE CONSOLIDATED**  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc.  
within the area.

### WATR

1934

Media Code 4 207 7800 3.00  
WATR Co., Inc., 1 Broadcast Lane., Waterbury,  
Conn. 06702. Phone 203-755-1121.

- STATION'S PROGRAMMING DESCRIPTION**  
WATR: Programmed for all ages.  
MUSIC: popular and middle-of-the-road format.  
News every half hour. Programming includes some  
talk programs. Emphasis on local football and basket-  
ball. Sign-on with news, music and information  
throughout the day. Personalities emphasis. Contact  
Representative for further details. Rec'd 4/1/69.
- PERSONNEL**  
Executive Vice-President—B. Preston Gilmore.  
General Manager—Frederick J. Erwin.  
Program Manager—Lou Morton.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
New England—Kettell-Carter, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1320 kc.  
Directional.  
Operating schedule: 5 am-midnight. EST.

## CONNECTICUT

- AGENCY COMMISSION**  
15/0 time only; weekly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24c, 23a, 28,  
27, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49,  
50, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g,  
60i, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WWYZ (FM).  
Affiliated with MBS.  
Member: Connecticut State Network.

#### TIME RATES

Eff 3/1/68—Rec'd 1/17/68.

A—5 am-8 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**

1 min	CLASS A				
	1x	26x	52x	104x	260x
1 min.....	16.00	15.00	14.00	13.00	12.00
30 sec.....	12.80	12.00	11.20	10.40	9.60

1 min	CLASS B				
	9.00	8.50	8.00	7.50	7.00
30 sec.....	7.20	6.80	6.40	6.00	5.60
- PACKAGE PLANS**

1 wk	VOLUME PLANS—ROS				
	6 ti	12 ti	18 ti	24 ti	30 ti
13 wk.....	12.00	10.00	9.50	9.00	8.50
26 wk.....	11.00	9.00	8.50	8.00	7.50
52 wk.....	10.00	8.50	8.00	7.50	7.00

1 wk	30 SECONDS				
	9.60	8.00	7.60	7.20	6.80
13 wk.....	8.80	7.20	6.80	6.40	6.00
26 wk.....	8.00	6.80	6.40	6.00	5.60
52 wk.....	7.20	6.00	5.60	5.20	4.80

### WIOF

1967

WATERBURY  
A Merv Griffin Station

#### NAFMB

Media Code 4 207 8000 9.00  
WIOF, a division of January Enterprises, Inc., Box  
2719, Waterbury, Conn. 06720. Phone 203-758-  
4459.  
Studio: Music Mt., Rt. 69, Prospect, Conn.

- STATION'S PROGRAMMING DESCRIPTION**  
WIOF: Programmed for all ages.  
MUSIC: modern country and western. NEWS: 5 min  
every half hour. Sports, traffic and state weather  
reports. Live on location shows. Contact Representa-  
tive for further details. Rec'd 12/30/71.

- PERSONNEL**  
President—Merv Griffin.  
Vice-Pres./FM Group—Robert C. Ardrey.  
Station Manager—Paul Hesseette.
- REPRESENTATIVES**  
Northeastern Spot Sales, Inc.
- FACILITIES**  
ERP 20,000 w.; 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 461 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22a, 23a, 24a, 26, 29a.  
Contracts: 40a, 46, 47

## CONNECTICUT

### Waterbury—WOWW—Continued

Rate Protection: 10b, 12c, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 23b, 28c, 29a.  
Contracts: 40a, 41, 45.  
Comb.: Cont. Discounts: 60f, 60l.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.

#### TIME RATES

No. 3 ET 7/17/74—Rec'd 8/26/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AAA	20.00	12.00	8.00	6.00	5.00	4.50	4.00
AA	17.00	10.00	7.00	5.00	4.00	3.50	3.00
A	14.00	8.00	6.00	4.00	3.00	2.50	2.00

### 7. PACKAGE PLANS

TAP—6 AM-MIDNIGHT

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	8.00	4.80	3.20	2.40	2.00	1.80	1.60
30 sec.	6.40	3.84	2.56	1.92	1.60	1.44	1.28

## WQQW

1934  
WATERBURY

Media Code 4 207 8300 3.00

Waterbury Radio, Inc., 499 Boyden Street, Waterbury, Conn. 06704. Phone 203-753-3131.

### STATION'S PROGRAMMING DESCRIPTION

WQQW: Programmed for adults & young adults, 18-49.  
MUSIC: popular including top 30 plus album cuts & oldies. AIR PERSONALITIES handle all segments. NEWS: local at :58 & :30 6-9 am, 3-6 pm and 11:58 am. Network at :60. AP wire service, local staff and network. SPORTS: 28 network shows weekly. Scores, sports news & features throughout the day. Live play-by-play coverage of college and pro football including bowl games. COMMERCIAL POLICY: maximum of 14 min per hour. Contact Representative for further details. Rec'd 4/29/74.

### 1. PERSONNEL

President—Benjamin J. Friedland.  
Vice Pres. & Gen'l Mgr.—Marshall A. Pite.  
Treas. & Sta. Mgr.—Thomas W. Coffey.

### 2. REPRESENTATIVES

Herbert E. Groskin & Co.  
Creed Associates, Inc.

### 3. FACILITIES

5,000 w.; 1590 kc. Directional. Same pattern day and night.  
Operating schedule: 5-11 am. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 30, 33a.  
Contracts: 40a, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Member: The Groskin Group.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 7/15/74—Rec'd 7/1/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm;  
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-9 pm;  
Sun 5 am-9 pm.  
A—Mon thru Sun 9 pm-1 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AAA	20.00	12.00	8.00	6.00	5.00	4.50	4.00
AA	17.00	10.00	7.00	5.00	4.00	3.50	3.00
A	14.00	8.00	6.00	4.00	3.00	2.50	2.00

30 sec: 80% of 1-min.  
Fixed position, extra 10%.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5%      26 wk—10%      52 wk—15%

## WWCO

1946  
WATERBURY

NAB

Media Code 4 207 8400 1.00

WWCO, a division of Winnepeg Corp., Box 2777, Waterbury, Conn. 06720. Phone 203-758-2468.  
Studios: Commerce Campus, Straits Turnpike, Middlebury, Conn. 06782.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Peter M. Marcus.  
General Sales Manager—William C. Raymond.  
Program Manager—Ed Flynn.

### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
New England Spot Sales, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22a, 23a, 24a, 26, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61c.  
Cancellation: 70a, 70c, 70e, 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.

#### TIME RATES

No. 2 ET 1/1/74—Rec'd 1/21/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am & 3-7 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
CLASS AAA	15.00	9.00	6.00	4.50	3.75	3.30	3.00
CLASS AA	12.00	7.20	5.00	3.75	3.00	2.70	2.40
CLASS A	10.00	6.00	4.00	3.00	2.40	2.10	1.80

### 7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A

1 WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	8.50	5.10	3.40	2.55	2.10	1.90	1.70
30 sec.	6.80	4.08	2.72	2.04	1.68	1.52	1.36
4 WK:	48 ti	72 ti	96 ti	144 ti	144 ti	144 ti	144 ti
1 min.	8.25	5.00	3.33	2.50	2.08	1.88	1.68
30 sec.	6.60	4.00	2.67	2.00	1.66	1.50	1.36
13 WK:	156 ti	234 ti	312 ti	480 ti	480 ti	480 ti	480 ti
1 min.	8.00	4.80	3.20	2.40	2.00	1.80	1.60
30 sec.	6.50	3.84	2.56	1.92	1.60	1.44	1.28

### 10. SPECIAL FEATURES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
Newscasts	20	15	12	10	9	8	8

## WVYZ (FM)

1961  
WATERBURY

NAB

Media Code 4 207 8600 6.00

WNAB, Inc., Broadcast Centre, Waterbury, Conn. 06702. Phone 203-735-1121.

### STATION'S PROGRAMMING DESCRIPTION

WVYZ (FM): MUSIC: adult instrumental & vocals in multiple melodies, uninterrupted segments. Cluster effect used for commercial presentation. COMMERCIAL POLICY: limited to double spot maximum in any break. Maximum 3 breaks per 30 minutes. NEWS: local, national & international in capsule form. Temperature & time throughout hr. Contact Representative for further details. Rec'd 9/4/73.

### 1. PERSONNEL

Executive Vice-President—B. Preston Gilmore.  
Station Manager—Thomas J. Kennedy II.  
Program Manager—Jack Bell.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc. Stereo.

Operating schedule: 24 hours daily. EST.  
Antenna ht.: 740 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7b.  
Rate Protection: 10b, 13b.  
Basic Rates: 20b, 23a.  
Contracts: 40a, 45, 46, 48, 49.  
Comb.: Cont. Discounts: 60d.  
AM facilities: WATB.  
Affiliated with ATA Radio Network.

#### TIME RATES

ET 9/1/73—Rec'd 9/4/73.  
I—10 am-10 pm.  
II—10 pm-10 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	15	15	14	13	10	9	8
30 sec.	12	12	11	10	9	8	7

### 7. PACKAGE PLANS

TAP—50% SECTION I MON-FRI—  
50% ALL OTHER TIMES

1 min.	6 ti	12 ti	18 ti	24 ti
13	12	11	10	10
30 sec.	11	10	9	8

(D-2)

## WEST HARTFORD

Hartford County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

### See Hartford-New Britain

(including Manchester West Hartford, Windsor)

## WESTPORT

Fairfield County—Map Location B-4

See SRDS consumer market map at beginning of the State.

### See Norwalk

(including Westport)

## WILLIMANTIC

Windham County—Map Location F-3

See SRDS consumer market map and data at beginning of the State.

## WILI

1957

NAB

Subscriber to the NAB Radio Code

Media Code 4 207 8800 2.00

The Nutmeg Broadcasting Co., Willimantic Div., Box 496, Willimantic, Conn. 06226. Phone 203-423-1821.

### 1. PERSONNEL

General Manager—David M. Eran.

### 2. REPRESENTATIVES

Radio Partners, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American Contemporary Network.  
Sold in combination with WINY, Putnam and WNTY, Southington. Combo rate on all but package plans. 5% discount on 2 stations; 10% on 3 stations.

#### TIME RATES

ET 8/1/74—Rec'd 7/8/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	14	13	12	11	10	9	8
30 sec.	12	11	10	9	8	7	6

30 sec: 80% of 1-min. \*10 sec: 50% of 1-min.  
(\* ) Not sold in AA.

### 7. PACKAGE PLANS

PER WK:	1/2AA	1/2A	13 ti	18 ti	25 ti
1 min.	13.00	12.00	11.00	10.00	9.00
30 sec.	10.40	9.60	8.80	8.00	7.20

1/3AA, 1/3A, 1/3B OR 1/2AA, 1/2B

1 min.	11.00	10.00	9.00	8.00	7.00
30 sec.	8.80	8.00	7.20	6.40	5.60

#### DISCOUNT

13 wk—5%

### 10. SPECIAL FEATURES

News—1-min rate plus 40%.

## WINDSOR

Hartford County—Map Location D-2

See SRDS consumer market map and data at beginning of the State.

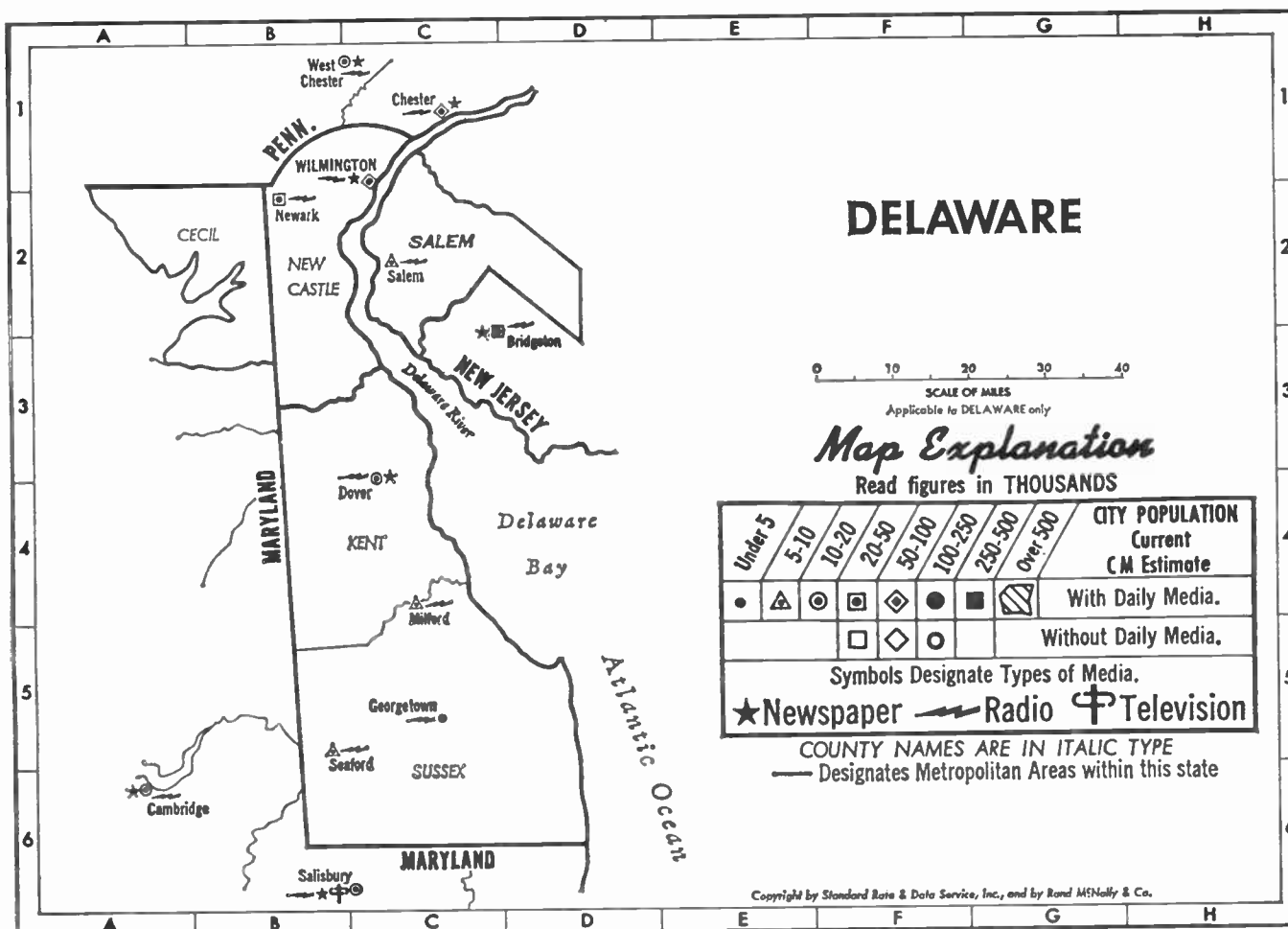
### See Hartford-New Britain

(including Manchester, West Hartford Windsor)



# Negro Population Data

(January 1, 1974)  
 STATE TOTAL..... 84,144    Wilmington ..... 65,861  
 METRO AREAS                      Total Metros..... 65,861



## Demographics!

They're now a regular feature in SRDS. See Contents Page for exact location.

R-N 4/12

## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**— This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR:	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	City	Metropolitan Area	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families to 10,000 and over	Per Household (\$)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdee. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
<b>DELAWARE STATE TOTALS</b>	574.7	182.09	2,791,689	15,331	5.6	12.2	11.0	28.4	37.2	1,661,191	9,123	370,389	47,585	317,563	76,490	103,919	341,770	115,462	274.53	13.2	202,155
<b>KENT C-4†</b>	86.3	25.95	338,010	13,025	7.9	17.2	13.0	27.1	27.9	245,861	9,474	45,703	6,697	35,006	8,595	12,492	70,803	15,601	54.10	4.6	32,401
Dover	20.5	6.25	88,064	14,090						141,911	22,760	29,400	4,044	23,041	7,130	7,655	30,890	7,965			
<b>NEW CASTLE B-2</b>	406.6	128.60	2,119,918	16,485	4.4	9.8	10.4	29.1	41.6	1,205,848	9,377	266,497	36,012	273,660	54,978	81,637	231,396	83,845	181.99	2.4	15,776
Newark	23.6	6.45	110,548	17,139						97,002	15,039	22,225	4,181	3,936	4,347	3,841	33,342	8,703			
Wilmington	76.9	27.87	344,329	12,355						402,918	14,457	99,274	15,556	143,546	35,178	54,504	67,504	16,850			
Wilmington Metro Area	524.9	164.95	2,564,605	15,548	4.9	11.5	11.2	29.5	37.8	1,428,131	8,658	315,207	39,856	281,203	60,341	90,710	290,381	108,217	243.29		
SUSSEX C-5	81.8	27.54	333,761	12,119	9.1	17.0	12.5	26.4	26.3	209,482	7,606	58,189	4,876	8,897	12,917	9,790	39,571	16,016	38.44	6.2	153,978

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# DELAWARE

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## DOVER (2 AM; 1 FM)

Kent County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WDOV**

1948

**RAB**

Media Code 4 208 0500 4.00

Dover Broadcasting Co., P. O. Drawer "B," Denny Rd. and Du Pont Hwy., Dover, Del. 19901. Phone 302-734-5816

**STATION'S PROGRAMMING DESCRIPTION**  
WDOV: Programmed for young adults & adults.  
MUSIC: Popular current hits & albums. Saturday 8-11 pm—Ethnic oriented record show featuring past & present R&B. NEWS: 5 min at :30 network; local headlines at :57, weather at :45; 5 min local 7:30, 8:05, 8:25 am, 12:05, 1:55, 5 & 6 pm M-F. Extended summaries 6:35 pm M-Sat. SPORTS: local 7:35 am M-Sat; Drive time network M-F; local "live" football & basketball, major league football. Auto racing news Sat, College Football, Stock Market Report M-F 5:15 pm includes national/local exchange information. Farm: 6:05-6:30 am M-Sat includes County agent reports; 12:15 pm M-F farm report. Rec'd 5/8/72

### 1. PERSONNEL

Chairman of the Board—Henry Rau.  
President—Lloyd S. Smith.  
General Manager—Thomas J. Miles.

### 3. FACILITIES

5,000 w.; 1410 kc.  
Non-directional, days; directional, nights.  
Operating schedule: 6-11 am, EST.

### 4. AGENCY COMMISSION

15%.

**6. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WDSB (FM).  
Affiliated with MBS.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 13 ET 1/1/73—Rec'd 2/5/73.  
A—6-9 am & 4-7 pm.  
BTA—All other times.

### 6. SPOT ANNOUNCEMENTS

**CLASS A—MORNING DRIVE**

1 min.	12.94	11.53	52x	104x	156x
30 sec.	10.35	9.18	8.71	8.12	7.53
10 sec.	7.76	6.94	6.47	6.12	5.65

**CLASS A—AFTERNOON DRIVE**

1 min.	8.71	8.00	7.29	6.59	5.29
30 sec.	6.94	6.35	5.88	5.29	4.94
10 sec.	5.18	4.82	4.35	4.00	3.53

**CLASS A—MORNING DRIVE**

1 min.	10.59	10.00	9.41	8.82	8.24
30 sec.	8.47	8.00	7.53	7.06	6.59
10 sec.	6.35	6.00	5.65	5.29	4.94

**CLASS A—AFTERNOON DRIVE**

1 min.	7.65	7.06	6.47	5.88	5.29
30 sec.	6.12	5.65	5.18	4.71	4.24
10 sec.	4.59	4.24	3.88	3.53	3.17

**ITA**

1 min.	8.24	7.76	7.29	6.82	6.35
30 sec.	6.59	6.24	5.88	5.41	5.06
10 sec.	4.94	4.71	4.35	4.12	3.76

**260x 312x 624x 1000x**

1 min.	5.88	5.41	4.94	4.47	4.00
30 sec.	4.71	4.35	4.00	3.53	3.17
10 sec.	3.53	3.29	2.94	2.71	2.47

**7. PACKAGE PLANS**

7-DAY SATURATION:	20 ti	30 ti	40 ti	50 ti
Rate	156x	260x	312x	624x

## WDSB (FM)

1955

**RAB**

Media Code 4 208 0750 5.00  
Dover Broadcasting Co., Drawer B, Denny Rd. Dover, Del. 19901. Phone 302-734-5816.

See affiliated AM station for additional information. AM facilities: WDOV.

### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mc.  
Operating schedule: 6-11 am, EST.  
Antenna ht.: 400 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 2 ET 2/6/73—Rec'd 2/6/73.

**6. SPOT ANNOUNCEMENTS**

1 min	6.12	5.65	5.18	4.71	4.24	3.76	3.53
30 sec	4.94	4.59	4.24	3.53	3.17	2.82	2.65

**7. PACKAGE PLANS**

7-DAY PLAN:	20 ti	30 ti	40 ti
1 min.	4.71	4.24	3.76
30 sec.	3.53	3.17	2.82

## WKEN

1957

Media Code 4 208 1000 4.00  
Capitol Broadcasting Corp., Box 553, Dover, Del. 19901. Phone 302-474-1234.

**STATION'S PROGRAMMING DESCRIPTION**  
WKEN: Programmed for general interest.  
MUSIC: contemporary, & W & MOR. SPORTS:

high school & college football & basketball. Two-way talk show noon. Rec'd 10/3/73.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—W. E. Locker.  
Commercial Manager—J. H. Stayton.

### 2. FACILITIES

500 w. days, 1,000 w. nights; 1600 kc.  
Non-directional—days, directional—nights.  
Operating schedule: 5-2 am, EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Basic Rates: 20b, 21b, 21d, 23a, 24a, 26, 28b, 28c.  
Contracts: 4a, 4a, 4a, 4a, 4a, 4a, 4a.  
Comb.: Cont. Discounts: 60b, 61a.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

Affiliated with American Entertainment Network.

**TIME RATES**

No. 9 ET 10/17/73—Rec'd 12/21/72.

**6. SPOT ANNOUNCEMENTS**

1 min	7.70	7.30	6.90	6.55	6.15	5.75	5.35	5.00
30 sec	5.75	5.45	5.15	4.90	4.60	4.30	4.00	3.75
15 sec	3.85	3.65	3.45	3.25	3.00	2.90	2.70	2.50

**FIXED POSITION**

1 min	5.75	5.45	5.15	4.90	4.60	4.30	4.00	3.75
30 sec	4.40	4.15	3.95	3.75	3.50	3.30	3.05	2.85
15 sec	2.50	2.35	2.25	2.10	2.00	1.85	1.75	1.60

**ROB**

1 min	5.75	5.45	5.15	4.90	4.60	4.30	4.00	3.75
30 sec	4.40	4.15	3.95	3.75	3.50	3.30	3.05	2.85
15 sec	2.50	2.35	2.25	2.10	2.00	1.85	1.75	1.60

### 7. PACKAGE PLANS

PER WK:	60 ti	40 ti	30 ti	20 ti	60 ti	40 ti	30 ti	20 ti
1 min	5.00	4.50	4.00	3.50	3.70	3.50	3.90	4.00
30 sec	3.75	4.25	4.50	4.75	2.90	3.10	3.40	3.40
15 sec	2.90	3.20	3.40	3.75	1.65	1.80	2.00	2.15

### 8. PROGRAM TIME RATES

1 hr	72	60	52	46	44	36
1/2 hr	44	35	32	27	25	22
1/4 hr	28	23	21	19	18	15
10 min	17	15	14	12	11	9
5 min	19	15	13	12	11	9

## GEORGETOWN (1 AM; 1 FM)

Sussex County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WJWL**

1951

Media Code 4 208 1500 3.00  
Scott Broadcasting, Du Pont Hwy., Georgetown, Del. 19947. Phone 302-856-2567.

### 1. PERSONNEL

(General Manager)—Edward Marzon.

### 2. REPRESENTATIVES

Chicago—Walton Broadcasting Sales Corporation.

### 3. FACILITIES

1,000 w.; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSEA (FM).  
Member: Farm Directors Radio Network.

### 6. SPOT ANNOUNCEMENTS

**CLASS A—MORNING DRIVE**

1 min	8.50	8.25	8.00	7.75	7.50	7.00	6.80
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**CLASS A—AFTERNOON DRIVE**

1 min	8.50	8.25	8.00	7.75	7.50	7.00	6.80
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**CLASS A—MORNING DRIVE**

1 min	12 ti	18 ti	24 ti	30 ti	48 ti	72 ti
1 min	7.50	7.00	6.50	6.00	—	—
20/30 sec.	5.80	5.25	4.90	4.20	—	—
10 sec.	—	—	3.75	3.50	3.25	3.00

10 second spots not combinable.

## WSEA (FM)

1969

Media Code 4 208 1525 0.00  
Scott Broadcasting Corp., Box 111, Route 113, Georgetown, Del. 19947. Phone 302-856-2569.

See affiliated AM station for additional information. AM facilities: WJWL.

**STATION'S PROGRAMMING DESCRIPTION**  
WSEA (FM): Programmed for young adults and teens.

### 2. REPRESENTATIVES

Lifestyle '72.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 10 am-midnight, EST.  
Antenna ht.: 390 ft. above average terrain.

### 4. AGENCY COMMISSION

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun all day.

**7. PACKAGE PLANS**

Fixed	7.50	6.50	6.50	5.50
6 ti	7.25	6.25	6.25	5.25
12 ti	7.00	6.00	6.00	5.00
18 ti	6.50	5.50	5.50	4.50
24 ti	6.00	5.00	5.00	4.00

## MILFORD (1 AM; 1 FM)

Sussex County—Kent County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WAF L(FM)**

1973

Media Code 4 208 1537 5.00  
Broadcasters, Inc., Box 324, Milford, Del. 19963.  
Phone 302-422-7575.

See affiliated AM station for additional information. AM facilities: WTHD.

**STATION'S PROGRAMMING DESCRIPTION**  
WAF L (FM): Modern country music programming.

### 1. PERSONNEL

President—Thomas H. Draper.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.  
Operating schedule: 6-2 am, EST.

### 5. GENERAL ADVERTISING

Accepts AAAA copyrighted contract.

**TIME RATES**

No. 2 ET 10/17/74—Rec'd 9/3/74.

**7. PACKAGE PLANS**

WKLY PLAN—80% ROS 6 AM-7 PM	1 ti	7 ti	13 ti	25-36
1 min	12.00	11.00	9.00	7.00
30 sec	9.60	8.80	7.20	5.80
10 sec	6.00	5.50	4.50	3.50

**WEEKEND SATURATION**

1 min	10.00	15 ti	20 ti	30 ti
30 sec	6.00	5.00	4.50	4.00
10 sec	4.80	4.00	3.60	3.20

## WTHD

1953

**RAB**

Media Code 4 208 1550 5.00  
Broadcasters, Inc., Box 324, Milford, Del. 19963.  
Phone 302-422-7575.

**STATION'S PROGRAMMING DESCRIPTION**  
WTHD: Programmed for adults and young adults.

### 1. PERSONNEL

General Manager—Larry Sharp.

### 2. REPRESENTATIVES

Charles Bernard Co., Inc.  
Philadelphia—Dome & Associates, Inc.

### 3. FACILITIES

500 w.; 930 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.

### 4. AGENCY COMMISSION

15/0.

**5. GENERAL ADVERTISING** See coded regulations  
FM facilities: WAF L (FM).  
Member: Farm Directors Radio Network.

### 6. SPOT ANNOUNCEMENTS

No. 3 ET 3/1/71—Rec'd 2/1/71.

1 x	1 min	30 sec	10 sec
50+	7.50	6.00	3.75
	6.00	4.80	3.00

## NEWARK

New Castle County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**WNRK**

1964

Subscriber to the NAB Radio Code  
Media Code 4 208 2000 3.00  
Radio Newark, Inc., Box 425, Waltham Rd. & Old Baltimore Pike, Newark, Del. 19711. Phone 302-737-5200.

Wilmington office: 1232 King St., Wilmington, Del. Phone 302-656-7779.

**STATION'S PROGRAMMING DESCRIPTION**  
WNRK: Programmed for general interest.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—William S. Cook.



Wilmington—W A M S—Continued

PER WK:	CLASS AAA	13 wk	26 wk	52 wk
7 ti	22.50	21.00	19.50	18.00
14 ti	20.00	19.50	18.00	
PER WK:	CLASS AA	13 wk	26 wk	52 wk
7 ti	17.00	16.00	15.00	
14 ti	16.00	15.00	14.00	

**WDEL**  
1922  
**NBC Radio Network**



A Steinman Station  
Subscriber to the NAB Radio Code  
Media Code 4 208 3500 1.00  
Delmarva Broadcasting Co., 2727 Shipley Rd., Wil-  
mington, Del. 19803. Phone 302-478-2700.

**STATION'S PROGRAMMING DESCRIPTION**  
WDEL: Programmed for young adults 18-49.  
MUSIC: popular, current best selling singles blended  
with all-time favorites from past 19 years. NEWS:  
5-min network at :30, local every half hr. Extended  
summaries at 8 am, 12:15 & 11 pm. Information  
4:30-6:05 pm. 4 man news staff, stringers. SPORTS:  
2 reports per hour in drive times. Live major league  
baseball. Business news & stock market reports  
8:10 am & 5:30 pm. Weather, forecasts 5x per hour  
plus extended reports. FAIRM: 6:15, 9:15 am &  
12:15 pm. Contact Representative for further details.  
Rec'd 6/20/74.

- PERSONNEL**  
Station Executive—Clair R. McCollough.  
Station Manager—Harvey C. Smith.  
National Sales Rep.—Harold E. "Chip" Miller, Jr.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
Steinman Radio Stations: See Rep & S/O pages.
- FACILITIES**  
5,000 w.; 1150 kc. Directional.  
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only; 20th following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c,  
25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60b, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WSTW (FM).  
Affiliated with NBC.

**TIME RATES**

No. 19 Eff 4/1/74—Rec'd 5/3/74.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—All other times.

PER WK:	1 min			30 sec		
	AA	A	B	AA	A	B
6 ti	26.00	21.10	18.90	20.80	16.90	15.15
12 ti	24.80	20.00	17.80	19.85	16.00	14.25
18 ti	23.60	18.90	16.70	18.90	15.15	13.40
24 ti	22.40	17.80	15.60	17.95	14.25	12.50
30 ti	21.20	16.70	14.50	17.00	13.40	11.60

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER YR:	1 min	30 sec
AA	250x 500x 1000+	250x 500x 1000+
A	24.80 21.20 18.80	19.85 17.00 15.05
A	20.00 17.80 15.60	16.00 14.25 12.50
B	17.80 15.60 13.40	14.25 12.50 10.75

**8. PROGRAM TIME RATES**

PER YR:	1x	2x	5x	10x	15x	20x
1 hr	210.80	179.20	158.20	120.10	114.40	103.50
1/2 hr	134.40	117.60	105.40	78.20	74.90	67.50
1/4 hr	87.50	76.20	68.70	49.50	46.50	40.10
5 min	43.20	37.90	34.20	24.30	23.20	21.20

**WILM**  
1922



Media Code 4 208 4000 1.00  
Delaware Broadcasting Co., 920 King St., Wilming-  
ton, Del. 19801. Phone 302-654-7771.

- PERSONNEL**  
General Manager—Ewing B. Hawkins.  
Sales Director—Carl Jones.  
National Sales Manager—John C. Hawkins.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 24a, 24c,  
28a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 61b,  
62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

PER WK:	ET				Rec'd 4/10/73.					
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	15	14	13	12	11	15	14	13	12	11
A	13	12	11	10	9	11	10	9	8	7
B	11	10	9	8	7					

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1/3AA, 1/3A, 1/3B	13	12	11	10	9

**WJBR (FM)**  
1957



Media Code 4 208 4500 0.00  
Reynolds Broadcasting Co., 2617 Ebricht Road, Wil-  
mington, Del. 19810. Phone 302-475-4000.

**STATION'S PROGRAMMING DESCRIPTION**  
WJBR(FM): Programmed for adults.  
MUSIC: instrumental popular standards with some  
film and showtunes, plus 1 vocal group or chorus per  
hour. NEWS: broadcast every 2 hours, and consists  
of 5 min and 1 min reports with emphasis on na-  
tional and international news, plus important local  
and regional news. Special weather reports made 5  
times daily. **COMMERCIAL POLICY:** double spot

at :15, :30 & :45. Single spot before commercial  
news on hour. Contact Representative for further  
details. Rec'd 5/6/71.

- PERSONNEL**  
Gen'l & Sales Mgr.—John B. Reynolds.  
Sta. Mgr. & Prog. Dir.—John B. Reynolds, Jr.  
Prod. & Traffic Mgr.—Howard Gesner.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.  
Stereo.  
Operating schedule: 24 hrs. daily. EST.  
Antenna ht: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.  
Contracts: 40c.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 71a.  
Affiliated with ATA Radio Network.

**TIME RATES**

ET 3/5/73—Rec'd 3/5/73.  
AA—Mon thru Fri 10 am-7 pm. Sat & Sun 10 am-  
3 pm.  
A—Mon thru Sun 6-10 am & 7 pm-midnight; Sat &  
Sun 3-7 pm.

PER WK:	PER YR:	AA		A	
		1 min	20/30	1 min	20/30
6 ti	52 x	24.00	19.20	20.00	15.20
12 ti	156 x	22.00	17.60	18.00	14.40
18 ti	312 x	20.00	16.00	17.00	13.60
24 ti	504 x	18.00	14.40	16.00	12.80

(D)

**WNRK**  
NEWARK

City of license Newark, Delaware.  
Wilmington office: 1010 Washington St., Wilmington,  
Delaware 19801. Phone 302-654-2894.  
See listing under Newark, Delaware.

**WSER**  
ELKTON, MD.

City of license Elkton, Md.  
Considered by the American Entertainment Network  
as their Wilmington, Del. outlet.  
See listing under Elkton, Md.

**WSTW (FM)**

1949



A Steinman Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 208 4700 6.00  
Delmarva Broadcasting Co., 2727 Shipley Rd., Wil-  
mington, Del. 19803. Phone 302-478-2700.  
See affiliated AM station for additional information.

**AM facilities:** WDEL.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSTW (FM): Programmed for adults.  
MUSIC: Familiar, popular standard music, primarily  
instrumental with some group vocals & a few solo  
vocalists, plus full orchestrated versions of recent  
hits. Programmed in uninterrupted segments with  
only 4 pauses an hour. Music is matched in mood &  
tempo. NEWS: 5 min at :60 with expanded sum-  
maries at 6:30 & 7:30 am & 6:30 pm. Contact  
Representative for further details. Rec'd 3/6/72.

**DELAWARE**

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc.  
Stereo.  
Operating schedule: 5-1:05 am daily. EST.  
Antenna ht.: 460 ft. above average terrain.
- SPOT ANNOUNCEMENTS**  
PER WK: 5 ti 10 ti 20 ti  
1 min: 6.10 5.70 5.50  
30 sec: 4.90 4.60 4.30  
10 sec: 50% of 1-min.
- PROGRAM TIME RATES**  
1x 13x 26x 52x  
1 hr or 55 min: 70.00 58.00 45.00 36.00  
1/2 hr or 25 min: 42.00 38.50 34.50 31.00  
5 min: 21.00 17.00 14.00 11.00

**WTUX**  
1947

**Mutual Broadcasting System**

Media Code 4 208 5000 0.00  
Port Frere Broadcasting Co., Inc. 1400 Market St.,  
Wilmington, Del. 19899. Phone 302-655-8821.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTUX: Programmed for adults and young adults.  
MUSIC: Instrumental film music, showtunes, stand-  
ards, and middle-of-the-road. Limited chorus and  
small vocal groups. NEWS: 5 min news on hour  
and every half hour, net & local. 10 min news 7 am  
15 min noon news. Weather every half hour. 3 full  
weather reports, including marine and 5 day outlook,  
daily. 5 min sport program in both am and pm  
drive time. Beeper news from federal, state, county,  
and city. Weekly shopping tips, community bulletin  
board, school report, news notes, agriculture report,  
salute to servicemen. Contact Representative for  
further details. Rec'd 3/4/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gordon K. MacIntosh.  
Vice-President—William S. Ewing.  
Program Director—Richard Holmes.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 8:30 am to local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3b, 3d, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
23b, 24b, 26, 27, 28a, 29a, 29b, 30, 33a.  
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 49, 50,  
51a, 51e.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61c,  
62a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

PER WK:	No. 9 Eff 6/1/73—Rec'd 10/15/73.					
	1x	26x	52x	78x	104x	156x
1 min	10.50	9.30	8.50	8.00	7.50	6.75
30 sec	7.90	7.00	6.40	6.00	5.60	5.00

**8. PROGRAM TIME RATES**

1x	26x	52x	78x	104x	156x	260x	365x
5 min	17.50	15.70	14.50	13.30	12.50	11.55	10.70

## DISTRICT OF COLUMBIA

### ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP RADIO

Potomac-Cabin John, Md.—Montgomery County

## Negro Population Data

(January 1, 1974)

DISTRICT TOTAL... 607,677 Total Metros..... 810,078

METRO AREAS  
Washington ..... 810,078

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

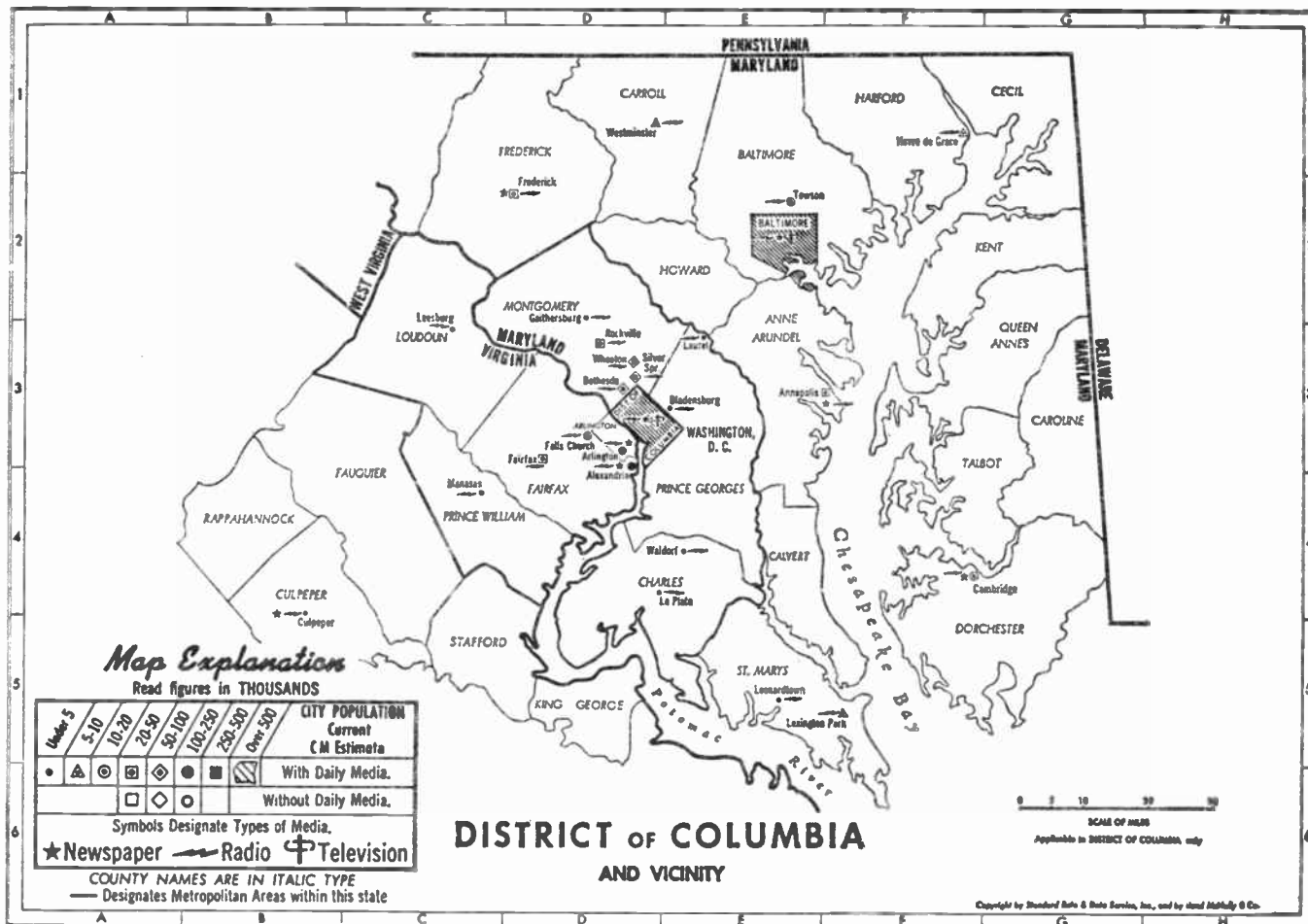
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

DISTRICT TOTAL... 15,671

METRO AREAS  
Washington ..... 71,180

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data Division of SRDS.



## District, Metro Area Data

Estimates for: DISTRICT	Consumer Spendable Income—1973						Retail Sales—1973										Passen- per Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)
	Population 1/1/74 (000)	Households 1/1/74 (000)	(3000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over	Total Retail Sales— Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
DISTRICT OF COLUMBIA TOTALS†	735.3	269.14	4,348,364	16,157	6.9 8.8 5.7 11.5 16.6	2,849,401	10,587	452,133	151,824	543,088	185,331	198,056	460,475	134,301	224.90	.....	.....		
Washington, D. C. Metro Area.....	3,061.5	1,006.40	17,586,358	17,475	3.8 7.8 6.9 20.4 47.7	9,078,298	9,021	1,652,227	392,200	1,586,779	412,562	441,493	1,684,983	489,926	1,459.78	.....	.....		

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties

## DISTRICT OF COLUMBIA

See SRDS consumer market map and data at beginning of the District

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### WASHINGTON (18 AM; 15 FM)

(including Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.; Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.)

Alexandria, Arlington Co., Va.—Map Location J-8  
Arlington, Arlington Co., Va.—Map Location J-8  
Fairfax, Fairfax Co., Va.—Map Location K-3  
Falls Church, Fairfax Co., Va.—Map Location J-8  
Bethesda, Montgomery Co., Md.—Map Location G-4  
Bladensburg, Prince Georges Co., Md.—Map Location H-5  
Potomac-Cabin John, Montgomery Co., Md.—Map Location G-4  
Rockville, Montgomery Co., Md.—Map Location G-4  
Silver Spring, Montgomery Co., Md.—Map Location G-4  
Wheaton, Montgomery Co., Md.—Map Location G-4  
Woodbridge, Prince William Co., Va.—Map Location J-3

See SRDS consumer market map and data at beginning of the District.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traf. (6-10 am)	Odaytime Traf. (10 am-3 pm)	Afternoon Traf. (3-7 pm)	Evening Traf. (7 pm- midnight)
A	235	80	125	58
B	95	40	88	50
C	88	56	70	50
D	70	50	65	49
AVERAGE	122	68	87	52

### WASH (FM)

1945  
WASHINGTON, D. C.



METRO RADIO SALES



A Metromedia Station  
Media Code 4 269 0400 5.00

Metromedia Stereo, A Division of Metromedia, Inc.,  
5151 Wisconsin Ave., N. W., Washington, D. C.  
20016, Phone 202-244-9700, Telex 89-612.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William Dalton.  
Local Sales Manager—Susan Breakfield.  
Program Director—Bob Hughes.
- REPRESENTATIVES**  
Metro Radio Sales.
- FACILITIES**  
ERP: 22,500 w.; 97.1 mc. Panel-type circular antenna.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 690 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1h, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10b, 10c, 11c, 12h, 13c, 14c.  
Basic Rates: 21d, 22b, 23a, 24a, 24c, 25c, 27,  
30, 33d.  
Contracts: 41, 44b, 46, 49.  
Comb.: Cont. Discounts: 60e, 60f, 61a, 61b.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 82.

**RATE PROTECTION**  
Rates quoted herein are guaranteed against any increase for period of 13 weeks from effective date, providing advertising equalling 50.00 per week is actually running at time effective date of increase and providing that broadcasts continue without interruption during rate protection period.

**TIME RATES**  
No. G ET 6/30/74—llec'd 6/14/74.

- AA—Mon thru Sat 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.  
D—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

	A				B				C			
	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	50	46	42	40	48	44	40	38	48	44	40	38
30 sec	40	37	34	32	38	35	32	30	38	35	32	30
10 sec	30	27	25	24	29	26	24	23	29	26	24	23

D: 50% of C.  
Spots must rotate throughout all hrs and days of time classes. Spots requested to rotate on 3 days or less charged at 1x rate. 30 & 10-sec subject to availabilities.

**7. PACKAGE PLANS**  
WEEKLY CIRCULATION—PREEMPTIBLE  
1/6A, 1/6A, 1/3B, 1/3C: 1 min 30 sec 10 sec  
12 ti ..... 324 264 204  
18 ti ..... 450 360 288  
24 ti ..... 552 456 360  
36 ti ..... 792 648 468

CONSECUTIVE WEEK DISCOUNT  
52 wk—10%. Minimum expenditure of 50.00 per wk.  
(Washington continued on next page)

**TRY IT.**  
Using SRDS, that is, for all your media informational needs.  
**You'll like it!**



**WAVA**  
1946  
ARLINGTON, VA.

**WAVA WAVA-FM**  
1946  
ARLINGTON, VA.

**Jack Masia & Company, Inc.**

**All News**

Media Code 4 209 0500 6.90  
United States Transdynamics Corp., 1901 Ft. Myer Dr., Arlington, Va. 22209. Phone 703-522-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
WAVA: Programmed for adults.  
NEWS: International, national, local, regional, UPI, sports, weather, time, on-the-spot reports, traffic, editorials, business, stock markets, women's world, & interpretive commentaries, programmed in half hour blocks. Weekend features within all news format, ski reports, NASCAR racing. Contact Representative for further details. Rec'd 10/2/72.

**1. PERSONNEL**  
President—Arthur W. Arundel.  
General Manager—Wynn Hott.  
Sales Manager—Ed Linville.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
1,600 w. days; 780 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w. (horiz.). 50,000 (vert.); 103.1 mc. (operating schedule: 24 hours. EST.  
Antenna ht.: 500 ft. above average terrain.  
Operated separately local sunset-AM sign-on.

**4. AGENCY COMMISSION**  
15% on net time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 16.  
Basic Rates: 22a, 24a, 25a, 26b, 28c, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61a, 62d.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 14 ET 10/1/69—Rec'd 10/8/69.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day.  
B—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA ..... 45 42 37 32 27 23  
AAA ..... 40 37 32 27 22 17  
B: 50% of A.  
30 sec: 80% earned rate. 10 sec: 50% earned rate

**7. PACKAGE PLANS**  
**TRAFFIC PLAN**  
(Rotating Mon thru Sat 6-10 am & 3-7 pm)  
12 ti ..... 324 24 ti ..... 408  
30 sec: 80% earned rate. 10 sec: 50% earned rate.

**TOTAL AUDIENCE PLAN**  
12 ti ..... 324 24 ti ..... 408  
50% Drive time: 50% housewife and/or weekend.  
30 sec: 80% earned rate. 10 sec: 50% earned rate.  
All rates combine for frequency discount.  
Rate-holder: 1 per wk at 1-time rate.

**10. SPECIAL FEATURES**  
SKYWATCH 78 TRAFFIC REPORTS  
Rotating, 6:45-9:15 am & 3:45-6:15 pm, flat, ea 50.00.

Comb.; Cont. Discounts: 60a, 60c, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Tobacco advertising not acceptable.

**TIME RATES**  
No. 1 ET 5/1/73—Rec'd 1/22/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-3 pm.  
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat 6-10 am & 3-8 pm; Sun all day.

**8. SPOT ANNOUNCEMENTS**  
PER WK: EA: 1 min 10 sec 10 sec 1 min 30 sec 10 sec  
48 ti ..... 10.00 8.00 5.00 8.00 6.00 4.00  
24 ti ..... 11.00 9.00 5.50 9.00 7.00 4.50  
12 ti ..... 12.00 10.00 6.00 10.00 8.00 5.00  
6 ti ..... 13.00 11.00 6.50 11.00 9.00 5.50  
1 ti ..... 14.00 12.00 7.00 12.00 10.00 6.00

**7. PACKAGE PLANS**  
IMPACT PLAN—1/2AA 1/2A  
EA: 1 min 30 sec 10 sec  
48 ti ..... 7.00 5.00 3.50  
24 ti ..... 8.00 6.00 4.00  
12 ti ..... 9.00 7.00 4.50

**CONTRACT DISCOUNT**  
52 wk—10%  
13 wk—5%  
1 hr. .... 130 140 160 104 113 128

**PROGRAM TIME RATES**  
12 ti 6 ti 1 ti 12 ti 6 ti 1 ti  
5 min ..... 20 22 25 16 18 20  
1/4 hr. .... 40 45 50 32 36 40  
1/2 hr. .... 75 80 90 60 64 72  
1 hr. .... 130 140 160 104 113 128

**WAVA**  
1946  
ARLINGTON, VA.

**WAVA-FM**  
1946  
ARLINGTON, VA.

**Jack Masia & Company, Inc.**

**All News**

Media Code 4 209 0500 6.90  
United States Transdynamics Corp., 1901 Ft. Myer Dr., Arlington, Va. 22209. Phone 703-522-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
WAVA: Programmed for adults.  
NEWS: International, national, local, regional, UPI, sports, weather, time, on-the-spot reports, traffic, editorials, business, stock markets, women's world, & interpretive commentaries, programmed in half hour blocks. Weekend features within all news format, ski reports, NASCAR racing. Contact Representative for further details. Rec'd 10/2/72.

**1. PERSONNEL**  
President—Arthur W. Arundel.  
General Manager—Wynn Hott.  
Sales Manager—Ed Linville.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
1,600 w. days; 780 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w. (horiz.). 50,000 (vert.); 103.1 mc. (operating schedule: 24 hours. EST.  
Antenna ht.: 500 ft. above average terrain.  
Operated separately local sunset-AM sign-on.

**4. AGENCY COMMISSION**  
15% on net time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 27, 28b, 28c.  
Contracts: 40a, 41, 42e, 43, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 17 ET 7/1/73—Rec'd 8/3/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-5 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-sign-off; Sat 6-10 am & 3-7 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti  
1 min ..... 18.00 16.00 14.00 13.00 12.00 11.00  
30 sec ..... 15.00 13.00 11.50 10.50 9.50 9.00

**CLASS A**  
1 min ..... 15.00 13.00 11.00 10.00 9.50 9.00  
30 sec ..... 13.00 10.50 9.00 8.00 7.50 7.00

**7. PACKAGE PLANS**  
10 SECONDS  
AA, ea ..... 6.50 A, ea ..... 5.50  
No frequency discount.

**TRAFFIC TEN**  
(Mon thru Fri 6-10 am & 3-7 pm)  
1-min. per wk. .... 140.00 30-sec. per wk. .... 110.00

**WEEKEND PLANS—1/2 SAT 1/2 SUN**  
EA: 10 ti 20 ti 30 ti  
1 min ..... 11.00 10.00 9.00  
30 sec ..... 9.00 8.50 7.00

**FULL AUDIENCE—1/2AA 1/2A**  
EA: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti  
1 min ..... 11.00 10.00 9.00  
30 sec ..... 9.00 8.00 7.00

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 24 wk—10% 52 wk—15%  
CLASS AA 1 ti 6 ti 12 ti  
1/4 hr. .... 50 45 40  
1/2 hr. .... 80 80 75  
1 hr. .... 160 140 130  
A: 80% of AA.

**PROGRAM TIME RATES**  
12 ti 6 ti 1 ti 12 ti 6 ti 1 ti  
5 min ..... 20 22 25 16 18 20  
1/4 hr. .... 40 45 50 32 36 40  
1/2 hr. .... 75 80 90 60 64 72  
1 hr. .... 130 140 160 104 113 128

**WAVA**  
1946  
ARLINGTON, VA.

**WAVA-FM**  
1946  
ARLINGTON, VA.

**Jack Masia & Company, Inc.**

**All News**

Media Code 4 209 0500 6.90  
United States Transdynamics Corp., 1901 Ft. Myer Dr., Arlington, Va. 22209. Phone 703-522-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
WAVA: Programmed for adults.  
NEWS: International, national, local, regional, UPI, sports, weather, time, on-the-spot reports, traffic, editorials, business, stock markets, women's world, & interpretive commentaries, programmed in half hour blocks. Weekend features within all news format, ski reports, NASCAR racing. Contact Representative for further details. Rec'd 10/2/72.

**1. PERSONNEL**  
President—McArthur Jolley.  
General Manager—Keith Jolly.  
Sales Manager—Joel Younglove.

**2. FACILITIES**  
1,000 w.; 950 kc.  
Operating schedule: 6 am-8 pm daily. EST.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.  
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24b, 27, 28c.  
Contracts: 41, 43, 44b, 46, 47a, 48, 50, 51c.

**TIME RATES**  
No. 1 ET 10/1/69—Rec'd 10/8/69.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day.  
B—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA ..... 45 42 37 32 27 23  
AAA ..... 40 37 32 27 22 17  
B: 50% of A.  
30 sec: 80% earned rate. 10 sec: 50% earned rate

**7. PACKAGE PLANS**  
**TRAFFIC PLAN**  
(Rotating Mon thru Sat 6-10 am & 3-7 pm)  
12 ti ..... 324 24 ti ..... 408  
30 sec: 80% earned rate. 10 sec: 50% earned rate.

**TOTAL AUDIENCE PLAN**  
12 ti ..... 324 24 ti ..... 408  
50% Drive time: 50% housewife and/or weekend.  
30 sec: 80% earned rate. 10 sec: 50% earned rate.  
All rates combine for frequency discount.  
Rate-holder: 1 per wk at 1-time rate.

**10. SPECIAL FEATURES**  
SKYWATCH 78 TRAFFIC REPORTS  
Rotating, 6:45-9:15 am & 3:45-6:15 pm, flat, ea 50.00.

**WCTN**  
1965  
POTOMAC-CABIN JONN, MD.

Media Code 4 209 1000 2.00  
Seren Locks Broadcasting Co., Inc., 7825 Tuckerman Ln., Potomac, Md. 20854. Phone 301-299-6311.

**STATION'S PROGRAMMING DESCRIPTION**  
WCTN: Programmed for Christian young adults & adults.  
MUSIC: 70%: 35% contemporary religious, 30% traditional religious, 5% secular MOR. NEWS: 5%. Local/national prerecorded Bible studies Mon thru Fri 7-10 am & Sun all day. AIR PERSONALITIES: 6. handle music segments Mon thru Fri 10 am-sign-off & Sat all day. Rec'd 1/22/74.

**1. PERSONNEL**  
President—McArthur Jolley.  
General Manager—Keith Jolly.  
Sales Manager—Joel Younglove.

**2. FACILITIES**  
1,000 w.; 950 kc.  
Operating schedule: 6 am-8 pm daily. EST.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.  
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24b, 27, 28c.  
Contracts: 41, 43, 44b, 46, 47a, 48, 50, 51c.

**TIME RATES**  
No. 1 ET 10/1/69—Rec'd 10/8/69.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun all day.  
B—Mon thru Sun 7 pm-6 am.

**4. AGENCY COMMISSION**  
15/0: 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 2c, 2d, 2e, 2f, 2g, 2h, 2i, 2j, 2k, 2l, 2m, 2n, 2o, 2p, 2q, 2r, 2s, 2t, 2u, 2v, 2w, 2x, 2y, 2z, 3a, 3b, 3c, 3d, 3e, 3f, 3g, 3h, 3i, 3j, 3k, 3l, 3m, 3n, 3o, 3p, 3q, 3r, 3s, 3t, 3u, 3v, 3w, 3x, 3y, 3z, 4a, 4b, 4c, 4d, 4e, 4f, 4g, 4h, 4i, 4j, 4k, 4l, 4m, 4n, 4o, 4p, 4q, 4r, 4s, 4t, 4u, 4v, 4w, 4x, 4y, 4z, 5a, 5b, 5c, 5d, 5e, 5f, 5g, 5h, 5i, 5j, 5k, 5l, 5m, 5n, 5o, 5p, 5q, 5r, 5s, 5t, 5u, 5v, 5w, 5x, 5y, 5z, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z, 7a, 7b, 7c, 7d, 7e, 7f, 7g, 7h, 7i, 7j, 7k, 7l, 7m, 7n, 7o, 7p, 7q, 7r, 7s, 7t, 7u, 7v, 7w, 7x, 7y, 7z, 8a, 8b, 8c, 8d, 8e, 8f, 8g, 8h, 8i, 8j, 8k, 8l, 8m, 8n, 8o, 8p, 8q, 8r, 8s, 8t, 8u, 8v, 8w, 8x, 8y, 8z, 9a, 9b, 9c, 9d, 9e, 9f, 9g, 9h, 9i, 9j, 9k, 9l, 9m, 9n, 9o, 9p, 9q, 9r, 9s, 9t, 9u, 9v, 9w, 9x, 9y, 9z, 10a, 10b, 10c, 10d, 10e, 10f, 10g, 10h, 10i, 10j, 10k, 10l, 10m, 10n, 10o, 10p, 10q, 10r, 10s, 10t, 10u, 10v, 10w, 10x, 10y, 10z, 11a, 11b, 11c, 11d, 11e, 11f, 11g, 11h, 11i, 11j, 11k, 11l, 11m, 11n, 11o, 11p, 11q, 11r, 11s, 11t, 11u, 11v, 11w, 11x, 11y, 11z, 12a, 12b, 12c, 12d, 12e, 12f, 12g, 12h, 12i, 12j, 12k, 12l, 12m, 12n, 12o, 12p, 12q, 12r, 12s, 12t, 12u, 12v, 12w, 12x, 12y, 12z, 13a, 13b, 13c, 13d, 13e, 13f, 13g, 13h, 13i, 13j, 13k, 13l, 13m, 13n, 13o, 13p, 13q, 13r, 13s, 13t, 13u, 13v, 13w, 13x, 13y, 13z, 14a, 14b, 14c, 14d, 14e, 14f, 14g, 14h, 14i, 14j, 14k, 14l, 14m, 14n, 14o, 14p, 14q, 14r, 14s, 14t, 14u, 14v, 14w, 14x, 14y, 14z, 15a, 15b, 15c, 15d, 15e, 15f, 15g, 15h, 15i, 15j, 15k, 15l, 15m, 15n, 15o, 15p, 15q, 15r, 15s, 15t, 15u, 15v, 15w, 15x, 15y, 15z, 16a, 16b, 16c, 16d, 16e, 16f, 16g, 16h, 16i, 16j, 16k, 16l, 16m, 16n, 16o, 16p, 16q, 16r, 16s, 16t, 16u, 16v, 16w, 16x, 16y, 16z, 17a, 17b, 17c, 17d, 17e, 17f, 17g, 17h, 17i, 17j, 17k, 17l, 17m, 17n, 17o, 17p, 17q, 17r, 17s, 17t, 17u, 17v, 17w, 17x, 17y, 17z, 18a, 18b, 18c, 18d, 18e, 18f, 18g, 18h, 18i, 18j, 18k, 18l, 18m, 18n, 18o, 18p, 18q, 18r, 18s, 18t, 18u, 18v, 18w, 18x, 18y, 18z, 19a, 19b, 19c, 19d, 19e, 19f, 19g, 19h, 19i, 19j, 19k, 19l, 19m, 19n, 19o, 19p, 19q, 19r, 19s, 19t, 19u, 19v, 19w, 19x, 19y, 19z, 20a, 20b, 20c, 20d, 20e, 20f, 20g, 20h, 20i, 20j, 20k, 20l, 20m, 20n, 20o, 20p, 20q, 20r, 20s, 20t, 20u, 20v, 20w, 20x, 20y, 20z, 21a, 21b, 21c, 21d, 21e, 21f, 21g, 21h, 21i, 21j, 21k, 21l, 21m, 21n, 21o, 21p, 21q, 21r, 21s, 21t, 21u, 21v, 21w, 21x, 21y, 21z, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z, 23a, 23b, 23c, 23d, 23e, 23f, 23g, 23h, 23i, 23j, 23k, 23l, 23m, 23n, 23o, 23p, 23q, 23r, 23s, 23t, 23u, 23v, 23w, 23x, 23y, 23z, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42

## DISTRICT OF COLUMBIA

Washington—W G A Y, W G A Y-FM—Cont'd

### 1. PERSONNEL

General Manager—Ted Dorf.  
Operations Manager—Bob Chandler.  
Program Director—John Dougan.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 50,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 372 ft. above average terrain.  
Simulcast 6 am-local sunset.

### 4. AGENCY COMMISSION

15/0; 10th of month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15b, 15c, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62a, 62b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 2 ET 6/24/74—Rec'd 6/26/74.  
AAA—Mon thru Sun 10 am-3 pm.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
58.00	56.00	54.00	53.00	55.00	53.00
51.00	50.00				

### 7. PACKAGE PLANS

TAP-1/3AAA, 1/3AA, 1/3A

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
45.00	43.00	41.00	40.00		

Subject to availability; preemptible.

## W G M S and W G M S-FM

1946

1946

BETHESDA, MD.

WASHINGTON, D. C.



An RKO General Station

Subscriber to the NAB Radio Code

Sold in combination only.  
Media Code 4 209 3200 6.00  
RKO General Inc., 5100 Wisconsin Ave. N.W.,  
Washington, D. C. 20016. Phone 202-244-8600.

### 1. PERSONNEL

Vice-Pres & Gen'l Mgr.—Jerry R. Lyman.  
Program Director—Michael Cuthbert.  
Sales Manager—Martin Conn.

### 2. REPRESENTATIVES

RKO Radio Representatives, Inc.  
Toronto—RKO Distributing Corp. of Canada, Ltd.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 570 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours. EST.  
FM-ERP 20,000 w. (horiz.), 20,000 w. (vert.); 103.5 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 435 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15.  
Basic Rates: 20b, 21a, 24a, 25a, 26, 27, 28b, 28c, 30, 33b.  
Contracts: 40a, 41, 44b, 45, 46, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60b, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

WQMS and WQMS-FM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
ET 7/15/74—Rec'd 7/17/74.  
AA—Mon thru Fri 3-8 pm; Sat 6 am-7 pm.  
A—Mon thru Fri 6-10 am & 8 pm-midnight; Sun 10 am-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sat & Sun 7 pm-midnight; Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
50	35	44	31	40	28
44	31	40	28	36	25
40	28	36	25	32	22
36	25	32	22	28	20
32	22	28	20	24	17

ID: 50% of 1-min.

### 7. PACKAGE PLANS

AM/FM COMBINATION  
CLASSICAL PLANS—1/3AA, 1/3A, 1/3B

AAA		AA		A	
12 ti	18 ti	12 ti	18 ti	12 ti	18 ti
34	24				
30	21				
26	18				

DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

RATEHOLDER  
3 per wk, end rate, 1-min or 30-sec Class B.

## WHFS (FM)

1981

BETHESDA, MD.

# Selcom, inc.

Media Code 4 209 3600 7.00

High Fidelity Broadcasters, Inc., 4853 Cordell Ave.,  
Bethesda, Md., 20014. Phone 301-656-0600.

### STATION'S PROGRAMMING DESCRIPTION

WHFS (FM): Programmed for young adults.  
MUSIC: popular, progressive rock, mostly album cuts, a little jazz, blues & folk. Music played in clusters with 4 breaks per hour. COMMERCIAL POLICY: 12 minutes maximum per hour. Contact Representative for further details. Rec'd 9/7/72.

### 1. PERSONNEL

Manager—J. Alvin Jeweler.  
Sales Manager—Jacob Elstein.

### 2. REPRESENTATIVES

Selcom, Inc.

### 3. FACILITIES

ERP 2,300 w.; 102.3 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 340 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 15b, 16.  
Basic Rates: 20a, 24b, 28a, 28c, 29a, 33a.  
Contracts: 40a, 45, 46, 47c, 51b.  
Comb.; Cont. Discounts: 60a, 60f, 61b, 32b.  
Cancellation: 70b, 70i, 71a, 73a.  
Prod. Services: 80, 82.

### TIME RATES

ET 4/29/74—Rec'd 4/29/74.

### 6. SPOT ANNOUNCEMENTS

ROS. WITHIN 13 WKS:		Ea	
1 ti	51+	1 ti	51+
23	20	21	19

### 7. PACKAGE PLANS

WITHIN 1 YR: 1000x 1500x  
1 min 16 14  
30 sec: 80% of 1-min.

TOTAL AUDIENCE PLAN  
WITHIN 10 DAYS: 1 min 30 sec  
45 ti 895 785

## WHUR (FM)

1971

WASHINGTON, D. C.



Media Code 4 209 3800 3.00

Howard University Radio, 2800 Fourth Street N.W.,  
Washington, D. C. 20001. Phone 202-265-9494.

### 1. PERSONNEL

General Manager—John P. Simpkins.  
Sales Manager—Catherine Liggins.  
Bus. & Fin. Aff.—David Chiles.

### 3. FACILITIES

ERP 24,000 w.; 96.3 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 670 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time and talent.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3c, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13b, 14b, 15c, 15d, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25c, 27, 28b, 28c, 29b, 30, 31, 32b, 33b.

### TIME RATES

No. 2 ET 7/1/74—Rec'd 7/15/74.  
AA—Mon thru Sat 7 pm-midnight.  
A—Mon thru Sat 6-10 am & 3-7 pm; Sun noon-6 pm.  
B—Mon thru Sat 10 am-3 pm; Sun 6 am-noon & 6 pm-midnight.  
C—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 ti	12 ti	12 ti	18 ti	12 ti	18 ti
36	32	28	24	24	20
32	28	24	20	24	20
28	24	20	16		

30 sec: 80% of 1-min.

### 7. PACKAGE PLANS

PER WK. EA: 20 ti 40 ti 60 ti  
Plan I (1/2AA, 1/4B, 1/4C) 25 20 18  
Plan II (1/2A, 1/4B, 1/4C) 23 19 17  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

## WINX

1940

ROCKVILLE, MD.

Media Code 4 209 4000 9.00  
Montgomery County Broadcasting Co., Inc., Box 1726,  
Radio Center, Rockville, Md. 20850. Phone 301-424-9292.

### STATION'S PROGRAMMING DESCRIPTION

WINX: Programmed for adults and young adults.  
MUSIC: 60% current hits, 40% oldies. NEWS 5%; primarily local twice each hour. Sports checks 2x each hour. Charity Basketball team to raise money for local charities, contests & stunts. COMMERCIAL POLICY: 7 min per 30-min segment. Contact Representative for further details. Rec'd 9/3/74.

### 1. PERSONNEL

Vice-Pres. & Sales—Pierre D. Eaton.  
Chief Engineer—Bill Vickers.  
Local Sales Manager—Bob Croll.

### 2. REPRESENTATIVES

UBC Sales, Inc.

### 3. FACILITIES

1,000 w. days; 500 w. nights; 1600 kc.

Non-directional.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.  
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET 5/1/74—Rec'd 5/28/74.

### 7. PACKAGE PLANS

PER WK. THRU SUN 6 AM-MIDNIGHT

AAA		AA		A	
6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
11	10	9	8	10	9

10 sec: 60% of 1-min.  
Minimum contract 4 consec wks.  
CONTRACT DISCOUNT  
26 wk—5% 52 wk—10%

## WJMD (FM)

1949

BETHESDA, MD.

# CBS/FMSALES



Media Code 4 209 4400 1.00

SJR Communications, Inc., 5530 Wisconsin Ave.,  
Chevy Chase, Md. 20015. Phone 301-652-9470.

### STATION'S PROGRAMMING DESCRIPTION

WJMD (FM): Programmed for adults. Popular, familiar format at all times.  
MUSIC: instrumental and general popular. COMMERCIAL POLICY: limited to 4 1/4 hr interruptions per hr. News intermittently. Contact Representative for further details. Rec'd 3/31/72.

### 1. PERSONNEL

General Manager—Sidney A. Abel.  
Sales Manager—Fred E. Goodman.  
Program Manager—William Hamlin.

### 2. REPRESENTATIVES

CBS/FM Sales.  
SJR Communications Station: See Rep. & S/O pages.

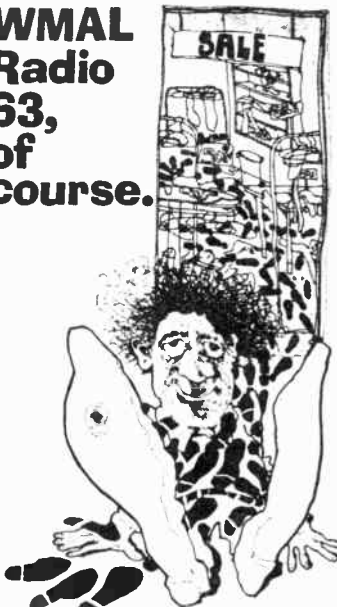
### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

Where do I advertise?  
**WMAL Radio 63, of course.**



OVER 687,000\* ADULTS  
CHOOSE WMAL RADIO 63  
FROM THE GRAB BAG  
OF OVER 35 COMPETING  
RADIO SIGNALS.  
Source: ARB, April/May, 1974 TSA

**WMAL 63**  
WASHINGTON, D. C.

### 6. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 15c.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15e.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 60a, 60f, 60k, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a

### TIME RATES

No. 5 ET 2/1/73—Rec'd 1/18/73.  
AAA—Mon thru Sat 3-8 pm.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm  
B—Mon thru 8 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

AAA		AA		A	
6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
40	38	35	32		
35	33	31	27		
33	31	25	27		
25	23	21	20		

30 sec: 80% of 1-min. \*10 sec: 70% of 1-min.

### (\*) Preemptible.

### 10. SPECIAL FEATURES

NEWSCASTS, PER WK:

AAA		AA		A	
1 ti	6 ti	12 ti	6 ti	12 ti	6 ti
50	46	46	44		
45	43	41	39		

20 sec: 80% of 1-min. \*10 sec: 70% of 1-min.  
(\*) Preemptible.

# WKYS

(formerly WRC-FM)

1947

WASHINGTON, D. C.

# BLAIR RADIO



Subscriber to the NAB Radio Code

Media Code 4 209 4600 6.00  
National Broadcasting Co., Inc., 4001 Nebraska Ave.,  
N. W., Washington, D. C. 20016. Phone 202-362-4000.

See affiliated AM station for additional information, AM facilities, WTC.

### STATION'S PROGRAMMING DESCRIPTION

WKYS: Programmed for general adult interest.  
MUSIC: Familiar standards and melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 2/5/73.

### 1. PERSONNEL

General Manager—Harold Green.  
Sales Manager—Jeff Barr.

### 2. REPRESENTATIVES



## Washington—W M A L—Continued

Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 48, 49, 51a.  
 Comb.: Cont. Discounts: 60a, 61a.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Information Network.

### TIME RATES

#### NATIONAL AND LOCAL RATES SAME

No. 34 ER 6/3/74—Rec'd 7/22/74.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Fri 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm.  
 B—Mon thru Fri 7 pm-midnight; Sat & Sun 8 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

WK:	AAA				AA				A			
	1-9	10	11	12	1-9	10	11	12	1-9	10	11	12
1 min	235	125	115	105	95	85	75	70	65	60	50	40
30 sec	200	105	100	90	80	70	65	60	50	40	30	25

### 7. PACKAGE PLANS

TAP  
 1/4 Mon thru Sat 5:30-10 am; 1/4 Mon thru Fri 3-7 pm; 1/4 Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm, Sun 8 am-8 pm; 1/4 Mon thru Fri 5-5:30 am & 7 pm-midnight; Sat & Sun 8 pm-midnight and/or 8 am-8 pm Sun subject to availability.  
 PER WK. EA: 8 ti 12 ti 20 ti 28 ti 36 ti  
 1 min 100 90 85 78 73  
 30 sec 85 75 70 65 60  
 TAP contribute toward further discounts under wky plan only.  
 A combination of 60/30 and/or 10 sec spots in TAP, each length spot must be used in units of 4, with 1/4 distribution as shown.  
 Full 7 day rotation.

1872  
 Minimum of 1,872 spots in 52 wks will be entitled to 36 TAP rates, including incentive discount of 10%. TAP distribution must be maintained. Must be contracted for in advance. Subject to wky plan short rate if canceled. Not combinable with any other pkg. Preemptible to wky plan & TAP.  
**WKLY. MIDNIGHT-5:30 AM:** 1 ti 15 ti 30 ti  
 1 min 12 10 8  
 30 sec 10 8 6  
 10 sec: 60% of 1-min.

### 10. SPECIAL FEATURES

NEWSCASTS  
 PER WK: 1 ti 5 ti  
 I-6, 8:30, 8:35, 7, 7:30, 8:10, 8:15, 8:30 & 9:30 am. 285  
 At noon-12:05 & 12:10 pm. 100 90  
 II-2:30, 3:30, 3:35, 4:30, 5:05, 5:30, 5:45, 6, 6:05, 6:10, 6:21, 6:26, 6:35, 6:42, 6:50 & 6:55 pm. 200 180  
 III-7:30, 8:30, 9:30, 11, 11:05 & 11:10 pm. 75 65  
 Contribute toward further discount under wky plan only. Incl 10-sec open & close plus 1-min spot.

### ROS, PREEMPTIBLE

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 10 ti 70 60 40 33 20 17  
 20 ti 65 55 35 29 15 12  
 Minimum of 10. Not combinable with each other, wky, or TAP plans.

### PREEMPTIBLE NEWSCASTS, WITHIN 1 WK:

News at noon 1 ti 5 ti  
 II 90 80  
 III 170 160  
 Not combinable with any other schedule.  
**ADJACENCIES TO HELICOPTER REPORTS**  
 1 am & 1 pm, must be purchased in units of 2, combinable with wky plan only, 475.00.

## W M A L-FM

1946  
 WASHINGTON, D. C.



Subscriber to the NAB Radio Code

Media Code 4 209 4801 0.00  
 Evening Star Broadcasting Co., 4400 Jenifer St., N. W., Washington, D. C. 20015. Phone 202-686-3000. TWX 202-985-0802.  
 See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMAL-FM: Programmed for young adults.  
**MUSIC:** contemporary, mixing rock album cuts, country folk & new hits. **NEWS:** network & local. **SPORTS:** pro football. **COMMERCIAL POLICY:** 8-10 minutes per hour depending upon day part. Contact Representative for further details. Rec'd 11/16/73.

**1. PERSONNEL**  
 Executive Vice-President—Richard S. Stakes.  
 Station Manager—Vince Genson.  
 General Sales Manager—Jeffrey Greenhawt.  
**2. REPRESENTATIVES**  
 ARC FM Spot Sales.  
**3. FACILITIES**  
 ERP 50,000 w.; 107.3 mc. Stereo.  
 Operating schedule: 6-1:45 am. EST.  
 Antenna ht.: 410 ft. above average terrain.  
**6. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 13 ER 7/8/74—Rec'd 7/22/74.  
 AAA—Mon thru Sun 3-7 pm; Mon thru Fri 6-10 am; Sat & Sun 10 am-3 pm.  
 AA—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat 6-10 am; Sun 7-10 pm.  
 A—Mon thru Sun 10 pm-2 am; Sat 7-10 pm; Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

1 ti	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	39	32	35	28	31	25
6 ti	37	30	32	26	30	24
12 ti	34	27	29	24	28	22
18 ti	30	24	26	21	24	19

## 7. PACKAGE PLANS

SECTION II—IMPACT TAP  
**PLAN, WITHIN 7 DAYS:** 1 min 30 sec  
 I-9 ti (5AAA, 3AA, 1A)..... 23.00 18.00  
 II-12 ti (6AAA, 4AA, 2A)..... 22.00 17.50  
 III-18 ti (9AAA, 6AA, 3A)..... 21.00 17.00  
 IV-24 ti (13AAA, 7AA, 4A)..... 20.00 16.00  
 V-30 ti (15AAA, 10AA, 5A)..... 18.00 14.50  
 Sec I & II & 1-min & 30-sec spots combine for frequency discount. Rotate within time classes.

SECTION III—ROS  
 1-min, 35 ti..... 14.00 30-sec, 35 ti..... 11.00  
 Limited availability, subject to 7 days scheduling.  
 III not combinable for frequency discounts.

## W M O D (FM)

1946  
 WASHINGTON, D. C.



Buckley Radio Sales, Inc.

## Stereo



A Sounding Station

Media Code 4 209 5000 8.00

Sonderling Broadcasting Corp., 1680 Wisconsin Ave., N. W., Washington, D. C. 20007. Phone 202-338-8700.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMOD (FM): Programmed for 18-49 age group.  
**MUSIC:** 100% million-selling gold records & all-time favorites from past 20 years. **AIR PERSONALITIES, NEWS:** 5-min every hour. Daily consumer report, energy report, environment report, positive action & report for women. Editorials. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
 General Manager—Mike Cohen.  
 Operations Manager—Steve Shulman.  
**2. REPRESENTATIVES**  
 Buckley Radio Sales, Inc.  
**3. FACILITIES**  
 ERP 50,000 w.; 98.7 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 485 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/0; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 1b, 2a, 2b, 3a, 3b, 5d, 4a, 4d, 5, 6b, 7b, 8.  
 Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 33b.  
 Contracts: 40a, 41, 42a, 44a, 46, 51b.  
 Comb.: Cont. Discounts: 60a, 60g, 60k, 61a, 61b, 62b  
 Cancellation: 70a, 70e, 71a, 73a, 73b.  
 Prod. Services: 80.  
 AM facilities: WOL.

### TIME RATES

ER 5/3/74.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 A—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

1 ti	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	38	30	32	25	24	21
6 ti	35	28	29	23	24	19
12 ti	32	25	26	21	22	18
18 ti	29	23	23	19	20	16

### 7. PACKAGE PLANS

TAP  
 12 ti (5AAA, 4AA, 3A)..... 276 216  
 18 ti (7AAA, 7AA, 4A)..... 396 306  
 24 ti (9AAA, 9AA, 6A)..... 504 384  
 Combinable with spots for frequency discount. Pre-emptible.

CONSECUTIVE WEEK DISCOUNT  
 52 wk—10%. 100.00 per wk minimum.

## WOL

1924  
 WASHINGTON, D. C.

Bernard Howard & Co., Inc.



A Sounding Station

Media Code 4 209 5200 4.00  
 WOL, 1680 Wisconsin Ave., N. W., Washington, D. C. 20007. Phone 202-338-5600.

**1. PERSONNEL**  
 President—Egmont Sonderling.  
 Vice-Pres. & Gen'l Mgr.—James L. Kelsy.  
 General Sales Manager—Timothy O'Sullivan.  
**2. REPRESENTATIVES**  
 Bernard Howard & Co., Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
 15/0; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 2b, 3a, 4a, 5, 6a, 7b.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.

## Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 25a, 26c, 29a, 33a.

Contracts: 40a, 41, 43, 45, 46.  
 Comb.: Cont. Discounts: 60b, 60d, 60f, 61a.  
 Cancellation: 70a, 70e, 71a, 73a.  
 Prod. Services: 80.  
 Affiliated with Bernard Howard Black Radio Network.  
 FM facilities: WMOD (FM).

### TIME RATES

No. 10 ER 8/1/74—Rec'd 7/1/74.  
 \*AA—Mon thru Sat 6-10 am & 3-7 pm; Sat 10 am-3 pm.  
 A—Mon thru Fri 10 am-3 pm; Sun noon-6 pm.  
 B—Mon thru Sat 7 pm-midnight.

(\*) Maximum number of AM & PM traffic spots not to exceed 70% of schedule.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
Fixed	70	56	60	48	48	39
6 ti	62	50	55	45	48	39
12 ti	60	48	48	39	42	34
18 ti	58	46	44	35	39	31

ANNUAL CONSECUTIVE WEEK DISCOUNT  
 26 wk—5% 52 wk—10%  
 3 retainer spots per week allowed, providing spots are same length and category as regular schedule.

### 7. PACKAGE PLANS

TAP  
 MON THRU SUN, 1 min 30 sec  
 6 ti (3AA, 2A, 1B)..... 50 40  
 12 ti (5AA, 4A, 3B)..... 48 38  
 18 ti (7AA, 7A, 4B)..... 46 36

### 9. PARTICIPATING PROGRAMS

All Night Show—Tues thru Sun midnight-6 am.  
 1 min 30 sec  
 Per wk. ea. 20 16

## W O O K

1947  
 WASHINGTON, D. C.



Media Code 4 209 5600 5.00  
 United Broadcasting Co., Inc., 5331 First Place, N. E. Washington, D. C. 20011. Phone 202-722-1000.

**1. PERSONNEL**  
 President—Richard Eaton.  
 Vice-Pres. & Gen'l Mgr.—E. Carlton Myers.  
 Program Director—Bill Haywood.  
**2. REPRESENTATIVES**  
 UBC Sales, Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1340 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
 15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
 Rate Protection: 10c, 11c, 13c, 14c.  
 Basic Rates: 20a, 22a, 33b.  
 Contracts: 40a, 41, 42b, 45, 46, 51b.  
 Comb.: Cont. Discounts: 60d, 60e, 61a.  
 Cancellation: 70a, 70c, 71a, 73a, 73b.  
 Prod. Services: 82.  
 FM facilities: WFAN (FM).  
 Member: Black UBC Group.

### TIME RATES

No. 10 ER 3/1/75—Rec'd 3/5/75.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 B—Sun thru Sat 7 pm-1 am.  
 C—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	AAA		AA		A	
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	38	33	35	23	30	23
B	30	25	23	21	21	17
C	25	20	15	10	10	10

30/20 sec: 80% of 1-min. ID's: 55% of 1-min.  
 CONSECUTIVE WEEK DISCOUNT  
 26 wk—5% 52 wk—10%

## W P G C

1954  
 BLADENSBURG, MD.

Mort Bassett & Co., Inc.



Media Code 4 209 6000 7.00  
 WPGC, Inc., Box 8550, Washington, D. C. 20027.  
 Phone 301-779-2100. TWX 710-826-9452.

**STATION'S PROGRAMMING DESCRIPTION**  
 WPGC: Programming features popular music, current hits, plus liberal use of past hits all contained within a personality top 40 format. Emphasis on local news, broadcast twice each hour, featuring news, better actualities, sports results 10 times daily, hourly views and opinions on local issues expressed by listeners. Heavy emphasis on community involvement placed through station initiated public service drives. Contact Representative for further details. Rec'd 9/25/67.

**1. PERSONNEL**  
 President—Richard Richmond.  
 Sales Manager—Bill Prettyman.  
 Program Director—Harv Moore.  
**2. REPRESENTATIVES**  
 Mort Bassett & Co., Inc.  
**3. FACILITIES**  
 10,000 w. days; 1580 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WPGC-FM.  
**4. AGENCY COMMISSION**  
 15/0 time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
 Basic Rates: 20a, 21b, 22a, 22b, 24a, 25a, 26, 27, 28b, 28c, 29b, 30, 33a.  
 Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
 Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Rebates payable in time only.

## DISTRICT OF COLUMBIA

### TIME RATES

ER 10/1/74—Rec'd 8/5/74.  
 AA—Mon thru Sat 6-10 am & 3-8 pm.  
 A—All other times.  
**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti  
 AA 90 88 87 86 85 83 81  
 A 88 86 85 84 83 81 79  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

### 7. PACKAGE PLANS

IMPACT PLAN—1/2AA, 1/2A  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti  
 1 min 85 84 83 82 81 79 78  
 1 min 80 79 78 77 76 74 73  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

AM/FM COMBINATION  
 ROS—2/3 6 AM-8 PM, 1/3 8 PM-MIDNIGHT  
 1 min 73 72 71 70 69 68 67  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.  
 CONSECUTIVE WEEK DISCOUNT  
 52 wk—10%  
 Rateholder: Minimum 6 1-min spots per week or equivalent.

## W P G C-FM

1857  
 BLADENSBURG, MD.

## Stereo



Media Code 4 209 6200 3.00  
 WPGC, Inc., Box 8550, Washington, D. C. 20027.  
 Phone 301-779-2100. TWX 710-826-0452.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mc. Stereo.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 380 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WPGC.  
**5. GENERAL ADVERTISING** See coded regulations  
 Sold in combination with WPGC. See that listing for rates.

### TIME RATES

ER 10/1/74—Rec'd 8/5/74.  
**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 50 ti  
 1 min 60 58 57 56 55 53 51  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.  
 CONSECUTIVE WEEK DISCOUNT  
 52 wk—10%  
 Rateholder: Minimum 6 1-min spots per wk. or equivalent.

## W P I K and W X R A (FM)

1945 1938  
 ALEXANDRIA, VA. WOODBRIDGE, VA.

## Modern Country Music



Sold in combination only.  
 Media Code 4 209 6400 8.00  
 The Potomac Broadcasting Corp., 523 First St., Alexandria, Va. 22314. Phone 793-683-3000.

**STATION'S PROGRAMMING DESCRIPTION**  
 WPIK: Programmed for ages 18-49.  
**MUSIC:** 85%. Drive times, only top rated modern country singles. Balance of day, modern country singles 90%, albums 10%. **NEWS:** at :00 and :30; headlines at :00; 5 min at :30. All segments headed by musical hosts. Contact Representative for further details. Rec'd 7/16/70.

**1. PERSONNEL**  
 President—Carl L. Lindberg.  
 Vice President—James A. Arthur.  
 General Sales Manager—T. Neal Heaton.  
**2. REPRESENTATIVES**  
 Century National Sales.  
**3. FACILITIES**  
 5,000 w. days; 730 kc. Directional.  
 Operating schedule: 6 am-local sunset. EST.  
 FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.9 mc. Stereo.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 405 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/0 net time; payable when rendered.  
**5. GENERAL ADVERT**

# DISTRICT OF COLUMBIA

Washington—Continued

## WRC

1923  
WASHINGTON, D. C.  
An NBC Owned Station  
NBC Radio Network  
BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 209 7200 2.00  
National Broadcasting Co., Inc., 4001 Nebraska Ave., N.W., Washington, D. C. 20016. Phone 202-362-4000.

**STATION'S PROGRAMMING DESCRIPTION**  
WRC: Programmed for adults.  
MUSIC: Adult contemporary. Current hits & oldies featuring 6 live personalities. NEWS: network at :30, local at :05. Contact Representative for further details. Rec'd 6/20/74.

**1. PERSONNEL**  
General Manager—Harold Green.  
General Sales Manager—Jeff Dorf.  
Local Sales Manager—Mike Angelicchio.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
5,000 w.; 980 kc. Directional—night only.  
Operating schedule: 24 hours Mon thru Sat; 5:30-1:00 am Sun. EST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 13c, 14c, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 25a.  
Contracts: 40a, 41, 42b, 42d, 45, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a.  
FM facilities: WKYS.  
Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 26 Eff 6/1/74—Rec'd 5/8/74.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 10 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 30 70 60 50 40 35  
30 sec 64 56 48 40 48 40 32 28  
10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
B—Mon thru Sat 7 pm-midnight.  
PER WK: 1 min 30 sec  
6 ti (AAAA, 1AA, 2A, 2R)..... 43 34  
12 ti (AAAA, 2AA, 4A, 5R)..... 41 33  
18 ti (AAAA, 3AA, 6A, 5R)..... 39 31  
24 ti (AAAA, 5AA, 7A, 7R)..... 37 30  
30 ti (AAAA, 6AA, 9A, 9R)..... 35 28  
10 sec: 50% of 1-min.

WRC-FM

NOTE: The call letters of this station have been changed to:

WKYS

WTOP

1926  
WASHINGTON, D. C.

## CBS Radio Network

Represented by CBS RADIO  
SPOT SALES

A Post-Newsweek Station

Subscriber to the NAB Radio Code  
Media Code 4 209 7600 3.00  
Post-Newsweek Stations, Capital Area, Inc., A subsidiary of the Washington Post Co., Broadcast House, 40th & Brandwine Sts., N.W., Washington, D. C. 20016. Phone 202-686-6000.

**STATION'S PROGRAMMING DESCRIPTION**  
WTOP: Nonstop News programmed for general information.  
Staff includes more than 50 editors, newsmen, commentators, etc. NEWS: network news on hour; all major news services. SPORTS: at :15 and :45 weather every 7 minutes. Contact Representative for further details. Rec'd 9/10/70.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Donald E. Macfarlane.  
Executive Editor—Frank Goerg.  
Sales Manager—Mary Rankin.

**2. REPRESENTATIVES**  
CBS Radio Spot Sales.  
Post-Newsweek Stations, Inc.: See Rep & S/O pages.

**3. FACILITIES**  
50,000 w.; 1500 kc. Directional.  
Operating schedule: 5:30-1:30 am. EST.

**4. AGENCY COMMISSION**  
15% on net time after discounts.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 12c, 13c, 14c.  
Basic Rates: 20b, 24a, 24c, 27, 33a.  
Contracts: 40b, 41, 42a, 45, 51b.  
Comb.: Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: \$2.  
Affiliated with CBS.

### TIME RATES

No. 41 Eff 4/22/74—Rev 7/15/74—Rec'd 6/27/74.  
AAA—Mon thru Sat 6-10 am.  
A—Mon thru Fri 3-7 pm; Sat 10 am-noon.  
A—Mon thru Sat 5:30-8 am; Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat noon-midnight; Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

SECTION I  
CLASS AAA  
PER WK: 1 ti 5 ti 10 ti 20 ti (\*)  
1 min..... 110 100 95 90 70  
30 sec..... 88 80 76 72 56  
10 sec..... 66 60 57 54 .....

CLASS AA  
1 min..... 75 70 65 60 45  
30 sec..... 60 56 52 48 36  
10 sec..... 45 42 39 36 .....

CLASS A  
1 min..... 45 40 35 30 20  
30 sec..... 36 32 28 24 16  
10 sec..... 27 24 21 18 .....

(\*) Bulk rate 1560x during contract yr for 1-min/30-sec spots only. Subject to availabilities. Maximum 50% AAA/AA. Subject to short rate.

### 7. PACKAGE PLANS

SECTION II  
NEWS PLANS—1/2AAA/AA, 1/2A  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 338 648 864 1104 1320  
Spots may be added at earned unit rates, subject to availability & average unit rates.  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
All lengths may be combined.

SECTION III  
48/24 & 48/72 PLANS

1 min..... 450 900 1200  
30 sec..... 360 720 960  
Maximum of 10 spots within 24 consec hrs with 4 in AAA/AA. 48 hrs prior to start of schedule bonus up to number purchased, subject to availability.

WEEKEND PLAN—FRI 7 PM-SUN MIDNIGHT

10 ti 15 ti 20 ti  
1 min..... 400 600 700  
30 sec..... 320 480 560  
Additional spots scheduled up to number purchased at no extra cost. Subject to availability and 1/2-hour separation from each other and competitive products.

### MAXIMUM IDENTIFICATION PLAN

40 ti 50 ti 75 ti 100 ti  
10 sec..... 400 475 675 800  
Scheduled Mon thru Sun, as available.  
HOS PLAN—MON THRU SUN 9 AM-MIDNIGHT  
5 ti 10 ti 20 ti  
1 min..... 150 250 500  
30 sec..... 120 200 400  
1 min..... 5 ti 10 ti 20 ti  
1 min..... 150 250 500  
30 sec..... 120 200 400  
Sec I, II, & III rates do not combine. Sec III plans do not combine with each other. All lengths may combine.

**10. SPECIAL FEATURES**  
Available at earned rate plus 20% Sec I & II only. Fixed position and/or limited rotating spots, Sec I & II only, extra 20%.

WUST

1947  
WASHINGTON, D. C.

Media Code 4 209 8000 5.00  
S.J.R. Communications, Inc., 815 Vee St. N.W., Washington, D. C. 20001. Hobart 2-0011. (Auxiliary studios also located here.)

**1. PERSONNEL**  
General Manager—Daniel Diener.  
Sales Manager—Perry P. Walders.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
1,000 w. days; 1120 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15e.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60f, 60k, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

Affiliated with Mutual Black Network.

### TIME RATES

No. 4 Eff 8/1/72—Rec'd 7/27/72.  
AA—Mon thru Sat 6-10 am & 3-8 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min..... 28 26 25 23  
30 sec..... 23 21 19 .....

10 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**10. SPECIAL FEATURES**  
5 min news—1-1/2x 1-min.  
13 wk—5% DISCOUNT 26 wk—10% 52 wk—15%

WWDC

1941  
WASHINGTON, D. C.

AVCO  
RADIO SALES



Subscriber to the NAB Radio Code  
Media Code 4 209 8400 7.00  
Owned and operated by Avco Broadcasting Corporation, Box 4088, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.

**1. PERSONNEL**  
General Manager—Laurence H. Kirby, Jr.  
Creative Service Director—Karen Klass.  
Program Director—Robert L. Canada, Jr.

**2. REPRESENTATIVES**  
Avco Radio Sales.

**3. FACILITIES**  
5,000 w.; 1360 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21b, 21d, 23a, 25a, 29a.  
Contracts: 40c, 41, 42a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60e, 62u.  
Cancellation: 70e, 72, 73b.  
Prod. Services: \$1.82  
Affiliated with American Entertainment Network.  
Affiliated with Avco Group Plan.

### TIME RATES

No. 1 Eff 6/13/74—Rec'd 7/1/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.  
B—Mon thru Fri 7-9 pm; Sat & Sun 7 pm-midnight.  
C—Mon thru Fri midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

1 MIN: Open 6 ti 12 ti 18 ti 24 ti 30 ti  
AAA..... 65 60 55 52 49 46  
AA..... 55 50 45 42 39 36  
A..... 45 40 35 32 30 28  
B..... 35 25 20 18 17 16  
30 sec: 80% of 1-min. 1D's: 50% of 1-min.

**7. PACKAGE PLANS**

CONVERTIBLE DEBENTURE PLANS  
PER WK: 1 min  
6 ti (AAAA, 2AA, 2A, 1B)..... 240  
12 ti (AAAA, 3AA, 3A, 3B)..... 440  
18 ti (AAAA, 4AA, 6A, 4B)..... 600  
24 ti (AAAA, 5AA, 8A, 6B)..... 750  
30 ti (AAAA, 6AA, 10A, 8B)..... 840  
30 sec: 80% of 1-min. 1D's: Not available.

Movable without notice within time classification. Higher to lower classifications: Each traffic time AAA and/or AA spot equal to 2 of next lower A. Each A spot equal to 2 B. Lower to higher: Each 3 spots in lower class equals 2 spots in next higher class. No further discount.

**8. PARTICIPATING PROGRAMS**

FRED FISKE'S EMPATHY  
(Mon thru Sat 9 pm-midnight)  
MINIMUM 3 PER WK: 3 ti 6 ti 10 ti  
Ea..... 28 25 20

**10. SPECIAL FEATURES**  
NEWS, SPORTS, COPTER REPORTS

1 ti..... AAA AA A B  
5 ti..... 95 80 60 40  
10 ti..... 80 65 55 35  
15 ti..... 70 60 50 30  
News & Sports incl 30-sec open, 1-min close. Copter reports incl 10 sec open, 1-min close.

DISCOUNT  
26 wk—5% 52 wk—10%  
Applies to spots, participating programs and special features.

WWDC-FM

1947  
WASHINGTON, D. C.

AVCO  
RADIO SALES



Subscriber to the NAB Radio Code  
Media Code 4 209 8401 5.00  
Avco Broadcasting Corp., Box 4088, Washington, D. C. 20015. Phone 301-589-7100. TWX 710-825-0078.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 50,000 w.; 101.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Avco Group Plan.

**TIME RATES**

No. 1 Eff 6/13/74—Rec'd 7/1/74.

**6. SPOT ANNOUNCEMENTS**

MON THRU SAT 7 PM-MIDNIGHT;  
SUN 10 AM-MIDNIGHT

10 ti 20 ti 30 ti  
Ea..... 10 8 7

CONTINUOUS WEEK DISCOUNT  
52 wk—10%

WXRA (FM)

See WPIK, WXRA (FM) listing.



# FLORIDA

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP  
NEWSPAPER**  
Stuart—Martin County

## Negro Population Data

(January 1, 1974)

STATE TOTAL	1,115,444	Total Metros	930,593
<b>METRO AREAS</b>		<b>COUNTIES</b>	
Daytona Beach	24,500	Alachua	21,627
Fort Lauderdale		Brevard	20,057
Hollywood	83,167	Broward	83,167
Fort Myers	14,064	Dade	212,562
Fort Pierce	16,891	Duval	120,839
Gainesville	21,627	Escambia	41,779
Jacksonville	136,090	Gadsden	23,406
Lakeland		Hillsborough	77,916
Winter Haven	40,424	Lake	13,160
Melbourne		Lee	14,064
Titusville		Leon	26,672
Cocoa	20,057	Manatee	11,384
Miami	212,562	Marion	19,168
Orlando	74,129	Orange	55,471
Panama City	9,397	Palm Beach	52,227
Pensacola	43,690	Pinellas	52,227
Sarasota	8,508	Polk	40,424
Tallahassee	28,164	St. Lucie	16,891
Tampa-St.		Seminole	16,434
Petersburg	134,106	Volusia	24,500
West Palm Beach		Total Counties	954,962
Boca Raton	63,217		

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

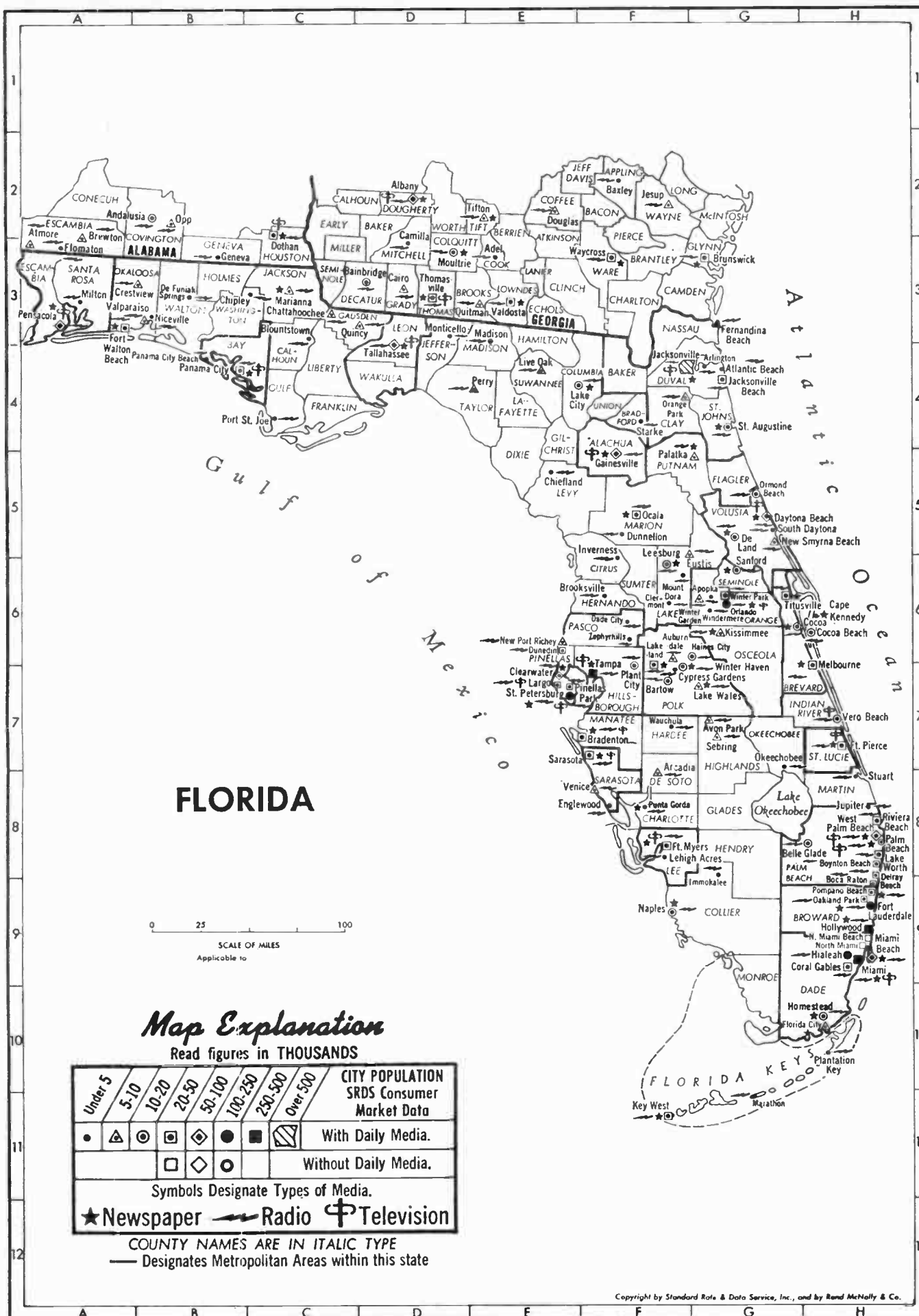
Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	451,382	Tampa-St.	59,175
<b>METRO AREAS</b>		<b>West Palm Beach-</b>	
Fort Lauderdale		Boca Raton	13,793
Hollywood	15,411	Total Metros	387,596
Miami	299,217		

## SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.



FLORIDA

State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Boca Raton—Palm Beach Boynton Beach—Palm Beach Bradenton—Manatee Clearwater—Pinellas Cocoa—Brevard Coral Gables—Dade	Daytona Beach—Volusia Delray Beach—Palm Beach Dunedin—Pinellas Fort Lauderdale—Broward Fort Myers—Lee Fort Pierce—St. Lucie	Fort Walton Beach—Okaloosa Gainesville—Alachua Hallandale—Broward Hialeah—Dade Hollywood—Broward Jacksonville—Duval	Key West—Monroe Lakeland—Polk Lake Worth—Palm Beach Largo—Pinellas Melbourne—Brevard Miami—Dade	Miami Beach—Dade Miramar—Broward North Miami—Dade North Miami Beach—Dade Oakland Park—Broward Ocala—Marion	Orlando—Orange Panama City—Bay Pensacola—Escambia Pinellas Park—Pinellas Plantation—Broward Pompano Beach—Broward	Riviera Beach—Palm Beach St. Petersburg—Pinellas Sarasota—Sarasota South Miami—Dade Tallahassee—Leon	Tampa—Hillsborough Titusville—Brevard West Palm Beach—Palm Beach Winter Haven—Polk Winter Park—Orange
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ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)						
			Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to to 4999 7999 9999 14999 and over					Total Retail Sales— Per Household (\$)	By Selected Store Types											
<b>FLORIDA STATE TOTALS.....</b>	<b>7,743.7</b>	<b>2,750.90</b>	<b>29,892,804</b>	<b>10,867</b>	<b>12.2</b>	<b>20.0</b>	<b>12.4</b>	<b>22.6</b>	<b>21.3</b>	<b>22,621,012</b>	<b>8,223</b>	<b>4,561,028</b>	<b>770,916</b>	<b>3,029,401</b>	<b>880,459</b>	<b>1,136,280</b>	<b>4,858,513</b>	<b>1,548,442</b>	<b>4,416.51</b>	<b>84.4</b>	<b>2,101,592</b>
ALACHUA F-4.....	117.3	36.65	405,089	11,053	12.2	18.3	12.2	22.5	23.3	301,659	8,231	70,172	8,297	36,750	12,035	14,811	66,845	28,224	60.98	3.4	27,208
Gainesville.....	73.8	22.63	254,948	11,266	12.2	18.3	12.2	22.5	23.3	255,470	11,289	59,060	7,266	35,339	11,649	13,374	63,409	19,375	.....	.....	.....
Gainesville Metro Area.....	117.3	36.65	405,089	11,053	12.2	18.3	12.2	22.5	23.3	301,659	8,231	70,172	8,297	36,750	12,035	14,811	66,845	28,224	60.98	.....	.....
BAKER F-4.....	10.1	2.56	24,682	9,641	13.1	19.7	12.6	23.0	18.8	19,244	7,517	5,134	694	260	305	629	3,986	1,730	5.91	1.3	8,855
BAY B-4.....	79.8	26.05	251,478	9,654	12.6	23.8	14.2	22.0	15.2	217,007	8,330	49,279	7,088	33,765	8,456	11,970	60,869	19,067	45.52	.....	.....
Panama City.....	31.8	10.85	104,279	9,611	.....	.....	.....	.....	.....	186,759	17,213	41,396	5,681	32,070	7,952	11,582	59,289	14,082	.....	.....	.....
Panama City Metro Area.....	79.8	26.05	251,478	9,654	12.6	23.8	14.2	22.0	15.2	217,007	8,330	49,279	7,088	33,765	8,456	11,970	60,869	19,067	45.52	.....	.....
BRADFORD F-4.....	15.8	4.61	38,395	8,329	12.1	23.3	15.6	20.0	10.9	26,189	5,681	9,125	1,159	661	1,121	1,182	5,791	5,122	7.52	1.5	27,198
BREVARD G-7.....	236.6	74.01	978,168	13,217	6.6	12.1	10.1	28.8	35.6	613,263	8,286	157,781	22,584	112,063	18,526	30,023	154,194	50,385	144.65	.....	.....
Cocoa.....	17.8	5.77	56,092	9,721	.....	.....	.....	.....	.....	112,965	19,578	30,954	3,191	3,405	7,036	35,561	9,456	.....	.....	.....	.....
Melbourne.....	44.9	14.21	160,208	11,274	.....	.....	.....	.....	.....	212,068	14,924	42,205	6,715	54,262	4,658	9,867	71,661	12,498	.....	.....	.....
Melbourne-Titusville-Cocoa Metro Area.....	236.6	74.01	978,168	13,217	6.6	12.1	10.1	28.8	35.6	613,263	8,286	157,781	22,584	112,063	18,526	30,023	154,194	50,385	144.65	.....	.....
Titusville.....	34.0	10.18	131,788	12,946	.....	.....	.....	.....	.....	98,921	9,719	30,370	4,299	18,307	1,744	4,308	22,780	7,942	.....	.....	.....
BROWARD H-9.....	726.8	274.37	3,531,890	12,873	9.9	17.2	12.5	25.2	27.4	2,172,849	7,919	440,724	67,193	306,656	83,023	112,291	476,171	127,291	475.49	.....	.....
Fort Lauderdale.....	158.7	65.17	922,964	14,162	.....	.....	.....	.....	.....	1,072,872	15,407	138,830	24,729	200,834	47,978	59,798	295,942	47,763	.....	.....	.....
Fort Lauderdale-Hollywood Metro Area.....	726.8	274.37	3,531,890	12,873	9.9	17.2	12.5	25.2	27.4	2,172,849	7,919	440,724	67,193	306,656	83,023	112,291	476,171	127,291	475.49	.....	.....
Hallandale.....	34.1	15.16	134,042	8,842	.....	.....	.....	.....	.....	64,090	4,228	14,420	858	984	150	1,502	20,826	5,197	.....	.....	.....
Hollywood.....	130.2	49.78	601,573	12,085	.....	.....	.....	.....	.....	290,151	5,829	64,058	13,761	57,155	17,978	11,869	44,108	14,719	.....	.....	.....
Miramar.....	30.6	10.38	115,379	11,116	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Oakland Park.....	23.7	9.27	92,756	10,006	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Plantation.....	29.8	8.41	151,811	18,051	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pompano Beach.....	49.2	19.63	226,569	11,542	.....	.....	.....	.....	.....	231,497	11,793	42,416	5,009	7,352	8,946	9,795	81,132	16,079	.....	.....	.....
CALHOUN C-3.....	7.7	2.54	19,109	7,523	20.6	22.4	9.9	12.7	9.1	14,395	5,667	3,305	623	1,522	410	508	2,375	1,344	3.28	.....	5,248
CHARLOTTE F-8.....	33.0	14.55	122,728	8,435	19.6	24.8	11.5	16.3	14.3	63,943	4,365	17,776	3,516	4,116	610	3,807	12,820	4,730	21.83	.....	7,329
CITRUS F-5.....	27.6	11.12	80,221	7,214	20.0	24.7	10.7	13.9	10.0	40,023	3,599	11,432	1,396	1,185	448	663	5,154	4,952	17.60	.....	3,360
CLAY F-4.....	36.8	11.34	121,647	10,727	9.0	20.3	13.9	25.8	19.5	59,498	5,247	14,299	1,905	1,062	338	1,131	27,394	5,453	19.90	.....	20,602
COLLIER G-9.....	51.1	18.42	243,121	13,199	11.9	19.6	12.1	20.3	25.6	134,452	7,299	31,931	3,518	4,829	4,980	12,887	20,236	10,397	33.12	.....	.....
COLUMBIA F-4.....	27.3	8.72	81,668	9,366	12.5	20.8	13.6	20.2	16.9	81,293	9,323	18,229	1,478	2,494	2,990	3,078	18,476	15,435	13.95	2.6	20,922
DADE H-10.....	1,410.5	500.94	6,050,033	12,077	10.1	17.8	12.1	24.1	26.3	4,588,837	9,160	872,454	151,920	664,998	240,643	248,028	847,855	243,539	787.21	1.2	93,270
Coral Gables.....	46.1	16.42	324,313	19,751	.....	.....	.....	.....	.....	208,192	12,679	28,018	8,721	11,029	23,642	14,108	73,006	8,250	.....	.....	.....
Hialeah.....	110.3	35.02	419,963	11,992	.....	.....	.....	.....	.....	227,133	6,486	69,935	10,113	41,035	4,606	17,220	20,144	21,822	.....	.....	.....
Miami.....	352.9	133.62	1,264,212	9,461	.....	.....	.....	.....	.....	1,439,106	10,770	313,181	55,317	289,943	71,437	145,545	303,590	72,025	.....	.....	.....
Miami Metro Area.....	1,410.5	500.94	6,050,033	12,077	10.1	17.8	12.1	24.1	26.3	4,588,837	9,160	872,454	151,920	664,998	240,643	248,028	847,855	243,539	787.21	.....	.....
Miami Beach.....	97.0	53.45	600,731	11,239	.....	.....	.....	.....	.....	389,535	7,288	80,573	24,230	25,879	83,828	7,815	40,865	15,747	.....	.....	.....
North Miami.....	37.5	15.10	196,663	13,024	.....	.....	.....	.....	.....	121,395	8,039	30,428	6,539	1,445	3,546	6,079	42,395	5,371	.....	.....	.....
North Miami Beach.....	35.7	14.01	156,454	11,167	.....	.....	.....	.....	.....	180,730	12,900	30,959	6,142	62,328	9,301	7,108	35,686	6,363	.....	.....	.....
South Miami.....	23.0	8.76	128,302	14,646	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
DE SOTO F-8.....	14.0	4.23	34,682	8,199	18.2	25.7	12.2	17.1	12.4	28,264	6,682	9,483	1,398	1,692	648	1,105	5,213	2,677	6.97	.....	22,723
DIXIE E-5.....	6.0	1.97	14,163	7,189	18.1	25.9	11.1	15.6	8.9	9,595	4,870	3,421	266	483	371	1,532	1,761	2,64	.....	.....	888
DUVAL G-4.....	551.9	177.47	1,987,070	11,197	9.7	18.0	13.0	25.3	22.0	1,822,279	10,268	336,378	79,967	222,932	71,076	77,872	382,689	115,822	294.70	.....	.....
Jacksonville.....	551.9	177.47	1,987,070	11,197	.....	.....	.....	.....	.....	1,822,279	10,268	336,378	79,967	222,932	71,076	77,872	382,689	115,822	.....	.....	.....
Jacksonville Metro Area.....	653.0	209.15	2,304,241	11,017	10.0	19.4	13.1	24.8	21.3	2,021,447	9,665	390,880	86,437	229,778	75,234	83,020	434,934	140,061	347.54	.....	.....
ESCAMBIA A-3.....	217.9	67.45	708,319	10,501	11.1	20.7	14.3	24.4	17.4	516,035	7,651	109,424	17,207	92,650	22,384	30,251	147,079	38,468	111.53	1.7	13,093
Pensacola.....	60.7	20.73	218,230	10,527	.....	.....	.....	.....	.....	241,478	11,649	32,931	8,261	36,346	16,278	20,020	84,539	18,438	.....	.....	.....
Pensacola Metro Area.....	259.4	79.99	834,545	10,433	11.4	21.0	14.2	24.0	17.1	568,830	7,111	125,016	18,927	96,161	23,167	34,683	155,622	45,619	.....	.....	.....
FLAGLER G-5.....	4.3	1.52	12,946	8,517	20.1	25.0	11.9	15.7	10.8	8,024	5,279	2,242	274	97	42	1,933	1,991	4,97	.....	.....	.....
FRANKLIN C-4.....	7.4	2.68	16,006	5,972	23.2	21.8	9.3	11.5	6.4	9,441											



## State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
	1/1/74 (000)	Households 1/1/74 (000)	(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types								
	1/1/74 (000)	1/1/74 (000)			3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over					General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- otive (\$000)	Service Station (\$000)	
NASSAU F-3.....	22.3	6.85	64,384	9,399	11.8	20.3	15.0	26.0	15.0	44,917	6,557	12,196	1,097	2,996	768	569	5,984	8,724	10.49	1.0	26,994	
OKALOOSA 8-3f.....	99.0	29.34	306,468	10,445	11.0	26.0	13.5	21.8	17.3	181,597	6,189	35,674	4,227	33,881	5,775	11,007	49,134	13,686	52.13	.9	4,911	
Fort Walton Beach.....	23.1	6.88	79,927	11,617	.....	.....	.....	.....	.....	120,623	17,532	18,505	2,410	26,807	4,003	7,293	37,873	6,671	.....	.....	.....	
OKEECHOBEE G-7.....	13.1	3.88	32,919	8,484	15.9	27.2	14.2	16.9	13.6	40,259	10,376	8,264	882	1,221	356	1,192	5,823	4,299	7.09	.9	54,100	
ORANGE G-6f.....	402.6	133.50	1,598,746	11,796	10.8	19.6	12.9	24.6	22.9	1,560,243	11,687	256,824	46,780	239,384	40,493	72,261	355,174	95,431	257.48	2.5	112,048	
Oriando.....	115.9	41.63	445,608	10,704	.....	.....	.....	.....	.....	825,212	19,823	115,494	21,289	186,624	26,855	45,265	247,734	47,468	.....	.....	.....	
Oriando Metro Area.....	544.7	181.11	2,108,348	11,641	11.4	20.1	13.1	24.3	21.2	1,795,661	9,915	316,693	56,811	261,830	44,870	81,167	406,319	115,389	336.32	.....	.....	
Winter Park.....	24.5	8.93	142,007	15,902	.....	.....	.....	.....	.....	150,340	16,845	29,477	6,960	27,618	8,236	9,503	43,390	7,687	.....	.....	.....	
OSCEOLA G-6.....	28.0	10.63	101,003	9,502	17.2	22.7	11.6	18.6	13.4	59,650	5,611	19,013	2,240	2,021	1,488	1,204	16,407	5,501	20.41	.8	33,331	
PALM BEACH H-8.....	403.1	149.95	1,924,993	12,838	10.8	18.3	12.2	23.0	25.9	1,190,587	7,940	261,188	43,846	133,883	67,270	79,542	252,858	69,038	246.58	2.1	264,437	
Boca Raton.....	40.0	15.67	255,748	16,321	.....	.....	.....	.....	.....	35,439	4,296	7,324	2,032	1,789	854	2,347	763	2,062	.....	.....	.....	
Boynton Beach.....	21.1	8.25	81,302	9,855	.....	.....	.....	.....	.....	118,785	12,856	21,182	3,032	1,344	7,481	5,738	59,771	5,177	.....	.....	.....	
Delray Beach.....	25.9	9.24	115,427	12,492	.....	.....	.....	.....	.....	76,991	6,514	12,978	2,254	4,484	2,939	7,453	25,522	5,193	.....	.....	.....	
Lake Worth.....	25.2	11.82	102,049	8,634	.....	.....	.....	.....	.....	42,232	5,652	17,461	1,359	3,319	2,022	807	2,628	4,366	.....	.....	.....	
Riviera Beach.....	24.5	8.36	78,284	9,364	.....	.....	.....	.....	.....	47,048	19,648	84,692	14,341	108,314	17,463	37,612	128,305	21,123	.....	.....	.....	
West Palm Beach.....	29.5	24.28	262,242	10,801	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
West Palm Beach- Boca Raton Metro Area.....	403.1	149.95	1,924,993	12,838	10.8	18.3	12.2	23.0	25.9	1,190,587	7,940	261,188	43,846	133,883	67,270	79,542	252,858	69,038	246.58	.....	.....	.....
PASCO F-6.....	111.2	46.57	310,202	6,661	25.0	23.1	10.9	12.1	7.3	189,939	4,079	49,884	6,867	6,271	3,492	5,901	23,620	16,518	62.05	3.4	87,964	
PINELLAS E-7.....	655.2	278.46	2,701,748	9,702	14.9	21.9	12.8	21.2	19.1	2,198,154	7,894	346,015	77,899	350,729	55,162	102,343	443,347	115,694	368.39	.5	11,151	
Clearwater.....	68.8	29.49	298,565	10,124	.....	.....	.....	.....	.....	408,546	13,854	63,407	13,644	74,619	15,175	21,701	127,514	20,960	.....	.....	.....	
Dunedin.....	24.5	11.57	94,562	8,173	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Largo.....	38.1	15.86	121,272	7,646	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pinellas Park.....	34.9	12.58	96,527	6,634	.....	.....	.....	.....	.....	40,539	3,222	8,196	1,008	610	65	5,623	3,704	7,094	.....	.....	.....	.....
St. Petersburg.....	264.2	112.29	1,043,443	9,292	.....	.....	.....	.....	.....	964,342	8,588	140,638	32,298	216,157	30,369	43,763	225,580	46,273	.....	.....	.....	.....
Tampa-St. Peters- burg Metro Area.....	1,346.0	522.42	5,073,700	9,712	14.4	21.8	13.0	21.4	17.8	4,121,612	7,889	740,049	137,622	612,156	134,960	191,442	876,738	254,930	736.48	.....	.....	.....
POLK F-7.....	243.7	82.26	780,923	9,493	13.1	22.3	13.9	22.0	16.0	692,410	8,417	159,425	23,719	80,199	23,468	30,843	152,308	58,987	144.65	3.0	126,363	
Lakeland.....	45.4	16.47	167,396	10,164	.....	.....	.....	.....	.....	291,149	17,678	56,076	9,273	62,433	11,402	13,865	68,398	14,911	.....	.....	.....	.....
Lakeland-Winter Haven Metro Area.....	243.7	82.26	780,923	9,493	13.1	22.3	13.9	22.0	16.0	692,410	8,417	159,425	23,719	80,199	23,468	30,843	152,308	58,987	144.65	.....	.....	.....
Winter Haven.....	16.4	6.13	64,376	10,502	.....	.....	.....	.....	.....	124,951	20,384	32,735	5,474	8,883	5,418	7,069	36,905	6,831	.....	.....	.....	.....
PUTNAM F-5.....	38.7	12.89	109,801	8,518	14.9	21.8	12.4	19.6	13.1	86,872	6,739	24,454	4,192	6,392	2,701	3,689	19,791	8,012	18.98	1.0	24,542	
ST. JOHNS G-4.....	31.9	10.93	106,458	9,740	15.2	22.3	12.0	17.1	16.8	75,509	6,908	22,873	2,774	2,528	2,747	2,819	14,881	8,332	16.54	.2	19,917	
ST. LUCIE H-7.....	55.9	19.49	163,732	8,401	16.3	21.4	11.5	19.0	14.6	188,533	9,673	39,437	3,700	19,409	6,362	9,162	53,972	14,306	33.68	.2	35,826	
Fort Pierce.....	32.2	11.02	87,161	7,909	.....	.....	.....	.....	.....	144,542	13,116	29,571	2,947	15,811	5,750	7,864	49,378	10,700	.....	.....	.....	.....
Fort Pierce Metro Area.....	55.9	19.49	163,732	8,401	16.3	21.4	11.5	19.0	14.6	188,533	9,673	39,437	3,700	19,409	6,362	9,162	53,972	14,306	33.68	.....	.....	.....
SANTA ROSA A-3f.....	41.5	12.54	126,226	10,066	12.8	21.1	14.1	22.7	15.9	52,795	4,210	15,592	1,720	3,511	783	4,432	8,543	7,151	21.25	1.5	11,074	
SARASOTA F-8.....	147.3	61.83	646,335	10,453	14.7	19.9	11.4	19.8	20.7	486,198	7,863	93,495	18,168	70,478	22,347	35,301	108,343	28,712	102.38	.6	13,159	
Sarasota.....	44.6	18.76	209,966	11,192	.....	.....	.....	.....	.....	319,348	17,023	58,821	12,925	64,364	17,610	25,023	53,950	16,617	.....	.....	.....	.....
Sarasota Metro Area.....	147.3	61.83	646,335	10,453	14.7	19.9	11.4	19.8	20.7	486,198	7,863	93,495	18,168	70,478	22,347	35,301	108,343	28,712	102.38	.....	.....	.....
SEMINOLE G-6f.....	114.1	36.98	408,599	11,049	12.3	19.7	13.9	25.3	17.7	175,768	4,753	40,856	7,791	20,425	2,889	7,702	34,738	14,457	58.43	1.3	4,756	
SUMNER F-6.....	16.2	5.31	39,221	7,386	15.4	23.4	10.6	16.1	10.7	28,586	5,383	6,858	1,033	918	268	705	1,856	10,457	8.21	1.2	14,803	
SUWANNEE E-4.....	16.0	5.24	50,934	9,720	15.1	20.4	11.2	17.2	14.2	54,324	10,367	10,333	2,108	1,668	1,778	2,260	16,616	6,064	8.27	3.1	27,368	
TAYLOR E-4.....	14.4	4.70	42,119	8,961	13.9	19.5	10.3	19.5	17.2	32,876	6,995	9,780	1,146	984	1,814	1,031	5,240	5,715	6.07	.5	1,767	
UNION F-4.....	9.0	1.91	14,485	7,584	12.0	25.6	15.1	18.3	12.1	7,222	3,781	2,145	381	600	.....	170	371	1,097	2.23	.5	8,560	
VOLUSIA G-5.....	188.2	73.10	639,652	8,750	16.1	21.9	12.0	18.9	16.1	553,742	7,575	130,244	23,853	62,838	19,699	25,142	135,962	43,785	113.98	1.8	27,311	
Daytona Beach.....	52.4	20.46	164,686	8,049	.....	.....	.....	.....	.....	319,985	15,640	45,308	11,555	51,500	16,034	12,878	105,441	17,255	.....	.....	.....	.....
Daytona Beach Metro Area.....	188.2	73.10	639,652	8,750	16.1	21.9	12.0	18.9	16.1	553,742	7,575	130,244	23,853	62,838	19,699	25,142	135,962	43,785	113.98	.....	.....	.....
WAKULLA D-4.....	6.8	2.20	16,078	7,308	17.5	24.8	14.1	16.8	7.9	6,132	2,787	1,971	92	191	.....	176	1,160	2.81	.1	.....	608	
WALTON B-3.....	16.5	5.69	44,461	7,814	16.0	21.5	10.9	16.4	12.1	28,867	5,073	8,795	1,106	1,208	1,098	1,057	7,930	3,194	7.28	.7	10,376	
WASHINGTON B-3.....	11.9	3.96	26,551	6,705	19.1	21.2	9.4	13.0	8.1	16,500	4,167	5,827	351	745	626	714	1,203	2,297				

# FLORIDA

## FLORIDA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### State Networks

### Florida Quality Broadcasting Corporation

Comprised of:  
Non-Interconnected Stations  
WNDB—Daytona Beach WDRF—Delray Beach  
WDNJ (FM)—Daytona WGGG—Gainesville  
Beach  
Media Code 4 210 0035 7.00  
Sales office: Box 1420, Delray Beach, Fla. 33444.  
Phones 305-833-1420, 278-1420.

**1. PERSONNEL**  
President—Victor M. Knight.  
Vice-President/Administration—Elsie Mercer.  
Vice-President/National Sales—Elliott Harris.

**4. AGENCY COMMISSION**  
15%.

#### TIME RATES

ET 12/10/73. Rec'd 12/10/73.  
1 min 30 sec 15 sec  
All stations 29 22 16

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 210 0083 7.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

#### FLORIDA STATE GROUP

Comprised of:  
WAPG—Arcadia WNER—Live Oak  
WVJB—Brooksville WMAF—Madison  
WVQH—Chiefland WTOP—Marianna  
WVGC—Chipley WQOP—Deals  
WTAN—Clearwater WOKC—Okechobee  
WKKO—Cocoa WTLN—Orlando  
WCNU—Crestview WSUZ—Palatka  
WGTX—De Funiak Springs WDLF—Panama City  
WFTO—De Land WPPA—Pensacola  
WYHI—Fernandina WPKR—Perry  
Beach WFLA—Plant City  
WINK—Fort Myers WJOE—Port St. Joe  
WAKA—Gainesville WCNH—Quincy  
WKEM—Immokalee WFOY—St. Augustine  
WYSE—Inverness WTRR—Sanford  
WYIX—Jacksonville WKCY—Sarasota  
Beach WJCM—Sebring  
WPKX—Starkes WMEN—Tallahassee  
WKWF—Key West WRBO—Tampa  
WACY—Kissimmee WTTB—Vero Beach  
WQRO—Lake City WAUC—Wauchula  
WPC—Lake Wales WVCV—Windermere  
WLIZ—Lake Worth  
WLBZ—Leesburg  
1 min 30 sec  
All stations 175 140  
(D)

For complete listing see  
Regional Networks & Groups



### APOPKA (1 AM; 1 FM)

Orange County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

#### WTLN

1964  
Media Code 4 210 0135 5.00  
WTLN, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.

**1. PERSONNEL**  
Pres. & Chief Mgr.—Thomas H. Moffit.

**3. FACILITIES**  
5,000 w. days; 1520 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WTLN-FM.

### 4. AGENCY COMMISSION

15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Contemporary Network.

#### TIME RATES

ET 2/1/71—Rec'd 2/12/71.  
**6. SPOT ANNOUNCEMENTS**  
10x 30x 60x 100x 260x  
1 min..... 8.00 7.60 7.20 6.80 6.00  
30 sec..... 6.00 5.60 5.20 4.80 4.00  
10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
1 min, 1000 spots per annum..... 5.00  
30 sec, 1000 spots per annum..... 3.50

#### WTLN-FM

1969  
Media Code 4 210 0136 3.00  
WTLN-FM, Box 2448, Orlando, Fla. 32802. Phone 305-889-2505.

See affiliated AM station for additional information.

#### 3. FACILITIES

ET 1/3,000 w. (horiz.). 3,000 w. (vert.); 95.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.:  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WTLN.

#### TIME RATES

Rates are identical to WTLN. See that listing.

### ARCADIA

De Soto County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

#### WAPG

1955  
Subscriber to the NAB Radio Code  
Media Code 4 210 0180 1.00  
Arcadia-Punta Gorda Broadcasting Co., Inc., Box 632, Asbury St., Arcadia, Fla. 33821. Phone 813-928-6101.

#### 1. PERSONNEL

Exec. Vice-Pres. & Engr.—Murray Benton.

#### 3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 5/1/73—Rec'd 6/11/73.  
**6. SPOT ANNOUNCEMENTS**  
100x 75x 50x 30x 15x 1x  
1 min..... 192.00 157.70 111.00 72.00 37.80 2.70  
30 sec..... 132.00 112.50 81.00 54.00 28.80 2.10  
125+ 1 min, ea..... 1.80 125+ 30 sec, ea..... 1.20

#### 10. SPECIAL FEATURES

5-min newscast..... 5.40 2-min headlines..... 4.50

### ARLINGTON

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### See Jacksonville

(including Arlington, Atlantic Beach, Jacksonville Beach)

### ATLANTIC BEACH

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### See Jacksonville

(including Arlington, Atlantic Beach, Jacksonville Beach)

### AUBURNDALE

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### W T W B

1950  
Media Code 4 210 0270 0.00  
L. M. Hughey, P. O. Box 7, Auburndale Fla. 33823. Phone 967-1570.

#### 1. PERSONNEL

Station Manager—Richard W. Boyce.

#### 3. FACILITIES

5,000 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.

#### 4. AGENCY COMMISSION

15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 1/1/68—Rec'd 1/5/68.  
**7. PACKAGE PLANS**  
WEEKLY PACKAGES  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl  
1 min..... 2.80 2.60 2.40 2.20 2.00  
30 sec..... 2.00 1.90 1.70 1.60 1.50  
MONTHLY PACKAGES  
PER MO: 100 tl 120 tl 150 tl  
1 min..... 2.00 1.90 1.80  
30 sec..... 1.50 1.40 1.30

### AVON PARK

Highlands County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

#### WAPR

1970  
Media Code 4 210 0315 3.00  
Avon Electronic Services, Inc., Box 1390, 1390 Lake Pioneer Dr., Avon Park, Fla. 33825. Phone 813-453-3139.

**STATION'S PROGRAMMING DESCRIPTION**  
WAPR: Modern country, 1/2 hr. gospel daily.

#### 1. PERSONNEL

Station Manager—Chuck Shane.

#### 3. FACILITIES

1,000 w.; 1390 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

#### 4. AGENCY COMMISSION

None. agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Entertainment Network.

#### TIME RATES

ET 6/1/74 Rec'd 5/7/74.

**6. SPOT ANNOUNCEMENTS**  
15 sec 30 sec 1 min  
1 x..... 1.30 1.60 2.20

### BARTOW (2 AM)

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### WBAR

1953  
Media Code 4 210 0360 9.00  
WBAR, Inc., Box 820, Bartow, Fla. 33830. Phone 813-533-8021.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAR: Format of Country Music.

#### 1. PERSONNEL

Managing Partner—Jim Miles.

#### 3. FACILITIES

1,000 w. days; 1460 kc.  
Operating schedule: 6 am a.m. to local sunset. EST.

#### 4. AGENCY COMMISSION

15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 11/1/73—Rec'd 11/5/73.

**6. SPOT ANNOUNCEMENTS**  
10x 52x 78x 156x 312x 624x  
45 sec..... 5.00 4.00 3.50 3.00 2.75 2.50  
30 sec..... 4.00 3.50 3.00 2.75 2.50 2.25  
15 sec..... 2.50 2.20 2.00 1.80 1.60 1.50  
1 min: Extra 20%.

#### WPUL

1969  
Media Code 4 210 0380 7.00  
Trans-Florida Radio, Inc., Drawer 1433, N. Hwy. 17, Bartow, Fla. 33830. Phone 813-533-9095.

**STATION'S PROGRAMMING DESCRIPTION**  
WPUL: Modern country music.

#### 1. PERSONNEL

General Manager—LeRoy Bradley.

#### 3. FACILITIES

1,000 w.; 1130 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 10/29/73.

**6. SPOT ANNOUNCEMENTS**  
AA—Mon thru Fri sign-on-9 am & 3:30 pm-sign-off;  
Sat & Sun 8-10 am & 3 pm-sign-off.  
1 min..... 15 sec.....  
ROS AA ROS AA ROS AA  
1 x..... 5.00 5.75 3.75 4.30 2.50 2.85  
101 x..... 4.35 5.00 3.10 3.55 1.90 2.20  
500-1000 x..... 3.75 4.30 2.50 2.85 1.55 1.80  
40% of ROS guaranteed in AA.

### BELLE GLADE (1 AM; 1 FM)

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

#### WSWN

1947  
Media Code 4 210 0405 2.00  
Seminole Broadcasting Co., Inc., Box 786, State Rd. 715, Belle Glade, Fla. 33430.

#### 1. PERSONNEL

General Manager—Marvin Smith.

#### 2. REPRESENTATIVES

Gill-Perma, Inc.  
Starr, Inc.  
Southwest—Dora-Clayton Agency, Inc.

#### 3. FACILITIES

1,000 w. days; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

#### 4. AGENCY COMMISSION

15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and Mutual Black Network.

#### TIME RATES

Rates effective July 1, 1955.  
Rates received June 28, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**  
1 1/2 1/4 5 1 35  
hr. hr. min. min. sec.  
1 time..... 76.50 45.90 25.50 12.75 8.95 6.40  
26 times..... 72.70 43.55 24.25 12.05 8.65 6.20  
52 times..... 68.85 41.20 22.45 11.50 8.30 5.90  
65 times..... 64.95 39.00 21.70 11.00 8.00 5.65  
130 times..... 61.20 36.75 20.40 10.40 7.70 5.30  
156 times..... 57.35 34.40 19.00 9.95 7.35 4.95  
260 times..... 53.55 33.00 17.65 9.40 7.00 4.60  
312 times..... 49.70 29.85 16.10 8.90 6.65 4.25  
520 times..... 45.90 27.55 15.30 8.45 6.30 3.95

### 7. PACKAGE PLANS

1 minute..... Per week  
Weekly: 13 wks. 26 wks. 52 wks.  
6 times..... 48.00 43.50 39.00  
12 times..... 87.00 78.00 69.00  
18 times..... 117.00 103.50 90.00  
24 times..... 138.00 120.00 101.00  
36 times..... 180.00 153.00 126.00

### 10. SPECIAL FEATURES

5 minute newscasts..... Per week  
Weekly: 13 wks. 26 wks. 52 wks.  
15 times..... 185.00 146.25 127.50  
25 times..... 243.75 212.50 181.25  
50 times..... 425.00 362.50 300.00  
10 seconds (12 words):  
25 times..... 100.00 75.00 62.50  
50 times..... 150.00 125.00 87.50

### WSWN-FM

1965  
Media Code 4 210 0405 0.00  
Seminole Broadcasting Co., Inc., Box 786, 2001 State Rd. 715, Belle Glade, Fla. 33430. Phone 305-996-2063.

See affiliated AM station for additional information.

**3. FACILITIES** ERP 3,000 w.; 93.5 mc. Stereo.  
Operating schedule: 8 am-10:15 pm. EST.  
Antenna ht.: 255 ft. above average terrain.  
Affiliated with MBS.

#### TIME RATES

Rates are identical to WSWN. See that listing.

### BLOUNTSTOWN

Calhoun County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

#### WKMK

1962  
Media Code 4 210 0450 8.00  
Calhoun Broadcasting Corp., Blountstown, Fla. 32421.  
Phone 904-674-5403.

#### 1. PERSONNEL

General Manager—Richard H. Tate.

#### 3. FACILITIES

1,000 w.; 1,000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

#### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 7/28/74.

**6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x  
1 min..... 3.15 3.00 2.85 2.70 2.55  
30 sec..... 2.00 1.90 1.80 1.70 1.60  
1 min..... 156x 206x 260x 312x 365x  
30 sec..... 2.40 2.25 2.10 1.95 1.80  
1 min..... 1.50 1.40 1.30 1.25 1.20

### BOCA RATON (1 AM; 1 FM)

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

#### WSBR

1965  
Media Code 4 210 0495 3.00  
Burbach Radio, Inc., Box WSBR, Boca Raton, Fla. 33432. Phone 305-391-7400.

**STATION'S PROGRAMMING DESCRIPTION**  
WSBR: Programmed for broad general audience.  
MUSIC: MBS for wide adult age range. NEWS:  
at 60. SPECIAL FEATURES: Beach reports, marine weather & community calendar. Contact Representative for further details. Rec'd 5/15/72.

#### 1. PERSONNEL

General Manager—William H. Allman.

#### 2. REPRESENTATIVES

Dora-Clayton Agency, Inc.

#### 3. FACILITIES

1,000 w.; 740 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Contracts: 40s.

#### TIME RATES

No. 4 ET 3/15/72—Rec'd 3/6/72.

**6. SPOT ANNOUNCEMENTS**  
1x 51x 101x 251x 501x 1001x  
1 min..... 9.30 8.50 7.55 6.70 5.85 4.95  
30 sec..... 6.10 5.35 4.70 4.10 3.50 2.90  
15 sec..... 3.65 3.20 2.85 2.30 1.90 1.45

#### 10. SPECIAL FEATURES

Spectacular—8 1-min spots per day, 8 days 388.  
5-min news—1-min plus 2.00.  
Features—1-min plus 1.00.  
Fixed traffic times—applicable spot rate plus 1.00.

### WWOG (FM)

1965  
Media Code 4 210 0540 6.00  
WWOG, Inc., Box 1297, Boca Raton, Fla. 33432.  
Phone 305-395-7515.

#### 1. PERSONNEL

Pres. & Sta. Mgr.—Homer Akers.  
General Sales Manager—Jack Ivan.

**3. FACILITIES** ERP 100,000;



**Boca Raton—W W O G (FM)—Continued**

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	52x	250x	500x	1000x
1 min.....	12.00	10.00	9.00	8.50	7.00
30 sec.....	9.00	8.50	8.00	7.50	6.00

**7. PACKAGE PLANS**

8 PER DAY:	1 min 30 sec
10 consec. days.....	59¢ 499
3 consec. days.....	18¢ 150

**BOYNTON BEACH**

Palm Beach County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**See West Palm Beach**  
(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)

**BRADENTON**

Manatee County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**See Sarasota-Bradenton**

**BROOKSVILLE**

Hernando County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**W W J B**

1956

NAB

Media Code 4 210 0563 8.00  
Hunter-Knight Broadcasting, Inc., 31 S. Main St., Brooksville, Fla. 33512. Phone 904-796-7272.

Mailing address: Box 1507, Brooksville, Fla. 33512.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWJB: Programmed for general audiences.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Phil Knight.
- REPRESENTATIVES**  
Dora-Clayton Agency, Inc.
- FACILITIES**  
1,000 days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3/1/74—Rec'd 4/26/74.

**7. PACKAGE PLANS**

**WEEKLY SATURATION PLAN**

TI:	100	70	50	40	30	20	10	5	1
1 min.....	3.30	3.50	3.70	3.90	4.10	4.30	4.50	4.70	5.00
30 sec.....	2.30	2.50	2.70	2.90	3.10	3.30	3.50	3.70	4.00
10 sec.....	1.70	2.00	2.20	2.30	2.40	2.50	2.60	2.70	2.80

**BULK SATURATION PLAN**

1 min.....	1000x	500x	300x
30 sec.....	2.90	3.0	3.60
	2.10	2.30	2.70

**CHATTAHOOCHEE**

Gadsden County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**W S B P**

1963

Media Code 4 210 0585 1.00  
Roscoe Fleetwood, dba radio station WSBP, Box 814, Chattahoochee, Fla. 32324. Phone 904-663-2323.

- PERSONNEL**  
General Manager—Roscoe Fleetwood.
- FACILITIES**  
1,000 w.; 1500 kc. Non-directional; clear channel. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% on time.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8/1/71—Rec'd 2/24/72.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	52x	104x	260x	312x
1 min.....	5.00	4.50	4.00	3.50	2.75
30 sec.....	4.50	4.00	3.50	3.00	2.25

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	3.50	3.00	2.50	2.25	2.00
30 sec.....	3.20	2.50	2.00	1.75	1.50

**CHIEFLAND**

L Levy County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**W L Q H**

1968

NAB

Subscriber to the NAB Radio Code  
Media Code 4 210 0605 7.00  
White Construction Co., Box 98, Chiefland, Fla. 32626. Phone 904-493-4949; 493-4011.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLQH: Programmed for general interest.

- PERSONNEL**  
General Manager—Norma Schosler.
- FACILITIES**  
500 w.; 940 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 5/1/72—Rec'd 6/29/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	60 ti	80+
1 min 3.00	2.85	2.70	2.55	2.40	2.25	2.10	
30 sec 2.00	1.90	1.80	1.70	1.60	1.50	1.40	
10 sec 1.50	1.40	1.35	1.25	1.20	1.10	1.00	

**CHIPLEY**

Washington County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**W B G C**

1956

RAB

Media Code 4 210 0630 5.00  
Sunny Hills of Chipley, Inc., S. Blvd. Ext., Chipley, Fla. 32428. Phone 904-638-0234

- PERSONNEL**  
General Manager—Steve Smith.
- FACILITIES**  
1,000 w.; 1240 kc. Non-directional. Operating schedule: 6:30 am-10 pm. EST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10/1/74—Rec'd 8/19/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	60 ti	80+
1 min 3.75	3.56	3.38	3.19	3.00	2.81	2.63	
30 sec 3.00	2.85	2.70	2.55	2.40	2.25	2.10	
10 sec 1.88	1.78	1.69	1.60	1.50	1.41	1.32	

**\*CONTRACT:**

155x	260x	365x	730x	1095x	1460x	2190x
1 min 3.63	2.94	2.25	2.06	1.89	1.50	1.38
30 sec 2.10	1.95	1.80	1.65	1.35	1.20	1.10
10 sec 1.32	1.22	1.13	1.03	.85	.75	.69

6:30-10 am: 1 x rate; no frequency discount.  
Specified time: 1 ti rate.  
(\* ) Not combinable; subject to short rate.

**CLEARWATER**

Pinellas County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**See Tampa-St. Petersburg**  
(including Clearwater, Dunedin, Largo, Penillas Park)

**CLERMONT**

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**W W F L**

1962

Media Code 4 210 0675 0.00  
Lake County Broadcasting Corp., Box 948, 723 Montrose St., Clermont, Fla. 32711. Phone 904-394-2177. Studio phone 904-394-2000.

- PERSONNEL**  
Station Manager—J. Olin Tice, Sr.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional. Operating schedule: 5:45 am-10 pm. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates effective \_\_\_\_\_  
Rates received November 22, 1965.

**6. SPOT ANNOUNCEMENTS**  
(8:00-9:00 am)

1 ti.....	3.50	3.00	2.00
2 ti.....	3.25	2.65	1.80
5 ti.....	3.00	2.45	1.80
10 ti.....	2.50	2.20	1.45
15 ti.....	2.25	1.95	1.35
20 ti.....	2.00	1.65	1.30
35 ti.....	1.65	1.40	1.15
52 ti.....	1.40	1.25	1.00

**ROS ANNOUNCEMENTS**

1 ti.....	3.00	2.50	1.75
2 ti.....	2.75	2.35	1.60
5 ti.....	2.50	2.15	1.50
10 ti.....	2.00	1.85	1.35
15 ti.....	1.75	1.60	1.30
20 ti.....	1.60	1.40	1.05
35 ti.....	1.40	1.20	1.00
52 ti.....	1.15	1.00	.90

**COCOA-COCOA BEACH**

(4 AM; 3 PM)  
Brevard County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**W C K S (FM)**

- 1962
- COCOA BEACH**  
Radio WCKS, Box 520, Cocoa Beach, Fla. 32931.  
Phone 305-783-9577.
- STATION'S PROGRAMMING DESCRIPTION**  
WCKS (FM): Modern MOR.
- PERSONNEL**  
Manager—Les Roberson.
  - FACILITIES**  
ERP 100,000 w.; 101.1 mc. Stereo. Antenna ht.: 500 ft. above average terrain.
  - AGENCY COMMISSION**  
15% net time.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 2 ET 6/1/72—Rec'd 6/16/72.

**6. SPOT ANNOUNCEMENTS**

PER YR:	365x	730x	1095x
1 min.....	4.00	3.75	3.50
30 sec.....	3.50	3.25	3.00

**7. PACKAGE PLANS**

PER WK, EA:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
1 min.....	6.00	5.85	5.65	5.50	5.35	5.25
30 sec.....	5.00	4.85	4.65	4.50	4.35	4.25

**PER MO, EA:**

1 min.....	4.50	4.35	4.20	4.00
30 sec.....	4.00	3.85	3.70	3.50

**WEZY**

1957

COCOA

Subscriber to the NAB Radio Code  
Media Code 4 210 0720 4.00  
WEZY, Inc., Box 2029, 308 Forrest Ave., Cocoa, Fla. 32922. Phone 305-636-4411.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEZY: MUSIC: Contemporary MOR.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ted H. Taylor. Sta. & Sales Mgr.—Duane Hartung. Program Director—Glenn Hill.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w.; 1350 kc. Directional nights. Operating schedule: 7-11 pm daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. Affiliated with American Contemporary Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 16 ET 1/1/74—Rec'd 6/3/74.

AA—5-9 pm; 7-11 pm.  
A—9 am-3 pm & 7-11 pm.  
B—11 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	ROS	A	AA	ROS	A
10 ti.....	4.80	4.20	3.90	3.80	3.25	3.00
20 ti.....	4.50	3.90	3.60	3.50	2.95	2.70
30 ti.....	4.20	3.60	3.30	3.20	2.65	2.40
40 ti.....	3.90	3.30	3.00	2.90	2.35	2.10

**PER MO:**

10 ti.....	4.30	3.75	3.50	3.30	2.90	2.70
20 ti.....	4.00	3.45	3.20	3.00	2.60	2.40
30 ti.....	3.80	3.25	3.00	2.80	2.40	2.20
40 ti.....	3.60	3.05	2.80	2.60	2.20	2.00

**PER YR:**

5 x.....	4.10	3.65	3.40	3.20	2.85	2.70
10 x.....	3.80	3.35	3.10	2.90	2.55	2.40
15 x.....	3.60	3.15	2.90	2.70	2.35	2.20
20 x.....	3.40	2.95	2.70	2.50	2.15	2.00

B: 50% of A.  
20 sec: 60% of 1-min. 10 sec: 40% of 1-min.

Swinging MOR—AM  
Beautiful Music—FM

**WEZY**  
in Cocoa

Check your research dept. for latest ratings.

**WEZY-FM**

1965

COCOA

Subscriber to the NAB Radio Code  
Media Code 4 210 0721 2.00  
WEZY, Inc., Box 2029, 308 Forrest Ave., Cocoa, Fla. 32922. Phone 305-636-4411.  
See affiliated AM station for additional information.

- PERSONNEL**  
Production Director—Bonnie Ezzell.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: \_\_\_\_\_ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 1/1/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

CONTRACT:	1 wk	14 wk	—27-52 wk—
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti.....	10.00	8.00	9.00
5 ti.....	8.00	6.00	7.20
10 ti.....	7.00	5.50	6.30
15 ti.....	6.50	5.00	5.85
21-25 ti.....	6.00	4.50	5.40

**W K K O**  
1952  
**COCOA**  
Media Code 4 210 0765 9.00  
Cocoa One, Inc., Box 3188, Cocoa, Fla. 32923.  
Phone 305-636-2411

- PERSONNEL**  
Pres. & Gen'l Mgr.—Theodore A. Eiland.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days; 860 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with ATA Radio Network.

**TIME RATES**  
No. 2 ET 6/1/72—Rec'd 6/16/72.

**6. SPOT ANNOUNCEMENTS**

PER YR:	365x	730x	1095x
1 min.....	4.00	3.75	3.50
30 sec.....	3.50	3.25	3.00

**7. PACKAGE PLANS**

PER WK, EA:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
1 min.....	6.00	5.85	5.65	5.50	5.35	5.25
30 sec.....	5.00	4.85	4.65	4.50	4.35	4.25

**PER MO, EA:**

1 min.....	4.50	4.35	4.20	4.00
30 sec.....	4.00	3.85	3.70	3.50

**TIME RATES**  
No. 2 ET 6/1/72—Rec'd 6/16/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
5 ti.....	9.00	6.30	8.00
10 ti.....	8.00	5.80	7.00
15 ti.....	7.00	4.90	6.00
25 ti.....	6.00	4.20	5.00

**10. SPECIAL FEATURES**  
NEWS, HEADLINES, SPORTS, & WEATHER

50 ti	100 ti	200 ti	300 ti	500 ti
News.....	12.00	11.50	11.00	10.00
Headlines.....	9.50	9.00	8.50	8.00
Sports-Weather.....	9.00	8.50	8.00	7.00

**WRKT** **WRKT-FM**

## FLORIDA

### COCOA BEACH

Brevard County—Map Location G-7  
See BRDS consumer market map and data at beginning of the State.

### See Cocoa-Cocoa Beach

### CORAL GABLES

Dade County—Map Location H-10  
See BRDS consumer market map and data at beginning of the State.

### See Miami-Miami Beach

(including Coral Gables, Hialeah)

### CRESTVIEW (2 AM; 1 FM)

Ocala County—Map Location B-3  
See BRDS consumer market map and data at beginning of the State.

### W A A Z (FM)

1965  
Subscriber to the NAB Radio Code  
Media Code 4 210 0945 3.00  
Crestview Broadcasting Company, Box 1055, Crestview, Fla. 32536. Phone 904-682-4623.  
See affiliated AM station for additional information. AM facilities: WJSB.

**3. FACILITIES**  
ERP 3,000 w.; 104.9 mc.  
Operating schedule: 5 am-midnight, CST.  
Antenna ht.: 504 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Rates are identical to WJSB. See that listing.

### WCNU

1948  
Subscriber to the NAB Radio Code  
Media Code 4 210 0998 3.00  
Gulf Shores Broadcasting Co., Box 518, Crestview, Fla. 32536. Phone 904-682-2330.

**1. PERSONNEL**  
General Manager—Jerry W. Milligan.

**3. FACILITIES**  
1,000 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

No. 4 Eff 9/1/73—Rec'd 8/30/73.

**6. SPOT ANNOUNCEMENTS**

1x	2x	5x	260x	312x	600x	1200x
1 min 4.00	3.75	3.50	3.00	2.75	2.35	2.00
30 sec 3.25	3.00	2.75	2.35	2.10	1.85	1.55

### WJSB

1954  
Subscriber to the NAB Radio Code  
Media Code 4 210 1035 6.00  
Crestview Broadcasting Co., Inc., Box 267 W. 1st St., Crestview, Fla. 32536. Phone 904-682-4623.

**1. PERSONNEL**  
Mgr & Farm Dir.—Jim Whitaker.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise to local sunset, CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WAAZ (FM).  
Affiliated with CBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 4/1/72—Rec'd 5/8/72.

**6. SPOT ANNOUNCEMENTS**

1x	80x	160x	240x	320x	400x	480x
1 min 4.00	4.40	4.20	4.00	3.80	3.60	3.40
30 sec 3.60	3.40	3.20	3.00	2.80	2.60	2.40
10 sec 2.30	2.20	2.10	2.00	1.90	1.80	1.70

**7. PACKAGE PLANS**

WKLY:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	4.40	4.20	4.00	3.80	3.60
30 sec.....	3.40	3.20	3.00	2.80	2.60
10 sec.....	2.20	2.10	2.00	1.90	1.80

### CYPRESS GARDENS

Polk County—Map Location F-7  
See BRDS consumer market map and data at beginning of the State.

### See Winter Haven

(including Cypress Gardens)

### DADE CITY

Pasco County—Map Location F-6  
See BRDS consumer market map and data at beginning of the State.

### WDCF

1954  
Media Code 4 210 1125 5.00  
Dade City Radio, Inc., Box 1077, Hwy. 301 N. Dade City, Fla. 33525. Phone 904-567-5663.

- 1. PERSONNEL**  
General Manager—Bay Webb.
- 2. REPRESENTATIVES**  
Florida—Advertising Representatives, Inc.
- 3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 7/12/74.

**6. SPOT ANNOUNCEMENTS**  
Open rate, 1-min..... 2.85 Open rate, 30 sec..... 2.20

**7. PACKAGE PLANS**

PER DAY:	13 WEEKS OR MORE
1 min.....	2.75 2.65 2.55 2.45 2.35 2.25
30 sec.....	2.10 2.00 1.90 1.80 1.70 1.60
Incl Sun bonus,	
10 sec: Flat 1.45.	

**CONTRACT DISCOUNT**

13 wk—5%	26 wk—7-1/2%	52 wk—10%
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### DAYTONA BEACH (5 AM; 2 FM)

(including Ormond Beach, South Daytona)  
Volusia County—Map Location G-5  
See BRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WDAT

1957  
ORMOND BEACH

**M** Jack Masla & Company, Inc.

### Contemporary

#### RAB

Media Code 4 210 1150 3.00  
National Communications Industries, Inc., Box 5038, Daytona Beach, Fla. 32020. Phone 904-677-4122.

**STATION'S PROGRAMMING DESCRIPTION**  
WDAT: Programmed for mass appeal.  
MUSIC: current hit singles & oldies. 7 AIR PERSONALITIES handle all segments. NEWS: 5-min. local & network hourly, twice hourly in am drive. Public affairs & community service features integrated with entertainment. SPORTS: NASCAR races, bowl games, World Series. COMMERCIAL POLICY: 16 minutes per hour, 18 minutes per hour during Easter & Sweet Weeks. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
President—William Hunter.  
General Manager—Richard Lange.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 1380 kc. Directional nights only.  
Operating schedule: 24 hours, EST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.  
Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60k, 61a.  
Cancellation: 71a, 73a.  
Affiliated with NBC.

#### TIME RATES

Eff 4/16/73.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	16.00	15.00	14.00	13.00	12.00
30 sec.....	12.80	12.00	11.20	10.40	9.60
10 sec.....	8.00	7.50	7.00	6.50	6.00

**CLASS AA**

1 min.....	14.00	13.00	12.00	11.00	10.00
30 sec.....	11.20	10.40	9.60	8.80	8.00
10 sec.....	7.00	6.50	6.00	5.50	5.00

**CLASS A**

1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.60	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	4.00

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	13.00	12.00	11.00	10.00	9.00
30 sec.....	10.40	9.60	8.80	8.00	7.20
10 sec.....	6.50	6.00	5.50	5.00	4.50

**PER YR:** 520x 1040x 520x 1040x 520x 1040x

1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.60	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	4.00

ROS. BTA. SUN-SAT: 1 min 30 sec 10 sec  
60 ti per wk, preemittable..... 10.00 8.00 5.00

**10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x 1-min.

### W D N J (FM)

1947  
DAYTONA BEACH  
Media Code 4 210 1160 2.00  
Quality Broadcasting Corp., WNDJ, 901 6th St., Daytona Beach, Fla. 32015. Phone 904-253-1160.  
See affiliated AM station for additional information. AM facilities: WNDJ.

**3. FACILITIES**  
ERP 54,000 w.; 94.5 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 350 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Member: Florida Quality Broadcasting Corp.

#### TIME RATES

Eff 11/6/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	7.00	6.50	6.00	5.50
20/30 sec: 80% of 1-min.				
10 sec: 50% of 1-min.				

### WELE

1957  
SOUTH DAYTONA

Media Code 4 210 1170 1.00  
WELE, Inc., Box 4010, South Daytona Beach, Fla. 32021. Phone 904-767-1131.

**STATION'S PROGRAMMING DESCRIPTION**  
WELE: MUSIC: modern country and western 100%. (chart programming). Typical hourly cycle of programming: 5 min news at :59 followed by brief weather summary. Full weather report at :15. News headlines at :30. Sports or community bulletin board at :45. Time and temperature throughout cycle. News includes local, state, national and global. Mobile news unit. Telephone interviews and contests 7 days a week. COMMERCIAL POLICY: 18 minutes maximum per hour. AIR PERSONALITIES handle all segments. Personalities available for remote broadcasts, store openings, shopping centers, etc. Contact Representative for further details. Rec'd 3/6/74.

**1. PERSONNEL**  
President—Joe Gratz.  
Vice-Pres. & Gen'l Mgr.—E. T. McMahon.

**2. REPRESENTATIVES**  
Media Sales/South.

**3. FACILITIES**  
1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.  
Basic Rates: 20b, 21a, 23a, 24b, 24c, 25a, 28a, 29a.  
Contracts: 40a, 44b, 51c.  
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.  
Cancellation: 71a, 73b.  
Prod. Services: 82.  
FM facilities: WELE-FM, DeLand.  
Affiliate with MBS.

#### TIME RATES

Eff 11/17/72—Rec'd 11/6/72.

**6. SPOT ANNOUNCEMENTS**

1 min.....	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	14.00	13.00	12.00	11.00	10.00
30 sec.....	11.20	10.40	9.60	8.80	8.00
10 sec.....	7.00	6.50	6.00	5.50	5.00

**1. PERSONNEL**  
Chairman—James W. Walter.  
President—Robert M. Weeks.  
Vice-Pres. & Gen'l Mgr.—Richard Y. Clark.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 15h.  
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40c, 45, 46, 47a.  
Comb.; Cont. Discounts: 60k, 61a, 61b.  
Cancellation: 71a, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

#### TIME RATES

No. 2 Eff 7/1/71—Rec'd 6/28/71.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	16.00	15.00	14.00	13.00	12.00
30 sec.....	12.80	12.00	11.20	10.40	9.60
10 sec.....	8.00	7.50	7.00	6.50	6.00

**CLASS AA**

1 min.....	14.00	13.00	12.00	11.00	10.00
30 sec.....	11.20	10.40	9.60	8.80	8.00
10 sec.....	7.00	6.50	6.00	5.50	5.00

**CLASS A**

1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.60	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	4.00

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	13.00	12.00	11.00	10.00	9.00
30 sec.....	10.40	9.60	8.80	8.00	7.20
10 sec.....	6.50	6.00	5.50	5.00	4.50

**PER YR:** 520x 1040x 520x 1040x 520x 1040x

1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.60	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	4.00

ROS. BTA. SUN-SAT: 1 min 30 sec 10 sec  
60 ti per wk, preemittable..... 10.00 8.00 5.00

**10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x 1-min.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	13.00	12.00	11.00	10.00	9.00
30 sec.....	10.40	9.60	8.80	8.00	7.20
10 sec.....	6.50	6.00	5.50	5.00	4.50

**PER YR:** 520x 1040x 520x 1040x 520x 1040x

1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	9.60	8.80	8.00	7.20	6.40
10 sec.....	6.00	5.50	5.00	4.50	4.00

ROS. BTA. SUN-SAT: 1 min 30 sec 10 sec  
60 ti per wk, preemittable..... 10.00 8.00 5.00

**10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x 1-min.

### W M F J-FM

1967  
DAYTONA BEACH

Media Code 4 210 1230 3.00  
Walter Weeks Broadcasting, Inc., Box 5606, Daytona Beach, Fla. 32020. Phone 904-255-1456.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WMFJ-FM: MUSIC: familiar standards and melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 2/8/74.

**1. PERSONNEL**  
Station Manager—Dave Archard.  
Operations Manager—Charlie Schuttig.

**3. FACILITIES**  
ERP 25,000 w.; 101.9 mc. Stereo.  
Operating schedule: 24 hours, EST.  
Antenna ht.: 161 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

1 min.....	10x	50x	150x	250x	500x
1 min.....	10.00	9.50	9.00	8.00	7.00
30 sec.....	8.00	7.50	7.00	6.00	5.00

**6. SPOT ANNOUNCEMENTS**

1 min.....	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	14.00	13.00	12.00	11.00	10.00
30 sec.....	11.20	10.40	9.60	8.80	8.00
10 sec.....	7.00	6.50	6.00	5.50	5.00



EAU GALLIE-MELBOURNE

Brevard County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.  
These two cities have merged effective November 10, 1969, and the title of the combined city is Melbourne. See that city for listings for stations licensed originally to Eau Gallie and Melbourne.

ENGLEWOOD

Sarasota County—Map Location F-8  
See SRDS Consumer market map and data at beginning of the State.

WENG

Media Code 4 210 1665 0.00  
Sarasota-Charlotte Broadcasting Corp., Box 908, Hwy. 777, Englewood, Fla. 33533. Phone 813-474-3231.

- PERSONNEL  
Owner & Pres.—E. J. Ewing.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0; payable when received.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

TIME RATES

ET 1/1/74—Rec'd 1/8/74.

6. SPOT ANNOUNCEMENTS		30 sec	
1x	27x	53x	105x
1 min	4.60	4.20	3.80
30 sec	3.70	3.45	3.15
15 sec	2.75	2.60	2.45
10 sec	2.10	2.00	1.90

7. PACKAGE PLANS

1 min		30 sec		15 sec	
10 ti	20 ti	30 ti	50 ti	10 ti	20 ti
1 wk.	3.75	3.45	3.15	2.75	2.55
4 wk.	14.3	13.15	12.0	10.5	9.75
13-51 wk.	3.15	2.85	2.60	2.35	2.10

10. SPECIAL FEATURES  
News, weather & Tide reports, 13 wk. 7 spots per week, per no. 40.00.

EUSTIS

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

WLBE

Leesburg-Eustis, Fla., station.  
See listing under Leesburg, Florida.

WLCO

Media Code 4 210 1710 4.00  
Artimesa H. Barringer & Davis H. Barringer, Box AX, Eustis, Fla. 32726. Phone 904-357-4191.

- PERSONNEL  
Owner & Gen'l Mgr.—Davis H. Barringer.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5:55 am-midnight daily. EST.
- AGENCY COMMISSION  
15/0 time only; payable 20th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

ET 11/1/68—Rec'd 12/11/68.

7. PACKAGE PLANS		1 ti		31 ti		51 ti		76+	
1x	15x	10x	15x	10x	15x	10x	15x	10x	15x
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.40	3.20	3.00	2.80	2.60	2.40	2.20	2.00	1.80

FERNANDINA BEACH

Nassau County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

WYHI

Media Code 4 210 1755 9.00  
Northeast Florida Radio, Inc., Drawer 496, Fernandina Beach, Fla. 32034. Phone 904-281-1156.  
STATION'S PROGRAMMING DESCRIPTION  
WYHI: Format appeals to every age group.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Billy G. Hogan.
- FACILITIES  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

ET 3/1/73—Rec'd 3/13/73.

6. SPOT ANNOUNCEMENTS		100x		260x		450x	
1 min	30 sec	100x	260x	100x	260x	100x	260x
1 min	4.50	3.50	2.75	2.00	1.50	1.25	1.00
30 sec	3.40	2.60	2.00	1.50	1.10	.85	.65

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 16 ET 8/1/73—Rec'd 11/29/73.  
AA—7-9 am & 4-6 pm. Specified prime placements.  
A—9 am-4 pm daily plus weekends plus 30% in AA as available.

6. SPOT ANNOUNCEMENTS

CLASS AA-1		13 wk		26 wk		52 wk	
PER WK	1-9 ti	10 ti	10 ti	10 ti	10 ti	10 ti	10 ti
Open, 1-9 ti	9.50	9.30	9.10	8.80	8.50	8.20	8.00
10 ti	9.30	9.10	8.80	8.50	8.20	8.00	7.80
20 ti	9.10	8.80	8.50	8.20	8.00	7.80	7.60
30 ti	8.80	8.50	8.20	8.00	7.80	7.60	7.40
40+	8.50	8.20	8.00	7.80	7.60	7.40	7.20

30 SECONDS

Open, 1-9 ti		10 ti		20 ti		30 ti		40+	
1 min	8.50	8.30	8.10	7.80	7.50	7.20	7.00	6.80	6.60
30 sec	8.30	8.10	7.80	7.50	7.20	7.00	6.80	6.60	6.40
15 sec	8.10	7.80	7.50	7.20	7.00	6.80	6.60	6.40	6.20

15 SECONDS

Open, 1-9 ti		10 ti		20 ti		30 ti		40+	
1 min	7.00	6.80	6.60	6.30	6.00	5.70	5.40	5.10	4.80
30 sec	6.80	6.60	6.30	6.00	5.70	5.40	5.10	4.80	4.60
15 sec	6.60	6.30	6.00	5.70	5.40	5.10	4.80	4.60	4.40

CLASS A

Open		26x		52x		104x	
1 min	30 sec	100x	260x	100x	260x	100x	260x
1 min	9.00	8.60	8.40	8.20	8.00	7.80	7.60
30 sec	8.00	7.60	7.40	7.20	7.00	6.80	6.60
15 sec	7.00	6.60	6.40	6.20	6.00	5.80	5.60

8. PROGRAM TIME RATES

Open		26x		52x		104x	
3-1/2 min.	10.60	10.10	10.00	9.80	9.60	9.20	8.70
5 min.	13.00	12.10	11.90	11.50	11.10	10.50	9.90
1/4 hr.	28.00	26.00	24.00	22.00	21.00	20.00	18.00
1/2 hr.	46.00	42.00	40.00	36.00	32.00	28.00	26.00
1 hr.	58.00	54.00	52.00	50.00	46.00	42.00	40.00

DUNEDIN

Pinellas County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg (including Clearwater, Dunedin, Largo, Pinellas Park)

DUNNELLON (1 AM; 1 FM)

Marion County—Map Location F-5  
See SRDS consumer market map and data at beginning of the state.

WTRS

1970  
Media Code 4 210 1610 6.00  
Tri County Broadcasters, Inc., Box 7, Rt. 1, Dunnellon, Fla. 32630. Phone 904-489-2800.

STATION'S PROGRAMMING DESCRIPTION  
WTRS: MOR/expanded news, sports.

- PERSONNEL  
General Manager—Garry Manning.
- FACILITIES  
500 w.; 920 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTRS-FM.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Entertainment Network.

TIME RATES

No. 7 ET 3/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS		1 min 30 sec	
Open rate	1 min	30 sec	10 sec
5.00	4.75	4.50	4.25

CONTRACT:

14x	50x	200x	500x	800x	1100x	1400x
1 min	4.50	4.25	3.95	3.60	3.20	2.70
30 sec	4.25	4.00	3.70	3.35	2.95	2.45

7. PACKAGE PLANS

12-DAY SATURATION		35 ti		56 ti		105 ti		150 ti	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	4.25	2.50	2.40	2.25	2.00	2.00	1.85	2.00	1.85
30 sec	4.00	2.30	2.20	2.05	1.85	1.85	1.70	1.85	1.70

MONTHLY SOUND AD—PREEMPTIBLE  
96 15-sec spots, 50.00; prepaid 45.00.

STATION'S PROGRAMMING DESCRIPTION  
WTRS-FM: MOR/expanded news, sports.

- FACILITIES  
ERP 3000 w. (horiz.), 3000 w. (vert.); 102.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Sold in combination with WTRS. See that listing for rates.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES

Rates are identical to WTRS. See that listing.

- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with WBLE, Daytona Beach  
Affiliated with MBS.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 7 ET 7/1/72—Rec'd 6/28/72.

6. SPOT ANNOUNCEMENTS

FIXED:		1x		52x		104x		156x		260x		312x		520x		1000x	
30 sec	5:00	4:50	4:00	3:75	3:50	3:00	2:50	2:25	1 min	3:00	rate plus 25%.	25%	25%	25%	25%	25%	25%

7. PACKAGE PLANS

ROB—WEEKLY SATURATION PLANS		PER WK, EA:		5 ti		10 ti		20 ti		30 ti		50+	
30 sec.	4.50	4.25	4.00	3.25	3.50	1 min:	3:00	rate plus 25%.	25%	25%	25%	25%	25%

WETO

1948  
Media Code 4 210 1485 3.00  
Box 877, 220 E. Hubbard Ave., De Land, Fla. 32720. Phone 904-734-9386, 734-9387.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—G. Nolan Kenner.
- FACILITIES  
1,000 w.; 1490 kc.  
Operating schedule: 5:58 am-midnight. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

TIME RATES

No. 14 ET 6/1/74—Rec'd 7/3/74.

6. SPOT ANNOUNCEMENTS

WITHIN 30 DAYS:		100+		75 ti		50 ti		25 ti		1 ti	
1 min	2.60	2.85	3.20	3.55	3.85	30 sec	1.90	2.15	2.50	2.85	3.25

Fixed position: Extra .75.

WKXX

1956  
Subscriber to the NAB Radio Code  
Media Code 4 210 1530 6.90  
DeLand Broadcasting, Inc., Box 727, DeLand, Fla. 32720. Phone 904-736-3700.

STATION'S PROGRAMMING DESCRIPTION  
WKXX: modern country.

- PERSONNEL  
Pres. & Gen'l Mgr.—Tom Joyner.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
5,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only; payable 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES NATIONAL AND LOCAL RATES SAME

No. 1 ET 5/1/73—Rec'd 10/29/73.

AA—6-9 am & 3:30-6:30 pm. Fixed.  
A—ROS.

6. SPOT ANNOUNCEMENTS

PER WK:		1x		300x		600+		1x		300x		600+	
1 min	6.70	4.35	3.75	6.35	4.05	3.20	30 sec	5.25	3.20	2.90	4.95	2.90	2.35

7. PACKAGE PLANS

QUICKIE PAKS		1 min		30 sec		10 sec		
30 CONSEC DAYS:	100 ti	335.00	220.00	165.00	100 ti	335.00	220.00	165.00

ECONOMY SPOT PACKAGE—ROS

PER MO:	1 min	30 sec	5 ti	6 days wkly.	minimum 13 consec wk	405.00	272.50
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DELRAY BEACH

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

WDBF

1954  
Media Code 4 210 1575 1.00  
Quality Broadcasting Corp., Box 1420, Delray Beach, Fla. 33444. Phone 305-278-1420.

STATION'S PROGRAMMING DESCRIPTION  
WDBF: Programmed for adult listening.  
MUSIC: MOR with personalities. Drivetimes, news, sports, weather & other features. NEWS: network at :60; Dimension feature: at :30 & :60, followed by state news headlines, local news; at :30 followed by weather summary. Reports on beach & ocean, surf conditions including national weather summaries. Information & entertainment features at :45. Evening telephone request program. Rec'd 2/1/71.

- PERSONNEL  
Pres. & Gen'l Mgr.—Victor M. Knight.  
General Sales Manager—Terry Sullivan,  
Operations Manager—Bruce Hamilton.
- FACILITIES  
5,000 w. days, 500 w. nights; 1420 kc. Directional.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10a, 15b.  
Basic Rates: 33a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60d, 60e.  
Affiliated with CBS.  
Member: Florida Quality Broadcasting Corporation.

Daytona Beach—WROD—Continued

- REPRESENTATIVES  
David Carpenter Company  
Miami—Advertising Representatives, Inc.
- FACILITIES  
1,000 w. days; 250 w. nighttime; 1340 kc. Non-directional.  
Operating schedule: 6-12:30 am. EST.
- AGENCY COMMISSION  
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61c.  
Cancellation: 71a, 73a.  
Programs take priority over announcements.  
Affiliated with American Entertainment Network.

TIME RATES NATIONAL AND LOCAL RATES SAME

ET 9/1/73—Rec'd 11/30/73.

6. SPOT ANNOUNCEMENTS

GUARANTEED		1x		25x		50x		100x		300x		500x		750x		1000x	
1 min	5.50	5.25	5.00	4.75	4.40	4.05	3.70	3.30	30 sec	4.40	4.00	3.80	3.55	3.30	3.05	2.70	2.30

7. PACKAGE PLANS

WEEKLY PLANS—PREEMPTIBLE—BTA		7 DAYS:		10 ti		20 ti		30 ti		40 ti		50 ti			
1 min.	4.75	4.40	4.05	3.70	3.30	30 sec	3.80	3.55	3.30	3.05	2.70	20 sec	3.20	3.00	2.

# FLORIDA

## FORT LAUDERDALE-HOLLYWOOD (7 AM; 5 FM)

(including Oakland Park, Pompano Beach)  
Broward County—Map Location H-9

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) for each daypart.

Station	Morning		Afternoon		Evening	
	Traffic (6-10am)	Daytime (10am-3pm)	Traffic (3-7pm)	Traffic (7pm-midnight)	Traffic (7pm-midnight)	Traffic (7pm-midnight)
A	50	50	55	55	55	55
B	45	42	50	50	50	50
C	46	40	50	40	40	40
D	28	28	28	28	28	28
AVERAGE	40	40	46	42	42	42

## WAYS

1970  
FORT LAUDERDALE

Media Code 4 210 1900 3.00  
Lauderdale Broadcast, Inc., Box 1281, 301 E. Las Olas Blvd., Fort Lauderdale, Fla. 33301. Phone 305-525-5131.  
Miami office: 25 S.W. 2nd Ave., Miami Fla. 33101. Phone 305-377-3721.

**STATION'S PROGRAMMING DESCRIPTION**  
WAYS: MUSIC: General popular M-F sign-on-sign-off. Sat sign-on 10 am & 3 pm sign-off; music of yesterday noon-3 pm. Sun 9 am-noon & 4 pm sign-off; music of yesterday noon-3 pm; showtimes 3-4 pm. NEWS: at :30 & :50; stock market 7:45, 8:45, 9:55 & 10:25 am, noon 3:55 & 5:30 pm; marine weather 7:15 am & 4:45 pm. SPECIAL FEATURES: tele/talk & guests. Sat travel show 10-11 am, market analysis 11 am-noon. RELIGION: Sun 7-9 am. Contact Representative for further details. Rec'd 10/18/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gordon Sherman. Sales Manager—Robert Brown. Office Manager—Kathleen Bibb.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Southeast—David Carpenter Company.
- FACILITIES**  
5,000 w.; 1190 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24c, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 2 ET 8/1/73—Rec'd 9/14/73.  
AA—Mon thru Sat 6-9:30 am.  
A—All other times & Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	13.50	12.00	11.50	11.00	10.50
30 sec.	10.80	9.60	9.20	8.80	8.40
10 sec.	8.00	7.50	7.00	6.50	6.00

1 min.	CLASS A				
	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	12.00	10.50	10.00	9.50	9.00
30 sec.	9.60	8.40	8.00	7.60	7.20
10 sec.	7.00	6.50	6.00	5.50	5.00

**10. SPECIAL FEATURES**

PER WK:	5-MINUTE NEWSCASTS				
	1 ti	3 ti	6 ti	12 ti	18 ti
AA	19	18	16	14	14
A	16	15	12	10	10

Spots and/or programs may be combined for frequency discounts.  
**RATEHOLDER**  
Minimum weekly schedule of 6 1-minute spots or 3 5-minute newscasts.  
(CR)

## WAXY (FM)

1960  
FORT LAUDERDALE



Media Code 4 210 1825 0.00  
RKO General, 419 S. Andrews, Fort Lauderdale, Fla. 33301. Phone 305-525-6351.

**STATION'S PROGRAMMING DESCRIPTION**  
WAXY (FM): MUSIC: All oldies, Rock & Roll hits from 50's & early 60's. Community oriented, public affairs programs weekly. Editorials on major issues. COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 3/10/73.

- PERSONNEL**  
General Manager—Mike Scheuble. Sales Manager—Marty Cohn. Program Director—Tom West.

- REPRESENTATIVES**  
RKO Radio Representatives, Inc.
- FACILITIES**  
ERP 10,000 w. (horiz.), 100,000 w. (vert.); 106 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 1,038 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26, 27, 28, 29, 30. Comb.: Cont. Discounts: 60d, 60e, 60f. Cancellation: 70c, 71a, 73a. Prod. Services: 80, 81.

### TIME RATES

No. 1 ET 2/1/73—Rec'd 3/12/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Fri 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA			CLASS AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	55	44	28	46	37	23
12 ti	50	40	25	42	34	21
18 ti	45	36	23	38	31	19

6 ti	CLASS A		
	1 min	30 sec	10 sec
6 ti	40	32	20
12 ti	36	29	18
18 ti	32	21	16

Must run evenly over 7-day period.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10% (D)

## WCKO (FM)

1969  
POMPAÑO BEACH



Media Code 4 210 1830 0.00  
Almardon, Inc. of Florida, 4431 Rock Island Road, Ft. Lauderdale, Fla. 33313. Phone 305-731-4800.  
Miami tie-line 305-949-3101, Palm Beach tie-line 305-833-1266.

See affiliated AM station for additional information. AM facilities: WRBD.

**STATION'S PROGRAMMING DESCRIPTION**  
WCKO (FM): MUSIC: R & B, Gospel, Pop. Network news at :50. Contact Representative for further details. Rec'd 12/10/73.

- PERSONNEL**  
President—Donald J. Owler. General Manager—Michael Kurman. Operations Manager—Jo Fisher.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 345 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network. Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 6 ET 5/7/74—Rec'd 4/24/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE				
	6 ti	12 ti	24 ti	36 ti	48+
1 wk	15.00	14.00	13.50	13.00	12.50
13 wk	14.50	13.50	13.00	12.50	12.00
26 wk	14.00	13.00	12.50	12.00	11.50
52 wk	13.00	12.00	11.50	11.00	10.50

1 wk	30 SECONDS				
	12 ti	10 ti	8 ti	6 ti	4 ti
1 wk	12.00	11.20	10.80	10.40	10.00
13 wk	11.80	10.80	10.40	10.00	9.60
26 wk	11.20	10.40	10.00	9.60	9.20
52 wk	10.40	9.60	9.20	8.80	8.40

10 sec: 70% of 1-min.  
Mon thru Sat 6-10 am & 3-7 pm, extra 2.00.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%; non-cancellable.

**8. PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	5 min
15 x	300	230	140	100
26 x	280	200	120	80
52 x	260	180	100	60

## WEXY

1963  
OAKLAND PARK

Media Code 4 210 1835 0.00  
Broward County Broadcasting, Inc., 539 E. Oakland Park Blvd., Ft. Lauderdale, Fla. 33308. Phone 305-565-1841.

**STATION'S PROGRAMMING DESCRIPTION**  
WEXY: MUSIC: country. NEWS: at :30, local at 7:30 & 8:30 am & 3, 5:30 & 6 pm. Rec'd 2/1/74.

- PERSONNEL**  
President—Albert S. Tedesco. Vice-Pres. & Gen'l Mgr.—William Wheatley.
- FACILITIES**  
1,000 w. days; 1520 kc. Non-directional. Operating schedule: Sunrise-local sunset daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 23a, 24a, 25a, 28b, 29b, 33a.  
Contracts: 40a, 42d, 44b, 45, 46, 47a, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60i, 61b, 62c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

ET 2/15/73—Rec'd 2/15/73.  
Drive—6:30-9:30 am & 4-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A				All other			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	12.00	11.00	10.00	10.50	8.50	8.50	8.50	8.50
30 sec.	11.00	9.50	8.50	9.00	8.00	7.00	8.00	7.00
10 sec.	9.00	8.00	6.50	7.00	6.00	5.00	6.00	5.00

## WFTL

1946  
FORT LAUDERDALE



Subscriber to the NAB Radio Code  
Media Code 4 210 1845 8.00  
WFTL Broadcasting Co., Box 5333, Fort Lauderdale, Fla. 33310. Phone 305-566-9621.  
Miami Office—Robert Baldric. Phone 305-947-5551.

**STATION'S PROGRAMMING DESCRIPTION**  
WFTL: Programmed for general interest.  
M-Sat 6:30 am-6 pm air personalities. MUSIC: general popular, current hits, middle-of-the-road. NEWS: 5 pm world, national on hour, local news follows, 4 man news staff, 6 editorials daily on local headlines, radar weather at :30. Local public affairs 4 times daily. Sports news and scores 4 times daily. Syndicated programs. Direct report market analysis. 5:30 pm: semi-classic music, standards, showtimes primarily instrumental. News on hour. Sun: middle-of-the-road music, news on hour and at :30. Mobile unit. Contact Representative for further details. Rec'd 10/6/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph C. Amaturo. General Sales Manager—William F. Sherry. Regional Sales Manager—Bob Baldric.

- REPRESENTATIVES**  
Alan Torbet Associates, Inc. Southeast—W. O. Jones, Inc.

- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Directional days.  
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16. Basic Rates: 20a, 21b, 21c, 21d, 22b, 23a, 24a, 24c, 25a, 26, 28b, 29a, 33b.  
Contracts: 40c, 41, 42a, 43, 44b, 45, 46, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 81, 82.

FM facilities: WGLO (FM).  
Affiliated with ATA Radio Network.  
Affiliated with American Information Network.

### TIME RATES

No. 8 ET 12/1/73—Rec'd 12/13/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun noon-6 pm.  
B—Mon thru Sat 7-11 pm; Sun 6 am-noon & 6-11 pm.  
C—Mon thru Sun 5:30-6 am & 11 pm-1 am.  
D—Mon thru Sun 1-5:30 am.

**CLASS AA**

PER WK:	1 min			30 sec		
	1 ti	19 ti	36+	1 ti	19 ti	36+
1 wk	23	22	21	20	18	17
13 wk	22	21	20	18	17	16
40-52 wk	20	20	19	17	16	15

**CLASS B**

1 wk	CLASS A		
	18 ti	17 ti	16 ti
1 wk	19	18	17
13 wk	18	17	16
40-52 wk	17	16	15

**CLASS C**

1 wk	CLASS B		
	13 ti	12 ti	11 ti
1 wk	11	10	9
13 wk	10	9	8
40-52 wk	9	8	7

**CLASS D**

1 wk	CLASS C		
	9 ti	8 ti	7 ti
1 wk	9	8	7
13 wk	8	7	6
40-52 wk	7	6	5

**7. PACKAGE PLANS**

PER WK:	*TAP A—1/3AA, 1/3A, 1/3B		
	12 ti	24 ti	36+
1 wk	13	14	15
13 wk	12	11	12
40-52 wk	11	10	11

**\*TAP B—1/2A, 1/2B**

1 wk	CLASS A		
	15 ti	12 ti	11 ti
1 wk	15	12	11
13 wk	12	11	10
40-52 wk	11	10	9

10. SPECIAL FEATURES  
NEWS AND SPORTS  
MON THRU SAT: 1 wk 13 wk 40-52  
AA 30 20 28  
A 25 24 23  
B 18 17 16  
Incl 10-sec open & close plus 1 1-min spot.  
Less than 6 ti per wk. Mon thru Fri, extra 1.00 per program.  
2-MINUTE FEATURETTES  
AA 25 24 23  
A 23 22 21  
B 17 16 15  
Incl 1 1-min spot plus 1 min of program content. (CR)

## WGLO (FM)

1963  
FORT LAUDERDALE



Subscriber to the NAB Radio Code  
Media Code 4 210 1846 6.00  
WFTL Broadcasting Co., Box 5333, Ft. Lauderdale, Fla. 33310. Phone 305-566-9621. Miami phone 305-947-5551.

See affiliated AM station for additional information. AM facilities: WFTL.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGLO (FM): NEWS: At :30 & :50 M-F 6:30-8:30 am. COMMERCIAL POLICY: 8 spots per hour maximum. Contact Representative for further details. Rec'd 9/20/73.

- PERSONNEL**  
General Sales Manager—Lewis Krone.
- FACILITIES**  
ERP 100,000 w.; 106.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 980 ft. above average terrain.

### TIME RATES

No. 3 ET 7/15/74—Rec'd 7/25/74.  
AAA—Mon thru Sat 5:30-10 am-8 pm.  
AA—Mon thru Sat 5:30-10 am; Sun 10 am-8 pm.  
A—Mon thru Sun 8 pm-1 am; Sun 5:30-10 am.

**6. SPOT ANNOUNCEMENTS**

FIXED:	AAA			AA			A		
	1 min.	30 sec.	10 sec.	1 min.	30 sec.	10 sec.	1 min.	30 sec.	10 sec.
1 min.	13.00	12.00	11.00	11.50	10.50	9.50			



**WHYI (FM)**  
1963  
FORT LAUDERDALE  
**Contemporary**  
NAB RAB

Media Code 4 210 1935 7.00  
Hefel Broadcasting-South Florida, Inc., 2741 N. 29th Ave., Hollywood, Fla. 33020. Broward phone 305-925-7117. Dade phone 305-931-1107.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHYI (FM): Programmed for ages 12-19.  
MUSIC: blending of current & recent hits. Year round contests. **COMMERCIAL POLICY:** maximum 8 minutes per hour guaranteed. Contact Representative for further details. Rec'd 10/8/73.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Rill Cunningham.  
General Sales Manager—Bob Henksy.  
Program Director—Bill Tanner.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
ERP 100,000 w.; 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,000 ft. shore average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 25a, 25b, 28c, 29a, 30, 32b, 33c.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 7/1/74—Rec'd 6/3/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.  
A—Mon thru Sun 10 pm-1 am & 5-6 am.  
E—Mon thru Sun 1-5 am, rotated.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	5x	12x	15x	1x	5x	12x	15x
1 min	60	55	50	45	50	45	40	35
(*)	45	40	35	30	35	30	25	20

**7. PACKAGE PLANS**  
PER WK, TAP: 1 min 30 sec  
12 ti (2AAA, 4AA, 4A, 2B)..... 350 222  
18 ti (3AAA, 7AA, 5A, 3B)..... 492 327  
24 ti (4AAA, 9AA, 7A, 4B)..... 620 412  
Preemptible.

**10. SPECIAL FEATURES**  
Newscasts—Mon thru Sat, 1-min. per spot, extra 10.00.  
Weathercasts—Mon thru Sun 30-sec. per spot, extra 5.00.  
Traffic reports—Mon thru Fri 30-sec. per spot, extra 5.00.  
Incl opening ID.  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5%      26 wk—10%      52 wk—15% (D)

**WLOD**  
1958  
POMPANO BEACH  
**Good Music**  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 210 1980 3.00  
Sunrise Broadcasting Corp., 2801 E. Oakland Park Blvd., Fort Lauderdale, Fla. 33306. Phones 305-568-8316, Miami 305-945-7782.  
Studio 1000 Atlantic Blvd., Extension, Pompano Beach, Fla. 33060 Phone 305-972-0660.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOD: Programmed for adults.  
MUSIC: standard popular music & current favorites appealing to adults every hour with 4 intermissions any hour of the day. NEWS: local, state, national & international once an hour with additional 1/2 hour reports M-F in drive times. Airplane traffic reports M-F in drive times. SUN: light, semi-classical music noon-sign-off. Contact Representative for further details. Rec'd 8/1/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George T. Shunert, Sr.  
Vice-Pres. & Gen'l Sales Mgr.—William T. Heaton.  
Oper. Mgr. & Chief Engr.—Norm Brownell.
- REPRESENTATIVES**  
New York—Herbert E. Groskin & Co.  
Atlanta, Dallas—Busby, Finch and Woods, Inc.  
Miami—Advertising Representatives, Inc.
- FACILITIES**  
5,000 w. days; 980 kc. Directional.  
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a, 30.  
Contracts: 40a, 41, 42b, 42c, 45, 46, 51b.  
Comb.; Cont. Discounts: 60f, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81.  
Member: The Groshkin Group.

**TIME RATES**  
ET 5/1/74—Rec'd 4/15/74.

**6. SPOT ANNOUNCEMENTS**

WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	15.00	14.50	14.00	13.50	13.00	12.50	12.00
30 sec	12.00	11.50	11.00	10.50	10.00	9.50	9.00

**10. SPECIAL FEATURES**  
2-1/2 min airplane traffic report..... 18  
5-min news..... 29  
2-1/2 min news, stocks, weather..... 15  
1/2-hr classical Sunday spon..... 55

**WRBD**  
1959  
POMPANO BEACH  
**Independent Negro**  
NAB

Media Code 4 210 2070 2.00  
Almadon, Inc. of Florida, 4431 Rock Island Road, Ft. Lauderdale, Fla. 33313. Phone 305-731-4800.  
Miami tie-line 305-949-3101; Palm Beach tie-line 305-833-1266.  
**STATION'S PROGRAMMING DESCRIPTION**  
WRBD: Programmed 100% for Negro listener.  
MUSIC: R & B Gospel, Pop. Network news at :50. Contact Representative for further details. Rec'd 12/10/73.

- PERSONNEL**  
President—Donald J. Owler.  
Gen'l Mgr. & Gen'l Sales Mgr.—Michael Korman.  
Prog. & Prod. Mgr.—Joe Fisher.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
5,000 w. days; 1470 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28b, 29b, 31, 32b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 62d.  
Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 81, 82.  
FM facilities: WCKO (FM).  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 14 ET 5/74—Rec'd 4/24/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	24 ti	36 ti	48+ ti
1 wk	30.00	29.00	28.00	27.00	26.00
13 wk	29.00	28.00	27.00	26.00	25.00
26 wk	28.00	27.00	26.00	25.00	24.00
52 wk	26.00	25.00	24.00	23.00	22.00

**30 SECONDS**  
1 wk..... 24.00 23.20 22.40 21.60 20.80  
13 wk..... 23.20 22.40 21.60 20.80 20.00  
26 wk..... 22.40 21.60 20.80 20.00 19.20  
52 wk..... 20.80 20.00 19.20 18.40 17.60

**10 sec: 70% of 1-min.**  
Mon thru Sat 6-10 am & 3-7 pm, extra 2.00.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%; non-cancellable.

**8. PROGRAM TIME RATES**

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
13 x	300	220	140	100
26 x	280	200	120	80
52 x	260	180	100	60

**WSHE**  
(FM)  
1959  
FORT LAUDERDALE  
ABC-FM  
spot sales, Inc.

A Van Patrick Station  
Media Code 4 210 2085 0.00  
Van Patrick Broadcasting Co., Inc., 3000 S. W. 60th Ave., Ft. Lauderdale, Fla. 33314. Phone 305-581-1580.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSHE (FM): Programmed for young adults 18-34 & older teens.  
MUSIC: album rock. NEWS: every 4 hours. Special features interspersed with regular programming. **COMMERCIAL POLICY:** 8 commercials per hour presented in 4 interruptions of 2 commercials each. Contact Representative for further details. Rec'd 7/12/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gene Milner.  
Sales Manager—Jackie Milner.  
Program Director—Gary Granger.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 35c.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: WSRF.

**TIME RATES**  
ET 1/1/74—Rec'd 10/26/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm; Sat 10 am-noon; Sun 8 am-noon.  
A—Mon thru Sat 6-10 am.  
B—Mon thru Sun 2-8 am.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	65	55	60	50	55	45
6 ti	60	50	55	45	50	40
12 ti	55	45	50	40	45	35
18 ti	50	40	45	35	40	30
24 ti	45	35	40	30	35	25

B: Flat 1 min 20.00; 30 sec 15.00. (D)

**WSHE**  
100,000 WATTS —  
FT. LAUDERDALE-MIAMI  
America's first radio station with true, total quad capability. Now broadcasting in quad 24 hours a day.

**WJRF**  
1955  
FORT LAUDERDALE  
A Van Patrick Station  
ABC-FM  
spot sales, Inc.  
Solid Gold

Media Code 4 210 2115 5.00  
Van Patrick Broadcasting Company, Inc., 3000 S. W. 60th Ave., Ft. Lauderdale, Fla. 33314. Phone 305-581-1580.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJRF: Programmed for adults 18-49.  
MUSIC: solid gold. Live. AIR PERSONALITIES handle all segments. NEWS: at :30. Marine weather & traffic reports. Contact Representative for further details. Rec'd 7/12/74.

- PERSONNEL**  
President—Gene Milner.  
Executive Vice-President—Van Patrick.  
Program Director—Tommy Judge.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
16,800 w. days, 5,000 w. nights; 1580 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WSHE (FM).

**TIME RATES**  
No. 12 ET 5/1/74—Rec'd 4/16/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—Mon thru Fri 10 am-3 pm; Mon thru Sun midnight-2 am; Sat 10 am-noon; Sun 8 am-noon.  
A—Mon thru Sat 6-10 am.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	25	20	23	18	21	16
12 ti	23	18	21	16	19	14
18 ti	21	16	19	14	17	12
24 ti	19	14	17	12	15	10

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A  
PER WK: 12 ti 18 ti 24 ti  
1 min..... 20 18 16  
10 sec: 50% of 1-min.

**FORT MYERS (3 AM; 2 FM)**  
Plus 1 paid duplicate.  
Lee County-Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

**WAYK**  
1970  
LEHIGH ACRES  
RAB

(This is a paid duplicate of the listing appearing under Lehigh Acres, Fla.)  
Media Code 4 210 3975 1.00  
Broadcast Management, Inc., Box 835, Lehigh Acres, Fla. 33936. Phone 813-369-2118.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAYK: MUSIC: albums with emphasis on instrumentals of adult appeal, presented on uninterrupted 12 min segments. **COMMERCIAL POLICY:** 10 min maximum per hour. Contact Representative for further details. Rec'd 11/5/73.

- PERSONNEL**  
General Manager—Lou L. Garris.  
Operations Manager—Jean Simon.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1440 kc.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0; payable monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25c.  
Contracts: 40a, 41, 42b, 43, 45, 48.  
Comb.; Cont. Discounts: 60d, 60c, 62d.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 80, 81.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 5 ET 10/1/73—Rec'd 8/31/73.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	12.00	10.80	10.20	9.60	9.00
12 ti	10.80	9.70	9.20	8.65	8.10
24 ti	10.20	9.20	8.65	8.15	7.65
36 ti	9.60	8.65	8.15	7.70	7.20

**30 SEC:**

6 ti	12 ti	24 ti	36 ti
9.60	8.65	8.15	7.70
8.65	7.75	7.35	6.90
8.15	7.35	6.90	6.50
7.70	6.90	6.50	6.15

**20 SEC:**

6 ti	12 ti	24 ti	36 ti
8.00	7.20	6.80	6.40
7.20	6.45	6.15	5.75
6.80	6.15	5.75	5.45
6.40	5.75	5.45	5.15

**10. SPECIAL FEATURES**  
5-MIN NEWS: 1 wk 13 wk 26 wk 39 wk 52 wk  
14.00 13.00 12.25 11.50 10.80  
10 ti 13.00 11.70 11.05 10.40 9.75 (D)

**WCAI**  
1964  
NAB  
Media Code 4 210 2160 1.00  
Lee Broadcasting, Inc., Box 2121, Highland and Canal, Fort Myers, Fla. 33902. Phone 813-384-2391.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCAI: Programmed for adults and young adults; 5 min news on hour and at :30. MUSIC 90%: 60% albums, 30% singles, featuring current selling general popular music, showtunes, standards, jazz-oriented, middle-of-the-road. 5 air personalities emcee entire operation. NEWS 10%: local, national and international. 3 mobile units, car, airplane and boat. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 7/8/70.

- PERSONNEL**  
President—Truman A. Morris.  
General Manager—Ron E. Pierce.
- REPRESENTATIVES**  
Vie Plano Associates, Inc.  
Miami—Edwin H. Cohen.
- FACILITIES**  
1,000 w.; 1350 kc. Non-directional.  
Operating schedule: sign-on-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60b, 61a.  
Cancellation: 70c, 71a, 72.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 12/1/71—Rec'd 5/25/72.

**6. SPOT ANNOUNCEMENTS**

ix	26x	52x	104x	200x	520x	1040x
1 min	6.00	5.50	5.00	4.50	4.00	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
15 sec	3.00	2.75	2.50	2.25	2.00	1.75

**7. PACKAGE PLANS**  
30 DAYS, ROB: 1 min 30 sec 15 sec  
100 ti..... 3.00 2.00 1.50  
50 ti..... 4.00 3.00 2.00  
25 ti..... 5.00 4.00 2.50

**8. PROGRAM TIME RATES**

ix	26x	52x	104x	260x	520x
5 min	8.00	7.50	7.00	6.50	6.00

**WHEW (FM)**  
1969  
Media Code 4 210 2180 9.00  
Robert Hecksher, Box 216, 2835 Hanson St., Ft. Myers, Fla. 33902. Phone 813-332-1410.  
See affiliated AM station for additional information.  
AM facilities: WMYR.

- FACILITIES**  
ERP 71,000 w.; 101.9 mc. Stereo.  
Operating schedule: 4:45 am-midnight. EST.  
Antenna ht.: 207 ft. above average terrain.
  - TIME RATES**  
No. 2 ET 1/1/71—Rec'd 5/3/72.
  - 6. SPOT ANNOUNCEMENTS**
- | 1 min | 30 sec | 1 min | 30 sec |
|-------|--------|-------|--------|
| 10.60 | 9.40   | 9.15  | 8.85   |
| 5.30  | 5.00   | 4.70  | 4.55   |
| 260x  | 312x   | 365x  | 500x   |
| 8.25  | 7.95   | 7.15  | 6.80   |
| 4.15  | 4.00   | 3.85  | 3.55   |
- 7. PACKAGE PLANS**
- | 25 ti (within 2 wk period) | 50 ti (within 2 wk period) | 100 ti (within 4 wk period) | 150 ti (within 4 wk period) |
|----------------------------|----------------------------|-----------------------------|-----------------------------|
| 6.50                       | 5.00                       | 4.50                        | 4.00                        |
- Weeks specified are consec. 15 sec 20 sec 30 sec  
100 ti..... 2.90 3.00 3.70  
Minimum 100 spots to be used in 4 consec. wks.  
(Fort Myers continued on next page)

# FLORIDA

Fort Myers—Continued

**WINK**  
1540

**CBS Radio Network**

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 2205 4.00  
Fort Myers Broadcasting Co., Box 1060, 2824 Palm Beach Blvd., Fort Myers, Fla. 33902. Phone 813-334-1131. TWX 510-951-7371.

**STATION'S PROGRAMMING DESCRIPTION**  
WINK: Programmed for adults and young adults. MUSIC: MOR format, featuring albums, singles and current selections from the best seller charts. NEWS: network at 9:00 a.m.-midnight; 5 min farm news at 6:45 & 9:06 pm M-F; 6:20 & 6:35 am Sat. 5 min network sports at 6:53 am M-Sat. 14 local and state newscasts throughout day. Weather at 6:45, 7:40, 8:20 am, 12:15, 5:40 pm. RELIGIOUS: Sun 7 am-noon. COMMERCIAL POLICY: 18 min maximum. Contact Representative for further details. Rec'd 6/3/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert L. Rausch.  
National Sales Manager—J. R. Landefeld.  
Local & Reg. Sales Mgr.—Robert Hughes.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Busby, Finch and Woods, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Operating schedule: 6-12:06 a.m. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 73a.  
Affiliated with CBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 8/1/74—Rec'd 8/1/74.

**6. SPOT ANNOUNCEMENTS**  
DRIVE TIME—7-9 AM & 4-6:30 PM

1 min. flat.....	9.00	30 sec. flat.....	7.00
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**30 SECONDS**

WK:	3 ti	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 wk.	6.60	6.50	6.25	6.00	5.90	5.60	5.40	5.10
13 wk	6.00	5.80	5.50	5.30	5.00	4.80	4.50	4.30
52 wk	5.40	5.10	4.80	4.50	4.30	3.90	3.60	3.30

**1 MINUTE**

1 wk.	7.80	7.50	7.40	7.10	6.80	6.50	6.20	5.80
13 wk	7.00	6.80	6.50	6.20	5.90	5.50	5.40	5.00
52 wk	6.40	6.10	5.70	5.30	5.00	4.60	4.30	3.90

**ALL OTHER TIMES**

1 min. flat.....	7.00	30 sec. flat.....	5.50
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**30 SECONDS**

1 wk.	4.60	4.50	4.25	4.15	4.00	3.65	3.40	3.25
13 wk	4.45	4.35	4.15	4.00	3.80	3.40	3.25	3.10
52 wk	4.00	3.90	3.80	3.65	3.40	3.10	2.90	2.65

**1 MINUTE**

1 wk.	5.70	5.60	5.40	5.20	4.90	4.50	4.20	4.10
13 wk	5.50	5.40	5.20	4.90	4.70	4.20	4.10	3.80
52 wk	5.00	4.90	4.70	4.50	4.20	3.80	3.60	3.30

15 sec: 50% of applicable 1-min.

**8. PROGRAM TIME RATES**

1 hr.....	46.50	40.00	38.00	34.00	32.00	30.00
1/2 hr.....	28.00	25.00	24.00	21.00	20.00	18.00
1/4 hr.....	20.00	18.00	18.00	14.00	13.00	12.00
10 min.....	16.50	15.00	14.00	12.00	11.00	10.00
5 min.....	14.00	13.00	12.50	11.00	10.00	9.50

**WINK-FM**

1964

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 2206 2.00  
Fort Myers Broadcasting Co., Box 1060, 2824 Palm Beach Blvd., Fort Myers, Fla. 33902. Phone 813-334-1131. TWX 510-951-7371.

**3. FACILITIES**  
ERP 44,000 w.; 96.9 mc. Stereo.  
Operating schedule: 6-11 am daily. EST.  
Antenna ht.: 300 ft. above average terrain.

**TIME RATES**  
Eff 6/1/73—Rec'd 11/12/73.

**6. SPOT ANNOUNCEMENTS**

1 min.....	5.00	13x	52x
30 sec.....	4.00	3.85	3.50

**WMYR**

1952

NAB

Media Code 4 210 2250 0.00  
Robert Hecksher, Box 216, 2835 Tanson St., Ft. Myers, Fla. 33902. Phone 813-332-1410.

**1. PERSONNEL**  
Owner & Mgr.—Robert Hecksher.

**3. FACILITIES**  
5,000 w. days, 5,000 w. nights; 1410 kc.  
Directional—night only.  
Operating schedule: 5:30 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30.  
Comb.: Cont. Discounts: 60b, 60i, 61c, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WHEW (FM).

**TIME RATES**  
No. 10 Eff 1/1/71—Rec'd 3/27/72.

**6. SPOT ANNOUNCEMENTS**

1 min.....	10.60	28x	52x	104x	156x
30 sec.....	5.30	5.00	4.70	4.55	4.40
1 min.....	26.00	312x	365x	500x	600x
30 sec.....	8.25	7.95	7.15	6.80	6.50
1 min.....	4.15	4.00	3.85	3.55	3.55

**7. PACKAGE PLANS**

25 ti (within 2 consec wks).....	6.50
50 ti (within 2 consec wks).....	5.00
100 ti (within 4 consec wks).....	4.50
150 ti (within 4 consec wks).....	4.00
15 sec 20 see 30 see	2.20
3.00	3.70

Minimum 100 ti in 4 consec wks, ea

**FORT PIERCE (2 AM; 2 FM)**

St. Lucie County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

**WARN**

1952

Media Code 4 210 2295 5.00  
The Ft. Pierce Broadcasting Co., Box 1330, Fort Pierce, Fla. 33450. Phone 305-464-1330.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Stu Wayne.  
Sec'y-Treas.—Joan Adams.  
Station Manager—Keith Kilne.

**2. REPRESENTATIVES**  
Atlanta—David Carpenter Company.  
Southwest—Mario Messina Company.  
New York—Gill-Perna, Inc.  
Philadelphia—Dome & Associates, Inc.  
Miami—Advertising Representatives, Inc.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1330 kc. Directional—night only.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 15a.  
Basic Rates: 20b, 21b, 26b, 28c.  
Contracts: 40a.  
Cancellation: 70d, 71a, 73b.  
Affiliated with American Entertainment Network.

**TIME RATES**  
Eff 8/1/73—Rec'd 11/1/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3:30 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1-12 wk.....	7.00	5.60	4.50	6.00	4.80	3.85
1-12 wk.....	5.00	4.00	3.20	5.00	4.00	3.20
AA/A—minimum 6 per wk; B—minimum 5 per wk.						

**DISCOUNT**  
13 wk—5%  
26 wk—10%  
52 wk—15%

**7. PACKAGE PLANS**

PER WK:	20 ti	35 ti	50 ti	100 ti
1 min.....	5.60	4.80	4.50	4.30
30 sec.....	5.00	4.30	4.00	3.90
10/less.....	4.70	4.00	3.70	3.40

**10. SPECIAL FEATURES**  
Paul Harvey—8:30-8:35 am & 12:30-12:45 pm.  
30 sec. 7.50.  
News & sports—minimum 13 wks, 30 sec 5.60.

**WARN-FM**

1961

Media Code 4 210 2296 3.00  
The Ft. Pierce Broadcasting Co., Box 1330, Fort Pierce, Fla. 33450. Phone 305-464-1330.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WARN-FM: Album music combining standards with Broadway. Hollywood showtunes, basically instrumental. Music format includes popular favorites when performance has definite adult appeal. Music varied for particular time of day. Commercial broadcast at :15, :30 & :60 breaks. NEWS: at :45. Stock market reports 5 times every weekday. Contact Representative for further details. Rec'd 3/13/73.

**3. FACILITIES**  
ERP 1,300 w.; 98.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 201 ft. above average terrain.

**TIME RATES**  
Eff 7/25/72.

**6. SPOT ANNOUNCEMENTS**

30 sec. flat.....	3.50
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**10. SPECIAL FEATURES**  
Newscasts: 6.00.  
Music: 11 min segments, 6.00.

**WIRA**

1946

**NBC Radio Network**

NAB

Media Code 4 210 2340 9.00  
Indian River Broadcasting Co., Box 3032, Fort Pierce, Fla. 33450. Phone 305-464-1400.

**STATION'S PROGRAMMING DESCRIPTION**  
WIRA: Programmed for adults and young adults. Air personalities, talk and music entertainment. NEWS: 7:50, 10:05 am, 12:10, 5:45 & 11 pm. Local news at :15 each hour & 7:55 am. Local live news block 10:15-10:30 am. Headlines at :55 followed by State news. National news at :30, headlines & weather each half hr. MUSIC: contemporary & standard popular MOR, some film, show tunes, mainstream & popular jazz 60% contemporary singles & 40% standard popular albums. SPORTS: major league baseball, high school & college basketball & football. FARM: citrus frost warnings, planting & harvesting 8:30 am Sat. Extension Service 2:05 pm Thurs. Women's show 9:30-9:40 am. Audience participation show 11:30 am-noon & 9:05-10 am Sat. COMMERCIAL POLICY: 18 minutes per hour maximum. Rec'd 9/4/73.

**1. PERSONNEL**  
General Manager—Hudson C. Millar, Jr.  
Vice-Pres./Sales—Randolph H. Millar.  
Copy Director—Diana Cooley.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25b, 26, 28a, 28c, 29a, 29b, 30, 32a, 33a, 33b, 34a, 34b, 35a, 35b, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 47a, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60i, 61c, 62d.  
Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WOYV (FM).  
Affiliated with NBC and KBS.

**TIME RATES**  
No. 20 Eff 5/1/74—Rec'd 5/6/74.

AAA—6 am-10 pm & 5-7 pm.  
AA—1-5 pm.  
A—7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

1 min.....	AAA	AA	A
30 sec.....	7.35	6.12	5.71
15 sec.....	5.88	4.88	4.35
Specific times, extra 10%.	5.24	4.29	3.71

Time block requests only for spot in 3 hr or longer blocks; otherwise extra 10%.

**7. PACKAGE PLANS**

PER DAY:	2 ti	3 ti	4 ti	6 ti	8 ti
PER MO:	60x	90x	120x	180x	240x
30 sec. ROS, ea.....	4.00	3.71	3.41	3.06	2.76

Must run in 30 days.  
PER WK. PRE-EMPTIBLE: 30 sec 4.35  
25 ti in 1 wk..... 4.35  
50 ti for 2 wks, ea..... 4.06

**8. PROGRAM TIME RATES**

WITHIN 30 DAYS:	1 ti	9 ti	13 ti	26+
5 min.....	24.71	17.06	12.94	10.59
10 min.....	34.12	22.94	16.47	14.71
1/4 hr.....	44.12	27.65	20.59	15.88
1/2 hr.....	54.12	32.36	23.36	17.05
1 hr.....	64.12	37.07	26.07	18.22
1 1/2 hr.....	74.12	41.78	28.78	19.39
2 hr.....	84.12	46.49	31.49	20.56
3 hr.....	94.12	51.20	34.20	21.73
4 hr.....	104.12	55.91	36.91	22.90
5 hr.....	114.12	60.62	39.62	24.07
6 hr.....	124.12	65.33	42.33	25.24
7 hr.....	134.12	70.04	45.04	26.41
8 hr.....	144.12	74.75	47.75	27.58
9 hr.....	154.12	79.46	50.46	28.75
10 hr.....	164.12	84.17	53.17	29.92

(\*) Reserved for spots except for public affairs or great public interest programs.  
(†) Reserved for sports & spots except for public affairs or religious & great public interest programs.

**PUBLIC AFFAIRS, RELIGIOUS, PUBLIC INTEREST**

AAA.....	48.82	58.83	123.53
AA.....	39.41	59.41	98.83
A.....	37.06	44.71	90.59

**10. SPECIAL FEATURES**  
NEWS, BULLETIN BOARD, WEATHER, MARKET REPORTS.  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
Ea..... 16.18 19.41 27.65 37.06 68.24

**WOYV (FM)**

1960

NAB

Media Code 4 210 2360 7.00  
AIRMEDIA, Inc., Box 3192, Fort Pierce, Fla. 33450.  
Phone: Studios 305-464-6812; Offices 464-1400.  
See affiliated AM station for additional information.  
AM facilities: WIRA.

**STATION'S PROGRAMMING DESCRIPTION**  
WOYV (FM): MUSIC: Solid gold rock & roll ages 18-49 6 am-11 pm. COMMERCIAL POLICY: limit 6-1/2 commercial minutes per hour. Four clusters approx. 05, :20, :35, :50. Rec'd 3/4/74.

**1. PERSONNEL**  
Sales Manager—Jerald Newberry.  
Music Director—Roscoe Bowers.

**3. FACILITIES**  
ERP 2,500 w.; 93.5 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 200 ft. above average terrain.

**TIME RATES**  
No. 18 Eff 5/1/74—Rec'd 5/7/74.

AAA—3-7 pm.  
AA—6 am-3 pm.  
A—7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

FIXED:	AAA	AA	A
1 min.....	7.06	6.76	6.47
30 sec.....	4.12	3.82	3.53
Sold by cluster 1, 2, 3 or 4 ea hr: hr specified.			
1 min.....	6.76	6.47	6.18
30 sec.....	3.53	3.24	2.94

ROS, NO SPECIFIED TIME

**7. PACKAGE PLANS**

30 SECOND—ROS MONTHLY SATURATION	1 ti	2 ti	3 ti	5 ti	8 ti
PER DAY:	30 ti	60 ti	90 ti	150 ti	240 ti
PER MO:	3.00	2.88	2.76	2.71	2.65
30 days, ea.....	2.94	2.82	2.71	2.59	2.47
1 yr. ea.....	2.94	2.82	2.71	2.59	2.47

**FT. WALTON BEACH**

(2 AM; 1 FM)

Oakloosa County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**WFTW**

**WFTW-FM**

1965

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 2385 4.00  
Vacationland Broadcasting Co., Inc., Box 10, 225 W. Hollywood Blvd., Ft. Walton Beach, Fla. 32548.  
Phone 904-243-7678.

**STATION'S PROGRAMMING DESCRIPTION**  
WFTW: Pop music, local news & audience participation.

**1. PERSONNEL**  
General Manager—Zola M. Rowley.

**3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. 99.3 mc. Stereo.  
Operating schedule: 24 hours



WDVH

1984

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 2475 5.00

Dae Broadcasting Co., Box 1068, Kincaid Rd., Gainesville, Fla. 32601, Phone 904-372-2528.

STATION'S PROGRAMMING DESCRIPTION

WDVH: Programmed with emphasis on 25-55 age group.

MUSIC: country and western, primarily Nashville produced modern country hits and polished versions of all time familiar favorites. NEWS: Network news on hour with sports at 7:25 am, 5:25 pm. Weather 4 times per hour. 3 man local news provides coverage 15 times daily. ENTERTAINMENT: personalities, local acceptance, news and public service. Contact Representative for further details. Rec'd 7/6/70.

- PERSONNEL
  - General Manager—Larry Edwards.
  - Station Manager—Ferrell Asbell.
  - Operations Manager—Jim Brand.
- REPRESENTATIVES
  - Meeker Radio, Inc.
  - Atlanta—Bernard T. Ochs Co.
  - Southwest—Mario Messina Company.
- FACILITIES
  - 5,000 w. days; 980 kc. Non-directional.
  - Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION
  - 15% time only; 2% cash discount. Payable 10th of following month.
- GENERAL ADVERTISING See coded regulations
  - General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.
  - Rate Protection: 10h, 15a, 15h.
  - Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a.
  - Contracts: 40a, 41, 42a, 42c, 43, 44, 47a, 51a, 51b.
  - Comb.: Cont. Discounts: 60b, 60c, 62a.
  - Cancellation: 70a, 70c, 71b, 72, 73a.
  - Prod. Services: 82.

TIME RATES

No. 10 ET 5/1/74—Rec'd 4/15/74.

AA—Mon thru Sat 6-10 am &amp; 3-7 pm.

A—All other times.

PER WK:	CLASS AA					
	1 min	13 wk	26 wk	52wk	1 wk	13 wk
6 tl...	9.00	8.55	8.10	7.65	7.20	6.85
12 tl...	8.55	8.10	7.65	7.20	6.85	6.50
18 tl...	8.10	7.65	7.20	6.75	6.50	6.15
24 tl...	7.65	7.20	6.75	6.30	6.15	5.80
30 tl...	7.20	6.75	6.30	5.85	5.80	5.45
CLASS A						
6 tl...	7.50	7.15	6.80	6.45	6.00	5.70
12 tl...	7.15	6.80	6.45	6.10	5.70	5.40
18 tl...	6.80	6.45	6.10	5.75	5.40	5.10
24 tl...	6.45	6.10	5.75	5.40	5.10	4.80
30 tl...	6.10	5.75	5.40	5.05	4.80	4.50

WGGG

1948

Media Code 4 210 2520 6.00

Gator Radio, Inc., 1230 Waldo Rd., Gainesville, Fla. 32601, Phone 904 376-1239.

STATION'S PROGRAMMING DESCRIPTION

WGGG: MUSIC: Top 40 with blend of gold. NEWS: at :30 plus :30 in drive times. Emphasis on local news presented by news personnel. Also sports &amp; weather. Rec'd 8/5/74.

- PERSONNEL
  - President—Victor M. Knight.
  - Vice-Pres. & Gen'l Mgr.—Elsie Mercer.
  - Operations Manager—Don Reid.
- FACILITIES
  - 1,000 w. days, 250 w. nights; 1230 kc.
  - Non-directional.
  - Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION
  - 15%.
- GENERAL ADVERTISING See coded regulations
  - General: 1a, 2a, 3d, 4a.
  - Rate Protection: 10a, 15b.
  - Basic Rate: 33a.
  - Contracts: 40a, 45.
  - Member: Florida Quality Broadcasting Corporation.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 ET 7/1/71—Rec'd 7/1/71.

AA—6-9 am &amp; 3-7 pm.

A—All other times.

PER WK:	1 MINUTE					
	Open	10 ti	20 ti	30 ti	40 ti	50+
1 wk.....	9.00	8.80	8.60	8.40	8.20	8.00
4 wk.....	8.80	8.60	8.40	8.20	8.00	7.80
13 wk.....	8.60	8.40	8.20	8.00	7.80	7.60
26 wk.....	8.40	8.20	8.00	7.80	7.60	7.40
52 wk.....	8.20	8.00	7.80	7.60	7.40	7.20
30 SECONDS						
1 wk.....	7.00	6.80	6.60	6.40	6.20	6.00
4 wk.....	6.80	6.60	6.40	6.20	6.00	5.80
13 wk.....	6.60	6.40	6.20	6.00	5.80	5.60
26 wk.....	6.40	6.20	6.00	5.80	5.60	5.40
52 wk.....	6.20	6.00	5.80	5.60	5.40	5.20
15 SECONDS						
1 wk.....	5.50	5.30	5.10	4.90	4.70	4.50
4 wk.....	5.30	5.10	4.90	4.70	4.50	4.40
13 wk.....	5.10	4.90	4.70	4.50	4.40	4.30
26 wk.....	4.90	4.70	4.50	4.30	4.10	4.00
52 wk.....	4.70	4.50	4.30	4.10	4.00	3.90

Specified position &amp; News adjacencies.

YEARLY FREQUENCY—RTA.

1 min.	Open			
	13x	26x	52x	104x
30 sec.....	8.50	8.40	8.30	8.20
15 sec.....	4.50	4.40	4.30	4.20
1 min.	7.90	7.80	7.60	7.40
30 sec.....	5.40	5.20	5.00	4.80
15 sec.....	4.00	3.90	3.80	3.70

- PACKAGE PLANS
  - IMPACT PACKAGE—ROS
  - PER MO: 20 ti 40 ti 60 ti 80 ti 100 ti 150 ti
  - 1 min..... 5.90 5.63 5.40 5.20 4.90 4.40
  - 30 sec..... 4.90 4.60 4.40 4.20 3.90 3.40
  - 15 sec..... 3.90 3.60 3.40 3.20 2.90 2.40
  - Class A daytime programming only. All ROS with 25% in AA as available. Preemptible.

## 8. PROGRAM TIME RATES

YEARLY FREQUENCY—BTA.

	5 min			
	1/4 hr	1/2 hr	1 hr	
Open.....	14.00	24.00	48.00	68.00
13 tl.....	13.00	23.00	46.00	64.00
26 tl.....	12.00	22.00	44.00	62.00
52 tl.....	11.60	21.00	40.00	60.00
104 tl.....	11.20	20.00	39.00	58.00
156 tl.....	10.90	19.00	38.00	52.00
260 tl.....	10.70	18.00	36.00	48.00
312 tl.....	10.50	17.00	35.00	46.00
520 tl.....	9.80	16.00	34.00	44.00
1040 tl.....	9.20	15.00	30.00	40.00

## 10. SPECIAL FEATURES

	NEWS HEADLINES			
	Open	13x	26x	52x
3 1/2-min.....	8.60	8.40	8.20	8.00
156x.....	260x	312x	520x	1040x
3 1/2-min.....	7.40	7.10	6.80	6.50

WGVL (FM)

1970

NAB

Media Code 4 210 2544 6.00

Gerler Broadcasting Company, Inc., Box 14585 University Station, 7120 S. W. 20th Ave., Gainesville, Fla. 32601, Phone 904-378-3606.

STATION'S PROGRAMMING DESCRIPTION

WGVL (FM): Programmed for young adults & young married with emphasis on 18-35 age group. MUSIC: Progressive rock featuring 100% albuma. NEWS: every 2 hours at :30 starting at 7:30 am. COMMERCIAL POLICY: maximum of 8 commercial minutes per hour. SPECIAL FEATURES: radio dramas & live rock concerts. Contact Representative for further details. Rec'd 12/26/72.

- PERSONNEL
  - Pres. & Gen'l Mgr.—Irving A. Uram.
  - Program Manager—William Thacker, Jr.
  - Sales Manager—Sarah Uram.
- REPRESENTATIVES
  - Dora-Clayton Agency, Inc.
- FACILITIES
  - KRP 3,000 w.; 105.5 mc. Quadraphonic.
  - Operating schedule: 24 hours daily. EST.
  - Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION
  - 15%: 2% discount before 10th, 3% discount paid in advance.
- GENERAL ADVERTISING See coded regulations
  - General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 8.
  - Rate Protection: 15h.
  - Basic Rates: 20b, 24a, 24c, 25a, 29a.
  - Contracts: 40a, 41, 43b, 45, 48, 50, 51c.
  - Comb.: Cont. Discounts: 60a, 61a, 62d.
  - Cancellation: 70a, 70c, 71a, 72.
  - Prod. Services: 80, 82.

TIME RATES

ET 9/1/74—Rec'd 8/30/74.

PER WK:	CLASS AA					
	1 min	13 wk	26 wk	52wk	1 wk	13 wk
6 tl.....	9.05	7.95	7.85	7.75	7.65	7.55
12 tl.....	8.95	7.85	7.75	7.65	7.55	7.45
18 tl.....	8.85	7.75	7.65	7.55	7.45	7.35
24 tl.....	8.75	7.65	7.55	7.45	7.35	7.25
30 tl.....	8.65	7.55	7.45	7.35	7.25	7.15

## 6. SPOT ANNOUNCEMENTS

All other times..... 94.90 50.60 10.75

DISCOUNT—CONTRACT, BULB PACKAGE

13 wk/\*450.00—5% 39 wk/\*1350.00—10%

26 wk/\*900.00—7-1/2% 52 wk/\*1800.00—15%

(\*) Minimum.

WRUF

1928

NBC Radio Network

See Miami-Miami Beach

(including Coral Gables, Hialeah)

Subscriber to the NAB Radio Code

Media Code 4 210 2565 1.00

State and University of Florida, Box 14-444, University Sta., Gainesville, Fla. 32604. Phone 904-392-0771.

STATION'S PROGRAMMING DESCRIPTION

WRUF: Programmed for general interest.

FARM: 5:30-6:30 am agricultural features. NEWS: network at :60; local &amp; state at :05; local at 7:50 am, 12:05, 5:15, 10:45 pm; 5 man local news team.

MUSIC: MOR, contemporary featuring current albuma, top 40, standards. SPORTS: 6x daily, 7:30, 8:50, 9:45 &amp; 11:55 am, 12:50 &amp; 12:55 pm. Play-by-play college &amp; high school football &amp; basketball, major league baseball. AIR PERSONALITIES: featured throughout day. RELIGIOUS: programs 7 am-1 pm Sun only. Contact Representative for further details. Rec'd 8/30/73.

- PERSONNEL
  - Sta. Mgr. & Prog. Dir.—Bob Leach.
  - Sales Manager—Whitney McMullen.
- REPRESENTATIVES
  - Charles Bernard Co., Inc.
  - Southeast—W. O. Jones, Inc.
- FACILITIES
  - 5,000 w. 850 kc. Directional—night only.
  - Operating schedule: 5:30-2:30 am. EST.
  - 15/0.
- AGENCY COMMISSION
  - 15/0.
- GENERAL ADVERTISING See coded regulations
  - General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.
  - Rate Protection: 10h, 11b, 12b, 13b, 14b.
  - Basic Rates: 20h, 21b, 22b, 23a, 24a, 24c, 25a, 28a.
  - Contracts: 40c, 44h, 46, 47a, 51a.
  - Comb.: Cont. Discounts: 60g, 61b.
  - Affiliated with NBC.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/1/74—Rec'd 7/8/74.

AAA—6-10 am &amp; 3-6 pm.

AA—All other times from 6 am-11 pm.

A—11 pm-sign-off or 8 am.

## 6. SPOT ANNOUNCEMENTS

1 min..... 8.50 7.20 5.90 4.60 3.30 2.00

10 ti..... 5.90 4.70 3.30 5.40 4.40 2.80

30 ti..... 5.10 3.90 2.70 4.60 3.65 2.20

40 ti..... 4.90 3.70 2.50 4.40 3.45 2.00

A: 1 min 30 sec

Flat 3.00 2.65

## 8. PROGRAM TIME RATES

1 ti 5 ti 7 ti

5 min..... 8.75 8.00 7.50

WRUF-FM

1948

Subscriber to the NAB Radio Code

Media Code 4 210 2566 8.00

State and University of Florida, Box 14-444, University Sta., Gainesville, Fla. 32601. Phone 904-392-0771.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WRUF-FM: Programmed for adults and young adults.

MUSIC: albums and tape; popular and classical. Featuring standards, show tunes, film music and light classic 45%. Classical, opera and symphony, 40%. Progressive Rock: 5%. News 9%. Talk 1%.

COMMERCIAL POLICY: 6 minutes per hour excluding news. Contact Representative for further details. Rec'd 8/18/69.

- FACILITIES
  - KRP 27,000 w.; 103.7 mc. Stereo.
  - Operating schedule: 8-2:30 am. EST.
  - Antenna ht.: 407 ft. above average terrain.

TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/1/74—Rec'd 7/8/74.

## 6. SPOT ANNOUNCEMENTS

1 min..... 9 AM-11 PM

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

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1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

1 min..... 4.50 30 sec..... 3.50

# FLORIDA

Jacksonville—Continued

**W A P E**  
1958  
JACKSONVILLE  
**Independent**



ROBERT E. EASTMAN & CO., INC.

**R A B**

Subscriber to the NAB Radio Code

Media Code 4 210 2835 8.00  
81a Radio, Inc., Box 486, Orange Park, Fla. 32073.  
Phone 904-354-7121.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stanley N. Kaplan.  
General Sales Manager—Joe McCluskey.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
50,000 w. days, 10,000 w. nights; 690 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 23b, 23a, 24a, 24b, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. 11 Eff 4/15/74 Rev 4/26/74—Rec'd 4/29/74.  
I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.  
II—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

WK. EA: I ti 12 ti 18 ti 24 ti I ti 12 ti 18 ti 24 ti  
1 min 48 42 40 38 38 32 28 26  
Beach Reach—4/15 thru 9/15, extra 20%.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

# WBIX

1947  
JACKSONVILLE BEACH  
**Religious & Gospel**

Media Code 4 210 2860 6.00  
Twin Ten Radio, Inc., Box 16656, Jacksonville, Fla. 32216. Phone 904-641-1010.

STATION'S PROGRAMMING DESCRIPTION  
WBIX: MUSIC: religious & gospel.

- PERSONNEL**  
General Manager—Carmen Macri.
  - REPRESENTATIVES**  
Charles Bernard Co., Inc.  
West—Harlan G. Oakes, Inc.  
Southwest—Mario Messina Company.
  - FACILITIES**  
10,000 w. days: 1010 kc. Directional.  
Operating schedule: Sunrise-local sunset daily. EST
  - AGENCY COMMISSION**  
15/0 not time; bills payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Country Music Network, Farm Directors Radio Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 8/1/70—Rec'd 4/30/70.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 min.  | 13.00 | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |
| 30 sec. | 6.50  | 6.25  | 6.00  | 5.75  | 5.50  | 5.25  | 5.00  |
- 7. PACKAGE PLANS**
- |         |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
| 1 min.  | 10    | 9     | 8     | 7     | 6     |
| 30 sec. | 8     | 7     | 6     | 5     | 4     |
- 8. PROGRAM TIME RATES**
- |              |       |       |       |       |       |       |
|--------------|-------|-------|-------|-------|-------|-------|
| 1x           | 25x   | 52x   | 104x  | 260x  | 312x  | 365x  |
| 1 hr 100.00  | 95.00 | 90.00 | 85.00 | 80.00 | 75.00 | 70.00 |
| 1/2 hr 60.00 | 57.50 | 55.00 | 52.50 | 50.00 | 47.50 | 45.00 |
| 1/4 hr 40.00 | 37.50 | 35.00 | 32.50 | 30.00 | 27.50 | 25.00 |
| 5 min 25.00  | 23.00 | 20.00 | 18.00 | 16.00 | 14.00 | 12.50 |
- (CB)

# WERD

1950  
JACKSONVILLE  
**Mutual Black Network**

Media Code 4 210 2885 3.00  
WEHD, Inc., Box 2467, Jacksonville, Fla. 32203.  
Phone 904-389-1111.

- PERSONNEL**  
Vice-President—Harold S. Cohn, II.  
Vice-President—Ronald H. Cohn.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time and talent; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24b, 28a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b.  
Cancellation: 71a, 73a.  
Affiliated with Mutual Black Network.

### TIME RATES

Eff 5/28/73—Rec'd 3/29/73.  
I—Mon thru Sat 6 am-7 pm.  
II—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK. EA: SECTION I  
6 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 15.00 14.00 13.00 12.00 11.00  
30/20 sec. 11.25 10.50 9.75 9.00 8.25  
10 sec. 7.50 7.00 6.50 6.00 5.50

SECTION II  
1 min. 12.00 11.00 10.00 9.00 8.00  
30/20 sec. 8.00 8.25 7.50 6.75 6.00  
10 sec. 6.00 5.50 5.00 4.50 4.00

**WIVY WIVY-FM**  
1948 JACKSONVILLE 1965



**KATZ RADIO**

Media Code 4 210 2925 7.00  
Jacksonville Broadcasting Corp., Gulf Life Center,  
Jacksonville, Fla. 32201. Phone 904-396-2505.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Y. Thomas Kirby.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-EMI 29,000 w.; 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 231 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only; 1st of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.  
Basic Rates: 20a, 22a, 23a, 25a.  
Contracts: 40a, 42b, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f, 60k.  
Cancellation: 70c.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 7 Eff 8/15/74—Rec'd 8/12/74  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sat 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	40	32	35	28	25	20
12 ti	38	30	32	26	24	19
18 ti	36	29	30	24	23	18
24 ti	35	28	28	22	22	17

10 sec: 50% of 1-min.

**WJAX**  
1925  
JACKSONVILLE

**NBC Radio Network**



radio



Subscriber to the NAB Radio Code

Media Code 4 210 2970 9.00  
City of Jacksonville, Fla. Box 1740, 225 Coastline  
Dr., W., Jacksonville, Fla. 32201. Phone 904-633-2785.

STATION'S PROGRAMMING DESCRIPTION  
WJAX: Programmed for adults and young adults.  
MUSIC: M-F mostly standard tunes throughout broadcast day. NEWS: local 5 min at :30 & :55 6-9 am, 3 min at :57 9 am-midnight, 5 min at :30 4-6 pm. Taped weather reports every hour at :15. Live reports every 6 hours. Network news on hour. Sat and Sun network programming, 5 min local news at :30. See only old standards noon-3 pm. Sun religious 7 am-2 pm. Heavy emphasis on public service and public affairs of local interest 7 days a week. Contact Representative for further details. Rec'd 5/24/72.

- PERSONNEL**  
General Manager—Tommy Tucker.  
Chief Announcer—Cochran Keating.  
Billing/Traffic Director—Mrs. Joyce Hendrick.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
5,000 w.; 950 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23b, 24a, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32b, 33c.  
Contracts: 40a, 41, 44b, 45, 46, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.

10 min product category separation.  
**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 15 Eff 1/15/74—Rec'd 2/14/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 4-7 pm.  
A—Mon thru Fri 10 am-4 pm; Sat 10 am-7 pm; Sun all day.

ROS—Availability thruout day.

### 6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
312 x	17.00	12.75	8.50	13.00	9.75	6.50
260 x	18.00	13.50	9.00	14.00	10.50	7.00
156 x	19.00	14.25	9.50	15.00	11.25	7.50
52 x	20.00	15.00	10.00	16.00	12.00	8.00
1 x	14.00	10.50	7.00	10.00	7.50	5.00

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PLAN:	I	II	III
6-10 am.	5	4	2
10 am-4 pm.	13	10	5
4-7 pm.	8	5	3
7-10 pm.	10	5	2

PER WK. EA: I min 30/10  
Plan I—36 ti 10.00 7.50  
Plan II—24 ti 11.00 8.25  
Plan III—12 ti 12.00 9.00  
Within 1 wk, distributed over 5-7 day period.

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
30 ti	17.00	12.75	8.50	13.00	9.75	6.50
24 ti	18.00	13.50	9.00	14.00	10.50	7.00
18 ti	19.00	14.25	9.50	15.00	11.25	7.50
12 ti	20.00	15.00	10.00	16.00	12.00	8.00
6 ti	21.00	15.75	10.50	17.00	12.75	8.50

30 ti	9.00	6.75	4.50	6.50	4.85	3.25
24 ti	10.00	7.50	5.00	7.00	5.25	3.50
18 ti	11.00	8.25	5.50	7.50	5.80	3.75
12 ti	12.00	9.00	6.00	8.00	6.00	4.00
6 ti	13.00	9.75	6.50	9.00	6.75	4.50

AM/FM COMBINATION  
When FM bought in combination with AM, above rates plus 50%.

**WJAX-FM**  
1948  
JACKSONVILLE



Subscriber to the NAB Radio Code

Media Code 4 210 2971 1.00  
City of Jacksonville, Fla., Box 1740, 225 Coastline  
Dr., W., Jacksonville, Fla. 32201. Phone 904-633-2785.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WJAX-FM: Programmed for general interest/mass appeal.

MUSIC: popular standards. COMMERCIAL POLICY: 10 commercial minutes per hour. Contact Representative for further details. Rec'd 7/6/72.

- FACILITIES**  
EMI 100,000 w., 95.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 567 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WJAX. See that listing for rates.

### TIME RATES

No. 15 Eff 1/15/74—Rec'd 2/14/74.  
**6. SPOT ANNOUNCEMENTS**  
1-min 4.00 30-sec 3.00

**WJNJ**  
1958  
ATLANTIC BEACH

**WJNJ-FM**  
1967  
JACKSONVILLE

**R A B**

Media Code 4 210 2989 3.00  
WJNJ Radio, Box 608, 1611 Atlantic Blvd., Atlantic  
Beach, Fla. 32233. Phone 904-246-6459.

STATION'S PROGRAMMING DESCRIPTION  
WJNJ: Programmed for broad general adult audience.  
MUSIC: General popular, MOR, film music, show tunes, standards, popular country, big bands. AIR PERSONALITIES announce all music 6 am-6 pm. 2 man DJ show 6-10 am with commentary, comedy, audience participation, & music. COMMERCIAL POLICY: No double spotting between records. NEWS: Local beaches area, Navy news combined with other local, national & international news. 5 min at :60. Beach & Marine Weather frequently. SPORTS: local high school play-by-play. Four 5 min sportscasts daily. Emphasis on local & regional public affairs issues. Contact Representative for further details. Rec'd 7/3/72.

- PERSONNEL**  
General Manager—Jack Donnell.  
President—William Bivens.  
Program Director—Jerry Brown.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-EMI 3,000 w.; 104.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 3b, 4a, 5.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21c, 24a, 29a.  
Contracts: 40a, 41, 46, 51a.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Gert Bunchez & Associates Group.

### TIME RATES

Eff 7/1/72—Rec'd 7/3/72.  
AAA—Mon thru Sat 6-9 am & 3-6 pm.  
AA—Mon thru Sat 9 am-3 pm & 6 am-sign-off; Sun all day.

B—Local sunset-midnight; FM only.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	7.00	5.00	5.50	4.00	4.00	3.50
12 ti	6.50	4.75	5.25	3.75	3.75	3.25
24 ti	6.00	4.50	5.00	3.50	3.50	3.00
36 ti	5.50	4.25	4.75	3.25	3.25	2.75
72 ti	5.00	4.00	4.50	3.00	3.00	2.50

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

**wktz**

1957  
ARLINGTON



Buckley Radio Sales, Inc.

**NAB**

Media Code 4 210 3014 9.00  
Jones College, Jacksonville, Fla. 32211. Phone 904-743-2400.

- PERSONEL**  
General Manager—Ed Bell Oberle.  
Commercial Manager—Lawrence Wayne Mashburn.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WKTZ-FM.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 14b.  
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 26c, 29b, 30.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.  
Comb.: Cont. Discounts: 60h, 61b.  
Cancellation: 70c, 71a, 72.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 32 Eff 4/1/74—Rec'd 5/2/74.

### 6. SPOT ANNOUNCEMENTS

MON THRU SUN:	1 min	30 sec
6-10 am	34	32
10 am-3 pm	30	28
3-7 pm	32	30
7 pm-midnight	17	15

(Jacksonville continued on next page)

# #1 WJAX

## Jacksonville

WIVY AM/FM  
has turned  
radio around  
in Jacksonville.

# #1

Persons 12+  
6 AM-12 Mid, Mon-Sun

# WJAX

Rockin' Stereo 103

Represented by **KATZ RADIO**

Source: ARB; Apr/May '74, avg 1/4 hrs.



Jacksonville—Continued

**WKTZ-FM**  
1949  
JACKSONVILLE



Media Code 4 210 3015 6.00  
Jones College, Jacksonville, Fla. 32211. Phone 904-743 2400.

- PERSONNEL**  
General Manager—Ed Bell Oberle.  
Commercial Manager—Lawrence Wayne Mashburn.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
ERP 100,000 w.; 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 822 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WKTZ.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 14b.  
Basic Rates: 20b, 21b, 21c, 22b, 23a, 24c, 25a, 28c, 29b, 30.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51c.  
Comb.: Cont. Discounts: 60h, 61b.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 81, 82.

**TIME RATES**

See WKTZ for simulcast rates.

**WMBR**

1927  
JACKSONVILLE

Media Code 4 210 3060 2.00  
Rounsaville of Jacksonville, Inc., Box 6877, 138 Wansley Rd., Jacksonville, Fla. 32205. Phone 904-786-1121.

**STATION'S PROGRAMMING DESCRIPTION**

WMBR: Programmed for adults.  
MUSIC: MOR, current hits, standards & oldies, handled by air personalities. NEWS: 10 min at :55 & 5 min at :30 during AM drive; 5-min at :60 & :30 during PM drive. Emphasis on local coverage. 3 man news staff. All other times 5-min at :60 & :02 min at :30. Frequent sports & fishing reports Sat & Sun. Emphasis on community involvement. Stock Market reports & editorials. Tele/talk 6-8 pm Sun. Special news & public affairs Sun 8 pm-12:30 am Mon. **COMMERCIAL POLICY:** maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 3/5/73.

- PERSONNEL**  
President—Ralph B. Johnson.  
Vice-Pres. & Gen'l Mgr.—Arnold C. Kaufman.  
Program Director—Tom Daren.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
5,000 w.; 1460 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time: monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11, 12d, 13d, 14d, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 61b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Affiliated with Avco Group Plan.

**TIME RATES**

Eff 7/1/74—Rec'd 3/6/70.

- SPOT ANNOUNCEMENTS**  
Drivetime—Mon thru Sat 6-9 am & 4-7 pm.  
Housewife Time—Mon thru Sat 9 am-1 pm & 7-10 pm; Sun 10 am-7 pm.
- | PER WK: | 1 min | 30/20 | 10 sec | 1 min | 30/20 | 10 sec |
|---------|-------|-------|--------|-------|-------|--------|
| 11      | 16.00 | 12.80 | 8.00   | 15.00 | 12.00 | 7.50   |
| 12      | 15.00 | 12.00 | 7.50   | 14.00 | 11.20 | 7.00   |
| 18      | 12.00 | 11.20 | 7.00   | 13.00 | 10.40 | 6.50   |

**—All Other Times—**

11	13.00	10.40	6.50
12	12.00	9.60	6.00
18	11.00	8.80	5.50

- PACKAGE PLANS**  
**FAMILY PLAN**  
6 tl, 6-9 am Mon thru Sat.  
6 tl, 4-7 pm Mon thru Sat.  
4 tl, 7-10 pm Mon thru Sat.  
4 tl, 9 am-6 pm Sat.  
4 tl, 10 am-6 pm Sun.  
24 1-min spots per wk.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—4%

**RATEHOLDER**

Minimum weekly schedule of 6 1-minute spots 6 am-midnight, Mon thru Sun, necessary to maintain consecutive week advertising.

**WOBS**

1948  
JACKSONVILLE

**Independent Negro**

Media Code 4 210 3105 5.00  
Mel-Lin, Inc., Box 7848, Jacksonville, Fla. 32210.  
Phone 904-388-3521.

**STATION'S PROGRAMMING DESCRIPTION**

WOBS: Programmed for Negro audience.  
MUSIC: gospel and rhythm and blues.  
NEWS: national, state and local broadcast on hour.

Subscribe to AP. 2 man news staff with mobile news car. Participate in various public service events to help better community. Air personalities available for some openings and special promotions. Also available, remote broadcast equipment. Contact Representative for further details. Rec'd 10/2/72.

- PERSONNEL**  
President—Larry R. Pless.  
Vice-Pres. & Station Mgr.—Willie J. Martin.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
Operating schedule: 1360 kc. Non-directional.  
Operating schedule: 4 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time: payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11d, 12a, 13a, 14a, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 26, 28a, 28c, 29a, 29b.  
Contracts: 40a, 41a, 44b, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 81, 82.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

Eff 2/1/68—Rec'd 12/11/68.

- SPOT ANNOUNCEMENTS**  
1x 50x 100x 150x 200x 250x 300x  
1 min. 18.00 17.00 16.00 15.00 14.00 13.00 12.00  
30 sec. 14.00 13.25 12.50 11.75 11.00 10.25 9.50
- PACKAGE PLANS**  
**SATURATION PLANS—FIXED POSITION**  
PER WK: 10 tl 20 tl 30 tl 40 tl 50 tl  
1 min. flat..... 14 13 12 11 10
- PROGRAM TIME RATES**  
1/2 hr..... 71.00 67.50 64.00 60.00 57.00 53.50 50.00  
1/4 hr..... 50.00 47.00 44.50 41.50 40.00 35.50 31.00  
5 min..... 28.00 25.50 24.00 20.00 17.00 14.00 12.50

**WOZN**

1974

Media Code 4 210 3127 9.00  
Radio Station WZOM, Inc., Box 9450-A, Jacksonville, Fla. 32208. Phone 904-765-5754.

**STATION'S PROGRAMMING DESCRIPTION**  
WOZN: Southern gospel music: choir, quartets & soloists. Church news & announcements, interviews with local ministers, ministers of music & church leaders. 7-9 am & 4-6 pm, music & spot participation. Rec'd 8/5/74.

- PERSONNEL**  
President—B. F. J. Timm.  
General Manager—Al Keirsey.
- FACILITIES**  
1,000 w.; 870 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0: within 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 25a, 28c, 29a, 33a.  
Contracts: 40a, 42a, 43, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60e.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**

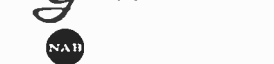
No. 1 Eff 7/1/74—Rec'd 8/27/74.

- SPOT ANNOUNCEMENTS**  
ROS: 1x 20x 40x 60x 80x 100x  
1 min..... 6.50 6.25 6.00 5.50 5.25 5.00  
30 sec..... 4.25 4.00 3.75 3.50 3.25 3.00  
10 sec..... 3.25 3.00 2.75 2.50 2.25 2.00  
Traffic time: Extra 15%.
- PROGRAM TIME RATES**  
1x 20x 40x 60x 80x 100x  
1/4 hr..... 24.00 22.00 20.00 18.25 16.50 15.00  
1/2 hr..... 47.00 43.00 39.00 36.00 32.00 30.00

**WPDQ**

1942  
JACKSONVILLE

McGavren-Guild  
pgw radio, inc.



Media Code 4 210 3150 1.00  
Belk Broadcasting Co., 660 Laura St., Jacksonville Fla. 32202. Phone 904-355-9507.

**STATION'S PROGRAMMING DESCRIPTION**  
WPDQ: Programmed to the black community with news, weather, rhythm and blues and gospel. Four local news persons: air personalities available for remotes. Contact Representative for further details. Rec'd 8/7/73.

- PERSONNEL**  
General Manager—G. Frank Godfrey.  
General Sales Manager—Harvey Bowden.  
Program Director—Chris Gamble, Jr.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w.; 600 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32a, 33a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

**TIME RATES**

- SPOT ANNOUNCEMENTS**  
No. J-2 Eff 6/5/72—Rec'd 6/8/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl.....	25	20	20	16	15	12
12 tl.....	24	15	13	15	14	11
18 tl.....	23	18	14	14	13	10
24 tl.....	20	16	15	12	10	8

10 sec: 50% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**WPDQ-FM**

1969  
JACKSONVILLE



Media Code 4 210 3151 9.00  
Belk Broadcasting Co. of Florida, 660 N. Laura St., Jacksonville, Fla. 32202. Phone 904-355-9507.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WPDQ-FM: Programming directed to young adult. MUSIC: progressive rock. NEWS: hourly with special features interspersed with regular programming. **COMMERCIAL POLICY:** 4 commercial interruptions per hour, maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 3/29/74.

- PERSONNEL**  
General Sales Manager—Ronald Carey.  
Program Director—Bill Bartlett.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 250 ft. above average terrain.

**TIME RATES**

No. J-3 Eff 5/24/73—Rec'd 3/29/74.

- SPOT ANNOUNCEMENTS**  
AAA—3 pm-4 am.  
AA—6 am-3 pm.
- | PER WK:     | 12 tl | 18 tl | 24 tl | 12 tl | 18 tl | 24 tl |
|-------------|-------|-------|-------|-------|-------|-------|
| 1 min.....  | 18    | 15    | 12    | 16    | 13    | 10    |
| 30 sec..... | 12    | 10    | 8     | 10    | 8     | 6     |
- Spots may combine for maximum frequency discount.

**WQIK WQIK-FM**

1955 JACKSONVILLE 1945

Alan Torbet Associates, Inc.



Media Code 4 210 3155 8.00  
Rowland Broadcasting Co., Inc., Box 6973, 5590 Rio Grande Ave., Jacksonville, Fla. 32205. Phone 904-356-1366.

**STATION'S PROGRAMMING DESCRIPTION**  
WQIK: Modern country music format. All programs emceed by 6 AIR PERSONALITIES, available for remote broadcasts. Audience participation contests & station promotion. Local, sports, national news at :60; 3 mobile units used in local news. Fishing reports: twice daily. Airplane traffic reports 1x/daily during drive times. 10% of air time devoted to public affairs, public service & editorials. **COMMERCIAL POLICY:** 12 minutes per hour. Contact Representative for further details. Rec'd 6/1/73.

- PERSONNEL**  
President—Marshall W. Rowland.  
Vice-Pres. & Gen'l Mgr.—Robert T. Rowland.  
Program Director—Ken Kirby.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.

- FACILITIES**  
50,000 w. days, 10,000 w. during critical hours; 1090 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 350 ft. above average terrain.  
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32b, 33a.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.  
Affiliated with MBS.

**TIME RATES**

- SPOT ANNOUNCEMENTS**  
AM ONLY  
Eff 9/1/68—Rec'd 9/4/68.  
AA—Mon thru Fri 6-10 am & 3-6 pm.  
A—Mon thru Fri 10 am-3 pm & after 6 pm; Sat & Sun all day.

PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
1 tl.....	18	17	16	16	15	14
10 tl.....	16	15	14	14	13	12
15 tl.....	14	13	12	12	11	10
30+.....	13	12	11	11	10	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- SPECIAL FEATURES**  
5-min news—1-1/2x minute rate.

- SPOT ANNOUNCEMENTS**  
FM ONLY  
Eff 4/13/65.  
PER WK: 1 tl 10 tl 20 tl 30 tl  
1 min..... 4.50 4.00 3.75 3.50  
30 sec..... 3.50 3.25 3.00 2.75  
10 sec..... 2.75 2.50 2.25 2.00

**FLORIDA**

**WVOJ**  
1940  
JACKSONVILLE  
**Independent**



Subscriber to the NAB Radio Code  
Media Code 4 210 3285 5.00  
Victory Broadcasting Corp., Box 37150, S. Jacksonville, Fla. 32205. Phone 904-388-0766.

**STATION'S PROGRAMMING DESCRIPTION**  
WVOJ: Programming modern country music 100%. All programs emceed by air personalities. Audience participation contests are featured regularly. News headlines at :28, including fishing reports. 5 min news at :55. Emphasis on local and area news, 3 mobile news cruisers on duty 24 hours a day with direct on scene reports. 16 traffic reports daily during drive times. Public affairs and editorials are given prime consideration. Contact Representative for further details. Rec'd 1/11/71.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—R. T. Oldenburg.  
Sales Manager—John F. X. Davis.  
Program Director—Gene Pope.
- REPRESENTATIVES**  
Blair Radio.

- FACILITIES**  
5,000 w.; 1320 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with Blair Represented Network.

**TIME RATES**  
No. 4 Eff 4/15/73—Rec'd 5/2/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
CLASS AAA  
PER WK: 6 tl 12 tl 18 tl 24 tl 36 tl  
1 min..... 26 25 24 23 22  
30 sec..... 21 20 19 18 17  
10 sec..... 16 15 14 13 12
- CLASS AA**  
1 min..... 23 22 21 20 19  
30 sec..... 19 18 17 16 15  
10 sec..... 15 14 13 12 11
- CLASS A**  
1 min..... 19 18 17 16 15  
30 sec..... 16 15 14 13 12  
10 sec..... 13 12 11 10 9

**JACKSONVILLE BEACH**

Duval County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

See Jacksonville (including Arlington, Atlantic Beach, Jacksonville Beach)

**JUPITER (1 AM; 1 FM)**

Palm Beach County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**WRYZ**

1965  
RAB

Media Code 4 210 3350 7.00  
Lighthouse Broadcasting Co., Radio Park Rd., Jupiter, Fla. 33458. Phone 305-746-5181.

**STATION'S PROGRAMMING DESCRIPTION**  
WRYZ: Programmed for adults and general audience.

- PERSONNEL**  
General Manager—John C. Hooker, Jr.
- REPRESENTATIVES**  
Dora-Clayton Agency, Inc.
- FACILITIES**  
1,000 w.; 1000 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contracts.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 10/5/73.

- SPOT ANNOUNCEMENTS**  
ROS: 1x 52x 260x 500x 1000x  
1 min..... 5.50 5.00 4.00 3.75 3.50  
30 sec..... 4.50 4.00 3.00 2.75 2.50  
10 sec, flat 1.75.

(This listing continued on next page)

# FLORIDA

## Jupiter—W R Y Z—Continued

### 7. PACKAGE PLANS

ROS SATURATION			
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
50/wk	132.50 132.50	150/30 days	520.00 356.00
100/wk	245.00 245.00	200/30 days	620.00 420.00
13 WEEK DISCOUNT PLAN			
260 x	810.00	810.00	810.00
10. SPECIAL FEATURES			
NEWS	13 wk 26 wk 52 wk		
5-min national news	8	7	6

## W R Y Z-FM

1971

Media Code 4 210 3351 5.00  
Lighthouse Broadcasting Co., Radio Park Rd., Jupiter, Fla. 33458. Phone 305-746-5191.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
WRYZ-FM: Programmed for adults.

### 8. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 320 ft. above average terrain.

### TIME RATES

Rates are identical to WRYZ. See that listing.

## KEY WEST (2 AM; 1 FM)

Monroe County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## W F Y N (FM)

1986

RAB

Media Code 4 210 3375 4.00  
Florida Keys Broadcasting Corp., Box 2515, Key West, Fla. 33040. Phone 305-294-2523.  
See affiliated AM station for additional information.  
AM facilities: WKIZ.

STATION'S PROGRAMMING DESCRIPTION  
WFYN (FM): MUSIC: MOR consisting of 80% instrumental and 20% vocals. NEWS: local—10 min at 8 am, noon & 6 pm; weather at 30. COMMERCIAL POLICY: 2 minutes of commercial time is allowed hourly. Contact Representative for further details. Rec'd 4/6/71.

### 9. FACILITIES

ERP 36,000 w.; 93.5 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.

### TIME RATES

ET—Rec'd 10/15/73.						
YR:	1x	13x	26x	52x	104x	156x 260x 312x
1 min	5.00	4.50	4.25	4.00	3.75	3.50 3.25 3.00
30 sec:	80% of 1-min.					

## WKIZ

1959

## Independent

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 210 3420 8.00  
Florida Keys Broadcasting Corp., Box 2515, Key West, Fla. 33040. Phone 305-294-2523.

STATION'S PROGRAMMING DESCRIPTION  
WKIZ: MUSIC: MOR, current hits, plus a liberal use of past hits from 1955. All within a personality top 60 format. NEWS: local bureau & AP; 10 min at 8 am, noon & 6 pm daily; 5 min at 3:55. SPORTS: 5 min at 7:30 am & 5:30 pm; live football & basketball; state & city football. Weather: 5 min live from U. S. weather bureau at 7:45 am, 12:30 & 6:30 pm daily. SPECIAL EVENTS: completely equipped mobile broadcast studio for remotes. Contact Representative for further details. Rec'd 4/6/71.

### 1. PERSONNEL

Tres. & Gen'l Mgr.—Gayle D. Swofford.  
Program Director—Timothy Lee.

### 2. REPRESENTATIVES

Vic Piano Associates, Inc.  
Miami—Advertising Representatives, Inc.

### 3. FACILITIES

250 w.; 1500 kc. Directional.  
Operating schedule: 5:30-1 am, EST.

### 4. AGENCY COMMISSION

15% on time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25c, 30.  
Contracts: 40a, 42b, 44b, 45, 46, 51b.  
Comb.: Cont. Discounts: 50f, 63d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: WFYN (FM).

### TIME RATES

ET 6/15/72—Rec'd 6/14/72.						
6. SPOT ANNOUNCEMENTS						
PER YR:	1x	13x	26x	52x	104x	156x 260x 312x
1 min	5.00	4.75	4.50	4.25	4.00	3.75 3.50 3.25
8. PROGRAM TIME RATES						
1 hr	1/2 hr	1/4 hr	10 min	5 min		
1 x	41.50	24.90	16.80	13.45	10.35	
DISCOUNTS						
15x-6%	62x-12-1/2%	156x-20%				
30x-10%	104x-13%	360x-25%				

## WKWF

1945

NAB

Media Code 4 210 3465 3.00  
John M. Spottwood, Box 1300, Key West, Fla. 33040.  
Phone 305-296-2222.

### 1. PERSONNEL

Owner & Gen'l Mgr.—John M. Spottwood.  
Assistant General Manager—Mary S. Spottwood.  
Sales Manager—Jack Sellers.

### 2. FACILITIES

500 w.; 1600 kc. Non-directional.  
Operating schedule: 24 hours daily.

### 3. AGENCY COMMISSION

15/0 10th of following month.

4. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS and KBS.

### TIME RATES

Rates effective April 1, 1954. (Card No. 4.)  
Card received March 11, 1954.

### 6. SPOT ANNOUNCEMENTS

CLASS A			
(*)	(†)	(*)	(†)
13 ti	5.50	4.75	78 ti
13 ti	5.00	4.25	104 ti
20 ti	4.50	3.75	156 ti
52 ti	4.00	3.25	260 ti
CLASS B			
1 ti	3.00	2.50	78 ti
13 ti	2.80	1.95	104 ti
20 ti	2.60	1.80	156 ti
52 ti	2.40	1.95	260 ti

(\*) 1-minute announcements—120 words.  
(†) 30-second announcements—60 words.

### 8. PROGRAM TIME RATES

CLASS A						
(8:00-9:00 am, noon-1:00 pm, 5:00-8:00 pm)						
Mon thru Sat; noon-8:00 pm Sun						
1 hr	3/4 hr	1/2 hr	1/4 hr	10 min	5 min	
1 ti	32.00	29.00	20.00	14.00	11.50	9.50
13 ti	30.50	24.00	19.00	13.10	11.00	9.00
20 ti	29.00	23.00	18.00	12.20	10.50	8.50
52 ti	27.00	21.50	17.00	11.30	10.00	8.00
78 ti	25.00	20.00	16.00	10.40	9.50	7.50
104 ti	24.50	18.50	15.00	9.90	9.00	7.00
156 ti	23.00	17.00	14.00	8.80	8.50	7.00
260+	21.50	15.50	13.00	8.00	7.50	6.75
CLASS B						
(9:00 am-noon, 1:00-5:00 pm Mon thru Sat)						
7:00 am-noon Sun; 8:00-10:30 pm Mon thru Sat						
1 ti	30.00	24.00	18.00	13.00	9.50	7.50
13 ti	28.50	22.00	17.00	11.10	9.00	7.00
20 ti	27.00	21.00	16.00	10.20	8.50	6.50
52 ti	25.00	19.50	15.00	9.30	8.00	6.00
78 ti	24.00	18.00	14.00	8.40	7.50	5.50
104 ti	23.50	16.50	13.00	7.60	7.00	5.30
156 ti	21.00	15.00	12.00	6.80	6.50	5.00
260+	19.50	13.50	11.00	6.00	5.50	4.75

## KISSIMMEE (2 AM)

Osceola County—Map Location O-6  
See SRDS consumer market map and data at beginning of the State.

## WACY

1954

Media Code 4 210 3480 2.00  
Opportunity Broadcasters, Inc., Drawer X, Kissimmee, Fla. 32741. Phone 305-847-5147. Orlando phone 305-422-9917.

### STATION'S PROGRAMMING DESCRIPTION

WACY: Rock, progressive, oldies.

### 1. PERSONNEL

Manager—Rick Reynolds.

### 2. REPRESENTATIVES

Southern Spot Sales, Inc.  
Edwin H. Cohen.

### 3. FACILITIES

1,000 w. days; 1,220 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

ET—Rec'd 7/1/74.					
6. SPOT ANNOUNCEMENTS					
1 min	5.00	3.20	2.60	2.50	2.30
30 sec	2.90	2.56	2.10	1.55	1.40

### 7. PACKAGE PLANS

1 min	20 ti	30 ti	40 ti	50 ti	100 ti
1 min	2.25	2.20	2.10	2.00	1.80
30 sec	1.75	1.60	1.50	1.40	1.25

## WFIV

1965

Media Code 4 210 3510 6.00  
Edward C. Allmon, Radio Florida Broadcasters, Drawer B, Kissimmee, Fla. 32741. Phone 305-847-4422.  
Studio: Drawer 5519, Orlando, Fla. 32805. Phone 305-425-8623.

### STATION'S PROGRAMMING DESCRIPTION

WFIV: Programmed for adult audience.  
Music: "Nashville Sound" Country Music. All music programs handled by air personalities. NEWS: local, compiled & reported by fulltime local news director, weather reports from U.S. Weather Bureau, state, national & international news, twice hourly; UPF news service. FARM: farm market reports & agriculture & business reports throughout the day, including citrus

& cattle reports. SPECIAL EVENTS: Complete facilities for live or recorded remote broadcasts. Contact Representative for further details. Rec'd 11/8/72.

### 1. PERSONNEL

President—Edward C. Allmon.  
General Manager—William J. Burgess.  
Women's News Director—Carolyn Miasrown.

### 2. REPRESENTATIVES

West—Dorley & Associates.  
East, South—David Carpenter Company.

### 3. FACILITIES

5,000 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise to local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time only. Bills payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6a.  
Rate Protection: 15c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.  
Cancellation: 70c, 71a, 73a.

### TIME RATES

ET—Rec'd 11/8/72.					
6. SPOT ANNOUNCEMENTS					
1 min	12.00	11.00	9.50	7.50	5.00
30 sec	10.00	9.00	7.50	6.00	4.00
8. PROGRAM TIME RATES					
1 hr	52 wk	26 wk	13 wk		
1/2 hr	75	90	110		
1/4 hr	45	55	67		
	27	33	40		

## LAKE CITY (2 AM; 1 FM)

Columbia County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WDSR

1948

NAB

Media Code 4 210 3600 5.00  
Deep South Radioways, Inc., Box 826, Lake City, Fla. 32055. Phone 904-752-1340.

### 1. PERSONNEL

General Manager—Joe L. Duckett.

### 2. FACILITIES

1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-11:00 pm, EST.

### 3. AGENCY COMMISSION

None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WTLD (FM).  
Affiliated with CBS.  
Member: The Tobacco Radio Network.  
10% discount on duplicate orders on WDSR and WTLD (FM).

### TIME RATES

ET 3/1/71—Rec'd 3/4/71.					
AAA—Mon thru Sat noon 7-9 am & 3-6:30 pm.					
AA—Mon thru Fri 9 am-3 pm. ROS schedules considered AA although some will be scheduled AAA.					
A—Mon thru Fri 5:30-7 am & 6:30-11 pm; Sat noon-11 pm; Sun all day.					

### 6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER WK:	1 ti	14 ti	21 ti	31+	
1 min	6.00	5.25	4.50	3.75	
30 sec	5.00	4.40	3.80	3.30	
CLASS AA					
1 min	5.00	4.25	3.50	2.75	
30 sec	4.00	3.40	2.80	2.30	
CLASS A					
1 min	3.00	2.50	2.00	1.50	
30 sec	2.40	2.00	1.60	1.20	

## WGRO

1958

RAB

Subscriber to the NAB Radio Code  
Media Code 4 210 3645 0.00  
Columbia County Broadcasting Co., 30 N. Hernando St., Lake City, Fla. 32055. Phone 904-753-9960.

### STATION'S PROGRAMMING DESCRIPTION

WGRO: MUSIC: modern country & general popular.

### 1. PERSONNEL

General Manager—Bob Dohelstein.

### 2. REPRESENTATIVES

Atlanta—W. O. Jones, Inc.

### 3. FACILITIES

500 w. days; 960 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time only; 10 days.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Country Music Network.

### TIME RATES

ET—Rec'd 11/13/70.					
6. SPOT ANNOUNCEMENTS					
1 min	4.50	4.25	4.00	3.75	3.50 3.25 3.00
30 sec	3.50	3.25	3.00	2.75	2.50 2.25 2.00
15 sec					



Lakeland—W Q P D—Continued

CLASS A					
	1x	15x	26x	52x	104x
1 hr.	55.00	52.00	47.00	44.00	42.00
1/2 hr.	33.00	31.00	29.00	27.00	25.00
1/4 hr.	22.00	21.00	20.00	19.00	18.00
10 min.	16.00	15.50	15.00	14.50	14.00
5 min.	13.00	12.50	12.00	11.50	11.00

CLASS B					
	1x	15x	26x	52x	104x
1 hr.	35.00	34.00	31.50	29.00	28.00
1/2 hr.	22.00	20.50	19.50	18.00	16.50
1/4 hr.	14.50	14.00	13.50	12.50	12.00
10 min.	10.50	10.00	9.50	9.00	8.50
5 min.	8.50	8.25	8.00	7.75	7.50

W V F M (FM)  
1965



Alan Torbet Associates, Inc.

Media Code 4 210 3700 5.00  
Lakeland FM Broadcasting, Inc., Box 2635, Lakeland, Fla. 33803. Phone 813-646-8588.

**STATION'S PROGRAMMING DESCRIPTION**  
WVFM (FM): MUSIC: Current hits, standards & show tunes. 99% instrumental, 1% vocal. NEWS: 5 min-6:55, 7:25, 7:55 & 11:55 am, 10 min-5:50 pm. Talk Shows 6-8:30 pm & 11 pm-midnight Sunday. Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Bud Kurtz.  
Vice-President—Duane McConnell.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc., Southeastern—Media Sales/South.
- FACILITIES**  
ERP 100,000 w.; 94.1 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**  
Contact station. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 28a.  
Contracts: 40c, 46.  
Comb.; Cont. Discounts: 60a, 60b, 60c, 61a.  
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES  
ET—Rec'd 5/31/74.

6. SPOT ANNOUNCEMENTS					
	1x	50x	100x	200x	300x
1 min	6.10	5.75	5.40	5.00	4.60
30 sec	4.90	4.60	4.30	4.00	3.70

7. PACKAGE PLANS		
PER WK. EA:	35 ti	25 ti
1 min.	4.00	4.25
30 sec.	3.20	3.10

W W A B  
1957



Media Code 4 210 3825 8.00  
Box 65, Lakeland, Fla. 33802. Phone 813-686-8127.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWAB: Modern country music. Local & network news; remote facilities; 2 news vehicles. Morning & afternoon traffic reports from station's aircraft. Promotions & give aways inviting listener participation. Contact Representative for further details. Rec'd 11/28/73.

- PERSONNEL**  
General Manager—Hugh R. Hughes.  
Operations Manager—Bill Strebek.  
Program Director—J. Howard Hughes.
- REPRESENTATIVES**  
Vic Plano Associates, Inc.  
Miami—Advertising Representatives, Inc.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%; Bills payable 10th of each month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 15b.  
Basic Rates: 20a, 21a, 21b, 22b, 23a, 28a, 29a, 29b.  
Contracts: 40a, 42a, 42c, 43, 44a, 46, 48, 49, 51a.  
Comb.; Cont. Discounts: 60b, 61a, 62d.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

NATIONAL AND LOCAL RATES SAME  
ET 10/17/71—Rec'd 12/27/71.

6. SPOT ANNOUNCEMENTS			
	1x	101x	1000x
1 min.	4.00	3.50	3.00
30 sec.	3.00	2.50	2.00
15 sec.	2.00	1.50	1.25

A. PROGRAM TIME RATES			
	1x	101x	1000x
5 min.	8	3	4
1/4 hr.	20	17	14
25 min.	30	27	24

LAKE WALES

Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State

W I P C  
1951

Media Code 4 210 3870 4.00  
Olive Broadcasting Co., Box 712, Lake Wales, Fla. 33852. Phone 813-676-1486, 1487.

- PERSONNEL**  
Gen'l & Com'l Mgr.—Thomas N. Thornburg.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.

3. FACILITIES

1,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
4. **AGENCY COMMISSION**  
15% time only.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

ET 3/17/74—Rec'd 3/13/74.

6. SPOT ANNOUNCEMENTS				
	1 ti	30 ti	50 ti	80+
PER MO. ROS:				
1 min.	5.00	4.00	3.40	2.90
30 sec.	3.50	3.00	2.70	2.20
10 sec.	2.20	2.00	1.80	1.60

Fixed position, extra 10%.

7. PACKAGE PLANS			
PER WK. ROS. EA:	30 ti	50 ti	80 ti
1 min.	3.40	2.90	2.50
30 sec.	2.70	2.20	2.00
10 sec.	1.80	1.60	1.40

Fixed position, extra 10%.

LAKE WORTH

Palm Beach County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

See West Palm Beach  
(including Boynton Beach, Lake Worth,  
Palm Beach and Riviera Beach)

LARGO

Pinellas County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

See Tampa-St. Petersburg  
(including Clearwater, Dunedin, Largo,  
Pinellas Park)

LEESBURG (2 AM; 1 FM)

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

W D G M (FM)  
1969



Media Code 4 210 3892 8.00  
Heard Broadcasting, Inc., Drawer 799, Leesburg, Fla. 32748. Phone 904-787-4108.  
See affiliated AM station for additional information.  
AM facilities WLBE.

- STATION'S PROGRAMMING DESCRIPTION**  
WDGM (FM): MUSIC: MOR. NEWS: net & local.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William N. Babcock.
  - FACILITIES**  
ERP 50,000 w.; 106.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 271 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.
- TIME RATES  
ET—Rec'd 8/29/74.
- | 6. SPOT ANNOUNCEMENTS |      |      |      |      |      |
|-----------------------|------|------|------|------|------|
|                       | 1x   | 15x  | 30x  | 45x  | 60x  |
| 1 min                 | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 |
| 30 sec                | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 |
| 10 sec                | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 |
10. SPECIAL FEATURES  
PER WK.: 1 ti 3 ti 5 ti 6 ti 7 ti  
5-min news..... 9.75 8.80 8.15 7.60 7.40  
4-min news..... 8.00 7.50 6.75 6.25 6.00  
3-min weather..... 7.00 6.50 6.00 5.50 5.00

W L B E  
1949



Media Code 4 210 3915 7.00  
Heard Broadcasting, Inc., Drawer 799, Leesburg, Fla. 32748. Phone 904-787-2790.  
Other office: Phone 904-343-2790.

- STATION'S PROGRAMMING DESCRIPTION**  
WLBE: MUSIC: MOR and contemporary.
- PERSONNEL**  
General Manager—Donald Garner.
  - REPRESENTATIVES**  
Charles Bernard Co., Inc.
  - FACILITIES**  
5,000 w. days non-directional, 1,000 w. nights directional; 799 kc.  
Operating schedule: 24 hours daily. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WDGM (FM).  
Affiliated with MBS.

TIME RATES  
ET—Rec'd 4/30/74.

6. SPOT ANNOUNCEMENTS					
	1x	15x	30x	45x	60x
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	6.25	6.00	5.75	5.50	5.25
10 sec	5.50	5.25	5.00	4.75	4.50

10. SPECIAL FEATURES  
PER WK.: 1 ti 3 ti 5 ti 6 ti 7 ti  
5-min news..... 9.75 8.80 8.15 7.60 7.40  
4-min news..... 8.00 7.50 6.75 6.25 6.00  
3-min weather..... 7.00 6.50 6.00 5.50 5.00

W Z S T  
1957



Media Code 4 210 3960 3.00  
WYOU, Inc. of Tampa, Drawer K, Corley Island, Leesburg, Fla. 32748. Phone 904-787-2313.  
**STATION'S PROGRAMMING DESCRIPTION**  
WZST: modern country. Five min news each hour

- PERSONNEL**  
General Manager—Gary R. Larsen.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
5,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 1/1/74—Rec'd 12/28/73.
- | 6. SPOT ANNOUNCEMENTS |      |       |       |       |
|-----------------------|------|-------|-------|-------|
|                       | 1 ti | 10 ti | 20 ti | 40 ti |
| 1 min.                | 6.00 | 5.50  | 5.00  | 4.50  |
| 30 sec.               | 5.00 | 4.50  | 4.00  | 3.50  |
| 10 sec.               | 4.00 | 3.75  | 3.50  | 2.95  |
10. SPECIAL FEATURES  
PER WK. BTA: 5 ti 6 ti  
5-min newscast..... 4.50 4.00  
3-min newscast..... 3.50 3.00  
Weather..... 3.50 3.00

LEHIGH ACRES

Lee County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

W A Y K  
1970



Media Code 4 210 3975 1.00  
Broadcast Management, Inc., Box 835, Lehigh Acres, Fla. 33936. Phone 813-369-2118.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAYK: MUSIC: albums with emphasis on instrumentals of adult appeal, presented on uninterrupted 12 min segments. COMMERCIAL POLICY: 10 min maximum per hour. Contact Representative for further details. Rec'd 11/5/73.

- PERSONNEL**  
General Manager—Lou L. Garris.  
Operations Manager—Jean Simon.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1440 kc.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0; payable monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 28c.  
Contracts: 40a, 41, 42b, 43, 45, 46.  
Comb.; Cont. Discounts: 60d, 60e, 62d.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

TIME RATES  
No. 5 ET 10/1/73—Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS					
PER WK. 1 MIN:	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	12.00	10.80	10.20	9.60	9.00
12 ti	10.80	9.70	9.20	8.65	8.10
24 ti	10.20	9.20	8.65	8.15	7.65
36 ti	9.60	8.65	8.15	7.70	7.20

30 SEC:

6 ti	9.60	8.65	8.15	7.70	7.20
12 ti	8.65	7.75	7.35	6.90	6.50
24 ti	8.15	7.35	6.90	6.50	6.10
36 ti	7.70	6.90	6.50	6.15	5.75

20 SEC:

6 ti	8.00	7.20	6.80	6.40	6.00
12 ti	7.20	6.45	6.15	5.75	5.40
24 ti	6.80	6.15	5.75	5.45	5.10
36 ti	6.40	5.75	5.45	5.15	4.80

10. SPECIAL FEATURES  
5-MIN NEWS: 1 wk 13 wk 26 wk 39 wk 52 wk  
6 ti 14.40 13.00 12.25 11.50 10.80  
10 ti 13.00 11.70 11.05 10.40 9.75 (D)

LIVE OAK (1 AM; 1 FM)

Suwanee County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

W N E R  
1949



Subscriber to the NAB Radio Code  
Media Code 4 210 4005 1.00  
Suwanee Broadcasting Co., Box 130, Live Oak, Fla. 32060. Phone 362-1250.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNER: Programmed to reach a varied audience.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—George R. Day, Jr.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-7 pm. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WQHL.  
Member: The Tobacco Radio Network.
- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 9/73—Rec'd 8/24/73.

FLORIDA

5. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
Flat	2.25	1.75	1.25
10+ 1-min spots per wk/13-wk contract, less 10%.			
PER YR:	1000x	1500x	
1 min.	1.90	1.75	
30 sec.	1.65	1.50	

DISCOUNT  
52 wk—25%

W Q H L  
1973



Subscriber to the NAB Radio Code  
Media Code 4 210 4027 0.00  
WNER, Inc., Box 130, 1365 E. Helvenston St., Live Oak, Fla. 32060. Phone 904-362-1250.  
See affiliated AM station for additional information.  
AM facilities: WNER.

- PERSONNEL**  
President—Norman O. Protsman.
  - FACILITIES**  
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 98.1 mc. Stereo.  
Operating schedule: 6-11 am. EST.  
Antenna ht.: 200 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.
- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 12/73—Rec'd 7/25/74.
- | 6. SPOT ANNOUNCEMENTS |         |         |
|-----------------------|---------|---------|
| 1 min.                | 30 sec. | 10 sec. |
| 3.00                  | 3.00    | 2.00    |
7. PACKAGE PLANS  
50/10 days, 1 min 112.50 50/10 days, 30 sec 75.00

MADISON

Madison County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

W M A F  
1956



Subscriber to the NAB Radio Code  
Media Code 4 210 4050 2.00  
Billy G. Walker, Box 621, Madison, Fla. 32340.  
Phone 904-973-6333.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMAF: MOR, C & W, gospel, top 40.

- PERSONNEL**  
General Manager—Lonnie Cecil Carter.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Affiliated with KHS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	20 sec
Ea	2.50	1.75	1.50

MARATHON

Monroe County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

W F F G  
1962



Media Code 4 210 4095 7.00  
WHOO Radio, Inc., Box 488, Marathon, Fla. 33050.  
Phone 305-973-5563.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFFG: Programmed for adults.



# FLORIDA

## Marianna—WTOT—Continued

- PERSONNEL**  
General Manager—Gerald Gause.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
1,900 w. days; 950 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. **CST.**
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KISS.

**TIME RATES**  
Rates effective January 1, 1960. (Card No. 2.)  
(Card received January 26, 1960.)

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time.....	38.00	22.80	15.20	7.60	3.60
23 times.....	36.00	21.60	14.40	7.20	3.40
26 times.....	34.00	20.40	13.60	6.80	3.20
52 times.....	32.00	19.20	12.80	6.40	3.00
104 times.....	30.00	18.00	12.00	6.00	2.80
156 times.....	28.00	16.80	11.20	5.60	2.60
260 times.....	26.00	15.60	10.40	5.20	2.40
312 times.....	24.00	14.20	9.60	4.80	2.20

## WTOT-FM

1964  
Subscriber to the NAB Radio Code  
Media Code 4 210 4141 9.00  
The Chipola Corp., Box 569, 104 S. Caledonia St.,  
Marianna, Fla., 32446. Phone 904-482-3046.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 2,500 w.; 100.9 mc. Stereo.  
Operating schedule: 6:45 am-11:00 pm daily. **CST.**  
Antenna ht.: 285 ft. above average terrain.

**TIME RATES**  
Rates effective  
Rates received October 8, 1965.

**7. PACKAGE PLANS**

PER MO: 15 MINUTES

1 unit per day.....	1.00
2 units per day.....	1.85
3 units per day.....	2.60
4 units per day.....	3.50

30 MINUTES

1 unit per day.....	2.50
2 units per day.....	4.30
3 units per day.....	6.30
4 units per day.....	8.50

All units are on a 7 day per week basis.  
All units are on a monthly contract basis with a  
30 day cancellation notice.  
To give all advertisers equal coverage, all units are  
set up on a daily rotation basis. No competitive  
units will be placed within an hour of a unit.

## WTYS

1948  
Media Code 4 210 4185 6.00  
James W. (Jim) Tate, Box 777, Marianna, Fla.  
32446. Phone 904-482-2131.

**STATION'S PROGRAMMING DESCRIPTION**  
WTYS: Programmed for farm audience.

- PERSONNEL**  
Owner & Gen'l Mgr.—Jim Tate.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5 am-10 pm. **CST.**
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/60—Rec'd 10/3/60.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x
1 min.....	2.10	2.00	1.90	1.80	1.70
1 min.....	1.60	1.50	1.40	1.30	1.20

## MELBOURNE (3 AM; 2 FM)

Brevard County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## WMEL

1956  
RAB  
Media Code 4 210 4200 3.00  
WMEL, Inc., Box 1318, Turtle Mound & Aurora  
Rds., Melbourne, Fla. 32935. Phones 305-254-2282,  
783-0920.

**STATION'S PROGRAMMING DESCRIPTION**  
WMEL: Programmed for adults, young adults and  
teens.  
**MUSIC:** MOB blended with top 40. **NEWS:** network  
at :00; local at :30; weather, including marine &  
beach at :15 & :45. **AIR PERSONALITIES** handle  
all segments. **SPORTS:** auto racing, network hourly  
weekends, local hourly weekdays. **COMMERCIAL**  
**POLICY:** 18 minutes per hour. Contact Representative  
for further details. Rec'd 1/14/72.

- PERSONNEL**  
Pres. & Sales Mgr.—Jack Siegel.

## 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
New England Spot Sales, Inc.  
Atlanta—Media Sales/South.

## 3. FACILITIES

1,900 w.; 920 kc. Directional night.  
Operating schedule: 24 hours daily. **EST.**

## 4. AGENCY COMMISSION

15/10; 10 days.

## 5. GENERAL ADVERTISING

See coded regulations

General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.

Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 25a, 26.

28b, 28c, 29b, 30, 31, 33c.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49.

51a, 51c.

Comb.: Cont. Discounts: 60b, 61a, 62b.

Cancellation: 70a, 70c, 71a, 72.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

**TIME RATES**  
ET 12/31/70.  
AA—Daily 6-9:30 am & 3:30-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec
PER WK:				
10 ti.....	4.80	3.80	5.50	4.45
20 ti.....	4.45	3.45	5.15	4.10
30 ti.....	4.15	3.10	4.80	3.80
40 ti.....	3.80	2.75	4.45	3.45
50 ti.....	3.45	2.40	4.10	3.10

PER MO:

40 ti.....	4.45	3.80	5.50	4.15
80 ti.....	4.15	3.45	4.80	3.80
120 ti.....	3.80	3.10	4.45	3.45
160 ti.....	3.45	2.75	4.10	3.10
200 ti.....	3.10	2.40	3.80	2.75
250 x.....	4.15	3.45	4.80	3.80
320 x.....	3.80	3.10	4.45	3.45
1040 x.....	3.45	2.75	4.10	3.10

10 sec: 50% of 1-min.

## WMMB

1947  
Media Code 4 210 4225 0.00  
Broadcast Enterprises, Inc., Box 908, 50 Front St.,  
Melbourne, Fla. 32901. Phone 305-723-1661.

**STATION'S PROGRAMMING DESCRIPTION**  
WMMB: Programmed for 25-49.

**MUSIC:** MOR, NEWS: network at :00 & :30; local  
news following. Weather at :15 & :45. **SPORTS:**  
major league baseball, pro & college football. Talk:  
9-10 am M-F live panel interview show. Marine,  
fishing & stock reports daily. **COMMERCIAL**  
**POLICY:** maximum 14 minutes per hour. Contact  
Representative for further details. Rec'd 5/8/74.

- PERSONNEL**  
President—Gordon Sherman.  
Vice-Pres. & Gen'l Mgr.—John S. Allen.  
Dir. Nat'l/Reg. Sales—W. Barrett Mayer.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Southeast Florida—Edwin H. Cohen.  
Southeast—David Carpenter Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-  
directional.  
Operating schedule: 24 hours daily. **EST.**
- AGENCY COMMISSION**  
15% time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3a, 5, 6a, 7b.  
Rate Protection: 60 days.  
Basic Rates: 20b, 20c, 22a.  
Contracts: 40a, 41, 42a, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 61c, 62a.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 82.  
FM facilities: WYRL (FM).  
Affiliated with WMB.

**TIME RATES**  
No. A-1 ET 5/1/74—Rec'd 5/9/74.  
AA—8-9 am & 4-7 pm.  
A—10 am-4 pm & 7-10 pm.  
B—10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	260x
1 min.....	7.00	6.50	6.00	5.50	5.25	5.00
30 sec.....	5.50	4.75	4.50	4.25	4.15	4.00
10 sec.....	3.50	3.25	3.00	2.75	2.50	2.25

CLASS A

1 min.....	6.30	5.85	5.40	4.95	4.85	4.50
30 sec.....	4.95	4.50	4.05	3.85	3.75	3.60
10 sec.....	3.15	2.95	2.70	2.50	2.25	2.05

B: 1 min/30 sec. 60% of A.A.

- PACKAGE PLANS**  
ROS, PER WK:

1 min.....	14 ti	28 ti	42 ti
1 min.....	4.40	3.75	3.65
30 sec.....	3.90	3.60	3.40
10 sec, flat 2.50.			

- PARTICIPATING PROGRAMS**  
TALK OF THE TOWN—MON THRU FRI 9-10 AM  
1 min, flat..... 20.00 30 sec, flat..... 16.00  
NIGHT SHIFT—MIDNIGHT-6 AM  
1 min, flat 2.75.

**WMMB/WYRL (FM) COMBINATION**

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	260x
ROS:						
1 min.....	9.20	8.50	8.25	8.00	7.75	7.50
30 sec.....	6.95	6.55	6.25	6.00	5.75	5.50
10 sec.....	6.25	6.00	5.50	5.00	4.50	4.00

- PARTICIPATING PROGRAMS**  
JOHNNY MOORE—MON THRU FRI 7-9 PM  
PER WK:

1 min.....	5 ti	10 ti	20 ti
1 min.....	5.00	4.50	3.75
30 sec.....	4.40	3.20	3.00

## WTAI

1958  
Media Code 4 210 4250 8.00

Cape Canaveral Broadcasters, Inc., Box 1560, Mel-  
bourne, Fla. 32935. Phone 305-254-1771.

**STATION'S PROGRAMMING DESCRIPTION**

WTAI: Programmed for young adults & adults.

**MUSIC:** modern country. **NEWS:** UPI audio at :00  
& :30. **Weather** at :05 & :35. **SPORTS:** NASCAR auto  
races, prep & college football & boat races. **Fishing**  
reports. **COMMERCIAL POLICY:** 18 minutes per  
hour. Live remotes available. Contact Representative  
for further details. Rec'd 8/1/72.

- PERSONNEL**  
President—Thomas R. Hansen.  
Vice-Pres. & Cont'l Mgr.—John W. Donahay, Jr.  
Program Director—Michael B. Stone.
- REPRESENTATIVES**  
Southwest—Mario Messina Company.  
Southeast—Southern Spot Sales, Inc.
- FACILITIES**  
5,000 w.; 1580 kc. Non-directional.  
Operating schedule: 6 am-local sunset. **EST.**
- AGENCY COMMISSION**  
15% payable on receipt.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25b, 26, 27,  
28, 29a, 29b, 31, 32a.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 49, 50.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/20/72—Rec'd 8/2/72.

**6. SPOT ANNOUNCEMENTS**

	10 ti	20 ti	30 ti	40 ti	50 ti
PER WK:					
1 min.....	3.50	3.25	2.95	2.75	2.65
30 sec.....	2.85	2.65	2.30	2.30	2.15

- PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	75	60	(*)	20
3 x.....	60	48	30	16
8 x.....	50	40	20	12

(\*) 37.50.

**AM-FM COMBINATION**

	10 ti	20 ti	30 ti	40 ti	50 ti
PER WK:					
1 min.....	5.60	5.20	4.72	4.40	4.24
30 sec.....	4.56	4.24	4.00	3.68	3.44

**DISCOUNTS**  
13 wk—5% 26 wk—7% 39 wk—10% 52 wk—15%

## WTAI-FM

1972  
Media Code 4 210 4251 6.00

Cape Canaveral Broadcasters, Inc., Box 1560, Mel-  
bourne, Fla. 32935. Phone 305-254-1771.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

WTAI-FM: Programmed for young adults.

**MUSIC:** Olde Golde, 100% million seller original  
hits. **NEWS:** UPI audio at :00, weather at :05.  
**COMMERCIAL POLICY:** 11 minutes per hour. Contact  
Representative for further details. Rec'd 8/28/72.

- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. **EST.**  
Antenna ht.: 314 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WTAI, see that listing  
for rates.
- TIME RATES**  
ET 8/1/72—Rec'd 8/2/72.
- SPOT ANNOUNCEMENTS**

	10 ti	20 ti	30 ti	40 ti	50 ti
PER WK:					
1 min.....	3.50	3.25	2.95	2.75	2.65
30 sec.....	2.85	2.65	2.30	2.30	2.15

- DISCOUNT**

13 wk—5%	39 wk—10%
26 wk—7%	52 wk—15%

## WYRL (FM)

1968  
Media Code 4 210 4275 5.00

Broadcast Enterprises, Inc., Box 908, 50 Front St.,  
Melbourne, Fla. 32901. Phone 305-723-1661.

See affiliated AM station for additional information.

**AM facilities:** WMMB.

**STATION'S PROGRAMMING DESCRIPTION**  
WYRL (FM): **MUSIC:** C & W, Nashville sound.  
**NEWS:** network at :00, regional news & weather  
following. Contact Representative for further details.  
Rec'd 5/9/74.

- PERSONNEL**  
Station Director—Bud Lucas.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. **EST.**  
Antenna ht.: 239 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with WMB.  
Sold in combination with WMMB. See that listing  
for rates.

**TIME RATES**  
No. A-1 ET 5/1/74—Rec'd 5/9/74.  
AA—6-10 am & 4-7 pm.  
A—10 am-4 pm & 7-10 pm.  
B—10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	260x
1 min.....	5.25	5.00	4.75	4.50	4.25	4.00
30 sec.....	4.75	4.50	3.75	3.25	3.10	3.00
10 sec.....	3.25	3.00	2.75	2.50	2.25	2.00

- PACKAGE PLANS**  
TAP, PER WK:

1 min.....	6 ti	12 ti	18 ti
1 min.....	19	17	15
30 sec.....	17	15	13
10 sec.....	15	13	12

- CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
Minimum per wk 25.00.

## MIAMI-MIAMI BEACH

(including Coral Gables, Hialeah)

(14 AM; 11 FM)

Plus 3 paid duplicates; 3 cross references.

Dade County—Map Location H-10

See SRDS consumer market map and data at begin-  
ning of the State.

Stations located within the combined city area are  
consolidated under multiple city headings. This is  
not to imply that all of the stations provide equal  
coverage of the entire area or cities involved. It is  
part of the time buying function to determine extent  
of individual station coverage, audience delivered, etc.  
within the area.

## RADIO MARKET ESTIMATOR



Miami-Miami Beach—Continued

WAYS

FORT LAUDERDALE

City of license, Fort Lauderdale, Fla.  
Miami office—25 S.W. 2nd Ave., Miami, Fla. 33101.  
Phone 305-377-3721.  
See listing under Fort Lauderdale, Fla.

WAXY (FM)

1960 FORT LAUDERDALE



(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)  
Media Code 4 210 1825 0.00  
RKO General, 419 S. Andrews, Fort Lauderdale, Fla. 33301 Phone 305-525-6351.

**STATION'S PROGRAMMING DESCRIPTION**  
WAXY (FM): MUSIC: All oldies, Rock & Roll hits from 50's & early 60's. Community oriented, public affairs programs weekly. Editorials on major issues. **COMMERCIAL POLICY:** 4 commercial breaks per hour. Contact Representative for further details. Rec'd 3/10/73.

- PERSONNEL**  
General Manager—Mike Scheuhle.  
Sales Manager—Marty Cohn.  
Program Director—Tom West.
- REPRESENTATIVES**  
RKO Radio Representatives, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,038 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h.  
Basic Rates: 20a, 21a, 24a, 24c, 25a, 31, 33d.  
Combs.: Cont. Discounts: 60d, 60e, 60f, 60g, 60h, 60i.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 81.

TIME RATES

No. 1 Eff 2/1/73—Rec'd 3/12/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Fri 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	55	44	28	46	37	23
12 ti	50	40	25	42	34	21
18 ti	45	38	23	38	31	19
<b>A</b>						
6 ti	40	32	20			
12 ti	36	29	18			
18 ti	32	21	16			

Must run evenly over 7-day period.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%.

WBUS (FM)

1962 MIAMI BEACH

Media Code 4 210 4340 7.00  
Miami Service Broadcasters, Inc., 814 First St., Miami Beach, Fla. 33139. Phone 305-672-6347.  
See affiliated AM station for additional information.  
AM facilities: WMBM.

**STATION'S PROGRAMMING DESCRIPTION**  
WBUS (FM): MUSIC: Jazz, rock & blues, including swinging sounds of big bands in 12 minute uninterrupted sweeps separated by 2 minute commercial breaks. AIR PERSONALITIES: NEWS: network at :15 followed by 1 minute local and/or music oriented news. **COMMERCIAL POLICY:** maximum 8 min per hour. Contact Representative for further details. Rec'd 4/30/74.

- PERSONNEL**  
General Manager—Allan B. Margolis.  
Station Manager—Joe Bico.  
Program Director—China Valles.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
ERP 38,000 w.; 93.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 190 ft. above average terrain.

**YOU'RE NOT DOING YOUR FRIEND A FAVOR . . . by passing along outdated copies of SRDS! You may be jeopardizing his job and your friendship. He can incur costly mistakes by preparing lists, estimates, etc., on the basis of data that no longer apply. Use only current copies of SRDS. Pass along only current copies.**

G10x

**TIME RATES**  
No. 3 Eff 4/15/73—Rec'd 4/13/73.  
AAA—3 pm-1 am.  
AA—7 am-3 pm.  
A—1-7 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	35	28	32	25	18	14
6 ti	33	26	30	23	17	13
12 ti	31	24	28	22	16	12
18 ti	28	22	25	20	15	11
24 ti	26	21	23	18	14	10

PER WK, BTA: 1 min 30 sec 22 17  
Ea

(\*) Minimum 10 spots per wk.  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—less 2.00 spot 52 wk less 3.00 per spot

**6. PROGRAM TIME RATES**

	1 hr	1/2 hr	5 min
1x	225	150	50
13 x	200	140	45

WCMQ

1954 MIAMI

Selcom, Inc.  
Spanish Popular Music & News

Media Code 4 210 4352 2.00  
Radio WCMQ, Inc., 478 W. 28th St., Hialeah, Fla. 33010. Phone 305-885-0321.

**STATION'S PROGRAMMING DESCRIPTION**  
WCMQ: Programmed for Spanish speaking adults. AIR PERSONALITIES: handle all segments. MUSIC: current Latin hits. NEWS: 5-min at :30 & :60; am & pm drive-time traffic reports. Contests. Contact Representative for further details. Rec'd 11/9/72.

- PERSONNEL**  
President—Herbert S. Dolgoff.  
General Manager—Jack Hogan.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10h.  
Basic Rates: 20a, 23a, 23b, 29a.  
Contracts: 41, 44b, 45, 46.  
Combs.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72.

TIME RATES

Eff 2/1/74—Rec'd 2/18/74.  
AA—Mon thru Sat 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
6 ti	28.00	24.00	22.00	20.00
12 ti	26.00	22.00	20.00	18.00
18 ti	24.00	20.00	17.00	16.00

10 sec: 50% of 1-min.

**AM/FM COMBINATION**  
Eff 5/1/74—Rec'd 6/3/74.  
AA—Mon thru Sat 10 am-7 pm.  
A—Mon thru Sat 6-10 am & 7-11 pm; Sun 6 am-6 pm.  
B—Mon thru Sun 11 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
6 ti	35.00	33.00	31.00	29.00
12 ti	33.00	31.00	29.00	27.00
18 ti	31.00	29.00	27.00	25.00

10 sec: 50% of 1-min.

WCMQ-FM

(formerly WQXK (FM))  
1969 HIALEAH

Selcom, Inc.  
Spanish Popular Music & News

Media Code 4 210 4353 0.00  
Great Joy Broadcasting Co., 478 W. 28 St., Hialeah, Fla. 33010. Phone 305-885-0321.  
Mailing address: Box 700, Hialeah, Fla. 33011.

**STATION'S PROGRAMMING DESCRIPTION**  
WCMQ-FM: Programmed for Spanish-speaking adults. MUSIC: Spanish MOR. AIR PERSONALITIES: all segments. NEWS: headlines at :15 & :45. Contact Representative for further details. Rec'd 8/7/74.

- PERSONNEL**  
President—Herbert S. Dolgoff.  
General Manager—Jack E. Hogan.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; monthly.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 5a, 5, 6b, 7b, 8.  
Rate Protection: 10h.  
Basic Rates: 20a, 23a, 23b, 29a.  
Contracts: 41, 44b, 45, 46.  
Combs.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72.  
Sold in combination with WCMQ. See that listing for rates.

TIME RATES

Eff 5/1/74—Rec'd 6/3/74.  
AA—Mon thru Sat 10 am-7 pm.  
A—Mon thru Sat 6-10 am & 7-11 pm; Sun 6 am-6 pm.  
B—Mon thru Sun 11 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
6 ti	18.00	16.00	14.00	12.00
12 ti	17.50	15.50	13.50	11.50
18 ti	16.00	14.00	12.00	10.00

10 sec: 50% of 1-min.

WEDR (FM)

1963 MIAMI

Media Code 4 210 4565 4.00  
WEDR, Inc., 1448 N. W. 36th St., Miami, Fla. 33142. Phone 305-633-1487, 0896; 929-3252.

**STATION'S PROGRAMMING DESCRIPTION**  
WEDR (FM): Programmed for the Black Listener. MUSIC: popular, R & B & jazz. Network news at :50. Community oriented news five times daily. Contact Representative for further details. Rec'd 6/30/72.

- PERSONNEL**  
President—M. S. Wigley.  
Vice-Pres. & Gen'l Mgr.—Dewitt Ingraham.  
Program Director—Gary Rogers.
- REPRESENTATIVES**  
South-Southern Spot Sales, Inc.
- FACILITIES**  
ERP 18,000 w.; 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 15h.  
Basic Rates: 23a, 24b.  
Contracts: 47a.  
Combs.: Cont. Discounts: 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
Eff 5/3/72.  
AA—Mon thru Sat 6 am-midnight.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
6 ti	10	8	20	18
12 ti	20	16	24	20
18 ti	24	18	28	24

10 sec: 50% of 1-min.

WFAB

1962 MIAMI

Media Code 4 210 4410 8.00  
WFAB, Inc., 1779 W. Flagler, Miami, Fla. 33135. Phone 305-642-9322.

**STATION'S PROGRAMMING DESCRIPTION**  
WFAB: Programmed for Spanish speaking listeners. NEWS: format daily M-Sat 5:30-9 am, 11:30 pm-1:30 am. AIR PERSONALITIES: daily 9 am-moon, 1-5 pm, 6-10 pm. Housewives show daily, music, interview, personality appearances. Live talk show nightly 10-11:30 pm. Daily sportscast 5:45-6 pm. 2 newsmobile units cover state and city with traffic reports, general information. MUSIC: Latin. Contact Representative for further details. Rec'd 3/18/67.

- PERSONNEL**  
President—Richard Eaton.  
Station Manager—Leopoldo Justo.  
Operations Manager—Humberto Estevez.
- REPRESENTATIVES**  
UBC Sales, Inc.
- FACILITIES**  
5,000 w.; 990 kc. Directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 15c.  
Basic Rates: 20a, 21a, 21b, 22b, 23a, 24a, 25b, 29a, 29c, 29b, 30, 31.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Combs.: Cont. Discounts: 60c, 60d, 60e, 60f, 60i, 61b, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Translation and Programming from English to Spanish, no charge.  
Member: Latin Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 3/1/73—Rec'd 3/5/73.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	AAA		AA		A	
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	35	30	29	28		
AA	34	27	26	25		
A	30	25	23	22		
B	25	20	19	18		

20/30 sec: 80% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
RATEHOLDER  
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

WFTL

FORT LAUDERDALE

City of license, Ft. Lauderdale, Fla.  
Coral Gables—431 Maderia Ave. Phone 305-443-7833.  
See listing under Ft. Lauderdale-Hollywood, Fla.

FLORIDA

WFUN

1947 MIAMI

AVCO RADIO SALES



Media Code 4 210 4455 5.00  
Rounsaville of Miami Hesch, Inc., 6101 Sunset Dr., Miami, Fla. 33143. Phone 305-667-1601.

**STATION'S PROGRAMMING DESCRIPTION**  
WFUN: Young adult life style appeal. MUSIC: Top contemporary hits balanced with previous million sellers. Contact Representative for further details. Rec'd 10/1/73.

- PERSONNEL**  
Owner—Robert W. Rounsaville.  
President—Italph B. Johnson.  
Vice-Pres. & Gen'l Mgr.—Jerry Norman.
- REPRESENTATIVES**  
Arco Radio Sales.  
Rounsaville Stations: See Rep & S/O pages.
- FACILITIES**  
5,000 w.; 790 kc. Directional. Separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1h, 2b, 3a, 4a, 4d, 5, 6a, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20h, 21a, 22a, 23h, 24a, 24b, 24c, 25a, 26, 27, 28b, 29c, 29a, 32b, 33d.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51b, 52.  
Combs.: Cont. Discounts: 60a, 60e, 60g, 60i, 62d.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Avco Group Plan.

TIME RATES

No. 8 Eff 4/1/73—Rec'd 4/6/73.  
Morning Drive—Mon thru Fri 6-10 am.  
Housewife Time—Mon thru Fri 10 am-3 pm.  
Afternoon Drive—Mon thru Fri 3-8 pm.  
Evening Time—Mon thru Sun 8 pm-midnight.  
Weekend Time—Sat & Sun 6 am-7 pm.

- PACKAGE PLANS**  
SECTION I—FREQUENCY PLANS—1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: Fixed 156x 31x 520x 780x 1040x  
MD 30 28 26 24 22 20  
HT 25 23 21 19 17 15  
AD 50 47 44 41 38 35  
ET 40 37 34 31 28 25  
WE 45 42 39 36 33 30  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
SECTION II—CONVERTIBLE GRID PLANS—ROS  
Red—Mon thru Fri 4-10 pm; Sat & Sun noon-7 pm.  
White—Mon thru Fri 6-9 am; Sat & Sun 6 am-noon & 7 pm-1 am.  
Blue—Mon thru Fri 9 am-4 pm; Mon thru Sun 10 pm-1 am.  
PER WK, 1 MIN: \*Cost  
6 ti (2 Red, 1 White, 3 Blue) 180  
12 ti (4 Red, 5 White, 3 Blue) 336  
18 ti (4 Red, 8 White, 6 Blue) 450  
24 ti (8 Red, 10 White, 6 Blue) 450  
30 ti (8 Red, 13 White, 9 Blue) 600  
(\* Unit spots for converted schedules will be rounded off to closest .05.  
Higher to lower: 1 Red converts to 2 White; 1 White to 2 Blue.  
Lower to higher: 3 Blue convert to 2 White; 3 White to 2 Red.  
Sec I spots may be added to Sec II (same frequency per wk before conversion) but do not convert.  
Sec II may switch to Sec I based on number of Sec II spots used before conversion on non-retroactive basis for balance of contract.



The Country Giant

. . . is one of the stations that South Florida agencies and advertisers use to get their full share of Broward County's \$2-1/4 billion sales potential. You need us too if you want adequate penetration in the nation's 40th market in retail sales. Check with your research department.

5,000 watts—24 hours a day  
FT. LAUDERDALE/HOLLYWOOD  
Represented by Jack Masla & Co., Inc.

# FLORIDA

Miami-Miami Beach—Continued

**WGBS**

1930  
MIAMI

A Storer Station

Represented by **CBS RADIO SPOT SALES**



Subscriber to the NAB Radio Code

Media Code 4 210 4500 6.00  
Storer Broadcasting Co., The 710 Bldg. on Brickell Ave., Miami, Fla. 33131. Phone 305-377-8811.

**STATION'S PROGRAMMING DESCRIPTION**  
WGBS: Programmed for young adults & adults. MUSIC: MOR hits from top 10 present & past. 5 music personalities. NEWS: 8 local staff, Washington Bureau, network, 4 mobile units, 1 aircraft. Contact Representative for further details. Rec'd 1/31/74.

- PERSONNEL**  
General Manager—Donald R. Hamlin.  
General Sales Manager—E. E. "Jim" Eshleman.  
Prog. & Oper. Mgr.—Lee Rodgers.
- REPRESENTATIVES**  
CBS Radio Spot Sales.
- FACILITIES**  
50,000 w.; 710 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**  
15/0.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 14c.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60k.  
Cancellation: 70a, 70e, 71a, 73a.  
90 days protection for consecutive advertisers.  
Affiliated with American Information Network.

**MULTIPLE PRODUCT ANNOUNCEMENTS**  
Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to commercials for more than 2 products or services of the advertiser in 1-min period, unless fully integrated into a single complete spot. Piggybacks not entitled to product protection separation from either station or network commercials.

**TIME RATES**  
No. 23 Eff 4/1/74—Rec'd 3/5/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 5-6 am & 7 pm-midnight.  
All Night Show—Tues thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	7 ti	14 ti	21 ti	28 ti
AAA	60	57	54	51	48
AA	48	44	40	37	34
A	40	37	34	31	28
B	24	22	21	20	18

All Night Show—flat 10.00.  
30 sec:  
AAA ..... 48 46 43 41 38  
AA ..... 38 35 32 30 27  
A ..... 32 30 27 25 22  
B ..... 19 18 17 16 14

10 sec. when available: 60% of 1-min.  
Spots in all time periods rotate. Special requests for other than five rotations require a 10.00 per spot surcharge. Above spots combine with Sections III & IV to earn greater frequency for III & IV.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**7. PACKAGE PLAN**

PLAN:	SECTION III	MAXIMUM IMPACT PLAN	1 min 30 sec
A—7 ti (1AAA, 2AA, 2A, 2B)			250 202
B—14 ti (3AAA, 3AA, 4A, 4B)			475 381
C—21 ti (4AAA, 4AA, 7A, 6B)			649 522
D—28 ti (5AAA, 5AA, 10A, 8B)			796 624

Spots scheduled equally over 7-day period/rotate within all time classes. Preemptible at station's discretion by a Section II advertiser if preempted

spots made good in comparable or better time periods prior to expiration of schedule. MIP spots count toward additional frequencies for Section IV spots.

**SECTION IV ROS PLAN**

PER WK:	14 ti	21 ti
1 min.....	30	25
30 sec.....	24	20

All spots scheduled as regular rotation as availabilities permit between 9 am-midnight, Mon thru Sun. All spots purchased count toward greater frequency for ROS schedules.

**10. SPECIAL FEATURES**

**SECTION V NEWSCASTS**

5-MIN:	AAA	AA	A
1 ti.....	74	64	54
6+.....	70	60	50

Newscasts combined with spots in Section II & III for greater spot discounts.

**DISCOUNT**  
52 wk—10%.

**LUTHER EVANS SPORTS SHOW—**  
SUN 10:30-1 AM  
1-min rotating participations plus open and close billboard for rotating 1/2 hour segment.  
1 per wk, ea..... 25.00 2+ per wk, ea..... 20.00  
Advertiser receives product category exclusivity.

**WHYI (FM)**

1963

**FORT LAUDERDALE**  
**Contemporary**



(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)  
Media Code 4 210 1935 7.00  
Hefel Broadcasting South Florida, Inc., 2741 N. 29th Ave., Hollywood, Fla. 33020. Broward phone 305-925-7117. Dade phone 305-931-1107.

**STATION'S PROGRAMMING DESCRIPTION**  
WHYI (FM): Programmed for ages 12-49.  
MUSIC: blending of current & recent hits. Year round contests. **COMMERCIAL POLICY:** maximum 8 minutes per hour guaranteed. Contact Representative for further details. Rec'd 10/8/73.

- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Bill Cunningham.  
General Sales Manager—Bob Hensky.  
Program Director—Bill Tanner.
- REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.
- FACILITIES**  
ERP 100,000 w.; 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 30, 32b, 33c.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47e, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60e, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
Eff 7/1/74—Rec'd 6/3/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.  
A—Mon thru Sun 10 pm-1 am & 5-6 am.  
B—Mon thru Sun 1-5 am, rotated.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	6x	12x	18x	1x	6x	12x	18x
1 min 60 sec	55	50	45	50	45	40	35	35
30 sec	45	40	35	30	35	30	25	20

1 min 35 sec ..... A ..... 30 25 ..... 20 15 .....  
(\* ) 25 20 ..... 15 10 .....  
(\* ) 30 sec/less.

**7. PACKAGE PLANS**

PER WK, TAP:	1 min	30 sec
12 ti (2AAA, 4AA, 4A, 2B)	350	222
18 ti (3AAA, 7AA, 5A, 3B)	492	327
24 ti (4AAA, 9AA, 7A, 4B)	620	412

**10. SPECIAL FEATURES**  
Newscasts—Mon thru Sat, 1-min, per spot, extra 10.00.  
Weathercasts—Mon thru Sun 30-sec, per spot, extra 5.00.  
Traffic reports—Mon thru Fri 30-sec, per spot, extra 5.00.  
Incl opening ID.  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 26 wk—10% 52 wk—15% (D)

**WIGL**  
1974  
MIAMI



Buckley Radio Sales, Inc.

A Mission Broadcasting Co. Station  
Subscriber to the NAB Radio Code

Media Code 4 210 4567 5.00  
Mission East Co., Box 450577, Shenandoah Sta., Miami, Fla. 33145. Phone 305-856-1260.  
Studios: 1699 Coral Way, Miami, Fla.  
See affiliated AM station for additional information.  
AM facilities: WWOK.

**STATION'S PROGRAMMING DESCRIPTION**  
WIGL: Programmed for adults 18-49.  
MUSIC: modern country featuring popular album cuts & hit singles. Live announcers handle all music segments. NEWS: 2-minutes at :60. 1-minute headlines at :30 during drive times. **COMMERCIAL POLICY:** maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

- PERSONNEL**  
President—Jack Roth.  
Vice-Pres. & Gen'l Mgr.—Cy Russell.  
Sales Manager—Dick Kelsey.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WWOK. See that listing for rates.

**TIME RATES**  
AM/FM combination rate less 5.00.

**WINZ**  
1946  
MIAMI



mcgavren-guild  
pgw radio, inc.

Guy Gannett Broadcasting Services  
Subscriber to the NAB Radio Code  
Media Code 4 210 4590 7.00

WINZ INC., 100 Biscayne Tower, Miami, Fla. 33132. Miami & Dade, phone 305-371-6641; Broward phone 305-525-3119.

**STATION'S PROGRAMMING DESCRIPTION**  
WINZ: Programmed for adults & young adults.  
MUSIC: contemporary & original MOR hits, current singles & albums, Personalities, AM & PM airborne traffic reports & land observations. NEWS: 5-min at :60. AM drives include expanded reports at :60 with 5-min reports at :30. 8:30 am news director with 15-min report. Afternoon extended news with reports at :30. 6 man local news staff, county correspondents, 3 mobile units, aircraft, boat & portable equipment. Stock market reports 5x daily. Political commentary 2x daily. Editorials

as warranted. SPORTS: 7x daily. Afternoon parliamentary & local sports features; tennis 8:55 am, 12:30 & 6:15 pm; commentator M-Sat 7:45 am & 5:25 pm; powerboat racing Sat, live racing Sun. Weekend fishing service: airborne reports & fishing broadcasts from station's formula boat, Sat & Sun. Contact Representative for further details. Rec'd 9/4/73.

- PERSONNEL**  
General Manager—Richard J. Fixaris.  
Sales Manager—Stanley N. Stoller.  
Program Director—Alan Anderson.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
50,000 w. days, 10,000 w. nights; 940 kc.  
Directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 15a.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24b, 25a, 28b, 29a, 30, 33d.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95



**WIOD**  
1926  
MIAMI



THE CRISTAL CO.

A Cox Broadcasting Corporation Station  
Subscriber to the NAB Radio Code

Media Code 4 210 4635 000  
Miami Valley Broadcasting Corp., Box 1177, 1401  
N. Bay Causeway, Miami, Fla. 33158. Phone 305-  
759-4311.

**STATION'S PROGRAMMING DESCRIPTION**  
WIOD: Programmed for adults and young adults.  
MUSIC: modern MOR, featuring popular hits, current  
standards and original hits of past. Heavy  
community involvement. 5:30 am-9 pm features per-  
sonalities with music/news/info capsules; lifeline  
hourly; akypatrol traffic reports, contests, audience  
phones; daily editorials. SPORTS: univ. & pro  
football; news specials and vertical documentaries.  
NEWS: 5 min on hour and half hour. Extended  
newscasts at 6, 7, 8 am and 5 & 6 pm. 10 man staff.  
TALK: air personality interviews 8 to 10 pm; open  
phone 9 pm-1 am. 2-way radio. All night 2-way  
radio call ins; call outs 1-5 am. Contact Representa-  
tive for further details. Rec'd 3/2/72.

- 1. PERSONNEL**  
General Manager—Philip D. Costin.  
General Sales Manager—Dan DiLoreto.  
Program Director—Don Reed.
- 2. REPRESENTATIVES**  
The Cristal Company.
- 3. FACILITIES**  
5,000 w.; 610 kc. Directional—separate patterns day  
and night.  
Operating schedule: 24 hours. EST.
- 4. AGENCY COMMISSION**  
15/0 net time; rendered on 1st.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21b, 21d, 22a, 24a, 24c, 25a, 27,  
28a, 29a, 30, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50.  
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WAIA (FM).

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 16 ET 8/5/74—Rec'd 8/5/74.  
AAA—Mon thru Fri 6-10 am.  
AAA—Mon thru Fri 10 am-3 pm; Sat 5 am-7 pm.  
A—Mon thru Sat 7 pm-midnight; Sun 8 am-10 pm.  
B—Thurs thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**  
SECTION I  
CLASS AAAA

PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	60	56	52	50	48
30 sec.	48	45	42	40	38
10 sec.	36	34	31	30	29

CLASS AA

PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	36	32	30	29	27
30 sec.	29	26	24	23	22
10 sec.	22	19	18	17	16

CLASS A

PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	29	28	27	25	23
30 sec.	23	22	21	20	18
10 sec.	18	17	16	15	14

CLASS B

PER WK:	1-6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	10	10	9	8	7
30 sec.	8	8	7	6	5

Spots in all time periods rotate. Other than rota-  
tion, per spot surcharge, add 5.00 to 6 ti rate. May  
be combined with Sky Patrol reports, MIP's or  
franchise sponsorships to earn frequency rate in  
this section.

**7. PACKAGE PLANS**  
SECTION III

MIP—PLAN I:

6 ti (1AAAA, 2AAA, 2AA, 1A).....	225	180
12 ti (3AAAA, 2AAA, 3AA, 3A).....	428	342
18 ti (4AAAA, 3AAA, 5AA, 4A).....	585	468
24 ti (6AAAA, 6AAA, 6AA, 6A).....	720	576

MIP PLAN II:

6 ti (1AAAA, 1AAA, 2AA, 2A).....	210	168
12 ti (2AAAA, 2AAA, 4AA, 4A).....	396	318
18 ti (3AAAA, 3AAA, 7AA, 5A).....	540	432
24 ti (4AAAA, 4AAA, 10AA, 6A).....	672	540

MIP PLAN III:

6 ti (2AAA, 2AA, 2A).....	198	150
12 ti (3AAA, 5AA, 4A).....	372	294
18 ti (5AAA, 7AA, 6A).....	504	405
24 ti (8AAA, 8AA, 8A).....	624	504

MIP—IV—2/3AAA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	180	336	486	600
30 sec.	150	276	396	480

Must be scheduled over 7 day period. Spots in all  
time periods rotate. Combinable with Sec I. MIP  
plans based on availabilities and can be withdrawn  
without prior notice.

MIP—PLAN V—WEEKEND ROS NEWS PLAN  
(Sat 9:30 am-8:30 pm & Sun 8:30 am-6:30 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	168	312	432	504

Incl open, close plus 1 30-sec spot.  
Subject to availabilities, combinable to earn fre-  
quency in Sec I.

MIP—VI. PER WK. ROTATING: 20 ti 30 ti 50 ti  
10 sec. 360 480 750  
Based on availabilities & can be withdrawn without  
prior notice.

**8. PROGRAM TIME RATES**

AA—Sat 5 am-5 pm.  
A—Mon thru Sat 7 pm-midnight; Sun 5 am-10 pm.  
CLASS AA: 1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x.....	300.00	180.00	120.00	90.00	70.00
53 x.....	275.00	170.00	115.00	85.00	65.00
157-260 x.....	250.00	160.00	110.00	80.00	60.00

CLASS A:

1 x.....	250.00	150.00	100.00	75.00	50.00
53 x.....	225.00	140.00	95.00	70.00	47.50
157-260 x.....	200.00	130.00	90.00	65.00	45.00

JOHN HUFFMAN PROGRAM—  
10 PM-MIDNIGHT SUN

PER SHOW:

1 ti	2 ti	3 ti	4 ti	
1 min.	24.00	22.00	21.00	20.00
30 sec.	19.20	17.60	16.80	16.00

Spots within John Huffman program may combine to  
earn frequency rate in Section I. Spots in Sections  
I & II may combine to earn frequency in this pro-  
gram.

**10. SPECIAL FEATURES**  
SKY PATROL REPORTS—SECTION II  
AAAA—Mon thru Fri 6:50-9 am.  
AAA—Mon thru Fri 4:10-6 pm.

1 min/30 sec. 65 45  
Incl open & 1-min/30-sec spot in each. Combinable  
with Sec I.

COMBINABLE SKY PATROLS  
4 ti (2AM, 2PM)..... 216 10 ti (5AM, 5PM)..... 520  
6 ti (3AM, 3PM)..... 318

NEWS/SPORTS/SPECIAL PROGRAMS

DAYS:

1-2	3-6
5:30 am, 1-min news.....	25 20
6 & 8:05 am, 1-min news.....	55 50
6:30 am, 1-min news.....	60 55
7 & 7:05 am, 1-min news.....	75 70
7:10 am, 1-min Rick Weaver Sports.....	75 70
7:30, 8:05 & 8:30 am, 1-min news.....	75 70
8 am, 1-min news/sports.....	75 70
Noon & 12:05 pm, 1-min news/stocks.....	40 35
12:30 pm, 1-min news.....	47 42
4:30 pm, 1-min news/racing.....	58 53
5 & 5:05 pm, 1-min news/sports.....	58 53
5:30 pm, 1-min news/racing.....	58 53
5:35 pm, 1-min news/stocks.....	58 53
5:45 pm, 1-min Rick Weaver comment.....	58 53
6 pm, 1-min news.....	55 50
6:05 pm, 1-min news/stocks.....	55 50
6:10 pm, 1-min Rick Weaver sports.....	55 50
6:30 pm, 1-min news/racing.....	45 40
7:05 pm, 1-min stock market final.....	35 30

(\*) Available Mon thru Fri only.  
(†) 3 1-min spots available each day.

DISCOUNT  
52 wk—10%.  
Minimum wky expenditure—100.00 gross Does not  
apply to Plans or Packages.

**WKAT**  
1937  
MIAMI BEACH

CBS Radio Network

Jack Masla & Company, Inc.

News - Talk - Information

Subscriber to the NAB Radio Code

Media Code 4 210 4680 000  
WKAT, Inc., 1759 Bay Rd., Miami Beach, Fla.  
33139. Phone 305-531-8161.

**STATION'S PROGRAMMING DESCRIPTION**  
WKAT: Programmed for adults.  
News & conversation format with air personalities  
using open phone interviews; 10 min network &  
local news at :60. 6-10 am news oriented 3-voice  
program featuring investigation of daily topics; 10  
am-noon guest expert answers listeners' questions;  
noon-2 pm open phone & interview with female  
hostess; 2-3 & 3-6 pm interview, open phone &  
information program; 6-7 pm news; 7-9 pm open  
phones & interviews on sports; 9-10 pm network  
feature; 10 pm-2 am open phone & interviews on  
general topics; 2 am-6 am repeats, best segments  
of day. SPORTS: baseball, football, racing, tennis,  
golf. Contact Representative for further details. Rec'd  
4/1/74.

**1. PERSONNEL**  
President—M. A. Frank Katzentine.  
Vice-Pres. & Gen'l Mgr.—Sidney Levin.  
Sales Manager—Robert W. Allen.

**2. REPRESENTATIVES**  
Jack Masla Company.

**3. FACILITIES**  
8,900 w. days, 1,000 w. nights; 1360 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c,  
27, 28a, 29a.

Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81.  
Affiliated with CBS.

**TIME RATES**  
AA—No. 10 ET 1/1/72—Rec'd 1/3/71.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-  
7 pm; Sat 4-10 am.  
C—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

**7. PACKAGE PLANS**  
1 MINUTE

PER WK:	AA	A	B	C
1-6 ti.....	35	32	28	25
12 ti.....	31	28	25	22
18 ti.....	28	25	21	19
24 ti.....	26	23	20	17

30 SECONDS

PER WK:	AA	A	B	C
1-6 ti.....	26	24	21	19
12 ti.....	23	21	19	17
18 ti.....	21	18	16	14
24 ti.....	19	17	15	13

10 sec: 50% of 1-min.  
Pre-emptible plan, applicable rate less 20%. Spots  
moveable & pre-emptible without notice. Sold when  
available, rounded to nearest dollar.  
Fixed position or personalized spots fixed within 1  
hr time periods or less, extra 20%.  
Rateholders, 6 spots wky, any length, any time  
period.

CONSECUTIVE WEEK DISCOUNT  
25 wk—5% 52 wk—10%

**WLYF**  
1948  
MIAMI

**BOLTON BURCHILL**  
A Sudbrink Station  
Media Code 4 210 4715 000  
Sudbrink Broadcasting Inc., of Florida, Box 3456,  
501 N. W. 20th St., Miami, Fla. 33169. Phone  
305-625-4195.

**STATION'S PROGRAMMING DESCRIPTION**  
WLYF: MUSIC: familiar standards & melodic ar-  
rangements of current favorites programmed in un-  
interrupted segments with 4 commercial breaks per  
hour. NEWS: capsules at :58. Contact Representative  
for further details. Rec'd 12/10/71.

**1. PERSONNEL**  
Executive Vice-President—Harold W. Gore.  
Vice-Pres. & Gen'l Mgr.—Norm Feuer.  
Operations Director—Peter Imliter.

**2. REPRESENTATIVES**  
Bolt/Burchill International, Ltd.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.5  
mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 813 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b,  
29b, 30, 35a.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50,  
51a, 51b.  
Comb.; Cont. Discounts: 60b, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 5 ET 4/16/73—Rec'd 3/22/73.  
AAA—Mon thru Sat 10 am-7 pm.  
AA—Mon thru Sat 5:30-10 am; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-1 am; Sun 5:30-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	-30/20/10 sec
AAA.....	65	60 55 55 50 45
AA.....	55	50 45 45 40 35
A.....	45	40 35 40 35 30

**7. PACKAGE PLANS**  
PLAN I—1/2AAA, 1/2AA

PER WK:	0 ti	12 ti	18 ti
1 min.....	47	43	40
20/30/10 sec.....	41	37	34

PLAN II—1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	12 ti	18 ti
1 min.....	41	38	35
30/20/10 sec.....	35	32	30

**WMBM**  
1948  
MIAMI BEACH

Bernard Howard & Co., Inc.

Media Code 4 210 4725 000  
Community Service Broadcasters, Inc., 814 First St.,  
Miami Beach, Fla. 33139. Phone 305-672-6347.

**STATION'S PROGRAMMING DESCRIPTION**  
WMBM: Programmed 100% for black community.  
MUSIC: R & B: religious programming 5-8 am  
M-F & 6 am-2 pm Sun. AIR PERSONALITIES  
handle all segments. NEWS: 5 min national & local  
at :60. 3-5 min local at :30. AP police wire, sheriff's  
wire; community affairs; black community speaks;  
open tele-talk shows. Contact Representative for  
further details. Rec'd 8/30/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Allen B. Margolis.  
Program Director—Fred Hanna.  
News & Com. Affairs Dir.—Alfonza C. Mozell.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**TIME RATES**  
No. 10 ET 1/1/72—Rec'd 1/3/71.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-  
7 pm; Sat 4-10 am.  
C—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

**7. PACKAGE PLANS**  
1 MINUTE

PER WK:	AA	A	B	C
1-6 ti.....	35	32	28	25
12 ti.....	31	28	25	22
18 ti.....	28	25	21	19
24 ti.....	26	23	20	17

**4. AGENCY COMMISSION**  
15/0 net time only.

**5. GENERAL ADVERTISING** See coded regulations  
Contracts: 40a.  
FM facilities: WBUS (FM).  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 30 ET 4/1/72—Rec'd 4/10/72.  
AAA—6-10 am & 8-7 pm.  
AA—5-6 am & 10 am-3 pm.  
A—7 pm-midnight.  
B—Midnight-5 am.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
CLASS AAA

PER WK:	1 ti	6 ti	12 ti	24 ti	30 ti
1 wk.....	25	34	32	31	29
13 wk.....	33	32	30	29	27
26 wk.....	32	31	29	28	26
52 wk.....	31	30	28	27	25

CLASS AA

PER WK:	1 ti	6 ti	12 ti	24 ti	30 ti
1 wk.....	29	30	28	27	25
13 wk.....	29	28	26	25	23
26 wk.....	28	27	25	24	22
52 wk.....	27	26	24	23	21

CLASS A

PER WK:	1 ti	6 ti	12 ti	24 ti	30 ti
1 wk.....	24	24	21	20	19
13 wk.....	25	22	19	18	17
26 wk.....	24	21	18	17	16
52 wk.....	23	20	17	16	15

CLASS B

PER WK:	1 ti	6 ti	12 ti	24 ti	30 ti
1 wk.....	24	21	18	17	16
13 wk.....	22	19	16	15	14
26 wk.....	21	17	15	14	13
52 wk.....	19	16	14	13	12

10 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**RATEHOLDER**  
3 1-minute or 6 3

# FLORIDA

Miami-Miami Beach—  
W M Y Q (FM)—Continued

## 7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS  
PER WK: I min 30 sec  
14 ti (3A, 4A, 5B, 8C)..... 429 338  
21 ti (4A, 7A, 4B, 6C)..... 592 464  
28 ti (5AA, 10A, 5B, 8C)..... 744 599  
35 ti (6AA, 12A, 7B, 10C)..... 878 696  
Offered on preemptible basis at stations discretion for a full rate curd advertiser. In event of preemption, spots made good in comparable or better time periods at the earliest possible convenience and prior to expiration of schedule. Earn CWD. Weekly plans do not contribute to Weekly Plans for further frequency. May combine with min, newcasts, 30 sec & 1D's to earn weekly frequency discount on the face of card rates only.

## 10. SPECIAL FEATURES

Newcasts—applicable 1-min rate plus 25%.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%.

### RATE PROTECTION

13 wks from effective date of any increase providing advertising equalling wky expenditures of 100.00 is actually running at time of effective date of increase and providing broadcasts continue without interruption during rate protection period.

WOCN

1947

MIAMI

An Ed Winton Station

Media Code 4 210 4860 4.00  
Ed Winton and Associates, 999 S. Bayshore Dr., Miami, Fla. 33130. Phone 305-377-9505.

### STATION'S PROGRAMMING DESCRIPTION

WOCN: Programmed for adults.  
Spots in Spanish & English on 1/4 hr. MUSIC: 85% instrumental, 15% Latin vocals. Spots adjacent to news & weather. Airborne traffic reports every morning 7-9 am by City of Miami police. NEWS: AP wire capsules every hr 10 am-3 pm, twice hrly 5-min reports 8-10 am & 4-6 pm. Contact Representative for further details. Rec'd 12/3/73.

### 1. PERSONNEL

President—Ed Winton.  
General Manager—Kernie L. Anderson.  
Station Manager—Oscar (Bebo) Kramer.

### 2. REPRESENTATIVES

Avery-Knodel, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time; payable 20th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15a, 15b, 16.

Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28b, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 44a, 44b, 45, 46, 51c.

Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 60i.

Cancellation: 70b, 70c, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80.

### TIME RATES

ET—Rec'd 12/73.

### 6. SPOT ANNOUNCEMENTS

I min 30 sec 15 sec

1 X..... 18 14 10

### 7. PACKAGE PLANS

PER WK: I min 30 sec 15 sec

20 ti..... 280 240 200

### 10. SPECIAL FEATURES

30-sec Airborne Traffic participation—rotating 7-9 am, 1 per day incl open & close plus 6 ROS spots per wk (minimum 13 wks) per wk 200.00.

WQAM

1921

MIAMI

Independent

BLAIR RADIO

NAB

RAB

A Storz Owned Station

Subscriber to the NAB Radio Code

Media Code 4 210 4905 7.00  
Storz Broadcasting Co., 767-41st St., Miami Beach, Fla. 33140. Phone 305-531-6651.

### 1. PERSONNEL

Pres. & Chairman of the Board—Robert H. Storz.  
General Manager—Ron L. Ruth.  
Program Director—James A. Dunlap.

### 2. REPRESENTATIVES

Blair Radio

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 560 kc.

Non-directional.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time and talent; 15th of month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20a, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 29a, 30, 32b.

Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60e, 62b, 62d.

Cancellation: 70a, 70e, 71a, 72, 73b.

Prod. Services: 80, 82.

Affiliated with Blair Represented Network.

### TIME RATES

No. 13 ET 8/1/74—Rec'd 8/15/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.

A—Mon thru Sun 7-11 pm; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun midnight-7 pm.

B—All other times.

## 5. SPOT ANNOUNCEMENTS

WKLY:	AA		A		B	
	I min	30 sec	I min	30 sec	I min	30 sec
6 ti.....	70	56	54	44	30	24
12 ti.....	66	53	50	40	25	20
18 ti.....	62	50	45	36	20	16
24 ti.....	58	47	40	32	15	12

## 10. SPECIAL FEATURES

5-min newcasts—6-10 am & 3-7 pm, 6 ti per wk 420.00.  
All other times—applicable 1-min rate.

WQBA

1947

MIAMI



ROBERT E. EASTMAN & CO., INC.

## Spanish Information & Music

NAB

RAB

A Susquehanna Station

Media Code 4 210 4925 5.00  
Susquehanna Broadcasting Co., 1301 S. W. First St., Miami, Fla. 33135. Phone 305-643-5000.

### STATION'S PROGRAMMING DESCRIPTION

WQBA: Features Spanish programming for Cuban adults.

FORMAT: 5-9 am all news-information-weather-traffic-sports, 9 am-12N entertainment Cuban celebrity air personality host-cash contests-current Latin popular music-one Novela, 12-N-1 pm news & commentary personality oriented, 1-5 pm entertainment-Cuban celebrity air personality as host-current Latin popular music-3 Novelas-cash contests, 5-6 pm News-total wrap-up-traffic reports-stock market-sports-interpretative analysis, 6-10:30 pm-entertainment Cuban celebrity air personality host-current hita-2 Novelas-cash contest, 10:30-11:30 pm news-wrap up of the day's stories-sports, 11:30-5 am entertainment-general popular music and poems, 5 min of news at :55 and headlines at :30 in all entertainment segments. Contact Representative for further details. Rec'd 9/8/70.

### 1. PERSONNEL

Vice-President—A. W. Carlson.

Vice-Pres./P.A. Oper.—Herbert M. Levin.

National Sales Manager—Jack Nobles.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

Atlanta—W. O. Jones, Inc.

Susquehanna Sta. Sales Office: See Rep. & B/C pages.

### 3. FACILITIES

10,000 w. days, 5,000 w. nights; 1140 kc.

Directional—separate patterns day and night.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 6.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33a.

Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.

Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with Eastman Radio Network.

### TIME RATES

No. 12 ET 5/1/74—Rec'd 4/5/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun all day.

A—Mon thru Sun 7 pm-1 am.

### 6. SPOT ANNOUNCEMENTS

PER WK, I MIN: 6 ti 12 ti 18 ti 24 ti 30 ti

AAA..... 55 61 68 85 92

AA..... 52 50 48 46 43

A..... 38 33 30 28 26

30 sec: 80% of 1-min. . . . . 10 sec: 60% of 1-min

NOTE: The call letters of this station have been changed to:

WQXK (FM)

1971

MIAMI

WCMQ-FM

WRHC

(formerly WRIZ)

1966

CORAL GABLES

Media Code 4 210 4950 3.00  
Radiocentro Broadcasting Co., 420 S. W. 8th Ave., Miami, Fla. 33130. Phone 305-371-8581.

### STATION'S PROGRAMMING DESCRIPTION

WRHC: Spanish information and music. Contact Representative for further details. Rec'd 7/10/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Salvador Lew.

Sec'y & Treas.—Alberto Villalobos.

### 2. REPRESENTATIVES

Caballero Spanish Media, Inc.

### 3. FACILITIES

10,000 w. days; 1550 kc. Directional.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15% time and talent.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 15d.

Basic Rates: 20a, 23a, 23b, 25a, 29a.

Contracts: 40a, 41, 44b, 45, 46.

Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.

Cancellation: 70a, 70c, 71a, 72, 73a.

### TIME RATES

ET 9/15/74—Rec'd 7/19/74.

### 6. SPOT ANNOUNCEMENTS

I min 30 sec 15 sec 10 sec

Musicals..... 12.00 7.00 4.00 2.00

### 10. SPECIAL FEATURES

I min 30 sec 15 sec 10 sec

News..... 14.00 8.00 4.50 3.00

WSHE

(FM)

1959

FORT LAUDERDALE

A Van Patrick Station

ABC-FM spot sales, Inc.

(This is a paid duplicate of the listing appearing under Fort Lauderdale, Fla.)  
Media Code 4 210 2085 0.00  
Van Patrick Broadcasting Co., Inc., 3000 S. W. 80th Ave., Fort Lauderdale, Fla. 33314. Phone 305-581-1580.

### STATION'S PROGRAMMING DESCRIPTION

WSHE (FM): Programmed for young adults 18-34 & older teens.

MUSIC: album rock. NEWS: every 4 hours. Special features interspersed with regular programming.

COMMERCIAL POLICY: 8 commercials per hour presented in 4 interruptions of 2 commercials each.

Contact Representative for further details. Rec'd 7/12/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Gene Milner.

Sales Manager—Jackie Milner.

Program Director—Gary Granger.

### 2. REPRESENTATIVES

AEC FM Spot Sales.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.5 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 600 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25b, 26, 27, 28a, 28c, 29a, 29b, 30, 31, 32a, 33c.

Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 50, 51c.

Comb.: Cont. Discounts: 60d, 60e, 60i, 61a, 62b.

Cancellation: 70a, 70d, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

AM facilities: WSRF.

### TIME RATES

ET 1/1/74—Rec'd 10/26/73.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.

AA—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm; Sat 10 am-noon; Sun 8 am-noon.

A—Mon thru Sat 6-8 am.

B—Mon thru Sun 2-6 am.

### 6. SPOT ANNOUNCEMENTS

I min 30 sec I min 30 sec I min 30 sec

1 ti..... 65 55 60 50 55 45

6 ti..... 60 50 55 45 50 40

12 ti..... 55 45 50 40 45 35

18 ti..... 50 40 45 35 40 30

24 ti..... 45 35 40 30 35 25

B: Flat 1 min 20.00; 30 sec 15.00. (D)

**WSHE**  
100,000 WATTS —  
FT. LAUDERDALE-MIAMI  
America's first radio station with true, total  
quad capability. Now broadcasting in quad  
24 hours a day.

WTMI (FM)



## Miami-Miami Beach—W W O K—Cont'd

6. SPOT ANNOUNCEMENTS		PER AAA				AA			
WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	
1 min	55	53	51	49	50	48	46	44	
30 sec	45	43	42	40	41	39	38	36	
10 sec	35	34	33	31	32	30	29	28	

7. PACKAGE PLANS		TAP I—2/3AAA, 1/3AA		TAP II—1/2AAA, 1/2AA	
PER WK, ROS:	12 ti	18 ti	24 ti	12 ti	18 ti
1 min	45	43	41	44	42
30 sec	37	35	33	36	34

AM only: deduct 5.00.

## WYOR (FM)

1958  
CORAL GABLES



KATZ RADIO

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 5060 0.00  
Independent Music Broadcasters, Inc., Box 1516, 378 Alhambra Circle, Coral Gables, Fla. 33134. Phone 305-445-5416.  
See affiliated AM station for additional information. AM facilities: WVCG.

**STATION'S PROGRAMMING DESCRIPTION**  
WYOR (FM): Programmed for adults. MUSIC: album music combining standards with Broadway, Hollywood showtunes, basically instrumental. Music format includes current popular favorites when performance has definite adult appeal. Music varied for particular time of day. No personalities. Commercials broadcast on quarter-hours, hour and half hour breaks. News at :30. Stock market reports 5 times every weekday. Contact Representative for further details. Rec'd 8/28/72.

**3. FACILITIES**  
ERP 100,010 w.; 105.1 mc. Stereo. Operating schedule: 24 hours daily. EST.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Katz Radio Network.  
Sold in combination with WVCG. See that listing for rates.

### TIME RATES

FM only: AM/FM combination rates less 5.00.

## MIAMI BEACH

Dade County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See Miami-Miami Beach  
(including Coral Gables, Hialeah)

## MILTON (1 AM; 1 FM)

Santa Rosa County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

## WCKC

(formerly WSRA)  
1958

Media Code 4 210 5150 1.00  
Millard F. Adams, Jr., 703 Berryhill St., Milton, Fla. 32570. Phone 904-623-4691.

**STATION'S PROGRAMMING DESCRIPTION**  
WSRA: Network news every hr. UPI audio.

**1. PERSONNEL**  
General Manager—Millard F. Adams, Jr.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15%; 2% cash discount if paid by 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

### TIME RATES

ET 8/1/70—Rec'd 7/31/70.

6. SPOT ANNOUNCEMENTS		1x				13x				28x				52x				104x				156x				260x				312x					
1 min	5.00	4.70	4.40	4.10	3.80	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## WXBM (FM)

1964

Media Code 4 210 5175 6.00  
Mapoles Broadcasting Co., Box 533, Milton, Fla. 32570. Phone 904-623-3425, 3426.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—H. Byrd Mapoles.

**3. FACILITIES**  
ERP 3,000 w.; 102.3 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 145 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS		1x				50x				100x				200x																		
1 min	2.50	2.30	2.10	1.90	1.75	1.60	1.45	1.20	1.05	0.90	0.75	0.60	0.45	0.30	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## MONTICELLO

Jefferson County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WTBJ

(formerly WW80)  
1969

Media Code 4 210 5195 4.00  
Townsend Broadcasting Corp., Box 519, U. S. 19 S., Monticello, Fla. 32344. Phone 904-997-2572 or 2573.

**STATION'S PROGRAMMING DESCRIPTION**  
WTBJ: Modern country & rock.

**1. PERSONNEL**  
Manager—R. H. (Bud) Commander.

**2. REPRESENTATIVES**  
David Carpenter Company.

**3. FACILITIES**  
1,000 w.; 1090 kc. Clear channel. Non-directional. Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 1/1/74—Rec'd 7/15/74.

6. SPOT ANNOUNCEMENTS		Open				250x				500x				750x				1000x															
1 min	3.50	2.65	1.78	1.47	1.18	3.00	2.24	1.47	1.29	1.00	2.75	2.00	1.25	1.00	2.50	1.75	1.00	0.75	0.50	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

**7. PACKAGE PLANS**  
PER MO: 300 ti 150 ti 100 ti 40 ti 1 ti  
1 min 1.78 1.88 2.00 2.12 2.24  
30 sec 1.18 1.29 1.41 1.53 1.65

## MOUNT DORA (1 AM; 1 FM)

Lake County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WGTW

1974

Media Code 4 210 5200 2.00  
Lake Radio, Inc., Box 1232, 1445 Old Highway 441, Mount Dora, Fla. 32757. Phone 904-383-7162.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Clayton Jerry Glaze.

**2. REPRESENTATIVES**  
Dora-Clayton Agency, Inc.

**3. FACILITIES**  
5,000 w.; 1580 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only. 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 ET 7/1/74—Rec'd 7/24/74.

6. SPOT ANNOUNCEMENTS		15x				20x				50x				75x				100x				150x				200x				250+			
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

## WORJ (FM)

1969



Buckley Radio Sales, Inc.

NAB

RAB

Media Code 4 210 5205 1.00  
Orlando Radio & Television Broadcasting Corp., 1 N. Orange Ave., Orlando, Fla. 32801. Phone 305-424-8561.

**STATION'S PROGRAMMING DESCRIPTION**  
WORJ (FM): Progressive Rock. Contact Representative for further details. Rec'd 10/20/72.

**1. PERSONNEL**  
President—Emil A. Corona.  
Vice-Pres. & Gen'l Mgr.—John F. Curran.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo. Operating schedule: 24 hours. EST. Antenna ht.: 350 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time and talent; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10g, 11g, 12g, 13g, 14g, 16. Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b. Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c. Comb., Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d. Cancellation: 70a, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 82. AM facilities: WORL, Orlando. Affiliated with MBS. Sold in combination with WORL. See that listing for rates.

## FLORIDA

### TIME RATES

No. 1 ET 8/1/73—Rec'd 8/6/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:		6 ti				12 ti				18 ti				24 ti			
1 min	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6		

IOS: Flat, 14.00. Scheduled at station discretion. (D)

## NAPLES (1 AM; 1 FM)

Collier County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## WCVU (FM)

1962

Subscriber to the NAB Radio Code

Media Code 4 210 5265 5.00  
Palmer Broadcasting Co., 333 8th St., S. Naples, Fla. 33940. Phone 813-649-7626.  
See affiliated AM station for additional information. AM facilities: WNOG.

**STATION'S PROGRAMMING DESCRIPTION**  
WCVU (FM): MUSIC: Pop standards. 2-min news at :30.

**3. FACILITIES**  
ERP 5,420 w.; 94.5 mc. Stereo. Operating schedule: 5:30-1 am. EST. Antenna ht.: 115 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 1/18/74—Rec'd 2/11/74.

**7. PACKAGE PLANS**

TAP I		1 min		30 sec	
1—Sun thru Sat, 6-9 am					
2—Sun thru Sat 9 am-noon					
3—Sun thru Sat noon-3 pm					
4—Sun thru Sat 3-6 pm					
5—Sun thru Sat 6-9 pm					
6—Sun thru Sat 9 pm-midnight	189.00	147.00			

**TAP II**

1—Sun, Tues, Thurs, Sat 6-9 am					
2—Mon, Wed, Fri 9 am-noon					
3—Sun, Tues, Thurs, Sat noon-3 pm					
4—Mon, Wed, Fri 3-6 pm					
5—Sun, Tues, Thurs, Sat 6-9 pm					
6—Mon, Wed, Fri 9 pm-midnight	99.75	78.95			

**TAP III**

1—Mon, Sat 6-9 am					
2—Wed 9 am-noon					
3—Tues noon-3 pm					
4—Sun 3-6 pm					
5—Thurs 6-9 pm					
6—Fri 9 pm-midnight	35.00	28.00			

**FRONT PAGE WEEKENDER I**

1-2 Sat/2 Sun 6-9 am					
2-2 Sat/2 Sun 9 am-noon					
3-2 Sat/2 Sun noon-3 pm					
4-2 Sat/2 Sun 3-6 pm					
5-2 Sat/2 Sun 6-9 pm					
6-2 Sat/2 Sun 9 pm-midnight	114.00	90.00			

**FRONT PAGE WEEKENDER II**

1-1 Sat/1 Sun 6-9 am					
2-1 Sat/1 Sun 9 am-noon					
3-1 Sat/1 Sun noon-3 pm					
4-1 Sat/1 Sun 3-6 pm					
5-1 Sat/1 Sun 6-9 pm					
6-1 Sat/1 Sun 9 pm-midnight	60.00	48.00			

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—10% 52 wk—15%

## WNOG

1954

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 5310 9.00  
Palmer Broadcasting Co., 333 8th St., S. Naples, Fla. 33940. Phone 813-649-7626.

**STATION'S PROGRAMMING DESCRIPTION**  
WNOG: MUSIC: MOR. Hourly national & local news.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William J. Ryan.

**2. REPRESENTATIVES**  
Florida—Edwin H. Cohen.

**3. FACILITIES**  
500 w.; 1270 kc. Directional, night. Operating schedule: 5:30-1 am. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 15th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WCVU (FM).  
Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 2/1/73—Rec'd 1/26/73.

6. SPOT ANNOUNCEMENTS		1 MINUTE				30 ti				50 ti				100 ti			
PER WK:	1 ti	6 ti	12 ti	30 ti	50 ti	100 ti	1 wk	13 wk	26 wk	52 wk	7-9 am & 4:30-6:30 pm, per spot extra .75.	1 wk	13 wk	26 wk	52 wk	7-9 am & 4:30-6:30 pm, per spot extra .50.	
1 wk	6.50	6.20	5.90	5.60	5.30	5.00	5.00	4.70	4.40	4.10		5.00	4.70	4.40	4.10		
13 wk	6.20	5.90	5.60	5.30	5.00	4.70	4.40	4.10	3.80	3.50		4.40	4.10	3.80	3.50		
26 wk	5.90	5.60	5.30	5.00	4.70	4.40	4.10	3.80	3.50	3.20		4.10	3.80	3.50	3.20		
52 wk	5.60	5.30	5.00	4.70	4.40	4.10	3.80	3.50	3.20	2.90		3.80	3.50	3.20	2.90		
7-9 am & 4:30-6:30 pm, per spot extra .75.																	
1 wk	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60	3.40	3.20		3.60	3.40	3.20	3.00		
13 wk	4.80	4.60	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00		3.40	3.20	3.00	2.80		
26 wk	4.60	4.40	4.20	4.00	3.80	3.60	3.40	3.20	3.00	2.80		3.20	3.00	2.80	2.60		
52 wk	4.40	4.20	4.00	3.80	3.60	3.40											

# FLORIDA

## NEW PORT RICHEY

(1 AM; 1 FM)  
Pasco County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WGUL



Media Code 4 210 5355 4.00  
Richey Airways, Inc., Box 1500, Hwy. 19 at Avery  
Bd., New Port Richey, Fla. 33552. Phone 813-  
449-2285.

- PERSONNEL  
Station Manager—Thad Lowrey.
- REPRESENTATIVES  
David Carpenter Company.
- FACILITIES  
250 w.; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.

### NATIONAL AND LOCAL RATES SAME

No. 8-A ET 3/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

ROS:	1x	52x	156x	260x	500+
1 min	8.58	7.73	7.12	6.52	5.92
30 sec	6.86	6.17	5.69	5.24	4.73
*15 sec	5.15	4.63	4.27	3.91	3.55

(\* On time available basis; preemptible.  
Specified/guaranteed times, extra 20%.  
Equal schedule on FM: 50% of AM rate.

10. SPECIAL FEATURES

1x	13x	26x	52x	156x
News, weather, sports....	16.50	14.84	13.74	12.54
Open & close 1D plus 1 1-min spot.				

### WGUL-FM



Media Code 4 210 5356 2.00  
Richey Airways, Inc., Box 1500, 1233 U. S. Hwy.  
19, N., New Port Richey, Fla. 33552. Phone 813-  
449-2285.

- FACILITIES  
ERP: 1,650 w.; 105.5 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 130 ft. above average terrain.
  - TIME RATES
- |  |
|--|
| 80% of AM rate.  |
| When similar schedule is purchased on AM use 50%<br>of AM rate for FM. |

## NEW SMYRNA BEACH (2 AM)

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WOGO



Media Code 4 210 5400 8.00  
WOGO Radio, Box 340, Smyrna Yacht Club, New  
Smyrna Beach, Fla. 32069. Phone 904-427-1550.

- STATION'S PROGRAMMING DESCRIPTION  
WOGO: Programmed for adults and young adults.
- PERSONNEL  
General Manager—Douglas Montgomery.
- REPRESENTATIVES  
Dora-Clayton Agency, Inc.
- FACILITIES  
250 w.; 1550 kc. Non-directional. Clear channel.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15% time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 5/10/71—Rec'd 5/11/71.

7. PACKAGE PLANS

PER WK:	1 MINUTE	1 wk	4 wk	13+wk
10 ti	4.00	3.70	3.40	
20 ti	3.90	3.50	3.20	
40 ti	3.80	3.30	3.00	
10 ti	3.50	3.30	3.10	
30 SECONDS				
20 ti	3.30	3.10	3.00	
40 ti	3.10	2.90	2.70	
15 SECONDS				
10 ti	2.80	2.80	2.40	
20 ti	2.60	2.40	2.20	
40 ti	2.40	2.20	2.00	

10. SPECIAL FEATURES  
News—includes spot plus open & close;  
Traffic 7.00 Non-traffic 5.00

### WSBB



Media Code 4 210 5445 3.00  
Broadcaster's Inc., North Causeway, Box 130, New  
Smyrna Beach, Fla. 32069. Phone 904-428-9091.

- PERSONNEL  
Manager—A. L. Pruitt.
- FACILITIES  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.

### 4. AGENCY COMMISSION

15/0; 10 days.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS and MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 9/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	208x	312x	624x
1 min	4.40	4.23	4.15	4.00	3.85	3.70	3.20
30 sec	3.55	3.35	3.20	3.00	2.85	2.65	2.35
20 sec	Flat, 2.00.						

7. PACKAGE PLANS  
WITHIN 30 DAYS, EA.

10 ti	20 ti	30 ti	40 ti
1 min	4.00	3.85	3.70
30 sec	3.05	2.85	2.70

10. SPECIAL FEATURES  
10 5-min news/weather/sports/traffic—6 am-11 pm,  
or any 24-hr period, per day 15.00.

## OAKLAND PARK

Broward County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

## See Fort Lauderdale-Hollywood (including Oakland Park, Pompano Beach)

## OCALA (3 AM; 1 FM)

Marion County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WFUZ (FM)



Subscriber to the NAB Radio Code  
Media Code 4 210 5467 7.00  
WMOP, Inc., Box 1973, 4 S. E. Fort King St.,  
Ocala, Fla. 32670. Phone 904-732-3368.  
See affiliated AM station for additional information.  
AM facilities: WMOP.

STATION'S PROGRAMMING DESCRIPTION  
WFUZ (FM): Music: standard & MOR.

- PERSONNEL  
General Manager—Tom Catalano.
- FACILITIES  
ERP: 100,000 w.; 93.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 252 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

### TIME RATES

No. 4 ET 1/27/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	300x
1 min	8.45	6.65	5.65
30 sec	7.25	5.60	5.40
20 sec	6.20	4.70	4.00
10 sec	5.25	4.00	3.40

## WMOP



Subscriber to the NAB Radio Code  
Media Code 4 210 5499 9.00  
WMOP, Inc., Box 1136, Ocala, Fla. 32670. Phone  
904-732-2010.

- STATION'S PROGRAMMING DESCRIPTION  
WMOP: C & W for all ages.
- PERSONNEL  
Owner & Gen'l Mgr.—Jim Kirk.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
5,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFUZ (FM).  
Affiliated with KBS.

### TIME RATES

No. 7 ET 7/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	300x
1 min	6.90	5.45	4.75
30 sec	5.90	4.65	4.15
20 sec	5.00	3.95	3.50
10 sec	4.25	3.35	2.95

## WTMC



Subscriber to the NAB Radio Code  
Media Code 4 210 5535 1.00  
Hunter-Arnette Broadcasting Co., Box 897, 321 S.  
Magnolia St., Ocala, Fla. 32670. Phone 904-629-  
8008.

STATION'S PROGRAMMING DESCRIPTION  
WTMC: Programmed for target audience 18 to 45

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Vernon Arnette.
- REPRESENTATIVES  
New York—Meeker Radio, Inc.  
Southeast—Bubby, Finch and Woods, Inc.
- FACILITIES  
5,000 w. days, 1,000 w. nights; 1,000 kc.  
Operating schedule: 6 am-midnight. EST.

### 4. AGENCY COMMISSION

15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

ET 2/1/74—Rec'd 12/28/73.

6. SPOT ANNOUNCEMENTS

1 min	5.2x	156x	300+
30 sec	4.45	4.55	3.75
10 sec	4.65	3.75	3.15
100+ in 30 days, 10% discount.	3.75	2.15	2.50

## WWKE



Subscriber to the NAB Radio Code  
Media Code 4 210 5580 7.00  
Greater Ocala Broadcasting Corp., Box 1056, Lega:  
Center, Ocala, Fla. 32670. Phone 904-732-8000.

- STATION'S PROGRAMMING DESCRIPTION  
WWKE: MOLT target audience females 20-40.
- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Engene Hester, Jr.
- REPRESENTATIVES  
David Carpenter Company,  
Vic Plano Associates, Inc.
- FACILITIES  
5,000 w.; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 8 ET 6/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

1 x	1 min	30 sec	10 sec
3.60	2.45	1.70	
Flat rate of 10.00 for production fees for less than 19 spots.			

DISCOUNT

1000+—10%

- SPECIAL FEATURES  
Network news, ea 8.00  
Local news, ea 8.00  
Incl open & close plus 1-min.

## OKEECHOBEE

Okeechobee County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## WOKC



Media Code 4 210 5625 0.00  
Okeechobee Broadcasters, Inc., Box 1247, Okeechobee  
Fla. 33472. Phone 813-763-3181, 3443.

- STATION'S PROGRAMMING DESCRIPTION  
WOKC: Programmed for general audience.
- PERSONNEL  
General Manager—William A. "Al" Stokes.
- REPRESENTATIVES  
Southeast, Southwest—C. K. Beaver & Associates,  
Inc.  
Miami—Edwin H. Cohen.
- FACILITIES  
1,000 w.; 1570 kc. Non-directional.  
Operating schedule: 7:15 am-5:30 pm daily. EST.

- AGENCY COMMISSION  
15/0 time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

### TIME RATES

No. 6 ET 1/1/71—Rec'd 3/11/71.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	78x	156x	312x	624x
1 min	4.15	4.05	3.90	3.75	3.55	3.15	2.55
30 sec	2.75	2.70	2.65	2.55	2.35	2.25	1.65

## ORANGE PARK

Clay County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WAYR



Media Code 4 210 5670 6.00  
Dan Richardson, Box 398, Orange Park, Fla. 32073.  
Phone 904-264-6655.

- PERSONNEL  
Owner/Manager—Dan Richardson.
- FACILITIES  
1,000 w. days; 550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/0 time and talent only; 10th of following month.
- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 3/16/71—Rec'd 3/22/71.
- SPOT ANNOUNCEMENTS  
45 sec, 10 or more ti, ea 4.50  
No more than 4 per day to any account. Only 50% of  
day available.

## ORLANDO (including Winter Park)

(7 AM; 6 FM)  
Plus 2 paid duplicate listing; plus 2 cross references.  
Orange County Map Location G-6  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each market.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	25	21	25	25
B	25	20	23	15
C	23	20	20	14
D	20	18	20	13
AVERAGE	23	20	22	17

## WBJW

1954  
ORLANDO-WINTER PARK



Media Code 4 210 5715 9.00  
Rounsaville of Tampa, Inc., Box 7475, 222 Hazard  
St., Orlando, Fla. 32804. Phone 305-425-6631.

STATION'S PROGRAMMING DESCRIPTION  
WBJW: Programmed for adults 35 and over.  
MUSIC: primarily current selections and standards dating back to the 50's. NEWS: concentrated in drive times. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.

- PERSONNEL  
Owner—Robert W. Rounsaville.  
President—Ralph B. Johnson.  
Vice-Pres. & Gen'l Mgr.—Pierre Bejano.
- REPRESENTATIVES  
Arco Radio Sales.
- FACILITIES  
5,000 w. days; 1440 kc. Non-directional.  
1,000 w. nights. Directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 29b, 30, 32b, 33b.  
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 48, 50, 51b, 51c.  
Cont.; Cont. Discounts: 60a, 60e, 60g, 60i, 62d.  
Cancellation: 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Affiliated with Arco Group Plan.

### TIME RATES

No. 5 ET 1/21/74—Rec'd 1/24/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
\*A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
(\* ) May be ordered ROS; minimum 1/3 drive time.

7. PACKAGE PLANS

	ANNUAL BULK			
	A	B	C	D
1 x	15.00	12.00	13.00	10.40
250 x	10.00	8.00	8.00	6.50
500 x	9.00	7.00	7.00	5.50
1000 x	8.00	6.00	6.00	4.50

WEEKLY

6 ti	11.00	9.00	7.50	7.00	5.50
12 ti	10.50	8.50	7.00	6.50	5.00
18 ti	10.00	8.00	6.50	6.00	4.50
24 ti	9.50	7.50	6.00	5.50	4.00

ROS WEEKLY TAP—MINIMUM 1/3AA  
EA: 1 ti 12 ti 18 ti 24 ti  
1 min. 9.00 8.50 8.00 7.50  
30 sec. 7.50 7.00 6.50 6.00  
10 sec: 50% of 1-min.  
Fixed position, extra 20%.

- SPECIAL FEATURES  
5-min news, extra 25%.
- AM/FM COMBINATION  
No. 2 ET 1/21/74—Rec'd 1/24/74.

7. PACKAGE PLANS

	WEEKLY TAP—AM 1/3AA, FM 1/2AA			
	A	B	C	D
30 sec.	14	13	12	11
1 min, extra 3.00.				
10 sec: 50% of 1-min.				

## WBJW-FM



Media Code 4 210 5716 7.00  
Rounsaville of Tampa, Inc., Box 7475, 222 Hazard  
St., Orlando, Fla. 32804. Phone 305-425-6631.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WBJW-FM: MUSIC: top 100. NEWS: 2 min per hour. COMMERCIAL POLICY: 8 min per hour in clusters. Contact Representative for further details. Rec'd 4/29/74.

- FACILITIES  
ERP: 89,870 w.; 105.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 370 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations  
Affiliated with Arco Group Plan.  
Sold in combination with WBJW. See that listing for rates.

### TIME RATES

No. 3 ET 4/1/74—Rec'd 3/29/74.  
AA—3 pm-midnight.  
A—9 am-3 pm.

7. PACKAGE PLANS

PER YR. BULK, 30 SEC:	1x	250x	500x
AA	11.00	9.00	7.00
A	9.00	7.00	6.00

(This listing continued on next page)



Orlando—W B J W-FM—Continued

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	10.00	9.00	8.50	8.00
A	8.00	7.50	7.00	6.50
1 min. extra 3.00.				
ROS WEEKLY TAP—1/2AA, 1/2A				
1 min. ea.	9.00	8.25	7.75	7.25
10 sec: 50% of 1-min.				
Fixed position, extra 20%.				

WDBO

1924  
ORLANDO

CBS Radio Network  
BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 210 5760 5.00  
The Outlet Company, Box 158, 58 S. Ivanhoe Blvd.,  
Orlando, Fla. 32802. Phone 305-841-0058. TELEX  
810-850-0141.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Carl F. Hallberg.  
General Sales Manager—Alan R. Ecklund.  
Program Director—Glenn C. Lewis, Jr.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w.; 580 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 15b.  
Basic Rates: 21d, 22b, 23a, 24c, 25a, 26, 27, 30, 32b,  
33a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS and Blair Represented Network.

TIME RATES

No. 17 ET 4/1/72—Rec'd 3/24/72.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun  
noon-7 pm.  
B—Mon thru Sat 7-10 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A		CLASS B	
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	
1 min	32.00	29.00	27.00	25.90	23.00	22.00	21.00
30 sec	25.60	23.20	21.60	20.00	18.40	17.60	16.80
10 sec	19.20	17.40	16.20	15.00	13.80	13.20	12.60
CLASS AA							
1 min	25.00	22.00	20.00	19.00	18.00	17.00	
30 sec	20.00	17.60	16.00	15.20	14.40	13.60	
10 sec	15.00	13.20	12.00	11.40	10.80	10.20	
CLASS A							
1 min	23.00	20.00	18.00	17.00	16.00	15.00	
30 sec	18.40	16.00	14.40	13.60	12.80	12.00	
10 sec	13.80	12.00	10.80	10.20	9.60	9.00	
CLASS B							
1 min	18.00	16.00	14.00	13.00	12.00	11.00	
30 sec	14.40	12.80	11.20	10.40	9.60	8.80	
10 sec	10.80	9.60	8.40	7.80	7.20	6.60	
ALL OTHER TIMES							
1 min	14.00	12.00	10.00	9.00	8.00	7.00	
30 sec	11.20	9.60	8.00	7.20	6.40	5.60	
10 sec	8.40	7.20	6.00	5.40	4.80	4.20	

(\*) Specified position.

**10. SPECIAL FEATURES**

	AAA	AA	A	B	↑
Newsasts	32	25	23	18	14
(*) All other times					

52 wk—8%

WDBO-FM

1950  
ORLANDO

BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 210 5761 3.00  
The Outlet Company, Box 158, 58 S. Ivanhoe Blvd.,  
Orlando, Fla. 32802. Phone 305-841-0058. TELEX  
810-850-0141.

- PERSONNEL**  
President—Edward C. Allmon.  
General Manager—William J. Burgess.  
Women's News Director—Carolyn Misroon.
- REPRESENTATIVES**  
West—Doorley & Associates.  
East, South—David Carpenter Company.
- FACILITIES**  
5,000 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 15c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.  
Cancellation: 70e, 71a, 73a.

TIME RATES

No. 2 ET 5/1/72—Rec'd 5/30/72.  
AAA—Mon thru Fri 10 am-3 pm.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	28.00	26.00	24.00	22.00	20.00
30 sec/less	18.00	16.00	14.40	13.60	12.60
CLASS AA					
1 min	15.00	14.00	13.00	12.00	
30 sec/less	12.00	11.20	10.40	9.60	
CLASS A					
1 min	12.00	11.00	10.00	9.00	
30 sec/less	9.60	8.80	8.00	7.20	

WDIZ

1952  
ORLANDO

Alan Torbet Associates, Inc.

NAB RAB

A Shamrock Station  
Media Code 4 210 5785 2.00  
Shamrock Development Corp., 200 E. Robinson,  
Orlando, Fla. 32801. Phone 305-843-3520.

STATION'S PROGRAMMING DESCRIPTION

WDIZ: Programmed for adults & young adults.  
MUSIC: blend of current & recurrent contemporary  
hit singles & album cuts. COMMERCIAL POLICY:  
maximum 8 minutes per hour within 4 breaks.  
Contact Representative for further details. Rec'd  
8/30/74.

- PERSONNEL**  
General Manager—Robert E. French.  
News Director—Ken Stevens.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 100,000 w.; 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 820 ft. above average terrain.
- AGENCY COMMISSION**  
15/1 net 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10h, 11h, 12h, 13h, 14h.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c,  
25a, 26, 28b, 28c, 29a, 30, 31, 32a.  
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47e, 48,  
49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b,  
62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

TIME RATES

ET 8/15/74—Rec'd 8/30/74.  
I—Mon thru Sun 6 am-7 pm.  
II—Mon thru Sun 7 pm-midnight.  
III—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
WKLY:	I min	30 sec	I min	30 sec	I min
5 ti	16	13	14	11	8
10 ti	12	11	12	9	7
15 ti	10	9	10	7	6
20 ti	10	8	8	6	5
30 ti	8	7	6	5	4
40 ti	8	7	6	5	4

Fixed position: Extra 2.00.

**7. PACKAGE PLANS**

YEARLY BULK RATES		CLASS AA		CLASS A	
	I min	30 sec	I min	30 sec	I min
250 x	15	13	14	12	8
500 x	13	11	12	10	7
750 x	11	9	10	8	6
1000 x	9	7	8	6	5
1500 x	7	5	6	4	3

52 wk—5%  
**10. SPECIAL FEATURES**  
5-min newscasts—fixed position, extra 2.00. Incl  
open & close plus 1-min/30-sec spot.

WFIV

1965  
KISSIMMEE

(This is a paid duplicate of the listing appearing  
under Kissimmee, Fla.)  
Media Code 4 210 3510 6.00  
Edward C. Allmon, Radio Florida Broadcasters,  
Drawer B, Kissimmee, Fla. 32741. Phone 305-847-  
4422.  
Studio: Drawer 5519, Orlando, Fla. 32805. Phone  
305-425-0623.

STATION'S PROGRAMMING DESCRIPTION

WFIV: Programmed for adult audience.  
Music: "Nashville Sound" Country Music. All music  
programs handled by air personalities. NEWS: local,  
compiled & reported by fulltime local news director,  
weather reports from U.S. Weather Bureau, state,  
national & international news, twice hourly; UPI news  
service. FARM: farm market reports & agriculture &  
business reports throughout the day, including citrus  
& cattle reports. SPECIAL EVENTS: Complete  
facilities for live or recorded remote broadcasts.  
Contact Representative for further details. Rec'd  
11/8/72.

- PERSONNEL**  
President—Edward C. Allmon.  
General Manager—William J. Burgess.  
Women's News Director—Carolyn Misroon.
- REPRESENTATIVES**  
West—Doorley & Associates.  
East, South—David Carpenter Company.
- FACILITIES**  
5,000 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only. Bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 15c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.  
Cancellation: 70e, 71a, 73a.

TIME RATES

ET 11/8/72.  
I—Mon thru Sun 6 am-7 pm.  
II—Mon thru Sun 7 pm-midnight.  
III—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
1 min	12.00	11.00	9.50	7.50	5.00
30 sec	10.00	9.00	7.50	6.00	4.00
<b>8. PROGRAM TIME RATES</b>					
1 hr	32 wk	26 wk	13 wk		
1/2 hr	75	90	110		
1/4 hr	45	55	67		
	27	33	40		

WHOO

1947  
ORLANDO

American Information Radio Network

ROBERT E. EASTMAN & CO., INC.  
NAB RAB

Media Code 4 210 5850 4.00  
WHOO Radio, Inc., Radio WHOO Road, Orlando,  
Fla. 32808. Phone 305-295-3990.

- PERSONNEL**  
General Manager—Robert P. Johnson.  
General Sales Manager—A. L. (Bake) Baker.  
Program Director—Clay Daniels.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
50,000 w. days excepting 10,000 w. during critical  
sunrise and sunset hours. Programs Test Authoriza-  
tion (March 26, 1968), 5,000 w. nights; 990 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 21c, 24b, 24c, 25a, 28c, 33d.  
Contracts: 40a, 40c, 42c, 42c, 43, 44a, 45, 46, 47e,  
51b, 51c.  
Comb.: Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70a, 70b, 70e, 71a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Affiliated with Eastman Radio Network.  
AM and FM schedules combine for frequency on FM  
only.

TIME RATES

No. 14 ET 4/1/72—Rec'd 3/6/72.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—All other times.

**6. SPOT ANNOUNCEMENTS**

SECTION I		SECTION II		SECTION III	
PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min.	26	23	21	20	
30 sec.	21	19	17	16	
10 sec.	16	14	13	12	
SECTION II					
1 min.	23	20	19	18	
30 sec.	18	16	15	14	
10 sec.	14	12	11	11	
SECTION III					
1 min.	17	15	14	13	
30 sec.	13	12	11	10	
10 sec.	10	9	8	8	

WHOO-FM

1952  
ORLANDO

AMERICAN FM RADIO NETWORK

NAB RAB NAFMB

Media Code 4 210 5851 2.00  
WHOO Radio, Inc., Radio WHOO Road, Orlando,  
Fla. 32808. Phone 305-295-3990.  
See affiliated AM station for additional information.

- PERSONNEL**  
Station Manager—Cecil West.  
Operations Manager—Dutch Edwards.
- FACILITIES**  
ERP 100,000 w.; 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 493 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Affiliated with Eastman Radio Network.  
Member: Bluegrass Broadcasting Co., Inc.  
AM and FM schedules combine for frequency on FM  
only.

TIME RATES

No. 13 ET 4/1/71—Rec'd 4/7/71.  
1—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-8 pm.  
2—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	15.00	12.00	10.00	9.00	8.00
30 sec	10.00	9.00	8.00	7.00	6.00
<b>CONSECUTIVE WEEK DISCOUNT</b>					
52 wk—10%					
<b>RATEHOLDER</b>					
Minimum wky sched of 6 1-min spots 6 am-mid- night Mon thru Sun necessary to maintain comms wk advertising.					

WKIS

1946  
ORLANDO

mcgavren-guild  
pgw radio, inc.

NAB RAB

A Susquehanna Station  
Media Code 4 210 5895 9.00  
Susquehanna Broadcasting Co., Box 740, Orlando,  
Fla. 32802. Phone 305-295-0740.

FLORIDA

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dale Moudy.  
General Sales Manager—Bill Kirk.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Susquehanna Broadcasting Co.: See Rep & S/O pages.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 740 kc.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a,  
27, 28b, 28c, 29b, 32b, 33c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b,  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 3/29/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun all day.  
A—Mon thru Sun 7 pm-1 am.  
BTA—Mon thru Sun 5 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	27	20	18	17	16
AA	22	16	14	13	12
A	18	13	11	10	9
PER MO:					
AAA	36 ti	50 ti	100 ti	150 ti	200+
AA	17	16	15	14	13
AA	13	12	11	10	9
A	11	10	9	8	7
BTA	12	11	10	9	8

# FLORIDA

## Orlando—W LO Q (FM)—Continued

### 8. FACILITIES

ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 112 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b, 15c.  
Basic Rates: 20b, 21b, 22b, 24a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a, 60f.  
Cancellation: 73b.  
AM facilities: WLOF.  
Sold in combination with WLOF. See that listing for rates.

### TIME RATES

No. 2 Eff 2/12/73—Rec'd 2/8/73.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	10 ti	20 ti	30 ti
EA	7.50	6.50	6.00	5.50
30 sec: 80% of 1-min.	10	sec: 50% of 1-min.		

## W O K B

WINTER GARDEN

## Independent Negro

City of license, Winter Garden, Fla.  
Orlando—1011 South Division St., Orlando, Fla.  
Phone 305-841-1600.  
See listing under Winter Garden, Fla.

## W O R J (FM)

1969

MOUNT DORA



Buckley Radio Sales, Inc.



(This is a paid duplicate of the listing appearing under Mount Dora, Fla.)

Media Code 4 210 5205 1.00

Orlando Radio & Television Broadcasting Corp., 1 N. Orange Ave., Orlando, Fla. 32801. Phone 305-424-8501.

### STATION'S PROGRAMMING DESCRIPTION

WORJ (FM): Progressive Rock. Contact Representative for further details. Rec'd 10/20/72.

### 1. PERSONNEL

President—Emil A. Corona.  
Vice-Pres. & Gen'l Mgr.—John F. Curran.

### 2. REPRESENTATIVES

Buckley Radio Sales, Inc.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo.  
Operating schedule: 24 hours, EST.  
Antenna ht.: 350 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time and talent; monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.  
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
AM facilities: WORL, Orlando.  
Affiliated with MBS.  
Sold in combination with WORL. See that listing for rates.

### TIME RATES

No. 1 Eff 8/1/73—Rec'd 8/6/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min:	20	19	18	17	18	17	16	15
30/less:	16	15	14	13	14	13	12	11

ROS: Flat, 14.00. Scheduled at station discretion. (D)

## W O R L

1957  
ORLANDO



Buckley Radio Sales, Inc.



Media Code 4 210 5992 4.00

Orlando Radio & Television Broadcasting Corp., 1 N. Orange Ave., Orlando, Fla. 32801. Phone 305-424-8561.

### STATION'S PROGRAMMING DESCRIPTION

WORL: Complete adult format.  
MUSIC: big band sounds, nostalgic vocals. Hourly stock reports. Contact Representative for further details. Rec'd 10/20/72.

### 1. PERSONNEL

President—Emil A. Corona.  
Vice-Pres. & Gen'l Mgr.—John F. Curran.

### 2. REPRESENTATIVES

Buckley Radio Sales, Inc.

### 3. FACILITIES

5,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time and talent; payable monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 29b.  
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WORJ (FM), Mount Dora.  
Affiliated with MBS.

### TIME RATES

WORL/WORJ (FM) COMBINATION

No. 1-C Eff 8/1/73—Rec'd 8/3/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min:	30	28	26	24	28	26	24	22
30/less:	24	22	21	19	22	21	19	(*)

(\*) 17.50.  
ROS: Flat 22.00, scheduled at station discretion.

### AM ONLY

No. 1 Eff 8/1/73—Rec'd 8/3/73.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min:	18.00	15.00	14.00	13.00	14.00	13.00	12.00	11.00
30/less:	10.00	9.00	8.50	8.00	8.50	8.00	7.00	6.50

ROS: Flat 11.00, scheduled at station discretion.

## ORMOND BEACH

Volusia County—Map Location G-5

See BRDS consumer market map and data at beginning of the State.

## See Daytona Beach

(including Ormond Beach, South Daytona)

## PALATKA (2 AM; 1 FM)

Putnam County—Map Location F-5

See BRDS consumer market map and data at beginning of the State.

## W I Y D (FM)

1972

Media Code 4 210 6015 3.00

Hall Broadcasting Co., Inc., Box 640, 900 River St., Palatka, Fla. 32077. Phone 904-325-4555.  
See affiliated AM station for additional information.  
AM facilities: WWPF.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 25,000 w. (vert.); 99.9 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 180 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 2/1/73—Rec'd 2/1/73.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min:	3.50	3.40	3.20	3.00				

PER MO, EA: 90+  
ROS: 2.70

## W S U Z

1957

Media Code 4 210 6030 2.00

Wayne E. Bullock, Box 668, Palatka, Fla. 32077.  
Phones 904-328-1177, 1434.

### 1. PERSONNEL

Station Manager—Wayne E. Bullock.

### 2. REPRESENTATIVES

Hal Walton Co.

### 3. FACILITIES

1,000 w. days; 800 kc. Non-directional.  
Operating schedule: Sunrise to local sunset, EST.

### 4. AGENCY COMMISSION

15/0 time only; payable 30 days.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

### TIME RATES

Rates effective July 1, 1958. (Card No. 2.)

Card received July 31, 1958.

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time... 36.00	19.80	11.00	7.20	2.90
12 times... 34.20	18.80	10.25	6.85	2.70
24 times... 32.40	17.80	9.70	6.45	2.60
52 times... 30.60	16.80	9.15	6.10	2.50
104 times... 28.80	15.80	8.60	5.75	2.40
156 times... 27.00	14.80	8.05	5.40	2.30
260 times... 25.20	13.80	7.50	5.05	2.20
312 times... 21.60	10.90	6.00	4.30	2.00

### 7. PACKAGE PLANS

WEEKLY PACKAGES

30 sec. or less: 21 per week, each... 1.40  
50 or more per week, each... 1.15

## W W P F

1947

NAB

Media Code 4 210 6075 7.00

Hall Broadcasting Co., Box 640 Palatka, Fla. 32077.  
Phone 906-325-4555.

### STATION'S PROGRAMMING DESCRIPTION

WWPF: Mod. programming for adults 18-49.

### 1. PERSONNEL

General Manager—Ronald G. Tumlin.

### 2. REPRESENTATIVES

David Carpenter Company.

Florida—Edwin H. Cohen.

### 3. FACILITIES

1,000 w. days, 500 w. nights; 1280 kc.

Directional—night only.

Operating schedule: 6 am-10:15 pm, EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
FM facilities: W1YD (FM).

### TIME RATES

Eff—Rec'd 2/27/73.

### 6. SPOT ANNOUNCEMENTS

1 min:	3.50	30 sec:	2.35
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### 7. PACKAGE PLANS

PER WK, EA: 100+  
30 sec: 1.95

### 10. SPECIAL FEATURES

5-min Newscast: 5  
Headline Newscast: 3  
Fishing Show—1-min spot, 7.50.

DISCOUNT

52 wk—10%

## PALM BEACH

Palm Beach County—Map Location H-8

See BRDS consumer market map and data at beginning of the State.

## See West Palm Beach

(including Boynton Beach, Lake Worth, Palm Beach and Riviera Beach)

## PANAMA CITY (4 AM; 3 FM)

(including Panama City Beach)

Bay County—Map Location B-4

See BRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## W D L P

1940

PANAMA CITY



Media Code 4 210 6120 1.00

DAE Broadcasting Co., Box 759, Panama City, Fla. 32401. Phone 904-763-1777.

### 1. PERSONNEL

General Manager—Larry Edwards.

Station Manager—Ken Winstanley.

### 2. REPRESENTATIVES

Mesker Radio, Inc.

Bernard I. Ochs Co.

### 3. FACILITIES

1,000 w.; 590 kc. Directional—night only.

Operating schedule: 24 hours daily, CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 32b.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

### TIME RATES

No. 11 Eff 10/1/73—Rec'd 9/14/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 wk:	8.00	7.60	7.20	6.80	6.75	6.45	6.15	5.80
1 wk:	7.60	7.20	6.80	6.45	6.15	5.85	5.50	
26 wk:	7.20	6.80	6.40	6.00	5.15	5.85	5.55	5.20
52 wk:	6.80	6.40	6.00	5.60	5.80	5.50	5.20	4.85

30 SECONDS OR LESS

1 wk:	6.40	6.10	5.80	5.45	5.40	5.25	4.90	4.60
13 wk:	6.10	5.80	5.50	5.15	5.15	4.90	4.65	



**Panama City—W P A P (FM)—Continued**

**TIME RATES**  
No. 1-74 ET 5/1/74—Rec'd 7/31/74.

**6. SPOT ANNOUNCEMENTS PER YR:**

1x	10x	20x	50x	100x	500x	1000x
1 min	5.50	5.30	5.10	4.90	4.70	4.30
30 sec	4.40	4.24	4.08	3.92	3.76	3.44

Guaranteed times, extra 15%.  
10 sec: Minimum of 20, flat 2.00.

**7. PACKAGE PLANS**

**WKLY 7 CONSEC DAYS:**

Plan I, 20-39 th	1 min	30 sec
Plan II, 40+	3.00	2.40

10 sec: Minimum of 20, flat 2.00.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1x	50.00	25.00	20.00
10x	46.00	21.00	17.00
52x	43.00	18.00	14.00
260x	40.00	16.50	12.50

**9. PARTICIPATING PROGRAMS**  
Sun Morning Gospel-Get-Together with Bill Underwood—8-11 am, per program 12.50.

**WPCF**

1948  
PANAMA CITY



Subscriber to the NAB Radio Code  
Media Code 4 210 6255 5.00  
Bay County Broadcasting Co., Box 1450, Panama City, Fla. 32401. Phones 904-785-6176, 6177.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. L. Dukate.  
Sales Mgr. & Prog. Dir.—G. T. DuKate.  
Chief Engineer—H. G. Barnes.
- REPRESENTATIVES**  
The Devney Organization, Inc.  
Florida & Southeast—Southern Spot Sales, Inc.
- FACILITIES**  
5,000 w.; 1430 kc. Directional—Separate pattern day and night.  
Operating schedule: 5:30 am-midnight, CST.
- AGENCY COMMISSION**  
15% time only; payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 4d, 5a, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 14b, 16.  
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WPFM (FM).  
Affiliated with American Information Network.

**TIME RATES**

No. 7 ET 9/1/71—Rec'd 7/29/71.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

**7. PACKAGE PLANS**

**PER WK, 1 MIN:**

1 ti	5 ti	10 ti	15 ti	20+
AA	8.00	7.50	7.00	6.50
A	6.50	6.00	5.50	5.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

Flat	1/2 hr	1/4 hr	5 min
	40	24	12

**WPFM (FM)**

1964  
PANAMA CITY



Media Code 4 210 6277 9.00  
Bay County Broadcasting Co., Inc., Box 2116, Panama City, Fla. 32401. Phone 904-234-3412.  
See affiliated AM station for additional information.  
AM facilities: WPCF.

- PERSONNEL**  
Station Manager—Laurence DuKate.  
Sales Manager—Russ Renner.  
Chief Engineer—Bob McNulty.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
ERP 89,300 w.; 107.9 mc.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 740 ft. above average terrain.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 14b.  
Basic Rates: 21a, 22b, 23a, 24a, 25a, 26, 28b, 28a.  
Contracts: 40a, 42a, 44a, 45, 46.  
Comb.: Cont. Discounts: 60b, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Affiliated with American Entertainment Network.

**TIME RATES**

ET—Rec'd 7/16/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	3.00	30 sec.	2.00
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**WSCM**

1958  
PANAMA CITY



Media Code 4 210 6300 9.00  
Community Service Broadcasting, Inc., Box 4398, Panama City, Fla. 32401. Phone 904-234-3128.

- PERSONNEL**  
Station Manager—Frank Abney.  
Sales Manager—Hal Howard.  
Production Manager—Tommy Carr.
- FACILITIES**  
500 w.; 1290 kc. Non-directional.  
Operating schedule: 5 am-local sunset, CST.
- AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 14a, 15a.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with MDS.

**TIME RATES**

ET—Rec'd 5/24/71.

**6. SPOT ANNOUNCEMENTS**

1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50
15 sec	2.00	1.75	1.50	1.25	1.18	1.10	1.00

**7. PACKAGE PLANS**

**30-DAY PROMOTIONAL PACKAGES**

1 min, 100 ti or 15 sec, 300 ti	200
30 sec, 100 ti	150

**8. PROGRAM TIME RATES**

1x	11x	26x	52x	102x	210x	265x
1 hr	60.00	55.00	50.00	45.00	40.00	35.00
1/2 hr	40.00	37.50	35.00	30.00	27.50	25.00
1/4 hr	25.00	22.50	20.00	18.00	16.50	14.50
10 min	20.00	18.50	16.50	14.00	12.50	10.50
5 min	10.00	8.75	7.00	6.25	5.75	5.00

**PANAMA CITY BEACH**

Bay County—Map Location B-4  
See SHDS consumer market map and data at beginning of the State.

**See Panama City**

(including Panama City Beach)

**PENSACOLA (6 AM; 3 FM)**

Escambia County—Map Location A-8  
See SHDS consumer market map and data at beginning of the State.

**WBOP**

1958

**WBOP-FM**

1971

Subscriber to the NAB Radio Code  
Media Code 4 210 6345 4.00  
Tri-Cities Broadcasting Co., Inc., Box 12764, 111 N. Baylen, Pensacola, Fla. 32575. Phone 904-458-7543.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBOP: Programmed for black listeners.  
MUSIC: Top Rhythm & Blues hits. 9 am-12N AM only. Religious programs, spiritual, church & civic news.  
NEWS: Network. News and public relations director. 24 hour direct line weather service at :60. Local news, 6:30 am, 7:00 am, 8:55 am and 5:00 pm. Sports news, 12:15 pm. Contact Representative for further details. Rec'd 8/5/74.

- PERSONNEL**  
Executive Vice-President—Zane D. Roden.  
Station Manager—Wayne Coleman.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,000 w.; 980 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.  
FM-ERP: 100,000 w.; 101.5 mc.  
Operating schedule: 4-1 am, CST.  
Antenna ht.: 493 ft. above average terrain.  
Simulcast 5-9 am & noon-local sunset.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21a, 22a, 25a.  
Contracts: 40a, 41, 42b, 46.  
Comb.: Cont. Discounts: 60c, 62d.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with MDS.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET 12/1/73—Rec'd 12/10/73.

AA—Mon thru Sat 5-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	AA	A
12 ti	14.00	11.60	12.00
18 ti	13.50	11.20	11.50
24 ti	13.00	10.80	11.00
30 ti	12.50	10.40	10.50
24+ wks, 10% discount; no rebates.	12.00	10.00	8.40

**STOP**

You have **ALREADY** passed the #1 station with total women and #2 station with Total audience!

Source: Pulse March '74. Avg. Pers. MSA; M-F 6 am-mid

**WBOP**

**WBSR**

1948



mcgavren-guild  
pgw radio, inc.

Mooney Broadcasting Corporation  
Media Code 4 210 6390 0.00  
WBSR, Inc., Box 5068, WBSB Bldg., Pace Blvd. and Moreno St., Pensacola, Fla. 32505. Phone 904-432-6178.

- PERSONNEL**  
President—George P. Mooney.  
Vice-Pres. & Gen'l Mgr.—Sam C. Trent.  
Commercial Manager—Ben Larson.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c.  
Contracts: 40a, 41, 44a, 44b, 46, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

ET 3/1/72—Rec'd 2/25/72.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7 pm-midnight; Sun 9 am-midnight.  
A—Mon thru Sat midnight-5 am; Sun midnight-9 am.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	22	20	18	16	14
AA	18	16	14	12	10
A	12	10	8	6	4

**20/30 SECONDS**

AAA	18	16	14	12	10
AA	14	12	11	9	8
A	10	8	6	4	3

**10 SECONDS**

AAA	13	12	10	9	8
AA	10	9	7	6	5
A	8	6	5	4	3

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

PER WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti	EA
AAA	15	12	10	9	8
AA	10	9	7	6	5
A	8	6	5	4	3

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**WCOA**

1926

**CBS Radio Network**  
Middle of the Road



Media Code 4 210 6435 9.00  
WCOA Radio, Inc., Box 12487, Lakewood Rd., Pensacola, Fla. 32573. Phone 904-456-5751. TWX PS 91.

**STATION'S PROGRAMMING DESCRIPTION**  
WCOA: Programmed for adults.  
MUSIC: popular as well as past hits, accent on air personalities. NEWS: 4 man news staff; news and headlines at :55; network news at :50; 2 news mobile units. SPORTS: collegiate & high school basketball & football, local golf tournaments, live on spot broadcast. FEATURES: audience participation telephone show open line at 7:05 pm. Weekend traffic & recreation reports. Contact Representative for further details. Rec'd 1/27/72.

- PERSONNEL**  
General Manager—Al Brooks.  
Sales Manager—Gordon Towne.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
5,000 w.; 1870 kc. Directional—night only.  
Operating schedule: 5-12:15 am, CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 6a, 7b, 8.  
Rate Protection: 12b.  
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60c, 60k, 62b, 62a.  
Cancellation: 70c, 71a, 73a.  
FM facilities: WJLQ.  
Affiliated with CBS.

**TIME RATES**

ET 4/1/74—Rec'd 7/22/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

WKLY:	1 min	AA	AA	A
6/less ti	24.00	18.00	20.00	15.00
12 ti	23.00	17.50	19.00	14.50
18 ti	22.00	16.50	18.00	14.00
24 ti	21.00	16.00	17.00	13.00
30 ti	20.00	15.00	16.00	12.00

(\*) 20/30 sec.

**7. PACKAGE PLANS**

**MAN PLAN—1/2AAA, 1/2AA**

1 min.	12 ti	18 ti	24 ti	30 ti
20/30 sec.	20.00	19.00	18.00	17.00
	15.00	14.50	14.00	13.00

**TAP—1/3AAA, 1/3AA**

1 min.	17.00	16.00	15.00	14.00
20/30 sec.	13.00	12.00	11.50	11.00

**FLORIDA**

**WJLQ**

1966



Media Code 4 210 6458 5.00  
WCOA Radio, Inc., Box 12836, Lakewood Rd., Pensacola, Fla. 32573. Phone 904-456-5751. TWX PS 91.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJLQ: MUSIC: Contemporary hits of today and yesterday. Contact Representative for further details. Rec'd 3/28/74.

- PERSONNEL**  
Station Manager—Craig Bourgeois.
- FACILITIES**  
ERP 26,000 w.; 100.7 mc. Stereo.  
Operating schedule: 5-1 am, CST.  
Antenna ht.: 157 ft. above average terrain.

**TIME RATES**

ET 4/1/74—Rec'd 7/22/74.

AAA—Mon thru Fri 3-7 pm; Sat & Sun 10 am-7 pm.  
AA—Mon thru Sun 7 pm-midnight; Mon thru Sat 6-10 am.

**6. SPOT ANNOUNCEMENTS**

WKLY:	1 min	AA	AA	A
6/less ti	12.00	9.00	10.00	8.00
12 ti	11.50	8.75	9.50	7.75
18 ti	11.00	8.50	9.00	7.50
24 ti	10.00	8.00	8.00	7.50
30 ti	9.00	7.50	7.00	6.50

(\*) 20/30 sec.

**WMEZ (FM)**

1960



Subscriber to the NAB Radio Code  
Media Code 4 210 6480 9.00  
Frederic T. C. Brewer, Box 8057, Town & Country Plaza, Pensacola, Fla. 32505. Phone 904-432-4778.

**STATION'S PROGRAMMING DESCRIPTION**  
WMEZ (FM): MUSIC: familiar standards & current hits programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/26/72.

- PERSONNEL**  
Owner & Gen'l Mgr.—Frederic T. C. Brewer.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 56,000 w. (vert.); 94.1 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 320 ft. above average terrain.

- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 4a, 4d, 5, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21c, 22a.  
Affiliated with American FM Network.

**TIME RATES**  
ET—Rec'd 4/14/69.

**6. SPOT ANNOUNCEMENTS**

1 min.	ix	26x	52x	156x	250x	500x
30 sec.	14	13	12	11	10	9
	12	11	10	9	8	7

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti
1 min.	10		

# FLORIDA

## Pensacola—W N V Y—Continued

### 7. PACKAGE PLANS

PER WK:	1 MINUTE	2 1/2	12 ti	18 ti	24 ti	30 ti
AA	21	19	17	15	13	11
A	17	15	13	11	9	7
B	11	10	9	8	7	6

PER WK:	30 SECONDS	15	13	11	9
AA	17	15	13	11	9
A	13	11	10	9	8
B	9	8	7	6	5

### 10. SPECIAL FEATURES

5-min news—1-1/2x 1-min.

## W P F A

1955

Media Code 4 210 6615 0.00  
WPFA Radio, Inc., Box 8127, 4151 N. Pace Blvd., Pensacola, Fla. 32505. Phone 904-433-1141.

**STATION'S PROGRAMMING DESCRIPTION**  
WPFA: MUSIC: 100% country. NEWS: network at :30; local at :60; weather, including FAA reports at :20; 1 min sports vignettes at :25. Interviews & coverage of special events, University football, Major league baseball, Remote broadcasting facilities. RELIGION: Sun sign-on-noon. Contact Representative for further details. Rec'd 7/2/73.

### 1. PERSONNEL

General Manager—Don Griffith.  
Operations Manager—Charles Dillard.  
Traffic Manager—Irene Griffith.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
Florida—Edwin H. Cohen.

### 3. FACILITIES

1,000 w. days; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 14a.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 29a.

Contracts: 40c, 41, 42a, 43, 44a, 45, 47a, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.  
Cancellation: 70a, 70c, 71b.  
Prod. Services: 80, 82.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

### TIME RATES

ET 9/1/68—Rec'd 10/7/68.

6. SPOT ANNOUNCEMENTS	1x	250x	500x	750x	1000x
1 min.	8.00	7.75	7.50	7.25	7.00
30 sec.	6.00	5.75	5.50	5.25	5.00

### 8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
1	100	60	40	15

## WVIX

1962



## SAVALLI/GATES INCORPORATED

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6635 8.00  
The Wonder Corp., Inc., 604 New Warrington Rd., Pensacola, Fla. 32506. Phone 904-456-7475.

**STATION'S PROGRAMMING DESCRIPTION**  
WVIX: Programming directed toward younger adult audience.

MUSIC: current hits. NEWS: hourly by local staff with newscasts at :20 & :40. Contact Representative for further details. Rec'd 9/18/72.

### 1. PERSONNEL

General Manager—Jim Smith.  
Sales Manager—Paul Burch.  
Program Director—Dave Johnson.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.

### 3. FACILITIES

500 w. 610 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15% on time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 4b, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 22a, 23a, 28b, 28c, 29b.  
Contracts: 40a, 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60c, 60i, 62b, 62d.  
Cancellation: 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.

### TIME RATES

ET 10/1/72—Rec'd 9/15/72.

6. SPOT ANNOUNCEMENTS	1 min.	6 ti	12 ti	18 ti	24 ti
1 min.	8.00	7.00	6.00	5.00	4.00
30/20 sec.	6.00	5.25	4.50	3.75	3.00
10 sec.	4.00	3.50	3.00	2.50	2.00

## PERRY

Taylor County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WGKR

1963

Media Code 4 210 6660 6.00  
Eugene Keiring & Carl E. Roye, dba K & R Broadcasters, Box 779, Hwy. 27, E. Perry, Fla. 32347. Phone 305-584-2972.

### 1. PERSONNEL

General Manager—Carl E. Roye.

### 2. REPRESENTATIVES

South. Southwest—Dora-Clayton Agency, Inc.

### 3. FACILITIES

1,000 w.; 1310 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time and talent; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

No. 1 Eff 1/1/74—Rec'd 2/26/64.

6. SPOT ANNOUNCEMENTS	1x	15x	25x	52x	104x	156x	260x	312x
1 min	3.00	2.70	2.40	2.10	1.95	1.80	1.65	1.50
30 sec	2.60	2.30	2.00	1.70	1.55	1.40	1.25	1.10

## PINELLAS PARK

Pinellas County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## See Tampa-St. Petersburg

(including Clearwater, Dunedin, Largo, Pinellas Park)

## PLANTATION KEY

Monroe County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## WXOS (FM)

1969

Media Code 4 210 6730 7.00  
Sounds of Service Radio, Inc., Box 223, Tavernier, Fla. 33070. Phone 305-852-5030.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Hank Cutshall.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0. Payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

ET 1/1/74—Rec'd 4/14/70.

6. SPOT ANNOUNCEMENTS	1 min 35 sec	1 min 35 sec
1 x	8.95	6.40
26 x	8.65	6.20
52 x	8.30	5.90
65 x	8.00	5.65
130 x	7.70	5.30

### 7. PACKAGE PLANS

1 MIN. PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
13 wk	48.00	87.00	117.00	138.00	180.00
26 wk	43.50	78.00	103.50	120.00	153.00
52 wk	39.00	69.00	90.00	101.00	126.00

### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS	15 ti	25 ti	50 ti
13 wk	165.00	243.75	425.00
26 wk	146.25	212.50	382.50
52 wk	127.50	181.25	300.00

## PLANT CITY

Hillsborough County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## WPLA

1949

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 6750 3.00  
WPLA Broadcasting Co., Inc., Drawer "J," 1607 S. Collins St., Plant City, Fla. 33566. Phone 813-752-3123; 752-2476.

**STATION'S PROGRAMMING DESCRIPTION**  
WPLA: MUSIC: modern pop country.

### 1. PERSONNEL

General Manager—Al Berry.

**2. REPRESENTATIVES**  
New York, Chicago, Los Angeles, Detroit—George T. Hopewell, Inc.

Southeast, Atlanta—David Carpenter Company.

### 3. FACILITIES

1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 2/1/74—Rec'd 1/30/74.

6. SPOT ANNOUNCEMENTS	1x	25x	52x	104x	156x	260+
1 min.	3.25	4.95	4.55	4.30	4.05	3.80
30 sec.	4.40	4.10	3.80	3.50	3.30	3.00
10 sec.	3.55	3.30	3.00	2.80	2.60	2.40

### 7. PACKAGE PLANS

WKLY SATURATION, ROS:	20 ti	40 ti
30 sec.	4.10	3.80

## POMPANO BEACH

Broward County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

## See Fort Lauderdale-Hollywood

(including Oakland Park, Pompano Beach)

## PORT ST. JOE

Gulf County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## WJOE

1956

Media Code 4 210 6795 0.00  
Mills & Crisp Enterprises, Inc., Box 310, Port St. Joe, Fla. 32456. Phone 904-227-2426. Panama City phone 904-785-9292.

### STATION'S PROGRAMMING DESCRIPTION

WJOE: Country western music.

### 1. PERSONNEL

Owner & Mgr.—Ted Brannen.

### 3. FACILITIES

1,000 w. days; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS	1x	25x	76x	151x
1 min.	3.50	3.00	2.50	2.25
30 sec.	2.25	2.00	1.75	1.50

## PUNTA GORDA (1 AM; 1 FM)

Charlotte County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WCCF

1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6840 4.00  
Charlotte County Broadcasting Corp., Box 277, Punta Gorda, Fla. 33950. Phone 813-639-1188.  
Studio: Punta Gorda, Fla.

### 1. PERSONNEL

Pres. & Sales Mgr.—John C. Lotz.

### 2. REPRESENTATIVES

Gene Bolles Company.

### 3. FACILITIES

1,000 w. days; 1580 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 9/1/73—Rec'd 8/29/73.

6. SPOT ANNOUNCEMENTS	1x	156x	260x	365x	500x	1000x
1 min.	5.00	4.30	3.85	3.30	3.00	2.65
30/less.	4.00	3.30	3.00	2.65	2.30	2.00

### 7. PACKAGE PLANS

PER WK:	1 ti	10 ti	15 ti	20 ti	30 ti	50 ti	100 ti
1 min	5.00	4.80	4.50	4.20	3.90	3.60	3.30
30/less	4.00	3.75	3.50	3.25	3.00	2.75	2.50

## WCCF-FM

1970

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6841 2.00  
Charlotte County Broadcasting Corp., Box 277, Punta Gorda, Fla. 33950. Phone 813-639-1188.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 159 ft. above average terrain.

### 4. AGENCY COMMISSION

None; all rates net to station.

### TIME RATES

Rates are identical to WCCF. See that listing.

## QUINCY (1 AM; 1 FM)

Gadsden County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WCNH

1947

Media Code 4 210 6885 9.00



# ST. PETERSBURG

Pinellas County—Map Location E-7  
See BRDS consumer market map and data at beginning of the State.

**See Tampa-St. Petersburg**  
(including Clearwater, Dunedin, Largo,  
Pinellas Park)

# SANFORD

Seminole County—Map Location G-8  
See BRDS consumer market map and data at beginning of the State.

**W T R R**

1947

**NAB**

Subscriber to the NAB Radio Code

Media Code 4 210 7020 2.00  
Communico Broadcasting, Box 1568, Sanford, Fla.  
32771. Phones 305-322-1400, Orlando 365-5411.

**STATION'S PROGRAMMING DESCRIPTION**  
WTRR: Solid Gold, Rock & Roll.

- PERSONNEL**  
Operating Partner—William A. Heck.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST
- AGENCY COMMISSION**  
15/10 time only; 15 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS and MBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/73—Rec'd 1/2/73.

6. SPOT ANNOUNCEMENTS		CLASS AA					
PER WK:	1 ti	7 ti	14 ti	25 ti	50 ti		
1 min.	6.00	5.50	5.00	4.50	4.00		
30 sec.	5.00	4.50	4.00	3.50	3.00		
13 wk—5%		7 ti	14 ti	25 ti	7 ti	14 ti	25 ti
1 min.	4.50	4.00	3.50	3.00	2.50	3.00	2.50
30 sec.		3.00	2.50	2.00	1.50	1.00	1.00
Per mo.		5.00	4.50	4.00	3.50	3.00	3.00
Per yr.		4.50	4.00	3.50	3.00	2.50	2.50
15/20 sec.		10 ti	50 ti	100 ti	30 ti	50 ti	100 ti
		3.00	2.50	2.00	1.50	1.00	1.00

# SARASOTA-BRADENTON

(6 AM; 3 PM)  
Plus 1 paid duplicate.  
Sarasota, Sarasota County—Map Location F-8  
Bradenton, Manatee County—Map Location F-7  
See BRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WBRD**

1957

**BRADENTON**

**NAB**

**RAB**

Media Code 4 210 7065 7.00  
Sunshine State Broadcasting Co., Inc., Box 1036,  
Bradenton, Fla. 33505. Phone 813-746-2183.

**STATION'S PROGRAMMING DESCRIPTION**  
WBRD: MUSIC: MOR, current hits, some older hits. NEWS: network at :60, local at :30, extended on-spot coverage of local government activities. SPORTS: network, auto races. FEATURES: Birth announcements at 8:15 am, women's show at 9:05 am, swap-shop call-in program 9:20-10:30 am daily, M-F. Public opinion call-in show featuring local guests 10:30-11:30 am. 2 stock market reports daily. Contact Representative for further details. Rec'd 7/3/73.

- PERSONNEL**  
President—Robert R. Nelson.  
Manager—Robert W. Nelson.  
General Sales Manager—Barry S. Rimler.
- REPRESENTATIVES**  
Savalli/Gates, Inc.  
Miami—Advertising Representatives, Inc.  
Home & Associates, Inc.
- FACILITIES**  
1,000 w. days; 1420 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/10
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 26a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WDUV (FM).  
Affiliated with American Information Network.

**TIME RATES**  
No. 74-1 ET 1/31/74—Rec'd 2/4/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA					
	1 ti	10 ti	20 ti	30 ti	40+	
1 min.	8.00	7.50	7.00	6.50	6.00	
30 sec.	6.40	6.00	5.60	5.20	4.80	
1 min.		7.25	6.75	6.25	5.75	5.25
30 sec.		5.80	5.40	5.00	4.60	4.20

**7. PACKAGE PLANS**  
RDS, PER WK:

1 ti	10 ti	20 ti	30 ti	40+
1 min.	7.00	6.50	6.00	5.50
30 sec.	5.60	5.20	4.80	4.40

Fixed position, extra 1.00.  
ID's 50% of 1-min.

**DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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**8. PROGRAM TIME RATES**

1 hr.	1 1/2 hr.	1/2 hr.	1/4 hr.	10 min	5 min
100.00	60.00	35.00	20.00	10.00	5.00
90.00	55.00	30.00	18.00	9.00	4.50
80.00	50.00	28.00	17.00	8.00	4.00
70.00	45.00	26.00	16.00	7.00	3.50
60.00	40.00	24.00	15.00	6.00	3.00
50.00	35.00	22.00	14.00	5.00	2.50
40.00	30.00	20.00	13.00	4.00	2.00
30.00	25.00	18.00	12.00	3.00	1.50
20.00	20.00	16.00	11.00	2.00	1.00
10.00	15.00	14.00	10.00	1.00	0.50

**10. SPECIAL FEATURES**  
Newcasts—applicable 1-min rate plus 25%.  
Sky Watch Report—1-min rate plus 15.00.

**AM/FM COMBINATION**  
No. 74-1 ET 1/31/74—Rec'd 2/4/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA					
	1 ti	10 ti	20 ti	30 ti	40+	
1 min.	16.00	14.00	12.00	10.00	8.00	
30 sec.	12.80	11.20	9.60	8.00	6.40	
1 min.		14.50	12.50	10.50	8.50	6.50
30 sec.		11.60	10.00	8.40	6.80	5.20

Fixed position, extra 1.00.

**DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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**7. PACKAGE RATES**  
TAP—FM—40%AAA, 40%AA, 20%A  
AM—50%AAA, 50%AA

PER WK:	CLASS AAA				
	1 ti	10 ti	20 ti	30 ti	40 ti
1 wk	12.00	10.00	8.00	6.50	5.00
13 wk	11.40	9.50	7.60	6.15	4.95
26 wk	10.80	9.00	7.20	5.85	4.70
52 wk	10.20	8.50	6.80	5.55	4.45

**RDS, PER MO:**

1 min.	10 ti	100 ti	200 ti
8.25	7.15	6.00	4.80
30 sec.	6.60	5.70	4.80

**10. SPECIAL FEATURES**  
Newcasts—applicable 1-min rate plus 25%.

**W D U V (FM)**

1963

**BRADENTON**

**NAB**

Media Code 4 210 7088 9.00  
Sunshine State Broadcasting Co., Inc., Box 240,  
Bradenton, Fla. 33506. Phone 813-746-9173.  
See affiliated AM station for additional information.  
AM facilities: WBRD.

**STATION'S PROGRAMMING DESCRIPTION**  
WDUV (FM): MUSIC: standards which feature instrumentals as well as male & female vocals. NEWS: national, state & local. Contact Representative for further details. Rec'd 8/21/72.

- FACILITIES**  
ERP 100,000 w.; 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WBRD. See that listing for rates.

**TIME RATES**  
ET 1/31/74—Rec'd 2/4/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10-3 pm & 7 pm-midnight; Sat 6 am-midnight; Sun 10 am-midnight.  
A—Mon thru Sat midnight-6 am; Sun midnight-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA					
	1 ti	10 ti	20 ti	30 ti	40+	
1 min.	8.00	7.50	7.00	6.50	6.00	
1 min.		7.25	6.75	6.25	5.75	5.25
1 min.		3.50	3.00	2.50	2.00	1.50
30 sec.		2.80	2.40	2.00	1.60	1.20

10% of 1-min.  
ID's: When available, 50% of 1-min.

**10. SPECIAL FEATURES**  
News—applicable 1-min, extra 1.00.

**DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
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**W K X Y**

1949

**SARASOTA**

Media Code 4 210 7110 1.00  
Sarasota Broadcasting Co., Box 2500, 2500 10th St.,  
Sarasota, Fla. 33578. Phone 813-958-1151

**STATION'S PROGRAMMING DESCRIPTION**  
WKXY: MUSIC: top 40 plus dozen picks & extras plus all time hits; instant requests 8-10 pm M-Sat. NEWS: network at :55, local state at :25; radio equipped mobile unit for on spot coverage of major local events; beeper reports daily from hospital, sheriff, fire department, chamber of commerce, fishing camps. SPORTS: high school football; 5 daily reports including dog track coverage. FEATURES: swap shop show phone-in 12:30-12:45 nm M-Sat; women's show 10:40-10:45 am M-F; weather beepers for special alerts. Contact Representative for further details. Rec'd 7/28/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—A. G. Fernandez.  
Program Manager—Charles Fernandez.

- REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—David Carpenter Company.  
Miami—Edwin H. Cohen.
- FACILITIES**  
1,000 w. days, 500 w. nights; 930 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/10 time only
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8  
Rate Protection: 16.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24c, 25a, 26, 27, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 15 ET 1/1/72—Rec'd 1/2/72.  
A—Mon thru Sat 6-10 am & 3-7 pm. Rotating.  
B—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A			CLASS B			CLASS C		
	1 min	20/30	1 min	20/30	1 min	20/30	1 min	20/30	
1 x	9.50	7.60	8.55	6.85	7.60	6.10	5.20	4.30	
52 x	9.00	7.20	8.10	6.50	7.20	5.80	4.90	4.00	
104 x	8.55	6.85	7.70	6.15	6.85	5.50	4.60	3.70	
156 x	8.05	6.45	7.25	5.85	6.45	5.20	4.30	3.40	
208 x	7.60	6.10	6.85	5.50	6.10	4.90	4.00	3.10	
312 x	7.10	5.70	6.40	5.15	5.70	4.60	3.70	2.80	
420 x	6.65	5.30	5.95	4.80	5.30	4.25	3.35	2.45	
520 x	6.15	4.95	5.55	4.45	4.95	4.00	3.10	2.20	
780 x	5.70	4.55	5.10	4.15	4.55	3.65	2.75	1.85	
1000 x	5.20	4.20	4.70	3.80	4.20	3.35	2.45	1.55	

10 sec: 50% of 1-min. Preemptible.  
Fixed position: 1x rate.

**7. PACKAGE PLANS**  
RDS—1, 3A, 1/3B, 1/3C

**PER WK:**

10 ti	12 ti	15 ti	20 ti	25 ti	30 ti
76.00	90.60	112.50	147.00	180.00	213.00
20/30 sec.	61.00	72.60	90.00	118.00	145.00
1 min.	44.25	27.40	33.00	378.00	446.25
20/30 sec.	196.00	220.00	265.00	306.00	360.00
10 sec:	50%	1-min.	Preemptible.		

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
85.00	57.00	38.00	33.00	24.00
76.00	50.00	33.00	30.00	21.50
67.00	45.00	30.50	26.50	19.00

**DISCOUNT**

2x—10%	104x—15%	260x—25%
52x—12-1/2%	156x—20%	312x—30%

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS

1x	52x	104x	156x	260x	312x
10.00	9.45	8.90	8.50	8.00	7.50
9.00	8.55	8.10	7.65	7.20	6.75
8.00	7.60	7.20	6.80	6.40	6.00

- PERSONNEL**  
Chairman of the Board—Carroll P. Newton.  
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.  
Sales Manager—Sherwood Lorenz.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
1,000 w.; 1220 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only; 15 days.
- GENERAL ADVERTISING** See coded regulations  
FM facilities: WQSR (FM).

**TIME RATES**  
No. 5 ET 5/1/74—Rec'd 5/8/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 min.	10	9	8	7	6
30 sec.	8	7	6	5	4

**DISCOUNT**

53 wk—10%
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**8. PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.

**W Q S A**  
1960  
**SARASOTA**

**ABC-FM** spot sales, Inc.

Media Code 4 210 7177 0.00  
Sarasota Radio Co., Box 7700, 1111 Beneva Rd.,  
Sarasota, Fla. 33578. Phone 813-366-0424.

**STATION'S PROGRAMMING DESCRIPTION**  
WQSA: MUSIC: Popular standards, film & show tunes with full orchestration; single & group vocals; live announcers. COMMERCIAL POLICY: 4 commercial interruptions per hour. Limit of 12 commercial minutes per hour. Contact Representative for further details. Rec'd 2/27/74.

- PERSONNEL**  
Chairman of the Board—Carroll P. Newton.  
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.  
Sales Manager—Sherwood Lorenz.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
1,000 w.; 1220 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only; 15 days.
- GENERAL ADVERTISING** See coded regulations  
FM facilities: WQSR (FM).

**TIME RATES**  
No. 5 ET 5/1/74—Rec'd 5/8/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A				
	1 ti	12 ti	18 ti	24 ti	30 ti
1 min.	10	9	8	7	6
30 sec.	8	7	6	5	4

**DISCOUNT**

53 wk—10%
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**8. PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.

**W Q S R (FM)**  
1973  
**SARASOTA**

**ABC-FM** spot sales, Inc.

Media Code 4 210 7182 0.00  
Sarasota Radio Co., Box 7700, 1111 Beneva Rd.,  
Sarasota, Fla. 33578. Phone 813-366-0424.

**STATION'S PROGRAMMING DESCRIPTION**  
WQSR (FM): Programmed for 18-35 age group. MUSIC: Adult rock, albums only, live hosts, clustered music. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/74.

# FLORIDA

- PERSONNEL**  
Chairman of Board—Carroll P. Newton.  
Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.  
Sales Manager—Paul E. Delaney.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Quadraphonic.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 15 days.
- GENERAL ADVERTISING** See coded regulations

# FLORIDA

## Sarasota-Bradenton—WSPB—Continued

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time, 10% of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12d, 13d, 14d, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47b, 48, 51a, 51c.  
Comb. Cont. Discounts: 60b, 60c, 60l, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.  
Affiliated with CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 8/1/74—Rec'd 7/25/74.

### 6. SPOT ANNOUNCEMENTS

TRAVEL TIME—6-10 AM & 2:30-6:30 PM  
PER WK: 5 ti 30 ti 60 ti 120 ti  
1 min..... 11.00 10.00 9.50 8.50  
30 sec..... 8.00 7.00 6.50 6.00  
15 sec..... 5.50 5.00 4.75 4.20

MINIMUM 1/4 TRAVEL TIME GUARANTEED  
BTA, PER WK: 15 ti 20 ti 30 ti  
1 min..... 8.00 7.50 7.00  
30 sec..... 6.00 5.50 5.00  
15 sec..... 4.00 3.75 3.50  
Fixed position, per spot extra 1.00.  
DISCOUNT

52 wk—10%

## WSPB-FM

1966

SARASOTA



Media Code 4 210 7201 8.00  
Walter-Weeks Broadcasting, Inc., Drawer Z, City Island, Sarasota, Fla. 33578. Phone 813-388-2131.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WSPB-FM: Standard instrumental & full orchestration with group vocals. Newscasts hourly; weather at 11:55 & 4:45. Contact Representative for further details. Rec'd 2/27/73.

### 1. PERSONNEL

Sales Manager—Robert R. Lewis.

### 3. FACILITIES

ERP 3,000 w.; 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 280 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**  
Affiliated with ATA Radio Network.  
Affiliated with CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET—Rec'd 2/27/73.

### 6. SPOT ANNOUNCEMENTS

BTA, PER WK, EA: 15 ti 20 ti 30 ti  
1 min..... 6 5 4  
30 sec..... 5 4 3

### 7. PACKAGE PLANS

TAP—ROTATING 7 DAYS 6 AM—MIDNIGHT—  
PER WK: 1 MIN/LESS 14 ti 14 ti 21 ti 28 ti  
PER DAY: 1 ti 1 ti 2 ti 3 ti 4 ti  
13 wk..... 10.00 7.00 6.00 5.00 4.00  
26 wk..... 9.00 6.30 5.20 4.50 3.60  
52 wk..... 8.00 5.60 4.80 4.00 3.20

## WTRT

1946

BRADENTON



Media Code 4 210 7245 5.00  
WTRT Broadcasting Inc., Box 1490, Memorial Pk., Bradenton, Fla. 33506. Phone 813-746-1107.

**STATION'S PROGRAMMING DESCRIPTION**  
WTRT: MUSIC: MOR, contemporary by standard artists. NEWS: local at :60, network at :30; expanded local coverage with accent on actualities. REPORTS: local play-by-play, network events, plus local sports show am & afternoon. Trading post, call-in 12:15-12:30 pm, M-Sat. Fishing show 3x/day. Stock market reports 3x/day. Public opinion letter/talk show with guests, 6-7:30 pm M-F. Contact Representative for further details. Rec'd 9/3/74.

### 1. PERSONNEL

President—"Bo" Mitchell.  
Station Manager—Morgan Stinemetz.

### 2. REPRESENTATIVES

PRO Time Sales, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.

### 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11b, 12a, 13b, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 27, 28b, 29a, 30.  
Contracts: 40a, 44a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60l, 61a, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

No. 4 ET 9/15/73—Rec'd 10/30/73.

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN  
PER MO: 1 ti 26 ti 51 ti 76 ti 101+  
1 min..... 7.00 6.50 6.25 6.00 5.50  
30 sec..... 6.00 5.50 5.25 5.00 4.50  
10 sec..... 3.50 3.25 3.00 2.75 2.50  
Guaranteed times, extra 20%.

SATURATION PLAN/BTA  
PER WK: 25 ti 50 ti 75 ti 100 ti  
1 min..... 6.75 6.25 5.75 5.25  
30 sec..... 5.75 5.25 4.75 4.25  
10 sec..... 3.00 2.75 2.50 2.25

### 8. PROGRAM TIME RATES

5 min—2x 1-min. 1/2 hr—6x 1-min.  
10 min—3x 1-min. 1 hr—10x 1-min.  
1/4 hr—4x 1-min.

### 10. SPECIAL FEATURES

MON THRU SAT: Per mo  
PER DAY: 1 ti 2 ti 3 ti 4 ti  
Rotation news..... 250 450 600 700

# WYND

## RADIO 1280

### IT'S OFFICIAL

# 18-34

## 7 a.m.-10 p.m.

### New Contemporary Radio in Sarasota, Fla.

Source: C. E. Hooper • Rating Period, April 22-26

## WYND

1961

SARASOTA

# M Jack Masla & Company, Inc.

## WYND

1961

SARASOTA

Media Code 4 210 7290 1.00  
R & J Broadcasting Corp., Box 3618, Sarasota, Fla. 33578. Phone 813-958-5561.  
Studios: 2101 Hammock Pl., Sarasota, Fla. 33588.

**STATION'S PROGRAMMING DESCRIPTION**  
WYND: MUSIC: Contemporary. NEWS: UPY & local coverage. Remote broadcasts upon request. Sky patrol traffic reports in drive times. Contact Representative for further details. Rec'd 3/5/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Jay M. Epstein.  
General Sales Manager—Douglas H. Gardner.  
Program Director—Carl Strandell.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

500 w. days; 1280 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 14 ET 9/1/74—Rec'd 9/3/74.

AAA—Mon thru Sun 6-10 am & 2-7 pm.  
AA—Mon thru Sun 10 am-2 pm & 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

CLASS AAA  
Wkly Yrly  
6 ti 12 ti 18 ti 24 ti 30 ti 520x 780x 1040x  
1 min 12.00 11.00 10.00 9.00 8.00 7.50 7.00  
(\*) 10.00 9.00 8.50 8.00 7.00 6.50 6.00 5.50  
CLASS AA  
1 min 10.00 9.50 9.00 8.00 7.00 6.00 5.50 5.00  
(\*) 8.50 8.00 7.50 6.50 5.50 5.00 4.50 4.00  
(\*) 30 sec/less.  
Fixed position: 1x rate.

### 7. PACKAGE PLANS

WKLY. BTA: 12 ti 18 ti 24 ti 30 ti 40 ti  
1 min..... 10.00 9.50 9.00 8.00 7.00  
30 sec/less..... 8.00 7.50 7.00 6.00 5.00  
Combinable for wkly frequency but not consec wk discount.

### 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr  
1 x..... 100 50 25

### 10. SPECIAL FEATURES

5-MIN NEWSCASTS: AAA AA  
Ea..... 17.50 10.50  
CONSECUTIVE WEEK DISCOUNT  
52 wk—15%, minimum contract \$900.00.  
26 wk—10%, minimum contract \$500.00.  
13 wk—7%, minimum contract \$250.00.  
RATE HOLDER: Minimum 3 spots per wk during non-scheduled wks.

## SEBRING (2 AM; 1 FM)

Highlands County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State

## WJCM

1950

Media Code 4 210 7335 4.00  
Community Enterprises, Inc., Box 1766, Sebring, Fla. 33870. Phone 813-385-7140.

**STATION'S PROGRAMMING DESCRIPTION**  
WJCM: Programmed for the local community.  
MUSIC: MOR. Emphasis on fishing, golfing & citrus programs & reports. Rec'd 7/28/72.

### 1. PERSONNEL

Owner & Mgr.—C. Wesley Ward.

### 3. FACILITIES

1,000 w.; 960 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 26, 28b, 29c, 30.  
Contracts: 40a, 51a.  
Comb.: Cont. Discounts: 62b, 62d.  
Cancellation: 70a, 70c, 71b, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 ET 1/1/73—Rec'd 12/11/72.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 15 sec  
1 ti..... 4.00 3.60 2.00  
4 ti..... 3.75 3.00 1.60  
10+..... 3.50 2.40 1.30

### 7. PACKAGE PLANS

SATURATION PACKAGE  
50 ti 70 ti 100 ti 150 ti 200 ti  
1 min..... 175 200 235 300  
30 sec..... 80 115 195 225  
15 sec..... 75 90 125 150  
Within 10 days. Not commissionable.

### 8. PROGRAM TIME RATES

PER WK: 1 hr 1/2 hr 1/4 hr 5 min 3 min  
1 ti..... 50.00 30.00 20.00 5.00 4.00  
4 ti..... 40.00 20.00 12.50 4.50 3.50  
6+..... 30.00 15.00 7.50 4.00 3.00

## WSEB

1959

Media Code 4 210 7380 9.00  
Morgan Broadcasting Co., Box 871, 2500 S. Lakeview Dr., Sebring, Fla. 33870. Phone 813-385-5151.

### 1. PERSONNEL

General Manager—Frank Ayers.

### 2. REPRESENTATIVES

David Carpenter Company.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

FM facilities: WSKP (FM).  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 3/25/74.

### 6. SPOT ANNOUNCEMENTS

1 min..... 5.50 4.50 3.50 8.00 2.50  
30 sec..... 4.00 3.00 2.75 2.50 2.00  
15 sec..... 2.60 2.00 1.85 1.60 1.30

## WSKP (FM)

1967

Media Code 4 210 7402 2.00  
Morgan Broadcasting Co., Box 871, 2500 S. Lakeview Dr., Sebring, Fla. 33870. Phone 813-385-5151.

See affiliated AM station for additional information.  
AM facilities: WSEB.

### 3. FACILITIES

FM-ERP 3,000 w.; 105.5 mc.  
Operating schedule: 6-12:05 am. EST.  
Antenna ht.: 150 ft. above average terrain.

### 4. AGENCY COMMISSION

None; all rates net to station.

### TIME RATES

Rates are identical to WSEB. See that listing.

## SOUTH DAYTONA

Volusia County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## See Daytona Beach

(including Ormond Beach, South Daytona)

## STARKE

Bradford County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WPX

1957

A Sanders Station  
Media Code 4 210 7425 am-10 pm. EST.  
Sanders Enterprises, Inc., Drawer 520, Starke, Fla. 32091. Phone 904-964-5001.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—John Sanders.

### 3. FACILITIES

1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5 am-10 pm. EST.

### 4. AGENCY COMMISSION

15/0; 10% of month.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 4/10/74.

### 6. SPOT ANNOUNCEMENTS

1 min/less..... 4.00 3.80 2.60 52x 156x 365x  
\*1x 13x 26x 52x 156x 365x  
No frequency discounts for time segments  
6:30-8:30 am, 11:30 am-1:30 pm & 4-6:30 pm.

## STUART (1 AM; 1 FM)

Martin County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

## WMCF (FM)

1964

NAB

Media Code 4 210 7470 9.00  
Blue Water Broadcasting Co., Inc., Drawer 359, Stuart, Fla. 33494. Phone 305-334-1122.

**STATION'S PROGRAMMING DESCRIPTION**  
WMCF (FM): Full spectrum programming.

### 1. PERSONNEL

Pres. & Mgr.—Lester M. Combs.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.

Operating schedule: 6 am-11:30 pm. EST.  
Antenna ht.: 300 ft. above average terrain.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

ET—Rec'd 12/31/73.

### 6. SPOT ANNOUNCEMENTS

PER YR.  
ROB: 1x 26x 52x 104x 156x 208x  
1 min..... 7.50 7.25 7.00 6.75 6.25 6.00  
30 sec..... 6.25 5.90 5.60 5.30 5.00 4.75  
1 min..... 5.60 5.25 4.90 4.60 4.20 3.85  
30 sec..... 4.50 4.20 3.85 3.65 3.40 3.10  
15 sec..... 3.40 3.20 3.10 2.95 2.80 2.65

### 7. PACKAGE PLANS

1 min..... 5.70 5.45 5.20 5.00 4.75 4.50  
30 sec..... 4.60 4.40 4.15 3.95



# TALLAHASSEE (4 AM; 3 FM)

Leon County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

W BGM (FM)  
1962

NBC Radio Network

Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code  
Media Code 4 210 7560 7.00  
Camptown Industries, Inc., Box 3127, Lake Shore Dr., Tallahassee, Fla. 32303, Phone 904-385-1156.  
Studio: Lakeshore Drive

STATION'S PROGRAMMING DESCRIPTION  
WBGM (FM): Programmed for adults, general audience.  
MUSIC: popular MOR. NEWS: network at :60; local 5 times daily. Contact Representative for further details. Rec'd 12/28/72.

- PERSONNEL**  
President—Donald C. Price.  
Sales Manager—Al Zeoli.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.9 mc. Stereo.  
Operating schedule: 6-11 am. EST.  
Antenna ht.: 365 ft. above average terrain.

- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 25a, 26, 28b, 28c.  
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 51a  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: WONS.  
Affiliated with NBC.  
Affiliated with ATA Radio Network.

**TIME RATES**  
ET 8/1/74—Rec'd 8/1/74

PER WK	12 ti	18 ti	24 ti
1 min	10	9	8
30 sec	8	7	6

**WONS/WBGM (FM) COMBINATION**

1 min	12	11	10
30 sec	10	9	8

# WGLF (FM)

1970



Media Code 4 210 7580 5.00  
Tallahassee Broadcasting Co., Box 1815, 525 E. Tennessee St., Tallahassee, Fla. 32302, Phone 904-224-1227.

STATION'S PROGRAMMING DESCRIPTION  
WGLF (FM): Programmed for young adults and adults.  
MUSIC: 85%: all music is clustered, 7 clusters per hour. 75% current hits, 25% past hits, including musical vignette hourly. NEWS 15%: 5 min at :15 and :45 hourly, local news department, network, UPI, national weather service, expanded gulf area weather hourly; mobile unit for news and remote broadcasts. FEATURES: total community involvement, public service director, personality profile, stocks daily, historical or current events vignette hourly, weekend fishing reports. COMMERCIAL POLICY: 3 commercial clusters per hour, also in or adjacent to newscasts and features. Contact Representative for further details. Rec'd 2/26/71.

- PERSONNEL**  
President—B. F. J. Timm.  
General Manager—Bob Schneider.  
Program Director—Danny Spears.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
ERP 38,000 w. (horiz.), 38,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 440 ft. above average terrain.

- AGENCY COMMISSION**  
15/0 time only. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 61b.  
Cancellation: 71a, 73a.  
Prod. Services: 81, 82.  
Affiliated with American FM Network.  
Affiliated with MBS.

**TIME RATES**  
ET 2/1/73—Rec'd 3/14/73

PER WK	1 ti	5 ti	10 ti	15 ti	20 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	9.20	8.90	8.60	8.30	7.90
10 sec	7.00	7.00	7.00	7.00	7.00

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	10 min	5 min
1	57	38	33	25

# WMEN

1954



Media Code 4 210 7605 0.00  
Plantation Radio, Inc., Box 1695, Magnolia Office Center, Tallahassee, Fla. 32302, Phone 904-877-5116.

STATION'S PROGRAMMING DESCRIPTION  
WMEN: Programmed for adults with Modern C & W format.  
NEWS: network at :60, plus local traffic reports during drive times. Headlines at :30. Air traffic reports 5-5:30 pm. Weather scope at :20. SPORTS: network at :40. FEATURES: 12N-1 pm open mike show. FARM: 6-6:15 am from US Agriculture department. Sat & Sun. Contact Representative for further details. Rec'd 11/30/72.

- PERSONNEL**  
General Manager—Charles H. Porretto  
Traffic Manager—Connie Taylor.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Dora-Clayton Agency, Inc.
- FACILITIES**  
5,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 14a.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.  
Cancellation: 70a, 70c, 71b.  
Prod. Services: 80, 82.  
Affiliated with KBS.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/71—Rec'd 4/20/71

AA—Mon thru Fri 6-10 am & 3-7 pm.	1 min	20x	50x	750x	1000x
A—Mon thru Fri 10 am-3 pm; Sat & Sun all day. <td>1 min</td> <td>6.90</td> <td>5.75</td> <td>4.75</td> <td>4.30</td>	1 min	6.90	5.75	4.75	4.30
	30 sec	5.75	4.60	4.20	3.75

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
1	100	70	55	35	30
26-52 x	90	60	45	30	30

# WOMA (FM)

1967



Subscriber to the NAB Radio Code  
Media Code 4 210 7625 8.00  
Tallahassee Appliance Corp., Box 1047, W. H. Johnston Bldg., Tallahassee, Fla. 32302, Phone 904-224-0949.

See affiliated AM station for additional information.  
AM facilities: WTNT.  
STATION'S PROGRAMMING DESCRIPTION  
WOMA (FM): MUSIC: 90% modern country and western. Contact Representative for further details. Rec'd 9/30/68.

- FACILITIES**  
ERP 51,000 w.; 94.9 mc. above average terrain.  
Operating schedule: 5 am-11 pm. EST.  
Antenna ht.: 210 ft. above average terrain.

**TIME RATES**  
ET 8/1/74—Rec'd 8/1/74

PER WK	5 ti	10 ti	20 ti	30 ti
1 min	5.75	5.50	5.25	5.00

**7. PACKAGE PLANS**  
20/30 sec: 80% of 1-min.

**WONS**  
1959

Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 210 7650 6.00  
Camptown Industries, Inc., Box 3127, Tallahassee, Fla. 32303, Phone 904-385-1156.  
See affiliated FM station for additional information.  
FM facilities: WBGM (FM).

STATION'S PROGRAMMING DESCRIPTION  
WONS: MUSIC: adult contemporary with 33% oldies. NEWS: Network at :60, state & local at :30 every hour. State Capitol correspondent, local news-fully equipped newscast. Extended State & Local news at 7:30 am, 12:30 & 5:30 pm. Stock Market at :15 with wrap-up at 5:05 pm. Contact Representative for further details. Rec'd 8/2/73.

- FACILITIES**  
5,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.  
Sold in combination with WBGM (FM). See that listing for rates.

**TIME RATES**  
Rates are identical to WBGM (FM). See that listing.

**WTAL**  
1935



Media Code 4 210 7695 1.00  
Capitol City Broadcasting, Inc., Box 1369, 2341 Phillips Rd., Tallahassee, Fla. 32302, Phones 904-877-1108, 1109, 1100

STATION'S PROGRAMMING DESCRIPTION  
WTAL: Programmed for young adults.  
MUSIC: 80%: featuring current hits from 12M-12M NEWS and features 20%: network 15%: regional and local 5%. 8 air personalities and 1 remote broadcast unit available for remote broadcasts, store openings, shopping center sales days, etc. Contact Representative for further details. Rec'd 4/30/69.

- PERSONNEL**  
Pres. & Mgr.—Wally Hoy.  
Sales Manager—Barbara Hoy.
- REPRESENTATIVES**  
The Devney Organization, Inc. (St. Louis, Kansas City—Call Chicago Office.)  
Atlanta—Media Sales/South.

Operating schedule: 6 am-local sunset. EST.

**TIME RATES**  
ET 2/1/73—Rec'd 3/14/73

1 ti	5 ti	10 ti	15 ti	20 ti
1 min	11.00	10.50	10.00	9.50
30 sec	9.20	8.90	8.60	8.30
10 sec	7.00	7.00	7.00	7.00

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	10 min	5 min
1	57	38	33	25

# WTNT

1935

CBS Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 210 7740 5.00  
Tallahassee Appliance Corp., Box 1047, W. H. Johnston Bldg., Tallahassee, Fla. 32302, Phone 904-224-1270.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Frank W. Hazelton.  
Vice-Pres. & Sales Mgr.—Hurley W. Rudd
- REPRESENTATIVES**  
Meeker Radio, Inc.  
Busby, Finch and Woods, Inc.  
Florida—Edwin H. Cohen.
- FACILITIES**  
5,000 w.; 1270 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60l, 61c, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WOMA (FM).  
Affiliated with CBS.

**TIME RATES**  
ET 12/1/69—Rec'd 10/29/69

WKLY	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50
20/30 sec: 80% of 1-min.				

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min	13
1	40	25	13	

**7. PACKAGE PLANS**  
20/30 sec: 80% of 1-min.

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min	13
1	40	25	13	

No further discounts.

# TAMPA-ST. PETERSBURG

(Including Clearwater, Dunedin, Largo, Pinellas Park)  
(17 AM; 8 FM)

Plus 1 paid duplicate.  
Tampa: Hillsborough County—Map Location F-7  
Clearwater, Dunedin, Pinellas Park, St. Petersburg.  
Pinellas County—Map Location E-7  
County—Map Location E-7

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

# RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	59	49	50	49
B	59	49	50	49
C	50	40	49	36
D	49	34	40	26
AVERAGE	54	43	50	40

# WAZE

1959

CLEARWATER

Subscriber to the NAB Radio Code  
Media Code 4 210 7830 4.00  
Three Rivers Communications, Inc., Box 930, 201 S. Ft. Harrison Ave., Clearwater, Fla. 33517, Phone 813-438-8575.

- PERSONNEL**  
President—Carl J. Marcocci.  
Station Manager—Duane I. Lenley.  
Program Director—David Rhodes.

# FLORIDA

- REPRESENTATIVES**  
Atlanta—David Carpenter Company.
- FACILITIES**  
500 w., 860 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12l, 14l, 15b.  
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 3/1/74—Rec'd 4/1/74

**6. SPOT ANNOUNCEMENTS**

PER WK:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	6.00	4.50	7.00	7.50	8.00
20/30 sec: 80% of 1-min. 15 sec/less: 60% of 1-min.					
13 wks: 90% of wkly rate.					

**7. PACKAGE PLANS**  
HULK PLAN—YEARLY  
1000 x ..... 6500  
2000 x ..... 11500

**10. SPECIAL FEATURES**  
Rotating Marine Weather, Special Features, Rotating News at :45, All That Jazz, Women's World, 60 & 30 rotating 2 per day.  
5 days per wk ..... 75 7 days per wk ..... 100

# WDAE

1922

TAMPA

# American Information Network

AVCO RADIO SALES



Media Code 4 210 7920 3.00  
Rounsaville of Tampa, Inc., 101 N. Tampa St., Tampa, Fla. 33602, Phone 813-229-0404, St. Petersburg 813-896-0404.

STATION'S PROGRAMMING DESCRIPTION  
WDAE: Programmed for adults.  
NEWS: news, weather, local and national in each report: 5 or 10 min summaries at :60 & :30.  
MUSIC: familiar MOR, standard and current hits.  
AIR PERSONALITIES handle all segments; talk in early evening weekdays. Religious educational and public service from 10 am-12M Sun only. Editorials regularly. Carry live football, 2 mobile news cars, 1 frost warning reports, stock market reports. COMMERCIAL POLICY: Maximum 15 minutes commercial time per hour. Contact Representative for further details. Rec'd 8/6/73.

- PERSONNEL**  
Owner—Robert W. Rounsaville.  
President—Ralph B. Johnston.  
Vice-Pres. & Gen'l Mgr.—Donald K. Clark.
- REPRESENTATIVES**  
Arco Radio Sales.
- FACILITIES**  
5,000 w.; 1250 kc. Directional.  
Operating schedule: 24 hours daily. EST.

- AGENCY COMMISSION**  
15% (time only) 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21a, 22a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33d.  
Contracts: 40a, 41, 42a, 43a, 44b, 45, 46, 47a, 50, 51b.  
Comb. Cont. Discounts: 60a, 60c, 60g, 60l, 62d.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Affiliated with Arco Group Plan.

**TIME RATES**  
No. 36 ET 8/15/73—Rec'd 8/6/73

I—Mon thru Sat 6-10 am & 3-7 pm.	1 ti	12 ti	18 ti	24 ti
II—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.	59	49	48	47
III—Mon thru Sun 7-8 am & 7 pm-midnight.	47	40	38	36
IV	30	26	25	24
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				

**10. SPECIAL FEATURES**

1x	50x	100x	250x	500x
I	67	61	55	50
II	52	45	40	35
III	38	31	26	21
IV	26	21	19	19

1250 SKY PATROL  
(Mon thru Fri 6:45-9 am & 3:45-6 pm)  
130a 260x 520x 750x  
45 44 43 42

Per day, 16 tit. incl. 30-sec close.  
Minimum schedule: 2 reports per day/13 wks.

**COMBINABILITY**  
Spots of any length may cross combine among Sections I, II & III. Weekly frequency, and Sky Patrol do not combine.  
(Tampa-St. Petersburg continued on next page)

Want more information in less time? Read... and use... the Service-Ads in SRDS.

# FLORIDA

Tempo-St. Petersburg—Continued

W D A E-FM

1947  
TAMPA

**AVCO**  
RADIO SALES

**RAB**

Media Code 4 210 7921 1.00

Rounsaville of Tampa, Inc., 101 N. Tampa St., Tampa, Fla. 33602. Phone 813-229-0404.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDAE-FM: Programmed for young adults & teens. MUSIC: current & past hits. Live air personalities handle all segments 18 hour per day. NEWS & SPORTS: 2-min summaries at :20 & :40. Weather at :15 & :45. **COMMERCIAL POLICY:** maximum 8 minutes per hour. 4 interruptions per hour between solid music. TALK: PUBLIC AFFAIRS program Sun. 6-9 pm featuring special interests to youth & young adult market. Contact Representative for further details. Rec'd 12/18/72.

### 3. FACILITIES

ERP 34,000 w.; 100.7 mc.  
Operating schedule: 24 hours daily. EST.

Antenna ht.: 309 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations

Affiliated with Arco Group Plan

**TIME RATES**

No. 3 ET 8/15/73—Rec'd 8/6/73

SPOT ANNOUNCEMENTS	10 ti	12 ti	18 ti	24 ti
PER WK. ROS:	1x	100x	250x	500x
1 min.	24	23	22	21
30 sec.	18	17	16	15

(\*) Fixed.  
10 sec: 50% of 1-min.

W D C L

1954  
DUNEDIN

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 210 7932 8.00

Dunedin Broadcasting Corp., Box 1470, Dunedin, Fla. 33528. Phone 813-784-1480.

**STATION'S PROGRAMMING DESCRIPTION**

WDCI: Programmed for adults.  
MUSIC: modern MOR. NEWS: at :30. Headlines at :30 UPI audio. Stock market report, official frost warning. **COMMERCIAL POLICY:** maximum 15 min per hour. Rec'd 7/31/74.

### 1. PERSONNEL

Gen'l Mgr. & Dir. of Oper.—Ross Charles.

### 3. FACILITIES

5,000 w.; 1470 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d.

Basic Rates: 20b, 21a, 22a, 23a, 24a, 25c, 26, 28b, 29b, 30, 32a, 33d.

Contracts: 40a, 42c, 44a, 45, 48, 51a, 51b.

Comb.: Cont. Discounts: 60b, 61a, 62a.

Cancellation: 71a, 72, 73a.

Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET—Rec'd 5/31/73.

### 6. SPOT ANNOUNCEMENTS

SPECIFIED

1x	10x	25x	50x	100x	200x	300x	500x
1 min 7.50	7.00	6.50	6.00	5.75	5.50	5.25	5.00
30 sec 5.00	5.50	5.00	4.50	4.25	4.00	3.75	3.50
15 sec 3.00	4.50	4.25	4.00	3.75	3.50	3.25	3.00

W F L A

1925  
TAMPA

NBC Radio Network

BLAIR RADIO

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 210 7965 8.00

WFLA, Inc., Box 1410, 905 Jackson St., Tampa, Fla. 33601. Phone 813-228-9797.

**STATION'S PROGRAMMING DESCRIPTION**

WFLA: Programmed for adults.

MUSIC: melodic MOR mixture of standards, oldies & selected current hits. AIR PERSONALITIES featuring humor, topical comments, community involvement. NEWS: 3-5 minutes at :30 & :30. 6 man local news staff. Weather at :15 & :45. Talk: area public affairs interviews Tues-Thurs 10-11 pm. Special features: mini-documentaries hourly at :45 with emphasis on local problems. Traffic reports 7-9 am & 4-6 pm. Frequent specials. **COMMERCIAL POLICY:** maximum 14 minutes per hour. Contact Representative for further details. Rec'd 5/21/74.

### 1. PERSONNEL

President—William B. Faber.

Exec. Vice-Pres. & Gen'l Mgr.—John Alexander.

Program Director—Rod Weller.

### 2. REPRESENTATIVES

Blair Radio.

Canada—Unicom Broadcast Sales Ltd

### 3. FACILITIES

5,000 w.; 970 kc. Directional—night only.

Operating schedule: 24 hours daily, EST.

### 4. AGENCY COMMISSION

15/0 net time only.

### 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.

Basic Rates: 20a, 21a, 22b, 23a, 24a, 24c, 25c, 26, 27, 28a, 29a, 32b, 33a.

Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62b.

Cancellation: 70b, 70c, 71a, 72, 73a.

Prod. Services: 80, 82.

Affiliated with NBC and Blair Represented Network.

**TIME RATES**

AM/FM COMBINATION

No. 16 ET 4/15/74—Rec'd 4/3/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 7-10 pm; Sun noon-7 pm.

B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti

1 min. 52 50 48 46 42 40 38 36

30 sec. 42 40 38 36 34 32 30 28

10 sec. 32 30 28 26 24 22 20 18

1 min. 26 25 24 23 19 18 17 16

30 sec. 21 20 19 18 16 15 14 13

10 sec. 16 15 14 13 12 11 10 9

AM ONLY: 1 min 30 sec 10 sec

AAA, AA, A, deduct. 10 8 6

B, deduct. 5 4 3

### 10. SPECIAL FEATURES

AM ONLY 5 MINUTE NEWSCASTS

PER WK: 1 ti 6 ti 12 ti 18 ti

AAA 55 48 45 42

AA 38 35 32 29

A 28 22 18 16

B 19 16 14 12

W F L A-FM

1948  
TAMPA

BLAIR RADIO

**NAB**

**NAFMB**

Subscriber to the NAB Radio Code

Media Code 4 210 7966 6.00

WFLA, Inc., Box 1410, 905 Jackson St., Tampa, Fla. 33601. Phone 813-229-0177.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

WFLA-FM: Programmed for adults.

MUSIC: standards with full orchestration in non-

interrupted segments. NEWS: 2 minutes of area,

national & world news headlines plus weather at

:15. **COMMERCIAL POLICY:** maximum 12 minutes

per hour. Contact Representative for further details.

Rec'd 5/21/74.

### 3. FACILITIES

ERP 100,000 w.; 93.3 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 925 ft. above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations

Affiliated with Blair Represented Network.

Sold in combination with WFLA. See that listing

for rates.

**TIME RATES**

No. 18 ET 4/15/74—Rec'd 4/3/74.

AA—Mon thru Sun 6-10 am-midnight.

A—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK: CLASS AA 6 ti 12 ti 18 ti 24 ti

1 min. 32 30 28 26

30 sec. 26 24 22 20

10 sec. 17 16 15 14

CLASS A 1 min 30 sec 10 sec

Flat 5 4 3

W F S O

1966  
PINELLAS PARK

Selcom, Inc.  
Progressive Rock

**NAB**

Media Code 4 210 8010 2.00

Pinellas Radio Corp., Box 570, Pinellas Park, Fla. 33565. Phone 813-392-2213. Tampa phone 813-223-6465.

**STATION'S PROGRAMMING DESCRIPTION**

WFSO: MUSIC: progressive rock. NEWS: 1-min at

:10 & :40. Weather: at :20 & :50. FEATURES:

request line; DJ's conduct an air interview with rock

groups. Live rock show Mon. nights. **COMMERCIAL**

**POLICY:** 12 commercial minutes per hour with music

back-to-back with talk only over music intros. Contact

Representative for further details. Rec'd 6/28/74.

### 1. PERSONNEL

General Manager—Dan L. Johnson.

General Sales Manager—Joseph P. Gingrich.

Program Director—Glen Scott.

### 2. REPRESENTATIVES

Selcom, Inc.

### 3. FACILITIES

500 w.; 570 kc. Directional.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a,

28a, 28c, 29a.

Contracts: 40a, 41, 44a, 46, 47a, 50, 51a.

Comb.: Cont. Discounts: 60b, 60d, 60f, 60l, 61a, 62b.

Cancellation: 70a, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

**TIME RATES**

No. 4 ET 4/25/74—Rec'd 4/19/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat &

Sun all day.

AA—Mon thru Fri 10 am-3 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK. 30 SEC: 10 ti 15 ti 20 ti 25 ti

AAA 14.50 14.00 13.50 13.00

AA 13.50 13.00 12.50 12.00

Delivering the lowest CPM to the  
18 to 24 market with  
Continuous Hit Music.

WFSO  
57 radio

57 radio

St. Petersburg

Clearwater Tampa

represented nationally by Selcom, Inc.

W H B O

1948  
TAMPA

Media Code 4 210 8055 7.00

Floradio, Inc., Box 17156, 11011 Florida Ave.,

Tampa, Fla. 33612. Phone 935-3171.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—B. A. Martin.

### 2. REPRESENTATIVES

Ral Walton Co.

### 3. FACILITIES

250 w. days; 1050 kc. Non-directional.

Operating schedule: Sunrise to local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; 10 days.

### 5. GENERAL ADVERTISING

See coded regulations

General: 2a, 3a, 3b, 5, 6a.

Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.

Contracts: 40a, 42a, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with KHS

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET 9/2/74—Rec'd 8/19/74.

# Captive Audience

To reach a captive audience in the Tampa/St. Petersburg market, you don't need to know any names. Just initials. **WLCY AM/FM.** We deliver more adult 18-49 listeners than any other combination buy in the market. With contemporary programming, both AM and FM, 7 days a week. Want to reach a captive audience in Tampa/St. Petersburg's 18-49 adult market? It's easy when you buy **WLCY AM/FM.** We deliver. After all, that's how you get to be No. 1.





Tampa-St. Petersburg—WINQ—Cont'd

10. SPECIAL FEATURES  
 NEWSCASTS 3 ti 5 ti 10 ti  
 PER WK. EA: 25 23 20  
 5 min. DISCOUNT  
 52 wk—10%

WLCY

1939  
 ST. PETERSBURG



A Rehall Station

Subscriber to the NAB Radio Code  
 Media Code 4 210 8190 2.00  
 WLCY, Inc., Box 10000, St. Petersburg, Fla. 33733.  
 Phone 813-523-1111.  
 Other Office—Box 13800, Tampa, Fla. 33611. Phone  
 813-229-7976. TWX 810-863-0371.

STATION'S PROGRAMMING DESCRIPTION  
 WLCY programmed for 18-49 appeal  
 MUSIC: Contemporary NEWS: emphasis on local  
 news with mobile reports on traffic & other events  
 of interest. 5 man news staff. Drive time news at  
 25 & 35. SPORTS: network personality at 8:25  
 am & 5:55 pm. Local sports personality at 6:55 &  
 7:55 am. Contact Representative for further details.  
 Rec'd 8/26/74.

1. PERSONNEL  
 General Manager—William R. Rice.  
 General Sales Manager—Raymond Yorke.  
 Program Director—Johnny Bridges.

2. REPRESENTATIVES  
 Katz Radio.

3. FACILITIES  
 5,000 w.; 1380 kc. Directional—night only  
 Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION  
 15/0 time only; all bills payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
 Basic Rates: 20b, 21a, 23a, 24b, 25a.  
 Contracts: 40a, 41, 42, 44, 47a, 51c.  
 Comb.; Cont. Discounts: 60a, 60f, 60g, 60i.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Contemporary Network.  
 Affiliated with Katz Radio Network.

TIME RATES  
 AM/FM COMBINATION  
 No. 6 ER 3/17/74—Rec'd 1/24/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm & 7-10 pm.  
 A—Mon thru Sat 10 pm-1 am; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS  
 PER WK: 6 ti 12 ti 18 ti 24 ti  
 AAA ..... 70 69 67 65  
 AA ..... 60 59 57 55  
 A ..... 53 52 50 48  
 AM only: Deduct 10.00 per spot.  
 30 sec/less 80% of 1-min.

8. PROGRAM TIME RATES  
 AM ONLY—MONDAY THRU SUNDAY  
 5 min 10 min 1/4 hr 1/2 hr 1 hr  
 % of 1 min less FM..... 150 175 200 300 400

WLCY-FM

1970  
 TAMPA



A Rehall Station

Subscriber to the NAB Radio Code  
 Media Code 4 210 8191 0.00  
 WLCY-FM, Box 13800, Tampa, Fla. 33611. Phone  
 813-229-7976. TWX 810-863-0371.  
 See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
 WLCY-FM: MUSIC: Adult contemporary-MOR.  
 Contact Representative for further details. Rec'd  
 3/5/73.

3. FACILITIES  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9  
 mc. Stereo.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 390 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Sold in combination with WLCY. See that listing  
 for rates.

TIME RATES

FM only: AM/FM combination rate less 10.00 per  
 spot.

WQSR (FM)

1973  
 SARASOTA

ABC-FM spot sales, Inc.



(This is a paid duplicate of the listing appearing  
 under Sarasota, Fla.)

Media Code 4 210 7182 0.00

Sarasota Radio Co., Box 7700, 1111 Benera Rd.,  
 Sarasota, Fla. 33578. Phone 913-366-0424.

STATION'S PROGRAMMING DESCRIPTION  
 WQSR (FM): Programmed for 18-35 age group.  
 MUSIC: Adult rock, albums only, live hosts, clustered  
 music. COMMERCIAL POLICY: 8 minutes per hour.  
 Contact Representative for further details. Rec'd  
 1/31/74.

1. PERSONNEL  
 Chairman-of-Board—Carroll P. Newton.  
 Pres. & Gen'l Mgr.—Edward A. (Ted) Rogers.  
 Sales Manager—Paul E. Delaney.

2. REPRESENTATIVES  
 ABC FM Spot Sales

3. FACILITIES  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5  
 mc. Quadrasonic.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 650 ft. above average terrain.

4. AGENCY COMMISSION  
 15% time only; 15 days.

5. GENERAL ADVERTISING See coded regulations

AM facilities: WQSA.

TIME RATES

No. 5 ER 5/17/74—Rec'd 5/6/74.

AAA—Mon thru Fri 3 pm-1 am; Sat & Sun  
 10-1 am

AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.  
 B—All other times.

6. SPOT ANNOUNCEMENTS

1 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti  
 1 min 30 25 24 22 28 24 22 20  
 30 sec 24 21 19 18 23 19 17 15

7. PARTICIPATING PROGRAMS  
 Quad Quarters—Mon thru Sun 3.30, 4.30, 5.30 pm  
 12:30 am (incl billboard plus 30-sec & 1/2 min spots,  
 ea 50.00. (D)

**WQSR**  
 SARASOTA — ST. PETERSBURG  
 The dual call was approved  
 April 22, 1974 by the FCC.  
 Quality Stereo Rock . . . 24 hours

WQXM

1968  
 CLEARWATER

Century National Sales

Media Code 4 210 8300 7.00

FM Enterprises, Inc., Box 4809, 8320 Starkey Rd.,  
 Clearwater, Fla. 33518. Phone 813-391-9988.

STATION'S PROGRAMMING DESCRIPTION  
 WQXM: Programmed for adults with popular and  
 middle-of-the-road music in stereo.

A mix of large orchestras, big band sounds and  
 small combos arranged in 1/4 sets with a pacing of  
 fast, slow and moderate rhythms to suit the hour of  
 the day. No vocals. Commercials single or double-  
 spotted each 1/4 hour. Contact Representative for fur-  
 ther details. Rec'd 2/13/70.

1. PERSONNEL  
 President—John T. Rutledge.  
 Vice-President—Joseph S. Field, Jr.  
 General Manager—Tom Watson.

2. REPRESENTATIVES  
 Century National Sales.

3. FACILITIES  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9  
 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 439 ft. above average terrain.

4. AGENCY COMMISSION  
 15/0 time only; net 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7a.  
 Rate Protection: 10a, 11a, 13a, 14a, 15a, 15b.  
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b,  
 25b, 26, 27, 28a, 28c, 29a, 33c.  
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50,  
 51b.  
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i,  
 61a, 62b, 82d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.

TIME RATES  
 No. 4 ER 7/15/71—Rec'd 7/30/71.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm.  
 B—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 1 MINUTE 6 ti 12 ti 18 ti 24 ti  
 AA ..... 17.00 16.00 15.00 13.00  
 A ..... 15.00 14.00 13.00 11.00  
 B ..... 12.00 11.00 10.00 8.00

30 SECONDS 13.00 12.00 10.00  
 A ..... 12.00 11.00 10.00 8.00  
 B ..... 10.00 9.00 8.00 6.00

10 SECONDS 8.50 8.00 7.50 6.50  
 A ..... 7.50 7.00 6.50 5.50  
 B ..... 6.00 5.50 5.00 4.00

DISCOUNT  
 52 wk—10%

8. PROGRAM TIME RATES  
 5 min—1/1/2x 1-min. (D)

WQYK

1946  
 TAMPA

WQYK-FM

1958  
 TAMPA

Media Code 4 210 8310 6.00

Sun Coast Radio, Inc., Box 1274, Tampa, Fla. 33601.  
 Phone 813-223-2584. St. Petersburg phone 813-  
 576-8055.

STATION'S PROGRAMMING DESCRIPTION  
 WQYK: Modern Country.

All programs emceed by 6 AIR PERSONALITIES,  
 available for remote broadcasts. Continuous audi-  
 ence participation contests and station promotions.  
 NEWS: at :55 & 30. SPORTS: included in drive

6. SPOT ANNOUNCEMENTS

PER WK: I min 30 sec II min 30 sec III min 30 sec  
 1 ti ..... 45 36 40 32 36 29  
 12 ti ..... 40 32 36 29 34 27  
 18 ti ..... 38 30 34 27 32 26  
 24 ti ..... 36 29 32 26 30 24

time. COMMERCIAL POLICY: 18 minutes per hour.  
 Contact Representative for further details. Rec'd  
 5/3/73.

1. PERSONNEL  
 President—Marshall Rowland.  
 Vice-Pres. & Gen'l Mgr.—Don Hibbits.

2. REPRESENTATIVES  
 Alan Tobet Associates, Inc.

3. FACILITIES  
 10,000 w. days; 1110 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 FM-ERP 100,000 w.; 99.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 300 ft. above average terrain.  
 Simulcast sunrise-local sunset.

4. AGENCY COMMISSION  
 15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10e, 11e, 12e, 13d, 14e, 15b, 15c.  
 Basic Rates: 20b, 21b, 22b, 24a, 25e, 23b, 23c, 29a,  
 29b, 33d.  
 Contracts: 40c, 42b, 42d, 44a, 45, 46, 47a, 48, 51c.  
 Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 61a.  
 Cancellation: 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with ATA Radio Network  
 Affiliated with MBS.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 No. 7 ER 6/15/74—Rec'd 8/21/74

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm  
 A—Mon thru Sun 7 pm-midnight.  
 B—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

30 sec I min 30 sec I min 30 sec I min  
 1 x ..... 18 22 17 21 16 20  
 52 x ..... 16 20 15 19 14 18  
 104 x ..... 14 18 13 17 12 16  
 260 x ..... 12 16 11 15 10 14  
 520 x ..... 10 14 9 13 8 12  
 1040 x ..... 9 13 8 12 7 11  
 10 sec: 50% of 1-min.  
 B: 1 min ..... 10 B: 30 sec ..... 5

7. PACKAGE PLANS  
 MON THRU SUN—24 HOURS  
 PER WK. ROS 10 ti 20 ti 30 ti  
 30 sec ..... 10 9 8  
 1 min ..... 14 13 12  
 10 sec: 50% of 1-min.

10. SPECIAL FEATURES  
 Newscastrs—30-sec rate, plus 25%.

Buying 3 deep in Tampa/St. Pete?  
**WQYK** belongs on the schedule.

**WQYK** AM FM  
 24 hours of Modern Country Music  
 in Tampa/St. Pete

WRBQ (FM)

1954  
 TAMPA



A Southern Broadcasting Company Station

Media Code 4 210 8317 1.00

Southern Broadcasting Co., 5510 Gray St., Tampa,  
 Fla. 33609. Phone 813-872-7811.

STATION'S PROGRAMMING DESCRIPTION  
 WRBQ (FM): Programmed for ages 12-49.  
 MUSIC: Blend of current and recent gold hits. Year  
 'round contests. COMMERCIAL POLICY: Maximum  
 8 min. per hour. Contact Representative for further  
 details. Rec'd 1/31/74.

1. PERSONNEL  
 General Manager—Peter (Pete) M. Schulte.  
 Operations Manager—Bill Garcia.  
 Chief Engineer—Ralph Beaver.

2. REPRESENTATIVES  
 Robert E. Eastman & Co., Inc.

3. FACILITIES  
 ERP 100,000 w. circular polarized; 104.7 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 555 ft. above average terrain.

4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.  
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c,  
 25a, 26, 27, 28a, 29a, 29b, 30, 33d.  
 Contracts: 40a, 41, 44b, 46, 47b, 50, 51b.  
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g,  
 60i, 61c, 62a, 82d.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Prod. Services: 80, 82.  
 Affiliated with Eastman Radio Network.

TIME RATES  
 No. 3 ER 9/17/74—Rec'd 8/26/74.

I—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.  
 II—Mon thru Sat 6-10 am & 7 pm-midnight; Sun  
 6 am-midnight.

III—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK: I min 30 sec II min 30 sec III min 30 sec  
 1 ti ..... 45 36 40 32 36 29  
 12 ti ..... 40 32 36 29 34 27  
 18 ti ..... 38 30 34 27 32 26  
 24 ti ..... 36 29 32 26 30 24

WSOL  
 1950  
 TAMPA  
**Spanish Programs**

A Rust Craft Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 210 8325 4.00

WSOL, a division of Rust Craft Greeting Cards, Inc.,  
 1711 W. Kennedy Blvd., Tampa, Fla. 33606. Phone  
 813-253-0135

STATION'S PROGRAMMING DESCRIPTION  
 WSOL: Programmed for adult religious audience @  
 8 am-1 pm weekdays and all Sun. Local and national  
 religious programs with sacred and gospel music.  
 Ethnic program of general interest conducted by local  
 personality addressed to Spanish speaking audience  
 in area 1 pm-sign-off weekdays. Music, news, sports  
 reports, taped Spanish soap opera, taped Spanish  
 comedy program, community interests, household in-  
 terests. Contact Representative for further details.  
 Rec'd 8/7/67.

1. PERSONNEL  
 President—Marshall Berkman.  
 General Manager—Albert B. Gale.  
 Program Director—Van Wilson.

2. REPRESENTATIVES  
 Savall/Gates, Inc.  
 Rust Craft Stations: See Rep & S/O pages.

3. FACILITIES  
 5,000 w. days; 1300 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
 15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 11b, 12a, 14a, 15b.  
 Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 23a,  
 25a, 25c, 29a, 33c.  
 Contracts: 40a, 41, 42a, 44a, 46, 47a, 48, 49, 51c.  
 Comb.; Cont. Discounts: 60b, 62a.  
 Cancellation: 70a, 70c, 71a, 73a, 73b.  
 Prod. Services: 82.  
 Member: Amigo Spanish Group.

TIME RATES  
 No. 8 ER 6/25/71.

6. SPOT ANNOUNCEMENTS  
 1x 13x 26x 52x 104x 260x 312x  
 1 min/less. 15.00 14.00 13.00 12.00 11.00 10.50 10.00

8. PROGRAM TIME RATES  
 1x 13x 26x 52x 104x 260x 312x  
 1 hr ..... 125.00 115.00 100.00 90.00 .....  
 1/2 hr ..... 73.00 70.00 65.00 60.00 55.00 50.00 45.00  
 1/4 hr ..... 45.00 40.00 37.50 35.00 32.50 30.00 27.50  
 5 min ..... 20.00 19.00 18.00 17.00 16.00 15.00 14.00  
 (Tampa-St. Petersburg continued on next page)

**WRBQ**  
 TAMPA/ST. PETE  
**NOW!**  
 #1 - MEN 18-34 PM DRIVE  
 #1 - ADULTS 18-34 PM DRIVE  
 #2 - ADULTS 18-34 AM\* DRIVE  
 #1 - WEEKENDS TOTAL PER-  
 SONS 6 AM-12 MID  
 AND OVERALL #2 IN TOTAL  
 PERSONS M-F 6 AM-12 MID  
**COVER THE 12-34**  
**MARKET**  
 with  
**WRBQ RADIO**  
 Source: ARB Apr./May 1974  
 avg. qtr. hr. — TSA  
 \*Tied  
 All figures estimates, subject to limitations  
 in reports.  
 REPRESENTED BY EASTMAN RADIO



# FLORIDA

Tampa-St. Petersburg—Continued

## WSST

1972

LARGO

Media Code 4 210 8347 8.00

WSST Radio, Box 800, 800 S.E. 8th Ave., Largo  
Fla. 33540, Phone 813-581-9424.

### 1. PERSONNEL

General Manager—E. W. Bie.  
Station Manager—Robert J. Hensler.

### 2. REPRESENTATIVES

Gert Bunchez and Associates.

### 3. FACILITIES

250 w. days; 800 kc. Directional.  
Operating schedule: 6 am-local sunset.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15h.  
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42h, 45, 46, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62e.  
Cancellation: 70a, 70c, 71a, 73a  
Member: Farm Directors Radio Network, Gert Bunchez & Associates Group.

### TIME RATES

Eff 11/1/73—Rec'd 11/6/73.

### 7. PACKAGE PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	25 ti
1 min.....	10.50	9.50	8.50	7.50	6.50
30 sec.....	9.00	7.75	6.50	6.00	5.25
10/15 sec.....	5.75	5.25	4.75	4.25	4.00

### 8. PROGRAM TIME RATES

	1x	25x	52x	260x	312x
1 hr.....	99	93	87	75	65
1/2 hr.....	51	48	44	39	37
1/4 hr.....	36	32	29	24	21
5 min.....	21	18	16	13	12

## FARM PROGRAMMING

Another Special Feature  
To Provide a Shortcut  
in Buying Radio Time

To aid users of the monthly edition of *Spot Radio Rates and Data* who are particularly concerned with reaching the farm audience, SRDS has a section devoted especially to farm radio programming. Check the contents page for its location.

This section enables buyers of time to locate more easily those radio stations that devote part of their program time to shows for the farm audience.

Information given for all or most of these stations includes the total number of hours of regularly scheduled farm programs per week. Stations are listed alphabetically by state and city.

Once the desired stations have been located in this section, the user can turn to the stations' regular listings in *Spot Radio Rates and Data*, for rates and other data.

A similar section, on farm television programming, appears in *Spot Television Rates and Data*.

# WSUN

1927

ST. PETERSBURG

NAB

RAB

A Plough Inc. Station

Subscriber to the NAB Radio Code

Plough Broadcasting Co., Inc., 201 Second Ave. N.,  
St. Petersburg, Fla. 33701.  
Mailing Address: Box 761, St. Petersburg, Fla.  
33731. Phone 813-894-0191. Tampa Phone 813-229-8922.

### 1. PERSONNEL

President—Harold R. Kreistien (Memphis).  
Vice-Pres. & Gen'l Mgr.—Hugh A. Brown.  
General Sales Manager—Don Boyles.

### 2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

### 3. FACILITIES

5,000 w.; 620 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 time only; bills payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Contracts: 40a, 41, 42a, 22b, 23a, 24a, 28a, 29a.  
Comb.: Cont. Discounts: 60a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

Product Protection

All reasonable care will be exercised to avoid the scheduling of advertising in an obviously competitive manner. It is the station's intent to provide at least 10 minutes separation between directly competitive products; however, liability for rebates, credits or makegoods is limited to those occasions when both commercials are originated by the station. Affiliated with American Entertainment Network.

### TIME RATES

No. 4 Eff 5/1/74—Rec'd 4/8/74.

AAAA—Mon thru Sat 6-10 am.

AAA—Mon thru Sat 3-7 pm.

AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

A—Sun thru Sat 7 pm-midnight.

B—Sun thru Sat midnight-8 am.

### 6. SPOT ANNOUNCEMENTS

PER YR, 1 MIN: AAAA AAA AA A B

364 x..... 36 32 28 18 14

520 x..... 34 30 26 16 13

1040 x..... 30 24 20 12 11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

SATURATION CLASS AAAA

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti

1 min..... 38.00 36.00 34.00 32.00 30.00 28.00

30 sec..... 30.00 29.00 27.00 26.00 24.00 22.00

10 sec..... 19.00 18.00 17.00 16.00 15.00 14.00

CLASS AAA

1 min..... 34.00 32.00 30.00 28.00 24.00 22.00

30 sec..... 27.00 26.00 24.00 22.00 19.00 18.00

10 sec..... 17.00 16.00 15.00 14.00 12.00 11.00

CLASS AA

1 min..... 30.00 28.00 26.00 24.00 20.00 18.00

30 sec..... 24.00 22.00 21.00 19.00 16.00 14.00

10 sec..... 15.00 14.00 13.00 12.00 10.00 9.00

CLASS A

1 min..... 20.00 18.00 16.00 14.00 10.00 10.00

30 sec..... 16.00 14.00 13.00 11.00 10.00 8.00

10 sec..... 10.00 9.00 8.00 7.00 6.00 5.00

CLASS B

1 min..... 15.00 14.00 13.00 12.00 11.00 10.00

30 sec..... 12.00 11.00 10.00 9.00 8.00 7.00

10 sec..... 7.50 7.00 6.50 6.00 5.50 5.00

TAP—AAAA/AAA/AA/A COMBINATION

2 ea 4 ea 5 ea 6 ea 8 ea 9 ea

1 min..... 195 352 400 470 525 562

30 sec..... 156 282 320 376 420 430

10 sec..... 98 176 200 235 263 281

### 10. SPECIAL FEATURES

Newscast—1-1/2x 1-min.

## WTAN

1948

CLEARWATER

NAB

RAB

Media Code 4 210 8415 3.00

Clearwater Radio, Inc., Box 1109, 200 Pierce Blvd.,  
Clearwater, Fla. 33517. Phone 813-446-3084.

### STATION'S PROGRAMMING DESCRIPTION

WTAN: Format based on frequent & brief informational features bridged with conservative MOR standards & selected current popular music (melodic arrangements only). NEWS: network at :50; local summaries 4 times daily with special reports as indicated. SPORTS: 3 outdoor reports daily (fishing, boating, etc.); play-by-play college & local football; championship fast-pitch softball; local basketball; locally important golf & other events. Weather service wire hourly at :15; selected syndications. Rec'd 8/30/71.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—H. Dennison Parker.  
Asst. Mgr. & Chief Engr.—Frank L. Beld.  
Vice-Pres. & Com'l Mgr.—James J. Short.

### 3. FACILITIES

1,000 w.; 1340 kc. Non-directional.

Operating schedule: 6 am-midnight. EST.

### 4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62e.  
Cancellation: 71a, 73a.

Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/1/73—Rec'd 5/24/73.

### 6. SPOT ANNOUNCEMENTS

SPECIFIED TIME

1x 10x 25x 50x 100x 200x 300x 500x

1 min 10.00 9.50 9.00 8.50 8.25 8.00 7.75 7.50

30 sec 9.00 8.50 8.00 7.50 7.25 7.00 6.75 6.50

15 sec 6.00 5.50 5.25 5.00 4.75 4.50 4.25 4.00

### 7. PACKAGE PLANS

ROS

1 MINUTE

PER WK, EA: 5 ti 10 ti 15 ti 20 ti 30 ti

1 wk..... 8.00 7.50 7.25 7.00 6.75

3 wk..... 7.50 7.25 7.00 6.75 6.50

6 wk..... 7.25 7.00 6.75 6.50 6.30

13 wk, minimum..... 7.00 6.75 6.50 6.30 6.10

30 SECONDS

1 wk..... 7.00 6.50 6.25 6.00 5.75

3 wk..... 6.50 6.25 6.00 5.75 5.50

6 wk..... 6.25 6.00 5.75 5.50 5.30

13 wk, minimum..... 6.00 5.75 5.50 5.30 5.10

15 SECONDS

1 wk..... 6.00 5.50 5.25 5.00 4.75

3 wk..... 5.50 5.25 5.00 4.75 4.50

6 wk..... 5.25 5.00 4.75 4.50 4.30

13 wk, minimum..... 5.00 4.75 4.50 4.30 4.10

### 8. PROGRAM TIME RATES

1x 10x 25x 50x 100x 200x 300x

10 min..... 25.00 21.00 18.00 16.00 15.00 14.50 14.00

5 min..... 20.00 16.00 14.00 12.00 11.00 10.50 10.00

## WTAN-FM

1963

CLEARWATER

RAB

NAB FM

Media Code 4 210 8416 1.00

Clearwater Radio, Inc., Box 1109, 200 Pierce Blvd.,  
Clearwater, Fla. 33517. Phone 813-446-3084.  
Studios & Offices: Clearwater Bayfront.

See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

WTAN-FM: Duplicates AM 6-8:30 am. Thereafter format consists of instrumental & choral arrangements of standard popular & semi-classical music with half hourly news & weather briefs at :00 & :30. COMMERCIAL POLICY: commercial time limited to 3 minutes per half hour segment plus station breaks. Rec'd 8/30/71.

### 3. FACILITIES

ERP 18,250 w.; 95.7 mc. Stereo.

Operating schedule: 6 am-midnight. EST.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/1/73—Rec'd 5/24/73.

### 6. SPOT ANNOUNCEMENTS

ROS

1 min/less..... 7.50 7.00 6.50 6.25 6.00 5.75 5.50

30 sec..... 5.50 5.00 4.75 4.50 4.30 4.10

### 7. PACKAGE PLANS

PER WK, EA: 5 ti 10 ti 15 ti 20 ti 30 ti

1 wk..... 6.50 6.25 6.00 5.75 5.50

3 wk..... 6.25 6.00 5.75 5.50 5.30

6 wk..... 6.00 5.75 5.50 5.30 5.10

13 wk, minimum..... 5.50 5.30 5.10 4.90 4.70

## WTMP

1954

TAMPA

## Independent Black

Media Code 4 210 8505 1.00

WTMP, Inc., Box 1101, Tampa, Fla. 33601. Phone  
813-626-4108.

### STATION'S PROGRAMMING DESCRIPTION

WTMP: Programmed primarily for Black audience. MUSIC: rhythm & blues, some gospel, jazz & spiritual. Black AIR PERSONALITIES do all shows including live commercials. NEWS: UPI at :55; headlines at :30; weather checks at :15. Live & recorded interviews with civic leaders & city officials on matters of interest. Remote facilities available. Sun: direct broadcast from leading Black churches. Contact Representative for further details. Rec'd 4/2/71.

### 1. PERSONNEL

General Manager—Eugene Danzey.

### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

### 3. FACILITIES

5,000 w. days; 1150 kc.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60d, 60f, 60g, 60h, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80.

Affiliated with National Black Network.

Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 4 Eff 6/1/73—Rec'd 5/11/73.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—All other times.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE

CLASS AAA

PER WK: 1 ti 7 ti 13 ti 19 ti 25 ti

1 wk..... 27.50 25.00 23.00 21.00 19.00



Tampa-St. Petersburg—Continued

WYOU

1965  
TAMPA

Media Code 4 210 8550 7.00

WYOU Radio Inc., Box 1988, 1333 W. Cass St  
Tampa, Fla. 33601, Phone 813-253-6071.

1. PERSONNEL

Pres. & Gen'l Mgr.—Art Reuben.  
Sales Manager—Homer Lee.  
Operations Manager—Bill Polk.

2. REPRESENTATIVES

Mort Bassett & Co., Inc.

3. FACILITIES

10,000 w.; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION

15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10d, 14a.  
Basic Rates: 20a, 23a, 24a, 25a, 29a.  
Contracts: 40a, 42a, 46, 47a.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82.  
Affiliated with MBS.

TIME RATES

No. 3 Eff 3/1/68—Rec'd 1/22/68.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN. WKLY: 1 ti 10 ti 20 ti 26 ti  
AA ..... 18 16 14 13  
A ..... 15 13 11 9  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

5-min—1-1/2x 1-min rate.

10. SPECIAL FEATURES

5-min news—1-1/2x 1 min rate.

DISCOUNTS

26 wk in 52 wks—4% 52 consec wks—10%

TITUSVILLE (1 AM; 1 FM)

Brevard County—Map Location G-7

See SRDS consumer market map and data at beginning of the State.

WRMF WRMF-FM

1957 1968

RAB

A Fairbanks Station

Subscriber to the NAB Radio Code

Media Code 4 210 6595 2.00

WRMF, Inc., Box 1060, 1500 Queen St., Titusville,  
Fla. 32780. Phones 305-267-2141, 1121.

STATION'S PROGRAMMING DESCRIPTION

WRMF: Programmed for mass appeal.  
AIR PERSONALITIES handle all segments. NEWS:  
10-min at 7 & 8 am, 12N, 4, 5, 6 pm. 5-min at  
6:30, 7:30 & 8:30 am & 5:30 pm. All other times  
5-min at :30. Emphasis on local news, news director.  
MUSIC: Contemporary, MOI, designed for adults  
25-49. SPORTS: live & taped, originating both  
locally & network.  
WRMF-FM: Swap Show, M-F, 9:05-10 am. Rec'd  
4/30/74.

1. PERSONNEL

President—R. M. Fairbanks.  
General Manager—R. L. Bright.  
Program Director—Larry Knight.

3. FACILITIES

10,000 w. days, 5,000 w. nights; 1060 kc.  
Non-directional.  
Operating schedule: 24 hours. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3  
mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 234 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 1st of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 23a,  
29a, 30.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a,  
48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 61b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 2/1/73—Rec'd 1/2/73.

AA—Mon thru Fri 6-9:30 am & 3-7 pm.  
A—Mon thru Fri 9:30 am-3 pm; Sat & Sun 6 am-  
7 pm.  
B—Min thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec	1 min
7 ti or less.....	9.00	7.00	7.00	5.00	3.50
16 ti.....	8.00	6.00	6.00	4.00	3.00
25 ti.....	7.00	5.00	5.00	3.00	2.50

C: Flat 2.00.

7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3B  
15 ti 24 ti 39 ti 60 ti  
1 min..... 5.00 4.50 4.25 4.00  
30 sec..... 3.50 3.00 2.75 2.50

DISCOUNT  
26 wk—5% 52 wk—10%

VALPARAISO-NICEVILLE

Okaloosa County—Map Location B-3

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WFSH

1959

Media Code 4 210 8640 8.00

WFSH Inc., Box 308, 90 E. Eastview Ave., Valparaiso, Fla. 32580, Phone 904-678-2141.

STATION'S PROGRAMMING DESCRIPTION

WFSH: Programmed for young adults and adults.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—William (Dan) Harley.

3. FACILITIES

1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 5 am-11 pm. CST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

Eff 8/6/71—Rec'd 6/9/71.

6. SPOT ANNOUNCEMENTS  
30 DAYS: 1 ti 50 ti 100 ti 150 ti 200+  
1 min..... 12.00 10.00 8.00 7.00 6.50  
30 sec..... 10.00 8.00 6.00 5.00 4.50

VENICE

Sarasota County—Map Location F-6

See SRDS consumer market map and data at beginning of the State.

WAMR

1960

Media Code 4 210 6685 1.00

Venice Nokomis Broadcasting Co., Box 1256, 307 W.  
Venice Ave., Venice, Fla. 33595. Phone 813-488-  
4159.

1. PERSONNEL

Pres. & Gen'l Mgr.—Larry Rhodes.

3. FACILITIES

500 w. days; 1320 kc. Non-directional.  
Operating schedule: Sign-on-6 am. EST.

4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

No. 4 Eff 12/1/69—Rec'd 12/29/69.

6. SPOT ANNOUNCEMENTS  
PER MO: 1 ti 10 ti 20 ti 30 ti  
1 min..... 4.00 3.80 3.20 2.9t  
30 sec..... 2.80 2.50 2.30 2.00  
10 sec..... 2.00 1.80 1.65 1.45

7. PACKAGE PLANS

ONE-DAY SATURATION PLAN

10 per day..... 2.90 2.00 1.45

10. SPECIAL FEATURES

HEADLINE NEWS AND NEWS REEL

PER MO: 1 ti 10 ti 20 ti 30 ti  
Ea ..... 5.00 4.50 4.00 3.50

VERO BEACH (2 AM; 1 FM)

Indian River County—Map Location H-7

See SRDS consumer market map and data at beginning of the State.

WAXE

1954

Subscriber to the NAB Radio Code

Media Code 4 210 6730 5.00

Shargo, Inc., Box 39, Vero Beach, Fla. 32960.  
Phone 305-587-3934.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard L. Cragg.

2. REPRESENTATIVES

The Derney Organization, Inc.

3. FACILITIES

1,000 w.; 1370 kc. Regional Frequency. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

Rates effective May 11, 1964.  
In effect received June 4, 1964.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	10 sec
1 ti.....	4.50	3.50	2.06
13 ti.....	4.25	3.30	1.90
26 ti.....	4.00	3.10	1.80
52 ti.....	3.75	2.90	1.70
104 ti.....	3.50	2.70	1.60
156 ti.....	3.25	2.50	1.50
260 ti.....	3.00	2.30	1.40
312 ti.....	2.75	2.10	1.30

WGYL (FM)

1970

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 210 8750 3.00

WGYL Radio Corp., 1500 20th St., Vero Beach,  
Fla. 32960. Phone 305-587-8366.

1. PERSONNEL

Pres. & Gen'l Mgr.—Rudy Hubbard.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 174 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

TIME RATES

No. 4 Eff 9/1/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS  
1x 52x 104x 208x 312x 500x 1000x  
1 min 6.00 5.75 5.50 5.25 5.00 4.75 4.50  
30 sec 5.00 4.80 4.60 4.40 4.20 4.00 3.80

7. PACKAGE PLANS

ROS, 7 DAYS: 21 ti 28 ti 42 ti 70 ti  
30 sec..... 92.40 117.60 168.00 268.00  
1 min..... 110.25 140.00 199.50 315.00  
ROS, 30 DAYS: 30 ti 60 ti 90 ti 120 ti  
30 sec..... 138.00 264.00 378.00 480.00  
1 min..... 165.00 315.00 450.00 570.00

WTTB

1954

NAB

Subscriber to the NAB Radio Code

Media Code 4 210 6775 0.00

Tropics, Inc., Box 2440, 1536 20th St., Vero Beach,  
Fla. 32960. Phone 305-582-5454.

STATION'S PROGRAMMING DESCRIPTION

WTTB: PERSONALITIES handle all segments.

1. PERSONNEL

Gen'l Mgr. & Sports Dir.—R. H. Hazel.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Operating schedule: 5:45 am-midnight. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 Eff 6/1/73—Rec'd 5/25/73.

6. SPOT ANNOUNCEMENTS  
1x 50x 100x 200x 300x 500x 1000x  
1 min 5.50 4.95 4.40 3.85 3.30 2.75 2.50  
30 sec 4.50 4.05 3.80 3.15 2.70 2.25 2.00  
10 sec 2.50 2.25 2.00 1.75 1.50 1.25 1.15

7. PACKAGE PLANS

PER WK. ROS: 20 ti 30 ti 40 ti 50 ti  
1 min..... 66 93 116 140  
30 sec..... 49 72 92 110  
Net to station.

WAUCHULA

Hardee County—Map Location F-7

See SRDS consumer market map and data at beginning of the State.

WAUC

1959

Media Code 4 210 8820 4.00

Barco, Inc., Box 938, Wauchula, Fla. 33873. Phone  
813-773-9453.

1. PERSONNEL

General Manager—Samuel L. Rosenberger.

2. REPRESENTATIVES

Donald Cooke, Inc.  
Florida Media Reps.

3. FACILITIES

500 w. days; 1310 kc. Non-directional.  
Operating schedule: 6:00 am-8:00 pm. EST.

4. AGENCY COMMISSION

15/0 time and talent only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

Rates effective June 1, 1964.

Card received August 6, 1964.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS

26 ti.....	4.10	260 ti.....	3.30
52 ti.....	3.90	312 ti.....	3.00
156 ti.....	3.50		

WEST PALM BEACH

(including Boynton Beach, Lake Worth,  
Palm Beach and Riviera Beach)  
(7 AM; 4 FM)

Plus 1 paid cross reference.

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	32	32	32	18
B	32	32	32	18
C	21	20	21	16
D	16	16	16	15
AVERAGE	25			

# FLORIDA

West Palm Beach—Continued

**WDBF**  
DELRAY BEACH

**CBS Radio Network**

City of license, Delray Beach, Fla.  
Considered by CBS Radio Network as their West Palm Beach outlet.  
See listing under Delray Beach, Fla.

**WEAT**

1948  
WEST PALM BEACH

**American Information Network**



**KATZ RADIO**

**Modern Country**

Subscriber to the NAB Radio Code  
Media Code 4 210 8865 9.00  
Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. 33402. Phone 305-842-1558.

**STATION'S PROGRAMMING DESCRIPTION**  
WEAT: Programmed for adults.  
MUSIC: concentration on top 50 with pick hit & album of the week, plus old gold & modern country. NEWS: network at :60, local at :30; special sports updates 3:30, 4:30 & 5:30 pm; weather at :15 & 45; frequent marine & beach reports. Contact Representative for further details. Rec'd 8/19/74.

- PERSONNEL**  
Sales Manager—Ronald A. Winblad.  
Program Director—Eleanor Larsen.  
Operations Manager—Gene Harry
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
1,000 w.; 850 kc. Directional.  
Operating schedule: 5:25-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10t, 11t, 12t, 13t, 14g, 15a, 15e, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Affiliated with Katz Radio Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 14 Eff 5/1/74—Rec'd 5/3/74.  
AAA—Mon thru Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 t	6 t	12 t	18 t	24 t
1 min	45	42	40	38	28
30/20 sec	80%	80%	80%	80%	80%
10 sec	AM only	50%	1-m.		
AM only	Deduct 8.00				
AM only	fixed position, news/weather/sports ad-jacencies:	1-min rate plus 20%.			

**WEAT-FM**

1969  
WEST PALM BEACH



**KATZ RADIO**

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 210 8866 7.00  
Gardens Broadcasting Co., Box 70, West Palm Beach, Fla. 33402. Phone 305-842-1438.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEAT-FM: Programmed for adults.  
MUSIC: popular, standard, film & showtunes with full orchestration; limited single & group vocals. NEWS: at :60. COMMERCIAL POLICY: commercials at quarter-hour, hours, & half-hour breaks. Contact Representative for further details. Rec'd 8/19/74.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 104.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 520 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WEAT. See that listing for rates.

**TIME RATES**

FM only: Deduct 8.00 from AM/FM combination.

**WGMW (FM)**

1971  
RIVIERA BEACH



Media Code 4 210 8910 3.00  
WGMW Inc., 100 W. Blue Heron Blvd., Riviera Beach, Fla. 33404. Phone 305-842-3212.

**STATION'S PROGRAMMING DESCRIPTION**  
WGMW (FM): programmed for adults.  
MUSIC: current & past hits, emphasis on million sellers of 50's thru today. NEWS: local & national am & 5:25 pm. Tele/talk show 10 pm-1 am COMMERCIAL POLICY: 14 units per hour, no double spotting. Contact Representative for further details. Rec'd 8/3/73.

- PERSONNEL**  
Pres. & Com'l Mgr.—Tom Kegel.  
Sales Manager—Dale Curtis.  
Program Director—Rick Polzey.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.): 94.3 mc. Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60f, 60h, 60i, 61a.  
Cancellation: 70e, 71a, 72, 73a.  
Affiliated with American Contemporary Network

**TIME RATES**  
Eff 6/1/73—Rec'd 7/6/73.

**6. SPOT ANNOUNCEMENTS**

PER WK, ROTATING:	1 t	6 t	12 t	18 t	24 t
1 min	18	17	16	15	14
30 sec	14	13	12	(*)	11
(*)	11.50				

**WIRK**

1947  
WEST PALM BEACH



**mcgavren-guild**  
pgw radio, inc.

Subscriber to the NAB Radio Code  
Media Code 4 210 8955 8.00  
Ken Sell, Inc., Box 3828, West Palm Beach, Fla. 33402. Phone 305-965-9211.

**STATION'S PROGRAMMING DESCRIPTION**  
WIRK: Programmed for general interest.  
AIR PERSONALITIES handle all segments. MUSIC: current hits. News: at :55; 2 min at :30 drive times only. Local news on all newscasts. Editorials weekly. 3 man local news team. movie unit includes 7 cars, boat & airplane. Sports, stock reports, weather, contests within musical segments. Contact Representative for further details. Rec'd 5/3/72.

- PERSONNEL**  
President—Joseph S. Field, Jr.  
Vice-Pres. & Gen'l Mgr.—Rome J. Hartman.  
Commercial Manager—James L. Barnett.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1290 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time; rendered monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24c, 25a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 71c, 73a.  
Cancellation: 70a, 71c, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 9/1/74—Rec'd 8/1/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30/less	1 min	30/less
1-8 t	17.00	13.60	13.60	10.90
12 t	15.00	12.00	12.00	9.60
18 t	14.00	11.20	11.20	9.00
24 t	13.00	10.40	10.40	8.30

**AM/FM COMBINATION**

1-8 t	30.00	24.00	24.00	19.20
12 t	28.00	22.40	22.40	17.90
18 t	26.00	20.80	20.80	16.60
24 t	24.00	19.20	19.20	15.40

**WIRK-FM**

1965  
WEST PALM BEACH

Media Code 4 210 8956 6.00  
Ken Sell, Inc., Box 3828, West Palm Beach, Fla. 33402. Phone 305-965-9211.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIRK-FM: MUSIC: modern country. AIR PERSONALITIES handle all segments. live NEWS: 3 man local news staff. COMMERCIAL POLICY: maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 8/27/73.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 400 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WIRK. See that listing for rates.

**TIME RATES**

Rates are identical to WIRK. See that listing.

**WJNO**

1956  
WEST PALM BEACH



Media Code 4 210 9022 2.00  
Walter-Weeks Broadcasting, Inc., Box 189, 1500 N. Flagler Dr., West Palm Beach, Fla. 33402. Phone 305-832-3638.

**STATION'S PROGRAMMING DESCRIPTION**  
WJNO. Adult programming.  
MUSIC: MOR. AIR PERSONALITIES handle all segments except when simulcast. NEWS: net at :30, local at :60, weather at :15 Editorials daily, strong community involvement with local insight and perspective program on weekends. SPORTS: net pro baseball, university football, Indianapolis 500, motor racing; local high school football. Contact Representative for further details. Rec'd 3/5/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert L. Hoffer.  
Regional Sales Manager—Bob Hundley.  
Operations Director—Tom Reynolds.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast midnight-5 am Mon thru Sun; 6-9 am Sun. For non-simulcast facilities see WJNO-FM.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 29a.  
Contracts: 40a, 42b, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 62d, 62e.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 10 Eff 12/1/72—Rec'd 3/5/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	1x	52x	104x	156x	260x	520x	1040x
1 min	17.00	16.00	15.00	14.00	13.00	12.00	11.00
20/30 sec	12.75	12.00	11.25	10.50	9.75	9.00	8.25
10 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50

**CLASS AA**

1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00
20/30 sec	10.50	9.75	9.00	8.25	7.50	6.75	6.00
10 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00

**CLASS A**

1 min	11.00	10.00	9.00	8.00	7.00	6.00	5.00
20/30 sec	8.25	7.50	6.75	6.00	5.25	4.50	3.75
10 sec	5.50	5.00	4.50	4.00	3.50	3.00	2.50

**7. PACKAGE PLANS**  
SATURATION PACKAGES  
CLASS AAA

	12 t	18 t	24 t	36 t
1 min	14.00	13.00	12.00	11.00
20/30 sec	10.50	9.75	9.00	8.25
10 sec	7.00	6.50	6.00	5.50

**CLASS AA**

1 min	11.00	10.00	9.00	8.00
20/30 sec	8.25	7.50	6.75	6.00
10 sec	5.50	5.00	4.50	4.00

**CLASS A**

1 min	8.00	7.00	6.00	5.00
20/30 sec	6.00	5.25	4.50	3.75
10 sec	4.00	3.50	3.00	2.50

Saturation Packages may be cross combined to earn numerical frequency. Not subject to retroactive discount.

**AM/FM COMBINATION**  
**6. SPOT ANNOUNCEMENTS**

1 MIN:	6 t	12 t	18 t	24 t
AAA	20	18	17	16
AA	17	15	14	13
A	14	12	11	10

30 sec: 80% of 1-min.

**WJNO-FM**

1957  
PALM BEACH



Media Code 4 210 9001 0.00  
Walter-Weeks Broadcasting, Inc., Box 189, 1500 N. Flagler Dr., West Palm Beach, Fla. 33402. Phone 305-832-3638.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert L. Hoffer.  
Regional Sales Manager—Bob Hundley.  
Operations Director—Tom Reynolds.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 400 ft. above average terrain.  
Partial simulcast operation. Operated separately 5 am-midnight Mon thru Sun; 5-6 am Sun. For simulcast facilities see WJNO.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 29a.  
Contracts: 40a, 42b, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 62d, 62e.  
Affiliated with ATA Radio Network.  
Sold in combination with WJNO. See that listing for rates.

**TIME RATES**  
No. 10 Eff 12/1/72—Rec'd 3/5/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	6 t	12 t	18 t	24 t
AAA	8	7	6	5
AA	7	6	5	4
A	6	5	4	3

**WKAO**

1973  
BOYNTON BEACH



Media Code 4 210 9022 6.00  
North American Broadcasting Corp., Box 1510, 400 Gulfstream Blvd., Boynton Beach, Fla. 33435. Phone 305-737-5000.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Mark Prichard.  
General Sales Manager—W. R. Blackburn.
- FACILITIES**  
1,000 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 11b, 13b, 14b, 15d.  
Basic Rates: 20a, 21d, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Affiliated with MBS.

**TIME RATES**  
No. 1 Eff 12/72—Rec'd 2/21/73

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	7.00	6.80	6.60	6.40	6.20
10 t	6.80	6.60	6.40	6.20	6.00
20 t	6.60	6.40	6.20	6.00	5.80
30 t	6.40	6.20	6.00	5.80	5.60
40-60 t	6.20	6.00	5.80	5.60	5.40

**30 SECONDS**

1 t	6.00	5.80	5.60	5.40	5.20
10 t	5.80	5.60	5.40	5.20	5.00
20 t	5.60	5.40	5.20	5.00	4.80
30 t	5.40	5.20	5.00	4.80	4.60
40-60 t	5.20	5.00	4.80	4.60	4.40

**15 SECONDS**

1 t	4.50	4.30	4.10	3.90	3.70
10 t	4.30	4.10	3.90	3.70	3.50
20 t	4.10	3.90	3.70	3.50	3.30
30-60 t	4.00	3.80	3.60	3.40	3.20

Scheduled 30% 6-10 am & 3-7 pm as available; 70% BTA 10 am-3 pm.

**PER YR:**

Open	13x	26x	52x	104x
1 min	7.00	6.80	6.60	6.40
30 sec	6.00	5.80	5.60	5.40
15 sec	3.50	3.40	3.30	3.20

Annual contract/BTA: within 52-wk period.  
Fixed position, extra 10%.

**7. PACKAGE PLANS**  
PER MO. BTA:

20 t	40 t	60 t	80 t	100+
1 min	5.40	5.10	4.90	4.70
30 sec	4.40	4.10	3.90	3.70
15 sec	3.40	3.10	2.90	2.70

Run in 4 consec wks; preemptible by guaranteed time.

**WEEKEND SATURATION, EA:** 1 min 30 sec 15 sec

20 t	4.40	3.80	3.20
30 t	4.20	3.60	2.80

50% ea consec Sat & Sun.  
Fixed position, extra 10%.

**6. PROGRAM TIME RATES**

PER YR:	Open	13x	26x	52x	104x
1 hr					



W P B R

1941

PALM BEACH

## NBC Radio Network

NAB

RAB

Media Code 4 210 9082 0.00

Palm Beach Radio, Box 1340, Palm Beach, Fla. 33480. Phone 305-582-7401.

## STATION'S PROGRAMMING DESCRIPTION

WPRR: Programmed for adults 25+.  
MUSIC: MOR. AIR PERSONALITIES handle all segments. 6-10 am, popular music of today, yesterday & yesteryear; comedy, nostalgia, news, sports, community events. 10 am-2 pm talk block featuring news, commentary, discussion, public affairs, telephone audience participation, celebrity interviews. 2 pm-2 am, popular music of today, yesterday & yesteryear. Rec'd 9/3/74.

- PERSONNEL**  
Vice Pres. & Gen'l Mgr.—Everett H. Aspinwall, Jr.  
Program Director—Valerie R. Aspinwall.  
Sales Manager—William P. Dix, Jr.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 29b, 30, 31, 32b.  
Contracts: 40a, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 61b, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

## TIME RATES

No. 1 Eff 1/1/72—Rec'd 12/18/72.

7. PACKAGE PLANS					
FIXED:	1x	104x	156x	260x	312x
1 min.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	10.00	9.20	8.40	7.60	6.80
10 sec.....	7.08	6.50	6.00	5.50	5.00
PER WK. ROS:					
1 min.....	7.11	14.11	21.11	50.4	
30 sec.....	7.50	7.00	6.50	6.00	
10 sec.....	6.40	6.00	5.60	5.20	
6-10 am & 3-6 pm, per spot, extra 2.00.	4.75	4.50	4.25	4.00	

## CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%

8. PROGRAM TIME RATES						
FIXED:	1x	52x	104x	156x	260x	364x
1/2 hr.....	100	90	80	70	60	55
1/4 hr.....	60	55	50	45	40	35
10 min.....	40	37	34	31	28	25
5 min.....	20	19	18	17	16	15

## WPOM

1959

RIVIERA BEACH



ROBERT E. EASTMAN &amp; CO., INC.

NAB

RAB

Media Code 4 210 9100 0.00

Riviera Broadcasting Corp., 4286 Uphegrove Ln., West Palm Beach, Fla. 33407. Phone 305-686-8000.

Miami—toll free 305-945-2266.

## STATION'S PROGRAMMING DESCRIPTION

WPOM: Programmed for general interest.  
MUSIC: selected hits, plus past hits & albums.  
NEWS: 10 min newscasts at :45 during morning drive and 5 min at :45 at other times. 5 man staff covering local news, beach reports, hurricane weather center, airport, direct hourly reports. Mobile unit, boat & airplane. Community & tourist oriented features; fishing reports, weekend resort reports & beach features. SPORTS: Pro football games, golf. Stock market reports. Contact Representative for further details. Rec'd 6/26/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Alan X. Kornish.  
Sales Manager—Tom Mayea.  
Program Director—Jack Murphy.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w.; 1600 kc. Directional—night only.  
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22b, 23a, 26, 28b, 29a.  
Contracts: 40a, 42a, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Eastman Radio Network.

## TIME RATES

No. 4 Eff 8/1/74—Rec'd 6/26/74.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 7 pm-midnight; Sun all day.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
11 ti.....	22.00	20.00	21.00	19.00	16.00	14.00
12 ti.....	21.00	19.50	20.00	18.00	15.00	13.00
18 ti.....	20.00	18.50	19.00	17.00	14.00	12.50
24 ti.....	19.00	17.00	18.00	16.00	13.00	11.50
30 ti.....	18.00	16.00	17.00	15.00	12.00	10.00

## 7. PACKAGE PLANS

PER WK. EA:	1 min	30 sec
30 ti (15I, 10II, 5III).....	16	14
15 ti (7I, 5II, 3III).....	20	18
CONSECUTIVE WEEK DISCOUNT		
52 wk—10%	26 wk—15%	13 wk—5%
RATEHOLDERS		
Minimum wily sched of 12 1-min spots. 6 am-mid Mon thru Sun, necessary to maintain consec wk advertising.		

## WINDERMERE

Orange County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WVCF

1961

Media Code 4 210 9225 5.00  
American Homes Stations, Maguire Rd., Windermere, Fla. 32786. Phone 305-876-2300.  
Mailing address: Box 15550, Orlando, Fla. 32808.

- PERSONNEL**  
General Manager—E. W. Jeffries.
- FACILITIES**  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

6. SPOT ANNOUNCEMENTS						
PER WK:	1x	20x	50x	75x	100x	150x
1 min.....	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.....	4.00	3.75	3.25	3.00	2.75	2.50
10 sec, 30 wds maximum; 50% of 1-min.						

## WINTER GARDEN

Orange County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WOKB

1958

## Independent Negro

Media Code 4 210 9270 1.00  
Everbach Broadcasting Co., Inc., 1111 S. Division St., Orlando, Fla. 32805. Phone 305-841-1600.

STATION'S PROGRAMMING DESCRIPTION  
WOKB: Programmed for Negro listener. MUSIC: rhythm and blues, light jazz and gospel. NEWS: 5 min at half hour. Community news and obituaries scheduled 20 min daily. Contact Representative for further details. Rec'd 7/31/67.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jack Everbach.  
Vice-Pres. & Sta. Mgr.—Bruce E. Webb.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
5,000 w. days; 1600 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15% on time charges only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21d, 22a, 22b, 23a, 28a, 28c, 29a.  
Contracts: 40a, 45, 46, 47e.  
Comb.: Cont. Discounts: 60g, 60l, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Affiliated with National Black Network.

## TIME RATES

Eff 8/1/74—Rec'd 7/29/74.  
AA—Mon thru Fri 6:30-9:30 am & 3:30-6:30 pm;  
Sat 7-11 am & 2-6 pm; Sun 6:30-11 am & 2-6 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	CLASS AA	18 ti	24 ti	30 ti	36 ti
1 wk.....	15.00	14.45	13.90	13.35	12.80	12.25
13 wk.....	14.45	13.90	13.35	12.80	12.25	11.70
26 wk.....	13.90	13.35	12.80	12.25	11.70	11.15
52 wk.....	13.35	12.80	12.25	11.70	11.15	10.60

CLASS A	1 wk	13 wk	26 wk	52 wk
1 wk.....	12.00	11.55	11.10	10.65
13 wk.....	11.55	11.10	10.65	10.20
26 wk.....	11.10	10.65	10.20	9.75
52 wk.....	10.65	10.20	9.75	9.30
30 sec 80% of 1-min. ID's: 60% of 1-min.				
Any schedule with at least 2/3 of total spots on Fri/Sat/Sun, extra 10%.				

8. PROGRAM TIME RATES					
CLASS A:	1 hr	1/2 hr	1/4 hr	5 min	1 min
1 x.....	171.00	93.00	50.00	25.00	
13 x.....	161.00	89.50	48.00	24.00	
26 x.....	157.00	86.00	46.00	23.00	
52 x.....	150.00	82.50	44.00	22.00	
AA: Add 10% to A.					(CR)

## WINTER HAVEN (3 AM; 1 FM)

(including Cypress Gardens)  
Polk County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WGTO

1955  
CYPRESS GARDENS

## HUBBARD BROADCASTING, INC.

NAB

Subscriber to the NAB Radio Code  
Media Code 4 210 9280 0.00  
Hubbard Broadcasting, Inc., Minneapolis-St. Paul, Minn.  
Business Office (and Studio): Box 123, Cypress Gardens, Fla. 33880. Phone 813-293-4103.

STATION'S PROGRAMMING DESCRIPTION  
WGTO: Programmed for 18-49 adult audience.  
MUSIC: contemporary, golden oldies. Golden oldies balanced in sweeps as follows: 1-'64-'67, 1-'68-'72, 1-current, 1-'55-'63, etc. NEWS: network at :55, 2 min local/regional at :20 6-9 am, local/regional at :53 & :30 9 am-sign-off. Weather: 4X hourly.  
SPORTS: sports personality at 8:25 am & 5:25 pm.  
FAIRM: citrus/ag/farm weather 6, 9 am & noon.  
Contact Representative for further details. Rec'd 5/2/74.

- PERSONNEL**  
President—Stanley S. Hubbard.  
General Manager—Howard Trickey.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
50,000 w. days; 540 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15/0 net station charges; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 22a, 24a, 24c, 24c, 28a, 29a, 29b, 33a.  
Contracts: 40a, 41, 42d, 44a, 44b, 45, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 61b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

## TIME RATES

7. PACKAGE PLANS								
PER WK. BTA:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti
1 min.....	11.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.....	8.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00
Fixed position: Extra per spot 1.00.								

## DISCOUNT

13 wk—5%	39 wk—15%
26 wk—10%	52 wk—20%

PER MO:	PER YR:	1 min	30 sec
1000 x.....	5.00	5.00	4.00

8. PROGRAM TIME RATES					
1 x.....	1 hr	1/2 hr	1/4 hr	5 min	1 min
180	90	45	25		

DISCOUNT					
13 x—10%	28 x—15%	52 x—20%			

## WPCV (FM)

(formerly WHF (FM))

1963

WINTER HAVEN

Subscriber to the NAB Radio Code  
Media Code 4 210 9290 9.00  
Orange Broadcasting Co., Inc., Box 9206, 100 Cypress Gardens Blvd., Winter Haven, Fla. 33880.  
Phone 813-294-5466.

STATION'S PROGRAMMING DESCRIPTION  
WPCV (FM): Modern Country.

- PERSONNEL**  
President—Joe H. Garagiola.  
General Manager—John W. Gilman.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Atlanta, Dallas—Busby, Finch and Woods, Inc.
- FACILITIES**  
ERP 100,000 w.; 97.5 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 499 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. JWG-C Eff 1/1/74—Rec'd 9/3/74.  
AA—6-10 am & 3-7 pm.  
A—All other times.

7. PACKAGE PLANS					
PER WK. 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
10 ti.....	7.70	7.15	6.90	6.60	6.30
15 ti.....	7.15	6.90	6.60	6.30	6.00
30 ti.....	6.60	6.30	6.00	5.75	5.50
45 ti.....	6.00	6.30	6.00	5.75	5.50
CLASS A					
1 ti.....	6.50	6.30	6.10	5.90	5.65
15 ti.....	6.25	6.05	5.80	5.65	5.35
30 ti.....	6.00	5.80	5.65	5.35	5.00
45 ti.....	5.75	5.60	5.50	5.35	5.00
75 ti.....	5.50	5.35	5.20	5.00	4.75
30 sec: 75% of 1-min.					
20 sec: 68% of 1-min.					

## WSIR

1947

WINTER HAVEN

RAB

Media Code 4 210 9360 0.00  
Cypress Central Communications Corp., Box 633, South Lake Howard Dr., Winter Haven, Fla. 33880.  
Phone 813-294-4111.

STATION'S PROGRAMMING DESCRIPTION  
WSIR: MUSIC: MOR 5:30 am-7 pm, rock 7 pm-1 am.

## FLORIDA

- PERSONNEL**  
Sales Manager—Craig N. Harper.
- REPRESENTATIVES**  
Media Sales/South.
- FACILITIES**  
5,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:30-1 am, EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 6/1/73—Rec'd 1/5/73.

6. SPOT ANNOUNCEMENTS							
PER YR:	1x	100x	500x	1000x	1500x	2500x	4000x
1 min	5.85	4.45	4.15	3.85	3.55	3.25	2.95
30 sec	4.75	3.80	3.55	3.30	3.00	2.80	2.60

7. PACKAGE PLANS					
SATURATION		ROS PLANS			
WITHIN 10 DAYS:	10 ti	25 ti			

# GEORGIA

## ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

RADIO  
Jasper—Pickens County

## Negro Population Data

(January 1, 1974)

STATE TOTAL	1,191,666	Chatham	65,625
METRO AREAS		Clarke	12,839
Albany	36,110	De Kalb	70,753
Athens	12,839	Dougherty	33,681
Atlanta	378,469	Fulton	257,688
Augusta	71,890	Glynn	12,246
Columbus	67,627	Houston	10,216
Macon	69,782	Laurens	10,281
Rome	9,129	Lowndes	15,444
Savannah	70,099	Muscogee	44,990
Valdosta	15,444	Richmond	46,648
Total Metros	731,389	Spalding	10,471
COUNTIES		Sumter	10,838
Baldwin	12,626	Thomas	13,206
Bibb	50,433	Troup	13,283
Bulloch	12,047	Total Counties	703,315

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	29,824	METRO AREAS	
		Atlanta	14,279

# GEORGIA

See S&DS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

Georgia Network, Inc.



Comprised of:  
Interconnected Stations

WBIT—Adel	WDCN—Gainesville
WALG—Albany	WKOG—Gordon
WISK—Americus	WLOP, WFO (FM)—
WDOL, WDOL-FM—	Jesup
Athens	WLAG, WLAG-FM—
WRNG—Atlanta	LaGrange
WYZE—Atlanta	WLAW—Lawrenceville
WAUG, WAUG-FM—	WBML—Macon
Augusta	WKLN—Monroe
WACN—Austell	WNNZ—Montezuma
WBSG—Blackshear	WNSN—Nashville
WMOG—Brunswick	WCOH, WCOH-FM—
WGRA—Cairo	Newman
WCHK—Canton	WROM, WROM-FM—
WTR (FM)—Carrollton	Rome
WLBW—Carrollton	WBLW—Royston
WKRW—Cartersville	WNLM (FM)—Savannah
WGAA—Cedartown	WONS—Statesboro
WRWH—Cleveland	WSYL—Sylvania
WRBL—Columbus	WTIO—Thomson
WJJC—Commerce	WTIF—Tifton
WCON, WCON-FM—	WNEG—Toccoa
Cornelia	WGAF—Valdosta
WGPN—Corington	WRBN, WRBN-FM—
WSNE—Cumming	Warner Robins
WDMG—Douglas	WAYN—Waycross
WXLJ, WXLJ-FM—	WAYX-FM—Waycross
Dublin	

Media Code 4 211 0147 8.00  
Williamshurg Village, Box 29334, Interstate 85 N.  
at Clairmont Rd., Atlanta, Ga. 30329. Phone 404-  
636-8698

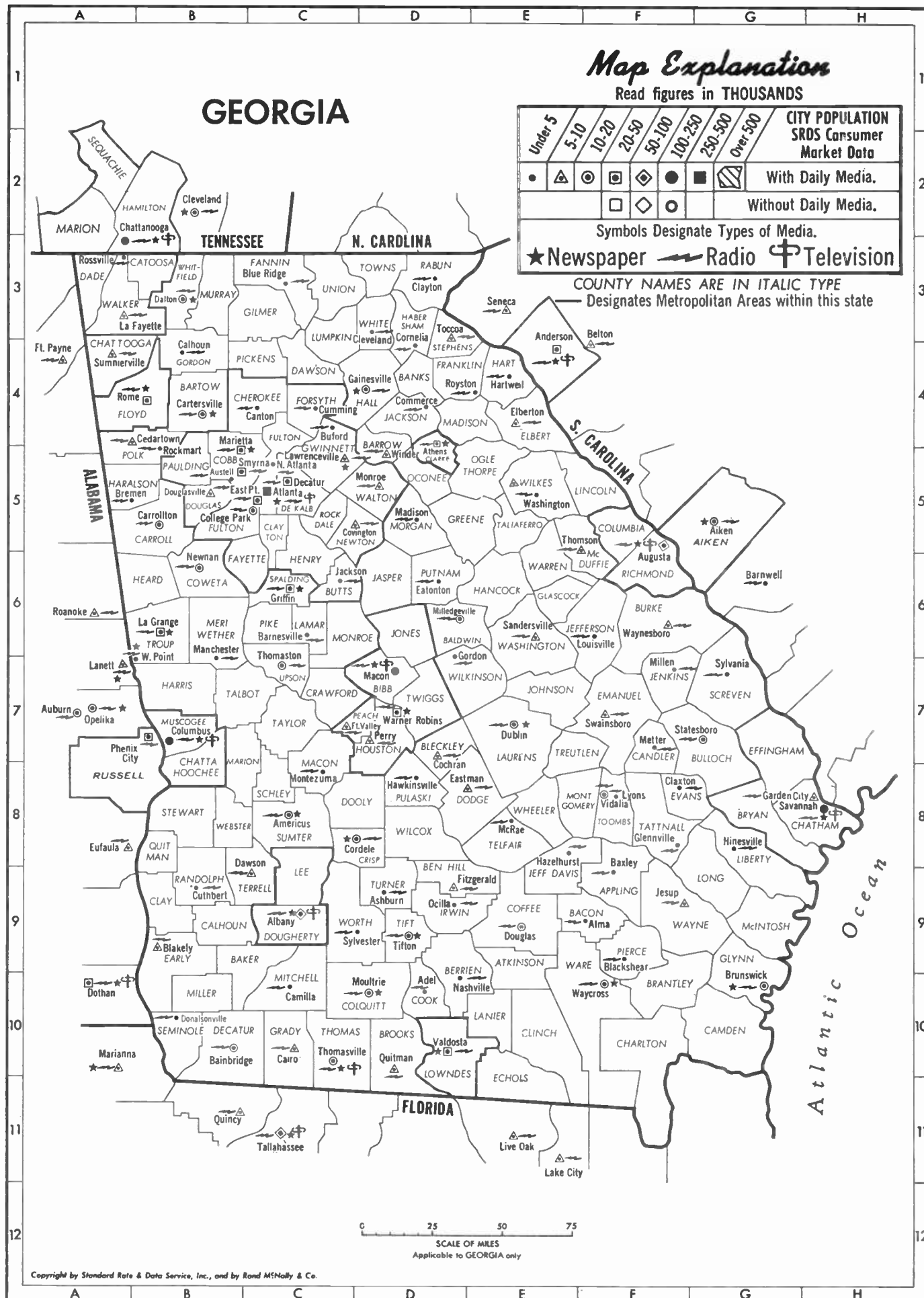
2. REPRESENTATIVES  
Gert Bunchez and Associates.

### 1. PERSONNEL

President—Don Kennedy.  
Vice-President—Larry Mclear.  
News Director—Richard Moore.

### TIME RATES

No. 6 Eff 3/25/74—Rec'd 2/25/74.  
(This listing continued on page 245)





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

**CITIES AND COUNTIES**— This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
	1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$000)	% Distribution of Families to to to to to 4999 7999 9999 14999 and over					Par Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types										
	1/1/74 (000)	1/1/74 (000)		(\$000)	(\$000)	(\$000)	(\$000)	(\$000)				(\$000)	(\$000)	(\$000)	(\$000)	(\$000)				(\$000)		
GEORGIA STATE TOTALS.....	4,757.4	1,503.19	17,037,551	11,334	10.2	18.2	12.3	23.7	23.6	11,150,471	7,418	2,398,199	342,324	1,644,816	502,593	562,644	2,498,930	890,210	2,463.68	199.8	1,973,014	
ALBANY—Dougherty Athens—Clarke Atlanta—Fulton	12.4	3.74	31,284	8,365	15.5	21.2	10.9	16.4	13.3	25,227	6,745	6,120	695	945	772	738	6,621	2,557	6.26	3.3	20,987	
ATKINSON E-9.....	5.9	1.72	12,510	7,273	17.4	21.2	9.0	13.7	10.7	5,192	3,019	1,654	231	108	39	27	84	787	2.54	1.9	20,092	
BACON E-9.....	7.9	2.47	20,614	8,346	17.9	21.1	11.5	16.5	11.9	20,613	8,345	4,094	923	1,200	474	226	5,997	1,886	4.31	3.9	17,303	
BAKER C-9.....	3.5	1.01	6,249	6,187	21.3	24.9	10.7	8.4	5.9	2,613	2,587	787	47	59	.....	.....	139	432	1.60	.6	10,111	
BALDWIN D-6.....	34.2	7.49	86,656	11,570	10.3	19.3	11.5	24.7	23.7	53,301	7,116	16,760	2,399	7,734	2,992	2,336	6,980	5,625	12.24	.8	706	
BANKS D-4.....	7.2	2.36	17,215	7,294	16.2	25.9	15.4	18.6	7.8	2,457	1,041	1,147	.....	.....	35	46	389	322	4.13	1.1	16,614	
BARROW D-4.....	17.4	5.79	51,989	8,979	12.0	23.9	13.7	23.9	14.0	35,074	6,058	11,358	1,133	2,615	1,404	1,624	7,681	2,593	10.27	1.1	18,430	
BARTOW B-4.....	33.7	10.86	119,328	10,988	9.2	18.0	13.5	26.4	22.5	74,467	6,857	16,672	1,052	4,264	2,474	2,583	26,491	9,863	18.41	1.5	14,364	
BEN HILL D-9.....	12.8	4.37	40,215	9,203	16.4	21.0	12.7	18.3	12.9	33,902	7,758	9,438	733	1,830	1,798	1,426	6,413	2,651	6.82	.9	8,390	
BERRIEN D-9.....	11.2	3.66	27,717	7,573	17.6	24.8	11.5	16.2	11.5	29,407	8,030	8,157	365	916	502	1,043	10,141	1,428	6.57	3.3	20,620	
BIBB D-7.....	143.1	46.65	518,781	11,121	11.1	17.3	11.5	23.3	24.4	424,044	9,095	92,491	12,130	71,843	23,411	25,833	103,779	35,538	72.59	.4	5,002	
Macon.....	132.5	43.57	466,620	10,710	.....	.....	.....	.....	.....	417,014	9,571	11,899	71,741	23,071	25,530	102,202	35,450	.....	.....	.....	.....	
Macon Metro Area.....	234.5	73.39	821,792	11,198	10.4	18.0	12.2	24.5	23.8	558,609	7,612	125,459	16,445	83,265	28,059	34,448	134,472	48,303	118.12	.....	.....	
BLECKLEY D-7.....	10.3	3.12	30,651	9,824	12.6	21.0	12.0	20.8	17.5	13,667	4,380	4,636	282	872	642	661	3,209	785	4.82	1.1	7,662	
BRANTLEY F-10.....	5.6	1.69	16,729	9,899	11.4	22.2	14.1	19.9	16.6	4,826	2,856	1,471	200	249	.....	.....	184	291	1.476	2.63	2.1	14,176
BROOKS D-10.....	13.1	4.02	29,761	7,403	19.4	21.3	10.9	12.7	9.7	23,145	5,757	4,798	745	858	1,111	409	5,923	1,523	6.12	3.6	24,110	
BRYAN G-8.....	6.9	2.03	18,775	9,249	12.0	21.7	13.7	21.1	13.9	9,976	4,914	2,356	313	194	112	143	1,972	2,711	3.09	.1	995	
BULLOCH G-7.....	33.4	10.76	92,388	8,586	13.0	20.4	11.8	19.7	17.7	77,235	7,178	14,374	1,913	2,582	4,035	2,802	19,081	6,367	13.64	5.0	32,425	
BURKE F-6.....	17.6	5.19	39,024	7,519	17.3	19.6	8.9	12.4	12.1	31,973	6,161	7,429	1,008	1,146	1,001	2,323	5,392	3,043	7.10	1.9	15,396	
BUTTS C-6.....	11.1	3.21	30,621	9,539	9.1	20.5	14.4	23.2	17.2	17,192	5,254	4,363	793	865	806	680	3,542	1,900	4.99	.8	2,447	
CALHOUN B-9.....	6.6	1.96	12,933	6,598	19.1	21.2	9.7	11.8	7.0	10,908	5,565	3,200	316	508	421	469	1,385	493	2.17	2.6	13,227	
CAMDEN G-10.....	11.5	3.36	36,949	8,861	8.8	15.5	13.4	27.4	24.2	15,200	6,524	4,235	549	1,576	148	321	3,229	3,017	5.20	.1	1,632	
CANDLER F-7.....	6.4	2.02	18,122	8,971	17.7	20.6	11.5	15.0	13.2	16,707	8,271	3,239	418	496	697	529	4,478	1,420	3.41	1.7	9,959	
CARROLL B-5.....	47.9	15.36	155,739	10,139	10.0	21.0	14.3	24.7	19.2	82,782	5,389	23,220	3,229	5,856	4,638	4,812	20,975	5,427	23.46	2.4	17,391	
CATOOSA B-3.....	30.2	9.60	110,654	11,526	5.7	18.4	14.4	29.7	23.4	24,529	2,555	8,753	1,287	522	114	885	5,855	3,073	18.47	.7	7,576	
CHARLTON F-10.....	5.7	1.62	15,305	9,448	23.3	20.1	11.6	17.5	14.5	11,816	7,294	2,431	292	150	331	264	1,453	2,996	2.83	.4	7,810	
CHATHAM H-8.....	193.7	63.16	668,038	10,577	10.7	18.5	13.1	24.1	20.5	480,638	7,610	107,822	16,614	74,687	31,201	32,781	94,357	45,818	93.80	.1	2,951	
Savannah.....	115.4	39.08	378,454	9,684	.....	.....	.....	.....	.....	398,001	10,184	89,580	12,653	70,871	29,938	29,796	83,953	26,567	.....	.....	.....	
Savannah Metro Area.....	215.2	69.42	731,846	10,542	10.7	18.7	13.1	24.2	20.2	502,223	7,235	113,390	17,550	75,124	31,533	33,350	98,461	50,283	103.76	.....	.....	
CHATTAHOOCHEE B-7.....	20.3	2.20	74,820	34,009	5.3	15.1	14.5	21.6	34.0	422	192	287	.....	.....	.....	.....	.....	134	.....	.....	.....	
CHATTOOGA A-4.....	18.7	6.89	65,760	9,544	5.0	17.5	14.4	25.9	16.1	43,744	6,349	11,019	1,751	2,905	2,714	3,393	8,779	4,792	11.20	.8	8,719	
CHEROKEE C-4.....	33.4	10.64	105,698	9,934	10.7	20.9	16.5	25.3	16.0	53,251	5,005	11,511	1,648	6,134	1,782	3,367	13,768	3,631	17.16	2.1	38,131	
CLARKE D-5.....	73.1	23.08	260,315	11,279	12.0	18.4	11.1	21.4	26.0	199,656	8,651	37,709	6,116	27,960	8,559	37,232	14,449	31.08	.....	.....	.....	
Athens.....	45.8	14.26	163,005	11,431	.....	.....	.....	.....	.....	172,649	12,107	32,769	5,616	24,332	12,910	8,278	34,065	12,499	.....	.....	.....	
Athens Metro Area.....	73.1	23.08	260,315	11,279	12.0	18.4	11.1	21.4	26.0	199,656	8,651	37,709	6,116	27,960	8,559	37,232	14,449	31.08	.....	.....	.....	
CLAY B-9.....	3.3	1.03	8,368	8,124	14.3	17.9	7.4	9.7	12.4	3,939	3,824	870	273	438	194	124	395	501	1.38	1.2	6,076	
CLAYTON C-5.....	113.2	34.10	478,946	14,045	3.3	10.1	12.3	35.9	34.9	191,536	5,617	50,122	5,236	41,137	2,771	5,313	33,317	19,118	65.76	.4	962	
Forest Park.....	21.5	6.76	99,248	14,682	.....	.....	.....	.....	.....	82,945	12,270	2,636	16,157	2,356	2,631	26,745	6,698	.....	.....	.....	.....	
CLINCH E-10.....	6.4	1.86	15,697	8,439	16.9	25.4	12.5	15.4	12.0	9,005	4,841	2,122	318	586	232	230	2,696	1,716	2.50	.3	3,254	
COBB B-5.....	215.6	67.79	915,421	13,504	5.0	13.0	12.2	35.2	32.4	518,826	7,653	121,603	20,962	86,874	18,477	18,393	110,175	37,625	128.37	1.0	2,840	
Marietta.....	27.4	9.23	118,367	12,824	.....	.....	.....	.....	.....	219,420	23,772	31,925	12,117	39,863	9,953	7,541	73,230	12,095	.....	.....	.....	
Smyrna.....	21.5	6.93	92,687	13,375	.....	.....	.....	.....	.....	63,048	9,098	24,773	1,853	9,555	2,970	2,465	4,721	7,170	.....	.....	.....	
COFFEE E-9.....	23.0	6.97	63,661	9,134	15.1	22.5	12.1	17.4	14.4	49,445	7,094	12,252	1,719	3,738	2,196	2,323	10,660	3,265	10.82	5.0	51,774	
COLQUITT D-10.....	31.6	10.14	91,606	9,034	14.0	19.1	12.5	20.0	15.2	71,621	7,063	14,992	1,727	5,290	4,436	4,412	12,868	4,706	16.23	6.2	39,005	
COLUMBIA F-5.....	25.0	7.37	78,682	10,676	10.5	18.6	13.9	26.2	20.4	18,859	2,559	5,570	491	758	117	411	1,743	2,964	12.26	.....	1,678	
COOK D-10.....	12.3	3.82	30,811	8,013	13.5	23.6	11.7	19.5	12.1	25,170	6,588	6,353	605	1,324	240	1,032	3,388	3,960	6.07	1.9	14,132	
COWETA B-6.....	33.2	10.44	106,558	10,207	9.4	20.4	13.2	24.1	20.0	63,390	6,072	18,121	2,791	5,271	3,823	4,291	13,084	5,728	17.85	.7	7,082	
CRAWFORD C-7.....	6.1	1.66	11,386	6,859	19.6	18.5	12.2	16.1	8.3	3,841	2,145	1,086	165	483	115	146	1,011	2,555	.8	.....		



GEORGIA

State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
			Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types—											
				3000 4999	5000 7999	8000 9999	10000 14999	15000 and over				General Mtds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)							
HARRIS B-7.....	11.7	3.56	33,035	9,279	13.8	20.2	12.4	18.5	17.0	13,162	3,697	4,446	695	286	165	140	2,716	1,727	5.86	.4	1,959		
HART E-4.....	16.1	5.14	42,835	8,334	13.0	21.5	15.1	21.7	10.9	21,292	4,142	7,677	1,113	1,926	805	1,499	4,279	1,930	9.34	1.2	13,261		
HEARD B-6.....	5.5	1.76	14,648	8,323	3.8	47.0	16.4	15.4	7.0	3,517	1,998	716	47	1,444	83	135	728	1,378	4.7	.4	2,499		
HENRY C-6.....	25.5	7.47	85,130	11,396	9.2	18.3	12.1	22.8	26.5	24,706	3,307	8,494	972	476	309	1,311	3,465	3,274	16.78	.7	6,637		
HOUSTON D-7.....	69.6	20.59	246,722	11,983	8.4	17.0	13.0	28.1	25.2	125,453	6,093	29,229	4,007	10,393	4,517	8,384	30,152	11,304	35.58	.7	15,308		
Warner Robins.....	37.7	11.64	143,099	12,294	85,287	7,327	20,960	2,849	10,393	9,683	3,427	5,124	24,160	5,770	819	177	2,142	1,281	3.72	2.6	19,829		
IRWIN D-9.....	7.5	2.38	20,002	8,404	17.9	23.4	9.9	14.5	10.4	12,300	5,168	2,826	576	9,947	1,509	4,683	1,624	1,176	7,558	4,570	11.68	2.3	48,072
JACKSON D-4.....	21.7	7.05	60,376	8,564	14.1	22.4	15.8	24.1	11.0	37,742	5,353	7,374	1,244	4,911	190	363	2,881	1,410	2.75	.3	8,191		
JASPER D-6.....	5.4	1.72	15,159	8,813	16.6	26.3	10.0	20.4	16.9	8,533	4,961	2,389	244	491	190	266	2,830	2,151	4.67	1.7	17,910		
JEFF DAVIS E-9.....	9.7	3.04	25,162	8,277	13.1	23.4	12.2	19.2	13.6	23,832	7,839	5,533	887	1,443	695	1,223	2,830	2,151	4.67	1.7	17,910		
JEFFERSON F-6.....	17.2	5.17	40,603	7,854	17.7	23.0	10.4	16.9	12.5	26,802	5,184	6,211	923	1,268	994	824	6,014	3,069	7.00	1.2	13,167		
JENKINS F-7.....	8.0	2.50	26,104	10,442	18.0	21.4	13.0	16.0	11.1	16,960	6,784	2,740	502	235	921	761	5,003	1,655	3.54	1.5	17,765		
JOHNSON E-7.....	7.7	2.44	19,157	7,851	14.7	20.7	13.1	17.3	10.8	14,112	5,784	3,325	186	461	131	173	541	969	6.80	.3	4,668		
JONES D-6.....	13.3	3.87	39,445	10,193	11.5	19.8	14.9	24.4	17.9	6,033	1,559	2,132	186	461	131	173	541	969	6.80	.3	4,668		
LAMAR C-6.....	10.7	3.29	30,666	9,321	10.0	22.9	13.1	22.7	17.6	18,293	5,560	5,391	779	552	959	505	3,514	2,395	5.38	.6	2,481		
LANIER E-10.....	5.0	1.50	13,719	9,146	13.2	21.4	11.6	17.8	17.0	7,142	4,761	1,384	158	285	111	142	3,215	840	2.34	.8	6,375		
LAURENS E-7.....	32.7	10.32	97,249	9,423	13.2	21.4	11.6	17.8	17.0	69,861	6,769	17,589	2,496	3,660	4,676	3,443	17,462	5,098	16.33	3.6	20,556		
LEE C-9.....	7.3	2.07	20,813	10,055	13.8	20.6	12.8	21.7	13.1	4,066	1,964	1,511	245	150	86	111	356	486	3.63	1.1	15,348		
LIBERTY G-8.....	18.4	5.06	49,370	9,757	16.9	23.4	12.0	17.8	11.8	17,030	3,366	4,811	396	1,444	613	718	5,556	2,297	7.06	.1	816		
LINCOLN F-5.....	5.9	1.74	15,278	8,780	19.2	20.2	12.4	16.1	14.2	6,360	3,655	2,565	215	624	171	198	753	852	2.80	.6	4,475		
LONG G-9.....	3.4	1.04	8,070	7,760	19.1	23.2	11.4	16.7	9.7	2,298	2,210	435	34	380	.....	.....	98	695	1.56	.7	951		
LOWNDES D-10.....	56.7	17.36	171,819	9,897	13.1	20.7	12.2	21.0	18.5	155,299	8,946	36,711	3,525	22,698	7,700	6,675	36,725	16,092	27.82	3.3	13,441		
Valdosta.....	32.4	10.39	106,865	10,285	139,236	13,401	35,936	3,131	20,932	7,373	6,675	35,019	12,071	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Valdosta Metro Area.....	56.7	17.36	171,819	9,897	13.1	20.7	12.2	21.0	18.5	155,299	8,946	36,711	3,525	22,698	7,700	6,675	36,725	16,092	27.82	3.3	13,441		
LUMPKIN C-31.....	9.0	2.58	23,998	9,302	12.7	21.5	13.6	21.3	14.4	7,173	2,780	2,840	153	193	54	212	670	988	4.37	.6	21,396		
McDUFFIE F-5.....	16.1	4.94	47,023	9,519	12.4	19.0	12.7	22.4	17.8	30,502	6,174	7,421	546	3,601	608	2,459	7,631	3,612	7.57	.4	2,451		
McINTOSH G-9.....	7.4	2.17	17,503	8,066	16.3	21.7	12.8	16.7	11.6	11,596	5,344	4,772	108	293	77	101	3,189	1,793	3.16	.1	370		
MACON C-7.....	12.6	3.57	29,168	8,170	17.1	20.7	10.7	16.4	13.5	20,088	4,787	4,267	603	1,774	151	738	5,368	1,755	5.03	.4	17,967		
MADISON D-4.....	14.1	4.59	42,546	9,269	11.5	20.1	14.7	25.2	14.6	26,626	4,494	6,461	308	1,875	321	559	4,086	2,299	7.73	1.2	16,032		
MARION B-7.....	5.1	1.48	12,750	8,615	14.2	21.1	13.0	18.5	12.1	5,384	3,638	1,607	232	463	161	105	1,112	277	1.90	1.0	10,879		
MARIWETHER B-6.....	19.1	5.67	48,987	8,640	14.3	20.0	13.1	20.3	13.3	32,787	5,783	9,379	1,091	1,960	1,162	2,258	6,736	3,069	8.47	.4	10,465		
MILLER R-10.....	6.4	2.03	13,975	6,884	17.3	16.3	10.1	14.2	11.0	12,421	6,119	2,493	448	218	369	859	2,021	1,230	2.75	2.8	19,790		
MITCHELL C-10.....	18.6	5.54	45,048	8,131	15.3	22.0	11.2	16.6	11.9	39,045	7,048	8,542	1,227	9,366	707	1,916	5,952	2,932	7.77	2.7	34,308		
MONROE C-6.....	11.0	3.14	35,552	11,322	10.0	18.6	12.9	24.8	20.8	19,861	6,325	5,394	579	792	957	363	5,533	2,613	5.35	.6	5,692		
MONTGOMERY F-8.....	6.1	1.83	15,073	8,237	17.2	23.1	12.0	15.5	11.4	4,840	2,645	1,957	148	182	50	137	865	799	2.75	1.5	8,012		
MORGAN D-5.....	9.9	2.96	24,445	8,258	15.7	18.6	13.1	17.5	14.3	18,231	6,159	4,548	.....	1,802	441	1,363	3,630	1,665	4.69	1.2	22,875		
MURRAY B-3.....	13.8	4.34	44,307	10,209	7.6	22.5	15.8	26.9	18.7	17,683	4,074	5,004	288	1,429	367	346	3,859	2,820	7.29	.4	7,915		
MUSCOGEE B-7.....	168.5	55.68	603,033	10,830	10.3	20.3	12.5	23.6	22.0	481,036	8,639	81,795	12,243	79,820	27,847	38,595	140,246	33,868	95.09	.....	.....		
Columbus.....	168.5	55.68	603,033	10,830	481,036	8,639	81,795	12,243	79,820	27,847	38,595	140,246	33,868	.....	.....	.....	.....	.....	.....	.....	.....		
Columbus Metro Area.....	231.8	71.56	793,951	11,095	11.0	20.5	12.6	22.8	20.5	534,356	7,467	103,110	14,165	83,901	29,276	40,092	149,101	39,105	118.79	.....	.....		
NEWTON D-5.....	27.7	8.48	83,486	9,845	11.0	22.4	13.4	24.8	17.0	50,710	5,980	14,957	1,753	5,071	2,591	2,995	12,330	3,595	13.87	.1	7,130		
OCONEE D-5.....	8.2	2.73	24,959	9,142	8.5	22.5	15.6	23.2	13.7	4,531	1,660	1,431	136	447	.....	127	611	1,010	4.51	.4	8,089		
OGLETHORPE E-5.....	7.6	2.29	19,172	8,372	10.6	22.4	15.1	19.7	11.9	4,103	1,792	927	248	265	266	227	727	946	3.87	1.0	17,531		
PAULDING B-5.....	19.0	5.95	51,628	8,677	14.7	23.4	15.3	23.4	12.8	17,898	3,008	4,843	925	533	446	340	5,070	2,469	9.51	.7	10,645		
PEACH D-7.....	16.8	4.73	50,651	10,708	10.1	19.2	12.6	24.2	21.7	30,044	6,352	6,770	995	1,409	1,413	2,529	9,199	4,051	7.03	.8	12,424		
PICKENS C-4.....	9.9	3.19	29,423	9,224	12.8	21.6	15.6	23.8	14.6	13,665	4,284	3,265	770	1,067	145	541	4,723	1,384	4.93	1.2	9,618		
PIERCE F-9.....	9.3	2.88	24,678	8,569	14.6	24.5	12.3	17.0	15.1	16,338	5,673	4,332	496	319	181	442	3,196	1,528	4.70	2.6	27,130		
PIKE C-6.....	7.3	2.20	18,537	8,426	14.3	23.2	13.5	22.5	10.3	5,593	2,542	1,868	76	1,075	.....	69	937	3.64	.6	4,384			
POLK B-4.....	30.1	10.01	90,318	9,023	11.0	22.7	15.7	23.5	14.4	53,572	5,352	15,120	2,864	2,895	3,075	2,795	15,753	3,809	15.62	1.0	6,369		
PULASKI D-8.....	8.1	2.71	23,555	8,692	12.6	19.0	9.9	16.3	18.5	24,509	9,044	5,129	352	815	608	769	4,049						



**State Networks—**  
**Georgia Network, Inc.—Continued**

**7. PACKAGE PLANS**

	Per yr				Per wk			
	150x	300x	450x	600x	2 ti	5 ti	10 ti	15 ti
1 min 68	65	62	52	70	88	66	60	
30 sec 54	52	50	42	56	54	52	48	

All spots scheduled 6:30 am-6:33 pm.  
Specified, extra 20%.

**Keystone Broadcasting System, Inc.**

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 211 0185 8.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

**GEORGIA STATE GROUP**  
Comprised of:

WBIT—Adel	WKUE—Griffin
WJAZ—Albany	WCEH—Hawkinsville
WULF—Alma	WVOH—Hazlehurst
WDEC—Americus	WJGA—Jackson
WDOL—Athens	WLDP—Jesup
WACX—Austell	WLFA—La Fayette
WMGR—Bainbridge	WLAG—La Grange
WBAR—Barnesville	WPEH—Louisville
WUPE—Baxley	WYTH—Madison
WBBK—Blakely	WFDH—Manchester
WWCC—Bremen	WFOM—Marietta
WIGC—Brunswick	WDAX—McRae
WDYX—Buford	WMVG—Milledgeville
WGRA—Calto	WGSR—Milledgeville
WCLB—Camilla	WKEN—Monroe
WCHK—Canton	WMTM—Moultrie
WLBR—Carrollton	WNEA—Newnan
WBHF—Cartersville	WPGA—Perry
WGAA—Cedartown	WSPB—Quitman
WGHC—Clayton	WRDM—Rome
WRWH—Cleveland	WSTL—Sylvania
WYMG—Cochran	WSTT—Thomaston
WPNX—Columbus	WLR—Thomasville
WBLJ—Dalton	WTWA—Thomson
WDWD—Dawson	WWGS—Tifton
WDMG—Douglas	WNEG—Toccoa
WMLT—Dublin	WVOP—Vidalia
WUFB—Eastman	WLOY—Washington
WFFM—Fort Valley	WAYX—Waycross
WGA—Gainesville	WBMK—West Point
WKO—Gordon	WIMO—Winder

1 min 30 sec	237	190
All stations		(D)

For complete listing see  
Regional Networks & Groups

**Keystone**  
BROADCASTING SYSTEM, INC.

**Southern Black Network**

Comprised of:  
Interconnected Stations  
WJIZ (FM)—Albany  
WIGN—Atlanta  
WTHR—Augusta  
WKOG—Gordon  
Media Code 4 211 0257 5.00  
Williamsburg Village, Box 29334, Interstate 85 N. at Clairmont Rd., Atlanta, Ga. 30329. Phone 404-636-8656.

**1. PERSONNEL**  
President—Don Kennedy.

**TIME RATES**  
No. 2 Eff 3/74—Rec'd 3/28/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	150x	300x	450x	600+
1 min	63	59	56	52
30 sec	50	47	45	42

Guaranteed mo from date of purchase.

**7. PACKAGE PLANS**

PER WK:	2 ti	5 ti	10 ti	15 ti
1 min	65	63	61	59
30 sec	52	50	49	47

Specified times between 7:45 am-5:35 pm, extra 20%.

**Tobacco Radio Network, The**

GEORGIA STATE GROUP  
Executive Office: Box 1988, 137 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885.  
See The Tobacco Radio Network under Regional Radio Networks and Groups.

**THE FARMERS MARKET**  
Tobacco-Cotton  
Soybeans-Livestock  
Peanuts  
We cover over 90% of the Southeast with each crop radio network.

Call collect 919-832-8885 or write Box 1988, Raleigh, NC 27602

**ADEL**

Cook County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**WBIT**  
1955

Media Code 4 211 0330 0.00  
Timberland Communications, Inc., Box 508, Adel, Ga. 31620. Phone 912-896-4571.

**STATION'S PROGRAMMING DESCRIPTION**  
WBIT: block programming. 6-8 am & 11 am-2 pm.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ralph L. Deen.

**3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% net time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KISS.  
Affiliated with American Entertainment Network.  
Member: Georgia Radio Network, Inc.

**TIME RATES**  
Eff 8/20/73—Rec'd 10/29/73.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	15 sec	5 sec
1 min	4.00	3.70	3.25	2.85
30 sec	80% of 1-min.			

**ALBANY (4 AM; 3 FM)**

Dougherty County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

**WALG**  
1941

**Jack Masla & Company, Inc.**

Subscriber to the NAB Radio Code  
Media Code 4 211 0365 4.00  
Radio Albany, Inc., Box W, Albany, Ga. 31702.  
Phones 912-436-7234; 912-436-7233.

**STATION'S PROGRAMMING DESCRIPTION**  
WALG: Programmed for adults.  
MUSIC: top 20 plus 20 best album cuts. Local and network personalities. NEWS: local and state news and sports at 7, 7:25, 7:30, 8 am, noon, 5, 5:25 and 6:30 pm; network news at 5:55, commentator at 8:30 am and 12:30 pm. SPORTS: high school, local, college and professional football; bowl games; NASCART races; fight of month. Community affairs director, community club awards annually and special events. Contact Representative for further details. Rec'd 3/27/72.

**1. PERSONNEL**  
President—Whitfield S. Woodall.  
Vice-Pres. & Gen'l Mgr.—Gibbs W. Liggins.  
Sales Manager—Charles H. Roberts.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Southeast—W. O. Jones, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1590 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 4d, 5, 6a, 8.  
Basic Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a.  
Contracts: 40a, 45, 46, 47a.  
Comb. & Cont. Discounts: 60a, 60k.  
Cancellation: 70c.

FM facilities: WWCW (FM).  
Affiliated with American Contemporary Network.  
Member: Farm Directors Radio Network, Georgia Radio Network, Inc.

**TIME RATES**  
Eff 6/1/71—Rec'd 4/26/71.

**6. SPOT ANNOUNCEMENTS**

PER WK, FIXED 1 ti	6 ti	12 ti	18 ti	24 ti
Drive—Mon thru Sat 6-9 am & 3-7 pm.	13.00	12.50	12.00	11.25
Housewife—Mon thru Sat 9 am-3 pm; Sun 7 am-7 pm.	11.00	10.50	9.75	9.00
Night—Mon thru Sun 7 pm-6 am.	10.00	9.50	8.75	8.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

**FAMILY PLAN—1 MINUTE**

6 spots 6-9 am Mon thru Sat.	210
6 spots 3-7 pm Mon thru Sat.	
4 spots 7-10 pm Mon thru Fri.	
4 spots 9 am-3 pm Sat.	
4 spots noon-6 pm Sun.	
24 spots per wk	

**PERSONALITY PACKAGE—1 MINUTE**

6 spots 6-9 am Mon thru Sat.	
6 spots 9 am-noon Mon thru Sat.	
7 spots noon-3 pm Mon thru Sun.	
7 spots 3-7 pm Mon thru Sun.	
7 spots 7 pm-midnight Mon thru Sun.	
33 spots per wk	295

30 sec: 80% of 1-min.

**8. PROGRAM TIME RATES**

5 min—1-1/2x applicable 1-min rate.	
10 min—2x applicable 1-min rate.	
1/4 hr—2-1/2x applicable 1-min rate.	
1/2 hr—4-1/2x applicable 1-min rate.	
1 hr—8x applicable 1-min rate.	

**CONSECUTIVE WEEK DISCOUNT**

26 wk—4%	52 wk—8%
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Not applicable to Package Plan.

**WGPC**

1953

Subscriber to the NAB Radio Code  
Media Code 4 211 0440 7.00  
The Albany Broadcasting Co., New Albany Hotel, Albany, Ga. 31701. Phone 912-432-1277.

**STATION'S PROGRAMMING DESCRIPTION**  
WGPC: Programmed for adults.  
MUSIC: limited to film music, showtunes, standards and middle-of-the-road, except for 2 weekend classical periods of symphonic music. Early morning period, 6-9 am, middle-of-the-road music and news at 7-7:05 am, 7:25-7:30 am, 8-8:15 am, 8:15-8:29 am. Housewife show 10:35 am-moon, 10 min national and international news followed by local and regional news on hour. Live major league baseball and college football. Contact Representative for further details. Rec'd 7/28/67.

**1. PERSONNEL**  
President—Jim W. Woodruff, Jr.  
Vice-Pres. & Gen'l Mgr.—Leonard M. George.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.  
Partial simulcast operation, Simulcast 6-9 am & 6 pm-midnight Mon thru Fri. For non-simulcast facilities see WGPC-FM.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a.  
Contracts: 40a, 45, 46, 47a.  
Comb. & Cont. Discounts: 60a.  
Cancellation: 71a, 73a.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
Eff 5/15/73—Rec'd 5/23/73.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	208x	312x
1 min 6:00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00
30 sec 4:00	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60

**ALL OTHER TIMES**

1 min 5:75	5:25	4:75	4:25	3:75	3:25	2:75	2:25	1:80
30 sec 4:60	4:20	3:80	3:40	3:00	2:60	2:20	1:80	

**7. PACKAGE PLANS**

**VOLUME:** 1000x **CONSTANCY:** \*312x

1 min	2.00	1 min	1.80
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Within 12 months, ROS.  
(\*) Minimum spot per day, 3 days out of 7, 6 per wk ROS.

**SATURATION:** 30 ti 15 ti

1 min/less	2.50	3.00
30 sec	2.00	2.40

Within 7 days, ROS.  
Shorties—15-sec, 1/2 total for frequency discount, 50% of rate shown ROS.

**WGPC-FM**

1963

Subscriber to the NAB Radio Code  
Media Code 4 211 0441 5.00  
Albany Broadcasting Co., Box 505, Pine & Jackson Sts., Albany, Ga. 31702. Phone 912-432-1277.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 45,000 w.; 104.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 141 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-6 pm Mon thru Fri. For simulcast facilities see WGPC.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.

**TIME RATES**  
Eff 1/27/71.

**6. SPOT ANNOUNCEMENTS**  
10 30-sec spots per wk. 2 per day (annual contract), per mo 50.00.

**WJAZ**

1952

Media Code 4 211 0495 1.00  
James S. Rivers, Inc., Box 545, Slappey Dr., Albany, Ga. 31702. Phone 912-432-7447.

**1. PERSONNEL**  
President—James S. Rivers.  
General Manager—Betty T. Smith.

**3. FACILITIES**  
5,000 w. days; 960 kc. Directional.  
Operating schedule: 5:00 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.  
Contracts: 40c, 45, 46, 47a.  
Comb. & Cont. Discounts: 60a, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WJIZ (FM).  
Affiliated with KBS.  
Member: Tobacco Radio Network.

**TIME RATES**  
Eff 3/29/74.

**6. SPOT ANNOUNCEMENTS**

	1 hr	1/2 hr	1/4 hr	5 min
1 min	7.50	6.75	5.50	4.40
30 sec	6.05	5.35	4.60	3.50

**8. PROGRAM TIME RATES**

1 x	68.00	44.00	25.00	14.55
13 x	66.00	42.00	24.00	13.50
26 x	64.00	40.00	23.00	12.90
52 x	62.00	38.00	22.00	12.30
104 x	38.00	21.00	11.60	
156 x	34.00	20.00	10.90	
208 x	32.00	19.00	10.35	
312 x	18.00	9.25		
520 x	17.00	8.25		

**GEORGIA**

**WJIZ (FM)**

1966

Media Code 4 211 0550 3.00  
James S. Rivers, Inc., Box 545, Slappey Dr., Albany, Ga. 31702. Phone 912-432-7447.  
See affiliated AM station for additional information.  
AM facilities: WJAZ.

**STATION'S PROGRAMMING DESCRIPTION**  
WJIZ (FM): Programmed exclusively to Negro population.  
MUSIC: rhythm & blues. Black personnel. NEWS: Negro local, national, regional. Community affairs. SPORTS: Negro college & high school. All aspects of black interest programming. Rec'd 1/12/72.

**3. FACILITIES**  
ERP 100,000 w.; 96.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 537 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.  
Member: Southern Black Network.

**TIME RATES**  
Rates are identical to WJAZ. See that listing.

**WQDE**

(formerly WLYB)  
1962

Media Code 4 211 0605 5.00  
Southland Radio, Inc., Box 1624, Albany, Ga. 31702.  
Phone 912-436-0544.

**STATION'S PROGRAMMING DESCRIPTION**  
WQDE: Programmed for adults.  
MUSIC: general popular. NEWS: national, state & local; 8:30 am (national, state & local sports) & 5:30 pm (local sports). Morning & afternoon drive time traffic reports. Personalities available for remote broadcasts. Contact Representative for further details. Rec'd 9/20/72.

**1. PERSONNEL**  
President—Jim Wiggins.  
Vice-President—Wayne Stewart.  
General Manager—Phil Powell.

**2. REPRESENTATIVES**  
David Carpenter Company.

**3. FACILITIES**  
1,000 w. days; 1250 kc.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14c.  
Basic Rates: 21b, 21c, 22a, 23a, 25c, 29a.  
Contracts: 40a, 45, 46.  
Comb. & Cont. Discounts: 60b, 60k.  
Cancellation: 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 7/7/72—Rec'd 9/5/72.  
AA—6-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	260x	520x	780x
1 min	7.00	6.50	5.50	4.75	4.00	3.75
30 sec	5.00	4.50	4.00	3.50	3.00	2.50

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER WK, ROS:	10 ti	20 ti	30 ti
1 min	4.00	3.75	3.50
30 sec	3.25	3.00	2.50

10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

	1x	52x	208x	312x	500x
1/2 hr	60.00	55.00	50.00		
1 hr	35.00	30.00	20.00		
1/4 hr	25.00	20.00	15.00		
5 min	12.00	8.50	7.50	7.00	6.50

**WWCW (FM)**

1972

Media Code 4 211 0632 9.00  
Radio Albany, Inc., Box W, Old Leesburg, Rd., Albany, Ga. 31702. Phone 912-435-9929.  
See affiliated AM station for additional information.  
AM facilities: WALG.

**STATION'S PROGRAMMING DESCRIPTION**  
WWCW (FM): Programmed for adults 18-49.  
MUSIC: contemporary. Golden oldies '55 to present.  
NEWS: network at 1:55; local 7:45, 11:45 am & 5:30 pm; state 8:45 am & 12:45, 5:45 pm. Sports 5:30 am & 4:45 pm. Emphasis on actualities. COM-MERCIAL POLICY: 8 minutes per hour. Maximum cluster of 2 minutes. Rec'd 10/1/73.

**1. PERSONNEL**  
President—Whitfield S. Woodall.  
Sales Representative—Elaine Viasu.

**2. REPRESENTATIVES**  
Call station direct.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 24b, 25a, 28c.  
Contracts: 40a, 45, 51a.  
Comb. & Cont. Discounts: 60i, 62d.  
Cancellation: 71a.  
Prod. Services: 61.  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 12/17/72—Rec'd 5/4/73.  
(This listing continued on next page)



# GEORGIA

## Albany—W W C W (FM)—Continued

6. SPOT ANNOUNCEMENTS					
	26x	52x	104x	156x	260x
1 min.	4.90	4.55	4.20	3.85	3.50
30 sec.	3.45	3.20	2.95	2.70	2.45
		312x	520x	800x	1040x
1 min.		3.15	2.80	2.45	2.00
30 sec.		2.20	1.95	1.70	1.40

7. PACKAGE PLANS				
PER MO. 7+ DAYS:	40 ti	80 ti	120 ti	150 ti
1 min.	3.25	2.90	2.70	2.34
30 sec.	2.25	2.05	1.90	1.65
10 sec: Per mo only, 120 ti, ea.				1.57

## ALMA

Bacon County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## WULF

Subscriber to the NAB Radio Code  
Media Code 4 211 0660 0.00

Queer Broadcasting System, Inc., Drawer 987, U. S. Hwy. 1, Alma, Ga. 31510. Phone 912-632-4271.

STATION'S PROGRAMMING DESCRIPTION  
WULF: 5 AIR PERSONALITIES operate schedule.

- PERSONNEL**  
Manager—Ray Shannon.
- REPRESENTATIVES**  
Radio Time Sales/International.  
Chicago—National Time Sales
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-7 pm. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME						
ET 8/15/73—Rec'd 5/9/74.						
6. SPOT ANNOUNCEMENTS						
	1x	13x	26x	52x	104x	260x
1 min.	4.00	3.90	3.80	3.60	3.40	3.20
30 sec.						2.25

## AMERICUS (2 AM; 2 FM)

Sumter County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

## WDEC

Media Code 4 211 0715 2.00

Americus Broadcasting Co., Box 1307, 605 McGarrath St., Americus, Ga. 31709. Phone 912-924-3681.

STATION'S PROGRAMMING DESCRIPTION  
WDEC: Personality top 40.

- PERSONNEL**  
Owner & Gen'l Mgr.—Conway M. Smith.
- REPRESENTATIVES**  
Hal Walton Co.  
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WIPE (FM).  
Affiliated with American Contemporary Network.  
Affiliated with KBS.  
Member: The Tobacco Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET 9/1/74—Rec'd 7/29/74				
6. SPOT ANNOUNCEMENTS				
	AA	A	A	A
PER MO:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	3.00	3.45	3.00	2.65
51 ti	3.45	3.10	2.95	2.30
101 ti	3.10	2.80	2.30	1.95
151 ti	2.80	2.45	1.95	1.60
201-250 ti			1.60	1.25

AA—Mon thru Fri 6-9 am & 3-7 pm; Sat 6 am-noon.  
A—All other times.

CONTRACT DISCOUNT  
26 wk—5% 52 wk—10%  
Equal AM/FM schedules may use AA times at A rates.

## WIPE (FM)

Media Code 4 211 0743 4.00

Americus Broadcasting Co., Box 1307, 605 McGarrath St., Americus, Ga. 31709. Phone 912-924-3681.

See affiliated AM station for additional information.  
AM facilities: WDEC.

STATION'S PROGRAMMING DESCRIPTION  
WIPE (FM). Programmed for adult black audience.

- PERSONNEL**  
Program Director—Don Zihlman.
- FACILITIES**  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with National Black Network.  
Sold in combination with WDEC. See that listing for special plan.

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET 9/1/74—Rec'd 7/29/74.				
6. SPOT ANNOUNCEMENTS				
	1 ti	51 ti	101 ti	151 ti
PER MO:	3.00	2.65	2.30	1.95
1 min.	3.00	2.65	2.30	1.95
30 sec.	2.65	2.30	1.95	1.60
10/15 sec: 50% of 1-min.				1.25

(\*) 201-250 ti.

CONTRACT DISCOUNT  
26 wk—5% 52 wk—10%

# WISK

1962

Media Code 4 211 0770 7.00

Sumter Broadcasting Co., Inc., Box 727, Americus, Ga. 31709. Phone 912-924-6500.

STATION'S PROGRAMMING DESCRIPTION  
WISK: MUSIC: Contemporary, adults 18-45. Gospel 5%.

- PERSONNEL**  
Owner & Gen'l Mgr.—R. E. Lashley, Jr.
- REPRESENTATIVES**  
Gene Boiles Company.
- FACILITIES**  
5,000 w.; 1,590 kc. Daytime only.  
Operating schedule: 6 am-local sunset. EST.  
AM facilities: WISK
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WPUR.  
Member: Farnu Radio Network, Georgia Network, Inc.

## TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET 1/1/72—Rec'd 11/12/71.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	250x
1 min.	3.00	2.80	2.70	2.60	2.50
30 sec.	2.40	2.25	2.20	2.05	2.00

## WPUR

1973

Media Code 4 211 0797 0.00

Sumter Broadcasting Co., Inc., Box 727, 113 S. Lee St., Americus, Ga. 31709. Phone 912-924-6500.

See affiliated AM station for additional information.  
AM facilities: WISK

STATION'S PROGRAMMING DESCRIPTION  
WPUR: MUSIC: MOR. Commercial break every 10 min.

- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.

## TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET 5/1/74—Rec'd 5/14/74.					
6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	104x	250x
1 min.	2.00	1.80	1.70	1.60	1.50
30 sec.	1.50	1.40	1.30	1.20	1.00

## ASHBURN

Turner County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## WMES

1960

Media Code 4 211 0825 9.00

Radio Ashburn, Box 32, U. S. Hwy. 41, Ashburn, Ga. 31714. Phone 567-3355.

- PERSONNEL**  
Owner & Gen'l Mgr.—Ray L. Mercer.
- FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Rates effective January 1, 1962.  
Rates received January 2, 1962.

6. SPOT ANNOUNCEMENTS			
1-MINUTE ANNOUNCEMENTS			
1 time	4.25	156 times	2.75
26 times	4.00	182 times	2.50
52 times	3.75	208 times	2.25
78 times	3.50	234 times	2.00
104 times	3.25	260 times	1.75
130 times	3.00	286 or more times	1.50

## ATHENS (3 AM; 2 FM)

Clarke County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WDOL

1957

Media Code 4 211 0890 4.00

University City, Inc., Box 1607, Radio Center, Athens, Ga. 30601. Phone 404-549-1470.

STATION'S PROGRAMMING DESCRIPTION  
WDOL: For the Country Music enthusiast.

MUSIC: popular country with old record every half hour. AIR PERSONALITIES handle all segments.

NEWS: local with extended newscasts at 7, 8 am, noon, 5, 6 pm. Briefs & local actualities at 6, 9, 11 am, 1, 3 pm. Commentator at 12:30 pm. Bulletins, Sports directors. 3 man news team, network & wire service. National & local stock market reports at 1:30 pm. Local livestock reports twice daily. Weathercasts, county extension & home economist reports daily. Daily editorials. Live daily tele/talk show. SPORTS: follow weathercasts. Area & U reports daily. Contact Representative for further details. Rec'd 5/29/73.

- PERSONNEL**  
President—James S. Rivers.  
General Manager—Herchel M. Rivers.  
Women's Editor—Patricia Rivers.
- REPRESENTATIVES**  
New York—Frederick W. Smith.  
Southeast—David Carpenter Company.
- FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 21b, 22a, 23a, 24a, 25a, 26, 28b.  
Contracts: 40a, 42a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WJSR.  
Member: Georgia Network, Inc.

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET 4/1/74—Rec'd 3/7/74.				
6. SPOT ANNOUNCEMENTS				
	1 ti	10 ti	25 ti	40 ti
PER WK:	1.11	1.01	1.00	1.00
PER MO:	5.15	4.80	4.45	4.10
1 min.	3.50	3.25	3.00	2.75
30 sec.	2.80	2.60	2.40	2.20

## WGAU

1938

## CBS Radio Network

Media Code 4 211 0935 6.00

Clarke Broadcasting Corp., Box 5099, 850 Bobbin Mill Rd., Athens, Ga. 30604. Phone 404-549-1340

STATION'S PROGRAMMING DESCRIPTION  
WGUAU: Programmed for adults.

NEWS: 30 newscasts daily, with major newscasts at 7, 7:30, 8 am, 12:15, 6:15 pm. Local and regional 50% state 15%, national and international 35%. 4 man news staff, network, wire service. Editorialize weekly. Direct from weather bureau 3X daily. SPORTS: coverage of high school, college and professional by 2 man staff, with play-by-play of high school football, basketball and professional football. State game & fish report, net sports commentary, adult religious & public affairs program daily. MUSIC: MOR. 1-hour classical nightly 8-9 pm. Jazz program weekly. FARM: County agent & university extension reports daily. RELIGION: Twice-daily 15 min meditation. Contact Representative for further details. Rec'd 2/4/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—H. Randolph Holder.  
Sales Manager—Richard A. Mattocks.  
Station Manager—(Mrs.) Mary Betts.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 4:55 am-1:10 am. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 25b, 25c, 29b, 30, 32a.  
Contracts: 40a, 41a, 46, 47a, 48, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73a, 73b.  
Comb.: Cont. Discounts: 60b, 60c, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WNGC (FM).  
Affiliated with CBS.  
2-station discount 5% when bought in combination with WLAQ, Rome.

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET 9/1/72—Rec'd 11/10/72.				
6. SPOT ANNOUNCEMENTS				
	1x	52x	104x	156x
1 min.	6.18	5.88	5.59	5.29
30 sec.	5.59	5.29	5.00	4.71
15 sec.	2.65			

- PACKAGE PLANS**  
PER WK: 20 ti 30 ti 50 ti 70 ti  
1 min. 70.59 100.00 141.18 176.48  
30 sec. 58.33 82.36 111.77 147.06  
100 per mo 1 min 327.54 100 per mo 30 sec 264.71
- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x 312x  
1/2 hr. 45.30 42.35 39.41 36.47 33.53 30.59 27.65 24.71  
1/4 hr. 28.24 26.47 24.71 22.94 21.18 19.41 17.65 15.88  
5 min. 17.06 15.88 14.71 13.53 12.35 11.18 10.00 9.41

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
ET 9/1/72—Rec'd 11/10/72.				
6. SPOT ANNOUNCEMENTS				
	1x	52x	104x	156x
1 min.	6.18	5.88	5.59	5.29
30 sec.	5.59	5.29	5.00	4.71
15 sec.	2.65			

- PACKAGE PLANS**  
PER WK: 20 ti 30 ti 50 ti 70 ti  
1 min. 70.59 100.00 141.18 176.48  
30 sec. 58.33 82.36 111.77 147.06  
100 per mo 1 min 327.54 100 per mo 30 sec 264.71
- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x 312x  
1/2 hr. 45.30 42.35 39.41 36.47 33.53 30.59 27.65 24.71  
1/4 hr. 28.24 26.47 24.71 22.94 21.18 19.41 17.65 15.88  
5 min. 17.06 15.88 14.71 13.53 12.35 11.18 10.00 9.41

## WJSR

(formerly WDOL-FM)

1964

Media Code 4 211 0945 5.00

University City, Inc., Box 1607, 255 Whitehall Rd., Athens, Ga. 30601. Phone 404-549-1467.

See affiliated AM station for additional information  
AM facilities: WDOL

STATION'S PROGRAMMING DESCRIPTION  
WJSR: Programmed for college, high school, junior high school and teens.

MUSIC: top 40 rock, selected album cuts & select old rock to 1969. AIR PERSONALITIES handle all music. NEWS: 5-minutes at 7:50 am, 12:50 & 4:50 pm, traffic reports, bulletins anytime. Network & AP wire service, news emphasis on voice features from network & local sources. 3 mobile units for local news sources. Station participates in community affairs. SPORTS: in newscasts. Weather, phone line to state & local weather offices. Audience participation contests & station promotions. Contact Representative for further details. Rec'd 8/27/74.

- PERSONNEL**  
Program Director—Kingsdon Hill.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 193 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.

## TIME RATES

NATIONAL AND LOCAL RATES SAME				
No. IX ET 10/1/73—Rec'd 8/9/73.				
6. SPOT ANNOUNCEMENTS				
	PER WK:	PER MO:	1 min	30 sec
40 ti	100 ti	5.00	3.60	2.75
25 ti	50 ti	5.25	4.00	3.00
10 ti		5.50	4.50	3.00
1 ti		6.00	5.00	3.85

7



# ATLANTA

(Including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna) (18 AM; 8 FM)

Atlanta: Fulton County—Map Location C-4; East Point, Fulton County—Map Location C-4; Decatur, De Kalb County—Map Location C-8; Marietta, Smyrna, Cobb County—Map Location B-5; Morrow, Clayton County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is a matter of time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Daytime		Evening	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	133	70	74	56	56	56
B	69	57	70	48	48	48
C	68	58	65	41	41	41
D	56	50	56	40	40	40
AVERAGE	82	58	68	46	46	46

## WAOK

1854 ATLANTA

Media Code 4 211 1045 3.00

Atlanta OK Broadcasting Co., Inc., 75 Piedmont Ave., N. E., Atlanta, Ga. 30303. Phone 404-659-1380.

**STATION'S PROGRAMMING DESCRIPTION**  
WAOK: Programmed for black listener. MUSIC: popular, rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. Taped commercials by air personalities are interchangeable. NEWS: 5 min at :30; headlines as needed; 5 man staff, editorials as needed. SPORTS: briefs handled by 3 man pro team; professional basketball & football; local high school & college sports. Basic Black Sun format, noon-8 pm, consists of variety of music & brief public affairs mini-programs. Spectrum of cultural Black experience. 2 young ladies explore all aspects of urban & suburban life. Contact Representative for further details. Rec'd 4/1/74.

**1. PERSONNEL**  
President—R. A. Henry.  
Vice-Pres. & Gen'l. Sales Mgr.—Stan Raymond.  
Assistant to Vice-President—Ken Goldblatt.

**2. REPRESENTATIVES**  
McGavren-Gulld, Inc.

**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.  
Rate Protection: 12h, 13b, 14b.  
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 60c.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 10 Eff 3/1/74—Rec'd 2/18/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm, 7 pm-midnight & 4-6 am; Sun all day.  
A—All other times.

**7. PACKAGE PLANS**

CLASS AAA	6 ti				12 ti				18 ti				24 ti			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	
CLASS AAA	55	44	33	55	44	33	55	44	33	55	44	33	55	44	33	
CLASS AA	36	34	32	36	34	32	36	34	32	36	34	32	36	34	32	
CLASS A	26	24	22	26	24	22	26	24	22	26	24	22	26	24	22	

WAOK PLAN—1/2AAA, 1/2AA  
PER WK. EA: 12 ti 18 ti 24 ti 36 ti  
1 min..... 38 35 31 28  
30 sec..... 30 28 25 22  
10 sec..... 25 23 20 18  
Must be bought on a 1000 thru Sun basis. Preemptible, and rescheduled without notice. Not guaranteed except within block area.

## WAVO

1950 DECATUR

A Suburban Station

Media Code 4 211 1109 6.00  
Subdrink Broadcasting Co., 3081 E. Commercial Blvd., Fort Lauderdale, Fla. 33309. Atlanta Phone 404-292-3800.  
Mailing address: Box 111, Decatur, Ga. 30031.  
Studio: 3558 N. Decatur Rd., Decatur, Ga. 30031.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAVO: Christian Programming & sacred music. Rec'd 10/29/73.

**1. PERSONNEL**  
Executive Vice-President—Harold W. Greer.  
Station Manager—Phillip F. Anderson.

**3. FACILITIES**  
1,000 w. days: 1420 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

## 4. AGENCY COMMISSION

15/0: 10 days.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 20b, 21d, 22a, 23b, 24a, 25a, 28a, 28c, 29a, 29b, 30, 31.  
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62a, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 82.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min..... 3.00 2.75 2.50 2.25  
1 wk 13 wk 28 wk 52 wk 1 wk 13 wk 28 wk 52 wk  
1 ti..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50 3.25  
10+..... 4.75 4.50 4.25 4.00 3.75 3.50 3.25 3.00

**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 25a, 28b, 28c.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 5 min 1/4 hr 1/2 hr 1 hr  
1 ti..... 10.00 25.00 43.00 70.00  
5-7 ti..... 8.50 21.50 38.00 60.00

## WBIE

1880 MARIETTA

# Selcom, Inc.

Media Code 4 211 1182 4.00  
Station Manager—Roger F. Allison.  
Sales Manager—Lou Essick.

**1. PERSONNEL**  
General Manager—James M. Wilder.  
Station Manager—Roger F. Allison.  
Sales Manager—Lou Essick.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
ERP 100,000 w.; 101.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 900 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 16c, 15a, 15b.  
Basic Rates: 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 29c, 29d, 32b, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: WC01.

**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
1 min..... 24 22 20 18 16 15  
30 sec..... 20 18 16 14 13 12

CLASS A  
1 min..... 20 18 16 14 13 10  
30 sec..... 16 14 13 11 10 8

ROB/BTA, 24 HRS: 1 min 30 sec  
10-sec: 60% of 1-min. DISCOUNT 52 wk-10%

## WCOB

(formerly WBIE)

1855 MARIETTA

Media Code 4 211 1202 0.00  
Marietta Broadcasting Co., Inc., Box 491, 21-1/2 Atlanta St., Marietta, Ga. 30060. Phone 404-428-0469.

See affiliated FM station for additional information. FM facilities: WBIE.

**STATION'S PROGRAMMING DESCRIPTION**  
WCOB: Local news staff makes use of 3 two-way radio equipped vehicles for on scene reporting. Voice actualities received from newsmen across state on reciprocal basis. Weather information received from ESSA weather bureau wire. Editorials broadcast daily. SPORTS: coverage includes sports, high school and college football, high school basketball, pro soccer, and major stock car and Indianapolis auto races. Stock exchange reports broadcast twice daily. M-F. MUSIC: middle-of-the-road. Household vignettes broadcast regularly in mornings and afternoons. Contact Representative for further details. Rec'd 7/8/74.

**3. FACILITIES**  
10,000 w. days: 1660 kc. Directional.  
Operating schedule: Variable. EST.

**5. GENERAL ADVERTISING See coded regulations**  
Affiliated with American Information Network.

**7. PACKAGE PLANS**  
7 CONSEC. DAYS: 7 ti 14 ti 21 ti 28 ti 56 ti  
1 min. ea..... 4.00 3.75 3.50 3.25 3.00  
30 sec. ea..... 3.25 3.00 2.75 2.50 2.25  
4 consec. wks: Deduct .25 per spot.

BULK, PER YEAR: 1x 26x 52x 156x 312x  
1 min..... 6.25 5.50 4.75 4.50 4.00  
30 sec..... 4.00 3.75 3.25 3.00 2.75

**8. PROGRAM TIME RATES**  
PER YEAR: 1x 26x 52x 156x 312x  
5 min..... 18 14 12 11 11  
1/4 hr..... 30 28 26 24 22  
1/2 hr..... 45 42 39 36 33  
1 hr..... 75 70 65 60 55

## WFOM

1946 MARIETTA

Media Code 4 211 1223 8.00  
Wofom, Inc., c/o Red Jones, 835 S. Cobb Dr., Marietta, Ga. 30060. Phone 404-428-3396.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFOM: MUSIC: Top 40. Rec'd 10/19/67.

**1. PERSONNEL**  
Pres. & Gen'l. Mgr.—J. A. Davenport, III.  
Station Manager—Jerry Crowe.  
Sales Manager—Bud Jones.

**3. FACILITIES**  
1,000 w. days, 260 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%: no cash discount.

**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 25a, 28b, 28c.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**TIME RATES**  
No. 9 Eff 8/1/74—Rec'd 9/3/74.  
AA—Mon thru Sat 5:30-10 am & 3-8 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
1 min..... 40 36 32 30 28 26 24 22 20 19  
20/30 sec..... 32 29 26 24 22 20 18 17 16 15  
ID's..... 24 22 19 18 17 16 15 14 13 12

CLASS A  
1 min..... 28 26 25 23 21 19  
20/30 sec..... 23 21 20 18 17 15  
ID's..... 17 16 15 14 13 13

CLASS B  
1 min..... 18 16 15 14 13 11  
20/30 sec..... 15 13 12 11 10 9  
ID's..... 11 10 9 8 7 6

**7. PACKAGE PLANS**  
PER WK, 100 TI: CLASS A A  
1 min..... 6.50 6.00  
30 sec..... 4.40 4.10  
20 sec: 60% of 1-min. 10 sec: 50% of 1-min.

## WGKA

1955 ATLANTA



COMMUNICATIONS



HERBERT E. GROSKIN & COMPANY

Radio Code

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 211 1257 7.00  
GCC Communications of Atlanta, Inc., 230 Peachtree St., N. W., Atlanta, Ga. 30303. Phone 404-521-1190.

**STATION'S PROGRAMMING DESCRIPTION**  
WGKA: MUSIC: Classical, fine arts, news & information. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
Executive Vice-President—John F. Tenaglia.  
General Manager—John B. Frankhouser, Jr.  
Herbert E. Groskin & Co.

**3. FACILITIES**  
1,000 w. days; 1160 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**  
FM facilities: WZGC (FM).

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 9/1/74—Rec'd 7/29/74.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 15.00 14.50 14.00 13.50 13.00 12.50 12.00  
30 sec..... 12.00 11.50 11.00 10.50 10.00 9.50 9.00

**7. PROGRAM TIME RATES**  
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti  
1 hr..... 105 100 95 90 85 80 75  
1/2 hr..... 85 81 77 73 69 65 61  
5 min..... 45 42 39 36 33 30 27

## WGST

1922 ATLANTA

**American Entertainment Ntwk**  
**BLAIR RADIO**

NAB

Media Code 4 211 1320 0.00  
Georgia Institute of Technology, Box 7666, 145 5th St., N.W., Atlanta, Ga. 30309. Phone 404-892-0092.

**STATION'S PROGRAMMING DESCRIPTION**  
WGST: MUSIC: general popular & Golden oldies. DJ PERSONALITIES handle all segments. NEWS: 5 min at :60 & :30; 6 man news team with 3 mobile Cruisers. Traffic reports during commuting hours. M-F. Contests—audience participations. M-Sun. Contact Representative for further details. Rec'd 4/29/74.

**1. PERSONNEL**  
General Manager—Jack Collins.  
Commercial Manager—Bill Estes.  
Program Director—Glenn Richards.

# GEORGIA

**2. REPRESENTATIVES**  
Blair Radio.  
Canada—Unicom Broadcast Sales Ltd.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 930 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 29a, 33c.  
Contracts: 40a, 41, 44b, 45, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Affiliated with Blair Represented Network.

**TIME RATES**  
No. 13 Eff 7/1/72—Rec'd 7/3/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun after 7 pm.

**6. SPOT ANNOUNCEMENTS**  
PER WK: Fixed 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 40 36 32 30 28 26 24 22 20 19  
20/30 sec..... 32 29 26 24 22 20 18 17 16 15  
ID's..... 24 22 19 18 17 16 15 14 13 12

CLASS A  
1 min..... 28 26 25 23 21 19  
20/30 sec..... 23 21 20 18 17 15  
ID's..... 17 16 15 14 13 13

CLASS B  
1 min..... 18 16 15 14 13 11  
20/30 sec..... 15 13 12 11 10 9  
ID's..... 11 10 9 8 7 6

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
AA..... 32 30 27 25 23 20  
A..... 25 23 20 18 16 14  
B..... 18 16 14 12 10 8  
ID's..... 11 10 9 8 7 6

52 wk-10% DISCOUNT

## WGUN

1947 ATLANTA

Media Code 4 211 1375 4.00  
WGUN, Inc., A Dee Rivers Station, Box 67, 215 Church St., Decatur, Ga. 30031. Phone 404-373-2521.

**STATION'S PROGRAMMING DESCRIPTION**  
WGUN: Programmed equally for white and negro listeners. MUSIC: Country & western. Gospel Programs by national and local ministers 7 days. AIR PER-both white and negro personalities. Church news and items of local interest emphasized. News community oriented. Remote facilities. Contact Representative for further details. Rec'd 4/30/71.

**1. PERSONNEL**  
President—M. B. Rivers.  
Chairman of the Board—E. D. Rivers, Jr.  
Station Manager—Ben Akertman.

**2. REPRESENTATIVES**  
Stars, Inc.

**3. FACILITIES**  
50,000 w. days; 1010 kc. Non-directional.  
Operating schedule: Sign-on to local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16b, 16c.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42c, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 6 Eff 6/1/74—Rec'd 5/30/74.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 260x 312x  
1 min..... 21.60 20.50 19.50 16.80 16.00  
30 sec..... 16.20 15.40 14.65 12.80 12.00

**7. PACKAGE PLANS**  
1 wk 13 wk 26 wk 39 wk  
6 ti..... 18 17 16 15 14  
12 ti..... 17 16 15 14 13  
24 ti..... 16 15 14 13 12  
36 ti..... 15 14 13 12 11

**8. PROGRAM TIME RATES**  
1 hr..... 122.00 154.00 147.40 128.90 120.60  
1/2 hr..... 97.20 92.35 87.80 75.25 71.45  
1/4 hr..... 58.30 55.45 52.70 45.25 42.75  
5 min..... 35.65 34.00 32.30 27.70 26.45

## WIGO

1946 ATLANTA

Black

Media Code 4 211 1430 7.00  
WIGO, Inc., Georgian Terrace Hotel, Atlanta, Ga. 30303. Phone 404-875-8511.

**STATION'S PROGRAMMING DESCRIPTION**  
WIGO: Programmed for Negro. MUSIC: Top 35, gospel 4-6 am daily. All Negro PERSONALITIES. NEWS: community oriented, 5 min at :55, drive times. Editorials. Ministers every hour. Participants in all community activities, fund drives, etc. Remote facilities. Contact Representative for further details. Rec'd 6/8/72.

**1. PERSONNEL**  
President—Emil Mogul.  
General Manager—Joseph R. Fife.  
Assistant Manager—Ken Wilson.  
(This listing continued on next page)

# GEORGIA

## Atlanta—W I G O—Continued

- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 gross billings less applicable discounts.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 29a, 30, 32a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Mutual Black Network.  
Member: Southern Black Network.

### TIME RATES

Eff 1/1/74—Rec'd 12/26/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	36	33	30	27	24	21
30 sec	30	27	24	21	19	17

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	30	27	24	21	19	17
30 sec	24	21	19	17	15	13

- 10. SPECIAL FEATURES**  
5-min newscasts—1/2x 1-min rate.  
News headlines—1/2x 1-min rate.  
Both at earned frequency.  
High School Reporter, per wk..... 350  
Social Whirl, per wk..... 250  
Partners in Progress, per wk..... 250  
Black Vanguard, per wk..... 250  
Express Yourself, per wk..... 250  
High School Football, per game..... 350  
High School Basketball, per game..... 295  
College Football, per game..... 750  
College Basketball, per game..... 500

## W I I N

1949  
ATLANTA

Media Code 4 211 1485 1.00  
W I I N, Inc., 1365 Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-892-3777.

**STATION'S PROGRAMMING DESCRIPTION**  
W I I N: Programmed for 20-49 age bracket & youth audience.  
MUSIC: progressive rock. NEWS: net at :30, local at :30. Rec'd 2/27/74.

- 1. PERSONNEL**  
President—T. Cohen.  
General Manager—Blake Hawkins.  
Music Director—Bryan Holt.

**3. FACILITIES**  
5,000 w. days; 970 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 23a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60k, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with MBS.

### NATIONAL AND LOCAL RATES SAME

Eff 3/1/72—Rec'd 7/5/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

PER WK:	CLASS AA			
	1x	2x	52x	104x
1 min	18.00	17.00	16.00	15.00
30 sec	14.00	13.00	12.00	11.50
10 sec	9.00	8.50	8.00	7.50
1 min	15.00	14.00	13.00	12.00
30 sec	11.50	10.00	9.00	8.00
10 sec	7.00	6.50	6.00	5.00

WK, EA:	CLASS A			
	6 ti	12 ti	18 ti	24 ti
1 min	17.00	16.00	15.00	14.00
30 sec	14.00	13.00	12.50	12.00
10 sec	8.50	8.00	7.50	7.00

WK, EA:	CLASS A			
	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.50	13.00	12.00
30 sec	12.00	11.50	11.00	9.00
10 sec	7.00	6.75	6.50	5.00

WK, EA:	TOTAL AUDIENCE PLAN			
	6 ti	12 ti	18 ti	24 ti
1 min	15.50	15.00	14.00	13.00
30 sec	13.00	12.50	12.00	11.00
10 sec	7.75	7.50	7.00	6.50

## W K L S (FM)

1960  
ATLANTA

## CBS/FMSALES

RAB

Media Code 4 211 1540 3.00  
SJR Communications, 100 Tenth St., N. W., Atlanta, Ga. 30309. Phone 404-892-9557.

**STATION'S PROGRAMMING DESCRIPTION**  
W K L S (FM): Programmed for young adults.  
MUSIC: general popular music with well-known artists.  
COMMERCIAL POLICY: 5 commercial interruptions per hour. Contact Representative for further details. Rec'd 8/19/74.

- 1. PERSONNEL**  
General Manager—Don Waterman.  
Business Manager—Carol Schneider.
- 2. REPRESENTATIVES**  
CBS/FM Sales.  
SJR—Media Sales/South.  
SJR Communications Stations: See Rep. & S/O pages.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 950 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 50.  
Comb.: Cont. Discounts: 60b, 60f.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 82.

### TIME RATES

No. 2 Eff 1/1/74—Rec'd 1/15/74.

AA—Mon thru Fri 6 am-8 pm.  
A—Mon thru Sun 8 pm-midnight; Sat & Sun 6 am-8 pm.

PER WK:	CLASS AA					
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	38	34	33	30	29	29
30 sec	30	27	26	25	23	23

PER WK:	CLASS A					
	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	34	30	29	25	23	23
30 sec	27	25	23	21	20	20

- 10. SPECIAL FEATURES**  
Newscasts—5 strips per wk. flat 45.00.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

## W L T A (FM)

1983  
ATLANTA

RAB

A Susquehanna Station  
Media Code 4 211 1650 0.00  
Susquehanna Broadcasting Co., Box 7695, Atlanta, Ga. 30309. Phone 404-878-1038.

**STATION'S PROGRAMMING DESCRIPTION**  
W L T A (FM): Programmed for adults.  
MUSIC: album standards, show tunes, current popular. Programmed in 15 min uninterrupted segments.  
NEWS and SPORTS: at :30. COMMERCIAL POLICY: 8 min per hour. Contact Representative for further details. Rec'd 3/21/74.

- 1. PERSONNEL**  
Vice-President—A. W. Carlson.  
Vice-Pres. & Gen'l Mgr.—Jack DeHaven.  
Program Director—Larry King.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,000 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%; no cash discount.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 8a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 27, 28b, 29b, 32b, 33c.  
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 9/15/74—Rec'd 8/29/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun all day.

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	16	15	14	12	12	10
30 sec	11	10	9	8	8	7

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	14	13	12	10	10	8
30 sec	11	10	9	8	7	6

- 10. SPECIAL FEATURES**  
Weekend, BTA—6 am Sat-midnight Sun 10 per wknd 120.00; 20 per wknd 200.00.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5%      26 wk—10%      52 wk—15%

## W P C H

1962  
ATLANTA



## KATZ RADIO

A Sudbrink Station  
Media Code 4 211 1730 0.00  
Sudbrink Broadcasting Co., 2203 LaVista Rd., N.E., Atlanta, Ga. 30329. Phone 404-321-0100.

**STATION'S PROGRAMMING DESCRIPTION**  
W P C H: Programmed for adults. Familiar popular standards at all times primarily instrumental with some group vocals. Full orchestrated versions of recent hits. Programmed in uninterrupted segments with only 4 pauses per hour. NEWS: capsules at :58. COMMERCIAL POLICY: 6 min, per hour. Contact Representative for further details. Rec'd 3/29/72.

- 1. PERSONNEL**  
Executive Vice-President—Harold W. Gore.  
Vice-Pres. & Gen'l Mgr.—John E. Lauer.  
Operations Manager—Larry D. Johnson.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 890 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3c, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 5 Eff 7/1/74—Rec'd 7/1/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Sun 7 pm-1 am & Sun 6-10 am.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA			CLASS AA			CLASS A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 ti	74	64	60	50	42	36	34	30	26
12 ti	70	60	56	46	40	34	32	28	24
18 ti	66	56	52	42	38	32	30	26	22

R: Flat, minimum 6 per wk, 20.00.  
(\*) 30 sec or less.

## W P L O

1937  
ATLANTA



A Plough, Inc. Station  
Subscriber to the NAB Radio Code

Media Code 4 211 1760 7.00  
Plough Broadcasting Co., Inc., 805 Peachtree St. N. E., Atlanta, Ga. 30308. Phone 404-872-5851.

- 1. PERSONNEL**  
President—Harold R. Krelestein, Memphis.  
Vice-Pres. & Gen'l Mgr.—Herb Golombek.  
Sales Manager—C. B. "Rik" Rogers.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
5,000 w.; 590 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 on net time. Bills payable when rendered.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a, 33c.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

No. 17 Eff 5/1/74—Rec'd 4/9/74.  
AAAA—Mon thru Sat 6-10 am.  
AAA—Mon thru Sat 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAAA				CLASS AAA				CLASS AA				CLASS A			
	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec	1 min	30 sec	15 sec	10 sec
364 x	80	56	47	39	34	30	26	22	19	17	15	13	11	10	9	8
1040 x	57	53	44	36	31	27	23	20	17	15	13	11	10	9	8	7
30 sec	54	50	41	33	28	24	20	17	15	13	11	10	9	8	7	6

10 sec: 1/2-preemptible, 50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	SATURATION					
	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	75	72	69	66	63	57
30 sec	68	65	62	59	52	44
15 sec	62	59	56	53	50	44
10 sec	54	51	48	45	42	36
5 sec	49	46	43	40	37	31

PER WK:	TAI—1 MINUTE					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	57	52	48	44	40	36
30 sec	51	46	42	38	34	30
15 sec	45	40	36	32	28	24
10 sec	39	34	30	26	22	18

- 10. SPECIAL FEATURES**  
5-Min Newscasts—1-1/2x earned 1-min rate.

AAA—3 pm-midnight.  
AA—10 am-3 pm.  
A—6-10 am.

**W P L O-FM**  
1948  
ATLANTA

A Plough, Inc. Station  
Subscriber to the NAB Radio Code

Media Code 4 211 1761 5.00  
Plough Broadcasting Co., Inc., 805 Peachtree St. N. E., Atlanta, Ga. 30308. Phone 404-872-5851.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 50,000 w., 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 280 ft. above average terrain.

### TIME RATES

No. 1 Eff 2/1/71—Rec'd 3/1/71.  
AAA—3 pm-midnight.  
AA—10 am-3 pm.  
A—6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA			CLASS AA			CLASS A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 ti	25.00	20.00	23.00	18.40	21.00	16.80	21.00	16.	



7. PACKAGE PLANS

**WEEKLY COMBINATION PLANS**

1/6 \*AAA: 1/6 Mon thru Fri 3-8 pm and/or Sat 10 am-midnight & Sun 6 am-midnight; 1/3 8 pm-midnight and/or Sat 10 am-midnight & Sun 6 am-midnight; 1/3 A:

**PLAN A:** 1 min 30 sec  
12 ti AM/FM combination..... 840 584  
AM only..... 940 514

**PLAN B:** 1 min 30 sec  
18 ti AM/FM combination..... 1224 990  
AM only..... 924 735

**PLAN C:** 1 min 30 sec  
24 ti AM/FM combination..... 1584 1272  
AM only..... 1184 932

**PLAN D:** 1 min 30 sec  
30 ti AM/FM combination..... 1920 1530  
AM only..... 1380 1105

(\* AM/FM simulcast.  
Wkly circulation plans combine with wkly rates for frequency, are preemptible and will be made good.

**WQXI-FM**  
1962  
SMYRNA



RADIO REPRESENTATIVES INC.



Subscriber to the NAB Radio Code

Media Code 4 211 1616 7.00  
Jefferson Pilot Broadcasting Co., 2970 Peachtree Rd., N. W., Atlanta, Ga. 30305. Phone 404-261-8419. See affiliated AM station for additional information.

- PERSONNEL**  
Program Director—Tom Krimmier.
- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
ERP 100,000 w.; 94.1 mc. Operating schedule: 24 hours daily. EST. Partial simulcast operation. Operated separately 10-5 am Mon thru Sat. For simulcast facilities see WQXI.
- GENERAL ADVERTISING** See coded regulations Sold in combination with WQXI. See that listing for rates.

**TIME RATES**

No. 6 ET 8/5/74—Rec'd 1/2/74.

- SPOT ANNOUNCEMENTS**  
1-min, deduct 40.00; 30-sec, deduct 32.00 from AM/FM combination.

- PACKAGE PLANS**  
**WEEKLY COMBINATION PLANS**  
1/6 \*AAA: 1/6 Mon thru Fri 3-8 pm and/or Sat 10 am-midnight & Sun 6 am-midnight; 1/3 8 pm-midnight and/or Sat 10 am-midnight & Sun 6 am-midnight; 1/3 A:

	1 min 30 sec
12 ti.....	540 432
18 ti.....	804 638
24 ti.....	1064 848
30 ti.....	1320 1055

(\* AM/FM simulcast.  
Wkly circulation plans combine with wkly rates for frequency, are preemptible.

**WRNG**

1967  
NORTH ATLANTA



KATZ RADIO

Media Code 4 211 1830 8.00  
Ring Radio Co., Box 10094, 3954 Peachtree Rd., N.E., Atlanta, Ga. 30319. Phone 404-261-6800. TWX 810-751-2364.

- PERSONNEL**  
General Manager—Allan R. MacMillan.  
General Sales Manager—Bob Broadus.  
Program Director—Harry Davey.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
25,000 w.; 880 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**  
15/0 time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 24b, 24c, 25c, 27, 28b, 28c, 29a, 30, 32b.  
Contracts: 40a, 41, 44a, 45, 46, 47c, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60g.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.  
Member: Georgia Network, Inc.

**TIME RATES**

No. 3 ET 5/1/74—Rec'd 4/23/74.

- AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**
- |          |      |      |       |       |       |
|----------|------|------|-------|-------|-------|
| PER WK:  | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| AAA..... | 49   | 47   | 45    | 43    | 41    |
| AA.....  | 40   | 38   | 36    | 34    | 32    |
| A.....   | 30   | 28   | 26    | 24    | 22    |
- 30/20 sec; 80% of 1-min. 10 sec; 50% of 1-min.

- SPECIAL FEATURES**  
Newscasts—1-1/2x 1-min.

**WSB RADIO 750**

1922  
ATLANTA



THE CHRISTAL CO.



A Cox Broadcasting Corporation Station  
Subscriber to the NAB Radio Code  
Media Code 4 211 1870 4.00  
Cox Broadcasting Corp., 1601 W. Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-892-3456. TWX 404-527-0139.

**STATION'S PROGRAMMING DESCRIPTION**  
WSB: Programmed to appeal to entire family. MUSIC: melodic, featuring top hits & best of new releases. NEWS: at :00 & :30; expanded, 7 & 7:45 am, noon, 6 & 11 pm; skycopter traffic reports. SPORTS: college & high school football; pro football, basketball & baseball. Emphasis on community involvement & public affairs. Contact Representative for further details. Rec'd 12/6/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Elmo Ellis.  
General Sales Manager—Jack Lentz.
- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
50,000 w.; 750 kc. Clear channel. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21d, 22a, 24a, 25b, 29a, 30, 33b.  
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62b  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with NBC.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

- No. 23 ET 1/1/74—Rec'd 12/6/73.  
AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Sat 3-7:30 pm.  
B—Mon thru Sat 5-5:30 am, 10 am-3 pm & 7:30-9 pm; Sun 5:30 am-9 pm.  
C—Mon thru Sat 9 pm-5 am; Sun 9 pm-5:30 am.

**WSB RADIO is Atlanta**

A combination WSB-AM/FM buy delivers a greater audience than the next five stations combined Mon-Sun, 6am-mid.  
WSB-AM/FM delivers a morning drive audience that is greater than the next nine stations combined (Mon-Fri, 6-10am).

When you buy Atlanta radio... buy the best!  
WSB Radio 750—"The Voice of the South"  
& WSB Stereo 98.5 FM—"The Sound of Love."

**WSB RADIO 750**  
**WSB STEREO 98.5 FM**

\*ARB Oct/Nov 73. Adults 18+, TSA. Audience data based on Arbitron estimates subject to qualifications which WSB Radio will supply on request.

**WSB Radio Atlanta AM 750/FM 98.5**  
NBC Affiliate. Represented by the Christal Company. A Communications Service of Cox Broadcasting Corporation. Cox Broadcasting Stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOB AM-FM-TV, Charlotte; WIOD AM, WAIA FM, Miami; WIIC-TV, Pittsburgh; KFI-AM, Los Angeles; KTVU, San Francisco-Oakland.

6. SPOT ANNOUNCEMENTS

SECTION 1		*52 wk	
PER WK:	AA	A	B
1 MIN:	150	86	67
1 ti.....	140	91	63
6 ti.....	137	77	60
12 ti.....	133	74	57
18 ti.....	129	71	54
24 ti.....	125	67	52
30 ti.....	120	63	50
10 SEC:	150	73	57
1 ti.....	140	69	54
6 ti.....	137	66	51
12 ti.....	133	63	49
18 ti.....	129	61	46
24 ti.....	125	56	44
30 ti.....	120	54	42
10 SEC:	79	48	37
1 ti.....	73	45	35
6 ti.....	72	43	33
12 ti.....	69	41	31
18 ti.....	67	39	30
24 ti.....	65	37	28
30 ti.....	62	35	26

(\* Consec wks.  
(†) Specified position.  
Sec I spots of all lengths combinable to earn wkly frequency discount; as earned.  
AM/FM combination: Total cost less 5%.

- PACKAGE PLANS**  
**SECTION II**  
**MAXIMUM IMPACT PLAN**  
BTA, 9% discount on Sec I, 1-51-wk rate.  
**TOTAL AUDIENCE PLAN**  
AM/FM combination: TAP A 16% discount, TAP B 18% discount on Sec I, 1-51-wk rate.  
**CLOCKWATCHER SPOT PACKAGE**  
DAILY, MIDNIGHT-5 AM: 1 min 20/30 10 sec Flat, ea..... 14 12 10  
**TIME MENTION PACKAGE**  
7 days wkly, ROS, maximum length 5 sec, 100 ti per wk, 1,000.00.  
**SKYCOPTER REPORTS**  
Rotating Mon thru Fri-7-9 am & 4-6:30 pm, 30 sec ea, flat 90.00.  
Sec II spots not combinable with Sec I for wkly frequency, except Skycopter Reports.

- SPECIAL FEATURES**  
**NEWSCAST PARTICIPATIONS**
- |                |     |    |    |    |
|----------------|-----|----|----|----|
|                | AA  | A  | B  | C  |
| 1 min.....     | 155 | 95 | 80 | 50 |
| 20/30 sec..... | 155 | 85 | 70 | 40 |

**WSB STEREO 98.5 FM**

1948  
ATLANTA  
NAB RAB NAFMD

A Cox Broadcasting Corporation Station  
Subscriber to the NAB Radio Code  
Media Code 4 211 1871 2.00  
Cox Broadcasting Corp., 1601 W. Peachtree St., N. E., Atlanta, Ga. 30309. Phone 404-892-3456. See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WSB-FM: Programmed for adults and young adults. MUSIC: popular. News: at :30, plus editorials and capsule features. Contact Representative for further details. Rec'd 2/11/74.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 6-1 am daily. EST.  
Antenna ht.: 740 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations Sold in combination with WSB. See that listing for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS**  
1-51 CONSECUTIVE WEEKS
- |                |          |      |       |       |       |       |
|----------------|----------|------|-------|-------|-------|-------|
| PER WK:        | (*) 1 ti | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.....     | 40       | 36   | 34    | 32    | 26    | 24    |
| 20/30 sec..... | 30       | 28   | 26    | 24    | 22    | 20    |
| 10 sec.....    | 25       | 22   | 20    | 18    | 16    | 14    |

- 52 CONSECUTIVE WEEKS**
- |                |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|
| 1 min.....     | 30 | 28 | 26 | 24 | 22 | 20 |
| 20/30 sec..... | 26 | 24 | 22 | 20 | 18 | 16 |
| 10 sec.....    | 22 | 20 | 18 | 16 | 14 | 12 |
- (\* Specified position.  
7. **PACKAGE PLANS**  
**TIME MENTION PACKAGE**  
7 days wkly, ROS, 100 ti per wk, 400.00.  
**CLOCKWATCHER SPOT PACKAGE**  
DAILY, MIDNIGHT-6 AM: 1 min 30 sec 10 sec Flat, ea..... 8 6 4

**WSSA**  
1959  
MORROW

Media Code 4 211 1900 9.00  
Wkly Radio Co., Inc., Box 752, Forest Park, Ga. 30050. Phone 404-361-8243.

**STATION'S PROGRAMMING DESCRIPTION**  
WSSA: Programmed for young adults and adults. MUSIC: top 40 country. Progressive format 7 days a week, with no block religion. 5 min national news at :50. News headlines & sports at :20. Rec'd 2/26/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Van Q. Temple.  
Prog. & Music Dir.—Les Reed.  
News Director—Jim Morgan.
- FACILITIES**  
5,000 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 25c.  
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 61a.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 82.

GEORGIA

**TIME RATES**  
ET 9/20/70—Rec'd 9/2/76.  
AA—Mon thru Fri 6:30-9:30 am & 3:30-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

	AA	A	B
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x.....	14	12	12
26 x.....	13	11	11
51 x.....	12	10	10
101 x.....	11	9	9
151 x.....	9	7	7
201 x.....	8	6	6
301 x.....	7	5	5
501 x.....	6	4	4
1101 x.....	6	4	4

**WTKLY:**  
12 Plan..... 12 -0 16 4  
18 Plan..... 10 8 8 3  
22 Plan..... 8 7 7 3

**MONTHLY:**  
50 Plan..... 6 7 7 4  
100 Plan..... 5 5 5 4  
200 Plan..... 5 4 4 3

Fixed position: AA plus 2.00.

- SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**  
1x 26x 104x 156x 260x  
AA..... 20 18 16 14 12  
A..... 18 16 14 12 10
- SPORTSCAST**  
2-1/2 min..... 16 14 12 10 8

**WTJH**

1949  
EAST POINT  
Media Code 4 211 1925 6.00  
Southeastern Broadcasting System, Box 72, Dodson Dr., East Point, Ga. 30344. Phone 404-344-2233.

- PERSONNEL**  
President—James S. Rivers.  
Station Manager—Tolliver H. Rivers.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
5,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 5, 6a.  
Rate Protection: 10b, 11b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

- SPOT ANNOUNCEMENTS**  
**TIME RATES**  
ET 1/1/60—Rec'd 2/15/60.
- |             |       |      |      |      |      |      |
|-------------|-------|------|------|------|------|------|
|             | 1x    | 52x  | 104x | 156x | 260x | 312x |
| 1 min.....  | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 30 sec..... | 7.50  | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 10 sec..... | 5.00  | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |

**WXAP**

1948  
ATLANTA  
Hertz Communications Group  
Media Code 4 211 1950 4.00  
WXAP Radio, 148 Cain St., N.E. Atlanta, Ga. 30303. Phone 404-659-7777.

- STATION'S PROGRAMMING DESCRIPTION**  
WXAP: Programmed for adults.  
MUSIC: jazz sign-on-9 am, gospel 9 am-2 pm, jazz 2 pm-sign-off. All PERSONALITIES handle all segments. DJ personality carries programs. Gospel handled by ministers. Jazz handled by music experts including history of jazz. NEWS: 5-min at :50. Contact Representative for further details. Rec'd 7/30/74.

- PERSONNEL**  
President—Louis O. Hertz.  
General Manager—J. H. Farrell.  
Sales Manager—Tony Patrick.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,000 w. days; 660 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Basic Rates: 20b.  
Contracts: 40a.  
Cancellation: 70a, 70c, 73b.  
Prod. Services: 80, 82.

- SPOT ANNOUNCEMENTS**  
**TIME RATES**  
No. 8 ET 1/73—Rec'd 5/7/73.
- |           |       |        |       |        |
|-----------|-------|--------|-------|--------|
| PER WK:   | 1 min | 30 sec | 1 min | 30 sec |
| WK: 6 ti  | 12 ti | 18 ti  | 24 ti | 6 ti   |
| (*) 15 00 | 14 00 | 13 00  | 12 00 | 11 00  |
| (†) 12 00 | 11 00 | 10 00  | 9 00  | 8 00   |
- 10 sec: 50% of 1-min.  
(\* 6-10 am & 3-7 pm.  
(†) 10 am-3 pm.

- DISCOUNT**  
26 wk—10%  
52 wk—20%

**WYNX**

1962  
SMYRNA  
Media Code 4 211 1980 1.00  
Jonquill Broadcasting Co., Inc., 2460-A Atlanta St., S. E., Smyrna, Ga. 30080. Phone 404-436-6171.

- STATION'S PROGRAMMING DESCRIPTION**  
WYNX: Programmed for a Christian audience. MUSIC: Inspirational. CHURCH NEWS: each hour. Rec'd 1/31/74.
- PERSONNEL**  
President—L. N. Polk.
  - FACILITIES**  
10,000 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only.

(This listing continued on next page)

# GEORGIA

## Atlanta—WYNX—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 8  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21b, 22b, 24b, 24c, 25a, 27, 29a, 29b.  
Contracts: 46.  
Comb.: Cont. Discounts: 60a, 60i, 61c.

### TIME RATES

No. 1 Eff 7/1/66—Rec'd 8/6/67.

**6. SPOT ANNOUNCEMENTS**  
**FIXED TIMES**  
1 min..... 1x 25x 52x 104x 208x 624x 1000x  
30 sec..... 8.00 7.00 6.50 6.00 5.50 4.00 3.00  
May be combined to increase frequency.  
10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

**WEEKLY SPOT PACKAGE PLANS**  
Class A—Mon thru Fri sign-on-9 am & 3:30-7 pm.  
**PER WK:** 10 ti 25 ti 50 ti  
1 min..... 6.50 5.50 4.00  
30 sec..... 5.50 4.50 4.00  
**ROS—BTA**  
1 min..... 5.50 4.50 4.00  
30 sec..... 4.50 3.50 3.00  
All Spot Packages may be combined to earn package frequency. ROS packages are subject to preemption by A and Fixed Time.  
10 sec: 50% of 1-min.

### TIME MENTION PACKAGE

10 times per day, 7 days per week, ROS throughout broadcast day, 8 words of commercial copy, 140.00. Only 2 packages available weekly.

### 8. PROGRAM TIME RATES

	1x	25x	52x	104x	208x
1/2 hr.	50	42	37	33	30
1/4 hr.	27	23	19	18	16
5 min.	15	13	11	10	9

### 10. SPECIAL FEATURES

**NEWSCASTS**  
Summary at :60 and :30—1-minute commercial.  
\*Class A—Mon thru Fri sign-on-9:05 am & 3:30-7:05 pm. Flat rate \$1.00 plus 2.00 production.  
ROS, BTA—Flat rate \$1.00 plus 2.00 production.  
(\*) May be combined with Fixed Time spots to earn frequency.

## WYZE

1956  
ATLANTA

Media Code 4 211 2035 3.00  
Atlanta Communications, Inc., Mony Bldg., 1855 Peachtree St., N. E., Atlanta, Ga. 30309, Phone 404-873-3632.

### STATION'S PROGRAMMING DESCRIPTION

WYZE: All news, UPI audio network. Commentator. Special sports features. Interview program 10 am-noon. Women's program. Contact Representative for further details. Rec'd 5/26/71.

### 1. PERSONNEL

President—George Johnston, III.  
General Manager—Dave Davis.  
Operations Manager—Jon Wilby.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

5,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 net time; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
Basic Rates: 22a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60a.  
Affiliated with MBS.  
Member: Georgia Network, Inc.

### TIME RATES

ET 1/1/68—Rec'd 11/24/67.

**6. SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 208x 260x 312x  
1 min 20.00 19.00 18.00 17.00 18.00 15.00 14.00  
30 sec 15.50 14.75 14.00 13.25 12.50 11.75 11.00  
10 sec 10.00 9.50 9.00 8.50 8.00 7.50 7.00

### 7. PACKAGE PLANS

**WKLY:** 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 16.00 15.00 14.00 13.00 12.00  
30 sec..... 12.50 11.75 11.00 10.25 9.50  
10 sec..... 8.00 7.50 7.00 6.50 6.00

### 8. PROGRAM TIME RATES

	1x	52x	104x	156x	208x	260x	312x
1 hr.	130	125	120	115	110	108	100
1/2 hr.	80	77	74	71	68	65	62
1/4 hr.	50	48	46	44	42	40	38
10 min.	40	38	36	34	32	30	28
5 min.	25	24	23	22	21	20	19

## WZGC (FM)

1955  
ATLANTA



COMMUNICATIONS

ABC-FM  
spot sales, Inc.

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 211 2055 1.00  
GCC Communications of Atlanta, Inc., 230 Peachtree St., N. W., Atlanta, Ga. 30303, Phone 404-522-9933.

### 1. PERSONNEL

Executive Vice-President—John F. Tenaglia.  
General Manager—John B. Frankhouser, Jr.

### 2. REPRESENTATIVES

ABC FM Spot Sales.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 590 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only. Payable 10th of following month.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29a, 30, 33d.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60d, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: WORKA.

### TIME RATES

No. 5 Eff 4/1/74—Rec'd 8/1/74.  
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Fri 10 am-3 pm.

### 7. PACKAGE PLANS

	1 min	30 sec	1 min	30 sec	1 min	30 sec
EA:	45	37	37	30	32	26
6 ti.....	43	35	35	28	30	24
12 ti.....	40	32	33	26	28	22
18 ti.....	37	30	30	24	26	21
24 ti.....	30	30	30	24	26	21

10 sec: 50% of 1-min.  
B: 50% of A.

## AUGUSTA

(Including North Augusta, S. C.)  
(8 AM; 4 FM)

Richmond County—Map Location F-6  
See SBDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WAUG WAUG-FM

1952 AUGUSTA 1952

RAB

Media Code 4 211 2090 8.00  
Hunter Group, Inc., Box 1892, Augusta, Ga. 30903.  
Phone 404-723-1302.

### STATION'S PROGRAMMING DESCRIPTION

WAUG: Programmed for young adults.  
AIR PERSONALITIES handle all segments. MUSIC: current hits plus past golden hits to 1955; selected album cuts based on local sales & requests. Regular contests & promotions. Telephone line permits comments on various subjects which are recorded & integrated into program sporadically. NEWS: network at :60 preceded by local, state, regional & weather; news staff utilizes network. UPI wire, 2-way beeper, ESSA weather wire, stringers to produce local news-casts. Contact Representative for further details. Rec'd 10/2/72.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jack A. Carpenter.  
Sales Manager—Garnett W. Nash.

### 2. REPRESENTATIVES

David Carpenter Company.

### 8. FACILITIES

5,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc.

### 9. AGENCY COMMISSION

Operating schedule: 24 hours daily. EST.  
Antenna ht.: 71 ft. above average terrain.  
Simulcast 6 am-local sunset.

### 4. AGENCY COMMISSION

See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.

Contracts: 40a, 42b, 42d, 44a, 45, 46, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: Georgia Network, Inc.

### TIME RATES

Eff 10/1/72—Rec'd 10/2/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	18.00	17.00	16.00	15.00	14.00
AA	12.00	11.00	10.00	9.00	8.00
A	10.00	9.00	8.00	7.00	6.00

**30 SECONDS**  
AA 14.40 13.60 12.80 12.00 11.20  
A 9.60 8.80 8.00 7.20 6.40  
B 8.00 7.20 6.40 5.60 4.80

**10 SECONDS**  
AA 9.00 8.50 8.00 7.50 7.00  
A 6.00 5.50 5.00 4.50 4.00  
B 5.00 4.50 4.00 3.50 3.00

### 7. PACKAGE PLANS

**TOTAL AUDIENCE PLAN**  
1 MIN: 12 ti 16 ti 24 ti  
50% AA, 50% A, ea..... 11 10 9  
40% AA, 30% A, 30% B, ea..... 10 9 8  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
1x 25x 52x 104x  
1/2 hr. 54 49 44 30  
1/4 hr. 36 33 30 27  
5 min. 18 16 14 12

## WBBQ

1948

## WBBQ-FM

1956



AUGUSTA

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 211 2145 0.00  
WBBQ—Savannah Valley Broadcasting Co., Box 2066, Augusta, Ga. 30903.  
WBBQ-FM—Musicast of the South, Inc., Box 2066, Augusta, Ga. 30903.  
Studio and Office—1305 Georgia Ave., N. Augusta, S. C. Phone 803-279-6610.

### STATION'S PROGRAMMING DESCRIPTION

WBBQ: Programmed for adults, young adults & teens.  
MUSIC: current hits. NEWS: emphasis on local actualities with 2-way radio reports from 7 mobile units & 1 walkie-talkie, averaging 9 reports per day; 6 newsmen; network & AP machine. AIR PERSONALITIES. Contact Representative for further details. Rec'd 6/14/73.

### 1. PERSONNEL

President—George G. Weiss.  
Exec. Vice-Pres. & Gen'l Mgr.—Edward H. Dunbar.  
Oper. & Prog. Dir.—Harley R. Drew, Jr.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1840 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 100,000 w. (horiz.), 35,000 w. (vert.); 104.3 mc. Stereo.

### 4. AGENCY COMMISSION

Operating schedule: Same as AM.  
Antenna ht.: 550 ft. above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 63d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and Eastman Radio Network.

### TIME RATES

No. 13 Eff 7/1/74—Rec'd 6/10/74.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 1-7 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun 6 am-1 pm & 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	1 ti	12 ti	16 ti	24 ti
1 min.....	22	20	18	17	17	16	14
30 sec.....	18	16	14	15	14	13	11
10 sec.....	13	12	11	12	11	10	9

1 min..... 11 12 11 10  
30 sec..... 12 10 9 8  
10 sec..... 9 8 7 6

### 7. PACKAGE PLANS

**1-MIN CUME PLANS:** Ea  
Plan A—30 ti (12i, 12ii, 6iii)..... 12  
Plan B—15 ti (6i, 6ii, 3iii)..... 15  
Not combinable with spots for added frequency.  
Sec I may be moved to Sec II or III at same rate, but not vice-versa.

### 8. PROGRAM TIME RATES

5-min—1 1/2x applicable 1-min rate.

## WBIA

1948

AUGUSTA



Time sales inc.

NAB

RAB

Media Code 4 211 2200 3.00  
WBIA Radio, Inc., Box 1230, 1534 Walton Way, Augusta, Ga. 30903. Phone 404-724-2421.

### STATION'S PROGRAMMING DESCRIPTION

WBIA: MUSIC: Programmed for adults & young adults with air personalities at all times. Familiar past hits. Mid-morning show includes features & guests of interest to women. NEWS: local at :30, with heavy emphasis on actualities & interviews. State capitol correspondent daily. Documentaries & editorials are featured regularly. Sports news & weather information integrated into regular programming. Network news at :60. Contact Representative for further details. Rec'd 6/5/72.

### 1. PERSONNEL

General Manager—J. R. Owens.  
General Sales Manager—Don Honestel.  
Program Director—Charles Andrews.

### 2. REPRESENTATIVES

PRO Time Sales, Inc.  
Raleigh, N. C., Atlanta—Southern Spot Sales, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule 6-2 am. EST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 63c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NRC.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 8 Eff 7/1/72—Rec'd 6/2/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

	1 ti	6 ti	12 ti	18 ti	24 ti
PER WK, 1 MIN:	13	12	11	12	11
A	13	12	11	10	9
B	12	11	10	9	8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

**TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 12 11 10 9 8

## WFNL

1962

NORTH AUGUSTA, S. C.

Media Code 4 211 2255 7.00  
The Warner Group, Inc., Box 3286, Augusta, Ga. 30904. Phone 404-733-4531.



Augusta—W F N L—Continued

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	208x	312x	520x
1 min	7.00	6.50	6.00	5.50	4.50	4.00
30 sec	6.00	5.50	5.00	4.50	3.50	3.00
15 sec	3.50	3.25	3.00	2.75	2.50	2.00

**7. PACKAGE PLANS**

**SATURATION PACKAGE**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50
15 sec	3.00	2.50	2.00	1.50

**8. PROGRAM TIME RATES**

1x	26x	52x	104x	156x	208x	312x
1/2 hr.	40.00	38.00	37.00	35.00	33.00	31.00
1/4 hr.	20.00	19.50	19.00	18.00	17.00	15.00
5 min.	11.00	10.50	10.00	9.50	9.00	8.50

**WGAC**

1940  
AUGUSTA  
A Beasley Station

Media Code 4 211 2310 0.00  
CSBA Broadcasters, Inc., Box 1131, Augusta, Ga. 30903.

Studio and offices: Martinez, Ga. Phone 863-6786, TWX AU 8072.

**STATION'S PROGRAMMING DESCRIPTION**  
WGAC: Programmed for adults and young adults. Heavy emphasis on AIR PERSONALITIES, MUSIC; modern MOR 5 am-midnight, country & western midnight-5 am. Talk show 6:30 pm M-F. NEWS: network at 8:00 local at 3:00 morning and afternoons, network features at midday. Heavy emphasis on local and state actualities, LP1 & weather machine. SPORTS: major league baseball, pro and college basketball, special weekend sports events, masters golf tournament. FARM: 5-6:30 am M-F with country farm agent. Contact Representative for further details. Rec'd 3/11/74.

- 1. PERSONNEL**  
General Manager—Al Jones.  
Sales Manager—Warren Watkins.  
Program Director—Bob Young.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 580 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 22a, 23a, 24a, 25a, 26a, 27a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 62a.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with ATA Radio Network.  
Affiliated with CBS.  
Member: Beasley Broadcast Group.

**TIME RATES**

No. 12 Eff 8/19/73—Rec'd 8/3/73.  
I—Mon thru Fri 6-11 am & 3-8 pm.  
II—Mon thru Fri 11 am-3 pm; Sat & Sun 6 am-8 pm.  
III—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	16	15	14	13	12
30 sec	12	11	10	9	8
15 sec	8	7	7	6	5

**SECTION II**

1 min	13	12	11	10
30 sec	11	10	9	8
15 sec	7	6	5	4

**SECTION III**

1 min	12	11	10	9	8
30 sec	10	9	8	7	6
15 sec	6	5	4	3	2

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

1 MIN:	12 ti	18 ti	24 ti
1/2I, 1/2II	12	11	10
1/3I, 1/3II, 1/3III	11	10	9
30 sec:	80% of 1-min.		

**WGUS**

1958  
NORTH AUGUSTA, S. C.

Media Code 4 211 2365 4.00

Broadcasting Associates of America, Inc., Box 1475, Augusta, Ga. 30903. Phone 903-279-1380.

**STATION'S PROGRAMMING DESCRIPTION**  
WGUS: Programmed for general interest. MUSIC: country and western, 6 air personalities, all available for remote broadcasts from shopping centers, state fairs, etc. Heavy emphasis on community participation in programs through personal appearances, two-way special events, live string bands, etc. NEWS: 5 min every hour on hour, headlines every hour at 3:30, weather at :15, public service bulletin board every hour at :45. FARM: news aired each morning. Contact Representative for further details. Rec'd 7/2/71.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Terry L. Brown.  
Sales Manager—Malcolm Farley.  
Program Director—Wayne Roberts.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.  
Basic Rates: 20a, 21b, 22b, 23b, 24b, 25c, 26, 28a, 28c, 29a, 30, 31, 32b, 33b.  
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47a, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**

Eff—Rec'd 12/8/69.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	208x	312x
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
15 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

**7. PACKAGE PLAN**

**SATURATION PACKAGES**

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.50	7.00	6.00
30 sec	6.50	6.00	5.50	5.00
15 sec	4.00	3.75	3.50	3.00

**WGUS-FM**

1967  
AUGUSTA



Media Code 4 211 2366 2.00  
Broadcasting Associates of America, Inc., Box 1475, Augusta, Ga., 30903. Phone 903-279-1380.

**STATION'S PROGRAMMING DESCRIPTION**  
WGUS-FM: Programmed for adults & young adults. MUSIC: familiar standards & current hits in uninterrupted segments. COMMERCIAL POLICY: maximum of 8 commercial units per hour. NEWS: at :55, emphasis on local. Contact Representative for further details. Rec'd 12/3/73.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 280 ft. above average terrain.

**TIME RATES**

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	156x	250x
1 min	12	11	10	9
30 sec	12	11	10	9

**WRDW**

1930  
AUGUSTA

Media Code 4 211 2420 7.00  
J B Broadcasting of Augusta, Ltd., Box 1405, Augusta, Ga. 30903. Phone 404-738-2513.

**STATION'S PROGRAMMING DESCRIPTION**  
WRDW: MUSIC: R & B 85%; JAZZ 6%; GOSPEL 9%. NEWS: network. Full local coverage. Contact Representative for further details. Rec'd 2/2/73.

- 1. PERSONNEL**  
Vice-President/Operations—Robert L. Hunnicutt.  
General Manager—Marion J. (Mal) Cooke.  
Program Director—Jay Bell.
- 2. REPRESENTATIVES**  
Jack Masala & Co., Inc.
- 3. FACILITIES**  
5,000 w.; 1480 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with Mutual Black Network.  
Member: James Brown Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 5 Eff—Rec'd 3/5/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	208x	312x	520x	780x	1040x
1 min	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
30 sec	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
15 sec	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50

**CLASS A**

1 min	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
15 sec	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00

**8. PROGRAM TIME RATES**

1 hr.	50x	52-4
1/2 hr.	60%	of 1-hr.
1/4 hr.	40%	of 1-hr.

**WTHB**

1960  
AUGUSTA

Media Code 4 211 2475 1.00  
North Augusta Broadcasting Co., Inc., Box 1584, Augusta, Ga. 30903. Phone 803-279-2330.

**STATION'S PROGRAMMING DESCRIPTION**  
WTHB: Black AIR PERSONALITIES handle all segments: M-Sat, Sign-on-10 am R & B, 10 am-12N best of Gospel, 12N sign-off R & B, Sun Gospel until 3 pm; 3 pm sign-off request line. NEWS: Network at :30 & :50. Mobile studio for remote live broadcasts. Mobile news car. Contact Representative for further details. Rec'd 12/8/72.

- 1. PERSONNEL**  
President—Lance B. Bennett.  
Vice-President—Lionel L. Bennett.  
General Manager—J. L. Solomon.
- 2. REPRESENTATIVES**  
Mario Messina Company.  
Southeast—Bernard I. Ochs Co.
- 3. FACILITIES**  
5,000 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 24c, 25a.  
Contracts: 40a, 44a, 44b, 45, 47a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80.  
FM facilities: WZZW (FM).  
Affiliated with American Entertainment Network.  
Affiliated with National Black Network.  
Member: Southern Black Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/1/74—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	208x	312x	624x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.65	6.30	5.95	5.60
15 sec	ea.	4.00.			

**7. PACKAGE PLANS**

**PER WK:**

12 ti	24 ti	36 ti	
1 min	8.00	7.00	6.00
30 sec	6.30	5.80	4.90

**WZZW (FM)**

1968  
AUGUSTA

Media Code 4 211 2487 6.00  
North Augusta Broadcasting Co., Inc. Box 1584, Augusta, Ga. 30903. Phone 803-279-2330.

**STATION'S PROGRAMMING DESCRIPTION**  
WZZW (FM): MUSIC: Hit Parade.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 300 ft. above average terrain.
- 5. GENERAL ADVERTISING See coded regulations**  
Affiliated with American FM Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/1/74—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	208x	312x	624x
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.65	6.30	5.95	5.60
15 sec	ea.	4.00.			

**7. PACKAGE PLANS**

**PER WK:**

12 ti	24 ti	36 ti	
1 min	8.00	7.00	6.00
30 sec	6.30	5.80	4.90

- 9. PARTICIPATING PROGRAMS**  
Breakfast with Augusta, 6:30-10 am, ea 11.00. Minimum 10 participations.

**AUSTELL**

Cobb County—Map Location B-5  
See BRDS consumer market map and data at beginning of the State.

**WACX**

1968

Media Code 4 211 2500 6.00  
South Cobb Broadcasting Co., Inc., Box 746, Westside Dr., Austell, Ga. 30001. Phone 404-941-8300.

- 1. PERSONNEL**  
General Manager—Al Cohen.
- 3. FACILITIES**  
1,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Georgia Network, Inc.

**TIME RATES**

Eff 6/1/74—Rec'd 5/3/74.

**6. SPOT ANNOUNCEMENTS**

1 min	4.00	3.00	3.20
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**7. PACKAGE PLANS**

**13 CONSEC WKS:**

1 min	3.00	2.40
15 ti per wk minimum, ea.	3.00	2.40

**BAINBRIDGE (2 AM; 1 FM)**

Decatur County—Map Location B-10  
See BRDS consumer market map and data at beginning of the State.

**WAZA**

1956

Subscriber to the NAB Radio Code  
Media Code 4 211 2530 3.00

Sowega Broadcasting, Inc., Box 157, 110 E. Broughton St., Bainbridge, Ga. 31717. Phone 912-246-2035.

- STATION'S PROGRAMMING DESCRIPTION**  
WAZA: MUSIC: 100% Country.
- 1. PERSONNEL**  
General Manager—Roy Simpson.
- 2. REPRESENTATIVES**  
Southeast—David Carpenter Company.
- 3. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/72—Rec'd 8/31/72.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x
1 min	4.15	4.00	3.90	3.85
30 sec	3.15	3.05	2.95	2.85
10 sec	2.45	2.40	2.35	2.25

**156x 260x 312x 364x**

1 min	3.40	3.25	3.15	3.08
30 sec	2.60	2.50	2.40	2.30
10 sec	2.10	2.05	2.00	1.90

**VOLUME**

1200x per yr. 1-min. ROS 2.25  
30 sec: 70% of 1-min.

**7. PACKAGE PLANS**

**SATURATION**  
30 spots minimum, ROS, minimum of 10 per day, used in 7 day period.

**SHORTIES**

10 sec, minimum of 10 per day, 50% of 1-min.	2.30
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**GEORGIA**

**WJAD (FM)**

1967

Media Code 4 211 2560 0.00  
The Decatur Broadcasting Co., Box 706, 1609 E. Showwell, Bainbridge, Ga. 31717. Phone 912-246-1650.

Other studio: Donaldsonville, Ga. Phone 912-524-5446. See affiliated AM station for additional information.

AM facilities: WMGR.

**STATION'S PROGRAMMING DESCRIPTION**  
WJAD (FM): Modern Pop.

- 1. PERSONNEL**  
Owner—John A. Dowdy.  
Manager—Wayne Shiver.
- 3. FACILITIES**  
ERP 28,600 w.; 97.3 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 209 ft. above average terrain.
- TIME RATES**

Eff—Rec'd 8/22/72.

**6. SPOT ANNOUNCEMENTS**

1x	50x	100x	150x	200x	250x	300x	350x
1 min	4.90	4.70	4.50	4.30	4.10	3.90	3.70
30 sec	3.50	3.35	3.20	3.05	2.90	2.75	2.60

**WMGR**

1946

Media Code 4 211 2585 5.00  
The Decatur Broadcasting Co., Box 706, 1609 E. Showwell St., Bainbridge, Ga. 31717. Phone 912-246-165

## GEORGIA

### BLACKSHEAR

Pierce County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

#### WBSG

1961

Media Code 4 211 2750 7.00  
Country Colonial Broadcasting Corp., Box 400, Blackshear, Ga. 31516. Phone 912-449-6613, 4.

- PERSONNEL  
Station Manager—G. Troy Mattox.
- REPRESENTATIVES  
George T. Hopewell, Inc.
- FACILITIES  
500 w. days; 1350 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION  
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations  
Member: Georgia Network, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Rates effective February 1, 1961.  
Card received March 20, 1961.  
Rev. (Whly. Ann. Pgs.) rec'd June 30, '61.

- PACKAGE PLANS  
WEEKLY ANNOUNCEMENT PACKAGES (1-minute)  
Per week: Each Each  
1 time..... 5.90 15 times..... 4.90  
5 times..... 4.50 20 times..... 4.50  
10 times..... 4.25 30 times..... 3.90  
20/30 seconds—75% of applicable 1-minute rate.  
3/10 second ID's—50% of applicable 1-minute rate.

### BLAKELY

Early County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

#### WBBK

1939

Media Code 4 211 2805 9.00  
Radio Blakely, Box 588, Cedar Springs Rd., Blakely, Ga. 31723. Phone 912-723-4311.

- STATION'S PROGRAMMING DESCRIPTION  
WBBK: 80% top 100 country, 20% prog rock.
- PERSONNEL  
General Manager—Wayne R. Foster.
- REPRESENTATIVES  
T-N Spot Sales.  
David Carpenter Company.
- FACILITIES  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0. Payable by 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

#### TIME RATES

ET 4/1/74—Rec'd 4/9/74.  
AA—7-10:30 am, 11 am-2:30 pm & 4-6:30 pm.  
A—6:30-7 am, 10:30-11 am, 2:30-4 pm & 6:30 pm sign-off.

- SPOT ANNOUNCEMENTS  
CLASS AA  
1 min 30 sec 1 min 30 sec  
1 x..... 6.00 4.00 260 x..... 4.75 2.75  
26 x..... 5.75 3.75 312 x..... 4.50 2.50  
52 x..... 5.50 3.50 500 x..... 4.25 2.25  
104 x..... 5.25 3.25 624 x..... 4.00 2.00  
156 x..... 5.00 3.00 1000 x..... 3.75 1.75  
CLASS A  
1 min 1 min  
1 x..... 5.00 260 x..... 3.75  
26 x..... 4.75 312 x..... 3.50  
52 x..... 4.50 500 x..... 3.25  
104 x..... 4.25 624 x..... 3.00  
156 x..... 4.00 1000 x..... 2.75

### BLUE RIDGE

Fannin County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

#### WPPL (FM)

1971

Subscriber to the NAB Radio Code  
Media Code 4 211 2835 6.00  
Fannin County Broadcasting Co., Box 938, Highland St., Blue Ridge, Ga. 30513. Phone 404-632-2803.

- PERSONNEL  
General Manager—Robert P. Schwab.
- FACILITIES  
ERP 3,000 w.; 103.9 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

- SPOT ANNOUNCEMENTS  
ET 1/1/73—Rec'd 2/6/74.  
PER WK: 1 ti 10 ti 20 ti 30 ti (\*) (†)  
1 min..... 2.75 2.60 2.40 2.25 2.00 1.75  
30 sec..... 2.10 1.95 1.80 1.65 1.40 1.20  
(\*) 100 ti per mo.  
(†) 1000 x per yr.

### BREMEN

Haralson County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

#### WWCC

1957

Media Code 4 211 2860 4.00  
Bremen Radio, Inc., WWCC Radio, Box 397, 619 Tallapoosa St., Bremen, Ga. 30110. Phone 404-537-3275.

STATION'S PROGRAMMING DESCRIPTION  
WWCC: MUSIC: top 40.

#### 1. PERSONNEL

- Vice-Pres. & Gen'l Mgr.—Thad K. Brown.  
2. REPRESENTATIVES  
David Carpenter Company.  
3. FACILITIES  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
No. 4 ET 10/1/73—Rec'd 2/28/74  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 15 ti 30 ti 60 ti 90 ti 120 ti  
1 min 3.10 3.00 2.90 2.80 2.70 2.60 2.50  
30 sec 2.80 2.50 2.40 2.30 2.20 2.10 2.00  
ID's: 50% of 1-min.

### BRUNSWICK (3 AM; 2 FM)

Glynn County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

#### WGIG WGIG-FM

1949

1965

A Kirk Broadcasting Station  
Media Code 4 211 2915 6.00  
Golden Isles Broadcasting Corp., Box 10, 601 Mansfield St., Brunswick, Ga. 31520. Phone 912-385-3370.  
STATION'S PROGRAMMING DESCRIPTION  
WGIG: Programmed for adults and young adults 18-45.

- PERSONNEL  
Station Manager—George R. Swearingen.
  - FACILITIES  
5,000 w. days, 1,000 w. nights; 1440 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. EST.  
FM-ERP 20,400 w.; 100.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 200 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL RATE POLICY  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.
- NATIONAL AND LOCAL RATES SAME  
No. 7 ET 8/1/71—Rec'd 8/6/71.
- SPOT ANNOUNCEMENTS  
Drive time—Mon thru Fri 4-7 pm; Mon thru Sat 6-9 am.  
Homemakers time—Mon thru Sat 9 am-4 pm.  
All other times:  
1 min..... 1x 13x 26x 52x 104x 156x  
30 sec..... 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec..... 3.80 3.60 3.40 3.20 3.00 2.80  
1 min..... 3.25 3.00 2.75 2.50 2.00  
30 sec..... 2.60 2.40 2.20 2.00 1.75  
All other times, subject 10%.  
Guaranteed times, extra 10%.

#### WMOG

1940

### CBS Radio Network

Media Code 4 211 2970 1.00  
Radio Brunswick, Inc., Box 100, Torres Causeway, Brunswick, Ga. 31521. Phone 912-265-5880.  
STATION'S PROGRAMMING DESCRIPTION  
WMOG: Programmed for young adults and adults.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—John Lane.
- REPRESENTATIVES  
Savalli/Gates, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Member: Georgia Network, Inc.

#### TIME RATES

- SPOT ANNOUNCEMENTS  
No. 8 ET 10/22/73—Rec'd 10/22/73.  
AAA—5:30-10 am & 3:30-6:30 pm.  
AA—10 am-3:30 pm.  
A—All other times.  
CLASS AAA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 50 ti  
1 min 5.00 4.75 4.50 4.25 4.00 3.75  
30 sec 4.20 4.00 3.80 3.60 3.40 3.20  
15 sec 3.00 2.90 2.75 2.60 2.50 2.35  
CLASS AA  
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50  
30 sec 3.20 3.00 2.80 2.60 2.40 2.20 2.00  
15 sec 2.00 1.90 1.75 1.60 1.50 1.35 1.25  
CLASS A  
1 min 3.75 3.50 3.25 3.00 2.75 2.50 2.25  
30 sec 3.00 2.80 2.60 2.40 2.20 2.00 1.80  
15 sec 1.90 1.80 1.65 1.50 1.40 1.25 1.10
- PACKAGE PLANS  
TAP—1/3AAA, 1/3AAA, 1/3A  
PER WK: 1 min 30 sec 30 ti 60 ti  
1 min 3.20 3.00 2.80 2.60  
30 ti..... 2.85 2.30

#### SATURATION PLAN

15 ti. per day, 5 consec days, BTA..... 168.76 135.00  
Maximum 8 per hr.

### WYNR

1966

Media Code 4 211 2980 8.00  
Southland Radio, Inc., Box 797, Rt. 1, Hwy. 303, Brunswick, Ga. 31520. Phone 912-264-3820.  
STATION'S PROGRAMMING DESCRIPTION  
WYNR: Country and Western.

#### 1. PERSONNEL

- Pres. & Gen'l Mgr.—J. Wayne Stewart.  
2. REPRESENTATIVES  
David Carpenter Company.  
3. FACILITIES  
500 w.; 790 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WYNR-FM.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
ET 12/1/73—Rec'd 1/14/74.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1x 13x 26x 52x 104x 156x 312x 520x  
1 min 5.50 5.25 5.00 4.75 4.50 4.25 4.00 3.75  
30 sec 4.50 4.25 4.00 3.75 3.50 3.25 3.00 2.75  
10 sec 2.75 2.65 2.50 2.35 2.25 2.15 2.00 1.85  
Guaranteed times, extra 10%.

- PACKAGE PLANS  
ROS: 20 ti 30 ti 50 ti  
1 min..... 3.50 3.25 3.00  
30 sec..... 2.75 2.50 2.25  
Maximum 8 per hr.

### WYNR-FM

1966

Media Code 4 211 3000 6.00  
Southland Radio, Inc., Box 797, Rt. 1, Brunswick, Ga. 31520. Phone 912-264-3820.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 33,000 w.; 101.5 mc.  
Operating schedule: 6-11 am. EST.  
Antenna ht.: 287 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset to 1 am. For simulcast facilities see WYNR.
  - AGENCY COMMISSION  
None; all rates net to station.
- TIME RATES  
Rates are identical to WYNR. See that listing.

### BUFORD (1 AM; 1 FM)

Gwinnett County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

#### WDYX

1956

Media Code 4 211 3025 3.00  
Buford Broadcasting, Inc., Box 307, Buford, Ga. 30518. Phone 404-945-5355, 404-945-9953.  
STATION'S PROGRAMMING DESCRIPTION  
WDYX: Programmed for adults 18-45.

- PERSONNEL  
Pres. & Gen'l Mgr.—Robert P. Joseph.
- FACILITIES  
5,000 w.; 1460 kc.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WGO (FM).  
Affiliated with KBS.

#### TIME RATES

- SPOT ANNOUNCEMENTS  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/71—Rec'd 3/3/71.  
EA: 5 ti 10 ti 20 ti 30 ti 40+  
1 min..... 4.00 3.50 3.00 2.75 2.50  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
10. SPECIAL FEATURES  
Newscafs, extra 10%.

### WGCO (FM)

1959

Media Code 4 211 3045 1.00  
Buford Broadcasting, Inc., Box 2381, Buford, Ga. 30518. Phone 404-945-9953.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION  
WGCO (FM): Religious programs, gospel & religious music.
  - FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 240 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates net to station.
- TIME RATES  
ET 12/9/73—Rec'd 4/29/74.
- SPOT ANNOUNCEMENTS  
CLASS AAA  
1 min..... 5.25 4.75 4.50 4.00  
30 sec..... 4.25 3.75 3.50 3.00  
10 sec..... 3.25 2.75 2.50 2.00  
13 wk minimum contract.

### CAIRO

Grady County—Map Location C-10  
See SRDS consumer market map and data at beginning of the State.

#### WGRA

1950

Media Code 4 211 3080 8.00  
Grady-Mitchell Broadcasting Co., Brainbridge Rd., Cairo, Ga. 31728. Phone 2-4392.

- PERSONNEL  
General Manager—Tim Moran.
  - FACILITIES  
1,000 w. days; 790 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
  - AGENCY COMMISSION  
15/0 time only; 10 days.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with The Tobacco Radio Network.  
Member: Georgia Network, Inc.
- TIME RATES  
ET 8/28/73—Rec'd 8/28/73.
- SPOT ANNOUNCEMENTS  
EA: 1x 26x 52x 104x 156x 312x  
1 min..... 4.00 3.90 3.80 3.70 3.50 3.00  
30 sec: 80% of 1-min.

## CALHOUN

Golden County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### WEBS

1966

Media Code 4 211 3160 8.00  
New Echota Broadcasting, Inc., Box 168, 209 Piedmont St., Calhoun, Ga. 30701. Phone 404-629-2336.

- PERSONNEL  
Manager—William E. Stocks.
- FACILITIES  
250 w. days; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
ET 8/22/73.  
AA—Sign-on 10 am & 3:30-7 pm.  
A—All other times. ROS.
- SPOT ANNOUNCEMENTS  
CLASS AA  
1 min 30 sec 15 sec 1 min 30 sec 15 sec  
EA..... 3.00 2.25 1.75 2.25 1.60 1.45

### CAMILLA

Mitchell County—Map Location C-10  
See SRDS consumer market map and data at beginning of the State.

### WCLB

1954

Media Code 4 211 3190 5.00  
Capel Broadcasting Co., Inc., Drawer 113, Camilla, Ga. 31730. Phone 912-336-5614.

- PERSONNEL  
General Manager—Charlie Browne.
  - FACILITIES  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.
- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/74—Rec'd 3/7/74.
- SPOT ANNOUNCEMENTS  
1 min..... 50x 300x 500+  
30 sec..... 3.95 3.45 3.00  
10 sec: 50% of 1-min. 3.00 2.60 2.25

### CANTON (1 AM; 1 FM)

Cherokee County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### WCHK

1957

Media Code 4 211 3245 7.00  
The Cherokee Broadcasting Co., Inc., Box 1299, Canton, Ga. 30116. Phone 404-479-2101.

- PERSONNEL  
Station Manager—Byron L. Dobbs.
- FACILITIES  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 5 am-local sunset. EST.  
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WCHK-FM.
- AGENCY COMMISSION  
15/0 time only; 20 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Georgia Network, Inc.

#### TIME RATES

- SPOT ANNOUNCEMENTS  
ET 1/26/70.  
CLASS AAA  
1 min..... 1 min  
1 x..... 6.00 260 x..... 4.85  
13 x..... 5.75 312 x..... 4.60  
26 x..... 5.50 624 x..... 4.35  
52 x..... 5.25 936 x..... 4.10  
104 x..... 5.00 1200 x..... 3.85

### WCHK-FM

1964

Media Code 4 211 3246 5.00  
Cherokee Broadcasting Co., Inc., Box 1299, Canton, Ga. 30116. Phone 404-479-2101.

- PERSONNEL  
President—C. A. McClure.
  - FACILITIES  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCHK.
- TIME RATES  
Rates are identical to WCHK. See that listing.

Make it easy on yourself.

Read the Service-Ads for details.



**CARROLLTON (1 AM; 1 FM)**

Carroll County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**WBTR (FM)**  
1964

- A Faulkner Owned Station**  
Media Code 4 211 3300 0.00  
Faulkner Radio, Inc., Box 569, Carrollton, Ga. 30117.  
Phone 404-832-9885.  
See affiliated AM station for additional information.  
AM facilities: WLBB.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBTR (FM): hit parade.
- 3. FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 220 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Affiliated with American FM Network.  
Member: Georgia Network, Inc.

**TIME RATES**

- ET 2/1/74—Rec'd 2/19/74.  
AA—6:30-8:30 am & 4-6:30 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AA | 10 ti | 20 ti | 30 ti | 60 ti | 90 ti | 120+ |
|----------|-------|-------|-------|-------|-------|------|
| 1 min    | 3.90  | 3.60  | 3.30  | 3.00  | 2.70  | 2.40 |
| 30 sec   | 2.50  | 2.40  | 2.30  | 2.20  | 2.00  | 1.80 |
| 15 sec   | 2.15  | 2.05  | 1.95  | 1.87  | 1.75  | 1.65 |
- CLASS A**
- | 10 ti  | 20 ti | 30 ti | 60 ti | 90 ti | 120+ |      |
|--------|-------|-------|-------|-------|------|------|
| 1 min  | 3.25  | 3.00  | 2.75  | 2.50  | 2.25 | 2.00 |
| 30 sec | 2.10  | 2.00  | 1.90  | 1.80  | 1.70 | 1.60 |
| 15 sec | 1.80  | 1.75  | 1.65  | 1.55  | 1.50 | 1.45 |
- Specified, if available, extra 20%.
- 7. PACKAGE PLANS**  
75 30-sec spots/5 consec days:  
25/AA, ea. .... 1.80 50/A, ea. .... 1.50  
Specified, if available, extra 20%.

**WLBB**  
1946

- A Faulkner Owned Station**  
Subscriber to the NAB Radio Code  
Media Code 4 211 3355 4.00  
Faulkner Radio, Inc., Box 569, Carrollton, Ga. 30117. Phone 404-832-7041.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLBB: Top country.
- 1. PERSONNEL**  
Station Manager—Jack L. Kirk.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.
- 3. FACILITIES**  
1,000 w.; 1100 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WBTR (FM).  
Affiliated with American Entertainment Network.  
Member: Country Music Network, Georgia Network, Inc.

**TIME RATES**

- ET 10/1/70—Rec'd 10/7/70.
- 6. SPOT ANNOUNCEMENTS**
- | ix     | 75x  | 150x | 225x | 300x | 400x | 500x |
|--------|------|------|------|------|------|------|
| 1 min  | 8.50 | 8.00 | 7.50 | 7.25 | 7.00 | 6.50 |
| 30 sec | 4.50 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |
| 10 sec | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |
- 7. PACKAGE PLANS**
- | PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min   | 8.00  | 7.50  | 7.00  | 6.50  | 6.00  |
| 30 sec  | 6.00  | 5.75  | 5.25  | 5.00  | 4.50  |
| 10 sec  | 4.00  | 3.75  | 3.50  | 3.25  | 3.00  |

**CARTERSVILLE (2 AM)**

Bartow County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WBHF**  
1946

- Subscriber to the NAB Radio Code**  
Media Code 4 211 3410 7.00  
W. Ryan Frier, Box 190, Cartersville, Ga. 30120.  
Phone 404-382-3000.
- 1. PERSONNEL**  
General Manager—Herschel Wiseman.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.
- TIME RATES**  
ET 1/1/74—Rec'd 2/28/74.  
AA—6-9 am & 4-6 pm.  
A—9 am-4 pm & 6-11 pm.
- 6. SPOT ANNOUNCEMENTS**
- | AA:                        | 1 min | 30 sec | 10 sec |
|----------------------------|-------|--------|--------|
| 1-19                       | 3.00  | 2.50   | 1.50   |
| 500+ per yr or 20+ per wk. | 2.60  | 2.20   | 1.50   |
- | A:                         | 1 min | 30 sec | 10 sec |
|----------------------------|-------|--------|--------|
| 1-19                       | 2.40  | 2.00   | 1.20   |
| 500+ per yr or 20+ per wk. | 2.10  | 1.75   | 1.20   |

**WKRW**

1961



- Subscriber to the NAB Radio Code**  
Media Code 4 211 3465 1.00  
Bartow Radio Corp., 1119 N. Tennessee Rd., Cartersville, Ga. 30120. Phone 404-382-1270.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Don Kordecki.
- 3. FACILITIES**  
500 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.
- TIME RATES**  
No. 4 ET 12/1/71—Rec'd 2/29/72.
- 6. SPOT ANNOUNCEMENTS**
- | PER MO: | 1 ti | 10 ti | 25 ti | 50 ti |
|---------|------|-------|-------|-------|
| 1 min   | 3.00 | 2.70  | 2.50  | 2.20  |
| 30 sec  | 2.50 | 2.20  | 2.00  | 1.80  |
| 10 sec  | 1.50 | 1.35  | 1.25  | 1.10  |
- PER YR:** 1 min 30 sec 10 sec  
500 x ..... 2.40 1.90 1.20  
1000 x ..... 2.00 1.60 1.00  
AAA—9 am & 3:30-7 pm, extra 20%.

**CEDARTOWN**

Polk County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WGAA**

1941

- A Faulkner Owned Station**  
Media Code 4 211 3520 3.00  
Faulkner Radio Inc., Box 167, 413 Lakewood Dr., Cedartown, Ga. 30125. Phone 404-748-1340.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGAA: MUSIC: MOR.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—R. M. Thorburn.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.
- 4. AGENCY COMMISSION**  
15% time only. Bills payable 20 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Georgia Network, Inc.
- TIME RATES**  
ET 10/7/70—Rec'd 10/6/70.
- 6. SPOT ANNOUNCEMENTS**
- | ix     | 75x  | 150x | 225x | 300x | 400x | 500x |
|--------|------|------|------|------|------|------|
| 1 min  | 8.50 | 8.00 | 7.50 | 7.25 | 7.00 | 6.50 |
| 30 sec | 4.50 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |
| 10 sec | 4.25 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |
- 7. PACKAGE PLANS**
- | PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
|---------|-------|-------|-------|-------|-------|
| 1 min   | 8.00  | 7.50  | 7.00  | 6.50  | 6.00  |
| 30 sec  | 6.00  | 5.75  | 5.25  | 5.00  | 4.50  |
| 10 sec  | 4.00  | 3.75  | 3.50  | 3.25  | 3.00  |

**CLAXTON (1 AM; 1 FM)**

Evans County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

**WCLA**

1958

- Media Code 4 211 3575 7.00**  
The Evans County Broadcasting Co., Inc., Box 427, Claxton, Ga. 30417. Phone 912-739-3035.
- 1. PERSONNEL**  
Gen'l & Com'l Mgr.—Don Sports.
- 3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 107.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 195 ft. above average terrain.  
Simulcast 6 am-local sunset.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- NATIONAL AND LOCAL RATES SAME**  
ET 11/1/73—Rec'd 10/30/73.
- 6. SPOT ANNOUNCEMENTS**
- | 50x    | 150x | 300x |      |
|--------|------|------|------|
| 1 min  | 3.50 | 2.75 | 2.25 |
| 30 sec | 3.25 | 2.50 | 2.00 |

**CLAYTON**

Babun County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WGHC**

1961

- Subscriber to the NAB Radio Code**  
Media Code 4 211 3630 0.00  
Babun Radio, Box 348, Clayton, Ga. 30525. Phone 404-782-4251.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Carroll S. Lee.
- 3. FACILITIES**  
1,000 w.; 1370 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.
- TIME RATES**  
ET 8/1/72—Rec'd 8/26/72.
- 6. SPOT ANNOUNCEMENTS**
- | ix     | 15x  | 26x  | 52x  | 78x  | 104x | 158x |
|--------|------|------|------|------|------|------|
| 1 min  | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 |
| 30 sec | 2.25 | 2.10 | 2.00 | 1.90 | 1.80 | 1.70 |

**CLEVELAND**

White County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WRWH**

1959



- Subscriber to the NAB Radio Code**  
Media Code 4 211 3685 4.00  
News, Inc., Box 181, Cleveland, Ga. 30528. Phone 865-2421.
- 1. PERSONNEL**  
Station Manager—Dean Dyer.
- 3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Georgia Network, Inc.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/73—Rec'd 7/3/73.
- 6. SPOT ANNOUNCEMENTS**
- | PER MO: | 1 ti | 25 ti | 50 ti | 100 ti | 150 ti |
|---------|------|-------|-------|--------|--------|
| 1 min   | 3.00 | 2.75  | 2.50  | 2.00   | 1.75   |
| 30 sec  | 2.00 | 2.00  | 1.85  | 1.75   | 1.60   |

**COCHRAN (1 AM; 1 FM)**

Bradley County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WVMG**

1966

- Media Code 4 211 3740 7.00**  
Happy Acres Broadcasting Co., Inc., Industrial Park Rd., Cochran, Ga. 31014. Phone 912-924-6261.
- 1. PERSONNEL**  
Manager—Freddie Frye.
- 3. FACILITIES**  
1,000 w.; 1440 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 96.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 317 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
- TIME RATES**  
ET 5/29/73.
- 6. SPOT ANNOUNCEMENTS**
- | 1 ti         | 50 ti | 100 ti |      |
|--------------|-------|--------|------|
| 1 min        | 3.50  | 3.45   | 3.30 |
| 30 sec       | 3.30  | 3.25   | 3.15 |
| 15 sec, flat | 2.00  |        |      |
- 7. PACKAGE PLANS**
- | PER MO: | 25 ti | 50 ti | 75 ti |
|---------|-------|-------|-------|
| 1 min   | 85    | 170   | 255   |
| 30 sec  | 80    | 160   | 240   |

**COLUMBUS (6 AM; 3 FM)**

Muscogee County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Evening Traffic (3-7 pm)	Evening (7 pm-midnight)
A	20	16	18	16
B	13	11	13	11
C	12	10	12	10
D	12	10	12	10
AVERAGE	14	12	14	13

**WCGQ (FM)**1966  
COLUMBUS

- Media Code 4 211 3767 0.00**  
WGHA, Inc., Box 1537, 1415 Wynnton Rd., Columbus, Ga. 31902. Phones 404-323-3603, 322-1077.  
See affiliated AM station for additional information.  
AM facilities: WHYD.
- 1. PERSONNEL**  
Program Director—David Tate.
- 3. FACILITIES**  
ERP 40,000 w.; 107.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.
- TIME RATES**  
No. 1 ET 1/1/74—Rec'd 2/28/74.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 6 am-3 pm.  
B—Mon thru Sun midnight-6 am or BTA.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | AA | A  |
|---------|----|----|
| 1 ti    | 12 | 10 |
| 6 ti    | 11 | 9  |
| 12 ti   | 10 | 8  |
| 18 ti   | 9  | 7  |
| 24 ti   | 8  | 6  |
- B: Flat 1 min 4.00; 30 sec 3.00.  
10 sec: 50% of 1-min.

**GEORGIA****WCLS**

1955

COLUMBUS

- Media Code 4 211 3795 1.00**  
Muscookee Broadcasting Co., Inc., Box 229, Columbus, Ga. 31902. Phone 404-327-3803.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charlie H. Parish, Jr.  
Operations Manager—Chuck Harris.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
1,000 w.; 1580 kc. Directional—night only.  
Operating schedule: 24 hours daily.
- 4. AGENCY COMMISSION**  
15/0; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.
- TIME RATES**  
No. 6B ET 2/1/69—Rec'd 6/11/69.  
AA—Mon thru Fri 6:30-10 am & 4-7 pm.  
A—Mon thru Fri 10 am-4 pm & 7-10 pm.  
B—Mon thru Sun 10 pm-6:30 am.
- 6. SPOT ANNOUNCEMENTS**
- | 1 MIN: | 52x   | 104x  | 156x  | 260x  | 512x  |
|--------|-------|-------|-------|-------|-------|
| AA     | 14.00 | 13.50 | 12.50 | 11.50 | 10.50 |
| A      | 12.60 | 12.15 | 11.25 | 10.35 | 9.45  |
| B      | 11.20 | 10.80 | 10.00 | 9.20  | 8.40  |
- 20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.
- 7. PACKAGE PLANS**
- | PER WK:   | 1 ti  | 10 ti | 20 ti | 30 ti | 40 ti |
|-----------|-------|-------|-------|-------|-------|
| 1 min     | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
| 30/20 sec | 8.80  | 8.40  | 8.00  | 7.60  | 7.20  |
| 10 sec    | 6.60  | 6.30  | 6.00  | 5.70  | 5.40  |
- All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency on annual plan.
- 10. SPECIAL FEATURES**  
NEWS FEATURES  
5:30, 6:30, 7:30, 8:30 am & 12:30, 4:30, 5:30, 6:30, 7:30 pm, per broadcast.  
Headlines hourly at :54. ABC Contemporary News hourly at :55.  
1-minute fixed position rate applies.  
Cossell Sports—8:25 am & 5:25 pm daily.  
Fixed position rate applies.  
(Columbus continued on next page)

**ATTENTION:****Buyers and Sellers of Radio and TV Network Time**

National Radio and TV network rates and data will be found in the bi-monthly SRDS *Network rates and data*.

*Network rates and data* includes all changes in rates, ownership, affiliations, and program times that have been announced since the original rate cards were issued. Copies of this small, easy-to-handle, easy-to-use book can be distributed to individuals, to members of a conference group; can be conveniently filed, or kept within easy reach for use whenever radio and television network information is needed or desired.

For your subscription to *Network rates and data*—only \$10.00 per year—write today to Subscription Department, Standard Rate & Data Service, 5201 Old Orchard Road, Skokie, Ill.

RT011-1/4

# GEORGIA

Columbus—Continued

**WDAK**  
1940  
COLUMBUS



**ROBERT E. EASTMAN & CO., INC.**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 211 3650 4 00  
Radio Columbus, Inc., Box 1640, 1846 Ruena Vista  
Rd., Columbus, Ga. 31902. Phone 404-322-5447.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDAK: Programmed for adults & young adults  
18-49; midnight-3 pm, plus teens, 3 pm-midnight.  
**MUSIC:** current hits & oldies. NEWS: 7x per day,  
5 minutes network at :60. Editorials, Bulletins,  
Community & local news involvement. 2-way talk on  
current problems at noon, M-F. Teen problems dis-  
cussion noon Sat. Newsmaker interview noon Sun.  
**SPORTS:** news in drive times & as warrants.  
Weather twice per hour. ENTERTAINMENT: per-  
sonality DJ's, contests, features, syndicated specials.  
Contact Representative for further details. Rec'd  
8/30/74.

## 1. PERSONNEL

President—Allen M. Woodall, Jr.  
Vice-Pres. & Gen'l Mgr.—Bernie Barker.  
Sales Manager—Bill Bryant.

## 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

## 3. FACILITIES

3,000 w. days; 500 w. nights; 540 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0 time only; 10 days.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20b, 21d, 22b, 23a, 23b, 24a, 24c, 25a,  
25c, 29a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60f.  
Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with Eastman Radio Network.  
Affiliated with American Information Network.

## TIME RATES

ET 8/1/73—Rec'd 7/5/72.

I—Mon thru Sat 5-10 am.  
II—Mon thru Sat 3-7 pm.  
III—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.

**WDAK THE BIG 40**



**COVERS**

**COLUMBUS**

**MORE THAN TWICE  
THE AUDIENCE OF THE  
2nd PLACE STATION  
6-10 am/3-7 pm**

ARB Apr/May '74  
Cumes M-F



**5000 WATTS at FABULOUS 540**  
Columbus, Georgia

Represented by  
**Robert E. Eastman & Co., Inc.**

## 6. SPOT ANNOUNCEMENTS

PER WK:	11	12 11	10 11	11	12 11	10 11
1 min.....	22	20	18	20	18	16
30 sec.....	18	16	14	16	14	13
10 sec.....	13	12	11	12	11	10
1 min.....	18	16	14	16	14	13
30 sec.....	14	13	11	10	8	
10 sec.....	11	10	8			

## 7. PACKAGE PLANS

CUME PLANS:	Et
30 Plan (81, 711, 15111).....	13
15 Plan (41, 311, 8111).....	15

## 8. PROGRAM TIME RATES

5 min—1/12r applicable 1-min.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%  
RATEHOLDER  
Minimum wky sched of 6 1-min spots @ am-12 mid.  
Mon-Sun necessary to maintain consec wk advertising.

**WHYD**

1947  
COLUMBUS

**NAB**

**RAB**

Media Code 4 211 3960 1 00  
WGBA Inc., Box 1537, 1415 Wynnton, Rd., Colum-  
bus, Ga. 31902. Phone 404-322-3603.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHYD: programmed for late teens & adults.  
6 AIR PERSONALITIES. News 10%: (6% local  
2% world; 2% foreign). MUSIC 80%: contemporary  
country. RELIGIOUS: 6 am-12N, Sun. SPORTS  
10%: pro, college & high school play-by-play. Con-  
tact Representative for further details. Rec'd 8/27/73.

## 1. PERSONNEL

President—C. A. McClure.  
General Manager—Doyle W. Palmer.  
Program Director—Jim Deer.

## 2. REPRESENTATIVES

PRO Time Sales, Inc.  
South—Southern Spot Sales, Inc.

## 3. FACILITIES

3,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-noon sunset. EST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 4a, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 23b, 24b, 25a, 28c, 28a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 48,  
50, 51a.  
Comb.: Cont. Discounts: 60a, 61c, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80.  
FM facilities: WCGQ (FM).  
Affiliated with MBS.

## TIME RATES

ET 10/7/72—Rec'd 9/18/72.

6. SPOT ANNOUNCEMENTS	11	12 11	10 11	8+4
WKLY:	11	12 11	10 11	8+4
1 min.....	10.00	6.50	9.00	8.80
30/30 sec.....	5.00	7.60	7.30	8.80
10 sec: 50% of 1-min.				

## 8. PROGRAM TIME RATES

1 x	2x	1/2 hr	1/4 hr	10 min	8 min
60	36	24	18	12	

## DISCOUNTS

13x—3%	32x—12-1/2%	150x—10%
30x—15%	104x—15%	200x—20%

## 10. SPECIAL FEATURES

News and weather—regular rates plus 10%.

**WHYD is...**

1..... men 25-64.....	1
2..... total persons 12+.....	2
3..... women 25-64.....	3

ARB Apr./May '73, M-S 6 AM-Mid, TSA  
avg. 1/4 hr. persons, AM & FM

**WOKS**

1939  
COLUMBUS

Hertz Communications Group  
Media Code 4 211 4015 3 00  
Hertz Broadcasting of Columbus, Inc., Box 1908,  
Columbus, Ga. 31902. Phone 404-324-0261.

**STATION'S PROGRAMMING DESCRIPTION**  
WOKS: Programmed for the young adult genera-  
audience with emphasis on the Black listener.  
**MUSIC:** R & B, Top 40, jazz & gospel. AIR PER-  
SONALITIES handle all segments and taped com-  
mercials by them are interchangeable. NEWS: 5 min  
at :55 regional and national, 2 min capsule at :28  
after hour regional and national, 5 min community  
news 3 times daily, at 6:50 am, 9:50 am, & 8:50 pm.  
Daily housewife program features household hints,  
recipes, health tips and guests. Subjects of interest  
to listeners are discussed. Participate in fund drives  
and community activities, etc. SPORTS: local high  
school football, basketball, baseball, etc. Contact  
Representative for further details. Rec'd 3/8/73.

## 1. PERSONNEL

President—Louis O. Hertz.  
General Manager—Arthur C. Angell, Jr.

## 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1346 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0 time only; when rendered.

## 5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 24b, 25a, 26, 27, 29a, 32b.  
Contracts: 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60b, 80i, 61c, 62d.  
Cancellation: 70a, 71a, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

## TIME RATES

No. 11 ET 1/73—Rec'd 5/7/73.

## 6. SPOT ANNOUNCEMENTS

PER WK:	11	12 11	10 11	24 11	18 11	24 11
PER WK:	11	12 11	10 11	24 11	18 11	24 11
(*) 14.00 13.00 12.00 11.00 11.20 10.40 9.60 8.80						
(†) 12.00 11.00 10.00 9.00 9.60 8.80 8.00 7.20						
10 sec: 50% of 1-min.						
(*) 6-10 am & 3-7 pm.						
(†) 10 am-3 pm & 7-11 pm.						
26 wk—10%						
DISCOUNT						
52 wk—20%						

## WPNX

1932  
PHENIX CITY, ALA.—COLUMBUS, GA.

**Country Giant**

**NAB**

**RAB**

Media Code 4 211 4070 6 00  
B1-State Broadcasting Co., Box 687, Columbus, Ga.  
31902. Phone 404-322-2270.  
Studios: Airport Dr., Box 1387, Phenix City, Ala.  
36867. Phone 404-322-2270.

**STATION'S PROGRAMMING DESCRIPTION**  
WPNX: Programmed for adults of all ages.  
6 personalities plus 2 local news and public affairs.  
**MUSIC:** modern country western 80%, religious programs  
3%. NEWS: national 5 min on hour, local news at  
7:30 am, 8:30 am, 5 pm & 5:30 pm. SPORTS: col-  
lege and high school football. RELIGIOUS: Sun  
church 11 am-noon & 5-11 am. Commercial limit: 18  
minutes per hour. Contact Representative for further  
details. Rec'd 1/2/73.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Sidney Kaminsky.  
Program Director—Chuck Holiday.

## 2. REPRESENTATIVES

South Southwest—David Carpenter Company.

## 3. FACILITIES

5,000 w. days, 1,000 w. nights; 1460 kc.  
Directional—night only.

## 4. AGENCY COMMISSION

15% bill payed in month.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22b, 23a, 24b, 25b, 29a.  
Contracts: 40a, 42b, 46.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 63a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.

## TIME RATES

ET—Rec'd 12/28/71.

**6. SPOT ANNOUNCEMENTS**  
Drive Times—Mon thru Sat 6-10 am & 8-7 pm;  
Sun noon-6 pm.  
Housewife Times—Mon thru Sat 10 am-3 pm,  
Night Time—Mon thru Sat 7 pm-1 am.  
1 MINUTE

PER WK:	6 11	12 11	10 11	24 11
Drive Times.....	10	9	8	7
Housewife Times.....	9	8	7	6
Night Time.....	8	7	6	5
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.				

## 7. PACKAGE PLANS

**WEEKLY SATURATION PLAN**  
9 spots 6-10 am Mon thru Sat.  
9 spots 3-7 pm Mon thru Sat.  
3 spots 7-10 pm Mon thru Fri.  
3 spots 10 am-3 pm Mon thru Fri.  
4 spots noon-6 pm Sun.  
22 spots per wk, ex..... 7.80

**COUNTRY WIDE PLAN**  
PER DAY:  
1 spot 6-10 am Mon thru Sat.  
1 spot 3-7 pm Mon thru Sat.  
2 spots 10 am-noon Mon thru Sat.  
2 spots noon-3 pm Mon thru Sat.  
3 spots 7 pm-midnight Mon thru Sat.  
1 spot midnight-6 am Mon thru Sat.  
3 spots noon-6 pm Sun.  
37 spots per wk, ex..... 6.80  
20/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

## 8. PROGRAM TIME RATES

1 hr.	1/2 hr:	10 min:	30% of hour.
80	5 min:	30% of hour.	
1/4 hr: 40% of hour.			

25x—5%	DISCOUNTS	200x—25%
52x—10%	104x—15%	520x—30%
	158x—20%	

**WRBL**

1920  
COLUMBUS

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 211 4125 0 00  
Columbus Broadcasting Co., Inc., Box 270, Colum-  
bus, Ga. 31902. Phone 404-324-2441.

**STATION'S PROGRAMMING DESCRIPTION**  
WRBL: Adult and young programming.  
6 AIR PERSONALITIES. MUSIC 71%: MOE,  
standards, jazz, showtunes & trend. NEWS 19%: 0%  
regional & local; 15 min at 7 am & 8:30 pm; 30  
min at noon; 20 min at 8 am; 6 min hourly; 3 5-min  
at :30; 10 man news staff provides mobile reports, 3  
mobile units, 1 plane, 1 boat. Editorials & business  
news. SPORTS: live Major League baseball & bas-  
ketball; college & high school football & basketball;  
racing; sports reports 15 min, M-F; 8 weekend sports  
reports. FARM: 5 min daily, 10 min Sat. Weather-  
dials, public affairs programming 5%. COMMERCIAL  
POLICY: 18 minutes of commercials per hour.  
Contact Representative for further details. Rec'd  
3/31/71.

**7. PERSONNEL**  
Pres. & Gen'l Mgr.—J. W. Woodruff, Jr.  
Station Manager—Charles M. Rector.  
Program Director—Bill Bowick.

## 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

## 3. FACILITIES

5,000 w. days; 1420 kc. Directional—night only.  
Operating schedule: 5:00-12:05 am EST.  
Partial simulcast operation: Simulcast 6-7:15 am &  
10 pm-midnight Mon thru Fri; 6-11:30 am Sat; 7  
am-1 pm Sun. For non-simulcast facilities see  
WRBL-FM.

## 4. AGENCY COMMISSION

15% time only; 10% of following month.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 22a, 22b, 23a, 24b, 25a, 26,  
27, 28a, 28c, 29a.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51a.  
Comb. Cont. Discounts: 60a, 60f, 61a, 62b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
TV Facilities: WRBL-TV.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.  
Member: Georgia Network, Inc.

## TIME RATES

ET 7/1/70—Rec'd 5/27/70.

AAA—Mon thru Sat 6-10 am & 3-7 pm.	AA—Mon thru Sat 10 am-3 pm & 7-9 pm; Sun am-noon.	A—All other times.
52x	104x	156x
156x	208x	260x
312x	365x	500x
AAA 19.25 18.00 16.90 15.75 14.65 13.50 12.55 11.25	AA 12.75 12.00 11.25 10.50 9.75 9.00 8.25 7.50	A 10.20 9.60 9.00 8.40 7.80 7.20 6.60 6.00
AAA 14.55 13.50 12.65 11.85 10.95 10.15 9.15 8.05 9.00	AA 9.60 9.00 8.65 8.35 7.35 6.75 6.60 6.00	A 7.85 7.20 6.75 6.30 5.85 5.40 5.30 4.80
AAA 9.75 9.00 8.50 7.90 7.35 6.75 6.35 5.95	AA 6.40 6.00 5.60 5.25 4.90 4.50 4.20 3.85	A 5.10 4.80 4.50 4.20 3.90 3.60 3.30 3.00

## 7. PACKAGE PLANS

PER WK. ROS. 5 11 10 20 1 30 11

1 min..... 18.75 15.00 13.50 12.00

20/30 sec..... 14.10 11.25 10.15 9.00

10 sec..... 9.40 7.50 6.75 6.00

## 8. PROGRAM TIME R



Columbus—WWRH (FM)—Continued

4. AGENCY COMMISSION  
15% Payable 10th.

5. GENERAL ADVERTISING See coded regulations  
General: 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 13a, 15b.  
Contracts: 44a, 45, 46, 51b.  
Cancellation: 70a, 71a, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES  
ET 4/1/70—Rec'd 4/17/70.

6. SPOT ANNOUNCEMENTS  
1x 25x 52x 140x 156x 270x 312x  
1 min 9.50 9.00 8.50 8.00 7.50 7.00 6.50  
30 sec: 80% of 1-min.

COMMERCE

Jackson County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

WJJC

1957  
Media Code 4 211 4180 5.00  
Jackson County Broadcasting Co., Inc., Box 379 Commerce, Ga. 30529. Phone 335-3155.  
Studio—220 Little St., Commerce, Ga.

STATION'S PROGRAMMING DESCRIPTION  
WJJC: C & W 40%; standards pop 55%; gospel 5%.

1. PERSONNEL  
Pres. & Gen'l Mgr.—O. Grady Cooper.

3. FACILITIES  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Information Network.  
Member: Georgia Network, Inc.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/72—Rec'd 4/30/73.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 21 ti 30+  
1 min. 3.75 3.50 2.75  
30 sec. 2.75 2.50 2.00

CORDELE (1 AM; 1 FM)

Crisp County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

WFAV (FM)

1969  
Media Code 4 211 4210 0.00  
Southeastern Broadcasting System, Inc., 20th Ave. at Owens St., Cordele, Ga. 31015. Phones 912-273-1404, 1405.  
See affiliated AM station for additional information.  
AM facilities: WMMJ.  
STATION'S PROGRAMMING DESCRIPTION  
WFAV (FM): Country Music; Farm.

1. PERSONNEL  
Vice-Pres. & Mgr.—Bill Goodson.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

TIME RATES  
Rates are identical to WMMJ. See that listing.

WMJM

1940  
Media Code 4 211 4235 7.00  
Southeastern Broadcasting System, Inc., 20th Ave. E., Cordele, Ga. 31015. Phone 273-1404, 5.

1. PERSONNEL  
President—James S. Rivers.

3. FACILITIES  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 6:00 a.m. to midnight EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFAV (FM).  
Member: Farm Directors Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 8/1/73—Rec'd 10/6/73.

6. SPOT ANNOUNCEMENTS  
1 min. 3.15 30 sec. 2.75

CORNELIA (1 AM; 1 FM)

Habersham County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

WCON WCON-FM

1953 1965  
Media Code 4 211 4290 2.00  
Habersham Broadcasting Co., Inc. Box 100, 1 Burrill St., Cornelia, Ga. 30531. Phone 404-778-2241.  
STATION'S PROGRAMMING DESCRIPTION  
WCON: MOR, 50% std pop, 40% C & W & 10% rock n' roll.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Mrs. Bobbie C. Foster.

3. FACILITIES  
1,000 w. 250 w. nights; 1450 kc.  
Non-directional.  
FM-ERP 3,000 w.; 99.3 mc.  
Operating schedule: 5:30 am-9:30 pm. EST.  
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.  
Member: Georgia Network, Inc.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS  
PER MO. EA: 1 ti 16 ti 31+  
1 min. 2.90 2.65 2.40  
30 sec. 2.30 2.05 1.80  
15 sec. 1.65 1.40 1.15

10. SPECIAL FEATURES  
Time Signals—up to 15 words, ea .65.

COVINGTON

Newton County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

WGFS

1953  
Subscriber to the NAB Radio Code  
Media Code 4 211 4345 4.00  
R. William Hoffman & Betty Jean Hoffman, Box 869, Covington, Ga. 30209. Phone 404-786-1430.

1. PERSONNEL  
General Manager—Bill Hoffman.

3. FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-6 pm. EST.

4. AGENCY COMMISSION  
None; all rates net to station. No cash discount.

5. GENERAL ADVERTISING See coded regulations  
Member: Georgia Network, Inc.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 1/21/74.

6. SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 78x  
1 min. 2.95 2.90 2.85 2.80 2.75  
30 sec. 2.20 2.15 2.10 2.05 2.00  
10 sec. 1.70 1.65 1.60 1.55 1.50  
1 min. 104x 156x 208x 260x 312+  
1 min. 2.70 2.65 2.60 2.55 2.50  
30 sec. 1.85 1.80 1.85 1.80 1.75  
10 sec. 1.45 1.40 1.35 1.30 1.25

CUMMING

Forsyth County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

WSNE

1961  
Media Code 4 211 4400 7.00  
Howard M. Howe & Assoc., Box 608, Cumming, Ga. 30130. Phone 404-887-3136, 3137.  
STATION'S PROGRAMMING DESCRIPTION  
WSNE: Programmed primarily for rural and resort area adults and teens.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Howard M. Howe.

3. FACILITIES  
1,000 w.; 1170 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.  
Antenna ht.: 320 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

TIME RATES  
ET—Rec'd 18/14/68.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 5 ti 10+  
1 min. 5.00 4.00 3.00  
30 sec. 4.00 3.20 2.40  
10 sec: 50% of 1-min.

CUTHBERT

Randolph County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

WCUG

1971  
Media Code 4 211 4425 4.00  
R. G. Blaskow, Box 348, U. S. Hwy. 82, Cuthbert, Ga. 31740. Phone 912-732-3725.

1. PERSONNEL  
General Manager—R. G. Blaskow.

3. FACILITIES  
500 w.; 850 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15% time only.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 11/1/71—Rec'd 1/27/72.

6. SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 208x 416x  
1 min. 3.50 3.40 3.30 3.15 2.95 2.75 2.50  
30 sec. 2.80 2.75 2.65 2.50 2.35 2.20 2.00  
10 sec. 1.75 1.70 1.65 1.60 1.50 1.40 1.25

7. PACKAGE PLANS  
PER WK. ROS: 5 ti 10 ti 15 ti 18 ti 25 ti 30 ti  
1 min. 3.00 2.90 2.80 2.70 2.60 2.50  
30 sec. 2.40 2.34 2.25 2.16 2.10 2.00  
10 sec. 1.50 1.45 1.40 1.35 1.30 1.25

DALTON (3 AM)

Whitfield County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

WBLJ

1940  
Media Code 4 211 4455 1.00  
North Georgia Radio, Inc., Box 809, River Bend Rd., Dalton, Ga. 30720. Phone 404-278-3300.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Werner Wortsman.

3. FACILITIES  
1,000 w. days; 256 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30-12:05 am. EST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBN and MBS.

TIME RATES  
ET—Rec'd 4/11/73.

6. SPOT ANNOUNCEMENTS  
1 min. 3.60 30 sec. 3.00

10. SPECIAL FEATURES  
News Service—add 10% to time charges.

WRCD

1954  
Media Code 4 211 4510 3.00  
Whitfield Broadcasting Co., 104 Penta St., Dalton, Ga. 30720. Broadway 8-5511.

1. PERSONNEL  
General Manager—Jim Honey.

3. FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
Rates effective June 1, 1957.  
Rates received May 1, 1957.

6. SPOT ANNOUNCEMENTS  
Any length up to 80 seconds, live, transcribed or tape, each. 2.80

10. SPECIAL FEATURES  
News service fee of 10% added to time charge. 5-minute newscasts hourly, available at 5-minute rates, plus 10% service fee.

WTTI

1965  
Media Code 4 211 4565 7.00  
WTTI Broadcasters, Inc., Box 216, Dalton, Ga. 30720. Phone 404-226-2700.

STATION'S PROGRAMMING DESCRIPTION  
WTTI: MUSIC; Contemporary & golden hits.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Ron Arnold.

3. FACILITIES  
10,000 w.; 1530 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
ET 3/25/74—Rec'd 4/12/74.

6. SPOT ANNOUNCEMENTS  
1 min or less, ea. 5.00

10. SPECIAL FEATURES  
5-min newscasts at :60, extra 10%.

DAWSON (1 AM; 1 FM)

Terrill County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

WDWD

1948  
Media Code 4 211 4620 0.00  
Dawson Broadcasting Co., Box 390, 110 N. Main St., Dawson, Ga. 31742. Phone 912-995-5846.

1. PERSONNEL  
Pres. & Gen'l Mgr.—W. C. Woodall, Jr.

3. FACILITIES  
1,000 w. days; 890 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: The Tobacco Radio Network.

TIME RATES  
ET—Rec'd 9/15/70.

6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 156x 312x  
1 min. 5.00 4.75 4.50 4.40 4.25 4.00

WDWD-FM

1969  
Media Code 4 211 4621 8.00  
Dawson Broadcasting Co., Box 390, 110 N. Main St., Dawson, Ga. 31742. Phone 912-995-5846.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 235 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Member: Tobacco Radio Network.

TIME RATES  
ET 6/1/73—Rec'd 3/12/73.

6. SPOT ANNOUNCEMENTS  
1 min. 1x 13x 26x 39x 52x 65x  
4.00 3.90 3.70 3.50 3.40 3.35  
78x 104x 156x 208x 260x 312x  
1 min. 3.30 3.25 3.10 2.90 2.70 2.50

DECATUR

De Kalb County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

See Atlanta  
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

DONALSONVILLE

Seminole County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

WSEM

1963  
Subscriber to the NAB Radio Code  
Media Code 4 211 4875 4.00  
Seminole Broadcasting Co., Inc., Box 37, Ga. Hwy. 91, Donalsonville, Ga. 31745. Phone 912-824-5123.

1. PERSONNEL  
Gen'l Mgr. & Owner—Gilbert M. Kelley.

3. FACILITIES  
1,000 w.; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS  
1x 15x 32x 63x 94+  
1 min. 4.00 3.75 3.50 3.25 3.00  
30 sec. 3.00 2.80 2.60 2.40 2.00  
To be used within 30 days.

DOUGLAS (2 AM; 1 FM)

Coffee County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

WDMG

1946  
Media Code 4 211 4730 7.00  
WDMG, Inc., 620 E. Ward St., Douglas, Ga. 31538.  
Phone 912-384-3250.

STATION'S PROGRAMMING DESCRIPTION  
WDMG: Agricultural, industrial & general interest.

1. PERSONNEL  
General Manager—Roy L. Jones, Jr.

2. REPRESENTATIVES  
Atlanta—Dora-Clayton Agency, Inc.

3. FACILITIES  
5,000 w.; 860 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, Georgia Network, Inc.

TIME RATES  
No. 6 ET 1/1/74—Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 208x 365x  
1 min. 6.50 6.25 6.00 5.50 5.00 4.50  
30 sec. 4.00 4.75 4.50 4.00 3.50 3.00

WOKA

1962  
Subscriber to the NAB Radio Code  
Media Code 4 211 4785 1.60  
Coffee County Broadcasters, Inc., Box 471, Rocky Pond Rd., Douglas, Ga. 31533. Phones 912-384-1310, 8153.

1. PERSONNEL  
Manager—Lauren N. Nobles.

3. FACILITIES  
1,000 w.; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with NBC.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 156x 260x 312x 365x  
1 min 4.20 4.15 3.95 3.85 3.65 3.30 3.10 3.00  
30 sec 3.20 3.05 2.95 2.80 2.45 2.30 2.15 2.00

WOKA-FM

1971  
Media Code 4 211 4786 9.00  
Coffee County Broadcasters, Inc., Box 471, Rocky Pond Rd., Douglas, Ga. 31533. Phone 912-384-8153.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WOKA-FM: MOR music days, country nights.

3. FACILITIES  
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 106.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 204 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Does not accept AAAA copyrighted contract.

TIME RATES  
Rates are identical to WOKA. See that listing.

DOUGLASVILLE

Douglas County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

WDGL

1964  
Media Code 4 211 4840 4.00  
Douglas County Broadcasting Co., 8470 Hospital Dr., Douglasville, Ga., 30134. Phone 404-942-5188.

1. PERSONNEL  
Manager—Richard L. McLendon.  
(This listing continued on next page)

## GEORGIA

### Douglasville—W D G L—Continued

- 3. FACILITIES**  
1,000 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 7/1/74—Rec'd 7/11/74.
- 6. SPOT ANNOUNCEMENTS**  
1 min..... 3.50 30 sec..... 2.25  
10 sec: 60% of 1-min.  
CONTRACT DISCOUNT  
52 wk—15%

### DUBLIN (2 AM; 1 FM)

Lauren County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.  
30 sec: less .50 per spot.

## WMLT

Media Code 4 211 4895 8.00  
1945  
Dublin Broadcasting Co., Box 130, Dublin, Ga. 31021.  
Phones 912-272-4422, 4423. TWX 272-4422.

- 1. PERSONNEL**  
General Manager—Ed Hilliard.
- 2. REPRESENTATIVES**  
W. O. Jones, Inc.
- 3. FACILITIES**  
5,000 w. days non-directional, 500 w. nights directional; 1330 kc.  
Operating schedule: 6 am-11 pm. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station. No cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 4/1/71—Rec'd 3/20/71.
- 6. SPOT ANNOUNCEMENTS**  
1 min 5.15 4.45 4.25 4.05 3.85 3.65 3.45 3.30  
30 sec/less, 5 t.....2.50 30 sec/less, 10+ t.....2.20

## WXLII

## WXLII-FM

Media Code 4 211 4950 1.00  
1958  
Lauren County Broadcasting Co., Box 967, Glenwood Ave., Dublin, Ga. 31021. Phone 373-4392, 4393.

- 1. PERSONNEL**  
Mgr. & Comm'l Mgr.—Mike Kirby.
- 2. REPRESENTATIVES**  
Hal Walton Co.  
Southeast—Bernard I. Ochs, Co.
- 3. FACILITIES**  
1,000 w. days, 350 w. nights; 1330 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 11/1/73—Rec'd 12/31/73.
- 6. SPOT ANNOUNCEMENTS**  
1 min or less..... 6.00 5.50 5.00 4.50 4.00  
156x 208x 260x 312x  
1 min or less..... 3.75 3.50 3.25 3.00  
1000+, extra 2.50.

## EASTMAN

Dodge County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## WUFF

Media Code 4 211 5005 8.00  
1961  
Farnell O'Quinn, Box 626, 731 College, Eastman, Ga. 31023. Phones 912-374-3437, 3438. McRae 668-9905; Cochran 934-7825.

- 1. PERSONNEL**  
Sales & Gen'l Mgr.—Gene Rogers.
- 2. REPRESENTATIVES**  
Dora-Clayton Agency, Inc.
- 3. FACILITIES**  
1,000 w.; 710 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None. All rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS and NBC.
- TIME RATES**  
Eff—Rec'd 11/10/72.
- 6. SPOT ANNOUNCEMENTS**  
1 min 6x 26x 52x 156x 260x 312x 520x 780x  
1 min 6.00 5.50 5.00 4.75 4.50 4.25 4.00 2.95

## EAST POINT

Fulton County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### See Atlanta

(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

## EATONTON

Putnam County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## WXPQ

1965

Media Code 4 211 5060 8.00  
Eatonton Broadcasting Co., Inc. Box 552, 202A Jefferson St., Eatonton, Ga. 31024. Phones 404-485-8055, 6782.

- STATION'S PROGRAMMING DESCRIPTION**  
WXPQ: Contemporary.
- 1. PERSONNEL**  
Manager—Howard Williamson.
- 3. FACILITIES**  
1,000 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 12/20/71—Rec'd 12/27/71.
- 6. SPOT ANNOUNCEMENTS**  
1 min..... 6.00 5.50 4.25 3.50 3.00 2.75

## ELBERTON (1 AM; 1 FM)

Elbert County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WSGC

1948

Media Code 4 211 5115 0.00  
Elberton Broadcasting Co., Box 638, Jones St., Elberton, Ga. 30635. Phone 404-283-1400.

- 1. PERSONNEL**  
Manager—Lewis Shurbutt.
- 3. FACILITIES**  
1,000 w. days, 350 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-11:15 pm. EST.  
Partial simulcast operation. Simulcast 6-9 am Mon thru Sat. For non-simulcast facilities see WSGC.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Eff 9/1/74—Rec'd 8/2/74.
- 6. SPOT ANNOUNCEMENTS**  
CALENDAR MO: 1 ti 50 ti 125 ti 200+  
1 min..... 2.80 2.35 2.10 1.95  
30 sec..... 2.15 1.95 1.75 1.60  
15 sec: Pa 1.25.  
AM/FM simulcast: AM rate plus 25%.

## WSGC-FM

1973

Media Code 4 211 5116 8.00  
Elberton Broadcasting Co., Inc., Box 638, Jones St., Elberton, Ga. 30635. Phone 404-283-1400.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-11 pm. For simulcast facilities see WSGC.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Eff—Rec'd 9/14/73.
- 6. SPOT ANNOUNCEMENTS**  
CALENDAR MO: 1 min 30 sec 15 sec  
1 x..... 3.50 2.80 2.15  
100 x..... 3.25 2.60 1.95  
200+..... 3.10 2.50 1.90  
FM/AM simulcast: AM rate plus 25%.

## FITZGERALD

Ben Hill County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## WBHB

1946

Media Code 4 211 5170 5.00  
Ben Hill Broadcasting Corp., Fitzgerald, Ga. 31750.  
Phone 912-423-2077.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Paul E. Beid.
- 3. FACILITIES**  
1,000 w. days, 350 w. nights; 1340 kc.  
Operating schedule: 5:30 a.m. to 11:15 pm. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 2/19/74.
- 6. SPOT ANNOUNCEMENTS**  
1 min..... 4.00 3.95 3.85 3.70 3.50  
30 sec..... 2.75 2.70 2.65 2.50 2.25  
1 min..... 2.60x 312x 624x 625+  
30 sec..... 3.25 3.00 2.75 2.50  
1 min..... 2.00 1.75 1.50

## FORSYTH

Monroe County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## WFNE (FM)

1973

Media Code 4 211 5197 6.00  
Forsyth Broadcasting Co., Box 693, 76 E. Johnston St., Forsyth, Ga. 31029. Phone 912-994-9494.

- 1. PERSONNEL**  
Mgr. & Sales Mgr.—Calvin R. Means.
- 3. FACILITIES**  
ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; agencies add commissions to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 1 Eff 10/15/73—Rec'd 1/8/74.  
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1x 52x 104x 156x 312x  
1 min..... 4.00 3.75 3.50 3.25 3.00  
30 sec..... 3.50 3.25 3.00 2.75 2.50  
15 sec: 2.00.
- CLASS A**  
1 min..... 3.20 3.00 2.80 2.60 2.40  
30 sec..... 2.60 2.40 2.20 2.00 1.80  
15 sec: 1.50.
- 7. PACKAGE PLANS**  
PER WK, ROS: 10 ti 20 ti 30 ti  
1 min..... 28 52 72  
30 sec..... 22 40 54  
PER MO: 1 min 30 sec  
100 ti..... 240 180
- 10. SPECIAL FEATURES**  
5 min news, 13 wk minimum, 1-1/2x 1-min.

## FORT VALLEY

Peach County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WFPM

1951

Media Code 4 211 5225 7.00  
Koeckel Radio, Inc., Box 934, Fort Valley, Ga. 31030. Phone 912-825-5547.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Paul Reehling.
- 3. FACILITIES**  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS and MBS.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 5/1/74—Rec'd 5/3/74.
- 6. SPOT ANNOUNCEMENTS**  
PER WK, ROS: 25x 52x 104x 260x 500x  
1 min..... 3.70 3.60 3.30 2.50 2.30  
30 sec..... 3.00 2.90 2.65 2.20 2.00  
10 sec..... 2.30 2.20 2.00 1.70 1.50  
Other than ROS, extra 20%.

## GAINESVILLE (3 AM; 2 FM)

Hall County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## WDUN

1948

Subscriber to the NAB Radio Code  
Media Code 4 211 5280 2.00  
Northeast Georgia Broadcasting Co., Box 10, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.

- STATION'S PROGRAMMING DESCRIPTION**  
WDUN: Contemporary music format, 18-49.
- 1. PERSONNEL**  
President—John W. Jacobs, Jr.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5-1 am. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Georgia Network, Inc.
- TIME RATES**  
Eff 6/1/73—Rec'd 6/27/73.
- AA—Mon thru Sat 6-9 am.  
A—Mon thru Sat 9 am-7 pm.  
B—All other times.
- 6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 ti 10 ti 20 ti 30 ti 60 ti 100 ti  
PER MO: 1 ti 20 ti 40 ti 60 ti 100 ti 200 ti  
PER YR: 1x 60x 200x 400x 700x 1000x  
15 sec..... 5.00 4.50 4.00 3.50 3.00 2.50  
30 sec..... 3.50 3.00 2.50 2.00 1.50 1.00  
1 min..... 6.90 6.25 5.65 5.00 4.40 3.75
- CLASS A**  
15 sec..... 4.00 3.60 3.20 2.80 2.40 2.00  
30 sec..... 4.40 4.00 3.60 3.20 2.80 2.40  
1 min..... 5.50 5.00 4.50 4.00 3.50 3.00
- CLASS B**  
15 sec..... 3.00 2.70 2.40 2.10 1.80 1.50  
30 sec..... 3.30 3.00 2.70 2.40 2.10 1.80  
1 min..... 4.10 3.75 3.35 3.00 2.60 2.25

- 7. PACKAGE PLANS**  
1 WEEK  
EA: 10 ti 20 ti 30 ti 40 ti 50 ti 80 ti  
1 min..... 5.85 5.32 4.80 4.28 3.75 3.46  
20/30 sec..... 4.70 4.27 3.84 3.41 2.98 2.74  
10/less..... 3.06 2.77 2.49 2.20 1.91
- 4 WEEKS  
1 min..... 5.33 4.85 4.37 3.90 3.42 3.15  
20/30 sec..... 4.28 3.89 3.50 3.11 2.72 2.49  
10/less..... 2.79 2.52 2.26 2.00 1.78
- 8 WEEKS  
1 min..... 5.04 4.59 4.13 3.68 3.22 2.97  
20/30 sec..... 4.05 3.68 3.30 2.93 2.56 2.35  
10/less..... 2.65 2.40 2.14 1.89 1.64

- 8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.
- TIME RATES**  
No. 10 Eff 5/1/74—Rec'd 5/2/74.
- 6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 156x 260x  
1 min 6.25 6.00 5.75 5.50 5.25 5.00 4.75  
312x 624x 936x 1248x 1560x 1872+  
1 min..... 4.50 4.25 4.00 3.75 3.50 3.25  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
50% to be used last 6 mo of contract.
- 7. PACKAGE PLANS**  
1 WEEK  
EA: 10 ti 20 ti 30 ti 40 ti 50 ti 80 ti  
1 min..... 5.85 5.32 4.80 4.28 3.75 3.46  
20/30 sec..... 4.70 4.27 3.84 3.41 2.98 2.74  
10/less..... 3.06 2.77 2.49 2.20 1.91
- 4 WEEKS  
1 min..... 5.33 4.85 4.37 3.90 3.42 3.15  
20/30 sec..... 4.28 3.89 3.50 3.11 2.72 2.49  
10/less..... 2.79 2.52 2.26 2.00 1.78
- 8 WEEKS  
1 min..... 5.04 4.59 4.13 3.68 3.22 2.97  
20/30 sec..... 4.05 3.68 3.30 2.93 2.56 2.35  
10/less..... 2.65 2.40 2.14 1.89 1.64

## WDUN-FM

1948

Media Code 4 211 5281 0.00  
Northeast Georgia Broadcasting Co., Box 10, 1102 Thompson Bridge Rd., N. E., Gainesville, Ga. 30501. Phone 404-534-7331.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WDUN-FM: Programmed for adults.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.7 mc. Stereo.  
Operating schedule: 5-1 am. EST.  
Antenna ht.: 540 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Eff 6/1/73—Rec'd 6/27/73.
- 6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 10 ti 20 ti 30 ti 60 ti 100 ti  
PER MO: 1 ti 20 ti 40 ti 60 ti 100 ti 200 ti  
PER YR: 1x 60x 200x 400x 700x 1000x  
30 sec..... 4.40 4.00 3.60 3.20 2.80 2.40  
1 min..... 5.50 5.00 4.50 4.00 3.50 3.00  
Frequency discount earned when purchased with AM.

## WFOX (FM)

1965

Media Code 4 211 5305 7.00  
WFOX, Radio Athens, Inc., Federal Land Bank Bldg., Gainesville, Ga. 30501. Phone 404-536-9948.

- STATION'S PROGRAMMING DESCRIPTION**  
WFOX (FM): Contemporary format.
- 1. PERSONNEL**  
General Manager—A. J. (Butch) Guest.
- 2. REPRESENTATIVES**  
David Carpenter Company.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 540 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
5% discount when sold in combination with WRFC, Athens.
- TIME RATES**  
Eff 8/1/74—Rec'd 5/1/74.
- 6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 10 ti 25 ti 40 ti 60 ti  
PER YR: 1x 250x 500x 750x 1000x  
1 min..... 4.50 4.25 4.00 3.75 3.50  
30 sec..... 3.50 3.25 3.00 2.75 2.50  
15 sec..... 3.00 2.75 2.50 2.25 2.00

## WGGA

1941

A Kirk Broadcasting Station  
Subscriber to the NAB Radio Code  
Media Code 4 211 5355 4.00  
WGGA, Inc., Box 1318, 220 Main St., S. E., Gainesville, Ga. 30501. Phone 404-532-0211.

- STATION'S PROGRAMMING DESCRIPTION**  
WGGA: Programmed for general interest.
- 1. PERSONNEL**  
General Manager—A. O. Heelan.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Southeastern—Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
5,000 w. days, 500 w. nights; 550 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.
- TIME RATES**  
No. 10 Eff 5/1/74—Rec'd 5/2/74.
- 6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 156x 260x  
1 min 6.25 6.00 5.75 5.50 5.25 5.00 4.75  
312x 624x 936x 1248x 1560x 1872+  
1 min..... 4.50 4.25 4.00 3.75 3.50 3.25  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
50% to be used last 6 mo of contract.
- 7. PACKAGE PLANS**  
1 WEEK  
EA: 10 ti 20 ti 30 ti 40 ti 50 ti 80 ti  
1 min..... 5.85 5.32 4.80 4.28 3.75 3.46  
20/30 sec..... 4.70 4.27 3.84 3.41 2.98 2.74  
10/less..... 3.06 2.77 2.49 2.20 1.91
- 4 WEEKS  
1 min..... 5.33 4.85 4.37 3.90 3.42 3.15  
20/30 sec..... 4.28 3.89 3.50 3.11 2.72 2.49  
10/less..... 2.79 2.52 2.26 2.00 1.78
- 8 WEEKS  
1 min..... 5.04 4.59 4.13 3.68 3.22 2.97  
20/30 sec..... 4.05 3.68 3.30 2.93 2.56 2.35  
10/less..... 2.65 2.40 2.14 1.89 1.64

## WNRJ

1957

Media Code 4 211 5390 9.00  
WLBA, Inc., Box 1398, 303 W. Washington St., Gainesville, Ga. 30501. Phone 404-532-6331.

- STATION'S PROGRAMMING DESCRIPTION**  
WNRJ: MUSIC: modern country and western music.
- 1. PERSONNEL**  
General Manager—Johnny O'Shields.
- 2. REPRESENTATIVES**  
Southern Spot Sales, Inc.
- 3. FACILITIES**  
10,000 w. days; 1130 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- (This listing continued on next page)



WVOH  
1962

Media Code 4 211 5775 1.00  
Jeff Davis Broadcasters, Inc., Box 157, Haulohurst, Ga. 31539. Phone 375-4511.

1. PERSONNEL  
Gen'l & Sales Mgr.—Wimley Waters.
2. FACILITIES  
500 w.; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
3. AGENCY COMMISSION  
15% on time; no cash discount.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
ET 2/1/68—Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS  
1 min, flat..... 3

HINESVILLE

Liberty County—Map Location G-8  
See SBDS consumer market map and data at beginning of the State.

WGML  
1956

Media Code 4 211 5830 4.00  
Liberty Broadcasting Co., Inc., Box 15, Hinesville, Ga. 31313. Tr 6-3599.

STATION'S PROGRAMMING DESCRIPTION  
WGML: Programs MOR music.

1. PERSONNEL  
President—E. D. Steele, Jr.
2. FACILITIES  
250 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise—local sunset.
3. AGENCY COMMISSION  
15%.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 10/29/73.

6. SPOT ANNOUNCEMENTS  
1 min..... 4.00 13x 52x 104x 260x  
30 sec ea, flat..... 1.65

JACKSON (1 AM; 1 FM)

Butts County—Map Location C-6  
See SBDS consumer market map and data at beginning of the State.

WJGA  
1967

Media Code 4 211 5850 2.00  
Better Radio, Inc., Box 3878, Jackson, Ga. 30233.  
Phone 404-775-3151.

1. PERSONNEL  
Pres. & Gen'l Mgr.—B. L. (Slim) Williamson.
2. REPRESENTATIVES  
David Carpenter Company.
3. FACILITIES  
1,000 w.; 1540 kc. Non-directional.  
Operating schedule: sign-on-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WJGA-FM.
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contracts.  
Affiliated with MBS and KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 11/13/73.

6. SPOT ANNOUNCEMENTS  
PER MO: 1 ti 60 ti (20+)  
1 min..... 3.00 2.50 2.00  
30 sec..... 2.00 1.75 1.50  
15 sec..... 1.75 1.50 1.00

WJGA-FM  
1968

Media Code 4 211 5851 0.00  
Central G. A. Broadcasting Corp., Box 3878, Jackson, Ga. 30233. Phone 404-775-3151.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz. & vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. EST.  
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WJGA.
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

TIME RATES

50% of AM rates.

HARTWELL

Hart County—Map Location K-4  
See SBDS consumer market map and data at beginning of the State.

WKLY  
1947

Subscriber to the NAB Radio Code.  
Media Code 4 211 5665 4.00  
WKLY Broadcasting Co., Box 666, Hartwell, Ga. 30643. Phone 404-376-2233.

1. PERSONNEL  
President—Max G. Pfander.
2. FACILITIES  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
3. AGENCY COMMISSION  
None; All rates net to station.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/73—Tr 8/27/73.

6. SPOT ANNOUNCEMENTS  
1 min..... 4.00 13x 26x 39x 52x 78x  
30 sec..... 3.25 2.75 2.60 2.50 2.40 2.30  
1 min..... 104x 156x 204x 256x 312x  
30 sec..... 2.90 2.80 2.70 2.60 2.50  
2.20 2.10 2.00 1.90 1.70

7. PACKAGE PLANS  
YEARLY CONTRACTS  
5 30-sec spots per day/7 days per wk. flat..... 50.00  
2 30-sec spots daily, per spot 1.80.  
1 30-spot daily, per spot 1.70.  
6+ per wknd, 1 min 2.00 6+ per wknd, 30 sec 3.00  
30 ti/7 days, ea..... 3.00 2.00

HAWKINSVILLE (1 AM; 1 FM)

Pulaski County—Map Location D-8  
See SBDS consumer market map and data at beginning of the State.

WCEH  
1952

Subscriber to the NAB Radio Code  
Media Code 4 211 5720 7.00  
Tri-County Broadcasting Co., Box 489, Hawkinsville, Ga. 31036. Phone 893-3381.  
Other Studios: Cochran and Eastman, Ga.

1. PERSONNEL  
General Manager—James D. Popwell.
2. REPRESENTATIVES  
Atlanta—David Carpenter Company.  
Detroit—Corlett Associates.
3. FACILITIES  
500 w. days; 610 kc. Non-directional.  
Operating schedule: 5 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WCEH-FM.
4. AGENCY COMMISSION  
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
No. 7 ET 1/1/71—Rec'd 2/25/71.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 min..... 5.00 5.75  
5 ti..... 3.80 4.30  
10+..... 2.85 3.60

13 CONSECUTIVE WEEKS  
1 ti..... 4.80 5.30  
5 ti..... 2.85 3.60  
\*10+..... 2.60 3.15 2.15 2.80

52 CONSECUTIVE WEEKS  
1 ti..... 4.30 4.85  
5 ti..... 3.00 3.65  
\*10+..... 2.40 3.00 2.00 2.40

(\* 2 or more per day for 30 sec spots with minimum of 7 days per week.

WCEH-FM  
1968

Subscriber to the NAB Radio Code  
Media Code 4 211 5721 5.00  
Tri-County Broadcasting Co., Box 489, Hawkinsville, Ga. 31036. Phone 893-3381.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 103.9 mc.  
Operating schedule: 5 am-midnight. EST.  
Partial simulcast operation. Operated separately 5-6 am & 9 am-midnight. For simulcast facilities see WCEH.

TIME RATES

Rates are identical to WCEH. See that listing.

HAZLEHURST

Jeff Davis County—Map Location E-9  
See SBDS consumer market map and data at beginning of the State.

1. PERSONNEL  
General Manager—Johnny Mann.
2. REPRESENTATIVES  
Gert Dunchez and Associates.  
Dora-Clayton Agency, Inc.
3. FACILITIES  
1,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
ET 4/30/73.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 min..... 4.50 4.00 3.50 3.00 2.50 2.25 2.00  
15 sec: 20+ 1.25

10. SPECIAL FEATURES  
WKLY NEWS PKG: 5 ti 10 ti  
Incl open, close, 1-min spot..... 25 40

WHIE  
1952

Media Code 4 211 5555 7.00  
Tetrad, Inc., Box 971, Newnan Hwy., Griffin, Ga. 30223. Phone 404-227-9451.

1. PERSONNEL  
General Manager—Fred L. Watkins.
2. REPRESENTATIVES  
Southeast—Bernard L. Ochs Co.
3. FACILITIES  
500 w. days; 1320 kc.  
Operating schedule: 5 am-local sunset daily. EST.
4. AGENCY COMMISSION  
15/10 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES  
ET 5/1/70—Rec'd 4/28/70.

6. SPOT ANNOUNCEMENTS  
1 min 4.50 4.30 4.10 3.90 3.70 3.50 3.30 3.10  
30 sec 3.80 3.45 3.30 3.10 2.95 2.80 2.65 2.50

WKEU  
1934

Media Code 4 211 5610 0.00  
Radio Station WKEU, Box 972, Griffin, Ga. 30223.  
Phone 404-227-3507.

- STATION'S PROGRAMMING DESCRIPTION  
WKEU: MUSIC: mixture based on best selling MOR
1. PERSONNEL  
Pres. & Gen'l Mgr.—A. W. Marshall, Jr.
  2. FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.  
Partial simulcast operation. Simulcast 5:30-7 am, noon-12:45 pm, 6-7 pm & 10-10:30 pm. For non-simulcast facilities see WKEU-FM.
  4. AGENCY COMMISSION  
None; agencies add commission to rates shown.
  5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 5/20/74.

6. SPOT ANNOUNCEMENTS  
1 min/sta brk 3.30 3.15 3.05 2.85 2.75 2.70  
30 sec..... 2.60 2.55 2.40 2.25 2.20 2.15

1 min/sta brk..... 1040x 1560x 2080x 3600x 7200x  
30 sec..... 2.60 2.50 2.35 .....  
10 sec..... 2.10 2.00 1.90 .....  
..... 1.20 1.15 1.00 .90

7. PACKAGE PLANS  
PER WK, EA: Open 5 ti 10 ti 15 ti 20 ti  
1 min..... 3.45 3.65 3.05 2.95 2.80  
30 sec..... 2.50 2.35 ..... 2.25  
1 min..... 25 ti 30 ti 50 ti 75 ti 100 ti  
1 min..... 2.70 2.50 .....  
30 sec..... 2.15 2.00 1.90 1.75  
10 sec..... 1.75 ..... 1.60 1.50 1.45

WKEU-FM  
1966

Media Code 4 211 5611 8.00  
Radio Station WKEU, Box 1001, Griffin, Ga. 30223.  
Phone 404-227-5507.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION  
WKEU-FM: Mixture of standards & late releases.
3. FACILITIES  
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 97.7 mc. Stereo.  
Operating schedule: 5:30 am-midnight. EST.  
Partial simulcast operation. Operated separately 7 am-noon, 12:45-6 pm, 7-10 pm & 10:30 pm-midnight.  
For simulcast facilities see WKEU.
  4. AGENCY COMMISSION  
None; agencies add commission to rates shown.

TIME RATES

Rates are identical to WKEU. See that listing.

Gainesville—WNRJ—Continued

4. AGENCY COMMISSION  
15%.
  5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.
- TIME RATES  
ET 1/1/73—Rec'd 11/3/72.
6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 15 ti 30 ti 40 ti 50 ti  
PER YR: 1x 200x 500x 750x 1000x  
1 min..... 5.00 4.70 4.10 3.50 2.90  
30 sec..... 4.00 3.75 3.30 2.80 2.35  
15 sec..... 2.50 2.35 2.25 2.10 1.75  
Fixed position, extra 20%.

GARDEN CITY

Chatham County—Map Location H-8  
See SBDS consumer market map and data at beginning of the State.

See Savannah

(including Garden City)

GLENNVILLE

Tattnall County—Map Location F-6  
See SBDS consumer market map and data at beginning of the State.

WKIG  
1961

Media Code 4 211 5445 1.00  
Tattnall County Broadcasting Co., Inc., Box 98, 226 E. Bolton St., Glennville, Ga. 30427. Phones 912-634-3550, 3551.

STATION'S PROGRAMMING DESCRIPTION  
WKIG: 1 & W 45% current hits.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Don P. Cobb.
2. FACILITIES  
1,000 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 5/15/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS  
1 min 3.50 3.20 2.95 2.70 2.25 2.00 1.75  
Minimum order—10 spots.

GORDON

Wilkinson County—Map Location E-7  
See SBDS consumer market map and data at beginning of the State.

WKOg  
1969

Subscriber to the NAB Radio Code  
Media Code 4 211 5465 9.00  
Piedmont Broadcasting Co., Box 356, 575 Menton St., Gordon, Ga. 31031. Phone 912-628-2000.  
Studio: 411 S. Wayne St., Milledgeville, Ga. 31034.  
Phone 912-452-7533.

STATION'S PROGRAMMING DESCRIPTION  
WKOg: Programmed for general audiences.

1. PERSONNEL  
General Manager—Frank Billings.
3. FACILITIES  
5,000 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15/0; 10th of month.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Georgia Network, Inc., Southern Black Network.

TIME RATES  
No. 6 ET 4/1/74—Rec'd 3/15/74.

6. SPOT ANNOUNCEMENTS  
1 min..... 3.50 3.30 3.25 3.15 3.00  
30 sec..... 2.45 2.20 2.10 1.95 1.85  
1 min..... 260x 312x 624x 1040x  
1 min..... 2.95 2.85 2.35 2.00  
30 sec..... 1.70 1.60 1.45 1.35

7. PACKAGE PLANS  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
1 min..... 2.50 2.20 2.05 1.90 1.75 1.55  
30 sec..... 1.50 1.40 1.35 1.25 1.20 1.15

10. SPECIAL FEATURES  
NEWSCASTS  
5 min 7.00 6.75 6.50 6.25 6.00 5.75 5.50 5.25  
10 min 11.00 10.50 10.00 9.75 9.25 8.75 8.50 8.00  
1/4 hr 16.25 15.75 15.25 15.00 14.00 13.00 12.00 11.00

GRIFFIN (3 AM; 1 FM)

Spalding County—Map Location C-6  
See SBDS consumer market map and data at beginning of the State.

WGRI  
1960

A Norrell Broadcasting Group Station  
Media Code 4 211 5500 3.00  
WGRI Radio, Inc., Box 156, 110 1/2 North Hill St., Griffin, Ga. 30223. Phone 404-228-8496.  
STATION'S PROGRAMMING DESCRIPTION  
WGRI: MUSIC: top country.

# GEORGIA

## JASPER

Pickens County—Map Location C-4.  
See SRDS consumer market map and data at beginning of the State.

### WYYZ

1973

Media Code 4 211 5860 1.00  
Pickens County Broadcasting Co., Box 280, Hood Rd., Jasper, Ga. 30143. Phone 404-692-6446.

- PERSONNEL**  
General Manager—Robert P. Schwab.
- FACILITIES**  
250 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1 ER 1/1/73—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	2.75
10 min	2.60
20 min	2.40
30 min	2.25
100 min	2.00
1000 min	1.75

Maximum contract—52 wks.

## JESUP (1 AM; 1 FM)

Wayne County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WIFO (FM)

1968

Media Code 4 211 5670 0.00  
Jesup Broadcasting Inc., Box 647, Jesup, Ga. 31545.  
Phone 912-427-3711.

- PERSONNEL**  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w. (horiz. & vert.); 105.3 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: Georgia Network, Inc.

**TIME RATES**  
ER 1/7/74—Rec'd 10/11/73.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	1.80
30 sec	1.40

### WLOP

1949

Media Code 4 211 5845 0.00  
Jesup Broadcasting Inc., Box 647, Jesup, Ga. 31545.  
Phone 912-427-3711.

- PERSONNEL**  
General Manager—Charles W. Hubbard.
- FACILITIES**  
5,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WIFO (FM).  
Affiliated with American Entertainment Network.  
Member: Tobacco Radio Network, Georgia Network, Inc.

**TIME RATES**  
ER 1/1/74—Rec'd 10/11/73.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.15
30 sec	3.25

## LA FAYETTE

Walker County—Map Location A-8  
See SRDS consumer market map and data at beginning of the State.

### WLFA

1954

Media Code 4 211 5940 1.00  
Radio Dixie, Inc., Box 746, LaFayette, Ga. 30728.  
Phone 404-638-3274.

- PERSONNEL**  
Gen'l & Com'l Mgr.—C. W. Gwyn.
- FACILITIES**  
5,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 ER 3/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS	
PER YEAR	BTA/ROS
1000x	500x
1000x	700x
1000x	400x
1000x	200x
1000x	100x
1 min	3.00
30 sec	2.00
15 sec	1.50

Guaranteed times: Use next highest to earned rate.

## LA GRANGE (2 AM; 1 FM)

Troup County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

### WLAG

1941

Subscriber to the NAB Radio Code  
Media Code 4 211 5995 5.00  
La Grange Broadcasting Co., Box 1429, WLAG Bldg., 304 Broome St., La Grange, Ga. 30240. Phone 404-852-3505.

- PERSONNEL**  
General Manager—Edwin Mullinax.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5:00 am-midnight, EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Georgia Network, Inc.

**TIME RATES**  
ER 3/1/69—Rec'd 1/27/69.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.00
30 sec	3.80

## WLAG-FM

1947

Subscriber to the NAB Radio Code  
Media Code 4 211 5995 5.00  
La Grange Broadcasting Co., Inc., Box 1429, 304 Broome St., La Grange, Ga. 30240. Phone 404-854-8222.

- PERSONNEL**  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 29,500 w. (horiz.), 29,500 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 5:30 am-midnight, EST.  
Antenna ht.: 222 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: Georgia Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ER 11/1/72—Rec'd 10/31/72.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.00
30 sec	3.80

## WTRP

1953

Subscriber to the NAB Radio Code  
Media Code 4 211 6050 0.00  
Chattahoochee Broadcasting Co., Ltd., New Franklin Rd., LaGrange, Ga. 30240. Phone 404-884-9877.

- PERSONNEL**  
Gen'l Mgr. & Partner—Julian P. Hurst.
- REPRESENTATIVES**  
Southeast—Dera-Clayton Agency, Inc.
- FACILITIES**  
1,000 w. days; 820 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ER 10/1/72—Rec'd 11/2/72.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.15
30 sec	3.50

## LAWRENCEVILLE

Gwinnett County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### WLAW

1959

Subscriber to the NAB Radio Code  
Media Code 4 211 6105 0.00  
Radio Gwinnett, Inc., 639 Crogan St., N. E., Lawrenceville, Ga. 30245. Phone 845-2222.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert J. McGarity.
- FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset, EST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

**TIME RATES**  
Rates effective January 8, 1980.  
Rates received January 23, 1980.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.00
30 sec	3.80

## 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.
1 time	45.00	27.00	15.00	12.00	9.00	5.50
12 times	43.00	25.50	14.00	12.00	7.50	5.25
24 times	41.00	24.00	13.00	11.00	7.00	5.00
52 times	38.00	22.00	12.00	10.00	6.50	2.75
104 times	35.00	19.50	11.00	9.00	6.00	2.50
156 times	30.00	17.00	10.00	8.00	5.50	2.25
280 times	25.00	14.50	9.00	7.00	5.00	2.00
312 times	20.00	12.00	8.00	6.00	4.50	1.75

## LOUISVILLE (1 AM; 1 FM)

Jefferson County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WPEH

1960

### WPEH-FM

1971

Subscriber to the NAB Radio Code  
Media Code 4 211 6160 5.00  
Peach Broadcasting Co., Inc., Box 425, Louisville, Ga. 30434. 404-625-7248.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Otis G. Stephens.
- FACILITIES**  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
FM-ERP 3,000 w.; 92.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ER 4/8/71.

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 min	4.00
30 sec	3.50

## LYONS

Tombs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WBBT

1939

Subscriber to the NAB Radio Code  
Media Code 4 211 6215 7.00  
Tombs County Broadcasting Co., 389 N. Victory Drive, Lyons, Ga. 30436. Phone 912-526-8122.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Joe Duggan.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-11:05 p.m., EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ER 3/73—Rec'd 3/16/73.

6. SPOT ANNOUNCEMENTS	
PER YEAR	100x
1 min	30 sec
1 min	4.50
30 sec	3.75

## MACON (6 AM; 3 FM)

Bibb County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 13 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10am)	Morning Traffic	Daytime (10am-3pm)	Afternoon (3-7pm)	Evening (7pm-midnight)
A	16	14	16	9
B	14	13	14	7
C	12	11	11	7
D	12	11	11	7
AVERAGE	14	13	13	8

# WBML

1940

### RAB

Media Code 4 211 6270 2.00  
Prattland Broadcasters, 847 Riverside Dr., Macon, Ga. 31201. Phone 912-743-5454.

- PERSONNEL**  
General Manager—Gary H. Voss.  
National Sales Director—Hon. Fischmann.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 34 hours daily, EST.
- AGENCY COMMISSION**  
15% time only; 2% cash discount. Payable 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 5, 8a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28a, 29a, 32a, 33a.  
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb. Cont. Discounts: 60a, 60c, 60l, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Eastman Radio Network.  
Member: Georgia Network, Inc.

**TIME RATES**  
No. 4 ER 4/1/70—Rec'd 4/6/70.

I—Mon thru Sat 6-10 am	
1 min	30 sec
1 min	15.00
30 sec	12.00

**SECTION II**

1 min	30 sec
1 min	13.00
30 sec	10.00

**SECTION III**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION IV**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION V**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION VI**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION VII**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION VIII**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION IX**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION X**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION XI**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION XII**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION XIII**

1 min	30 sec
1 min	10.00
30 sec	8.00

**SECTION XIV**

1 min	30 sec
1 min	10.00
30 sec	8.00



**Macon—WCRY, WCRY-FM—Cont'd**

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 1 Eff 10/1/73—Rec'd 2/1/74.  
 AAA—Mon thru Fri 6-10 am & 4-6 pm.  
 AA—Mon thru Fri 10 am-4 pm; Sat & Sun 6 am-6 pm.  
 A—Mon thru Sun 6 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER	AAA	AA	A
YR:	1 min 30 sec 1 min	30 sec 1 min 30 sec	1 min 30 sec
1 x	14.00 13.00 13.50	12.50 11.00 11.00	12.50 11.00 11.00
52 x	13.00 12.00 12.50	11.50 10.00 10.00	11.50 10.00 10.00
104 x	12.00 11.00 11.50	10.50 9.00 9.00	10.50 9.00 9.00
260 x	10.00 9.00 9.50	8.50 7.00 7.00	8.50 7.00 7.00
520 x	8.00 7.00 7.50	6.50 5.00 5.00	6.50 5.00 5.00
PER WK. BTA:	20 ti 30 ti 50 ti	7.25 7.00 6.00	6.25 6.00 5.00

**W DEN**  
1967



**Alan Torbet Associates, Inc.**



Media Code 4 211 6350 2.00  
 Elliott Broadcasting Co., Box 46, 173 First St., Macon, Ga. 31202. Phone 912-745-3383.

**STATION'S PROGRAMMING DESCRIPTION**  
 W DEN: Modern country music format featuring personalities.  
 All programs emceed by 5 air personalities, available for remote broadcasts. Continuous audience participation contests and station promotions. NEWS: local and regional news on half hour. Mobile units used in local news. SPORTS: at 8:15 am and 4:45 pm. 10% of air time devoted to public affairs, public service and editorials. COMMERCIAL POLICY: 15 minutes per hour. Contact Representative for further details. Rec'd 11/4/71.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—F. Edwin Starr, Jr.

**2. REPRESENTATIVES**  
 Alan Torbet Associates, Inc.

**3. FACILITIES**  
 1,000 w. days; 1500 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see W DEN-FM.

**4. AGENCY COMMISSION**  
 15% time only; payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 25b, 29a, 30, 32b, 33a. Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 51a. Comb.; Cont. Discounts: 60a, 60b, 60c, 60d, 60l, 60n, 61a. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 82. Affiliated with ATA Radio Network.

**TIME RATES**  
 Eff 10/1/69—Rec'd 8/25/69.

**7. PACKAGE PLANS**

WKL:	1 ti	6 ti	12 ti	18 ti	24+
1 min	13.00	10.00	8.00	7.00	6.00
20/30 sec	10.40	8.00	6.40	5.60	4.80
10 sec	6.50	5.00	4.00	3.50	2.00

**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—4% 52 wk—10%

**10. SPECIAL FEATURES**  
 5-Minute Newscasts—1-1/2x 1-min.

**W DEN-FM**  
1968



Media Code 4 211 6351 0.00  
 Elliott Broadcasting Co., Box 46, 173 First St., Macon, Ga. 31202. Phone 912-745-3383.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 W DEN-FM: For programming from sunset-sign-off see W DEN programming description.

**3. FACILITIES**  
 ERP 50,000 w.; 105.3 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operate separately local sunset-midnight. For simulcast facilities see W DEN.

**TIME RATES**  
 Eff—Rec'd 7/3/68.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	5x	26x	52x	104x	312x
1 min 4.00	3.75	3.50	3.25	3.00	2.75	2.50
20/30 sec	3.00	2.75	2.50	2.25	2.00	1.75

**5. PROGRAM TIME RATES**  
 5 min—1-1/2x 1-min. 1/2 hr—7x 1-min.  
 1/4 hr—4x 1-min. 1 hr—12x 1-min.

**WIBB**  
1948

**Independent Negro**



Media Code 4 211 6380 9.00  
 WIBB Radio, Inc., 830 Mulberry St., Macon, Ga. 31201. Phone 912-742-2505.

**STATION'S PROGRAMMING DESCRIPTION**  
 WIBB: Programmed for middle Georgia Negro. MUSIC: rhythm and blues, gospel, popular and jazz. Summary of local Negro activities during community news 3 times daily. AP & UPI national and world news. Local air personalities all segments. Live, tape

and et commercials interchangeable. SPORTS: once daily M-Sat, plus occasional live sports coverage. Live educational programs of local area schools. Personality endorsements not permitted. Contact Representative for further details. Rec'd 4/8/71.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Al Brooks.  
 Station Manager—J. L. Hummelcut.

**2. REPRESENTATIVES**  
 Bob Dore Associates, Inc.  
 South, Southwest—Dora-Clayton Agency.

**3. FACILITIES**  
 5,900 w. days; 1280 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 7b, 8. Rate Protection: 15b. Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 29a, 29a. Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51c. Comb.; Cont. Discounts: 60a, 61c, 62d. Cancellation: 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with Mutual Black Network.

**TIME RATES**  
 Eff 4/1/73—Rec'd 1/28/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	26x	52x	104x	158x	260x	312x	520x
1 min 14.00	12.00	11.50	11.00	10.00	9.50	9.00	8.50	8.00
30 sec	80% of 1-min.	10 sec	50% of 1-min.	Different length spots not combinable to earn lower rate.				

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
97.50	58.50	39.00	23.40
91.00	54.60	36.40	22.10
84.50	50.70	33.80	20.80
78.00	46.80	31.20	19.50
71.50	42.90	28.60	18.20
62.40	36.40	23.40	15.69
53.30	18.79	13.10	

**WMAZ**  
1922



**KATZ RADIO**



A Multimedia Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 211 6435 1.00  
 Multimedia Broadcasting Co., Box 5008, Macon, Ga. 31208. Phone 912-745-3311.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMAZ: Programmed for general interest. AIR PERSONALITIES handle music, telephone audience, participation games 5:30-11:45 am, 2:30-6 pm, 7:30 pm-1 am. MUSIC: current hits 50% intermixed with middle-of-the-road and standard 50%. PA/TM: 5 min report 5:45 am. Crop reports, telephone markets, farm weather, interviews 12:15-12:30 pm. NEWS: 5 min local 6 am, 7 am. 8:10 am, noon, 1 pm, 5:30 pm, 11 pm. 10 min network on hour 8 am-7 pm. Traffic and emergency on interrupt basis. 7 min news crew, 7 mobiles. SPORTS: major league baseball, pro, college and high school football. Sports news 6:20-6:30 pm & 7:15-7:30 pm. Community involvement includes salute and awards to institutions, civic leaders and students. Contact Representative for further details. Rec'd 1/4/71.

**1. PERSONNEL**  
 General Manager—Albert H. Sanders, Jr.  
 Sales Manager—Otis Hughes, Jr.

**2. REPRESENTATIVES**  
 Katz Radio.

**3. FACILITIES**  
 50,000 w. days, 10,000 w. nights; 940 kc. Directional—night only. Operating schedule: 5:30-1 am. EST.

**4. AGENCY COMMISSION**  
 15/0 time only; rendered on 1st.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 10g, 12b, 13b, 14b, 15c. Basic Rates: 20a, 20b, 21a, 21d, 24c. Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 46, 50, 51a, 51c. Comb.; Cont. Discounts: 60a, 62b. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 82. Affiliated with CBS. Affiliated with Katz Radio Network.

**TIME RATES**  
 No. 13 Eff 10/1/69—Rec'd 10/2/69.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	5x	26x	52x	104x	260x
1 min 12.00	10.00	9.00	8.00	7.00	6.00	5.00
20/30 sec	8.00	7.00	6.00	5.00	4.00	3.00

**5. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
120.00	72.00	48.00	30.00
108.00	65.00	43.50	27.00
102.00	60.00	40.00	25.50
96.00	57.00	38.00	24.00

**CLASS A**

1 hr	1/2 hr	1/4 hr	5 min
80.00	48.00	38.00	20.00
75.00	45.00	37.50	18.75
70.00	42.00	35.00	17.50
65.00	40.00	33.00	16.25

**CLASS B**

1 hr	1/2 hr	1/4 hr	5 min
60.00	36.00	24.00	15.00
54.00	32.50	21.75	13.50
48.00	30.00	20.00	12.00
45.00	28.50	19.00	11.25

**CLASS C**

1 hr	1/2 hr	1/4 hr	5 min
50.00	30.00	20.00	12.00
45.00	27.50	18.75	11.25
40.00	25.00	17.50	10.50
36.00	23.00	16.25	9.75

**CLASS D**

1 hr	1/2 hr	1/4 hr	5 min
40.00	24.00	16.00	10.00
36.00	22.00	15.00	9.25
32.00	20.00	14.00	8.50
28.00	18.00	12.75	7.75

**WMAZ-FM**  
1947



**KATZ RADIO**



A Multimedia Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 211 6436 9.00  
 Multimedia Broadcasting Co., Box 5008, Macon, Ga. 31208. Phone 912-746-7311.  
 See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMAZ-FM: Programmed for young adults. MUSIC: solid rock & roll. NEWS: network 17 times daily at 15. COMMERCIAL POLICY: 4 150-second clusters per hour. Contact Representative for further details. Rec'd 1/7/72.

**3. FACILITIES**  
 ERP 65,000 w.; 99.1 mc. Stereo. Operating schedule: 6-1 am. EST. Antenna ht.: 682 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.

**TIME RATES**  
 Eff 2/1/74—Rec'd 1/28/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	1 min	30 sec	10 sec
9.00	7.00	4.50	7.00	6.00	3.50
8.00	6.00	4.00	6.00	5.00	3.00
7.00	5.00	3.50	5.00	4.00	2.50
6.00	4.00	3.00	4.00	3.00	2.00

**WNEX**  
1945



Media Code 4 211 6490 6.00  
 Macon Broadcasting Co., 2254 Rogers Place, Macon, Ga. 31204. Phone 912-745-3301.

**STATION'S PROGRAMMING DESCRIPTION**  
 WNEX: Programmed for young audiences. MUSIC: top 40, rhythm and blues, pop, rock and roll. NEWS: 8 local newscasts per day, with on-the-scene mobile coverage. World news from UPI and network. Weather on hour and half hour. AIR PERSONALITIES featured sign-on-sign-off. SPORTS: high school and college football and basketball live coverage, auto racing, Masters' Golf Tournament, 2 sports programs daily. Contact Representative for further details. Rec'd 1/29/68.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Alfred Lowe, Sr.  
 Vice-Pres. & Sales Mgr.—Alfred Lowe, Jr.  
 Vice-Pres. & Chief Engr.—Max F. Harper.

**2. REPRESENTATIVES**  
 Meeker Radio, Inc.  
 Media Sales/South.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 4a, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b. Basic Rates: 22a, 23a, 28a. Contracts: 40a, 46, 47a. Comb.; Cont. Discounts: 60a, 60k, 61b. Cancellation: 71a, 73a. Affiliated with American Contemporary Network.

**TIME RATES**  
 Eff 4/7/67—Rec'd 2/16/67.  
 AA—Mon thru Fri 6-9 am & 4-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	1 ti	6 ti	12 ti	18 ti	24 ti
1 wk	10.00	8.25	6.50	5.75	5.00
13 wks	9.50	7.75	6.00	5.25	4.50
26 wks	9.00	7.25	5.50	4.75	4.00
52 wks	8.50	6.75	5.00	4.25	3.50

**A:**

1 wk	13 wks	26 wks	52 wks
9.00	8.50	8.00	7.50
7.25	6.75	6.25	5.75
5.50	5.00	4.50	4.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min. Weeks do not have to be consecutive to earn discount. All lengths of spots are combinable.

**10. SPECIAL FEATURES**  
 News Capsules: Same rate applies as 1-minute spot announcement.

**MADISON**

Morgan County—Map Location D-5  
 See SRDS consumer market map and data at beginning of the State.

**WYTH**  
1955

Media Code 4 211 6545 7.00  
 Central Georgia Broadcasting Co., Box 635, Beacon Heights, Madison, Ga. 30650. Phone 342-1752, 1250.

**1. PERSONNEL**  
 General Manager—Annie Lee Small.

**GEORGIA**

**3. FACILITIES**  
 1,000 w. days; 1250 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract. Affiliated with K118.

**TIME RATES**  
 Eff 1/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	100x	200x	400x	600x
3.00	2.75	2.50	2.50	2.25	2.00	1.75
2.75	2.50	2.25	2.00	1.75	1.50	1.25

**10. SPECIAL FEATURES**  
 Local news—1x rate.

**MANCHESTER (1 AM; 1 FM)**

Meriwether County—Map Location R-6  
 See SRDS consumer market map and data at beginning of the State.

**WFDR**  
1957



Media Code 4 211 6600 0.00  
 WFDR, Inc., Box 510, 82 S. W. Main St., Manchester, Ga. 31816. Phone 404-849-3115. TWX 7551-35.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Jack Whitehorn.

**2. REPRESENTATIVES**  
 David Carpenter Company.

**3. FACILITIES**  
 1,000 w. days; 1370 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract. Affiliated with K118.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 5/1/74—Rec'd 4/25/74.

**6. SPOT ANNOUNCEMENTS**

1 min	26x	52x	104x	158x	260x	312x
4.50	4.00	3.80	3.50	3.25	3.00	2.75

**7. PACKAGE PLANS**

1 min	1000x	1500x
2.25	1.00x	1.50x

**WFDR-FM**  
1967



Media Code 4 211 6601 8.00  
 WFDR, Inc., Box 510, 82 S. W. Main St., Manchester, Ga. 31816. Phone 404-849-3115. TWX 7551-35.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WFDR-FM: Programmed for blacks. R & H.

**3. FACILITIES**  
 ERP 61,000 w.; 93.3 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 488 ft. above average terrain.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Mutual Black Network. Affiliated with National Black Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 5/1/74—Rec'd 4/25/74.

**6. SPOT ANNOUNCEMENTS**

1 min	26x	52x	104x
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# MARKET

# DATA!

Available  
in this issue...

1974 Consumer Market Data containing the latest figures for Population, Consumer Spendable Income, Total Retail Sales, etc., plus market data summaries by states and metro area ranking tables. Consult the table of contents for location.

R-N 3x

## GEORGIA

### METTER

Candler County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**WMAC** **WHCG (FM)**  
1961 1971

Media Code 4 211 6820 4.00  
Richard J. Buttner, CTA dba Radio Metter, Box 238, S. Broad St., Metter, Ga. 30439. Phone 685-2138.

- PERSONNEL**  
General Manager—Jimmy Page.
  - REPRESENTATIVES**  
Hal Walton Co.
  - FACILITIES**  
500 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 104.9 mc.  
Operating schedule: 6 am-midnight. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 12/31/73.
- 6. SPOT ANNOUNCEMENTS**
- |                          | 1 ti | 11 ti | 30 ti | 73 ti |
|--------------------------|------|-------|-------|-------|
| 1 min.                   | 3.50 | 3.00  | 2.00  | 1.75  |
| 30 sec.                  | 3.00 | 2.25  | 1.50  | (*)   |
| 10 sec. 50+, extra 1.00. |      |       |       |       |
- (\*) Minimum rate.

### MILLEDGEVILLE (1 AM; 1 FM)

Haldwin County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WMVG**  
1948



Subscriber to the NAB Radio Code

Media Code 4 211 6875 8.00  
Michael T. Landy, Box 519, 1250 W. Charlton St., Milledgeville, Ga. 31061. Phones 912-652-0586, 0587.

- PERSONNEL**  
Station Manager—Joe Boone.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:45 am-11:15 pm. EST.
  - AGENCY COMMISSION**  
15/0 time only; rendered on 1st.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
ET—Rec'd 8/28/74.
- 6. SPOT ANNOUNCEMENTS**
- |         | 1x   | 100x | 1000+ |
|---------|------|------|-------|
| 1 min.  | 2.00 | 1.75 | 1.50  |
| 30 sec. | 1.35 | 1.25 | 1.00  |
| 15 sec. | 1.00 | .85  | .65   |
- AM/FM may combine to earn frequency rates.

**WMVG-FM**  
1948



**NAFMD**

Subscriber to the NAB Radio Code

Media Code 4 211 6878 6.00  
Michael T. Landy, Box 519, Milledgeville, Ga. 31061.  
Phones 912-652-0586, 0587.

- FACILITIES**  
ERP 3,000 w.; 102.3 mc. Stereo.  
Operating schedule: 6:15 am-11:10 pm. EST.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with MBR.
- TIME RATES**

Rates are identical to WMVG. See that listing.

### MILLEN

Jenkins County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**WGSR**  
1958

Media Code 4 211 6930 1.00  
Jenkins Broadcasting System, Inc., Box 969, Millen, Ga. 30422. Phone 912-982-4142.

- STATION'S PROGRAMMING DESCRIPTION**  
WGSR: Programmed for adults. Farm audience.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Jack LoPresti.
  - FACILITIES**  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/73—Rec'd 5/7/73.
- 6. SPOT ANNOUNCEMENTS**
- |        | 1x   | 52x  | 104x | 156x | 260+ |
|--------|------|------|------|------|------|
| 1 min. | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 |

## MONROE (2 AM)

Walton County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**WKUN**  
1971

Media Code 4 211 6965 7.00  
Community Broadcasting Co., 782 E. Spring St., Monroe, Ga. 30655. Phone 404-267-6558.

- PERSONNEL**  
General Manager—Deral Morris.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: 6 am-7:45 pm. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with KBN.  
Member: Georgia Network, Inc.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/72—Rec'd 6/26/72.

- SPOT ANNOUNCEMENTS**  
1 min. flat..... 3.00 30 sec. flat..... 2.35  
Specified times, subject to station clearance.
- PACKAGED PLANS**  
1 min. BTA, flat.... 2.50 30 sec. BTA, flat.... 1.75

**WMRE**  
1954

Media Code 4 211 6985 5.00  
Walton Broadcasting Co., Box 846, 1133 W. Spring St., Monroe, Ga. 30655. Phone 404-267-2545.

- STATION'S PROGRAMMING DESCRIPTION**  
WMRE: Programmed to rural & working audience.
- PERSONNEL**  
Station Manager—Verlyn Deaton.
  - REPRESENTATIVES**  
Charles Bernard Co., Inc.
  - FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 3:30 am-midnight. EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 7/1/69—Rec'd 6/4/69.

- SPOT ANNOUNCEMENTS**
- SPECIFIED TIME**
- |                       | 1x   | 250x | 500x | 750x | 1000x | 1500x |
|-----------------------|------|------|------|------|-------|-------|
| 1 min.                | 5.00 | 4.00 | 3.75 | 3.65 | 3.45  | 3.25  |
| 30 sec.               | 4.00 | 3.20 | 3.00 | 2.90 | 2.75  | 2.60  |
| 10 sec: 50% of 1-min. |      |      |      |      |       |       |
- 7. PACKAGE PLANS**
- ROS**
- | PER WK, EA:           | 10 ti | 20 ti | 30 ti | 40 ti |
|-----------------------|-------|-------|-------|-------|
| 1 min.                | 4.00  | 3.75  | 3.65  | 3.45  |
| 30 sec.               | 3.20  | 3.00  | 2.90  | 2.75  |
| 10 sec: 50% of 1-min. |       |       |       |       |

## MONTEZUMA

Macon County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WMNZ**  
1961

Media Code 4 211 7040 8.00  
Macon County Broadcasting Co., Box 511, Montezuma, Ga. 31063. Phone 912-472-8366.

- PERSONNEL**  
Station Manager—Phillip R. Jones.
  - FACILITIES**  
250 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
None; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, Georgia Network, Inc., Southern Black Network.
- TIME RATES**  
Rates effective November 1, 1982. (Card No. 2.)  
Rates received October 28, 1981.

- SPOT ANNOUNCEMENTS**
- |         | 1 ti | 13 ti | 20 ti | 29 ti | 52 ti | 104 ti |
|---------|------|-------|-------|-------|-------|--------|
| 1 min.  | 2.50 | 2.25  | 2.00  | 1.75  | 1.50  | 1.25   |
| 30 sec. | 1.50 | 1.40  | 1.30  | 1.20  | 1.10  | 1.00   |
- 7. PACKAGE PLANS** —PLAN A— —PLAN B—
- |         | 1 min. | 30 sec. |
|---------|--------|---------|
| PER WK: | Et     | Tot     |
| 5 ti    | 1.75   | 4.75    |
| 10 ti   | 1.25   | 12.50   |
| 24 ti   | 1.13   | 24.88   |
- Above packages may not be combined with regular spot purchases for frequency discounts. Package PLAN A and PLAN B do not qualify for discounts offered under Discounts.

## MORROW

Clayton County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

See Atlanta  
(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)



**MOULTRIE (2 AM; 1 FM)**

Colquitt County—Map Location D-10  
See SIBS consumer market map and data at beginning of the State.

**WMGA**  
1939

**American Information Network**

Subscriber to the NAB Radio Code  
Media Code 4 211 7095 2.00  
John F. Piddock and Roy F. Zess, Box 1880 Moultrie, Ga. 31768. Phone 912-985-1130.

- PERSONNEL**  
General Manager—Roy F. Zess
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
10,000 w. days, 250 w. nights; 1130 kc. Non-directional. day, directional nights.  
Operating schedule: 5:30 am-11:05 pm. EST.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 4/1/74—Rec'd 4/30/74  
AAA—6-9:30 am 11:30 am 1:30 pm & 4-6:30 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE—FIXED

PER YR:	1x	25x	52x	156x	312x	500x	1000x
AAA	8.00	7.00	6.00	5.00	4.50	4.00	3.50
AA	7.00	6.00	5.00	4.00	3.50	3.00	2.50

50 SECONDS—FIXED

PER YR:	1x	25x	52x	156x	312x	500x	1000x
AAA	6.00	5.25	4.50	4.00	3.50	3.00	2.50
AA	5.25	4.50	4.00	3.50	3.00	2.50	2.00

20 sec: 60% of 1-min. 10 sec: 45% of 1-min.

**WMTM**  
1953



Subscriber to the NAB Radio Code  
Media Code 4 211 7150 5.00  
Colquitt Broadcasting Co., Box 788, 2 miles S. E., Hwy. 33, Moultrie, Ga. 31768. Phone 985-1300.

- PERSONNEL**  
Owner, Pres. & Gen'l Mgr.—Douglas J. Turner.
- REPRESENTATIVES**  
Gene Rolles Company.  
Atlanta—Bushy, Finch and Woods, Inc.
- FACILITIES**  
5,000 w. days; 1300 kc.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-noon.  
For non-simulcast facilities see WMTM-FM.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KES and MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 5/1/73—Rec'd 4/18/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	2.20	2.15	2.10	2.05	2.00
30 sec.	1.90	1.85	1.75	1.70	1.65

1 min. 600x 700x 800x 900x 1000x  
30 sec. 1.95 1.90 1.85 1.80 1.75

Farm: 7:15-8:15 am & 11:30 am-2 pm, per spot extra .60 AM only.

**7. PACKAGE PLANS**

PER WK:	12 ti	18 ti	24 ti	36 ti	50 ti
1 min.	26.40	36.90	48.00	64.80	87.50
30 sec.	21.00	29.50	38.40	51.85	70.90

**WMTM-FM**  
1964



Subscriber to the NAB Radio Code  
Media Code 4 211 7151 3.00  
Colquitt Broadcasting Co., Box 788, Moultrie, Ga. 31768. Phone 985-1300.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 100,000 w.; 93.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 210 ft. above average terrain.  
Partial simulcast operation. Operated separately noon-midnight. For simulcast facilities see WMTM.
- AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**

Rates are identical to WMTM. See that listing.

**NASHVILLE**

Berrien County—Map Location D-9  
See SIBS consumer market map and data at beginning of the State.

**WNGA**  
1960

Media Code 4 211 7205 7.00  
Banson R. Carter, Box 645, State Hwy. 168, Nashville, Ga. 31639. Phone 912-686-2001.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Hanson R. Carter.

- FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 8/1/71—Rec'd 9/2/71
- 6. SPOT ANNOUNCEMENTS**
- | 1x             | 52x  | 104x | 312x | 500x | 1000x     |
|----------------|------|------|------|------|-----------|
| 1 min.         | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 2.50 |
| 15 sec or less | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 1.75 |

**NEWNAN (2 AM; 1 FM)**

Coweta County—Map Location B-6  
See SIBS consumer market map and data at beginning of the State.

**WCOH WCOH-FM**  
1947 1948

- Media Code 4 211 7260 2.00  
Newnan Broadcasting Co., Box 1100, Newnan, Ga. 30263.
- PERSONNEL**  
Gen'l & Coun'l Mgr.—James O. Hardin, Jr.
  - REPRESENTATIVES**  
Southeast—Bernard I. Ochs Company.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6:00 am-11:15 pm weekdays; 7:00 am-11:15 pm Sun. EST.  
FM FACILITIES  
ERP 330 w.; 98.7 mc.  
Operating schedule: 6:00 am-11:15 pm weekdays; 7:00 am-11:15 pm Sun. EST.  
Antenna ht.—193 ft. above average terrain.
  - AGENCY COMMISSION**  
15% on cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Georgia Network, Inc.

**TIME RATES**  
Eff 10/1/69—Rec'd 9/22/69.

AA—Mon thru Sat 6:30-9 am  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1x	25x	52x	104x	156x	260x	312x	500x	624x
AA	6.00	5.70	5.40	5.10	4.80	4.50	4.30	4.15 3.75
A	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.00 2.50

**WNEA**  
1961

- Media Code 4 211 7315 4.00  
Radio Newnan, Box 1213, 4 Jefferson St., Newnan, Ga. 30263. Phone 404-253-4711.
- PERSONNEL**  
General Manager—Johnny Brown.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
500 w. days; 1300 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KES.

**TIME RATES**  
No. 5A Eff 2/1/74—Rec'd 2/28/74.

AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	1x	25x	104x	260x	520x	750x	1000x
AA	5.00	4.50	4.00	3.75	3.25	3.00	2.50
A	4.75	4.25	3.75	3.25	3.00	2.50	2.25

30 SECONDS

AA	4.50	4.00	3.50	3.00	2.50	2.00
A	4.00	3.50	3.25	3.00	2.50	2.00

**NORTH ATLANTA**

De Kalb County—Map Location C-5  
See SIBS consumer market map and data at beginning of the State.

See Atlanta  
(including Decatur, East Point, Morrow,  
North Atlanta, Smyrna)

**OCILLA**

Irwin County—Map Location D-9  
See SIBS consumer market map and data at beginning of the State.

**WSIZ**  
1961

Oliva Broadcasting Corporation  
Media Code 4 211 7370 9.00  
Oliva Broadcasting Co., Box 186, Ocilla, Ga. 31774.  
Phone 912-468-7427.

- PERSONNEL**  
General Manager—Ron O'Quinn.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
5,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 7/1/74.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	4.76	3.19	2.60	2.19	1.36
26 ti	3.59	2.96	3.12	2.07	1.68
52 ti	3.36	2.78	3.65	1.96	1.57
104 ti	2.91	2.41	4.24	1.85	1.45
156 ti	2.63	2.20			

**PERRY (1 AM; 1 FM)**

Houston County—Map Location D-7  
See SIBS consumer market map and data at beginning of the State.

**WPGA**  
1956



- Media Code 4 211 7425 1.00  
Drawer 980, Perry, Ga. 31069. Phone 912-987-2980.
- PERSONNEL**  
General Manager—Lowell Register.
  - REPRESENTATIVES**  
Dura-Clayton Agency, Inc.
  - FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 3/1/73—Rec'd 2/26/73.
- 6. SPOT ANNOUNCEMENTS**
- | 1x    | 1 min 30 sec | 1 min 30 sec | 1 min 30 sec |
|-------|--------------|--------------|--------------|
| 1 min | 3.20         | 3.00         | 2.80         |

**WPGA-FM**  
1968



- Media Code 4 211 7426 9.00  
Radio Perry, Inc., Drawer 980, 312 Carroll Blvd., Perry, Ga. 31069. Phone 912-987-2980.  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 200 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

Rates are identical to WPGA. See that listing.

**QUITMAN**

Brooks County—Map Location D-10  
See SIBS consumer market map and data at beginning of the State.

**WSFB**  
1955



Subscriber to the NAB Radio Code  
Media Code 4 211 7480 6.00  
RBH Broadcasting Co., Inc., Box 632, Quitman, Ga. 31643. Phone 912-263-4373.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William F. Hoopes.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
250 w. days; 1490 kc. Non-directional.  
Operating schedule: 6 am-7 pm. EST.
  - AGENCY COMMISSION**  
15/0 net time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 1/1/67—Rec'd 12/29/69.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min.  | 2.25 | 2.10 | 1.95 | 1.75 | 1.50 | 1.80 |
|---------|------|------|------|------|------|------|
| 30 sec. | 1.80 | 1.68 | 1.58 | 1.40 | 1.20 | 1.60 |
| 10 sec. | 1.12 | 1.05 | .95  | .88  | .75  | .60  |
- 7. PACKAGE PLANS**
- | PER WK. ROS: | 10 ti | 20 ti | 50 ti | 100 ti |
|--------------|-------|-------|-------|--------|
| 1 min.       | 21.00 | 35.00 | 45.00 | 100.00 |
| 30 sec.      | 16.80 | 28.00 | 36.00 | 80.00  |
| 10 sec.      | 10.50 | 17.80 | 22.50 | 50.00  |
- All 1-minute spots include production and taping.

**ROCKMART (1 AM; 1 FM)**

Polk County—Map Location B-4  
See SIBS consumer market map and data at beginning of the State.

**WPLK**  
1959

- Media Code 4 211 7535 7.00  
Georgia Radio, Inc., Box 192, Rockmart, Ga. 30158.  
Phone 404-684-7848.
- STATION'S PROGRAMMING DESCRIPTION**  
WPLK: Programmed for adults and young adults.
- PERSONNEL**  
President—L. E. Gradick.
  - FACILITIES**  
500 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.

**GEORGIA**

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WZOT (FM).

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 7/8/73.

- SPOT ANNOUNCEMENTS**  
PER YR: 1x 52x 260x 520x 1000x  
1 min. 4.25 3.75 3.50 3.00 2.75  
30 sec. 3.50 3.25 2.75 2.50 2.00
- PACKAGE PLANS**  
PER WK: 20 ti 40 ti 60 ti  
1 min. 67.50 125.00 150.00  
30 sec. 50.00 92.00 112.50  
PER MO: 150 10-sec spots within 30-day period. 187.50

**WZOT (FM)**  
1972

- Media Code 4 211 7560 5.00  
Georgia Radio, Inc., Box 192, W. Elm St., Rockmart, Ga. 30153. Phone 404-684-7848.  
See affiliated AM station for additional information.  
AM facilities: WPLK.
- STATION'S PROGRAMMING DESCRIPTION**  
WZOT (FM): Gospel & country music.
- PERSONNEL**  
Manager—Jim McRee.
  - FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 7/8/73.

**6. SPOT ANNOUNCEMENTS**  
YRLY CONTRACT: 1x 52x 260x 520x 1000x  
1 min. 4.25 3.75 3.50 3.00 2.75  
30 sec. 3.50 3.25 2.75 2.50 2.00

**7. PACKAGE PLANS**  
PER WK: 20 ti 40 ti 60 ti  
1 min. 67.50 125.00 150.00  
30 sec. 50.00 92.00 112.50  
150 10-sec spots within 30-day period. 187.50

**ROME (4 AM; 1 FM)**

Plus 1 paid cross reference.  
Floyd County—Map Location B-4  
See SIBS consumer market map and data at beginning of the State.

**WGTA**  
SUMMERVILLE

City of license, Summerville, Ga.  
Home office: 216 S. Broad St., Rome, Ga. 30161.  
Phone 404-234-9295.  
See listing under Summerville, Ga.

**WIYN**  
1962

- Media Code 4 211 7590 2.00  
WIYN Radio, Inc., Box 1311, Rome, Ga. 30161.  
Phones 404-234-6277, 6824.
- STATION'S PROGRAMMING DESCRIPTION**  
WIYN: Programmed for adults and young adults.  
All PERSONALITIES handle all segments. MUSIC: middle-of-the-road 46%, country 46%, religious 8%. NEWS: network on hour and half hour. Headlines and weather at quarter hour. Local, state and network news at 6:45 am & 7:45 am. Noon-1 pm commentary, local, state, sports, M-S. 7 mobile units. SPORTS: network at 10 weekends, college football. TALK: talk programming with audience participation 2 hours daily, M-S. RELIGIOUS: Sun sign-on-noon & 1-2 pm. Rec'd 10/29/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—L. E. Gradick.  
News Director—Windy Miller.  
Prog. Dir. & Farm Dir.—Bill Underwood.
- FACILITIES**  
500 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 44a, 46, 47a, 51c.  
Comb.: Cent. Discounts: 60b, 61a.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 8/14/73.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 52x 260x 520x 1000x  
1 min. 5.25 5.00 4.75 4.50 3.50  
30 sec. 4.25 4.10 3.75 3.25 2.75

**7. PACKAGE PLANS**  
PER WK: 20 ti 40 ti 60 ti  
1 min. 100 180 240  
30 sec. 80 130 170

**ROCKMART (1 AM; 1 FM)**

Polk County—Map Location B-4  
See SIBS consumer market map and data at beginning of the State.

**WPLK**  
1959

- Media Code 4 211 7535 7.00  
Georgia Radio, Inc., Box 192, Rockmart, Ga. 30158.  
Phone 404-684-7848.
- STATION'S PROGRAMMING DESCRIPTION**  
WPLK: Programmed for adults and young adults.
- PERSONNEL**  
President—L. E. Gradick.
  - FACILITIES**  
500 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.

**WLAQ**  
1947



Clarke Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 211 7645 4.00  
Clarke Broadcasting Corp., Box 228, Rome, Ga. 30161. Phone 404-232-7767.  
(This listing continued on next page)

# GEORGIA

Rome—WLAQ—Continued

## STATION'S PROGRAMMING DESCRIPTION

WLAQ: Programmed for adult and general audiences. MUSIC: 100% modern country music. NEWS: network news and local headlines on hour, with network feature on half hour. Emphasis placed on local news with broadcasts at 7 am, 8 am, noon, and 6 pm. Also have special events and local public service. SPORTS: major league baseball, 25 college and local high school football games in fall, with coverage reports at 7:30 am, 12:15 pm, and 6:30 pm, with network sports on weekend. Contact Representative for further details. Rec'd 7/10/69.

- PERSONNEL**  
General Manager—Tom Lloyd.  
Sales Manager—Randy Davis.  
News Director—Jack Jarrett.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 5-11 am. EST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 29b.  
Contracts: 40a, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with CBS.  
2-station discount 5% when bought in combination with WGAT, Athens.

### TIME RATES

ET 3/1/70—Rec'd 2/5/70.

6. SPOT ANNOUNCEMENTS			
	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 x	8.50	6.50	208 x
13 x	7.90	5.90	280 x
28 x	7.40	5.60	312 x
52 x	7.00	5.30	364 x
104 x	6.60	5.00	624 x
156 x	6.20	4.70	1040 x

7. PACKAGE PLANS				
PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	7.00	6.50	6.00	5.50
30 sec.	6.00	5.50	5.00	4.50

8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	10 min
1 ti	75.00	45.00	30.00	18.00
13 ti	71.25	42.75	28.50	17.10
26 ti	67.50	40.50	27.00	16.20
52 ti	63.75	38.25	25.50	15.30
104 ti	60.00	36.00	24.00	14.40
156 ti	56.25	33.75	22.50	13.50
208 ti	52.50	31.50	21.00	12.60
260 ti	48.75	29.25	19.50	11.70
312 ti				7.40

# WRGA

1829



Subscriber to the NAB Radio Code  
Media Code 4 211 7700 7.00  
Rome Broadcasting Corp., Box 1187, Rome, Ga.  
30161, Phone 404-232-9742.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Mather Payne.  
Secretary—Charles Smithgall.  
Sales Manager—"Cap" Hicks.
- REPRESENTATIVES**  
The Dorney Organization, Inc.  
Atlanta—Bernard J. Ocha, Co.
- FACILITIES**  
5,000 w.; 1470 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
15/0; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 27, 28b, 29a, 30, 32b.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

### TIME RATES

ET 10/1/69—Rec'd 10/7/68.

AA—6-9 am, noon-1 pm, 4-6 pm & within news programs.  
A—All other times.

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	260x	520x
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.00	4.75	4.50	4.25	4.00
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES					
	1x	52x	104x	260x	520x
1 hr	75.00	70.00	65.00	60.00	55.00
1/2 hr	45.00	42.00	39.00	36.00	33.00
1/4 hr	25.00	23.00	21.00	19.00	17.00
5 min	12.00	11.50	11.00	10.50	10.00

CLASS A					
	1x	52x	104x	260x	520x
1 hr	60.00	55.00	50.00	45.00	40.00
1/2 hr	40.00	37.00	34.00	31.00	28.00
1/4 hr	25.00	23.00	21.00	19.00	17.00
5 min	10.00	9.50	9.00	8.50	8.00

# WROM WROM-FM

1946

1966



Subscriber to the NAB Radio Code

Media Code 4 211 7755 1.00  
Coosa Valley Radio Co., Box 1546, Rome, Ga. 30161.  
Phone 404-332-0833.

**STATION'S PROGRAMMING DESCRIPTION**  
WROM: Programmed for adults and young adults. Emphasis on local news and public affairs. NEWS: 20% local and area, 8% national and international. 2% business, sports & weather. Editorials, discussion programs, football games, major auto races & golf. NEWS: 5 min UPI audio hourly; headlines at :30; 30 min at noon, 15 min at 7, 8 am & 5 pm. 2 newsmen, 2 mobile units, wire & audio services. MUSIC: modern MOR, general popular, current hits, showtunes & standards. Sports, weather, community calendar features hourly. FARM: 1 hr daily M-F includes market reports, county agent report, swap show, interviews & contests. Contact Representative for further details. Rec'd 6/4/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles Doss.  
Assistant to General Manager—Patricia Henderson.  
Sales Manager—Warren Penney.
- REPRESENTATIVES**  
Vic Plano Associates, Inc.
- FACILITIES**  
1,000 w.; 710 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 3,000 w.; 97.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 355 ft. above average terrain.  
Site: urban sunrise-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14a, 15a.  
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24b, 24c, 25b, 26, 28a, 29.  
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Georgia Network, Inc.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 ET 5/1/73—Rec'd 5/25/73.

- AA—Mon thru Sat 6-9 am; Mon thru Fri 3-6 pm; newscasts.  
A—Mon thru Fri 9 am-3 pm & 6-8 pm; Sat 9 am-8 pm; Sun 6 am-8 pm.  
\*B—9 pm or local sunset-midnight.  
\*Late Night—midnight-6 am.  
\*FM only.

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	260x	520x
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.00	4.75	4.50	4.25	4.00
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.50	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES					
	1x	52x	104x	260x	520x
1/4 hr	28.24	27.06	25.88	23.53	21.18
5 min	14.12	13.53	12.94	11.76	10.59
2 or 3 min	10.59	10.18	9.71	8.82	7.94

CLASS A					
	1x	52x	104x	260x	520x
1 hr	58.82	55.88	52.94	47.06	44.12
1/2 hr	35.29	33.53	31.76	28.24	24.71
1/4 hr	23.53	22.82	21.18	18.82	16.47
5 min	11.76	11.18	10.59	9.41	8.82
2 or 3 min	8.82	8.41	7.94	7.06	6.65

- PERSONNEL**  
Chairman of the Board—E. D. Rivers, Jr.  
General Manager—Ronald R. Pitta.  
Chief Engineer—M. B. Harden.
- REPRESENTATIVES**  
Rivers, Inc.  
Carter S. Jones, Agency.
- FACILITIES**  
5,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 25a, 26, 28a, 29a, 30, 31, 32a, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**ROSSVILLE**  
Walker County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

**See Chattanooga, Tenn.**  
(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)

**ROYSTON**  
Franklin County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

# WBLW

1971



A Better Broadcasting, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 211 7799 9.00  
Retter Broadcasting, Inc., Box 431, Royston, Ga.  
30662, Phone 404-245-6101.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Talmadge Williamson.
- FACILITIES**  
250 W.; 810 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**  
15%; payable in 30 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

### TIME RATES

ET Rec'd 7/6/78.

- SPOT ANNOUNCEMENTS**
- |      | 1 min 30 sec | 15 sec |
|------|--------------|--------|
| 1 x  | 2.75         | 2.25   |
| 60 x | 2.40         | 1.85   |
| 120+ | 2.00         | 1.75   |

**SANDERSVILLE**  
Washington County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

# WSNT

1956

Media Code 4 211 7810 4.00  
Radio Station WSNT, Inc., Box 150, Sandersville, Ga. 31082, Phone 552-5182, 3.

- PERSONNEL**  
Manager—James Whaley.
- REPRESENTATIVES**  
Gene Bollen Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

### TIME RATES

ET 11/1/72—Rec'd 3/8/73.

6. SPOT ANNOUNCEMENTS					
	1x	13x	26x	39x	52x
1 min.	4.00	3.80	3.65	3.40	3.20
30 sec.	3.00	2.85	2.75	2.55	2.40
1 min.	3.00	2.80	2.60	2.25	2.00
30 sec.	2.25	2.10	1.95	1.70	1.50

**SAVANNAH (7 AM; 6 PM)**  
(including Garden City)  
Chatham County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 13 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)				Daytime (10am-5pm)				Afternoon (3-7 pm)				Evening (7 pm-midnight)			
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
A	17	14	14	13	16	13	13	13	16	13	13	13	16	13	13	13
B	16	13	13	13	16	13	13	13	16	13	13	13	16	13	13	13
C	16	13	13	13	16	13	13	13	16	13	13	13	16	13	13	13
D	15	13	13	13	16	13	13	13	16	13	13	13	16	13	13	13
AVERAGE	16	13	13	13	16	13	13	13	16	13	13	13	16	13	13	13

**WEAS**  
1850  
SAVANNAH  
Media Code 4 211 7920 1.00  
WEAS, Inc., P. O. Box 8346, 128 W. Taylor St., Savannah, Ga. 31402, Ad 4-7264.

**STATION'S PROGRAMMING DESCRIPTION**  
WEAS: MUSIC: modern C & W. Contact Representative for further details. Rec'd 11/22/72.

- PERSONNEL**  
Chairman of the Board—E. D. Rivers, Jr.  
General Manager—Ronald R. Pitta.  
Chief Engineer—M. B. Harden.
- REPRESENTATIVES**  
Rivers, Inc.  
Carter S. Jones, Agency.
- FACILITIES**  
5,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 25a, 26, 28a, 29a, 30, 31, 32a, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

### TIME RATES

ET 4/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	65x	130x
1 min.	10.95	9.65	9.30	9.00	8.70
30 sec.	8.40	8.05	7.65	7.30	7.00
1 min.	8.35	8.00	7.70	7.30	7.00
30 sec.	6.85	6.50	6.20	5.80	5.50

7. PACKAGE PLANS					
PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	36 ti
13 wk	48.00	87.00	117.00	138.00	180.00
26 wk	43.50	78.00	103.50	120.00	153.00
62 wk	39.00	69.00	90.00	101.00	126.00

8. PROGRAM TIME RATES					
	1 hr	1/2 hr	1/4 hr	5 min	15 min
1 x	76.50	45.90	25.50	13.75	7.20
26 x	72.70	42.55	24.25	13.05	6.75
52 x	68.85				



Savannah—WNMT—Continued

**4. AGENCY COMMISSION**  
15/0 time only. Bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22a, 24b, 25c, 28a, 28c, 29b, 30, 33a.  
Contracts: 40a, 42a, 42c, 43, 44a, 46, 47a, 48, 51b.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/17/71—Rec'd 9/27/71.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 12 ti 18 ti 24+  
1 min..... 5.00 4.00 3.00 2.50  
30/20 sec..... 3.50 3.00 2.50 1.75

**FREQUENCY DISCOUNT**  
26 wk—5%  
Minimum wky schedule of 6 1-min spots Mon thru Sun necessary to maintain consecutive wk discounts, (or spots equivalent in length and wky frequency to existing schedule).

**WQQT**  
1946  
SAVANNAH  
RAB

A Norrell Broadcasting Group Station  
Media Code 4 211 7962 3.00  
WQQT Radio, 110 E. Congress St., Savannah, Ga. 31402. Phone 912-233-4182.  
**STATION'S PROGRAMMING DESCRIPTION**  
WQQT: MUSIC: 100% modern country hits & classics presented by air personalities. Regular audience participation contests & promotions. NEWS: headlines at :30, 5 min at :30, 4 man news staff, 1 mobile unit. SPORTS: sports news during drive times. Contact Representative for further details. Rec'd 7/24/73.

**1. PERSONNEL**  
Group Vice-President—Robert A. Powers.  
Operations Director—Carter C. Peterson.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hours, EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.  
Basic Rates: 20b, 22a, 23a, 24a, 24b, 24c, 28a, 28c, 29a, 30, 31, 32a.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 48, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**  
No. 2 ET 1/17/74—Rec'd 1/7/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24+  
1 min..... 13 12 11 10 9 8 7  
30 sec..... 11 10 9 8 7  
CLASS A  
1 min..... 11 10 9 8 7  
30 sec..... 9 8 7 6 5  
10 sec: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%

**WSAV**  
1839  
SAVANNAH  
RAB

Media Code 4 211 7975 5.00  
W.S.A.V., Inc., Broadcasting Center, 1430 East Victory Dr., Savannah, Ga. 31404. Phone 912-236-0308.  
TWX 810-784-5661.  
Mailing address: Box 2429, Savannah, Ga. 31402.

**STATION'S PROGRAMMING DESCRIPTION**  
WSAV: Programmed for general interest, with young adult emphasis.  
PERSONALITY identification in all segments.  
MUSIC: MOR, current hits & standards. NEWS: 6 man news staff; 11 local newscasts per day; net-work at :30. SPORTS: 6 reports daily; college football. PUBLIC AFFAIRS: 10 min daily interviews probing current local issues. FEATURES: network & local vignettes of general interest. FARM: 5 min reports by farm director & area county agents, 6 am & noon, M-Sat. Contact Representative for further details. Rec'd 3/29/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Harben Dantel.  
Vice-Pres. & Oper. Mgr.—Meredith E. Thompson.  
Commercial Manager—Ronald E. Winders.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
5,000 w.; 830 kc. Directional—night only.  
Operating schedule: 5:30-12:05 am EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 29a, 32b, 33d.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60a, 60e, 60f, 60b, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
(\* Five minute program units 30 seconds.  
Political broadcasts: Regular rates apply. WSAV does not sell commercial spot announcements, as such, for political broadcasts. Contact station for detailed policy outline.  
Affiliated with NBC and Eastman Radio Network.

**TIME RATES**  
No. 8 ET 6/1/68—Rec'd 5/1/68.

**6. SPOT ANNOUNCEMENTS**  
I—Mon thru Sat 5:30-9:30 am.  
II—Mon thru Sat 9:30-12:00 pm.  
III—Mon thru Sat 9:30 am-3 pm: Sun all day.  
IV—Daily 7 pm-midnight.

**SECTION I**  
PER WK: 1 ti 12 ti 18 ti 24 ti  
1 min..... 20.00 17.00 15.00  
30/20 sec..... 16.00 13.00 12.00  
10 sec..... 10.00 8.50 7.50

**SECTION II**  
1 min..... 18.00 15.00 13.00  
30/20 sec..... 14.00 12.00 10.40  
10 sec..... 9.00 7.50 6.50

**SECTION III**  
1 min..... 14.00 12.00 11.00  
30/20 sec..... 12.80 11.20 9.60 8.80  
10 sec..... 8.00 7.00 6.00 5.80

**SECTION IV**  
1 min..... 10.00 9.00 8.00 7.00  
30/20 sec..... 8.00 7.20 6.40 5.60  
10 sec..... 5.00 4.50 4.00 3.80

**8. PROGRAM TIME RATES**  
(5:30 am-7 pm)  
1x 13x 26x 52x 104x 208x  
1 hr..... 125.00 120.00 115.00 110.00 105.00 100.00  
1/2 hr..... 75.00 72.00 69.00 66.00 63.00 60.00  
1/4 hr..... 50.00 48.00 46.00 44.00 42.00 40.00  
10 min..... 37.50 36.00 34.50 33.00 31.50 30.00  
5 min..... 25.00 24.00 23.00 22.00 21.00 20.00

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4% 52 wk—8%  
Minimum wky sched of 6 1-min spots 5:30 am-midnight Mon thru Sun necessary to maintain consec wk discounts (or, spots equivalent in length and weekly frequency to the existing schedule).

**WSGA**  
1956  
SAVANNAH

**ata** Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 211 8030 8.00  
WSGA, Inc., Box 8247, Savannah, Ga. 31402. Phone 912-233-8807, 8808.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSGA: MUSIC: Rock. NEWS: network at :55 plus 11 local newscasts daily. SPORTS: in drive times & on week-ends. Personalities, contests & community involvement. Contact Representative for further details. Rec'd 4/29/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Norman Breen.  
General Sales Manager—Robert Cobb.  
Station Manager—Jerry Rogers.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours, EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 12b.  
Basic Rates: 22a, 23a, 24b, 28a.  
Contracts: 40c, 42a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WZAT.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.  
Sold in combination with WZAT. See that listing for rates.

**TIME RATES**  
ET 5/1/74—Rec'd 4/29/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min..... 16 15 14 13  
AA..... 14 13 12 11  
A..... 10 9 7 6  
30 sec: 80% of 1-min.

**WSGF (FM)**  
1972  
SAVANNAH

**M** Jack Masla & Company, Inc.  
Media Code 4 211 8057 1.00  
Stereo Broadcasting Co., 409 E. Liberty St., Savannah, Ga. 31401. Phone 912-232-5846.

**1. PERSONNEL**  
President—Donald K. Jones.  
General Manager—Donny Brook.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.5 mc. Stereo.  
Operating schedule: 6-11 am daily, EST.  
Antenna ht.: 384 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 12b.  
Basic Rates: 22a, 24b, 28a.  
Contracts: 40c, 42a, 46, 48.  
Comb.; Cont. Discounts: 60a, 66c, 60k, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 2 ET 9/1/74—Rec'd 8/1/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

**7. PACKAGE PLANS**  
PER WK: 1 ti 12 ti 18 ti 24+ 1 ti 12 ti 18 ti 24+  
1 min 15.00 13.00 12.00 11.00 13.50 11.50 10.50 9.50  
30/20 13.00 12.00 11.00 9.80 11.80 10.20 9.40 8.60  
10 sec: 50% of 1-min.  
1 min & 30/20 sec combinable; 10 sec not combinable.

**10. SPECIAL FEATURES**  
10-min news—2x 1-min.

**WSOK**  
1946  
SAVANNAH  
NAB

Media Code 4 211 8085 2.00  
WSOK, Inc., Box 1288, 24 W. Henry, Savannah, Ga. 31402. Phone 912-233-1179.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSOK: Programmed to the general audience.  
MUSIC: R & B, pop, rock, jazz & gospel. NEWS: network & AP News Service. Contact Representative for further details. Rec'd 12/6/72.

**1. PERSONNEL**  
General Manager—Benjamin Tucker.

**2. REPRESENTATIVES**  
McGowan-Guid, Inc.

**3. FACILITIES**  
1,000 w. days; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily, except 1:00-5:00 am Mon, EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 26a, 26, 27, 28a, 28c, 29a, 33b.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.  
Comb.; Cont. Discounts: 60d, 60f, 60h, 60i.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 4 ET 2/15/74—Rec'd 2/25/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**7. PACKAGE PLANS**  
CLASS AA  
PER WK: 1 wk 13 wk 26 wk 52 wk 1 wk 13 wk 26 wk 52 wk  
Open 20 18 16 14 12 14 12 10 9  
12 ti 18 16 14 12 14 12 10 9  
18 ti 16 14 12 10 12 10 9 8  
24 ti 14 12 10 8 10 9 8 7

**CLASS A**  
Open 17 15 13 11 13 11 9 8  
12 ti 15 13 11 9 11 9 8 7  
18 ti 13 11 9 8 9 8 7 6  
24 ti 11 9 7 6 7 6 5

**TOTAL AUDIENCE PLAN**  
1 MIN: AA A 30 SEC: AA A  
12 wks..... 15 10 12 wks..... 12 10  
18 wks..... 13 9 18 wks..... 10 8  
24 wks..... 11 8 24 wks..... 8 7  
Preemptible, automatic make-goods within contract period.

**WTOC**  
1929  
SAVANNAH

**CBS Radio Network**

**KATZ RADIO**

Media Code 4 211 8140 5.00  
Savannah Broadcasting Co., Incorporated, Box 8086, 516 Abercorn St., Savannah, Ga. 31402. Phone 912-232-0127. TWX 810-784-5619.

**STATION'S PROGRAMMING DESCRIPTION**  
WTOC: Programmed for general adult interest.  
MUSIC: MOR, current hits & standards with PERSONALITIES in all segments. NEWS: network at :30; local at :30; news blocks noon-1 pm & 6-8 pm featuring network, local, regional news, farm news & weather. SPORTS: Major League baseball, professional basketball, major golf tournaments, all NASCAR races; local high school football & basketball; daily summary 6:35 pm. Contact Representative for further details. Rec'd 7/12/71.

**1. PERSONNEL**  
Chairman of the Board—W. T. Knight, Jr.  
President—F. Schley Knight.  
Manager—Ben Mayo.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
5,000 w.; 1230 kc. Directional—night only.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 net time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62b, 62d.

**GEORGIA**

Cancellation: 70b, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**  
ET 2/1/71—Rec'd 2/1/71.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**  
AM/FM COMBINATION

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti..... 15.00 12.00 12.00 9.60 10.00 8.60  
6 ti..... 14.00 12.00 11.00 8.80 9.00 7.20  
12 ti..... 13.00 10.40 10.00 8.00 8.00 6.40  
18 ti..... 12.00 9.60 9.00 7.20 7.00 5.60  
24 ti..... 11.00 8.80 8.00 6.40 6.00 4.80  
30 ti..... 10.00 8.00 7.00 5.60 5.00 4.00  
ID's: 50% of 1-min.  
Comparable schedule on each separately programmed station.

**7. PACKAGE PLANS**  
AM/FM COMBINATION  
TAP PLAN: 1/3AA, 1/3A, 1/3B

PER WK: 1 min 1 hr 1/2 hr 1/4 hr 5 min  
1 min..... 10.00 9.00 8.00 7.00 6.00  
30 sec..... 8.00 7.20 6.40 5.60 4.80  
ID's: 50% of 1-min.  
Comparable schedule on each separately programmed station.

**8. PROGRAM TIME RATES**  
AM ONLY  
Ea..... 100 75 50 25  
DISCOUNT  
52x—10% 156x—30% 520x—40%  
104x—20% 260x—35%

**WTOC-FM**  
1946  
SAVANNAH  
NAB

Media Code 4 211 8141 3.00  
Savannah Broadcasting Co., Inc., Box 8086, 516 Abercorn St., Savannah, Ga. 31402. Phone 912-232-0127. TWX 810-784-5619.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTOC-FM: Programmed for general adult interest. MUSIC: MOR, standard/album & current hits in segments with minimal commercial interruption. Contact Representative for further details. Rec'd 7/12/71.

**5. FACILITIES**  
ERP 97,250 w.; 94.1 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 372 ft. above average terrain.

**6. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WTOC. See that listing for rates.

**TIME RATES**  
ET 7/12/71.

**6. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
Ea..... 50 40 25 15

**WXLM (FM)**  
1969  
SAVANNAH

**HERBERT E. GROSKIN & COMPANY**

Subscriber to the NAB Radio Code  
Media Code 4 211 8150 4.00  
Regency Broadcasting, Inc., Box 9705, 24 Drayton St., Savannah, Ga. 31402. Phone 912-233-9211.  
**STATION'S PROGRAMMING DESCRIPTION**  
WXLM (FM): Programmed for adults.  
MUSIC: standards, showtunes & modern music. AIR PERSONALITIES in am programming. NEWS: state network and UPI wire at :30; weather at :30. SPORTS: 3X daily. Contact Representative for further details. Rec'd 3/28/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Russell L. Friedrich.  
Executive Vice-President—F. Lewis Dotson.  
Station Manager—Ron Wallace.

**2. REPRESENTATIVES**  
Herbert E. Groskin & Co.  
Southeast—Bernard I. Ochs Co.

**3. FACILITIES**  
ERP 100,000 w.; 97.3 mc. Stereo.  
Operating schedule: 6-11 am, EST.  
Antenna ht.: 265 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26b, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.  
Comb.; Cont. Discounts: 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Member: The Groskin Group, Georgia Network, Inc.

**TIME RATES**  
No. 4 ET 12/1/70—Rec'd 9/8/70.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
30 sec..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**8. PROGRAM TIME RATES**  
1 hr 2 hr 3 hr 4 hr 5 hr 6 hr 7 hr 8 hr  
1 hr..... 63 60 57 54 51 48 45  
1/2 hr..... 35 33 31 29 27 25 23  
5 min..... 5 4 3 2 1 1 1  
(Savannah continued on next page)

# GEORGIA

Savannah—Continued

**WZAT**  
1971  
SAVANNAH



Alan Torbet  
Associates, Inc.

NAB

RAB

Media Code 4 211 8158 7.00

Wells Broadcasting Co., Box 8247, Savannah, Ga. 31405. Phone 912-233-8177.

**STATION'S PROGRAMMING DESCRIPTION**  
WZAT: Programmed for general interest, with emphasis on young adults in afternoon and evening programming.

Personality in morning programming. MUSIC: hit parade 11 am-6 pm, solid gold 6 pm-12M. NEWS: 11P1 at 10:30; local in morning at 3:30. Contact Representative for further details. Rec'd 9/7/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Norman Breen.  
General Sales Manager—Robert A. Cobb.  
Program Director—Burl Womack.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.

- FACILITIES**  
ERP 100,000 w.; 102.1 mc. Stereo.  
Operating schedule: 24 hours, EST.  
Antenna ht.: 620 ft. above average terrain.

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10L, 11h, 12b, 13h, 14b, 15a.  
Basic Rates: 20b, 21c, 21d, 22a.  
Contracts: 40c, 41, 42b, 42d, 45, 46, 17a, 50, 51b, 51c.

Cont.; Cont. Discounts: 62d.  
Cancellation: 70a, 70b, 72, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: WWSA.

Affiliated with ATA Radio Network.

### TIME RATES

ET 5/1/74—Rec'd 4/29/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS			
PER WK, 1 MIN:	6 ti	12 ti	18 ti 24 ti
AAA	18	10	15 14
AA	14	13	12 11
A	10	9	7 6

30 sec: 80% of 1-min.

### AM/FM COMBINATION

AAA	32	29	27	26
AA	26	24	23	22
A	19	17	13	11

7. PACKAGE PLANS			
Per wk	TAP-1/3AAA, 1/3AA, 1/3A	12 ti	18 ti 24 ti
		23	21 19

## SMYRNA

Cobb County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

See Atlanta

(including Decatur, East Point, Marietta, Morrow, North Atlanta, Smyrna)

## STATESBORO (1 AM; 1 FM)

Bulloch County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### WMCD (FM)

1967

Media Code 4 211 8167 8.00  
WWNS, Inc., Box 958, E. Olliff St., Statesboro, Ga. 30458. Phone 912-764-5446.

See affiliated AM station for additional information.  
AM facilities: WWNS.

**STATION'S PROGRAMMING DESCRIPTION**  
WMCD (FM): MUSIC: Rock.

- PERSONNEL**  
James W. De Van.

- FACILITIES**  
ERP 3,000 w.; 100.1 mc. Stereo.

Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 153 ft. above average terrain.  
Partial simulcast operation. Operated separately 8:10 am-midnight. For simulcast facilities see WWNS.

- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 11/2/73.

6. SPOT ANNOUNCEMENTS			
1 min, flat	4.00	30 sec, flat	2.25

## WWNS

1946

Media Code 4 211 8195 9.00  
WWNS, Inc., Box 958, Statesboro, Ga. 30458. Phone 912-764-5446.

**STATION'S PROGRAMMING DESCRIPTION**  
WWNS: Programmed for general interest.

- PERSONNEL**  
President—Donald O. McDougald.

- REPRESENTATIVES**  
Southeastern—Busby, Finch and Woods, Inc.

Agriculture—T-N Spot Sales.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6:30 am-midnight, EST.  
Partial simulcast operation. Simulcast 7-8:10 am Mon thru Sat.

For non-simulcast facilities, see WMCD (FM).

- AGENCY COMMISSION**  
None; all rates net to station.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

FM facilities: WMCD (FM).  
Member: The Tobacco Radio Network, Georgia Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 ET 8/13/73—Rec'd 11/9/73.

AA—6:30 am & 11:55 am-1:15 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS				
AA, FLAT:	1 min	30 sec	20 sec	10 sec
Es	5.50	4.25	3.00	2.10
A—PER WK, EA:				
10 ti	5.00	3.60	2.50	2.00
20 ti	4.50	3.25	2.25	1.75
35 ti	4.00	2.75	2.00	1.50
50+	3.50	2.30	1.75	1.25

## SUMMERVILLE

Chattooga County—Map Location A-4  
See SRDS consumer market map and data at beginning of the State.

### WGTA

1950

NAB

Subscriber to the NAB Radio Code  
Media Code 4 211 8250 2.00  
Tri-State Broadcasting Co., Inc., Box 200, Bowling Rd., Summerville, Ga. 30747. Phone 404-857-2466.

Other office: 216 S. Broad St., Rome, Ga. 30161.  
Phone 101-234-9295.

**STATION'S PROGRAMMING DESCRIPTION**  
WGTA: Programmed for general interest.

- PERSONNEL**  
General Manager—William B. Farrar.

- REPRESENTATIVES**  
David Carpenter Company.

- FACILITIES**  
5,000 w. days; 950 kc. Non-directional.

Operating schedule: 6 am-local sunset, EST.

- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 13 ET 4/1/74—Rec'd 2/28/74.

AAA—Thurs & Fri 6-9 am & 3-6 pm.  
AA—Sat thru Wed 6-9 am & 3-6 pm & remaining time on Thurs & Fri.

A—All other times.

- SPOT ANNOUNCEMENTS**

	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	5.00	3.75	4.30	3.20	3.60	2.65
13 x	4.85	3.66	4.15	3.10	3.45	2.55
26 x	4.75	3.55	4.05	3.00	3.35	2.45
52 x	4.50	3.35	3.85	2.85	3.20	2.35
104 x	4.25	3.15	3.70	2.70	3.15	2.25
156 x	4.00	3.05	3.45	2.60	2.90	2.15
260 x	3.90	2.90	3.35	2.50	2.80	2.10
312 x	3.80	2.80	3.25	2.40	2.70	2.00
365 x	3.70	2.75	3.15	2.35	2.60	1.95
520 x	3.60	2.70	3.05	2.30	2.50	1.90
750 x	3.50	2.60	2.95	2.20	2.40	1.80
1000 x	3.35	2.55	2.85	2.15	2.35	1.75

- PACKAGE PLANS**

ANY 7 DAY — AAA — AA — A

PERIOD:	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 ti	4.50	3.35	3.85	2.85	3.20	2.35
10 ti	4.00	3.00	3.45	2.65	2.90	2.30
25+	3.75	2.80	3.20	2.50	2.65	2.20

15 sec: AAA 1.75; AA 1.50; A 1.25. (CR)

## SWAINSBORO (1 AM; 1 FM)

Emmanuel County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### WJAT

1950

NAB

Media Code 4 211 8905 4.00  
Radio Station WJAT, Inc., Box 289, Moring St., Swainsboro, Ga. 30401. Phone 912-237-2011.

- PERSONNEL**  
General Manager—John J. Bailles.

- REPRESENTATIVES**  
Gene Holles Company.

- FACILITIES**  
1,000 w. days; 800 kc. Non-directional.

Operating schedule: 6 am-local sunset, EST.

Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WJAT-FM.

- AGENCY COMMISSION**  
None; all rates net to station.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

Member: Tobacco Radio Network.

### TIME RATES

ET 9/1/74—Rec'd 7/28/74.

- SPOT ANNOUNCEMENTS**

	1x	13x	26x	39x	52x
1 min.	4.85	4.00	4.35	4.15	3.85
30 sec.	3.85	3.45	3.25	3.10	2.90
	65x	78x	104x	260x	312x
1 min.	3.65	3.40	3.15	2.85	2.40
30 sec.	2.75	2.60	2.35	2.15	1.80

## WJAT-FM

1966

NAB

Media Code 4 211 8306 2.00  
Radio Station WJAT, Inc., Box 289, Moring St., Swainsboro, Ga. 30401. Phone 237-2011.

See affiliated AM station for additional information.

## 3. FACILITIES

ERP 3,000 w., 98.3 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 260 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WJAT.

- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

Rates are identical to WJAT. See that listing.

## SYLVANIA

Screven County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### WSYL

1955

NAB

Subscriber to the NAB Radio Code  
Media Code 4 211 8360 9.00  
Sylvania Broadcasting System, Inc., Box 519, Sylvania, Ga. 30467. Phones 912-584-7461, 7463, 7463.

**STATION'S PROGRAMMING DESCRIPTION**  
WSYL: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l S. Mgr.—Shirley Mahaffey.

- REPRESENTATIVES**  
T-N Spot Sales.

- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.

Operating schedule: 6 am-10 pm, EST.

- AGENCY COMMISSION**  
None; all rates net to station.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

Member: Georgia Network, Inc.

### TIME RATES

ET—Rec'd 2/28/73.

AA—6:30-8:15 am & noon-1 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**

Flat, ea.	CLASS AA		
	1 min	30 sec	20 sec
	5.50	4.25	3.00

PER WK, EA:	CLASS A			
	10 ti	20 ti	35 ti	50 ti
1 min.	5.00	4.25	3.50	2.75
30 sec.	3.00	2.50	2.35	2.00
20 sec.	2.25	2.00	1.75	1.50

## SYLVESTER

Worth County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

### WOGA

1963

NAB

**STATION'S PROGRAMMING DESCRIPTION**  
WOGA: Farm reports, news, gospel programs.  
Media Code 4 211 8415 1.00

Worth County Broadcasters, Inc., Box 240, 102 Isabelle St., Sylvester, Ga. 31791. Phone 912-776-3421.

**STATION'S PROGRAMMING DESCRIPTION**  
WOGA: Farm reports, news, gospel programs.

- PERSONNEL**  
General Manager—W. H. Goforth.

- REPRESENTATIVES**  
T-N Spot Sales.

- FACILITIES**  
1,000 w.; 1540 kc. Non-directional.

Operating schedule: Sunrise-local sunset, EST.

- AGENCY COMMISSION**  
None; all rates net to station.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 1/1/74—Rec'd 12/26/73.

- SPOT ANNOUNCEMENTS**

	1x	51x	201x	350x	(*)
1 min.	3.50	3.25	3.00	2.75	3.80
30 sec.	2.10	1.95	1.80	1.65	1.45
15 sec.	1.80	1.75	1.55	1.40	1.35

(\*) 501-800x.

## THOMASTON (2 AM)

Upson County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### WSFT

1947

NAB



Thomasville—W T U F (FM)—Continued

**5. GENERAL ADVERTISING**  
Accepts AAAA copyrighted contract.  
Affiliated with National Black Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/73—Rec'd 5/18/73.

**6. SPOT ANNOUNCEMENTS**

ROS:	1x	2x	52x	104x	156x	312x
1 min.....	5.00	4.20	3.50	3.10	2.80	2.80
30 sec.....	3.75	3.15	2.65	2.35	2.15	1.95

Specified times, extra 20%.

THOMSON (2 AM; 1 FM)

McDuffie County—Map Location F-9.  
See SRDS consumer market map and data at beginning of the State.

WTHO  
1970

NBC Radio Network

Media Code 4 211 8860 2.00  
Spartan Broadcasting Co., Box 286, 1530 Hickory Hill Dr., Thomson, Ga. 30824, Phone 404-595-5132.  
STATION'S PROGRAMMING DESCRIPTION  
WTHO: MUSIC: 100% country.

**1. PERSONNEL**  
Manager—Glenn Miller.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

**3. FACILITIES**  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Country Music Network, Georgia Network, Inc.

TIME RATES

No. 3 ET 2/21/74—Rec'd 3/11/74.

**6. SPOT ANNOUNCEMENTS**

	1x	7x	13x	26x	52x
1 min.....	5.00	4.50	4.00	3.50	3.25
30 sec.....	3.50	3.25	3.00	2.75	2.50
10 sec.....	3.00	2.75	2.50	2.25	2.00
	104x	156x	312x	1200x	
1 min.....	3.00	2.75	2.50	2.25	
30 sec.....	2.25	2.00	1.75	1.50	
10 sec.....	1.75	1.50	1.25	1.00	

**7. PACKAGE PLANS**

	1 min	30 sec	10 sec
7 days/30 ti, ea.....	2.25	1.50	1.00
30 days/100 ti.....	22.50	15.00	10.00
365 days/2 per day, ea.....	3.00	1.25	.90
	1/2 AM/1/2 FM		
365 days/6 per day, ea.....	1.50	1.00	.75

WTHO-FM

Media Code 4 211 8861 0.00  
Bethany Broadcasting Corp., Box 286, 1530 Hickory Hill Dr., Thomson, Ga. 30824, Phone 404-595-5132.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WTHO-FM: MUSIC: Pop/gold.

**1. PERSONNEL**  
Music Director—J. J. Hemmingway.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Operating schedule: 5:55 am-11:05 pm. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Member: Country Music Network.  
Sold in combination with WTHO. See that listing for rates.

TIME RATES

Rates are identical to WTHO. See that listing.

WTWA  
1947



Subscriber to the NAB Radio Code  
Media Code 4 211 8690 9.00  
Hickory Hill Broadcasting Co., Inc., Box 591, 218 Lumpkin St., Thomson, Ga. 30824, Phone 404-595-1561.

**STATION'S PROGRAMMING DESCRIPTION**  
WTWA: MUSIC: pop & country. Adult personalities.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gene D. Harden.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

TIME RATES

No. 9 ET 7/1/72—Rec'd 8/14/72.

**6. SPOT ANNOUNCEMENTS**

50 DAYS:	10 ti	25 ti	50 ti	75 ti	100+
1 min.....	5.00	4.75	4.50	4.00	3.50
30 sec.....	4.00	3.80	3.60	3.20	2.75
10 sec.....	2.50	2.40	2.25	2.00	1.75

TIFTON (2 AM)

Tift County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

WTIF

1957  
Media Code 4 211 8745 1.00  
WTIF, Inc., Box 968, West 7th St., Tifton, Ga. 31794, Phone 912-382-1340.

**STATION'S PROGRAMMING DESCRIPTION**  
WTIF: Programmed for adults, young adults.

**1. PERSONNEL**  
General Manager—Eugene D. Payne.

**2. REPRESENTATIVES**  
Southern Dora Clayton Agency, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

TIME RATES

ET—Rec'd 2/28/73.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	260x	512x
1 min.....	6.00	5.50	5.00	4.50	4.00	3.75

30 sec: 80% of 1-min.

WVGS



Subscriber to the NAB Radio Code  
Media Code 4 211 8800 4.00  
Tifton Broadcasting Corp., Drawer A, 700 W. Second St., Tifton, Ga. 31794, Phone 912-382-1430.

**STATION'S PROGRAMMING DESCRIPTION**  
WVGS: Programmed for adults and young adults.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ralph N. Edwards

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1430 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight daily. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.  
Member: Tobacco Radio Network.

TIME RATES

ET 12/1/70—Rec'd 12/8/70.

**5. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260x	312x
1 min 6.00	5.50	5.00	4.75	4.50	4.25	4.00	3.75
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50	

TOCCOA (2 AM; 1 FM)

Stephens County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

WLET



Media Code 4 211 8858 8.00  
Kelott, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577, Phone 404-888-2181.

**STATION'S PROGRAMMING DESCRIPTION**  
WLET: All country.

**1. PERSONNEL**  
Manager—H. Otto McDonald, Jr.

**3. FACILITIES**  
5,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

ET 10/1/73—Rec'd 11/9/73.

**7. PACKAGE PLANS**

	1 ti	15 ti	20 ti	25 ti	30 ti
PER WK. EA:					
1 min.....	3.50	3.30	3.20	3.10	3.00
30 sec.....	3.00	2.90	2.80	2.70	2.60

**VOLUME RATES—13 WEEKS OR LONGER**

	6 ti	12 ti	18 ti
PER WK:			
1 min.....	3.00	2.85	2.70
30 sec.....	2.00	1.90	1.80

**10. SPECIAL FEATURES**  
Billy Dilworth Show, Sat, 30-sec..... 3.50  
\*Detroit Steeple Show, Mon thru Fri, 30-sec..... 2.25  
\*Area Newbeat, Mon thru Fri, 1-min..... 2.95  
\*AN Swap Show, Mon thru Fri, 1-min..... 2.95  
(\* ) AM only.

WLET-FM



Subscriber to the NAB Radio Code  
Media Code 4 211 8856 6.00  
Kelott, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577, Phone 404-888-2191.

**STATION'S PROGRAMMING DESCRIPTION**  
WLET-FM: MUSIC: MOR 5:30 am-6 pm; rock 6-11 pm.

**5. FACILITIES** ERP 100,000 w.; 106.1 mc.  
Operating schedule: 5:30 am-11 pm. EST.  
Antenna ht.: 340 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

TIME RATES

Rates are identical to WLET. See that listing.

WNEG



Subscriber to the NAB Radio Code  
Media Code 4 211 8910 1.00  
Stephens County Broadcasting Co., Box 907, 100 Boulevard, Toccoa, Ga. 30577, Phone 404-886-3131.

**STATION'S PROGRAMMING DESCRIPTION**  
WNEG: Programmed for adult and young adult listeners.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Roy E. Gaines.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
500 w. days; 430 kc. Non-directional.  
Operating schedule: 6 a.m. to local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station. No cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

NATIONAL AND LOCAL RATES SAME

ET 6/1/74—Rec'd 6/11/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x
1 min.....	4.25	4.00	3.75	3.50	3.25
30 sec.....	3.10	2.90	2.70	2.50	2.30
	1x	156x	260x	312x	364x
1 min.....	3.00	2.75	2.50	2.25	
30 sec.....	2.10	1.90	1.70	1.50	

**7. PACKAGE PLANS**

	1 min	30 sec
PER WK:		
1 wk 4 wk 8+		
10 ti.....	3.50	3.25
20 ti.....	3.25	3.00
30 ti.....	3.00	2.75

VALDOSTA (4 AM; 2 FM)

Lowndes County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

WAFB (FM)



Media Code 4 211 8937 4.00  
Christian Radio Fellowship, Inc., Box 338, 94 W. Morrow Rd., Valdosta, Ga. 31601, Phone 912-244-5180.

**1. PERSONNEL**  
Pres., Mgr. & Eng.—T. Jack Tidwell.

**3. FACILITIES**  
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 101.1 mc. Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 320 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 8.  
Rate Protection: 10b, 13c, 14c, 15b.  
Basic Rates: 22a, 24c.  
Contracts: 41, 42a, 45, 47a.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70e, 72.  
Prod. Services: 82.

TIME RATES

ET—Rec'd 2/8/73.

**6. SPOT ANNOUNCEMENTS**

1 x, sat.....	2.50
PER WK:	
5 ti.....	22.50
1 ti.....	25.00

**10. SPECIAL FEATURES**  
1 ti 5 ti  
Newscasts—per wk..... 3.50 3.00

WGAF



Media Code 4 211 8965 5.00  
Valdosta Broadcasting Co., Box 100, Valdosta, Ga. 31601, Phone 912-242-5520.

**STATION'S PROGRAMMING DESCRIPTION**  
WGAF: MUSIC: Adult MOB. Sports: Pro college & high school football, college basketball & baseball, races, NEWS: Net & AP. Local 2 man news team.  
Contact Representative for further details. Rec'd 2/7/74.

**1. PERSONNEL**  
President—Orson Woodall.  
General Manager—James W. Jennings.

**2. REPRESENTATIVES**  
Bernard I. Ochs Co.

**3. FACILITIES**  
5,000 w.; 910 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4c, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 24a, 26, 28b, 28a.  
Contracts: 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 73a.  
Affiliated with NBC.  
Member: The Tobacco Radio Network, Georgia Network, Inc.

TIME RATES

ET 5/1/74—Rec'd 4/1/74.

AAA—Mon thru Sat 6-10 am, noon-1:30 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-noon, 1:30-3 pm & 7-8 pm; Sun 6 am-8 pm.  
A—Night 8 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
PER WK:						
6 ti.....	6.50	5.00	5.50	4.00	4.00	3.00
12 ti.....	6.25	4.75	5.25	3.75	3.75	2.75
18 ti.....	6.00	4.50	5.00	3.50	3.50	2.50
24 ti.....	5.75	4.25	4.75	3.25	3.25	2.25
30 ti.....	5.50	4.00	4.50	3.00	3.00	2.00

(\* ) ROS/BTA, all spots daytime with 1/8 guaranteed in drive times.

WGOV



Media Code 4 211 9620 8.00  
WGOV, Inc., Box 1207, Valdosta, Ga. 31601, Phone 912-242-4513.

**STATION'S PROGRAMMING DESCRIPTION**  
WGOV: Programmed for negro audience.

**MUSIC:** rhythm & blues & gospel. Taped commercials by AIR PERSONALITIES are interchangeable. Negro DJs do all shows including live commercials. Programs by local & national ministers during week as well as Sun. NEWS: 5 min at :30 & :30. Net-

work news, plus complete local coverage of all events in community. Emphasis on community interest & local events in negro community. Church & community bulletins aired twice hourly. Live & direct sports coverage of local football & Major League baseball. Coverage of agricultural community with farm & county agent reports several times daily. Contact Representative for further details. Rec'd 4/2/70.

**1. PERSONNEL**  
General Manager—Mary Carter.  
Program Director—Jack Moore.  
Chief Engineer—Jack Richardson.

**2. REPRESENTATIVES**  
Miami—Advertising Representatives, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 950 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3c, 4a, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 25b, 26, 28b, 28c, 29a, 30, 33d.  
Contracts: 40a, 42a, 42c, 44a, 45, 46, 48, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 61b, 62u.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.  
Member: Southern Black Network.

**TIME RATES**  
Rates effective September 1, 1952. (Card No. 2.)  
Revisions received October 1, 1956.

**6. SPOT ANNOUNCEMENTS**

1 min.....	19.00	6.00	3.50
10 times.....	11.75	7.83	3.60
20 times.....	11.50	7.67	3.35
30 times.....	11.25	7.50	3.15
52 times.....	11.00	7.34	2.90
65 times.....	10.75	7.17	2.65
78 times.....	10.50	7.00	2.45
104 times.....	10.00	6.60	2.50
156 times.....	9.00	6.00	2.60
260 times.....	8.00	5.33	2.55
360 times.....	7.00	4.66	2.60
512 times.....	6.00	4.00	1.75
520 times.....	5.00	3.50	1.90

**7. PACKAGE PLANS**

	1 min	30 sec	10 sec
7 days/30 ti, ea.....	2.25	1.50	1.00
30 days/100 ti.....	22.50	15.00	10.00
365 days/2 per day, ea.....	3.00	1.25	.90
	1/2 AM/1/2 FM		
365 days/6 per day, ea.....	1.50	1.00	.75

# GEORGIA

(See Guam listing following Wyoming)

## Valdosta—WJEM—Continued

PER WK. ROS:	10 ti	30 ti
1 min.	7	5
30 sec.	5	3
10 sec ID: 50% of 1-min.		

PROGRAM TIME RATES	1x	52x	208x	312x	500x	1000x
1 hr.	50.00	35.00	25.00	20.00	---	---
1/2 hr.	35.00	25.00	20.00	15.00	---	---
1/4 hr.	25.00	15.00	11.00	9.00	---	---
5 min.	15.00	8.50	7.00	6.50	5.00	4.00

## WVLD

1958

Media Code 4 211 9130 5.00  
EV-CO Broadcasting, Inc., Box 1529, Valdosta, Ga.  
31601. Phone 912-242-4821.

**STATION'S PROGRAMMING DESCRIPTION**  
WVLD: Programmed for young adults and teens.  
AIR PERSONALITIES emcee entire operation.  
NEWS: local & network. 4 mobile units, 2 man news team, local weather information, SPORTS: scores, briefs, plus play-by-play college basketball & high school football. Mobile traffic information throughout day. Audience participation games & contests. COMMERCIAL POLICY: 18 minutes maximum any hour. Contact Representative for further details. Rec'd 8/4/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Al H. Evans.  
Gen'l & Sta. Mgr.—Danny Dee.  
Sales & Comm'l Mgr.—Harrison Cooper.
- REPRESENTATIVES**  
Vic Plano Associates, Inc.  
Southeastern—Busby, Finch and Woods, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a.  
Cancellation: 70a, 70c, 71a.

### TIME RATES

ET 7/1/73—Rec'd 3/28/74.

AAA—Mon thru Fri 6-9 am, noon-1:30 pm & 3-7 pm.  
AA—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Night 7 pm-6 am.

SPOT ANNOUNCEMENTS	AAA	AA	A
PER WK:			
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
5 ti	5.75	4.50	3.75
10 ti	5.50	4.25	3.50
15 ti	5.25	4.00	3.25
20 ti	5.00	3.75	3.00
25 ti	4.75	3.50	2.75

**7. PACKAGE PLANS**  
48 Hour Penetration—3 30-sec spots & 3 10-sec spots ea hr in AAA & AA, plus 30-sec and 4 10-sec spots each hr in A. 250.00

DAILY: NETWORK NEWS—AT :55	AAA	AA	A
1 ti	40.00	35.00	25.00
2 ti	75.00	65.00	45.00
Incl open & close plus 1 1-min & 1 30-sec spot.			
STATE & LOCAL NEWS AT :52; SPORTS AT :25			
1 ti	35.00	30.00	22.50
5 ti	60.00	50.00	35.00
Incl 1 1-min spot plus intro & close.			

## VIDALIA (1 AM; 1 FM)

Thomas County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WVOP

1946

Media Code 4 211 9185 9.00  
The Vidalia Broadcasting Co., Box 900, Vidalia, Ga.  
30474. Phone 912-537-3306.

- PERSONNEL**  
Manager—Millard Ganey, Jr.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
5,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Member: The Tobacco Radio Network.  
Affiliated with American FM Network.

NATIONAL AND LOCAL RATES SAME	No. 4 ET 4/1/74—Rec'd 7/29/74.
PER YR:	
1 min.	7.00
30 sec.	4.90
10 sec: Ea 1.25.	
Frequency discount must be earned per order.	

# WVOP-FM

1969

Media Code 4 211 9186 7.00  
Vidalia Broadcasting Co., Box 900, Vidalia, Ga.  
30474. Phone 912-537-3306.

- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-11 pm daily. EST.  
Antenna ht.: 289 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

### TIME RATES

Rates are identical to WVOP. See that listing.

## WARNER ROBINS (2 AM; 1 FM)

Houston County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WAVC

1954

Media Code 4 211 9240 2.00  
Warner Robins Broadcasting Co., Inc., Box 916,  
Warner Robins, Ga. 31093. Phone 912-923-4261.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Edgar M. Nobles.
- REPRESENTATIVES** Radio Representatives, Inc.
- FACILITIES**  
5,000 w. days; 1350 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 23a.  
Contracts: 40a.  
Cancellation: 73a.

### TIME RATES

ET 1/1/71—Rec'd 8/28/72.

SPOT ANNOUNCEMENTS	1 ti	26 ti	50 ti	75 ti	100+
1 min.	3.50	3.25	2.50	2.00	1.50+
30 sec.	2.50	2.25	2.00	1.50	1.00
15 sec.	1.50	1.00	.75	.60	.50
Specified times, extra .25 ea spot.					

**8. PROGRAM RATES**  
1 min. 1.00  
1/3 off on 3 mo or longer contract.

## WRBN WRBN-FM

1966

Media Code 4 211 9295 6.00  
WRBN, Inc., Drawer AB, Warner Robins, Ga. 31093.  
Office and Studio: 136 Hospital Dr., Warner Robins,  
Ga. 31093. Phone 912-922-2222, 2223.

- PERSONNEL**  
President—Mary Jarrard.  
Vice-President—B. F. Timm.  
General Manager—John L. (Lynn) Newton.
- REPRESENTATIVES**  
Atlanta—David Carpenter Company.
- FACILITIES**  
1,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 440 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7a, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.  
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 25c, 29a, 32a, 33a.  
Contracts: 40a, 44a, 45, 47a, 51a.  
Comb. Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Georgia Network, Inc.

### TIME RATES

ET 1/1/74—Rec'd 11/28/73.

SPOT ANNOUNCEMENTS	1x	26x	50x	300x	500x	1000x
1 min 10 sec	8.00	7.50	6.50	5.75	5.00	4.75
20/30	8.00	6.00	5.50	5.00	4.75	4.25
10/15	6.25	4.75	3.25	3.00	2.75	2.50

PROGRAM TIME RATES	1x	52x	104x	156+
1 hr.	150	130	125	110
1/2 hr: 60% of hour.				
25 min: 50% of hour.				
1/4 hr: 40% of hour.				
5 min maximum—6-10 am & 3-7 pm.				

## WASHINGTON (1 AM; 1 FM)

Wilkes County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WLOV WLOV-FM

1955

A Better Broadcasting, Inc. Station

Subscriber to the NAB Radio Code

Media Code 4 211 9350 9.00  
Better Broadcasting, Inc., Box 400, Berkshire Dr.,  
Washington, Ga. 30673. Phone 404-678-2125.

- PERSONNEL**  
General Manager—Billy Thornton.
- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
FM-ERP 2,400 w. (horiz.), 2,400 w. (vert.); 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 320 ft. above average terrain.  
Simultaneous sunrise to local sunset.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## NATIONAL AND LOCAL RATES SAME

SPOT ANNOUNCEMENTS	1x	500x	1000+
1 min.	4.50	4.00	3.50
30 sec.	3.00	2.75	2.50
15 sec.	2.00	1.75	1.50
FM only: After local sunset 50% of above rates.			

## WAYCROSS (2 AM; 2 FM)

Ware County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

## WACL

1951

Media Code 4 211 9405 1.00  
Teletronics, Inc., Box 858, Memorial Dr., Waycross,  
Ga. 31501. Phone 912-283-4660.

- PERSONNEL**  
Sales Manager—W. T. Parker.
- REPRESENTATIVES**  
Mario Messina Company (except Southeast).
- FACILITIES**  
5,000 w.; 570 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time and talent; payable monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: The Tobacco Radio Network.

## NATIONAL AND LOCAL RATES SAME

SPOT ANNOUNCEMENTS	1x	3x	26x	52x	104x	156x
1 min.	4.00	3.90	3.80	3.70	3.60	3.50
30 sec.	3.20	3.10	3.05	2.95	2.90	2.80
10 sec.	2.40	2.35	2.30	2.20	2.15	2.10
1 min.	260x	312x	365x	520x	780x	1000x
1 min.	3.40	3.30	3.20	3.10	3.00	2.90
30 sec.	2.60	2.55	2.50	2.40	2.30	2.20
10 sec.	2.05	2.00	1.90	1.85	1.80	1.75

**7. PACKAGE PLANS**  
PER WK.  
ROS: 5 ti 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti  
1 min 3.50 3.25 3.00 2.85 2.65 2.45 2.25  
30 sec: 80% of 1-min.  
Pkg rates net to station.

## WACL-FM

1972

Media Code 4 211 9406 8.00  
Teletronics, Inc., Box 858, Memorial Dr., Waycross,  
Ga. 31501. Phone 912-283-4660.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 440 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

## TIME RATES

Bates are identical to WACL. See that listing.

## WAYX

1936

Media Code 4 211 9460 6.00  
Pioneer Communications, Inc., Box 683, 1600 Carswell  
Ave., Waycross, Ga. 31501. Phone 912-283-7100.

- PERSONNEL**  
General Manager—Jim Miller.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only. Payable monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.  
Member: Georgia Network, Inc.

## TIME RATES

NATIONAL AND LOCAL RATES SAME	ET 8/1/71—Rec'd 12/28/71.				
SPOT ANNOUNCEMENTS					
1x	15x	26x	52x	104x	
1 min.	4.75	4.50	4.25	4.00	3.75
30 sec.	3.90	3.80	3.40	3.20	3.00
	156x	260x	312x	520x	1040x
1 min.	3.50	3.25	3.00	2.75	2.50
30 sec.	2.80	2.60	2.40	2.20	2.00
Guaranteed times, add 10%.					

25% discount if equal schedules are run on AM/FM.

## WAYX-FM

1971

Media Code 4 211 9461 4.00  
Pioneer Communications, Inc., Box 683, 1600 Carswell  
Ave., Waycross, Ga. 31501. Phone 912-283-7100.

- PERSONNEL**  
General Manager—Billy Thornton.
- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
FM-ERP 2,400 w. (horiz.), 2,400 w. (vert.); 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 257 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Discount available with WAYX. See that listing.

## TIME RATES

Rates are identical to WAYX. See that listing.

# WAYNESBORO

Burke County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WBRO

1954

Media Code 4 211 9515 7.00  
WBRO, Inc., Box 151, McRean Rd., Waynesboro,  
Ga. 30830. Phone 912-554-2139.

- PERSONNEL**  
General Manager—John J. Balles.
- REPRESENTATIVES**  
Gene Boiles Company.
- FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network.

## TIME RATES

SPOT ANNOUNCEMENTS	1x	13x	26x	39x	52x	65x
1 min.	4.00	3.85	3.55	3.40	3.00	2.85
30 sec.	3.00	2.90	2.65	2.55	2.25	2.15
1 min.	76x	104x	260x	312x		
1 min.	2.80	2.40	2.20	1.90		
30 sec.	1.95	1.80	1.65	1.45		

## WEST POINT (2 AM; 1 FM)

Troup County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## WBMK WCJM (FM)

1958

1965

Media Code 4 211 9570 2.00  
Radio Valley, Inc., 705 W. 4th Ave., West Point,  
Ga. 31333. Phone 404-645-2991.

- PERSONNEL**  
Pres. & Gen'l Mgr.—C. Jim Murphy.
- FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.  
FM-ERP 3,000 w.; 100.9 mc.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 256 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American FM Network.

SPOT ANNOUNCEMENTS	No. 3 ET 6/1/70—Rec'd 10/29/70.						
1x	13x	26x	52x	104x	156x	260x	261+
1 min	4.00	3.80	3.60	3.20	2.80	2.40	2.



Thomasville—WTUF (FM)—Continued

**5. GENERAL ADVERTISING**  
Accepts AAAA copyrighted contract.  
Affiliated with National Black Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/73—Rec'd 5/18/73.

**6. SPOT ANNOUNCEMENTS**

ROS:	1x	2x	52x	104x	156x	312x
1 min.....	5.00	4.20	3.50	3.10	2.80	2.60
30 sec.....	3.75	3.15	2.65	2.35	2.15	1.95

Specified times, extra 20%.

THOMSON (2 AM; 1 FM)

McDuffie County—Map Location F-5.  
See SRDS consumer market map and data at beginning of the State.

**WTHO**  
1970  
**NBC Radio Network**

Media Code 4 211 8860 2.00  
Spartan Broadcasting Co., Box 286, 1530 Hickory Hill Dr., Thomson, Ga. 30824. Phone 404-595-5123.  
STATION'S PROGRAMMING DESCRIPTION  
WTHO: MUSIC: 100% country.

**1. PERSONNEL**  
Manager—Glenn Miller.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

**3. FACILITIES**  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Country Music Network, Georgia Network, Inc.

**TIME RATES**  
No. 3 ET 2/21/74—Rec'd 3/11/74.

**6. SPOT ANNOUNCEMENTS**

	1x	7x	13x	26x	52x
1 min.....	5.00	4.50	4.00	3.50	3.25
30 sec.....	3.50	3.25	3.00	2.75	2.50
10 sec.....	3.00	2.75	2.50	2.25	2.00
	104x	156x	312x	1200x	
1 min.....	3.00	2.75	2.50	2.25	
30 sec.....	2.25	2.00	1.75	1.50	
10 sec.....	1.75	1.50	1.25	1.00	

**7. PACKAGE PLANS**

	1 min	30 sec	10 sec
7 days/30 ti. ea.....	2.25	1.50	1.00
30 days/100 ti.....	22.50	15.00	10.00
365 days/2 per day, ea.....	2.00	1.25	.90
	1/2 AM/1/2 FM		
365 days/6 per day, ea.....	1.50	1.00	.75

**WTHO-FM**  
1370

Media Code 4 211 8861 0.00  
Bethany Broadcasting Corp., Box 286, 1530 Hickory Hill Dr., Thomson, Ga. 30824. Phone 404-595-5123.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WTHO-FM: MUSIC: Pop/gold.

**1. PERSONNEL**  
Music Director—J. J. Hemmingway.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.  
Operating schedule: 5:35 am-11:05 pm. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Member: Country Music Network.  
Sold in combination with WTHO. See that listing for rates.

**TIME RATES**  
Rates are identical to WTHO. See that listing.

**WTWA**  
1947

Subscriber to the NAB Radio Code  
Media Code 4 211 8890 0.00  
Hickory Hill Broadcasting Co., Inc., Box 561, 219 Lumpkin St., Thomson, Ga. 30824. Phone 404-595-1561.

**STATION'S PROGRAMMING DESCRIPTION**  
WTWA: MUSIC: pop & country. Adult personalities.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gene D. Harden.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
No. 9 ET 7/1/72—Rec'd 6/14/72.

**6. SPOT ANNOUNCEMENTS**

30 DAYS:	10 ti	25 ti	50 ti	75 ti	100+
1 min.....	5.00	4.75	4.50	4.00	3.50
30 sec.....	4.00	3.80	3.60	3.20	2.75
10 sec.....	2.50	2.40	2.25	2.00	1.75

**TIFFON (2 AM)**  
Tift County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WTIF**  
1057

Media Code 4 211 8745 1.80  
WTIF, Inc., Box 948, West 7th St., Tifton, Ga. 31794. Phone 912-382-1340.  
STATION'S PROGRAMMING DESCRIPTION  
WTIF: Programmed for adults, young adults.

**1. PERSONNEL**  
General Manager—Eugene D. Payne.

**2. REPRESENTATIVES**  
Southwest—Dora Clayton Agency, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

**TIME RATES**  
ET—Rec'd 2/28/73.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	200x	312x
1 min.....	6.00	5.50	5.00	4.50	4.00	3.75
30 sec.....						

30 sec: 80% of 1-min.

**WVGS**  
1940

Subscriber to the NAB Radio Code  
Media Code 4 211 8800 4.00  
Tifton Broadcasting Corp., Drawer A, 700 W. Second St., Tifton, Ga. 31794. Phone 912-382-1430.  
STATION'S PROGRAMMING DESCRIPTION  
WVGS: Programmed for adults and young adults.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ralph N. Edwards

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1430 kc.  
Directional—night only.  
Operating schedule: 5:30 am-midnight daily. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.  
Member: Tobacco Radio Network.

**TIME RATES**  
ET 12/1/70—Rec'd 12/8/70.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	200x	312x
1 min 6.00	5.50	5.00	4.75	4.50	4.25	4.00	
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50	

**TOCCOA (2 AM; 1 FM)**

Stephens County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WLET**  
1941

Media Code 4 211 8855 8.00  
Kelott, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577. Phone 404-886-2181.  
STATION'S PROGRAMMING DESCRIPTION  
WLET: All country.

**1. PERSONNEL**  
Program Director—Otto McDonald, Jr.

**3. FACILITIES**  
5,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 10/1/73—Rec'd 11/9/73.

**7. PACKAGE PLANS**

PER WK. EA:	1 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	3.50	3.30	3.20	3.10	3.00
30 sec.....	3.00	2.90	2.80	2.70	2.60

**VOLUME RATES—13 WEEKS OR LONGER**

PER WK:	6 ti	12 ti	18 ti
1 min.....	3.00	2.85	2.70
30 sec.....	2.00	1.90	1.80

**10. SPECIAL FEATURES**  
Billy Dilworth Show, Sat, 30-sec..... 3.50  
\*Detroit Steeple Show, Mon thru Fri, 30-sec..... 2.25  
\*Area Newscast, Mon thru Fri, 1-min..... 2.95  
\*AM Swap Shop, Mon thru Fri, 1-min..... 2.95  
(\* AM only.)

**WLET-FM**  
1947

Subscriber to the NAB Radio Code  
Media Code 4 211 8856 5.00  
Kelott, Inc., 423 Prather Bridge Rd., Toccoa, Ga. 30577. Phone 404-886-2191.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WLET-FM: MUSIC: MOR 5:30 am-6 pm; rock 6-11 pm.

**3. FACILITIES** ERP 100,000 w.; 106.1 mc.  
Operating schedule: 5:30 am-11 pm. EST.  
Antenna ht.: 340 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates are identical to WLET. See that listing.

**WNEG**  
1936

Subscriber to the NAB Radio Code  
Media Code 4 211 8910 1.00  
Stephens County Broadcasting Co., Box 907, 100 Houlietter, Toccoa, Ga. 30577. Phone 404-886-3151.  
STATION'S PROGRAMMING DESCRIPTION  
WNEG: Programmed for adult and young adult listeners.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Roy E. Gaines.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
500 w. days; 630 kc. Non-directional.  
Operating schedule: 6 a.m. to local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station. No cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Georgia Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/74—Rec'd 6/11/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x
1 min.....	4.25	4.00	3.75	3.50	3.25
30 sec.....	3.10	2.90	2.70	2.50	2.30
	1 min	156x	200x	312x	364x
1 min.....	3.00	2.75	2.50	2.25	
30 sec.....	2.10	1.90	1.70	1.50	

**7. PACKAGE PLANS**

	1 min	30 sec			
PER WK: 1 wk	4 wk	8+ 1 wk	4 wk	6+	
10 ti.....	3.50	3.25	3.00	2.50	2.30
20 ti.....	3.25	3.00	2.75	2.30	2.10
30 ti.....	3.00	2.75	2.50	2.10	1.90

**VALDOSTA (4 AM; 2 FM)**

Lowndes County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**WAFB (FM)**  
1971

Media Code 4 211 8937 4.00  
Christian Radio Fellowship, Inc., Box 338, 94 W. Morrow Rd., Valdosta, Ga. 31601. Phone 912-244-5180.

**1. PERSONNEL**  
Pres., Mgr. & Eng.—T. Jack Tidwell.

**3. FACILITIES**  
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 101.1 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 330 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 8.  
Rate Protection: 10c, 13c, 14c, 15b.  
Basic Rates: 22a, 23c.  
Contracts: 41, 42a, 45, 47a.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70e, 72.  
Prod. Services: 82.

**TIME RATES**  
ET—Rec'd 2/8/73.

**6. SPOT ANNOUNCEMENTS**

1 x, stat.....	2.50
<b>8. PROGRAM TIME RATES</b>	
PER WK:	1 hr 1/2 hr 10 min 3 min
5 ti.....	22.50 12.00 7.00 5.00 3.00
1 ti.....	25.00 15.00 8.50 6.50 4.00
<b>10. SPECIAL FEATURES</b>	
Newscasts—per wk.....	1 ti 5 ti
	3.50 3.00

**WGAF**  
1951

Media Code 4 211 8955 5.00  
Valdosta Broadcasting Co., Box 100, Valdosta, Ga. 31601. Phone 912-242-5520.  
STATION'S PROGRAMMING DESCRIPTION  
WGAF: MUSIC: Adult MOR. Sports: Pro college & high school football, college basketball & baseball, races. NEWS: Net & AP. Local 2 man news team.  
Contact Representative for further details. Rec'd 3/7/74.

**1. PERSONNEL**  
President—Orson Woodall.  
General Manager—James W. Jennings.

**2. REPRESENTATIVES**  
Bernard I. Ochs Co.

**3. FACILITIES**  
5,000 w.; 910 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 24a, 26, 28b, 29a.  
Contracts: 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 73a.  
Affiliated with NBC.  
Member: The Tobacco Radio Network, Georgia Network, Inc.

**TIME RATES**  
ET 5/1/74—Rec'd 4/1/74.  
AAA—Mon thru Sat 6-10 am, noon-1:30 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-noon, 1:30-3 pm & 7-8 pm; Sun 6 am-8 pm.  
A—Night 8 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti.....	8.50	5.00	5.50	4.00	4.00	3.00
12 ti.....	6.25	4.75	5.25	3.75	3.75	2.75
18 ti.....	6.00	4.50	5.00	3.50	3.50	2.50
24 ti.....	5.75	4.25	4.75	3.25	3.25	2.25
30 ti.....	5.50	4.00	4.50	3.00	3.00	2.00

(\*) ROS/BTA, all spots daytime with 1/3 guaranteed in drive times.

**WGOV**  
1940

Media Code 4 211 9020 8.00  
WGOV, Inc., Box 1207, Valdosta, Ga. 31601. Phone 912-244-4515.  
STATION'S PROGRAMMING DESCRIPTION  
WGOV: Programmed for negro audience.  
MUSIC: rhythm & blues & gospel. Taped commercials by AIR PERSONALITIES are interchangeable. Negro DJ's do all shows, including live commercials. Programs by local national ministers during week as well as Sun. NEWS: 5 min at :30 & :30. Net-

**GEORGIA**

work news, plus complete local coverage of all events in community. Emphasis on community interest & local events in negro community. Church & community bulletins aired twice hourly. Live & direct sports coverage of local football & Major League baseball. Coverage of agricultural community with farm & county agent reports several times daily. Contact Representative for further details. Rec'd 4/2/70.

**1. PERSONNEL**  
General Manager—Mary Carter.  
Program Director—Jack Moore.  
Chief Engineer—Jack Richardson.

**2. REPRESENTATIVES**  
Miami—Advertising Representatives, Inc.  
State, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 950 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3c, 4a, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 26b, 28b, 29b, 28c, 29a, 30, 33d.  
Contracts: 40a, 42a, 42c, 44a, 45, 46, 48, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.  
Member: Southern Black Network.

**TIME RATES**  
Rates effective September 1, 1952. (Card No. 2.)  
Revisions received October 1, 1956.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec
1 time.....	12.00	8.00	3.50
12 times.....	11.75	7.83	3.60
20 times.....	11.60	7.67	3.25
20 times.....	11.35	7.50	3.10
52 times.....	11.00	7.24	3.00
65 times.....	10.75	7.17	2.85
78 times.....	10.50	7.00	2.75
104 times.....	10.00	6.60	2.50
156 times.....	8.00	6.00	2.60
208 times.....	8.00	5.33	2.30
300 times.....	7.00	4.66	2.00
312 times.....	6.00	4.00	1.75
520 times.....	5.00	3.50	1.50

**WGOV-FM**  
1966

Media Code 4 211 9045 5.00  
WGOV, Inc., Box 1207, Valdosta, Ga. 31601. Phone 912-244-6816.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WGOV-FM: Programmed for adults and young adults.  
MUSIC: modern country & western. SPORTS: Major League baseball & local sports activities. NEWS: local, national & international. Contact Representative for further details. Rec'd 4/29/71.

**1. PERSONNEL**  
Program Director—Duane Tucker.

**3. FACILITIES**  
ERP 100,000 w.; 92.9 mc. Stereo.  
Operating schedule: 18 hours daily. EST.  
Antenna ht.:

**TIME RATES**  
ET—Rec'd 4/26/68.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	156x	260x	312x
1 min.....	6.50	5.85	5.20	4.50	3.90	3.20
30 sec.....	5.85	5.25	4.50	3.90	3.25	2.60

**8. PROGRAM TIME RATES**

	1x	26x	52x	156x	260x	312x
1 hr.....	52.00	45.50	39.00	32.50	26.00	19.50
1/2 hr.....	39.00	33.75	28.75	23.50	18.25	13.00
1/4 hr.....	14.50	13.35	12.35	11.35	10.50	9.45

**WJEM**  
1955

Media Code 4 211 9075 2.00  
Lowndes County Broadcasting Co., Box 368, Valdosta, Ga. 31601. Phone 912-242-1565.

**STATION'S PROGRAMMING DESCRIPTION**  
WJEM: Programmed for adults and general interest with segments of news coverage.  
Country music with air personalities. 8 mobile news units plus station airplane. Personality DJ's handle all

# GEORGIA

(See Guam listing following Wyoming)

## Valdosta—WJEM—Continued

PER WK. ROS:	10 tl	30 tl
1 min.	7	5
30 sec.	5	3
10 sec ID: 50% of 1-min.		

PROGRAM TIME RATES	1x	52x	208x	312x	500x	1000x
1 hr.	50.00	35.00	25.00	20.00	---	---
1/2 hr.	35.00	25.00	20.00	15.00	---	---
1/4 hr.	25.00	15.00	11.00	9.00	---	---
5 min.	15.00	8.50	7.00	6.50	5.00	4.00

## WVLD

1959

Media Code 4 211 9130 5.00  
EV-CO Broadcasting, Inc., Box 1529, Valdosta, Ga.  
31601. Phone 912-242-4821.

### STATION'S PROGRAMMING DESCRIPTION

WVLD: Programmed for young adults and teens. AIR PERSONALITIES emcee entire operation. NEWS: local & network, 4 mobile units, 2 man news team, local weather information. SPORTS: scores, briefs, plus play-by-play college basketball & high school football. Mobile traffic information throughout day. Audience participation games & contests. (COMMERCIAL POLICY: 18 minutes maximum any hour. Contact representative for further details. Rec'd 8/4/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Al H. Evans.  
Gen'l & Sta. Mgr.—Danny Dee.  
Sales & Comm'l Mgr.—Harrison Cooper.
- REPRESENTATIVES**  
Vic Plano Associates, Inc.  
Southeastern—Husby, Finch and Woods, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a.  
Cancellation: 70a, 70c, 71a.

### TIME RATES

ET 7/1/73—Rec'd 3/28/74.

AAA—Mon thru Fri 6-9 am, noon-1:30 pm & 3-7 pm.  
AA—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Night 7 pm-6 am.

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 tl.	4.75	3.50	4.75	3.50	4.75	3.50
10 tl.	5.50	4.25	4.50	3.25	3.50	2.25
15 tl.	5.25	4.00	4.25	3.00	3.25	2.00
20 tl.	5.00	3.75	4.00	2.75	3.00	1.75
25 tl.	4.75	3.50	3.75	2.50	2.75	1.50

**7. PACKAGE PLANS**  
48 Hour Penetration—3 30-sec spots & 3 10-sec spots ea hr in AAA & AA, plus 30-sec and 4 10-sec spots each hr in A. 250.00

DAILY:	NETWORK NEWS—AT :55		WKLY:		AAA		AA		A	
	1 tl.	5 tl.	10 tl.	15 tl.	10 tl.	15 tl.	10 tl.	15 tl.	10 tl.	15 tl.
1 tl.	5.00	40.00	35.00	25.00	5.00	40.00	35.00	25.00	5.00	40.00
2 tl.	10.00	75.00	65.00	45.00	10.00	75.00	65.00	45.00	10.00	75.00

Incl open & close plus 1 1-min & 1 30-sec spot.

**STATE & LOCAL NEWS AT :52: SPORTS AT :25**

1 tl.	5 tl.	10 tl.	15 tl.
35.00	30.00	22.50	22.50
5 tl.	10 tl.	80.00	50.00

Incl 1 1-min spot plus intro & close.

## VIDALIA (1 AM; 1 FM)

Tombas County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WVOP

1946

Media Code 4 211 9185 9.00  
The Vidalia Broadcasting Co., Box 900, Vidalia, Ga.  
30474. Phone 912-537-3306.

- PERSONNEL**  
Manager—Millard Ganey, Jr.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
5,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Member: The Tobacco Radio Network.  
Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 ET 4/1/74—Rec'd 7/29/74.

SPOT ANNOUNCEMENTS PER YR:	1x	100x	300x	500x	1000+
	1 min.	7.00	5.25	4.00	3.50
30 sec.	4.90	3.75	2.80	2.45	2.00
10 sec.	Ea 1.25.				

Frequency discount must be earned per order.

# WVOP-FM

1969

Media Code 4 211 9186 7.00  
Vidalia Broadcasting Co., Box 900, Vidalia, Ga.  
30474. Phone 912-537-3306.

- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-11 pm daily. EST.  
Antenna ht.: 289 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

### TIME RATES

Rates are identical to WVOP. See that listing.

## WARNER ROBINS (2 AM; 1 FM)

Houston County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WAVC

1954

Media Code 4 211 9240 2.00  
Warner Robins Broadcasting Co., Inc., Box 916,  
Warner Robins, Ga. 31093. Phone 912-923-4261.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Edgar M. Nobles.
- REPRESENTATIVES** Radio Representatives, Inc.
- FACILITIES**  
5,900 w. days; 1350 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 23a.  
Contracts: 40a.  
Cancellation: 73a.

### TIME RATES

ET 1/1/71—Rec'd 8/28/72.

SPOT ANNOUNCEMENTS PER MO:	1 tl	28 tl	50 tl	75 tl	100+
	1 min.	3.50	3.25	2.50	2.00
30 sec.	2.50	2.35	2.00	1.50	1.00
15 sec.	1.50	1.50	.75	.60	.50

Specified times, extra .25 ea spot.

- PROGRAM RATES**  
1 min. 1.00  
1/3 off on 3 mo or longer contract.

## WRBN

1966

Media Code 4 211 9295 6.00  
WRBN, Inc., Drawer AB, Warner Robins, Ga. 31093.  
Office and Studio: 136 Hospital Dr., Warner Robins,  
Ga. 31093. Phones 912-222-2222, 2223.

- PERSONNEL**  
President—Mary Jarrard.  
Vice-President—B. P. J. Timm.  
General Manager—John L. (Lynn) Newton.
- REPRESENTATIVES**  
Atlanta—David Carpenter Company.
- FACILITIES**  
1,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: ---
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.  
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 25c, 29a, 32a, 33a.  
Contracts: 40a, 44a, 45, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 60h, 60i, 61a.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Georgia Network, Inc.

### TIME RATES

ET 1/1/74—Rec'd 11/28/73.

SPOT ANNOUNCEMENTS PER MO:	1x	52x	104x	500x	1000x
	1 min	10.00	8.00	7.50	6.50
20/30	8.00	6.00	5.50	5.00	4.75
10/15	6.25	4.75	3.25	3.00	2.50

- PROGRAM TIME RATES**  
1 hr. 150  
1/2 hr. 80% of hour. 10 min: 30% of hour.  
25 min: 50% of hour. 5 min: 20% of hour.  
1/4 hr: 40% of hour.  
5 min maximum—6 10 am & 3-7 pm.

## WASHINGTON (1 AM; 1 FM)

Wilkes County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WLOV

1955

Media Code 4 211 9350 9.00  
Better Broadcasting Inc., Box 400, Berkshire Dr.,  
Washington, Ga. 30673. Phone 404-678-2125.

- PERSONNEL**  
General Manager—Billy Thornton.
- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
FM-ERP 2,400 w. (horiz.), 2,400 w. (vert.); 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## WLOV-FM

1970

A Better Broadcasting, Inc. Station  
Subscriber to the NAB Radio Code

# NATIONAL AND LOCAL RATES SAME

ET 6/1/74—Rec'd 7/1/74.

SPOT ANNOUNCEMENTS	1x		
	500x	1000+	
1 min.	4.50	4.00	3.50
30 sec.	3.00	2.75	2.50
15 sec.	2.00	1.75	1.50

FM only: After local sunset 50% of above rates.

## WAYCROSS (2 AM; 2 FM)

Ware County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

## WACL

1951

Media Code 4 211 9405 1.00  
Teletronics, Inc., Box 858, Memorial Dr., Waycross,  
Ga. 31501. Phone 912-283-4660.

- PERSONNEL**  
Sales Manager—W. T. Parker.
- REPRESENTATIVES**  
Mario Messina Company (except Southeast).
- FACILITIES**  
5,000 w.; 570 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time and talent; payable monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: The Tobacco Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 7/1/74—Rec'd 8/28/74.

SPOT ANNOUNCEMENTS PER WK:	1x	13x	26x	52x	104x	156x
	1 min.	4.00	3.90	3.80	3.70	3.60
30 sec.	3.20	3.10	3.05	2.95	2.90	2.80
10 sec.	2.40	2.35	2.30	2.20	2.15	2.10

SPOT ANNOUNCEMENTS PER WK:	1x	13x	26x	52x	104x	156x
	1 min.	2.60x	3.12x	3.65x	5.20x	7.80x
30 sec.	3.40	3.30	3.20	3.10	3.00	2.90
10 sec.	2.05	2.00	1.90	1.85	1.80	1.75

**7. PACKAGE PLANS**  
RDS: 5 tl 10 tl 15 tl 20 tl 30 tl 40 tl 50 tl  
1 min 3.50 3.25 3.00 2.85 2.65 2.45 2.25  
30 sec 2.50 2.25 2.00 1.85 1.65 1.45 1.25  
Pkg rates net to station.

## WACL-FM

1972

Media Code 4 211 9406 9.00  
Teletronics, Inc., Box 858, Memorial Dr., Waycross,  
Ga. 31501. Phone 912-283-4660.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 440 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

### TIME RATES

Rates are identical to WACL. See that listing.

## WAYX

1936

Media Code 4 211 9460 6.00  
Pioneer Communications, Inc., Box 683, 1600 Carswell  
Ave., Waycross, Ga. 31501. Phone 912-283-7100.

- PERSONNEL**  
General Manager—Jim Miller.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15% time only. Payable monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.  
Member: Georgia Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 8/1/71—Rec'd 12/28/71.

SPOT ANNOUNCEMENTS	1x				
	13x	26x	52x	104x	156x
1 min.	4.75	4.50	4.25	4.00	3.75
30 sec.	3.80	3.60	3.40	3.20	3.00
1 min.	3.50	3.25	3.00	2.75	2.50
30 sec.	2.80	2.60	2.40	2.20	2.00

Guaranteed times, add 10%.

25% discount if equal schedules are run on AM/FM.

## WAYX-FM

1971

Media Code 4 211 9461 4.00  
Pioneer Communications, Inc., Box 683, 1600 Carswell  
Ave., Waycross, Ga. 31501. Phone 912-283-7100.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 257 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Discount available with WAYX. See that listing.

### TIME RATES

Rates are identical to WAYX. See that listing.

# WAYNESBORO

Burke County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State

## WBRO

1954

Media Code 4 211 9515 7.00  
WHRO, Inc., Box 151, McBean Rd., Waynesboro,  
Ga. 30830. Phone 912-554-2139.

- PERSONNEL**  
General Manager—John J. Bailes
- REPRESENTATIVES**  
Gene Boiles Company.
- FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network.

### TIME RATES

ET 11/1/73—Rec'd 3/8/73.

SPOT ANNOUNCEMENTS	1x					
	13x	26x	39x	52x	65x	85x
1 min.	4.00	3.85	3.55	3.40	3.00	2.85
30 sec.	3.00	2.90	2.65	2.55	2.25	2.15

SPOT ANNOUNCEMENTS	1x					
	13x	26x	39x	52x	65x	85x
1 min.	7.8x	10.4x	26.0x	31.2x	39.0x	52.0x
30 sec.	2.80	2.40	2.20	1.90	1.75	1.45

## WEST POINT (2 AM; 1 FM)

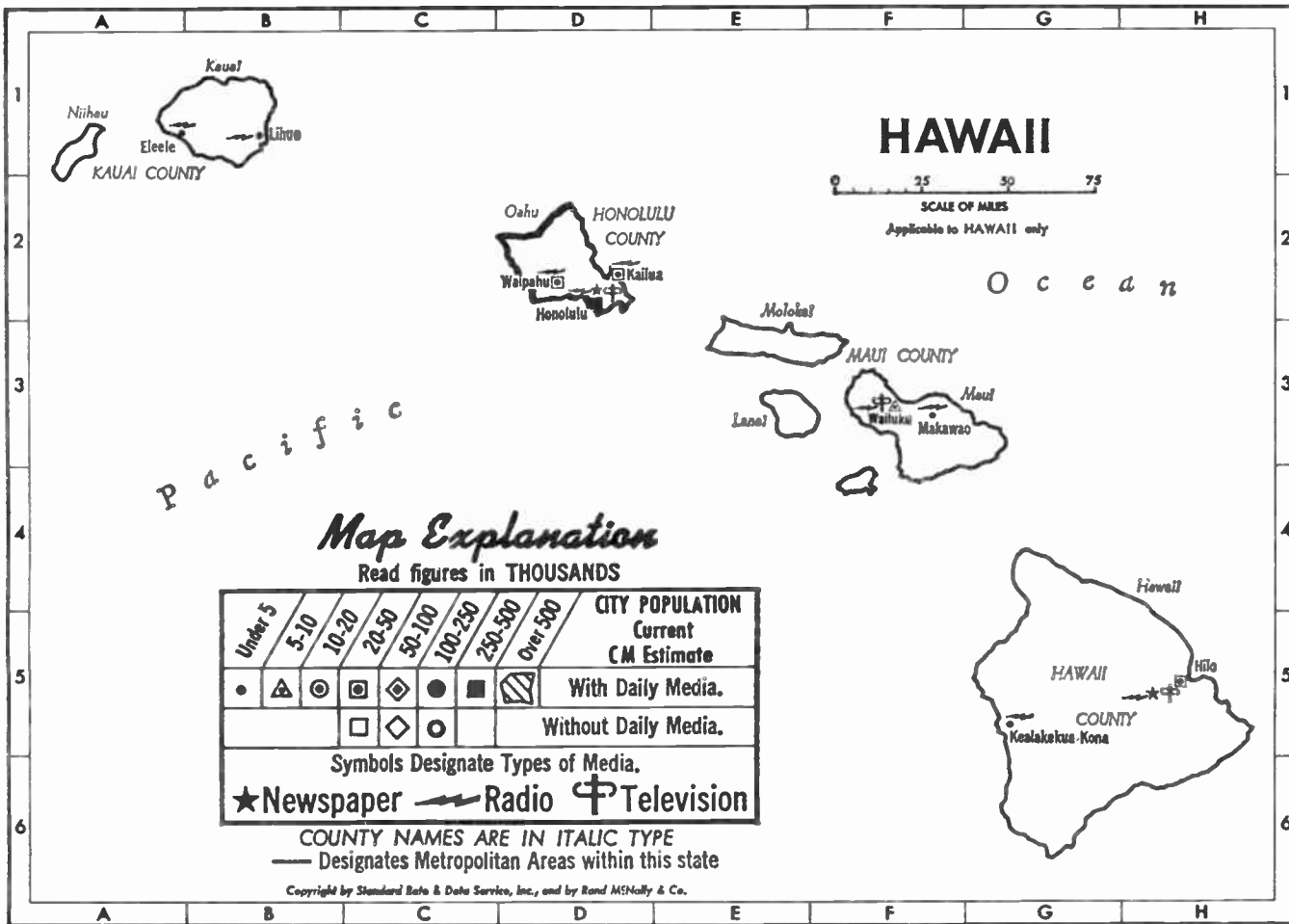
Troup County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## WBMK

## WCJM (FM)

1965





## Negro Population Data

(January 1, 1974)  
STATE TOTAL..... 7,383 Total Metros..... 7,126  
METRO AREAS  
Honolulu ..... 7,126

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)  
STATE TOTAL..... 23,276 METRO AREAS  
Honolulu ..... 19,714

## State, County, City, Metro Area Data

**CITIES AND COUNTIES** — This list shows counties in which cities are located. Cities are first, counties next.

Hilo—Hawaii      Honolulu—Honolulu      Kailua—Honolulu      Kaneohe—Honolulu      Waipahu—Honolulu

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$000)	3000 to	5000 to	8000 to	10000 to and over	Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types			Auto- motive (\$000)	Service Station (\$000)					
<b>HAWAII STATE TOTALS.....</b>	<b>816.6</b>	<b>249.77</b>	<b>3,816,857</b>	<b>15,281</b>	<b>5.4</b>	<b>13.7</b>	<b>10.2</b>	<b>24.8</b>	<b>40.1</b>	<b>1,835,715</b>	<b>7,350</b>	<b>349,416</b>	<b>47,724</b>	<b>279,665</b>	<b>76,418</b>	<b>63,607</b>	<b>289,325</b>	<b>104,220</b>	<b>414.14</b>	<b>294,476</b>
<b>HAWAII G-5†.....</b>	<b>64.5</b>	<b>20.31</b>	<b>270,705</b>	<b>13,329</b>	<b>6.1</b>	<b>18.5</b>	<b>12.3</b>	<b>24.9</b>	<b>31.0</b>	<b>125,097</b>	<b>6,159</b>	<b>31,627</b>	<b>1,326</b>	<b>17,945</b>	<b>4,697</b>	<b>6,228</b>	<b>27,398</b>	<b>8,201</b>	<b>40.14</b>	
Hilo.....	26.5	8.13	123,724	15,218						88,241	10,854	19,906	1,324	8,940	3,741	5,260	24,595	4,506		
<b>HONOLULU D-2†.....</b>	<b>671.4</b>	<b>203.55</b>	<b>3,222,930</b>	<b>15,834</b>	<b>5.2</b>	<b>12.4</b>	<b>9.7</b>	<b>24.5</b>	<b>42.7</b>	<b>1,547,509</b>	<b>7,603</b>	<b>266,490</b>	<b>44,542</b>	<b>245,502</b>	<b>66,435</b>	<b>52,756</b>	<b>235,549</b>	<b>85,231</b>	<b>340.90</b>	
Honolulu.....	335.8	116.76	1,866,965	15,990						1,259,260	10,785	179,533	33,983	216,792	63,556	45,088	191,281	64,438		
Honolulu Metro Area.....	671.4	203.55	3,222,930	15,834	5.2	12.4	9.7	24.5	42.7	1,547,509	7,603	266,490	44,542	245,502	66,435	52,756	235,549	85,231	340.90	
Kailua.....	34.1	9.95	187,631	18,857																
Kaneohe.....	34.6	9.65	157,819	16,354																
Waipahu.....	26.2	7.16	93,064	12,998																
<b>KAUAI 8-1.....</b>	<b>30.3</b>	<b>9.76</b>	<b>123,313</b>	<b>12,635</b>	<b>6.2</b>	<b>17.0</b>	<b>12.6</b>	<b>29.3</b>	<b>28.6</b>	<b>63,631</b>	<b>6,520</b>	<b>23,237</b>	<b>292</b>	<b>7,543</b>	<b>1,434</b>	<b>1,594</b>	<b>10,646</b>	<b>4,179</b>	<b>1.74</b>	
<b>MAUI F-3.....</b>	<b>50.4</b>	<b>16.15</b>	<b>199,909</b>	<b>12,378</b>	<b>7.2</b>	<b>18.0</b>	<b>13.1</b>	<b>25.9</b>	<b>27.7</b>	<b>99,478</b>	<b>6,160</b>	<b>28,062</b>	<b>1,564</b>	<b>8,675</b>	<b>3,852</b>	<b>3,029</b>	<b>15,732</b>	<b>6,609</b>	<b>31.36</b>	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# HAWAII

## HAWAII

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Hukilau Net, The

Comprised of:  
Non-Interconnected Stations

KGU—Honolulu KHLO—Hilo  
KNUI—Maui  
Media Code 4 212 0700 2.00  
Business Address—605 Kapiolani Blvd., Honolulu, Hawaii 96813.

#### 1. PERSONNEL

President—Jack Helms.  
Vice-Pres. & Gen'l Mgr.—Don Metzger.  
Sales Manager—Hay Sweeney.

#### 2. REPRESENTATIVES

Avco Radio Sales  
Canada—Andy McDermott Sales Ltd.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16, 25a, 26, 27, 28a, 29a, 32a, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51a.

Comb.: Cont. Discounts: 60a, 60b, 60c, 60f, 60h, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.

Prod. Services: 80, 81, 82.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

#### TIME RATES

For all rates see listing of KGU, Honolulu, KHLO, Hilo; KUAI, Kawai; KNUI, Maui, Hawaii, may be added to KGU buy for an additional 8.00 per spot per station.

## ELEELE

(Kauai County)  
See SRDS consumer market map and data at beginning of the State.

## KUAI

1965



Media Code 4 212 0900 8.00  
American Islands Broadcasting Corp., Box 720, Eleele, Kauai, Hawaii 96705. Phone 335-3171.

**STATION'S PROGRAMMING DESCRIPTION**  
KUAI: Programmed for 18 years and upwards. General, popular and middle-of-the-road music. Air personalities use Hawaiian music occasionally for flavor. Brief newsmaker telephone conversations, dedications, requests, local color comments and periodic guest interviews with noted local persons and vacationing celebrities. NEWS: 5 min on the hour, headlines at :30. Expanded news 8 am, noon and 5:30 pm. Wire services plus local staff. Includes sports, weather, business news. Station editorializes. Filipino language program M-Sat 4:30-5:30, Japanese language show Sun 9 am-noon. Rec'd 6/28/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—John S. Short.  
Vice-Pres. & Sta. Mgr.—William Dahle.

**3. FACILITIES**  
5,000 w.; 720 kc. Non-directional.  
Operating schedule: 4:30 am-midnight, HST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24c, 25a, 29a, 30.

Contracts: 40a, 41, 43, 44b, 46, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
TAX ON ADVERTISING: 4% State tax applicable to all net billing.

#### TIME RATES

No. 4 Eff 1/1/73—Rec'd 3/12/73.  
AA—Mon thru Fri 5:30-9 am & 3-6 pm; Sat 6-9 am & language shows.  
A—Mon thru Fri 9 am-3 pm; Sat 9 am-6 pm; Sun 7 am-6 pm.  
B—Mon thru Sun 6 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	6.50	5.20	5.50	4.40	2.75	2.20
7 ti	6.30	5.00	5.30	4.25	2.70	2.15
13 ti	6.00	4.80	5.00	4.00	2.55	2.00
25-36 ti	5.40	4.30	4.50	3.30	2.30	1.85

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
Fixed position, extra 25% AA, 10% A & B

**7. PACKAGE PLANS**

PER WK:	I	II	III	IV
PLAN A:	2 ti	3 ti	4 ti	6 ti
PER DAY:	12 ti	18 ti	24 ti	36 ti
1 min:	59.00	70.50	86.00	112.00
30 sec:	47.00	56.00	69.00	89.00

Equally over 6+ days per wk; rotate within time classes. Fixed position, extra 25% AA, 10% A & B.

**8. PROGRAM TIME RATES**

A FIXED:	1 hr	1/2 hr	1/4 hr	10 min	5 min
EA	75	45	30	20	15
AA: Extra 10%.					
B: Less 10%.					

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**

PER WK:	2 ti	7 ti	13-24	2 ti	7 ti	13-24
AA	7.50	7.25		7.15	6.90	
A	6.00	5.80	5.50	5.75	5.55	5.25
B	3.00	2.95	2.80	2.90	2.80	2.65

## HILO (3 AM)

(Hawaii County)  
See SRDS consumer market map and data at beginning of the State.

## KHLO

1950



Media Code 4 212 1200 2.00  
Kerby Scott Productions, Inc., Box 1497, Hilo Plaza Bldg., Hilo, Hawaii 96720. Phone 935-6372.

**STATION'S PROGRAMMING DESCRIPTION**  
KHLO: Programmed for young adults and adults. MUSIC: 75%: Modern Country, pop-rock, MOR. NEWS: Wire Service & local, hourly. Japanese 6-8 pm, M-F Filipino 5-8 am Sun, SPORTS: Major, regional & local; football, basketball, baseball, Rec'd 6/28/73.

**1. PERSONNEL**  
General Manager—Dean W. Manley.  
Sales Manager—Larry Tavara.  
Office Manager—Lillian Cunningham.

**3. FACILITIES**  
1,000 w.; 850 kc.  
Operating schedule: 5:30 am-midnight, HST.

**4. AGENCY COMMISSION**  
15/0: 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a 15b.  
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30.

Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

Member: The Hukilau Net.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 6/1/72—Rec'd 6/14/72.  
AA—Mon thru Sat 6-9 am & 3-6 pm, (except sports).  
A—Mon thru Sat 9 am-3 pm, (except sports); Sun 5 am-6 pm.

B—Mon thru Sun 6 am-5 am, (except sports).  
**6. SPOT ANNOUNCEMENTS**

1 MIN:	1x	13x	27x	105x	251+
AA	7.00	6.50	6.00	5.50	5.00
A	5.75	5.25	4.75	4.50	4.00
B	4.50	4.00	3.50	3.25	3.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

**7. PACKAGE PLANS**  
**TOTAL AUDIENCE PLANS**

Plan A—30 30-sec (10AA, 10A, 10B)	90
Plan B—60 30-sec (30AA, 20A, 10B)	180
Plan C—80 30-sec (30AA, 30A, 20B)	220

To be used within 10 days.  
**BULK RATES**

1,000 x (1/2AA, 1/2A)	1 min	30 sec
ID's: 50% of 1-min.	3600	3000

**10. SPECIAL FEATURES**  
**NEWS/WEATHER/SPORTS/FEATURES**

PER WK:	2 ti	3 ti	5 ti
2 min	15	25	35
4 min	25	35	45
10 min	35	50	75

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% (\*) 52 wk—15%  
(\*) Applies only to Spot Announcements.

## KIPA

1947



Media Code 4 212 1500 5.00  
Big Island Broadcasting Co., Ltd., Box 1602, 614 Kilauea Ave., Hilo, Hawaii 96720. Phone 808-935-6555.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Hugh Gordon.

**2. REPRESENTATIVES**  
Seattle, Portland—Hugh Felts & Associates.

**3. FACILITIES**  
1,000 w.; 1110 kc.  
Operating schedule: 5-12:30 am. HST.

**4. AGENCY COMMISSION**  
15% time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 24b, 28a, 29a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
AA—Prime 5-9 am & 3-7 pm.  
A—Select.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	3-6 ti	1 ti	3-6 ti
AA	13.00	8.50	8.75	5.75
A	9.75	6.50	6.50	4.25

**7. PACKAGE PLANS**  
**TOTAL CONCEPT PACKAGE PLANS**

Japanese—5-6:30 am	Info Central—6:30-9 am	Go Home or Fill—3-7 pm.	1 min	30 sec
12 ti (3 Japanese, 3 Info Central, 3 Go Home, 3 Select time)	84.60	56.40		
24 ti (6 Japanese, 6 Info Central, 5 Go Home, 7 Select time)	135.25	90.40		
9 ti (3 Japanese, 3 Go Home, 3 Select time)	62.10	41.40		
20 ti (6 Japanese, 5 Go Home, 9 Select time)	108.75	72.80		

**ROS**  
(Mon thru Fri 10 pm-midnight; Sat 6 pm-midnight; Sun 6:30-10 pm)  
**PER MO:** 1 min 30 sec 60.00 45.00  
Fixed position: Extra 15%.

**BONUS PLANS**  
13 wk—5% more spots. 52 wk—15% more spots.  
26 wk—10% more spots.

**8. PROGRAM TIME RATES**

AA	1 hr	1/2 hr	1/4 hr	5 min
AA	85.00	42.00	25.00	12.75
A	60.00	30.00	17.00	8.75

## KPUA

1980

Media Code 4 212 1800 9.00  
Heftel Broadcasting Corp., 58 Manoaia Pl., Hilo, Hawaii 96720. Phone 935-5461.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Hal Boudreau.  
Sales Manager—Wayne C. Berry.  
Program Director—Steve A. Reno.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
5,000 w.; 870 kc.  
Operating schedule: 24 hours daily, HST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 23b, 24b, 25a, 28b, 29a, 30, 31.

Contracts: 40a, 42b, 42d, 43, 44a, 47a, 48, 49, 51a, 51c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/71—Rev 1/1/74—Rec'd 3/28/74.

**6. SPOT ANNOUNCEMENTS**  
**MYNAH BIRD SHOW—MON THRU SAT 6-10 AM**

PER WK, EA:	1 min	30 sec	1 min	30 sec
13 wk	10.00	9.50	7.50	7.00
26 wk	9.50	9.00	7.00	6.50
52 wk	8.50	8.00	6.00	5.50

**STEVE A RENO SHOW—MON THRU SAT 2-6 PM**

1 wk	13 wk	26 wk	52 wk
7.30	6.70	5.00	4.40
5.95	5.35	4.20	3.65
5.65	5.05	3.95	3.40
5.35	4.75	3.75	3.20

**HAL MARKS TIME—MON THRU SAT 10 AM-2 PM**

1 wk	13 wk	26 wk	52 wk
5.55	4.85	3.65	3.35
4.55	4.05	3.10	2.80
4.45	3.95	2.95	2.65
4.25	3.75	2.65	2.40

(\*) W-F or T-Th-Sa, alternating.  
Fixed time: (2 hr blocks), extra 25%.

**ECHOS OF JAPAN—MON THRU SAT 5-6 AM & SUN 6-8 AM**

1 min	30 sec	1 min	30 sec
7.50	7.00	6.50	6.00
4.35	4.00	3.75	3.50
3.50	3.25	3.00	2.75

(†) 15% translation charge included.

**7. PACKAGE PLANS**  
**THE MYNAH BIRD PLAN**  
5 spots per day, 1 spot in each: Mynah Bird, Hal Marks, Steve A. Reno, Robbie Plaus, Tim O'Brian.  
30 ti, 6 DAYS PER WK: 1 wk 13 wk 26 wk 52 wk  
1 min. 157.50 142.50 124.50 114.00  
30 sec. 112.50 102.00 90.00 75.00

**WEEKLY PACKAGE PLAN—MON THRU SUN 10 AM-11 PM**

PER WK:	1 min	30 sec
EA: 1 wk 13 wk 26 wk 52 wk	13.00	12.00
12 ti	4.85	4.55
18 ti	4.65	4.35
30 ti	4.45	4.25

**SUNDAY PACKAGE**  
1 min, 13 ti. 34.00 30 sec, 13 ti. 26.00

## HONOLULU (15 AM; 4 FM)

(including Waipohu)  
(Honolulu County)

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10am-3pm)		Afternoon Traffic (3-7 pm)		Evening (7 pm-midnight)
	1 min	30 sec	1 min	30 sec	
A	42	17	25	17	
B	25	15	23	15	
C	23	15	21	14	
D	22	15	21	13	
AVERAGE	28	16	23	15	

## KAHU

1950

WAIPAHU



The Golden Pacific Group  
Media Code 4 212 2100 3.00  
Royal Hawaiian Radio Co., Inc., Waipahu, Hawaii.  
Phone 808-677-5687. TVX 2W40.  
Mailing address: Box 1007, Waipahu, Oahu, Hawaii 96797.

**1. PERSONNEL**  
Station Manager—Harry En Chu.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
10,000 w.; 940 kc.  
Operating schedule: 24 hours daily, HST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2a, 4a, 5, 6a.  
Basic



**Honolulu—K A I M—Continued**

- 3. FACILITIES**  
ERP 37,000 w.; 95.5 mc. Stereo.  
Operating schedule: 6 am-midnight. HST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**KCCN**  
1966  
HONOLULU



Grayson Enterprises, Inc.  
Media Code 4 212 2700 0.00  
Grayson Enterprises, Inc., Waikiki Business Plaza,  
2270 Kalakaua Ave., Suite 904, Honolulu, Hawaii  
96815. Phone 923-0402. TELEX 634-297 (WUI).

**STATION'S PROGRAMMING DESCRIPTION**  
KCCN: Programmed for mass appeal.  
MUSIC: 100% Hawaiian.  
NEWS: 5 min news each half hour during morning  
and evening traffic periods, on hour in non-traffic  
periods. News emphasis 70% local, 30% national and  
international. Sports and local weather reported in-  
side newscasts. Air personalities employ Hawaiian  
legends, humor, dedications, brief listener conversa-  
tions, requests, local color comments, traffic reports,  
sailing, surfing and fishing conditions and tourist  
features including mainland weather, shipping re-  
ports and what to do vignettes. Contact Representa-  
tive for further details. Rec'd 2/19/71.

- 1. PERSONNEL**  
General Manager—James A. Wethington.  
Assistant Manager—Krush Kealoha.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.
- 3. FACILITIES**  
5,000 w.; 1420 kc. Non-directional.  
Operating schedule: 4:30 am-midnight. HST.
- 4. AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a,  
28c, 29a, 30, 32b, 33c.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 49, 51a.  
Cancellations: 60a, 60d, 60e, 60f, 61c, 62b,  
62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
TAX ON ADVERTISING: 4% State Tax applicable  
to all net billing.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 11/1/73—Rec'd 10/8/73.

AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm.  
B—Mon thru Sat 6 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		30 sec	
PER WK:	1 min	12 ti	24+
1 wk	10.50	10.00	9.50
13 wk	10.00	9.50	9.00
26 wk	9.50	9.00	8.50
41-52	9.00	8.50	8.00

**CLASS A**

1 min		30 sec	
PER WK:	1 min	12 ti	24+
1 wk	8.00	7.00	6.50
13 wk	7.25	6.75	6.25
26 wk	6.75	6.50	6.00
41-52	6.50	6.00	5.50

**CLASS B**

1 min		30 sec	
PER WK:	1 min	12 ti	24+
1 wk	4.00	3.75	3.50
13 wk	3.75	3.50	3.25
26 wk	3.50	3.25	3.00
41-52	3.25	3.00	2.75

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec
Malihini Plan, 5 ti (2AA, 2A, 1B)	36.75	26.25
Aloha Plan, 10 ti (5AA, 3A, 2B)	73.50	52.50
Diamond Head Plan, 16 ti (7AA, 6A, 3B)	110.25	78.75
Kaunaina Plan, 22 ti (11AA, 6A, 5B)	152.25	105.00
Paradise Plan, 31 ti (14AA, 9A, 8B)	194.25	131.25

**WEEKENDER PLAN**  
(Fri 6 am thru Sun midnight)

PER WK:	1 min	30 sec
5 ti (1AA, 1, 3B)	28.35	21.00
10 ti (2AA, 2A, 6B)	52.50	36.75
20 ti (5AA, 3A, 12B)	105.00	73.50

**10. SPECIAL FEATURES**  
Newscasts—hourly at :00, 5 min 6 am-6 pm includ-  
ing 3 15-min reports 7 am, noon & 5 pm Mon thru  
Fri.  
Sports—5 min Mon thru Fri at 7:30 am & 4:30 pm.  
For 5-min news or sports segments—applicable 1-min  
spot plus 10%.

**PACKAGE RATES FOR MONTHLY CONTRACT**

PER WK:	1 ti	2 ti	3 ti	7 ti	7* ti
Per mo.	25	35	50	100	75

(\*) 6 month contract.  
Applies to Filipino program only.

**KGMB**  
1929  
HONOLULU



**KATZ RADIO**



A Heftel Station  
Media Code 4 212 3300 6.00  
Heftel Broadcasting Corp., Box 581, 1534 Kapiolani  
Blvd., Honolulu, Hawaii 96809. Phone 941-8011.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMB: Programmed for Hawaii.  
AIR PERSONALITIES handle all segments. MUSIC:  
general popular, MOR, current hits & standards,  
NEWS: 5 min 2x/day, 10 man staff, 6 mobile units.

Tele-interviews, humor, traffic reports, weather condi-  
tions, helicopter reports, quizzes by personalities.  
Contact Representative for further details. Rec'd  
4/19/73.

- 1. PERSONNEL**  
President—Cecil (Cec) Heftel.  
Vice-Pres. & Gen'l Mgr.—Earl McDaniel.  
Vice-Pres. & Sales Mgr.—Richard Cramer.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
5,000 w.; 590 kc.  
Operating schedule: 24 hours daily. HST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 2c, 3a, 3d, 4a, 5.  
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 28b, 28c,  
29a, 30, 33b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 51b.  
Comb.; Cont. Discounts: 60c, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b-  
Prod. Services: 81, 82.  
FM facilities: KGMQ (FM).  
Affiliated with Katz Radio Network.  
TAX ON ADVERTISING: 4% State Tax appli-  
cable to all net billing.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 4/1/74—Rec'd 5/16/74.

**6. SPOT ANNOUNCEMENTS**  
AKU—MON THRU SAT 5-10 AM

PER WK:	1 min	30 sec	1 min	30 sec
1 wk	52.00	39.00	44.00	31.00
13 wk	49.00	36.00	42.00	30.00
26 wk	47.00	33.00	40.00	28.00
52 wk	45.00	32.00	37.00	24.00

2-hr fixed time blocks, extra 50%  
GIANNY GOOSE—MON THRU SAT 3-8 PM  
1 wk..... 23.00 16.00 21.00 14.00  
13 wk..... 23.00 16.00 19.00 13.00  
26 wk..... 23.00 16.00 18.00 12.50  
52 wk..... 23.00 16.00 17.00 12.00

GEORGE KENNEDY—MON-FRI 10 AM-1 PM;  
SAT 10 AM-3 PM  
KIM CHEE—MON-FRI 1-3 PM; SUN 10 AM-3 PM  
1 wk..... 17.50 11.50 15.25 10.50  
13 wk..... 17.50 11.50 14.50 10.00  
26 wk..... 17.50 11.50 14.00 9.25  
52 wk..... 17.50 11.50 13.50 8.25

Fixed times, extra 25%.  
(\*) Mon/Wed/Fri or Tues/Thurs/Sat alternate  
wks.

**7. PACKAGE PLANS**  
AKU PLAN  
-12/3\* days—24/6 days—  
1 min 30 sec 1 min 30 sec

PER WK:	1 min	30 sec	1 min	30 sec
1 wk	213.00	147.00	378.00	240.00
13 wk	204.00	138.00	354.00	222.00
26 wk	189.00	129.00	336.00	204.00
52 wk	177.00	123.00	312.00	195.00

4 per day, 1 ea Aku, George Kennedy or Kim Chee  
(rotating), Ted Sax, Arapito B. Smythe  
(\*) Mon/Wed/Fri or Tues/Thurs/Sat alternate  
wks.

MON THRU SUN 10 AM-11 PM

PER WK:	1 min	30 sec
1 wk	13.00	9.00
13 wk	12.50	8.50
26 wk	12.00	8.00
52 wk	11.50	7.50

SUNDAY PACKAGE  
13 per Sun, 1 min 105.00, 30 sec 80.00.  
Minimum spread 12 hrs.

**KGMQ (FM)**  
1967  
HONOLULU



**KATZ RADIO**



Media Code 4 212 3450 1.00  
Heftel Broadcasting Corp., Box 581, 1534 Kapiolani  
Blvd., Honolulu, Hawaii 96809. Phone 941-  
8011.

- See affiliated AM station for additional information.  
AM facilities: KGMQ.
- 1. PERSONNEL**  
President—Cecil (Cec) Heftel.  
Executive Vice-President—Earl McDaniel.  
General Manager—Tony Wrath.  
Program Director—Dave Shaw.

- 3. FACILITIES**  
ERP: 100,000 w. (horiz.), 100,000 w. (vert.); 93.1  
mc. Stereo.  
Operating schedule: 24 hours daily. HST.
- 5. GENERAL ADVERTISING See coded regulations**  
Affiliated with Katz Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 6/1/74—Rec'd 5/17/74.

AAA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-  
10 pm.  
AA—Mon thru Sat 5-10 am; Mon thru Fri 10 am-  
3 pm.  
A—Mon thru Sun 10 pm-5 am; Sun 5-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
3 ti	15.00	12.00	10.00	10.50
6 ti	12.00	11.00	10.00	9.00
12 ti	11.00	10.00	9.00	8.00
18 ti	10.00	9.00	8.00	7.50
24 ti	9.00	8.00	7.50	7.00
30 ti	8.50	7.50	7.00	6.00

**7. PACKAGE PLANS**  
MON THRU SUN—1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	30 sec	1 min	30 sec
21 ti	7.00	6.00	42 ti	6.00

Preemptible; made good comparable or better time  
period before end of schedule.

**KGU**  
1922  
HONOLULU



Media Code 4 212 3600 1.00  
Communications Hawaii, Inc., 605 Kapiolani Blvd.,  
Honolulu, Hawaii 96813. Phone 536-3626.

**STATION'S PROGRAMMING DESCRIPTION**  
KGU: Programmed for general interest.  
Featuring middle-of-the-road music and sports.  
NEWS: headlines on hour, 5 min at :30 in drive  
times. Mobile actualities 24 hrs a day. Half hour  
length news and commentary at 6 pm and 10 pm.  
SPORTS: local pro baseball. Local high school and  
college football and basketball. Major league base-  
ball and football. Other major sports events. Contact  
Representative for further details. Rec'd 2/20/69.

- 1. PERSONNEL**  
President—Jack A. Heintz.  
Vice-Pres. & Gen'l Mgr.—Don Metzger.  
Sales Manager—Ray Sweeney.
- 2. REPRESENTATIVES**  
Avco Radio Sales.
- 3. FACILITIES**  
10,000 w.; 749 kc.  
Operating schedule: 24 hours daily. HST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,  
6a, 7 a, 8.  
Rate Protection: 10b, 11b, 12b, 18b, 14b, 15a, 15b,  
16.  
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a,  
25a, 26, 27, 28a, 29a, 32a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,  
49, 51a.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i,  
61a, 61b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC and MBS.  
Member: The Hawaiian Net.  
TAX ON ADVERTISING: 4% State Tax applicable  
to all net billing.

**TIME RATES**  
No. 38 Eff 3/1/71—Rec'd 2/16/71.

AA—Mon thru Sat 5:30-9 am, 3-7 pm & within 1/2  
hour of play-by-play sports events.  
A—Mon thru Sat 9 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA

1 TI PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	18.00	17.50	16.00	14.50	14.00
30 sec	13.50	12.00	11.50	10.00	9.50

CLASS A

1 TI PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	17.00	16.50	15.00	13.50	13.00
30 sec	12.50	11.00	10.50	9.00	8.50

CLASS B & ROS/BTA

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	14.00	13.00	12.00	11.00
30 sec	11.00	10.00	9.00	8.00

CLASS A

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	16.00	15.50	14.00	12.50
30 sec	12.00	10.50	9.50	8.50

CLASS B

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	15.00	13.50	13.00	11.50
30 sec	10.00	9.50	8.50	7.50

CLASS C

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	13.00	12.00	10.50	9.50
30 sec	9.00	8.50	7.00	6.50

CLASS B & ROS/BTA

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	14.00	13.00	12.00	11.00
30 sec	11.00	10.00	9.00	8.00

CLASS B & ROS/BTA

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	13.00	12.00	11.00	10.00
30 sec	10.00	9.00	8.00	7.00

CLASS C

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	12.00	11.00	10.00	9.00
30 sec	9.00	8.00	7.00	6.00

CLASS D

1 TI PER WK:	1 min	30 sec	1 min	30 sec
1 min	11.00	10.00	9.00	8.00
30 sec	8.00	7.00	6.00	5.00

10 sec: 50% of 30-sec rate.  
Fixed position, extra 20%.

- 10. SPECIAL FEATURES**  
News sponsorship—1x 1-min rate.

**KHSS**  
(formerly KPDI-FM)  
1963  
HONOLULU



Media Code 4 212 3900 5.00  
Communico Oceanic Corp., 1701 Ala Wai Blvd.,  
Honolulu, Hawaii 96815. Phone 808-955-5511.

See affiliated AM station for additional information.  
AM facilities: KPDI.

**STATION'S PROGRAMMING DESCRIPTION**  
KHSS: Programmed for adults.  
MUSIC 97%: current popular, standards, MOR and  
showtunes blended into uninterrupted 1/4 hour  
segments. NEWS 3%: 2 min summaries every half  
hour 6-8 am & every other hour 9 am-7 pm. Surf

**HAWAII**

... and marine weather. COMMERCIAL POLICY:  
maximum 6 units per hour. Contact Representative  
for further details. Rec'd 5/3/74.

- 1. PERSONNEL**  
Program Director—James A. Schuilke.
- 3. FACILITIES**  
ERP 35,000 w.; 97.5 mc. Stereo.  
Operating schedule: 24 hours daily. HST.  
Antenna ht.: —ft. above average terrain.
- 5. GENERAL ADVERTISING See coded regulations**  
Sold in combination with KPOL. See that listing for  
rates.  
TAX ON ADVERTISING: 4% State Tax applicable  
to all net billing.
- TIME RATES**  
No. 1A Eff 3/21/74—Rec'd 5/3/74.  
AAA—10 am-7 pm.  
AA—6-10 am & 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 min | 30 sec | 1 min | 30 sec |
|---------|-------|--------|-------|--------|
| 6 ti    | 14    | 11     | 11    | 9      |
| 12 ti   | 13    | 10     | 10    | 8      |
| 18 ti   | 11    | 9      | 8     | 6      |
| 24 ti   | 10    | 8      | 7     | 5      |

**KHVV**  
1957  
HONOLULU



**ROBERT E. EASTMAN & CO., INC.**

Subscriber to the NAB Radio Code  
Media Code 4 212 4200 9.00  
KHVV, Inc., 1060 Bishop St., Honolulu, Hawaii  
96813. Phone 524-3111. Cable address—KHVV.  
TELEX 723479.

**STATION'S PROGRAMMING DESCRIPTION**  
KHVV: Programmed for adults.  
All news format 5 am-7:30 pm. Local news staff of  
16 people. Network news 20x per day, network &  
local features twice each hour. SPORTS: sports  
news 10X per day. Live coverage of major league  
baseball, professional basketball & football, pro golf,  
selected college sports & other sports specials. Tele-  
phone-talk format 7:30-11 pm featuring different  
hosts each night with varying political and commu-  
nity viewpoints. Mystery show 11:06 pm-midnight.  
Contact Representative for further details. Rec'd  
7/5/74.

- 1. PERSONNEL**  
President—S. Berger.  
General Manager—Stewart D. Chelst.  
Sales Manager—Robert Bowen.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w.; 1040 kc. Non-directional.  
Operating schedule: 5:12-15 am daily. HST.
- 4. AGENCY COMMISSION**  
15/0; 15th following month.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26,  
27, 29a.  
Contracts: 40c, 41, 42a, 42c, 44a, 45, 46, 47e, 51a,  
51b.  
Comb.; Cont. Discounts: 60a, 60e, 60h, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS and Eastman Radio Network.  
TAX ON ADVERTISING: 4% Sales Tax applicable  
to all net billing.

**TIME RATES**  
No. 21 Eff 2/1/74—Rec'd 1/31/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-sign-off; Sat  
10 am-sign-off; Sun 6:30 am-sign-off.

**6. SPOT ANNOUNCEMENTS**

# HAWAII

## Honolulu—K I K I—Continued

**1. PERSONNEL**  
General Manager—C. C. Bud Larsen.  
Sales Manager—Brian Skelly.  
Program Director—Ron King.

**2. REPRESENTATIVES**  
National Time Sales.

**3. FACILITIES**  
16,000 w.; 830 kc. Non-directional.  
Operating schedule: 24 hours daily. HST.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11a, 12b, 13b, 14a, 15a, 16.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24c, 25a, 25b, 28c, 29a, 30, 33a.  
Contracts: 40a, 40c, 42d, 44a, 45, 46, 47e, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61a, 61d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

No. 7 Eff 6/1/74—Rec'd 7/8/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm; Sun 9 am-7 pm.  
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun midnight-6 am.

CLASS AAA		CLASS AA		CLASS A	
1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	14.00	13.50	13.00	12.50	11.50
30 sec.	11.00	10.50	10.00	9.50	8.50
10 sec.	7.00	6.75	6.50	6.25	5.75
1 min.	12.00	11.50	11.00	10.50	9.50
30 sec.	10.00	9.50	9.00	8.50	7.50
10 sec.	6.00	5.75	5.50	5.25	4.75
1 min.	10.00	9.50	9.00	8.50	7.50
30 sec.	8.00	7.50	7.00	6.50	5.50
10 sec.	5.00	4.75	4.50	4.25	4.00

**7. PACKAGE PLANS**

**PLAN I:** 1 min 30 sec 10 sec  
AAA 38 29 19  
AA 32 27 16  
1 spot per day (3 per wk) Mon, Wed & Fri, alternately with Tues, Thurs & Sat.

**PLAN II:**  
Per wk 226 164 113  
4 ti per day (24 per wk) Mon thru Sat: 1 ea 6-10 am, 10 am-3 pm, 3-7 pm, 7 pm-midnight.

**PLAN III, PER WK:** 6 ti 12 ti  
Community service pkg. 8 5  
Incl community service spot & 30-sec commercial.

## KIOE

1970

### HONOLULU

Media Code 4 212 4650 5.00  
Fox Broadcasting Corp., 677 Ala Moana, Honolulu, Hawaii 96813. Phone 808-551-4187.  
**STATION'S PROGRAMMING DESCRIPTION**  
KIOE: Programmed for 18-34.  
MUSIC: adult contemporary. NEWS: 90-sec. at :20 & :40. COMMERCIAL POLICY: 8 commercial breaks per hour with maximum 12 commercial minutes per hour. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
General Manager—Marjorie Russell.  
General Sales Manager—Jack O'Neill.  
Program Director—Scott Edwards.

**2. REPRESENTATIVES**  
Harlan G. Oakes, Inc.

**3. FACILITIES**  
5,000 w.; 1080 kc.  
Operating schedule: 24 hours daily. HST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 21d, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 48, 45.  
Comb.: Cont. Discounts: 60f, 60e, 60f, 60h, 60i, 61a.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

Eff—Rec'd 3/8/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10-3 pm & 7 pm-midnight; Sun all day.

CLASS AAA		CLASS AA		CLASS A	
5x	10x	20x	25x	40x	50x
1 min	12.15	11.85	11.15	9.95	9.65
30 sec	9.15	8.95	8.15	7.15	6.75
1 min	9.95	9.55	8.65	8.45	8.25
30 sec	8.15	7.95	7.25	6.85	6.55
1 min	10.50	10.15	9.05	8.80	8.50
30 sec	8.40	8.20	7.50	7.10	6.70

## KKUA

1947

### HONOLULU

Media Code 4 212 4800 6.00  
K(ou)KUA Radio One Corp., 785 Amama St., Honolulu, Hawaii 96814. Phone 808-646-2849.  
**STATION'S PROGRAMMING DESCRIPTION**  
KKUA: Programmed for adult audience as well as youth.  
MUSIC: 80%. Modern pop, combines current hits and goldies interwoven with album cuts from top-selling albums. NEWS: every hour. All newscasts feature national, international, local, regional and sport news, with actualities as available and warranted. Surf reports and weather reports broadcast hourly. When hourly news is not scheduled, there is a bulletin format for items of immediate interest. Contact Representative for further details. Rec'd 2/1/71.

**1. PERSONNEL**  
President—H. G. (Jock) Fearhead.  
Vice-President—Robert S. Wilson.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
10,000 w.; 690 kc. Non-directional.  
Operating schedule: 24 hours daily. HST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14b, 15a.  
Basic Rates: 20a, 22a, 24a, 24b, 24c, 28a, 29a, 33a.  
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 81, 82.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

No. 2 Rev 3/1/72—Rec'd 3/6/72.  
AAA—Mon thru Fri 6-10 am, 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
A—All other times.

CLASS AAA		CLASS AA		CLASS A	
1 min	30 sec	10 sec	1 min	30 sec	10 sec
25.00	24.00	23.00	15.00	14.00	13.00
20.00	20.00	19.20	12.00	11.20	10.40
12.50	12.00	11.50	7.50	7.00	6.50
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	12.00	11.20	10.40	9.60	8.80
10 sec	7.50	7.00	6.50	6.00	5.50
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	10.40	9.60	8.80	8.00	7.20
10 sec	6.50	6.00	5.50	5.00	4.50

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

PER WK: 1 min 30 sec 10 sec  
14 ti (4AAA, 5AA, 5A) 16.00 12.80 8.00  
21 ti (7AAA, 7AA, 7A) 15.00 12.00 7.50  
28 ti (9AAA, 10AA, 9A) 14.00 11.20 7.00

**ANNUAL PLAN**

PER YR: 520x 1040x 520x 1040x  
1 min 21.00 20.00 11.00 10.00 9.00 8.00  
30 sec 18.80 18.00 8.80 8.00 7.20 6.40  
10 sec 10.50 10.00 5.50 5.00 4.50 4.00

**ROS—BT—PREEMPTIBLE**  
(Sun thru Sat)

PER WK: 1 min 30 sec 10 sec  
60 ti 15.00 12.00 7.50

**10. SPECIAL FEATURES**  
5 min newscasts—1-1/2x 1-min.

## KNDI

1960

### HONOLULU

Media Code 4 212 5100 0.00  
James T. Ownby, Box 1516, 2310 Kuhlo Ave., Honolulu, Hawaii 96806. Phone 923-1431, 8402.  
Mailing address: Box 1516, Honolulu, Hawaii 96806.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—Jim Ownby.  
Office Manager—Rue Clark.

**2. REPRESENTATIVES**  
GCI Sales, Inc.

**3. FACILITIES**  
5,000 w.; 1270 kc. Non-directional.  
Operating schedule: 24 hours daily. HST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 3a, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 14 Eff 10/1/73—Rec'd 10/1/73.

CLASS AAA		CLASS AA		CLASS A	
Specified	1 min	30 sec	15 sec	15 sec	15 sec
	6.00	4.00	4.00	3.00	2.50
	4.00	3.00	2.50	2.00	1.50

No discount on number used.

**LANGUAGE PROGRAMS**

Specified 10.00 6.00 4.00  
For ea 13 ti used, deduct 10%; maximum 40%.

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 100 60 40 25 20  
For ea 13 ti used, deduct 10%; maximum 40%.

## KOHO

1959

### HONOLULU

Media Code 4 212 5400 4.00  
Cosmopolitan Broadcasting Corp., 1140-A 13th Ave., Honolulu, Hawaii 96816. Phone 737-5511.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Hideo Sato.  
Treas. & Ass't Mgr.—Akikazu Ishida.  
National Sales—Gerald T. Kuramoto.

**2. REPRESENTATIVES**  
Pacific Area—Harlan G. Oakes, Inc.

**3. FACILITIES** 5,000 w.; 1170 kc.  
Operating schedule: 4:30 am-midnight. HST.

**4. AGENCY COMMISSION**  
15%; no cash discount

**5. GENERAL ADVERTISING See coded regulations**  
General: 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 24b, 24c, 25a, 25c, 28b, 28c, 30, 33a.  
Contracts: 40b, 41, 44a, 44b, 47a, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61b, 61c, 62b, 62d.  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 80, 82.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

Eff—Rec'd 6/1/66.

CLASS AAA		CLASS AA		CLASS A	
1 min	30 sec	10 sec	1 min	30 sec	10 sec
10.20	7.80	156 x	6.90	4.80	4.80
9.00	6.00	260 x	6.60	4.50	4.50
8.40	5.70	312 x	6.30	4.30	4.30
7.80	5.40	364 x	6.00	3.90	3.90
7.50	5.10				

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 96.00 57.60 38.40 28.80 24.00

**DISCOUNTS**

13x-5% 52x-12-1/2% 156x-20%  
26x-10% 104x-15% 260x-25%

## KORL

1946

### HONOLULU

Media Code 4 212 5700 7.00  
Radio Hawaii, Inc., 1200 College Walk, Honolulu, Hawaii 96815. Phone 922-1630, associated in ownership with WFBL, Syracuse, N. Y.  
Founders Corporation, 90 Park Avenue, New York, N. Y.

**STATION'S PROGRAMMING DESCRIPTION**  
KORL: People power Radio, telephone conversation format. NEWS: network; local news staff, mobile unit, in field reporters. Extended news & drive time; stock market, traffic, ship & tide & airport operations reports. Rec'd 3/1/73.

**1. PERSONNEL**  
Station Manager—Don Rich.  
Operations Manager—Gloria E. May.

**3. FACILITIES**  
10,000 w.; 650 kc. Non-directional.  
Operating schedule: 24 hours daily.

**4. AGENCY COMMISSION**  
15/0. Payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 33c.  
Contracts: 40b, 41, 42b, 44b, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Affiliated with American Information Network.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

No. 15 Eff 11/15/72—Rec'd 11/27/72.  
AAA—6-10 am.  
AA—3-7 pm.  
A—10 am-3 pm.  
B—7 pm-midnight & Sun.  
C—All other times.

CLASS AAA		CLASS AA		CLASS A		CLASS B		CLASS C	
1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min
14	10	8	5	4	3	10	8	6	5
10	8	6	4	3	2	8	6	4	3

(\*) 3:50.  
10 sec: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
26 wk or 500 ti—5% 52 wk or 1000 ti—10%

**7. PACKAGE PLANS**

ETA—6 am-7 pm.  
TAP—6 am-midnight.

PER WK: 1 min 30 sec 1 min 30 sec  
12 ti 11 8 9 7  
18 ti 10 7 8 6  
24 ti 9 6 7 5  
36 ti 8 5 6 4

**10. SPECIAL FEATURES**

NEWSCASTS

PER WK: 1 min 30 sec 1 min 30 sec  
AAA AA A B C  
1 min 21 15 12 9 6  
30 sec 15 12 9 6 5

## KPOI

1946

### HONOLULU

Media Code 4 212 6000 1.00  
Communico Oceanic Corp., 1701 Ala Wai Blvd., Honolulu, Hawaii 96815. Phone 808-941-6644.  
**STATION'S PROGRAMMING DESCRIPTION**  
KPOI: Programmed for mass appeal.  
MUSIC: current 45's, lp cuts and solid gold hits.  
7 AIR PERSONALITIES handle all segments.  
NEWS: 10 min newscasts M-Sun at 12-47, 1-47, 2-47, 3-47, 4-47 & 5-47 am. 4 min newscasts M-F at 6:20, 6:50, 7:20, 7:40, 9:20, 8:50 am, 12:50, 3:50 & 4:50 pm. Surf reports every half hour.  
COMMERCIAL POLICY: maximum 12 min per hour.  
Contact Representative for further details. Rec'd 5/3/74.

**1. PERSONNEL**  
President—Frederic W. Constant.  
General Manager—Steve Wrath.  
Program Director—Sean Conrad.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
5,000 w.; 1380 kc. Non-directional.  
Operating schedule: 24 hours daily. HST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 33d.  
Contracts: 40c, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 57a, 57b.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 60k, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KHSS.  
TAX ON ADVERTISING: 4% State Tax applicable to all net billing.

### TIME RATES

No. 6 Eff 8/1/73—Rec'd 5/3/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 9 am-6 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat & Sun 6-9 am & 6 pm-midnight.  
B—Mon thru Sun midnight-6 am.

CLASS AAA		CLASS AA		CLASS A	
6 ti	12 ti	18 ti	24 ti	18 ti	24 ti
24	23	22	21	18	17
18	17	16	15	13	12
13	12	11	10	10	9

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**KPOI/KHSS COMBINATION**  
Following discounts apply on KHSS for KPOI w/ly frequencies of:  
6 ti 12 ti 18 ti 24 ti  
5% 10% 20% 25%

**10. SPECIAL FEATURES**  
5-min newscasts at :55, traffic reports 6-9 am, surf reports at :26—1-min rate plus 15%.

## KPOI-FM

NOTE: The call letters of this station have been changed to:

## KHSS

**KUMU KUMU-FM**  
1963 1967  
HONOLULU

Media Code 4 212 6600 6.00  
John Hutton Corp., 2095 Kalia Rd., Honolulu, Hawaii 96815. Phone 941-1566. Telex 634233 (WUJ).

**STATION'S PROGRAMMING DESCRIPTION**  
KUMU, KUMU-FM: Programmed for adults and young adults.  
MUSIC: 85%. General popular showtunes, standards. All commercials clustered in special islands with no double-spotting. 6 AIR PERSONALITIES emcee entire operation. NEWS: 15%. 6 min news department, 2 mobile units, 1 marine unit, 5 min summary on hour, 3 min summary at :30, featuring headlines.  
COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/8/72.

**1. PERSONNEL**  
General Manager—John H. Weiser, Jr.  
Sales Manager—Ron Cooper.  
Program Director—Colin Sharp.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
5,000 w.; 1500 kc. Non-directional.  
Operating schedule: 24 hours daily. HST.  
ERP 60,000 w. (horiz.), 60,000 w. (vert.); 94.7 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: — ft. above average terrain.  
Simultaneous daytime.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 42b, 44b, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 62d.  
Cancellation: 70c, 71a.  
Prod. Services: 82.  
Affiliated with ATA Radio Network.  
TAX ON ADVERTISING: 4% State Tax applicable to all



10. SPECIAL FEATURES

AM/FM COMBINATION  
Beautiful Music Plan—24-hr sched. fixed 24 AM/24 FM;  
1 min. ea. 11 30 sec. ea. 9  
Newcasts—1-1/2x applicable 1-min.  
ADDITIONAL SPOTS BONUS PLAN  
13 wk—5% 26 wk—10% 52 wk—15%

As available:  
AM or FM only: 90% of AM/FM combination rates.

**KZOO**

1963  
HONOLULU

Media Code 4 212 6900 2.00  
Polynesian Broadcasting, Inc., 250 Ward Ave., Honolulu, Hawaii 96814. Phone 537-6915. Studio 533-7573.

**STATION'S PROGRAMMING DESCRIPTION**  
KZOO: 5-6 am music, 6-9 am music, news and commentaries in both Japanese and English. 9-11 am Japanese music and spot topics from Japan, news. 11 am-1 pm music with entertainment of Japan and news. 1-3 pm music, world topics. News and variety programming from Japan. 3-6 pm Bilingual format. News in English and Japanese. Garden program and music, spot interviews. 6-10 pm music and variety. News, music with bilingual personality. Young time with Japanese popular music. 10 pm-12M music and variety. Spot interviews and light history of Japan. Sumo wrestling tournament report directly from Japan, transmitted via long distance telephone. Rec'd 11/10/69.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Torao Kobayashi.
- FACILITIES**  
1,000 w.; 1210 kc.  
Operating schedule: 4:30 am-midnight. HST.
- AGENCY COMMISSION**  
15% on time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 5, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 23a, 24b, 25c, 26, 29a.  
Contracts: 40a, 44a, 46, 47a, 48.  
Cancellation: 70a, 70c.  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

ET 9/1/73—Rec'd 3/7/74.

6. SPOT ANNOUNCEMENTS									
PREFERRED TIME									
	1x	13x	26x	52x	78x	104x	156x	312x	
30 sec	6.75	5.50	5.25	5.00	4.90	4.80	4.50	4.00	
45 sec	8.00	7.25	6.50	6.00	5.75	5.50	5.25	5.00	
1 min	9.00	8.50	8.00	7.50	7.10	6.75	6.50	6.00	
PER MO:									
	1 ti	13 ti	26 ti	52 ti	78 ti	104 ti	156 ti	312 ti	
30 sec	5.75	5.25	4.75	4.50	4.10	3.75			
45 sec	6.85	6.50	5.75	5.35	5.00	4.70			
1 min	7.00	6.75	6.15	5.80	5.50	5.30			
PROGRAM TIME RATES									
	5 min	10 min	1/4 hr	1/2 hr	1 hr				
1 x	18.00	27.50	37.50	65.00	89.00				
13 x	15.80	25.00	35.00	60.00	79.00				
26 x	14.80	23.00	31.50	55.00	69.00				
52 x	13.60	21.00	28.25	50.00	63.00				

**KAHULUI**

(Maui County)  
See SRDS consumer market map and data at beginning of the State.

**KNUI**

1962

Subscriber to the NAB Radio Code

Media Code 4 212 7050 5.09  
Broadcasting Consulting Services, Inc., Box 35, Kahului, Maui, Hawaii 96732.  
Business Office Studio—311 Ano St., Kahului, Maui, Hawaii 96762. Phone 877-5568.

- PERSONNEL**  
Gen'l & Sales Mgr.—Tom Elkins.
- FACILITIES**  
5,000 w.; 1310 kc. Non-directional.  
Operating schedule: 4:30 am-midnight.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Member: The Hukilau Net.  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**  
No. 9 ET 3/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

FIXED:	1x	52x	156x	260x	312x	624x
1 min.	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	7.50	7.00	6.50	6.00	5.50	5.00
10 sec:	50% of 1-min.					

**7. PACKAGE PLANS**

	Per wk	Per mo
BTA: 30 ti 40 ti 50 ti 60 ti 40 ti 60 ti 80 ti 120 ti		
1 min	7.50	7.00
30 sec	6.00	5.50
10 sec:	50% of 1-min.	

**PER YR.**

BTA:	52x	156x	260x	312x	624x	1000x
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.80	4.40	4.00
10 sec:	50% of 1-min.					

**10. SPECIAL FEATURES**  
Newcasts—1-min plus 1.00.

**KAILUA**

(Honolulu County)  
See SRDS consumer market map and data at beginning of the State.

**KLEI**

1953

Media Code 4 212 7200 6.00  
Hawaiian Business News, Ltd., 502 Kailua Rd., Suite 207, Kailua, Hawaii 96734. Phone 808-261-0811.

- STATION'S PROGRAMMING DESCRIPTION**  
KLEI: Programmed for adults and young adults.
- PERSONNEL**  
Gen'l & Sales Mgr.—Ray Gallagher.
  - FACILITIES**  
10,000 w.; 1130 kc. Non-directional.  
Operating schedule 6 am-midnight. HST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 6 ET 6/1/71—Rec'd 5/27/71.

AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm.  
B—Mon thru Sat 6 pm-sign-off; Sun all day.

**6. SPOT ANNOUNCEMENTS**

1-12 CONSECUTIVE WEEKS									
CLASS AA									
PER WK. 1 MIN:	1 ti	6 ti	13 ti	19 ti	25-30				
1 wk	11.00	10.00	9.00	8.00	6.50				
14 wk	9.00	8.00	7.00	6.50	6.00				
27 wk	8.50	7.50	6.50	6.00	5.75				
39-52 wk	7.00	6.50	6.00	5.75	5.00				
CLASS AA									
1 wk	9.00	8.00	7.00	6.00	5.00				
14 wk	7.00	6.50	6.00	5.50	4.75				
27 wk	6.50	6.00	5.50	5.00	4.50				
39-52 wk	5.00	4.50	4.25	4.00	3.75				
CLASS A									
30 sec:	3.50	3.25	3.00	2.75	2.50				
10 sec:	80% of 1-min. 10 sec: 50% of 1-min. Japanese/Filipino, extra 15%.								

**13-26 CONSECUTIVE WEEKS**

PER WK. 1 MIN:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	5.50	4.00	4.50	3.30	3.50	2.55
12 ti	5.25	3.80	4.25	3.15	3.35	2.45
18 ti	5.00	3.65	4.00	3.00	3.20	2.30
24+	4.75	3.50	3.75	2.85	3.05	2.20

**27-30 CONSECUTIVE WEEKS**

PER WK. 1 MIN:	1 ti	12 ti	18 ti	24+
1 ti	5.00	3.65	4.00	3.00
12 ti	4.75	3.50	3.75	2.85
18 ti	4.50	3.30	3.60	2.70
24+	4.25	3.15	3.50	2.55

**40-52 CONSECUTIVE WEEKS**

PER WK. 1 MIN:	1 ti	12 ti	18 ti	24+
1 ti	4.75	3.50	3.75	2.85
12 ti	4.50	3.30	3.60	2.70
18 ti	4.25	3.15	3.50	2.55
24+	4.00	3.00	3.40	2.45

10 sec: 50% of 30-sec.

**10. SPECIAL FEATURES**  
5-min Newcasts at :60 & :30. 1 min rate plus 25%.

**KEALAKEKUA-KONA**

(Hawaii County)  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**KKON**

1969



Media Code 4 212 7400 2.00  
Kona Coast Broadcasting Co., Box 845, Kealahouka, Hawaii 96750. Phone 323-2434.

**STATION'S PROGRAMMING DESCRIPTION**  
KKON: Standard popular music with the best of new blended in.

- PERSONNEL**  
General Manager—Mrs. Caryl Fujiwara.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w.; 790 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. HST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

No. 5 ET 3/1/73—Rec'd 3/28/73.

AAA—Mon thru Fri 6:30-9 am & 4-7 pm.  
AA—Mon thru Fri 5:30-6:30 am & 9 am-4 pm;  
Sat & Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA									
PER WK. 1 MIN:	1 ti	6 ti	13 ti	19 ti	25-30				
1 wk	11.00	10.00	9.00	8.00	6.50				
14 wk	9.00	8.00	7.00	6.50	6.00				
27 wk	8.50	7.50	6.50	6.00	5.75				
39-52 wk	7.00	6.50	6.00	5.75	5.00				
CLASS AA									
1 wk	9.00	8.00	7.00	6.00	5.00				
14 wk	7.00	6.50	6.00	5.50	4.75				
27 wk	6.50	6.00	5.50	5.00	4.50				
39-52 wk	5.00	4.50	4.25	4.00	3.75				
CLASS A									
30 sec:	3.50	3.25	3.00	2.75	2.50				
10 sec:	80% of 1-min. 10 sec: 50% of 1-min. Japanese/Filipino, extra 15%.								

**LIHUE**

(Kauai County)  
See SRDS consumer market map and data at beginning of the State.

**KIYM**

1940



Media Code 4 212 7800 3.00  
KIYM Radio, Box 1748, Lihue, Kauai, Hawaii 96766. Phone 243-3681.

- PERSONNEL**  
Station Manager—Kenneth Harding.
- FACILITIES**  
5,000 w.; 1350 kc.  
Operating schedule: 24 hours daily. HST.
- AGENCY COMMISSION**  
15/0 time only: monthly.
- GENERAL ADVERTISING** See coded regulations  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

ET 1/1/72—Rec'd 8/24/72.

AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm.  
B—Mon thru Sat 6 pm-4:50 am; Sun all day.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE									
	1x	13x	27x	52x	104x	156x	260x		
AA	8.75	9.25	8.00	7.50	7.25	6.75	6.50		
A	7.00	6.75	6.25	6.00	5.75	5.50	5.25		
B	5.50	5.25	5.00	4.75	4.50	4.25	4.00		
30 SECONDS									
AA	7.50	7.00	6.75	6.50	6.25	6.00	5.50		
A	6.00	5.75	5.50	5.25	5.00	4.75	4.50		
B	4.75	4.50	4.25	4.00	3.75	3.50	3.25		
15 sec:	2/3 of 30 sec:								

**WAILUKU (1 AM; 1 FM)**

(Maui County)  
See SRDS consumer market map and data at beginning of the State.

**HAWAII**

**KAOI (FM)**

1974

Media Code 4 212 8100 7.00  
KAOI Radio, 1728-C Kaahumanu Ave., Wailuku, Maui, Hawaii 96793. Phone 908-244-9145.  
Exec. office & mailing address: 244 Avenida Aragon, San Clemente, Calif. 92672. Phone: 714-492-9800.

- PERSONNEL**  
President—Kirk Munroe.  
General Manager—Ronald D. Vaught.
- FACILITIES**  
ERP 100,000 w. circular polarization; 95.1 mc. Stereo.  
Operating schedule: HST.  
Antenna ht.: 1,100 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; when rendered.
- GENERAL ADVERTISING** See coded regulations  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 1 ET 4/15/74—Rec'd 7/30/74.

**6. SPOT ANNOUNCEMENTS**

WEEKLY BTA									
—1 wk— 13 wk— 26 wk— 52 wk—									
EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
3 ti	9.50	7.50	9.00	7.00	9.50	7.50	8.00	6.00	
6 ti	9.00	7.00	8.50	6.50	8.00	6.00	7.50	5.50	
12 ti	8.50	6.50	8.00	6.00	7.50	5.50	7.00	5.00	
18 ti	8.00	6.00	7.50	5.50	7.00	5.00	6.50	4.50	
(*)	7.50	5.50	7.00	5.00	6.50	4.50	6.00	4.00	
(*)	24-50 ti.								
	Fixed position, extra 10%.								
	1D's: Flat 5.00.								

**10. SPECIAL FEATURES**  
Rotating news at :60 & :15. ea 10.00 (incl 1-min spot).  
Rotating headlines at :30 & :15. ea 7.50 (incl 30-sec spot.)

**KMVI**

1946

Media Code 4 212 8400 1.00  
Maui Publishing Co., Ltd., Box 550, Kaahumanu Ave., Wailuku, Maui, Hawaii 96793. Phone 244-3981.

- PERSONNEL**  
Station Manager—Nora I. Cooper.
- REPRESENTATIVES**  
Chicago—Harley L. Ward, Inc.  
Los Angeles—Harlan G. Oakes, Inc.
- FACILITIES**  
5,000 w.; 1350 kc.  
Operating schedule: 4:55 am-midnight. HST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.  
**TAX ON ADVERTISING:** 4% State Tax applicable to all net billing.

**TIME RATES**

No. 9 ET 4/1/73—Rec'd 6/26/73.

AA—Mon thru Sat 6-9 am; Sun 7-10 am.  
A—Mon thru Sat 9 am-1 pm & 3-6 pm; Sun 10 am-noon.  
B—Mon thru Sat 6 pm-sign-off; Sun noon-4 pm.

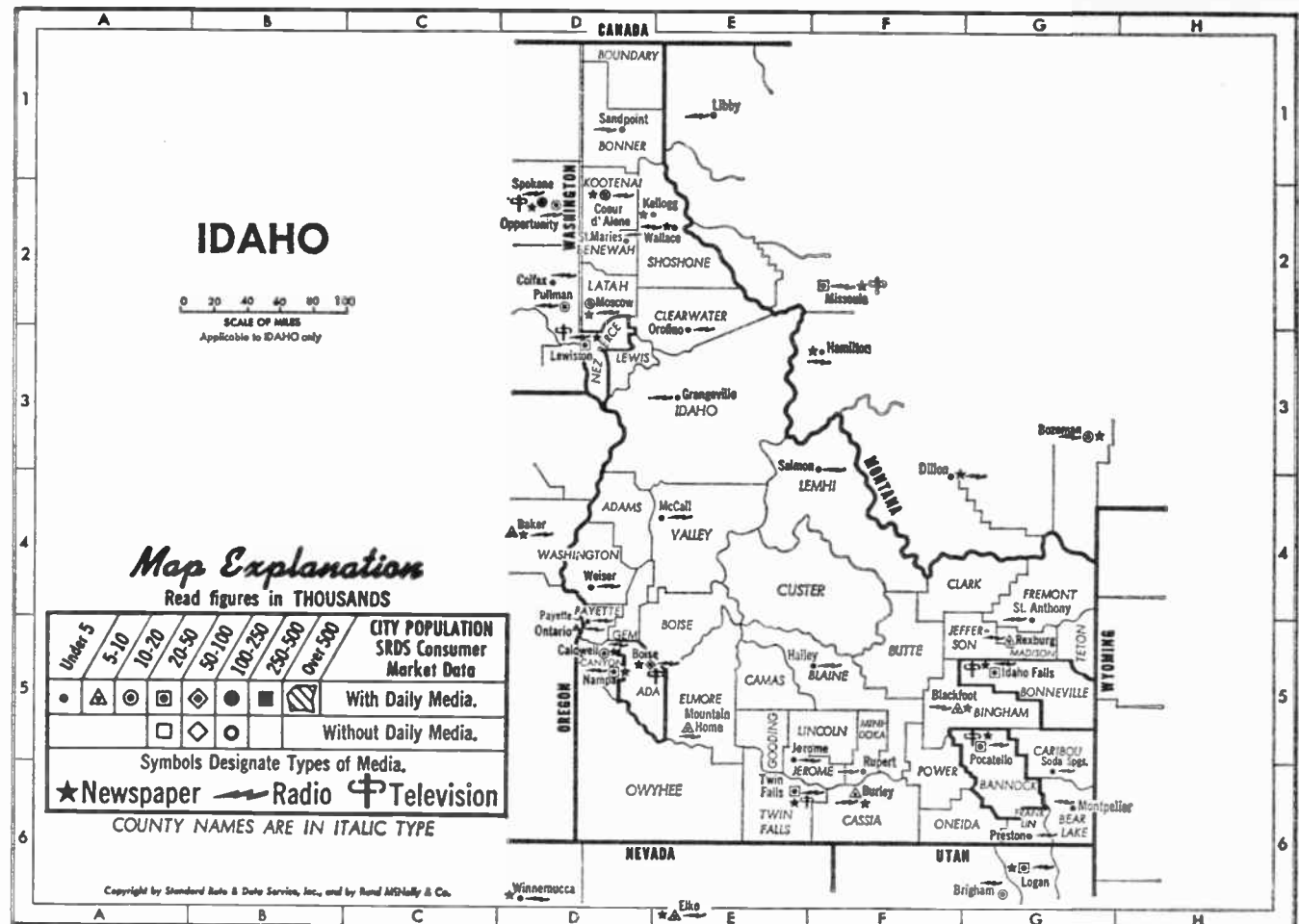
**6. SPOT ANNOUNCEMENTS**

ENGLISH									
—A— —B—									
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
1 x	11.00	7.75	10.50	7.25	8.75	6.10			
13 x	10.40	7.25	9.90	6.90	8.30	5.80			
26 x	9.90	6.95	9.40	6.60	7.				

# IDAHO

## Negro Population Data

(January 1, 1974)	
STATE TOTAL.....	2,556
METRO AREAS	Lewiston..... 20
Boise City.....	Pocatello..... 522
Idaho Falls.....	Total Metros..... 958



## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Boise City—Ada      Lewiston—Nez Perce  
Idaho Falls—Bonneville      Nampa—Canyon      Pocatello—Bannock      Twin Falls—Twin Falls

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)
			Per Household (\$)	% Distribution of Families to to to to and 4999 7999 9999 14999 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)									
<b>IDAHO STATE TOTALS.....</b>	<b>776.8</b>	<b>241.56</b>	<b>2,768,969</b>	<b>11,463</b>	<b>8.6 18.2 13.5 26.5 24.6</b>	<b>2,126,708</b>	<b>8,804</b>	<b>406,054</b>	<b>88,077</b>	<b>213,044</b>	<b>65,612</b>	<b>81,466</b>	<b>477,214</b>	<b>156,133</b>	<b>482.24</b>	<b>108.0</b>	<b>1,101,271</b>					
<b>ADA D-5.....</b>	<b>125.8</b>	<b>40.66</b>	<b>535,115</b>	<b>13,161</b>	<b>6.0 13.3 11.8 28.4 33.6</b>	<b>326,428</b>	<b>8,028</b>	<b>62,889</b>	<b>17,062</b>	<b>50,655</b>	<b>13,919</b>	<b>16,800</b>	<b>72,570</b>	<b>24,961</b>	<b>81.31</b>	<b>4.8</b>	<b>41,650</b>					
Boise City.....	93.0	31.27	392,716	12,559	.....	310,266	9,922	60,406	16,915	48,889	13,836	15,328	65,762	19,343	.....	.....	.....					
Boise City Metro Area.....	125.8	40.66	535,115	13,161	6.0 13.3 11.8 28.4 33.6	326,428	8,028	62,889	17,062	50,655	13,919	16,800	72,570	24,961	81.31	4.8	41,650					
<b>ADAMS D-4.....</b>	<b>3.2</b>	<b>1.06</b>	<b>11,904</b>	<b>11,230</b>	<b>6.9 18.2 15.4 29.2 21.4</b>	<b>3,717</b>	<b>3,507</b>	<b>1,075</b>	<b>154</b>	<b>1,075</b>	<b>316</b>	<b>274</b>	<b>698</b>	<b>2.07</b>	<b>.....</b>	<b>.....</b>	<b>5,446</b>					
<b>BANNOCK G-6.....</b>	<b>56.9</b>	<b>17.22</b>	<b>205,686</b>	<b>11,945</b>	<b>7.7 15.8 13.3 28.9 26.9</b>	<b>151,414</b>	<b>8,793</b>	<b>30,575</b>	<b>8,110</b>	<b>16,468</b>	<b>6,137</b>	<b>8,003</b>	<b>37,917</b>	<b>14,836</b>	<b>32.71</b>	<b>1.5</b>	<b>18,076</b>					
Pocatello.....	43.1	13.34	163,522	12,258	.....	139,814	10,481	28,356	6,972	15,553	6,075	7,656	35,157	12,816	.....	.....	.....					
Pocatello Metro Area.....	56.9	17.22	205,686	11,945	7.7 15.8 13.3 28.9 26.9	151,414	8,793	30,575	8,110	16,468	6,137	8,003	37,917	14,836	32.71	1.5	18,076					
<b>BEAR LAKE G-6.....</b>	<b>5.8</b>	<b>1.81</b>	<b>17,722</b>	<b>9,791</b>	<b>13.2 19.0 15.5 27.8 17.4</b>	<b>22,754</b>	<b>12,571</b>	<b>7,105</b>	<b>502</b>	<b>1,028</b>	<b>678</b>	<b>510</b>	<b>4,988</b>	<b>2,032</b>	<b>3.72</b>	<b>.....</b>	<b>9,153</b>					
<b>BENEWAH D-2.....</b>	<b>7.0</b>	<b>2.34</b>	<b>25,964</b>	<b>11,096</b>	<b>7.7 19.8 15.5 25.8 24.3</b>	<b>15,453</b>	<b>6,604</b>	<b>3,740</b>	<b>635</b>	<b>340</b>	<b>424</b>	<b>406</b>	<b>4,722</b>	<b>1,456</b>	<b>4.86</b>	<b>.....</b>	<b>6,110</b>					
<b>BINGHAM G-5.....</b>	<b>31.6</b>	<b>8.52</b>	<b>105,221</b>	<b>12,350</b>	<b>8.3 16.0 13.0 27.9 25.6</b>	<b>61,834</b>	<b>7,258</b>	<b>11,213</b>	<b>1,700</b>	<b>3,933</b>	<b>1,104</b>	<b>1,507</b>	<b>11,106</b>	<b>4,823</b>	<b>17.44</b>	<b>10.0</b>	<b>79,664</b>					
<b>BLAINE F-5.....</b>	<b>6.4</b>	<b>2.24</b>	<b>28,006</b>	<b>12,503</b>	<b>8.4 19.6 13.4 27.1 23.4</b>	<b>19,948</b>	<b>8,905</b>	<b>3,958</b>	<b>750</b>	<b>1,532</b>	<b>700</b>	<b>218</b>	<b>2,281</b>	<b>887</b>	<b>5.36</b>	<b>1.0</b>	<b>10,891</b>					
<b>BOISE E-4.....</b>	<b>1.9</b>	<b>.64</b>	<b>6,198</b>	<b>9,684</b>	<b>9.2 23.0 16.8 30.3 15.4</b>	<b>1,389</b>	<b>2,170</b>	<b>416</b>	<b>55</b>	<b>.....</b>	<b>.....</b>	<b>.....</b>	<b>96</b>	<b>352</b>	<b>1.94</b>	<b>.....</b>	<b>1,329</b>					
<b>BONNER D-1.....</b>	<b>16.7</b>	<b>5.59</b>	<b>57,369</b>	<b>10,263</b>	<b>10.3 17.4 13.5 26.1 20.4</b>	<b>40,199</b>	<b>7,191</b>	<b>10,635</b>	<b>1,251</b>	<b>1,241</b>	<b>2,331</b>	<b>935</b>	<b>7,349</b>	<b>3,666</b>	<b>11.48</b>	<b>2.0</b>	<b>5,507</b>					
<b>BONNEVILLE G-5.....</b>	<b>56.2</b>	<b>16.21</b>	<b>208,392</b>	<b>12,856</b>	<b>6.9 15.5 13.5 28.4 29.3</b>	<b>196,715</b>	<b>12,135</b>	<b>30,193</b>	<b>8,480</b>	<b>27,457</b>	<b>6,524</b>	<b>8,738</b>	<b>47,193</b>	<b>9,564</b>	<b>31.17</b>	<b>5.8</b>	<b>44,444</b>					
Idaho Falls.....	39.1	11.88	155,487	13,088	.....	193,151	16,259	28,520	8,480	25,957	6,524	8,738	43,154	8,991	.....	.....	.....					
Idaho Falls Metro Area.....	56.2	16.21	208,392	12,856	6.9 15.5 13.5 28.4 29.3	196,715	12,135	30,193	8,480	27,457	6,524	8,738	47,193	9,564	31.17	5.8	44,444					
<b>BOUNDARY D-1.....</b>	<b>6.9</b>	<b>2.19</b>	<b>23,285</b>	<b>10,632</b>	<b>9.2 21.6 16.6 25.5 19.2</b>	<b>13,917</b>	<b>6,355</b>	<b>3,675</b>	<b>442</b>	<b>681</b>	<b>444</b>	<b>297</b>	<b>2,921</b>	<b>1,479</b>	<b>3.77</b>	<b>1.3</b>	<b>5,618</b>					
<b>BUTTE F-5.....</b>	<b>3.0</b>	<b>.89</b>	<b>9,662</b>	<b>10,856</b>	<b>7.0 11.3 14.2 32.1 26.9</b>	<b>6,426</b>	<b>7,220</b>	<b>1,574</b>	<b>754</b>	<b>257</b>	<b>171</b>	<b>169</b>	<b>1,237</b>	<b>1,162</b>	<b>1.96</b>	<b>1.2</b>	<b>9,756</b>					
<b>CAMAS E-5.....</b>	<b>.7</b>	<b>.23</b>	<b>3,238</b>	<b>14,078</b>	<b>10.0 20.3 10.6 32.6 24.3</b>	<b>653</b>	<b>2,839</b>	<b>164</b>	<b>153</b>	<b>.....</b>	<b>.....</b>	<b>.....</b>	<b>104</b>	<b>.63</b>	<b>.....</b>	<b>.....</b>	<b>3,727</b>					
<b>CANYON D-5.....</b>	<b>66.7</b>	<b>21.19</b>	<b>229,490</b>	<b>10,830</b>	<b>9.2 18.5 14.1 25.4 22.2</b>	<b>209,016</b>	<b>9,864</b>	<b>35,989</b>	<b>8,830</b>	<b>21,192</b>	<b>2,590</b>	<b>8,657</b>	<b>53,200</b>	<b>11,135</b>	<b>41.69</b>	<b>9.2</b>	<b>131,113</b>					
Nampa.....	23.2	7.57	73,142	9,662	.....	92,692	12,245	18,581	4,278	8,839	899	4,036	26,778	3,798	.....	.....	.....					
<b>CARIBOU G-5.....</b>	<b>7.3</b>	<b>2.07</b>	<b>23,637</b>	<b>11,419</b>	<b>6.3 16.8 15.4 31.3 24.1</b>	<b>24,220</b>	<b>11,700</b>	<b>3,760</b>	<b>1,033</b>	<b>1,274</b>	<b>227</b>	<b>236</b>	<b>4,946</b>	<b>1,526</b>	<b>4.18</b>	<b>1.7</b>	<b>19,810</b>					
<b>CASSIA F-6.....</b>	<b>18.5</b>	<b>5.43</b>	<b>58,986</b>	<b>10,863</b>	<b>9.4 19.5 14.4 25.3 21.2</b>	<b>58,134</b>	<b>10,706</b>	<b>10,934</b>	<b>2,259</b>	<b>3,866</b>	<b>2,793</b>	<b>1,433</b>	<b>12,989</b>	<b>3,922</b>	<b>11.76</b>	<b>5.3</b>	<b>54,015</b>					
Clark Fork.....	6	1.8	2,307	12,817	.....	1,745	9,694	414	.....	397	.....	.....	699	177	.....	.....	.....					
<b>CLEARWATER E-2.....</b>	<b>12.6</b>	<b>3.93</b>	<b>45,822</b>	<b>11,660</b>	<b>12.1 14.8 14.4 32.2 25.8</b>	<b>21,982</b>	<b>5,593</b>	<b>7,809</b>	<b>801</b>	<b>613</b>	<b>308</b>	<b>326</b>	<b>5,383</b>	<b>2,144</b>	<b>6.75</b>	<b>.....</b>	<b>2,905</b>					
<b>CLUSTER E-4.....</b>	<b>3.3</b>	<b>1.07</b>	<b>9,625</b>	<b>8,995</b>	<b>4.9 19.1 11.6 31.7 25.7</b>	<b>4,783</b>	<b>4,470</b>	<b>1,438</b>	<b>269</b>	<b>136</b>	<b>91</b>	<b>91</b>	<b>481</b>	<b>687</b>	<b>1.99</b>	<b>.....</b>	<b>7,681</b>					
<b>ELMORE E-5.....</b>	<b>19.1</b>	<b>5.27</b>	<b>57,027</b>	<b>10,821</b>	<b>14.7 23.0 12.1 20.2 16.1</b>	<b>26,220</b>	<b>4,975</b>	<b>5,507</b>	<b>1,015</b>	<b>979</b>	<b>582</b>	<b>460</b>	<b>8,221</b>	<b>3,385</b>	<b>10.81</b>	<b>.....</b>	<b>47,569</b>					
<b>FRANKLIN G-6.....</b>	<b>7.5</b>	<b>2.25</b>	<b>19,668</b>	<b>8,741</b>	<b>15.6 33.0 15.8 18.4 11.3</b>	<b>20,026</b>	<b>8,900</b>	<b>3,331</b>	<b>289</b>	<b>1,097</b>	<b>367</b>	<b>1,607</b>	<b>5,649</b>	<b>1,478</b>	<b>4.57</b>	<b>2.8</b>	<b>18,593</b>					
<b>FREMONT G-4.....</b>	<b>9.3</b>	<b>2.70</b>	<b>30,108</b>	<b>11,151</b>	<b>9.8 20.2 14.0 23.7 24.5</b>	<b>20,442</b>	<b>7,571</b>	<b>4,266</b>	<b>885</b>	<b>1,148</b>	<b>190</b>	<b>292</b>	<b>3,744</b>	<b>2,101</b>	<b>5.75</b>	<b>2.2</b>	<b>18,569</b>					
<b>GEM D-4.....</b>	<b>10.0</b>	<b>3.22</b>	<b>31,068</b>	<b>9,648</b>	<b>12.0 20.8 15.4 25.5 17.0</b>	<b>20,549</b>	<b>6,362</b>	<b>4,106</b>	<b>502</b>	<b>962</b>	<b>345</b>	<b>481</b>	<b>6,439</b>	<b>1,820</b>	<b>6.54</b>	<b>2.3</b>	<b>15,403</b>					
<b>GOODING E-5.....</b>	<b>9.0</b>	<b>2.97</b>	<b>31,144</b>	<b>10,486</b>	<b>14.0 20.0 11.2 18.9 22.1</b>	<b>18,899</b>	<b>6,363</b>	<b>3,873</b>	<b>809</b>	<b>997</b>	<b>647</b>	<b>213</b>	<b>3,726</b>	<b>2,481</b>	<b>6.42</b>	<b>3.4</b>	<b>30,664</b>					
<b>IDAHO E-3.....</b>	<b>13.8</b>	<b>4.17</b>	<b>48,002</b>	<b>11,511</b>	<b>7.8 19.0 13.6 25.5 24.0</b>	<b>29,058</b>	<b>6,968</b>	<b>5,290</b>	<b>809</b>	<b>2,741</b>	<b>752</b>	<b>944</b>	<b>5,893</b>	<b>2,271</b>	<b>8.02</b>	<b>3.0</b>	<b>21,383</b>					
<b>JEFFERSON F-5.....</b>	<b>12.4</b>	<b>3.46</b>	<b>34,414</b>	<b>9,946</b>	<b>10.5 21.0 14.5 24.2 17.5</b>	<b>26,252</b>	<b>7,587</b>	<b>2,180</b>	<b>752</b>	<b>1,346</b>	<b>538</b>	<b>511</b>	<b>2,447</b>	<b>4,292</b>	<b>7.37</b>	<b>4.7</b>	<b>30,974</b>					

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.



# State, County, City, Metro Area Data

IDAHO

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1978					Total Retail Sales—		Retail Sales—1973					Passenger Cars 1/174 (000)	Farm Popu- lation 1/174 (000)	Gross Farm Income (1973) (\$000)				
	1/174 (000)	Households 1/174 (000)	Per Household (\$000)	Per Household (\$)	4989 to 7989	8000 to 9989	10000 to 14989	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service (\$000)	
JEROME E-6.....	10.7	3.48	32,055	9,211	14.8	24.5	13.4	20.1	17.4	23,651	6,796	4,721	727	1,112	728	2,004	2,673	1,571	7.58	4.0	48,170
KOOTENAI D-2.....	39.7	13.15	145,883	11,094	7.6	17.9	14.1	27.7	23.9	100,269	7,625	23,250	2,668	9,979	2,595	1,532	6,020	6,020	27.13	1.9	9,613
LATAH D-2.....	27.9	8.71	100,128	11,496	9.4	17.8	12.3	27.0	26.6	81,948	9,408	13,954	2,753	7,907	1,286	1,876	18,769	5,118	14.73	3.7	17,208
LEMHI E-4.....	6.0	1.99	20,065	10,083	10.7	21.4	12.9	19.0	21.0	16,483	8,283	4,120	258	783	807	349	3,179	1,910	4.32	7.0	9,135
LEWIS D-3.....	3.8	1.23	16,101	13,090	8.8	18.4	10.5	24.2	31.7	7,670	6,236	1,495	313	208	176	205	515	908	2.77	6.7	10,352
LINCOLN E-5.....	3.0	.94	8,475	9,016	11.7	21.9	13.2	24.1	15.8	3,186	3,389	790	95	193	63	.....	343	852	2.26	1.7	11,965
MADISON G-5.....	15.8	3.50	45,415	12,976	10.2	19.9	14.0	23.5	25.3	35,225	10,064	4,755	1,780	2,101	1,622	1,291	6,401	4,782	6.38	2.5	24,881
MINIDOKA F-5.....	17.1	4.87	52,496	10,779	10.2	21.9	15.0	25.2	18.8	44,327	9,102	6,055	999	1,982	1,299	951	10,042	3,505	10.31	5.1	89,590
NEZ PERCE D-3.....	33.3	11.07	128,233	11,584	7.2	15.5	12.9	28.5	26.5	168,217	15,196	30,571	8,187	22,121	4,958	7,676	40,129	7,966	21.40	2.6	17,747
Lewiston.....	32.2	10.80	116,729	10,808	.....	.....	.....	.....	.....	162,002	15,000	27,779	7,512	20,669	4,958	7,676	39,506	6,500	.....	.....	.....
Lewiston Metro Area.....	33.3	11.07	128,233	11,584	7.2	15.5	12.9	28.5	26.5	168,217	15,196	30,571	8,187	22,121	4,958	7,676	40,129	7,966	21.40	2.6	17,747
ONEIDA F-6.....	2.8	.95	8,645	9,100	13.8	24.5	12.1	21.5	17.4	6,746	7,101	1,095	270	550	179	365	1,935	837	2.11	5.0	8,275
OWYHEE D-6.....	6.8	2.01	15,998	7,959	17.5	23.2	13.0	19.4	11.7	12,404	6,171	3,407	330	776	.....	336	593	794	5.20	2.2	27,089
PAYETTE D-4.....	13.3	4.50	41,827	9,295	12.9	19.3	13.4	23.9	15.9	25,404	5,645	4,485	808	1,078	1,015	840	7,556	2,234	7.98	2.7	41,512
POWER F-5.....	5.3	1.58	17,846	11,295	3.5	18.6	13.1	31.3	25.2	13,413	8,489	624	542	556	361	369	1,460	1,530	3.53	6.0	35,952
SHOSHONE E-2.....	20.4	6.64	73,447	11,061	6.0	18.3	17.4	32.1	20.6	42,118	6,343	12,553	1,918	2,467	1,186	1,994	10,762	3,992	11.19	2.9	7,507
TETON G-5.....	2.3	.64	5,751	8,986	18.8	25.0	10.8	14.9	17.4	4,835	7,555	871	236	240	159	79	1,310	238	1.74	9.0	78,768
TWIN FALLS E-6.....	44.6	14.81	159,233	10,752	10.0	20.3	13.5	24.3	22.3	167,504	11,310	31,141	7,081	18,884	6,777	6,692	38,596	8,905	30.25	9.0	78,768
Twin Falls.....	24.2	8.21	88,262	10,751	.....	.....	.....	.....	.....	142,543	17,362	26,581	6,215	17,756	6,380	6,175	34,771	6,317	.....	.....	.....
VALLEY E-4.....	3.8	1.23	14,945	10,150	8.8	15.9	15.5	29.9	23.3	7,551	6,139	2,062	257	260	.....	118	269	839	3.15	2.0	3,899
WASHINGTON D-4.....	8.0	2.75	23,366	8,497	13.1	24.2	13.5	19.0	13.8	23,584	8,576	3,996	609	1,452	539	290	5,773	693	5.31	2.0	19,169

## IDAHO

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Idaho Big Buy

Comprised of:  
Non-Interconnected Stations  
KIDO—Boise KTFI—Twin Falls  
KSEI—Pocatello  
Media Code 4 213 0200 1.00  
Business Office: Idaho Station KIDO, Box 8087, Boise, Idaho 83707.

**1. PERSONNEL**  
Sales Manager—James M. Davidson.

**2. REPRESENTATIVES**  
Savalli/Goss, Inc.  
Detroit—Pearse Sales.  
Denver—John L. McGuire, Inc.

**4. AGENCY COMMISSION**  
15%

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 5 ET 5/1/72—Rec'd 5/15/72.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 208x 312x 624x  
1 min. 19.55 18.80 17.35 17.10 15.95 15.10 14.15 13.25  
30 sec. 15.20 14.60 14.00 13.35 12.50 11.75 10.95 10.25  
10 sec. 10.85 10.40 10.00 9.55 9.00 8.50 8.00 7.40

### 7. PACKAGE PLANS

**SATURATION PACKAGE—ROS**  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min. 16.40 15.45 14.55 13.60 12.75 11.90  
30 sec. 13.00 12.30 11.55 10.80 10.15 9.30  
10 sec. 8.25 7.80 7.35 6.90 6.40 6.00

**8. PROGRAM TIME RATES**  
1x 26x 52x 104x 156x 208x 312x  
1 hr. 153.00 145.35 137.70 130.05 122.40 114.75 107.10  
1/2 hr 91.80 87.15 82.85 78.00 73.50 68.85 64.35  
1/4 hr 61.20 58.20 55.05 52.05 48.90 45.90 42.90  
10 min 45.90 43.85 41.25 39.00 36.75 34.50 32.10  
5 min. 30.60 29.95 27.60 25.95 24.45 22.95 21.45  
Rates for 3 stations. For 2 stations use applicable single station rate less 10%.

## Intermountain Idaho Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
Bates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
KWIK—Pocatello KBAR—Burley  
KLIX—Twin Falls KTEE—Idaho Falls  
KQEM—Boise KSKJ—Halley  
KVSI—Montpelier

## BLACKFOOT

Bingham County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KB LI

1951

Media Code 4 213 0400 7.00  
KB LI Standard Broadcasting, Box 192, Blackfoot, Idaho 83221. Phone 208-785-1400.

October 1, 1974

## STATION'S PROGRAMMING DESCRIPTION

**KBLI: MUSIC:** contemporary & country western.

**1. PERSONNEL**  
General Manager—Richard K. Stoddart.

**2. REPRESENTATIVES**  
The Sandberg-Glenn Company.

**3. FACILITIES**  
1,000 w. days; 690 kc. Non-directional.  
Operating Schedule: Sunrise to local sunset. MST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 1/1/74—Rec'd 5/9/74.

**6. SPOT ANNOUNCEMENTS**  
1x 25x 50x 75x 100+  
1 min. 4.75 4.50 4.25 4.00 3.75  
30 sec. 3.75 3.50 3.25 3.00 2.75

## BOISE (6 AM; 2 FM)

Plus 1 paid duplicate listing; plus 1 cross reference.  
Ada County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.  
Morning Afternoon Evening  
Traf. Traf. Traf. (7 pm-midnight)  
Station (6-10am) (10am-3pm) (3-7pm)

A	15	9	15	8
B	10	8	10	8
C	9	8	9	7
D	8	8	8	6
AVERAGE	11	8	11	6

## KAIN

NAMPA

NAB

City of license, Nampa, Idaho.  
Boise Sales Office and Studio—Hotel Boise, 802 Bannock, Boise, Idaho 83702. Phone 208-466-7871.  
See listing under Nampa, Idaho.

## KBBK (FM)

1968

Media Code 4 213-0700 6.00  
Treasure Valley Broadcasting Co., 9400 Fairview  
Ave. Boise, Idaho 83702. Phone 208-375-1111.  
See affiliated AM station for additional information.  
AM facilities: KBRJ.

**STATION'S PROGRAMMING DESCRIPTION**  
KBBK (FM): Programmed for men & women 18-35.  
MUSIC: progressive MOR to rock; emphasis on album cuts. Air personalities 4 pm-2 am. Emphasis on community involvement & information. Contact Representative for further details. Rec'd 5/7/73.

**3. FACILITIES**  
ERP 29,000 w.; 92.3 mc. Stereo.  
Operating schedule: 6-1 am daily. MST.  
Antenna ht.: 16 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Country Music Network, Western States Radio Empire.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 9/28/71.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 26x 52x 104x 312x  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 2.50 2.35 2.25 2.10 2.00  
30 sec. 2.00 1.85 1.75 1.65 1.50  
10 sec. 1.50 1.35 1.25 1.15 1.00

## KBOI KBOI-FM

1947

1960

## CBS Radio Network

McGavren-Guild  
pgw radio, inc.

Subscriber to the NAB Radio Code  
Media Code 4 213 0800 8.00  
Boise Valley Broadcasters, Inc., Box 2600, 1007 W. Jefferson, Boise, Idaho 83701. Phone 208-342-9331. TWX 208-375-4455.

**STATION'S PROGRAMMING DESCRIPTION**  
KBOI: MUSIC: MOR hosted by AIR PERSONALITIES. NEWS: network at :00; local at :06; network features at :25 and at certain times 6 min past hour. FAIRM: programming & news at 5-6:30 am and noon-1 pm. Network and local public affairs programs 7:30 pm M-F. Contact Representative for further details. Rec'd 6/28/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—James A. Johnitz, Jr.  
Assistant Manager—Marty Holtman.  
Sales Manager—John Sorman.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Northwest—Art Moore & Assoc., Inc.

**3. FACILITIES**  
50,000 w. days—non-directional, 25,000 w. nights—directional; 670 kc.  
Operating schedule: 5-12:06 am. MST.  
FM-FM1: 17,500 w.; 97.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 2,510 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8  
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15a, 16b, 15d.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**  
No. 10 ET 12/1/70—Rec'd 11/25/70.  
AAA—Mon thru Sat 6:30-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sat pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 136x 312x 320x 1000x  
PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti  
AAA 16 15 14 13 11  
AA 10 9 8 7 6  
A 8 7 6 5 4  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS  
PER WK, EA: 12 ti 18 ti 24 ti  
1/2AAA, 1/2A or 1/3AAA, 1/3AA, 1/3A  
A 9 8 7  
1/2AA, 1/2A 7 6 5

**8. PROGRAM TIME RATES**  
PER YR: 1x 26x 52x 156x 208x 312x  
1/2 hr. 75.00 71.25 67.50 60.00 58.75 52.50  
1/4 hr. 48.00 45.80 43.20 38.40 36.00 33.80  
5 min. 25.00 23.75 22.50 20.00 18.75 17.50

**10. SPECIAL FEATURES**  
FM TIME  
Mon thru Fri 5-6:30 am & noon-1 pm; Sat 5-6:30 am, flat 17.00.

## KBRJ

Media Code 4 213 1000 4.00  
Magickland Broadcasting Co., 9400 Fairview Ave., Boise, Idaho 83702. Phone 208-375-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
KBRJ: Programmed for men & women 18-49.  
MUSIC: modern country. AIR PERSONALITIES with contemporary country music plus all time country best sellers. COMMERCIAL POLICY: 14-1/2 commercial minutes per hour limit. Emphasis on music & entertainment. NEWS: world, local, regional along with sports, stocks & weather at :00.  
Contact Representative for further details. Rec'd 5/7/73.

**3. FACILITIES**  
ERP 29,000 w.; 92.3 mc. Stereo.  
Operating schedule: 6-1 am daily. MST.  
Antenna ht.: 16 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Country Music Network, Western States Radio Empire.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 9/28/71.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 26x 52x 104x 312x  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 2.50 2.35 2.25 2.10 2.00  
30 sec. 2.00 1.85 1.75 1.65 1.

# IDAHO

Boise—Continued

**KGEM**  
1946



Subscriber to the NAB Radio Code  
Media Code 4 213 1400 6.00  
Gem State Broadcasting Corp., Box 4278, 5601 Cassia,  
Boise, Idaho 83705. Phone 208-344-3511.  
Studios—Boise and Nampa, Idaho. Phone 466-2421.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGEM: Programmed for general interest.  
MUSIC: 90% modern country. NEWS: national &  
regional network. SPORTS: high school play-by-play.  
12M-6 am night owl program, FARM: 5-6 am. 6 am  
noon general. Noon-1 pm local & regional news,  
weather, road reports. 1-4 pm country club program,  
M-F. 4-6 pm country music. 6-7 pm national net-  
work news & commentary. 7 pm-12M top 50 country  
music. Sat: on location remote broadcasts. Religion  
& public affairs Sun AM & PM. Contact Representa-  
tive for further details. Rec'd 1/7/72.

- PERSONNEL**  
President—George C. Hatch.  
Vice-President—Homer K. Peterson.  
Station Manager—R. C. Weisenburger.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
10,000 w.; 1140 kc. Directional—same pattern day  
and night.
- AGENCY COMMISSION**  
15/0 to 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a,  
26, 28b, 29a, 29b, 30, 32a, 33b.  
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 49, 51b,  
51c.  
Comb. Cont. Discounts: 60a, 60c, 60f, 61a, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

## TIME RATES

No. 42 R Eff 7/1/74—Rec'd 7/25/74.  
AA—Mon thru Sat 6-10 am & noon-1 pm.  
A—Mon thru Sat 4-7 pm.  
B—Mon thru Sat 10 am-noon & 1-4 pm; Sun 7 am-  
7 pm.  
C—Sun thru Sat 7 pm-midnight.

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	12.00	9.65	9.60	7.20	5.75	5.40	4.30	
18 ti	11.25	9.00	9.00	7.20	6.75	5.40	5.05	4.05
24 ti	10.50	8.25	8.40	6.70	6.30	5.05	4.75	3.80
30 ti	9.75	7.75	7.80	6.25	5.85	4.70	4.40	3.50

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
18 ti (2AA, 2A, 6B, 2C)	87.50	70.00				
18 ti (3AA, 3A, 8B, 4C)	121.40	97.20				
24 ti (4AA, 4A, 10B, 6C)	150.40	119.80				

**8. PROGRAM TIME RATES**  
1x 28x 52x 104x 156x 260x  
5 min..... 25.00 24.50 24.00 23.50 23.00 22.00

## KIDO

1926

**NBC--Idaho Big Buy Group**



Subscriber to the NAB Radio Code  
Media Code 4 213 1600 1.00  
A Division of Mesabi Western Corp., Box 8087, 5th  
floor, Owyhee Plaza, 1109 Main, Boise, Idaho 83707.  
Phone 208-344-8661.  
**STATION'S PROGRAMMING DESCRIPTION**  
KIDO: Programmed for adults 21-39.  
MUSIC: contemporary chart and golden from the  
past 9 am-noon, 1-4 pm & 7 pm-5 am. AIR PER-  
SONALITIES handle all segments. NEWS: 10 min  
network and local at :60, 5-7 am farm market,  
weather reports, agriculture interviews by farm direc-  
tor, county agent information. 7-9 am computer  
programmed with news, weather, sports and con-  
temporay chart music with golden million sellers  
of the past. NEWS BLOCKS: 7:30-8 am, 5-5:30  
pm. SPORTS: college football. COMMERCIAL  
POLICY: 14-1/2 min maximum per hour. Contact  
Representative for further details. Rec'd 3/28/74.

- PERSONNEL**  
Chairman of the Board—William E. Boies, Jr.  
Vice President—Jack Link  
Station Manager—James M. Davidson.
- REPRESENTATIVES**  
Savalli/Gates, Inc.  
Detroit—Pearse Sales.  
Portland, Seattle—Broadcast Northwest.  
Denver—John L. McGuire, Inc.
- FACILITIES**  
5,000 w.; 630 kc. Directional—separate patterns day  
and night.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a,  
8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,  
24b, 25a, 26, 27, 28a, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,  
49, 50, 51a, 51c.  
Comb. Cont. Discounts: 60a, 60b, 60f, 60i, 61a, 61b,  
62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Idaho Big Buy.

## NATIONAL AND LOCAL RATES SAME

No. 14 Eff 12/1/73—Rec'd 12/3/73.

**6. SPOT ANNOUNCEMENTS**  
FIXED:

	1x	26x	52x	104x	156x	260x	312x	624x
1 min	9.50	9.05	8.55	8.10	7.60	7.15	6.65	6.20
30/20	7.15	6.80	6.45	6.10	5.70	5.35	5.00	4.65
10 sec	4.75	4.50	4.30	4.05	3.80	3.55	3.35	3.10

**7. PACKAGE PLANS**  
SATURATION SCHEDULE—1/3 TRAFFIC TIMES  
PER WK:

EA:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min.....	8.15	7.75	7.35	6.95	6.50	6.10
30/20 sec.....	6.10	5.80	5.50	5.20	4.90	4.60
10 sec.....	4.10	3.90	3.70	3.50	3.30	3.10

**7-DAY SATURATION TAP—5 AM-MIDNIGHT**  
1 min 30 sec 10 sec  
4.50 3.30 2.30

**TOTAL AUDIENCE PLAN—5 AM-MIDNIGHT**  
PER MO:

	1 ti	50 ti	100+
1 min.....	5.90	4.70	4.10
30 sec.....	4.40	3.45	3.10
10 sec.....	2.95	2.50	2.15

**8. PROGRAM TIME RATES**  
1x 26x 52x 104x 156x 260x 312x

	1 hr.	1 1/2 hr.	1 1/4 hr.	10 min.	5 min.
1 hr.....	65.00	61.75	58.50	55.25	52.00
1 1/2 hr.....	39.00	37.05	35.10	33.15	31.20
1 1/4 hr.....	26.00	24.70	23.40	22.10	20.80
10 min.....	19.50	18.55	17.55	16.60	15.60
5 min.....	13.80	13.10	12.40	11.75	11.05

## KSPD

1959

Media Code 4 213 1700 9.00  
Broadcast Journalism Co., Box 2998, Boise Executive  
Towers, Boise, Idaho 83701. Phone 208-345-3790.

**STATION'S PROGRAMMING DESCRIPTION**  
KSPD: all news, all day. Local news staff of 7  
newsmen & editors. UPI audio. Regular hourly fea-  
tures include local news 3 times per hour, sports,  
business news & 5-min farm reports twice each hour,  
all day. Rec'd 5/10/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Earl J. McRoberts.  
Vice-President—Harrie E. Hart, Jr.  
Sales Manager—Ken Beck.
- FACILITIES**  
1,000 w.; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 15h.  
Basic Rates: 20b, 21a, 21d, 24b, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb. Cont. Discounts: 60f, 60i, 61a, 61c.  
Cancellation: 70e, 71a, 73b.

## TIME RATES

Eff 5/15/74.  
AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm & 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	182x
1 min.....	15.60	13.40	11.50	9.95	8.60	7.80
30 sec.....	10.90	9.35	8.05	6.95	6.00	5.20
1 min.....	8.45	5.50	5.15	4.75	4.40	
30 sec.....	6.50	3.90	3.60	3.30	3.10	

## KYME

1955

Media Code 4 213 1800 7.00  
KYME Broadcasters, Inc., Box 1619, 8200 Procece  
Rd., Boise, Idaho 83701. Phone 208-376-0740.

**STATION'S PROGRAMMING DESCRIPTION**  
KYME: Programmed for adults & young adults 19-35.  
MUSIC: Rock; (top 40/golden hits of past decade).  
NEWS: Twice-hourly, local/regional features. Contact  
Representative for further details. Rec'd 12/27/73.

- PERSONNEL**  
President—M. W. Brainard.  
Station Manager—Steven D. Oliver.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
500 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time only. 30 days net.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 23b, 24b, 25a, 26,  
28b, 30.  
Contracts: 40a, 42b, 44a, 45, 46, 47a, 49, 51a, 51c.  
Comb. Cont. Discounts: 60c, 60g, 60i, 61d, 62d.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 81, 82.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 4/1/73—Rec'd 12/27/73.

**6. SPOT ANNOUNCEMENTS**

	1x	50x	100x	600x	1200x	2400x
1 min.....	5.00	4.50	4.00	3.75	3.25	3.00
30 sec.....	3.50	3.00	2.75	2.50	2.00	1.75
10 sec.....	2.50	2.25	1.75	1.62	1.37	1.25

**8. PROGRAM TIME RATES**  
1x 26x 52x 104x 200x 300x

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.....	108.00	97.20	91.80	86.40
1/2 hr.....	64.00	57.60	54.40	51.20
1/4 hr.....	37.00	33.30	31.45	29.60
5 min.....	12.00	10.80	10.20	9.60

# BURLEY

Cassia County—Map Location F-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**KBAR**  
1844



Subscriber to the NAB Radio Code  
Media Code 4 213 2000 3.00  
Mini-Cassia Broadcasting, Inc., Box 430, Burley,  
Idaho 83318. Phone 208-678-2244.

**STATION'S PROGRAMMING DESCRIPTION**  
KBAR: MUSIC: MOR mix including country west-  
ern, showtunes, film music, rock, old & current  
standards.  
**1. PERSONNEL**  
General Manager—Robert W. Saxvik.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6:00 am-midnight. MST.  
**4. AGENCY COMMISSION**  
15/0 time only: payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

## TIME RATES

No. 41 Eff 7/1/74—Rec'd 7/22/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**

	CLASS A	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:						
1 min.....	4.00	3.80	3.60	3.40	3.20	
30 sec.....	3.20	3.05	2.90	2.70	2.55	

# CALDWELL (2 AM; 1 FM)

Canyon County—Map Location D-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**KBGN**  
1960



Subscriber to the NAB Radio Code  
Media Code 4 213 2200 9.00  
Christian Broadcasting Co., 3303 E. Chicago St.,  
Caldwell, Idaho 83605. Phone 208-459-3635.

**STATION'S PROGRAMMING DESCRIPTION**  
KBGN: Programmed for religiously interested.  
**1. PERSONNEL**  
General Manager—Dick Shaw.  
**2. REPRESENTATIVES**  
Advertising Sales West.  
Radio Representatives, Inc.  
Savalli/Gates, Inc.  
**3. FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
FM facilities: KBXL (FM).  
Eff 1/1/71—Rec'd 8/25/71.

**6. SPOT ANNOUNCEMENTS**

	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	100 ti
1 min 3.06	2.90	2.80	2.65	2.50	2.35	2.15	
30 sec 2.40	2.25	2.15	2.00	1.85	1.75	1.50	
Annual package, 1200 x:							
1 min, ea.....	2.00	30 sec, ea.....	1.25				

## KBXL (FM)

1960



Media Code 4 213 2300 7.00  
Christian Broadcasting Co., 3303 E. Chicago St.,  
Caldwell, Idaho 83605. Phone 208-459-3635.  
See affiliated AM station for additional information.  
AM facilities: KBGN.

**STATION'S PROGRAMMING DESCRIPTION**  
KBXL (FM): General popular music.  
**1. PERSONNEL**  
Sales Manager—Lee Shafer.  
**3. FACILITIES**  
25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mc.  
Stereo.  
Operating schedule: 6-1 am. MST.  
Antenna ht.: 7,200 ft. above average terrain.

**TIME RATES**  
Eff 5/1/73—Rec'd 4/3/72.

**6. SPOT ANNOUNCEMENTS**

	Open, 1 min/less	4.65
25 ti/7 days saturation, 1 min/less	4.25	
PER YR:	600x	1200x
1 min/less	3.55	3.20
	2.85	

## KCID

1946



Subscriber to the NAB Radio Code  
Media Code 4 213 2400 5.00  
Twin Cities Broadcasting Co., Box 1175, 10th &  
Cleveland, Caldwell, Idaho 83605. Phone 208-  
459-3608.

## STATION'S PROGRAMMING DESCRIPTION

- KCID: Programmed for general adult interest.
- PERSONNEL**  
Station Manager—Dale G. Peterson.
  - REPRESENTATIVES**  
Harlan G. Oakes, Inc.  
Chicago, New York—The Dorney Organization, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 17 hours daily. MST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

No. 5 Eff 4/1/72—Rec'd 4/25/72.

**6. SPOT ANNOUNCEMENTS**

	Per Mo. Ea:	Base	30 ti	60 ti	90 ti	120 ti	150 ti
1 min.....	4.90	4.40	4.15	3.85	3.50	3.30	
30 sec.....	3.85	3.45	3.10	2.80	2.55	2.25	
20 sec.....	2.60	2.40	2.30	2.25	2.15	1.90	

# COEUR D'ALENE

Kootenai County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**KVNI**  
1946



Media Code 4 213 2600 0.00  
North Idaho Broadcasting Co., Press Bldg. Coeur  
d'Alene, Idaho 83814. Phone 208-664-9271.

- PERSONNEL**  
General Manager—Vernon M. James.
- REPRESENTATIVES**  
Bill Dahlsten & Associates.  
Seattle—Simpson/Relly & Associates Co.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**  
15/0 net time and talent; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBN.

## TIME RATES

Eff 2/1/72—Rec'd 2/24/72.

**6. SPOT ANNOUNCEMENTS**

	Flat	120x
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# Hoiley—KSKI—Continued

- 5. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional. Same patterns day and night.  
Operating schedule: 7 am-10 pm. MST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations affiliated with American Information Network. Member: The Intermountain Network.

No. 40 Eff 11/1/76—Rec'd 10/20/70.

- 7. PACKAGE PLANS**  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

**SATURATION PLAN**

**CLASS A**

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	2.55	1.35	2.20	2.00	1.85
30 sec	2.05	1.90	1.75	1.65	1.50
10 sec	1.30	1.30	1.10	1.00	.95

**CLASS B**

1 min	1.70	1.55	1.35	1.25	1.10
30 sec	1.65	1.50	1.35	1.25	1.10
10 sec	1.00	.95	.85	.75	.70

# IDAHO FALLS (3 AM; 1 FM)

Bonneville County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

# KID 1925 CBS Radio Network

Subscriber to the NAB Radio Code  
Media Code 4 213 3000 2.00  
KID Broadcasting Corp., Box 2008, East 17th St., Idaho Falls, Idaho 83401. Phone 208-522-5100. TWX Idaho Falls, Ida. 277.

**STATION'S PROGRAMMING DESCRIPTION**  
KID: Programmed for adults 5 am-7:30 pm; teenagers & young adults 7:30 pm-12M.  
MUSIC: Current-popular (emphasis on middle-of-the-road, daytime; top 40 after 7:30 pm), 6 AIR PERSONALITIES handle all segments. NEWS: Network schedule of news, features and sports, plus local news department with 4 men plus a Farm Director (UPI plus Weather Wire). SPORTS: 2 sportscasters do play-by-play of most local sports in season. SPECIAL FEATURES: skiing reports, hunting and fishing information, coaches corner, scholastic tournaments with local high schools, mobile-remote equipment for on-location broadcasts, air-to-ground traffic reports on holidays. Contact Representative for further details. Rec'd 7/6/73.

- 1. PERSONNEL**  
General Manager—J. Allen Jensen.  
Sta. Mgr. & Nat'l Sales Dir.—Roy Southwick.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Pacific Northwest—Art Moore & Assoc., Inc.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 590 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. MST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 22a, 23a, 25a, 26, 28a, 29a. Contracts: 40a, 46, 47a, 48. Comb.: Cont. Discounts: 60a. Cancellation: 70a, 70c, 71a, 73a. Affiliated with CBS.

**TIME RATES**  
Eff 1/1/72—Rec'd 12/11/69.  
AA—Mon thru Fri 7-9 am & 4:30-6:30 pm; Sun 7 am-1 pm.  
A—All other times.  
Farm Time—Mon thru Fri 5:30-7 am; Sat 5:30-8 am; Mon thru Sat—noon-1 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

PER YR:	1x	150x	260x	520x	750x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	11.00	10.50	10.00	9.50	9.00
A	9.00	8.50	8.00	7.50	7.00

Farm Time, Sat. 12.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
When sold in combination with FM, add 3.00 per spot.

**8. PROGRAM TIME RATES**  
5 min: 125% of 1-min. 1/2 hr: 400% of 1-min.  
10 min: 200% of 1-min. 1 hr: 700% of 1-min.  
1/4 hr: 250% of 1-min.

# KID-FM 1965

Subscriber to the NAB Radio Code  
Media Code 4 213 3001 0.00  
KID Broadcasting Corp., Box 2008, E. 17th St., Idaho Falls, Idaho 83401. Phone 208-522-5100. TWX Idaho Falls, Idaho 277.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KID-FM: Programmed for adult audience.  
MUSIC: popular standards, MOR 6 am-12M. Regular news, sports, weather reports. SPORTS: college football & basketball. Contact Representative for further details. Rec'd 8/10/72.

**5. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.1 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 1,500 ft. above average terrain.

**TIME RATES**  
Eff 8/1/72—Rec'd 8/10/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti
1 min	6	5	4

30 sec: 80% of 1-min.  
When sold in combination with AM, add 3.00 per spot to AM rate.

# KTEE 1960 RAB

Media Code 4 213 3200 8.00  
Benay Corp., Box 2147, Idaho Falls, Idaho, 83401. Phone 208-523-3710.

**STATION'S PROGRAMMING DESCRIPTION**  
KTEE: Programmed for young adults & adult general interest.  
MUSIC: progressive MOR for every age group.  
NEWS: local news dept with mobile units for on location remote broadcasting; farm director furnishes reports. Contests throughout day. SPORTS: play-by-play local sports; News hrly. TALK: telephone conversation with air personalities/open phone lines 11:05 am-noon. Contact Representative for further details. Rec'd 11/26/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Leo Higham.  
Director of Marketing Services—Melvin L. Erickson.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- 4. AGENCY COMMISSION**  
15/0 net time; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 23a, 24b, 25a, 26, 28a. Comb.: Cont. Discounts: 60b, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a. Member: The Intermountain Network.

**TIME RATES**  
Eff 3/1/74—Rec'd 3/25/74.  
AA—6-9 am, 11 am-1 pm & Party Line 4:30-6:30 pm.  
A—9-11 am, 1-4:30 pm & 6:30 pm-sigh-off.

**6. SPOT ANNOUNCEMENTS**

**CLASS AA**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	10.40	9.10	7.80	6.50
20/30 sec	9.10	7.80	6.50	5.20
10 sec	7.80	6.50	5.20	3.90

**CLASS A**

1 min	6.50	5.20	3.90	2.60
20/30 sec	5.20	3.90	2.60	1.30
10 sec	3.90	2.60	1.30	.85

(\*) Fixed Position & less than 6.

- 10. SPECIAL FEATURES**
- PER WK:**
- |              |       |       |       |
|--------------|-------|-------|-------|
| 6 ti         | 12 ti | 18 ti | 24 ti |
| Newcasts     | 13.00 | 11.70 | 10.40 |
| Weatherettes | 11.70 | 10.40 | 9.10  |
| Programettes | 10.40 | 9.10  | 7.80  |
- CLASS A**
- |              |       |      |      |
|--------------|-------|------|------|
| Newcasts     | 10.40 | 9.10 | 7.80 |
| Weatherettes | 9.10  | 7.80 | 6.50 |
| Programettes | 7.80  | 6.50 | 5.20 |
- All rates combinable.

# KUPI 1957

Media Code 4 213 3400 4.00  
Idaho Broadcasters, Inc., dba KUPI, Inc., N. Yellowstone Hwy., Idaho Falls, Idaho, 83401. Phone 208-522-1101.

**STATION'S PROGRAMMING DESCRIPTION**  
KUPI: MUSIC: 100% modern country music with emphasis on current hits as well as the great classics. NEWS: UPI at :25 & :55. FARM: 12N-1 pm M-Sat, features farm news, weather, market & livestock reports & state farm bureau reports. Mobile unit provides on the spot local coverage. SPORTS: hourly, complete local sports, ski reports; fish & game reports twice daily. Road condition reports when necessary. Contact Representative for further details. Rec'd 7/24/72.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles J. Saunders.  
Vice-Pres. & Sta. Mgr.—James C. Garchow.  
Sales Manager—G. Charles Patrick.
- 2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mississippi—Wayne Evans & Associates, Inc.  
Mountain States—Bob Hix Co., Inc.
- 3. FACILITIES**  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a. Contracts: 40a, 42a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 61c. Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
Eff—Rec'd 11/5/73.

**6. SPOT ANNOUNCEMENTS**

**PER MO:**

15 ti	30 ti	60 ti	90 ti
1 min	5.50	5.10	4.80
30 sec	4.20	3.90	3.60
30 wds	3.00	2.70	2.40

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	99.50	55.00	27.50
*Contract	72.00	40.00	20.00

(\*) Yearly contract discount 10%.

# JEROME (1 AM; 1 FM)

Jerome County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

# KART 1958

Media Code 4 213 3800 9.00  
KART Broadcasting Co., Inc., 901 N. Lincoln, Jerome, Idaho 83333. Phone 208-324-8181.  
**STATION'S PROGRAMMING DESCRIPTION**  
KART: C & W music, local news & sports.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Allen D. Lee.

**2. REPRESENTATIVES**  
Hugh Felts & Associates.

**3. FACILITIES**  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. MST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. FM facilities: KFMA (FM). Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 9/3/74.

**6. SPOT ANNOUNCEMENTS**

10 ti	20 ti	30 ti	50 ti	60 ti	80 ti	100 ti
1 min	4.50	3.90	3.80	3.65	3.30	2.95
30 sec	3.20	2.80	2.70	2.60	2.35	2.10

# KFMA (FM) 1970

Media Code 4 213 3650 4.00  
Kart Broadcasting Co., Inc., 901 N. Lincoln, Jerome, Idaho 83333. Phone 208-324-8181.  
See affiliated AM station for additional information.  
AM facilities: KART.

**1. PERSONNEL**  
Manager—Ron Thorn.

**3. FACILITIES**  
ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: —ft. above average terrain.

**TIME RATES**

Rates are identical to KART. See that listing.

# LEWISTON (3 AM; 1 FM)

(including Clarkston, Wash.)  
Lewiston, Nez Perce County, Idaho—Map Location D-3  
Clarkston, Asotin County, Wash.—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

# KCLK 1971

Clarkston, Wash.  
Subscriber to the NAB Radio Code  
Media Code 4 213 3700 7.00  
Clarkston Broadcasters, 726 6th St., Clarkston, Wash. 99403. Phone 509-758-3361.

**STATION'S PROGRAMMING DESCRIPTION**  
KCLK: Programmed for adults.  
MUSIC: modern country, 75% current singles, 25% albums. News and sports. Contact Representative for further details. Rec'd 2/19/71.

- 1. PERSONNEL**  
Pres. & Mgr.—W. E. Lawrence.  
Sales Manager—George Walton.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.  
Denver, Salt Lake—Bob Hix Co., Inc.
- 3. FACILITIES**  
500 w.; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- 4. AGENCY COMMISSION**  
15/0 time only. Payable 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15b. Basic Rates: 20b, 21a, 24b, 24c, 25a, 26, 28a, 28c, 33a. Contracts: 40a, 41, 44a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 61b. Cancellation: 70a, 70c, 71a, 72. Prod. Services: 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 10/1/73—Rec'd 8/27/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	PER MO:	PER YR:	1 min	30 sec
1 ti	1x	1x	4.80	4.00
12 ti	30 ti	60x	4.50	3.60
18 ti	60 ti	120x	4.00	3.25
24 ti	90 ti	180x	3.70	2.90
30 ti	120 ti	240x	3.40	2.60
36 ti	150 ti	300x	3.20	2.40
42 ti	200 ti	525x	3.00	2.25
48 ti	250 ti	750x	2.80	2.10
84 ti	300 ti	1200x	2.60	1.95
ti	400 ti	1800x	2.40	1.80

15 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
5 min—2x 1-min rate. 1/2 hr—5x 1-min rate.  
1/4 hr—3x 1-min rate.

# IDAHO

# KOZE

1955  
LEWISTON  
4-K Radio, Inc.  
Media Code 4 213 3800 5.00  
4-K Radio, Inc., Box 938, Lewiston, Idaho 83501. Phone 208-743-2502.

**STATION'S PROGRAMMING DESCRIPTION**  
KOZE: Programmed for young adults.  
MUSIC: current popular with 6 AIR PERSONALITIES. NEWS: network at :55 backed with local/state capsule each hour utilizing AF sources. SPORTS: sports personality at 5:25 am, 2:25 & 6:25 pm; local football/basketball & college play-by-play football. Contact Representative for further details. Rec'd 5/29/74.

- 1. PERSONNEL**  
General Manager—Gene Hamblin.  
Operations Managers—Gary Ball, Mike Ripley.
- 2. REPRESENTATIVES**  
San Francisco, New York, Los Angeles—Radio Time Sales/International.  
Chicago—Walton Broadcasting Sales Corporation.  
Detroit—Corlett Associates.  
Seattle, Portland—The Tacher Company.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1300 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a. Contracts: 40a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 61b. Cancellation: 71a. Affiliated with American Contemporary Network.

**TIME RATES**  
Eff 4/1/70—Rec'd 4/2/70.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec
Ea	4.00
KOZE AM/FM, KLER (OROFINO), KORT (GRANGEVILLE) COMBINATION	
Ea	10.50

**8. PROGRAM TIME RATES**

5 min	5.50
KOZE AM/FM, KLER (OROFINO), KORT (GRANGEVILLE) COMBINATION	
5 min	15.00

# KOZE-FM 1961

LEWISTON  
4-K Radio, Inc.  
Media Code 4 213 3801 3.00  
4-K Radio, Inc., Box 938, Lewiston, Idaho 83501. Phone 208-743-2282.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KOZE-FM: Programmed for adults.  
MUSIC: MOR, popular standards. Contact Representative for further details. Rec'd 6/5/74.

- 3. FACILITIES**  
ERP 903 w.; 96.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 630 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations Sold in combination with KOZE, KLER, Orofino, and KORT, Grangeville. See KOZE listing for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 5/29/74.

1 min	2.00	30 sec	1.50
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# KRLC 1955

LEWISTON  
Media Code 4 213 4000 1.00  
KRLC, Inc., Box 287, Lewiston, Idaho 83501. Phone 208-743-1551.

- 1. PERSONNEL**  
Manager—Douglas MacKelvie.
- 2. REPRESENTATIVES**  
East—Jack Masia & Co., Inc.  
California—Pacific Broadcast Sales.  
Northwest—Art Moore & Assoc., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1350 kc.  
Directional—night only.  
Operating schedule: 24 hours daily 1<sup>ST</sup>.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a. Contracts: 40a, 42b, 46, 47a, 48. Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c. Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 3/1/73—Rec'd 1/30/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	50x	100x	200x	500x	1000x
1 min	5.00	4.20	4.10	3.90	3.65	3.35
30 sec	4.00	3.70	3.60	3.35	3.20	2.85
10 sec	2.50	2.15	2.10	2.00	1.90	1.75

**8. PROGRAM TIME RATES**

1x	10x	50x	100x	200x
1/2 hr	23.00	22.00	20.00	18.00
1/4 hr	15.00	14.50	13.00	12.50
5 min	7.50	7.25	6.75	6.50

# IDAHO

## McCALL

Valley County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KMCL

1965

Media Code 4 213 4200 7.00  
K. McCall Radio, Box 907, McCall, Idaho 83638.  
Phone 208-634-2248.

**STATION'S PROGRAMMING DESCRIPTION**  
KMCL; Format: country.

#### 1. PERSONNEL

Station Manager—Jim McCall.

#### 2. REPRESENTATIVES

J. A. Lucas & Co., Inc./JALCO.

#### 3. FACILITIES

500 w. days, 250 w. nights; 1240 kc.

Operating schedule: 6 am-10 pm. MST.

#### 4. AGENCY COMMISSION

15/0; 30 days.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/74—Rec'd 5/26/74.

A-6 am-6 pm

B-8 pm-midnight

#### 6. SPOT ANNOUNCEMENTS

CLASS A

Per wk. ea. Per mo. ea. Per yr. ea.

1 min	3.00	2.95	2.90	2.75	2.70	2.65	2.50	2.45
30 sec	2.25	2.20	2.15	2.00	1.95	1.90	1.75	1.70
15 sec	1.50	1.45	1.40	1.25	1.20	1.15	1.00	.95

B: 75% of A.

Bonus package—minimum A schedule plus equal B

schedule, 60% of A rate.

#### 10. SPECIAL FEATURES

NEWS—5 MINUTES AT :60 & 3 MINUTES AT :30

Ea hr. 1 mo 1/2 yr 1 yr

6.00 5.50 4.50

#### 3. FACILITIES

1,000 w. days; 1150 kc. Non-directional.

Operating schedule: 6 am-local sunset. PST.

Partial simulcast operation. Simulcast during AM

operational hours. For non-simulcast facilities, see

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 8.

Rate Protection: 10e, 11e, 12e, 13e, 14e 15c, 16.

Basic Rates: 20b, 21a, 22a, 25a, 26, 28b, 28c, 29a,

32b.

Contracts: 40a, 44b, 46, 50, 51b.

Comb. Cont. Discounts: 60a, 60e, 60i, 62d.

Cancellation: 70a, 70e, 71a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with MBS.

Member: Western States Radio Empire.

#### TIME RATES

ET 5/15/74—Rec'd 3/15/74.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER YR:

1x	312x	624x	936x	1x	312x	624x	936x	
1 min	6.55	6.15	5.75	5.35	5.20	4.80	4.40	4.00
30 sec	5.20	4.80	4.40	4.00	4.20	3.80	3.40	3.00

Fixed position, extra 25%.

#### 7. PACKAGE PLANS

PER WK:

1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti	
1 min	6.55	6.15	5.75	5.35	5.20	4.80	4.40	4.00
30 sec	5.20	4.80	4.40	4.00	4.20	3.80	3.40	3.00

Fixed position, extra 25%.

#### 8. PROGRAM TIME RATES

PER WK:

6 ti	12 ti	18 ti	24 ti	
1 min	6.55	6.15	5.75	5.35
30 sec	5.20	4.80	4.40	4.00

5 min. 10.00 9.50 9.00 8.50

1/4 hr: 2x 5-min. 1/2 hr: 3x 5-min. (D)

## KRPL

1947

Media Code 4 213 4600 8.00

KRPL, Inc., Box 8849, North Almon Ext., Moscow

Idaho 83643. Phone 208-882-2551.

#### 1. PERSONNEL

Manager—Tom Neal.

#### 2. REPRESENTATIVES

Savall/Gates, Inc.

Northwest—Art Moore & Assoc., Inc.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.

Operating schedule: 5:30-1 am. PST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/74—Rec'd 1/9/74.

AA—6-9 am, noon-1 pm & 4-6 pm.

A—9 am-noon, 1-4 pm & 6 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:

10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.75	5.25	4.75	4.50
30 sec	4.75	4.25	3.75	3.50

CLASS A

PER WK:

10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.25	4.75	4.25	4.00
30 sec	4.25	3.75	3.25	3.00

10 sec: 50% of 1-min.

#### 7. PACKAGE PLANS

BTA—6 AM-MIDNIGHT

PER WK:

10 ti	20 ti	30 ti	40 ti	50 ti
1 min	100x	200x	300x	400x
30 sec	5.00	4.50	4.00	3.75

30 sec: 4.00 3.50 3.00 2.75 2.50 2.00

## KRPL-FM

1972

Media Code 4 213 4801 6.00

KRPL, Inc., Box 8849, North Almon Ext., Moscow,

Idaho 83643. Phone 208-882-2551.

See SRDS consumer market map and data at beginning of the State.

**STATION'S PROGRAMMING DESCRIPTION**

KRPL-FM; programmed for 30+, news & sports.

#### 3. FACILITIES

ER: 18,000 w. (horiz.), 18,000 w. (vert.); 103.9 mc.

Stereo.

Operating schedule: 5:45-12:45 am. PST.

Antenna ht.: 922 ft. above average terrain.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.

#### TIME RATES

No. 2 ET 5/74—Rec'd 7/18/74.

AA—4-10 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER YR:

1 min	3.25	2.75	2.50
30 sec	2.25	1.75	1.50

## MOUNTAIN HOME

Elmore County—Map Location E-5

See SRDS consumer market map and data at beginning of the State.

## KFLI

1962

Media Code 4 213 4800 4.00

KFLI Radio Inc., Box 704, 290 E. 4th. N., Mountain

Home, Idaho 83647. Phone 208-587-4425.

**STATION'S PROGRAMMING DESCRIPTION**

KFLI: Programmed for general interest.

#### 1. PERSONNEL

Manager—W. J. Abbott.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc. Non-directional.

Operating schedule: 5:45 am-midnight. MST.

#### 4. AGENCY COMMISSION

10/0 time only; 10th of month.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

ET 11/14/69.

#### 6. SPOT ANNOUNCEMENTS

1x	15x	28x	52x	104x	156x	208x	312x
1 min	6.00	5.50	5.00	4.75	4.50	4.00	3.75
30 sec	5.00	4.75	4.50	4.25	4.00	3.50	3.25

## NAMPA (2 AM)

Canyon County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

## KAIN

1961

### RAB

Media Code 4 213 5000 0.00

KAIN Radio, Hotel Boise, 802 Bannock, Boise,

Idaho 83702. Phone 208-466-7871.

Nampa office: 111 7th St. S., Nampa, Idaho 83651.

**STATION'S PROGRAMMING DESCRIPTION**

KAIN: Programmed for mass appeal.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Brent T. Larson.

#### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

Seattle, Portland—Contact station direct.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.

Operating schedule: 24 hours daily. MST.

#### 4. AGENCY COMMISSION

15/0 on time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Rates based on 60 percent for actual time, 40 percent production fees.

Member: National AdRadio Groups, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/70—Rec'd 4/13/70.

AA—Mon thru Fri 6-9 am & 4-7 pm.

A—All other times and ROS.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:

1 min	30 sec	1 min	30 sec
4.57	3.85	4.15	3.32
4.42	3.54	4.02	3.22
4.28	3.43	3.89	3.12
4.14	3.31	3.76	3.01
4.08	3.26	3.71	2.96
4.02	3.21	3.65	2.92
3.86	3.08	3.51	2.80
3.78	3.03	3.44	2.75
3.72	2.98	3.38	2.71

13 wk—25% 52 wk—30%

#### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS

Flat 8.22 7.47

Includes 1 min plus open & close. (CB)

## KFXD

1922

Subscriber to the NAB Radio Code

Media Code 4 213 5200 6.00

Idaho Broadcasting Co., Box 160, Amity Rd., S.,

Nampa, Idaho 83651. Phone 208-466-8812.

**STATION'S PROGRAMMING DESCRIPTION**

KFXD: programmed for young adults 18-34 & teens.

MUSIC: rock, current & solid gold hits with emphasis on progressive music at night. 7 AIR PERSONALITIES. NEWS: 8-12 min newscasts, 5 am-6 pm.

Local emphasis with regional, national & international. 4 5-min alternate newscasts at night. Editorializes weekly. RELIGIOUS: Spanish Sun 9:30-11 am. COMMERCIAL POLICY: 14 minutes per hour maximum. Contact Representative for further details. Rec'd 7/2/73.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Wayne C. Cornils.

Local Sales Manager—Ted Erdahl.

Program Manager—Fred Norak.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

Portland, Seattle—The Tacher Company.

#### 3. FACILITIES



Pocatello—KSEI—Continued

TIME RATES

Rates effective October 1, 1963. (Card No. 22-A.)  
Card received September 19, 1963.

6. SPOT ANNOUNCEMENTS

1 min	50 sec	10 sec
1 ti	7.15	4.30
5 ti	3.50	2.15
10 ti	1.75	1.08
15 ti	1.15	0.72
20 ti	0.85	0.52
25 ti	0.70	0.43
30 ti	0.60	0.36
35 ti	0.55	0.32
40 ti	0.50	0.29
45 ti	0.45	0.26
50 ti	0.40	0.23

7. PACKAGE PLANS

ROB SATURATION		-1 min-		-30 sec-		-10 sec-	
PER WK:	ea	tot	ea	tot	ea	tot	ea
10 ti	0.30	03.00	0.90	09.00	3.15	31.50	
15 ti	0.45	06.75	1.35	12.75	4.50	45.00	
20 ti	0.60	12.00	1.80	36.00	6.00	60.00	
25 ti	0.75	18.75	2.25	56.25	7.50	75.00	
30 ti	0.90	27.00	2.70	81.00	9.00	90.00	
35 ti	1.05	36.75	3.15	109.50	10.50	105.00	
40 ti	1.20	48.00	3.60	144.00	12.00	120.00	
45 ti	1.35	60.75	4.05	181.50	13.50	135.00	
50 ti	1.50	75.00	4.50	225.00	15.00	150.00	

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
12.00	6.00	3.00	1.20	0.60
24 hr	12.00	6.00	1.20	0.60

KSNM

Media Code 4 213 5800 3.00  
Pocatello Broadcasting Co., Inc., 538 S. Main,  
Pocatello, Idaho 83201. Phone 208-232-6565.

**STATION'S PROGRAMMING DESCRIPTION**  
KSNM: Programmed for young adults.  
MUSIC: rock, NEWS: 5 min at 7:25, 11:55 am;  
5:25, 10:25, 11:55 pm. Weekends 1:55 & 3:55 am.  
Mini-news, 1 min at :20 & :40. 1 min U news 4  
times daily. Local, national current events interviews  
weekly. Swap shop, community bulletin board, pet  
patrol daily, 2 standby radio equipped mobile vans.  
Personality DJ's, contests, promotions, remotes, U. S.  
Weather teletype, AP Wire, SUN: Mexican programs,  
Sports. Contact Representatives for further details.  
Rec'd 12/7/72.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Daniel C. Libeg.  
Sales Manager—Bart Jones.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
Mountain States—Rob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Seattle, Portland—The Tacher Company.

3. FACILITIES  
1,000 w. days, 1290 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.  
Partial simulcast operation. Simulcast 6 am-6 pm.  
For non-simulcast facilities see KSNM-FM.

4. AGENCY COMMISSION  
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
General: 2b, 3b, 4a, 5, 6a, 8.  
Rate Protection: 15b, 15d.  
Basic Rates: 20b, 24b, 24c, 25a.  
Contracts: 40a, 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60b, 61c.  
Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 1173 Eff 11/1/72—Rec'd 12/7/72.

7. PACKAGE PLANS

1 min	6 wk	12 wk	18 wk	24 wk
30 sec	5.75	5.50	5.25	5.00
	4.75	4.50	4.25	4.00

10. SPECIAL FEATURES  
NEWS/SPORTSCAST

PER WK:	1 ti	3 ti	8 ti
5 min	9.00	8.50	8.00

KSNM-FM

Media Code 4 213 5801 1.00  
Pocatello Broadcasting Co., 538 S. Main, Pocatello,  
Idaho 83201. Phone 208-232-6566.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 29,000 w. (horiz.), 29,000 w. (vert.); 93.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 205 ft. above average terrain.  
Partial simulcast operation. Operated separately 6  
pm-6 am. For simulcast facilities see KSNM.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

KWIK

Media Code 4 213 6000 9.00  
KWIK Broadcasting Co., Inc., 936 Yellowstone Ave.,  
Pocatello, Idaho 83201. Phone 208-233-1133.  
Send all correspondence to Box 2005, Alameda St.,  
Pocatello, Idaho 83201.

**STATION'S PROGRAMMING DESCRIPTION**  
KWIK: MUSIC: top modern country 6 am-6 pm with  
accent on information & adult programming. 6 am-  
12M accent on personality with network news, phone-in  
contests, phone-in talk show and many other  
features. 6 pm-12M progressive rock aimed at college  
age group. Same format weekends. SPORTS:  
college & high school football, basketball, plus track,  
cutler racing, golf and other sports. Contact Representa-  
tive for further details. Rec'd 2/3/71.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert E. Davis.  
Sales Manager—Bruce Hopkins.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert E. Davis.  
Sales Manager—Bruce Hopkins.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 25a, 26, 28c.  
29a.  
Contracts: 40a, 44a, 44b, 45.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70e, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

TIME RATES  
No. 41 Eff 2/1/74—Rec'd 3/18/74.  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

7. PACKAGE PLANS

SATURATION PLAN		CLASS A		CLASS B	
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.80	4.90	4.90	3.70	3.40
30 sec	3.70	3.45	3.20	2.95	2.70
10 sec	2.30	2.15	2.00	1.85	1.70
1 min	3.70	3.45	3.20	2.95	2.70
30 sec	2.95	2.75	2.55	2.35	2.15
10 sec	1.85	1.75	1.60	1.50	1.35

8. PROGRAM TIME RATES

1/2 hr	24.00	23.50	23.00	22.50	22.00	21.00
5 min	8.40	8.20	8.05	7.90	7.70	7.35

PRESTON

Franklin County—Map Location G-6  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
General Manager—Mike Adams.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-direc-  
tional.  
Operating schedule: 5:45 am-10:10 pm. PST.

4. AGENCY COMMISSION  
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBN.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff 1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

WITHIN 30 DAYS:		1 ti	30 ti	60 ti	90+
1 min		2.80	2.50	2.20	1.90
30 sec		2.50	2.20	1.90	1.60
15 sec		2.20	1.80	1.60	1.30

7. PACKAGE PLANS

SATURATION, RDS:	1 min	30 sec	15 sec
10+ per day	2.50	2.00	1.90

REXBURG

Madison County—Map Location G-5  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Don Ellis.

2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
No. 6 Eff 3/1/70—Rec'd 2/16/70.

6. SPOT ANNOUNCEMENTS

PER MD:	1 ti	26 ti	52 ti	104+
1 min	2.50	2.25	2.00	1.75
30 sec	2.00	1.80	1.60	1.40

7. PACKAGE PLANS

10+ per day	1.75	1.40	1.00	per yr	1.75	1.40
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WEEKEND PLAN—SAT & SUN—1 MINUTE

Plan A—15 spots Sat & Sun	22.50
Plan B—30 spots Sat & Sun	40.00
Plan C—40 spots Sat & Sun	50.00

RUPERT

Minidoka County—Map Location F-5  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert E. Davis.  
Sales Manager—Bruce Hopkins.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Operating schedule: 6 am-midnight. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

KAYT

1955  
Subscriber to the NAB Radio Code  
Media Code 4 213 6000 6.00  
Inland Broadcast Co., Box 427, Rupert, Idaho 83350.  
Phone 208-456-4757.

**STATION'S PROGRAMMING DESCRIPTION**  
KAYT: MUSIC: Country from 6-9 am & noon-5 pm.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Merrin V. Liag.

2. REPRESENTATIVES  
George T. Hopewell, Inc.  
Portland, Seattle—Art Moore & Assoc., Inc.

3. FACILITIES  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 4/1/73—Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	25 ti	50 ti	75 ti	100 ti
30 sec	2.50	2.35	2.20	2.05	1.80
1 min	3.00	2.75	2.65	2.55	2.35

CONTRACT, PER YR:

600x	900x	1200x	
1.95	1.80	1.65	
1 min	2.25	2.10	1.85

ST. ANTHONY

Fremont County—Map Location G-4  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
Pres. & Gen'l Mgr.—T. W. Austin.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm daily. MST.

4. AGENCY COMMISSION  
None; agencies add commissions to rates shown.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff 2/1/74—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS

1-min. ea.	2.50	30-sec. ea.	1.75
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10. SPECIAL FEATURES  
5-min news 4:06.

ST. MARIES

Benewah County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
General Manager—Dale J. Smith.

2. REPRESENTATIVES  
Seattle, Portland—Hugh Feltis & Associates.

3. FACILITIES  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrises to local sunset.

4. AGENCY COMMISSION  
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 7/1/73—Rec'd 6/29/73.

6. SPOT ANNOUNCEMENTS

PER MO, EA:	1 ti	25 ti	50 ti	100+
1 min	2.20	2.00	1.70	1.40

10. SPECIAL FEATURES  
NEWS AND FEATURES  
News, 5 minutes every hour at :00 during morning  
and 5 & 6 pm.  
Morning special—30 minutes, 7:25-7:55 am.  
Special Features—5 minutes at :30.

5 min. 3.00

SANDPOINT

Benewah County—Map Location D-1  
See SRDS consumer market map and data at begin-  
ning of the State.

1. PERSONNEL  
General Manager—Norman E. Bauer.

2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.  
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES  
250 w. days; 1400 kc.  
Operating schedule: 6:00 a.m. to 10:05 p.m. week-  
days; 8:00 a.m. to 8:05 p.m. Sunday. PST.

4. AGENCY COMMISSION  
15% bills rendered 1st payable 20th of month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
Rates effective January 1, 1959.  
Rates received December 20, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time	15.00	8.00	4.00	2.00
10 times	14.25	7.55	3.80	1.85
20 times	13.50	7.10	3.60	1.70
50 times	12.75	6.65	3.40	1.55
100 times	12.00	6.20	3.20	1.40
150 times	11.25	5.75	3.00	1.25
312 times	10.50	5.30	2.80	1.10
624 times	9.75	4.85	2.60	1.00
1,248 times	9.00	4.40	2.40	0.90

10. SPECIAL FEATURES  
News—regular rates plus 10%.

KSPT

1940  
Media Code 4 213 7200 4.00  
Rauer Broadcasting Co., Box 431, Route 1, Sand-  
point, Idaho 83864. Congress 8-2170.

1. PERSONNEL  
General Manager—Norman E. Bauer.

2. REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.  
Seattle, Portland—Art Moore & Assoc., Inc.

3. FACILITIES  
250 w. days; 1400 kc.  
Operating schedule: 6:00 a.m. to 10:05 p.m. week-  
days; 8:00 a.m. to 8:05 p.m. Sunday. PST.

4. AGENCY COMMISSION  
15% bills rendered 1st payable 20th of month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
Rates effective January 1, 1959.  
Rates received December 20, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1/4 hr.	5 min.	1 min.	30 sec.	10 sec.
1 time	15.00	8.00	4.00	2.00
10 times	14.25	7.55	3.80	1.85
20 times	13.50	7.10	3.60	1.70

# IDAHO

Twin Falls—Continued

## KLIX

Media Code 4 213 7800 1.945  
Sawtooth Radio Corp., Box 1259 Elizabeth Blvd.,  
Twin Falls, Idaho 83301. Phone 208-733-3364.  
STATION'S PROGRAMMING DESCRIPTION  
KLIX: MUSIC: modern country western.

- PERSONNEL**  
Pres. & Gen'l Mgr.—C. N. (Rosy) Layne.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,800 w. days; 1,000 w. nights; 1810 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 41-R Eff 7/1/74—Rec'd 7/22/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

### 7. PACKAGE PLANS

PER WK:	CLASS A			
	12 ti	18 ti	24 ti	30 ti
1 min.....	5.50	5.30	5.10	4.80
30 sec.....	4.40	4.25	4.10	3.85
	CLASS B			
1 min.....	4.60	4.40	4.20	4.00
30 sec.....	3.15	2.85	2.60	2.35

# KTFI

1920



Subscriber to the NAB Radio Code

Media Code 4 213 8000 7.00  
Greentree Broadcasting Co., Box 65, 241 Main Ave.  
West, Twin Falls, Idaho 83301. Phone 208-733-3381.

STATION'S PROGRAMMING DESCRIPTION  
KTFI: MUSIC: MOB familiar of past & present.

- PERSONNEL**  
General Manager—R. W. Byall.
- REPRESENTATIVES**  
Savelli/Gates, Inc.  
Michigan—Pearse Sales.  
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1270 kc.  
Non-directional.  
Operating schedule: 5-12:30 am. MST.
- AGENCY COMMISSION**  
15/0 net time only; 1st month following.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Idaho Big Buy, National AgRadio Groups, Inc.

### TIME RATES

Eff 5/15/71—Rec'd 11/1/71.

### 6. SPOT ANNOUNCEMENTS

PER	YR:							
	1x	26x	52x	104x	156x	260x	312x	624x
1 min	7.00	6.90	6.75	6.50	6.00	5.75	5.50	5.20
30 sec	5.50	5.40	5.35	5.15	4.75	4.50	4.25	4.00
10 sec	4.00	3.90	3.85	3.75	3.60	3.40	3.25	3.00

### 7. PACKAGE PLANS

PER WK:	SATURATION PACKAGE-ROS					
	10 ti	15 ti	20 ti	25 ti	30 ti	36 ti
1 min.....	5.60	5.20	4.90	4.50	4.20	3.95
30 sec.....	4.75	4.50	4.15	3.80	3.60	3.20
10 sec.....	2.80	2.65	2.45	2.30	2.10	1.95

## WALLACE

Shoshone County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KWAL

1939

Subscriber to the NAB Radio Code  
Media Code 4 213 8200 3.00  
Metals Broadcasting Co., Box U, Osburn, Idaho  
83849. Phone 208-752-6101.

- PERSONNEL**  
Manager—Paul Robinson.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.  
Portland, Seattle—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. : 620 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

### TIME RATES

Eff ————Rec'd 3/1/74.

### 7. PACKAGE PLANS

PER WK:	BULK				
	1x	100x	300x	500x	1000x
1 min.....	5.50	3.70	3.35	2.80	2.50
30 sec.....	4.15	2.80	2.50	2.10	1.85
15 sec.....	2.40	1.85	1.70	1.50	1.30

### SATURATION

	1 min	30 sec
25/7 days.....	80.50	69.40
50/14 days.....	143.75	109.30
75/21 days.....	198.60	150.95

## WEISER

Washington County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KWEI

1947

Media Code 4 213 8400 8.00  
Oxbow Broadcast Co., Box 791, Weiser, Idaho 83873  
Phone 208-549-0886.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Edwin C. Miller.
- REPRESENTATIVES**  
George T. Hepewell, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 16 Eff 10/1/74—Rec'd 8/30/74.

### 6. SPOT ANNOUNCEMENTS

PER MO. EA:	1 ti	15 ti	30 ti	60 ti	90 ti	120 ti
1 min.....	3.25	2.95	2.75	2.60	2.50	2.45
30 sec/less.....	2.30	2.10	1.95	1.85	1.80	1.75

Spots in Spanish, 1 ti rate only.



### ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
Monticello—Piatt County

## Negro Population Data

STATE TOTAL (January 1, 1974)	
STATE TOTAL	1,626,917
<b>METRO AREAS</b>	
Bloomington-Normal	2,478
Champaign-Urbana	11,650
Chicago	1,410,409
Chicago, Ill.-Northwestern Ind. (Consolidated)	1,535,945
Danville	6,221
Davenport-Rock Island	14,697
Decatur	11,697
Kankakee	12,633
Peoria	18,183
Quincy	1,579
Springfield	19,204
Rockford	8,780
<b>Total Metros</b>	<b>1,517,531</b>

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

STATE TOTAL (April 1, 1970)	
STATE TOTAL	364,397
<b>METRO AREAS</b>	
Chicago	327,168

## ILLINOIS

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

#### Illinois Radio Network

Comprised of:		
Non-Interconnected Stations		
WOKZ—Alton	WOKZ-FM—Alton	WJOL—Joliet
WMRO—Aurora	WWSM—Litchfield	WLBT—Mattoon
WRMS—Bearsden	WGLC—Mendota	WRAM—Monmouth
WKWL (FM)—Belvidere	WCSJ—Wixom (FM)—Morris	WVMC—Mt. Carmel
WBYC—Canton	WVAC—Normal	WVLN—Olney
WROY, WROY-FM—Carmi	WVON—Ottawa	WPCB—Champaign-Urbana
WILY—Centralia	WVPE—Peoria	WSDV—Peoria
WRXX—Centralia	WVON—Peoria	WVON—Peoria
WCCB—Champaign-Urbana	WVON—Peoria	WVON—Peoria
WVON—Clinton	WVON—Peoria	WVON—Peoria
WDAN—Danville	WVON—Peoria	WVON—Peoria
WLBK—DeKalb	WVON—Peoria	WVON—Peoria
WDQN—DuQuoin	WVON—Peoria	WVON—Peoria
WFXN—Dixon	WVON—Peoria	WVON—Peoria
WVHL—Freeport	WVON—Peoria	WVON—Peoria
WAIK—Galesburg	WVON—Peoria	WVON—Peoria
WGEN—Geneseo	WVON—Peoria	WVON—Peoria
WGSB—Geneseo	WVON—Peoria	WVON—Peoria
KHMO—Hannibal	WVON—Peoria	WVON—Peoria
WVON—Harrisburg	WVON—Peoria	WVON—Peoria
WJPF—Herrin	WVON—Peoria	WVON—Peoria
WINT—Highland	WVON—Peoria	WVON—Peoria
WILL—Jacksonville	WVON—Peoria	WVON—Peoria
Media Code 4 214 0055 7.00		
Business Office—20 N. Wacker Drive Chicago, Ill. 60606. Phone 312-236-8887.		
New York 10017—501 Fifth Ave. Phone 212-972-0982.		

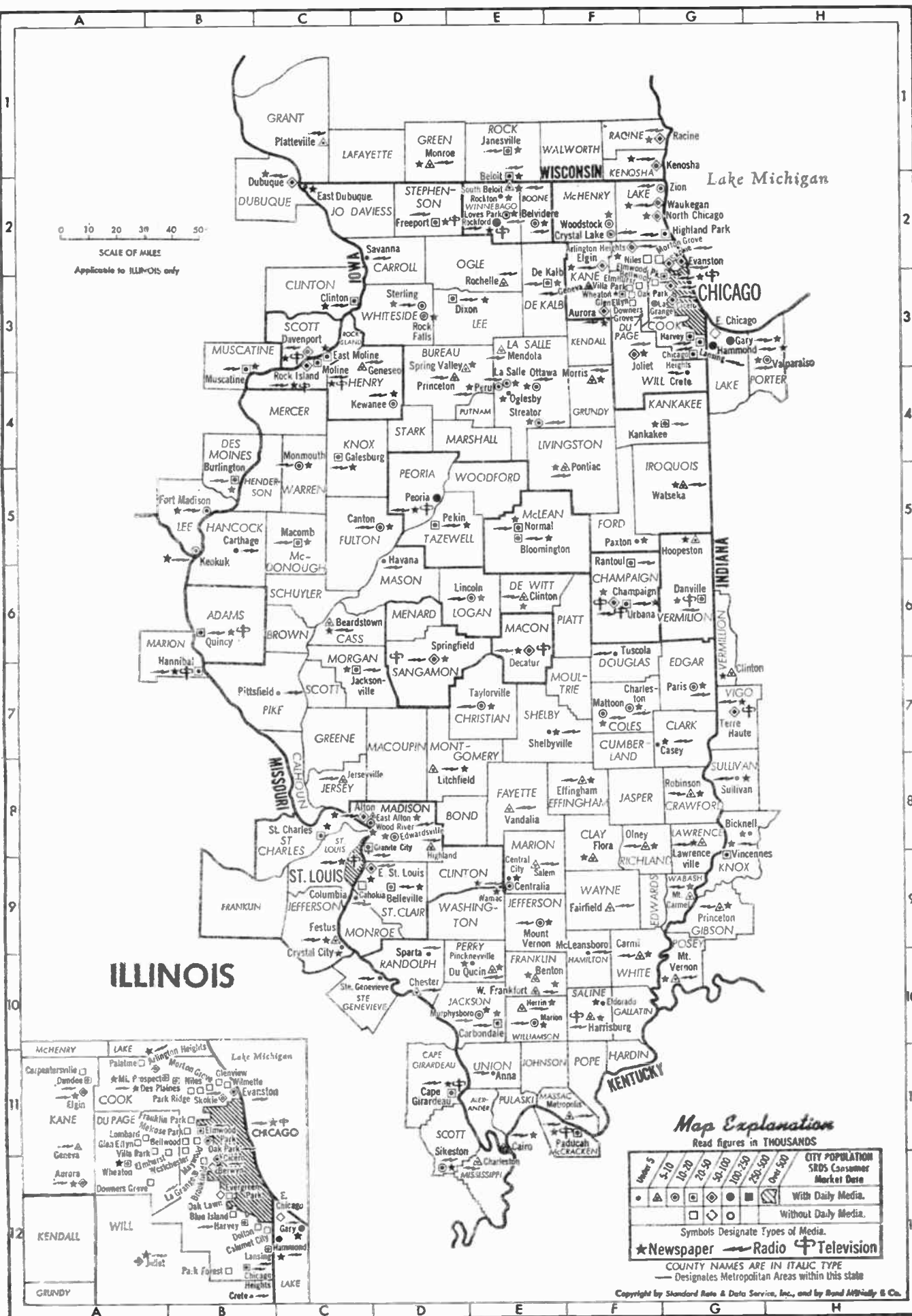
- PERSONNEL**  
Manager: Robert J. Walton.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations

**TIME RATES**  
Spots scheduled adjacent to Farm of News programs Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

**6. SPOT ANNOUNCEMENTS**  
(40 Member Stations)

PER WK:	1	2	3	4	5	6	7	8	9	10	11	12
1 min.	235	322	301									
30 sec:	80% of 1-min.											

(State Networks continued on page 282)



ILLINOIS

State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SEDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Addison—Du Page	Cahokia—St. Clair	DeKalb—DeKalb	Evergreen Park—Cook	Homewood—Cook	Morton Grove—Cook	Park Forest—Cook	Skokie—Cook
Aton—Madison	Calumet City—Cook	Des Plaines—Cook	Franklin Park—Cook	Jacksonville—Morgan	Mount Prospect—Cook	Park Ridge—Cook	South Holland—Cook
Arlington Heights—Cook	Carbondale—Jackson	Dolton—Cook	Freeport—Stephenson	Joliet—Will	Naperville—Du Page	Pekin—Tazewell	Springfield—Sangamon
Aurora—Kane	Carpentersville—Kane	Downers Grove—Du Page	Galesburg—Kane	Kankakee—Kankakee	Niles—Cook	Peoria—Peoria	Streamwood—Cook
Bellville—Saint Clair	Champaign—Champaign	East Moline—Rock Island	Glen Ellyn—DuPage	Lansing—Cook	Normal—McLean	Quincy—Adams	Urbana—Champaign
Bellwood—Cook	Chicago—Cook	East St. Louis—St. Clair	Glenview—Cook	Lombard—Du Page	Northbrook—Cook	Rantoul—Champaign	Villa Park—Du Page
Berwyn—Cook	Chicago Heights—Cook	Elgin—Kane	Granite City—Madison	Macomb—McDonough	North Chicago—Lake	Rockford—Winnebago	Waukegan—Lake
Bloomington—McLean	Cicero—Cook	Elk Grove Village—Cook	Hanover Park—Cook	Maywood—Cook	Oak Forest—Cook	Rock Island—Rock Island	Westchester—Cook
Blue Island—Cook	Decatur—Macon	Elmhurst—Du Page	Harvey—Cook	Melrose Park—Cook	Oak Park—Cook	Rolling Meadows—Cook	Wheaton—Du Page
Brookfield—Cook	Deerfield—Lake	Elmwood Park—Cook	Highland Park—Lake	Moline—Rock Island	Palatine—Cook	Schaumburg—Cook	Wilmette—Cook

STATE COUNTY—Map Lev. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—Per Household (\$)		Retail Sales—1973 By Selected Store Types										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)
			Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)			
				3000	5000	8000	10000	15000					4999	7999	9999	14999						
ILLINOIS STATE TOTALS.....	11,305.8	3,768.79	53,856,452	14,290	5.8	11.7	10.6	28.7	36.9	28,947,399	7,681	5,316,125	849,816	4,502,491	1,477,790	1,242,817	5,229,193	1,601,637	5,042.72	452.6	4,647,514	
ADAMS B-6.....	70.9	24.48	281,145	11,485	7.2	16.1	13.4	28.5	25.9	181,441	7,412	32,558	4,057	33,396	8,185	8,303	38,678	7,791	34.69	8.0	67,476	
Quincy.....	45.1	16.16	175,304	10,848	.....	.....	.....	.....	.....	142,475	8,817	28,899	3,717	26,659	7,402	8,052	24,055	5,445	.....	.....	.....	
Quincy Metro Area.....	70.9	24.48	281,145	11,485	7.2	16.1	13.4	28.5	25.9	181,441	7,412	32,558	4,057	33,396	8,185	8,303	38,678	7,791	34.69	8.0	67,476	
ALEXANDER E-11.....	10.7	4.11	35,030	8,036	13.4	16.2	10.1	17.8	17.3	29,627	7,209	5,645	736	3,552	1,095	1,307	5,705	4,292	5.15	1.1	4,968	
BOND D-8.....	13.8	4.78	51,119	10,694	9.8	18.2	12.7	25.1	21.7	25,794	5,396	5,242	277	1,874	784	593	5,205	2,819	6.51	4.0	24,652	
BOONE E-2.....	26.4	8.55	124,261	14,533	3.8	9.4	12.2	33.1	36.8	59,417	6,949	10,998	1,268	1,289	1,739	2,142	14,622	5,940	13.43	2.9	26,770	
BROWN C-6.....	5.2	1.92	18,830	9,807	14.8	20.7	12.6	18.9	18.6	11,946	6,222	2,050	355	270	235	198	2,340	765	2.74	1.8	18,082	
BUREAU D-3.....	38.2	13.15	157,060	11,944	7.0	17.6	15.4	29.1	24.7	81,753	6,217	16,098	1,642	6,154	2,248	3,300	14,009	5,536	19.78	7.5	102,546	
CALHOUN C-8.....	5.7	2.02	18,336	9,077	13.7	15.8	12.8	22.1	17.1	9,185	4,547	1,416	112	1,090	107	68	1,558	1,317	2.51	2.2	14,637	
CARROLL D-21.....	19.1	6.68	78,482	11,749	7.7	14.5	13.1	30.4	27.4	41,553	6,221	7,681	327	1,388	620	725	5,767	2,716	9.73	3.8	78,586	
CASS C-6.....	14.0	5.04	51,811	10,280	11.1	19.0	12.3	24.3	23.1	31,872	6,324	6,819	1,277	1,158	757	1,320	4,440	2,430	7.15	2.6	33,818	
CHAMPAIGN F-61.....	160.8	49.39	752,469	15,235	6.8	14.0	10.8	25.9	37.4	413,927	8,381	71,638	9,749	74,613	14,183	16,235	81,560	23,973	69.31	8.0	80,072	
Champaign.....	60.1	19.07	276,385	14,493	.....	.....	.....	.....	.....	241,807	12,680	39,621	6,900	43,847	10,033	10,627	48,803	10,051	.....	.....	.....	
Champaign-Urbana- Rantoul Metro Area.....	160.8	49.39	752,469	15,235	6.8	14.0	10.8	25.9	37.4	413,927	8,381	71,638	9,749	74,613	14,183	16,235	81,560	23,973	69.31	8.0	80,072	
Rantoul.....	28.7	7.00	93,516	13,359	.....	.....	.....	.....	.....	48,168	6,881	6,074	796	8,457	1,374	2,283	22,319	3,122	.....	.....	.....	
Urbana.....	33.9	10.34	153,306	14,826	.....	.....	.....	.....	.....	67,805	6,558	14,138	1,893	15,144	2,642	3,244	4,986	5,722	.....	.....	.....	
CHRISTIAN E-7.....	35.4	12.63	135,104	10,697	8.6	13.0	13.4	28.9	24.0	104,194	8,250	18,176	1,963	7,224	3,863	3,469	18,968	6,430	18.11	4.7	70,138	
CLARK G-7.....	16.0	5.95	63,014	10,591	9.9	18.5	13.7	26.0	22.7	34,115	5,734	6,763	566	806	639	385	4,885	3,011	8.38	4.0	33,266	
CLAY F-8.....	14.4	5.35	51,778	9,678	13.4	20.8	15.1	24.3	16.7	28,775	5,379	5,277	480	1,491	1,419	1,148	5,382	2,026	7.14	4.0	21,173	
CLINTON E-9.....	29.6	8.84	99,736	11,282	8.7	17.3	13.2	28.1	23.5	54,834	6,203	8,592	347	2,417	1,116	1,204	10,135	3,122	12.63	6.2	42,236	
COLES F-7.....	48.6	16.41	192,925	11,757	9.4	16.4	12.2	26.6	27.4	144,686	8,817	30,484	3,926	11,900	7,369	5,591	29,957	10,935	22.34	3.5	43,311	
COOK G-31.....	5,566.7	1,895.84	27,884,812	14,708	5.4	10.8	10.0	28.3	39.5	14,889,295	7,854	2,639,532	483,765	2,630,221	953,677	640,468	2,381,029	643,303	2,275.17	8	29,114	
Arlington Heights.....	73.9	21.54	423,945	19,682	.....	.....	.....	.....	.....	122,626	5,693	25,327	7,036	3,129	2,362	7,972	39,225	6,185	.....	.....	.....	
Bellwood.....	22.1	6.93	114,820	16,569	.....	.....	.....	.....	.....	24,796	3,578	7,717	1,117	4,358	354	1,386	1,065	5,271	.....	.....	.....	
Berwyn.....	51.4	20.77	287,928	13,863	.....	.....	.....	.....	.....	155,762	7,499	31,169	8,535	30,833	8,650	8,333	32,688	6,850	.....	.....	.....	
Blue Island.....	23.7	8.97	118,960	13,262	.....	.....	.....	.....	.....	82,288	9,174	9,642	2,173	6,595	3,981	2,076	34,513	4,920	.....	.....	.....	
Brookfield.....	20.1	6.89	110,690	16,065	.....	.....	.....	.....	.....	31,006	4,500	10,692	1,273	989	176	1,102	4,253	2,533	.....	.....	.....	
Calumet City.....	36.3	12.29	170,101	13,841	.....	.....	.....	.....	.....	133,274	10,844	11,444	3,956	17,906	12,780	4,436	4,685	6,685	.....	.....	.....	
Chicago.....	3,293.3	1,181.97	15,049,954	12,733	.....	.....	.....	.....	.....	9,469,448	8,012	1,557,467	298,565	1,662,198	657,834	417,308	1,290,017	343,661	.....	.....	.....	
Chicago Metro Area.....	7,153.8	2,367.90	36,426,547	15,383	4.9	10.1	9.5	28.5	41.6	18,885,785	7,976	3,417,156	606,366	3,261,381	1,122,951	780,634	3,220,438	887,624	3,027.98	.....	.....	
Chicago, Ill.—North- western Indiana Consolidated Area.....	7,803.5	2,568.25	39,121,297	15,233	4.9	10.1	9.6	28.8	41.2	20,396,922	7,942	3,745,985	648,475	3,524,872	1,197,126	855,136	3,500,927	994,437	3,305.48	.....	.....	
Chicago Heights.....	42.4	13.06	179,939	13,778	.....	.....	.....	.....	.....	159,125	12,184	29,908	5,367	24,047	5,617	10,469	49,468	9,632	.....	.....	.....	
Cicero.....	65.6	25.61	342,868	13,388	.....	.....	.....	.....	.....	146,631	5,726	33,669	4,657	9,415	8,097	3,776	32,297	8,957	.....	.....	.....	
Des Plaines.....	60.0	18.70	341,881	18,282	.....	.....	.....	.....	.....	173,871	9,298	39,599	6,875	12,769	5,800	2,345	62,959	11,147	.....	.....	.....	
Dolton.....	27.8	7.88	128,300	16,282	.....	.....	.....	.....	.....	33,732	4,281	14,792	1,412	11,097	1,511	585	337	2,441	.....	.....	.....	
Elk Grove Village.....	24.5	6.48	119,682	18,469	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Elmwood Park.....	26.5	9.55	156,406	16,378	.....	.....	.....	.....	.....	52,187	5,465	11,925	2,260	10,936	4,123	1,886	10,893	2,110	.....	.....	.....	
Evanston.....	79.1	28.61	536,811	18,763	.....	.....	.....	.....	.....	244,962	8,562	40,151	6,303	39,605	18,002	14,637	90,906	8,438	.....	.....	.....	
Evergreen Park.....	25.5	7.83	157,199	20,077	.....	.....	.....	.....	.....	102,398	13,078	12,275	3,843	10,895	24,799	2,256	4,923	4,749	.....	.....	.....	
Franklin Park.....	20.9	6.70	110,770	16,533	.....	.....	.....	.....	.....	38,328	5,721	11,519	1,547	10,946	1,287	199	3,206	4,743	.....	.....	.....	
Glenview.....	26.7	8.11	213,779	26,360	.....	.....	.....	.....	.....	79,092	9,752	26,165	3,445	8,880	1,788	2,755	16,187	4,449	.....	.....	.....	
Hanover Park.....	20.4	4.98	66,176	13,288	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Harvey.....	36.1	11.90	170,991	14,369	.....	.....	.....	.....	.....	141,114	11,858	23,050	4,198	27,638	6,270	7,200	53,922	5,749	.....	.....	.....	
Hoffman Estates.....	32.6	8.31	118,473	14,257	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Homewood.....	20.2	6.54	127,791	19,540	.....	.....	.....	.....														



# State, County, City, Metro Area Data

ILLINOIS

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973						Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			(\$000)	Per Household (\$)	% Distribution of Families					Total Retail Sales		By Selected Store Types										
					3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				
EDGAR G-7	20.9	7.76	86,451	11,141	10.0	18.0	12.9	25.9	23.7	44,717	5,763	10,236	1,364	3,777	1,103	1,035	10,531	3,554	10.75	4.2	56,063	
EDWARDS F-9	6.7	2.58	26,175	10,145	12.5	21.5	13.0	21.0	20.7	9,824	3,808	2,210	36	199	97	322	2,563	770	3.55	1.6	17,862	
EFFINGHAM F-8	24.6	8.02	92,258	11,503	9.5	17.9	12.6	24.7	25.8	90,694	11,308	11,957	1,051	7,531	2,138	3,501	16,969	9,359	11.65	6.1	35,772	
FAYETTE E-8	20.2	7.05	70,506	10,001	10.3	19.8	14.6	23.6	19.8	45,444	6,446	8,352	532	3,086	1,487	870	8,888	3,381	9.53	5.8	32,292	
FORD F-5	16.2	5.66	70,645	12,481	6.8	15.1	13.2	28.2	28.9	54,997	9,717	8,165	648	1,866	1,456	1,297	9,647	3,318	8.44	3.9	46,302	
FRANKLIN E-10	37.6	14.92	126,101	18,452	15.1	19.7	12.9	22.3	13.0	79,099	5,302	19,509	2,144	4,683	4,752	3,891	19,212	5,844	19.04	2.4	12,105	
FULTON D-5	41.2	15.00	161,500	10,767	8.2	15.5	13.1	28.2	24.6	96,244	6,416	20,503	2,015	7,600	4,348	2,770	21,194	7,009	21.14	6.1	58,738	
GALLATIN F-10	7.2	2.62	23,171	8,844	12.3	19.0	16.3	25.6	14.6	12,891	4,920	2,963	220	322	312	736	1,943	1,238	3.26	1.3	15,784	
GREENE C-7	16.7	6.01	59,796	9,949	11.7	19.8	14.7	24.3	20.6	30,852	5,133	7,529	880	673	898	589	5,693	1,986	7.99	4.3	63,667	
GRUNDY F-4	27.5	9.12	130,143	14,270	4.2	8.8	10.7	31.4	39.6	60,121	6,592	12,471	1,168	3,391	1,951	3,649	12,925	6,305	14.10	2.9	25,626	
HAMILTON F-10	8.3	3.23	26,645	8,249	15.3	20.5	11.3	17.4	16.0	13,859	4,291	3,363	220	1,721	101	207	1,308	1,198	4.03	2.5	14,900	
HANCOCK E-5	23.1	8.18	91,403	11,174	9.7	17.7	12.7	25.2	25.4	48,507	5,930	7,070	401	700	284	1,702	10,037	2,847	11.64	6.1	66,448	
HARDIN F-11	4.4	1.67	14,842	8,887	15.3	27.2	11.4	15.1	14.2	9,899	5,928	1,496	203	457	115	331	767	5,439	2.09	.6	2,623	
MENDELSOHN B-5	8.5	2.98	31,398	10,536	7.1	17.2	16.2	29.4	19.3	15,022	5,041	1,713	220	304	66	284	2,023	1,580	4.05	2.3	33,675	
HENRY D-4	53.6	18.38	237,152	12,903	7.5	14.4	12.8	29.9	30.8	130,588	7,110	22,474	3,166	10,890	3,786	4,618	25,073	8,951	26.06	10.3	143,496	
IROQUOIS G-5	33.0	11.35	136,654	12,040	7.2	13.9	13.0	27.2	28.8	81,139	7,149	14,653	702	2,635	1,801	2,158	10,831	7,471	16.75	9.9	106,748	
JACKSON D-10	28.2	18.09	207,086	11,448	10.7	18.7	12.1	22.6	24.4	123,067	6,803	22,729	2,085	11,337	6,329	4,670	28,444	7,762	22.39	2.6	18,887	
Carbondale	58.5	8.27	94,513	11,428	75,848	9,171	14,182	1,756	5,193	5,223	3,143	18,952	4,441									
Jasper F-8	10.4	3.55	51,222	14,429	12.2	14.5	10.0	22.0	30.2	23,622	7,068	14,457	1,852	9,975	3,871	3,600	19,796	5,478	15.63	4.8	20,702	
JEFFERSON E-9	30.9	11.24	118,938	10,582	10.8	19.5	12.4	22.6	22.4	32,692	5,504	6,663	857	552	1,530	952	9,069	1,969	8.14	2.8	26,323	
JERSEY C-8	18.7	5.94	83,466	10,735	6.9	17.3	15.4	28.1	20.2	39,628	5,497	6,122	783	890	506	609	5,907	4,367	10.28	6.1	55,572	
JO DAVIESS D-2	21.6	7.08	63,466	11,789	3.3	15.8	13.2	28.3	27.0	15,042	5,430	3,352	282	1,371	160	195	2,954	1,630	3.29	1.4	9,540	
JOHNSON E-11	7.7	2.77	24,036	8,677	11.0	22.1	12.7	20.9	15.2	10,848	8,631	140,239	137,135	137,135	29,620	29,428	134,562	43,642	130.81	6.7	69,005	
KANE F-3	260.8	82.13	1,269,121	15,453	4.0	8.4	9.7	33.1	41.7	708,883	8,750	49,333	46,103	11,942	11,959	52,027	12,836					
Aurora	78.7	26.24	372,774	14,206						229,597	9,866	323	15,204	2,403	1,233							
Carpentersville	25.9	6.58	102,610	15,594						227,033	11,709	36,854	7,879	54,806	7,494	10,391	46,469	11,056				
Elgin	57.0	19.39	274,644	14,164						294,004	9,689	49,474	7,105	45,972	7,333	58,459	51,340	15,876	47.29	7.8	61,378	
KANKAKEE G-4	97.7	29.73	405,070	13,625	5.4	10.7	11.2	30.9	34.8	206,367	18,360	33,212	5,973	39,983	6,326	56,511	36,572	6,939				
Kankakee	31.5	11.24	148,436	13,206						296,004	9,889	49,474	7,105	45,972	7,333	58,459	51,340	15,876	47.29			
Kankakee Metro Area	97.7	29.73	405,070	13,625	5.4	10.7	11.2	30.9	34.8	45,486	5,252	10,501	676	1,155	1,081	1,916	6,954	3,034	13.40	4.0	52,799	
KENDALL F-3	28.8	8.66	133,283	15,391	3.2	6.7	10.3	37.0	40.4	158,727	7,573	29,168	4,712	23,584	6,783	37,027	10,089	29,644	6.2		72,863	
KNOX C-4	60.4	20.96	273,288	13,039	7.2	13.8	13.2	29.7	30.2	120,100	9,740	23,360	4,445	19,921	6,519	6,669	30,978	6,783				
Galesburg	35.4	12.33	156,754	12,713						1,017,705	8,824	199,837	32,225	107,632	47,141	37,688	230,067	64,542	180.33	3.0	22,095	
LAKE G-2†	404.7	115.34	2,363,233	20,489	3.8	7.8	8.0	26.7	50.1	1,287,479	5,571	9,082	2,799	835	1,987	1,690	3,166	2,632				
Deerfield	20.8	5.83	163,060	27,969						148,767	14,401	26,314	3,924	11,849	10,111	6,297	65,266	6,878				
Highland Park	34.1	10.33	342,017	33,109						28,371	3,709	3,286	744	2,540	842	364	1,551	2,557				
North Chicago	66.5	7.65	168,979	22,600						281,489	12,405	46,167	8,650	62,754	16,244	16,289	46,648	13,871				
Waukegan	54.5	22.72	338,091	14,881						291,424	7,778	61,109	6,790	34,520	15,138	11,789	54,024	27,080	54.77	10.9	112,661	
LA SALLE E-3	110.2	37.47	441,568	11,785	5.8	12.9	14.1	33.4	27.1	288,839	4,622	6,597	1,043	815	1,440	1,361	5,322	2,915	8.65	2.1	15,862	
LAWRENCE G-8	17.2	6.24	58,283	9,340	10.2	21.0	14.2	25.0	17.2	79,062	6,960	13,283	2,495	6,185	4,034	3,454	15,866	4,633	17.65	6.4	73,627	
LEE E-3	37.2	11.36	138,538	12,195	6.3	14.6	12.3	29.1	31.5	99,507	7,690	18,064	798	6,933	4,214	3,471	18,199	9,209	19.92	8.3	99,087	
LIVINGSTON F-4	40.0	12.94	171,162	13,227	6.9	12.0	12.1	29.2	33.0	78,842	7,487	15,664	1,537	5,274	3,598	2,707	15,206	7,264	15.24	4.8	57,854	
LOGAN E-6	33.0	10.53	135,032	12,824	6.7	16.6	11.8	27.9	31.1	98,496	8,580	15,640	2,130	9,783	3,326	3,671	21,198	5,426	15.19	5.6	56,739	
MCDONOUGH C-5	38.7	11.48	137,048	11,938	8.6	17.9	13.6	24.7	25.3	65,320	12,232	54,411	8,602	13,582	7,303	9,528	70,748	17,462	59.75	7.6	74,625	
Macomb	21.5	5.34	71,333	13,358						263,015	7,061	54,411	8,602	13,582	7,303	9,528	70,748	17,462	59.75	7.6	74,625	
McHENRY F-2	118.6	37.25	573,233	15,389	4.4	9.2	9.5	31.4	41.2	286,966	7,895	42,402	7,889	51,871	9,691	11,236	47,854	28,478	50.37	10.8	129,862	
McLEAN E-5	112.4	36.35	500,248	13,762	6.7	13.9	12.1	29.0	34.0	189,781	11,989	25,444	6,259	46,469	8,565	9,334	39,783	15,493				
Bloomington	43.0	15.83	199,500	12,603						286,966	7,895	42,402	7,889	51,871	9,691	11,236	47,854	28,478	50.37			
Bloomington-Normal Metro Area	112.4	36.35	500,248	13,762	6.7	13.9	12.1	29.0	34.0	22,853	3,105	6,433	1,267	641	624	1,248	4,784	3,099				
Normal	30.1	7.36	119,177	16,193						358,237	8,475	59,928	9,184	67,327	14,257	16,120	82,838	19,475	63.80	4.		



ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	1/1/74 (000)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to to 4999 7999 9999 14999 and over					Per Household (\$)		By Selected Store Types											
	(000)	(000)	(000)	Per Household (\$)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)	(000)	(000)	(000)	(000)					
ST. CLAIR D-91	288.7	92.57	1,127,507	12,180	7.3	13.0	12.1	28.6	28.4	507,313	5,480	114,942	16,829	73,499	23,351	22,525	103,270	35,601	124.06	6.6	39,177
Belleville	42.8	15.59	206,300	13,233	.....	.....	.....	.....	.....	168,859	10,831	36,697	5,558	16,881	10,515	11,518	38,608	9,761	.....	.....	.....
Cahokia	21.8	5.95	80,190	13,477	.....	.....	.....	.....	.....	19,976	3,357	9,620	1,260	1,524	631	116	1,181	1,600	.....	.....	.....
East St. Louis	69.2	22.54	182,392	8,092	.....	.....	.....	.....	.....	201,781	8,952	40,953	5,921	35,622	10,923	8,031	42,804	14,557	.....	.....	.....
SALINE F-10	25.2	9.91	87,171	8,796	13.8	16.4	12.3	21.4	17.8	92,011	9,285	13,083	2,018	7,352	1,840	4,283	17,069	23,388	11.93	2.0	11,729
GANGAMON D-7	163.8	58.46	796,960	13,633	6.7	12.2	11.8	29.6	35.0	461,178	7,889	84,877	15,754	80,668	23,463	20,750	85,638	29,998	84.98	7.9	87,862
Springfield	94.5	35.60	457,213	12,843	.....	.....	.....	.....	.....	386,412	10,854	75,461	14,027	80,406	23,179	18,784	75,589	19,678	.....	.....	.....
Springfield Metro	173.3	61.84	836,872	13,533	6.8	12.6	11.8	29.3	34.5	483,360	7,816	88,524	16,136	81,278	23,922	20,919	89,489	31,372	89.86	.....	.....
Arca	7.8	2.89	33,122	11,461	9.3	17.9	12.6	21.4	26.1	14,022	4,852	2,568	278	780	220	582	3,173	1,325	3.82	2.9	30,696
SCHUYLER C-6	6.1	2.19	22,345	10,203	9.7	19.8	13.4	22.5	21.1	15,369	7,018	2,326	571	1,603	392	361	2,770	750	3.03	1.8	20,156
SCOTT C-7	21.9	7.71	81,488	10,569	11.4	18.5	13.6	25.2	20.9	42,315	5,488	8,124	438	2,517	810	928	8,110	2,765	10.75	6.9	57,965
SHELBY E-7	7.5	2.61	31,242	11,970	8.8	18.1	13.1	25.0	26.8	13,593	5,208	2,120	80	119	156	131	2,627	558	3.79	2.3	32,097
STARK D-4	49.1	16.96	209,721	12,366	6.6	13.4	11.5	31.1	30.5	112,650	6,642	22,265	4,031	19,563	3,912	4,794	19,970	6,005	24.31	7.4	85,503
STEPHENSON D-2	27.6	10.10	120,851	11,965	.....	.....	.....	.....	.....	90,625	8,973	18,944	3,444	18,106	3,745	3,899	17,813	4,803	.....	.....	.....
Freeport	122.7	39.95	545,118	13,645	4.4	9.9	14.8	35.3	32.5	240,445	6,019	62,829	4,888	12,951	7,847	12,688	61,424	22,298	62.63	6.0	57,439
TAZEWELL D-5	33.2	11.66	145,857	12,509	11.5	18.5	12.4	23.0	19.6	110,093	9,442	24,948	2,120	9,191	5,122	8,680	33,402	6,608	.....	.....	.....
Pekin	15.7	5.63	56,919	10,110	7.3	14.4	13.6	29.4	28.6	27,523	4,889	7,259	660	1,813	1,032	920	7,480	2,327	7.35	2.2	13,763
UNION E-11	95.9	33.52	419,043	12,501	10.3	20.0	13.8	29.4	28.6	236,054	7,042	53,220	7,162	41,314	8,092	11,778	50,453	16,002	47.53	6.7	68,479
VERMILION G-6	42.7	15.82	195,009	12,327	7.8	14.4	13.6	29.4	28.6	163,065	10,308	31,536	6,272	38,618	7,183	8,885	36,956	10,499	.....	.....	.....
Danville	95.9	33.52	419,043	12,501	7.3	14.4	13.6	29.4	28.6	236,054	7,042	53,220	7,162	41,314	8,092	11,778	50,453	16,002	47.53	6.7	68,479
Danville Metro Area	12.5	4.52	47,699	10,553	10.3	20.0	13.8	29.4	28.6	26,533	5,870	5,152	522	2,134	912	1,045	7,280	2,114	6.65	1.5	15,868
WABASH G-9	21.4	7.28	86,596	11,895	7.6	16.8	13.8	27.6	26.1	57,601	7,912	8,984	898	4,939	1,342	1,905	11,848	3,029	10.31	4.8	75,822
WARREN C-5	13.6	4.92	54,747	11,127	10.0	19.0	13.5	22.4	23.3	23,678	4,813	4,595	405	475	545	545	3,869	1,589	6.70	4.9	33,989
WASHINGTON E-9	16.3	6.15	61,035	9,924	11.8	20.6	13.7	21.3	18.9	31,206	5,074	6,365	527	2,072	1,031	1,058	7,578	2,641	8.49	4.2	27,758
WAYNE F-9	16.6	6.29	59,839	9,513	12.7	20.9	13.8	21.6	18.2	45,082	7,167	7,472	844	2,411	1,713	1,073	10,279	3,669	8.72	2.6	23,523
WHITE F-10	62.9	20.52	257,753	12,561	5.9	13.7	12.2	31.4	29.6	144,729	7,058	29,506	2,566	12,010	6,578	4,595	25,050	9,429	31.65	6.6	109,661
WHITESIDE D-3	263.7	79.13	1,171,477	14,804	4.2	8.1	10.9	34.5	38.2	541,706	6,846	109,134	15,596	94,661	20,997	25,063	111,446	39,820	121.31	9.3	62,135
Will G-41	83.6	27.99	383,940	13,717	11.4	19.6	13.3	24.7	18.3	349,126	12,473	66,552	10,191	73,989	18,586	21,518	80,870	19,520	.....	.....	.....
Joliet	49.4	18.40	174,246	9,470	5.4	10.0	11.2	33.2	34.7	102,924	5,594	24,924	2,657	8,993	5,571	8,108	25,101	7,771	23.55	1.0	7,157
WILLIAMSON E-10	248.6	81.90	1,155,028	14,103	5.4	10.0	11.2	33.2	34.7	708,538	8,651	121,059	18,008	100,138	24,049	36,106	127,014	38,420	128.18	5.7	40,045
WINNEBAGO E-2	151.8	52.76	705,599	13,374	.....	.....	.....	.....	.....	583,658	11,063	97,555	16,895	93,604	22,761	29,588	141,298	28,306	.....	.....	.....
Rockford	275.0	90.45	1,279,289	14,144	5.2	10.3	11.2	33.1	34.9	767,955	8,490	132,057	19,276	101,427	25,788	38,248	141,636	44,360	141.61	4.3	57,917
Rockford Metro Area	28.8	9.08	126,099	13,888	6.1	10.2	13.0	31.2	34.4	73,106	8,051	9,732	379	769	546	1,557	20,512	3,468	13.32	4.3	.....
WUODFOID E-5	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

(5) Includes portion in Peoria County.

(7) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## State Networks—Continued

## Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 214 0075 8.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

## ILLINOIS STATE GROUP

Comprised of:

WRMS—Beardstown	WGIC, Mendota
WBY5—Canton	WMAQ—Metropolis
WROY—Carmi	WCSJ—Morris
WKZI—Casey	WYMC—Mt. Carmel
WEIC—Charleston	WINI—Murphysboro
KSGM—Chester	WVLN, Olney
WGRW (FM)—Columbia	WPRS—Paris
WLBK—De Kalb	WZOE—Princeton
WPIW—Fairfield	WTAY—Robinson
WGEN—Geneseo	WRHL—Rochelle
WGNU—Granite City	WJBD—Salem
WEBQ—Harrisburg	WTIM—Taylorville
WJPF—Herrin	WGFA—Watauga
WLDS—Jacksonville	WFRX—West Frankfort
WJBM—Jersville	WZBN, Zion
WVCL—McLeansboro	

1 min 30 sec

All stations 165 132 (D)

For complete listing see  
Regional Networks & Groups

KeyStone  
BROADCASTING SYSTEM, INC.

## ALTON (2 AM; 1 FM)

(incl. Wood River)

Madison County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WOKZ WOKZ-FM

1948 1961

Media Code 4 214 0110 6.00  
Morell Broadcasting Co., Godfrey Rd., Alton, Ill. 62004. Phone 618-466-3535.

## 1. PERSONNEL

President—A. R. Ellman

General Manager—Walter Brink

## 2. REPRESENTATIVES

Vic Piano Associates, Inc.

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## 3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.

## FM FACILITIES

ERP 20,000 w.; 100.3 mc.

Operating schedule: 6:00 a.m. to midnight.

## 4. AGENCY COMMISSION

15/0 time only; 1st of following month.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4d, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 22a, 24a, 28a, 29a.

Contracts: 40a, 45, 46, 47, 48.

Comb.: Cont. Discounts: 60b, 60k, 61b, 61c.

Cancellation: 70a, 70c, 71a, 73a.

Member: Illinois Radio Network.

FM operated in conjunction with AM until local sunset when AM signs off.

## TIME RATES

Rates effective April 1, 1958. (Card No. 4.)

Card received April 23, 1958.

## 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 1/2 1/4 10 5 1 30

hr. hr. min. min. min. sec.

1 time..... 75.00 45.00 30.00 33.50 15.00 7.50 8.00

13 times..... 71.50 43.50 28.50 31.40 14.50 7.20 5.80

52 times..... 63.90 38.90 25.50 19.20 13.30 6.60 5.20

104 times..... 60.00 36.00 24.00 18.00 12.00 6.20 4.80

260 times..... 52.50 31.50 21.00 15.00 10.50 5.60 4.20

312 times..... 45.00 27.00 18.00 13.50 9.00 5.00 3.50

STATION'S PROGRAMMING DESCRIPTION

WRTH: Programmed for adults.

MUSIC: pop/standard. Uninterrupted music program continued on a 15 min basis. NEWS: at :55 &amp; :25 in drive time. Housewife headline news at :53. Contact Representative for further details. Rec'd 8/7/74.

## 1. PERSONNEL

Vice-Pres. &amp; Gen'l Mgr.—Joseph P. Costantino.

General Sales Manager—Barry Goldberg.

Operations Director—Jerry Irvine.

## 2. REPRESENTATIVES

Arco Radio Sales.

## 3. FACILITIES



## Aurora—W A U R (FM)—Continued

7. PACKAGE PLANS					
TAP, PER WK, ROS:	10 ti	20 ti	40 ti	60 ti	80 ti
1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	4.80	4.40	4.00	3.60	3.20
15% AA, 85% A, within 7 consec days, subject to availability.					
8. PROGRAM TIME RATES					
1 HR:	1x	2x	5x	10x	20x
AA	48.00	45.00	42.00	39.00	36.00
A	45.00	42.00	39.00	36.00	33.00
B	42.00	39.00	36.00	33.00	30.00
1/2 HR:	1x	2x	5x	10x	20x
AA	28.75	27.00	25.25	23.50	21.75
A	27.00	25.25	23.50	21.75	20.00
B	25.25	23.50	21.75	20.00	18.25
1/4 HR:	1x	2x	5x	10x	20x
AA	19.20	18.00	16.80	15.60	14.40
A	18.00	16.80	15.60	14.40	13.20
B	16.80	15.60	14.40	13.20	12.00
5 MIN:	1x	2x	5x	10x	20x
AA	9.60	9.00	8.40	7.80	7.20
A	9.00	8.40	7.80	7.20	6.60
B	8.40	7.80	7.20	6.60	6.00

10. SPECIAL FEATURES  
Time Packages—18 per day, 201.00 per mo (max 4 pkgs available).

**WFVR**

(formerly WKKD)  
1960



Media Code 4 214 0275 1.00  
Salter Broadcasting Co., 1850 Plain Ave., Aurora, Ill.  
60505, Phone 312-898-1580.

- PERSONNEL**  
President—Russell G. Salter.  
Station Manager—Charles O. Liedtke.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
South-Marie Messina Company.
- FACILITIES**  
250 w. days; 1580 kc. Directional.  
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16b.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26a, 29a.  
Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.  
FM facilities: WKKD (FM).

TIME RATES										
ET Rec'd 12/29/72.										
9. SPOT ANNOUNCEMENTS										
1x	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
1 min	7.50	7.00	6.75	6.50	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	6.00	5.50	5.40	5.20	4.80	4.60	4.40	4.20	4.00	3.75
20 sec	5.60	5.25	5.05	4.90	4.50	4.30	4.10	3.95	3.75	3.50
10 sec	4.50	4.20	4.05	3.90	3.60	3.45	3.30	3.15	3.00	2.85
7. PACKAGE PLANS										
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	80 ti	90 ti	100 ti
1 min.	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00
30 sec.	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60
8. PROGRAM TIME RATES										
1 hr	1/2 hr	1/4 hr	5 min	1 min	30 sec	15 sec				
60	45	28	15	15	10	5				

**WKKD (FM)**



Media Code 4 214 0276 9.00  
Salter Broadcasting Co., 1850 Plain Ave., Aurora, Ill. 60505, Phone 312-898-1580, 898-6668.  
See affiliated AM station for additional information.  
AM facilities: WFVR.

- STATION'S PROGRAMMING DESCRIPTION**  
WKKD (FM): Programmed for adults.  
MUSIC: standards and hits of yesterday, NEWS: on hour with county, then national, international news combined with local weather. SPORTS: live play-by-play of local high school teams. Contact Representative for further details. Rec'd 10/13/70.
- PERSONNEL**  
General Manager—Charles G. Fillippi.  
Sales Manager—Norbert "Rusty" Tym.
- FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.

TIME RATES										
ET Rec'd 4/29/71.										
9. SPOT ANNOUNCEMENTS										
1x	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
5 min	20.00	18.00	16.00	14.75	13.75	12.25	10.00	8.00	6.00	4.00

**WMRO**



Media Code 4 214 0385 8.00  
Stevens Broadcasting Corp., 184 S. River St., Aurora, Ill. 60506, Phone 312-897-4215.

- STATION'S PROGRAMMING DESCRIPTION**  
WHIT: Programmed for adult interests, emphasis on sports & news for mass appeal.  
MUSIC: Popular MOR selections, news, weather, sports 5-9 am; Public Service, talk, interviews, tele/talk, 9-11:30 am; News, weather, sports, farm news, stock market reports, tele/talk 11:30 am-2 pm; Contemporary MOR music, news, sports, commentary, 2-3:30 pm; Contemporary 6-30 pm-5 am. NEWS: 41 newscasts daily. Expanded news at 7 & 8 am, 12N 5 & 10 pm. Network news. SPORTS: Coverage of 15 area high schools, 8 area colleges, plus regional softball teams. Rec'd 2/22/73.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harold L. Brokaw.  
Program Manager—Gary L. Lee.  
News/Public Affairs Manager—Daniel J. Lewis.
- FACILITIES**  
1,000 w. days; 500 w. nights; 1280 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**  
15%: time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4d, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 24b, 29a, 33c.  
Contracts: 40a, 41, 42b, 44a, 45.  
Comb.: Cont. Discounts: 60b, 60k, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.  
Affiliated with MBS.  
Member: Illinois Radio Network.

TIME RATES										
ET 3/1/74—Rec'd 3/25/74.										
AA—Mon thru Sat 5:30-9 am.										
A—Mon thru Sat 9 am-7 pm; Sun 7 am-midnight.										
B—Mon thru Sat 7 pm-midnight.										
C—Mon thru Sun midnight-5:30 am.										
6. SPOT ANNOUNCEMENTS										
PER YR:	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
1 min	12.00	9.60	11.00	8.80	9.00	7.20	8.00	6.40	5.00	4.00
30 sec	11.00	8.80	10.00	8.00	8.00	6.40	7.00	5.60	4.40	3.40
15 sec	10.00	8.00	9.00	7.20	7.00	5.60	6.00	4.80	3.60	2.80
10 sec	9.00	7.20	8.00	6.40	6.00	4.80	5.00	4.00	3.00	2.40
Contract rates. Rateholder to maintain discount after contract yr: 5 30-sec spots per consec wks in AA, A, B, C.										

7. PACKAGE PLANS										
TAP/ROS, PER WK:	10 ti	20 ti	40 ti	60 ti	80 ti					
1 min.	11.00	10.00	9.00	8.00	8.00					
30 sec.	8.80	8.00	7.20	6.40	6.40					
Within 7 consec days. Subject to availability. Scheduled 25% AA, 65% A/B, 10% C.										
8. PROGRAM TIME RATES										
1 HOUR										
1x	20x	50x	100x	150x	250x					
AA	90	85	80	75	70					
A	85	80	75	70	65					
B	80	75	70	65	60					
C	70	65	60	55	50					
1/2 HOUR										
AA	60	56	52	49	47					
A	55	51	47	44	42					
B	50	46	42	39	37					
C	40	36	32	29	27					
1/4 HOUR										
AA	40	38	36	33	31					
A	38	34	32	29	27					
B	32	30	28	25	23					
C	22	20	18	15	13					
5 MINUTES										
AA	20	19	18	17	16					
A	18	17	16	15	14					
B	16	15	14	13	12					
C	14	13	12	11	10					

- SPECIAL FEATURES**  
SPORTS BOOSTER ASSOCIATION  
12-mo contract. 85.00 6-mo contract. 100.00  
Minimum 36 per mo; 1 5-min, 10 30-sec, 25 10-sec.  
TOTAL AUDIENCE NEWSCAST SPECIALS  
PER WK, ROS/BTA: 16.00 14.00 12.00  
5 min.  
WEATHER SPECIAL  
10 3-1/2-min reports per wk rotating ROS Prime Times at 5:55 Mon thru Sat 5:55 am-8:55 pm; Sun 8:55 am-11:30 am.  
52 wk. 75.00 1-51 wk. 90.00  
Mon thru Sun 24 hrs daily ROS (301 per mo minimum) 12 mo per mo. 301.00
- FAIRM REPORT SPECIAL**  
Participations & adjacencies, 2 per day Mon thru Fri 8:35 & 11:35 am.  
1 min. 11.00 30 sec. 8.80
- JUDD BAILEY—7 PM-MIDNIGHT**  
PER WK: 10 ti 20 ti 40 ti  
1 min. 8.00 7.00 6.00  
30 sec. 6.40 5.60 4.80
- JUDD BAILEY—MIDNIGHT-DAWN**  
1 min. 7.00 6.00 5.00  
30 sec. 5.60 4.80 4.00  
15 min. 10 SECOND MENTIONS 8.00 7.00 6.00  
Minimum 25 per wk, 40% of applicable 1-min rate.

## BEARDSTOWN

Cass County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

TIME RATES										
ET 5/15/71—Rec'd 5/28/71.										
6. SPOT ANNOUNCEMENTS										
PER WK:	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
1 min	5.25	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	4.50	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	4.00	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	3.50	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
Amfiliated with CBS.  
Member: Illinois Radio Network.

## WRMS

Media Code 4 214 0440 1.00  
David Mac Fee, 108 E. Main St., Beardstown, Ill. 62618, Phone 323-1790.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John Conner.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
500 w. days; 790 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
Amfiliated with CBS.  
Member: Illinois Radio Network.

TIME RATES										
ET 5/15/71—Rec'd 5/28/71.										
6. SPOT ANNOUNCEMENTS										
PER WK:	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
1 min	5.25	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	4.50	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	4.00	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	3.50	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
Amfiliated with CBS.  
Member: Illinois Radio Network.

## BELLEVILLE

St. Clair County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

TIME RATES										
ET 5/15/71—Rec'd 5/28/71.										
6. SPOT ANNOUNCEMENTS										
PER WK:	1x	2x	5x	10x	15x	20x	30x	40x	50x	60x
1 min	5.25	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	4.50	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
15 sec	4.00	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50
10 sec	3.50	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
Amfiliated with CBS.  
Member: Illinois Radio Network.

## STATION'S PROGRAMMING DESCRIPTION

WBV: Programmed for adults.  
MUSIC: standards, show tunes. MOR, NEWS: network at :60 and :30 followed by local news; expanded news 7:30-8:30 am, 11:55 am-12:30 pm, 5-5:45 pm. 15 min local news at 10:30 pm 2 man staff & mobile unit. TALK: telephone comment program 11:08-11:55 am, M-F. SPORTS: college football, high school football & basketball live, auto racing. FAIRM: 6-6:30 am, 11:55 am-noon M-F, 6:05-6:15 am Sat. RELIGIOUS: 8:15 am-1 pm Sun. Rec'd 2/25/74.

- PERSONNEL**  
Pres. & Sta. Mgr.—Norman S. Greenberg.
- FACILITIES**  
5000 w.; 1260 kc. Directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a, 26, 27, 28c, 29a, 30.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Amfiliated with MBS.

## TIME RATES

No. 13 ET 2/2/72—Rec'd 2/7/72.										
AA—6-10 am, 11 am-1 pm & 3-7 pm.										
A—All other times.										
6. SPOT ANNOUNCEMENTS										
CLASS AA										
1 min. flat	11.00	30 sec. flat	9.00							
CLASS A										
1 min.	1x	150x	600x							
1 min.	11.00	10.75	9.75							
30 sec.	9.00	8.25	7.50							
7. PACKAGE PLANS										
PER WK, CLASS A, EA:	20 ti	50 ti								
1 min.	9.50	8.25								
30 sec.	7.75	7.00								

## BELVIDERE

Boone County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

TIME RATES										
ET 1971										
W K W L (FM)										
Media Code 4 214 0500 2.00										
Station off the air due to fire.										

## BENTON

# ILLINOIS

## Bloomington—WJBN—Continued

**6. SPOT ANNOUNCEMENTS**

PER WK:	11	10	20	30+	11	10	20	30+
1 min	6.00	5.50	5.20	4.90	4.50	4.10	3.80	3.65
30 sec	4.45	4.05	3.85	3.60	3.35	3.00	2.85	2.70
10 sec	2.85	2.65	2.55	2.40	2.15	1.95	1.80	1.70

Fixed: Extra 2% Specified cluster: Extra 5%  
**CONSECUTIVE WEEK CONTRACT DISCOUNT**  
 13 wk—5% 25 wk—10% 52 wk—15%

**7. PACKAGE PLANS**

**SUPER SATURATION—ROS—BTA**

PER WK:	10	20	30	40	50	70	100
1 min	38.00	72.00	102.00	136.00	168.00	236.00	340.00
30 sec	28.00	53.00	75.00	100.00	125.00	176.00	252.00
10 sec	18.00	35.00	50.00	67.00	84.00	117.00	168.00

COMBO PLAN—MON THRU FRI—  
 1A, 1B, SAME DAY

**BULK RATE**

PER WK:	11	10	20	30+
1 min	9.45	8.64	8.19	7.70
30 sec	7.02	6.35	6.03	5.67
10 sec	4.50	4.15	4.00	3.75

**PER**

VR:	52x	520x	1040x	1560x	52x	520x	1040x	1560x
1 min	5.25	4.50	4.30	3.95	3.60	3.40	3.20	3.20
30 sec	3.90	3.35	3.15	2.90	2.60	2.50	2.35	2.35
10 sec	2.50	2.30	2.20	2.10	1.90	1.70	1.65	1.55

May be combined to earn vly lower frequency rate.  
 1-min & 30-sec combinable for lower frequency on 1-min spots only.  
 10-sec spots count 1/3 frequency when combined to earn lower frequency rate.

**10. SPECIAL FEATURES**  
 News—applicable w/ky spot, plus 20%. Minimum 13 wk contract.  
 Incl open, close plus 1-min or 30-sec spot.  
**CONSECUTIVE WEEK CONTRACT DISCOUNT**  
 13 wk—5% 25 wk—10% 52 wk—15%  
 News & spots combinable to earn lower frequency rate on spots only.

## WJBC

1929  
 BLOOMINGTON

McGavren-guild  
 pgw radio, inc.

## 8. PROGRAM TIME RATES

**AM ONLY**

PER WK, 5 MIN:	11	31	52 11	10 11
AAA	25	24	23	22
AA	18	17	16	15

**10. SPECIAL FEATURES**  
 News & weather—extra 1.00.  
 DISCOUNT  
 13 wk—5% 25 wk—10% 52 wk—15%

## CAIRO

Alexander County—Map Location E-11  
 See SRDS consumer market map and data at beginning of the State.

## WKRO

1942

Subscriber to the NAB Radio Code  
 Media Code 4 214 0715 6.00  
 Cairo Broadcasting Co., Box 311, Cairo, Ill. 62914.  
 Phone 6 8-734-1490.

- PERSONNEL**  
 Gen'l & Com'l Mgr.—Merrill C. Currier.
  - REPRESENTATIVES**  
 Meeker Radio, Inc.
  - FACILITIES**  
 250 w.; 1490 kc. Non-directional.  
 Operating schedule: 6:00 a.m. to 10:00 p.m. weekdays; 7:00 a.m. to 10:00 p.m. Sundays.
  - AGENCY COMMISSION**  
 15% on time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.
- TIME RATES**  
 No. 10 ET 1/1/70—Rec'd 12/8/69.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 1x   | 26x  | 52x  | 104x | 156x | 312x |
|-------|------|------|------|------|------|------|
| 7.50  | 7.25 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 6.00  | 5.80 | 5.60 | 5.20 | 4.80 | 4.40 | 4.00 |
| 3.75  | 3.65 | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 |

## CANTON (1 AM; 1 FM)

Fulton County—Map Location D-9  
 See SRDS consumer market map and data at beginning of the State.

## WBYS

1947

Subscriber to the NAB Radio Code  
 Media Code 4 214 0770 1.00  
 Fulton County Broadcasting Company, 1000 E. Linn St., Canton, Ill. 61520. Phone 309-647-1560.

- PERSONNEL**  
 General Manager—Charles E. Wright.
  - REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.
  - FACILITIES**  
 250 w.; 1560 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities, see WBYS-FM.
  - AGENCY COMMISSION**  
 15%.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Member: Illinois Radio Network.
- TIME RATES**  
 No. 4 ET 3/1/74—Rec'd 4/3/74.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 6 11 | 12 11 | 18 11 | 24 11 |
|---------|------|------|-------|-------|-------|
| 1 min   | 6.10 | 5.60 | 5.50  | 5.00  | 4.50  |
| 30 sec  | 5.60 | 4.90 | 4.40  | 4.00  | 3.60  |
- Sunday spots: 50% of 1-min.

## WBYS-FM

1968

Subscriber to the NAB Radio Code  
 Media Code 4 214 0771 9.00  
 Fulton County Broadcasting Co., Box 600, 1000 E. Linn St., Canton, Ill. 61520. Phone 309-647-1560.  
 See affiliated AM station for additional information.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Charles E. Wright.
  - FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: 265 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WBYS.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.
- TIME RATES**  
 No. 4 ET 3/1/74—Rec'd 4/8/74.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 6 11 | 12 11 | 18 11 | 24 11 |
|---------|------|------|-------|-------|-------|
| 1 min   | 3.50 | 3.00 | 2.75  | 2.50  | 2.25  |
| 30 sec  | 2.80 | 2.40 | 2.20  | 2.00  | 1.80  |
- Sun spots added to schedule, extra 50%.

## CARBONDALE (1 AM; 1 FM)

Jackson County—Map Location D-10  
 See SRDS consumer market map and data at beginning of the State.

## WCIL

1946

Media Code 4 214 0825 3.00  
 Radio Station WCIL, Drawer 801, 211 W. Main St., Carbondale, Ill. 62901. Phone 618-457-8114.

- PERSONNEL**  
 General Manager—Paul F. McCoy.  
 Commercial Manager—Paul H. McCoy.
- FACILITIES**  
 1,000 w. days; 1020 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.

Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WCIL-FM.

- AGENCY COMMISSION**  
 15/0 time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.
- TIME RATES**  
 ET 2/1/73—Rec'd 12/25/73.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 1x    | 13x  | 26x  | 52x  | 104x | 208x |
|-------|-------|------|------|------|------|------|
| 11.00 | 10.45 | 9.90 | 9.35 | 8.80 | 8.25 | 7.70 |
| 8.80  | 8.35  | 7.90 | 7.50 | 7.05 | 6.60 | 6.15 |

## WCIL-FM

1968

Media Code 4 214 0826 1.00  
 Paul F. McCoy, Drawer 801, 211 W. Main St., Carbondale, Ill. 62901. Phone 618-457-8114.  
 See affiliated AM station for additional information.

- FACILITIES**  
 ERP 28,000 w. (horiz.), 28,000 w. (vert.); 101.5 mc. Stereo.  
 Operating schedule: 6-2 am. CST.  
 Antenna ht.: 300 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCIL.
  - AGENCY COMMISSION**  
 15% on time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
 Member: American Contemporary Network.
- TIME RATES**  
 Rates are identical to WCIL. See that listing.

## CARMI (1 AM; 1 FM)

White County—Map Location F-10  
 See SRDS consumer market map and data at beginning of the State.

## WROY

1948

Subscriber to the NAB Radio Code  
 Media Code 4 214 0880 8.00  
 Carmi Broadcasting Co., Box 31, Carmi, Ill. 62821.  
 Phone 618-382-4161.

- PERSONNEL**  
 General Manager—Robert F. Meskill.  
 Hal Walton Co.
  - REPRESENTATIVES**  
 Hal Walton Co.
  - FACILITIES**  
 1,000 w. days; 1460 kc.  
 Operating schedule: 6 am-local sunset. CST.  
 FM—ERP 11,200 w.; 97.3 mc.  
 Operating schedule: 6 am-10 pm. CST.  
 Antenna ht.: 205 ft. above average terrain.
  - AGENCY COMMISSION**  
 15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Member: Illinois Radio Network.
- TIME RATES**  
 ET 7/1/67—Rec'd 9/5/67.
- A—Mon thru Sat 6:29-3:30 am, 11:30 am-1 pm & 4-6 pm.  
 B—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 6 11 | 12 11 | 18 11 | 24 11 |
|---------|------|------|-------|-------|-------|
| 7.80    | 6.50 | 5.90 | 5.40  | 5.10  | 4.80  |
| 5.60    | 4.90 | 4.40 | 4.10  | 3.90  | 3.60  |
| 3.90    | 3.60 | 3.40 | 3.20  | 3.00  | 2.90  |
| 4.10    | 4.30 | 4.40 | 4.20  | 3.90  | 3.90  |
| 4.40    | 4.60 | 4.40 | 4.10  | 3.90  | 3.90  |

## CARTHAGE

Hancock County—Map Location B-5  
 See SRDS consumer market map and data at beginning of the State.

## WCAZ

1921

Media Code 4 214 0925 0.00  
 Superior Broadcasting Service, Inc., 84 S. Madison, Carthage, Ill. 62321. Phone 217-357-3128.

- PERSONNEL**  
 Manager—Jerry Nutt, Jr.
  - FACILITIES**  
 1,000 w. days; 990 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset weekdays; 7:30 am-local sunset. Sun. CST.
  - AGENCY COMMISSION**  
 15% on time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.
- TIME RATES**  
 ET 3/1/64—Rec'd 1/27/64.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 6 11 | 12 11 | 18 11 | 24 11 |
|---------|------|------|-------|-------|-------|
| 5.50    | 5.25 | 5.00 | 4.75  | 4.50  | 4.25  |
| 3.95    | 3.75 | 3.55 | 3.35  | 3.15  | 2.95  |
| 2.50    | 2.50 | 2.40 | 2.30  | 2.20  | 2.10  |
- 7. PACKAGE PLANS**
- | SPOT PACKAGES | 12 11 | 18 11 | 24 11 | 30 11  | 36 11  | 50 11  |
|---------------|-------|-------|-------|--------|--------|--------|
| 1 min         | 48.00 | 70.20 | 91.20 | 111.00 | 129.00 | 175.00 |
| 30 sec        | 33.00 | 47.70 | 61.20 | 78.50  | 84.60  | 112.50 |
| 20 sec        | 24.00 | 34.20 | 43.20 | 51.00  | 57.60  | 75.00  |

## CASEY

Clark County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

## WKZI

1963

Subscriber to the NAB Radio Code  
 Media Code 4 214 0999 5.00  
 Ford F. M., Inc., Bldg. 428, 22 W. Main, Casey, Ill. 62420. Phone 217-932-4051.

**STATION'S PROGRAMMING DESCRIPTION**  
 WKZI: Programmed for country & western music audience.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Paul Dean Ford.
  - FACILITIES**  
 250 w. days; 890 kc.  
 Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
 None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Affiliated with American Entertainment Network.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 2/15/72—Rec'd 3/15/73.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min | 1x   | 13x  | 26x  | 52x  | 104x | 156x | 208x | 312x |
|-------|------|------|------|------|------|------|------|------|
| 4.00  | 4.75 | 4.50 | 3.75 | 3.50 | 3.25 | 3.00 | 3.50 | 3.50 |
| 4.00  | 3.75 | 3.50 | 3.00 | 2.75 | 2.50 | 2.25 | 2.50 | 2.50 |
- (\*) 30 sec or less.

## CENTRALIA (1 AM; 1 FM)

Marion County—Map Location E-9  
 See SRDS consumer market map and data at beginning of the State.

## WILY

1946

Subscriber to the NAB Radio Code  
 Media Code 4 214 1045 7.00  
 Prairieland Broadcasters, Inc., 326 E. Broadway, Centralia, Ill. 62801. Phone 618-532-1883.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Samuel A. Hassan.
  - REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.
  - FACILITIES**  
 1,000 w.; 1210 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
 15%.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WRXX.  
 Member: Illinois Radio Network.
- TIME RATES**  
 ET 6/1/74—Rec'd 4/29/74.
- AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-6 pm.  
 A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 1 MINUTE | 6 11   | 12 11 | 18 11  | 24 11 | 30 11 |
|---------|------|----------|--------|-------|--------|-------|-------|
| 10.00   | 9.50 | 9.25     | 8.75   | 8.25  | 7.75   | 7.50  | 7.50  |
| 9.80    | 8.50 | 8.25     | 8.00   | 7.75  | 7.50   | 7.50  | 7.50  |
| 30 sec  | 8.0% | 1-min.   | 10 sec | 60%   | 1-min. |       |       |
- 7. PACKAGE PLANS**
- | PER WK, ROS: | 12 11 | 24 11  | 30 11  |     |        |
|--------------|-------|--------|--------|-----|--------|
| 1 min        | 180   | 180    | 210    |     |        |
| 30 sec       | 80%   | 1-min. | 10 sec | 60% | 1-min. |

## WRXX

(formerly WILY-FM)  
 1964

Subscriber to the NAB Radio Code  
 Media Code 4 214 1060 6.00  
 Prairieland Broadcasters, Inc., 326 E. Broadway, Centralia, Ill. 62801. Phone 618-532-1883.

- PERSONNEL**  
 See affiliated AM station for additional information.
  - AGENCY COMMISSION**  
 15%.
  - GENERAL ADVERTISING** See coded regulations  
 Member: Illinois Radio Network.
- TIME RATES**  
 ET 5/1/74—Rec'd 4/29/74.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 11   | 6 11    | 12 11 | 18 11 | 24 11 | 30 11 |
|---------|------|---------|-------|-------|-------|-------|
| 6.20    | 5.80 | 5.60    | 5.40  | 5.20  | 5.00  | 4.80  |
| 1 min   | 2x   | 30-sec. |       |       |       |       |

## CHAMPAIGN-URBANA

(2 AM; 4 FM)

(Champaign County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.)

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WCCR

1948

Subscriber to the NAB Radio Code  
 Media Code 4 214 1075 4.00  
 Airways, Inc., 2410 Riklyne Dr., Champaign, Ill. 61820. Phone 217-359-4741.

- PERSONNEL**  
 General Manager—Richard G. Glover.  
 Sales Director—Thomas Trent.
- REPRESENTATIVES**  
 The Devney Organization, Inc.  
 St. Louis—Bruce Schneider & Co.
- FACILITIES**  
 250 w. days; 1580 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.  
 (This listing continued on next page)



**Champaign-Urbana—WCCR—Cont'd**

**4. AGENCY COMMISSION**  
15% 10th following month. 5% discount cash in advance.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 25b, 25c, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d, 96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o, 96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z, 97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k, 97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v, 97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g, 98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r, 98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c, 99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n, 99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y, 99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h, 100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q, 100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z.

**TIME RATES**  
ET 4/15/72—Rec'd 5/22/72.

**6. SPOT ANNOUNCEMENTS**  
CLASS AAA—6 AM-6 PM  
1x 13x 26x 52x 156x 260x 520x 1000x  
1 min 10.00 9.75 9.50 9.25 8.75 8.25 7.75 7.25  
30 sec 8.60 8.40 8.20 8.00 7.60 7.20 6.80 6.40

**7. PACKAGE PLANS**  
10 1-min or 14 30-sec..... 90  
22 1-min or 30 30-sec..... 200  
35 1-min or 45 30-sec..... 300  
50 1-min..... 425  
Must be used in 7 days.

**8. PROGRAM TIME RATES**  
PER WK: 1 ti 3 ti 5 ti  
5 min..... 11.00 10.50 10.00  
1/4 hr..... 21.00 18.00 15.00  
1/2 hr..... 27.00 24.00 21.00

**10. SPECIAL FEATURES**  
CONSECUTIVE WEEK DISCOUNT  
52 wk—5%  
Minimum contract 13 wks.

**WDWS**  
1937  
CHAMPAIGN

**CBS Radio Network**

Subscriber to the NAB Radio Code  
Media Code 4 214 1100 0.00  
Champaign News-Gazette, Inc., 46 Main St., Cham-  
paign, Ill. 61820. Phone 217-356-1855.

**1. PERSONNEL**  
Station Manager—Larry Stewart.

**2. REPRESENTATIVES**  
McGavren-Gullid, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Operating schedule: 5-12:15 am. CST.  
Partial simulcast operation. Simulcast 5 am-3 pm.  
For non-simulcast facilities see WDWS-FM.

**4. AGENCY COMMISSION**  
15/0 net time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 24, 25a, 25a, 24.

**TIME RATES**  
ET 2/1/74—Rec'd 1/24/74.  
AAA—Mon thru Sa 5-9:30 am & noon-1 pm.  
AA—Mon thru Sat 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
AAA AA A  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti..... 22.00 17.00 19.00 15.20 17.00 13.60  
6 ti..... 21.00 16.80 18.00 14.40 16.00 12.80  
12 ti..... 20.00 16.00 17.00 13.60 15.00 12.00  
18 ti..... 19.00 15.20 16.00 12.80 14.00 11.20  
24 ti..... 18.00 14.40 15.00 12.00 13.00 10.40  
30 ti..... 17.00 13.60 14.00 11.20 12.00 9.60  
10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TAP—1/4AAA, 1/4AA, 1/2A  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 18.00 15.00 14.00 13.00 12.00  
30 sec..... 12.80 12.00 11.20 10.40 9.60

**8. PROGRAM TIME RATES**  
PER WK, 5 MIN: 1 ti 3 ti 5 ti 10 ti  
PER WK, 5 MIN: 52x 156x 260x 520x  
AAA..... 28 30 28 26  
AA..... 28 26 24 22  
A..... 26 24 22 20

**WDWS-FM**  
1948  
CHAMPAIGN

Media Code 4 214 1155 4.00  
Champaign News-Gazette, Inc., 48 Main St., Cham-  
paign, Ill. 61820. Phone 217-356-1855.

**1. PERSONNEL**  
Program Director—Constance Vogt.

**3. FACILITIES**  
ERP 27,000 w.; 97.5 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 424 ft. above average terrain.  
Partial simulcast operation. Operated separately 3  
pm-midnight. For simulcast facilities see WDW.

**TIME RATES**  
ET 8/1/72 Rec'd 7/25/72.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 30x 90x 180x 360x  
1 min..... 7.00 8.50 8.00 7.50 7.00  
30 sec..... 7.00 6.50 6.00 5.50 5.00



# ILLINOIS

Chicago—Continued

## WAIT

1941



**KATZ RADIO**

**Good Music**

Media Code 4 214 1595 1.00

WAIT, 679 N. Michigan Ave., Chicago, Ill. 60611.  
Phone 312-944-8100.

Send only copy, transcriptions and instructions, airmail/special delivery to: WAIT Radio, 849 Church St., Elmhurst, Ill. 60120.

### 1. PERSONNEL

Executive Director—Maurice Rosenfeld.  
General Manager—Frederick G. Harm.  
General Sales Manager—Charles B. Bishop.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

5,000 w. days; 820 kc. Non-directional.  
Operating schedule: Sunrise Chicago—sunset Grapevine, Tex. CST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 14b, 16.

Basic Rates: 21a, 21b, 22a, 22b, 23a, 24c, 27, 32a.

Contracts: 40a, 41, 46, 47b.

Comb.; Cont. Discounts: 60f, 62b.

Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 80, 81, 82.

Spots missed due to late arrival, commercial material will be billed as ordered.

Affiliated with Katz Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 15 ET 3/1/74—Rec'd 3/14/74.

AAA—Mon thru Fri 3-7 pm.

AA—Mon thru Fri 6-10 am.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:

1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

AAA ..... 80 78 76 70 65 62

AA ..... 77 72 68 63 60 56

A ..... 75 71 65 60 55 52

30/30 sec: 80% of 1-min, 10 sec: 60% of 1-min.

### 10. SPECIAL FEATURES

Stock Market Reports, Man of the Day, Woman of the Day, Traffic Reports, Headline News, Ski Reports & Yachting Forecasts, ea. .... 85  
News on The Hour, News Analysis, ea. .... 110

**WBBM**

1923

**CBS Owned**

Represented by **CBS RADIO SPOT SALES**

**News - Information**

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 214 1630 4.00

CBS owned; operated by CBS Radio Division.

Business Office and Studio—630 N. McClurg Court, Chicago, Ill. 60611. Phone 312-944-6000.

Address all programs and advertising copy to:

Continuity Editor, WBBM Radio 630 N. McClurg Court, Chicago, Ill. 60611.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—William C. O'Donnell.

General Sales Manager—Lee Leclinger.

### 2. REPRESENTATIVES

CBS Radio Spot Sales.

### 3. FACILITIES

50,000 w.; 750 kc. Non-directional Clear channel.

Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 3a, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20a, 21b, 21c, 21d, 22a, 23b, 24b, 24c, 25a, 27, 28a, 29a.

Contracts: 40b, 41, 44b, 45, 46, 48, 51b.

Comb.; Cont. Discounts: 60i, 60j, 61b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

### TIME RATES

No. 35 ET 3/1/71—Rec'd 1/6/71.

AM Drive—Mon thru Fri 5:30-10 am.

PM Drive—Mon thru Fri 3-7 pm.

Weekday—Mon thru Fri 10 am-3 pm.

Weekend—Sat & Sun 5:30-7 pm.

Nighttime—Mon thru Fri 7 pm-5:30 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:

1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

AM Drive 1x ..... 195 175 165

300+ ..... 165 150 140

PM Drive 1 ti ..... 160 145 125

300+ ..... 145 135 120

Wkday & Wknd 1 ti ..... 110 90 75

300+ ..... 90 70 60

Nighttime 1 ti ..... 60 50 40

300+ ..... 50 48 30

80/20 SEC: 1 ti ..... 155 145 125

AM Drive 300+ ..... 135 125 115

30/20 SEC:	PER YR:	1 ti	6 ti	12+
PM Drive	1 ti	130	120	110
	300+	115	110	105
Wkday & Wknd	1 ti	90	70	60
	300+	70	55	50
Nighttime	1 ti	50	40	30
	300+	40	30	25

### 7. PACKAGE PLANS

MAXIMUM IMPACT PLUS 1 MINUTE

Plan

PER YR: 6 ti 12 ti 18 ti 24 ti

1 ti ..... 590 1090 1410 1700

300+ ..... 565 1030 1320 1620

30/20 SECONDS

1 ti ..... 495 880 1125 1340

300+ ..... 475 800 1065 1300

10 SECONDS

1 ti ..... 360 710 900 1080

300+ ..... 335 640 840 1040

Scheduled 1/6 AM Drive, 1/6 PM Drive, 1/3 week-day or weekend, 1/3 nighttime.

Subject to availability. Limited substitution or addition of spots is allowed.

### WEEKEND PLAN

10 ti Fri 7 pm-midnight 1 min 30 sec 750 600

### MATINEE PLAN

10 ti (2 per day) Mon thru Fri 10 am-3 pm 600 450

### 9. PARTICIPATING PROGRAMS

Art Mercier—Rotating, flat ea. .... 60

10. SPECIAL FEATURES

Night News Plan, 10 spots Sun thru Sun 1 min 30 sec

8-11 pm ..... 250 200

Late Night News Plan, 20 spots Sun thru Sat 11 pm-5:30 am ..... 200 160

Time Mention Package—5 word spot, BOS Sun thru Sat all time periods: 100 per wk ..... 1500 50 ti per wk ..... 800

Time Signals—12 wd live or 6 sec transcribed, flat, ea. .... 35

Not combinable with spots or packages.

**WBBM-FM**

1941

**CBS/FMSALES**

NAB

RAB

NAFMD

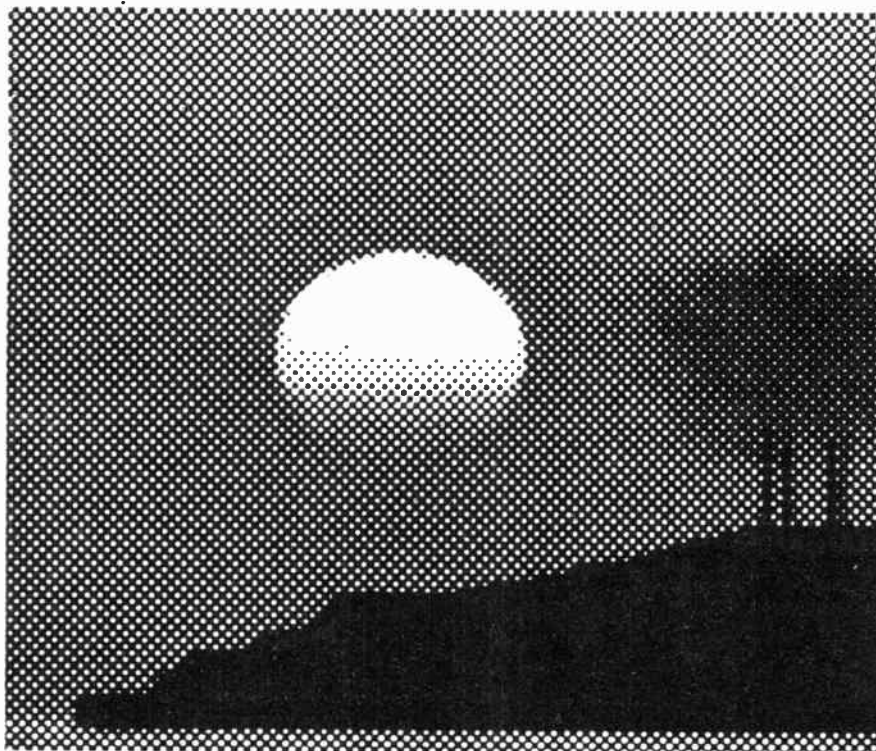
CBS Owned

Subscriber to the NAB Radio Code

Media Code 4 214 1651 2.00

CBS-FM Broadcasting, a service of CBS Radio, a division of Columbia Broadcasting System, Inc., 630 N. McClurg Court, Chicago, Ill. 60611. Phone 312-944-6000.

# rise above elevator music



the world's most beautiful combination of good music, news, weather, community services, traffic and market reports.

WAIT #2, Adults 25-49, Monday-Sunday 6 AM-Midnight—MSA\*  
\*July/August, 1974 ARB average  
1/4 hour MSA

# wait 820 radio

represented nationally by Katz Radio

© 1974 WAIT RADIO AN EQUAL OPPORTUNITY EMPLOYER

Address all programs and advertising copy to: Director of Business Affairs, WBBM-FM, 630 N. McClurg Court, Chicago, Ill. 60611.

### 1. PERSONNEL

Station Manager—John N. Catlett,

Sales Manager—Tom Pierce,

Program Director—Bob Johnston.

### 2. REPRESENTATIVES

CBS/FM Sales.

### 3. FACILITIES

ERP 6,200 w. (horiz.), 6,300 w. (vert.); 96.3 mc. Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 1,174 ft. above average terrain.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20b, 22a, 24a, 24b, 24c, 25a.

Contracts: 41.

Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61c.

Cancellation: 70c, 71a, 73a, 73b.

Prod. Services: 80, 81, 82.

### TIME RATES

No. 9 ET 1/1/73—Rec'd 1/4/73.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-noon.

B—Mon thru Sun 6-10 am.

C—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

SECTION I—FIXED POSITION

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec

1 ti ..... 65 56 42 44 38 28

6 ti ..... 59 48 38 40 34 25

12 ti ..... 56 43 36 36 31 23

18 ti ..... 52 36 29 34 23 21

24 ti ..... 40 36 29 23 22 20

1 ti ..... 38 32 24 16 16

6 ti ..... 34 28 21 15 10

12 ti ..... 32 26 20 12 10

18 ti ..... 30 22 16 10 9

24 ti ..... 25 22 16 10 9

### 7. PACKAGE PLANS

SECTION II

MAXIMUM IMPACT PLANS—PREEMPTIBLE

(1/3AA, 1/3A, 1/3B)

PER WK: 12 ti 18 ti 24 ti 36 ti

1 min ..... 404 558 696 1008

30 sec ..... 352 480 608 876

10 sec ..... 240 342 408 576

Scheduled over 7-day period.

### SECTION III

24-HOUR BULK PLANS

PER YR: 1 min 30 sec 10 sec

1000 x ..... 27 22 16

Preemptible and must be contracted in advance for 52 wks or shortrate will apply. No further discounts.

### 9. PARTICIPATING PROGRAMS

Nightline—Mon thru Fri midnight-2 am.

Full sponsorship ..... 360 Half sponsorship ..... 200

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

Applies only to Sections I, II, and IV.

10 sec spots preemptible.

**WBBE**

HARVEY

City of license, Harvey, Ill.

Business Office—Lincoln Tower, 75 E. Wacker Drive, Chicago 37, Ill. Phone 312-726-6842.

See listing under Chicago Urban Area, Ill.

**WBMX (FM)**

1950

**OAK PARK**



**BERNARD HOWARD & CO., INC.**

**Black**

NAB

RAB

A Sounding Station

(This is a paid duplicate of the listing appearing under Chicago Urban Area.)

Media Code 4 214 2887 1.00

Sounding Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phone 312-626-1030.

STATION'S PROGRAMMING DESCRIPTION

WBMX (FM): Programmed for adults as Black alternative to rhythm & blues, featuring entire Black musical experience. Contact Representative for further details. Rec'd 1/31/74.

### 1. PERSONNEL

President—Egmont Sonderling.

General Manager—Ronald K. Craven.

### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

### 3. FACILITIES

ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mc. Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 1,170 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time and spots only.

### 5. GENERAL ADVERTISING See coded regulations

AM facilities: WOPA.

Affiliated with Bernard Howard Black Radio Network.



Chicago—W B M X (FM)—Continued

CLASS AAA		12 ti	18 ti	24 ti
PER WK:	1 ti	8 ti	12 ti	18 ti
1 min.	35	22	20	18
30 sec.	30	18	16	14
CLASS AA		12 ti	18 ti	24 ti
1 min.	20	17	15	13
30 sec.	18	14	12	10
CLASS A		12 ti	18 ti	24 ti
1 min flat.	10	30 sec flat.	8	
10 sec.	60% of 1-min.			

WCFL

1926

McGavren-Guild  
pgw radio, inc.

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 1700 1.00  
Chicago Federation of Labor, Industrial Union Council, Marina City Commercial Bldg., 300 N. State St., Chicago, Ill. 60610. Phone 312-222-1000. TELEX 2512.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William A. Lee.  
Station Manager—Lew M. Witz.  
General Sales Manager—Ralph Trieger.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
58,000 w.; 1000 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% time and announ. only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6.  
Rate Protection: (\*)  
Basic Rates: 20a, 23a, 25a.  
Contracts: 40a, 42a, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 60e, 60f.  
Cancellation: 70a, 73a.

**RATE PROTECTION**  
Rates quoted herein are guaranteed for a period of 4 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

TIME RATES

No. J ET 12/15/73—Rec'd 12/5/73.  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 2-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Sat 7 pm-midnight; Sun 11 am-midnight.  
A—Mon thru Fri 10 am-2 pm; Mon thru Sat 5:30-6 am; Sun 6-11 am.  
B—Thru Sun midnight-5:30 am.

SPOT ANNOUNCEMENTS		12 ti	18 ti	24 ti
PER WK. AAA:	1 ti	150	140	130
1 min.	150	140	130	120
30 sec.	120	112	104	96
10 sec.	75	70	65	60
AA:		12 ti	18 ti	24 ti
1 min.	130	120	115	110
30 sec.	104	96	92	88
10 sec.	65	60	58	55
A:		12 ti	18 ti	24 ti
1 min.	100	95	90	85
30 sec.	80	76	72	68
10 sec.	50	48	45	43
B:		Flat 1-min 20.00;	30-sec 16.00;	10-sec 10.00.

SPECIAL FEATURES		AAA	AA	A	B
1+	NEWSCASTS	168	135	90	25
5+		158	130	80	25

Combinable with spots.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%  
Discounts applied as earned. Only consecutive weeks with expenditures of 190.00 or more may combine to qualify for discounts indicated.

WCLR (FM)

1961

SKOKIE



NAB RAB NAFMD

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Chicago Urban Area.)  
Media Code 4 214 2940 8.00  
Radio Skokie Valley, Inc. A Bonneville Station, 4249 Golf Rd., Skokie, Ill. 60076. Phone 312-677-5900.

Send all copy to Skokie address.  
Sales Office: John Hancock Center, 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-4228.

STATION'S PROGRAMMING DESCRIPTION

WCLR (FM): Programmed for adults.  
MUSIC: Middle of the Road, current popular, show tunes, standard. Morning, 5-9 am Air Personality. 3 newscasts per hour, editorials, remainder of programming primarily music with 3 breaks for commercials per hour with every other hour newscasts and occasional editorials. **COMMERCIAL POLICY:** up to 9 units per hour. Contact Representative for further details. Rec'd 6/19/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Mo Gardner.  
General Sales Manager—Les Elias.  
Prog. & Oper. Dir.—Bill King.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,500 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a.  
Rate Protection: 15b.  
Cancellation: 70c.  
Affiliated with Avco Group Plan.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 6/17/74—Rec'd 6/19/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

SPOT ANNOUNCEMENTS		AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 ti	50	40	45	36
12 ti	45	36	40	32
18 ti	40	32	35	28
24 ti	35	28	30	24

10 sec: 50% of 1-min.  
(\*) John Doremus show.  
**10. SPECIAL FEATURES**  
Newscasts—1-1/2x 1-min.

WCRW

1926

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 1915 9.00

WCRW, Inc., Embassy Hotel, 2750 Pine Grove Ave., Chicago, Ill. 60614. Phone 312-327-6860.

**STATION'S PROGRAMMING DESCRIPTION**  
WCRW: Programmed 97% for Spanish and 3% for Greek speaking ethnic groups only. Emphasis on local ethnic community affairs & news. Public affairs & events, local & foreign, via direct & delayed broadcasting. MUSIC: general popular. MOR Spanish style, young adult listening. Rec'd 9/27/71.

- PERSONNEL**  
Pres. & Treas.—Josephine A. White.  
Vice-Pres. & Gen'l Mgr.—Edward W. Jacker.

Sweet Inspiration... WEUP!

250,000 Soul Black Market

Sweet inspiration, indeed!

WEUP 5000 watts at 1600 since 1958  
Wentville, Ala.

General & Nat'l Sales Mgr., Leroy Garrett;  
Regional Sales Mgr., Bruce H. Garrett.

Source: Official 1970 Census of Population, Black population by county

ILLINOIS

- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non-directional time with WBBC and WEDC.  
Operating schedule: 11 am-2 pm & 5-7 pm daily. CST.
- AGENCY COMMISSION**  
15% on time only, no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Basic Rates: 20b, 23a.
- TIME RATES**  
ET—Rec'd 11/7/72.
- SPOT ANNOUNCEMENTS**  
1 min. ROS..... 15 30 sec. ROS..... 12

WDAI (FM)

1948

An ABC Owned Station



NAB RAB NAFMD

Subscriber to the NAB Radio Code  
Media Code 4 214 1835 1.00

American Broadcasting Co., Inc., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-752-8811. TWX 910-221-0243.

See affiliated AM station for additional information. AM facilities: WLS.

STATION'S PROGRAMMING DESCRIPTION

WDAI (FM): Programmed for young adults & teen audience.  
MUSIC: contemporary popular albums & hit singles. Contact Representative for further details. Rec'd 7/6/73.

- PERSONNEL**  
General Manager—Roger Turnbaugh.  
General Sales Manager—Larry Dirvay.  
Program Manager—Bill Todd.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 94.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,170 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
General: 2a.  
Rate Protection: \*10, \*11, \*12.  
Basic Rates: 20a, 31, 33d.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 71a, 72, 73a.  
(\*) 60 days.  
Affiliated with American FM Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 1/15/74—Rec'd 4/8/74.  
AAA—Mon thru Sun 3 pm-midnight.  
AA—Mon thru Sun 6 am-3 pm.  
A—Mon thru Sun midnight-6 am.

SPOT ANNOUNCEMENTS		AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 ti	120	96	80	64
12 ti	110	88	70	56
18 ti	100	80	60	48
24 ti	90	72	50	40
30 ti	80	64	40	32

10 sec: 50% of 1-min.  
Fixed position: Extra 40% for AAA; extra 30% for AA; extra 20% for A.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%

PACKAGE PLANS

442 PLAN		ROB	
PER WK:	Fixed	18 ti	24 ti
1 min 45	41	35	34
30 sec 36	33	30	27

BULK  
250x 500x 750x 1000x  
1 min..... 36 52 28 25  
30 sec..... 30 27 25 23  
442 Plans, entertainment & Bulk plans must run 40% AAA, 40% AA & 20% A. Preemptible.

- PARTICIPATING PROGRAMS**  
IN CONCERT  
1 min 30 sec  
Flat..... 140 70  
Minimum 12 spots per wk with In Concert participations.

WDHF (FM)

1959

A Metromedia Station

WDHF Radio, 108 N. State St., Chicago, Ill. 60602. Phone 312-346-5411.

STATION'S PROGRAMMING DESCRIPTION

WDHF (FM): Programmed for mass appeal.  
MUSIC: current hits & oldies featuring 6 live air personalities. NEWS: 5-min at :00 1 am-6 pm; 8-8:10 am M-F. 4 man staff. UPI Audio, Washington News Bureau & Chicago City News Service. Contact Representative for further details. Rec'd 7/31/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harvey A. Pearlman.  
Local Sales Manager—Sharon Amanzio.  
Program Director—Ron Dennington.
- REPRESENTATIVES**  
Metro Radio Sales.
- FACILITIES**  
ERP 6,000 w. (horiz.), 6,000 w. (vert.); 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,170 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 15th of month.  
(This listing continued on next page)

CBS Owned, Represented by CBS Radio Spot Sales.

There is one must buy in Chicago.  
WBWM NEWSRAP 078.  
Those Newspeople.

# ILLINOIS

## Chicago—W D H F (FM)—Continued

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 15b, 16. Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 28c, 29a. Contracts: 40a, 41, 44a, 46, 48. Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 61b, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

**RATE PROTECTION**  
Rates quoted herein are guaranteed against any increase for a period of 13 weeks from effective date, provided that advertising equalling 50.00 per week is actually running at time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

**TIME RATES**  
No. B Eff 8/23/74—Rec'd 9/5/74.  
AAA—Mon thru Sun 3-10 pm & 7 pm-midnight.  
AA—Mon thru Sat 6-10 am; Sat & Sun 10 am-3 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun midnight-6 am; Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A		CLASS B	
1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.	1 min.	30 sec.
50	45	40	35	30	25	20	15
30	28	24	20	18	16	12	10

**7. PACKAGE PLANS**  
Must rotate. Spots rotating 3 days/less, 1x rate.

PER WK. TAP	1 min
10 ti (2AAA, 4AA, 4A)	250
14 ti (4AAA, 6AA, 4A)	322
21 ti (7AAA, 7AA, 7A)	420

**10. SPECIAL FEATURES**  
News—extra 20%  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10% provided minimum of 50.00 per wk is maintained.

## WEDC

1926  
Media Code 4 214 1980 5.00  
Foreign Language Broadcasts, Inc., 5475 N. Milwaukee Ave., Chicago, Ill. 60630. Phone 312-631-0709.

**STATION'S PROGRAMMING DESCRIPTION**  
WEDC: Total ethnic station. Rec'd 5/4/71.

**1. PERSONNEL**  
Mgr. & Prog. Dir.—Mrs. A. B. Pucinski.  
Consulting Engineer—Edward W. Jacker.

**3. FACILITIES**  
1000 w. days; 1240 kc. Non-directional.  
Divides time with WCRW and WIBC.  
Operating schedule: midnight-6 am, 8:30-10 am, 3:30-5 pm, 7-8 pm & 10-11 pm.

**6. SPOT ANNOUNCEMENTS**

TIME RATES		ET 1/68—Rec'd 5/24/68.	
1 min.	30 sec.	1x	12.50
18.00	12.50		

## W F M (FM)

1940



COMMUNICATIONS



**HERBERT E. GROSKIN & COMPANY**

Media Code 4 214 2035 7.00  
GCC Communications of Chicago, 120 W. Madison St., Chicago, Ill. 60602. Phone 312-263-0445.

**STATION'S PROGRAMMING DESCRIPTION**  
W F M (FM): Serious music, discussions, news. MUSIC: 159 hours classical, emphasis variety of musical forms and styles, including taped foreign concerts and festivals, 3 hours full length opera and 1 hour of American composers works. TALK: 9 hours weekly including discussion previews of works being performed by local symphony orchestra, reviews of recent recordings and frequent interviews with prominent musicians. 2 hour weekly drama production from overseas. Weekly interviews of authors. NEWS: 10 min newscasts 7 times daily with 2 stock market reports. Contact Representative for further details. Rec'd 5/1/74.

**1. PERSONNEL**  
General Manager—George Stone.  
Operations Manager—Gerald Chalupka.  
Program Director—Meng-Kong Tham.

**2. REPRESENTATIVES**  
Herbert E. Groskin & Co.

**3. FACILITIES**  
ERP 6,000 w. (horiz.); 6,000 w. (vert.); 99.5 mc. Stereo.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,170 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 3d, 4d, 5, 6a, 7b, 8. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 27, 29a.

Contracts: 40a, 41, 46, 47a, 48, 49, 51a. Comb.; Cont. Discounts: 60c, 60i, 62a.

Cancellation: 70e, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: The Groskin Group.

## TIME RATES

No. 2 Eff 4/1/74—Rec'd 5/1/74.

AAA—Mon thru Sun 3-10 pm.		AA—Mon thru Sun 6 am-3 pm.		A—Mon thru Sun 10 pm-6 am.	
FIXED		FIXED		FIXED	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	50	35	35	25	20
6 ti	25	22	23	20	18
12 ti	24	21	22	19	17
18 ti	23	20	21	18	16
24 ti	22	19	20	17	15
30 ti	21	18	19	16	14

**7. PACKAGE PLANS**  
ROS—1/3AAA, 1/3AA, 1/3A

PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	21	20	19	18	17
30 sec.	18	17	16	15	14

**8. PROGRAM TIME RATES**

1 HOUR		1/2 HOUR	
PER YR:	1x	13x	26x
AAA	220	210	200
AA	150	140	130
A	130	120	110

**10. SPECIAL FEATURES**

NEWSCASTS		TIME SIGNALS	
PER YR:	1x	13x	26x
AAA	120	110	100
AA	90	80	70
A	80	70	60

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—20%
13 wk—5%	26 wk—10%	52 wk—20%

## WFMF

NOTE: The call letters of this station have been changed to:

## WLOO

## W F M T (FM)

1951



Buckley Radio Sales, Inc.

## Classical Music

N A F M D

Media Code 4 214 2145 4.00

W F M T, Inc., 500 N. Michigan Ave., Chicago, Ill. 60611. Phones 312-751-7141, 7100.

**STATION'S PROGRAMMING DESCRIPTION**

W F M T (FM): Devoted to fine arts entertainment and news. MUSIC 80%; 95% serious music, 5% folk music and showtunes. 25% of music originates from live or taped sources, including concerts of 8 symphony orchestras and 30 international music festivals.

TALK 10%: 50% interviews, discussions, 50% drama, prose, poetry, humor, criticism, documentaries.

NEWS 10%: international, national, local, business, cultural news. 10-13 daily newscasts vary in length with amount and complexity of news. Morning program, 6-9 am includes frequent time and weather reports. COMMERCIAL POLICY average of 4 minutes of commercial advertising per hour. 45 minutes protection. Contact Representative for further details. Rec'd 4/8/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Raymond Nordstrand.  
Sales Manager—Steven H. Feder.  
Operations Manager—Robert Crawford.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Canada—Andy McDermott Sales Ltd.

**3. FACILITIES**  
ERP 16,000 w. (horiz.), 16,000 w. (vert.); 98.7 mc. Stereo.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,167 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b, 16.

Basic Rates: 20a, 20b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a.  
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a, 61b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Political advertising not acceptable.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 6/1/74—Rec'd 5/7/74.

A—Mon thru Fri 6-10 am & 3 pm-midnight; Sat & Sun 6 am-midnight.

B—Mon thru Fri 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

PER YR:	1x	52x	156x	260x	364x	520x	728x	1040x
A	56	53	50	47	44	41	38	35
B	39	37	35	33	31	29	27	25

**30 SECONDS**

PER YR:	1x	52x	156x	260x	364x	520x	728x	1040x
A	39	37	35	33	31	29	27	25
B	27	26	25	23	22	21	19	18

**7. PACKAGE PLANS**

**1 MINUTE**

PER WK:	6 ti	12 ti	20 ti	28 ti	40 ti
A	53	50	47	44	41
B	37	35	33	31	29

**30 SECONDS**

PER WK:	6 ti	12 ti	20 ti	28 ti	40 ti
A	37	35	33	31	29
B	26	25	23	22	21

10 sec. ROS ID's, ea 25.00.

**8. PROGRAM TIME RATES**

1 HOUR		1/2 HOUR	
PER YR:	1x	13x	26x
A	220	210	200
B	168	161	154

**9. PARTICIPATING PROGRAMS**

Studs Terkel—Mon thru Fri 10 am, per min 46.00, per hr 186.00; Thurs 8 pm, 255.00.

Symphony Concerts—Boston Symphony Wed 8 pm, Cleveland Orchestra Sun 1 pm, Philadelphia Orchestra Mon 8 pm, Boston Pops Orchestra Sat 8 pm, full spon. 560.00; 1/2 spon. 300.00.

Sunday Opera—3:30 pm, full spon. 490.00; 1/2 spon. 270.00.

Critics Choice—Claudia Cassidy Sun 12:30 pm, Herman Kogan Sun 3 pm, Harry Bouras Sun 7 pm ea 170.00.

BHC Concerts—Sun 11 am and Sun 10:30 pm, 260.00.

Midnight Special—Sat 10:15 pm, Wed 1 pm, per min 85.00; per hr 295.00.

Sunday Drama—8 pm, 320.00.

Music in Chicago with Norman Pellegrini—Tues 8 pm, 550.00.

The First Fifty Years with Marty Robinson—Sat 7 pm, 250.00.

Tuesday Opera—1 pm, 217.00.

Collector's Item with Don Tait—Mon 10:30 pm, 260.00.

The Name & Nature of Poetry with Paul Carroll—Tues 10:30 pm, 160.00.

Adventure of Sherlock Holmes—Fri 10:30 pm, 180.00.

People, Places & Books/Gilbert Highet—Wed 9 pm, 70.00.

Profiles of Greatness—Thurs 9 pm, 380.00.

The Wandering Folksong with George Armstrong—Fri 11 pm, 240.00.

Through the Night/Jim Unrath—Daily midnight-6 am, ea newscast 15.00.

**10. SPECIAL FEATURES**

**NEWSCASTS**

PER YR:	1x	13x	26x	52x	104x	156x
A	90	88	87	85	83	80
B	63	62	61	60	58	56

**260x 364x 520x 728x 1040x**

PER YR:	1x	13x	26x	52x	104x	156x
A	75	70	66	61	56	56
B	53	49	46	43	39	39

## W F Y R (FM)

1957

R A B

Media Code 4 214 2157 9.00

W F Y R, 188 W. Randolph St., Chicago, Ill. 60601. Phone 312-726-5222.

**STATION'S PROGRAMMING DESCRIPTION**

W F Y R (FM): MUSIC: Blend of rock n' roll hits from 1953-63. NEWS: every 1/2 hr at :15 & :45 morning drive time; regularly scheduled newscasts through day; concentration on local news & actual-

ities; headlines from past & nostalgia on-air promotions. Contact Representative for further details. Rec'd 10/30/73.

**1. PERSONNEL**  
General Manager—Al Kucin.  
Retail Sales Supervisor—Ernie Andrews.  
Program Director—Irian Belrine.

**2. REPRESENTATIVES**  
RKO Radio Representatives, Inc.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.5 mc. Stereo.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,552 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 on net time charges.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 3a, 4a, 4c, 5, 7b. Rate Protection: 15b.

Basic Rates: 20b, 21a, 23a, 25c.

Contracts: 45.

Comb.; Cont. Discounts: 60a, 60f, 61a, 62d.

Cancellation: 70a, 71a, 73b.  
Prod. Services: 80.

## TIME RATES

No. A Eff 3/6/73—Rec'd 5/4/73.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 6 am-midnight.

AA—Mon thru Fri 10 am-3 pm.

A—Mon thru Fri 6-10 am.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 ti	80	64	40	70	56
12 ti	75	60	38	65	52
18 ti	70	56	35	60	48

**6 ti** 65 52 33

**12 ti** 60 48 30

**18 ti** 55 44 28

**WEEKLY CIRCULATION PLANS—PREEMPTIBLE**

1 min 30 sec 10 sec

14 ti (4AAA, 6AA, 4A) 790 632 395

21 ti (6AAA, 9AA, 6A) 1080 864 540

28 ti (9AAA, 12AA, 7A) 1315 1052 662

Must be scheduled equally over 7 days and rotate within classification.

WCI cannot contribute to regular spots for additional wky frequency.

Preempted spots will be made good in comparable or better time periods prior to expiration of schedule.

## WGN

1922



Buckley Radio Sales, Inc.



R A B



Chicago—WGN—Continued

- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Daniel T. Pecaro.  
Vice-Pres. & Sta. Mgr.—Robert E. Henley,  
Vice-Pres. & Gen'l Sales Mgr.—Donald A. Gets.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Minneapolis—Harry S. Hyett Co., Inc.  
Canada—Glen-Warren Broadcast Sales Division.
- 3. FACILITIES**  
50,000 w.; 720 kc. Clear channel. Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15% on or before due date.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21b, 22a, 22b, 23b, 26, 27, 28c,  
29a, 30.  
Contracts: 40b, 41, 42a, 42c, 43, 44b, 46, 47a, 49,  
50, 51b.  
Comb. & Cont. Discounts: 60c, 60e, 61b, 62a, 62b.  
Cancellation: 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

No. 28 Eff 5/6/74—Rec'd 5/7/74.  
AAA—Mon thru Fri 5:30-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 7 am-noon.  
A—Mon thru Fri 10 am-3 pm; Sat 6-7 am & noon-1:30 pm; Sun 9 am-noon.  
B—Mon thru Fri 5:05-5:30 am & 7-8 pm; Sat 5:06-6 am & 1:30-7 pm; Sun noon-7 pm.  
C—Mon thru Fri 8 pm-midnight & midnight 5:05 am; Sat 7 pm-midnight & midnight 5:05 am; Sun 7 pm-midnight & midnight 9 am.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

YR:	1x	15x	50x	150x	300x	500x	750x	1000x
AAA	235	230	205	190	180	175	170	167
AA	175	166	151	140	133	129	125	123
A	120	113	105	97	90	87	85	84
B	95	90	84	79	73	71	69	68
C	75	71	65	60	57	55	54	52

30 SECONDS

AAA	195	185	170	152	147	142	137	130
AA	145 <td>133 <td>121 <td>112 <td>106 <td>103 <td>100 <td>97</td> </td></td></td></td></td></td>	133 <td>121 <td>112 <td>106 <td>103 <td>100 <td>97</td> </td></td></td></td></td>	121 <td>112 <td>106 <td>103 <td>100 <td>97</td> </td></td></td></td>	112 <td>106 <td>103 <td>100 <td>97</td> </td></td></td>	106 <td>103 <td>100 <td>97</td> </td></td>	103 <td>100 <td>97</td> </td>	100 <td>97</td>	97
A	100 <td>90 <td>84 <td>78 <td>73 <td>71 <td>69 <td>66</td> </td></td></td></td></td></td>	90 <td>84 <td>78 <td>73 <td>71 <td>69 <td>66</td> </td></td></td></td></td>	84 <td>78 <td>73 <td>71 <td>69 <td>66</td> </td></td></td></td>	78 <td>73 <td>71 <td>69 <td>66</td> </td></td></td>	73 <td>71 <td>69 <td>66</td> </td></td>	71 <td>69 <td>66</td> </td>	69 <td>66</td>	66
B	79 <td>73 <td>68 <td>62 <td>58 <td>57</td> <td>55</td> <td>53</td> </td></td></td></td>	73 <td>68 <td>62 <td>58 <td>57</td> <td>55</td> <td>53</td> </td></td></td>	68 <td>62 <td>58 <td>57</td> <td>55</td> <td>53</td> </td></td>	62 <td>58 <td>57</td> <td>55</td> <td>53</td> </td>	58 <td>57</td> <td>55</td> <td>53</td>	57	55	53
C	65 <td>59 <td>55 <td>51 <td>48 <td>47</td> <td>45</td> <td>44</td> </td></td></td></td>	59 <td>55 <td>51 <td>48 <td>47</td> <td>45</td> <td>44</td> </td></td></td>	55 <td>51 <td>48 <td>47</td> <td>45</td> <td>44</td> </td></td>	51 <td>48 <td>47</td> <td>45</td> <td>44</td> </td>	48 <td>47</td> <td>45</td> <td>44</td>	47	45	44

10 SECONDS

AAA	125	115	105	98	92	87	85	82
AA	91 <td>83 <td>76 <td>71 <td>66 <td>64 <td>62 <td>60</td> </td></td></td></td></td></td>	83 <td>76 <td>71 <td>66 <td>64 <td>62 <td>60</td> </td></td></td></td></td>	76 <td>71 <td>66 <td>64 <td>62 <td>60</td> </td></td></td></td>	71 <td>66 <td>64 <td>62 <td>60</td> </td></td></td>	66 <td>64 <td>62 <td>60</td> </td></td>	64 <td>62 <td>60</td> </td>	62 <td>60</td>	60
A	62 <td>57 <td>53 <td>49 <td>46 <td>44 <td>43 <td>42</td> </td></td></td></td></td></td>	57 <td>53 <td>49 <td>46 <td>44 <td>43 <td>42</td> </td></td></td></td></td>	53 <td>49 <td>46 <td>44 <td>43 <td>42</td> </td></td></td></td>	49 <td>46 <td>44 <td>43 <td>42</td> </td></td></td>	46 <td>44 <td>43 <td>42</td> </td></td>	44 <td>43 <td>42</td> </td>	43 <td>42</td>	42
B	50 <td>46 <td>43 <td>39 <td>36 <td>35 <td>34 <td>33</td> </td></td></td></td></td></td>	46 <td>43 <td>39 <td>36 <td>35 <td>34 <td>33</td> </td></td></td></td></td>	43 <td>39 <td>36 <td>35 <td>34 <td>33</td> </td></td></td></td>	39 <td>36 <td>35 <td>34 <td>33</td> </td></td></td>	36 <td>35 <td>34 <td>33</td> </td></td>	35 <td>34 <td>33</td> </td>	34 <td>33</td>	33
C	39 <td>36 <td>33 <td>30 <td>28 <td>27</td> <td>26</td> <td>25</td> </td></td></td></td>	36 <td>33 <td>30 <td>28 <td>27</td> <td>26</td> <td>25</td> </td></td></td>	33 <td>30 <td>28 <td>27</td> <td>26</td> <td>25</td> </td></td>	30 <td>28 <td>27</td> <td>26</td> <td>25</td> </td>	28 <td>27</td> <td>26</td> <td>25</td>	27	26	25

Effective at start of firm contract or as earned.  
(\*) A schedule of Class C spots earns 50% discount from applicable Frequency spot or Weekly Package Plan rates. To qualify for discount, an advertiser using this plan may not concurrently advertise in any other time class. Spots bought under this plan may be cancelled, preempted or rescheduled at station's discretion, and cannot be combined with frequency spots broadcast either before or after the Exclusive Class C Penetration Plan schedule.

**7. PACKAGE PLANS**

1 MINUTE

PLAN, PER WK:	AAA	AA	A	B	C
15 tl	195	145	102	83	64
10 tl	190	140	97	79	60
20 tl	185	137	93	75	58

30 SECONDS

15 tl	165	116	81	64	52
10 tl	160	112	78	62	51
20 tl	152	108	75	60	50

10 SECONDS

15 tl	100	73	51	42	32
10 tl	98 <td>71 <td>49 <td>39 <td>30</td> </td></td></td>	71 <td>49 <td>39 <td>30</td> </td></td>	49 <td>39 <td>30</td> </td>	39 <td>30</td>	30
20 tl	95 <td>69 <td>47 <td>37 <td>29</td> </td></td></td>	69 <td>47 <td>37 <td>29</td> </td></td>	47 <td>37 <td>29</td> </td>	37 <td>29</td>	29

Weekly Package Plan rates apply only to number of 1-min, 30-sec and 10-sec spots broadcast for one product within a consecutive seven-day period on ROS schedules. Such spots are subject to immediate preemption for full rate spots without notice. Further, without liability to the station, Weekly Package Plan spots are subject to omission by station without charge to advertiser, or to rescheduling by the station in a time period considered equivalent to the station.

Frequency spots may be combined with Weekly Package Plan spots to earn lower plan rates, but Weekly Package Plan spots may not be combined with frequency spots to earn lower frequency rates.  
(\*) A schedule of Class C spots earns 50% discount from applicable Frequency spot or Weekly Package Plan rates. To qualify for discount, an advertiser using this plan may not concurrently advertise in any other time class. Spots bought under this plan may be cancelled, preempted or rescheduled at station's discretion, and cannot be combined with frequency spots broadcast either before or after the Exclusive Class C Penetration Plan schedule.

**10. SPECIAL FEATURES**

5-MINUTE NEWS/SPORTS

PER WK:	AAA	AA	A	B	C
15 tl	245	166	109	83	62
10 tl	235	151	104	78	57
15 tl	225	140	99	73	53

1.10 min Incl opening ID & closing.  
(†) Less than 5 per wk, extra 10%.

**2-MINUTE NEWS & STOCK MARKET REPORT**  
Morning drive rotating by wk—1st wk/6:30 am news, 2nd wk/7:30 am news, 3rd wk/8:30 am news, 4th wk/Mon-Fri 9:30 am stock market & Sat & Sun 9:30 am news. Incl opening ID & closing plus 30-sec spot. Mon-Sun, 7 per wk, 950.00.  
2-min news Mon-Sun 7:30 pm, per wk 457.00.

**TIME SIGNALS**

6 seconds	AA	A	B	C
	40	35	30	24

(\*) Schedule of all C spots (no concurrent advertising in any other time class) earns 50% discount; cancellable and preemptible.

**TIME MENTION PACKAGE**  
50 tl per wk, 600.00.

**TRAFFICOPTER REPORTS**  
Mon-Fri 6:55-9:08 am & 4:15-6:39 pm rotating 3 am/2 pm 1 wk & 2 am/3 pm next wk. Incl open & close ID's plus 1 1-min spot. 5 per wk 1,050.00.

**STOCK MARKET REPORTS**  
Rotating by wks at 10:30 & 11:30 am, 12:30, 1:30, 2:30 & 3:30 pm Mon-Fri. Incl open & close ID's 1 1-min spot, 5 per wk 545.00.  
Each report (approximately 3 to 5 min in length) includes ID at open and billboard at close, stock quotes direct from a board room, and a 1-min spot.

2-min news at :30, trafficopter & 9:30 am stock market combinable with spots and/or plans to earn lower frequency rates for spots & plans only.

**WIND**  
1927

**GROUP**  
**WESTINGHOUSE BROADCASTING COMPANY**  
**RAB**  
Subscriber to the NAB Radio Code  
Media Code 4 214 2285 1.00  
Westinghouse Broadcasting Co., Inc., 625 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-537-2170.  
FWX 312-222-0737.  
NOTE: Address all advertising copy and transcription's programming description  
WIND: Programmed for general mass appeal.  
NEWS: 5 min at :60 & :30; extended newscasts at 11:30 am, noon, 6, 10 pm & 12M. Frequent traffic reports & staff meteorologist. News specials & documentaries.  
MUSIC: current popular & all time hits of past 20 years. Topical telephone talk, discussion 10 pm-12M M-F & Sun. SPORTS: NBA basketball & university football play-by-play. Contact Representatives for further details. Rec'd 8/3/73.

- 1. PERSONNEL**  
General Manager—Phillip E. Nolan.  
General Sales Manager—Neal Weed.  
Sales Manager—Joe Parish.
- 2. REPRESENTATIVES**  
Radio Advertising Representatives, Inc.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
5,000 w.; 560 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 29a.  
Contracts: 49c, 49.  
Cancellation: 73a.  
Announcement schedules accepted by station subject to change within same rate classification.  
Contracts for announcements and station breaks may be accepted 30 days in advance of initial broadcast. Firm contracts, for program periods of 13 weeks or more, may be accepted 60 days in advance of initial broadcast; otherwise, 30 days.  
Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will be binding on station.

**POLITICAL**  
Time sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act, with the Federal Communications Commission rules and regulations pertaining to political broadcasting, and the Federal Election Campaign Act of 1971, and to all other pertinent statutes, rules, and regulations, both Federal and State. Station reserves the right to limit the number of spots which it will sell in any one class to candidates and to determine the political contests for which it will accept spot schedules.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 37 Eff 11/27/72—Rec'd 11/1/73.  
AAAA—Mon thru Sat 6-10 am.  
AAA—Mon thru Fri 3-7 pm; Sat 10 am-noon.  
AA—Mon thru Fri 10 am-3 pm; Sat noon-7 pm; Sun 8 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
Nite Watch—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

PER WK:	1 tl	8 tl	12 tl	(*)	(†)
AAAA	150	140	135	130	125
AAA	100	95	90	85	80
AA	70	65	60	55	50
A	40	35	35	30	25

30 SECONDS

AAAA	120	112	108	104	100
AAA	80	76	72	68	68
AA	56	52	48	44	40
A	32	28	28	24	20

(\*) 20 tl/1000x per yr.  
(†) 32 tl/1500x per yr.  
10 sec: 60% of 1-min. Preemptible without notice.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN

PER WK, EA:	1 min 30 sec
12 tl (3AAAA, 3AAA, 4AA, 2A)	72 58
(5AAAA, 5AAA, 6AA, 4A)	68 55
(8AAAA, 8AAA, 9AA, 7A)	65 52

(\*) 20 tl/1000x per yr.  
(†) 32 tl/1500x per yr.  
10 sec: 60% of 1-min. Preemptible without notice. Preemptible without notice. Spots added at TAP unit rates in multiples of 4 only. Individual spots added at wky frequency rates.

**ROS—1 MINUTE**

PER WK, EA:	1 tl	10 tl	20+
A	20	18	15
Nite Watch	12	10	10

**PREEMPTIBLE WITHOUT NOTICE: 50 tl**  
Per wk, ea..... 12  
All plans, spots and programs combine for frequency discounts except ROS plans. Preemptible without notice.

**ILLINOIS**

**CUMULATIVE WEEKLY DISCOUNT**

26 wk—5%    50 wk—7-1/2%    52 wk—10%

**10. SPECIAL FEATURES**  
NEWS/SPORTS/WEATHER/TRAFFIC  
1—Mon thru Sat 7, 7:30, 8, 8:30 am; Mon thru Fri 6:30, 7:30, 8:20 am.  
2—Mon thru Sat 6:30, 9 am; Mon thru Fri 4:20, 4:30, 5, 5:20, 5:30, 6, 6:05, 6:10 pm.  
3—Mon thru Sat 5:55, 6, 6:05 am; Mon thru Fri 3, 3:30, 4 pm; Sat 10, 11 am.  
AA—Mon thru Fri 10 am-2 pm; Sat noon-6 pm; Sun 8 am-6 pm at :60.  
A—Mon thru Sun 7-11 pm at :60.  
Nite Watch—Mon thru Sun midnight-5:30 am at :60 & :30.

	1 tl	8 tl	12 tl	20 tl
1	180	163	162	156
2	115	110	105	100
3	90	85	80	75
AA	75	70	65	60
A	45	40	40	35

Nite Watch, flat 20.00.

**WJJD** 1924  
**WJJD-FM** 1853  
**HR** radio  
**STONE**

**A Plough Inc. Station**  
Subscriber to the NAB Radio Code  
Media Code 4 214 2310 4.00  
Plough Broadcasting Co., Inc., 8 S. Michigan Ave., Chicago, Ill. 60603. Phone 312-782-5466.  
Studies—2355 Ballard Rd., Des Plaines, Ill.

- 1. PERSONNEL**  
President—Harold R. Kreistin (Memphis)  
Vice-Pres. & Gen'l Mgr.—George Dubineta  
General Sales Manager—William E. Miller.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**5. FACILITIES**  
50,000 w. (Limited time—Salt Lake City sunset); 1160 kc. Directional—same pattern day and night.  
FM-ERP 14,000 w. (horiz.), 14,000 w. (vert.); 104.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST  
Antenna ht.: 820 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 22a, 24b, 24c, 25a, 29a.  
Contracts: 49c, 41, 44a, 45, 46, 47a, 40, 50.  
Comb. & Cont. Discounts: 60a, 60c, 60d, 60f, 60i, 62a.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 42 Eff 5/1/74—Rec'd 4/8/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Sun thru Sat 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER YR, 1 MIN, EA:	AAA	AA	A
364 x	70	55	35
520 x	65	52	30
1040 x	60	50	27

30 sec: 80% of 1-min.    10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

SATURATION CLASS AAA

WK, EA:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	95	90	85	80	75	70	65
30 sec	76	72	68	64	60	56	52
10 sec	48	45	43	40	38	35	33

CLASS AA

1 min	80	75	70	65	60	55	50
30 sec	64	60	56	52	48	44	40
10 sec	40	38	35	33	30	28	25

CLASS A

1 min	60	55	50	45	40	35	30
30 sec	48	44	40	36	32	28	24
10 sec	30	28	25	23	20	18	15

**TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A**

PER WK:	8 tl	12 tl	18 tl	24 tl	30 tl	36 tl
1 min	420	780	1080	1320	1500	1620
30 sec	336	624	864	1056	1200	1296
10 sec	210	390	540	660	750	810

**ROS SUN THRU SAT—BTA PREEMPTIBLE**

PER WK, EA:	20 tl	30 tl	40 tl	50 tl
1 min	52	48	44	40
30 sec	42	38	35	32
10 sec	26	24	22	20

**8. PROGRAM TIME RATES**

RELIGIOUS:	1 hr	1/2 hr	1/4 hr
1 x	720	450	275
26 x	675	400	237
52 x	625	375	200

**10. SPECIAL FEATURES**

5-MIN NEWS, PER WK:

	6 tl	12 tl	18 tl	24 tl
AAA	630	1260	1710	2160
AA	540	1020	1440	1800
A	360	660	900	1080

(Chicago continued on next page)

**is Chicago**

**fifty**  
YEARS OF SERVICE

# ILLINOIS

Chicago—Continued

## WJOL (FM)

1948  
An NBC Owned Station



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code

Media Code 4 214 2326 6.00  
National Broadcasting Co., Merchandise Mart, Chicago, Ill. 60654, Phone 312-644-8300. TWX 312-222-9441.

See affiliated AM station for additional information. AM facilities: WMAQ.

### STATION'S PROGRAMMING DESCRIPTION

WJOL (FM): Programmed for young adults & teens. MUSIC: Rock, 65% current & 35% oldies & re-current. NEWS: 5 min at approximately 7:10. COMMERCIAL POLICY: maximum 7 minutes per hour. Contact Representative for further details. Rec'd 9/5/74.

### 6. FACILITIES

ERP 6,000 w.; 101.1 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,170 ft. above average terrain.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with NBC and Eastman Radio Network.

### TIME RATES

No. 1 Eff 3/4/74—Rec'd 2/20/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am.  
B—Tues thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE				
	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	40	37	34	31	28
AA	30	27	24	21	18
A	25	22	20	18	16
B	12	10	9	8	7

PER WK:	30 SECONDS				
	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	32	29	27	25	22
AA	24	22	19	17	14
A	20	18	16	14	12
B	9	8	7	6	5

Spots rotate within time classes.

### DISCOUNT

26 wk—5% 52 wk—10%

### 7. PACKAGE PLANS

PER WK:	TAP-1/3AAA, 1/3AA, 1/3A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	28	24	22	18	14
30 sec.	22	19	17	14	11

Freemitable. Rotate through time classes.

### BTA PACKAGE

6+ 1-min spots per wk, ea. 18

## WJPC

1922



Subscriber to the NAB Radio Code

Media Code 4 214 2347 6.00  
Atlas Communications, Inc., 221 N. La Salle St., Chicago, Ill. 60601. Phone 312-726-1932.

### STATION'S PROGRAMMING DESCRIPTION

WJPC: MUSIC: rhythm & blues featuring top black personalities. 6-11 am R & B, public service announcements, contests. 11 am-noon jazz, talk show. Noon-2 pm jazz, audience participation. Noon-sign-off R & B, public service programs, contests. FEATURES: notebook 3 times daily. NEWS: 5 min national, network at :50 & local at :20; supplemented by Black audio network (voice actualities) & UPL. SPORTS: race results & wrap-up. Contact Representative for further details. Rec'd 10/24/73.

### 1. PERSONNEL

Chairman of the Board—John H. Johnson. Pres. & Gen'l Mgr.—Theodore A. Jones. Midwest Sales Manager—Marv Dyson.

### 2. REPRESENTATIVES

Johnson Publishing Company.

### 3. FACILITIES

1,000 w. days; 950 kc. Non-directional. Operating schedule: 6 am-local sunset daily. CST.

### 4. AGENCY COMMISSION

15/0 net time; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Contracts: 40c. Cancellation: 70c. Affiliated with National Black Network.

### TIME RATES

No. 4 Eff 1/1/71—Rec'd 2/2/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	1 ti	6 ti	12 ti	24 ti	36 ti
1 min.	42	41	40	38	36
30 sec.	34	33	32	30	29

PER WK:	CLASS A				
	1 ti	6 ti	12 ti	24 ti	30 ti
1 min.	36	35	34	32	30
30 sec.	29	28	27	26	24

13 wk—5% 26 wk—10% 52 wk—15%

### 10. SPECIAL FEATURES

News Headlines—1/25 1-min at earned frequency. 5-min Newscast—2 1-min at earned frequency.

### RATEHOLDER

Minimum 6 1-min spots per wk.

# WLAK

1969



BOLTON | BURCHILL

## Good Music



A Subdrink Station

Media Code 4 214 2385 6.00  
Subdrink Broadcasting, 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-4511.

STATION'S PROGRAMMING DESCRIPTION  
WLAK: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 1/28/72.

### 1. PERSONNEL

Executive Vice-President—Harold W. Gore. Vice-Pres. & Gen'l Mgr.—Neil Rockoff. Operation Director—Jack Lee.

### 2. REPRESENTATIVES

Bolton/Burchill International, Ltd.

### 3. FACILITIES

ERP 6,200 w. (horiz.), 6,200 w. (vert.); 93.9 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,250 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3c, 5, 6b, 7b.  
Rate Protection: 30 days, 16.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 35a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60l, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 10 Eff 7/15/74—Rec'd 7/29/74.

AAA—Mon thru Sat 10 am-8 pm.  
AA—Mon thru Sat 5:30-10 am; Sun 9 am-8 pm.  
A—Mon thru Sun 8 pm-1 am; Sun 6-9 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min				
	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	100	85	75	65	63
AA	90	75	65	55	53
A	70	55	45	35	33

### 7. PACKAGE PLANS

PER WK:	PLAN I—1/2AAA, 1/2AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	70	60	55	51	47
30/20/10 sec.	60	51	47	43	39

PER WK:	PLAN II—1/3AAA, 1/3AA, 1/3A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	60	50	45	41	37
30/20/10 sec.	51	42	39	35	31

ROS—MON THRU SUN 5 AM-2:30 AM—PREEMPTIBLE

1 min. 50 40 36  
30/20/10 sec. 42 34 31

DISCOUNT—MINIMUM 200.00 WEEKLY

26 wk—5% 52 wk—10%

# W-100 / FM 100

(formerly WFMM)

1947

## Century National Sales



Media Code 4 214 2402 9.00  
Century Broadcasting Corp., 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-787-3900.

### STATION'S PROGRAMMING DESCRIPTION

WL00: Programmed for adults. MUSIC: up to 54 min of standard popular music and current favorites appealing to adults every hour with only 4 interruptions any hour of day. NEWS: 15 headline reports daily: weather, sports and time 24 hours a day. COMMERCIAL POLICY: up to 8 units per hour. Contact Representative for further details. Rec'd 5/3/74.

### 1. PERSONNEL

President—Howard Grafman. Vice-Pres. & Gen'l Mgr.—Darrel Peters. Vice-Pres. & Sales Dir.—Harvey Wittenberg.

### 2. REPRESENTATIVES

Century National Sales.

### 3. FACILITIES

ERP 6,200 w. (horiz.), 6,200 w. (vert.); 100.3 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,187 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5.  
Rate protection: 15h.  
Basic Rates: 22a, 23a.  
Contracts: 45.  
Comb.: Cont. Discounts: 60d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 14 Eff 6/1/74—Rec'd 5/3/74.

AAA—9 am-9 pm.  
AA—6-9 am & 9 pm-midnight.

### 7. PACKAGE PLANS

PER WK:	PLAN 1—FIXED POSITION				
	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	64	60	56	52	48
AA	58	54	50	46	42

PLAN 2—TOTAL AUDIENCE PLAN  
(1/3 ea 6 am-noon, noon-6 pm, 6 pm-midnight)

1 min. 52 48 44 40  
30 sec/less: 80% of 1 min.

DISCOUNT

52 wk—5%

## WLS MUSICRADIO 89

1924

# OWNED AM STATION



Subscriber to the NAB Radio Code

Media Code 4 214 2420 1.00  
American Broadcasting Co., a division of American Broadcasting Companies, Inc., 360 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-782-2002. TWX 312-222-0171.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Martin G. Greenberg. General Sales Manager—Nicholas D. Trigony. Sales Manager—Richard R. Benzon.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

50,000 w.; 890 kc. Non-directional. Clear channel.

Operating schedule: 24 hours. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10f.  
Basic Rates: 20a, 23a, 25a, 29a.  
Contracts: 40a, 42a, 45, 46, 48.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
FM facilities: WDAI (FM).  
Affiliated with American Contemporary Network.  
Rates contained herein are in accordance with Phase III guidelines as issued by The Cost of Living Council.

### TIME RATES

No. 12 Eff 4/1/73—Rec'd 3/21/73.

AAA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-8 pm; Sat & Sun 10-12:30 am.  
AA—Mon thru Fri 10 am-3 pm & 8 pm-12:30 am.  
A—Tues thru Sun 12:30-5:30 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA				
	1 min 30/20/10 sec	1 min 30/20/10 sec	1 min 30/20/10 sec	1 min 30/20/10 sec	1 min 30/20/10 sec
Fixed	220	176	110	150	120
6 ti	203	164	102	130	104
12 ti	195	156	97	120	96
18 ti	185	148	92	110	88
24 ti	175	140	87	105	80

A: Pkg of 58 1-min per wk, 870.00. Minimum contract 13 wks non-cancellable. 26 & 52 wk discount not applicable.

### 7. PACKAGE PLANS

I MIN:	TONNAGE PLAN—MAXIMUM 50% AAA				
	AAA	AA	AAA	AA	AAA
15 plan	165	130	165	130	165
25 plan	150	115	150	115	150
ROS 36 plan	140	105	140	105	140

### 10. SPECIAL FEATURES

PER WK:	AAA NEWSCASTS—MON THRU SAT				
	Open 6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	230	225	215	210	205
20/30 sec.	184	180	172	168	164

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
26 wk—5%  
Minimum of same length as schedule and also for no more than 25% of wks.

# WMAQ

1922

An NBC Owned Station

## NBC Radio Network



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code

Media Code 4 214 2530 7.00  
National Broadcasting Co., Inc., Merchandise Mart, Chicago, Ill. 60654. Phone 312-644-8300. TWX 312-222-9441.

### STATION'S PROGRAMMING DESCRIPTION

WMAQ: Programmed for adults 18-49. MUSIC: adult contemporary; current popular hits with light mix of modern country & No. 1 oldies. ENTERTAINMENT: 6-10 am, A/C music, personality emphasis on humor & comedy, phone calls, traffic, community involvement. 10-3 pm, A/C music, personality, service. 3-7 pm, A/C music, personality, traffic, continuous audience promotion. 7 pm-midnight, music, personality, sports. Midnight-6 am, A/C music, personality, truck traffic reports. NEWS: 12 man staff, 60% emphasis on local/regional news, network at :60, on-the-spot reports, editorials. SPORTS: play-by-play professional hockey. World Series, college football & Bowl games. Contact Representative for further details. Rec'd 9/5/74.

### 1. PERSONNEL



Chicago—WNUS, WNUS-FM—Cont'd

FM-ERP 33,000 w. (horiz.), 33,000 w. (vert.); 107.5 mc. Operating schedule: 24 hours daily. CST. Antenna ht.: 600 ft. above average terrain.

1. PERSONNEL President—Louis B. Lee. Vice-Pres. & Gen'l Mgr.—Daniel R. Lee. Program Director—Iroy J. Bellavia.

2. FACILITIES 1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Divides time with WEDC and WCRW.

3. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: Fixed 6 ti 12 ti 18 ti 24 ti

7. PACKAGE PLANS TOTAL AUDIENCE PLANS—1/3AAA, 1/3AA, 1/3A

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

WOJO 1946 EVANSTON

Spanish RAB

(This is a paid duplicate of the listing appearing under Chicago Urban Area.) Media Code 4 214 3272 5.00

Broadcast Communications, Inc., 2425 Main St., Evanston, Ill. 60202. Phones 312-869-8900, 273-3330.

Corporate address: 2008 State National Bank Plaza, Evanston, Ill. 60204. Phone 312-869-8904.

STATION'S PROGRAMMING DESCRIPTION WOJO: Spanish-language informational, news, music M-Sat 5 am-7 pm. Sun: religious programming.

1. PERSONNEL President—Edward A. Wheeler. General Manager—Steve Wyman. Station Manager—Gary Grouwinkler.

2. REPRESENTATIVES Jack Masia & Co., Inc.

3. FACILITIES ERP 6,200 w.; 105.1 mc. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,174 ft. above average terrain.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 min 20 sec 30 sec 10 sec

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES Spanish language audio of CBS CT 2 WBBM-TV news—Mon thru Fri 6-7 pm

WSBC 1925

Media Code 4 214 2895 8.00 WBBM Broadcasting Co., Inc., 4949 W. Belmont Ave., Chicago, Ill. 60641. Phone 312-777-1700.

STATION'S PROGRAMMING DESCRIPTION WBBM: Ethnic programs: Spanish 44%, Polish 18%, Italian 17%, Ukrainian 3%, Slovak 1%, Arabic 3.5%. Religious 13.5%. Rec'd 7/5/74.

1. PERSONNEL President—Louis B. Lee. Vice-Pres. & Gen'l Mgr.—Daniel R. Lee. Program Director—Iroy J. Bellavia.

2. FACILITIES 1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Divides time with WEDC and WCRW.

3. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7a, 8.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6b, 7a, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 ti 20 ti 40+ ti 20 ti 40+ ti

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

WSDM (FM) 1942

Media Code 4 214 2750 1.00 L & P Broadcasting Co., 875 N. Michigan Ave., Chicago, Ill. 60611. Phone 312-266-9600.

STATION'S PROGRAMMING DESCRIPTION WSDM (FM): Programmed for adults & young adults.

1. PERSONNEL General Manager—Terry Chess. National Sales Manager—Frank A. Leyra.

2. REPRESENTATIVES Jack Masia & Co., Inc.

3. FACILITIES ERP 6,000 w. (horiz.), 6,000 w. (vert.); 97.9 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3b, 4a, 4d, 5.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 min 20 sec 30 sec 10 sec

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

WXFM (FM) 1947 ELMWOOD PARK

(This is a paid duplicate of the listing appearing under Chicago Urban Area.) Media Code 4 214 3685 8.00

WXFM, Inc., 333 N. Michigan Ave., Chicago, Ill. 60601. Phone 312-943-7474.

STATION'S PROGRAMMING DESCRIPTION WXFM (FM): Programmed for adults and young adults.

1. PERSONNEL Pres. & Gen'l Sales Mgr.—Robert C. Victor. Station Manager—Patricia Kaplan.

2. FACILITIES ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.9 mc. Operating schedule: 24 hours. CST. Antenna ht.: 1,540 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5a, 7b, 8.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 4a, 4d, 5a, 7b, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 min 19 18 17 16 15 14 13

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

WXRT (FM) 1950

Media Code 4 214 2805 3.00 WBBM Broadcasting Co., Inc., 4949 W. Belmont Ave., Chicago, Ill. 60641. Phone 312-777-1700.

STATION'S PROGRAMMING DESCRIPTION WXRT (FM): Ethnic programs 5 am-8 pm; progressive rock music 8 pm-5 am. Rec'd 7/5/74.

3. FACILITIES ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.1 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.

4. AGENCY COMMISSION 15/0 time only.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 ti 20 ti 40+ ti 20 ti 40+ ti

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

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ILLINOIS

3. FACILITIES ERP 6,000 w. (horiz.), 6,000 w. (vert.); 102.7 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,170 ft. above average terrain.

4. AGENCY COMMISSION 15/0 time and spots only.

5. GENERAL ADVERTISING See coded regulations AM facilities: WOJA. Affiliated with Bernard Howard Black Radio Network.

6. SPOT ANNOUNCEMENTS PER WK, EA: 1 ti 6 ti 12 ti 18 ti 24 ti

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

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WCGO 1950 CHICAGO HEIGHTS

Media Code 4 214 2915 8.00 South Cook Broadcasting, Inc. 119 Olympia Plaza, Chicago Heights, Ill. 60411. Phone 312-756-6100.

STATION'S PROGRAMMING DESCRIPTION WCGO: Programmed for black listener, concentrating on maturity.

1. PERSONNEL Pres. & Gen'l Mgr.—A. V. Santucci. Oper. & Sales Mgr.—W. G. Beindorff.

2. REPRESENTATIVES Gert Bunchez and Associates.

3. FACILITIES 1,000 w. days; 1600 kc. Directional. Operating schedule: 5 am-local sunset. CST. Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WTAS (FM).

4. AGENCY COMMISSION 15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations General: 1a, 2b, 3a, 4a, 5, 8.

6. SPOT ANNOUNCEMENTS PER WK, EA: 50 ti 40 ti 30 ti 50 ti 40 ti 30 ti

7. PACKAGE PLANS 1 hr 1/2 hr 1/4 hr 5 min

8. SPECIAL FEATURES NEWSCASTS 1 1-min spot, plus opening ID. Applicable 1-min plus 5.00.

AM or FM available individually in non-duplicated times at the following rates: FM only: 60%

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WBMX (FM) 1950 OAK PARK

Media Code 4 214 2887 1.00 Sonderling Broadcasting Corp., 408 S. Oak Park Ave., Oak Park, Ill. 60302. Phone 312-626-1030.

STATION'S PROGRAMMING DESCRIPTION WBMX (FM): Programmed for adults as Black alternative to rhythm & blues, featuring entire Black musical experience. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL President—Egmont Sonderling. General Manager—Ronald K. Craven.

2. REPRESENTATIVES Bernard Howard & Co., Inc.

3. FACILITIES ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.9 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 1,500 ft. above average terrain.

4. AGENCY COMMISSION 15/0 time only.

# ILLINOIS

## Chicago Urban Area—WCLR (FM)—Cont'd

**3. GENERAL ADVERTISING** See coded regulations  
 General: 2a.  
 Rate Protection: 15b.  
 Cancellation: 70c.  
 Affiliated with Avco Group Plan.

### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
 No. 5 ET 6/1/74—Rec'd 6/19/74.

AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sun 10 am-7 pm.  
 A—All other times.

	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 tl.....	50	40	45	35
12 tl.....	45	36	40	32
18 tl.....	40	32	35	28
24 tl.....	35	28	30	24

10 sec: 50% of 1-min.  
 (\*) John Domeus show.  
**10. SPECIAL FEATURES**  
 Newscastrs—1/2x 1-min.

## WEAW

1953  
**EVANSTON**  
**RAB**

Media Code 4 214 2870 6.00  
 Broadcast Communications, Inc., 2425 Main St.,  
 Evanston, Ill. 60202. Phones 312-869-8900, 273-3330.

Corporate address: 2008 State National Bank Plaza,  
 Evanston, Ill. 60204. Phone 312-869-8904.

**STATION'S PROGRAMMING DESCRIPTION**  
 WEAW: Programmed for adults.  
 News and commentary, middle-of-the-road-music, network news and commentary programs, informational and religious programs. Women's news and music 10:30 am-noon. SPORTS: university and high school football and basketball games. Hourly 5 min news. Contact Representative for further details. Rec'd 11/7/77.

**1. PERSONNEL**  
 President—Edward A. Wheeler.  
 General & Sales Manager—Steve Wyman.

**2. REPRESENTATIVES**  
 Hugh Wallace Company.

**3. FACILITIES**  
 5,000 w. days; 1330 kc. Directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60d, 60e, 61a.  
 Cancellation: 70b, 70d, 71a, 72, 73a.  
 Prod. Services: 80, 82.  
 FM facilities: WOJO.  
 Affiliated with American Entertainment Network.

### TIME RATES

Rates effective  
 Card received July 28, 1964.

	1 min	30 sec	10 sec
6 SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 tl.....	20.00	15.00	10.00
13 tl.....	18.00	13.50	9.00
52 tl.....	16.00	12.00	8.00
260 tl.....	12.00	9.00	8.00

**6. PROGRAM TIME RATES**  
 1 hr..... 150.00  
 1/2 hr..... 142.50  
 1/4 hr..... 127.50  
 30 min..... 112.50

**STELLA WHITE PROGRAM RATES**  
 PER WK:  
 1 tl..... 19.50  
 3 tl..... 57.50

## WJOB

1958  
**HAMMOND, IND.**  
**RAB**

Media Code 4 214 3185 4.00  
 Illiana FM Broadcasters Inc., 2915 Bernice Bld.,  
 Lansing, Ill. 60438. Phone 312-474-3455.

**1. PERSONNEL**  
 General Manager—Wendell E. Borriuk.  
 Program Director—Donald Burgeson.  
 News Director—George O'Brien.

**3. FACILITIES**  
 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.  
 Stereo.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: 260 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a.  
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28c, 33b.  
 Comb.: Cont. Discounts: 60f, 62d.  
 Cancellation: 70a, 70c, 71b.  
 Prod. Services: 82.

### TIME RATES

No. 7-N ET 10/1/73—Rec'd 10/26/73.

	1x	65x	78x	130x	156x	260x	312x
1 min.....	10.35	9.20	8.95	8.75	8.65	8.35	8.05
30 sec.....	8.10	7.00	6.65	6.45	6.35	6.15	5.75

**8. PROGRAM TIME RATES**  
 1 hr..... 70  
 1/2 hr..... 46  
 Fixed position, extra 10%.

## 10. SPECIAL FEATURES

**NEWS:** 1x 65x 78x 130x 156x 260x 312x  
 5 min..... 15.00 13.80 13.25 12.65 11.50 10.35 9.20  
 10 min..... 23.00 21.85 20.70 19.55 18.40 16.10 13.80  
 1/4 hr..... 28.75 25.30 23.00 21.85 20.70 19.55 17.25  
 Fixed position, extra 10%.

## WLTD

1946  
**EVANSTON**  
**RAB**

Cummings Communications Corporation  
 Media Code 4 214 3160 2.00  
 Cummings Communications Corp., 2100 Lee St.,  
 Evanston, Ill. 60202. Phone 312-475-1590.

**1. PERSONNEL**  
 Chief Exec. & Pres.—Alan H. Cummings.  
 General Manager—Robert E. Larsen.

**3. FACILITIES**  
 1,000 w. days; 1590 kc. Non-directional.  
 Operating schedule: 6 m-local sunset daily. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 18.  
 Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 28a, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 44a, 46, 47a, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61c.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81.  
 Affiliated with MBS.

### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
 No. 3 ET 9/1/74—Rec'd 9/5/74.

**6. SPOT ANNOUNCEMENTS**  
 PER WK:  
 1 min..... 15 14 13 12  
 30 sec..... 12 11 10 9  
 10 sec..... 6 5 4

**CONSECUTIVE WEEK DISCOUNT**  
 13 wk—10%

**7. PACKAGE PLANS**  
**TOTAL AUDIENCE PLAN**  
 PER WK, EA:  
 Plan A—25 tl, Mon-Fri, 5:30-9 am, 10 10 am-3 pm, 5:30-6 pm, 5 all other times..... 7.50  
 Plan B—15 tl, Mon-Fri, 3:30-6 am, 6 10 am-3 pm, 3:30-6 pm, 3 all other times..... 9.00  
 30 sec: 80% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
 13 wk—10%

**WEEKEND SPECIAL**  
 15 tl 25 tl 50 tl  
 1 min..... 75 100 150  
 30 sec..... 75 100 150  
 Scheduled Fri, Sat & Sun with no more than 50% of total spots on any single day.

**8. PROGRAM TIME RATES**  
 PER YR:  
 1a 13x 52x 260x  
 5 min..... 40 35 30 25  
 1/4 hr..... 65 60 55 50  
 1/2 hr..... 115 100 95 90  
 1 hr..... 140 125 120 115

**9. PARTICIPATING PROGRAMS**  
 Old Time Radio Programming, Mon thru Fri 7-10 am, Sat 1-5 pm, Sun 5:30-6 pm. Big Band Music, Mon thru Fri 4-6:30 pm. Program rates apply.

**10. SPECIAL FEATURES**  
**INTERNATIONAL & NATIONAL NEWS AT :60**  
 PER WK:  
 LOCAL & REGIONAL NEWS AT :30  
 1 min..... 20.00 18.50 16.00 14.50 12.00  
 Incl 1 1-min spot plus 15-sec open & close.  
 TIME CHECK: 10 tl 15 tl 20 tl 30 tl  
 Per wk, 15 sec..... 4.00 3.50 3.00 2.50 2.00

## WLTH

1963  
**GARY, IND.**  
**RAB**

Subscriber to the NAB Radio Code  
 Media Code 4 214 3190 9.00  
 Beavly Broadcasting Company, Inc., Lincoln Hwy. at  
 Ellis Ave., East Chicago Heights, Ill. 60411.  
 Phones Chicago Heights 312-758-1400; Gary, Ind.  
 862-3141.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMPP: Programmed for the Black listeners.  
 MUSIC: Top R & B hit records only. NEWS: 5 min at :60: 2-min headlines at :30. UPI Wire & network. SUN: church remotes & gospel programming. AIR PERSONALITIES: handle all segments & taped commercials by personalities are interchangeable. COMMERCIAL POLICY: Maximum 18-min per hour. Contact Representative for further details. Rec'd 1/22/74.

**1. PERSONNEL**  
 President—Charles J. Pinckard II.  
 Vice-Pres. & Nat'l Sales Mgr.—Allen Brown.  
 General Manager—Allen Wheeler.

**2. REPRESENTATIVES**  
 New York, San Francisco, Los Angeles—Frederick W. Smith.  
 Atlanta—Southern Spot Sales, Inc.

**3. FACILITIES**  
 1,000 w. days; 1470 kc. Directional.  
 Operating schedule: 5 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only: payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12b, 13b, 14b, 15b.  
 Basic Rates: 20b, 21b, 21d, 23a, 24a, 25c, 28, 28b, 29b, 30, 33c.  
 Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 61a, 62b.  
 Cancellation: 70a, 70d, 71a, 73b.  
 Prod. Services: 80, 82.

15% additional billing on all uncompleted contracts.  
 Remote line charges not included.

**TIME RATES**  
 No. 2 ET 6/1/71—Rec'd 3/29/71.  
 AA—Mon thru Fri 6-9 am & 3-6 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**  
 1 MINUTE  
 CLASS AA  
 PER WK:  
 10 tl 15 tl 20 tl 25 tl 30 tl 35 tl  
 1 wk..... 18.00 17.50 17.00 16.50 16.00 15.50  
 13 wk..... 17.00 16.50 16.00 15.50 15.00 14.50  
 26 wk..... 16.00 15.50 15.00 14.50 14.00 13.50  
 52 wk..... 14.00 13.50 13.00 12.50 12.00 11.50  
 1-9 tl per wk, ea 21.00

CLASS A  
 1 wk..... 15.00 14.50 14.00 13.50 13.00 12.50  
 13 wk..... 14.00 13.50 13.00 12.50 12.00 11.50  
 26 wk..... 13.00 12.50 12.00 11.50 11.00 10.50  
 52 wk..... 11.50 11.00 10.50 10.00 9.50 9.00  
 1-9 tl per wk, ea 18.00

30 SECONDS  
 CLASS AA  
 1 wk..... 15.00 14.50 14.00 13.50 13.00 12.50  
 13 wk..... 14.00 13.50 13.00 12.50 12.00 11.50  
 26 wk..... 13.00 12.50 12.00 11.50 11.00 10.50  
 52 wk..... 11.50 11.00 10.50 10.00 9.50 9.00  
 1-9 tl per wk, ea 18.00

CLASS A  
 1 wk..... 13.00 12.50 12.00 11.50 11.00 10.50  
 13 wk..... 12.00 11.50 11.00 10.50 10.00 9.50  
 26 wk..... 11.00 10.50 10.00 9.50 9.00 8.50  
 52 wk..... 10.00 9.50 9.00 8.50 8.00 7.50  
 1-9 tl per wk, ea 16.00

## WOJO

1946  
**EVANSTON**  
**RAB**

Media Code 4 214 3272 5.00  
 Broadcast Communications, Inc., 2425 Main St.,  
 Evanston, Ill. 60202. Phones 312-869-8900, 273-3330.

Corporate address: 2008 State National Bank Plaza,  
 Evanston, Ill. 60204. Phone 312-869-8904.

**STATION'S PROGRAMMING DESCRIPTION**  
 WOJO: Spanish-language informational, news, music M-Sat, 5 am-7 pm Sun, religious programming. SPORTS, Big 10 basketball. Contact Representative for further details. Rec'd 5/20/74.

**1. PERSONNEL**  
 President—Edward A. Wheeler.  
 General Manager—Steve Wyman.  
 Station Manager—Gary Grouwink.

**2. REPRESENTATIVES**  
 Jack Masin & Co., Inc.

**3. FACILITIES**  
 ERP 6,200 w., 105.1 mc.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 1,174 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 20b, 21a, 21c, 22b, 23b, 24b, 25a, 28, 28b, 28c, 29a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 60f, 61a.  
 Cancellation: 70b, 70d, 71a, 72, 73a.  
 Prod. Services: 80, 82.  
 AM facilities: WEAW.

**TIME RATES**  
 ET Rec'd 1/3/67.

**6. SPOT ANNOUNCEMENTS**  
 1 min 30 sec 10 sec  
 1 x..... 20.00 15.00 10.00  
 13 x..... 18.00 13.50 9.00  
 52 x..... 16.00 12.00 8.00  
 260 x..... 12.00 9.00 8.00

**7. PROGRAM TIME RATES**  
 1 hr 1/2 hr 1/4 hr 5 min  
 1 x..... 150.00 90.00 60.00 30.00  
 10 x..... 142.50 85.50 57.00 28.50  
 52 x..... 127.50 76.50 51.00 26.50  
 260 x..... 112.50 67.50 45.00 23.60

**10. SPECIAL FEATURES**  
 Spanish language audio of CBS Ch 2 WBBM-TV news—Mon thru Fri 6-7 pm:  
 1 min..... 65 30 sec..... 35  
 (D)

**WOPA**  
**OAK PARK**  
 1950  
**RAB**

A Sponderling Station  
 Media Code 4 214 3355 8.00  
 Sponderling Broadcasting Corp., 408 S. Oak Park  
 Ave., Oak Park, Ill. 60302. Phones 312-848-5700;  
 Chicago 312-378-4653.

**1. PERSONNEL**  
 President—Ermont Sponderling.  
 General Manager—Sidney Schneider.

**2. REPRESENTATIVES**  
 Bernard Howard & Co. Inc.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10c, 11f, 12b, 13b, 14b, 15b.  
 Basic Rates: 20b, 21b, 21c, 23a, 24a, 25b, 27, 28b, 28c, 29b, 31, 33d.  
 Contracts: 40c, 41, 42c, 43, 44b, 45, 47a, 48, 49, 51b, 51c.  
 Comb.: Cont. Discounts: 60c, 60d, 60f, 61c, 62c.  
 Cancellation: 70a, 70d, 71b, 73a.

Prod. Services: 81, 82.  
 FM facilities: WBIX (F31).  
 ET 2/7/74—Rec'd 3/29/74.

**TIME RATES**  
 ET 2/7/74—Rec'd 3/29/74.

**8. SPOT ANNOUNCEMENTS**  
 1x 13x 26x 52x 104x 260x 312x 320x  
 1 min 24.00 23.00 22.50 22.00 20.00 18.00 16.00 13.00  
 30 sec 18.50 17.00 16.50 16.00 15.00 13.50 12.00 10.00

## WTAQ

1950  
**LA GRANGE**  
**RAB**

**AMERICAN ENTERTAINMENT**  
**RADIO NETWORK**

Subscriber to the NAB Radio Code  
 Media Code 4 214 3520 7.00

S. and S. Broadcasting Co., 9355 W. Joliet Rd.,  
 La Grange, Ill. 60525. Phone 312-332-1300, 243-2622.

**1. PERSONNEL**  
 President—Charles F. Sebastian.  
 Vice-Pres. & Administration—Arthur L. Schlieman.  
 Director, Station Operations—William H. Wardle.

**3. FACILITIES**  
 5,000 w. days, 500 w. nights; 1360 kc. Directional.  
 Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 38, 28b, 29a.

Contracts: 40a, 44a, 45, 47c.  
 Comb.: Cont. Discounts: 60d, 60e, 62b.  
 Cancellation: 70a, 71b, 72, 73a.  
 Prod. Services: 80, 82.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 1/1/71—Rec'd 6/7/71.

**6. SPOT ANNOUNCEMENTS**  
 6 AM-LOCAL SUNSET  
 1x 13x 26x 32x  
 1 min..... 15.00 12.50 12.00 11.00  
 30 sec..... 10.00 9.00 8.00 7.80

**LOCAL SUNSET-6 AM**  
 1 min..... 7.50 6.00 5.50 5.00  
 30 sec..... 5.00 4.50 4.00 3.50

**6 AM-LOCAL SUNSET**  
 1x 13x 26x 52x  
 1 hr..... 150.00 121.00 115.00 109.00  
 1/2 hr..... 90.00 76.00 71.50 68.00  
 1/4 hr..... 50.00 46.00 42.50 41.50  
 5 min..... 30.00 25.50 23.50 20.50

**LOCAL SUNSET-6 AM**  
 1 hr..... 75.00 55.00 52.50 49.50  
 1/2 hr..... 45.00 34.50 32.50 31.00  
 1/4 hr..... 25.00 21.00 19.50 19.00  
 5 min..... 15.00 11.50 10.50 10.00

## WTAS (FM)



Chicago Urban Area—Continued

**WVON**  
1925  
CICERO  
Independent  
**gci**  
Sales

A Globetrotter Communications, Inc. Station  
Media Code 4 214 3630 4.00  
Globetrotter Communications, Inc., 1 IBM Plaza,  
Chicago, Ill. 60611. Phone 312-467-4650.  
All copy to be sent to Studio: 3350 S. Kedzie Ave.,  
Chicago, Ill. 60623. Phone 312-847-2600.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVON: MUSIC: rhythm & blues 99%; gospel &  
religion 1%. NEWS: 5 min at :50; 1 min headlines  
at 14. Sun devoted to church remotes & live gospel  
programming. Women's programming—2-1/2 min  
vignettes 8 times a day. Public service vignettes 8  
times daily. COMMERCIAL POLICY: maximum 18  
minutes per hour. Contact Representative for further  
details. Rec'd 11/13/74.

- PERSONNEL**  
Vice-Pres./Dir. of Broadcasting—Robert F. Bell.  
General Manager—Lucky Cordell.  
General Sales Manager—Harvey Lapidus.
- REPRESENTATIVES**  
GCI Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15.0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10d, 11b, 12h, 13h, 14b, 15a.  
Basic Rates: 20b, 21h, 22a, 23a, 24a, 25a, 26, 27,  
28a, 29a, 33d.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50,  
51a.  
Comb.; Cont. Discounts: 60a, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.

**TIME RATES**  
No. 12R Eff 6/1/74—Rec'd 6/12/74.  
AA—Mon thru Fri 5:30-10 am, 3-7 pm; Sat 6 am-  
3 pm & Sun 6 am-midnight.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat 3 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
1-5 per wk, 1 min flat 100.00.  
1-5 per wk, 30 sec flat 85.00.

PER WK	1 min	30 sec
WK: 1 wk	13 wk	26 wk
6 ti	93	90
12 ti	84	83
18 ti	81	80
24 ti	78	77
30 ti	76	75

**CLASS A**  
1-5 per wk, 1 min flat 36.00.  
1-5 per wk, 30 sec flat 31.00.

PER WK	1 min	30 sec
WK: 1 wk	13 wk	26 wk
6 ti	89	88
12 ti	77	75
18 ti	74	72
24 ti	70	69
30 ti	68	67

**9. PARTICIPATING PROGRAMS**  
GOSPEL TIME—MON THRU FRI 4-5:30 AM  
1 min..... 40 30 sec..... 32  
POST MIDNIGHT—SUN THRU SAT  
MIDNIGHT-4 AM  
1 min..... 24 30 sec..... 20

**10. SPECIAL FEATURES**  
AA, ea..... 120 A, ea..... 108  
6+ per wk, 10% discount.  
Rateholder: minimum 3 per wk.

**WVXX** **WVXX-FM**  
1963 **HIGHLAND PARK** 1963  
**RAB**

Media Code 4 214 3643 7.00  
Vanguard Communications, Inc., 443 Central Ave.,  
Highland Park, Ill. 60035. Phone 312-432-1430.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVXX: Programmed for young adults.  
MUSIC: Progressive including rock, folk, blues and  
jazz. Network news. Rec'd 5/29/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—James F. Hoffman.
- FACILITIES**  
1,000 w. days; 1430 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
ERP: 3,000 w.; 103.1 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 153 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10x, 11g, 12x, 13g, 14g.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b,  
24a, 24c, 25a.  
Contracts: 40a, 41, 44b, 46, 48.  
Comb.; Cont. Discounts: 60b, 60g, 60i, 61a, 62b,  
62d.  
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. N3 Eff 1/1/74—Rec'd 2/1/74.

**7. PACKAGE PLANS**  
MONDAY THRU SUNDAY 6 AM-MIDNIGHT

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min, ea....	18.00	17.50	17.00	16.50	16.00	15.50
30 sec, ea....	14.00	13.50	13.00	12.50	12.00	11.50

\*ROS BULK, PER YR: 260x 520x 1000x  
1 min..... 15.00 14.00 13.00  
30 sec..... 11.00 10.00 9.00  
(\* Preemptible; contract for in advance & used  
within 52-wk period.  
10 sec: flat 6.00.  
Specified time: 1 ti rate.  
All other times: 50% of above.

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	75	55	35	15
52 x.....	60	45	30	15
260 x.....	50	(*)	25	15

(\* ) 37.50

**WWCA**  
GARY, IND.  
See listing under Gary, Ind.

**W W M M (FM)**  
1960  
ARLINGTON HEIGHTS

**NAB** **RAB**  
Media Code 4 214 3657 7.00  
Community Broadcasters, Inc., 120 W. University  
Dr., Arlington Heights, Ill. 60004. Phone 312-  
398-2300.

- STATION'S PROGRAMMING DESCRIPTION**  
W W M M (FM): Programmed for general adult appeal.  
MUSIC: current MOR popular & oldies, all jazz  
after 7 pm M-Sat. NEWS: at :60 M-Sat. 10 min  
business news at 7 am & 6:30 pm M-F. SPORTS:  
professional hockey, high school football, basketball  
& hockey, feature horse race. Rec'd 5/29/74.
- PERSONNEL**  
Pres. & Gen'l Mgr.—John C. De Witt.  
Operations Director—Jack Stockton.  
General Sales Manager—Lawrence Mandel.
  - FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 feet above average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 4a, 4c, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 21b, 33d.  
Contracts: 50.  
Comb.; Cont. Discounts: 60f, 62d.  
Cancellation: 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 Eff 2/1/74—Rec'd 5/29/74.  
AA—Mon thru Sat 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
FIXED, PER WK:

	12 ti	24 ti	36 ti	48 ti	12 ti	24 ti	36 ti	48 ti
4 wk.	20	19	17	13	18	16	14	10
13 wk	17	15	13	11	14	12	10	8
26 wk	13	11	10	9	10	8	7	7
52 wk	11	10	9	8	8	8	7	7

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
ROS, 1 MIN: 150x 300x 600x 1200x  
Es..... 10 9 8 7  
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
PER DAY: 13 wk 26 wk 52 wk  
10 min Business news..... 46 38 30  
5 min at :60..... 36 30 24  
High school sports, football, basketball, ice hockey  
—1 30-sec spot, ea 15.00; 2 30-sec 25.00.

**WXFM (FM)**  
1947  
ELMWOOD PARK  
Media Code 4 214 3685 8.00  
WXFM, Inc., 333 N. Michigan Ave., Chicago, Ill.  
60601. Phone 312-943-7474.  
**STATION'S PROGRAMMING DESCRIPTION**  
WXFM (FM): Programmed for adults and young  
adults.

MUSIC 90%: 30% classical, 60% general popular  
music, predominantly showtunes standards. All night  
show 100% classical music. News and special fea-  
tures 10%. Limited commercial policy, 8 minutes  
per hour. Rec'd 5/31/72.

- PERSONNEL**  
Pres. & Gen'l Sales Mgr.—Robert C. Victor.  
Station Manager—Patricia Kaplan.
- FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 105.9 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 1,540 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 14b, 15b.  
Basic Rates: 20a, 21a, 23a.  
Contracts: 40b.

**TIME RATES**  
No. 11 Eff 5/10/71—Rec'd 1/26/72.

**6. SPOT ANNOUNCEMENTS**

	1x	15x	30x	60x	125x	520x	500x
1 min.....	19	18	17	16	15	14	13

**6. PROGRAM TIME RATES**

	1x	15x	30x	60x	125x	250x	500x
1 hr.....	175	166	158	150	143	136	129
1/2 hr.....	131	124	118	112	106	101	96
5 min.....	74	70	67	64	61	58	55

(D)

**WYCA (FM)**  
HAMMOND, IND.  
See listing under Hammond, Ind.

**WYEN (FM)**  
1971  
DES PLAINES  
**NAB** **FIAB**

Media Code 4 214 3765 8.00  
Walt-West Enterprises, Inc., 2400 E. Devon Ave.,  
Des Plaines, Ill. 60018. Phone 312-297-8430.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYEN: (FM): Programmed for general interest.  
MUSIC: All request NEWS: hourly, additional  
services UPI audio. FEATURETTES: weather, sports,  
stock reports, specials. COMMERCIAL POLICY: 8  
minutes per hour. Contact Representative for further  
details. Rec'd 3/4/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ed Walters.  
Vice-President—Jerry Westerfeld.  
General Sales Manager—Ron Leppig.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP: 50,000 w. (horiz.), 50,000 w. (vert.); 106.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 303 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 45.  
Comb.; Cont. Discounts: 60f, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 2 Eff 1/1/74—Rec'd 2/13/74.

**6. SPOT ANNOUNCEMENTS**  
PER WK SPECIFIED: 5 ti 10 ti 15 ti 20 ti 25 ti

1 min.....	23	21	19	17	15
30/20 sec.....	18	17	15	14	12
10 sec.....	10	10	10	10	10

**PER YR. ROS:**  
1 min..... 18 16 14 12  
30/20 sec..... 14 13 11 10

**10. SPECIAL FEATURES**  
\*NEWSCASTS/TRAFFIC/FEATURETTES  
Es..... 20x 156x 260x 520x  
26 24 20 18  
Inc'l open & close plus 1 1-min spot.  
(\* Exact length of each newscast varies according  
to amount of important news for that hour.

ILLINOIS

CHICAGO HEIGHTS

Cook County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State  
See Chicago Urban Area

CICERO

Cook County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State  
See Chicago Urban Area

CLINTON

DeWitt County—Map Location E-6  
See SRDS consumer market map and data at begin-  
ning of the State.

WHOW

1947  
**NAB**  
Media Code 4 214 3795 5.00  
Cornbelt Broadcasting Co., South Route 51, Clinton,  
Ill. 61727. Phone 217-335-2161.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHOW: Programming country and western music.

- PERSONNEL**  
President—J. R. Livesay.
- FACILITIES**  
5,000 w. days; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Illinois Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 7/1/72—Rec'd 7/11/72.

**6. SPOT ANNOUNCEMENTS**

	1x	15x	26x	52x	104x	260x
1 min.....	8.50	8.10	7.70	7.30	6.90	6.50
30 sec.....	6.00	5.75	5.50	5.25	5.00	4.75
10 sec.....	4.00	3.80	3.60	3.40	3.20	3.00

COLUMBIA

Monroe County—Map Location D-9  
See SRDS consumer market map and data at beginning  
of the State.

WCBW (FM)

1964  
Media Code 4 214 3850 8.00  
Joseph L. Lepp Inc., 221 Beaird St., Columbia, Ill.,  
62236. Phone 618-281-5031.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCBW (FM): country, MOR & jazz music.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph L. Lepp.
- FACILITIES**  
ERP: 2,700 w.; 104.9 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 764 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 1/2/69—Rec'd 1/6/69.  
(This listing continued on next page)

# THE BLACK GIANT HAS 138,000 TOTALLY CAPTIVE CHICAGOANS.

Traditionally Black Chicago's #1 radio station has had a weekly audience larger than the total population of Denver, Cleveland or Baltimore.

That legendary reach now looks even more impressive: 7 days a week, from 6AM to midnight\* WVON ranks second among all Chicago stations for exclusive cume listening. That's an audience of nearly 140,000\* people who listen to one and only one station all day, every day.

The station is WVON.

Obviously, Chicago likes what the Black Giant has to offer. Make sure he mentions your name.

# WVON 1450

**NAM**

A Globetrotter Station  
Sold Exclusively by GCI Sales

\*Source—Pulse Central Zone April-May, 1974, Avg. 1/4 hour total persons 12+

# ILLINOIS

## Columbia—WCBW (FM)—Continued

6. SPOT ANNOUNCEMENTS	
1 min	30 sec
1 x.....	5.00 4.00 156 x..... 2.90 2.30
13 x.....	4.90 3.90 260 x..... 2.80 2.25
26 x.....	4.10 3.80 312 x..... 2.60 2.15
52 x.....	4.00 3.60 500 x..... 2.50 2.10
104 x.....	3.00 2.50 1000 x..... 2.30 2.00

## CRETE

Will County—Map location G-4  
See SRDS consumer market map and data at beginning of the State.

### See Chicago Urban Area

## CRYSTAL LAKE

McHenry County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## WIVS

1965

NAB

Media Code 4 214 9905 0.00  
Lake-Valley Broadcasters, Inc., 145 Virginia St., Crystal Lake, Ill. 60014. Phone 815-459-7000.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIVS: Programmed for family, emphasis on housewives.  
**AIR PERSONALITIES** handle all segments. Sign-off 10 am popular music with hourly news, weather, 10-11 am interviews with telephone participation, 11 am 30 pm popular music & quizzes, 2 pm swap shop via phones, 3 pm sign-off, music with news, sports, stocks, old-time radio. Sat: sign-on 1 am music, 10-11 am sports, adventure interviews, 1 am telephone show, Noon sign-off for teens—live groups, current hits, Sun: 8-9 am Broadway show, 12:30 pm old-time radio, 1 pm sign-off music. Rec'd 2/1/73.

**1. PERSONNEL**  
General Manager—Jo Bellairs.  
Sales Manager—Star Koerner.  
**2. FACILITIES**  
500 w.; 850 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
**3. AGENCY COMMISSION**  
15/0 time only.  
**4. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60i, 61c, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 3 ET 6/1/73—Rec'd 7/31/73.  
AA—Mon thru Sat sign-on-10 am & Mon thru Fri 2-3 pm; Sun 1-5 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
AA, 1-min flat..... 17 A, 1-min flat..... 15  
30 sec: 75% of 1-min. 15 sec: 50% of 1-min.  
**7. PACKAGE PLANS**  
1 MINUTE  
PER WK: 6 ti 10 ti 18 ti 25 ti 40 ti 50 ti  
AA..... 99 141 207 294 400 471  
A..... 78 112 160 235 353 412  
30 sec: 75% of 1-min. 15 sec: 50% of 1-min.  
**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
Ea..... 24 6 per wk..... 118  
(Q)

## DANVILLE (2 AM; 2 FM)

Vermillion County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WDAN

1958

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 9960 5.00  
First Danville Radio, Inc., 1501 N. Washington Ave., Danville, Ill. 61832. Phone 217-442-1700.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDAN: Programmed to general adult audience.  
**MUSIC:** MOR, current hits, standards, wonderful years, NEWS: network at :00; AP, state & local at :06; features (network & local) at :25, :45; weather summary 6:55, 11:55 am & 12:20 pm, forecast at :20, :40. Sports, markets, specials at :30; open line, guests 9-10 am. SPORTS: 7 times daily, scores twice per hour; play-by-play on spot high school, college & local basketball, football, baseball, golf, track; USAC racing. Contact Representative for further details. Rec'd 11/8/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. Max Shaffer.  
Vice-Pres./Sales & Prog.—John Eckert.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1480 kc.  
Non-directional.  
Operating schedule: 5:25-12:05 am. CST.  
**4. AGENCY COMMISSION**  
15/0  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 24c, 26, 27, 28a, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 44b, 45, 46, 47e 48, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60i, 61b.  
Cancellation: \*70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

(\* Not effective until 28 days after start of broadcasts under said contract.  
FM facilities: WMBJ (FM).  
Affiliated with CBS.  
Member: Illinois Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 11/1/73—Rec'd 10/26/73.  
**6. SPOT ANNOUNCEMENTS**  
CLASS A  
EA: 1x 26x 52x 156x 260x 365x 400x 600+  
1 min 7.00 6.00 5.00 4.50 4.00 3.50 3.00 2.50  
30/20, 5.50 5.00 4.50 4.00 3.50 3.00 2.75 2.50  
**7. PACKAGE PLANS**  
10 DAYS/LESS, EA: 5 ti 10 ti 20 ti 40 ti 60 ti  
1 min..... 7.00 6.00 5.00 4.00 3.00  
20/30 sec..... 5.50 4.50 3.50 2.50 2.00  
1D's..... 3.50 3.00 2.50 2.00 1.50  
**8. PROGRAM TIME RATES**  
CLASS A  
EA: 1x 26x 52x 156x 260x 365x  
1/2 hr..... 33.00 30.00 27.00 24.00 21.00 18.00  
1/4 hr..... 22.00 20.00 18.00 16.00 14.00 12.00  
10 min..... 15.00 13.50 12.00 10.50 9.00 7.50  
5 min..... 10.00 9.00 8.00 7.00 6.00 5.00

## WIAI (FM)

1970

NAB

Media Code 4 214 4020 7.00  
Kickapoo Broadcasting Co., 4 N. Vermilion St., Danville, Ill. 61832. Phone 217-446-0180.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIAI (FM): MUSIC: modern country. NEWS: UPI at :00. Weather: 5 min breaks at 5:40, 8:05 am & 12:05 pm. Summaries at :30. SPORTS: 5 min show at 7:30 am & 6:05 pm. FARM: show 5-6 am. Farm news, features, farmer's weather intermixed with c/w music. 5 min grain & market reports at 10:05 am, 12:10 & 1:30 pm. Rec'd 4/11/74.

**1. PERSONNEL**  
President—Paul K. Breesse.  
General Manager—Russell D. Bredholt.  
**2. REPRESENTATIVES**  
Call Russell D. Bredholt collect.  
**3. FACILITIES**  
ERP 50,000 w.; 99.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 500 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40b, 41, 42a, 43, 44b, 46, 47a, 49, 50, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61b, 62b.  
Cancellation: 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET 3/1/74—Rec'd 4/26/74.  
**6. SPOT ANNOUNCEMENTS**  
CLASS A  
1x 13x 52x 156x 260x 312x 520x 780x  
1 min 12.00 11.75 11.50 11.25 11.00 10.75 10.50 10.25  
30 sec 10.00 9.75 9.50 9.25 9.00 8.75 8.50 8.25  
(D)

## WITY

1953

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 4070 2.00  
Vermillion Broadcasters Corp., Hegeler Lane, Box 142, Danville, Ill. 61832. Phone 446-1312, 1313.

**1. PERSONNEL**  
President—Gilbert F. Metzger.  
General Manager—Louis Mitzlaff, II.  
Sales Manager—Conrad Overboe.  
**2. REPRESENTATIVES**  
St. Louis—Bruce Schneider & Co.  
Elsewhere, contact station direct.  
**3. FACILITIES**  
1,000 w.; 990 kc. Directional.  
Operating schedule: 5-1 am. CST.  
**4. AGENCY COMMISSION**  
15% on net (time only); no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 25b, 26, 28b, 28c, 29a, 33a.  
Contracts: 40c, 42b, 42d, 43, 45, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 61c, 62b.  
Cancellation: 70b, 70e, 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with MBS.

### TIME RATES

No. 7A ET 7/1/70—Rec'd 7/27/70.  
AA—6 am-7 pm.  
A—7 pm-1 am & 5-6 am.  
**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
1 x..... 1 min 30 sec  
1 x..... 7.00 6.00 300 x..... 5.75 3.25  
25 x..... 6.75 4.75 500 x..... 5.50 3.00  
50 x..... 6.50 4.50 700 x..... 5.00 2.75  
100 x..... 6.25 4.00 900 x..... 4.50 2.50  
250 x..... 6.00 3.75 1300 x..... 4.00 2.25  
CLASS A  
1 x..... 5.00 3.50 300 x..... 3.75 2.25  
25 x..... 4.75 3.25 500 x..... 3.50 2.00  
50 x..... 4.50 3.00 700 x..... 3.25 2.00  
100 x..... 4.25 2.75 900 x..... 3.00 2.00  
250 x..... 4.00 2.50 1300 x..... 2.75 2.00  
**7. PACKAGE PLANS**  
1 MIN: 15 ti 20 ti 30 ti 40 ti 50 ti  
1-5 wk. ea..... 6.00 5.50 5.00 4.50 4.00  
**8. PROGRAM TIME RATES**  
CLASS AA  
1/2 hr..... 45 43 41 39 37  
5 min..... 15 13 12 11 10  
**10. SPECIAL FEATURES**  
NEWSCAST CO-SPONSORSHIP  
PER WK: 6 ti 7 ti 10 ti 15 ti  
Ea..... 6.75 6.50 6.25 6.00 5.75  
Includes open & close plus 1 minute commercial.  
Minimum 18 week contract.

## WMBJ (FM)

(formerly WDAN-FM)

1967

NAB

RAB

Media Code 4 214 4097 5.00  
First Danville Radio, Inc., Box 584, 1501 N. Washington Ave., Danville, Ill. 61832. Phone 217-442-1700.

See affiliated AM station for additional information.  
AM facilities: WDAN.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMBJ (FM): Programmed for adult musical taste. MUSIC: MOR, current hits, standards; Sun PM—4 hour classics. NEWS: network hourly. COMMERCIAL POLICY: maximum 7 breaks per hour. Contact Representative for further details. Rec'd 11/8/71.

**3. FACILITIES**  
ERP 11,500 w.; 102.1 mc. Stereo.  
Operating schedule: 9 am-midnight daily.  
Antenna ht.: 450 ft. above average terrain.  
**TIME RATES**  
ET 4/1/74—Rec'd 3/29/74.

**6. SPOT ANNOUNCEMENTS**  
CLASS A  
1 min..... 26x 52x 104x 156x  
3.00 2.75 2.50 2.25 2.00  
**7. PACKAGE PLANS**  
5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min 15.00 27.50 37.50 45.00 50.00 52.50 75.00  
**8. PROGRAM TIME RATES**  
CLASS A  
1 hr..... 1x 26x 52x 104x 156x  
30 27 24 21 18  
1/2 hr..... 20 18 16 14 12  
5 min..... 6 5 4 (\*) 3  
(\*) 3.50

## DECATUR (2AM; 1FM)

Macon County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## WDZ

1921

NAB

RAB

A Prairieland Station  
Media Code 4 214 4125 4.00  
Prairieland Broadcasters, 265 S. Park St., Decatur, Ill. 62523. Phone 217-423-9744.

**1. PERSONNEL**  
General Manager—Stephen P. Bellinger.  
Sales Manager—Ron Fischmann.  
**2. REPRESENTATIVES**  
Call Ron Fischmann collect.  
**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 8 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 60k, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 23 ET 6/1/74—Rec'd 5/30/74.  
Drive Time—Mon thru Sat 6-9 am & 3-6 pm.

**6. SPOT ANNOUNCEMENTS**  
PER — Drive time..... All other times.....  
WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
1 min 16.00 15.00 14.00 13.00 12.00 11.00 10.00 10.00  
30 sec 12.00 11.00 10.25 9.50 8.50 8.00 7.50 7.50  
10 sec: Multiples of 12, minimum 4 per day 4.00.  
CUMULATIVE DISCOUNT  
13 consec wk—5% Annual contract—20%

## WSOY

1923

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 4180 9.00  
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62526. Phone 217-877-5371.

**STATION'S PROGRAMMING DESCRIPTION**  
WSOY: Programmed for general interest.  
**MUSIC:** MOR current hits, standards. NEWS: network at :00; features at :25; local at 5:35, 6:30, 7:20, 7:55, 8:55, 9:55 & 10:55 am; 12:11, 1:30, 5:30 & 10 pm; headlines 1-5 am; 3 man news staff, 1 mobile unit, statehouse correspondent. SPORTS: 1:15, 7:30, 8:15 am & 5:45 pm. play-by-play high school, college football & basketball. TALK: entertainment & open line 9:30-11:45 am, guests 1:10 pm, swap shop 11:10 am Sat. FARM: markets at 5:35 & 11:45 am.  
Weather: 5 min general: 8:55 am, 12:00, 5:40 & 10:10 pm; farmers weather 6:06 am & 12:30 pm. Remotes weekday afternoons from mobile studio. Contact Representative for further details. Rec'd 11/30/72.

**1. PERSONNEL**  
General Manager—C. R. Griggs.  
Sales Manager—Orv Graham.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.  
**4. AGENCY COMMISSION**  
15/0  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 21d, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 44a.  
Comb.; Cont. Discounts: 60b, 60i, 61b.  
Cancellation: 71a, 73a.  
Affiliated with CBS.

**TIME RATES**  
No. 24N ET 9/1/74—Rec'd 8/6/74.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 5-6 am & 10 am-6 pm.  
B—Mon thru Sat 6-10 pm; Sun 7 am-6 pm.  
C—All other times.

## 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti		AA	A
AA 20 19 18 17 16 15 14 13		AA	A
A 17 16 15 14 13 12 11 10		AA	A
B 14 13 12 11 10 9 8		AA	A
1 min fixed, extra..... 3.00 30 sec fixed, extra..... 2.00		AA	A
10 sec/less: 50% of 1-min.		AA	A
<b>ANNUAL CONTRACT:</b>		AA	A
156 x..... 18 15 13 14 12 10		AA	A
280 x..... 17 14 12 13 11 9		AA	A
500 x..... 16 13 11 12 10 8		AA	A
1040 x..... 15 12 10 11 9 7		AA	A

**8. PROGRAM TIME RATES**  
CLASS A: 1x 52x 104x 156x 260x 500x  
5 min..... 22.15 21.20 20.20 19.35 18.55 16.25  
10 min..... 31.15 29.95 28.80 27.35 26.40 23.50  
1/4 hr..... 40.50 38.65 36.85 35.25 33.65 30.55  
1/2 hr..... 54.15 51.70 49.45 47.25 45.20 43.55  
B: Less 15%  
**10. SPECIAL FEATURES**  
NEWSCASTS: AA A B C  
10 min..... 37.70 33.60 25.20 16.75  
5 min..... 24.65 21.45 15.10 10.05

## WSOY-FM

1946

### American FM Network

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 4181 7.00  
Illinois Broadcasting Co., Box 2250, Decatur, Ill. 62526. Phone 217-877-5371.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSOY-FM: Programmed for adults.  
**MUSIC:** popular, featuring current hits, MOR & standards. 50% vocal, 50% instrumental. Musical selections broadcast in groups of 4 without interruption. NEWS: 2-min local news & weather at :45, 3-min world news at :15. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/3/74.

**3. FACILITIES**  
ERP 54,000 w.; 102.9 mc. Quadraphonic.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 450 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
**TIME RATES**  
No. 4 ET 6/1/74—Rec'd 5/3/74.  
AA—6-10 am.  
A—10 am-10 pm.  
B—10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA CLASS A CLASS B  
1 x..... 9.40 7.05 7.65 5.90 6.45 4.70  
52 x..... 8.80 6.45 7.05 5.30 5.90 4.10  
156 x..... 8.25 5.90 6.45 4.70 5.30 3.55  
280 x..... 7.65 5.30 5.85 4.10 4.70 2.95  
500 x..... 7.05 4.70 5.30 3.55 4.10 2.35

## DE KALB (1 AM; 1 FM)

De Kalb County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WLBK

1947

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 4290 6.00  
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8656.

**STATION'S PROGRAMMING DESCRIPTION**  
WLBK: Programmed for general interest.  
6-7 am news, farm news, markets, weather, general popular music, middle-of-the-road, 7-9 am local, state and national news with actualities, program features, sports, devotional, livestock report, general popular music, middle-of-the-road, 9-10 am telephone audience participation, guests, interviews, 10 am noon general popular music, middle-of-the-road, women's features, fashions, births, community calendar, area news. Noon-1 pm local, state, national news, farm reports, weather, interviews, sports, 1 am sign-off general popular music, middle-of-the-road, hourly news, phone in buy, sell or trade, local, state, national news with actualities, sports, campus news, program features. Rec'd 2/26/68.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. F. Cerny.  
Sales Manager—Joe Barrie.  
Farm Director—Bob Brown.  
**2. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6-7 am & 4 pm sign-off. For non-simulcast facilities see WLBK-FM.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 15b.  
Basic Rates: 21a, 22b, 28c, 29a.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 61a.  
Cancellation: 71a.  
Prod. Services: 80, 82.  
Affiliated with KES.

Member: National AgRadio Groups, Inc., Illinois Radio Network, Farm Directors Radio Network.  
**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 16 ET 3/1/73—Rec'd 6/16/73.  
AA—6-10 am.  
A—10 am-noon, 1 pm sign-off.  
(This listing continued on next page)



De Kalb—W L B K—Continued

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	8.00	6.50	7.50	6.00
15 x	7.00	5.50	6.50	5.00
25 x	6.75	5.25	6.25	4.75
50 x	6.50	5.00	6.00	4.50
100 x	6.00	4.50	5.50	4.00
300 x	5.50	4.00	5.00	3.50
600 x	5.25	3.75	4.75	3.25
1000 x	4.75	3.25	4.25	2.75
1500 x	4.50	3.00	4.00	2.50

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr
1 x	10	16	20

Rate in Midday Report—extra 15%.  
10. SPECIAL FEATURES  
Midday Report noon-1 pm +a 6.75; no frequency discount.

W L B K-FM

1961



Subscriber to the NAB Radio Code  
Media Code 4 214 4291 4.00  
DeKalb Radio Studios, Inc., 711 N. First St., DeKalb, Ill. 60115. Phone 815-758-8686.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WLBK-FM: 6-7 am local, national & farm news; MOR music. 7 am-4 pm general popular music, news at :30. 4-6:20 pm news, interest programs, sports, quiz. MOR music. 6:20-9 pm popular rock 'n roll. 9 pm-2 am progressive hard rock & folk. Rec'd 6/19/73.

1. PERSONNEL  
Program Director—Bill Cerny.  
3. FACILITIES  
ERP 9,500 w. (horiz.), 9,500 w. (vert.); 92.5 mc. Operating schedule: 6 am-midnight. CST. Antenna ht.: 154 ft. above average terrain. Partial simulcast operation. Operated separately 7 am-4 pm & AM sign-off-midnight. For simulcast facilities see WLBK.

4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 3/1/73—Rec'd 6/19/73.  
AA—6 pm sign-off.  
A—7 am-6 pm.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	50x	150x	250x	500x
1 min	4.25	4.50	4.25	4.00	3.75	3.50	3.25
30 sec	4.25	3.50	3.25	3.00	2.75	2.50	2.25
1 min	5.00	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	4.00	3.25	3.00	2.75	2.50	2.25	2.00

8. PROGRAM TIME RATES

	5 min	10 min	1/4 hr
1 x	6	10	14

DES PLAINES

Cook County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

DIXON (1 AM; 1 FM)

Plus 1 paid cross reference.  
Lee County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

WIXN WIXN-FM

1961

1965



Subscriber to the NAB Radio Code  
Media Code 4 214 4345 8.00  
Farm Belt Radio, Inc., 1460 College Ave., Dixon, Ill. 61021. Phone 815-288-3341.

STATION'S PROGRAMMING DESCRIPTION  
WIXN: Programmed for general interest.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Harry Campbell.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.

3. FACILITIES  
1,000 w. days; 1460 kc. Directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w.; 101.7 mc. Operating schedule: 6 am-11 pm. Antenna ht.: 175 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with MBS. Member: Illinois Radio Network.

TIME RATES  
ER 5/1/73—Rec'd 5/8/73.

6. SPOT ANNOUNCEMENTS

	1x	15x	25x	50x	150x	250x	500x
1 min	8.50	7.75	7.50	7.25	7.00	6.75	6.50
30 sec	6.75	6.00	5.75	5.50	5.25	5.00	4.75

WSDR STERLING

City of license—Sterling, Ill.  
Studios—Dixon, Ill., 112 W. First St. Phone 2-7891.  
See listing under Sterling, Ill.

DUNDEE

Kane County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

WV FV (FM)

1967



Media Code 4 214 4400 1.00  
WV FV Radio, Inc., Box 235, Dundee, Ill. 60118.  
Phone 312-428-4421.

STATION'S PROGRAMMING DESCRIPTION  
WV FV (FM): Programmed rock, by request.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Dick Willrett.  
3. FACILITIES  
ERP 3,000 w.; 103.9 mc. Stereo. Operating schedule: 6-2 am. CST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
ER 4/15/74—Rec'd 4/26/74.

7. PACKAGE PLANS

PER WK:	10 ti	25 ti	50 ti	100 ti
1 min.	5.00	3.50	3.00	2.75
1 min.	6.50	5.00	4.50	4.00

DU QUOIN (1 AM; 1 FM)

Perry County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

WDQN WDQN-FM

1951

1969

Media Code 4 214 4455 5.00  
Lankford Broadcasting Co., Box 190, Du Quoin, Ill. 62832. Phone 618-542-3894.

1. PERSONNEL  
Manager—Gene Showalter.  
2. REPRESENTATIVES  
The Derner Organization, Inc.

3. FACILITIES  
350 w. days; 1580 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST. ERP 3,000 w.; 95.9 mc. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 190 ft. above average terrain. Simulcast sunrise-local sunset.

4. AGENCY COMMISSION  
15/0 time only; 10 days.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network. Member: Illinois Radio Network.

TIME RATES  
No. 4 Eff 7/1/69—Rec'd 6/30/69.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min.	8.00	7.50	7.00	6.50	6.00

EAST ST. LOUIS

St. Clair County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.  
See St. Louis, Mo.  
(including East St. Louis, Granite City, Ill.; Clayton, Crestwood, Mo.)

EFFINGHAM (1 AM; 1 FM)

Effingham County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

WCRA

1947



Media Code 4 214 4510 7.00  
Effingham Broadcasting Co., 110 N. Banker St., Effingham, Ill. 62401.

1. PERSONNEL  
General Manager—Ed Howard  
2. REPRESENTATIVES  
Jack Masia & Co., Inc.

3. FACILITIES  
1,000 w. days; 1090 kc. Non-directional. Operating schedule: 6:00 am-local sunset. Partial simulcast operation. Simulcast 6-8 am. Separate 8 am-12 pm. For non-simulcast facilities, see WCRA-FM.

4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
ER — Rec'd 8/27/74.

6. SPOT ANNOUNCEMENTS

1 min or less, ea.	6.65
10+, ea.	6.35
15+, ea.	6.05

WCRA-FM

1963



Media Code 4 214 4511 5.00  
Effingham Broadcasting Co., Box 568, 110 N. Banker St., Effingham, Ill. 62401. Phone 217-942-4141.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 50,000 w.; 95.7 mc. Operating schedule: 6 am-midnight. CST. Antenna ht.: 405 ft. above average terrain. Partial simulcast operation. Separate operation 8 am-midnight. For simulcast facilities see WCRA.

TIME RATES  
ER 3/22/58—Rec'd 10/25/66.

8. PROGRAM TIME RATES  
WONDERFUL WORLD OF MUSIC

PER MO:	Per hr	Per hr	Per hr
1 hr.	10	12	8
4 hr.	8	20	4
8 hr.	6		

Sold only by the year on firm 52 week contract. Sponsors receive open and close for each hour plus 4 1-minute commercials.

ELGIN (1 AM; 1 FM)

Kane County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

WJKL

1961

Media Code 4 214 4565 1.00  
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Phone 312-741-7700.  
See affiliated AM station for additional information.

AM facilities: WRMN.  
STATION'S PROGRAMMING DESCRIPTION  
WJKL: MUSIC: contemporary, rock & jazz rock; albums & singles. NEWS: headlines at :40. SPORTS: local. Contact Representative for further details. Rec'd 8/29/74.

3. FACILITIES  
ERP 3,000 w.; 94.3 mc. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 250 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
Spot & package plan rates are identical to WRMN. See that listing.

WRMN

1949

Media Code 4 214 4620 4.00  
Elgin Broadcasting Co., Box 117, 18-1/2 Douglas Ave., Elgin, Ill. 60120. Phone 312-741-7700.

STATION'S PROGRAMMING DESCRIPTION  
WRMN: Programmed for general audiences. MUSIC: contemporary. NEWS: local & regional. SPORTS: audience participation phone shows; community involvement programs; religious & ethnic. Contact Representative for further details. Rec'd 10/2/73.

1. PERSONNEL  
Managing Owner—Richard Jakle.  
Assistant General Manager—David Boylan.  
Operations Director—John Christopher.

2. REPRESENTATIVES  
Time Sales, Inc.  
West Coast—Bill Dahlsten & Associates.

3. FACILITIES  
1,000 w. days; 1410 kc. Non-directional. Operating schedule: 6-2 am. CST.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8. Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h. Basic Rates: 20b, 22a, 25a, 29a. Contracts: 40a.

Cancellation: 71a, 73a.  
FM facilities: WJKL.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ER 4/1/74—Rec'd 2/22/74.

6. SPOT ANNOUNCEMENTS  
13-WK CONTRACT, PER WK:

1 min.	3 ti	5 ti	10 ti
1 min.	9.90	8.90	8.00
30 sec.	7.90	7.10	6.40

Less than 13 wks, extra 20%.  
ANNUAL CONTRACT, PER WK: 10 ti 20 ti 30 ti  
1 min. 6.90 6.50 6.00  
30 sec. 5.50 5.00 4.80

7. PACKAGE PLANS  
PER WK: 15 ti 25 ti 50 ti 75 ti  
1 min. 9.25 8.75 7.75 7.25  
30 sec. 7.40 7.00 6.20 5.75  
8. PROGRAM TIME RATES  
13 WK, PER WK: 1 hr 1/2 hr 1/4 hr 5 min  
1 ti. 83.00 61.00 42.50 21.50  
3 ti. 78.00 54.50 30.00 16.50  
5 ti. 63.00 50.00 27.50 13.75  
Less than 13 wks, extra 20%.

ELMWOOD PARK

Cook County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.  
See Chicago Urban Area

EVANSTON

Cook County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.  
See Chicago Urban Area

FAIRFIELD (1 AM; 1 FM)

Wayne County—Map Location 9-F  
See SRDS consumer market map and data at beginning of the State.

WFIW WFIW-FM

1958

1965

Subscriber to the NAB Radio Code  
Media Code 4 214 675 8.00  
Wayne County Broadcasting Co., Box 310, Hwy. 18 West, Fairfield, Ill. 62837. Phone 618-842-2159.

1. PERSONNEL  
General Manager—Thomas S. Land.  
3. FACILITIES  
1,000 w.; 1390 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w.; 104.9 mc. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 197 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; 15th of following month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with KBS.

TIME RATES  
No. 6A Eff 4/1/74—Rec'd 6/3/74.

ILLINOIS

6. SPOT ANNOUNCEMENTS

	1x	13x	25x	52x	104x
1 min.	5.30	4.80	4.50	4.25	4.00
30 sec.	4.25	4.00	3.75	3.50	3.30
1 min.	208x	312x	500x	1000x	
1 min.	3.75	3.50	3.30	3.00	
30 sec.	3.00	2.85	2.70	2.50	

7. PACKAGE PLANS

PER WK:	1 min	30 sec	20 sec	10 sec
10 ti.	50.00	37.50	33.00	26.00
20 ti.	90.00	70.00	60.00	40.00
50 ti.	187.50	150.00	130.00	75.00

FREEPORT (1 AM; 2 FM)

Stephenson County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

WACI (FM)

Media Code 4 214 4700 4.00  
WACI, Inc., Box 701, Hwy. 20, W., Freeport, Ill. 61032. Phone 815-233-7191.

STATION'S PROGRAMMING DESCRIPTION  
WACI (FM): Programmed for adults with emphasis on local news. MUSIC: MOR with emphasis on golden. NEWS: 5 minutes at :55, headlines at :25. FARM: 5:30 am (M-F) & noon (M-F) 30 minutes. Farm director. Talk: show daily (M-F). SPORTS: local & high school sports. Rec'd 5/15/74.

1. PERSONNEL  
Gen'l & Sales Mgr.—P. J. Broderick.  
Operations Director—John E. (John Q.) Shepler.  
2. REPRESENTATIVES  
Frederick W. Smith.  
Detroit—Pearse Sales.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo. Operating schedule: 5-1 am. CST. Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3b, 4a, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16. Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 31, 33a.

Contracts: 40a, 41, 42c, 43, 44a, 47a, 48, 51a. Comb.: Cont. Discounts: 60b, 61a, 62b. Cancellation: 70b, 70c, 71a, 72, 73b. Prod. Services: 80, 82.

TIME RATES  
ER 8/12/74.

6. SPOT ANNOUNCEMENTS

	1x	13x	25x	52x	104x
1 min.	6.85	6.30	5.95	5.60	5.25
30 sec.	4.75	4.50	4.25	4.00	3.75
1 min.	156x	312x	624x	1248x	
1 min.	4.80	4.45	4.00	2.75	
30 sec.	3.50	3.25	3.00	2.25	

7. PACKAGE PLANS

	10 wk	20 wk	50 wk
1 min.	45	70	150
30 sec.	30	50	100

8. PROGRAM TIME RATES

	1x	13x	25x	52x	104x	156x	312x
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# ILLINOIS

## Freeport—Continued

### W F R L-FM (formerly WELL (FM)) 1955

Media Code 4 214 4786 3.00  
Triad Stations, Inc., State Bank Center, Freeport, Ill. 61032. Phone 815-234-4113.

**STATION'S PROGRAMMING DESCRIPTION**  
WFR-L-FM: Programmed for general interest. MUSIC: C & W. SPORTS: high school & jr. college football & basketball, other local sports events. FARM: 5:30 am-M-F. Farm director, 90 min, M-F. Contact Representative for further details. Rec'd 8/29/74.

See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 19,700 w. (horiz.), 19,700 w. (vert.); 98.5 mc. Operating schedule 5 am-11 pm. CST. Antenna ht.: 185 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WFR-L.

**TIME RATES**  
No. 5 Eff 11/1/73—Rec'd 8/29/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	8.00	13x	26x	52x	104x
30 sec.	6.50	6.00	5.50	5.00	4.50
1 min.	5.50	260x	365x	730x	1085x
30 sec.	4.00	3.75	2.25	2.20	2.15

## GALESBURG (2 AM; 1 FM)

Knox County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### W A A G (FM) 1967

Subscriber to the NAB Radio Code  
Media Code 4 214 4812 7.00  
Galesburg Broadcasting Co., Box 1227, 154 E. Simmons St., Galesburg, Ill. 61401. Phone 309-342-5131.  
See affiliated AM station for additional information. AM facilities: WGIL.

**STATION'S PROGRAMMING DESCRIPTION**  
WAA G (FM): MUSIC: modern country with live announcers. News: at 15. SPORTS: area high school & college football & basketball. Rec'd 8/6/73.

**1. PERSONNEL**  
Station Manager—Jim Wyman.  
**2. REPRESENTATIVES**  
Call collect: Jim Wyman, 309-342-5131.  
**3. FACILITIES**  
ERP 50,000 w.: 94.9 mc. Stereo. Operating schedule: 24 hours daily. CST. Antenna ht.: 350 ft. above average terrain. Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WGIL.

**TIME RATES**  
No. 2B Eff 9/1/73—Rec'd 8/6/73.  
AA—6:30 am & 6:30-9 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1000 x	1 min	30 sec	10 sec
AA: Per spot, extra 1.00.	3.00	2.00	1.50

**7. PACKAGE PLANS**  
A. 30-DAY PERIOD, EA: 5 ti 10 ti 30 ti 60 ti

1 min.	6.00	5.00	4.00	3.50
30 sec.	4.50	3.50	3.00	2.50
10 sec.	3.50	3.00	2.50	2.00

AA: Per spot, extra 1.00.  
**10. SPECIAL FEATURES**  
NEWS, PER WK: 3 ti 8 ti  
AA 6.50 6.00  
A: 1-min rate applies.

### W A I K 1957

Subscriber to the NAB Radio Code  
Media Code 4 214 4840 8.00  
Webster Broadcasting Co., 36 Park Plaza, Galesburg, Ill. 61401. Phone 309-342-3161, 3162. TWX 309-342-3161.

**STATION'S PROGRAMMING DESCRIPTION**  
WAIK: FARM: 6-7 am, 11:55 am & 12:30 pm. NEWS: local at 6:00 & network at 3:30. Expanded local news at 7:35 am & 12:15 pm. MUSIC: MOR. SPORTS: sportscasts at 7:25 am & 12:40 pm. College football play-by-play. TALK: live daily at 10:05 am. Swap shop 11:05 am. 2 air personalities show 6-10 am. Contact Representative for further details. Rec'd 5/7/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—F. C. Webster, Jr.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
**3. FACILITIES**  
5,000 w. days; 1590 kc. Directional. Operating schedule: 6:00 am-local sunset.  
**4. AGENCY COMMISSION**  
15% on net time and talent; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a, 29a. Contracts: 40a, 41, 44a, 45, 46, 47a, 51a. Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 80, 82. Affiliated with American Entertainment Network. Member: National AgRadio Groups, Inc., Illinois Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 10/1/73—Rec'd 8/30/73.

## 6. SPOT ANNOUNCEMENTS

PER WK, EA:

1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	8.00	7.20	6.40	5.60	4.80
30 sec.	6.00	5.40	4.80	4.20	3.60
15/less	5.00	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES**  
PER WK, EA: 1 ti 6 ti  
5-min program or news..... 10 9  
TERSI DISCOUNT

5 wk—5%	39 wk—20%
13 wk—10%	52 wk—25%
26 wk—15%	

### W G I L 1938

Subscriber to the NAB Radio Code  
Media Code 4 214 4895 2.00  
Galesburg Broadcasting Co., Box 1227, 154 E. Simmons St., Galesburg, Ill. 61401. Phone 309-342-5131.

**STATION'S PROGRAMMING DESCRIPTION**  
WGIL: FARM: 5-7 am, 10:05-10:10 am & 11:50 am-12:30 pm. NEWS: at :00 & :30 with major news-casts at 7:30 am, 12:30, 5, & 10 pm. SPORTS: high school & college football/basketball, professional baseball, football/basketball, major fights, races, & golf tournaments. Morning programming includes call-in shows from 9:05-11 am. MUSIC: MOR throughout day. Rec'd 8/6/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Roger Coleman.  
Sales Manager—Robert Simmons.  
**2. REPRESENTATIVES**  
Call collect: Bob Simmons, 309-342-5131.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 24 hours daily. CST. Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities see WAA G (FM).  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 5. FM facilities: WAA G (FM). Affiliated with MBS. Member: Farm Directors Radio Network.

**TIME RATES**  
No. 10A Eff 9/1/73—Rec'd 8/6/73.  
AA—6:30-8:05 am, noon-1 pm & 4-6:05 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
A, PER YR, EA: 1 min 30 sec 10 sec

1000x	4.50	3.50	2.50
AA: Per spot, extra 1.00.			

**7. PACKAGE PLANS**  
A. 30-DAY PERIOD, EA: 5 ti 10 ti 30 ti 60 ti

1 min.	8.00	7.50	7.00	6.00
30 sec.	6.50	6.00	5.50	4.50
10 sec.	4.50	3.75	3.25	3.00

AA: Per spot, extra 1.00.  
**10. SPECIAL FEATURES**  
NEWS, PER WK: 3 ti 6 ti  
AA 8.50 7.50  
A: 1-min rate applies.

## GENESE0

Henry County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### W G E N 1935

Subscriber to the NAB Radio Code  
Media Code 4 214 5005 7.00  
Geneseo Broadcasting Co., Box 67, Geneseo, Ill. 61254. Phone 309-944-4633.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph E. Lobatto.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
250 w.; 1500 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract. Affiliated with KBS. Member: National AgRadio Groups, Inc., Illinois Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 3/1/73—Rec'd 10/31/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.00	5.50	5.25	4.75	4.50	4.25
30 sec.	5.00	4.50	4.25	3.75	3.50	3.25
10 sec.	4.00	3.50	3.25	3.00	2.75	2.50

**7. PACKAGE PLANS**  
7 CONSEC DAYS, EA: 10 ti 20 ti 40 ti

1 min.	5.50	4.90	4.45
30 sec.	4.50	3.90	3.45
10 sec.	3.20	2.80	2.35

## GENEVA

Kane County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### W G S B 1961

Subscriber to the NAB Radio Code  
Media Code 4 214 5060 2.00  
Brickhouse Broadcasting Corp., 1215 Fern Ave., St. Charles, Ill. 60174. Phone 312-584-1480.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGSB: Programmed for adults. MUSIC: Standards, current MOR hits; NEWS: Local & network hourly. Extended news 7-7:15 am and noon-12:20 pm. SPORTS: High school, college & pro football, pro hockey. College & high school basketball.

FARM: includes market summaries, weather & news capsules. Contact Representative for further details. Rec'd 8/21/74.

**1. PERSONNEL**  
President—Nelda Brickhouse.  
General Manager—William H. Shaw.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1480 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. CST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3h, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 29a. Contracts: 40a, 42b, 44a, 45, 46, 47a. Comb. Cont. Discounts: 60b, 61a, 61b, 62b, 62c. Cancellation: 70a, 70c, 71a, 73a. Affiliated with American Entertainment Network. Member: Illinois Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 7/1/74—Rec'd 8/20/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec
8.00	5.50	3.50

**7. PACKAGE PLANS**  
SALESMAN'S PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	72.50	132.00	180.00	220.00
30 sec.	50.00	90.00	120.00	140.00
10 sec.	32.00	60.00	75.00	90.00

**PER YR. CONTRACT**

250x	500x	1000x	1500x	2000x	2500x
5.50	8.00	4.50	4.00	3.50	3.00
30 sec.	3.75	3.40	3.00	2.75	2.50

## GRANITE CITY

Madison County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

See St. Louis, Mo.  
(including East St. Louis, Granite City, Ill.; Clayton, Crestwood, Mo.)

## HARRISBURG (1 AM; 1 FM)

Saline County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

### W E B Q WEBQ-FM 1923 1947

Subscriber to the NAB Radio Code  
Media Code 4 214 5223 1.00  
WEBQ, Box 390, 100 E. Poplar St., Harrisburg, Ill. 62948. Phone 618-253-7032.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEBQ: Programmed for general interest.

**1. PERSONNEL**  
General Manager—Ken E. Hamilton.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Operating schedule: 6 am-midnight. CST. FM-ERP 4,200 w.; 99.9 mc. Operating schedule: Same as AM. Antenna ht.: 325 ft. above average terrain. Simulcast 6-8 am, 6 pm-midnight and all news.  
**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Illinois Radio Network.

**TIME RATES**  
No. 10 Eff 3/1/73—Rec'd 3/5/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.00	26x	104x	208x	312x
30 sec.	4.50	4.00	3.50	3.00	2.75

**7. PACKAGE PLANS**  
PER MO, ROS: 50 ti 25 ti 10 ti

1 min.	162.50	87.50	40.00
30 sec.	137.50	75.00	35.00

## HARVEY

Cook County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

## HAVANA

Mason County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### W D U K (FM) 1969

Subscriber to the NAB Radio Code  
Media Code 4 214 5230 1.00  
Illinois Valley Radio, Box 311, 200 N. Plum St., Havana, Ill. 62644. Phone 309-543-3331.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDUK (FM): Adult programming handled by air personnel.  
**1. PERSONNEL**  
General Manager—Win Stimpson.  
**3. FACILITIES**  
ERP 3,000 w.; 99.3 mc. Operating schedule: 5:55 am-9 pm. CST. Antenna ht.: 300 ft. above average terrain.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 3/1/71—Rec'd 5/1/72.

**6. SPOT ANNOUNCEMENTS**  
PER WK, ROS: 3 ti 10 ti 20 ti 30 ti 40 ti

1 min.	3.00	2.75	2.50	2.25	2.00
30 sec.	2.50	2.25	2.00	1.75	1.50

## HERRIN

Williamson County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### W J P F 1940

Subscriber to the NAB Radio Code  
Media Code 4 214 5333 8.00  
Greentree Broadcasting Co., Box 550, Herrin, Ill. 62948. Phone 618-942-2181.

**STATION'S PROGRAMMING DESCRIPTION**  
WJPF: Programmed for general interest.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles D. Powers.  
Station Manager—Ron Hines.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
St. Louis—Bruce Schneider & Co.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional. Operating schedule: 5-11 am. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with MBS and KBS. Member: Illinois Radio Network.

**TIME RATES**  
Eff 2/1/73—Rec'd 2/22/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.00	5x	50x	100x
30 sec.	5.00	4.75	4.50	4.00

## HIGHLAND

Madison County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### W I N U 1963

Subscriber to the NAB Radio Code  
Media Code 4 214 5390 3.00  
Progressive Broadcasting Corp., Box 303, Highland, Ill. 62249. Phone 618-654-4161.

**STATION'S PROGRAMMING DESCRIPTION**  
WINU: Programmed for adults, housewives and commuters.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Glenn F. Blecher.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
1,000 w.; 1510 kc. Directional. Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
15% on time; no cash discount. Bills payable monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Member: Illinois Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 1/17/68.  
AA—Mon thru Sat 6-9 am, 11 am-1 pm; 4-7 pm.  
A—Mon thru Sat 9-11 am, 1-4 pm, after 7 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

WKLY: 1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min 9.00	8.75	8.50	8.25	8.00	7.50	7.00
30 sec 7.03	6.75	6.50	6.25	6.00	5.50	5.00

**CLASS A**

1 min 7.50	7.25	7.00	6.75	6.50	6.25	6.00
30 sec 5.50	5.25	5.00	4.75	4.50	4.25	4.00

20/30 sec; 80% of 1-min. 10 sec; 50% of 1-min.

**10. SPECIAL FEATURES**  
NEWS AND FARM REPORTS

WKLY: 1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA 12.00	11.75	11.50	11.25	11.00	10.75	10.50
A 10.50	10.25	10.00	9.75	9.50	9.25	9.00

**7. PACKAGE PLANS**  
PER MO, ROS: 50 ti 25 ti 10 ti

1 min.	162.50	87.50	40.00
30 sec.	137.50	75.00	35.00

## HIGHLAND PARK

Lake County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

See Chicago Urban Area

## JACKSONVILLE (2 AM; 1 FM)

Morgan County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### W E A I (FM) 1948

Subscriber to the NAB Radio Code  
Media Code 4 214 5420 8.00  
Jacksonville Radio & Television Broadcasting Corp., Box 477, Jacksonville, Ill. 62650. Phone 217-348-5323.

See affiliated AM station for additional information. AM facilities: WLDS.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEAI (FM): Programmed for general interest.  
**1. PERSONNEL**  
Operations Manager—John J. Clark.  
**3. FACILITIES**  
ERP 10,000 w. (vert); 10,000 w. (horiz.); 100.5 mc. Operating schedule: 5:45 am-midnight. CST.

**TIME RATES**  
Eff 3/1/71—Rec'd 1/27/71.  
(This listing continued on next page)



**Jacksonville—WEAI (FM)—Continued**

**6. SPOT ANNOUNCEMENTS**  
**PER WK:** 1 6 ti 11 ti 16 ti 20+  
 1 min or less..... 6.00 5.50 5.00 4.50 4.00  
 10 sec: 50% of above rate.

**WJIL**  
1961



Subscriber to the NAB Radio Code

Media Code 4 214 5445 5.00  
 Morgan County Broadcasting Co., Inc., Box 235,  
 Jacksonville, Ill. 62850. Phone 217-245-5119.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WJIL: Country & Western Music.

- PERSONNEL**  
General Manager—Ron Gray.
  - REPRESENTATIVES**  
Hal Walton Co.  
Bruce Schneider & Co.
  - FACILITIES**  
1,000 w. days; 1550 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Illinois Radio Network.  
Affiliated with American Information Network.
- TIME RATES**  
 Eff 8/1/74—Rec'd 7/3/74.
- 6. SPOT ANNOUNCEMENTS**
- |        |               |      |      |      |      |
|--------|---------------|------|------|------|------|
| 1 min  | 8.25          | 7.75 | 7.25 | 6.75 | 6.25 |
| 30 sec | 80% of 1-min. |      |      |      |      |
| 10 sec | 50% of 1-min. |      |      |      |      |

**WLDS**  
1941



Subscriber to the NAB Radio Code

Media Code 4 214 5500 7.00  
 Jacksonville Radio & Television Broadcasting Corp.,  
 Box 477, Jacksonville, Ill. 62850. Phone 217-245-  
 7171.

- STATION'S PROGRAMMING DESCRIPTION**  
 WLDS: Programmed for adults.
- PERSONNEL**  
General Manager—Gerald J. Cassens.
  - FACILITIES**  
1,000 w. days; 1180 kc. Non-directional.  
Operating schedule: Sunrise-sunset weekdays.
  - AGENCY COMMISSION**  
15% net time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WJAI (FM).  
Affiliated with KBS.
- TIME RATES**  
 Eff 3/1/7—Rec'd 1/27/71.
- 6. SPOT ANNOUNCEMENTS**
- |               |                    |      |       |       |      |
|---------------|--------------------|------|-------|-------|------|
| PER WK:       | 1 ti               | 6 ti | 11 ti | 16 ti | 20+  |
| 1 min or less | 8.00               | 7.50 | 7.00  | 6.50  | 6.00 |
| 10 sec        | 50% of above rate. |      |       |       |      |

**JERSEYVILLE (1 AM; 1 FM)**

Jersey County—Map Location C-8  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WJBM**  
1959

Media Code 4 214 5610 4.00  
 Tri-County Broadcasting Co., Jerseyville, Ill. 62052.  
 Phone 498-2185.

- PERSONNEL**  
Station Manager—Robert P. Skibbe.
  - FACILITIES** 500 w. days; 1480 kc. Directional.  
Operating schedule: 6 am-6 pm.  
Partial simulcast operation. Simulcast 6-8 am.  
For non-simulcast facilities see WJBM-FM.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
- TIME RATES**  
 Eff 10/1/59—Rec'd 1/14/60.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |           |
|---------|------|------|------|------|-----------|
| 1x      | 14x  | 27x  | 53x  | 260x | 512x      |
| 120 wds | 5.75 | 5.20 | 4.50 | 4.20 | 3.90 3.80 |
| 60 wds  | 4.55 | 3.90 | 3.25 | 2.95 | 2.60 2.80 |

**WJBM-FM**  
1967

Media Code 4 214 5611 2.00  
 Tri-County Broadcasting Co., Jerseyville, Ill. 62052.  
 Phone 498-2185.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 50,000 w.; 104.1 mc.  
Operating schedule: 6 am-10 pm.  
Partial simulcast operating. Operated separately 8  
 to 10 pm. For simulcast facilities see WJBM.  
 10 pm. For simulcast facilities see WJBM.
- TIME RATES**  
 Eff 11/6/67—Rec'd 10/10/67.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |           |
|--------|------|------|------|------|-----------|
| 30 sec | 3.50 | 3.25 | 2.75 | 2.50 | 2.25 2.00 |
| 1 min  | 4.50 | 4.25 | 3.75 | 3.50 | 3.25 3.00 |
- 7. PACKAGE PLANS**
- |         |       |       |        |
|---------|-------|-------|--------|
| PER WK: | 10 ti | 20 ti | 30 ti  |
| 30 sec  | 25.00 | 45.00 | 90.00  |
| 1 min   | 35.00 | 65.00 | 150.00 |

**JOLIET (2 AM; 1 FM)**

Will County—Map Location G-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WJOL**  
1924



**AVERY-KNODEL, INC.**



Subscriber to the NAB Radio Code

Media Code 4 214 5665 8.00  
 WJOL, 601 Walnut St., Joliet, Ill. 60434. Phone 815-  
 726-4761.

- PERSONNEL**  
General Manager—William W. Hansen.  
Chief Engineer—Howard Dybedock.  
Program Director—Wally Nelson.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.  
15/0 time and talent.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24c, 25a, 26,  
 28a, 29a.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47c, 48, 49,  
 51a, 51b.  
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 62b,  
 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Information Network.

**TIME RATES**  
 AM/FM COMBINATION  
 Eff 1/1/74—Rec'd 1/27/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 5-6 am & 10-3 pm.  
 B—All other times.

PER WK:	A		B	
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	20	17	14	15
6 ti	19	16	16	13
12 ti	18	15	15	12
18 ti	17	14	14	11
24 ti	16	13	13	10
30 ti	15	12	12	9
10 sec	50% of 1-min.			

26 wk—5%      52 wk—10%  
 AM only: 90% of AM/FM combination rates.

**WJOL-FM**  
1959



Subscriber to the NAB Radio Code

Media Code 4 214 5666 6.00  
 WJOL, Inc., 601 Walnut St., Joliet, Ill. 60434.  
 Phone 815-726-4761.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 1,000 w.; 96.7 mc.  
Operating schedule: 24 hours daily. CST.
  - GENERAL ADVERTISING** See coded regulations  
Sold in combination with WJOL. See that listing  
 for rates.

**TIME RATES**  
 Eff 1/1/74—Rec'd 1/2/74.

- 6. SPOT ANNOUNCEMENTS**
- |        |    |   |   |   |   |   |
|--------|----|---|---|---|---|---|
| 1 min  | 10 | 9 | 8 | 7 | 6 | 5 |
| 30 sec | 8  | 7 | 6 | 5 | 4 | 3 |

**WJRC**  
1964



Subscriber to the NAB Radio Code

Media Code 4 214 5775 8.00  
 WJRC, Box 514, 57 W. Jefferson St., Joliet, Ill.  
 60434. Phone 815-727-5176.

- STATION'S PROGRAMMING DESCRIPTION**  
 WJRC: Programmed for young adult & adult audi-  
 ences.  
 MUSIC: current hits combined with oldies & stand-  
 ards. SAT: country music only. SUN am: Black  
 programming. 3-1/2 hrs. SUN afternoon: Spanish  
 programming. 2 hrs. NEWS: emphasis on local;  
 three 20-min newscasts daily plus 5-min casts at  
 :60; network at :30. Contact Representative for fur-  
 ther details. Rec'd 5/29/73.

- PERSONNEL**  
Vice-Pres & Gen'l Mgr.—J. Robert Wheeler.  
Sales Manager—Dale J. Sipol.  
Program Director—Dale P. Zahn.
- REPRESENTATIVES**  
Grant Webb & Company, Inc.
- FACILITIES**  
500 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b,  
 8, 9, 10, 11, 12, 13b, 14b, 15a, 15b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
 Basic Rates: 20b, 21d, 22a, 22b, 23a, 23b, 24b, 25a,  
 26, 28c, 29a, 32c.  
 Cancellation: 70e, 72.  
 Affiliated with American FM Network.  
 Member: National Agilitado Groups, Inc., Farm Di-  
 rectors Radio Network.

**TIME RATES**  
 No. 8 Eff 6/15/72—Rec'd 5/29/73.

- Prime—Mon thru Fri 6:30-9 am, noon-1 pm & 3:30  
 am-6 pm; Sat 6:30-9 am & noon-1 pm.  
 A—Before 6:30 pm except Prime.  
 B—After 6:30 pm.

**6. SPOT ANNOUNCEMENTS**

	1 min		30 sec	
	PRIME A	B	PRIME A	B
1 x	7.75	6.75	4.50	6.00
13 x	6.75	6.25	3.75	5.50
18 x	6.25	5.75	2.25	4.75
52 x	5.75	5.25	3.15	4.25
156 x	5.25	4.75	2.90	4.00
260 x	4.75	4.25	2.60	3.75
312 x	4.25	3.75	2.30	3.50
520 x	3.75	3.25	2.00	3.25
780 x	3.50	3.00	1.75	3.00
1000 x	3.25	2.75	1.50	2.75

	15 sec		15 sec	
	PRIME A	B	PRIME A	B
1 x	4.60	4.20	2.60	2.55
13 x	4.20	3.80	2.30	2.35
26 x	3.80	3.40	2.10	2.15
52 x	3.40	3.20	1.85	1.90
156 x	3.20	3.00	1.70	1.75
260 x	2.80	2.60	1.40	1.45
312 x	2.60	2.40	1.20	1.25
520 x	2.20	2.00	1.00	1.05
780 x	2.00	1.80	.80	.85

**7. PACKAGE PLANS**

SATURDAY—BTA—7 AM-6 PM  
 10 ti 20 ti 30 ti 40 ti 50 ti 75 ti 100 ti  
 15 sec 4.00 3.50 3.00 2.75 2.50 2.25 2.00  
 30 sec 5.00 4.50 4.00 3.75 3.50 3.25 3.00  
 1 min 6.00 5.50 5.00 4.75 4.50 4.25 4.00  
 Combinable to earn lower rates.  
 Within 10 consecutive days.

**8. PROGRAM TIME RATES**

PER YR:

1x	15x	26x	52x	104x	156x	260x
5 min	13.50	12.75	11.50	10.75	10.00	9.00 8.00
1/4 hr	27.00	25.50	23.00	21.50	20.00	18.00 16.00
1/2 hr	38.25	36.50	34.00	31.50	29.00	25.00 23.50
1 hr	57.50	55.00	51.00	47.50	44.50	38.50 35.00

**10. SPECIAL FEATURES**

LOCAL NEWSCAST AT :60  
 1x 15x 26x 52x 104x 156x 260x 312+  
 5 min 11.00 9.50 9.00 8.50 8.00 7.25 6.75 6.25  
 Incl approx 10-sec open and close plus 1 1-min spot.

**KANKAKEE (1 AM; 1 FM)**

Kankakee County—Map Location G-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WKAK is #1**  
 AFTERNOONS & EVENINGS  
 incl. all Chi. Stations  
**#9 MARKET IN U.S.**  
 total retail sales per household

\*Source: Media Marketing Survey Mar-Apr '73

**WKAK (FM)**

1962

**Country Music Network**



Media Code 4 214 5830 8.00  
 WKAK, Inc., Box 183, Rt. 54 North, Kankakee,  
 Ill. 60901. Phone 815-939-4511.

- STATION'S PROGRAMMING DESCRIPTION**  
 WKAK (FM): Programmed for adults & young  
 adults.  
 MUSIC: modern country. NEWS: network & local.  
 SPORTS: national & local. Farm, weather & stock  
 reports. Contact Representative for further details.  
 Rec'd 9/4/74.

- PERSONNEL**  
President—Claude P. Baker.  
Program Director—Scott Stephenson.  
Sales Manager—Jim Jordan.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
ERP 6,600 w.; 99.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 3c, 3d, 4a, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 23a, 23b, 24b, 29a,  
 30, 32a, 33b, 33c, 33d.  
 Cancellation: 70e, 72.  
 Affiliated with American FM Network.  
 Member: National Agilitado Groups, Inc., Farm Di-  
 rectors Radio Network.

**TIME RATES**  
 Eff 9/4/74.

- 6. SPOT ANNOUNCEMENTS**
- |        |       |       |      |      |      |           |
|--------|-------|-------|------|------|------|-----------|
| 1x     | 26x   | 52x   | 156x | 260x | 520x | 1040x     |
| 1 min  | 10.40 | 10.00 | 9.70 | 9.00 | 8.30 | 7.60 6.90 |
| 30 sec | 8.30  | 8.00  | 7.60 | 6.90 | 6.20 | 5.50 4.80 |

**7. PACKAGE PLANS**

PER WK:

1 min	12 ti	18 ti	24 ti	30 ti
30 sec	9.00	8.30	7.60	6.90
1 min	6.90	6.20	5.50	4.80

**10. SPECIAL FEATURES**

News, Sportscasts, Stock & Farm Reports 1-min  
 rate plus 2.00.

**WKAN**  
1947



Subscriber to the NAB Radio Code

Media Code 4 214 5885 2.00  
 Mid-America Audio-Video, Inc., 150 S. Dearborn,  
 Kankakee, Ill. 60901. Phone 815-933-6633.

- PERSONNEL**  
President—Burrell L. Small.  
Station Manager—Don Hoover.
- REPRESENTATIVES**  
Pro Time Sales Inc.

**ILLINOIS**

- FACILITIES**  
1,000 w. days; 500 w. nights; 1820 kc.  
Directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,  
 23b, 24b, 25c, 28a, 28c, 29a, 29b.  
 Contracts: 40a, 44a.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51a,  
 51c.  
 Comb.; Cont. Discounts: 60a, 60c, 62d.  
 Cancellation: 70c, 71a.  
 Prod. Services: 80, 81, 82.

**TIME RATES**  
 Eff 5/1/74—Rec'd 4/8/74.

A—Mon thru Sat 6 am-1:30 pm & 4-7 pm; Sun  
 11:30 am-1:30 pm & 4-7 pm  
 B—Mon thru Sat 1:30-4 pm & 7 pm-sign-off; Sun  
 7:30-11:30 am, 1:30-4 pm & 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE OR LESS

1x	26x	52x	156x	260x	312x	520x
A	13.50	12.50	11.70	11.10	10.45	9.85 9.20 8.60 8.00
B	12.30	11.10	10.45	9.85	9.20	8.60 8.00

Fixed, extra 15%.

**7. PACKAGE PLANS**

PER WK:

	A	B
EA:	10 ti 20 ti 30 ti	10 ti 20 ti 30 ti
1 min/less	12.50 12.00 11.50	11.50 11.00 10.50

Fixed, extra 15%.

**KEWANEE (1 AM; 1 FM)**

Henry County—Map Location D-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WJRE (FM)**

1966



Media Code 4 214 5912 4.00  
 Kewanee Broadcasting Co., Hotel Kewanee, 125 N.  
 Chestnut St., Kewanee, Ill. 61443. Phone 309-853-  
 4471.

- See affiliated AM station for additional information.  
 AM facilities WKEL.

# ILLINOIS

## LA SALLE (1 AM; 1 FM)

La Salle County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**WLPO**

1947

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6050 2.00  
The LaSalle County Broadcasting Corporation, Box 215, Ivy Way Dr., LaSalle, Ill. 61301. Phone 815-223-3100.  
STATION'S PROGRAMMING DESCRIPTION  
WLPO: MOI, audience participation.

- PERSONNEL  
Sales Manager—Robert F. Vickrey.
- FACILITIES  
1,000 w. days; 1220 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/2 time only.
- GENERAL RATE POLICY  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 5/1/74—Rec'd 2/5/74.

6. SPOT ANNOUNCEMENTS		1x	52x	104x	156x	260x
1 min	5.00	4.75	4.50	4.25	4.10	3.90
30 sec	4.00	3.75	3.50	3.25	3.10	2.90

7. PACKAGE PLANS		SATURATION IMPACT—1 WEEK					
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
21 tl	6.80	4.75	5.90	4.10	5.00	3.80	3.50
35 tl	5.90	4.10	5.30	3.80	4.70	3.70	3.20
70 tl	5.30	3.80	5.00	3.50	4.10	2.70	2.70

- SPECIAL FEATURES  
5-sec Time Mention—96 per \*wk. ea. 1.05  
10-sec Time Signal—50 per \*wk. ea. 2.10  
(\*) 2-wk minimum.  
Yearly contract 25 per wk.

**WLPO-FM**

1984

**NAB**

**RAB**

**NAFMD**

Subscriber to the NAB Radio Code  
Media Code 4 214 6051 0.00  
La Salle County Broadcasting Corp., Box 215, Ivy Way Dr., La Salle, Ill. 61301. Phone 815-223-3100.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WLPO-FM: Popular, contemporary music.

- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 305 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11-FM Eff 5/1/74—Rec'd 2/5/74.

6. SPOT ANNOUNCEMENTS		1x	52x	104x	156x	260x
1 min	4.95	4.80	4.55	4.20	3.75	3.40
30 sec	3.95	3.85	3.65	3.35	3.00	2.75

7. PACKAGE PLANS		PROMOTIONAL PACKAGE					
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
FIXED:	4.55	3.85	4.20	3.35	3.40	2.70	2.70
35 tl	3.75	3.00	3.40	2.70	2.50	2.10	2.10
70 tl	3.40	2.70	3.20	2.55	2.55	2.10	2.10

- SPECIAL FEATURES  
IMPACT SATURATION—PREEMPTIBLE  
ID. Time, Temp—10-13 sec/2 per hr. per mo. 175.00  
1-min Weather—1 per hr. per mo. 225.00  
30-sec Weather—1 per hr. per mo. 150.00  
Xly contracts; mo-to-mo, extra 20%.

## LAWRENCEVILLE (1 AM; 1 FM)

Lawrence County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WAKO**

1959

Media Code 4 214 6160 9.00  
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 943-3354.

- PERSONNEL  
Manager—Stuart K. Lankford.
- REPRESENTATIVES  
The Dervy Organization, Inc.
- FACILITIES  
500 w. days; 910 kc. Directional.  
Operating schedule: 5:00 am-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAKO-FM.
- AGENCY COMMISSION  
15/0; 15th of following month.
- GENERAL ADVERTISING  
See coded regulations affiliated with MRS.

### TIME RATES

No. 2 Eff 7/1/73—Rec'd 10/22/73.

6. SPOT ANNOUNCEMENTS		1x	13x	26x	52x	104x	156x	260x	365x
1 min	8.00	7.75	7.50	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	6.50	6.25	6.00	5.50	5.25	5.00	4.75	4.50	4.25
10 sec	4.50	4.25	4.00	3.50	3.25	3.00	2.75	2.50	2.25

**WAKO-FM**

1965

Media Code 4 214 6161 7.00  
Lawrenceville Broadcasting Company, Box 210, Lawrenceville, Ill. 62439. Phone 943-3354.  
See affiliated AM station for additional information.

### FACILITIES

ERP 3,000 w. (vert.); 2,250 w. (horiz.); 103.1 mc.  
Operating schedule: 5 am-midnight. (CST. Antenna ht.: 248 ft. above average terrain. Partial simulcast operation. Operated separately sunset-midnight. For simulcast facilities see WAKO.

### GENERAL RATE POLICY

Affiliated with MRS.

### TIME RATES

No. 4 Eff 1/1/74—Rec'd 4/26/74.

6. SPOT ANNOUNCEMENTS		1x	13x	26x	52x	104x	156x	260x	365x
1 min	5.00	4.75	4.50	4.25	4.10	3.90	3.75	3.50	3.25
30 sec	4.00	3.75	3.50	3.25	3.10	2.90	2.75	2.50	2.25

## LINCOLN (1 AM; 1 FM)

Logan County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**WPRC**

1947

**WPRC-FM**

1971

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6215 1.00  
The Virginia Broadcasting Corp., Box 190, Lincoln, Ill. 62456. Phone 217-735-2337.

- PERSONNEL  
Manager—John L. O'Donnell.
- FACILITIES  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-midnight. CST. Antenna ht.: 204 ft. above average terrain. Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.

### TIME RATES

No. 6 Eff 4/1/74—Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS		1x	52x	156x	260x	312x
1 min	7.50	7.20	6.90	6.60	6.30	6.00
30 sec	6.50	6.20	5.90	5.60	5.30	5.00
15 sec	3.75	3.60	3.45	3.30	3.15	3.00

CLASS AA		1x	52x	156x	260x	312x
1 min	5.20x	5.00	4.70	4.40	4.10	3.80
30 sec	4.00	3.70	3.40	3.10	2.80	2.50
15 sec	2.50	2.35	2.20	2.05	1.90	1.75

CLASS AA		1x	52x	156x	260x	312x
1 min	6.50	6.20	5.90	5.60	5.30	5.00
30 sec	5.50	5.20	4.90	4.60	4.30	4.00
15 sec	3.25	3.10	2.95	2.80	2.65	2.50

CLASS A		1x	52x	156x	260x	312x
1 min	5.50	5.20	4.90	4.60	4.30	4.00
30 sec	4.50	4.20	3.90	3.60	3.30	3.00
15 sec	2.75	2.60	2.45	2.30	2.15	2.00

- PACKAGE PLANS  
WEEKLY SATURATION PLANS  
PER WK: 1 min 30 sec 15 sec 1 min 30 sec 15 sec  
13 tl 6.00 5.00 3.00 5.50 4.50 2.75  
25 tl 5.70 4.70 2.85 5.20 4.20 2.60  
40 tl 5.40 4.40 2.70 4.90 3.90 2.45  
70 tl 5.10 4.10 2.55 4.60 3.60 2.30  
Plan I—ROS/BTA AAA & AA.  
Plan II—ROS/BTA AAA, AA & A.  
Max 7-day period both plans.
- SPECIAL YEARLY CONTRACTS  
Plan I—2700 tl (2/3AAA, 1/3AA) 1 min 30 sec 3.20 2.90  
Plan II—2700 tl (1/3AAA, 1/3AA, 1/3A) 2.90 2.60
- SPECIAL NEWS, WEATHER, SPORTS  
5 min—earned 1-min plus 1.50 service charge per program. Includes open and closing ID, plus 1-minute spot.

## LITCHFIELD (1 AM; 1 FM)

Montgomery County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

**WSMI**

1930

Subscriber to the NAB Radio Code  
Media Code 4 214 6270 6.00  
Talley Broadcasting Corp., Box 10, Litchfield, Ill. 62456. Phone 217-324-5921. Hillsboro phone 217-532-2066.

- PERSONNEL  
Pres. & Gen'l Mgr.—Hayward L. Talley.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsen & Associates.  
Downstate Illinois, Missouri—Contact station.
- FACILITIES  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING  
See coded regulations affiliated with MRS.  
Member: Illinois Radio Network.

STATION'S PROGRAMMING DESCRIPTION  
WSMI: News, information, farm, MOR music.

- PERSONNEL  
Pres. & Gen'l Mgr.—Hayward L. Talley.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsen & Associates.  
Downstate Illinois, Missouri—Contact station.
- FACILITIES  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING  
See coded regulations affiliated with MRS.  
Member: Illinois Radio Network.

STATION'S PROGRAMMING DESCRIPTION  
WSMI: News, information, farm, MOR music.

- PERSONNEL  
Pres. & Gen'l Mgr.—Hayward L. Talley.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsen & Associates.  
Downstate Illinois, Missouri—Contact station.
- FACILITIES  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING  
See coded regulations affiliated with MRS.  
Member: Illinois Radio Network.

### TIME RATES

Eff 5/15/74—Rec'd 6/3/74.

AAA—Mon thru Sat 7:06-9 am.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

B—Mon thru Sun 7 pm-6 am.		1x	156x	312x	1000x	2000+
1 min	8.00	7.75	7.50	7.25	6.75	6.50
30 sec	6.00	5.75	5.50	5.25	4.75	4.50

C—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

D—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

E—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

F—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

G—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

H—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

I—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

J—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

K—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x	312x	1000x	2000+
1 min	6.00	5.50	5.00	4.75	4.25	4.25
30 sec	4.00	3.75	3.50	3.25	3.00	2.75

L—Mon thru Sat 6:30-7:06 am, 9:15-11:20 am, 1:30-3:45 pm & 5:30-7 pm; Sun 6:30-7:30 am, 9:15-11:45 am & 1:30-7 pm.		1x	156x
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## McLEANSBORO

Hamilton County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

**WMCL**  
1968

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6680 6.00  
Community Service Broadcasting, Inc., Box 282,  
McLeansboro, Ill. 62859. Phone 618-643-2311.  
Mt. Vernon office: 811 Broadway, Mt. Vernon, Ill.  
62864. Phone 618-242-4023.  
STATION'S PROGRAMMING DESCRIPTION  
WMCL: C&W, current & past hits; news at :55.

1. PERSONNEL  
Sales Manager—Ron Hamilton.
2. FACILITIES  
250 w.; 1060 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
3. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 14 Eff 4/1/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS	
PER WK:	1x 100x 250x 500x 750x 1000x
1 min.	6.00 5.50 5.00 4.50 4.25 4.00
30 sec.	5.00 4.50 4.25 3.50 3.25 3.00 2.75
Specified times/dayparts, extra 15%.	
7. PACKAGE PLANS	
SATURATION—BTA	
Per wk	Per mo
25 ti 50 ti 75 ti 100 ti 100 ti 200 ti 300 ti	1 min. 5.00 4.50 4.25 4.00 4.25 4.00
30 sec 3.50 3.25 3.00 2.75 3.25 3.00 2.75	
TAP	
13 WKS. DAILY:	3 ti 6 ti 9 ti
1 min.	5.00 4.50 4.25
30 sec.	3.50 3.25 3.00
10. SPECIAL FEATURES	
Full sponsorship of news—incl open & close plus	
1-min spot.	8.50
Half sponsorship of news—incl open & close plus	
30-sec spot.	5.00
DISCOUNT	
13 wk—10%	52 wk—20%

## MENDOTA (1 AM; 1 FM)

La Salle County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**WGCL**  
1964

Media Code 4 214 6710 1.00  
Agri-Voice, Inc., Box 474, 706 Washington St.,  
Mendota, Ill. 61342. Phone 815-539-6751.  
STATION'S PROGRAMMING DESCRIPTION  
WGCL: Programming is MOR music.

1. PERSONNEL  
Pres. & Gen'l Mgr. & Farm Dir.—Michael Ross.
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
3. FACILITIES  
250 w. days; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WGCL-FM.
4. AGENCY COMMISSION  
15/0; due and payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Member: Illinois Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 3/1/71—Rec'd 2/22/71.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 10 ti 20 ti 30 ti
1 min.	4.00 3.75 3.50 3.25
30 sec.	3.00 2.75 2.50 2.25

**WGCL-FM**  
1965

Media Code 4 214 6711 9.00  
Agri-Voice, Inc., Box 474, 706 Washington St.,  
Mendota, Ill. 61342. Phone 815-539-6751.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-10 pm.  
Antenna ht.: 100 ft.  
Partial simulcast operation. Operated separately 6  
am-sunrise & sunset-10 pm. For simulcast facilities  
see WGCL.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.  
Member: Illinois Radio Network.

### TIME RATES

60% of applicable AM rates.

## METROPOLIS

Massac County—Map Location F-11  
See SRDS consumer market map and data at beginning of the State.

**WMOK**  
1959

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6820 8.00  
Fort Massac Broadcasting Company, 469 Ferry St.,  
Metropolis, Ill. 62960. Phone 618-524-2106.

1. PERSONNEL  
Sales & Sta. Mgr.—V. E. Smith.

2. FACILITIES  
1,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6:30 am-local sunset weekdays;  
7:00 am-sunset Sundays. CST.
4. AGENCY COMMISSION  
15% on time only; bills rendered monthly.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Rates effective April 1, 1962. (Card No. 7.)  
Card received July 2, 1962.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 min. 30 sec.
1 time	4.75 4.00 260 times—2.25 2.40
13 times	4.25 3.60 312 times—2.58 3.18
26 times	3.90 3.35 365 times—2.15 1.90
52 times	3.55 3.05 730 times—1.90 1.50
156 times	3.20 2.70

## MOLINE

Rock Island County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

See Davenport (Iowa)-Rock  
Island (Ill.)-Moline (Ill.)  
under Iowa

## MONMOUTH

Warren County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WRAM**  
1957

Subscriber to the NAB Radio Code  
Media Code 4 214 6875 2.00  
Monmouth Broadcasting Co., Box 367, 200 S. Main,  
Monmouth, Ill. 61462. Phone 809-734-2111.  
STATION'S PROGRAMMING DESCRIPTION  
WRAM: MUSIC: MOR. FARM: 6-7 am.

1. PERSONNEL  
Owner/Gen'l Mgr.—John R. Hallstrom.  
Sales Manager—Armond Akey.
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
Western States—Bill Dahlsten & Associates.
3. FACILITIES  
1,600 w. days; 1330 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Member: Illinois Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	1x 52x 156x 260x 312x 365x 520x
1 min.	5.30 5.00 4.71 4.41 4.12 3.82 3.53
30 sec.	4.41 4.12 3.82 3.53 3.24 2.94 2.65

## MONTICELLO

Piatt County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WVLJ (FM)**  
1972

Media Code 4 214 6902 4.00  
Monticello Broadcasting Co., R. R. #1, Rte. 47 &  
105, Monticello, Ill. 61856. Phone 217-762-2588.  
STATION'S PROGRAMMING DESCRIPTION  
WVLJ (FM): MOR. Farm 5-8 am. UPI news.

1. PERSONNEL  
Station Manager—Richard L. Jones.
3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.  
Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	5x 11x 221x 400+
1 min.	4.50 4.00 3.50 3.00
30 sec.	2.50 2.25 2.00 1.75
10 sec.	2.25 2.00 1.75 1.50

## MORRIS (1 AM; 1 FM)

Grundy County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WCSJ**  
1964

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6930 5.00  
Grundy County Broadcasters, Inc., Box 270, 308-1/2  
Liberty St., Morris, Ill. 60450. Phone 815-942-  
0022

1. PERSONNEL  
President—M. H. Stuckwisch.
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
3. FACILITIES  
250 w.; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
FM facilities: WRMI (FM).  
Member: Illinois Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 5/1/73—Rec'd 5/3/73.

6. SPOT ANNOUNCEMENTS	
PER YR:	1x 26x 104x 156x 260x 500x
1 min.	5.95 5.65 5.35 5.05 4.80 4.60
30 sec.	4.15 4.25 4.05 3.85 3.65 3.50

7. PACKAGE PLANS	
Per mo	Per wk
120 ti 90 ti 60 ti 10 ti 10 ti	
1 min.	550.00 435.00 305.00 97.50 52.50
30 sec.	410.00 332.50 230.00 75.00 40.00

10. SPECIAL FEATURES	
NEWS/WEATHER/SPORTS/FARM	NEWS/WEATHER/SPORTS/FARM
1x 26x 104x 156x 260x 500x	
5 min.	8.35 7.50 7.15 6.80 6.45 5.85
1/4 hr.	15.00 13.50 12.85 12.20 11.60 10.45

**WRMI (FM)**  
1962

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 6950 3.00  
Grundy County Broadcasters, Inc., Box 270, 308-1/2  
Liberty St., Morris, Ill. 60450. Phone 815-942-  
0022

- See affiliated AM station for additional information.  
AM facilities: WCSJ.
3. FACILITIES  
ERP 3,400 w.; 104.7 mc.  
Operating schedule: 5:45 am-midnight. CST.  
Antenna ht.: 107 ft. above average terrain.
4. AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 5/1/73—Rec'd 5/3/73.

6. SPOT ANNOUNCEMENTS	
PER YR:	1x 26x 104x 156x 260x 500x
1 min.	3.60 3.40 3.20 3.05 2.90 2.75
30 sec.	2.70 2.55 2.40 2.30 2.20 2.10

7. PACKAGE PLANS	
Per mo	Per wk
120 ti 90 ti 60 ti 20 ti 10 ti	
1 min.	330.00 260.00 182.50 57.50 31.50
30 sec.	245.00 200.00 137.50 45.00 24.00

10. SPECIAL FEATURES	
NEWS/WEATHER/SPORTS/FARM	NEWS/WEATHER/SPORTS/FARM
1x 26x 104x 156x 260x 500x	
5 min.	5.00 4.50 4.30 4.10 3.90 3.50
1/4 hr.	9.00 8.10 7.70 7.30 6.95 6.25

## MOUNT CARMEL (1 AM; 1 FM)

Wabash County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

**WSAB (FM)**  
1960

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 7040 2.00  
Jei-Co Radio, Inc., Box 553, North Cherry Rd.,  
Mount Carmel, Ill. 62863. Phone 618-262-5111.  
See affiliated AM station for additional information.  
AM facilities: WVMC.  
STATION'S PROGRAMMING DESCRIPTION  
WSAB (FM): MUSIC: Standards & Classical.

1. PERSONNEL  
President—John F. Hurlbut.
3. FACILITIES  
ERP 37,400 w.; 94.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 410 ft. above average terrain.  
Partial simulcast operation. Operated separately  
6 pm-midnight. For simulcast facilities see WVMC.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 15 ti 20 ti 30 ti 40 ti
1 min.	4.50 4.30 4.10 3.80 3.50
30 sec.	3.80 3.60 3.40 3.20 2.90
20 sec.	3.10 2.90 2.70 2.50 2.30

Rates are identical to WVMC. See that listing.

**WVMC**  
1949

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 214 7095 6.00  
Jei-Co Radio, Inc., Box 553, Outer N. Cherry St.  
Mt. Carmel, Ill. 62863. Phone 618-262-5111.  
STATION'S PROGRAMMING DESCRIPTION  
WVMC: MUSIC: MOR. NEWS: emphasis on local

1. PERSONNEL  
Pres. & Gen'l Mgr.—John F. Hurlbut.
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
3. FACILITIES  
500 w. days; 1360 kc.  
Operating schedule: 5:55 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-6 pm.  
For non-simulcast facilities see WSAB (FM).
4. AGENCY COMMISSION  
15% on net time only.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
FM facilities: WSAB (FM).  
Affiliated with American Entertainment Network.  
Member: Farm Radio Network, Illinois Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	1 ti 15 ti 20 ti 30 ti 40 ti
1 min.	4.50 4.30 4.10 3.80 3.50
30 sec.	3.80 3.60 3.40 3.20 2.90
20 sec.	3.10 2.90 2.70 2.50 2.30

Guaranteed time, extra 10%.

10. SPECIAL FEATURES  
NEWS/SPORTS/WEATHER/FARM

6. SPOT ANNOUNCEMENTS	
PER WK. EA:	1 ti 3 ti 6 ti 12 ti
5 min.	9.50 8.50 7.50 6.50
10 min.	15.50 13.50 11.50 9.50
1/4 hr.	19.25 16.75 14.25 11.75
News Headlines (commissionable), flat, ea.	8.00

## ILLINOIS

## MOUNT VERNON (1 AM; 1 FM)

Plus 1 paid cross reference.  
Jefferson County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**WMCL**  
McLEANSBORO

City of license, McLeansboro, Ill.  
Mt. Vernon office: 811 Broadway, Mt. Vernon, Ill.  
62864. Phone 618-242-4023.  
See listing under McLeansboro, Ill.

**WMIX**  
1948

**NAB** **RAB**

Withers Broadcasting Company  
Media Code 4 214 7150 9.00  
Withers Broadcasting Co. of Ill., Box 1238, Mitchell  
Bldg., Mount Vernon, Ill. 62864. Phones Centralia-Salem 618-534-6555, Mount Vernon 618-242-  
3300.

STATION'S PROGRAMMING DESCRIPTION  
WMIX: Middle-of-the-Road.

1. PERSONNEL  
President—W. Russell Withers, Jr.
2. REPRESENTATIVES  
Bavall/Gates, Inc.  
Bruce Schneider & Co.
3. FACILITIES  
5,000 w. days; 940 kc.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities, see WMIX-FM.
4. AGENCY COMMISSION  
15/0 time; payable last day of month.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Affiliated with MBS.  
Member: Missouri Network, Inc.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	1 min 30 sec
13 x	6.50 6.10 312 x 7.95 5.80
1 x	8.45 6.05 365 x 7.85 5.50
26 x	8.40 6.00 500 x 7.75 6.45
52 x	8.35 5.95 750 x 7.55 5.25
156 x	8.30 5.90 1000 x 7.25 5.05
260 x	8.25 5.80

**WMIX-FM**  
1948

**NAB** **RAB**

Withers Broadcasting Company  
Media Code 4 214 7151 7.00  
Withers Broadcasting Co. of Ill., Box 1238, Mitchell  
Bldg., Mount Vernon, Ill. 62864. Phones Centralia-Salem 618-534-6555, Mount Vernon 618-242-  
3500.

See affiliated AM station for additional information.  
ERP 30,000 w.; 94.1 mc. Stereo.

- Operating schedule: 24 hours daily. CST.  
Antenna ht.: 612 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-6 am. For simulcast facilities see  
WMIX.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.  
Member: Missouri Network, Inc.

### TIME RATES

Rates are identical to WMIX. See that listing.

## MURPHYSBORO (1 AM; 1 FM)

Jackson County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**WINI**  
1954

**NAB** **RAB**

Media Code 4 214 7280 6.00  
WINI, Box 678, Old Rt. 13, N. of Murphysboro, Ill.  
62966. Phone 618-484-2128.

STATION'S PROGRAMMING DESCRIPTION  
WINI: Programmed for adults and young adults.

1. PERSONNEL  
General Manager—Dale W. Adkins.
3. FACILITIES  
500 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION  
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepted AAAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	
PER WK:	1 MINUTE
13 x	6.00 104 x 4.80
1 x	5.70 156 x 4.50
26 x	5.40 260 x 4.20
52 x	5.10 312 x 3.90

**WTAO (FM)**  
1972

Media Code 4 214 7287 9.00  
Sunshine Broadcasting Corp., Box 286, Rt. 3, Mur-  
physboro, Ill. 62966. Phone 618-687-2000.  
STATION'S PROGRAMMING DESCRIPTION  
WTAO (FM): Progressive Rock.

1. PERSONNEL  
Pres. & Gen'l Mgr.—William Yarecha.
2. REPRESENTATIVES  
Jack Maala & Co., Inc.

(This listing continued on next page)

# ILLINOIS

## Murphysboro—W T A O (FM)—Continued

- 3. FACILITIES**  
ERP 3,000 w.; 104.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 190 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 1 ET 5/1/72—Rec'd 6/30/72.  
AAA—Sun thru Fri 3 pm-midnight; Sat 6 am-midnight.  
AA—Sun thru Fri 6 am-3 pm.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 1 MINUTE   | 14 ti | 21 ti | 26 ti |
|---------|------------|-------|-------|-------|
| AAA     | 10         | 8     | 7     | 7     |
| AA      | 7          | 6     | 5     | 5     |
|         | 30 SECONDS |       |       |       |
| AAA     | 7          | 6     | 5     | 5     |
| AA      | 6          | 5     | 4     | 4     |

## NORMAL

McLean County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## See Bloomington (including Normal)

## OAK PARK

Cook County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

## See Chicago Urban Area

## OLNEY (1 AM; 1 FM)

Richland County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

## WSEI (FM)



1953

Subscriber to the NAB Radio Code  
Media Code 4 214 7315 8.00  
Public Service Broadcasters, Drawer L. Olney, Ill. 62450. Phone 618-393-2156.  
See affiliated AM station for additional information.  
AM facilities: WVLN.

- 3. FACILITIES**  
ERP 50,000 w.; 92.9 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 290 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; payable in 10 days.
- TIME RATES**  
ET 2/1/63—Rec'd 9/10/63.
- 6. SPOT ANNOUNCEMENTS**
- | 1 ti | 15 ti        | 26 ti | 52 ti | 104 ti | 156 ti | 260 ti | 312 ti |
|------|--------------|-------|-------|--------|--------|--------|--------|
| (*)  | 3.20         | 3.05  | 2.90  | 2.75   | 2.60   | 2.45   | 2.25   |
| (*)  | 1 min./less. |       |       |        |        |        |        |
- WVLN spot rates earned may apply on WSEI purchases.

## WVLN

1947



Subscriber to the NAB Radio Code  
Media Code 4 214 7370 3.00  
Public Service Broadcasters, Drawer L. Olney, Ill. 62450. Phone 618-393-2156.

- 1. PERSONNEL**  
Gen'l & Sales Mgr.—Lawrence W. Beabout.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
350 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSEI (FM).  
Affiliated with American Information Network.  
Member: Illinois Radio Network.
- NATIONAL AND LOCAL RATES SAME**  
No. 7 ET 11/1/73—Rec'd 1/7/74.
- 6. SPOT ANNOUNCEMENTS**
- | 1x           | 26x   | 52x  | 156x | 312x | 500x |
|--------------|-------|------|------|------|------|
| 1 min.       | 4.80  | 4.50 | 4.25 | 3.75 | 3.30 |
| 30 sec.      | 3.35  | 3.00 | 2.85 | 2.50 | 2.20 |
| 10 sec. flat | 1.90. |      |      |      |      |

## OTTAWA (1 AM; 1 FM)

La Salle County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WCMY

1952



Virginia Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 214 7425 5.00  
Virginia Broadcasting Corp., Box 430, 216 W. Lafayette St., Ottawa, Ill. 61350. Phone 815-434-6050.

**1. PERSONNEL**  
General Manager—Dan Parker.

## 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

## 3. FACILITIES

500 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

## 4. AGENCY COMMISSION

None; all rates net to station.

## 5. GENERAL RATE POLICY

Accepts AAAA copyrighted contract.  
Member: Illinois Radio Network.

## TIME RATES

No. 8 ET 9/1/74—Rec'd 8/27/74.  
AA—Mon thru Sat 6-9:30 am, 11:30 am-1 pm & 3:30-6 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

	1x	101x	301x	501x	701x	901+
1 min.	8.00	7.50	6.90	6.30	5.70	5.30
30 sec.	7.00	6.50	5.90	5.30	4.70	4.30

## 7. PACKAGE PLANS

	12 ti	24 ti	48 ti	72 ti
1 min.	70.80	127.20	225.60	309.60
30 sec.	58.80	103.20	177.60	237.60
15 sec.	35.40	63.60	112.80	154.80

## WOLI (FM)

1964



Media Code 4 214 7480 0.00  
Van Scholck Enterprises, Inc., Box 763, Hitt St., Ottawa, Ill. 61350. Phone 815-434-0000.  
Studio: Columbus & Superior Sts., Ottawa, Ill.

**STATION'S PROGRAMMING DESCRIPTION**  
WOLI (FM): top 40, local news, sports.

## 1. PERSONNEL

Manager—Carolyn Van Scholck.

## 3. FACILITIES

ERP 3,000 w.; 98.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 200 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.

## TIME RATES

ET 2/15/74—Rec'd 3/5/74.

## 7. PACKAGE PLANS

BULK:	1x	100x	250x	500x	750x	1000x
1 min.	11.00	8.80	8.00	7.00	6.00	5.00
30 sec.	8.00	6.80	6.00	5.00	4.40	4.00

## PARIS (1 AM; 1 FM)

Edgar County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## WACF (FM)

1952



A Ferguson Owned Station  
Media Code 4 214 7507 0.00  
Paris Broadcasting Corp., Box 398, Paris, Ill. 61944.  
Phone 217-465-0153.  
Studio—State Rt. 133, 2 miles W. of Paris, Ill.  
See affiliated AM station for additional information.  
AM facilities: WPRS.

**STATION'S PROGRAMMING DESCRIPTION**  
WACF (FM): Country and western music.

## 3. FACILITIES

ERP 50,000 w.; 98.5 mc.  
Operating schedule: 4:45-12:15 am.  
Antenna ht.: 500 ft. above average terrain.  
Partial simulcast operation. Operated separately 7-12:30 am. For simulcast facilities see WPRS.

## 4. AGENCY COMMISSION

None; all rates net to station.

## TIME RATES

ET 7/1/74—Rec'd 7/5/74.

## 6. SPOT ANNOUNCEMENTS

1 min./less.	5.10	13x	26x	52x	100x
	4.80	4.30	4.75	4.40	4.25
1 min./less.	260x	312x	520x	780x	1560x
	3.95	3.85	3.65	3.55	3.40

## 7. PACKAGE PLANS

PER DAY, USED IN DAY:	5 ti	10 ti	15 ti		
Ea	3.95	3.90	3.45		
PER WK:	12 ti	30 ti	42 ti	60 ti	90 ti
Ea	4.00	3.70	3.65	3.45	3.25

Specified spots must be used in 1 wk.

## WPRS

1951



A Ferguson Owned Station  
Media Code 4 214 7535 1.00  
Paris Broadcasting Corp., Box 398, Paris, Ill. 61944.  
Phone 465-0153.  
Studio: State Route 133, 2 miles West of Paris, Ill.

**STATION'S PROGRAMMING DESCRIPTION**  
WPRS: Programmed for housewives, farmers, and commuters.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Adlai C. Ferguson, Jr.

## 3. FACILITIES

1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6-7 am. For non-simulcast facilities see WACF (FM).

## 4. AGENCY COMMISSION

15/0 time only; 10 days.

## 5. GENERAL ADVERTISING

See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WACF (FM).  
Affiliated with KBS.  
Member: Illinois Radio Network.

## TIME RATES

ET 8/1/56—Rec'd 9/25/57.  
**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	100x	260x	312x
1 min.	6.75	6.40	6.10	5.80	5.50	5.20
20 sec.	4.85	4.60	4.35	4.15	3.95	3.75

## PEKIN

Tazewell County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## See Peoria (including Pekin)

## PEORIA (5 AM; 5 FM)

(including Pekin)  
Peoria County—Map Location D-5  
Tazewell County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic	Daytime (10am-3pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	31	29	31	26
B	30	26	30	18
C	27	17	19	17
D	19	13	17	13
AVERAGE	27	21	24	19

## WIRL

1947

PEORIA



## ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 214 7700 1.00  
Mid-America Media, Inc., 121 N. E. Jefferson Ave., Peoria, Ill. 61602. Phone 309-676-8911.

**STATION'S PROGRAMMING DESCRIPTION**  
WIRL: Programmed for adults and teens.  
MUSIC 78%. AIR PERSONALITIES feature current hits and standards from 5 am-3 pm and current hits from 3 pm-5 am. NEWS 15%; 5 min at :45 and :15 from 5:45-8:45 am and thereafter 5 min at :45 and 2 min at :15. 7 man news team with 5 mobile news units. News features national, international, state and local. Numerous mobile news reports daily. Editorials daily. SPORTS: college basketball play-by-play. Audience participation contests run continually. Contact Representative for further details. Rec'd 10/26/70.

## 1. PERSONNEL

President—Burrell L. Small.  
Vice Pres. & Gen'l Mgr.—Howard H. Frederick.  
Station Manager—Morton E. Cantor.

## 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

## 3. FACILITIES

5,000 w.; 1290 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

## 4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 22b, 23a, 24a, 28c, 29a, 31.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60h, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WSWT (FM).  
Affiliated with Eastman Radio Network.

## TIME RATES

WIRL/WSWT (FM) COMBINATION  
No. 1 ET 8/1/74—Rec'd 5/13/74.  
I—Mon thru Sat 6-10 am & 3-7 pm; Sun 11 am-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun 5-11 am & 7 pm-midnight.

## 7. PACKAGE PLANS

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	42	39	37	31	38	36	34	30

1 min.	34	32	29	25
30 sec	80% of 1-min.	10 sec	10% of 1-min.	
AM only	deduct 20%.			

## CONSECUTIVE WEEK DISCOUNT

26 wk—5% RATEHOLDER  
52 wk—10%  
Minimum wkly sched of 6 1-min spots 6 am-midnight Mon thru Sun necessary to maintain consec wk advertising.

## WMBD

1927

PEORIA

## CBS Radio Network



## KATZ RADIO



Subscriber to the NAB Radio Code

Media Code 4 214 7810 8.00  
Midwest Television, Inc., 212 S. W. Jefferson Ave., Peoria, Ill. 61602. Phone 309-676-0711. TWX 910-652-3954.

## 1. PERSONNEL

President—August C. Meyer.  
Vice-Pres. & Gen'l Mgr.—William L. Brown.  
Sales Manager—Thomas I. Greer.

## 2. REPRESENTATIVES

Katz Radio.

## 3. FACILITIES

5,000 w.; 1470 kc. Directional—separate patterns day and night.  
Operating schedule: 20 hours daily. CST.

## 4. AGENCY COMMISSION

15/0 time and talent; 10 days.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15h, 16.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28b, 29a, 30, 31, 32a, 33a.  
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

## TIME RATES

AM/FM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 32 ET 5/1/74—Rec'd 5/16/74.

AAA—Mon thru Sat 6-10 am; Mon thru Fri noon-1 pm.  
AA—Mon thru Fri 5:30-6 am & 3-7 pm.  
A—Mon thru Sat 7 pm-5 am; Mon thru Fri 10 am-3 pm; Sat 10 am-sign-off; Sun all day.

## 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	46.00	43.50	41.50	39.00	37.00
AA	32.00	30.50	29.00	27.50	26.00
A	23				



**WPEO**  
1946  
PEORIA

**WALTON BROADCASTING SALES CORP.**

Media Code 4 214 7920 5.00  
Pinebrook Foundation, Suite 204, 121 N. Jefferson St., Peoria, Ill. 61602. Phone 309-674-1020.  
**STATION'S PROGRAMMING DESCRIPTION**  
WPEO: Programmed for adults.  
6-7 am talk program, primarily farm news. 7 am-noon block Religious programming with music. Noon-12:30 pm live stockyard, grain and market reports. 12:30-1 pm gospel music, news. 2-2:30 pm open mike interview program. 2:30-10 pm "Nashville Sound" with both folk & country connotations including R & B with black artists and gospel. Contact Representative for further details. Rec'd 8/8/74.

- PERSONNEL**  
General Manager—Richard T. Crawford.  
Sales Manager—O. Clayton Mullins.  
Operations Manager—Ron Billiter.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
1,000 w. days; 1020 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.  
Rate Protection: 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26a, 28a, 29a, 29b, 32a, 32b, 33a, 34a, 35a, 36a, 37a, 38a.  
Contracts: 40a, 41, 42a, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.  
Member: Illinois Radio Network, Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 8/6/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	13 wk	26 wk	52 wk
1 min.	3.00	7.00	6.00	6.00
6 sec.	7.50	6.00	5.00	5.00
12 sec.	7.00	6.00	5.00	5.00

**WSIV**  
1946

**WSIV-FM**  
1964

Media Code 4 214 7925 4.00  
DENT Broadcasting Corp., 28 S. 4th St., Pekin, Ill. 61554. Phone 309-846-2134.

**STATION'S PROGRAMMING DESCRIPTION**  
WSIV: Programmed for young adults and adults.  
MUSIC 85%; 100% familiar popular. NEWS 15%; local, regional, national & international. 2-min at :60. COMMERCIAL POLICY: Commercial clustered every 15 minutes. Maximum of 13 commercial minutes per hour. Contact Representative for further details. Rec'd 8/2/74.

- PERSONNEL**  
Owner & Mgr.—Richard D. Lashbrook.  
Sales Manager—Bill Shook.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.
- FACILITIES**  
5,000 w. days; 1140 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 780 w.; 95.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 85 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5a, 6a.  
Basic Rates: 20a, 21b, 22a, 25a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 71.  
Prod. Services: 82.  
Member: Illinois Radio Network.

**TIME RATES**  
ET 8/1/74—Rec'd 8/1/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, SPECIFIED TIMES:	12 ti	18 ti	24 ti
1 min., ea.	8.00	7.50	7.00
30 sec/less: 80% of 1-min.			

**7. PACKAGE PLANS**

PER WK, TAP:	6 ti	12 ti	18 ti	24 ti
1 min., ea.	7.00	6.50	6.00	5.50
30 sec/less: 80% of 1-min.				

DISCOUNT  
52 wk—5%

**WSWT (FM)**  
1966  
PEORIA

Media Code 4 214 7930 4.00  
Kankakee Cable TV Co., Inc., Box 3335, West Glen Sta., Peoria, Ill. 61614. Phone 309-694-6262.  
See affiliated AM station for additional information.

- PERSONNEL**  
Station Manager—Harold O. Bastian.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 50,000 w. (vert.); 50,000 w. (horiz.); 106.9 mc. Operating schedule: 24 hours daily. CST.  
Antenna ht.: 450 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with WIRL. See that listing for discount.

**TIME RATES**  
ET 8/1/74—Rec'd 10/30/72.

I—Mon thru Sun 8 am-10 pm.  
II—Mon thru Sun 6-8 am & 10 pm-midnight.  
III—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

SECTION I		1 wk	13 wk	26 wk	52 wk
1 min./less, per wk:		20	18	14	12
1 ti		19	17	13	11
14 ti		18	16	12	10
21 ti		17	15	11	9
28 ti		16	14	10	8
SECTION II					
1 ti		16	14	12	10
7 ti		17	15	11	9
14 ti		16	14	10	8
21 ti		15	13	9	7
28 ti		14	12	8	6
SECTION III					
1 ti		16	14	10	8
7 ti		15	13	9	7
14 ti		14	12	8	6
21 ti		13	11	7	5
28 ti		12	10	6	4

**WWCT**  
(formerly WWTO (FM))  
1971  
PEORIA

**Jack Masla & Company, Inc.**

Media Code 4 214 7945 2.00  
Peoria Community Broadcasters, Inc., 232 S. W. Jefferson, Peoria, Ill. 61602. Phone 309-874-2000.

**STATION'S PROGRAMMING DESCRIPTION**  
WWCT: Programmed for 18-49 year olds & youth audience.  
MUSIC: popular current hits & oldies. AIR PERSONALITIES handle all segments. NEWS: 5-min at :55. Contact Representative for further details. Rec'd 8/6/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Paul Carnegie.  
Board Chairman & Sales Mgr.—Thomas A. Murphy.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
ERP 36,000 w.; 105.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 571 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 20b, 21a, 23a, 24a, 25a, 26, 28c, 29a, 31.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 62a, 62d.  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 9/15/74—Rec'd 8/6/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, BTA:	1 ti	15 ti	20 ti	25-35
1 min.	9.40	9.00	8.50	8.00
30 sec.	7.55	7.20	6.80	6.40

**PER WK, BTA:**

13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
1 ti	8.98	8.58	8.70	7.16	7.10
15 ti	8.60	8.18	8.22	6.88	6.76
20 ti	8.00	7.84	7.60	6.40	6.25
25-35 ti	7.48	7.32	7.12	5.98	5.85

10 sec: 50% of 1-min.  
Fixed position: 1 ti rate.

**7. PACKAGE PLANS**

EA:	2000x	1500x	1000x	500x
1 min.	4.50	5.00	6.00	7.00
30 sec.	3.25	3.50	3.75	4.25

(\*) Net to station.

**WXCL**  
1946  
PEORIA

**ABC Information Network**

mcgavren-guild  
pgw radio, inc.

**Subscriber to the NAB Radio Code**  
Media Code 4 214 7975 9.00  
Peoria Valley Broadcasting, Inc., 3641 Meadowbrook Rd., Peoria, Ill. 61604. Phone 309-685-5875.

**STATION'S PROGRAMMING DESCRIPTION**  
WXCL: Programmed for adults, 18-49.  
MUSIC: Modern country. AIR PERSONALITIES. NEWS: Net at :60. 6 news reporters cover local and state news at :30. Actualities from mobile unit, traffic and weather. News sources; Network, Capitol Information Bureau, AP. Statewide News Service. FAIRM: Markets and farm features with farm director and country farm advisor 5-6 am. Direct pick-up from stockyards. Contact Representative for further details. Rec'd 9/4/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Syl Binklin.  
Sales Manager—Mike Thatcher.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
1,000 w.; 1350 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0: time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47c, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
FM facilities: WZRO (FM).  
Affiliated with American Information Network.

**TIME RATES**  
AM/FM COMBINATION  
ET 3/1/73—Rec'd 2/16/73.  
AA—Mon thru Fri 5:30-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	38	31	33	27	27	21
12 ti	36	29	32	26	24	19
18 ti	34	27	30	25	22	18
24 ti	30	25	28	23	19	16

10 sec: 60% of 1-min; preemptible.  
AM only: 1 min deduct 6.00; 30 sec deduct 5.00.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN:	1 min	30 sec
12 ti (6AA, 4A, *2B)	30	25
18 ti (9AA, 6A, *3B)	28	23
24 ti (12AA, 8A, *4B)	26	21

(\*) Wknds when available.  
AM only: 1 min deduct 6.00; 30 sec deduct 5.00.

**WZRO (FM)**  
1973  
PEKIN

Media Code 4 214 7987 4.00  
Peoria Valley Broadcasting, Inc., Box 918, Pekin, Ill. 61554. Phone 309-382-3482.

**STATION'S PROGRAMMING DESCRIPTION**  
WZRO (FM): Target audience 18-49.  
MUSIC: golden country. Selections from library, hits of 60's & 70's blended with contemporary/country sound of today. AIR PERSONALITIES. NEWS: network & 6 local reporters. Contact Representatives for further details. Rec'd 9/4/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Syl Binklin.  
Sales Manager—Mike Thatcher.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
ERP 3,000 w.; 104.9 mc. Stereo.  
Operating schedule: 19 hours daily. CST.  
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48a, 49a, 50a, 51a, 52a, 53a, 54a, 55a, 56a, 57a, 58a, 59a, 60a, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
AM facilities: WXCL.  
Sold in combination with WXCL. See that listing for rates.

**TIME RATES**

FM only: 30% of AM/FM combination rates.

**PERU**

La Salle County—Map Location—E-3  
See SRDS consumer market map and data at beginning of the State.

**WGSY (FM)**  
1970

Media Code 4 214 8000 5.00  
George W. Yazell, 1725-1/2 Fourth St., Peru, Ill. 61554. Phone 815-224-2100.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSY (FM): Programmed for general interest.

- PERSONNEL**  
General Manager—Stephen W. Samet.  
Program Director—Randy Rundle.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc Stereo.  
Operating schedule: 6:30 am-10 pm. CST.  
Antenna ht.: 145 ft. above average terrain.
- AGENCY COMMISSION**  
15% time & talent; monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 6/1/72—Rec'd 6/22/72.

**6. SPOT ANNOUNCEMENTS**

1 YR/LESS CONTRACT:	1x	500x	1000x
1 min.	3.00	2.50	2.00
30 sec.	2.50	2.00	1.75
20 sec.	2.00	1.75	1.50

**7. PACKAGE PLANS**

10 ti	25 ti	50 ti	100 ti
1 min.	30	65	125
30 sec.	25	55	105
20 sec.	20	45	85

Bucks/shot—15 wds or less:  
25 ti in 1 day..... 20 100 ti in 1 wk..... 75

**BUYING PERU?**  
**WLPO AM/FM in La Salle**  
serving the entire Peru-LaSalle market  
**815/223-3100**

**PITTSFIELD (1 AM; 1 FM)**

Pike County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WBBA**  
1954

Media Code 4 214 8030 2.00  
Pike Broadcasting Co., Pittsfield, Ill. 62363. Phone 285-2157.

- PERSONNEL**  
Pres. & Station Mgr.—G. B. Meyer.
  - FACILITIES**  
250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/5/73.
- 6. SPOT ANNOUNCEMENTS**
- |            |   |
|------------|---|
| 1 min/less | 3 |
|------------|---|
- 7. PACKAGE PLANS**
- |                              |   |
|------------------------------|---|
| 100 ti, 15/less days, 10 sec | 1 |
|------------------------------|---|
- May be divided between AM & FM or all on either.

**WBBA-FM**  
1968

Media Code 4 214 8031 0.00  
Pike Broadcasting Co., Radio Park, Pittsfield, Ill. 62363. Phone 285-2157.

**STATION'S PROGRAMMING DESCRIPTION**  
WBBA-FM: Target audience 18-49.  
MUSIC: golden country. Selections from library, hits of 60's & 70's blended with contemporary/country sound of today. AIR PERSONALITIES. NEWS: network & 6 local reporters. Contact Representatives for further details. Rec'd 9/4/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Syl Binklin.  
Sales Manager—Mike Thatcher.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
ERP 3,000 w.; 97.7 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 268 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**

Rates are identical to WBBA. See that listing.

**PLANO**

Kendall County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**WSPY**  
1974

Media Code 4 214 8112 8.00  
SFY Broadcasting Systems, Inc., Box 41, Rt. 1 Plano, Ill. 60545. Phone 815-786-8985, 312-552-8985.

- PERSONNEL**  
Pres. & Owner—Lawrence W. Nelson.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Operating schedule: 5:30 am-10 pm. CST.  
Antenna ht.: 165 ft. above average terrain.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**

No. 1 ET 1/1/74—Rec'd 7/9/74.  
AA—5:30-9 am, 11:30 am-1 pm & 5-7 pm.  
A—9-11:30 am, 1-5 pm & 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER YR.	1 min	30 sec	10 sec	1 min	30 sec	10 sec
EA:	6.25	5.00	3.75	5.00	4.00	3.00
7 x	5.90	4.70	3.50	4.70	3.75	2.80
26 x	5.75	4.60	3.45	4.55	3.65	2.70
52 x	5.55	4.45	3.30	4.30	3.45	2.60
104 x	5.30	4.25	3.20	4.05	3.25	2.45
156 x	5.10	4.10	3.05	3.85	3.10	2.30
208 x	5.00	4.00	3.00	3.75	3.00	2.25
312 x	4.75	3.80	2.85	3.55	2.85	2.15
364 x	4.60	3.70	2.75	3.45	2.75	2.05
520 x	4.40	3.50	2.65	3.30	2.65	2.00
728 x	4.25	3.40	2.55	3.15	2.55	1.90
1040 x	4.00	3.20	2.40	3.00	2.40	1.80

**10. SPECIAL FEATURES**

PER YR.	7x	26x	52
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# ILLINOIS

## Pontiac—W P O K—Continued

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	260x	520x
1 min.	8.00	5.75	5.50	5.00	4.50
30 sec.	5.00	4.50	4.25	4.00	3.50
10 sec.	3.00	2.75	2.65	2.50	2.30

7. PACKAGE PLANS					
SATURATION PLANS—ROS—BTA					
1 MINUTE					
	1 wk.	12 wk.	18 ti	24 ti	
1 wk.	6.11	12.11	18.11	24.11	
13 wk.	6.00	5.25	5.00	4.75	
26 wk.	5.50	5.00	4.75	4.50	
	5.00	4.75	4.50	4.25	

10. SPECIAL FEATURES					
NEWS/WEATHER/SPORTS					
	1x	52x	156x	260x	512x
1/4 hr.	9.50	9.25	9.00	8.50	8.00
11/4 hr.	16.50	16.00	14.50	13.50	12.50
10 min.	13.50	12.50	11.50	10.50	9.50
15 min.	9.50	8.75	8.00	7.00	6.50

(t) Full sponsorship.  
No FM only buys during AM broadcast hours.

## W P O K-FM

1969  
Media Code 4 214 6141 7.00  
Bret Broadcasting Corp., Box 740, Pontiac, Ill. 61764. Phone 815-844-6101.  
See affiliated AM station for additional information.

1. PERSONNEL  
General Manager—Don Sharp.  
2. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 205 ft. above average terrain.  
Partial simulcast operation. Operated separately 7:15 am-10 pm. For simulcast facilities see WPOK.  
4. AGENCY COMMISSION  
None: all rates net to station.

### TIME RATES

Rates are identical to WPOK. See that listing.

## PRINCETON

Bureau County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## W Z O E

1961

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 8195 3.00  
Public Service Broadcasters, Inc., WZOE Broadcast Center, R.R. 5, Princeton, Ill. 61356. Phone 815-875-8014.

1. PERSONNEL  
General Manager—Don Sharp.  
2. FACILITIES  
1,000 w.: 1490 kc. Non-directional.  
Operating schedule: 6 am-10 pm, CST.  
4. AGENCY COMMISSION  
None: all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: National AdRadio Groups, Inc., Illinois Radio Network, Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME					
ET 1/1/71—Rec'd 1/6/71.					
6. SPOT ANNOUNCEMENTS					
	1x	52x	156x	312x	624x
1 min.	5.25	5.00	4.50	4.00	3.50
30 sec.	4.25	4.00	3.50	3.00	2.50
10 sec.	2.50	2.25	2.00	1.75	1.50

7. PACKAGE PLANS					
52-WEEK PLAN					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	3.75	3.00	2.25	1.50	1.00
30 sec.	2.75	2.00	1.50	1.00	0.75
15 sec.	1.75	1.25	0.75	0.50	0.25
10 sec.	1.25	0.75	0.50	0.25	0.15
5 sec.	0.75	0.50	0.25	0.15	0.10

## QUINCY (2 AM; 2 FM)

Plus 1 paid cross reference.  
Adams County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## KHMO

## HANNIBAL

City of license, Hannibal, Mo.  
Considered by NBC Radio Network as their Hannibal, Mo.—Quincy, Ill. outlet.  
See listing under Hannibal, Mo.

## WGEM

## WGEM-FM

1947

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 8250 6.00  
Quincy Broadcasting Co., Hotel Quincy, Quincy, Ill. 62301. Phone 217-222-6840. TWX 910-246-3209.

STATION'S PROGRAMMING DESCRIPTION  
WGEM: Programmed for general and mass appeal.  
MUSIC: Popular middle-of-the-road, top 40, country western, standards, 5:30 am-7 pm. FEATURES: special top 40 evening feature for young adults and teens, 7-10:30 pm. FARM: includes capsule reports, markets summaries and weather reports. NEWS: news on hour and 1/2 hour. SPORTS: coverage includes high schools, 1 college, football, basketball. Contact Representative for further details. Rec'd 1/23/70.

1. PERSONNEL  
General Manager—Joseph S. Bonansinga.  
Commercial Mgr.—Ron Stewart.  
2. REPRESENTATIVES  
Avery-Knodel, Inc.  
3. FACILITIES  
5,000 w.: 1440 kc. Directional—Separate patterns day and night.

Operating schedule: 5:30-1 am, CST.  
FM-ERP 27,500 w.: 105.1 mc.  
Antenna ht.: 640 ft. above average terrain.  
Operating schedule: Same as AM.  
4. AGENCY COMMISSION  
15/0 time only: 10 days.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 7 ET 4/1/74—Rec'd 4/15/74.  
AA—Mon thru Fri 6-9 am, 12:15-1 pm & 4-6 pm.  
A—Mon thru Fri 5:30-6 am, 9 am-noon, 1-4 pm, 6-7:30 pm & 10:30 pm-sign-off; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	11.00	10.00	9.00	8.00	7.00
30 sec.	8.00	7.00	6.00	5.00	4.00
15 sec.	5.00	4.00	3.00	2.00	1.50
10 sec.	3.00	2.00	1.50	1.00	0.75
5 sec.	2.00	1.50	1.00	0.75	0.50

7. PACKAGE PLANS  
20 per wk ROS, Mon thru Fri 5:30-6 am, 9-11:55 am, 1-4 pm & 6 pm-midnight; Sat & Sun all day.  
1 min. 100 30 100 100 100  
30 sec. 100 30 100 100 100

8. PROGRAM TIME RATES  
1 hr 1/2hr 1/4 hr 10 min 5 min  
1 x 100 50 35 25 15

10. SPECIAL FEATURES  
PAUL HARVEY NEWS—MON THRU SAT  
NOON-12:15 PM

TEEN TIME—SUN THRU FRI 7:30-10:30 PM					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	12.00	10.50	9.00	8.00	7.00
30 sec.	8.00	7.00	6.00	5.00	4.00
15 sec.	5.00	4.00	3.00	2.00	1.50
10 sec.	3.00	2.00	1.50	1.00	0.75
5 sec.	2.00	1.50	1.00	0.75	0.50

## WTAD

1926

# CBS Radio Network



## KATZ RADIO

NAB

A Lee Enterprises Station  
Subscriber to the NAB Radio Code  
Media Code 4 214 8205 6.00  
Lee Enterprises, Inc. (Lee Broadcasting Div.), Box 905, Quincy, Ill. 62301. Phone 217-222-6217. TWX 910-246-3204.

STATION'S PROGRAMMING DESCRIPTION  
WTAD: Programmed for general interest.  
MUSIC: MOR, NEWS: network at :60, local 3 times early morning, once midday & twice evening.  
SPORTS: Major League baseball, high school & college football, basketball, FARM: farm director, capsule reports, interviews, market summaries morning, noon & evening. Contact Representative for further details. Rec'd 4/26/71.

1. PERSONNEL  
Station Sales Manager—Robert G. Fruehe.  
Station Manager—John Phillips.  
2. REPRESENTATIVES  
Katz Radio.  
3. FACILITIES  
5,000 w. days. 1,000 w. nights; 930 kc. Directional—night only.  
Operating schedule: 5:30-12:05 am, CST.  
Partial simulcast operation. Simulcast sign-on 8 am.  
For non-simulcast facilities see WTAD-FM.  
4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 17 ET 7/1/71—Rec'd 7/2/71.  
AA—Mon thru Sat 5:30-9 am & 11:44 am-1:15 pm.  
A—Mon thru Sat 9-11:44 am & 1:15-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	14.50	14.00	13.00	12.00	11.00
30 sec.	10.75	10.50	9.75	9.00	8.25
15 sec.	7.25	7.00	6.50	6.00	5.50
10 sec.	5.00	4.75	4.50	4.25	4.00
5 sec.	3.50	3.25	3.00	2.75	2.50

CLASS AA					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	13.50	13.00	12.00	11.00	10.00
30 sec.	10.00	9.75	9.00	8.25	7.50
15 sec.	6.75	6.50	6.00	5.50	5.00

CLASS A					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	13.00	12.50	11.00	10.00	9.00
30 sec.	9.75	9.50	8.25	7.50	6.75
15 sec.	6.50	6.25	5.50	5.00	4.50

CLASS AAA					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	13.00	12.50	11.00	10.00	9.00
30 sec.	9.75	9.50	8.25	7.50	6.75
15 sec.	6.50	6.25	5.50	5.00	4.50

PER YR:					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	12.00	11.00	10.00	9.00	8.00
30 sec.	9.00	8.25	7.50	6.75	6.00
15 sec.	6.00	5.50	5.00	4.50	4.00

CLASS AA					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	11.00	10.00	9.00	8.00	7.00
30 sec.	8.25	7.50	6.75	6.00	5.25
15 sec.	5.50	5.00	4.50	4.00	3.50

CLASS A					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec.	7.50	6.75	6.00	5.25	4.50
15 sec.	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS					
TAP PLANS—1/3AAA, 1/3AA, 1/3A					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	132	120	110	100	90
30 sec.	99	90	80	70	60
15 sec.	66	60	50	40	30

## 8. PROGRAM TIME RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	100.00	94.00	89.00	79.00	73.00
1/2 hr.	66.00	62.75	59.50	51.50	47.50
1/4 hr.	44.00	41.75	39.50	34.25	31.75
10 min.	33.00	31.25	29.75	25.75	22.50
5 min.	22.00	21.00	19.75	17.00	15.75

All other times: 65% of above. (CR)

## WTAD-FM

1946

NAB

A Lee Enterprises Station  
Subscriber to the NAB Radio Code  
Media Code 4 214 8306 6.00  
Lee Enterprises, Inc. (Lee Broadcasting Div.), Box 905, Quincy, Ill. 62301. Phone 217-222-6200. TWX 910-246-3204.

STATION'S PROGRAMMING DESCRIPTION  
WTAD-FM: Same as AM, sign-on-8 am. MUSIC: MOR, show tunes, movie instrumentals, orchestral arrangements of standards & old favorites, semi-classical & classical, big bands, jazz. Sun: 2 hours of sacred music of all faiths. Contact Representative for further details. Rec'd 4/26/71.

3. FACILITIES  
ERP 27,000 w.; 99.5 mc. Stereo.  
Operating schedule: 5:30-12:05 am Mon thru Sat; 5:55 am-midnight Sun, CST.  
Antenna ht.: 750 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-10:15 pm. For simulcast facilities see WTAD.

TIME RATES  
No. 1 ET 9/1/69—Rec'd 4/20/67.

6. SPOT ANNOUNCEMENTS  
DAILY: 1 min 2 min 3 min  
Sun thru Sat, per mo. 70 130 190  
Minimum contract 3 months; maximum 1 year.  
Spots rotated 8 am-10 pm, 1 copy change per month.  
Additional copy charges, ea. 2.50.

10. SPECIAL FEATURES  
5-minute news on the hour 8 am-10 pm;  
1 strip Sun thru Sat, fixed, per mo. 125  
Minimum contract 3 months; maximum 1 year.

## RANTOUL (1 AM; 1 FM)

Champaign County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WRTL

1962

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 8415 5.00  
Regional Radio Service, Box 115, Rantoul, Ill. 61846. Phone 217-893-1460.

1. PERSONNEL  
Co-Owner & Sales Mgr.—Donald R. Williams.  
Co-Owner, Gen'l Mgr. & Prog. Dir.—William B. Brown.

2. FACILITIES  
500 w. days; 1460 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset, CST.  
Partial simulcast operation. Simulcast 6-9 am & noon-12:30 pm Mon thru Sat; 5:5-5:30 pm Mon thru Fri. For non-simulcast facilities see WRTL-FM.

4. AGENCY COMMISSION  
15/0 time only: payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 25a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES  
ET 3/15/72—Rec'd 1/24/73.

AA—Mon thru Sat 6-9 am & noon-12:30 pm; Mon thru Fri 5-5:30 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS					
	1 min.	30 sec.	15 sec.	10 sec.	5 sec.
1 min.	8.25	5.50	5.25	3.50	2.50
30 sec.	7.50	5.00			



Rockford—W L U V—Continued

- 1. FACILITIES**  
500 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WLUV-FM.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 22b, 23a, 25a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a.  
Affiliated with MBS.

**TIME RATES**  
No. 3 Eff 5/1/69. Rec'd 3/28/69.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	10 ti	20 ti	30 ti	40 ti
1 wk.....	11.00	10.50	10.00	9.50 9.00
13 wk.....	10.50	10.00	9.50	9.00 8.50
26 wk.....	10.00	9.50	9.00	8.50 8.00
52 wk.....	9.00	8.50	8.00	7.50 7.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM/FM simulcast—1-1/2x applicable rate.

**WLUV-FM**

1964  
LOVES PARK



Media Code 4 214 8635 8.00  
Loves Park Broadcasting Co., Box 2201, Loves Park, Ill. 61111. Phone 877-6037.  
See affiliated AM station for additional information.

- 1. PERSONNEL**  
Women's Editor—Marcheta Roberts.
- 3. FACILITIES**  
ERP 3,000 w.; 96.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 263 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WLUV.

**TIME RATES**

Rates are identical to WLUV. See that listing.

**WROK**

1929  
ROCKFORD

**Contemporary**



Subscriber to the NAB Radio Code  
Media Code 4 214 8690 3.00  
WROK, Inc., 1100 Tamarack Ln., Rockford, Ill. 61105. Phone 815-399-2233.

- STATION'S PROGRAMMING DESCRIPTION**  
WROK: Programmed for 18-49.  
MUSIC: contemporary. Selected top 30 plus recent current & familiar oldies. NEWS: at :55 with 4 man news staff & 3 mobile units. SPORTS: included in news. Contact Representative for further details. Rec'd 7/23/74.

- 1. PERSONNEL**  
President—Vernon A. Nolte.  
General Manager—David W. Salisbury.  
Program Director—Dave Hamilton.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.
- 3. FACILITIES**  
5,000 w. days. 500 w. nights; 1440 kc.  
Directional. days.  
Operating schedule: 24 hours. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WZOK (FM).  
Affiliated with American Contemporary Network.

**TIME RATES**

WROK/WZOK (FM) COMBINATION  
No. 16 Eff 7/1/74—Rec'd 7/5/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 ti.....	36	29	34	27 30 24
12 ti.....	30	23	28	29 23
18 ti.....	31	27	32	25 28 22
24 ti.....	33	26	31	24 27 21

10 sec: 60% of 1-min.  
AM only: Deduct 1-min 8.00; 30 sec 6.00.

**WRRR**

1933  
ROCKFORD



Cummings Communications Corporation  
Media Code 4 214 8800 6.00  
Radio Rockford, Inc., 2830 Sandy Hollow Rd., Rockford, Ill. 61109. Phones 815-874-7861, 968-2263.

- STATION'S PROGRAMMING DESCRIPTION**  
WRRR: programmed for adults & young adults.  
MUSIC: popular album, MOR. NEWS: 60% local, 40% national & world; 6-9 am, 10 min every :30; thereafter, 5 min local at :30; network at :60.

TALK. daily show 9-10 am. UPI wire, 3 newsmen, 4 personalities. COMMERCIAL POLICY: 18 minutes per hour, no double spotting. Contact Representative for further details. Rec'd 1/28/74.

- 1. PERSONNEL**  
President—Alan H. Cummings.  
General Manager—Deane D. Osborne.  
Commercial Manager—Vard W. Hartman.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- 3. FACILITIES**  
1,000 w. days; 1330 kc. Directional.  
Operating schedule: 6 am-local sunset or 8:00 pm, whichever is earlier. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12i, 13b, 14b, 15b.  
Basic Rates: 20a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a.  
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 6/25/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	1 ti	2 ti	3 ti	4 ti	1 ti	1 ti	2 ti	3 ti	4 ti
1 min.....	12.00	11.00	10.00	9.00	8.00	9.00	8.00	6.00	6.00	6.00
20/30.....	9.50	8.50	8.00	6.40	6.00	7.20	6.40	4.80	4.80	4.80
10 sec.....	6.00	5.50	5.00	4.00	5.00	4.50	4.00	3.00	3.00	3.00

**8. PROGRAM TIME RATES**  
5-min—1-1/2x applicable 1-min rate.

**WRWC (FM)**

ROCKTON

City of license, Rockton, Ill.  
See listing under Rockton, Ill.

**WYFE**

1960  
ROCKFORD



A Midwest Family Station  
Media Code 4 214 8910 5.00  
Wyfe Radio, Box 1150, Spring Creek & Shaw Rd., Rockford, Ill. 61105. Phone 815-877-6064.

- STATION'S PROGRAMMING DESCRIPTION**  
WYFE: Programmed for adults & young adults.  
MUSIC: Adult contemporary. Current hits 25%; Golden Hits 75%. 7 Air Personalities. Audience participation contests & quizzes. NEWS: 5-min local at :45 & :15 until 9 am & at :45 thereafter. 10-min at 7:45 am. Editorials 9/x daily. FARM 6-9 am & 12N-1 pm. Market reports, interviews, shipment estimates, weather in detail. SPORTS included in newscasts. Contact Representative for further details. Rec'd 2/27/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Duane Daniels.  
Vice-Pres. & Sales Mgr.—Thomas Fallo.  
Program Director—Robin Steas.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- 3. FACILITIES**  
1,000 w. days; 1150 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities, see WYFE-FM.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 24b, 25a, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61b, 61c, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: Illinois Radio Network.

**TIME RATES**

No. 6 Eff 4/1/73—Rec'd 2/27/73.  
AA—Mon thru Sat 6:15-9 am, noon-1 pm & 3-6:30 pm.  
A—All other times; Sun all day.

**7. PACKAGE PLANS**  
BULK SATURATION

PER WK, EA, ROS:

PER WK:	3 ti	5 ti	6+	3 ti	5 ti	6+
Es.....	12.50	11.75	10.75	10.50	10.00	9.50

1 day or more.

- 8. PROGRAM TIME RATES**  
1/2 hr 1/4 hr 10 min 5 min  
1 x..... 62.50 37.50 22.50 15.00
- CONSECUTIVE DISCOUNT**
- |         |          |
|---------|----------|
| 26x—5%  | 260x—20% |
| 52x—10% | 512x—25% |

- 9. PARTICIPATING PROGRAMS**  
Farm Hour—noon-1 pm Mon thru Sat.  
Participation 1-minute announcements at fixed position rates.

**AM/FM COMBINATION**  
No. 6 Eff 4/1/73—Rec'd 2/27/73.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	CLASS A
1x 26x 104x 158x 260x 312x 500x 1000x	
1 min 15.00 14.00 13.50 13.00 12.50 11.75 10.75 10.00	
30 sec 12.00 11.25 10.75 10.50 10.00 9.50 8.50 8.00	
1 min 13.00 12.00 11.50 11.00 10.50 10.00 9.50 9.00	
30 sec 10.50 9.50 9.25 8.75 8.50 8.00 7.50 7.25	

10 sec: 50% of 1-min.

**WYFE-FM**

1973  
ROCKFORD



A Midwest Family Station  
Media Code 4 214 8911 3.00  
Heart O' Wisconsin Broadcasting Co., Inc., Box 1150, Spring Creek & Shaw Rd., Rockford, Ill. 61105. Phone 815-877-6064.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WYFE-FM: MUSIC: 60% Golden hits, 40% current hits & albums. NEWS: 5 min at :45. Contact Representative for further details. Rec'd 3/2/73.

- 1. PERSONNEL**  
Sec'y-Treas.—William R. Walker.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 285 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities, see WYFE.
- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WYFE. See that listing for rates.

**TIME RATES**

FM only: 50% of AM rates.

**WZOK (FM)**

(formerly WROK-FM)

1948  
ROCKFORD

**Beautiful Music**



Subscriber to the NAB Radio Code  
Media Code 4 214 8923 8.00  
WZOK, Inc., 1100 Tamarack Ln., Rockford, Ill. 61105. Phone 815-399-2233.  
See affiliated AM station for additional information.  
AM facilities: WROK.

**STATION'S PROGRAMMING DESCRIPTION**  
WZOK (FM): MUSIC: familiar standards & current favorites programmed in 4 uninterrupted segments per hour. NEWS: capsules at :58; special editions at 6:30 & 7:30 am. COMMERCIAL POLICY: maximum 8 units per hour. Contact Representative for further details. Rec'd 8/27/74.

- 3. FACILITIES**  
ERP 50,000 w.; 97.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 235 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WROK. See that listing for rates.

**TIME RATES**

No. 16 Eff 7/1/74—Rec'd 7/5/74.

**6. SPOT ANNOUNCEMENTS**  
MON THRU SUN 6 AM-MIDNIGHT

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	13	11	10	9
30 sec.....	10	9	8	7

**ROCK ISLAND**

Rock Island County—Map Location C-3  
See SRDS consumer market map and data at beginning of the state.

**See Davenport (Iowa)-Rock Island (Ill.)-Moline (Ill.) under Iowa**

**ROCKTON**

South Beloit, Ill., Winnebago County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

**WRWC (FM)**

1961



Media Code 4 214 8935 2.00  
Salter Broadcasting Co., Box 283, Rockton, Ill. 61072. Phone 815-624-7227.

- STATION'S PROGRAMMING DESCRIPTION**  
WRWC (FM): Programmed for adults 18-103.  
MUSIC: golden sound—popular showtunes, big bands, orchestras, popular vocals & country instrumentals. Sundays: 9 am-12N—Big Bands. Music by request 12M-6 am. NEWS: 5 min at :60, local, state, national, road reports. Daily local stock closings at 3:30 & 5:30 pm. SPORTS: Live high school football & basketball, College football & basketball play-by-play. COMMERCIAL POLICY: 6 breaks per hour, 4 per hour during music till dawn. Weather every 30 min. Contact Representative for further details. Rec'd 2/26/73.

- 1. PERSONNEL**  
President—Russ Salter.  
Station Manager—Reinhard Metzger.
- 2. REPRESENTATIVES**  
PRO Times Sales, Inc.  
South, Southeast, Southwest—Mario Messina Com.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 200 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 26.  
Contracts: 40a, 44a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60c.  
Cancellation: 71a.  
Prod. Services: 80, 81, 82.  
AM facilities: WBEL, Beloit, Wis.

**ILLINOIS**

**TIME RATES**

No. 5 Eff 9/1/72—Rec'd 8/7/72.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min.....	12	11	10	9	8
30/20 sec: 80% of 1-min.	10 sec/ID's: 50% of 1-min.				(CR)

**SALEM (1 AM; 1 FM)**

Marion County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State

**WJBD**

**WJBD-FM**

1958

1972

Subscriber to the NAB Radio Code  
Media Code 4 214 8965 9.00  
Salem Broadcasting Company, 310 W. McMackin St., Salem, Ill. 62381. Phone 618-548-2000.

- 1. PERSONNEL**  
Co-owner, Gen'l & Sales Mgr.—Bryan Davidson.
- 3. FACILITIES**  
500 w.; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 285 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**

Eff 11/1/73—Rec'd 11/13/73.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	208x	312x
1 min 6.90	6.40	6.10	5.55	5.15	4.70	4.30
30 sec 5.90	5.55	5.15	4.70	4.25	3.85	3.50

**SAVANNA**

Carroll County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**WCCI (FM)**

1971



Media Code 4 214 8980 8.00  
Carroll County Broadcasting Co., Box 395, 316 Main St., Savanna, Ill. 61074. Phone 815-273-7757.

- STATION'S PROGRAMMING DESCRIPTION**  
WCCI (FM): Programmed for adults.
- 1. PERSONNEL**  
Co-owner & Gen'l Mgr.—Dennis W. Voy.
- 3. FACILITIES**  
ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-7 pm. CST.  
Antenna ht.: 260 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Illinois Radio Network.

**TIME RATES**

Eff 10/1/71—Rec'd 11/5/71.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 4.50 30 sec..... 3.50

**SHELBYVILLE (1 AM; 1 FM)**

Shelbyville County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**WSHY**

**WSHY-FM**

1972

1969



Subscriber to the NAB Radio Code  
Media Code 4 214 8995 6.00  
Shelbyville Broadcasting Co., Box 343, West South 5th St., Shelbyville, Ill. 62565. Phone 217-774-2146.

- 1. PERSONNEL**  
Station Manager—Doris Storm.  
Program Director—Joy Hanson.
- 2. REPRESENTATIVES**  
Gert Bunchez and Associates.
- 3. FACILITIES**  
500 w.; 1580 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
ERP 3,000 w.; 104.9 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 161 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 on time.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Gert Bunchez & Associates Group.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 2/1/74—Rec'd 2/15/74.

AAA—5 pm-5 am.  
AA—10 am-5 pm.  
A—5-10 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	CLASS AA	CLASS A
1 ti 10 ti 20 ti	30 ti 40 ti 50 ti	
1 min..... 2.50 2.40 2.30	2.20 2.10 2.00	
30 sec..... 1.50 1.45 1.40	1.35	

# ILLINOIS

## SOUTH BELOIT

Winnebago County—Map Location E-2  
See BRDS consumer market map and data at beginning of the State.

See Beloit, Wis.

(including South Beloit, Ill.)

## SPARTA

Randolph County—Map Location D-10  
See BRDS consumer market map and data at beginning of the State.

### WHCO

1955

NAB

Subscriber to the NAB Radio Code  
Media Code 4 214 9020 2.00  
Hirsch Communication Engineering Corp., Hwy. 154  
W., Sparta, Ill. 62286. Phone 818-443-2121.  
Other office: 324 Broadway, Cape Girardeau, Mo.

- PERSONNEL**  
General Manager—Oscar C. Hirsch.  
Mgr. & Com'l Mgr.—J. L. Scheper.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective August 28, 1959.  
Rates received August 28, 1959.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
1	1/2	1/4	10	5	1
hr.	hr.	hr.	min.	min.	min.
1 time.....	60.00	36.00	24.00	18.00	12.00
13 times.....	57.00	34.50	22.75	17.25	11.50
26 times.....	54.00	32.75	21.00	16.50	10.75
52 times.....	48.75	29.50	18.75	14.75	9.50
104 times.....	44.00	26.50	16.75	12.50	8.00
156 times.....	39.50	23.75	15.00	11.00	7.00
312 times.....	35.00	21.25	13.50	10.75	6.00

## SPRINGFIELD (3 AM; 3 FM)

Sangamon County—Map Location D-7  
See BRDS consumer market map and data at beginning of the State.

### WCVS

1922

McGavren-Guild  
pgw radio, inc.

NAB

RAB

Media Code 4 214 9075 6.00  
Eastern Broadcasting, Box 2697, 3055 S. 4th St.,  
Springfield, Ill. 62708. Phone 217-544-9855.

**STATION'S PROGRAMMING DESCRIPTION**  
WCVS: Programmed primarily for 18-49 audiences.  
FARM: Agriculture news, markets 5-6:30 am, 12N-1 pm.  
WEATHER: U. S. Weather Bureau, local & area reports, direct weather wire. MUSIC: current hits 75%. 6 air personalities handle all segments.  
NEWS: network at :55, local at :25. Livestock & grain markets included in noon news. SPORTS: 5 min sports wrap-ups on week-ends & play-by-play in season. Personalities available for remotes from shopping centers, stores, etc. 4 man news staff, 2 mobile units. Contact Representative for further details. Rec'd 11/1/72.

- PERSONNEL**  
President—Roger Neuhoff.  
Vice-Pres. & Gen'l Mgr.—Ken Spengler.  
Farm Director—Tony Trent.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24c, 25a, 29a, 29b, 33a.  
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 48, 51a, 51c.  
Comb. & Cont. Discounts: 60b, 60l, 62d.  
Cancellation: 70b, 70e, 71a, 73a.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.

#### TIME RATES

Eff 1/1/72—Rec'd 11/30/72.  
AA—Mon thru Sat 6:30-10 am & 3-7 pm.  
Farm—Mon thru Sat 5-6:30 am & noon-1 pm.  
A—Mon thru Sat 10 am-noon, 1-3 pm & 7-10 pm;  
Sun all day.  
B—Mon thru Sat 10 pm-5 am.

6. SPOT ANNOUNCEMENTS	
PER WK:	FARM
WK:	6 ti 12 ti 18 ti 24 ti
1 min 23	22 20 18 21
30 sec 19	18 16 15 17
A	
1 min 21	20 18 16 18
30 sec 17	16 14 13 15
B	
1 min 21	20 18 16 18
30 sec 17	16 14 13 15

- CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN 1  
24 ti—8AA (4 am, 4 pm), 8A (4 am, 4 pm), 8A/B (7 pm-midnight)..... 16 13  
TOTAL AUDIENCE PLAN 2  
18 ti—6AA (3 am, 3 pm), 6A (3 am, 3 pm), 6A/B (7 pm-midnight)..... 17 14

## WDBR (FM)

1948

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 9100 2.00  
Sanganon Broadcasting Co., 712 S. Dirksen Pkwy.,  
Springfield, Ill. 62708. Phone 217-522-4441.  
See affiliated AM station for additional information.  
AM facilities: WTAX.

**STATION'S PROGRAMMING DESCRIPTION**  
WDBR (FM): MUSIC: contemporary top 40. NEWS:  
world, national & local at :25. Public affairs 7:30  
pm Sun. Oldies 8 pm-midnight Sun. COMMERCIAL  
POLICE: maximum 8 minutes per hour. Contact  
Representative for further details. Rec'd 5/31/74.

- PERSONNEL**  
Operations Manager—Joe Jackson.  
Sales Manager—Bob Taylor.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 17,000 w.; 103.7 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 318 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with WTAX. See that listing  
for rates.

#### TIME RATES

No. 26 Eff 6/1/73—Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	7.00 6.50 6.00 5.50
30 sec.....	6.00 5.50 5.00 4.50

## WFMB (FM)

1965



### AVERY-KNODEL, INC.

NAB

Media Code 4 214 9130 9.00  
Capital Broadcasting Co., 819-820 Meyer's Bldg.,  
Springfield, Ill. 62701. Phone 217-528-3033.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFMB (FM): MUSIC: top 75 country western M-F  
6 am-12 M. Sat 6-1 am. Weather on hour and at  
:30 throughout day. Contact Representative for further  
details. Rec'd 11/30/72.

- PERSONNEL**  
General Manager—H. J. Hoskins.  
Station Manager—William R. Wheeler.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 104.5 mc.  
Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 250 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24c, 25a, 29a,  
48, 51c.  
Comb. & Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 70a, 71a, 73b.  
Prod. Services: 80.  
Affiliated with American Information Network.

#### TIME RATES

No. 6 Eff 3/1/74—Rec'd 2/11/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS		
AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti.....	15 12 11	11 8
6 ti.....	11 13 10	11 8
12 ti.....	13 10 12	9 10 7
18 ti.....	12 9 11	8 9 7
24 ti.....	11 8 10	7 8 6
30 ti.....	10 7 9	7 7 6

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA  
EA:  
1 min..... 12 11 10 9 8  
30 sec..... 9 8 7 7 6
- DISCOUNT**  
26 wk—5%  
52 wk—10%
- PROGRAM TIME RATES**  
1x 52x 104x 156x 260x  
1/2 hr..... 50 45 40 38 35  
5 min..... 25 22 20 17 15

## WMAY

1950

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 9185 3.00  
Springfield Broadcasting Co., Inc., Box 460, 525 W.  
Jefferson St., Suite No. 111, Springfield, Ill. 62705.  
Phone 217-525-0200.

**STATION'S PROGRAMMING DESCRIPTION**  
WMAY: Programmed for general interest.  
FARM: agriculture news 5:30-6:30 am & farm  
market reports at 12:35 pm. NEWS: 10 min at  
6:30, 7, 8 am, noon & 5 pm; 5 min at :30. Weather:  
U. S. Weather Bureau report at 12:10 pm. SPORTS:  
5 min at 6:10 pm; Major League baseball & college  
football. Contact Representative for further details.  
Rec'd 8/13/74.

- PERSONNEL**  
President—Richard W. Chapin.  
General Manager—John R. O'Shea.  
Operations Manager—Charles P. Joeckel.

- REPRESENTATIVES**  
Hil/Stone Radio Representatives, Inc.  
Kansas City, Omaha—Hed Abels.  
St. Louis—Bruce Schneider & Co.
- FACILITIES**  
1,000 w. days, 500 w. nights; 970 kc. Directional.  
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**  
15/0 net time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c,  
25a, 26, 27, 28a, 29a, 29b, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
48, 49, 51b.  
Comb. & Cont. Discounts: 60b, 60d, 61a, 61b, 62a.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Stuart Broadcasting Company.

#### TIME RATES

No. 9 Eff 5/1/69—Rec'd 6/4/69.  
AA—5:30-10 am, noon-1 pm & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS	
1 MIN:	52x 104x 156x 260x 312x 620x
AA	18 17 16 15 14 13 12
A	18 15 14 13 12 11 10
20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.	
7. PACKAGE PLANS	
1 MIN. PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti
AA	16 15 14 13 12
A	14 13 12 11 10

- SATURATION PACKAGE**  
20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

## WTAX

1930

### CBS Radio Network

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 214 9240 6.00  
Sanganon Broadcasting Co., 712 S. 31st., Spring-  
field, Ill. 62708. Phone 217-522-4441.

**STATION'S PROGRAMMING DESCRIPTION**  
WTAX: Programmed for general interest.  
All PEERSONALITIES handle all segments. MUSIC:  
popular music, blend of standards, middle-of-the-  
road, jazz-oriented, current hits. NEWS: network on  
hour, local or features on half hour. Statehouse cor-  
respondent. 2 mobile units, daily editorials. SPORTS:  
4 daily sports shows. Pro, college, and high school  
football play-by-play. College and high school basket-  
ball play-by-play plus special events. TALK: swap  
shop 9:30-10 am. FARM: livestock, grain reports,  
farm news, US Weather Bureau reports, and IAA  
program 5-6:30 am & noon hour. Contact Represen-  
tative for further details. Rec'd 1/29/74.

- PERSONNEL**  
General Manager—Shelby T. Harblson.  
Sales Manager—Edward J. Mahoney.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**  
15/0 time only
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 29a,  
48, 49, 51c.  
Comb. & Cont. Discounts: 60b, 60d, 61a.  
Cancellation: 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities WDBR (FM).  
Affiliated with CBS.  
Affiliated with Eastman Radio Network.  
Member: Illinois Radio Network.

#### TIME RATES

No. 1 Eff 8/1/72—Rec'd 8/25/72.  
I—Mon thru Sat 5:30-9:30 am & noon-1 pm.  
II—All other times.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 min 30 sec 1 min 30 sec
6 ti.....	17.00 14.00 10.00 8.00
12 ti.....	16.00 13.00 9.50 7.50
18 ti.....	15.00 12.00 9.00 7.00
24 ti.....	14.00 11.00

- DISCOUNT**  
26 wk—5%  
52 wk—10%  
Combinable with FM for frequency discount.

#### WTAX/WDBR (FM) COMBINATION

#### TIME RATES

No. 26 Eff 6/1/73—Rec'd 7/30/73.  
I—Mon thru Sat 5:30-9:30 am & noon-1 pm.  
II—All other times.

6. SPOT ANNOUNCEMENTS	
PER WK:	I-II
WK:	1 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti
1 min 22.00	21.00 20.00 19.00 15.00 14.00
30 sec 18.00	17.00 16.00 15.00 12.00 11.50 11.00

- DISCOUNT**  
26 wk—5%  
52 wk—10%

## WVEM (FM)

1965

Media Code 4 214 9268 7.00  
Dan Menghini, 1313 S. 9th St., Springfield, Ill.  
62703. Phone 217-544-3544.

- PERSONNEL**  
Owner & Gen'l Mgr.—Dan Menghini.  
Assistant Manager—Velma Moore.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
ERP 50,000 w.; 101.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 372 ft. above average terrain.

- AGENCY COMMISSION**  
15% net, time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3b, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 22b, 23a, 25a, 28a, 28c, 29a.  
Contracts: 40a, 42a, 44a, 46, 47a, 48.  
Prod. Services: 82.  
Affiliated with American FM Radio Network.  
Member: Gert Bunchez & Associates Group.
- TIME RATES**  
Eff 11/1/73—Rec'd 12/10/73.
- SPOT ANNOUNCEMENTS**  
13 WK MINIMUM:  
1 min..... 6.50 6.00 5.50  
30 sec..... 4.75 4.50 4.25
- SPECIAL FEATURES**  
News..... 7.50 Weather..... 7.00

## STERLING (1 AM; 1 FM)

Whiteside County—Map Location D-3  
See BRDS consumer market map and data at begin-  
ning of the State.

### WJVM (FM)

1966

Media Code 4 214 9350 3.00  
Communiton, Inc., Box 658, Route 88 N., Sterling,  
Ill. 61081. Phone 815-625-2100.

- STATION'S PROGRAMMING DESCRIPTION**  
WJVM (FM): Program emphasis, young marrieds.
- PERSONNEL**  
Pres. & Gen'l Sta. Mgr.—John E. Rohwer.
  - FACILITIES**  
ERP 3,000 (horiz.), 3,000 (vert.); 94.3 mc. Stereo.  
Operating schedule: 6 am-midnight daily. CST.  
Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION**  
15/2 time only; payable 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Eff 10/1/72—Rec'd 10/30/72.

6. SPOT ANNOUNCEMENTS					
1000x	500x	300x	100x	25x	open
1 min.....	3.80	4.15	4.50	5.15	5.50
30 sec.....	3.30	3.60	3.90	4.50	4.80

7. PACKAGE PLANS  
PER WK, 44 WEEK MINIMUM:  
1 min..... 20 ti 15 ti 10 ti 5 ti  
1 min..... 3.50 3.80 4.20 4.60  
30 sec..... 3.00 3.30 3.65 4.00

## WSDR

1949

NAB

Media Code 4 214 9405 5.00  
WSDR, Inc., Lawrence Bldg., Sterling, Ill. 61081.  
Phone 815-625-3400. TWX 815-625-3400.  
Other Studio—The Post House, Galena Ave., Dixon,  
Ill. 61021. Phone 815-288-3400.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom L. Davis.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
500 w. days, 250 w. night; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 7 Eff 10/1/73—Rec'd 8/24/73.  
A—Mon thru Sat 6-9 am, noon-1 pm & 3:30-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS	
1 MIN:	100x 200x 300x 600x
A	10.00 9.30 8.75 8.20
B	8.75 8.20 7.65 7.00

30 sec: 80% of 1-min.  
7. PACKAGE PLANS  
1 MIN, 10 DAYS/LESS: 20 ti 40 ti 60 ti 100 ti  
A..... 185 370 530 845  
30 sec: 80% of 1-min. (CR)

## STREATOR (1 AM; 1 FM)

La Salle County—Map Location E-3  
See BRDS consumer market map and data at begin-  
ning of the State.

### WIZZ

1953

NAB

RAB

A Prairieland Station  
Subscriber to the NAB Radio Code  
Media Code 4 214 9460 0.00  
Streator Broadcasting Company, Box 377, Streator,<



Streator—W I Z Z—Continued

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	15 ti	25 ti	50 ti
1 min.	5.50	5.00	4.50	4.00
30 sec.	4.25	3.75	3.25	3.00

**10. SPECIAL FEATURES**

Hot Line—9-10 am.  
 Problems & Solutions—1:20-1:35 pm.  
 5 1-min spots, ea. 5.50  
 Less than 5 1-min spots, ea. 6.50

**W I Z Z-FM**  
1964



Subscriber to the NAB Radio Code  
 Media Code 4 214 9515 1.00  
 Streator Broadcasting Co. Box 877, 2-1/3 North St.,  
 Rt. 23, Rt. No. 4, Streator, Ill. 61364. Phone 672-  
 2947.  
 See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WIZZ-FM: 100% Country & Western.

**3. FACILITIES**  
 ERP 2,950 w.; 97.7 mc.  
 Operating schedule: 6 am-10:30 pm daily, CST.  
 Antenna ht.: 140 ft. above average terrain.

**8. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.

**TIME RATES**  
 ET—Rec'd 4/19/73.

**6. SPOT ANNOUNCEMENTS**

1 min. ROS	3.00	30 sec. ROS	2.00
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**TAYLORVILLE (1 AM; 1 FM)**

Christian County—Map Location E-7  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WTIM**  
1952



Subscriber to the NAB Radio Code  
 Media Code 4 214 9570 6.00  
 Public Service Broadcasters, Inc., Box 387, Taylor-  
 ville, Ill. 62368. Phone 217-824-8366-7.  
 Tri County Studio—123 E. 3rd St., Pana, Ill. 62557.  
 Phone 562-2841.

**1. PERSONNEL**  
 General Manager—Larry E. Stewart

**3. FACILITIES**  
 1,000 w. days; 1410 kc. Directional.  
 Operating schedule: 6 am-10:30 pm daily, CST.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: National AgRadio Groups, Inc., Illinois  
 Radio Network, Farm Directors Radio Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 1/1/71—Rec'd 1/6/71.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.75	5.25	5.00	4.75	4.40
30 sec.	4.25	3.75	3.50	3.25	2.90

**7. PACKAGE PLANS**

**52-WEEK PLAN**

1 min.	4.50	30 sec.	3.05
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Minimum 6 or more spots per week.

**PROMOTION PLAN**

1 min 30 sec	1 min 30 sec
21 ti	110.25 82.30 30 ti

**WTIM-FM**  
1968



Media Code 4 214 9571 4.00  
 Public Service Broadcasters, Inc., Box 387, Taylor-  
 ville, Ill. 62368. Phone 217-824-8366.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.  
 Stereo.  
 Operating schedule: 6 am-midnight, CST.  
 Antenna ht.: 200 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 net time only; payable when rendered.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 1 ET 5/1/79—Rec'd 10/29/89.

**7. PACKAGE PLANS**

**DAYTIME SUBSCRIPTION PLAN**  
 (Mon thru Sat 6 am-6 pm)

PER WK:	2 1-min spots per day in 25-30 min segment	15
PER MO:	13 wk 26 wk	50 45

**ALL OTHER TIMES**  
 (Sat 6 pm-midnight & Sun 7 am-midnight)

1 min 30 sec	5.00
1 min 30 sec	6.55 3.90

**10. SPECIAL FEATURES**  
 NEWS  
 5 min  
 8 per day with 1-min comm'l in each program. 15

**TUSCOLA**

Douglas County—Map Location F-7  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WITT (FM)**

1967

Media Code 4-214 9600 1.00  
 Frederick W. Seibold, 600 S. Main St., Tuscola, Ill.  
 61953. Phone 217-233 3338.

**STATION'S PROGRAMMING DESCRIPTION**  
 WITT (FM): music, news, talk, weather.

**1. PERSONNEL**  
 Owner/Mgr.—Frederick W. Seibold.

**3. FACILITIES**  
 ERP 3,000 w.; 93.5 mc.  
 Operating schedule: 7 am-10 pm, CST.  
 Antenna ht.: 115 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% time only; 10th of month.

**TIME RATES**  
 No. 2 ET 12/13/70—Rec'd 11/15/71.

**6. SPOT ANNOUNCEMENTS**

1 min.	1.99x	100x	300+
30 sec.	1.25	1.75	1.50

**10. SPECIAL FEATURES**  
 News adjacencies—above rates plus 20%.

**URBANA**

Champaign County—Map Location F-6  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**See Champaign-Urbana**

**VANDALIA**

Fayette County—Map Location E-8  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**W P M B**

1968

Subscriber to the NAB Radio Code  
 Media Code 4 214 9625 6.00  
 Clark Communications Corp., Inc., 111 S. Fifth St.,  
 Vandalia, Ill. 62471. Phone 283-2325, 283-2326.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Neil F. Clark.

**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
 250 w.; 1500 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
 15/0 time only; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Illinois Radio Network.

**TIME RATES**  
 ET 1/1/71—Rec'd 12/7/70.

AA—6-9 am & 11 am-12:30 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

PER WK:	11 ti	6 ti	12 ti	18 ti	24 ti
AA	6.00	5.80	5.60	5.40	5.20
A	5.80	5.60	5.40	5.20	5.00

**30 SECONDS**

AA	4.50	4.30	4.10	3.90	3.70
A	4.30	4.10	3.90	3.70	3.50

**YEARLY—ROS**

1 min.	5.90	5.70	5.50	5.30	5.10
30 sec.	4.40	4.20	4.00	3.80	3.60

**WATSEKA (1 AM; 1 FM)**

Iroquois County—Map Location G-5  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WGFA**

1959

Media Code 4 214 9680 3.00  
 Iroquois County Broadcasting Co., Box 68-A, Watseka,  
 Ill. 60970. Phone 815-432-4955.

**STATION'S PROGRAMMING DESCRIPTION**  
 WGFA: Programming is intended for general in-  
 terest.

**1. PERSONNEL**  
 General Manager—Robert L. Bivans.

**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
 1,000 w.; 1360 kc. Directional.  
 Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.  
 Affiliated with KBS.  
 Member: Illinois Radio Network, Farm Directors  
 Radio Network.

**TIME RATES**  
 ET 11/1/73—Rec'd 10/10/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	7.00	6.50	6.00	5.50	5.00	4.50
30 sec.	4.75	4.50	4.25	4.00	3.75	3.50

**7. PACKAGE PLANS**

PER WK. EA:

1 min 30 sec 20 sec	10 ti	10 ti	10 ti
10 ti	6.00	4.50	3.50
15 ti	5.00	4.25	3.25
25 ti	5.00	4.00	3.00

**WGFA-FM**

1962

Media Code 4 214 9735 3.00  
 Iroquois County Broadcasting Co., Box 68-A, Watseka,  
 Ill. 60970. Phone 815-432-4955.  
 See affiliated AM station for additional information.

**3. FACILITIES**

ERP 19,000 w.; 94.1 mc.  
 Operating schedule: 7 am-10 pm, CST.  
 Antenna ht.: 185 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Member: Illinois Radio Network.

**TIME RATES**  
 ET—Rec'd 8/27/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.00	2.75	2.50	2.25	2.00	1.75

**7. PACKAGE PLANS**

PER WK. EA:

1 min	30 sec	20 sec
10 ti	4.50	2.75
15 ti	4.00	2.50
25 ti	3.50	2.00

**WAUKEGAN (1 AM; 1 FM)**

Lake County—Map Location G-2  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WEFA (FM)**

1963

Media Code 4 214 9790 0.00  
 WEFA, Inc., 4 S. Genesee St., Waukegan, Ill.  
 60085. Phone 312-862-0540.

**1. PERSONNEL**  
 General Manager—Bruce Bachmann.

**3. FACILITIES**  
 ERP 3,000 w.; 102.3 mc.  
 Operating schedule: 6:30 am-midnight, CST.  
 Antenna ht.: 191 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% on net time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 4a, 4d, 5, 6a, 7a.  
 Basic rates: 20a, 23a.  
 Contracts: 40b, 46.  
 Member: National AgRadio Groups, Inc.

**TIME RATES**  
 ET 6/1/71—Rec'd 6/4/71.

**6. SPOT ANNOUNCEMENTS**  
 (13 Weeks or Times)

1 min.	9.00
--------	------

**6. PROGRAM TIME RATES**  
 (13 Weeks or Times)

6:30 am-5:00 pm and 10:00 pm-12:30 am	16.00
1/2 hr.	20.00
1/4 hr.	20.00
1 hr.	30.00
1/2 hr.	56.00

Additional Discounts

For firm 26 weeks or times less	10%
For firm 39 weeks or times less	15%
For firm 52 weeks or times less	20%

**WKRS**

1949

Subscriber to the NAB Radio Code  
 Media Code 4 214 9845 2.00  
 News-Sun Broadcasting Co., Inc., Box 559, Waukegan,  
 Ill. 60085. Phone 312-336-7800.  
 Studio—W. Halvordere Bld., Waukegan, Ill.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Alfred F. Sorenson.  
 Sta. & Sales Mgr.—Jerry Cray.

**3. FACILITIES**  
 1,000 w. days; 1220 kc. Directional.  
 Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
 15/0; time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 21b, 23b, 24b, 26, 27, 28a, 29a.  
 Contracts: 40a, 41, 44b, 45, 47d, 48, 50, 51a.  
 Comb.: Cont. Discounts: 60b, 60f, 61c, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 78b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with MBS.  
 Member: Illinois Radio Network.

**TIME RATES**  
 No. 7 ET 5/1/74—Rec'd 5/13/74.

AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 10 am-1 pm; Mon thru Fri 3-6  
 pm; Sun all day.  
 A—Mon thru Fri 1-3 pm & 6-7 pm; Sat 1-7 pm.

**6. SPOT ANNOUNCEMENTS**

**CLASS AAA**

1 min.	31.80	30.91	30.03	29.15	28.26	27.38	26.50
30 sec.	28.26	27.38	26.50	25.61	24.73	23.85	22.96
10 sec.	15.90	15.46	15.01	14.58	14.13	13.70	13.25

**CLASS AA**

1 min.	21.21	20.61	20.02	19.43	18.84	18.25	17.67
30 sec.	18.84	18.25	17.67	17.08	16.49	15.90	15.31
10 sec.	10.60	10.30	10.01	9.72	9.42	9.13	8.83

**CLASS A**

1 min.	17.07	16.49	15.90	15.31	14.72	14.13	13.54
30 sec.	14.72	14.13	13.54	12.95	12.36	11.77	11.18
10 sec.	8.54	8.24	7.95	7.65	7.36	7.06	6.76

**CLASS AAA**

1 min.	10.60	10.30	10.01	9.72	9.42	9.13	8.83
30 sec.	9.42	9.13	8.83	8.54	8.24	7.95	7.66
10 sec.	5.30	5.16	5.01	4.86	4.71	4.57	4.42

**CLASS AA**

1 min.	8.54	8.24	7.95	7.65	7.36	7.06	6.76
30 sec.	7.36	7.07	6.77	6.48	6.18	5.89	5.59
10 sec.	4.27	4.12	3.98	3.83	3.68	3.53	3.38

**7. PACKAGE PLANS**

**WITHIN 7 DAYS—RTA**

EA:	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti	100 ti
1 min.	21.20	20.61	20.02	19.43	18.84	18.25	17.67
30 sec.	18.84	18.25	17.67	17.08	16.49	15.90	15.31
10 sec.	10.60	10.30	10.01	9.72	9.42	9.13	8.83

**ILLINOIS**

**WEST FRANKFORT**

(1 AM; 1 FM)

Franklin County—Map Location E-10  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WFRX**

**WFRX-FM**

1951

1973

Media Code 4 214 9900 5.00  
 Pyramid Radio & TV Co., Inc., Box 128, Rt. 37 S.,  
 West Frankfort, Ill. 62896. Phones 618-932-6615,  
 6661.

**STATION'S PROGRAMMING DESCRIPTION**  
 WFRX: MUSIC: MOR.

**1. PERSONNEL**  
 General Manager—Ardis G. (Art) Smith.

**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
 1,000 w. days; 1300 kc. Non-directional.  
 Operating schedule: 5:00 am-local sunset, CST.  
 FM ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.  
 Operating schedule: 6 am-10 pm, CST.  
 Antenna ht.: 205 ft. above average terrain.  
 Simultaneous 5 am-local sunset.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Illinois Radio Network.

**TIME RATES**  
 ET 9/1/66—Rec'd 8/1/66.

**6. SPOT ANNOUNCEMENTS**

ER WK:	1x	6x	11x	16x	21+
1 min or less	7	0	5	4	9

10 sec—50% of 1-minute rate.

**WOOD RIVER**

Madison County—Map Location D-8  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**See Alton**

(incl. Wood River)

**ZION (1 AM; 1 FM)**

Lake County—Map Location G-1  
 See SBDS consumer market map and data at begin-  
 ning of the State.

**WKZ N (FM)**

1962

Media Code 4 214 9925 2.00  
 Zion-Benton Broadcasting Corp., 2700 Sheridan Bld.,  
 Zion, Ill. 60099. Phone 312-746-1484.  
 See affiliated AM station for additional information.  
 AM facilities: WZBN.

**3. FACILITIES**  
 ERP 10,000 w. (horiz.), 8,100 w. (vert.); 96.9 mc.  
 Stereo.  
 Operating schedule: 24 hours daily, CST.  
 Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**TIME RATES**  
 ET 10/1/72—Rec'd 2/26/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	52x	104x	156x	260x	312x
1 min.	6.00	5.50	5.00	4.50	4.00
30 sec.	5.00	4.50	4.00	3.50	3.00
15/10 sec.	4.00	3.50	3.00	2.75	2.50

# INDIANA

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**  
RADIO  
Crown Point—Lak. County

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	401,114	Kokomo.....	3,998
<b>METRO AREAS</b>			
Anderson.....	9,686	Lafayette-West.....	1,203
Bloomington.....	1,753	Marion.....	5,162
Elkhart.....	5,532	Muncie.....	7,365
Evansville.....	14,427	Richmond.....	3,976
Fort Wayne.....	22,954	South Bend.....	21,364
Gary-Hammond.....	125,536	Terre Haute.....	5,757
Indianapolis.....	154,051	Total Metros.....	382,764

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	67,188
<b>METRO AREAS</b>	
Gary-Hammond-	
East Chicago..	36,671

# INDIANA

See SRDS consumer market map and data at beginning of the State

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Indiana Broadcasters Group

Comprised of:  
Non-Interconnected Stations  
WHUT—Anderson  
WHIV—Bedford  
WFDT (FM)—Columbia City  
WCSJ—Columbus  
WCNB, WCNB-FM—Connersville  
WCVL—Crawfordsville  
WADM—Decatur  
WBMI-FM—Elwood  
WIKY—Evansville  
WLO—Frankfort  
WIPV (FM)—Franklin  
WKAM—Goshen  
WXTA—Greencastle  
WSMJ-FM—Greenfield  
WTRE—Greensburg  
WWHC-FM—Hartford City  
WHLT—Huntington  
WITZ—Jasper  
WXVW—Jeffersonville  
WIOU—Kokomo  
WASK—Lafayette  
WNON (FM)—Lebanon  
WBTO—Linton  
Media Code 4 215 0025 7.00  
Business Office—Box 5010, Cincinnati, Ohio 45205.  
Phone 513-922-1620.

- PERSONNEL**  
General Manager—Don O. Hays.  
Account Executive—Sally Sjoldal.
- REPRESENTATIVES**  
Regional Reps—Corp.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General. 2a, 3a, 5, 6a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22b, 23a.  
Contracts: 40b, 45, 46.  
Cancellation: 70a, 70c, 73a.
- TIME RATES**  
ET 4/1/74—Rec'd 3/20/74.
- PACKAGE PLANS**  
TOTAL NETWORK  
—12 hr—18 hr—24 hr—  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
Ea..... 265.45 207.70 249.80 195.65 231.95 180.50  
(State Network continued on page 308)





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of DRDS.

# State, County, City, Metro Area Data

INDIANA

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Anderson—Madison	Elkhart—Elkhart	Griffith—Lake	Indianapolis—Marion	La Porte—La Porte	Muncie—Delaware	Richmond—Wayne	Valparaiso—Porter
Bloomington—Monroe	Evansville—Vanderburgh	Hammond—Lake	Jeffersonville—Clark	Marion—Grant	New Albany—Floyd	South Bend—St. Joseph	Vincennes—Knox
Columbus—Bartholomew	Fort Wayne—Allen	Highland—Lake	Kokomo—Howard	Michigan City—La Porte	New Castle—Henry	Terre Haute—Vigo	West Lafayette—Tippecanoe
East Chicago—Lake	Gary—Lake	Hobart—Lake	Lafayette—Tippecanoe	Mishawaka—St. Joseph	Portage—Porter		

STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
	1/1/74 (000)	1/1/74 (000)	(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	By Selected Store Types										
					4989	7998	8989	14989	15000 and over			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)	Service Station (\$000)	
<b>INDIANA STATE TOTALS</b>	5,341.9	1,751.16	22,272,455	12,719	6.0	13.0	11.9	29.5	33.7	13,396,620	7,650	2,459,401	379,577	2,030,634	549,328	577,299	2,757,756	925,501	2,408.39	395.4	2,567,046	
ADAMS G-4	27.7	8.71	109,980	12,627	6.4	12.6	12.6	30.7	32.9	78,012	8,957	11,006	992	2,539	2,274	2,766	18,735	4,350	12.49	8.1	38,902	
ALLEN G-3	294.3	95.18	1,317,005	13,837	4.7	9.6	10.8	31.8	39.2	830,875	8,730	150,640	23,800	177,753	36,255	32,931	161,085	53,618	138.30	12.4	49,153	
Fort Wayne	182.0	62.57	797,546	12,746						689,700	11,023	126,564	19,944	176,083	34,257	28,276	129,091	39,968				
Fort Wayne Metro Area	377.9	122.28	1,652,987	13,518	5.0	10.4	11.1	31.6	37.7	1,022,097	8,359	185,141	25,759	184,784	43,202	41,460	208,540	65,411	178.30	4.0	28,562	
BARTHLOMEW E-8	59.4	19.19	247,109	12,877	5.2	14.3	13.5	30.6	31.4	160,584	8,368	29,877	4,301	20,095	7,824	8,381	33,558	10,142	28.60			
Columbus	28.9	10.04	132,447	13,192						138,293	13,774	26,623	3,583	17,806	7,354	7,874	30,051	8,922				
BENTON C-5	11.0	3.59	50,501	14,067	8.3	13.6	10.6	26.0	36.3	33,645	9,272	3,789	610	2,739	324	462	6,002	2,855	5.21	3.5	37,444	
BLACKFORD F-5	16.2	5.57	61,422	11,027	6.4	15.6	14.0	30.7	27.1	36,701	6,589	7,937	602	2,739	1,473	1,089	8,924	1,930	7.51	2.4	11,096	
BOONE D-6	31.7	10.74	138,357	12,908	5.7	11.1	10.8	28.7	36.3	70,720	6,585	9,891	2,396	5,306	2,524	2,185	15,605	5,913	14.91	6.2	40,347	
BROWN E-8	9.6	3.18	32,642	10,265	9.0	18.4	11.7	22.7	24.8	10,961	3,447	3,013	482	194		333	667	2,838	4.51	4.6	1,102	
CARROLL D-5	18.0	6.23	75,803	12,167	5.1	16.2	13.1	29.8	30.5	40,086	6,434	6,542	744	742		583	876	11,094	2,438	8.91	3.6	51,080
CASS D-4	40.1	13.63	163,672	12,008	5.8	14.9	12.5	30.5	32.3	121,847	8,940	19,409	3,770	18,703	3,805	3,896	23,093	6,920	19.34	4.4	37,075	
CLARK F-10	79.8	25.88	305,327	11,798	5.7	14.3	14.1	31.5	28.3	206,343	7,973	40,882	4,001	33,305	4,772	3,229	50,292	16,971	35.83	4.6	13,581	
Jeffersonville	20.3	6.99	79,878	11,427						109,561	15,674	23,778	2,811	19,171	4,311	2,936	24,471	7,726				
CLAY C-7	23.7	8.68	90,284	10,401	9.9	17.3	13.5	26.8	24.6	52,227	6,017	9,419	1,494	8,667	1,141	1,501	12,386	4,807	10.88	4.1	19,967	
CLINTON D-5	30.3	10.67	123,959	11,618	7.0	15.4	12.8	28.9	29.8	75,081	7,037	13,398	2,019	13,971	3,287	2,704	13,585	4,247	14.74	4.6	45,236	
CRAWFORD D-10	7.8	2.72	24,678	9,073	10.8	21.4	13.5	21.9	17.4	12,025	4,421	2,757	113	1,038	265	197	1,173	3,071	1.1		5,444	
DAVISS C-9	26.5	9.01	90,103	10,000	9.2	18.8	14.9	26.2	21.5	60,288	6,691	10,607	1,798	7,420	2,931	2,236	11,539	3,794	11.39	6.2	39,287	
DEARBORN G-8	29.7	9.64	104,026	10,791	6.8	15.1	14.2	30.2	26.4	52,670	5,464	11,849	1,659	2,464	2,275	2,587	9,512	5,701	13.66	3.1	7,580	
DECATUR F-8	23.6	7.70	84,937	11,031	7.6	16.5	13.7	28.1	26.6	63,037	8,187	12,567	1,537	753	2,229	2,389	10,230	5,801	9.87	5.5	45,480	
DE KALB G-3	31.4	10.20	121,759	11,937	6.5	12.3	11.7	31.0	32.4	61,230	6,003	13,249	845	1,431	2,933	3,123	18,713	4,271	15.43	5.4	16,473	
DELAWARE F-5	134.1	43.30	545,444	12,597	6.2	13.8	13.5	29.9	30.6	304,882	7,041	57,132	10,254	41,965	12,896	17,632	53,322	20,127	58.57	5.8	32,038	
Muncie	85.1	28.06	285,610	10,179						286,281	10,202	55,204	10,254	41,476	12,653	16,368	47,250	16,242				
Muncie Metro Area	134.1	43.30	545,444	12,597	6.2	13.8	13.5	29.9	30.6	304,882	7,041	57,132	10,254	41,965	12,896	17,632	53,322	20,127	58.57			
DUBOIS C-10	31.9	9.37	119,454	12,749	5.4	16.9	13.1	29.5	29.9	96,598	10,309	13,516	1,156	3,750	3,403	2,758	22,570	4,484	13.33	4.7	53,390	
ELKHART E-2	132.3	43.50	643,955	14,804	4.4	10.0	10.1	29.1	42.4	437,081	10,048	61,236	11,337	39,649	19,116	19,003	86,799	25,911	63.88	10.0	51,598	
Elkhart	44.1	15.54	231,159	14,875						210,311	13,534	36,126	7,860	29,895	11,785	6,262	28,998	11,565				
Elkhart Metro Area	132.3	43.50	643,955	14,804	4.4	10.0	10.1	29.1	42.4	437,081	10,048	61,236	11,337	39,649	19,116	19,003	86,799	25,911	63.88			
FAYETTE G-7	26.9	9.02	111,398	12,350	6.5	18.5	13.5	27.4	27.8	55,782	6,184	13,072	2,156	4,336	1,492	4,409	9,487	3,162	12.35	2.4	16,492	
FLOYD E-10	56.9	19.03	236,695	12,438	6.1	15.7	12.7	28.6	30.5	110,915	5,828	24,394	3,457	8,821	7,844	7,523	22,707	8,856	25.72	2.4	4,446	
New Albany	38.6	13.64	160,061	11,735						105,896	7,764	23,757	3,240	8,539	7,844	7,523	22,778	8,254				
FOUNTAIN C-6	18.0	6.31	64,128	10,163	9.2	16.8	14.2	29.0	22.6	53,021	8,403	10,643	915	1,405	994	1,283	15,855	3,710	8.43	3.2	27,408	
FRANKLIN G-7	17.1	5.21	57,807	11,095	7.2	18.8	14.4	26.3	25.3	25,946	4,980	6,847	426	697	262	1,111	5,206	1,602	6.98	5.3	20,204	
FULTON D-4	16.9	6.03	67,405	11,178	7.4	13.7	12.0	27.0	25.0	35,451	5,879	5,430	866	2,045	1,299	819	3,381	8.67	3.9	27,715		
GIBSON B-10	30.5	10.71	119,902	11,195	8.8	17.2	12.6	25.5	25.5	66,411	6,201	12,939	1,273	6,649	2,460	2,312	10,015	4,495	13.99	4.1	40,552	
GRANT F-5	86.1	27.58	344,124	12,477	5.2	13.5	11.9	30.1	33.7	218,313	7,916	39,151	6,909	23,228	12,141	10,568	52,791	15,191	37.84	6.4	36,289	
Marion	41.1	13.70	158,020	11,534						168,974	12,334	29,166	8,050	22,541	11,560	8,980	42,896	10,454				
Marion Metro Area	86.1	27.58	344,124	12,477	5.2	13.5	11.9	30.1	33.7	218,313	7,916	39,151	6,909	23,228	12,141	10,568	52,791	15,191	37.84			
GREENE C-8	27.2	10.17	99,168	9,751	10.0	16.5	12.9	26.4	24.4	61,456	6,043	11,720	1,096	3,221	2,699	1,690	4,811	12,43	4.2		21,659	
HAMILTON E-6	58.6	18.71	277,111	14,811	4.6	8.8	9.4	28.5	43.9	109,872	5,872	18,936	2,841	4,607	2,599	6,215	20,242	28,000	5.7		33,190	
HANCOCK E-6	37.5	12.21	165,343	13,542	4.8	10.6	10.9	31.4	38.5	77,838	6,375	10,844	1,992	4,400	1,070	2,839	26,633	7,627	17.07	4.1	20,239	
HARRISON E-10	20.7	6.65	74,873	11,259	7.4	15.6	12.8	27.9	27.9	34,975	5,259	6,936	737	3,000	457	1,791	7,412	2,575	9.28	5.4	20,419	
HENDRICKS D-6	57.8	18.25	262,059	14,359	4.4	7.2	9.5	32.9	42.5	87,473	4,793	16,104	3,591	2,911	1,612	1,607	23,948	8,046	27.26	5.6	32,025	
HENRY F-6	53.5	17.88	221,860	12,408	5.8	12.7	12.8	30.1	32.5	118,564	6,631	23,512	2,981	15,026	3,738	5,981	28,525	9,156	24.73	6.6	32,016	
New Castle	21.5	7.69	88,291	11,481						85,960	11,178	19,427	2,001	13,249	3,369	5,113	19,056	5,313				
HOWARD E-5	87.2	29.04	381,949	13,153	4.8	11.8	11.4	29.3	37.9	274,446	9,451	44,836	8,704	51,348	11,581	12,574	50,590	13,948	41.79	4.0	30,682	
Kokomo	42.8	15.39																				



# INDIANA

# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families to 4999 5000 9999 10000 15000 and over					Per Household (\$)	By Selected Store Types											
				4999	5000	9999	10000	15000		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)	Service Station (\$000)		
NOBLE F-3.....	32.0	10.47	126,547	12,087	5.7	11.5	12.6	31.4	32.0	74,700	7,135	14,039	1,765	5,863	3,166	2,648	16,843	6,092	15.08	5.3	31,245
OHIO G-8.....	4.3	1.46	15,585	10,675	10.4	14.1	11.5	28.6	25.5	4,342	2,974	1,279	121	399	101	169	411	1.96	1.3	3,621	
ORANGE D-9.....	16.9	5.83	52,494	9,004	10.5	22.7	14.1	23.0	16.9	32,490	5,573	5,719	710	1,868	1,040	771	8,117	3,437	7.23	1.9	15,996
OWEN D-7.....	12.2	4.23	41,809	9,884	11.4	18.3	13.2	26.6	21.8	17,024	4,025	4,522	686	896	189	398	3,088	2,270	5.45	2.6	8,945
PARKE C-6.....	14.5	5.19	49,909	9,424	9.8	17.5	12.6	24.2	22.9	32,898	6,339	5,465	110	1,849	375	1,190	5,304	3,352	6.92	2.6	23,685
PERRY D-11.....	19.4	6.19	60,353	9,750	9.7	19.1	13.8	26.5	20.3	34,805	5,623	7,773	962	2,785	1,304	1,649	8,730	1,968	7.99	2.0	6,321
PIKE C-10.....	12.3	4.56	44,473	9,753	9.3	18.8	12.9	24.3	21.8	23,895	5,240	3,209	338	1,563	337	331	8,078	1,555	5.68	1.6	14,685
PORTER C-2.....	95.1	28.46	425,139	14,938	3.9	7.3	9.1	32.5	43.6	160,101	5,625	29,220	4,562	16,741	5,415	7,734	34,358	14,561	41.68	4.2	20,679
Portage.....	21.3	5.98	88,727	14,837	.....	.....	.....	.....	.....	17,569	2,938	2,767	1,006	518	263	432	3,847	2,469	.....	.....	.....
Valparaiso.....	21.6	6.70	95,433	14,244	.....	.....	.....	.....	.....	85,949	12,828	14,762	2,577	14,384	4,167	5,844	16,483	4,565	.....	.....	.....
POSEY B-10.....	22.4	7.36	74,330	10,099	8.3	16.0	14.5	29.4	21.2	51,937	7,057	7,636	949	2,179	1,310	811	16,364	2,389	10.02	3.6	26,953
PULASKI D-3.....	12.3	4.14	46,060	11,126	8.1	14.8	12.2	25.8	30.1	41,315	9,979	4,622	571	627	1,043	394	8,978	1,449	5.85	4.4	33,033
PUTNAM C-7.....	27.6	8.52	103,961	12,202	7.0	14.8	11.6	27.8	31.4	56,986	6,688	10,240	1,169	4,466	2,195	1,484	10,700	4,589	10.83	4.8	31,950
RANDOLPH G-6.....	29.2	10.31	115,913	11,243	7.3	16.9	12.9	27.5	29.0	74,175	7,194	11,983	1,524	3,293	2,174	2,666	14,578	7,018	13.81	7.3	32,839
RIPLEY F-8.....	21.4	6.92	69,329	10,019	7.5	16.7	15.6	27.5	21.2	48,670	7,033	7,471	992	2,197	937	1,921	11,193	2,593	9.74	4.8	23,207
RUSH F-7.....	20.3	6.60	71,409	10,820	5.9	17.4	13.1	26.9	27.0	46,763	7,085	7,526	1,127	1,698	589	2,621	11,199	2,884	8.83	4.6	43,951
ST. JOSEPH D-2.....	246.3	80.50	1,078,224	13,394	7.1	11.4	11.4	30.9	36.6	641,041	7,963	119,482	17,691	132,680	37,051	33,545	138,483	40,424	113.81	5.9	26,575
Mishawaka.....	36.1	12.98	146,666	11,299	.....	.....	.....	.....	.....	147,431	11,358	28,247	3,785	30,732	8,511	4,333	40,777	6,908	.....	.....	.....
South Bend.....	123.1	42.88	557,196	12,994	.....	.....	.....	.....	.....	429,579	10,118	74,859	12,867	103,294	26,644	25,455	88,537	22,238	.....	.....	.....
South Bend Metro Area.....	281.9	92.36	1,231,372	13,332	5.2	11.8	11.5	30.6	36.2	726,154	7,862	134,559	19,371	138,562	39,760	37,442	154,422	47,456	130.55	.....	.....
SCOTT F-9.....	17.8	5.64	58,318	10,340	7.7	19.3	15.5	27.3	22.2	35,373	6,272	8,061	166	2,392	1,424	917	5,286	3,848	7.29	1.7	8,081
SHELBY E-7.....	38.9	12.94	153,857	11,890	7.3	13.1	11.4	30.0	33.0	95,482	7,379	17,462	2,278	8,814	3,554	3,824	23,098	5,767	17.63	6.1	36,956
SPENCER C-11.....	17.4	5.44	56,753	10,433	8.8	16.6	12.7	26.5	21.8	33,332	6,127	5,259	848	1,030	430	875	7,439	2,647	7.18	4.7	24,405
STARKE D-3.....	19.6	6.35	66,805	10,520	9.6	18.9	12.6	26.0	25.3	49,682	7,824	9,049	485	5,772	892	592	11,103	4,457	8.79	2.6	19,118
STUBEN G-2.....	21.0	7.11	85,799	12,059	8.7	16.0	12.3	25.6	29.4	77,727	10,932	13,731	1,327	2,440	2,035	2,501	11,466	9,046	9.66	3.7	16,797
SULLIVAN B-8.....	19.6	7.30	67,586	9,258	12.5	18.7	13.2	32.1	18.8	41,380	5,668	7,657	880	3,085	1,101	909	7,676	3,576	9.38	2.9	21,200
SWITZERLAND G-9.....	5.8	2.07	23,540	11,372	6.7	16.4	11.6	25.8	26.4	7,015	3,389	1,859	444	373	370	577	1,228	492	2.78	3.1	7,053
TIPPECANOE C-5.....	115.1	36.00	489,013	13,584	8.2	12.2	11.1	29.0	36.5	270,874	7,524	53,228	9,071	60,307	9,931	12,935	51,602	19,512	47.22	4.0	43,208
Lafayette.....	45.9	16.29	201,842	12,391	.....	.....	.....	.....	.....	182,312	11,192	37,811	6,518	44,440	8,282	10,783	33,026	11,177	.....	.....	.....
Lafayette-West Area.....	115.1	36.00	489,013	13,584	6.2	12.2	11.1	29.0	36.5	270,874	7,524	53,228	9,071	60,307	9,931	12,935	51,602	19,512	47.22	.....	.....
West Lafayette.....	21.3	6.91	109,121	15,792	.....	.....	.....	.....	.....	52,601	7,612	12,938	2,078	14,998	1,455	1,278	3,429	5,820	.....	.....	.....
TIPTON E-5.....	16.8	5.71	66,658	11,670	7.5	14.4	13.1	27.8	31.2	32,617	5,712	6,298	641	1,738	897	1,216	5,782	2,418	8.31	3.4	32,065
UNION G-7.....	6.6	2.22	28,101	12,658	6.3	16.3	13.1	26.6	32.0	12,579	5,666	1,614	.....	114	337	119	1,401	1,352	3.11	1.7	18,097
VANDERBURGH B-11.....	169.4	58.18	679,551	11,680	7.2	14.4	12.7	28.3	30.4	500,731	8,607	98,359	15,127	108,300	35,840	21,128	79,684	34,333	82.81	1.7	12,842
Evansville.....	139.2	49.32	549,285	11,137	.....	.....	.....	.....	.....	488,631	9,907	97,196	15,127	108,179	35,323	20,766	78,711	32,038	.....	.....	.....
Evansville Metro Area.....	288.6	98.49	1,115,499	11,326	7.8	15.6	12.8	27.8	27.9	746,700	7,581	147,792	20,497	128,656	44,547	29,083	732,399	53,567	139.76	.....	.....
VERMILLION B-6.....	16.5	6.25	61,171	9,787	10.4	18.1	14.7	26.9	20.0	30,641	4,903	6,475	554	1,212	1,652	653	9,117	2,437	7.87	1.5	12,244
VIGO B-7.....	116.1	39.28	455,893	11,606	8.0	15.7	12.1	27.2	29.5	429,214	10,927	58,332	10,471	67,970	21,935	16,048	82,132	19,453	49.02	4.6	18,996
Terre Haute.....	70.0	24.74	266,569	10,775	.....	.....	.....	.....	.....	391,535	15,826	19,916	10,113	16,891	21,341	15,439	74,909	15,554	.....	.....	.....
Terre Haute Metro Area.....	175.9	61.51	674,934	10,973	9.0	16.9	12.7	26.5	26.4	553,462	8,998	81,883	13,299	75,944	25,829	19,111	111,311	30,273	77.15	.....	.....
WABASH E-4.....	36.5	11.79	147,054	12,473	5.6	12.7	12.1	31.2	33.5	86,866	7,368	14,903	2,625	7,181	3,069	3,334	14,675	5,636	16.13	6.3	47,279
WARREN B-5.....	8.7	2.92	30,071	10,298	8.5	17.1	15.5	28.8	21.4	10,740	3,768	1,419	56	279	.....	298	81	1,163	4.00	1.9	21,426
WARRICK C-10.....	29.2	9.48	110,475	11,653	6.5	14.5	12.0	29.7	30.2	42,240	4,456	9,131	788	2,415	723	187	8,689	3,980	13.44	2.2	14,448
WASHINGTON E-9.....	19.6	6.53	69,904	10,705	10.0	17.7	13.1	25.8	23.7	39,042	5,979	7,808	209	2,275	1,118	1,745	10,874	2,949	8.33	4.8	27,350
WAYNE G-6.....	80.3	27.12	346,522	12,777	5.4	14.2	12.2	30.0	31.6	226,079	8,336	39,436	7,115	43,782	8,536	10,162	45,474	16,126	35.62	4.8	37,221
Richmond.....	43.7	15.66	185,205	11,827	.....	.....	.....	.....	.....	184,289	11,768	29,769	6,319	42,288	8,028	8,846	40,682	11,170	.....	.....	.....
Richmond Metro Area.....	80.3	27.12	346,522	12,777	5.4	14.2	12.2	30.0	31.6	226,079	8,336	39,436	7,115	43,782	8,536	10,162	45,474	16,126	35.62	.....	.....
WELLS F-4.....	24.5	8.19	104,243	12,728	5.3	11.7	12.6	31.5	33.4	51,980	6,347	10,246	842	3,061	1,740	2,640	10,007	3,172	12.08	6.8	28,518
WHITE D-4.....	21.3	7.39	88,746	12,009	6.7	15.0	12.4	28.0	31.3	65,683	8,888	9,630	1,793	2,820	1,957	2,038	11,784	4,231	10.74	4.4	48,254
WHITLEY F-3.....	24.1																				



Anderson—Continued

WHUT  
1946

# American Contemporary Ntwk

RAB

Media Code 4 215 0190 9.00  
Eastern Broadcasting Corp., Box 151, 1417 Brown St., Anderson, Ind. 46015. Phone 317-644-1255.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHUT: Programed for adults and young adults. Emphasis on local news and community affairs. 6 air personalities emcee entire operation. MUSIC: approximately 85% featuring current hits. NEWS: network at :55 and local at :25 & :53. 2 newsmen, 5 mobile units. Half hour audience opinion program daily. Editorials weekly. SPORTS: at :20 plus half hour sports show Sat. morning. Personalities and trailer studio available for remote broadcasts from shopping centers, stores, etc. Contact Representative for further details. Rec'd 5/13/68.

- PERSONNEL**  
President—Roger A. Neuhoff.  
Vice-Pres. & Gen'l Mgr.—Charles E. Dunn.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2h, 3d, 4a, 5, 6a.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20a.  
Contracts: 40a, 41, 44b.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
FM facilities: WLHN (FM).  
Affiliated with American Contemporary Network.  
Member: Indiana Broadcasters Group.

TIME RATES

Eff 5/1/73—Rec'd 5/23/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-sign-off; Sun all day.

- SPOT ANNOUNCEMENTS**

CLASS AA	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	13.00	12.00	11.00	10.00	9.00
30 sec.	11.00	10.00	9.00	8.50	7.50

PER WK: 1 min. 11.00 10.00 9.00 8.00 7.00  
30 sec. 9.00 8.50 7.50 6.50 6.00  
10 sec: 60% of 1-min.

- PACKAGE PLANS**

TOTAL AUDIENCE PLANS	1 min	30 sec
Plan I 24 ti (12AA, 12A)	9.00	7.50
Plan II 18 ti (9AA, 9A)	10.00	8.50

WLHN (FM)

RAB

Media Code 4 215 0210 5.00  
Eastern Broadcasting Corp., Box 98, 2000 W. 53rd., Anderson, Ind. 46015. Phone 317-643-9546.  
See affiliated AM station for additional information  
AM facilities: WHUT  
**STATION'S PROGRAMMING DESCRIPTION**  
WLHN (FM): programmed for broad general adult audience.  
MUSIC: MOR, 90% current albums, NEWS: local at :30. 2 full time newsmen, 5 mobile units. SPORTS: local high school & college (football) & basketball. 7 AIR PERSONALITIES handle all local music. Remote broadcast equipment & trailer studio available. Contact Representative for further details. Rec'd 6/27/73.

- PERSONNEL**  
Station Manager—David J. Butler.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 534 ft. above average terrain.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- Eff 9/10/73—Rec'd 4/1/74.  
AA—6-10 am & 3-7 pm.  
A—10 am-3 pm & 7 pm-midnight.  
B—Midnight-6 am.
  - SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	12.00	10.00	10.00	8.00	9.00	7.50
12 ti	11.00	9.00	9.00	7.50	8.00	6.50
18 ti	10.00	8.00	8.00	6.50	7.00	5.50
24 ti	8.00	7.50	7.00	5.50	6.00	5.00
36 ti	8.00	6.50	6.00	5.00	5.00	4.50

10 sec: 60% of 1-min.

  - PACKAGE PLANS**

TOTAL AUDIENCE PLAN—1/2AA, 1/2A	1 min	30 sec
Plan I, 24 ti	7.50	6.00
Plan II, 18 ti	8.50	7.00

25% discount on above rates when run in conjunction with WHUT.

ANGOLA

Steuben County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

WLKI

RAB

- Media Code 4 215 0247 7.00  
Lake Cities Broadcasting Corp., 610 N. Wayne St., Angola, Ind. 46703. Phone 219-665-9554.
- PERSONNEL**  
Manager—Tom Andrews.
  - REPRESENTATIVES**  
Regional Reps Corp.
  - FACILITIES**  
ERP 3,000 w.: 100.1 mc.  
Operating schedule: 5:45 am-midnight. EST.  
Antenna ht.: 210 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only; 10th of month.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 6/1/74—Rec'd 7/2/74.
  - SPOT ANNOUNCEMENTS**

PER YR:	1x	100x	300x	500+
1 min.	5.00	4.50	3.75	2.75
30 sec.	3.50	3.15	2.60	1.95
10 sec.	2.25	2.05	1.70	1.25

Fixed position takes next higher rate.
  - PACKAGE PLANS**

IMPACT PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	3.75	3.40	3.05	2.70	2.40
30 sec.	2.60	2.35	2.15	1.90	1.70

Fixed position takes next higher rate.

AUBURN (1 AM; 1 FM)

DeKalb County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

WIFF

RAB

- Subscriber to the NAB Radio Code  
Media Code 4 215 0284 0.00  
C. P. Broadcasters, Inc., Box 551, Auburn, Ind. 46706. Phone 219-925-1055.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Wayne H. Paradise.
  - REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
  - FACILITIES**  
500 w.: 1570 kc.  
250 w. pre-aunrise.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Alcoholic beverage or tobacco advertising not acceptable.  
Affiliated with KBS.  
Member: Indiana Radio Network.

TIME RATES

Eff 5/1/73—Rec'd 3/5/73.

- SPOT ANNOUNCEMENTS**

CLASS AA	8x	29x	53x	157x
1 min.	3.60	3.45	3.16	2.76
30 sec.	3.16	2.85	2.60	2.26
20 sec.	2.70	2.50	2.20	1.95

WIFF-FM

NAFMD

- Media Code 4 215 0285 7.00  
C. P. Broadcasters, Inc., Box 551, Auburn, Ind. 46706. Phone 219-925-1055.  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w.: 105.5 mc. Stereo.  
Operating schedule: 6-3 am. EST.  
Antenna ht.: 311 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
- Eff 5/1/73—Rec'd 3/5/73.
- SPOT ANNOUNCEMENTS**
- | CLASS AA | 8x   | 29x  | 53x  | 157x |
|----------|------|------|------|------|
| 1 min.   | 3.53 | 3.40 | 3.10 | 2.70 |
| 30 sec.  | 3.08 | 2.78 | 2.52 | 2.15 |
| 20 sec.  | 2.65 | 2.46 | 2.14 | 1.90 |

AURORA

Dearborn County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

WSCH (FM)

RAB

- Subscriber to the NAB Radio Code  
Media Code 4 215 0325 1.00  
Dearborn County Broadcasters, Inc., Box 99.3, Salem Ridge Rd., Aurora, Ind. 47001. Phone 812-438-2777.
- PERSONNEL**  
President—John W. Schuler.
  - FACILITIES**  
ERP 1,250 w. (horiz.), 1,250 w. (vert.); 99.3 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 440 ft. above average terrain.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- Eff 8/4/71—Rec'd 8/4/71.
- SPOT ANNOUNCEMENTS**
- | CLASS AA | 52x  | 91x  | 156x | 312x |
|----------|------|------|------|------|
| 1 min.   | 3.25 | 3.00 | 2.75 | 2.50 |
| 30 sec.  | 2.60 | 2.40 | 2.20 | 2.00 |

BEDFORD

Lawrence County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

WBIW

RAB

- Central Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 215 0380 6.00  
Bedford Broadcasting Co., Box 657, Heltonville Rd., Bedford, Ind. 47421. Phone 812-275-7555.
- PERSONNEL**  
General Manager—William M. Quigg.
  - REPRESENTATIVES**  
Meeker Radio, Inc.  
Detroit, Cleveland—Pearse Sales.  
South, Southwest—Busby, Finch and Woods, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight weekdays; 7:00 am-11:00 pm Sun. EST.

- AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Indiana Broadcasters Group.
- TIME RATES**  
Eff 8/1/74—Rec'd 8/10/73.
  - SPOT ANNOUNCEMENTS**

PER YR:	1x	13x	26x	52x	104x	156x	260x	312x
1 min.	7.50	7.25	7.00	6.80	6.60	6.35	6.15	6.00

  - PACKAGE PLANS**

PER MO. ROS:	5 ti	25 ti	50 ti	75 ti	100+
1 min.	5.75	5.50	5.25	4.75	4.50
30 sec.	5.00	4.75	4.50	4.00	3.75

BLOOMINGTON (1 AM; 1 FM)

Monroe County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

WTTS

RAB

- Subscriber to the NAB Radio Code  
Media Code 4 215 0475 4.00  
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington, Ind. 47401. Phone 812-332-3366. TWX 317-634-3922.
- PERSONNEL**  
President—Sarkes Tarzian.  
General Manager—Glenn Van Horn.
  - REPRESENTATIVES**  
Meeker Radio, Inc.  
South, Southwest—Busby, Finch and Woods, Inc.  
Regional Reps Corp.
  - FACILITIES**  
3,000 w. days, 500 w. nights; 1370 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5-1 am. EST.  
Partial simulcast operation. Simulcast 5-6 am Mon thru Sat. For non-simulcast facilities see WTTV-FM.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 26, 29a, 30, 32b.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51a  
Comb.: Cont. Discounts: 60a, 60b, 60c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WTTV-FM.  
Affiliated with American Entertainment Network.

TIME RATES

No. 9 ET 4/15/74—Rec'd 4/15/74.  
AA—Mon thru Sun sign-on-7 pm.  
A—Mon thru Sun 7 pm-sign-off.

- SPOT ANNOUNCEMENTS**

CONSECUTIVE WEEKS	AA	A	30	10 sec		
1 x	50/60	20/30	10 sec	50/80	20/30	10 sec
52 x	8.80	6.65	4.40	6.00	5.20	3.45
104 x	7.75	5.80	3.93	5.95	4.45	3.00
156 x	7.40	5.60	3.70	5.70	4.30	2.85
208 x	7.05	5.30	3.55	5.45	4.10	2.75
260 x	6.70	5.05	3.35	5.25	3.95	2.65
312 x	6.35	4.75	3.20	5.05	3.80	2.55
624 x	5.90	4.40	2.95	4.60	3.45	2.30
936 x	5.40	4.05	2.80	4.25	3.20	2.20
1560 x	4.95	3.70	3.80	3.80	2.85	2.00

YEARLY

CLASS AA	8.00	6.00	4.00	6.20	4.65	3.10
100 x	8.00	6.00	4.00	6.20	4.65	3.10
200 x	7.65	5.65	3.85	5.95	4.45	3.00
300 x	7.30	5.45	3.65	5.70	4.30	2.85
400 x	6.95	5.25	3.50	5.45	4.10	2.75
500 x	6.60	4.95	3.30	5.30	4.00	2.65
600 x	6.10	4.60	3.05	4.80	3.60	2.40
900 x	5.65	4.25	2.85	4.45	3.35	2.30
1200 x	5.40	4.05	2.80	4.25	3.20	2.20
1500 x	5.20	3.90	2.75	4.05	3.05	2.10

\*WEEKLY

CLASS AA	8.25	6.25	4.25	6.75	5.05	3.40
15 ti	8.25	6.25	4.25	6.60	4.95	3.30
20 ti	8.25	6.20	4.15	6.35	4.75	3.20
25 ti	8.00	6.00	4.00	6.10	4.60	3.05
30 ti	7.75	5.80	3.90	5.95	4.45	3.00

(\*) Not combinable.

- PROGRAM TIME RATES**
- | CONSEC WKS: | 55/60 | 25/30 | 1/4 hr | 10 min | 5 min |
|-------------|-------|-------|--------|--------|-------|
| 1 x         | 75.30 | 47.10 | 28.80  | 21.20  | 15.30 |
| 52 x        | 70.60 | 44.70 | 27.05  | 20.00  | 14.40 |
| 104 x       | 66.45 | 42.35 | 25.30  | 18.80  | 13.55 |
| 156 x       | 62.35 | 40.00 | 23.55  | 17.65  | 12.65 |
| 208 x       | 58.25 | 37.85 | 21.75  | 16.45  | 11.75 |
| 260 x       | 54.10 | 35.30 | 20.00  | 15.30  | 10.90 |
| 312 x       | 50.00 | 32.95 | 18.25  | 14.10  | 10.00 |
| 624 x       | 45.85 | 30.65 | 16.45  | 12.95  | 9.10  |
| 936 x       | 41.75 | 28.35 | 14.70  | 11.75  | 8.25  |
- CLASS A
- | CLASS A | 58.70 | 37.20 | 22.20 | 16.85 | 11.75 |
|---------|-------|-------|-------|-------|-------|
| 52 x    | 55.40 | 35.25 | 20.90 | 16.45 | 11.05 |
| 104 x   | 52.20 | 33.25 | 19.60 | 15.00 | 10.40 |
| 156 x   | 48.95 | 31.30 | 18.30 | 14.05 | 9.80  |
| 208 x   | 45.65 | 29.35 | 16.95 | 13.00 | 9.10  |
| 260 x   | 42.40 | 27.35 | 15.65 | 12.05 | 8.45  |
| 312 x   | 39.20 | 25.40 | 14.35 | 11.05 | 7.80  |
| 624 x   | 35.00 | 23.40 | 13.00 | 10.20 | 7.20  |
| 936 x   | 30.85 | 21.40 | 11.70 | 9.10  | 6.55  |
- SPECIAL FEATURES**  
Church spots—312x rate.  
Church programs—10% discount.

WTTV-FM

RAB

- Subscriber to the NAB Radio Code  
Media Code 4 215 0570 2.00  
Sarkes Tarzian, Inc., 535 S. Walnut St., Bloomington, Ind. 47401. Phone 812-332-3366.  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,200 w.: 92.3 mc.  
Operating schedule: 5-1 am. EST.  
Partial simulcast operation. Operated separately 6-1 am Mon thru Fri; 6 am-6 pm Sat, 7-1 am Sun.  
For simulcast facilities see WTTS.  
Antenna ht.: 1,094 ft. above average terrain.

INDIANA

- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.
- TIME RATES**  
No. 3 ET 4/29/74—Rec'd 4/29/74.
  - SPOT ANNOUNCEMENTS**

PER YR:	50x	100x	150x	250x	300x	500x	1000x
50/60 sec.	3.95	3.60	3.25	2.90	2.60	2.30	1.95
20/30 sec.	2.90	2.70	2.40	2.20	1.95	1.70	1.45

20/30 & 50/60 sec combinable.

  - PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti
50/60 sec.	3.95	3.60	3.25
20/30 sec.	2.90	2.70	2.40

CONSEC WKS:

CLASS AA	55/60
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# INDIANA

## Brazil—W W C M, W W C M-FM—Cont'd

**STATION'S PROGRAMMING DESCRIPTION**  
 WWCW: Programmed for adults.  
**MUSIC:** modern country. Live country band 11 am-noon Sat. **AIR PERSONALITIES:** NEWS: 5 min at :45 and at :15 and :45 in drive times. Farm markets throughout day, special reports 5:30-6, 7:55, 10:30 am, 12:10, 3 pm. Farm director, 3 newsmen. Trading post, job finder. **SPORTS:** basketball, football, major league baseball. Contact Representative for further details. Rec'd 3/26/74.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—John P. Telken.
- REPRESENTATIVES**  
 Jack Masla & Company, Inc.
- FACILITIES**  
 500 w.; 1130 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 FM-ERP: 3,000 w.; 97.7 mc. Stereo.  
 Operating schedule: 6 am-midnight. EST.  
 Antenna ht.: — ft. above average terrain.  
 Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d, 16.  
 Basic Rates: 20a, 21b, 22a, 24b, 25b, 28c, 29a, 30, 33d.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b.  
 Comb.: Cont. Discounts: 60b, 60g, 61a, 61b, 62d.  
 Cancellation: 70a, 70c, 70e, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with KBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 1/1/73—Rec'd 1/3/73.  
 AA—6-9 am & 6 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS		AA		A	
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti
1 min.....	12.00	11.00	10.00	11.00	10.00
30 sec.....	9.60	8.80	8.00	8.80	7.20
10 sec: 50% of 1-min; not combinable.					

**7. PACKAGE PLANS**

1/2AA, 1/2A:	12 ti	18 ti	24 ti
1 min.....	10.50	9.50	8.50
30 sec.....	8.64	7.60	6.80
10 sec: 50% of 1-min; not combinable.			

(2) wk—10% DISCOUNT

## CENTERVILLE

Wayne County—Map Location G-8  
 See SRDS consumer market map and data at beginning of the State.

### WHON

Media Code 4 215 0950 6.00  
 Brewer Broadcasting Corp., Box 295, Richmond, Ind. 47374. Phone 317-962-1595.

- PERSONNEL**  
 General Manager—Richard C. Huckaba, Jr.  
 Sales Manager—Michael Day.
- REPRESENTATIVES**  
 Frederick W. Smith.  
 Regional Reps Corp.
- FACILITIES**  
 500 w.; 930 kc. Directional.  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c, 25a, 28b, 28c.  
 Contracts: 40a, 41, 42c, 46, 51a.  
 Comb.: Cont. Discounts: 60a, 62d.  
 Cancellation: 71a.  
 Prod. Services: 81, 82.  
 FM facilities: WQLK (FM), Richmond.  
 Affiliated with KBS.  
 Member: Indiana Radio Network.

**TIME RATES**  
 ET 4/1/68—Rec'd 4/5/66.

7. PACKAGE PLANS		I		II		III	
PER MO:	12 ti	12 ti	24 ti	48 ti	96 ti	12 ti	24 ti
1 min.....	8.00	7.50	7.00	6.50	6.00	6.00	5.50
30 sec.....	6.40	6.00	5.60	5.00	4.80		

(D)

## COLUMBIA CITY

Whitley County—Map Location F-3  
 See SRDS consumer market map and data at beginning of the State.

### W F D T (FM)

Subscriber to the NAB Radio Code  
 Media Code 4 215 0990 2.00  
 Fidelity Broadcasting, Inc., 105 S. Main St., Columbia City, Ind. 46725. Phone 219-244-7700, 7701.

- PERSONNEL**  
 Gen'l & Sales Mgr. & Prog. Dir.—Thomas F. Jurek.
- REPRESENTATIVES**  
 Walton Broadcasting Sales Corp.  
 Regional Reps Corp.
- FACILITIES**  
 ERP 3,000 w.; 106.3 mc. Stereo.  
 Operating schedule: 5:15-1 am. EST.  
 Antenna ht.: 125 ft. above average terrain.
- AGENCY COMMISSION**  
 15% time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.  
 Member: Indiana Radio Network, Indiana Broadcasters Group.

### TIME RATES

ET 7/1/70—Rec'd 6/12/70.

6. SPOT ANNOUNCEMENTS		WEEKLY		YEARLY	
PER WK:	10 ti	20 ti	35 ti	50 ti	75 ti
1 min.....	4.10	3.60	3.30	3.00	2.80
30 sec.....	3.50	3.00	2.70	2.50	2.30
10 sec: 80% of 1-min.					

(\*) To be used within 14 consec. days.

## COLUMBUS (1 AM; 1 FM)

Bartholomew County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

### WCSI

Subscriber to the NAB Radio Code  
 Media Code 4 215 1043 4.00  
 White River Broadcasting Co., Inc., Box 709, 501-1/2 Washington St., Columbus, Ind. 47201. Phone 812-372-4448.

- PERSONNEL**  
 General Manager—Jim Kauper.  
 Sales Manager—Mike Boys, Jr.
- REPRESENTATIVES**  
 Regional Reps Corp.
- FACILITIES**  
 500 w.; 930 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 Partial simulcast operation. Simulcast sunrise-8 am. For non-simulcast facilities see WCSI-FM.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
 Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24c, 25c, 26, 29a, 30.  
 Contracts: 40a, 41, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60a.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 83.  
 Member: Indiana Broadcasters Group.

**TIME RATES**  
 ET 7/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS		I		II		III	
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti	100 ti
1 min.....	11.35	10.35	9.25	8.05	7.65	7.05	7.05
30 sec: 80% of 1-min.				10 sec: 60% of 1-min.			

**10. SPECIAL FEATURES**  
 PROGRAMS AND NEWSCASTS

PER WK:	1 ti	3 ti	5+
5 min.....	20.25	17.10	14.20
1/4 hr.....	36.30	30.60	25.95

Fixed position adjacent to news & features, extra 10%.

### WCSI-FM

Subscriber to the NAB Radio Code  
 Media Code 4 215 1046 2.00  
 White River Broadcasting Co., Inc., Box 709, 501-1/2 Washington St., Columbus, Ind. 47201. Phone 812-372-4448.

- PERSONNEL**  
 See affiliated AM station for additional information.
- REPRESENTATIVES**  
 See affiliated AM station for additional information.
- FACILITIES**  
 ERP 20,000 w.; 101.5 mc. Stereo.  
 Operating schedule: 5 am-midnight. EST.  
 Antenna ht.: 300 ft. above average terrain.  
 Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WCSI.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WLFQ.  
 Affiliated with American Contemporary Network.  
 Member: Indiana Radio Network; Indiana Broadcasters Group.

**TIME RATES**  
 ET 7/1/74—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS		I		II		III	
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti	100 ti
1 min.....	8.55	7.70	7.10	6.15	5.75	5.40	5.40
30 sec: 80% of 1-min.							

**10. SPECIAL FEATURES**  
 1 ti 3 ti 5+  
 2-min news headlines..... 15.30 13.10 10.80  
 Fixed position, extra 10%.

## CONNERSVILLE (1 AM; 1 FM)

Payette County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

### WCNB

Media Code 4 215 1140 3.00  
 News-Examiner Company, 406 Central Ave., Connerville, Ind. 47331. Phone 317-825-6411.

- PERSONNEL**  
 Mgr. & Prog. Dir.—Francis E. Chomel.
- REPRESENTATIVES**  
 Gill-Perma, Inc.  
 Regional Reps Corp.
- FACILITIES**  
 ERP 3,000 w.; 106.3 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 302 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only; billed monthly.

- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.  
 Member: Indiana Broadcasters Group.

**TIME RATES**  
 No. 7 ET 9/15/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS		I		II		III	
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti
1 min.....	6.96	6.27	5.92	4.87	4.70	4.53	3.47
30 sec.....	3.48	3.13	2.96	2.65	2.44	2.27	1.74
10 sec: 2.82	2.34	2.13	1.96	1.84	1.70	1.31	

## CORYDON

Harrison County—Map Location E-10  
 See SRDS consumer market map and data at beginning of the State.

### WPDF

Subscriber to the NAB Radio Code  
 Media Code 4 215 1235 1.00  
 Harrison Radio, Inc., Box 327, 228 Elm St., Corydon, Ind. 47112. Phone 812-738-3241.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Herbert L. Arms.
  - FACILITIES**  
 250 w.; 1550 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
 15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 2 ET 1/1/74—Rec'd 12/31/73.
- | 6. SPOT ANNOUNCEMENTS |      | I    |      | II   |      | III  |      |
|-----------------------|------|------|------|------|------|------|------|
| 1 min.....            | 13x  | 26x  | 52x  | 104x | 104x | 104x | 104x |
| 25 word Shortes.....  | 4.50 | 4.35 | 4.25 | 4.10 | 4.00 | 3.00 | 3.00 |
| 1 min.....            | 156x | 260x | 312x | 500x |      |      |      |
| 25 word Shortes.....  | 3.75 | 3.50 | 3.35 | 3.25 |      |      |      |
| 10. SPECIAL FEATURES  | 2.75 | 2.50 | 2.35 | 2.25 |      |      |      |
- News—Extra 1.00.

## CRAWFORDSVILLE (1 AM; 2 FM)

Montgomery County—Map Location C-6  
 See SRDS consumer market map and data at beginning of the State.

### WCVL

Subscriber to the NAB Radio Code  
 Media Code 4 215 1330 0.00  
 WCVL, Inc., Box 603, Crawfordsville, Ind. 47933. Phone 317-362-8200.

- PERSONNEL**  
 Manager—Dick Munro.
- REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.  
 Regional Reps Corp.
- FACILITIES**  
 250 w.; 1550 kc. Directional—night only  
 Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WLFQ.  
 Affiliated with American Contemporary Network.  
 Member: Indiana Radio Network; Indiana Broadcasters Group.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 18 ET 11/1/73—Rec'd 12/31/73.

6. SPOT ANNOUNCEMENTS		AA		A		B	
1 min.....	13x	26x	52x	104x	104x	104x	104x
30 sec.....	7.00	6.75	6.50	6.25	6.00	5.00	5.00
15 sec.....	2.50	2.43	2.35	2.27	2.20		
1 min.....	5.75	5.50	5.25	5.00	4.75		
30 sec.....	4.25	4.00	3.80	3.60	3.40		
15 sec.....	2.12	2.00	1.90	1.80	1.70		

### WLFQ

Subscriber to the NAB Radio Code  
 Media Code 4 215 1332 4.00  
 WCVL, Inc., Box 623, Crawfordsville, Ind. 47933. Phone 317-362-2700, 538-2030.  
 See affiliated AM station for additional information.  
 FM facilities: WCVL.

- PERSONNEL**  
 Manager—George Allen.
  - FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 302 ft. above average terrain.
  - AGENCY COMMISSION**  
 15%.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with KBS and MBS.  
 Member: Indiana Radio Network, Indiana Broadcasters Group.
- TIME RATES**  
 No. 4 ET 5/1/74—Rec'd 4/15/74.
- | 6. SPOT ANNOUNCEMENTS |      | AA   |      | A    |      | B    |      |
|-----------------------|------|------|------|------|------|------|------|
| 1 min.....            | 13x  | 26x  | 52x  | 104x | 156x | 312x | 312x |
| 30 sec.....           | 7.75 | 6.70 | 2.85 | 5.15 | 4.45 | 1.90 | 1.90 |
| 15 sec.....           | 2.12 | 2.00 | 1.90 | 1.80 | 1.70 |      |      |

- PACKAGE PLANS**  
 ROS, WITHIN 7 DAYS:  
 A—10 ti (8AA, 2A, 2B)..... 99  
 B—20 ti (12AA, 4A, 4B)..... 178  
 C—40 ti (2AA, 8A, 8B)..... 316

**TOTAL AUDIENCE PLAN**  
 3 spots, daily per mo, minimum 1 mo \$60.00.  
 Fixed, extra 2.00.  
**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—5% 52 wk—10%

## WNDY (FM)

Media Code 4 215 1375 5.00  
 Wabash College Radio, Inc., 301 W. Wabash Ave., Crawfordsville, Ind. 47933. Phone 317-362-6664.

- PERSONNEL**  
 General Manager—James R. McDaniel.
- REPRESENTATIVES**  
 Frederick W. Smith.
- FACILITIES**  
 ERP 900 w. (horiz.), 890 w. (vert.); 106.8 mc.  
 Operating schedule: 5:45-3 am. EST.  
 Antenna ht.: 77 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only.

## CROWN POINT

Lake County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

### WFLM (FM)

Media Code 4 215 1400 1.00  
 Meyer Broadcasting, 250 N. Main, Crown Point, Ind. 46307. Phone 219-663-7311, 769-6111.

- PERSONNEL**  
 Owner & Gen'l Mgr.—John R. Meyer.
- REPRESENTATIVES**  
 Frederick W. Smith.
- FACILITIES**  
 311 1/2 3,000 w.; 103.9 mc.  
 Operating schedule: 5:30 am-midnight. CST.  
 Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only.

**TIME RATES**  
 ET 12/18/72—Rec'd 8/10/73.

6. SPOT ANNOUNCEMENTS		I		II		III	
1 min.....	13x	26x	52x	104x	104x	104x	104x
30 sec.....	7.00	6.75	6.50	6.25	6.00	5.00	5.00
15 sec.....	2.50	2.43	2.35	2.27	2.20		
1 min.....	5.75	5.50	5.25	5.00	4.75		
30 sec.....	4.25	4.00	3.80	3.60	3.40		
15 sec.....	2.12	2.00	1.90	1.80	1.70		

**7. PACKAGE PLANS**  
 SATURATION PACKAGES

EA:	10 ti	20 ti	30 ti	40 ti	50 ti
Plan A	6.00	5.75	5.50	5.25	5.00
Plan B	4.40	4.25	4.00	3.80	3.60
Plan C	2.20	2.12	2.00	1.90	1.80

## DECATUR (1 AM; 1 FM)

Adams County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

### WADM

Media Code 4 215 1425 3.04  
 Alron, Inc., 233 N. 2nd St., Decatur, Ind. 46708. Phone 724-7111.

- PERSONNEL**  
 General Manager—Kenneth F. Pahlke.
- REPRESENTATIVES**  
 George T. Hopewell, Inc.  
 Regional Reps Corp.
- FACILITIES**  
 250 w.; 1540 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 Partial simulcast operation. For non-simulcast facilities see WADM-FM.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with KBS and MBS.  
 Member: Indiana Radio Network, Indiana Broadcasters Group.

**TIME RATES**  
 No. 4 ET 2/1/74—Rec'd 2/28/74.

6. SPOT ANNOUNCEMENTS		I		II		III	
1 min.....	13x	26x	52x	104x	156x	312x	



WADM-FM



Media Code 4 215 1426 6.00  
Alron Inc., 233 N. 2nd St., Decatur, Ind. 46733.  
Phone 219-724-7161.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 92.7 mc.  
Operating schedule: 6 am-10 pm Mon thru Sat; 7 am-10 pm Sun. EST.  
Antenna ht.: 140 ft. above average terrain.  
Partial simulcast operation. For simulcast facilities see WADM.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations Affiliated with MBS.

TIME RATES

Rates are identical to WADM. See that listing.

ELKHART (2 AM; 2 FM)

Elkhart County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

WCMR



Media Code 4 215 1520 6.00  
Progressive Broadcasting System, Inc., Elkhart, Ind. 46514. Phone 219-875-5168.

STATION'S PROGRAMMING DESCRIPTION

WCMR: Programmed for adults.  
FARM 10%: weekdays 6-8:30 am & 12:15-1 pm, agricultural director, agricultural business analysis, 4 county agents' reports, interviews, feature stories, news, 23 min daily local, regional and national market details emphasizing local farm-community involvement. NEWS: 28% network news 5 min every 30 min and world summary 6:30-7 pm. Local news department with 4 mobile units, live on-location broadcasting from community events, 25 national and international newscasts daily, 13 local, area and community newscasts, 25 weathercasts, 6 commentary and feature programs. AIR PERSONALITIES handle all portions. Women's show daily 10-10:30 am. SPORTS: 2 sportscasters. Live local high school and college football and basketball, 5 sportscasts daily. MUSIC 33% weekdays: general popular 84%, semi-classic 13%, inspirational religious 28%. Contact Representative for further details. Rec'd 5/29/68

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Clarence C. Moore.  
Vice-Pres. & Sta. Mgr.—Edwin C. Moore.  
National Sales Manager—James V. Hummel.

**2. REPRESENTATIVES**  
The Devery Organization, Inc.

**3. FACILITIES**  
5,000 w. days, 500 w. nights; 1270 kc. Directional.  
Operating schedule: 5-45 am-11:10 pm. EST.

**4. AGENCY COMMISSION**  
15/0: Billed 1st of month, payable 15th.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 4a, 7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24b, 25a, 26, 27, 28a, 30, 32a, 33a.  
Contracts: 40a, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WXAX (FM).  
Affiliated with MBS.  
Member: Farm Radio Network, Indiana Radio Network.

TIME RATES

No. 11 ER 1/11/70—Rec'd 1/12/71.  
AA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3:30-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE	1 1/2	5 1/2	10 1/2	15 1/2	20+
AA	12.00	11.00	10.00	9.00	8.00	9.00
A	9.00	8.50	8.00	7.50	7.00	

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1	50	32	18

WTRC



NBC Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 215 1815 4.00  
Truth Radio Corp., Box 699, 3680 Oakland Ave., Elkhart, Ind. 46514. Phone 219-293-5611. TWX 810-294-2242.

STATION'S PROGRAMMING DESCRIPTION

WTRC: Programmed for general interest of adults. AIR PERSONALITIES handle all segments. NEWS: 14 local & 18 network news shows daily, 6 man news dept., 5 mobile units, 5:30-11:30 am MOR music, interviews, weather, sports & community news, 11:30-1 pm news, tele/talk show & sports, 1-6 pm MOR music, news & weather, 6-7 pm in-hour, world, national, state, area & local news. General sports, local & national sports comment. Stock show, book review, plus other general information, 7-12 1/2 pm MOR music, local & national news, sports & weather. Local & college football & basketball. Contact Representative for further details. Rec'd 8/28/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Don E. Fuller.  
Sta. & Nat'l Sales Manager—Edwin Huot  
Program Director—Allen Strike.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28c, 29a, 30.  
Contracts: 40a, 41, 43, 44a, 45, 46, 49, 51c.  
Comb.: Cont. Discounts: 60a, 60h, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
FM facilities: WYEZ.  
Affiliated with NBC.

TIME RATES

ER 4/1/74—Rec'd 3/22/74.  
AA—Mon thru Sat 5:30-9 am, 11:30 am-1 pm & 3-6:30 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	1 1/2	5 1/2	10 1/2	18 1/2	24+
1 min	15.00	14.50	14.00	13.00	12.00	
30 sec	12.00	11.00	10.00	9.50	9.00	

**8. PROGRAM TIME RATES**

1/2 hr	1x	13x	26x	52x	104x	156x	260x
1/2 hr	48	44	42	40	38	33	30
1/4 hr	32	29	27	25	23	22	20
5 min	22	20	19	18	17	16	15

WXAX (FM)



Media Code 4 215 1718 3.00  
Progressive Broadcasting System, Inc., Elkhart, Ind. 46514. Phone 219-875-5168.  
See affiliated AM station for additional information.

**2. REPRESENTATIVES**  
Frederick W. Smith.

**5. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 (vert.), 104.7 mc. Stereo.  
Operating schedule: 5:45 am-11:40 pm. EST.  
Antenna ht.: 170 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

TIME RATES

ER 8/15/73—Rec'd 6/13/73.

**6. SPOT ANNOUNCEMENTS**

1 min	5x	26x	52x	104x	156x	260x
6.00	5.80	5.20	4.80	4.40	4.00	
30 sec	5.00	4.60	4.20	3.80	3.50	3.20

WYEZ



(formerly WFIM)  
Subscriber to the NAB Radio Code  
Media Code 4 215 1757 4.00  
Truth Publishing Co., Box 999, Elkhart, Ind. 46514.  
Phone 219-293-5611. TWX 810-294-2242.  
See affiliated AM station for additional information.

**2. REPRESENTATIVES**  
Detroit—Pearse Sales.  
South—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1380 kc. Directional—night only.

**4. AGENCY COMMISSION**  
15% on net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Indiana Radio Network.

TIME RATES

ER 6/1/74—Rec'd 5/17/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 1/2	7 1/2	14 1/2	21 1/2	28 1/2
1 min/less	11	10	9	8	7

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1	50	32	18

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Indiana Broadcasters Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 ER 7/15/73—Rec'd 10/29/73.

**1. PERSONNEL**  
General Manager—Scott Ridenor.

**2. FACILITIES**  
ERP 3,000 w.; 101.7 mc. Stereo.  
Operating schedule: 5:30 am-midnight daily. EST.  
Antenna ht.: 140 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: Indiana Broadcasters Group.

6. SPOT ANNOUNCEMENTS

**1 MINUTE**

PER WK:	1 1/2	5 1/2	10 1/2	15 1/2	20 1/2	25 1/2	30 1/2
1 wk	3.70	3.20	2.80	2.60	2.40	2.20	
4 wk	3.80	3.10	2.70	2.50	2.30	2.10	
13 wk	3.50	3.00	2.60	2.40	2.20	2.00	
26 wk	3.40	2.90	2.50	2.30	2.10	1.90	
39 wk	3.30	2.80	2.40	2.20	2.00	1.80	

**30 SECONDS**

1 wk	4 wk	13 wk	26 wk	39 wk
3.40	3.00	2.80	2.40	2.20
3.30	2.90	2.50	2.30	2.10
3.20	2.80	2.40	2.20	2.00
3.00	2.60	2.30	2.10	1.90
2.90	2.40	2.20	2.00	1.80

10 sec: 50% of 1-min.  
Fixed position, per spot, extra .20.

EVANSVILLE (4 AM; 2 FM)

Plus 1 paid duplicate; 1 extra reference.  
Vanderburgh County—Map Location B-11  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	29	20	22	24
B	22	20	22	13
C	15	15	15	12
D	15	15	15	7
AVERAGE	20	19	20	14

WGBF



NBC Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 215 1900 0.00  
Radio Station WGBF, Inc., Box 3486, Evansville, Ind. 47734. Phone 812-477-8311.

**STATION'S PROGRAMMING DESCRIPTION**  
WGBF: Programmed for adults.  
NEWS: 3 local newscasts, 15 min local newscast 7:30 am M-F, 5 min local 8:30 am, 10 min 11:45 am, 5:05 & 10:05 pm M-F. Local news highlights 10:05 am, 2:05 & 4:05 pm M-F. Network 5 min news on hour daily. Wire news 7-7:15 am M-F, 11:55 pm-12M daily. SPORTS: director broadcasts 15 min sportscast daily M-F 5:45-6 pm, 100 high school, college football and basketball games annually. AAA baseball carried. FARM: 6:05-6:15 am, 11:30 am-12:45 pm M-F, farm director. MUSIC: general popular 6 am-2 pm. General popular, jazz 2-6 pm. Film, showtimes, serious 6-10 pm. Standards, middle-of-the-road, jazz-oriented, jazz 10 pm-12M. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Martin L. Leleh.  
Program Director—Gene Crawford.

**2. REPRESENTATIVES**  
Meeber Radio, Inc.  
Detroit—Pearse Sales.  
South—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1380 kc. Directional—night only.

**4. AGENCY COMMISSION**  
15% on net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Indiana Radio Network.

TIME RATES

No. 12 ER 4/1/74—Rec'd 2/27/74.  
AA—Mon thru Sat 6-10 am, 11:30 am-1 pm & 3-7 pm.  
A—Mon thru Sat 10-11:30 am & 1-3 pm; Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	1 1/2	5 1/2	10 1/2	15 1/2	20 1/2	25 1/2
1 min	14.00	13.50	12.50	11.50	10.00		
30 sec	11.20	10.80	10.00	9.20	8.00		
10 sec	7.00	6.75	6.25	5.75	5.00		

**8. PROGRAM TIME RATES**

1 min	1x	130x	260x	520x	1040x
12.50	12.00	10.50	9.50	8.50	8.00
10.00	9.60	8.40	7.60	6.80	6.40
10 sec	6.25	6.00	5.25	4.75	4.25

**1. PERSONNEL**  
General Manager—Scott Ridenor.

**2. FACILITIES**  
ERP 3,000 w.; 101.7 mc. Stereo.  
Operating schedule: 5:30 am-midnight daily. EST.  
Antenna ht.: 140 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Indiana Broadcasters Group.

**1. PERSONNEL**  
General Manager—Scott Ridenor.

**2. FACILITIES**  
ERP 3,000 w.; 101.7 mc. Stereo.  
Operating schedule: 5:30 am-midnight daily. EST.  
Antenna ht.: 140 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Indiana Broadcasters Group.

**6. PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	5 min	10 min
1 hr	90.00	85.50	81.00	76.50	72.00
1/2 hr	72.00	68.40	64.80	61.20	57.60
1/4 hr	48.00	45.60	43.20	40.80	38.40
5 min	24.00	22.80	21.60	20.40	19.20
10 min	12.00	11.40	10.80	10.20	9.60

WIKY



An Associated Independent Metropolitan Station  
Subscriber to the NAB Radio Code  
Media Code 4 215 1998 8.00  
South Central Broadcasting Corp., Box 3848, Evansville, Ind. 47701. Phone 812-424-8284.

**STATION'S PROGRAMMING DESCRIPTION**  
WIKY: Middle-of-the-road sound for young adults 20-45. All programming originated in stereo by WIKY-FM, electronically combined for AM monaural transmission on WIKY. Special features, topical humor, fun games, news from a 3 man staff with AP wire, mobile report units, 15-5 min casts at :25 and :55, 1-10 min at noon, ESSA weather, sports scores, editorials, social calendar and remote special events broadcasts. Air personalities. MUSIC: 70% album, 30% singles, current hits and standard selections, 6-8:30 am, farm programming. Contact Representative for further details. Rec'd 4/30/69.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—John A. Engelbrecht.  
Station Manager—Charles Blake.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
Regional Rep. Corp.

**3. FACILITIES**  
250 w. days; 820 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15% net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24b, 24c, 25a, 25b, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42

# INDIANA

## Evansville—W J P S—Continued

**3. FACILITIES**  
6,000 w. days, 1,000 w. nights; 1330 kc.  
Non-directional day, directional nights.  
Operating schedule: 5-1 am. CST.

**4. AGENCY COMMISSION**  
15/0 net time; rendered weekly or monthly. Accounts 60 days in arrears of payment will be taken off the air until delinquency is settled.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 5b, 4a, 4d, 5, 6a, 7b, 8.  
Basic Rates: 22a, 23a, 29a.  
Contracts: 40a, 46, 48.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70a, 70b, 71a, 73a.  
Rates are subject to change without notice.  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. 5 ET 11/173—Rec'd 9/28/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.	32.00	29.00	28.00	25.00	29.00	24.00	23.00	22.00
30 sec.	25.60	23.20	22.40	20.00	23.20	19.20	18.40	17.60
10 sec.	19.20	17.40	16.80	15.00	17.40	14.40	13.80	13.20

1 min. 21.00 17.00 16.00 15.00  
30 sec. 16.80 13.60 12.80 12.00  
10 sec. 12.60 10.20 9.60 9.00

**7. PACKAGE PLANS**

**CUMULATIVE PLAN**

PER WK, EA:	1 min
50 ti (15 I, 10 II, 5 III)	19
15 ti (8 I, 5 II, 2 III)	22

Not combinable with other weekly plans for added frequency.

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—3% 52 wk—10%

**RATEHOLDER**  
Minimum weekly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

## W K D Q (FM)

1946  
HENDERSON, KY.  
A Lasky Station

(This is a paid duplicate of the listing appearing under Henderson, Ky.)  
Media Code 4 218 3128 6.00  
Henderson Broadcasting Co., Box 418, Henderson, Ky. 42420. Phone 502-826-3923.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKDQ (FM): MUSIC: Hit Parade & Solid Gold. Contact Representative for further details. Rec'd 5/4/74.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Henry G. Lasky.

**2. REPRESENTATIVES**  
P/O Time Sales, Inc.  
Pacific Coast—Harlan G. Oakes, Inc.  
Regional Reps Corp.

**3. FACILITIES**  
ERP 50,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 306 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AEA copyrighted contract.  
AM facilities: WSON.

**TIME RATES**  
ET 1/173—Rec'd 1/18/73.

PER WK:	1 ti	5 ti	10 ti	20 ti	30 ti	40 ti
1 min.	15.00	13.50	12.75	12.00	11.25	9.75
30 sec.	12.00	10.80	10.20	9.80	9.00	7.80

(D)

## W R O Z

1936

Media Code 4 215 2185 7.00  
FUQUA Communications, Inc., Box 139, Evansville, Ind. 47701. Phone 812-422-4171.  
**STATION'S PROGRAMMING DESCRIPTION**  
WROZ Programmed for adults.

**MUSIC:** modern country music 5 am-1 pm. NEWS: farm news 5:30 am network news on hour. Local news 7:30, 8:30 & 11:55 am, 4:30 & 5:20 pm. Network commentator news 8 am & noon. SPORTS: local high school and university football and basketball. Major League baseball. Our personalities available for remote broadcasts. **COMMERCIAL POLICY:** personality endorsements not permitted. Contact Representative for further details. Rec'd 6/19/69.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Wilbur Walker.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.

**4. AGENCY COMMISSION**  
15% on time charges.

**5. GENERAL ADVERTISING See coded regulations**  
General: 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 20b, 21b, 21d, 23a, 24a, 34a, 34c, 25b, 25c, 30.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec	1 min	30 sec	1 min	30 sec
6 ti	24	19	22	18	15
12 ti	22	18	20	16	13

10 sec: 60% of 1-min.  
1 min & 30 sec combine for weekly frequency. 10 sec combine with 1 min & 30 sec to earn frequency for 10 sec spots.

**7. PACKAGE PLANS**

—AA— —A— —B—  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
18 ti 20 16 18 14 11 9  
24 ti 22 18 16 13 9 7  
520 x 22 18 20 16 13 10  
1040 x 18 14 16 13 9 7  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
PER WK: 12 ti 18 ti 24 ti 36 ti  
1 min 17 15 13 11  
30 sec 13 12 11 9  
10 sec: 60% of 1-min.  
1 min & 30 sec combine for weekly frequency. 10 sec combine with 1 min & 30 sec to earn frequency for 10 sec spots.

## WSON

HENDERSON, KY.

City of license, Henderson, Ky.  
Considered by CBS Radio Network as their Evansville, Ind., outlet.  
See listing under Henderson, Ky.

## WVHI (FM)

1964

Media Code 4 215 2280 6.00  
Valley-11 Broadcasting Corp., Southern Securities Bldg., Evansville, Ind. 47708. Phone 812-425-4226.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVHI (FM): Sacred music with national & local religious programs from 6 am-12 am. Network news at 11:15 am, 2:15, 3:15, 4:15, 7:15, 8:15, 9:15, 10:15 & 11:15 pm. Children's Hour 4:30 daily. Rec'd 1/28/74.

**1. PERSONNEL**  
Pres. & Sta. Mgr.—Samuel M. Angel.  
Sales Manager—Ronald E. Goodin.  
Program Director—Maury Green.

**3. FACILITIES**  
ERP 50,000 w. (horiz.); 17,000 w. (vert.); 105.3 mc. Operating schedule: 6 am-midnight daily. CST.  
Antenna ht.: 320 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 3c, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25c.  
Contracts: 40a, 41, 45, 49, 51c.  
Comb.; Cont. Discounts: 60b, 61c, 62d.  
Cancellation: 70a, 70c, 72, 73b.  
Prod. Services: 80, 82.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 4 ET 8/172—Rec'd 1/25/73.

PER WK:	1 ti	5 ti	15 ti	25 ti	40 ti	50 ti
1 wk.	5.10	4.45	4.05	3.40	3.00	2.55
4 wk.	4.85	4.25	3.85	3.20	2.80	2.45
13 wk.	4.60	4.05	3.60	3.05	2.65	2.30
26 wk.	4.35	3.85	3.40	2.90	2.45	2.15
39 wk.	4.10	3.60	3.20	2.70	2.30	2.05
52 wk.	3.90	3.40	3.00	2.55	2.10	1.85

10 sec: 65% of 1-min. 10 sec: 50% of 1-min.  
Specified time, extra 15%.

**6. PROGRAM TIME RATES**

	Per day	Per wk	52 wk
1 hr.	13 wk	26 wk	52 wk
3/4 hr.	53.80	45.75	40.35
1/2 hr.	40.40	34.35	30.30
1/4 hr.	26.90	22.85	20.15
	15.80	13.45	11.85

## FORT WAYNE (5 AM; 3 FM)

Allen County—Map Location G-3  
See SIBS consumer market map and data at beginning of the State

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
	Traffic	Traffic	Traffic	Traffic
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	
A	37	26	31	26
B	29	26	31	19
C	22	22	22	19
D	19	19	22	15
AVERAGE	32	27	30	20

## WCMX (FM)

1970

Media Code 4 215 2300 2.00  
Fort Wayne Broadcasting Co., 424 Reed Rd., Fort Wayne, Ind. 46805. Phone 219-422-4646.  
See affiliated AM station for additional information.  
AM facilities: WFWR.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 358 ft. above average terrain.  
Simulcast with WFWR during daytime hours.

**5. GENERAL ADVERTISING See coded regulations**  
Sold in combination with WFWR. See that listing for rates.

**TIME RATES**  
ET 12/171—Rec'd 11/3/71.

**6. PROGRAM TIME RATES**

PER YR:	1/2 hr	1/4 hr	5 min
52 x	35	20	10

## WFWR

1968

**Country Music**

Media Code 4 215 2325 9.00  
Fort Wayne Broadcasting Co., 424 Reed Rd., Fort Wayne, Ind. 46805. Phone 219-422-4646.

**STATION'S PROGRAMMING DESCRIPTION**  
WFWR: MUSIC: adult country. AIR PERSONALITIES: Contact Representative for further details. Rec'd 9/10/73.

**1. PERSONNEL**  
Owner—Clarence C. Moore.  
General Manager—Edwin C. Moore.  
General Sales Manager—Guy Ewing.

**2. REPRESENTATIVES**  
The Devney Organization, Inc.

**3. FACILITIES**  
1,000 w. days; 1090 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 1st of month.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10c, 12c, 13, 14c.  
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24b, 25c, 29a, 30, 33a.  
Contracts: 41, 44a, 46, 47a, 51b.  
Comb.; Cont. Discounts: 60b, 61a.  
Cancellation: 70c, 71a.  
Prod. Services: 80.  
FM facilities: WCMX (FM).  
Affiliated with American Information Network.

**TIME RATES**  
ET Rec'd 9/10/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	5 ti	10 ti	15 ti	20 ti	24+
1 min.	15	13	11	10	9	8
30 sec.	13	11	9	8	7	6

10 sec: 50% of 1-min.

**6. PROGRAM TIME RATES**

PER YR:	1/2 hr	1/4 hr	10 hr	10 min
52 x	55	35	25	

## WGL

1924

## CBS Radio Network

Subscriber to the NAB Radio Code  
Media Code 4 215 2375 4.00  
News-Sentinel Broadcasting Co., Inc., 2000 Lower Huntington Rd., Fort Wayne, Ind. 46819. Phone 219-747-1511.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGL: Programmed for adults.  
Air personalities. MUSIC: standards. Music and features 5:35-9:10 am, 9:30 am-2:10 pm, 2:55-8 pm and 9 pm-12:35 am; women's show 9:10-9:30 am; telephone call-in program 2:10-2:55 pm; public service from 8-9 pm. NEWS: more than 35 newscasts daily; local news at :55; network news on hour. SPORTS: major league baseball, college football, local high school and college basketball. Weekend features: 3-1/2 hour, 2 man comedy show on Sat. Contact Representative for further details. Rec'd 7/24/70.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Leonard E. Davis.  
Program Director—Jon Patrick.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.

**3. FACILITIES**  
1,000 w.; 1250 kc. Directional—separate patterns day and night.  
Operating schedule: 5:35 am to 12:35 am. EST.

**4. AGENCY COMMISSION**  
15% on net time, no cash discount.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30, 32a.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 6/174—Rec'd 4/3/74.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	156x	260x
1 min.	12.00	11.25	10.55	9.85	9.10
30 sec.	9.00	8.00	8.45	7.85	7.30
10 sec.	6.00	5.65	5.30	4.90	4.55
1 min.	8.40	7.70	6.95	6.25	5.50
30 sec.	6.70	6.15	5.55	5.00	4.40
10 sec.	4.20	3.85	3.50	3.15	2.75

Combinable in number for maximum discount.

**7. PACKAGE PLANS**

**SATURATION PLAN—ROS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti
1 wk.	8.00	7.60	7.20	6.80	6.40	6.00	5.60
26 wks.	7.20	6.85	6.50	6.10	5.75	5.40	5.05
52 wks.	6.40	6.10	5.75	5.45	5.10	4.80	4.50

**30 SECONDS**

1 wk.	6.40	6.10	5.75	5.45	5.10	4.80	4.50
26 wks.	5.75	5.50	5.20	4.90	4.60	4.35	4.05
52 wks.	5.10	4.90	4.60	4.35	4.10	3.85	3.60

10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

1 hr.	1x	26x	52x	156x	260x
1/2 hr.	48	44	41	37	34
1/4 hr.	32	29	27	25	23
10 min.	24	22	20	19	17
5 min.	16	15	14	12	11

**9. PARTICIPATING PROGRAMS**  
INTERCOM WITH DICK JAMES—MON THRU FRI 9:05-9:25 PM  
WELCOME IN WITH IRIS LATHAM—MON THRU FRI 9:05-9:25 AM  
SATURDAY SHOW—9:35-11:30 AM & 4:05-6 PM  
1/3 sponsorship, 25 min. 15.50

**10. SPECIAL FEATURES**  
LEN DAVIS SPORTS—MON THRU FRI 5:35-5:45 PM  
1/2 sponsorship, 10 min. 10.15

# WLYV

1948

NAB

A Shepard Broadcasting Station  
Subscriber to the NAB Radio Code  
Media Code 4 215 2565 0.00  
Shepard Broadcasting Corp. of Indiana, Box 1019, Fort Wayne, Ind. 46801. Phone 219-743-3445.

**1. PERSONNEL**  
President—Herbert J. Weber.  
General Manager—Victor H. Sterling.  
Prog. & Oper. Mgr.—Larry Bower.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING See coded regulations**  
General: 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61c.  
Cancellation: 70a, 70d, 71a, 73a.

**TIME RATES**  
No. 5 ET 4/170—Rec'd 3/2/70.

PER WK:	1 min	6 ti	12 ti	18 ti	24 ti
AAA	32	31	30	29	28
AA	27	26	25	24	23
A	20	19	18	17	16

**30 SECONDS**

AAA	28	26	25	24
AA	25	24	23	22
A	23	22	21	19

10 sec: 50% of 1-min.

**DISCOUNT**  
26 wk—4% 52 wk—8%

## WMEW

1947

Subscriber to the NAB Radio Code  
Media Code 4 215 2600 5.00  
Pathfinder Communications Corp., Box 6000, 2915 Maples Rd., Fort Wayne, Ind. 46806. Phone 219-447-5511.

**1. PERSONNEL**  
President—John F. Dille, Jr.  
Vice-Pres. & Gen'l Mgr.—Burton (Burt) J. Sherwood.  
Sales Manager—William G. Latz.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 46, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81.  
FM facilities: WMEF.  
Affiliated with Eastman Radio Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
WMEF/WMEF COMBINATION  
No. 1 ET 6/1774—Rec'd 6/17/74.

I—Mon thru Sun 10 am-7 pm (FM); Mon thru Sat 6-10 am & 3-7 pm (AM).
II—Mon thru Sun 7 pm-midnight (FM); 6-10



Fort Wayne—W M E F—Continued

5. GENERAL ADVERTISING See coded regulations Affiliated with Eastman Radio Network. Sold in combination with WMEF. See that listing for rates.

TIME RATES

No. 6 Eff 6/17/74—Rec'd 6/17/74.  
I—Mon thru Sun 10 am-7 pm.  
II—Mon thru Sun 6-10 am & 7 pm-midnight.  
III—All other times.

PER WK:	I min 30 sec	I min 30 sec	I min 30 sec	I min 30 sec
10 tl.....	24	19	21	18
12 tl.....	22	18	19	15
18 tl.....	19	15	16	13
24 tl.....	17	13	14	11

**WOWO**  
1923

**GROUP**  
**WESTINGHOUSE BROADCASTING COMPANY**

**RADIO ADVERTISING REPRESENTATIVES, INC.**

Subscriber to the NAB Radio Code  
Media Code 4 215 2690 9.00  
Westinghouse Broadcasting Co., Inc., 128 W. Washington Blvd., Ft. Wayne, Ind. 46802. Phone 219-743-8373. TWX 810-332-1515.

**STATION'S PROGRAMMING DESCRIPTION**  
WOWO: Programmed for general interest. MUSIC: popular. NEWS: programming includes 5 min on hour newscasts, 16 min news at 7 am, 15 min news at 8 am, noon & 10 pm. Half hour news and sports 6-8:30 pm. Farm director conducts 2 hour farm programming 5-7 am. Specialized programming includes news documentary, sports specials, community service reports. International Hockey League broadcast of home and away games, play-by-play coverage of high school basketball tournaments. Contact Representative for further details. Rec'd 1/22/68.

- PERSONNEL**  
General Manager—C. W. Vandagriff.  
General Sales Manager—Douglas D. Shull.  
Program Manager—Chris Rathaus.
- REPRESENTATIVES**  
Radio Advertising Representatives, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w.; 1180 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40b, 42a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**POLITICAL**  
Political broadcast time is sold in accordance with the Federal Election Campaign Act of 1971. Station reserves the right to limit the number of spots which it will sell to any one class of candidates and to determine the political contests for which it will accept spot schedules.

**TIME RATES**  
No. 19 Eff 4/25/74—Rec'd 3/27/74.  
AA—Mon thru Sat 5-10 am.  
A—Mon thru Fri 3-7 pm; Sat 10 am-noon.  
B—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat noon-8 pm; Sun 6 am-8 pm.  
C—Mon thru Sun 8 pm-midnight.

SPOT ANNOUNCEMENTS	1 MINUTE	1x	52x	104x	156x	208x	260x
AA	65	61	57	53	48	44	36
A	48	45	43	41	39	34	26
B	45	43	41	38	35	33	26
C	17	16	15	14	13	12	9

**30 SECONDS**

AA	53	50	47	43	40	35
A	38	37	36	34	32	29
B	36	34	33	31	29	26
C	12	11	10	9	8	7

**7. PACKAGE PLANS**

PER WK:	AA	A	B	C	AA	A	B	C
10 tl.....	64	47	44	16	52	37	35	11
15 tl.....	62	45	43	15	51	36	34	10
20 tl.....	60	44	42	14	49	34	33	9

**8. PROGRAM TIME RATES**

5 MIN:	1x	52x	104x	156x	208x
AA	76	72	69	65	60
A	59	58	57	56	53
B	53	50	48	47	45
C	24	22	20	19	19

**9. PARTICIPATING PROGRAMS**  
ALL NIGHT SHOW—MIDNIGHT-5 AM  
1 tl..... 8 10 tl..... 6

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
Week Day News Plan—Mon thru Fri 10, 10 am & 1, 2, 3, 7 pm. Minimum 1 per day, 5 per week.  
Week End News Plan—Sat & Sun at 6:09 am-7 pm. Minimum 5 per week. Subject to availabilities.  
4 wk 13 wk 26 wk 52 wk  
Ea..... 47 45 43 39  
Evening News Plan—Mon thru Sat 8, 9, 11 pm. Minimum 1 per night, 6 per week, 110.00. No further discounts.

W P T H (FM)

**RAB** **NAFMD**

Subscriber to the NAB Radio Code  
Media Code 4 215 2755 7.00  
Sarkes Tarzian, Inc., Box 2671, Station D, Fort Wayne, Ind. 46808. Phone 219-482-4590. Ind. 46808.

**STATION'S PROGRAMMING DESCRIPTION**  
WPTH (FM): MUSIC: rock. NEWS: 12X daily. Rec'd 3/28/74.

- PERSONNEL**  
President—Sarkes Tarzian.  
General Manager—Kenneth P. McGuire.
- FACILITIES**  
ERP 44,000 w. (horiz.), 44,000 w. (vert.); 95.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 680 ft. above average terrain.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 5, 6b, 7b, 8.  
Basic Rates: 20a, 22a, 23a, 24a, 25b, 29a.  
Contracts: 40a, 42a, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**  
No. 13 Eff 5/15/74—Rec'd 6/3/74.  
AAA—10 am-7 pm.  
AA—6-10 am.  
A—7 pm-midnight.  
B—midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
AAA	52x	104x	156x	208x	52x	104x	156x	208x
AA	15	14	13	11	12	11	10	8
AA	14	13	12	10	11	10	9	7
A	12	11	10	8	9	8	7	5

**7. PACKAGE PLANS**  
TAP PLANS—ROS IN AAA, AA & A

1 min	30 sec/less	1 min	30 sec/less
8 tl	144	198	240
30 sec/less	66	120	162

FRANKFORT (1 AM; 1 FM)

Clinton County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**WILO** **WILO-FM**  
1953 1962

Media Code 4 215 2850 8.00  
Kasper Broadcasting Co., Box 255, 52-1/2 E. Washington St., Frankfort, Ind. 46041. Phone 317-659-3338.

- PERSONNEL**  
Gen'l & Sales Mgr.—V. J. Kasper.
- REPRESENTATIVES**  
George T. Hopewell, Inc.  
Regional Reprs Corp.
- FACILITIES**  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 5,940 w.; 99.7 mc.  
Operating schedule: 6 am-10 pm. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FBI operated in conjunction with AM, during daylight hours, independently all other hours. Rates are for combined operation; same rates apply for FM only.  
Member: Indiana Radio Network, Farm Directors Radio Network, Indiana Broadcasters Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 11/1/73—Rec'd 11/5/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	312x
1 min.....	6.25	5.00	4.40
30 sec.....	4.75	4.00	3.40

**10. SPECIAL FEATURES**  
FARM AT NOON  
1 min, flat..... 8.00 30 sec, flat..... 4.75

FRANKLIN

Johnson County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**WIFN (FM)**  
1961

Media Code 4 215 2945 4.00  
Vogel Douglas Corp., Box 194, Hwy. 31 N., Franklin, Ind. 46131. Phone 317-736-9114.

- PERSONNEL**  
General Manager—Ron Douglas.
  - REPRESENTATIVES**  
Regional Reprs Corp.
  - FACILITIES** ERP 3,000 w.; 95.9 mc.  
Operating schedule: 6 am-11 pm daily. EST.  
Antenna ht.: 500 ft. above average terrain.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Member: Indiana Broadcasters Group.
- TIME RATES**  
Eff Rec'd 8/27/73.
- 6. SPOT ANNOUNCEMENTS**
- | 1 min       | 1x   | 52x  | 91x  | 156x | 312x |
|-------------|------|------|------|------|------|
| 4.50        | 3.25 | 3.00 | 2.75 | 2.50 | 2.00 |
| 30 sec..... | 3.60 | 2.60 | 2.40 | 2.20 | 2.00 |

GARY (2 AM)

Lake County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

**WLTH**  
1950  
**Mutual Network**

Subscriber to the NAB Radio Code  
Media Code 4 215 3040 3.00  
Northwestern Indiana Broadcasting Corp., 3669 Broadway, Gary, Ind. 46409. Phone 219-884-9409. Chicago phone 312-978-6784.

**STATION'S PROGRAMMING DESCRIPTION**  
WLTH: Programmed for news & general interest. MUSIC: General appeal, NEWS: emphasis on local & state. Audience participation 6 am-1:30 pm. Music & audience participation 1:30-sign-off. Sat: music & news 6-9 am. ESP audience participation (guests & phones) 9 am-noon. Religious & foreign language Saturday afternoon and all day Sunday. Rec'd 7/25/74.

- PERSONNEL**  
President—H. B. Snyder.  
Vice-Pres. & Gen'l Mgr.—D. Z. Dawson.  
General Sales Manager—James Hallas.
- FACILITIES**  
1,000 w.; 1370 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 22a, 23a, 24c, 28b, 28c, 30.  
Contracts: 40a, 41, 45.  
Comb.: Cont. Discounts: 60c, 60b, 61a, 62a.  
Cancellation: 70c, 71a, 72, 73a.  
Prod Services: 82.  
Affiliated with MBS.

**TIME RATES**  
No. 8 Eff 3/1/73—Rec'd 3/1/73.  
AAA—6-10 am, noon-1:30 pm & 3-6 pm.  
AA—10 am-noon, 1:30-3 pm & 6 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	1x	52x	104x	156x	208x	312x	500x	1000x
1 min	16.00	15.00	14.00	14.50	12.00	12.50	12.00	11.50
30 sec	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50

CLASS AA	1 min	13.00	12.00	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.50	7.00	6.50

**7. PACKAGE PLANS**

PER WK:	CLASS AAA	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.....	15.00	14.50	14.00	13.50	13.00	13.00
30 sec.....	12.80	12.40	12.00	11.80	11.80	11.80

CLASS AA	1 min	12.00	11.50	11.00	10.50	10.00
30 sec.....	9.80	9.40	9.20	10.00	9.80	9.80

13 wk-10% DISCOUNT 26 wk-15% 52 wk-20%

**10. SPECIAL FEATURES**  
News adjacencies—earned rate, extra 1.00.  
News participations—extra 10%.

**WWCA**  
1949  
**American Entertainment Ntwk**

Subscriber to the NAB Radio Code  
Media Code 4 2 5 3135 1.00  
Late Broadcasting Co., Inc., 545 Broadway, Gary, Ind. 46402. Phone 219-886-9171. Chicago phone 312-734-5400.

**STATION'S PROGRAMMING DESCRIPTION**  
WWCA: Community-active programming with emphasis on local news and editorials, plus telephone talk shows and interviews on topics of area concern. Special events programming, with play-by-play coverage of high school and college sports. MUSIC: current hits and standards. Pop 9-9 am, 9:30-11:45 am, 2:35-4:45 pm. City court 9:05-9:30 am, labor news 4:45-5 pm. News on the hour and half hour. Extended news at 7 am, 8 am, noon & 5 pm. Telephone conversation with guests and audience participation 12:15-1:30 pm and 6:05-7 pm. Contact Representative for further details. Rec'd 5/3/71.

- PERSONNEL**  
President—Dee O. Coe.  
General Manager—Joseph A. Haas.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
1,000 w.; 1270 kc. Directional—same pattern all hours.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21b, 21c, 21d, 23a, 24a, 24c, 25a, 28b, 29b, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60l.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod Services: 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 2/1/73—Rec'd 11/1/73.

AAA—Mon thru Sat 6-9 am & 3-6 pm; Mon thru Fri noon-1:30 pm.  
AA—Mon thru Sat 9 am-noon, 1:30-3 pm & 6-7 pm; Sat noon-1:30 pm; Sun all day.  
A—Mon thru Sat 7 pm-midnight.

INDIANA

**6. SPOT ANNOUNCEMENTS**

FIXED:	AAA	AA	A
1 min.....	18	15	12
52 x.....	17	14	11
156 x.....	16	13	10
200 x.....	15	12	9
312 x.....	14	11	8
520 x.....	13	10	7

10 sec or less: 50% of 1-min.

**7. PACKAGE PLANS**  
SATURATION PLAN—ROS WITHIN HOUR

PER WK:	AAA	AA	A
10 tl.....	17	14	11
20 tl.....	16	13	10
30 tl.....	15	12	9
40 tl.....	14	11	8
50 tl.....	13	10	7

10 sec or less: 50% of 1-min. DISCOUNT

13 wk-10% 26 wk-20%

**9. PARTICIPATING PROGRAMS**  
All Night Show—Mon thru Sat Midnight-6 am.  
36 1-min per wk (1 per hr), 36.00.

**10. SPECIAL FEATURES**  
1 min in 15 & 5-min newscasts—Applicable 1-min rate plus 10%.

**GOSHEN**  
Elkhart County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

**WKAM**  
1949

Subscriber to the NAB Radio Code  
Media Code 4 215 3230 0.00  
Kosciusko Broadcasting Corp., 5 E. Lincoln, Goshen, Ind. 46526. Phone 219-533-1460.

- STATION'S PROGRAMMING DESCRIPTION**  
WKAM: Adult interest primarily.
- PERSONNEL**  
General Manager—Gerry Grainger.
  - REPRESENTATIVES**  
Regional Reprs Corp.
  - FACILITIES**  
1,000 w. days, 500 w. nights; 1460 kc. Directional night only.  
Operating schedule: 6 am-11 pm. EST.
  - AGENCY COMMISSION**  
Regional Reprs Corp.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Indiana Radio Network, Indiana Broadcasters Group.

**TIME RATES**  
Eff Rec'd 3/29/69.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	52x	104x	208x
6.00	5.50	5.00	4.75	4.75
30 sec.....	4.50	4.00	3.75	3.50

**8. PROGRAM TIME RATES**

1x	13x	26x	52x	104x	208x
1/2 hr.....	35.00	34.00	31.50	29.75	28.00
1/4 hr.....	20.00	19.00	18.00	17.00	16.00
10 min.....	15.00	14.50	14.00	12.75	12.00
5 min.....	8.00	7.75	7.25	7.00	6.00

**10. SPECIAL FEATURES**  
Country & Western after 7 pm—1/2 earned rate.

GREENCASTLE

Putnam County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WXTA (FM)**  
1966

Media Code 4 215 3325 8.00  
Radio Greencastle, Inc., Box 494, 21 S. Indiana St., Greencastle, Ind. 46135. Phone 317-659-9717.

- PERSONNEL**  
President—Leon Furr.
- REPRESENTATIVES**  
Regional Reprs Corp.
- FACILITIES**  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 6 am-11 pm daily. EST.  
Antenna ht.: 180 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/1/71—Rec'd 12/28/70.

**6. SPOT ANNOUNCEMENTS**

1x	1 min	30 sec	10 sec
3.20	2.80	1.95	1.50
157-312 x	2.60	2.20	1.50

**7. PACKAGE PLANS**

25+ (15 days)	1 min	30 sec	10 sec
2.75	1.75	1.10	

GREENFIELD

Hancock County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**WSMJ (FM)**  
1962

A Braden Owned Station  
Media Code 4 215 3420 7.00  
WFFB, Inc., Box 248, 640 W. 9th St., Greenfield, Ind. 46140. Phone 317-462-5311, 2.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSMJ (FM): General adult interest.  
(This listing continued on next page)

# INDIANA

## Greenfield—W S M J (FM)—Continued

- PERSONNEL**  
General Manager—Tom Romine.
  - REPRESENTATIVES**  
Regional Repts Corp.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 250 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only: 10 days.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Indiana Radio Network, Indiana Broadcasters Group.
- TIME RATES**  
ET 11/17/72—Rec'd 10/13/72.
- 7. PACKAGE PLANS**
- |                |      |      |       |       |
|----------------|------|------|-------|-------|
| PER WK:        | 1 ti | 5 ti | 10 ti | 15 ti |
| 1 min or less: | 8    | 7    | 6     | 5     |

## GREENSBURG (1 AM; 1 FM)

Decatur County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**WTRE**  
1968



- Subscriber to the NAB Radio Code  
Media Code 4 215 3514 7.00  
Soundiana, Inc., 1011 Park Rd., Greensburg, Ind. 47240. Phone 812-663-3000.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTRE: See WTRE-FM listing for programming.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert A. Kincaid.
  - REPRESENTATIVES**  
Regional Repts Corp.
  - FACILITIES**  
500 w. days; 1330 kc. Directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WTRE-FM.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network, Indiana Broadcasters Group.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

- No. 6 ET 8/17/74—Rec'd 7/17/74.
- 6. SPOT ANNOUNCEMENTS**
- |                                     |       |       |            |       |
|-------------------------------------|-------|-------|------------|-------|
| 1040x 520x 260x                     | 96 ti | 72 ti | 48 ti      | 24 ti |
| 1 min 3.20 3.60 4.00 4.40 4.80 5.20 |       |       |            |       |
| PER WK:                             | 36 ti | 24 ti | 18 ti      | 12 ti |
| 1 min:                              | 4.00  | 4.40  | 5.20       | 5.60  |
| 30 sec:                             | 75%   | 1.00  | 10 sec—50% | 1.00  |

## WTRE-FM

1962



- Subscriber to the NAB Radio Code  
Media Code 4 215 3515 4.00  
Soundiana, Inc., 1011 Park Rd., Greensburg, Ind. 47240. Phone 812-663-3000.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTRE-FM: Programmed for general interest.
- PERSONNEL**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc. Operating schedule: 5 am-11 pm, EST. Antenna ht.: 160 ft. above average terrain. Partial simulcast operation. Operated separately 6-11 pm. For simulcast facilities see WTRE.
  - GENERAL ADVERTISING** See coded regulations. Member: Pine Music Group.

**TIME RATES**

Rates are identical to WTRE. See that listing.

## HAMMOND (1 AM; 1 FM)

Lake County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## WJOB

1928



- Subscriber to the NAB Radio Code  
Media Code 4 215 3610 3.00  
Colby Broadcasting Corporation, Radio Center, 8405 Olcott Ave., Hammond, Ind. 46320. Phone 219-844-1230. Chicago phone 312-375-4220.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJOB: NEWS: at :00 & :30; expanded newscasts 7 am, noon & 5 pm M-Sat. MUSIC: MOR, featuring latest & standard hits 1:30-5 pm M-Sat, big band sounds, old & new arrangements 10 pm-6 am M-Sat. TELE/TALK: 6-10 am, 12:15-1:30 & 7-10 pm M-F with special guests. Women's program 10-10:30 am M-F; favorite record of day vote 10:30 am-noon M-F; buy-sell-trade 9-11 am Sat; commentary 8-8:30 am M-Sat, 5:30-6 pm M-F, 6-6:30 pm M-F. SPORTS: 7:35 am & 5:15 pm M-Sat, play-by-play high school sports. SUN: religion & ethnic. Contact Representative for further details. Rec'd 5/28/74.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Julian Colby  
Vice-Pres. & Sta. Mgr.—Judith Grambo  
Sales Manager—Roy F. Tobin.
- REPRESENTATIVES**  
Michigan, Ohio, Pittsburgh—Pearse Sales  
Cincinnati, Indianapolis—Regional Repts Corp.
- FACILITIES**  
1,000 w. days. 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.

## 4. AGENCY COMMISSION

- 15%: bills due and payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15a, 15b. Basic Rates: 20b, 21b, 21d, 23a, 24b, 25a. Contracts: 40a, 45, 47a. Comb.: Cont. Discounts: 60b, 60i, 60j, 60k, 61c. Cancellation: 71a, 73b.

**TIME RATES**

- No. 19R-A ET 6/10/74—Rec'd 7/15/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm; Sun 6 am-midnight.  
A—Mon thru Sat 10-3 pm & 7 pm-midnight.  
B—Tues thru Sat midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

- CLASS AA**
- |         |       |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 min:  | 624x  | 520x  | 312x  | 260x  | 104x  | 52x   | 1x    |
| 30 sec: | 15.00 | 16.00 | 17.00 | 18.00 | 19.00 | 20.00 | 21.00 |
| 15 sec: | 11.25 | 12.00 | 12.75 | 13.50 | 14.25 | 15.00 | 15.75 |
| (*)     | 18.75 | 20.00 | 21.25 | 22.50 | 23.75 | 25.00 | 26.25 |
- CLASS A**
- |         |       |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 min:  | 11.00 | 12.00 | 13.00 | 14.00 | 16.00 | 17.00 | 18.00 |
| 30 sec: | 8.25  | 9.00  | 9.75  | 10.50 | 12.00 | 12.75 | 13.50 |
| (*)     | 13.75 | 15.00 | 16.25 | 17.50 | 20.00 | 21.25 | 22.50 |
- CLASS B**
- |         |      |       |       |       |       |       |       |
|---------|------|-------|-------|-------|-------|-------|-------|
| 1 min:  | 7.00 | 8.00  | 10.00 | 11.00 | 12.00 | 13.00 | 14.00 |
| 30 sec: | 5.25 | 6.00  | 7.50  | 8.25  | 9.00  | 9.75  | 10.50 |
| (*)     | 8.75 | 10.00 | 12.50 | 13.75 | 15.00 | 16.25 | 17.50 |
- ROS**
- |         |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
| 936x    | 780x  | 624x  | 312x  | 156x  | 78x   | 1x    |
| 1 min:  | 8.00  | 9.00  | 11.00 | 12.00 | 13.00 | 14.00 |
| 30 sec: | 6.00  | 6.75  | 8.25  | 9.00  | 9.75  | 10.50 |
| (*)     | 10.00 | 11.25 | 13.75 | 15.00 | 16.25 | 17.50 |

## 7. PACKAGE PLANS

- SATURATION:**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| 1 min:      | 18.00 | 17.00 | 18.00 | 19.00 | 20.00 |
| 30 sec:     | 12.00 | 12.75 | 13.50 | 14.25 | 15.00 |
| 5-min news: | 20.00 | 21.25 | 22.50 | 23.75 | 25.00 |
- CLASS A**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| 1 min:      | 12.00 | 13.00 | 14.00 | 16.00 | 17.00 |
| 30 sec:     | 9.00  | 9.75  | 10.50 | 12.00 | 12.75 |
| 5-min news: | 15.00 | 16.25 | 17.50 | 20.00 | 21.25 |
- CLASS B**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| 1 min:      | 8.00  | 10.00 | 11.00 | 12.00 | 13.00 |
| 30 sec:     | 6.00  | 7.50  | 8.25  | 9.00  | 9.75  |
| 5-min news: | 10.00 | 12.50 | 13.75 | 15.00 | 16.25 |
- ROS**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| 1 min:      | 48 ti | 36 ti | 24 ti | 18 ti | 12 ti |
| 30 sec:     | 9.00  | 11.00 | 12.00 | 13.00 | 14.00 |
| 30 sec:     | 6.75  | 8.25  | 9.00  | 9.75  | 10.50 |
| 5-min news: | 11.25 | 13.75 | 15.00 | 16.25 | 17.50 |
- 10-WORD SATURATION**
- |               |        |        |       |       |       |
|---------------|--------|--------|-------|-------|-------|
| 7-day period: | 288 ti | 144 ti | 72 ti | 26 ti | 18 ti |
|               | 1.20   | 1.80   | 2.40  | 3.00  | 3.60  |

## WYCA (FM)

1958



- A Crawford Owned Station  
Media Code 4 215 3660 8.00  
Crawford Broadcasting Co., 6336 Calumet Ave., Hammond, Ind. 46324. Phone 219-933-0923. Chicago phone 312-734-0923.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYCA (FM): RELIGIOUS: local & national programs 6:30 am-2:00 pm; 9:15-11:00 pm. SAT: 6:45 am-2:00 pm; 5-7 pm; 9:30-10:30 pm. SUN: all day. MUSIC: Gospel & sacred. M-F 3:05-9:15 pm; 1-6:30 am. SAT: 2-5 pm; 7-9:30 pm; 10:30 pm-7:15 am. TALK: 2-3 pm & 11 pm-1 am. M-F. NEWS HEADLINES: at :28 and :58 during music & talk programs. Rec'd 1/4/74.

## 1. PERSONNEL

- President—Donald Crawford.  
Station Manager—Dick Marsh.  
Program Director—Earl Larkins.
- FACILITIES**  
ERP 30,000 w. (vert.), 30,000 w. (horiz.); 92.3 mc. Operating schedule: 24 hours daily. CST. Antenna ht.: 405 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7a, 8. Rate Protection: 10a, 11e, 12e, 13a, 14c. Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 24b, 25c, 28a, 28c, 29a. Contracts: 40a, 44a, 45, 47a, 50. Comb.: Cont. Discounts: 60f, 62a, 62d, 63d. Cancellation: 70a, 70c, 71a, 72. Prod. Services: 80, 82. Cigarette advertising unacceptable.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
ET 8/17/72—Rec'd 10/20/72.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |       |      |      |      |      |
|---------|-------|-------|------|------|------|------|
| 1 min:  | 13.00 | 10.00 | 9.00 | 8.00 | 7.50 | 7.00 |
| 30 sec: | 10.00 | 8.00  | 7.00 | 6.00 | 5.50 | 5.00 |
| 10 sec: | 50%   | 1.00  | 1.00 | 1.00 | 1.00 | 1.00 |
- 8. PROGRAM TIME RATES**
- |                         |      |        |        |
|-------------------------|------|--------|--------|
| PER YR. NET TO STATION: | 1 hr | 1/2 hr | 1/4 hr |
| 1x                      | 150  | 100    | 65     |
| 52 wks                  | 120  | 65     | 35     |
| 260 x                   | 100  | 45     | 30     |

## HARTFORD CITY

Blackford County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## W W H C (FM)

1965



- Subscriber to the NAB Radio Code  
Media Code 4 215 3705 1.00  
Three J Radio Corp., Box 185, 211 W. Main St., Hartford City, Ind. 47348. Phone 348-2665.
- PERSONNEL**  
General Manager—William C. Morris.
  - REPRESENTATIVES**  
Regional Repts Corp.
  - FACILITIES**  
ERP 3,000 w.; 104.9 mc. Operating schedule: 6 am-midnight. Antenna ht.: 155 ft. above average terrain.
  - AGENCY COMMISSION**  
15%.

- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Indiana Broadcasters Group.
- TIME RATES**  
ET 4/7/66—Rec'd 4/11/66.
- 6. SPOT ANNOUNCEMENTS**
- |   |      |      |     |     |     |    |
|---|------|------|-----|-----|-----|----|
| 500x                                      | 256x | 104x | 52x | 26x | 13x | 1x |
| 1 min 3.00 3.20 3.50 3.75 4.25 4.80 5.00  |      |      |     |     |     |    |
| 30 sec 2.25 2.40 2.65 2.80 3.15 3.40 3.75 |      |      |     |     |     |    |
- 15 seconds—50% of minute rate.
- 10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
(2 1-minute & 1 30-second interval)  
26 x, ea. 7.50 52 x or more, ea. 5.00

## HUNTINGTON (1 AM; 1 FM)

Huntington County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## W H L T

1957



## W H L T-FM

1965



- Subscriber to the NAB Radio Code  
Media Code 4 215 3800 0.00  
Radio Huntington, Div. of Williams County Broadcasting, Hotel LaFontaine, Huntington, Ind. 46750. Phone 219-356-1640.
- PERSONNEL**  
General Manager—Tom Francis.
  - REPRESENTATIVES**  
Regional Repts Corp. Pearce Sales.
  - FACILITIES**  
500 w. days; 1300 kc. Directional. Operating schedule: 6 am-local sunset. EST. FM-ERP 3,000 w.; 103.1 mc. Operating schedule: 6 am-11 pm. EST. Antenna ht.: 91 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KDS and MBS. Member: Indiana Broadcasters Group.
- TIME RATES**  
ET 2/1/72—Rec'd 1/26/72.
- 6. SPOT ANNOUNCEMENTS**
- |   |     |     |      |      |      |      |      |
|---|-----|-----|------|------|------|------|------|
| 1x  | 26x | 52x | 156x | 312x | 468x | 624x | 936x |
| 1 min 6.80 6.10 5.80 5.15 4.40 4.10 3.75 3.10 |     |     |      |      |      |      |      |

## INDIANAPOLIS (8 AM; 6 FM)

Marion County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	60	67	75	55
B	60	65	60	48
C	53	48	53	40
D	50	36	50	34
AVERAGE	63	51	60	44

## WATI

1963



1963

- Subscriber to the NAB Radio Code  
Media Code 4 215 3990 9.00  
Sarkes Tarzian, Inc., 3490 Bluff Rd., Indianapolis, Ind. 46217. Phone 317-787-2211.
- STATION'S PROGRAMMING DESCRIPTION**  
MUSIC: Programmed for adults.  
WATI: orchestrated arrangements of standard selections including recently established ones & vocal arrangements. Programming consistent hour-by-hour. Emphasis on music. COMMERCIAL POLICY 16 commercials per hour. Features cultural semi-cultural & informative capsules. Contact Representative for further details. Rec'd 10/29/73.
- PERSONNEL**  
President—Sarkes Tarzian.  
Broadcast Division Manager—Elmer Snow.  
General Manager—Bob Lamb.
  - REPRESENTATIVES**  
Meeker Radio, Inc.
  - FACILITIES**  
ERP 3,000 w.; 104.9 mc. Non-directional. Operating schedule: Sunrise-local sunset. EST. 15/0 time only.
  - AGENCY COMMISSION**  
See coded regulations.
  - GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20b, 21b, 22b, 23b, 24c, 25a, 28c, 29a. Contracts: 40a, 41, 42b, 45, 46. Comb.: Cont. Discounts: 60f. Cancellation: 70d, 71b, 72, 73a.
- TIME RATES**  
No. 6 ET 5/1/74—Rec'd 4/29/74.  
AA—Mon thru Sat 5:30-9:30 am & 3-6:30 pm. 3-6:30 pm.  
A—All other times.
- CONTRACT:**
- |   |      |      |       |    |      |      |       |
|---|------|------|-------|----|------|------|-------|
| 1x  | 260x | 500x | 1000+ | 1x | 260x | 500x | 1000+ |
| 1 min 15.00 14.00 12.00 10.50 13.00 11.50 8.50 7.50 |      |      |       |    |      |      |       |
| 30 sec 13.50 12.00 10.50 8.50 11.50 9.75 8.00 6.25  |      |      |       |    |      |      |       |

- 7. PACKAGE PLANS**
- |         |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
| PER WK: | 5 ti  | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
| 1 min:  | 14.00 | 13.50 | 12.00 | 11.50 | 11.00 | 10.50 |
| 30 sec: | 12.00 | 11.50 | 10.50 | 9.75  | 9.00  | 8.50  |
- ROS, combinable with spot for pkg frequency.  
TAP—1/3 AM DRIVE, 1/3 HSWF, 1/3 PM DRIVE  
PER WK: 1 min 30 sec  
20+ per wk 11.50 11.50  
4 wks, 20 ti per wk WEEKEND PACKAGE 11.50 9.75  
15+ per wk 10.50 9.00

- 10. SPECIAL FEATURES**  
HOURLY NEWSCASTS
- |          |       |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|-------|
| 1x       | 20x   | 60x   | 130x  | 260x  | 520x  | 1000x |
| AA 23.00 | 22.50 | 21.00 | 21.00 | 20.00 | 19.00 | 19.00 |
| A 17.50  | 17.00 | 16.50 | 16.00 | 15.50 | 15.00 | 14.50 |
- NEWS HEADLINES & FEATURES
- |          |       |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|-------|
| AA 17.50 | 17.00 | 16.50 | 16.00 | 15.50 | 14.50 | 13.50 |
| A 12.50  | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 | 9.50  |
- Less than 13 wk, preemptible.

## W B R I

1963

- Media Code 4 215 4085 7.00  
Radio One Five Hundred, Inc., 4802 E. 62nd St., Indianapolis, Ind. 46220. Phone 317-255-5464.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBRI: Programmed for religious listening. Nationally released tapes daily and weekly. Local church programs daily and weekly. Sermons, devotional, Bible teaching and music. Primarily Evangelical and Fundamental Christian. Telephone call-in 3:30-4:30 pm M-F. studio guest answers questions from audience, audience participates with views. NEWS: 15 min at 1, 3, 5 and 6 pm. RELIGIOUS NEWS: 15 min Sat at 11:15 am. MUSIC: sacred and gospel various times daily. Children's program 8:30-10 am Sat. Rec'd 6/27/74.

## 1. PERSONNEL

- President—Douglas D. Kahle.  
General Manager—Tom Wallace.
- FACILITIES**  
5,000 w. days; 1500 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time and talent 10th of following month.
  - GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8. Rate Protection: 12b, 14b. Basic Rates: 20a, 22b, 23a, 24b, 25a, 28b, 29a. Contracts: 40a, 46, 47a. Comb.: Cont. Discounts:



**Indianapolis—W F M S (FM)—Continued**

- 1. PERSONNEL**  
Vice-President—A. W. Carlson.  
Vice-Pres. Indiana/Oper.—Allen Saunders.  
Station Manager—Douglas W. Brown.
- 2. REPRESENTATIVES**  
Savall/Gates, Inc.  
Sussenheim Broadcasting Co.: See Rep & S/O pages.
- 3. FACILITIES**  
ERP: 23,000 w.; 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b,  
29b, 32b, 33c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.

**TIME RATES**  
No. 2A ERP 6/1/73—Rec'd 6/8/73.  
I—Mon thru Fri 3-7 pm.  
II—Mon thru Fri 9 am-3 pm; Sat & Sun all day.  
III—Mon thru Fri 6-9 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	1 ti	12 ti	18 ti	24 ti
I	23	21	19	17
II	19	18	16	15
III	16	14	12	11

**7. PACKAGE PLANS**  
PER WK. EA: 15 ti 30 ti 40 ti  
1/31, 1/31, 1/31: 15 14 12

**8. SPECIAL FEATURES**  
Weather—2 min at :30 1 1/4x 1-min.  
News—5 min at :60 1 1/2x 1-min.



**A Fairbanks Station**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4465 1.00  
Fairbanks Broadcasting Co., Inc., 2835 N. Illinois  
St., Indianapolis, Ind. 46208. Phone 317-924-2661.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBC: Programmed for adults & young adults.  
MUSIC: MOR, familiar albums, current top selling  
singles, golden oldies from past 15 yrs with AIR  
PERSONALITIES. Emphasis on community affairs.  
SPORTS: pro football, basketball & hockey, U Foot-  
ball; major auto races & other selected events.  
FARM: news, weather & market reports; farm di-  
rector 5-6 am & 12-15:15 pm. NEWS: 10 man staff  
& mobile units. UPI audio; 15 min at noon; 10  
min at 7, 8 am & 4, 5, 6 pm; 5 min at 6:30, 7:30,  
8:30 am & 4:30, 5:30 pm; balance of day 5 min  
at :60. Community service, public affairs & religious  
programming. Contact Representative for further de-  
tails. Rec'd 6/27/74.

- 1. PERSONNEL**  
President—Richard M. Fairbanks.  
Exec. Vice-Pres. & Gen'l Mgr.—James C. Hilliard.  
Vice-Pres. & Gen'l Sales Mgr.—Richard Yancey.
- 2. REPRESENTATIVES**  
Blair Radio.
- 3. FACILITIES**  
50,000 w. days, 10,000 w. nights; 1070 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 24c, 25a,  
26, 27, 29b, 30, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WNAP (FM).  
Affiliated with Blair Represented Network.  
Affiliated with MBS.

**TIME RATES**  
No. 14 ERP 8/1/74—Rec'd 6/27/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri noon-1 pm, 3-8 pm & 5-6 am.  
A—Mon thru Fri 10 am-noon, 1-3 pm; Sat 7 am-8  
pm; Sun 10 am-8 pm.  
B—Mon thru Sun 8 pm-midnight.  
C—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	B	C
1 min.	71	13	19	7	13
30 sec.	80	85	80	75	70
15 sec.	72	68	64	60	56
1 min.	65	60	55	40	35
30 sec.	52	48	44	32	28



**A Star Station**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4580 9.00  
Star Stations of Indiana, Inc., 1440 N. Meridian  
St., Indianapolis, Ind. 46202. Phone 317-637-1575.

**STATION'S PROGRAMMING DESCRIPTION**  
WIFE: Programmed for adults and teens.  
MUSIC: Current hits, album selection and past hits.  
Contact Representative for further details. Rec'd  
1/3/72.

- 1. PERSONNEL**  
Chairman of the Board—Don W. Burden.  
Pres. & Gen'l Mgr.—Robert D. Kiley.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1310 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 71a, 73a.  
Rotating Plan Packages and programs, in all cate-  
gories, are combinable. 1-min and 30-sec spots may  
earn frequency discounts on 10-second spots. Rate  
holders are not available.  
Combines with AM to earn higher FM frequency,  
however, FM is not combinable with AM for higher  
AM frequency.  
Sold in combination with WIFE-FM, KOIL, KEFM  
Omaha, Neb. & KISN Portland, Ore. 5% discount  
for 3 stations. 10% discount for 5 stations.

**TIME RATES**  
AM/FM COMBINATION  
ET 8/1/72—Rec'd 8/3/72.  
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	65.00	62.00	59.00	56.00
30 sec.	52.00	49.00	47.00	44.80
10 sec.	32.50	31.00	29.50	28.00
1 min.	60.00	57.00	54.00	51.00
30 sec.	48.00	45.00	43.00	40.80
10 sec.	30.00	28.50	27.00	25.50
1 min.	38.00	35.00	32.00	29.00
30 sec.	30.40	28.00	25.60	23.20
10 sec.	19.00	17.50	16.00	14.50

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN

PLAN:	I	II	III
5:30-10 am	4	3	2
10 am-3 pm	9	7	5
3-7 pm	5	4	3
7 pm-midnight/wknds	10	7	4
TOTAL:	28	21	14

1-min, per wk, ea. 51.00 54.00 57.00  
30 sec/less: 80% of 1-min.  
10 sec/less: 50% of 1-min.

**WIFE-FM**  
1981  
McGavren-guild  
pgw radio, inc.



**A Star Station**  
Media Code 4 215 4581 7.00  
Star Stations of Indiana, Inc., 1440 N. Meridian St.,  
Indianapolis, Ind. 46202. Phone 317-637-1375.

**STATION'S PROGRAMMING DESCRIPTION**  
WIFE-FM: Programmed for adults.  
Contact Representative for further details. Rec'd  
1/3/72.

- 1. PERSONNEL**  
General Manager—Robert D. Kiley.
- 2. FACILITIES**  
ERP 41,000 w.; 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 910 ft. above average terrain.
- 3. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WIFE. See that listing  
for rates.  
Sold in combination with WIFE, KOIL, KEFM  
Omaha, Neb. & KISN Portland, Ore. See WIFE for  
discounts.

**TIME RATES**  
ET 8/1/70—Rec'd 7/30/70.  
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	B
1 min.	30	28	26	24
30 sec.	28	26	24	22
15 sec.	12	11	10	9

**WIRE**  
1924

**A Star Station**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4655 7.00  
Mid America Radio, Inc., 4560 Knollton Rd., In-  
dianapolis, Ind. 46208. Phone 317-925-9201.  
Mailing address: Box 88456, Indianapolis, Ind. 46208

- 1. PERSONNEL**  
President—Burrell Small.  
General Manager—Don N. Neilson.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w.; 1430 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 net charge; payable when rendered.  
No. 39 ET 5/1/73—Rec'd 4/30/73.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 25a, 29a.  
Contracts: 40a, 44b, 45, 46, 48.  
Comb.: Cont. Discounts: 60b.  
Cancellation: 70c, 71a, 73a.  
FM facilities: WXTZ (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with NRC.  
Affiliated with American Entertainment Network.

**TIME RATES**  
WIRE/WXTZ (FM) COMBINATION  
No. BC #1 ET 7/1/74—Rec'd 8/27/74.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
III—Mon thru Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	I	II	III
1 min.	75	70	65
30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.	45	40	35

WIRE only: Deduct 15%.  
Full rotation within time periods.  
Fixed position, extra 10%.



**A Fairbanks Station**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4725 6.00  
Fairbanks Broadcasting Co., Inc., 2835 N. Illinois  
St., Indianapolis, Ind. 46208. Phone 317-924-  
2661.

**See affiliated AM station for additional information.**  
AM facilities: WIBC.

- 1. PERSONNEL**  
Sales Manager—Donald Seeley.
  - 2. FACILITIES**  
ERP 50,000 w.; 93.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 358 ft. above average terrain.
  - 3. GENERAL ADVERTISING** See coded regulations  
Affiliated with Blair Represented Network.
- TIME RATES**  
No. 6 ET 8/1/74—Rec'd 6/27/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	B	C
1 min.	45	36	30	28	25
30 sec.	42	35	30	28	25
15 sec.	30	24	20	18	15

**WVND**  
1924  
Katz Radio

**A Rehab Station**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4748 0.00  
Radio Station WVND, Box 20167, 6161 Fall Creek  
Rd., Indianapolis, Ind. 46220. Phone 317-257-7585.

**STATION'S PROGRAMMING DESCRIPTION**  
WVND: Programmed for general mass appeal.  
MUSIC: 87%; popular all hit music from '54-'73 in-  
cluding selective current hits. 8 AIR PERSONAL-  
ITIES: NEWS: 6 person staff & mobile units plus  
network; 5 min local/regional combined with network  
at :25 & :55. 5-9 am & at :55. 9 am-6 pm &  
midnight-5 am. Public information & community  
affairs features integrated with entertainment. COM-  
MERCIAL POLICY: variable. Contact Representa-  
tive for further details. Rec'd 2/27/74.

- 1. PERSONNEL**  
Vice-Pres. Gen'l & Sales Mgr.—James E. (Mike)  
Hankins.  
General Sales Manager—William E. Parke.  
Opr. & Prog. Mgr.—James K. Davis.
- 2. REPRESENTATIVES**  
Katz Radio.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
5,000 w.; 1260 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 net; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 25a, 29a, 30, 35a.  
Contracts: 40a, 42a, 43, 45, 46.  
Comb.: Cont. Discounts: 60a, 60e, 60f.  
Cancellation: 70a, 70c, 71a.  
FM facilities: WFEQ (FM).  
Affiliated with Katz Radio Network.

**TIME RATES**  
AM/FM COMBINATION  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

**INDIANA**

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN. EA:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	75	70	65	62	59
AA	60	58	56	53	50
A	55	53	51	49	47
B	35	33	31	29	27

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
AM only: Deduct 15.00 per 1-min spot.



**Media Code 4 215 4772 0.00**  
S & M Broadcasting Co., Inc., 4800 E. Raymond St.,  
Indianapolis, Ind. 46203. Phone 317-359-5591.

**STATION'S PROGRAMMING DESCRIPTION**  
WNTS: Programmed primarily for adults.  
News, talk & sports: News & open line telephone  
format. 6-10 am NEWS: 4-hour morning news  
block; including network news at :60 & :30; local  
& network sports, traffic reports, business news,  
local & network feature reports & commen-  
taries, 10 am-3 pm TALK: telephone conversations,  
guests & interviews. 3 pm-sign-off SPORTS/TALK:  
Sports call-ins, guests, interviews. College football,  
auto racing. News: 7 man staff; networks. Rec'd  
8/2/74.

- 1. PERSONNEL**  
President—S. W. Smulyan.  
Vice-Pres. & Gen'l Mgr.—J. H. Smulyan.  
Vice-Pres. & Sales Mgr.—Milt Lewis.
- 2. FACILITIES**  
5,000 w. days; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0: 10th of month
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b,  
26, 29a, 30, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47e, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 60h, 60i, 61a, 61c, 61e.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 1 ET 9/1/72—Rec'd 8/1/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-sign off;  
Sun 6 am-sign off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti	50 ti
1 min.	20.00	19.00	18.00	17.00	16.00	15.00
30 sec.	16.00	15.20	14.40	13.60	12.80	12.00

**DISCOUNT**

26 wk-5%	52 wk-10%	
1 hr.	125	115
1/2 hr.	80	75
1/4 hr.	44	42
5 min.	34	32

**WTLC (FM)**  
1961



**Black**  
Subscriber to the NAB Radio Code  
Media Code 4 215 4820 7.00  
Indiana Radio Corp., 1734 Villa Ave., Indian-  
apolis, Ind. 46203. Phone 317-784-4471.

**STATION'S PROGRAMMING DESCRIPTION**  
WTLC (FM): Programmed principally for the black  
listener.  
MUSIC: R & B, jazz, gospel. NEWS: network at  
:60, local at :40. Community oriented, participating  
in many activities & remotes. Personnel available  
for remote broadcasts, store openings, shopping cen-  
ter sales, etc. Contact Representative for further  
details. Rec'd 11/29/73.

- 1. PERSONNEL**  
President—Frank P. Lloyd.  
General Manager—Andy Johnston.
- 2. REPRESENTATIVES**  
Bob Dore Associates, Inc.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 160 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 29a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60f  
Cancellation: 70c, 73a.  
Prod. Services: 80, 82.  
Affiliated with National Black Radio Network.  
Affiliated with Bernard Howard Black Radio Network.

(This listing continued on next page)

# INDIANA

## Indianapolis—W T L C (FM)—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
WITZ: Programmed for wide audience appeal.

**1. PERSONNEL**  
Manager—Earl Metzger.

**2. REPRESENTATIVES**  
Regional Heps Corp.

**3. FACILITIES**  
1,000 w.; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w.; 104.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 470 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
No. 10 Eff 10/1/72—Rec'd 8/24/72.  
A—Mon thru Sat 6-8 am, 11:30 am-1 pm & 4-6 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		30 sec	
1 wk	13+	1 wk	13+
6 ti	22	20	18
12 ti	20	18	15
18+	18	16	14

CLASS AA		12 ti		10	
6 ti	20	18	16	14	12
12 ti	18	16	14	13	11
18+	16	14	12	10	8

CLASS A		12 ti		10	
6 ti	18	16	14	12	10
12 ti	16	14	12	11	9
18+	14	12	10	8	6

B: Flat, 1-min/30 sec, 3.00.  
J: Flat, 1 min/30 sec, 15.00. Guarantee no more than 8 interruptions per hr.

## WXLW

1948  
Grewe Radio  
Media Code 4 215 4845 4.00  
Greater Indianapolis Broadcasting Co., Inc., 3005  
Kessler Blvd., Indianapolis, Ind. 46222. Phone 317-  
925-6494.

**STATION'S PROGRAMMING DESCRIPTION**  
WXLW: Programmed for adults 18-60+.  
MUSIC: modern MOR. AIR PERSONALITIES fea-  
tured on all programs. Telephone/talk program 6-10  
am. NEWS: local every hour following network,  
traffic reports 7:15 & 7:45 am, 4:40 & 5:15 pm,  
afternoon stock market report. RELIGION: Sun am.  
Contact Representative for further details. Rec'd  
8/7/74.

- 1. PERSONNEL**  
President—Fred A. Grewe.  
Gen'l Mgr. & Prog. Dir.—Bill Shirk.  
Sales Manager—Robert Winters.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.
- 3. FACILITIES**  
5,000 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
15/0 time and silent monthly.
- 4. AGENCY COMMISSION**  
15/0
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20b, 21b, 21c, 22a, 24a, 24c, 25a, 26,  
27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60l, 61a,  
62b.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with CBS.

## TIME RATES

**9. PARTICIPATING PROGRAMS**  
No. 2/74—Rec'd 12/12/73.

	1 min	30 sec
Joe Pickett, Mon-Fri 6-9:50 am; Sat 6-10 am	32	26
Carolyn Churchman, Mon-Fri 9:50-10 am	48	39
Steve Nichols/Randy Robbins, Mon-Fri 10 am-3 pm	20	16
Glenn Webber, Mon-Fri 3 pm-sign-off	27	22
Sat & Sun 10 am-sign-off	20	16

## WXTZ (FM)

1964  
Media Code 4 215 4895 9.00  
Mid-America Radio Inc., 4580 Knollton Rd., Indi-  
anapolis, Ind. 46208. Phone 317-925-9201.  
See affiliated AM station for additional information.  
AM facilities: WIRE.  
**STATION'S PROGRAMMING DESCRIPTION**  
WXTZ (FM): Programmed for adults. Contact Rep-  
resentative for further details. Rec'd 4/6/72.

- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
ERP 13,200 w. (vert.), 13,200 (horiz.); 103.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 860 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with WIRE. See that listing for rates.

## TIME RATES

No. 2 Eff 7/1/74—Rec'd 6/27/74.

I—Mon thru Sun 10 am-7 pm.		II—Mon thru Sun 6-10 am & 7 pm-midnight.		III—All other times.	
PER WK:	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti
1 min	35 30 27 25	30 27 25 23	11	11	11
1 min.	10	9	8	7	7

30 sec/less: 80% of 1-min.

## JASPER (1 AM; 1 FM)

Dubois County—Map Location C-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## WITZ

## WITZ-FM

1948  
Subscriber to the NAB Radio Code  
Media Code 4 215 4840 3.00  
Jasper On The Air, Inc., Box 187, State Hwy 45, S.,  
Jasper, Ind. 47546. Phone 812-482-2131.

## STATION'S PROGRAMMING DESCRIPTION

- 1. PERSONNEL**  
Manager—Earl Metzger.
- 2. REPRESENTATIVES**  
Regional Heps Corp.
- 3. FACILITIES**  
1,000 w.; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w.; 104.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 470 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.
- TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
No. 10 Eff 10/1/72—Rec'd 8/24/72.  
A—Mon thru Sat 6-8 am, 11:30 am-1 pm & 4-6 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS A		12 ti		10	
1 min.	8.10	7.70	7.30	6.80	6.40
30 sec	5.70	5.40	5.10	4.70	4.40

CLASS B		12 ti		10	
1 min.	6.20	6.00	5.80	5.50	5.20
30 sec	4.60	4.40	4.20	4.05	3.85

1 min. 156x 260x 312x 365x+  
30 sec. 4.20 3.85 3.55 3.25

## JEFFERSONVILLE

Clark County—Map Location F-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Louisville, Kentucky

(including Jeffersonville, New Albany, Ind.)

## KENDALLVILLE (1 AM; 1 FM)

Noble County—Map Location F-3  
See SRDS consumer market map and data at begin-  
ning of the State

## WAWK

1955  
Subscriber to the NAB Radio Code  
Media Code 4 215 5035 1.00  
Noble DeKalb Broadcasting Co., Inc., Box 47, Ken-  
dallville, Ind. 46755. Phone 347-2400.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAWK: Programmed for general interest.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Paul L. King.
- 3. FACILITIES**  
250 w. days; 1140 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WAWK-FM.
- 4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

No. 5 Eff 4/1/74—Rec'd 4/29/74.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		13x		26x		52x		104x	
Fixed position	5.95	5.65	5.40	5.15	4.85	4.60	4.30	4.05	3.80
BTA	5.60	5.15	4.85	4.60	4.30	4.05	3.80	3.50	3.25

156x 260x 312x 365x+  
30 sec. 80% of 1-min.  
(\*) Yearly contracts, special option.

- 7. PACKAGE PLANS**  
SATURATION PLANS—BTA
- | PER WK: | 10 ti | 20 ti | 30 ti | 40 ti | 50 ti |
|---------|-------|-------|-------|-------|-------|
| EA      | 5.50  | 4.95  | 4.40  | 4.20  | 3.90  |

## WAWK-FM

1964  
Subscriber to the NAB Radio Code  
Media Code 4 215 5036 9.00  
Noble DeKalb Broadcasting Co., Inc., Box 47, North-  
east Ave., Kendallville, Ind. 46755. Phone 347-  
2400.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 37,000 w.; 93.3 mc. Stereo.  
Operating schedule: 6:00 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately from  
local sunset to midnight. For simulcast facilities see  
WAWK.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

## TIME RATES

Rates are identical to WAWK. See that listing.

## KNOX (1 AM; 1 FM)

Starke County—Map Location D-8  
See SRDS consumer market map and data at beginning  
of the State.

## WKVI

## WKVI-FM

1970  
Subscriber to the NAB Radio Code  
Media Code 4 215 5100 3.00  
Kankakee Valley Broadcasting Co., Inc., Box 12,  
204 N. Main St., Knoxville, Ind. 46534. Phone 219-  
772-8241.

- 1. PERSONNEL**  
General Manager—Almo Smith.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.

## 8. FACILITIES

250 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3  
mc. Stereo.  
Operating schedule: 5:30 am-10 pm. CST.  
Antenna ht.: 306 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Indiana Radio Network.

**TIME RATES**  
No. 8 Eff 6/20/69.

**6. SPOT ANNOUNCEMENTS**  
GUARANTEED TIME

1 min 30 sec		1 min 30 sec	
1 x	4.25	3.25	156 x 3.00
13 x	4.00	3.00	260 x 2.75
26 x	3.75	2.75	312 x 2.50
52 x	3.50	2.50	520 x 2.25
104 x	3.25	2.25	

- 7. PACKAGE PLANS**  
SATURATION PLAN—ROS
- | PER WK: | 10 ti | 15 ti | 20 ti | 30 ti | 40 ti | 50 ti |
|---------|-------|-------|-------|-------|-------|-------|
| 1 min.  | 4.15  | 3.85  | 3.60  | 3.30  | 3.00  | 2.70  |
| 30 sec. | 2.95  | 2.75  | 2.55  | 2.35  | 2.15  | 1.95  |
- 10 sec: minimum 10 spots, flat 2.00.
- 13 wk—10% 26 wk—15% 39 wk—17-1/2% 52 wk—20%
- 10. SPECIAL FEATURES**  
News—guaranteed time plus 10%.

## KOKOMO (1 AM; 2 FM)

Howard County—Map Location E-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## WIOU

1948  
A Booth Owned Station  
Media Code 4 215 5225 8.00  
Booth Broadcasting Co., Box 2208, State Rd. 26,  
Kokomo, Ind. 46901. Phone 317-453-1212.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIOU: MUSIC: modern MOR. NEWS: emphasis on  
local with 8 local newscasts adjacent to 6 min net-  
work. Emphasis on weather reports. SPORTS: live  
play-by-play local high school football & basket-  
ball. State tournament. Contact Representative for further  
details. Rec'd 1/2/73.

- 1. PERSONNEL**  
President—John L. Booth.  
General Manager—William R. Williamson.  
Sales Manager—Bill Rice.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Regional Heps Corp.
- 3. FACILITIES**  
5,900 w. days, 1,000 w. nights; 1350 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.  
Contracts: 40a, 41, 45, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WKMO (FM).  
Affiliated with ATA Radio Network.  
Member: Indiana Radio Network, Indiana Broad-  
casters Group.

**TIME RATES**  
Eff 2/1/72—Rec'd 2/2/72.

**7. PACKAGE PLANS**

1 MINUTE		12 ti		18 ti		24 ti	
PER WK:	6 ti	12 ti	18 ti	24 ti	18 ti	12 ti	6 ti
1 wk	18.50	15.50	15.00	14.50	15.00	14.00	13.00
26 wk	14.00	13.00	12.50	12.00	13.00	12.00	11.00

- 10. SPECIAL FEATURES**  
5-min news—1-1/2x 1-min.

## WKMO (FM)

1964  
Media Code 4 215 5235 7.00  
Booth Broadcasting Co., Box 2208, State Rd. 26,  
Kokomo, Ind. 46901. Phone 317-453-1212.  
See affiliated AM station for additional information.  
AM facilities: WIOU.

**STATION'S PROGRAMMING DESCRIPTION**  
WKMO (FM): MUSIC: Standards. Representatives  
for further details. Rec'd 10/3/73.

- 1. PERSONNEL**  
Station Manager—William R. Williamson.
- 3. FACILITIES**  
ERP 3,000 w.; 93.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 185 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.  
Member: Indiana Radio Network.

**TIME RATES**  
No. 1 Eff 9/1/70—Rec'd 9/29/70.

**7. PACKAGE PLANS**

PER WK, EA:	5 ti	10 ti	20 ti	25 ti	30 ti
1 min.	5.00	4.50	4.25	4.00	3.75
30 sec.	4.00	3.60	3.40	3.20	3.00

## WWKI

1962  
Subscriber to the NAB Radio Code  
Media Code 4 215 5250 6.00  
BGS Broadcasting Co., Inc., Box 989, Union Bank  
Bldg., Kokomo, Ind. 46901. Phone 317-452-9845.

## STATION'S PROGRAMMING DESCRIPTION

WIKI: Programs country music 24 hours a day.  
Contact Representative for further details. Rec'd  
6/30/69.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—James L. Gregg.  
Program Director—Charles Cropper.  
Women's Director—Richard Bronson.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

**3. FACILITIES**  
ERP 5,300 w.; 100.5 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 120 ft. above average terrain

- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Cancellation: 71a.  
Member: Farm Radio Network.

**TIME RATES**  
Eff 7/1/70—Rec'd 7/7/70.

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	11.00	10.00	9.00	8.00
30 sec.	9.00	8.00	7.00	6.00
10 sec.	5.50	5.00	4.50	4.00

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	80	50	30	18

## LAFAYETTE (2 AM; 3 FM)

Tippacanoe County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## WASK

1942  
Subscriber to the NAB Radio Code  
Media Code 4 215 5320 7.00  
Lafayette Broadcasting Inc., McCarty Lane, Lafayette,  
Ind. 47902. Phone 317-417-2186.

**STATION'S PROGRAMMING DESCRIPTION**  
WASK: Programmed for adults 25-49.  
MUSIC: adult contemporary. AIR PERSONALITIES.  
NEWS: 4-man news team, over 160 local newscasts  
weekly. 2 mobile units. UPI Audio. Talk: daily  
shows at 2 & 11 pm. SPORTS: local high school &  
university football & basketball play-by-play. Indi-  
anapolis 500, other sports specials. FAIRM & markets.  
Farm director shows 5:30-7 am & 11:30 am-1 pm  
Contact Representative for further details. Rec'd  
6/14/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Henry Rosenthal.  
Sales Manager—Bill Knieley.  
Program Director—Jerry Collins.
- 2. REPRESENTATIVES**  
Bob Dore Associates, Inc.

- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15%: 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 24b, 25a, 29a.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Indiana Broadcasters Group, Farm Directors  
Radio Network.

**TIME RATES**  
No. 13 Eff 1/1/73—Rec'd 2/27/73.

AA—Mon thru Sat 5:30-9 am; Mon thru Fri 2-7 pm.  
A—Mon thru Fri 9 am-2 pm; Sat 9 am-7 pm; Sun  
7 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

- 6. SPOT ANNOUNCEMENTS**
- | 1 MIN: | 1x    | 52x   | 156x  | 312x  | 624x |
|--------|-------|-------|-------|-------|------|
| AA     | 21.20 | 17.65 | 14.10 | 10.60 | 9.40 |
| A      | 17.65 | 14.10 | 10.60 | 8.25  | 7.05 |
| B      | 11.75 | 10.60 | 9.40  | 7.05  | 5.90 |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**  
ROS, 7 CONSEC DAYS: 10 ti 20 ti  
1 min or less: 95 175
- 8. PROGRAM TIME RATES**
- |        | AA                     | A     | B     |
|--------|------------------------|-------|-------|
| 1 hr.  | 106.00                 | 88.25 | 70.60 |
| 5 MIN: | 1x 104x 260x 312x 624x |       | </    |





**WASK-FM**  
1965

**NAB RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 5321 5.00  
Lafayette Broadcasting, Inc., Box 890, McCarty Lane  
Lafayette, Ind. 47902. Phone 317-447-2186.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WASK-FM: Programmed for young adults 18-49.  
MUSIC: modern country. NEWS: 4-man news team,  
2 mobile units. UPI Audio. SPORTS: local high  
school & university football & basketball, professional  
basketball, major league baseball. FARM: various  
farm shows 5:30-9 am & noon-12:30 pm. Contact  
Representative for further details. Rec'd 6/14/74.

**3. FACILITIES**  
ERP 42,200 w. (horiz.), 4,200 w. (vert.); 105.3 mc.  
Stereo.  
Operating schedule: 5:30 am-midnight, EST.  
Antenna ht.: 375 ft. above average terrain.

**TIME RATES**  
No. 3 Eff. Rec'd 6/14/74.  
AA—Mon thru Sat 5:30-9 am.  
A—Mon thru Sat 9 am-7 pm.  
B—Mon thru Sun 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	30 sec	1 min	A	1 min	30 sec	B
1 ti	5.50	9.40	6.60	8.25	5.55	7.05
6 ti	5.65	7.05	4.70	5.90	3.75	4.70
12 ti	5.20	6.50	4.25	5.30	3.30	4.10
18 ti	4.70	5.90	3.75	4.70	2.85	3.50

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 52 wk—10%

**8. PROGRAM TIME RATES**

PER WK, 5 MIN:	1 ti	6 ti	12 ti	18 ti
AA	11.75	10.60	9.70	8.80
A	10.00	8.80	7.95	7.05
B	8.25	7.05	6.15	5.30



**WAZY**  
1959

**NAB RAB**

Media Code 4 215 5415 5.00  
Radio Lafayette, Inc., Box 1410, Lafayette, Ind.  
47902. Phone 317-474-1410.

**1. PERSONNEL**  
Executive Vice-President—F. Patrick Nugent.  
General Manager—Hul M. Youart.  
Program Manager—Tom Brown.

**3. FACILITIES**  
1,000 w. days; 1410 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WAZY-FM.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4b, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 23a, 25a, 26, 28a, 29a, 30.  
Contracts: 40c, 41, 42a, 43, 45, 46, 47a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

**TIME RATES**

Eff 1/15/74—Rec'd 1/3/74.  
AA—Mon thru Sat 6-10 am & 3-6 pm.  
A—Mon thru Sat all other times; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
AA	20.00	16.50
A	18.00	15.00
18 ti	16.25	14.00
24 ti	14.40	12.80

**7. PACKAGE PLANS**  
**TOTAL AUDIENCE PLAN**

PER WK, EA:	1 min	30 sec
12 ti (7AA, 5A)	14.40	11.50
18 ti (11AA, 7A)	12.80	7.80
24 ti (15AA, 9A)	11.50	6.50

**WAZY-FM**  
1964

**NAB RAB**

Media Code 4 215 5416 3.00  
Radio Lafayette, Inc., Box 1410, Lafayette, Ind.  
47902. Phone 317-474-1410.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WAZY-FM: Same as AM 6 am-sign-off. MUSIC:  
top 40 hits M-Sat. Rec'd 1/19/73.

**3. FACILITIES**  
ERP 3,000 w.; 96.7 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 140 ft. above average terrain.  
Partial simulcast operation. Simulcast during AM  
operational hours. For simulcast facilities see WAZY.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**TIME RATES**  
50% of AM rates.

**WXUS (FM)**  
1970

**RAB**

Media Code 4 215 5455 1.00  
Tiprad Broadcasting Co., Inc., 1000 Ortman Ln.,  
Lafayette, Ind. 47905. Phone 317-474-1494.

**STATION'S PROGRAMMING DESCRIPTION**  
WXUS (FM): Programmed for adults 18-35 and  
over.  
MUSIC: Daytime: current top 40 & MOR, oldies &  
album selections. Nights: more progressive, appealing  
to high school & college students. Air personal-  
ities. Network news at 1:15 & State & local at  
:20. UPI. Farm & market reports 3 times daily.  
SPORTS: local & area high school football & basket-  
ball, college & major league baseball. Rec'd 8/3/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—David M. Stevenson.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.  
Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 215 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3d, 5, 6a.  
Rate Protection: 10a, 11a, 15b, 15d.  
Basic Rates: 21a, 21b, 22a, 23a, 24b, 25c, 28c.  
Contracts: 41, 42a, 43, 45, 47a, 48, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
Eff 7/74—Rec'd 9/3/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min	30 sec	10 sec
1 x	8.00	4.80	3.60
26 x	5.70	4.55	3.40
52 x	5.40	4.30	3.30
104 x	5.10	4.05	3.00
260 x	4.80	3.80	2.80
312 x	4.50	3.55	2.60
520 x	4.30	3.20	2.40
624 x	3.90	3.05	2.20
1040 x	3.60	2.80	2.00

**13 WKS:** 13 ti 26 ti 52 ti 104 ti 260 ti 520 ti

PER WK:	1 ti	4 ti	8 ti	20 ti	40 ti
1 min	5.50	5.25	5.00	4.40	4.15
30 sec	4.40	4.20	4.00	3.55	3.30
10 sec	3.30	3.15	3.00	2.65	2.50

**7. PACKAGE PLANS**  
**WITHIN 30 DAYS:**

PER DAY:	20 ti	40 ti	100 ti	200 ti
1 ti	4.95	4.45	4.00	3.50
1 min	4.00	3.60	3.20	2.80
10 sec	3.00	2.70	2.40	2.10

**8. PROGRAM TIME RATES**

PER YR:	1x	52x	104x	260x	512x	520x
PER WK:	1 ti	2 ti	5 ti	6 ti	10 ti	
5 min	10.00	8.50	7.25	6.50	5.75	5.00
10 min	15.00	12.00	10.50	9.00	7.50	6.00
1/4 hr	20.00	16.00	14.00	12.00	10.00	8.00
1/2 hr	35.00	30.00	27.50	25.00	20.00	15.00

**LA PORTE (1 AM; 1 FM)**

La Porte County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**WCOE**  
(formerly WLOI-FM)  
1964

**NAB RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 5482 5.00  
La Porte County Broadcasting Co., Box 385, Hotel  
Rumlay, La Porte, Ind. 46350. Phone 219-362-  
7095.  
See affiliated AM station for additional information.  
AM facilities: WLOI.

**STATION'S PROGRAMMING DESCRIPTION**  
WCOE: MUSIC: modern country.

**1. PERSONNEL**  
Manager—John H. Coe.

**3. FACILITIES**  
ERP 3,000 w.; 96.7 mc.  
Operating schedule: 5:45 am-10:05 pm. CST.  
Antenna ht.: —ft. above average terrain.  
Partial simulcast operation. Operated separately  
7:15 am-10:05 pm. For simulcast facilities see  
WLOI.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

**TIME RATES**

Rates are identical to WLOI. See that listing.

**WLOI**  
1948

**NAB RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 5510 3.00  
La Porte County Broadcasting Co., Box 385, Hotel  
Rumlay, La Porte, Ind. 46350. Phone 219-362-  
7095.

**1. PERSONNEL**  
General Manager—Kenneth S. Coe.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.

**3. FACILITIES**  
250 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.  
Partial simulcast operation. Simulcast sunrise-7:15  
am. For non-simulcast facilities see WCOE.

**4. AGENCY COMMISSION**  
15/0; payable monthly.

**6. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WCOE.  
Affiliated with American Entertainment Network.  
Member: Farm Radio Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 10 Eff 3/1/74—Rec'd 4/29/74.  
AA—6-9 am, noon-1 pm & 3:30-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
**FIXED:**

PER YR:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	6.50	5.50	3.25	6.25	5.25	3.18
13 x	6.35	5.35	3.18	6.15	5.15	3.08
26 x	6.20	5.20	3.10	6.05	5.05	3.03
52 x	6.05	5.05	3.03	5.90	4.90	2.95
104 x	5.90	4.90	2.95	5.75	4.75	2.88
156 x	5.75	4.75	2.88	5.60	4.60	2.80
260 x	5.40	4.40	2.70	5.20	4.20	2.60
312 x	5.25	4.25	2.63	5.00	4.00	2.50
520 x	4.95	3.95	2.48	4.70	3.70	2.35

**INDIANA**

**7. PACKAGE PLANS**  
**SATURATION PLAN**

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.40	5.05	4.90	4.45	4.20	3.85
30 sec	4.40	4.05	3.90	3.45	3.20	2.85
10 sec	2.70	2.53	2.45	2.23	2.10	1.93

**SATURATION FREQUENCY DISCOUNT**

13 wk—10%	39 wk—17-1/2%
26 wk—15%	52 wk—20%

**10. SPECIAL FEATURES**  
News—Fixed rate plus 10%.

**LEBANON**

Boone County—Map Location D-6  
See SRDS consumer market map and data at beginning  
of the State.

**WNON (FM)**  
1967

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 5555 8.00  
Boone Communications, Inc., Box 227, Ransdell Bld.,  
Lebanon, Ind. 46052. Phone 317-482-4427.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Warren A. Wright.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Regional Reps Corp.

**3. FACILITIES**  
ERP 3,000 w.; 100.9 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Indiana Radio Network, Farm Directors  
Radio Network.

**TIME RATES**

Eff 3/1/73—Rec'd 3/5/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	20 ti	40 ti
1 min	4.20	3.50	2.90
30 sec	3.50	2.80	2.40
20 sec	2.80	2.40	2.00

**DISCOUNT**

13 wk—5% 26 wk—10% 52 wk—20%

**LINTON**

Greene County—Map Location C-8  
See SRDS consumer market map and data at begin-  
ning of the State.

**WBTO**  
1953

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 5605 1.00  
Linton Broadcasting Co., Inc., Box 231 State Hwy.  
54, Linton, Ind. 47441. Phone 812-847-4474.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—H. D. Boardman.

**3. FACILITIES**  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

**4. AGENCY COMMISSION**  
15%; no cash discount. Payable monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.  
Member: Indiana Radio Network, Indiana Broad-  
casters Group.

**TIME RATES**

Eff 1/1/67—Rec'd 3/6/67.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	26x	52x	104x	208x	512x
1 min	3.75	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.60	2.45	2.20	1.95	1.70
10 sec	2.10	1.85	1.65	1.50	1.35	1.20

Listeners... **WAZY** has more of them!

**MORE . . .**

	10AM-3PM	3-7PM
6-10AM	men 18-34, 18-49	men 18-34, 18-49
men 18-34	women 18-34, 18-49	women 18-34, 18-49
adults 18-34	adults 18-34, 18-49	adults 18-34, 18-49

. . . than any other station in Lafayette-West Lafayette.

Call WAZY at 317-474-1410. AM & FM we're current hit  
programming. And in Lafayette, that's the best there is.

source: PULSE Special, Lafayette-W. Lafayette metro, Sept. '73, came persons.

**WAZY** AM/FM  
Lafayette, Indiana

# INDIANA

## LOGANSPORT (1 AM; 1 FM)

Cass County Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**WSAL**  
1949

**WSAL-FM**  
1985



Subscriber to the NAB Radio Code  
Media Code 4 215 5700 0.00

Logansport Broadcasting Corp., Box 719, East Main at Hamilton, Logansport, Ind. 46947. Phone 219-753-3111.

- PERSONNEL**  
General Manager—Joseph A. Weller.
- FACILITIES**  
1,000 w. days, 250 w. nights: 1230 kc. Non-directional.  
Operating schedule: 5 am-midnight weekdays; 8:00 8:00 am-midnight Sun. CST.  
FM FACILITIES ERP 3.000 w.: 102.3 mc. Operating schedule: 5 am-midnight weekdays; 8 am-midnight Sun. CST.  
Antenna ht.: 216 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with MBS. Member: Farm Directors Radio Network.

### TIME RATES

No. 8 ET 11/1/68—Rec'd 11/1/68.

6. SPOT ANNOUNCEMENTS	1x	15x	26x	52x	104x	156x	260x	312x
1 min.	9.10	8.70	8.25	7.70	7.30	6.85	6.35	5.95

## LOWELL

Lake County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**WLCL (FM)**  
1972



Media Code 4 215 5747 1.00

William J. Dunn, Box 311, 405 E. Commercial Ave., Lowell, Ind. 46356. Phone 219-696-7731.

- PERSONNEL**  
General Manager—Paul Wierman.
  - FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST. Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.
- ### TIME RATES
- ET—Rec'd 3/23/73.
- | 6. SPOT ANNOUNCEMENTS | 1x   | 26x  | 52x  | 104x | 156x | 260x |
|-----------------------|------|------|------|------|------|------|
| 1 min.                | 7.00 | 6.15 | 5.85 | 5.25 | 5.00 | 4.50 |
| 30 sec.               | 8.00 | 5.00 | 4.70 | 4.40 | 4.00 | 3.55 |
| 10 sec.               | 5.00 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |

## MADISON (1 AM; 1 FM)

Jefferson County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WORX**  
1953

**WORX-FM**  
1950



Subscriber to the NAB Radio Code  
Media Code 4 215 5795 0.00

WORX, Division Electronic Laboratories, Inc., 405 Jefferson St., Madison, Ind. 47250. Phone 265-3332.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Richard D. Witty.
  - REPRESENTATIVES**  
Regional Reps Corp.
  - FACILITIES**  
1,000 w. days; 1270 kc. Directional.  
Operating schedule: 6 am-local sunset. EST. FM-ERP 350 w.; 96.7 mc.  
Operating schedule: 6 am-11 pm. EST. Antenna ht.: 290 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with American Information Network. Affiliated with KBS. Member: Indiana Broadcasters Group.
- ### TIME RATES
- No. 8 ET 7/1/74—Rec'd 7/8/74.
- | 6. SPOT ANNOUNCEMENTS | Open | 26x  | 52x  | 104x | 260x | 312x | 500x | 1000x |
|-----------------------|------|------|------|------|------|------|------|-------|
| 1 min                 | 6.80 | 6.30 | 6.00 | 5.40 | 4.85 | 4.50 | 3.80 | 3.60  |
| 30 sec                | 4.50 | 4.20 | 3.90 | 3.60 | 3.25 | 3.00 | 2.55 | 2.40  |

## MARION (2 AM; 1 FM)

Grant County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**WBAT**  
1947



Central Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 215 5890 9.00

Marion Radio Corp., Box 839, Marion, Ind. 46952. Phone 317-664-6239

- PERSONNEL**  
President—Lester G. Spencer.  
Executive Vice-President—William C. Fowler.  
Operations Manager—Itlick Heritage.
- REPRESENTATIVES**  
Meyer Radio, Inc.  
Detroit, Cleveland—Pearse Sales.  
South, Southwest—Busby, Finch and Woods, Inc.  
Kentucky Radio Sales—South.
- FACILITIES**  
1,000 w. days, 250 w. nights: 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 25a, 25a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 71a, 73a.  
Affiliated with CBS.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 13 ET 1/1/73—Rec'd 7/1/74.

AAA—Mon thru Fri 5-10 am & 3-7 pm; Sat 5:30 am-noon.  
AA—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat noon-8 pm; Sun 7 am-8 pm.  
A—Mon thru Sun 8 pm-midnight.

- SPOT ANNOUNCEMENTS**  
PER WK: 11 15 25 35 45 55 65 75 85 95 105 115 125 135 145 155 165 175 185 195 205 215 225 235 245 255 265 275 285 295 305 315 325 335 345 355 365 375 385 395 405 415 425 435 445 455 465 475 485 495 505 515 525 535 545 555 565 575 585 595 605 615 625 635 645 655 665 675 685 695 705 715 725 735 745 755 765 775 785 795 805 815 825 835 845 855 865 875 885 895 905 915 925 935 945 955 965 975 985 995 1005 1015 1025 1035 1045 1055 1065 1075 1085 1095 1105 1115 1125 1135 1145 1155 1165 1175 1185 1195 1205 1215 1225 1235 1245 1255 1265 1275 1285 1295 1305 1315 1325 1335 1345 1355 1365 1375 1385 1395 1405 1415 1425 1435 1445 1455 1465 1475 1485 1495 1505 1515 1525 1535 1545 1555 1565 1575 1585 1595 1605 1615 1625 1635 1645 1655 1665 1675 1685 1695 1705 1715 1725 1735 1745 1755 1765 1775 1785 1795 1805 1815 1825 1835 1845 1855 1865 1875 1885 1895 1905 1915 1925 1935 1945 1955 1965 1975 1985 1995 2005 2015 2025 2035 2045 2055 2065 2075 2085 2095 2105 2115 2125 2135 2145 2155 2165 2175 2185 2195 2205 2215 2225 2235 2245 2255 2265 2275 2285 2295 2305 2315 2325 2335 2345 2355 2365 2375 2385 2395 2405 2415 2425 2435 2445 2455 2465 2475 2485 2495 2505 2515 2525 2535 2545 2555 2565 2575 2585 2595 2605 2615 2625 2635 2645 2655 2665 2675 2685 2695 2705 2715 2725 2735 2745 2755 2765 2775 2785 2795 2805 2815 2825 2835 2845 2855 2865 2875 2885 2895 2905 2915 2925 2935 2945 2955 2965 2975 2985 2995 3005 3015 3025 3035 3045 3055 3065 3075 3085 3095 3105 3115 3125 3135 3145 3155 3165 3175 3185 3195 3205 3215 3225 3235 3245 3255 3265 3275 3285 3295 3305 3315 3325 3335 3345 3355 3365 3375 3385 3395 3405 3415 3425 3435 3445 3455 3465 3475 3485 3495 3505 3515 3525 3535 3545 3555 3565 3575 3585 3595 3605 3615 3625 3635 3645 3655 3665 3675 3685 3695 3705 3715 3725 3735 3745 3755 3765 3775 3785 3795 3805 3815 3825 3835 3845 3855 3865 3875 3885 3895 3905 3915 3925 3935 3945 3955 3965 3975 3985 3995 4005 4015 4025 4035 4045 4055 4065 4075 4085 4095 4105 4115 4125 4135 4145 4155 4165 4175 4185 4195 4205 4215 4225 4235 4245 4255 4265 4275 4285 4295 4305 4315 4325 4335 4345 4355 4365 4375 4385 4395 4405 4415 4425 4435 4445 4455 4465 4475 4485 4495 4505 4515 4525 4535 4545 4555 4565 4575 4585 4595 4605 4615 4625 4635 4645 4655 4665 4675 4685 4695 4705 4715 4725 4735 4745 4755 4765 4775 4785 4795 4805 4815 4825 4835 4845 4855 4865 4875 4885 4895 4905 4915 4925 4935 4945 4955 4965 4975 4985 4995 5005 5015 5025 5035 5045 5055 5065 5075 5085 5095 5105 5115 5125 5135 5145 5155 5165 5175 5185 5195 5205 5215 5225 5235 5245 5255 5265 5275 5285 5295 5305 5315 5325 5335 5345 5355 5365 5375 5385 5395 5405 5415 5425 5435 5445 5455 5465 5475 5485 5495 5505 5515 5525 5535 5545 5555 5565 5575 5585 5595 5605 5615 5625 5635 5645 5655 5665 5675 5685 5695 5705 5715 5725 5735 5745 5755 5765 5775 5785 5795 5805 5815 5825 5835 5845 5855 5865 5875 5885 5895 5905 5915 5925 5935 5945 5955 5965 5975 5985 5995 6005 6015 6025 6035 6045 6055 6065 6075 6085 6095 6105 6115 6125 6135 6145 6155 6165 6175 6185 6195 6205 6215 6225 6235 6245 6255 6265 6275 6285 6295 6305 6315 6325 6335 6345 6355 6365 6375 6385 6395 6405 6415 6425 6435 6445 6455 6465 6475 6485 6495 6505 6515 6525 6535 6545 6555 6565 6575 6585 6595 6605 6615 6625 6635 6645 6655 6665 6675 6685 6695 6705 6715 6725 6735 6745 6755 6765 6775 6785 6795 6805 6815 6825 6835 6845 6855 6865 6875 6885 6895 6905 6915 6925 6935 6945 6955 6965 6975 6985 6995 7005 7015 7025 7035 7045 7055 7065 7075 7085 7095 7105 7115 7125 7135 7145 7155 7165 7175 7185 7195 7205 7215 7225 7235 7245 7255 7265 7275 7285 7295 7305 7315 7325 7335 7345 7355 7365 7375 7385 7395 7405 7415 7425 7435 7445 7455 7465 7475 7485 7495 7505 7515 7525 7535 7545 7555 7565 7575 7585 7595 7605 7615 7625 7635 7645 7655 7665 7675 7685 7695 7705 7715 7725 7735 7745 7755 7765 7775 7785 7795 7805 7815 7825 7835 7845 7855 7865 7875 7885 7895 7905 7915 7925 7935 7945 7955 7965 7975 7985 7995 8005 8015 8025 8035 8045 8055 8065 8075 8085 8095 8105 8115 8125 8135 8145 8155 8165 8175 8185 8195 8205 8215 8225 8235 8245 8255 8265 8275 8285 8295 8305 8315 8325 8335 8345 8355 8365 8375 8385 8395 8405 8415 8425 8435 8445 8455 8465 8475 8485 8495 8505 8515 8525 8535 8545 8555 8565 8575 8585 8595 8605 8615 8625 8635 8645 8655 8665 8675 8685 8695 8705 8715 8725 8735 8745 8755 8765 8775 8785 8795 8805 8815 8825 8835 8845 8855 8865 8875 8885 8895 8905 8915 8925 8935 8945 8955 8965 8975 8985 8995 9005 9015 9025 9035 9045 9055 9065 9075 9085 9095 9105 9115 9125 9135 9145 9155 9165 9175 9185 9195 9205 9215 9225 9235 9245 9255 9265 9275 9285 9295 9305 9315 9325 9335 9345 9355 9365 9375 9385 9395 9405 9415 9425 9435 9445 9455 9465 9475 9485 9495 9505 9515 9525 9535 9545 9555 9565 9575 9585 9595 9605 9615 9625 9635 9645 9655 9665 9675 9685 9695 9705 9715 9725 9735 9745 9755 9765 9775 9785 9795 9805 9815 9825 9835 9845 9855 9865 9875 9885 9895 9905 9915 9925 9935 9945 9955 9965 9975 9985 9995 10005 10015 10025 10035 10045 10055 10065 10075 10085 10095 10105 10115 10125 10135 10145 10155 10165 10175 10185 10195 10205 10215 10225 10235 10245 10255 10265 10275 10285 10295 10305 10315 10325 10335 10345 10355 10365 10375 10385 10395 10405 10415 10425 10435 10445 10455 10465 10475 10485 10495 10505 10515 10525 10535 10545 10555 10565 10575 10585 10595 10605 10615 10625 10635 10645 10655 10665 10675 10685 10695 10705 10715 10725 10735 10745 10755 10765 10775 10785 10795 10805 10815 10825 10835 10845 10855 10865 10875 10885 10895 10905 10915 10925 10935 10945 10955 10965 10975 10985 10995 11005 11015 11025 11035 11045 11055 11065 11075 11085 11095 11105 11115 11125 11135 11145 11155 11165 11175 11185 11195 11205 11215 11225 11235 11245 11255 11265 11275 11285 11295 11305 11315 11325 11335 11345 11355 11365 11375 11385 11395 11405 11415 11425 11435 11445 11455 11465 11475 11485 11495 11505 11515 11525 11535 11545 11555 11565 11575 11585 11595 11605 11615 11625 11635 11645 11655 11665 11675 11685 11695 11705 11715 11725 11735 11745 11755 11765 11775 11785 11795 11805 11815 11825 11835 11845 11855 11865 11875 11885 11895 11905 11915 11925 11935 11945 11955 11965 11975 11985 11995 12005 12015 12025 12035 12045 12055 12065 12075 12085 12095 12105 12115 12125 12135 12145 12155 12165 12175 12185 12195 12205 12215 12225 12235 12245 12255 12265 12275 12285 12295 12305 12315 12325 12335 12345 12355 12365 12375 12385 12395 12405 12415 12425 12435 12445 12455 12465 12475 12485 12495 12505 12515 12525 12535 12545 12555 12565 12575 12585 12595 12605 12615 12625 12635 12645 12655 12665 12675 12685 12695 12705 12715 12725 12735 12745 12755 12765 12775 12785 12795 12805 12815 12825 12835 12845 12855 12865 12875 12885 12895 12905 12915 12925 12935 12945 12955 12965 12975 12985 12995 13005 13015 13025 13035 13045 13055 13065 13075 13085 13095 13105 13115 13125 13135 13145 13155 13165 13175 13185 13195 13205 13215 13225 13235 13245 13255 13265 13275 13285 13295 13305 13315 13325 13335 13345 13355 13365 13375 13385 13395 13405 13415 13425 13435 13445 13455 13465 13475 13485 13495 13505 13515 13525 13535 13545 13555 13565 13575 13585 13595 13605 13615 13625 13635 13645 13655 13665 13675 13685 13695 13705 13715 13725 13735 13745 13755 13765 13775 13785 13795 13805 13815 13825 13835 13845 13855 13865 13875 13885 13895 13905 13915 13925 13935 13945 13955 13965 13975 13985 13995 14005 14015 14025 14035 14045 14055 14065 14075 14085 14095 14105 14115 14125 14135 14145 14155 14165 14175 14185 14195 14205 14215 14225 14235 14245 14255 14265 14275 14285 14295 14305 14315 14325 14335 14345 14355 14365 14375 14385 14395 14405 14415 14425 14435 14445 14455 14465 14475 14485 14495 14505 14515 14525 14535 14545 14555 14565 14575 14585 14595 14605 14615 14625 14635 14645 14655 14665 14675 14685 14695 14705 14715 14725 14735 14745 14755 14765 14775 14785 14795 14805 14815 14825 14835 14845 14855 14865 14875 14885 14895 14905 14915 14925 14935 14945 14955 14965 14975 14985 14995 15005 15015 15025 15035 15045 15055 15065 15075 15085 15095 15105 15115 15125 15135 15145 15155 15165 15175 15185 15195 15205 15215 15225 15235 15245 15255 15265 15275 15285 15295 15305 15315 15325 15335 15345 15355 15365 15375 15385 15395 15405 15415 15425 15435 15445 15455 15465 15475 15485 15495 15505 15515 15525 15535 15545 15555 15565 15575 15585 15595 15605 15615 15625 15635 15645 15655 15665 15675 15685 15695 15705 15715 15725 15735 15745 15755 15765 15775 15785 15795 15805 15815 15825 15835 15845 15855 15865 15875 15885 15895 15905 15915



## Mount Vernon—WPCO—Continued

## 6. SPOT ANNOUNCEMENTS

1 min.	4.00	3.75	3.50	3.25	3.00	2.75
30 sec.	3.50	3.25	3.00	2.75	2.50	2.25

7. PACKAGE PLANS

EA:	12 tl	24 tl	50 tl
30 sec.	3.50	3.00	2.75
20 sec.	2.50	2.25	2.10
10 sec:	75% of 20-sec. minimum pkg. 24.		
Less than 12, extra per spot 10%.			

## MUNCIE (2 AM; 1 FM)

Delaware County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WERK

1965



Media Code 4 215 6460 0.00  
Muncie Broadcasting Corp., Box 2465, Rt. 4, Muncie, Ind. 47302. Phone 317-289-3311.

STATION'S PROGRAMMING DESCRIPTION  
WERK: Programmed for adults 18-49 and teens.  
MUSIC: current & past hits. 10-11 am telephone talk. NEWS: emphasis on local & community involvement. Contact Representative for further details. Rec'd 9/4/74.

1. PERSONNEL  
Vice-Pres. & Mgr.—William Shirk Poorman.  
Sales Manager—Ken McGeath.  
Traff. & Com'l Mgr.—Sybil Bennett.

2. REPRESENTATIVES  
Pico Time Sales, Inc.

3. FACILITIES  
250 w. 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

6. SPOT ANNOUNCEMENTS  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a, 24b, 25a, 26, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts 60b, 62b.  
Cancellation: 73a.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Est 12/5/73—Rec'd 12/4/73.

AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER	1x	10x	50x	100x	1x	10x	50x	100x
1 min.	13.50	11.70	11.05	10.25	12.50	10.40	9.75	8.95
30 sec.	10.00	8.40	7.90	7.40	9.00	7.40	6.90	6.35
15 sec.	7.00	5.85	5.40	5.20	6.00	5.20	4.90	4.60

7. PACKAGE PLANS

CAMPAIGN SCHEDULE  
CLASS AA—1 MINUTE

CONSEC WKS:	1 wk	2 wk	3 wk	4 wk	13 wk
15 tl.	12.55	12.10	11.75	11.25	10.10
30 tl.	11.55	11.10	10.55	10.10	9.10
45 tl.	10.25	9.85	9.25	8.65	7.90

30 SECONDS

15 tl.	9.25	8.95	8.60	8.35	7.70
30 tl.	8.30	7.90	7.65	7.45	6.90
45 tl.	7.65	7.30	6.90	6.45	5.90

15 SECONDS

15 tl.	6.90	6.65	6.55	6.30	5.70
30 tl.	6.05	5.75	5.65	5.40	5.00
45 tl.	5.60	5.25	5.00	4.70	4.30

CLASS AA—1 MINUTE

15 tl.	11.10	10.70	10.35	9.85	8.95
30 tl.	10.10	9.70	9.30	8.85	8.00
45 tl.	9.06	8.60	8.10	7.65	7.00

30 SECONDS

15 tl.	8.10	7.85	7.60	7.30	6.90
30 tl.	7.25	7.00	6.65	6.55	6.05
45 tl.	6.85	6.40	6.10	5.70	5.15

15 SECONDS

15 tl.	6.05	5.90	5.70	5.55	5.00
30 tl.	5.35	5.10	4.95	4.75	4.40
45 tl.	4.90	4.65	4.40	4.15	3.75

## WLBC

1926

## CBS Radio Network



Subscriber to the NAB Radio Code

Media Code 4 215 6555 7.00  
Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind. 47302. Phone 317-288-4403.

STATION'S PROGRAMMING DESCRIPTION  
WLBC: Programmed for adults over 30.  
MUSIC: MOR, familia: albums, current top selling singles & golden oldies from past 25 years. NEWS: local & network. SPORTS: local high school & university sports, major league baseball. Contact Representative for further details. Rec'd 6/26/74.

1. PERSONNEL  
General Manager—Jack Craig.  
Sales Manager—Dana Pruitt.

2. REPRESENTATIVES  
Meeker Radio, Inc.  
Regional Reps Corp.

3. FACILITIES  
1,000 w. days. 250 w. nights; 1340 kc.  
Non-directional.

Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62a.

Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

Member: Farm Directors Radio Network, Indiana Broadcasters Group.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 15 Est 6/1/72—Rec'd 5/25/72.

AA—Mon thru Sun 5:30-9 am & 3-7 pm.

A—Mon thru Sun 9 am 3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

CLASS AA  
CONSECUTIVE WEEKS

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
1 tl.	13.50	12.50	12.00	11.50	11.00
6 tl.	11.50	10.50	10.00	9.50	9.00
12 tl.	9.50	8.50	8.00	7.50	7.00
24 tl.	8.50	7.50	7.00	6.50	6.00
36+	7.50	6.50	6.00	5.50	5.00

30 SEC:

1 tl.	12.50	11.50	11.00	10.50	10.00
6 tl.	10.50	9.50	9.00	8.50	8.00
12 tl.	8.50	7.50	7.00	6.50	6.00
24 tl.	7.50	6.50	6.00	5.50	5.00
36+	6.50	5.50	5.00	4.50	4.00

1 MIN:

1 tl.	12.50	11.50	11.00	10.50	10.00
6 tl.	10.50	9.50	9.00	8.50	8.00
12 tl.	8.50	7.50	7.00	6.50	6.00
24 tl.	7.50	6.50	6.00	5.50	5.00
36+	6.50	5.50	5.00	4.50	4.00

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS/FARM PROGRAMS

CLASS AA

1 hr.	72	65	63	61	59	57	55
1/2 hr.	47	43	41	39	37	35	33
1/4 hr.	29	27	26	25	24	23	22
5 min.	18	16	15	14	13	12	11

May be combined with FM to earn lowest rate.

7. PACKAGE PLANS

50% AA, 50% A—ROS

1 min.	3.50	7.50	6.50	5.50
30 sec.	7.00	6.50	5.00	4.50
10 sec.	4.50	4.00	3.50	2.50

8. PROGRAM TIME RATES

CLASS AA

1 hr.	100	90	87	80	75	70	65
1/2 hr.	54	50	48	46	44	42	40
1/4 hr.	36	32	31	30	29	28	27
5 min.	21	19	18	17	16	15	14

CLASS A

1 hr.	72	65	63	61	59	57	55
1/2 hr.	47	43	41	39	37	35	33
1/4 hr.	29	27	26	25	24	23	22
5 min.	18	16	15	14	13	12	11

May be combined with FM to earn lowest rate.

10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS/FARM PROGRAMS

CLASS AA

3 min.	19	17	16	15	14	13	12
5 min.	22	20	19	18	17	16	15
1/4 hr.	41	37	35	33	31	29	27

CLASS A

3 min.	17	15	14	13	12	11	10
5 min.	20	18	17	16	15	14	13
1/4 hr.	38	34	32	30	28	26	24

May be combined with FM to earn lowest rate.

## WLBC-FM

1947



Media Code 4 215 6556 5.00

Tri-City Radio Corp., 820 E. 29th St., Muncie, Ind. 47302. Phone 317-288-4403.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WLBC-FM: Programmed for listeners under 35 & local university students.

MUSIC: solid gold rock. Capsule news & weather at 3:30 & 6:00. 6 time & weather checks per hr. COMMERCIAL POLICY: 9 minutes per hour. Contact Representative for further details. Rec'd 9/4/74.

3. FACILITIES

EIR: 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.

Operating schedule: 6 am-midnight. EST.

Antenna ht.: 505 ft. above average terrain.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 Est 6/1/72—Rec'd 5/25/72.

AA—Mon thru Sun 5:30-9 am & 3-7 pm.

A—Mon thru Sun 9 am-3 pm & 7 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

CLASS AA  
CONSECUTIVE WEEKS

PER WK, 1 MIN:	1 wk	4 wk	13 wk	26 wk	52 wk
1 tl.	9.00	8.50	8.00	7.50	7.00
6 tl.	8.50	7.50	7.00	6.50	6.00
12 tl.	8.00	7.00	6.50	6.00	5.50
24 tl.	7.00	6.00	5.50	5.00	4.50
36+	6.00	5.00	4.50	4.00	3.50

30 SEC:

1 tl.	8.50	7.50	7.00	6.50	6.00
6 tl.	7.50	6.50	6.00	5.50	5.00
12 tl.	7.00	6.00	5.50	5.00	4.50
24 tl.	6.00	5.00	4.50	4.00	3.50
36+	5.00	4.00	3.50	3.00	2.50

CLASS A

1 MIN:	8.50	7.50	7.00	6.50	6.00
6 tl.	7.50	6.50	6.00	5.50	5.00
12 tl.	7.00	6.00	5.50	5.00	4.50
24 tl.	6.00	5.00	4.50	4.00	3.50
36+	5.00	4.00	3.50	3.00	2.50

May be combined with AM to earn lowest rate.

7. PACKAGE PLANS

50% AA, 50% A—ROS

1 min.	5.50	5.00	4.00	3.00
30 sec.	4.50	4.00	3.50	2.50

To be used as desired within 52 wks.

10. SPECIAL FEATURES

NEWS HEADLINES—2 MINUTES

AA...	8.00	7.00	6.00	5.50	5.00	4.50
A...	7.00	6.50	6.00	5.50	5.00	4.50

Incl. 5 second open and close plus 1:30-second spot.

May be combined with AM to earn lowest rate.

7. PACKAGE PLANS

50% AA, 50% A—ROS

1 min.	5.50	5.00	4.00	3.00
30 sec.	4.50	4.00	3.5	

## INDIANA

### North Vernon— WOCH, WOCH-FM—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
WOCH: C&W, some pop & standards.

**1. PERSONNEL**  
Manager—Charles R. Plummer.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w.; 1480 kc. Non-directional.  
Operating schedule: 6 am to local sunset. EST.  
FM-ERP 3,800 w.; 106.1 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 175 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Tobacco advertising not accepted.  
Member: Indiana Broadcasters Group, Indiana Radio Network.

#### TIME RATES

ET 1/1/71—Rec'd 12/7/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.00
30 sec.	75% of 1-min.

**FM ONLY**

1 min. flat.	3.50
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### PAOLI (1 AM; 1 FM)

Orange County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

#### WVAK

1963

#### WVAK-FM

1972



Subscriber to the NAB Radio Code  
Media Code 4 215 6635 1.00  
King & King Broadcasters, Box 150, Paoli, Ind.  
47454. Phone 815-723-3600.

**1. PERSONNEL**  
General Manager—Gary D. King.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
250 w. days; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 215 ft. above average terrain.  
Simulcast sunrise-local sunset.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See Coded Regulations  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.

#### TIME RATES

ET 8/1/73—Rec'd 9/19/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	3.00	30 sec.	2.50
After 8 pm:	75% of above.		
Midnight-5 am:	50% of above.		

### PERU (1 AM; 1 FM)

Miami County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

#### WARU

1954



Subscriber to the NAB Radio Code  
Media Code 4 215 7030 0.00  
Wabash-Peru Broadcasting Co., Inc., Box A, Peru,  
Ind. 46970. Phones 219-473-4448, Wabash phone  
219-563-5472.

**1. PERSONNEL**  
Manager—R. W. Schultz.

**2. REPRESENTATIVES**  
The Devney Organization, Inc.  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset weekdays;  
6:00 am-local sunset Sun. CST.  
Simulcast during AM operational hours. For non-  
simulcast facilities see WARU-FM listings.

**4. AGENCY COMMISSION**  
15/0 time only; 16 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Indiana Radio Network, Indiana Broad-  
casters Group.

#### TIME RATES

No. 6 ET 7/1/73—Rec'd 5/31/73.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min.	8.00	7.50	7.00	6.50	6.00
30/20 sec:	80% of 1-min.		10 sec:	50% of 1-min.	

### WARU-FM

1965



Subscriber to the NAB Radio Code  
Media Code 4 215 7031 8.00  
Wabash-Peru Broadcasting Co., Inc., Box A, Peru,  
Ind. 46970. Phones 219-473-4448, Wabash phone  
219-563-5472.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 98.3 mc.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 43 ft. above average terrain.  
Partial simulcast operation with WARU-AM. For  
simulcast rates, see WARU-AM.

#### TIME RATES

50% of AM.

## PLAINFIELD

Hendricks County—Map Location D-6  
See SRDS consumer market map and data at begin-  
ning of the State.

### WJMK (FM)

1964



Subscriber to the NAB Radio Code  
Media Code 4 215 7075 5.00  
James T. Barlow, Box 5, 863 Walton Dr., Plainfield,  
Ind. 46168. Phone 317-839-2366.

**STATION'S PROGRAMMING DESCRIPTION**  
WJMK (FM): Adult programming. 5 min newscasts

**1. PERSONNEL**  
Owner & Sales Mgr.—James T. Barlow.

**3. FACILITIES**  
ERP 3,000 w.; 98.3 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 200 ft. above average terrain.

**4. AGENCY COMMISSION**  
See the rates for commission.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 2/15/71—Rec'd 4/23/71.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	25x	50x	100x	250x	500x
30 sec.	3.00	2.55	2.40	2.25	1.95	1.80
	2.25	1.90	1.80	1.70	1.50	1.35

(\*\*) 15% commission.

**7. PACKAGE PLANS**

30 DAYS:	20 ti	30 ti	50 ti	100 ti
1 min.	51.00	64.50	102.00	191.00
30 sec.	38.00	48.00	76.50	145.00

#### DAILY ANNOUNCEMENTS

PER MO:	30 sec	1 min
1 per day.	49.00	55.00
2 per day.	64.00	88.00

Must run daily, no time choice, 3 month minimum.  
No further quantity discounts.  
1 spot, open & close, minimum 40 programs, ea 3.00  
(\*) No commission allowed on above rates.

### PLYMOUTH (1 AM; 1 FM)

Marshall County—Map Location E-3  
See SRDS consumer market map and data at beginning  
of the State.

#### WTCA

1964



#### WTCA-FM

1965



Subscriber to the NAB Radio Code  
Media Code 4 215 7125 6.00  
Community Service Broadcasters, 112 W. Washing-  
ton, Plymouth, Ind. 46583. Phone 219-936-4096.

**STATION'S PROGRAMMING DESCRIPTION**  
WTCA: Programmed for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth E. Kunze.

**3. FACILITIES**  
250 w.; 1050 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 94.3 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 355 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0: 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Indiana Radio Network, Farm Directors  
Radio Network.

#### TIME RATES

No. 2 ET 7/1/73—Rec'd 4/8/73.

**6. SPOT ANNOUNCEMENTS**

Open	50x	100x	250x	500x	1000x
1 min.	6.00	5.00	4.70	4.30	3.85
30 sec.	75% of 1-min.		15 sec:	50% of 1-min.	

AM/FM simulcast, extra 50%.

**7. PACKAGE PLANS**

7 DAYS OR LESS:	25 ti	50 ti	75 ti	100 ti
1 min.	140.00	235.00	322.50	385.00
AM/FM simulcast, extra 50%.				

### PORTLAND

Jay County—Map Location G-5  
See SRDS consumer market map and data at begin-  
ning of the State.

#### WPGW

1950



Media Code 4 215 7220 7.00  
Glenn West, Box 608, Portland, Ind. 47371. Phone  
317-726-8786.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—Glenn West.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
500 w. days; 1440 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 16 days.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KRS.  
Member: Indiana Radio Network, Farm Directors  
Radio Network, Indiana Broadcasters Group.

#### TIME RATES

No. 2 ET 8/1/59—Rec'd 8/3/59.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	15x	26x	39x	52x	104x
1 min.	5.00	4.75	4.51	4.28	4.07	3.87
	155x	208x	260x	312x	364x	
1 min.	3.68	3.50	3.33	3.15	3.00	

## PRINCETON (1 AM; 1 FM)

Gibson County—Map Location B-10  
See SRDS consumer market map and data at begin-  
ning of the State.

### WRAY

1950



Media Code 4 215 7315 5.00  
Ray J. Lankford & G. Richard Lankford, dba Prince-  
ton Broadcasting Co., Box 8, Princeton, Ind. 47570.  
Phone 812-385-4861.

**STATION'S PROGRAMMING DESCRIPTION**  
WHAY: Programmed for general interest.

**1. PERSONNEL**  
Station Manager—Ray J. Lankford.

**2. REPRESENTATIVES**  
The Devney Organization, Inc.

**3. FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.);  
98.1 mc. Stereo.  
Antenna ht.: 423 feet above average terrain.  
Operating schedule: 5 am-midnight. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Indiana Radio Network.

#### TIME RATES

No. 5 ET 12/1/69—Rec'd 11/14/69.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti
1 min.	8.00	7.50	7.00	6.50	6.00
30/20 sec:	80% of 1-min.				

### RENSELAER

Jasper County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

#### WRIN

1963

Media Code 4 215 7410 4.00  
Jasper County Broadcasting Corp., Box 282, Hwy. 53,  
Rensselaer, Ind. 47978. Phone 219-866-5165.

**1. PERSONNEL**  
Gen'l & Sta. Mgr.—Robert R. Becker.

**3. FACILITIES**  
1,000 w.; 1560 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

#### TIME RATES

Rates effective ——— (Card No. 1.)

Card received August 14, 1964.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec	1 min 30 sec
1 ti..... 3.50	2.90
13 ti..... 3.25	2.60
26 ti..... 3.05	2.40
52 ti..... 2.85	2.20

**7. PACKAGE PLANS**

30 ti..... 90.00	67.50
60 ti..... 150.00	120.00
90 ti..... 202.50	157.50

**TOTAL AUDIENCE X-POSURE**  
(To Be Used in 1 Week)

1 min 30 sec	1 min 30 sec
6 ti..... 3.25	3.00
10 ti..... 3.00	2.75
20+..... 2.75	2.50

This package will not combine with any other  
schedule to earn further discounts.

### RICHMOND (1 AM; 2 FM)

Wayne County—Map Location G-6  
See SRDS consumer market map and data at begin-  
ning of the State.

#### WHON

1964



(This is a paid duplicate of the listing appearing  
under Centerville, Ind.)  
Media Code 4 215 6950 6.00  
Brewer Broadcasting Corp., Box 295, Richmond, Ind.  
47374. Phone 317-962-1595.

**1. PERSONNEL**  
General Manager—Richard C. Huckaba, Jr.  
Sales Manager—Michael Day.

**2. REPRESENTATIVES**  
Frederick W. Smith.  
Regional Reps Corp.

**3. FACILITIES**  
500 w. days; 930 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7d, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24c,  
25a, 28b, 28c.  
Contracts: 40a, 41, 42c, 46, 51a.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 71a.  
Prod. Services: 81, 82.  
FM facilities: WQLK (FM), Richmond.  
Affiliated with KRS.  
Member: Indiana Radio Network, Indiana Broad-  
casters Group.

#### TIME RATES

ET 4/1/66—Rec'd 4/5/66.

**7. PACKAGE PLANS**

PER MO:	1 ti	12 ti	24 ti	48 ti	96 ti
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.40	6.00	5.60	5.00	4.50

(D)

## WKBV

1926



Central Broadcasting Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 215 7680 6.00  
Central Broadcasting Corp., 2301 W. Main St., Rich-  
mond, Ind. 47374. Phone 962-6533.

**1. PERSONNEL**  
Pres. & General Manager—Lester G. Spences  
Sales Manager—Phil Stigleman.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Detroit, Cleveland—Pearse Sales.  
Kentucky Radio Sales—South.  
South, Southwest—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 14a, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 24c,  
28c, 33a.  
Contracts: 40a, 41, 44b, 47a, 49, 51c.  
Comb.; Cont. Discounts: 60c, 60f, 61c, 62d.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
No. 10 ET 12/1/67—Rec'd 11/27/67.  
AAA—Mon thru Fri 6-10 am & 4-7 pm; Sat 6-9 am.  
AA—Mon thru Fri 10 am-4 pm; Sat 9 am-6 pm;  
Sun noon-6 pm.  
A—All other times except midnight-3 am.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	6 ti	12 ti	18 ti	24 ti
AAA	12.00	11.00	10.00	9.00
AA	16.50	9.50	8.50	7.50
A	8.50	7.50	6.50	5.50

B (midnight to 5 am) 30% of Class A rates.  
30 sec: 30% of 1-min. 10 sec: 80% of 1-min.

### WKBV-FM

1960



Subscriber to the NAB Radio Code  
Media Code 4 215 7686 8.00  
Central Broadcasting Corp., 2301 W. Main St.,  
Richmond, Ind. 47374. Phone 962-6533.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 23,000 w.; 101.3 mc.  
Operating schedule: ——— EST.

**TIME RATES**  
No. 3 ET 12/1/67—Rec'd 11/29/67.

**6. SPOT ANNOUNCEMENTS**

1x	15x	26x	52x	104x	156x	208x
10 sec	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75
1 min	4.25	4.00	3.75	3.50	3.25	3.00

**7. PACKAGE PLANS**

PER WK	10 sec	1 min	30 sec	10 sec
6 ti	3.25	3.00	2.75	3.00
10 ti	3.00	2.75	2.50	2.75
20+	2.75	2.50	2.25	2.50

**8. PROGRAM TIME RATES**

1x	15x	
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Richmond—WQLK (FM)—Continued

<b>7. PACKAGE PLANS</b>					
PER WK:	10 ti	20 ti	30 ti	\$0 ti	
1 min.....	4.50	4.25	4.00		
30 sec.....	3.60	3.40	3.20		
10 sec.....	2.70	2.55	2.40		
<b>DISCOUNTS</b>					
7 wk—20%	26 wk—30%	52 wk—40%			
<b>8. PROGRAM TIME RATES</b>					
	1x	39x	78x	156x	312x
1 hr.....	40.00	35.00	30.00	27.50	25.00
1/4 hr.....	25.00	22.50	20.00	17.50	15.00
10 min.....	15.00	13.50	12.00	10.50	9.00
5 min.....	8.00	7.00	6.00	5.50	5.00

ROCHESTER

Fulton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

WROI (FM)

1971  
Subscriber to the NAB Radio Code  
Media Code 4 215 7720 6.00  
Fidelity Broadcasting Co., Inc., 116 W. 9th St., Rochester, Ind. 46975, Phone 219-223-6059.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. P. Sweeney.

**2. REPRESENTATIVES**  
Regional Repts Corp.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 120 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 4/14/72.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
13 wk.....	2.50	2.40	2.30	2.20
26 wk.....	2.20	2.10	2.00	1.90
52 wk.....	2.00	1.90	1.80	1.70

10 SECONDS

13 wk.....	1.15	1.10	1.05	----
26 wk.....	1.05	1.00	.95	----
52 wk.....	.95	.85	.75	----

PER YR:

1x	100x	300x	500x	750x	1000x	1500x	2000x
1 min 4.00	2.90	2.50	2.30	2.10	1.90	1.70	1.50

**7. PACKAGE PLANS**

SATURATION

PER WK:	10 ti	20 ti	35 ti	50 ti	75 ti	100 ti
1 min.....	2.95	2.70	2.45	2.20	1.95	1.70

(\* Within 2 wks.)

RUSHVILLE

Rush County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

WRCR (FM)

1971  
Subscriber to the NAB Radio Code  
Media Code 4 215 7740 4.00  
Iush County Broadcasting Co., Inc., 102 N. Perkins St., Rushville, Ind. 46173, Phone 317-932-3983.

**STATION'S PROGRAMMING DESCRIPTION**  
WRCR (FM): Programmed for adults & young adults.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Edward Roehling.

**2. REPRESENTATIVES**  
Detroit—Corlett Associates.

**3. FACILITIES**  
ERP 740 w. (horiz.), 740 w. (vert.); 94.3 mc. Stereo.  
Operating schedule: 5:30 am-10:30 pm. EST.  
Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
No. 2 ET 1/17/73—Rec'd 4/26/73.

**6. SPOT ANNOUNCEMENTS**

PER WK: Open	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	5.50	5.25	5.00	4.75	4.50
30 sec.....	4.75	4.50	4.25	4.00	3.75
	30 ti	35 ti	40 ti	45 ti	50 ti
1 min.....	4.00	3.75	3.50	3.25	3.00
30 sec.....	3.25	3.00	2.75	2.50	2.25

DISCOUNT

14+ wk—10%.

SALEM (1 AM; 1 FM)

Washington County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

WSLM WSLM-FM

1952 1962  
Subscriber to the NAB Radio Code  
Media Code 4 215 7790 9.00  
Don H. Martin, Box 472, Salem, Ind. 47167, Phone 812-883-3750.

**STATION'S PROGRAMMING DESCRIPTION**  
WSLM: Programmed for adults and young adults. Blocked feature programming in 15 min segments.  
FARM: markets with farm director 6-7 am & noon-1 pm. NEWS: national state and local 7 am, 9 am, 10 am, 12-30 pm & 5-15 pm. Drive time: pop hits 85% 7-8 am & 4-30-6 pm. RELIGIOUS: Sun 80%, weekdays 9:30 am, 11:30 am & 1:30 pm. Country

**1. PERSONNEL**  
Owner & Mgr.—Don H. Martin.  
Sales Manager—Elmo Ray Brough.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Regional Repts Corp.

**3. FACILITIES**  
5,000 w. days; 1220 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w.; 98.9 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 100 ft. above average terrain.

**4. AGENCY COMMISSION**  
None: all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25b, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
Her. rec'd. May 24, 1954.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1	1/2	1/4	5	1	30
hr.	hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	25.00	15.00	6.00	4.15	3.25
13 times.....	40.50	22.50	13.50	5.40	3.70	2.90
26 times.....	38.25	21.25	12.75	5.10	3.50	2.75
52 times.....	36.00	20.00	12.00	4.80	3.30	2.60
104 times.....	33.75	18.75	11.25	4.50	3.10	2.45
156 times.....	31.50	17.50	10.50	4.20	2.90	2.30
268 times.....	27.00	15.00	9.00	3.60	2.50	1.95
312 times.....	22.50	12.50	7.50	3.00	2.10	1.65

music and air personalities 9-5 pm. Rock music and air personalities 5:30-8 pm. SPORTS: live high school and college basketball, live college football, most major auto races live. Facilities: 5 mobile units, 2 mobile studios, 2 planes, 1 gyrocopter, 3 sound trucks, sound equipment. COMMERCIAL POLICY: three 1-minute announcements permitted in 15-minute segments. One 1-minute announcement permitted between 15-minute programs. Contact Representative for further details. Rec'd 8/4/67.

**1. PERSONNEL**  
Owner & Mgr.—Don H. Martin.  
Sales Manager—Elmo Ray Brough.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Regional Repts Corp.

**3. FACILITIES**  
5,000 w. days; 1220 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w.; 98.9 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 100 ft. above average terrain.

**4. AGENCY COMMISSION**  
None: all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25b, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
ET—Rec'd 11/6/72.

**6. SPOT ANNOUNCEMENTS**

	1x	10x	25x	50x	100x	200x
1 min.....	11.00	10.50	10.00	9.50	9.00	8.50
30 sec.....	10.00	9.50	9.00	8.50	8.00	7.50
1 min.....	8.00	7.50	7.00	6.50	6.00	5.50
30 sec.....	7.00	6.50	6.00	5.50	5.00	4.50

**8. PROGRAM TIME RATES**

	1x	10x	25x	50x	100x	200x
1/2 hr.....	37.50	36.25	35.00	33.75	32.50	31.25
1/4 hr.....	25.00	24.00	23.00	22.00	21.00	20.00
1/2 hr.....	30.00	28.75	27.50	26.25	25.00	23.75
1/4 hr.....	19.00	18.00	17.00	16.00	15.00	14.00

(Q)

SCOTTSBURG

Scott County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

WMP1 (FM)

1966  
Media Code 4 215 7825 3.00  
Vogel-Bell Partnership, Box 270, R. R. 1, Scottsburg, Ind. 47170, Phone 812-752-3688.

**STATION'S PROGRAMMING DESCRIPTION**  
WMP1 (FM): Programmed for general interest.

**1. PERSONNEL**  
General Manager—Donnie Harden.

**2. REPRESENTATIVES**  
Regional Repts Corp.

**3. FACILITIES**  
ERP 3,000 w.; 100.9 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
ET 2/17/71—Rec'd 3/8/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	25x	50x	125x
1 min.....	2.00	1.75	1.50	1.50
30 sec.....	1.90	1.50	1.50	1.50

SEYMOUR

Jackson County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

WJCD

1949  
Media Code 4 215 7885 7.00  
Dr. A. C. Baker, 1534 Ewing St., Seymour, Ind. 47274, Ja 2-1390.

**STATION'S PROGRAMMING DESCRIPTION**  
WJCD: Programmed for general interest.

**1. PERSONNEL**  
Commercial Manager—Bob Shippee.

**2. REPRESENTATIVES**  
Regional Repts Corp.

**3. FACILITIES**  
1,000 w. days; 1390 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset weekdays: 7:00 a.m. to local sunset Sunday. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.

**TIME RATES**  
Rates effective July 1, 1963. (Card No. 3)  
Card received September 10, 1953.  
Her. rec'd. May 24, 1954.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1	1/2	1/4	5	1	30
hr.	hr.	hr.	hr.	min.	min.	sec.
1 time.....	45.00	25.00	15.00	6.00	4.15	3.25
13 times.....	40.50	22.50	13.50	5.40	3.70	2.90
26 times.....	38.25	21.25	12.75	5.10	3.50	2.75
52 times.....	36.00	20.00	12.00	4.80	3.30	2.60
104 times.....	33.75	18.75	11.25	4.50	3.10	2.45
156 times.....	31.50	17.50	10.50	4.20	2.90	2.30
268 times.....	27.00	15.00	9.00	3.60	2.50	1.95
312 times.....	22.50	12.50	7.50	3.00	2.10	1.65

SHELBYVILLE (1 AM; 1 FM)

Shelby County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

WSVL

1961  
Subscriber to the NAB Radio Code  
Media Code 4 215 7980 6.00  
Shelby County Broadcasting Co., Inc., Box 338, Shelbyville, Ind. 46176, Phone 317-398-9757.

**1. PERSONNEL**  
General Manager—John A. Hartnett.

**2. REPRESENTATIVES**  
Regional Repts Corp.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1520 kc. Directional.  
Operating schedule: 5 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Indiana Radio Network, Indiana Broadcasters Group.

**TIME RATES**  
No. 8 ET 1/17/73—Rec'd 11/10/72.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x	312x	520x
1 min.....	8.80	7.95	7.25	6.60	6.25	5.80	5.40	5.00	4.60

**7. PACKAGE PLANS**

SAT AND/OR SUN:	10 ti	20 ti	30 ti	50 ti
1 min.....	3.90	3.55	3.30	2.95

WSVL-FM

1964  
Subscriber to the NAB Radio Code  
Media Code 4 215 7981 4.00  
Shelby County Broadcasting Co., Inc., Box 338, Shelbyville, Ind. 46176, Phone 317-398-9757.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 34,000 w.; 97.1 mc. Stereo.  
Operating schedule: 5 am-11 pm. EST.  
Antenna ht.: 350 ft. above average terrain.

**TIME RATES**  
Rates are identical to WSVL. See that listing.

SOUTH BEND (3 AM; 4 FM)

St. Joseph County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
	Traffic	Traffic	Traffic	Traffic
Station	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)
A.....	19	17	19	12
B.....	19	15	17	11
C.....	13	12	13	9
D.....	10	10	10	8
AVERAGE	15	14	15	10

WHME (FM)

1967  
Subscriber to the NAB Radio Code  
Media Code 4 215 8028 3.00  
LeSoc, Box 12, 23421 State Rd. 23, South Bend, Ind. 46624, Phone 219-287-6518.

**STATION'S PROGRAMMING DESCRIPTION**  
WHME (FM): Programmed for all ages.  
Gospel included. AIR PERSONALITIES handle all segments. NEWS: 5 min 15 past the hour. Network. Weather. Local Weather Bureau direct, 30% preaching, 60% gospel music, 5% news, 5% editorialization, interviews and discussions. Rec'd 12/16/69.

**1. PERSONNEL**  
President—Lester Sumrall.  
General Manager—Stephen Sumrall.

**3. FACILITIES**  
ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 29a, 30.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48.  
Comb.: Cont. Discounts: 60a, 60d, 61a.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
ET 1/1/69—Rec'd 4/7/69.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x
1 min.....	7.00	6.75	6.50	6.25	6.00	5.75	5.50
20/30 sec.....	5.50	5.25	5.00	4.75	4.50	4.25	4.00
10 sec.....	4.00	3.75	3.50	3.25	3.00	2.75	2.50

**7. PACKAGE PLANS**

PER WK, EA:	1 min	20/30	10 sec
10 ti.....	5.40	3.90	2.40
20 ti.....	5.30	3.80	2.30
30 ti.....	5.20	3.70	2.20

**8. PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	156x	260x
1 hr.....	52.00	50.00	48.00	44.00	41.00	40.00	38.00
1/2 hr.....	38.00	37.00	36.00	34.00	33.00	32.00	31.00
1/4 hr.....	27.00	26.25	25.50	24.00	23.25	22.50	21.75
10 min.....	22.00	21.50	21.00	20.00	19.50	19.00	18.50
5 min.....	14.00	13.75	13.50	13.00	12.75	12.50	12.25

WJVA

1947  
A Booth Owned Station  
Media Code 4 215 8075 4.00  
Booth Broadcasting Co., North Hickory Rd., South Bend, Ind. 46624, Phone 219-234-1111, TWX 219-282-8282.

**STATION'S PROGRAMMING DESCRIPTION**  
WJVA: Programmed for 18-49 audience.  
MUSIC: modern country singles & album cuts.  
NEWS: at :30 network or local. SPORTS: college football, Indianapolis 500. Special programming: 1 hour Spanish & 1 hour Polish weekly. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
President—John L. Booth.  
General Manager—Robert H. Kriehoff.  
Sales Manager—Lawrence Gutenberg.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 24a, 26, 29a.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60k, 61b.  
FM facilities: WRBR (FM).  
Affiliated with

# INDIANA

South Bend—Continued

**W N D U - F M**  
1962

**Mg** mcgavren-guild  
pgw radio, inc.

**NAB** **RAB** **NAFM**

Subscriber to the NAB Radio Code  
Media Code 4 215 8171 1.00  
Michiana Telecasting Corp., Box 16, South Bend,  
Ind. 46624. Phone 219-233-7111. TWX 219-232-  
8225.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNDU-FM: Hit Parade aimed at 18-49 age group.  
Contact Representative for further details. Rec'd  
7/31/74.

## 5. FACILITIES

ERP 20,000 w.; 92.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 431 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Sold in combination with WNDU. See that listing  
for rates.

## TIME RATES

80% of AM/FM combination.

**W R B R (FM)**

1964

A Booth Owned Station

Media Code 4 215 8216 4.00  
Booth Broadcasting Co., Box 179, North Hickory Rd.,  
South Bend, Ind. 46624. Phone 219-234-1111.  
See affiliated AM station for additional information.  
AM facilities: WJYA.

**STATION'S PROGRAMMING DESCRIPTION**  
WRBR (FM): Programmed for 18-49 audience.  
MUSIC: top 40 singles & album cuts. NEWS: at  
4:46 12:46 am-3:46 pm weekdays, rewritten from A1  
& Earth news. Public affairs 6-9 pm Sun. Pro-  
gressive album cuts Sun nights at 9 pm. COM-  
MERCIAL POLICY: 12 minutes per hour, 5 spot  
clusters per hour. Contact Representative for fur-  
ther details. Rec'd 7/29/74.

## 1. PERSONNEL

Program Director—Bob Payton.

## 3. FACILITIES

ERP 3,000 w.; 103.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 183 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
FM programming separate from AM except for certain  
sports programs such as basketball, auto racing, etc.  
Affiliated with ATA Radio Network.

## TIME RATES

Eff 9/30/74—Rec'd 9/3/74.  
AAA—Mon thru Fri 7 pm-midnight.  
AA—Mon thru Sun midnight-2 am; Mon thru Fri  
10 am-7 pm; Sat 10 am-midnight; Sun 9 pm-mid-  
night.  
A—Mon thru Sat 5-10 am; Sun 5 am-9 pm.  
B—All other times.

## 6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
7 tl	11.00	10.25	10.25	8.75	8.75	7.25
14 tl	10.75	10.00	10.00	8.50	8.50	7.00
21 tl	10.50	9.75	9.75	8.25	8.25	6.75
28 tl	10.00	9.25	9.25	7.75	7.25	6.25
35 tl	10.00	9.25	9.25	7.75	7.25	6.25
100/less, per mo.					5.00	3.50
100+ per mo.					4.00	2.50
10 SEC:	AAA		AA		A	
Flat	5.00		4.00		3.00	
10 sec not combinable for lower frequency.						

## 7. PACKAGE PLANS

ROCK 104 SATURATION PACKAGE  
(26 ea in AAA, AA, A & B)

104 tl over 26 days/less	AAA		AA		A		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	
250 x	13 wk+	10.00	9.00	9.25	8.25	8.00	7.00
500 x	28 wk+	9.50	8.50	8.75	7.75	7.50	6.50
1000 x	52 wk+	9.00	8.00	8.25	7.25	7.00	6.00

## 10. SPECIAL FEATURES

Newscaats—1/2 sponsorship 30-sec rate plus 3.00;  
full sponsorship 1-min plus 3.00.

# WSBT

1922



**KATZ RADIO**

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 8265 1.00  
300 W. Jefferson Blvd., South Bend, Ind. 46601.  
Phone 219-233-3141. TWX 810-299-2500.

## 1. PERSONNEL

General Manager—Jack E. Douglas.  
National Sales Manager—Jerry D. Bleck.  
Promotion Manager—Justin R. Meacham.

## 2. REPRESENTATIVES

Katz Radio.

## 3. FACILITIES

5,000 w.; 960 kc. Directional—separate patterns day  
and night.  
Operating schedule: 5:30-1:05 am. EST.  
Partial simulcast operation. Simulcast 5:30-6:05 am  
Mon thru Fri; 6-9 am & 11 pm-1:05 am Sat; mid-  
night-12:35 am Sun. For non-simulcast facilities see  
WSBT-FM.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 12b, 19b, 14b, 15e.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 24c,  
25a, 26, 28a, 29a, 30, 32b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60l, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

## TIME RATES

AM/FM COMBINATION  
No. 18 Eff 7/29/74—Rec'd 7/22/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sun noon-7 pm.  
B—All other times.

## 6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA					
	1x	52x	104x	156x	260x	520x 1040x
1 min	32.00	29.00	27.00	25.00	23.00	20.00 18.00
30 sec	25.00	23.20	21.60	20.00	18.40	16.00 14.40

1 min	CLASS A					
	30 sec	1 min	30 sec	1 min	30 sec	1 min
28.00	25.00	23.00	21.00	19.00	18.00	14.00
22.40	20.00	18.40	16.80	15.20	12.80	11.20

1 min	CLASS B					
	30 sec	1 min	30 sec	1 min	30 sec	1 min
22.00	19.00	17.00	15.00	13.00	11.00	10.00
17.60	15.20	13.60	12.00	10.40	8.80	8.00

AM ONLY, DEDUCT:  
1 min..... 10.00 9.00 8.00 7.00 6.00 5.00 5.00  
30 sec..... 8.00 7.20 6.40 5.60 4.80 4.00 4.00  
10 sec: 50% of 1-min. AM only.

## 7. PACKAGE PLANS

PER WK:	PLAN I—1/2AAA, 1/2AA		16 tl	24 tl
	1 min	30 sec		
1 min	27.00	25.00	23.00	21.00
30 sec	21.60	20.00	18.40	16.80

1 min	PLAN II—1/4AAA, 1/4AA, 1/4A, 1/4B			
	30 sec	1 min	30 sec	1 min
23.00	21.00	19.00	17.00	15.00
18.40	16.80	15.20	13.60	12.00

AM ONLY, DEDUCT:  
1 min..... 9.00 8.00 7.00 6.00 5.00 4.00  
30 sec..... 7.20 6.40 5.60 4.80 4.00 3.00  
10 sec: 50% of 1-min. AM only.

## 8. PROGRAM TIME RATES

AM ONLY—MON THRU SAT SIGN-ON-7 PM  
PER YR: 1x 52x 260x  
5 min..... 30 27 25  
10 min..... 45 40 35

**WSBT-FM**

1962

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 8266 9.00  
300 W. Jefferson Blvd., South Bend, Ind. 46601.  
Phone 219-233-3141. TWX 810-299-2500.

See affiliated AM station for additional information.  
5. FACILITIES  
ERP 10,000 w. (horiz.), 10,000 (vert.); 101.5 mc.  
Stereo.  
Operating schedule: 5:30-1:05 am. EST.  
Antenna ht.: 95.9 ft. above average terrain.

Partial simulcast operation. Operated separately 6:05-  
1:05 am Mon thru Fri; 9 am-11 pm Sat & all day  
Sun until midnight. For simulcast facilities see  
WSBT.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.  
Affiliated with Katz Radio Network.  
TV Facilities: WSBT-TV.  
Sold in combination with WSBT. See that listing  
for rates.

## TIME RATES

No. 5 Eff 4/1/74—Rec'd 4/15/74.

## 6. SPOT ANNOUNCEMENTS

PER YR:	1x				52x				156x				260x				520x			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec		
1 min	10.00	9.00	8.00	7.00	6.00	5.00	8.00	7.20	6.40	5.60	4.80	4.00	3.20	2.40	1.60	0.80	1.20	0.40	0.60	
30 sec	8.00	7.20	6.40	5.60	4.80	4.00	6.00	5.20	4.40	3.60	2.80	2.00	1.20	0.40	0.60	0.80	0.20	0.40	0.60	

**WTRC**

ELKHART

City of license, Elkhart, Ind.  
Considered by NBC Radio Network as their South  
Bend outlet.  
See listing under Elkhart, Ind.

## SULLIVAN

Sullivan County—Map Location B-8  
See SHDS consumer market map and data at begin-  
ning of the State.

**WNDI**

1963

**RAB**

Media Code 4 215 8360 0.00  
WKQV, Inc., Box 545, Sullivan, Ind. 47882. Phone  
812-268-6322

## STATION'S PROGRAMMING DESCRIPTION

WNDI: Programmed for adults.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Arthur F. Stanley.

## 2. REPRESENTATIVES

Regional Heps Corp.

## 3. FACILITIES

250 w.; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

## 4. AGENCY COMMISSION

None; all rates net to station.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff— Rec'd 8/29/74.

## 6. SPOT ANNOUNCEMENTS

1 min/less	1x				13x				26x				52x				104x				156x				260x			
	4.10	3.85	3.75	3.65	3.45	3.35	3.25	3.15	3.05	2.95	2.85	2.75	2.65	2.55	2.45	2.35	2.25	2.15	2.05	1.95	1.85	1.75	1.65	1.55	1.45	1.35		

## TELL CITY (1 AM)

Plus 1 paid duplicate.

Perry County—Map Location D-11

See SHDS consumer market map and data at begin-  
ning of the State.

**WKCM**

1972

**HAWESVILLE, KY.**

**NAB**

**RAB**

(This is a paid duplicate of the listing appearing  
under Hawesville, Ky.)  
Media Code 4 218 3035 7.00

Bayard H. Walters, dba Hancock County Broad-  
casters, Box 1140, U. S. Hwy. 60, W., Hawesville,  
Ky. 42348. Phone 502-927-8121.

Other office: Box 1140, Tell City, Ind. 47588. Phone  
812-547-8121.

**STATION'S PROGRAMMING DESCRIPTION**  
WKCM: Programmed for adults 18-49.  
MUSIC: modern country, with personalities. NEWS:  
network world, national at 3:30; local, AP regional  
at 6:30. PARM: twice daily Weather, 4 times per hr.  
SPORTS: network & local coverage. U & high school  
football & basketball. Woman's call-in & swap shop  
9-9:30 am. Contact Representative for further de-  
tails. Rec'd 1/2/73.

## 1. PERSONNEL

Station Manager—Kenneth Stumpf.

Sales Manager—Richard Warner.

Program Director—Carolyn Bennett.

## 2. REPRESENTATIVES

North, East, West—Walton Broadcasting Sales Cor-  
poration.

South—David Carpenter Company.

Kentucky—Kentucky Radio Sales—South.

## 3. FACILITIES

500 w.; 1140 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

## 4. AGENCY COMMISSION

None; agencies add 17.65% commission to rates  
shown.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,  
24c, 25a, 27, 28b, 28c, 30, 31.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47a, 48,  
51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60l, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
(\* Month/week.  
Affiliated with American Entertainment Network.  
Member: Indiana Radio Network.

## TIME RATES

No. 4 Eff 10/22/73—Rec'd 10/3/73.

## 6. SPOT ANNOUNCEMENTS

PER MO:	1 min				25 tl				40 tl				60 tl				120+ tl			
	4.50	3.75	3.20	2.70	2.50	2.00	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.25	0.20	0.15	0.10	0.05		

30 sec	1 min				25 tl				40 tl				60 tl				120+ tl			
	3.15	2.60	2.25	1.90	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.25	0.20	0.15	0.10	0.05	0.05	0.05		

10 sec: 50% of 1-min.  
7. PACKAGE PLANS

1 min	1 wk		—2 wk—	
	30+			



Terre Haute—W A A C—Continued

**6. SPOT ANNOUNCEMENTS GUARANTEED TIME**

PER WK:	1 ti	10 ti	20 ti
1 min.	10.00	8.00	7.00
30 sec.	8.00	6.00	5.25

**DISCOUNT**

13 wk—5%	26 wk—10%	52 wk—15%
300x	500x	1000x
6.00	5.50	5.00
4.50	4.25	3.75

**7. PACKAGE PLANS**

**IMPACT PLANS—BTA**

	Per wk	Per mo
1 min.	20 ti 30 ti 40 ti 75 ti 100 ti 150 ti	5.00 5.00 5.00 5.00 5.00
30 sec.	4.50 4.25 4.00 3.95 3.75 3.55	

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
85	55	38	35	20

**10. SPECIAL FEATURES**

NEWSCASTS: 1x 52x 260x  
5 min. 20 13 11  
10 sec. 50% of 1-min, 2 10-sec spots equal 1 toward frequency.

**WBOQ (FM)**

1967

**RAB**

Media Code 4 215 8597 7.00  
Eastern Broadcasting Corp., 1301 Ohio St., Terre Haute, Ind. 47807. Phone 812-232-5034.  
See affiliated AM station for additional information. AM facilities: WBOW.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBOQ (FM): MUSIC: Pop standard, all gold. Live personalities. NEWS: 5:30 and 7:30. SPORTS: Basketball, U football, high school football and basketball. FARM: 5-6 am. Farm director, Contact Representative for further details. Rec'd 1/7/74.

**3. FACILITIES**  
ERP 46,000 w.; 107.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 268 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WBOW. See that listing for rates.

**TIME RATES**

ET 9/1/74—Rec'd 8/5/74.

AA—Mon thru Sun 6 am-6 pm.  
A—All other times.

**7. PACKAGE PLANS**

PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min.	10	9	8	9	8	7
30 sec.	8	7	6	7	6	5

**WBOW**

1927

mcgavren-guild  
pgw radio, inc.



**RAB**

Media Code 4 215 8645 4.00  
Eastern Broadcasting Corp., 1301 Ohio St., Terre Haute, Ind. 47807. Phone 812-232-5034.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBOW: MUSIC current hits & solid gold rock standards. NEWS: at :15 & :45. Commentator at 8:55 am & noon. FARM: Director at 5-6 am. SPORTS: All Star Game, World Series, reports in all newscasts. Contact Representative for further details. Rec'd 2/25/74.

**1. PERSONNEL**  
President—Roger Neuhoff.  
Vice-Pres. & Gen'l Mgr.—Harvey K. Gior.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2b, 3d, 4a, 5, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a.  
Comb.: Cont. Discounts: 60e, 62d.  
Contracts: 40a, 41, 44b.  
Cancellation: 70h, 70d, 71a, 72, 73b.  
FM facilities: WBOQ (FM).  
Affiliated with American Contemporary Network.  
Member: Indiana Broadcasters Group.

**WBOW/WROQ (FM) COMBINATION**

No. 1 ET 9/1/74—Rec'd 8/5/74.

AA—Mon thru Sat 5-10 am, noon-1 pm & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12 ti	18 ti	24 ti	12 ti	18 ti	24 ti
1 min.	22	22	21	21	20	19
30 sec.	19	18	17	17	16	15

10 sec: 60% of 1-min.  
AM only: Deduct 1-min 5.00; 30-sec 4.00.

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLANS**

1/3 Mon thru Sat 5-10 am & 3-7 pm, 1/3 Mon thru Sat 10 am-3 pm; Sun all day, 1/3 Mon thru Sat 7 pm-midnight.	18 ti	24 ti	36 ti
1 min.	18	17	16
30 sec.	15	14	13

AM only: Deduct 1-min 5.00; 30-sec 4.00.

**W P F R (FM)**

1962

Ford F. M., Inc.

Media Code 4 215 8740 3.00  
Ford F. M., Inc., Rural Route 2, Box 50, West Terre Haute, Ind. 47885. Phone 812-533-1861.  
**STATION'S PROGRAMMING DESCRIPTION**  
WPFR(FM): Programmed for modern country music audience.  
MUSIC: 95% of Top 75 country music songs, blue grass, grand old opry star interviews & country standards featuring country greats. Automated except for daily request programs. NEWS: local & network news & features; 2 mobile units. AIR PERSONALITIES available for remote broadcasts. Rec'd 10/2/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Paul Dean Ford.  
Program Director—Eleanor J. Ford.

**3. FACILITIES**  
ERP 50,000 w.; 102.7 mc.  
Operating schedule: 7 am-10:30 pm. EST.  
Antenna ht.: 190 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 23b, 24b, 25e, 26, 27, 28c, 29a, 32b, 33d.  
Contracts: 40a, 43, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**TIME RATES**

1 min	3.00	104 x	2.08
13 x	2.81	156 x	1.88
26 x	2.63	260 x	1.69
52 x	2.35	385 x	1.50

**PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
13 x	37.50	22.50	12.75
26 x	34.50	21.00	11.25
52 x	30.00	19.50	9.75
104 x	26.25	18.00	9.00
156 x	24.00	15.75	8.25
260 x	22.50	13.50	7.50
385 x	21.25	12.12	6.75

**NATIONAL AND LOCAL RATES SAME**

**6. SPOT ANNOUNCEMENTS**

1 min	3.00	104 x	2.08
13 x	2.81	156 x	1.88
26 x	2.63	260 x	1.69
52 x	2.35	385 x	1.50

**PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
13 x	37.50	22.50	12.75
26 x	34.50	21.00	11.25
52 x	30.00	19.50	9.75
104 x	26.25	18.00	9.00
156 x	24.00	15.75	8.25
260 x	22.50	13.50	7.50
385 x	21.25	12.12	6.75

**WTHI**

1947



**VERY-KNODEL, INC.**



**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 8835 1.00  
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-212-9481.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTHI: Programmed for adult audience, 18 and over. MUSIC: Modern country. Current plus standards. AIR PERSONALITIES handle all segments. FARM at 6:35 am and 12:15 pm. Farm director, NEWS: Net at :50, local at :30. 24 hour news staff, 3 news blocks, drive times, mid day. Complete sports coverage. Contact Representative for further details. Rec'd 2/4/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Anson Hulman, Jr.  
Vice-Pres. & Com'l Mgr.—Robert K. Larr.  
Sales Manager—Joe Hanna.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1480 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 12g, 13g.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
TV facilities: WTHI-TV.  
Affiliated with NBC.

**TIME RATES**

AM/FM COMBINATION  
No. 8 ET 10/1/74—Rec'd 8/28/74.

AAA—Mon thru Sat 8-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	19	15	13
6 ti	17	14	12
12 ti	13	11	10
18 ti	11	10	9

**7. PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	14	13	12	11
30 sec.	12	11	10	9

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	75	50	40	30

AM only: 80% of AM/FM combination.

**10. SPECIAL FEATURES**  
FARM, AM ONLY: 1 ti 3 ti 6 ti  
Mon thru Sat 6:15-6:30 am & 12:15-12:30 pm, ea. 25 22 20

**WTHI-FM**

1947



**RAB**

**NAFMD**

Subscriber to the NAB Radio Code  
Media Code 4 215 8836 9.00  
Wabash Valley Broadcasting Corp., 918 Ohio St., Terre Haute, Ind. 47808. Phone 812-232-9481.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 20,000 w.; 99.9 mc. Stereo.  
Operating schedule: 6:30-1 am. EST.  
Antenna ht.: 419 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
TV facilities: WTHI-TV.

**TIME RATES**

80% of AM/FM combination rate.

**WVTS (FM)**

1960



**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 215 8930 0.00  
Hafis Broadcasting, Inc., Box 900, Terre Haute, Ind. 47808. Phone 812-533-2141.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVTS (FM): Programmed for adults 18-49.  
MUSIC: rock, featuring current hits & solid gold. NEWS: network at :55, local & state at :25 at selected hours. SPORTS: included in local newscasts. Cultural, social & weather information throughout day. Contact Representative for further details. Rec'd 8/30/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Michael J. Rafitis.  
Sec'y/Treas.—Harold J. Rafitis.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10d, 12d, 15c, 15d.  
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 51b.  
Comb.: Cont. Discounts: 60i, 60k, 61a, 62d.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**

No. 3 ET 6/15/74—Rec'd 7/5/74.

AA—Mon thru Sat 6-9 am & 3-11 pm.  
A—Mon thru Sat 9 am-3 pm; Sun all day.  
B—Mon thru Sun 11 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

1 ti	14 ti	21 ti	28 ti	1 ti	14 ti	21 ti	28 ti
1 min 10.30	9.15	8.55	7.35	9.15	7.35	6.80	6.25
30 sec 8.55	7.35	6.80	6.25	7.35	6.25	5.60	5.00

10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

PER YR:	500x	1000x	1500x	500x	1000x	1500x
1 min.	7.35	6.95	6.55	6.75	5.75	5.25

**8. PROGRAM TIME RATES**

1 x Sunday morning only	95	1 hr	1/2 hr	1/4 hr	5 min
	60	32	15		

**10. SPECIAL FEATURES** 13 wk 26 wk 52 wk  
5-min news. 11 10 9  
Incl open plus 1 1-min spot.

**VALPARAISO (2 AM; 1 FM)**

Porter County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**WAKE**

1964

Media Code 4 215 9025 6.00  
Porter County Broadcasting Corp., Box 149, Sager Rd., Valparaiso, Ind. 46383. Phone 219-462-6111  
**STATION'S PROGRAMMING DESCRIPTION**  
WAKE: Community oriented from 20-40 age group.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Leonard J. Eillis.

**3. FACILITIES**  
1,000 w., 1500 kc. Directional.  
Operating schedule: Sunrise—local sunset. CST.

**4. AGENCY COMMISSION**  
15/0: payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WLJE (FM).  
Affiliated with American Information Network.  
AM and FM may be combined for frequency discounts.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/1/74—Rec'd 1/14/74.

AAA—Mon thru Fri 6:30-8:30 am & 3:30-6 pm.  
AA—Mon thru Fri 8:30-10 am; Sat 6 am-noon.  
A—Mon thru Fri 10 am-3:30 pm & 6 pm-sign-off; Sat noon-8:30 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

FIXED:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1000 x	6.50	4.25	2.20	6.35	4.15	2.10
520 x	7.00	4.70	2.30	6.75	4.45	2.25
312 x	7.25	4.90	2.45	6.90	4.65	2.35
260 x	7.50	5.10	2.60	7.25	4.90	2.45
156 x	7.70	5.30	2.65	7.40	5.10	2.55
104 x	7.90	5.50	2.70	7.55	5.25	2.65
52 x	8.00	5.70	2.75	7.65	5.45	2.75
26 x	8.25	5.85	2.85	7.75	5.60	2.80
13 x	8.50	6.00	3.00	8.00	5.75	2.90
1 x	9.00	6.50	3.50	8.50	6.25	3.25

**INDIANA**

**A**

FIXED:	1 min	30 sec	10 sec
1000 x	6.00	3.85	2.00
520 x	6.45	4.25	2.15
312 x	6.60	4.40	2.25
260 x	6.85	4.65	2.35
156 x	7.00	4.85	2.45
104 x	7.25	5.00	2.55
52 x	7.55	5.20	2.60
26 x	7.75	5.35	2.65
13 x	7.90	5.50	2.75
1 x	8.00	6.00	3.00

**7. PACKAGE PLANS**

**SATURATION—CLASS A—BOS**

PER WK:	54 ti	48 ti	42 ti	36 ti	24 ti	18 ti	12 ti
1 min 6.00	6.25	6.45	6.60	6.85	7.00	7.50	8.00
30 sec 3.85	4.00	4.25	4.40	4.65	4.85	5.25	5.75
10 sec 1.95	2.10	2.15	2.25	2.35	2.45	2.75	3.00

**10. SPECIAL FEATURES**  
News, extra 10%.

**WLJE (FM)**

1967

Media Code 4 215 9026 6.00  
Porter County Broadcasting Corp., Box 149, Sager Rd., Valparaiso, Ind. 46383. Phone 219-462-6111.  
See affiliated AM station for additional information.  
AM facilities: WAKE.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLJE (FM): C & W, community oriented, 20-40.

**1. PERSONNEL**  
Station Manager—Leonard J. Eillis.

**3. FACILITIES**  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 200 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
AM and FM may be combined for frequency discounts.

**TIME RATES**

No. 3 ET 1/1/72—Rec'd 1/11/72.

**6. SPOT ANNOUNCEMENTS**

520x	312x	260x	156x	104x	52x	1x
1 min 3.00	3.25	3.40	3.55	3.70	3.85	4.00
30 sec 2.00	2.25	2.40	2.55	2.70	2.85	3.00
10 sec 1.00	1.25	1.40	1.55	1.70	1.85	2.00

**WNWI**

1968

**RAB**

## INDIANA

### Vincennes—WAOV—Continued

**7. PACKAGE PLANS**  
WEEKLY RATES  
PER WK:  
25 spots..... 87.50 10 spots..... 38.50  
**10. SPECIAL FEATURES**  
News: 1/4-hour news broadcasts—add 1.50 per program to regular rates for leased wire service.

### WAOV-FM

1965  
Subscriber to the NAB Radio Code  
Media Code 4 215 9262 7.00  
Vincennes Sun Co., 302 Main St., 611-627 American Bank Bldg., Vincennes, Ind. 47591. Phone 812-882-8080, 8061.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 2.800 w.; 96.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 155 ft. above average terrain.

#### TIME RATES

Rates are identical to WAOV. See that listing.

### WABASH (1 AM; 1 FM)

Wabash County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### WAYT

1971  
Media Code 4 215 9275 9.00  
Wabash Radio, 1380 S. Wabash, Wabash, Ind. 46992. Phone 219-563-1161.

**1. PERSONNEL**  
Station Manager—O. J. Jackson.  
**2. REPRESENTATIVES**  
Regional Repts Corp.  
**3. FACILITIES**  
250 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
**4. AGENCY COMMISSION**  
15% time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Indiana Broadcasters Group.

#### TIME RATES

#### NATIONAL AND LOCAL RATES SAME

No. 2 Eff 2/1/74—Rec'd 2/28/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x
1 min.....	6.60	6.40	6.27	6.00	5.90
30 sec.....	4.40	4.25	4.10	4.00	3.70
10 sec.....	2.75	2.70	2.55	2.45	2.40
	156x	260x	312x	520x	1000x
1 min.....	5.75	5.50	5.30	5.00	4.40
30 sec.....	3.50	3.30	3.10	2.75	2.20
10 sec.....	2.35	2.30	2.25	2.00	1.90

**7. PACKAGE PLANS**  
ROS—SATURATION—WITHIN 1 WEEK

	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min.....	5.90	5.75	5.50	5.30	5.00	4.50
30 sec.....	3.70	3.50	3.30	3.10	2.50	2.00
10 sec.....	2.40	2.35	2.30	2.25	2.00	1.50

**10. SPECIAL FEATURES**  
News/Sports, extra 10%.

## WKUZ (FM)

1966  
Subscriber to the NAB Radio Code  
Media Code 4 215 9310 4.00  
Upper Wabash Valley Broadcasting Co., Box 342, Hotel Indiana, Wabash, Ind. 46992. Phone 219-563-4111.

### STATION'S PROGRAMMING DESCRIPTION

WKUZ (FM): Current hits.  
**1. PERSONNEL**  
General Manager—Paul G. Adams.  
**3. FACILITIES**  
ERP 3.000 w.; 95.9 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 150 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL RATE POLICY**  
Affiliated with MBS.

#### TIME RATES

Eff 11/1/74—Rec'd 9/23/71.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x	312x
1 min 5.50	5.50	5.50	5.00	4.75	4.00	3.50	.....	.....
(*) 4.00	3.80	3.60	3.40	3.00	2.80	2.60	2.40	.....

(\*): Station breaks.  
**10. SPECIAL FEATURES**

	1x	26x	52x	104x	156x	260x	312x
News..	6.00	5.75	5.50	5.25	5.00	4.75	4.50

### WARSAW (1 AM; 1 FM)

Kosciusko County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WRSW

1951  
Media Code 4 215 9405 2.00  
Reub Williams & Sons, Inc., Times Bldg., Warsaw, Ind. 46580. Phone 219-267-3111.

**1. PERSONNEL**  
General Manager—M. R. Williams.  
**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1480 kc.  
Operating schedule: 6 am-midnight daily. EST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 7 Eff 11/1/74—Rec'd 8/29/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x
1 min.....	7.00	6.50	5.50	4.75	4.50
30 sec.....	6.00	5.50	4.50	4.00	3.75
	156x	208x	260x	312x	624x
1 min.....	4.25	4.00	3.75	3.50	3.25
30 sec.....	3.50	3.25	3.00	2.75	2.50

Drive time and/or fixed position, per spot extra 1.00.  
**7. PACKAGE PLANS**  
**7 DAYS, ROS:**

	10 ti	15 ti	20 ti	30 ti	50 ti
30 sec.....	4.50	4.25	4.00	3.75	3.50
1 min.....	5.50	5.25	5.00	4.75	4.50

AM only, non-commissionable.  
**10. SPECIAL FEATURES**  
Major newscasts—Extra 1.00 per spot.

#### AM/FM COMBINATION

	1x	13x	26x	52x	104x
1 min.....	8.75	7.85	6.65	5.75	5.45
30 sec.....	7.55	6.65	5.45	4.85	4.55
	156x	208x	260x	312x	624x
1 min.....	5.15	4.85	4.55	4.25	3.95
30 sec.....	4.25	3.95	3.65	3.35	3.05

## WRSW-FM

1948  
Media Code 4 215 9406 0.00  
Reub Williams & Sons, Inc., Times Bldg., Warsaw, Ind. 46580. Phone 219-267-3111.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 50,000 w.; 107.3 mc. Stereo.  
Operating schedule: 6 am-midnight daily. EST.  
Antenna ht.: 312 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WRSW. See that listing for rates.

#### TIME RATES

Rates are identical to WRSW. See that listing.

### WASHINGTON (1 AM; 1 FM)

Davess County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

### WAMW WFML (FM)

1955 1948



Subscriber to the NAB Radio Code

Media Code 4 215 9500 0.00  
Washington Radio, Inc., Box 89, 3 E. Vantrees St., Washington, Ind. 47501. Phone 812-254-4300.

**1. PERSONNEL**  
General Manager—Joe Edwards.  
**2. REPRESENTATIVES**  
Regional Repts Corp.  
**3. FACILITIES**  
250 w.; 1580 kc. Non-directional.  
Operating schedule: 5-2 am. EST.  
**FM FACILITIES**  
ERP 14,000 w.; 106.5 mc  
Operating schedule: 5-2 am. EST.  
Antenna ht.: 330 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% on time only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Indiana Broadcasters Group.

#### TIME RATES

Rates effective May 1, 1955.

Rates received May 6, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min. (*)
1 time.....	30.00	18.00	10.00	5.50	4.00
13 times.....	52.00	28.00	17.00	8.50	5.25 3.80
26 times.....	49.00	27.00	16.00	8.00	5.00 3.60
52 times.....	45.00	25.00	15.00	7.00	4.50 3.40
104 times.....	42.00	23.00	14.00	6.50	4.25 3.00
156 times.....	39.00	21.00	12.50	6.25	4.00 2.80
260 times.....	35.00	19.50	11.00	5.50	3.50 2.60
312 times.....	31.00	16.00	10.20	4.75	3.00 2.40

(\*): Station break.

## WEST TERRE HAUTE

Vigo County—Map location B-7  
See SRDS consumer market map and data at beginning of the State.

### WWVR (FM)

1967

Media Code 4 215 9550 5.00  
United Broadcasting Co., Inc., R.R. No. 3, West Terre Haute, Ind. 47885. Phone 812-533-2161.

**STATION'S PROGRAMMING DESCRIPTION**  
WWVR (FM): Specializing in religious programs.

**1. PERSONNEL**  
General Manager—Howard Edward Huey.  
**3. FACILITIES**  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 5:45-2 am. EST.  
Antenna ht.: 314 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%.

#### TIME RATES

Eff 1/20/67—Rec'd 3/28/68.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x
1 min 3.00	2.75	2.50	2.25	2.10	2.00	1.85	.....
30 sec 2.00	1.85	1.70	1.55	1.45	1.40	1.30	.....
10 sec 1.40	1.30	1.20	1.10	1.00	.90	.80	.....

(\*): Fixed position.

## WINCHESTER

Randolph County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WIUC (FM)

1967

Media Code 4 215 9595 0.00  
IND-10 Radio, Inc., Box 405, Winchester, Ind. 47394. Phone 317-622-0001, Ohio phone 513-964-4306.

**STATION'S PROGRAMMING DESCRIPTION**  
WIUC (FM): Old standards. Nat'l. & local news

**1. PERSONNEL**  
Station Manager—Martin R. Williams.  
**2. REPRESENTATIVES**  
Regional Repts Corp.  
**3. FACILITIES**  
ERP 3,000 w.; 98.3 mc.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 300 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Indiana Broadcasters Group.

#### TIME RATES

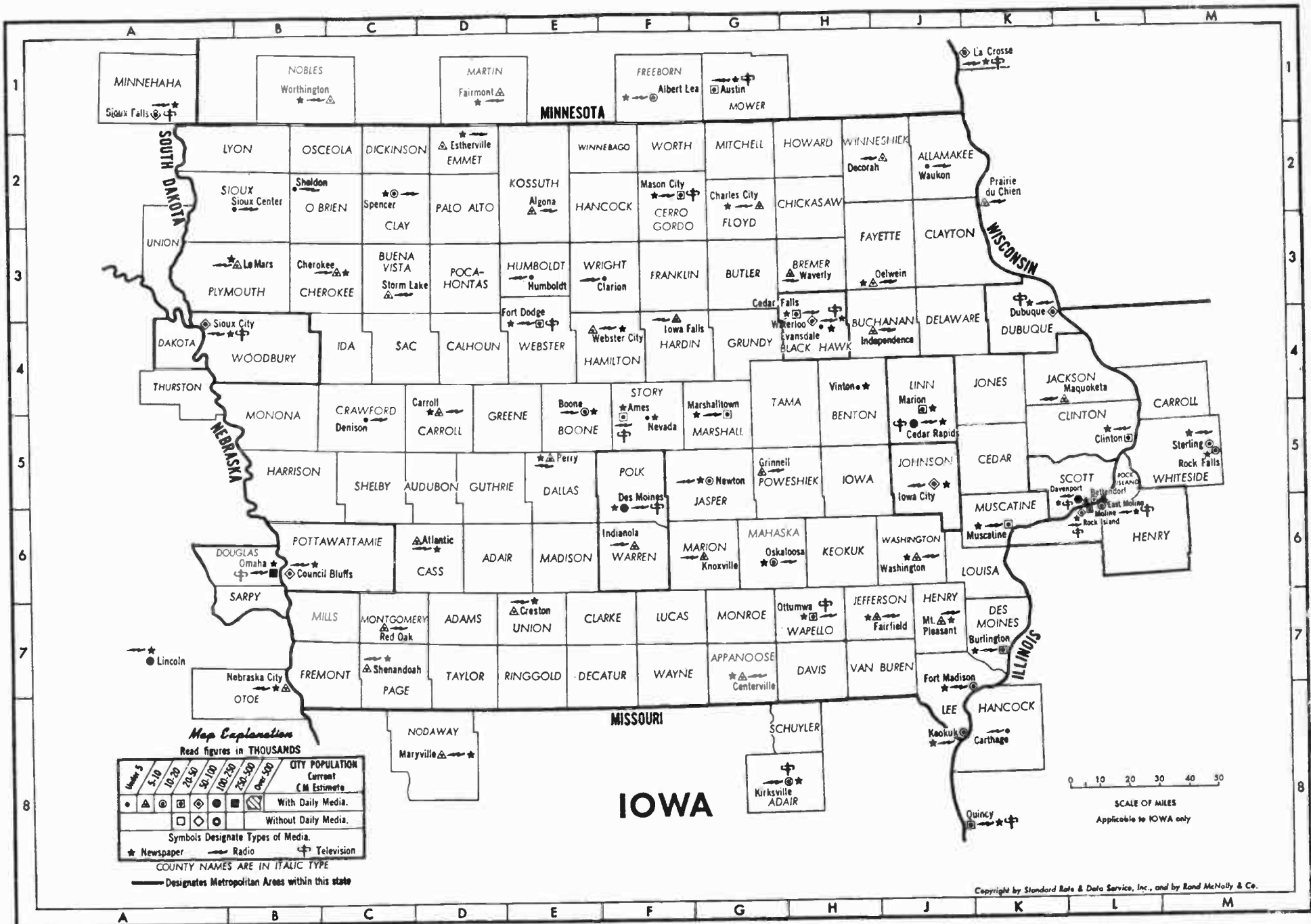
Eff 7/8/74.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x
1 min.....	7.00	6.50	6.00	5.50	4.00
30 sec.....	5.00	4.75	4.50	4.00	3.50
15 sec.....	3.00	2.75	2.50	2.25	2.00

ROS: Deduct 25%.





**SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.**

See it for yourself at the beginning of the listings for the top 150 markets.

# Negro Population Data

(January 1, 1974)

STATE TOTAL	36,690	Dubuque	108
METRO AREAS		Iowa City	659
Cedar Rapids	2,084	Sioux City	872
Davenport		Waterloo	
Rock Island	14,697	Cedar Falls	7,771
Moline		Total Metros.	39,381
Des Moines	12,190		

## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Ames—Story Bettendorf—Scott Burlington—Des Moines	Cedar Falls—Black Hawk Cedar Rapids—Linn Clinton—Clinton		Council Bluffs—Pottawatomie Lamie Davenport—Scott		Des Moines—Polk Dubuque—Dubuque		Fort Dodge—Webster Iowa City—Johnson		Marion—Linn Marshalltown—Marshall		Mason City—Cerro Gordo Muscatine—Muscatine		Ottumwa—Wapello Sioux City—Woodbury Waterloo—Black Hawk								
	Estimates for:													Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)					
	STATE	COUNTY—Map Loc.	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—Per Household (\$)		Retail Sales—1973 By Selected Store Types									
Metropolitan Area			(\$000)	Per Household (\$)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mtds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)			
IOWA STATE TOTALS...	2,900.7	973.83	12,141,911	12,468	7.4	14.7	11.7	27.1	31.9	7,859,632	8,071	1,250,277	186,968	994,089	297,407	329,111	1,428,730	624,969	1,464.83	536.9	6,318,886
ADAIR D-6.....	9.3	3.42	43,279	12,655	9.0	17.0	12.4	22.9	29.6	24,276	7,098	2,553	459	1,149	197	275	3,850	1,839	5.07	4.3	51,102
ADAMS D-7.....	5.9	2.16	22,770	10,542	10.8	18.8	12.7	23.1	22.4	12,414	5,747	2,263	243	601	742	114	1,183	1,189	3.20	2.5	36,889
ALLAMAKEE J-2.....	15.0	4.83	50,368	10,428	14.1	21.2	12.9	20.2	18.5	42,083	8,713	8,191	367	1,767	1,117	641	8,373	3,497	7.12	5.8	45,919
APPANOOSE G-7.....	14.8	5.59	53,956	9,652	13.7	19.7	12.3	20.8	20.2	32,524	5,818	6,725	783	3,784	2,219	1,137	6,517	2,660	7.31	3.1	19,723
AUDUBON D-5.....	9.3	3.23	33,190	10,276	12.4	21.0	13.8	20.2	19.4	23,412	7,248	2,166	365	367	551	872	4,580	2,444	4.97	4.5	67,275
BENTON H-4.....	23.4	7.97	100,879	12,657	7.3	17.3	12.4	24.9	31.3	58,701	7,365	8,354	857	2,526	1,161	1,879	9,767	5,824	11.66	7.7	91,969
BLACK HAWK H-4.....	139.0	43.90	582,429	13,267	6.5	10.5	11.3	30.8	35.1	346,576	7,895	62,523	10,083	71,133	15,854	19,332	82,017	26,617	68.86	5.6	56,285
Waterloo.....	33.8	9.64	135,255	14,031	.....	.....	.....	.....	.....	81,513	8,456	16,242	1,597	1,391	2,651	3,984	27,493	5,967	.....	.....	.....
Waterloo-Cedar Falls Metro Area.....	78.4	26.57	334,190	12,578	.....	.....	.....	.....	.....	234,835	8,838	11,368	8,264	70,356	13,316	15,285	80,200	18,091	.....	.....	.....
BOONE E-5.....	139.0	43.90	582,429	13,267	6.5	10.5	11.3	30.8	35.1	346,576	7,895	62,523	10,083	71,133	15,854	19,332	82,017	26,617	68.86	.....	.....
BREMER H-3T.....	26.5	9.18	109,894	11,971	8.1	17.2	13.0	25.9	29.6	67,141	7,314	11,267	3,579	3,241	2,045	3,132	13,629	5,129	14.05	6.0	67,369
BUCHANAN J-4.....	23.9	7.63	101,992	13,367	7.5	14.1	11.4	26.4	32.2	61,185	8,019	8,939	750	2,997	1,986	1,574	9,004	5,231	11.81	6.0	46,682
BUENA VISTA C-3.....	22.0	6.81	79,064	11,610	7.9	18.4	13.9	25.4	25.2	47,696	7,004	6,009	543	1,775	544	1,389	8,530	4,411	10.31	8.1	57,036
BUTLER G-3.....	21.1	7.33	94,717	12,922	6.7	15.8	11.5	25.8	32.6	69,481	9,479	10,497	1,562	2,726	3,845	3,717	13,863	5,223	11.39	5.5	81,296
CALHOUN O-4.....	17.1	5.90	64,719	10,969	10.8	17.0	13.9	25.8	22.5	44,565	7,553	4,556	206	2,256	236	680	6,659	2,769	8.99	6.1	63,477
CARROLL O-5.....	14.1	5.05	57,863	11,458	9.9	16.7	12.1	24.8	26.2	34,495	6,831	3,763	599	787	822	1,188	5,142	2,600	7.51	4.2	62,248
CASS D-6.....	23.2	7.27	80,245	11,038	7.4	19.7	14.0	25.0	25.5	78,518	10,800	11,219	1,026	3,499	3,458	2,095	11,011	6,899	11.55	7.8	105,554
CEDAR K-5.....	17.3	6.38	69,488	10,892	10.2	21.1	12.9	22.4	25.3	58,134	9,112	6,842	1,376	4,716	2,157	1,394	9,718	5,872	9.17	4.9	69,857
CERRO GORDO F-2.....	18.2	6.17	73,428	11,901	8.2	17.5	13.4	26.2	27.1	49,325	7,994	5,183	298	1,062	761	763	7,998	5,579	9.37	6.8	95,591
Mason City.....	50.0	17.46	212,321	12,160	7.4	14.1	12.4	28.8	31.1	167,036	9,567	24,943	3,900	23,598	10,540	7,055	32,850	10,846	26.86	4.1	56,421
CHEROKEE C-3.....	34.6	12.51	136,560	11,093	.....	.....	.....	.....	.....	127,254	10,337	17,364	3,532	23,598	10,260	6,359	30,229	7,631	.....	.....	.....
CHICKASAW H-2.....	17.4	5.87	73,125	12,457	8.5	17.0	12.5	25.8	30.3	45,828	7,807	7,518	1,176	1,975	2,720	1,737	9,655	2,430	9.13	5.1	95,993
CLARKE F-7.....	15.3	4.88	52,204	10,698	11.2	16.1	12.0	25.1	25.7	39,327	8,059	6,169	531	1,760	384	385	4,436	2,991	7.44	6.0	45,782
CLAY C-2.....	7.4	2.79	31,342	11,234	10.5	17.1	11.3	23.2	26.0	17,973	6,442	3,366	216	812	652	476	3,142	2,835	4.20	3.0	22,844
CLAYTON J-3.....	19.0	6.64	86,265	12,992	9.0	15.5	12.0	24.5	31.3	73,258	11,033	9,381	639	7,881	4,751	2,698	13,077	5,016	10.05	4.6	82,154
CLINTON L-5.....	20.5	6.90	69,883	10,128	10.9	19.5	13.0	23.4	21.4	51,902	7,522	7,006	645	1,000	1,137	2,363	8,648	3,781	10.12	8.4	78,296
Clinton Metro Area.....	58.4	19.29	250,119	12,966	6.1	11.9	12.1	30.0	34.8	167,709	8,694	28,452	4,383	24,687	6,496	8,902	35,681	10,834	28.62	8.1	114,743
CRAWFORD C-5.....	35.6	12.24	158,185	12,924	.....	.....	.....	.....	.....	118,294	9,665	22,451	4,159	22,699	6,284	7,025	27,778	7,019	.....	.....	.....
DALLAS E-5.....	19.2	6.53	68,789	10,534	9.6	19.2	13.1	25.2	24.2	45,178	6,919	5,010	842	4,815	1,130	756	7,822	6,089	9.33	7.4	95,115
DAVIS H-7.....	27.4	9.57	116,397	12,163	7.0	13.0	11.5	28.4	32.6	66,291	6,927	10,042	1,364	3,058	2,391	1,703	11,759	6,038	14.89	5.7	60,016
DECATUR E-7.....	7.8	2.81	31,328	11,149	10.6	20.4	12.3	21.0	23.8	15,427	5,490	1,979	33	1,018	353	313	5,294	2,158	4.23	3.3	23,440
DELAWARE J-4.....	9.7	3.38	28,800	8,521	16.3	21.9	12.9	19.8	14.5	20,108	5,949	3,688	606	683	685	1,988	2,967	2,830	4.37	3.2	26,116
DES MOINES K-7.....	19.2	5.76	69,194	12,013	8.8	16.8	12.4	24.5	27.7	42,580	7,392	5,607	698	2,268	1,149	573	8,758	3,252	8.83	8.2	84,166
Burlington.....	48.7	17.23	213,052	12,365	6.4	13.5	11.6	31.1	33.3	139,100	8,073	28,119	4,313	29,721	4,212	9,631	25,357	10,203	24.88	3.1	35,751
DICKINSON C-2.....	33.2	12.13	143,323	11,816	.....	.....	.....	.....	.....	120,199	9,909	25,986	3,643	29,330	3,822	9,154	22,510	8,291	.....	.....	.....
DUBUQUE K-4.....	12.9	4.70	53,068	11,291	8.6	16.9	13.1	24.9	26.7	36,487	7,763	4,546	685	1,652	1,519	1,419	7,975	3,168	7.61	3.4	40,779
Dubuque Metro Area.....	95.8	27.17	364,889	13,430	5.4	9.9	11.0	31.0	36.5	248,847	9,159	39,851	7,953	68,784	7,563	11,929	40,571	15,632	41.41	10.0	87,050
Dubuque Metro Area.....	65.4	19.31	255,860	13,250	.....	.....	.....	.....	.....	200,197	10,368	36,006	7,183	67,199	6,063	10,372	35,359	12,680	.....	.....	.....
Dubuque Metro Area.....	95.8	27.17	364,889	13,430	5.4	9.9	11.0	31.0	36.5	248,847	9,159	39,851	7,953	68,784	7,563	11,929	40,571	15,632	41.41	.....	.....
EMMET O-2.....	14.3	4.67	52,948	11,338	6.1	15.4	13.2	27.8	27.5	40,962	8,771	6,798	926	3,961	1,806	975	6,756	3,682	7.26	3.3	42,427
FAYETTE J-3.....	26.9	8.85	117,189	11,889	9.0	16.6	12.9	25.2	25.9	82,702	9,345	10,832	1,364	6,366	3,323	3,025	15,677	5,835	12.81	8.3	78,428
FLOYD G-2.....	20.0	6.82	78,425	11,499	6.7	15.9	13.3	27.8	27.3	54,300	7,962	9,240	461	3,714	1,400	1,520	10,457	4,865	10.51	5.5	48,440
FRANKLIN F-3.....	12.9	4.72	52,463	11,115	8.1	18.6	14.2	25.8	25.1	42,464	8,997	5,560	498	4,063	789	1,001	5,724	2,048	7.36	4.9	71,761
FREMONT B-7.....	9.1	3.36	37,819	11,256	8.8	17.6	12.8	25.4	26.8	23,456	6,981	1,956	542	364	240	299	1,306	2,959	5.17	3.2	47,498
GREENE E-4.....	12.4	4.54	59,714	13,153	7.5	13.4	11.5	25.7	32.5	39,321	8,661	4,933	495	1,563	1,047	561	7,215	3,125	7.08	3.5	59,834
GRUNDY G-4.....	14.2	4.95	63,853	12,900	4.9	19.7	14.4	25.9	30.3	47,022	9,499	4,010	642	1,515	528	1,352	7,228	2,929	7.65	6.1	75,206
GUTHRIE D-5.....	12.3	4.49	46,240	10,298	9.7	20.8	13.8	23.4	23.4	24,611	5,481	3,902									



# State, County, City, Metro Area Data

IOWA

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973														
			Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types												
				4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mdr. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- otive (\$000)	Service Station (\$000)	Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
POLK F-5	300.1	103.76	1,434,666	13,827	5.6	10.9	10.3	28.7	39.6	872,902	8,413	165,078	21,574	182,712	46,845	48,033	173,303	65,012	158.41	5.0	36,342	
Des Moines	202.1	73.26	965,645	13,181	.....	.....	.....	.....	.....	727,723	9,933	127,024	19,622	170,794	45,514	39,575	140,932	50,514	.....	.....	.....	
Des Moines Metro Area	330.0	113.01	1,555,650	13,766	5.6	11.1	10.3	29.0	39.1	926,881	8,202	175,023	22,255	184,466	49,185	49,582	185,198	70,853	173.33	.....	168,033	
POTTAWATTAMIE C-6	89.7	29.24	361,183	12,352	6.0	14.8	12.4	29.4	31.1	196,871	6,733	37,085	7,504	16,360	7,393	9,444	38,862	22,297	43.72	4.7	57,895	
Council Bluffs	62.2	20.66	247,727	11,991	.....	.....	.....	.....	.....	148,485	7,187	148,485	6,736	15,426	7,079	8,703	33,343	14,267	.....	.....	33,575	
POWESHIEK H-5	19.2	6.46	94,610	14,646	6.6	17.0	12.4	24.2	33.2	57,833	8,952	7,417	1,147	2,093	2,321	1,431	10,190	5,369	9.91	9.2	125,380	
RINGGOLD E-7	6.3	2.41	25,522	10,590	12.8	22.4	13.2	19.7	22.2	14,330	5,946	1,431	347	1,006	814	739	7,450	2,956	7.97	5.7	61,295	
SAC C-4	15.6	5.40	68,659	12,715	8.4	18.1	12.6	23.7	28.9	45,244	8,379	5,147	474	1,006	1,431	1,431	20,694	7,477	77.11	6.5	.....	
SCOTT L-5	151.0	49.32	695,304	14,098	4.9	8.0	9.9	29.9	40.6	381,776	7,741	67,864	12,058	87,946	16,262	20,694	74,777	29,717	.....	.....	.....	
Bettendorf	25.7	7.59	134,179	17,678	.....	.....	.....	.....	.....	56,012	7,380	12,173	1,451	6,936	2,185	4,293	8,294	3,623	.....	.....	.....	
Davenport	103.3	35.19	462,542	13,144	.....	.....	.....	.....	.....	288,549	8,200	51,885	9,670	73,557	13,942	15,325	62,649	19,197	.....	.....	.....	
Davenport-Rock Island-Moline Metro Area	368.1	123.35	1,695,562	13,746	5.6	10.8	11.5	30.6	36.0	919,535	7,455	170,700	28,483	174,484	32,596	42,311	189,842	65,175	188.05	.....	83,514	
Shelby C-5	15.7	4.96	58,227	11,739	5.5	18.9	12.5	24.4	27.3	41,301	8,327	5,355	385	1,711	684	546	7,473	2,749	7.87	6.3	190,468	
Sioux B-2	28.9	8.78	96,816	12,027	10.6	18.3	13.0	25.2	24.7	81,954	9,334	8,726	1,576	700	1,805	3,552	13,144	5,753	14.01	10.4	70,526	
Story F-4	68.0	20.99	292,259	13,924	7.9	14.4	10.9	25.1	35.2	162,660	7,749	28,117	3,951	21,991	5,700	7,513	25,710	13,042	29.37	5.5	.....	
Ames	44.3	12.75	185,516	14,550	.....	.....	.....	.....	.....	111,676	8,759	22,258	3,110	21,180	4,312	5,753	16,586	8,098	.....	.....	.....	
TAMA H-4	20.4	7.03	80,124	11,397	7.4	16.6	12.8	26.0	27.3	53,008	7,540	5,807	477	1,033	514	1,275	8,610	4,029	10.08	7.1	92,144	
Taylor D-7	8.6	3.34	30,495	9,130	12.3	21.1	13.4	19.4	16.9	21,903	6,558	3,037	323	522	623	623	2,231	1,484	4.44	3.9	36,112	
Union E-7	13.9	5.18	49,504	9,557	11.8	20.1	13.0	23.5	20.8	47,059	9,085	7,202	1,125	3,907	2,818	1,492	5,453	2,591	7.04	3.0	31,045	
Van Buren H-7	8.6	3.18	28,100	8,836	7.2	22.0	11.4	18.8	17.9	11,550	3,632	1,696	109	1,453	.....	.....	7,073	21,897	7,749	21.40	4.1	24,593
Wapello H-7	41.9	15.11	166,507	11,020	15.8	15.1	13.2	28.2	26.8	113,981	7,543	23,456	4,725	13,796	6,698	6,936	21,897	6,792	.....	.....	.....	
Ottumwa	31.3	11.75	122,274	10,406	.....	.....	.....	.....	.....	114,313	9,729	22,675	3,993	13,796	6,666	6,936	11,895	5,841	14.92	6.3	34,485	
Warren F-6	29.9	9.25	120,984	13,079	6.1	9.8	11.2	32.3	35.0	53,979	5,836	9,945	681	1,754	2,340	1,549	12,552	5,074	10.26	5.1	70,025	
Washington J-6	19.1	6.54	83,480	12,765	5.6	13.8	10.3	20.5	45.1	69,670	10,653	6,828	1,018	4,140	2,237	2,395	12,552	5,074	4.57	3.2	29,344	
Wayne F-7	8.1	3.20	30,106	9,408	12.5	20.6	12.0	18.6	20.3	17,847	5,577	4,416	406	691	659	7,469	22,749	11,625	24.35	6.7	57,759	
Webster E-4	49.6	16.59	202,077	12,181	7.0	15.2	12.4	28.0	31.3	147,312	8,880	24,792	4,800	28,758	6,579	7,013	20,438	8,567	.....	.....	.....	
Fort Dodge	30.8	10.54	131,575	12,483	.....	.....	.....	.....	.....	123,082	11,678	23,093	4,079	27,147	6,295	7,142	6,455	2,181	7.77	4.2	39,457	
Winnebago F-2	13.3	4.57	56,132	12,283	7.7	16.7	13.3	26.9	30.5	35,573	7,784	6,329	827	1,592	1,583	1,437	6,899	4,600	9.76	8.6	65,242	
Winneshie J-2	22.2	6.54	86,031	13,155	10.2	17.8	12.6	23.7	27.8	54,035	8,262	9,641	486	4,360	14,594	13,319	54,825	20,988	51.41	7.0	137,900	
Woodbury B-41	103.7	34.98	425,115	12,153	7.8	14.6	12.2	27.1	31.0	292,784	8,370	47,724	10,622	75,916	14,594	12,409	49,573	18,645	.....	.....	.....	
Sioux City	87.2	29.67	358,382	12,079	.....	.....	.....	.....	.....	270,320	9,111	44,816	10,336	75,916	14,594	12,409	58,896	26,202	58.44	.....	.....	
Sioux City Metro Area	117.2	39.30	476,699	12,130	7.6	15.1	12.4	27.3	30.3	330,332	8,405	55,123	11,248	76,493	14,747	15,371	58,896	26,202	58.44	.....	.....	
Worth F-2	8.8	3.16	38,229	12,098	9.2	14.9	12.5	26.2	28.0	19,528	6,180	2,782	538	1,548	194	380	1,529	731	4.86	3.5	38,638	
Wright F-3	16.9	5.94	97,000	16,330	6.5	14.8	10.9	22.5	37.7	61,709	10,389	7,002	841	1,570	1,622	1,461	11,066	4,417	9.27	5.3	59,140	

(t) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## IOWA

See BRDS consumer market map and data at beginning of this State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

#### Hawkeye Radio Network

Comprised of:  
Non-Interconnected Stations  
KCHE—Cherokee  
KRIT (FM)—Clarion  
KDOT—Dubuque  
KMOB—Fairfield  
KXGI, KXGI-FM—  
Pt. Madison  
KHBT (FM)—Humboldt  
KHAB—Indianola  
KIMI (FM)—Keokuk  
Media Code 4 216 0960 2.00  
Business Office—20 N. Wacker Dr., Chicago, Ill.  
60606. Phone 312-236-8887.  
501 Fifth Ave., New York, N. Y. 10017. Phone  
212-972-0882.

- PERSONNEL  
Robert J. Walton.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a.  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract—only billing basis.

TIME RATES  
Er—Rec'd 7/1/74.  
Spots scheduled adjacent to Farm or News programs  
Mon thru Sat 6-7:30 am & 11:30 am-1 pm.

- SPOT ANNOUNCEMENTS  
MEMBER STATIONS

EA:	1 ti	6 ti	12 ti
1 min.....	120	111	104
30 sec: 80% of 1-min.	.....	.....	.....

#### Iowa Radio Network

Comprised of:  
Inter-connected Stations  
KASI-AM, FM—Ames  
KJAN, KJAN-FM—  
Atlantic  
KCPI—Cedar Falls—  
Waterloo  
KROB—Clinton  
KRCB—Des Moines  
WDBQ—Dubuque  
KXFD—Fort Dodge  
KXIC-AM, FM—  
Iowa City  
Media Code 4 216 0129 4.00  
Mailing Address: 1909 Grand Ave., Suite 1, Des  
Moines, Ia. 50309. Phone 515-244-2115.

- PERSONNEL  
President—Paul Olson (KLEM).  
Nat'l Sales Mgr. & Trns.—C. Ross Martin.
- REPRESENTATIVES  
Midwest Radio Reps.
- AGENCY COMMISSION  
15% on net time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8, 8a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Stations can be bought in any combination desired.  
Programs may originate from any station. Merchandising available to all accounts.

TIME RATES  
Er—Rec'd 5/10/73.  
See individual station rates and use following dis-  
count: 6 stations 10%, 10 stations 15%, all stations  
20%.

- SPOT ANNOUNCEMENTS  
7 OR MORE STATIONS  
(ROS or availabilities on request)

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 wk.....	6.00	5.75	5.50	5.25	5.00	4.75	4.50
13 wk.....	5.75	5.50	5.25	5.00	4.75	4.50	4.25
26 wk.....	5.50	5.25	5.00	4.75	4.50	4.25	4.00
39 wk.....	5.25	5.00	4.75	4.50	4.25	4.00	3.75
52 wk.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec: 80% of 1-min.	.....	.....	.....	.....	.....	.....	.....

- DISCOUNTS  
All stations: 5%.
  - PROGRAM TIME RATES  
7 OR MORE STATIONS
- | 1 hr.....                             | 1/2 hr: 60% of hour. | 10 min: 30% of hour. | 5 min: 25% of hour. |
|---------------------------------------|----------------------|----------------------|---------------------|
| 13%—5%                                | 52%—12 1/2%          | 156%—20%             | 260%—25%            |
| 26%—10%                               | 104%—15%             | .....                | .....               |
| 10% off earned rate for all stations. | .....                | .....                | .....               |

#### Iowa Town and Country Network

Comprised of:  
Non-Interconnected Stations  
KLGa, KLGa-FM—  
Algona  
KCOG—Centerville  
KCHA, KCHA-FM—  
Charles City  
KCLN, KCLN-FM—  
Clinton  
KDEC—Decorah  
KDSN, KDSN-FM—  
Demison  
KGRN—Grinnell  
KOUR, KOUR-FM—  
Independence  
KNIA—Knoxville  
KMAQ, KMAQ-FM—  
Maquoketa  
KCOB, KCOB-FM—  
Newton  
KDLS, KDLS-FM—  
Perry  
KIWA, KIWA-FM—  
Sheldon  
KWAY, KWAY-FM—  
Waverly  
KQWC, KQWC-FM—  
Webster City  
Media Code 4 216 0240 0.00  
Mailing address: c/o KMAQ, Box 941, Maquoketa,  
Iowa 52060.

- PERSONNEL  
President—Dick Brandt (KCOB, Newton).  
Vice-President—Wally Stangland (KIWA, Sheldon).  
Secretary—Dennis Voy (KMAQ, Maquoketa).  
Treasurer—John Talbot (KWAY, Waverly).
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- AGENCY COMMISSION  
15% on net time only; no cash discount.

- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Stations can be bought in any combination desired.  
Programs may originate from any station. Merchandising available to all accounts.

TIME RATES  
Er—Rec'd 5/10/73.  
See individual station rates and use following dis-  
count: 6 stations 10%, 10 stations 15%, all stations

# IOWA

## Ames—KASI-FM—Continued

### 3. FACILITIES

EHP 3,000 w.; 107.1 mc. Stereo.  
Operating schedule: 6-2 am. CST.  
Antenna ht.: 400 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations.  
AM earned frequency applicable to FM schedule.  
Member: Iowa Radio Network.

### TIME RATES

AA—8-11 pm.  
A—All other times.  
Rates for time classifications are the same as KASI.  
See that listing for rates.

## KLFFM (FM)

Media Code 4 216 0600 5.00  
Lunde Corporation, Box 1647, 304-1/2 Main St.,  
Ames, Iowa 50010. Phone 515-232-0104

STATION'S PROGRAMMING DESCRIPTION  
KLFFM (FM): Programmed for adults and young  
adults.  
Music 85%, news, sports & public affairs 15%.  
NEWS: network at 15; local at 7, 7:30, 8:30 am,  
12N, 6:20 & 11 pm. Business news at 6:25 pm.  
SPORTS: university football & basketball. MUSIC:  
MOR current hits & standards. Rec'd 11/7/73.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Paul D. Lunde.  
Operations Manager—Mark R. Lunde.

Vice-President—Barbara K. Lunde.

### 3. FACILITIES

ERP 100,000 w.; 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 450 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 net time only.  
5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 15h.

Basic Rates: 20b, 21a, 22b, 23a, 26, 28b.

Contracts: 40a, 41, 45, 46, 47a, 51a.

Comb., Cont. Discounts: 62d.

Cancellation: 70, 73a.

Prod. Services: 80, 81, 82.

Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 ET 11/1/73—Rec'd 10/3/73.

A—6 am-midnight.

B—All other times.

### 6. SPOT ANNOUNCEMENTS

A: Flat 1 min 30 sec 15 sec

3 2

### 8. PROGRAM TIME RATES

A: 1 hr 1/2 hr 1/4 hr 10 min 5 min

Flat 55 34 20 16 12

### 10. SPECIAL FEATURES

A: 1/4 hr 10 min 5 min

Newscasts, flat 16 12 8

B: Approximately 60% of A.

## ATLANTIC (1 AM; 1 FM)

Cass County—Map Location D-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## KJAN

1950



Subscriber to the NAB Radio Code

Media Code 4 216 0720 1.00  
Nishna Valley Broadcasting Co., Inc., Box 389,  
Atlantic, Ia. 50022. Phone 712-243-3920.

STATION'S PROGRAMMING DESCRIPTION

KJAN: Programmed for general interest. FARM 6-7

1. PERSONNEL

Sales Manager—E. G. "Red" Faust.

2. REPRESENTATIVES

Midwest Radio Reps.

3. FACILITIES

250 w. days; 1220 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

Partial simulcast operation. Simulcast during AM

operational hours. For non-simulcast facilities see

KJAN-FM.

4. AGENCY COMMISSION

15/0 monthly.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Iowa Radio Network.

### TIME RATES

No. 9 ET 10/1/73—Rec'd 10/5/73.

AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm.

A—9-11:30 am, 1:30-4 pm & 6:30-11 pm.

### 6. SPOT ANNOUNCEMENTS

CLASS AA

1 min. flat 8.00 20/30 sec. flat 2.00

CLASS A

1 min 8x 26x 52x 104x 156x 206x 312x 520x

1 min 8.00 5.00 4.00 3.00 2.50 2.00

20/30 6.00 4.50 4.25 4.00 3.75 3.50 3.25 3.00

### 7. PACKAGE PLANS

SATURATION PACKAGES—ROS

PER WK: 6 ti 12 ti 18 ti 24 ti 48 ti

1 min. 5.00 4.75 4.50 4.25 4.00

30 sec or less 4.00 3.75 3.50 3.25 3.00

## KJAN-FM

1966



Subscriber to the NAB Radio Code

Media Code 4 216 0721 9.00  
Nishna Valley Broadcasting Co., Inc., Box 389, At-  
lantic, Ia. 50022. Phone 712-243-3920.

See affiliated AM station for additional information.

3. FACILITIES

ERP 100,000 w.; 103.7 mc.

Operating schedule: 6 am-11 pm. CST.

Antenna ht.: 403 ft. above average terrain.

Partial simulcast operation. Operated separately local

simulcast 11 pm. For simulcast facilities see KJAN.

5. GENERAL ADVERTISING See coded regulations

Member: Iowa Radio Network.

### TIME RATES

Rates are identical to KJAN. See that listing.

## BOONE

Boone County—Map Location E-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## KWBG

1950

Subscriber to the NAB Radio Code

Media Code 4 216 0840 7.00  
Ken Kilmer Broadcasting Co., Box 36, 813 Keeler  
St., Boone, Iowa 50036. Phone 515-432-1590.

STATION'S PROGRAMMING DESCRIPTION

KWBG: Programmed for general interest.

1. PERSONNEL

Owner & Mgr.—Ken Kilmer.

2. REPRESENTATIVES

PRO Time Sales, Inc.

Omaha—Soderlund Company.

Western States—Bill Dahlsten & Associates.

3. FACILITIES

1,000 w. days, 500 w. nights; 1590 kc.

Directional—night only.

Operating schedule: 6 am-10 pm. CST.

15/0 time only; 10 days.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.

### TIME RATES

ET 10/12/74—Rec'd 8/16/74.

AA—Mon thru Sat 6:30-9 am, 11 am-1 pm & 4-6

pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti

AA 12.00 11.00 10.00 9.00 7.50 6.00

A 10.00 9.00 8.00 7.00 5.50 4.50

\*BTA 8.00 7.00 6.00 5.00 4.00

30 sec: 80% of 1-min.

(\*) Preemptible, guaranteed 40% AA, 12/24-3/15.

Balance of yr guaranteed 25% AA Mon, Tues, Wed.

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—7% 52 wk—10%

### 10. SPECIAL FEATURES

Farm—Mon thru Sat 6-7 am, 11 am-1:30 pm &

4:55-5:55 pm, AA rate applies.

## BURLINGTON (2 AM; 1 FM)

Des Moines County—Map Location K-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## KBUR

1941



## AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code

Media Code 4 216 0960 3.00  
H. B. Co., Inc., Roosevelt Ave., Burlington, Ia.  
52601. Phone 319-752-2701.

STATION'S PROGRAMMING DESCRIPTION

KBUR: Programmed for general interest.

MUSIC: popular, MOR & top 100. NEWS: 4 man

local news staff. AP & network. WEATHER: full

weather coverage. U. S. weather bureau official

recording station. FARM: markets, weather, exten-

sion service reports. SPORTS: play-by-play coverage.

Contact Representative for further details. Rec'd

12/3/73.

1. PERSONNEL

Pres. & Gen'l Mgr.—David H. Steine.

Sales Manager—Willis E. Schwartz.

Assistant Sales Manager—James M. Livengood.

2. REPRESENTATIVES

Avery-Knodel, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.

Non-directional.

Operating schedule: 5 am-midnight. CST.

Partial simulcast operation. Simulcast 5-8 am. For

non-simulcast facilities see KBUR-FM.

4. AGENCY COMMISSION

15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.

Basic Rates: 20a, 21b, 22a, 24a, 25b, 27, 28a, 28c,

29a, 31.

Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 50, 51b.

Comb., Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Contemporary Network.

### TIME RATES

AM/FM COMBINATION

No. 12 ET 1/1/74—Rec'd 12/19/73.

AA—Mon thru Sat 6-10 am, 11:30 am-1:30 pm &

3-7 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

AA: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti

1 min. 18 17 16 15 14 13

30 sec 15 14 13 12 11 10

A:

1 min. 15 14 13 12 11 10

30 sec 12 11 10 9 8 7

ID's: 50% of 1-min.

AM Only: 80% of combination rate.

## 7. PACKAGE PLANS

TAP—1/2AA, 1/2A

PER WK, EA: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti

1 min. 15 14 13 12 11 10

30 sec. 12 11 10 9 8 7

ID's: 50% of 1-min.

AM Only: 80% of combination rate.

### 8. PROGRAM TIME RATES

AM ONLY: 1x 52x 104x 156x 206x 312x

1/2 hr 50 47 45 40 37 35

1/4 hr 40 37 35 30 27 25

5 min. 25 24 23 22 20 18

## KBUR-FM

1967



Subscriber to the NAB Radio Code

Media Code 4 216 0961 1.00  
R. B., Inc. Roosevelt Ave., Burlington, Iowa 52601.  
Phone 319-752-2701.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

KBUR-FM: Programmed for general interest.

MUSIC: MOR, standards, show tunes, big bands,

Jazz, pop-rock current hits. NEWS: 2 man staff

covers local & regional happenings; 27 newscasts

daily. SPORTS: play-by-play of high school, junior

college, university & professional sports. Contact

Representative for further details. Rec'd 12/3/73.

1. PERSONNEL

Manager—James M. Livengood.

Farm Director—Cletus S. Paul.

2. FACILITIES

ERP 53,140 w. (horiz.), 11,380 w. (vert.); 107.3 mc.

Stereo.

Operating schedule: 5 am-midnight. CST.

Partial simulcast operation. Operated separately 8

am-midnight. For simulcast facilities see KBUR.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.

Sold in combination with KBUR. See that listing

for rates.

### TIME RATES

ET—Rec'd 1/30/68.

### 6. SPOT ANNOUNCEMENTS

PER YR: 30 sec 1 min

122 3.35 4.00

2.65 3.35

## KKUZ



Cedar Rapids—Continued

**KHAK** 1961 **KHAK-FM** 1961



**AVERY-KNODEL, INC.**

**NAB** **RAB**

Communications Properties, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 216 1440 5.00  
Communications Properties, Inc. Box 1363, 1117 1st  
Ave., S. E., Cedar Rapids, Iowa 52401. Phone 319-  
365-9431.

- PERSONNEL**  
General Manager—James Young.  
Operations Director—Thomas Uttormark.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Minneapolis, St. Paul—Paul J. Ewing.
- FACILITIES**  
1,000 w. days; 1360 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 1,000 w.; 98.1 mc.  
Antenna ht.: 240 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25c, 29a.  
Contracts: 40a, 41, 44a, 45, 46.  
Comb.: Cont. Discounts: 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82  
Affiliated with MHS.  
10% discount when bought in conjunction with  
WDHQ, Dubuque.

**TIME RATES**

No. 7 Eff 10/1/73—Rec'd 9/10/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

CLASS AA	10	6 ti	12 ti	18 ti	24 ti
1 min.	15.00	14.00	13.00	12.00	11.00
20/30 sec.	12.00	11.25	10.50	9.50	8.75
10 sec.	9.00	8.50	7.75	7.25	6.50

CLASS A	10	6 ti	12 ti	18 ti	24 ti
1 min.	13.00	12.00	11.00	10.00	9.00
20/30 sec.	10.50	9.50	8.75	8.00	7.25
10 sec.	7.75	7.25	6.50	6.00	5.50

- PACKAGE PLANS**  
12 Plan—AAA 6-10 am, 4A 10 am-3 pm, 4AA 3-7 pm.  
18 Plan—AAA 6-10 am, 7A 10 am-3 pm, 5AA 3-7 pm.  
24 Plan—AAA 6-10 am, 8A 10 am-3 pm, 7AA 3-7 pm.  
PLAN: 12 18 24  
20/30 sec. 132 189 228  
10 sec. 105 153 180  
7-day equal schedule, time class rotation. Combinable with spots.

**KLWW** 1949



**ROBERT E. EASTMAN & CO., INC.**

**NAB** **RAB**

Blackhawk Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 216 1560 6.00  
Black Hawk Broadcasting Co., 1110 26th Ave. S.W.  
Cedar Rapids, Ia. 52404. Phone 319-363-8265.

- PERSONNEL**  
General Manager—Bill Bolster.  
Station Manager—Dave Schneider.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.  
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.  
Contracts: 40a, 41, 44a, 44b, 45.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Affiliated with Eastman Radio Network.  
Member: Farm Directors Radio Network.

**TIME RATES**

No. 22 Eff 12/15/72—Rec'd 12/28/72.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-8 am & 10 pm-midnight; Sun all day.

SECTION I	1 ti	12 ti	18 ti	24 ti
1 min.	19.50	17.50	15.50	13.50
30/20 sec.	16.80	14.40	12.80	11.20
10 sec.	10.50	9.00	8.00	7.00

SECTION II	1 ti	18 ti	15 ti	13 ti
1 min.	18.00	15.00	13.00	11.00
30/20 sec.	14.40	12.00	10.40	8.80
10 sec.	9.00	7.50	6.50	5.50

SECTION III	1 ti	12 ti	18 ti	24 ti
1 min.	14.00	12.00	11.00	10.00
30/20 sec.	11.20	9.60	8.80	8.00
10 sec.	7.00	6.00	5.50	5.00

- PACKAGE PLANS**  
**WEEKLY CUME PLANS**  
PER WK. EA: 1 min  
Plan A. 30 ti (15I, 10II, 5III) 11  
Plan B. 15 ti (8I, 5II, 2III) 13  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**S. PROGRAM TIME RATES**  
5-min—1/2x applicable 1-min.

**RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%  
Sold in combination with KWWL, Waterloo. All  
packages including Cume Plans, combine for fre-  
quency discount.

**WMT and WMT-FM** 1922

**CBS Radio Network**



**KATZ RADIO**



**NAB** **RAB** **NABFM**

**A WMT Station**  
Subscriber to the NAB Radio Code  
Sold in combination only.  
Media Code 4 216 1680 6.00  
Paramount Theatre Bldg., 5th floor, Cedar Rapids,  
Ia. 52406. Phone 319-393-8200, TWX 910-525-  
1326.

- PERSONNEL**  
General Manager—Lew Van Nostrand.  
Station Manager—Kenneth L. Hastle.  
Sales Manager—Jerry Bretey.
- REPRESENTATIVES**  
Katz Radio.  
Omaha, Lincoln—Soderlund Company.
- FACILITIES**  
5,000 w.; 600 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 32,000 w.; 98.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 549 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,  
15c, 16.  
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a,  
29a, 33a.  
Contracts: 40a, 41, 42a, 42d, 43, 44a, 45, 46, 47a,  
48, 50, 51a.  
Comb.: Cont. Discounts: 60d, 60f, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Katz Radio Network.  
Affiliated with CBS.

**TIME RATES**

**WMT and WMT-FM COMBINATION**  
No. 31 Eff 5/1/74—Rec'd 5/16/74.  
AA—Mon thru Sat 6-10 am & noon-1 pm.  
A—Mon thru Sat 5:30-6 am, 10 am-noon, 1-3 pm &  
3-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 5-5:30 am & 7-10:30 pm; Sun  
10:30 pm-midnight.

PER WK. 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	65	63	60	57	54
A	45	42	39	36	34
B	35	32	29	26	25

20/30 sec: 75% of 1-min. 10 sec: 80% of 1-min.

- SPOT ANNOUNCEMENTS**  
PER WK. 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 65 63 60 57 54  
A 45 42 39 36 34  
B 35 32 29 26 25  
20/30 sec: 75% of 1-min. 10 sec: 80% of 1-min.

- PACKAGE PLANS**  
**WMT & WMT-FM COMBINATION**  
**WEEKEND PLAN**  
(Fri after 7 pm; Sat except 6-10 am & noon-1 pm;  
Sun all day)  
12 spots per wk, no more than 6 on Sat:  
Before 7 pm: 31 After 7 pm: 24  
**WMT-AM ONLY:** 1 min 20/30 10 sec  
Deduct: 10.00 7.50 5.00

**THE OVERNIGHT SHOW—AM ONLY**  
(Mon thru Sat 10:30 pm-5 am)  
PER WK: 3 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
Ea 6.00 5.00 4.75 4.50 4.25 4.00  
May not be combined for other spots for frequency.  
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

- PROGRAM TIME RATES**  
**AM ONLY**  
AA—Mon thru Sat 6-10 am & noon-1 pm.  
A—Mon thru Sat 5:30-6 am, 10 am-noon, 1-3 pm &  
3-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-5:30 am; Sun 5:30-6 am.

PER YR:	1x	26x	52x	104x	156x	260x
1/2 hr.	135	129	123	117	111	105
1/4 hr.	94	90	88	82	78	74
10 min.	73	70	67	63	60	57
5 min.	62	59	56	53	50	47

CLASS AA	1x	26x	52x	104x	156x	260x
1/2 hr.	108	101	96	90	85	79
1/4 hr.	70	67	64	61	57	53
10 min.	53	51	48	45	43	40
5 min.	42	41	39	36	34	32

CLASS B	1x	26x	52x	104x	156x	260x
1 hr.	145	138	131	124	116	109
1/2 hr.	85	81	77	73	68	64
1/4 hr.	57	55	52	49	46	43
10 min.	43	41	39	37	34	32
5 min.	31	30	28	27	25	24

**TALENT AND PRODUCTION**  
(Commissionable)  
15 min: 10.00 5 min: 5.00  
10 min: 7.50

**CENTERVILLE**

Appanoose County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**KCOG** 1949

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 216 1800 0.00  
Charlton Valley Broadcasting Co., 317-1/2 N. 13th,  
Centerville, Iowa 52514. Phone 856-3241.  
**STATION'S PROGRAMMING DESCRIPTION**  
KCOG: C & W, & MOR music.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Michael G. O'Connor.
  - FACILITIES**  
500 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-10 pm, CST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Iowa Town and Country Network.
- TIME RATES**  
No. 9 Eff 11/1/73—Rec'd 10/31/73.  
AA—5:45-9 am, 11:30 am-1 pm & 5-6 pm.  
A—9-11:30 am, 1-5 pm & 6-10 pm.
- SPOT ANNOUNCEMENTS**  
CLASS AA  
1 min, flat: 8.00 20/30 sec, flat: 6.00  
CLASS A  
1x 26x 52x 104x 156x 260x 312x 520x  
1 min 8.00 6.00 5.50 5.00 4.75 4.50 4.25 4.00  
20/30 6.00 4.50 4.25 4.00 3.75 3.50 3.25 3.00

**CHARLES CITY (1 AM; 1 FM)**

Floyd County—Map Location G-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**KCHA** 1949 **KCHA-FM** 1971

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 216 1920 6.00  
Radio Incorporated, 207 N. Main St., Charles City,  
Iowa 50618. Phone 515-228-1321.  
**STATION'S PROGRAMMING DESCRIPTION**  
KCHA: Programmed for adults with special atten-  
tion to farmers.

- PERSONNEL**  
Pres. & Gen'l Mgr.—LuVerne J. Bromberg.
  - REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
  - FACILITIES**  
500 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 3,000 w.; 104.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 100 ft. above average terrain.  
Simulcast 6 am-7:30 pm.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Iowa Town and Country Network.
- TIME RATES**  
Eff 1/1/74—Rec'd 4/28/71.

- PACKAGE PLANS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min: 6.00 5.75 5.50 5.25 5.00 4.75  
30 sec: 80% of 1-min. 10 sec: 80% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
28 wk—5% 52 wk—10%

**CHEROKEE**

Cherokee County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**KCHE** 1952

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 216 2040 2.00  
C & H Broadcasting, Inc., Box 496, 201 S. 8th St.,  
Cherokee, Iowa 51012. Phone 712-225-2511.

- PERSONNEL**  
Sec'y-Treas. & Gen'l Mgr.—Charles Kay Hutchinson.
  - REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
  - FACILITIES**  
500 w. days; 1440 kc. Non-directional.  
Operating schedule: 8 am-local sunset. CST.
  - AGENCY COMMISSION**  
15% time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Hawkeye  
Radio Network.
- TIME RATES**  
No. 2 Eff 12/1/67—Rec'd 12/7/67.  
AA—Mon thru Sat 6-9 am; noon-1 pm & 4-6 pm.  
A—All other times.
- SPOT ANNOUNCEMENTS**  
CLASS AA  
30 sec 1 min 30 sec 1 min  
624 x 2.60 4.20 52 x 4.10 5.70  
312 x 2.80 4.50 26 x 4.40 6.00  
156 x 3.20 4.80 13 x 4.70 6.80  
260 x 3.50 5.10 1 x 5.00 7.00  
104 x 3.80 5.40

**IOWA**

	30 sec 1 min	CLASS A	30 sec 1 min
624 x	2.05	3.60	52 x 5.00
312 x	2.40	3.90	26 x 5.45
260 x	2.70	4.20	13 x 5.75
156 x	3.00	4.50	1 x 6.05
104 x	3.30	4.80	
10 sec ID's:	50% of 1-min.		

- SPECIAL FEATURES**  
Newcasts—earned rate plus 1.50.  
Weather (1-min at :15 and :45)—30-sec rate plus  
1.50.  
Markets—5-min rate plus 1.50.  
Big Minute—(news and weather headlines at :30)—  
1-min rate plus 1.50.

**CLARION**

Wright County—Map Location F-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**KRIT (FM)** 1964

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 216 2160 8.00  
Wright County Radio Co., Box 233, 215-6th St.,  
S. W., Clarion, Iowa 50525. Phone 515-532-2829.  
**STATION'S PROGRAMMING DESCRIPTION**  
KRIT (FM): Programmed for general interest.

- PERSONNEL**  
General Manager—Marvin L. Hull.
  - FACILITIES**  
ERP 93,000 w.; 96.9 mc.  
Operating schedule: 6 am-10:15 pm. CST.  
Antenna height: 266 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0: 10th of month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Hawkeye Radio Network.
- TIME RATES**  
Eff 1/1/74—Rec'd 1/2/74.
- SPOT ANNOUNCEMENTS**  
1x 13x 52x 104x 156x 260x 312x  
1 min 5.25 4.50 4.25 3.85 3.50 3.15 2.95  
30 sec 3.85 3.60 3.30 3.05 2.75 2.45 2.00
  - SPECIAL FEATURES**  
Participating News at 8 am & 12:15 pm, 30 sec 1x  
rate.

**CLINTON (2 AM; 2 FM)**

Clinton County—Map Location L-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**KCLN** 1956 **KCLN-FM** 1970

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 216 2280 4.00  
Valley Broadcasting Co., Box 875, 501 N. 2nd St.,  
Clinton, Iowa 52732. Phone 319-243-1390.

- STATION'S PROGRAMMING DESCRIPTION**  
KCLN: Programmed for adult audience, ages 20-50.  
FARM: 6-7 am interviews, market reports, county  
agent reports, special livestock market reports &  
news. AIR PERSONALITIES handle all segments  
with farm director excerpts & reports. MUSIC:  
popular featuring standards, some country & western  
& modern. NEWS: major blocks at 7, 8:30 am,  
noon, 5 & 9:30 pm; local at :60; network at :30;  
5 min throughout rest of day. SPORTS: live play-  
by-play area high school football, basketball, wrest-  
ling & baseball, big ten football & national league  
baseball. Live discussion show weekly with area  
high school coaches in football & basketball seasons.  
Contact representative for further details. Rec'd  
2/3/74.

- PERSONNEL**  
President—Robert Z Morrison.  
Gen'l & Sales Mgr.—Ken Kroemer.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
1,000 w. days; 1390 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w.; 97.7 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 250 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22a, 24b, 28c, 29a.  
Contracts: 40c, 44a, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 60c, 61a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Member: Iowa Town and Country Network.

- SPOT ANNOUNCEMENTS**  
EFF 5/1/74—Rec'd 6/10/74.  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 min: 8.00 7.50 7.00 6.50 6.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- <







The last time  
anyone bought  
a whole state  
was in 1867  
for \$7,200,000.00!

Another one's  
for sale today at  
a fraction of  
that price!

The one that is for sale today is the state of Iowa. Well, at least 90 of the 99 counties, and they can all be purchased (including 2,503,200 people) in one buy at only a fraction of what was paid for Alaska. How can you do this? Buy KIOA AM/FM ... KIOA reaches Iowans ... from the kids straight to the biggest buying segment of the adult population—the 18 to 49 years olds.

KIOA-AM ... 25 years in Des Moines, Iowa ... the same contemporary format since the 50's ... the station that Iowans have "grown up" on and with. KIOA is the dominant station when considering the Des Moines Metro market or the whole state.

Bill Seward knew a good buy when he saw one ... You have just seen one, buy Iowa (ask your Eastman for more details)

**kioa** am/fm

(Source—The Pulse, Inc., D.M.R.S.A., Mar.-Apr., '74)



WILLIAM H. SEWARD.

## IOWA

Des Moines—Continued

KIOA

1947



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code

Media Code 4 216 3840 4.00  
Mid-America Broadcasting Inc., 215 Keo Way, Des Moines, Iowa 50309. Phone 515-282-9191.

### STATION'S PROGRAMMING DESCRIPTION

KIOA: NEWS: 6 man news staff, 1 mobile unit. 5 min at :45 & :15 drivetimes; 5 min at :45 other dayparts. SPORTS: within newscasts. COMMERCIAL POLICY: non-cluster commercials. Contact Representative for further details. Rec'd 9/29/73.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Paul Jay Jacobson.  
Local Sales Manager—Jim Johnson.  
Operations Manager—Peter McLane.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
10,000 w. days, 5,000 w. nights; 940 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 23a, 24a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. 5 Rev 1/29/73—Rec'd 2/2/73.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I			
	11 ti	12 ti	18 ti	24 ti
1 min	45.00	41.00	39.00	37.00
30 sec	38.00	32.80	31.20	29.60
10 sec	22.50	20.50	19.50	18.50
SECTION II				
1 min	37.00	33.00	31.00	29.00
30 sec	29.60	26.40	24.80	23.20
10 sec	18.50	16.50	15.50	14.50
SECTION III				
1 min	29.00	26.00	24.00	22.00
30 sec	23.20	20.80	19.20	17.60
10 sec	14.50	13.00	12.00	11.00

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
RATEHOLDER  
Minimum wly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

8. PROGRAM TIME RATES  
5 min—1-1/2 x applicable 1-min rate.

KIOA-FM

1964



Media Code 4 216 3841 2.00

Mid-America Broadcasting, Inc., 215 Keo Way, Des Moines, Iowa 50309. Phone 515-282-9191.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 100,000 w.; 93.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna height: 420 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with Eastman Radio Network.

### TIME RATES

Eff 5/1/71—Rec'd 4/23/71.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-noon.

A—Mon thru Fri 6-10 am.  
B—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	I ti			
	11 ti	12 ti	18 ti	24 ti
AAA	16.00	14.00	13.00	12.00
AA	13.00	11.00	10.00	9.00
A	9.00	7.00	6.00	5.00
B: Sat 3.00.				
30 SEC:				
AAA	12.80	11.20	10.40	9.60
AA	10.40	8.90	8.00	7.20
A	7.20	5.80	4.80	4.00
B: flat 2.40.				
10 sec: 50% of 1-min.				

### CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

### 7. PACKAGE PLANS

#### BEST BUY PLANS

EA: 1 min 30 sec  
Plan A, 15 ti (6AAA, 6AA, 3A)..... 9.00 8.00  
Plan B, 30 ti (12AAA, 12AA, 6A)..... 7.00 5.60  
Not combinable with other weekly plans for added frequency.

#### RATEHOLDER

Minimum weekly schedule of 6 spots, any length, in AAA, AA or A time required.

(Des Moines continued on next page)



KLYF (FM)

BLAIR RADIO

1948



Subscriber to the NAB Radio Code  
Media Code 4 216 3960 0.00  
Palmer Broadcasting Co., 1100 Walnut St., Des Moines, Iowa 50308. Phone 515-288-6511. TWX 910-520-2549.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KLYF (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :59. Contact Representative for further details Rec'd 5/4/73.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Operating schedule: 6-11 am. CST. Antenna ht.: 1,700 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Blair Represented Network. WHO spots combine with KLYF (FM) spots for frequency discount on KLYF (FM) ONLY.

**TIME RATES**  
No. 4 ET 6/10/74—Rec'd 6/11/74.

AA—Mon thru Sun 10 am-7 pm.  
A—Mon thru Sun 6-10 am & 7-10 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 tl.	32	31	30	29	22	21	20	19
6 tl.	31	30	29	28	21	20	19	18
12 tl.	30	29	28	27	20	19	18	17
18 tl.	29	28	27	26	19	18	17	16

1 ti.	6 ti.	12 ti.	18 ti.
17	16	15	12
16	15	14	13
15	14	13	12
14	13	12	11

1 ti.	6 ti.	12 ti.	18 ti.
14	13	12	11
13	12	11	10
12	11	10	9
11	10	9	8

1 ti.	6 ti.	12 ti.	18 ti.
14	13	12	11
13	12	11	10
12	11	10	9
11	10	9	8

**7. PACKAGE PLANS**

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 tl.	17	16	15	14	13	12	11	10
6 tl.	16	15	14	13	12	11	10	9
12 tl.	15	14	13	12	11	10	9	8
18 tl.	14	13	12	11	10	9	8	7

KRNT and KRNT-FM

1935 1970

CBS Radio Network



KATZ RADIO



Subscriber to the NAB Radio Code  
Media Code 4 216 4080 0.00  
Stauffer Publications, Inc., Box 1350, 611 5th Ave., Des Moines, Iowa 50305. Phone 515-280-1350.

**STATION'S PROGRAMMING DESCRIPTION**  
KRNT: MUSIC: modern adult MOR and general popular. Personality & news. Contact Representative for further details Rec'd 4/16/71.

KRNT-FM: MUSIC: solid gold—current hits of today & classic oldies of yesterday. NEWS: 5 min at :39. Contact Representative for further details. Rec'd 7/28/71.

**1. PERSONNEL**  
General Manager—Al Lobeck.  
General Sales Manager—Ron Granzow.  
Program Director—Bet Hull.

**2. REPRESENTATIVES**  
Katz Radio

**3. FACILITIES**  
5,000 w.; 1350 kc. Directional—night only. Operating schedule: 5:30 am-midnight, CST. FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.), 102.5 mc. Antenna ht.: 514 ft. above average terrain. Simulcast 6-10 am Mon thru Fri.

**4. AGENCY COMMISSION**  
15/10 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23b, 24c, 25a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.  
Comb.; Cont. Discounts: 60b, 60f, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

Affiliated with CBS.

Affiliated with Katz Radio Network.

**TIME RATES**

KRNT and KRNT-FM COMBINATION

No. 26 Rev 1/10/73—Rec'd 1/18/73.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	27	26	25	24	23
AA	22	21	20	19	18
A	20	19	18	17	16
B	17	16	15	14	13

20/30 sec: 80% of 1-min. AM only.  
10 sec: 50% of 1-min. AM only.  
AM only; deduct 3.00 per spot; not applicable in AAA.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN

PER WK:	1 ti	12 ti	18 ti	24 ti
1/3AAA, 1/3AA, 1/3A	19	18	17	16

KSO

1921

A Stoner Station

Media Code 4 216 4200 0.00  
Stoner Broadcasting System, Inc., 3900 N. E. Broadway, Des Moines, Iowa 50317. Phone 515-265-6181.

**STATION'S PROGRAMMING DESCRIPTION**  
KSO: MUSIC: Country. NEWS: at :60 & :30. AIR PERSONALITIES handle all segments. Promotion and contests. Merchandising plan for clients. Contact Representative for further details. Rec'd 2/25/74.

**1. PERSONNEL**  
General Manager—Guy Fowler.  
Sales Manager—Dennis Brdicko.  
Program Director—Terry St. John.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w.; 1400 kc. Directional—night only. Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/10 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: KFMG (FM).

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MINUTE	1 ti	6 ti	12 ti	18 ti	24 ti
AA	23	21	20	19	18
A	20	18	17	16	15
B	14	13	12	11	10

**7. PACKAGE PLANS**

TAP I—1/3AA, 1/2A

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 tl.	17	16	15	14	13	12	11	10
6 tl.	16	15	14	13	12	11	10	9
12 tl.	15	14	13	12	11	10	9	8
18 tl.	14	13	12	11	10	9	8	7

1 ti.	6 ti.	12 ti.	18 ti.
14	13	12	11
13	12	11	10
12	11	10	9
11	10	9	8

**TIME RATES**  
No. 9 ET 11/1/73—Rec'd 10/16/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm.  
B—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MINUTE	6 ti	12 ti	18 ti	24 ti
AA	23	21	20	19
A	20	18	17	16
B	14	13	12	11

**7. PACKAGE PLANS**

TAP I—1/3AA, 1/3A, 1/3B

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 tl.	17	16	15	14	13	12	11	10
6 tl.	16	15	14	13	12	11	10	9
12 tl.	15	14	13	12	11	10	9	8
18 tl.	14	13	12	11	10	9	8	7

30 sec: 50% of 1-min. 10 sec: 60% of 1-min. Schedules on AM & FM earn frequency for both stations.

KWKY

1948

Media Code 4 216 4440 2.00  
Norseman Broadcasting Inc., Box 662, Des Moines, Iowa 50303. Phone 515-244-7122.

**STATION'S PROGRAMMING DESCRIPTION**  
KWKY: Programmed for adults and young adults. MUSIC: country and western exclusively. AIR PERSONALITIES 5:30-7:30 am, 10 am-2 pm, 2-6 pm. NEWS: 5 min on hour, headlines on half hour. Rec'd 8/14/67.

**1. PERSONNEL**  
President—David McBride.  
General Manager—Walter Martell.

**3. FACILITIES**  
1,000 w.; 1150 kc. Directional—separate patterns day and night. Operating schedule: 5:45 am-midnight, CST.

**4. AGENCY COMMISSION**  
15/10 time only; rendered weekly or monthly.

**5. GENERAL ADVERTISING** See coded regulations

General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
Rates effective January 21, 1966.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MINUTE	1 ti	6 ti	12 ti	18 ti	24 ti
1 ti.	9.50	7.25	104 ti	7.50	5.75
13 ti.	9.00	6.75	156 ti	7.00	5.25
26 ti.	8.50	6.50	260 ti	6.50	5.00
52 ti.	8.00	6.00	500 ti	5.50	4.25

**7. PACKAGE PLANS**

WEEKLY PACKAGES—ROS

PER WK:	1 wk	13 wk	26 wk	52 wk
10 ti.	8.00	6.00	25 ti	6.50
15 ti.	7.50	5.75	30 ti	6.00
20 ti.	7.00	5.25		5.50

ED's—3.00.

**8. PROGRAM TIME RATES**

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
90.00	54.00	40.00	30.00	24.00
85.50	51.30	37.50	27.50	22.00
81.00	48.60	35.00	25.00	20.00
76.50	45.90	32.50	22.50	18.00
72.00	43.20	30.00	20.00	16.00

WHO

1924

NBC Radio Network

BLAIR RADIO



Subscriber to the NAB Radio Code

Media Code 4 216 4560 7.00  
WHO Broadcasting Co., 1100 Walnut St., Des Moines, Ia. 50308. Phone 515-288-6511. TWX 910-520-2549.

**1. PERSONNEL**  
Pres. & Treas.—Dr. D. D. Palmer.  
Vice-Pres. & Gen'l Mgr.—Robert H. Harter.  
Sales Manager—Abe Barron.

**2. REPRESENTATIVES**  
Blair Radio

**3. FACILITIES**  
50,000 w.; 1040 kc. Non-directional. Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15/10 time and talent; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 20b, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 48.  
Comb.; Cont. Discounts: 60b, 60f, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
FM facilities: KLYF (FM).  
Affiliated with NBC and Blair Represented Network. WHO spots combine with KLYF (FM) spots for frequency discount on KLYF (FM) ONLY.

**TIME RATES**  
No. 28 ET 8/1/68—Rev 3/15/73—Rec'd 5/2/73.

**6. SPOT ANNOUNCEMENTS**

AA—Mon thru Sat 6-10 am & noon-1 pm.  
A—Mon thru Sat 11:30 am-noon & 4-7 pm.  
B—Mon thru Sat 5:30-6 am, 10-11:30 am & 1-4 pm.  
C—Mon thru Sat 5-5:30 am & 7 pm-midnight; Sun sign-on-midnight.  
D—Mon thru Sat midnight-5:30 am.

**PER WK, 1 TI:**

1 wk	5 wk	13 wk	26 wk	52 wk
AA	74	70	66	62
A	57	53	50	47
B	53	49	46	43
C	22	29	27	25
D	15	14	13	12

**7 TI:**

1 ti.	6 ti.	12 ti.	18 ti.
70	66	62	58
53	50	46	43
49	46	43	40
28	26	24	22
18	17	16	15

**14 TI:**

1 ti.	6 ti.	12 ti.	18 ti.
66	62	58	54
46	43	40	

# IOWA

## Des Moines—W H O—Continued

4 TI:	1 wk	5 wk	13 wk	26 wk	39-52
A	119	114	110	105	101
B	91	87	84	80	77
C	47	45	44	42	41
D	24	24	23	22	21
6+:					
A	114	110	105	101	96
B	87	84	80	77	73
C	45	44	42	41	39
D	23	23	22	21	20
1 TI:	5 MINUTES				
A	96	92	89	85	82
B	74	71	69	66	64
C	38	36	35	33	32
D	19	18	17	16	15
3 TI:					
A	92	89	85	82	78
B	71	69	66	64	61
C	36	35	33	32	31
D	18	18	17	16	15
4 TI:					
A	89	85	82	78	75
B	69	66	64	61	59
C	35	33	32	31	29
D	17	16	15	14	13
6+:					
A	85	82	78	75	71
B	66	64	61	59	56
C	33	32	30	29	27
D	16	15	14	13	12

## DUBUQUE (2 AM; 2 FM)

Dubuque County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

### KDTH 1941

## NBC Radio Network

Subscriber to the NAB Radio Code  
Media Code 4 216 4680 3.00

The Telegraph-Herald, Bluff St. and 8th Ave., Dubuque, Ia. 52001. Phone 319-588-5700.

**STATION'S PROGRAMMING DESCRIPTION**  
KDTH: Programmed for general interest.  
NEWS: 15 min 6, 7, 8 am & 10 pm; major evening news and sports 6-8:30 pm; network news 5 min at :30. Regular editorials & replays. FARM: markets & detailed regional & local weather 5:30-7 am. Housewife phone show 9-10 am with guests, problems, recipes. MUSIC: M-F 5:30 am-3 pm MOR; 3-10 pm top 100; weekends—top 100 except Sat 2:15 am-noon country & western. AIR PERSONALITIES on all programs. SPORTS: local high school, college & university play-by-play football & basketball. Contact Representative for further details. Rec'd 4/2/71

- PERSONNEL**  
General Manager—George Lipner.  
Sales Manager—Pat G. Fleming.  
Program Director—Jerry Larsen.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1370 kc.  
Directional—night only.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21d, 22a, 24a, 24b, 25c, 28a, 29a, 30.  
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60l, 61b, 62a, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z.  
Prod. Services: 80, 81, 82.  
FM facilities: KFMD (FM).  
Affiliated with NBC.  
Member: Hawkeye Radio Network.

### TIME RATES

No. N-17 Eff 5/1/71—Rec'd 4/2/71.  
AAA—Mon thru Sat 6-9 am & noon-1 pm.  
AA—All other times.

<b>6. SPOT ANNOUNCEMENTS</b>						
CLASS AAA 1 MINUTE						
PER WK:	11	12	18	24	30	36
1 wk	11.00	10.75	10.50	10.25	10.00	9.75
13 wk	10.50	10.25	10.00	9.75	9.50	9.25
26 wk	10.00	9.75	9.50	9.25	9.00	8.75
52 wk	9.75	9.50	9.25	9.00	8.75	8.50
30 SECONDS						
1 wk	9.00	8.75	8.50	8.25	8.00	7.75
13 wk	8.50	8.25	8.00	7.75	7.50	7.25
26 wk	8.00	7.75	7.50	7.25	7.00	6.75
52 wk	7.75	7.50	7.25	7.00	6.75	6.50
CLASS AA 1 MINUTE						
1 wk	9.25	9.00	8.75	8.50	8.25	8.00
13 wk	8.75	8.50	8.25	8.00	7.75	7.50
26 wk	8.25	8.00	7.75	7.50	7.25	7.00
52 wk	8.00	7.75	7.50	7.25	7.00	6.75
30 SECONDS						
1 wk	7.25	7.00	6.75	6.50	6.25	6.00
13 wk	6.75	6.50	6.25	6.00	5.75	5.50
26 wk	6.25	6.00	5.75	5.50	5.25	5.00
52 wk	6.00	5.75	5.50	5.25	5.00	4.75

Spots scheduled between time classifications take the rate of the higher classification. Position protection in non-AAA time periods takes the Class AAA rate. 10 sec: deduct 3.00.

## KFMD (FM) 1967

Subscriber to the NAB Radio Code  
Media Code 4 216 4800 7.00

Telegraph-Herald, Inc., 8th & Bluff St., Dubuque, Ia. 52001. Phone 319-588-5678.  
See affiliated AM station for additional information.  
AM facilities: KDTH.

**3. FACILITIES**  
ERP 76,000 w. (horiz.), 76,000 w. (vert.); 92.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 465 ft. above average terrain.  
TIME RATES  
Eff 8/1/72—Rec'd 9/5/72.

**6. SPOT ANNOUNCEMENTS**

BTA:	1x	10x	100x	1000x
1 min	10	9	8	7
30 sec	8	7	6	5

## KIWI (FM) 1966

Subscriber to the NAB Radio Code  
Media Code 4 216 4880 1.00

Communications Properties, Inc., 1170 Iowa St., Dubuque, Iowa, 52001. Phone 319-583-6471.  
See affiliated AM station for additional information.  
AM facilities: WDBQ.

**STATION'S PROGRAMMING DESCRIPTION**  
KIWI (FM): Programmed for adults 25-49. MUSIC: Modern Country. NEWS: 10 min.: 7:15 am, 12:15 am, 6:15 pm, 9:15 pm. SPORTS: Area high schools and college play by play, all sports. FARM: Features 6-9 am. Contact Representative for further details. Rec'd 2/4/74.

- PERSONNEL**  
General Manager—William Alfredo.
- FACILITIES**  
ERP 25,000 w.; 105.3 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 340 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.  
Sold in combination with WDBQ. See that listing for rates.

### TIME RATES

Eff 5/1/73—Rec'd 2/4/74.  
A—Mon thru Sun 5 am-8 pm.  
B—Mon thru Sun 8 pm-midnight.

<b>6. SPOT ANNOUNCEMENTS</b>						
CLASS A						
PER WK:	11	12	18	24	30	36
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	8.00	7.20	6.40	5.60	4.80	4.00
CLASS B						
1 min	8.00	7.00	6.00	5.00	4.00	3.00
30 sec	6.40	5.60	4.80	4.00	3.20	2.40
<b>7. PACKAGE PLANS</b>						
TOTAL AUDIENCE PLAN—1/2 A, 1/2 B						
PER WK, EA:	6	12	18	24	30	36
1 min	8.00	7.00	6.00	5.00	4.00	3.00
30 sec	6.40	5.60	4.80	4.00	3.00	2.00
DISCOUNT						
26 wk—5%						
52 wk—10%						

## WDBQ 1933

## AVERY-KNODEL, INC.

Subscriber to the NAB Radio Code  
Media Code 4 216 4920 3.00

Communications Properties, Inc., 1170 Iowa St., Dubuque, Iowa, 52001. Phone 319-583-6471.  
WDBQ: Programmed for adults 18-49.  
MUSIC: MOR 2 am-6 pm; top 40 pm-2 am.  
NEWS: 4 man news staff; major newscasts at 5:50, 6:50, 7:50, 10 am, noon, 4, 5, 6, 10 pm & midnight; network at 5:50. SPORTS: major casts at 7:25 am, 12:25 & 5:10 pm. Sportsbreak at :15, scores & features. High school & college play-by-play all sports. FARM: 6:45, 10:05 am, 12:30 pm. Drama: 8:30 pm, M-F, including original local productions & 9 pm Sun. Contact Representative for further details. Rec'd 8/28/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Philip T. Kelly.  
Program Director—Paul Hemmer.  
Sales Manager—Loras Sabers.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Minneapolis, St. Paul—Paul J. Ewing Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 21a, 23a, 24b, 25a, 26, 28c, 29a.  
Contracts: 40a, 44b, 45, 47, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: KIWI (FM).  
Affiliated with American Contemporary Network.  
Member: Iowa Radio Network, Farm Radio Network.  
10% discount when bought in conjunction with KHAK, Cedar Rapids.

### TIME RATES

<b>AM/FM COMBINATION</b>						
Eff 5/1/73—Rec'd 5/2/73.						
1 x	6.75	6.00	6.00	5.40	5.40	4.60
5x	6.25	5.25	6.00	4.80	4.80	4.00
15x	5.75	4.75	5.40	4.30	4.30	3.45
31x	5.25	4.30	4.80	4.00	3.75	2.85
50x	4.75	4.25	4.30	3.45	3.45	2.55

AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1-6	17.00	13.80	16.00	12.80	14.00	11.20
12	16.00	12.80	15.00	12.00	13.00	10.40
18	15.00	12.00	14.00	11.20	12.00	9.60
24	14.00	11.20	13.00	10.40	11.00	8.80
30	13.00	10.40	12.00	9.60	10.00	8.00

DISCOUNT  
26 wk—5%  
52 wk—10%  
AM only: 80% of AM/FM combination.

## ESTHERVILLE (1 AM; 1 FM)

Emmet County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KILR 1967

Subscriber to the NAB Radio Code  
Media Code 4 216 4980 7.00

Emmet Radio Corp., Box 706, Hwy. 4, N., Estherville, Iowa, 51334. Phone 712-362-2644.

- PERSONNEL**  
Sta. & Sales Mgr.—Barry Huntsinger.
- REPRESENTATIVES**  
Midwest Radio Reps.
- FACILITIES**  
250 w.; 1070 kc. Directional days.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KILR-FM.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Iowa Radio Network, Farm Directors Radio Network.

### TIME RATES

<b>7. PACKAGE PLANS</b>						
PER WK, EA:						
1 min	5.75	5.45	5.15	4.85	4.55	4.25
30 sec	4.60	4.35	4.10	3.85	3.60	3.35
PER WK, EA:						
1 min	4.25	4.85	5.15	5.45	5.75	6.05
30 sec	3.35	3.60	3.85	4.10	4.35	4.60

## KILR-FM 1969

Subscriber to the NAB Radio Code  
Media Code 4 216 4981 5.00

Emmet Radio Corp., Box 706, Hwy. 4, N., Estherville, Iowa 51334. Phone 712-362-2644.  
See affiliated AM station for additional information.

- PERSONNEL**  
General Manager—Barry R. Huntsinger.
- FACILITIES**  
ERP 3,000 w.; 95.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 360 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KILR.
- GENERAL ADVERTISING** See coded regulations  
Member: Iowa Radio Network.

### TIME RATES

Rates are identical to KILR. See that listing.

## FAIRFIELD

Jefferson County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

## KMCD 1953

Subscriber to the NAB Radio Code  
Media Code 4 216 5040 9.00

117 S. Court St., Fairfield, Iowa 52556. Phone 315-472-4191.  
STATION'S PROGRAMMING DESCRIPTION  
KMCD: Programmed for general interest.

- PERSONNEL**  
General Manager—Ray L. Sherwood.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Hawkeye Radio Network.

### TIME RATES

<b>6. SPOT ANNOUNCEMENTS</b>						
AAA—7-9 am, noon-1 pm & 4-5 pm. AA—8-9 am, 11:30 am-noon, 1-1:30 pm & 5-6 pm. A—All other times.						
1 x	6.75	6.00	6.00	5.40	5.40	4.60
5x	6.25	5.25	6.00	4.80	4.80	4.00
15x	5.75	4.75	5.40	4.30	4.30	3.45
31x	5.25	4.30	4.80	4.00	3.75	2.85
50x	4.75	4.25	4.30	3.45	3.45	2.55

## FORT DODGE (2 AM; 1 FM)

Webster County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## KVFD 1959

## Mutual Network

Media Code 4 216 5160 3.00  
Fort Dodge Broadcasting, Inc., Warden Plaza, 912 1st Ave. So., Fort Dodge, Ia. 50501. Phone 515-573-4121.

STATION'S PROGRAMMING DESCRIPTION  
KVFD: Programmed for general interest. NEWS: every 30 min, network and local. Six 15 min newscasts daily. Local editorials daily. Farm and market shows 13 times daily. Morning music middle-of-the-road, afternoon general popular, evening top 40, Sat afternoon country music. 9 am daily women's show. Live and phone interviews, discussions, debates, audience participation, local experts. All local sports play-by-play high school and college, university football, major league baseball. Contact Representative for further details. Rec'd 1/31/72.

- PERSONNEL**  
Pres., Mgr. & Sales Mgr.—Max E. Landen.  
Prog. & Farm Dir.—Drexel Peterson.
- REPRESENTATIVES**  
Midwest Radio Reps.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:45 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 21a, 23a, 24a, 24b, 24c, 25b, 26.  
Contracts: 40a, 41, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS.  
Member: Iowa Radio Network, Farm Directors Radio Network.

### TIME RATES

<b>6. SPOT ANNOUNCEMENTS</b>						
No. 16 Eff 9/1/71—Rec'd 9/29/71.						
1 min	10	30	30	30	30	30
DISCOUNT						



**Fort Dodge—K W M T—Continued**

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 th.....	25	21	20	17	17	14
6 th.....	24	20	19	16	16	13
12 th.....	23	19	18	15	15	12
18 th.....	22	18	17	14	14	11
24 th.....	21	17	16	13	13	11
30 th.....	20	16	15	12	12	10

ID's: 60% of 1-min.

AM only: 90% of combination rates.

**7. PACKAGE PLANS**

EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	17	16	15	14	12
30 sec.....	14	13	12	11	10

AM only: 90% of combination rates.

**8. PROGRAM TIME RATES**

5 MIN:	1x	52x	104x	156x	260x
AAA.....	36	34	32	31	30
All other times.....	27	26	24	23	22

Talent & Production, per prog., commissionable 5.00

**K W M T-FM**

1968

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5281 9.00  
KWMT, Inc., 140 A St., Fort Dodge, Ia. 50501.  
Phone 515-955-8533.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWMT-FM: Standard MOR show, tunes & current popular blended together in uninterrupted 1/4 hr segments. Contact Representative for further details.  
Rec'd 12/4/73.

**3. FACILITIES**

ERP 50,000 w.; 94.5 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 290 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

Sold in combination with KWMT. See that listing for rates.

**TIME RATES**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
11/1/74-Rec'd 12/4/73	10	9	8	7	6	5
30 sec.....	8	7	6	5	4	3

**FORT MADISON (1 AM; 1 FM)**

Lee County—Map Location J-8  
See SRDS consumer market map and data at beginning of the State.

**KXGI**

**KXGI-FM**

1947

1973

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5400 5.00  
Talley Broadcasting Co., Marquette Bldg., Fort Madison, Iowa 52627. Phone 319-372-1241. TWX 319-1241

**STATION'S PROGRAMMING DESCRIPTION**  
KXGI: MUSIC: MOR, News; national at :30.  
KXGI-FM: 7-9 pm talk; 9 pm-1 am big bands.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Michael Finger, Jr.

**3. FACILITIES**

1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP: 3,000 w.; 101.7 mc.  
Operating schedule: 5-11 am, CST.  
Antenna ht.: 175 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**

15% on time. No cash discounts.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Hawkeye Radio Network.

**TIME RATES**

No. 6 ET 8/1/74—Rec'd 8/1/74.

AA—Mon thru Sat 6:30-9:30 am & 11:30 am-1:30 pm; Mon thru Fri 9:30-10:15 am.

A—Mon thru Sat all other times; Sun all day.

**6. SPOT ANNOUNCEMENTS**

CLASS AA

YR: 2000x 1000x 500x 312x 260x 156x 52x Open

1 min 4.00 4.20 4.40 4.60 4.80 5.05 6.65 7.35

30 sec 3.00 3.25 3.45 3.60 3.85 4.25 5.00 5.50

10 sec 2.00 2.15 2.20 2.30 2.40 2.85 3.35 3.70

CLASS A

1 min 2.25 2.40 3.00 3.25 3.60 4.25 5.00 5.50

30 sec 1.80 2.10 2.40 2.75 3.00 3.50 4.00 4.50

10 sec 1.25 1.50 1.70 1.90 2.10 2.30 2.50 3.00

**GRINNELL**

Poweshiek County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KGRN**

1957

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5520 0.00

Mitchell Broadcasting Co., Box 560, 909-1/2 Main St., Grinnell, Ia. 50112. Phone 515-236-6106.

**1. PERSONNEL**

President—Forrest "Frosty" Mitchell.

**2. REPRESENTATIVES**

Walton Broadcasting Sales Corporation.

**3. FACILITIES**

500 w.; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**

15% on time only.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Iowa Town and Country Network.

**TIME RATES**

ET 7/9/74. Rec'd 7/9/74.

**6. SPOT ANNOUNCEMENTS**

1 min..... 8.00 30 sec..... 6.00

10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

**HUMBOLDT**

Humboldt County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**K H B T (FM)**

1970

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5580 4.00

Christensen Broadcasting Co., Inc., 617 Sumner Ave., Humboldt, Ia. 50548. Phone 515-333-4100.

**STATION'S PROGRAMMING DESCRIPTION**  
KHBT (FM): Programmed for general interest.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Robert H. Christensen, II.

**3. FACILITIES**

ERP 3,000 w.; 97.7 mc. Stereo.  
Operating schedule: 6 am-11 pm daily, CST.  
Antenna ht.: 175 ft. above average terrain.

**4. AGENCY COMMISSION**

None; all rates net to station.

**5. GENERAL ADVERTISING**

Affiliated with American FM Network.  
Member: Hawkeye Radio Network.

**TIME RATES**

No. 3 ET 5/1/72—Rec'd 2/27/73.

**6. SPOT ANNOUNCEMENTS**

ANNUAL CONTRACT:

1 min..... 5.25 13x 26x 52x 104x

30 sec..... 3.50 3.40 3.15 2.90 2.80

1 min..... 3.50 26x 312x 624x 936x

30 sec..... 2.65 2.50 2.40 2.10 1.85

**7. PACKAGE PLANS**

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 50 ti

1 min..... 5.00 4.75 4.50 4.25 4.00 3.75

30 sec..... 3.50 3.25 3.00 2.75 2.50 2.25

**INDEPENDENCE (1 AM; 1 FM)**

Buchanan County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

**KOUR**

**KOUR-FM**

1959

1972

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5640 6.00  
Leighton Enterprises, Inc., Box 778, 230 1st. E., Independence, Iowa 50644. Phone 319-334-2549.

**STATION'S PROGRAMMING DESCRIPTION**  
KOUR: Programmed for rural and farm families.

**1. PERSONNEL**

General Manager—John A. Molina.

**2. REPRESENTATIVES**

Walton Broadcasting Sales Corporation.

**3. FACILITIES**

250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP: 3,000 w.; 95.3 mc.  
Operating schedule: 6 am-10:30 pm, CST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**

15%. Bills payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.  
Member: Iowa Town and Country Network.

**TIME RATES**

ET 6/1/74—Rec'd 5/1/74.

**6. SPOT ANNOUNCEMENTS**

1x 65x 130x 195x 260x 325x 650x

1 min 7.95 7.00 6.99 6.75 6.60 6.45 6.00

30 sec 5.30 4.70 4.60 4.50 4.40 4.30 4.00

**INDIANOLA**

Warren County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KBAB**

1963

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5780 2.00

Warren Broadcasting, Inc., Box H, Indianola, Iowa 50125. Phone 515-961-6291.

**1. PERSONNEL**

General Manager—Mel Moyer.

**3. FACILITIES**

500w. daytime, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6 am-midnight, CST.

**4. AGENCY COMMISSION**

15% on time. No cash discounts.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Hawkeye Radio Network.

**TIME RATES**

ET 7/1/68—Rec'd 5/20/68.

A—6:30-9 am, 11:30 am-1 pm & 4-7 pm.

B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS A

1 min..... 8.00 7.50 7.25 7.00 6.50 6.00 5.50 5.25

30 sec..... 6.00 5.50 5.25 5.00 4.75 4.50 4.25 4.00

CLASS B

1 min..... 6.00 5.75 5.50 5.25 5.00 4.75 4.00 3.75

30 sec..... 4.00 4.00 3.60 3.40 3.20 3.00 2.80 2.60

**IOWA CITY (1 AM; 1 FM)**

Johnson County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

**KXIC**

1948

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5880 6.00

Johnson County Broadcasting Corp., Box 751, Iowa City, Iowa 52240. Phone 319-338-1181.

**STATION'S PROGRAMMING DESCRIPTION**  
KXIC: heavy emphasis on local news, sports, special events. MUSIC: modern MOR. SPORTS: university football & basketball. 2 daily phone-in shows plus markets, weather, homemakers' shows & daily interview show. Contact Representative for further details.  
Rec'd 3/29/71.

**1. PERSONNEL**

Gen'l & Sales Mgr.—Gene Claussen.  
Program Director—Robert Sheldahl.

**2. REPRESENTATIVES**

Midwest Radio Reps.

**3. FACILITIES**

1,000 w. days; 800 kc. Directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**

15/0; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a. 2a. 3a. 4a. 4d. 5. 6a. 8.  
Rate Protection: 10b. 11b. 12a. 13a. 14b. 15b. 16.  
Basic Rates: 20b. 21a. 22a. 23a. 24b. 25a. 28b. 28c. 29. 30. 33b.  
Contracts: 40a. 42c. 43. 44a. 45. 46. 47a. 48. 49. 50. 51a.  
Comb.: Cont. Discounts: 60a. 60f. 60i. 61a. 62b.  
Cancellation: 70a. 70c. 71a. 72. 73a.  
Prod. Services: 80. 82.  
Member: Iowa Radio Network, Farm Directors Radio Network.

**TIME RATES**

No. 19 ET 9/1/74—Rec'd 9/4/74.

**6. SPOT ANNOUNCEMENTS**

10x 50x 100x 250x 500x 1000x 2000x

1 min 8.00 7.50 7.00 6.00 5.50 5.00 4.00

30 sec 6.00 5.00 4.00 3.50 3.25 3.00

15 sec 5.50 5.00 4.00 3.00 2.50 2.25 2.00

**8. PROGRAM TIME RATES**

1/4 hr 10 min 5 min

1 x..... 21.50 17.50 12.50

**KXIC-FM**

1965

NAB

Subscriber to the NAB Radio Code  
Media Code 4 216 5881 6.00

Johnson County Broadcasting Corp., Box 751, Iowa City, Iowa 52240. Phone 319-338-1181.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KXIC-FM: MUSIC: MOR, SPORTS: Major League Baseball, Pro football, Indy 500, prep sports, College football, baseball & basketball. Statewide news, sports events. Contact Representative for further details.  
Rec'd 2/26/73.

**3. FACILITIES**

ERP 27,380 w.; 100.7 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 300 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

Member: Iowa Radio Network.

**TIME RATES**

50% of AM rates.

**IOW**





## Moson City—K S M N—Continued

### 2. REPRESENTATIVES

Midwest Radio Reps.

### 3. FACILITIES

1,000 w. days; 1010 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST. Partial simulcast operation. Simulcast sign-on-9 am Mon thru Sat. News, Weather & Sports. For non-simulcast facilities see KLSS (FM).

### 4. AGENCY COMMISSION

None: all rates net to station

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21c, 22c, 22b, 24b, 25a, 26, 29a.  
Contracts: 40a, 44a, 45, 46, 47c.  
Comb.: Cont. Discounts: 60a, 60g, 62d.  
Cancellation: 71a, 72, 73a.  
FM facilities: KLSS (FM).  
Member: Iowa Radio Network, Farm Directors Radio Network.

### TIME RATES

ET 6/1/74—Rec'd 5/20/74.  
Regular—Mon thru Sat after 9 am: Sun all day, (except simulcast).  
Premium—Sign-on-9 am except 7:44-8:05 & simulcast news, weather, sports.  
Super Premium—Mon thru Sat 7:44-8:05 am.

### 6. SPOT ANNOUNCEMENTS

30 SECONDS  
REGULAR  
PER WK: 50+ 25 12 ti 10 ti 6 ti 3-5 ti  
1 wk 2.90 3.15 3.20 3.40 3.75 4.50  
52 wk 2.40 2.60 2.70 2.95 3.30 3.95

PREMIUM  
PER WK: 20+ 10 ti 6 ti 3-5 ti  
1 wk 4.80 4.90 5.15 5.75  
52 wk 4.00 4.30 4.55 5.15

SUPER PREMIUM  
PER WK: 1 wk 52 wk  
3+ 7.00 6.00  
1 min, per spot extra 1.50; not available 7:44-8:05 am.

### 7. PACKAGE PLANS

SATURATION—1/4 PREMIUM & SIMULCAST  
100+ 50 ti 30 ti  
30 days 2.75  
7 days 2.50 2.90 3.20  
1 min, per spot extra 1.50; not available 7:44-8:05 am.  
Minimum expenditure, 15.00.

## MOUNT PLEASANT

Henry County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

### KILJ (FM)

1970



Subscriber to the NAB Radio Code

Media Code 4 216 7020 9.00

Pleasant Broadcasting Inc., Box 281, 126 N. Main St., Mt. Pleasant, Ia. 52641, Phone 319-385-8728.

### 1. PERSONNEL

General Manager—Paul L. Dennison.

### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Operating schedule: 6 am-10 pm. CST.

Antenna ht.: 297 ft. above average terrain.

### 4. AGENCY COMMISSION

None: all rates net to station. Bills payable 10th.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Hawkeye Radio Network.

### TIME RATES

ET 11/4/70.  
30 sec 1 min 30 sec  
1 x 8.00 6.50 20x 5.75 4.50  
13 x 7.50 6.00 260 x 5.25 4.25  
26 x 7.00 5.50 312 x 4.75 4.00  
52 x 6.75 5.25 624 x 4.25 3.50  
104 x 6.50 5.00 936 x 3.75 3.00  
156 x 6.25 4.75

### 7. PACKAGE PLANS

SATURATION  
1 WK: 10 ti 20 ti 40 ti 80 ti  
30 sec 60 100 160 240  
1 min. NIGHT FLIGHT—7-10 PM  
3.25 30 sec 3.50  
No further discounts.

## MUSCATINE (1 AM; 1 FM)

Muscatine County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

### KFMH (FM)

1949



Subscriber to the NAB Radio Code

Media Code 4 216 7040 7.00

Muscatine Broadcasting Co., Inc., Mulberry and Houser Sts., Muscatine, Iowa 52761, Phone 819-263-2442.

See affiliated AM station for additional information. AM facilities: KWPC.

### STATION'S PROGRAMMING DESCRIPTION

KFMH (FM): MOR.

### 3. FACILITIES

ERP 25,500 w.; 99.7 mc. Operating schedule: 6 am-10:15 pm. CST.

Antenna ht.: 290 ft. above average terrain.

### 5. GENERAL ADVERTISING See coded regulations

Member: Iowa Radio Network.

### TIME RATES

ET—Rec'd 3/1/71.

### 6. SPOT ANNOUNCEMENTS

WKLY: 1 ti 7 ti 14 ti 21 ti  
1 min 4.25 3.50 3.00 2.75  
30 sec 3.75 3.00 2.50 2.25

## KWPC

1947



Subscriber to the NAB Radio Code

Media Code 4 216 7080 3.00

Muscatine Broadcasting Co., Inc., Mulberry and Houser Sts., Muscatine, Iowa 52761, Phone 819-263-2442.

### STATION'S PROGRAMMING DESCRIPTION

KWPC: 6 am-12N C & W; balance rock.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—George J. Volger.

### 2. REPRESENTATIVES

Midwest Radio Reps.

### 3. FACILITIES

250 w. days; 960 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
FM facilities: KFMH (FM).

Member: Iowa Radio Network, Farm Directors Radio Network.

### TIME RATES

ET—Rec'd 3/1/71.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 7.00 6.75 6.50 6.25 6.00 5.75  
30 sec 6.00 5.75 5.50 5.25 5.00 4.75

## NEWTON (1 AM; 1 FM)

Jasper County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### KCOB

1955



Subscriber to the NAB Radio Code

Media Code 4 216 7200 7.00

KCOB Communications, Inc., Box 1286, Newton, Iowa 50208, Phone 515-792-5262.

### 1. PERSONNEL

Sales Manager—John E. Carl.

### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

### 3. FACILITIES

1,000 w. days; 1280 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

Member: Iowa Town and Country Network.

### TIME RATES

No. 7 ET 6/1/74—Rec'd 7/15/74.

AA—Mon thru Sat 6:30-9 am, 11:30 am-1:30 pm & 3:30-6 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS A  
PER YR: 1x 52x 156x 312x 624x  
30 sec 4.70 4.41 4.11 3.82 3.53  
1 min 7.05 6.46 5.88 5.29 4.70  
AA: Extra 10%.

## KCOB-FM

1965



Subscriber to the NAB Radio Code

Media Code 4 216 7201 5.00

KCOB Communications, Inc., Box 1286, Newton, Iowa 50208, Phone 515-792-5262.

See affiliated AM station for additional information.

### 3. FACILITIES

ERP 3,000 w.; 95.9 mc. Operating schedule: 6 am-10 pm. CST.

### 5. GENERAL ADVERTISING See coded regulations

Member: Iowa Town and Country Network. Affiliated with MBS.

### TIME RATES

50% of AM.

## OELWEIN (1 AM; 1 FM)

Fayette County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

### KOEL

1950



Subscriber to the NAB Radio Code

Media Code 4 216 7320 3.00

Hawkeye Broadcasting, Inc., 109 S. Frederick, Oelwein, Iowa 50662, Phone 319-283-1234.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Glen Stanley.

### 2. REPRESENTATIVES

Midwest Radio Reps.

### 3. FACILITIES

250 w. days; 740 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.

FM-ZRP 3,000 w.; 104.9 mc. Operating schedule: 6 am-10 pm. CST.

Antenna ht.: 275 ft. above average terrain. Simulcast 6 am-local sunset.

### STATION'S PROGRAMMING DESCRIPTION

KOEL: Programmed for general interest.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ray Leafstedt.

### 2. REPRESENTATIVES

Meeker Radio, Inc.  
Omaha, Lincoln—Red Abels.

### 3. FACILITIES

5,000 w. days, 500 w. nights; 950 kc. Directional.

Operating schedule: 5 am-11 pm. CST. Partial simulcast operation. Simulcast 5-7 am. For non-simulcast facilities see KOEL-FM.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract. All discounts are paid at completion of any contract. Affiliated with American Information Network.

### TIME RATES

No. 22 ET 1/1/74—Rec'd 12/31/73.

AA—Mon thru Sat 5:30-9 am, 11:30-1:15 pm, 4-7 pm.

A—Mon thru Sat 9-11:30 am, 1:15-4 pm & 7-11 pm; Sun all day.

### 6. SPOT ANNOUNCEMENTS

AA  
6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 16 14 13 14 12 11 10  
30 sec 13 11 10 11 10 9 8

A  
1 min 11 10 9 8  
30 sec 8 7 6 5

10 sec: 50% of applicable 1-min rate.  
1-min/30-sec, AA or A combinable for wkly discount.

### CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%  
On advance contracts/AA & A.  
Rateholder: Minimum 3 per wk.

### 7. PACKAGE PLANS

PER YR. CONTRACTS: 500+ 1000+  
1 min 9 8  
30 sec 8 5  
AA & A contracts may be used to earn frequency on ROS Annual Contracts.

### 10. SPECIAL FEATURES

News/Sports/Markets/Weather, extra 2.50.

## KOEL-FM

1971



Subscriber to the NAB Radio Code

Media Code 4 216 7321 1.00

Hawkeye Broadcasting, Inc., Box 391, 109 S. Frederick Ave., Oelwein, Iowa 50662, Phone 319-283-1234.

See affiliated AM station for additional information.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.

Operating schedule: 5 am-11 pm. CST.

Antenna ht.: 1,501 ft. above average terrain.

Partial simulcast operation. Operated separately 7 am-11 pm. For simulcast facilities see KOEL.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 1/1/74—Rec'd 12/31/73.

AA—7-9 am & 4-6 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AA  
624x 312x 260x 156x 104x 52x 26x  
1 min 6.00 6.50 7.00 7.50 8.00 8.50 9.00  
30 sec 4.80 5.20 5.60 6.00 6.40 6.80 7.20

CLASS A—SPECIFIED  
1 min 5.00 5.50 6.00 6.50 7.00 7.50 8.00  
30 sec 4.00 4.40 4.80 5.20 5.60 6.00 6.40

### 7. PACKAGE PLANS

SATURATION—ROS  
A: 624x 312x 260x 156x 104x 52x 26x  
1 min 4.00 4.50 5.00 5.50 6.00 6.50 7.00  
30 sec 3.20 3.60 4.00 4.40 4.80 5.20 5.60

IMPACT SATURATION—CLASS A  
PER WK. ROS 6 ti 12 ti 24 ti 48 ti 96 ti  
1 min 4.80 4.40 4.00 3.60 3.20  
30 sec 6.00 5.50 5.00 4.50 4.00

10. SPECIAL FEATURES  
News & Weather—1-min rate plus 1.50 per spot.

## OSKALOOSA (1 AM; 1 FM)

Mahaska County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### KBOE

1950



### KBOE-FM

1964

Subscriber to the NAB Radio Code

Media Code 4 216 7440 9.00

Oskaloosa Broadcasting Co., Inc., Box 386, Rt. 1, Oskaloosa, Iowa 52577, Phone 515-673-3493.

### STATION'S PROGRAMMING DESCRIPTION

KBOE: MOR, sports, news, farm.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Glen Stanley.

### 2. REPRESENTATIVES

Midwest Radio Reps.

### 3. FACILITIES

250 w. days; 740 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.

FM-ZRP 3,000 w.; 104.9 mc. Operating schedule: 6 am-10 pm. CST.

Antenna ht.: 275 ft. above average terrain. Simulcast 6 am-local sunset.

## IOWA

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Iowa Radio Network.

### TIME RATES

ET 5/1/73—Rec'd 4/19/

# IOWA

## Ottumwa—K L E—Continued

- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
500 w. days; 1480 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d 5, 6a, 7b, 8.  
Rate Protection: 10d, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 24b, 25a, 28b, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70b, 71a.  
Prod. Services: 80, 82.  
Member: Hawkeye Radio Network, Farm Directors Radio Network.

**TIME RATES**  
Eff 3/1/70—Rec'd 2/13/70.

6. SPOT ANNOUNCEMENTS						
	520x	312x	260x	156x	104x	52x
1 min	5.00	5.30	6.00	7.25	7.75	8.25
30 sec	3.90	4.40	4.85	5.75	6.15	6.65
10 sec	2.50	2.75	3.00	3.50	3.75	4.10

7. PACKAGE PLANS						
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min.	6.00	6.00	6.00	6.00	6.00	6.00
30 sec.	5.30	4.85	4.40	4.40	4.40	4.40
10 sec.	3.30	3.00	2.75	2.75	2.75	2.75

8. PROGRAM TIME RATES						
	520x	312x	260x	156x	104x	52x
5 min	6.50	7.00	7.75	8.35	9.00	10.00
1/4 hr	19.00	23.50	24.25	25.00	26.50	28.00
1/2 hr	30.00	36.50	38.60	40.75	43.00	45.50

## PERRY (1 AM; 1 FM)

Dallas County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KDLS

1961



Subscriber to the NAB Radio Code

Media Code 4 216 7800 4.00  
Perry Broadcasting Co., Box 26, Perry, Iowa, 50220.  
Phone 515-465-5357. TWX 465-5357.  
STATION'S PROGRAMMING DESCRIPTION  
KDLS: Programmed for adults.

- 1. PERSONNEL**  
General Manager—Tom Quinlan.
- 2. REPRESENTATIVE**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
500 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Iowa Town and Country Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS						
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.	7.00	6.75	6.50	6.00	5.50	5.00
30 sec.	5.00	4.75	4.50	4.25	4.00	3.75

CONSECUTIVE WEEK DISCOUNT						
26 wk—5%	52 wk—10%	52 wk—10%	52 wk—10%	52 wk—10%	52 wk—10%	52 wk—10%

## KDLS-FM

1971



Subscriber to the NAB Radio Code

Media Code 4 216 7801 2.00  
Perry Broadcasting Co., Box 26, Perry, Iowa 50220.  
Phone 515-465-5357.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Iowa Town and Country Network.

**TIME RATES**

Rates are identical to KDLS. See that listing.

## RED OAK

Montgomery County—C-7  
See SRDS consumer market map and data at beginning of the State.

## KOAK

1968



Subscriber to the NAB Radio Code

Media Code 4 216 7875 6.00  
Red Oak Broadcasting Co., Inc., Rt. 2, Red Oak, Iowa, 51566. Phone 712-623-2584.  
STATION'S PROGRAMMING DESCRIPTION  
KOAK: General interest, 20% C&W music, farm programs.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dwain Munyon.

## 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

- 3. FACILITIES**  
250 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

- 4. AGENCY COMMISSION**  
15/0 time only; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Hawkeye Radio Network.

**TIME RATES**  
Eff Rec'd 8/15/73.

6. SPOT ANNOUNCEMENTS					
PER WK, EA:	1 ti	6 ti	12 ti	24 ti	48 ti
1 min.	9.00	8.75	8.50	8.25	8.00
30 sec.	8.00	7.75	7.50	7.25	7.00

**DISCOUNT**  
52 wk—10%, wky minimum 20.00.

## SHELDON (1 AM; 1 FM)

O'Brien County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KIWA KIWA-FM

1961

1971



A Stangland Station

Media Code 4 216 7920 0.00  
Sheldon Broadcasting Co., 411 9th St., Sheldon, Iowa 51201. Phone 712-324-2597.

STATION'S PROGRAMMING DESCRIPTION  
KIWA: Programmed for adults. Farm oriented.

- 1. PERSONNEL**  
Manager—Wallace Stangland.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
500 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 150 ft. above average terrain.  
Simulcast sunrise to local sunset.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Iowa Town and Country Network.

**TIME RATES**  
Eff 7/1/69—Rec'd 7/30/69.

A—6-9:30 am & 11:30 am-1 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS						
	1x	52x	104x	156x	260x	520x
1 min	6.00	5.90	5.80	5.70	5.60	5.50
30 sec	5.00	4.75	4.50	4.25	4.00	3.75

CLASS B						
	1 min	5.50	5.25	5.00	4.75	4.50
30 sec	4.50	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS			
WITHIN 7 DAYS:	20 ti	40 ti	60 ti
1 min.	100	160	210
30 sec.	80	120	150

## SHELANDOAH (2 AM)

Page County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## KFNF

1924



Subscriber to the NAB Radio Code

Media Code 4 216 8100 8.00  
Shenandoah Broadcasting Co., Box 10, 618-1/2 W. Sheridan Ave., Shenandoah, Iowa 51601. Phone 712-246-2890.

STATION'S PROGRAMMING DESCRIPTION  
KFNF: C & W music-farm oriented.

- 1. PERSONNEL**  
General Manager—Royce E. Wills.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Omaha—Soderlund Company.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 920 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15% of 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Hawkeye Radio Network.

**TIME RATES**  
Eff 5/1/73—Rec'd 3/30/73.

AA—7-9 am, noon-1 pm & 4-6 pm.  
A—b-7 am, 9 am-noon, 1-4 pm & 6-11 pm.

6. SPOT ANNOUNCEMENTS					
	1x	26x	104x	208x	500x
1 min	8.00	7.50	7.25	7.00	6.75
30 sec	7.00	6.50	6.25	6.00	5.75

CLASS A—BTA					
	1 min.	6.00	5.75	5.50	5.25
30 sec.	5.00	4.75	4.50	4.25	4.00
10 sec.	60%	of 1-min.			

## KMA

1925



## KATZ RADIO



Subscriber to the NAB Radio Code

Media Code 4 216 8160 2.00  
May Broadcasting Company, Lowell and Elm Sts., Shenandoah, Ia. 51601. Phone 712-246-1020. TWX 910-966-3050.

STATION'S PROGRAMMING DESCRIPTION  
KMA: Programmed for adults.  
MUSIC: modern country/western. MOR. NEWS: 3-man, 1-woman news team, mobile unit & plane. News, farm & weather 6-8 am, 11:30 am-1:30 pm & 5-7 pm with editorials & commentary; network news & commentary. FAIRM: 2-man staff. Weather, markets & direct livestock reports. SPORTS: sports director with play-by-play in area; network sports; professional baseball network; college football & basketball live; Big 8 basketball tourney. TALK: women's director at 10:30 am with information, interviews. Contact Representative for further details. Rec'd 9/5/74.

- 1. PERSONNEL**  
Sta. & Sales Mgr.—Carl (Andy) Andersen.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
5,000 w.; 960 kc. Directional—night only.  
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 21b, 23b, 14b, 15a, 15e, 16, 32a.  
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 28a, 29b, 32a.  
Contracts: 40a, 41, 44a, 45, 46, 47e.  
Comb.; Cont. Discounts: 60a, 60e.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 16 Eff 1/1/74—Rec'd 12/27/73.

AA—Mon thru Sat 5:30-10 am, 11:30 am-1:30 pm & 4-7 pm; Sun 6 am-noon.  
A—All other times. ROS.

6. SPOT ANNOUNCEMENTS			
PER WK, FIXED:	CLASS AA	1 min	30 sec
14		25	20
10 sec.	50%	of 1-min.	

52 wk—10% DISCOUNT

7. PACKAGE PLANS							
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti
1 min	21	19	18	14	13	12	11
30 sec	17	16	15	14	12	11	10

8. PROGRAM TIME RATES							
	1x	26x	52x	104x	156x	260x	312+
1/2 hr.	136	132	116	106	101	96	91
1/4 hr.	73	69	65	61	57	53	48
10 min.	57	53	49	45	42	40	37
5 min.	41	38	35	33	31	30	29

CLASS A							
	1/2 hr.	1/4 hr.	10 min.	5 min.	1/2 hr.	1/4 hr.	10 min.
1 min.	116	111	106	101	96	89	84
30 sec.	63	60	57	54	50	48	43
10 min.	51	48	45	41	38	36	34
5 min.	37	35	33	31	29	27	25

9. PARTICIPATING PROGRAMS			
	1 min	30 sec	10 sec
Homemaker 10:30-11 am	8	6	

## SIoux CENTER (1 AM; 1 FM)

Sioux County—Map location B-2  
See SRDS consumer market map and data at beginning of the State.

## KVDB

1969



Media Code 4 216 8200 6.00  
Tri-State Broadcasters, Inc., Box 233, Sioux Center, Iowa 51250. Phone 712-722-9931.

STATION'S PROGRAMMING DESCRIPTION  
KVDB: Farm oriented—commentaries & markets.

- 1. PERSONNEL**  
Manager—Donald Brook.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
500 W.; 1090 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-10 am, noon-3 pm & 5 pm-local sunset. For non-simulcast facilities see KVDB-FM.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.

**TIME RATES**  
No. 3 Eff 2/1/74—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS					
PER MO:	1 ti	13 ti	26 ti	52 ti	78 ti
1 min.	4.10	3.75	3.60	3.45	3.35
30 sec.	3.00	2.65	2.50	2.30	2.10
15 sec.	2.20	2.10	2.00	1.90	1.70

## 7. PACKAGE PLANS

SPECIAL WEEKLY SATURATION										
	6 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	3.85	3.65	3.50	3.40	3.30	3.20	3.10	2.90	2.80	2.70
30 sec	2.65	2.55	2.45	2.35	2.25	2.15	2.10	2.00	1.90	1.80
15 sec	2.15	2.05	2.00	1.90	1.80	1.70	1.60	1.50	1.40	1.30

8. PROGRAM TIME RATES					
PER WK:	5 min	1/4 hr	1/2 hr	1 hr	1 1/2 hr
1 ti	7.50	13.50	28.00	60.00	60.00
3 ti	6.00	10.50	21.00	45.00	45.00
6 ti	5.00	9.00	18.00	36.00	36.00

## KVDB-FM

1973

Media Code 4 216 8201 4.00  
Tri-State Broadcasters, Inc., Box 233, Sioux Center, Iowa 51250. Phone 712-722-4555.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KVDB-FM: MUSIC: general popular.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,00



**KMNS**  
1948



**RAB**

Stuart Broadcasting Company  
Subscriber to the NAB Radio Code

Media Code 4 216 8400 2.30  
Siouxland Broadcasting, Inc., Box 177, 901 Steuben  
St., Sioux City, Iowa 51102. Phone 712-258-0628.

**STATION'S PROGRAMMING DESCRIPTION**

KMNS: Daytime programming 18-49, nighttime 12-34.  
MUSIC: MOR hits & gold days; contemporary rock nights. NEWS: network at :30; local at :60, live mobile reports, stocks. FARM: 5:30-7 am, 12N-1 pm, agriculture news markets, county agents. Weather: US Weather Bureau, local, area reports. SPORTS: daily show 7:35 am & 5:25 pm, play-by-play college & high school football, basketball, local horse racing. ENTERTAINMENT: major & minor contests, promotions, audience participation games. SPECIAL FEATURES: air traffic reports; live on location remote broadcasts. Contact Representative for further details. Rec'd 7/30/74.

- PERSONNEL**  
President—Richard W. Chapin.  
General Manager—Al Marquim.  
Operations Manager—Jeff Merritt.
- REPRESENTATIVES**  
McGavren-Guld, Inc.  
Omaha, Kansas City, Des Moines, Lincoln, Wichita  
—Red Abels.
- FACILITIES**  
1,000 w.; 620 kc. Directional—separate patterns day and night.  
Operating schedule: 5 am-midnight daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 2c, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

No. 6 Eff 6/17/71—Rec'd 5/27/71.  
AA—Mon thru Sat 5:30-10 am, 11:45 am-1:15 pm & 3-7 pm.  
A—Mon thru Sat 10-11:45 am & 1:15-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
PER WK:	14	11	12	9	12	10
7 tl.....	18	15	15	12	11	9
14 tl.....	17	14	14	11	10	8
21 tl.....	16	13	12	10	9	7

PER YR:  
520 x..... 17 14 15 12 11 9  
1040 x..... 15 12 12 10 9 7

10 sec: 80% of 1-min, preemptible.  
All time classifications are combinable for weekly frequency. 1-min and 30-sec spots may be combined for weekly frequency. 10-sec spots may be combined with 1-min and 30-sec to earn frequency for 10-sec spots only.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN

PER WK, EA: 1 min  
12 tl (5AA, 4A, 3B)..... 14  
18 tl (8AA, 7A, 3B)..... 13  
24 tl (12AA, 8A, 4B)..... 12  
TAP may be combined with other spots or plans for frequency purposes.

**KSCJ**

1927



**RAB**

Subscriber to the NAB Radio Code

Media Code 4 216 8520 7.00  
G & G Broadcasting, Inc., Box 1379, N. Hwy. 75,  
Sioux City, Iowa 51102. Phone 712-239-2100.

**STATION'S PROGRAMMING DESCRIPTION**

KSCJ: Programming to age group 25-49.  
FARM: 6-8:45 am (within news information service block), noon-1 pm & 5-6 pm. TALK: open line 8:15-9 am M-Sat; swap show 1:30-2 pm. NEWS: network at :30; 3 man news departments for local regional reporting. SPORTS: play-by-play local high school games. MUSIC: MOR daytime, which includes some top 40; 7 pm-1 am for under 25 age group. Contact Representative for further details. Rec'd 11/29/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ray Grandle.  
Vice-Pres. & Sta. Mgr.—Bill Grabau.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Omaha—Soderlund Company.  
Denver—Bob Hix Co., Inc.
- FACILITIES**  
6,000 w.; 1360 kc. Directional—night only.  
Operating schedule: 5:30-1 am. CST.
- AGENCY COMMISSION**  
15/0 net time; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 21a, 21d, 22a, 22b, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d, 96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o, 96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z, 97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k, 97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v, 97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g, 98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r, 98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c, 99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n, 99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y, 99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h, 100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q, 100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z.

**TIME RATES**

No. 21 Eff 4/15/74—Rec'd 2/25/74.  
AA—Mon thru Sat 6-10 am, 11:45 am-1 pm & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec
PER WK:	14	11	12	9
7 tl.....	13	10	11	8
14 tl.....	12	9	10	7
21 tl.....	11	8	9	6

PER YR:  
520 x..... 11 8 9 6  
1040 x..... 10 7 8 5

10 sec: 50% of 1-min.
- PROGRAM TIME RATES**

	1x	13x	26
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# IOWA

Waterloo—Continued

**KFMW (FM)**  
1968  
WATERLOO



**ROBERT E. EASTMAN & CO., INC.**



**RAB**

Blackhawk Broadcasting Company

Media Code 4 216 9180 9.00  
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin  
Sts., Waterloo, Iowa, 50703. Phone 319-234-4401.  
TWX 319-235-1716.

See affiliated AM station for additional information.  
AM facilities: KWVL.

**1. PERSONNEL**

Manager—Dan Davies.  
Program Director—Joe Arquette.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.9  
mc. Stereo.  
Operating schedule: 5-11 am. CST.  
Antenna ht.: 1,800 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with KWVL. See that listing  
for rates.

**TIME RATES**

ET 5/4/70—Rec'd 5/4/70.

**6. SPOT ANNOUNCEMENTS**

1 hr 1/2 hr  
Ea 50 30

**8. PROGRAM TIME RATES**

1 hr 1/2 hr  
Ea 50 30

**KLEU**

1972  
WATERLOO

Media Code 4 216 9150 2.00

Clark Broadcasting Co., Inc., 3232 Osage Rd., Water-  
loo, Iowa 50701. Phone 319-234-2811.

**STATION'S PROGRAMMING DESCRIPTION**

KLEU: Programmed for adults and young adults.  
MUSIC: big band, oldies with album selections  
from standard & contemporary artists and MOR  
Sat and Sun. Current hits throughout week. 3 AIR  
PERSONALITIES. NEWS: network at 7:30; local  
at 8:00; 15-min. blocks at 6:30, 7:30, 8:30 am &  
12:30 pm. SPORTS: major events carried when  
offered by network. Sportscasts 4X throughout day.  
Contact Representative for further details. Rec'd  
3/22/74.

**1. PERSONNEL**

Vice-President—Keith Walker.  
Vice-Pres. & Secy/Treas.—Don Hanna.  
General Manager—Walter Wilson.

**2. REPRESENTATIVES**

Walton Broadcasting Sales Corporation,  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**

500 w. days; 850 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**

15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations

General: 1b, 3a, 3d, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.  
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25a,  
27, 28a, 28c, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b.  
Comb.: Cont. Discounts: 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.  
Member: Hawkeye Radio Network.

**TIME RATES**

No. 2 ET 2/1/74—Rec'd 3/22/74.

AAA—Sun all day.  
AA—6-9 am & 3-6 pm.  
A—ROS.

**SUNDAYS: CLASS AAA**

1 min 30 sec 8.00 7.00

15-30 ti 8.50 6.50

3+ [3 wk] [26 wk] [52 wk]

PER WK: 1 min 30 sec 7.00 5.00 6.00 4.00

CLASS AA 1x 150x 300x 500x

1 min 9.00 8.00 7.00 6.00

30 sec 7.50 6.50 5.00 4.50

CLASS A 1x 100x 200x 300x 400x 500x

1 min 7.00 6.25 5.50 5.00 4.50 4.00

30 sec 5.50 4.75 4.00 3.50 3.00 2.50

**7. PACKAGE PLANS**

COMBINING SUNDAY WITH WEEKDAY

12 ti (7 wkdays, 5 Sun) 1 min 30 sec 8.50 5.00

24 ti (16 wkdays, 8 Sun) 6.00 4.50

WEEKLY IMPACT PLANS—WITHIN 7 DAYS

BTA, EA: 10 ti 20 ti 30 ti 50 ti

10 sec 3.00 2.00 1.70

30 sec 5.20 4.80 4.00 3.50

1 min 6.50 5.70 5.00 4.50

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr

Ea 100 55 35

**10. SPECIAL FEATURES**

NEWS AND SPECIALS

13 wk, minimum 1/4 hr 10 min 5 min

26 wk 24 16 8

RATE HOLDER 21 14 7

3 SPOTS PER WK: 13 wk 26 wk 52 wk

1 min 5.00 4.50 4.00

30 sec 3.50 3.00 2.50

**KWWL**

1947  
WATERLOO



**ROBERT E. EASTMAN & CO., INC.**



**RAB**

Blackhawk Broadcasting Company

Subscriber to the NAB Radio Code

Media Code 4 216 9240 1.00  
Blackhawk Broadcasting Co., Inc., E. 4th & Franklin  
Sts., Waterloo, Iowa, 50703. Phone 319-234-4404.  
TWX 319-235-1716.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Bill Bolster.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

5,000 w.; 1330 kc. Directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a.  
Basic Rates: 20b, 21c, 22b, 23a, 24b, 24c, 27.  
Contracts: 40a, 41, 44a, 44b, 45.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
FM facilities: KFMW (FM).  
Affiliated with Eastman Radio Network.

**TIME RATES**

No. 21 ET 4/1/71—Rec'd 7/6/73.

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm & 7-10 pm.

III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun  
all day.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN: 1 ti 12 ti 18 ti 24 ti

I 25 22 20 18

II 21 18 16 14

III 17 14 12 10

30 sec: 80% of 1-min.

**7. PACKAGE PLANS**

CUME PLANS: Ea

Plan A (1I, 10II, 5III) 13.00

Plan B (8I, 5II, 2III) 17.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%

**RATEHOLDER**

Minimum wky sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.  
Sold in combination with KFMW, Cedar Rapids. All  
packages, including Cume Plans, combine for fre-  
quency discount.

**AM/FM COMBINATION**

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN: 1 ti 12 ti 18 ti 24 ti

I 28 25 23 21

II 24 21 19 17

III 20 17 15 13

30 sec: 80% of 1-min.

**7. PACKAGE PLANS**

CUME PLANS: Ea

Plan A (1I, 10II, 5III) 15.50

Plan B (8I, 5II, 2III) 20.00

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%

**RATEHOLDER**

Minimum wky sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

**KXEL**

1942  
WATERLOO



**radio**



Media Code 4 216 9360 7.00  
KXEL Broadcasting Co., Inc., Box 2305, Highway  
281 East, Waterloo, Ia. 50705. Phone 319-233-  
3371.

**1. PERSONNEL**

President—Cy N. Bahakel.

General Manager—Rick Hall.

Sales Manager—Lyle Harvey.

**2. REPRESENTATIVES**

HR/Stone Radio Representatives, Inc.

**3. FACILITIES**

50,000 w.; 1540 kc. Clear channel. Directional—night.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b,  
24c, 25a, 26, 28a, 28c, 29a, 30, 32b.  
Contracts: 40a, 42a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Affiliated with American Contemporary Network.

**TIME RATES**

No. 10 ET 10/1/72—Rec'd 10/25/72.

AAA—Mon thru Fri 6-9 am & 3-6:30 pm.

AA—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-  
6:30 pm.

A—Mon thru Sun 6:30 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA

PER WK: Open 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 50 ti

BULK: 250x 500x 1000x

1 min. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 13.00

30 sec. 16.00 15.20 14.40 13.60 12.80 12.00 11.20 10.40

CLASS AA 1 min. 18.00 17.10 16.20 15.30 14.40 13.50 12.60 11.70

30 sec. 14.40 13.70 12.95 12.25 11.50 10.80 10.10 9.35

CLASS A 1 min. 14.00 13.30 12.60 11.90 11.20 10.50 9.80 9.10

30 sec. 11.20 10.85 10.10 9.50 8.95 8.40 7.85 7.30

**7. PACKAGE PLANS**

1/3AAA, 1/3AA, 1/3A (OR KXEL-FM)

TAP: 3 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 50 ti

1 min. 17.30 16.45 15.60 14.75 13.85 13.00 12.15 11.25

(\*) 13.60 13.20 12.50 11.80 11.10 10.40 9.70 9.00

(\*) 30 sec or less.

Within 7 days.

**8. PROGRAM TIME RATES**

1x 26x 52x 104x 260x 312x

1 hr. 252.00 240.00 230.00 215.00 200.00 180.00

1/2 hr. 144.00 138.00 131.00 124.00 116.50 109.00

1/4 hr. 96.00 91.75 87.50 83.00 78.50 74.25

10 min. 72.00 70.60 65.50 61.90 53.25 54.60

5 min. 48.00 46.60 45.15 42.25 39.30 36.40

Mon thru Sun 8 pm-1 am.

**KXEL-FM**

1962  
WATERLOO



Media Code 4 216 9361 5.00  
KXEL Broadcasting Co., Inc., Box 2395, Water-  
loo, Ia. 50705. Phone 319-233-3371.  
See affiliated AM station for additional information.

**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7  
mc. Stereo.

Operating schedule: 6 am-midnight. CST.

Antenna ht.: 569 ft. above average terrain.

**TIME RATES**

No. 10 ET 10/1/72—Rec'd 10/25/72.

**6. SPOT ANNOUNCEMENTS**

PER WK: Open 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 50 ti

BULK: 250x 500x 1000x

1 min. 14.00 13.30 12.60 11.90 11.20 10.50 9.80 9.10

30 sec. 11.20 10.65 10.10 9.50 8.95 8.40 7.85 7.30

**WAUKON (1 AM; 1 FM)**

Allamakee County—Map Location J-2  
See SRDS consumer market map and data at beginning  
of the State.

**KNEI**

1967

**KNEI-FM**

1968



Media Code 4 216 9400 1.00  
David H. Hogendorn, Box 151, Waukon, Ia. 52172.  
Phone 319-568-3476.

**1. PERSONNEL**

General Manager—David H. Hogendorn.

**3. FACILITIES**

1,000 w.; 1140 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 108.9  
mc.

Operating schedule: 6 am-midnight. CST.

Antenna ht.: 204 ft. above average terrain.

**4. AGENCY COMMISSION**





# KANSAS

# State, County, City, Metro Area Data

(SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

State City Metropolitan Area	Population		Consumer Spendable Income—1973					Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)						
	1/1/74 (000)	1/1/74 (000)	% Distribution of Families					By Selected Store Types													
			Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)		
<b>KANSAS STATE TOTALS</b>	2,296.8	785.03	9,957,129	12,684	9.1	11.2	9.2	24.6	43.8	6,237,422	7,945	1,042,688	175,003	756,672	236,658	297,475	1,409,224	546,204	1,239.28	249.2	3,833,661
ALLEN K-5	15.4	5.69	53,860	9,466	14.1	12.2	9.9	24.1	32.4	42,633	7,493	7,228	692	4,099	1,180	1,426	8,032	4,336	7.99	2.5	23,212
ANDERSON K-4	8.7	3.13	29,559	9,444	13.8	12.5	9.9	25.3	30.8	19,679	6,287	3,680	488	280	379	513	4,899	2,027	4.53	3.1	28,266
ATCHISON K-2	19.2	6.11	73,796	12,078	12.2	11.4	10.6	26.6	38.5	42,049	6,882	9,287	1,405	4,834	2,813	1,809	6,317	1,942	9.21	3.1	27,178
BARBER F-6	7.3	2.71	36,234	13,370	10.9	11.2	8.6	23.2	46.0	25,432	9,385	3,433	956	682	552	1,053	4,261	4,892	3.73	1.2	43,366
BARTON F-4	35.3	11.77	141,068	11,985	9.9	11.2	11.3	29.0	38.3	110,972	9,428	17,013	2,820	18,281	4,304	7,305	27,852	9,240	18.06	4.1	89,581
BOURBON L-5	15.5	6.02	58,771	9,763	14.1	13.5	9.2	22.6	29.5	47,370	7,869	8,589	720	4,784	4,031	2,870	10,774	4,209	8.47	2.6	24,897
BROWN K-2	13.8	5.21	43,232	8,298	11.0	12.4	6.0	18.6	45.6	37,609	7,219	4,943	1,228	1,331	578	1,432	6,952	2,750	6.43	4.6	47,467
BUTLER H-5	38.3	13.05	155,024	11,879	9.3	9.0	10.3	27.3	42.5	77,479	5,937	14,398	2,397	4,327	3,523	4,259	20,414	9,506	21.38	4.4	101,455
CHASE J-4	3.6	1.38	12,740	9,232	14.4	12.4	9.8	25.6	29.1	7,087	5,136	1,282	269	195	384	260	1,465	1,668	1.84	1.0	39,581
CHAUTAUQUA J-6	5.2	2.19	20,051	9,156	11.1	11.7	6.1	16.7	46.7	11,694	5,340	2,196	434	205	95	325	3,325	1,025	2.44	1.1	16,418
CHEROKEE L-6	22.3	8.30	71,763	8,646	14.6	11.9	11.4	25.4	27.5	39,892	4,806	9,454	756	2,184	629	1,173	9,029	5,072	11.64	3.1	19,236
CHEYENNE B-2	3.9	1.40	16,102	11,501	8.7	9.0	5.4	18.2	56.3	11,990	8,564	2,175	252	276	458	630	2,456	1,237	2.30	1.6	26,643
CLARK E-6	2.9	1.12	13,644	12,182	10.4	10.8	7.7	23.1	46.4	6,469	5,776	1,272	211	259	73	194	1,159	887	1.53	.8	34,742
CLAY H-3	10.4	3.94	38,435	9,755	15.4	12.7	11.8	26.2	27.9	29,522	7,493	4,963	504	1,535	548	1,561	8,617	2,180	5.34	3.1	38,382
CLOUD G-3	14.0	5.01	49,332	9,847	12.9	12.7	9.9	25.3	35.9	42,232	8,430	7,085	1,290	3,506	1,222	2,058	8,261	3,649	6.72	2.7	28,103
COFFEY K-4	8.6	3.34	28,233	8,453	16.0	11.9	9.9	23.3	25.3	19,951	5,973	2,983	644	531	355	836	2,728	2,445	3.97	3.0	28,949
COMANCHE E-6	2.9	1.13	12,296	10,881	11.1	10.3	7.7	23.5	43.0	6,261	5,541	1,374	113	343	182	371	1,227	890	1.48	.7	37,255
COWLEY H-6	34.3	12.28	145,351	11,836	12.3	11.3	11.2	26.9	36.2	95,076	7,742	15,392	3,487	10,251	4,170	4,776	24,318	9,377	17.73	3.7	55,431
CRAWFORD L-6	38.6	14.57	134,156	9,208	14.5	16.1	11.4	22.4	28.8	92,217	6,329	14,416	3,052	14,019	4,249	7,709	15,465	7,386	19.05	3.5	22,391
Decatur D-2	5.4	1.99	20,175	10,138	12.9	10.5	9.9	25.1	36.5	60,671	7,962	9,568	2,615	11,447	4,204	5,916	11,836	4,374	2.65	1.8	25,293
Dickinson H-4	24.1	8.91	84,422	9,475	14.6	13.1	11.6	26.2	31.3	60,577	7,163	2,415	371	2,470	464	722	3,466	2,709	6.53	5.6	59,496
DONIPHAN K-2	10.8	3.69	32,925	8,923	11.3	11.1	7.3	21.6	44.7	15,755	4,270	9,075	1,335	4,028	2,208	1,854	13,789	6,533	10.96	5.6	34,131
DOUGLAS K-3	59.2	18.56	220,238	11,866	10.3	13.4	9.8	25.6	39.1	137,529	7,410	28,699	3,611	13,080	6,524	7,781	25,464	11,649	27.06	2.8	27,337
Lawrence	45.5	14.11	161,124	11,419	12.6	12.2	9.5	25.2	38.0	126,964	8,998	25,822	2,938	12,577	6,219	7,003	23,198	9,793	2.70	1.0	20,375
EDWARDS E-5	4.6	1.70	18,371	10,806	15.0	11.4	8.9	24.1	26.9	11,995	7,056	2,072	280	949	404	336	4,772	919	21.22	1.2	15,708
ELK J-6	4.3	1.75	16,234	9,277	8.8	11.7	7.5	24.9	47.0	8,507	4,861	1,313	155	499	53	142	2,902	714	11.87	2.1	41,850
ELLSWORTH G-4	7.7	2.81	28,728	10,223	10.4	12.6	9.4	25.2	35.1	17,120	6,093	3,315	684	586	426	822	3,840	1,868	3.66	2.4	19,054
FINNEY D-5	22.3	6.82	77,825	11,411	11.9	15.4	11.8	26.3	32.7	94,754	13,894	11,916	1,405	15,071	3,536	4,468	17,832	4,421	10.50	1.8	134,228
FORD E-5	24.1	7.91	95,609	12,087	10.3	10.5	10.4	26.8	41.7	97,404	13,448	13,448	1,264	15,612	3,584	6,696	22,049	5,737	12.33	2.8	115,325
FRANKLIN K-2	20.2	7.11	76,630	10,778	12.2	14.0	8.7	23.6	36.8	57,767	8,125	9,348	1,298	2,827	2,788	1,622	15,163	4,338	10.84	3.7	32,524
GEARY H-31	31.7	9.83	127,930	13,014	16.2	16.4	11.1	27.3	26.4	66,569	6,772	8,636	1,222	13,572	2,310	4,115	16,440	5,532	17.96	.4	12,887
GOVE D-3	4.0	1.29	14,875	11,531	11.3	11.2	8.8	23.3	45.3	10,129	7,852	2,658	193	419	69	173	1,571	1,047	1.99	1.8	61,241
GRAHAM E-3	4.9	1.60	21,256	13,285	9.8	9.5	7.9	21.7	47.3	12,691	7,932	2,674	351	480	614	526	2,144	1,242	2.42	1.9	13,980
GRANT C-6	7.0	2.14	25,620	11,972	12.6	11.8	15.3	30.4	29.8	27,496	12,849	3,273	543	1,194	686	1,387	4,860	969	3.26	1.0	45,587
GRAY D-5	4.6	1.55	19,484	12,570	11.0	11.7	8.0	22.5	45.0	19,382	12,505	2,619	321	471	224	294	879	1,524	2.43	1.2	72,214
GREELEY B-4	2.2	.74	9,027	12,199	8.1	8.8	10.1	26.8	46.1	5,980	8,081	470	97	285	247	91	268	794	1.03	.9	36,271
GREENWOOD J-5	9.6	3.79	44,659	11,783	11.9	10.3	9.0	24.6	39.5	22,389	5,907	4,496	872	1,636	591	1,110	4,797	3,177	4.84	1.9	34,921
HAMILTON B-5	3.2	1.12	14,716	13,139	11.8	11.6	10.0	26.2	37.9	8,649	7,722	1,688	285	625	248	134	1,564	1,110	1.54	.9	17,451
HARPER G-6	8.5	3.42	39,159	11,450	10.2	9.3	10.1	27.6	42.6	24,563	7,182	3,624	779	1,529	496	660	5,534	2,552	4.42	1.9	37,721
HARVEY H-5	27.1	9.09	111,617	12,279	9.6	11.0	9.1	24.8	45.4	66,570	7,323	11,362	1,227	6,487	2,471	3,346	14,717	8,348	14.65	2.9	32,308
HASKELL C-6	3.9	1.24	15,081	12,162	10.8	10.7	10.4	24.4	43.6	12,802	10,324	1,804	643	624	175	1,447	1,762	1,447	1.89	1.0	65,336
HODGEMAN D-5	2.7	.92	13,143	14,286	7.8	10.8	6.4	20.3	54.6	4,997	5,432	852	133	197	91	244	609	651	1.46	1.4	26,174
JACKSON K-3	11.8	4.18	41,040	9,818	12.6	11.3	9.0	23.8	32.4	25,400	6,077	3,644	189	1,773	290	717	3,304	2,500	5.61	4.0	35,971
JEFFERSON K-3	12.5	4.12	45,294	10,994	11.8	10.9	8.5	23.0	39.8	17,291	4,197	2,964	392	265	349	1,410	2,721	6.25	2.9	31,290	
JEWELL G-2	6.2	2.36	24,020	10,178	13.0	12.1	7.8	22.2	33.5	9,395	3,981	1,440	633	276	219	291	1,309	1,742	3.13	2.7	39,606
JOHNSON L-31	238.9	74.39	1,396,810	18,777	2.0	6.5	7.1	22.8	61.3	641,947	8,629	102,289	23,357	96,226	21,969	25,677	149,160	44,728	142.46	2.6	21,895
Overland Park	85.2	25.64	493,534	19,249	9.6	12.7	11.0	29.4	32.6	7,700	7,130	1,379	192	176	782	734	1.61	.9	35,991		
Prairie Village City	29.0	9.24	221,127	23,931	10.8	10.4	9.3	25.2	44.1	25,087	8,562	3,517	354	863	163	396	4,778	2,159	4.80	2.9	26,289
Shawnee	23.9	7.08	106,119																		





# KANSAS

Colby—Continued

**KXXX-FM**

1971

**NAB**

Media Code 4 217 0901 5.00  
Golden Plains, Inc., Box 27, Colby, Kans. 67701.  
Phone 913-462-3305.  
See abridged AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KXXX-FM: MUSIC: MOR & contemporary. NEWS: 250 live nighttime sports events annually. Service cluster at :30. Contact Representative for further details.  
Rec'd 6/3/74.  
**5. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.  
Operating schedule: 5:30 am-midnight, CST.  
Antenna ht.: 660 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations.  
Sold in combination with KXXX. See that listing.

**TIME RATES**

50% of applicable AM rate.

## CONCORDIA

Cloud County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**KNCK**

1954

Media Code 4 217 1050 0.00  
General Broadcasting Co., Concordia, Kan. 64991.  
Phone 913-243-1414.  
**1. PERSONNEL**  
Station Manager—Wendell D. Wilson.  
**3. FACILITIES**  
500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, and Kansas Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 12/27/73.

**6. SPOT ANNOUNCEMENTS**

1x	15x	26x	52x	104x	156x	312x	624x
1 min	5.00	4.00	3.70	3.50	3.30	3.00	2.30
30 sec	3.50	3.00	2.80	2.60	2.40	2.20	1.75
15 min	1.50	1.30	1.20	1.10	1.00	0.90	0.70

Minimum 3 30-sec/1-min spots, 5 10-sec spots.

**7. PACKAGE PLANS**

EA:	1 min	30 sec
100 ti/30 days	2.80	2.25
50 ti/30 days	3.25	2.50
25 ti/7 days	3.50	2.75
10 sec ID's	2.00	1.65
50x	1.00x	1.56x
312x	624x	1000x
1.00	1.25	1.00
		.85

## DODGE CITY (2 AM; 1 FM)

Ford County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KEDD**

1961

**NAB**

**RAB**

An Air M. Landon Station  
Subscriber to the NAB Radio Code  
Media Code 4 217 1200 1.00  
Seward County Broadcasting Co., Inc., Box 1206,  
Dodge City, Kan. 67801. Phone 316-227-7151.  
**STATION'S PROGRAMMING DESCRIPTION**  
KEDD: Programmed for adults age 18-45.

**1. PERSONNEL**  
General Manager—J. R. "Jim" Hewes.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western—Bill Dahlsten & Associates.  
**3. FACILITIES**  
1,000 w. days; 1550 kc. Directional.  
Operating schedule: Sunrise-local sunset, CST.  
**4. AGENCY COMMISSION**  
15/0 time and talent; payable 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KBS.  
Sold in combination with WREN, Topeka. See that listing for discount.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 11/3/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.75	3.50	3.00
30 sec	3.00	2.75	2.50	2.00

**10. SPECIAL FEATURES**

PER WK:	1 ti	3 ti	6 ti
News	7.50	6.00	5.00
10-min local news, flat			8.00

**KGNO**

**KGNO-FM**

1930

1966



**SAVALLI/GATES**  
INCORPORATED

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 1350 4.00  
Dodge City Broadcasting Co., Inc., Box 1398, Dodge  
City, Kan. 67801. Phone 316-227-3151.

### 1. PERSONNEL

General Manager—Isadore Salm.

Program Director—Mike Kinnan.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.  
Missouri—Eugene F. Gray Co.  
Intermountain States—Kub Hix Co., Inc.  
Nebraska—Soderlund Company.  
Kansas—Andy McDermott Sales Ltd.

### 3. FACILITIES

5,000 w. days; 1,000 w. nights; 1370 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight, CST.  
FM-ERP 25,000 w.; 95.5 mc. Stereo.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations.  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21d, 23a, 25a, 28c, 29a, 32b.  
Contracts: 40a, 41, 46, 50.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

No. 10 Eff 5/1/73—Rec'd 4/27/73.

A—6-9 am & 11:30 am-1 pm.

D—9-11:30 am & 1-7 pm.

C—7 pm sign-off

**6. SPOT ANNOUNCEMENTS**

A:	1x	26x	52x	156x	260x	312x	520x	624x
1 min.	15.00	14.25	13.50	12.75	12.00	11.25	10.50	9.75
30 sec.	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80
10 sec.	7.50	7.20	6.75	6.40	6.00	5.60	5.20	4.80

B:

1 min.	10.00	9.60	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	8.00	7.70	7.20	6.80	6.40	6.00	5.60	5.20
10 sec.	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25

C:

1 min.	7.00	6.70	6.30	5.95	5.60	5.25	4.90	4.55
30 sec.	5.60	5.40	5.05	4.75	4.50	4.20	3.90	3.65
10 sec.	3.50	3.35	3.15	3.00	2.80	2.65	2.45	2.30

**7. PACKAGE PLANS**

PER WK, ROS, EA:	6 ti	12 ti	18 ti	24 ti
1 min.	10.00	9.50	9.00	8.50
30 sec.	8.00	7.60	7.20	6.80
10 sec.	5.00	4.75	4.50	4.25

Preemptible.  
(Q)

## EL DORADO (1 AM; 1 FM)

Butler County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KOYY**

1953

**KOYY-FM**

1972

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 1500 4.00  
Neosho County Broadcasting, Inc., Box 550, R.R. 2,  
El Dorado, Kans. 67042. Phone 316-321-1360.

**1. PERSONNEL**  
General Manager—H. Pat Powers.  
**3. FACILITIES**  
500 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily, CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 170 ft. above average terrain.  
Simultaneous 6 am-local sunset.  
**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.  
Member: Kansas Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 8/1/72—Rec'd 8/7/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	13 wk	26-52	1 wk	13 wk	26-52
1 ti	4.00	3.60	3.20	3.20	2.80	2.60
6 ti	3.60	3.20	3.00	2.80	2.60	2.40
11 ti	3.20	3.00	2.50	2.60	2.40	2.10
21+	3.00	2.50	2.30	2.40	2.10	1.90

## EMPORIA (1 AM; 1 FM)

Lyon County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

**KVOE**

1939

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 1650 7.00  
Bluestem Broadcasting Co., Inc., Box 968, Emporia,  
Kan. 66801. Phone 316-342-1400.

**STATION'S PROGRAMMING DESCRIPTION**  
KVOE: Programmed for general interest.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Edward J. McKernan, Jr.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:45 am-11 pm, CST.  
Partial simulcast operation. Simultaneous 5:45 am-6:15 pm. For non-simulcast facilities see KVOE-FM.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KBS.  
Member: Kansas Radio Network.

**TIME RATES**

No. 8 Eff 1/1/74—Rec'd 2/25/74.

**6. SPOT ANNOUNCEMENTS**

PER	1000x	624x	312x	156x	104x	52x	1x
1 min	4.29	4.65	5.29	5.94	6.41	6.85	7.76
30 sec	3.24	3.88	4.29	4.88	5.35	5.47	5.71
10 sec	2.82	3.08	3.47	3.94	4.88	5.00	5.18

**7. PACKAGE PLANS**

PER MO. EA:	50 ti	100 ti	150 ti	200 ti
1 min.	5.94	5.71	5.35	5.12
30 sec.	4.82	4.47	4.29	4.00

### 10. SPECIAL FEATURES

INFORMATION/FEATURES

PER YR:	312x	156x	104x	52x	1x
5 min.	8.24	8.35	8.41	8.47	8.53

INFORMATION BLOCKS

Daily 7-8:15 am, noon-12:45 pm, 2-3:15 pm & 5-6:15 pm:

1 min flat	7.76	30 sec, flat	5.71
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**KVOE-FM**

1966

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 1651 5.00  
Bluestem Broadcasting Co., Inc., Box 968, Emporia,  
Kan. 66801. Phone 316-342-1400.  
See abridged AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KVOE-FM: Country music 6:15-11 pm.

### 3. FACILITIES

ERP 3,000 w.; 104.5 mc. Stereo.  
Operating schedule: 5:45 am-11 pm, CST.  
Antenna ht.: 320 ft. above average terrain.  
Partial simulcast operation. Operated separately  
6:15-11 pm. For simulcast facilities see KVOE.

**TIME RATES**

Rates are identical to KVOE. See that listing.

## FAIRWAY

Johnson County—Map Location L-3  
See SRDS consumer market map and data at beginning of the State.

**See Kansas City, Mo.**

(including Fairway, Kansas City, Merriam,  
Mission, Kans.; Independence, Liberty, Mo.)

## FORT SCOTT

Bourbon County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.

**KMDO**

1954

**NAB**

Media Code 4 217 1800 8.00  
Ft. Scott Broadcasting Co., Inc., Box 72, Ft. Scott,  
Kans. 66701. Phone 316-223-4500.

**1. PERSONNEL**  
Manager—Lloyd J. McKenney.  
**3. FACILITIES**  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
**4. AGENCY COMMISSION**  
15/0 time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations.  
Affiliated with KBS.  
Member: Marie Circle Network.

**TIME RATES**

Eff 6/17/74—Rec'd 6/24/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	ix	52x	260x	725x	2600x
30 sec.	4.25	4.00	3.30	3.00	2.50
10 sec.	3.40	3.20	2.65	2.40	2.00
10 sec.	2.75	2.60	2.15	1.95	1.60
10 sec.	2.10	2.00	1.65	1.50	1.25

**7. PACKAGE PLANS**

25/5 days	1 min	30 sec	20 sec	10 sec
50/5 days	4.00	3.20	2.60	2.00
100/5 days	3.50	2.80	2.25	1.75
100/10 days	3.30	2.65	2.15	1.65
170/10 days	3.30	2.65	2.15	1.65
200/30 days	3.30	2.65	2.15	1.65
400/60 days	3.00	2.40	1.95	1.50
600/60 days	2.80	2.25	1.80	1.40

## GARDEN CITY (2 AM; 1 FM)

Finney County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**KIUL**

1955

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 1950 1.00  
KIUL, Inc., Box 878, 308 N. 7th St., Garden City,  
Kan. 67846. Phone 316-276-3251.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Tony Jewell.  
**2. REPRESENTATIVES**  
The Dorney Organization, Inc.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Operating schedule: 5:30 am-midnight, CST.  
**4. AGENCY COMMISSION**  
15/0 monthly.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.

**TIME RATES**

Eff 2/20/70—Rec'd 12/29/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	ix	5x	10x	15x	20x	25x	30x	30x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50

DISCOUNT ON NON-CANCELLABLE CONTRACTS  
13 wk—5%      26 wk—10%      52 wk—15%

**KUPK**

**KUPK-FM**

1948

1962

**NAB**

A Kakealand Station  
Subscriber to the NAB Radio Code  
Media Code 4 217



# HAYS

Ellis County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KAYS

1948



Subscriber to the NAB Radio Code  
Media Code 4 217 2550 6.00  
KAYS, Inc., Box 817, 2450 Hall St., Hays, Kan. 67601.  
Phone 913-625-2578.

- PERSONNEL  
Station Manager—Bob Templeton.
- REPRESENTATIVES  
The Dorney Organization, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.
- AGENCY COMMISSION  
Operating schedule: 6 am-midnight. CST.  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TV facilities: KAY-3-TV.

### TIME RATES

No. 8 Eff 8/1/72—Rec'd 8/7/72.

PER WK:	1 hr	5 ti	10 ti	15 ti	20 ti	25+
1 min.	6.00	5.65	5.35	4.90	4.40	4.00
30 sec.	4.80	4.55	4.30	3.95	3.55	3.10

NON-CANCELLABLE CONTRACT DISCOUNT  
52 wk—10%

# HUTCHINSON (2 AM; 2 FM)

Reno County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KSKU (FM)

1968



Subscriber to the NAB Radio Code  
Media Code 4 217 2600 1.00  
Sound Sales, Inc., Box 948, 2627 E. 4th St.,  
Hutchinson, Kan. 67501. Phone 316-663-2115.

- PERSONNEL  
Station Manager—Gary D. Essells.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29, 33a.  
Contracts: 40a, 41, 42d, 44b, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.

### TIME RATES

ET—Rec'd 2/5/73.

PER WK:	1 hr	2 wk	7 wk	12 wk
30 sec.	3.75	3.45	3.25	2.70
1 min.	6.00	4.75	4.35	3.10

- PERSONNEL  
President—Marguerite Sours  
Station Manager—Gary D. Essells.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29, 33a.  
Contracts: 40a, 41, 42d, 44b, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.

### TIME RATES

ET—Rec'd 2/5/73.

PER WK:	1 hr	2 wk	7 wk	12 wk
30 sec.	3.75	3.45	3.25	2.70
1 min.	6.00	4.75	4.35	3.10

- PERSONNEL  
President—Marguerite Sours  
Station Manager—Gary D. Essells.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 28a, 29, 33a.  
Contracts: 40a, 41, 42d, 44b, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET—Rec'd 2/5/73.

PER WK:	1 hr	2 wk	7 wk	12 wk
30 sec.	3.75	3.45	3.25	2.70
1 min.	6.00	4.75	4.35	3.10

- PERSONNEL  
President—Marguerite Sours  
Station Manager—Gary D. Essells.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.

### TIME RATES

ET—Rec'd 2/5/73.

PER WK:	1 hr	2 wk	7 wk	12 wk
30 sec.	3.75	3.45	3.25	2.70
1 min.	6.00	4.75	4.35	3.10

- PERSONNEL  
Chairman of the Board—Bess Wyse Bickard.  
Pres. & Gen'l Mgr.—Fred L. Conser.
- REPRESENTATIVES  
Hal Walton Co.
- FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.
- AGENCY COMMISSION  
Operating schedule: 6 am-midnight. CST.  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11c, 12b, 13b, 14b, 15a, 15b.

Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40a, 41, 42b, 44a, 44b, 47a, 48, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Kansas Radio Network.

### TIME RATES

ET 8/1/74—Rec'd 6/20/74.

SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x
1 min.	7.55	7.05	6.50	6.95	5.30	4.60
30 sec.	5.35	5.25	4.95	4.15	3.80	3.40

### PACKAGE PLANS

	Per wk	50 ti	100 ti	200 ti
1 min.	49.50	115.00	170.00	315.00
30 sec.	38.50	90.00	140.00	285.00

### PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	260x	312x
1/2 hr	36.40	33.75	31.25	27.50	25.25	22.95	20.35	17.90
1/4 hr	26.55	24.25	22.95	19.25	17.95	16.45	14.70	12.85

### PARTICIPATING PROGRAMS

THIS MORNING—7-9:30 AM

	1 min	30 sec	3 min	5 min	10 min
1 min.	7.30	5.60	8.18	12.48	16.60

PARTY LINE—9:30-11 AM & 1:05-1:30 PM

	1 min	30 sec
1 min.	6.10	4.65

## KWBW-FM

1972



Media Code 4 217 2701 7.00  
Nation's Center Broadcasting Co., Inc., Box 1036,  
17th & Harding St., Hutchinson, Kan. 67501.  
Phone 316-662-4486.

- PERSONNEL  
Sales Manager—Richard K. Cornish.
- REPRESENTATIVES  
See affiliated AM station for additional information.
- FACILITIES  
ERP 18,500 w.; 102.9 mc. Stereo.  
Operating schedule: 18 hours daily. CST.  
Antenna ht.: 170 ft. above average terrain.

### TIME RATES

ET—Rec'd 5/1/72.

SPOT ANNOUNCEMENTS	1x	52x	156x	260x	312x	624x	1000x	2000x
1 min.	5.00	3.75	3.50	3.25	3.00	2.70	2.40	1.80
30 sec.	3.50	3.25	3.00	2.70	2.40	2.10	1.80	1.50

### PACKAGE PLANS

	10 ti	30 ti	50 ti
1 min.	40.00	90.00	125.00
30 sec.	30.00	75.00	112.50

### PER MO:

	100 ti	200 ti
1 min.	225.00	420.00
30 sec.	200.00	360.00

## KWHK

1946



Subscriber to the NAB Radio Code  
Media Code 4 217 2850 2.00  
KWHK Broadcasting Co., Inc., 525 N. Main St.,  
Hutchinson, Kan. 67501. Phone 316-663-4461.

- PERSONNEL  
Pres. & Gen'l Mgr.—David R. Mackey.  
Station Manager—Ken Willard.
- REPRESENTATIVES  
PHO Time Sales, Inc.  
Eugene F. Gray Co.
- FACILITIES  
1,000 w. days, 500 w. nights; 1260 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION  
15%—no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 26a, 28a, 28c, 29a, 33b.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49.

### TIME RATES

Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

Rates effective September 1, 1961.  
5 times—Rates received August 4, 1961.

SPOT ANNOUNCEMENTS (1 minute)	1 wk.	13 wks.	26 wks.	52 wks.
5 times	8.00	7.50	7.25	7.00
10 times	7.75	7.25	7.00	6.75
20 times	7.50	7.00	6.75	6.50
30 times	7.25	6.75	6.50	6.25
50 times	7.00	6.50	6.25	6.00

### TIME RATES

	1 wk.	13 wks.	26 wks.	52 wks.
5 times	6.00	5.50	5.25	5.00
10 times	5.75	5.25	5.00	4.75
20 times	5.50	5.00	4.75	4.50
30 times	5.25	4.75	4.50	4.25
50 times	5.00	4.50	4.25	4.00

### TIME RATES

20 seconds—applicable 30-second rate.  
10 seconds—50% of applicable 1-minute rate.  
10-second ID's—combinable with other announcements, at rate of 2 ID's per 1 minute.

### PROGRAM TIME RATES

5-MINUTE NEWSCASTS

Per week:	1 wk.	13 wks.	26 wks.	52 wks.
5 times	12.50	12.00	11.50	11.00
10 times	12.00	11.50	11.00	10.50
15 times	11.50	11.00	10.50	10.00
20 times	11.00	10.50	10.00	9.50

### PERIODIC NEWSCASTS

- Applicable to announcements or programs scheduled on continuous basis during frequency period.
- PARTICIPATING PROGRAMS  
"KWHK Weatherwatch"—Special program replacing regular programs during tornado and severe weather. 20.00 per hour with guarantee of 2 1-minute announcements per hour.  
"KWHK Phone Forum" (Party Line). Per 1/4 hour, including talent, 22.50.

# INDEPENDENCE (1 AM; 1 FM)

Montgomery County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

## KIND

1947

Media Code 4 217 3000 3.00  
Central Broadcasting, Inc., Drawer "A," Independence, Kan. 67301. Phone 316-331-3000.

- PERSONNEL  
General Manager—J. Nelson Rupard.
- FACILITIES  
250 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KIND-FM.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 6/1/71—Rec'd 4/13/71.

SPOT ANNOUNCEMENTS	1x	26x	52x	260x	500x	1000x
1 min.	4.00	3.00	2.75	2.50	2.25	2.00
30 sec.	2.40	1.80	1.65	1.50	1.35	1.20
10 sec.	1.00	.90	.80	.75	.65	.65

### PACKAGE PLANS

	25 ti	50 ti	100 ti
1 min.	62.50	112.50	200.00
30 sec.	37.50	67.50	125.00
10 sec.	20.00	37.50	60.00

### SPECIAL FEATURES

- NEWS, WEATHER, SPORTS  
Applicable time charges plus 25% news charge.

## KIND-FM

1969

Media Code 4 217 3001 1.00  
Central Broadcasting, Inc., Drawer A, 114 N. 8th St., Independence, Kan. 67301. Phone 316-331-3000.

- PERSONNEL  
See affiliated AM station for additional information.
- FACILITIES  
ERP 1,600 w.; 101.7 mc.  
Operating schedule: 6:30 am-11 pm. CST.  
Antenna ht.: 156 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KIND.

### TIME RATES

Rates are identical to KIND. See that listing.

### TIME RATES

Rates are identical to KIND. See that listing.

# IOLA

Allen County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

## KALN

1961

Media Code 4 217 3150 6.00  
Iola Broadcasting Inc., Box 710, S. Hwy. 169, Iola, Kans. 66719. Phone 316-365-3151.

- PERSONNEL  
Pres. & Gen'l Mgr.—Michael P. Russell.
- FACILITIES  
500 w.; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 9/3/71.

SPOT ANNOUNCEMENTS	1x	13 wk	26 wk	52+
1 min	4.40	4.20	4.10	4.00
30 sec	3.55	3.35	3.20	3.10
12 sec	2.20	2.05	2.00	1.95

### PACKAGE PLANS

	11 per wk	21+
1 min	4.10	3.95
30 sec	3.30	3.15
12 sec	2.05	1.95

### SPECIAL FEATURES

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# KANSAS

## LAWRENCE (1 AM; 1 FM)

Douglas County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

**KLWN** **KLWN-FM**

1951 **RAB**

Subscriber to the NAB Radio Code

Media Code 4 217 3600 0.00  
Lawrence Broadcasters, Inc., Box 3007, Lawrence, Kan. 66044. Phone 913-845-1320.

- PERSONNEL**  
President—Arden Booth.  
General Manager—Hank Booth.  
Sales Manager—Jannene Mohlstrom.
- REPRESENTATIVES**  
East, Midwest—Walton Broadcasting Sales Corporation, Missouri, Kansas, Nebraska—Eugene F. Gray Co. West Coast—Bill Dahlsen & Associates.

- FACILITIES**  
500 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 17,000 w.; 105.9 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22b, 23a, 25a, 27, 28b, 28c, 29a.  
Contracts: 40a, 41, 44b, 45, 46, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60i, 62d.  
Cancellation: 70a, 71a, 72b.  
Prod. Services: 80, 82.  
Member: Kansas Radio Network.

- TIME RATES**  
No. 17 ET 8/1/74—Rec'd 7/5/74.
- | SPOT ANNOUNCEMENTS | 1 ti | 20 ti | 30 ti | 40 ti |
|--------------------|------|-------|-------|-------|
| PER WK. ROS:       |      |       |       |       |
| 1 min.             | 8.25 | 7.60  | 6.90  | 6.20  |
| 30 sec.            | 6.20 | 5.65  | 5.10  | 4.60  |

- SPECIAL FEATURES**  
Information News..... 1 min 30 sec 16.00 12.35  
Incl sponsor open & close  
Prime time—6-9 am, noon-1 pm, 5-6 pm 11.75 8.25

## LEAVENWORTH (1 AM; 1 FM)

Leavenworth County—Map Location L-3  
See SRDS consumer market map and data at beginning of the State.

**KCLO**

1948 **NAB**

Subscriber to the NAB Radio Code

Media Code 4 217 3750 3.00  
KCLO, Inc., 335 Muncie Rd., Leavenworth, Kan. 66048. Mu 2-1410.

- PERSONNEL**  
President—George Basil Anderson.  
Business Manager—Lee Pemberton.
- REPRESENTATIVES**  
George T. Hopewell, Inc.
- FACILITIES**  
5,000 w. days; 1410 kc. Directional.  
Operating schedule: 6:00 a.m. to local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10f, 11f, 12f, 13f, 14f.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 25b, 28c, 29a, 33b.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

- TIME RATES**  
Rates received November 16, 1959.
- | SPOT ANNOUNCEMENTS/PROGRAM RATES | 1 min. | 1/2 hr. | 1/4 hr. | 5 min. |
|----------------------------------|--------|---------|---------|--------|
| 1 time                           | 35.00  | 20.00   | 12.00   | 7.00   |
| 26 times                         | 34.00  | 19.00   | 11.00   | 6.50   |
| 52 times                         | 33.00  | 18.00   | 10.00   | 6.00   |
| 104 times                        | 32.00  | 17.00   | 9.00    | 5.50   |
| 312 times                        | 30.00  | 15.00   | 7.00    | 4.50   |

**KCLO-FM**

1962 **NAB**

Subscriber to the NAB Radio Code

Media Code 4 217 3781 1.00  
KCLO, Inc., 335 Muncie Road, Leavenworth, Kan. 66048. Phone 913-682-1410.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George Basil Anderson.  
Sla. & Sales Mgr.—Lee Pemberton.  
Program Director—Art Pemberton.
- FACILITIES**  
ERP 100,000 w.; 98.9 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 187 ft. above average terrain.

- TIME RATES**  
ET 5/5/69.
- | SPOT ANNOUNCEMENTS | 1x   | 52x  | 156x | 312x |
|--------------------|------|------|------|------|
| 1 min.             | 6.00 | 4.50 | 4.25 | 3.00 |
| 30 sec.            | 3.75 | 3.50 | 3.00 | 2.25 |
- PROGRAM TIME RATES**
- |         | 1x    | 52x   | 156x  | 312x  |
|---------|-------|-------|-------|-------|
| 1/2 hr. | 21.00 | 25.00 | 33.50 | 20.00 |
| 1/4 hr. | 17.00 | 15.00 | 14.50 | 13.00 |
| 5 min.  | 10.00 | 8.00  | 7.00  | 6.00  |

## LIBERAL (2 AM)

Seward County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**KLIB**

1960 **NAB**

Media Code 4 217 3900 4.00  
Communications Enterprises, Inc., Box 856, Liberal, Kan. 67901. Phone 316-624-2556.

- STATION'S PROGRAMMING DESCRIPTION**  
KLIB: Country music.
- PERSONNEL**  
General Manager—Chuck Davis.
  - FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS and MBS.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/19/72.
- | SPOT ANNOUNCEMENTS | 6 ti | 12 ti  | 18 ti | 24 ti |
|--------------------|------|--------|-------|-------|
| PER WK:            |      |        |       |       |
| 1 min.             | 4.00 | 3.75   | 3.50  | 3.00  |
| 30 sec.            | 3.00 | 2.75   | 2.50  | 2.00  |
| 10 sec.            | 50%  | 1-min. |       |       |
- CONSECUTIVE WEEK DISCOUNT**  
52 wk—20%

**KSCB**

1948 **NAB**

Subscriber to the NAB Radio Code

Media Code 4 217 4050 7.00  
Seward County Broadcasting Co., Inc., Box K, E 8th St., Liberal, Kan. 67901. Phone 316-624-3891.

- STATION'S PROGRAMMING DESCRIPTION**  
KSCB: Programmed for adults and young adults.
- PERSONNEL**  
General Manager—Stuart Melchert.
  - REPRESENTATIVES**  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsen & Associates.
  - FACILITIES**  
1,000 w. days; 500 w. nights; 1270 kc.  
1 Directional nights.  
Operating schedule: 6 am-midnight. CST.
  - AGENCY COMMISSION**  
15/0 time only. Payable 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with American Information Network.  
Sold in combination with WREN, Topeka. See that listing for discount.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/22/74—Rec'd 1/26/74.
- | SPOT ANNOUNCEMENTS | 6 ti | 12 ti | 18 ti | 24 ti | 36 ti |
|--------------------|------|-------|-------|-------|-------|
| PER WK:            |      |       |       |       |       |
| 1 min.             | 4.40 | 4.00  | 3.60  | 3.30  | 3.00  |
| 30 sec.            | 3.30 | 3.00  | 2.60  | 2.30  | 2.00  |
- SPECIAL FEATURES**  
News/Weather/Sports—5-min 6.50.  
Paul Harvey—1-min 4.50; 5-min 8.00.  
**CONTINUOUS WEEK DISCOUNT**  
52 wk—20%

## LYONS

Rice County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KLOQ (FM)**

1970 **NAB**

Media Code 4 217 4125 7.00  
KLOQ, Inc., Rt. 1, Lyons, Kan. 67554. Phone 316-278-3644.

- STATION'S PROGRAMMING DESCRIPTION**  
KLOQ (FM): C & W to 9 am, MOR to 9 pm, Prog. Rock to midnight.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Rolan Cobb.
  - FACILITIES**  
ERP 62,000 w.; 106.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht. 175 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

- TIME RATES**  
ET 2/1/73—Rec'd 1/5/72.
- | SPOT ANNOUNCEMENTS | 1x   | 13x  | 26x  | 52x  | 104x | 156x | 208x | 312x |
|--------------------|------|------|------|------|------|------|------|------|
| 1 min              | 3.70 | 3.15 | 2.80 | 2.65 | 2.55 | 2.40 | 2.30 | 2.20 |
| 30 sec             | 2.75 | 2.35 | 2.10 | 2.00 | 1.85 | 1.70 | 1.65 | 1.60 |
- PACKAGE PLANS**  
5 30-sec..... 7 5 1-min..... 9  
For spot advertiser running 40.00+ per mo.  
10 sec: (maximum), as 1.00.

## MANHATTAN (1 AM; 1 FM)

Riley County—Map Location M-3  
See SRDS consumer market map and data at beginning of the State.

**KMAN**

1950 **NAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 4200 8.00  
Manhattan Broadcasting Co., Box 1350, 2414 Casement Road, Manhattan, Kan. 66502. Phone 913-776-4851.

- STATION'S PROGRAMMING DESCRIPTION**  
KMAN: Programmed for adults & young adults.  
MUSIC: MOR, contemporary folk, showtunes, standards & swing jazz. NEWS: at :55. Local, re-

gional, national, world & sports reports at 7:30 am, 12N, 5:05 & 6 pm. Editorials & news-in-depth 12:35 & 5 pm M-P. Weather at :15 & :45. Lake reports at :10 & :40. Mobile unit camper interviews, mobile boat interviews at random Sat & Sun. SPORTS: scoreboard 4:45 pm. College football. FARM: U specialists reports & markets 6:15 am. Stock market 4 pm. Military reports 5:05 pm. Open line 11-11:30 am. Rec'd 6/24/74.

- PERSONNEL**  
President—Richard M. Seaton.  
General Manager—Lowell E. Jack.  
Commercial Manager—Tom Raes.
- FACILITIES**  
500 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 7:30-8:15 am, noon-12:40 pm & 6-8:30 pm. For non-simulcast facilities see KMKF (FM).
- AGENCY COMMISSION**  
15/0 time only; Bills payable in 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24b, 25a, 29a.  
Contracts: 40a, 41, 42b, 43, 47e, 51.  
Comb.: Cont. Discounts: 60a, 60i, 60k, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72b.  
Prod. Services: 80, 82.  
FM facilities: KMKF (FM).  
Affiliated with KBS.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 6/24/74.
- | SPOT ANNOUNCEMENTS | 1x   | 50x  | 100x | 150x | 300x |
|--------------------|------|------|------|------|------|
| 1 min.             | 9.80 | 9.00 | 8.70 | 8.00 | 6.70 |
| 30 sec.            | 8.60 | 7.50 | 6.80 | 6.60 | 5.90 |
- PACKAGE PLANS**  
PER WK: 30 ti 40 ti 50 ti  
1 min. 6.70 6.00 5.80  
30 sec. 5.90 5.30 5.10
- PROGRAM TIME RATES**
- |         | 1x    | 26x   | 52x   | 156x  | 312x  |
|---------|-------|-------|-------|-------|-------|
| 5 min.  | 17.80 | 16.10 | 15.50 | 12.60 | 10.90 |
| 1/4 hr. | 31.80 | 32.20 | 31.00 | 25.20 | 21.80 |
| 1/2 hr. | 46.25 | 41.85 | 40.30 | 32.85 | 28.30 |

**KMKF (FM)**

1972 **NAB**

Media Code 4 217 4162 0.00  
Manhattan Broadcasting Co., Inc., Box 1017, 2414 Casement Rd., Manhattan, Kan. 66502. Phone 913-776-4851.

- See affiliated AM station for additional information.  
AM facilities: KMAN.  
**STATION'S PROGRAMMING DESCRIPTION**  
KMKF (FM): Programmed for adults days; teens & young adults eve.  
MUSIC: standards, MOR 6 am-4 pm; classical 9-10:30 am; rock, progressive rock 7 pm-2 am; Sun-Fri. Rock, progressive rock 9 am-5 pm, 7 pm-2 am Sat. Jazz 6-7 pm Sun. **COMMERCIAL POLICY:** segmented every 15 minutes. AIR PERSONALITIES handle all segments. SPORTS: high school & U baseball, football, basketball play-by-play. Rec'd 6/24/74.

- PERSONNEL**  
Sales Manager—Tom Raes.  
FM Coordinator—Ed Kilmek.
- FACILITIES**  
ERP 1,600 w. (horiz.), 1,600 w. (vert.); 101.7 mc. Stereo.  
Operating schedule: 6-2 am. CST.  
Antenna ht.: 400 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-7:30 am, 8:15 am-noon, 12:40-8 pm & 6:30 pm-2 am. For simulcast facilities see KMAN.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 7/1/74—Rec'd 6/24/74.
- | SPOT ANNOUNCEMENTS | 1x   | 50x  | 100x | 150x | 300x |
|--------------------|------|------|------|------|------|
| 1 min.             | 8.50 | 7.80 | 7.60 | 7.00 | 5.80 |
| 30 sec.            | 7.50 | 6.50 | 5.90 | 5.70 | 5.10 |
- PACKAGE PLANS**  
PER WK: 30 ti 40 ti 50 ti  
1 min. 5.80 5.20 5.00  
30 sec. 5.10 4.60 4.40
- PROGRAM TIME RATES**
- |         | 1x    | 26x   | 52x   | 156x  | 312x  |
|---------|-------|-------|-------|-------|-------|
| 5 min.  | 15.50 | 14.00 | 13.50 | 11.00 | 9.50  |
| 1/4 hr. | 31.00 | 28.00 | 27.00 | 22.00 | 19.00 |
| 1/2 hr. | 40.30 | 36.40 | 35.10 | 28.60 | 24.70 |

## MARYSVILLE

Marshall County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

**KNDY**

1956 **NAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 4300 6.00  
Apollo Broadcasting Corp., Rte. 3, Marysville, Kan. 66508. Phone 913-562-2361.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Herbert R. Hoeflecker.
  - FACILITIES**  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15% on time only, no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Rates effective May 1, 1963.  
Rates received March 2, 1964.
- TIME RATES**
- | SPOT ANNOUNCEMENTS | 1 min 30 sec | 1 min 30 sec |
|--------------------|--------------|--------------|
| 1 ti               | 5.50         | 4.50         |
| 13 ti              | 5.25         | 4.25         |
| 26 ti              | 5.00         | 4.00         |
| 52 ti              | 4.75         | 3.75         |
- Less than 30 seconds—70% of 1-minute rate.

## McPHERSON (1 AM; 1 FM)

McPherson County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KNEX**

1948 **RAB**

Media Code 4 217 4500 1.00  
K. L. Krebbel, Box 186, Hwy. 81, McPherson, Kan. 67460. Phone 316-241-1504.

- STATION'S PROGRAMMING DESCRIPTION**  
KNEX: MOR, adults and young adults.
- PERSONNEL**  
General Manager—Claude Hughes.
  - REPRESENTATIVES**  
George T. Hopewell, Inc.
  - FACILITIES**  
250 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.
  - AGENCY COMMISSION**  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member National AdRadio Groups, Inc., Kansas Radio Network.

- TIME RATES**  
ET—Rec'd 12/31/73.
- | SPOT ANNOUNCEMENTS | 1x   | 50x  | 100x | 300x |
|--------------------|------|------|------|------|
| 1 min.             | 5.00 | 4.75 | 4.55 | 3.95 |
| 30 sec.            | 4.00 | 3.80 | 3.65 | 3.20 |
- PACKAGE PLANS**  
1 min. 30 ti 40 ti 50 ti  
30 sec. 4.15 3.80 3.50  
30 sec. 3.35 3.10 2.80  
6-8 am, noon-1 pm & 4-6 pm, extra 10%.

**KNEX-FM**

1974 **RAB**

Media Code 4 217 4501 9.00  
McPherson Broadcasting, Inc., Box 186, Hwy. 81, McPherson, Kan. 67460. Phone 316-241-1504.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 279 ft. above average terrain.

**TIME RATES**  
Rates are identical to KNEX. See that listing.

## MERRIAM

Johnson County—Map Location L-3  
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.  
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

## MISSION

Johnson County—Map Location L-3  
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Mo.  
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

## NEWTON (1 AM; 1 FM)

Harvey County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KJRG**

1953 **NAB**

Subscriber to the NAB Radio Code  
Media Code 4 217 4650 4.00  
KJRG, Inc., Box 567, Newton, Kan. 67114. Phone 316-283-5150.

- PERSONNEL**  
Manager—Gordon Anderson.
- REPRESENTATIVES**  
George T. Hopewell, Inc.  
West Coast—Biddick Company.
- FACILITIES**  
500 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

- TIME RATES**  
ET—Rec'd 5/13/57.
- | SPOT ANNOUNCEMENTS | 26x  | 52x  | 104x | 156x |
|--------------------|------|------|------|------|
| 1 min.             | 5.00 | 4.50 | 4.00 | 3.75 |

**KJRG-FM**

1959 **NAB**

Subscriber to the NAB Radio Code  
Media Code 4



KFRM

1947



AVERY-KNODEL, INC.



Media Code 4 217 6150 3.00  
JACO, Inc., 208 W. Cloud, Salina, Kan. 67402.  
Phone 913-825-4811.  
Exec. Office & Studio: 737 N. West St., Wichita, Kan. 67203. Phone 316-942-7981.

**STATION'S PROGRAMMING DESCRIPTION**  
KFRM: Programmed for adult interest.  
FARM: market reports at 7-8:30 am & 11:30 am-1 pm, with farm news and weather. MUSIC: modern country and western. NEWS: at 3:30 and 5:30 with 15 min. major newscasts at 7 am noon & 5 pm. Aviation weather twice daily. Contact Representative for further details. Rec'd 1/30/74.

**1. PERSONNEL**  
President—Mack Sanders.  
Mgr. & Agr. Dir.—Larry Steckline.  
Production Manager—Gene Morris.  
**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
**3. FACILITIES**  
5,000 w. days; 550 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21c, 21d, 22a, 24b, 25c, 28a, 29b, 30.

Contracts: 40b, 43, 44a, 44b, 45, 47a, 51c.  
Comb. Cont. Discounts: 60b, 60f, 60h, 61a, 62a, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: KICT (FM), Wichita.

**TIME RATES**  
ET 10/1/74—Rec'd 7/15/74.  
AAA—6:30-8:30 am & noon-1 pm (farm).  
AA—8-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	—AAA—	—AA—	—A—
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec
1 min	40	32	33
2 min	38	30	25
3 min	35	28	29
4 min	31	24	27
5 min	29	25	21
6 min	27	21	23
7 min	27	21	19
8 min	27	21	19

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AA, 1/2A  
PER WK: 6 ti 12 ti 13 ti 24 ti  
1 min 28 25 22 20  
30 sec 22 19 17 15

**10. SPECIAL FEATURE**  
5-min farm, news, weather, sports—1 1/2x applicable 1-min. (CR)

KINA

1964



Subscriber to the NAB Radio Code  
Media Code 4 217 6300 4.00  
Salina Radio, Inc., Box 778, 110 E. Walnut, Salina, Kan. 67401. Phone 913-825-0266.

**STATION'S PROGRAMMING DESCRIPTION**  
KINA: Programmed for mass appeal, emphasis 18-50 years.

MUSIC: current hits mixed with hits of past 15 years. NEWS: 5-min at :55 weather forecast on news & at :20 & :40; extended newscasts at 6:45, 7:45 & 12:15 pm; break-ins when news occurs; live mobile reports. AP & statewide weather wire. Editorials. ENTERTAINMENT: 2 daily telephone call-in shows 9-9:55 am & 12N-12:15 pm. Rec'd 3/27/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Sherwood R. Parks.  
Sales Manager—Wally Stover, Jr.  
**2. FACILITIES**  
500 w. days; 910 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b, 16.  
Basic Rates: 20a, 23b, 24a, 24c, 25a, 27, 33a.  
Contracts: 40a, 41, 45, 46, 48, 50, 51a.  
Comb. Cont. Discounts: 60b, 60f, 62d  
Cancellation: 70a, 70c, 71a, 72, 73h.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 9/1/73—Rec'd 8/31/73.

**6. SPOT ANNOUNCEMENTS**

	—FIXED—	—ROS—
1 min	30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec
1 x	6.90	5.50
26 x	6.50	5.20
52 x	6.10	4.90
104 x	5.70	4.55
156 x	5.30	4.25
208 x	4.90	3.90
312 x	4.50	3.60
416 x	4.10	3.30
520 x	3.70	2.95
624 x	3.30	2.65
728 x	2.90	2.30
832 x	2.50	2.00
936 x	2.10	1.85
1040 x	1.70	1.70

10 sec: ROS, ea 2.00.  
(This listing continued on next page)

**TIME RATES**  
ET 6/1/74—Rec'd 5/15/74.  
AA—Mon thru Sat 6:30 am-1 pm & 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
1 min	6.00	5.90	5.80	5.70	5.60	5.50	5.40	5.25	5.10	5.00
30 sec	4.50	4.40	4.30	4.20	4.10	4.00	3.90	3.75	3.60	3.50

PRATT (1 AM; 1 FM)

Pratt County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

KWNS

1962

KWNS-FM

1965

Media Code 4 217 5700 6.00  
O'Malley-Kieffer Communications Co., Box 486, Pratt, Kan. 67124. Phone 316-672-5581.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Don O'Malley.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation, South, Southeast, Southwest—Mario Messina Company, Kansas City, St. Louis—Eugene F. Gray Co.  
**3. FACILITIES**  
5,000 w. days, 500 w. nights; 1290 kc. Directional—separate patterns day and night. Operating schedule: 6 am-10 pm. CST. FM-ERP 29,000 w. 93.1 mc. Operating schedule: Same as AM. Antenna ht.: 214 ft. above average terrain. Operated separately for special events.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network. Member: Farm Radio Network, Kansas Radio Network.

**TIME RATES**  
ET 12/26/73.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	24 ti	48 ti
PER WK:	6 ti	12 ti	24 ti	48 ti
1 min	6.00	5.75	5.25	4.00
30 sec	4.80	4.60	4.20	3.20

RUSSELL (1 AM; 1 FM)

Russell County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

KRSL

1956



Thompson Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 217 5850 9.00  
Kilo Broadcasting Co., Box 666, Russell, Kan. 67665.  
Phone 913-483-3211.

**STATION'S PROGRAMMING DESCRIPTION**  
KRSL: Programmed for general interest.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—Fred L. Thompson.  
**3. FACILITIES**  
250 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRSL-FM.  
**4. AGENCY COMMISSION**  
15/0 time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with KRSB. Member: Kansas Radio Network.

**TIME RATES**  
No. 11 ET 4/1/73—Rec'd 12/26/73.

**6. SPOT ANNOUNCEMENTS**

	50 ti	40 ti	30 ti	20 ti	10 ti
PER WK, ROS:	50 ti	40 ti	30 ti	20 ti	10 ti
1 min	2.60	2.70	2.80	2.90	3.00
30 sec	2.10	2.20	2.30	2.40	2.50

KRSL-FM

1965



Thompson Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 217 5851 7.00  
Kilo Broadcasting Co., Box 666, N. Main St., Russell, Kan. 67665. Phone 913-483-3121.

**STATION'S PROGRAMMING DESCRIPTION**  
KRSL-FM: ERP 3,000 w.; 95.9 mc. Operating schedule: 6 am-10 pm daily. CST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see KRSL.  
**TIME RATES**  
Rates are identical to KRSL. See that listing.

SALINA (3 AM; 1 FM)

Saline County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station (6-10 am)	10 am-3 pm	3-7 pm	7 am-midnight	
A	30	23	20	9
B	15	13	15	4
C	5	5	5	—
D	4	4	4	—
AVERAGE	14	11	12	7

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min	30 sec
1 time	31.25	18.75	12.50	9.35	6.25	4.00	2.00
18 times	29.00	17.75	11.85	9.05	6.05	3.80	2.85
26 times	26.75	16.35	10.75	8.20	5.50	3.60	2.70
52 times	24.50	14.95	9.80	7.30	5.05	3.40	2.60
104 times	22.25	13.50	8.50	6.40	4.55	3.20	2.50
156 times	20.00	12.05	7.35	5.55	4.10	3.15	2.40
260 times	17.75	10.60	6.25	4.70	3.70	3.00	2.20
312 times	15.60	9.35	5.85	4.35	3.50	2.50	2.00

PHILLIPSBURG

Phillips County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

KKAN

1959



Subscriber to the NAB Radio Code  
Media Code 4 217 3250 2.00  
KKAN Radio, Inc., Box 307, 383 F St., Phillipsburg, Kan. 67661. Phone 913-543-2151.

**STATION'S PROGRAMMING DESCRIPTION**  
KKAN: Programming for local interest.

**1. PERSONNEL**  
Manager—Dwight C. Look.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:45 am-7 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with KBS.

**TIME RATES**  
ET 4/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

	8 ti	12 ti	24 ti	36 ti
PER WK, EA:	8 ti	12 ti	24 ti	36 ti
1 min	4.60	4.40	4.20	4.00
30 sec	3.50	3.40	3.20	3.00
10 sec	2.50	2.40	2.20	2.00

**ANNUAL PLAN**  
Contract advertisers using 156/260/312/624 spots within 52-wk period earn 6/12/24/36 plan rate, regardless of number of spots run in any wk. If contract not fulfilled, schedules adjusted to rate earned ea wk. All spots, regardless of length, may be combined to earn frequency.

PITTSBURG (2AM)

Crawford County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

KOAM

1987



Subscriber to the NAB Radio Code  
Media Code 4 217 5400 3.00  
Pittsburg Broadcasting Co., Inc., Box F, Pittsburg, Kan. 66762. Phone 316-231-7200.

**1. PERSONNEL**  
Vice Pres. & Gen'l Mgr.—Joe Shiverdecker.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc. Kansas City, St. Louis—Eugene F. Gray Co.  
**3. FACILITIES**  
1,000 w. days, 5,000 w. nights; 860 kc. Directional—night only.  
Operating schedule: 5 am-midnight daily. CST.  
**4. AGENCY COMMISSION**  
15% on net time and talent; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with NBC.

**TIME RATES**  
ET 6/17/66.

A—Mon-Sun 5 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec
A:	10.20	7.65	5.10
26 x	9.80	7.20	4.80
52 x	9.00	6.75	4.50
104 x	8.40	6.30	4.30
156 x	7.80	5.85	3.90
260 x	7.20	5.40	3.60
312 x	6.80	4.95	3.30
500 x	6.00	4.50	3.00
1000 x	5.40	4.05	2.70

**7. PACKAGE PLANS**

	12 ti	18 ti	24 ti	30 ti	42 ti
PER WK:	12 ti	18 ti	24 ti	30 ti	42 ti
1 min	90.00	126.00	162.00	195.00	262.50
30 sec	67.50	94.50	121.50	146.25	197.00

(CR)

KSEK

1947



Subscriber to the NAB Radio Code  
Media Code 4 217 5550 5.00  
Douglas Broadcasting Corp., Box 610, Pittsburg, Kan. 66762. Phone 316-231-2800.

**STATION'S PROGRAMMING DESCRIPTION**  
KSEK: MOR 'til 8 pm, 8 pm-1 am rock & MOR.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—James D. Harbart.  
**2. REPRESENTATIVES**  
Mountain States—Rob Hix Co., Inc. Southwest—Erie Racey & Associates.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6-1 am. CST.  
**4. AGENCY COMMISSION**  
None; agencies add commissions to rates shown.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Affiliated with KBS & CBS.

Newton—KJRG-FM—Continued

**6. SPOT ANNOUNCEMENTS**

	1x	2x	156x	312x
1 min	5.00	4.00	3.50	3.25
30 sec	4.00	3.25	2.75	2.50

NORTON

Norton County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

KNBI

1963

Subscriber to the NAB Radio Code  
Media Code 4 217 4800 5.00  
Kansas-Neb. Broadcasters, Inc., Box 230, Country Club Rd., Norton, Kan. 67654. Phone 913-927-3378.

**STATION'S PROGRAMMING DESCRIPTION**  
KNBI: Programmed for adults and young adults.

**1. PERSONNEL**  
Station Manager—Dave Tucker.  
**3. FACILITIES**  
1000 w.; 1530 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0.

**6. SPOT ANNOUNCEMENTS**

	1x	2x	104x	156x	260x	312x
1 min	3.45	3.15	2.85	2.55	2.30	2.00
30 sec	3.20	2.90	2.65	2.30	2.20	2.00

OTTAWA (1 AM; 1 FM)

Franklin County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

KOFO

1943



Subscriber to the NAB Radio Code  
Media Code 4 217 4950 8.00  
Ottawa Broadcasting Co., Box 16, Ottawa, Kan. 66067. Phone 913-242-1220.

**1. PERSONNEL**  
Gen'l & Nat'l Sales Mgr.—Roderick B. Cupp.  
**2. REPRESENTATIVES**  
PHO Time Sales, Inc. Western States—Bill Dahisten & Associates.

**3. FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KOFO-FM.  
**4. AGENCY COMMISSION**  
15% time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts

# KANSAS

## Salina—K I N A—Continued

7. PACKAGE PLANS				
WEEKLY SATURATION PLAN—ROS				
PER WK:	12 ti	24 ti	48 ti	96 ti
1 min.	4.90	4.55	4.25	3.90
30 sec.	3.85	3.65	3.40	3.10

KSAL

1957



NAB

RAB

Stuart Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 217 6450 7.00  
Salina Broadcasting Co., Inc. (Stuart Stations),  
Box 180, 1510 E. Iron, Salina, Kan. 67401. Phone  
913-823-3701.

**STATION'S PROGRAMMING DESCRIPTION**  
KSAL: Programmed for general interest 18-50.  
**MUSIC:** MOR, contemporary mixed with golden hits of past 15 years. **NEWS:** network at :30, local at :30; major newscasts at 7, 8, 11:45 am, 5, 6 & 10 pm. 2 mobile news cars, AP, national weather wire, private weather service. **Editorials:** Tues & Thurs. **SPORTS:** daily local sports show; play-by-play local high school, college football & basketball; week-end scoreboard shows in season. **FARM:** 5:30-7 am M-Sat & 7:05-7:30 am Sun with agriculture news, markets & auction sales programmed with C & W music; agriculture news & markets 12:30-12:45 pm daily. Contact Representative for further details. Rec'd 5/3/74.

**1. PERSONNEL**  
President—R. W. Chapin.  
Vice-Pres. & Gen'l Mgr.—Kenneth J. Jenson.  
Operations Manager—James G. Robertson.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Lincoln, Omaha, Kansas City—Red Abels.  
Mountain States—Bob Hix Co., Inc.  
**3. FACILITIES**  
5,000 w.; 1150 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight, EST.  
**4. AGENCY COMMISSION**  
15/0 time and talent; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
General 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.  
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a. Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: Stuart Broadcasting Company.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/71—Rec'd 6/1/71.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
A—Mon thru Sat 9 am-noon & 1-4 pm; Sun 6 am-7 pm.  
B—All other times (Best Times Available).

7. PACKAGE PLANS				
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	17	14	15	12
6 ti	16	16	14	11
12 ti	15	12	13	10
18 ti	14	11	12	9
24 ti	13	10	11	8
PER YR:	13	10	11	8
520 x	15	12	13	10
1040 x	13	10	11	8

**TOTAL AUDIENCE PLAN**

PER WK, EA:	1 min
12 Plan (5AA, 4A, 3B)	12
18 Plan (8AA, 7A, 3B)	11
24 Plan (12AA, 8A, 4B)	10

ID's: 60% of 1-min.  
ROS Station Option Plan..... 10  
Schedules do not have to run consecutively to earn number of weeks frequency.

KSKG (FM)

1960

NAB

Media Code 4 217 6525 6.00  
Salina F-M, Inc., Box 995, United Bldg., Salina,  
Kan. 67401. Phone 913-825-4631.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSKG (FM): MUSIC: Top 40. NEWS: Net & local.  
Rec'd 2/4/74.

**1. PERSONNEL**  
President—Wayne Pollard.  
General Manager—Dave Biondi.  
**3. FACILITIES**  
ERP: 3,600 w.; 99.9 mc.  
Operating schedule: 24 hours, CST.  
Antenna ht.: 183 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%  
**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4c, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a.  
Contracts: 40a.  
Cancellation: 70e, 73a.  
Affiliated with American Contemporary Network.  
Member: Kansas Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS				
PER MO:	1 ti	26 ti	51 ti	76-100
1 min.	5.00	4.50	4.00	3.50
30 sec.	4.00	3.50	3.00	2.50
10 sec.	2.50	2.25	2.00	1.50

# SCOTT CITY (1 AM; 1 FM)

Scott County—Map Location C-4.  
See BRDS consumer market map and data at beginning of the State.

KFLA

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 217 6800 7.00  
Broadcasters of Scott City, Rt. 1, Box 6, Scott City,  
Kansas 67871. Phone 316-872-5345.

**1. PERSONNEL**  
Station & Gen'l Mgr.—Basel Anderson.  
**3. FACILITIES**  
500 w. 1310 kc. Non-directional.  
Operating schedule: 6:15 am-local sunset, CST.  
Partial simulcast operation. Simulcast 6-8 am, 11 am-3 pm & 5-6 pm. For non-simulcast facilities see KFLA-FM.  
**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
ET 1/1/73—Rec'd 2/28/73.  
8-11 am, 1-5 pm & 6 pm-sign-off.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	100x	250x
1 min.	4.50	4.00	3.75	3.50	3.25
30 sec.	3.50	3.00	2.75	2.50	2.25

**7. PACKAGE PLANS**  
30 DAY LIMIT: 50 ti 100 ti  
1 min. 130 250  
30 sec. 90 160

**10. SPECIAL FEATURES**  
5 MINUTES—(NEWS, SPORTS, WEATHER)  
6 mo contract, minimum 6 days a wk.  
Mon thru Sat..... 100

**AM/FM SIMULCAST**  
6-8 am, 11 am-1 pm & 5-6 pm.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	100x	250x
1 min.	6.00	5.00	4.50	4.00	3.75
30 sec.	5.00	4.00	3.50	3.00	2.75

**7. PACKAGE PLANS**  
30 DAY LIMIT: 50 ti 100 ti  
1 min. 160 300  
30 sec. 100 180

**10. SPECIAL FEATURES**  
5 MINUTES—(NEWS, SPORTS, WEATHER)  
6 mo contract, minimum 6 days a wk.  
Mon thru Sat..... 130

KFLA-FM

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 217 6801 5.00  
Broadcasters of Scott City, Rt. 1, Box 6, Scott City,  
Kansas 67871. Phone 316-872-5345.

**3. FACILITIES**  
ERP 57,000 w.; 94.5 mc.  
Operating schedule: 6:15 am-11 pm, CST.  
Partial simulcast operation. Operated separately 8-11 am, 1-5 pm & 7-11 pm. For simulcast facilities see KFLA.

**TIME RATES**  
ET 1/1/73—Rec'd 2/28/73.  
8-11 am, 1-5 pm & 7-11 pm.

6. SPOT ANNOUNCEMENTS					
	1x	26x	52x	100x	250x
1 min.	4.00	3.75	3.50	3.25	3.00
30 sec.	3.00	2.75	2.50	2.25	2.00

**7. PACKAGE PLANS**  
30 DAY LIMIT: 50 ti 100 ti  
1 min. 125 245  
30 sec. 70 135

**10. SPECIAL FEATURES**  
5 MINUTES—(NEWS, SPORTS, WEATHER)  
6 mo contract, minimum 6 days a wk.  
Mon thru Sat..... 90

## TOPEKA (4 AM; 3 FM)

Shawnee County—Map Location K-8  
See BRDS consumer market map and data at beginning of the State

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Traffic			
	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	26	18	18	18
B	15	12	14	8
C	14	11	12	7
D	9	10	9	6
AVERAGE	16	13	13	10

KEWI

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 217 6750 0.00  
Midland Broadcasters, Inc., Box 4407, 5315 W. 7th  
St., Topeka, Kans. 66604. Phone 913-272-2122.

**STATION'S PROGRAMMING DESCRIPTION**  
KEWI: Programmed for mass appeal, emphasis 18-50 years.  
**MUSIC:** with 9 AIR PERSONALITIES 75%. Current & Past hits, MOR added 6 am-3 pm. Information & Public Service announcements 10%. NEWS 15%. 5 min at :55, headlines & weather at :30. Weathercasts at :15 & :45. Breaking when news occurs. Direct line with weather bureau & highway patrol. AP. Emphasis on local news; on-the-spot reports from 8 radio/tele equipped cars. Editorials. Contact Representative for further details. Rec'd 1/31/73.

**1. PERSONNEL**  
President—Fred P. Reynolds.  
Exec. Vice-Pres. & Gen'l Mgr.—Robert F. Bussell.  
Sales Manager—Gene Rohlfmeier.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1460 kc.  
Directional—day and night.  
Operating schedule: 24 hours daily, CST.  
**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 26, 27, 28c, 29b, 31, 33a.  
Contracts: 40c, 44b, 45, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: KSWT (FM).  
Affiliated with ATA Radio Network.  
KEWI/KSWT (FM) & KUSN/KSFT (FM), St. Joseph, Mo. combinable for frequency discount.

**TIME RATES**  
No. 14 ET 8/1/74—Rec'd 8/1/74.  
AAA—Mon thru Fri 7-9 am & 4-6 pm.  
AA—Mon thru Fri 6-7 am, 9-10 am, 3-4 pm & 6-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-8 pm; Sat & Sun 6 am-8 pm.  
B—Mon thru Sun 8 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA										
WKLY:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti				
YRLY:	156x	312x	500x	1000x	1500x					
1 min.	14.00	13.75	13.50	13.25	13.00	12.75				
30 sec.	12.60	12.40	12.20	12.00	11.80	11.60				

**CLASS AA**

1 min.	13.00	12.75	12.50	12.25	12.00	11.75				
30 sec.	11.60	11.40	11.20	11.00	10.80	10.60				

**CLASS A**

1 min.	12.00	11.75	11.50	11.25	11.00	10.75				
30 sec.	10.60	10.40	10.20	10.00	9.80	9.60				

**CLASS B**

1 min.	6.00	5.90	5.75	5.65	5.50	5.40				
30 sec.	5.30	5.20	5.10	5.00	4.90	4.80				

10 sec: 60% of 1-min, available in A & B only.  
Specified time; Extra 1.00 per spot.

**10. SPECIAL FEATURES**  
News—5 min at :55, incl open, close plus 1-min spot, 1-min plus 2.00.  
News headlines—60 sec at :30/Country weather—60 sec at :15 & :45, 1-min spot, applicable 1-min plus 1.00; 30-sec spot, applicable 1-min rate.

KSWT (FM)

1971

NAB FM B

Media Code 4 217 6825 0.00  
Midland Broadcasters, Inc., Box 4407, 5315 W. 7th,  
Topeka, Kans. 66604. Phone 913-272-2122.  
See affiliated AM station for additional information  
AM facilities: KEWI.

**STATION'S PROGRAMMING DESCRIPTION**  
KSWT (FM): Programmed for adult appeal.  
**MUSIC:** popular album format, primarily instrumental. Includes standards, film & MOR versions of current popular music. 15 min uninterrupted segments. **COMMERCIAL POLICY:** no more than 6 commercial announcements per hour, to be broadcast in no more than 4 hourly interruptions. **NEWS:** 2 min at :60. Contact Representative for further details. Rec'd 11/26/73.

**1. PERSONNEL**  
Sales Manager—George W. Haag.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 107.7 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 464 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.  
KSWT (FM) KEWI & KUSN/KSFT (FM), St. Joseph, Mo. combinable for frequency discount.

**TIME RATES**  
No. 4 ET 8/1/74—Rec'd 8/1/74.  
AAA—10 am-3 pm.  
AA—6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.  
B—7 am-midnight.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA										
1 MIN/LESS:	1x	30x	60x	120x	240x	480x				
AAA	12.00	11.25	10.75	10.25	9.75	9.25				
AA	11.00	10.25	9.75	9.25	8.75	8.25				
B	9.00	8.25	7.75	7.25	6.75	6.25				

KTOP

1947

NBC Radio Network

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 217 6900 1.00  
Harris Enterprises, Inc., Box 1490, 1600 N. Buchanan  
St., Topeka, Kans. 66601. Phone 913-234-3444.

**STATION'S PROGRAMMING DESCRIPTION**  
KTOP: Programmed for general audience, ages 18-49.  
**MUSIC:** Top 49 current hits, mixed with past hits.  
**ENTERTAINMENT:** 8 air personalities. Emphasis on audience participation through call-in contests. Continuous promotions. Network personalities at :30, 9:30 am-4:30 pm, 3-min each. **NEWS:** Emphasis on local. 7-min at :58, including network. Major newscasts (10 min) at 6:55, 7:55, & 11:55 am, 4:55 & 5:55 pm. Headlines at :30 in am & pm drive times. AP, Weather Wire & mobile units. **SPORTS:** 3-min at 7:30, 8:30 am & 5:30 pm daily. Play-by-play coverage of local & state U & A area high school football & basketball. Play-by-play Major League Baseball & network sports. Sun am & eve, standards, showtimes & celebrity interviews. Contact Representative for further details. Rec'd 11/2/72.

**1. PERSONNEL**  
General Manager—Merle Blair.  
Program Manager—Joe Monteth.  
Sales Manager—Jack Porteous.  
**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily, CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a, 16.  
Basic Rates: 21a, 21d, 22b, 23a, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 44a, 46, 47c, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71b, 72, 73b.  
Prod. Services: 80.  
Affiliated with NBC.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 6/1/74—Rec'd 5/24/74.  
AA—Mon thru Sat 6-10 am & 3-6 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—Mon thru Sun 6 pm-midnight.

**7. PACKAGE PLANS**

CLASS AA				
PER WK:	5 ti	10 ti	15 ti	20 ti
1 min.	9.00	8.75	8.50	8.25
30 sec.	7.50	7.25	7.00	6.75
10 sec.	4.50	4.25	4.00	3.75

**CLASS A**

1 min.	7.25	7.00	6.75	6.50
30 sec.	5.75	5.50	5.25	5.00
10 sec.	4.00	3.75	3.50	3.25

**CLASS B**

1 min.	5.00	4.75	4.50	4.25
30 sec.	3.50	3.25	3.00	2.75
10 sec.	3.25	3.00	2.75	2.50

**MONTHLY PLANS, 1/3AA, 1/3A, 1/3B**

31 DAYS OR LESS:	1 min	30 sec
100 ti	580.00	430.00

**ANNUAL, BULK CONTRACT**

1 MINUTE					
	250x	500x	1000x	1500x	2000x
AA	8.75	8.50	8.25	8.00	7.50
A	7.00	6.75	6.50	6.25	5.75
B	4.75	4.50	4.25	4.00	3.50

No rebates, annual contracts necessary.

**10. SPECIAL FEATURES**  
Co-sponsored news, Mon thru Sat—per wk 75.00.  
Incl open & close plus 1-min spot.

KTOP-FM

1959

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 217 6901 9.00  
Harris Enterprises, Inc., Box 1490, Topeka, Kan.  
66601. Phone 913-234-3444.

**STATION'S PROGRAMMING DESCRIPTION**  
KTOP-FM: Programmed for adults.  
**MUSIC:** past adult hits blended with current favorites & current album cuts in clusters of 3 songs. Each musical selection announced, emphasis on vocals. **AIR PERSONALITY** with music including standards, showtimes. **NEWS:** 5 min network at :30, 5:30 am-10:3



**Topeka—WIBW—Continued**

am & 11:30 am-12:30 pm plus weekend features: 3 farm reporters. SPORTS: play-by-play Major League baseball & football, college football & basketball; area & regional high school games. Contact Representative for further details. Rec'd 6/28/71.

**1. PERSONNEL**  
Vice-President/Broadcasting—Thad M. Sandstrom.  
Gen'l & Nat'l Sales Mgr.—Darrel Witham.  
Farm Director—Richard Hull.

**2. REPRESENTATIVES**  
Avery Knodel, Inc.  
Mountain States—Bob Hix Co., Inc.

**3. FACILITIES**  
5,000 w.: 590 kc. Directional—night only.  
Share time with KSAC.  
Operating schedule: 24 hours daily except KSAC hours. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 12c, 14b.  
Basic Rates: 20a, 21b, 23a, 25a.  
Contracts: 40a, 41, 42a, 43c, 45.  
Comb.: Cont. Discounts: 60b, 60f, 61b.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80.  
Affiliated with CBS.

**TIME RATES**  
No. 29 Eff 4/1/73—Rec'd 4/5/73.  
Farm Time—Mon thru Sat 5:30-8 am & 11:30 am-12:30 pm rotating. See Special Features Section.  
AA—Mon thru Sat 7-10 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
FARM TIME ROTATING

PER WK:	1 mi	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	45	40	38			
30 sec.	80%	1-min.	10 sec.	50%	1-min.	
Spots within and adjacent to 5, 10 or 15-min programs production, extra 10.00; commissionable.						

PER WK:	1 mi	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	30.	28.00	26.00	24.00	22.00	20.00
30/20 sec.	24.00	22.00	20.00	18.00	16.00	14.00
10 sec.	15.00	14.00	13.00	12.00	11.00	10.00

PER WK:	1 mi	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	20.00	19.00	18.00	17.00	16.00	15.00
30/20 sec.	16.00	15.00	14.00	13.00	12.00	11.00
10 sec.	10.00	9.50	9.00	8.50	8.00	7.50

All spots combinable except Farm.  
DISCOUNT 52 wk—20%

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 20 18 16 15  
30/20 sec. 18 14 12 11  
10 sec. 10 9 8 (\*)  
(\*) 7.50.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 200.00 120.00 80.00 65.00 55.00  
52 x 190.00 114.00 78.00 62.00 52.50  
156 x 180.00 108.00 72.00 59.00 50.00  
260 x 170.00 102.00 68.00 55.00 47.50  
312 x 160.00 96.00 64.00 53.00 45.00

**10. SPECIAL FEATURES**  
FARM TIME  
Farm Roundup—5:30-6 am.  
Pleasant Valley Gang—Mon thru Sat 6-6:10, 6:15-6:25, 6:45-6:55 am.  
Farm Calendar & Weather—Mon thru Sat 6:10-6:15 am.  
Weather Report—Mon thru Sat 6:25-6:30, 6:55-7 am & 12:15-12:20 pm.  
Fence Rider—Sat 6:30-6:35 am.  
Farm Markets & News—Mon thru Sat 6:35-6:45 am.  
Farm Report & Calendar—Mon thru Sat 11:45-11:50 am.  
Farm News—Mon thru Sat 11:55-noon.  
Farm Roundup—Sat 12:30-12:55 pm.

**WIBW-FM**

89.1



Subscriber to the NAB Radio Code  
Media Code 4 217 7051 2.00

Stauffer Publications, Box 119, Topeka, Kan. 66601.  
Phone 313-273-3456, TWX 910-744-8799.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBW-FM: MUSIC: current hits, a blend of contemporary & country/rock presented by personalities. NEWS: network & local at :60. SPORTS: pro football, basketball & baseball & local high school. Contact Representative for further details. Rec'd 6/29/73.

**1. PERSONNEL**  
General Manager—Darrel Witham.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 1217 ft. above average terrain.

**TIME RATES**  
No. 8 Eff 11/15/73—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min.	8.40	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50	4.00
10 sec.	50%	1-min.			
(*) Fixed position.					
PER YR:	520x	1040x			
1 min.	6.75	6.00			
30 sec.	5.00	4.50			

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 60.00 45.00 30.00 12.50  
52 x 50.00 35.00 25.00 10.00  
260 x 40.00 30.00 20.00 9.00

**10. SPECIAL FEATURES**  
1x 52x 104x 260x  
Newscast sponsorship..... 10.00 9.50 9.00 8.50  
Weathercast sponsorship—applicable 1-min rate.  
Incl open & close plus 30-sec spot.

**WREN**

192.6



An Alf M. Landon Station  
Subscriber to the NAB Radio Code  
Media Code 4 217 7200 5.00  
WREN Broadcasting Co., Inc., Box 1280, Topeka, Kan. 66601. Phone 913-282-0505.  
Send all program material, commercial copy, transcripts and promotion material to General Manager, WREN, Topeka, Kan.

**STATION'S PROGRAMMING DESCRIPTION**  
WREN: Programmed for adults, target audience ages 21-49.  
3 air personalities 24 hours daily hosting middle-of-the-road music shows, general popular music, 5 min news, sports and weather on hour, 1 min weather on half hour. Extended half hour news blocks at 7 am, noon, 6 pm & 10 pm. 5 man news department, 4 mobile units. Associated Press and weather bureau wires. SPORTS: play-by-play university football and basketball. RELIGIOUS: 5-10 am Sun block. COMMERCIAL POLICY: not to exceed 9 minutes per half hour. Contact Representative for further details. Rec'd 1/28/74.

**1. PERSONNEL**  
Gen'l Mgr. & Sales Mgr.—Russ Gibson.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsen & Associates.

**3. FACILITIES**  
5,000 w.: 1250 kc. Directional—night only.  
Divided time with KFKU 1 hour daily Monday through Friday.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11, 9, 2d, 13d, 14d, 15b.  
Basic Rates: 20b, 22a, 24b, 25c, 33c.  
Contracts: 40a  
Comb.: Cont. Discounts: 60h, 60g, 61h.  
Cancellation: 70c.

Affiliated with American Information Network  
Additional 10% discount given in combination with KSQB, Liberal, KEDD, Dodge City, KIXX, Fort Collins, Colo.

**TIME RATES**  
ET 3/1/73—Rec'd 2/26/73.

PER WK:	1 mi	30 sec	1 min	2 mi	30 sec	1 min	3 mi	30 sec	1 min
AAA	15.00	15.00	14.50	14.00	12.50	12.00	11.50	11.00	11.00
AA	12.50	12.00	11.50	11.00	9.50	9.00	8.50	8.00	8.00
A	11.00	10.50	10.00	9.50	8.50	8.00	7.50	7.00	7.00
B	5.50	5.25	5.00	4.75	4.25	4.00	3.75	3.50	3.50

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
1 mi 30 sec

PER WK:	1 mi	30 sec	1 mi	30 sec	1 mi	30 sec
AAA	15.00	15.00	14.50	14.00	12.50	12.00
AA	12.50	12.00	11.50	11.00	9.50	9.00
A	11.00	10.50	10.00	9.50	8.50	8.00
B	5.50	5.25	5.00	4.75	4.25	4.00

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 20 18 16 15  
30/20 sec. 18 14 12 11  
10 sec. 10 9 8 (\*)  
(\*) 7.50.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 200.00 120.00 80.00 65.00 55.00  
52 x 190.00 114.00 78.00 62.00 52.50  
156 x 180.00 108.00 72.00 59.00 50.00  
260 x 170.00 102.00 68.00 55.00 47.50  
312 x 160.00 96.00 64.00 53.00 45.00

**10. SPECIAL FEATURES**  
FARM TIME  
Farm Roundup—5:30-6 am.  
Pleasant Valley Gang—Mon thru Sat 6-6:10, 6:15-6:25, 6:45-6:55 am.  
Farm Calendar & Weather—Mon thru Sat 6:10-6:15 am.  
Weather Report—Mon thru Sat 6:25-6:30, 6:55-7 am & 12:15-12:20 pm.  
Fence Rider—Sat 6:30-6:35 am.  
Farm Markets & News—Mon thru Sat 6:35-6:45 am.  
Farm Report & Calendar—Mon thru Sat 11:45-11:50 am.  
Farm News—Mon thru Sat 11:55-noon.  
Farm Roundup—Sat 12:30-12:55 pm.

**WIBW-FM**  
89.1  
Subscriber to the NAB Radio Code  
Media Code 4 217 7051 2.00

Stauffer Publications, Box 119, Topeka, Kan. 66601.  
Phone 313-273-3456, TWX 910-744-8799.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBW-FM: MUSIC: current hits, a blend of contemporary & country/rock presented by personalities. NEWS: network & local at :60. SPORTS: pro football, basketball & baseball & local high school. Contact Representative for further details. Rec'd 6/29/73.

**1. PERSONNEL**  
General Manager—Darrel Witham.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.3 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 1217 ft. above average terrain.

**TIME RATES**  
No. 8 Eff 11/15/73—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min.	8.40	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50	4.00
10 sec.	50%	1-min.			
(*) Fixed position.					
PER YR:	520x	1040x			
1 min.	6.75	6.00			
30 sec.	5.00	4.50			

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 60.00 45.00 30.00 12.50  
52 x 50.00 35.00 25.00 10.00  
260 x 40.00 30.00 20.00 9.00

**10. SPECIAL FEATURES**  
1x 52x 104x 260x  
Newscast sponsorship..... 10.00 9.50 9.00 8.50  
Weathercast sponsorship—applicable 1-min rate.  
Incl open & close plus 30-sec spot.

**WICHITA (6 AM; 5 FM)**

Plus 1 paid cross reference.  
Sedgewick County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
	7-9 a.m.	10-11 a.m.	1-3 p.m.	7-11 p.m.
Station (8-10 am)	36	32	36	38
A	36	32	36	38
B	35	30	35	18
C	23	25	23	15
D	21	20	21	15
AVERAGE	29	27	29	19

**KAKE**

1947



Subscriber to the NAB Radio Code  
Media Code 4 217 7850 1.00

KAKE Radio & T. V., Inc., Box 1240, 1500 N. West St., Wichita, Kan. 67203. Phone 316-943-4221. TWX 910 741-6928.

**STATION'S PROGRAMMING DESCRIPTION**  
KAKE: Programmed for young adults 25-49. Accentuates the positive featuring news items & entertaining vignettes on a regular basis. NEWS: 9 man news staff: 5 min local at :30; network at :30; major newscast at 7, 8 am, noon & 5 pm. MUSIC: MOR. Weather with meteorologist. 5 min reports at 7:25, 7:55, 8:25, 11:45 am, 5:25 & 5:55 pm. SPORTS: 5 min daily at 6:25 am. Headlines at 7:50 am & 5:20 pm daily. Contact Representative for further details. Rec'd 5/2/74.

**1. PERSONNEL**  
President—Martin Umansky.  
Vice-Pres. & Sta. Mgr.—Frank Gunn.  
Program Director—Gene Rump.

**2. REPRESENTATIVES**  
Katz Radio

**3. FACILITIES**  
1,000 w. days: 250 w. nights: 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11, 12b, 14b, 15a, 15c.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24c, 25b, 28b, 28c, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44b, 47a.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 5 Eff 9/1/73—Rec'd 9/19/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA 19 18 17 16 15  
A 17 16 15 14 13  
B 15 14 13 12 11  
20/30 sec: 80% of 1 min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK, EA, 1 MIN: 12 ti 18 ti 24 ti  
1/2 hr 8-10 am, 10 am-3 pm, 3-7 pm..... 14 13 12  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 200.00 120.00 80.00 65.00 55.00  
52 x 190.00 114.00 78.00 62.00 52.50  
156 x 180.00 108.00 72.00 59.00 50.00  
260 x 170.00 102.00 68.00 55.00 47.50  
312 x 160.00 96.00 64.00 53.00 45.00

**10. SPECIAL FEATURES**  
1x 52x 104x 260x  
Newscast sponsorship..... 10.00 9.50 9.00 8.50  
Weathercast sponsorship—applicable 1-min rate.  
Incl open & close plus 30-sec spot.

**KARD (FM)**

196.0



Subscriber to the NAB Radio Code  
Media Code 4 217 7800 2.00

Kansas State Network, Inc., 833 N. Main, Wichita, Kan. 67203. Phone 316-265-5633. TWX 910-741-6976.

**1. PERSONNEL**  
President—Don Sharra.  
Mfr. & Dir. of Radio—Buc Weatherby.  
Operations Manager—Charley Whitworth.

**2. REPRESENTATIVES**  
Avco Radio Sales.

**3. FACILITIES**  
ERP 27,500 (horiz.), 27,500 (vert.); 107.3 mc. Stereo.  
Operating schedule: 6-1:15 am. CST.  
Antenna ht.: 884 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% net time only

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 12c, 14c, 15b, 16.  
Basic Rates: 20a, 21c, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Affiliated with Avco Group Plan.

**TIME RATES**  
No. 2 Eff 9/1/69—Rec'd 8/7/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 mi	50x	150+
1 min.	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00
10 sec.	5.00	4.50	4.00

PER WK:	1 mi	50x	150+
1 min.	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00
10 sec.	5.00	4.50	4.00

**KANSAS**

# KANSAS

Wichita—Continued

**KFDI**

1923



Alan Torbet Associates, Inc.



RAB

Subscriber to the NAB Radio Code

Media Code 4 217 8100 6.00  
Wichita Great Empire Broadcasting Inc., Box 1402,  
42nd and Broadway, Wichita, Kan. 67201. Phone  
316-838-3377.

**STATION'S PROGRAMMING DESCRIPTION**  
KFDI: Programmed for young adults 18 to 49.  
P.M.: 5 am-7 am, 10:30 am & 11:50 am-1:30 pm.  
90 sec and 5 min interviews, market reports, county  
agents reports and market analysis. 2 man depart-  
ment. NEWS: 7 man news department. 5 min on  
hour, 2 min on half hour, 15 min at 7 am, noon &  
5 pm. ENTERTAINMENT: air personalities handle  
all segments. MUSIC: modern country 24 hours per  
day. SPORTS: capsulized reports every hour. COM-  
MERCIAL POLICY: personality endorsements per-  
mitted. Contact Representative for further details.  
Rec'd 1/8/69.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—F. F. Mike Lynch.  
Station Manager—Ol' Mike Ostman.  
Sales Manager—Jim Setters.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
10,000 w. days; 1,000 w. nights; 1070 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 29a.  
Contracts: 40c, 42a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60b, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with ATA Radio Network.  
Affiliated with American FM Network.

**TIME RATES**

AM/FM COMBINATION  
No. 8 Eff 9/1/71—Rec'd 9/20/71.  
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.  
A—Mon thru Fri 5-6 am, 10 am-noon, 1-3 pm &  
7-9 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE			
	6 ti	12 ti	18 ti	24 ti
AA	38.00	36.00	35.00	34.00
A	34.00	32.00	31.00	30.00
R	28.00	26.00	25.00	24.00
20/30 SECONDS				
AA	30.40	28.80	28.00	27.20
A	27.20	25.60	24.80	24.00
B	22.40	20.80	20.00	19.20

10 sec: 50% of 1-min.

**KFDI-FM**

1963



RAB

NAFMD

Media Code 4 217 8101 4.00  
Wichita Great Empire Broadcasting Inc., Box 1402,  
42nd and Broadway, Wichita, Kan. 67201. Phone  
316-838-3377.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KFDI-FM: Programmed for adults, 18-49.

MUSIC 90%: continuous modern country. COM-  
MERCIAL POLICY: 10 minute commercial limit per  
hour. NEWS: 4 min per hour; 7 man, 6 mobile news  
department. Contact Representative for further de-  
tails. Rec'd 11/5/71.

**1. PERSONNEL**  
FM Coordinator—John Jolly.

**2. FACILITIES**  
ERP 100,000 w.; 101.3 mc.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 444 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.

**TIME RATES**

Sold in combination with KFDI. See that listing for  
rates.

**KFH**

1922

BLAIR RADIO



RAB

RAB

Media Code 4 217 8250 9.00  
Radio Station KFHC Co., 104 S. Emporia, Wichita,  
Kans. 67202. Phone 316-262-4491.

**STATION'S PROGRAMMING DESCRIPTION**  
KFH: Programmed for adults & young adults.  
AIR PERSONALITIES handle all segments. Pop

standard MOR Music on air personality shows.  
NEWS: 15-min on major news periods. Staff meteor-  
ologist for 8 weathercasts per day. SPORTS: U  
Football & basketball coverage, major state universi-  
ties & high school. 12:15-3 am Information pro-  
gramming with anchor man on local news events.  
COMMERCIAL POLICY: 18 minutes per hour. Con-  
tact Representative for further details. Rec'd 1/3/73.

**1. PERSONNEL**

President—Phil Kassebaum.  
General Manager—Thomas P. Bashaw.  
Sales Manager—Bob Adams.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

5,000 w.; 1330 kc. Directional—night only.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15/0 net time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 14b.

Basic Rates: 20a, 21b, 22a, 24a, 25a, 28c, 30, 32b,

33b.

Contracts: 40a, 41, 44b, 45, 47a, 49, 51b.

Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a,

62b.

Cancellation: 70a, 70e, 71a, 73a.

Prod. Services: 81, 82.

FM facilities: KBRA (FM).

Affiliated with CBS.

Affiliated with Blair Represented Network.

**TIME RATES**

No. 14 Eff 8/1/74—Rec'd 8/30/74.

AAA—Mon thru Sat 5:45-10 am, noon-1 pm & 3-7

pm.

AA—Mon thru Sat 5:45 am, 10 am-noon & 1-3

pm.

A—Mon thru Sat 7 pm-midnight; Sun all day.

B—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	37	35	33	31	27	25	23	21
30 sec	30	28	27	25	22	20	19	17
10 sec	22	21	20	19	16	15	14	13

A B

1 min 16 15 14 13 11 10 9 8

30 sec 13 12 11 10 9 8 7 6

**RATE HOLDER**

Minimum 6 spots weekly.

**CONSECUTIVE WEEK DISCOUNT**

52 wk—3%

**PROGRAM TIME RATES**

1 hr.	1/2 hr	1/4 hr	10 min	5 min
150.00	140.00	85.00	47.50	35.00
135.00	130.00	80.00	45.00	32.50
125.00	115.00	75.00	42.50	30.00
115.00	110.00	70.00	40.00	27.50
105.00	100.00	65.00	37.50	25.00
95.00	90.00	60.00	35.00	22.50
85.00	80.00	55.00	32.50	20.00
75.00	70.00	50.00	30.00	17.50

**10. SPECIAL FEATURES**

**NEWS**

PER WK:	5 min		10 min		15 min	
	3 ti	6 ti	3 ti	6 ti	3 ti	6 ti
15 wk	40.00	37.50	53.50	51.00	70.00	65.00
24 wk	37.50	35.00	51.00	47.50	65.00	60.00
52 wk	35.00	32.50	47.50	44.00	60.00	55.00

**NEWS PRODUCTION COST**

5 min 10 min 15 min

Net 2.50 3.50 5.00

**KFRM**

SALINA



City of license, Salina, Kan.  
Wichita office: 737 N. West St., Wichita, Kan.  
67212. Phone 316-942-7981.

See listing under Salina, Kan.

**KICT (FM)**

1972

Media Code 4 217 8325 9.00  
JACO, Inc., 737 N. West St., Wichita, Kan. 67203.  
Phone 316-942-7981.

**STATION'S PROGRAMMING DESCRIPTION**  
KICT (FM): Modern country format. News, Weather  
& sports. 4 major news casts daily at 8, 12N, 5 &  
10 pm; with farm programs 7-8:30 am & 11:30 am-  
1 pm. Contact Representative for further details.  
Rec'd 1/7/74.

**1. PERSONNEL**

Pres. & Mgr.—Mack Sanders.

General Sales Manager—Faye Graves.

Agricultural Director—Larry Steckline.

Avery-Knodel, Inc.

**2. REPRESENTATIVES**

Avery-Knodel, Inc.

**3. FACILITIES**

ERP 100,000 w.; 95.01 mc. Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 550 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations

AM facilities: KFRM, Salina.

**TIME RATES**

ET 4/26/72—Rec'd 6/23/72.

PER MO:	1 min				30 sec			
	1 ti	50 ti	250 ti	1 ti	50 ti	250 ti	1 ti	50 ti
Selected	7.00	6.50	6.00	6.00	5.50	5.00	5.00	4.50
BTA	6.00	5.50	5.00	5.00	4.50	4.00	4.50	4.00

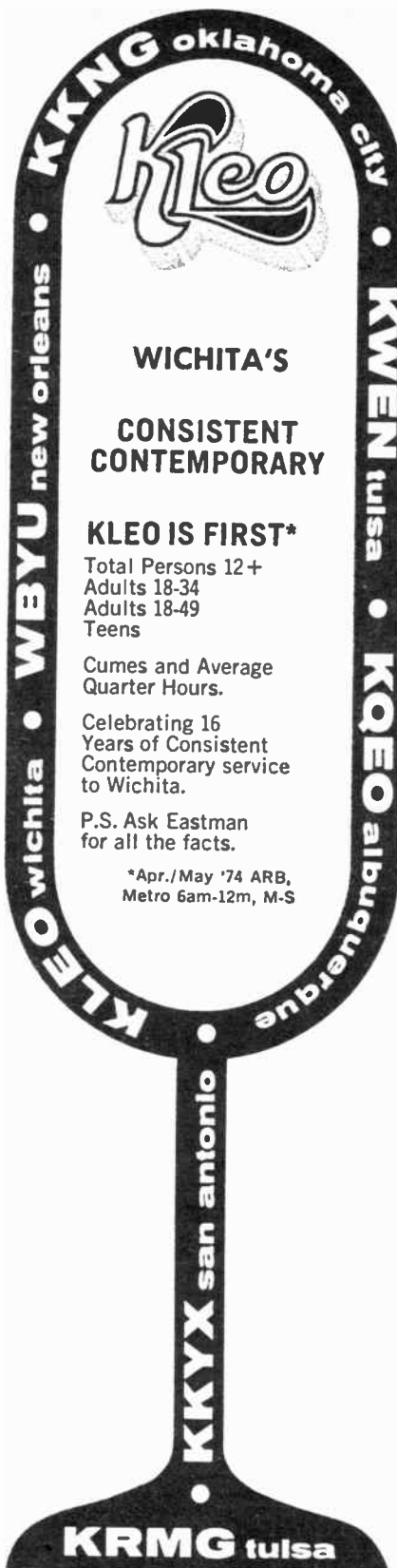
**KLEO**

1958

RAB

Subscriber to the NAB Radio Code

Media Code 4 217 8400 0.00  
Swanco Broadcasting, Inc., 5610 E. 29th St.,  
Wichita, Kan. 67220. Phone 316-685-0289.



WICHITA'S  
CONSISTENT  
CONTEMPORARY

**KLEO IS FIRST\***

Total Persons 12+  
Adults 18-34  
Adults 18-49  
Teens

Cumes and Average  
Quarter Hours.

Celebrating 16  
Years of Consistent  
Contemporary service  
to Wichita.

P.S. Ask Eastman  
for all the facts.

\*Apr./May '74 ARB,  
Metro 6am-12m, M-S

**1. PERSONNEL**  
General Manager—Sam E. Bakke.  
Commercial Manager—Lloyd Corner.  
Program Director—Gary Mack.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

5,000 w. days; 1,000 w. nights; 1480 kc.

Directional.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15% on time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20a, 21a, 22b, 23a, 25a, 28c, 29a.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49

50, 51c.

Comb.; Cont. Discounts: 60a, 61c, 62d.

Cancellation: 70a, 70e, 71a, 72, 73b.

Prod. Services: 80, 82.

Affiliated with Eastman Radio Network.

**TIME RATES**

Eff 8/1/74—Rec'd 7/29/74.

I—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7

pm.

II—Mon thru Sat 7 pm-midnight; Mon thru Fri

10 am-3 pm; Sun 10 am-10 pm

III—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 min 30/20 1 min 30/10 1 min 30/10

12 ti 24.00 19.00 21.00 17.00 10.50 9.50

12 ti 23.00 18.50 20.00 16.00 10.00 8.00

24 ti 22.00 17.50 19.00 15.00 9.50 7.50

**CONSECUTIVE WEEK DISCOUNT**

26 wk—5% 52 wk—10%

**RATEHOLDER**

Minimum wky sched of 6 1-min spots 6 am-midnight

Mon thru Sun, necessary to maintain conseq wk adver-

tising.

**8. PROGRAM TIME RATES**

5 min—1/1/2x applicable 1-min.

**KWBB**

1950

NAB

Media Code 4 217 8700 3.00  
Wichita Broadcasting, Inc., Box 486, 2829 Salina  
Ave., Wichita, Kan. 67201. Phone 316-838-3331.

**1. PERSONNEL**

President—C. Hewel Jones.

Vice-Pres. & Gen'l Mgr.—Larry LaMotte.

**2. REPRESENTATIVES**

McGarren-Guld, Inc.

**3. FACILITIES**

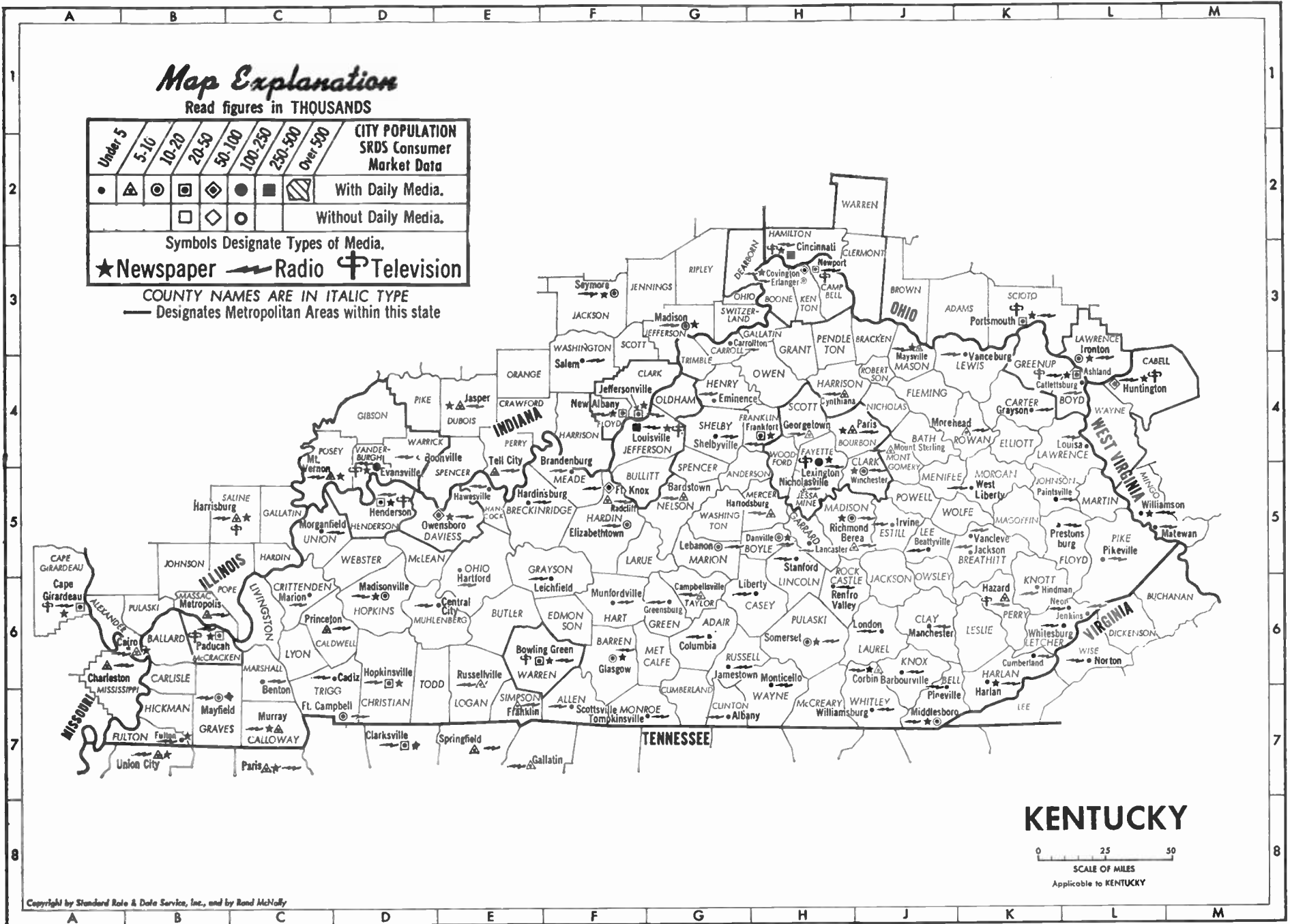
5,000 w. days; 1,000 w. nights; 1410 kc.

Directional.

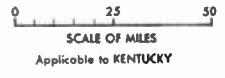
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**





## KENTUCKY



Copyright by Standard Rate & Data Service, Inc., and by Rand McNally

### Negro Population Data

(January 1, 1974)

STATE TOTAL.....	233,934	Lexington-
METRO AREAS.....	4,912	Fayette.....
Bowling Green.....	109,580	Louisville.....
Huntington.....	3,869	Owensboro.....
Ashland.....	6,936	Paducah.....
Total Metros.....	158,690	

**ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP**  
 RADIO  
 Versailles—Woodford County

# KENTUCKY

# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales— Per Household (\$000)	Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
			Per Household (\$000)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to to 4999 7999 9999 14999 and over					Food (\$000)	Drug (\$000)	Selected Store Types			Auto- motive (\$000)	Service Station (\$000)						
				General Mtdc. (\$000)	Apparel (\$000)	Home Furn. (\$000)															
<b>KENTUCKY STATE TOTALS</b>	<b>3,321.4</b>	<b>1,090.95</b>	<b>11,549,493</b>	<b>10,587</b>	<b>11.3</b>	<b>17.8</b>	<b>12.1</b>	<b>22.6</b>	<b>21.2</b>	<b>6,837,422</b>	<b>6,267</b>	<b>1,594,491</b>	<b>218,714</b>	<b>915,861</b>	<b>294,472</b>	<b>323,237</b>	<b>1,434,950</b>	<b>532,453</b>	<b>1,581.13</b>	<b>447.5</b>	<b>1,543,174</b>
<b>ADAIR G-6</b>	12.6	4.37	34,777	7,958	18.0	18.6	9.7	13.9	12.0	18,145	4,152	4,247	511	1,020	1,328	1,146	5,086	1,692	5.72	6.4	15,875
<b>ALLEN F-7</b>	12.8	4.62	34,395	7,445	15.8	22.3	12.0	14.9	9.4	27,038	5,852	6,258	589	5,046	897	753	5,176	2,386	6.28	5.8	12,198
<b>ANDERSON G-4</b>	9.5	3.29	36,698	11,154	8.7	16.9	13.8	26.5	23.1	16,598	5,045	4,078	668	1,026	644	541	2,089	2,434	5.07	3.6	10,293
<b>BALLARD B-6</b>	8.4	3.16	29,956	9,480	12.2	18.1	11.9	21.6	19.6	14,424	4,565	3,681	442	215	61	399	1,963	1,567	4.19	2.5	15,024
<b>BARREN F-6</b>	29.1	10.24	91,502	8,936	15.0	19.3	11.5	18.8	16.1	67,744	6,616	14,037	2,052	6,124	3,242	2,309	14,349	8,142	15.34	10.8	33,597
<b>BATH J-4</b>	9.7	3.29	22,756	6,917	18.1	24.3	10.7	13.4	8.8	11,364	3,454	2,887	225	788	170	189	2,674	1,492	3.83	4.4	13,774
<b>BELL J-7</b>	32.2	10.40	67,180	6,460	19.9	21.1	9.9	12.6	8.3	60,607	5,828	16,711	2,417	7,064	3,424	4,288	12,411	5,159	12.11	2	251
<b>BOONE H-3</b>	36.7	11.16	144,173	12,919	5.5	12.1	13.0	32.0	31.5	65,096	5,833	8,241	1,036	15,163	203	1,129	6,254	11,399	18.64	5.2	13,284
<b>BOURBON J-4</b>	18.7	6.44	69,500	10,792	11.7	18.4	12.1	23.3	21.5	37,948	5,893	11,507	1,244	1,667	2,606	1,211	6,915	3,797	8.84	4.3	32,933
<b>BOYD L-4</b>	53.1	18.10	204,275	11,286	9.6	15.8	13.1	26.9	24.6	137,526	7,598	35,823	3,312	27,185	8,851	7,159	27,103	9,344	28.56	5	3,260
<b>Ashland</b>	29.0	10.60	121,158	11,430						118,973	11,224	24,764	2,979	25,556	8,153	6,415	25,286	7,077			
<b>Huntington-Ashland Metro Area</b>	295.6	99.75	1,043,214	10,458	10.6	19.3	13.7	24.9	19.3	620,755	6,223	156,632	16,549	108,522	31,441	33,480	129,429	44,535	133.27		
<b>BOYLE H-5</b>	21.4	7.44	85,062	11,433	11.7	17.5	11.9	22.4	25.7	57,213	7,690	13,448	1,783	2,930	5,383	1,629	11,929	5,001	11.67	3.1	14,117
<b>BRACKEN J-3</b>	7.3	2.54	19,844	7,813	15.1	23.1	12.5	18.1	12.5	9,048	3,562	3,211	117	198	27	475	1,012	646	3.34	3.7	10,854
<b>BREATHITT K-5</b>	13.8	3.98	23,903	6,006	19.0	17.6	7.7	9.3	6.9	14,076	3,537	5,306	369	722	1,014	447	1,982	1,446	3.75	2.0	1,082
<b>BRECKINRIDGE E-5</b>	15.0	5.05	45,258	8,962	12.0	18.8	13.7	22.5	15.2	21,230	4,204	5,053	941	1,921	251	449	4,252	2,689	6.52	6.4	22,644
<b>BULLITT G-5</b>	29.5	8.76	89,044	10,165	6.9	22.4	16.4	28.1	17.5	29,076	3,319	7,579	587	1,309	506	1,570	1,682	4,129	12.71	2.9	7,716
<b>BUTLER E-6</b>	9.8	3.34	22,487	6,733	16.4	20.1	11.9	16.8	7.1	9,938	2,975	2,825	671	279	180	144	1,424	1,683	4.75	3.1	7,802
<b>CALDWELL D-6</b>	13.4	5.01	41,896	8,362	15.4	20.6	13.6	20.8	13.2	32,930	6,573	7,066	1,017	2,314	2,193	988	9,504	6,636	7.06	2.6	13,988
<b>CALLOWAY C-7</b>	30.0	10.62	100,844	9,496	12.1	20.1	12.7	21.2	17.9	76,303	7,185	14,534	1,027	6,303	2,967	4,706	23,511	4,998	14.06	4.0	18,364
<b>CAMPBELL H-3</b>	90.0	29.48	349,443	11,854	6.6	14.3	13.2	30.7	28.7	171,251	5,809	44,332	8,491	30,826	4,085	9,724	31,233	12,532	44.89	2.6	3,756
<b>Newport</b>	25.1	8.82	81,390	9,228	12.8	22.5	15.0	21.8	10.5	105,734	11,988	24,327	6,217	13,332	3,740	8,190	24,144	6,659			
<b>CARTERSVILLE B-6</b>	5.1	1.96	15,777	8,049	12.9	20.2	15.0	21.8	10.5	6,544	3,339	1,456	150	673	84	278	822	1,125	2.84	1.6	9,631
<b>CARROLL G-3</b>	9.0	3.14	29,797	9,489	12.8	20.2	14.0	24.2	16.6	16,055	5,113	4,324	730	458	998	620	962	1,194	4.40	1.5	5,927
<b>CARTER K-4</b>	21.8	6.96	51,615	7,416	17.3	22.2	12.0	15.6	9.6	28,974	4,163	8,696	584	2,156	1,819	1,662	8,674	2,879	8.62	5.4	11,733
<b>CASEY H-6</b>	12.5	4.22	34,455	8,165	15.5	21.8	11.2	13.6	11.6	15,251	3,614	4,181		1,571	124	579	4,903	1,299	5.71	7.8	12,975
<b>CHRISTIAN D-7</b>	56.6	16.09	181,012	11,250	13.4	21.7	12.4	19.3	16.4	115,355	7,169	20,994	2,353	11,904	7,084	4,362	25,071	10,957	24.98	6.8	38,757
<b>Hopkinsville</b>	25.9	9.22	84,589	9,175						96,213	10,435	16,082	2,302	10,886	6,298	4,351	25,071	6,384			
<b>Clarksville-Hopkinsville Metro Area</b>	122.0	34.63	393,602	11,366	12.7	21.7	13.2	20.8	16.7	274,920	7,939	50,315	6,784	41,669	13,179	14,223	67,584	21,434	48.69		
<b>CLARK J-4</b>	25.0	8.52	89,976	10,561	11.6	16.2	12.7	20.0	21.8	50,691	6,237	10,350	1,324	4,320	1,320	1,008	10,255	3,225	12.40	5.4	18,640
<b>CLAY J-6</b>	17.8	4.97	27,882	5,610	21.2	19.6	7.0	6.8	5.7	22,165	4,460	7,082	286	1,170	812	1,280	5,850	1,992	6.88	3.2	3,072
<b>CLINTON G-7</b>	7.9	2.62	17,978	6,862	20.6	21.8	9.7	11.1	6.8	12,654	4,830	2,808		1,246	502	701	2,671	1,807	3.35	2.9	6,415
<b>CRITTENDEN C-6</b>	8.6	3.26	25,205	7,732	17.5	21.1	11.6	18.8	12.9	17,358	5,325	4,541	227	663	166	816	4,183	1,072	4.21	1.6	8,731
<b>CUMBERLAND G-7</b>	6.6	2.28	16,267	7,135	17.5	21.4	9.5	11.3	10.2	8,534	3,743	2,252	371	1,067	273	350	1,704	1,013	2.80	3.0	7,031
<b>DAVIESS D-5</b>	83.1	27.01	305,798	11,322	8.9	16.8	13.5	27.3	23.8	202,232	7,487	45,173	7,852	32,393	10,261	13,352	38,593	9,391	42.44		
<b>Owensboro</b>	53.1	18.18	205,218	11,288						183,993	10,121	41,438	7,852	31,784	10,055	11,773	33,576	7,810			
<b>Owensboro Metro Area</b>	83.1	27.01	305,798	11,322	8.9	16.8	13.5	27.3	23.8	202,232	7,487	45,173	7,852	32,393	10,261	13,352	38,593	9,391	42.44		
<b>EDMONSON F-6</b>	8.9	2.98	22,426	7,526	18.3	23.6	12.2	15.2	8.5	7,820	2,624	2,034	528	398	213	180	681	1,043	3.93	2.8	6,766
<b>ELLIOTT K-4</b>	5.7	1.70	11,290	6,641	16.5	15.0	9.2	13.7	10.3	3,248	1,911	1,745	53	596			219	2.00	2.2	3,786	
<b>ESTILL J-5</b>	13.0	4.30	33,733	7,845	14.3	20.5	11.4	16.3	12.2	15,107	3,513	5,549	750	576	534	644	4,207	1,300	5.90	2.2	3,245
<b>FAYETTE H-4</b>	183.3	61.60	824,229	13,380	7.4	14.6	11.1	26.0	34.2	535,271	8,689	108,590	18,193	102,861	33,501	27,861	103,443	37,242	92.58	3.9	37,626
<b>Lexington</b>	183.3	61.60	824,229	13,380						535,271	8,689	108,590	18,193	102,861	33,501	27,861	103,443	37,242			
<b>Lexington-Fayette Metro Area</b>	279.6	93.57	1,175,067	12,558	8.6	16.0	11.6	25.4	29.9	713,930	7,630	159,058	24,562	111,661	41,611	34,115	142,819	55,464	137.25		
<b>FLEMING J-4</b>	11.6	4.04	35,510	8,790	17.1	20.3	11.8	17.6	13.5	22,970	5,686	4,447	551	439	898	920	9,481	1,086	6.25	6.1	20,733
<b>FLOYD L-5</b>	39.6	12.28	85,999	7,003	19.9	21.2	11.3	13.6	6.8	46,941	3,823	12,863	1,036	6,227	2,358	1,971	10,188	4,616	14.11	7.7	347
<b>FRANKLIN H-4</b>	36.5	12.55	150,261	11,973	8.8	14.4	12.0	28.2	30.3	83,111	6,222	23,989	2,685	10,440	4,230	4,040	14,465	6,040	19.56	3.4	11,582
<b>Frankfort</b>	22.6	8.10	96,481	11,911						71,327	8,806	21,823	2,685	7,996	4,230	4,040	14,465	6,040			
<b>FULTON B-7</b>	10.0	3.67																			



# State, County, City, Metro Area Data

KENTUCKY

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74	1/1/70	% Distribution of Families					Total Retail Sales		By Selected Store Types												
	(1974)	(1970)	Per Household (\$)	3000 to 4989	5000 to 7989	8000 to 14999	15000 to 19999	20000 and over	(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
McCREARY H-7.....	12.9	3.88	21,540	5,552	18.2	18.9	7.8	8.8	6.4	12,662	3,263	4,219	527	1,433	153	800	3,887	1,085	4.96	2	436	
McLEAN D-5.....	8.8	3.19	29,140	9,135	13.4	20.4	12.1	20.4	16.1	15,376	4,820	3,196	257	1,079	26	356	4,384	874	4.42	3.0	11,590	
MADISON J-5.....	46.3	13.87	147,311	47,311	13.5	19.4	12.0	21.1	20.9	91,673	6,609	17,857	2,581	9,282	3,428	3,077	20,850	11,270	19.83	6.8	29,629	
MAGOFFIN K-5.....	10.3	2.99	20,693	6,921	17.2	18.4	8.3	10.9	9.9	8,245	2,758	3,159	82	886	213	134	475	1,153	3.01	3.7	1,443	
MARION G-5.....	16.9	4.77	45,391	9,516	12.7	21.5	13.6	20.1	15.2	30,737	6,444	7,429	956	2,839	1,430	1,085	3,607	2,019	6.89	6.5	21,208	
MARSHALL C-6.....	21.8	7.79	70,911	9,103	12.0	19.0	13.4	26.0	14.8	41,311	5,303	7,855	590	2,346	560	1,007	18,184	3,986	12.56	3.3	3,983	
MARTIN L-5.....	9.2	2.59	16,193	6,301	16.0	19.4	8.7	9.1	7.6	6,175	2,403	2,666	.....	339	52	510	1,605	659	3.52	.....	.....	
MASON J-3.....	17.1	5.93	61,451	10,363	14.5	19.9	11.8	21.9	21.2	48,675	8,242	13,467	1,152	6,304	3,029	2,807	10,228	2,114	8.56	4.4	18,880	
MEADE F-5.....	19.0	5.83	61,973	10,630	11.0	19.5	15.3	26.3	18.3	18,170	3,117	3,445	298	1,040	89	207	8,413	1,393	8.52	3.9	12,414	
MENIFEE J-5.....	3.8	1.19	9,549	8,024	16.0	22.6	13.9	18.8	7.1	3,784	1,180	591	505	772	.....	126	.....	.....	1.68	1.7	2,480	
MERCER H-5.....	16.7	5.98	61,742	10,325	12.9	20.3	12.0	20.2	21.8	32,811	5,487	8,796	1,561	2,349	260	2,913	6,690	3,465	8.77	5.1	22,648	
METCALFE G-6.....	8.3	2.88	20,176	7,006	19.7	20.6	8.4	9.6	10.9	10,755	3,734	2,034	382	829	180	308	2,338	890	3.42	5.8	13,087	
MONROE F-7.....	11.5	4.01	27,583	6,879	15.8	19.7	9.7	11.8	9.3	19,287	4,810	3,662	832	2,869	361	406	4,901	1,300	5.21	5.2	11,232	
MONTGOMERY J-5.....	16.1	5.46	51,663	9,462	12.5	20.4	13.1	23.3	17.8	39,756	7,281	8,480	1,251	3,678	1,354	2,429	6,707	2,314	8.34	3.7	14,641	
MORGAN K-5.....	9.6	3.05	20,145	6,605	18.7	16.7	8.2	12.7	8.5	11,989	3,931	3,209	121	594	172	285	4,997	625	4.08	5.1	5,337	
MUHLBERG E-6.....	27.6	9.57	88,032	9,199	12.1	16.7	11.0	22.5	18.7	49,179	5,139	14,456	1,585	3,774	2,266	2,656	17,362	3,634	13.61	2.4	10,547	
NELSON G-5.....	24.2	6.90	69,001	10,000	12.8	23.2	14.5	22.4	15.7	40,051	5,804	10,754	1,352	3,479	1,283	1,450	6,886	4,798	10.52	6.5	27,838	
NICHOLAS J-4.....	6.6	2.34	20,464	8,745	11.5	20.4	13.1	20.6	15.7	8,909	3,807	3,637	300	287	714	382	1,362	692	3.33	3.8	10,549	
OHIO E-5.....	19.4	6.78	57,280	8,448	13.9	16.9	11.9	21.3	15.3	32,405	4,779	8,267	534	849	553	1,627	11,112	3,598	8.66	5.4	10,248	
OLDHAM G-4.....	15.3	4.27	51,060	11,958	10.9	16.3	13.8	26.0	25.3	23,434	5,488	5,478	393	494	301	520	10,646	1,195	8.09	2.3	14,962	
OWEN H-4.....	7.2	2.66	22,818	8,578	13.3	18.4	11.2	20.3	15.6	9,122	3,429	2,908	393	316	98	263	3,235	598	3.68	3.8	12,967	
OWSLY J-5.....	5.0	1.57	7,301	4,650	18.7	12.3	6.2	7.4	4.9	2,700	1,720	1,299	.....	300	.....	70	124	519	1.55	1.8	1,740	
PENDLETON H-3.....	10.4	3.48	29,191	8,388	11.6	21.0	15.7	24.6	13.1	14,148	4,066	4,209	455	803	89	293	3,552	1,101	5.07	4.8	11,016	
PERRY K-6.....	27.1	8.09	55,396	6,847	20.9	22.5	9.5	12.1	7.8	53,730	6,842	16,146	1,143	6,512	2,121	1,860	11,309	3,515	9.61	.....	149	
PIKE L-5.....	64.7	19.41	150,777	7,768	16.5	22.6	13.2	15.1	8.2	93,212	4,602	30,944	1,294	9,731	3,024	2,898	20,631	7,862	26.81	.....	235	
POWELL J-5.....	8.2	2.54	20,721	8,158	12.6	23.3	11.9	17.7	12.4	7,431	2,926	2,284	39	207	31	246	280	1,041	3.31	1.5	1,592	
PULASKI H-6.....	38.8	13.33	110,032	8,254	17.3	20.9	10.6	14.8	12.7	76,333	5,726	16,943	2,023	9,095	2,375	4,645	20,237	6,527	19.36	10.6	23,060	
ROBERTSON J-4.....	1.9	0.69	5,529	8,013	18.0	20.7	11.1	16.5	9.8	1,057	1,532	528	.....	266	.....	77	111	1.11	1.2	4,156		
ROCKCASTLE H-6.....	12.5	3.95	29,131	7,375	16.9	21.3	11.1	13.9	9.3	13,867	3,511	2,988	435	1,261	298	197	954	3,442	4.60	4.2	8,132	
ROWAN K-4.....	18.4	4.80	46,333	9,653	15.9	20.9	11.1	17.4	14.2	34,009	7,085	9,123	3,312	593	1,228	1,156	6,783	4,960	14.20	5.47	10,513	
RUSSELL G-6.....	10.4	3.67	25,810	7,033	14.0	19.8	10.9	14.8	9.6	15,130	4,123	5,142	9,353	1,294	1,671	1,457	5,462	4,442	8.58	4.3	23,137	
SCOTT H-4.....	18.8	6.10	65,424	10,725	10.9	18.3	11.2	23.6	22.3	31,369	5,142	10,600	784	2,390	1,622	1,084	9,676	3,187	10.58	7.2	38,760	
SMELBY G-4.....	19.2	6.47	69,828	10,793	13.3	18.0	12.9	22.5	23.9	46,546	7,194	10,600	701	1,039	1,538	2,027	1,186	7,104	6,040	6.80	5.0	19,584
SIMPSON E-7.....	13.8	4.77	44,696	9,370	11.7	19.3	12.5	21.7	17.5	39,151	8,208	7,015	1,039	1,399	1,538	2,027	1,186	7,104	6,040	6.80	5.0	19,584
SPENCER G-4.....	5.6	1.81	15,446	8,534	19.0	22.7	14.6	20.0	12.6	6,727	3,717	1,966	207	161	474	255	1,812	592	2.54	3.0	14,679	
TAYLOR G-6.....	17.7	5.97	55,274	9,259	13.6	21.4	13.4	21.1	15.1	37,494	6,280	7,606	621	725	957	1,009	5,190	2,132	6.68	2.9	36,775	
TODD D-7.....	10.7	3.71	30,940	8,340	15.8	25.0	11.6	14.9	13.6	18,319	4,938	4,082	619	625	343	343	2,654	1,788	4.87	4.2	20,699	
TRIGG C-7.....	8.7	2.93	25,714	8,776	14.9	19.0	12.1	18.9	15.1	12,947	4,419	4,189	340	341	695	372	2,767	1,222	4.25	3.1	13,260	
TRIMBLE G-3.....	5.7	1.93	16,911	8,762	16.0	22.9	14.3	20.6	14.3	3,787	1,962	879	55	312	66	.....	904	2.47	2.6	7,325		
UNION C-5.....	16.5	4.98	51,147	10,270	10.9	14.6	12.4	26.8	22.9	28,472	5,717	7,606	621	725	957	1,009	5,190	2,132	6.68	2.9	36,775	
WARREN F-6.....	61.8	20.22	216,115	10,688	10.8	18.1	11.6	22.6	22.3	162,852	18,054	30,541	5,845	24,711	8,063	7,882	29,238	11,751	26.88	9.0	31,226	
Bowling Green.....	41.7	13.49	142,771	10,583	.....	.....	.....	.....	.....	150,213	11,135	26,979	5,597	24,340	8,063	7,841	22,792	8,024	.....	.....	.....	
Bowling Green Metro Area.....	61.8	20.22	216,115	10,688	10.8	18.1	11.6	22.6	22.3	162,852	18,054	30,541	5,845	24,711	8,063	7,882	29,238	11,751	26.88	.....	.....	
WASHINGTON G-5.....	10.6	3.30	31,196	9,453	15.7	24.1	12.7	17.5	13.4	15,440	4,679	2,939	571	1,793	405	725	4,665	673	5.16	5.8	20,726	
WAYNE H-7.....	14.1	4.56	27,112	5,946	13.3	20.0	8.4	8.3	5.6	17,862	3,917	6,014	1,107	984	718	603	2,872	1,446	5.66	5.1	14,708	
WEBSTER D-5.....	13.1	4.90	40,079	8,179	13.6	19.4	13.2	20.4	13.0	22,595	4,611	5,252	679	768	410	516	6,639	1,997	6.80	2.0	14,143	
WHITLEY J-7.....	26.9	8.99	59,260	6,592	17.8	19.4	9.1	12.9	8.3	60,126	6,688	15,631	2,917	6,182	2,171	2,880	12,196	6,667	13.49	1.0	2,367	
WOLF K-5.....	5.4	1.68	8,563	5,097	19.4	16.0	6.6	5.6	3.6	6,358	3,785	1,353	114	518	83	297	3,316	593	1.86	2.2	2,486	
WOODFORD H-5.....	15.2	4.94	62,280	12,607	8.0	18.1	11.7	26.2	26.5	26,960	5,457	9,178	1,062	970	579	904	3,650	3,554	6.46	3.3	28,689	

## KENTUCKY

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight-Saving Time... will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

# KENTUCKY

## Barbourville—WY WY-FM—Continued

- 3. FACILITIES**  
 EHP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 300 ft. above average terrain.  
 Partial simulcast operation. Operated separately 10 am-10 pm. For simulcast facilities see WY WY.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

### TIME RATES

Rates are identical to WY WY. See that listing.

## BARDSTOWN

Nelson County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

### WBRT

1955



Media Code 4 218 0360 2.00  
 Nelson County Broadcasting Company, Inc., 103 W. Stephen Foster St., Bardstown, Ky. 40004. Phone 502-468-2943.

- 1. PERSONNEL**  
 Manager—C. Scott Cederholm.
- 2. REPRESENTATIVES**  
 Kentucky Radio Sales—South. Regional Reps Corp.
- 3. FACILITIES**  
 1,000 w. days; 1320 kc. Non-directional.  
 Operating schedule: 6 am to local sunset. EST, EDT.
- 4. AGENCY COMMISSION**  
 None; all rates net to station. 2% cash discount before 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Farm Directors Radio Network, Kentucky Radio Network.  
 Member: The Tobacco Radio Network.

### TIME RATES

ET 12/1/72—Rec'd 1/2/73.

- 6. SPOT ANNOUNCEMENTS**
- |                  |                |
|------------------|----------------|
| 1 min 30 sec     | 1 min 30 sec   |
| 1 hr             | 3.00 2.50 200+ |
| Guaranteed times | 2.50           |

- 10. SPECIAL FEATURES**  
 NEWSCASTS  
 Major (7-12-5)..... 10.00 Local (7:45-10)..... 7.50  
 Headlines..... 3.00 5-Min. (8-11-2-3-4) 5.00  
 Weather checks—1.25.  
 Party Line Spots (1-2 pm)—2.50.  
 Sunday Serenade, 26 wks, per wk—8.00.

## BEATTYVILLE

Lee County—Map Location J-5  
 See SRDS consumer market map and data at beginning of the State.

### WLJC (FM)

1965

Media Code 4 216 0405 5.00  
 Hwy. Forest Drake, Beattyville, Ky. 41311. Phone 606-484-8672.

- 1. PERSONNEL**  
 General Manager—Forest Drake.
- 3. FACILITIES** ERP 3,000 w.; 102.3 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 265 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 ET 9/1/72—Rec'd 9/11/72.

- 6. SPOT ANNOUNCEMENTS**
- |                |       |       |        |       |        |
|----------------|-------|-------|--------|-------|--------|
| 30-DAY PERIOD: | 1 hr  | 8 hr  | 25 hr  | 50 hr | 100 hr |
| 1 min. ea.     | 1.65  | 1.40  | 1.15   | 1.05  | .95    |
| 7-DAY PERIOD:  | 25 hr | 50 hr | 100 hr |       |        |
| 1 min.         | .87   | .75   | .65    |       |        |
| 30 sec.        | .60   | .50   | .40    |       |        |

## BENTON (1 AM; 1 FM)

Marshall County—Map Location C-8  
 See SRDS consumer market map and data at beginning of the State.

### WCBL

1954



Subscriber to the NAB Radio Code  
 Media Code 4 218 0450 1.00  
 Purchase Broadcasting Co., Benton, Ky. 42025. 502-527-2581.

- 1. PERSONNEL**  
 General Manager—Shelby McCallum.
- 3. FACILITIES**  
 5,000 w. days; 1290 kc. Non-directional.  
 Operating schedule: 8 am-local sunset. CST.  
 Partial simulcast operation. Simulcast Sunrise-9 am & 4:30 pm-local sunset. For non-simulcast facilities see WCBL-FM.
- 4. AGENCY COMMISSION**  
 None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 ET ————Rec'd 1/7/74.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |      |
|---------|------|-------|------|
| PER MO: | 1 hr | 25 hr | 100+ |
| 1 min.  | 3.50 | 3.00  | 2.50 |
| 30 sec. | 2.50 | 2.00  | 1.75 |

## WCBL-FM

1966



Subscriber to the NAB Radio Code  
 Media Code 4 218 0451 9.00  
 Purchase Broadcasting Co., Drawer 7, Benton, Ky. 42025. Phone 502-527-2581.  
 See affiliated AM station for additional information.

- 3. FACILITIES** ERP 3,000 w.; 102.3 mc.  
 Operating schedule: 5 am-10 pm. CST.  
 Antenna ht.: 202 ft. above average terrain.  
 Partial simulcast operation. Operated separately 9 am-4:30 pm. For simulcast facilities see WCBL.
- 4. AGENCY COMMISSION**  
 None; agencies add commission to rates shown.

### TIME RATES

Rates are identical to WCBL. See that listing.

## BEREA

Madison County—Map Location J-5  
 See SRDS consumer market map and data at beginning of the State.

### WKXO

1971



Media Code 4 218 0495 6.00  
 Shain Broadcasting Co., Box 307, 426 Chestnut St., Berea, Ky. 40403. Phone 606-986-9321.

- 1. PERSONNEL**  
 Owner & Mgr.—Honus S. Shain, Jr.
- 3. FACILITIES**  
 250 w. days; 1500 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
 15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American Contemporary Network.  
 Member: Kentucky Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 2 ET ————Rec'd 8/28/72.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|
| 1 min  | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.75 | 1.50 |
| 30 sec | 3.00 | 2.75 | 2.50 | 2.00 | 1.75 | 1.50 | 1.25 |
| 20 sec | 2.50 | 2.00 | 1.75 | 1.50 | 1.50 | 1.50 | 1.50 |
- (\*) Within 90 days.  
 (†) Within 6 mo.

## BOWLING GREEN (3 AM; 2 FM)

Warren County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.

### WBGH

1959

Media Code 4 216 0540 9.00  
 Bowling Green Broadcasting Co., Box 900, 837 Fairview Ave., Bowling Green, Ky. 42101. Phone 502-842-1638.

- STATION'S PROGRAMMING DESCRIPTION**  
 WBGH: Contemporary programming for young adults & teens. All PERSONALITIES handle all segments.  
 NEWS: 5-min at :25 & :55, local & regional, national & international. SPORTS: live coverage of university football & basketball, high school basketball tournament. FARM: county agent reports, area weather advisory. RELIGION: services from local churches. Contact Representative for further details. Rec'd 6/28/74.

- 1. PERSONNEL**  
 General Manager—Bud Tyler.  
 Assistant Manager—Barry Williams.
- 2. REPRESENTATIVES**  
 David Carpenter Company.
- 3. FACILITIES**  
 1,000 w. days, 250 w. nights, 1340 kc.  
 Non-directional.  
 Operating schedule: 5-2 am. CST.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a.  
 Contracts: 40a.  
 Prod. Services: 80, 82.

### TIME RATES

No. 11 ET 7/1/74—Rec'd 6/28/74.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1 min  | 6.15 | 5.10 | 4.80 | 3.95 | 3.80 |
| 30 sec | 4.30 | 3.55 | 3.15 | 2.40 | 2.00 |
- 7. PACKAGE PLANS**  
 WITHIN 10 DAYS: 1 min 30 sec 402.50 233.00

## WDNS (FM)

1972



Media Code 4 218 0585 4.00  
 Daily News Broadcasting Co., Inc., Box 930, 804 College St., Bowling Green, Ky. 42101. Phone 502-791-2121.

- See affiliated AM station for additional information, AM facilities: WKCT.
- 1. PERSONNEL**  
 Sales Manager—David White.
- 3. FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.  
 Operating schedule: 5:15 am-midnight. CST.  
 Antenna ht.: 300 ft. above average terrain.  
 Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see WKCT.
- 5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.

### TIME RATES

No. 2 ET 10/1/73—Rec'd 8/27/73.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1 min  | 104x | 156x | 260x | 312x | 364x |
| 1 min  | 5.30 | 5.00 | 4.75 | 4.45 | 4.15 |
| 30 sec | 3.55 | 3.25 | 2.95 | 2.65 | 2.35 |

## 7. PACKAGE PLAN

PER WK:	25 hr	50 hr
1 min	117.75	221.00
30 sec	74.50	132.50

## WKCT

1947



Subscriber to the NAB Radio Code  
 Media Code 4 218 0630 8.00

- Daily News Broadcasting Co. (affiliated with Park City Daily News), Box 930, 804 College St., Bowling Green, Ky. 42101. Phone 502-791-2121.

- STATION'S PROGRAMMING DESCRIPTION**  
 WKCT: Programmed for adults and young adults. MUSIC 65%; general popular music, showtunes, film scores, and standards. NEWS 18%; national, international, regional and local. RELIGION 6%. FARM 2% market reports, extension agents, and farm weather through teletype book-up with state weather service. SPORTS 10%; local high school and university football and basketball play-by-play, local and national sports information. Plus other interviews and broadcasting of special events. Rec'd 1/2/74.

- 1. PERSONNEL**  
 General Manager—Garland R. West.  
 Sales Manager—Hank Brosche.  
 Station Director—Vicki Reeves.

- 3. FACILITIES**  
 1,000 w. days, 500 w. nights; 930 kc.  
 Directional—night only.  
 Operating schedule: 5:15 am-midnight. CST, DST.  
 Partial simulcast operation. Simulcast 5:15-8 am. For non-simulcast facilities see WDNS (FM).

- 4. AGENCY COMMISSION**  
 15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 11a, 12a, 13a.  
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 28c, 29a.  
 Contracts: 40a, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h, 60i, 61a, 61b.  
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 FM facilities: WDNS (FM).  
 Affiliated with American Entertainment Network.  
 Member: Farm Directors Radio Network, The Tobacco Radio Network.

### TIME RATES

ET 10/1/73—Rec'd 8/29/73.

- AA—Mon thru Sat 6:30-9:30 am, 11 am-1 pm & 3:30-6:30 pm.  
 A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- |          |      |      |      |      |      |      |
|----------|------|------|------|------|------|------|
| CLASS AA | 26x  | 52x  | 156x | 260x | 312x | 624x |
| 1 min    | 6.65 | 6.15 | 5.25 | 4.45 | 4.20 | 3.65 |
| 30 sec   | 4.90 | 4.60 | 3.95 | 3.65 | 3.25 | 2.45 |
| CLASS A  |      |      |      |      |      |      |
| 1 min    | 5.65 | 5.05 | 4.45 | 3.80 | 3.60 | 3.10 |
| 30 sec   | 4.50 | 3.95 | 3.40 | 3.15 | 2.80 | 2.10 |

## WLBJ

1939

Media Code 4 218 0720 7.00  
 Bowling Green Broadcasters, Inc., Box 639, Bowling Green, Ky. 42101. Phone 502-843-3212.

- STATION'S PROGRAMMING DESCRIPTION**  
 WLBJ: Country music. Contact Representative for further details. Rec'd 5/1/74.

- 1. PERSONNEL**  
 General Manager—Dale Meador.  
 Program Director—Rick Dubose.  
 Chief Engineer—Dean Maggard.

- 2. REPRESENTATIVES**  
 Savalli/Gates, Inc.
- 3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 1410 kc.  
 Non-directional days, directional nights.  
 Operating schedule: 5 am-midnight. CST, DST.

- 4. AGENCY COMMISSION**  
 15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a.  
 Contracts: 40a.  
 Cancellation: 70a, 70e.  
 Prod. Services: 80, 82.  
 Affiliated with MBS and KBS.  
 Member: Farm Directors Radio Network.

### TIME RATES

ET 2/1/70—Rec'd 4/6/70.

- 7. PACKAGE PLANS**  
 MULTI-SPOT PLAN
- |         |      |      |       |       |       |       |
|---------|------|------|-------|-------|-------|-------|
| PER WK: | 1 hr | 6 hr | 12 hr | 16 hr | 24 hr | 30 hr |
| 1 min   | 6.00 | 5.50 | 5.25  | 5.00  | 4.75  | 4.50  |
| 30 sec  | 4.80 | 4.40 | 4.20  | 4.00  | 3.80  | 3.60  |

## WLBJ-FM

1965

Media Code 4 218 0721 5.00  
 Bowling Green Broadcasters, Inc., Box 689, Bowling Green, Ky. 42101. Phone 502-843-3212.

- See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
 WLBJ-FM: MUSIC: Country 5 am-8 am & 3 pm-midnight. Gospel 8 am-3 pm. SPORTS: major league baseball. Contact Representative for further details. Rec'd 5/1/74.

- 3. FACILITIES**  
 ERP 3,000 w.; 96.7 mc.  
 Operating schedule: 6 am-midnight. CST, DST.  
 Antenna ht.: 255 ft. above terrain.

### TIME RATES

ET 2/1/70—Rec'd 4/6/70.

- 7. PACKAGE PLANS**  
 MULTI-SPOT PLAN
- |         |      |      |       |       |       |       |
|---------|------|------|-------|-------|-------|-------|
| PER WK: | 1 hr | 6 hr | 12 hr | 16 hr | 24 hr | 30 hr |
| 1 min   | 3.00 | 2.75 | 2.65  | 2.50  | 2.40  | 2.25  |
| 30 sec  | 2.40 | 2.20 | 2.10  | 2.00  | 1.90  | 1.80  |

# BRANDENBURG

Meade County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

## WMMG (FM)

1972

Subscriber to the NAB Radio Code  
 Media Code 4 218 0765 2.00  
 Meade County Broadcasting Co., Inc., Box 356, Brandenburg, Ky. 40108. Phone 502-422-3961.

- 1. PERSONNEL**  
 Station Manager—Robert L. Jones, Jr.
- 3. FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 300 ft. above average terrain.

- 4. AGENCY COMMISSION**  
 None; all rates net to station.

### TIME RATES

ET 1/1/74—Rec'd 12/26/73.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|
| ROS:   | 1x   | 50x  | 100x | 200x | 300x | 400x | 500x |
| 1 min  | 4.00 | 3.80 | 3.50 | 3.10 | 2.50 | 2.00 | 1.80 |
| 30 sec | 3.10 | 3.00 | 2.80 | 2.50 | 2.00 | 1.60 | 1.50 |

## CADIZ (1 AM; 1 FM)

Trigg County—Map Location C-7  
 See SRDS consumer market map and data at beginning of the State.

### WKDZ

1965



### WKDZ-FM

1972



Subscriber to the NAB Radio Code  
 Media Code 4 218 0810 6.00  
 Barkley Lake Broadcasting Co., Inc., Drawer D, Will Jackson Rd., Cadiz, Ky. 42211. Phone 502-522-3232.

- STATION'S PROGRAMMING DESCRIPTION**  
 WKDZ: Programmed for general interest.

- 1. PERSONNEL**  
 Gen'l & Mgr.—Wilburn Wilson.
- 3. FACILITIES** 1,000 w.; 1110 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST, DST.  
 ERP 3,000 w. (horiz.) 3,000 w. (vert.); 106.3 mc.  
 Operating schedule: 5 am-midnight. CST, DST.  
 Antenna ht.: 205 ft. above average terrain.  
 Simulcast sunrise-local sunset.

- 4. AGENCY COMMISSION**  
 15/0 time only; 10th of month.

- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 2/1/74—Rec'd 3/11/74.

- 6. SPOT ANNOUNCEMENTS**
- |          |    |     |     |
|----------|----|-----|-----|
| CLASS AA | 1x | 13x | 26x |
|----------|----|-----|-----|



## Carrollton—WVCM (FM)—Continued

### STATION'S PROGRAMMING DESCRIPTION

WVCM (FM): Programmed for general interest.

- PERSONNEL**  
Pres. & Mgr.—Jack Fultz.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
ERP: 1,350 w. (horiz.), 1,350 w. (vert.); 100.1 mc. Operating schedule: 6 a.m.-10:15 pm. EST. Antenna ht.: 205 ft. above average terrain.
- AGENCY COMMISSION**  
None: agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Kentucky Radio Network.

**TIME RATES**  
ET 1/13/74—Rec'd 5/8/74.

6. SPOT ANNOUNCEMENTS		1x	26x	100-300
1 min.	.....	7	5	4
30 sec.	.....	5	4	3

**7. PACKAGE PLANS**  
PER YR. BULK: 1 min 30 sec

500+	.....	3	2
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**10. SPECIAL FEATURES**  
NEWS HEADLINES AT :30/SPORT HEADLINES AT :15

PER WK:	13 wk	26 wk	52 wk
7 days:	.....	45	35
	.....	50	25

## CATLETTSBURG

Boyd County—Map Location L-4  
See SRDS consumer market map and data at beginning of the State.

### WCAK

Media Code 4 216 0965 8.00  
K & M Broadcasting, Inc., Box 635, 26th & Division St., Catlettsburg, Ky. 41129. Phone 606-739-4114. Ashland phone 606-325-3732.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Hal Murphy.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 135 ft. above average terrain.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 3/13/74—Rec'd 3/13/74.

6. SPOT ANNOUNCEMENTS		1x	10x	25x	50x	100+
1 min.	.....	4.50	4.00	3.50	3.00	2.50
30 sec.	.....	1-1000	2.25			

**7. PACKAGE PLANS**  
50+/7 days, ea 2.00.

## CENTRAL CITY (2 AM; 1 FM)

Muhlenberg County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WMTA

Media Code 4 218 0990 6.00  
Central City-Greenville Broadcasting Company, Box 31 Old Greenville Rd., Central City, Ky. 42330. Phone 502-754-1380.

- PERSONNEL**  
Manager—Amos Stone.
- FACILITIES**  
500 w. days: 1380 kc. Non-directional. Operating schedule: 5:30 a.m. to local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only: 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1 ET 7/1/55—Rec'd 9/7/55.

6. SPOT ANNOUNCEMENTS		1 MINUTE		15 SECONDS	
1 x	.....	4.05	1.56	.....	2.85
13 x	.....	3.60	2.03	.....	2.40
26 x	.....	3.25	2.60	.....	2.25
52 x	.....	3.00	3.12	.....	2.00
104 x	.....	2.85			

## WNES WNES-FM

Media Code 4 218 1080 5.00  
Muhlenberg Broadcasting Corp., Box 471, Central City, Ky. 42330. Phone 502-754-3000.

- PERSONNEL**  
General Manager—Ronald L. Beane.
- FACILITIES**  
500 w. days: 1050 kc. Non-directional. Operating schedule: 6 am local sunset. CST. FM-ERP: 50,000 w. 101.9 mc. Operating schedule: 6 am-10 pm. CST. DST. Antenna ht.: 295 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. FM operated in conjunction with AM during day; sold separately after sunset.

**TIME RATES**  
Rates effective January 1, 1955.  
Card received October 24, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1	3/4	1/2	1/4	10	5	1
1 time	.....	30.00	24.00	18.00	12.00	10.00	6.00	3.25
13 times	.....	28.50	22.80	17.10	11.40	9.50	5.70	3.10
26 times	.....	27.00	21.60	16.20	10.80	9.00	5.40	2.9
39 times	.....	25.50	20.40	15.30	10.20	8.50	5.10	2.80
52 times	.....	24.00	19.20	14.40	9.60	8.00	4.80	2.65
78 times	.....	22.50	18.00	13.50	9.00	7.50	4.50	2.50
104 times	.....	21.00	16.80	12.60	8.40	7.00	4.20	2.35
130 times	.....	19.50	15.60	11.70	7.80	6.50	3.90	2.20
156 times	.....	18.00	14.40	10.80	7.20	6.00	3.60	2.05
208 times	.....	16.50	13.20	9.90	6.60	5.50	3.30	1.90
260 times	.....	15.00	12.00	9.00	6.00	5.00	3.00	1.75
312 times	.....	13.50	10.80	8.10	5.40	4.50	2.70	1.65
15 word ann.	.....	min.	8 daily.	min.	con.	100,	each	.70
15 word ann.	.....	min.	8 daily.	min.	con.	1,000,	each	.50

## COLUMBIA (1 AM; 1 FM)

Adair County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WAIN

Media Code 4 218 1170 4.00  
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42726. Phone 502-334-2135.

- PERSONNEL**  
General Manager—Edwin R. Cundiff.
- REPRESENTATIVES**  
Kentucky Radio Sales—South. Regional Reps Corp.
- FACILITIES**  
1,000 w. days: 1270 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WAIN-FM.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Affiliated with KBS. Member: Farm Directors Radio Network, Kentucky Radio Network.

**TIME RATES**  
ET 1/13/74—Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS		1x	13x	26x	39x	52x	104x
1 min.	.....	3.25	3.05	2.85	2.70	2.50	2.35
30 sec.	.....	2.65	2.35	2.15	2.00	1.80	1.65
10 sec.	.....	flat					.85

### WAIN-FM

Media Code 4 218 1171 2.00  
Tri-County Radio Broadcasting Corp., Columbia, Ky. 42728. Phone 502-384-2134. See affiliated AM station for additional information.

- PERSONNEL**  
Sia & Sales Mgr.—Ed Cundiff.
- FACILITIES**  
ERP: 3,000 w.; 93.5 mc. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 220 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WAIN.
- AGENCY COMMISSION**  
None: all rates net to station.

**TIME RATES**  
Rates are identical to WAIN. See that listing.

## CORBIN (2 AM; 2 FM)

Knox County—Map Location J-6  
Whitley County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

### WCTT

Subscriber to the NAB Radio Code  
Media Code 4 218 1260 3.00  
Corbin Times-Tribune, Inc., Corbin, Ky. 40701. Phone 606-528-4717.

- PERSONNEL**  
Station Manager—Loren Hooker.
- REPRESENTATIVES**  
South—C. K. Beaver & Associates, Inc. Regional Reps Corp.
- FACILITIES**  
1,000 w.; 680 kc. Directional—night only. Operating schedule: 5 am-11 pm. EST. Partial simulcast operation. Simulcast 5-8:15 am and all newcasts. For non-simulcast facilities see WCTT-FM.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Kentucky Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 2/1/73—Rec'd 2/14/73.

6. SPOT ANNOUNCEMENTS		1 min.	30 sec.	15 sec.	10 sec.
PER WK:	1 to 20	3 to 20	5 to 20	6 to 20	10 to 20
1 min.	.....	6.00	5.00	4.00	3.75
30 sec.	.....	5.00	4.00	3.50	3.25
10 sec.	.....	.....	.....	.....	2.50

### WCTT-FM

Media Code 4 218 1261 1.00  
Corbin Times-Tribune, Inc., Box 509, Corbin, Ky. 40701. Phone 606-528-4717. See affiliated AM station for additional information.

- FACILITIES**  
ERP: 3,000 w.; 107.1 mc. Stereo. Operating schedule: 7 am-11:05 pm. EST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operated separately 8:15 am-11:05 pm. For simulcast facilities see WCTT.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Affiliated with KBS Radio Network.

**TIME RATES**  
Rates are identical to WCTT. See that listing.

## WYGO

Media Code 4 218 1350 2.00  
Vernon Broadcasting Co., Center & Main St., Corbin, Ky. 40701. Phone 528-6617.  
STATION'S PROGRAMMING DESCRIPTION  
WYGO: MUSIC: Contemporary & Country.

- PERSONNEL**  
General Manager—Jennings Blakley.
- REPRESENTATIVES**  
Kentucky Radio Sales—South. South—David Carpenter Company. North—Charles Bernard Co., Inc.
- FACILITIES**  
5,000 w. days: 1330 kc. Directional. Operating schedule: 5:00 a.m. to local sunset. EST. Partial simulcast operation. Simulcast 7 am-6 pm. For non-simulcast facilities see WYGO-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with American Contemporary Network.

**TIME RATES**  
ET 2/1/74—Rec'd 1/2/74.

6. SPOT ANNOUNCEMENTS		13x	26x	52x	104x	250x	600x
1 min.	.....	3.65	3.45	3.20	2.95	2.70	2.45
30 sec.	.....	75%	1-min.				

## WYGO-FM

Media Code 4 218 1351 0.00  
Vernon Broadcasting Co., Center & Main St., Corbin, Ky. 40701. Phone 606-228-6617. See affiliated AM station for additional information.

- PERSONNEL**  
Sia & Sales Mgr.—John C. Farmer.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
ERP: 3,500 w.; 99.3 mc. Operating schedule: 7 am-midnight. EST. Antenna ht.: 185 ft. above average terrain. Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WYGO.
- GENERAL ADVERTISING** See coded regulations. Affiliated with American Contemporary Network.

**TIME RATES**  
Rates are identical to WYGO. See that listing.

## COVINGTON

Kenton County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

See Cincinnati, Ohio

(including Covington, Erlanger, Newport, Ky.; Milford, Ohio)

## CUMBERLAND

Harrison County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

### WCPM

Media Code 4 218 1440 1.00  
Cumberland City Broadcasting, Inc., Keller St., Cumberland, Ky. 40023. Phone 606-589-4623.

- PERSONNEL**  
General Manager—Jack Mills.
- FACILITIES**  
1,000 w. days: 1280 kc. Non-directional. Operating schedule: EST.
- AGENCY COMMISSION**  
15/0 time only: 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Appalachian Network. Discounts from earned frequency for the use of:  
2 stations..... 5%  
4 stations..... 25%  
3 stations..... 10%

**TIME RATES**  
Rates effective March 1, 1958.  
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		1	1/2	1/4	10	5	1	30
1 time	.....	50.50	41.25	15.50	12.25	9.50	5.00	4.00
13 times	.....	49.25	40.25	15.10	11.95	9.25	4.90	3.90
26 times	.....	48.00	39.20	14.75	11.65	9.00	4.75	3.80
39 times	.....	45.45	37.15	13.95	11.05	8.55	4.50	3.60
52 times	.....	42.95	35.05	13.20	10.40	8.10	4.25	3.40
156 times	.....	40.40	33.00	12.40	9.80	7.60	4.00	3.20
260 times	.....	37.90	30.95	11.60	9.20	7.10	3.75	3.00
312 times	.....	35.35	28.90	10.85	8.55	6.65	3.50	2.80
624 times	.....	32.80	26.80	10.10	7.95	6.15	3.25	2.60
728 times	.....	30.30	24.75	9.30	7.35	5.70	3.00	2.40

10 seconds or 15 words, no minimum required..... 1.60

Automotive Spot Rate  
1 minute..... 4.00  
30 seconds..... 3.30

## CYNTHIANA

Harrison County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

### WCYN

Subscriber to the NAB Radio Code  
Media Code 4 218 1530 9.00  
WCYN Radio, Inc., Pike and Walnut Sts., Cynthia, Ky. 41031. Phone 606-234-1400.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Estil R. Anderson.

## KENTUCKY

- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
500 w.; 1400 kc. Non-directional. Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**  
None: Agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: National Ag/Ltd Groups, Inc., Farm Directors Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 11/1/72—Rec'd 10/9/72.

6. SPOT ANNOUNCEMENTS		1x	52x	156x	312x	600x
1 min.	.....	3.00	2.80	2.60	2.40	2.20
30 sec.	.....	2.40	2.25	2.10	1.90	1.75
10 sec.	.....	1.50	1.40	1.30	1.20	1.10

## DANVILLE (1 AM; 1 FM)

Boyle County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### WHIR

Media Code 4 218 1620 8.00  
WHIR, Inc., Burgin Rd., Danville, Ky. 40422.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John C. Farmer.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days: 250 w. nights; 1230 kc. Non-directional. Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only: 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. FM facilities: WMGE (FM). Affiliated with KBS. Member: Farm Directors Radio Network, Kentucky Radio Network.

**TIME RATES**  
Rates effective February 15, 1962.  
Rates received August 3, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

		1	1/2	1/4	10	5	1	*100
1 time	.....	54.00	32.40	18.00	14.40	9.00	5.40	5.40
13 times	.....	51.30	30.80	17.10	13.70	8.55	5.15	5.15
26 times	.....	48.60	29.15	16.20	12.95	8.10	4.85	4.85
39 times	.....	45.90	26.55	15.30	12.25	7.65	4.60	4.60
52 times	.....	43.20	25.90	14.40	11.55	7		

# KENTUCKY

## Elizabethtown—WIEL—Continued

**TIME RATES**  
Eff 7/1/74—Rec'd 6/28/74.

AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm.  
A—7 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

	1x	100x	200x	300x	400x	500x	600x
1 min	6.50	5.90	5.30	4.70	4.10	3.60	3.30
30 sec	5.30	4.80	4.30	3.90	3.60	3.30	2.80

**CLASS AA**

	1x	100x	200x	300x	400x	500x	600x
1 min	5.90	5.50	4.90	4.30	3.80	3.20	2.80
30 sec	4.90	4.50	3.90	3.60	3.30	2.90	2.40

**CLASS A**

	1x	100x	200x	300x	400x	500x	600x
1 min	5.50	5.10	4.80	4.20	3.30	2.80	2.50
30 sec	4.00	3.80	3.50	3.00	2.60	2.30	2.10

Fixed position: Extra 10%.

**7. PACKAGE PLANS**

PER WK. BTA:

	25 tl	50 tl	75 tl	100 tl
1 min.	5.75	4.75	4.00	3.50
30 sec.	4.25	3.50	3.00	2.75

Fixed position: Extra 10%.

## WQXE (FM)

1969  
Media Code 4 218 1755 2.00  
Hardin County Broadcasting Co., Inc., Box 517,  
Elizabethtown, Ky. 42701. Phone 502-737-8000.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Billy R. Evans.

**2. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 on time; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff—Rec'd 11/24/72.

**6. SPOT ANNOUNCEMENTS**

	1x	10x	20x	30x	40x
1 min.	6.00	5.90	5.85	5.80	5.70
30 sec.	5.00	4.90	4.85	4.80	4.75

**CLASS A**

	1x	10x	20x	30x	40x
1 min.	5.60	4.00	3.90	3.50	3.00
30 sec.	4.65	3.50	2.80	2.70	2.50

## EMINENCE

Henry County—Map Location G-4  
See SRDS consumer market map and data at beginning of the state.

## WSTL

1956  
Media Code 4 218 1800 6.00  
WSTL, Inc., a division of Grewe Industries, Box 185,  
Eminence, Ky. 40019. Phone 502-845-5820.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Robert L. Cook.

**2. REPRESENTATIVES**  
Kentucky Radio—South.

**3. FACILITIES** 500 w.; 1,600 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 on time, payable monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

## NATIONAL AND LOCAL RATES SAME

Eff 5/1/70—Rec'd 2/26/71.

**6. SPOT ANNOUNCEMENTS**

	1-13	26x	52x	104x	156x	260x	312x	500+
1 min	3.40	3.30	3.00	2.75	2.50	3.20	3.00	3.00
30 sec	3.00	2.90	2.75	2.60	2.40	2.00	1.75	1.50

## ERLANGER

Kenton County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

## See Cincinnati, Ohio

(including Covington, Erlanger, Newport, Ky.; Milford, Ohio)

## FORT CAMPBELL (1 AM; 1 FM)

Christian County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WABD

1963  
Subscriber to the NAB Radio Code  
Media Code 4 218 1890 7.00  
Fort Campbell Broadcasting Co., Box 521, Fort  
Campbell, Ky. 42223. Phone 615-431-4984.

**STATION'S PROGRAMMING DESCRIPTION**  
WABD: Programmed for young adults.

**1. PERSONNEL**  
President—Gary Latham.

**3. FACILITIES** 500 w.; 1,370 kc.  
Operating schedule: Sunrise-local sunset. CST, DST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WABO-FM.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 7/73—Rec'd 5/12/72.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	312x	600x	900x
1 min.	4.20	3.75	2.85	2.50	2.30
30 sec.	3.20	2.75	2.30	2.15	1.90

**7. PACKAGE PLANS**  
50 30-sec ROS spots within 7 days..... 95  
5 30-sec spots per day (when available) per mo 250

**10. SPECIAL FEATURES**  
5-min ABC newscast..... 5  
5-min newscast at :00..... 4  
30-sec weather (incl 15-sec open & close) ea..... 3

## WABD-FM



Subscriber to the NAB Radio Code  
Media Code 4 218 1891 5.00  
Fort Campbell Broadcasting Co., Box 521, Fort  
Campbell, Ky. 42223. Phone 615-431-4984.

**STATION'S PROGRAMMING DESCRIPTION**  
WABD-FM: MUSIC: top 40 to middle-of-the-road.

**1. PERSONNEL**  
General Manager—Gary H. Latham.

**3. FACILITIES** ERP 39,000 w.; 107.9 mc. Stereo.  
Operating schedule: 5 am-midnight. CST, DST.  
Antenna ht.: 229 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WABD.

**4. AGENCY COMMISSION**  
None; all rates net to station.

## TIME RATES

Rates are identical to WABD. See that listing.

## FORT KNOX (1 AM; 1 FM)

Hardin County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WSAC

## FORT KNOX-RADCLIFF

Media Code 4 218 1980 6.00  
Fort Knox Broadcasting Corp., Box 70, Fort Knox,  
Ky. 40121. Phone 502-351-3121.

**STATION'S PROGRAMMING DESCRIPTION**  
WSAC: Programmed for young adults & teens.  
MUSIC: 85% current top 40 hits. NEWS: 5-min  
UPI Audio hourly: 3 15-min newscasts daily, 7:45  
am 12N, 5 pm, each with 5 min UPI World news;  
5 min state; 5 min local. SPORTS: 2 5-min shows  
daily, 6:25 am & 5:15 pm, 12 2-min sport shows on  
weekend. 2 5-min classified ad programs daily, 10:25  
am & 2:25 pm. Rec'd 8/31/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Byron Cowan.  
Operations Director—Tad Murray.  
News Director—Howard Lewis.

**3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-6 pm.  
For non-simulcast facilities see WSAC-FM.

**4. AGENCY COMMISSION**  
15/0 on time. Bills rendered monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21b, 23b, 28c, 29a.  
Contracts: 40c, 44a, 46, 47e, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61a, 62d.  
Cancellation: 70b, 70d, 71b.  
Prod. Services: 80, 81, 82.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6A Eff 9/1/72—Rec'd 8/30/72.

A—6-9 am, 11 am-1 pm & 4 pm-sign-off.  
B—9-11 am & 1-4 pm.

**6. SPOT ANNOUNCEMENTS**

	1x	13 wk	26 wk	52 wk
6 tl.	7.25	6.00	5.75	5.00
12 tl.	6.75	5.75	5.10	4.80
18 tl.	6.50	5.40	4.80	---
24 tl.	6.25	4.80	---	---

Fixed position or less than 6 tl. flat..... 7.80

**CLASS A**

	1x	13 wk	26 wk	52 wk
6 tl.	5.75	4.80	4.60	4.00
12 tl.	5.40	4.50	4.10	3.80
18 tl.	5.20	4.30	3.80	---
24 tl.	5.00	3.80	---	---

Fixed position or less than 6 tl. flat..... 6.40

**CLASS B**

	1x	13 wk	26 wk	52 wk
6 tl.	6.25	5.20	4.90	4.30
12 tl.	5.75	4.90	4.40	4.20
18 tl.	5.50	4.50	4.20	---
24 tl.	5.25	4.20	---	---

Fixed position or less than 6 tl. flat..... 6.80

**30 SEC:**

	1x	13 wk	26 wk	52 wk
6 tl.	5.00	4.20	4.00	3.50
12 tl.	4.60	3.90	3.50	3.40
18 tl.	4.30	3.75	3.40	---
24 tl.	4.20	3.40	---	---

Fixed position or less than 6 tl. flat..... 5.60

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLANS

	PLAN	2	3
PER WK:	36 tl	24 tl	18 tl
1 min. ea.	4.80	5.10	5.40

30 sec: 80% of 1-min.

**8. PROGRAM TIME RATES**  
(Monday thru Sunday)

	1x	55 min	25 min	1/4 hr	10 min
A	7.8	4.8	3.0	2.1	---
B	6.0	3.6	2.4	1.8	---

**10. SPECIAL FEATURES**  
5-minutes including News or Features—1/2 x applicable 1-min rate.  
Includes 1-min spot plus open & close ID's.  
2-minute Features (Weather, Sports, Etc.)—applicable 1-min rate plus 1.00.  
Includes 30-second spot plus open & close ID's.

## WSAC-FM

1966

## FORT KNOX

Media Code 4 218 1981 4.00  
Fort Knox Broadcasting Corp., Box 70, 1467 N.  
Wilson Rd., Fort Knox, Ky. 40121. Phone 502-351-3121.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WSAC-FM: Progressive rock music, interspersed with topical thought & comment & discussion. Rec'd 2/28/71.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WSAC.

## TIME RATES

After 6 pm: 80% of applicable AM rates.

## FRANKFORT (1 AM; 1 FM)

Franklin County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WKYK

1946

Subscriber to the NAB Radio Code  
Media Code 4 218 2070 5.00  
Capital Broadcasting Corp., 307 W. Main St.,  
Frankfort, Ky. 40601. Phone 502-223-8281.

**STATION'S PROGRAMMING DESCRIPTION**  
WKYK: Adult music, pop stds., contemporary.

**1. PERSONNEL**  
Station Manager—Itzuss Hatter.

**2. REPRESENTATIVES**  
Piko Time Sales, Inc.  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:30-1 am. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL RATE POLICY**  
FM facilities: WKYK (FM).  
Member: Kentucky Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 6/3/74—Rec'd 7/31/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec
PER WK, AAA:	8.80	6.60	3.50

**7. PACKAGE PLANS**

	TAP/ROS—AAA & AA	PER WK:	1 min	30 sec	10 sec
PER MO:	100 tl.	4.20	3.10	2.10	---
	100 tl.	4.80	3.50	2.40	---
	50 tl.	5.30	4.10	2.60	---
	21 tl per day.	5.80	4.20	2.90	---

**10. SPECIAL FEATURES**  
News—1-1/2x earned rate.

## WKYW (FM)

1967

Subscriber to the NAB Radio Code  
Media Code 4 218 2160 4.00  
WKYW Div., Capital Broadcasting Corp., 307 W.  
Main St., Frankfort, Ky. 40601. Phone 502-223-8281.

See affiliated AM station for additional information.  
AM facilities: WKYK.

**STATION'S PROGRAMMING DESCRIPTION**  
WKYW (FM): Country music, pro & U sports.

**3. FACILITIES**  
ERP 3,000 w.; 104.9 mc. Stereo.  
Operating schedule: 5:30-1:00 am. EST.

## TIME RATES

Rates are identical to WKYK. See that listing.

## FRANKLIN

Simpson County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## WFKN

1954

Subscriber to the NAB Radio Code  
Media Code 4 218 2250 3.00  
Franklin Favorite—WFKN, Inc., Box 309, 103 N.  
High St., Franklin, Ky. 42134. Phone 502-588-4481. TWX 588-4481.

**STATION'S PROGRAMMING DESCRIPTION**  
WFKN: Programmed for general interest.

**1. PERSONNEL**  
General Manager—Henry D. Stone.

**3. FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST, DST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

## 5. GENERAL ADVERTISING

See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Eff—11/1/73.

**6. SPOT ANNOUNCEMENTS**

	1x	14x	206x	260x	312x	624+
1 min.	3.45	2.30	2.05	1.95	1.85	1.75
30 sec.	2.60	1.90	1.65	1.55	1.45	1.35

## FULTON (1 AM; 1 FM)

Fulton County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

## WFUL WFUL-FM

Subscriber to the NAB Radio Code  
Media Code 4 218 2340 2.00  
Ken-Tenn Broadcasting Corp., Box 388, Hwy. 168,  
Fulton, Ky. 42041. Phone 502-472-1270, 1221.

**STATION'S PROGRAMMING DESCRIPTION**  
WFUL: M-Sat general programming.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth Z. Turner.

**3. FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST, DST.  
FM-ERP 680 w.; 99.3 mc.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

## TIME RATES

No. 5 Eff 9/1/73—Rec'd 6/28/73.

**6. SPOT ANNOUNCEMENTS**

	6-7 am	noon-1 pm	7-8 am
PER MO:	Open 13 tl	22+	Open 13 tl
10 sec.	2.50	2.00	1.25
30 sec.	4.00	3.50	3.00
1 min.	4.00	3.50	3.00

**ROB:**

	Open	30 tl	50 tl	75 tl	90 tl	120 tl	150+
10 sec.	1.50	1.25	1.00	1.00	.75	.60	.50
30 sec.	3.00	2.50	2.25	2.00	1.50	1.25	1.00
1 min.	4.00	3.50	3.25	3.00	2.50	2.25	2.00

**10. SPECIAL FEATURES**  
Live-wire Weather—3 per wk. per program, 7.00.  
Weather Summaries, Livestock Markets, Wall Street Markets, Sports, News, 5 min. per program, 4.50.  
One a day Mon thru Fri and Sat and odd days, per mo 90.00.  
10 min News—ea 6.00.

## GEORGETOWN (1 AM; 1 FM)

Scott County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WAXU

1957

Media Code 4 218 2430 1.00  
WAXU Radio, Box 11845, Lexington, Ky. 40511.  
Phone 606-254-8888.

**STATION'S PROGRAMMING DESCRIPTION**  
WAXU: Programmed for general interest.  
AIR PERSONALITIES handle all segments. MUSIC:  
modern country all segments sign-on-sign-off except  
Sun before noon. NEWS: 5 min network news at :30,  
5 min state and local on the hour. 5 min local  
news at noon daily. Farm show noon-1 pm, weather  
reports in each newscast. SPORTS: 5 min network  
reports at 8:30 am & 3:30 pm, local sports 10 min at  
5 pm, 13 major stock car races and Indianapolis  
500 race, basketball and football, horse racing, local  
and regional. TALK: trading post at 10:35 am, 10  
min, M-Sat, bulletin board at 9:25 am, 12:55 pm,  
4:05 pm. County agent at 12:35 pm. Remote mobile  
unit broadcast. Religious programming Sun am. Contact  
Representative for further details. Rec'd 12/30/70.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Johnson.  
Program Director—John Sone.  
Sales Manager—Itzy Hooper.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Regional Reps Corp.

**3. FACILITIES**  
10,000 w. days; 1580 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST, EDT.  
Partial simulcast operation. Simulcast sunrise-local  
sunset. For non-simulcast facilities see WAXU-FM.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING**



Georgetown—WAXU—Continued

7. PACKAGE PLANS

	A			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl.....	10.00	8.25	5.00	8.00	6.25	4.00
12 tl.....	9.50	7.75	4.75	7.50	5.75	3.75
18 tl.....	9.00	7.25	4.50	7.00	5.25	3.50
24 tl.....	8.50	6.75	4.25	6.50	4.75	3.25
30 tl.....	8.00	6.25	4.00	6.00	4.25	3.00

WAXU-FM

1973



Media Code 4 218 2431 9.00  
WAXU Radio, Box 11845, Lexington, Ky. 40511.  
Phone 606-254-8888.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WAXU-FM: Same as AM.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6  
am-sunrise & local sunset-midnight. For simulcast  
facilities see WAXU.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS and ATA Radio Network.  
Member: Farm Radio Network, The Tobacco Radio  
Network.

TIME RATES

Rates are identical to WAXU. See that listing.

GLASGOW (2 AM; 2 FM)

Barren County—Map Location F-6  
See SDDS consumer market map and data at beginning  
of the State.

WCDS

1962

Subscriber to the NAB Radio Code  
Media Code 4 218 2520 9.00  
John M. Barrick, Box 478, Glasgow, Ky. 42141.  
Phone 502-651-3132, 5532.

STATION'S PROGRAMMING DESCRIPTION

WCDS: NEWS: local at :60. Top 40 music.

1. PERSONNEL

General Manager—Billy D. Huffman.

Sales & Office Mgr.—Ann Morgan.

3. FACILITIES

1800 w.; 1440 kc.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

FM facilities: WOVO (FM).

Member: Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/74—Rec'd 2/7/74.

6. SPOT ANNOUNCEMENTS

1 min..... 2.15 30 sec..... 1.75

7. PACKAGE PLANS

7 DAYS: 1 min 30 sec 7 DAYS: 1 min 30 sec

50 tl..... 2.00 1.50 100 tl..... 1.75 1.25

10. SPECIAL FEATURES

5-min news at :60, ca..... 3.50  
Headline news, weather, sports, ca..... 2.50

WGGC (FM)

1961



Subscriber to the NAB Radio Code  
Media Code 4 218 2565 4.00  
Heritage Communications, Inc., 510 Happy Valley  
Rd., Glasgow, Ky. 42141. Phone 502-651-2142.

See affiliated AM station for additional information.  
AM facilities: WKAY.  
STATION'S PROGRAMMING DESCRIPTION  
WGGC (FM): Country-Western, gospel music.

1. PERSONNEL

Pres. & Co-owner—Moena Sadler.

3. FACILITIES

ERP 13,500 w.; 95.1 mc.  
Operating schedule: 5 am-10 pm. CST.

Antenna ht.: 150 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations.

Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 10/1/70—Rec'd 8/3/73.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 156x 260x 312x

1 min..... 3.25 2.95 2.65 2.05 1.75 1.65

7. PACKAGE PLANS

15 work plugs, ea. .75.

100 tl 30-sec, ea..... 1.00 100 tl 1-min, ea..... 1.40

WKAY

1946



Subscriber to the NAB Radio Code  
Media Code 4 218 2610 8.00  
Heritage Communications, Inc., 510 Happy Valley  
Rd., Glasgow, Ky. 42141. Phone 502-651-2141.

1. PERSONNEL

Gen'l Mgr. & Co-owner—Clovis Sadler.

2. REPRESENTATIVES

Regional Reps Corp.

3. FACILITIES

1,000 w. days. 250 w. nights; 1490 kc.  
Non-directional.

Operating schedule: 5 am-10 pm. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

FM facilities: WGGC (FM).

Affiliated with KBS.

Member: Farm Directors Radio Network, Kentucky  
Radio Network.

NATIONAL AND LOCAL RATES SAME  
ET 10/1/70—Rec'd 8/27/70.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 156x 260x 312x

1 min..... 6.25 5.50 4.75 4.00 3.25 2.75

30 sec..... 4.00 3.50 3.00 2.50 2.25 2.00

15-wd plugs (minimum 100 per mo) 1.00.

7. PACKAGE PLANS

MONTHLY—ROS

1 min, 100 tl..... 2.50 30 sec, 100 tl..... 1.75

WOVO (FM)

1972

Media Code 4 218 2655 3.00  
John M. Barrick, Box 478, 31 E. South St., Glasgow,  
Ky. 42141. Phone 502-651-8375.

See affiliated AM station for additional information.

AM facilities: WCDS.

3. FACILITIES

ERP 1,000 w. (horiz.), 1,000 w. (vert.); 105.5 mc.  
Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 480 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/8/73.

6. SPOT ANNOUNCEMENTS

1 min..... 1.65 30 sec..... 1.25

7. PACKAGE PLANS

WITHIN 7 DAYS: 1 min 30 sec

50 tl, ea..... 1.50 1.00

10. SPECIAL FEATURES

Radar Weather, ea..... 2.00 Headline News, ea..... 2.00

5-min Newscast at :60, ea..... 3.00

GRAYSON

Carter County—Map Location K-4  
See SDDS consumer market map and data at beginning  
of the State.

WGOH

1959



Subscriber to the NAB Radio Code  
Media Code 4 218 2700 7.00  
Carter County Broadcasting Co., Inc., Box 487, Gray-  
son, Ky. 41143. Phone 606-474-5144.

1. PERSONNEL

General Manager—Mrs. Faye Bush.

2. REPRESENTATIVES

Kentucky Radio Sales—South.

3. FACILITIES

5,000 w. days; 1370 kc. Non-directional.

Operating schedule: 4:30 a.m. to local sunset. CST.

4. AGENCY COMMISSION

15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kentucky Radio Network, The Tobacco  
Radio Network.

TIME RATES

Rates effective August 1, 1965.  
Rates received June 28, 1965.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec

1 tl..... 3.50 2.85 1.75

13 tl..... 3.25 2.75 1.85

26 tl..... 3.00 2.55 1.55

52 tl..... 2.90 2.40 1.45

104 tl..... 2.75 2.25 1.35

156 tl..... 2.60 2.10 1.35

208 tl..... 2.40 1.95 1.15

260 tl..... 2.20 1.75 1.00

312 tl..... 2.00 1.60 1.05

7. PACKAGE PLANS

WEEKLY PACKAGE PLAN

1 Minute Spots

PER WK: 25 tl..... 46.00 50 tl..... 86.88

GREENSBURG

Green County—Map Location G-6  
See SDDS consumer market map and data at beginning  
of the State.

WGRK

1972

Media Code 4 218 2750 2.00  
Veer Broadcasting, Inc., Box 246, Buckner Hill  
Rd., Greensburg, Ky. 42743. Phone 502-932-7401.

1. PERSONNEL

General Manager—Michael B. Wilson.

3. FACILITIES

250 w.; 1550 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 11/1/72—Rec'd 11/13/72.

6. SPOT ANNOUNCEMENTS

1 min 30 sec

1x..... 3.50 2.45 1.56 x..... 2.40 1.75

13x..... 3.30 2.35 2.60 x..... 2.25 1.65

26x..... 3.10 2.25 312x..... 2.10 1.55

52x..... 2.75 2.05 624x..... 1.80 1.40

104x..... 2.60 1.90 936x..... 1.50 1.25

HARDINSBURG (1 AM; 1 FM)

Breckinridge County—Map Location E-5  
See SDDS consumer market map and data at beginning  
of the State.

WHIC

1968



Subscriber to the NAB Radio Code  
Media Code 4 218 2800 5.00  
Breckinridge Broadcasting Co., Inc., Box 203,  
Hardinsburg, Ky. 40143. Phone 502-756-2105.

STATION'S PROGRAMMING DESCRIPTION

WHIC: Programmed for adults and young adults.

1. PERSONNEL

General Manager—Jimmie A. Wolley.

2. REPRESENTATIVES

Kentucky Radio Sales—South.

3. FACILITIES

250 w.; 1520 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

Partial simulcast operation. Simulcast sunrise-local  
sunset. For non-simulcast facilities see WHIC-FM.

For non-simulcast facilities see WHIC-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kentucky Radio Network.

TIME RATES

No. 2 ET 7/1/73—Rec'd 8/27/73.

6. SPOT ANNOUNCEMENTS

PER YR. EA: 1x 24x 150x 500+

1 min..... 3.00 2.75 2.50 2.15

30 sec..... 2.75 2.50 2.25 2.00

WHIC-FM

1970



Subscriber to the NAB Radio Code  
Media Code 4 218 2801 3.00  
Breckinridge Broadcasting Co., Inc., Box 203,  
Hardinsburg, Ky. 40143. Phone 502-756-2105.

See affiliated AM station for additional information.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.8 mc.  
Stereo.

Operating schedule: 5 am-11 pm. CST.

Antenna ht.: 290 ft. above average terrain.

Partial simulcast operation. Operated separately local  
sunset-11 pm. For simulcast facilities see WHIC.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

Rates are identical to WHIC. See that listing.

HARLAN

Harlan County—Map Location K-6  
See SDDS consumer market map and data at beginning  
of the State.

WHLN

1941



Subscriber to the NAB Radio Code  
Media Code 4 218 2880 7.00  
Harlan Radio, Inc., Box 898, Cumberland Ave.,  
Harlan, Ky. 40853. Phone 606-573-2540.

STATION'S PROGRAMMING DESCRIPTION

WHLN: Programmed for general interest.

1. PERSONNEL

Pres. & Gen'l Mgr.—James T. Morgan.

2. REPRESENTATIVES

Kentucky Radio Sales—South.

3. FACILITIES

5,000 w. days; 1410 kc. Non-directional.

Operating schedule: 6 am-local sunset daily. EST.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kentucky Radio Network.

TIME RATES

# KENTUCKY

## HAZARD (1 AM; 1 FM)

Perry County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

**WKIC**

1947

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3060 6.00  
Mountain Broadcasting Service, Inc., Peoples Bank Bldg., Hazard, Ky. 41701. Phone 606-438-2131.  
STATION'S PROGRAMMING DESCRIPTION  
WKIC: Programmed for general interest.

- PERSONNEL  
Pres. & Gen'l Mgr.—Ernest Sparkman.
- REPRESENTATIVES  
Regional Reps Corp.
- FACILITIES  
5,000 w. days; 1390 kc. Non-directional. Operating schedule: 5:30 am-local sunset, EST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WSGS (FM).  
Affiliated with KBS.  
Member: Kentucky Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 ET 6/1/73—Rec'd 8/27/73.

A—Mon thru Sat 6:30-8 am, 11:30 am-12:30 pm & 4-5:30 pm.

B—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 x.....	5.10	4.05	1.58
13 x.....	4.95	3.90	2.08
26 x.....	4.70	3.60	2.80
52 x.....	4.25	3.30	3.12
104 x.....	3.90	2.95	3.24
1 x.....	4.95	3.90	1.58
13 x.....	4.85	3.80	2.08
26 x.....	4.55	3.50	2.80
52 x.....	4.15	3.20	3.12
104 x.....	3.80	2.85	3.24

## WSGS (FM)

1959

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3105 8.00  
Mountain Broadcasting Service, Inc., Box 898, 111 Main St., Hazard, Ky. 41701. Phone 606-438-2121.  
See affiliated AM station for additional information.  
AM facilities: WKIC.

- STATION'S PROGRAMMING DESCRIPTION  
WSGS (FM): MUSIC: 100% modern country.
- FACILITIES  
ERP 31,000 w. (horiz.), 31,000 w. (vert.); 101.1 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 1,150 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

Rates are identical to WKIC. See that listing.

## HENDERSON (1 AM; 2 FM)

Henderson County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WBIC

1974

Subscriber to the NAB Radio Code  
Media Code 4 218 3117 3.00  
Professional Broadcasters, Box 47, Hwy 41, S., Henderson, Ky. 42420. Phone 502-827-5359.  
STATION'S PROGRAMMING DESCRIPTION  
WBIC: Progressive rock & roll.

- PERSONNEL  
Sales Manager—Bill Greene.
- REPRESENTATIVES  
Michael Fulford Company, Inc.
- FACILITIES  
ERP 3,000 w.; 103.1 mc.  
Operating schedule: 20 hours daily, CST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION  
20%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 ET 6/1/74—Rec'd 6/10/74.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti 48 ti

1 min..... 13.00 11.00 10.00 9.00 8.00 7.50 7.00

30 sec..... 9.50 8.75 8.00 7.25 6.50 6.00 5.50

10 sec: 50% of 1-min.

CONTRACT DISCOUNT

13 wk—2-1/2% 26 wk—5% 52 wk—10%

## WKDQ (FM)

1946

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3130 6.00  
Henderson Broadcasting Co., Box 418, Henderson, Ky. 42420. Phone 502-826-3922.  
STATION'S PROGRAMMING DESCRIPTION  
WKDQ (FM): MUSIC: Hit Parade & Solid Gold.  
Contact Representative for further details. Rec'd 5/4/74.

- PERSONNEL  
Vice-Pres. & Sta. Mgr.—Henry G. Lackey.
- REPRESENTATIVE  
PRO Time Sales, Inc.  
Pacific Coast—Harlan G. Oakes, Inc.  
Regional Reps Corp.
- FACILITIES  
ERP 50,000 w.; 99.5 mc. Stereo.

Operating schedule: 24 hours daily, CST.  
Antenna ht.: 306 ft. above average terrain.

## 4. AGENCY COMMISSION

- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WSON.

### TIME RATES

ET 1/1/73—Rec'd 1/18/73.

### 6. SPOT ANNOUNCEMENTS

1 ti 5 ti 10 ti 20 ti 30 ti 40 ti

1 min..... 15.00 13.50 12.75 12.00 11.25 9.75

30 sec..... 12.00 10.80 10.20 9.60 9.00 7.80

## WSON

1941

**NAB**

A Lasky Station  
Subscriber to the NAB Radio Code  
Media Code 4 218 3150 4.00  
Henderson Broadcasting Co., Box 418, Henderson, Ky. 42420. Phone 502-826-3923.  
STATION'S PROGRAMMING DESCRIPTION  
WSON: Country music, news, sports, weather, farm.

- PERSONNEL  
Vice-Pres. & Sta. Mgr.—Henry G. Lackey.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
Regional Reps Corp.
- FACILITIES  
500 w. days; 860 kc. Non-directional. Operating schedule: Sunrise-local sunset, CST, DST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WKDQ (FM).  
Affiliated with CBS and KBS.  
Member: Farm Directors Radio Network, Kentucky Radio Network.

### TIME RATES

No. 11 ET 3/1/74—Rec'd 7/1/74.

### 6. SPOT ANNOUNCEMENTS

YRLY PLAN: 260x 385x 500x 750x 1000x

1 min..... 4.50 4.20 4.00 3.75 3.00

30 sec..... 3.60 3.40 3.20 3.00 2.40

Drive time: Extra, per spot .60.

### 7. PACKAGE PLANS

PER WK: 10 ti 20 ti 25 ti 30 ti 50 ti 70 ti

1 min..... 5.75 4.50 4.20 4.00 3.70 3.30

30 sec..... 4.60 3.60 3.40 3.20 3.00 2.50

Drive time: Extra, per spot .60.

(CR)

## HINDMAN

Knott County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

## WKCB

1971

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3195 9.00  
Knott County Broadcasting Inc., Box 427, Hindman, Ky. 41822. Phone 606-785-3129.  
STATION'S PROGRAMMING DESCRIPTION  
WKCB: 70% modern country, 30% top pop, UPI news.

- PERSONNEL  
General Manager—Steven D. Blair.
- REPRESENTATIVES  
Kentucky Radio Sales—South, Regional Reps Corp.
- FACILITIES  
1,000 w. days; 1540 kc. Non-directional. Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION  
15%/1-ti rates only. No agency commission allowed on frequency rates.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Kentucky Radio Network.

### TIME RATES

ET 1/1/74—Rec'd 1/18/74.

### 6. SPOT ANNOUNCEMENTS

13 WKS: 1 ti 26 ti 52 ti 104 ti 156 ti 312+

1 min..... 2.50 2.40 2.20 2.00 1.90 1.75

30 sec..... 1.85 1.75 1.60 1.55 1.50 1.40

### 7. PACKAGE PLANS

PER YR: 624x 1000x 1500x

1 min..... 2.00 1.50 1.45

30 sec..... 1.50 1.25 1.20

### 10. SPECIAL FEATURES

Network news—6 days per wk. 1 min fixed, ea 3.00.

## HODGENVILLE

Larue County—Map Location G-5.  
See SRDS consumer market map and data at beginning of the State.

## WLCB (FM)

1974

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3217 1.00  
Lincoln Broadcasting Co., Inc., 100 N. Lincoln Blvd., Hodgenville, Ky. 42748. Phone 502-358-3181.

- PERSONNEL  
Pres. & Gen'l Mgr.—Joseph W. Myers.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

ET Rec'd 12/26/73.

### 6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x

1 min..... 3.40 3.15 2.90 2.65 2.40

30 sec..... 3.00 2.75 2.50 2.25 2.00

10 sec..... 2.25 2.00 1.75 1.50 1.25

1 min..... 1.56x 2.60x 5.20x 10.40x

30 sec..... 2.15 1.90 1.65 1.40

10 sec..... 1.75 1.50 1.25 1.00

10 sec..... 1.00 .75 .50 .60

## HOPKINSVILLE (2 AM; 2 FM)

Christian County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WHOP

1940

**NAB**

A Lasky Station  
Subscriber to the NAB Radio Code  
Media Code 4 218 3240 3.00  
Hopkinsville Broadcasting Company, Inc., Box 709, Bass Arcade, 1102 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-885-5331.

- STATION'S PROGRAMMING DESCRIPTION  
WHOP: Programmed for adults and commuters.  
FARM: 5-7 am, 2 men, interviews, market reports, weather and news. National and local news 7-7:30 am. Popular and standard music 7:30-10 am with personality. 10-11 am women's program, guests, interviews, telephone program. 11 am-12:30 pm, noon farm hour, weather and news, market reports, popular music. 12:30-5 pm popular music, national and local news on hour features on half hour. 5-7 pm roadshow. 7 pm-12M popular and standard music. SPORTS: high school and college football and basketball, major league baseball. Mobile unit, weather station, news facilities. Contact Representative for further details. Rec'd 8/18/67.

- PERSONNEL  
Pres. & Gen'l Mgr.—Roger E. Jeffers.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- FACILITIES  
1,000 w. days, 250 w. nights; 1330 kc. Non-directional. Operating schedule: 24 hours daily, CST, DST. Partial simulcast operation. Simulcast 5-9 am and 5-7 pm and newscasts. For non-simulcast facilities see WHOP-FM.

- AGENCY COMMISSION  
15/0 on net time.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61c, 62b.  
Cancellation: 70a, 70b, 71a, 73a.  
Prod. Services: 85.  
Affiliated with CBS.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

### TIME RATES

No. 9 ET 10/1/72—Rec'd 9/5/72.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 11 ti 16 ti 21+

1 min..... 4.60 3.65 3.15 5.50 4.40

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

(Q)

## WHOP-FM

1948

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3241 1.00  
Hopkinsville Broadcasting Co., Inc., Box 709, 1102 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-885-5331.

- STATION'S PROGRAMMING DESCRIPTION  
WHOP-FM: Programmed for adults and commuters.
- FACILITIES  
ERP 39,000 w.; 98.7 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 204 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-5 pm except newscasts. For simulcast facilities see WHOP.
- GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

### TIME RATES

ET 10/1/72—Rec'd 9/5/72.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 11 ti 16 ti 21 ti

1 min..... 5.00 4.00 3.50 3.00 2.60

10 sec: 60% of 1-min.

## WKOA

1954

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3350 2.00  
Pennyrile Broadcasting Co., Inc., Box 951, 1107 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-886-1204.

- STATION'S PROGRAMMING DESCRIPTION  
WKOA: Programmed for general audience.  
MUSIC: MOIT, contemporary. NEWS: at 6, 6:30, 7 am, noon & 5 pm. 3-man department, editorials, mobile unit, weather station. SPORTS: high school football, basketball, play-by-play, report at 7 am & 3 pm. FARM: reports at 8:15 & 11:45 am, agri-business director. Local interview program 9-10 am. Contact Representative for further details. Rec'd 6/28/74.
- PERSONNEL  
Pres. & Gen'l Mgr.—William H. Higgins.

- REPRESENTATIVES  
George T. Hopewell, Inc.  
Regional Reps Corp.
- FACILITIES  
1,000 w. days; 1480 kc. Non-directional. Operating schedule: 6 am-local sunset, CST. Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WKOF (FM).
- AGENCY COMMISSION  
15% time only; ten days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WKOF (FM).  
Affiliated with American Information Network.  
Affiliated with KBS.  
Member: Kentucky Radio Network, Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/74—Rec'd 6/28/74.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 10 ti 20 ti 30 ti

1 min..... 5.50 5.00 4.00 3.50

30 sec..... 4.50 4.00 3.20 2.80

15 sec: 50% of 1-min.

## WKOF (FM)

1960

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3420 1.00  
Pennyrile Broadcasting Co., Inc., Box 951, 1107 S. Virginia St., Hopkinsville, Ky. 42240. Phone 502-886-1204.

- STATION'S PROGRAMMING DESCRIPTION  
WKOF (FM): Programmed for adults.  
MUSIC: MOIT, standards 9 am-midnight. SPORTS: play-by-play high school football, basketball. Contact Representative for further details. Rec'd 6/28/74.
- FACILITIES  
ERP 30,000 w.; 100.3 mc.  
Operating schedule: 5 am-midnight, CST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-midnight daily. For simulcast facilities see WKOA.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/74—Rec'd 6/28/74.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 10 ti 20 ti 30 ti

1 min..... 4.00 3.00 2.50 2.00

30 sec..... 3.20 2.40 2.00 1.60

15 sec: 50% of 1-min.

## IRVINE

Estill County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

## WIRV

1960

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 218 3510 9.00  
Irvanna Broadcasting Co., Inc., 201 Main St., Irvine, Ky. 40336. Phone 606-723-2550.

- PERSONNEL  
Pres. & Gen'l Mgr.—James M. Gaslin.
- REPRESENTATIVES  
Regional Reps Corp.
- FACILITIES  
1,000 w. days; 1550 kc. Non-directional. Operating schedule: Sunrise to local sunset, EST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Kentucky Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective July 1, 1960.

Rates received July 5, 1960.

### 6. SPOT ANNOUNCEMENTS



**Jackson—W E K G—Continued**

1 min.	208x	260x	312x	364x	624x
30 sec.	3.45	3.20	2.90	2.75	2.80
15 sec.	2.90	2.85	2.30	2.20	2.00
	1.45	1.30	1.15	1.10	1.00

**JAMESTOWN (1 AM; 1 FM)**

Russell County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WJKY**

Media Code 4 218 3550 5.00  
Russell Broadcasting Corp., Box 336, Jamestown, Ky. 42629. Phone 502-866-3487.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Welby Hoover.
- REPRESENTATIVES**  
Regional Reprs Corp.  
Kentucky Radio Sales—South.
- FACILITIES**  
1,000 w.; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Affiliated with KBS.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Kentucky Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET Rec'd 8/14/70.

**6. SPOT ANNOUNCEMENTS**

1 min. ea.	1.75	30 sec. ea.	1.50
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Member: Kentucky Radio Network.

**WJRS (FM)**

**RAB**

Media Code 4 218 3600 8.00  
Lake Cumberland Broadcasters, Box 263, Jamestown, Ky. 42629. Phone 502-343-4444.

- PERSONNEL**  
Owner & Gen'l Mgr.—Welby Hoover.
- REPRESENTATIVES**  
Regional Reprs Corp.  
Kentucky Radio Sales—South.
- FACILITIES**  
ERP 3,000 w.; 103.1 mc.  
Operating schedule: 5:30 am-10 pm. CST.  
Antenna ht.: 85 ft. above average terrain.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET Rec'd 8/14/70.

**6. SPOT ANNOUNCEMENTS**

1 min	1.80	30 sec	1.50
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**JENKINS**

Letcher County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

**WREM**

Media Code 4 218 3645 3.00  
Cardinal Broadcasting Co., Inc., Box 312, Jenkins, Ky. 41537. Phone 606-332-2285.

- STATION'S PROGRAMMING DESCRIPTION**  
WREM: MUSIC: C & W/MOR, pop.
- PERSONNEL**  
General Manager—H. Gene Sturgill.
  - REPRESENTATIVES**  
C. K. Heaver & Associates, Inc.
  - FACILITIES**  
1,000 w.; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 5/1/74—Rec'd 5/1/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	260x	312x	364x
1 min.	3.60	3.10	2.90	2.70	2.25
30 sec.	2.90	1.85	1.75	1.60	1.40
15 sec.	1.50	1.40	1.30	1.20	1.10

**LANCASTER**

Garrard County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**WIXI**

Media Code 4 218 3690 9.00  
Lancaster Broadcasters, 108-A Stanford St., Lancaster, Ky. 40444. Phone 606-792-2152.

- PERSONNEL**  
Pres. & Gen'l Mgr.—South C. Bevins.
- FACILITIES**  
1,000 w.; 1280 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time and advert; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Kentucky Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET Rec'd 11/14/66.

**6. SPOT ANNOUNCEMENTS**

1 min	3.00	2.50	156 x	2.10	1.90
13 x	2.85	2.20	2 x	2.00	1.80
26 x	2.70	2.00	312 x	1.90	1.70
39 x	2.55	2.15	364 x	1.80	1.60
52 x	2.40	2.10	500 x	1.60	1.40
78 x	2.30	2.05	1000 x	1.50	1.30
104 x	2.20	2.00			

**LEBANON**

Marion County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WLBN**

Media Code 4 218 3780 8.00  
Lebanon-Springfield Broadcasting Co., Box 647, Lebanon, Ky. 40033. Phone 692-3126.

- Other Studios: Springfield, Ky. Phone 336-7486.
- STATION'S PROGRAMMING DESCRIPTION**  
WLBN: Diversified format.
- PERSONNEL**  
General Manager—J. T. Whitlock.
  - REPRESENTATIVES**  
George T. Hoopewell, Inc.  
Regional Reprs Corp.
  - FACILITIES**  
1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Kentucky Radio Network.

**TIME RATES**  
ET 5/1/73—Rec'd 5/24/73.

**6. SPOT ANNOUNCEMENTS**

1x	13x	52x	156x	312x	500x	1000+
1 min.	4.40	4.00	3.55	2.95	2.50	2.25
30 sec.	3.35	3.10	2.60	2.25	2.00	1.75

**LEITCHFIELD (1 AM; 1 FM)**

Grayson County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**WMTL WMTL-FM**

Media Code 4 218 3870 7.00  
Rough River Broadcasting Company, 53 Public Square, Leitchfield, Ky. 42754. Phone 502-259-3165.

- STATION'S PROGRAMMING DESCRIPTION**  
WMTL: Programmed for general interest.
- PERSONNEL**  
General Manager—David Thompson.
  - REPRESENTATIVES**  
Regional Reprs Corp.
  - FACILITIES**  
250 w.; 1580 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.  
FM-ERP, 3,000 w.; 104.9 mc.  
Operating schedule: 5 am-10 pm daily. CST.  
Antenna ht.: 186 ft. above average terrain.
  - AGENCY COMMISSION**  
15%. Bills payable by the tenth of the month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Kentucky Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET Rec'd 3/9/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 tl	10 tl	25 tl	75 tl	100 tl
1 min.	4.00	3.50	3.00	2.50	2.00
30 sec.	3.00	2.75	2.25	2.00	1.75
20 sec.	2.50	2.00	1.75	1.50	1.50

**LEXINGTON (3 AM; 3 FM)**

Plus 1 paid duplicate listing.  
Fayette County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)		Daytime (10 am-3 pm)		Afternoon (3-7 pm)		Evening (7 pm-midnight)	
	A	B	A	B	A	B	A	B
A	18	14	18	14	14	10	5	5
B	15	13	15	10	10	5	5	5
C	10	9	10	5	5	5	5	5
D	5	5	5	5	5	5	5	5
AVERAGE	12	10	12	9				

**WAXU**

**Modern Country Music**

(This is a paid duplicate of the listing appearing under Georgetown, Ky.)  
Media Code 4 218 2430 1.00  
WAXU Radio, Box 11845, Lexington, Ky. 40511. Phone 606-254-8888.

**STATION'S PROGRAMMING DESCRIPTION**  
WAXU: Programmed for general interest.  
AIR PERSONALITIES handle all segments. MUSIC: modern country all segments sign-on-sign-off except Sun before noon. NEWS: 5 min network news at :30, 5 min state and local on the hour, 5 min local news at noon daily. Farm show noon-1 pm, weather reports in each newscast. SPORTS: 5 min network sports at 8:30 am & 5:30 pm, local sports 10 min at 5 pm, 13 major stock car races and indianapolis 500 race, basketball and football, horse racing, local and regional. TALK: trading post at 10:35 am, 10 min, M-Sat, bulletin board at 9:25 am, 12:35 pm, 4:05 pm. Country agent at 12:35 pm. Remote mobile unit

broadcasts. Religious programming Sun am. Contact representative for further details. Rec'd 12/80/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Johnson.  
Program Director—John Bone.  
Sales Manager—Ray Hooper.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Regional Reprs Corp.
- FACILITIES**  
10,000 w. days; 1580 kc. Directional. EST. EDT.  
Operating schedule: Sunrise-local sunset. EST. EDT.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WAXU-FM, Georgetown.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32a, 33d.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS and ATA Radio Network.  
Member: Farm Radio Network, The Tobacco Radio Network.

**TIME RATES**  
No. 12 ET 9/1/70—Rec'd 9/14/70.  
A—6-10 am, noon-1 pm & 3-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

A			B		
1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	12.50	10.00	6.75	10.50	8.50
52 x	11.75	9.25	6.00	9.75	7.75
104 x	11.00	8.75	5.50	9.00	7.25
156 x	10.00	8.00	5.00	8.00	6.50
260 x	9.50	7.50	4.75	7.50	6.00
312 x	8.50	6.75	4.25	6.50	5.25
400 x	7.50	6.00	3.75	5.50	4.50
500 x	6.75	5.25	3.25	4.75	3.75
	6.00	4.50	3.00	4.00	3.25

**7. PACKAGE PLANS**

A			B		
6 tl.	1 min	30 sec	10 sec	1 min	30 sec
12 tl.	10.00	8.25	5.00	8.00	6.25
18 tl.	9.50	7.75	4.75	7.50	5.75
24 tl.	9.00	7.25	4.50	7.00	5.25
30 tl.	8.50	6.75	4.25	6.50	4.75
	8.00	6.25	4.00	6.00	4.25

**WBLG**

Media Code 4 218 4050 5.00  
Lexington Broadcasting Corp., 570 E. Main St., Lexington, Ky. 40504. Phone 606-252-1300.

- STATION'S PROGRAMMING DESCRIPTION**  
WBLG: Programmed for adults & young adults. MUSIC: MOR, 1/2 current, 1/2 oldies. Talk: telephone 9-11 am & 3-6 pm, NEWS: local at :30 & :57; network at :60; local & network headlines & features. SPORTS: horse race results 6:30 pm, pro football & baseball, local race meets & selected local events. Rec'd 8/19/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Roy B. White, Jr.  
Vice-President, Sales—James H. Tomblin.  
Program Director—Edward A. Wright.
- FACILITIES**  
1,000 w.; 1580 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 14a, 15b.  
Basic Rates: 20b, 22a, 22b, 24b, 26, 28a, 29a.  
Contracts: 40a, 41, 42, 43, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.  
Cancellation: 71a, 72, 73b.  
Affiliated with NBC.

**TIME RATES**  
No. 21 ET 8/5/74—Rec'd 8/19/74.

**6. SPOT ANNOUNCEMENTS**

A—Mon thru Fri 6-11 am & 3-7 pm; Fri 7-10 pm; Sat 6-9 am.	B—Mon thru Fri 11 am-3 pm; Sat 9-11 am.	C—Sat & Sun 11 am-7 pm.	D—All other times.
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1 min	Fixed				1 hr position			
	A	B	C	D	A	B	C	D
1 min	10.00	8.25	7.00	4.75	8.25	7.25	6.50	4.25
30 sec	6.50	5.50	4.75	3.00	5.50	4.75	4.50	2.75
10 sec	4.25	3.75	3.25	2.00	3.75	3.25	3.00	1.75

—Within program—

1 min	7.75	6.50	6.00	3.50
30 sec	5.00	4.25	4.00	2.50
10 sec	3.50	3.00	2.75	1.50

- PERSONNEL**  
President—Harry Barfield.  
Station Manager—Lou Chiles.  
Nat'l & Reg'l Sales Mgr.—Ed White.
- REPRESENTATIVES**  
New York—Meeker Radio, Inc.  
Atlanta—Dallas—Busby, Finch and Woods, Inc.
- FACILITIES**  
ERP 50,000 w.; 98.1 mc. Stereo.  
Operating schedule: 7 am-midnight. EST.  
Antenna ht.: 353 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c, 29a, 30, 31, 32a.  
Contracts: 40a, 41, 42b, 42d, 43b, 45, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**TIME RATES**  
ET 8/1/70—Rec'd 8/31/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
1 tl	2.50	2.00
24 tl	2.75	1.75
50 tl	2.50	1.50

**8. PROGRAM TIME RATES** 1/4 hr 1/2 hr 1 hr

Es	15	30	50
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**PROGRAM DISCOUNT**

13x-5%	20x-10%	52x-15%
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Media Code 4 218 4140 4.00  
Illinois Broadcasting Co., Box 11870, Russell Cave Rd., Lexington, Ky. 40511. Phone 606-293-0563.

**KENTUCKY**

**STATION'S PROGRAMMING DESCRIPTION**  
WLAP: Programmed for general interest.  
AIR PERSONALITIES handle all segments. MUSIC 80%: current hits, general popular music. NEWS 20%: network at :60, local 2 min at :20 and :40 plus network features; 4 man local news staff; commentary, interviews, in-depth, editorials, Weather 3X per hour. SPORTS: 5 min summary 7:40 am and 5:40 pm M-F; 5 min summary 10X each weekend; network coverage; local features and results. COMMERCIAL POLICY: in accordance with NAB code. Contact Representative for further details. Rec'd 3/11/74.

- PERSONNEL**  
General Manager—James C. Allison.  
Program Production Manager—Herb Kent.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 630 kc. Directional.  
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only; payable 1st of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71b, 73a.  
Affiliated with CBS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
No. 14 ET 6/1/74—Rec'd 6/10/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

AA			A			B		
6 tl.	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 tl.	16	13	14	12	11	9	8	7
18 tl.	15	12	13	11	10	8	7	6
24 tl.	14	11	12	10	9	7	6	5
	13	10	11	9	8	6	5	4

- 7. PACKAGE PLANS**
- TAP—WEEKLY  
(1/3 Mon thru Sat 6-10 am & 3-7 pm, 1/3 Mon thru Sat 10 am-3 pm, 1/3 Mon thru Sat 7 pm-midnight; Sun all day.)
- PER WK, EA:** 18 tl 24 tl 30 tl
- |        |    |    |    |
|--------|----|----|----|
| 1 min  | 12 | 11 | 10 |
| 30 sec | 10 | 9  | 8  |
- FREQUENCY DISCOUNT**  
52 wk—10%

**WLAP-FM**

Media Code 4 218 4141 2.00  
Illinois Broadcasting Co., Box 11870, Russell Cave Rd., Lexington, Ky. 40511. Phone 606-293-0563.

**STATION**

# KENTUCKY

## Lexington—WLEX (FM)—Continued

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 3/1/73—Rec'd 3/14/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	13 wk	27+ wk
1 min	6.85	5.45	5.00
30 sec	3.20	4.95	4.15
15 sec	5.65	4.50	4.75
10 sec	5.15	4.10	3.40
5 sec	4.70	3.75	3.90
25+	4.25	3.40	3.55

**8. PROGRAM TIME RATES**

PER WK:	1st	2nd	3rd	4th	5th	6th	7th
1 hr	67.50	60.75	54.65	49.20	44.25	39.85	35.75
1/2 hr	46.50	36.45	32.80	29.50	26.55	23.90	21.50
1/4 hr	29.70	26.75	24.10	21.70	19.55	17.60	15.85
10 min	24.30	21.85	19.65	17.70	15.90	13.30	11.95
5 min	16.20	14.60	13.15	11.85	10.65	9.60	8.65

## WVWK and WVWK-FM



ROBERT E. EASTMAN & CO., INC.

Sold in combination only.  
Media Code 4 218 4230 3.00  
Bluegrass Broadcasting Co., Inc., Box 1559, 120 East Main St., Lexington, Ky. 40507. Phone 608-254-1151.

**STATION'S PROGRAMMING DESCRIPTION**  
WVWK: Programmed for general interest. AIR PERSONALITIES handle all time segments. NEWS: network and local every 30 min. 5:30 am-noon popular music with helicopter traffic reports, sports news and weather observations, household hints, hospital reports. Noon-5:30 pm popular music, network features, traffic reports. SPORTS: college football and basketball, high school football and basketball, horse racing. News on-the-spot coverage from 2 mobile units. Contact Representative for further details. Rec'd 7/29/74.

WVWK-FM: MUSIC: general popular music 6 am-1 am. NEWS: 7:30 am, 12:30 pm, 6:30 pm, national, international, local; 6 man staff; mobile unit. COMMERCIAL POLICY: 4 breaks per hour. Public affairs program at 7 pm. Weather twice hourly. Contact Representative for further details. Rec'd 6/10/70.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William Stakelin.  
Program Director—Jim Jordan.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 590 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.  
FM-ERI\* 32,000 w.; 92.9 mc. Stereo.  
Antenna ht.: 290 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 net time; monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 3d, 4a, 5, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32a, 33a.  
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.  
Affiliated with American Information Network.  
Member: The Tobacco Radio Network.

**TIME RATES**  
WVWK and WVWK-FM COMBINATION  
No. 6 ET 7/1/71—Rec'd 6/21/71.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 10 pm-midnight & 5-6 am; Sun all day.

**6. SPOT ANNOUNCEMENTS**

AM/FM COMBINATION		SECTION I		SECTION II		SECTION III	
PER WK:	1 min	15 sec	12 sec	15 sec	12 sec	15 sec	12 sec
1 min	24.00	23.00	22.00	21.00	19.00	18.00	17.00
30 sec	19.20	18.40	17.60	16.80	15.20	14.40	13.60
1 min	18.00	16.00	15.00	14.00	12.00	11.00	10.00
30 sec	14.40	12.80	12.00	11.20			

**7. PACKAGE PLANS**

PER WK, EA:	1 min
A-30 (I, II, III)	16
B-15 (I, II, III)	17

Deduct 5.00 from above rates.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 Mon-Sun necessary to maintain consec wk advertising.

## LIBERTY

Casey County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

**WKDO**  
1963  
Media Code 4 218 4320 2.00  
Janie Ruth Broadcasting Co., Box 378, Liberty, Ky. 42539.

- 1. PERSONNEL**  
Manager—Carlos Wesley.
- 2. REPRESENTATIVES**  
George T. Hopewell, Inc.
- 3. FACILITIES**  
250 w.; 1560 kc.  
Operating schedule: Sunrise-local sunset. EST.
- 3. GENERAL ADVERTISING** See coded regulations  
Member: Kentucky Radio Network, The Tobacco Radio Network.

**TIME RATES**  
Rates effective  
Rates received August 21, 1964.

**8. SPOT ANNOUNCEMENTS**

1 min 30 sec		1 min 30 sec	
1 min	5.40	3.60	156
13 min	5.15	3.40	208
26 min	4.90	3.25	260
39 min	4.60	3.10	312
52 min	4.35	2.90	364
104 min	4.05	2.70	

## LONDON

Laurel County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

## WFTG

1955  
RAB

Media Code 4 218 4410 1.00  
London Broadcasting Company, Inc., Box 333, London Ky. 40741. Vo 4-2148.

**1. PERSONNEL**  
General Manager—Elmo Mills.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6:00 am-8:00 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Appalachian Network, Farm Directors Radio Network, The Tobacco Radio Network.

**TIME RATES**  
Rates effective March 1, 1958.  
Rates received March 3, 1958.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec		1 min 30 sec	
1 min	5.00	4.00	156
13 min	4.90	3.90	260
26 min	4.75	3.80	312
52 min	4.50	3.60	364
104 min	4.25	3.40	416

10 seconds or 15 words, no minimum required... 3.30  
Automotive Spot Rates  
1 min..... 4.00 30 sec..... 3.26

## LOUISA

Lawrence County—Map Location L-4  
See SRDS consumer market map and data at beginning of the State.

## WVWK

1970  
RAB

Subscriber to the NAB Radio Code  
Media Code 4 218 4450 7.00  
Lawrence County Broadcasting Corp., Box 28, U. S. Hwy. 23, Louisa, Ky. 41230. Phone 600-638-9491.

**1. PERSONNEL**  
Station Manager—Marshall E. Sidebottom.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Kentucky Radio Network.

**TIME RATES**  
ET 3/1/71—Rec'd 5/18/71.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec		15 sec	
1 min	4.62	2.60	1.61
13 min	4.42	2.50	1.55
26 min	4.22	2.40	1.49
39 min	4.02	2.30	1.43
52 min	3.82	2.20	1.37
104 min	3.62	2.10	1.31
156 min	3.42	2.00	1.25
208 min	3.22	1.90	1.19
260 min	3.02	1.80	1.13
312 min	2.82	1.70	1.07
364 min	2.60	1.61	.97

## LOUISVILLE (11 AM; 6 FM)

(including Jeffersonville, New Albany, Ind.)  
Jefferson County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. with-in the area.

# RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	58	45	55	45
B	55	41	43	33
C	42	33	42	33
D	41	30	41	26
AVERAGE	49	37	45	34

## WAKY

1936  
LOUISVILLE  
BLAIR RADIO

Media Code 4 218 4500 8.00  
WAKY, Inc., 554-558 S. Fourth St., Louisville, Ky. 40202. Phone 502-583-8803.

**1. PERSONNEL**  
President (Lin Broadcasting Corp.)—Donald A. Pels.  
Pres. & Gen'l Mgr.—Donald W. Meyers.  
Commercial Manager—Robert L. Rice.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
5,000 w. days, 1,600 w. nights; 790 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0; payable on receipt.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.

**TIME RATES**  
ET 1/1/71—Rec'd 12/7/70.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun all day.  
B—Mon thru Fri 11 pm-1 am & 5-6 am.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	CLASS AA	CLASS A	CLASS B
1 min	65.00	60.00	55.00	53.00	51.00
30 sec	52.00	48.00	44.00	42.50	41.00
1 min	55.00	50.00	45.00	43.00	41.00
30 sec	44.00	40.00	36.00	34.00	31.00
1 min	35.00	32.00	30.00	29.00	28.00
30 sec	28.00	25.50	24.00	23.50	21.50

ID's: 60% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10% provided 6 1-min spots per wk maintained.

## WAVE

1933  
LOUISVILLE  
KATZ RADIO

Subscriber to the NAB Radio Code  
Media Code 4 218 4590 0.00  
Orion Broadcasting, Inc., Box 1000, 725 South Floyd St., Louisville, Ky. 40201. Phone 502-585-2201.  
TWX 502-589-2328.

**STATION'S PROGRAMMING DESCRIPTION**  
WAVE: Programmed for adults and young adults. MUSIC: modern MOR. AIR PERSONALITIES. NEWS: world & regional at 6:00; brief world summaries at 3:30. Police helicopter traffic reports morning & afternoon. National & state capital bureaus. SPORTS: college football, basketball. FARM: capsules early morning. Contact Representative for further details. Rec'd 4/30/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—James Caldwell.  
General Sales Manager—Tom De Muth.  
Farm Sales Coordinator—Bill Alford.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
5,000 w.; 970 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.  
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 6 ET 6/1/73—Rec'd 9/5/74.

**6. SPOT ANNOUNCEMENTS**

1 min		30 sec	
1 min	7.50	7.10	6.75
13 min	7.10	6.75	6.40
26 min	6.75	6.40	6.00
39 min	6.40	6.00	5.65
52 min	6.00	5.65	5.30
104 min	5.65	5.30	5.00
156 min	5.25	5.00	4.75
208 min	4.85	4.50	4.20
260 min	4.45	4.10	3.80

10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

PER WK:	1 hr	1/2 hr	10 min	5 min	20x	52x	104x	156x	208x
1 hr	110.50	105.00	99.50	94.00	88.50	83.00	77.50	72.00	66.50
1/2 hr	66.00	63.50	59.50	56.00	53.00	49.50	46.50	43.50	40.50
10 min	33.50	31.00	29.50	28.50	27.50	25.00	23.00	21.00	19.00
5 min	22.50	21.50	20.50	19.50	18.00	17.00	16.00	15.00	14.00

(Louisville continued on next page)

Affiliated with NBC.  
Affiliated with Katz Radio Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 32 ET 8/1/74—Rec'd 8/5/74

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 5 am-7 pm.  
B—Mon thru Sun 7 pm-midnight

**6. SPOT ANNOUNCEMENTS**

AAA		AA	
1 min	54	43	36
6 min	52	42	35
12 min	50	40	34
18 min	48	38	33
24 min	46	37	32

**PROGRAM TIME RATES**  
AA—Mon thru Sun 6 am-7 pm.  
A—All other times.

AA		A	
1/2 hr	35	25	14
10 min	34	24	13
5 min	32	22	12
18 min	31	21	11
24 min	30	20	10

**WCSN (FM)**  
(formerly WKLO-FM)  
1963  
A Great Trails Station  
Media Code 4 218 4835 3.00  
Dir. of Great Trails Broadcasting Corp., 307 W. Walnut, Louisville, Ky. 40202. Phone 502-589-4800.  
See affiliated AM station for additional information. AM facilities: WKLO.

**STATION'S PROGRAMMING DESCRIPTION**  
WCSN (FM); MUSIC: concert band presentation of standards. COMMERCIAL POLICY: maximum 8 commercials per hour, commercials at :15. Contact Representative for further details. Rec'd 3/27/74.

- 3. FACILITIES**  
ERP 16,000 w.; 99.7 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 720 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.

**TIME RATES**  
No. 1 ET 8/1/70—Rev 5/6/74—Rec'd 5/10/74.

**6. SPOT ANNOUNCEMENTS**  
PER WK, ROS, 6 AM-MIDNIGHT: 1 min 18 min 10 min 12 min 10 min 12 min 18 min

**WVFA**  
1946  
LOUISVILLE  
Media Code 4 218 4680 9.00  
Radio 900, Inc., 310 W. Liberty St., Suite B-3, Louisville, Ky. 40202. Phone 502-583-4811.

**STATION'S PROGRAMMING DESCRIPTION**  
WVFA: Programmed for religious listening. National taped programs, religious and patriotic, daily and weekly. Local taped and live church programs daily and weekly. Sermons and music, Evangelical and fundamental Christian. TALK: telephone conversation 1:30-2:30 pm M-F. Studio guest participation. Telephone participation swap-shop 8-3:30 pm M-F. NEWS: local, 5 min on half hour, 15 min at 1 pm. Local civic and religious activities announced during heavenly music segments. Rec'd 11/10/67.

**1. PERSONNEL**  
President—Douglas D. Kahle.  
General Manager—Russell E. Manship.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4b, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28c, 29a, 33b.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Tobacco and theatre commercials unacceptable.



**WHAS**  
1922  
LOUISVILLE

*Mg* mcgavren-guild  
pgw radio, inc.



Media Code 4 218 4770 8.00  
WHAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202.  
Phone 502-582-7840, TWX 810-535-3326.  
Mailing address: Box 1094, Louisville, Ky. 40201.

**STATION'S PROGRAMMING DESCRIPTION**  
WHAS: Programmed for adults and young adults.  
**MUSIC:** modern MOR. Strong personality identification, frequent audience phone participation. **NEWS & SPORTS:** 3 1/2-hour & 3 1/4-hour news/sports blocks; hourly news & sports. Over 250 play-by-play sports events per year. Helicopter traffic. **FARM:** agriculture reports, market's consumer information, news 5:30-6:30 am. Telephone talk 8-9:30 pm. **Drama** 9:30-10:30 pm. Contact Representative for further details. Rec'd 6/4/74.

- PERSONNEL**  
Executive Vice-President—E. F. Shadburne.  
Station Manager—Hugh Berr.  
General Sales Manager—James H. Topmiller, Jr.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
50,000 w.; 840 kc. Clear channel. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 (time only)
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15a.  
Basic Rates: 20a, 21c, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28a, 29a.  
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**  
No. 23 ET 11/1/73—Rec'd 10/3/73.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Sat 5-5:30 am; Sun all day.  
B—Mon thru Sat 7 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	6 ti	12 ti	18 ti	24 ti
AAA	63	58	53	48	50	46
AA	48	43	39	35	39	35
A	35	30	27	25	27	24
B	28	26	24	22	22	20

PER WK:	1 min	30 sec	6 ti	12 ti	18 ti	24 ti
AAA	23	22	20	19	22	20
AA	22	20	18	17	18	16
A	18	16	14	13	14	13
B	14	13	12	11	12	11

ROS, 1 min, flat... 38.00 ROS, 30 sec, flat... 28.00

**7. PACKAGE PLANS**  
TAP—2/3 TRAFFIC, 1/3 OTHER TIMES  
(Available in Multiples of 3 above 6/wk)

PER WK:	6 ti	18 ti	24 ti
1 min.	40	36	32
30 sec.	33	28	26

**8. PROGRAM TIME RATES**  
Mon thru Sat 5 am-9:30 pm; Sun thru Mon 5-1 am  
1 hr 1/2 hr 1/4 hr 10 min 5 min

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	275	165	110	90	68
26 x	270	160	107	88	66
52 x	265	155	104	86	64

**10. SPECIAL FEATURES**  
**NEWS/FARM/SPORTS**  
5:30 AM-10 PM: 1x 104x 156x 260x 312x  
1/4 hr 126.00 121.00 119.00 113.00 111.00  
10 min 100.50 96.50 94.50 90.50 88.50  
5 min 76.00 74.30 71.00 68.00 66.00  
10-11 PM: 74.00 72.00 70.00 68.00 67.00  
10 min 58.00 56.00 55.00 53.00 52.00  
5 min 42.00 41.00 40.00 38.00 37.00  
Farm programs adjacent to or participating in AAA rate. Mon thru Sat 5:30-6:30 am; Mon thru Fri noon-12:35 pm.

**SKYWATCH:**

	—52 wk—	—26 wk—
1 min 30 sec	46	40
10 ti	43	39

**NEWSWATCH:**

	—13 wk—	—26 wk—	—52 wk—
1 min 30 sec	57	46	41
6 ti	57	46	41
12 ti	55	43	40
18 ti	50	40	36

News at :60: 11 pm-5 am. 14 12

**WHAS-FM**

1966  
LOUISVILLE



Media Code 4 218 4771 6.00  
WHAS, Inc., 520 W. Chestnut, Louisville, Ky. 40202.  
Phone 502-582-7315, TWX 810-535-3326.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Program Director—Brench Boden.

**2. FACILITIES**  
EIR 100,000 w., 97.5 mc.  
Operating schedule: 7 am-midnight. EST.  
Antenna ht.: 505 ft. above average terrain.

**TIME RATES**  
No. 2 ET 12/1/73—Rec'd 4/5/74.  
AAA—5-11 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	15 ti	20 ti	10 ti	15 ti	20 ti
1 min	10	9	8	9	8	7
30 sec	8	7	6	7	6	5

**8. PROGRAM TIME RATES**

ALL TIMES:	1x	52x	104x
1 hr	50	45	40
1/2 hr	30	28	25

**WHEL**

1949  
NEW ALBANY, IND.

Media Code 4 218 4860 7.00  
Shell Broadcasting, Inc., Box 1196, Louisville, Ky. 40201. Phone 812-914-5174.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHEL: Programmed for adults.  
AIR PERSONALITIES emcee 100% of operation.  
MUSIC 85%: all standards. NEWS 15%: 2 news-

- men, 5 min at :30. Contact Representative for further details. Rec'd 6/3/74.
- PERSONNEL**  
Gen'l Mgr. & Prog. Dir.—Danny King.  
Sales Manager—William Sharer.
  - REPRESENTATIVES**  
Bob Dore Associates, Inc.
  - FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0; time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24a, 25a, 28b, 28c, 29b, 31, 33c.  
Contracts: 40a, 42b, 42c, 44a, 45, 46, 48, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a, 62d.  
Cancellation: 70b, 71a, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
ET—Rec'd 5/24/71.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 wk	13 wk	26 wk	52 wk
6 ti	15.00	14.50	14.00	13.50
12 ti	11.00	10.50	10.00	12.50
18 ti	13.00	12.50	12.00	11.50
24 ti	12.00	11.50	11.00	10.50

30 sec: 80% of 1-min.

**WINN**  
1940  
LOUISVILLE

**AVCO**  
RADIO SALES



Media Code 4 218 4950 6.00  
Kentucky Central Broadcasting, Inc., Fincastle Bldg., Louisville, Ky. 40202. Phone 502-585-5148.  
**STATION'S PROGRAMMING DESCRIPTION**  
WINN: Programmed for general interest.  
**AIR PERSONALITIES** handle all segments. 100% modern country music with traffic reports in drive times, hourly community interest announcements and regular audience participation contests & public service announcements received by local individuals.  
**NEWS:** Local, area and network at :10. **SPORTS:** Headlines and scores at 6:45 and 7:45 am, sports summary at 8 pm. Contact Representative for further details. Rec'd 3/1/74.

- PERSONNEL**  
President—H. Hart Hagan, Jr.  
General Manager—Art Grunewald.  
General Sales Manager—Max Rehn.
  - REPRESENTATIVES**  
Avco Radio Sales.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Operating schedule: 24 hours. EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11h, 12h, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24h, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.  
Affiliated with Avco Group Plan.
- TIME RATES**  
No. 5 ET 8/1/72—Rec'd 8/1/72.

- AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Daily 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- 1 MINUTE**
- | PER WK: | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|------|------|-------|-------|-------|-------|
| AAA     | 40   | 39   | 38    | 37    | 36    | 35    |
| AA      | 35   | 34   | 33    | 32    | 31    | 30    |
| A       | 30   | 29   | 28    | 27    | 26    | 25    |
| B       | 25   | 24   | 23    | 22    | 21    | 20    |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- 7. PACKAGE PLANS**  
**CONVERTIBLE DEBENTURE PLANS—1 MINUTE**
- | PER WK:                   | EA  |
|---------------------------|-----|
| 6 ti (2AAA, 2AA, 2A)      | 204 |
| 12 ti (3AAA, 3AA, 3A, 3B) | 324 |
| 18 ti (4AAA, 4AA, 4A, 4B) | 450 |
| 24 ti (5AAA, 5AA, 5A, 5B) | 552 |
| 30 ti (6AAA, 6AA, 6A, 6B) | 630 |
- CONVERSION**  
Higher to lower: 1 AAA and/or AA spot equals 2 A; 1 A spot equals 2 B. Lower to higher: 3 B spots equal 2 A, 3 A spots equal 2 AAA and/or AA.  
Combination Sec I, weekly frequency in designated class, may be added to Sec II at applicable rates; fully convertible. Transfer: Sec II advertisers may transfer, before conversion, to Sec I any time during contract yr at earned Sec I rates on non-retroactive basis for balance of contract yr.

**WKLO**

1948  
LOUISVILLE  
A Great Traus Station  
Media Code 4 218 5000 9.00  
Div. of Great Traus Broadcasting Corp., 307 W. Walnut, Louisville, Ky. 40202. Phone 502-589-4800.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKLO: Programmed for young adults.  
**MUSIC:** current hits, rock and roll. **COMMERCIAL POLICY:** 12 min per hour, 16 commercials maximum after 9 am; 14 min per hour, 19 commercials hourly 6-9 am. Contact Representative for further details. Rec'd 3/21/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. A. Qutridge.  
General Sales Manager—Bernie W. Thompson.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
10,000 w. days, 1,000 w. nights; 1080 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21a, 22a, 23a, 23b, 25a, 28b, 29a.  
Contracts: 40a, 41, 46, 47a.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70c, 71a, 73b.  
FM facilities: WCSN (FM).

**TIME RATES**  
No. 9 ET 9/1/72—Rec'd 9/21/72.  
I—Mon thru Sat 6-9 am & 3-6 pm.  
II—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	44	37	35	29
12 ti	42	35	33	27
18 ti	40	33	30	24

**10. SPECIAL FEATURES**  
News—1-min participation, 1-1/2 x 1-min rate.  
(Louisville continued on next page)

**MORE CALLS FOR MORE SALES!!!**

USE THE "CUDDLY GIANT" TO KNOCK ON MORE DOORS...

#1 In Men METRO and RSA..... and  
\*GIANT DOMINANCE ADULTS 25+

MEN	WOMEN
106% more than Station 'A'	97% more than Station 'A'
107% more than Station 'B'	114% more than Station 'B'
224% more than Station 'C'	218% more than Station 'C'
271% more than Station 'D'	286% more than Station 'D'

**PERSONALITY/GREAT GOOD N GOLD MUSIC**  
\* Mon - Sun 24 Hr. Cume RSA Pulse Mar - Apr 1974

**WHAS**  
**RADIO 84**

LOUISVILLE, KENTUCKY  
50,000 WATTS/1A CLEAR CHANNEL

Represented by

*Mg* mcgavren guild  
pgw radio, inc.



# KENTUCKY

## Louisville—Continued

### WKLO-FM

NOTE: The call letters of this station have been changed to:

### WCSN (FM)

### WKRX

NOTE: The call letters of this station have been changed to:

### WVEZ

### WLOU

1948  
LOUISVILLE

## Independent Negro

Media Code 4 218 5220 3.00  
Summers Broadcasting, Inc., Box 8278, 2549 S. 3rd St., Louisville, Ky. 40208. Phone 502-636-3555.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOU: Programmed to Negro listener. MUSIC: popular rhythm and blues, gospel and some jazz. All PERSONALITIES handle all segments. Taped Commercials by all personalities interchangeable. NEWS: 5 min at :55, headlines at :30, is community oriented. Homeowner vignettes, 6 times daily, M-F, health and beauty tips, household and fashion hints, M-F, for clubs, churches and religious, 5 min at :55, 15%, 10% local and regional, 5% national and international. Air personalities, popular and r & b music 60%. Religion and religious music (gospel and spiritual) 20%. Community service, 3 times daily, M-F, announcing future community activities. Community bulletin board, announcements 3 times daily, M-F, for clubs, churches and school activities. Editorials when needed. Contact Representative for further details. Rec'd 11/4/68.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William E. Summers III.  
Bernard Howard & Co., Inc.
- REPRESENTATIVES**
- FACILITIES**  
5,000 w. days; 1350 kc. Non-directional. Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15% time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32a, 33c, 33d.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 50, 51b.  
Comb.; Cont. Discounts: 60a, 60g, 60l, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 2 ET 1/1/74—Rec'd 11/30/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	1 min	15 sec	30 sec	250x
AA	23.15	21.85	18.80	18.50	17.60 14.95
A	18.50	17.90	15.85	14.85	14.30 12.70

10 sec/less: 1-min rate.

**7. PACKAGE PLANS**

PER WK:	1 min	15 sec	30 sec
10	21.15	17.00	19.65
20	20.15	16.05	18.70
25	17.85	14.30	16.70
35	15.40	12.55	14.40

**30 SECONDS**

PER WK:	1 min	15 sec	30 sec
10	16.90	13.55	15.75
20	16.05	12.90	14.95
25	14.40	11.40	13.25
35	12.30	10.00	11.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	182.80	121.85	81.25
50 x	176.80	117.70	78.45
250 x	156.70	104.50	69.60

### WLRS (FM)

1954  
LOUISVILLE



Spot Sales, Inc.



Media Code 4 218 5310 2.00  
Kentucky Technical Institute, 800 S. Fourth St., Louisville, Ky. 40203. Phone 592-585-5178.

**STATION'S PROGRAMMING DESCRIPTION**  
WLRS (FM): Programmed for young adults.  
MUSIC: rock. Special produced news features interspersed with regular programming. COMMERCIAL POLICY: maximum 8 units per hour, maximum 2 units per break. Contact Representative for further details. Rec'd 7/8/74.

- PERSONNEL**  
General Manager—Louisa W. Henson.  
Vice-President—Edward Henson.  
Program Director—David St. John.
- REPRESENTATIVES**
- FACILITIES**  
ABC FM Spot Sales.  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Quadrophonic.  
Operating schedule: 24 hours daily, EST.  
Antenna ht: 300 ft, above average terrain.
- AGENCY COMMISSION**  
15% 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 31, 32a, 33c, 33d.  
Contracts: 40a, 41, 44a, 46, 49, 50, 51c.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81.  
Affiliated with American FM Network.

No. 2 ET 8/13/73—Rec'd 11/26/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min	25	22	20	18
30 sec	20	18	16	14
10 sec	15	14	13	11

10 sec: 50% of 1-min.

WQHI 95  
Kentuckiana's newest and most powerful Stereo Rock music.

### WQHI (FM)

1974

JEFFERSONVILLE, IND.

Selcom, Inc.  
Stereo Rock



Media Code 4 218 5355 7.00  
Whatever's Fair, Inc., Box 1187, Louisville, Ky. 40201. Phone 812-288-8244.

**STATION'S PROGRAMMING DESCRIPTION**  
WQHI (FM): Programmed for young adults and teens 12-49.  
MUSIC: blend of current and recurrent contemporary hit singles and popular album cuts. COMMERCIAL POLICY: maximum 8 min per hour within 4 breaks. Contact Representative for further details. Rec'd 4/5/74.

- PERSONNEL**  
President—John T. Rutledge.  
Vice-Pres. & Gen'l Mgr.—Michael W. Balton.  
Program Director—Charles B. Chanpton.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 95.7 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 580 ft, above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 30, 33d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.

No. 2 ET 8/1/74—Rec'd 8/26/74.  
AA—Daily 6 am-7 pm.  
A—Daily 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 min	50	45	41	37	33
30 sec	40	35	32	29	26

**CLASS AA**

1 min	30 sec
42	37
31	26

10 sec: 50% of 1-min.  
52 wk—10% 6 spots per wk to be maintained.

### WREY

1966

NEW ALBANY, IND.

Media Code 4 218 5400 1.00  
New Albany Broadcasting Co., Box 634, 4th & Spring St., New Albany, Ind. 47150. Phone 812-945-9195.

**STATION'S PROGRAMMING DESCRIPTION**  
WREY: Programmed for adults and young adults.  
MUSIC: middle-of-the-road. Local news staff and correspondents, local news every hour. Farm 12:45-1 pm, talk 11 am-12:30 pm. Traffic reports, general information. SPORTS: live college football, high school football and basketball, live little league baseball, stock car racing. RELIGIOUS: Sun 6 am-12N. Contact Representative for further details. Rec'd 10/2/70.

- PERSONNEL**  
Manager—Larry Price.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
500 w. days; 1290 kc.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15% time only; payable 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 20b, 21a, 21b, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.  
Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 44a, 46, 49, 51c.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Farm Directors Radio Network.

No. 2 ET 5/1/73—Rec'd 5/3/67.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	1 min	30 sec
1 x	7.00	5.00	104 x
13 x	6.50	4.75	156 x
26 x	6.00	4.50	260 x
52 x	5.50	4.25	312 x

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	65.00	45.00	30.00	20.00
13 x	60.00	42.00	28.00	19.00
26 x	56.00	39.00	26.00	18.00
52 x	52.00	36.50	24.00	17.00
104 x	48.00	33.50	22.00	16.00
156 x	45.50	31.50	20.00	15.00
260 x	42.50	30.00	18.00	14.00
312 x	40.00	28.00	16.00	13.00

### WSTM (FM)

1966  
LOUISVILLE

Media Code 4 218 5490 2.00  
Scott Broadcasting Co., Executive Park, Louisville, Ky. 40207. Phone 502-897-6513.

**STATION'S PROGRAMMING DESCRIPTION**  
WSTM (FM): Programmed for adults and young adults.  
MUSIC: MOR, NEWS: UPI audio, 5 min at :60; Business news 6:05 pm weekdays, COMMERCIAL POLICY: 6 minutes per hour with 20 minutes product protection. Contact Representative for further details. Rec'd 11/2/72.

- PERSONNEL**  
Operations Manager—Dave Adler.  
General Sales Manager—Ed Schroering.  
Assistant Program Director—Don Hogan.
- REPRESENTATIVES**  
Frederick W. Smith.
- FACILITIES**  
ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 24 hours, EST.  
Antenna ht. 186 ft, above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15d.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28c, 29a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47a.  
Prod. Services: 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 7/1/74—Rec'd 9/3/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	1 min	30 sec
1 x	26x	52x	156x
1 min	9.00	8.00	7.00
30 sec	7.00	6.25	5.50

**7. PACKAGE PLANS**

PER WK, EA:	12 ti	24 ti	36 ti	48 ti
1 min	7.00	6.00	5.50	5.00
30 sec	5.50	4.75	4.50	4.00

**8. SPECIAL FEATURES**  
NEWCASTS, PER WK: 5 ti 10 ti 15 ti 20 ti  
5 min, ea. 10 9 8 7

### WTMT

1957  
LOUISVILLE

Media Code 4 218 5580 0.00  
Jefferson Broadcasting Co., Inc., York Towers, 2nd and York St., Louisville, Ky. 40203. Phone 502-583-3901.

- PERSONNEL**  
General Manager—Richard Gundle.  
Commercial Manager—Lee Stinson.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
500 w. days; 620 kc. Directional.  
Operating schedule: 5:00 am-local sunset, EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 20a, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 33a.  
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47e, 48, 50, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60l, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**  
Rates effective December 13, 1965. (Card No. 6.)  
Card received November 26, 1965.  
Class AA—8:00-10:00 am and 3:00-7:00 pm Mon thru Fri.  
Class A—All other times.

**7. PACKAGE PLANS**

Fixed position	1 min	30 sec	1 min	30 sec
24 ti	15	12	13	10
18 ti	16	13	14	11
12 ti	17	14	15	12
6 ti	18	15	16	13
Less than 6 ti	20	16	18	15

**7 DAY SOUND VALUE PLAN**

PER WK:	1 min	30 sec
14 ti	15	12
21 ti	14	11

Announcements must be spread proportionally over 7 days. Seven Day Sound Value Plan announcements do not combine with Market Buster Plan for greater discounts.

## WEEKEND SPECIAL PLAN

PER WKND:

1 min	30 sec	1 min	30 sec
18 ti	14	11	24 ti
18 ti	14	11	24 ti

Announcements must be equally divided between Sat and Sun. Weekend Special Plan may combine with Market Buster Plan for greater discounts. ID's—50% of 1-minute rate. ID's combine at the rate of 2 ID's equal 1 minute for greater discounts.

Discounts  
26 consec wk. 5% 52 consec wk. 10%

### WVEZ

(formerly WKRX)  
1967



Alan Torbet Associates, Inc.



A Stoner Station  
Media Code 4 218 5625 3.00  
Stoner Broadcasting System, 100 E. Liberty St., Louisville, Ky. 40202. Phone 502-587-1383.

**STATION'S PROGRAMMING DESCRIPTION**  
WVEZ: MUSIC: familiar standards & melodic arrangements of current favorites. NEWS: capsules at :58 COMMERCIAL POLICY: programmed in uninterrupted segments with 4 commercial breaks per hour. Contact Representative for further details. Rec'd 5/24/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jim Spoerl.  
Operations Director—Jerry Bigger.  
Program Consultant—Jim Schukle.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.9 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 550 ft, above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a.  
Contracts: 40c, 41, 22b, 44a, 45, 46, 47c, 48, 51b.  
Comb.; Cont. Discounts: 60d, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with ATA Radio Network.

No. 6 ET 5/7/74—Rec'd 5/24/74.  
I—Fixed 10 am-7 pm.  
II—Preemptible 6-10 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

WKLK:	1 min	30 sec	1 min	30 sec
6 ti	23	26	26	21
12 ti	29	24	23	19
18 ti	28	23	22	18
24 ti	27	22	21	17
30 ti	26	21	20	16

**7. PACKAGE PLANS**

WKLK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	23	20	19	18	17
30 sec	19	17	16	15	14

TAP 2—1/3 6-10 AM/3 10 AM-7 PM, 1/3 7 PM-MIDNIGHT

1 min	30 sec	1 min	30 sec
1 min	16	11	13
30 sec	14	11	10

### WXVW

1961

JEFFERSONVILLE, IND.



Media Code 4 218 5670 9.00  
Electrocast, Inc., Box 666, Jeffersonville, Ind. 47130.  
Phone 812-283-3577.

**STATION'S PROGRAMMING DESCRIPTION**  
WXVW: Progressive for young adults and adults.  
MUSIC: Solid Gold NEWS: 3 man local news staff; 10 min local & network hourly. 6 am-non air personalities, traffic reports, general information, Noon-6 am air personalities. SPORTS: high school & college football & basketball, horse racing, stock car races, golf. RELIGIOUS: Sun 4-7 am. FEATURES: dial-a-score service, weather wire, live music shows. Contact Representative for further details. Rec'd 5/3/73.

- PERSONNEL**  
General Manager—Charles J. Jenkins, Jr.
- REPRESENTATIVES**  
Chicago National Time Sales.  
Regional steps corp.  
Southwest, Southwest, St. Louis, Kansas City—R. S. Crane Company, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-direction



WMIK-FM  
1971



Media Code 4 218 6211 1.00  
Cumberland Gap Broadcasting Co., Box 608, N. 19th St. Ext., Middlesboro, Ky. 40965.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 293 ft. above average terrain.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES

Rates identical to WMIK. See that listing.

MONTICELLO

Wayne County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

WFLW  
1955



Subscriber to the NAB Radio Code  
Media Code 4 218 6300 2.00  
Regional Broadcasting Co., Box 36, Monticello, Ky. 42033. Phone 606-348-8427.

1. PERSONNEL  
General Manager—Stephen Staples.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset. CST.
4. AGENCY COMMISSION  
15%.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/62—Rec'd 3/28/62.

1 min.....	1x	15x	25x	52x	104x	156x
20/30 sec.....	2.75	6.00	3.30	3.10	2.90	2.70
10 sec.....	1.90	1.80	1.65	1.55	1.45	1.35
1 min.....	2.50	2.40	2.25	2.05	1.85	1.55
20/30 sec.....	2.00	1.85	1.70	1.60	1.50	1.20
10 sec.....	1.25	1.20	1.05	1.00	.90	.75

95 less per spot/ea 500 over 1000 per yr (max 3000).

MOREHEAD (1 AM; 1 FM)

Rowan County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

WMOR  
1955



Subscriber to the NAB Radio Code  
Media Code 4 218 6390 3.00  
Morehead Broadcasting Co., Inc., Box 40, 223-1/2 Main St., Morehead, Ky. 40351. Phone 606-784-4141.

1. PERSONNEL  
General Manager—William Whitaker.
2. REPRESENTATIVES  
Kentucky Radio Sales—South.  
Regional Reps Corp.
3. FACILITIES  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast noon-local sunset. For non-simulcast facilities see WMOR-FM.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, The Tobacco Radio Network, Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 1/9/74.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	
1 min.....	3.00	2.50	2.25
30 sec.....	2.00	1.75	1.50

7. PACKAGE PLANS

SATURATION

1 min 30 sec 20 sec 10 sec	1 min 30 sec 20 sec 10 sec
50 ti in 10 days, ea.....	2.25 1.75 1.50 1.25

WMOR-FM  
1985



Subscriber to the NAB Radio Code  
Media Code 4 218 6391 1.00  
Morehead Broadcasting Co., Inc., Box 40, 223-1/2 Main St., Morehead, Ky. 40351. Phone 606-784-4141.

- See affiliated AM station for additional information.
3. FACILITIES  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: noon-11 pm daily. EST.  
Antenna ht.: 20 ft. below average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WMOR.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES

Rates are identical to WMOR. See that listing.

2. REPRESENTATIVES  
Kentucky Radio Sales—South.
3. FACILITIES  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:00 a.m. to 11:00 p.m. week-days; 7:00 a.m. to 11:00 p.m. Sunday. EST. DST.  
Partial simulcast operation. For non-simulcast facilities see WFTM-FM.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS  
Member: Farm Directors Radio Network, Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES

No. 4 ET 7/1/66—Rec'd 8/1/66.

8. SPOT ANNOUNCEMENTS

1 min.....	4.30	104 x.....	3.05
13 x.....	4.05	156 x.....	2.75
26 x.....	3.65	260 x.....	2.45
52 x.....	3.45	312 x.....	2.25

100 WORDS OR LESS

1 min.....	3.55	156 x.....	2.30
13 x.....	3.45	300 x.....	2.00
26 x.....	3.05	600 x.....	1.85
52 x.....	2.75	1000 x.....	1.75

(7 pm-midnight)

13 x.....	2.95	156 x.....	1.90
26 x.....	2.85	300 x.....	1.65
52 x.....	2.55	600 x.....	1.55
104 x.....	2.30	1000 x.....	1.45

WFTM-FM  
1968



Subscriber to the NAB Radio Code  
Media Code 4 218 6121 2.00  
Standard Tobacco Company, Inc., Box 100, 626 Forest Ave., Mayville, Ky. 41056. Phone 606-564-3361.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 95.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht. 200 ft. above average terrain.  
Partial simulcast operation. For simulcast facilities see WFTM.
4. AGENCY COMMISSION  
15/0 on time.

TIME RATES

FM only: 50% of AM.

MIDDLESBORO (2 AM; 1 FM)

Bell County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

WAFI  
1969

Subscriber to the NAB Radio Code  
Media Code 4 218 6173 8.00  
Tri-State Broadcasters, Box 447, 2118-1/2 Cumberland Ave., Middlesboro, Ky. 40965. Phone 606-248-6768.

- STATION'S PROGRAMMING DESCRIPTION  
WAFI: Programmed for general interest.
1. PERSONNEL  
Pres. & Gen'l Mgr.—Walt Powell.
2. REPRESENTATIVES  
Kentucky Radio Sales—South.
3. FACILITIES  
1,000 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15/0 time only; 10th of month.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

ET 10/30/70—Rec'd 10/29/70.

6. SPOT ANNOUNCEMENTS

13x	26x	52x	104x	156x	208x	260x	312x
1 min 2.50	2.40	2.30	2.20	2.00	1.90	1.80	1.70
30 sec 1.55	1.45	1.35	1.30	1.20	1.10	1.00	.90

WMIK  
1948

Media Code 4 218 6210 3.00  
Cumberland Gap Broadcasting Company, Box 608, N. 19th St. Extension, Middlesboro, Ky. 40965. Phone 606-248-5842.

- STATION'S PROGRAMMING DESCRIPTION  
WMIK: Programmed for all listeners.
1. PERSONNEL  
General Manager—James E. Ballard.
2. REPRESENTATIVES  
David Carpenter Company.  
Regional Reps Corp.
3. FACILITIES  
500 w. days; 560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST. DST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS  
Member: Kentucky Radio Network.

TIME RATES

No. 5 ET 9/1/73—Rec'd 8/27/73.  
Fixed—6-9 am & 3-7 pm.  
ROS—9 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec
1 x.....	4.35 2.95 3.95 2.75
26 x.....	3.85 2.65 3.55 2.50
52 x.....	3.50 2.50 3.20 2.30
104 x.....	3.25 2.20 2.95 2.15
156 x.....	3.00 2.10 2.80 2.00
260 x.....	2.60 1.95 2.40 1.90
312 x.....	2.20 1.85 2.00 1.70
1000+.....	1.90 1.70 1.80 1.55
	1.70 1.55 1.60 1.45

Identical schedules on AM & FM, 20% discount.

6. SPOT ANNOUNCEMENTS
- |                     |                     |
|---------------------|---------------------|
| 1 min 30 sec 10 sec | 1 min 30 sec 10 sec |
| 1 ti.....           | 5.00 3.75 2.50      |
| 26 ti.....          | 4.80 3.60 2.40      |
| 52 ti.....          | 4.50 3.37 2.25      |
| 104 ti.....         | 4.20 3.15 2.10      |
| 156 ti.....         | 3.90 2.92 1.95      |
| 260 ti.....         | 3.60 2.70 1.80      |

MANCHESTER

Clay County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

WWXL  
1956



Subscriber to the NAB Radio Code  
Media Code 4 218 5940 6.00  
Wilderness Road Broadcasting Company, Inc., P. O. Box 368, Manchester, Ky. 40962. Ly 8-4694.

1. PERSONNEL  
General Manager—Cecil Corum.
3. FACILITIES  
1,000 w.; 1450 kc. Non-directional.
4. AGENCY COMMISSION  
15% on time and talent; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Rates effective  
Rates received August 11, 1961.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 10 sec	1 min 30 sec 10 sec
1 time.....	2.50 1.50 1.56 times..... 1.20 1.20
13 times.....	2.40 1.48 208 times..... 1.80 1.15
26 times.....	2.30 1.40 260 times..... 1.70 1.10
39 times.....	2.20 1.35 312 times..... 1.60 1.05
52 times.....	2.10 1.30 364 times..... 1.50 1.00
104 times.....	2.00 1.25

MARION

Crittenden County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

WMJL  
1967

Media Code 4 218 5980 2.00  
Crittenden County Broadcasting Corp., Inc., Box 68, Marion, Ky. 42064. Phones 502-965-2271, 2224.

- STATION'S PROGRAMMING DESCRIPTION  
WMJL: State & national news at :60.
1. PERSONNEL  
Manager—Edwin E. Hill.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
250 w.; 1500 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION  
15% on time.
5. GENERAL ADVERTISING See coded regulations  
Does not accept AAAA copyrighted contract.  
Member: Kentucky Radio Network.

TIME RATES

No. 2 ET 9/1/73—Rec'd 4/29/74.

6. SPOT ANNOUNCEMENTS

1 min 30 sec	1 min 30 sec
Ea.....	2.50 2.00

MAYFIELD (1 AM; 1 FM)

Graves County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

WNGO  
1947



WNGO-FM  
1955

Subscriber to the NAB Radio Code  
Media Code 4 218 6030 8.00  
West Kentucky Broadcasting, Inc., Box 679, Paducah Rd., Mayfield, Ky. 42066. Phone 502-247-5122.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Charles W. Stratton.
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
Regional Reps Corp.
3. FACILITIES  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST, DST.
- FM FACILITIES  
ERP 2,150 w.; 94.7 mc.  
Operating schedule: 5:30 am-10:00 pm. CST, DST.  
Antenna ht.: 200 ft. above average terrain.
4. AGENCY COMMISSION  
15/0; 10 days.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Kentucky Radio Network.

TIME RATES

ET 6/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

1 min.....	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.....	4.00	3.75	3.50	3.25	3.00	2.75

MAYSVILLE (1 AM; 1 FM)

Mason County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

WFTM  
1948



Media Code 4 218 6120 4.00  
Standard Tobacco Co., Inc., 626 Forest Ave., Mayville, Ky. 41056. Phone 606-564-3361.

1. PERSONNEL  
General Manager—J. W. Betts.

Louisville—W X V W—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 30 sec 1 min 30 sec
10 ti.....	8.30 7.00 8.00 6.00
20 ti.....	8.00 6.00 7.00 5.00
30 ti.....	7.50 5.50 6.50 4.50
40 ti.....	7.30 5.00 6.00 4.00
C: 1 min, flat.....	5.00
C: 30 sec, flat.....	4.00

15 sec: 50% of 1-min.  
Specified time, per spot, extra 2.00.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/2A, 1/2B

20 ti	30 ti	40 ti	50 ti	60 ti
1 min.....	8.00	7.00	6.50	6.00
30 sec.....	6.00	5.00	4.50	4.00

CLASS A—BULK

156x	260x	312x	520x	780x	1000x
1 min.....	8.00	7.50	6.50	5.75	5.50
30 sec.....	6.00	5.50	4.50	3.75	3.50

15 sec: 50% of 1-min.  
Specified time, per spot, extra 2.00.

8. PROGRAM TIME RATES

1 x.....	25	32	45	75	105
13 x.....	20	28	40	60	85
26 x.....	18	25	36	50	70
52 x.....	17	24	32	45	64
104 x.....	15	20	30	40	55
156 x.....	13	19	26	35	50
208 x.....	12	18	23	32	47
260 x.....	11	17	20	29	45
312 x.....	10	15	18	27	43
364 x.....	9	13	17	25	40
384 x.....	9	13	17	23	38

(\*) 8.50.

MADISONVILLE (2 AM; 1 FM)

Hopkins County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

WFMW  
1949



Subscriber to the NAB Radio Code  
Media Code 4 218 5760 8.00  
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.

- STATION'S PROGRAMMING DESCRIPTION  
WFMW: NEWS; UPI audio. C&W music.
1. PERSONNEL  
General Manager—Bob G. Simmons.
2. REPRESENTATIVES  
Regional Reps Corp.  
South—R. S. Crane Company, Inc.
3. FACILITIES  
500 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
4. AGENCY COMMISSION  
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.  
Member: Kentucky Radio Network.

TIME RATES

ET 10/30/70—Rec'd 10/29/70.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 10 sec	1 min 30 sec 10 sec
1 x.....	5.00 4.00 3.00
13 x.....	4.90 3.90 2.90
26 x.....	4.80 3.80 2.80
52 x.....	4.60 3.60 2.60
104 x.....	4.40 3.40 2.40
156 x.....	4.00 3.00 2.00
260 x.....	3.80 2.80 1.80
312 x.....	3.20 2.20 1.60
360 x.....	3.00 2.00 1.40

WFMW-FM  
1949



Stereo

Subscriber to the NAB Radio Code  
Media Code 4 218 5800 2.00  
Sound Broadcasters, Inc., Box 338, Madisonville, Ky. 42431.

- See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION  
WFMW-FM: 5 min nat'l news at :00; soft pop.
3. FACILITIES  
ERP





6. SPOT ANNOUNCEMENTS

CLASS A				CLASS B			
1 min	30 sec	10 sec	5 sec	1 min	30 sec	10 sec	5 sec
1 x	17.50	13.25	10.50	14.00	11.50	7.50	7.00
13 x	18.75	14.50	9.00	13.25	10.50	7.00	6.50
26 x	18.00	12.25	8.50	12.50	10.25	6.75	6.25
52 x	15.25	11.50	8.00	12.00	10.00	6.50	6.00
104 x	14.75	11.00	7.50	11.75	9.00	6.00	5.50
208 x	14.00	10.50	7.00	11.50	8.50	5.75	5.25
256 x	13.50	10.00	6.75	11.00	8.00	5.50	5.00
312 x	13.00	9.50	6.50	10.50	7.75	5.25	4.75
260 x	12.25	9.00	6.00	10.00	7.50	4.75	4.25
312 x	11.50	8.50	5.75	9.50	7.00	4.50	4.00
320 x	11.00	8.00	5.50	9.00	6.75	4.00	3.50
520 x	10.00	7.50	4.75	8.50	6.50	3.50	3.00
1000 x	7.75	6.00	4.00	6.50	5.00	3.25	2.75

7. PACKAGE PLANS

PER WK:	10 ti	20 ti	25 ti	50 ti	100 ti
1 min	14.75	14.00	13.50	12.50	11.50
30 sec	11.00	10.50	10.00	9.00	8.50
10 sec	7.50	7.00	6.75	6.50	6.25

4 comcd. —10% discount; package plans only.

8. PROGRAM TIME RATES

CLASS A					
1 hr	1/2 hr	1/4 hr	10 min	5 min	
13 x	200.00	140.00	85.00	65.00	50.00
13 x	170.00	115.00	80.00	58.00	45.00
26 x	165.00	100.00	65.00	50.00	40.00
78 x	125.00	90.00	60.00	45.00	35.00
26 x	110.00	80.00	55.00	40.00	30.00
104 x	90.00	70.00	50.00	35.00	25.00
156 x	85.00	60.00	45.00	32.00	22.50
208 x	82.50	55.00	40.00	30.00	20.00
260 x	80.00	50.00	35.00	27.00	18.00
312 x	75.00	47.50	32.50	25.00	17.00

CLASS B

1 hr	1/2 hr	1/4 hr	10 min	5 min	
13 x	150.00	110.00	65.00	45.00	35.00
13 x	125.00	90.00	60.00	40.00	30.00
26 x	100.00	75.00	55.00	35.00	25.00
78 x	90.00	70.00	50.00	30.00	24.00
104 x	80.00	60.00	45.00	28.00	22.00
156 x	75.00	50.00	40.00	27.00	20.00
208 x	70.00	45.00	35.00	25.00	17.00
260 x	65.00	40.00	30.00	24.00	16.00
312 x	60.00	38.00	25.00	21.00	14.00
260 x	57.00	35.00	24.00	18.00	13.00

PADUCAH (3 AM; 2 FM)

McCracken County—Map Location B-6 See SRDS consumer market map and data at beginning of the State.

WDXR 1957

NBC Radio Network



SAVALLI/GATES INCORPORATED

Media Code 4 218 7380 3.00 Sarah McKinney-Smith, Box 298, 400 Kentucky Ave., Paducah, Ky. 42001. Phone 502-443-1737. STATION'S PROGRAMMING DESCRIPTION WDXR: Programmed for adults and young adults. MUSIC: contemporary. AIR PERSONALITIES: NEWS: at :30; major local newscasts at 6:30, 7:25 & 8:25 am, 12:15, 5:05 & 10:05 pm. Editorials, public affairs, farm markets. SPORTS: college & high school football, basketball, major league baseball, world series. Contact Representative for further details. Rec'd 5/28/74.

1. PERSONNEL General Manager—Lady Sarah McKinney-Smith. Station Manager—Tom Nelson.

2. REPRESENTATIVES Savalli/Gates, Inc. Regional Reps Corp.

3. FACILITIES 10,000 w. days, 1,000 w. nights; 1560 kc. Directional—separate patterns day and night. Operating schedule: 5-1 am. CST.

4. AGENCY COMMISSION 15/0 time only; 10% days.

5. GENERAL ADVERTISING See coded regulations General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8. Rate Protection: 10b, 11b, 12b. Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a. Contracts: 40a, 46. Comb.: Cont. Discounts: 60a, 61c, 62b, 62c. Cancellation: 70a, 70c, 71b. Affiliated with NBC. Member: Kentucky Radio Network.

6. SPOT ANNOUNCEMENTS

ET 7/1/75—Rec'd 6/28/73.

PER WK:	1 ti	3 ti	6 ti	12 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.00	11.00	10.80	9.00	7.50	6.50	5.50	5.00
30 sec	9.60	8.80	8.00	7.20	6.00	5.20	4.40	4.00
10 sec	6.00	5.50	5.80	4.50	3.75	3.25	2.75	2.50

WKYQ 1947

McGavren-Guild pgw radio, inc.

Modern Country Music



Media Code 4 218 7425 6.00 Bristol Broadcasting Corp., 218 N. 6th St., Paducah, Ky. 42001. Phone 502-442-6311. See affiliated AM station for additional information. AM facilities: WKYX.

1. PERSONNEL

Sales Manager—William M. Leuer.

3. FACILITIES

ERP 31,000 w.; 93.3 mc. Operating schedule: 5 am-midnight. CST. Antenna ht.: 440 ft. above average terrain. Affiliated with American Entertainment Network.

TIME RATES

No. 1 ET 12/1/73—Rec'd 1/21/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sat 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti
AA	8.00	7.20	6.40	5.60
A	6.40	5.60	4.80	4.00
B	4.80	4.00	3.20	2.60

TAP

	12 ti (4AA, 5A, 3B) ea.	18 ti (6AA, 7A, 5B) ea.	24 ti (9AA, 10A, 5B) ea.
	5.60	4.00	4.40

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WKYX

1946

McGavren-Guild pgw radio, inc.



Media Code 4 218 7470 2.00 Bristol Broadcasting Corp., Box 931, 218 N. 6th St., Paducah, Ky. 42001. Phone 502-442-6311. STATION'S PROGRAMMING DESCRIPTION WKYX: Programmed for adults 18-50. MUSIC: hit music by original artists. 5 am-7 pm current chart material of mass appeal with 2 oldies programmed hourly, including hits of 50's; 9 am-1 pm female appeal artists featured; after 7 pm programming directed to teens, playing chart material. 2 man music/talk show with AIR PERSONALITIES in am drive time. Tele/talk show 6-6:30 pm. NEWS: network at :55, except local & national at 6:55 & 7:55 am, 3:55 & 5:55 pm. Contact Representative for further details. Rec'd 8/28/74.

1. PERSONNEL

General Manager—Gary C. Morse.

Program Director—John Larson.

2. REPRESENTATIVES

McGavren-Guild, Inc.

3. FACILITIES

1,000 w. days, 500 w. nights; 570 kc. Directional—separate patterns day and night.

Operating schedule: 4:55 am-1 am. CST, DST.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 22b, 23a, 24b, 28a, 29a. Contracts: 40a, 46, 47a. Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b. Cancellation: 71a, 73a. FM facilities: WKYQ. Affiliated with American Contemporary Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME No. 5 ET 7/1/73—Rec'd 7/28/72.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm.

B—Mon thru Sat 7 pm-midnight; Sun all day.

7. PACKAGE PLANS

	6 ti	12 ti	18 ti	24 ti
AA	10	9	8	7
A	8	7	6	5
B	6	5	4	3

TAP

	12 ti (4AA, 5A, 3B) ea.	18 ti (6AA, 7A, 5B) ea.	24 ti (9AA, 10A, 5B) ea.
	7.00	6.00	5.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WPAD

1930

CBS Radio Network

GERT BUNCHEZ & ASSOCIATES

Modern Country Music

A Fritts Station Subscriber to the NAB Radio Code Media Code 4 218 7560 0.00 Paducah Broadcasters, Box 450, Pierce Lackey Bldg., Paducah, Ky. 42001. Phone 502-442-8231.

STATION'S PROGRAMMING DESCRIPTION WPAD: MUSIC: Modern country, Nashville style. 5 AIR PERSONALITIES handle all shows. Emphasis on local news & sports. NEWS: 2 man department; local & area news at 6:06, 7:10, 8:07 am, 12:10, 4:10, 5:10 & 9:55 pm; sports news at :30 except when preempted by news. SPORTS: 4 sportscasters, local high school & jr. college basketball & football, major league baseball. Weathercast follows every newscast. FARM: at 5:54 & 11:55 am. RELIGIOUS: Sun 6 am-noon & 7:10-9:15 pm. Contact Representative for further details. Rec'd 5/30/74.

1. PERSONNEL

Gen'l & Sales Mgr.—E. B. Fritts. Sports Director—Larry Cilaby. News Director—Stan Howard.

2. REPRESENTATIVES

Gert Bunchez and Associates, South—Southern Spot Sales, Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 4:45-1:07 am. CST, DST. Partial simulcast operation. Simulcast 4:45-10:07 am. For non-simulcast facilities see WPAD-FM.

4. AGENCY COMMISSION

15%; 2% cash discount if paid in advance.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3a, 4a, 4d, 5, 6a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a.

Basic Rates: 20b, 24b, 25a, 26, 29a.

Contracts: 42a, 42c, 47a, 51b, 51c.

Comb.: Cont. Discounts: 60f, 62b, 62d.

Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with CBS.

Member: Gert Bunchez & Associates Group.

TIME RATES

ET 8/1/68—Rec'd 6/24/68.

AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.

A—All other times.

6. SPOT ANNOUNCEMENTS

PER YR, 1 MIN:	CLASS AA	6 ti	12 ti	18 ti	24 ti
1 wk	9.50	9.25	9.00	8.75	8.50
13 wk	9.00	8.75	8.50	8.25	8.00
26 wk	8.50	8.25	8.00	7.75	7.50
52 wk	8.00	7.75	7.50	7.25	7.00

CLASS A

	1 wk	13 wk	26 wk	52 wk
	7.50	7.25	7.00	6.75
	7.00	6.75	6.50	6.25
	6.50	6.25	6.00	5.75
	6.00	5.75	5.50	5.25

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

All spots regardless of length combine to earn frequency, schedules do not have to run consecutively to earn number of weeks frequency.

7. PACKAGE PLANS

ROS, PER WK:

12 Plan..... 8.50 24 Plan..... 8.50

18 Plan..... 7.50 30 Plan..... 7.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

All spots regardless of length combine to earn frequency, schedules do not have to run consecutively to earn number of weeks frequency.

**PADUCAH'S BIG 3 PACKAGE BUY**

1. AM: Contemporary Top-40 Country Music; CBS News & Features; Prizes, Games.
2. FM: Reaching 30 counties with Beautiful Stereo Music daily.
3. AM/FM: Duplicating the Ed Taylor show + CBS News & Features; Local News, 5AM to 10:07AM.

WPAD-FM 1946

Beautiful Music

A Fritts Station Subscriber to the NAB Radio Code Media Code 4 218 7561 6.00 Paducah Broadcasters, Box 450, Pierce Lackey Bldg., Paducah, Ky. 42001. Phone 502-442-8231. See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION

WPAD-FM: MUSIC: general popular & standards from selected albums. 3 instrumentals to 1 vocal. NEWS: network at :30, local at 12:07, 4:06 & 5:07 pm. SPORTS: major league baseball when scheduled. COMMERCIAL POLICY: 3 breaks per hour, plus 1 for news. Commercial limit 9 per hour. Contact Representative for further details. Rec'd 4/15/74.

3. FACILITIES

ERP 50,000 w.; 96.9 mc. Stereo.

Operating schedule: 4:45-1:07 am. CST, DST.

Antenna ht.: 400 ft. above average terrain.

Partial simulcast operation. Operated separately 10:07-1:07 am. For simulcast facilities see WPAD.

5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.

Member: Gert Bunchez & Associates Group.

TIME RATES

Rates are identical to WPAD. See that listing.

PAINTSVILLE (1 AM; 1 FM)

Johnson County—Map Location K-5 See SRDS consumer market map and data at beginning of the State.

WSIP 1949 WSIP-FM 1945

Subscriber to the NAB Radio Code Media Code 4 218 7650 9.00 Big Sandy Broadcasting Co., Inc., Box 591, 121 Main St., Paintsville, Ky. 41240. Phone 606-789-5311.

1. PERSONNEL

Pres. & Gen'l Mgr.—Paul G. Fyffe.

# KENTUCKY

## Pikeville—WLSI—Continued

### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	15 sec	10 sec	6 sec
1 x	5.70	3.54	2.82	2.52	2.16	1.44
13 x	5.58	3.48	2.76	2.46	2.10	1.38
26 x	5.32	3.48	2.76	2.46	2.10	1.38
39 x	5.46	3.42	2.76	2.46	2.10	1.38
52 x	5.40	3.36	2.70	2.40	2.10	1.38
104 x	5.10	3.12	2.58	2.33	1.98	1.32
156 x	4.80	2.94	2.40	2.28	1.92	1.38
208 x	4.56	2.70	2.28	2.22	1.86	1.32
260 x	4.20	2.40	2.16	2.10	1.80	1.20
312 x	3.90	2.28	1.98	1.86	1.62	1.14
364 x	3.54	2.16	1.80	1.62	1.44	1.08

## WPKE

1949

### Subscriber to the NAB Radio Code

Media Code 4 218 7920 8.00  
East Kentucky Broadcasting Corp., Box 2200, Pikeville, Ky. 41501. Phone 606-437-4051.

#### 1. PERSONNEL

Station Manager—Walter E. May.

#### 2. REPRESENTATIVES

Kentucky Radio Sales—South.

#### 3. FACILITIES

1,000 w.; 1240 kc. Non-directional.

Operating schedule: 5:30 am-11:00 pm weekdays; 7:00 am-11:00 pm. Sun. EST.

#### 4. AGENCY COMMISSION

15% on time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS and KBS.

Member: Kentucky Radio Network.

#### 6. SPOT ANNOUNCEMENTS

No. 4 Eff 9/1/73—Rec'd 11/29/73.

	1x	13x	26x	39x	52x	104x
1 min.	5.85	5.59	5.33	5.07	4.81	4.55
30 sec.	3.25	3.12	2.99	2.86	2.73	2.60
15 sec.	1.95	1.88	1.81	1.74	1.67	1.61
		1.86	2.08	2.60	3.12	3.64
1 min.	4.29	4.03	3.77	3.51	3.25	3.00
30 sec.	2.47	2.34	2.21	2.08	1.95	1.82
15 sec.	1.54	1.48	1.42	1.36	1.30	1.24

## PINEVILLE

Bell County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

## WANO

1957

Media Code 4 218 8010 5.00  
Ken-Te-Va Broadcasting Co., Radio Park, Pineville, Ky. 40977. Phone 606-337-2100.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—South C. Bevins.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc. Non-directional.

Operating schedule: 6:00 a.m. to 11:00 p.m. Monday through Friday; 6:00 a.m. to midnight Saturday; 7:00 a.m. to 11:00 p.m. Sundays. EST. DST.

#### 4. AGENCY COMMISSION

15/10 time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kentucky Radio Network.

Production by staff of special events, promotions, spots and programs at cost plus 10%.

#### 6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME  
Rates effective February 1, 1957.  
Card received December 26, 1956.

	1 min.	30 sec.	15 sec.	1 min.	30 sec.	15 sec.
1 time	3.00	2.50	1.56	times	2.10	1.90
13 times	2.85	2.35	2.60	times	2.00	1.80
26 times	2.70	2.20	212	times	1.90	1.70
39 times	2.55	2.15	364	times	1.80	1.60
52 times	2.50	2.10	500	times	1.80	1.40
78 times	2.30	2.05	1,000	times	1.50	1.20
104 times	2.20	2.00				

## PRESTONSBURG (2 AM; 2 FM)

Floyd County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.

## WDOC

1957

Media Code 4 218 8100 4.00  
WDOC Radio, Box 309, Prestonsburg, Ky. 41653.  
Phone 606-886-2338.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Gormon Collins.

#### 2. REPRESENTATIVES

Regional Reps Corp.

South—C. K. Beaver & Associates, Inc.

Kentucky Radio Sales—South.

#### 3. FACILITIES

5,000 w.; 1310 kc. Non-directional.

Operating schedule: 5:15 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15/10 time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Kentucky Radio Network.

#### 6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME  
Eff 8/31/72—Rec'd 8/31/72.

	1x	12x	26x	32x	104x	260x	312x	364x
1 min	5.50	4.90	4.40	3.98	3.74	3.46	3.35	3.19
30 sec	4.13	3.96	3.85	3.58	3.30	3.08	3.02	2.48
15 sec	2.84	2.75	2.70	2.60	2.55	2.50	2.40	2.30

# WDOC-FM

1962



Media Code 4 218 8101 2.00  
WDOC Radio, Box 309, Prestonsburg, Ky. 41653.  
Phone 606-886-2338.

#### 3. FACILITIES

ERP 78,000 w.; 95.5 mc.

Operating schedule: 5:15 am-midnight Mon thru Sat; 11:00 am-midnight. EST.

Antenna ht.: 202 ft. above average terrain.

#### 4. AGENCY COMMISSION

15% on time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

#### 6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME  
Eff 2/1/68—Rec'd 1/5/68.

	1 min	30 sec	1 min	30 sec
1 x	5.00	3.75	1.56 x	3.25
13 x	4.50	3.60	260 x	3.15
26 x	4.00	3.50	312 x	3.05
32 x	3.60	3.25	364 x	2.90
104 x	3.30	3.00		

## WPRT

1952

## WPRT-FM

1967

Media Code 4 218 8140 0.00  
Stephens Industries, Inc., 1024 S. Lake Dr., Prestonsburg, Ky. 41653. Phone 606-886-2050.

#### 1. PERSONNEL

Pres., Gen'l & Sta. Mgr.—D. C. Stephens.

#### 2. REPRESENTATIVES

David Carpenter Company.

Gene Bolles Company.

#### 3. FACILITIES

5,000 w. days; 960 kc. Non-directional.

Operating schedule: 8 am-local sunset. EST.

FM-ERP 1,700 w.; 105.5 mc.

Operating schedule: 5:12-15 am. EST.

Antenna ht.: 390 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/10 time only; 1st of month.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

#### 6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME  
Eff 9/25/73—Rec'd 9/25/73.

	1x	13x	26x	32x	104x	156x	260x	312x	364x
1 min.	8.18	7.55	6.95	6.33	5.72	5.10	4.50	3.87	3.27
30 sec.	5.48	5.03	4.64	4.22	3.81	3.40	3.01	2.58	2.20
15 sec.	3.66	3.37	3.10	2.81	2.55	2.25	1.99	1.73	1.45

## PRINCETON (1 AM; 1 FM)

Caldwell County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

## WPKY

1950

## WPKY-FM

1969

Media Code 4 218 8280 4.00  
Princeton Broadcasting Co., Box 478, U. S. Hwy. 42, Princeton, Ky. 42445. Phone 502-365-1972.

#### 1. PERSONNEL

Manager—Leslie Goodaker.

#### 3. FACILITIES

250 w. days; 1580 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.

Operating schedule: Sunrise-9 pm. CST.

Antenna ht.: 173 ft. above average terrain.

#### 4. AGENCY COMMISSION

None; all rates net to station.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.

Advertising not accepted for Sunday.

Affiliated with KBS.

Member: Farm Directors Radio Network.

#### 6. SPOT ANNOUNCEMENTS

NATIONAL AND LOCAL RATES SAME  
Eff 7/27/71—Rec'd 7/27/71.

	1 min	30 sec	1 min	30 sec
1 x	2.50	1.56 x	1.75	1.75
13 x	2.40	2.08 x	1.50	1.50
26 x	2.30	365 x	1.25	1.25
52 x	2.20	936 x	1.00	1.00
104 x	2.00			

#### 7. PACKAGE PLANS

Specified times: Double ROS rate.

1 min, 6+ per wk, ea.	1.75
30 sec, 6+ per wk, ea.	1.25
30 sec, 365 x, ea.	1.00

## RADCLIFF

Hardin County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WSAC

Licensed as a Radcliff, Ky. and Ft. Knox, Ky. station.  
See listing under Ft. Knox, Ky.

## RENFRO VALLEY

Rockcastle County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## WRVK

1956

Subscriber to the NAB Radio Code  
Media Code 4 218 8370 3.00  
Cochran-Smith Broadcasting Co., Renfro Valley, Ky. 40473. Phone 606-256-2146.

- PERSONNEL  
Manager—Larry A. Burdette.
- REPRESENTATIVES  
Kentucky Radio Sales—South.
- FACILITIES  
500 w. days; 1460 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/10 time only; monthly.

TIME RATES  
Eff 3/3/72—Rec'd 3/3/72.

#### 6. SPOT ANNOUNCEMENTS

4-WK PERIOD: 1 min 30 sec

1 x	1.60	1.25
61+	1.45	1.10

15 sec (minimum 50) 1.00.

#### 7. RICHMOND (2 AM; 1 FM)

Madison County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

## WCBR

1970

J. T. Parker Broadcasting Corporation  
Media Code 4 218 8410 7.00  
J. T. Parker Broadcasting Corp., Box O, Richmond, Ky. 40475. Phone 606-623-1235.

#### 1. PERSONNEL

Manager—Phillip Herald.

#### 2. REPRESENTATIVES

David Carpenter Company.

#### 3. FACILITIES

250 w.; 1110 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WCBR-FM.

#### 4. AGENCY COMMISSION

None; all rates net to station.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### 6. SPOT ANNOUNCEMENTS

TIME RATES  
Eff 7/1/72—Rec'd 7/1/72.

	1 min	30 sec	15 sec
4 WKS:	2.00	1.80	



Scottsville—W L C K-FM—Continued

1. PERSONNEL  
Station Manager—Joseph P. Hite.
2. FACILITIES  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 5:30 am-11 pm. CST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WLCK.

TIME RATES

Rates are identical to WLCK. See that listing.

SHELBYVILLE

Shelby County—Map Location G-4  
See SIDS consumer market map and data at beginning of the State.

WCND

1964  
Media Code 4 218 8730 8.00  
WCND, Inc., Box 248, Shelbyville, Ky. 40065. Phone 502-633-3814.

STATION'S PROGRAMMING DESCRIPTION

- WCND: C & W & top 40 for 18-49 group.
1. PERSONNEL  
Sta. & Comm'l Mgr.—Dean Harden.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
250 w.; 94.0 mc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION  
15%.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Kentucky Radio Network, The Tobacco Radio Network.

TIME RATES

- No. 7 ET 10/1/74—Rec'd 8/29/74.
6. SPOT ANNOUNCEMENTS
- |         |      |      |      |      |
|---------|------|------|------|------|
| 1 min.  | 4.35 | 3.75 | 3.40 | 3.10 |
| 30 sec. | 3.75 | 3.10 | 2.80 | 2.50 |
- (\*) 350-1000x

SOMERSET (2 AM; 1 FM)

Pulaski County—Map Location H-6  
See SIDS consumer market map and data at beginning of the State.

WSEK (FM)

1964  
Media Code 4 218 8750 6.00  
Swartz Media Inc., Box 740, N. Hwy. 1247, Somerset, Ky. 42501. Phone 606-678-5151  
See affiliated AM station for additional information AM facilities: WSPC.

2. REPRESENTATIVES  
Louisville—Kentucky Radio Sales—South.  
Regional Reps Corp.
3. FACILITIES  
ERP 3,000 w.; 96.7 mc.  
Operating schedule: 6:30 am-11:00 pm daily. EST.  
Antenna ht.: 215 ft. above average terrain.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.  
Member: The Tobacco Radio Network.

TIME RATES

- No. F73F ET 11/1/73—Rec'd 11/1/73.
6. SPOT ANNOUNCEMENTS
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| 1 min.  | 2.85 | 2.65 | 2.45 | 2.20 | 2.05 | 1.75 |
| 30 sec. | 2.45 | 2.25 | 2.15 | 2.00 | 1.75 | 1.45 |
- RDS, EA: 1 min 30 sec 15 sec  
Open rate: 1.75 1.45 1.00  
Not applicable for special availabilities. Open 30-sec pkg. minimum of 50 spots per wk, ea 1.20.

WSFC

1947  
Media Code 4 218 8820 7.00  
Swartz Media Inc., Box 740, Somerset, Ky. 42501. Phone 606-678-5151.

1. PERSONNEL  
General Manager—Jerry W. Padgett.
2. REPRESENTATIVES  
Kentucky Radio Sales—South.  
David Carpenter Company.
3. FACILITIES  
Regional Reps Corp.  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:00 a.m. to 11:00 p.m. week-days; 6:00 a.m. to 11:00 p.m. Sunday. EST.
4. AGENCY COMMISSION  
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSEK (FM).  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network, Kentucky Radio Network.

TIME RATES

- ET 11/1/73—Rec'd 11/1/73.
6. SPOT ANNOUNCEMENTS
- |        |      |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|------|
| 1 min  | 7.40 | 6.50 | 6.00 | 5.60 | 5.15 | 4.60 | 4.15 | 3.75 |
| 30 sec | 4.65 | 4.15 | 3.75 | 3.40 | 3.00 | 2.80 | 2.60 |      |

WTLO

1953  
Media Code 4 218 9000 5.00  
Pulaski Broadcasting Corp., Box L, Somerset, Ky. 42501. Phone 606-678-8151.

1. PERSONNEL  
Gen'l & Sta. Mgr.—Oris Gowen.
2. REPRESENTATIVES  
George P. Hopewell, Inc.  
Regional Reps Corp.
3. FACILITIES  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 5:30 a.m. to 7:00 p.m. EST.
4. AGENCY COMMISSION  
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
Rates effective  
Rates received November 22, 1961.

6. SPOT ANNOUNCEMENTS

1 time	5.00	156 times	3.20
13 times	4.40	260 times	3.00
26 times	6.00	312 times	2.80
52 times	2.60	364 times	2.90
104 times	2.40		

STANFORD (1 AM; 1 FM)

Lincoln County—Map Location H-5  
See SIDS consumer market map and data at beginning of the State.

WRS L

1961  
Media Code 4 218 9090 6.00  
Lincoln-Garrard Broadcasting Co., Inc., Box 237  
Stanford, Ky. 40484. Phone 606-365-2126.

1. PERSONNEL  
Gen'l & Sales Mgr.—Cal Smith.
2. REPRESENTATIVES  
Gene Bolles Company.  
Kentucky Radio Sales—South.
3. FACILITIES  
500 w. days; 1520 kc. Non-directional.  
Operating schedule: 6:30 a.m. to local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
Rates effective  
Rates received August 30, 1965.

6. SPOT ANNOUNCEMENTS

1 min	4.50	156 ti.	2.60
13 ti.	4.25	260 ti.	2.40
26 ti.	4.00	312 ti.	2.25
52 ti.	3.50	364 ti.	2.30
104 ti.	3.00		

20/30 second spots—75% of 1-minute rate.

WRS L-FM

1967  
Media Code 4 218 9091 4.00  
Lincoln-Garrard Broadcasting Co., Inc., Box 237.  
Stanford, Ky. 40484. Phone 606-365-2126.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 95.9 mc.  
Operating schedule: 7:00 am-11:00 pm. EST.  
Antenna ht.: 85 ft. above average terrain.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES

- ET 10/1/66 Rec'd 9/2/66.
6. SPOT ANNOUNCEMENTS
- |       |      |         |      |
|-------|------|---------|------|
| 1 min | 1.50 | 30 sec. | 1.00 |
|-------|------|---------|------|

TOMPKINSVILLE

Monroe County—Map Location F-7  
See SIDS consumer market map and data at beginning of the State.

WTKY

1980  
Subscriber to the NAB Radio Code  
Media Code 4 218 9180 5.00  
WTKY, Inc., Box 308, Tompkinsville, Ky. 42167  
Phone 502-487-8113

- STATION'S PROGRAMMING DESCRIPTION  
WTKY: MUSIC; country. NEWS; emphasis on local
1. PERSONNEL  
Owner & Manager—J. K. Whittemore.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15%; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
Member: Kentucky Radio Network, Farm Directors Radio Network.

TIME RATES

Rates effective  
Rates received September 29, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	43.00	34.00	25.00	17.20	8.60	4.30	3.50
13 times	40.85	32.70	24.50	16.35	8.20	4.10	3.30
26 times	38.70	30.55	22.35	15.50	7.75	3.90	3.10
39 times	36.55	29.25	21.95	14.65	7.30	3.70	2.90
52 times	34.40	27.55	20.65	13.75	6.90	3.50	2.70
78 times	32.25	25.80	19.35	12.90	6.45	3.30	2.50
104 times	30.10	24.10	18.05	12.05	6.05	3.10	2.30
156 times	27.95	22.35	16.80	11.20	5.60	2.90	2.10
260 times	25.80	20.65	15.50	10.35	5.20	2.70	1.90
312 times	23.65	18.95	14.20	9.50	4.75	2.50	1.70

VANCEBURG

Lewis County—Map Location E-14  
See SIDS consumer market map and data at beginning of the State.

WKKS

1958  
Media Code 4 218 9270 4.00  
Karl Keglev, 1106 Fairlane, Vanceburg, Ky. 41179.

1. PERSONNEL  
Gen'l & Comm'l Mgr.—Karl Keglev.
2. REPRESENTATIVES  
Kentucky Radio Sales—South.
3. FACILITIES  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: sunset to local sunset. EST
4. AGENCY COMMISSION  
15% on time only; no cash discount. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Rates effective June 15, 1958. (Card No. 1)  
Card received July 17, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1	1/2	1/4	5	1
hr.	hr.	hr.	min.	min.
52 times	32.00	20.00	12.50	7.50
104 times	30.00	18.75	11.75	7.40
156 times	28.00	17.50	11.00	6.90
208 times	26.00	16.25	10.25	6.50
260 times	24.00	15.00	9.50	5.50
312 times	22.00	13.75	8.75	5.00
365 times	20.00	12.50	8.00	4.50

VANCLEVE

Breathitt County—Map Location K-5  
See SIDS consumer market map and data at beginning of the State.

WMTC

1946  
Media Code 4 218 9360 3.00  
Kentucky Mountain Homes Assn., Vanceleve, Ky. 41365. Phone 606-666-5066.

1. PERSONNEL  
General Manager—Wilfred Fisher.
3. FACILITIES  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.
4. AGENCY COMMISSION  
15% on time only; bills rendered 1st.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

Rates effective January 1, 1949.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time	40.00	23.35	13.35	10.00	6.70	3.75
13 times	36.00	21.00	12.00	9.00	6.00	3.40
26 times	34.00	19.35	11.35	8.00	5.70	3.00
52 times	32.00	18.65	10.70	8.00	5.35	2.65
104 times	28.00	16.35	9.35	7.00	4.70	2.25
312 times	24.00	14.00	8.00	6.00	4.00	1.90

(\*) 1 minute announcement.

VERSAILLES

Woodford County—Map Location H-5  
See SIDS consumer market map and data at beginning of the State.

WJMM (FM)

1973  
Media Code 4 218 9405 6.00  
Mortenson Broadcasting Assoc. Inc., 1200 S. Broadway, Lexington, Ky. 40505. Phone 606-873-8096.

- STATION'S PROGRAMMING DESCRIPTION  
WJMM (FM): Christian Radio Programming.
1. PERSONNEL  
President—Jack M. Mortenson.  
Station Manager—Helen Sorrell.  
Station Engineer—Nolan Pontrich.  
Technical Director—David Johnson.
3. FACILITIES  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 100.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
4. AGENCY COMMISSION  
15% time only; monthly.
5. GENERAL ADVERTISING See coded regulations  
Tobacco and alcoholic beverage advertising not acceptable.  
Member: Tower of Faith Radio Network.

TIME RATES

No. 1 ET 8/15/73—Rec'd 1/2/74.

6. SPOT ANNOUNCEMENTS

1 min.	5.00	4.50	4.00	3.00	2.50
30 sec.	3.75	3.15	3.00	2.25	1.65
10 sec.	2.50	2.25	2.00	1.50	1.25

10. SPECIAL FEATURES  
5-MIN NEWSCASTS: 1 ti 3 ti 6 ti  
Ea 7 17 30

WEST LIBERTY

Morgan County—Map Location K-5  
See SIDS consumer market map and data at beginning of the State

WLKS

1965  
Media Code 4 218 9450 2.00  
Lithery (County Industries, Inc.), 129 College St., West Liberty, Ky. 41473. Phone 606-743-3145.

1. PERSONNEL  
General Manager—Glenn Woodward.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
1,000 w. 1450 kc. Non-directional.  
Operating schedule: 5 am-11 pm. EST.
4. AGENCY COMMISSION  
None. Bills payable 10th of month.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 7/1/66 Rec'd 5/25/66.

6. SPOT ANNOUNCEMENTS

1 x	3.00	104 x	2.30
13 x	2.75	158 x	2.20
26 x	2.60	260 x	2.00
52 x	2.50	365 x	1.75

WHITESBURG (1 AM; 1 FM)

Letcher County—Map Location K-5  
See SIDS consumer market map and data at beginning of the State.

WTCW

1953  
Media Code 4 216 9540 0.00  
Folkways Broadcasting Co., Inc., Box 747, Whitesburg, Ky. 41858. Phone 606-633-2711.

1. PERSONNEL  
Pres. and Gen'l Mgr.—Don F. Crosthwaite.
2. REPRESENTATIVES  
Kentucky Radio Sales—South.
3. FACILITIES  
5,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WTCW-FM.
4. AGENCY COMMISSION  
None; agencies add commissions to rates shown.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Member: Country Music Network, Kentucky Radio Network.

TIME RATES

No. 2 ET 7/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

1 min. ea.	3.00	30-sec. ea.	2.40
------------	------	-------------	------

Minimum 6+ per wk.

7. PACKAGE PLANS

7 DAYS, EA:	25 ti	50 ti	75 ti	100 ti
1 min.	2.90	2.40	2.20	1.80
30 sec.	2.35	1.80	1.60	1.50

WKND PLAN, EA: 10 ti 15 ti 20 ti 25 ti 30 ti

1 min.	2.60	2.40	2.30	2.00	1.75
30 sec.	2.30	1.90	1.60	1.45	1.30

ANNUAL CONTRACTS

PER YR. EA:	936x	1404x
1 min.	2.70	2.15

WTCW-FM

1964  
Media Code 4 216 9591 3.00  
Folkways Broadcasting Co., Inc., Box 747, Whitesburg, Ky. 41858. Phone 606-633-2711.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 103.9 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 103 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WTCW.
4. AGENCY COMMISSION  
None; agencies add commissions to rates shown.

TIME RATES

Rates are identical to WTCW. See that listing.

WILLIAMSBURG

Whitley County—Map Location J-7  
See SIDS consumer market map and data at beginning of the State.

WEZJ

1958  
Subscriber to the NAB Radio Code  
Media Code 4 218 9630 9.00  
Whitley County Broadcasting Co., Inc., 107 S. Fourth St., Williamsburg, Ky. 40769. Phone 606-549-2285.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Keith Buck.
2. REPRESENTATIVES  
Regional Reps Corp.
3. FACILITIES  
1,000 w.; 1440 kc. Non-directional.  
Operating schedule: 6 am-6 pm. EST.
4. AGENCY COMMISSION  
15% time only; 30 days after billing.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Kentucky Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 12/17/73.

6. SPOT ANNOUNCEMENTS

1 min	2.50	2.35	2.20	2.00	1.80	1.70	1.60	1.50
30 sec	2.00	1.80	1.60	1.50	1.35	1.20	1.10	1.00

50+ within 30 days, 156-ti, 1-min rate.  
100+ within 30 days, 312-ti, 30 sec rate.

WINCHESTER

Clark County—Map Location J-4  
See SIDS consumer market map and data at beginning of the State

WKKY

1954  
Media Code 4 218 9720 8.00  
WKKY, Inc., Box 535, 17-1/2 W. Broadway, Winchester, Ky. 40391. Phone 606 744-2864.

1. PERSONNEL  
Gen'l & Sales Mgr.—David E. Griffith.
3. FACILITIES  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Centennial Network.  
Member: Farm Directors Radio Network, The Tobacco Radio Network, Kentucky Radio Network.

TIME RATES

ET 4/1/74—Rec'd 4/

# LOUISIANA

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....1,101,770	Iberville.....14,241	Jefferson.....40,431
<b>METRO AREAS</b>	Lafayette.....24,134	Lincoln.....13,623
Alexandria.....34,952	Morehouse.....12,500	Natchitoches.....11,343
Baton Rouge.....101,966	Orleans.....303,288	Ouachita.....29,225
Houma.....11,295	Pointe Coupee.....10,493	Rapides.....31,958
Lafayette.....24,134	St. John the Baptist.....11,077	St. Landry.....31,999
Lake Charles.....31,954	St. Martin.....11,039	St. Mary.....17,145
Monroe.....29,225	St. Tammany.....11,228	Tangipahoa.....20,075
New Orleans.....357,430	Terrebonne.....11,295	Washington.....12,771
Shreveport.....109,372	Webster.....11,642	Total Parishes.....888,777
Total Metros.....700,328		
<b>PARISHES</b>		
Acadia.....10,486		
Avoyelles.....10,302		
Bossier.....11,168		
Caddo.....86,562		
Calcasieu.....31,954		
De Soto.....11,224		
East Baton Rouge.....81,498		
Iberia.....16,076		

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....69,678	<b>METRO AREAS</b>
	New Orleans.....44,430

## LOUISIANA

See BRUNN's consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 219 0050 7,00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

#### LOUISIANA STATE GROUP

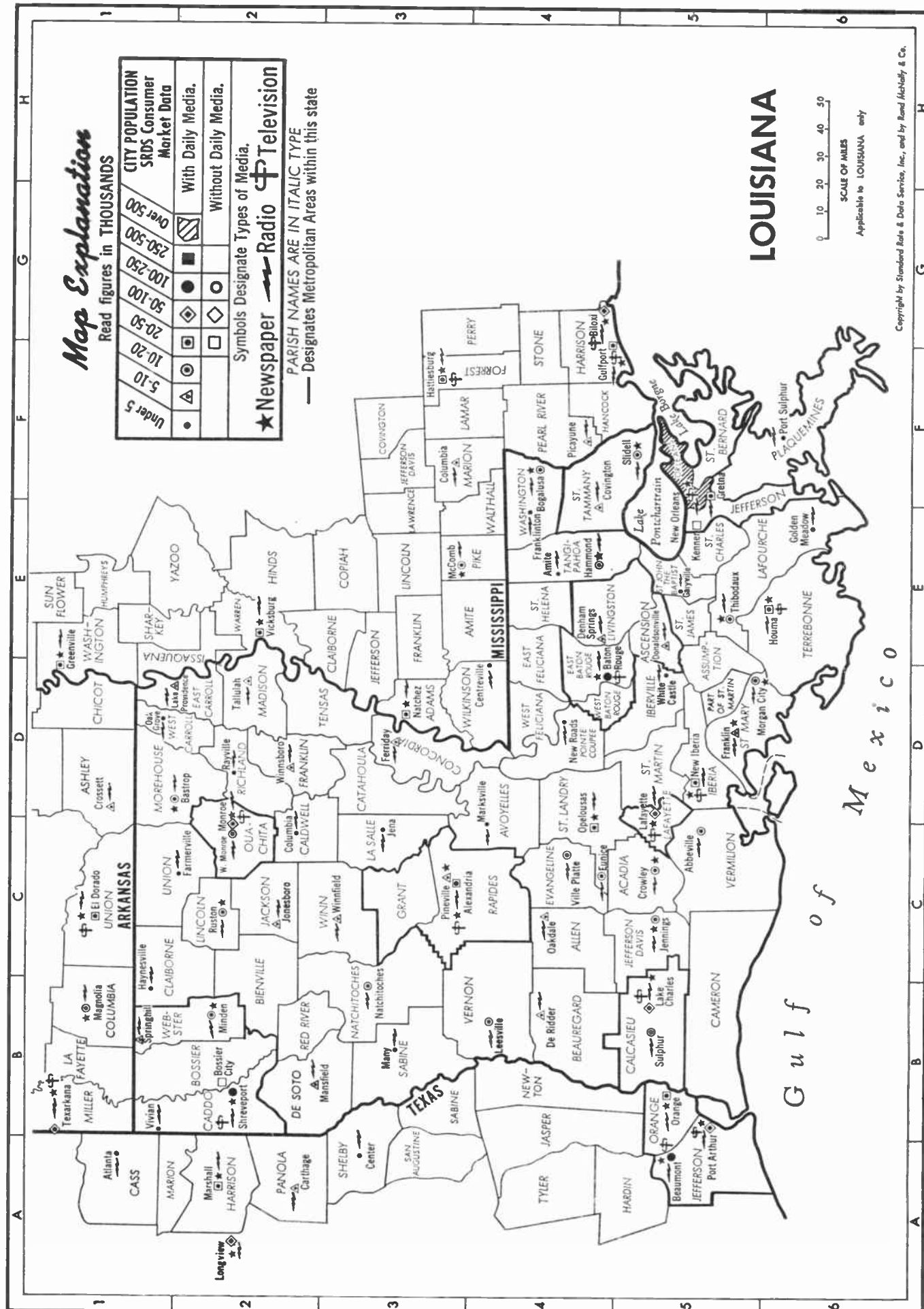
Comprised of:

KDBS—Alexandria	KWLA—Many
KVOH—Bastrop	KAIB—Markville
WLUX—Baton Rouge	KASO—Minden
WIKC—Bogalusa	KMLB—Monroe
KCTO—Columbia	KNIR—New Iberia
KNIG—Crowley	KWRG—New Roads
WLBI—Denham Springs	KREH—Oakdale
KDLA—De Ridder	KWCL—Oak Grove
KTDL—Farmerville	KAGY—Port Sulphur
WSLQ—Gonzales	KRIH—Rayville
KLUV—Haynesville	KRUS—Ruston
KJIN—Ihouma	KBCL—Shreveport
KCKW—Jena	KTLD—Tallulah
KJEF—Jennings	KTIB—Thibodaux
KTCC—Jonesboro	KVPI—Ville Platte
KLPL—Lake Providence	KMAR—Winnsboro
KLLA—Leesville	

1 min 30 sec ..... 130  
All stations ..... 104  
(D)



For complete listing see  
Regional Networks & Groups



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State, Standard Metropolitan Statistical Areas (SMSA's), parish and city estimates are developed exclusively by Market Data division of SRDS.

# State, Parish, City, Metro Area Data

LOUISIANA

CITIES AND PARISHES — This list shows parishes in which cities are located. Cities are first, parishes next.

State	Baton Rouge—East Baton Rouge		Bossier City—Bossier		Gretna—Jefferson		Kenner—Jefferson		Lake Charles—Calcasieu		New Iberia—Iberia		Opelousas—St. Landry		Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1979 (\$000)				
	Alexandria—Rapides	Rapides	Bossier	Bossier	Gretna	Jefferson	Kenner	Jefferson	Lake Charles	Calcasieu	New Iberia	Iberia	Opelousas	St. Landry							
ESTIMATES FOR:	Consumer Spendable Income—1973										Retail Sales—1973										
STATE	Population Households		% Distribution of Families					Total Retail Sales		By Selected Store Types						Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1979 (\$000)			
PARISH—Map Loc.	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	3000-4999	5000-7999	8000-9999	10000-14999	15000 and over	Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)				Service Station (\$000)		
Metropolitan Area	(000)	(000)	(\$000)	to 4999	to 7999	to 9999	to 14999	to 15000 and over	(\$000)	(\$)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)					
<b>LOUISIANA STATE TOTALS</b>	3,738.0	1,142.19	12,298,577	10,768	11.6	17.9	12.0	22.1	20.4	7,190,508	6,295	1,453,875	219,281	1,001,604	347,682	348,037	1,506,799	466,092	1,471.24	134.1	1,174,252
ACADIA C-5	52.1	15.83	136,677	8,634	17.6	21.9	11.6	16.6	12.3	75,215	4,751	17,716	2,117	6,117	2,445	3,023	15,805	5,189	21.73	6.7	48,884
ALLEN C-4	21.0	6.57	55,327	8,421	15.1	19.9	13.7	18.2	11.9	32,220	4,904	7,433	1,511	2,292	1,696	8,991	3,558	8.83	1.8	17,652	
ASCENSION E-5	39.6	11.33	115,298	10,176	9.8	17.3	11.5	25.4	19.1	72,217	6,374	15,850	1,616	5,840	1,921	1,318	26,835	4,200	12.17	.8	10,213
ASSUMPTION D-5	19.9	5.34	46,066	8,627	15.8	20.5	14.3	19.2	11.3	16,001	2,998	4,257	538	2,220	173	921	3,546	1,305	7.44	4.8	18,318
BEAUREGARD B-4	37.5	11.65	80,218	6,886	18.9	20.9	9.7	12.3	9.0	50,794	4,360	11,521	1,626	3,149	657	2,589	14,845	3,474	16.67	5.7	35,539
BIENVILLE B-2	23.9	7.52	76,748	10,206	11.6	20.9	12.0	21.1	19.1	37,552	4,994	6,034	893	3,374	1,148	867	12,089	2,702	8.85	3.1	12,558
BOSSIER B-21	15.7	5.14	37,683	7,331	15.6	21.5	10.9	16.2	10.4	12,689	2,469	4,004	480	1,361	541	240	1,796	1,777	7.15	1.0	7,561
BOSSIER CITY	66.0	20.27	213,767	10,546	9.5	19.1	13.9	25.4	20.2	94,797	4,677	18,323	1,785	12,289	1,790	1,836	29,371	8,869	24.67	2.1	8,750
CADDO B-2	45.8	14.16	155,973	11,015	11.6	16.6	11.9	23.4	22.7	69,667	4,920	10,123	1,276	11,284	1,090	1,709	25,698	6,299	.....	.....	.....
CAJODO B-2	235.2	78.30	853,926	10,906	.....	.....	.....	.....	.....	711,276	9,084	96,734	17,167	76,747	36,780	38,543	127,153	32,324	106.42	.9	24,890
SHREVEPORT	190.9	64.80	727,903	11,233	.....	.....	.....	.....	.....	632,019	9,753	70,280	15,179	62,369	34,791	37,723	113,665	27,016	.....	.....	.....
SHREVEPORT METRO AREA	340.9	111.96	1,189,076	10,621	11.2	17.7	12.4	23.7	21.2	877,377	7,837	131,834	20,227	95,797	41,443	43,445	173,699	48,278	148.70	.....	.....
CALCASIEU B-5	144.0	44.07	495,197	10,821	9.6	17.4	13.6	25.6	21.7	279,909	6,351	59,581	7,632	44,503	9,406	14,721	61,052	23,446	68.42	1.6	28,288
LAKE CHARLES	84.0	26.21	283,627	10,821	.....	.....	.....	.....	.....	228,430	8,715	40,339	5,787	41,475	8,350	12,524	48,717	18,865	.....	.....	.....
LAKE CHARLES METRO AREA	144.0	44.07	495,197	11,237	9.6	17.4	13.6	25.6	21.7	279,909	6,351	59,581	7,632	44,503	9,406	14,721	61,052	23,446	68.42	1.6	28,288
ALDOWELL C-2	9.4	3.01	24,225	8,048	17.4	21.6	11.1	15.6	11.5	11,072	3,678	3,120	312	412	771	184	3,566	611	4.00	1.2	4,470
CAMERON B-5	8.4	2.50	25,180	10,072	10.4	20.6	16.7	25.6	15.1	8,815	5,126	3,140	172	161	100	959	1,000	959	2.97	1.3	7,421
CATAHOULA D-3	11.8	3.58	27,289	7,623	16.4	20.2	11.1	14.2	11.0	18,374	5,132	3,551	258	911	1,196	315	3,035	1,655	4.95	2.7	22,031
CLAIBORNE C-2	16.3	5.45	40,279	7,391	14.4	17.7	10.7	17.3	12.7	19,486	3,575	5,276	1,232	1,358	832	6,111	1,693	8.35	.4	8,277	
CONCORDIA D-3	23.1	6.74	64,319	9,543	13.0	17.6	10.4	19.7	17.2	34,738	5,154	9,181	616	2,536	1,027	614	9,711	2,953	9.57	1.6	17,183
DE SOTO B-2	22.3	7.31	56,925	7,787	16.2	20.0	10.0	15.7	10.8	29,614	4,051	8,008	763	3,224	543	971	7,952	2,992	10.54	.9	24,740
<b>EAST BATON ROUGE D-4</b>	299.3	90.59	1,194,922	13,190	8.4	13.9	11.0	25.9	31.1	726,334	8,018	123,941	21,642	147,847	26,599	39,675	173,001	44,028	105.67	1.3	13,852
BATON ROUGE	171.0	55.81	724,012	12,973	.....	.....	.....	.....	.....	641,409	11,493	98,826	18,115	145,052	25,678	36,919	164,539	32,832	.....	.....	.....
BATON ROUGE METRO AREA	395.2	118.46	1,473,683	12,440	8.9	15.1	11.2	25.6	27.9	853,303	7,203	154,841	24,623	158,745	29,289	42,530	214,646	54,817	136.04	.....	.....
EAST CARROLL D-2	12.5	3.55	23,219	6,541	19.9	15.6	7.4	9.9	9.7	20,046	5,647	3,407	792	765	815	324	3,468	937	6.20	2.4	28,545
EAST FELICIANA E-4	16.9	3.90	34,441	8,831	15.4	17.0	11.0	19.0	14.9	13,265	3,401	3,065	166	655	137	134	1,685	1,632	5.89	.5	11,042
EVANGELINE C-4	31.8	10.10	70,970	7,027	16.0	20.0	9.4	12.0	9.1	42,794	4,237	8,486	995	4,742	692	2,806	9,133	2,706	14.42	6.5	29,527
FRANKLIN D-2	23.2	7.01	52,536	7,494	14.9	18.0	9.3	13.7	10.8	40,838	5,826	9,417	1,650	1,497	1,428	1,051	6,879	2,835	10.51	6.7	26,077
GRANT C-3	13.7	4.56	35,178	7,714	15.8	23.3	11.2	16.4	10.4	10,501	2,303	2,826	334	330	212	4,878	1,170	6.00	2.2	5,762	
IBERIA D-5	58.7	16.94	159,257	9,401	12.9	19.3	14.5	22.4	14.2	107,981	6,374	21,465	3,844	10,167	8,529	5,003	28,950	6,184	22.98	2.1	27,328
NEW IBERIA	35.4	10.70	96,304	9,000	.....	.....	.....	.....	.....	91,213	8,525	17,611	3,419	8,441	7,950	4,460	24,708	4,614	.....	.....	.....
IBERVILLE D-5	30.6	8.60	77,596	9,023	13.9	18.2	11.0	20.2	14.4	42,313	4,920	10,776	1,428	2,892	422	2,808	13,670	3,024	13.25	1.0	21,589
JACKSON C-2	15.9	5.38	51,406	9,555	13.6	20.4	12.0	20.0	14.4	22,851	4,247	6,059	900	1,162	1,448	6,234	2,122	6.98	.5	5,624	
JEFFERSON E-5	352.1	105.54	1,478,641	14,010	5.7	12.6	12.8	30.9	31.6	693,993	6,576	173,873	15,913	134,785	28,299	29,964	112,370	43,717	97.33	.....	.....
GRETTA	25.4	8.20	89,953	10,970	.....	.....	.....	.....	.....	148,843	18,152	15,022	2,784	57,479	9,173	8,575	34,369	6,254	.....	.....	.....
KENNER	40.5	9.76	112,792	11,557	.....	.....	.....	.....	.....	36,298	3,719	10,226	350	1,233	393	722	1,192	4,396	.....	.....	.....
JEFFERSON DAVIS C-5	29.4	9.01	79,841	8,861	15.5	18.5	12.0	19.6	14.3	64,881	7,201	11,310	2,034	1,683	2,044	1,707	19,249	5,096	13.37	3.7	53,673
LAFAYETTE C-5	116.3	33.65	400,345	11,897	10.8	17.6	11.5	22.3	23.5	231,554	6,881	41,023	7,537	32,910	16,296	11,287	51,941	17,396	36.56	1.8	24,793
LAFAYETTE	79.5	23.55	275,423	11,695	.....	.....	.....	.....	.....	224,240	9,522	37,567	6,673	32,910	16,296	10,960	51,941	17,396	.....	.....	.....
LAFAYETTE METRO AREA	116.3	33.65	400,345	11,897	10.8	17.6	11.5	22.3	23.5	231,554	6,881	41,023	7,537	32,910	16,296	11,287	51,941	17,396	36.56	1.8	24,793
LAFOURCHE E-6	72.4	20.02	222,366	11,107	10.5	19.8	15.5	25.2	18.3	121,841	6,086	28,416	3,675	8,211	5,549	6,508	25,240	6,667	6.17	.3	1,372
LA SALLE C-3	13.2	4.50	36,670	8,149	16.6	22.5	13.5	18.1	11.3	16,262	3,614	4,877	843	604	667	4,619	1,799	4,572	11.68	1.0	17,315
LINCOLN C-2	34.9	10.01	106,288	10,618	13.5	19.4	10.2	18.5	19.4	51,950	5,190	10,047	1,206	3,729	4,335	2,955	15,246	4,162	11.65	1.8	24,131
LIVINGSTON E-4	39.2	11.78	117,305	9,958	13.7	18.0	13.3	25.2	17.9	39,445	3,348	10,024	901	3,588	431	1,203	14,028	3,769	7.41	2.3	22,912
MADISON D-2	14.7	4.48	33,222	7,416	14.0	16.4	7.7	12.9	11.9	24,816	5,539	5,340	898	1,530	1,067	638	6,050	1,646	14.57	.5	29,075
MOREHOUSE D-1	31.7	9.79	78,969	8,066	14.7	18.0	11.4	17.9	12.6	50,089	5,116	12,807	2,063</								



# LOUISIANA

## ABBEVILLE (1 AM; 1 FM)

Vermilion Parish—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### KROF KROF-FM

1948 1974

Subscriber to the NAB Radio Code  
Media Code 4 219 0105 9.00

Abbeville Broadcasting Service, Inc., Box 610, Hwy. 167, Abbeville, La. 70510. Phone 318-893-2531.

**STATION'S PROGRAMMING DESCRIPTION**  
KROF: Programmed for adults and general interest.

- PERSONNEL**  
General Manager—Manuel R. Broussard
- REPRESENTATIVES**  
Alan Torbat Associates, Inc.
- FACILITIES**  
1,000 w.; 960 kc. days. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.0 mc. Stereo. Antenna ht.: 255 ft. above average terrain. Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with ATA Radio Network.

#### NATIONAL AND LOCAL RATES SAME

No. 8 ET 9/1/73—Rec'd 6/26/74.

SPOT ANNOUNCEMENTS	1 min	10 sec	15 sec	20 sec	30 sec
PER WK:	5.11	10.11	15.11	20.11	30.11
1 min:	7.00	6.50	6.00	5.50	5.00
30 sec:	5.60	5.20	4.80	4.40	4.00
15 sec:	3.50	3.20	3.00	2.75	2.50

7-9 am, 11:30 am-1 pm & 4-6 pm, extra 10%  
Guaranteed time, extra 10%.

SPOT ANNOUNCEMENTS	1 min	10 sec	15 sec	20 sec	30 sec
PER WK:	5.11	10.11	15.11	20.11	30.11
News:	10.50	9.75	9.00	8.25	7.50

## ALEXANDRIA (3 AM; 1 FM)

Rapides Parish—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KALB

1935

## CBS Radio Network

Subscriber to the NAB Radio Code  
Media Code 4 219 0210 7.00

Alexandria Broadcasting Company, Inc., Box 471, Alexandria, La. 71301. Phone 318-443-2543. TWX 318-445-5308.

**STATION'S PROGRAMMING DESCRIPTION**  
KALB: MUSIC: country & western with farm interest programs 4-6:30 am, MOR 6:30 am-1 pm, country & western 1-6 pm, rock 6 pm-12M daily. NEWS: at :30 with features at :25. Contact Representative for further details. Rec'd 7/8/74.

- PERSONNEL**  
General Manager—Bruce Rainey. Station Manager—Bill Lynch.
- REPRESENTATIVES**  
HR/Sione Radio Representatives, Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 580 kc. Directional—night only. Operating schedule: 4 am-midnight daily. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 4a, 5, 6, 7a, 8. Rate Protection: 10b, 12c, 13c, 14a, 15a, 16. Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29b, 30, 32b, 33b. Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51b, 51c. Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d. Cancellation: 70b, 70e, 71a, 73a, 73b. Prod. Services: 80, 82. FM facilities: KSLI (FM). Affiliated with CBS.

#### TIME RATES

No. 11 Rev. 3/1/72—Rec'd 7/7/72.  
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-7 pm.  
A—All other times.

CLASS	AAA	AA	A
1 min:	7.11	14.11	21.11
10 sec:	15.00	14.00	13.00
30 sec:	11.20	10.40	9.60
10 sec:	5.50	5.00	4.40

CLASS	AA	A
1 min:	13.00	12.00
30 sec:	9.80	8.80
10 sec:	4.50	4.00

CLASS	A
1 min:	11.00
30 sec:	8.00
10 sec:	3.50

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN: 1 min 30 sec 10 sec  
14 th (AAAA, 5AA, 5A) 11.00 8.00 3.50  
21 th (7AAA, 7AA, 7A) 10.00 7.20 3.00  
28 th (9AAA, 10AA, 9A) 9.00 6.40 2.50
- PROGRAM TIME RATES**  
AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.  
AA—Mon thru Sat 5-5:30 am & 10 am-noon, 1-3 pm & 7-midnight; Sun 5 am-7 pm.  
1 HR: 1x 26x 52x 100x 156x 312x  
AAA 100 95 90 85 80 75  
AA 50 47 45 42 40 37  
1/2 hr: 60% of hour. 10 min: 32.5% of hour.  
1/4 hr: 40% of hour. 5 min: 25% of hour.

# KDBS

1953

## American Contemporary Ntwk

NAB

Subscriber to the NAB Radio Code  
Media Code 4 219 0315 4.00  
KDBS, Inc., Box 591, 1515 Jackson St., Alexandria, La. 71302. Phone 318-443-7454.

- PERSONNEL**  
General Manager—Irring Ward-Stelmann.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w.; 1410 kc. days. Nondirectional. Operating schedule: 5 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8. Rate Protection: 15b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 25a, 26, 28c, 29b, 30. Contracts: 40a, 41, 42b, 44a, 44b, 45, 46. Comb.; Cont. Discounts: 60a, 60c, 60i, 62d. Cancellation: 71a, 73b. Prod. Services: 80, 81, 82. Affiliated with American Contemporary Network. Affiliated with KBS. Member: Farm Directors Radio Network.

#### TIME RATES

No. 4 ET 6/1/69—Rec'd 8/5/69.  
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.  
B—All other times.

SPOT ANNOUNCEMENTS	1 min	10 sec	15 sec	20 sec	30 sec
1 x:	9.90	9.00	8.00	7.20	5.50
52 x:	9.50	8.55	7.60	6.85	5.25
104 x:	9.00	8.10	7.20	6.50	4.95
156 x:	8.50	7.65	6.80	6.10	4.70
260 x:	8.00	7.20	6.40	5.70	4.40
312 x:	7.50	6.75	6.00	5.40	4.15
500 x:	7.00	6.30	5.60	5.05	3.85

PER WK, ROS: 10 th 20 th 30 th 40 th  
Applicable rate: 52x 104x 156x 260x  
All spots combinable for frequency, but ROS cannot be counted toward frequency on annual plan.

## KSLI (FM)

1947

Subscriber to the NAB Radio Code  
Media Code 4 219 0345 1.00

Alexandria Broadcasting Co., Inc., Box 471, 601 Washington St., Alexandria, La. 71301. Phone 318-443-2543. TWX 318-445-5308. See affiliated AM station for additional information. AM facilities: KALB.

**STATION'S PROGRAMMING DESCRIPTION**  
KSLI (FM): Programmed for adults. ENTERTAINMENT: 8 am-12M. General popular music, featuring standards, show tunes, film music, MOR, NEWS: 5 min at :30; national, international, local & community news. Contact Representative for further details. Rec'd 7/26/72.

- PERSONNEL**  
General Manager—Bruce Rainey. Station Manager—Bill Lynch.
- REPRESENTATIVES**  
HR/Sione Radio Representatives, Inc.
- FACILITIES**  
ERP 100,000 w.; 96.8 mc. Stereo. Operating schedule: 8 am-midnight daily. CST. Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Affiliated with CBS.

#### TIME RATES

No. 11 Rev. 3/1/72—Rec'd 7/7/72.

SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	312x
1 min:	5.00	4.70	4.45	4.15	3.85	3.60
30 sec:	3.85	3.55	3.25	2.95	2.65	2.40

## KSYL

1945

## NBC Radio Network

NAB

Subscriber to the NAB Radio Code  
Media Code 4 219 0420 2.00  
KSYL, Inc., Box 7057, 3412 England Air Base Dr., Alexandria, La. 71302. Phone 318-442-6411.

**STATION'S PROGRAMMING DESCRIPTION**  
KSYL: Programmed for adults and young adults. FARM: 5-6:30 am, 3 men, interviews, agriculture experts, market and news reports, country music. News and information: 6:30-8:15 am weather, editorials, sports, features, news network and local. ENTERTAINMENT: 8:15 ma-12M middle-of-the-road music, telephone survey, shop, news, weather, sports, air personalities, traffic, interviews, NEWS: 3 man department, 5 mobile units. Network news on hour, local news at :15 & :45. SPORTS: sports director, major league network baseball, college and high school football and basketball. Reports at :25. WEEKENDS: network, middle-of-the-road music, news, sports, weather and information. Contact Representative for further details. Rec'd 7/21/67.

- PERSONNEL**  
General Manager—Sylvan Fox.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
1,000 w.; 970 kc. Directional—night only. Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16. Basic Rates: 20b, 21a, 21b, 21c, 22a, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33c. Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51b.

Comb.; Cont. Discounts: 60a, 60c, 61c, 62d. Cancellation: 70b, 70d, 71a, 73b. Prod. Services: 80, 81, 82. Affiliated with NBC.

#### TIME RATES

Rates effective July 1, 1964.  
Rates received May 20, 1965.

SPOT ANNOUNCEMENTS	1 min 30 sec	1 min 30 sec
1 th:	7.50	6.00
26 th:	7.00	5.50
52 th:	6.50	5.25
Before 6:00 am and after 8:00 pm—less 25% of above rates.		

- PACKAGE PLANS**  
PER WK: Earned frequency less 10% 15% 20%
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 th: 75.00 50.00 35.00 25.00 20.00  
26 th: 72.50 47.50 33.00 23.00 19.00  
52 th: 70.00 45.00 31.00 22.00 18.00  
104 th: 67.50 42.50 29.00 20.50 17.00  
156 th: 65.00 40.00 27.00 19.00 16.00  
312 th: 62.50 37.50 25.00 17.50 15.00  
Before 6:00 am and after 8:00 pm—less 25% of above rates.

## AMITE

Tangipahoa Parish—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### WABL

1955

Media Code 4 219 0525 8.00  
Amite Broadcasting Company, P. O. Box 611, 118 N.E. Railroad Ave., Amite, La. 70422. Phone 8385.

- PERSONNEL**  
Sta. & Com'l Mgr.—C. W. Fitz.
- FACILITIES**  
500 w.; 1570 kc. days. Nondirectional. Operating schedule: sunrise to local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.

#### TIME RATES

Rates effective December 4, 1955. (Card No. 3)  
Card received January 13, 1956.

SPOT ANNOUNCEMENTS/PROGRAM RATES	1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time:	60.00	32.00	16.00	8.00	4.00
13 times:	57.00	30.40	15.20	7.60	3.8
26 times:	54.00	28.80	14.40	7.20	3.60
52 times:	51.00	27.20	13.60	6.80	3.40
150 times:	48.00	25.60	12.80	6.40	3.20
300 times:	45.00	24.00	12.00	6.00	3.00

## BASTROP (2 AM; 1 FM)

Morehouse Parish—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

### KTRY

1948

Media Code 4 219 0630 6.00  
Box 1075, Shelton Rd., Bastrop, La. 71220. Phone 318-281-3656.

**STATION'S PROGRAMMING DESCRIPTION**  
KTRY: Programmed for young adults, 25-49.

- PERSONNEL**  
Pres. & Gen'l Mgrs.—Jamie Patrick. New York—Frederick W. Smith.
- REPRESENTATIVES**  
New York—Frederick W. Smith.
- FACILITIES**  
250 w. days; 730 kc. Clear channel. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast during newscasts. For non-simulcast facilities see KTRY-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network.

#### TIME RATES

ET 8/1/62—Rec'd 8/27/62.

SPOT ANNOUNCEMENTS	1x	52x	156x	260x	312x	500+
1 min:	5.00	4.50	3.75	3.20	3.00	2.75
10-second 1D's—50% of applicable rate.						

## KTRY-FM

1974

Media Code 4 219 0631 4.00  
Jamie Patrick Broadcasting, Ltd., Box 1075, Shelton Rd., Bastrop, La. 71220. Phone 318-281-3656. See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
KTRY-FM: MUSIC: Standards.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 285 ft. above average terrain. Partial simulcast operation. Operated separately except for newscasts. For simulcast facilities see KTRY.

#### TIME RATES

No. 11 ET 2/1/74—Rec'd 1/28/74.

SPOT ANNOUNCEMENTS	1x	100x	300x	600x
1 min:	6	5	4	3
30 sec:	5	4	3	2
10 sec:	4	3	2	1

8 pm-sign-off, 75% of above rates.

- PACKAGE PLANS**  
20/wk—100x rate. 40/wk—600x rate. 30/wk—300x rate.

## KVOB

1957

Media Code 4 219 0735 3.00  
Hagan Broadcasting, Inc., 121 Hayne Ave., Bastrop, La. 71220. Phone 318-281-1383.

**STATION'S PROGRAMMING DESCRIPTION**  
KVOB: Mod & country pop. Ethnic-8 pm-1 am.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stan Hagan.
- REPRESENTATIVES**  
George T. Hopewell, Inc. C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.

Operating schedule: 5-1 am. CST.  
4. **AGENCY COMMISSION** 15%  
5. **GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS and MBS.

#### TIME RATES

ET 4/1/69—Rec'd 4/23/69.

SPOT ANNOUNCEMENTS	1 min	10 sec	15 sec	20 sec	30 sec
1 min:	6.00	5.00	4.50	4.00	3.50
30 sec:	4.80	4.00	3.60	3.20	2.80
10 sec:	50% of 1-min.				

## BATON ROUGE (7 AM; 4 FM)

East Baton Rouge Parish—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	24	19	24	19
B	19	15	19	15
C	18	14	16	10
D	14	13	14	9
AVERAGE	19	15	18	13

## WAFB (FM)

1969

Subscriber to the NAB Radio Code  
Media Code 4 219 0775 9.00

Guaranty Broadcasting Corp., Box 2471, 844 Govern ment St., Baton Rouge, La. 70821. Phone 504-348-4921.

**STATION'S PROGRAMMING DESCRIPTION**  
WAFB (FM): Solid Gold. Contact Representative for further details. Rec'd 6/29/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom E. Gibbens. Prog. & Prod. Mgr.—George Bonnell. Sales Manager—William W. Healey.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
ERP 100,000 w. (vert.), 100,000 w. (horiz.); 98.1 mc. Stereo. Operating schedule: 5 am-midnight daily. CST. Antenna ht.: 1,550 ft. above average terrain.

4. **AGENCY COMMISSION**



**WIBR**  
1948


Subscriber to the NAB Radio Code  
Media Code 4 218 0945 8.00  
Community Broadcasting Co., Inc., Box 1226, Baton Rouge, La. 70821. Phone 504-344-2666.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIBR: Programming hit music for adults 18-49. All PERSONALITIES promotions & listener participation 5-1 am. Contact Representative for further details. Rec'd 8/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert Earle.  
Station Manager—Bob Purlow.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w.; 1300 kc. Directional—separate patterns day and night.  
Operating schedule: 5-1 am. CST.

- AGENCY COMMISSION**  
.15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12a, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25b, 29b, 30, 31.  
Contracts: 40a, 41, 42, 43, 44, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60d, 61b, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

ET 1/1/70—Rec'd 11/14/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti  
AA ..... 15 14 13 12  
A ..... 13 12 11 10  
B ..... 10 9 8 7  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PACKAGE PLANS**  
PER WK, EA: TAP PLAN 1 min  
12 Plan (4AA, 4A, 4B) ..... 10  
24 Plan (4AA, 4A, 4B) ..... 9  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PROGRAM TIME RATES**  
1/4 hr. 30 5 min. 18  
DISCOUNTS  
26 wk contract ..... 52 wk contract ..... 10%

- SPECIAL FEATURES**  
News Service—10% extra.

**WJBO**  
1134

NBC Radio Network  
**AVCO**  
RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 219 1050 8.00  
Baton Rouge Broadcasting Co., Inc., Box 496, 444 Florida St., Baton Rouge, La. 70821. Phone 504-342-5271.

**STATION'S PROGRAMMING DESCRIPTION**  
WJBO: Programmed for adults and young adults. MUSIC: modern MOB & oldies. AIR PERSONALITIES handle all music segments, request line open daily. NEWS: network at :30; state/local at :15 & :45 in drive times; expanded report M-F 7:30-8 am; 10-min state/local network news at 12N, M-F. Agricultural news 5-8:30 am M-Sat. FEATURES: news/interviews M-F, 1:05-2 pm & Sun 9:05-10 am. SPORTS: Major League baseball, pro football, college & high school sports. Air personalities available for remotes M-F. Contact Representative for further details. Rec'd 10/12/72.

- PERSONNEL**  
President—Douglas L. Manabip.  
Station Manager—Roger S. Davison.  
Program Director—Don Grady.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
5,000 w.; 1150 kc. Directional—same pattern all hours.  
Operating schedule: 5:2-10:05 am. CST.

- AGENCY COMMISSION**  
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30, 32a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Avco Group Plan.  
Affiliated with NBC.  
Member: Farm Directors Radio Network.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti  
AA ..... 25.00 24.00 23.00 21.00  
A ..... 20.00 19.00 18.00 16.00  
B ..... 15.00 14.00 13.00 11.00  
30 SECONDS  
AA ..... 20.00 19.20 18.40 16.80  
A ..... 16.00 15.20 14.40 12.80  
B ..... 12.00 11.20 10.40 8.80  
ID's: 50% of applicable 1-min.

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
12 ti (4AA, 4A, 4B) ..... 15  
18 ti (6AA, 6A, 6B) ..... 14  
TRAFFIC PACKAGE  
(Mon thru Fri)  
AM & PM Drive, 8 per wk ea, 16 ti ..... 20

- TIME RATES**  
AM/PM COMBINATION  
ET 2/1/74—Rec'd 1/18/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—Daily 7 pm-midnight.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 156x 312x 520x 780x 1040x  
AAA ..... 22 20 18 16 14

October 1, 1974

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 156x 312x 520x 780x 1040x  
AA ..... 20 18 16 12 10  
A ..... 18 16 14 12 10  
B ..... 12 11 10 9 8

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only: 10% discount applicable combination rate.  
FM only: 30% of AAA combination rate.

- PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
12 ti (3AAA, 3AA, 4A, 2B) ..... 96  
18 ti (4AAA, 4AA, 6A, 4B) ..... 234  
24 ti (6AAA, 6AA, 8A, 4B) ..... 288  
30 ti (7AAA, 7AA, 10A, 6B) ..... 315  
ROS within time classifications.  
FM spots do not convert, no further discounts.  
Higher to lower—2 drivetime (AAA and/or AA) spots equal to 3 A; 2 A spots equal to 3 B spots.  
Lower to higher—2 spots of a lower classification equal to 1 of next higher classification.  
Combinability—weekly frequency spots in designated classifications may be added to Convertible Package Plans at applicable rates and are fully convertible.  
Transfer—Convertible Package Plan advertisers may switch to weekly Plan rates (i.e., number of Convertible Package spots before conversion) on non-retroactive basis for balance of contract.

- PROGRAM TIME RATES**  
1x 52x 104x 156x 260x  
5-min ..... 20 19 18 17 15

**WJBO-FM**  
1941

Subscriber to the NAB Radio Code  
Media Code 4 219 1051 4.00  
Baton Rouge Broadcasting Co., Inc., Box 496, 444 Florida St., Baton Rouge, La. 70821. Phone 504-342-5271.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJBO-FM: Programmed for young moderns. MUSIC: Progressive rock, 90%; NEWS & PUBLIC AFFAIRS 10%. 9 network newscasts per day; local at 7:05 & 8:05 am; plus every other hour on the half-hour. Sun: Classical 8 am-1 pm. Contact Representative for further details. Rec'd 8/24/72.

- PERSONNEL**  
Coordinator—Jeanne David.
- FACILITIES**  
ERP 100,000 w.; 102.5 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 475 ft. above average terrain.

- GENERAL ADVERTISING** See coded regulations  
Affiliated with Avco Group Plan.  
Sold in combination with WJBO. See that listing.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 1/1/73—Rec'd 12/4/72.

- SPOT ANNOUNCEMENTS**  
30% of WJBO AAA combination rate. See that listing.
- PROGRAM TIME RATES**  
1 hr 1/2 hr  
1 x ..... 40.35 20.18

**WLCS**  
1948

**Mg**  
mcgavren-guild  
pgw radio, inc.

Subscriber to the NAB Radio Code  
Media Code 4 219 1155 3.00  
Air Waves, Inc., Box 2546, 204 North St., Baton Rouge, La. 70821. Dickens 2-4411.

**PERSONNEL**  
Pres. & Gen'l Mgr.—Lamar Simmons.  
Sta. Mgr. & Prog. Dir.—Gane Nelson.

- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
1,000 w.; 910 kc. Directional—same pattern day and night.  
Operating schedule: 24 hours daily. CST.

- AGENCY COMMISSION**  
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3d, 4a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WQXY (FM).

- TIME RATES**  
No. MG-1 ET 4/1/71—Rec'd 4/5/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti  
AA ..... 25.00 24.00 23.00 21.00  
A ..... 20.00 19.00 18.00 16.00  
B ..... 15.00 14.00 13.00 11.00  
30 SECONDS  
AA ..... 20.00 19.20 18.40 16.80  
A ..... 16.00 15.20 14.40 12.80  
B ..... 12.00 11.20 10.40 8.80  
ID's: 50% of applicable 1-min.

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
12 ti (4AA, 4A, 4B) ..... 15  
18 ti (6AA, 6A, 6B) ..... 14  
TRAFFIC PACKAGE  
(Mon thru Fri)  
AM & PM Drive, 8 per wk ea, 16 ti ..... 20

- TIME RATES**  
AM/PM COMBINATION  
ET 2/1/74—Rec'd 1/18/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—Daily 7 pm-midnight.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 156x 312x 520x 780x 1040x  
AAA ..... 22 20 18 16 14

**WLUX**  
1943

Media Code 4 219 1260 1.00  
Capital City Communications, Inc., Box 2550, Baton Rouge, La. 70821. Phone 504-926-6614.

**STATION'S PROGRAMMING DESCRIPTION**  
WLUX: All gospel format. Rec'd 1/30/74.

- PERSONNEL**  
Owner—Erwin A. Larose.  
Gen'l Mgr. & Prog. Dir.—Jimmy Swaggart.
- FACILITIES**  
5,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 25a, 27, 28b, 28c, 29a, 32b.  
Contracts: 40a, 41, 42a, 42c, 44b, 45, 46, 47a, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 71a, 72, 73c.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

- TIME RATES**  
ET ..... Rec'd 9/11/72.

- SPOT ANNOUNCEMENTS**  
1 min ..... 9 x 26x 52x  
10/30 sec ..... 7.20 6.80 6.00

**WQXY (FM)**  
1966

Media Code 4 219 1365 8.00  
Air Waves, Inc., Box 2546, 204 North St., Baton Rouge, La. 70821. Phone 504-342-4411, 344-6755.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WQXY (FM): Programmed for adults & young adults. MUSIC: standards & general popular, mainly instrumentals, some vocals, including film soundtracks, showtunes. NEWS: 2-min news & weather at 8:00; weather at :30 & 10 am drive at :15 & :45. COMMERCIAL POLICY: Maximum 8 minutes (4 breaks) per hour. Contact Representative for further details. Rec'd 3/26/73.

- FACILITIES**  
ERP 100,000 w.; 100.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 750 ft. above average terrain.

- TIME RATES**  
No. 2 ET 5/1/74—Rec'd 5/13/74.

- SPOT ANNOUNCEMENTS**  
1 min ..... 6 ti 12 ti 18 ti 24 ti  
PER WK: 9.50 9.25 9.00 8.50  
30 sec ..... 7.50 7.25 7.00 6.50

**WXOK**  
1952

**Independent Black**

Media Code 4 219 1470 6.00  
Security Broadcasting of Baton Rouge, Inc., Box 86475, Central City Station, Baton Rouge, La. 70806. Phone 504-927-7080.

**STATION'S PROGRAMMING DESCRIPTION**  
WXOK: Programmed for black listeners. MUSIC: R & B M-F except 5-6 am & 10 am-noon & Sun 5 am-2 pm. NEWS: network plus full time local news department; black community news hly. SPORTS: black college & high school football, basketball & baseball. Contact Representative for further details. Rec'd 10/15/73.

- PERSONNEL**  
President—Ed Muniz.  
Gen'l & Sales Mgr.—Lew Carter.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
South, Southeastern—Carter S. Jones Agency.

- FACILITIES**  
5,000 w. days, non-directional; 1000 w. night directional; 1460 kc.  
Operating schedule: 5-1 am daily. CST.

- AGENCY COMMISSION**  
15/0; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15h.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26b, 28c, 29a, 30.  
Contracts: 40a, 41, 42d, 43, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61d, 61e, 61f, 61g, 61h, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with Mutual Black Network.

- TIME RATES**  
ET ..... Rec'd 10/15/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 5-6 am, 10 am-3 pm, 7-9 pm; Sun 5 am-9 pm.  
A—After 9 pm.

- SPOT ANNOUNCEMENTS**  
1 min ..... 6 ti 12 ti 18 ti 24 ti  
PER WK: 6 ti 12 ti 18 ti 24 ti  
AAA ..... 20 19 18 17 17 15 14 13  
AA ..... 16 15 14 13 13 12 11 10  
A ..... 13 12 11 10 10 9 8 7

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
10 ti (4AAA, 4AA, 2A) ..... 13 10  
15 ti (6AAA, 6AA, 3A) ..... 11 8

- TRAFFIC PLAN**  
12 ti (8 AM Drive, 6 PM Drive) ..... 16 12

**LOUISIANA**
**WYNK**  
1966

**Jack Masla & Company, Inc.**  
**Modern Country Music**

Media Code 4 219 1575 2.00  
Miss-Lou Broadcasting Corp., Box 2541, 820 Commerce Bldg., Baton Rouge, La. 70821. Phone 504-343-8349.

**STATION'S PROGRAMMING DESCRIPTION**  
WYNK: Modern country music for adults 18-49. NEWS: 5 min network news at :30; local and regional news at :30; expanded newscasts 3 times daily. Weather at :20, :35, & :45. Community news twice daily. Farm show for 1/2 hour 6 days weekly. Completely equipped mobile studios for remotes. Contact Representative for further details. Rec'd 12/29/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—R. D. McGregor.  
Program Director—Jim Horn.  
Chief Engineer—Lewl Gooch.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.

- FACILITIES**  
5,000 w. days; 1380 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 8 am-2:05 pm. For non-simulcast facilities see WYNK-FM.

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 12b, 14b, 15b.  
Basic Rates: 21b, 25a, 28b, 28c, 29a, 30.  
Contracts: 40a, 42c, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61c.  
Cancellation: 71a, 72a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

- TIME RATES**  
ET 1/1/69—Rec'd 3/3/69.

- SPOT ANNOUNCEMENTS**  
1 min 30 sec 10 sec  
1 x ..... 16.00 13.00 8.00  
52 x ..... 15.00 12.00 7.50  
104 x ..... 14.00 11.00 7.00  
156 x ..... 13.00 10.00 6.50  
208 x ..... 12.00 9.00 6.00  
260 x ..... 11.00 8.00 5.50  
312 x ..... 10.00 7.00 5.00  
500 x ..... 9.00 6.50 4.50  
1000 x ..... 8.00 6.00 4.00

- PACKAGE PLANS**  
WKLY: 10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 50 ti  
1 min 12.50 10.00 11.50 11.00 10.50 10.00 9.50 8.50  
30 sec 10.50 10.00 9.50 9.00 8.50 8.00 7.50 7.00  
10 sec 6.25 6.00 5.75 5.50 5.25 5.00 4.75 4.25

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 90 65 40 30 20

**WYNK-FM**  
1968

Media Code 4 219 1576 0.00  
Miss-Lou Broadcasting Corp., Box 2541, 333 Laurel St., Baton Rouge, La. 70821. Phones 504-343-8349-0.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYNK-FM: Modern country music for adults 18-49. NEWS: 5 min network news at :30; local and regional news at :30; expanded newscasts 3 times daily. Weather at :20, :35, & :45. Community news twice daily. Farm show for 1/2 hour 6 days weekly. Completely equipped mobile studios for remotes. Contact Representative for further details. Rec'd 12/29/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—R. D. McGregor.  
Program Director—Jim Horn.  
Chief Engineer—Lewl Gooch.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.

- FACILITIES**  
5,000 w. days; 1380 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
Antenna ht.: 403 ft. above average terrain.  
Partial simulcast operation. Operated separately 5-6 am & 5 pm-midnight. For simulcast facilities see WYNK.

- TIME RATES**  
60% of applicable WYNK rate. See that listing.

**BOGALUSA (2 AM)**  
Wannington Parish—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WBOX**  
1954

Media Code 4 219 1680 0.00  
Pearl River Broadcasting Corp., Box 897, Old Vardado Hwy., Bogalusa, La. 70427. Phone 504-732-4288.

**STATION'S PROGRAMMING DESCRIPTION**  
WBOX: Country Music.  
**PERSONNEL**  
General Manager—Dan Marcy.

- REPRESENTATIVES**  
Chicago, Dallas, Los Angeles, San Francisco—Mario Messina Company.  
New York City—Charles Bernard Co., Inc.
- FACILITIES**  
1,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Member: Country Music Network.

- TIME RATES**  
ET 1/1/71—Rec'd 2/15/71.

- SPOT ANNOUNCEMENTS**  
1 min ..... 6 ti 12 ti 18 ti 24 ti 30 ti  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min ..... 6.00 5.50 5.00 4.50 4.00  
30 sec ..... 5.00 4.50 4.00 3.50 3.00  
10 sec ..... 3.0

# LOUISIANA

Bogalusa—Continued

## WIKC

1947

Media Code 4 219 1785 7.00  
WIKC Radio, a div. of Adam Properties, Inc., Box 406, Rio Grande St., Bogalusa, La. 70427. Phone 44-735-1355.

STATION'S PROGRAMMING DESCRIPTION  
WIKC: MUSIC: MOR & top 40.

- PERSONNEL  
Pres. & Gen'l Mgr.—G. S. Adams, Jr.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION  
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Eff 9/1/64—Rec'd 8/28/64.

- SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 156x 260x 312x  
Min/less 5.00 4.70 4.40 4.10 3.80 3.50 3.25 3.00
- SPECIAL FEATURES  
5-MINUTE NEWS AT :30  
1x 8.00 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
HEADLINES AT :30  
1x 5.00 4.70 4.40 4.10 3.80 3.50 3.20 2.90

## COLUMBIA

Caldwell Parish—Map Location C-2.  
See SRDS consumer market map and data at beginning of the State.

## KCTO

1968

Subscriber to the NAB Radio Code  
Media Code 4 219 1820 2.00  
Caldwell Broadcasting Co., Inc., Box 666, Columbia, La. 71418. Phone 318-649-2331. 2756.

STATION'S PROGRAMMING DESCRIPTION  
KCTO: Programmed for adults.

- PERSONNEL  
General Manager—Joe Steiner.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
1,000 w.; 1540 kc. Non-Directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15% time only; 2% discount if paid 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Eff 1/1/69—Rec'd 3/10/69.

- SPOT ANNOUNCEMENTS  
1x 51x 151+  
1 min. 3.50 3.00 2.80  
30 sec. 2.75 2.50 1.75

## COVINGTON

St. Tammany Parish—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WARB

1953

Subscriber to the NAB Radio Code  
Media Code 4 219 181 5.00  
WARB, Inc., P. O. Box 568, Hammond Hwy., Covington, La. 70433. Phone 1600.

- PERSONNEL  
Manager—Hick Webb.
- FACILITIES  
260 w.; 780 kc. days. Nondirectional. Operating schedule: local sunrise to local sunset. CST.
- AGENCY COMMISSION  
15/2 time only; 10th of following month.

### TIME RATES

Eff Rec'd 8/4/74.

- SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 156x 312x  
1 min 4.25 4.00 3.85 3.60 3.40 3.25 3.00  
30 sec 3.50 3.25 3.00 2.75 2.50 2.25 2.00

## CROWLEY (2 AM)

Acadia Parish—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## KAJN

1972

Media Code 4 219 1942 4.00  
Rice Capital Broadcasting Co., Inc., Box 1561, 110 W. Third, Crowley, La. 70526. Phone 318-788-1560.

STATION'S PROGRAMMING DESCRIPTION  
KAJN: Contemporary.

- PERSONNEL  
General Manager—Joel Scarborough.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
1,000 w.; 1560 kc. Directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### NATIONAL AND LOCAL RATES SAME

No. 1 Eff 2/1/72—Rec'd 8/23/72.  
A—6:30-8 am & 4:30-6 pm.

- SPOT ANNOUNCEMENTS  
PER WK:  
1 min. 4.00 3.90 3.70 3.60  
30 sec. 2.75 2.65 2.50 2.25  
15 sec. 2.00 1.90 1.75 1.50  
PER YR: Flat 52x 104x 156x 312x 724x  
1 min. 3.75 3.50 3.25 3.00 2.75 2.50  
30 sec. 3.00 2.75 2.50 2.25 2.00 1.75  
15 sec. 2.15 2.10 2.00 1.85 1.70 1.50
- PACKAGE PLANS  
PER MO. ROS:  
1 min. 3.75 3.50 3.25  
30 sec. 2.50 2.30 1.85  
15 sec. 1.75 1.50 1.25

## KSIG

1947

Subscriber to the NAB Radio Code  
Media Code 4 219 1995 2.00  
KSIG Broadcasting Co., Inc., 320 N. Parkerson Ave., Crowley, La. 70526. Phone 318-783-2520.

- PERSONNEL  
General Manager—Louis M. Basso.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 5:30 am-11 pm. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Farm Radio Network.

### TIME RATES

No. 8 Eff 10/1/73—Rec'd 1/8/74.

- SPOT ANNOUNCEMENTS  
PER YR: 1x 52x 104x 156x 260x 600x  
1 min. 4.00 3.75 3.50 3.25 3.00 2.75  
30 sec. 3.50 3.25 3.00 2.75 2.50 2.25  
15 sec. 2.25 2.15 2.05 1.85 1.80 1.70  
(\*) Contract  
Guaranteed with 10-min protection.  
Not usable Mon thru Sat 6:30-8 am.
- PACKAGE PLANS  
PER MO. ROS:  
Ea 25 ti 50 ti 100 ti  
2.75 2.50 2.25

## DENHAM SPRINGS

Livingston Parish—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WLB1

1959

### Mutual Network

Subscriber to the NAB Radio Code  
Media Code 4 219 210 4.00  
Livingston Broadcasting Corp., Box 68, Denham Springs, La. 70726. Phone 504-665-5154.

- PERSONNEL  
General Manager—Lou Millet.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
250 w.; 1220 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 4 Eff 12/73—Rec'd 1/3/74.

- SPOT ANNOUNCEMENTS  
30+ DAY CONTRACT:  
1 min. 4.50 4.25 4.00 3.75 3.50  
30 sec. 4.00 3.75 3.50 3.25 3.00  
15 sec. 2.50 2.40 2.30 2.15 2.00  
PER WK:  
1 min. 4.25 4.00 3.85 3.50 3.25  
30 sec. 3.75 3.50 3.25 3.00 2.75  
15 sec. 2.30 2.20 2.10 2.00 1.75  
To run 7 consec days.
- PACKAGE PLANS  
100 TI, ROS: 1 min 30 sec  
14 consec days 275.00 225.00  
All packages ROS, some AM & PM drivetime guaranteed.

## De RIDDER

Beauregard Parish—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## KDLA

1951

Subscriber to the NAB Radio Code  
Media Code 4 219 2205 5.00  
Century Broadcasting Co., Washington and 1st St., De Ridder, La. 70634. Phone 318-463-7600.

- PERSONNEL  
Manager—Wayne L. Sanders.
  - FACILITIES  
1,000 w.; 1010 kc. Non-directional. Operating schedule: local sunrise to local sunset. CST.
  - AGENCY COMMISSION  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES  
Rates effective September 1, 1959.  
Rates received August 31, 1959.

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time....	30.00	18.50	10.00	6.50	4.00
15 times.....	28.50	17.75	9.50	6.80	3.80
26 times.....	27.00	17.00	9.00	6.10	3.60
52 times.....	25.50	16.25	8.50	5.90	3.40
104 times.....	24.00	15.50	8.00	5.70	3.20
260 times.....	22.50	14.75	7.50	5.50	3.00
312 times.....	21.00	14.00	7.00	5.30	2.80

## DONALDSONVILLE

Ascension Parish—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KSM1 (FM)

1972

Media Code 4 219 2227 9.00  
LaFourche Valley Enterprises, Inc., Box 797, Hwy. 1, S., Donaldsonville, La. 70346. Phone 504-473-3808.

- PERSONNEL  
Owner/Manager—Milke P. LeBlanc.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 Eff 7/72—Rec'd 6/13/73.

- SPOT ANNOUNCEMENTS  
PER WK:  
10 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 4.00 3.50 3.00 2.40 2.00  
30 sec. 3.00 2.50 2.00 1.75 1.50  
10 sec. 2.00 1.75 1.50 1.20 1.00

## EUNICE

St. Landry Parish—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KEUN

1952

Subscriber to the NAB Radio Code  
Media Code 4 219 2310 3.00  
Tri-Parish Broadcasting Co., Inc., Box 1049, 211 S. 2nd St., Eunice, La. 70535. Phone 318-457-3041.

- PERSONNEL  
General Manager—Thomas C. Voinche.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
1,000 w.; 1490 kc. Non-directional. Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time only.

### TIME RATES

Eff 6/1/73—Rec'd 5/11/73.

- SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 260x 312x  
1 min. 5.00 4.50 4.30 4.10 3.90 3.70  
30 sec. 4.50 4.00 3.80 3.60 3.40 3.20

## FARMERVILLE

Union Parish—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KTDL

1962

Media Code 4 219 2415 0.00  
Union Broadcasting Co., Inc. Box 64, Farmerville, La. 71241. Phone 318-368-2941.

- PERSONNEL  
General Manager—Doyle L. Barron.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
1,000 w. days; 1470 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Radio Network.

### TIME RATES

No. 3 Eff 7/1/74—Rec'd 6/27/74.

- SPOT ANNOUNCEMENTS  
PER MO: 1 ti 25 ti 50 ti 75 ti 100 ti 150+  
1 min. 3.00 2.80 2.70 2.50 2.40 2.25  
30 sec. 2.70 2.50 2.30 2.20 2.10 2.00  
10 sec. 2.10 2.00 1.85 1.75 1.70 1.60

## FERRIDAY (1 AM; 1 FM)

Concordia Parish—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## KFNv

1956

Media Code 4 219 2520 7.00  
Miss-Lou Broadcasting Co., Box 592, 917 S. 4th St., Ferriday, La. 71334. Phone 318-757-4200, 336-5923.

- PERSONNEL  
Manager—George Wilson.
- FACILITIES  
1,000 w.; 1600 kc. days. Non-directional. Operating schedule: 6:00 am. to local sunset. CST.
- AGENCY COMMISSION  
15/0 time and talent; 1st of month.

### TIME RATES

Eff 1/1/61—Rec'd 11/25/60.

### 6. SPOT ANNOUNCEMENTS

	1x	15x	26x	52x	104x
1 min.....	3.00	2.85	2.70	2.55	2.40
30 sec.....	2.60	2.45	2.30	2.15	2.00

## KFNv-FM

1971

Media Code 4 219 2521 5.00  
Miss-Lou Broadcasting Co., Box 592, 917 S. Fourth St., Ferriday, La. 71334. Phone 318-336-5973, 757-4200.

- FACILITIES  
See affiliated AM station for additional information.
- FACILITIES  
ERP 3,000 w.; 93.5 mc. Stereo. Operating schedule: 6 am-10 pm. CST. Antenna ht.: 153 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates are identical to KFNv. See that listing.

## FRANKLIN

St. Mary Parish—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KFRA

1961

Subscriber to the NAB Radio Code  
Media Code 4 219 2625 4.00  
KFRA, Inc., Box 427, 103 Wilson St., Franklin, La. 70538. Phone 318-828-5372.

- PERSONNEL  
Exec. Vice-Pres. & Gen'l Mgr.—Chris Duplchain.
- FACILITIES  
500 w. days; 1390 kc. Non-directional. Operating schedule: 6 am-6 pm. CST.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 8 Eff 1/1/74—Rec'd 1/4/74.

- SPOT ANNOUNCEMENTS  
10x 20x 40x 80x 160x 320x 640x  
1 min 3.40 3.30 3.20 3.10 3.00 2.90 2.80  
30 sec 2.80 2.70 2.60 2.50 2.40 2.30 2.20  
20 sec 2.20 2.10 2.05 2.00 1.90 1.85 1.80  
10 sec 1.90 1.85 1.80 1.75 1.70 1.65 1.60

## FRANKLINTON

Washington Parish—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WFCG

1966

Media Code 4 219 2677 5.00  
Gaco Broadcasting Corp., Box 404, Franklinton, La. 70438. Phone 504-839-4110.

- PERSONNEL  
Manager—John H. Knight.
- FACILITIES  
1,000 w.; 1110 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network.

### TIME RATES

Eff 4/1/71—Rec'd 5/16/71.

- SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 156x 312x  
1 min 3.50 3.25 3.00 2.75 2.50 2.25 2.00

## GARYVILLE

St. John the Baptist Parish—Map Location E-5.  
See SRDS consumer market map and data at beginning of the State.

## WKQT

1970

Media Code 4 219 2705 4.00  
222 Corporation, Drawer B, Airline Hwy., Garyville, La. 70051. Phone 504-535-2424.

- PERSONNEL  
General Manager—Sidney J. Levett, III.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
500 w. days; 1010 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WCKW (FM), Laplace. Affiliated with American Information Network.

### TIME RATES

No. 6-A Eff 9/1/74—Rec'd 9/5/74.

- SPOT ANNOUNCEMENTS  
PER WK: 6 ti 10 ti 15 ti 20 ti 25 ti 35 ti  
1 min. 5.86 5.61 5.31 5.01 4.72 4.07  
30 sec. 4.72 4.42 4.13 3.82 3.53 2.93
- DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

## GOLDEN MEADOW

(1 AM; 1 FM)  
LaFourche Parish—Map Location E-6.  
See SRDS consumer market map and data at beginning of the State.

(Golden Meadow continued on next page)



## Golden Meadow—Continued

KLEB  
1983

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 219 2730 2.00  
KLEB Broadcasting, Inc., 1842 Henry St., Golden  
Meadow, La. 70357. Phone 504-475-5141.  
STATION'S PROGRAMMING DESCRIPTION  
KLEB: C&W music, French music & news 6-8 am.

- PERSONNEL  
Pres. & Gen'l Mgr.—J. A. Ezle.
  - FACILITIES  
1000 w.; 1600 kc. Non-directional  
Operating schedule: Sunrise-local sunset, CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KLEB-FM.
  - AGENCY COMMISSION  
15/0; 10 days from invoice date.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES  
No. 8 Eff 7/74—Rec'd 6/17/74.
7. PACKAGE PLANS  
PER WK: 5 ti 10 ti 21 ti 35 ti 50+  
1 min..... 4.40 4.10 3.85 3.60 3.30  
30 sec..... 3.85 3.60 3.30 3.00 2.75  
10 sec..... 2.75 2.50 2.25 2.00 1.75
10. SPECIAL FEATURES  
French—6-8 am all spots, extra 15%.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

KLEB-FM  
1968

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 219 2731 0.00  
KLEB Broadcasting Inc., 1842 Henry St., Golden  
Meadow, La. 70357. Phone 504-475-5141.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KLEB-FM: Contemporary format.

- FACILITIES  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 195 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-midnight for simulcast facilities see  
KLEB.

TIME RATES

Rates are identical to KLEB. See that listing.

## GONZALES

Ascension Parish—Map Location E-5  
See SRDS consumer market map and data at begin-  
ning of the State.

WSLG

1969

Media Code 4 219 2755 9.00  
Ascension Parish Broadcasting Corp., Box 236, Gon-  
zales, La. 70737. Phone 504-644-5883.  
STATION'S PROGRAMMING DESCRIPTION  
WSLG: Programmed for general interest.

- PERSONNEL  
General Manager—Carl Sauceman.
- REPRESENTATIVES  
South—Southern Spot Sales, Inc.
- FACILITIES  
500 w.; 1090 kc. Directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

13 WK:	ET—Rec'd 11/6/69.							
	1 ti	3 ti	7 ti	14 ti	21 ti	28 ti	56 ti	
1 min	6.00	4.50	3.75	3.40	3.00	2.70	2.40	
30 sec	4.00	3.00	2.50	2.25	2.00	1.80	1.60	
PER WK:								
1 min	6.00	4.50	3.95	3.55	3.15	2.85	2.50	
30 sec	4.00	3.00	2.65	2.35	2.10	1.90	1.70	

## GRETNA

Jefferson Parish—Map Location E-5  
See SRDS consumer market map and data at begin-  
ning of the State.

KGLA

1969

Media Code 4 219 2780 7.00  
West Jefferson Broadcasting, Inc., Box 508, Gretna,  
La. 70053. Phone 504-347-8491.

- PERSONNEL  
President—Ralph M. Hartwell, M.D.  
General Manager—Sal Giangrosso.  
Program Director—Ron Jones.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
500 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only. Payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Rate Protection: 15.  
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 25a, 26,  
28c, 29a.  
Contracts: 40a, 41, 44a, 47a, 49, 51a, 51b,  
Comb.; Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 3/1/72—Rec'd 6/2/72.  
AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

CLASS AA	1x 100x 250x 500x 1000x						
	1 min	11	11	10	9	8	6
30 sec	11	10	9	8	7	6	5
CLASS A	1x 10x 25x 50x 100x						
1 min	10	9	8	7	6	5	4
30 sec	10	9	8	7	6	5	4
PER MO. NOS:						1 min 30 sec	
100 ti						5	4

## 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—MON THRU FRI  
20 PER WK: 1 min 30 sec  
1 per day 7-9 am, 10 am-2 pm, 3-6 pm: 125 100  
3 Sat (ROS); 3 Sun (ROS) 125 100

- SPECIAL FEATURES  
NEWSCASTS  
AA 15 A 10

## HAMMOND (1 AM; 1 FM)

Tangipahoa Parish—Map Location E-4  
See SRDS consumer market map and data at begin-  
ning of the State.

WFPR

1947

Subscriber to the NAB Radio Code  
Media Code 4 219 2835 9.00  
La. Tel. Broadcasting Corp., Box 1779, Guaranty Bank Bldg., Ham-  
mond, La. 70401. Phone—Studio 504-345-3588.

- PERSONNEL  
Pres. & Gen'l Mgr.—John A. Chauvin.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-direc-  
tional.  
Operating schedule: 4:30-1 am. CST.
  - AGENCY COMMISSION  
15%; after 60 days 1-1/2%.
- TIME RATES  
ET—Rec'd 11/2/73.

6. SPOT ANNOUNCEMENTS	6-10 am				Other times			
	1x	50x	1x	50x	1x	50x	1x	50x
1 min	6.00	5.25	5.00	5.00	4.50	4.00	4.00	4.00
30 sec	4.50	4.00	3.75	4.00	3.50	3.00	3.00	3.00

## WTGI (FM)

1965

Subscriber to the NAB Radio Code  
Media Code 4 219 2940 7.00  
Biosman Broadcasting System, Box 70, Hwy. 51 N.,  
Hammond, La. 70401. Phone 504-345-5922.  
STATION'S PROGRAMMING DESCRIPTION  
WTGI (FM): Modern country & MOR, rock.

- PERSONNEL  
Gen'l & Sales Mgr.—Paul Varnado.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
ERP 100,000 w.; 103.3 mc.  
Operating schedule: 5-1 am. CST.  
Antenna ht.: 210 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES

6. SPOT ANNOUNCEMENTS	NATIONAL AND LOCAL RATES SAME							
	ET—Rec'd 9/7/65.							
13 WK:	1x	13x	26x	52x	104x	156x	260x	365x
	1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

Frequency discounts based on contractual year.

## HAYNESVILLE

Caliborne Parish—Map Location C-2  
See SRDS consumer market map and data at begin-  
ning of the State.

KLUV

1947

Media Code 4 219 3045 4.00  
Haynesville Broadcasting Corp., Box 189, 108 E.  
Main St., Haynesville, La. 71038. Phone 318-624-  
0105.

- PERSONNEL  
Treas., Dir. & Gen'l Mgr.—Joseph P. Robillard.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
1,000 watts; 1580 kilocycles.  
Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	ET 1/1/73—Rec'd 1/3/73.							
	PER WK:							
13 WK:	1 ti	10 ti	21 ti	35 ti	50 ti	70 ti	100+	
	1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	
20 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50	
10 sec	2.75	2.50	2.25	2.00	1.75	1.50	1.25	

Annual contract, minimum 50 spots per mo, earns  
10% discount on total contract.

## HOUMA (1 AM; 2 FM)

Terrebonne Parish—Map Location E-6  
See SRDS consumer market map and data at begin-  
ning of the State.

KCIL (FM)

1965

Media Code 4 219 3151 0.00  
KCIL, Inc., Box 1031, 906 Belanger St., Houma, La.  
70360. Phone 504-872-6829.  
See affiliated AM station for additional information.  
AM facilities: KJIN.

## STATION'S PROGRAMMING DESCRIPTION

KCIL (FM): Programmed for adults.  
AIR PERSONALITIES handle all segments. MUSIC:  
modern country music. NEWS: community oriented  
local and regional coverage. 2 mobile units for  
remote on the scene broadcasting. 15 min news at  
8 am and noon; all others 2 min on hour. Commu-  
nity calendars hourly. News interviews each weekday.  
SPORTS: live coverage of 4 area high schools; col-  
lege football by network. Personalities available for  
remote broadcasts. Contact Representative for further  
details. Rec'd 1/15/74.

- PERSONNEL  
Prog. Dir./Sales—Lee Webster.
- FACILITIES  
ERP 3,000 w (horiz.), 3,000 w. (vert.); 107.1 mc.  
Stereo.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 300 ft. above average terrain.

TIME RATES

Rates are identical to KJIN. See that listing.

## KHOM (FM)

1968

Subscriber to the NAB Radio Code  
Media Code 4 219 3175 9.00  
La. Tel. Broadcasting Corp., Box 422, 2306 W.  
L. Mett, Houma, La. 70360. Phone 504-876-5466.  
Office & Studio: 309 St. Phillip St., Thibodaux, La.  
70301. Phone 504-446-8781.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Raymond Saadi.  
Sales Managers—Anthony (Rod) Rodrigue (Houma),  
Marie Bergeron (Thibodaux).
- FACILITIES  
ERP 56,000 w.; 104.1 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.  
Contracts: 40a, 47a.  
Comb.; Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82

TIME RATES

6. SPOT ANNOUNCEMENTS	No. 4 ET 6/4/72—Rec'd 9/11/72.							
	PER WK. EA:							
13 WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti		
	1 min	5.85	5.30	4.75	4.15	3.85	3.55	
30 sec/less	4.75	4.25	3.80	3.30	3.10	2.85		

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.  
Contracts: 40a, 47a.  
Comb.; Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82

TIME RATES

6. SPOT ANNOUNCEMENTS	No. 3N ET 2/1/74—Rec'd 1/24/74.							
	PER MO:							
13 WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti		
	1 min	5.00	4.50	4.00	3.50	3.20	3.00	
30 sec	4.50	4.00	3.50	3.00	2.75	2.50		

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.  
Contracts: 40a, 47a.  
Comb.; Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82

TIME RATES

6. SPOT ANNOUNCEMENTS	No. 3N ET 2/1/74—Rec'd 1/24/74.							
	PER MO:							
13 WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti		
	1 min	5.00	4.50	4.00	3.50	3.20	3.00	
30 sec	4.50	4.00	3.50	3.00	2.75	2.50		

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24c, 33c.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73a.  
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS	No. 3N ET 2/1/74—Rec'd 1/24/74.							
	PER MO:							
13 WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti		
	1 min	5.00	4.50	4.00	3.50	3.20	3.00	
30 sec	4.50	4.00	3.50	3.00	2.75	2.50		

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 29b, 28c,  
29a, 33b.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73a.  
Prod. Services: 80, 82.

TIME RATES

6. SPOT ANNOUNCEMENTS	No. 3N ET 2/1/74—Rec'd 1/24/74.							
	PER MO:							
13 WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti		
	1 min	5.00	4.50	4.00	3.50	3.20	3.00	
30 sec	4.50	4.00	3.50	3.00	2.75	2.50		

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
Applies only to written contracts of 5+ spots per wk.

## LOUISIANA

10. SPECIAL FEATURES	SIMULCAST NEWS/SPORTS/WEATHER							
	10x	20x	65x	130x	195x	260x		
5 min	10.20	9.50	9.00	8.75	8.50	8.25		
2 min	8.00	7.00	6.50	6.00	5.50	4.75		
Women's World/Virginia Wade—10:30 am-noon:								
1 min	5.50	3.00	2.50	2.00	1.50	1.25		

## JENA

LaBelle Parish—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

KCKW

1962

Subscriber to the NAB Radio Code  
Media Code 4 219 3255 9.00  
LaSalle Broadcasters, Drawer KK, Jena, La. 71342.  
Phone 992-4155.

- PERSONNEL  
General Manager—Robert Wagner.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
500 w. days; 1,480 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS	Rates effective October 1, 1962. Rates received October 5, 1962.							
	1 min							
13 WK:	1 time	15 times	30 times	45 times	60 times	75 times	90 times	105 times</

# LOUISIANA

## Jonesboro—K T O C—Continued

TIME RATES		Rates effective	
Card received May 29, 1961.		PROGRAM RATES	
1	1/2	1/4	5
hr.	hr.	hr.	min.
1 time.....	45.00	30.00	18.00
3 times.....	38.25	25.50	15.30
5 times.....	36.00	24.00	14.45
10 times.....	33.75	22.50	13.50
15 times.....	31.50	21.00	12.60
30 times.....	29.25	19.50	11.70
313 times.....	27.50	18.00	10.80

## LAFAYETTE (3 AM; 2 FM)

Lafayette Parish—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### KPEL KPEL-FM

1950 **RAB** **NAB**  
Subscriber to the NAB Radio Code  
Media Code 4 219 3570 1.00  
Radio Lafayette, Inc., Box 53046, 219 Audubon  
Blvd., Lafayette, La. 70501. Phone 318-234-7418.

**STATION'S PROGRAMMING DESCRIPTION**  
KPEL: Programmed for adults.  
All PERSONALITIES handle all segments.  
MUSIC: MOR. NEWS: 35 times per day—network & local, heavy emphasis on actualities. SPORTS: originate college football, 7 area high school football, college basketball, high school basketball, pro baseball. PUBLIC AFFAIRS: community billboards hourly, telephone talk-back programs, interviews programs. Contact Representative for further details. Rec'd 3/30/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George Crouchet, Jr.  
Vice-Pres. & Sta. Mgr.—Ron Gomez.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1430 kc. Directional—night only.

Operating schedule: 5-2 am. CST.  
FM-ERP 38,100 w.; 99.9 mc.

Operating schedule: Same as AM.  
Antenna ht.: 195 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 28c.  
Contracts: 40a, 41, 46.

Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.

Prod. Services: 80, 82.  
15 minute separation from competitive announcements guaranteed.

**TIME RATES**  
Rec'd 4/30/69.

**7. PACKAGE PLANS**

PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti

1 min..... 7.00 6.50 6.00 5.50 5.00

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**6. PROGRAM TIME RATES**

1 x..... 30 20 15

**K S M B (FM)**

1965 **NAB**

Media Code 4 219 3675 8.00

Communications Broadcasting, Inc., Box 51928, Oil  
Center Sta., Northgate Mall, Lafayette, La. 70501.  
Phone 318-232-1311.

**1. PERSONNEL**  
Station Manager—Tom Galloway.  
Sales Manager—Harry D. Thompson.  
Program Manager—Mike Mitchell.

**2. REPRESENTATIVES**  
Southwest—Paul Miller & Company.

**3. FACILITIES**  
ERP 29,500 w.; 94.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 234 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11c, 12f, 13f, 14b, 15c.

Basic Rates: 20b, 21a, 22a, 24b, 29a, 30.  
Contracts: 40a, 42d, 44b, 46, 47a, 48, 50, 51a.

Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 71a, 72.

Prod. Services: 82.  
Affiliated with American Contemporary Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET 10/1/73—Rec'd 11/1/73.

**6. SPOT ANNOUNCEMENTS**

1 min..... 1x 13x 26x 52x

30 sec..... 5.00 4.50 4.25 4.00

10 sec..... 3.75 3.25 3.00 2.75

10 sec..... 2.50 2.30 2.30 2.20

**KVOL**

1935 **NAB**

A Kirk Broadcasting Station

Subscriber to the NAB Radio Code

Media Code 4 219 3780 6.00

KVOL, Inc., Box 3030, 123 E. Main, Lafayette, La.  
70501. Phone 318-234-5151.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Evan H. Hughes.  
Commercial Manager—Lynn Stevens.  
Station Manager—Jim Trahan.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

Atlanta, Dallas—Busby, Finch and Woods, Inc.  
Michigan, Ohio, Pittsburgh—Pearse Sales.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1330 kc.

Directional—night only.  
Operating schedule: 5:30-1:10 am. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.

Basic Rates: 21a, 21b, 24c, 25a, 28c, 30.  
Contracts: 40a, 45, 46, 47a, 48, 49, 50, 51a, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61a,  
61b, 61c, 62d.

Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**

AA—Mon thru Sat 6:30-9:30 am, 11:30 am-1 pm &  
4-6:30 pm.

AA—All other times.

**6. SPOT ANNOUNCEMENTS**

ROS: 1 min 30 sec 10 sec

AA..... 7.00 5.75 3.75

..... 6.00 4.75 3.25

Maximum 20% traffic, as available.

**7. PACKAGE PLANS**

PER WK: 5 ti 10 ti 20 ti 40 ti 10 ti 20 ti 40 ti

1 min 6.75 6.50 6.25 6.00 5.75 5.50 5.25 5.00

30 sec 5.50 5.25 5.00 4.75 4.50 4.25 4.00 3.75

**MONTHLY SATURATION PLAN**

4 WKS, 30 DAYS, ROS: 1 min 30 sec

100 ti, ea..... 4.35 3.35

200 ti, ea..... 4.15 3.15

Maximum 10 ti daily.

**8. PROGRAM TIME RATES**

AA..... 1/4 hr 10 min 5 min

..... 25 20 15

..... 20 15 10

ROS: maximum 20% traffic, as available.

**10. SPECIAL FEATURES**

FEATURETTES, 5 WKLY: AA A

3 min news/weather/sports..... 8 7

5 min news..... 11 9

Incl 25% news service charge.

**K X K W**

1960 **NAB**

Subscriber to the NAB Radio Code

Media Code 4 219 3885 3.00

KXKW, Inc., Box J, 611 S. Buchanan St., Lafayette,  
La. 70501. Phone 318-232-2632.

**STATION'S PROGRAMMING DESCRIPTION**

KXKW: Programmed for adults.

Country and western music format, 60% current hits,  
40% past hits. NEWS: 5 min network news on half  
hour, local news headlines on hour, weather twice  
hourly on quarter hour. Farm and market news  
between 5 am & 7 am. SPORTS: major league  
baseball, major college and professional football,  
quarter horse and thoroughbred racing, basketball,  
track & local 5 min sportscasts and 3 network  
sportscasts per day, 2 remote units for news, sports,  
and public interest programming. Personalities  
available for remote broadcasts, store openings, sales,  
etc. Contact Representative for further details. Rec'd  
9/2/67.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—James V. Hoffpauir.  
Program Director—Rick Richard.  
Local Sales Manager—Clark White.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
10,000 w. days (non-critical hours) non-directional;  
10,000 w. days (critical hours) directional; 500 w.  
nights 1520 kc Directional.

Operating schedule: 5:25 am-midnight.

**4. AGENCY COMMISSION**  
15% of 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations

General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.

Basic Rates: 20b, 21b, 21c, 22a, 24c, 25a, 29b.  
Contracts: 40c, 44b, 45, 46.

Comb.: Cont. Discounts: 60b.  
Cancellation: 70b, 70c, 72, 73b.

Prod. Services: 80, 82.  
Affiliated with MBS.

Affiliated with ATA Radio Network.

**TIME RATES**

ET 1/1/71—Rec'd 12/10/70.

**6. SPOT ANNOUNCEMENTS**

1 min..... 1x 26x 52x 104x 156x 260x

..... 8.00 7.60 7.20 6.80 6.40 6.00

20/30 sec..... 6.00 5.70 5.40 5.10 4.80 4.50

ID's..... 4.00 3.80 3.60 3.40 3.20 3.00

**7. PACKAGE PLANS**

PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti

1 min..... 7.00 6.50 6.00 5.50 5.00

20/30 sec..... 5.80 5.20 4.80 4.40 4.00

10 sec..... 3.50 3.25 3.00 2.75 2.50

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x..... 40 24 16 12 10

5-MINUTE SATURATION PLAN

5 wk 10 wk 15 wk 20 wk 30 wk

..... 10.50 9.75 9.00 8.25 7.50

**LAKE CHARLES (3 AM; 1 FM)**

Calcasieu Parish—Map Location B-5  
See SRDS consumer market map and data at beginning  
of the State.

**KAOK**

1947

Media Code 4 219 3990 1.00

EJP Corp., Drawer S, Lake Charles, La. 70601.  
Phone 318-434-7541.

Other Studio—645-15th St., Lake Charles, La.

**1. PERSONNEL**  
President—Ed. J. Prendergast.  
Vice-Pres. & Gen'l Mgr.—Tom Fletcher.

**2. REPRESENTATIVES**  
Mario Media Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15%; billed monthly, payable 10th.

**5. GENERAL ADVERTISING** See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,  
16.

Basic Rates: 20b, 21b, 21d, 22b, 23a, 23b, 24b, 27,  
28a, 28c, 29a, 33a.

Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61c, 62d.

Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 81, 82.

Affiliated with American Contemporary Network.

Member: Farm Directors Radio Network.

**TIME RATES**

Bates effective December 6, 1964. (Card No. 9.)

Rates received December 3, 1964.

**6. SPOT ANNOUNCEMENTS**

1 min sec ID's

1 ti..... 7.00 5.60 4.20

13 ti..... 5.40 4.00

28 ti..... 6.40 5.20 3.85

52 ti..... 6.10 4.90 3.65

104 ti..... 5.80 4.65 3.50

156 ti..... 5.50 4.40 3.30

208 ti..... 5.35 4.30 3.20

260 ti..... 5.20 4.30 3.10

312 ti..... 5.00 4.00 3.00

500 ti..... 4.70 3.70 2.80

**7. PACKAGE PLANS**

PER WK: 1 min sec ID's

5 ti..... 5.60 4.50 2.75

15 ti..... 5.00 4.00 2.50

20 ti..... 4.50 3.50 2.25

30 ti..... 4.25 3.25 2.15

50 ti..... 4.00 3.00 2.00

**10. SPECIAL FEATURES**

Newscasts: 5 minutes before the hour. News-info  
reports, every 30 minutes.

**5 MINUTE NEWSCASTS**

1 ti..... 8.50

13 ti..... 10.50 156 ti..... 3.00

28 ti..... 10.00 260 ti..... 7.00

52 ti..... 9.50 312 ti..... 6.00

## KLCL

1935

Media Code 4 219 4045 3.00

KLCL Radio, Inc., Box 3067, Lake Charles, La.  
70601. Phone 318-433-1641.

**STATION'S PROGRAMMING DESCRIPTION**

KLCL: Programmed for adults & mature teens.

NEWS: AP Newswire. Network & local news hourly.

Weather. Farm Program early morning. SPORTS:  
College football, local major games & local basket-  
ball. Roving newsmen with radio/telephone contact.

Public affairs talk/back programs. Election cover-  
age. Actualities. Community billboard hourly.

MUSIC: modern C & W. Contact Representatives  
for further details. Rec'd 5/11/73.

**1. PERSONNEL**  
President—Perry S. Samuels.  
Vice-Pres. & Gen'l Mgr.—Jim Toth.  
Sales Manager—Jack O'Reilly.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
5,000 w.; 1470 kc.

Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.

Rate Protection: 10c, 11i, 12c, 13c, 14c, 15a, 15c.

Basic Rates



Leesville—K L L A—Continued

2. REPRESENTATIVES  
Mario Messina Company.  
3. FACILITIES  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only; 10% of following month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
TIME RATES  
No. 2 Eff 11/15/67—Rec'd 11/8/67.  
6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 158x 260x 312x  
1 min..... 4.00 3.50 3.60 3.40 3.20 3.00 2.80  
30 sec..... 2.55 2.35 2.15 2.00 2.75 2.55 2.35  
10 sec..... 3.20 3.00 2.80 2.60 2.40 2.20 2.00  
7. PACKAGE PLANS  
PER WK. ROS: 10 ti 20 ti 30 ti 40 ti  
Applicable rate..... 82x 104x 158x 260x  
1-minute, 30 and 10-seconds combinable for frequency discount.

MANSFIELD

De Soto Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

KDXI

1954  
Media Code 4 219 4725 0.00  
Heart of Dixie Broadcasting Corp., Drawer 740, Hwy. 84 West, Mansfield, La. 71052. Phone 873-4414.  
1. PERSONNEL  
General Manager—Bennett Strange.  
2. REPRESENTATIVES  
Paul Miller & Company.  
3. FACILITIES  
1,000 w.; 1360 kc. days. Nondirectional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.  
TIME RATES  
No. 5/1/74—Rec'd 4/29/74.  
6. SPOT ANNOUNCEMENTS  
PER WK.: 1 ti 10 ti 20 ti 30 ti 40 ti  
1 min..... 5.00 4.50 4.00 3.50 3.00  
30 sec..... 4.00 3.60 3.20 2.80 2.40  
10. SPECIAL FEATURES  
Live Wire News—Mon-Sat, 6:30-8 am. Per spot 5.50.  
Newcasts at :60—flat ea 5.50.

MANY

Sabine Parish—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

KWLA

1967  
Subscriber to the NAB Radio Code  
Media Code 4 219 4830 6.00  
Toledo Investments, Inc., Drawer 1029, Many, La. 71449. Phone 256-5177.  
STATION'S PROGRAMMING DESCRIPTION  
KWLA: MUSIC: MOR, top country format.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—Don Lyons.  
2. REPRESENTATIVES  
Paul Miller & Company.  
3. FACILITIES  
1,000 w. days. 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.  
TIME RATES  
No. 8/1/62—Rec'd 7/16/62.  
6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 158x 260x 312x  
1 min..... 4.50 3.90 3.70 3.50 3.30 3.10 2.80  
50 wds..... 3.50 3.05 2.90 2.75 2.60 2.45 2.30

MARKSVILLE (1 AM; 1 FM)

Avoyelles Parish—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

KAPB

KAPB-FM

1954 1971  
Subscriber to the NAB Radio Code  
Media Code 4 219 4935 5.00  
Avoyelles Broadcasting Corp., Box 7, Chester & Edger St., Marksville, La. 71351. Phone 258-7208.  
STATION'S PROGRAMMING DESCRIPTION  
KAPB-FM: modern C&W music. News: 5 min at :60.  
1. PERSONNEL  
Sales Manager—Chester A. Coco.  
2. FACILITIES  
1,000 w. days; 1370 kc. days. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 302 ft. above average terrain.  
Simulcast 6 am-local sunset.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
Eff 9/1/74—Rec'd 8/28/74.  
6. SPOT ANNOUNCEMENTS  
PER WK.: 1 ti 13 ti 26 ti 52 ti 104+  
1 min..... 3.45 3.40 3.30 3.20 2.90  
30 sec..... 2.90 2.85 2.70 2.60 2.30

MINDEN

Webster Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

KASO

1952  
Media Code 4 219 5040 3.00  
Cook Enterprises, Inc., Box 774, Lakeshore Drive, Minden, La. 71055. Phone 318-377-1240.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—H. R. (Boe) Cook.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
3. FACILITIES  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-10 pm. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
TIME RATES  
No. 6/1/74—Rec'd 5/3/74.  
6. SPOT ANNOUNCEMENTS  
1x 52x 158x 300+  
1 min..... 4.75 4.25 3.75 3.25  
30 sec..... 3.75 3.25 2.75 2.25  
7. PACKAGE PLANS  
PER WK.: 3 ti 5 ti 7 ti 10 ti  
1 min..... 2.90 2.50 2.60 2.40  
30 sec..... 2.30 2.20 2.00 1.90  
Minimum order 5 spots.

MONROE (4 AM; 4 FM)

(including West Monroe)  
Ouachita Parish—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

KLIC

1950  
Media Code 4 219 5145 0.00  
KLIC, Inc., 1800-1802 Parkview Drive, Monroe, La. 71201. Phone 318-323-4617.  
STATION'S PROGRAMMING DESCRIPTION  
KLIC: Programmed for young adults & adults 18-45. MUSIC: 5-7 am R & B; 7-8 am gospel; 8 am-12:05 am top 40. RELIGION: all day Sun. Contact Representative for further details. Rec'd 4/23/73.  
1. PERSONNEL  
Exec. Vice-Pres. & Gen'l Mgr.—U. S. (Smooky) Cerniglia.  
News & Farm Dir.—Don Archer.  
Women's Ed. & Prom.—Kathryn Pepper.  
2. REPRESENTATIVES  
Jack Masia & Co., Inc.  
3. FACILITIES  
1,000 w. days. 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:00-1:05 am. CST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
TIME RATES  
No. 8/1/71—Rec'd 7/29/71.  
6. SPOT ANNOUNCEMENTS  
1x 80x 160x 240x 320x 400x 480x  
1 min 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
30 sec 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
10 sec 4.50 4.25 4.00 3.75 3.50 3.25 3.00  
7. PACKAGE PLANS  
PER WK.: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 8.00 7.50 7.00 6.50 6.00  
30 sec..... 6.50 6.00 5.50 5.00 4.50  
10 sec..... 4.00 3.75 3.50 3.25 3.00  
8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr 1/8 hr 5 min 1 min  
1 ti..... 75.00 45.00 30.00 18.00 12.50

KMLB-FM

MONROE

Beautiful Music

1946  
Media Code 4 219 5251 6.00  
Cyrene Broadcasting Corp., Box 4808, Monroe, La. 71201. Phone 318-322-7161.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KMLB-FM: Programmed for adults and young adults. MUSIC 85%: film music, showtunes, standards & popular. NEWS: 5-7 am; 1-1/2 min at :60; weather at :30. Public affairs & local interest programs. COMMERCIAL POLICY: Maximum 15 minutes each hour. 2 minutes each at :30 & :45. Contact Representative for further details. Rec'd 8/18/72.  
3. FACILITIES  
ERP 17,500 w.; 104.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 216 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Sold in combination with KMLB. See that listing for rates.  
TIME RATES  
No. 1 Eff 9/1/72—Rec'd 8/18/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-sign-off.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
PER WK. EA: Fixed 12 ti 18 ti 24 ti  
PER YR. EA: 1x 150x 300x 500x  
AAA..... 10.00 9.00 8.50 8.00  
AA..... 8.00 7.50 7.00 6.50  
A..... 6.00 5.00 4.50 4.00  
30 sec: 80% of 1-min, preemptible.  
10 sec: 50% of 1-min, preemptible.  
7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
PER WK. EA: 12 ti 18 ti 24 ti  
PER YR. EA: 158x 312x 500x  
1 min..... 7.00 6.00 5.00  
30 sec..... 5.80 4.80 4.00  
8. PROGRAM TIME RATES  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
Flat, as avail..... 16 24 38 57 95

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert E. Powell.  
2. REPRESENTATIVES  
Mario Messina Company.  
3. FACILITIES  
5,000 w. days, 1,000 nights; 1440 kc. Directional—night only.  
Operating schedule: 5 am-midnight. CST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with KBS and NBC.  
TIME RATES  
No. 4 Eff 9/1/72—Rec'd 8/18/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-sign-off.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
PER WK. EA: Fixed 12 ti 18 ti 24 ti  
PER YR. EA: 1x 150x 300x 500x  
AAA..... 15.00 13.50 12.75 12.00  
AA..... 12.00 11.25 10.50 9.75  
A..... 8.00 7.50 6.75 6.00  
30 sec: 80% of 1-min, preemptible.  
10 sec: 50% of 1-min, preemptible.  
7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
PER WK. EA: 12 ti 18 ti 24 ti  
PER YR. EA: 158x 312x 500x  
1 min..... 12.00 11.25 10.50 9.75  
30 sec..... 8.80 7.20 6.00  
8. PROGRAM TIME RATES  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
Flat, as avail..... 25.00 37.50 50.00 75.00 125.00  
10. SPECIAL FEATURES  
Local agricultural or regular news:  
1 1-min spot plus opening 1D—applicable 1-min rate plus 4.00.

1. PERSONNEL  
President—Jimmy L. Terry.  
Station Manager—Horace L. Logan.  
Local Sales Manager—James (Jim) Norwood.  
2. REPRESENTATIVES  
Frederick W. Smith.  
3. FACILITIES  
ERP 30,000 w.; 106.1 mc.  
Operating schedule: 5 am-10 pm. CST.  
Antenna ht.: 213 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only; payable 10 of month following billing.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 22a, 23a, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 44a, 46, 47a, 51a, 51b, 51c.  
(This listing continued on next page)

2. REPRESENTATIVES  
McGavren-Guild, Inc.  
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 540 kc. Non-directional days, directional nights.  
Operating schedule: 24 hours daily. CST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.  
TIME RATES  
No. 2 Eff 5/1/74—Rec'd 5/6/74.  
AAA—Mon thru Sat 6-10 am & 4-7 pm.  
AA—Mon thru Sat 10 am-4 pm & 7-10 pm; Sun 6 am-10 pm.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
AAA—1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti..... 14.00 14.00 14.00 11.00 8.00 6.00  
12 ti..... 17.00 13.00 13.00 10.00 7.00 5.50  
18 ti..... 16.00 12.00 12.00 9.00 6.50 5.00  
24 ti..... 15.00 11.00 11.00 8.00 6.00 4.50  
10 sec ID's: 50% of 1-min.  
8. PROGRAM TIME RATES  
1 hr 1/2 hr 1 hr 1/2 hr 1 hr  
1 ti..... 5 15 27 36 54 90  
10. SPECIAL FEATURES  
Farm Mon-Sat 5:30-6 am; Mon-Fri 12:15-12:30 pm.  
1 min or less—AAA rate.

1. PERSONNEL  
Pres. & Gen'l Mgr.—H. R. (Boe) Cook.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
3. FACILITIES  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-10 pm. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
TIME RATES  
No. 6/1/74—Rec'd 5/3/74.  
6. SPOT ANNOUNCEMENTS  
1x 52x 158x 300+  
1 min..... 4.75 4.25 3.75 3.25  
30 sec..... 3.75 3.25 2.75 2.25  
7. PACKAGE PLANS  
PER WK.: 3 ti 5 ti 7 ti 10 ti  
1 min..... 2.90 2.50 2.60 2.40  
30 sec..... 2.30 2.20 2.00 1.90  
Minimum order 5 spots.

KNOE-FM

1966  
MONROE  
Subscriber to the NAB Radio Code  
Media Code 4 219 5358 3.00  
New Enterprises, Inc., Box 4067, KNOE Rd., Monroe, La. 71201. Phone 318-322-8155. TWX 318-387-5313.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KNOE-FM: Programmed for young adults and adults, 18-35.  
MUSIC: 85% divided as follows: current hits 40%, past hits 40%, popular albums 20%. Air personalities handle music shows. NEWS: 11 am local news department, AP, UPI, Ensa weather, network. 7 min national and local newscasts presented hourly. SPORTS: local high school, college football. COMMERCIAL POLICY: maximum 15 minutes per hour; maximum 2 commercial units not exceeding ninety seconds total on any break. Contact Representative for further details. Rec'd 12/31/70.  
3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 1,650 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.  
TIME RATES  
No. 1 Eff 6/15/71—Rec'd 6/4/71.  
6. SPOT ANNOUNCEMENTS  
AAA—Mon thru Sat 6-10 am & 4-7 pm.  
AA—Mon thru Sat 10 am-4 pm & 7-10 pm.  
A—All other times.  
PER WK.: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
1 ti..... 9.00 7.20 4.50 8.00 6.40 4.00  
12 ti..... 8.50 6.80 4.25 7.50 6.00 3.75  
18 ti..... 8.00 6.40 4.00 7.00 5.60 3.50  
24 ti..... 7.50 6.00 3.75 6.50 5.20 3.25  
1 ti..... 6.00 4.80 3.00  
12 ti..... 5.50 4.40 2.75  
18 ti..... 5.00 4.00 2.50  
24 ti..... 4.50 3.60 2.25  
8. PROGRAM TIME RATES  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
1 ti..... 15 27 36 54 90  
10. SPECIAL FEATURES  
5 minute weather at 5:10, 5:40, 6:10 am & 12:25 pm. ea

1. PERSONNEL  
Sales Manager—Chester A. Coco.  
2. FACILITIES  
1,000 w. days; 1370 kc. days. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 302 ft. above average terrain.  
Simulcast 6 am-local sunset.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

KREB (FM)

1968  
MONROE  
Media Code 4 219 5460 3.00  
Twin City Broadcasters, Inc., Box 1345, Monroe, La. 71201. Phone 318-387-3922, 387-3923.  
STATION'S PROGRAMMING DESCRIPTION  
KREB (FM): Programmed for adult audience.  
MUSIC: modern country and western format, 6 announcers. NEWS: 5 min to hour every hour. Headlines and weather every half hour. Emphasis on local news. SPORTS: each hour at :20 to hour. Remote broadcasting equipment. Farm reports every morning. Contact Representative for further details. Rec'd 2/19/68.  
1. PERSONNEL  
President—Jimmy L. Terry.  
Station Manager—Horace L. Logan.  
Local Sales Manager—James (Jim) Norwood.  
2. REPRESENTATIVES  
Frederick W. Smith.  
3. FACILITIES  
ERP 30,000 w.; 106.1 mc.  
Operating schedule: 5 am-10 pm. CST.  
Antenna ht.: 213 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only; payable 10 of month following billing.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 22a, 23a, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 44a, 46, 47a, 51a, 51b, 51c.  
(This listing continued on next page)

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert E. Powell.  
2. REPRESENTATIVES  
Mario Messina Company.  
3. FACILITIES  
5,000 w. days, 1,000 nights; 1440 kc. Directional—night only.  
Operating schedule: 5 am-midnight. CST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with KBS and NBC.  
TIME RATES  
No. 4 Eff 9/1/72—Rec'd 8/18/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-sign-off.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
PER WK. EA: Fixed 12 ti 18 ti 24 ti  
PER YR. EA: 1x 150x 300x 500x  
AAA..... 10.00 9.00 8.50 8.00  
AA..... 8.00 7.50 7.00 6.50  
A..... 6.00 5.00 4.50 4.00  
30 sec: 80% of 1-min, preemptible.  
10 sec: 50% of 1-min, preemptible.  
7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
PER WK. EA: 12 ti 18 ti 24 ti  
PER YR. EA: 158x 312x 500x  
1 min..... 7.00 6.00 5.00  
30 sec..... 5.80 4.80 4.00  
8. PROGRAM TIME RATES  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
Flat, as avail..... 16 24 38 57 95



# LOUISIANA

## Monroe—KREB (FM)—Continued

Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME					
EFF—Rec'd 2/19/68.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.	2x	52x	104x	200x	
30 sec.	4.00	5.75	5.50	5.25	5.00
8. PROGRAM TIME RATES					
1 hr.	1x	26x	52x	104x	200x
1/2 hr.	45	43	41	39	37
5 min.	15	14	13	12	11

## KUZN

1956  
WEST MONROE

Media Code 4 219 5565 9.00  
Howard E. Griffith, Box 547, 516 Martin St., West Monroe, La. 71291. Phone 318-322-1491.  
**STATION'S PROGRAMMING DESCRIPTION**  
KUZN: MUSIC: modern country. Country and western music with 5 air personalities. NEWS: 5 min every 30 min. News and sports director, 2 mobile units, news airplane, AF air service, 60% local, 40% national and regional news. FAIRM: news 6:30 am, 12:30 pm & 5:30 pm. Farm director, remote broadcasting equipment. COMMERCIAL POLICY: 18 minutes maximum in any hour, 15 minute product protection, maximum of 2 commercials between records. Contact Representative for further details. Rec'd 2/23/68.

**1. PERSONNEL**  
Owner—Howard E. Griffith.  
General Manager—Chuck Morgan.  
Program Director—Bruce Stratton.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsen & Associates.  
Southwest, Southeast—Riley Representatives.  
**3. FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 42b, 46, 47a.  
Comb.; Cont. Discounts: 60e, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71b, 73a.  
FM facilities: KYEA (FM)

NATIONAL AND LOCAL RATES SAME					
EFF—Rec'd 5/26/66.					
<b>6. SPOT ANNOUNCEMENTS</b>					
AA—6-9 am, 9 am-4 pm & 7 pm-sign-off.					
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	4.00	3.75	3.50	3.25	3.00
10 sec.	6.00	5.65	5.25	4.90	4.50
1 min.	6.00	5.75	5.25	4.75	4.00
30 sec.	4.50	4.30	3.95	3.55	3.00
10 sec.	3.00	2.85	2.65	2.35	2.00
<b>7. PACKAGE PLANS</b>					
10/wk-applicable 50x rate.	30/wk-applicable 800x rate.	20/wk-applicable 100x rate.	40/wk-applicable 600x rate.		

## KYEA (FM)

1968  
WEST MONROE

Media Code 4 219 5600 4.00  
Howard E. Griffith, Box 547, 701 Parkwood Dr., West Monroe, La. 71291. Phone 318-322-1491.  
See affiliated AM station for additional information.  
AM facilities: KUZN.  
**STATION'S PROGRAMMING DESCRIPTION**  
KYEA (FM): Programmed for Negro listener.  
MUSIC: current rhythm and blues, jazz and spiritual. Rhythm and blues, 6 am-noon, 2 pm-6 pm, 8 pm-12M. Spiritual music, noon-2 pm, 6 pm-8 pm. Negro air personalities handle all segments. Commercials may be read live or produced. Public service and local information dealing with black community are stressed. Live Negro spiritual show Sun 6 am-noon. Live Negro high school record hop Sat 8 pm-12M. NEWS: 5 min on hour, highlights at half hour. SPORTS: at 4:45 plus live play-by-play area high school and college football in season. COMMERCIAL POLICY: 18 minutes maximum per hour, 15 minute product protection. Complete remote facilities for on scene broadcasts. Contact Representative for further details. Rec'd 4/14/69.

NATIONAL AND LOCAL RATES SAME					
EFF—Rec'd 1/7/74.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec.	6.00	5.00	4.00	3.00	2.00
10 sec.	5.00	3.75	3.50	3.00	2.50
<b>7. PACKAGE PLANS</b>					
PER WK:	20x	30 ti	40 ti		
Applicable rate.	104x	300x	400x		
<b>8. PROGRAM TIME RATES</b>					
5 min	10	10	1/4 hr	1/2 hr	1 hr
10	20	30	60	100	

## MORGAN CITY (1 AM; 1 FM)

St. Mary Parish—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KMRC

1954  
Media Code 4 219 5670 7.00  
Tri-City Broadcasting, Inc., Box 1430, 602 Brashear Ave., Morgan City, La., 70380. Phone 504-384-1430

**STATION'S PROGRAMMING DESCRIPTION**  
KMRC: Programmed for adults except Sat and Sun afternoons for teens.  
**1. PERSONNEL**  
General Manager—Farrell M. Bonner.  
**2. FACILITIES**  
500 w. days; 1430 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0; payable by 10th. 2% per month on accounts delinquent 30 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
No. 6 EFF 9/1/69—Rec'd 9/10/69.

NATIONAL AND LOCAL RATES SAME					
No. 7 EFF 9/1/72—Rec'd 9/15/72.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min	6.00	5.25	4.25	3.25	2.50
30 sec	5.00	4.00	3.50	2.50	1.70
<b>7. PACKAGE PLANS</b>					
1 WK:	20 ti	30 ti	50 ti	70 ti	
1 min.	4.00	3.75	3.50	3.00	
30 sec.	3.00	2.90	2.60	2.25	
<b>4. WKS:</b>					
1 min.	40 ti	30 ti	120 ti	200 ti	300 ti
1 min.	3.90	3.75	3.50	3.25	2.75
30 sec.	2.90	2.85	2.60	2.45	2.10
<b>10 SECONDS</b>					
35 ti per wk.	1.25	70 ti per wk.	1.00		
13 week minimum.					
<b>GUARANTEED TIME PACKAGE</b>					
PER DAY, 5 DAYS PER WK:	1 ti	2 ti	3 ti		
1 min.	5.20	4.85	4.50		
30 sec.	4.55	3.90	3.55		

## KMRC-FM

1967  
Media Code 4 219 5671 5.00  
Tri-City Broadcasting, Inc., Box 1430, 602 Brashear Ave., Morgan City, La., 70380. Phone 504-384-1430.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 3,000 w.; 96.7 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 185 ft. above average terrain.  
**TIME RATES**  
Rates are identical to KMRC. See that listing.

## NATCHITOCHES (1 AM; 1 FM)

Natchitoches Parish—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## KDBH (FM)

1966  
Media Code 4 219 5745 7.00  
Natchitoches Broadcasting Co., Inc., Box 607, 780 Front St., Natchitoches, La. 71457. Phone 318-352-2352.  
See affiliated AM station for additional information.  
AM facilities: KNOC.  
**STATION'S PROGRAMMING DESCRIPTION**  
KDBH (FM): C&W Gospel, sports & news.  
**3. FACILITIES**  
ERP 3,000 (horiz.), 3,000 w. (vert.); 97.7 mc.  
Operating schedule: 6:30 am-11 pm. CST.  
Antenna ht.: 130 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
**TIME RATES**  
Rates are identical to KNOC. See that listing.

## KNOC

1947  
Media Code 4 219 5775 4.00  
Natchitoches Broadcasting Co., Inc., Box 607, 720 Front St., Natchitoches, La. 71457. Phone 318-352-2353.  
**STATION'S PROGRAMMING DESCRIPTION**  
KNOC: MOR, R & B, rock music; sports & news.  
**1. PERSONNEL**  
General Manager—B. Hillman Bailey, Jr.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KDBH (FM).  
Affiliated with American Entertainment Network.  
**TIME RATES**  
No. L-2 EFF 8/15/73—Rec'd 8/24/73.

## NEW IBERIA (2 AM; 1 FM)

Iberia Parish—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KANE

1948  
Subscriber to the NAB Radio Code  
Media Code 4 219 5880 2.00  
New Iberia Broadcasting Co., Inc., Box 1240, 450 E. Main, New Iberia, La. 70560. Phone 318-365-3434.

## STATION'S PROGRAMMING DESCRIPTION

KANE: MUSIC: Contemporary, with emphasis on 18-49 age group. FAIRM: 5-6 am Mon.-Sat. NEWS: Local air service, local and state at 5, 6, 7, 8 am, 4, 5, 7, 10 pm, 15 min. at noon and 11 pm. National at :30 throughout the day. SPORTS: Live college and high school football, high school basketball, fishing rodeos. Rhythm & Blues Sat. 3-6 pm, spiritual Sun. 6:30-7:30 am. Weather for agricultural, gulf marine, and oil industry interests. Remote broadcasts featuring air personality available. COMMERCIAL POLICY: 18 min. max per hour with spot clusters. Contact Representative for further details. Rec'd 2/4/74.

**1. PERSONNEL**  
President—George H. Thomas.  
General Manager—Art Suberbielle.  
**2. REPRESENTATIVES**  
David Carpenter Company.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 4:55 am-11:15 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 22a, 23a, 24b, 25a, 26.  
Contracts: 40a, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60e.  
Cancellation: 70a, 70c, 73a.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

NATIONAL AND LOCAL RATES SAME					
EFF 11/1/73—Rec'd 2/4/74.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.	1x	25x	50x	100x	250x
1 min.	5.00	4.10	3.90	3.80	3.60
30 sec.	4.40	3.50	3.30	3.20	3.00
1 min.	3.50	3.30	3.00		
30 sec.	2.80	2.60	2.40		
<b>Guaranteed Drive Time, extra .25.</b>					
<b>7. PACKAGE PLANS</b>					
PER WK:	15 ti	20 ti	25 ti	30 ti	40 ti
1 min.	55.50	72.00	87.50	102.00	116.00
30 sec.	46.50	60.00	72.50	84.00	108.00
150.00					
<b>Guaranteed Drive Time, extra .25.</b>					
<b>10. SPECIAL FEATURES</b>					
Network News	30 sec.	2.90			
Local News	5 min.	.50			
Sports or Weather	3 min.	5.00			

## KDEA (FM)

1969  
Subscriber to the NAB Radio Code  
Media Code 4 219 5932 1.00  
KDEA (FM) Stereo Radio, Inc., Box 907, 121 W. Main St., New Iberia, La. 70560. Phone 318-365-6651.  
**STATION'S PROGRAMMING DESCRIPTION**  
KDEA (FM): Programmed for adults and young adults.  
MUSIC: 90% MOR, film music, popular standards, show tunes. NEWS: 5 min. at :55 5:30-8:30 am and 4-6 pm, 15 min. at noon, 5 min. every other hour at all other times. Emphasis on local and area news. SPORTS: at 7:25 am. College football. Weather information for coastal gulf and agriculture. COMMERCIAL POLICY: 15 min. max per hour. Rec'd 1/30/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Donald Bonin.  
Station Manager—Ken Nowell.  
Commercial Manager—Frank Ellis.  
**3. FACILITIES**  
ERP 50,000 w.; 99.1 mc. Stereo.  
Operating schedule: 5:30 am-midnight. CST.  
Antenna ht.: 150 ft.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22a, 23a, 25a.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70a, 70c, 73a.  
Production Services: 80.

NATIONAL AND LOCAL RATES SAME					
No. 2 EFF 10/15/73—Rec'd 1/30/74.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.	3.00	2.90	2.80	2.70	2.60
30 sec.	2.60	2.50	2.40	2.30	2.10
<b>7. PACKAGE PLANS</b>					
WITHIN 7 DAYS:	20 ti	30 ti	40 ti	50 ti	60 ti
1 min.	58	84	108	130	150
30 sec.	50	72	92	110	126
<b>8. PROGRAM TIME RATES</b>					
1 x	3 min	5 min	10 min	1/4 hr	1/2 hr
1	4	8	14	20	40
<b>10. SPECIAL FEATURES</b>					
NEWS STRIPS:	1 wk	13 wk	52 wk		
1 min.	42	39	36		
30 sec.	33	30	27		
Minimum 6 days per wk.					

## KNIR

1851  
Subscriber to the NAB Radio Code  
Media Code 4 219 5985 9.00  
Tcheland Broadcasting, Inc., Box 1360, New Iberia, La. 70560. Phone 318-365-2401.  
**STATION'S PROGRAMMING DESCRIPTION**  
KNIR: Programmed for general interest, emphasis on music for young adults.  
MUSIC: MOR, 4 air personalities. NEWS: 2 man news staff; network at :30; local & state 10 times daily; 10 min newscasts at 7 am, noon & 5 pm. Emphasis on weather due to marine & agricultural interests. SPORTS: 7:30, 8:45 am & 4:30 pm. Live remotes by personalities from business locations, shopping centers & fair grounds. COMMERCIAL POLICY: 18 minutes maximum 60 minute segment. Contact Representative for further details. Rec'd 3/31/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—S. A. Lopez.  
Commercial Manager—Guy Martin, Jr.  
**2. REPRESENTATIVES**  
Edi Walton Co.  
Southwest—C. K. Beaver & Associates, Inc.  
Southeast—Mario Messina Company.  
**3. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 4a, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 24b, 29a, 30.  
Contracts: 40a, 44a, 45, 51a, 51c.  
Comb.; Cont. Discounts: 62d.  
Cancellation: 73h.  
Prod. Services: 82.  
Affiliated with KDS.

TIME RATES											
EFF 10/1/70—Rec'd 10/30/70.											
<b>6. SPOT ANNOUNCEMENTS</b>											
Mon thru Fri	6:30-8:30 am	noon-1 pm	& 5-6 pm								
1 min.	7.50	26x	52x	100x	156x	260x	312+				
30 sec.	6.50	6.25	6.00	5.50	5.00	4.50	4.00				
<b>7. PACKAGE PLANS</b>											
1 wk	2 wk	3 wk	4 wk	1 wk	2 wk	3 wk	4 wk				
15 ti	51	99	144	186	42	81	117	150			
20 ti	68	128	186	240	54	104	150	192			
25 ti	85	155	225	290	65	125	180	230			
30 ti	93	180	261	336	75	144	207	264			
40 ti	120	232	336	432	93	184	264	336			
50 ti	145	280	405	520	113	220	315	400			
60 ti	168	324	468	600	132	252	360	456			
15 sec	Pkg of 10										
1 hr.	45.00	43.00	41.00	39.00	37.00	35.00	32.00				
1/2 hr.	23.00	24.00	23.00	22.00	21.00	20.00	19.00				
1/4 hr.	20.00	18.00	17.00	16.00	15.00	14.00	13.50				
10 min.	16.00	15.50	15.00	14.50	14.00	13.50	12.00				
5 min.	13.50	13.00	12.50	12.00	10.50	9.00	8.50				

## NEW ORLEANS (11 AM; 7 FM)

Plus 1 paid duplicate.  
Orleans Parish—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	65	40	50	48
B	48	36	48	32
C	46	33	44	26
D	40	32	36	24
AVERAGE	50	35	45	33

## WBOK

1950  
Media Code 4 219 6090 7.00  
Starr WBOK, Inc., Box 19085, 3301-1/2 Tulane Ave., New Orleans, La. 70019. Phone 504-827-1522.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBOK: Programmed 100% to the Negro audience. MUSIC: rhythm and blues, jive and jazz. Negro air personalities do all shows including taped or live commercials. NEWS: at :55. Weekly editorials. Live high school football and basketball broadcasts, including pre-game and post-game interviews with coaches and players. Sports personality participation shows Sun morning 10 am. Discussion, interviews, and panel debates on local problems Sun



New Orleans—W B O K—Continued

Fixed position in specified times; non-preemptible.

SECTION II			
AA	29	27	26 25
A	27	25	24 23
B	25	23	22 21

ROS in specified times; preemptible 24-hr notice.

SECTION III—TAP			
1/3AA, 1/3A, 1/3B	26	24	23 22
20/30 sec: 80% of 1-min, 10 sec: 50% of 1-min.			

All times combinable for frequency discount.

W B Y U (FM)

1953



Buckley Radio Sales, Inc.

R A B

Media Code 4 219 6150 9.00  
Swanco Broadcasting, Inc., 1001 Howard Ave., New Orleans, La. 70113. Phone 504-524-7262.

**STATION'S PROGRAMMING DESCRIPTION**  
WB Y U (FM): Programmed for adults and young adults.  
**MUSIC** 89%; includes film music, show tunes, standards and popular. **NEWS** 2%; 1-1/2 min UPI on hour; weather at 5:00. **COMMERCIAL POLICY**: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/28/72.

**1. PERSONNEL**  
General Manager—John Harbutt.  
Operations Manager—Basil Pelham.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horz.), 100,000 w. (vert.); 95.7 mc. Stereo.

Operating schedule: 24 hours daily. CST. Antenna ht.: 600 ft. above average terrain.

**4. AGENCY COMMISSION**  
15.0 net time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 14b.

Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 28a, 29a.

Contracts: 40a, 45, 46.

Comb.: Cont. Discounts: 60b, 60l.

Cancellation: 71a.

TIME RATES

No. 1-A Eff 9/1/72—Rec'd 11/2/72.

AAA—Mon thru Fri 3-8 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-8 pm.

A—Mon thru Sun 6-16 am & 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 min (\*) 1 min (\*) 1 min (\*)

6 ti 20 27 29 24 25 19

12 ti 28 24 25 20 22 15

18 ti 26 22 22 18 19 12

24 ti 24 20 20 16 17 10

(\*) 30 sec or less.

1-min & 30-sec or less combinable for wkly discount.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN—

(1/3AAA, 1/3AA, 1/3A)

PLAN 12 18 24

10 min 288 378 456

30 sec or less 216 288 360

Must be scheduled equally over 7 days & rotate within time classes. Combinable with Spots & Drive Time Special Spots.

**DRIVE TIME SPECIAL**

(1/2 6-10 am, 1/2 3-8 pm)

MON THRU FRI: 12 ti 18 ti 24 ti

1 min 228 306 360

30 sec or less 180 234 264

Must be scheduled equally over 5 days and rotate within time classes. Combinable with spots & TAP Spots.

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%

WE Z B (FM)

1945



Media Code 4 219 6301 8.40  
EZ Communications, Inc., 1440 Canal St., New Orleans, La. 70112. Phone 504-581-7002.

**STATION'S PROGRAMMING DESCRIPTION**

WE Z B (FM): MUSIC: quarter-hour segments of standard music of today & yesterday with full orchestration & an arrangement which is neither dull nor hard on sound. NEWS: international, national, local & regional 2 min per hour. COMMERCIAL POLICY: maximum 8 min per hour. Commercial announcements are clustered at the quarter hour. Contact Representative for further details. Rec'd 3/14/74.

**1. PERSONNEL**

President—Arthur Kejar.

General Manager—John S. Rockweiler.

**2. REPRESENTATIVES**

Herbert Groskin & Co.

**3. FACILITIES**

ERP 100,000 w.; 97.1 mc. Quadraphonic.

Operating schedule: 24 hours. CST.

Antenna ht.: 511 ft. above average terrain.

**4. AGENCY COMMISSION**

15% net time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26, 27, 28b, 28c, 29b, 30.

Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60c, 62a.

Cancellation: 70a, 70c, 71a, 73a.

Prod. Services: 80.

Member: The Groskin Group.

TIME RATES

Eff 12/5/72.

**6. SPOT ANNOUNCEMENTS**

PER WK: 10 ti 20 ti 30 ti

1 min 9.50 8.00 8.50

30 sec 7.50 7.00 8.50

**CONSECUTIVE WEEK DISCOUNT**

26 wk—10%

W G S O

1923



ABC Information Network



ROBERT E. EASTMAN & CO., INC.

R A B

Media Code 4 219 6313 3.00  
Covenant Broadcasting Corp. of Louisiana, Box 2000, 1440 Canal St., New Orleans, La. 70116. Phone 504-581-1280.

**STATION'S PROGRAMMING DESCRIPTION**

W G S O: Programmed for 18-49 age group.

News: traffic reports, sports, stocks, weather, special features. Continuous news 5:30-9 am, noon-1 pm, 4-6 pm M-F; 7-8 am Sat. MUSIC: Blend of adult contemporary current & past hits. Tele-talk 6-9 pm M-F & 8-10 pm Sun. 25% news and public affairs.

SPORTS: major league baseball. Contact Representative for further details. Rec'd 5/20/74.

**1. PERSONNEL**

President—Fred E. Walker.

Vice-Pres. & Gen'l Mgr.—Al Smith.

Program Director—Terrell Metheny.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

5,000 w.; 1280 kc. Directional—same pattern all hours.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15%. Payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, b.

Rate Protection: 10b, 11b.

Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60b, 60k, 61a, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.

FM facilities: WQUE (FM).

Affiliated with American Information Network.

Affiliated with Eastman Radio Network.

TIME RATES

ET 6/1/74—Rec'd 7/22/74.

AAA—6-10 am & 3-7 pm.

AA—10 am-3 pm & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

1 min 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti

1 min 26 23 22 21 20 17 16 15

(\*) 21 18 17 16 16 14 13 12

PER YR: 260x 520x 720x 260x 520x 720x

1 min 33 22 21 18 17 16

(\*) 30 sec/less 17 16 15 14 13 12

AM only, deduct:

1 min 2 30 sec 1

W I X O (FM)

1965

Media Code 4 219 6325 7.00  
Advance Communications Inc., 8001 Downman Rd., New Orleans, La. 70126. Phone 504-241-6500.

**STATION'S PROGRAMMING DESCRIPTION**

W I X O (FM): Programmed for teen & young adults.

MUSIC: rock hits, personality DJ's handle all segments. COMMERCIAL POLICY: 10 min of 12 units per hour maximum. 45 minutes minimum music per hour. Contact Representative for further details. Rec'd 8/28/72.

**1. PERSONNEL**

Operations Director—Michael Green.

Commercial Manager—John Patterson.

General Sales Manager—Richard (Tippy) Tipton.

**2. REPRESENTATIVES**

Century National Sales.

**3. FACILITIES**

ERP 54,000 w.; 98.5 mc. Stereo.

Operating schedule: 24 hrs. daily. CST.

Antenna ht.: 305 ft. above average terrain.

**4. AGENCY COMMISSION**

15%.

TIME RATES

No. 2A Eff 12/1/72—Rec'd 5/30/73.

**6. SPOT ANNOUNCEMENTS**

PER YR: - Specified - ROS

1 min 30 sec 1 min 30 sec

1 x 17 16 10 14

104 x 15 14 10 8

260 x 12 10 10 8

520 x 10 8 9 7

1040 x 9 7 8 6

**7. PACKAGE PLANS**

PER WK: Specified ROS

10 ti 20 ti 30 ti 40 ti 10 ti 20 ti 30 ti 40 ti

1 min 12.00 11.00 10.50 10.00 9.00 8.50 8.00

30 sec 10.00 9.00 8.50 8.00 8.50 7.00 6.50 6.00

W N N R

1946



Media Code 4 219 6355 4.00  
Security Broadcasting Inc., 1500 Canal St., New Orleans, La. 70110. Phone 504-581-5777.

**STATION'S PROGRAMMING DESCRIPTION**

W N N R: Program to young adults 20-49, featuring hits of the past 15 years plus selective current hits.

Contact Representative for further details. Rec'd 7/28/72.

1. PERSONNEL

Pres. & Gen'l Mgr.—Ed Muniz.

Program Director—Clarence Hamann, Jr.

2. REPRESENTATIVES

Selcom, Inc.

3. FACILITIES

1,000 w. days; 990 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION

15/0 net time; payable when rendered.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 32a, 33a.

Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 51b.

Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61a, 62d.

Cancellation: 70b, 70c, 71b, 72, 73a, 73b.

Prod. Services: 80, 82.

FM facilities: WKEL (FM), Sildell.

Affiliated with MBS.

TIME RATES

ET 3/1/73—Rec'd 1/29/73.

1 min 11 ti 6 ti 12 ti 18 ti 24 ti

30/20 sec 11.50 9.75 9.00 8.25 7.50

10 sec 8.40 7.80 7.20 6.60 6.00

W N O E

1922



mcgavren-guild

pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 219 6405 7.00

W N O E, Inc., 529 Bienville St., New Orleans, La. 70130. Phone 504-529-1212.

**STATION'S PROGRAMMING DESCRIPTION**

W N O E: Programmed for teens & young adults.

MUSIC: current hits & oldies with personality DJ's.

5 man local news department with remote facilities.

COMMERCIAL POLICY: 8 minutes or 12 units per hour. Contact Representative for further details. Rec'd 10/1/73.

**1. PERSONNEL**

President—James A. Noe, Sr.

General Manager—Eric Anderson.

Sales Manager—Roger Cavanese.

**2. REPRESENTATIVES**

McGavren-Guild, Inc.

**3. FACILITIES**

50,000 w. days, 5,000 w. nights; 1060 kc. Directional

—separate patterns day and night.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.

# LOUISIANA

New Orleans—WRNO (FM)—Continued

6. SPOT ANNOUNCEMENTS												
PER WK.	6 ti	12 ti	18 ti	24+	6 ti	12 ti	18 ti	24+	6 ti	12 ti	18 ti	24+
1 min	20	19	18	17	17	16	15	14	15	14	13	12
30 sec	18	17	16	15	15	14	13	12				

WSHO  
1628



## Modern Country Music

Media Code 4 219 6615 1.00  
Americana Broadcasting Corp., 2820 Canal St., New Orleans, La. 70119. Phone 504-822-2271.

**STATION'S PROGRAMMING DESCRIPTION**  
WSHO: For young adults & adults.  
MUSIC: top 50 modern & contemporary country & album selections plus AIR PERSONALITIES.  
NEWS: 5 min at :30, headlines at :30, weather every 10 min, traffic reports peak hrs, 4 mobile units for remotes. SPORTS: live horseracing, C & W artists diary daily. RELIGION: Sun am. Contact Representatives for further details. Rec'd 8/27/73.

- PERSONNEL**  
President—H. C. Young, Jr.  
Vice-Pres. & Gen'l Mgr.—Don Kern.  
Production Director—John Bradley.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days; 800 kc. Directional.  
Operating schedule: Daytime, CST.
- AGENCY COMMISSION**  
15/0 net charges; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40c, 42b, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.  
Cancellation: 71a, 73a.  
Contracts not subject to cancellation on less than 2 weeks' written notice.

TIME RATES				
Ed	Rec'd 9/3/67.			
WKLY:	(°)	10 ti	15 ti	20 ti
1 min		17.00	15.00	13.50
30 sec		13.60	12.00	10.80
10/30 sec		8.50	7.50	6.75

DISCOUNTS				
Ed	Rec'd 9/3/67.			
52 wk-10%		26 wk-5%		
1 ti		150	100	50
26 ti		125	75	40
10 ti		95	55	30

SPECIAL FEATURES				
Ed	Rec'd 9/3/67.			
1 ti		30	52	20
26 ti		25		

WSMB  
1925

## American Entertainment Ntwk



METRO RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 219 6720 9.00  
WSMB, Inc. (Macmillan Ring-Free Oil, Inc. and Bankers Securities), Maison Blanche Bldg., New Orleans, La. 70112. Phone 504-523-5931. TWX 504-822-5265.

- PERSONNEL**  
General Manager—John L. Vath.  
Program Director—Marshall Pearce.
- REPRESENTATIVES**  
Metro Radio Sales.
- FACILITIES**  
5,000 w.; 1350 kc. Directional—night only.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 24c, 27, 28a, 29a, 30, 31, 32b, 33d.  
Contracts: 40a, 41, 42b, 42d, 43, 44b, 45, 46, 47e, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 62b, 62d.  
Cancellation: 70a, 70b, 71b, 73b.  
Prod. Services: 80, 81, 82.  
Blanket contracts accepted for purpose of establishing an advertiser's contractual year and calculating of frequency earned. Such contracts will not be accepted for purpose of rate protection.  
Rates quoted guaranteed for 13 weeks from effective date of any increase providing ads equaling weekly expenditures of 100.00 are running at time of effective date of increase, and providing ads continue without interruption during rate protection period.  
Affiliated with American Entertainment Network.

TIME RATES  
No. B ER 2/1/68—Rec'd 12/19/68.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm; Sun 6 am-6 pm.  
C—Mon thru Sat 7 pm-midnight; Mon thru Sun 5-6 am; Sun 6 pm-midnight.

6. SPOT ANNOUNCEMENTS											
CLASS AA:	1 min 20/30 10 sec										
Specified hour or day	55	44	28								
PER WK:											
Less than 6 (rotating Mon-Sat)	50	40	25								
6 ti (1 per day Mon-Sat)	48	38	24								
12 ti (2 per day Mon-Sat)	44	35	22								
CLASS A:											
Specified hour or day	50	40	25								
PER WK:											
Less than 6 (rotating Mon-Sat)	40	32	20								
6 ti (1 per day any 6 days)	38	30	19								
12 ti (2 per day any 6 days)	36	29	18								
18 ti (3 per day any 6 days)	32	26	16								
24 ti (4 per day any 6 days)	30	24	15								
30 ti (5 per day any 6 days)	28	21	13								
CLASS B:											
Specified hour or day	44	35	22								
PER WK:											
Less than 6 (rotating Mon-Sun)	40	32	20								
6 ti (1 per day any 6 days)	38	30	19								
12 ti (2 per day any 6 days)	36	29	18								
18 ti (3 per day any 6 days)	32	26	16								
24 ti (4 per day any 6 days)	30	24	15								
30 ti (5 per day any 6 days)	28	21	13								
CLASS C:											
Less than 6 (rotating Mon-Sun)	20	16	10								
6 ti (1 per day any 6 days)	19	15	9								
12 ti (2 per day any 6 days)	18	14	9								
18 ti (3 per day any 6 days)	16	13	8								
24 ti (4 per day any 6 days)	15	12	7								
30 ti (5 per day any 6 days)	13	10	6								

**7. PACKAGE PLANS**  
**WEEKLY CIRCULATION PLANS**  
Spots must be scheduled equally over 7 day period and rotate within time classification. Offered on pre-emptible basis at station's discretion for full rate card advertiser. In the event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Plans earn consecutive weeks discount.  
PER WK:  
Plan A: 12 ti (3AA, 3A, 4B, 2C) 384 312 192  
Plan B: 18 ti (5AA, 5A, 6B, 2C) 840 432 270  
Plan C: 24 ti (6AA, 6A, 8B, 4C) 672 528 336  
Plan D: 36 ti (9AA, 9A, 12B, 6C) 836 756 468

**FREQUENCY COMBINATION**  
Minutes, Newscastrs, 20/30 seconds and IDs may combine to earn weekly frequency discounts. Plans may combine with Minutes, Newscastrs, 20/30 seconds and IDs to earn weekly frequency discounts. Plans do not combine with Plans for further weekly frequency.

**FREQUENCY DISCOUNT**  
(With expenditure of 100.00 or more)  
52 consecutive weeks—10%  
**DRIVE TIME SPECIAL**  
(Rotating minutes only)  
PER WK:  
Plan 1: 16 ti (8AA, 8A) flat 640  
Plan 2: 24 ti (12AA, 12A) flat 912

**HOUSEWIFE SPECIAL**  
(Rotating minutes only)  
PER WK: (Mon thru Sat 10 am-3 pm)  
Plan 1: 15 ti, flat, 450 Plan 2: 25 ti, flat, 708  
Flat rates, no further discounts.  
Drive Time and Housewife Special offered on pre-emptible basis at station's discretion for full rate card advertisers. They do not earn consecutive weeks discounts and do not combine with face of card rates or Weekly Circulation Plans to earn weekly frequency discounts. They do not combine with each other.

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS**  
(Rotating Mon-Sat)  
PER WK:  
AA 5 ti 50 10+  
AA 60 58 63  
A 58 55 50

WTIX  
1951

## Independent

A Storz Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 219 6825 6.00  
Storz Broadcasting Co., 332 Carondelet St. New Orleans, La. 70130. Phone 504-523-2404.

- PERSONNEL**  
Chairman of the Board—Robert H. Storz.  
Vice Pres. & Gen'l Mgr.—Fred Berthelson.  
Program Director—Bob Mitchell.
- REPRESENTATIVES**  
Blair Radio
- FACILITIES**  
10,000 w. days; 5,000 w. nights; 690 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 29c, 29a, 30, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 62b, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73b.  
Prod. Services: 81.

**TIME RATES**  
No. 10 Rev 12/1/72—Rec'd 12/4/73.  
I—Mon thru Sat 3-10 pm.  
II—Mon thru Fri 6-10 am; Sat 6 am-3 pm.  
III—Mon thru Sat 10 pm-midnight; Mon thru Fri 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS											
PER WK:	SECTION I										
	1 ti	6 ti	12 ti	18 ti	24 ti						
1 min	60	48	32	24	18						
30/20 sec	48	38	25	18	12						
*10 sec	30	24	16	12	8						
1 min	55	40	26	18	12						
30/20 sec	44	34	22	16	10						
*10 sec	25	20	13	10	6						
1 min	45	30	20	14	9						
30/20 sec	36	26	17	12	8						
*10 sec	22	16	10	7	4						

(\*) Preemptible.

8. PROGRAM TIME RATES  
5-min—1-1/2x applicable 1-min.

WVVOG  
1950

Media Code 4 219 6875 1.00  
F. W. Robert Corp., 125 N. Galvez, New Orleans, La. 70119. Phone 504-821-5755.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVVOG: Religious, gospel music and talk programming. Rec'd 2/25/72.

- PERSONNEL**  
Pres. & Owner—Fred Westenberger.  
General Manager—C. R. (Kevin) White.  
Program Director—Sam Ford.
- FACILITIES**  
1,000 w. days; 600 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29c, 33c.  
Contracts: 40a, 42b, 44a, 45, 46, 48, 49, 50, 51a  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 ET 10/1/73—Rec'd 10/11/73.  
6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 208x 260x 312x  
1 min..... 20.00 19.00 18.00 17.00 16.00 15.00 14.00  
30/20 sec..... 15.50 14.75 14.00 13.25 12.50 11.75 11.00  
10 sec: 50% of 1-min.

7. PACKAGE PLANS											
WEEKLY SATURATION—CRASH PLANS											
PER WK:	1 min 15 ti 25 ti 30 ti										
1 min	16.00	15.00	14.00	13.00	12.00						
30/20 sec	12.50	11.75	11.00	10.25	9.50						
10 sec:	50% of 1-min.										

6. PROGRAM TIME RATES											
1 hr	1/2 hr	1/4 hr	10 min	5 min							
1 x.....	94.50	58.00	37.50	28.00	19.00						
26 x.....	89.00	53.00	33.50	26.50	18.00						
52 x.....	84.00	50.50	34.00	25.00	17.00						
104 x.....	79.50	47.50	32.00	24.00	16.00						
156 x.....	75.00	45.00	30.00	22.50	15.00						
208 x.....	70.00	42.00	28.00	21.00	14.50						
260 x.....	65.50	41.00	27.50	20.50	14.00						
1000 x.....	60.00	40.00	27.00	20.00	13.50						

WVL  
1922

## CBS Radio Network



KATZ RADIO

Subscriber to the NAB Radio Code  
Media Code 4 219 6930 4.00  
Loyola University of the South, 1024 N. Rampart St., New Orleans, La. 70118. Phone 504-529-4444.

- PERSONNEL**  
General Manager—J. Michael Early.  
General Sales Manager—Raymond M. Muro, Jr.  
Program Director—John S. Pela.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
50,000 w.; 870 kc. Directional—same pattern all hours.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24c, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 43, 44a, 46, 47a, 49.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 81, 82.  
Affiliated with Katz Radio Network.  
Affiliated with CBS.

6. SPOT ANNOUNCEMENTS											
PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti							
AAA	67	65	63	61							
AA	52	50	49	47							
A	45	43	41	39							

**7. PACKAGE PLANS**  
**SUNDAY THRU SATURDAY 5-1 AM**  
PER YR:  
1 hr..... 300 288 276 104x 156x 200x  
1/2 hr..... 161 153 145 137 128 120  
1/4 hr..... 101 96 91 87 83 79  
10 min..... 85 80 78 72 68 64  
5 min..... 63 60 56 53 50 47  
1-5 am: 50% of above.

WVL-FM  
1970

Subscriber to the NAB Radio Code  
Media Code 4 219 6931 2.00  
Loyola University of the South, 1024 N. Rampart St., New Orleans, La. 70118. Phone 504-529-4444.  
See affiliated AM station for additional information.

- PERSONNEL**  
ERP 100,000 w.; 101.9 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 825 ft. above average terrain.
- FACILITIES**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a,



## New Orleans—W Y L D—Continued

PER WK:	30 RECONDS CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	21	19	18	17	16	15
13 wk.....	20	18	17	16	15	14
26 wk.....	19	17	16	15	14	13
52 wk.....	18	16	15	14	13	12
1-5 spots per wk flat 2.00.						
PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	19	17	16	15	14	13
13 wk.....	18	16	15	14	13	12
26 wk.....	17	15	14	13	12	11
52 wk.....	16	14	13	12	11	10
1-5 spots per wk flat 21.00.						
10 sec.: 50% of 1-min.						

## NEW ROADS

Pointe Coupee Parish—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KWRG



Subscriber to the NAB Radio Code  
Media Code 4 219 7350 4.00  
Louis Broadcaster & Co., Box 489, New Roads, La. 70760. Phone 638-3058.

- PERSONNEL**  
Manager—Louis B. Coco, Jr.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
1,000 w. days; 500 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET—Rec'd 7/29/71.			
	1 ti	15 ti	30 ti	120+
1 min.....	2.90	2.80	2.70	2.60
30 sec.....	2.40	2.30	2.20	2.10
15 sec.....	1.80	1.75	1.70	1.65

## OAKDALE

Allen Parish—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KREH



Subscriber to the NAB Radio Code  
Media Code 4 219 7455 1.00  
Louisiana Broadcasting Service, 10th St., Oakdale, La. 71463.

- PERSONNEL**  
General Manager—C. Winsett Reddoch.
- FACILITIES**  
250 w.; 900 kc. days. Non-directional. Operating schedule: Sunrise to local sunset.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 9/15/70—Rec'd 8/31/59.			
	1x	13x	26x	52x
1 min.....	2.75	3.55	3.35	3.15
30 sec.....	2.75	3.55	3.35	3.15

## OAK GROVE (1 AM; 1 FM)

West Carroll Parish—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

### KWCL



Subscriber to the NAB Radio Code  
Media Code 4 219 7560 8.00  
KWCL Inc., Box K, Oak Grove, La. 71263. Phone 318-428-4243.

**STATION'S PROGRAMMING DESCRIPTION**  
KWCL: Country/Pop, night MOR.

- PERSONNEL**  
Vice-Pres. & Mgr.—Ivy Robinson.
- REPRESENTATIVES**  
Vic Piano Associates, Inc. South—C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w.; 1280 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KWCL-FM.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	AM/FM COMBINATION NATIONAL AND LOCAL RATES SAME ET 3/1/73—Rec'd 4/5/73.			
	1 min	30 sec	15 sec	7.5 sec
1 min.....	2.00	1.50	1.00	.75

### KWCL-FM

Media Code 4 219 7561 6.00  
KALM INC., Box K, Oak Grove, La. 71263. Phone 318-428-4243.

See affiliated AM station for additional information.

- REPRESENTATIVES**  
Hal Walton Co.
- FACILITIES**  
South—C. K. Beaver & Associates, Inc. Operating schedule: ERP 8:00 w.; 96.7 mc. Stereo. Antenna ht.: 304 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KWCL.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations. Affiliated with KBS.

Sold in combination with KWCL. See that listing for rates.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 3/1/73—Rec'd 4/5/73.		
	1 min	30 sec	15 sec
1 min.....	1.50	1.00	.75

## OPELOUSAS (1 AM; 1 FM)

St. Landry Parish—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KSLO



Subscriber to the NAB Radio Code  
Media Code 4 219 7645 5.00  
KRLO Broadcasting Co., Box 1150, Opelousas, La. 70570. Phone 318-942-2633.

**STATION'S PROGRAMMING DESCRIPTION**  
KSLO: RURAL: 4-7 am & 11 am-1:30 pm daily.

- PERSONNEL**  
General Manager—W. E. Jones.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 4 am-11 pm. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with American Information Network. Member: Farm Directors Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 5/1/74—Rec'd 5/6/74.			
	1x	52x	100x	156x
30 sec.....	6.80	6.30	6.10	5.85
1 min.....	9.25	7.50	7.05	6.60

### KSLO-FM



Subscriber to the NAB Radio Code  
Media Code 4 219 7666 3.00  
KRLO Broadcasting Co., Box 1150, Opelousas, La. 70570. Phone 318-942-2633.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KSLO-FM: standards from '40's to current day.

- FACILITIES**  
ERP 3,000 w.; 107.1 mc. Stereo. Operating schedule: 7 am-midnight. CST. Antenna ht.: 207 ft. above average terrain.

Rates are identical to KSLO. See that listing.

## PINEVILLE

Rapides Parish—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KPAL



Media Code 4 219 7718 2.00  
Robert C. Wagner, 1610 Military Hwy., Pineville, La. 71360. Phone 318-415-5308.

**STATION'S PROGRAMMING DESCRIPTION**  
KPAL: MUSIC: gold & country. TPI audio & wire

- PERSONNEL**  
General Manager—St. Willing.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
500 w.; 1110 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 5/1/74—Rec'd 8/8/74.			
	1 ti	14 ti	21 ti	35 ti
PER WK:	1 ti	30 ti	60 ti	90 ti
1 min.....	7.00	6.15	5.50	4.90
30 sec.....	5.35	4.60	3.95	3.45
15 sec.....	4.50	3.95	3.50	3.10
PER YR:	1x	12x	26x	52x
1 min.....	7.00	5.50	4.50	3.15
30 sec.....	5.35	3.95	3.15	2.75
15 sec.....	4.50	3.50	2.75	2.45

## PORT SULPHUR

Plaquemines Parish—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### KAGY



Media Code 4 219 7770 3.00  
Plaquemines Broadcasting Corp., Box 95, Port Sulphur, La. 70083. Phone 504-564-3388.

**STATION'S PROGRAMMING DESCRIPTION**  
KAGY: Programmed for general interest 75%.

- PERSONNEL**  
Manager—Jerry Womack.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w.; 1510 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

## TIME RATES

6. SPOT ANNOUNCEMENTS	ET—Rec'd 9/18/72.		
	1 min	30 sec	15 sec
PER YR:	1x	2.75	2.50
1 min.....	3.35	2.60	2.30
30 sec.....	3.20	2.45	2.15
15 sec.....	2.90	2.30	2.00

## RAYVILLE

Richland Parish—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

### KRIH



Media Code 4 219 7875 0.00  
Ewing Inc., Box 420, Rayville, La. 71269. Phone 318-728-2027.

- PERSONNEL**  
General Manager—Thomas E. Ewing.
- REPRESENTATIVES**  
South—C. K. Beaver & Associates, Inc.
- FACILITIES**  
250 w.; 990 kc. days. Non-directional. Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**  
15/0 time and talent only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Farm Directors Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 6/1/72—Rec'd 5/19/72.		
	1 ti	12 ti	52 ti
1 min.....	4.00	3.85	3.75
30 sec.....	3.00	2.85	2.75

## RUSTON (1 AM; 1 FM)

Lincoln Parish—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KRUS



Media Code 4 219 7980 8.00  
Ruston Broadcasting Co., Inc., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.

- PERSONNEL**  
General Manager—Dan Hollingsworth.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 1/1/67—Rec'd 2/24/67.			
	1 MINUTE	OR 100 WORDS	30 RECONDS	STATION BREAK OR 40 WORDS
1 x.....	4.50	104 x	2.60	2.38
13 x.....	4.28	156 x	3.18	2.93
26 x.....	4.05	280 x	3.18	2.93
52 x.....	3.83	312 x	3.18	2.93
1 hr.....	3.00	104 x	2.40	2.18
13 x.....	2.85	156 x	2.28	2.06
26 x.....	2.70	260 x	2.18	1.96
52 x.....	2.55	312 x	1.78	1.56

### KRUS-FM



Media Code 4 219 7981 6.00  
Ruston Broadcasting Co., Radio Bldg., Box 430, 105 E. Park Ave., Ruston, La. 71270. Phone 318-255-2530.

See affiliated AM station for additional information.

- FACILITIES**  
ERP 3,000 w.; 107.1 mc. Stereo. Operating schedule: 5 am-midnight. CST.

Rates are identical to KRUS. See that listing.

## SHREVEPORT (7 AM; 5 FM)

Caddo Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A.....	37	33	37	33
B.....	27	24	27	24
C.....	15	15	15	15
D.....	15	11	13	9
AVERAGE	24	21	23	20

### KBCL



Media Code 4 219 8085 5.00  
Good Music, Inc., 702 Petroleum Tower, Shreveport, La. 71101. Phone 318-221-1608.

**STATION'S PROGRAMMING DESCRIPTION**  
KBCL: Programmed for 25 to 50 year age group.

### KBCL-FM



Subscriber to the NAB Radio Code  
Media Code 4 219 8085 5.00  
Good Music, Inc., 702 Petroleum Tower, Shreveport, La. 71101. Phone 318-221-1608.

**STATION'S PROGRAMMING DESCRIPTION**  
KBCL: Programmed for 25 to 50 year age group.

## LOUISIANA

**MUSIC:** general popular. NEWS: 5 min summaries at 7:30 & 8 am, noon, 4 & 5 pm; minute man news at :30. Opening & closing Wall Street reports at 9:50 & 3:45 pm. 10 min report at 12:20 pm. Contact Representative for further details. Rec'd 4/5/71.

**1. PERSONNEL**  
President—Armand E. Daigle.  
General Manager—Allan Stoll.

**2. REPRESENTATIVES**  
Gene Bolles Company.  
Southwest—Clyde Melville Company.  
South—Dora-Clayton Agency, Inc.

**3. FACILITIES** 250 w.; 1220 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP 100,000 w.; 96.5 mc. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 480 ft. above average terrain. Simulcast 6 am-2 pm.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10b, 14b, 15b, 16. Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 28c, 29a, 30. Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a. Comb.: Cont. Discounts: 60b, 60c, 60d, 61c, 62a, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET—Rec'd 7/1/74.		
	Flat	1 ti	12 ti
Flat.....	7.00		

### KCIJ



Media Code 4 219 8190 3.00  
Radioark Broadcasting of Louisiana, Inc., Box 197, Shreveport, La. 71102. Phone 318-425-7724.

- PERSONNEL**  
President—John Mahaffey.  
General Manager—Hal Sell.  
Program Director—Don Nugent.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
5,000 w. days, 990 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 5, 6a. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a. Contracts: 40a, 45, 46, 47a, 48. Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 82c. Cancellation: 70a, 70c, 71a, 73a. Affiliated with MBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 9/1/70—Rec'd 8/24/70.			
	1x	26x	52x	156x
1 min.....	9.50	9.00	8.50	8.00
30 sec.....	7.50	7.00	6.50	6.00

**7. PACKAGE PLANS**  
10 ti 15 ti 20 ti 25 ti  
7.50 7.00 6.50 6.00

**8. PROGRAM TIME RATES**

1 hr.....	1x	26x	52x	156x	260x	312x
1 hr.....	50.00	47.50	45.00	40.00	37.50	35.00
1/2 hr.....	35.00	33.00	31.00	27.00	25.00	23.00
1/4 hr.....	25.00	23.50	21.00	18.00	16.50	15.00
10 min.....	18.00	17.00	16.00	15.00	13.50	12.00
5 min.....	12.00	11.00	9.50	8.50	7.00	6.00

### TIME RATES

6. SPOT ANNOUNCEMENTS	ET 9/1/70—Rec'd 8/24/70.			
	1x	26x	52x	156x

# LOUISIANA

## Shreveport—K E E L—Continued

KEEL/KMBQ (FM) combination, per spot extra  
5.00. KEEL only specified 6-10 am, flat 34.00.  
30 SECONDS

AAA	28	26	24	22
AA	24	22	20	18
A	20	18	16	14

KEEL/KMBQ (FM) combination, per spot extra  
4.00. KEEL only specified 6-10 am, flat 32.00.

### 7. PACKAGE PLANS

TAP—\*1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min.	300	414	504
30 sec.	240	324	408

KEEL/KMBQ (FM) combination, per spot extra:  
1 min. 5 30 sec. 4  
(\* Mon thru Wed 3-7 pm & Sat 6-10 am & 3-7 pm.)

### 10. SPECIAL FEATURES

**NEWSCASTS**

1x	104x	260x
10 min/8 am, noon, 5 pm.	45	40
5 min/6:30, 7, 9 am.	40	38
5 min/all other times.	25	23

**FARM NEWS**  
5-6 am participation, flat 20.00.  
12:25-12:30 pm sponsorship, flat 35.00.

**CONTRACT DISCOUNT**  
26 wk—10%

## K JOE

1954  
SHREVEPORT

R A B

Media Code 4 219 8400 6.00  
Dynamic Broadcasting Corp., Box 1108, 526 Lane Bldg., Shreveport, La. 71102. Phone 318-423-0732.

### 1. PERSONNEL

President—C. Ronald Rogers.  
General Manager—Roger Lindsey.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

1,000 w. days: 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

### 4. AGENCY COMMISSION

15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10g, 11h, 12g, 14g, 15b.  
Basic Rates: 21a, 21b, 21d, 24b, 24c, 25a, 26b, 28c, 29a, 33a.

Contracts: 40c, 41, 44b, 45, 46, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60g, 60l, 62b, 62d  
Cancellation: 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
ET 1/1/68—Rec'd 1/3/68.  
AA—Mon thru Fri 6-10 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 MINUTE

1 ti	6 ti	12 ti	20-30
AA	14.00	12.50	11.50
A	12.00	10.50	9.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**10. SPECIAL FEATURES**  
5 min news—1-1/2x applicable 1-min.

## K MBQ (FM)

1968  
SHREVEPORT

BLAIR RADIO

R A B

Media Code 4 219 8450 1.00  
KEEL-FM, Inc., Box 7, 710 Spring St., Shreveport, 71120. Phone 318-425-8692.  
See affiliated AM station for additional information.  
AM facilities: KEEL.

**STATION'S PROGRAMMING DESCRIPTION**  
KMRQ (FM): Programmed for adults & young adults.  
MUSIC: General popular & showtunes. Special classical show Sun 10 am-12N. NEWS: at :30. U football. COMMERCIAL POLICY: 8 commercial minutes maximum per hour. Contact Representative for further details. Rec'd 9/5/72.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 6-2 am. CST.  
Antenna ht.: \_\_\_\_\_

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KEEL. See that listing for rates.

**TIME RATES**  
No. 6 ET 1/1/74—Rec'd 11/28/73.

**6. SPOT ANNOUNCEMENTS**

1x	156x	312x
1 min.	6.00	5.50
30 sec.	5.00	4.50
10 sec.	4.00	3.50

**10. SPECIAL FEATURES**  
5-min newscast sponsorship, flat. 12.00

# KOKA

1950  
SHREVEPORT

## Independent Black

NAB

Media Code 4 219 8505 2.00  
KOKA Broadcasting Co., Box 1550, Shreveport, La. 71120. Phone 318-222-3122.

**1. PERSONNEL**  
Managing Partner—James A. Reeder.  
Station Manager—Sourrose Butledge, Jr.  
Bernard Howard & Co., Inc.  
South—Bernard I. Ochs Co.

**2. REPRESENTATIVES**  
Operating schedule: am-midnight, CST.

**3. FACILITIES**  
10,000 w. days, 500 w. nights; 1550 kc.  
Directional—nights only.  
Operating schedule: am-midnight, CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.

Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51b.  
Comb.; Cont. Discounts: 60a, 60l, 62d.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Continuing discount allowed provided same weekly schedule is maintained for both contract years.

**TIME RATES**  
No. 11 ET 9/1/72—Rec'd 11/20/72.

**6. SPOT ANNOUNCEMENTS**  
PER WEEK—ROS

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	19.00	17.00	15.00	14.50	14.00	13.50
20/30 sec.	15.50	13.00	12.00	11.50	11.20	10.80
10 sec.	10.40	10.20	9.00	8.70	8.40	8.10

**8. PROGRAM TIME RATES**

1x	26x	52x	104x	156x	260x	312x
1 hr.	95	80	85	80	75	70
1/2 hr.	60	57	55	52	50	47
1/4 hr.	45	43	42	40	39	37
5 min.	25	24	23	22	21	20

## K RMD

1928  
SHREVEPORT

## Country Music

NAB

Subscriber to the NAB Radio Code  
Media Code 4 219 8610 0.00  
Radio Station KRMD, Box 1739, Shreveport, La. 71102. Phone 318-423-6171.

**STATION'S PROGRAMMING DESCRIPTION**  
KRMD: Programmed for adults.  
MUSIC: country. NEWS: 5 min network at :30; local at 6:30 & 7:30 am; 4:30 & 5:30 pm. Direct weathercasts from U.S. weather bureau at 6:30 am.  
SPORTS: Indie 500, World Series, major league baseball, college and high school football. Contact Representative for further details. Rec'd 5/3/73.

**1. PERSONNEL**  
General Manager—J. M. Phillips.  
Sales Manager—Jerry Black.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours, CST.  
Partial simulcast operation. Simulcast 5 am-8 pm.  
For non-simulcast facilities see KRMD-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 29a, 31.  
Contracts: 40a, 44a, 45, 46, 51b.  
Comb.; Cont. Discounts: 60b, 60f, 60g, 60i, 61a.  
Cancellation: 70a, 70c, 71a.  
Station reserves the right to limit 50% of schedule to traffic times.  
Affiliated with NBC.  
Affiliated with Katz Radio Network.

**TIME RATES**  
No. 1 ET 12/1/72—Rec'd 12/4/72.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
B—All other times.

**8. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN:

1 ti	6 ti	12 ti	18 ti	24 ti
AAA	18	16	15	14
AA	16	14	13	12
A	14	12	11	10
B	12	10	9	8

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## K RMD-FM

1948  
SHREVEPORT

NAB

Subscriber to the NAB Radio Code  
Media Code 4 219 8611 8.00  
Radio Station KRMD, Box 1739, Shreveport, La. 71102. Phone 318-423-6171.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KRMD-FM: Programmed for adults.  
MUSIC: country. NEWS: network at :30. Contact Representative for further details. Rec'd 5/3/73.

**3. FACILITIES**  
ERP 25,000 w.; 101.1 mc. Stereo.  
Operating schedule: 24 hours, CST.  
Antenna ht.: \_\_\_\_\_  
Partial simulcast operation. Operated separately 6 pm-6 am. For simulcast facilities see KRMD.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.

**TIME RATES**  
No. 1 ET 12/1/72—Rec'd 12/11/72.

**6. SPOT ANNOUNCEMENTS**  
PER YR:

1x	13x	26x	39x	52x	104x	156x
(*)	4.00	3.90	3.80	3.70	3.60	3.40
(*)	20x	260x	312x	365x	520x	780x
(*)	3.20	3.10	3.00	2.90	2.70	2.50

(\*) 1 min/30 sec.  
15 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK:

1 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti	56+
(*)	3.80	3.80	3.70	3.80	3.50	3.40	3.20
(*)	1.95	1.90	1.85	1.80	1.75	1.70	1.65

(\*) 1 min/30 sec.

**PER MO, EA:**

1 min or 30 sec.	3.60	3.40	3.30	3.20
15 sec.	1.80	1.70	1.65	1.60

## K ROK (FM)

1948  
SHREVEPORT

R A B

Subscriber to the NAB Radio Code  
Media Code 4 219 8621 3.00  
International Broadcasting Corp., Box 1130, 8th floor, Petroleum Tower, Shreveport, La. 71120. Phone 318-222-8711.

**See affiliated AM station for additional information.**  
AM facilities: KWKH.

**STATION'S PROGRAMMING DESCRIPTION**  
KROK (FM): Sun 6-9:05 am public affairs programs; 9:05 am-12M progressive rock & news; Mon-Sat 6-11 am progressive rock & news; Mon-7-8 pm rap session; Wed 7-10 pm request line. Contact Representative for further details. Rec'd 3/21/73.

**1. PERSONNEL**  
Sales Director—Chuck Fellers.

**3. FACILITIES**  
ERP 100,000 w.; 94.5 mc. Stereo.  
Operating schedule: 6-11 am, CST.  
Antenna ht.: 400 ft. above average terrain.

**TIME RATES**  
No. 5 ET 8/1/74—Rec'd 8/7/74.

**6. SPOT ANNOUNCEMENTS**  
ROS, PER YR:

1x	250x	500x	1000x
10 ti	20 ti	30 ti	50 ti
1 min.	7	6	5
30 sec/less.	6	5	4

Specified day parts, per spot extra 1.00.

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 26 wk—10% 52 wk—15%

**7. PACKAGE PLANS**  
100 ti per mo, flat. 1 min 30 sec 350 275  
Specified day parts, per spot extra 1.00.

## K TAL (FM)

1948  
TEXARKANA-SHREVEPORT

NAB

Media Code 4 219 8715 7.00  
KCMC, Inc., 3150 N. Market, Shreveport, La. 71107.  
Phone 318-425-2422.  
Studios: Texarkana, Tex., Shreveport and Vivian, La.

**1. PERSONNEL**  
President—Walter E. Hussman.  
General Manager—H. Lee Bryant.

**3. FACILITIES**  
ERP 81,300 w.; 98.1 mc.  
Operating schedule: 24 hours daily.  
Antenna ht.: 1,447 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10c, 11h, 12h, 13h, 14c, 16.  
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 29a, 31.  
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.

Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, (1a, 62a).  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
TV facilities: KTAL-TV.  
Affiliated with American FM Network.

**TIME RATES**  
ET 1/1/67—Rec'd 2/2/67.

AA—Daily 9 am-9 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MIN OR LESS:

1x	50x	100x	300x	500x
AA	3.00	2.75	2.50	2.25
A	2.00	1.75	1.50	1.25

**7. PACKAGE PLANS**  
ROS PACKAGE PLAN  
(To be used within 30 days or less)

90 ti	126 ti	150 ti
Es	2.00	1.75

## KWKH

1925  
SHREVEPORT

NAB

Subscriber to the NAB Radio Code  
Media Code 4 219 8820 5.00  
International Broadcasting Corp. (The Shreveport Times) Box 1130, Shreveport, La. 71120. Phone 318-222-8711.

Studio—Petroleum Tower, Shreveport, La.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWKH: Programmed for general interest.  
MUSIC: MOR, popular music 7:15 am-6 pm, 75% singles. Country and western and gospel 5-7 am, 10:15 pm-7 am. NEWS: 6 min network & 4 min local at :30; 15 min or more at 7, 8 am, noon, 5 & 10 pm. Play-by-play of major league baseball; pro, college basketball and high school & college football. FARM: 6:50 & 6:15 am, 12:15-12:30 pm, markets at 6:05 am, 2 men. WEATHER: all news programs, direct weather bureau at 6:35 am & 12:30 pm. Severe weather service. TALK: 11:40 am-noon call-ins 7:30-9 pm interview and call-ins. AIR PERSONALITIES: 5-10 am, 10 am-noon, 2:15-6:30 pm, 1:15 pm-5 am. Contact Representative for further details. Rec'd 8/23/72.

**1. PERSONNEL**  
Vice-President—Robert Ewing Brown.  
Gen. Mgr.—Jack Timmons (Phone 318-222-8721).

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
50,000 w.; 1130 kc. Directional—night only.  
Operating schedule: 24 hours, CST.

**4. AGENCY COMMISSION**  
15% time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12h, 13g, 14g.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28c, 29a, 32b.

Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60l, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KROK (FM).  
Affiliated with CBS.

**TIME RATES**  
No. 10 ET 9/7/70—Rec'd 8/21/70.

AA—Mon thru Fri 6:30-10 am & 4-7 pm.  
A—Mon thru Sat 5:30-6:30 am; Mon thru Fri 10 am-4 pm & 7-10:30 pm; Sat 6:30 am-10:30 pm; Sun 6 am-10:30 pm.  
B—Daily 10:30 pm-5:30 am.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
1 MINUTE

1x	6 ti	12 ti	18 ti	24+
1-99 ti	34	32	30	28
100-299 ti	31	29	27	25
300+	28	26	24	22

30/20 SECONDS

1-99 ti	29	27	25	23
100-299 ti	27	25	23	



**Shreveport—K W K H—Continued**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
156 x	130	82	54	41	27
312 x	130	76	51	39	25
624+	125	70	46	35	23

**CLASS B**

1 x	90	54	36	27	19
52 x	86	52	34	26	18
156 x	82	50	32	25	17
312 x	76	48	30	24	16
624+	70	42	28	22	15

HAYRIDE-USA

10. SPECIAL FEATURES  
TALENT AND PRODUCTION CHARGES ON SPONSORED PROGRAMS

News, Sports, Open House	1/3 hr	10 min	5 min
Farm Programs	18	12	8
	21	16	11

YEARLY DISCOUNT  
Schedules run within a contract year may be combined for benefit of new schedules but no rebates will be issued on previous campaigns.  
Eff 3/13/72.

**NITE RIDER 5-MIN NEWS**

PER WK:	10:15 pm-5 am	3 ti	6 ti
EA		14	12

Nite Rider schedule combine with other time periods for discount. Programs do not combine with spots.

**SLIDELL (1 AM; 1 FM)**

St. Tammany Parish—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WSDL**  
(formerly WBGS)  
1963

Media Code 4 219 8925 2.00  
Mid-South Broadcasters Corp., Box 1175, Slidell, La. 70458. Phone 504-643-1808.

Studios: Coastal Blvd., Slidell, La.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSDL: Programmed for general interest to adults.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Gerald Weaver.  
Station Manager—Danny Mitchell.
- REPRESENTATIVES**  
South—C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w. days; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**NATIONAL AND LOCAL RATES SAME**  
No. 1 Eff 9/1/72—Rec'd 8/30/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.00	4.75	4.50	4.25	4.00
30 sec.	3.75	3.50	3.25	3.00	2.75
10 sec.	2.50	2.35	2.25	2.10	2.00

**7. PACKAGE PLANS**

PER WK:	25 ti	35 ti
1 min.	4.25	4.00
30 sec.	3.00	2.75

Fixed position, extra 25%.

10. SPECIAL FEATURES  
News, weather & sports shows—1-1/2x 5 min.  
5-min prog. incl. open & close plus 1-min spot.  
Headline prog. incl. open & close plus 30-sec spot.

**WXEL (FM)**

1970

Media Code 4 219 8965 0.00  
Security Broadcasting of New Orleans, Inc., Braniff Pl., New Orleans, La. 70140. Phone 504-586-9935.

Studios: Coastal Blvd., Slidell, La.  
**STATION'S PROGRAMMING DESCRIPTION**  
WXEL (FM): Programmed 100% to the black audience. MUSIC: Top 40, Rhythm and Blues NEWS: at 50. Discussion Programs, Mobile Units, Personalities available for Remote Broadcast. Contact Representative for further details. Rec'd 2/1/74.

- PERSONNEL**  
President—Ed Muniz.  
General Manager—W. A. Jefferson  
Program Director—R. J. Jenkins
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
South, Southeast—Carter S. Jones Agency.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 407 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb. Cont. Discounts: 60c, 60k, 61a, 61b.  
Cancellations: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
AM facilities: WNNR New Orleans.  
Affiliated with Mutual Black Network.

**TIME RATES**  
Eff 12/15/73—Rec'd 4/29/74.  
AAA—Mon thru Fri 3-10 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	100x	250x	500x	1000x
1 min.	18.00	17.00	15.75	10.75
30 sec.	13.50	12.75	11.25	8.25

CLASS AA	16.00	14.25	13.50	11.75	9.75
30 sec.	12.00	10.75	9.50	8.00	6.75

2. THIBODAUX (1 AM; 1 FM)  
Lafourche Parish—Map Location E-6  
See SRDS consumer market map and data at beginning of the State

**KTIB**  
1953  
Subscriber to the NAB Radio Code  
Media Code 4 219 8345 2.00  
La Terr Broadcasting Corp., 108 Green St., Thibodaux, La. 70301. Phone 504-447-9008.

**STATION'S PROGRAMMING DESCRIPTION**  
KTIB: Modern country format.

- PERSONNEL**  
General Manager—Raymond Saadi.
- FACILITIES**  
500 w.; 630 kc. days. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 1/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

1x	156x	312x
1 min.	7.00	6.00
30 sec.	5.60	4.80

October 1, 1974

7. PACKAGE PLANS  
\*PER WK. ROS: 10 ti 20 ti 30 ti 40 ti  
1 min. 13.00 13.25 12.75 12.00  
30 sec. 9.25 9.00 8.50 8.00  
20% guaranteed AAA.  
DISCOUNTS  
\*5 wk—3% 13 wk—7% (D)

**SPRINGHILL**

Webster Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KBSF**  
1954  
Subscriber to the NAB Radio Code  
Media Code 4 219 9030 0.00  
Springhill Broadcasting Co., P. O. Box 127, Plain Dealing Road, Springhill, La. 71075. Phone 539-4616.

- PERSONNEL**  
Owner & Gen'l Mgr.—John K. Hill
- FACILITIES**  
1,000 w.; 1460 kc. days. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset weekdays; 7:00 a.m. to local sunset Sunday. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 7/1/56—Rec'd 7/27/56.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	(*)
EA	4.00	3.60	3.20	2.80	2.40

(\*) Automotive rate.

**SULPHUR**

Calcasieu Parish—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**KIKS**  
1955  
Media Code 4 219 9135 7.00  
KIKS Radio, Inc., Box 190, Sulphur, La. 70663.  
Phone 318-527-5202.

- PERSONNEL**  
General Manager—Eddie Roberts.  
Charles Bernard Co., Inc.  
Paul Miller & Company.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Paul Miller & Company.
- FACILITIES**  
500 w. days; 1310 kc. Directional.  
Operating schedule: 5 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Country Music Network.

**NATIONAL AND LOCAL RATES SAME**  
No. 1 Eff 2/1/74—Rec'd 5/14/74.

**6. SPOT ANNOUNCEMENTS**

PER MD:	Open	30 ti	60 ti	100 ti	200 ti	500x
PER YR:	250x	500x	750x	1500x	2500x	
1 min.	6.00	5.00	4.40	3.85	3.30	2.75
30 sec.	4.80	4.00	3.50	3.10	2.65	2.20
10 sec.	3.00	2.50	2.25	2.00	1.75	1.50

10. SPECIAL FEATURES  
8-WORD TIME SIGNALS, PER WK: 70 ti 140 ti  
EA 1.25 1.00

**TALLULAH**

Madison Parish—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**KTLD**  
1954  
Subscriber to the NAB Radio Code  
Media Code 4 219 9240 5.00  
Owned and operated by Sco-Kim, Inc., Tallulah, La. 71282.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Chris C. Kimball.
- FACILITIES**  
500 w.; 1360 kc. Non-directional.  
Operating schedule: 5-30 a.m. to local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
Eff ———— Rec'd 11/5/71.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	20 sec	10 sec
3.00	1.75	1.50	1.25

**THIBODAUX (1 AM; 1 FM)**

Lafourche Parish—Map Location E-6  
See SRDS consumer market map and data at beginning of the State

**KTIB**  
1953  
Subscriber to the NAB Radio Code  
Media Code 4 219 8345 2.00  
La Terr Broadcasting Corp., 108 Green St., Thibodaux, La. 70301. Phone 504-447-9008.

**STATION'S PROGRAMMING DESCRIPTION**  
KTIB: Modern country format.

- PERSONNEL**  
General Manager—Raymond Saadi.
- FACILITIES**  
500 w.; 630 kc. days. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 1/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

1x	156x	312x
1 min.	7.00	6.00
30 sec.	5.60	4.80

October 1, 1974

FM facilities: KHOM (FM), Houma, La.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
No. 9-C Eff 11/16/73—Rec'd 1/10/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min.	5.85	5.30	4.75	4.15
30 sec.	4.75	4.25	3.80	3.00

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 28 wk—10% 52 wk—15%

**KXOR (FM)**

1966  
Media Code 4 219 9398 1.00  
Gulf South Broadcasters, Box 106, 106 Ridgeland Ave., Thibodaux, La. 70301.

- PERSONNEL**  
General Manager—Joseph M. Costello, III.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 5 am-midnight CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

**TIME RATES**  
No. 1 Eff 12/1/73—Rec'd 6/28/74.

**7. PACKAGE PLANS**

Per wk	Per mo	Per yr
12 ti	18 ti	24+
1 min	6.00	5.00
30 sec	4.00	3.00
10 sec	3.00	2.75
IMPACT 60:		Cost
50 ti, 1-min.	105 per wk	175.00
50 ti, 30-sec.	105 per wk	137.50

**VILLE PLATTE (1 AM; 1 FM)**

Evangeline Parish—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**KVPI**  
1953

Subscriber to the NAB Radio Code  
Media Code 4 219 9450 0.00  
Ville Platte Broadcasting Co., Inc., Drawer J, Ville Platte, La. 70586. Phone 318-363-2124.

- PERSONNEL**  
General Manager—Dan Andrus.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
250 w.; 1050 kc. Non-directional.  
Operating schedule: 6 am-sign-off. CST.  
Partial simulcast operation. Simulcast 6 am-sign-off. For non-simulcast facilities see KVPI-FM.
- AGENCY COMMISSION**  
15/0, 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
Eff 11/1/73—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**

15 sec	30 sec	1 min
1 x	2.00	3.00
100 x	1.95	2.95
100 x	1.90	2.90
300 x	1.80	2.80
600 x	1.70	2.70
900 x	1.60	2.55
1200 x	1.50	2.35
1800 x	1.35	2.10
2400 x	1.20	1.95

10. SPECIAL FEATURES  
Morning French News—15.00 when available.

**VIVIAN**

Caddo Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KVPI-FM**  
1953

Subscriber to the NAB Radio Code  
Media Code 4 219 9451 8.00  
Ville-Platte Broadcasting Co., Inc., Box 566, Ville Platte, La. 70586. Phone 318-363-2124.

- PERSONNEL**  
General Manager—Don F. Murray
- REPRESENTATIVES**  
South—Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.6 mc.  
Operating schedule: 6 am-11 pm CST.  
Antenna ht.: 180 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
Eff 1/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

1x	156x	312x
1 min.	7.00	6.00
30 sec.	5.60	4.80

**VIVIAN**

Caddo Parish—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KNCB**  
1966

Subscriber to the NAB Radio Code  
Media Code 4 219 9453 4.00  
North Caddo Broadcasting Co., Box 1072, Hwy. 1 N., Vivian, La. 71082. Phone 318-375-3278.

- PERSONNEL**  
General Manager—Ruby Stinnett Dowd.
- FACILITIES**  
5,000 w.; 1800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**TIME RATES**  
Eff 1/1/74—Rec'd 3/18/74.

**6. SPOT ANNOUNCEMENTS**

1x	156x	312x
1 min.	7.00	6.00
30 sec.	5.60	4.80

October 1, 1974

**LOUISIANA**

4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff ———— Rec'd 4/28/71.

**6. SPOT ANNOUNCEMENTS**

1 min.	2.75	30 sec.	2.00
10+ per day	1.50	1.25	

**WEST MONROE**

Ouachita Parish—Map Location C 2  
See SRDS consumer market map and data at beginning of the State.

**See Monroe**  
(including West Monroe)

**WINNFIELD (1 AM; 1 FM)**

Winn Parish—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KVCL**  
1955

Subscriber to the NAB Radio Code  
Media Code 4 219 9645 5.00  
Winn Broadcasting Co., Box 548, KVCL Bld., Winnfield, La. 71483. Phone 318-628-5822.

- PERSONNEL**  
Owner & Mgr.—Ed Hall.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w.; 1270 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
Eff 9/1/73—Rec'd 8/6/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	Open	19 ti	25 ti	50 ti
PER MO:	Open	26 ti	52 ti	158 ti
1 min.	2.75	2.50	2.25	2.00
30 sec/less.	2.50	2.25	2.00	1.75
15 sec/less.	2.25	2.00	1.75	1.50

**KVCL-FM**

1966

Subscriber to the NAB Radio Code  
Media Code 4 219 9646 3.00  
Winn Broadcasting Co., Box 548, KVCL Bld., Winnfield, La. 71483. Phone 318-628-5822.

- PERSONNEL**  
General Manager—Dan Andrus.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
250 w.; 1050 kc. Non-directional.  
Operating schedule: 6 am-sign-off. CST.  
Partial simulcast operation. Simulcast 6 am-sign-off. For non-simulcast facilities see KVPI-FM.
- AGENCY COMMISSION**  
15/0, 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

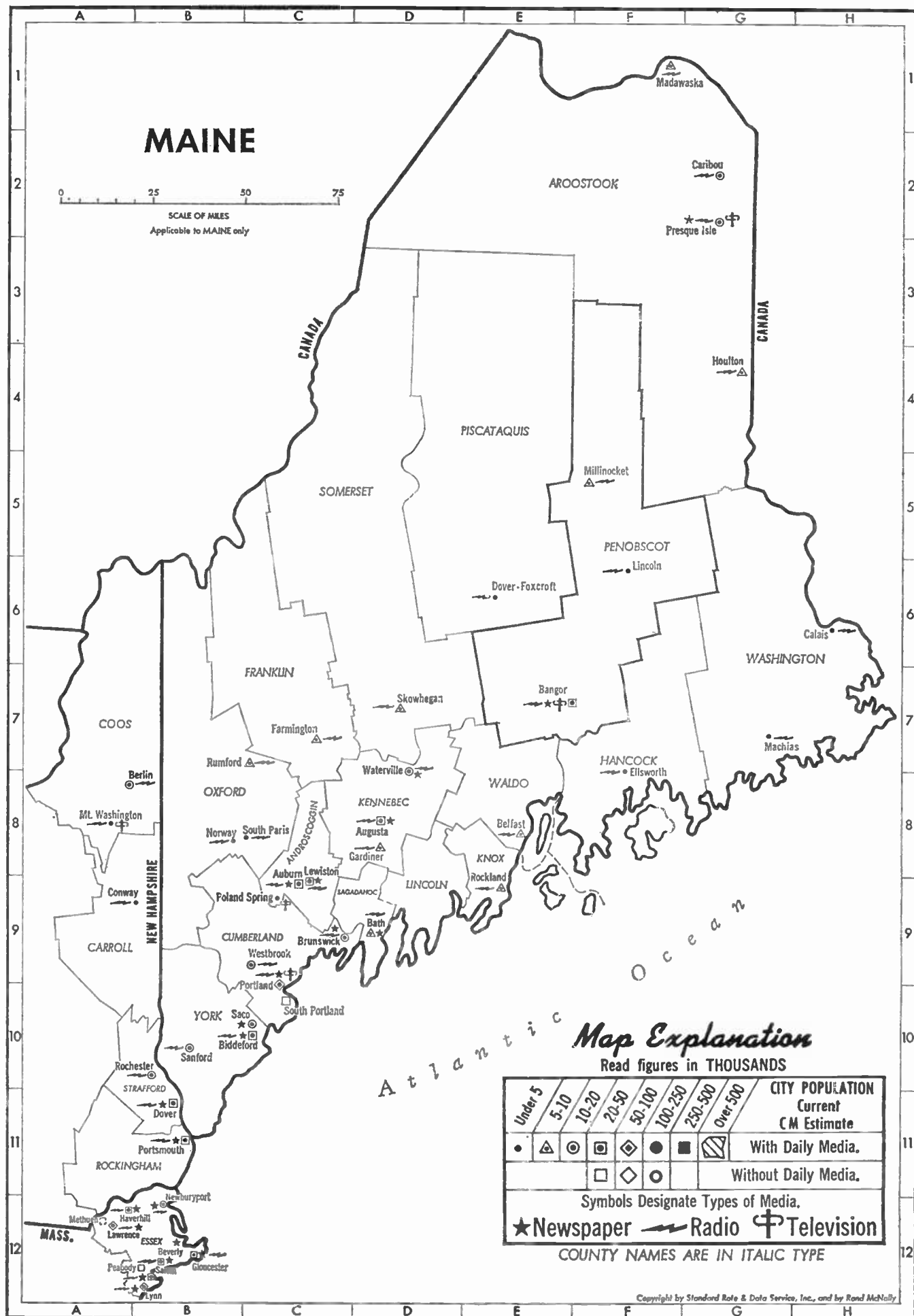
**TIME RATES**  
Eff 9/1/73—Rec'd 8/6/73.

**6. SPOT ANN**

# MAINE

## Negro Population Data

(January 1, 1974)			
STATE TOTAL.....	2,500	Portland (S.M.S.A.) .....	558
METRO AREAS		Portland (County Basis)...	711
Bangor (County Basis)...	197	Total Metros (S.M.S.A.) .....	670
Lewiston-Auburn (S.M.S.A.) .....	112	Total Metros (County Basis)...	1,022
Lewiston-Auburn (County Basis)...	114		





# State, County, City, Metro Area Data

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Auburn—Androscoggin    Augusta—Kennebec    Bangor—Penobscot    Biddeford—York    Lewiston—Androscoggin    Portland—Cumberland    South Portland—Cumberland

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973						Retail Sales—1973												
			(\$000)	Per Household (\$)	Distribution of Families					Total Retail Sales		By Selected Store Types								Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)
					5000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdee. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
<b>MAINE STATE TOTALS</b>	1,042.5	337.12	3,479,723	10,322	10.0	22.6	15.8	26.0	17.7	2,320,026	6,882	553,736	56,050	321,001	89,055	68,465	476,310	175,863	461.86	29.8	314,425
<b>ANDROSCOGGIN C-8</b>	94.0	31.12	309,714	9,952	10.2	21.5	16.5	27.7	16.1	223,149	7,171	50,248	4,434	34,333	12,108	7,297	52,539	15,240	43.35	1.6	54,137
Auburn	25.2	8.44	90,566	10,731						73,562	8,716	18,256	1,191	9,765	1,272	1,973	29,647	5,587			
Lewiston	43.7	15.01	142,280	9,479						123,660	8,239	22,743	2,575	24,596	10,929	4,342	18,977	7,585			
Lewiston-Auburn Metro Area (Official S.M.S.A.)	74.7	23.77	268,271	11,286						202,833	8,533	42,951	3,711	33,073	11,661	6,872	49,640	14,124	33.00		
Lewiston-Auburn Metro Area (County basis)	94.0	31.12	309,714	9,952	10.2	21.5	16.5	27.7	16.1	223,149	7,171	50,248	4,434	34,333	12,108	7,297	52,539	15,240	43.35		
AROSTOOK F-21	96.0	27.81	265,075	9,532	13.0	26.8	16.0	20.3	11.9	196,629	7,070	47,400	4,610	27,956	7,786	4,544	39,636	14,489	38.83	8.2	12,500
CUMBERLAND B-91	204.1	67.75	785,094	11,588	7.5	18.0	14.8	29.1	24.0	567,018	8,369	134,761	11,410	98,743	20,669	18,802	102,282	33,792	92.90	1.7	24,376
Portland	65.5	24.30	243,826	10,034						271,604	11,177	58,247	5,121	58,807	15,225	12,902	45,574	10,155			
Portland Metro Area (Official S.M.S.A.)	180.5	58.00	702,067	12,105						493,413	8,507	124,915	10,838	87,545	21,305	18,688	81,525	25,040	76.67		
Portland Metro Area (County basis)	204.1	67.75	785,094	11,588	7.5	18.0	14.8	29.1	24.0	567,018	8,369	134,761	11,410	98,743	20,669	18,802	102,282	33,792	92.90		
South Portland	24.6	7.72	92,541	11,987						54,911	7,113	17,082	1,708	6,440	1,372	1,172	14,897	4,859			
FRANKLIN C-7	24.4	7.65	76,036	9,939	10.9	21.9	16.8	26.0	16.5	44,794	5,855	10,558	1,289	3,645	1,890	625	9,878	3,992	10.34	1.3	7,034
HANCOCK F-71	36.8	12.77	123,196	9,647	13.2	22.2	16.6	22.9	15.6	85,674	6,709	23,953	2,305	6,629	2,394	1,114	20,481	5,138	16.70		3,942
KENNEBEC D-8	101.1	32.01	357,072	11,155	8.2	19.4	15.2	28.4	22.3	237,330	7,414	52,850	6,483	37,139	11,708	7,250	57,035	17,998	41.99	2.8	47,108
Augusta	23.0	7.58	85,856	11,327						82,732	10,915	19,349	2,484	13,308	4,271	3,068	21,942	7,872			
KNOX E-8	30.3	10.71	104,238	9,733	12.2	24.1	16.6	22.9	15.1	71,619	6,687	18,123	2,069	9,810	2,875	1,733	13,655	3,471	15.55	1.3	14,046
LINCOLN D-9	21.8	7.68	76,239	9,927	11.0	20.8	15.6	25.0	17.5	46,529	6,058	10,356	1,217	2,891	1,297	1,239	10,171	4,127	10.15		6
OXFORD E-8	45.2	14.78	138,586	9,377	10.3	22.7	17.2	27.3	13.4	80,997	5,480	20,971	1,936	7,594	2,274	2,052	18,568	7,831	21.10		1,350
PENOBSCOT F-61	130.5	39.89	421,143	10,558	9.6	21.8	15.8	26.2	18.8	324,935	8,146	67,261	7,284	60,788	14,366	9,867	71,299	24,111	53.07		
Bangor	36.5	11.81	114,911	9,730						175,651	14,873	23,902	2,988	49,375	9,755	6,546	42,670	9,411			
Bangor Metro Area (County basis)	130.5	39.89	421,143	10,558	9.6	21.8	15.8	26.2	18.8	324,935	8,146	67,261	7,284	60,788	14,366	9,867	71,299	24,111	53.07		
PISCATAQUIS E-41	16.4	5.59	52,359	9,367	14.2	26.9	16.2	22.9	11.8	28,576	5,112	9,155	976	2,506	719	1,025	6,000	2,762	9.21		4,013
SAGadahoc D-91	24.5	8.23	81,535	9,907	6.7	23.7	15.0	27.1	17.3	29,039	3,528	6,848	843	595	713	774	5,177	5,762	11.17		4,822
SOMERSET D-5	42.8	13.88	129,051	9,298	12.1	25.9	16.3	23.5	12.7	74,978	5,402	21,825	2,256	4,622	2,155	2,533	10,737	7,117	20.09		31,728
WALDO E-8	24.4	7.89	77,124	9,775	13.5	24.1	16.0	22.7	14.9	37,249	4,721	9,817	726	4,668	723	419	7,593	2,994	10.79		2.1
WASHINGTON G-71	30.2	10.15	82,804	8,158	18.1	24.7	12.8	17.4	10.9	49,407	4,868	17,043	1,452	5,784	1,589	1,258	7,290	4,719	16.24		8
YORK B-101	120.0	39.21	400,457	10,213	8.7	21.0	16.5	27.7	17.2	222,103	5,664	52,567	6,760	13,298	5,789	7,933	47,949	22,210	50.38		2.1
Biddeford	21.2	7.08	60,619	8,562						50,028	7,066	12,559	1,138	6,411	2,269	2,698	6,890	4,452			

(f) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## MAINE

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Central Maine Group

Comprised of:  
Interconnected Stations  
WFAU, WFAU-FM—WTVL, WTVL-FM—  
Augusta  
WRKD, WRKD-FM—  
Rockland  
Media Code 4 220 0175 0.00  
Executive Office: Box 557, 38 Silver St., Waterville, Me. 04901. Phone 207-873-8311.

1. PERSONNEL  
National Sales Director—Harold L. Vigue.
  2. REPRESENTATIVES  
Michael Fulford Company, Inc.  
New England—Kettell-Carter, Inc.  
Western States—Bill Dahisten & Associates.
  4. AGENCY COMMISSION  
15% time only.
  5. GENERAL ADVERTISING See coded regulations  
See individual station listing.
- TIME RATES**  
Eff—Rec'd 8/10/70.  
COMBINATION DISCOUNT  
Any 2 stations..... 5% All 3 stations..... 10%

### Lobster Network

Comprised of:  
Non-Interconnected Stations  
WRUM—Bumford  
WGUY—Bangor  
Media Code 4 220 0500 9.00  
Executive Office: 638 Congress St., Portland, Me. 04101. Phone 237-774-6561.

1. PERSONNEL  
General Manager—Melvin L. Stone.  
National Sales Manager—Fred Miller.
2. REPRESENTATIVES  
McGarren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.  
Canada—All-Canada Radio-Television Ltd.

4. AGENCY COMMISSION  
15/0 on net time only.
  5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 12c, 13b.  
Basic Rates: 20a, 22a, 23a, 24c.  
Contracts: 40a, 43.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70e.  
For separate rates see individual listings.
- TIME RATES**  
No. 16G Eff 10/1/73—Rec'd 9/10/73.  
AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—All other times.
7. PACKAGE PLANS  
FULL NETWORK BUY  
PER WK. EA: AA—A  
6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
1 min. 22.00 20.00 19.00 18.00 20.00 18.50 17.00 16.00  
LESS THAN FULL NETWORK BUY  
WGUY 13.00 12.00 10.00 9.00 11.00 10.00 9.00 8.00  
WEGP 8.00 7.50 7.00 6.00 7.50 7.00 6.50 5.50  
WRUM 5.75 5.50 5.25 5.00 5.25 5.00 4.75 4.50  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- DISCOUNT  
Less than full network:  
2 sta—5%

### Maine Broadcasting System

Comprised of:  
Interconnected Stations  
WCSH—Portland  
WRDO—Augusta  
WLBZ—Bangor  
Media Code 4 220 0750 0.00  
Executive Offices: 579 Congress St., c/o WCSH, Portland, Me. 04101. Phone 207-772-0181.

1. PERSONNEL  
President—Marty Rines Thompson.  
General Manager—Herbert W. Crosby.
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
New England—Creed Associates, Inc.
4. AGENCY COMMISSION  
15% on time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 73a.

**TIME RATES**  
Eff—Rec'd 1/4/68.  
COMBINATION DISCOUNTS  
Any combination of 2 stations—10%.  
All 3 stations—15%.

### V. C. I. Group

Comprised of:  
Non-Interconnected Stations  
WPNO—Lewiston-  
Auburn  
WSKW—Skowhegan  
WTOS (FM)—Skowhegan.  
Media Code 4 220 0907 6.00  
Executive Office: Box 6, Auburn, Me. 04210. Phone 207-784-1531.

1. PERSONNEL  
National Sales Director—Cole Wilkins.
  2. REPRESENTATIVES  
PRO Time Sales, Inc.
  4. AGENCY COMMISSION  
15% time only.
  5. GENERAL ADVERTISING See coded regulations  
See individual stations.
- TIME RATES**  
Eff—Rec'd 6/24/74.  
WPNO: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 7.90 7.15 6.40 5.60 5.15  
30 sec..... 6.30 5.70 5.10 4.50 4.10  
WSKW: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 6.90 6.40 5.90 5.40 4.90  
30 sec..... 5.50 5.10 4.70 4.30 3.90  
WTOS (FM): 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 6.80 5.80 5.50 5.10 4.60  
30 sec..... 4.80 4.60 4.40 4.10 3.70

### AUBURN

Androscoggin County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

### See Lewiston-Auburn

### AUGUSTA (2 AM; 1 FM)

Plus 2 paid duplicate listings.  
Kennebec County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WABK

1968  
GARDINER



(This is a paid duplicate of the listing appearing under Gardiner, Maine.)  
Media Code 4 220 4125 1.00  
Aberaki Co., Box 442, Gardiner, Me. 04345. Phone 207-582-3303.

- Other address—Box 782, Augusta, Me. 04330.  
**STATION'S PROGRAMMING DESCRIPTION**  
WABK: Programmed with emphasis on music and personalities and local information. Target age 18-49.  
MUSIC: Contemporary-MOR 6 am-7 pm, top 40/rock 7-12 pm. Format: today's hits, cross-overs & gold. NEWS: news director, AP, 24 local newscasts daily; 15 min summaries at 7:30 am, noon, 5, 6, & 11 pm. SPORTS: 5 daily, local live high school & college play-by-play. TALK: M-F 6-7 pm. Editorials. RELIGIOUS: sign-on & sign-off & Sun 7-8 am. Contact Representative for further details. Rec'd 3/5/74.
1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Donald A. Roberts.

2. REPRESENTATIVES  
New York—PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES  
5,000 w.; 1290 kc. Non-directional days, directional nights.  
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 4e, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32a.  
Contracts: 40c, 41a, 42b, 42d, 43, 44a, 44b, 45, 48, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WKME

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 6/10/74.
6. SPOT ANNOUNCEMENTS  
1 min..... 7 30 sec..... 6
  - AM/FM COMBINATION  
1 min..... 13 30 sec..... 11  
12+ per wk, 10% discount.
  8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min. (D)

### WFAU WFAU-FM

1948 1961

### CBS Radio Network



Media Code 4 220 1000 9.00  
Capitol Communications Corp., Box 307, 160 Bangor St., Augusta, Me. 04330. Phone 207-623-3878.

- STATION'S PROGRAMMING DESCRIPTION**  
WFAU: Programmed for adults.
1. PERSONNEL  
President—Harold L. Vigue.
  2. REPRESENTATIVES  
Michael Fulford Company, Inc.  
New England—Kettell-Carter, Inc.  
Western States—Bill Dahisten & Associates.
  3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:25 am-midnight. EST.  
FM FACILITIES  
ERP 4,800 w.; 101.3 mc.  
15% time only.
  5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- (This listing continued on next page)

# MAINE

## Augusta—WFAU, WFAU-FM—Cont'd

Affiliated with CBS.  
Member: French Program Group of New England,  
National Agiladio Groups, Inc. Central Maine  
Group.

### TIME RATES

No. 4 Eff 3/1/73—Rec'd 3/5/73.  
AA—Mon thru Sat 6:30-9:30 am, 11:30-1 pm, &  
3:30-7 pm; Sun noon-7 pm.  
A—All other times

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA									
	1 min	30 sec	15 ti	10 ti	5 ti	20 ti	30 ti	50 ti	10 ti	5 ti
1 min	7.00	5.00	6.50	6.25	6.00	5.50	5.00			
30 sec	6.00	5.00	5.25	5.00	4.75	4.25	4.00			
10 sec	3.75	3.50	3.25	3.15	3.00	2.75	2.50			

## WKME

1974  
GARDNER

NAB RAB

(This is a paid duplicate of the listing appearing  
under Gardiner, Me.)  
Media Code 4 220 4187 1.00  
Abenaki Co., Box 782, Augusta, Me. 04330. Phone  
207-582-3303.

**STATION'S PROGRAMMING DESCRIPTION**  
WKME: Programmed with emphasis on music, target  
age 18-49.

**MUSIC:** hit parade, top 50 & million sellers.  
**NEWS** 10 min every 2 hours. Talk 6-7 pm. **RE-**  
**LIGION:** sign-on & sign-off, 7-8 am Sun. Contact  
Representative for further details. Rec'd 4/4/74

### 1. PERSONNEL

Vice Pres. & Gen'l Mgr.—Donald A. Roberts  
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.

### 3. FACILITIES

ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.3 mc.  
Stereos.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 340 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,  
6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a,  
24b, 24c, 25a, 28b, 28c, 29a, 30, 32a.

Contracts: 40c, 41a, 42b, 42d, 43, 44a, 44b, 45, 46,  
47a, 48, 49, 50, 51a, 51b, 51c  
Comb.; Cont. Discounts: 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### AM facilities: WABK

Sold in combination with WABK See that listing  
for rates.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 6/10/74—Rec'd 6/10/74.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA									
	1 min	30 sec	15 ti	10 ti	5 ti	20 ti	30 ti	50 ti	10 ti	5 ti
1 min	7.00	5.00	6.50	6.25	6.00	5.50	5.00			
30 sec	6.00	5.00	5.25	5.00	4.75	4.25	4.00			
10 sec	3.75	3.50	3.25	3.15	3.00	2.75	2.50			

### 8. PROGRAM TIME RATES

5 min—1-1/2x 1-min. (D)

## WRDO

1932

# NBC Radio Network Maine Broadcasting System

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 220 1250 0.00  
WRDO, Inc., 251 Water St., Augusta, Me. 04330  
Phone 207-623-4735.

### 1. PERSONNEL

General Manager—Herbert W. Crosby.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
New England—Creed Associates, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30-12:05 am weekdays; 8:00  
am-11:30 pm Sun. EST.

### 4. AGENCY COMMISSION

15% on station time; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accents AAAA copyrighted contract.  
Affiliated with NBC and Eastman Radio Network.  
Member: Maine Broadcasting System.

### TIME RATES

Eff 1/1/68—Rec'd 12/4/67.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—All other times.

### 7. PACKAGE PLANS

PER WK:	SECTION I				SECTION II			
	1 min	30/20	10 sec	10 sec	1 min	30/20	10 sec	10 sec
1 min	8.00	6.40	4.00	4.00	7.00	5.60	3.50	3.50
12 ti	6.00	4.80	3.00	3.00	5.00	4.00	2.50	2.50
18 ti	5.00	4.00	2.50	2.50	4.00	3.20	2.00	2.00

### CONSECUTIVE WEEK DISCOUNTS

26 wk—5%  
RATEHOLDER  
Minimum wky sched of 6 1-min spots 6 am-mid  
Mon-Sun necessary to maintain consec wk advertising.

# BANGOR (3 AM; 1 FM)

Penobscot County—Map Location F-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## WABI

1924

# Alan Torbet Associates, Inc.

NAB RAB

A Hildreth Station  
Subscriber to the NAB Radio Code  
Media Code 4 220 1500 8.00  
Community Broadcasting Service, 35 Hildreth St.,  
Bangor, Me. 04401. Phone 207-947-8321. TWX  
710-222-1645.

### 1. PERSONNEL

Exec. Vice-Pres.—Walter L. Dickson.  
Oper. & Nat'l Sales Mgr.—George Gonyer.

### STATION'S PROGRAMMING DESCRIPTION

WABI Programmed for family.  
AIR PERSONALITIES handle all segments except  
syndicated specials on weekends. NEWS: 5 min.  
at 5:55 & short reports at 3:30, 5:45-10 am, M-F,  
MOH with features, 10 am-2 pm adult contemporary  
with 30% oldies, 2-6 pm current hits with 30%  
oldies, 6-6:30 pm news, weather & sports, 6:30 pm  
midnight contemporary. SPORTS: High school, college  
& professional games home & away. COM-  
MERCIAL POLICY: 18 min, per hour; personalities  
available for remotes & promotions. Contact Representa-  
tive for further details. Rec'd 1/21/74.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
New England—Kettell-Carter, Inc.  
Canada—Andy McDermott Sales Ltd.

### 3. FACILITIES

5,000 w.; 910 kc. Directional—night only.  
Operating schedule: 5:45 am-midnight. EST.

### 4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,  
24a, 24b, 24c, 25a, 25b, 27, 28a, 28c, 29a, 30, 33c.  
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a,  
49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 60f, 60i, 61b,  
62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### FM facilities: WBGW (FM)

TV facilities: WABI-TV  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 8 Eff 2/1/74—Rec'd 3/18/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

FIXED:	CLASS AAA				
	1x	52x	104x	200x	520x
1 min	17.00	16.00	15.00	13.00	10.00
30/20 sec	13.60	12.80	12.00	10.40	8.00
ID's	8.50	8.00	7.50	6.50	5.00

### CLASS AA

1 min	16.00	14.50	13.50	11.50	9.00
30/20 sec	12.75	11.75	10.75	9.00	7.25
ID's	8.00	7.25	6.75	5.75	4.50

### CLASS A

1 min	15.00	15.00	12.00	10.00	8.00
30/20 sec	12.00	10.40	9.60	8.00	6.40
ID's	7.50	6.50	6.00	5.00	4.00

### 7. PACKAGE PLANS

PER WK:	1 MINUTE				
	CLASS AAA	16 ti	24 ti	36 ti	36 ti
1 wk	13.00	12.00	11.00	10.00	9.00
26 wk	11.00	10.00	9.00	8.00	7.00
52 wk	10.00	9.00	8.00	7.00	6.00

### CLASS AA

1 wk	12.00	11.00	10.00	9.00	8.00
26 wk	10.00	9.00	8.00	7.00	6.00
52 wk	9.00	8.00	7.00	6.00	5.00

### CLASS A

1 wk	11.00	9.00	9.00	8.00	7.00
26 wk	9.00	8.00	7.00	6.00	5.00
52 wk	8.00	7.00	6.00	5.00	4.50

### 30 SECONDS

1 wk	10.00	9.00	8.00	7.20	6.40
26 wk	8.00	8.00	7.20	6.40	5.60
52 wk	8.00	7.20	6.40	5.60	4.80

### CLASS AA

1 wk	8.00	8.00	8.00	7.20	6.40
26 wk	8.00	7.20	6.40	5.60	4.80
52 wk	7.20	6.40	5.60	4.80	4.00

### CLASS A

1 wk	8.00	8.00	7.20	6.40	5.60
26 wk	7.20	6.40	5.60	4.80	4.00
52 wk	6.40	5.60	4.80	4.00	3.60

### 8. PROGRAM TIME RATES

1 x	1 hr				
	1/2 hr	1/4 hr	10 min	5 min	5 min
100	65	50	40	30	30
52	90	58	45	35	25
104	40	34	40	30	20
260	50	35	25	15	15

## WBGW (FM)

1961

NAB RAB NAFMB

A Hildreth Station  
Subscriber to the NAB Radio Code  
Media Code 4 220 1625 3.00  
Community Broadcasting Service, 35 Hildreth St.,  
Bangor, Me. 04401. Phone 207-947-8321. TWX  
710-222-1645.

See affiliated AM station for additional information.  
AM facilities: WABI

### STATION'S PROGRAMMING DESCRIPTION

WBGW (FM): Programmed for general interest.  
Live Air Personality 5:45-9:15 am. NEWS: 5 min.  
every hour. News features national, international.

local and regional. SPORTS: 5 min. at 7 am. Live  
play by play of local high school basketball. MUSIC:  
100% country and western. COMMERCIAL POLICY:  
14 min. maximum. Personalities available for remote  
pickups. Contact Representative for further details.  
Rec'd 1/21/74.

### 3. FACILITIES

ERP 5,000 w.; 97.1 mc  
Operating schedule: 5:45-12:15 am EST.  
Antenna ht.: 1,228 ft. above average terrain.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with ATA Radio Network.  
Affiliated with American FM Network.

### TIME RATES

No. 1 Eff 1/1/73—Rec'd 7/30/73.  
6. SPOT ANNOUNCEMENTS  
1 min..... 8.25 7.25 6.75 6.50 5.75 5.25  
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

## WGUY

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 220 1750 9.00  
Bangor Broadcasting Corp., 7 Main St., Bangor,  
Me. 04401. Phones 207-947-7354; 7355.

### 1. PERSONNEL

President—Melvin L. Stone.  
General Manager—Robert P. Mooney.  
Program News—Tim Comer.

### 2. REPRESENTATIVES

McGavran-Gull, Inc.  
Boston—Northeastern Spot Sales, Inc.

### 3. FACILITIES

5,000 w.; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 23a.  
Contracts: 40a, 41, 43, 45, 46.  
Cancellation: 70e.  
Prod. Services: 82.

### Member: Lobster Network

### TIME RATES

No. 6 Eff 8/1/66—Rec'd 7/5/66.

PER WK:	CLASS AA					
	6 ti	12 ti	15 ti	16 ti	24 ti	30 ti
PER YR:	52x	104x	260x	520x	1000x	1500x
1 min	13	12	11	10	9	8
30 sec	80% of 1-min.					
10 sec	ID's					

### 8. PROGRAM TIME RATES

1 x	1/4 hr			10 min		5 min	
	30	24	18	18	12	9	8
100	30	24	18	18	12	9	8

### 9. PARTICIPATING PROGRAMS

You're On The Air—10-11 am, flat..... 13

### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS  
PER WK: 3 ti 5 ti 6 ti  
Ea 15 12 13

## WLBZ



Biddeford—WIDE, WIDE-FM—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 6/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS  
FIXED & CONTRACT

1 min.	6.50	5.90	5.30	5.00	4.55	3.85
30 sec.	4.70	4.25	4.00	3.85	3.30	2.85
ID's: 80% of 1-min.						

BRUNSWICK (1 AM; 1 FM)

Plus 1 paid duplicate listing.  
Cumberland County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

WJTO 1957  
WJTO-FM 1971  
BATH

(This is a paid duplicate of the listing appearing under Bath, Me.)  
Media Code 4 220 2250 9 00

Box 329, Berry's Mill Rd., West Bath, Me. 04530.  
Phone 207-443-5542. (WJTO).  
Porter Broadcasting Service, Inc. (WJTO-FM). Same address and phone number.

1. PERSONNEL  
Owner/Manager—Catherine J. Porter.  
Commercial Manager—Parner Porter.  
Chief Engineer—John Doyle.  
2. REPRESENTATIVES  
New York—McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.  
3. FACILITIES  
1,000 w.; 730 kc. Non-directional.  
64 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.  
Operating schedule: 3 am-midnight.  
Antenna ht.: 275 ft. above average terrain.  
Simulcast 6 am-8 pm.

4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21a, 23a, 24b, 24c, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60l, 61a.  
Cancellation: 71a, 72.  
Prod. Services: 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 11/1/73—Rec'd 11/9/73.

6. SPOT ANNOUNCEMENTS  
PER YR:

1 min	7.50	6.80	6.40	6.20	4.00	3.80
30 sec	6.00	5.40	5.00	4.80	3.20	3.00
20 sec: flat (minimum of 10) 3.00.						

7. PACKAGE PLANS  
PER WK, EA:

1 min.	5.25	5.00	4.75	4.50
30 sec.	4.25	4.00	3.75	3.50

8. PROGRAM TIME RATES  
11 4 1 6-7 11  
5 min. 12 11 10  
3 min. 10 9 8

PROGRAM DISCOUNT  
13 wk—10% 25 wk—15% 53 wk—20%  
FM only: 1 min. 2.00. (D)

WKXA 1955  
WKXA-FM 1965

Media Code 4 220 3187 2 00  
Condit Broadcasting Corp. II, River Rd., Brunswick, Me. 04011. Phone 207-725-6507.

1. PERSONNEL  
Executive Vice-President—Robert D. S. Condit.  
2. REPRESENTATIVES  
Market 4 Radio.  
Southwest—R. S. Crane Company, Inc.  
Southwest—Mario Messina Company.  
Mid-south—Dome & Associates, Inc.  
New England—Echels & Queen, Inc.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w.; 900 kc. Non-directional days.  
Operating schedule 24 hours daily. EST.  
FM-ERP 80,000 w.; 98.9 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 425 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b, 3.  
Rate Protection: 19c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22a, 22b, 23a, 24a, 24c, 26, 28b, 28c, 29a, 30, 31, 33a.  
Contracts: 40a, 42a, 44a, 45, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 3/11/74—Rec'd 3/11/74.

6. SPOT ANNOUNCEMENTS

1 min.	5.50	4.75	4.25	3.75
30 sec.	5.00	4.25	3.75	3.25
10 sec.	4.25	3.50	3.00	2.50

7. PACKAGE PLANS  
PER WK, EA, ROS:

1 min.	47.50	85.00	112.50
30 sec.	38.00	75.00	97.00

10. SPECIAL FEATURES  
NEWSCASTS

PER WK, EA:

1 1/2 hr.	10.00	4.11	8+
5 min.	10.00	9.00	7.50

CALAIS  
Washington County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

WQDY 1959  
RAB

Media Code 4 220 3250 8 00  
WQDY, Inc., 281 Main St., Calais, Me. 04619.  
Phone 207-454-7545.  
Other studios—120 Water St., Saint Stephen, New Brunswick, Phone 506-454-7546.

1. PERSONNEL  
Gen'l Mgr. & Farm Dir.—Dan Hollingdale.  
2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
Boston—Nona Kirby Co., Inc.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. EST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

**TIME RATES**  
Eff 9/10/73—Rec'd 9/10/73.

6. SPOT ANNOUNCEMENTS  
PER WK:

1 min.	6.75	6.00	5.25	4.00	3.50
30 sec.	6.00	5.25	4.50	3.50	3.00
10 sec.	5.00	4.25	3.50	2.50	2.00

CARIBOU (1 AM; 1 FM)  
Aroostook County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

WFST 1955  
RAB

Subscriber to the NAB Radio Code  
Media Code 4 220 3500 6 00  
Northern Broadcasting Co., Box 647, 2 miles N. E. of Caribou, Me. 04736. Phone 207-493-3334.  
STATION'S PROGRAMMING DESCRIPTION  
WFST: MUSIC: Country & pop.

1. PERSONNEL  
General Manager—John McGowan Michaud.  
Sales & Traffic Mgr.—Eileen Chevlot.  
2. REPRESENTATIVES  
New York—Charles Bernard Co., Inc.  
Boston—Echels & Queen, Inc.  
3. FACILITIES  
5,000 w. days; 600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WFST-FM.  
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 6 Eff 3/15/71—Rec'd 3/31/71.

AA—Prime Drive—6-9 am & 3-7 pm.  
A—RTA

6. SPOT ANNOUNCEMENTS

PER WK:	1 min	20/30	1 min	20/30
5 min.	8.00	6.40	7.00	5.50
10 min.	6.00	4.80	5.00	4.00
15 min.	5.75	4.60	4.75	3.80
20 min.	5.50	4.40	4.50	3.60
30 min.	5.25	4.20	4.35	3.50
40 min.	5.00	4.00	4.25	3.40
50 min.	4.75	3.80	4.00	3.20

7. PACKAGE PLANS  
BULK SPOTS—1 YEAR CONTRACT

500 k.	4.00	3.20	2.00
1000 k.	3.50	2.80	1.75

WFST-FM 1958  
RAB

Subscriber to the NAB Radio Code  
Media Code 4 220 3501 4 00  
Northern Broadcasting Co., Box 647, 2 mi. N.E. of Caribou, Me. 04736. Phone 207-493-3334.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WFST-FM: MUSIC: Country & pop.

3. FACILITIES  
ERP 250 w.; 97.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 258 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WFST.  
**TIME RATES**  
50% of AM rates.

DOVER-FOXCROFT  
Piscataquis County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

WDME 1967

Media Code 4 220 3600 4 00  
Radio Voice of Dover-Foxcroft, 30 E. Main St., Dover-Foxcroft, Me. 04426. Phone 207-584-8246.

1. PERSONNEL  
Pres. & Mgr.—Frank A. Dello, Jr.

2. REPRESENTATIVES  
New England Spot Sales, Inc.

3. FACILITIES  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6-1 am. EST.

4. AGENCY COMMISSION  
15% time only. Payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KDS.  
5% discount when purchased with WLKN, Lincoln.

**TIME RATES**  
Eff 1/1/70—Rec'd 1/2/70.

6. SPOT ANNOUNCEMENTS

1 min.	5.50	4.80	4.45	4.10	3.40
30 sec.	3.70	3.40	3.00	2.75	2.50

7. PACKAGE PLANS  
PER WK, ROS:

1 min.	4.90	4.20	3.50
30 sec.	3.70	3.10	2.60
PER MO, ROS, WITHIN 30 DAYS:	1 min	30 sec	
50 tl. ea.	3.20	2.85	
100 tl. ea.	3.20	2.25	

ELLSWORTH (1 AM; 1 FM)  
Hancock County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

WDEA 1958  
WDEA-FM 1965  
CBS Radio Network

Media Code 4 220 3750 7 00

Coastal Broadcasting Co., Inc., 68 State St., Ellsworth, Me. 04605. Phone 207-687-9553, 6, 7.

1. PERSONNEL  
General Manager—Harvey E. DeVane.  
2. REPRESENTATIVES  
The Devney Organization, Inc.  
Boston—Nona Kirby Co., Inc.  
Canada—Stephens & Towndrow Co. Limited.  
3. FACILITIES  
5,000 w. Directional. Separate patterns day and night.  
1370 kc.  
Operating schedule: 5:30-1 am.  
FM-ERP 50,000 w. (vert.), 50,000 w. (horiz.); 95.7 mc.  
Operating schedule: 5:30-1 am.  
Antenna ht.: 316 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
Eff 6/1/72—Rec'd 6/28/72.

6. SPOT ANNOUNCEMENTS  
PER YR, CONTRACT:

1 min.	6.00	5.40	4.95	4.50
30 sec.	4.00	3.60	3.30	3.00

FIXED POSITION  
1 min. 7.20 6.48 5.94 5.40  
30 sec. 4.80 4.32 3.96 3.60

FARMINGTON (1 AM; 1 FM)  
Franklin County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

WKTJ 1959  
WKTJ-FM 1973

Media Code 4 220 4000 6 00

Franklin Broadcasting Corp., Box 590, Voter Hill Rd., Farmington, Me. 04938. Phone 207-778-3000.

STATION'S PROGRAMMING DESCRIPTION  
WKTJ: current bits, ads & top C&W, album cuts.  
1. PERSONNEL  
General Manager—Linn Wells.  
2. REPRESENTATIVES  
New England—Kettell-Carter, Inc.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w.; 1380 kc. Non-directional.  
Operating schedule: 6:00 a.m. to local sunset. EST.  
FM-ERP 15,000 w. (horiz.), 15,000 w. (vert.); 92.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 402 ft. above average terrain.  
Simulcast 6 am-local sunset.

4. AGENCY COMMISSION  
15/0 time only; payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 3R Eff 1/1/74—Rec'd 1/9/74.

6. SPOT ANNOUNCEMENTS  
FIXED:

1 min.	6.00	5.70	5.40	5.10	4.80
30 sec.	4.00	4.50	4.20	4.10	3.85
10 sec.	3.00	2.85	2.70	2.55	2.40

7. PACKAGE PLANS  
1 MINUTE

PER UNIT:	5 wk	10 wk	15 wk	20 wk	30 wk
1 wk.	5.50	5.00	4.75	4.50	4.25
13 wk.	5.25	4.75	4.50	4.25	4.00
26 wk.	5.00	4.50	4.25	4.00	3.75
52 wk.	4.75	4.25	4.00	3.75	3.50

30 SECONDS  
1 wk. 4.40 4.00 3.80 3.60 3.40  
13 wk. 4.20 3.80 3.60 3.40 3.20  
26 wk. 4.00 3.60 3.40 3.20 3.00  
52 wk. 3.80 3.40 3.20 3.00 2.80  
10 sec: 50% of applicable 1-min rate.  
Minimum rateholder, 5 per wk.

GARDINER (1 AM; 1 FM)

Kennebec County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

WABK 1968  
RAB

Media Code 4 220 4125 1 00  
Abenaki Co., Box 442, Gardiner, Me. 04345. Phone 207-582-3303.  
Other address—Box 782, Augusta, Me. 04330.

STATION'S PROGRAMMING DESCRIPTION  
WABK: Programmed with emphasis on music and personalities and local information. Target age 18-49.  
MUSIC: Contemporary-MOR 6 am-7 pm, top 40/rock 7-12 pm. Format: today's hits, cross-overs & solid. NEWS: news director, AP, 24 local newscasts daily; 15 min summaries at 7:30 am, noon, 5, 6 & 11 pm. SPORTS: 5 daily, local live high school & college play-by-play. TALK: M-F 6-7 pm. Editorials. RELIGIOUS: sign-on & sign-off & Sun 7-8 am. Contact Representative for further details. Rec'd 3/5/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Donald A. Roberts.  
2. REPRESENTATIVES  
New York—PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.  
3. FACILITIES  
5,000 w.; 1280 kc. Non-directional days, directional nights.  
Operating schedule: 5:30 am-midnight. EST.  
4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32a.  
Contracts: 40c, 41a, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WKME.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/16/74—Rec'd 6/16/74.

6. SPOT ANNOUNCEMENTS  
1 min. 7 30 sec. 6  
AM/FM COMBINATION  
1 min. 13 30 sec. 11  
12+ per wk, 10% discount.

12. PROGRAM TIME RATES  
5 min—1-1/2x 1-min. (D)

WKME 1974  
RAB

Media Code 4 220 4187 1 00

Abenaki Co., Box 782, Augusta, Me. 04330. Phone 207-582-3303.

STATION'S PROGRAMMING DESCRIPTION  
WKME: Programmed with emphasis on music, target age 18-49.  
MUSIC: hit parade, top 50 & million sellers NEWS: 10 min every 2 hours, Talk: 6-7 pm. RELIGION: sign-on & sign-off, 7-8 am Sun. Contact Representative for further details. Rec'd 4/4/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Donald A. Roberts.  
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.  
3. FACILITIES  
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 340 ft. above average terrain.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10h, 11b, 12b, 13b, 14b, 15a, 15b, 15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32a.  
Contracts: 40c, 41a, 42b, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: WABK.  
Sold in combination with WABK. See that listing for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/10/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS  
1 min. 7 30 sec. 6  
per wk, 10% discount.

8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min. (D)

HOULTON  
Aroostook County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

WHOU 1950

Media Code 4 220 4250 7 00

WHOU, Inc., Box 40, North Rd., Houlton, Me. 04730. Phone 207-532-6587.  
(This listing continued on next page)

# MAINE

## Houlton—W H O U—Continued

- PERSONNEL**  
Mgr. & Farm Dir.—James Hunt.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Boston—Nona Kirby Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1840 kc  
Non-directional.  
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract,  
Affiliated with CBS and KBS.

TIME RATES	ET				
	5 ti	10 ti	20 ti	40 ti	60 ti
PER WK:	5.75	6.00	6.00	5.25	4.00
1 min:	6.00	5.25	4.50	3.50	3.00
30 sec:	5.00	4.25	3.50	2.50	2.00

6 SPOT ANNOUNCEMENTS	ET				
	5 ti	10 ti	20 ti	40 ti	60 ti
PER WK:	5.75	6.00	6.00	5.25	4.00
1 min:	6.00	5.25	4.50	3.50	3.00
30 sec:	5.00	4.25	3.50	2.50	2.00

## LEWISTON-AUBURN

(3 AM; 2 FM)  
Androscoggin County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### W B L M (FM)

Media Code 4 220 4375 2.00  
Stereo Corp., Box 478, Lewiston, Me. 04240. Phones 207-375-4617, 4208.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBLM (FM): Programmed for young adults, 18-35.  
**MUSIC:** AIR PERSONALITIES handle all segments. Programmed 10-14 min sets days, 15-20 min sets nights. Rock 85%, jazz, blues, folk, bluegrass & classical; at least 1 adult top 40 selection per hr; classic albums from mid '60s-present; concerts.  
**NEWS:** local at midnight, 6, 7, 8, & 10 am, noon, 3, 5, 6, 7, & 9 pm. Special documentaries & interviews of state, regional & nat'l interest. **COMMERCIAL POLICY:** 10 units per hour. Contact Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
Vice-President, Sales—Walt Bucklin.  
Vice-President, Operation—John Isaacs.  
Program Director—Steve Thibodeau.
- REPRESENTATIVES**  
Selcom, Inc.  
New England—Eckels & Queen, Inc.
- FACILITIES**  
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 107.5 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 612 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14g, 15a, 15b, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70h, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.

TIME RATES	ET				
	7 ti	14 ti	21 ti	28 ti	500x 1000x
PER WK:	14	13	12	11	12
1 min:	12	11	10	9	10
30 sec:	12	11	10	9	10

6 SPOT ANNOUNCEMENTS	ET				
	7 ti	14 ti	21 ti	28 ti	500x 1000x
PER WK:	14	13	12	11	12
1 min:	12	11	10	9	10
30 sec:	12	11	10	9	10

### WCOU WCOU-FM

Media Code 4 220 4500 5.00  
Mid-Maine Communications, Inc., 223 Lisbon St., Lewiston, Me. 04240. Phone 207-784-8921.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCOU: Programmed for ages 18-50.  
**AIR PERSONALITIES** handle all segments. Modern country music. Local sports. **NEWS:** local at :55, network at :50. **FARM:** news & comments M-Sat 5:30 am. **SUN:** taped religious service am; French-Canadian music 9 am-noon. Contact Representative for further details. Rec'd 12/3/73.

- PERSONNEL**  
President—Philip M. Greene.  
General Manager—Robert Calligari.  
Sales Manager—Almon Keene.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Boston—New England Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights, 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.  
FM-ERP 13,500 w.; 93.9 mc.  
Operating schedule: same as AM, EST.  
Antenna ht.: 287 ft. above average.
- AGENCY COMMISSION**  
15/0; payable monthly.

- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 60f.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

### NATIONAL AND LOCAL RATES SAME

No. 2 4/13/73—Rec'd 4/17/73.  
AAA—Mon thru Fri 6-9:30 am & 3-6:30 pm, fixed.  
AA—Mon thru Fri 6-9:30 am & 3-6:30 pm, rotating.  
A—Mon thru Fri 9:30 am-3 pm, rotating; or Mon thru Fri 6 am-9 pm BTA; or Sat thru Sun 6 am-7 pm.  
B—Mon thru Sun 5 am-midnight, ROS.

6 SPOT ANNOUNCEMENTS	CLASS AAA				
	5 ti	10 ti	20 ti	30 ti	50 ti
PER WK:	7.50	100x	250x	500x	1000x
1 min:	6.00	5.60	5.20	4.80	4.40
30 sec:	6.70	6.40	5.80	5.30	4.90
1 min:	5.40	5.10	4.60	4.20	4.00
30 sec:	5.90	5.50	5.00	4.50	4.00
1 min:	4.70	4.40	3.90	3.60	3.40
30 sec:	5.40	4.80	4.50	4.20	3.80
30 sec:	4.50	4.00	3.50	3.20	3.00

- PARTICIPATING PROGRAMS**  
French Musical Program—Sun 9 am-noon, maximum 5 spots per program, AA rates. Translations per spot, 5.00.

### WLAM

1947  
LEWISTON  
Subscriber to the NAB Radio Code  
Media Code 4 220 4750 6.00  
Lewiston-Auburn Broadcasting Corp., Box 929, Lewiston, Me. 04240. Phone 207-784-5401.  
Office—Washington Street, Auburn, Me.

**STATION'S PROGRAMMING DESCRIPTION**  
WLAM: Programmed for general interest.  
**AIR PERSONALITIES** all segments. **NEWS:** 5 min network at :55, 5 min local on hour, 15 min local and network 7:45 am, 30 min network and local noon. **SPORTS:** live high school, college, pro basketball, football, pro baseball & hockey, local reports M-Sat 7:25 am & 6:05 pm. **MUSIC:** current hits, 3 hours French-Canadian weekly. **TALK:** live broadcast city council, phone-in 6:15-8 pm, free time major candidates local elections. **FARM:** news and hints M-Sat 6:25 am, county agent Sat 7:30 am. **RELIGIOUS:** taped local church services. Contact Representative for further details. Rec'd 4/5/71.

- PERSONNEL**  
General Manager—F. Parker Hoy.  
Commercial Manager—Romeo E. Sansoucy.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Kettell-Carter, Inc.
- FACILITIES**  
5,000 w.; 1470 kc.  
Directional—same pattern day and night.  
Operating schedule: 6 am-11:15 pm, EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33c.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Member: French Program Group of New England.

6 SPOT ANNOUNCEMENTS	FIXED/CONTRACT				
	1x	20x	52x	104x	156x
PER WK:	5.90	5.30	4.70	4.10	3.50
1 min:	5.90	5.30	4.70	4.10	3.50
30 sec:	5.90	5.30	4.70	4.10	3.50
10 sec:	5.90	5.30	4.70	4.10	3.50

### WPNO

1968  
AUBURN  
Media Code 4 220 4875 1.00  
Valley Communications, Inc., 88 Court St., Auburn, Me. 04210. Phone 207-784-1531.  
**STATION'S PROGRAMMING DESCRIPTION**  
WPNO: Current hits, 18-49 age group.  
**AIR PERSONALITIES** all time segments. **NEWS:** local, national, regional news, sports & weather at :55. **TALK:** free time offered to all major political candidates. **RELIGION:** local church programs Sun am 7-8:30 am. **MUSIC:** current hits, with blending of solid gold; current LP cuts. **FARM:** 6:25 am, news & interviews. Contact Representative for further details. Rec'd 11/5/73.

- PERSONNEL**  
Station Manager—Gerard B. Pineau.  
Commercial Sales Manager—Dale Quinn.  
National Sales Director—Cole Wilkins.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.

- AGENCY COMMISSION**  
15% time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a.  
Contracts: 40a, 41, 42b, 42d, 45, 49, 50, 51, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: V.C.I. Group.

6 SPOT ANNOUNCEMENTS	ET				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min:	8.00	7.25	6.50	5.75	5.25
30 sec:	6.40	5.80	5.20	4.60	4.20

## LINCOLN

Penobscot County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WLKN

1964  
Media Code 4 220 5000 5.00  
The Radio Voice of Lincoln, 13 A School St., Lincoln Me. 04457. Phone 207-794-6555.

- PERSONNEL**  
Gen'l & Sales Mgr.—Chief Eng.—Frank A. Dello, Jr.  
New England Spot Sales, Inc.
- REPRESENTATIVES**  
New England Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract,  
Affiliated with American Information Network.  
5% discount when purchased with WDME, Dover-Foxcroft.

6 SPOT ANNOUNCEMENTS	ET				
	1x	52x	104x	156x	260x
1 min:	5.50	4.80	4.45	4.10	3.40
30 sec:	3.70	3.40	3.00	2.75	2.50

7. PACKAGE PLANS	PER WK, ROS:			
	10 ti	20 ti	30 ti	50 ti
1 min:	4.90	4.20	3.50	2.80
30 sec:	3.70	3.10	2.60	2.10
PER WK, ROS, WITHIN 30 DAYS:	1 min	30 sec		
50 ti, ea.:	3.30	2.30		
100 ti, ea.:	3.20	2.20		

## MACHIAS

Washington County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### WMCS

1965  
Subscriber to the NAB Radio Code  
Media Code 4 220 5250 6.00  
Washington County Broadcasting Co., Inc., 12 Cooper St., Machias, Maine 04854. Phone 207-255-4452.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMCS: Programmed for general interest.

- PERSONNEL**  
Pres., Gen'l Mgr. & Prog. Dir.—Winston D. Chapman.
- REPRESENTATIVES**  
Boston—Nona Kirby Co., Inc.  
New York—Vic Piano Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-10:15 pm, EST.
- AGENCY COMMISSION**  
15/0 time only; 2% discount prepayment with order.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.

### NATIONAL AND LOCAL RATES SAME

6 SPOT ANNOUNCEMENTS	ET			
	1x	260x	520x	1040x
1 min:	5.00	4.75	4.50	4.25
30 sec:	3.50	3.25	3.00	2.75
10 sec:	2.50	2.25	2.00	1.75
10 sec:	2.00	1.75	1.50	1.25

10+ per wk—10% 20+ per wk—20%

## MADAWASKA

Aroostook County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### WSJR

1962  
Media Code 4 220 5500 4.00  
Mel Voc. Inc., Box C, 6 Tenth Ave., Madawaska, Me. 04758. Phone 207-728-4000.

- PERSONNEL**  
General Manager—Bernard L. Talbot.
- REPRESENTATIVES**  
Kettell-Carter, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1,230 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm, EST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.  
Affiliated with KBS.

6 SPOT ANNOUNCEMENTS	ET				
	5 ti	10 ti	15 ti	20 ti	30 ti
PER WK:	10.00	9.00	8.00	7.50	6.50
1 min:	8.00	6.00	5.00	4.50	3.50
30 sec:	6.00	5.00	4.00	3.50	2.50

## MILLINOCKET

Penobscot County—Map location F-6  
See SRDS consumer market map and data at beginning of the State.

### WMKR

1963  
Media Code 4 220 5750 5.00  
Katahdin Radio, Inc., Box 508, Millinocket, Me. 04462. Phone 207-723-9657.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMKR: MOR music, 32 newscasts daily, sports.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John M. Keys.
- REPRESENTATIVES**  
Boston—Nona Kirby Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract,  
Affiliated with CBS.

6 SPOT ANNOUNCEMENTS	ET				
	10 ti	20 ti	30 ti	40 ti	50 ti
PER WK:	4.25	4.00	3.75	3.25	2.75
1 min:	3.60	3.25	2.80	2.50	2.25
30 sec:	3.60	3.25	2.80	2.50	2.25

## NORWAY

Oxford County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

### WNWY (FM)

1971  
Media Code 4 220 5875 0.00  
Oxford Hills Radio Communications, Inc., 15 Pleasant St., Norway, Me. 04268. Phone 207-743-6200.

- PERSONNEL**  
General Manager—Raymond Knight.
- REPRESENTATIVES**  
Boston—Eckels & Queen, Inc.
- FACILITIES**  
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 92.7 mc.  
Operating schedule: 5:55 am-10 pm, EST.  
Antenna ht.: 360 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.

6 SPOT ANNOUNCEMENTS	ET				
	1x	13x	26x	52x	104x
PER WK:	5.50	5.25	5.00	4.75	4.50
1 min:	4.50	3.85	3.50	3.25	3.00
30 sec:	3.00	2.75	2.60	2.50	2.30

## PORTLAND (5 AM; 4 FM)

(including Westbrook)  
Plus 1 paid duplicate listing.  
Cumberland County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Station	Morning Traffic (6-10 am)		Afternoon Traffic (3-7 pm)		Evening Traffic (7 pm-midnight)	
	6-10 am	10 am-3 pm	3-7 pm	3-7 pm	7 pm	midnight
A	26	22	26	22	22	17
B	25	22	25	22	22	17
C	25	21	25	22	22	16
D	17	17	17	17	12	12
AVERAGE	23					



**WCSH**  
1925  
PORTLAND

**NBC Radio Network**  
**Maine Broadcasting System**

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 220 6000 4.06  
Maine Radio & Television Co., 579 Congress St.,  
Portland, Me. 04101. Phone 207-772-0181.

- PERSONNEL**  
President—Mrs. Mary Rines Thompson.  
General Manager—Herbert W. Crosby.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
New England—Creed Associates, Inc.
- FACILITIES**  
5,000 w.; 970 kc. Directional—night only.  
Operating schedule: 5:30-1:30 am. EST.
- AGENCY COMMISSION**  
15% on station time only; no cash discount.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 24c, 28b,  
28c, 29a, 33d.  
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 50, 51b.  
Comb.: Cont. Discounts: 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC and Eastman Radio Network.  
Member: Maine Broadcasting System.

**TIME RATES**

No. 14 ET 1/1/68—Rec'd 12/4/67.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun all day.  
III—All other times.

**PACKAGE PLANS**

PER WK:	SECTION I		
	1 min	30/20	10 sec
11 ti	16.00	14.40	9.00
12 ti	16.00	12.80	6.80
16 ti	15.00	12.00	7.50

1 ti	SECTION II		
	15.00	12.00	7.50
12 ti	15.00	10.40	6.80
16 ti	12.00	9.60	6.80

1 ti	SECTION III		
	12.00	9.60	6.80
12 ti	10.00	8.68	6.00
16 ti	9.00	7.20	4.50

**PROGRAM TIME RATES**

5 min—1-1/2 x applicable 1-min.

**CONSECUTIVE WEEK DISCOUNTS**

26 wk—5%      52 wk—10%  
**RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-mid  
Mon-Sun necessary to maintain consec wk advertis-  
ing.

**WDCS (FM)**  
1960  
PORTLAND



**HERBERT E. GROSKIN & COMPANY**

Media Code 4 220 6125 9.00  
Dirigo Communications, Inc., 638 Congress St.,  
Portland, Me. 04101. Phone 207-774-9816.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDCS (FM): Programmed for adults.  
MUSIC: classical with AIR PERSONALITIES. Live  
symphony orchestra & string quartet concerts; live  
opera Dec thru Apr; ethnic, especially foreign folk  
music 9 pm Thurs. Monthly program guide. NEWS:  
national & local 10x daily. **COMMERCIAL POLICY:**  
6 minutes per hour. Contact Representative for fur-  
ther details. Rec'd 10/15/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Fred Miller.  
Prog. & Music Dir.—Bob Himelfarb.  
Program Guide Editor—Nancy McDermott.
- REPRESENTATIVES**  
Herbert E. Groskin & Co.  
Boston—Nona Kirby Co., Inc.  
Canada—Paul Mulvihill Ltd.
- FACILITIES**  
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 97.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 22b, 23a, 26, 28a, 29c.  
Contracts: 40a, 48, 47a.  
Comb.: Cont. Discounts: 60b, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: The Groskin Group.

**TIME RATES**

ET 7/15/73—Rec'd 5/29/73.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 6.75 6.50 6.25 6.00 5.75 5.50  
30 sec..... 5.25 5.00 4.75 4.50 4.25 4.00

**PROGRAM TIME RATES**

PER HR: 1x 13x 26x 39x 52x 260x  
1 hr..... 100 75 68 61 56 40  
1/2 hr..... 75 56 51 46 41 30  
1/4 hr..... 50 37 34 30 27 20

**WGAN**  
1938  
PORTLAND



**BLAIR RADIO**

Subscriber to the NAB Radio Code  
Sold in Combination: Programmed Separately.  
Media Code 4 220 6250 5.90  
Guy Gannett Broadcasting Services, Gannett Bldg.,  
390 Congress St., Portland, Me. 04111. Phone  
207-772-4661.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles R. Sanford.  
Station Manager—Robert E. Dow.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w.; 560 kc. Directional—same pattern day and  
night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 14b, 15a.  
Basic Rates: 20a, 26, 27, 29a, 29b, 32b, 33b.  
Contracts: 40a, 40c, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60g, 60i, 60j, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Blair Represented Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 21 ET 4/1/71—Rec'd 3/8/71.

**6. SPOT ANNOUNCEMENTS**  
(Mon thru Fri 6-10 am & 3-7 pm)  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 39 36 34 33 32 31  
Sta brk..... 31 29 27 26 25 24  
ID's..... 22 21 20 19 18 17  
(Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm)  
1 min..... 35 32 30 29 28 27  
Sta brk..... 27 25 24 23 22 21  
ID's..... 21 19 18 17 16 15  
(Mon thru Sat after 7 pm; Sun all day)  
1 min..... 28 23 21 20 19 18  
Sta brk..... 21 18 17 16 15 14  
ID's..... 15 14 13 12 11 10  
**AM ONLY:** 1 min 30 sec 10 sec  
Deduct..... 9 7 8  
Minutes, station breaks, ID's combinable for maxi-  
mum frequency.

**DISCOUNT**

52 wk—8%. Minimum 3 spots per week.  
**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCASTS—AM ONLY**  
1 ti 6 ti 12 ti  
Mon thru Fri 6-10 am & 3-7 pm..... 33 29 27  
Mon thru Fri 10 am-3 pm..... 29 26 24  
Sat 6 am-7 pm..... 24 21 19  
Mon thru Sat after 7 pm;  
Sun all day..... 24 21 19

**WGAN-FM**  
1967  
PORTLAND



**BLAIR RADIO**

Subscriber to the NAB Radio Code  
Media Code 4 220 6251 3.00  
Guy Gannett Broadcasting Services, Gannett Bldg.,  
390 Congress St., Portland, Me. 04111. Phone 207-  
772-4661.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.), 102.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,470 ft. above average terrain.  
**5. GENERAL ADVERTISING See coded regulations**  
Affiliated with Blair Represented Network.  
Sold in combination with WGAN. See that listing  
for rates.

**TIME RATES**

No. D ET 4/1/71—Rec'd 3/8/71.  
**6. SPOT ANNOUNCEMENTS**  
1 ti 8 ti 15 ti 22 ti  
1 min..... 18.00 17.00 16.00 15.00  
30 sec..... 14.00 13.50 13.00 12.50

**WJBQ**  
(formerly WJAB)  
1959  
WESTBROOK

**WJBQ-FM**  
1974  
SCARBOROUGH

Bride Broadcasting, Inc.  
Media Code 4 220 6500 3.00  
Greater Portland Radio, Inc., Box B, 841 Main St.,  
Westbrook, Me. 04092. Phone 207-854-8409.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJBQ: MUSIC: solid gold & hits. NEWS: network  
& local at :27. Weather: forecast every half hour.  
SPORTS: 2x daily. Contact Representative for fur-  
ther details. Rec'd 7/1/74.

- PERSONNEL**  
Gen'l & Com'l Dir.—Garry Bowles.  
Operations Director—Bill Craig.  
Chief Engineer—Robert Duncan.
- REPRESENTATIVES**  
New York—PRO Time Sales, Inc.  
Boston—New England Spot Sales, Inc.
- FACILITIES**  
5,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3  
mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING See coded regulations**  
Rate Protection: 10b.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60f.  
Affiliated with American Entertainment Network.

**TIME RATES**

ET 2/1/68—Rec'd 1/5/68.  
AA—Mon thru Fri 6:30-9 am & 3:30-6:30 pm.  
A—All other times.  
**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA..... 16 15 14 13  
A..... 14 13 12 11  
30 sec: 80% of 1-min.

**WLOB**  
1956  
PORTLAND

*Mg* mcgavren-guild  
pgw radio, inc.

Subscriber to the NAB Radio Code  
Media Code 4 220 6750 4.00  
Aurovledo, Inc., 779 Warren Ave., Portland, Me.  
04105. Phone 207-775-2356.  
**1. PERSONNEL**  
General Manager—Stuart H. Flanders, Jr.  
General Sales Manager—Jack Archibald.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.  
Canada—All Canada Radio-Television Ltd.  
**3. FACILITIES**  
5,000 w.; 530 kc. Directional.  
Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 12c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

**TIME RATES**

ET 8/1/71—Rec'd 8/4/71.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 9 am-4 pm & 7 pm-midnight; Sun  
all day.

**Can A Lewiston Station Have  
More Men Listening, 18-34,  
Than Any Portland Station?**  
Call Selcom To Find Out About WBLM,  
Maine's Only Progressive Radio Station.

**6. SPOT ANNOUNCEMENTS**

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	28	25	18	25	20	16
12 ti	25	20	16	22	18	14
18 ti	23	18	14	21	17	12
24 ti	22	17	13	20	16	12

**WMTQ (FM)**  
1958

**MT. WASHINGTON, N. H.**

**NAB** **FMB**

(This is a paid duplicate of the listing appearing  
under Mt. Washington, N. H.)  
Media Code 4 230 6600 0.00  
Alpine Broadcasting Corp., 638 Congress St., Port-  
land, Me. 04101. Phone 207-773-0209. TWX 710-  
221-1708.  
Studio: Poland Spring, Me. 04264. Phone 207-774-  
4561.

- STATION'S PROGRAMMING DESCRIPTION**  
WMTQ (FM): Programmed for adults.  
MUSIC: Popular album format. Music is combination  
of instrumental & vocal selections of definite adult  
appeal; includes MOR, current popular, show tunes,  
movie themes & standards. NEWS: at :35, sports at  
:28 in drivetime, news at :56 outside of drive-  
time. **COMMERCIAL POLICY:** 8 Commercials per  
hour. Contact Representative for further details. Rec'd  
Rec'd 11/1/73.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Norman R. Alpert.  
Sta. Mgr. & Local Sales—Joe Desimone.  
Studio Manager—Jim Alkman.
  - REPRESENTATIVES**  
Century National Sales.  
Boston—Santo Crupi.  
Canada—Stephens & Townrow Co. Limited.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc.  
Stereo.  
Operating schedule: 5:55-1 am. EST.  
Antenna ht.: 3,940 ft. above average terrain.  
6,350 ft. above sea level.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 24a, 28c.  
Contracts: 40c, 44b, 45.  
Comb.: Cont. Discounts: 60b, 63d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**

ET 9/1/74—Rec'd 8/6/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 6 ti 12 ti 18 ti  
1 min..... 28 27 26  
30 sec..... 25 24 23  
Specified time per spot extra 2.00.

**10. SPECIAL FEATURES**  
Newscast sponsorship—1-1/2x 1-min rate. (D)

**WPOR**  
1946  
PORTLAND

**WPOR-FM**  
1967

Subscriber to the NAB Radio Code  
Media Code 4 220 7280 4.00  
Ocean Coast Properties, 562 Congress St., Portland,  
Me. 04102. Phone 207-773-8111.  
**STATION'S PROGRAMMING DESCRIPTION**  
WPOR: MUSIC: Modern Country. NEWS: 5 min  
locally produced 10 times daily at :30. WEATHER:  
at :30, plus live broadcast from Weather Service,  
twice daily in drive time. SPORTS: local high  
school basketball. Contact Representative for fur-  
ther details. Rec'd 3/6/72.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert J. Gold.  
Oper. & Prog. Dir.—Robert Caron.  
Promotion Director—Robert Willette.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
New England—Kettell-Carter, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours. EST.  
FM-ERP 5,000 w.; 101.9 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 492 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b,  
24c, 25a, 27, 28c, 29a, 29b, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 30d, 60e, 60f, 60b, 60i,  
61a.  
Cancellation: 70b, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Blanket contracts accepted for purpose of establishing  
an advertiser's contractual year and the calculating  
of frequency earned. Blanket contracts not accepted  
for the purpose of rate protection.

**TIME RATES**

ET 9/15/73—Rec'd 8/27/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 28 20 26 20 24 20 22 20  
30 sec..... 22 20 21 19 20 18 17 16  
10 sec..... 14 10 13 10 12 10 11 10

(This listing continued on next page)

**Demographic estimates for every Metro Area men & women in 4 age groups teens and children**

See Contents Page.  
E-N 5/10

# MAINE

## Portland—WPOR, WPOR-FM—Cont'd

PER WK:	CLASS AA	18 ti	24 ti	30 ti
1 min	6 ti 12 ti	18.00	21.00	19.00
30 sec	24.00	22.00	20.00	19.00
10 sec	12.00	11.00	10.50	10.00
1 min	CLASS A	18.00	16.00	14.00
30 sec	14.00	13.00	12.00	10.00
10 sec	9.00	8.00	7.00	6.00

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	132	240	306	360	420
30 sec	108	144	252	288	330
10 sec	66	120	162	192	210

PER WK:	AAA	AA	A
360 x	20	16	15
520 x	18	15	14
1040 x	16	14	12

10. SPECIAL FEATURES  
News-casts—1-1/2x 1-min rate.

## PRESQUE ISLE (2 AM; 1 FM)

Aroostook County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

### WAGM

1931



A Hildreth Station

Subscriber to the NAB Radio Code  
Media Code 4 220 7500 2.00

The Hildreth Stations, Box 1149, Parkhurst Rd., Presque Isle, Me. 04769. Phone 207-764-4461.

STATION'S PROGRAMMING DESCRIPTION  
WAGM; MUSIC: MOR 7 am-7 pm & 10 pm-12M.

1. PERSONNEL  
Oper. & Nat'l Sales Mgr.—Keith Fowles.
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Boston—Kettell-Carter, Inc.  
Canada—Andy McDermott, Sales Ltd.
3. FACILITIES  
5,000 w.; 950 kc. Directional.  
Operating schedule: 5:30 am-midnight, EST.
4. AGENCY COMMISSION  
15/0 on net time.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
TV facilities: WAGM-TV.  
Affiliated with American Information Network.  
Affiliated with ATA Radio Network.

TIME RATES

No. 10 Eff 12/1/69—Rec'd 1/5/70.

AA—Mon thru Sat 6-10 am & 3-7 pm.

FIXED POSITION:	CLASS AA	52x	104x	260x	520x
1 min	12.00	11.50	11.00	9.00	7.00
30 sec	9.50	9.25	8.75	7.25	5.50
10 sec	6.00	5.75	5.50	4.50	3.50

PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	10.00	9.00	8.50	8.00	7.50	
30 sec	8.00	7.50	7.25	6.50	6.00	
10 sec	5.00	4.75	4.50	3.50	2.50	

PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.00	6.50	6.00	5.50	
30 sec	6.50	5.50	5.25	4.75	4.50	
10 sec	4.00	3.50	3.25	3.00	2.75	

### WDHP

1973



Media Code 4 220 7625 7.00  
WDHP, Inc., Box 969, Caribou Rd., Caribou, Me. 04736. Phone 207-764-3336.

1. PERSONNEL  
Sales Manager—Bob Dow.
2. REPRESENTATIVES  
New England Spot Sales, Inc.
3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9 mc. Stereo.  
Operating schedule: 5:30 am-midnight, EST.  
Antenna ht.: 400 ft. above average terrain.
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Radio Network.

TIME RATES

No. 2 Eff 8/1/74—Rec'd 7/2/74.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30/20 sec	5.60	5.10	4.60	4.10	3.60

### WEGP

1980



Media Code 4 220 7750 3.00  
K & M Corp., 489 Main St., Presque Isle, Me. 04769. Phone 207-768-5141.

1. PERSONNEL  
General Manager—Dewey DeWitt.
2. REPRESENTATIVES  
McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.

## 3. FACILITIES

5,000 w.; 1390 kc. Non-directional days; directional nights.  
Operating schedule: 5:30 am-midnight, weekdays; 7:30 am-midnight Sun.

## 4. AGENCY COMMISSION

15/0; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Lobster Network.

## TIME RATES

Rates effective—  
Rates received April 19, 1965.

SPOT ANNOUNCEMENTS	1 min	30 sec	20 sec	10 sec
1 ti	10.00	7.50	6.00	4.00
10 ti	8.00	6.50	5.50	3.50
20 ti	7.00	6.00	5.00	3.25
50 ti	6.00	5.00	4.50	3.00
100 ti	5.00	4.25	4.00	2.75
200 ti	4.75	4.00	3.50	2.50
500 ti	4.00	3.50	3.00	2.00

## 10. SPECIAL FEATURES

News Service—AP and local. Service fee per program, 2.00.

## ROCKLAND (1 AM; 1 FM)

Knox County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

### WRKD

1952



### WRKD-FM

1968



Subscriber to the NAB Radio Code  
Media Code 4 220 8000 2.00  
Knox Broadcasting Co., Inc., Box 130, 415 Main St., Rockland, Me. 04841. Phone 207-594-8451.

1. PERSONNEL  
Manager—Paul R. Huber.
2. REPRESENTATIVES  
Michael Fulford Company, Inc.  
Kettell-Carter, Inc.  
Western States—Bill Dahlsen & Associates.
3. FACILITIES  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11:30 pm. EST.  
FM-ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-11:15 pm. EST.  
Antenna ht.: 170 feet above average terrain.
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Central Maine Group.

TIME RATES

No. 7 Eff 4/1/74—Rec'd 7/29/74.

AA—Mon thru Sat 6-9 am, 11:30 am-1 pm & 4-7 pm.

SPOT ANNOUNCEMENTS	CLASS AA	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	7.00	7.25	6.25	6.00	5.75	5.50	5.00	
30 sec	6.00	5.25	5.00	4.75	4.50	4.25	4.00	
10 sec	3.75	3.65	3.15	3.00	2.85	2.75	2.50	

PER WK:	CLASS AA	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	7.00	6.25	5.25	5.00	4.75	4.50	4.00	
30 sec	5.25	4.75	4.25	4.00	3.80	3.60	3.20	
10 sec	3.50	3.15	2.65	2.50	2.40	2.25	2.00	

## RUMFORD

Oxford County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

### WRUM

1953

## Lobster Network



Subscriber to the NAB Radio Code  
Media Code 4 220 8250 3.00  
Bumford Broadcasting Co., Inc., 89 Congress St., Rumford, Me. 04276. Phone 207-384-3701.

1. PERSONNEL  
General Manager—Kenneth J. Ellis.
2. REPRESENTATIVES  
McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES  
1,000 w.; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Member: Lobster Network.

TIME RATES

No. 6 Eff 1/1/73—Rec'd 1/8/73.

PER WK:	EA:	6 ti	12 ti	18 ti	24 ti	30 ti	50 ti
1 min	5.75	5.50	5.25	5.00	4.75	4.50	
30/20 sec	5.00	4.50	4.00	3.50	3.00	2.50	

10. SPECIAL FEATURES  
5 min news—1-1/2 x 1-min.

## SANFORD

York County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

## WSME

1957



Media Code 4 220 8500 1.00  
Southern Maine Broadcasting Corp., Box 1220, School St., Sanford, Me. 04073. Phone 207-324-2464.

1. PERSONNEL  
General Manager—Charles Smith.
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
Boston—New England Spot Sales, Inc.
3. FACILITIES  
1,000 w.; 1220 kc. Nondirectional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 7/1/74—Rec'd 6/10/74.

AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.

PER WK:	1 min	30 sec	15 sec	AA	A
6 ti	5.00	4.00	3.75	3.00	2.50
12 ti	4.75	3.80	3.50	2.80	2.40
18 ti	4.50	3.60	3.25	2.60	2.30
24 ti	4.25	3.40	3.00	2.40	2.10
30 ti	4.00	3.20	2.75	2.20	1.80

## SKOWHEGAN (1 AM; 1 FM)

Somerset County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### WSKW

1956



Media Code 4 220 8750 2.00  
Kennebec Valley Broadcasting System, Inc., Box 159, Middle Rd., Skowhegan, Me. 04976. Phone 207-474-5171.

1. PERSONNEL  
General Manager—Richard D. Gleason.
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.
3. FACILITIES  
5,000 w.; 1150 kc days. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WTOS (FM).
4. AGENCY COMMISSION  
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WTOS (FM).  
Member: V.C.I. Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff—Rec'd 6/4/74.

SPOT ANNOUNCEMENTS	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00

## WTOS (FM)

1969



Media Code 4 220 8875 7.00  
Sugarloaf Valley Broadcasting System, Inc., Box 159, Middle Rd., Skowhegan, Me. 04976. Phone 207-474-5171.

- See affiliated AM station for additional information.  
AM facilities: WSKW.
- STATION'S PROGRAMMING DESCRIPTION  
WTOS (FM): Programmed for all age groups.
3. FACILITIES  
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 105.1 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 4300 ft. above average terrain.  
Partial simulcast operation. Operated separately 9-1 am. For simulcast facilities see WSKW.
5. GENERAL ADVERTISING See coded regulations  
Member: V.C.I. Group.

TIME RATES

Eff—Rec'd 6/4/74.

SPOT ANNOUNCEMENTS	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	6.10	5.90	5.60	5.20	4.70
30 sec	4.90	4.70	4.50	4.20	3.80

## CAUTION:

It is inadvisable to use listing information from SRDS for more than 30 days from the date of issue. A single mistake caused through use of out-of-date information can be far more costly than the price of a subscription. Make certain you are working with current information from the latest issue, because current information is safe information.

## SOUTH PARIS

Oxford County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

### WKTP

1955



Media Code 4 220 9000 1.00  
Oxford Broadcasting Corp., Alpine St., South Paris, Me. 04281. Phone 207-743-2311.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Gerald T. Higgins.
2. REPRESENTATIVES  
Michael Fulford Company, Inc.  
Hal Walton Co.  
Kettell-Carter, Inc.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION  
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES

No. 3 Eff 3/1/74—Rec'd 5/14/74.

SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260+
1 min	4.90	4.35	3.80	3.55	3.35	3.20
30 sec	3.90	3.10	2.65	2.55	2.40	2.30

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	4.90	4.25	3.25	3.15	3.10
30 sec	3.90	3.25	2.55	2.40	2.30

## WATERVILLE (1 AM; 1 FM)

Kennebec County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WTVL

1946



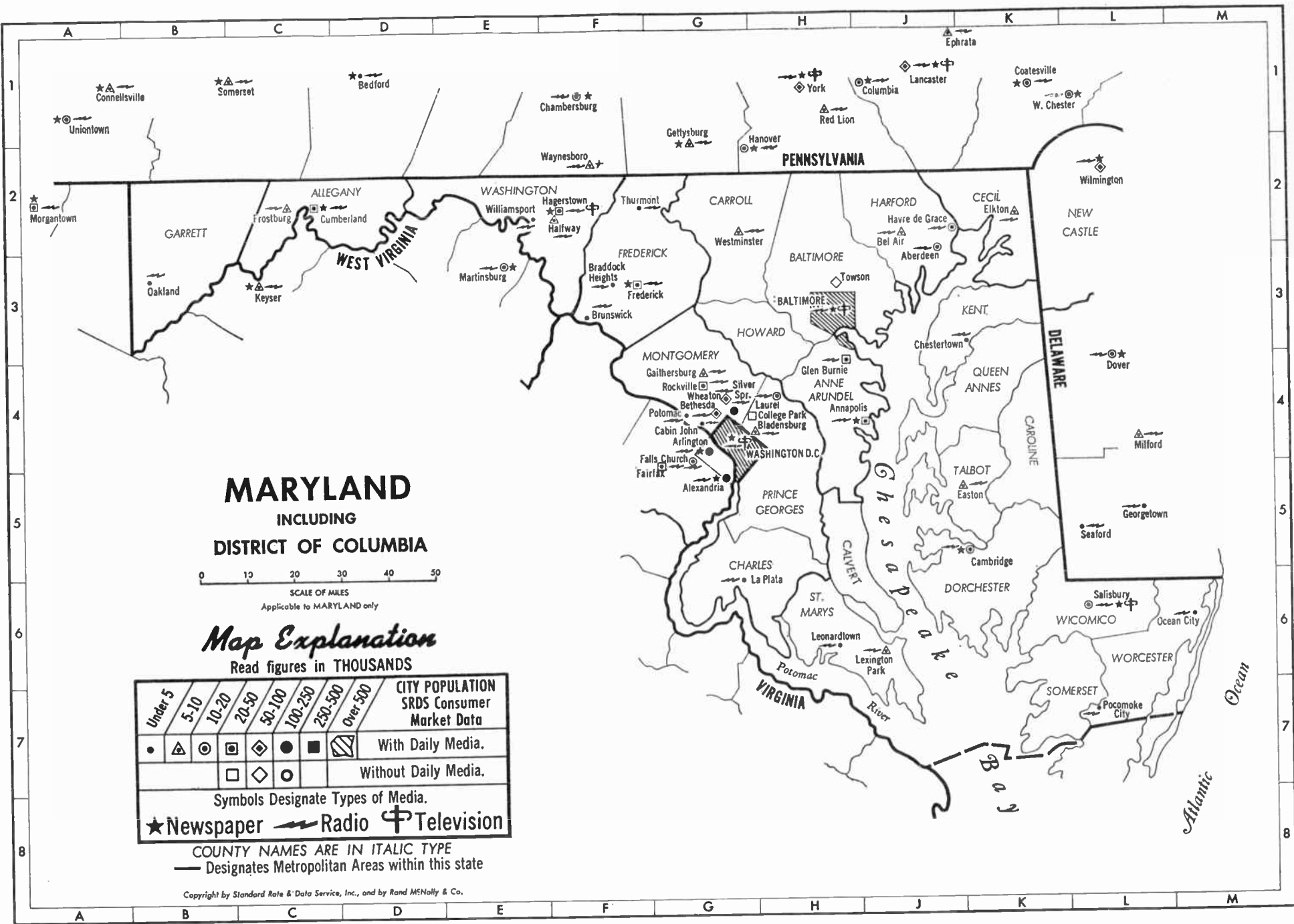
### WTVL-FM

1968

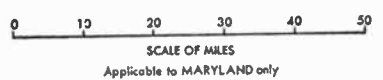


Subscriber to the NAB Radio Code  
Media Code 4 220 9250 2.00  
Kennebec Broadcasting Co., Box 557, 36 Silver St., Waterville, Me.





**MARYLAND**  
INCLUDING  
**DISTRICT OF COLUMBIA**



**Map Explanation**  
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	○	◻	◇	●	■	▨	With Daily Media.
			◻	◇	○			Without Daily Media.

Symbols Designate Types of Media.  
 ★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE  
 — Designates Metropolitan Areas within this state

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**MARYLAND**

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**

**RADIO**  
Prince Frederick—Calvert County

**Negro Population Data**

(January 1, 1974)  
 STATE TOTAL..... 769,496  
 METRO AREAS..... 538,637  
 Baltimore..... 543,290

**Spanish Population Data**

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.  
 (April 1, 1970)  
 STATE TOTAL..... 52,974  
 METRO AREAS..... 18,966  
 Baltimore.....

# MARYLAND

# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Ann timer	Bowie—Prince Georges	College Park—Prince Georges	Cumberland—Allegheny	Frederick—Frederick	Greenbelt—Prince Georges	Hagerstown—Washington	Rockville—Montgomery				
Ann timer—Anne Arundel Baltimore—Baltimore	Bowie—Prince Georges	College Park—Prince Georges	Cumberland—Allegheny	Frederick—Frederick	Greenbelt—Prince Georges	Hagerstown—Washington	Rockville—Montgomery				
Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/174 (000)	Households 1/174 (000)	Consumer Spendable Income—1973 (\$000)	Per Household (\$)	% Distribution of Families 3000 to 4999 5000 to 7999 8000 to 9999 10000 to 14999 15000 and over	Total Retail Sales— Per Household (\$000)	Retail Sales—1973 By Selected Store Types Food (\$000) Drug (\$000) General Mdse. (\$000) Apparel (\$000) Home Furn. (\$000) Auto-motive (\$000) Service Station (\$000)	Passenger Cars/1/74 (000)	Farm Population/1/74 (000)	Gross Farm Income 1973 (\$000)	
<b>MARYLAND STATE TOTALS</b>	4,109.7	1,298.53	18,666,316	14,375	5.4 12.0 10.6 26.5 39.7	9,857,207 7,591 2,001,159 328,722 1,521,348 371,851 391,986 1,689,270 539,792 1,930.35 73.2 576,178					
<b>ALLEGANY C-2</b>	84.9	29.71	283,027	9,526	8.8 20.2 15.3 26.3 19.2	199,639 6,720 51,057 5,867 31,645 9,620 10,069 33,493 13,905 39.92 .5 2,583					
Cumberland	28.4	10.92	103,047	9,437		119,871 10,977 28,820 3,827 25,846 6,975 7,876 20,057 6,116					
Metropolitan Area	84.9	29.71	283,027	9,526	8.8 20.2 15.3 26.3 19.2	199,639 6,720 51,057 5,867 31,645 9,620 10,069 33,493 13,905 39.92 .5 2,583					
<b>ANNE ARUNDEL H-41</b>	317.3	91.35	1,371,681	15,016	4.1 10.1 10.4 29.7 41.5	724,278 7,929 150,747 19,168 130,798 18,317 24,474 136,651 47,916 153.86 2.7 7,982					
Annapolis	35.1	12.05	145,413	12,067		194,362 16,130 37,481 7,325 24,968 7,076 9,569 42,268 6,813					
Metropolitan Area	317.3	91.35	1,371,681	15,016	4.1 10.1 10.4 29.7 41.5	724,278 7,929 150,747 19,168 130,798 18,317 24,474 136,651 47,916 153.86 2.7 7,982					
<b>BALTIMORE H-3</b>	1,545.2	506.95	6,554,106	12,929	6.4 13.9 11.8 28.0 33.6	3,660,137 7,220 771,582 127,116 603,527 164,476 159,545 557,451 178,695 655.33 4.8 22,578					
Baltimore	892.9	301.48	3,290,883	10,916		2,403,994 7,974 456,478 80,483 457,597 121,586 108,975 413,255 96,075					
Metropolitan Area	1,545.2	506.95	6,554,106	12,929	6.4 13.9 11.8 28.0 33.6	3,660,137 7,220 771,582 127,116 603,527 164,476 159,545 557,451 178,695 655.33 4.8 22,578					
<b>CALVERT H-5†</b>	21.9	6.20	71,500	11,532	8.4 16.7 11.3 25.2 28.0	32,849 5,298 9,255 433 2,435 521 573 6,155 2,909 9.80 3.8 5,883					
Caroline	19.5	6.62	60,485	9,137	11.3 20.4 14.1 23.3 17.8	35,549 5,370 10,047 591 1,699 452 1,634 5,699 2,395 9.42 2.7 41,165					
<b>CARROLL G-2</b>	72.6	21.81	280,874	12,878	5.8 13.3 12.4 30.5 32.3	144,911 6,644 34,518 4,230 8,445 3,047 5,072 27,192 10,642 36.44 7.8 38,584					
Cecil	54.1	15.28	195,594	12,801	7.1 18.5 14.2 28.0 26.0	88,550 5,795 20,694 1,605 3,704 823 2,616 24,365 6,656 22.78 3.1 16,545					
Charles	51.3	13.75	183,100	13,316	5.4 12.2 11.6 28.9 35.3	119,650 8,702 24,928 4,292 4,756 637 729 20,463 12,110 24.71 3.3 6,898					
Dorchester	28.8	10.06	98,317	9,773	12.2 19.2 13.4 23.2 21.0	51,876 5,157 15,114 1,626 7,245 1,978 2,235 8,745 3,010 12.98 1.7 22,285					
Frederick	87.5	27.12	330,438	12,184	6.0 16.3 13.4 28.7 29.6	192,625 7,103 41,205 5,111 16,525 6,601 9,925 33,083 13,891 42.51 5.9 54,808					
Frederick	25.2	8.82	105,572	11,970		129,200 14,649 30,667 4,509 15,059 6,058 6,635 24,050 7,161					
Garrett	21.6	6.71	54,253	8,085	16.2 23.9 13.9 19.7 12.0	45,813 6,828 12,536 1,587 1,690 999 2,039 12,287 1,923 8.69 2.6 13,120					
Harford	125.0	36.65	529,822	14,456	5.2 13.1 11.5 28.8 37.2	237,811 6,489 51,575 8,470 9,851 5,707 9,543 46,387 18,571 57.70 4.6 20,220					
Howard	76.8	22.12	356,449	16,114	3.5 8.8 8.2 26.6 49.6	105,484 4,769 22,381 3,841 3,297 944 3,120 21,653 9,229 42.03 2.8 12,154					
Kent	16.2	5.42	57,164	10,547	12.8 21.3 11.3 22.7 21.7	38,616 7,125 11,823 1,372 2,635 1,066 696 4,976 2,566 7.96 1.8 22,138					
Montgomery	569.5	180.23	3,745,201	20,780	2.3 5.0 5.3 19.0 66.0	1,683,112 9,339 303,962 51,248 310,796 63,931 77,107 286,619 76,453 328.44 2.6 15,747					
Rockville	45.4	13.18	231,614	17,573		242,743 18,418 43,275 7,060 33,976 6,482 16,046 60,766					
<b>PRINCE GEORGES H-5†</b>	719.3	221.93	3,427,061	15,442	3.3 8.6 9.2 28.0 47.7	1,749,845 7,885 316,323 72,332 284,081 60,745 48,083 330,625 97,005 343.10 4.2 7,581					
Bowie	44.8	11.21	196,784	17,554		79,055 13,992 6,151 2,715 7,450 691 3,447 32,934 5,313					
College Park	27.9	5.65	112,559	19,922							
Greenbelt	21.1	7.88	112,683	14,300							
Queen Annes	18.9	6.29	67,051	10,660	10.0 15.8 13.0 23.6 25.5	26,926 4,281 4,721 638 2,614 111 376 3,423 2,358 8.35 1.7 23,783					
St. Marys	48.9	13.19	161,283	12,228	8.0 21.0 12.8 23.6 25.9	80,748 6,122 13,875 1,680 12,178 2,177 4,141 17,609 5,030 16.88 3.9 10,369					
Somerset	18.5	6.14	63,989	10,422	16.0 19.8 12.1 19.7 14.0	20,819 4,042 8,945 504 1,961 388 1,173 3,083 1,523 7.43 1.7 44,347					
Talbot	23.8	8.41	100,629	11,965	12.2 19.5 12.1 22.5 25.6	80,822 9,610 18,939 3,289 2,928 4,097 3,894 17,830 3,053 12.12 2.4 15,733					
Washington	106.1	35.04	373,908	10,671	8.4 18.1 14.6 28.2 23.0	265,911 7,589 54,435 7,351 43,534 9,456 12,031 46,077 16,316 50.44 2.9 81,883					
Hagerstown	36.3	13.65	129,037	9,453		183,349 13,432 32,873 6,173 40,686 8,729 6,585 33,841 10,533					
Hagerstown	106.1	35.04	373,908	10,671	8.4 18.1 14.6 28.2 23.0	265,911 7,589 54,435 7,351 43,534 9,456 12,031 46,077 16,316 50.44 2.9 81,883					
Wicomico	57.8	19.32	220,137	11,394	9.5 16.0 12.6 25.8 26.3	187,896 9,725 36,813 4,900 30,821 13,461 7,941 33,294 7,518 27.69 2.9 41,883					
Worcester	24.2	8.23	80,247	9,751	12.4 19.7 12.3 22.0 21.0	79,340 9,640 15,684 1,471 4,183 2,297 4,970 12,110 6,118 11.77 2.6 57,366					

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.  
(‡) Baltimore County data includes independent city of Baltimore area.

## MARYLAND

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## ABERDEEN

Harford County—Map Location J-2

See SRDS consumer market map and data at beginning of the State.

## WAMD

1957

Media Code 4 221 0200 4.00

John L. Allen, Box 516, Aberdeen, Md. 21001. Phone 301-272-4400.

### 1. PERSONNEL

General Manager—John L. Allen.

### 3. FACILITIES

500 w.; 970 kc. Directional—separate patterns day and night.  
Operating schedule: \_\_\_\_\_ EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations affiliated with KBS.  
Affiliated with American Contemporary Network.

### TIME RATES

ET 7/1/71—Rec'd 6/11/71.

### 6. SPOT ANNOUNCEMENTS

1x	15x	20x	30x	45x	60x	90x	120x	150x	240x	261+
1 min 4.00	3.90	3.80	3.70	3.60	3.50	3.40	3.30	3.20	3.10	3.00
30 sec 3.00	2.95	2.90	2.85	2.80	2.75	2.70	2.60	2.50	2.40	2.30
20 sec 2.25	2.20	2.10	2.00	1.90	1.80	1.70	1.65	1.55	1.45	1.35

## ANNAPOLIS (3 AM; 1 FM)

Anne Arundel County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WANN

1947

## Independent Negro

NAB

Subscriber to the NAB Radio Code

Media Code 4 221 0400 0.00  
Annapolis Broadcasting Corp., Box 631, Bay Ridge Road, Annapolis, Md. 21404. Phone 301-269-0700.  
Washington, D. C. direct dial 261-2667.

### STATION'S PROGRAMMING DESCRIPTION

WANN: Programmed for negro listener.  
MUSIC: popular, rhythm and blues, jazz, gospel and spirituals. News and weather every half hour. Sports at 8:25 am & 4:55 pm. Radio News Central 8-8:45 am. World news, marine and area weather, local and regional news, sports, farm news and financial news. Personality interviews and community affairs programs featuring leaders in government, civic and business in the city, county and state. Contact Representative for further details. Rec'd 11/3/72.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Morris H. Blum.  
Sales Manager—Robert Z. Goldberg.  
Chief Engineer—M. W. Pittman.

### 2. REPRESENTATIVES

South, Southwest—Dora-Clayton Agency, Inc.

### 3. FACILITIES

10,000 w.; 1190 kc. days. Directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; monthly.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24c, 28c.  
Contracts: 40a, 41, 45, 46, 47e, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60g.  
Cancellation: 70a, 70c, 72, 73a, 73b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 ET 8/1/74—Rec'd 6/28/74.

### 6. SPOT ANNOUNCEMENTS

32-WK PERIOD	1x	20x	52x	104x	156x
1 min	8.50	7.75	7.25	6.75	6.50
30 sec	7.50	6.75	6.25	5.75	5.50
1 min	6.25	5.50	5.00	4.50	4.50
30 sec	5.25	5.00	4.75	4.50	4.50
10 sec Flat, ea 3.95. Minimum 15 within 7 days, if less applicable 30-sec rate applies.					

ROS/preemptible.  
Fixed position: 1x rate.

### 7. PACKAGE PLANS

EA: 15 1E	20 ti	25 ti	30 ti	40 ti	50 ti	60 ti
1 min 7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec 6.00	5.75	5.50	5.25	5.00	4.75	4.50

Within 7-day period; preemptible.

### 8. PROGRAM TIME RATES

Flat	1/2 hr	1/4 hr	10 min	5 min
	80	40	30	15

## WNAV

1949

RAB

Media Code 4 221 0600 6.00  
Rau Radio Stations, Inc., Box 829, Admiral Dr., Annapolis, Md. 21404. Phone 301-263-2839. Baltimore phone 301-269-0730.

### STATION'S PROGRAMMING DESCRIPTION

WNAV: Programmed for mass appeal, emphasis on 18 to 40 age group.  
MUSIC: MOR 5:30 am-7 pm; 7 pm-1 am rock progressive. NEWS: local at :30; network at :30, except local originated during drive time; emphasis on city & county news & public affairs. Local & marine weather, with hourly marine news. SPORTS: college basketball, college & pro football. Contact Representative for further details. Rec'd 1/3/74.

### 1. PERSONNEL

Chairman of the Board—Henry Rau.  
President—Lloyd S. Smith.  
General Manager—Fred P. Koester.

### 2. REPRESENTATIVES

Market 4 Radio.

### 3. FACILITIES



Annapolis—W N A V-FM—Continued

**7. PACKAGE PLANS**  
1-MINUTE ROS SATURATION PACKAGES

Plan 1—32/7 days (6 morn, 17 eve, 9 Sun).....	Per wk	96.00
Plan 2—20/wk Sun, Mon, Wed, Fri (3 morn, 8 eve, 9 Sun).....		70.00
Plan 3—11/wk Tues, Thurs, Sat (3 morn, 8 eve).....		44.00
MON THRU SAT 9 AM-6:30 PM		
	24 hr	12 ti
1 min.....	72.00	63.00
30 sec.....	57.60	50.40

WYRE  
1946

NAB

RAB

Media Code 4 221 0600 1.00  
Radio Chesapeake, Inc., Box 1551, Annapolis, Md. 21404. Phone 301-263-8211, Baltimore Phone 301-269-0460. Washington phone 202-261-2161.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYRE: Programmed for young adults and adults. MUSIC: modern MOR, top selling singles are featured. NEWS: 5 min, 6 times a day during traffic; headlines rest of day at :45; news is 90% locally oriented. FEATURES: marine weather at :60 & :30; tides at :05; fishing reports on weekends; scuttlebutt news at :40; at-large interviews with organizations in area at :10. COMMERCIAL POLICY: 14 minutes of commercial time per hour. Contact Representative for further details. Rec'd 4/9/72.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Kerby Scott.  
Executive Vice President—Marvin Mirvis.  
National Sales Manager—Carl Monk.
- REPRESENTATIVES**  
The MEDIAmerica Company.
- FACILITIES**  
250 w. days: 810 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10h, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 62b.  
Cancellation: 71a, 73a.  
Member: National AdRadio Groups, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 1/1/73—Rec'd 3/28/73.

Drive—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun all day.  
Family—Mon thru Fri 10 am-3 pm & after 7 pm.

**6. SPOT ANNOUNCEMENTS**

DRIVE	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti
1 min.....	13.00 12.50 12.00 11.50 11.00 10.50 10.00
30 sec.....	10.40 10.00 9.60 9.20 8.80 8.40 8.00
FAMILY	
1 min.....	9.00 8.75 8.50 8.25 8.00 7.75 7.50
30 sec.....	7.20 7.00 6.80 6.60 6.40 6.20 6.00
10 SECONDS	
Drive, flat.....	4.00 ROS, flat..... 3.00

**7. PACKAGE PLANS**

TAP—1/2 DRIVE, 1/2 FAMILY	
	12 ti 18 ti 24 ti 30 ti 36 ti 42 ti
1 min.....	11.00 10.75 10.50 10.25 10.00 9.75
30 sec.....	8.80 8.61 8.40 8.20 8.00 7.80
10 SECONDS	
Drive, flat.....	4.00 ROS, flat..... 3.00

- SPECIAL FEATURES**  
5-min news—minimum 13 wk, flat ea 25.00.  
Marine weather—flat, ea 14.00.  
Tide timetables—flat, ea 12.00.  
CONSECUTIVE TERM DISCOUNT  
6 mo—5% 12 mo—10%

**BALTIMORE (12 AM; 10 FM)**  
(including Cotonsville, Glen Burnie, Towson)

Baltimore County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10am)	Daytime (10am-3pm)	Afternoon (3-7pm)	Evening (7pm-midnight)
A.....	92	49	75	52
B.....	62	49	62	49
C.....	49	39	49	35
D.....	49	36	42	30
AVERAGE	63	44	57	42

WYRE  
1955  
BALTIMORE

**Century National Sales**

Media Code 4 221 1000 7.00  
Adler Communications Corp., 1111 Park Ave., Pent-house Sution Place, Baltimore, Md. 21201. Phone 301-728-7570.

**STATION'S PROGRAMMING DESCRIPTION**  
WAYE: Programmed for adults, 18-34.  
MUSIC: current rock albums blended with best of past; DJ's. Local news every hr at :60. Contact Representative for further details. Rec'd 11/30/73.

# WAYE IS No. 1\*

MEN 18-49  
MEN AND WOMEN 18-24

LAST FEBRUARY, WAYE RECEIVED OVER 40,000 LETTERS AND TELEGRAMS IN SEVEN DAYS SUPPORTING ONE OF ITS AWARD-WINNING EDITORIALS.\*\* THE STATION WAS CONVINCED IT SERVED A GIANT AND LOCAL AUDIENCE. NOW ARB CONFIRMS IT.

NATIONAL REPS: CENTURY NATIONAL SALES.

\*SOURCE ARB, APR./MAY 1974  
6 A.M.-Midnight  
Average 1/4 hour estimates (TSA)

\*\*Chesapeake Associated Press Broadcasters Award for Outstanding Editorial

All measurement data are estimates only—subject to defects and limitations of source materials and methods.



1111 Park Ave., Baltimore, Md.  
Telephone (301) 728-7570

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harvey Tate.  
Sales Manager—Greg Seibold.  
Program Director—Frank Adair.
- REPRESENTATIVES**  
Century National Sales.
- FACILITIES** 1,000 w. days; 860 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 27, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42b, 42d, 45, 46, 48, 51b.  
Comb.: Cont. Discounts: 60b, 60i, 61a, 62b.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81.

**TIME RATES**

No. 22 ET 5/1/74—Rec'd 5/10/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA		A	
	6 ti	12 ti	18 ti	24 ti
1 min.....	30	27	24	25
30 sec.....	24	21	19	20
10 sec: 50% of 1-min.			17	15

WBAL  
1925  
BALTIMORE

**NBC Radio Network**



mcgavren-guild  
pgw radio, inc.

NAB

RAB

**A Hearst Owned Station**

Media Code 4 221 1200 3.00  
Hearst Corp., 3800 Hooper Ave., Baltimore, Md. 21211. Phone 301-467-3000.  
Studios: Maryland Broadcasting Center, Baltimore, Md. 21211. Phone 301-467-3000.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAL: Programmed for young adults and adults. MUSIC: MOR including popular hits, albums & established hits of past. AIR PERSONALITIES handle all segments. NEWS: 10 min news, weather, sports at 7 am & 8 am; 10 min news & weather at noon & 6 pm; 5 min news & weather at 5 pm; sports at 6:10 pm; 5 min news at :60, 9 am-3 pm & 7 pm-5 am; at :60 & :30, 5-9 am & 3-7 pm. SPORTS: featured personality at 7:15 & 8:10 am, 5:15 & 6:10 pm. sports talk show with sports director 7:07-9 pm. Play-by-play major league baseball. World Series; U basketball & football. ENTERTAINMENT: human interest personalities, community relations features, documentaries, discussion features, farm features 5-6 am. Contact Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
Vice-Pres. & Gen'l. Mgr.—Alfred E. Burk.  
General Sales Manager—James Fox.  
Operations Manager—Sidney T. Jordan.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w.; 1090 kc.  
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**  
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 14d.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 24c, 25a, 27, 28a, 29a, 32b, 33b.  
Contracts: 40a, 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.  
All rebates payable in additional time only. No rebates allowed to accumulate beyond a contract year. Affiliated with NBC.

**TIME RATES**

No. 36 ET 7/1/74—Rec'd 6/12/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 8 am-5 pm.  
B—Mon thru Sat 5-6 am & 7-11 pm; Sun 5-11 pm.  
C—Mon thru Sun 11 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

1 ti.....	AAA	AA	A	B
	110	85	49	40
6 ti.....	102	80	44	35
12 ti.....	92	75	39	30
C: 50% of B. 30 sec: 80% of 1-min.				

**7. PACKAGE PLANS**

<b>WPLY CIRCULATION PLANS:</b>		1 min
12 ti (2AAA, 3AA, 6A, 1B).....		612
18 ti (4AAA, 4AA, 7A, 3B).....		846
24 ti (5AAA, 5AA, 10A, 4B).....		1056
36 ti (7AAA, 8AA, 15A, 6B).....		1490
30 sec: 80% of 1-min.		

**TRAFFIC PLAN**

20 1-min spots per wk, ea..... 71  
Must run equally 6-10 am & 3-7 pm Mon thru Sat.  
(Baltimore continued on next page)

# MARYLAND

Baltimore—Continued

## W B A L-FM

1956  
BALTIMORE



A Hearst Owned Station

Media Code 4 221 1201 1.00  
WBAL-FM, 3800 Hooper Avenue, Baltimore, Md.  
21211. Phone 301-487-3000.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAL-FM: Programmed for adults.  
MUSIC: 6:30 am-7 pm light classics, show tunes and film music. 7 pm-1 am serious music with taped feature performances by major orchestras 9 pm.  
Opera Sat 2 pm. NEWS: 7, 8, 10 am, noon, 2, 4, 6 and 11 pm. Contact Representative for further details. Rec'd 5/11/70.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Alfred E. Burk.  
Program Manager—Thomas H. O'Connor.
- REPRESENTATIVES**  
Herbert E. Groskin & Co.
- FACILITIES**  
ERP 50,000 w.; 97.9 mc.  
Operating schedule: 6:30-1 am. EST.  
Antenna ht.: 946 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: The Groskin Group.

**TIME RATES**  
ET—Rec'd 5/11/70.

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	14	13	12	11	10	9
30 sec.....	11	10	9	8	7	6

PER YR:	13x	26x	52x	104x	156x	260x	500x
1 hr.....	105	98	91	84	77	70	63
1/2 hr.....	89	82	75	68	61	54	47
5 min.....	68	61	54	47	40	33	26

- SPECIAL FEATURES**  
Grand Concert with taped performances of major orchestras 9-11 pm..... 250

## W B M D

1947  
BALTIMORE

### Country Music Network



Media Code 4 221 1400 9.00  
Key Broadcasting Corp., 9500 Moravia Blvd., Balti-  
more, Md. 21208. Phone 301-485-2400.

**STATION'S PROGRAMMING DESCRIPTION**  
WBMD: Programmed for general interest.  
AIR PERSONALITIES handle all segments, featur-  
ing modern country music. NEWS: 5 min every hour.  
M-F, 1:30-2:30 pm live remote broadcast with  
women's director interviewing stars and personalities  
from downtown restaurant. SPORTS: hourly reports  
plus remote reports on Sat. from station's yacht on  
bay, on boating and fishing news. Personalities  
available for remote broadcasts for store openings,  
shopping centers, sales events. Live talent, bands,  
singers, comedians, available for live shows also.  
Contact Representative for further details. Rec'd  
8/9/67.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Carl G. Brenner.  
Continuity Director—Emilie Fleming.  
Women's Editor—Miss Harriett.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
West Coast—J. A. Lucas & Co., Inc./JALCO.
- FACILITIES**  
1,000 w. (days); 750 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a,  
8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22b, 24a, 24b,  
24c, 25a, 25b, 28c, 29a, 33a.  
Contracts: 40a, 41a, 44b, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i,  
61a, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: WKTK (FM).  
Member: Country Music Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective March 1, 1966.  
Rates received February 28, 1966.

**6. SPOT ANNOUNCEMENTS**

1 ti	52 ti	156 ti	312 ti	624 ti	1000 ti
1 min.....	18.00	17.00	16.00	15.50	14.00
20 sec.....	13.00	12.50	12.50	11.50	10.30
10 sec.....	10.00	5.50	9.00	8.50	7.50

**7. PACKAGE PLANS**  
WEEKLY SATURATION PACKAGES

PER WK:	1 min	20 sec	10 sec
10 ti.....	16.00	12.00	9.00
20 ti.....	15.00	11.50	8.50
30 ti.....	14.00	11.00	8.00
40 ti.....	13.00	10.50	7.50

**8. PROGRAM TIME RATES**

1 hr.	1x	13x	26x	52x	104x	156x	312x
1 hr.....	165	155	145	135	123	115	105
1/2 hr.....	95	90	85	80	75	70	65
1/4 hr.....	70	65	60	55	50	45	40

**9. PARTICIPATING PROGRAMS**  
"Here's Harriett"—2-minute women's capsule:  
1 ti..... 19.00 312 ti..... 18.00  
26 ti..... 18.50 624 ti..... 15.00  
52 ti..... 18.00 1000 ti..... 14.00  
156 ti..... 17.00  
Includes 10-second opening, 1-minute middle, 10-second closing commercials.  
Discount  
Extra 5% if used consecutively for 26 weeks; 10% for 52 weeks.

- SPECIAL FEATURES**  
5-MINUTE NEWS, WEATHER, SPORTS  
PER WK:  
1-3 ti..... 30. 7-10 ti..... 2a-  
4-6 ti..... 26. 11-15 ti..... 22.  
News, weather, sports or traffic flashed tied-in with 1-minute spots at regular spot rate.

## W C A O

1922  
BALTIMORE



A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 221 1600 4.00  
Plough Broadcasting Co., Inc., 40 W. Chase St.,  
Baltimore, Md. 21201. Phone 301-685-0600.  
Studios: 8001 Park Heights Ave., Baltimore, Md.  
21208.

- PERSONNEL**  
President—Harold R. Krelstein (Memphis).  
Vice-Pres. & Gen'l Mgr.—Joseph M. Cahill.  
General Sales Manager—Donald Kelly.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
5,000 w.; 600 kc. Directional—same pattern all hours.  
Operating schedule: 24 hour daily. EST.
- AGENCY COMMISSION**  
15% time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Late Protection: 10b, 11b, 12b, 13b, 15c, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,  
24b, 24c, 25a, 28a, 29a, 33b.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61a, 62b.  
Cancellation: 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 31 ET 5/17/74—Rec'd 4/8/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.	AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.	A—All other times.
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**6. SPOT ANNOUNCEMENTS**

1 MIN:	AAA	AA	A
364 x.....	53	43	27
520 x.....	50	40	26
1040 x.....	47	37	25

**7. PACKAGE PLANS**  
SATURATION PACKAGES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	68.00	65.00	62.00	59.00	56.00	53.00	50.00
30 sec.....	54.00	52.00	50.00	47.00	45.00	42.00	40.00
10 sec.....	34.00	33.00	31.00	30.00	28.00	27.00	25.00

**CLASS AAA**

PER WK:	1 min	20 sec	10 sec
1 min.....	58.00	55.00	52.00
30 sec.....	46.00	44.00	42.00
10 sec.....	29.00	28.00	26.00

**CLASS AA**

PER WK:	1 min	20 sec	10 sec
1 min.....	58.00	55.00	52.00
30 sec.....	46.00	44.00	42.00
10 sec.....	29.00	28.00	26.00

**CLASS A**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	33.00	31.00	30.00	29.00	28.00	27.00	26.00
30 sec.....	26.00	25.00	24.00	23.00	22.50	22.00	21.00
10 sec.....	17.00	16.00	15.50	15.00	14.50	14.00	13.00

**CLASS A**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	57.00	54.00	51.00	48.00	45.00	42.00
30 sec.....	46.00	43.00	41.00	38.00	36.00	34.00
10 sec.....	29.00	27.00	26.00	24.00	23.00	21.00

## W C A O-FM

1947  
BALTIMORE



A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 221 1601 2.00  
Plough Broadcasting Co., Inc., 40 W. Chase St.,  
Baltimore, Md. 21201. Phone 301-685-0600.  
See affiliated AM station for additional information.

- PERSONNEL**  
Director—Helen Morrow.
- FACILITIES**  
ERP 50,000 watts; 102.7 mc. Stereo.  
Operating schedule: 7-1 am. EST.

**TIME RATES**  
No. 8 ET 5/17/74—Rec'd 4/8/74.

1 min.	1x	52x	104x	156x	260x
1 min.....	13.00	12.00	11.00	10.25	9.75
30 sec.....	10.40	9.80	8.80	8.20	7.80

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	156x	260x
1 min.....	13.00	12.00	11.00	10.25	9.75
30 sec.....	10.40	9.80	8.80	8.20	7.80

**7. PACKAGE PLANS**  
SATURATION

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	66.00	123.00	175.50	216.00	262.50	288.00
30 sec.....	52.80	98.40	140.40	172.80	210.00	230.40

## W C B M

1924  
BALTIMORE



A Metromedia Station  
Media Code 4 221 2000 6.00  
Metromedia Radio, A Metromedia Company.  
Business Office & Studio: 68 Radio Plaza, Owings  
Mills, Md. 21117. Phone 301-363-2000.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harold Deutch.  
General Sales Manager—Harvey Pearlman.  
Program Director—Bruce Holberg.
- REPRESENTATIVES**  
Metro Radio Sales.
- FACILITIES**  
10,000 w. days, 5,000 w. nights; 680 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily, except 1:00-5:00 am Mon. EST.
- AGENCY COMMISSION**  
15% time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a  
Rate Protection: 19d, 11d, 12d, 13d, 14d.  
Contracts: 45, 46, 47a.  
Cancellation: 70a, 70e, 71a, 73a.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Rate Protection—Rates quoted herein are guaranteed for 13 weeks from effective date of any increase providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. E ET 7/15/71—Rec'd 6/30/71.

AA—Mon thru Sat 6-10 am.	B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.	C—Mon thru Sun 7 pm-midnight.	D—Mon thru Sun midnight-6 am.
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## 6. SPOT ANNOUNCEMENTS

**CLASS AA**

PER WK:	1 min	20/30	10 sec
Specified (hour or day).....	55	44	28
1 ti.....	52	42	28
6 ti.....	50	40	26
12 ti.....	46	37	23

**CLASS A**

Specified (hour or day).....	45	36	22
1 ti.....	42	34	21
6 ti.....	40	32	20
12 ti.....	37	29	19

**CLASS B**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	40	38	36	34	32
20/30 sec.....	32	30	28	27	26
10 sec.....	20	19	18	17	16

**CLASS C**

1 min.....	20	19	18	17	16
20/30 sec.....	16	15	14	14	13
10 sec.....	10	10	9	9	8

**CLASS D**

1 min	20/30	10 sec
1 min.....	10	8
20/30 sec.....	8	5

## 7. PACKAGE PLANS

**WEEKLY CIRCULATION PLANS**  
Spots must be scheduled equally over 7-day period and rotate within time classification.  
PER WK: 1 min 30 sec 10 sec see  
Plan A, 14 ti (3AA, 3A, 4B, 4C)..... 426 345 213  
Plan B, 21 ti (4AA, 4A, 7B, 6C)..... 604 484 302  
Plan C, 28 ti (5AA, 5A, 10B, 8C)..... 768 603 381  
Plan D, 40 ti (7AA, 7A, 14B, 12C) 1024 828 512  
Weekly Circulation Plans are offered on a preemptible basis at station's discretion for a full rate card advertiser.  
In the event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience and prior to expiration of schedule. Weekly Circulation Plans do not earn 52 Consecutive Weeks Discount. Weekly Circulation Plans do not contribute to Weekly Circulation Plans for further weekly frequency.  
Weekly Circulation Plans may combine with minutes, newscasts, 20/30 seconds and 10's to earn Weekly Frequency Discounts on the face of card rates only.

- PARTICIPATING PROGRAMS**  
All Night Show—Tues thru Sun midnight-6 am.  
18 1-min spots rotating weekly, per wk flat..... 75  
Morning News Journal—Mon thru Fri 8-8:10 am.  
1/2 sponsorship per wk. flat..... \$25  
Minimum contract 13 weeks.

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS AND SPORTS

PER WK:	AA	A	B	C	D
1 ti.....	70	60	50	40	20
5 ti.....	65	55	45	35	20
10 ti.....	60	50	40	30	20

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%  
Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

## W E B B

1955  
BALTIMORE

A James Brown Station  
Media Code 4 221 2200 2.00  
JB Broadcasting of Baltimore, Ltd., Clifton Ave. &  
Denison St., Baltimore, Md. 21216. Phone 301-  
947-1245.

- STATION'S PROGRAMMING DESCRIPTION**  
WEBB: Programs all Black oriented music & news.  
Contact Representative for further details. Rec'd  
2/28/73.
- PERSONNEL**  
General Manager—James Sears.  
Sales Manager—Gregory Selbold.  
Program Director—Everett Dudley.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
South—Bernard I. Orchs & Co.
- FACILITIES**  
5,000 w. 38 1/2 1360 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0: 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14f, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25b, 26, 28a,  
28c, 29a, 33b.  
Contracts: 40a, 42b, 42d, 44a, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 61c.  
Cancellation: 70b, 70e, 71a, 72.  
Prod. Services: 81, 82.  
Affiliated with MBS.  
Affiliated with Mutual Black Network.

**TIME RATES**  
ET 10/1/70—Rec'd 9/23/70.

I—6-10 am.	II—3-7 pm.	III—10 am-3 pm.	IV—7 pm-sign-off.
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**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec
1 ti.....	11	11
11 ti.....	30	29
21 ti.....	29	28
31 ti.....	28	27
41 ti.....	27	26
51 ti.....	26	25
61 ti.....	25	24
71 ti.....	24	23
81 ti.....	23	22
91 ti.....	22	21
101 ti.....	21	20
111 ti.....	20	19
121 ti.....	19	18
131 ti.....	18	17
141 ti.....	17	



W F B R

1922

BALTIMORE

BLAIR RADIO

Media Code 4 221 2400 8.00

Baltimore Radio Show, Inc., 13 E. 20th St., Baltimore, Md. 21218. Phone 301-685-1300.

**STATION'S PROGRAMMING DESCRIPTION**

WFBR: Programmed for adults 18-49. MUSIC: current hits, 45's & selected oldies. AIR PERSONALITIES handle all segments. NEWS: network at :30, followed by local news. News at :30 & :50 during drive times. SPORTS: 4 shows daily with personalities. Traffic reports from airplane during drive times. Contact Representative for further details. Rec'd 1/4/74

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Harry R. Shriver. General Sales Manager—Christopher T. Gallu. Program Director—Norman Brooks.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

5,000 w.; 1300 kc. Directional—same pattern, all hours. Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0 net time.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8. Rate Protection: 10c, 12c, 13c, 14c, 15b, 16. Basic Rates: 20a, 22a, 25a, 32b. Contracts: 40a, 41, 44b, 45, 46, 47a. Comb.: Cont. Discounts: 60b, 60c, 60l, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with CBS and Blair Represented Network.

**TIME RATES**

No. 36 Eff 11/15/72—Rec'd 10/5/72.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
C—Sun thru Sat 7 pm-midnight.

**7. PACKAGE PLANS**

PER WK. EA. SATURATION PLANS

PER WK. EA.		A				B			
1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti		
1 min	55.00	52.50	48.50	44.00	44.00	42.00	38.50	36.00	
30 sec	44.00	42.00	39.00	35.00	33.00	31.00	29.00		
10 sec	27.50	26.00	24.00	22.00	22.00	21.00	19.00	18.00	

1 min 39.00 37.50 35.00 31.00 19.50 18.50 17.50 15.50  
30 sec 31.00 30.00 28.00 25.00 16.00 15.00 14.00 12.00  
10 sec 19.50 19.00 17.50 15.50 10.00 9.00 9.00 8.00  
Rotating in respective segments within 2-day period.  
3+ per wk/52 consec wks, 10% discount.  
Fixed position, extra 3.00. No additional discounts.  
Combinable with package plans to earn lower rates on plans only.

**TOTAL AUDIENCE PLAN**

Plan	1 min	30 sec	10 sec
14 Plan (3AA, 3A, 4B, 4C)	410.00	352.00	220.00
21 Plan (4AA, 4A, 7B, 6C)	599.00	479.00	299.50
28 Plan (5AA, 5A, 10B, 8C)	763.00	610.00	381.50
35 Plan (6AA, 6A, 13B, 10C)	927.00	742.00	463.50

C may be converted to B on 2 for 1 basis, no additional discounts.

**WEEKEND PLAN**

Rotated 10 Sat & 10 Sun 7 am-7 pm, 1-min, 20 ti 400.00.

**10. SPECIAL FEATURES**

8 AM news—ea 112.00. No further discounts.

SKY PATROL TRAFFIC REPORTS  
MON-FRI 7-9 AM & 4-6 PM

PER WK. EA.	1 ti	3 ti	6 ti	12 ti
AM	65	62	59	56
PM	60	57	54	51
1/2AM, 1/2PM	55	52	50	47

5-MINUTE NEWS & SPORTS

PER WK. EA.	1 ti	3 ti	6 ti	12 ti
AA	70	68	65	---
A	65	63	60	---
B	50	48	45	---
C	30	29	27	---

(\*) Charley Eckman Sports—talent fee 15.00.

W F M M (FM)

NOTE: The call letters of this station have been changed to:

W P O C

W I S Z

W I S Z-FM

1963

1965

GLEN BURNIE

Jack Masla & Company, Inc.

Modern Country Music

Media Code 4 221 2800 9.00

WISZ, Inc., Box 159, Glen Burnie, Md. 21061. Phone 301-761-1590.

**STATION'S PROGRAMMING DESCRIPTION**

WISZ: Programmed to reach adult audience between ages of 18-49. MUSIC: country pop spiced with light informative network & local newscasts, sportscasts & entertaining features. NEWS: network at :30; commentary presented at 8:30 am & 12:30 pm. Contact Representative for further details. Rec'd 5/25/72.

**1. PERSONNEL**

President—L. Weston Gregory. General Manager—Henry C. Goldman. Sales Manager—Bernard Stevens.

**2. REPRESENTATIVES**

Jack Masla & Co., Inc.

**3. FACILITIES**

500 w.; 1590 kc. Directional. Operating schedule: 24 hours daily. EST. FM-ERP 5,000 w.; 95.9 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 400 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 22a, 24a, 28b, 28c, 30, 33d. Contracts: 40a, 40c, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b. Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 61a, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 82. Affiliated with American Entertainment Network.

**TIME RATES**

No. 20 Eff 7/1/74—Rec'd 9/5/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun all day.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

AAA		AA		A	
1 min	20/30	1 min	20/30	1 min	20/20
1 ti	20.00	16.00	18.00	14.00	16.00
10 ti	18.00	14.00	16.00	12.80	14.00
20+	16.00	12.80	14.00	11.20	12.00

10 sec: 60% of 1-min.  
Fixed position. Extra 25%.

**7. PACKAGE PLANS**

ROS Plan—1-min, 50 ti per wk minimum. .... 500

**6. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	
1 x	180.00	112.50	75.00

**10. SPECIAL FEATURES**

5-min news/2-1/2-min features—1-1/2x 1-min.

**CONSECUTIVE WEEK DISCOUNT**

26 wks—5%      52 wks—10%

Because radio reps can help you . . . SRDS helps YOU find THEM

For your convenience, there's a complete and up-to-the-minute list of radio station representatives at the beginning of every issue of Spot Radio Rates & Data. Company names are arranged alphabetically, and the list includes addresses and telephone numbers of sales offices.

Next time you need first-hand information about a station's market . . . areas where retail sales are best . . . places where dealers and wholesalers really use tie-in copy and point-of-purchase displays . . . and, of course, information on station policies and programming, check our list for the representative nearest you. Then check with him.

R-3x



WITH WITH-FM

1941

BALTIMORE

A Reeves Telesom Corp. Station

Media Code 4 221 3000 5.00

Reeves Broadcasting Corp., 7 E. Lexington St., Baltimore, Md. 21202. Phone 301-539-7868.

**STATION'S PROGRAMMING DESCRIPTION**

WITB: Programmed for adults. MUSIC: popular standards, show tunes, film music, vocals & instrumentals, spotlighting big bands. News: 15 min at 7 & 9 am, & 5 & 6 pm, 5 min at :60 & :30 other times. Contact Representative for further details. Rec'd 3/8/72. WITH-FM: Programmed for adults 18-49. Rock 54 minutes of music every hour. Contact Representative for further details. Rec'd 1/30/74.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Gordon K. Faulkner. Sales Manager—William S. Pirle, Jr.

**2. REPRESENTATIVES**

Arco Radio Sales.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 24 hours daily. EST. FM-ERP 20,000 w.; 104.3 mc. Stereo. Operating schedule: Same as AM. Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a. Basic Rates: 20b, 21a, 21b, 22a, 23a, 24a, 24c, 25a, 29a. Contracts: 44a. Comb.: Cont. Discounts: 60a, 60e, 60h, 61c, 62b. Cancellation: 70c, 71a, 72, 73a. Affiliated with American Information Network. Affiliated with Arco Group Plan.

**TIME RATES**

AM/FM COMBINATION  
No. 3 Eff 3/1/73—Rec'd 3/2/73.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Sun thru Sat 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

SECTION I

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR, 1 MIN:	52x	156x	312x	780x	1040x
AAA	33	31	29	27	25
AA	30	28	26	24	22
A	24	23	22	21	20

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min  
AM only: 90% of AM/FM combination.  
FM only: 20% of AM/FM combination.

**7. PACKAGE PLANS**

SECTION II  
CONVERTIBLE PLANS—1/2AAA, 1/2AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	156	288	378	456	510

ROS within time classifications. FM spots do not convert. No further discounts.  
Higher-to-lower: Each AAA equal to 2 AA; each AA equal to 2 A.  
Lower-to-higher: 3 A equal to 2 AA; 3 AA equal to 2 AAA.  
Sec I may be added to Sec II at applicable rate & is fully convertible.  
Sec II may transfer to Sec I during contract yr at earned Sec I frequency; non-retroactive balance of contract yr.

**10. SPECIAL FEATURES**

5-MIN NEWSCASTS, DRIVE TIME:

AAA	1 ti	3 ti	6 ti
Incl 1 1-min or 2 30-sec spots plus open & close spots.	40	38	36

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%



W K T K (FM)

1963  
CATONSVILLE



NAB

Media Code 4 221 3015 3.00

Key Broadcasting Corp., 5200 Moravia Blvd., Baltimore, Md. 21206. Phone 301-485-2400. See affiliated AM station for additional information. AM facilities: WBMD.

**STATION'S PROGRAMMING DESCRIPTION**

WKTK (FM): Programmed for general interest. AIR PERSONALITIES handle all segments. MUSIC: modern rock. NEWS: 5 min every hour. Personalities available for remote broadcasts for store openings, shopping centers, sales events. Contact Representative for further details. Rec'd 12/6/71.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Carl G. Brenner. Operations Manager—John Reeves. Women's Editor—Miss Harriett.

**2. REPRESENTATIVES**

ABC FM Spot Sales.

**3. FACILITIES**

ERP 50,000 w.; 105.7 bc. Operating schedule: 24 hours daily. EST.

**5. GENERAL ADVERTISING See coded regulations**

Affiliated with American FM Network.

**TIME RATES**

Eff—Rec'd 6/3/74.  
AAA—Mon thru Sun 6-9 am & 3 pm-1 am.  
AA—Mon thru Sun 9 am-3 pm.  
All-All other times.

**6. SPOT ANNOUNCEMENTS**

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	24.00	19.00	20.00	16.00	13.00
12 ti	22.00	17.50	18.00	14.50	11.00
24 ti	20.00	16.00	16.00	13.00	12.00
24 ti	18.00	14.50	14.00	11.00	10.00

10 sec: 60% of 1-min.

WLIF

1970

BALTIMORE



A Sudbrink Station

Media Code 4 221-3025 2.00

Sudbrink Broadcasting of Maryland, Inc., 1570 Hart Rd., Baltimore, Md. 21204. Phone 301-823-1570.

**STATION'S PROGRAMMING DESCRIPTION**

WLIF: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact representative for further details. Rec'd 5/5/71.

**1. PERSONNEL**

Executive Vice-President—Harold W. Gore. Vice-Pres. & Gen'l Mgr.—Frank J. De Rosa. Operations Manager—Niles Seaberg.

**2. REPRESENTATIVES**

Katz Radio.

**3. FACILITIES**

ERP 9,600 w. (horiz.), 9,600 w. (vert.); 101.9 mc. Stereo. Operating schedule: 24 hours daily EST. Antenna ht.: 961 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b. Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 29b, 30, 33a, 33d. Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b. Comb.: Cont. Discounts: 60b, 60f, 60l, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with Katz Radio Network.

**TIME RATES**

No. 3 Eff 9/3/73—Rec'd 8/16/73.  
AAA—Mon thru Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	55	52	49	46

30 sec or less: 80% of 1-min.

**10. SPECIAL FEATURES**

Piggyback spots—1-1/2x 1-min.

WLPL (FM)

# MARYLAND

## Baltimore—W L P L (FM)—Continued

**2. REPRESENTATIVES**  
 UBC Sales, Inc.

**3. FACILITIES**  
 ERP 20,000 w.; 92.3 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 400 ft. above average terrain.

**TIME RATES**  
 No. 7 Eff 7/1/74—Rec'd 6/17/74.  
 AAA—3 pm-midnight.  
 AA—5 am-3 pm.  
 A—Midnight-5 am.

**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 24 ti  
 AAA 40 35 30 25  
 AA 25 23 22 20  
 A 20 18 16 15  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—5% 52 wk—10%

## WMAR (FM)

1960  
BALTIMORE



**KATZ RADIO**

Stereo



Subscriber to the NAB Radio Code  
 Media Code 4 221 3100 8.00  
 The A. S. Abell Co., 6400 York Rd., Baltimore, Md.  
 21212. Phone 301-377-2222. TWX 710-232-1804.  
 Telex 087-835.

**1. PERSONNEL**  
 President—William F. Schmick, Jr.  
 Vice-President—Donald P. Campbell.  
 General Manager—Robert C. Embry.

**2. REPRESENTATIVES**  
 Katz Radio.

**3. FACILITIES**  
 ERP 50,000 w.; 106.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 620 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0: time only.

**5. GENERAL ADVERTISING See coded regulations**  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60b, 60f.  
 Cancellation: 70g.  
 Affiliated with Katz Radio Network.

### TIME RATES

No. 4 Eff 3/1/74—Rec'd 1/28/74.  
 AAA—Mon thru Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**  
 PER WK, 1 MIN: (\*) 6 ti 12 ti 18 ti 24 ti 30 ti  
 AAA 18 14 13 12 11 10  
 (\*) 1 ti/fixcd.

### MIDNIGHT-6 AM

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min. 4.00 3.50 3.00 2.50 2.00  
 30 sec. 3.20 2.80 2.40 2.00 1.60  
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
 40 1-min spots per wk. 360

**8. PROGRAM TIME RATES**  
 PER WK: 1 ti 3 ti 5 ti  
 1 hr. 75 70 65  
 1/2 hr. 55 45 40  
 1/4 hr. 35 30 25  
 Combinable with other time periods for discount.

**10. SPECIAL FEATURES**  
 PER WK: 1 ti 3 ti 5-7 ti  
 5-min News 21 18 17  
 Dow Jones Business News 22 20

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
 Minimum 5 spots per wk.

## WPOC

(formerly WFMM)

1959

BALTIMORE

Media Code 4 221 3150 8.00  
 Nationwide Communications, Inc., 711 W. 40th St.,  
 Baltimore, Md. 21211. Phone 301-366-3693.

**STATION'S PROGRAMMING DESCRIPTION**  
 WPOC: Programmed for adults 25-49.

**MUSIC:** modern country, current top hits & past top hits of last 7 yrs. **AIR PERSONALITIES** handle all segments. **NEWS:** 5 min at :15 & :45 in drive times 5:30-10 am & 3-7 pm; 3 min at :45 10 am-3 pm; 5 min at :45 7 pm-5:30 am. Emphasis on local news. **NEWS DIRECTOR & STAFF:** AP facilities. **SPORTS:** racing & racing networks. **NASCAR & USAR:** COMMERCIAL POLICY: 10 minutes per hour. Rec'd 9/4/74.

**1. PERSONNEL**  
 General Manager—David C. Fuellhart.  
 General Sales Manager—Harold E. Graves.  
 Program Director—Peter Porter.

**3. FACILITIES**  
 ERP 20,000 w. (horiz.), 20,000 w. (vert.); 93.1 mc. Stereo.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 868 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g.  
 Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 28b, 28c, 29a.  
 Contracts: 40a, 41, 43, 44b, 45, 46, 48, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60g, 61c, 62a, 62d.  
 Cancellation: 70c, 71a, 72, 73a.  
 Production: 80, 81, 82.

### TIME RATES

No. 1 Eff 9/2/74—Rec'd 9/3/74.  
 Spots must rotate equally in following times, Mon thru Sun 6-10 am, 10 am-3 pm, 3-7 pm, 7-10 pm & 10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**  
 PER YR: 1x 104x 260x 624x 1000x  
 1 min. 24.00 22.00 20.00 18.00 16.00  
 30 sec. 19.20 17.60 16.00 14.40 12.80  
 10 sec: 60% of 1-min.  
 Fixed position: Extra 20%.

**7. PACKAGE PLANS**  
 PER WK: 12 ti 18 ti 36 ti 60 ti  
 1 min. 22.00 20.00 18.00 16.00  
 30 sec. 17.80 16.00 14.40 12.80  
 10 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**  
 PER YR: 3 min 5 min 1/4 hr 1/2 hr 1 hr  
 1 x 32 36 72 120 192  
 104 x 33 66 110 176  
 260 x 27 30 60 100 160  
 (\*) 29.50.

## WRBS (FM)

1960

BALTIMORE

A Peter and John Radio Fellowship Station  
 Media Code 4 221 3200 1.00  
 3600 Georgetown Rd., Baltimore, Md. 21227. Phone 301-247-4100.

**1. PERSONNEL**  
 President—John O. Bisset.  
 Station Manager—Thomas Bisset.  
 Chief Engineer—Robert Shaffer.

**3. FACILITIES**  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.1 mc. Stereo.

Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 280 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0: time only; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 2a, 3a, 3d, 4b, 6a, 8.  
 Rate Protection: 15b.  
 Basic Rates: 21b, 22a, 24b, 25a, 29a.  
 Contracts: 41, 45, 47a, 51a.  
 Comb.: Cont. Discounts: 60e, 62b, 62d.  
 Cancellation: 70d, 71a, 72, 73a.  
 Prod. Services: 80.

### TIME RATES

EM—Rec'd 5/4/73.  
 1 min 12.00 11.50 11.00 10.50 10.00 9.50 9.00 8.50  
 30 sec 7.5% of 1-min. 10 sec: 50% of 1-min.  
 Fixed position, extra 10%.

**8. PROGRAM TIME RATES**  
 1x 26x 52x 104x 156x 260x 312x 520x  
 5 min. 20.00 17.00 15.00 12.00 11.00 9.50 8.50  
 1/4 hr. 25.00 23.00 21.00 20.00 19.00 17.00 16.00  
 1/2 hr. 35.00 31.00 28.00 27.00 26.00 25.00 24.00  
 1 hr. 70.00 60.00 55.00 53.00 50.00 48.00 45.00

### TIME RATES

EM—Rec'd 5/4/73.  
 1 min 12.00 11.50 11.00 10.50 10.00 9.50 9.00 8.50  
 30 sec 7.5% of 1-min. 10 sec: 50% of 1-min.  
 Fixed position, extra 10%.

**8. PROGRAM TIME RATES**  
 1x 26x 52x 104x 156x 260x 312x  
 5 min. 20.00 17.00 15.00 12.00 11.00 9.50 8.50  
 1/4 hr. 25.00 23.00 21.00 20.00 19.00 17.00 16.00  
 1/2 hr. 35.00 31.00 28.00 27.00 26.00 25.00 24.00  
 1 hr. 70.00 60.00 55.00 53.00 50.00 48.00 45.00

## WSID

1947

BALTIMORE

Black

Media Code 4 221 3400 7.00  
 United Broadcasting Co., 6623 Reisterstown Rd.,  
 Baltimore, Md. 21115. Phone 301-358-9600.

**STATION'S PROGRAMMING DESCRIPTION**  
 WSID: Programmed for the black community. **MUSIC:** black gold, hits of past and present. 10 am-noon features air personality. Contact Representative for further details. Rec'd 4/29/74.

**1. PERSONNEL**  
 President—Richard Eaton.  
 Vice-President—Pierre Eaton.  
 General Manager—Maynard Grossman.

**2. REPRESENTATIVES**  
 New York, Chicago, Atlanta, Hollywood—UBC Sales.

Dallas—Mario Messina Company.

**3. FACILITIES**  
 1,000 w.; 1010 kc. days. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10h, 11h, 12h, 13h, 14h, 15c.  
 Basic Rates: 33d.  
 Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 61b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 FM facilities: WLPL (FM).  
 Affiliated with Bernard Howard Black Radio Network.  
 Member: Black UBC Group.

### TIME RATES

No. 18 Eff 1/15/74—Rec'd 8/21/74.  
**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 24 ti  
 1 min. 24 22 21 20  
 20/30 sec: 80% of 1-min. ID's: 60% of 1-min.

**7. PACKAGE PLANS**  
 40 1-min spots per wk. 360

**8. PROGRAM TIME RATES**  
 PER WK: 1 ti 3 ti 5 ti  
 1 hr. 75 70 65  
 1/2 hr. 55 45 40  
 1/4 hr. 35 30 25  
 Combinable with other time periods for discount.

## WTOW

1955

TOWSON

A Sudbrink Station

Media Code 4 221 3600 2.00  
 Sudbrink Broadcasters, Inc., 412 Delaware Ave.,  
 Towson, Md. 21204. Phone 301-823-5357.

**1. PERSONNEL**  
 Executive Vice-President—Harold W. Gore.  
 Vice-Pres. & Gen'l Mgr.—Raymond A. Kassia.  
 Operations Manager—Debbie Williams.

**3. FACILITIES**  
 5,000 w.; 1570 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 14a, 15d.  
 Basic Rates: 20a, 23a, 23b, 25a, 29a.  
 Contracts: 40a, 41, 44b, 45, 48.  
 Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.  
 Cancellations: 70a, 70c, 71a, 72, 73a.

### TIME RATES

EM—Rec'd 4/30/71.  
**6. SPOT ANNOUNCEMENTS**  
 PER WK: 1 ti  
 1 min. ea. 12.00 30 sec. ea. 9.00

**PER WK:** 1 wk 13 wk 26 wk 52 wk  
 10 ti 3.50 9.00 8.75 8.50  
 20 ti 3.00 8.50 8.25 8.00  
 30 ti 2.50 8.00 7.75 7.50  
 50 ti 2.00 7.50 7.00 6.75 6.50

**30 SECONDS**  
 10 ti 7.20 6.80 6.60 6.40  
 20 ti 6.80 6.40 6.20 6.00  
 30 ti 6.40 6.00 5.80 5.60  
 50 ti 6.00 5.60 5.40 5.20

**8. PROGRAM TIME RATES**  
 1 hr. 125 118 114 109 103 99 89  
 1/2 hr. 85 80 77 72 69 66 58  
 1/4 hr. 58 53 51 48 46 44 38  
 5 min. 31 29 28 26 25 24 20

## 4. AGENCY COMMISSION

None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING See coded regulations**  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network

### TIME RATES

No. 7 Eff 2/73—Rec'd 2/27/73.  
 AA—Mon thru Fri 7-10:30 am.  
 A—Mon thru Fri 6-7 am & 3:30-6 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**  
 PER: A B  
 YR: 1x 260x 520x 1040x 1x 260x 520x 1040x  
 1 min 4.90 3.35 2.90 2.55 4.00 2.75 2.40 2.20  
 30 sec 3.05 2.40 2.30 2.00 2.55 1.75 1.55 1.45  
 20 sec 2.55 1.75 1.55 1.45 2.10 1.50 1.40 1.30  
 10 sec 1.85 1.50 1.35 1.25 1.50 1.25 1.15 1.00  
 1 min 30 sec

AA—Bob Callahan Morning Show 4.90 3.05

**10. SPECIAL FEATURES**  
 5-MINUTE NEWS/SPORTS/WEATHER

**CLASS A**  
 PER WK: 4 wk 13 wk 26 wk 52 wk  
 2-3 ti 12.00 10.00 8.50 7.00  
 4-7 ti 9.50 8.50 7.50 6.50

**CLASS B**  
 2-3 ti 10.50 9.00 7.50 6.00  
 4-7 ti 8.50 7.50 6.50 5.50  
 90-second commercial content.

**3 MINUTES**  
 Class A, flat. 5.00 Class B, flat. 4.50  
 50-second commercial content.

**2 MINUTES**  
 Class A, flat. 3.50 Class B, flat. 3.00  
 30-second commercial content.

**LOCAL ABC NETWORK SPONSOR**  
 Class A, ea. 2.00 Class B, ea. 1.75

## WWIN

1946

BALTIMORE

Black

Media Code 4 221 3800 8.00  
 Waverly Tower Center, 2800 Mathews St., Baltimore,  
 Md. 21218. Phone 301-366-1400.

**STATION'S PROGRAMMING DESCRIPTION**  
 WWIN: Programmed for the Negro listener. **MUSIC:** rhythm and blues at all times except gospel Sun morning 9 am-noon and jazz 2:30-4 am. **NEWS:** 5 min at :55 every hour. Station employs full time public service director with all types of public service for the community. These programs featured 7 days a week. **SPORTS:** capsules featured throughout day and night 7 days a week. Contact Representative for further details. Rec'd 7/12/67.

**1. PERSONNEL**  
 Exec. Vice-Pres. & Gen'l Mgr.—H. Shelton Earp.  
 Sales Manager—Ken Quorin.  
 Program Director—M. Jefferson.

**2. REPRESENTATIVES**  
 Savalli/Gates, Inc.

**3. FACILITIES**  
 1,000 w.; 1400 kc. Non-directional.  
 Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15/0: time only.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 23a, 23b, 24c, 28c, 29a, 33d.  
 Contracts: 40a, 41, 42d, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 61b, 62d.  
 Cancellation: 70a, 70e, 71a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Contemporary Network.  
 Affiliated with National Black Network.

**TIME RATES**  
 No. 12 Eff 10/1/72—Rec'd 9/5/72.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Sun thru Sat 10 am-3 pm & 7 pm-2 am.

**6. SPOT ANNOUNCEMENTS**  
 PER WK: 1 min 30 sec 1D's 1 min 30 sec 1D's  
 6 ti 30.00 24.00 19.50 25.00 20.00 16.25  
 12 ti 29.50 23.60 19.20 24.50 19.60 15.90  
 18 ti 29.00 23.20 18.85 24.00 19.20 15.60  
 24 ti 28.50 22.80 18.55 23.50 18.80 15.25  
 30 ti 28.00 22.40 18.20 23.00 18.40 14.95  
 36 ti 27.50 22.00 17.90 22.50 18.00 14.60  
 42 ti 27.00 21.60 17.55 22.00 17.60 14.30  
 48 ti 26.50 21.20 17.25 21.50 17.20 13.95  
 54 ti 26.00 20.80 16.90 21.00 16.80 13.65

**26 WEEKS**  
 6 ti 29.50 23.60 19.20 24.50 19.60 15.90  
 12 ti 29.00 23.20 18.85 24.00 19.20 15.60  
 18 ti 28.50 22.80 18.55 23.50 18.80 15.25  
 24 ti 28.00 22.40 18.20 23.00 18.40 14.95  
 30 ti 27.50 22.00 17.90 22.50 18.00 14.60  
 36 ti 27.00 21.60 17.55 22.00 17.60 14.30  
 42 ti 26.50 21.20 17.25 21.50 17.20 13.95  
 48 ti 26.00 20.80 16.90 21.00 16.80 13.65  
 54 ti 25.50 20.40 16.60 20.50 16.40 13.30

**52 WEEKS**  
 6 ti 29.00 23.20 18.85 24.00 19.20 15.60  
 12 ti 28.50 22.80 18.55 23.50 18.80 15.25  
 18 ti 28.00 22.40 18.20 23.00 18.40 14.95  
 24 ti 27.50 22.00 17.90 22.50 18.00 14.60  
 30 ti 27.00 21.60 17.55 22.00 17.60 14.30  
 36 ti 26.50 21.20 17.25 21.50 17.20 13.95  
 42 ti 26.00 20.80 16.90 21.00 16.80 13.65  
 48 ti 25.50 20.40 16.60 20.50 16.40 13.30  
 54 ti 25.00 20.00 16.25 20.00 16.00 13.00

AA & A combine for maximum frequency discount.

**8. PROGRAM TIME RATES**  
 1 hr. 350.00 337.50 325.00 312.50 300.00 287.50 275.00  
 1/2 hr. 210.00 202.50 195.00 187.50 180.00 172.50 165.00  
 1/4 hr. 140.00 135.00 130.00 125.00 120.00 115.00 110.00  
 10 min. 105.00 101.25 97.50 93.75 90.00 86.25 82.50  
 5 min. 70.00 67.50 65.00 62.5



**Brunswick—WTR I—Continued**

**TIME RATES**  
 ET—Rec'd 4/24/72.

**6. SPOT ANNOUNCEMENTS**

Flat	1 min	30 sec	10 sec
	7	5	3

**PER WEEK DISCOUNT**

5 ti—5%	10 ti—10%	15 ti—15%	20 ti—20%
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Specified time, extra 1.0d.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10%

**CAMBRIDGE (1 AM; 1 FM)**

Dorchester County—Map Location J-6  
 See SRDS consumer market map and data at beginning of the State.

**WCEM**  
 1647



Subscriber to the NAB Radio Code  
 Media Code 4 221 4400 6.00  
 WCEM, Inc., The Pines, Cambridge, Md. 21613.  
 Phone 228-4800.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Samuel M. Cannon, Jr.

**2. REPRESENTATIVES**  
 Charles Bernard Co., Inc.

**3. FACILITIES**  
 1,000 w. days; 250 w. nights; 1240 kc.  
 Non-directional.  
 Operating schedule: 6:00 a.m. to 11:00 p.m. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 No. 5 ET 10/1/66—Rec'd 8/11/66.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	260x	312x
*1 min	9.00	5.75	5.50	5.25	5.00
30 sec	5.75	5.50	5.25	5.00	4.75

**7. PACKAGE PLANS**  
 20, 1-minute spots used in 7 day period..... 95.

**WCEM-FM**  
 1968



Subscriber to the NAB Radio Code  
 Media Code 4 221 4401 4.00  
 WCEM, Inc., Box 237, Cambridge, Md. 21613. Phone  
 228-4800.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCEM-FM: MUSIC: Country.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP: 3,000 w.; 106.3 mc. Stereo.  
 Operating schedule: 6 am-11:20 pm. EST.  
 Antenna ht.: 150 ft. above average terrain.

**TIME RATES**  
 ET—Rec'd 4/14/71.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	260x	312x
1 min/less	3.50	3.40	3.30	3.20	3.10
30 sec	3.40	3.30	3.20	3.10	3.00

**7. PACKAGE PLANS**  
 20 ti. per wk..... 60 30 ti. per wk..... 84

**CATONSVILLE**

Baltimore County—Map Location H-3  
 See SRDS consumer market map and data at beginning of the State.

**See Baltimore**

(including Catonsville, Glen Burnie, Towson)

**CHESTERTOWN**

Kent County—Map Location K-3  
 See SRDS consumer market map and data at beginning of the State.

**WCTR**  
 1963



Media Code 4 221 4600 1.00  
 WCTR, Inc., Box 700 Chestertown, Md. 21620. Phone  
 301-778-1530.  
 Other studio: Flatland Rd., Chestertown, Md. 21620.

**1. PERSONNEL**  
 General Manager—Reverdy F. Yarnall.

**3. FACILITIES**  
 250 w. days; 1530 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 No. 5A ET 1/1/74—Rec'd 12/28/73.

1x	52x	104x	260x	312x	520x
30 sec	5.20	4.80	4.40	4.00	3.85

**7. PACKAGE PLANS**

ROB	30 ti	40 ti	50 ti	70 ti	90 ti
	135	177	213	253	288

Spots scheduled 7-9 am Mon thru Sat & 4-6 pm  
 Mon thru Fri. 5% surcharge.

**KNOW YOUR SERVICE**

**Special Features of Spot Radio Rates and Data Help Your Station Selection**

Besides the regular individual station listings, these four specific references in the monthly edition of *Spot Radio* aid in your selection of stations by type and location:

- Metropolitan Areas—stations are listed alphabetically within each standard Metropolitan Statistical Area, as established by the Bureau of Census.
- Foreign Language Programming—stations which have at least one program are listed geographically showing the language and number of hours of foreign language programming.
- Negro Programming—listed by state, city and call letters, stations having at least one regularly scheduled program are listed showing number of Negro programming.
- Farm Programming—stations that broadcast at least one such program are listed geographically, showing total weekly broadcast hours of farm programming.

These features—kept up to date monthly—are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

**CUMBERLAND (3 AM; 2 FM)**

Allegany County—Map Location C-2  
 See SRDS consumer market map and data at beginning of the State.

**WCUM** 1948 **WCUM-FM** 1948

Media Code 4 221 4800 7.00  
 WCUM, Inc., Box 360, Cumberland, Md. 21502.  
 Phone 301-724-5400.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCUM: Programmed for adults and young adults.  
**MUSIC:** 60% Top-40; 40% MOR. **NEWS:** News director with half-hour local news/sports/commentary at 7:30 am, noon, and 5:30 pm. **Net news** at 8:00. **SPORTS:** live professional football, home and away, local high school sports. **COMMERCIAL POLICY:** 16 minutes per hour. Contact Representative for further details. Rec'd 1/7/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Michael A. Robinson.  
 Associate Manager—Charles S. Offutt.  
 Program Manager—Robert A. Brown.

**2. REPRESENTATIVES**  
 Bernard Howard & Co., Inc.  
 Philadelphia—Selective Broadcasting Advertising, Inc.  
 Boston—Nona Kirby Co., Inc.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1230 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
 FM-ERP 1,250 w; 102.9 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 176 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 net time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
 Combs.: Cont. Discounts: 60b, 61a, 61b, 62b.  
 Cancellation: 70a, 70c, 71a.  
 Affiliated with American Information Network.  
 Member: Farm Directors Radio Network.

**TIME RATES**  
 No. 10 ET 1/1/74—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	156x	312x	520x	1040x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	8.00	7.50	7.00	6.50	6.00	5.50
10 sec	6.00	5.50	5.00	4.50	4.00	3.50

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.50	5.00

**WKGO (FM)**

Media Code 4 221 5000 3.00  
 Welborne Broadcasting, Inc., Box 510, 350 Byrd Ave., Cumberland, Md. 21502. Phone 301-722-6666.  
 See affiliated AM station for additional information.  
 AM facilities: WTBO.

**STATION'S PROGRAMMING DESCRIPTION**  
 WKGO (FM): MOR music for age 25+.

**1. PERSONNEL**  
 Station Manager—Martin E. White.  
 Sales Manager—Floyd V. (Sam) Cozad.

**3. FACILITIES**  
 ERP: 4,000 w. (horiz.), 4,000 w. (vert.); 106.1 mc.  
 Operating schedule: 5 am. EST.  
 Antenna ht.: 1,410 ft. above average terrain.

**TIME RATES**  
 No. 1 ET—Rec'd 11/6/73.

**6. SPOT ANNOUNCEMENTS**

ROS:	1 ti	2 ti	50 ti	100 ti	150 ti
1 min	4.00	3.50	3.00	3.50	3.00
30 sec	3.50	3.00	2.50	3.00	2.50

**7. PACKAGE PLANS**

106 SPECIAL  
 15 30-sec spots+20 1-min spots/20 30-sec spots+  
 15 1-min spots in 2 consec. days, 106.00.

106 WEEKEND SPECIAL  
 37 30-sec spots/32 1-min spots Sat, Sun & Mon,  
 106.00.

**WTBO**  
 1928



Media Code 4 221 5200 9.00  
 Welborne Broadcasting, Inc., Box 510, Byrd Ave.,  
 Cumberland, Md. 21502. Phone 301-722-6666.

**1. PERSONNEL**  
 General Manager—Paul H. Miller.  
 Sales Manager—Roy H. Knotts.  
 Office Manager—Beda May Riley.

**2. REPRESENTATIVES**  
 The DeViney Organization, Inc.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 5-11 am. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Combs.: 40a.  
 Affiliated with NBC.

**TIME RATES**  
 No. 6 ET 7/1/73—Rec'd 5/29/73.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	10	9	8	7	6
30/20 sec:	80%	of 1-min.	10	sec:	50%

B07A-2/3

Spot Radio Stations

**MARYLAND**

**WUOK**  
 1853



Media Code 4 221 5300 7.00  
 Multi-Media Associates, II., Algonquin Motor Inn,  
 Cumberland, Md 21502. Phone 301-724-5000.

**STATION'S PROGRAMMING DESCRIPTION**  
 WUOK: Programmed for adults and young adults.  
**MUSIC:** 100% top 40. **NEWS:** Network at 5:30;  
 Local at 3:30. **SPORTS:** professional football, high school and collegiate football, high school basketball.  
**COMMERCIAL POLICY:** 18 minute. per hour. Contact Representative for further details. Rec'd 2/2/73.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—James R. Reese, Jr.  
 Operations Manager—Gary Kirtley.  
 Sales Manager—Jack Husson.

**2. REPRESENTATIVES**  
 PRO Time Sales, Inc.  
 Philadelphia, Pittsburgh, Baltimore—Dome-Messervy Co., Inc.

**3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 1270 kc. Directional.  
 Operating schedule: 5:50 am-midnight. EST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15d.  
 Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a, 26, 28b, 29a, 30, 33c.  
 Combs.: 40a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
 Cancellation: 70a, 70b, 70d, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with CBS.

**TIME RATES**  
 ET 12/1/68—Rec'd 11/14/68.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	208x	312x	624x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20
30 sec	75%	of 1-min.	10 sec	ID's:	50%	of 1-min.	

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	60.00	38.00	26.00	19.00
13x	58.00	36.00	25.00	18.00
26x	56.00	34.00	24.00	17.00
52x	53.00	32.00	23.00	16.00
104x	50.00	30.00	22.00	15.00
208x	48.00	28.00	21.00	14.00
312x	45.00	26.00	20.00	13.00
624x	42.00	24.00	18.00	12.00

**EASTON**

Talbot County—Map Location J-5  
 See SRDS consumer market map and data at beginning of the State.

**WEMD**

Media Code 4 221 5400 5.00  
 Easton Broadcasting Co., Point Rd., Easton, Md.  
 21601. Phone 301-822-3301.

**1. PERSONNEL**  
 Gen'l Mgr. & News Dir.—George Dietrich.

**2. REPRESENTATIVES**  
 Hal Walton Co.

**3. FACILITIES**  
 1,000 w. days; 500 w. nights; 1460 kc. Directional.  
 Operating schedule: 6:00 am-11:00 pm Mon thru  
 Sat: 8:00 am-11:00 pm Sun. EST.

**4. AGENCY COMMISSION**  
 15% on station time only; no cash discount.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 2/1/71—Rec'd 9/14/72.

**6. SPOT ANNOUNCEMENTS**

1x	26x	104x	260x	520x	1000+
1 min	4.00	3.80	3.60	3.30	3.00
30 sec	3.90	3.30	2.50	2.40	2.18

**7-11 PM—NIGHT TIME**

1 min	3.60	3.00	2.40	2.10	1.80
30 sec	3.00	2.40	2.10	1.80	1.50

**7. PACKAGE PLANS**

PER WK:	Day	Night
1 min, 20 ti	59.40	35.40
30 sec, 30 ti	71.40	
10 sec, 20 ti		20.00

**10. SPECIAL FEATURES**  
**WEATHER/MARINE REPORT**  
 Day Time..... 6.00 Night Time..... 3.60

**ELKTON**

Cecil County—Map location K-2  
 See SRDS consumer market map and data at beginning of the State.

**WSER**

Media Code 4 221 5600 0.00  
 WSPR, Inc., Box 38, Maloney Rd., Elkton, Md.  
 21921. Phone 301-398-3883. Wilmington, Del.  
 Phone 302-737-2205.

**1. PERSONNEL**  
 General Manager—Charles Doll.

**3. FACILITIES**  
 1,000 w. days; 1550 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 ET 3/1/69—Rec'd 2/24/69.

AA—Mon thru Sun 6-9 am & 3-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

WKLY, 1 MIN:	6 ti	12 ti	18 ti	24 ti	24 ti
AA	8	7	6	5	4
A	7	6	5	4	3

20/30 sec: 80% of 1-min. ID's 50% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10% (CB)

# MARYLAND

## FREDERICK (2 AM; 2 FM)

(including Brodbeck Heights)  
Frederick County—Map Location F-3  
See SIXDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WFMD**  
1936  
FREDERICK

## CBS Radio Network

**NAB** **RAB**

Media Code 4 221 5700 8.00  
Jim Gibbons Radio, Box 151, Frederick, Md. 21701.  
Phone 301-663-4181.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jim Gibbons.  
Sales Manager—Frank Velmeyer.  
Program Director—Dick Denham.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
Pennyvanias—Dome & Associates, Inc.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 49, 50, 51e.  
Comb.: Cont. Discounts: 60b, 60c, 60g, 61c, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WFRB (FM).  
Affiliated with CBS.

### TIME RATES

ET 9/1/74—Rec'd 9/5/74.

- AAA—Mon thru Sat 6-10 am & 4-7:30 pm.  
AA—All other times.
- SPOT ANNOUNCEMENTS**  
BTA—PER YEAR:  
1 min. 12.00 13x 26x 52x 104x  
30 sec. 8.70 8.50 8.45 8.30 8.15  
156x 208x 260x 312x 364x 520x  
1 min. 9.90 9.70 9.55 9.30 9.10 8.95  
30 sec. 8.10 7.95 7.85 7.65 7.45 7.25 7.15  
10 sec: 60% of 1-min; when available.  
AAA rotated, extra per spot 2.00.  
AAA specified, 1.1x per spot 2.50.
  - PACKAGE PLANS**  
BTA: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min 10.75 10.50 10.20 9.95 9.80 9.70 9.00  
30 sec 8.10 7.95 7.85 7.70 7.40 7.30 7.20  
Within 7 days.
  - PROGRAM TIME RATES**  
1 hr. 105 95 85  
1/2 hr. 70 65 62 58  
1/4 hr. 49 47 44 41  
5 min 24 21 19 18  
(Q)

## WFRB (FM)

1959

FREDERICK  
Stereo

**NAB** **RAB**

Media Code 4 221 5800 6.00  
Jim Gibbons Radio, Box 151, Frederick, Md. 21701.  
Phone 301-663-4337.

See affiliated AM station for additional information.  
AM facilities: WFMD.

- PERSONNEL**  
Sales Manager—James F. Waldron.
- FACILITIES**  
ERP 9,000 w.; 99.9 mc. Stereo.  
Operating schedule: 6 am-midnight EST.  
Antenna ht.: 1,125 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
ET 11/1/73—Rec'd 8/5/74.  
AAA—8 am-8 pm.  
AA—6-8 am & 8 pm-midnight.
- SPOT ANNOUNCEMENT**  
1 ti 7 ti 14 ti 21 ti 28 ti  
1 min. 6.50 6.30 6.10 5.90 5.60  
30 sec. 5.20 5.05 4.90 4.75 4.50
- PACKAGE PLANS**  
TAP:  
AA 4 9 14 19 28  
AA 3 5 7 9 14  
PER WK, TI: 7 14 21 28 42  
1 min. 5.50 5.25 5.00 4.75 4.50  
30 sec. 4.40 4.20 4.00 3.80 3.60

## WMHI

1960

BROADBECK HEIGHTS

**NAB** **RAB**

Media Code 4 221 5900 4.00  
Musical Heights, Inc., Rt. 5, Frederick, Md. 21701.  
Phone 301-662-2148.

### STATION'S PROGRAMMING DESCRIPTION

WMHI: Programmed for adults 18-49  
MUSIC: contemporary with selection of oldies. AIR  
PERSONALITIES handle all segments. NEWS:  
network, local news, daily editorials. FARM: agri-  
cultural news 8-8:30 am. Contact Representative  
for further details. Rec'd 5/28/74.

- PERSONNEL**  
General Manager—Tom Kroh.  
News & Farm Dir.—Robert Marvel.  
Women's Editor—Mrs. Nancy Fowler
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
500 w. days; 1370 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-noon.  
For non-simulcast facilities, see WMHI-FM.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 11 ET 6/1/74—Rec'd 5/28/74.

- SPOT ANNOUNCEMENTS**  
I—Mon thru Fri 6-10 am & 3-6 pm.  
II—All other times.
- SECTION I**  
PER WK:  
1 min. 9.25 9.10 8.90 8.55 8.25  
30 sec. 7.40 7.30 7.10 6.85 6.60  
15 sec. 5.55 5.45 5.35 5.15 4.95
- SECTION II**  
1 min. 8.25 8.10 7.90 7.55 7.25  
30 sec. 6.60 6.50 6.30 6.05 5.80  
15 sec. 4.95 4.85 4.75 4.55 4.35

## WMHI-FM

1972

BROADBECK HEIGHTS

**NAB** **RAB**

Media Code 4 221 5901 2.00  
Musical Heights, Inc., Rt. 5, Frederick, Md. 21701.  
Phone 301-662-2148.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WMHI-FM: MUSIC country. NEWS: network, local  
& regional news, daily editorials. Contact Representa-  
tive for further details. Rec'd 5/28/74.

- PERSONNEL**  
Music Director—Chris Dennison.
- FACILITIES**  
ERP: 270 w. (horiz.), 270 w. (vert.); 103.9 mc.  
Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 840 ft. above average terrain.  
Partial simulcast operation. Operated separately  
noon-midnight. For simulcast facilities see WMHI.
- AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
No. 11 ET 6/1/74—Rec'd 5/28/74
- SPOT ANNOUNCEMENTS**  
PER WK:  
1 min. 6.11 12 ti 18 ti 24 ti 30 ti  
30 sec. 4.20 4.00 3.80 3.60 3.40  
15 sec. 3.15 3.00 2.85 2.70 2.55
- PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.

## FROSTBURG (1 AM; 1 FM)

Allegheny County—Map Location C-2  
See SIXDS consumer market map and data at begin-  
ning of the State.

## WFRB

1958

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 221 6000 2.00  
Western Maryland Broadcasting Co., Inc., Box 430,  
354 Frostburg, Md. 21532. Phone 301-689-8871.

- PERSONNEL**  
General Manager—D. C. Loughry.
- REPRESENTATIVES**  
Regional Reps. Corp.
- FACILITIES**  
1,000 w.; 560 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.  
Simulcast during AM operational hours. For non-  
simulcast facilities see WFRB-FM.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 10/1/72—Rec'd 1/3/73.

- SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x  
1 min. 5.60 5.40 5.00 4.60 4.20  
30 sec. 4.00 3.75 3.50 3.25 3.00
- 1 min.** 3.80 3.40 3.00 2.60  
30 sec. 2.75 2.50 2.25 2.00
- SPECIAL FEATURES**  
5-min news Mon thru Sat—per wk 35.00.  
6 mo minimum.

## WFRB-FM

1965

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 221 6001 0.00  
Western Maryland Broadcasting Co., Inc., Box 430,  
354 Frostburg, Md. 21532. Phone 301-689-8871.

- FACILITIES**  
ERP 13,000 w.; 105.3 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 860 ft. above average terrain.  
Partial simulcast operation with WFRB. For simul-  
cast rates and facilities see WFRB, WFRB-FM.

### 4. AGENCY COMMISSION

None; agencies add commission to rates shown.  
TIME RATES

Rates are identical to WFRB. See that listing.

## GLEN BURNIE

Anne Arundel County—Map Location H-4  
See SIXDS consumer market map and data at begin-  
ning of the State.

## See Baltimore

(including Catonsville, Glen Burnie,  
Towson)

## HAGERSTOWN (3 AM; 4 FM)

(including Holfway, Williamsport)

Washington County—Map Location E-2  
See SIXDS consumer market map and data at begin-  
ning of the State.

Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc. with-  
in the area.

## WARK WARK-FM

1947 1957

HAGERSTOWN

## CBS Radio Network

Media Code 4 221 6400 4.00  
Rau Radio Stations, Inc., 880 Commonwealth Ave.,  
Hagerstown, Md. 21740. Phone 301-733-4500.

STATION'S PROGRAMMING DESCRIPTION  
WARK: Programmed for adults and young adults.  
AIR PERSONALITIES: handle all segments and in-  
terchange on taped commercials. MUSIC: 6 am-8 pm  
middle-of-the-road general popular music plus cur-  
rent non-rock hits. 8:10 pm-11 pm current hits &  
rock. 12M-5 am general popular music and current  
hits. NEWS: 5/10 min on hour, features on half  
hour. Local news 5 times daily. FARM: 5-6 am,  
12:35-12:45 pm. SPORTS: live play-by-play coverage  
of high school football and basketball, college foot-  
ball. TALK: telephone classified 2:10-2:30 pm M-F.  
Community service news featured throughout day.  
Remotes available. Rec'd 1/28/74.

- PERSONNEL**  
Chairman of the Board—Henry Rau.  
President—Lloyd S. Smith.  
Station Manager—James C. Stevens.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:11 am daily. EST.  
FM-ERP 2,200 w.; 106.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 230 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 13b, 14b.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 28a, 28c, 29a.  
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46,  
47a.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John T. Staub.  
Sia. & Com'l Mgr.—Roger Keller.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5-12:45 am. EST.  
FM-ERP 9,400 w. (horiz.), 9,400 w. (vert.); 104.7  
mc.  
Antenna ht.: 1,600 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c,  
25a, 26, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

### TIME RATES

ET 1/1/74—Rec'd 3/20/74.

- SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 208x 312x  
1 min. 11.00 9.00 8.00 7.00 6.00 5.00  
30 sec. 8.75 7.25 6.50 5.60 5.00 4.00
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 90.00 50.00 35.00 20.00  
26 x 80.00 45.00 32.00 18.50  
52 x 17.25

## WHAG

1962

HALFWAY

**NAB** **RAB**

Media Code 4 221 6600 9.00  
Regional Broadcasting Co., 1250 Downsville Pike,  
Hagerstown, Md. 21740. Phone 301-797-7300.

STATION'S PROGRAMMING DESCRIPTION  
WHAG: MUSIC: current MOR hits with oldies  
interspersed each hour, mostly singles with 2 album  
selections per hour, all request weekends. NEWS:  
5 min network at :00; 8 5-min local casts a day with  
actualities; 2 radio equipped mobile units. Commu-  
nity service features include wedding & anniver-  
sary announcements plus a community service award  
each day. Regional coverage of public events with  
mobile units. Hourly announcements of community  
meetings, etc. School news. SPORTS: professional  
football & baseball, college football & basketball,  
high school play-by-play. 5 min sportscasts 5 times  
a day, capsules all weekend. FARM: 5 min at  
sign-on M-F. Sponsors local events. Contact Repre-  
sentative for further details. Rec'd 5/27/71.

- PERSONNEL**  
President—Warren Adler.  
General Manager—Gary L. Portmess.
- REPRESENTATIVES**  
Dome & Associates, Inc.  
New York—Charles Bernard Co., Inc.
- FACILITIES**  
1,000 w. days; 1410 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b,  
15c.

Basic Rates: 20b, 21a, 21c, 22b, 23a, 24b, 25b, 26,  
28b, 28c, 29a, 29b, 30, 32c.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 49, 50,  
Comb.; Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WQCM.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10 ET 11/1/73—Rec'd 1/14/74.

- SPOT ANNOUNCEMENTS**  
GUARANTEED TRAFFIC  
CONTRACT:  
1 min. 6.50 5.50 5.00 4.50 4.00 3.50  
30 sec. 5.20 4.20 3.20 3.00
- NON-TRAFFIC**  
1 min. 5.50 4.50 3.50 3.00  
30 sec. 4.40 3.40 2.40 2.25

- PACKAGE PLANS**  
GUARANTEED TRAFFIC  
PER WK: 10 ti 20 ti 30 ti 40 ti  
1 min. 5.60 4.50 4.00 3.50  
30 sec. 4.40 3.60 3.30 3.05
- NON-TRAFFIC**  
1 min. 4.40 3.60 3.20 2.80  
30 sec. 3.50 2.80 2.50 2.25

- SPECIAL FEATURES**  
5 MIN NEWS/FEATURES:  
1 per wk. 13 wk 26 wk 39 wk 52 wk  
4-7 per wk. 7.00 6.60 6.25 5.95  
6.60 6.20 5.90 5.40

## WHAG-FM

NOTE: The call letters of this station have been  
changed to:

## WQCM

1932

WJEJ-FM

1947

HAGERSTOWN

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 221 6800 5.00  
Hagerstown Broadcasting Co., Box 399, Franklin  
Ct., Hagerstown, Md. 21740. Phone 301-739-2323.

STATION'S PROGRAMMING DESCRIPTION  
WJEJ: Programmed for adults,  
5-7 am, farm & commuter news & reports; 7-9 am  
MOR music, 2 man news staff, local, area & in-  
ternational coverage at :30 & :00, 8:05 am-4 pm,  
Air personalities with MOR music, 30-min phone  
show, guest interviews, 10-min commentary; 4-6 pm,  
selected current hits with air personality, plus news  
at :00 & :30, 6 pm-12:45 am musical variety plus  
news, 30-min guest interviews. Rec'd 5/14/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John T. Staub.  
Sia. & Com'l Mgr.—Roger Keller.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5-12:45 am. EST.  
FM-ERP 9,400 w. (horiz.), 9,400 w. (vert.); 104.7  
mc.  
Antenna ht.: 1,600 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c,  
25a, 26, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/15/73—Rec'd 5/14/73.

- SPOT ANNOUNCEMENTS**  
1x 20x 50x 100x  
1 min. 6.50 6.25 6.00 5.50  
30 sec. 5.50 5.25 5.00 4.50  
15 sec. 4.00 3.50 3.00 2.50
- PROGRAM TIME RATES**  
1x 52x 260x 364x  
5 min. 12.00 11.00 10.50 10.25  
10 min. 20.00 18.00 16.00 15.00  
1/4 hr. 28.00 25.50 21.00 20.00  
1/2 hr. 40.00 40.00 35.00  
1 hr. 75.00

## WQCM

(formerly WHAG-FM)

1965

HALFWAY

**NAB** **RAB**

Media Code 4 221 6849 2.00  
Regional Broadcasting Co., Box 481, 1250 Down-  
sville Pike, Hagerstown, Md. 21740. Phone 301-  
797-7300.  
See affiliated AM station for additional information.  
AM facilities: WHAG.

(This listing continued on next page)



## Hagerstown—W Q C M—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
WQCM: MUSIC: Current top 100 modern country music hits interspersed with oldies & album selections; all request evenings till 1 am. NEWS: 5-min network news at :30; 9 local newscasts daily; 1 radio equipped mobile unit; hourly public service local announcements. SPORTS: local high school sports, pro football, university sports. FAIRM: at 6:15 & 6:35 am. Contact Representative for further details. Rec'd 5/31/74.

**1. PERSONNEL**  
Station Manager—Stacy Drake.

**2. FACILITIES**  
ERP 3,000 w.; 96.7 mc. Stereo. Operating schedule: 6 am-midnight. EST. Antenna ht.: 160 ft. above average terrain. FM programmed separately from AM.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
No. 1 ET 5/74—Rec'd 5/31/74.

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	3.00	2.50	2.00	1.75
30 sec.	1.90	1.70	1.35	1.10
15 sec.	Ea. .97	Minimum 20 per wk.		

**8. PROGRAM TIME RATES**

1 ti	1 hr	1/2 hr	1/4 hr	5 min
45	15	12	4	4

## WYII (FM)

1972  
WILLIAMSPORT

NAB

Media Code 4 221 6999 7.00  
OEA, Inc., Box 434, 6 E. Potomac St., Williamsport, Md. 21795. Phones 301-592-1320, 304-263-5040.

**STATION'S PROGRAMMING DESCRIPTION**  
WYII (FM): 100% modern country music with AIR PERSONALITIES. Farm reports. NEWS: commuter, international, national & local. SPORTS: national & local, commentaries. Regional & local community events. Contact Representative for further details. Rec'd 12/3/73.

**1. PERSONNEL**  
General Manager—Kenneth F. Smith. Account Executive—Brian Lelter. Program Director—Jim Copen.

**2. REPRESENTATIVES**  
Country Music Sales.

**3. FACILITIES**  
3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a. Rate Protection: 10c, 12c, 13c, 14c, 15b, 16. Basic Rates: 20a, 25a, 25a, 32b. Contracts: 40, 41, 44b, 45, 47a. Comb.: Cont. Discounts: 60b, 60c, 61a, 62d. Cancellation: 70a, 70e, 71a, 72, 73b. Prod. Services: 80, 81, 82.

**TIME RATES**  
ET—Rec'd 5/2/74.

**6. SPOT ANNOUNCEMENTS**

1x	50x	100x	250x	500x	1000x
1 min.	6.50	5.90	4.70	4.10	3.50
30 sec.	5.20	4.75	4.25	3.75	2.85
10 sec.	3.25	2.95	2.65	2.35	1.75

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min
65	45	30	20	20

**DISCOUNT**

13x-5%	26x-10%	52x-15%
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## HALFWAY

Washington County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

See Hagerstown  
(including Halfway, Williamsport)

## HAVRE DE GRACE (1 AM; 1 FM)

Harford County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

WASA

1948

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 221 7000 1.00  
Chesapeake Broadcasting Corp., Box 97, Havre de Grace, Md. 21078. Phone 301-939-0800.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Virginia Pate Wetter.

**3. FACILITIES**  
5,000 w.; 1330 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. FM facilities: WHDG (FM). Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	312x	520x
1 min	6.50	6.25	5.90	5.60	5.20	4.85
30 sec	5.55	5.25	5.00	4.75	4.40	4.15
20 sec	4.85	4.65	4.40	4.15	3.95	3.40
10 sec	3.45	3.30	3.15	2.95	2.80	2.65

## 7. PACKAGE PLANS

PER WK, ROS:

1 min	30 sec	20 sec	10 sec
4.75	3.75	3.30	2.95
4.55	3.65	3.15	2.80
4.40	3.55	3.05	2.65
4.20	3.40	2.90	2.50
4.00	3.20	2.80	2.40
3.80	3.00	2.65	2.25
3.60	2.85	2.50	2.15
3.40	2.70	2.35	2.00
3.20	2.55	2.20	1.90

## WHDG (FM)

1959

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 221 7007 9.00  
Chesapeake Broadcasting Corp., Box 97, Havre de Grace, Md. 21078. Phone 301-939-0800.

**1. PERSONNEL**  
See affiliated AM station for additional information. AM facilities: WASA.

**3. FACILITIES**  
ERP 17,500 w.; 103.7 mc. Operating schedule: 6 am-11 pm. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Alcoholic beverage and tobacco advertising not acceptable. Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/1/74—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	260x	312x
1 min.	2.75	2.65	2.50	2.35	2.25	2.10	2.00
30 sec.	2.00	1.90	1.80	1.70	1.60	1.50	1.35

**7. PACKAGE PLANS**

PER WK, ROS:	1 min	30 sec	1 min	30 sec
10 ti	3.00	2.50	60 ti	2.50
20 ti	2.90	2.40	70 ti	2.40
30 ti	2.80	2.30	80 ti	2.30
40 ti	2.70	2.20	90 ti	2.20
50 ti	2.60	2.10	100 ti	2.10

## LA PLATA (1 AM; 1 FM)

Charles County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

WSMD

WSMD-FM

1965

1965

RAB

Media Code 4 221 7200 7.00  
Crystal Broadcasting Co., Box 1021, La Plata, Md. 20646. Phones 301-934-4612, 870-3004.

**STATION'S PROGRAMMING DESCRIPTION**  
WSMD: Modern country.

**1. PERSONNEL**  
President—Leo M. Bernstein.

**3. FACILITIES**  
1,000 w.; 1560 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST. FM-ERP 1,780 w.; 104.1 mc. Operating schedule: 6 am-10 pm. EST. Antenna ht.: 200 ft. above average terrain. Simultaneous sunrise-local sunset.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/15/74—Rec'd 2/13/74.

**6. SPOT ANNOUNCEMENTS**

1 ti	flat	1 min	30 sec	10 sec
1 ti	9.00	7.00	5.00	5.00
PER WK:	5 ti	10 ti	15 ti	20 ti
Discount	5%	10%	15%	20%

**CONSECUTIVE WEEK DISCOUNT**  
52—10%; minimum 3 spots per wk.

## LAUREL

Prince Georges County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

WLMD

1965

Media Code 4 221 7400 3.00  
Interurban Broadcasting Corp., Box 42, Old Bowie Rd., at Briarcroft, Laurel, Md. 20810. Phone 301-953-2392.

**STATION'S PROGRAMMING DESCRIPTION**  
WLMD: All talk. News, information, features.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Alex W. Sheftell.

**3. FACILITIES**  
1,000 w.; 900 kc. Directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 3 ET 6/1/73—Rec'd 12/21/73.  
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm. A—Mon thru Fri 10 am-3 pm; Sat 10 am-sun-off; Sun all day.

**6. SPOT ANNOUNCEMENTS**

EA:	30 ti	24 ti	18 ti	12 ti	6 ti
1 min.	10.00	12.00	14.00	16.00	18.00
30 sec.	8.00	9.60	11.20	12.80	14.40

**CONSECUTIVE WEEK DISCOUNT**

1 min	30 sec	10 min	13.00	15.00
30 sec.	5.60	7.20	8.80	10.40

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	7.00	9.00	11.00	13.00	15.00
30 sec.	5.00	6.50	8.00	9.50	11.00

**CONSECUTIVE WEEK DISCOUNT**  
13 wk-5%; 26 wk-8%; 52 wk-10%  
TAP—1/2AA, 1/2A  
CWD does not apply to TAP.

## 10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS/BUSINESS

5 MIN:	1 ti	3 ti	6 ti
AA	24.00	22.00	20.00
A	19.00	17.60	16.20

Incl open & close plus 1 1-min spot.

## LEONARDTOWN

St. Marys County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

WKIK

1953

Media Code 4 221 7600 8.00  
Sound Media, Inc., Box 346, Leonardtown, Md. 20650. Phones 301-475-8937, 2400.

**STATION'S PROGRAMMING DESCRIPTION**  
WKIK: current hits, emphasis on local news.

**1. PERSONNEL**  
General Manager—George E. Clark, III.

**3. FACILITIES**  
1,000 w. days; 1370 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract. Member: The Tobacco Radio Network.

**TIME RATES**  
No. 9 ET 8/1/74—Rec'd 8/19/74.  
AA—Mon thru Fri 6-9:30 am, noon-1 pm & 3:30-7 pm; Sat 8 am-2 pm.  
A—All other times.  
B—Mon thru Sun after 7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk
1 ti	3.42	5.19	5.00	4.88	4.60
6 ti	5.22	5.09	4.96	4.69	4.44
12 ti	5.00	4.98	4.75	4.48	4.24
18 ti	4.81	4.68	4.57	4.31	3.97
24 ti	4.59	4.47	4.35	4.13	3.89

**CLASS AA**  
1 MINUTE

1 ti	6 ti	12 ti	18 ti	24 ti
4.73	4.60	4.40	4.26	4.09
4.52	4.30	4.20	4.06	3.84
4.31	4.20	4.08	3.88	3.65
4.11	3.90	3.80	3.69	3.48
3.89	3.80	3.70	3.50	3.31

**CLASS A**  
1 MINUTE

1 ti	6 ti	12 ti	18 ti	24 ti
3.81	3.71	3.61	3.42	3.24
3.63	3.54	3.45	3.26	3.09
3.45	3.36	3.27	3.10	2.92
3.26	3.17	3.10	2.93	2.77
3.09	3.01	2.92	2.77	2.62

**30 SECONDS**

1 ti	6 ti	12 ti	18 ti	24 ti
3.21	3.12	3.04	2.88	2.72
3.02	2.94	2.87	2.72	2.56
2.84	2.77	2.69	2.55	2.42
2.66	2.58	2.53	2.39	2.26
2.48	2.42	2.36	2.22	2.10

**CLASS B**  
1 MINUTE

1 ti	6 ti	12 ti	18 ti	24 ti
3.24	3.15	3.07	2.91	2.75
3.09	3.01	2.93	2.77	2.62
2.93	2.86	2.78	2.64	2.48
2.77	2.60	2.54	2.49	2.35
2.63	2.58	2.48	2.35	2.23

**30 SECONDS**

1 ti	6 ti	12 ti	18 ti	24 ti
2.72	2.65	2.58	2.45	2.31
2.56	2.50	2.44	2.31	2.18
2.41	2.35	2.29	2.17	2.06
2.26	2.19	2.15	2.03	1.92
2.11	2.05	2.01	1.89	1.79

**RATEHOLDER**  
5 spots per wk/1 yr. 40% AA:  
1 min. 3.75 30 sec. 2.75

**10. SPECIAL FEATURES**

5-MIN	13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
NEWS:	8.21	7.77	7.35	7.53	7.17	6.76
1 ti	7.81	7.39	6.98	7.18	6.79	6.42
6 ti	7.24	6.89	6.49	6.82	6.47	6.11
12 ti				6.40	6.09	5.75
18 ti				6.10	5.77	5.46
24 ti				5.80	5.50	5.19

**5-MIN**

13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
8.21	7.77	7.35	7.53	7.17	6.76
7.81	7.39	6.98			

## MARYLAND

### POCOMOKE CITY

Worcester County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

WDMV  
1955



Media Code 4 221 8400 2.00

Lelure Time Communications, Inc., Box 210,  
Pocomoke City, Md. 21851. Phone 301-957-0540.

#### 1. PERSONNEL

General Manager—Andrew J. Douds.

#### 2. REPRESENTATIVES

The MEDIAmerica Company.

#### 3. FACILITIES

500 w. days; 540 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.

#### 4. AGENCY COMMISSION

15% time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA Copyrighted contract with exceptions.  
Member: National Aghadio Groups, Inc.

#### TIME RATES

No. 5 ET 2/1/74—Rec'd 1/7/74.  
AAA—Mon thru Sat 6-10 am & Mon thru Fri 3-7  
pm.  
AA—All other times.

#### 6. SPOT ANNOUNCEMENTS

1 min	15	6 ti	12 ti	18 ti	24 ti
AAA	14	13	12	11	11
AA	11	10	9	8	7

1 min spots preempt all other spots.  
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.

CONSECUTIVE WEEK DISCOUNT  
26 wk—10% 52 wk—15%  
Expenditures of 50.00+ to qualify for discount.

### POTOMAC-CABIN JOHN

Montgomery County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

#### See Washington, D. C.

(including Bethesda, Bladensburg,  
Potomac-Cabin John, Rockville, Silver  
Spring, Wheaton, Md.; Alexandria,  
Arlington, Fairfax, Falls Church,  
Woodbridge, Va.)

### PRINCE FREDERICK

Calvert County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

WMJS (FM)

1973

Media Code 4 221 8500 9.00

MJS Communications, Inc., Box 547, Prince Fred-  
erick, Md. 20678. Phone 301-535-2201.

#### STATION'S PROGRAMMING DESCRIPTION

WMJS (FM): C & W current hits, stds. & oldies.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Melvin Gollub.

#### 2. REPRESENTATIVES

Frederick W. Smith.

#### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc.  
Stereo.

Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

#### 4. AGENCY COMMISSION

15%.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET—Rec'd 7/1/74.

#### 6. SPOT ANNOUNCEMENTS

ONE MINUTE

1 wk	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
4 wks	4.75	4.55	4.50	4.40	4.30	4.15	4.00
13 wks	4.40	4.20	4.15	4.05	3.95	3.80	3.65
26 wks	4.25	4.05	4.00	3.90	3.80	3.65	3.50
52 wks	3.95	3.75	3.70	3.60	3.50	3.35	3.20
30 sec	3.70	3.50	3.45	3.30	3.20	3.05	2.90

30 sec: 70% of 1-min. 15 sec: 40% of 1-min.

#### 10. SPECIAL FEATURES

5-min news/sports/special reports—1-min rate plus  
50%.

3-min music segment—1-min rate plus 30%.

Marine weather forecast—1-min rate plus 20%.

Incl 15-sec open & close plus 1 1-min spot.

### ROCKVILLE

Montgomery County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

#### See Washington, D. C.

(including Bethesda, Bladensburg,  
Potomac-Cabin John, Rockville, Silver  
Spring, Wheaton, Md.; Alexandria,  
Arlington, Fairfax, Falls Church,  
Woodbridge, Va.)

### SALISBURY (3 AM; 2 FM)

Wicomico County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

WBOC  
1940  
SALISBURY



Subscriber to the NAB Radio Code

Media Code 4 221 8600 7.00

WBOC, Inc., Radio-TV Park, Salisbury, Md. 21801.  
Phone 301-749-1111. TWX 710-884-9872.

#### 1. PERSONNEL

Vice-Pres. Gen'l & Sales Mgr.—Samuel S. Carey.  
Program Director—S. Terry Kieger.  
Operations Manager—Jack W. Ward.

#### 2. REPRESENTATIVES

The Deveny Organization, Inc.

#### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 960 kc. Directional  
night only.  
Operating schedule: 5:45-12:05 am daily. EST.  
Partial simulcast operation. Simulcast 5:45-10 am  
Mon thru Sat. For non-simulcast facilities see  
WBOC-FM.

#### 4. AGENCY COMMISSION

15% time only; within 20 days.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.

Basic Rates: 20b, 22a, 29b, 30, 33b.

Contracts: 40a, 41, 44a, 45a, 46, 47a, 48, 49.

Comb.: Cont. Discounts: 60j, 61a, 62b.

Cancellation: 70a, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with CBS.

#### TIME RATES

No. 17A ET 7/1/74—Rec'd 6/28/74.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 3-7 pm.

A—Mon thru Sat sign-on-6 am & 10 am-3 pm; Sun  
sign-on-7 pm.

B—Mon thru Sun 7 pm-sign-off.

#### 6. SPOT ANNOUNCEMENTS

PER	AAA	AA	A	B
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WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	16.50	12.50	12.00	9.00	9.50	7.25	7.25	5.50
10 ti	15.75	11.75	11.50	8.50	9.00	6.75	6.75	5.00
20 ti	15.00	11.00	11.00	8.00	8.50	6.25	6.25	4.50
30 ti	14.25	10.50	10.50	7.75	8.00	6.00	5.75	4.25
40 ti	13.50	10.00	10.00	7.50	7.50	5.75	5.25	4.00
50 ti	13.00	9.50	9.50	7.25	7.25	5.50	4.75	3.75

8. PROGRAM TIME RATES

5 min	AAA	AA	A	B
(Q)	30	22	17	12

WBOC-FM

1965

OCEAN CITY-SALISBURY



Subscriber to the NAB Radio Code

Media Code 4 221 8601 5.00

WBOC, Inc., Radio-TV Park, Salisbury, Md. 21801.  
Phone 301-749-1111. TWX 710-884-9872.

Other office: 111 Dorchester St., Ocean City, Md.  
21842. Phone 301-289-9082.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 50,000 w., 104.7 mc. Stereo.  
Operating schedule: 5:45-12:05 am daily. EST.  
Antenna ht.: 610 ft. above average terrain.

Partial simulcast operation. Operated separately 10-  
12:05 am Mon thru Sat; all day Sun. For simulcast  
facilities see WBOC.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.

#### OCEAN CITY-SALISBURY

#### TIME RATES

No. 17A ET 7/1/74—Rec'd 6/28/74.

#### 6. SPOT ANNOUNCEMENTS

ROS:

1 min	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
30 sec	6.00	5.50	5.00	4.75	4.50	4.25
	4.50	4.00	3.75	3.50	3.25	3.00

#### 8. PROGRAM TIME RATES

1 x	5 min	1/4 hr	1/2 hr	1 hr
	12	24	42	60

WICO

1956

SALISBURY

### Country Music Network



Media Code 4 221 8800 3.00

Delmarva Broadcasting Corp., Box 909, Salisbury,  
Md. 21801. Phones 301-742-3212; 3213.

#### STATION'S PROGRAMMING DESCRIPTION

WICO: Programmed for adults. Country music.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—William B. Phillips.

#### 2. REPRESENTATIVES

Charles Bernard Co., Inc.

#### 3. FACILITIES

1,000 w. days; 1820 kc.

Operating schedule: 5:45 am-local sunset. EST.

Partial simulcast operation. Simulcast sunrise-local  
sunset. For non-simulcast facilities see WICO-FM.

#### 4. AGENCY COMMISSION

15% time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: Country Music Network.

#### TIME RATES

ET 11/1/66—Rec'd 10/15/70.

#### 6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	260x	312x	624x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	5.00	4.75	4.50	4.25	4.00	3.75	3.50

Specified time, extra 1.00.

#### 7. PACKAGE PLANS

PER WK. EA:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	5.50	5.25	5.00	4.75	4.50
10 sec	4.00	3.75	3.50	3.25	3.00

Must be scheduled within 7 consec days.

#### TIME RATES

No. 5 ET 8/1/72—Rec'd 7/31/72.

#### 6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	312x	624x
1 min	6.00	5.75	5.50	5.25	5.00	4.50
30 sec	4.50	4.15	3.85	3.50	3.25	3.00
						2.75

Specified time, extra 1.00.

#### 7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.25	5.00	4.75	4.50	4.25
30 sec	4.00	3.75	3.50	3.25	3.00

Must be scheduled within 7 consec days.

#### NIGHTTIME

Same number of daytime spots may be purchased  
nighttime at the following rates:

1 min, ea	1.50	30 sec, ea	1.00
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WICO-FM

1969

SALISBURY



Media Code 4 221 8801 1.00

Delmarva Broadcasting Corp., Box 909, Salisbury,  
Md. 21801. Phones 301-742-3212, 3213.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 3,000 w.; 94.3 mc. Stereo.

Operating schedule: 5:45-12:05 am. EST.

Antenna ht.: 150 ft. above average terrain.

Partial simulcast operation. Operated separately  
sign-off-12:05 am. For simulcast facilities see WICO.

#### 5. GENERAL RATE POLICY

Member: Country Music Network.

#### TIME RATES

Rates are identical to WICO. See that listing.

WJDY

1958

SALISBURY

Media Code 4 221 9000 9.00

Salisbury Broadcasting Co., 106 W. Circle Ave.,  
Salisbury, Md. 21801. Phone 301-742-5191.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Norman Glenn.

#### 2. REPRESENTATIVES

New York, Los Angeles, San Francisco, Chicago,  
Dallas—UBC Sales, Inc.

#### 3. FACILITIES



# MASSACHUSETTS

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP  
NEWSPAPER**  
Dedham—Norfolk County

## Negro Population Data

(January 1, 1974)

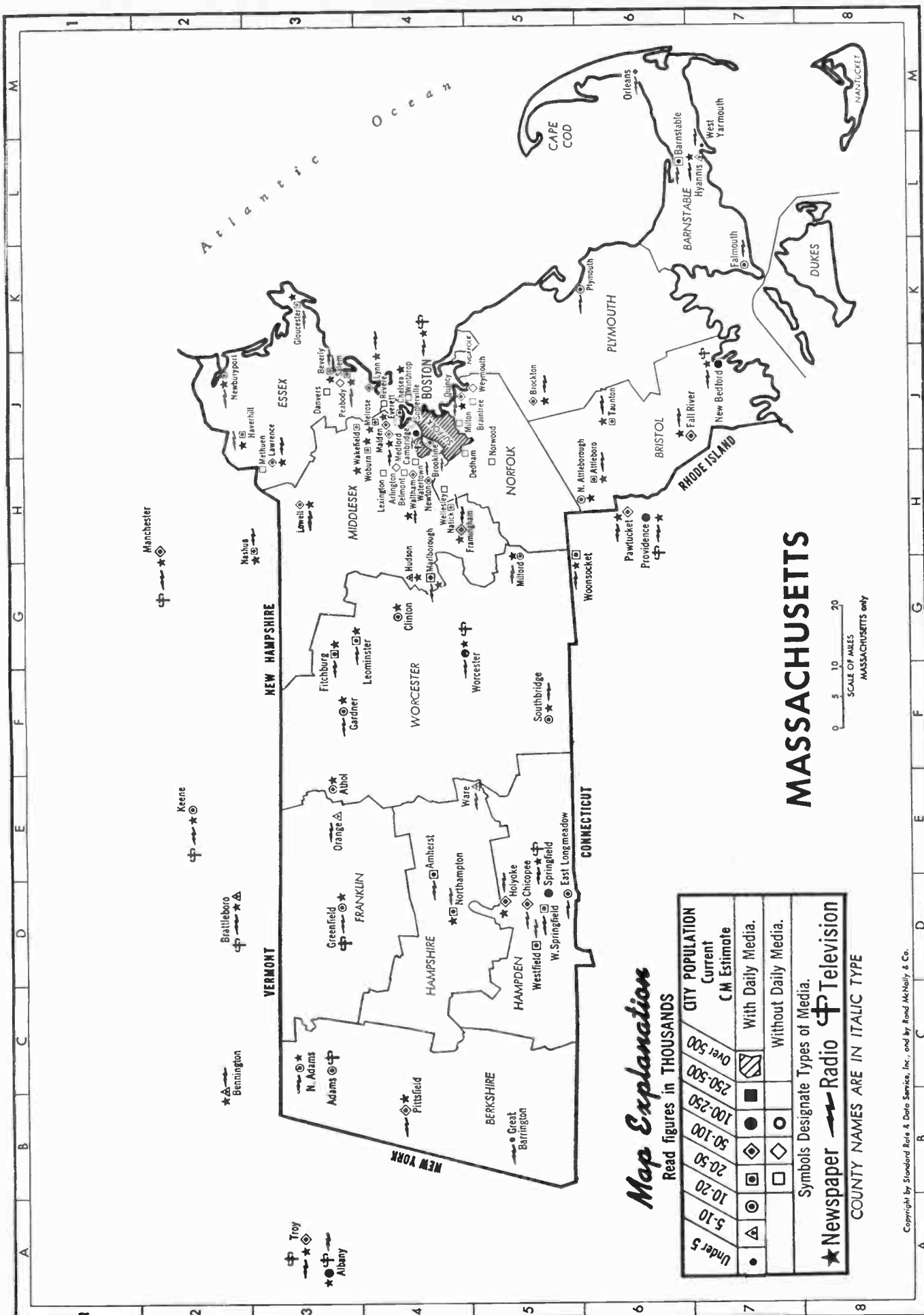
STATE TOTAL.....	219,214	(County Basis).....	5,369
<b>METRO AREAS</b>			
Boston (S.M.S.A.) .....	146,776	Pittsfield (S.M.S.A.) .....	1,348
Boston-Lawrence-Haverhill-Lowell (County Basis).....	167,070	Springfield-Holyoke (S.M.S.A.) .....	27,718
Brockton (S.M.S.A.) .....	3,325	Springfield-Chicopee (S.M.S.A.) .....	29,675
Brockton (County Basis).....	4,765	Worcester (S.M.S.A.) .....	4,210
Fall River (S.M.S.A.) .....	616	Worcester-Fitchburg-Leominster (S.M.S.A.) .....	1,003
Fitchburg-Leominster (S.M.S.A.) .....	1,003	Worcester-Fitchburg-Leominster (County Basis).....	7,549
Haverhill (S.M.S.A.) .....	1,637	Total Metros (S.M.S.A.) .....	191,909
Lowell (S.M.S.A.) .....	1,329	Total Metros (County Basis).....	216,551
New Bedford (S.M.S.A.) .....	3,947		
New Bedford-Fall River			

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	64,860	Springfield-Chicopee-Holyoke (S.M.S.A.) .....	10,350
<b>METRO AREAS</b>			
Boston (S.M.S.A.) .....	36,841	Total Metros.....	47,191



### Map Explanation

Read figures in THOUSANDS

CITY POPULATION	Current		C M Estimate	
	With Daily Media.	Without Daily Media.	With Daily Media.	Without Daily Media.
Over 500	◆	◇	◆	◇
250-500	●	○	●	○
100-250	◆	◇	◆	◇
50-100	●	○	●	○
20-50	◆	◇	◆	◇
10-20	●	○	●	○
5-10	◆	◇	◆	◇
Under 5	●	○	●	○

Symbols Designate Types of Media.

★ Newspaper    ⚡ Radio    ☐ Television

COUNTY NAMES ARE IN ITALIC TYPE

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

## Demographics!

They're now a regular feature in SRDS. See Contents Page for exact location.

B-N 6/12





# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types											
	(\$000)	3000		5000	8000	10000	15000	4999				7999	9999	14999	over	General Mds.				Apparel	Home Furn.	Auto- motive	Service Station
NANTUCKET M-8t	3.8	1.43	15,281	10,686	7.2	18.9	15.4	25.6	22.3	16,939	11,845	3,902	647	218	993	297	2,687	590	2.12	.....	.....	4,337	
NORFOLK H-5t	617.5	192.25	3,281,141	17,667	3.6	8.1	9.3	29.0	46.8	1,505,579	7,831	316,758	42,579	200,525	77,651	86,473	281,529	84,006	277.03	.....	.....	.....	
Braintree Town	36.0	10.44	170,130	16,296	.....	.....	.....	.....	.....	148,229	14,198	20,976	1,740	66,503	6,471	3,877	16,332	62,314	.....	.....	.....	.....	
Brookline Town	59.9	24.72	479,899	19,413	.....	.....	.....	.....	.....	116,079	4,696	28,203	5,326	2,472	9,178	6,411	19,132	7,053	.....	.....	.....	.....	
Dedham Town	27.7	8.41	137,451	16,344	.....	.....	.....	.....	.....	119,765	14,241	15,728	2,157	18,999	4,431	40,146	17,103	4,182	.....	.....	.....	.....	
Milton Town	27.3	8.49	175,922	20,721	.....	.....	.....	.....	.....	22,887	2,696	4,540	1,298	287	149	502	9,318	2,529	.....	.....	.....	.....	
Needham Town	30.8	9.50	201,029	21,161	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Norwood Town	32.4	10.19	157,567	15,463	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Quincy	88.3	30.46	408,931	13,425	.....	.....	.....	.....	.....	268,371	8,811	53,091	7,299	55,897	15,209	19,299	48,430	12,334	.....	.....	.....	.....	.....
Randolph Town	29.3	8.41	127,257	13,893	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Stoughton Twn	25.4	7.35	102,112	13,893	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Wellesley To	28.4	8.43	221,527	26,291	.....	.....	.....	.....	.....	87,791	10,414	16,582	3,080	2,350	12,167	2,986	27,596	5,306	.....	.....	.....	.....	.....
Weymouth Town	56.0	17.03	251,521	14,769	.....	.....	.....	.....	.....	81,741	4,800	26,898	3,457	6,335	952	1,883	16,740	7,904	.....	.....	.....	.....	.....
PLYMOUTH K-6	360.6	111.62	1,482,461	13,281	5.3	11.8	12.5	32.2	33.3	681,061	6,102	175,984	21,208	105,487	34,511	24,614	123,401	43,936	148.24	2.7	.....	25,708	
Brocton	94.4	31.23	371,518	11,896	.....	.....	.....	.....	.....	262,947	8,420	57,219	5,947	58,901	20,189	12,801	39,313	11,237	.....	.....	.....	.....	.....
Brocton Metro Area (Official S.M.S.A.)	162.1	46.88	631,890	13,479	.....	.....	.....	.....	.....	337,787	7,205	82,663	10,064	54,514	19,498	14,035	65,187	20,794	.....	.....	.....	.....	.....
Brocton Metro Area (county basis)	360.6	111.62	1,482,461	13,281	5.3	11.8	12.5	32.2	33.3	681,061	6,102	175,984	21,208	105,487	34,511	24,614	123,401	43,936	148.24	2.7	.....	25,708	
SUFFOLK J-4t	725.4	256.18	2,937,305	11,466	9.3	16.4	13.3	26.6	25.7	2,541,945	9,922	404,909	69,099	506,721	156,885	85,043	353,635	506,912	.....	.....	.....	.....	.....
Boston	624.9	224.18	2,548,910	11,370	.....	.....	.....	.....	.....	2,224,755	9,924	347,919	61,245	483,396	149,307	75,538	309,124	72,929	.....	.....	.....	.....	.....
Boston Metro Area (Official S.M.S.A.)	2,970.1	927.29	14,302,880	15,424	.....	.....	.....	.....	.....	8,063,848	8,696	1,505,583	228,861	1,342,797	408,351	331,543	1,232,618	384,923	1,117.88	.....	.....	.....	.....
Boston—Lawrence- Haverhill-Lowell Metro Area (county basis)	3,426.4	1,119.91	16,178,588	14,446	5.5	11.6	11.3	29.0	37.4	8,610,061	7,688	1,763,873	267,331	1,465,542	446,034	371,983	1,421,952	465,059	1,557.87	.....	.....	.....	.....
Chelsea	31.5	10.18	110,325	10,837	.....	.....	.....	.....	.....	123,781	12,159	19,312	3,091	9,298	2,095	2,299	17,249	4,247	.....	.....	.....	.....	.....
Revere	47.0	15.14	185,349	12,242	.....	.....	.....	.....	.....	168,446	11,126	32,563	2,990	13,799	4,919	5,063	22,762	5,529	.....	.....	.....	.....	.....
Winthrop Town	22.0	6.68	92,721	13,880	.....	.....	.....	.....	.....	24,963	3,737	5,115	1,773	228	564	143	4,500	1,800	.....	.....	.....	.....	.....
WORCESTER F-4	648.1	209.46	2,731,558	13,041	5.8	13.0	13.3	32.0	30.7	1,318,178	6,293	332,794	44,974	172,364	66,782	58,858	252,967	84,747	301.09	5.2	.....	36,743	
Fitchburg	43.1	14.87	171,982	11,566	.....	.....	.....	.....	.....	108,727	7,312	26,048	3,889	14,409	8,821	4,218	17,733	5,852	.....	.....	.....	.....	.....
Fitchburg-Leominster Metro Area (Official S.M.S.A.)	98.5	30.64	414,864	13,540	.....	.....	.....	.....	.....	197,244	6,437	47,322	6,856	35,264	11,564	9,311	30,473	11,904	20.66	.....	.....	.....	.....
Leominster	34.0	11.02	146,837	13,325	.....	.....	.....	.....	.....	70,510	6,398	19,492	2,320	20,416	2,420	3,499	9,629	3,897	.....	.....	.....	.....	.....
Worcester	171.9	58.66	750,010	12,786	.....	.....	.....	.....	.....	489,708	8,348	104,293	15,664	91,366	38,658	26,061	107,472	28,478	.....	.....	.....	.....	.....
Worcester Metro Area (Official S.M.S.A.)	378.6	115.11	1,624,141	14,109	.....	.....	.....	.....	.....	838,245	7,282	201,067	27,866	117,387	46,036	37,106	170,274	51,845	144.10	.....	.....	.....	.....
Worcester- Fitchburg-Leominster Metro Area (county basis)	648.1	209.46	2,731,558	13,041	5.8	13.0	13.3	32.0	30.7	1,318,178	6,293	332,794	44,974	172,364	66,782	58,858	252,967	84,747	301.09	.....	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## MASSACHUSETTS

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

#### Berkshire Group

Comprised of:  
Non-Interconnected Stations  
WMNB—North Adams WSBS—Great Barrington  
WMNB-FM—No. Adams WCAT—Orange  
Media Code 4 222 0100 4.00  
Berkshire Broadcasting Co., Inc., Box 707, 468  
Curran Hwy. North Adams, Mass. 01247. Phone  
413-663-6567.

- PERSONNEL President—Donald A. Thurston.
- REPRESENTATIVES  
New York—Vic Piano Associates, Inc.  
Boston—Nona Kirby Co., Inc.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 23a, 24b, 25a, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 50,  
51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 ET 7/1/74—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**  
CONSEC WKS  
PER YR: 1x 26x 52x 156x 312x  
1 min..... 24 22 20 18 16  
30 sec/less 19 17 15 13 11

**7. PACKAGE PLANS**  
ROS WITHIN 7 DAYS: 60 tl 30 tl 15 tl  
1 min..... 11.80 6.00 3.00  
30 sec/less 7.80 4.50 2.55

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	240	132	88	66	44
26 x.....	220	122	80	60	40
52 x.....	200	112	72	54	36
156 x.....	180	102	64	48	32
312 x.....	160	92	56	42	28

**10. SPECIAL FEATURES**  
News—1 min. contract rate plus 6.00.  
Sports—1 min/30 sec, contract rate plus 6.00.  
News/Sports adjacencies—30 sec/less, contract rate plus 4.00.

### Knight Quality Stations, The



Alan Torbet Associates, Inc.

Comprised of:  
Interconnected by tape &  
Non-Interconnected Stations  
WGIR—Manchester, WHER-FM—Portsmouth,  
N. H.  
WGIR-FM—Manchester, WEIM—Fitchburg, Mass.  
N. H.  
WSAR—Fall River, Mass. WSRS (FM)—Worcester,  
Mass.  
WHBB—Portsmouth,  
N. H.  
Media Code 4 230 0600 6.00  
Sales office: 390 Commonwealth Ave., Boston, Mass.  
02215. Phone 617-262-1950.

- PERSONNEL  
President—Norman Knight.  
Vice-Pres./Sales—N. Scott Knight.  
Eastern Reg. Sales Mgr.—Rich Balsbaugh.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Boston—Knight Quality Station Sales: See Rep &  
S/O pages.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. RBP 12 ET 6/1/73—Rec'd 12/20/73.

**7. PACKAGE PLANS**  
RING BOSTON 5-MARKET PLAN  
DRIVE TIME PLANS—6-10 AM & 4-8 PM

	6 ti	12 ti	24 ti	30 ti
1 min.....	75.00	69.00	63.00	57.00
30 sec.....	60.00	54.00	49.50	43.50

**HOUSEWIFE PLANS—10 AM-4 PM**

	6 ti	12 ti	24 ti	30 ti
1 min.....	66.00	61.50	57.00	52.50
30 sec.....	51.00	46.50	42.00	37.50

**EVENING PLANS—8 PM-1 AM**

	1 min	30 sec
1 min.....	48.00	43.50
30 sec.....	40.50	36.00

Rates reflect deduction of 25% discount.

**AMHERST**  
Hampshire County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### WT TT

1963

NAB

Media Code 4 222 0260 6.00  
STATION'S PROGRAMMING DESCRIPTION  
WT TT, Inc., Box 67, Route 9, Amherst, Mass.  
01002. Phone 413-256-6794.

WT TT: Programmed for adults and collegiate listeners.

NEWS: 7, 8 am, noon & 5 pm full 1/2 hour reports that include world, national, regional & local news; complete weather, sports & local calendar; 10 min summaries of world, national, regional news at :50. SPORTS: college football. MUSIC: showtunes, standards, film music, trend, jazz, folk, light classic, both vocal & instrumental. Sun pm, blocks of original cast, pop concert & serious music concert. 9:15-9:45 am & 2:10-2:30 pm daily phone show. 12:30-1 pm interview show once or twice weekly. Contact Representative for further details. Rec'd 4/29/71.

- PERSONNEL  
Pres. & Gen'l Mgr.—Ted Peene.
- REPRESENTATIVES  
Boston—Eckels & Queen, Inc.
- FACILITIES  
5,000 w. days: 1430 kc. Directional.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION  
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3c, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.  
Basic Rates: 20a, 21a, 23a, 25a, 28b.  
Contracts: 40a, 46, 48, 51c.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 73b  
Prod. Services: 80, 82.

**TIME RATES**  
No. 4 ET 9/1/70—Rec'd 7/27/70.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 7.50 30 sec..... 5.00  
Rates apply regardless of frequency or duration of contract. Guaranteed position subject to move within the hour.

**TRAFFIC TIMES**  
(6:30-9 am & 4-7 pm)  
Add 1.00 to applicable rate.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min  
1 x..... 75 60 30 22 15 10

**10. SPECIAL FEATURES**  
NEWSCASTS ADJACENCIES  
Add 1.50 to applicable spot rate for guaranteed news-cast adjacencies.

# MASSACHUSETTS

## Attleboro—W A R A—Continued

PER WK:	4 OR MORE WEEKS	6 ti	12 ti	24 ti	36 ti	48 ti
1 min.	8.00	9.00	8.50	8.00	7.50	7.00
30 sec.	9.00	8.00	7.50	7.00	6.50	

News and spots may be combined.

## BARNSTABLE-HYANNIS

(2 FM)  
Plus 1 paid cross reference.  
Barnstable County—Map Location L-6  
See SIDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## W C O D (FM)

1967  
HYANNIS

## American Contemporary Ntwk



Media Code 4 222 0420 6.00  
Kotcom Broadcasting, Inc., 105 Stevens St., Hyannis, Mass. 02601. Phone 617-775-6800.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Dana M. Kott.  
Sales Manager—Stephen S. Dane.  
Station Manager—Alan Bishop.
- REPRESENTATIVES**  
Northeastern Spot Sales, Inc.
- FACILITIES**  
ERP 25,000 w.; 106.1 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 180 ft. above average terrain.
- AGENCY COMMISSION**  
15% net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21d, 23a, 23b, 24a, 24b, 24c, 25a, 29a, 29b, 30, 33a.  
Contracts: 40a, 41.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/73—Rec'd 2/26/73.

PER WK:	1 ti	5 ti	10 ti	14 ti	21 ti
1 wk.	18.00	16.00	14.00	13.00	12.00
13 wk.	12.00	11.00	10.00	9.50	9.25
26 wk.	9.50	8.75	8.50	8.25	
Monthly	15.00	12.50	11.50	11.00	
Yearly	8.75	7.75	7.25	7.00	
	28 ti	35 ti	42 ti	49 ti	
1 wk.	10.50	9.75	9.25	8.75	
13 wk.	8.75	8.25	8.00	7.50	
26 wk.	8.00	7.75	7.25	6.75	
Monthly	10.00	9.25	8.75	8.00	
Yearly	6.75	6.50	6.25	5.50	

30 sec: 80% of 1-min.  
Fri noon—Mon noon, extra 20%.

- SPECIAL FEATURES**  
NEWSCASTS, PER WK:  
1/2 hr, 8 am & 5:30 pm..... 3 ti 5 ti 10 ti 12 ti  
Features..... 20 18 15 10  
Incl open & close plus 1-min spot.

## W O C B

WEST YARMOUTH

City of license, West Yarmouth, Mass.  
Hyannis Studio: 344 Main St., Hyannis, Mass. 02601. Phone 617-775-6777.  
See listing under West Yarmouth, Mass.

## W Q R C (FM)

1969  
BARNSTABLE

Media Code 4 222 0450 3.00  
Cape Cod Broadcasting Co., Inc., 76 Falmouth Rd., Hyannis, Mass. 02601. Phone 617-771-1224, 1225.

- STATION'S PROGRAMMING DESCRIPTION**  
WQRC (FM): NEWS: 5 min on hour; 2 min at :30; expanded reports at 6:30, 7, 7:30, 8, 8:30 am, noon and 6 pm. SPORTS: 5 min at 8:35 am and 6:15 pm. Business news: 5 min at 8:10 pm. MUSIC: 10 and 15 min segments of uninterrupted records including albums of standards, show tunes, film and TV scores, commercial jazz, light folk, etc., both vocal and instrumental. Mobile units with two-way radios available and remote are provided. Contact Representative for further details. Rec'd 10/8/70.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Donald P. Moore.  
Program Director—Thomas Aldert.
- REPRESENTATIVES**  
New England—Creed Associates, Inc.
- FACILITIES**  
New York—Michael Fulford Company, Inc.  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.9 mc. Stereo.  
Operating schedule: 6-1 am daily. EST.  
Antenna ht.: 445 ft. above average terrain.
- AGENCY COMMISSION**  
15% time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14a, 15b.  
Basic Rates: 20b, 21a, 21d, 23a, 24a, 24c, 25a, 26, 29a, 33c.  
Contracts: 40a, 42b, 44b, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61b, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.  
20% rate increase June 1-Sept. 1.

## TIME RATES

No. 3 ET 9/1/73—Rec'd 9/7/73.

PER WK. EA:	1 ti	10 ti	20 ti	30+
1 min.	13.50	10.00	8.55	6.80
30 sec.	8.55	6.20	5.00	4.05

Fixed time & adjacency, per spot extra 10%.

EA:	1 hr	1/2 hr	1/4 hr
1	94.00	56.00	38.00
13+	58.80	38.00	23.50

DISCOUNT  
26 wk—7% 52 wk—15%  
Subject to short rate.

## BEVERLY

Essex County—Map Location J-3  
See SIDS consumer market map and data at beginning of the State.

## WMLO

1960



Media Code 4 222 0520 3.00  
Aigonquin Broadcasting Corp., Box 344, Beverly, Mass. 01915. Phone 617-774-7000.

- STATION'S PROGRAMMING DESCRIPTION**  
WMLO: Current hits.  
Personality handles music segments. NEWS: 10 min at :60 & :30, 6-9 am, 12N, 4 & 5 pm; 5 min at :60 all other hours. SPORTS: local at 6:40 & 8:05 am; call-in sports show 4-6 pm; commentator 8:10 am, 12:10 & 5:10 pm; play-by-play local football, baseball & hockey. Remotes weekly from retail stores. Contact Representative for further details. Rec'd 5/29/73.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John E. Weld.
- REPRESENTATIVES**  
Boston—Eckle & Queen, Inc.
- FACILITIES**  
500 w. days; 1570 kc. Directional.  
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 20b, 21b, 22a, 24a, 25a, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 42a, 44a, 46, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61a.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/69—Rec'd 9/8/69.

PER WK:	1 min	30 sec
Flat	8	5

Fixed position, extra 10%.

WEEKLY VOLUME PLANS	10 ti	20 ti	30 ti	40 ti	50 ti
Discount	10%	20%	30%	40%	50%

CONSECUTIVE WEEK DISCOUNT 52 wk—15%

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
Flat	80	56	32	24	16

WEEKLY VOLUME PLANS

Discount	10 ti	20 ti	30 ti	40 ti	50 ti
Discount	10%	20%	30%	40%	50%

CONSECUTIVE WEEK DISCOUNT 52 wk—15%

## BOSTON (16 AM; 12 FM)

Plus 1 paid duplicate listing.  
(Including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

Boston, Suffolk County—Map Location J-4  
Brookline, Norfolk County—Map Location H-5  
Framingham, Middlesex County—Map Location H-4  
Lynn, Essex County—Map Location J-3  
Medford, Middlesex County—Map Location H-4  
Newton, Middlesex County—Map Location H-4  
Waltham, Middlesex County—Map Location H-4  
See SIDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	midnight)	
A	200	85	105	90
B	140	77	103	48
C	105	70	85	45
D	90	55	72	44
AVERAGE	134	71	91	57

## W B C N (FM)

1958  
BOSTON



Media Code 4 222 0650 8.00  
WBCN, Inc., 5005 Prudential Tower, Boston, Mass. 02199. Phone 617-268-1111.

- STATION'S PROGRAMMING DESCRIPTION**  
WBCN (FM): MUSIC: rock, folk rock, jazz, blues, folk, gospel and a small amount of classical. It is oriented towards 18-34 age bracket. Each individual announcer spontaneous programs his own daily broadcastings slot. Exposure is given to new or unknown artists, provided music is in accord with station's programming. Contact Representative for further details. Rec'd 5/16/69.
- PERSONNEL**  
Chrmn. & Treas.—T. Mitchell Hastings, Jr.  
Vice-Pres. & Gen'l Mgr.—Alfred R. Perry.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 742 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.  
Rate Protection: 10b, 11c, 11d, 12c, 14c, 15a.  
Basic Rates: 20b, 22a, 22b, 24c, 25a, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81.

tion's programming. Contact Representative for further details. Rec'd 5/16/69.

- PERSONNEL**  
Chrmn. & Treas.—T. Mitchell Hastings, Jr.  
Vice-Pres. & Gen'l Mgr.—Alfred R. Perry.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 742 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.  
Rate Protection: 10b, 11c, 11d, 12c, 14c, 15a.  
Basic Rates: 20b, 22a, 22b, 24c, 25a, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 19 ET 9/1/73—Rec'd 8/7/73.

PER WK:	AAA	AA	A	AAA	AA	A
6 ti	50	36	10	40	28	10
12 ti	48	34	—	38	27	—
18 ti	46	32	—	36	25	—
24 ti	44	30	—	34	24	—

Special or fixed position, extra 20%.

- SPECIAL FEATURES**  
Newcasts—1-1/2x applicable 1-min.  
Special TV simulcast in Concert.  
1 min..... 90 30 sec..... 72

## WBOS (FM)

1959  
BROOKLINE



Media Code 4 222 0781 1.00  
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-357-8677.  
See affiliated AM station for additional information. AM facilities: WUNR.

- STATION'S PROGRAMMING DESCRIPTION**  
WBOS (FM): Programmed for general mass appeal. MUSIC: popular, includes standards, film, light folk, vocal & instrumental, programmed in 1/4 hour segments. NEWS: at :60. Public affairs of local community interest—5 1/2 hour programs weekly. Rec'd 11/10/71.
- FACILITIES**  
ERP 12,200 w.; 92.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 888 ft. above average terrain.

ET 5/17/73—Rec'd 8/20/73.  
AA—Mon thru Sun 8 am-8 pm.  
A—Mon thru Sun 6 am-8 am & 8 pm-midnight.

- SPOT ANNOUNCEMENTS**  
PER WK: 6 ti 12 ti 18+  
AA..... 24 22 20  
..... 22 20 18  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## W B Z

1921  
BOSTON

GROUP  
WESTINGHOUSE BROADCASTING COMPANY  
RADIO ADVERTISING REPRESENTATIVES, INC.

Subscriber to the NAB Radio Code  
Media Code 4 222 0910 6.00  
Westinghouse Broadcasting Co., Inc., WBZ Radio and TV Center, 1170 Soldiers Field Rd., Boston, Mass. 02134. Phone 617-254-5670. TWX 710-330-6316.

- STATION'S PROGRAMMING DESCRIPTION**  
WBZ: Programmed for general mass appeal.  
3 music personalities 5:30 am-4 pm. Tele/talk programs 6 pm-6 am. NEWS: 10-min at 6, 7, 8 am, 12N. 2 hr block 4-6 pm; 5-min at 6:30, 7:30, 8:30 pm. SPORTS: Pro & college football play-by-play; Pro hockey & basketball; sports reports 6:15, 6:45, 7:15, 7:45, 8:15, 8:45 am, 4:15, 4:45, 5:15 & 5:45 pm. Weather at 6:55 am. MUSIC: 50% popular, 50% recent hits. Public affairs Sun 5-8 am. Contact Representative for further details. Rec'd 9/4/73.
- PERSONNEL**  
General Manager—Bill Cusack.  
General Sales Manager—Doug Auerbach.
- REPRESENTATIVES**  
Radio Advertising Representatives, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w.; 1030 kc. Directional—same pattern, all hours, clear channel.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3d, 4a, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 14c, 16.  
Basic Rates: 20b, 22b, 23a, 24a, 25a, 33a.  
Contracts: 40b, 41, 42a, 45, 46.  
Comb.: Cont. Discounts: 60f, 61a, 62b.  
Cancellation: 71a, 73b.  
Announcement contracts subject to cancellation on 14 days prior written notice, but no such notice shall be effective until 14 days after start of broadcast.  
Program contracts subject to cancellation on 28 days prior written notice, but no such notice shall be effective until 28 days after start of broadcast.

Time sold under WBC standard terms and conditions printed on WBC facility contract forms only and no conditions, printed or otherwise, appearing on orders, copy instructions, or on contract forms, which conflict with station's policies, will not be binding on station. Announcements and program periods may not be combined for discount purposes except for incentive discounts.

POLITICAL  
Time sold for political broadcasts on the basis of rigid conformity with the Federal Communications Act and with the Federal Communications Commission rules and regulations pertaining to political broadcasting and to all other pertinent statutes, rules and regulations, both federal and state.  
Incentive Discounts  
Minimum weekly expenditure—100.00, news or announcements.  
28 consec wks..... 5% 52 consec wks..... 10%

TIME RATES  
No. 20 ET 4/23/74—Rec'd 4/3/74.

- AA—Mon thru Sat 6-10 am. Rotating.  
A—Mon thru Fri 3-8 pm.  
B—Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm.  
C—Mon thru Sun 8 pm-midnight; Mon thru Sat 6-8 am; Sun 5:30-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE	6 ti	12 ti	20 ti	28 ti
AA	200	125	115	105	95
A	125	115	105	95	85
B	90	80	70	65	60
C	60	50	45	41	35

30 SECONDS

AA	170	108	98	89	81
A	108	98	89	81	72
B	77	68	60	55	51
C	51	43	38	35	30

## 7. PACKAGE PLANS

- A. A. N. PLAN  
Mon thru Sat 5:30-10 am—25%.  
Mon thru Fri 3-8 pm—25%.  
Mon thru Fri 10 am-3 pm; Sat 10 am-8 pm; Sun 8 am-8 pm—25%.  
Mon thru Sat 5-5:30 am; Mon thru Sun 8 pm-midnight and/or Sun 8 am-8 pm—25%.  
The above times are preemptible w/ky.  
WKLY EA: 8 ti 12 ti 20 ti 28 ti 40 ti  
1 min..... 95 90 81 75 70  
30 sec..... 81 77 69 64 60  
10 sec: 60% of 1-min.  
If combination of min, 30 and/or 10-sec is purchased, ea length spot must be used in units of 4 with percentage distribution as shown.

BUK PLAN  
1/4 ea. AA, A, B, C (and/or Sun 8 am-8 pm):  
52 WKS: 1 min..... 1 min  
1000 x, ea..... 70 1500 x, ea..... 65  
Preemptible by Wkly & M. A. N. Plans, Contract in advance. Subject to Wkly Plan short rate if cancelled. Not combinable with other package plans.

ROS PLAN

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti	80	68	55	47	40	34
20 ti	—	—	50	43	33	28

Scheduled station's discretion in class ordered within 1 wk period. Preemptible without notice. Not combinable & no additional discounts.

- PARTICIPATING PROGRAMS**  
Nightlight—Tues thru Sun midnight-5 am:  
PER WK: 1 ti 10 ti 20 ti  
1 min..... 25 20 15  
30 sec..... 21 17 13  
All plans, except ROS, contribute to Nightlight.  
SPONSORSHIP OF NIGHTLIGHT SHOW  
1-2 night per wk..... 300 3+ night per wk..... 250

- SPECIAL FEATURES**  
5-MINUTE NEWS PROGRAMS  
1—Mon thru Sat 6:30, 7, 8, 8:30 & 6:55 am weather.  
2—Mon thru Sat 9 am, 4:30, 5 & 5:30 pm.  
3—Mon thru Sat 10, 11 am, noon, 1, 2, 3, 4, & 7 pm; Sun 6 am-7 pm.  
4—Mon thru Sun 8, 9, 10 & 11 pm. Rotating daily & hourly.  
5—Mon thru Sun midnight, 1, 2, 3, 4, & 5 am.  
Not combinable.

PER WK:	1	2	3	4	5
1 ti	240	165	100	70	50
6 ti	145	90	65	27	
12 ti	—	80	55	25	

Except preemptible, contribute toward further discounts under Weekly Plan only.  
PREMIUM RATE: 1 min spot 4-6 pm, per spot 140.00.

- NEWS PROGRAMS—PREEMPTIBLE**  
PER WK: 2 3 4 5  
3 ti..... 135 75 56  
6 ti..... 115 65 50  
12 ti..... 105 60 44
- COPTER TRAFFIC/SPORTS REPORTS**  
Pkg of 10 programs, strips Mon thru Fri 6-9 am & 4-6 pm (rotating); 10 sec open plus 1-mina spot, per wk 1750.00. Combinable with wkly plan only. Regular incentive discounts apply.

## WCAS

1948  
CAMBRIDGE

# KAISER

BROADCASTING CORPORATION



**Boston—W C A S—Continued**

Calendar of events. COMMERCIAL POLICY: 9 min max. per hour. 5 commercial breaks. Rec'd 7/25/74.

1. PERSONNEL Station Manager—Merrill Smith.
2. FACILITIES 250 w.; 740 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
3. AGENCY COMMISSION 15% on time only.
4. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b. Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a. Contracts: 40a, 42a, 45, 46, 47a, 48. Comb.: Cont. Discounts: 60a, 60f, 60k, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73a

**TIME RATES**  
No. 1 ET 6/1/72—Rec'd 6/30/72.  
AA—Mon thru Sat sign-on-10 am & 3 pm sign-off.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		2x		5x		10x		15x	
PER YR:	1x	2x	5x	10x	15x	20x	25x	30x	35x
AA	16.00	14.50	14.00	13.50	13.00				
A	13.00	11.50	11.00	10.50	10.00				
30 SECONDS									
AA	11.00	11.50	11.00	10.50	10.00				
A	11.00	9.50	9.00	8.50	8.00				

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AA 1/2A  
PER WK. EA: 6 ti 12 ti 18 ti 24 ti  
1 min..... 13 12 11 10  
30 sec..... 11 10 9 8  
10 sec: 50% of 1-min.

**WCOP**  
1935  
BOSTON

**NBC Radio Network**



A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 222 1170 6.00  
Plough Broadcasting Co., Inc., 234 Clarendon St.,  
Boston, Mass. 02116. Phone 617-267-0123.

1. PERSONNEL President—Harold R. Krelstein (Memphis). Vice-Pres. & Gen'l Mgr.—John F. Croban. Sales Manager—Charles E. Dent, Jr.
2. REPRESENTATIVES HR/Stone Radio Representatives, Inc.
3. FACILITIES 5,000 w.; 1150 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION 15/0 net time only.
5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16. Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25a, 33a. Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50. Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 62a. Cancellation: 70a, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with NBC.

**TIME RATES**  
AM/FM COMBINATION  
No. 18 ET 5/1/74—Rec'd 4/12/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm; Mon thru Fri 10 am-noon  
AA—Mon thru Fri noon-3 pm; Sat & Sun 6-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min.....	60 57 54 51 49 46	48 46 43 41 39 37	30 29 27 26 25 23	55 52 49 46 43 40	44 42 39 37 34 32
30 sec.....	48 46 43 41 39 37	30 29 27 26 25 23	22 20 18 17 16 15	44 42 39 37 34 32	30 29 27 26 25 23
10 sec.....	30 29 27 26 25 23	22 20 18 17 16 15	18 17 16 15 14 13	25 24 22 21 19 18	18 17 16 15 14 13
1 min.....	55 52 49 46 43 40	44 42 39 37 34 32	30 29 27 26 25 23	50 47 44 41 38 35	40 37 35 33 30 28
30 sec.....	44 42 39 37 34 32	30 29 27 26 25 23	22 20 18 17 16 15	36 34 32 30 28 26	25 24 22 21 19 18
10 sec.....	25 24 22 21 19 18	18 17 16 15 14 13	15 14 13 12 11 10	25 24 22 21 19 18	18 17 16 15 14 13

**ANNUAL FREQUENCY:** AAA AA A  
364 x..... 49 43 38  
520 x..... 46 40 35  
1040 x..... 45 37 32

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min..... 52 49 46 43 40 36  
30 sec..... 42 39 37 34 32 29  
10 sec..... 26 25 23 22 20 19

**WCOP-FM**  
1948  
BOSTON



A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 222 1171 4.00  
Plough Broadcasting Co., Inc., 234 Clarendon St.,  
Boston, Mass. 02116. Phone 617-267-0123.  
See affiliated AM station for additional information.

1. PERSONNEL Station Manager—Gus Saunders.
2. FACILITIES ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo. Operating schedule: 24 hours. EST. Antenna ht.: 500 ft. above average terrain.
3. GENERAL ADVERTISING See coded regulations Sold in combination with WCOP. See that listing for rates.

**TIME RATES**  
FM only: 70% of AM/FM Combination rates.

**WCOZ (FM)**  
(formerly WHDH-FM)  
1948  
BOSTON

**Independent**



Subscriber to the NAB Radio Code  
Media Code 4 222 1233 7.00  
WIDH, Inc., 50 Morrissey Blvd., Boston, Mass. 02125. Phone 617-288-5000. TWX 710-333-0172. See affiliated AM station for additional information. AM facilities: WHDH.

3. FACILITIES ERP 9,800 w. (horiz.), 9,800 w. (vert.); 94.5 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 980 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations Affiliated with Blair Represented Network.

**TIME RATES**  
No. 2 ET 5/1/73—Rec'd 4/23/73.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	35	32	30	28	26
AA	24	20	19	18	17
30 SEC:	28	26	24	22	20
AAA	19	16	15	14	13
10 SEC:	21	19	18	17	16
AAA	14	12	11	10	9

**WCRB WCRB-FM**  
1947 1953  
BOSTON-WALTHAM



Media Code 4 222 1300 9.00  
Charles River Broadcasting Co.,  
Boston Studio and Sales Office—Copley Plaza Hotel,  
Boston, Mass. 02116. Phone 617-893-7080. New  
York Phone 212-759-5595.  
Send all copy and billing to WCRB, 750 South St.,  
Waltham, Mass. 02154.  
WCRB: Programmed for general interest.  
MUSIC: serious music featuring symphonies, concertos, cantatas, motets, chamber music, opera, baroque, ballet and solo instruments featured 10 am-noon, 1-4 pm & 7 pm-1 am. Waltzes, polkas, marches, brief classical pieces & some standard orchestral popular favorites 6-9 am, noon-1 pm & 4-7 pm daily. NEWS: 5 min network hourly with 3 min local summaries, except in concert programs. Half hourly regional 5 min newscasts added in drivetimes. Contact Representative for further details. Rec'd 7/6/71.

1. PERSONNEL President—Theodore Jones. Executive Vice-President—Richard L. Kaye. National Sales Manager—John Donofrio.
2. REPRESENTATIVES Charles River Broadcasting Company. See Rep. & S/O pages.
3. FACILITIES 5,000 watts; 1330 kc. Directional. Operating schedule: 6-1 am. EST. FM-ERP 11,000 w.; 102.5 mc. Stereo. Operating schedule: 24 hours. EST. Antenna ht.: 920 ft. above average terrain.
4. AGENCY COMMISSION 15/0.
5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20a, 22a, 25a, 28c, 29b, 30. Contracts: 40a, 41, 46, 50. Cancellation: 71a, 72, 73a. Prod. Services: 80, 81, 82. Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 23 ET 1/1/74—Rec'd 1/10/74.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	1 ti	10 ti	15 ti	20 ti	25+
1 wk.....	25.00	24.00	23.00	22.50	22.00
13 wk.....	23.00	22.50	22.00	21.50	21.00
26 wk.....	22.00	21.50	21.00	20.50	20.00
52 wk.....	21.00	20.50	20.00	19.50	19.00

7. PROGRAM TIME RATES
  8. PROGRAM TIME RATES
  9. PROGRAM TIME RATES
  10. SPECIAL FEATURES
- NEWSCASTS:**  
Per yr..... 34 33 32 31 30  
1x 13x 26x 52x 65x  
10x 10x 130x 156x 260x  
Per yr..... 29 28 27 26  
Incl 10-sec open & close plus 1-min spot.

**WEEI**  
1924  
BOSTON  
CBS Owned

**CBS RADIO SPOT SALES**  
News-Information



Subscriber to the NAB Radio Code  
Media Code 4 222 1430 4.00  
CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199. Phone 617-262-5900.

**STATION'S PROGRAMMING DESCRIPTION**  
WEEI: Programmed for general audience. Continuous news & information 5:30 am-10 pm. Special features: helicopter traffic reports, sports, weather, business news, mass transit & urban reports, women, state house & city hall reports. Special news items: UPI, Reuters, AP "A" wire, financial wire, sports ticker, Mobile units, walkie-talkies for newsmen, police & fire monitoring equipment. SPORTS: Sun 7-11 pm, wrap-up daily 11 pm-1 am. Personality show daily 1-5:30 am. Daily editorials. Contact Representative for further details. Rec'd 4/8/74.

1. PERSONNEL Vice-Pres. & Gen'l Mgr.—Eugene Lothery. General Sales Manager—Robert G. McGroarty. National Sales Manager—Gary S. Koester.
2. REPRESENTATIVES CBS Radio Spot Sales.
3. FACILITIES 5,000 w.; 590 kc. Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION 15% on net charges.
5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8. Rates Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b. Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a. Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b. Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62b, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. Affiliated with CBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 5/27/74—Rec'd 5/31/74.  
A—Mon thru Sat 6-10 am.  
B—Mon thru Fri 3-8 pm.  
C—Mon thru Fri 10 am-3 pm.  
D—Mon thru Sat 5:30-6 am; Mon thru Fri 8-10 pm;  
Sat 10 am-10 pm; Sun 5:30 am-7 pm.  
E—Mon thru Sun 1-5:30 am.

**6. SPOT ANNOUNCEMENTS**

SECTION II		CLASS A		CLASS B	
PER WK:	1 ti 7 ti 13 ti 19 ti 25+	1 ti 7 ti 13 ti 19 ti 25+	1 ti 7 ti 13 ti 19 ti 25+	1 ti 7 ti 13 ti 19 ti 25+	1 ti 7 ti 13 ti 19 ti 25+
1 min.....	110 105 100 100 100	88 84 80 80 80	66 63 60 60 60	75 70 65 60 60	60 56 52 48 48
30 sec.....	88 84 80 80 80	66 63 60 60 60	45 42 39 38 38	60 55 50 45 40	48 45 44 38 34
10 sec.....	66 63 60 60 60	45 42 39 38 38	36 33 30 27 24	40 35 30 25 20	32 28 24 20 16
1 min.....	110 105 100 100 100	88 84 80 80 80	66 63 60 60 60	40 35 30 25 20	32 28 24 20 16
30 sec.....	88 84 80 80 80	66 63 60 60 60	45 42 39 38 38	36 33 30 27 24	24 21 18 15 12
10 sec.....	66 63 60 60 60	45 42 39 38 38	36 33 30 27 24	15 13 10 8 6	

Fixed position, extra 20%.  
CONSECUTIVE DISCOUNT  
52 wk—10%  
All Sec 11 units combinable for frequency discounts for spots only. May be combined with MIP before or after conversion for frequency discounts.  
Rateholder: 1 1-min or 30-sec spot per wk. A thru D.

**7. PACKAGE PLANS**

SECTION III		SECTION IV		SECTION V	
PER WK. EA:	6 ti 12 ti 20 ti 28 ti 32 ti 48 ti	6 ti 12 ti 20 ti 28 ti 32 ti 48 ti	6 ti 12 ti 20 ti 28 ti 32 ti 48 ti	6 ti 12 ti 20 ti 28 ti 32 ti 48 ti	6 ti 12 ti 20 ti 28 ti 32 ti 48 ti
1 min.....	60 56 45 43 41 34	48 45 36 34 33 27	38 34 27 26 25 21	320x 650x 1000x 1500x 2000x	50 48 40 40 36
30 sec.....	48 45 36 34 33 27	38 34 27 26 25 21	40 38 36 32 28	50 48 40 40 36	40 38 36 32 28
10 sec.....	38 34 27 26 25 21	26 25 23 22 20 19			

CONVERSION  
A to B: 1 for 2 B to C: 2 for 3  
C to D: 2 for 3 D to E: 2 for 1  
Sec III, before & after conversion, combines for frequency discount with spots only.

**SECTION IV**  
ROS—MON THRU SAT 9 AM-10 PM;  
SUN 6 AM-7 PM

PER WK:	10 ti 15 ti 20 ti 30 ti	10 ti 15 ti 20 ti 30 ti	10 ti 15 ti 20 ti 30 ti
1 min.....	50 45 40 36	40 38 36 32 28	40 38 36 32 28
30 sec.....	40 38 36 32 28	30 28 26 24 20	30 28 26 24 20

**SECTION V**  
BULK—1/4A, 1/4B, 1/4C, 1/4D

PER YR:	320x 650x 1000x 1500x 2000x	320x 650x 1000x 1500x 2000x	320x 650x 1000x 1500x 2000x
1 min.....	50 48 40 40 36	40 38 36 32 28	40 38 36 32 28
30 sec.....	40 38 36 32 28	30 28 26 24 20	30 28 26 24 20

10. SPECIAL FEATURES
11. SPECIAL FEATURES
12. SPECIAL FEATURES
13. SPECIAL FEATURES
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96. SPECIAL FEATURES
97. SPECIAL FEATURES
98. SPECIAL FEATURES
99. SPECIAL FEATURES
100. SPECIAL FEATURES

**MASSACHUSETTS**

Combinable with all other sections for frequency discount. Subject to 4 wk notice for renewal or cancellation.

CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

**WEEI-FM**  
1948  
BOSTON

**CBS/FM SALES**



Subscriber to the NAB Radio Code  
Media Code 4 222 1431 2.00  
CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., 4450 Prudential Tower, Boston, Mass. 02199. Phone 617-262-5900.

- See affiliated AM station for additional information.
1. PERSONNEL General Manager—Jon H. Arbenz. Sales Manager—George A. Silverman. Program Director—David W. Klahr.
2. REPRESENTATIVES CBS/FM Sales.
3. FACILITIES ERP 50,000 w.; 103.3 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 940 ft. above average terrain.

**TIME RATES**  
No. 8 ET 2/1/74—Rec'd 2/7/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sat 7-10 am; Mon thru Sun 7 pm-midnight.  
A—Mon thru Sun midnight-7 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti	1 ti 6 ti 12 ti 18 ti 24 ti
1 min.....	42 37 34 31 28	33 30 27 25 22	33 28 25 22 19	25 22 19 18 15	25 22 19 18 15
30 sec.....	33 30 27 25 22	25 22 19 18 15	18 15 16 13 10	18 15 12 10 7	18 15 12 10 7
10 sec.....	25 22 19 18 15	18 15 12 10 7	15 12 10 8 6	15 12 10 8 6	15 12 10 8 6

# MASSACHUSETTS

## Boston—W E Z E—Continued

### 10. SPECIAL FEATURES

**5-MINUTE NEWSCASTS**  
 Week A: Mon thru Sat—6:30 am, 6 Newscasts per wk rotating; Mon thru Fri 5-6 pm, 3 Newscasts per wk, rotating. Week B: Mon thru Sat 8-9:05 am, 6 Newscasts per wk, rotating; Mon thru Fri 5-6 pm, 2 Newscasts per wk, rotating. Open & 1-min spot, per wk \$35.50.

**WHDH**

1929  
 BOSTON

**Independent**

**BLAIR RADIO**

NAB

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 222 1690 3.00  
 WHDH, Inc., 50 Morrissey Blvd., Boston, Mass.  
 02125. Phone 617-288-5000.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—George E. Akerson.  
 Vice-Pres. & Sta. Mgr.—David C. Croninger.  
 General Sales Manager—John T. Pappas.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

50,000 w.; 850 kc. Directional—separate patterns, day and night. Clear channel.  
 Operating schedule: 24 hours daily. EST.  
 15% time only.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 16.  
 Basic Rates: 20a, 21a, 21b, 21d, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 33a.  
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 50, 51a.  
 Comb.; Cont. Discounts: 60a, 60i, 61a, 62b.  
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: WCOZ (FM).  
 Affiliated with Blair Represented Network.

### TIME RATES

No. A ET 5/1/74—Rec'd 5/2/74.  
 AAA—Mon thru Fri 6-10 am.  
 AA—Mon thru Fri 3-8 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat 6 am-8 pm; Sun 9 am-8 pm.  
 B—Mon thru Sun 8 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK. ROS:	AAA			AA		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 ti	160	120	80	100	75	50
15 ti	140	105	70	85	64	43
18 ti	125	94	63	80	60	40
24+	125	94	63	75	56	38
1 ti	75	56	38	55	41	28
12 ti	55	41	28	40	30	20
18 ti	45	34	23	35	26	18
24+	40	30	20	30	23	15

(\*) Fixed.  
 Spots must rotate.

### 7. PACKAGE PLANS

PER WK:	AAA	AA	A	B
12 ti (4AAA, 3AA, 3A, 2B)	840			
20 ti (5AAA, 5AA, 5A, 5B)	1100			
40 ti (10AAA, 10AA, 10A, 10B)	1776			

### 10. SPECIAL FEATURES

PER WK:	NEWS SPONSORSHIP			
	AAA	AA	A	B
1 ti	184	125	90	70
5 ti	160	110	75	55
10 ti	150	95	60	40

(50% AAA, 50% AA, minimum of 10 per wk)  
 10 ti 1350 20 ti 2500  
 CONSECUTIVE WEEK DISCOUNT  
 26 wk—5% 52 wk—10%

**WHRB-FM**

1957  
 CAMBRIDGE



**HERBERT E. GROSKIN & COMPANY**

NAB

Media Code 4 222 1950 1.00  
 Harvard Radio Broadcasting Co., Inc., 45 Quincy St., Cambridge, Mass. 02138. Phone 617-495-4818.

### STATION'S PROGRAMMING DESCRIPTION

WHRB-FM: Programmed for adults.  
 MUSIC: serious 35%, maintaining balance of all 5 historical scripted programs discussing particular types of classical music; jazz 35%, including all eras; progressive rock 20%; rhythm & blues 4%; folk 5%; including blues, traditional folk & country western; foreign language 1% (Spanish). NEWS: 2 complete 30-min summaries daily with 5 min newscasts throughout day. SPORTS: live coverage of college football, basketball & hockey. Contact Representative for further details. Rec'd 12/2/71.

### 1. PERSONNEL

President—R. Geoffrey Colvin.  
 Station Manager—Maurice Baskin.  
 Sales Manager—Alan Kaufman.  
 2. REPRESENTATIVES  
 Herbert E. Groskin & Co.

### 3. FACILITIES

ERP 3,000 w.; 95.3 mc. Stereo.  
 Operating schedule: 8-3 am. EST.  
 Antenna ht.: 110 ft. above average terrain.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.  
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a.  
 Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c.  
 Comb.; Cont. Discounts: 60a, 60c.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 80, 82.

### 6. SPOT ANNOUNCEMENTS

PER WK:	TIME RATES					
	1 ti	5 ti	10 ti	15 ti	20 ti	30 ti
1 min	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50

### 8. PROGRAM TIME RATES

PER WK:	TIME RATES					
	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
1 hr	80	76	72	68	64	60
1/2 hr	65	62	59	56	53	50
5 min	35	33	31	29	27	25

**WILD**

1946  
 BOSTON

**Independent Black**

Media Code 4 222 2080 6.00  
 Sheridan Broadcasting, 719 Boylston St., Boston, Mass. 02118. Phone 617-267-1900.

### STATION'S PROGRAMMING DESCRIPTION

WILD: Programmed to Black Listeners.  
 AIR PERSONALITIES handle all segments. MUSIC: R & B. NEWS: 5 min local at :30; Network at :50. Black network at :50. Black community news 75%; National & local 25%. 3 man news staff, 1 mobile unit. Station participates in fund drives for community activities. Personalities available for remote broadcasts & endorsements. Contact Representative for further details. Rec'd 3/2/73.

### 1. PERSONNEL

President—Paul W. Yates.  
 General Sales Manager—Norman M. Kruglak.  
 2. REPRESENTATIVES  
 Bernard Howard & Co., Inc.

### 3. FACILITIES

1,000 w. days; 1090 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 15/0 time only.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3d, 4a, 5, 6a, 8.  
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 16a.  
 Basic Rates: 20a, 22a, 23a, 25a, 28b, 28c, 29a.  
 Contracts: 40a, 44a, 46.  
 Comb.; Cont. Discounts: 60b, 60f, 60i.  
 Cancellation: 70c, 71a.  
 Prod. Services: 80.  
 Affiliated with Mutual Black Network.  
 Affiliated with Bernard Howard Black Radio Network.  
 Sold in combination with WUPD—Buffalo, WAMO and WAMO-FM—Pittsburgh. See WAMO for discounts.

### TIME RATES

No. 1 ET 0/1/73—Rec'd 5/3/73.  
 I—Mon thru Fri sign-on-10 am & 3 pm—sign-off; Sat 10 am—sign-off.  
 II—Mon thru Fri 10 am-3 pm; Sat sign-on-10 am; Sun sign-on—sign-off.

### 6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I						SECTION II					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	1 min <th>30 sec <th>10 sec <th>1 min <th>30 sec <th>10 sec</th> </th></th></th></th>	30 sec <th>10 sec <th>1 min <th>30 sec <th>10 sec</th> </th></th></th>	10 sec <th>1 min <th>30 sec <th>10 sec</th> </th></th>	1 min <th>30 sec <th>10 sec</th> </th>	30 sec <th>10 sec</th>	10 sec
1 min	20	17	15	14	13	12	12	10	8	7	6	5
30 sec	16	14	12	11	10	9	10	8	7	6	5	4
10 sec	12	10	9	8	7	6	8	7	6	5	4	3
1 min	17	15	14	13	12	11	11	9	8	7	6	5
30 sec	14	12	11	10	9	8	9	8	7	6	5	4
10 sec	10	9	8	7	6	5	7	6	5	4	3	2

CONSECUTIVE WEEK DISCOUNT  
 13 wk—5% 26 wk—7-1/2% 52 wk—10%  
 Must run minimum of 6 spots per week.

**WJIB**

1945  
 BOSTON

**KATZ RADIO**

General Electric Broadcasting Company  
 Subscriber to the NAB Radio Code  
 Media Code 4 222 2210 9.00

General Electric Broadcasting Co., Inc., 68 Commercial Wharf, Boston, Mass. 02110. Phone 617-523-6611. TWX 710-321-0399.

### STATION'S PROGRAMMING DESCRIPTION

WJIB: Programmed for adults.  
 MUSIC: popular album format at all times. Music primarily instrumental of definite adult appeal and includes standards, film, and middle-of-the-road. NEWS: hourly capsules at :58. Contact Representative for further details. Rec'd 10/18/67.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Edward T. Dolan.  
 Sales Manager—Charles M. Pickering.  
 Traffic/Booking—Yolanda Patton.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

ERP 8,700 w. (horiz.), 8,700 w. (vert.); 96.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 1011 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10c, 12c, 14c.  
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 24c, 25a, 30, 33a.  
 Contracts: 40a, 41, 42a, 43, 45, 46, 47c, 48, 49, 50, 51a, 51b.  
 Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Katz Radio Network.

### TIME RATES

No. 12 ET 6/1/74—Rec'd 6/26/74.  
 AAA—Mon thru Sun 10 am-3 pm.  
 AA—Mon thru Sun 3-7 pm.  
 A—Mon thru Sun 6-10 am.  
 B—Mon thru Sun 7-10 pm.  
 C—Mon thru Sun 10 pm-6 am.

PER WK: (*)	TIME RATES							
	6 ti	8 ti	12 ti	16 ti	18 ti	24 ti	30 ti	36 ti
AAA	94	90	87	83	79	76	72	72
AA	83	79	76	72	68	65	61	61
A	77	73	70	66	62	59	55	55
B	49	46	43	39	36	33	29	29
C	39	35	32	29	26	23	19	19

(\*) 1 ti/fixed.  
 30 sec/less: 80% of 1-min.  
 Piggybacks: Considered as 2 30-sec spots & applicable priced.

**WKOX**

1947  
 FRAMINGHAM



**mcgavren-guild**  
 pgw radio, inc.

NAB

RAB

A Fairbanks Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 222 2225 7.00  
 Fairbanks Broadcasting Co., Inc., 100 Mt. Wayte Ave., Framingham, Mass. 01701. Phone 617-879-2222.

Other Studio: Shopper's World, Framingham, Mass.  
 STATION'S PROGRAMMING DESCRIPTION  
 WKOX: MUSIC: MOR music from albums and current singles. AIR PERSONALITIES handle all segments. NEWS: twice hourly, includes 4 15-min roundups. Public service programs and spots are locally oriented. Big band show Sun afternoons. Contact Representative for further details. Rec'd 1/8/71.

### 1. PERSONNEL

President—R. M. Fairbanks.  
 Vice-Pres. & Gen'l Mgr.—George M. Corwin.  
 2. REPRESENTATIVES  
 McGavren-Guild Inc.  
 Boston—Cred Associates, Inc.

### 3. FACILITIES

1,000 w.; 1190 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26c, 29a, 30, 33c.  
 Contracts: 40a, 41, 42d, 43, 44a, 44b, 45, 46, 47a, 51c.  
 Comb.; Cont. Discounts: 60b, 60d, 60f, 61c, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Entertainment Network.  
 Affiliated with MBN.

### TIME RATES

No. 12R ET 1/1/71—Rec'd 2/1/71.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 3-6 pm.  
 A—Mon thru Sat 10 am-3 pm & 6 pm—sign-off; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				CLASS A			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec
1 min	12.00	11.40	10.80	10.20	9.60	9.00	8.40	7.80
30 sec	9.60	9.10	8.65	8.25	7.85	7.45	7.05	6.65
1 min	9.00	8.75	8.50	8.25	8.00	7.75	7.50	7.25
30 sec	7.20	6.85	6.50	6.20	5.90	5.60	5.30	5.00

### 7. PACKAGE PLANS

TOTAL AUDIENCE	CLASS AAA—ROS		
	PLAN	1/3AAA, 1/3AA, 1/3A	1/3A
1 min	6 ti	12 ti	24 ti
1 min	11.00	11.00	10.00
30 sec	9.30	8.80	8.00

YEARLY CONTRACTS—1/3AAA, 1/3AA, 1/3A  
 500 x 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 11.60 9.30 10.00 x 9.00 7.20

### 10. SPECIAL FEATURES

AAA News participation, ea. 20.00  
 Flat 156x 312x 500x 1000x  
 20.00 19.00 18.50 18.00 17.50  
 CLASS A  
 16.00 15.20 14.45 13.70 13.00  
 Includes 2.00 news charge.

**WLYN**

1946  
 LYNN

Subscriber to the NAB Radio Code  
 Media Code 4 222 2347 9.00  
 Puritan Broadcast Service, Inc., 156 Broad St., Lynn, Mass. 01901. Phone 617-595-6200.

### 1. PERSONNEL

Pres. & Treas.—Paul A. Feinstein.  
 Exec. Vice-Pres. & Gen'l Mgr.—Irving W. Kalser.  
 2. REPRESENTATIVES  
 Northeastern Spot Sales, Inc.

### 3. FACILITIES



**Boston—W MEX—Continued**

Proportionate distribution in AA & A. Subject to short rate.

**8. PROGRAM TIME RATES**

SECTION VI		1/2 hr		1/4 hr		10 min	
AA	B	AA	B	AA	B	AA	B
490	320	180	120	360	240	135	90
120	90	60	40	Incl open & close plus 2 1-min spots per 10 min.			
CONSECUTIVE WEEK DISCOUNT							
26 wk—10%		52 wk—20%					

**10. SPECIAL FEATURES**

SECTION V		NEWS/WEATHER/REPORTS/FEATURES	
PER WK.	EA	6 ti	12 ti 18 ti
AA	B	75	70 45
A	B	55	50 45
Incl 10-sec open & close plus 1 1-min spot.			
CONSECUTIVE WEEK DISCOUNT			
26 wk—10%		52 wk—20%	

**WNTN**

1968  
**NEWTON**

Media Code 4 222 2535 9.00  
Newton Broadcasting Co., 143 Rumford Ave., Newton, Mass. 02166. Phone 617-969-1550.

**STATION'S PROGRAMMING DESCRIPTION**  
WNTN: Programmed for 18-34 bracket. MUSIC: adult approach to rock folk C & W, R & B, blues, jazz & classical. Rec'd 1/3/73.

**1. PERSONNEL**  
President—Charles A. Reil.  
General Manager—R. William Freston.

**3. FACILITIES**  
10,000 w.; 1550 kc. Non-directional.  
Operating schedule: Sunrise to sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 11e, 12e, 13e, 14e, 15a.  
Basic Rates: 20a, 21a, 22b, 23a, 24c, 25a, 26, 27, 28c.  
Contracts: 40a, 41, 44a, 45, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**NATIONAL AND LOCAL RATES SAME**  
No. 4 ET 6/1/73—Rec'd 7/5/72.

**6. SPOT ANNOUNCEMENTS**

ROS:	24 ti	18 ti	12 ti	6 ti
1 min.	10.00	10.50	11.00	11.50
10 sec.	7.50	8.00	8.50	9.00
30 sec.	6.00	6.50	7.00	7.50

**7. PACKAGE PLANS**  
1st-time advertiser incentive special, 10 ti/5 wks:  
1 min, ea. 7.50 30 sec. ea. 6.00  
Purchase of 12 wks on all schedules; 13th wk free.

**10. SPECIAL FEATURES**  
Newcasts—1-1/2x 1-min rate.

**WRKO**

1922  
**BOSTON**

Media Code 4 222 2600 1.00  
Subscriber to the NAB Radio Code  
RKO General Broadcasting, Inc., RKO General Bldg., Gov't Center, Boston, Mass. 02114. Phone 617-742-9000. TWX 710-321-0489.

**1. PERSONNEL**  
General Manager—John F. Hobbs.  
Program Director—Paul Kirby.

**2. REPRESENTATIVES**  
RKO Radio Representatives, Inc.

**3. FACILITIES**  
50,000 w.; 680 kc. Directional.  
Operating schedule: 24 hours. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11b, 12b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.  
Contracts: 40c, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WROR (FM).

**TIME RATES**  
AM/FM COMBINATION  
No. 9 ET 5/15/74—Rec'd 6/17/74.

AAA—Mon thru Fri 3-8 pm; Sat & Sun 9 am-8 pm.  
AA—Mon thru Sun 8 pm-midnight; Mon thru Fri 6-10 am; Sat 6-9 am.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sat 5-6 am & midnight-1 am.  
C—Mon thru Sun 1-5 am.

**6. SPOT ANNOUNCEMENTS**

1 min		30 sec	
AAA	AA	AAA	AA
120	105	90	84
6 ti	115	109	85
12 ti	110	95	80
18 ti	110	95	80
24 ti	105	90	84
30 ti	105	90	84

10 sec: 50% of 1-min.  
C: 1 min (maximum) or less, flat per spot 10.00; minimum 15 spots.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**7. PACKAGE PLANS**  
WEEKLY CIRCULATION

PLAN:	A	B	C	D	E
6-10 am Mon-Fri:	3	4	5	7	8
8 pm-midnight Mon-Sun	3	4	5	7	8
10 am-3 pm Mon-Fri	6	8	9	11	15
3-8 pm Mon-Fri	3	4	5	7	8
9 am-8 pm Sat & Sun	3	3	4	6	7

**TOTAL TIMES**  
PER WK: 12 15 18 24 30  
1 min: 945.00 1121.00 1312.00 1709.00 2064.00  
30 sec: 736.00 896.80 1049.60 1367.20 1651.20

Fully preemptible; made good in comparable time periods prior to expiration of schedule. Not combinable with spots for additional wtkly frequency.

**AM only: 90% of AM/FM combination.**

**WROR (FM)**

1948  
**BOSTON**

Subscriber to the NAB Radio Code  
Media Code 4 222 2665 4.00  
RKO General Broadcasting, Inc., RKO General Bldg., Government Ctr., Boston, Mass. 02114. Phone 617-742-9000. TWX 710-321-0489.

**See affiliated AM station for additional information.**  
AM facilities: WRKO  
**STATION'S PROGRAMMING DESCRIPTION**  
WROR (FM): Programmed for adults 18-49.  
MUSIC: Solid gold '56-'67. Jingles, promos, & appropriate material mixed to bring back memories.  
NEWS: Locally written & produced, actualities aired in 5 8-minute segments and 5 5-minute segments each day. Public service spots of community events.  
COMMERCIAL POLICY: 4 commercial breaks per hour. Contact Representative for further details. Rec'd 1/7/74.

**1. PERSONNEL**  
General Manager—John F. Hobbs.  
Program Director—John Gombling.

**3. FACILITIES**  
ERP 5,900 w. (horiz.), 5,800 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 24 hours EST  
Antenna ht.: 1,191 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WRKO. See that listing for rates.

**TIME RATES**  
30% of AM/FM combination.

**WRYT**

1950  
**BOSTON**

Media Code 4 222 2730 6.00  
Pilgrim Broadcasting Co., 312 Stuart St., Boston, Mass. 02116. Phone 617-423-0210.

**STATION'S PROGRAMMING DESCRIPTION**  
WRYT: Programmed for adults.  
Interviews, discussions and talks, subject matter ranging from political and religious to educational and social. NEWS: network at 5 min before hour with special 15 min news at noon. MUSIC: consists of segmented general popular music, featuring standards and showtunes. Weekend format includes local college football. Rec'd 12/3/71.

**1. PERSONNEL**  
President—Ralph Guild.  
Pres./Sta. Div.—George R. Fitzinger.  
General Manager—Kenneth R. Carter.

**3. FACILITIES**  
5,000 w.; 950 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c.  
Cancellation: 71a, 73a.

**NATIONAL AND LOCAL RATES SAME**  
Rates effective July 1, 1964.  
Rates received July 6, 1964.

**7. PACKAGE PLANS**  
SPECIAL PACKAGE PLANS FOR CONSECUTIVE ADVERTISING 120 WORD ANNOUNCEMENTS

PER WK:	1 wk	4 wk	6 wk	13 wk	26 wk	52 wk
6 ti	32.00	31.00	30.00	29.00	28.00	27.00
12 ti	31.00	30.00	29.00	28.00	27.00	26.00
20 ti	30.00	29.00	28.00	27.00	26.00	25.00
30 ti	29.00	28.00	27.00	26.00	25.00	24.00

**20 WORD ANNOUNCEMENTS**

6 ti	12 ti	20 ti	30 ti
25.00	24.00	23.00	22.00
24.00	23.00	22.00	21.00
23.00	22.00	21.00	20.00
22.00	21.00	20.00	19.00

**20 WORD ANNOUNCEMENTS**

6 ti	12 ti	15 ti	18 ti	20 ti
17.00	16.00	15.00	14.00	13.00
16.00	15.00	14.00	13.00	12.00
15.00	14.00	13.00	12.00	11.00
14.00	13.00	12.00	11.00	10.00

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
250.00	165.00	110.00	75.00	50.00
13 ti	235.00	154.00	105.00	47.50
26 ti	225.00	149.00	99.00	45.00
52 ti	200.00	132.00	88.00	40.00
65 ti	185.00	125.00	82.50	37.50
130 ti	175.00	115.50	77.00	35.00
260 ti	150.00	99.00	66.00	30.00

**10. SPECIAL FEATURES**  
ABC News at :55.

**5-MINUTE NEWCASTS**

13 ti	26 ti	52 ti
50.00	65 ti	37.50
47.50	120 ti	35.00
45.00	280 ti	30.00
40.00		

Rates include 5.00 per newscast talent and production charge. Subject to availability, orders will be accepted for "major-minor" alternate sponsorship of newscast strips at 60% of applicable earned rates. Major sponsor receives full 1-minute commercial; 11 10-second opening billboard; alternate sponsor receives 20-second commercial plus 10-second closing billboard.

**WSSH (FM)**

1947  
**LOWELL**

Media Code 4 222 5071 2.00  
Subscriber to the NAB Radio Code  
M Jack Masla & Company, Inc.

(This is a paid duplicate of the listing appearing under Lowell, Mass.)

Media Code 4 222 5071 2.00

WLLH, Inc., Box 1400, 4 Broadway, Lowell, Mass. 01853. Phone 617-458-8486.

Other studios & Offices: 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.

**STATION'S PROGRAMMING DESCRIPTION**  
WSSH (FM): MUSIC: Instrumental album cuts, with emphasis on string selections. NEWS: 2 min of regional at :58. COMMERCIAL POLICY: music is in approximate 15 minute blocks with commercial breaks at :15, :30, :45 & :57. A maximum limit of 6 commercials per hour. Contact Representative for further details. Rec'd 6/1/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Arnold S. Lerner.  
Station Manager—Albert N. Armstrong.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Boston—Eckels & Queen, Inc.

**3. FACILITIES**  
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 99.5 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 550 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 25a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.

**TIME RATES**  
ET 1/1/73—Rec'd 1/2/73.

AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.  
B—Tues thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec
AAA	6 ti	12 ti	18 ti
AA	25.00	22.00	19.00
AA	20.00	18.00	16.00
B	8.00	7.50	7.00

30 sec/less: 80% of 1-min.

**7. PACKAGE PLANS**  
ROS—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	7 ti	14 ti	21 ti	28 ti
PER DAY:	1 ti	2 ti	3 ti	4 ti
1 min.	17	16	15	14

30 sec/less: 80% of 1-min. (D)

**WUNR**

1947  
**BROOKLINE**

Media Code 4 222 2845 2.00  
Champion Broadcasting System, Inc., 275 Tremont St., Boston, Mass. 02116. Phone 617-357-8677.

**STATION'S PROGRAMMING DESCRIPTION**  
WUNR: Programmed for special interests.  
Spanish, Black, Sports, News and varied cultural and foreign language interests. Rec'd 12/31/73.

**1. PERSONNEL**  
President—Herbert S. Hoffman.  
General Manager—Alan Temple.

**3. FACILITIES**  
5,000 w.; 1600 kc. Directional—same pattern, all hours.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
FM facilities: WBOS (FM).

**TIME RATES**  
ET ———— Rec'd 8/20/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18+ 20
AA	24	22	20
A	22	20	18

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	15x	26x	52x
150	120	110	100	90
1/2 hr	100	70	65	60
1/4 hr	70	50	45	40

**WVBF (FM)**

1959  
**FRAMINGHAM**

Media Code 4 222 2853 6.00  
A Fairbanks Station  
Subscriber to the NAB Radio Code  
Fairbanks Broadcasting Co., Inc., 100 Mt. Wayte Ave., Framingham, Mass. 01701. Phone 617-879-2222.

**See affiliated AM station for additional information.**  
AM facilities: WKOX  
**STATION'S PROGRAMMING DESCRIPTION**  
WVBF (FM): Programmed for the youth market.  
Contact Representative for further details. Rec'd 10/14/71.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Jay Williams.

**3. FACILITIES**  
ERP 10,600 w. (horiz.), 10,600 w. (vert.); 105.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 954 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
No. 2 ET 6/12/73—Rec'd 6/13/73.

AA—Mon thru Fri 3-11 pm; Sat & Sun 6 am-midnight.  
A—Mon thru Fri 6 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec
AA	42	10	40
A	40	33	8

**MASSACHUSETTS**

PER WK:	1 min		30 sec	
	AA	B	AA	B
12 ti	44	36	35	29
18 ti	42	34	33	27
24 ti	38	30	30	24

**WWEL**

1951  
**MEDFORD**

**AVCO**  
RADIO SALES

Media Code 4 222 2855

# MASSACHUSETTS

## BROCKTON (2 AM; 1 FM)

Plymouth County—Map Location K-6  
See SHDS consumer market map and data at beginning of the State.

**WBET** **WBET-FM**  
1946 1948



Subscriber to the NAB Radio Code

Media Code 4 222 2860 1.00

Enterprise Publishing Co., 60 Main St., Brockton, Mass. 02403. Phone 617-586-1460.

### STATION'S PROGRAMMING DESCRIPTION

**WBET:** Programmed for adults.  
**MUSIC:** middle-of-the-road. **NEWS:** 5 min on hour, weather at :30; 15 min news roundups at 9 am, noon, 6 pm, 11 pm; UPI wire and audio; local news from newspaper staff. **SPORTS:** national, regional and local play-by-play, 8 personalities with 2 women's shows and nightly 15 min local news commentary. Live broadcast city council meetings. Contact Representative for further details. Rec'd 5/4/70.

#### 1. PERSONNEL

Manager—Charles A. Fuller.  
Station Manager—Arthur B. Jones.  
Program Director—Richard A. Benham.

#### 2. REPRESENTATIVES

The Devney Organization, Inc.  
Boston—Creed Associates, Inc.

#### 3. FACILITIES

5,000 w. days; 1,000 w. nights; 1460 kc.  
Directional—night only.  
Operating schedule: 6 am-11:15 pm. EST.  
FM-ERP 3,000 w. (horiz.). 3,000 w. (vert.); 97.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 282 ft. above average terrain.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 13b, 14b.  
Basic Rates: 21b, 22a, 23a, 24a, 24b, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73a.

#### TIME RATES

No. 11 Eff 5/1/74—Rec'd 7/19/74.

AAA—Mon thru Sat 6-10 am, 3-7 pm & fixed position.  
AA—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun all day.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	1x	52x	104x	156x	208x	260x
1 min	10.00	9.41	8.94	8.59	8.18	7.76
30 sec	8.53	6.88	6.65	6.18	5.88	5.47

#### 7. PACKAGE PLANS

PER WK:	AAA		AA	
	1 min	30 sec	1 min	30 sec
12 ti	9.41	6.88	7.35	5.71
18 ti	8.94	6.65	6.88	5.47
24 ti	8.59	6.18	6.65	5.00

#### 8. PROGRAM TIME RATES

Flat	1/2 hr 1/4 hr 10 min 5 min			
	60	40	30	20
	60	40	30	20

## WOKW

1981



Subscriber to the NAB Radio Code

Media Code 4 222 2990 6.00

WOKW, Inc., Box 1410, 288 Linwood St., Brockton, Mass. 02403. Phone 617-587-1410.

### STATION'S PROGRAMMING DESCRIPTION

**WOKW:** Programmed for general mass appeal.  
**MUSIC:** 70% popular, 30% selected recent hits, 3% music personalities. **NEWS:** 10 min at :30 and :30, network followed by local & regional. **SPORTS:** live play-by-play of area high school football. Sports reports M-Sat 8:30 am and 5:30 pm, 5 min reports Sat and Sun afternoons and evenings. Public affairs and religion: Sun 8 am-noon. Contact Representative for further details. Rec'd 3/14/74.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—John J. Sullivan.

#### 2. REPRESENTATIVES

Program Director—Thomas Roultstone.

#### 3. FACILITIES

Boston—Kettell-Carter, Inc.

#### 4. AGENCY COMMISSION

15/0; 10 days.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 28b, 28c, 29b, 30, 33c.  
Contract: 40a, 41, 42a, 45, 46, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60k, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

#### TIME RATES

No. 11 Eff 3/1/74—Rec'd 3/14/74.

AA—Mon thru Sat 6-9 am.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

FIXED POSITION

1 MINUTE

CLASS AA

PER WK:	CLASS AA					
	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	10.60	10.30	10.00	9.70	9.40	9.10
13 wk	10.30	10.00	9.70	9.40	9.10	8.80
26 wk	10.00	9.70	9.40	9.10	8.80	8.50
52 wk	9.70	9.40	9.10	8.80	8.50	8.20

CLASS A

PER WK:	CLASS A					
	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk	8.80	8.55	8.25	7.95	7.65	7.35
13 wk	8.55	8.25	7.95	7.65	7.35	7.05

PER WK:	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
26 wk	8.25	7.95	7.65	7.35	7.05	6.75
52 wk	7.95	7.65	7.35	7.05	6.75	6.45

30 SECONDS

CLASS AA

PER WK:	CLASS AA					
	1 wk <th>13 wk <th>26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th></th></th>	13 wk <th>26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th></th>	26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th>	52 wk <th>1 wk <th>13 wk </th></th>	1 wk <th>13 wk </th>	13 wk
1 wk	9.40	9.10	8.80	8.55	8.25	7.95
13 wk	9.10	8.80	8.50	8.25	7.95	7.65
26 wk	8.80	8.50	8.25	7.95	7.65	7.35
52 wk	8.50	8.25	7.95	7.65	7.35	7.05

CLASS A

PER WK:	CLASS A					
	1 wk <th>13 wk <th>26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th></th></th>	13 wk <th>26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th></th>	26 wk <th>52 wk <th>1 wk <th>13 wk </th></th></th>	52 wk <th>1 wk <th>13 wk </th></th>	1 wk <th>13 wk </th>	13 wk
1 wk	7.65	7.35	7.05	6.75	6.45	6.20
13 wk	7.35	7.05	6.75	6.45	6.20	5.90
26 wk	7.05	6.75	6.45	6.20	5.90	5.60
52 wk	6.75	6.45	6.20	5.90	5.60	5.30

### 7. PACKAGE PLANS

SATURATION PLANS

1 MINUTE

WK:	1 MINUTE					
	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
AA	11.20	10.00	9.70	9.40	9.10	8.80
A	9.40	8.25	7.95	7.65	7.35	7.05

30 SECONDS

WK:	30 SECONDS					
	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
AA	10.00	8.80	8.55	8.25	7.95	7.65
A	8.25	7.05	6.75	6.45	6.20	5.90

ANNUAL BULK PLAN

1 MIN

EA:	1 MIN					
	AA	A	AA	A	AA	A
156 x	9.70	7.95	8.55	6.75	8.55	6.75
312 x	9.10	7.35	7.95	6.20	8.20	6.20
416 x	8.80	7.05	7.65	5.90	7.95	5.90
520 x	8.55	6.75	7.35	5.60	7.65	5.60

30 SEC

EA:	30 SEC					
	AA	A	AA	A	AA	A
156 x	9.70	7.95	8.55	6.75	8.55	6.75
312 x	9.10	7.35	7.95	6.20	8.20	6.20
416 x	8.80	7.05	7.65	5.90	7.95	5.90
520 x	8.55	6.75	7.35	5.60	7.65	5.60

PER YR:

5-min news	PER YR					
	1x	78x	156x	260x	312x	360x
5-min news	18.00	17.00	14.50	13.50	13.00	13.00

## BROOKLINE

Norfolk County—Map Location H-5

See SHDS consumer market map and data at beginning of the State.

### See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

## CAMBRIDGE

Middlesex County—Map Location H-4

See SHDS consumer market map and data at beginning of the State.

### See Boston

(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

## CHICOPEE

Hampden County—Map Location D-5

See SHDS consumer market map and data at beginning of the State.

### See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

## EAST LONGMEADOW

Hampden County—Map Location D-5

See SHDS consumer market map and data at beginning of the State.

### See Springfield-Holyoke-Chicopee

(including East Longmeadow, Northampton, Westfield, West Springfield)

## FALL RIVER (2 AM)

Bristol County—Map Location J-6

See SHDS consumer market map and data at beginning of the State.

## WALE

1948



Media Code 4 222 3120 9.00  
Keynote Broadcasting, Inc., Box 208, 130 Rock St., Fall River, Mass. 02722. Phone 617-874-3535.

### STATION'S PROGRAMMING DESCRIPTION

**WALE:** Programmed for adults.  
**NEWS:** 4 man news staff, 2 mobile units. 1 hr news blocks, network & local news, sports, weather, commentary, 7-8 am & 6-7 pm. 45 min news block at noon. 7 min network, local & regional news every 30 min. 5 editorials daily. **TALK:** open line telephone with questions, comments, guests, interviews, panels, public affairs, 8 am-noon daily; 1:30-3 pm M-W-F; swap shop 12:45-1:30 pm daily. **MUSIC:** air personalities with general popular music, contests, news, sports, weather, stock, guests, comedy & other features 5-7 am, 2-6 pm, 7-10 pm. **SPORTS:** college, pro, high school football, basketball, baseball, Network: news, sports, entertainment, Polish, French, Portuguese program Sun. Contact Representative for further details. Rec'd 11/26/73.

#### 1. PERSONNEL

President—Col. Milton E. Titler, USAF.

Vice-Pres. & Gen'l Mgr.—Raymond J. Cheney

Vice-Pres. Sales & Oper.—Bill Tutt.

#### 2. REPRESENTATIVES

Savalli/Gates, Inc.

Northeastern Spot Sales, Inc.

#### 3. FACILITIES

1,000 w. days. 250 w. nights; 1400 kc.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28a, 28c, 29a, 32a, 33c.

Contracts: 40a, 41, 45, 46, 47a, 51a.

Comb.: Cont. Discounts: 60b, 60d, 61c.

Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with MBS.

#### TIME RATES

No. N-71 Eff 6/1/71—Rec'd 5/13/71.

AA—Mon thru Sat 6-10 am & 4-7 pm.

A—Mon thru Sat 10 am-4 pm & 7 pm-midnight; Sun all day except Ethnic Programs.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA

1 min.	CLASS AA					
	Open	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	14.00	13.50	13.00	12.50	12.00	11.50
30/20 sec.	10.50	10.00	9.50	9.25	9.00	8.50
10 sec.	7.00	6.75	6.50	6.25	6.00	5.75

CLASS A

1 min.	CLASS A					
	Open	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	11.00	10.50	10.00	9.50	9.00	8.50
30/20 sec.	8.25	8.00	7.50	7.00	6.75	6.50
10 sec.	5.50	5.25	5.00	4.75	4.50	4.25

8. PROGRAM TIME RATES

1 x	5 min 10 min 1/4 hr		
	30	45	60
	30	45	60

DISCOUNT

26 wk—5% 52 wk—10%

#### 9. SPECIAL FEATURES

Telephone Talk & Ethnic Programs—1 min, flat 14.00.



**Fitchburg-Leominster—W F G L—Continued**

2. REPRESENTATIVES  
Eckels & Queen, Inc.
3. FACILITIES  
1,000 w.; 980 kc.  
Operating schedule: 5-1 am. EST.  
Partial simulcast operation. Simulcast 5 am-1 pm.  
For non-simulcast facilities see WFMP (FM).
4. AGENCY COMMISSION  
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11b, 12h, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25b, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
FM facilities: WFMP (FM).

**TIME RATES**  
ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS  
FIXED: 1x 10x 15x 20x 25x 30+  
1 min. 18.00 17.00 16.00 15.00 14.00 12.00 11.00  
30 sec. 14.00 13.00 12.50 11.75 11.00 10.00 9.00  
10 sec. 10.00 9.00 8.50 8.00 7.00 6.50 6.00

7. PACKAGE PLANS  
ROS, PER WK, EA: 5 ti 10 ti 15 ti 20 ti 30 ti  
1 min. 12.00 11.00 10.00 9.00 8.00  
30 sec. 9.00 8.00 7.00 6.00 5.00 4.00  
10 sec. 8.00 7.00 6.00 5.00 4.00

6. PROGRAM TIME RATES  
FIXED: 1x 5x 10x 15x 20x 30+  
1 hr. 110 100 90 80 70 60  
1/2 hr. 65 60 55 52 50 48  
1/4 hr. 45 40 38 37 36 35  
10 min. 35 33 31 29 27 25  
5 min. 25 24 23 22 21 20

WFGL/WFMP (FM) COMBINATION  
7. PACKAGE PLANS  
PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti  
1 min. 19 17 15 13 12

**WFMP (FM)**

1960  
FITCHBURG

RAB

Media Code 4 222 3640 6.00  
Music Service Corp., 170 Prichard St., Broadcast House, Fitchburg, Mass. 01420. Phone 617-343-4897.

Other Offices: 544 Main St., Worcester, Mass. Phone 617-791-4556.

STATION'S PROGRAMMING DESCRIPTION  
WFMP (FM): MUSIC: modern country, top 100 hit-list plus inclusion of 4 older hourly. Continual use of contests & audience participation. NEWS: world & local at :30 & :30; newscast 6-6:30 pm. Public service announcements, local community calendar announcements hourly. Contact Representative for further details. Rec'd 1/4/73.

1. PERSONNEL  
President—George I. Charfield.  
General Manager—John O'Day.  
Program Director—Gene Laverne.
2. REPRESENTATIVES  
Eckels & Queen, Inc.
3. FACILITIES  
ERP 50,000 w.; 104.5 mc.  
Operating schedule: 5-1 am. EST.  
Antenna ht.: 280 ft. above average terrain.  
Partial simulcast operation. Operated separately 1 pm-1 am. For simulcast facilities see WFGL.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Basic Rates: 25a.  
AM facilities: WFGL.  
Sold in combination with WFGL Fitchburg. See that listing for rates.

**TIME RATES**  
ET 8/1/69—Rec'd 7/7/69.

6. SPOT ANNOUNCEMENTS  
FIXED: 1x 10x 15x 20x 25x 30+  
1 min. 18.00 17.00 16.00 15.00 14.00 12.00 11.00  
30 sec. 14.00 13.00 12.50 11.75 11.00 10.00 9.00  
10 sec. 10.00 9.00 8.50 8.00 7.00 6.50 6.00

7. PACKAGE PLANS  
ROS, PER WK, EA: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 12.00 11.00 10.00 9.00 8.00  
30 sec. 9.00 8.00 7.00 6.00 5.00 4.00  
10 sec. 8.00 7.00 6.00 5.00 4.00

8. PROGRAM TIME RATES  
FIXED: 1x 5x 10x 15x 20x 30+  
1 hr. 110 100 90 80 70 60  
1/2 hr. 65 60 55 52 50 48  
1/4 hr. 45 40 38 37 36 35  
10 min. 35 33 31 29 27 25  
5 min. 25 24 23 22 21 20  
(D)

**WLMS**

1967  
LEOMINSTER

Media Code 4 222 3705 7.00  
Nashua Valley Broadcast, Inc., 19 Water St., Leominster, Mass. 01453. Phone 617-537-4141.

STATION'S PROGRAMMING DESCRIPTION  
WLMS: NEWS: Network & local; 3-1/2 hrs news blocks 7:45-8:15 am, noon-12:30 pm & 5-5:30 pm. SPORTS: major league baseball; high school football. MUSIC: MOR. Remotes & station promotions. SUN: Irish 10 am-1 pm. Rec'd 10/2/73.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—James A. Fitzgerald, Jr.  
Program Director—Don Stevens.  
Sales Manager—Warren E. Mann, Jr.
3. FACILITIES  
1,000 w. days; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**

ET 1/1/73—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS  
PER YR, ROS: 500x 1000x  
1 min. 5.50 5.00  
30 sec. 4.75 4.85

7. PACKAGE PLANS  
PER WK, ROS: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 6.00 5.75 5.50 5.25 5.00  
30 sec. 5.25 4.90 4.75 4.60 4.35

8. PROGRAM TIME RATES  
PER WK: 1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 wk. 300.00 175.00 110.00 90.00 60.00  
15 wk. 200.00 185.00 100.00 85.00 55.00  
36 wk. 280.00 180.00 95.00 80.00 50.00  
56 wk. 275.00 150.00 90.00 75.00 45.00  
Less/6 per wk. 100.00 75.00 45.00 32.50 17.50

10. SPECIAL FEATURES  
NEWSCASTS, PER WK: Local (\*)  
5 ti 55 40  
10 ti 95 75  
(\*) Network inserts, minimum 4 weeks.

**FRAMINGHAM**

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

See Boston  
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

**GARDNER**

Worcester County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WGAW**

1946

NAB RAB

A New England Broadcasting Station  
Subscriber to the NAB Radio Code  
Media Code 4 222 3900 4.00

The Gardner Broadcasting Co., Box 87, Green St., Gardner, Mass. 01440. Phone 617-632-1340.

STATION'S PROGRAMMING DESCRIPTION  
WGAW: Programmed for community involvement with adults and young adults.

1. PERSONNEL  
General Manager—Kenneth J. Patch.
3. FACILITIES  
1,000 w. days. 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION  
15/0; payable when rendered.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7-N ET 1/1/71—Rec'd 2/3/71.

6. SPOT ANNOUNCEMENTS  
ANNUAL AND FIXED POSITION  
i min 20/30  
1 x 8.00 6.50 312 x 5.75 5.00  
26 x 7.75 6.25 500 x 4.75 4.25  
52 x 7.50 6.00 1000 x 4.50 3.75  
156 x 7.25 5.75 1500 x 4.25 3.50  
260 x 6.50 5.25 2000 x 4.00 3.25

7. PACKAGE PLANS  
WKLY: 40 ti 10 ti  
ROS: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
52 wk. 3.25 3.50 3.00 3.75 3.25  
13 wk. 3.50 3.00 3.75 3.25 4.00 3.50  
13 wk. 3.75 3.25 4.00 3.50 4.25 3.75  
4 wk. 4.00 3.50 4.25 3.75 4.50 4.00

**GLOUCESTER**

Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WVCA (FM)**

1964

Media Code 4 222 4030 9.00  
Simon Geller, 185 Main St., Gloucester, Mass. 01930. Phone 617-283-3700.

STATION'S PROGRAMMING DESCRIPTION  
WVCA (FM): MUSIC: complete symphonies, piano & violin concert & sonatas, cello composition, wind works, ballet excerpts, tone poems and overtures from 17th, 18th, and 19th centuries, & pre World War II. All compositions played without interruption. COMMERCIAL POLICY: maximum 8 spots per hour 6-8 pm, 5 spots 8-11 pm, 18 spots all others. Rec'd 1/30/73.

1. PERSONNEL  
Sta. & Gen'l Mgr.—Simon Geller.
3. FACILITIES  
ERP 3,000 w.; 104.9 mc.  
Operating schedule: 4:45-11 pm. EST.  
Antenna ht.: 50 ft. above average terrain.
4. AGENCY COMMISSION  
15%.
5. GENERAL ADVERTISING See coded regulations  
Forty-five minutes advertising guaranteed between competing products and services. Class A only.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 11/12/73.

6. SPOT ANNOUNCEMENTS  
ix 13x 26x 52x 78x  
1 min. 16.00 15.50 15.00 14.50 14.00  
104x 156x 260x 320x  
1 min. 13.50 13.00 12.50 12.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**GREAT BARRINGTON**

Berkshire County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WSBS**

1956

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 222 4160 4.00  
Berkshire Broadcasting Co., Box 297, Rt. 7, Great Barrington, Mass. 01230. Phone 413-528-0860.

STATION'S PROGRAMMING DESCRIPTION  
WSBS: Programmed for adults and young adults.

1. PERSONNEL  
Manager—John T. Ryan.
2. REPRESENTATIVES  
Vic Piano Associates, Inc.  
Boston—Nona Kirby Co., Inc.
3. FACILITIES  
250 w. days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Berkshire Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 ET 7/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS  
ix 52x 156x 312x 520x 1040x 1560x  
1 min. 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
30/less. 6.00 5.50 5.00 4.50 4.00 3.50 3.00

7. PACKAGE PLANS  
PER WK: 1 min 30/less  
EA, ROS: 15 ti 30 ti 60 ti 15 ti 30 ti 60 ti  
1 wk. 6.00 5.50 5.00 5.00 4.50 4.00  
2 wk. 5.50 5.00 4.50 4.50 4.00 3.50  
5+ 5.00 4.50 4.00 4.00 3.50 3.00  
Cons. wks/7 days

10. SPECIAL FEATURES  
News/Sports—1 min, contract rate plus 2.25. News/Sports adjacencies—1 min, contract rate plus 1.50.

**GREENFIELD (1 AM; 1 FM)**

Franklin County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WHAI WHAI-FM**

1938

1948

NAB RAB

Media Code 4 222 4290 9.00  
Halgis Broadcasting Corp., Box 32, 486 Main St., Greenfield, Mass. 01301. Phone 413-774-4301.

STATION'S PROGRAMMING DESCRIPTION  
WHAI: Programmed for general interest.

1. PERSONNEL  
General Manager—Charles D. Prentice, Jr.
2. REPRESENTATIVES  
Vic Piano Associates, Inc.  
New England—Nona Kirby Co., Inc.
3. FACILITIES  
1,000 w. days. 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30-12:05 am. EST.  
FM-ERP 1,000 w.; 98.3 mc.
4. AGENCY COMMISSION  
15/0 time only; payable 15th.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
No. 16A ET 10/1/73—Rec'd 10/31/73.  
AA—5:30-9 am, 11:30 am-1 pm & 4-7 pm.  
A—9-11:30 am & 1-4 pm.  
B—Mon thru Fri 7 pm-sign-off; Sat 1 pm thru Sun sign-off.

6. SPOT ANNOUNCEMENTS  
CLASS AA  
i min 30 sec  
FIXED: 1 ti 5 ti 9-12+ 1 ti 5 ti 9-12+  
1-25 wk. 7.05 6.75 6.45 5.90 5.60 5.30  
26-52 wk. 6.45 6.20 5.90 5.30 5.00 4.70

CLASS A  
1-25 wk. 5.90 5.60 5.30 4.70 4.40 4.15  
26-52 wk. 5.30 5.00 4.70 4.15 3.80 3.55  
B: 1-min 3.25; 30-sec 2.50.  
10 sec ID's: minimum of 5, no frequency discount, flat 3.55.

7. PACKAGE PLANS  
SATURATION PLANS—ROS—BTA  
(No guarantee of AA times)  
—\*2 wk — —\*1 wk —  
PER PERIOD, EA: 100 ti 50 ti 25 ti 15 ti  
1 min. 3.25 3.55 4.00 4.70  
30 sec. 2.50 2.65 2.95 3.55  
10 sec ID's: minimum of 5, no frequency discount, flat 3.55.  
(\*) Maximum.

10. SPECIAL FEATURES  
News-casts—incl open, close & 1-min spot, 7.95.

**HAVERTHILL (1 AM; 1 FM)**

Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WHAV**

1947

Media Code 4 222 4420 2.00  
WHAV Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Phone 617-374-4783.

1. PERSONNEL  
Sta. Mgr. & Treas.—Edward Cetlin.
2. REPRESENTATIVES  
New England—Eckels & Queen, Inc.
3. FACILITIES  
1,000 w. days. 250 w. nights; 1490 kc.  
Non-directional.
4. AGENCY COMMISSION  
15% on net time only; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 15b.

**MASSACHUSETTS**

Basic Rates: 20b, 21b, 25a.  
Contracts: 40a, 48.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 82.

**TIME RATES**

ET 12/1/66—Rec'd 4/10/67.

6. SPOT ANNOUNCEMENTS  
ix 26x 52x 104x 156x 260x  
1 min. 10.00 9.50 9.00 8.50 8.00 7.50  
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

8. PROGRAM TIME RATES  
ix 26x 52x 104x 156x 260x  
1 hr. 100.00 95.00 90.00 85.00 80.00 75.00  
1/2 hr. 60.00 57.00 54.00 51.00 48.00 45.00  
1/4 hr. 40.00 38.00 36.00 34.00 32.00 30.00  
10 min. 30.00 28.50 27.00 25.50 24.00 22.50  
5 min. 20.00 19.00 18.00 17.00 16.00 15.00

**WHAV-FM**

1959

NAB FMB

Media Code 4 222 4421 6.00  
WHAV Broadcasting Co., Inc., 30 How St., Haverhill, Mass. 01830. Drake 4-4733.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WHAV-FM: Programmed for adults.

- MUSIC: uninterrupted and popular 95%. NEWS: headlines on hour; weather at :30. COMMERCIAL POLICY: 4 minutes per hour with 1 minute or 2 30-second commercials at 15 minute intervals. Contact Representative for further details. Rec'd 8/15/70.
3. FACILITIES  
ERP 50,000 w.; 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.:

**TIME RATES**  
ET 5/30/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 26 ti 52 ti 104 ti 150 ti 260 ti  
1 min. 10.00 9.50 9.00 8.50 8.00 7.50

**HOLYOKE**

Hampden County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

See Springfield-Holyoke-Chicopee  
(including East Langmeadow, Northampton, Westfield, West Springfield)

**HYANNIS**

Barnstable County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

See Barnstable-Hyannis

**LAWRENCE (1 AM; 1 FM)**

Plus 1 paid duplicate.  
Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WCCM**

1947

NAB

A Curt Gowdy Station  
Media Code 4 222 4680 1.00  
Curt Gowdy Broadcast, Corp., 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171.

STATION'S PROGRAMMING DESCRIPTION  
WCCM: Programmed for adults & young adults with emphasis on local community involvement.

- MUSIC: MOR. NEWS: 3 newsmen & 2 mobile units. 5-min news at :30 & :60. Block report of 15-min at 7:30, 8:30 am & 5:30 pm. SPORTS: 25 play-by-play high school football. Daily at 7:40 & 8:40. Bowling, ski watch, college hockey, basketball & American Legion Baseball. TALK: shows 9:35-10 am, noon-2 pm. Local birth & death announcements, job availabilities, household tips, etc. Guests & open of 18 minutes an hour. Contact Representative for further details. Rec'd 11/30/73.

1. PERSONNEL  
President—Curt Gowdy.  
Station Manager—John Bassett.  
Sales Manager—William Curtin.
2. REPRESENTATIVES  
Gill-Penna, Inc.  
New England—Northeastern Spot Sales, Inc.  
South, Southeast, Southwest—Mario Messina Co.
3. FACILITIES  
1,000 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10h, 11h, 12b, 13b, 14h, 15b.  
Basic Rates: 21a, 22a, 23a, 24c, 25a, 28b, 33a.  
Contracts: 40a, 41, 42c, 43, 44h, 46, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 62d.  
Cancellation: 70b, 71a, 73a.  
Prod. Services: 80, 82.  
FM facilities: WCGY (FM).  
Affiliated with MBS.

**TIME RATES**  
ET 10/1/73—Rec'd 11/30/73.  
AA—Mon thru Sat 6-9 am & 3-6 pm; Sun 9 am-4 pm.  
A—All other times.  
(This listing continued on next page)

# MASSACHUSETTS

## Lowell—WCCM—Continued

**6. SPOT ANNOUNCEMENTS**

PER WK: (°) 7 ti 14 ti 21 ti

1 min. fixed..... 12 11 10 9

(\*) 1 ti or fixed.

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AA: Extra 10%.

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min

1 x..... 110 80 45 30 18

## WCGY (FM)

(formerly WCCM-FM)

1959

NAB

**A Curt Gowdy Station**  
Media Code 4 222 4745 2.00  
Curt Gowdy Broadcasting Corp., 33 Franklin St., Lawrence, Mass. 01840. Phone 617-683-7171.  
S. affiliated AM station for additional information.  
AM facilities: WCCM-FM.

**STATION'S PROGRAMMING DESCRIPTION**  
WCGY (FM): Programmed for young adults.  
MUSIC: Rock. NEWS: 2-min at :58 or :28. COMMERCIAL POLICY: music in approximately 15 min blocks with commercial breaks at approximately :13, :28, :43 & :56. Maximum 8 commercial units per hour. Contact Representative for further details. Rec'd 6/24/74.

**1. PERSONNEL**  
General Manager—John Bassett.  
Sales Manager—Mitt Kray.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 402 ft. above average terrain.

### TIME RATES

ET 6/3/74—Rec'd 6/24/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.  
A—Mon thru Sat, midnight-6 am.

**7. PACKAGE PLANS**

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
EA:	16.00	12.80	14.00	11.20	12.00	9.60
1 ti.....	14.00	11.20	12.00	9.60	10.00	8.00
12 ti.....	12.00	9.60	10.00	8.00	8.00	6.40
18 ti.....	10.00	8.00	8.00	6.40	6.00	4.80
24 ti.....	8.00	6.40	6.00	4.80	4.00	3.20

ROS MONDAY-SUNDAY/BTA—PREEMPTIBLE

PER WK: 12 ti 18 ti 24 ti

1 min..... 11.00 9.00 7.00

30 sec..... 8.80 7.20 5.60

13 wk—5% DISCOUNT

52 wk—15%

**10. SPECIAL FEATURES**  
New capsules—1/12x 1-min.

## WLLH

1934

LOWELL

NAB

(This is a paid duplicate of the listing appearing under Lowell, Mass.)  
Media Code 4 222 5070 4.00  
Station WLLH, Lawrence and Station WLLH, Lowell are operated synchronously and simultaneously.  
WLLH, Inc., 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.  
Other Studios & Offices: Box 1400, 4 Broadway St., Lowell, Mass. 01853. Phone 617-458-8486.

**STATION'S PROGRAMMING DESCRIPTION**  
WLLH: MUSIC: top 40 plus oldie format using jingles with news at :30. 4 man news team, emphasis on local news. SPORTS: live play-by-play of high school football & basketball. Women's oriented talk show 9-9:30 am. M-F. Contact Representative for further details. Rec'd 6/1/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Arnold S. Lerner.  
Station Manager—Albert N. Armstrong.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Eckels & Queen, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 25a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
FM facilities: WSSH (FM).  
NOTE: Rates include simultaneous broadcasts over WLLH's synchronized AM transmitters in both Lowell and Lawrence.

### TIME RATES

ET 10/1/72—Rec'd 6/4/73.  
AA—6-9 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min. fixed..... AA A

16.50 15.00

**7. PACKAGE PLANS**

SATURATION PACKAGES—ROS—CLASS AA

PER WK: 30 ti 25 ti 20 ti 15 ti 10 ti

1 min..... 11.00 11.25 11.50 11.75 12.00

30 sec..... 8.75 9.00 9.25 9.50 9.75

CLASS A

1 min..... 9.00 9.25 9.50 9.75 10.00

30 sec..... 7.25 7.50 7.75 8.00 8.25

**8. PROGRAM TIME RATES**

5 min. fixed..... 30.00 (D)

# LEOMINSTER

Worcester County—Map location F-4  
See SRDS consumer market map and data at beginning of the State.

## See Fitchburg-Leominster

# LOWELL (2 AM; 1 FM)

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WCAP

1951

NAB

Media Code 4 222 4940 9.00  
Boston Radio, Inc., 243 Central St., Lowell, Mass. 01852. Phone 617-454-0404.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCAP: Programmed for young adults and adults, 18-49.

**MUSIC:** Current MOR hits and standards with air personalities. NEWS: UPI, AP, UPI audio network, sports department and sports director. 15 min news and sports at 6, 6:30, 7, 7:30, 8, 8:30 am, 3, 4, 5, 6 pm, 30 min at noon, 5 min at :30 and :50 other hours. 4 man local news staff, 2-way mobile units, full weather station. Features: tele-talk with guests, local, national and sports commentaries, job openings, telephone trading time, community calendar, birth reports, high school football, golf tournaments, horse race broadcasts, annual radiothon fund raisers. Contact Representative for further details. Rec'd 2/4/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Israel Cohen.  
Sales Manager—Maurice Cohen.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Boston—Kettell-Carter.  
South. Southw.—Busby, Finch and Woods, Inc.

**3. FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am sign-off. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b.  
Cancellation: 71a, 73a.  
Member: National AdRadio Groups, Inc.

### TIME RATES

No. 10 ET 1/1/74—Rec'd 2/4/74.  
AA—Mon thru Sat 6-10 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE—CLASS AA—ROS

5 ti 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti

1 wk 12.25 11.25 11.00 10.80 10.40 10.00 9.60

4 wk 12.00 11.00 10.75 10.55 10.15 9.75 9.35

CLASS A

1 wk 10.50 9.50 9.25 9.05 8.65 8.25 7.85

4 wk 10.25 9.25 9.00 8.80 8.40 8.00 7.60

30 SECONDS—CLASS AA—ROS

1 wk 9.90 9.10 8.90 8.75 8.45 8.15 7.85

4 wk 9.50 8.90 8.70 8.55 8.25 7.95 7.65

CLASS A

1 wk 8.40 7.60 7.40 7.25 6.95 6.65 6.35

4 wk 8.00 7.40 7.20 7.05 6.75 6.45 6.15

Fixed position: AA rates.  
Consec wks earn 4 week discount.

**8. PROGRAM TIME RATES**  
5-min. flat 25.00.

**10. SPECIAL FEATURES**

NEWSCASTS: 13 wk 26 wk 52 wk

3 ti..... 20.00 19.00 17.50

6 ti..... 19.00 18.00 16.50

Extension 98—Mon thru Fri 9:30-10:30 am, flat 13.75.

**2 to 1** over the competition

**No. 1\*** for 21 years

\*Sept. 1973 Lowell ARB

**WCAP-980**

## WLLH

1934

NAB

Media Code 4 222 5070 4.00  
Station WLLH, Lawrence and Station WLLH, Lowell are operated synchronously and simultaneously.  
WLLH, Inc., Box 1400, 4 Broadway St., Lowell, Mass. 01853. Phone 617-458-8486.  
Other Studios & Offices: 46 Amesbury St., Lawrence, Mass. Phone 617-682-2148.

**STATION'S PROGRAMMING DESCRIPTION**  
WLLH: MUSIC: top 40 plus oldie format using jingles with news at :30. 4 man news team, emphasis on local news. SPORTS: live play-by-play of high school football & basketball. Women's oriented talk show 9-9:30 am. M-F. Contact Representative for further details. Rec'd 6/1/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Arnold S. Lerner.  
Station Manager—Albert N. Armstrong.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Eckels & Queen, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 25a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
FM facilities: WSSH (FM).  
NOTE: Rates include simultaneous broadcasts over WLLH's synchronized AM transmitters in both Lowell and Lawrence.

### TIME RATES

ET 10/1/72—Rec'd 6/4/73.  
AA—6-9 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min. fixed..... AA A

16.50 15.00

**7. PACKAGE PLANS**

SATURATION PACKAGES—ROS—CLASS AA

PER WK: 30 ti 25 ti 20 ti 15 ti 10 ti

1 min..... 11.00 11.25 11.50 11.75 12.00

30 sec..... 8.75 9.00 9.25 9.50 9.75

CLASS A

1 min..... 9.00 9.25 9.50 9.75 10.00

30 sec..... 7.25 7.50 7.75 8.00 8.25

**8. PROGRAM TIME RATES**

5 min. fixed..... 30.00 (D)

## WSSH (FM)

1947

NAB

Media Code 4 222 5071 2.00  
WLLH, Inc., Box 1400, 4 Broadway, Lowell, Mass. 01853. Phone 617-458-8486.  
Other studios & Offices: 46 Amesbury St., Lawrence, Mass. 01840. Phone 617-682-2148.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSSH (FM): MUSIC: instrumental album cuts, with emphasis on string selections. NEWS: 2 min of regional at :58. COMMERCIAL POLICY: music in approximate 15 minute blocks with commercial breaks at :15, :30, :45 & :57. A maximum limit of 6 commercials per hour. Contact Representative for further details. Rec'd 6/1/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Arnold S. Lerner.  
Station Manager—Albert N. Armstrong.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Boston—Eckels & Queen, Inc.

**3. FACILITIES**  
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 550 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 25a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
AM facilities: WLLH.

### TIME RATES

ET 1/1/73—Rec'd 1/2/73.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.  
B—Tues thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:

AAA..... 25.00 22.00 19.00 16.00

AA..... 20.00 18.00 16.00 14.00

B..... 8.00 7.50 7.00 6.50

30 sec/less: 80% of 1-min.

**7. PACKAGE PLANS**

ROS—MON THRU SUN 6 AM-MIDNIGHT

PER WK: 6 ti 12 ti 18 ti 24 ti

1 ti..... 7.00 14.00 21.00 28.00

PER DAY: 1 ti 2 ti 3 ti 4 ti

1 min..... 17 16 15 14

30 sec/less: 80% of 1-min. (D)

## LYNN

Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**See Boston**  
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

## MARLBORO

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WSRO

1958

NAB

A New England Broadcasting Station  
Media Code 4 222 5330 2.00  
WSRO, Inc., 42 Curtis Ave., Marlboro, Mass. 01752. Phone 617-485-1470.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSRO: Programmed for adults and mature young adults.

**MUSIC:** Middle-of-the-road, standard pops format leaning toward adult tastes. NEWS: headlines on hour and half hour. 30 min news reports at 7 am & 12:30 pm, including school lunch menus, birth reports, stock market summary, job opportunities, sports and weather, as well as world, national, regional and local news. Weather at :15 and :45. 50 min talk program M-F. Telephone trading program, 30 min M-F. SPORTS: coverage of high school football, hockey, basketball and baseball, plus coverage of ladies, and men's professional golf tournaments. Remote broadcasts available. Rec'd 7/23/73.

**1. PERSONNEL**  
President—Douglas J. Rowe  
Vice-Pres. & Gen'l Mgr.—Thomas M. McAuliffe.

**3. FACILITIES**  
1,000 w. days; 1470 kc. Directional.  
Operating schedule: 6 am-local sunset. EST

## 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 42a, 45, 47a.  
Comb.: Cont. Discounts: 60b, 61a, 61c, 62e.  
Cancellation: 70a, 70c, 71b, 73a.

### TIME RATES

ET 7/1/74—Rec'd 7/8/74.  
AA—Mon thru Fri 6-10 am & 11:30 am-1:30 pm.  
A—10-11:30 am & 1:30 pm sign-off.

**6. SPOT ANNOUNCEMENTS**

PER YR: 2000x 1000x 500x 260x 52x 1x

1 min..... 5.50 6.25 6.75 7.75 9.25 10.00

30 sec..... 4.25 4.75 5.25 6.25 7.00 7.75

CLASS AA

1 min..... 4.00 4.50 5.00 6.25 7.50 8.00

30 sec..... 3.00 3.50 4.75 4.75 5.75 6.25

CLASS A

1 min..... 4.00 4.50 5.00 6.00 7.25 8.00

30 sec..... 3.00 3.50 4.00 4.00 5.25 6.25

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec

4 wk..... 5.25 4.25 6.00 4.75 6.25 5.00

13 wk..... 5.00 4.00 5.50 4.50 6.00 4.75

26 wk..... 4.75 3.75 5.25 4.25 5.50 4.50

52 wk..... 4.50 3.50 5.00 4.00 5.25 4.25

CLASS A

4 wk..... 4.25 3.25 4.75 3.75 5.00 4.00

13 wk..... 4.00 3.00 4.50 3.50 4.75 3.75

26 wk..... 3.75 2.75 4.25 3.25 4.50 3.50

52 wk..... 3.50 2.50 4.00 3.00 4.25 3.25

**7. PACKAGE PLANS**

OPEN TAP CONTRACTS—1/2AA, 1/2A

PER YR: 2000x 1000x 500x 260x 52x 1x

1 min..... 5.00 5.50 6.00 7.00 8.25 9.00

30 sec..... 3.75 4.25 4.75 5.50 6.25 7.00

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec

4 wk..... 4.75 3.75 5.25 4.25 5.50 4.50

13 wk..... 4.50 3.50 5.00 4.00 5.25 4.25

26 wk..... 4.25 3.25 4.75 3.75 5.00 4.00

52 wk..... 4.00 3.00 4.50 3.50 4.75 3.75

**7-DAY SATURATION PLAN—TAP**

100+..... 15 sec 30 sec 1 min

50+..... 2.50 3.00 4.00

10. SPECIAL FEATURES

Newscasts—1/12x 1-min rate.

## MEDFORD

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**See Boston**  
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

## MILFORD

Worcester County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WMRC

1956

NAB

Media Code 4 222 5460 7.00  
Milford Radio Corp., 33 Congress St., Milford, Mass. 01757. Phone 617-473-1480.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMRC: Programmed for adults and young adults.

**1. PERSONNEL**  
General Manager—Lawrence Shane.  
Boston—Northeastern Spot Sales, Inc.

**2. REPRESENTATIVES**  
National Time Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: EST.

**4. AGENCY COMMISSION**  
15% on time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

No. 5 ET 6/1/72—Rec'd 10/6/52.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE—BTA

PER WK, EA:

10 ti 20 ti 30 ti 40 ti 50 ti 60 ti

1 wk..... 7.50 7.00 6.80 6.60 6.40 6.20

9 wk..... 6.50 6.00 5.80 5.60 5.40 5.20

13 wk..... 6.00 5.50 5.30 5.10 4.90 4.70

26 wk..... 5.90 5.40 5.20 5.00 4.80 4.60

52 wk..... 5.80 5.30 5.10 4.90 4.70 4.50

30 SECONDS

1 wk..... 7.10 6.60 6.40 6.20 6.00 5.80

9 wk..... 6.10 5.60 5.40 5.20 5.00 4.80

13 wk..... 5.60 5.10 4.90 4.70 4.50 4.30

26 wk..... 5.50 5.00 4.80 4.60 4.40 4.20

52 wk..... 5.40 4.90 4.70 4.50 4.30 4.10

Drive time: 6-9 am & 4-7 pm, extra 10%.

10/15 sec: 80% of 1-min.

## NATICK

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WGTR

1972

NAB

Media Code 4 222 5525 7.00  
Home Service Broadcasting Corp., 24 W. Central St., Natick, Mass. 01760. Phone 617-655-2500.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGTR: Programmed for 18-49 year olds.  
MUSIC: contemporary. AIR PERSONALITIES.  
NEWS: 5-man department, 15-minutes at 6:15, 6:45, 7:15, 7:45, 8:15 & 8:45 am, 10-minutes at (This listing continued on next page)



**Notick—W G T R—Continued**

11:50 am, 5-minutes every other hour at :55. Stock reports twice daily. Sports & weather reports. Rec'd 8/30/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John H. Garabedian.  
General Sales Manager—Craig K. Howard.  
Public Affairs Director—Doris Carlson.
- FACILITIES**  
1,000 w.; 100.0 mc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; payable in 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3c, 4a, 4d, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 24a, 25a, 28a, 28c, 29a, 29b, 30, 31, 32d, 33a.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 9/1/73—Rec'd 11/2/73.  
Drivetime—Sun thru Fri 6-10 am & 3-7 pm; Sat 10 am-6 pm; Sun noon-6 pm.  
Daytime—All other times.

- SPOT ANNOUNCEMENTS**  

1 min.	Drivetime			Daytime		
	10	20	30	10	20	30
1 min.	10	15	11	13	12	11
30 sec/less	12	11	10	9	8	7
- PACKAGE PLANS**  
SATURATION, BTA:  

30 sec.	40 ti	50 ti	60 ti	70 ti
1 min.	295	362	427	490
1 min.	413	507	598	686
- SPECIAL FEATURES**  
NEWS/SPORTS/STOCK REPORT/WEATHER  

1 min.	1 min.			30 sec/less		
	10	20	30	10	20	30
1 min.	22	20	16	14	14	14
Daytime	18	16	13	11	11	11

- CONSECUTIVE WEEK DISCOUNT**  
28 wk—10%  
RATEHOLDER—Minimum of 4 per wk.  
BIG BULK DISCOUNT  
1000.00+ in any wk, extra 20%. May not combine with consecutive wk discount.  
3000.00+ gross in any 12 wk may apply this extra 20% to any buys within full yr. Not retroactive to previous buys.

**NEW BEDFORD (2 AM; 2 FM)**

Bristol County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

**WBSM**

1949



Media Code 4 222 5590 1.00  
Your Good Neighbor Stations, Inc., Rt. 8, New Bedford, Mass. 02740. Phone 617-993-1767.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBSM: Programmed for young adults & adults.  
MUSIC: MOR, C & W 6:30-8 pm, TALK: 9 am-12N & 8-11 pm, SPORTS/telephone-talk 6:30-7:30 pm, NEWS: at :30 & :30. Features: Daily weather by own meteorologist. Contact Representative for further details. Rec'd 11/30/72.

- PERSONNEL**  
President—Bruce M. Lyons.  
General Manager—Robert F. Nims.
- REPRESENTATIVES**  
Market 4 Radio  
Northeastern Spot Sales, Inc.  
Detroit—Pearse Sales.
- FACILITIES**  
5,000 w. day; 1,000 w. nights. 1420 kc.  
Directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0: 15 days.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14, 15a, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

Eff 8/15/73—Rec'd 8/27/73.  
AA—6-9 am & 4-6 pm.  
A—Noon-4 pm & 8-11 pm.

- SPOT ANNOUNCEMENTS**  

1 min.	1 MINUTE				
	1x	10x	20x	30x	500x/1000x/1500x
AA	12.00	11.25	11.00	10.75	10.50
A	10.00	9.50	9.25	9.00	8.75
- PACKAGE PLANS**  

30 SECONDS	1 min.	2 min.	3 min.	4 min.	5 min.
AA	10.00	9.00	8.75	8.50	8.25
A	8.00	7.50	7.25	7.00	6.75
- PARTICIPATING PROGRAMS**  
Cuzzin Dave Show—Mon thru Fri 6:30-8 pm; Sat 6:30 pm-midnight, ea 10.00.
- SPECIAL FEATURES**  
15/0 time only.  
News-casts—8 am-noon & 4-6 pm, 5-min, ea 18.00.  
News-casts—Other times, ea 13.50.  
Daily Fish Auction—8:55 am, ea 25.00; 12:30 pm, ea 15.00.  
Ad Lib Open Line Programs—9 am-noon, ea 18.00; Other Programs, ea 15.00.

**WGCY (FM)**

1949



Media Code 4 222 5555 2.00  
Gray Communications, Inc., 370 Union St., New Bedford, Mass. 02740. Phone 617-997-2929.

**STATION'S PROGRAMMING DESCRIPTION**  
WGCY (FM): Programmed for Portuguese-American in Portuguese language completely.  
MUSIC: Portuguese & Brazilian, standards, rock & roll, folklore & semi-classical. NEWS: 5-min at :30 except at 10 AM & 2 PM when a social calendar is aired. Local, national & international reports with UPI & ANI services plus Portugal reports. Local fish auction at 9:30 am. Request show, tele/talk with discussion of local problems, contests. Foreign tapes, featuring soap operas, music, poetry & lectures. Air Personalities, remote broadcasts, grand openings, social events, special interest are live. Contact Representative for further details. Rec'd 10/23/72.

- PERSONNEL**  
President—George Gray.  
General Manager—Paul Andrade.  
Program Manager—Joao Mateus.
- REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Boston—Kettell-Carter, Inc.
- FACILITIES**  
ERP 50,000 w.; 97.3 mc.  
Operating schedule: 5-11 am. EST.  
Antenna ht.: 387 ft. above average terrain.
- AGENCY COMMISSION**  
15/0: 15 days.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

Eff 10/1/73—Rec'd 5/3/74.  
AA—Mon thru Sat 5-11 pm.  
A—Mon thru Sat 6-9 am; Sun all day.  
B—Night Flight 11 pm-6 am.  
C—Sat 9 am-5 pm.

- SPOT ANNOUNCEMENTS**  

PER WK.	1 min			30 sec		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 wk.	18.50	13.25	8.25	11.75	9.50	6.00
12 wk.	15.50	12.50	7.75	11.00	9.00	5.75
18 wk.	14.75	11.75	7.50	10.00	8.00	5.50
24 wk.	14.00	11.00	7.00	9.25	7.50	4.75
- PACKAGE PLANS**  

PER WK. B:	5 wk	11 wk	18 wk
1 min or 30 sec.	7	14	21
7 DAYS:	1 min	30 sec	10 sec
50 ti.	500	395	285
- PARTICIPATING PROGRAMS**  
Talk Show 7-9 pm Tues thru Thurs 23.50 20.00 16.50
- SPECIAL FEATURES**  
NEWS/SOCIAL CALENDAR/FISH AUCTION  

PER WK:	6 wk	12 wk	18 wk	24 wk
AA	16.50	15.75	15.00	14.25
B	11.50	11.00	10.00	9.25

**WMYS (FM)**

1948

Media Code 4 222 5687 5.00  
New Bedford Radio, Inc., 737 County St., New Bedford, Mass. 02740. Phone 617-999-5228.  
See affiliated AM station for additional information.  
AM facilities: WNRH.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMYS (FM): MUSIC: MOR.  
NEWS: network at :15. **COMMERCIAL POLICY:** 8 commercial minutes per hour. Computer time check 42/hour. Contact Representative for further details. Rec'd 10/8/73.

- PERSONNEL**  
Sales Manager—William Baldwin.
- FACILITIES**  
ERP 20,000 w.; 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 370 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.
- TIME RATES**  
Eff 10/1/73—Rec'd 10/8/73.
- SPOT ANNOUNCEMENTS**  

PER WK. ROS:	6 ti	12 ti	18 ti	24 ti	40 ti
1 min.	4.50	4.25	4.00	3.75	3.40
30 sec.	3.80	3.35	3.10	2.85	2.50
- PACKAGE PLANS**  

PER YR. BULK. EA:	365x	730x	1460x
1 min.	4.50	4.00	3.50
30 sec.	3.80	3.20	2.80
- SPECIAL FEATURES**  
Area news & weather sponsorship—5.00 ea. flat. Incl open & 1-min spot.

**WNBH**

1921

Media Code 4 222 5720 4.00  
New Bedford Radio, Inc., 737 County St., New Bedford, Mass. 02740. Phone 617-999-5228.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNBH: programmed for men & women 18-49.  
MUSIC: MOR. AIR PERSONALITIES, commentators, 4 local newsmen, sex mobile unit. NEWS: network. SPORTS: local high school, baseball, football, basketball, pro baseball. Contact Representative for further details. Rec'd 5/29/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Paul Levesque.  
General Sales Manager—Stan Hamilton.
- REPRESENTATIVES**  
New England—Creed Associates, Inc.
- FACILITIES**  
1,000 w. days. 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

FM facilities: WMYS (FM).  
Affiliated with American Information Network.

**TIME RATES**

- No. 14 Eff 10/1/73—Rec'd 10/8/73.  
AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm.  
A—7 pm-6 am.
- SPOT ANNOUNCEMENTS**  

AAA FIXED:	1x	26x	52x	156x
1 min.	15.00	12.00	10.00	8.00
30 sec.	12.00	9.60	8.00	6.40
10 sec.	7.50	6.00	5.00	4.00
  - PACKAGE PLANS**  

PER WK.	ROS/BTA			—10 sec—		
	1 wk	13 wk	13 wk	1 wk	13 wk	13 wk
12 ti.	8.00	7.00	7.00	6.00	5.75	5.50
18 ti.	7.75	6.75	6.75	5.75	5.50	5.50
  - TOTAL AUDIENCE PLANS**  

24 ti.	7.50	6.50	6.50	5.50	5.25
48 ti.	7.25	6.25	6.25	5.25	5.00
72 ti.	7.00	6.00	6.00	5.00	4.75
96 ti.	6.50	5.50	5.50	4.50	4.25
  - DISCOUNT**  
26 wk—5%  
52 wk—10%
  - PROGRAM TIME RATES**  

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	110	60	45	35
26 x	100	50	40	30
52 x	90	40	30	20
156 x	80	30	20	15
  - SPECIAL FEATURES**  
NEWS/WEATHER/SPORTS  

PER WK.:	1 ti	2 ti	3 ti	8 ti	10+
AAA	18.00	13.00	12.00	11.00	10.50
AA	15.00	12.00	11.00	10.00	9.50
A	14.00	11.00	10.00	9.00	8.00

**NEWBURYPORT**

Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WNBP**

1957

Media Code 4 222 5850 9.00  
Tri-City Broadcasting Co., 54 Pleasant St., Newburyport, Mass. 01950. Phone 617-462-8654.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNBP: pop. ads, top 40 & C&W music.

- PERSONNEL**  
General Manager—Irving W. Kaiser.
- REPRESENTATIVES**  
Boston—Northeastern Spot Sales, Inc.
- FACILITIES** 500 w.; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
10% discount when bought in combination with WLYN, Lynn.

**TIME RATES**

No. 4 Eff 8/1/69—Rec'd 7/30/69.

- SPOT ANNOUNCEMENTS**  
BEST TIMES AVAILABLE  

26 x	1 min			30 sec			10 sec		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
52 x	5.50	4.40	2.90	5.00	4.20	2.70	5.00	4.00	2.50
104 x	5.00	4.20	2.30	4.75	3.80	2.30	4.50	3.60	2.10
312 x	4.50	3.60	2.10	4.25	3.40	1.90	4.00	3.20	1.70
1500+	3.75	3.00	1.50						
- PACKAGE PLANS**  
SATURATION PACKAGE—ROS  
(Must be used in 8 consecutive days)  

1 min.	15 ti				25 ti				35 ti				50 ti			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	
1 min.	67.50	106.25	140.00	187.50	54.00	85.00	112.00	150.00	10 sec.	31.50	47.50	59.50	75.00			
- BUSINESS BUILDER PACKAGE**  

PER WK.:	6 wk	13 wk	26 wk	52 wk
1 min. 6 ti.	27.00	25.50	24.00	22.50
- SPECIAL FEATURES**  
Guaranteed news adjacencies, extra .50.  
Ipwich News, Amesbury News, Party Line—per spot 6.50.

**NEWTON**

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**See Boston**

(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

**NORTH ADAMS (1 AM; 1 FM)**

Berkshire County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WMNB**

1947

- PERSONNEL**  
Subscriber to the NAB Radio Code  
Media Code 4 222 6110 7.00  
Berkshire Broadcasting Co., Inc., Box 707, 466 Curran Hwy., North Adams, Mass. 01247. Phone 413-663-6567.
- PERSONNEL**  
Pres. & Mgr.—Donald A. Thurston.
- REPRESENTATIVES**  
Vic Piano Associates, Inc.  
Boston—Nona Kirby Co., Inc.
- FACILITIES**  
1,000 w. days. 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30-1 am. EST.
- AGENCY COMMISSION**  
15% on time.

**MASSACHUSETTS**

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Berkshire Group.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 7/1/74—Rec'd 5/2/74.
- SPOT ANNOUNCEMENTS**  

1 min.	1x					26x					52x					156x				
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec		
1 min.	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.50	0.50	0.50	0.50	0.50	0.50	
  - PACKAGE PLANS**  

PER WK.:	1 min			30 sec			10 sec		
	15 ti	30 ti	60 ti	15 ti	30 ti				

# MASSACHUSETTS

## ORLEANS (1 AM; 1 FM)

Barnstable County—Map location L-6  
See SRDS consumer market map and data at beginning of the State.

**WVLC**

1970



Media Code 4 222 6435 8.00  
Seashore Broadcasting Co., Inc., Box 1170, off Rt. 6A, Orleans, Mass. 02853. Phone 617-255-3220.

**STATION'S PROGRAMMING DESCRIPTION**  
WVLC: Programmed for general local interest.

- PERSONNEL  
Pres. & Gen'l Mgr.—Ralph B. Hunter.
- FACILITIES  
1,000 w.; 1170 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WVLC-FM.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

AM/FM SIMULCAST  
No. 5 Eff 8/1/74—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS			
PER WK:	1 ti	6 ti	12 ti
1 min	12.69	11.88	11.06
30 sec	9.50	8.88	8.31
10 sec	6.31	5.94	5.50
DISCOUNT			
13 wk—10%	26 wk—30%		

7. PACKAGE PLANS			
SHORT TERM PACKAGE			
WITHIN 2 WKS, EA:	20 ti	32 ti	64 ti
1 min	6.56	6.25	5.86
30 sec	5.00	4.69	4.30
10 sec	3.13	2.81	2.54

LONG TERM PACKAGE			
PER YR, EA:	1 min	30 sec	10 sec
500 x	6.53	4.76	3.25
1000 x	6.09	4.58	3.02

YEAR ROUND PACKAGE—50% DISCOUNT			
PER WK, EA:	1 ti	6 ti	12 ti
1 min	6.35	5.94	5.54
30 sec	4.75	4.44	4.16
10 sec	3.18	2.98	2.75
RATEHOLDERS—PER WK			
9/10 sec—26.82	5/1 min—31.75		
6/30 sec—26.64	5 pms—47.50		

To qualify for 50% discount, minimum of 25.00 per wk after discounts.

**WVLC-FM**

1974



Media Code 4 222 6436 6.00  
Seashore Broadcasting Co., Inc., Box 1170, off Rt. 6A, Orleans, Mass. 02853. Phones 617-255-3220, 771-1021.

- See affiliated AM station for additional information.
- FACILITIES  
ERP 50,000 w. (horiz.), 29,200 w. (vert.); 104.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 350 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVLC.

**TIME RATES**

Local sunset-midnight, AM/FM simulcast rates less 25%.

## PITTSFIELD (3 AM; 2 FM)

Berkshire County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WBEC**

1947



Subscriber to the NAB Radio Code  
Media Code 4 222 6500 9.00  
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9595.

**STATION'S PROGRAMMING DESCRIPTION**  
WBEC: Programs to age groups between 18 & 49. MUSIC: general popular. NEWS: network hourly, local each hour, commentator twice daily, 3 newsmen, editorializes regularly, movie reviewer & meteorologist. Sponsors local community activities. SPORTS: sponsors local professional athletes of year competition, swim meet, carries local pro games & high school sports. Contact Representative for further details. Rec'd 4/12/71.

- PERSONNEL  
President—Richard S. Jackson.  
Vice-Pres. & Gen'l Mgr.—Ronald A. Stratton.
- REPRESENTATIVES  
Jack Masla & Co. Inc.  
New England—Kettell-Carter, Inc.
- FACILITIES  
1,000 w.; 1420 kc.  
Non-directional days, directional nights.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33c.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51b, 51c.  
Comb.: Cont. Discount: 60a, 60c, 61c, 62d.  
Cancellation: 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WQRB (FM).  
Affiliated with American Contemporary Network.

**TIME RATES**

Eff 8/1/74—Rec'd 7/3/74.  
AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—All other times.

7. PACKAGE PLANS				
SATURATION—CLASS A				
1 MIN:	5 ti	10 ti	20 ti	40 ti
1 wk	10.55	10.00	9.40	8.80
13 wk	10.00	9.40	8.80	8.20
26 wk	8.40	8.80	8.20	7.60
52 wk	8.80	8.20	7.60	7.05
30 sec: 80% of 1-min.				
CLASS AA				
1 min, extra	1.15	30 sec, extra	.95	
10. SPECIAL FEATURES				
5-MINUTE NEWS—CLASS A				
NET:	1 wk	13 wk	26 wk	52 wk
EA	11.00	10.50	10.00	9.50

**WBRK**

1938

**WBRK-FM**

1971

**CBS Radio Network**



Media Code 4 222 6630 4.00  
Greylock Broadcasting Corp., 100 North St. Pittsfield, Mass. 01201. Phone 413-442-1553.

- PERSONNEL  
President—E. H. Close.  
Vice-Pres. & Gen'l Mgr.—Howard M. Shultz.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
Boston—New England Spot Sales, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.  
FM-ERP 3,000 w.; 101.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 143 ft. above average terrain.
- AGENCY COMMISSION  
15/0 net time only; 1st of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b, 16.  
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 61a, 62d.  
Cancellation: 70e, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**

Eff 3/15/73—Rec'd 6/18/73.

6. SPOT ANNOUNCEMENTS							
1 min.	9.00	8.55	8.10	7.65	7.20	6.75	6.30
20/30	7.20	6.85	6.50	6.15	5.80	5.45	5.10
10 sec	4.75	4.44	4.16	3.88	3.60	3.32	3.04

7. PACKAGE PLANS

SATURATION					
PER WK, 1 MIN:	5 ti	10 ti	15 ti	20 ti	30 ti
1 wk	8.50	8.00	7.50	7.00	6.50
13 wk	8.00	7.50	7.00	6.50	6.00
26 wk	7.50	7.00	6.50	6.00	5.50
52 wk	7.00	6.50	6.00	5.50	5.00

20/30 sec: 80% of 1-min.  
8/10 sec: Flat 4.00 each. No frequency discount.  
Not combinable for discount.

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min	1 min
	90	54	36	27	18	9

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

**WGRG**

1971



Media Code 4 222 6665 0.00  
Radio Pittsfield Inc., 73 Fourth St., Pittsfield, Mass. 01201. Phone 413-499-1531.

**STATION'S PROGRAMMING DESCRIPTION**  
WGRG: Programmed for target audience 18-35. MUSIC: album rock, jazz & surprises with personality disc jockeys. NEWS: independent, local coverage with editorial commentaries on consumer affairs, women's lib & other subjects. Contact Representative for further details. Rec'd 10/2/72.

- PERSONNEL  
President—Jerry Graham.  
General Executive—Mike Adelson.
- REPRESENTATIVES  
New York—Michael Fulford Company, Inc.  
New England—Northeastern Spot Sales, Inc.
- FACILITIES  
1,000 w. days; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13b, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 25a, 27, 28b, 28c, 29a, 29b, 30, 33c.  
Contracts: 40a, 42b, 44b, 45, 46, 51b, 51c.  
Comb.: Cont. Discounts: 60e, 62d.  
Cancellation: 71b, 72, 73a, 73b.  
Prod. Services: 80.

**TIME RATES**

Eff 7/1/74—Rec'd 7/31/74.

6. SPOT ANNOUNCEMENTS					
PER WK, 1 MIN:	5 ti	10 ti	20 ti	35 ti	50 ti
1 wk	9.10	8.50	7.90	7.00	6.70
13 wk	8.50	7.90	7.30	6.50	6.10
26 wk	7.90	7.30	6.70	5.90	5.50
52 wk	7.30	6.70	6.10	5.30	4.90

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**WQRB (FM)**

1967



Media Code 4 222 6700 5.00  
WBEC, Inc., Box 958, 211 Jason St., Pittsfield, Mass. 01201. Phone 413-443-9598.  
See affiliated AM station for additional information.  
AM facilities: WBEC.

**STATION'S PROGRAMMING DESCRIPTION**  
WQRB (FM): NEWS: national & local. Hourly M-Sat. Sports news is limited to key periods. Regular editorials. SPORTS: college football & national events. MUSIC: MOR, general popular; classical, 1 hour at 8 pm. Contact Representative for further details. Rec'd 4/12/71.

- FACILITIES  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 8 am-midnight daily. EST.  
Antenna ht.: 92 ft. below average terrain.

**TIME RATES**

Eff 11/29/67.

6. SPOT ANNOUNCEMENTS		
PER WK:	1 ti	7 ti
1 min	5.90	4.70
10 sec	4.70	3.55

52 wk—10% CONTRACT DISCOUNT

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	5 min
	29.40	17.60	11.75	5.90

No frequency available for continuing weeks.

10. SPECIAL FEATURES  
Concert Hall—Mon thru Fri 8-9 pm, Sat & Sun 8-10 pm.  
1 min (1/3 of program), ea 9.46

## PLYMOUTH (1 AM; 1 FM)

Plymouth County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

**WPLM**

1955



**WPLM-FM**

1961



Media Code 4 222 6760 9.00  
Plymouth Rock Broadcasting Co., Inc., Route 3, Plymouth, Mass. 02560. Pilgrim 6-1390.

- PERSONNEL  
Pres. & Gen'l Mgr.—John Campbell.
- REPRESENTATIVES  
Vic Plano Associates, Inc.  
Boston—Nona Kirby Co., Inc.
- FACILITIES  
5,000 w.; 1390 kc. Directional.  
Operating schedule: 6-11 am. EST.  
FM-ERP 50,000 w.; 99.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

Eff 2/18/74.

6. SPOT ANNOUNCEMENTS						
1 MIN/LESS:	10 ti	15 ti	20 ti	25 ti	35 ti	50 ti
1 wk	10.40	9.55	8.90	8.65	8.30	7.95
13 wk	10.05	9.00	8.65	8.30	7.95	7.60
26 wk	9.70	8.65	8.30	7.95	7.60	7.25
52 wk	9.35	8.30	7.95	7.60	7.25	6.90

Preferred times, 6-9 am, noon-2 pm, 4-6:30 pm, extra 1.00.

## QUINCY

Norfolk County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**WJDA**

1947



Subscriber to the NAB Radio Code  
Media Code 4 222 6890 4.00  
Television & Radio Broadcasting Corp., Box 130, Quincy, Mass. 02169. Phone 617-479-1300.

**STATION'S PROGRAMMING DESCRIPTION**  
WJDA: Programmed for family audiences. NEWS: informative, hourly. MUSIC: popular with block programming and AIR PERSONALITIES. SPORTS: play-by-play high school & Little League. Emphasis on community service. Rec'd 3/29/71.

- PERSONNEL  
Pres. & Treas.—James D. Asher, Jr.  
Commercial Manager—Kenneth P. Fallon, Jr.
- FACILITIES  
1,000 w.; 1300 kc. days. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15%: 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4b, 4d, 5, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24c, 26, 28c, 32b.  
Contracts: 40a, 41, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 61b, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

Eff 4/8/74.

6. SPOT ANNOUNCEMENTS			
1 min or less	1 hr	1/2 hr	1/4 hr
	120	70	48

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	120	70	48	36	24

## SALEM

Essex County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WESX**

1959



Subscriber to the NAB Radio Code  
Media Code 4 222 7020 7.00  
Television & Radio Broadcasting Corp., Box 710, Salem, Mass. 01970. Phone 617-744-1230.

**STATION'S PROGRAMMING DESCRIPTION**  
WESX: Programmed for family audiences. NEWS: informative, hourly. MUSIC: general popular

with block programming & AIR PERSONALITIES. SPORTS: play-by-play high school & Little League. Rec'd 7/2/71.

- PERSONNEL  
Pres. & Treas.—James D. Asher, Jr.
- FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Operating schedule: 6 am-10 pm. EST.
- AGENCY COMMISSION  
15%: 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15c.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 26, 28b, 28c, 29b, 32b.  
Contracts: 40a, 41, 45, 46, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60i, 61b, 62d.  
Prod. Services: 80, 82.

**TIME RATES**

Eff 4/8/74.

6. SPOT ANNOUNCEMENTS					
1 min or less	1 hr	1/2 hr	1/4 hr	10 min	5 min
	75	48	30	24	16

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	75	48	30	24	16

## SOUTHBRIDGE (1 AM; 1 FM)

Worcester County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.



**WACE**  
1946  
CHICOPEE



NAB

RAB

Media Code 4 222 7280 7.00

Tele-Measurements, Inc., Box 1, Springfield, Mass.  
01101. Phones 413-594-8654, 781-2240.

## STATION'S PROGRAMMING DESCRIPTION

WACE: Programmed for adults.  
MUSIC: solid gold, top sellers of 50's & 60's & a few current top hits. 3-1/2 hrs. black gold Sat. afternoon & 1-1/4 hrs. Sun. morning. NEWS: 6-8:30 am, network, world & national news, local staff with area reports. SPORTS: local sports play-by-play, network sports. UNIVERSITY: listener participation shows 11:30 am-non-mun. Mfr. & Frt. Contact Representative for further details. Rec'd 7/19/74.

- PERSONNEL**  
President—J. R. Poppelo.  
Vice-President—William Endres.  
General Manager—Phillip A. Zoppi.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
New England—New England Spot Sales, Inc.  
Southwest—Mario Messina Company.
- FACILITIES**  
5,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-sign-off. EST.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb. & Cont. Discounts: 60a, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

## TIME RATES

No. TM6 Eff 7/1/74—Rec'd 7/19/74.

6. SPOT ANNOUNCEMENTS		12 ti	18 ti	24 ti	30 ti
1 min	141	64	121	181	241
1 wk	22.00	19.00	18.00	17.00	16.00
13 wk	21.00	18.00	17.00	16.60	15.60
26 wk	20.00	18.20	17.20	16.20	14.20
52 wk	18.00	17.80	16.80	15.80	13.80
30 SEC:					
1 wk	16.50	14.00	13.25	12.50	11.75
13 wk	15.75	13.70	12.95	12.20	11.45
26 wk	15.00	13.40	12.65	11.90	11.15
52 wk	14.25	13.10	12.35	11.60	10.85

8. PROGRAM TIME RATES		1x	2x	52x	104x	156x	260x	312x	520x
1 hr	128	118	112	108	102	96	92	88	88
1/2 hr	96	88	80	76	70	64	60	56	56
1/4 hr	64	60	56	52	48	44	40	36	36
10 min	40	44	40	36	32	30	28	26	26
5 min	30	24	23	21	20	19	18	16	16

DISCOUNTS  
Incentive Discounts: minimum weekly 100.00 news or spots.

26 consec wks—5% 52 consec wks—10%  
10. SPECIAL FEATURES  
Weekend foreign language show, per min, flat 15.00.

**WACE**  
**SOLID GOLD**

#2

Men 18-34—Mon-Fri.

Combined drive times

ARB April/May '74

Springfield, Chicopee, Holyoke

Metro average quarter hour persons.

Contemporary Rock

RAB

Media Code 4 222 7410 0.00  
Springfield FM, Inc., 45 Fisher Ave., East Longmeadow, Mass. 01028. Phone 413-535-4141.

**STATION'S PROGRAMMING DESCRIPTION**  
WAQY (FM): Programmed for age 12-35. Top 54 with a combination of oldies & album cuts. COMMERCIAL POLICY: 8 minutes per hour maximum. Contact Representative for further details. Rec'd 1/5/73.

- PERSONNEL**  
Co-Sta. Mgr.—Donald L. Wilks & Michael Schwartz.  
Operations Manager—Bob Brooks.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.
- FACILITIES**  
ERP 50,000 w.; 102.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 650 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING See coded regulations**  
General: 1b, 2b, 3c, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11d, 12c, 13d, 14d, 15a, 15b.  
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25c, 27, 28a, 29b, 33d.  
Contracts: 40a, 41, 42b, 42d, 44b, 46, 47e, 48, 51c.  
Comb. & Cont. Discounts: 60f, 60l, 61a.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM facilities: WT, WT.

## TIME RATES

No. 3 Eff 7/1/74—Rec'd 6/28/74.

AA—Mon thru Fri 7-10 pm; Sat & Sun 10 am-7 pm.		A—All other times.	
6. SPOT ANNOUNCEMENTS			
CLASS AA—FIXED		18 ti	24 ti
PER WK:	23 22 21	20 19 18	17 16 15
1 min	19 18 17	16 15 14	13 12 11
30 sec	15 14 13	12 11 10	10 9 8
CLASS A—FIXED			
1 min	20 19 18	17 16 15	14 13 12
30 sec	16 15 14	13 12 11	10 9 8
7. PACKAGE PLANS			
TAP ROTATING—1/2AA, 1/2A		18 ti	24 ti
PER WK:	6 ti 12 ti 18 ti	24 ti 30 ti 36 ti	
1 min	18 17 16	15 14 13	12 11 10
30 sec	15 14 13	12 11 10	9 8 7

WDEW

1957

WESTFIELD

A Roberts Station

Media Code 4 222 7340 4.00  
Radio Westfield Inc., 249 Union St., Westfield, Mass.  
01085. Phone 413-568-8643.

## STATION'S PROGRAMMING DESCRIPTION

WDEW: Market audience 25-49.  
MUSIC: 50% short playlist of mass appeal current music, 50% hit oldies. All music balanced and pre-programmed by general manager. AIR PERSONALITIES: NEWS: every half hour in drive time, every hour in housewife time. Contact Representative for further details. Rec'd 3/25/74.

- PERSONNEL**  
President—Alan W. Roberts.  
General Manager—Robert T. Bouchard.  
Program Director—Bill Davis.
- REPRESENTATIVES**  
New York—Vic Piano Associates, Inc.  
New England—Northeastern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1b, 2b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.  
Basic Rates: 21b, 22a, 23a, 24b, 24c, 26, 27, 28a, 29a, 33a.  
Contracts: 40a, 44a, 45, 46, 49, 50, 51b.  
Comb. & Cont. Discounts: 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 1 Eff 8/1/66—Rec'd 8/5/66.

6. SPOT ANNOUNCEMENTS		1x	2x	52x	104x	156x	260+
Spots	10.00	9.50	9.25	9.00	8.75	8.25	8.25
7. PACKAGE PLANS							
SATURATION PLANS							
PER WK:		—Consecutive—					
12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	54 ti
1 min	140	130	125	120	115	110	105
30 sec	180	170	165	160	155	150	145
1-minute spots scheduled ROS within specified hour.							
SHORTS							
Per week		55 100 150 180					
Limit 1 per 1/4 hour							
8. PROGRAM TIME RATES							
1 hr	110.00	105.00	100.00	98.00	92.00	89.00	89.00
1/2 hr	65.00	62.00	60.00	58.00	56.00	54.00	54.00
1/4 hr	35.00	32.00	30.00	28.00	25.00	23.00	23.00
5 min	15.00	14.50	14.00	13.00	12.00	11.00	11.00

10. SPECIAL FEATURES  
News: every 1/2 hour. Earned rate plus 1.00 news charge.  
Sports 6 times daily. Earned rate plus .50 feature charge.

WHMP

1950

WHMP-FM

1966

NAB

NORTHAMPTON

RAB

NAB/FM

Media Code 4 222 7570 1.00  
Pioneer Valley Broadcasting, 78 Main St., Northampton, Mass. 01060. Phone 413-594-4275.

**STATION'S PROGRAMMING DESCRIPTION**  
WHMP: MUSIC: MOR until 7 pm, general popular, mostly instrumental until sign-off. NEWS: network at :30; local at :05; expanded local at 8:10 am; 12:45 & 6:25 pm; 2 local newsmen. SPORTS: pro baseball, college basketball, high school football & basketball, 8 reports in AM drive, 3 in PM, 3 in late evening, 22 network sport reports on weekends. FEATURES: 1/2 hour forum; MOR until 7 pm, general popular, mostly instrumental until sign-off. NEWS: network at :30; local at :05; expanded local at 8:10 am; 12:45 & 6:25 pm; 2 local newsmen. SPORTS: pro baseball, college basketball, high school football & basketball, 8 reports in AM drive, 3 in PM, 3 in late evening, 22 network sport reports on weekends. FEATURES: 1/2 hour forum; MOR until 7 pm, general popular, mostly instrumental until sign-off. NEWS: network at :30; local at :05; expanded local at 8:10 am; 12:45 & 6:25 pm; 2 local newsmen. 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# MASSACHUSETTS

Springfield-Holyoke-Chicopee—Continued

WSPR

1935

SPRINGFIELD

Independent



ROBERT E. EASTMAN & CO., INC.

NAB

Media Code 4 222 8060 2.00  
WSPR, Inc., WSPR Bldg., 63 Chestnut St., Springfield, Mass. 01103. Phone 413-732-4182. TWX 413-781-3576.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Alan C. Tindal.  
Program Director—Bud Clain.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
New England—Kettell-Carter, Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1270 kc. Directional—same pattern day and night.  
Operating schedule: 5:30-1:00 am weekdays; 8:00 am-midnight Sun. EST.
- 4. AGENCY COMMISSION**  
15/0 net time only; terms on contract.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51b.  
Comb.; Cont. Discounts: 60a, 60e, 62d.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 81.  
Affiliated with Eastman Radio Network.

TIME RATES

EF 10/1/68—Rec'd 9/5/68.

I—Mon thru Sat 6-10 am.

II—Mon thru Sat 3-7 pm.

III—Mon thru Sat 10 am-3 pm; Sun all day.

IV—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
12 ti	34.00	27.00	17.00	30.00	24.00	15.00
18 ti	22.00	24.00	15.00	25.00	20.00	12.50
24 ti	28.00	22.40	14.00	23.00	18.40	11.50

III

1 ti	25.00	20.00	12.50	19.00	15.20	9.50
12 ti	23.00	18.40	11.50	17.00	13.80	8.50
18 ti	22.00	17.50	11.00	16.00	12.80	8.00

IV

PER WK, EA:	1 min
Plan A—30 ti (12I & II, 12III, 6IV)	19
Plan B—15 ti (6I & II, 6III, 3IV)	21

Not combinable with other weekly plans for added frequency.

- 7. PACKAGE PLANS**  
BEST BUY PLANS
- | PER WK, EA:                         | 1 min |
|-------------------------------------|-------|
| Plan A—30 ti (12I & II, 12III, 6IV) | 19    |
| Plan B—15 ti (6I & II, 6III, 3IV)   | 21    |
- Not combinable with other weekly plans for added frequency.
- 8. PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.  
CONSECUTIVE WEEK DISCOUNTS  
26 wk—4% 52 wk—8%  
Not applicable to Best Buy Plan.  
Rateholder: Minimum weekly sched of 6 1-min spots, 6 am-12 mid Mon-Sun, necessary to maintain consec wk advertising.

WTXL

1949

WEST SPRINGFIELD

Media Code 4 222 8190 7.00  
Communication Industries, Inc., 34 Sylvan St., West Springfield, Mass. 01089. Phones 413-739-1935, 736-3793.

- STATION'S PROGRAMMING DESCRIPTION**  
WTXL: Programmed for adults 18-49 & teens.  
MUSIC: album cuts & solid gold. COMMERCIAL POLICY: 12 hourly breaks—maximum 70 seconds per break. Daily stock market reports. NEWS: at :25 & :55. Bulletins as required. Contact Representative for further details. Rec'd 8/17/73.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Howard S. Shulman.  
Business Manager—Nancy L. Cartledge.  
Program Director—Kevin O'Neil.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Boston—Creed Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Directional daytime. Non-directional nights.  
Operating schedule: 6-1 am. EST.
- 4. AGENCY COMMISSION**  
15/0 net time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.; Cont. Discounts: 60a, 61b, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

TIME RATES

EF 11/1/67—Rec'd 9/13/67.

AA—Mon thru Sat 6-10 am & 4-7 pm.

A—Mon thru Sat 10 am-4 pm; Sun all day.

B—All other times.

**7. PACKAGE PLANS**

1 ti	6 ti	12 ti	18 ti	24 ti
1 min	22.00	20.00	18.00	17.00
20/30 sec	18.00	16.00	14.00	13.00
10 sec	11.00	10.00	9.00	8.50

A:

1 min	20.00	18.00	16.00	15.00	14.00
20/30 sec	16.00	14.00	12.00	11.00	10.00
10 sec	10.00	9.00	8.00	7.50	7.00

B:

1 min	15.00	13.00	12.00	11.00	10.00
20/30 sec	12.00	10.00	8.00	7.00	6.00
10 sec	7.50	6.50	6.00	5.50	5.00

WTYM

1947

EAST LONG MEADOW

Media Code 4 222 8320 0.00  
Executive Broadcasting Corp., Inc., 45 Fisher Ave., East Longmeadow, Mass. 01028. Phone 413-525-4131.

- STATION'S PROGRAMMING DESCRIPTION**  
WTYM: Programmed for adults and mature young adults.  
6 announcers; emcee entire operation. NEWS: 5 min hourly, except morning traffic 10 & 15 min personality newscasts. Stock market beeper report daily at 4:30 pm. SPORTS: show daily at 4:55 pm. COMMERCIAL POLICY: 12 minutes per hour. MUSIC: 90% showtunes, film music, big orchestration, standards, 3 man news department, 1 mobile unit. Sat and Sun music all day. Contact Representative for further details. Rec'd 7/17/67.
- 1. PERSONNEL**  
Co-Sta. Mgr.—Donald Wilks & Michael Schwartz.  
Sales Manager—Carl Haterius.  
Operations Manager—William Cleveland.
- 2. REPRESENTATIVES**  
Boston—Northeastern Spot Sales, Inc.
- 3. FACILITIES**  
5,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6:00 am-sign-off. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 20b, 22b, 23a, 24c, 25c, 26, 27, 28b, 28c, 29a, 32a, 33a.  
Contracts: 40a, 41, 44b, 46, 48.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WAQY (FM).  
Affiliated with American Information Network.

TIME RATES

EF 2/1/64—Rec'd 1/20/64.

AA—6-9 am & 4-7 pm.

A—9 am-4 pm & other times.

**6. SPOT ANNOUNCEMENTS**  
MORNING AND EVENING OVERTURE  
CLASS AA  
1 MINUTE

12 ti	13 wk	26 wk	52 wk
12 ti	14.00	13.00	12.00
18 ti	13.00	12.00	11.00
24 ti	12.00	11.00	10.00
36 ti	11.00	10.00	9.00

30 SECONDS

12 ti	11.00	10.00	9.00	8.00
18 ti	10.00	9.00	8.00	7.00
24 ti	9.00	8.00	7.00	6.00
36 ti	8.00	7.00	6.00	5.00

MORNING CARROUSEL AND MIDDAY SERENADE  
CLASS A  
1 MINUTE

12 ti	11.00	10.00	9.00	8.00
18 ti	10.00	9.00	8.00	7.00
24 ti	9.00	8.00	7.00	6.00
36 ti	8.00	7.00	6.00	5.00

30 SECONDS

12 ti	9.00	8.00	7.00	6.00
18 ti <td>8.00</td> <td>7.00</td> <td>6.00</td> <td>5.00</td>	8.00	7.00	6.00	5.00
24 ti <td>7.00</td> <td>6.00</td> <td>5.00</td> <td>4.00</td>	7.00	6.00	5.00	4.00
36 ti <td>6.00</td> <td>5.00</td> <td>4.00</td> <td>3.00</td>	6.00	5.00	4.00	3.00

10 seconds—50% of applicable 1-minute rate.

- 8. PROGRAM TIME RATES**
- | 1 hr   | 100 | 90 | 85 | 80 | 70 |
|--------|-----|----|----|----|----|
| 1/2 hr | 75  | 65 | 60 | 50 | 40 |
| 1/4 hr | 50  | 40 | 35 | 25 | 20 |
| 5 min  | 20  | 15 | 17 | 15 | 12 |
- 10 seconds—50% of applicable 1-minute rate.

TAUNTON (1 AM; 1 FM)

Bristol County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

WPEP

1949

Subscriber to the NAB Radio Code  
Media Code 4 222 8450 5.00  
Silver City Broadcasting Corp., Box 1228, 49 Broadway, Taunton, Mass. 02780. Phone 617-824-7528.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. Marshall McGregor.
- 2. REPRESENTATIVES**  
New England—Nona Kirby Co., Inc.
- 3. FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-sign-off. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
EF 6/1/74—Rec'd 6/3/74.
- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE—RTA
- | PER WK: | 1 ti | 5 ti | 10 ti | 15 ti | 20 ti | 25+  |
|---------|------|------|-------|-------|-------|------|
| 1 wk    | 6.00 | 5.25 | 5.15  | 4.95  | 4.75  | 4.55 |
| 4 wk    | 5.25 | 5.15 | 5.05  | 4.85  | 4.65  | 4.45 |
| 13 wk   | 5.15 | 4.95 | 4.85  | 4.65  | 4.45  | 4.25 |
| 26 wk   | 4.85 | 4.75 | 4.65  | 4.45  | 4.25  | 4.05 |
| 52 wk   | 4.65 | 4.55 | 4.45  | 4.25  | 4.05  | 3.85 |
- 30 sec: 80% of 1-min. 10 sec: 3.00.  
Spots 6-9 am, noon-1 pm & 4-6 pm, per spot, extra .30.

WRLM(FM)

1966

- Media Code 4 222 8580 9.00  
Audio-Air, Inc., Box 2, Taunton, Mass. 02780. Phone 617-822-5341.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Joseph G. Quill.
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.  
New England Spot Sales, Inc.

- 3. FACILITIES**  
ERP 14,000 w. (horiz.). 4,830 w. (vert.); 93.3 mc.  
Operating schedule: 6-1 am daily. EST.  
Antenna ht.: 180 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
EF 9/1/73—Rec'd 11/5/73.
- 6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec
- | 1 wk  | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 50 ti |
|-------|------|-------|-------|-------|-------|-------|
| 1 wk  | 6.00 | 5.25  | 260 x | 4.75  | 4.00  | 3.75  |
| 26 x  | 5.75 | 5.00  | 312 x | 4.50  | 3.75  | 3.50  |
| 52 x  | 5.50 | 4.75  | 520 x | 4.00  | 3.50  | 3.25  |
| 104 x | 5.25 | 4.50  | 780 x | 3.75  | 3.25  | 3.00  |
| 156 x | 5.00 | 4.25  |       |       |       |       |
- 7. PACKAGE PLANS**  
4 WEEKS
- | PER WK, EA: | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti | 50 ti |
|-------------|------|-------|-------|-------|-------|-------|
| 1 min       | 5.70 | 5.40  | 5.15  | 4.50  | 4.25  | 4.00  |
| 30 sec      | 4.85 | 4.25  | 4.00  | 3.75  | 3.50  | 3.30  |
- 1 WEEK
- | 1 min  | 5.70 | 5.25 | 4.85 | 4.50 | 4.25 |
|--------|------|------|------|------|------|
| 30 sec | 4.85 | 4.25 | 4.00 | 3.75 | 3.50 |
- 10 sec 1D's: Flat 3.00.

TISBURY

Dukes County—Map Location K-8  
See SRDS consumer market map and data at beginning of the State.

WVOI

1974

Media Code 4 222 8645 0.00  
Wesque Corp., off Edgartown Rd., Tisbury, Mass. 02563. Phone 617-693-9596.

- STATION'S PROGRAMMING DESCRIPTION**  
WVOI: Days country/folk; nights classical.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. Robert Windsor.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 95.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 280 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/2 on time; payable within 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 96-1 EF 6/1/74—Rec'd 7/5/74.
- 6. SPOT ANNOUNCEMENTS**  
PER WK: 1-5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti
- | 1 min  | 12  | 11  | 10  | 9   | 8   | 7   | 5   |
|--------|-----|-----|-----|-----|-----|-----|-----|
| 30 sec | 30% | 30% | 30% | 30% | 30% | 30% | 30% |
- 7. PACKAGE PLANS**  
1/3 AM, 1/3 PM, 1/3 EVENING—ROS, 7 DAYS
- | 1 min  | 55    | 75    | 90    |       |
|--|-------|-------|-------|-------|
| ROS:   | 12 ti | 16 ti | 24 ti | 48 ti |
| 1 min <td>60</td> <td>81</td> <td>96</td> <td>168</td> | 60    | 81    | 96    | 168   |
- SECTION A RATES**
- I—Mon thru Sat 6-10 am.
- II—Mon thru Sat 3-8 pm.
- III—Mon thru Sat 10 am-3 pm; Sign-on Sat-sign-off Sun.
- I MIN:
- | 6 ti | 12 ti | 18 ti | 24 ti |   |
|------|-------|-------|-------|---|
| I    | 12    | 11    | 10    | 9 |
| II   | 10    | 9     | 8     | 7 |
| III  | 8     | 7     | 6     | 5 |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Sounders—50 ROS, 10-sec, 7 days ROS—100.00.
- CONSECUTIVE WEEK DISCOUNT**
- | 13 wk—5% | 26 wk—10% | 52 wk—15% |
|----------|-----------|-----------|
|----------|-----------|-----------|
- Minimum rate holder: 5 ti per wk.

WALTHAM

Middlesex County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

- See Boston**  
(including Brookline, Cambridge, Framingham, Lynn, Medford, Newton, Waltham)

WARE

Hampshire County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

WARE

1948

- A Roberts Station  
Media Code 4 222 8710 2.00  
Central Broadcasting Corp., 90 South St., Ware, Mass. 01082. Phone 413-967-6231.
- STATION'S PROGRAMMING DESCRIPTION**  
WARE: Programmed for general interest.  
AIR PERSONALITIES handle all shows. NEWS: concentration of news from area towns. Maintain staff of 4 local newsmen, 2 mobile units equipped with 2 way radio plus staff of 25 stringer reporters in area towns. Telephone call in. In person, guest show daily 12:15-1 pm. SPORTS: major league baseball, basketball and hockey, pro football, high school basketball, baseball and football, plus little league games. MUSIC: middle-of-the-road. Contact Representative for further details. Rec'd 9/25/67.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Allan W. Roberts.  
Vice-Pres. & Sta. Mgr.—Richard Vaughan.

- 2. REPRESENTATIVES**  
Vic Piano Associates, Inc.  
New England—Northeastern Spot Sales, Inc.
- 3. FACILITIES**  
1,000 w.; 1250 kc. Directional—night only.  
Operating schedule: 5:55-1 am. EST.
- 4. AGENCY COMMISSION**  
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 27, 28b, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 42b, 44a, 45, 47e, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60e, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.
- TIME RATES**  
No. 3 EF 6/2/68—Rec'd 5/31/68.
- 6. SPOT ANNOUNCEMENTS**  
FIXED:
- | 1x    | 26x | 52x | 104x | 156x | 260+ |    |
|-------|-----|-----|------|------|------|----|
| 1 min | 15  | 14  | 13   | 12   | 11   | 10 |
- 7. PACKAGE PLANS**  
PER WK, ROS:
- | 12 ti         | 18 ti | 24 ti |      |
|---------------|-------|-------|------|
| 13 consec wks | 9.50  | 9.00  | 8.50 |
| 26 consec wks | 9.00  | 8.50  | 8.00 |
| 52 consec wks | 8.50  | 8.00  | 7.50 |
- SHORTS**
- | ROS PER 1/4 HR. | PER WK, EA: | 15 ti | 30 ti | 60 ti |
|-----------------|-------------|-------|-------|-------|
| 10 sec          |             | 5.00  | 4.50  | 4.00  |
- 8. PROGRAM TIME RATES**
- | 1x     | 26x | 52x | 104x | 156x | 260+ |    |
|--------|-----|-----|------|------|------|----|
| 1 hr   | 100 | 95  | 90   | 85   | 80   | 75 |
| 1/2 hr | 75  | 70  | 65   | 60   | 55   | 50 |
| 1/4 hr | 50  | 45  | 40   | 35   | 30   | 25 |
| 5 min  | 35  | 30  | 25   | 20   | 17   | 15 |
- (Q)

WESTFIELD

Hampden County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

- See Springfield-Holyoke-Chicopee**  
(including East Longmeadow, Northampton, Westfield, West Springfield)

WEST SPRINGFIELD

Hampden County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

- See Springfield-Holyoke-Chicopee**  
(including East Longmeadow, Northampton, Westfield, West Springfield)

WEST YARMOUTH (1 AM; 1 FM)

Barnstable County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

WOCB

1940

American Entertainment Ntwk

Media Code 4 222 8840 7.00

- Sea-Mount Radio Corporation of Massachusetts, 278 South Sea Ave., West Yarmouth, Cape Cod, Mass. 02673. Phone 617-775-0500.  
Studio: 344 Main St., Hyannis, Mass. 02610. Phone 617-775-6777.  
Studio: Falmouth Shopping Plaza, Falmouth, Mass. Phone 617-548-3133.

- STATION'S PROGRAMMING DESCRIPTION**  
WOCB: Programmed for general interest.  
AIR PERSONALITIES handle all segments. NEWS: 6 min local at :30; 5 min network at :30; 66 min summary at 8 am & 12N; 75 min at 5 pm; 35 min at 10 pm; expanded summaries include local, W & N, sports, business, weather, commentary features, TFI & weather service wires; news staff: 12 local correspondents; weatherphone. SPORTS: in all news-casts & several times during extended casts; play-by-play local hockey, football, basketball & baseball. Open mike as needed; housewife shows 9:06-10 am; 11:35-noon M-F with guests. MUSIC: contemporary MOR 6 am-10 pm, 60% albums, 40% singles. Classics 10:35-1:06 am. Contact Representative for further details. Rec'd 4/3/74.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Chester S. Miller.  
Station Manager—G. Wesley Stidstone.  
Program Director—John W. Miller.
- 2. REPRESENTATIVES**  
New England—Kettell-Carter, Inc.  
New York—Market 4 Radio.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights. 1240 kc.  
Non-directional.  
Operating schedule: 6-1:06 am. EST.  
Partial simulcast operation. Simulcast 6 am-1 pm, 5-6:06 pm & 10 pm-2 am Mon thru Fri; 6-10:06 am, noon-1:06 pm, 5-6:06 pm & 7 pm-2 am Sat; 7-8:30 am, noon-12:35 pm; 6-6:30 pm & 7:30 pm-midnight Sun. For non-simulcast see WOCB-FM.  
(This listing continued on next page)



West Yarmouth—WOCB—Continued

4. AGENCY COMMISSION

15/0 time only; 15th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 21a, 22b, 23a, 24a, 25a, 25, 33c.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 4/3/74.

AAA—Mon thru Sat 6-9 am.  
AA—Mon thru Sat noon-1 pm & 4-7 pm.  
A—Mon thru Sat 9 am-noon & 1-4 pm; Sun all day.  
B—Mon thru Sat 7 pm-1:06 am.

6. SPOT ANNOUNCEMENTS

SECTION I—ET 6/1 thru 9/30.

PER WK:	AAA	AA	A	AAA	AA	A
1 wk	19.50	18.00	16.50	15.60	14.40	13.20
4 wk	18.75	17.25	15.75	15.00	13.80	12.60
13 wk	18.00	16.50	15.00	14.40	13.20	12.00
26 wk	16.50	15.00	13.50	13.20	12.00	10.80
52 wk	10.00	9.00	8.00	8.00	7.20	6.40

5 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	18.00	16.50	15.00	14.40	13.20	12.00
4 wk	17.25	15.75	14.25	13.80	12.60	11.40
13 wk	16.50	15.00	13.50	13.20	12.00	10.80
26 wk	15.00	13.50	12.00	12.00	10.80	9.60
52 wk	9.00	8.00	7.00	7.20	6.40	5.60

10 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	17.25	15.75	14.25	13.80	12.60	11.40
4 wk	16.50	15.00	13.50	13.20	12.00	10.80
13 wk	15.75	14.25	12.75	12.60	11.40	10.20
26 wk	14.25	12.75	11.25	11.40	10.20	9.00
52 wk	8.50	7.50	6.50	6.80	6.00	5.20

20 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	16.50	15.00	13.50	13.20	12.00	10.80
4 wk	15.75	14.25	12.75	12.60	11.40	10.20
13 wk	15.00	13.50	12.00	12.00	10.80	9.60
26 wk	13.50	12.00	10.50	10.80	9.60	8.40
52 wk	8.00	7.00	6.00	6.40	5.60	4.80

30+ PER WK:	AAA	AA	A	AAA	AA	A
1 wk	15.75	14.25	12.75	12.60	11.40	10.20
4 wk	15.00	13.50	12.00	12.00	10.80	9.60
13 wk	14.25	12.75	11.25	11.40	10.20	9.00
26 wk	12.75	11.25	9.75	10.20	9.00	7.80
52 wk	7.50	6.50	5.50	6.00	5.20	4.40

B. FLAT:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	10.50	9.75	9.00	8.25	5.00
30 sec	8.40	7.80	7.20	6.60	4.00

SECTION II—ET 10/1 thru 5/31.

PER WK:	AAA	AA	A	AAA	AA	A
1 wk	13.00	12.00	11.00	10.40	9.60	8.80
4 wk	12.50	11.50	10.50	10.00	9.20	8.40
13 wk	12.00	11.00	10.00	9.60	8.80	8.00
26 wk	11.00	10.00	9.00	8.80	8.00	7.20
52 wk	10.00	9.00	8.00	8.00	7.20	6.40

5 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	12.00	11.00	10.00	9.60	8.80	8.00
4 wk	11.50	10.50	9.50	9.20	8.40	7.60
13 wk	11.00	10.00	9.00	8.80	8.00	7.20
26 wk	10.00	9.00	8.00	8.00	7.20	6.40
52 wk	9.00	8.00	7.00	7.20	6.40	5.60

10 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	11.50	10.50	9.50	9.20	8.40	7.60
4 wk	11.00	10.00	9.00	8.80	8.00	7.20
13 wk	10.50	9.50	8.50	8.40	7.60	6.80
26 wk	9.50	8.50	7.50	7.60	6.80	6.00
52 wk	8.50	7.50	6.50	6.80	6.00	5.20

20 PER WK:	AAA	AA	A	AAA	AA	A
1 wk	11.00	10.00	9.00	8.80	8.00	7.20
4 wk	10.50	9.50	8.50	8.40	7.60	6.80
13 wk	10.00	9.00	8.00	8.00	7.20	6.40
26 wk	9.00	8.00	7.00	7.20	6.40	5.60
52 wk	8.00	7.00	6.00	6.40	5.60	4.80

30+ PER WK:	AAA	AA	A	AAA	AA	A
1 wk	10.50	9.50	8.50	8.40	7.60	6.80
4 wk	10.00	9.00	8.00	8.00	7.20	6.40
13 wk	9.50	8.50	7.50	7.60	6.80	6.00
26 wk	8.50	7.50	6.50	6.80	6.00	5.20
52 wk	7.50	6.50	5.50	6.00	5.20	4.40

B. FLAT:	1 wk	4 wk	13 wk	26 wk	52 wk
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	5.60	5.20	4.80	4.40	4.00

7. PACKAGE PLANS

PER YR:	AAA	AA	A	AAA	AA	A	B
250 x 10.00	9.00	8.00	6.50	8.00	7.20	6.40	5.20
500 x 9.00	8.00	7.00	6.00	7.20	6.40	5.60	4.80
1000 x 8.50	7.50	6.50	5.50	6.80	6.00	5.20	4.40
1500 x 8.00	7.00	6.00	5.00	6.40	5.60	4.80	4.00

10 sec: 50% of 1-min.  
Maximum 10% scheduled ea mo; June, July, Aug. or Sept.  
May be combined with FM for Bulk Plan rate.

8. PROGRAM TIME RATES

Open	1 hr	1/2 hr	1/4 hr	10 min	5 min
52 wk	100.00	80.00	40.00	30.00	15.00
	75.00	60.00	30.00	22.50	12.50

9. PARTICIPATING PROGRAMS

Nan Daniels & Ray Hall, ea, extra..... 2.50

10. SPECIAL FEATURES

1 PROGRAM:	1 wk	4 wk	13 wk	26 wk	52 wk
AAA	18.00	17.00	16.00	14.00	12.00
AA	17.00	16.00	15.00	13.00	11.00
A	16.00	15.00	14.00	12.00	10.00
B. FLAT	8.00	7.50	7.00	6.50	6.00

3 PROGRAMS:	AAA	AA	A	AAA	AA	A
AAA	17.00	16.00	15.00	13.00	11.00	
AA	16.00	15.00	14.00	12.00	10.00	
A	15.00	14.00	13.00	11.00	9.00	

6 PROGRAMS:	1 wk	4 wk	13 wk	26 wk	52 wk
AAA	16.00	15.00	14.00	12.00	10.00
AA	15.00	14.00	13.00	11.00	9.00
A	14.00	13.00	12.00	10.00	8.00

12+ PROGRAMS:  
AAA..... 15.00 14.00 13.00 11.00 9.00  
AA..... 14.00 13.00 12.00 10.00 8.00  
A..... 13.00 12.00 11.00 9.00 7.00  
Co-sponsored, 50% of above plus .50.  
News/Weather/Sports adj./Participations, extra 1.00.  
Q (CR-2)

WOCB-FM  
1948



Media Code 4 222 8941 5.00  
Sea-Mount Radio Corporation of Massachusetts, 278 South Sea Ave., West Yarmouth, Cape Cod, Mass. 02673. Phone 617-775-0500.  
Other studios—Hyannis, Falmouth, Mass.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
WOCB-FM: Programmed for adults.  
MUSIC: general popular & standard, vocal & instrumental in 1/4 hr segments when separate from AM.  
NEWS: 6-min at :30. SPORTS: Major League football, hockey & baseball. Contact Representative for further details. Rec'd 7/10/73.

3. FACILITIES  
ERP 14,500 w.; 94.9 mc. Stereo.  
Operating schedule: 6-1:06 am. EST.  
Antenna ht.: 245 ft. above average terrain.  
Partial simulcast operation. Operated separately 1-5 pm & 8:06-10 pm Mon thru Fri; 10:06 am-noon, 1:06-5 pm, 6:06-7 pm Sat; 8:30 am-noon, 12:35-6 pm, 6:30-7:30 pm Sun. For simulcast facilities see WOCB.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 4/3/74.

6. SPOT ANNOUNCEMENTS

PER WK:	3 ti	5 ti	7 ti	10+	3 ti	5 ti	7 ti	10+
1 wk	4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.70
4 wk	3.80	3.60	3.40	3.20	3.00	2.80	2.70	2.60
13 wk	3.60	3.40	3.20	3.00	2.80	2.70	2.50	2.40
26 wk	3.40	3.20	3.00	2.80	2.60	2.40	2.20	2.10
52 wk	3.00	2.80	2.60	2.40	2.20	2.10	2.00	1.90

7. PACKAGE PLANS

PER YR. BULK:	250x	500x	1000x	1500x
1 min	3.00	2.80	2.60	2.40
30 sec	2.40	2.20	2.10	2.00

10 sec: 50% of 1-min.  
Minimum rateholder: 3 30-sec spots per wk.  
Maximum 10% scheduled ea mo; June, July, Aug. or Sept.  
Combinable with AM Bulk Plan rate.  
(Q)

WORCESTER (4 AM; 2 FM)

Plus 1 paid duplicate listing.  
Worcester County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Midnight
A	28	34	28	22
B	23	19	20	18
C	23	19	23	19
D	19	18	19	15
AVERAGE	23	23	23	19

WAAB  
1931



Media Code 4 222 8970 2.00  
Southern Massachusetts Broadcasters, Inc., 34 Mechanic St., Worcester, Mass. 01608. Phone 617-752-5611.

STATION'S PROGRAMMING DESCRIPTION  
WAAB: Programmed to reach 18-49 age group.  
6 man news department, staff meteorologist & weather center. Open line telephone talk block 9 am-noon, M-F, 8-11 pm, M-F. SPORTS: air personality sports talk show 6:30-8 pm, M-F. MUSIC: combination of top 40, oldies & album cuts. Contact Representative for further details. Rec'd 1/3/72.

1. PERSONNEL

President—George Gray.  
Vice-Pres. & Nat'l Sales Mgr.—Alvin Salde.  
Station Manager—Donald Kane.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.  
New England—Creed Associates, Inc.

3. FACILITIES

5,000 w.; 1440 kc. Directional—different pattern day and night.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 31, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 46, 48, 61a, 51b, 51c.

MASSACHUSETTS

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61b, 61c, 62b, 62d.  
Prod. Services: 80, 81, 82.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
FM facilities: WAAF (FM)  
Affiliated with American Information Network.

TIME RATES  
AM/FM COMBINATION  
ET 11/1/73—Rec'd 10/4/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	24	22	20	18
A	22	20	18	16

# MASSACHUSETTS

## Worcester—Continued

### WNEB

1946

Media Code 4 222 9230 0.00  
WNEB, Inc., 405 Main St., Worcester, Mass. 01608.  
Phone 617-756-4672.

#### 1. PERSONNEL

President—Joan Steffy Clifford.  
Station Manager—Edward T. Deedy.

#### 2. REPRESENTATIVES

Bob Dore Associates, Inc.  
Boston—Kettell-Carter, Inc.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 5 am-midnight, EST.

#### 4. AGENCY COMMISSION

15/0 time and talent.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7a.  
Rate Protection: 10b, 11b, 12f, 13b, 14b, 15a, 15b.

Basic Rates: 21a, 21b, 21c, 21d, 22a, 22d, 23a, 24a, 24c, 25c, 27, 30.

Contracts: 40a, 41, 42d, 44a, 45, 46, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62b, 62d.

Cancellation: 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with: CBS.

#### TIME RATES

ET 1/68—Rec'd 1/5/68.

A—6 am-6 pm.

B—5-6 am & 6 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	156x	512x	500x	1000x
1 min.	30.00	28.00	27.00	26.00	24.00	22.00
30 sec.	24.00	22.40	21.60	20.80	19.20	17.60
10 sec.	15.00	14.00	13.50	13.00	12.00	11.00

#### 7. PACKAGE PLANS

PER WK:	A			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 tl.	20.00	16.00	15.00	19.00	15.20	9.50
12 tl.	19.00	15.20	9.50	18.00	14.40	9.00
18 tl.	18.00	14.40	9.00	17.00	13.20	8.50
24 tl.	17.00	13.60	8.50	16.00	12.80	8.00
30 tl.	15.00	12.00	7.50	14.00	11.20	7.00

## WORC

1925

### RAB

Subscriber to the NAB Radio Code  
Media Code 4 222 9360 5.00  
Knowles Broadcasting Co., Inc., 8 Portland St., Worcester, Mass. 01608. Phone 617-799-0581.

#### STATION'S PROGRAMMING DESCRIPTION

WORC: Programmed for young adults.

MUSIC: hit singles & popular album cuts. NEWS: at :55. Contact Representative for further details.

Rec'd 11/29/71.

#### 1. PERSONNEL

General Sales Manager—Edward T. Deedy.  
Program Director—Richard Smith.

#### 2. REPRESENTATIVES

McGavren-Gullid, Inc.  
New England—Northeastern Spot Sales, Inc.

#### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 1310 kc. Directional—same pattern all hours.

Operating schedule: 24 hours daily, EST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20b, 21b, 22a, 22b, 23a, 24a, 25a, 29a, 33d.

Contracts: 40a, 42b, 42d, 44b, 45, 46, 47e, 49, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.

Prod. Services: 80, 81, 82.

#### TIME RATES

ET 5/1/73—Rec'd 4/2/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	6 tl	12 tl	18 tl	24 tl	6 tl	12 tl	18 tl	24 tl
1 min	25	23	22	21	21	19	18	17

ID's: 60% of 1-min.

#### 7. PACKAGE PLANS

IMPACT PLAN—1/2AA, 1/2A

PER WK, ROS:	12 tl	24 tl
1 min.	13	16
30 sec: 80% of 1-min.	10	12
1D's: 60% of 1-min.		

May be purchased in any combination or separately. Minutes, 30 seconds and 1D's may be combined.

#### 10. SPECIAL FEATURES

5 min news—1-1/2x applicable 1-min.

DISCOUNT

52 wk—10%

## WRSR (FM)

1940

### A Knight Quality Station



Alan Torbet Associates, Inc.

## All Stereo

Media Code 4 222 9490 0.00

Radio Fitchburg, Inc., Box 961, West Side Station, Worcester, Mass. 01613. Phone 617-757-6321.

#### STATION'S PROGRAMMING DESCRIPTION

WRSR (FM): Programmed for adults.

MUSIC: popular album format, primarily instrumental, of adult appeal & includes standards, film & selected popular. NEWS: Brief advisories at :60; stock market reports. COMMERCIAL POLICY: 8 commercial minutes per hour in 1/4 hour breaks.

Contact Representative for further details. Rec'd 8/13/73.

#### 1. PERSONNEL

President—Norman Knight.  
General Manager—John I. Flynn.  
Program Director—Les Ross.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
Boston—Knight Quality Station Sales: See Rep & S/O pages.

#### 3. FACILITIES

ERP 25,000 w.; 96.1 mc. Stereo.

Operating schedule: 24 hours, EST.

Antenna ht.: 650 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0; time only.

#### 5. GENERAL ADVERTISING see coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10g, 11g, 12g, 13g, 14g.

Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.

Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60i, 61b, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Member: The Knight Quality Stations.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. G-12 ET—Rec'd 8/13/73.

AAA—Mon thru Sun 10 am-4 pm.

AA—Mon thru Sun 6-10 am & 4-8 pm.

A—Mon thru Sun 8 pm-1 am.

#### 6. SPOT ANNOUNCEMENTS

6 tl.	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl.	36	28	30	24	24	18
12 tl.	34	26	28	22	22	18
24 tl.	32	24	26	20	20	16
30 tl.	30	22	24	18	18	14

Fixed position per spot, extra 3.00.

#### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

1 min.	6 tl			12 tl			24 tl			30 tl		
	25	23	21	25	23	21	25	23	21	25	23	
30 sec.	20	18	16	14	14	14	14	14	14	14	14	

#### 10. SPECIAL FEATURES

NEWS CAPSULE SPONSORSHIP

Ea	1x	52x	104x	156x	260x	312x	364x
	40	35	30	27	25	23	23

Fixed position per capsule, extra 5.00.

Incl 10-wd open plus 1 1-min spot.

News-casts & spots combinable for frequency. Frequency discounts must be earned within 52 wks from start. Not eligible for any other discounts.

## WTAG

1924

## NBC Radio Network

## BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 222 9620 2.00  
Worcester Telegram and Gazette, Inc., 20 Franklin St., Worcester, Mass. 01613. Phone 617-791-5521.

#### 1. PERSONNEL

Vice-Pres., Radio & Exec. Dir.—Robert W. Booth.  
General Manager—Herbert L. Krueger.  
Sales Manager—Herman H. Kramer.

#### 2. REPRESENTATIVES

Blair Radio.

#### 3. FACILITIES

5,000 w.; 580 kc. Directional—separate patterns day and night.

Operating schedule: 24 hours daily, EST.

#### 4. AGENCY COMMISSION

15/5 if paid before 10th of following month.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b, 14b.

Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 33a.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 50, 51b.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62d.

Cancellation: 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with NBC and Blair Represented Network.

#### TIME RATES

No. 22 ET 8/1/74—Rec'd 8/19/74.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm.

B—Mon thru Fri 7-9 pm; Sat 7:30 am-1 pm.

C—All other times.

#### 6. SPOT ANNOUNCEMENTS

1 x	CLASS AAA			30 sec		
	1 mo	6 mo	12 mo	1 mo	6 mo	12 mo
1 x	22.50	21.25	19.75	17.00	16.50	15.75
75 x	21.75	20.50	19.00	16.25	15.75	15.00
150 x	21.00	19.75	18.25	15.50	15.00	14.25
225 x	20.25	19.00	17.50	14.75	14.25	13.50
300 x	19.50	18.25	16.75	14.00	13.50	12.75
375 x	18.75	17.50	16.00	13.25	12.75	12.00
450 x	18.00	16.75	15.25	12.50	12.00	11.25
525 x	17.25	16.00	14.50	11.75	11.25	10.50
600 x	16.50	15.25	13.75	11.00	10.50	9.75
675 x	15.75	14.50	13.00	10.25	10.00	9.00
750 x	15.00	13.75	12.25	10.00	9.50	8.50

1 x	CLASS AA			CLASS A		
	1 mo	6 mo	12 mo	1 mo	6 mo	12 mo
1 x	20.00	19.00	17.50	15.00	14.50	14.00
75 x	19.25	18.25	16.75	14.25	13.75	13.25
150 x	18.50	17.50	16.00	13.50	13.00	12.50
225 x	17.75	16.75	15.25	12.75	12.25	11.75
300 x	17.00	16.00	14.50	12.00	11.50	11.00
375 x	16.25	15.25	13.75	11.25	10.75	10.25
450 x	15.50	14.50	13.00	10.50	10.00	9.50
525 x	14.75	13.75	12.25	10.00	9.50	9.00
600 x	14.00	13.00	11.50	9.50	9.00	8.50
675 x	13.25	12.25	10.75	9.00	8.50	8.00
750 x	12.50	11.50	10.00	8.50	8.00	7.50

1 x	CLASS B			CLASS C		
	1 mo	6 mo	12 mo	1 mo	6 mo	12 mo
1 x	17.75	16.75	15.50	14.00	13.50	13.00



### Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	○	◻	◇	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper    ⚡ Radio    ⊕ Television								

COUNTY NAMES ARE IN ITALIC TYPE  
— Designates Metropolitan Areas within this state



### ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
Zeeland—Ottawa County

### Negro Population Data

(January 1, 1974)

STATE TOTAL.....1,149,081	Kalamazoo-Portage..... 16,352
METRO AREAS	Lansing-East..... 18,925
Ann Arbor..... 19,772	Lansing..... 213
Battle Creek..... 13,136	Midland-Muskegon..... 19,058
Bay City..... 791	Heights..... 30,554
Detroit..... 883,972	Saginaw..... 8,911
Flint..... 71,686	Total Metros.....1,110,887
Grand Rapids..... 27,517	
Jackson..... 8,911	

### Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL..... 120,687	METRO AREAS
	Detroit..... 58,872

### MICHIGAN

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

#### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 223 0100 2.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

**MICHIGAN STATE GROUP**  
Comprised of:

WLEW—Bad Axe	WSMA—Marine City
WCER—Charlotte	WAGN—Menominee
WDOW—Dowagiac	WCEN—FM—Mt. Pleasant
WHDN—Escanaba	WNIL—Niles
WBCH—Hastings	WAOH—Osego
WHIC—Holland	WHLR—Port Huron
WHIC—Iron River	WJRW—Rockford
WJPD—Ishpeming	WRBJ—St. Johns
WJCO—Jackson	WMIC—Sandusky
WKPR—Kalamazoo	WIOS—Tawas City
WTIQ—Manistiquie	WSDS—Ypsilanti

All stations..... 115 min 30 sec  
115 sec (D)  
(State Networks continued on page 418)

For complete listing see  
Regional Networks & Groups

**Keystone**  
BROADCASTING SYSTEM, INC.

# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Adrian—Lenawee	Dearborn—Wayne	Grand Rapids—Kent	Inkster—Wayne	Marquette—Marquette	Norton Shores—Muskegon	Saginaw—Saginaw	Troy—Oakland
Allen Park—Wayne	Dearborn Heights—Wayne	Grosse Pointe Woods	Jackson—Jackson	Midland—Midland	Oak Park—Oakland	St. Clair Shores—Macomb	Warren—Macomb
Ann Arbor—Washtenaw	Detroit—Wayne	—Wayne	Kalamazoo—Kalamazoo	Monroe—Monroe	Portage—Oakland	Southfield—Oakland	Wayne—Wayne
Battle Creek—Calhoun	East Detroit—Macomb	Hamtramck—Wayne	Kentwood—Kent	Mount Clemens—Macomb	Port Huron—St. Clair	Southgate—Wayne	Westland—Wayne
Bay City—Bay	East Lansing—Ingham	Harper Woods—Wayne	Lansing—Ingham	Mount Pleasant—Isabella	Port Huron—St. Clair	Sterling Heights—Macomb	Wyandotte—Wayne
Benton Harbor—Berrien	Ferndale—Oakland	Hazel Park—Oakland	Lincoln Park—Wayne	Muskegon—Muskegon	Royal Oak—Oakland	Taylor—Wayne	Wyoming—Kent
Berkley—Oakland	Flint—Genesee	Highland Park—Wayne	Lincoln Park—Wayne	Muskegon Heights—Muskegon		Trenton—Wayne	Ypsilanti—Washtenaw
Birmingham—Oakland	Garden City—Wayne	Holland—Ottawa	Madison Heights—Oakland				

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (600)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)
			Per Household (\$000)	% Distribution of Families					Per Household (\$000)	Food (\$000)	Drug (\$000)	By Selected Store Types					Service Station (\$000)					
				3000 4989	5000 7999	8000 9999	10000 14999	15000 over				General Mdas (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
<b>MICHIGAN STATE</b>	<b>9,113.4</b>	<b>2,882.30</b>	<b>42,416,223</b>	<b>14,716</b>	<b>5.1</b>	<b>9.4</b>	<b>9.2</b>	<b>27.1</b>	<b>43.6</b>	<b>22,618,172</b>	<b>7,847</b>	<b>4,705,735</b>	<b>720,711</b>	<b>3,831,315</b>	<b>1,040,412</b>	<b>1,092,353</b>	<b>5,257,856</b>	<b>1,579,205</b>	<b>4,395.49</b>	<b>293.2</b>	<b>1,495,370</b>	
<b>TOTALS.....</b>	<b>9,113.4</b>	<b>2,882.30</b>	<b>42,416,223</b>	<b>14,716</b>	<b>5.1</b>	<b>9.4</b>	<b>9.2</b>	<b>27.1</b>	<b>43.6</b>	<b>22,618,172</b>	<b>7,847</b>	<b>4,705,735</b>	<b>720,711</b>	<b>3,831,315</b>	<b>1,040,412</b>	<b>1,092,353</b>	<b>5,257,856</b>	<b>1,579,205</b>	<b>4,395.49</b>	<b>293.2</b>	<b>1,495,370</b>	
ALCONA G-6.....	7.4	2.64	21,730	8,231	13.6	21.6	12.0	17.9	15.4	10,769	4,079	2,639	718	532	414	427	4,207	1,233	4.43	1.0	3,801	
ALGER D-4.....	8.2	2.64	26,243	9,941	8.4	18.1	16.2	29.3	20.7	16,215	6,142	6,167	314	970	521	514	1,193	2,370	3.29	.5	1,691	
ALLEGAN D-10.....	69.0	21.39	249,865	11,681	6.2	11.9	13.0	30.8	30.6	140,397	6,564	31,942	2,896	5,632	4,929	43,152	11,257	31.10	7.9	60,164		
ALPENA G-61.....	31.2	9.44	111,061	11,765	6.7	11.7	13.4	29.8	29.5	81,618	8,646	21,556	2,384	10,725	2,958	15,149	5,591	15.36	1.4	6,505		
ANTRIM E-6.....	13.2	4.36	45,274	10,384	9.8	18.3	12.9	25.6	25.3	24,781	5,684	5,653	1,081	758	149	203	2,568	1,928	6.42	1.5	7,976	
ARENAC F-7.....	11.3	3.66	39,094	10,681	8.1	15.0	13.2	26.9	25.9	29,773	8,135	8,593	749	565	775	733	7,508	4,848	5.29	1.5	9,208	
BARAGA B-3.....	7.8	2.52	28,450	11,290	9.5	15.3	15.2	27.9	21.4	14,360	5,998	4,838	312	1,615	598	267	2,138	1,599	3.56	.2	782	
BARRY E-10.....	40.1	12.78	152,551	11,937	5.2	11.4	12.3	31.1	31.9	68,902	5,391	14,224	1,670	3,435	1,628	1,805	13,396	4,582	16.21	5.0	22,051	
BAY F-8.....	119.9	37.41	511,694	13,678	4.9	8.4	10.8	30.9	39.3	302,384	8,083	63,990	8,104	58,244	18,399	15,566	61,923	23,330	56.15	8.5	23,903	
Bay City.....	48.7	16.53	208,307	12,602	4.9	8.4	10.8	30.9	39.3	181,776	10,997	34,044	6,720	53,627	15,113	11,848	36,941	13,532	.....	.....	.....	
Bay City Metro Area.....	119.9	37.41	511,694	13,678	4.9	8.4	10.8	30.9	39.3	302,384	8,083	63,990	8,104	58,244	18,399	15,566	61,923	23,330	56.15	8.5	23,903	
BENZIE D-6.....	9.0	3.10	29,638	9,561	11.9	19.7	12.5	23.7	24.1	23,703	7,646	5,443	920	1,365	359	5,335	1,612	4.67	.5	2,636		
BERRIEN C-11.....	167.2	54.82	697,866	12,730	5.4	10.3	10.7	29.3	36.5	432,934	7,897	92,891	13,181	67,201	13,343	17,141	96,087	41,111	87.98	7.1	48,346	
Benton Harbor.....	16.6	5.61	46,288	8,251	.....	.....	.....	.....	.....	136,106	24,261	25,612	3,976	43,256	5,385	29,684	8,613	.....	.....	.....	.....	
Benton Harbor; St. Joseph Combined.....	27.8	10.03	105,743	10,543	.....	.....	.....	.....	.....	180,891	18,035	33,670	5,639	55,656	8,397	6,986	36,216	12,338	.....	.....	.....	
BRANCH E-11.....	38.4	12.01	146,343	12,185	6.8	14.0	11.1	27.6	34.0	85,618	7,129	21,108	2,380	7,441	3,215	3,064	24,300	6,841	18.35	6.0	25,888	
CALHOUN E-11f.....	142.1	47.07	658,721	13,994	5.1	9.5	9.3	26.2	42.4	371,820	7,899	85,644	9,889	61,141	15,191	17,701	86,368	33,108	71.58	6.8	31,648	
Battle Creek.....	38.6	14.48	168,317	11,624	.....	.....	.....	.....	.....	191,635	13,234	45,996	4,420	45,521	8,871	10,368	40,477	12,120	.....	.....	.....	
Battle Creek Metro Area.....	182.2	59.85	811,272	13,555	5.1	10.2	9.8	28.8	40.1	440,722	7,364	99,868	11,559	64,576	16,819	19,506	99,764	37,690	87.79	.....	.....	
CASS D-11.....	44.9	14.66	189,717	12,941	5.7	11.0	10.9	28.8	35.7	60,752	4,144	14,772	1,693	2,351	1,054	2,638	14,369	5,766	21.49	3.7	28,608	
CHARLEVOIX E-5.....	17.4	5.58	61,375	10,999	8.8	16.7	12.6	27.0	27.2	30,210	5,414	8,754	972	1,410	891	1,438	6,068	3,087	8.16	.7	3,383	
CHEBOYGAN F-5.....	16.9	5.34	57,548	10,777	9.7	20.8	11.8	23.4	23.5	45,820	8,581	10,397	2,027	4,949	938	1,281	10,578	5,800	8.32	1.0	1,878	
CHIPPÉWA E-4f.....	32.0	9.72	99,031	10,188	9.5	22.3	14.1	23.6	19.9	65,494	6,738	17,321	1,598	13,554	1,621	2,482	13,221	4,719	13.71	1.2	3,338	
CLARE E-7.....	18.2	6.17	56,965	9,233	9.8	17.4	13.1	24.2	20.2	45,804	7,424	11,313	1,088	864	1,400	1,474	9,219	7,703	8.57	61.	5,824	
CLINTON F-9.....	51.4	15.27	209,535	13,722	4.4	8.5	10.6	31.9	40.2	77,962	5,106	14,134	1,155	4,277	2,136	3,704	25,815	6,158	20.65	9.9	36,748	
CRAWFORD F-6f.....	6.9	2.22	22,936	10,332	10.8	19.5	13.5	23.8	23.2	16,277	7,332	3,513	523	660	632	777	441	3,521	2,888	3.38	.1	.....
DELTA D-4.....	36.4	11.61	128,707	11,085	7.6	14.6	13.8	28.7	26.2	81,724	7,039	21,041	1,642	8,913	4,312	4,536	18,699	5,451	16.15	.7	6,083	
DICKINSON C-4.....	23.7	8.30	83,714	10,086	9.0	16.0	12.5	27.8	25.7	55,002	6,627	13,700	1,448	6,099	3,537	4,333	14,054	3,085	12.09	.9	3,541	
EATON E-10.....	74.3	22.70	344,447	15,174	4.1	7.0	8.9	28.6	46.9	168,732	7,433	35,176	3,776	29,551	3,543	6,567	33,076	13,795	32.94	6.6	21,474	
EMMET E-5.....	18.9	6.00	72,399	12,067	6.6	15.8	12.2	25.3	30.9	63,400	10,567	12,622	1,898	8,741	4,410	3,924	11,401	4,806	9.87	.6	4,477	
GENESEE G-9.....	462.7	143.05	2,147,422	15,012	4.1	7.7	9.1	28.3	46.0	1,276,049	8,920	243,886	42,895	208,996	46,906	65,456	284,358	82,639	223.00	5.6	18,427	
Flint.....	190.9	63.82	874,382	13,701	.....	.....	.....	.....	.....	776,945	12,174	130,780	25,533	175,383	35,329	43,152	149,619	39,431	.....	.....	.....	
Flint Metro Area.....	529.2	163.79	2,422,733	14,792	4.2	8.2	9.2	28.7	44.8	1,416,640	8,649	275,591	46,903	225,109	52,132	71,152	319,103	92,646	252.14	.....	.....	
GLADWIN F-7.....	14.3	4.73	47,891	10,125	9.9	16.5	12.4	27.1	23.2	23,106	4,885	6,272	855	581	599	5,251	2,043	6.66	1.5	5,429		
GOGEBIC A-3.....	19.4	7.09	60,333	8,510	10.4	19.7	15.6	25.7	16.0	45,012	6,349	12,414	918	6,657	2,678	2,888	10,369	4,479	8.77	.4	532	
GRAND TRAVERSE D-6.....	40.6	12.54	159,087	12,686	5.2	14.4	12.7	27.9	33.6	165,609	13,206	32,581	3,166	28,019	5,381	8,992	41,409	9,063	24.50	1.8	11,413	
GRATIOT F-9.....	39.4	12.05	145,869	12,105	6.2	14.9	12.7	27.8	31.9	95,521	7,927	20,837	1,748	8,218	2,842	3,213	22,532	7,336	18.56	7.4	36,815	
HILLSDALE F-11.....	37.7	12.25	138,098	11,273	6.6	15.0	12.6	29.1	28.8	83,055	6,783	25,504	1,218	8,839	1,979	3,281	16,082	7,144	18.01	6.6	27,264	
HOUGHTON B-3.....	36.2	12.24	101,109	8,261	13.5	22.5	13.2	18.4	14.8	68,355	5,585	19,283	1,917	6,482	3,732	2,634	13,185	4,452	13.62	.7	1,879	
HURON G-8f.....	34.0	10.90	116,179	10,659	9.4	16.7	11.9	24.1	25.1	83,560	7,666	14,866	1,726	3,003	3,033	3,210	19,430	5,265	17.25	10.6	58,731	
INGHAM F-10.....	268.2	83.81	1,298,107	15,489	5.1	8.4	8.7	26.8	46.5	796,819	9,507	135,406	19,488	168,853	38,430	33,445	198,453	50,980	130.89	6.4	31,118	
East Lansing.....	55.1	13.34	245,033	18,368	.....	.....	.....	.....	.....	80,630	6,044	9,082										



# State, County, City, Metro Area Data

MICHIGAN

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$)	% Distribution of Families					Total Retail Sales		By Selected Store Types										
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merch. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				
LAKE D-7.....	5.7	2.11	16,458	7,800	13.3	21.8	12.0	18.1	15.1	7,415	3,514	3,163	192	450	201	997	2.91	.7	1,360		
LAPEER G-9.....	55.1	15.43	206,024	13,352	5.0	8.5	10.3	30.2	39.5	105,026	6,807	22,473	2,120	5,127	3,992	3,814	8,914	22.74	6.1	40,340	
LEELANAU D-6†.....	11.4	3.70	41,352	11,176	8.7	17.7	11.9	25.3	27.1	11,857	3,205	3,476	546	397	82	133	1,191	5.24	2.0	10,572	
LENAWEE F-11.....	82.2	25.85	332,294	12,855	5.0	10.8	12.0	30.3	35.6	212,930	8,237	48,282	4,399	19,346	8,997	9,839	53,852	16,025	41.02	9.5	57,445
Adrian.....	20.3	6.43	79,095	12,301	.....	.....	.....	.....	.....	92,790	14,431	19,984	2,448	16,779	2,432	4,169	12,797	11,992	29.74	4.6	20,294
LIVINGSTON F-10.....	64.6	19.59	286,338	14,617	4.6	8.2	9.2	28.4	45.0	106,625	5,443	26,971	3,507	3,240	443	4,014	745	11,992	2.79	.....	.....
LUCE E-3.....	6.4	1.74	21,980	12,632	7.4	14.7	11.6	26.7	32.0	11,319	6,505	3,588	416	.....	482	733	2,663	4,761	3.72	.8	1,883
MACKINAC E-4.....	9.3	3.01	29,993	9,964	11.7	20.6	13.3	24.1	21.7	23,498	7,807	5,860	660	1,135	722	733	370,292	100,874	341.26	4.0	22,778
MACOMB H-9†.....	660.4	191.83	3,254,235	16,964	2.8	4.5	6.3	27.7	56.0	1,507,777	7,860	328,202	47,616	314,865	47,858	66,537	71,090	6,737	.....	.....	.....
East Detroit.....	45.5	13.73	232,236	16,914	.....	.....	.....	.....	.....	137,948	10,047	36,984	3,564	5,622	1,817	3,587	42,579	10,585	.....	.....	.....
Mount Clemens.....	20.1	6.86	99,643	14,525	.....	.....	.....	.....	.....	126,775	18,480	22,802	5,223	9,811	3,952	8,282	13,116	8,606	.....	.....	.....
Roseville.....	63.0	18.15	283,806	15,637	.....	.....	.....	.....	.....	230,002	12,672	33,160	4,049	142,578	14,399	9,040	37,402	14,027	.....	.....	.....
St. Clair Shores.....	91.1	26.91	469,025	17,429	.....	.....	.....	.....	.....	156,896	5,830	50,063	8,062	21,305	1,832	7,399	37,402	.....	.....	.....	.....
Sterling Heights.....	75.1	21.17	342,729	16,189	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Warren.....	195.3	56.12	965,141	17,198	.....	.....	.....	.....	.....	485,447	8,650	104,883	16,042	112,376	19,703	24,061	83,551	32,762	.....	.....	.....
MANISTEE D-7.....	20.3	6.92	73,664	10,645	7.9	15.1	13.8	28.4	24.7	40,407	5,839	10,921	1,550	4,286	1,202	2,110	8,528	4,169	10.17	.5	9,845
MARQUETTE C-4†.....	67.1	19.97	230,725	11,554	7.5	16.9	14.3	29.0	25.3	128,639	6,442	35,235	2,593	16,755	5,833	4,923	25,789	9,841	27.90	.1	1,081
Marquette.....	22.3	6.10	81,774	13,406	.....	.....	.....	.....	.....	71,388	11,703	17,356	1,473	11,550	3,244	2,594	17,708	4,365	.....	.....	.....
MASON D-7.....	22.8	7.77	86,325	11,110	7.0	15.8	13.0	28.1	28.1	57,799	7,439	14,749	1,569	9,331	1,363	1,874	13,832	4,158	11.73	1.7	9,489
MCCOSTA E-8.....	29.8	8.78	101,741	11,588	9.4	19.1	13.7	24.1	24.1	51,884	5,909	12,789	2,177	3,987	2,166	2,565	10,426	4,254	10.80	2.3	13,585
MENOMINEE C-5.....	24.5	8.07	78,910	9,778	7.8	19.2	15.5	26.0	20.2	23,889	2,960	7,239	209	2,632	367	1,679	3,517	1,969	11.27	2.5	10,545
MIDLAND F-8.....	67.0	20.04	318,817	15,909	.....	.....	.....	.....	.....	147,898	7,380	36,630	6,024	18,700	6,090	7,907	42,267	12,547	.....	.....	.....
Midland.....	37.0	11.33	207,537	18,317	.....	.....	.....	.....	.....	138,400	12,215	33,195	5,310	17,452	5,581	7,672	40,574	10,756	.....	.....	.....
Midland Metro Area.....	67.0	20.04	318,817	15,909	3.7	6.8	7.7	29.6	47.5	147,898	7,380	36,630	6,024	18,700	6,090	7,907	42,267	12,547	32.53	.....	.....
MISSAUKEE E-7.....	7.4	2.44	21,377	8,761	11.4	17.5	13.7	25.1	18.9	24,679	10,114	4,053	585	657	330	1,048	3,663	1,864	.....	.....	.....
MONROE G-11.....	122.9	36.48	557,321	15,277	3.9	7.0	8.6	30.1	46.0	206,630	5,664	44,260	5,001	30,898	7,896	10,455	46,087	16,159	57.14	10.4	34,990
Monroe.....	25.1	8.08	123,064	15,231	.....	.....	.....	.....	.....	106,645	13,199	24,165	2,808	29,543	4,827	8,603	14,697	6,574	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	7.7	16.1	12.6	28.4	27.3	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	19.33	5.1	25,753
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118	11,070	.....	.....	.....	.....	.....	99,761	7,406	28,108	2,885	2,696	2,724	3,484	24,874	7,395	.....	.....	.....
MONTCALM E-9.....	40.7	13.47	149,118																		



# MICHIGAN

## State Networks—Continued

### Michigan Farm Radio Network



Composed of:  
Interconnected Stations

WLEN (FM)—Adrian  
WALM—Albion  
WPAG—Ann Arbor  
WLEW—Bad Axe  
WXOX—Bay City  
WHFB—Benton Harbor  
WVAM, WKJF (FM)—Cadillac  
WKYO—Caru  
WCEB—Charlotte  
WTVB—Coldwater  
WDOW—Dowagiac  
WDIC—Escanaba  
WOOD—Grand Rapids  
WHIGL—Houghton Lake  
Media Code 4 223 0123 9.00  
Business Office: 1135 Dennison Rd., Milan, Mich.  
48160. Phone 313-439-7250.

#### 1. PERSONNEL

President—Howard Heath.  
Treasurer—John Stommen.

5. GENERAL ADVERTISING See coded regulations  
All spots broadcast within network. Advertiser may buy any duration of stations or special network for corn, fruit, vegetables, beans.

#### TIME RATES

ET—Rec'd 9/25/73.  
6. SPOT ANNOUNCEMENTS  
Full network, 1 min. flat..... 250.00

### Michigan Rural Radio Network

Composed of:  
Non-Interconnected Stations

WALM—Albion  
WFCY—Alma  
WLEW—Bad Axe  
WUCM—Bay City/  
Saginaw  
WKYO—Caru  
WCEB, WCEB-FM—Charlotte  
WCBY—Cheboygan  
WTVB—Coldwater  
WPLB—Greenville  
WJBL—Holland  
WHIGL—Houghton Lake  
WHM—Howell  
WION—Ionia  
Media Code 4 223 0150 7.00  
Business Office: 20 N. Wacker Dr., Chicago, Ill.  
60606. Phone 312-236-8887.

#### 1. PERSONNEL

Manager—Robert J. Walton.

#### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a.  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract—one billing basis.  
Complete network unavailable to Michigan based Advertisers and Agencies.

#### TIME RATES

Spots scheduled adjacent to Farm or News programs  
Mon thru Sat 6-7:30 am & 11:30 am-1 pm.  
ET—Rec'd 7/31/74.  
6. SPOT ANNOUNCEMENTS 1 min. 12 ti 12 ti  
1 min. 188 180 170  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

### Northern Power Network

Composed of:  
Non-Interconnected Stations

WHGR—Houghton Lake  
WHAK—Hogers City  
Media Code 4 223 0180 4.00  
Business Office: Box 668, 46 E. State St., Traverse City, Mich. 49684. Phone 616-940-6211.

#### 1. PERSONNEL

Manager—John Anderson.

#### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

#### 4. AGENCY COMMISSION

15/0 time only 10 days  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 28c.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 61h.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82, 85.  
For less than full network, see individual listings.

#### TIME RATES

ET 4/1/74—Rec'd 4/26/74.  
6. SPOT ANNOUNCEMENTS  
1 min. 26x 52x 104x 156x 260x  
24.02 23.70 23.10 22.41 21.50  
7. PACKAGE PLANS  
PER WK: 5 ti 10 ti 15 ti 22 ti 30 ti  
1 min. 23.61 22.60 21.69 20.78 20.01  
30 sec: 90% of 1-min. 10 sec: 75% of 1-min.  
6-10 am & 3-7 pm, extra 2.00.

### Paul Bunyan Network

Composed of:  
Interconnected Stations

WTCM—Traverse City  
WATT—Cadillac  
WATZ, WATZ-FM—Alpena  
Media Code 4 223 0240 6.00  
Business Office: Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Windsor 7-7673.

#### 1. PERSONNEL

President—Les Biederman.  
General Manager—Jack Walkmeyer.  
Business Manager—Russell Loomis.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

#### 4. AGENCY COMMISSION

15/0 time only: 10th of following month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61b, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73a.  
Prod. Services: 80, 81, 82, 85.  
Affiliated with NBC.  
Affiliated with ATA Radio Network.

#### TIME RATES

ET—Rec'd 10/19/72.  
When bought in combination, frequencies may be combined to earn best rate.  
See individual station listings.

### ADRIAN (1 AM; 1 FM)

Lenawee County—Map Location F-11  
See SRDS consumer market map and data at beginning of the State.

### WABJ

1946



Subscriber to the NAB Radio Code  
Media Code 4 223 0300 8.00  
Gerity Broadcasting Co., 121 W. Maumee, Adrian, Mich. 49221. Phone 313-285-7123.

#### STATION'S PROGRAMMING DESCRIPTION

WABJ: Programmed for general interest.

#### 1. PERSONNEL

Station Manager—Donald Aspacher.

#### 2. REPRESENTATIVES

Michigan—Michigan Spot Sales.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

#### TIME RATES

No. 15 ET 3/1/73—Rec'd 2/28/73.  
AA—6-9 am, 11 am-1 pm & 3-7 pm.  
A—5-6 am, 9-11 am, 1-3 pm & 7-9 pm.  
B—9 pm-5 am.

#### 6. SPOT ANNOUNCEMENTS

1 MIN: 1x 12x 104x 260x 312x 624x 1040x  
AA 13.00 52.00 11.00 8.25 7.50 6.75 6.25  
A 10.50 9.50 9.00 6.75 6.50 5.25 5.00  
B 7.50 7.00 6.50 5.00 4.75 4.25 3.75

#### 30 SEC:

AA 10.00 8.25 7.50 6.25 5.50 5.00 4.75  
A 8.25 6.75 6.25 5.00 4.75 4.25 3.75  
B 5.75 5.00 4.50 3.75 3.50 3.00 2.75

#### 7. PACKAGE PLANS

ROS, PER WK: 10 ti 20 ti 30 ti 40 ti  
1 min. 8.50 7.50 6.75 6.00  
30 sec. 6.25 5.75 5.25 4.75

#### AA: ROS, per spot extra 1.80.

#### 10. SPECIAL FEATURES

NEWCASTS: 52x 156x 260x 312x  
1/4 hr.: 38.75 33.25 30.50 28.00  
10 min.: 22.75 20.00 18.75 17.25  
5 min.: 16.25 13.25 12.25 10.75

### WLEN (FM)

1965



Subscriber to the NAB Radio Code  
Media Code 4 223 0360 2.00  
Lenawee Broadcasting Co., Box 374, Adrian, Mich. 49221. Phone 313-283-1039.

#### STATION'S PROGRAMMING DESCRIPTION

WLEN (FM): Programmed for adults and teens.

#### 1. PERSONNEL

Station Manager—Richard D. Lackie.

#### 2. REPRESENTATIVES

John W. Koehn Company.

#### 3. FACILITIES

ERP 3000 w.; 103.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 284 ft. above average terrain.

#### 4. AGENCY COMMISSION

15% time only; 10th of month.

#### 5. GENERAL ADVERTISING See coded regulation

Affiliated with MBS.  
Member: Michigan Farm Radio Network.

#### TIME RATES

No. 6 ET 9/1/74—Rec'd 8/23/74.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 5-7 pm.  
A—Mon thru Sat 9 am-noon, 1-5 pm & 7-10 pm.  
B—Mon thru Sat 10 pm-6 am; Sun all day.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
5 ti 7.00 6.00 5.95 4.75 3.90 2.40  
10 ti 6.50 5.40 5.45 4.30 2.70 2.15  
15 ti 5.75 4.70 4.85 3.85 2.40 1.90  
20 ti 5.00 4.10 4.30 3.35 2.15 1.70  
25 ti 4.60 3.70 3.90 3.00 1.95 1.50

#### CONSECUTIVE WEEK DISCOUNT

6 wk—5% 28 wk—15%  
13 wk—10% 52 wk—20%

### ALBION

Calhoun County—Map Location E-11  
See SRDS consumer market map and data at beginning of the State.

### WALM

1952

Media Code 4 223 0420 4.00  
Triad Stations, Inc., Irwin Ave., Albion, Mich. 49224.  
Phone 517-529-5845.  
Other Studio: Marshall, Mich. Phone 616-781-2600.

#### STATION'S PROGRAMMING DESCRIPTION

WALM: Programmed for general audience.

#### 1. PERSONNEL

Manager—C. Wayne Wright.

#### 3. FACILITIES

1,000 w. days, 500 w. nights; 1260 kc.  
Operating schedule: 5:30 am-midnight. EST.

#### 4. AGENCY COMMISSION

15/0; 10th of following month.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Michigan Rural Radio Network.  
Member: Michigan Farm Radio Network.

#### TIME RATES

Rates effective April 1, 1962. (Card No. 6.)  
Card received March 27, 1962.

#### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	(*)
1 time.....	30.00	24.00	18.00	12.00	10.00	6.00
52 times.....	28.00	22.00	15.00	11.00	9.50	5.50
104 times.....	24.00	20.00	14.00	10.00	9.00	5.00
156 times.....	22.00	18.00	13.00	9.00	8.00	4.50
260 times.....	20.00	16.00	12.00	8.00	7.00	4.00
312 times.....	18.00	14.00	11.00	7.00	6.00	3.50
520 times.....	16.00	12.00	10.00	6.00	5.00	3.00
1,640 times.....	9.00	5.00	4.00	2.75		

(\*) 1 minute or 140 words.

### ALMA (1 AM; 1 FM)

Gratiot County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

### WFYC

1948



Subscriber to the NAB Radio Code  
Media Code 4 223 0480 8.00  
WFYC—Inc., Box 629, Alma, Mich. 48801. Phone 517-463-3175.

#### 1. PERSONNEL

Gen'l & Sales Mgr.—Gilbert E. Thomas.

#### 2. REPRESENTATIVES

George T. Hopewell, Inc.

#### 3. FACILITIES

1,000 w.; 1280 kc. days. Non-directional.  
Operating schedule: 6:00 a.m. to sunset. EST.

#### 4. AGENCY COMMISSION

15/0: bills rendered 1st of month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Michigan Rural Radio Network.

#### TIME RATES

AM/FM COMBINATION  
No. 10 ET 8/15/73—Rec'd 9/19/73.

#### 6. SPOT ANNOUNCEMENTS

1 min 7.00 6.80 6.60 5.2x 104x 208x 312x  
1x 15x 25x 6.40 6.20 6.00 5.80

Sold in combination with WFYC. See that listing for rates.

#### 7. PACKAGE PLANS

SATURATION PACKAGES  
PER WK: 10 ti 15 ti 20 ti 30 ti  
Cost..... 60 75 90  
Fixed position but not guaranteed.

### WFYC-FM

1965



Subscriber to the NAB Radio Code  
Media Code 4 223 0481 6.00  
WFYC—Inc., Box 629, Alma, Mich. 48801. Phone 517-463-3175.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 3,000 w.; 104.9 mc.  
Operating schedule: 6 am-11:15 pm Sat thru Sun EST.

#### 4. AGENCY COMMISSION

None, all rates are net to station.

#### 5. GENERAL ADVERTISING See coded regulations

Sold in combination with WFYC. See that listing for rates.

#### TIME RATES

No. 10 ET 8/15/73—Rec'd 9/19/73.  
1 min..... 5.00 4.75 4.50 4.25 4.00 3.75

### ALPENA (1 AM; 2 FM)

Alpena County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WATZ

1946



### WATZ-FM

1968



Midwestern Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 223 0540 9.00  
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

WATZ: General interest programming.

#### 1. PERSONNEL

Station Manager—Drew McClay.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11:15 pm. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: Same as AM.

#### 4. AGENCY COMMISSION

15/0 time only; 10 days.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Paul Bunyan Network.

#### TIME RATES

ET 4/1/74—Rec'd 4/22/74.  
AA—6-10 am & 3-7 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x.....	7.50	6.00	5.65	4.45
26 x.....	7.30	5.75	5.15	4.35
104 x.....	7.05	5.50	5.00	4.10
156 x.....	6.00	5.15	4.90	4.00
260 x.....	5.75	4.90	4.55	3.75
520 x.....	5.50	4.80	4.35	3.65
780 x.....	5.30	4.55	4.10	3.40
1040 x.....	5.00	4.35	3.85	3.15
1300 x.....	4.80	4.20	3.65	3.05
1560 x.....	4.70			



## WKRZ (FM)

1962  
ANN ARBOR  
Media Code 4 223 0720 7.00  
Lester Broadcasting Co., Box 5, Ann Arbor, Mich.  
48107. Phone 313-663-0589.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKRZ (FM): C & W 62.5% (6 am-9 pm); Progressive 37.5% (9 pm-6 am). Rec'd 7/2/73.

- PERSONNEL**  
General Manager—David A. Carmine.  
Business Manager—Nancy Merryman.  
Program Director—Daniel J. Mullaly.
- FACILITIES** ERP: 10,000 w.; 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.—174 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 26, 28a, 20a.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60d, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

**TIME RATES**  
ET 6/25/73—Rec'd 7/2/73.  
**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	15x	26x	52x	104x	260x
1 wk	12.00	10.80	9.60	8.40	7.20	6.00
5 wk	11.50	10.35	9.20	8.05	6.90	5.75
10 wk	11.00	9.90	8.80	7.70	6.60	5.50
20+	10.00	9.00	8.00	7.00	6.00	5.00

**10. SPECIAL FEATURES**  
News—1 per day/5 days, Mon thru Fri; 13 wks.  
Incl 1-sec open & close and 1 1-min spot, per wk \$8.00.

## WPAG

1945  
ANN ARBOR

American Information  
Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 223 0780 1.00  
Washtenaw Broadcasting Co., Inc., Hutzel Bldg.,  
Ann Arbor, Mich. 48108. Phone 313-662-5517.  
**STATION'S PROGRAMMING DESCRIPTION**  
WPAG: Programmed for adults and young adults.  
MUSIC: MOR, NEWS: network & local at 6:00 &  
network news features at :25; 30 min newscasts 7,  
8 am & 6 pm. SPORTS: play-by-play of university  
& high school sports, pro hockey, daily sports reports  
& network weekend sports reports. FARM: daily at  
6-7 am & 12:15-1:15 pm. Women's program 10:45-  
11 am daily. Daily community comment programs  
at 11:15 am & 1:30 pm with guests & phone call-in  
comments & questions from listeners. Contact Representa-  
tive for further details. Rec'd 7/29/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Edward F. Baughn.
- REPRESENTATIVES**  
Meecker Radio, Inc.  
Michigan—Michigan Spot Sales.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
5,000 w. days; 1050 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WPAG-FM.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21b, 22b, 23b, 24b, 24c, 25a, 26,  
28a, 29a.  
Contracts: 40a, 41, 44b, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
ET 1/1/74—Rec'd 12/3/73.  
AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x	13x	26x	52x	156x	260x	500x
1 min	15.50	15.25	15.00	14.75	14.50	14.25	12.50
30 sec	12.40	12.20	12.00	11.80	11.60	11.40	10.00

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	80 ti	90 ti	100 ti
1 min	14.50	14.25	14.00	13.75	13.50	13.25	13.00	12.75	12.50	12.25	12.00
30 sec	11.60	11.40	11.20	11.00	10.80	10.60	10.40	10.20	10.00	9.80	9.60

**10. SPECIAL FEATURES**  
Farm Programs: 1x AA rate. No frequency discount.

## WPAG-FM

1969  
ANN ARBOR

Subscriber to the NAB Radio Code  
Media Code 4 223 0781 9.00  
Washtenaw Broadcasting Co., Inc., Hutzel Bldg.,  
Ann Arbor, Mich. 48108. Phone 313-662-5517.  
See affiliated AM station for additional information.

- PERSONNEL**  
Sales Manager—James L. Baughn.  
Program Director—Charles Bros.

**3. FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 237 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-1 am. For simulcast facilities see WPAG.

**TIME RATES**  
No. 3 ET 10/1/70—Rec'd 10/8/70.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	260x	
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.50	4.30	4.10	3.90	3.70

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min	5.50	5.30	5.10	4.90
30 sec	4.15	4.00	3.85	3.70

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
10x 1-min.	1/4 hr—4x 1-min.	1/2 hr—6x 1-min.	

## WSDS

1962  
YPSILANTI

AMERICAN ENTERTAINMENT  
RADIO NETWORK

## Modern Country Music



Subscriber to the NAB Radio Code  
Media Code 4 223 0795 9.00  
Koch Broadcasting Corp., 580 W. Clark Rd., Ypsilanti,  
Mich. 48197. Suburban 313-484-1480, Detroit  
phone 313-722-1480.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSDS: Programmed for adults.  
Music 80%. 5 air personalities handle all segments  
featuring modern country music. NEWS 20%: local  
news on hour, network news every half hour. Complete  
weather report at :15 every hour. COMMERCIAL  
POLICY: 18 minutes per hour. Personalities available  
for remote broadcasts. Rec'd 8/5/68.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert W. Koch.  
Station Manager—Jack Wilkerson.  
Operations Director—Robert Hanrahan.
- FACILITIES**  
500 w. days; 1480 kc. Directional.  
Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**  
15/0: payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,  
29.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.  
Member: Detroit Suburban Network.

**TIME RATES**  
No. 3 ET 5/1/73—Rec'd 3/30/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm. Rotating.  
A—Mon thru Sat 10-3 pm & after 7 pm; Sun all  
day. Rotating.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
(*)	13.00	10.40	7.80	11.00	8.80	6.80
12 ti	12.50	10.00	7.50	10.50	8.40	6.30
18 ti	12.00	9.60	7.20	10.00	8.00	6.00
24 ti	11.50	9.20	6.90	9.50	7.60	5.70
30 ti	11.00	8.80	6.60	9.00	7.20	5.40

**7. PACKAGE PLANS**

PER YR. BULK:	CLASS AA	156x	260x	520x	1040x	2080x
1 min	13.00	12.50	12.00	11.50	11.00	10.00
30 sec	10.40	10.00	9.60	9.20	8.80	8.00

**10. SPECIAL FEATURES**

5 min local news	AA	A
	22	20

## WYFC

1962  
YPSILANTI

Media Code 4 223 0610 6.00  
WORD Broadcasters, Inc., Box 1520, Ypsilanti, Mich.  
48197. Phone 313-482-6000.  
Studio: 17 N. Huron St., Ypsilanti, Michigan.

**STATION'S PROGRAMMING DESCRIPTION**  
WYFC: Programmed for adults & young adults.  
Contemporary Christian format. MUSIC: contemporary  
Christian music in morning, afternoon & evening.  
Bluegrass & Southern gospel music Sat.  
News flashes 8x a day. Community interest programs  
with guests at noon daily. Women's program 9:30-  
10 am daily. Phone-in program 7-8 am daily.  
Children's program 9-10:30 am Sat. Rec'd 8/2/74.

- PERSONNEL**  
Executive Director—Duane Cuthbertson.  
Administrative Director—Louis Velker.  
Program Director—Tony Stubbs.
  - FACILITIES**  
250 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,  
29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Tobacco commercials unacceptable.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/18/74—Rec'd 2/21/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	52x	26x	12x	5x
1 min	7.50	5.25	3.00	8.50	5.75	3.00
30 sec	5.25	3.75	2.00	6.00	4.00	2.00
10 sec	3.00	2.00	1.00	4.00	2.50	1.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
50.00	32.00	20.00	12.50
55.00	37.00	23.00	14.50
60.00	42.00	25.00	16.00
65.00	47.00	27.50	17.00

## BAD AXE (1 AM; 1 FM)

Huron County—Map Location G-8  
See SBDS consumer market map and data at begin-  
ning of the State.

## WLEW

1950

## WLEW-FM

1967



Subscriber to the NAB Radio Code  
Media Code 4 223 0840 3.00  
Thumb Broadcasting Inc., 935 S. Van Dyke Rd., Bad  
Axe, Mich. 48413. 517-269-9931.

- PERSONNEL**  
Pres. & Gen'l Mgr.—A. Arthur Aymen.
- REPRESENTATIVES**  
Michigan—Michigan Spot Sales.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-11:15 pm. EST.  
FM-ERP 3,000 w.; 92.1 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 210 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL RATE POLICY**  
60-day protection on rate changes.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Michigan  
Rural Radio Network.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
ET 1/1/70—Rec'd 12/8/69.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	1x	26x	52x	104x	260x	365x	624x	1248x
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.25	3.00	2.75	2.50
30 sec	4.50	4.20	3.90	3.60	3.30	3.00	2.75	2.50	2.25	2.00
10 sec	3.00	2.80	2.65	2.50	2.40	2.25	2.15	2.00	1.90	1.80

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	10 sec
10 ti	5.50	4.75	2.80
20 ti	5.00	4.50	2.55
30 ti	4.75	4.25	2.50

## BATTLE CREEK (3 AM; 1 FM)

Calhoun County—Map Location E-11  
See SBDS consumer market map and data at begin-  
ning of the State.

## WBCK

1948

## NBC Radio Network

**M** Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 223 0900 5.00  
Michigan Broadcasting Co., 390 Golden Ave., Battle  
Creek, Mich. 49015. Phone 616-963-5555.

- PERSONNEL**  
General Manager—Eugene Cahill.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 930 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5:30-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 21d, 24b, 25a, 29a.  
Contracts: 40a, 41, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with NBC.

**TIME RATES**  
ET 9/1/69—Rec'd 6/24/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	CLASS AA	156x	260x	312x
1 min	17.00	16.00	15.00	15.00	14.00	11.00
30 sec	14.00	13.00	12.00	12.00	11.00	10.00

**7. PACKAGE PLANS**

1 min	30 sec	10 sec	CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	15.00	14.00	13.00	13.00	12.00	11.00	10.00	9.00
30 sec	12.00	11.00	10.00	10.00	9.00	8.00	7.00	6.00

**8. PROGRAM TIME RATES**

5 min	1x	26x	52x	104x	260x	312x
1/2 hr	22	21	20	19	13	17
	50	47	45	40	35	32

## WKRZ (FM)

1963



Subscriber to the NAB Radio Code  
Media Code 4 223 0960 9.00  
Engineering Investment Corp., 710 Michigan National  
Bank Bldg., Battle Creek, Mich. 49017.  
Phone 616-964-7173.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRZ (FM): Programmed for adults.  
MUSIC: 90% standards, 10% showtunes by large  
string orchestras & standard vocalists. NEWS: at 6,  
7, 8 am & 12N, 3, 4, 5, & 6 pm. COMMERCIAL  
POLICY: 8 commercial minutes per hour maximum.  
Contact: Representative for further details. Rec'd  
12/18/72.

- FACILITIES**  
ERP 31,000 w.; 103.3 mc. Stereo.  
Operating schedule: 5-1 am. EST.  
Antenna ht.: 210 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
ET—Rec'd 5/6/74.
- 6. SPOT ANNOUNCEMENTS**
- | ROS:   | 156x | 260x | 520x |
|--------|------|------|------|
| 1 min  | 5.50 | 5.00 | 4.50 |
| 30 sec | 4.75 | 4.25 | 3.75 |
- 7. PACKAGE PLANS**
- | PER WK, ROS: | 1 ti | 12 ti | 18 ti | 24 ti |
|--------------|------|-------|-------|-------|
| 1 min        | 6.75 | 6.25  | 5.50  | 5.00  |
| 30 sec       | 6.00 | 5.50  | 4.75  | 4.25  |
- 10. SPECIAL FEATURES**
- | 5-min news | 1x   | 52x  | 156x | 260x |
|------------|------|------|------|------|
|            | 7.25 | 6.75 | 6.25 | 5.75 |

## WKNR

1925



Subscriber to the NAB Radio Code  
Media Code 4 223 0990 6.00  
Engineering Investment Corp., 710 Michigan National  
Bank Bldg., Battle Creek, Mich. 49017. Phone  
616-964-7173.

**STATION'S PROGRAMMING DESCRIPTION**  
WKNR: Programmed for 18-49 age bracket and  
youth audience.  
MUSIC: current popular hits. 5 AII PERSONAL-  
ITIES handle 4 hour segments. NEWS: local, regional  
& :52 followed by network at :55; additional 5  
min summaries at :25 during morning & afternoon  
drive segments. 2 man news staff. Contact Representa-  
tive for further details. Rec'd 8/3/72.

- PERSONNEL**  
President—Joseph A. Waldschmitt.  
Station Manager—Kent Kanchmitt.  
Program Director—Rick D'Amico.
- REPRESENTATIVES**  
PRO Times Sales, Inc.  
Michigan Spot Sales.  
Western States: Bill Dahlsten & Associates.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5 am-1 am. EST.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a.  
Contracts: 40a, 44a, 46, 51a.  
Comb.: Cont. Discounts: 60g, 61c, 62d.  
Cancellation: 70e, 72, 73a, 73b.  
FM facilities: WKFR (FM).  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. 3 ET 1/1/71—

# MICHIGAN

## Battle Creek—WVOC—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
WVOC: Programmed for young adults & adults.  
MUSIC: modern country. Local news at :35, sports at :45, farm 12:35 pm. Rec'd 12/3/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Don F. Price.  
Sta. & Sales Mgr. & Chief Engr.—D. Burdette Price.  
Program Director—Gary Ball.
- FACILITIES**  
1000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4b, 4d, 7b.  
Affiliated with MBS.

TIME RATES		ET 7/1/74—Rec'd 12/3/73.	
<b>6. SPOT ANNOUNCEMENTS</b>			
26x	52x	104x	312x
1 min.....	11.50	11.00	10.00
30/20 sec.....	8.65	8.25	7.50
<b>7. PACKAGE PLANS</b>			
PER WK:	6 ti	12 ti	18 ti
1 min.....	9.50	9.00	8.50
30/20 sec.....	7.15	6.75	6.40

PROGRAM TIME RATES		1/2 hr		1/4 hr		5 min	
1 ti.....	40.00	25.00	18.50	35.00	20.00	14.00	10.00
260 or more ti.....	31.00	16.00	10.00				
<b>10. SPECIAL FEATURES</b>							
News at :60 and :30.....							
5 MINUTE NEWSCASTS.....	15.00						
6 or more, ea.....							

## BAY CITY (2 AM; 2 FM)

Plus 2 paid cross references.  
Bay County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WBCM

1925



Media Code 4 223 1080 5.00  
TriMEDIA, Inc., Box 1440, Bay City, Mich. 48706.  
Phone 517-893-7551.

**STATION'S PROGRAMMING DESCRIPTION**  
WBCM: Programmed for adults and young adults.  
MUSIC: MOR. AIR PERSONALITIES handle all segments. NEWS: Emphasis on local & regional news; network, news personality, UPI wire; 5 min at :50, 10 min at 7, 8, 9 am, noon, 4, 5 pm, 15 min at 6 pm; editorials, public affairs done locally.  
FAIM: at 6:35, 7:35, 7:45 & 10:45 am, 12:10 & 2:45 pm. SPORTS: high school football, basketball, professional football, college football, pro hockey reports, men's softball, sports personality & 12 sports reports daily. COMMERCIAL POLICY: maximum 18 min all periods. Contact Representative for further details. Rec'd 4/5/74.

- PERSONNEL**  
President—Robert G. Liggett, Jr.  
General Manager—Daniel F. Covell.  
Sales Manager—Jerry Arnold.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1440 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 22a, 22b, 23a.  
Contracts: 40a, 46, 47a, 51a.  
Cancellation: 70a, 71a.  
Prod. Services: 80.  
FM facilities: WJNN (FM).  
Affiliated with American Contemporary Network.

TIME RATES		ET 7/3/74—Rec'd 7/11/74.	
AA—Mon thru Sat 5-10 am & 3-7 pm.			
A—Mon thru Sat 10 am-3 pm & 7 pm-1 am; Sun all day.			
<b>7. PACKAGE PLANS</b>			
PER WK:	6 ti	12 ti	18 ti
1 min.....	11.75	11.50	11.25
30 sec.....	9.75	9.50	9.25
CLASS A			
1 min.....	9.75	9.50	9.25
30 sec.....	8.25	8.00	7.75
ANNUAL BULK. ROS:	250x	500x	750x
1 min.....	7.50	7.00	6.50
30 sec.....	6.50	6.00	5.50

## WGER (FM)

1961



Subscriber to the NAB Radio Code  
Media Code 4 223 1140 7.00  
Gerity Broadcasting Co., 100 Center Ave., Bay City, Mich. 48706. Phone 517-892-4501.

**STATION'S PROGRAMMING DESCRIPTION**  
WGER (FM): Programmed for adults & young adults.  
MUSIC: MOR selections. NEWS: hourly capsule. Contact Representative for further details. Rec'd 8/2/74.

- PERSONNEL**  
Vice-Pres. & Sta Mgr.—Gale H. Sullivan.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
ERP 86,000 w. (horiz.), 86,000 w. (vert.); 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 890 ft. above average terrain.

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a.  
Basic Rates: 23a.  
Contracts: 47a.  
Cancellation: 73a.

TIME RATES		No. 9 ET 8/15/74—Rec'd 8/2/74.	
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK:	6 ti	12 ti	18 ti
1 min.....	11.00	10.00	11.00
30 sec.....	10.50	9.50	9.00
<b>10. SPECIAL FEATURES</b>			
NEWSCASTS:	1x	104x	312x
5 min.....	18	17	18

## WHNN (FM)

1947



Media Code 4 223 170 4.00  
TriMEDIA, Inc., Box 1440, Bay City, Mich. 48706.  
Phone 517-894-2922.  
See affiliated AM station for additional information.  
AM facilities: WBCM.

**STATION'S PROGRAMMING DESCRIPTION**  
WHNN (FM): Programmed for young adults.  
MUSIC: top 40/rock. COMMERCIAL POLICY: 8 minutes maximum. Contact Representative for further details. Rec'd 7/31/73.

- PERSONNEL**  
Sales Manager—Frank Imburg.
- FACILITIES**  
ERP 97,000 w.; 96.1 mc. Quadraphonic.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 390 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

TIME RATES		ET 6/1/74—Rec'd 5/31/74.	
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK. ROS:	1 ti	12 ti	24 ti
1 min.....	11.80	11.20	10.30
30 sec.....	10.60	10.00	9.10
<b>7. PACKAGE PLANS</b>			
PER YR. BULK:	250x	500x	750x
1 min.....	10.60	9.40	8.20
30 sec.....	9.40	8.20	7.00
Specified time, extra 10%.			
7 day rotation, 5-10 am, 10 am-3 pm, 3 pm-midnight, midnight-5 am.			

## WSAM

SAGINAW

City of license, Saginaw, Mich.  
Considered by NBC Radio Network as the Bay City-Saginaw outlet.  
See listing under Saginaw, Mich.

## WSGW

SAGINAW

City of license, Saginaw, Mich.  
Considered by CBS Radio Network as the Bay City-Saginaw outlet.  
See listing under Saginaw, Mich.

## WXOX

1956



## Modern Country Music



Media Code 4 223 1200 9.00  
Gateway Broadcasting Co., Inc., Box 1250, Bay City, Mich. 48706. Phones 517-893-1250, 1421, 4588, 4589.  
Saginaw office: 4595 State St., Saginaw, Mich. 48603.  
Phone 517-799-9300.

**STATION'S PROGRAMMING DESCRIPTION**  
WXOX: Programmed for young adults and adults.  
MUSIC: 100% modern country music. NEWS: at :15 and :45 hourly. SPORTS: at :25 hourly. FARM: 6 hours weekly 6-8:30 am and noon-12:30 pm M-Sat. Women's show, 2-1/2 hours weekly 10:05-10:30 am. COMMERCIAL POLICY: 18 minutes all periods. Contact Representative for further details. Rec'd 8/31/70.

- PERSONNEL**  
Executive Vice-President—Donald K. Mayle.  
General Manager—Don Andrews.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w.; 1250 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.; Cont. Discounts: 60b, 60d, 60g, 40b, 60L 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Michigan Farm Radio Network.

TIME RATES		No. 2 ET 7/1/71—Rec'd 7/2/71.	
AAA—Mon thru Sat 6-10 am & 3-7 pm.			
AA—All other times.			
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK:	1 min	30 sec	10 sec
6 ti.....	20.00	16.00	10.00
12 ti.....	18.00	14.40	9.00
18 ti.....	16.00	12.80	8.00
24 ti.....	14.00	11.20	7.00
30 ti.....	12.00	9.60	6.00
PER YR:			
520 x.....	12.00	9.60	6.00
1040 x.....	10.00	8.00	5.00

**MORE adults (18-49) during combined drive**  
**MORE women (18-49) during housewife time**  
**WXOX—delivering more adults than the 2nd and 3rd ranked stations combined!**

AR B/A/M '74, Saginaw TSA, M-S 6AM-Mid.

## BENTON HARBOR-ST. JOSEPH (2 AM; 2 FM)

Berrien County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## WHFB American Information Network

Subscriber to the NAB Radio Code  
Media Code 4 223 1260 3.00  
Palladium Publishing Co., Box 608, Fairplain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.

**STATION'S PROGRAMMING DESCRIPTION**  
WHFB: Programmed for general interest.  
NEWS: network, national, international, local on hour. State, regional, area, local on half hour. Mobile unit, 4 man news department. AIR PERSONALITIES handle all segments. Sign-on-11 am entertainment employing comedy, audience participation, talk, 11 am-noon women's show, fashions, discussions, cooking. Noon-1 pm farm and market reports, agricultural weather, interviews, county agent reports, 1 pm-sign-off entertainment features, music, discussions. MUSIC: middle-of-the-road, standards, general popular. SPORTS: professional and collegiate football, major league baseball, high school football and basketball, local coverage. Contact Representative for further details. Rec'd 1/25/68.

- PERSONNEL**  
General Manager—J. P. Scherer.  
Director of Operations—James Blake.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Detroit—Michigan Spot Sales.
- FACILITIES**  
5,000 w. days; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 14a, 15b.  
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 51c.  
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: Michigan Farm Radio Network.

TIME RATES		ET 7/1/74—Rec'd 7/8/74.	
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK:	1 ti	6 ti	12 ti
1 min.....	16	15	14
30 sec.....	16	15	14
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.			
<b>8. PROGRAM TIME RATES</b>			
5 min—1-1/2x earned 1-min rate.			

## WHFB-FM

1947



Subscriber to the NAB Radio Code  
Media Code 4 223 1261 1.00  
Palladium Publishing Co., Box 608, Fairplain Ave., Benton Harbor, Mich. 49022. Phone 616-927-3581.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WHFB-FM: Programmed for young housewives and adults.  
Popular Music 90%. Interspersed with format of contemporary verse twice hourly. News & weather hourly with emphasis during am drive. 5-man news staff; wire & network. COMMERCIAL POLICY: 4 breaks per hour. Local & regional sports in season. Contact Representative for further details. Rec'd 12/1/72.

TIME RATES		ET 7/1/74—Rec'd 7/20/74.	
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK:	6 ti	12 ti	18 ti
1 min.....	9.00	7.60	7.35
30 sec.....	8.40	6.00	5.80
10 sec.....	4.00	3.80	3.50

## WSJM and WSJM-FM

1956 ST. JOSEPH 1966  
NBC Radio Network  
A Midwest Family Station  
Sold in combination only.  
Media Code 4 223 1320 5.00

- PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph D. Mackin.  
Operations Manager—Michael Andersen.  
FM Manager—Thomas Ferrer.
- REPRESENTATIVES**  
Chicago, Detroit—McGavren-Guild, Inc.  
All other offices—Hill/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 308 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 25a, 26, 28a, 29a, 29b, 30, 31, 32a, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

TIME RATES		WSJM and WSJM-FM COMBINATION	
ET 6/1/71—Rec'd 5/3/71.			
AA—Mon thru Sat 6:30-9 am, noon-1 pm & 3-7 pm.			
A—All other times.			
<b>6. SPOT ANNOUNCEMENTS</b>			
WSJM and WSJM-FM COMBINATION			
CLASS AA			
1 min.....	13.50	12.50	11.00
30 sec.....	9.50	8.75	8.40
10 sec.....	6.75	6.25	6.00
CLASS A			
1 min.....	12.50	11.50	11.00
30 sec.....	8.75	8.10	7.70
10 sec.....	6.25	5.75	5.50
<b>7. PACKAGE PLANS</b>			
WSJM and WSJM-FM COMBINATION			
SATURATION PLAN			
CLASS AA			
PER WK:	6 ti	12 ti	18 ti
1 min.....	13.50	13.00	12.00
30 sec.....	9.50	9.17	8.40
10 sec.....	6.75	6.50	6.00
CLASS A			
1 min.....	12.50	12.00	11.00
30 sec.....	8.75	8.49	7.70
10 sec.....	6.25	6.00	5.50

**7. PACKAGE PLANS**  
WSJM and WSJM-FM COMBINATION  
SATURATION PLAN  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min..... 13.50 13.00 12.00 11.50  
30 sec..... 9.50 9.17 8.40 8.10  
10 sec..... 6.75 6.50 6.00 5.75  
CLASS A  
1 min..... 12.50 12.00 11.00 10.50  
30 sec..... 8.75 8.49 7.70 7.40  
10 sec..... 6.25 6.00 5.50 5.25

## BIG RAPIDS (1 AM; 1 FM)

Merosta County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

**WBRN**  
1953  
Subscriber to the NAB Radio Code  
Media Code 4 223 1360 9.00  
WBRN, Inc., Box 825, 13574 Northland, Big Rapids, Mich. 49307. Phone 616-796-7684.

- PERSONNEL**  
Gen'l & Sta. Mgr.—Jack White.
- REPRESENTATIVES**  
Michigan Spot Sales.
- FACILITIES**  
1,000 w. days; 1460 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
Simulcast during AM operational hours. For non-simulcast facilities see WBRN-FM listing.
- AGENCY COMMISSION**  
15% time only; payable in 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 14a, 15b.  
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 51c.  
Comb.; Cont. Discounts: 60b, 60g, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: Michigan Farm Radio Network.

TIME RATES		ET 1/1/66—Rec'd 5/5/66.	
<b>6. SPOT ANNOUNCEMENTS</b>			
PER WK:	1 ti	100x	300x
1 min.....	4.00	3.80	3.40
30 sec.....	3.50	2.80	2.40

(Big Rapids continued on next page)



**Big Rapids—Continued**

**W B R N-FM**

1864



Subscriber to the NAB Radio Code  
Media Code 4 223 1381 7.00  
WBIRN INC., Box 825, 13574 Northland Drive, Big Rapids, Mich. 49307, Phone 616-796-7634.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 100.9 mc.  
Operating schedule: 6 am-10 pm.  
Simulcast with WBRN-AM 6 am-10 pm.  
Simulcast rates see WBRN-AM, WBRN-FM listings.

**TIME RATES**  
ET 1/1/66—Rec'd 5/5/66.

6. SPOT ANNOUNCEMENTS				
	1x	100x	300x	1000x
1 min.	4.00	3.80	3.60	3.20
30 sec.	3.50	2.80	2.60	2.20

**BIRMINGHAM**

Oakland County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

**See Detroit Urban Area**

**CADILLAC (2 AM; 1 FM)**

Wexford County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WATT**

1945



Midwestern Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 223 1440 1.00  
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

**STATION'S PROGRAMMING DESCRIPTION**  
WATT: Programmed for adults and young adults.

**1. PERSONNEL**  
Station Manager—Stanton Smart.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:15-12:15 am. EST.

**4. AGENCY COMMISSION**  
15/0 net time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Paul Bunyan Network.

**TIME RATES**  
ET 4/1/74—Rec'd 4/22/74.

AA—6-10 am & 3-7 pm.			
A—All other times.			
6. SPOT ANNOUNCEMENTS			
	1 min	30 sec	1 min
1x	7.50	6.00	5.65
52x	7.05	5.50	5.00
104x	6.25	5.15	4.70
156x	5.75	5.05	4.35
260x	5.50	4.60	4.10
520x	5.15	4.45	3.90
780x	4.70	4.10	3.55
1040x	4.35	4.00	3.30
1300x	4.10	3.90	3.10
1560x	4.00	3.65	3.00
2600x	3.90	3.20	2.90
10 sec, 1x	2.35	10 sec, 200+	2.05

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	4.75	4.45	4.35	4.25	4.10
30 sec.	3.75	3.65	3.60	3.55	3.50
1 min.	4.05	4.00	3.90	3.75	3.70
30 sec.	3.40	3.35	3.25	3.10	3.10

**W W A M**

1968

**W K J F (FM)**

1961

**CBS Radio Network**



A Fetzler Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 223 1480 7.00

Fetzler Broadcasting Co., Box 627, Cadillac, Mich. 49601. Phone 616-778-3478.

**STATION'S PROGRAMMING DESCRIPTION**  
WWAM: MUSIC: 6 am-7 pm MOR & current hits; 7 pm-12M modern C W. Hourly: news, weather, sports, community events & tourist information.

SPORTS: Pro baseball & football, college football, high school basketball & football & outdoor reports.  
Contact Representative for further details. Rec'd 10/31/73.

**1. PERSONNEL**  
President—Carl E. Lee.  
Vice-Pres. & Gen'l Mgr.—Gene Ellerman.  
General Sales Manager—Lyle C. Poag.

**2. REPRESENTATIVES**  
Avery-Knoedel, Inc.

**3. FACILITIES**

5,000 w. days, 1,000 w. nights; 1370 kc. Directional.  
Operating schedule: 6 am-midnight. EST.  
FM-ERP 100,000 w.; 92.9 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 395 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 net time only; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11l, 12c, 13c, 14b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 45, 48, 47e, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60l, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
WWAM/WKJF (FM) COMBINATION  
No. 7 ET 3/1/74—Rec'd 3/5/74.

AA—Mon thru Fri 6-9:30 am, noon-1 pm & 3:30-7 pm; Sat 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE				
PER WK:	1-6 ti	12 ti	18 ti	24 ti
AA	8.50	8.00	7.50	7.00
A	7.50	7.00	6.50	6.00

30 SECONDS				
AA	6.80	6.40	6.00	5.60
A	6.00	5.60	5.20	4.80

10 sec: 50% of applicable AA 1-min.

**8. PROGRAM TIME RATES**

A	1 hr	1/2 hr	1/4 hr	10 min	5 min
	60.00	40.00	24.00	20.00	15.00

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/73—Rec'd 11/15/73.

**6. SPOT ANNOUNCEMENTS**

	1-26x	52x	104x	156x	260x	365x	520x
1 min	5.90	5.20	4.75	4.50	4.25	4.00	3.50

**7. PACKAGE PLANS**

PER WK. EA:	10 ti	20 ti	30 ti
1 min.	4.60	4.40	4.20
30 sec.	4.20	4.00	3.80

**8. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	208x	312x
1 min.	5.00	4.60	4.40	4.20	3.90	3.40
30 sec.	4.60	4.20	3.80	3.40	3.20	3.00

**9. PACKAGE PLANS**

PER WK. EA:	10 ti	20 ti	30 ti
1 min.	4.60	4.40	4.20
30 sec.	4.20	4.00	3.80

**10. SPECIAL FEATURES**

NEWS:	312x	260x	156x	104x	52x	26x	1x
5 min.	10.65	11.05	11.35	11.95	12.20	12.60	12.80
10 min.	16.65	17.30	17.90	18.70	19.40	19.95	20.35

**11. CLASS A**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**12. CLASS B**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**13. CLASS C**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**14. CLASS D**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**15. CLASS E**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**16. CLASS F**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**17. CLASS G**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**18. CLASS H**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**19. CLASS I**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**20. CLASS J**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**21. CLASS K**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**22. CLASS L**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**23. CLASS M**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**24. CLASS N**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**25. CLASS O**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**26. CLASS P**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**27. CLASS Q**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**28. CLASS R**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**29. CLASS S**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**30. CLASS T**

5 min.	9.15	9.60	9.80	10.25	10.65	10.95	11.35
10 min.	14.30	14.80	15.75	15.95	16.65	17.30	18.00

**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	208x	312x
1 min.	5.00	4.60	4.40	4.20	3.90	3.40
30 sec.	4.60	4.20	3.80	3.40	3.20	3.00

**7. PACKAGE PLANS**

PER WK. EA:	10 ti	20 ti	30 ti
1 min.	4.60	4.40	4.20

# WHERE SOUL STARTED IN DETROIT



**WCHB  
1440**

## THE BLACK GIANT

WCHB — A rhythm and blues station presenting the top hits within a tight format.

DETROIT — Our home and home of 883,972 blacks... that's 57% of Detroit, the nation's 5th largest city, and 77% of Michigan's entire black population.

THE JAZZY ONE 105.9

**WJZZ  
STEREO**

WJZZ — (formerly WCHD) A MOR jazz station featuring the best Jazz, MOR Vocals, and Blues Standards.

The only 24 hour jazz station in Michigan. In Full Stereo, WJZZ transmits over a 60 mile radius serving over 6 MILLION people.

**WCHB  
and  
WJZZ**

Sold in Combination  
2994 E. Grand Blvd.  
Detroit, Michigan 48202

Represented Nationally by  
Bernard Howard & Co., Inc.

## MICHIGAN

Detroit—Continued

**CKLW**  
1932  
WINDSOR, CANADA

**BOLTON | BURCHILL**

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)

Media Code 4 223 3060 5.00

CKLW Radio Sales, Inc., 26400 Lahser Rd., Southfield, Mich. 48076. Phone 313-353-6200. TWX 810-224-4968.

**STATION'S PROGRAMMING DESCRIPTION**  
CKLW: Programmed for 20 to 49 age bracket and youth audience.

**MUSIC:** Today's most popular hits. **NEWS:** local, regional, national & international 8 min summaries including sports and weather every hour, 6-9 am M-Sat at :40. Hourly 9 am-12M. Mon-Fri. Every 3 hours at all other times. Contact Representative for further details. Rec'd 2/25/72.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Herbert W. McCord.  
Vice-Pres. & Gen'l Sales Mgr.—Gerard Sperry.

### 2. REPRESENTATIVES

Bolton/Burchill International, Ltd.

### 3. FACILITIES

50,000 w.; 800 kc. International clear channel.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 20a, 22a, 22b, 23a, 26, 28a, 29a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60f, 60l, 61c.  
Cancellation: 70c, 71a, 73b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 ET 4/1/74—Rec'd 3/28/74.

AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 5-10 am.

A—Mon thru Sun 8 pm-1 am.

B—Mon thru Sun 1-5 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	14	6 ti	12 ti	18 ti	24 ti
1 min.....	180	170	160	150	135
30 sec.....	125	120	115	110	100
10 sec.....	60	58	55	52	50

1 min.....	CLASS AA				
	140	130	125	120	110
30 sec.....	100	90	85	80	75
10 sec.....	50	48	45	42	40

1 min.....	CLASS A				
	120	115	110	105	100
30 sec.....	80	78	75	72	70
10 sec.....	40	38	37	36	35

1 min.....	CLASS B				
	50	45	40	35	30
30 sec.....	35	32	28	24	20

### 7. PACKAGE PLANS

MAXIMUM IMPACT—1/3AAA, 1/3AA, 1/3A  
PLAN:  
6 12 18 24 30  
1 min..... 690 1300 1830 2280 2650  
30 sec..... 470 872 1230 1536 1800  
10 sec..... 230 436 618 776 920  
(SO) (D)

**WABX (FM)**

1960

Century National Sales

**NAB**

Media Code 4 223 1980 6.00

Century Broadcasting Corp., 20760 Coolidge, Detroit, Mich. 48237. Phone 313-398-1100.

**STATION'S PROGRAMMING DESCRIPTION**

WABX (FM): Programmed for young adults.  
**MUSIC:** progressive rock, folk, jazz. Frequent specials featuring prominent musicians and groups.  
**NEWS:** 12 newscasts a day. Contact Representative for further details. Rec'd 4/1/71.

### 1. PERSONNEL

President—Howard Grafman.  
Vice-Pres. & Gen'l Mgr.—John Detz.  
Station Manager—Betsey Strand.

### 2. REPRESENTATIVES

Century National Sales.

### 3. FACILITIES

ELIP 36,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 41.  
Comb.: Cont. Discounts: 60d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 10 ET 1/15/74—Rec'd 12/31/73.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.

AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA				AA			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min 44	41	39	37	40	38	36	34	34
30 sec 38	36	34	32	34	32	30	28	28

A, 6 ti..... 1 min 30 sec 20 17

### 10. SPECIAL FEATURES

News, 5 per day..... 1 min 30 sec 40 36

**W B F G (FM)**

1962

**NAB**

**NAFMB**

Media Code 4 223 2040 8.00

The Trinity Broadcasting Corp., 8009 Lyndon Ave., Detroit, Mich. 48238. Phone 313-863-5650.

**STATION'S PROGRAMMING DESCRIPTION**

WBFG (FM): Programmed for adults and young adults.

M-Sat, sacred music 30%, talk 30%, religious 30%, news and public affairs 10%. Sacred music and religious programs noon-12M. Rec'd 10/9/70.

### 1. PERSONNEL

President—Joe Ninowski.  
Vice-Pres. & Gen'l Mgr.—Dan Ninowski.  
Program Director—Norman Leonard.

### 3. FACILITIES

ELIP 50,000 w. (horiz.), 50,000 w. (vert.); 98.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4b, 4d, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21c, 22a, 23a, 24b, 25a, 26, 28a, 29a, 33c.  
Contracts: 40c, 41, 42a, 42c, 45, 46, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60h, 60e, 60h, 60i, 61b, 62a.  
Cancellation: 70a, 70d, 72, 73a.  
Prod. Services: 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 ET 1/1/74—Rec'd 6/8/74.

### 6. SPOT ANNOUNCEMENTS

1 min.....	CLASS AAA					
	13x	25x	52x	104x	156x	260x
30 sec.....	9.00	8.50	8.00	7.50	7.00	6.50
10 sec.....	6.00	5.50	5.00	4.50	4.00	3.50

1 min.....	CLASS AA				
	9.00	8.50	8.00	7.50	7.00
30 sec.....	6.00	5.50	5.00	4.50	4.00
10 sec.....	3.00	2.50	2.00	1.50	1.00

### 8. PROGRAM TIME RATES

1 hr.....	CLASS AAA						
	13x	25x	52x	104x	156x	260x	312x
1/2 hr.....	85	80	74	70	67	64	60
1/4 hr.....	52	48	40	36	34	30	27
5 min.....	32	28	23	22	21	20	19
5 min.....	21	19	18	17	15	14	11

### 10. SPECIAL FEATURES

NEWS 6 DAYS PER WK: 13 wk 26 wk 52 wk  
Headlines..... 29 26 23  
5 min..... 47 44 41  
1/4 hr..... 133 109 103

**WCAR**

1939



Buckley Radio Sales, Inc.

**RAB**

Media Code 4 223 2100 0.00

WCAR, Inc., 18900 James Couzens Hwy., Detroit, Mich. 48235. Phone 313-345-8600.

### 1. PERSONNEL

General Manager—H. Y. Levinson.  
National Sales—Bob Britt.

### 2. REPRESENTATIVES

Buckley Radio Sales, Inc.

### 3. FACILITIES

50,000 w. days, 10,000 w. nights; 1130 kc. Directional  
—day and night.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 29a.  
Contracts: 40c, 46, 48.  
Cancellation: 70c, 70d, 70e, 71a, 72, 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4A ET 12/17/73—Rec'd 12/21/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

B—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

CLASS AA

PER WK:	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	51	46	39	35	33
30 sec.....	41	37	31	28	26
10 sec.....	31	28	23	21	20

CLASS A

1 min.....	CLASS A				
	39	32	25	23	21
30 sec.....	31	28	20	18	17
10 sec.....	23	19	15	14	13

CLASS B

1 min.....	CLASS B				
	27	24	21	18	15
30 sec.....	22	19	17	14	12
10 sec.....	16	14	13	11	9

### 7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3B

PER WK:	TAP				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	39	34	28	26	24
30 sec.....	31	28	23	20	19
10 sec.....	23	21	17	16	15

AM and FM combinable for frequency.

**WCAR-FM**

1964

**RAB**

Media Code 4 223 2101 8.00

WCAR, Inc., 18900 James Couzens Hwy., Detroit, Mich. 48235. Phone 313-345-8600.

See affiliated AM station for additional information.

### 3. FACILITIES

ERP 10,000 w.; 92.3 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 480 ft. above average terrain.

### TIME RATES

No. 1 ET 12/1/73—Rec'd 1/7/74.

AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.

A—Mon thru Sat 6-10 am & 3-7 pm; Sun 6 am-midnight.

B—Tues thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti.....	21.00	17.00	17.00	17.00	13.80	13.80
6 ti.....	18.00	14.60	14.60	15.00	12.20	12.20
12 ti.....	15.00	12.20	12.20	12.00	9.80	9.80
18 ti.....	13.00	10.60	10.60	10.00	8.20	8.20
24 ti.....	11.00	9.00	9.00	8.00	6.60	6.60

fl: flat 5.00.

FM and AM combinable for frequency.

(Detroit continued on next page)

# MARKET DATA!

SRDS presents the latest figures for Consumer Market data. Population, Consumer Spendable Income, Total Retail Sales, market data summaries by states, plus metro area ranking tables are available in this issue!

Consult the table of contents for location.

11-N 61



Detroit—Continued

**WCHB**  
**INKSTER**  
**Black**

City of license, Inkster, Michigan.  
Detroit office: 2994 E. Grand Blvd., Detroit, Mich.  
48202. Phone 313-871-0590.  
See listing under Detroit Urban Area.

**Advertisement**

Bell Broadcasting Company, 32790 Henry Ruff Road,  
Inkster, Michigan 48141. (313) 278-1440.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Dr. Wendell Cox.  
General Sales Manager—Dennis Jackson.  
Operations Director—Bill Curtis.

**2. REPRESENTATIVES**

Bernard Howard & Co., Inc.

**3. FACILITIES**

Operating schedule—24 hours daily, 1000 w; 1440 kc.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

**AM/FM COMBINATION**

ET 4/1/74—Rec'd 4/1/74.

AAA—Mon thru Sun 6-10 am & 3-7 pm.  
AA—Mon thru Sun 10 am-3 pm & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK.	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	80	75	70	65	60	56
AA	55	50	45	40	35	32
10 sec	60% of 1-min.					

**AM ONLY**

AA—Mon thru Sun 6-10 am & 3-7 pm.  
A—Mon thru Sun 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.

PER WK.	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA	63	58	53	48	43	38
A	38	32	27	22	17	12
B	31	28	25	22	19	16
30 sec	80% of 1-min. 10/20 sec: 60% of 1-min.					
See WCHB listing, Detroit Urban Area, for rate schedule with further frequency discounts.						

**WCHD (FM)**

NOTE: The call letters of this station have been changed to:

**WJZZ**

**WDEE**

1925



**ROBERT E. EASTMAN & CO., INC.**

Media Code 4 223 2210 7.00

Globetrotter Communications, Inc., 16550 W. Nine Mile Rd., Southfield, Mich. 48075. Phone 313-557-1500.

**STATION'S PROGRAMMING DESCRIPTION**

WDEE: Programmed for adults.  
MUSIC: modern country, emphasis on current country chart hits, country-pop crossover hits & familiar modern country standards, all presented by air personalities. NEWS & SPORTS: 5 min at :45, 5 am-midnight; 3 min capsule reports, midnight-5 am. Direct reports from city, county, state and Washington bureaus plus network. Round the clock traffic reports from Michigan Emergency Patrol. Eleven 14 minutes per hour maximum. Contact Representative for further details. Rec'd 11/8/73.

**1. PERSONNEL**

Station Manager—John E. Risher.  
Local Sales Manager—Jack Bailey.  
Operations Manager—Tom Collins.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

50,000 w. days, 5,000 w. nights; 150J kc. Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 28b, 30, 33a.  
Contracts: 40a, 41, 42a, 46, 47a, 51a, 51c.  
Comb.; Cont. Discounts: 60c, 60i, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80.  
Affiliated with Eastman Radio Network.  
Affiliated with American Information Network.  
Affiliated with MBS.

**MULTIPLE PRODUCT ANNOUNCEMENTS**  
Piggybacks: 1-min spot rates applies only to products or services of a single advertiser, and does not apply to spots for more than two products or services of the advertiser in the 1-min period unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.  
Affiliated with American Information Network.

**TIME RATES**

No. 25 ET 8/1/74—Rec'd 7/9/74.

I—Mon thru Sat 5:30-10 am & 3-7 pm; Sat 10 am-3 pm.  
II—Mon thru Fri 10 am-3 pm; Sun 10 am-7 pm.  
III—Mon thru Sat 7 pm-midnight; Sun 7-10 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK.	1 min	30 sec	1 min	30 sec	1 min	30 sec
WK: I-6 ti	12 ti	18 ti	24 ti	I-6 ti	12 ti	18 ti
I.....	80	75	70	65	60	56
II.....	55	50	45	40	35	32
III.....	55	50	45	40	35	32
10 sec:	60% of 1-min.					



Media Code 4 223 2211 5.00

Bartell Broadcasting of Michigan, 15933 W. 8 Mile Rd., Detroit, Mich. 48235. Phone 313-272-8000.

**STATION'S PROGRAMMING DESCRIPTION**

WDRQ (FM): Programmed for 18-49 year age group. MUSIC: Rock. NEWS: at :30 & :60 during am & pm drive time with news drop-in, 2 an hour during traffic period. 7 personalities handle all segments. COMMERCIAL POLICY: maximum of 8 commercial minutes per hour. Promotions & contests, with give aways & games. Contact Representative for further details. Rec'd 10/6/72.

**1. PERSONNEL**

General Manager—Thomas Mosher.  
Program Director—Bill Bailey.

**2. REPRESENTATIVES**

Avco Radio Sales.

**3. FACILITIES**

ERP 20,000 w. (horiz.), 20,000 w. (vert.); 93.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 Time only.

**5. GENERAL ADVERTISING** See Coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10c, 11c.  
Basic Rates: 22b, 23a, 24a, 25a, 29a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 61c.  
Cancellation: 70a, 71a, 73a.  
Affiliated with Avco Group Plan.

**TIME RATES**

ET 12/14/73—Rec'd 12/5/73.

AAA—Mon thru Sun; 3-7 pm.  
AA—Mon thru Sun 10 am-3 pm & 7 pm-1 am.  
A—Mon thru Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK.	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	60	48	40	50	38	35
AA	55	42	35	45	32	30
18 ti	48	38	30	38	30	25

**CONSECUTIVE WEEK DISCOUNT**

26 wk—5% 52 wk—10%  
Minimum expenditure 100.00 per wk.

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

PER WK. EA:	1 min	30 sec
14 ti	36	30
30 ti	30	25
Scheduled Mon thru Sun; 1/2 6 am-3 pm, 1/2 3 pm-1 am.		

**WGPR (FM)**

1961

**Independent Black**

Media Code 4 223 2340 2.00

WGPR, Inc., 2101 Gratiot Ave., Detroit, Mich. 48207. Phone 313-961-8833.

**STATION'S PROGRAMMING DESCRIPTION**

WGPR (FM): Programmed for the adult black listeners, playing rhythm & blues, jazz and gospel music for listeners between the ages of 18 and 60. Contact Representative for further details. Rec'd 1/6/71.

**1. PERSONNEL**

President—Dr. William V. Banks.  
Vice-Pres. & Gen'l Sales Mgr.—Jim Panagos.  
Vice-Pres.—George White.

**2. REPRESENTATIVES**

Southeast—Dora Clayton Agency, Inc.

**3. FACILITIES**

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.5 mc. Operating schedule: 24 hours daily. EST.  
Antenna ht.: 388 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General 1b, 2b, 3a, 3d, 4a, 4d, 6a, 7a.  
Rate Protection: 10c, 11c, 12a, 13a, 14a.  
Basic Rates: 20b, 21a, 22a, 22b, 24c, 26, 28c, 29b, 32a.

**MICHIGAN**

Contracts: 40a, 42a, 42d, 45, 46, 47e, 49, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60L.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with Mutual Black Network.

**TIME RATES**

No. 10 ET 10/1/70—Rec'd 9/2/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	15x	26x	52x	104x	156x
1 min.	20.00	19.00	18.00	17.00	16.00
30 sec.	15.50	14.50	13.50	12.50	11.50
10 sec:	50% of 1-min.				

**8. PROGRAM TIME RATES** 1 hr 1/2 hr 1/4 hr 5 min

1 x	170	90	60	25
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**WHNE (FM)**

1958

BIRMINGHAM



**Greater Media Station**



**mcgavren-guild  
pgw radio, inc.**

(This is a paid duplicate of the listing appearing under Detroit Urban Area.)

Media Code 4 223 3270 0.00

Greater Michigan Radio, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

**STATION'S PROGRAMMING DESCRIPTION**

WHNE (FM): Programmed for adults and young adults.

MUSIC: Classic gold, all million selling hits. COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 7/10/73.

**1. PERSONNEL**

General Manager—Charles Borchard.  
General Sales Manager—Richard Grove.  
National Sales Manager—Phillip H. Roberts.

**2. REPRESENTATIVES**

McGavren-Guild, Inc.  
Greater Media Stations: See Rep & S/O pages.

**3. FACILITIES**

ERP 20,000 w. (horiz.), 20,000 w. (vert.); 94.7 mc. Stereo.

Operating schedule: 24 hours daily. EST.  
Antenna ht.: 306 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.; Cont. Discounts: 60c, 60e, 50i, 61c, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
AM facilities: WQTE, Monroe.

**TIME RATES**

WQTE, MONROE/WHNE (FM), BIRMINGHAM.  
COMBINATION

NATIONAL AND LOCAL RATES SAME

No. 1 ET 1/8/74—Rec'd 1/17/74.

**6. SPOT ANNOUNCEMENTS**

SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min.	67	64	61	58
30/10 sec.	54	51	49	46
Any day part, 6 am-noon & noon-10 pm, may be eliminated.				

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN:	6 ti	12 ti	18 ti	24 ti
1 min.	52	49	46	43
30/10 sec.	42	39	37	34
Divided equally 6 am-noon & noon-10 pm.				

**WHNE (FM) ONLY**

No. 1 ET 1/8/74—Rec'd 1/17/74.

**6. SPOT ANNOUNCEMENTS**

SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min.	40	38	36	34
30/10 sec.	32	30	29	27
Any day part, 6 am-3 pm & 3 pm-midnight, may be eliminated.				

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN:	6 ti	12 ti	18 ti	24 ti
1 min.	30	28	26	24
30/10 sec.	24	22	21	19
Divided equally 6 am-3 pm & 3 pm-midnight.				

(Detroit continued on next page)

**Recipe for Reaching Detroit Women**

**1. Blend MODERN COUNTRY music with entertaining personalities!**

**2. Be #1 with women 18-49 in the key female daypart, 10 a.m.-3 p.m.!**

**3. Increase female audience 18-49 by 12% and 25-49 by 18% for the 6 a.m.-7 p.m. time period in one year!**

**WDEE RADIO IS DETROIT**

Division of Globetrotter Communications, Inc.

50,000 watts

ARB April-May 1974-Metro

# DETROITER'S WANT MORE THAN MUSIC FROM THEIR RADIO WJLB IS THEIR CHOICE!

WJLB isn't just another finger-snapping, toe-tapping Soul Station. Sure we have the area's best selection of rhythm and blues, jazz and gospel music, along with Detroit's best respected and liked personalities. But we consider our community service programming to be the main reason for WJLB's overwhelming success story among Detroit Blacks. Here's some examples:

- "GOOD NEWS" salutes individuals and organizations who have made outstanding contributions to the community.
- "BLACK PERSPECTIVES" features Mr. Carl Rowan, a nationally known Black columnist and former U.S. ambassador.
- "INSPIRATION TIME" A daily half hour with Martha Jean, The Queen, that gives one time for reflection and contemplation.
- "PEOPLE WANT TO KNOW" with Jim Reese features up to date events of interest to the community.
- "GOV. MILLIKEN REPORTS" featuring news of special interest to Detroiters with the Governor of Michigan, William Milliken.
- "DRUMBEAT" Jim Ingram with a daily commentary on controversial subjects.
- "COUNCILWOMAN IRMA HENDERSON" the first Black Woman elected to the Detroit Common Council reports to Detroiters on City Government.
- "LANSING REPORT" features news from the capital with well known State Representative Jackie Vaughan.
- "FREE AIR" WJLB provides free air time to Detroit Churches twelve months a year.

Whatever the reason, community service, music or personalities, the results are clear, WJLB is clearly Detroit's Leader in Black Programming.

WJLB reaches:

- MORE adults 18+ than the other three Black Stations combined MONDAY-SUNDAY, 6:00 am to Midnight.
- MORE adults 18+ than the other three Black Stations combined in morning drive time.
- MORE adults 18+ than the other three Black Stations combined in midday.
- MORE adults 18+ than the other three Black Stations combined in afternoon drive time.
- MORE adults 18+ than any other Black Station in the Evening.

\*SOURCE: Detroit ARB, Oct./Nov. '73 and Detroit Pulse, Jan.-March '74

WJLB is the voice of Detroit's Black community. Let WJLB speak for you.

Call Alan Torbet Associates today. 1-212-986-2201

# WJLB

## Radio 14

"A NATION OF COMMUNICATION"

3100 DAVID BRODERICK TOWER • DETROIT, MICHIGAN 48226 • PHONE 1-313-965-2000

## MICHIGAN

Detroit—Continued

WJLB  
1926



Alan Torbet  
Associates, Inc.

Independent Black



A Booth Owned Station

Media Code 4 223 2460 8.00

Booth Broadcasting Company, 3100 David Broderick Tower, Detroit, Mich. 48226. Phone 313-965-2000. TWX 313-222-5093.

### STATION'S PROGRAMMING DESCRIPTION

WJLB: Programmed for black listener. MUSIC: popular rhythm and blues with early morning spirituals. ALL PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS: 5 min at :30 and 1 min high-lights at :59. News community oriented. Editorialize. Heavy emphasis on community involvement. Contact representative for further details. Rec'd 10/4/71.

### 1. PERSONNEL

President—John L. Booth.  
General Manager—Norman Miller.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 time only; weekly or monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 22a, 24c, 25a, 28a, 29a.  
Contracts: 40c, 42a, 42c, 44a, 44b, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60g, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 12 Eff 5/1/74—Rec'd 6/3/74.

Guaranteed: AAA—6-9 am & 3-7 pm.

AA—9 am-3 pm.

A—7 pm-midnight.

Preferred:

AAA—Mon thru Fri 10 am-2 pm.

AA—Mon thru Sat 6-9 am & 3-7 pm; Sun 8 am-7 pm.

A—Mon thru Sat 5-6 am, 9-10 am, 2-3 pm & 7-10 pm.

B—Mon thru Sun 10 pm-midnight; Sat 5-9 am; Sun 5 am-8 am.

C—Mon thru Sun midnight-5 am.

### 6. SPOT ANNOUNCEMENTS

#### GUARANTEED POSITION

	AAA	AA	A	B	C
1 ti	55.00	53.00	49.50	47.00	44.00
20/30 sec	44.00	42.40	39.60	37.80	35.00

#### 1 MINUTE

PER WK:	AAA	AA	A	B	C
1 wk 13 wk 26 wk 52 wk	1 ti 6 ti	1 ti 6 ti	1 ti 6 ti	1 ti 6 ti	1 ti 6 ti
12 ti	50.00	48.00	47.00	46.00	44.00
24 ti	48.00	47.00	46.00	45.00	43.00
36 ti	47.00	46.00	45.00	44.00	42.00
48 ti	44.00	43.00	42.00	41.00	40.00

PER WK:	AAA	AA	A	B	C
12 ti	39.00	37.00	36.00	35.00	
24 ti	37.00	36.00	35.00	34.00	
36 ti	36.00	35.00	34.00	33.00	
48 ti	35.00	34.00	33.00	32.00	

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

#### PREFERRED POSITION

	AAA	AA	A	B	C
1 min	37.00	36.00	34.00	30.00	23.00
20/30 sec	29.60	28.80	27.20	24.00	18.40

### 7. PACKAGE PLANS

#### PREFERRED POSITION

PER WK:	AAA	AA	A	B	C
1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec	1 min 30 sec 1 min 30 sec 1 min 30 sec
12 ti	36.00	28.80	34.00	27.20	32.00
18 ti	34.00	27.20	32.00	25.60	31.00
24 ti	32.00	25.60	31.00	24.00	30.00
30 ti	30.00	24.00	29.00	23.20	28.00
36+ ti	29.00	23.20	27.50	22.00	27.00

PER WK:	AAA	AA	A	B	C
12 ti	29.00	23.20	22.00	17.00	
18 ti	28.00	22.40	21.00	16.80	
24 ti	27.00	21.60	20.00	16.00	
30 ti	26.00	20.80	19.00	15.20	
36+ ti	25.00	20.00	17.00	13.60	

WJR  
1922



Subscriber to the NAB Radio Code  
Media Code 4 223 2520 9.00

Capital Cities Broadcasting Corp., Fisher Bldg., Detroit, Mich. 48202. Phone 313-875-4440. TWX 810-221-1636.

### STATION'S PROGRAMMING DESCRIPTION

WJR: Programmed for adults. 5-6 am farm interest with farm director. 6-9 am entertainment with air personality. 15 min news at 7 am, 8 am, 9 am. Live music with personality and women's show 9-10 am. Classical music and live (This listing continued on next page)

WJR-FM  
1948





**Detroit—W J R, W J R-FM—Continued**

discussion with air personalities 10 am-noon. Noon-2 pm live studio audience talk with air personality. 2:15-6 pm music and talk with air personality. 6-7 pm news, sports, talk block. 7-10 pm entertainment. Professional baseball, basketball, football & college football. 10-11 pm news and talk block. 11-11:30 pm news and sports. 11:30 pm-5 am classical music with air personality. Contact Representative for further details. Rec'd 6/3/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William R. James.  
General Sales Manager—Dick Itakovan.  
National Sales Manager—Jim Lung.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
50,000 w.; 760 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ELIP 50,000 w. (horiz.), 50,000 w. (vert.); 96.3 mc. Stereo.  
Antenna ht.—480 ft. above average terrain.  
Operating schedule: Same as AM.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 15e, 16.  
Basic Rates: 20h, 21b, 22b, 23a, 24b, 24c, 25a, 26, 27, 28b, 29a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47e, 49, 50, 51e.  
Comb. & Cont. Discounts: 60a, 60e, 60l, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
AM/FM COMBINATION  
No. 2 ET 6/1/74—Rec'd 6/26/74.

AA—Mon thru Fri 5-9 am or 6-10 am & \*3-7 pm or 4-8 pm; Sat 6 am-1 pm. Multiples of 3. Rotating.  
\*A—Mon thru Sun 5-6 am; Mon thru Fri 10 am-3 pm & 7-8:30 pm; Sat 1-8:30 pm; Sun 6 am-8:30 pm.  
\*B—Mon thru Sun 8:30 pm-midnight.  
(\*) Advertiser's choice.  
(\*\*) Advertiser's choice day & time period contingent on availability.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE CLASS AA				
	3 ti	6 ti	9 ti	12 ti	15 ti
1 per yr.	245	240	235	230	225
200 per yr.	235	230	225	220	215
1 per yr.	18 ti	21 ti	24 ti	27 ti	30+
200 per yr.	220	215	210	205	200
200 per yr.	210	205	200	195	190

PER WK:	CLASS A				
	1 ti	6 ti	12 ti	18 ti	24 ti 30+
1 per yr.	140	135	130	125	120 115
200 per yr.	135	130	125	120	115 110

PER WK:	CLASS B				
	1 ti	18 ti	30+	85	80 70
1 per yr.	85	80	75	65	

30 sec: AM 80% of 1-min; FM flat, 15.00.  
10 sec: AM 70% of 1-min; FM not available.  
AM only: Deduct 15.00. 30/10 sec deduct 15.00 before computing rate.

**7. PACKAGE PLANS**  
TAP I—1/3AA, 1/3A, 1/3R  
YR: 3x 4x 30x 90x 150x 300x 600x 750x  
1 min 145 140 135 130 125 120 115  
Multiples of 3.

TAP II  
Mon thru Sun 5-6 am; Mon thru Fri 10 am-3 pm & 7-8:30 pm; Sat 1-8:30 pm; Sun 6 am-6:30 pm;  
1 min 101 100 99 98 97 96 95

TAP III—1/2AA, 1/2A  
1 min 180 175 170 160 155 150 145  
Multiples of 4.  
30 sec: AM 80% of 1-min; FM flat, 15.00.  
10 sec: AM 70% of 1-min; FM not available.  
TAP spots combine with themselves only.  
TAP II, III, 30 day rate protection if broadcast on consec wky basis.

**EARLY NIGHT PLAN**  
Mon thru Fri 8:30 pm-midnight, 1 min flat 55.00.  
**WEEKEND PLAN**  
Sat 1 pm-midnight; Sun 6 am-midnight, 1 min flat 90.00.  
RTA, as available. May be withdrawn at anytime.  
AM only: Deduct 15.00. 30/10 sec deduct 15.00 before computing rate.

**10. SPECIAL FEATURES**  
AM ONLY

PER YR:	1x	33x	65x	130x
*15 min news	385	375	365	355
3-min Town & Country Mon-Sat 5-5:30 am	100	90	85	80
Adventures in Good Music Mon-Fri 2:10-3 pm	315	310	305	300
News Mon-Fri noon-12:15 pm	250	240	230	220
Bob Reynolds' sports Mon-Sat 6:16-6:30 pm	385	375	365	355
Business Barometer Mon-Fri 6:30-6:45 pm	305	295	285	275
Automotive Report Mon-Fri 6:45-6:50 pm	290	280	270	260
News Final Mon-Sat 11-11:15 pm	135	130	125	120
Sports Final Mon-Sat 11:15-11:30 pm	135	130	125	120
34 ti	130	125	120	115
Time check pkg. flat 50.00. 56 spots wky/10 wks minimum. 168 spots available wky, 24-hr equal rotation.				

(\*) Rotating thru all drive times. Sold in units of 3, 15-min newscasts per wk.

**WJZZ**  
(formerly WCHD)  
1960

Bernard Howard & Co., Inc.

**Jazz**

**RAB**

Media Code 4 223 2583 7.00  
Bell Broadcasting Co., 2994 E. Grand Blvd., Detroit, Mich. 48202. Phone 313-871-0590.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dr. Robert Bass.  
General Sales Manager—Dennis Jackson.  
Operations Director—Bill Curtis.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
ERP 34,000 w. (horiz.), 34,000 w. (vert.); 105.9 mc.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% net time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb. & Cont. Discounts: 60k, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: WCHB, Inkster.  
Affiliated with Bernard Howard Black Radio Network.  
Sold in combination with WCHB, Inkster. See that listing for rates.

**TIME RATES**  
No. 7 ET 4 1/74—Rec'd 4/5/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA				AA				A			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	35	28	30	24	25	20	22	17	18	14	15	11
12 ti	32	26	28	22	22	17	18	14	15	11	11	8
18 ti	30	24	26	21	20	16	17	13	14	10	10	7
24 ti	28	22	24	19	18	14	15	11	12	9	9	6

**7. PACKAGE PLANS**  
TAP—1/3 6 AM-NOON, 1/3 NOON-6 PM, 1/3 6 PM-MIDNIGHT

PER WK, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	28	25	24	22
30 sec	22	21	19	18

**10. SPECIAL FEATURES**  
NEWSCASTS

1 min, minimum 3 per wk	AAA	AA	A
	40	35	30

**WLD M (FM)**  
1949

**Jack Masla & Company, Inc.**

Subscriber to the NAB Radio Code  
Media Code 4 223 2647 0.00  
Lincoln Broadcasting Co., 15401 W. Ten Mile Rd., Detroit, Mich. 48237. Phones 313-564-5835, 547-3700.

**STATION'S PROGRAMMING DESCRIPTION**  
WLD M (FM): Programmed for adults and young adults.  
**MUSIC** format: middle-of-the-road, albums, popular, showtunes, film music, standards, light classics. Emphasis on instrumental arrangements and chorus or vocal ensembles. NEWS: limited to 4 periods daily. Contact Representative for further details. Rec'd 7/19/67.

**1. PERSONNEL**  
General Manager—Harold I. Tanner.  
National Sales Manager—Richard E. Burris.  
Sales Manager—Robert J. Conger.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
ERP 165,000 w. (horiz.), 43,000 w. (vert.); 95.5 mc. Stereo.  
Antenna ht.—430 ft. above average terrain.  
Operating schedule: 6:00 a.m. to 2:00 a.m. EST.

**4. AGENCY COMMISSION**  
15% net time only; 10 days.

**MICHIGAN**

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 48.  
Comb. & Cont. Discounts: 60a, 60c, 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 ET 9/1/70—Rec'd 9/3/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	30 sec.	22.50	25.00	28.50	28.00	27.50	27.00	26.50
10 sec.	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	200.00	110.00	65.00	45.00
13 x	190.00	104.50	61.75	42.50
26 x	180.00	99.00	58.50	40.25
39 x	170.00	95.70	56.55	38.25
52 x	166.00	92.10	54.45	36.50
104 x	160.00	89.10	52.50	35.00
208 x	154.00	85.90	50.55	33.75
312 x	148.00	82.50	48.60	32.75

**WMUZ (FM)**  
1959  
A Crawford Owned Station  
Media Code 4 223 2700 7.00  
Crawford Broadcasting Co., 12300 Radio Place, Detroit, Mich. 48228. Phone 313-272-3434.

**STATION'S PROGRAMMING DESCRIPTION**  
WMUZ (FM): Programmed for adults.  
**RELIGIOUS:** 6 am-12:30 pm gospel messages, Bible study, news and weather. 12:30-3 pm telephone conversations. 3-7 pm sacred music, public affairs, news and weather. 7-10 pm gospel music, news and weather. 10 pm-12M sacred and gospel music, public interest programs. CONTINUITY POLICY: tobacco advertising not acceptable. Personality endorsements permitted. Rec'd 7/24/67.

**1. PERSONNEL**  
Station Manager—Henry W. Host.  
Chief Engineer—Charles Hopper.

**3. FACILITIES**  
ERP 115,000 w.; 103.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna height: 368 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3d, 6a, 8.  
Basic Rates: 20a.  
Contracts: 45.  
Comb. & Cont. Discounts: 60a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/73—Rec'd 10/8/73.  
(This listing continued on next page)

**Are You Trying To Sell This Family?**



Is the story of your product reaching this black family? It is an average family, he is 32, she is 26, both have a high school education earning a combined income of over \$12,000 per year. They are buying their home and car, planning college for their 4 children. Active in community affairs including church. Generally buy known brand products. They especially listen to WGPR (107.5) that reaches the black adults of this community and many non-blacks who especially like good music.

**24 HOURS A DAY**  
**SOUL-N-STEREO**  
**WGPR 107.5**  
DETROIT  
Owned and Operated by 150,000 Black Americans

**WOOD** **DOMINATES** **GRAND RAPIDS**  
**OUTSTATE MICHIGAN**

WOOD AM FM alternate #1 and #2 adults all day parts, metro and TSA... A/M ARB 74

TSA has 482,240 households spending \$3.7 billion. See our listing in Grand Rapids

**Don't overlook Michigan's 2nd Market**

**WKZO**

The 12-county WKZO Kalamazoo market is big. \$2.6 billion total retail sales. And it's rich. \$4,385,000 in consumer spendable income. See our Michigan data section ad or call your Avery-Knodel representative.

Source: SRDS Sept. 73



# MICHIGAN

## Detroit—W M U Z (FM)—Continued

### 6. SPOT ANNOUNCEMENTS

1 min.....	1x	78x	156x	312x
30 sec.....	15	14	13	12
10 sec.....	10	9	8	7
5-6 per wk.....	8	7	6	5

### 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
1 tl, flat.....	100	65	40
1 per wk.....	90	55	30
5-6 per wk.....	80	45	25

## W M Z K (FM)

1941

NAB

Media Code 4 223 2760 1.00  
Booth Broadcasting Co., 2010 Broderick Tower, Detroit, Mich. 48226. Phone 313-965-4500.

**STATION'S PROGRAMMING DESCRIPTION**  
WMZK (FM): Programmed for adults of foreign extraction through third & fourth generations. Bilingual programs with 25 different languages wkly. Emphasis on cultural heritage of each ethnic community. Rec'd 11/20/73.

### 1. PERSONNEL

President—John J. Booth.  
General Manager—James A. Brown, Jr.  
Operations Manager—Jerry Tertzakian.

### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc. Operating schedule: 24 hours. EST.  
Antenna ht.: 410 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

No. 3 Eff 6/1/74—Rec'd 9/3/74.  
AAAA—Polish Variety.  
AAA—Polish-American Matinee.  
AA—German, Italian, Ukrainian, Spanish.  
A—All others.

### 6. SPOT ANNOUNCEMENTS

1 min.....	1 min	30 sec
AAAA AAA AA A AAAA AAA AA A		
1 x.....	28.00 20.00 17.00 15.00 14.00 16.40 13.60 12.00 11.20	
50 x.....	25.00 20.00 17.00 15.00 14.00 16.40 13.60 12.00 11.20	
100 x.....	24.00 20.00 17.00 15.00 14.00 16.40 13.60 12.00 11.20	
250 x.....	22.00 19.00 14.50 12.50 17.60 15.20 11.60 10.00	
500 x.....	20.00 17.00 11.50 10.50 16.00 13.60 9.20 8.40	
1000 x.....	18.00 15.00 9.75 8.75 14.40 12.00 7.80 7.00	

10-sec quickies: 60% of 1-min; for frequency, 2 equal 1 min or 30 sec.

52 wk—5% DISCOUNT

### 7. PACKAGE PLANS

WEEKLY	1 min	30 sec
AAAA AAA AA A AAAA AAA AA A		
10 tl.....	20.50 17.00 15.00 14.00 16.40 13.60 12.00 11.20	
15 tl.....	19.50 17.00 15.00 14.00 16.40 13.60 12.00 11.20	
20 tl.....	18.00 16.00 14.00 12.50 14.40 12.80 11.20 10.00	
30 tl.....	15.00 15.00 12.50 11.50 12.00 12.00 10.00 9.20	

MONTHLY	1 min	30 sec
8 tl.....	24.00 19.00 16.50 14.75 19.20 15.20 13.20 11.80	
12 tl.....	23.00 18.00 16.00 14.50 18.40 14.40 12.80 11.60	
20 tl.....	22.00 17.00 15.00 14.00 17.60 13.60 12.00 11.20	
28 tl.....	21.00 16.00 14.00 12.50 16.80 12.80 11.20 10.00	

10-sec quickies: 60% of 1-min; for frequency, 2 equal 1 min or 30 sec.

52 wk—5% DISCOUNT

### 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
AAAA & AAA.....	220	145	90	50
AA.....	170	110	70	45
A.....	165	100	65	45

52 wk—10% DISCOUNT

wnic 130AM/1000

AM 1946  
DEARBORN

**RADIO ADVERTISING REPRESENTATIVES, INC.**  
(This is a paid duplicate of the listing appearing under Detroit Urban Area, Mich.)  
Media Code 4 223 3300 5.00  
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48128. Phone 313-846-8500.

**STATION'S PROGRAMMING DESCRIPTION**  
WNIC: Familiar pop/standard music programmed in 10-12 min uninterrupted segments. NEWS: complete newscasts at :30 & :60 during drive times. Abbreviated summaries other time periods. Sports & business news during certain prime periods. Station editorializes. COMMERCIAL POLICY: maximum 12 commercials per hour regardless of length. Contact Representative for further details. Rec'd 9/25/72.

### 1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Dino Ianni.  
Sales Manager—Jack Davidson.

### 2. REPRESENTATIVES

Radio Advertising Representatives, Inc.

### 3. FACILITIES

5,000 w.; 1310 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 14g.  
Basic Rates: 20a, 20b, 21a, 21c, 23c.  
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.  
Comb.: Cont. Discounts: 60c, 60f.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

AM/FM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
Eff 3/15/73—Rec'd 4/13/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

1 min	30 sec
6 tl 12 tl 18 tl 24 tl	6 tl 12 tl 18 tl 24 tl
AAA.....	55 40 45 40 45 40 35 32
AA.....	45 40 35 30 36 32 28 24
A.....	35 30 25 20 28 24 20 16
AAA.....	33 30 27 24
AA.....	27 24 21 18
A.....	21 18 15 12

### 7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
12 tl (4AAA, 5AA, 3A).....	405	325	245
18 tl (7AAA, 7AA, 4A).....	595	475	355
24 tl (9AAA, 9AA, 6A).....	675	540	405

### 9. PARTICIPATING PROGRAMS

All Night Show—6 days midnight-6 am, 4 spots per hr.  
Full sponsorship..... 625 1/2 sponsorship..... 350  
1 min, flat..... 7

### 10. SPECIAL FEATURES

5-min drive time news at :60 & :30—applicable rate plus 10.00. (D)

## W O M C (FM)

1948



### METRO RADIO SALES

NAB

RAB

A Metromedia Station  
Media Code 4 223 2820 3.00  
Metromedia Stereo, Division of Metromedia, Inc., 2201 Woodward Heights, Detroit, Mich. 48220. Phone 313-546-0600.

**STATION'S PROGRAMMING DESCRIPTION**  
WOMC (FM): Programmed for modern adults. MUSIC: MOR instrumentals and vocals programmed in uninterrupted 15 min segments. Live music hosts handle commercials and services, including traffic reports, stock market summaries, ski reports, nautical weather and golf course conditions. NEWS: at :55 and during drive times. COMMERCIAL POLICY: 7 min per hour. Contact Representative for further details. Rec'd 3/4/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Richard J. Keilher.  
Program Director—Joseph Taylor.  
Merchandising Manager—Donna Bennett.

### 2. REPRESENTATIVES

Metro Radio Sales.

### 3. FACILITIES

ERP 215,000 w. (horiz.), 215,000 w. (vert.); 104.8 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 435 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 42d, 44a, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60g, 60l, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. A Eff 6/30/74—Rec'd 6/20/74.  
AA—Mon thru Sat 5:30-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-5:30 am.

### 6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec	1 min	30 sec
6 tl.....	55 44 45 36 36 29				
12 tl.....	50 40 40 32 32 26				
18 tl.....	45 36 36 28 28 22				

### 7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS—  
EQUALLY OVER 7 DAYS  
PER WK: 1 min 30 sec  
14 tl (3AA, 3A, 4B, 4C)..... 420 336  
21 tl (4AA, 4A, 7B, 6C)..... 554 440  
Preemptible. WCP do not contribute to WCP for further wkly frequency.  
Must rotate within time classifications.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%. Minimum expenditure of 200.00+ per wk.

## W Q R S (FM)

1960



### HERBERT E. GROSKIN & COMPANY

Media Code 4 223 2880 7.00  
Fine Arts Broadcasters, Inc., 1200 Sixth Ave., Detroit, Mich. 48226. Phone 313-962-8282, 8283.  
Business Office—520 W. Eight Mile Rd., Ferndale, Mich. 48220. Phone 313-548-2500.

**STATION'S PROGRAMMING DESCRIPTION**  
WQRS (FM): Programmed for fine arts. Classical music 7 am-12N, except M-W-F, 11 am-12N. Show Tunes. Classical music 1 pm-1 am with following intervals of news, commentary, Folk, Big Band. Semi-Classical and Opera. Folk shows, Fri. 10 pm-1 am. Big Band Beat, Sat. 10 pm-1 am. Opera Theatre, Sun. 8 pm-1 am. News at 7:05 am (except Sun.), 12N (except Sat. & Sun.), 7 pm, 10 pm. News Re-cap at 12:55 am before sign-off. Stock report weekdays at 5 pm. Commentary, Tues., Wed. Book Reviews and News, Fri. at 12:15 pm. Contact Representative for further details. Rec'd 1/4/74.

### 1. PERSONNEL

President—Phyllis Akers.  
Vice-President—Stanley R. Akers.  
Secretary—Janet M. Blackwood.

### 2. REPRESENTATIVES

Herbert E. Groskin & Co.

### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.1 mc. Stereo.  
Operating schedule: 7-11 am daily. EST.  
Antenna ht.: 520 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; weekly or monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 6a, 7a.  
Rate Protection: 15b.  
(Changes in rates will not apply to advertisers who are on the air at the time of increase until 6 months after effective date of new rates, providing service is uninterrupted.)  
Tape or disc acceptable for recorded commercials.  
Member: The Groskin Group.

### TIME RATES

Eff Rec'd 1/4/74.

6. SPOT ANNOUNCEMENTS	1 ti	5 ti	10 ti	15 ti	20 ti
PER WK:	1 min	15.00	14.50	14.40	13.50
	30 sec	12.00	11.50	11.00	10.50

### 8. PROGRAM TIME RATES

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti
1 hr.....	105	100	95	90	85
1/2 hr.....	85	81	77	73	69
5 min.....	45	42	39	36	33

## W R I F (FM)

1948

ABC-FM spot sales, Inc.

NAB

RAB

NAFMB

Subscriber to the NAB Radio Code  
Media Code 4 223 2900 3.00  
An Owned Radio Station of American Broadcasting Companies, Inc., 20777 W. Ten Mile Rd., Southfield, Mich. 48075. Phone 313-444-1010.  
See affiliated AM station for additional information. AM facilities: WXYZ.

**STATION'S PROGRAMMING DESCRIPTION**  
WRIF (FM): Programmed to a general young adult & teen audience.  
MUSIC: Contemporary popular albums & hit singles.  
NEWS: 5 min at :20. Daily tele/talk show. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/13/73.

### 1. PERSONNEL

General Manager—Jack Minkow.  
General Sales Manager—Rick Kaufman.

### 2. REPRESENTATIVES

ABC FM Spot Sales.

### 3. FACILITIES

ERP 27,200 w. (horiz.), 27,200 w. (vert.); 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 880 ft. above average terrain.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 22a.  
Basic Rates: 20a, 22a.  
Contracts: 40b, 45, 46.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 5/20/74—Rec'd 5/16/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat 6 am-midnight; Sun 10 am-midnight.  
AA—Mon thru Fri 6 am-3 pm.  
A—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
AAA.....	65 52 55 44		
AA.....	60 48 50 40		
A.....	50 40 40 32		
12 tl.....	45 38 35 28		
24 tl.....	40 32 30 24		

A: 1-min, flat 15.00; 30-sec, flat 12.00.  
(Detroit continued on next page)

# QUICK QUESTION:

What's the average cost for a one-minute spot (12 per week for 13 weeks) for the four highest cost stations in Chicago, during morning drive time?

# QUICK ANSWER:

Check the new RADIO MARKET ESTIMATOR positioned directly below the Chicago heading in SRDS Spot Radio Rates & Data.

You can also answer that and other estimating questions for all of the top 150 markets with SRDS new RADIO MARKET ESTIMATOR.

The Katz Radio Organization has permitted us to borrow their style and technique, and we're taking it one step further.

We'll be publishing the RADIO MARKET ESTIMATOR every month and updating the individual tables whenever there is a rate change for any one of the major stations in the market.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

# SRDS

the national authority serving TODAY'S media-buying function

R-3z



Detroit—Continued

W W J  
1920

NBC Radio Network



THE CRISTAL CO.



Subscriber to the NAB Radio Code

Media Code 4 223 2940 9.00  
Evening News Association, 622 Lafayette Blvd.,  
Detroit, Mich. 48231. Phone 313-222-2428. TWX  
810-221-1640

**STATION'S PROGRAMMING DESCRIPTION**  
WWJ: Emphasis on news & information. Continuous  
news, sports, commentary, features 5:30-9:15 am  
sports scores, sports features plus modern general  
briefs on hour 9 am-11 pm. MOR music, primarily  
Open line phone program 9:15 am-noon. News, commen-  
tary, features noon-1 pm. Open line phone opinion  
program 1-4 pm. Continuous news, sports, commen-  
tary, features 4-7 pm. Sportscenter/personality handles  
popular music with appeal for young adults 7-11  
pm. News 11-11:15 pm, network news & local news  
instrumentals, with news on hour 11:15 pm-5:30 am  
Pro hockey, college football. Contact Representative  
for further details. Rec'd 11/30/71.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Don F. DeGroot.  
Station Manager—Nat A. Sibhold.  
National Sales Manager—Kenneth D. Patt.

**2. REPRESENTATIVES**

The Cristal Co.  
Canada—Andy McDermott Sales, Ltd.

**3. FACILITIES**

5,000 w.; 950 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0 time only; bills rendered monthly, payable 15th  
following month. Terms net cash.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 22a, 24b, 24c, 25a, 28b, 28c, 29a,  
30, 33a  
Contracts: 40c, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48,  
49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 30d, 60g, 60i,  
61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**

No. 48 Eff 1/14/74—Rec'd 1/15/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-noon.  
B—Mon thru Fri noon 3 pm & 7-8 pm; Sat 10 am-  
8 pm; Sun 9 am-8 pm.  
C—Mon thru Sun 8-11:15 pm; Sun 5:30-9 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE	15 SEC	30 SEC	10 SEC
AAA	110	100	90	85
AA	95	90	85	80
A	74	69	64	60
B	52	48	45	42
C	35	32	29	26

30 sec: 80% of 1-min. 10 sec: 60% of 1-min  
Minute and 30-second spots combinable to earn per  
week discount and may combine with 10-second spots  
to earn discount on 10-second spots only. To qualify  
for annual plan, spots must be ordered as a specified  
plan at time of purchase. When an annual plan  
schedule is increased, additional discount is appli-  
cable beginning with date of increased schedule.  
Annual plans qualify for 5 time rates for fixed spots.  
Spots adjacent to higher time class take rate of  
higher class. Minute or 30-second spots may preempt  
advertiser will be scheduled at least 15 minutes apart  
10-second spots. Spots for any 1 product of any 1  
in participating programs.

**7. PACKAGE PLANS**

AM/FM COMBINATION  
T-D-N PLAN—50% Traffic, 30% DAY, 20% NIGHT  
FM—ROS

PLAN	1 min	30 sec	10 sec
6 ti (3 tr, 2 day, 1 nt, 6 AM/FM)	600	474	.....
6 AM only	384	306	228
12 ti (6 tr, 4 day, 2 nt, 12AM/FM)	1128	900	.....
12 AM only	688	588	444
18 ti (9 tr, 6 day, 3 nt, 18AM/FM)	1566	1278	.....
18 AM only	1026	828	612
24 ti (12 tr, 8 day, 4 nt, 24AM/FM)	1944	1584	.....
24 AM only	1272	1032	768
30 ti (15 tr, 9 day, 6 nt, 30AM/FM)	2190	1770	.....
30 AM only	1440	1170	870

Fixed positions on FM, add 5.00 per FM spot.  
AM regular spot advertiser may purchase a com-  
parable number of FM spots at rate applicable to  
FM portion of TDN Plan combination rate. FM  
spots cannot combine with AM spots to earn addi-  
tional discounts.  
Subject to preemption. Not combinable with any  
other advertising for further discounts.

**8. PROGRAM TIME RATES**

10 MIN:	AAA	AA	A	B	C
1 ti	190	180	148	145	85
5+	180	170	139	135	80
5 MIN:					
1 ti	125	120	93	90	55
5+	120	115	88	85	50
BRIEFS:					
Ea	115	110	84	85	50

WWJ

has just  
the right  
"ONE" for  
DETROIT  
listeners

WWJ  
RADIO ONE

All news...all  
information  
...all day long!

AND

WWJ-FM  
MUSIC ONE  
STEREO

The finest  
spectrum of  
music available  
anywhere!

WWJ  
AM/FM  
DETROIT

National Representatives:  
The Cristal Company

10 SPECIAL FEATURES  
5-min Weekend Newscasts—5 ti, 325.00  
5-min Weekend Newsbriets—5 ti, 250.00

W W J-FM

1941



THE CRISTAL CO.



Subscriber to the NAB Radio Code

Media Code 4 223 2941 7.00

Evening News Association, 622 Lafayette Blvd., De-  
troit, Mich. 48231. Phone 313-222-2428. TWX  
810-221-1640.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

WWJ-FM: Programmed for adults and young adults.  
MUSIC: MOR selections, primarily instrumentals.  
NEWS: hourly capsules. COMMERCIAL POLICY:  
6 minutes per hour. Contact Representative for fur-  
ther details. Rec'd 8/15/72.

**3. FACILITIES**

EIRP 50,000 w.; 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 510 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

Sold in combination with WWJ. See that listing for  
rates.

**TIME RATES**

No. 4 Eff 1/14/74—Rec'd 1/15/74.

**MUSIC ONE PLAN**

**7. PACKAGE PLANS**

PER WK. ROS,	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
ROTATING:	45	252	456	630	792	870
1 min	36	198	348	504	624	690
30 sec	36	198	348	504	624	690

Fixed position, per spot extra 5.00.

W W W W (FM)

1960



CBS/FMSALES



Media Code 4 223 2965 6.00

Staff Broadcasting Group, Inc., 2930 E. Jefferson,  
Detroit, Mich. 48207. Phone 313-961-4323.

**STATION'S PROGRAMMING DESCRIPTION**

WWW (FM): Programmed for adults and young  
adults.  
MUSIC: progressive rock. ALL LIVE PERSONALI-  
TIES. NEWS: network or local, 5 min at 3:0,  
12 times daily. COMMERCIAL POLICY: maximum  
8 min. per hour. Contact Representative  
for further details. Rec'd 11/29/72.

**1. PERSONNEL**

President—Peter Starr.  
General Manager—Bartley D. Walsh.  
General Sales Manager—John L. Rhein.

**2. REPRESENTATIVES**

CBS-FM Sales.

**3. FACILITIES**

EIRP 61,125 w.; 106.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 508 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42b, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

**TIME RATES**

No. 6 Eff 7/1/74—Rec'd 7/2/74.  
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10  
am-midnight.  
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	A
Wk: 6 ti	12 ti	18 ti
1 min	40	31
30 sec	37	32
10 sec	28	24

1 min ..... 10 9 8  
30 sec ..... 8 7 6

**7. PACKAGE PLANS**

PER WK. EA:	12 ti	18 ti	24 ti
1 min	36	30	26
30 sec	28	24	21
10 sec	22	18	16

**HOLDERS**

Minimum 6 spots per wk.

MICHIGAN

WXYZ MUSICRADIO 1270

1925



OWNED AM STATION

BLAIR RADIO



Subscriber to the NAB Radio Code

Media Code 4 223 3000 1.00

An Owned Radio Station of American Broadcasting  
Companies, Inc., WXYZ Radio, 20777 W. Ten  
Mile Rd., Southfield, Mich. 48071. Phone 313-  
444-1111. TWX 313-357-4605.

**STATION'S PROGRAMMING DESCRIPTION**

WXYZ: Programmed for adults and young adults.  
6 air personalities introduce popular music com-  
prised of middle-of-the-road and current hit selec-  
tions. MUSIC: 85%: 50% album cuts, 50% singles.  
NEWS and public affairs 17%. 5 min news every 30  
minutes; local on hour; network at 30. Exception—  
from 10 am-5 pm when local and network news are  
on half hour. SPORTS: 2 summaries and 3 editorials  
daily M-F. COMMERCIAL POLICY: 6-10 am, 16  
minutes, 10 am-10 pm, 12 minutes, 10 pm-6 am,  
8 minutes. Contact Representative for further de-  
tails. Rec'd 5/30/72.

**1. PERSONNEL**

Vice Pres. & Gen'l Mgr.—Charles D. Fritz.  
General Sales Manager—Jay Hoker.  
Sales Manager—Mike Kincaid.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

5,000 w.; 1270 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0: gross billings less applicable discounts.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: \*10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 24c,  
25b, 28b, 29a, 30, 33d.  
Contracts: 40b, 41, 42a, 42c, 44a, 45, 47a, 50, 51b,  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 60i,  
62b.  
Cancellation: 70a, 70c, 71a, 73a, 73b,  
Prod. Services: 80, 81, 82.  
(\* Minimum of 6 1-minute or 30-second spots  
per week.  
FM facilities: WRIF(FM).  
Affiliated with American Entertainment Network.  
Affiliated with Blair Represented Network.

**TIME RATES**

No. 23 Eff 3/15/73—Rec'd 3/22/73.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-  
7 pm.  
B—Mon thru Sun 7 pm-midnight; Mon thru Fri  
5-6 am.  
C—Mon thru Sat 7 pm-midnight; Mon thru Fri  
5-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	135	133	130	125	120	115	110
30 sec	108	106	104	100	96	92	88
ID's	81	80	78	75	72	69	66

PER WK:	CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	110	105	100	95	90	85	80
30 sec	88	81	80	76	72	68	64
ID's	66	63	60	57	54	51	48

PER WK:	CLASS A	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	80	75	70	65	60	55	50
30 sec	64	60	56	52	48	44	40
ID's	48	45	42	39	36	33	30

PER WK:	CLASS B	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	45	40	35	30	28	26	24
30 sec	35	32	28	24	22	21	19
ID's	27	24	21	18	17	16	14

**7. PACKAGE PLANS**

TAP PLAN:	Cost
12 ti (2AAA, 2AA, 5A, 3B).....	840
18 ti (3AAA, 3AA, 8A, 4B).....	1188
24 ti (4AAA, 4AA, 11A, 5B).....	1500
30 ti (5AAA, 5AA, 14A, 6B).....	1800
WKND TAP PLAN, EA: 12 ti 18 ti 24 ti	
Sat & Sun 10 am-midnight.....	535 735 900

**10. SPECIAL FEATURES**

NEWSCASTS:	52x	104x	156x	260x
AAA	160	155	150	140
AA	130	125	120	110

Want more information  
in less time?  
Read... and use...  
the Service-Ads in SRDS.

G-18x

# MICHIGAN

## STATIONS IN DETROIT URBAN AREA

### Detroit Suburban Network

Comprised of:  
Non-Interconnected Stations  
WBRB—Mount Clemens WPN—Pontiac  
WILD—Garden City WSDS—Ypsilanti

Media Code 4 223 3015 9.00

John Ithein Radio Representatives, Inc., 231 Buena Vista, Ann Arbor, Mich. 48103. Phone 313-338-5657.

#### 1. PERSONNEL

Manager—John Ithein.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

Rate Protection: 10g, 11g, 12g.

#### TIME RATES

No. 2 Eff 4/16/73—Rec'd 5/21/73.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 50 ti  
30 sec..... 44.67 40.82 37.60 35.55 33.18 30.91  
Frequency rate calculated by number of spots per station.  
1 min: 125% of 30-sec. 10 sec: 80% of 30-sec.

## CJOM (FM)

1967  
WINDSOR, CANADA

(This is a paid listing.)

Media Code 4 223 3037 3.00

Radio Windsor Canadian Ltd., 1150 Ouellette Ave., Windsor, Canada. Phone 519-252-7313. Detroit phone 313-963-7619.

#### STATION'S PROGRAMMING DESCRIPTION

CJOM (FM): Programmed for young adults. All live personalities.  
MUSIC: Progressive rock. NEWS: 5 2-minute newscasts daily. COMMERCIAL POLICY: Maximum 6 minutes or 9 units per hour. Contact Representative for further details. Rec'd 2/8/74.

#### 1. PERSONNEL

President—G. W. Stirling.  
Gen'l Mgr. & C. S. Sales Mgr.—R. J. (Ray) Grecspan.

#### 2. REPRESENTATIVES

The Devney Organization, Inc.

#### 3. FACILITIES

ERP 84,000 w. (horiz.), 84,000 w. (vert.); 88.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 265 ft. above average terrain.

#### 4. AGENCY COMMISSION

15% time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 24a, 24b, 24c, 28a, 28c, 29a, 29b.  
Contracts: 44a, 44b, 45, 46, 47e, 51b.  
Comb.: Cont. Discounts: 60a, 62a, 62d.  
Cancellation: 70d, 71a.  
Prod. Services: 80.

#### TIME RATES

Eff—Rec'd 2/8/74.

AA—Mon thru Sun noon-midnight.  
A—Mon thru Sun 6 am-noon.  
B—Mon thru Sun midnight-6 am.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	52x	156x	312x	500x	750x	1000x
6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	
1 min.....	30	25	23	21	19	17
30 sec.....	24	19	17	16	14	12
10 sec.....	18	14	13	12	10	9

#### CLASS A

1 min.....	25	23	21	19	17	15
30 sec.....	19	17	16	14	12	10
10 sec.....	14	13	12	10	9	7

#### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/2AA, 1/2A

PER WK, EA:	12 ti	18 ti	24 ti	30 ti
1 min.....	20	18	16	14
30 sec.....	16	14	12	10
10 sec.....	12	11	9	8

ROS/BTA—6 AM-MIDNIGHT

1 min	30 sec	10 sec
16	12	10

MIDNIGHT-6 AM

1-15 ti	15-30 ti
8	6

(SO)

## CKLW

1932  
WINDSOR, CANADA

(This is a paid listing.)

Media Code 4 223 3060 5.00

CKLW Radio Sales, Inc., 26400 Lahser Rd., Southfield, Mich. 48076. Phone 313-353-6200. TWX 810-224-4968.

#### STATION'S PROGRAMMING DESCRIPTION

CKLW: Programmed for 20 to 49 age bracket and youth audience.  
MUSIC: Today's most popular hits. NEWS: local, regional, national & international 5 min summaries including sports, and weather every hour, 6-9 am M-Sat at :40. Hourly 9 am-12M, Mon-Fri. Every 3 hours at all other times. Contact Representative for further details. Rec'd 2/25/72.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Herbert W. McCord.  
Vice-Pres. & Gen'l Sales Mgr.—Gerrard Sperry.

#### 2. REPRESENTATIVES

Bolton/Burchill International, Ltd.

#### 3. FACILITIES

50,000 w., 800 kc. International clear channel.

Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0: time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 29a, 22a, 22b, 23a, 26, 28a, 29a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60f, 60i, 61c.  
Cancellation: 70c, 71a, 73b.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 4 Eff 4/1/74—Rec'd 3/28/74.

AAA—Mon thru Fri 5-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.

AA—Mon thru Fri 10 am-3 pm; Sat & Sun 5-10 am.

A—Mon thru Sun 8 pm-1 am.

B—Mon thru Sun 1-5 am.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					
	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min.....	180	170	160	150	135	
30 sec.....	125	120	115	110	100	
10 sec.....	60	58	55	52	50	

PER WK:	CLASS AA					
	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min.....	140	130	125	120	110	
30 sec.....	100	90	85	80	75	
10 sec.....	50	48	45	42	40	

PER WK:	CLASS A					
	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min.....	120	115	110	105	100	
30 sec.....	80	78	75	72	70	
10 sec.....	40	38	37	36	35	

PER WK:	CLASS B					
	1 ti	6 ti	12 ti	18 ti	24 ti	24 ti
1 min.....	50	45	40	35	30	
30 sec.....	35	32	28	24	20	

#### 7. PACKAGE PLANS

MAXIMUM IMPACT—1/3AAA, 1/3AA, 1/3A

PLAN:	6	12	18	24	30
1 min.....	690	1300	1830	2280	2650
30 sec.....	470	872	1230	1536	1800
10 sec.....	230	436	618	776	920

(SO) (D)

## WBRB

1956  
MOUNT CLEMENS

### RAB

A Malrite Owned Station

Media Code 4 223 3120 7.00  
Malrite Broadcasting Co., Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. 48013. Phone 313-791-1430.  
Direct Detroit line: Phone 293-1430.

#### STATION'S PROGRAMMING DESCRIPTION

WBRB: Community adult Programming.  
NEWS: 4 man news staff, 75% local, 25% regional, national, international. News every hour, editorials. 9-10 am women's show, interviews. 10-11 am telephone discussion format. SPORTS: live high school and college football and basketball play-by-play, live hydroplane races, major car race descriptions, 8 sports shows daily. Air personalities and mobile studios available for remote broadcasts. ENTERTAINMENT: 6-9 am, 11 am-noon, 12:30-sign-off using air personalities, interviews and general popular music, 60% albums, 40% singles. Rec'd 8/31/70.

#### 1. PERSONNEL

President—Milton Malts.  
Vice-President—Charles Park, Jr.

#### 3. FACILITIES

500 w. days: 1430 kc Directional.  
Operating schedule: 5 am-local sunset, EST.  
Partial simulcast operation. Simulcast 5 am-local sunset. For non-simulcast facilities see WBRB-FM listing.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 20b, 22a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60b, 60e.  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: Detroit Suburban Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8 Eff 3/15/73—Rec'd 4/25/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

#### 7. PACKAGE PLANS

PER WK:	CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 min.....	20.00	19.00	18.00	16.00	14.00	
30 sec.....	18.00	17.00	16.00	14.00	12.00	

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 min.....	17.00	16.00	15.00	14.00	11.00	
30 sec.....	15.00	14.00	13.00	11.00	9.00	

Combination of AA and A earns frequency discount.

#### SEVEN DAY ROS PLANS

PER WK:	1 MINUTE					
	1 ti	10 ti	20 ti	30 ti	30 ti	50 ti
1 wk.....	15.00	13.00	12.00	11.00	10.00	
4 wk.....	14.50	12.50	11.50	10.50	9.50	

PER WK:	30 SECONDS					
	1 ti	10 ti	20 ti	30 ti	30 ti	50 ti
1 wk.....	13.50	11.50	10.50	9.50	8.50	
4 wk.....	12.50	10.50	9.50	8.50	7.50	

## WBRB-FM

1960  
MOUNT CLEMENS

### RAB

A Malrite Owned Station

Media Code 4 223 3121 5.00  
Box 489, Gratiot Ave. at Metropolitan Beach Parkway, Mt. Clemens, Mich. Phone 313-791-1430.  
Detroit Phone 293-1430.

See affiliated AM station for additional information.  
3. FACILITIES  
ERP 17,000 w. (horiz.), 17,000 w. (vert.); 102.7 mc. Operating schedule: 5:00-1:00 am Mon thru Fri; 5:00-2:00 am Sat; 7:00 am-midnight Sun, EST.  
Partial simulcast operation. Operated separately local sunset-1:00 am. For non-simulcast facilities see WBRB.

#### TIME RATES

60% of applicable AM rates.

## WCHB

1955  
INKSTER

Bernard Howard & Co., Inc.

## Black

Media Code 4 223 3180 1.00  
Bell Broadcasting Company, 32790 Henry Ruff Rd., Inkster, Mich. 48141. Phone 313-278-1440.  
Other office: 2994 E. Grand Blvd., Detroit, Mich. 48202. Phone 313-871-0500.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Dr. Wendell F. Cox.  
General Sales Manager—Dennis Jackson.  
Operations Director—Bill Curtis.

#### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

#### 3. FACILITIES

1,090 w. days: 1440 kc; Directional-separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0 net time; payable when rendered.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11c, 12b, 13c, 14b, 15a, 15b.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25c, 28a, 29a, 33a.  
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WJZZ, Detroit.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

#### TIME RATES

AM/FM COMBINATION

Eff 4/1/74—Rec'd 4/1/74

AAA—Mon thru Sun 6-10 am & 7 pm-midnight.

AA—Mon thru Sun 10 am-3 pm & 3-7 pm.

PER WK:	AAA						AA					
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min 60	55	50	45	50	45	40	36	32	28	32	28	28
30 sec 48	44	40	36	40	36	32	28	28	28	28	28	28

AM ONLY  
AA—Mon thru Sun 6-10 am & 3-7 pm.  
A—Mon thru Sun 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.

PER WK:	AA					
	6 ti	12 ti	18 ti	24 ti	24 ti	24 ti
1 min.....	43	38	37	36	36	
30 sec.....	36	32	31	30	30	
10 sec.....	31	28	27	26	26	

30 sec: 80% of 1-min. 10/20 sec: 60% of 1-min.

#### DISCOUNT

26 wk—5%. (CR)

## WEXL

1923  
ROYAL OAK

### RAB

Media Code 4 22



Detroit Urban Area—WEXL—Continued

6. SPOT ANNOUNCEMENTS

	AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
6 tl	20	16	12
12 tl	17	13	10
18 tl	14	10	7
24 tl	12	8	5

WHNE (FM)

1958  
BIRMINGHAM



McGavren-Guild  
pgw radio, inc.

Media Code 4 223 3270 0.00  
Greater Michigan Radio, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

STATION'S PROGRAMMING DESCRIPTION  
WHNE (FM): Programmed for adults and young adults.  
MUSIC: Classic gold, all million selling hits.  
COMMERCIAL POLICY: 8 units maximum per hour. Contact Representative for further details. Rec'd 7/10/73.

1. PERSONNEL  
General Manager—Charles Borchard.  
General Sales Manager—Richard Grove.  
National Sales Manager—Philip H. Roberts.

2. REPRESENTATIVES  
McGavren-Guild, Inc.  
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 94.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 306 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 29c, 29b, 31, 32b, 33a.

Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.  
Comb. Cont. Discounts: 60c, 60e, 60l, 61c, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.

AM facilities: WQTE, Monroe.  
WQTE, MONROE/WHNE (FM), BIRMINGHAM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min	67	64	61	58
30/10 sec	54	51	49	46

Any day part, 6 am-noon & noon-10 pm, may be eliminated.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN: 6 ti 12 ti 18 ti 24 ti  
1 min..... 52 49 46 43  
30/10 sec..... 42 39 37 34  
Divided equally 6 am-noon & noon-10 pm.

WHNE (FM) ONLY  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min	40	38	36	34
30/10 sec	32	30	29	27

Any day part, 6 am-3 pm & 3 pm-midnight, may be eliminated.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN: 6 ti 12 ti 18 ti 24 ti  
1 min..... 30 28 26 24  
30/10 sec..... 24 22 21 19  
Divided equally 6 am-3 pm & 3 pm-midnight. (D)

WIID

1963  
GARDEN CITY

Media Code 4 223 3285 8.00  
Grace/Walpin Broadcasting Co., 32500 Park Lane, Garden City, Mich. 48337. Phone 313-525-1111.

STATION'S PROGRAMMING DESCRIPTION  
WIID: Musical entertainment, news, cultural events, social happenings, religious functions & information from & about one's country of origin. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL  
General Manager—Harvey A. Grace.  
Sales Manager—Mike Borkowski.

2. REPRESENTATIVES  
PittO Time Sales Inc.

3. FACILITIES  
250 w. days; 1690 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 3c, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 16.  
Basic Rates: 20a, 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51b.  
Cancellation: \*70a.  
Prod. Services: 80, 81, 82.  
(\*1) Applies to spots also.

Member: Detroit Suburban Network.  
TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 38 Eff 5/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	30	26	24	22	20
30 sec	24	21	19	17	16
10 sec	15	13	12	11	10

7. PACKAGE PLANS  
PER CONSEC WK. 1 MIN: 1 wk 13 wk 26 wk 52 wk  
10 tl..... 19 18 17 16  
20 tl..... 18 17 16 15  
30 tl..... 17 16 15 14  
30/20 sec: 80% of 1-min. 10 sec: 65% of 1-min.

TAP Plan takes 24 hr rate.  
8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 wk..... 200 150 120 85 60

WNIC

1946  
DEARBORN

Media Code 4 223 3300 5.00  
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.

STATION'S PROGRAMMING DESCRIPTION  
WNIC: Familiar pop/standard music programmed in 10-12 min uninterrupted segments. NEWS: complete newscasts at :30 & :60 during drive times. Abbreviated summaries other time periods. Sports & business news during certain prime periods. Station editorializes. COMMERCIAL POLICY: maximum 12 commercials per hour regardless of length. Contact Representative for further details. Rec'd 9/25/72.

1. PERSONNEL  
Exec. Vice-Pres. & Gen'l Mgr.—Dino Ianni.  
Sales Manager—Jack Davidson.

2. REPRESENTATIVES  
Radio Advertising Representatives, Inc.

3. FACILITIES  
5,000 w.; 1310 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 14c.  
Basic Rates: 20a, 20b, 24a, 24c, 28c.  
Contracts: 40a, 41, 44b, 45, 46, 50, 51a.  
Comb.: Cont. Discounts: 60c, 60f.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

TIME RATES  
AM/FM COMBINATION  
Eff 3/15/73—Rec'd 4/13/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
AAA	53	50	45	40
AA	45	40	35	30
A	35	30	25	20

AAA..... 33 30 27 24  
AA..... 27 24 21 18  
A..... 21 18 15 12

7. PACKAGE PLANS  
PER WK: 1 min 30 sec 10 sec  
12 tl (4AAA, 5AA, 3A)..... 405 325 245  
18 tl (7AAA, 7AA, 4A)..... 595 475 355  
24 tl (9AAA, 9AA, 6A)..... 675 540 405

8. PARTICIPATING PROGRAMS  
All Night Show—6 days midnight-6 am, 4 spots per hr.  
Full sponsorship..... 625 1/2 sponsorship..... 350  
1 min..... 18  
5-min drive time news at :60 & :30—applicable rate plus 10.00. (D)

WNIC-FM

1950  
DEARBORN

Media Code 4 223 3301 3.00  
Johns Communications, 15001 Michigan Ave., Dearborn, Mich. 48126. Phone 313-846-8500.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 308 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Sold in combination with WNIC. See that listing for rates.

TIME RATES  
Eff 3/15/73—Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
PER WK:	6 ti	12 ti	18 ti	24 ti
6 pm-midnight	28	24	20	16

WPON

1954  
PONTIAC

Media Code 4 223 3360 9.00  
WPON, Inc., Ithier Bldg., Pontiac, Mich. 48059.  
Phone 313-338-0444.

1. PERSONNEL  
Pres. & Gen'l Mgr.—H. Allen Campbell.  
Vice-Pres. & Sta. Mgr.—William E. Morgan.  
Vice-President Sales—Helen Sansone.

2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.

3. FACILITIES  
1,000 w.; 1460 kc. Directional—night only.  
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3a, 4a, 5, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 23a, 24a, 24c, 25a, 26, 28c, 29a.

Contracts: 41, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
Member: Detroit Suburban Network.

TIME RATES  
No. 4 Eff 5/1/72—Rec'd 6/16/72.

7. PACKAGE PLANS  
PER CONSEC WK. 1 MIN: 1 wk 13 wk 26 wk 52 wk  
10 tl..... 19 18 17 16  
20 tl..... 18 17 16 15  
30 tl..... 17 16 15 14  
30/20 sec: 80% of 1-min. 10 sec: 65% of 1-min.

8. PROGRAM TIME RATES  
PER YR: 26x 52x 156x 312x  
35 32 30 27  
3 min..... 70 65 60 55  
1/4 hr..... 105 85 75 67

WQTE

1956  
MONROE



McGavren-Guild  
pgw radio, inc.

(This is a paid duplicate of the listing appearing under Monroe, Mich.)  
Media Code 4 223 7380 3.00  
WQTE Broadcasting, Inc., Box 404, Birmingham, Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

STATION'S PROGRAMMING DESCRIPTION  
WQTE: Programmed for adults.  
MUSIC: popular standards, showtunes, arrangements of current hits. Music clustered in uninterrupted 15 min segments. COMMERCIAL POLICY: 12 units maximum per hour. Contact Representative for further details. Rec'd 7/6/73.

1. PERSONNEL  
General Manager—Charles Borchard.  
General Sales Manager—Richard Grove.  
National Sales Manager—Philip H. Roberts.

2. REPRESENTATIVES  
McGavren-Guild, Inc.  
Greater Media Stations: See Rep & S/O pages.

3. FACILITIES  
500 w. days; 560 kc. Directional.  
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b, 28c, 29b, 31, 32b, 33a.

Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60c, 60e, 60l, 61c, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.

FM facilities: WHNE (FM), Birmingham.

TIME RATES  
WQTE/WHNE (FM), BIRMINGHAM, COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min	67	64	61	58
30/10 sec	54	51	49	46

Any day part, 6 am-noon & noon-10 pm, may be eliminated.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN: 6 ti 12 ti 18 ti 24 ti  
1 min..... 52 49 46 43  
30/10 sec..... 42 39 37 34  
Divided equally 6 am-noon & noon-10 pm.

WQTE ONLY  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS

	6 ti	12 ti	18 ti	24 ti
SPECIFIED DAY PARTS:	6 ti	12 ti	18 ti	24 ti
1 min	50	48	46	44
30/10 sec	40	38	36	35

Any day part, 6 am-noon & noon-10 pm, may be eliminated.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN: 6 ti 12 ti 18 ti 24 ti  
1 min..... 40 38 36 34  
30/10 sec..... 32 30 28 27  
Divided equally 6 am-noon & noon-10 pm.

10. SPECIAL FEATURES  
Newscastrs, extra 20%. (D)

DOWAGIAC (1 AM; 1 FM)

Cass County—Map Location D-11  
See SIDS consumer market map and data at beginning of the State.

WDOW

1960

Media Code 4 223 3540 6.00  
Dowagiac Broadcasting Co., Inc., Box 150, Marcellus Hwy., Route 3, Dowagiac, Mich. 49047. Phone 616-782-5106.

1. PERSONNEL  
Manager—Patrick Smith.

3. FACILITIES  
1000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WDOW-FM.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Michigan Farm Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 16-A Eff 12/1/68—Rec'd 1/2/69.

6. SPOT ANNOUNCEMENTS

	1 wk	13 wk	26 wk	52 wk
PER WK, EA:	1 wk	13 wk	26 wk	52 wk
6 tl	4.50	4.25	4.00	3.75
12 tl	4.25	4.00	3.75	3.50
18 tl	4.00	3.75	3.50	3.25
24 tl	3.75	3.50	3.25	3.00
30 sec: 25% off 1-min.	19 sec: 50% off 1-min.			
20 sec: 33-1/3% off 1-min.				

WDOW-FM

1971

Media Code 4 223 3541 4.00  
Dowagiac Broadcasting Co., Inc., Box 150, Marcellus Hwy., Dowagiac, Mich. 49047. Phone 616-782-5106.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 37.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WDOW.

TIME RATES  
FM only: 1/3 less than AM

EAST LANSING

Ingham County—Map Location F-10  
See SIDS consumer market map and data at beginning of the State.

See Lansing  
(including East Lansing)

ESCANABA (2 AM)

Delta County—Map Location D-4  
See SIDS consumer market map and data at beginning of the State.

WBDN

1958

Subscriber to the NAB Radio Code  
Media Code 4 223 3570 3.00  
Escanaba Broadcasting Co., 600 Ludington St., Escanaba, Mich. 49829. Phone 906-786-4118.

STATION'S PROGRAMMING DESCRIPTION  
WBDN: MUSIC: top 40. NEWS: network.

1. PERSONNEL  
General Manager—Donald A. Curran.

2. REPRESENTATIVES  
Savall/Gates.  
Michigan Spot Sales.

3. FACILITIES  
1,000 w. days; 600 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

TIME RATES  
Eff 4/1/72—Rec'd 4/14/72.

7. PACKAGE PLANS

	1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	9.00	8.50	8.00	7.50	7.00
30 sec	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50

13 wk—2% per wk—5% 39 wk—7% 52 wk—10%  
BULK PLAN, PER YR: 500x 1000x 1500x 2000x  
1 min..... 7.50 7.00 6.50 6.00  
30 sec..... 5.50 5.00 4.50 4.00  
10 sec..... 3.75 3.50 3.25 3.00

WBDC

1941

Communications Properties, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 223 3600 8.00  
Communications Properties, Inc., Box 419, 606 Ludington St., Escanaba, Mich. 49829. Phone 906-786-6144-5.

1. PERSONNEL  
General Manager—Gene Kauffman.  
Program Director—Joe DeMay.  
Chief Engineer—Robert Hiaslow.

# MICHIGAN

## FLINT (6 AM; 2 FM)

Genesee County—Map Location G-9  
See SIDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Afternoon (7 pm-midnight)
A	35	28	35	27
R	33	27	33	23
C	29	27	29	22
D	22	19	23	18
AVERAGE	30	25	30	23

## WAMM

Media Code 4 223 3720 4.00  
WAMM, Inc., 1223 S. Grand Traverse, Flint, Mich. 48502. Phone 313-239-8631.

- PERSONNEL**  
President—Neal Mason.  
General Sales Manager—Norman McCarthy.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Detroit—Michigan Spot Sales.
- FACILITIES**  
500 w. days; 1420 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10f, 11f, 12f, 14f, 15c.  
Basic Rates: 2cb, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 30, 31, 33d.  
Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51c.  
Comb. Cont. Discounts: 60a, 60c, 60f, 60k, 62d.  
Prod. Services: 80, 81, 82.  
Affiliated with National Black Network.

### TIME RATES

Eff 12/15/73—Rec'd 12/3/73.  
AA—Mon thru Sat 6-9 am & 2-7 pm.  
A—Mon thru Sat 9 am-2 pm; Sun all day.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti
1 min.	21.00	20.50	20.00	19.50	19.00	18.50	18.00	17.50	17.00
30 sec.	17.50	17.00	16.50	16.00	15.50	15.00	14.50	14.00	13.50
10 sec.	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50
1 ti per wk	1 min 23.00; 30 sec 19.00.								
1-min & 30-sec combine for frequency discounts.									
BULK PLAN									
PER YR:	500x	1000x	1500x	2000x	2500x	3000x	3500x	4000x	4500x
1 min.	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00	11.50
30 sec.	13.00	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00
10 sec.	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00
50% guaranteed AA time.									

**PROGRAM TIME RATES** 1/4 hr 1/2 hr 1 hr  
1 75 110 170

### 10. SPECIAL FEATURES

Newscastrs—1-5 ti, 25.00  
DISCOUNT  
13 wk—2% 39 wk—7%  
26 wk—5% 52 wk—10%

## WCZN

Media Code 4 223 3750 1.00  
Heritage Broadcasting Co., Inc., Box 1570, Flint, Mich. 48501. Phone 313-744-1570.

**STATION'S PROGRAMMING DESCRIPTION**  
WCZN: MUSIC: 100% Solid Gold. Editorials hourly, daily. UPI news. Remote broadcast unit for grand openings, shopping centers, sales events, all occasions. Contact Representative for further details. Rec'd 7/29/74.

**1. PERSONNEL**  
Pres., Gen'l & Nat'l Sales Mgr.—John W. Nogaj.  
Program Director—Gary Ballard.  
Music Director—Rick Gilbert.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24b, 25a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb. Cont. Discounts: 60a, 60f, 62b, 62e.  
Cancellation: 70a, 70e, 71a, 73a.  
FM facilities: WWKZ (FM).  
10% additional discount if bought in conjunction with WWKZ.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 2/2/74—Rec'd 1/7/74.  
AAA—Sun thru Sat 6-10 am & 3-7 pm.  
AA—Sun thru Sat 10 am-3 pm & 7-9 pm.

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	20.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00
30 sec.	18.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
10 sec.	10.00	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
CLASS AA										
1 min.	18.00	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00
30 sec.	16.00	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00
10 sec.	9.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

### 10. SPECIAL FEATURES

FIXED POSITION  
News at :15 & :45, Sports at :25, Weather at :10, :20 :40 & :50.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	30.00	27.00	25.50	24.00	22.50	21.00
AA	27.00	24.00	22.50	21.00	19.50	18.00

Weekend Vertical Sun only, as available, ea 15.00  
DISCOUNT  
13 wk—5% 39 wk—15%  
26 wk—10% 52 wk—20%

## WFDF

### NBC Radio Network

### BLAIR RADIO

Media Code 4 223 3780 8.00  
WFDF Flint Corp., Garland at First Ave., Flint, Mich. 48502. Phone 313-232-7158. TWX FL 01.

- PERSONNEL**  
General Manager—Elmer A. Knopf.  
Co-Manager-Sales—Marvin Loney.
- REPRESENTATIVES**  
Blair Radio  
Canada—Unicom Broadcast Sales Ltd.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 910 kc.  
Directional—same pattern all hours.  
Operating schedule: 4:45-1 am. EST.
- AGENCY COMMISSION**  
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15d.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28e, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb. Cont. Discounts: 60a, 60f, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with NBC.

### TIME RATES

No. 18 Eff 9/1/74—Rec'd 8/13/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 5:30-6 am & 10 am-3 pm.  
B—All other times.

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	36	29	22	29	23	18
12 ti	35	28	21	28	22	17
18 ti	34	27	20	26	21	16
24 ti	33	26	19	24	19	15
B						
6 ti	25	20	15	20	15	10
12 ti	23	18	14	18	14	10
18 ti	20	16	12	16	12	9
24 ti	18	14	11	14	11	8

Spots between time classes take higher rate.

### 7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	31	30	28	27	24
30 sec	25	24	22	21	19
10 sec	19	18	17	16	14

PER WK:	1 hr <th>2 hr <th>3 hr <th>4 hr <th>5 hr </th></th></th></th>	2 hr <th>3 hr <th>4 hr <th>5 hr </th></th></th>	3 hr <th>4 hr <th>5 hr </th></th>	4 hr <th>5 hr </th>	5 hr
1 hr	115	114	113	112	111
1/2 hr	80	79	78	77	75
1/4 hr	60	59	58	57	55
5 min	40	39	38	37	35

**8. PROGRAM TIME RATES**  
I hr 26x 52x 104x 156x 260x  
1/2 hr 80 79 78 77 76 75  
1/4 hr 60 59 58 57 56 55  
5 min 40 39 38 37 36 35

### 9. PARTICIPATING PROGRAMS

Betty Clark Party Line—Mon thru Fri 10-11 am, per spot flat \$2.00.

### 10. SPECIAL FEATURES

NEWS/WEATHER  
Sign-on-7 pm—  
PER WK: 3 ti 5 ti 6 ti 3 ti 5 ti 6 ti  
5 min 40 38 36 20 18 16  
10 min 50 48 46 25 23 21

## WGMZ (FM)

1962  
Beck-Ross Communications, Inc.  
Media Code 4 223 3840 0.00

WGMZ, Inc., a div. of Beck-Ross Communications, Box 1089, G-3358 E. Bristol Rd., Flint, Mich., 48501. Phone 313-743-1080.  
See affiliated AM station for additional information. AM facilities: WKMF.

**STATION'S PROGRAMMING DESCRIPTION**  
WGMZ (FM): Programmed for adults. Music: 93% MOR, blended with show tunes, standards & current popular. Fully orchestrated & heavily instrumental. COMMERCIAL POLICY: 7 announcements per hour. News at :56. Contact Representative for further details. Rec'd 11/1/72.

**1. PERSONNEL**  
General Manager—A. William Lee.  
Assistant General Manager—Boyd Arnold.  
Sales Manager—Bob Crocker.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 370 ft. above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations  
Member: The Beck-Ross Group.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 11/1/73—Rec'd 10/29/73.

### 6. SPOT ANNOUNCEMENTS

MON THRU SUN 6 AM-MIDNIGHT  
PER WK, ROB: 7 ti 14 ti 21 ti 28 ti  
1 min/less 15 17 15 13  
Rotated over 7 days proportionately in following time periods: 6-10 am; 10 am-3 pm; 3-7 pm; 7 pm-midnight.  
Not combinable with plans.

### 7. PACKAGE PLANS

MON THRU SUN 6 AM-MIDNIGHT  
BULK PLAN, PER YR: 180x 360x 720x  
1 min/less 15 14 12  
Rotated over 7 days proportionately in following time periods: 6-10 am; 10 am-3 pm; 3-7 pm; 7 pm-midnight.  
Not combinable with spots.

MIDNIGHT-6 AM  
50% of all rates. May constitute only 25% of any schedule under spots or plans. Combinable with spots and/or plans.

### 10. SPECIAL FEATURES

NEWS  
PER WK: 1 ti 3 ti 6 ti 7 ti  
Ea 25 23 21 20  
Incl open, close plus 1-min.  
Combinable for frequency discount with Spots & Plans.  
26 wk minimum. 52 wk—5%.

## WKMF

1953  
Beck-Ross Communications, Inc.  
Media Code 4 223 3900 2.00

WKMF, Inc., Division of Beck-Ross Communications, Inc., Box 1470, G3338 E. Bristol Rd., Flint, Mich. 48501. Phone 313-742-1470.

### STATION'S PROGRAMMING DESCRIPTION

WKMF: Programmed for general interest. MUSIC: 90% modern country. ALL PERSONALITIES handle all segments. NEWS: 5 min local and state on hour; 5 min national at :30. Program directed to shift workers: 5:30-6:30 am and 3:30-4:30 pm. SPORTS: college football and pro hockey play-by-play; capsules at :45. Weather at :15. Religion, discussion and public affairs Sun 7-10 am and 3 pm-12M. Contact Representative for further details. Rec'd 11/30/70.

**1. PERSONNEL**  
Vice-President—A. William (Bill) Lee.  
Sales Manager—Boyd E. Arnold.  
Program Director—John Irons.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Creed Associates, Inc.

**3. FACILITIES**  
3,000 w. days, 1,000 w. nights; 1470 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
Basic Rates: 20b, 21b, 22a, 22b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30.  
Contracts: 40a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 51a.  
Comb. Cont. Discounts: 60d, 60e, 60f, 61c, 62a.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WGMZ (FM).  
Affiliated with the American Entertainment Network.  
Member: The Beck-Ross Group.

### TIME RATES

No. 14-A Eff 12/1/70—Rec'd 10/26/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
B—Mon thru Sat 5-6 am; Sun thru Sat 7-10 pm.

PER WK, I MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	29	28	26	26
A	29	28	27	25	23
B	25	24	22	20	18

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
All spots combinable for frequency.

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLANS  
PER WK, EA: 12 ti 18 ti 24 ti 36 ti  
Tap I (1/2AA, 1/2A) 26 24 23 20  
Tap II (1/3AA, 1/3A, 1/3B) 23 22 21 18  
(\* And/or weekend.  
Annual Bulk Package & Combinability: See WGMZ (FM).

**8. PROGRAM TIME RATES** 1/2 hr 1/4 hr  
Sun 6 am-10 pm 60 50

### 10. SPECIAL FEATURES

NEWS AT :30  
PER WK: 1 ti 3 ti 6 ti  
AA 33 34 33  
A 33 32 31  
B 30 29 28  
Includes open & close plus 1 1-minute & 1 30-second spot.

CAPSULES—SPORTS AT :45, WEATHER AT :15  
AA 33 32 31  
A 27 26 25  
B 27 26 25  
Includes open & close plus 1 1-minute spot.  
News and Capsules count for frequency on spots.

COUNTRY AT NITE 1 min 30 sec  
10 pm-5 am 9  
News/Weather/Sports capsules: 80% of B rate.

## WTAC

1946

mcgavren-guild  
pgw radio, inc.



Media Code 4 223 4020 8.00  
Fuqua Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-694-4146.  
Saginaw Office—Service Bldg., 107 Hayden St. Phone 517-755-8567.

**STATION'S PROGRAMMING DESCRIPTION**  
WTAC: Programming for young adults and young marrieds. MUSIC 80%; current hits and hits of the past. NEWS 12%; 5 min at :55 and 3 min at :27. Emphasis on local and regional news. UPI and UPI audio news service. News director and 5 short wave mobile units. Emergency message service each hour at :30. 9 editorials per day. FARM: 4-6 am M-Sat. Remote broadcast unit for store openings, shopping centers, etc. College football play-by-play. Discussion, religion, panel shows and public affairs Sun 5 am-noon. Contact Representative for further details. Rec'd 9/2/69.

**1. PERSONNEL**  
General Manager—Charles E. Speights.  
Sales Manager—Bryce Cooke.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 600 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net charges for time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 18.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb. Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

Eff 4/1/73—Rec'd 3/12/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.



Flint—W T R X—Continued

SECTION IV					
PER WK:	1 ti	12 ti	19 ti	26 ti	36 ti
1 min.	12	10	9	8	6
10 sec:	50% of 1-min; preemptible.				
CONSECUTIVE WEEK DISCOUNT					
26 wk—5%	52 wk—10%				

RATEHOLDER

6 30-sec spots per wk or 6 in Sec IV.  
No more than 25% of wkly contract on Thurs or Fri.

10. SPECIAL FEATURES

NEWS/SPORTS/WEATHER		
EA	1	11 111
Incl 1-min open & close.	25	21 18

WWCK (FM)

1964

Media Code 4 223 4110 7.00  
Heritage Broadcasting Co., Inc., Box 1570, Flint, Mich. 48501. Phone 313-744-1055.  
See affiliated AM station for additional information. AM facilities: WVCN.

STATION'S PROGRAMMING DESCRIPTION

WWCK (FM): 100% rock, 24 hours daily, 20/20 news, network. UPI. Rec'd 1/7/74.

1. PERSONNEL

Pres., Gen'l & Nat'l Sales Mgr.—John W. Noga.  
Program Director—Bill Pearson.  
Music Director—Bob Douglas.

3. FACILITIES

ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 364 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American FM Network.  
10% additional discount if bought in conjunction with WVCN.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 2/2/74—Rec'd 1/7/74.

AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	CLASS AAA	12 ti	16 ti	24 ti	30 ti	36 ti
1 min.	20.00	18.00	17.00	16.00	15.00	14.00	14.00
30 sec.	18.00	16.00	15.00	14.00	13.00	12.00	12.00
10 sec.	10.00	9.00	8.50	8.00	7.50	7.00	7.00

CLASS AA

1 min.	15.00	16.00	15.00	14.00	13.00	12.00
30 sec.	16.00	12.00	11.00	10.00	9.00	8.00
10 sec.	9.00	8.00	7.50	7.00	6.50	6.00

10. SPECIAL FEATURES

News & Sports, fixed position—1-1/2x 1-min.

FREMONT (1 AM; 1 FM)

Newaygo County—Map Location D-8

See SRDS consumer market map and data at beginning of the State.

WSHN

WSHN-FM

1961

1971

Media Code 4 223 4140 4.00  
Stuart P. Noordyk, Box 280, Fremont, Mich. 49412.  
Phone 616-924-4700.

STATION'S PROGRAMMING DESCRIPTION

WSHN: Gen. popular music days, rock nights.

1. PERSONNEL

General Manager—Bernie Hoersma.

2. REPRESENTATIVES

Frederick W. Smith.

3. FACILITIES

1,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
FM-ERP 3,000 w.; 100.1 mc. Stereo.  
Operating schedule: 5:55 am-11 pm, EST.  
Antenna ht.: 153 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 6/30/74—Rec'd 7/10/74.

6. SPOT ANNOUNCEMENTS

1 x	1 min 30 sec	10 sec
	5	4 2

7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	10 sec
10+	4.50	3.50	1.85
20+	4.00	3.25	1.60
52-WEEK CONTRACT BULK			
250 x	3.25	3.00	1.50
500 x	3.00	2.75	1.40

GARDEN CITY

Wayne County—Map Location G-10

See SRDS consumer market map and data at beginning of the State.

See Detroit Urban Area

GAYLORD (1 AM; 1 FM)

Otsego County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

WATC

1950



Midwestern Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 223 4200 6.00

Midwestern Broadcasting Co., Paul Bunyan Bldg.,  
Traverse City, Mich. 49684. Phone 616-947-7675.

STATION'S PROGRAMMING DESCRIPTION  
WATC: Programmed for adult and young adult audiences.

1. PERSONNEL

Station Manager—Robert McDonald.

2. REPRESENTATIVES

Alan Torbet Associates, Inc.

3. FACILITIES

1,000 w.; 900 kc. days. Non-directional.  
Operating schedule: 6 am-local sunset, EST.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Paul Bunyan Network.

TIME RATES

Eff 4/1/74—Rec'd 4/22/74.

AA—6-10 am & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	7.50	6.00	5.65	4.35
52 x	7.05	5.50	5.00	3.90
104 x	6.25	5.15	4.70	3.75
156 x	5.75	5.05	4.35	3.45
260 x	5.50	4.60	4.10	3.35
520 x	5.15	4.45	3.98	3.10
780 x	4.70	4.10	3.55	3.00
1040 x	4.35	4.00	3.30	2.90
1300 x	4.10	3.90	3.10	2.75
1560 x	4.00	3.65	3.00	2.65
2600 x	3.90	3.20	2.90	2.35
10 sec, 1 x	2.35	10 sec, 20+	2.05	

7. PACKAGE PLANS

PER WK, ROS: 10 ti 15 ti 20 ti 25 ti 30 ti

1 min. 4.75 4.45 4.35 4.25 4.10

30 sec. 3.75 3.65 3.60 3.55 3.50

10 sec. 4.05 4.00 3.90 3.75

30 sec. 3.40 3.35 3.25 3.10

WWRM (FM)

1972

Media Code 4 223 4230 3.00  
Alpine Broadcasting Co., Box 648, Alpine Plaza,  
Gaylord, Mich. 49735. Phone 517-732-2474.

1. PERSONNEL

Pres. & Gen'l Mgr.—John D. DeGroot.

2. REPRESENTATIVES

Michigan Spot Sales.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.7 mc.  
Stereo.  
Operating schedule: 5:45 am-midnight, EST.  
Antenna ht.: 570 ft. above average terrain.

4. AGENCY COMMISSION

None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

TIME RATES

No. 1 Eff 10/15/72—Rec'd 3/15/73.

6. SPOT ANNOUNCEMENTS

ROS: 1x 26x 52x 104x 156x

1 min. 5.88 5.30 5.00 4.71 4.41

30 sec. 4.71 4.24 4.00 3.77 3.53

10 sec. 2.94 2.65 2.53 2.41 2.29

ROS: 260x 520x 780x 1040x 1300x

1 min. 4.12 3.82 3.53 3.06 2.59

30 sec. 3.29 2.82 2.53 2.24 1.94

10 sec. 2.18 1.94 1.77 1.59 1.47

Specified time, extra 10%; when available.

7. PACKAGE PLANS

PER WK, ROS: 10 ti 20 ti 25 ti 50 ti 100 ti

1 min. 44.13 82.37 100.02 176.50 305.94

30 sec. 35.30 63.54 72.95 126.50 223.57

10 sec. 22.95 43.54 48.30 85.31 164.74

Specified time, extra 10%; when available.

GRAND HAVEN (1 AM; 1 FM)

Ottawa County—Map Location D-9

See SRDS consumer market map and data at beginning of the State.

WGHN

1958

Media Code 4 223 4260 0.00  
Community Broadcasters, Inc., 228-1/2 Washington  
St., Grand Haven, Mich. 49417. Phone 616-842-8110.

1. PERSONNEL

Pres. & Gen'l Mgr.—Douglas J. Tjapkes.

3. FACILITIES

500 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast 6-9 am &  
during newscasts at noon & 5 pm. For non-simulcast  
facilities see WGHN-FM.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Alcohol advertising not acceptable.

TIME RATES

Eff 10/1/73—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

PER YR: 1 min 30 sec 10 sec 1D

1 x 4.50 3.75 2.40 1.85

52 x 4.20 3.40

PER YR: 156x 280x 520x 780x 1040x

1 min. 3.95 3.85 3.55 3.40 3.15

30 sec. 3.15 3.05 2.90 2.75 2.65

7. PACKAGE PLANS

IMPACT, PER WK: 10 ti 20 ti 35 ti 50 ti

1 min. 42 80 125 160

30 sec. 34 63 105 135

AM/FM SIMULCAST

6-9 am, noon-12:30 pm & 5-5:30 pm:  
News insertion, extra 1.00.

1 min, extra .50 30 sec, extra .35

WGHN-FM

1969



Media Code 4 223 4261 8.00  
Community Broadcasters, Inc., Box 330, 228 Wash-  
ington St., Grand Haven, Mich. 49417. Phone 616-842-8110.  
See affiliated AM station for additional information.

3. FACILITIES

ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operations. Operated separately 9  
am-midnight except during newscasts. For simulcast  
facilities see WGHN.

4. AGENCY COMMISSION

None; all rates net to station.

TIME RATES

Rates are identical to WGHN. See that listing.

GRAND RAPIDS (7 AM; 7 FM)

(including Wyoming)

Kent County—Map Location D-9

See SRDS consumer market map and data at beginning  
of the State.

Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc. with-  
in the area.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Morning Afternoon Evening

Station (6-10 am) (10 am-3 pm) (3-7 pm) (7 pm-  
midnight)

A 51 28 32 28

B 29 26 29 23

C 28 26 28 23

D 28 23 28 20

AVERAGE 34 26 29 24

WCUZ

1945

GRAND RAPIDS



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 223 4340 0.00  
Pathfinder Communications Corp., 1 McKay Tower,  
Grand Rapids, Mich. 49502. Phone 616-451-2551.

STATION'S PROGRAMMING DESCRIPTION

WCUZ: Personality oriented—programmed to adults.  
MUSIC: modern country. SPORTS: Major League  
baseball, play-by-play. NEWS: network & local.  
Contact Representative for further details. Rec'd  
4/22/74.

1. PERSONNEL

President—John F. Dille, Jr.  
Vice-Pres. & Gen'l Mgr.—Burton (Burt) Sherwood.  
Station & Sales Manager—Albert F. Schneider.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION

15/0

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b,  
24a, 2

# MICHIGAN

## Grand Rapids— WGRD, WGRD-FM—Continued

Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.

### TIME RATES

No. N-12 Eff 5/1/74—Rec'd 5/2/74  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.  
S&S—Sun 6 am-midnight.

CLASS AAA		CLASS AA		CLASS A		
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti	6 ti 12 ti 18 ti 24 ti 30 ti 36 ti
1 min	22.00 21.00 20.00 19.00 18.00 17.00	17.50 16.50 15.50 14.50 13.50 12.50	13.20 12.60 12.00 11.40 10.80 10.20	10.00 9.00 8.00 7.00 6.00 5.00	8.00 7.20 6.40 5.60 4.80 4.00	7.00 6.00 5.00 4.00 3.00 2.00
30 sec	17.50 16.50 15.50 14.50 13.50 12.50	13.20 12.60 12.00 11.40 10.80 10.20	10.00 9.00 8.00 7.00 6.00 5.00	8.00 7.20 6.40 5.60 4.80 4.00	7.00 6.00 5.00 4.00 3.00 2.00	6.00 5.00 4.00 3.00 2.00 1.00
10 sec	13.20 12.60 12.00 11.40 10.80 10.20	10.00 9.00 8.00 7.00 6.00 5.00	8.00 7.20 6.40 5.60 4.80 4.00	7.00 6.00 5.00 4.00 3.00 2.00	6.00 5.00 4.00 3.00 2.00 1.00	5.00 4.00 3.00 2.00 1.00 0.50

## WJFM (FM)

1954  
GRAND RAPIDS



### A Felzer Owned Station

Subscriber to the NAB Radio Code  
Media Code 4 223 4560 3.00  
WJFM Broadcast Place, 280 Ann St., N. W., Grand Rapids, Mich. 49504. Phone 616-363-7701.

### STATION'S PROGRAMMING DESCRIPTION

WJFM (FM): Programmed to adults.  
MUSIC: MOR. NEWS: network at :60. COMMERCIAL POLICY: 6 minutes per hour, Contact Representative for further details. Rec'd 1/2/73.

1. PERSONNEL Pres. & Gen'l Mgr.—Carl E. Lee.  
Station Manager—Glenn Gilbert.  
Operations Manager—Bruce M. Glycagdis.

2. REPRESENTATIVES Avery-Knodel, Inc.

3. FACILITIES ERP 500,000 w.; 93.7 mc.  
Operating schedule: 6-3 am. EST.  
Antenna ht.: 895 ft. above average terrain.

4. AGENCY COMMISSION 15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.

Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28a, 29a, 30, 32a.

Contracts: 40a, 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.

Comb.; Cont. Discounts: 60a, 60h, 60i, 61b, 62b, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 11/1/73—Rec'd 10/8/73.  
AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK: CLASS AA 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti

1 min 13.00 12.00 11.00 10.00 9.00 8.00

30 sec 10.40 9.60 8.80 8.00 7.20 6.40

CLASS A

1 min 10.00 9.00 8.00 7.00 6.00 5.00

30 sec 8.00 7.20 6.40 5.60 4.80 4.00

1D's: 50% of applicable 1-min.

### 7. PACKAGE PLANS

PER WK: P.A.P. 70% AA, 30% A

1 min 11.00 10.00 9.00 8.00 7.00 6.00

30 sec 8.80 8.00 7.20 6.40 5.60 4.80

## WLAV

1940  
GRAND RAPIDS



### A Shepard Broadcasting Station

Media Code 4 223 4620 5.00  
Shepard Broadcasting Corp., Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.

### 1. PERSONNEL

President—Herbert J. Weber.  
National Program Director—Robert Hamilton.  
Sales Manager—James E. Ellis.

## 2. REPRESENTATIVES

McGarren-Gullid, Inc.

1,000 w. days, 250 w. nights; 1340 kc. Non-directional.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.

Basic Rates: 20b, 21b, 24b, 24c, 27, 28a, 29a, 33c.

Contracts: 44b, 45, 46, 50, 51a, 51c.

Comb.; Cont. Discounts: 60a, 62d.

Cancellation: 70b, 70d, 71a, 72.

Affiliated with American Contemporary Network.

### TIME RATES

No. 15 Eff 7/1/69—Rec'd 6/3/69.

AA—Mon thru Sat 5:30-10 am & 3-7 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti

A 31 29 27 25

25 23 21 19

### CONSECUTIVE WEEK DISCOUNT

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

26 wk—4% 52 wk—8%

## WLAV-FM

1947  
GRAND RAPIDS



### A Shepard Broadcasting Station

Media Code 4 223 4621 3.00  
Shepard Broadcasting Corp., 101C Waters Bldg., Grand Rapids, Mich. 49502. Phone 616-456-5461.

See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

WLAV-FM: Programmed for late teens, young adults and adults (18-49).

local and network. MUSIC: Solid Gold. Music surveys each week. COMMERCIAL POLICY: 3 minute maximum each half hour. Contact Representative for further details. Rec'd 2/24/72.

3. FACILITIES ERP 25,000 w. (horiz.), 28,000 w. (vert.); 96.9 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 275 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Entertainment Network.

### TIME RATES

No. 4 Eff 6/1/71—Rec'd 6/18/71.

### 6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

1 min 12.50 11.00 10.50 10.00 9.50

30 sec 10.00 9.00 8.50 8.00 7.50

10 sec: 60% of 1-min.

## WMAX

1954  
GRAND RAPIDS



Media Code 4 223 4680 9.00  
Great Lakes Broadcasting Corporation, 210 Federal Square Bldg., Grand Rapids, Mich. 49502. Phone 616-458-3793.

### STATION'S PROGRAMMING DESCRIPTION

WMAX: Programmed for adults.

MUSIC: middle-of-the-road. NEWS: network news at :60; 3 min local at :30; UPI. Sports headlines and stock market briefs in drive time. Rec'd 11/3/70.

### 1. PERSONNEL

Pres. & Gen. Mgr.—James Gaskin.  
Operations Manager—Jack Hoppus.  
Program Director—Dick McKay.

### 3. FACILITIES

5,000 w.; 1480 kc. days. Nondirectional.

Operating schedule: 6 am-local sunset daily. EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 14b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c.

Contracts: 40a, 41, 45, 46, 47b.

Comb.; Cont. Discounts: 60a, 60e.

Cancellation: 70a, 70c, 73a, 73b.

Prod. Services: 80, 81.

Affiliated with American Information Network.

## TIME RATES

No. 2 Eff 8/1/72—Rec'd 8/7/72.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm & 7 pm-sign-off.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK: CLASS AAA 1 ti 6 ti 12 ti 18 ti 24 ti

1 min 12.00 11.00 10.50 10.00 9.50

30 sec 9.60 8.80 8.40 8.00 7.60

10 sec 6.00 5.50 5.25 5.00 4.75

CLASS AA

1 min 9.50 9.00 8.50 8.00 7.50

30 sec 7.60 7.20 6.80 6.40 6.00

10 sec 4.75 4.50 4.25 4.00 3.75

CLASS A

1 min 8.00 7.50 7.00 6.50 6.00

30 sec 6.40 6.00 5.60 5.20 4.80

10 sec 4.00 3.75 3.50 3.25 3.00

### 7. PACKAGE PLANS

PER WK, ROS: 12 ti 18 ti 24 ti

1 min 9.00 8.50 8.00

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## WOOD

1924  
GRAND RAPIDS

# NBC Radio Network



## KATZ RADIO



Subscriber to the NAB Radio Code  
Media Code 4 223 4740 1.00  
Wood Broadcasting, Inc., 120 College Ave., S. E., Grand Rapids, Mich. 49502. Phone 616-459-1919.

1. PERSONNEL Exec. Vice-Pres. & Gen'l Mgr.—Michael O. Lareau.  
General Sales Manager—Tom Grocco.

2. REPRESENTATIVES Program Director—Bill Strike.

3. FACILITIES Katz Radio.

5,000 w.; 1300 kc. Directional—night only.

Operating schedule: 5-1 am. EST.

Partial simulcast operation. Simulcast 5-8 am. For non-simulcast facilities see WOOD-FM.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15e, 16.

Basic Rates: 20a, 20b, 21a, 21c, 21d, 22a, 23a, 23b, 23a, 29a, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 49, 51c.

Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 60j, 61c, 62b.

Cancellation: 70a, 70c, 72, 73a, 73b.

Prod. Services: 81, 82.

Affiliated with NBC.

Affiliated with Katz Radio Network.

Member: Michigan Farm Radio Network.

### TIME RATES

AM/FM COMBINATION  
No. 29 Eff 4/1/74—Rec'd 3/1/74.

AAA—Mon thru Sat 6-10 am.

AA—Mon thru Sat 5:30-6 am & 3-7 pm.

A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti

AAA 81.00 78.00 75.00 72.00

AA 62.00 59.00 57.00 54.50

A 55.00 53.50 52.00 50.50

B 48.00 47.50 46.00 45.50

AM only deduct 23.00 27.50 27.00 26.50

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

(f) AM only.

AM & FM do not combine or contribute to each other for frequency.

### 8. PROGRAM TIME RATES

PER YR: CLASS AAA AM ONLY CLASS AA

1x 52x 155x 260x 1x 52x 155x 260x

10 min 82 78 74 70 74 70 66 62

5 min 53 52 50 48 48 47 45 43

10 min 49 47 44 42 41 39 37 35

5 min 32 31 30 29 27 26 25 24

## WOOD-FM

1962  
GRAND RAPIDS



Subscriber to the NAB Radio Code  
Media Code 4 223 4741 9.00  
Wood Broadcasting, Inc., 120 College Ave., S. E., Grand Rapids, Mich. 49502. Phone 616-459-1919.

See affiliated AM station for additional information.

### 3. FACILITIES

ERP 265,000 w. (ho-iz.), 265,000 w. (vert.); 105.7 mc. Stereo.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 811 ft. above average terrain.

Partial simulcast operation. Operated separately 8-1 am. For simulcast facilities see WOOD.

### 5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.

Sold in combination with WOOD



Grand Rapids—W Z Z M (FM)—Continued

4. AGENCY COMMISSION 15% time only.  
5. GENERAL ADVERTISING See coded regulations General: 3a, 3b, 4b, 4d, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 20a, 22a, 22b, 23a, 24a, 28b. Contracts: 40a, 42a, 45. Comb.: Cont. Discos: 60b, 61a, 62c. Cancellation: 70c, 71a.

**TIME RATES**  
No. 4 Eff 7/1/71—Rec'd 6/28/71.  
A—Mon thru Fri 3 pm-midnight.  
B—All other times.

CLASS A	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:					
1 min.	10.00	9.00	8.50	8.00	7.50
30 sec.	8.00	7.50	7.00	6.50	6.00
10 sec.	6.00	5.50	4.25	4.00	3.75

CLASS B	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:					
1 min.	7.50	7.00	6.50	6.00	5.50
30 sec.	6.50	6.00	5.00	4.50	4.00
10 sec.	5.50	5.00	4.00	3.50	3.00

**DISCOUNT**  
13 wk—5%      26 wk—10%      52 wk—15%

GRAYLING

Crawford County—Map Location F-6  
See SIRDs consumer market map and data at beginning of the State.

WGRY

1970

Media Code 4 223 4905 0.00  
The Grayling Broadcasting Co., Box 141 Grayling, Mich. 49738. Phone 517-318-6181.

**STATION'S PROGRAMMING DESCRIPTION**  
WGRY: Programmed for young adults, teens, adults, military men and tourists.

- PERSONNEL  
Pres. & Gen'l Mgr.—James E. Sylvester.
- FACILITIES  
1,000 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 8/1/71—Rec'd 7/30/74.

4. SPOT ANNOUNCEMENTS

Base	10 sec	20 sec	30 sec	1 min
1 x	3.15	3.00	3.00	3.00
50 x	2.85	3.00	3.30	4.80
100 x	2.55	2.70	3.00	4.20
300 x	2.25	2.40	2.70	3.00
600 x	1.95	2.10	2.40	2.70
1000 x	1.65	1.80	2.10	2.40
3000 x	1.35	1.50	1.80	2.10
6000 x	1.05	1.20	1.50	1.80
12000 x	.75	.90	1.20	1.50

First 5 sec of ea. spot takes base rate. Additional 5 sec. extra .15.

7. PACKAGE PLANS

Base	10 sec	20 sec	30 sec	1 min
100 ti/10 days	1.95	2.10	2.40	2.70
1000 ti/100 days	1.35	1.50	1.80	2.10

GREENVILLE (1 AM; 1 FM)

Montcalm County—Map Location E-9  
See SIRDs consumer market map and data at beginning of the State.

WPLB

1960

Subscriber to the NAB Radio Code  
Media Code 4 223 4920 9.00  
Flat River Broadcasting Co., South M-91, Greenville, Mich. 48838. Phone 616-754-3656.

- PERSONNEL  
Manager—Robert Lewis.
- REPRESENTATIVES  
Detroit—Michigan Spot Sales.
- FACILITIES  
1,000 w. days, non-directional, 500 w. nights, directional, 1380 kc.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Michigan Rural Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/15/73—Rec'd 1/10/74.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x
1 min.	4.00	3.80	3.60	3.50
30 sec.	3.40	3.20	3.10	3.00
20 sec.	3.00	2.90	2.80	2.70

1 min.	3.30	3.20	3.10	3.00
30 sec.	2.80	2.70	2.60	2.50
20 sec.	2.50	2.40	2.30	2.20

WPLB-FM

1962

Subscriber to the NAB Radio Code  
Media Code 4 223 4921 7.00  
Flat River Broadcasting Co., Box 9, South M-91, Greenville Rd., Greenville, Mich. 48838. Phones 616-754-3656, 3657.

- AGENCY COMMISSION  
15/0.
- PERSONNEL  
EIRP 5,300 w.; 107.3 mc.  
Operating schedule: 7-30 am-midnight. EST.  
Antenna ht. 180 ft. above average terrain.
- AGENCY COMMISSION  
15/0.

**TIME RATES**  
Rates are identical to WPLB. See that listing.

HANCOCK (1 AM; 1 FM)

Houghton County—Map Location B-3  
See SIRDs consumer market map and data at beginning of the State.

WMPL

1957

Subscriber to the NAB Radio Code  
Media Code 4 223 4980 3.00  
Copper Country Enterprises, Inc., 326 Quincy St., Hancock, Mich. 49930. Phone 906-482-3700.

- PERSONNEL  
President—William J. Blake.
- REPRESENTATIVES  
Michigan Spot Sales.
- FACILITIES  
1,000 w.; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMPL-FM.
- AGENCY COMMISSION  
15/0 time only. 15 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.

**TIME RATES**  
AM/FM COMBINATION  
Eff 8/13/73—Rec'd 8/13/73.

4. SPOT ANNOUNCEMENTS

6 ti	12 ti	18 ti	24 ti	
1 min.	11.50	11.00	10.50	10.00
30 sec.	5.75	5.50	5.25	5.00

7. PACKAGE PLANS

6 ti	12 ti	18 ti	24 ti	
PER WK. ROS:				
1 min.	11.00	10.50	10.00	9.50
30 sec.	5.50	5.25	5.00	4.75

Combination package rate with WUPY, Ishpeming. Spots on WMPL may be added to WUPY weekly total to earn most favorable package rate for both. Schedules do not have to be identical.

WMPL-FM

1966

Subscriber to the NAB Radio Code  
Media Code 4 223 5040 5.00  
Copper Country Enterprises, Inc., 326 Quincy St., Hancock, Mich. 49930. Phone 906-482-3700.

- AGENCY COMMISSION  
See affiliated AM station for additional information.
- FACILITIES  
EIRP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-midnight EST.  
Antenna ht.: 250 ft. above average terrain.  
Partial simulcast operation. Operated separately. local sunset-midnight daily. For simulcast facilities see WMPL.

5. GENERAL ADVERTISING See coded regulations  
Sold in combination with WMPL. See that listing for rates.

**TIME RATES**  
Eff—Rec'd 6/26/70.

6. SPOT ANNOUNCEMENTS  
1 min. flat..... 4 30 sec. flat..... 3

HASTINGS (1 AM; 1 FM)

Harry County—Map Location E-10  
See SIRDs consumer market map and data at beginning of the State.

WBCH

1957

Media Code 4 223 5100 7.00  
Barry Broadcasting Co., Inc., Box 88, 119 W. State St., Hastings, Mich. 49058. Phone Windsor 5-3414.

- PERSONNEL  
Sia. & Sales Mgr.—Ken Radant.
- REPRESENTATIVES  
The Deency Organization, Inc.
- FACILITIES  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WBCH-FM.
- AGENCY COMMISSION  
15/0 time only; payable following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Affiliated with KBS.

**TIME RATES**  
Rates effective April 1, 1963.  
Rates received April 1, 1963.

7. PACKAGE PLANS

WEEKLY PACKAGES  
(1 minute or less)


1 ti	5.00	20 or more ti	3.30
10 ti	4.15		

WBCH-FM

1968

Media Code 4 223 5101 5.00  
Barry Broadcasting Co., Inc., Box 88, 119 W. State St., Hastings, Mich. 49058. Phone 616-945-3415.

- AGENCY COMMISSION  
See affiliated AM station for additional information.
- REPRESENTATIVES  
Michigan Spot Sales.
- FACILITIES  
EIRP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 153 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WBCH.



# WOOD


# AM FM

DOMINATES  
GRAND RAPIDS & WESTERN MICHIGAN


**THE WOOD MARKET:** The business hub and wholesale/retail center of Western Michigan. Grand Rapids is the 65th metro. The 16 county TSA offers 482,240 households spending \$3.7 billion (TRS).

**THE WOOD APPROACH:** Award winning WOOD-AM blends MOR music/top personalities/news/farm to guarantee commercial impact. Powerful (265,000 watts) stereo WOOD-FM, acclaimed the industry's most successful, features Schulke beautiful music with a maximum 8 commercial units per hour.

**THE WOOD RESULTS:** WOOD AM & FM dominate adults in depth. A/M 74 ARB says WOOD-AM and WOOD-FM alternate #1 and #2 in all day parts in both metro and TSA. A combination WOOD-AM & FM plan delivers total efficiency. Call Katz for specific details.



## WOOD RADIO



**TIME RATES**  
Rates are identical to WBCH. See that listing.

HILLSDALE (1 AM; 1 FM)

Hillsdale County—Map Location F-11  
See SIRDs consumer market map and data at beginning of the State.

WCSR

1955

Media Code 4 223 5160 1.00  
Flynn Enterprises, Inc., Box 273, 168 N. West, Hillsdale, Mich. 49242. Phone 517-437-4444.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Tony Flynn.
- REPRESENTATIVES  
Michigan Spot Sales.
- FACILITIES  
500 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.  
Partial simulcast operation. Simulcast 6-9 am, noon-1 pm & 4-7 pm. For non-simulcast facilities see WCSR-FM.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
AM/FM COMBINATION  
Eff 4/1/73—Rec'd 11/5/73.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.85	5.60	5.15	4.80	4.50	4.15	3.95
30 sec	4.40	4.15	3.90	3.60	3.35	3.10	3.00
500+	1-min	3.20	30 sec/less	2.50			

7. PACKAGE PLANS

SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	51.60	96.00	135.00	165.00	198.00	270.00
30 sec less:	39.00	72.00	100.80	124.80	150.00	202.50

10. SPECIAL FEATURES  
Newscasts—extra 1.00.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.85	4.65	4.30	4.00	3.75	3.45	3.30
30 sec	3.65	3.45	3.25	3.00	2.80	2.60	2.50
500+	1-min	2.75	30 sec/less	2.10			

7. PACKAGE PLANS

SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	43.00	80.00	112.50	138.00	165.00	225.00
30 sec less:	32.50	60.00	84.00	104.00	125.00	168.75

10. SPECIAL FEATURES  
Newscasts—extra 1.00.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85
500+	1-min	2.05	30 sec/less	1.60			

- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Sold in combination with WCSR. See that listing for rates.

**TIME RATES**  
Effective 4/1/73—Rec'd 11/5/73.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85
500+	1-min	2.05	30 sec/less	1.60			

7. PACKAGE PLANS

SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	32.25	60.00	84.50	103.50	123.75	168.75
30 sec less:	24.50	45.00	63.00	78.00	93.75	126.50

10. SPECIAL FEATURES  
Newscasts—extra 1.00.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85
500+	1-min	2.05	30 sec/less	1.60			

7. PACKAGE PLANS

SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	32.25	60.00	84.50	103.50	123.75	168.75
30 sec less:	24.50	45.00	63.00	78.00	93.75	126.50

10. SPECIAL FEATURES  
Newscasts—extra 1.00.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85
500+	1-min	2.05	30 sec/less	1.60			

7. PACKAGE PLANS

SHORT SATURATION

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
1 min	32.25	60.00	84.50	103.50	123.75	168.75
30 sec less:	24.50	45.00	63.00	78.00	93.75	126.50

10. SPECIAL FEATURES  
Newscasts—extra 1.00.

4. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	3.65	3.50	3.25	3.00	2.80	2.60	2.50
30 sec	2.75	2.60	2.45	2.25	2.10	1.95	1.85
500+	1-min	2.05	30 sec/less	1.60			

- AGENCY COMMISSION  
None; all rates net to station.

# MICHIGAN

## Holland—W H T C—Continued

**4. AGENCY COMMISSION**  
15% on net time; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 28b, 28c, 29a, 29b, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 60i, 61b, 62b, 62d.  
Cancellation: 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and KBS.

### TIME RATES

ET 1/1/69—Rec'd 9/27/68.

**6. SPOT ANNOUNCEMENTS**  
(Mon thru Sat 5 am-midnight; Sun programs by special arrangements only)

1 min or less.....	6.25	6.00	5.75	5.50
1x	26x	52x	104+	

## W H T C-FM

1963



Media Code 4 223 5221 1.00  
Holland Broadcasting Company, Box 911, Holland, Mich. 49423. Phone 616-392-3121.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WHTC-FM: Programmed for young adults and adults. 85% music. NEWS: every half hour including local and network news and commentary. News and sports staff. Programming includes local high school and college football and basketball. Contact Representative for further details. Rec'd 8/7/67.

**1. PERSONNEL**  
President—W. A. Butler.

**3. FACILITIES**  
20,000 w. (horiz.) 20,000 w. (vert.) 96.1 mc. Stereo. Operating schedule: 3:00-10:15 pm Sun thru Sat. EST.  
Antenna ht.: 293 ft. above average terrain.  
Partial simulcast operation. For simulcast facilities, see WHTC.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

Rates effective  
Rates received October 10, 1963.

**6. SPOT ANNOUNCEMENTS**

PER HR:	1 ti	26 ti	52 ti	104 or
4 ti	7.00	6.25	5.50	5.00

## W J B L

1956



Subscriber to the NAB Radio Code  
Media Code 4 223 5280 7.00  
Zondervan Broadcasting Corp., Holland, Mich. 49423. Phone 616-396-5281.

**STATION'S PROGRAMMING DESCRIPTION**  
WJBL: Programmed for adults & young adults. MUSIC: MOR with segments of past hits. NEWS: UPI wire & audio. Weather, sports, public affairs & talk shows. Spanish & Dutch programs weekly. SPORTS: U. college & high school football & basketball. Contact Representative for further details. Rec'd 4/9/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Peter J. Vanden Bosch.

**2. REPRESENTATIVES**  
Michigan—Michigan Spot Sales.  
Call station collect.

**3. FACILITIES**  
5,000 w. days; 1260 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 4b  
Member: Michigan Rural Radio Network.

### TIME RATES

ET 6/1/73—Rec'd 4/9/73.  
AA—Mon thru Sat 6-10 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

10 sec—	AA	A	AA	A	AA	A
1 x.....	3.85	3.60	5.75	5.25	7.75	7.25
157 x.....	3.80	3.25	5.50	5.00	7.50	7.00
313-624 x.....	3.25	3.05	5.25	4.75	7.25	6.75
YRLY BULK:					500x	1000x
10 sec.....			2.95	2.65	2.40	
30 sec.....			4.75	4.25	4.00	
1 min.....			6.75	6.05	5.80	

**8. PROGRAM TIME RATES**

BTA:	5 min	1/4 hr	1/2 hr	1 hr
1 x.....	12	32	55	90
27 x.....	10	—	—	—
157 x.....	9	—	—	—
313-624 x.....	8	—	—	—

# W J B L-FM

1961



Media Code 4 223 5281 5.00  
Zondervan Broadcasting Corp., Holland, Mich. 49423. Phone 616-396-5281.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJBL-FM: Format is religious with speaking programs along with music until 1 pm & sacred music from 1 pm-12 M. UPI wire & UPI audio news services plus local news & sports. Contact Representative for further details. Rec'd 3/31/72.

**3. FACILITIES**  
ERP 10,000 w.; 94.5 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 500 ft. above average terrain.

### TIME RATES

ET 6/1/73—Rec'd 4/18/73.  
AA—Mon thru Sat 3:30-11 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

10 sec—	AA	A	AA	A	AA	A
1 x.....	3.85	3.60	5.75	5.25	7.75	7.25
157 x.....	3.80	3.25	5.50	5.00	7.50	7.00
313-624 x.....	3.25	3.05	5.25	4.75	7.25	6.75
YRLY BULK:					500x	1000x
10 sec.....			2.95	2.65	2.40	
30 sec.....			4.75	4.25	4.00	
1 min.....			6.75	6.05	5.80	

**8. PROGRAM TIME RATES**

BTA:	5 min	1/4 hr	1/2 hr	1 hr
1 x.....	12	32	55	90
27 x.....	10	—	—	—
157 x.....	9	—	—	—
313-624 x.....	8	—	—	—

## HOUGHTON

Houghton County—Map Location B-3  
See SDDS consumer market map and data at beginning of the State.

## W H D F

1929

Media Code 4 223 5340 9.00  
Upper Michigan Broadcasting Company, Douglas House, Houghton, Mich. 49931. Phone 906-482-2442.

**1. PERSONNEL**  
General Manager—Roland E. Burgan.

**3. FACILITIES**  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 6 am-10:30 pm. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 10/25/71—Rec'd 11/10/71.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	12 ti	30 ti	90 ti
1 min.....	5.00	4.50	4.25	4.00
30 sec.....	3.50	3.25	3.00	2.90
15 sec.....	2.50	2.30	2.10	2.00

## HOUGHTON LAKE (1 AM; 1 FM)

Roscommon County—Map Location F-7  
See SDDS consumer market map and data at beginning of the State.

## W H G R

1954

Subscriber to the NAB Radio Code  
Media Code 4 223 5400 1.00  
Sparks Broadcasting Co., 3431 Houghton Lake Dr., Houghton Lake, Mich. 48629. Phone 517-366-5364.

**1. PERSONNEL**  
Manager—Norm Pike.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation, Michigan Spot Sales.

**3. FACILITIES**  
5,000 w.; 1290 kc. Directional nights.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WJGS (FM).  
Affiliated with American Information Network.  
Member: Northern Power Network, Michigan Rural Radio Network, Michigan Farm Radio Network.

### TIME RATES

ET 1/28/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x
1 min.....	5.00	4.95	4.80	4.70	4.60
30 sec: 90% of 1-min.					
10 sec: 75% of 1-min.					

**7. PACKAGE PLANS**  
PER WK. ROS: 5 ti 10 ti 15 ti 25 ti 30 ti  
1 min..... 4.93 4.80 4.70 4.60 4.50  
Mon thru Fri 6-10 am & 3-7 pm per spot, extra 1.00.

**10. SPECIAL FEATURES**  
News Service—AP. 10% extra for newscast.

## W J G S (FM)

1961



Media Code 4 223 5460 5.00  
Sparks Broadcasting Co., 3431 Houghton Lake Dr., Houghton Lake, Mich. 48629. Phone 517-366-5364.  
See affiliated AM station for additional information.  
AM facilities: WHGR.

**3. FACILITIES**  
ERP 67,000 w.; 98.5 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 175 ft. above average terrain.

## TIME RATES

Rates are identical to WHGR. See that listing.

## HOWELL

Livingston County—Map Location F-10  
See SDDS consumer market map and data at beginning of the State.

## W H M I

1957



Subscriber to the NAB Radio Code  
Media Code 4 223 5520 6.00  
B. & H. Broadcasting Co., 201-1/2 W. Grand River Ave., Howell, Mich. 48843. Phone 517-546-0860.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ann H. Bignell.

**2. REPRESENTATIVES**  
Michigan Spot Sales.

**3. FACILITIES**  
500 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; All rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 7 ET 6/1/74—Rec'd 4/29/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	50 ti
1 wk.....	5.25	5.00	4.75	4.50	4.25	4.00
*52 wk.....	4.25	4.00	3.75	3.50	3.25	3.00

30 SECONDS

1 wk.....	4.20	4.00	3.80	3.60	3.40	3.20
*52 wk.....	3.40	3.20	3.00	2.80	2.60	2.40

10 SECONDS

1 wk.....	2.85	2.70	2.55	2.40		
*52 wk.....	2.25	2.10	1.95	1.80		

(\* Must be consecutive, minimum of 5 1-min or 6 30-sec spots.)

## INKSTER

Wayne County—Map Location G-10  
See SDDS consumer market map and data at beginning of the State.

## See Detroit Urban Area

## IONIA

Ionia County—Map Location E-9  
See SDDS consumer market map and data at beginning of the State.

## W I O N

1952



Subscriber to the NAB Radio Code  
Media Code 4 223 5580 0.00  
Radio Station WION, Box 143, Ionia, Mich. 48846. Phone 616-527-4400.

**1. PERSONNEL**  
General Manager—Monroe Mac Pheron, Jr.

**2. REPRESENTATIVES**  
Hal Walton Co.

**3. FACILITIES**  
5,000 w. days; 1430 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL RATE POLICY**  
FM facilities: WION (FM). Grand Rapids.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network, Michigan Rural Radio Network.  
Member: Michigan Farm Radio Network.

### TIME RATES

No. 10 ET 1/1/71—Rec'd 4/5/71.

AA—Daily 6-9 am & \*Simulcast News.  
A—Daily 9 am-5 pm & \*\*one station newscast.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	20 sec	1 min	30 sec	20 sec
1 x.....	11.55	9.35	8.55	7.70	6.25	5.70
52 x.....	9.15	9.00	7.35	6.10	6.00	4.90
104 x.....	8.15	7.90	7.05	5.70	5.20	4.70
156 x.....	7.95	7.20	6.45	5.30	4.80	4.30
260 x.....	7.35	6.60	5.85	4.90	4.40	3.90
312 x.....	7.05	6.30	5.60	4.70	4.20	3.75
520 x.....	6.45	5.80	5.10	4.30	3.75	3.40
1000 x.....	5.85	5.10	4.50	3.90	3.40	3.00
2000 x.....	5.40	4.50	4.00	3.60	3.00	2.70

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	50 ti	10 ti	20 ti	30 ti	50 ti
1 min 9.60	8.70	7.95	7.20	6.40	5.80	5.30	4.80	
30 sec 8.70	7.95	7.20	6.45	5.80	5.30	4.80	4.30	
20 sec 7.95	7.20	6.45	5.60	5.30	4.80	4.30	3.75	
10 sec 5.60	5.10	4.50	3.75	3.40	3.00	2.70		

## IRON MOUNTAIN

(1 AM; 1 FM)

Dickinson County—Map Location C-4  
See SDDS consumer market map and data at beginning of the State.

## W J N R

1972

Media Code 4 223 5610 5.00  
J & R Electronics, Inc., 219 East A St., Iron Mountain, Mich. 49801. Phone 906-774-5731.

**1. PERSONNEL**  
General Manager—Norman White.

**3. FACILITIES**  
ERP 560 w.; 103.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 620 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 on time.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

No. 3 ET 7/1/74—Rec'd 6/28/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1040x	520x	260x	156x	52x
1 min.....	2.75	3.60	4.50	5.00	5.45
30 sec.....	2.00	2.70	3.10	3.75	4.25

## W M I Q

1947



Subscriber to the NAB Radio Code  
Media Code 4 223 5640 2.00  
Iron Mountain-Kingsford Broadcasting Co., Inc., 211 E. Livingston St., Iron Mountain, Mich. 49801. Phone 906-774-4321.

**1. PERSONNEL**  
General Manager—William C. Johnson.

**2. REPRESENTATIVES**  
Detroit—Lewise Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm. CST.

**4. AGENCY COMMISSION**  
15/0 net cost only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

### TIME RATES

Rates effective July 1, 1957.  
Rates received June 14, 1957.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**  
(Sign-on-7:00 pm)

1 ti	26 ti	52 ti	104 ti	156 ti	260 ti
1 hour.....	50.00	47.50	45.00	42.50	40.00
1/2 hour.....	30.00	28.50	27.00	25.50	24.00
1/4 hour.....	20.00	19.00	18.00	17.00	16.00
3 minutes.....	12.50	11.87	11.25	10.62	10.00
1 minute of 35-word station break.....	7.50	7.12	6.75	6.37	6.00

(7:00 pm-sign-off)  
Above rates less 15%.

## IRON RIVER

Iron County—Map Location B-4  
See SDDS consumer market map and data at beginning of the State.

## W I K



**Ironwood—W J M S—Continued**

- PERSONNEL**  
Chairman—Charles K. Heath.  
President—W. Donald Roberts, Jr.  
Vice-Pres. & Gen'l Mgr.—Robert M. Knutson.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 590 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12c, 13c, 14b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47c, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 5/14/71—Rec'd 5/14/71.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1-52x 156x 260x 520x 1000x  
1 min.: 9.60 8.60 7.20 6.50 4.40  
30 sec.: 7.60 6.60 5.70 5.10 3.50  
10 sec.: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min.: 8.60 8.00 7.40 6.80 6.00 5.00  
30 sec.: 6.90 6.40 5.90 5.40 4.80 4.00  
10 sec.: 50% of 1-min.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 75 51 39 28  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
(Q)

**ISHPEMING (2 AM)**

Marquette County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WJPD**  
1947

**NBC Radio Network**



- Subscriber to the NAB Radio Code  
Media Code 4 223 3880 4.00  
WJPD, Inc., Box D, 110 Canda St., Ishpeming, Mich. 49849. Phone 906-486-9937.
- STATION'S PROGRAMMING DESCRIPTION**  
WJPD: C & W. Rock, Modern MOR.
- PERSONNEL**  
Executive Vice-President—Lane Dawson.  
Program Director—Steve Holmgren.  
Sales Manager—Gene Gehrke.
  - REPRESENTATIVES**  
Detroit—Corlett Associates.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5:55 am-11 pm. EST.
  - AGENCY COMMISSION**  
15/0 monthly.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 22c, 24b, 25a, 28a.  
Contracts: 40a, 44a, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with NBC and KBS.
  - SPOT ANNOUNCEMENTS**  
ET 8/5/70—Rec'd 8/10/70.  
PER WK: 1x 26x 52x 104x 156x 260x  
1 min.: 7.50 7.12 6.75 6.37 6.00 5.62  
7 pm sign-off—less 15%.
  - PROGRAM TIME RATES**  
1x 26x 52x 104x 156x 260x  
1 hr.: 50.00 47.50 45.00 42.50 40.00 38.50  
1/2 hr.: 30.00 28.50 27.00 25.50 24.00 22.50  
1/4 hr.: 20.00 19.00 18.00 17.00 16.00 15.00  
5 min.: 12.50 11.87 11.25 10.62 10.00 9.37  
(Q)

**WUPY**



- Subscriber to the NAB Radio Code  
Media Code 4 223 5910 8.00  
Tacoma Broadcasting, Inc., 202 Main St., Ishpeming, Mich. 49849. Phone 906-485-5523.
- STATION'S PROGRAMMING DESCRIPTION**  
WUPY: 2 way talk, Contemporary Music.
- PERSONNEL**  
Station Manager—Jay W. Jennings.
  - REPRESENTATIVES**  
Michigan Spot Sales.
  - FACILITIES**  
5,000 w.; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
  - SPOT ANNOUNCEMENTS**  
NATIONAL AND LOCAL RATES SAME  
ET 8/13/73—Rec'd 8/13/73.  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min.: 10.50 10.00 9.50 9.00  
30 sec.: 5.25 5.00 4.75 4.50

- 7. PACKAGE PLANS**  
PER WK. ROS: 6 ti 12 ti 18 ti 24 ti  
1 min.: 10.00 9.50 9.00 8.50  
30 sec.: 5.00 4.75 4.50 4.25  
Combination package rate with WMPL Hancock. Spots on WUPY may be added to WMPL weekly total to earn most favorable package rate for both. Schedules do not have to be identical.

**JACKSON (3 AM; 2 FM)**

Jackson County—Map Location F-11  
See SRDS consumer market map and data at beginning of the State.

**WBBC (FM)**

- 1958  
A Booth Owned Station  
Media Code 4 2235 925 7.00  
Booth Broadcasting Co., Box 1450, Jackson, Mich. 49204. Phone 517-787-1450.  
See affiliated AM station for additional information.  
A.M. facilities: WBBC.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBBC (FM): Programmed for adults.  
MUSIC: General popular music, featuring standards, show tunes, film music & MOR. Music is presented in 15 min. clusters, with commercials only each 15 minutes. NEWS & weather: 5 min at 7, 8 am, noon, 5 & 6 pm, 1 min at all other hours. COMMERCIAL POLICY: maximum 8 minutes per hour, no more than 2 spots per break, whether 30 or 60 sec. Contact Representative for further details. Rec'd 4/25/74.
- FACILITIES**  
ERP 5,400 w.; 94.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 342 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 9/1/74—Rec'd 8/6/74.  
Fixed position—Mon thru Sat 6-10 am & 3-7 pm.  
ROS: All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
Fixed: 10.00 9.00 8.00 7.50 6.50 6.00  
ROS: 8.50 7.50 7.00 6.50 6.00 5.00

**30 SECONDS**  
Fixed: 8.00 7.00 6.50 6.00 5.50 4.75  
ROS: 7.00 6.00 5.50 5.25 4.75 4.00

**WIBM**

- 1925  
A Booth Owned Station  
Media Code 4 223 5940 6.00  
Booth Broadcasting Company, Box 1450, Jackson, Mich. 49204. Phone 517-787-1450.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIBM: Programmed for adults and young adults.  
AIR PERSONALITIES handle all segments. MUSIC: current hits & oldies. NEWS: 5 min at :55 all hours & :25 6-9 am. Local and network. 3 man dept. EASA weather wire, mobile unit. Daily 10 min interview show at 9:50 am. SPORTS: local high school football and basketball. INDY 500, NASCAR races, daily 10 min show at 5:50 pm. Contact Representative for further details. Rec'd 2/7/74.
- PERSONNEL**  
President—John L. Booth.  
General Manager—John Casey.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29a, 30.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 16 ET 9/1/74—Rec'd 8/2/74.  
Drive time—Mon thru Sat 6-10 am & 3-7 pm.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
Drive time: 10.00 9.00 8.00 7.50 6.50 6.00  
All other: 8.50 7.50 7.00 6.50 6.00 5.00

**30 SECONDS**  
Drive time: 8.00 7.00 6.50 6.00 5.50 4.75  
All other: 7.00 6.00 5.50 5.25 4.75 4.00

**WJCO**

- 1963  
Subscriber to the NAB Radio Code  
Media Code 4 223 6000 8.00  
Television Corporation of Michigan, Inc., Box 380, 1510 Springport Rd., Jackson, Mich. 49204. Phone Jackson 517-783-2621; Lansing 517-487-3729.
- STATION'S PROGRAMMING DESCRIPTION**  
WJCO: Programmed for adults and young adults.  
5 air personalities. NEWS: 5 min UPI at :60; 15 min at 8 am, noon & 4:50 pm. MUSIC: country and western, 75% singles, 25% albums. Programming specials: 11:05-11:20 am women's show; 12:15-12:45 pm public service program. SPORTS: a & pm daily. COMMERCIAL POLICY: 18 commercial minutes per hour. Rec'd 11/29/71.
- PERSONNEL**  
General Manager—William J. Hart.  
Sales Manager—Betty J. Carris.
- FACILITIES**  
5,000 w. days; 1510 kc.  
Operating schedule: sunrise-local sunset.
- AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 4d, 5.  
Basic Rates: 20b, 21b, 22a.  
Contracts: 45.  
Prod. Services: 82.  
Affiliated with KBS.  
Member: Michigan Warm Radio Network.
- TIME RATES**  
No. 3 ET 6/1/67—Rec'd 5/29/67.
- 6. SPOT ANNOUNCEMENTS**  
PER WK: (°) 6 ti 12 ti 16 ti 24 ti  
1 min. ea.: 8.00 7.75 7.50 7.00 6.00  
(°) Less than 6 ti.  
ID's: 50% of 1-min.  
All spots BTA. Guaranteed position in all classifications, per spot extra 1.00.
- 6. PROGRAM TIME RATES**  
PEIT WK: 5 min 1/4 hr 5 min 1/4 hr  
1 ti 18.00 24.00 5 ti 15.00 20.00  
3 ti 16.50 22.00

**WKHM WKHM-FM**  
1951 1963  
**Mutual Network**

- Subscriber to the NAB Radio Code  
Media Code 4 223 6060 2.00  
Jackson Broadcasting Corp., 1700 Glenshire Dr., Jackson, Mich. 49201. Phone 517-784-7181.
- STATION'S PROGRAMMING DESCRIPTION**  
WKHM: Programmed for adults and young adults.  
MUSIC: Middle-of-the-road, general popular, current hits, air personalities. NEWS: 40 newscasts daily, every 30 min. 2-man staff, mobile news unit, on the spot reports and localities, network news. Stock reports hourly from 10:45 am-6:15 pm. SPORTS: High school sports, University and pro football. SPECIAL FEATURES: Listener participation vignettes hourly throughout the day. COMMERCIAL POLICY: 18 commercial minutes per hour. Contact Representative for further details. Rec'd 12/22/69.
- PERSONNEL**  
Vice Pres. & Gen'l Mgr.—Ed Huse.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Michigan Spot Sales.
- FACILITIES**  
1,000 w.; 970 kc. Directional—separate patterns day and night.  
Operating schedule: 5-11 am. EST.  
FM-ERP 20,000 w.; 106.1 mc.  
Antenna ht.—180 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 net time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 30.  
Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**  
No. 6 ET 1/1/68—Rec'd 10/18/68.  
AA—Mon thru Sat 6-10 am & 3:30-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 16 ti 24 ti  
AA: 14.00 13.00 12.00  
A: 12.00 11.00 10.00 9.00 8.00

**30/20 SECONDS**  
AA: 11.20 10.40 9.60  
A: 9.60 8.80 8.00 7.20 6.40

**DISCOUNTS**  
13 wk—5% 26 wk—7% 52 wk—10%  
(CB)

**KALAMAZOO (5 AM; 1 FM)**

- (including Portage)  
Kalamazoo County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**  
Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	31	26	31	26
B	28	25	28	22
C	18	19	19	12
D	17	15	15	10
AVERAGE	24	21	23	20

**WBUC**

- 1966  
PORTAGE  
Media Code 4 223 6120 4.00  
Taylor Broadcasting Co., 9112 S. Westnidge Ave., Kalamazoo, Mich. 49002. Phone 616-327-7051.
- STATION'S PROGRAMMING DESCRIPTION**  
WBUC: MUSIC: 100% modern country format.  
AIR PERSONALITIES. NEWS: 8 min per hour. Network at :30, local at :34. Contact Representative for further details. Rec'd 4/8/74.
- PERSONNEL**  
General Manager—Robert B. Taylor.  
Sales Manager—Allan Horn, Jr.  
Program Director—Buck Evans.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.

- FACILITIES**  
1,000 w.; 1560 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 21c, 23a, 24a, 21b, 24c, 25a, 26, 28b, 28c, 29b, 30, 32b, 33c.  
Contracts: 40a, 42d, 44b, 46, 49, 51c.  
Comb.: Cont. Discounts: 60f, 60h, 61a, 62b.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Member: Michigan Warm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/74—Rec'd 7/26/74.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 12 ti 18 ti 24 ti 30 ti  
1 min.: 11.80 9.50 8.25 7.10  
30 sec.: 9.50 7.60 6.60 5.70  
10 sec.: 50% of 1-min.

**7. PACKAGE PLANS**  
52-WK BULK: 260x 520x 1040x  
7.10 5.00 4.75  
30 sec.: 5.70 4.75 3.80  
10 sec.: 50% of 1-min.  
Must be accompanied by initial spot purchase. Minimum 5% to be used ea mo.

**WKMI**  
1947  
**KALAMAZOO**



- Media Code 4 223 6180 8.00  
Steere Broadcasting Corp., Box 911, 1360 Melody Lane, Kalamazoo, Mich. 49005. Phone 616-344-0111.
- STATION'S PROGRAMMING DESCRIPTION**  
WKMI: Programmed for adults & young adults.  
MUSIC: current popular with 5 Air Personalities. NEWS: 5 min local at :55, 5 min national at :25, 3 man news team, 1 2-way radio equipped news car. COMMERCIAL POLICY: 18 commercial minutes per hour. Contact Representative for further details. Rec'd 9/27/72.
- PERSONNEL**  
Pres. & Gen'l Mgr.—David E. Steere.  
Sales Manager—Robert M. Salmon.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1360 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 net time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
ET 12/1/73—Rec'd 11/30/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA: 53 51 29 27  
A: 28 26 24 22

**30 sec.: 50% of 1-min. 10 sec.: 50% of 1-min.**

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AA, 1/2A  
PER WK, 1 MIN: 12 ti 18 ti 24 ti  
Ea: 27 25 23  
30 sec.: 80% of 1-min. 10 sec.: 50% of 1-min.

**TIME RATES**  
ET 12/1/73—Rec'd 11/30/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA: 53 51 29 27  
A: 28 26 24 22

**30 sec.: 50% of 1-min. 10 sec.: 50% of 1-min.**

**WKPR**  
1960  
**KALAMAZOO**

- Media Code 4 223 6240 0.00  
Kalamazoo Broadcasting Co., Inc., Box 867, 2244 Ravine Rd. N.W., Kalamazoo, Mich., 49005. Phone 616-381-1420.
- STATION'S PROGRAMMING DESCRIPTION**  
WKPR: Programmed for adults.  
MUSIC: MOR, film & standards, gospel. NEWS: 30 min reports at 6:30 & 7:30 am, noon & 4:45 pm; headlines at :60 & :30. Question hour & focus shows encouraging audience participation; bargain-line, phone-in buy-sell-trade M-F 11:03-11:30 am. Rec'd 9/21/73.
- PERSONNEL**  
General Manager—William E. Kulp.  
Station Manager—Kenneth Byler.  
Sales Manager—Henry Wlelihouwer.
- FACILITIES**  
1,000 w. days; 1420 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a.  
Contracts: 40a, 42b, 46, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Rates include services of subedited announcer.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 14-A ET 1/1/74—Rec'd 1/28/74.  
(This listing continued on next page)



# MICHIGAN

## Kalamazoo—W K P R—Continued

SPOT ANNOUNCEMENTS PER WK: 1 MIN:	1 wk	13 wk	26 wk	52 wk
6 ti	5.50	5.25	5.00	4.75
12 ti	5.25	5.00	4.75	4.50
18 ti	5.00	4.75	4.50	4.25
24 ti	4.75	4.50	4.25	4.00
30 sec: 75% of 1-min.	10 sec: 50% of 1-min.			
20 sec: 33-1/3% of 1-min.				

PACKAGE PLANS	25 ti	50 ti	100 ti
EA:	4.50	4.25	4.00
1 min	3.40	3.20	3.00
30 sec			

PROGRAM TIME RATES PER WK:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	60.00	30.00	18.00	14.00	10.00
3 ti	50.00	27.00	15.00	12.00	8.00
6 ti	40.00	20.00	14.00	11.00	7.00

## WKZO

1923  
KALAMAZOO

## CBS Radio Network



A Fetzler Owned Station

Subscriber to the NAB Radio Code

Media Code 4 223 6300 2.00  
Fetzler Broadcasting Company, 590 W. Maple St.  
Kalamazoo, Mich. 49004. Phone 616-345-2101.

### STATION'S PROGRAMMING DESCRIPTION

WKZO: Programmed for adults & young adults. MUSIC: general popular, albums, MOR music. Air personalities. NEWS: hourly 5, 10, 15 min segments, all phases covered, local & network. Music & farm 5:30-6 am. FARM: 6-8:30 am market reports, beepers, interviews, analysis. MUSIC: 6:30 am-12N. FARM: 12:15-1 pm. Telephone call in 1:10-2 pm guests, interviews. Music 2:06-7 pm. News, sports, 5:30-6 pm Music 8:06 pm-1 am. RELIGIOUS: Sun am. Audio news center, 10 man news & sports department, 100 stringers, 2 mobile units, walkie-talkie & portable recording units. SPORTS: play by play, pro baseball & football, college & high school football & basketball. Contact Representative for further details. Rec'd 1/29/73.

**1. PERSONNEL**  
Chairman of the Board—John E. Fetzler.  
Pres. & Gen'l Mgr.—Carl E. Lee.  
Vice-Pres., Sta. & Sales Mgr.—Otis T. Gaston.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.

**3. FACILITIES**  
5,000 w.; 590 kc. Directional—night only.  
Operating schedule: 5:30-1:05 am. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 29a, 30, 32a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
1 minute and 30 seconds combine for best weekly plan. 10 seconds combine with 1 minute and 30 seconds on a 2 for 1 basis.  
Affiliated with CBS.

### TIME RATES

Eff 1/1/71—Rec'd 12/3/70.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

SPOT ANNOUNCEMENTS	1 min	30/20	1 min	30/20	1 min	30/20
PER WK:	30.00	24.00	27.00	21.00	24.00	19.20
6 ti	28.00	22.40	25.00	20.00	22.00	17.60
12 ti	26.00	20.80	23.00	18.40	20.00	16.00
24 ti	24.00	19.20	21.00	16.80	19.00	15.20
30 ti	22.00	17.60	19.00	15.20	17.00	13.60
36 ti	20.00	16.00	17.00	13.60	15.00	12.00
10 sec: 50% of 1-min.						

PACKAGE PLANS	1/3AA	1/3A	1/3B
PER WK:	12 ti	18 ti	24 ti
1 min	24.00	22.00	20.00
30/20 sec	20.00	19.00	18.00
10 sec: 50% of 1-min.			

PROGRAM TIME RATES	1 hr	52x	104x	156x	260x	520x
A—Mon thru Sun 6 am-10:30 pm.						
All other times:						
1 hr	132.00	118.80	112.20	105.60	90.00	92.40
B	66.00	59.40	56.10	52.80	45.00	46.20
1/2 hr: 60% of hr.	5 min: 30% of hr.					
1/4 hr: 40% of hr.						

### PRODUCTION CHARGES

5 min	5.00	1/4 hr	10.00
10 min	7.50		

SPECIAL FEATURES	1 ti	6 ti	12 ti
Farm—Mon thru Sat 6-7 am; Mon thru Fri noon-1 pm.			
PER WK:	36	35	33
1 x			

# WOLR STEREO 106.5

1964  
KALAMAZOO

Alan Torbet  
Associates, Inc.



Media Code 4 223 6360 6.00  
Fairfield Broadcasting Co., Industrial State Bank  
Bldg., Kalamazoo, Mich. 49006. Phone 616-345-7121.

**STATION'S PROGRAMMING DESCRIPTION**  
WOLR: Programed for adults. MUSIC: a careful blend of general popular music, instrumentals & vocals, film music, showtunes, standards & MOR, presented in uninterrupted quarter hour segments. NEWS: locally edited & reported—financial summaries & commentaries. COMMERCIAL POLICY: 7 announcements per hour. Contact Representative for further details. Rec'd 4/2/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Stephen C. Triviers.  
Vice-Pres. & Prog. Dir.—William J. Wertz.  
Local Sales Manager—Eric Jay Toil.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Canada—Andy McDermott Sales Ltd.  
**3. FACILITIES**  
ERP 40,000 w. (horiz.), 40,000 w. (vert.) 106.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 550 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24b, 25a, 27, 28b, 28c, 29b, 33d.  
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47c, 50, Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 60j, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 1/1/73—Rec'd 10-31/73.  
Premium—Mon thru Sat 9 am-7 pm.  
Prime—Mon thru Sat 6-9 am & 7-9 pm.  
Preferred—Mon thru Sat 6 am-9 pm; equal rotation.  
BTA—Mon thru Sun 5:30-12:30 am; equal rotation.

SPOT ANNOUNCEMENTS	1 ti	25 ti	50 ti	75 ti
PER WK: 1 MIN:	19	18	17	16
Premium	17	16	15	14
Prime	15	14	13	12
Preferred	12	11	10	9
BTA				
30 sec: 85% of 1-min.	10 sec: 70% of 1-min.			

**CONSECUTIVE MONTH DISCOUNT**  
3 mo—5% 6 mo—10% 12 mo—15%  
Minimum 15 ti. Additions to contracts may be combined to earn lower rate; not retroactively.

PACKAGE PLANS	ANNUAL BLANKET PLAN—BTA—6 AM-MIDNIGHT	500x	750x
PER YR:	100x	520x	950
1 min	10.50	10.00	9.50
NIGHTCAP—MON THRU SUN MIDNIGHT-6 AM	20 ti	30 ti	40 ti
1 min	4.00	3.60	3.30
WEEKEND BLANKET PLAN—BTA—24 HOURS	10 ti	20 ti	30 ti
SAT & SUN:	8.50	8.00	7.50

**8. PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min rate.  
Incl. open & close plus 1 1-min spot.  
Combinable with spots to earn lower rates on spots only.

## WYYY

1956  
KALAMAZOO

Media Code 4 223 6440 6.00  
Circle Corp., 2315 Schippers, Ln., Kalamazoo, Mich.  
49001. Phone 616-381-1470.

**STATION'S PROGRAMMING DESCRIPTION**  
WYYY: Programmed for 18-40 age group.  
MUSIC: current and past hits. 6 AIR PERSONALITIES. NEWS: 5 min at :40. 2 man news team. 4 local stringers. Mobile unit and broadcast trailer. Contact Representative for further details. Rec'd 3/18/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Emil J. Popke.  
General Sales Manager—Douglas C. Squiers.  
**2. REPRESENTATIVES**  
New York—Mort Bassett & Co., Inc.  
Detroit—Michigan Spot Sales.  
**3. FACILITIES**  
500 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.  
**4. AGENCY COMMISSION**  
15/0: time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

TIME RATES	1 min	18 ti	24 ti	30 ti	36 ti
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AA	20	18	16	14	12
A	17	15	13	11	9
30 SECONDS					
AA	16	14	12	11	9
A	13	11	9	8	7
10 sec: 50% of 1-min.					

PACKAGE PLANS	260x	520x	1040x
1 min	13	11	9
30 sec	9	8	7

SPECIAL FEATURES	26x	52x	104x	156x	260x	520x	1040x
NEWS:	22	20	18	16	14	12	10
5 min							

## LANSING (including East Lansing)

(4 AM; 4 FM)  
Plus 1 paid cross reference.  
Ingham County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.	Morning	Daytime	Evening
Station	Traffic (6-10 am)	Traffic (10 am-3 pm)	Traffic (3-7 pm-midnight)
A	16	14	13
B	14	13	12
C	13	12	11
D	12	11	10
AVERAGE	14	13	11

## WFMK (FM)

1959  
EAST LANSING



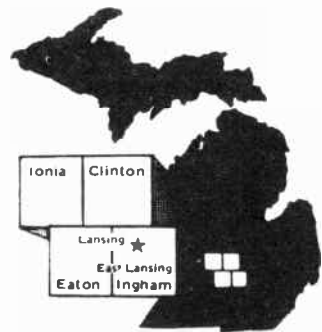
A MegaMedia Station  
Media Code 4 223 6460 4.00  
MegaMedia Corp., Box 991, East Lansing, Mich.  
48823. Phone 517-349-4000.

**STATION'S PROGRAMMING DESCRIPTION**  
WFMK (FM): Programmed for adults 21-49.  
MUSIC: blend of general popular, current hits & instrumental versions of contemporary music, presented in uninterrupted 15 to 20 min segments. NEWS: network & locally produced at :60. COMMERCIAL POLICY: presented in 2-1/2 minute clusters 3 or 4 times per hour. Contact Representative for further details. Rec'd 1/5/73.

**1. PERSONNEL**  
President—Robert G. Liggett.  
Vice-Pres. & Gen'l Mgr.—Francis A. Martin.  
Sales Manager—Grant Santimiro.

## LANSING, MICHIGAN

WILS puts mid-Michigan in the palm of your hand...



Over 400 advertisers (120 national) back your judgement when you buy WILS. Year after year, WILS dominates the rich Lansing metro area (state capitol and home of Oldsmobile). Your ad dollars not only buy a billion dollar retail market, you also reach the state's decision-makers. Call (517) 393-1320 or Alan Torbet Associates.

ALAN TORBET ASSOCIATES, INC.



**2. REPRESENTATIVES**  
ERP 110,000 w.; 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 340 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 28a, 29a, 30, 32b.  
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60z, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

TIME RATES	6 ti	18 ti	36 ti	50 ti
PER WK:	8.50	7.50	6.50	6.00
1 min	6.50	5.50	4.50	4.00
30 sec				
15 sec: 50% of 1-min.				
Specified time, extra 10%.				

PACKAGE PLANS	PER YR:	BULK PLANS	250x	500x	750x	1000x
EA:	7.50	7.00	6.50	6.00		
1 min	5.50	5.00	4.50	4.00		
30 sec						
15 sec: 50% of 1-min.						
Specified time, extra 10%.						

PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
PER WK:	55	52	49	46	43
1 hr	45	42	39	36	33
1/2 hr	25	24	23	22	21
5 min					

## WILS

1946  
LANSING



Media Code 4 223 6480 2.00  
Lansing Broadcasting Co., 600 W. Cavanaugh Rd.,  
Lansing, Mich. 48910. Phone 517-393-1320.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—E. L. Byrd.  
Assistant Sales Manager—E. A. Miller.  
Program Manager—Erk Furuth.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
5,000 w. days, 1,000 nights; 1320 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net time only; monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 24c, 29a, 33c.  
Contracts: 40c, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.

TIME RATES	1x	26x	52x	104x	156x
PER WK:	16.00	15.40	14.80	14.20	13.80
6 AM-9 PM:					
1 min	16.00	15.40	14.80	14.20	13.80
20/30 sec: 80% of 1-min.	ID's: 60% of 1-min.				

PACKAGE PLANS	PER WK: 6 AM-9 PM:	1x	26x	52x	104x	156x
EA:	15.50					



WITL 1961 WITL-FM 1961

LANSING  
Modern Country



A Midwest Family Station

Subscriber to the NAB Radio Code

Media Code 4 223 6540 3.00  
Metropolitan Radio Corp., Box 10-10, Pine Tree Rd., Lansing, Mich. 48910. Phone 517-393-1010.  
STATION'S PROGRAMMING DESCRIPTION  
WITL: Contemporary Country Format.  
AIR PERSONALITIES handle all segments. Party line 2-3 pm featuring guest interviews & tele-talk. NEWS: 5 min at :30 & :60. SPORTS: capsules at :15, high school & college football. COMMERCIAL POLICY: all products considered on individual basis. Contact Representative for further details. Rec'd 3/2/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Charles D. Mefford.  
Vice-President—William Pacelli.  
Program Manager—Dave Donahue.  
2. REPRESENTATIVES  
McGavren-Guild, Inc.  
3. FACILITIES  
500 w., 1010 kc. Directional. Canadian clear channel. Operating schedule: Sunrise-local sunset. EST. FM-ERP 55,000 w.; 100.7 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 378 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Operating schedule: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b. Basic Rates: 20a, 21b, 21c, 22a, 23a, 24a, 25a, 27, 28, 29a, 30, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51c. Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES  
No. 5 Eff 12/1/73—Rec'd 10/29/73.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS  
CLASS AAA  
6 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 17.00 16.00 15.00 14.00 13.00  
30 sec. 13.60 12.80 12.00 11.20 10.40  
10 sec. 8.50 8.00 7.50 7.00 6.50  
CLASS AA  
1 min. 13.00 12.00 11.00 10.00 9.00  
30 sec. 10.40 9.60 8.80 8.00 7.20  
10 sec. 6.50 6.00 5.50 5.00 4.50  
CLASS A  
1 min. 13.00 12.00 11.00 10.00 9.00  
30 sec. 10.40 9.60 8.80 8.00 7.20  
10 sec. 6.50 6.00 5.50 5.00 4.50

PER YR: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
520 x 13.00 10.40 6.50 11.00 8.80 5.50  
1040 x 12.00 9.60 6.00 10.00 8.00 5.00  
520 x 9.00 8.20 4.50  
1040 x 8.00 6.40 4.00  
Fixed, per spot, extra 1.00.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3 AA, 1/3 A  
6 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 14.00 13.00 12.00 11.00 10.00  
30 sec. 11.20 10.40 9.60 8.80 8.00  
10 sec. 7.00 6.50 6.00 5.50 5.00  
Fixed, per spot, extra 1.00.

10. SPECIAL FEATURES  
5-min newscasts—180% of 1-min.

WJIM  
1934  
LANSING

NBC Radio Network

Gross Telecasting, Inc.  
Media Code 4 223 6600 5.00  
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-372-8282.

STATION'S PROGRAMMING DESCRIPTION  
WJIM: MUSIC: MOR, selected current hits & frequent oldies. AIR PERSONALITIES. NEWS: network at :60, special reports & features, local news at :30. Interviews on news subjects of local interest 9:30 am M-F. 6 man local news staff, mobile unit. Stocks direct from stock exchange 5:25 pm. SPORTS: 5-min. with sports director at 5:15 & 11:30 pm. University football, FARM: news at 5:30 am. Station participates in local & national service organization campaigns. Contact Representative for further details. Rec'd 7/5/74.

1. PERSONNEL  
Pres. & Gen'l Mgr.—James H. Gross.  
Prog. Dir. & Traf. Mgr.—Bryan Halter.  
Sales Manager—Delton Winkel.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15% on net; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20b, 21a, 24a, 24c, 25a, 28c, 33a. Contracts: 40a, 45, 46, 49, 50. Comb.; Cont. Discounts: 60a, 60f, 60i, 62d. Cancellation: 70a, 70e, 71a, 72, 73a. Prod. Services: 80, 82. Rate holders require minimum of 75.00 schedule weekly. Affiliated with Eastman Radio Network and NBC.

TIME RATES

Eff—Rec'd 1/5/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-7 pm.  
B—All other times.  
7. PACKAGE PLANS  
PER WK: 1 min (\*) 1 min (\*) 1 min (\*)  
1 ti 14.00 10.00 12.00 9.00 10.00 8.00  
6 ti 12.00 9.00 11.00 8.50 8.50 7.00  
13 ti 11.50 8.50 10.50 8.00 8.00 6.75  
25 ti 10.50 8.00 10.00 7.50 7.50 6.50  
(\*) 30 sec or less.

26 cons wks—5% DISCOUNTS 52 cons wks—10%

8. PROGRAM TIME RATES  
5 minutes—1-1/2 times applicable 1-minute rate.  
10 minutes—2 times applicable 1-minute rate.  
Programs and announcements do not combine for additional discounts.

10. SPECIAL FEATURES  
NEWS PROGRAMS  
Extra 5.00 per program to program rates to cover news service and talent.

NEWS PARTICIPATIONS  
Extra 3.00 per spot to applicable spot rate for spots within news programs.  
Programs and spots do not combine for additional discounts.

WJIM-FM

1960  
LANSING



Gross Telecasting, Inc.

Media Code 4 223 6601 3.00  
Gross Telecasting, Inc., Box 1226, Saginaw and Howard Sts., Lansing, Mich. 48904. Phone 517-372-8282.

See affiliated AM station for additional information.  
WJIM-FM: MUSIC: film scores, show tunes, standards & selected general popular music, predominantly instrumental, programmed in 15-min segments. NEWS: network at :60, local at 6:30 am, 12:05 & 6:05 pm. Live time & weather inserts 6-9 am. 5-min news interviews 9:05 am. SPORTS: University football. Station participates in local & national service organization campaigns. COMMERCIAL POLICY: commercial breaks adjacent to network news & at quarter-hour intervals. Contact Representative for further details. Rec'd 7/5/74.

3. FACILITIES  
ERP 29,000 w.; 97.5 mc.  
Operating schedule: 6:45 am-midnight Mon thru Fri; 7:30 am-midnight Sat and Sun. EST.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with Eastman Radio Network and NBC. TV facilities: WJIM-TV.

TIME RATES

Rates effective  
Rates received December 5, 1963.  
6. SPOT ANNOUNCEMENTS  
1 min. 5.00 30 sec. 4.00  
ANNOUNCEMENT DISCOUNTS  
AA (52-week period)  
260 ti 10% 1000 ti 20%  
520 ti 15% 2000 ti 30%

8. PROGRAM TIME RATES  
1 hr. 50.00 1/4 hr. 26.00  
1/2 hr. 30.00 15 min. 10.00  
PROGRAM DISCOUNTS  
52 programs, 1 per wk. 10%  
104 programs, 2 per wk. 15%  
260 programs, 5 per wk. 20%  
A 25% discount from the 1-time FM announcement or program rate will be allowed to advertisers ordering duplicate schedules on Radio WJIM-AM and FM.

WKHM WKHM-FM  
JACKSON

City of license—Jackson, Michigan.  
Considered by MBS Radio Network as their Lansing outlet.  
See listing under Jackson, Michigan.

WKHM  
AM 730  
FM 94.9  
1965 EAST LANSING 1963

Buckley Radio Sales, Inc.



Subscriber to the NAB Radio Code  
Media Code 4 223 6720 1.00  
W. G. S. B. Broadcasting Co., 2517 E. Mt. Hope, Lansing, Mich. 48910. Phone 517-487-5986.  
STATION'S PROGRAMMING DESCRIPTION  
WKHM: Programmed for young adults 18-35.  
AIR PERSONALITIES: handle all segments. NEWS: 3 1/2 hr newscasts at 7:30 am, 12:30 & 5:30 pm. MUSIC: 6 am-local sunset current hits, past hits, rock. SPORTS: college football and basketball. Contact Representative for further details. Rec'd 4/3/72.  
WKHM-FM: Progressive Rock 11 pm-5 am. Contact Representative for further details. Rec'd 3/29/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Bob Sherman.  
Vice-Pres. & Com'l Mgr.—Joe D. Buys.  
Traffic Manager—Jane Borrell.  
2. REPRESENTATIVES  
Buckley Radio Sales, Inc.  
3. FACILITIES  
500 w.; 730 kc. Directional.  
Operating schedule: 6 am-local sunset. EST. FM-ERP 20,000 w.; 94.9 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 263 ft. above average terrain. Simulcast 6 am-local sunset.

4. AGENCY COMMISSION  
15%; 5% discount by 5th of month, 2% discount by 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a. Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b. Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 29a, 30. Contracts: 40a, 41, 42b, 45, 47a, 48, 51b, 51c. Comb.; Cont. Discounts: 60a, 60d, 60g, 61c, 62d. Cancellation: 70c, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Affiliated with American Contemporary Network.

TIME RATES  
No. 9 Eff 9/1/73—Rec'd 6/25/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS  
PER WK: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
1 min. 15.00 14.00 13.00 12.00 13.00 12.00 11.00 10.00  
30/30 12.00 11.25 10.50 9.75 10.50 9.75 9.00 8.25  
10/20 9.00 8.50 7.75 7.25 7.75 7.25 6.50 6.00

1 min. 7.50 7.00 6.50 6.00  
30/20 6.00 5.50 5.00 4.50  
10/20 4.50 4.25 4.00 3.50

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN, EA: 1 min 30/20  
12 plan (5AA, 5A, 2B) 11 9  
18 plan (7AA, 7A, 4B) 10 8  
24 plan (9AA, 9A, 6B) 9 7  
Must be scheduled equally over 7 day period and rotate within time classifications. Combinable with spots.

10. SPECIAL FEATURES  
1/2 hr Newscasts participation 7:30-8 am, 12:30-1 & 5:30-6 pm, multiples of 3; rotating:  
6 ti 12 ti 18 ti 24 ti  
1 min. 18 17 16 15  
Time Signal—1 per hr, Mon thru Sun 7 am-7 pm, 12 words live or 6-sec transcription, 13-wk minimum, per wk 210.00.

LAPEER (1 AM; 1 FM)

Lapeer County—Map Location G-9  
See SRDS consumer market map and data at beginning of State.

WTHM

1962



Subscriber to the NAB Radio Code  
Media Code 4 223 6780 5.00  
WTHM Broadcasting Co., 1150 Morris Rd., Lapeer, Mich. 48446. Phone 313-664-8555.  
STATION'S PROGRAMMING DESCRIPTION  
WTHM: Programmed for adults.  
Driving DJ early morning & late afternoon.  
MUSIC: MOR, NEWS: at :60 & :30 by newsmen, emphasis on local area. SPORTS: high school & college football & basketball, live, play-by-play. Rec'd 2/9/72.

FOR THE  
THIRD  
STRAIGHT YEAR!  
WVIC AM 730  
FM 94.9

DELIVERS MORE  
1974 1973 1972  
● PEOPLE 12+ 1st 1st 1st  
● ADULTS 18-49 1st 1st 1st  
● MEN 18-49 1st 1st 1st  
● WOMEN 18-49 1st 1st 3rd  
● TEENS 1st 1st 1st

THAN ANY OTHER LANSING  
RADIO STATION

● AWARD WINNING NEWS  
Awarded "Station of the Year" in Michigan by AP, 1974.  
"1st Place" Award of Excellence in Broadcast Journalism for Michigan, by UPI, 1974.

● CONTEMPORARY MUSIC  
ARB April-May 1972, 1973, 1974, Mon-Sun, 6 am-12 Mid, 1/4 hr. listening Total Survey Area.

Buckley Radio Sales, Inc.

MICHIGAN

1. PERSONNEL  
General Manager—David R. Sommerville.  
General Sales Manager—David Mendelsohn.  
Program Director—Terry Lough.  
3. FACILITIES  
5000 w.; 1530 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
4. AGENCY COMMISSION  
15/0 net time; payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 15b. Basic Rates: 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 28c, 30. Contracts: 44a, 44b, 47a, 48, 49, 50, 51b. Comb.; Cont. Discounts: 60d, 60e, 60i, 62d. Cancellation: 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82. Member: Michigan Rural Radio Network. Member: Michigan Farm Radio Network.

TIME RATES  
Eff 7/1/73—Rec'd 6/4/73.  
6. SPOT ANNOUNCEMENTS  
PER WK: 52x 104x 156x 208x 312x 520x  
1 min. 6.50 6.10 5.80 5.40 5.10 4.70  
30 sec. 5.20 4.80 4.60 4.40 4.00 3.80  
7. PACKAGE PLANS  
PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 7.00 6.70 6.40 6.10 5.80 5.50  
30 sec. 5.70 5.40 5.00 4.80 4.50 4.30  
10 sec. 50% of 1-min.

WTHM-FM  
1968

Media Code 4 223 6781 3.00  
WTHM Broadcasting Co., 1150 Morris Rd., Lapeer, Mich. 48446. Phone 313-664-8555.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 103.1 mc.  
Operating schedule: 6 am-9 pm. EST.  
TIME RATES  
Rates are identical to WTHM. See that listing.

LINCOLN PARK  
Wayne County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.  
See Detroit Urban Area

LUDINGTON (1 AM; 1 FM)  
Mason County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

WKLA  
1944

Subscriber to the NAB Radio Code  
Media Code 4 223 6840 7.00  
Raymond A. Plank, Box 609, E. Ludington Ave., Ludington, Mich. 49431. Phone 616-843-8438.

STATION'S PROGRAMMING DESCRIPTION  
WKLA: UPI news service, gen'l pop music.

1. PERSONNEL  
Manager—R. T. Plank.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
Michigan—Michigan Spot Sales.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional. Operating schedule: 7 am-10 pm. EST. Partial simulcast operation. Simulcast 7-9 am & 5-10 pm. For non-simulcast facilities see WKLA-FM.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Michigan Rural Radio Network. Member: Michigan Farm Radio Network.

TIME RATES  
No. 6 Eff 2/1/74—Rec'd 5/3/74.  
6. SPOT ANNOUNCEMENTS  
PER YR, BTA: 1x 100x 500+  
1 min. 4.50 4.00 3.50  
30 sec. 3.50 3.00 2.50  
Specified, per spot extra 1.00.  
7. PACKAGE PLANS  
BTA: 1 min 30 sec  
15/1 day 3.50 2.50  
25/3 days 3.50 2.50  
50/7 days 3.50 2.50  
Specified, per spot extra 1.00.

WKLA-FM  
1971

Media Code 4 223 6841 5.00  
Raymond A. Plank, Box 609, 1450 E. Ludington Ave., Ludington, Mich. 49431. Phone 616-843-3438.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 7 am-10 pm. EST. Antenna ht.: 297 ft. above average terrain. Partial simulcast operation. Operated separately 9 am-5 pm. For simulcast facilities see WKLA.  
4. AGENCY COMMISSION  
None; all rates net to station.  
TIME RATES  
No. 6 Eff 2/1/74—Rec'd 2/27/74.  
6. SPOT ANNOUNCEMENTS  
1 min. 3.00 30 sec. 2.50  
Specified time, extra 1.00.

## MICHIGAN

### MANISTEE (1 AM; 1 FM)

Manistee County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

#### WMTE

1951



Subscriber to the NAB Radio Code  
Media Code 4 223 6900 9.00  
Manistee Radio Corp., Box 128, Manistee, Mich.  
49660. Phone 616-723-9906.

**STATION'S PROGRAMMING DESCRIPTION**  
WTE: MUSIC: MOR, top 40.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles E. Hedstrom.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
Detroit—Michigan Spot Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST.  
Partial simulcast operation. Simulcast 6 am-7 pm.  
For non-simulcast facilities see WMTE-FM.

**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Member: Michigan Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 9/1/73—Rec'd 10/31/73.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	
1 x	6.00	5.00	4.25
100 x	5.00	4.25	4.00
300-499 x	4.50	4.00	3.75

**7. PACKAGE PLANS**  
IMPACT PLANS: A B C  
PER WK: 10 tl. 25 tl. 50 tl.  
1 min 50.00 106.25 200.00  
Fixed position: next higher rate.

#### WMTE-FM

1970



Subscriber to the NAB Radio Code  
Media Code 4 223 6901 7.00  
Manistee Radio Corp., Box 128, 375 River St.,  
Manistee, Mich. 49660. Phone 616-723-9906.

See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 3,000 w.; 97.7 mc.  
Operating schedule: 5 am-midnight. EST.

Antenna ht.: 155 ft. above average terrain.  
Partial simulcast operation. Operated separately 7-10:30 pm. For simulcast facilities see WMTE.  
**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
Sold in combination with WMTE. See that listing for rates.

### MANISTIQUE

Schoolcraft County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

#### WTIQ

1965



Media Code 4 223 6960 3.00  
WTIQ, Inc., 1501 Deer St., Manistique, Mich.  
49854. Phone 906-341-2024.

**STATION'S PROGRAMMING DESCRIPTION**  
WTIQ: MOR combined with MOD Country.

**1. PERSONNEL**  
General Manager—Donald Thompson.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
Michigan Spot Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6 am-10 pm. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 1/1/73—Rec'd 1/25/74.

**6. SPOT ANNOUNCEMENTS**

YRLY CONTRACT:	1000x	520x	260x	130x	Flat
1 min.	1.75	1.90	2.65	3.00	3.55
30 sec.	1.65	1.75	2.20	2.40	2.85

**7. PACKAGE PLANS**  
EA: 1 min 30 sec EA: 1 min 30 sec  
10/1 day 3.30 2.70 50/1 wk 2.80 2.30  
25/1 wk 3.00 2.40 50/1 mo 2.80 2.20

### MARINE CITY

St. Clair County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

#### WSMA

1950

Subscriber to the NAB Radio Code  
Media Code 4 223 7020 5.00  
Sommerville Broadcasting Co., 5300 Marine City Hwy.,  
Marine City, Mich. 48039. Phone 313-765-8893.

**STATION'S PROGRAMMING DESCRIPTION**  
WSMA: Programmed for country and western listener.  
**1. PERSONNEL**  
President—Richard S. Sommerville.

### 3. FACILITIES

1,000 w. days; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/1/74—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 tl	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	8.00	7.50	7.00	6.50	6.00	5.50
30 sec.	6.50	6.00	5.50	5.00	4.50	4.00
10 sec.	3.50	5.00	4.50	4.00	3.50	3.00

**10. SPECIAL FEATURES**  
Weather/Spec. flat, etc.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—20%

### MARQUETTE (1 AM; 2 FM)

Plus 1 paid cross reference.  
Marquette County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

#### WDMJ

1951



Subscriber to the NAB Radio Code  
Media Code 4 223 7080 9.00  
Lake Superior Broadcasting Co., Inc., 1520 W.  
Washington St., Marquette, Mich. 49855. Phone  
906-226-3524.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert L. Biolo.  
General Sales Manager—Joseph D. Gagliardi.  
**2. REPRESENTATIVES**  
Pearse Sales.

**3. FACILITIES**  
1,000 w. 1320 kc. Directional—night only.  
Operating schedule: 5:50 a.m. to midnight. EST.

**4. AGENCY COMMISSION**  
15/0; rendered on lat.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
Eff 12/1/73—Rec'd 11/9/73.

**6. SPOT ANNOUNCEMENTS**

1 min./less.	1x	200x	300x
	8	7	6

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	60	50	40
200 x	50	40	30
300 x	40	30	20

### WDMJ-FM

1966



Subscriber to the NAB Radio Code  
Media Code 4 223 7081 7.00  
Lake Superior Broadcasting Co., Box 700, Marquette,  
Mich. 49855. Phone 906-225-1313.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 100,000 w.; 95.7 mc.  
Operating schedule: 5:50 am-midnight. EST.  
Antenna ht.: 530 ft. above average terrain.

**TIME RATES**  
Rates are identical to WDMJ. See that listing.

#### WJPD

1966



City of license—Ishpeming, Mich.  
Considered by NBC Radio Network as their Marquette  
outlet.  
See listing under Ishpeming, Mich.

#### WUUN

1974



Media Code 4 223 7140 1.00  
Chappell Broadcasting, Inc., c/o Ramada Inn, Mar-  
quette, Mich. 49855. Phone 906-228-6800.  
**STATION'S PROGRAMMING DESCRIPTION**  
WUUN: hit parade, 18-49 target audience.

**1. PERSONNEL**  
President—Lou W. Chappell.  
**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 250 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; payable 30 days net.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff — Rec'd 4/19/74.  
AA—Mon thru Sun 6 am-midnight.  
A—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 tl	7 tl	21 tl	28 tl	35 tl
1 min.	6.90	6.45	6.10	5.80	5.60	5.40
30 sec.	4.70	4.40	4.20	3.95	3.85	3.70
	CLASS A	1 tl	7 tl	21 tl	28 tl	35 tl
1 min.	3.46	3.24	3.06	2.89	2.80	2.70
30 sec.	2.35	2.20	2.10	2.00	1.90	1.80

### MENOMINEE

Menominee County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

#### WAGN

1952



Subscriber to the NAB Radio Code  
Media Code 4 223 7200 8.00  
Men-Mar Broadcasting Corp., Glickman Bldg.,  
Menominee, Mich. 49858. Phone 906-863-5551.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Loren B. Koelsing.  
**2. REPRESENTATIVES**  
Detroit—Pearse Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:55 am-10:30 pm. CST.

**4. AGENCY COMMISSION**  
15%; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective January 1, 1964.  
Rates received November 26, 1963.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec	1 min 30 sec
1 tl	5.00
26 tl	4.70
52 tl	4.50
104 tl	4.25
15 Plan	42.50
20 Plan	35.00
15 Plan	52.50

**7. PACKAGE PLANS**  
SALES MAKER PACKAGE RATES  
(Spots used in one week)  
1 min 30 sec 1 min 30 sec  
10 Plan 42.50 35.00 20 Plan 60.00 50.00  
15 Plan 52.50 44.25

### MIDLAND

Midland County—Map Location F-8  
See SRDS consumer market map and data at beginning of the state.

#### WMPX

1948



A Patten Station  
Subscriber to the NAB Radio Code  
Media Code 4 223 7260 7.00  
Patten Corp., Box 1513, 1510 Bayliss St., Midland,  
Mich. 48640. Phone 517-631-1490.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ron Maines.  
Station Manager—Ron Maines.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Detroit—Michigan Spot Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 27, 28c,  
29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62d.  
Cancellation: 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Michigan Rural Radio Network.

**TIME RATES**  
Eff — Rec'd 4/18/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	312x	500x
1 min.	11.00	10.50	10.00	9.50	9.00
30 sec.	8.80	8.40	8.00	7.60	7.20
10 sec.	50%	50%	50%	50%	50%

### MONROE (1 AM; 1 FM)

Monroe County—Map Location G-11  
See SRDS consumer market map and data at beginning of the State.

#### WQTE

1956

Greater Media Station  
McGavren-Guild  
pgw radio, inc.

Media Code 4 223 7380 5.00  
WQTE Broadcasting, Inc., Box 404, Birmingham  
Mich. 48012. Phone 313-588-8100. TWX 810-232-5206.

### STATION'S PROGRAMMING DESCRIPTION

WQTE: Programmed for adults.  
MUSIC: popular standards, showtunes, arrangements  
of current hits. Music clustered in uninterrupted 15  
min. segments. COMMERCIAL POLICY: 12 units  
maximum per hour. Contact Representative for fur-  
ther details. Rec'd 7/6/73.

**1. PERSONNEL**  
General Manager—Charles Borchard.  
General Sales Manager—Richard Grove.  
National Sales Manager—Phillip H. Roberts.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Greater Media Stations: See Rep & S/O pages.

**3. FACILITIES**  
500 w. days; 560 kc. Directional.  
Operating schedule: 6:00 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 27, 28b,  
28c, 29b, 31, 32b, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48,  
49, 50, 51c.  
Comb.: Cont. Discounts: 60c, 60e, 60f, 61c, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
FM facilities: WHNE (FM), Birmingham.

**TIME RATES**  
WQTE/WHNE (FM), BIRMINGHAM,  
COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

**6. SPOT ANNOUNCEMENTS**  
SPECIFIED DAY PARTS:

6 tl	12 tl	18 tl	24 tl
1 min.	67	64	61
30/10 sec.	54	51	49

Any day part, 6 am-noon & noon-10 pm, may be eliminated.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN:

6 tl	12 tl	18 tl	24 tl
1 min.	52	49	46
30/10 sec.	42	38	37

Divided equally 6 am-noon & noon-10 pm.

**WQTE ONLY**  
No. 1 Eff 1/8/74—Rec'd 1/17/74.

**6. SPOT ANNOUNCEMENTS**  
SPECIFIED DAY PARTS:

6 tl	12 tl	18 tl	24 tl
1 min.	50	48	46
30/10 sec.	40	38	35

Any day part, 6 am-noon & noon-10 pm, may be eliminated.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN:

6 tl	12 tl	18 tl	24 tl
1 min.	40	38	36
30/10 sec.	32	30	28

Divided equally 6 am-noon & noon-10 pm.

**10. SPECIAL FEATURES**  
Newscasts, extra 20%.

(D)

### WVMO (FM)

1967

Media Code 4 223 7440 5.00  
Monroe Broadcasting Co., Box 881, Monroe, Mich.  
48181. Phone 313-242-6600.

**1. PERSONNEL**  
President—Paul Braunlich.  
Station Manager—Ira C. Smith.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.  
Operating schedule: 5:43-12:05 am. EST.  
Antenna ht.: 336 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; time only. 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24c, 29b.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 82.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 1/1/73—Rec'd 1/8/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 tl	10 tl	20 tl	30 tl	40 tl
1 min.	5.75	5.50	5.25	5.00	4.75
30 sec.	4.50	4.25	4.00	3.75	3.50
10 sec.	2.90	2.75	2.65	2.50	2.40



**Mt. Pleasant—W C E N—Continued**

- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Michigan—Michigan Spot Sales.  
Southwest—Mario Messina Company.
- 3. FACILITIES**  
1,000 w.; 1150 kc. Directional nights.  
Operating schedule: 5:45 a.m. to 11:15 p.m. EST.
- 4. AGENCY COMMISSION**  
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**

No. 13 Eff 1/1/74—Rec'd 2/6/74.  
AA—Mon thru Fri 6-9 am, 11:30 am-1 pm & 4-6 pm; Sat 6 am-1 pm.  
A—All other times.

CLASS	AA				
	1x	52x	104x	156x	260x
1 min	8.00	7.75	7.50	7.00	6.50
30 sec	6.50	6.25	6.00	5.50	5.00
CLASS A	AA				
	1x	52x	104x	156x	260x
1 min	7.00	6.75	6.50	6.00	5.50
30 sec	5.50	5.25	5.00	4.50	4.00

PER WK:	AA					A						
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
10 tl	8.00	6.50	3.50	7.00	5.50	3.00	8.00	6.50	3.50	7.00	5.50	3.00
20 tl	7.00	6.00	3.25	6.00	5.00	2.75	7.00	6.00	3.25	6.00	5.00	2.75
30 tl	6.50	5.00	3.00	5.00	4.00	2.50	6.50	5.00	3.00	5.00	4.00	2.50
Minimum 50% AA.												

**W C E N-FM**

1963



Media Code 4 223 7801 4.00  
Central Michigan Broadcasters, Inc. Box 407, Bluegrass Rd., Mt. Pleasant, Mich. 48858. Phone 773-5961.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 16,000 w.; 94.5 mc.  
Operating schedule: 5:40 am-11:15 pm. EST.  
Antenna ht: 220 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Fine Music Group.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

Rates effective  
Card received July 6, 1964.

CLASS	AA					A				
	1x	52x	104x	156x	260x	1x	52x	104x	156x	260x
1 min	5.00	4.25	2.60	3.75	3.00	5.25	4.50	2.85	4.00	3.25
52 tl	4.75	4.00	3.12	3.50	2.75	4.50	3.75	2.88	3.25	2.50
104 tl	4.50	3.75	3.65	3.25	2.50	4.25	3.50	3.30	2.85	2.10
156 tl	4.25	3.50	3.30	2.85	1.90					

**MUNISING (1 AM; 1 FM)**

Alger County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**WGON**

1956



Media Code 4 223 7580 0.00  
George A. Freeman, Munising, Mich. 49862. Phone 906-387-2518.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGON: MOR 6 am-6 pm, contemporary 6-10 pm.

- 1. PERSONNEL**  
General Manager—Paul E. Petosky.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-10 pm. EST.  
Partial simulcast operation. Simulcast 6 am-6 pm. For non-simulcast facilities see WQXO (FM).
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WQXO (FM).

**TIME RATES**

Eff 7/18/74—Rec'd 7/25/74.

CLASS	AA					A				
	1x	52x	104x	156x	260x	1x	52x	104x	156x	260x
1 min	6.50	6.25	6.00	5.75	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	5.00	4.75	4.50	4.25	4.00	3.50	3.25	3.00	2.75	2.50
10 sec	2.50	2.00	1.50	1.25	1.00	2.00	1.75	1.50	1.25	1.00
Contract, 365 x/12-mo period.										

**WQXO (FM)**

1974



Media Code 4 223 7820 2.00  
Ollie's Idea, Inc., 110 W. Onota St., Munising, Mich. 49862. Phone 906-387-2518.

- STATION'S PROGRAMMING DESCRIPTION**  
WQXO (FM): MUSIC; Standards.  
See affiliated AM station for additional information.  
AM facilities: WGON.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Paul E. Petosky.
- 3. FACILITIES**  
ERP 1,800 w. (horiz.), 1,800 w. (vert.); 98.3 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 380 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-10 pm. For simulcast facilities see WGON.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**

Rates are identical to WGON. See that listing.

**MUSKEGON (4 AM; 3 FM)**

(including Muskegon Heights)  
Plus 1 paid gross reference.  
Muskegon County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**W K B Z**

1926

**MUSKEGON**

**American Information Network**



Subscriber to the NAB Radio Code  
Media Code 4 223 7680 6.00  
Iteams Communications Corp., Box 238, 593 W. Pontaluna Rd., Muskegon, Mich. 49443. Phone 616-798-2141.

- 1. PERSONNEL**  
President—Frazier Iteams, Jr.  
Vice-Pres. & Gen'l Mgr.—Hal Waddell.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Detroit—Michigan Spot Sales.  
South, Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
1,000 w.; 850 kc. Directional—same pattern all hours.  
Operating schedule: 5:30 a.m. to midnight. EST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24a, 28a, 29a, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.  
Cancellation: 70a, 70e, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
Eff 10/15/73—Rec'd 10/5/73.

CLASS	AA					A				
	1x	13x	26x	52x	104x	1x	13x	26x	52x	104x
1 min	8.00	7.60	7.20	6.80	6.40	8.00	7.60	7.20	6.80	6.40
30 sec	6.00	5.50	5.00	4.50	4.00	6.00	5.50	5.00	4.50	4.00
10 sec	3.00	2.50	2.00	1.50	1.00	3.00	2.50	2.00	1.50	1.00
Floating within 30-min periods.										

CLASS	AA					A				
	1x	13x	26x	52x	104x	1x	13x	26x	52x	104x
1/2 hr	39.00	37.05	35.10	33.15	31.20	29.25	27.30	25.35	23.40	21.45
1/4 hr	26.00	24.70	23.40	22.10	20.80	19.50	18.20	16.90	15.60	14.30
5 min	13.00	12.35	11.70	11.05	10.40	9.75	9.10	8.45	7.80	7.15

**W K J R**

1963

**MUSKEGON HEIGHTS**

Media Code 4 223 7710 1.00  
Muskegon Heights Broadcasting Co., Inc., Box 839, Muskegon, Mich. 49443. Phone 616-798-2115.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKJR: Christian & public services.

- 1. PERSONNEL**  
Vice-President—William E. Kulper.  
Station Manager—Herbert R. Smith.  
News Director—Tom Dudenhofer.
- 3. FACILITIES**  
10,000 w. days; 1520 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast 6-10 am, 10:30-11:30 am, 12:30-1 pm & 2-5 pm. For non-simulcast facilities see WKJR-FM.
- 4. AGENCY COMMISSION**  
15/0.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
Eff 3/1/71—Rec'd 3/29/71.

CLASS	AA					A				
	1x	13x	26x	52x	104x	1x	13x	26x	52x	104x
1 min	6.50	6.25	6.00	5.75	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	5.00	4.75	4.50	4.25	4.00	3.50	3.25	3.00	2.75	2.50
10 sec	2.50	2.00	1.50	1.25	1.00	2.00	1.75	1.50	1.25	1.00
Contract, 365 x/12-mo period.										

AM & FM simulcast: AM rates plus 33%.

**W K J R-FM**

1974

**MUSKEGON HEIGHTS**

Media Code 4 223 7711 9.00  
Muskegon Heights Broadcasting Co., Inc. Box 839, 8083 Martin Rd., Muskegon, Mich. 49443. Phone 616-798-2115.  
See affiliated AM station for further information.

- 1. PERSONNEL**  
Sales Manager—H. Albert Peterson.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-10:30 am, 11:30 am-12:30 pm, 1-2 pm & 5 pm-midnight. For simulcast facilities see WKJR.

**TIME RATES**

6 am-6 pm rates are identical to WKJR, after 6 pm, less 25%.

**WLRC**

WHITEHALL

City of license, Whitehall, Mich.  
Considered by American Contemporary Network as their Muskegon outlet.  
See listing under Whitehall, Mich.

**WMUS**

1947

**MUSKEGON**

Media Code 4 223 7740 8.00  
Greater Muskegon Broadcasters, Inc., 517 W. Giles Rd., Muskegon, Mich. 49445. Phone 616-744-1671.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMUS: Programmed for 18-49 audience.  
MUSIC: 100% modern country. NEWS: 1 min local, 5 min network every hr at :54. Continuous cash promotions. Personalities available for remotes.  
SPORTS: local sports news & network sports.  
RELIGIOUS: Sun morning. Contact Representative for further details. Rec'd 11/1/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—R. B. Rogoski.  
Operations Manager—Tim Achterhoff.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Detroit—Pearse Sales.

- 3. FACILITIES**  
1,000 w. days; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WMUS-FM.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a.  
Contracts: 40a.  
Cancellation: 73a.  
Affiliated with MBS.

**TIME RATES**

Eff 6/1/71—Rec'd 6/1/71.

CLASS	AA					A				
	1x	10x	20x	25x	30+	1x	10x	20x	25x	30+
1 min	8.00	7.00	6.50	6.00	5.50	8.00	7.00	6.50	6.00	5.50
30 sec	6.00	5.50	5.00	4.50	4.00	6.00	5.50	5.00	4.50	4.00
CONSECUTIVE WEEK DISCOUNT										
26 wk—5%					52 wk—10%					

**WMUS-FM**

1962

**MUSKEGON**

Media Code 4 223 7741 6.00  
Greater Muskegon Broadcasting, Inc., 517 W. Giles Rd., Muskegon, Mich. 49445. Phone 616-744-1671.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 2,850 w.; 106.9 mc.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight & baseball broadcasts. For simulcast facilities see WMUS.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**

Rates are identical to WMUS. See that listing.

**WQWQ (FM)**

1971

**MUSKEGON**

Media Code 4 223 7770 5.00  
Multi-Com, Inc., Box 296, 1877 Peck St., Muskegon, Mich. 49443. Phone 616-722-1681.  
**STATION'S PROGRAMMING DESCRIPTION**  
WQWQ (FM): Programmed for general interest of Adults & young adults. 80% Music in uninterrupted 1/4 hr segments. MOR, Broadway & Film selections; some current & classical. Instrumentals 2-to-1. NEWS: every hour. Commentators. Regular reports on weather, stocks & sports. Full time news staff. Contact Representative for further details. Rec'd 4/4/74.

- 1. PERSONNEL**  
Vice-Pres.—David H. Walborn.  
General Manager—Bill Winchell.
- 2. REPRESENTATIVES**  
Selcom, Inc.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.) 50,000 w. (vert.); 104.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 23b, 24b, 24c, 25a, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 40c, 41, 42a, 44a, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61c, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American FM Network.

**TIME RATES**

No. N-3 Eff 8/15/74—Rec'd 9/4/74.

CLASS	AA					A				
	1x	26x	52x	104x	260x	1x	26x	52x	104x	260x
1 min	8.25	7.70	7.15	6.60	6.05	8.25	7.70	7.15	6.60	6.05
30 sec	6.20	5.85	5.50	5.15	4.80	6.20	5.85	5.50	5.15	4.80
10 sec	5.40	5.20	4.75	4.40	4.10	5.40	5.20	4.75	4.40	4.10

- 7. PACKAGE PLANS**  
PER WK:  
1 min 10 tl 20 tl 30 tl  
1 min 7.70 6.90 6.05  
30 sec 6.20 5.35 4.50  
10 sec 5.40 4.75 4.10

CLASS	AA					A				
	1x	26x	52x	104x	260x	1x	26x	52x	104x	260x
1 min	8.25	7.70	7.15	6.60	6.05	8.25	7.70	7.15	6.60	6.05
30 sec	6.20	5.85	5.50	5.15	4.80	6.20	5.85	5.50	5.15	4.80

# MICHIGAN

## Niles—WNIL—Continued

### 4. AGENCY COMMISSION

15/0 net time only; 15th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS and MRS.  
 Member: Michigan Rural Radio Network.  
 Member: Michigan Farm Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 7 ET 5/1/74—Rec'd 5/17/74.

### 6. SPOT ANNOUNCEMENTS

1 min.	1x	52x	104x	156x	260x
30 sec.	6.40	5.35	5.00	4.40	4.10
1 min.	5.20	4.85	4.45	4.20	4.00
30 sec.	3.90	3.70	3.40	3.15	3.10

### 7. PACKAGE PLANS

#### SATURATION PLAN

7 CONSEC DAYS, EA:	1 min	30 sec	10 sec
35 tl.	4.60	3.60	
50 tl.			1.90

### 10. SPECIAL FEATURES

**NEWSCASTS/WEATHER/SPORTS**  
 PER WK: 1 tl 2 tl 3 tl 5 tl 7 tl 10 tl  
 PER YR: 52x 104x 156x 260x 365x 520x  
 5 min. 10.50 9.65 9.00 8.35 7.80 7.30  
 Incl open & close plus 1-min spot.  
**CO-SPONSORSHIP—NEWS/WEATHER/SPORTS**  
 PER WK: 1 tl 2 tl 3 tl 5 tl 7 tl 10 tl  
 5 min. 7.00 6.50 6.00 5.50 5.00 4.50  
 Incl open & close plus 30-sec spot.

## WNIL-FM

1957



Subscriber to the NAB Radio Code

Media Code 4 223 7981 8.00  
 Niles Broadcasting Co., 219 S. Philip Rd., Niles,  
 Mich. 49120. Phone 316-683-5432.  
 See affiliated AM station for further information.

### 3. FACILITIES

ERP 3,000 w.; 95.3 mc. Stereo.  
 Operating schedule: 6 am-11 pm, EST.  
 Antenna ht.: 195 ft. above average terrain.  
 Partial simulcast operation. Operated separately 9  
 am-noon, 4-5 pm & 5:30-11 pm. For simulcast facilities see WNIL.

(This listing continued on next page)

### 5. GENERAL ADVERTISING

See coded regulations  
 Affiliated with KBS and MRS.  
**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 4 ET 5/1/74—Rec'd 4/29/74.

### 6. SPOT ANNOUNCEMENTS

1 min	1x	15x	52x	156x	260x	365x	520x
30 sec	3.50	3.00	2.75	2.50	2.25	2.00	1.75

## OTSEGO

Allegan County—Map Location D-10  
 See SRDS consumer market map and data at beginning of the State.

## WAOP

1962



Subscriber to the NAB Radio Code

Media Code 4 223 8040 2.00  
 Allegan County Broadcasters, Inc., Box 980, Otsego,  
 Mich. 49078. Phone 616-692-6951 (Otsego); 616-  
 673-3131 (Allegan).

### 1. PERSONNEL

Manager—A. R. Workman.  
**2. REPRESENTATIVES**  
 Michigan Spot Sales.  
**3. FACILITIES**  
 1,000 w. days; 980 kc. Non-directional.  
 Operating schedule: 5:30 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 15% on time only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Affiliated with KBS.  
 Member: Michigan Rural Radio Network.

### TIME RATES

ET 1/1/70—Rec'd 12/8/69.  
**6. SPOT ANNOUNCEMENTS**  
 1x 26x 52x 104x 260x 365x 624x 1248x  
 1 min 6.00 5.50 5.30 5.00 4.60 4.30 4.00 3.75  
 30 sec 5.25 4.90 4.70 4.50 4.25 4.00 3.75 3.50  
 10 sec 3.00 2.80 2.65 2.50 2.40 2.25 2.15 2.00

### 7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec
10 tl.	5.50	4.75	2.80
20 tl.	5.00	4.50	2.55
30 tl.	4.75	4.25	2.30

## OWOSSO

Shiawassee County—Map Location F-9  
 See SRDS consumer market map and data at beginning of the State.

## WAOP

1947



Subscriber to the NAB Radio Code

Media Code 4 223 8100 4.00  
 Owosso Broadcasting Co., 2301 N. Shiawassee, Owosso,  
 Mich. 48867. Phone 517-725-8196.

### 1. PERSONNEL

Station Manager—Merrill Walker.

## 2. REPRESENTATIVES

The Dorney Organization, Inc.

### 3. FACILITIES

1,000 w. days; 1080 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Michigan Rural Radio Network.  
 Member: Michigan Farm Radio Network.

### TIME RATES

Rates effective May 1, 1965. (Card No. 4)  
 Card received June 3, 1965.

### 6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 tl.	6.95	5.55	104 tl.
13 tl.	6.80	5.30	208 tl.
26 tl.	6.40	5.15	312 tl.
52 tl.	6.00	4.80	

## PETOSKEY (2 AM; 2 FM)

Emmett County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

## WJML

1966



Subscriber to the NAB Radio Code

Media Code 4 223 8160 8.00  
 Harrington Broadcasting Co., Perry-Davis Hotel,  
 Petoskey, Mich. 49770. Phone 616-347-8191. Studio  
 phone 616-347-8705.

### STATION'S PROGRAMMING DESCRIPTION

WJML: Programmed for adults and young adults.

### 1. PERSONNEL

Sales Manager—David K. Williams.

### 2. REPRESENTATIVES

Michigan Spot Sales.  
 Walton Broadcasting Sales Corporation.

### 3. FACILITIES

10,000 w.; 1110 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15%: payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Northern Power Network, Michigan Rural  
 Radio Network.

### TIME RATES

No. 3 ET 2/1/74—Rec'd 1/21/74.  
 AA—6-9 am & 3-7 pm.  
 A—ROS  
**6. SPOT ANNOUNCEMENTS**  
 CLASS AA  
 YR: 1x 156x 260x 312x 520x 1000x 1500x 2000x  
 PLAN: 6 12 18 24 30 40 50  
 1 min 10.60 10.05 9.55 9.00 8.50 7.95 7.40 6.90  
 30 sec 8.55 8.10 7.70 7.25 6.85 6.40 6.00 5.55  
 YR: 1x 156x 260x 312x 520x 1000x 1500x 2000x  
 PLAN: 6 12 18 24 30 40 50  
 15 sec 6.40 6.10 5.75 5.45 5.10 4.80 4.50 4.15  
 1 min 8.80 8.40 8.00 7.60 7.20 6.70 6.30 5.60  
 30 sec 7.10 6.75 6.40 6.10 5.75 5.40 5.05 4.75  
 15 sec 5.35 5.05 4.80 4.55 4.30 4.05 3.80 3.55  
 Instant ads Mon thru Sat 10:05-10:30 am fixed  
 position, surcharge per spot, 1.00.

## WJML-FM

1965



Media Code 4 223 8161 6.00  
 Harrington Broadcasting Co., Perry Davis Hotel,  
 Petoskey, Mich. 49770. Phone 616-347-8191. Studio  
 phone 616-347-8705.  
 See affiliated AM station for additional information.

### 3. FACILITIES

ERP 28,000 w. (horiz.), 26,700 w. (vert.); 98.9 mc.  
 Operating schedule: 24 hours. EST.

### TIME RATES

Rates are identical to WJML. See that listing.

## WMBN WMBN-FM

1946



Midwestern Broadcasting Company  
 Subscriber to the NAB Radio Code  
 Media Code 4 223 8220 0.00  
 Midwestern Broadcasting Co., Paul Bunyan Bldg.,  
 Traverse City, Mich. 49684. Phone 616-947-7875.

### STATION'S PROGRAMMING DESCRIPTION

WMBN: Programmed for general interest.

### 1. PERSONNEL

Station Manager—William Gray.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.  
 Non-directional.  
 Licensed to operate full time. EST.  
 FM-ERP 1,000 w.; 96.7 mc. Stereo.  
 Operating schedule: 6 am-11:15 pm. EST.  
 Antenna ht.: 320 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 station time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with NBC.  
 Member: Paul Bunyan Network.

### TIME RATES

ET 4/1/74—Rec'd 4/22/74.  
 AA—6-10 am & 3-7 pm.  
 A—All other times.

## 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 x	7.50	6.00	5.65	4.35
52 x	7.05	5.50	5.00	3.90
104 x	6.25	5.15	4.70	3.75
156 x	5.75	5.05	4.35	3.45
260 x	5.50	4.60	4.10	3.35
520 x	5.15	4.45	3.90	3.10
780 x	4.70	4.10	3.55	3.00
1040 x	4.35	4.00	3.30	2.90
1300 x	4.10	3.90	3.10	2.75
1560 x	4.00	3.65	3.00	2.65
2600 x	3.90	3.20	2.90	2.35
10 sec. 1 x	2.35	10 sec. 200+	2.05	

### 7. PACKAGE PLANS

PER WK: ROS:	5 tl	10 tl	15 tl	20 tl	25 tl
1 min.	4.70	4.65	4.45	4.35	4.20
30 sec.	3.75	3.70	3.65	3.55	3.50
	30 tl	40 tl	50 tl	75 tl	100 tl
1 min.	4.10	4.05	4.00	3.85	3.75
30 sec.	3.45	3.40	3.35	3.20	3.10

## PONTIAC

Oakland County—Map Location G-9  
 See SRDS consumer market map and data at beginning of the State.

## See Detroit Urban Area

## PORTAGE

Kalamazoo County—Map location D-10  
 See SRDS consumer market map and data at beginning of the State.

## See Kalamazoo

## PORT HURON (2 AM; 1 FM)

St. Clair County—Map Location H-9  
 See SRDS consumer market map and data at beginning of the State.

## WHLS

1958



Subscriber to the NAB Radio Code

Media Code 4 223 8280 4.00  
 Wismer Broadcasting, Inc., 808 Huron Ave., Port  
 Huron, Mich. 48060. Phone 313-982-8536.

### 1. PERSONNEL

General Manager—John F. Wismer.

### 2. REPRESENTATIVES

Michigan Spot Sales.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 60a, 22b.  
 Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 27, 28a,  
 29a, 30, 32a, 33a.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 49,  
 50, 51a.  
 Comb., Cont. Discounts: 60a, 60g, 61c, 62d.  
 Cancellation: 70c, 71a, 72, 73a.  
 Prod. Services: 80, 81, 82.  
 Affiliated with KBS.

### TIME RATES

ET 1/1/74—Rec'd 1/4/74.  
**6. SPOT ANNOUNCEMENTS**  

1 min.	1x	52x	104x	260x	365x
30 sec.	8.50	8.00	7.50	7.00	6.50
10 sec.	7.00	6.50	6.00	5.50	5.00
	5.00	4.50	4.00	3.75	3.55
	624x	1248x	1872x	2496x	
1 min.	6.00	5.50	5.00	4.50	
30 sec.	4.60	4.25	4.00	3.75	
10 sec.	3.40	3.25	3.00	2.75	

**7. PACKAGE PLANS**  
 PER WK: ROS: 10 tl 20 tl 30 tl  
 1 min. 7.50 7.00 6.50  
 30 sec. 6.50 6.00 5.50  
 10 sec. 4.25 4.00 3.75  
 Prime time: 5-9 am & 3-7 pm, extra 1.00.  
**10. SPECIAL FEATURES**  
 5-min news—1 1/2x 1-min.

## WHLS-FM

1964



Media Code 4 223 8281 2.00  
 Wismer Broadcasting, Inc., Box 807, 808 Huron  
 Ave., Port Huron, Mich. 48060. Phone 313-982-  
 8536.

### See affiliated AM station for additional information.

### 1. PERSONNEL

Program Director—Michael P. Mullins.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 203 ft. above average terrain.

### 6. SPOT ANNOUNCEMENTS

1 min.	1x	52x	104x	260x	365x
30 sec.	8.50	8.00	7.50	7.00	6.50
10 sec.	7.00	6.50	6.00	5.50	5.00
	624x	1248x	1872x	2496x	
1 min.	6.00	5.50	5.00	4.50	
30 sec.	4.60	4.25	4.00	3.75	



Rogers City—W H A K—Continued

**3. FACILITIES**  
5,000 w.; 960 kc. days. Non-directional.  
Operating schedule: 6:15 a.m. to local sunset week-days; 7:55 a.m. to local sunset Sundays. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Northern Power Network, Michigan Rural Radio Network.

**TIME RATES**  
ET 1/1/74—Rec'd 2/13/74.

**6. SPOT ANNOUNCEMENTS**

	26x	52x	156x	260x	780x
1 min.	5.00	4.88	4.40	4.30	3.53

**7. PACKAGE PLANS**

1 MIN:	5 ti	10 ti	25 ti	50 ti	100 ti
Per day:	4.70	4.40			
Per wk:	5.00	4.70	4.30	4.00	
Per mo:		4.70	4.30	4.20	

ROYAL OAK

Oakland County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.  
**See Detroit Urban Area**

SAGINAW (3 AM; 3 FM)

Plus 2 paid duplicate listings; plus 2 cross references.  
Saginaw County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Midnight (7 pm-midnight)
A	15	12	15
B	12	10	12
C	11	10	11
D	10	9	7
AVERAGE	12	10	12

W B C M

BAY CITY

City of license—Bay City, Michigan.  
Considered by American Information Network as their Saginaw-Bay City outlet.  
See listing under Bay City.

W G E R (FM)

1961 BAY CITY

mcgavren-guild  
pgw radio, inc.

N A F M B

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Bay City, Mich.)  
Media Code 4 223 1140 7.00  
Gentry Broadcasting Co., 100 Center Ave., Bay City, Mich. 48706. Phone 517-892-4501.

**STATION'S PROGRAMMING DESCRIPTION**  
WGER (FM): Programmed for adults & young adults.  
MUSIC: MOR selections. NEWS: hourly capsule.  
Contact Representative for further details. Rec'd 8/2/74.

- PERSONNEL**  
Vice-Pres. & Sta Mgr.—Gale H. Sullivan.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
ERP 86,000 w. (horiz.), 86,000 w. (vert.); 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 890 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a.  
Basic Rates: 25a.  
Contracts: 47a.  
Cancellation: 73a.

TIME RATES

No. 9 ET 8/15/74—Rec'd 8/2/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	14.00	13.00	12.00	11.00
30 sec.	10.50	9.50	9.00	8.50

**10. SPECIAL FEATURES**  
NEWCASTS: 1x 104x 312x  
5 min. 18 17 16 (D)

W K C Q (FM)

1947

NAB

Media Code 4 223 8505 4.00  
MacDonald Broadcasting Co., Box 1776, 2000 Whittier, Saginaw, Mich. 48605. Phone 517-752-8161.  
See affiliated AM station for additional information.  
AM facilities: WSAM.

3. FACILITIES

ERP 50,000 w.; 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 353 ft. above average terrain.

TIME RATES

No. 1 ET 11/73—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS

PER WK. FIXED:

1 min.	10.00	9.00	8.00
30 sec.	7.50	7.00	6.50
15 sec.	6.50	6.00	5.50

10 sec: flat 3.00.



WKNX

1947

ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 223 8520 3.00  
Lake Huron Broadcasting Corporation, 5200 State Rd., Saginaw, Mich. 48602. Phone 517-759-1000.  
TWX 810-265-9093.

**STATION'S PROGRAMMING DESCRIPTION**  
WKNX: Programmed for general interest.  
NEWS: 15%; 5 min network AIN at :30; 3 min local at :30; AIN network; UPI audio & local service; news director & mobile. MUSIC 80%; current & past hits with personalities 6-10 am, 10 am-3 pm, 3-7 pm. Ski, snowmobile & marine conditions. FARM: 12:15-12:30, M-Sat. SPORTS: college football. ETHNIC: for Black community 7:30-8:30 am, Sun. Discussion & Religious 8:30 am-1 pm, Sun. Contact Representative for further details. Rec'd 8/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William J. Edwards.  
Station Manager—Howard E. Wolfe.  
Program Manager—Richard Hamml.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
10,000 w. days; 1210 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 net time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Eastman Radio Network.

TIME RATES

ET 11/1/67—Rec'd 11/2/67.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & after 7 pm: Sun all day.

**7. PACKAGE PLANS**

PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
I	17.00	13.60	8.50	14.00	11.20	7.00
II	15.00	12.00	7.50	12.00	9.80	6.00
III	14.00	11.20	7.00	11.00	8.80	5.50

I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 3-7 pm.  
IV—After 7 pm & Sun all day.  
30 ti (7I, 8II, 8III, 7IV), ea 10.50  
15 ti (4I, 4II, 4III, 5IV), ea 12.00  
Not combinable with other weekly plans for added frequency.

- PROGRAM TIME RATES**  
5 min—1-1/2 x applicable 1-min rate.  
CONSECUTIVE WEEKS DISCOUNTS  
26 wk—4% 52 wk—8%  
Not applicable to Best Buy Plan.  
RATEHOLDER  
Minimum wkly sched of 6 1-min spots 8 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

W S A M

1940

NBC Radio Network



Media Code 4 223 8580 7.00  
Affiliated with American Information Network.  
MacDonald Broadcasting Co., Box 1776, 2000 Whittier, Saginaw, Mich. 48605. Phone 517-752-8161.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Kenneth MacDonald.
- REPRESENTATIVES**  
PRO Times Sales, Inc.  
Michigan—Michigan Spot Sales.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 24c, 25a, 26, 27, 28b, 28c, 29b, 30, 31, 32a, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60d, 60f, 61a, 62b.  
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WKQC (FM).  
Affiliated with NBC.

TIME RATES

ET—Rec'd 3/20/74.

**6. SPOT ANNOUNCEMENTS**

PER WK. FIXED:

1 min.	12.65	11.50	10.35	9.20
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PER WK. EA:

1 min.	10.35	9.80	9.20	8.00	7.50
30 sec.	9.20	8.60	8.00	6.90	6.30
10 sec:	3.50.				

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	70	60	40

(CR)

W S B M (FM)

1969

Media Code 4 223 8610 2.00  
Booth Broadcasting Co., Box 1945, 1795 Tittabawassee Rd., Saginaw, Mich. 48607. Phone 517-753-4456.  
See affiliated AM station for additional information.  
AM facilities: WSWG.

**STATION'S PROGRAMMING DESCRIPTION**  
WSBM (FM): MUSIC: Hit Parade. COMMERCIAL POLICY: 4 breaks per hour. Contact Representative for further details. Rec'd 1/6/72.

- FACILITIES**  
ERP 3,000 w. (horiz), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 11/1/69—Rec'd 11/6/69.

**7. PACKAGE PLANS**

PER WK. EA:	5 ti	10 ti	20 ti	25 ti	30 ti
1 min.	5.00	4.50	4.25	4.00	3.75
30 sec.	4.00	3.60	3.40	3.20	3.00

W S G W

1950

CBS Radio Network

Alan Torbet Associates, Inc.



A Booth Owned Station  
Media Code 4 223 8640 9.00  
Booth Broadcasting Co., Box 1945, 1795 Tittabawassee Rd., Saginaw, Mich. 48607. Phone 517-753-4456.

**STATION'S PROGRAMMING DESCRIPTION**  
WSGW: Programmed for general interest.  
NEWS: network and local news every hour, network features on half hour. ENTERTAINMENT: 6-10 am, 1-6 pm air personalities with MOR and trend music, features, recreational news, traffic, 6 pm-12M news, music, showtunes, film music, standards. 10:05-11 pm mystery show. TALK: 10:05-11:30 am telephone discussions with housewives, audience participation, homemaking features 12:30-1 pm telephone discussions, guests. FARM: 5:45-6 am & 12:15-12:30 pm farm markets and farm agency reports. SPORTS: live major league baseball, live college football and basketball, live high school football and basketball. Ethnic music for Spanish speaking 9-11 am Sat. Contact Representative for further details. Rec'd 6/6/74.

- PERSONNEL**  
President—John L. Booth.  
Vice-Pres. & Gen'l Mgr.—Robert W. Phillips.  
Program Director—Art Lewis.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 790 kc.  
Directional—separate pattern day and night.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 29a, 32b, 33c.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WSBM (FM).  
Affiliated with CBS.  
Affiliated with ATA Radio Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/72—Rec'd 3/3/72.  
Drive Time—Mon thru Sat 6-10 am & 3-7 pm.

**7. PACKAGE PLANS**

DRIVE TIME—ROS

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	13.00	12.00	11.00	10.00	9.50	8.50
20/30 sec.	10.40	9.60	8.80	8.00	7.60	6.80

ALL OTHER TIMES—RO3

1 min.	11.00	10.00	9.00	8.00	7.00	6.50
20/30 sec.	8.80	8.00	7.20	6.40	5.60	5.20

10 sec: 50% of 1-min. Not combinable with other spots, but earn frequency discounts of their own.

**8. PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min. (CB)

W T A C

1948

FLINT

(This is a paid duplicate of the listing appearing under Flint, Mich.)  
Media Code 4 223 4620 8.00  
Figueroa Communications, Inc., Box 600, Flint, Mich. 48501. Phone 313-694-1446.  
Saginaw Office—Service Bldg., 107 Hayden St. Phone 517-755-6567.

**STATION'S PROGRAMMING DESCRIPTION**  
WTAC: Programming for young adults and young marrieds. MUSIC 80%; current hits and hits of the past. NEWS 12%; 5 min at :55 and 3 min at :27. Emphasis on local and regional news. UPI and UPI audio news service. News director and 5 short wave mobile units. Emergency message service each hour at :30. 9 editorials per day. FARM: 4-6 am M-Sat. Remote broadcast unit for store openings, shopping centers, etc. College football play-by-play. Discussion, religion, panel shows and public affairs Sun 5 am-noon. Contact Representative for further details. Rec'd 9/29/69.

- PERSONNEL**  
General Manager—Charles E. Speights.  
Sales Manager—Bryce Cooke.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 600 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 net charges for time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28b, 29c, 29d, 30, 33a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 50, 51a, 51c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

TIME RATES

ET 4/1/73—Rec'd 3/17/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti
AA	35	33	31
A	29	27	25

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2 AA, 1/2 A  
PER WK. EA:

1 min.	29	27	25
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30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
Not combinable. (D)

W W W S (FM)

1968

Media Code 4 223 8720 9.00  
Clark Broadcasting Co., Inc., 2721 S. Washington Ave., Saginaw, Mich. 48601. Phone 517-755-9137.  
Mailing address: 9305 Richter, Detroit, Mich. 48214.  
Phone 313-961-2277.

**STATION'S PROGRAMMING DESCRIPTION**  
WWWS (FM): Programmed for the Negro listener.  
MUSIC: rhythm and blues, jazz and gospel. AIE PERSONALITIES handle all segments. Taped commercials by air personalities are interchangeable.  
NEWS: state & local at 7:55, 9:55 am; 1:55, 3:55 & 5:55 pm; national network every half hour from 6:30 am-12:30 pm. Community affairs every Tues & Thurs 9:30-10 am. Public service announcements every hour M-Sat. Participates in fund drives for community activities, Little League, boys clubs, etc. SPORTS: high school basketball. Personalities available for remotes, store openings, etc. Contact Representative for further details. Rec'd 4/12/71.

- PERSONNEL**  
President—Lumphra L. Clark.  
Vice-President—Earl L. Clark.  
Sec'y & Treas.—Alma L. Clark.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.
- FACILITIES**  
ERP 2,000 w. (horiz.), 2,000 w. (vert.); 107.1 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 409 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 12b, 14b, 15b, 16.  
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33b.  
Contracts: 40a, 41, 42c, 43, 44b, 46, 47c, 51c.  
Comb.; Cont. Discounts: 60b, 61a.  
Cancellation: 70c, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

(This listing continued on next page)

# MICHIGAN

## Saginaw—W W S (FM)—Continued

**TIME RATES**  
No. E Eff 2/15/71—Rec'd 4/12/71.  
AAA—Mon thru Sat 6-9 am & 8-6 pm.  
AA—Mon thru Sat 9 am-3 pm & 6 pm-midnight.  
B—Rates on request.  
SPOT guarantees up to 50% of schedule in AAA time.

**6. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	BB	CC
PER WK:	6 H	12 H	18 H	36 H
1 min.	11.00	10.50	10.00	9.50
30 sec.	9.00	8.50	8.00	7.50
1 min.	9.00	8.50	8.00	7.50
30 sec.	8.00	7.50	7.00	6.50
1 min.	9.00	8.00	7.00	6.00
30 sec.	8.00	7.00	6.00	5.00

ID's, minimum 6 per wk, flat

**7. PACKAGE PLANS**

**BULK RATES**

PER YR:	1500x	2000x	3000x
1 min.	5	5	4
30 sec.	6	4	3

Bulk Plans guarantee 50% of spots in AAA time.

**8. PROGRAM TIME RATES**

1 hr.	1/4 hr.	40
135	70	

**10. SPECIAL FEATURES**  
Newcasts—30-sec rate plus \$3.00.  
30 seconds, Newcasts and Programs may combine to earn weekly frequency discounts.

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

**CONSECUTIVE WEEK DISCOUNT**

13 wk—2%	39 wk—6%
26 wk—4%	52 wk—8%



**WXOX**  
BAY CITY



radio

## Modern Country Music

City of license, Bay City, Mich.  
Saginaw office: 4595 State St., Saginaw, Mich. 48603.  
Phone 517-799-9300.  
See listing under Bay City, Mich.

### Advertisement

Gateway Broadcasting Co., Inc., Box 1250, Bay City, Mich. 48706. Phones 517-893-1250, 1421, 4588.

**STATION'S PROGRAMMING DESCRIPTION**  
WXOX: Programmed for young adults and adults.  
MUSIC: 100% modern country music. NEWS: at :15 and :45 hourly. SPORTS: at :25 hourly. FARM: 6 hours weekly 6-6:30 am and noon-12:30 pm M-Sat.

**1. PERSONNEL**  
Executive Vice-President—Donald K. Mayle.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
1,000 w.; 1250 kc.  
6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**TIME RATES**  
No. 2 Eff 7/1/71—Rec'd 7/2/71.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 min	10.00	9.00
30 sec	8.00	7.00
1 min	10.00	9.00
30 sec	8.00	7.00
1 min	10.00	9.00
30 sec	8.00	7.00

**PER YR:**

520 x	12.00	9.60	6.00	10.00	8.00	5.00
1040 x	10.00	8.00	5.00	8.00	6.00	4.00



**MORE adults (18-49) during combined drive  
MORE women (18-49) during housewife time  
WXOX—delivering more adults than the 2nd and 3rd ranked stations combined!**

ARB A/M '74, Saginaw TSA, M-S 6AM-Mid.

# ST. IGNACE

Mackinac County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WIDG

1966

Subscriber to the NAB Radio Code  
Media Code 4 223 8760 5.00  
Mighty-Mac Broadcasting Co., Box 1, 334 N. State St., St. Ignace, Mich. 49781. Phone 906-643-9494.

**STATION'S PROGRAMMING DESCRIPTION**  
WIDG: Programmed for adults, 18-49, MOR.

**1. PERSONNEL**  
General Manager—Donald M. Angelo.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
5,000 w.; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Michigan Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/1/74—Rec'd 8/22/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x	500x	1000x
1 min	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	4.50	4.40	4.20	4.00	3.80	3.60	3.40

15 sec: 50% of 1-min.

**7. PACKAGE PLAN**  
WKLY:

10 H	15 H	20 H	25 H	30 H	40 H	50 H
1 min	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.80	3.60	3.40	3.20	3.00	2.80

15 sec: 50% of 1-min.

# ST. JOHNS (1 AM; 1 FM)

Clinton County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

## WRBJ

1959

Media Code 4 223 8820 7.00  
Ditmer Broadcasting Co., Box 320, 1363 Parks Rd., St. Johns, Mich. 48879. Phone 517-224-7911.

**STATION'S PROGRAMMING DESCRIPTION**  
WRBJ: Programmed for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert D. Ditmer.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation, Michigan Spot Sales.

**3. FACILITIES**  
1,000 w. days; 1580 kc.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Michigan Rural Radio Network.

**TIME RATES**  
Eff 8/1/61—Rec'd 6/29/61.

**7. PACKAGE PLANS**

**1-MINUTE ANNOUNCEMENT PACKAGES**

PER WK:	ea	oa
1 H	5.50	4.50
5 H	5.25	4.00
10 H	5.00	3.50
15 H	4.75	

30/20 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.  
AM & FM combination rates scheduled during the same period—less 15%.

## WRBJ-FM

1972

Media Code 4 223 8821 5.00  
Ditmer Broadcasting Co., Inc., Box 320, 1363 Parks Rd., St. Johns, Mich. 48879. Phones 517-224-7911, 4529.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 150 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 8/1/72—Rec'd 9/5/72.

**6. SPOT ANNOUNCEMENTS**

1x	13x	52x	156x	260x	312x
1 min	4.25	4.10	3.90	3.70	3.50
30 sec	3.20	3.10	2.90	2.70	2.50

**7. PACKAGE PLANS**

3 MO:	1 MO:	WK:	DAY:	1 min	30 sec
45 x	30 H	14 H	4 H	3.90	2.90
90 x	60 H	21 H	6 H	3.70	2.70
180 x	90 H	28 H	8 H	3.50	2.50
270 x	120 H	35 H	10 H	3.00	2.20

AM & FM combination rates scheduled during the same period—less 15%.

# ST. JOSEPH

Berrien County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.

See Benton Harbor-St. Joseph

# SALINE

Washtenaw County—Map Location G-11  
See SRDS consumer market map and data at beginning of the State.

## WNRS

1958

Media Code 4 223 8880 1.00  
Lester Broadcasting Co., 3001 Bassow Rd., 5 miles North of Saline, Mich. Phone 313-663-0569.  
Mailing address: Box 5, Ann Arbor, Mich. 48107.

**STATION'S PROGRAMMING DESCRIPTION**  
WNRS: 100% C & W.

**1. PERSONNEL**  
General Manager—David A. Carmine.

**3. FACILITIES**  
500 w.; 1290 kc. Directional, days.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WNBZ (FM), Ann Arbor.  
Affiliated with MBS.

**TIME RATES**  
Eff 3/1/73—Rec'd 7/2/73.  
AAA—6-10 am & 3-6 pm.  
AA—10 am-3 pm & 6 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 H	11 H	26 H
1 min	9.75	9.25
30 sec	8.75	8.25

**PER MO:**

15 H	26 H	51 H	101+	15 H	26 H	51 H	101+
1 min	8.50	8.00	7.25	7.00	7.50	7.00	6.25
30 sec	7.50	7.00	6.25	6.00	6.50	6.00	5.25

**MULTIPLE MONTHS**

AAA	AA
50x	101x
1 min	7.00
30 sec	6.00

**DISCOUNT**

6 mo—5%	1 yr—10%
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# SANDUSKY (1 AM; 1 FM)

Sanilac County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

## WMIC WMIC-FM

1965

Subscriber to the NAB Radio Code  
Media Code 4 223 8895 9.00  
Sanilac Broadcasting Co., 19 S. Elk St., Sandusky, Mich. 48471. Phone 313-648-2700.

**1. PERSONNEL**  
General Manager—Ken Kelley.

**3. FACILITIES**  
1,000 w. days; 1560 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 97.7 mc.  
Operating schedule: 6 am-11:15 pm. EST.  
Antenna ht.: 164 ft. above average terrain.  
Simultaneous 6 am-5 pm Mon thru Sat; all day Sun.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Michigan Rural Radio Network.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/74—Rec'd 4/29/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	260x
1 min	5.80	5.50	5.10	4.75
30 sec	5.25	4.90	4.75	4.35
10 sec	3.20	2.90	2.75	2.55

**PER MO:**

1 min	30 sec	10 sec
4.10	3.85	3.45
3.50	3.15	2.75
2.20	2.05	1.90

**7. PACKAGE PLANS**

PER WK:	10 H	20 H	30 H
1 min	4.95	4.60	4.35
30 sec	4.05	3.80	3.45
10 sec	2.60	2.30	2.05

# SAULT STE. MARIE

(1 AM; 1 FM)

Chippewa County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WSMM (FM)

1972

Media Code 4 223 8917 1.00  
L. B. Van Dam dba Lock City Broadcasting Co., Box 402, So. U. S. 2, Sault Ste. Marie, Mich. 49783. Phone 906-635-5321.

**STATION'S PROGRAMMING DESCRIPTION**  
WSMM (FM): MOR, country, local & county news.

**1. PERSONNEL**  
Owner & Mgr.—L. B. Van Dam.

**3. FACILITIES**  
ERP 3,000 w.; 92.7 mc.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 295 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 10/30/72.

**7. PACKAGE PLANS**

Per wk	10 H	15 H	20 H
	32.00	44.25	52.00

Incl 20 1-min plus 25 30-sec—102.50

## WSOO

1940

Media Code 4 223 8940 3.00  
Miami County Broadcasting Co. Inc., Box 400, 208 Ashmun St., Sault Ste. Marie, Mich. 49783. Phone 906-632-2231.  
Canadian Office: Hotel Windsor, Sault Ste. Marie Ont. Phone 705-253-0241.

**STATION'S PROGRAMMING DESCRIPTION**  
WSOO: Programmed for general interest.

**1. PERSONNEL**  
President—Richard E. Hunt.

**2. REPRESENTATIVES**  
Michigan Spot Sales.  
Canada—Andy McDermott Sales Ltd.  
West Coast—Harlan G. Oakes, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0; bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 7/1/73—Rec'd 11/15/73.

**6. SPOT ANNOUNCEMENTS**

1-26x	52x	104x	156x	260x	365x	520x
1 min	7.60	7.20	6.80	6.40	6.00	5.60

# SOUTH HAVEN

Van Buren County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

## WJOR

1961

Media Code 4 223 9000 5.00  
The Van Buren County Broadcasting Co., Inc., Box 405, 559 Phoenix St., South Haven, Mich. 49090.  
Phone 616-637-1138.

**1. PERSONNEL**  
General Manager—Kenneth S. Coe.

**3. FACILITIES**  
1,000 w. days; 940 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Michigan Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/70—Rec'd 7/24/70.

**6. SPOT ANNOUNCEMENTS**

FIXED POSITION	1x	13x	26x	52x	104x	156x
1 min	5.50	5.35	5.20	5.05	4.85	4.70
30 sec	4.60	4.25	4.10	3.90	3.75	3.60
1 min	260x	312x	320x	780x	1040x	2600x
1 min	4.40	4.25	3.75	3.45	3.15	2.45
30 sec	3.30	3.00	2.65	2.45	2.25	1.65

10 sec or less: 50% of 1-min.

**7. PACKAGE PLANS**

**SATURATION PLAN—ROS WITHIN HOUR**

WKLY:	10 H	15 H	20 H	30 H	40 H	50 H	100 H
1 min	4.70	4.40	4.15	3.85	3.60	3.30	3.00
30 sec	3.60	3.30	2.95	2.75	2.50	2.20	2.00

**10. SPECIAL FEATURES**  
News & Weather—fixed position plus 10%.

# STURGIS (1 AM; 1 FM)

St. Joseph County—Map Location E-11  
See SRDS consumer market map and data at beginning of the State.

## WSTR WSTR-FM

1959

Subscriber to the NAB Radio Code  
Media Code 4 223 9060 9.00  
Water Wonderland Broadcasting Co., Inc., Box 70, Sturgis, Mich. 49091. Phone 616-654-2383, 3384.

**1. PERSONNEL**  
Manager—Les Droeger.

**2. REPRESENTATIVES**  
M. A. Sales Co., Inc.  
Michigan Spot Sales.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 19 hours. EST.  
FM-ERP 1,000 w.; 99.3 mc.  
Operating schedule: 19 hours. EST.  
Antenna ht.: 390 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Michigan Farm Radio Network.

**TIME RATES**  
No. 10 Eff 8/1/74—Rec'd 7/31/74.  
(This listing continued on next page)



**Sturgis—W STR, W STR-FM—Cont'd**

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	26x	52x	156x	260x
1 min.....	5.00	4.75	4.50	4.25	4.00
30 sec.....	3.75	3.60	3.40	3.20	3.00
1 min.....	3.75	3.50	3.25	2.70	
30 sec.....	2.80	2.60	2.40	2.00	

**7. PACKAGE PLANS**

**WEEKLY SATURATION PLAN**

PER WK, EA:	10 ti	20 ti	30 ti	50 ti	100 ti
1 min.....	5.00	4.50	4.00	3.50	2.70
30 sec.....	3.75	3.40	3.00	2.60	2.00

10 sec: 50% of 1-min.

**TAWAS CITY-EAST TAWAS**

Iosco County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WIOS**

1950

Media Code 4 223 9120 1.00  
Carroll Enterprises, Inc., Tawas City, Mich. 48763.  
Phone 517-362-3417.

- PERSONNEL**  
General Manager—John Carroll, Jr.
- REPRESENTATIVES**  
Michigan Spot Sales.
- FACILITIES**  
1,000 w. days; 1480 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Michigan Rural Radio Network.

**TIME RATES**

No. 3 Eff 3/1/69—Rec'd 3/10/69.

AA—Mon thru Sat 6-10 am & 2 pm—sign-off.  
A—Mon thru Sat 10 am-2 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA.....	7.00	6.50	6.00	5.50	5.00	4.50
A.....	6.50	6.00	5.50	5.00	4.50	4.00
B.....	6.00	5.50	5.00	4.50	4.00	

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**DISCOUNTS**

52 wk—8%

**7. PACKAGE PLANS**

(1/3AA, 1/3A, 1/3B)

PER WK:	12 ti	18 ti	24 ti	30 ti
1 min.....	5.00	4.75	4.50	4.00
30 sec.....	4.00	3.75	3.50	3.00

All spots rotate during time segments.

**THREE RIVERS**

St. Joseph County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.

**WLKM**

1962

Subscriber to the NAB Radio Code  
Media Code 4 223 9180 5.00  
The Voice of Three Rivers, Inc., Box 1510, 1500 N. Main St., Three Rivers, Mich. 49093. Phone 616-278-1815.

- STATION'S PROGRAMMING DESCRIPTION**  
WLKM: Programmed for community interest.
- PERSONNEL**  
General Manager—James J. Ganley.
  - REPRESENTATIVES**  
Michigan Spot Sales.
  - FACILITIES**  
500 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
  - AGENCY COMMISSION**  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 4C Eff 12/15/67—Rec'd 12/28/67.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	156x	260x	520x	1040x
1 min 5.75	5.20	4.60	4.30	3.75	3.50	3.25
30 sec 4.75	4.25	4.00	3.50	3.00	2.75	2.50
10 sec 3.25	3.00	2.75	2.50	2.25	2.00	1.75

**7. PACKAGE PLANS**

PER WK, EA:

23 ti	50 ti	100 ti	
1 min.....	3.75	3.25	
30 sec.....	3.00	2.75	2.50
10 sec.....	2.25	2.00	1.75

**TRAVERSE CITY (2 AM; 3 FM)**

Grand Traverse County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WCCW**

1980

Subscriber to the NAB Radio Code  
Media Code 4 223 9240 7.00  
WCCW, Inc., 346 E. State St., Traverse City, Mich. 49684. Phone 616-946-6211.

**STATION'S PROGRAMMING DESCRIPTION**  
WCCW: Programmed for general interest.

- PERSONNEL**  
General Manager—John R. Anderson.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Michigan Spot Sales.
- FACILITIES**  
5,000 w. days; 1310 kc.  
Operating schedule: 6:00 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WCCW-FM.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Northern Power Network, Michigan Rural Radio Network.  
Member: Michigan Farm Radio Network.

**TIME RATES**

No. 7 Eff 1/1/74—Rec'd 11/27/73.

**6. SPOT ANNOUNCEMENTS**

26x	52x	104x	156x	260x	520x
1 min.....	5.25	5.20	5.10	5.00	4.70
30 sec.....	4.50	4.25	4.10	4.00	3.90
10 sec.....	2.65	2.50	2.35	2.25	2.00

6-10 am & 3-7 pm, per spot, extra 1.00.

**7. PACKAGE PLANS**

PER WK:

5 ti	10 ti	15 ti	25 ti	30 ti
1 min.....	5.25	5.10	5.00	4.70
30 sec.....	4.50	4.10	4.00	3.75
10 sec.....	2.95	2.35	2.10	2.00

6-10 am & 3-7 pm, per spot, extra 1.00.

**WCCW-FM**

1968

Subscriber to the NAB Radio Code  
Media Code 4 223 9241 5.00  
WCCW, Inc., Box 666, 346 E. State St., Traverse City, Mich. 49684. Phone 946-6211.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 840 w.; 92.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 251 ft. above average terrain.  
Partial simulcast operation. Operated separately 9:05 am-midnight. For simulcast facilities see WCCW.

**TIME RATES**

Eff 1/1/71—Rec'd 11/16/70.

**6. SPOT ANNOUNCEMENTS**

1x	260x	520x
1 min or 30 sec.....	3.00	2.80
10 sec.....	2.00	2.00

**WLDR (FM)**

1968

Media Code 4 223 9260 5.00  
Great Northern Broadcasting System, Inc., Broadcast Centre, Traverse City, Mich. 49684. Phone 616-947-3220.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLDR (FM): Programmed for 18-49 age group.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Donald Whitata.
- FACILITIES**  
ERP 50,000 w. (horiz.), 3,000 w. (vert.); 101.9 mc. Stereo.  
Operating schedule: 5:45 am-11 pm. EST.  
Antenna ht.: 590 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

No. 5 Eff 7/1/71—Rec'd 1/8/72.

**6. SPOT ANNOUNCEMENTS**

PER YR: 1x 13x 26x 52x 104x 156x 260x 312x 624x

1 min.....	9.00	8.00	7.50	7.00	6.50	6.25	6.00	5.75	5.50
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30 sec: 85% of 1-min.  
1-min & 30-sec may be combined to earn frequency discount.

**7. PACKAGE PLANS**

PER WK, EA:

16 ti	24 ti	36 ti	
1 min.....	5.25	4.75	4.60

52-week contract.

**SATURATION CAMPAIGN PACKAGES**

PER WK, EA:

20 ti	24 ti	48 ti	
1 min.....	5.90	5.75	5.60

All spots ROS.  
Fixed position, extra 10%.

**WTCM WTCM-FM**

1941

1963

Subscriber to the NAB Radio Code  
Media Code 4 223 9300 9.00  
Midwestern Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 223 9300 9.00  
Midwestern Broadcasting Co., Paul Bunyan Bldg., Traverse City, Mich. 49684. Phone 616-947-7675.

- STATION'S PROGRAMMING DESCRIPTION**  
WTCM: Programmed for general interest.
- PERSONNEL**  
General Manager—Jack Walkmeyer.
  - REPRESENTATIVES**  
Alan Torbet Associates, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc. Non-directional.  
FM-ERP 38,200 w.; 103.5 mc. Stereo.  
Antenna ht.: 715 ft. above average terrain.  
Operating schedule: 6 am-11:15 pm. EST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with NBIC.  
Member: Paul Bunyan Network.

**TIME RATES**

Eff 4/1/74—Rec'd 4/22/74.  
AA—6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1x	1 min	30 sec	1 min	30 sec
26 x.....	7.50	6.00	5.65	4.45
52 x.....	7.30	5.75	5.15	4.35
104 x.....	7.05	5.50	5.00	4.10
156 x.....	6.20	5.15	4.90	4.00
260 x.....	6.00	5.00	4.80	3.85
520 x.....	5.75	4.90	4.55	3.75
780 x.....	5.50	4.80	4.35	3.65
1040 x.....	5.30	4.55	4.10	3.40
1300 x.....	5.00	4.35	3.85	3.15
1560 x.....	4.80	4.20	3.65	3.05
1800 x.....	4.70	4.10	3.50	2.90
2600 x.....	4.55	4.00	3.40	2.80
10 sec, 1 x.....	2.35	10 sec, 200+	2.05	

**7. PACKAGE PLANS**

PER WK, ROS:

5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	5.15	4.90	3.80	4.70
30 sec.....	4.35	4.00	3.85	3.75
1 min.....	30 ti	40 ti	50 ti	75 ti
30 sec.....	4.45	4.35	4.20	4.10
10 sec.....	3.50	3.40	3.30	3.15

**WEST BRANCH**

Ogemaw County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**WBMB**

1971

Media Code 4 223 9315 7.00  
Ogemaw Broadcasting Co., 206 W. Houghton Ave., West Branch, Mich. 48661. Phone 517-345-3300.

**STATION'S PROGRAMMING DESCRIPTION**  
WBMB: 65% MOR, 25% modern country, 10% oldies.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gene Kauffman.
- REPRESENTATIVES**  
Michigan Spot Sales.
- FACILITIES**  
1,000 w. days; 1060 kc.  
Operating schedule: Sunrise-local sunset. EST.  
None; all rates net to station.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contracts.  
Member: Michigan Rural Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 7/1/74—Rec'd 6/27/74.

**7. PACKAGE PLANS**

ANNUAL CONTRACT PLAN

PER YR:	1x	100x	300x	750x	1500x	3000+
*5 sec.....	3.00	2.50	2.00	1.50	1.00	.50
30 sec.....	4.25	3.75	3.25	2.75	2.25	1.75
1 min.....	5.75	5.25	4.75	4.25	3.75	3.25

100 ti run in 10 days, 5 sec \*base—1.75.  
1000 ti run in 100 days, 5 sec \*base—1.75.  
(\* Add .25 for each additional 5 sec.

**WHITEHALL**

Muskegon County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WLRC**

1968

Media Code 4 223 9330 8.00  
White River Communications, Inc., Box 158, Blank Rd. & White Lake Dr., Whitehall, Mich. 49461. Phone 616-893-1465.

**MICHIGAN**

- PERSONNEL**  
Station Manager—Michael J. Topoll.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
Michigan—Michigan Spot Sales.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1480 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Michigan Rural Radio Network.

**TIME RATES**

Eff 2/1/73—Rec'd 2/2/73.

**7. PACKAGE PLANS**

BULK, PER YR:

100x	300x	500x	1000x
1 min.....	6.00	5.00	4.40
30 sec.....	4.80	4.00	3.50
10 sec.....	4.10	3.50	3.00

**TOTAL AUDIENCE PLAN**

PER WK:

10 ti	20 ti	30 ti	40 ti
1 min.....	60.00	100.00	128.00

30 sec: 80% of 1-min.

**WEEKEND PLANS—FRI THRU SUN**

PER WK:	12 ti	16 ti	24 ti
1 min.....	60.00	72.00	91.00

30 sec: 80% of 1-min.

- SPECIAL FEATURES**  
Newscasts, farm news & weather, business reports, ski reports—7.00 ea sponsorship.

**DISCOUNT**

52 wk—10% (CB)

**WYOMING**

Kent County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**See Grand Rapids**  
(including Wyoming)

**YPSILANTI**

Washtenaw County—Map Location G-10  
See SRDS consumer market map and data at beginning of the State.

**See Ann Arbor**  
(including Ypsilanti)

**ZEELAND**

Ottawa County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WZND (FM)**

1971

Media Code 4 223 9497 3.00  
West-State Broadcasters Inc., 410 E. Main St., Zeeland, Mich. 49464. Phone 616-772-2145.

**STATION'S PROGRAMMING DESCRIPTION**  
WZND (FM): C-M young adults; 15% gospel.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles E. Rich.
- REPRESENTATIVES**  
Pearse Sales.
- FACILITIES**  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 5 am-11:30 pm. EST.  
Antenna ht.: 98 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American FM Network.

**TIME RATES**

Eff 2/25/74.

AA—6-8 am & 4-7 pm.  
A—Noon-1 pm & 7-10 pm; Sat all day.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 ti	15 ti	25+
1 min.....	6.00	5.50
30 sec.....	4.50	4.00
10 sec.....	2.50	2.00

Sta breaks—minimum 100, flat ea 1.50.

**10. SPECIAL FEATURES**

NEWSCASTS:

AA	A	B
5 min.....	6.00	5.00
10 min.....	12.00	10.

# CAUTION—page numbers break here

*No pages are missing!*

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Note that, in this issue, the first page after number 444 is page number 501.

**444**





# CHANGE BULLETIN

Sept. 26, 1974

Latest available Rates and Data. R(R)

## STATE SECTION

### ALABAMA—Huntsville WEUP

Addition of:  
2. REPRESENTATIVES  
International Advertising/Communications Corp.

TIME RATES  
ET 9/1/74—Rec'd 9/9/74.

7. PACKAGE PLANS		CLASS AA				
YR:	1x	52x	104x	156x	312x	624x
6 DAYS:		5 ti	12 ti	18 ti	24 ti	125 ti
1 min.....	14.00	13.50	13.00	12.50	12.00	11.50
30 sec.....	9.00	8.72	8.44	8.16	7.88	7.50
20 sec.....	7.75	7.52	7.28	7.05	6.81	6.50
10 sec.....	5.50	5.33	5.17	5.00	4.83	4.60

8. PROGRAM TIME RATES

CLASS AA		CLASS A				
YR:	1x	52x	104x	156x	312x	624x
6 DAYS:		5 ti	12 ti	18 ti	24 ti	125 ti
1/2 hr.....	55.00	53.18	51.81	49.71	47.80	45.89
25 min.....	47.85	45.61	43.37	41.13	38.88	36.64
1/4 hr.....	34.98	33.58	32.20	30.81	29.43	28.05
1/2 hr.....	49.00	47.09	45.18	43.27	41.36	39.45
25 min.....	41.50	39.30	37.10	34.90	32.70	30.50
1/4 hr.....	31.00	29.60	28.20	26.80	25.40	24.00

(\*) 30 days.

### CALIFORNIA—Modesto KTRB KTRB-FM

NATIONAL AND LOCAL RATES SAME  
No. 14 ET 7/1/74—Rev 9/3/74—Rec'd 9/9/74

7. PACKAGE PLANS

DISCOUNT		52 wk—10%				
6 wk—5%	1 hr	1/2 hr	1/4 hr	5 min	30 sec	15 sec
6 wk—5%	101.00	50.50	25.00	25.00		
6 wk—5%	75.00	37.50	22.50	15.00		

### CALIFORNIA—San Diego XEGM

TIJUANA, MEXICO  
2. REPRESENTATIVES  
Addition of:  
Avery-Knodl Inc.

### CALIFORNIA—Woodland KSFM (FM)

2. REPRESENTATIVES  
Addition of:  
Northwest—Ft Moore & Assoc., Inc.

TIME RATES  
No. 3 ET 8/1/74—Rec'd 9/9/74

PER WK:	1 min			30 sec		
	AA	A	B	AA	A	B
30 ti	20	17	16	16	14	14
12 ti	19	16	9	15	13	13
18 ti	18	15	8	14	12	12
24 ti	17	14	7	13	11	11

### COLORADO—Colorado Springs KEDI KCMS (FM)

MANITOU SPRINGS  
NOTE: The call letters of these stations have been changed to:

### KIIQ KIIQ-FM

2. REPRESENTATIVES  
Change in:  
PRO Time Sales, Inc.  
TIME RATES  
ET 9/1/74—Rec'd 9/6/74  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 6-10 am & 7-10 pm.  
B—Mon thru Sun 10 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk		13 wk		26 wk		52 wk	
	1 min (*)	1 min (*)	1 min (*)	1 min (*)	1 min (*)	1 min (*)	1 min (*)	1 min (*)
1 ti	10.00	6.75	9.50	6.25	9.00	5.75	8.75	5.00
6 ti	9.25	6.50	8.75	6.00	8.25	5.50	7.75	4.75
12 ti	8.75	6.00	8.50	5.00	8.00	5.00	7.50	4.50
18 ti	8.00	5.50	7.50	5.00	7.00	4.50	6.50	4.00
24 ti	7.50	5.25	7.00	4.75	6.50	4.25	6.00	3.75

(\*) 30 sec.

B: 40% of A.

10 sec: 50% of 1-min.

Specified times: Extra 10%.

10. SPECIAL FEATURES  
Local newscasts—1-1/4x 1-min  
Network news—preemptible, rate earned plus 10%  
non-preemptible, 1-min rate earned.

### FLORIDA—Tampa-St. Petersburg WDCL

DUNEDIN  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 8/1/74—Rec'd 9/9/74

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN		BULK, BTA	
PER WK:	28 ti	21 ti	14 ti
1 min.....	5.20	4.00	6.00
30 sec.....	3.90	2.90	4.50

ANNUAL CONTRACT:  
500 x 5.00 3.75

10. SPECIAL FEATURES  
5-min news, stocks, weather, sports at 2:00 & 3:00, ea 7:00  
DISCOUNT  
13 wk—5% 26 wk—7% 52 wk—10%

### INDIANA—Auburn WIFF

TIME RATES  
No. 6 ET Rec'd 9/6/74

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	1 min	30 sec	1 min	30 sec
1 min.....	1.00	1.00	1.00	1.00
30 sec.....	1.00	1.00	1.00	1.00

### INDIANA—Auburn WIFF-FM

TIME RATES  
No. 6 ET Rec'd 9/6/74

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	1 min	30 sec	1 min	30 sec
1 min.....	1.00	1.00	1.00	1.00
30 sec.....	1.00	1.00	1.00	1.00

### INDIANA—Knox WKVI WKVI-FM

TIME RATES  
ET 6/1/74—Rec'd 9/6/74

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec	
	1 min	30 sec	1 min	30 sec
1 x.....	5.00	4.50	156 x.....	3.50 2.50
13 x.....	5.00	4.00	260 x.....	3.25 2.25
26 x.....	4.50	3.50	312 x.....	3.00 2.00
52 x.....	4.25	3.00	520 x.....	3.00 2.00
104 x.....	4.00	2.75		

10. SPECIAL FEATURES  
News above rates plus 10%  
DISCOUNT  
26 wk 10% 52 wk 20%

### KENTUCKY—Fort Knox WSAC

FORT KNOX-RADCLIFF  
TIME RATES  
No. 7A ET 10/1/74—Rec'd 9/6/74

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 30 sec		1 min 30 sec	
	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
A:	8.20	6.70	Flat.....	7.15 5.90
B:	8.20	6.70	Flat.....	7.15 5.90

ROS—1 MINUTE

30 SECONDS

6 ti..... 4.05 5.05 4.85 4.20 5.25 4.40 4.20 3.70

12 ti..... 5.65 4.75 4.30 4.00 4.85 4.10 3.70 3.55

18 ti..... 6.85 4.50 4.00..... 4.50 3.95 3.55.....

24 ti..... 6.55 5.05..... 5.50 4.40.....

10 sec: 50% of 1-min.

7. PACKAGE PLANS

TAP—MINIMUM PER WK: 36 ti 24 ti 18 ti

1 min. ea..... 5.05 5.35 5.65

30 sec: 80% of 1-min.

8. PROGRAM TIME RATES

MON-SUN, 1 TI: 55 min 25 min 1 hr 10 min

A..... 82 50 32 22

B..... 65 38 25 19

30 SECONDS

PER WK: 1 wk 13 wk 26 wk 52 wk 1 wk 13 wk 26 wk 52 wk

10 ti..... 5.50 4.40 4.20 3.75 4.60 3.90 3.75 3.25

20 ti..... 5.00 4.25 3.75 3.90 4.40 3.70 3.25 3.10

30 ti..... 4.75 4.00 3.60..... 4.20 3.40 3.10

40 ti..... 4.50 3.60..... 4.00 3.20

10 ti..... 4.40 3.75 3.30 3.00 3.75 3.25 3.00 2.70

20 ti..... 4.00 3.50 3.00 2.90 3.50 3.00 2.70 2.50

30 ti..... 3.75 3.25 2.90..... 3.25 2.75 2.50

40 ti..... 3.50 3.00..... 3.00 2.50

10 sec: 50% of 1-min

7. PACKAGE PLANS

TAP—MINIMUM PER WK: 36 ti 24 ti 18 ti

1 min. ea..... 3.60 3.90 4.20

30 sec: 80% of 1-min.

10. SPECIAL FEATURES

Major Market Radio, Inc.  
NOTE: This change in representative also applies to  
WLAS-FM

WLAS-FM

WLAS-FM

**B—Change Bulletin Radio Rates and Data**

**MASSACHUSETTS—Quincy**  
**WJDA**

Addition of:  
**2. REPRESENTATIVES**  
Boston—Nona Kirby Co., Inc.

**MASSACHUSETTS—Salem**  
**WESX**

Addition of:  
**2. REPRESENTATIVES**  
Boston—Nona Kirby Co., Inc.

**NEW JERSEY—Trenton**  
**WTNJ**

**TIME RATES**

No. 1-3 Eff 9/1/74—Rec'd 9/6/74.

**6. SPOT ANNOUNCEMENTS**

**CLASS AA**

PER WK:	1 min	30 sec
1 wk...	11.00 10.50 10.00	9.75 9.50 9.00
6+ wk	10.50 10.00 9.50	9.25 9.00 8.50

**CLASS A**

1 wk...	9.50	9.00	8.50	8.00	8.00	7.75	7.25	6.50
6+ wk	9.00	8.50	8.00	7.50	7.75	7.25	6.50	6.00

Fixed position, extra 1.50

**NORTH CAROLINA—Raleigh-Durham**

**WRAL (FM)**

**RALEIGH TIME RATES**

No. 6 Eff 8/1/74—Rec'd 9/6/74.

I—Mon thru Fri 6 am-7 pm; Sat & Sun 10 am-7 pm  
II—Mon thru Sun 7 pm-midnight & BTA 6 am-midnight; Sat & Sun 6-10 am

**6. SPOT ANNOUNCEMENTS**

**SECTION I**

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
PER YR:	104x	156x	312x	624x	1000x
1 min	15.00	14.00	13.00	12.00	11.00
30 sec	12.00	11.20	10.40	9.60	8.80

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%	39 wk—15%
26 wk—10%	52 wk—20%

**SECTION II**

1 min	11.00	10.00	9.00	8.00	7.00
30 sec	8.80	8.00	7.20	6.40	5.60

**7. PACKAGE PLANS**

(\*) Not available in Sec II

TAP—1/3 DRIVE, 1/3 MID-DAY, 1/3 NIGHT

PER WK:	12 ti	18 ti	24 ti	36 ti
1 min	12.00	11.00	10.00	9.00
30 sec	9.60	8.80	8.00	7.20

Preemptible by Sec I.

**OHIO—Xenia**

**WGIC**

**TIME RATES**

No. 7 Eff 10/1/74—Rec'd 9/6/74

**6. SPOT ANNOUNCEMENTS**

PER YR:	10x	100x	500x	1000x
1 min	6.35	5.75	5.20	4.60
30 sec	5.20	4.60	4.05	3.45
10/15 sec	4.05	3.45	2.90	2.30

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	50 ti
1 min	5.45	5.20	4.90	4.60
30 sec	4.30	4.05	3.75	3.45
10/15 sec	3.15	2.90	2.60	2.30

**8. SPECIAL FEATURES**

5 min local reports—6.00.

**TEXAS—Austin**

**KOKE**

**2. REPRESENTATIVES**

Change in:  
Selcom, Inc.  
NOTE: This change in representative also applies to KOKE-FM.

**TEXAS—Lampasas**

**KCYL**

**2. REPRESENTATIVES**

Change in:  
Dallas—Riley Representatives.

**UTAH—Salt Lake City**

**KSOP**

**TIME RATES**

AAA—Mon thru Fri 6-10 am & 3-7 pm  
AA—Mon thru Fri 10 am-3 pm.  
A—All other times.

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Listing changes received too late  
for inclusion in listing pages



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# 501

# MINNESOTA

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	40,685	Minneapolis-	
METRO AREAS		St. Paul .....	37,228
Duluth-		Rochester .....	282
Superior .....	1,352	St. Cloud .....	306
Fargo-Moorhead	179	Total Metros.....	39,347

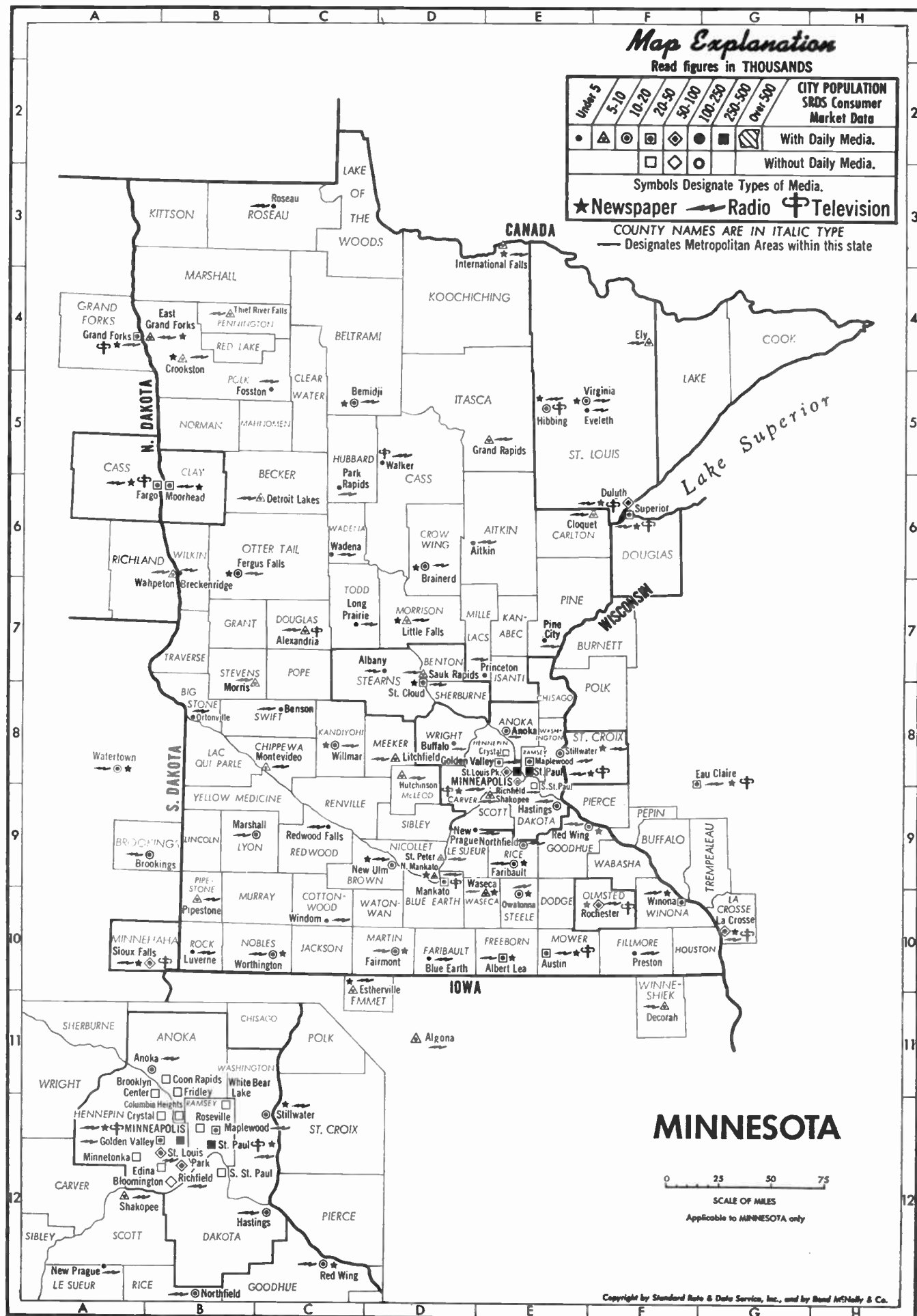
## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	23,198	METRO AREAS	
		Minneapolis-	
		St. Paul .....	17,070





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

**CITIES AND COUNTIES**— This list shows counties in which cities are located. Cities are first, counties next.

Albert Lea—Freeborn  
Austin—Mower  
Blaine—Anoka  
Bloomington—Hennepin

Brooklyn Center—Hennepin  
Brooklyn Park—Hennepin  
Burnsville—Dakota  
Columbia Heights—Anoka

Coon Rapids—Anoka  
Crystal—Hennepin  
Duluth—Saint Louis  
Edina—Hennepin

Fridley—Anoka  
Golden Valley—Hennepin  
Mankato—Blue Earth  
Maplewood—Ramsey

Minneapolis—Hennepin  
Minnetonka—Hennepin  
Moonhead—Clay  
New Brighton—Ramsey

New Hope—Hennepin  
Richfield—Hennepin  
Rochester—Olmsted  
Roseville—Ramsey

St. Cloud—Stearns  
St. Louis Park—Hennepin  
St. Paul—Ramsey  
South St. Paul—Dakota

West St. Paul—Dakota  
White Bear Lake—Ramsey  
Winona—Winona

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types			Service Station (\$000)						
												General Mfgs. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)						
<b>MINNESOTA STATE TOTALS</b>	<b>3,915.3</b>	<b>1,270.95</b>	<b>16,148,685</b>	<b>12,706</b>	<b>7.3</b>	<b>13.1</b>	<b>11.4</b>	<b>28.2</b>	<b>33.1</b>	<b>9,322,224</b>	<b>7,335</b>	<b>1,634,139</b>	<b>267,808</b>	<b>1,468,040</b>	<b>420,397</b>	<b>396,787</b>	<b>1,694,556</b>	<b>774,934</b>	<b>1,934.57</b>	<b>475.3</b>	<b>3,330,304</b>
AITKIN E-6	11.0	4.01	33,620	8,384	14.7	20.1	12.5	20.4	15.7	19,025	4,744	4,338	519	1,984	440	448	3,780	1,774	5.86	3.0	9,135
ANOKA E-8	175.1	48.21	716,528	14,863	2.8	4.8	9.4	36.4	43.7	231,072	4,793	50,663	8,594	47,077	4,815	13,067	25,660	24,204	54.45	3.3	11,920
Blaine	24.6	6.45	89,783	13,920						33,734	4,254	11,231	962	286	371	1,069	5,670	5,999			
Columbia Heights	25.8	7.93	117,676	14,839						36,845	4,371	13,468	981	437	6,027	1,390	3,822				
Coon Rapids	35.3	8.43	129,098	15,314						72,281	7,475	11,236	2,937	43,095	1,761	1,680	821	4,962			
Fridley	33.5	9.67	159,574	16,502						48,485	5,460	9,255	1,160	2,712	4,336	6,877	6,757	12.17	8.1	37,565	
BECKER C-5	27.4	8.88	78,201	8,806	13.8	20.4	13.5	21.0	15.9	61,456	7,440	11,568	1,456	4,529	4,395	3,387	13,724	7,618	11.32	3.1	8,904
BELTRAMI C-4	27.2	8.26	85,646	10,369	11.6	20.1	12.4	21.6	21.9	31,493	4,991	5,219	895	3,772	394	2,531	1,515	6,127	9.30	5.8	25,381
BENTON D-7	21.7	6.31	68,312	10,826	10.6	22.0	12.8	20.2	19.5	20,283	7,654	3,369	1,109	1,373	787	546	2,837	1,575	4.30	2.5	21,854
BIG STONE B-8	7.7	2.65	25,510	9,626	8.0	16.2	12.2	27.7	29.8	135,836	8,110	19,103	5,374	24,627	7,064	8,688	20,698	11,207	25.48	9.3	59,109
BLUE EARTH D-10	54.5	16.75	213,902	12,770						112,396	11,399	14,898	5,031	24,553	6,984	8,115	18,824	8,371			
Mankato	32.8	9.86	98,346	10,363	8.9	17.9	14.7	25.8	22.2	69,887	7,364	11,002	2,099	7,209	2,665	3,070	12,607	5,002	15.23	7.4	61,386
BROWN C-9	29.2	9.02	98,246	10,892	6.6	15.3	16.1	31.8	22.6	74,162	8,222	13,807	1,997	3,476	2,971	1,606	30,588	7,358	14.13	2.2	7,053
CARLTON E-6	29.1	9.06	128,066	14,135	6.0	11.1	9.8	27.4	38.8	45,289	4,999	7,671	1,332	1,351	1,010	2,168	8,214	4,229	13.03	6.8	35,415
CARVER D-9	30.1	5.95	51,536	8,662	15.9	20.2	12.2	18.8	16.5	31,339	5,267	8,421	922	1,145	306	168	6,758	3,260	8.14	2.3	10,375
CASS D-5	17.6	5.04	47,465	9,418	13.1	18.6	14.3	24.3	18.6	36,445	7,231	6,343	1,120	2,747	1,078	1,571	7,054	3,421	8.03	4.8	44,543
CHIPPEWA C-8	14.5	5.96	65,288	10,954	9.1	10.1	12.5	30.6	27.5	36,791	6,173	6,417	919	573	696	1,083	6,860	4,617	10.43	3.7	17,331
CHISAGO E-8	18.7	5.96	65,288	10,954	7.1	12.9	12.6	29.3	32.2	103,360	7,089	22,258	2,318	4,375	2,261	6,688	20,288	11,229	22.03	5.5	53,789
CLAY B-5	49.0	14.58	183,832	12,609						81,336	8,860	18,406	1,572	2,640	1,822	4,459	17,215	8,462			
Moorhead	31.6	9.18	119,173	12,982																	
Fargo-Moorhead Metro Area	128.1	40.32	515,858	12,794	6.5	13.6	12.0	28.5	33.8	371,883	9,223	50,292	8,061	45,379	17,098	17,993	68,017	23,244	61.49		
CLEARWATER C-5	8.0	2.70	21,894	8,109	16.9	22.6	11.7	15.6	13.7	11,729	4,344	2,697	463	2,905	147	841	1,066	1,607	3.96	3.1	10,388
COOK G-4	3.4	1.26	14,100	11,190	9.0	20.9	13.0	23.6	26.5	7,963	6,320	2,219		382	165		1,613	1,755	1.73		
COTTONWOOD C-10	14.6	5.07	61,067	12,045	10.8	21.0	13.3	21.6	24.3	37,075	7,313	4,875	750	1,723	1,026	610	8,440	2,833	8.24	5.3	53,308
CROW WING D-6	35.4	11.98	115,907	9,675	11.1	18.9	13.7	25.1	21.0	86,401	7,212	26,043	1,118	6,483	4,069	2,517	16,720	8,970	19.05	2.9	8,207
DAKOTA E-9	158.2	45.58	702,308	15,408	3.3	5.5	9.3	33.7	45.3	231,861	5,087	51,547	6,758	15,884	9,070	10,293	42,229	21,868	63.43	5.5	39,458
Burnsville	27.9	7.35	113,744	15,475						57,462	6,833	11,921	2,305	467	1,618	3,141	18,200	4,184			
South St. Paul	26.0	8.41	117,269	13,944						53,510	7,473	18,377	1,668	13,436	5,122	2,492	4,729	3,199			
West St. Paul	20.4	7.16	113,517	15,854						25,720	6,304	4,947	538	1,013	593	179	3,621	3,464	6.64	5.2	40,616
DODGE E-10	12.8	4.08	43,530	10,669	10.5	15.2	13.8	27.8	22.7	55,035	7,065	10,235	1,126	2,951	2,863	2,654	8,170	6,796	12.71	6.7	32,016
DOUGLAS C-7	23.2	7.79	73,529	9,439	10.2	21.2	12.8	21.6	18.7	57,484	8,295	9,247	1,216	2,613	1,159	1,973	10,061	5,266	11.67	7.2	71,525
FARIBAULT D-10	20.1	6.93	72,749	10,498	17.0	19.0	14.6	23.6	21.3	51,275	7,034	7,133	834	2,711	1,147	1,266	12,182	4,742	12.07	8.2	77,792
FILLMORE F-10	21.3	7.29	69,825	9,578	9.4	16.8	12.3	21.5	20.9	107,535	8,116	14,584	3,535	14,370	3,771	5,073	19,107	1,186	20.20	8.0	65,177
FREEBORN E-10	40.1	13.25	139,127	10,500						78,956	11,344	12,671	2,817	13,611	3,397	4,122	16,477	6,388			
Albert Lea	20.1	6.96	77,424	11,124	8.5	13.8	11.9	28.8	29.2	87,608	7,481	18,914	2,448	6,868	2,682	2,985	16,882	5,581	19.15	8.4	58,430
GOODHUE E-9	35.1	11.71	132,690	11,331	15.5	22.8	12.8	19.2	16.8	21,215	8,452	2,093	802	1,109	806	390	4,977	1,175	4.19	3.0	25,787
GRANT B-7	7.2	2.51	23,064	9,189	5.1	8.4	9.1	29.1	44.2	2,947,771	8,733	455,342	84,044	672,792	151,237	140,651	543,809	198,684	528.17	3.0	25,883
HENNEPIN E-8†	975.6	337.56	5,017,671	14,865						243,273	9,268	48,103	6,270	100,201	7,067	6,967	37,442	15,708			
Bloomington	91.4	26.25	443,394	16,891						154,081	14,254	14,385	576	96,669	6,877	5,669	12,993	3,199			
Brooklyn Center	38.5	10.81	161,674	14,956																	
Brooklyn Park	30.8	9.30	129,337	13,907						80,754	8,509	26,942	1,777	32,423	1,431	4,287	4,788	3,068			
Crystal	32.8	9.49	147,050	15,495						167,962	10,864	20,535	4,239	28,560	18,239	16,619	15,558	5,903			
Edina	48.5	15.46	402,437	26,031						43,087	5,427	4,428	2,079	4,104	1,181	741	2,609	2,764			
Golden Valley	27.3	7.94	169,957	21,405						1,766,754	10,467	214,134	46,981	283,235	84,848	77,823	287,349	105,751			
Minneapolis	421.8	168.79	1,984,579	11,758																	
Minneapolis-St. Paul Metro Area	2,042.0	665.77	9,685,690	14,548	4.9	8.5	9.6	30.6	42.3	5,085,965	7,639	853,510	152,994	1,046,390	236,153	228,854	911,532	382,356	1,007.69		
Minnetonka	39.1	10.71	220,919	20,627						29,016	2,709	8,525		16,316	362	649	5,186	4,720			
New Hope	28.2	7.90	105,820	13,395						114,872	7,004	26,501	5,946	14,813	4,429	7,758	26,273	7,994			
Richfield</																					

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (000)					
			Per Household (\$000)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales— Per Household (\$000)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- otive (\$000)	Service Station (\$000)			
RAMSEY E-8	479.5	160.89	2,264,830	14,077	5.3	9.0	10.0	30.5	41.0	1,266,311	7,871	221,152	42,118	298,760	60,299	53,146	218,663	89,132	248.60			
Maplewood	27.0	7.50	118,402	15,787						53,924	7,190	7,399	485	5,380	2,671	2,425	3,957	3,859				
New Brighton	23.5	7.10	103,391	14,562																		
Roseville	37.5	11.22	196,365	17,501						86,370	7,698	33,593	3,609	21,619	2,797	2,559	3,039	6,203				
St. Paul	306.1	110.64	1,422,257	12,855						861,867	7,790	146,679	29,495	219,348	45,124	41,489	188,527	63,451				
Minneapolis-St. Paul Metro Area	2,042.0	665.77	9,685,690	14,548	4.9	8.5	9.6	30.6	42.3	5,085,965	7,639	853,510	152,994	1,046,390	236,153	228,854	911,532	382,356	1,007.69			
White Bear Lake	26.4	7.08	111,856	15,799						56,554	7,988	12,268	3,416	13,728	1,277	741	9,268	4,040				
RED LAKE B-4	5.4	1.65	14,560	8,824	12.9	26.9	11.0	16.3	17.6	7,545	4,573	801	211	271	172	333	1,917	568	2.73	2.8	11,342	
REDWOOD C-9	19.4	6.41	64,672	10,089	10.8	20.7	13.9	22.9	20.6	58,578	9,139	8,315	1,060	3,538	2,470	1,540	11,530	3,338	10.94	8.5	75,727	
RENVILLE C-9	20.5	6.81	63,337	9,301	12.7	24.2	14.2	20.7	17.2	45,233	6,642	6,649	1,211	1,772	801	736	6,015	4,113	11.24	8.7	85,454	
RICE E-9	44.2	12.62	157,239	12,460	6.4	14.6	12.1	29.1	30.7	87,353	6,922	16,569	2,515	6,159	5,347	3,687	17,281	6,861	19.25	7.9	45,308	
ROCK B-10	11.1	3.67	38,601	10,518	9.3	19.5	13.8	24.6	22.0	30,045	8,187	3,781	606	2,395	1,547	613	5,691	2,448	6.11	4.5	66,216	
ROSEAU C-3	11.3	3.62	35,581	9,829	11.2	18.8	13.7	23.5	20.0	20,421	5,641	3,578	576	537	1,204	750	4,552	1,949	5.71	4.6	20,066	
St. Louis F-5f	220.1	75.08	822,781	10,959	7.4	15.1	14.4	30.4	25.7	522,120	6,954	120,997	14,772	87,658	38,647	31,584	96,133	41,346	104.69	4.1	6,942	
Duluth	98.2	34.97	402,426	11,508						310,805	6,884	64,040	8,613	68,263	25,685	22,430	48,593					
Duluth-Superior Metro Area	264.8	90.09	977,877	10,854	7.9	15.4	14.5	30.2	24.6	614,381	6,820	139,594	17,129	95,602	44,315	34,507	113,275	49,198	123.54			
SCOTT E-9	35.4	9.95	139,277	13,998	5.8	9.3	10.6	31.7	36.7	57,541	5,783	9,384	1,516	1,777	997	1,062	15,296	9,881	16.19	6.5	25,565	
SHERBURNE D-8	21.1	6.12	71,054	11,610	6.2	13.0	12.9	30.2	29.2	19,214	3,140	3,685	307	261	257	479	3,839	3,569	8.51	3.2	22,129	
SIBLEY D-9	15.6	5.09	52,990	10,411	10.3	18.8	13.0	23.6	21.8	30,737	6,039	6,623	452	1,316	271	564	4,075	2,034	7.82	7.4	52,046	
STEARNS D-7	100.0	26.06	293,438	11,260	9.0	17.3	13.9	20.7	23.7	226,226	8,681	39,823	7,645	38,108	9,971	6,166	41,561	16,074	42.62	19.5	111,414	
St. Cloud?	43.1	11.62	138,732	11,939						147,133	12,662	28,191	6,449	28,124	8,380	5,575	28,674	10,201				
St. Cloud Metro Area	142.8	38.49	432,804	11,245	8.5	17.1	13.6	27.5	24.5	276,933	7,195	48,727	8,847	42,141	10,622	9,176	46,915	25,770	60.43			
STEELE E-10	27.6	9.07	105,822	11,667	8.9	14.4	13.5	29.7	26.9	68,048	7,503	11,087	988	4,847	3,007	2,778	12,908	6,126	14.20	5.5	40,633	
STEVENS B-7	11.2	3.49	38,156	10,933	8.5	17.6	13.4	23.8	22.7	24,160	6,923	4,724	1,245	2,377	950	852	3,877	1,311	5.33	3.3	41,018	
SWIFT C-8	12.9	4.42	38,566	8,725	13.8	21.4	12.8	20.0	17.5	37,090	8,391	5,926	967	2,044	597	633	6,221	2,539	7.28	4.7	51,644	
TODD C-7	23.9	7.85	61,204	7,797	15.9	20.0	11.5	17.1	12.8	33,809	4,307	6,267	820	2,154	1,005	814	7,441	3,010	10.72	11.0	48,187	
TRAVESER B-7	6.0	2.03	20,874	10,283	14.1	19.2	12.5	20.6	22.0	14,848	7,314	2,316	292	681	315	332	894	2,304	3.19	2.4	19,410	
WABASHA F-9	18.0	5.85	61,876	10,577	10.9	17.9	13.7	26.1	23.2	41,475	7,090	6,171	755	1,201	911	1,067	5,910	3,406	9.06	5.5	45,120	
WADENA C-6f	12.4	4.06	36,415	8,969	14.8	20.9	12.3	20.3	17.3	60,172	14,821	7,074	759	5,242	813	1,516	10,926	3,657	6.56	2.9	16,368	
WASECA D-10	16.7	5.52	63,140	11,438	9.6	17.3	12.1	25.4	27.8	36,096	6,539	5,331	1,032	1,097	1,634	1,670	7,223	2,640	8.67	5.5	33,589	
WASHINGTON E-8	92.1	25.38	380,481	14,991	3.7	6.5	10.1	34.4	42.1	112,704	4,441	25,983	4,591	3,210	3,152	3,835	18,412	15,617	36.40	4.1	24,963	
WATONWAN D-10	13.0	4.52	44,496	9,844	9.4	19.4	13.9	26.0	20.6	36,379	8,048	5,402	934	1,433	940	1,387	6,198	4,501	7.37	4.8	39,946	
WILKIN B-6	9.0	2.83	27,787	9,819	10.8	20.7	14.5	24.8	19.3	22,360	7,901	3,985	740	1,570	252	894	1,598	2,178	4.53	3.6	28,380	
WINONA F-10	45.4	14.26	158,551	11,119	8.9	14.3	12.7	28.4	26.7	105,857	7,423	18,070	2,837	11,788	5,821	3,385	19,661	9,099	21.21	6.0	48,880	
WINONA	27.0	8.00	99,225	11,276						89,634	10,186	16,378	2,201	11,578	5,343	3,242	15,878	7,131				
WRIGHT D-8	41.4	12.46	134,201	10,771	9.2	16.0	12.1	27.8	25.5	89,376	7,173	13,833	1,582	2,026	2,906	2,255	20,521	8,612	20.70	10.1	45,620	
YELLOW MEDICINE B-9	13.8	4.70	49,140	10,455	11.8	21.3	13.7	22.6	18.8	29,681	6,315	5,631	804	1,311	402	568	5,793	2,668	7.63	6.5	58,453	

(\*) Includes portions in Benton and Sherburne Counties. (\*) Includes portion in Washington County.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## MINNESOTA

See SDDS consumer market map and data at beginning of the state.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

## Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 224 0150 5.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

## MINNESOTA STATE GROUP

Comprised of:

KKIN—Aitkin	KQAD—Laverne
KASN—Albany	KMRS—Morris
KBMO—Benson	KYMN—Northfield
KBEW—Blue Earth	KRFQ—Owatonna
KVBR—Brainerd	KPRM—Park Rapids
KBMW—Breckenridge	KLOH—Pipestone
WKLK—Cloquet	KRBI—St. Peter
WWJC—Duluth	WVAL—Sauk Rapids
WELY—Ely	KSM—Shakopee
WEVE—Eveleth	WAYN—Stillwater
KEHG—Fosston	KWAD—Wadena
KDWA—Hastings	KLLR—Walker
CFOR—International Falls	KDOM—Windom

1 min 30 sec  
All stations..... 118 94  
(D)

## Linder Group, The

Comprised of:

Interconnected by Tape Stations  
KWLM—Willmar K10E—Mankato  
KMH—Marshall KDMA—Montevideo  
Media Code 4 224 0230 5.00  
Business Office—1340 N. 7th St., Willmar, Minn.  
Phone 235-1340.  
Address all communications to Harry W. Linder,  
Box 834, Willmar, Minn. 56201.

## 1. PERSONNEL

President—Harry W. Linder  
Vicepres.—Willard Linder

## 4. AGENCY COMMISSION

15%: no cash discount. Bills payable when rendered

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.

Basic Rates: 10h, 11h, 12h, 13h, 14h, 15h.

Contracts: 40a, 41, 42d, 45, 46, 47a, 48, 50, 51a.

Comb.: Cont. Discounts: 60h, 61a, 62b.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 82

Following is composite rate of 4 member stations.

## TIME RATES

ET Rec'd 6/1/66.

7. PACKAGE PLANS 5 ti 10 ti 15 ti 20 ti 25 ti

1 wk..... 28 26 24 22 20

13 wk..... 26 24 22 20 18

26 wk..... 24 22 20 18 16

8. PROGRAM TIME RATES

1 x..... 280 168 88 72 56

## DISCOUNTS

15%—5% 52%—15% 156%—25%

26%—10% 104%—20% 260%—30%

## Minnesota Star Network

Comprised of:

Non-Interconnected Stations

AM STATIONS

KSTP—Minneapolis-KFAM—St. Cloud

St. Paul KMRB—Morris

KWOA—Forthington KNRA—Alexandria

KBEW—Blue Earth KLIZ—Brainerd

KQAQ—Austin KGH5—International Falls

KCUN—Red Wing

FM STATIONS

KBTP—FM—Minneapolis-KROC—FM—Rochester

St. Paul KFAM—FM—St. Cloud

KWOA—FM—Worthington KL



# ALBERT LEA

Freeborn County—Map Location K-10  
See SRDS consumer market map and data at beginning of the State.

**KATE**  
1937



## AVERY-KNODEL, INC.

**NAB** **RAB**

Communications Properties, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 224 0375 3.00  
Communications Properties, Inc., 305 S. 1st Ave.,  
Albert Lea, Minn. 56007. Phone 507-373-2338.

**STATION'S PROGRAMMING DESCRIPTION**  
KATE: Modified block programming for general interest.

- PERSONNEL**  
General Manager—Lawrence A. Waskosky.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Minneapolis, St. Paul—Paul J. Ewing.
- FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 5-11 am. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 2/4/74—Rec'd 2/4/74.

AAA—6-7 am & 12:15-1:15 pm.					
AA—Mon thru Sat 7-10 am & 4-7 pm.					
A—All other times.					

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	3 ti	6 ti	12 ti
PER WK:	9.50	9.00	8.50
1 min.	8.50	8.00	7.50
30 sec.	8.50	8.00	7.50

CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	9.00	8.50	8.00	7.50	7.00
30 sec.	7.00	6.50	6.00	5.50	5.00

CLASS A	8.00	7.50	7.00	6.50	6.00
1 min.	8.00	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50	4.00

# ALEXANDRIA (1 AM; 2 FM)

Douglas County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## KCMT (FM)

1970

Subscriber to the NAB Radio Code  
Media Code 4 224 0640 5.00  
Central Minnesota Television Co., Box 614, Alexandria, Minn. 56308. Phone 612-763-5166.

- PERSONNEL**  
General Manager—Glenn W. Flint.
- FACILITIES**  
ERP 100,000 w.; 100.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 930 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL RATE POLICY**  
Affiliated with NBC.

### TIME RATES

ET 7/1/74—Rec'd 7/11/74.

<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.	10.00	30 sec.	7.50		

## KXRA

1949

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 0690 6.00  
Alexandria Broadcasting Corp., 1310 Broadway, Alexandria, Minn. 56308. Phone 612-763-3131.

- PERSONNEL**  
Pres. & Com'l Mgr.—E. Q. Walters.
- REPRESENTATIVES**  
Donald Cooke, Inc.  
Canada—Andy McDermott Sales Ltd.  
Minneapolis, St. Paul—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Minnesota Star Network, Farm Directors Radio Network.

### TIME RATES

ET 12/1/73—Rec'd 11/28/73.

<b>6. SPOT ANNOUNCEMENTS</b>									
1x	13x	26x	52x	104x	156x	260x	312x		
1 min	8.75	8.65	8.45	8.20	7.70	7.20	6.40	6.00	
30 sec	7.50	7.40	7.20	6.95	6.45	5.95	5.15	4.75	

**7. PACKAGE PLANS**

SATURATION—BTA					
200 ti/4 wk.	1 min 30 sec	1,000	625		
120 ti/2 wk.		625	375		
60 ti/1 wk.		345	185		
30 ti/1 wk.		185	125		

# KXRA-FM

1968

**NAB** **RAB** **NAFMD**

Subscriber to the NAB Radio Code  
Media Code 4 224 0691 8.00  
Alexandria Broadcasting Corp., Box 26, 1312 Broadway, Alexandria, Minn. 56308. Phone 612-763-3131.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP: 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 150 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: Minnesota Star Network.

### TIME RATES

FM only: 50% of KXRA rates. See that listing.

# ANOKA (1 AM; 1 FM)

Anoka County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## KANO

1936

**NAB** **RAB**

Media Code 4 224 0805 4.00  
Community Service Radio, Inc., Box 1470, Anoka, Minn. 55303. Phone 612-421-2600.

**STATION'S PROGRAMMING DESCRIPTION**  
KANO: MUSIC: middle-of-the-road.

- PERSONNEL**  
Station Manager—Stewart G. Dahl.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
1,000 w.; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6-8:45 am Sun.  
For non-simulcast facilities see KTVN (FM).
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KTVN (FM).

### TIME RATES

ET 9/1/69—Rec'd 7/27/70.

<b>6. SPOT ANNOUNCEMENTS</b>									
PER WK:	1 ti	10 ti	12 ti	18 ti	24 ti	36 ti	50 ti		
PER YR:	1x	50x	100x	150x	250x	500x	1000x		
1 min	6.00	5.50	5.00	4.50	4.25	4.00	3.75		
30 sec	4.50	4.25	4.00	3.75	3.50	3.00	2.75		

Less than 30 sec: 50% of 1-min.

**7. PACKAGE PLANS**

SATURATION IMPACT PACKAGES					
10 ti, 1 day	1 min 30 sec	5.00	4.00		
20 ti, 2 days		4.00	3.00		
30 ti, 3 days		3.75	2.75		

# KTWN (FM)

1968

**NAB** **RAB**

Media Code 4 224 0860 9.00  
Community Service Radio, Inc., Box 1470, Anoka, Minn. 55303. Phone 612-421-2600.  
See affiliated AM station for additional information.  
AM facilities: KANO.

- STATION'S PROGRAMMING DESCRIPTION**  
KTWN (FM): MUSIC: general popular music.
- FACILITIES**  
ERP 57,000 w. (horiz.), 57,000 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 6 am-midnight daily. CST.  
Antenna ht.: 331 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-midnight Mon thru Sat & 8:45 am-midnight Sun.  
For simulcast facilities see KANO.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 6/1/70—Rec'd 7/27/70.

<b>6. SPOT ANNOUNCEMENTS</b>									
PER WK:	1 ti	5 ti	12 ti	18 ti	24 ti	36 ti	50 ti		
PER YR:	1x	50x	100x	150x	250x	500x	1000x		
1 min.	10.00	9.00	8.00	7.50	7.00	6.00	5.50		
30 sec.	8.00	7.00	6.00	5.00	4.50	4.00	3.00		

**7. PACKAGE PLANS**

SATURATION PLANS—ROS					
PER DAY:	4 ti	6 ti	10 ti	15 ti	
1 min.	7.00	6.00	5.00	4.00	
30 sec.	5.50	5.00	3.50	3.00	

# AUSTIN (2 AM; 1 FM)

Mower County—Map Location K-10  
See SRDS consumer market map and data at beginning of the State.

## KAAL (FM)

1968

**NAB** **RAB**

Blackhawk Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 224 0890 6.00  
Minnesota-Iowa Television Co., Box 577, Austin, Minn. 55912. Phone 507-433-8836.  
See affiliated AM station for additional information.  
AM facilities: KAUS.

- PERSONNEL**  
Sales Manager—Pete McCann.
- FACILITIES**  
ERP: 100,000 w. 99.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 1,000 ft. above average terrain.

### TIME RATES

ET 4/1/69—Rec'd 4/28/69.

<b>8. SPOT ANNOUNCEMENTS</b>					
PER YR:	1x	100x	150x	250x	350x
1 min.	4.00	3.75	3.50	3.25	3.00
30 sec.	80%				

# KAUS

1948

**NAB** **RAB**

Blackhawk Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 224 0920 1.00  
Minnesota-Iowa Television Co., Box 577, Austin, Minn. 55912. Phone 507-433-8836.

- PERSONNEL**  
President—Robert Buckmaster.  
Vice-Pres. & Gen'l Mgr.—Richard V. Taber.  
Sales Manager—Mark Foley.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Minneapolis, St. Paul—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w.; 1480 kc. Directional—separate patterns day and night.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: KAAL (FM).  
Affiliated with MBS.

### TIME RATES

ET—Rec'd 6/25/68.

AA—6-9 am, noon-1 pm & 3-6 pm.					
A—All other times except 6 pm-midnight.					

**7. PACKAGE PLANS**

	CLASS AA				
1 MIN:	1 wk	6 wk	13 wk	26 wk	39 wk
1 ti.	6.75	6.50	6.25	5.75	5.25
6 ti.	6.25	6.00	5.75	5.25	4.75
12 ti.	5.75	5.50	5.25	4.75	4.25
18 ti.	5.00	4.75	4.50	4.00	3.75
24 ti.	4.50	4.25	4.00	3.50	3.25

CLASS A

1 min. discount per spot.	50.
30 sec: 80% of 1-min.	
10 sec: 50% of 1-min.	
7-11:59 pm: 50% of AA.	

# KQAQ

1960

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 1035 7.00  
KQAQ, Inc., Box 97, Austin, Minn. 55912.  
Studio—100 Building. Phone 507-437-4567.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Donald F. Jones.  
Operations Manager—Sheldon Miller.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Minneapolis—Paul J. Ewing.
- FACILITIES**  
5,000 w. days, 500 w. nights; 970 kc. Directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 24b, 24c, 25a, 2b, 29b, 29a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60l, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Member: Minnesota Star Network.

### TIME RATES

No. 5 ET 4/1/67—Rec'd 3/2/67.

<b>7. PACKAGE PLANS</b>					
1 MIN:	1 ti	5 ti	10 ti	15 ti	20+
1 wk.	7.50	7.00	6.50	6.00	5.50
12 wks.	7.00	6.50	6.00	5.50	5.00
26 wks.	6.50	6.00	5.50	5.00	4.50
39 wks.	6.00	5.50	5.00	4.50	4.00
52 wks.	5.50	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min.

**10. SPECIAL FEATURES**  
Farm Program—5-7 am & noon-1:30 pm, earned rate plus 1.00.

# BEMIDJI

Beltrami County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## KBUN

1946

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 1150 4.00  
Paul Bunyan Broadcasting Co., 502-1/2 Beltrami Ave., Bemidji, Minn. 56601. Plaza 1-4120.

- STATION'S PROGRAMMING DESCRIPTION**  
KBUN: Programmed for adults and young adults.

# MINNESOTA

- PERSONNEL**  
General Manager—Ned J. Goodwin.
- REPRESENTATIVES**  
M. A. Sales Co., Inc.
- FACILITIES**  
1,000 watts days, 250 watts nights; 1450 kc.  
Non-directional.  
Operating schedule: 6:00 a.m. to midnight. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective January 1, 1960. (Card No. 2.)  
Card received December 23, 1959.

<b>6. SPOT ANNOUNCEMENTS</b>					
	CLASS "A"				
	(Sign-on to 7:00 p.m.)				
Per week:	1 minute				
1 time	5.00	10 times	2.85		
3 times	4.00	20 times	2.35		
5 times	3.50				

30 seconds

1 time	3.00	10 times	2.10
3 times	2.70	20 times	1.70
5 times	2.50		

CLASS "B"  
(7:00 p.m. to midnight)  
1 minute

PER WK:	3.75	10 times	2.40
1 time	3.00	20 times	1.90
5 times	2.25		

30 seconds

1 time	2.35	10 times	1.60
3 times	2.00	20 times	1.25
5 times	1.90		

# BENSON (1 AM; 1 FM)

Swift County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

## KBMO

1956

**NAB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 1265 0.00  
North Star Broadcasting Co., Box 208, 1205 Pacific Ave., Benson, Minn. 56215. Phone 612-842-4601.

- PERSONNEL**  
General Manager—Ron C. Overlander.
- FACILITIES**  
500 w.; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP: 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-10:30 pm. EST.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Viking Radio Network.

# MINNESOTA

## Blue Earth—Continued

### K BEW-FM

1986



Subscriber to the NAB Radio Code  
Media Code 4 224 1381 5.00  
Faribault County Broadcasting Company, Box 306,  
Blue Earth, Minn. 56013. Phone 507-526-2181.  
See affiliated AM station for additional information.  
3. FACILITIES  
ERP 6,000 w.; 100.9 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Partial simulcast operation. Operated separately local  
sunset-10:30 pm. For simulcast facilities see KBEV.  
4. AGENCY COMMISSION  
None; all rates net to station.

#### TIME RATES

Rates are identical to KBEV. See that listing.

## BRainerd (2 AM; 1 FM)

Crow Wing County—Map Location D-6  
See SRDS consumer market map and data at begin-  
ning of the State.

### KLIZ

1945



Subscriber to the NAB Radio Code  
Media Code 4 224 1495 3.00  
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd,  
Minn. 56401. Phones 218-829-2853, 2854.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Earl R. Johnson.  
3. FACILITIES  
5,000 w. 1380 kc. Directional—night.  
Operating schedule: 6-1:05 am. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Minnesota Star Network.

#### TIME RATES

No. 11 Eff 3/1/74—Rec'd 3/18/74.

6. SPOT ANNOUNCEMENTS  
PER MO: 1 ti 20 ti 40 ti 60 ti 80 ti 100 ti 150 ti  
1 min 4.75 4.20 3.85 3.65 3.40 3.20 3.10  
30 sec 3.75 3.20 2.85 2.65 2.40 2.20 2.10  
PER YR: 500x 700x 1000x 1350x  
1 min 3.70 3.50 3.25 2.95  
30 sec 2.70 2.50 2.25 1.95  
PER MO: 25 ti 50 ti 100 ti  
10 sec 1.75 1.50 1.25

### KLIZ-FM

1960



Subscriber to the NAB Radio Code  
Media Code 4 224 1495 1.00  
Brainerd Broadcasting Co., 2700 E. Oak St., Brainerd,  
Minn. 56401. Phones 218-829-2853, 2854.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
KLIZ-FM: Contemporary/rock music.  
3. FACILITIES  
ERP 36,000 w.; 95.7 mc. Stereo.  
Operating schedule: 6-1:05 am. CST.  
Antenna ht.: 386 ft. above average terrain.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Minnesota Star Network.

#### TIME RATES

Rates are identical to KLIZ. See that listing.

### KVBR

1964



Subscriber to the NAB Radio Code  
Media Code 4 224 1610 7.00  
Greater Minnesota Broadcasting Corp., 411 Laurel  
St., Brainerd, Minn. 56401. Phone 218-829-8747.

1. PERSONNEL  
Pres. & Sales Mgr.—Charles B. Persons.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:45 am-midnight daily except  
Sun 8-11 pm. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

Eff 7/1/74—Rec'd 7/24/74.

6. SPOT ANNOUNCEMENTS  
1x 50x 100x 300x 500x 1000x  
1 min 5.00 4.75 4.50 4.25 4.00 3.50  
30 sec 4.00 3.75 3.50 3.30 3.10 2.80  
7. PACKAGE PLANS  
WITHIN 1 WK: 10 ti 25 ti 50 ti 75 ti 100 ti  
1 min 4.75 4.50 4.00 3.75 3.50  
30 sec 3.75 3.50 3.15 2.95 2.75

# BRECKENRIDGE

Wilkin County—Map Location B-6  
See SRDS consumer market map and data at begin-  
ning of the State.

### K BMW

1948

Media Code 4 224 1725 3.00  
Interstate Broadcasting Corp., 605 Dakota Ave.,  
Wahpeton, N. D. 58075. Phones 701-642-6639,  
6630.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Mrs. R. E. Ingstad.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.  
4. AGENCY COMMISSION  
15% on net time; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Dakota Farm Network—North Dakota.

#### TIME RATES

Rates effective December 1, 1958.

Rates received November 26, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES  
1/4 hr. 10 min. 5 min. 1 min.  
1 time 15.00 12.00 10.00 6.00  
26 times 14.00 11.00 9.00 5.70  
52 times 13.00 10.00 8.00 5.55  
156 times 12.00 9.00 7.00 4.80  
260 times 11.00 8.00 6.00 4.50  
812 times 10.00 7.00 5.00 4.20  
7. PACKAGE PLANS  
1-minute or less per week:  
1 time 6.00 15 times 4.00  
10 times 4.50 20 times 3.50

## BUFFALO

Wright County—Map Location D-8  
See SRDS consumer market map and data at begin-  
ning of the State.

### KRWG

1971

Subscriber to the NAB Radio Code  
Media Code 4 224 1722 4.00  
Wright County Radio, Inc., Box 267, Buffalo, Minn.  
55313. Phone 612-682-4444.

1. PERSONNEL  
Pres. & Gen'l Mgr.—T. C. (Ted) Appleby.  
3. FACILITIES  
500 w. days; 1360 kc. Non-directional. Same pattern  
day and night.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 3 Eff 4/1/74—Rec'd 4/2/74.

AA—Mon thru Sat 7 am-1 pm & 4-6 pm.  
A—Mon thru Sat 6-7 am & 1-4 pm.  
B—Mon thru Sat 6 pm-sign-off; Sun all day.  
6. SPOT ANNOUNCEMENTS  
1 min 30 sec  
1x AA A B AA A B  
13x 4.40 3.90 3.50 3.70 3.40 3.00  
26x 4.30 3.80 3.40 3.60 3.30 2.90  
52x 4.20 3.70 3.20 3.55 3.25 2.80  
104x 4.10 3.60 3.10 3.45 3.15 2.60  
156x 3.90 3.40 3.00 3.25 3.00 2.40  
260x 3.70 3.20 2.80 3.00 2.70 2.20  
312x 3.40 2.90 2.50 2.70 2.40 2.10  
312x 3.20 2.70 2.30 2.50 2.20 1.90  
365x 3.00 2.40 2.00 2.20 2.00 1.80  
500x 2.70 2.20 1.80 2.20 2.00 1.75

ID's  
1x 3.40 3.00 2.80  
13x 3.20 2.90 2.60  
26x 3.00 2.70 2.40  
52x 2.80 2.40 2.20  
104x 2.60 2.30 2.00  
156x 2.40 2.10 1.80  
260x 2.20 1.90 1.60  
312x 2.00 1.70 1.40  
365x 1.80 1.50 1.25  
500x 1.80 1.40 1.15

7. PACKAGE PLANS  
ETA—IMPACT PLANS  
PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti 40 ti  
1 min 20.00 37.50 52.50 70.00 97.50 120.00  
30 sec 17.50 33.00 46.50 58.00 84.00 100.00  
ID's 14.00 25.00 35.00 44.00 63.00 80.00  
B SPECIALS: 20 ti 10 ti  
1 min 55.00 30.00  
PICK-A-PLAN ANNUAL CONTRACT  
PER MO. MON THRU SAT: Total  
I—1 1/4 hr AA, 1 1-min AA, 1 1-min A per day 300  
II—1 1/4 hr AA, 1 1-min A per day 250  
III—2 5-min AA per day 200  
IV—1 5-min AA, 1 1-min A per day 150  
V—1 5-min AA per day or 1 5-min & per day &  
1 min-A Sunday 100  
VI—1 1-min per day 3 in am, 3 in pm 60

## CAMBRIDGE

Isanti County—Map Location E-7  
See SRDS consumer market map and data at begin-  
ning of the State.

### KABG

1973

Media Code 4 224 1811 1.00  
Isanti Broadcasting Co., 540 N. Emerson Ave.,  
Cambridge, Minn. 55008. Phone 612-434-6901.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Jack I. Moore.  
3. FACILITIES  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 5:30 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 1 Eff 4/1/73—Rec'd 8/29/74.

6. SPOT ANNOUNCEMENTS  
1x 13x 27x 53x 100+  
1 min 5.00 4.75 4.50 4.25 4.00  
30 sec 4.00 3.75 3.50 3.25 3.00  
7. PACKAGE PLANS  
PER MO: 30 ti 60 ti 90 ti 120 ti 150 ti  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti  
1 min 4.50 4.25 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00 2.75 2.50  
PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti  
1 min 4.50 4.25 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00 2.75 2.50

## 5. SPOT ANNOUNCEMENTS

1 min 5.00 4.75 4.50 4.25 4.00  
30 sec 4.00 3.75 3.50 3.25 3.00  
7. PACKAGE PLANS  
PER MO: 30 ti 60 ti 90 ti 120 ti 150 ti  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti  
1 min 4.50 4.25 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00 2.75 2.50  
PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti  
1 min 4.50 4.25 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00 2.75 2.50

## CLOQUET

Carlton County—Map Location E-6  
See SRDS consumer market map and data at begin-  
ning of the State.

### WKLK

1950



Subscriber to the NAB Radio Code  
Media Code 4 224 1840 0.00  
Cloquet Broadcasting Co., Box 309, Cloquet, Minn.  
55720. 879-8725.

1. PERSONNEL  
Bus. & Sales Mgr.—Andrew Dufenetz.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight daily. CST.  
4. AGENCY COMMISSION  
15/10 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KBS.

#### TIME RATES

Eff 2/1/73—Rec'd 2/19/73.

A—6 am-6 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
A: 1x 26x 52x 104x 260x 520x  
1 min 5.00 4.75 4.50 4.25 4.00 3.75  
30 sec 3.50 3.25 3.00 2.75 2.50 2.25  
B: 1 min, flat 2.00.

## CROCKSTON

Polk County—Map Location B-5  
See SRDS consumer market map and data at begin-  
ning of the State.

### KROX

1948



Subscriber to the NAB Radio Code  
Media Code 4 224 1955 6.00  
The Crockston Broadcasting Co., Box 620 Magles  
Bldg., Crockston, Minn. 56716. Phone 218-281-  
1140.

1. PERSONNEL  
General Manager—William J. Klewel.  
2. REPRESENTATIVES  
Donald Cooke, Inc.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w.; 1360 kc. Directional—night only.  
Operating schedule: 6 am-midnight. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Viking Radio Network.

#### TIME RATES

Eff 6/1/74—Rec'd 5/24/74.

A—Mon thru Sun Sign-on-7 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
A: 1x 156x 260x 312x  
1 min 5.75 5.50 4.85 4.70  
30 sec 4.70 4.45 3.85 3.75  
B: 60% of A.  
7. PACKAGE PLANS  
CLASS A  
SATURATION. PER WK. EA: 10 ti 20 ti 30+  
1 min 5.50 5.15 5.05  
30 sec 4.60 4.15 4.05  
CLASS B  
PER WK. EA: 1 min 30 sec  
10+ 3.50 2.30  
A & B combinable for frequency discount. Satur-  
ation spots not combinable.

## DETROIT LAKES

Becker County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

### KDLM

1951



Subscriber to the NAB Radio Code  
Media Code 4 224 2070 3.00  
Detroit Lakes Broadcasting Corp., 1340 Richwood  
Rd., Detroit Lakes, Minn. 56501. Phone 218-847-  
5824.

1. PERSONNEL  
General Manager—Alver Leighton.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.

## 5. GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/73—Rec'd 7/13/73.  
6. SPOT ANNOUNCEMENTS  
1x 65x 130x 195x 260x 325x 455x 700x  
30 sec 4.25 4.00 3.80 3.65 3.50 3.35 3.20 3.00  
1 min 5.75 5.50 5.30 5.15 5.00 4.85 4.70 4.50

## DULUTH (Minn.)- SUPERIOR (Wis.)

(6 AM; 3 FM)  
Duluth, Minn.—St. Louis County—Map Location F-5  
Superior, Wis.—Douglas County—Map Location C-3  
See SRDS consumer market maps and data at begin-  
ning of the State.  
Stations located within the combined city area are  
consolidated under multiple city headings. This is  
not to imply that all of the stations provide equal  
coverage of the entire area or cities involved. It is  
part of the time buying function to determine extent  
of individual station coverage, audience delivered, etc.  
within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.  
Morning Traffic Afternoon Evening  
(6-10 am) (10 am-3 pm) (3-7 pm) (7 pm-  
midnight)  
Station A 31 27 31 27  
B 26 19 26 12  
C 10 12 12 8  
D 9 8 10 7  
AVERAGE 19 17 20 14

## KAOH

1963

Media Code 4 224 2185 9.00  
KAOH, Inc., 27 N. 21st Ave. W., Duluth Minn. 55806  
Phone 218-727-1521

STATION'S PROGRAMMING DESCRIPTION  
KAOH: Programmed for adults and young adults.  
MUSIC: 100% modern country music format with  
4 AIR PERSONALITIES playing current country  
hits, hit album selections and past country hits.  
NEWS: network news at :30; local news on hour dur-  
ing morning and evening traffic time. Contact Repre-  
sentative for further details. Rec'd 5/28/70.

1. PERSONNEL  
President—Vic. Bunker Rogoski.  
General Manager—J. R. Anderson.  
2. REPRESENTATIVES  
Pilot Time Sales, Inc.  
3. FACILITIES  
500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/10 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 8  
Late Protection: 10c, 11e, 12e, 13e, 14a, 15a.  
Basic rates: 21a, 21d, 22b, 23a, 25a, 26, 28a, 30,  
33a.  
Contracts: 40a, 41, 44a, 44b, 46, 47a, 49, 51b.  
Comb. & Conc. Discounts: 6d, 60f, 60g, 60i, 61a, 62d  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

#### TIME RATES

No. 2 Eff 10/1/72—Rec'd 9/27/72.

6. SPOT ANNOUNCEMENTS  
1x 26x 52x 156x 260x 312x  
1 min 8.00 7.60 7.30 6.50 5.90 5.00  
30 sec 6.00 5.70 5.50 4.80 4.40 3.75  
10 sec 50% of 1 min. Not combinable with 1 min  
& 30 sec for discount.  
7. PACKAGE PLANS  
WITHIN 7 DAYS: ROS/BTA  
1 min or less 60.50 84.75 90.00 105.00 150.00  
6. PROGRAM TIME RATES  
1x 10 15 ti 20 ti 30 ti 50 ti  
5 min 10 min 1/4 hr 1/2 hr 1 hr

## KDAL

1936

DULUTH, MINN.

## CBS Radio Network

Subscriber to the NAB Radio Code  
Media Code 4 224 2300 4.00  
KDAL, Inc., 425 W. Superior, Duluth, Minn. 55902  
Phone 218-727-8011. Teletype 910-561-2522.

STATION'S PROGRAMMING DESCRIPTION  
KDAL: MUSIC: MOR featuring personalities for  
all segments. 6-10 am music, service, phone con-  
tests, network news & features. 10 am-music, per-  
sonalities, telephone, call-in, discussion, service.  
Noon-6 pm music, service. 6 pm-6 am music, news,  
service, play-by-play sports. Local & network news  
throughout period. Daily local editorial by director,  
Washington News Bureau & AP. Contact Represen-  
tative for further details. Rec'd 11/3/71.

1. PERSONNEL  
General Manager—Odin S. Ramsland.  
Sales Manager—Cal Haworth.  
Promotion Manager—Gordy Paymar.  
(This listing continued on next page)



**Duluth (Minn.)-Superior (Wis.)—  
K D A L—Continued**

- 2. REPRESENTATIVES**  
Huckley Radio Sales, Inc.  
Chicago—WGN Continental Sales Company: See Rep & N/O pages.  
Minneapolis—Harry S. Hyett Co., Inc.  
Toronto, Montreal, Vancouver—Glen-Warren Broadcast Sales Division.
- 3. FACILITIES**  
5,000 w.; 610 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0; time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 44a, 44b, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**

- No. 15 ET 1/1/68—Rec'd 12/12/67.  
AA—Mon thru Sat 6-10 am & 4-7 pm.  
A—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.  
B—Mon thru Sun 7 pm-midnight; Sun 7-10 am.  
C—Mon thru Sat midnight-8 am.
- 6. SPOT ANNOUNCEMENTS**  
FIXED POSITION
- |         |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
| 1x      | 26x   | 52x   | 104x  | 156x  | 260x  | 520x  |
| AA..... | 30.00 | 29.00 | 28.00 | 27.00 | 26.00 | 25.00 |
| A.....  | 23.00 | 22.00 | 21.00 | 20.00 | 19.00 | 18.00 |
| B.....  | 9.50  | 9.00  | 8.50  | 8.00  | 7.50  | 7.00  |
- C: 30% of A.  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

	IMPACT PLAN (7-day rotation)			
	6 Plan	12 Plan	18 Plan	24 Plan
AA.....	26.00	25.00	24.00	23.00
A.....	21.00	20.00	19.00	18.00
B.....	8.50	8.00	7.50	7.00

**TOTAL AUDIENCE PLAN**

(7 day rotation)		
Plan I, 12 tl (6AA, 4A, 2B).....		240.00
Plan II, 18 tl (9AA, 6A, 3B).....		324.00
Plan III, 24 tl (12AA, 8A, 4B).....		408.00

**8. PROGRAM TIME RATES**

- 6 AM-7 PM:** 1 hr 1/2 hr 1/4 hr 10 min 5 min  
1x..... 157.50 82.50 45.00 37.50 33.00  
All other times 40%.
- 5 Programs per week, 10% discount.  
1-minute, 20/30-second spots and Programs may combine to earn weekly frequency discounts.
- CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**K P I R (FM)**

1972



**DULUTH, MINN.**

Media Code 4 224 2355 6.00  
Stereo Broadcasting, Inc., 410 W. Superior St., Duluth, Minn. 55802, Phone 218-727-7271.  
See affiliated AM station for additional information.  
AM facilities: WAKX.

**STATION'S PROGRAMMING DESCRIPTION**

KPIR (FM): Programmed for adults 18-49.  
MUSIC: MOR arrangements of popular songs and standards including rock, blocked into quarter-hour segments. NEWS: local at :37, network every other hour at :60. Stock market reports M-F at :30 from 9:30-5:30. Weather hourly. COMMERCIAL POLICY: maximum 8 min per hour at quarter-hour breaks only. Contact Representative for further details. Rec'd 4/29/74.

**1. PERSONNEL**

Sales Manager—Ed Willis.

**3. FACILITIES**

ERP 26,000 w.; 98.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 470 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WAKX, 10% discount for joint purchase.  
Affiliated with American Information Network.

**TIME RATES**

Rates are identical to WAKX. See that listing.

**W A K X**

1959

**SUPERIOR, WIS.**

Media Code 4 224 2415 0.00  
Quality Radio, Inc., Northland Bldg. 410 W. Superior St., Duluth, Minn. 55802, Phone 218-727-7271.

**STATION'S PROGRAMMING DESCRIPTION**

WAKX: All request radio.  
Oldies, by listener request. Hit versions of all-time great songs from 1955-present. Included during each hour are current hit singles. Telephone talk shows daily 9-10 and 1-2 pm with appeal to housewives.  
Active in community affairs through editorials.  
NEWS: network news and local every hour on hour. Contact Representative for further details. Rec'd 4/29/71.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Lewis M. Latta.  
Operations Manager—Cindy Heyesen.  
Sales Manager—Roger Johnson.

**2. REPRESENTATIVES**

Savilli/Gates, Inc.  
Minneapolis, St. Paul—Paul J. Ewing.

**3. FACILITIES**

500 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25c, 28b, 28c, 29a, 30, 32a, 33a.

Contracts: 40a, 41, 42b, 44a, 44b, 46, 61b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 61b, 62b, 63d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
FM facilities: KPIR (FM).  
Affiliated with American Information Network.  
Sold in combination with KPIR (FM), 10% discount for joint purchase.

**TIME RATES**

- ET 5/1/71—Rec'd 4/29/71.
- 6. SPOT ANNOUNCEMENTS**
- |                |      |      |       |       |       |       |
|----------------|------|------|-------|-------|-------|-------|
| 1 min.....     | 3.00 | 6.00 | 12 tl | 18 tl | 24 tl | 30 tl |
| 30/20 sec..... | 5.60 | 5.30 | 5.05  | 4.75  | 4.50  | 4.20  |
- 10 sec: 50% of 1-min.

**CONTINUING WEEKLY DISCOUNT**

13 wk—5% 26 wk—10%

**W D S M**

1939

**SUPERIOR, WIS.**

**NBC Radio Network**



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code  
Media Code 4 224 2530 6.00  
Northwest Publications, Inc., WDSM Bldg., Duluth, Minn. 55802, Phone 218-727-8484; 715-394-9238.  
TWX 218-820-0273.  
Studios: Duluth & 921 Tower Ave., Superior, Wis.

**STATION'S PROGRAMMING DESCRIPTION**

WDSM: Programmed to appeal to everyone.  
MUSIC: Contemporary Country. News: major local at 7:30, 8 am, 12N & 5 pm. Actualities all day; weather summary at :05; network & features. Tele-talk shows at 9:05 am & 6:30 pm. SPORTS: play-by-play coverage of local college & high school events. Pro hockey, football & baseball. All local sports events covered. Actively involved in local community projects. Contact Representative for further details. Rec'd 7/24/74.

**1. PERSONNEL**

President—Robert B. Ridder.  
General Manager—Robert J. Ritch.

**2. REPRESENTATIVES**

Alan Torbet Associates, Inc.  
Minneapolis—W. L. Hurley.

**3. FACILITIES**

5,000 w.; 710 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 23b, 24c, 25a, 28b, 28c, 29a, 29b, 32a.  
Contracts: 40a, 42a, 42c, 43, 44b, 45, 46, 47c, 48, 49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61b, 62b, 62d.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Affiliated with ATA Radio Network.

**TIME RATES**

No. 17 ET 11/1/70—Rec'd 11/4/70.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA				
	1 tl	6 tl	12 tl	18 tl	24 tl
1 min.....	14	12	10	9	8
	CLASS A				
	1 tl	6 tl	12 tl	18 tl	24 tl
1 min.....	10	9	8	7	6
	CLASS B				
	1 tl	6 tl	12 tl	18 tl	24 tl
1 min.....	8	7	6	5	4

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLANS		
1 MIN:		12 tl 18 tl 24 tl
1/3AA, 1/3A, 1/3R.....		34 108 120

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**W D T H (FM)**

1971

**DULUTH, MINN.**

Media Code 4 224 2585 0.00  
Contemporary Broadcasting Corp., 317 W. Superior St., Duluth, Minn. 55802, Phone 218-722-7439.

**STATION'S PROGRAMMING DESCRIPTION**

WDTH (FM): Programmed for adults and teens.  
MUSIC: popular albums, top single records. NEWS: network at :15. Audience participations, contests, etc. Contact Representative for further details. Rec'd 4/5/71.

**1. PERSONNEL**

President—William Bassett.  
General Manager—Jerry Karikkainen.

**2. REPRESENTATIVES**

Grant Webb & Company, Inc.

**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.): 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 350 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c, 15d.  
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 29a, 29b, 30, 32b, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60c, 60f, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

**TIME RATES**

ET Rec'd 8/9/73.

- A—Mon thru Sat 5 pm-midnight.  
B—Mon thru Sat 6 am-5 pm.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |       |
|--------|------|------|------|------|------|-------|
| 1 MIN: | 1x   | 104x | 156x | 365x | 730x | 1095x |
| A..... | 6.00 | 5.50 | 5.25 | 5.00 | 4.75 | 4.50  |
| B..... | 5.00 | 4.50 | 4.25 | 4.00 | 3.75 | 3.50  |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**W E B C**

1924

**DULUTH, MINN.**



**KATZ RADIO**

NAB

Subscriber to the NAB Radio Code  
Media Code 4 224 2645 2.00  
Roy H. Park Broadcasting of the Midwest, Inc., 1001 E. 9th St., Duluth, Minn. 55805, Phone 218-728-4484, TWX 910-561-0056.

**STATION'S PROGRAMMING DESCRIPTION**

WEBC: Programmed for adults and teens.  
5 air personalities program top single records, popular selling albums, old pop hits. Reach for adult and teen audience 6-9 am & 3-6 pm, housewives 9 am-3 pm, and teens after 6 pm. 80% music and entertainment, 15% news, 5% public affairs and religion. NEWS: from network at :55 past hour, local and regional at :25 past. Use audience participation; contests, phone requests, etc. Contact Representative for further details. Rec'd 3/31/72.

**1. PERSONNEL**

President—Roy H. Park.  
Vice-President/Radio—Roger Turner.  
General Manager—Robert Grann.

**2. REPRESENTATIVES**

Katz Radio.

**3. FACILITIES**

5,000 w.; 560 kc. Directional—separate patterns day and night after 6 pm. 80% music and entertainment.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations

Rate Protection: 15c.  
Prod. Services: 81.  
Affiliated with American Contemporary Network.  
Affiliated with Katz Radio Network.

**TIME RATES**

No. 15 ET 7/22/74—Rec'd 7/22/74.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 tl	6 tl	12 tl	18 tl	24 tl
AA.....	40	33	31	29	27
A.....	35	29	27	25	23

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

5 min—1-1/2x 1 min.

**W G G R (FM)**

1966

**DULUTH, MINN.**

NAB

Media Code 4 224 2730 2.00  
Titan Corp., 125 W. Superior St., Duluth, Minn. 55802, Phone 218-727-7449.

**STATION'S PROGRAMMING DESCRIPTION**

WGGR (FM): Programmed for adults 18-65.  
MUSIC: blocked in familiar middle-c of the -road music. NEWS: on hour 6:30-9:30 am, then at 12:30, 3:30, 6:30, 9:30 pm and 12:30, 2 am. WEATHER: on hour 6-9 am, then at noon, 6, 9 pm, 12M and 2 am. 3 stock market reports at 11:30 am, 3 and 5:30 pm. COMMERCIAL POLICY: 4 commercial inserts per hour, every 15 minutes. Contact Representative for further details. Rec'd 5/3/71.

**1. PERSONNEL**

President—William Gregory.  
Vice-Pres. & Gen'l Mgr.—John W. Bartkoakl.  
Program Director—Jack Christensen.

**2. REPRESENTATIVES**

Meeker Radio, Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**

ERP 100,000 w.; 105.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 749 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22b, 23a, 29a, 33b.  
Contracts: 40a, 44a, 45, 46, 51c.  
Comb.; Cont. Discounts: 60f, 60h, 61a, 62d.

**TIME RATES**

ET 8/1/70 Rec'd 7/7/70.

- AA—Mon thru Sun 9 am-10 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 MINUTE				
	CLASS AA	6 tl	12 tl	18 tl	24 tl
PER WK:		15	14	13	12
1 wk.....		15	14	13	12
4 wk.....		14	13	12	11
13 wk.....		13	12	11	10
26 wk.....		12	11	10	9
52 wk.....		11	10	9	8

30 sec: 75% of 1-min.  
A: 75% of 1-min.

**7. PACKAGE PLANS**

AA, 1 MIN, WITHIN 7 DAYS  
15/7 Plan..... 180 25/7 Plan..... 275

**MINNESOTA**

**W W J C**

1963

**DULUTH, MINN.**

NAB

Subscriber to the NAB Radio Code  
Media Code 4 224 2875 5.00

# MINNESOTA

## Eveleth—W E V E—Continued

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ray E. Kent.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. CST.
- 4. AGENCY COMMISSION**  
15/0; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KLS and MBS.

### TIME RATES

Eff 9/1/73—Rec'd 7/30/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	260x
1 min.	5.50	5.00	4.50 4.25
30 sec.	70% of 1-min.	10 sec.	50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	20 ti	40 ti	60 ti	90 ti
1 min.	100	180	255	360
20/30 sec.	70% of 1-min.	10 sec.	50% of 1-min.	

## FAIRMONT

Martin County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

### KSUM

1949



Subscriber to the NAB Radio Code  
Media Code 4 224 3220 3.00  
Woodward Broadcasting, Inc., 306 N. Park St., Fairmont, Minn. 56031. Phone 507-235-5595.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles V. Woodward.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
West Coast—Bill Dahlsten & Associates.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
1,000 w.; 1370 kc. Directional—separate patterns day and night.  
Operating schedule: 5:30 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 15 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. C Eff 3/1/74—Rec'd 6/3/74.

A—6:15-9 am, 11:30 am-1 pm & 5-7 pm; Sun noon-2 pm.  
B—5:30-6:15 am, 9-11:30 am, 1-5 pm & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

CLASS A	1x	26x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.60	7.20	6.80	6.40	6.00	5.60
CLASS B	1 min	8.00	7.60	7.20	6.80	6.40	6.00
30 sec	6.00	5.70	5.40	5.10	4.80	4.50	4.20

**7. PACKAGE PLANS**

SATURATION PLAN—ROS	15 ti	25 ti	30 ti	50 ti
PER WK:	110.00	165.00	181.50	265.00
30 sec.	82.50	123.25	137.50	200.00

## FARIBAUT (1 AM; 1 FM)

Rice County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KDHL

1947



## AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code  
Media Code 4 224 3335 9.00  
KDHL Broadcasting Co., Faribault, Minn. 55021.  
Phone 334-4345.

- 1. PERSONNEL**  
General Manager—Warren D. Ashler.
- 2. REPRESENTATIVES**  
Avery-Knodel, Inc.
- 3. FACILITIES**  
5,000 w.; 920 kc. Directional—separate patterns day and night.  
Operating schedule: 5-2 am daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

Eff 1/1/74—Rec'd 1/7/74.

AAA—Mon thru Sat 6-8 am & 11:30 am-1 pm.  
AA—Mon thru Sat 7-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	15	13	11	9	8
30 sec.	13	11	9	8	7
CLASS AA	1 min.	12	11	10	9
30 sec.	10	9	8	7	6
CLASS A	1 min.	11	10	9	8
30 sec.	9	8	7	6	5

ID's: 50% of applicable 1-min.

26 wk—5% DISCOUNT 52 wk—10%

## 7. PACKAGE PLANS

TAP—1/2AA, 1/2A

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min.	10	9	8	7
30 sec.	8	7	6	5

### KDHL-FM

1968



Media Code 4 224 3336 7.00  
KDHL Broadcasting Co., Faribault, Minn. 55021.  
Phone 334-4345.

- See affiliated AM station for additional information.
- 3. FACILITIES**  
ERP 3,000 w. vert., 300 w. horiz.; 95.9 mc. Stereo.  
Operating schedule: 9 am-10 pm. CST.  
Antenna ht.: 278 ft. above average terrain.

### TIME RATES

Eff 12/1/67—Rec'd 6/6/68.

**6. SPOT ANNOUNCEMENTS**

1x	156x	4.85
26x	260x	4.20
52x	312x	4.00
78x	468x	3.85
104x	624x	3.75

## FERGUS FALLS (1 AM; 1 FM)

Otter Tail County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### KBRF

1926



Subscriber to the NAB Radio Code  
Media Code 4 224 3450 6.00  
Empire Broadcasting Stations, Inc., Box 494, Fergus Falls, Minn. 56537. Phone 218-736-7596.

- STATION'S PROGRAMMING DESCRIPTION**  
KBRF: Adult rural and farm audience.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Otto A. Korp.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
Minneapolis—William L. Hurley.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
1,000 w.; 1250 kc.  
Directional—night only.  
Operating schedule: 6-1 am daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 3 Eff 6/1/74—Rec'd 6/10/74.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x
55 sec.	8.70	8.45	7.90	7.50 7.05
25 sec.	6.25	6.10	5.65	5.35 5.00
156x	260x	312x	624x	1248x
55 sec.	6.85	6.65	6.25	6.05 5.85
25 sec.	4.85	4.70	4.35	4.15 4.10

Mon thru Sat 11 am-1 pm, extra 10%.

**10. SPECIAL FEATURES**  
News or farm news service, extra 5%.

**DISCOUNT**  
ROS contracts—10%.

### KBRF-FM

1967



Media Code 4 224 3451 4.00  
Empire Broadcasting Stations, Inc., Box 494, 112 E. Lincoln Ave., Fergus Falls, Minn. 56537. Phone 218-736-7596.

- See affiliated AM station for additional information.
- 3. FACILITIES**  
ERP 28,700 w.; 103.3 mc. Stereo.  
Operating schedule: 7-1 am. CST.  
Antenna ht.: 270 ft. above average terrain.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/74—Rec'd 3/27/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |            |
|---------|------|------|------|------|------------|
| 1x      | 13x  | 26x  | 52x  | 104x | 156x       |
| 1 min.  | 3.85 | 3.75 | 3.70 | 3.65 | 3.60 3.45  |
| 30 sec. | 2.60 | 3.00 | 5.40 | 7.20 | 9.60 12.00 |
| 1 min.  | 3.20 | 3.05 | 2.90 | 2.70 | 2.60 2.50  |

## FOSSTON

Polk County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### KEHG

1966



A Oe La Hunt Station  
Media Code 4 224 3505 7.00  
E. P. De La Hunt Fosston Broadcasting Co., Hwy 2, E. Fosston, Minn. 56542. Phone 218-435-2875.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.
- 3. FACILITIES**  
5,000 w.; 1480 kc. Non-directional.  
Operating schedule: 6 am-7 pm. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.  
Sold in combination with KPRM, KPRM-FM, Park Rapids, KLLR, Walker; 2 sta 10%; 3 sta 15%; all sta 20%.

### TIME RATES

No. 2 Eff 1/1/69—Rec'd 12/28/70.

## 6. SPOT ANNOUNCEMENTS

15 SECONDS

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 wk.	2.50	2.40	2.30	2.20	2.10	2.00	1.90	1.80
4 wk.	2.40	2.30	2.20	2.10	2.00	1.90	1.80	1.75
8 wk.	2.30	2.20	2.10	2.00	1.90	1.80	1.75	1.70
13 wk.	2.20	2.10	2.00	1.90	1.80	1.75	1.70	1.65
26 wk.	2.10	2.00	1.90	1.80	1.75	1.70	1.65	1.60
52 wk.	2.00	1.90	1.80	1.75	1.70	1.65	1.60	1.50

### 30 SECONDS

1 wk.	2.95	2.85	2.75	2.65	2.55	2.45	2.20	2.00
4 wk.	2.90	2.80	2.70	2.50	2.45	2.30	2.05	1.90
8 wk.	2.80	2.70	2.60	2.40	2.30	2.20	2.00	1.85
13 wk.	2.70	2.60	2.50	2.30	2.20	2.05	1.95	1.80
26 wk.	2.60	2.50	2.40	2.20	2.00	1.95	1.80	1.75
52 wk.	2.45	2.35	2.20	2.05	1.95	1.85	1.70	1.70

### 1 MINUTE

1 wk.	3.85	3.70	3.55	3.40	3.20	2.95	2.55	2.20
4 wk.	3.75	3.60	3.45	3.20	3.00	2.70	2.40	2.05
8 wk.	3.70	3.55	3.35	3.05	2.75	2.55	2.30	2.00
13 wk.	3.30	3.05	2.95	2.80	2.55	2.30	2.15	1.95
26 wk.	3.00	2.90	2.80	2.55	2.40	2.15	1.95	1.85
52 wk.	2.80	2.60	2.50	2.25	2.15	2.00	1.85	1.80

3 ti, 52 wk.

## GOLDEN VALLEY

Hennepin County—Map Location E-8.  
See SRDS consumer market map and data at beginning of the State.

## See Minneapolis-St. Paul

(including Golden Valley, Moplewood, Richfield, St. Louis Park, South St. Paul)

## GRAND RAPIDS

Itasca County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KOZY

1948



Subscriber to the NAB Radio Code  
Media Code 4 224 3565 1.00  
Itasca Broadcasting Co., 213-1/2 N. First Ave., W. Grand Rapids, Minn. 55744. 218-326-3446.

- 1. PERSONNEL**  
General Manager—Robert D. Kennedy.
- 3. FACILITIES**  
1,600 w.; 1490 kc. Non-directional.  
Operating schedule: 6:30 a.m. to 11:00 p.m. CST.
- 4. AGENCY COMMISSION**  
15/0 net time only; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 3 Eff 5/1/67—Rec'd 2/22/67.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.70	5.40	5.10	4.80	4.50 4.20
30 sec	4.80	4.50	4.25	4.00	3.80	3.60 3.40

## HASTINGS

Lakota County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KDWA

1963



Subscriber to the NAB Radio Code  
Media Code 4 224 3680 8.00  
Hastings Broadcasting Co., Box 186, 1800-1/2 Vermillion St., Hastings, Minn. 55033. Phone 612-437-3182.

- 1. PERSONNEL**  
General Manager—David L. Baudoin.
- 2. REPRESENTATIVES**  
Gene Bolles Company
- 3. FACILITIES**  
1,000 w. days; 1460 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Viking Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/73—Rec'd 5/31/73.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x
1 min.	5.00	4.50	4.25	3.75 3.25
30 sec.	4.00	3.75	3.50	3.00 2.50

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	3.60	3.45	3.30	3.15
30 sec.	2.70	2.60	2.50	2.40

## HIBBING

(1 AM; 1 FM)  
St. Louis County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WMFG

1935



### WMFG-FM

1971



Subscriber to the NAB Radio Code  
Media Code 4 224 3795 4.00  
Hibbing Broadcasting Co., Box 99, 807 W. 37th St., Hibbing, Minn. 55746. Phone 218-263-7531.

- 1. PERSONNEL**  
Gen'l & Sales Mgr.—Lester A. Rutelein.
- 2. REPRESENTATIVES**  
Gene Bolles Company.  
Los Angeles—Lee F. O'Connell Co.  
Minneapolis—William L. Hurley.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6:00 a.m. to 11:00 p.m. CST.  
FM-ERP 600 w.; 106.3 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 269 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

### TIME RATES

Eff 3/1/74—Rec'd 2/13/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	260x
1 min.	6.00	5.25	4.75 4.50
30 sec.	80% of 1-min.	10 sec.	60% of 1-min.



## KGHS

1959



Subscriber to the NAB Radio Code  
Media Code 4 224 4140 2.00  
KGHS, Inc., Box 591, International Falls, Minn.  
56649. Phone 218-283-3481.  
STATION'S PROGRAMMING DESCRIPTION  
KGHS: Programmed for general interest.

- PERSONNEL  
Pres. & Gen'l Mgr.—Daniel D. Ganter.
  - REPRESENTATIVES  
The Devney Organization, Inc.
  - FACILITIES  
250 w.; 1230 kc. Non-directional.  
Operating schedule: 6:00 am-midnight Mon thru Sun.  
CRT.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Minnesota Star Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/73—Rec'd 6/18/73.
- 6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 156x 260x 520x 1040x  
1 min/less 4.00 3.75 3.50 3.25 3.00 2.50 2.00 1.75
- 7. PACKAGE PLANS**  
PER WK: 10 ti 20 ti 40 ti  
1 min/less 3.50 3.00 2.50

## LITCHFIELD (1 AM; 1 FM)

Meeker County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## KLFD

1956



Subscriber to the NAB Radio Code  
Media Code 4 224 4255 5.00  
Litchfield Broadcasting Corp., Box 919, Litchfield,  
Minn. 55355. Phone 693-3212.

- PERSONNEL  
General Manager—Darryl Henaley.
  - REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
  - FACILITIES  
500 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KLFD-FM.
  - AGENCY COMMISSION  
15/0: 10 days.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Viking  
Radio Network.
- TIME RATES**  
Rates effective  
Rates received April 21, 1965.
- 6 SPOT ANNOUNCEMENTS**  
1 MINUTE OR LESS  
1 ti 26 ti 52 ti  
6.00 5.75 5.50  
6.00 5.75 5.50  
5.00 4.75 4.50

## KLFD-FM

1959



Media Code 4 224 4256 6.00  
Litchfield Broadcasting Corp., Box 919, Litchfield,  
Minn. 55355. Phone 612-693-8669.  
See affiliated AM station for additional information.

- FACILITIES  
ETP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-11 pm. For simulcast facilities see KLFD.

**TIME RATES**  
Rates identical to KLFD. See that listing.

## LITTLE FALLS

Morrison County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## KLTF

1950



Subscriber to the NAB Radio Code  
Media Code 4 224 4370 5.00  
The Little Falls Broadcasting Co., 70 N. E. 1st  
Ave., Little Falls, Minn. 56345. Phone 612-632-  
5414.

- PERSONNEL  
Pres. & Gen'l Mgr.—John H. Lemme.
  - REPRESENTATIVES  
None.
  - FACILITIES  
5000 w. days; 960 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 6 ET 4/1/74—Rec'd 3/25/74.  
A-7-8:30 am 11:30 am-1 pm 5:30 pm-sign-off.  
B-6-7 am 8:30-11:30 am 1-5:30 pm.
- 6. SPOT ANNOUNCEMENTS**  
CLASS A  
1x 26x 52x 104x 156x 260x  
1 min 5.10 4.95 4.80 4.50 4.20 3.30  
30 sec 4.20 4.10 4.00 3.80 3.20 2.90

October 1, 1974

## CLASS B

	1x	26x	52x	104x	156x	260x
1 min	4.15	3.95	3.85	3.50	3.30	2.65
30 sec	3.15	3.00	2.85	2.75	2.55	2.30

**10. SPECIAL FEATURES**  
Short spots—minimum 130 ti. ea. .95  
Time signals—minimum 200 ti. ea. .95  
13-wk contract.

## LONG PRAIRIE

Todd County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## KEYL

1959



Subscriber to the NAB Radio Code  
Media Code 4 224 4485 1.00  
Dairyland Broadcasters, Inc., 139 Central Ave.,  
Long Prairie, Minn. 56347. Phone 612-732-2164.

- PERSONNEL  
Pres. & Gen'l Mgr.—Kek Eldenshink.
  - REPRESENTATIVES  
None.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: Mon thru Sat 5:40 am-11 pm;  
Sun 7 am-11 pm. CST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Viking  
Radio Network.
- TIME RATES**  
No. 3 ET 8/13/73—Rec'd 1/28/74.
- 6. SPOT ANNOUNCEMENTS**  
1x 65x 130x 195x 260x 325x 500x 700x  
1 min 4.55 4.40 4.20 4.00 3.80 3.60 3.40 3.20  
30 sec 3.40 3.30 3.15 3.00 2.85 2.70 2.55 2.40

## LIVERNE (1 AM; 1 FM)

Rock County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

## KQAD

1971

## KQAD-FM

1971



Subscriber to the NAB Radio Code  
Media Code 4 224 4510 6.00  
Siouxland Broadcasting Inc., Box H, Liverne, Minn.  
56156. Phone 507-283-4444.

- STATION'S PROGRAMMING DESCRIPTION**  
KQAD: Programmed for farm adult audience.
- PERSONNEL  
President—Paul C. Hedberg.
  - REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
  - FACILITIES  
500 w.; 800 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9  
mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 260 ft. above average terrain.  
Simulcast 6 am-local sunset.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Affiliated with American Information Network.  
Member: Viking Radio Network.
- TIME RATES**  
ET 4/1/74—Rec'd 4/17/74.
- 7. PACKAGE PLANS**  
PER MO: 1 min 30 sec  
Less than 20 ti 5.55 4.60  
Package A, 20 ti 5.35 3.60  
Package B, 30 ti 5.15 3.45  
Package C, 40 ti 5.00 3.35  
50+ 4.90 3.25

## MANKATO (2 AM; 2 FM)

Blue Earth County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

## KEYC (FM)

1968



Subscriber to the NAB Radio Code  
Media Code 4 224 4535 3.00  
Lee Enterprises, Inc., Box 1210, Mankato, Minn.  
56001. Phone 507-387-7905.

- PERSONNEL  
General Manager/Broadcast Divisions—Lloyd Loers.  
Station Manager—Donald G. Herrer.  
National Sales Manager—Robert G. Fruehe.
- REPRESENTATIVES  
Katz Radio.
- FACILITIES  
EHP 100,000 w.; 99.1 mc. Stereo.  
Operating schedule: 8 am-midnight. CST.  
Antenna ht.: 864 ft. above average terrain.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6b, 8.  
Rate Protection: 10b, 14b.  
Basic Rates: 20b, 22a, 22b, 23a, 24c.  
Contracts: 40a, 41, 42a, 45, 46.  
Comb.: Cont. Discounts: 61a, 62a.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
TV facilities: KEYC-TV.  
Affiliated with Katz Radio Network.

## TIME RATES

No. 2 ET 7/1/73—Rec'd 7/5/74.

- 6. SPOT ANNOUNCEMENTS**  
PER WK. EA: 1 ti 5 ti 10 ti 15 ti 20 ti  
1 min 4.00 3.50 3.00 2.75 2.50  
30 sec 2.50 2.00 1.80 1.65 1.50
- 10. SPECIAL FEATURES**  
NEWS ON THE HOUR 3 ti 7 ti 14 ti  
5 min 16.50 32.00 55.00  
Includes 1-minute spot.
- WEATHERCASTS AT :35  
2-1/2 min 12.60 23.00 42.50  
Includes 1-minute spot.

## KTOE

1950



Media Code 4 224 4600 5.00  
Minnesota Valley Broadcasting Co., Hwy. 14, Man-  
kato, Minn. 56001. Phone 507-345-4537.

- Other Studios: St. Peter, Minn.
- STATION'S PROGRAMMING DESCRIPTION**  
KTOE: Programmed for general interest.  
MUSIC: C & V 5:30-7 am; MOI 7:15 am-6 pm;  
Rock 6:30 pm-5:30 am. NEWS: 5 min at :60. Head-  
lines at :30. Major newscasts, weather, sports at  
7:35-8:15 pm; 12N-12:30 pm; 5:45-6:30 pm. 2 man  
news department with mobile units. SPORTS: live  
football & basketball games, plus 10 5 min sports  
shows. 5:30-7 am, weather, C&V, markets, & farm  
news. 11:45 am-1 pm, news, weather, farm news &  
markets Contact Representative for further details.  
ETC'd 2/19/73.

- PERSONNEL  
President—D. O. Linder.  
Manager—Bill Smith.
  - REPRESENTATIVES  
Savalli/Gates, Inc.
  - FACILITIES  
5,000 w.; 1420 kc. days. Directional—night only.  
Operating schedule: 24 hours daily. CST.
  - AGENCY COMMISSION  
15%; payable when rendered.
  - GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 25c, 26, 28a, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: The Linder Group.
- TIME RATES**  
ET 4/1/69—Rec'd 2/10/69.
- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 wk 8.00 7.50 7.00 6.50 6.00  
13 wk 7.50 7.00 6.50 6.00 5.50  
52 wk 6.50 6.00 5.50 5.00 4.50
- 30 SECONDS  
1 wk 6.25 5.85 5.50 5.10 4.75  
13 wk 5.85 5.50 5.10 4.75 4.35  
26 wk 5.50 5.10 4.75 4.35 4.00  
52 wk 5.10 4.75 4.35 4.00 3.90
- 6. PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr 75 70 65 60 57 53 50  
1/2 hr 45 40 38 36 34 32 30  
1/4 hr 25 22 20 19 18 17 16  
10 min 20 18 17 16 15 14 13  
5 min 16 15 14 13 12 11 10

## KYSM

1938

## NBC Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 224 4715 1.00  
F. B. Clements & Co., Box 1240, 101 N. Second St.,  
Mankato, Minn. 56001. Phone 507-345-4673.

- STATION'S PROGRAMMING DESCRIPTION**  
KYSM: Programmed for adults, young adults and  
teens.  
NEWS: 5 min network on hour; headlines at :30;  
major newscasts at 7:05, 8:05 am and 12:05, 5:05  
pm. Full time news staff with mobile units. MUSIC:  
pop-standard 6 am-6 pm; top 40 6 pm-6 am. AIB  
PERSONALITIES handle all segments. SPORTS:  
High school, college & Pro play-by-play. Contact  
Representative for further details. Rec'd 1/29/73.

- PERSONNEL  
General Manager—Dick Painter.
  - REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
  - FACILITIES  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
  - AGENCY COMMISSION  
15%; payable when rendered.
  - GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 26a,  
29a.  
Contracts: 40a, 44b, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Viking Radio Network.
- TIME RATES**  
ET 5/2/74.
- 7. PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min 5.30 5.15 5.05 4.95 4.85 4.75  
30 sec 4.25 4.10 4.05 3.95 3.85 3.80

## MINNESOTA

## KYSM-FM

1948



Subscriber to the NAB Radio Code  
Media Code 4 224 4716 9.00  
F. B. Clements & Co., Box 1240, 101 N. Second  
St., Mankato, Minn. 56001. Phone 507-345-4673.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
KYSM-FM: MUSIC: Modern country 10 am-noon.  
1-5 pm & 6 pm-midnight. NEWS: network at :60.  
Contact Representative for further details. Rec'd  
5/2/74.
- FACILITIES  
EHP 81,000 w.; 103.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 540 ft. above average terrain.
- TIME RATES**  
ET 5/2/74.
- 7. PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min 3.00 2.70 2.60 2.55 2.50 2.45  
30 sec 2.20 2.15 2.10 2.05 2.00 1.95

## MAPLEWOOD

Ramsey County—Map Location E-8.

See SRDS consumer market map and data at beginning of the State.

## See Minneapolis-St. Paul

(including Golden Valley, Maplewood,  
Richfield, St. Louis Park, South St. Paul)

## MARSHALL

Lyon County—Map Location B-9

See SRDS consumer market map and data at beginning of the State.

## KMHL

1946



Subscriber to the NAB Radio Code  
Media Code 4 224 4830 6.00  
KMHL Broadcasting Co., 1414 E. College Dr., Mar-  
shall, Minn. 56258. Phone 507-532-2282.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Richard B. Luak.
  - REPRESENTATIVES  
Savalli/Gates, Inc.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6-11 am daily. CST.
  - AGENCY COMMISSION  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Linder Group.
- TIME RATES**  
ET 7/30/73.
- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 wk 7.00 6.50 6.00 5.50 5.00  
13 wk 6.50 6.00 5.50 5.00 4.50  
26 wk 6.00 5.50 5.00 4.50 4.00  
52 wk 5.50 5.00 4.50 4.00 3.50
- 30 SECONDS  
1 wk 5.25 4.85 4.50 4.10 3.75  
13 wk 4.85 4.50 4.10 3.75 3.35  
26 wk 4.50 4.10 3.75 3.35 3.00  
52 wk 4.10 3.75 3.35 3.00 2.90

## MINNEAPOLIS-ST. PAUL

(14 AM; 10 FM)

(including Golden Valley, Maplewood,  
Richfield, St. Louis Park, South St. Paul)

Hennepin County—Map Location E-8

Ramsey County—Map Location E-8

Watwan County—Map Location D-6

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10 am-3 pm)		Daytime Traffic (3-7 pm)		Evening Traffic (7 pm-midnight)	
	Average	Daytime	Average	Daytime	Average	Daytime
A	165	90	140	60	60	37
B	55	40	55	37	37	35
C	45	32	45	35	35	32
D	36	31	36	32	32	31
AVERAGE	75	48	69	41	41	37

(Minneapolis-St. Paul continued on next page)

# MINNESOTA

Minneapolis-St. Paul—Continued

**K DAN**

1965  
SOUTH ST. PAUL

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 224 4875 3.00

KDAN Broadcasting Co., Inc., 3092 Military Rd., Newport, Minn. 55055. Phone 612-459-7000.

**STATION'S PROGRAMMING DESCRIPTION**  
KDAN: All news. **COMMERCIAL POLICY:** 12 min maximum per hour. Rec'd 9/5/74.

**1. PERSONNEL**

General Manager—Ituss Kent.  
Operations Manager—John Scherkenbach.

**3. FACILITIES**

500 w.; 1370 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3d, 4a, 4c, 5, 6a, 7b, 8.

Rate Protection: 10a, 11b, 12b, 13b.  
Basic Rates: 21a, 21b, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.

Contracts: 42b, 42d, 44a, 45, 46, 48, 51c.  
Comb.: Cont. Discounts: 60b, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

Eff 8/15/74—Rec'd 9/5/74.

AAA—Mon thru Fri 6-9 am & 4-6 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

EA:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50

DISCOUNT  
26 wk—7%      52wk—15%

**KDWB63**

1951  
ST. PAUL



A Doubleday Station



**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 224 4945 4.00

Doubleday Broadcasting Co., Inc., Box 7-630, St. Paul, Minn. 55119. Phone 612-739-4000. TWX 910-363-3668.

**STATION'S PROGRAMMING DESCRIPTION**

KDWB: Programmed for young adults (teen-34 years).

**MUSIC:** CONTEMPORARY. **AIR PERSONALITIES.** NEWS: 10 min at :30 nights & in am drive time. **COMMERCIAL POLICY:** maximum 10 min per hour. Contact Representative for further details. Rec'd 4/24/74.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Gary Stevens.  
National Sales Manager—Robert L. Harris.

**2. REPRESENTATIVES**

Radio Advertising Representatives, Inc. Texas—John Vacca.

**3. FACILITIES**

5,000 w. days, 500 w. nights; 630 kc. Directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b. Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 27, 28a, 30, 33a. Contracts: 40a, 41, 45, 46, 51a, 51c. Comb.: Cont. Discounts: 60g, 60i, 62d. Cancellation: 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 14 Eff 7/1/74—Rec'd 7/18/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6 am-7 pm.  
AA—Mon thru Sun 7 pm-midnight.  
A—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	48	45	42	40
AA	44	41	37	33	30
A	40	36	32	30	28

30 sec: 80% of 1-min.      10 sec: 60% of 1-min.

**KEY**

1936  
ST. PAUL

**RAB**

A Malrite Station

Media Code 4 224 4950 4.00  
Malrite of Minnesota, Inc., 611 Frontenac Place, St. Paul, Minn. 55104. Phone 612-645-7757.

See affiliated FM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

KEY: Programmed for adults.  
**MUSIC:** MOR. Current and recent hits in adult arrangements, old favorites, standards, Broadway melodies and music from movies. Contact Representative for further details. Rec'd 11/30/71.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. CST. Partial simulcast operation. Simulcast Mon thru Sat 10 pm-5:30 am; Sun 10:30 pm-11 am. For non-simulcast facilities see KEY-FM.

**5. GENERAL ADVERTISING** See coded regulations

Sold in combination with KEY-FM. See that listing for rates.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 6/15/74—Rec'd 6/21/74.

AA—Mon thru Sun 6 am-7 pm.

A—Mon thru Sun 7-10 pm.

**6. SPOT ANNOUNCEMENTS**

7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
1 min	16	15	14	13	12	11	10
30 sec	13	12	11	10	9	8	7

**KEY-FM**

1969  
ST. PAUL



radio

**RAB**

**NAFM**

A Malrite Station

Media Code 4 224 4951 2.00  
Malrite of Minnesota, Inc., 611 Frontenac Pl., St. Paul, Minn. 55104. Phone 612-645-7757.

**STATION'S PROGRAMMING DESCRIPTION**

KEY-FM: Programmed for adults.  
**MUSIC:** MOR. Current and recent hits in adult arrangements, old favorites, standards, Broadway melodies and music from movies. Contact Representative for further details. Rec'd 11/30/71.

**1. PERSONNEL**

President—Milton Maltz.  
Vice-Pres. & Gen'l Mgr.—David R. Millan.  
General Sales Manager—Russ DeMarois.

**2. REPRESENTATIVES**

1111 Stone Radio Representatives, Inc.

**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 445 ft. above average terrain. Partial simulcast operation. Operated separately Mon thru Sat 5:30 am-10 pm; Sun 11 am-10:30 pm. For simulcast facilities see KEY.

**4. AGENCY COMMISSION**

15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a. Basic Rates: 21a, 21d, 23a, 24c, 25a, 28b, 28c, 30, 31. Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 50, 51a, 51b. Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 62d. Cancellation: 70b, 70e, 71a, 73a, 73b. Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

AM/FM COMBINATION

Eff 6/15/74—Rec'd 6/21/74.

AA—Mon thru Sun 6 am-7 pm.

A—Mon thru Sun 7-10 pm.

B—Spot thru Sun 10 pm-5:30 am.

**6. SPOT ANNOUNCEMENTS**

7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
1 min	26	24	22	20	19	18	17
30 sec	20	18	16	14	13	12	11

B: 50% of A.

**FM ONLY**

AA—Mon thru Sun 6 am-7 pm.

A—Mon thru Sun 7-10 pm.

**6. SPOT ANNOUNCEMENTS**

7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
1 min	18	17	16	15	14	13	12
30 sec	14	13	12	11	10	9	8

**KFMX (FM)**

(formerly KRSI-FM)  
1962  
MINNEAPOLIS



NBC Radio Network



KATZ RADIO

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 5005 6.00  
Roy H. Park Broadcasting of the Midwest, Inc., 11320 Valley View Rd., Eden Prairie, Minn. 55343. Phone 612-941-5774. TWX 910-576-2757. See affiliated AM station for additional information.

**3. FACILITIES**

ERP 52,500 w. (horiz.), 52,500 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 280 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations

Affiliated with American FM Network.  
Affiliated with Katz Radio Network.  
Said in combination with KRSI. See that listing for rates.

**TIME RATES**

No. 1 Eff 4/1/74—Rec'd 5/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
All times/4 hr blocks	18	17	16	15
ROS/7 days/24 hr	14	13	12	11

20/30 sec: 80% of 1-min.      10 sec: 50% of 1-min.

**KQRS**

**KQRS-FM**

1948      1962  
GOLDEN VALLEY



spot sales, Inc.

A McKenna Station  
Media Code 4 224 6060 1.00  
Hudson Broadcasting Corp., 917 N. Lilac Dr., Minneapolis, Minn. 55422. Phone 612-545-5601.

**STATION'S PROGRAMMING DESCRIPTION**

KQRS: Programmed for people 16-34.  
**MUSIC:** Progressive rock format featuring top albums, strictly current popular music. **AIR PERSONALITIES** talk normally and briefly between selections. Top selling progressive rock groups are featured between 6 am-7 pm. Nightwatch features longer cuts. **NEWS:** AP, Earth & Zodiac news services, plus ESSA weather wire. Announcers confine their brief comments to news, weather, sports commercial and public service items. Contact Representative for further details. Rec'd 2/11/74.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Richard A. Poe.  
Program Director—Tac Hammer.  
Music Director—John Pete.

**2. REPRESENTATIVES**

ABC FM Spot Sales.

**3. FACILITIES**

5,000 w. days; 500 w. nights; directional—nights only, 140 kc.  
Operating schedule: 24 hours. CST.  
FM-ERP 27,000 w. (horiz.), 6,800 w. (vert.); 92.5 mc. Stereo.  
Antenna ht.: 263 ft. above average terrain.

**4. AGENCY COMMISSION**

15/0. Bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b. Basic Rates: 20a, 22b, 23a, 24a, 25a, 26, 28b, 29a. Contracts: 40a, 46, 47a. Comb.: Cont. Discounts: 60a, 61b. Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 10/1/74—Rec'd 8/30/74.

AAA—Mon thru Fri 3 pm-midnight; Sat 10 am-midnight; Sun noon-midnight.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am.  
A—Mon thru Fri 6-10 am.  
B—Wed thru Mon midnight-6 am; Tues midnight-1 am.

**6. SPOT ANNOUNCEMENTS**

EA:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	28.00	26.00	24.00	23.00	21.00	19.00	18.00
30 sec	26.00	24.00	22.00	20.00	21.00	19.00	17.00	15.00

1 min	23.00	21.00	19.00	17.00	9.00	8.00	7.00	6.00
30 sec	19.00	17.00	15.00	13.00	7.50	6.50	5.50	4.50

**7. PACKAGE PLANS**

TAP—1/3AAA, 1/3AA, 1/3A  
WKLY. EA:      6 ti    12 ti    18 ti    24 ti  
1 min.....      27    25    23    21  
30 sec.....      23    21    19    17

**KRSI**

1958  
ST. LOUIS PARK



AMERICAN ENTERTAINMENT RADIO NETWORK



KATZ RADIO

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 224 6175 7.00  
Roy H. Park Broadcasting of the Midwest, Inc., 11320 Valley View Rd., Eden Prairie, Minn. 55343. Phone 612-941-5774. TWX 910-576-2757.

**1. PERSONNEL**

President—Roy H. Park.  
Vice-President/Radio—Roger Turner.  
Vice-Pres. & Gen'l Mgr.—John G. Enoch.

**2. REPRESENTATIVES**

Katz Radio.

**3. FACILITIES**

1,000 w.; 950 kc. Directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15/0; payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15c, 15e. Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a. Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c. Comb.: Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b, 62b. Cancellation: 70c, 71a, 72, 73a, 73b. Prod. Services: 81. FM facilities: KFMX (FM). Affiliated with American Entertainment Network. Affiliated with Katz Radio Network.

**TIME RATES**

KRSI/KFMX (FM) COMBINATION

No. 17 Eff 4/1/74—Rec'd 5/7/74.

AAA—Mon thru Fri 6-



**KSTP**

1923  
ST. PAUL



**HUBBARD  
BROADCASTING, INC.**



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 224 5290 4.00

Hubbard Broadcasting, Inc., 3415 University Ave.,  
St. Paul, Minn. 55114. Phone 612-645-2724. TWX  
910-563-3598.

Address all copy, copy instructions, transcriptions  
and records to Operation Desk, same address.

- PERSONNEL**  
President—Stanley S. Hubbard.  
General Manager—Jack Nugent.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w.; 1500 kc. Directional—nights only  
Operating sched: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21b, 23a, 24a, 24c, 25a, 29.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60k, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80.  
Member: Minnesota Star Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 50 Eff 1/1/74—Rec'd 1/7/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	60	55	58	50
AA	45	40	38	35
A	40	35	33	30
30/20 sec: 80% of 1-min.				
AM/FM COMBINATION				
AAA	72	67	65	62
AA	57	52	50	47
A	52	47	45	42
30/20 sec: 80% of 1-min.				
(*) FM—Mon thru Sun 6 am-midnight.				

**7. PACKAGE PLANS**

AM/FM MARKET BUSTER—1/3AAA,  
1/3AA, 1/3A

Per wk	12 ti	18 ti	24 ti
	52	50	47

(\*) FM—Mon thru Sun 6 am-midnight.

AM only: deduct 12.00 per spot.

**KSTP-FM**

1966  
ST. PAUL



**HUBBARD  
BROADCASTING, INC.**



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 224 5291 2.00

Hubbard Broadcasting, Inc., 2792 Hwy. 61, Maple-  
wood, Minn. 55109. Phone 612-645-2724. TWX  
910-563-3598.

See affiliated AM station for additional information.

- PERSONNEL**  
Station Manager—Karl A. Plain.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5  
mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 575 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with KSTP. See that listing for  
rates.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 2 Eff 1/1/74—Rec'd 1/7/74.

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	15.00	14.00	13.00	12.00
30 sec.	12.00	11.20	10.40	9.60

# Look who's now No. 1

They said it couldn't be done—  
reaching the unique position  
of *number twone* (pronounced  
"twun") in the market—but  
there we are! Right at the top,  
thanks to our new on-air talent  
and all new programming.  
We're more ready than ever to  
help you reach the expanding  
young adult audience through  
our exciting new environment.  
We're the No. 1 music station.  
We're No. 1 or No. 2 in various  
time segments with the  
dynamic 18-34 group, as shown  
below, and No. 2 in total  
weekday audience. Put them  
all together and we're number  
twone! So get it on! 15! KSTP!

**ADULTS 18-34\***

6-10 a.m., M-F	KSTP	No. 2
10 a.m.-3 p.m., M-F	KSTP	No. 2
3-7 p.m., M-F	KSTP	No. 1
7 p.m.-Mid., M-F	KSTP	No. 1
Weekends	KSTP	No. 1

**TEENS\***

6 a.m.-Mid., Avg. Qtr. Hr., MSA	
Mon.-Fri.	KSTP No. 1
Weekends	KSTP No. 1

**TOTAL AUDIENCE\***

6 a.m.-Mid., Avg. Qtr. Hr., MSA	
Mon.-Fri.	KSTP No. 2
Weekends	KSTP No. 2

\*Source: ARB, Jan.-Feb. 1974.

# KSTP 15

*The Music Station*  
MINNEAPOLIS-ST. PAUL

Division of Hubbard Broadcasting Inc. For  
information call your nearest McGavren-Guild Inc.  
office or KSTP, Jack Nugent, (612) 645-2724.

**KTCR**

1962  
MINNEAPOLIS

Media Code 4 224 5405 8.00

Albert S. and Patricia W. Tedesco, dba Hennepin  
Broadcasting Associates, 3701 Winnetka Ave.,  
Minneapolis, Minn. 55427. Phone 612-544-1558.

**STATION'S PROGRAMMING DESCRIPTION**

KTCR: Modern country and western music for adults,  
city and rural. Early am and noon farm reports.  
ENTERTAINMENT: throughout day employing air  
personalities, weather, contest, and features. Country  
music star interviews M-F 2-3 pm, Sat 3-4 pm.  
NEWS: 5 min on hour, local news accented, mobile  
unit employed. Sun, sign-on-10 am religious music  
and talk, balance same as above. Facilities for on  
location broadcasts. Contact Representative for further  
details. Rec'd 3/9/72.

- PERSONNEL**  
General Manager—Robert J. Rock.  
Sales Manager—Kenneth Firmstahl.  
Program Director—Gerald D. Cumming.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
500 w. days; 690 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25a, 28b,  
29a, 30.  
Contracts: 40a, 41, 46, 47c, 50, 51a.  
Comb.; Cont. Discounts: 60c, 60l, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

Eff 1/1/73—Rec'd 1/5/73.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri sign-on-6 am, 10 am-3 pm &  
7 pm-sign-off; Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	6 ti					12 ti					18 ti					24 ti					30 ti				
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec					
1 min	35	30	27	25	23	28	24	22	20	18	28	24	22	20	18	28	24	22	20	18	28	24	22	20	18
30 sec	28	24	22	20	18	22	19	17	16	14	22	19	17	16	14	22	19	17	16	14	22	19	17	16	14

Spots on AM & FM combinable for frequency dis-  
count.

**KTCR-FM**

1956  
MINNEAPOLIS

Media Code 4 224 5415 7.00

Albert S. and Patricia W. Tedesco, dba Hennepin  
Broadcasting Associates, 3701 Winnetka Ave., Min-  
neapolis, Minn. 55427. Phone 612-544-1558.

See affiliated AM station for additional information.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. CST.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**

Eff 1/1/73—Rec'd 1/5/73.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	6 ti					12 ti					18 ti					24 ti					30 ti				
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec					
1 min	12	10	9	8	7	12	10	9	8	7	12	10	9	8	7	12	10	9	8	7	12	10	9	8	7

Spots on AM & FM combinable for frequency dis-  
count.

- SPECIAL FEATURES**  
NEWSCASTS  
5-min at :60—Net 9.00.  
Includes opening and closing billboard and 1-minute  
spot.

**KUXX**

1961  
GOLDEN VALLEY  
A Universal Owned Station

Media Code 4 224 5520 4.00

Universal Broadcasting Co. of Minneapolis-St. Paul,  
Inc., 5730 Duluth St., Minneapolis, Minn. 55422.  
Phone 612-514-3196.

**STATION'S PROGRAMMING DESCRIPTION**

KUXX: Talk 2 pm-sign-off, M-F, Jazz weekends.  
NEWS: 5 min at :55 with sports & weather.  
RELIGIOUS: morning hours & Sun. FEATURES:  
Talk show with telephone participation. Contact  
Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
General Manager—John McCoolley.
- REPRESENTATIVES**  
Universal Broadcasting Corporation.  
Atlanta—Dors-Clayton Agency, Inc.  
Southwest—Erle Racey & Associates.
- FACILITIES**  
1,000 w.; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

Eff 2/1/65—Rec'd 1/4/65.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1x					26x					52x					104x					156x				
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec					
1 min	11.50	11.00	10.50	10.00	9.50	280x	312x	320x	624x	1248x	9.00	8.50	8.00	7.50	7.00										
30 sec	8.00	7.50	7.00	6.50	6.00																				

30 sec: 80% of 1-min. ID's 50% of 1-min.

**MINNESOTA**

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	95	135	170	200

**8. PROGRAM TIME RATES**

1x	26x	52x	104x	156x	200x	312x
1 hr.	80.00	76.50	73.00	69.50	66.00	62.50
1/2 hr.	64.00	62.00	60.00	58.00	56.00	54.00
1/4 hr.	40.00	38.00	36.00	34.00	32.00	30.00
10 min.	24.00	23.00	22.00	21.00	20.00	19.00
5 min.	18.00	17.00	16.00	15.00	14.00	13.00

**WAYL (FM)**

1960  
MINNEAPOLIS



Alan Torbet  
Associates, Inc.

An Entercorn Station

Media Code 4 224 5750 7.00  
Entercorn, Inc., 215 Old Hwy. 8, New Brighton,  
Minn. 55112. Phone 612-633-9667.

**STATION'S PROGRAMMING DESCRIPTION**

WAYL (FM): Programmed to adults.  
MUSIC: uninterrupted clusters of standards and  
popular music. NEWS: 5 min at 5, 6, 7 & 8 am,  
3 min at noon, 4, 5 & 9 pm. Brief stock market  
reports hourly 10 am-3 pm. COMMERCIAL POLICY:  
8 min per hour. Contact Representative for further  
details. Rec'd 5/3/74.

- PERSONNEL**  
President—Joseph Field.  
Vice-Pres. & Gen'l Mgr.—Sam Sharwood.  
Sales Manager—Charles Loufek.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 100,000 w.; 93.7 mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 25a, 26,  
27, 28a, 29a, 30.  
Contracts: 40c, 41, 44a, 45, 47e, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60l, 60i,  
61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 3/1/74—Rec'd 3/18/74.

Prime—3-7 pm.  
AA—9 am-3 pm & 7-10 pm.  
A—5-9 am & 10 pm-1 am.  
B—1-5 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1 min					30 sec					1 min					30 sec				
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec				
6 ti	35.00	28.00	33.00	26.40	31.00	24.80	32.00	26.40	31.00	24.80	32.00	26.40	31.00	24.80	32.00	26.40				
12 ti	33.00	26.40	31.00	24.80	29.00	23.20	32.00	26.40	31.00	24.80	29.00	23.20	32.00	26.40	31.00	24.80				
18 ti	32.00	25.60	30.00	24.00	28.00	22.40	31.00	24.80	29.00	23.20	27.00	21.60	30.00	24.00	28.00	22.40				
24 ti	31.00	24.80	29.00	23.20	27.00	21.60	30.00	24.00	28.00	22.40	26.40	20.80	29.00	23.20	27.00	21.60				

Fixed position, extra 10%.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN

12 ti (2 Prime, 4AA, 4A, 2 wknd)	300
18 ti (3 Prime, 6AA, 5A, 4 wknd)	448
24 ti (4 Prime, 8AA, 7A, 5 wknd)	578

(Minneapolis-St. Paul continued on next page)

**Demographic  
estimates  
for every  
Metro Area**

**men & women  
in 4 age groups  
teens and  
children**

See Contents Page.

R-N 74

# MINNESOTA

Minneapolis-St. Paul—Continued

**WCCO**

1924

MINNEAPOLIS

**CBS Radio Network**

Represented by **CBS RADIO SPOT SALES**

**NAB**

Media Code 4 224 5885 3.00

Midwest Radio & Television, Inc., 625 Second Ave. So., Minneapolis, Minn. 55402. Phone 612-332-1202.

**STATION'S PROGRAMMING DESCRIPTION**

WCCO: Variety programming for general interest. AIR PERSONALITIES featured on all programs. NEWS: 60 min news-weather-sports at 7 am; 30 min at 5 and 10 pm. 12-1/2 min local-regional-network news and weather on hour balance of day. Stock market and business reports. Frequent documentaries and specials. SPORTS: play-by-play major league baseball & hockey; college football & basketball; high school sports. Coverage of fishing, hunting, golf. FARM: 2 farm directors. ENTERTAINMENT: programs include varied music (current, standards, albums) with public service and informational features. Air personalities with humor, skits, parodies 10:30-11 am. Telephone discussion 11:05 am-noon. Contact Representative for further details. Rec'd 1/25/71.

**1. PERSONNEL**

General Manager—Phil Lewis.  
National Sales Manager—Clayton Kaufman.  
Commercial Manager—Robert E. Woodbury.

**2. REPRESENTATIVES**

CBS Radio Spot Sales.

**3. FACILITIES**

50,000 w.; 830 kc. Class 1A Clear Channel. Non-directional.

Operating schedule: 24 hours daily. CST

**4. AGENCY COMMISSION**

15/0; time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15b.

Basic Rates: 20a, 20b, 22a, 23a, 24a, 24c, 27, 29a, 33a.

Contracts: 40b, 41, 42a, 45, 46, 47a, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 61a, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 73a.

Prod. Services: 81, 82

Only 1 product or service may be advertised per commercial.

(\* Contracts including Morning Drivetime spots subject to cancellation on 28 days prior written notice.

Affiliated with CBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 35 Eff 9/30/74—Rec'd 9/4/74.

**6. SPOT ANNOUNCEMENTS**

Morning Drive—Mon thru Sat 5:59-10 am.  
Afternoon Drive—Mon thru Fri 2:59-7 pm.  
Daytime—Mon thru Sat 5:59 am; Mon thru Fri 10 am-2:59 pm; Sat 10 am-7 pm; Sun 5 am-7 pm.  
Nighttime—Mon thru Sun 7 pm-4:59 am.

PER WK:	1 ti	1 min	12+	1 ti	6 ti	12+
AM Drive.....	180	175	165	145	140	135
PM Drive.....	155	150	140	125	120	115
Daytime.....	110	100	90	95	85	75
Nighttime.....	80	70	60	65	55	50

Preferred position, extra 20%.

**DISCOUNT**

52 wk—8%

**7. PACKAGE PLANS**

**WEEKEND SATURATION**

SAT & SUN. ROS:	4 ti	8 ti	12+
1 min.....	90	80	70
30 sec.....	75	65	60

**8. PROGRAM TIME RATES**

Morning Drive—Mon thru Sat 6-10 am.  
Noon/1P Drive—Mon thru Sat noon-1 pm; Mon thru Fri 3-6 pm.  
Daytime—Mon thru Sat 5-6 am, 10 am-noon & 1-3 pm; Mon thru Fri 6-7 pm; Sat 3-7 pm; Sun 5 am-7 pm.  
Nighttime—Mon thru Sun 7 pm-5 am.  
PER WK, 5 MIN: 1 ti 3 ti 5 ti 7 ti 10+  
AM Drive..... 175 170 160 150 140  
Noon/1P Drive..... 140 130 120 110 100  
Daytime..... 115 110 105 100 95  
Nighttime..... 95 90 85 80 75  
Not combinable with Spots or Wkly Saturation Plan.

**DISCOUNT**

52 wk—12%

Station-produced programs subject to talent production charges. Transcribed programs subject to 25% surcharge.

**9. PARTICIPATING PROGRAMS**

Hobbs House—Mon thru Sat 10:30 pm-5 am; Mon 12:05-5 am.  
PER WK: 12 ti 18 ti 24 ti 36+  
1 min..... 20 18 16 15  
Not combinable with each other nor with any other facilities to earn lower rate.

**WCCO-FM**

1969

MINNEAPOLIS

**CBS/FM SALES**

**NAB**

Media Code 4 224 5886 1.00

Midwest Radio & Television, Inc., 215 11th St., Minneapolis, Minn. 55403. Phone 612-339-1029.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

WCCO-FM: Programmed for adults 20-40.  
5 AIR PERSONALITIES daily; am & mid-morning man overlap 8-10 am. NEWS: at :60 & :30; news department manned all hours; UPI audio newscasts & entertainment; live guest interviews. MUSIC: progressive MOR. COMMERCIAL POLICY: 14 minutes per hour. Contact Representative for further details. Rec'd 10/15/73.

**1. PERSONNEL**

General Manager—Robinson Brown.  
Sales Manager—Scott O'Malley.  
Program Director—Paul Stagg.

**2. REPRESENTATIVES**

CBS/FM Sales.

**3. FACILITIES**

ERP: 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 1,250 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 23a, 24a, 24c, 25a.  
Contracts: 40b, 41, 45, 46, 48, 51b, 51c.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 70d, 71a, 72, 73b.  
Prod. Services: 80.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff — Rec'd 10/15/73.

**6. SPOT ANNOUNCEMENTS**

PER WK, 6 AM-10 PM:	Non-preemptible				Preemptible			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min 22	21	20	19	17	16	15	14	
30 sec 18	17	16	15	13	12	11	10	

**ALL THRU THE NIGHT**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min/less.....	10	9	8	7	6

**WDGY**

1923

MINNEAPOLIS

**BLAIR RADIO**

**NAB**

**RAB**

A Storz Owned Station

Subscriber to the NAB Radio Code  
Media Code 4 224 5900 8.00  
Storz Broadcasting Co., Box 6606, Minneapolis, Minn. 55420. Phone 612-881-2433

**1. PERSONNEL**

Chairman-of-the-Board—Robert H. Storz.  
General Manager—Dale G. Weber.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

50,000 w. days, 25,000 w. nights; 1180 hr.

Directional—separate patterns day and night.

Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**

15% on net (time only); no cash discount.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Blair Represented Network.  
Talent—all rates include a 20% talent and production charge.

**TIME RATES**

No. 6 Eff 2/1/71—Rec'd 1/14/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	11 ti 12 ti 18 ti 24 ti 30 ti				10 am-3 pm			
	1 min	20/30 sec	24	22	20	19	18	17
1 min.....	40	36	34	32	28	28	28	28
20/30 sec.....	32	29	27	26	24	24	24	24
ID's.....	24	22	20	19	18	18	18	18

**10. SPECIAL FEATURES**

5-MINUTE NEWSCASTS  
WKLY: 6 ti 12 ti  
Mon thru Fri 6-10 am & 3-7 pm..... 42 38  
All other times..... 33 30  
(Minneapolis-St. Paul continued on next page)

# The Ears have it!

(15 to 1)

## ARB reports more ear-opening facts about WCCO Radio's bigger-than-television story in Minneapolis-St. Paul.

Listen to this: WCCO Radio's enormous audience levels reached new highs in 1973.

It was our best year ever since ARB began measuring the market — in both average quarter-hour (AQH) and weekly cume estimates. And for the sixth consecutive year, WCCO Radio tops all four Twin Cities television stations. This time by a 15-1 score in a comparison of 16 points of AQH audiences.

Here are a few highlights from the 1973 ARB averages:

Persons 12+ AQH 6 am-Midnight, M-S	
WCCO Radio .....	120,850
Best TV Station .....	107,300
Adults 18+ AQH 6 am-6 pm, M-F	
WCCO Radio .....	156,400
Best TV Station .....	57,600
Men 18+ AQH Prime Time, M-F	
WCCO Radio (6-10 am) .....	105,800
Best TV Station (6:30-10:30 pm) .....	100,300

Hear the full story for yourself. Call out for your WCCO Radio or CBS Radio Spot Sales representative. You'll find there's more to sales-effective advertising than meets the eye.

**WCCO RADIO**  
MINNEAPOLIS/ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Radio — ARB estimates, April/May and Oct./Nov. 1973. TV — ARB estimates, Jan./Feb., Feb./March, May, Oct. and Nov. 1973 average. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.



**WLOL**  
1939  
MINNEAPOLIS

**AVCO**  
RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 224 6095 6.00

BFR Broadcasting Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0406. TWX 612-321-1150.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOL: Programmed primarily for adults 18-49.  
MUSIC: MOR, NEWS: 3 min at :15, 6-9 am & 3-7 pm M-Sat; 5 min at :45, daily. SPORTS: 6-9 am & 3-7 pm M-Sat; play-by-play U football & basketball, high school hockey & basketball; professional hockey. Contact Representative for further details. Rec'd 9/26/73.

- PERSONNEL**  
President—N. L. (Larry) Bentson.  
Vice-Pres. & Gen'l Mgr.—Wayne (Red) Williams.  
Program Director—Tom Wynn.
- REPRESENTATIVES**  
Arvo Radio Sales.
- FACILITIES**  
5,000 w.; 1330 kc. Directional—same pattern day and night.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 46, 47a, 48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 61c, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Service: 80, 82.  
Affiliated with American Information Network and Arvo Group Plan.

**TIME RATES**  
Eff 3/1/73—Rec'd 2/1/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight; Sun all day.  
C—Mon thru Sun midnight-6 am. Rates on request.

**6. SPOT ANNOUNCEMENTS**

PER YR:	AA			A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec	1 min	30 sec	15 sec
520 x	20	16	16	13	14	11	10	10	8
1040 x	11	9	8	7	7	5	7	7	5

**7. PACKAGE PLANS**

*1 tl	AA			A			B		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec	1 min	30 sec	15 sec
6 tl	26	21	24	19	19	15	18	14	14
12 tl	24	19	20	16	18	14	16	13	13
18 tl	22	18	18	14	16	11	14	11	11
24 tl	20	16	16	13	14	11	12	10	10
30 tl	18	14	14	11	12	10	11	10	8

**AM/FM COMBINATION TOTAL AUDIENCE PLAN**

PER WK:	12 tl (5AA, 4A, 3B)	18 tl (8AA, 6A, 4A)	24 tl (12AA, 7A, 5B)
	25	27	24

Equal number of spots on AM & FM.  
AM only: less 10.00 per spot.

**10. SPECIAL FEATURES**  
5-MIN NEWSCASTS 6+ PER WK, EA:  
AA—Mon thru Sun 9 am-8 pm.  
A—All other times.

**WLOL-FM**  
1956  
MINNEAPOLIS

**AVCO**  
RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 224 6096 4.00

WLOL-FM Corp., Midwest Plaza, 801 Nicollet Mall, Minneapolis, Minn. 55402. Phone 612-333-0406. TWX 612-321-1150.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOL-FM: Programmed for teens & young adults. MUSIC: Contemporary. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 3/1/73.

- PERSONNEL**  
General Manager—Wayne (Red) Williams.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 72,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 449 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WLOL. See that listing for rates.

**TIME RATES**  
Eff 3/1/73—Rec'd 2/1/73.  
AA—Mon thru Sun 9 am-8 pm.  
A—All other times.

October 1, 1974

**6. SPOT ANNOUNCEMENTS**

CLASS AA	*1 tl				
	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	15	13	12	11	10
30 sec	12	11	10	9	8

CLASS A	*1 tl				
	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	13	11	10	9	8
30 sec	11	9	8	7	6

(\*) or fixed.

PER YR:	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
520 x	11	9	9	7	7	5
1040 x	9	7	7	5	5	4

ID: 60% of applicable 1-min.

**WMIN**  
1964  
MAPLEWOOD

**AVCO**  
RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 224 6239 0.00

Voyagour's Broadcasting Corp., 498 S. Century Ave., St. Paul, Minn. 55119. Phone 612-739-4433.

**STATION'S PROGRAMMING DESCRIPTION**  
WMIN: MUSIC: polkas & waltzes mixed with MOR. NEWS: 5 min at :60, international, national, regional, UPI & local. FEATURES: all request & teletalk. Contact Representative for further details. Rec'd 2/20/74.

- PERSONNEL**  
President—O. B. Bergen.  
General Manager—Tom Dohm.  
Commercial Manager—Gerald Rosendahl.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
250 w.; 1010 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15% of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 12a, 14a.  
Basic Rates: 22a, 23a, 24b, 29a, 30.  
Contracts: 40a, 46.  
Cancellation: 70e.  
Member: Viking Radio Network.

**NATIONAL AND LOCAL RATES SAME**  
No. 2 Eff 1/1/74—Rec'd 4/29/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 WEEK					
	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	10.00	9.75	9.50	9.25	9.00	8.75
30 sec	8.00	7.75	7.50	7.25	7.00	6.75
15 sec	6.00	5.75	5.50	5.25	5.00	4.75

**13 WEEK**

PER WK:	1 WEEK					
	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	9.75	9.50	9.25	9.00	8.75	8.50
30 sec	7.75	7.50	7.25	7.00	6.75	6.50
15 sec	5.75	5.50	5.25	5.00	4.75	4.50

**26 WEEK**

PER WK:	1 WEEK					
	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	9.50	9.25	9.00	8.75	8.50	8.25
30 sec	7.50	7.25	7.00	6.75	6.50	6.25
15 sec	5.50	5.25	5.00	4.75	4.50	4.25

**52 WEEK**

PER WK:	1 WEEK					
	5 tl	10 tl	15 tl	20 tl	25 tl	30 tl
1 min	9.25	9.00	8.75	8.50	8.25	8.00
30 sec	7.25	7.00	6.75	6.50	6.25	6.00
15 sec	5.25	5.00	4.75	4.50	4.25	4.00

**8. PROGRAM TIME RATES**

PER WK:	1 hr	1/2 hr	1/4 hr
26 tl	110	60	35
52 tl	105	55	30

**WRAH (FM)**  
1959  
RICHFIELD

**AVCO**  
RADIO SALES

Subscriber to the NAB Radio Code  
Media Code 4 224 6383 6.00

Fairchild, Minnesota, Inc., 2110 Cliff Rd., Eagan, Minn. 55122. Phone 612-452-1560.

**STATION'S PROGRAMMING DESCRIPTION**  
WRAH (FM): Programmed for teens & young adults. MUSIC: Contemporary. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 3/1/73.

- PERSONNEL**  
Robert E. Eastman & Co., Inc.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 100,000 w.; 101.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 253 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.

**TIME RATES**  
Eff 1/29/73.  
AA—Mon thru Fri 3 pm-midnight; Sat & Sun all day.  
A—Mon thru Fri 6 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 tl	10	9	8	8	7	6
12 tl	9	8	7	7	6	5
18 tl	8	7	6	6	5	4
24 tl	7	6	5	5	4	3
30 tl	6	5	4	4	3	2

ID's: 60% of 1-min.

**WWTC**  
1931  
MINNEAPOLIS

**Buckley Radio Sales, Inc.**

Media Code 4 224 6670 6.00  
Buckley Broadcasting Corp. of Minnesota, 609 Second Avenue S., Minneapolis, Minn. 55402. Phone 612-333-2363.

**STATION'S PROGRAMMING DESCRIPTION**  
WWTC: Programmed for general adult interest. AIR PERSONALITIES handle all segments. MUSIC: MOR of today & yesterday featuring important LP's & singles. NEWS: 5 min at :60 with 3 min information capsule at :30. Capsules consist of sports, stocks, weather, features & reviews. Contact Representative for further details. Rec'd 4/11/74.

- PERSONNEL**  
General Manager—Lee E. Zanin.  
Sales Manager—Don J. Weir.  
Operations Manager—Tom Wayne.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w. days, non-directional, 5,000 w. nights, directional: 1280 kc.  
Operating schedule: 5-11 am. CST.
- AGENCY COMMISSION**  
15% net time only: 15% of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 12g, 14d.  
Basic Rates: 20b, 21d, 22b, 24a, 24c, 27, 30, 32b.  
Contracts: 41, 44b, 47a, 49, 51b.  
Comb.: Cont. Discounts: 60d, 60i, 61a, 61b.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Service: 85.

**RATE PROTECTION**  
Rates quoted herein are guaranteed for period of 26 weeks from effective date of any increase in these rates, provided that advertising equalling a weekly cancellation of 100.00 is actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

**NATIONAL AND LOCAL RATES SAME**  
No. 5 Eff 2/15/70—Rec'd 1/26/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA					
	1 tl	6 tl	12 tl	18 tl	24 tl	36 tl
1 min	35.00	34.00	33.00	32.00	31.00	30.00
20/30 sec	29.00	28.00	27.00	26.00	25.00	24.00
10 sec	25.00	24.00	23.00	22.00	21.00	20.00

**CLASS A**

PER WK:	CLASS A					
	1 min	30 sec	15 sec	20 sec	26 sec	25.00
1 min	30.00	29.00	28.00	27.00	26.00	25.00
20/30 sec	25.00	24.00	23.00	22.00	21.00	20.00
10 sec	20.00	19.00	18.00	17.00	16.00	15.00

**CLASS B**

PER WK:	CLASS B					
	1 min	30 sec	15 sec	10 sec	10.50	12.50
1 min	15.00	14.50	14.00	13.50	13.00	12.50
20/30 sec	12.50	12.00	11.50	11.00	10.50	10.00
10 sec	10.00	9.50	9.00	8.50	8.00	7.50

**7. PACKAGE PLANS**

PER WK:	(1/3AA, 1/3A, 1/3B)					
	12 tl	18 tl	24 tl	36 tl	12 tl	18 tl
1 min	22	21	20	19	18	17
20/30 sec	18	17	16	15	14	13
10 sec	15	14	13	12	11	10

**ALL CLASSES A**

PER WK:	ALL CLASSES A					
	1 min	30 sec	15 sec	10 sec	10.50	12.50
1 min	22	21	20	19	18	17
20/30 sec	18	17	16	15	14	13
10 sec	15	14	13	12	11	10

**10. SPECIAL FEATURES**  
5-min newscasts at :60—1 1/2x 1-min. Incl 25% news service charge.  
2-min news headlines at :20 & :40—1-min plus 5.00; commissionable.

**WYOO**  
1949  
RICHFIELD

**ROBERT E. EASTMAN & CO., INC.**

Media Code 4 224 6727 4.00  
Fairchild, Minnesota, Inc., 2110 Cliff Rd., Eagan, Minn. 55122. Phone 612-452-1560.

**STATION'S PROGRAMMING DESCRIPTION**  
WYOO: Programmed for adults 18-49.  
MUSIC: Mixture of pop, past hits with emphasis on past hits of 50's-70's. NEWS/SPORTS: 5 min at :60. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 7/1/74.

- PERSONNEL**  
General Manager—Michael R. Sigelman.  
Program Director—Rob Sherwood.  
Local Sales Manager—Bob Brokman.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 980 kc. Directional.  
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 6, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25b, 28c, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60e, 60h, 60i.  
Cancellation: 70e.  
FM facilities: WRAH (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with American Entertainment Network.

**MINNESOTA**

**TIME RATES**  
Eff 11/3/72—Rec'd 11/8/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA			A		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
12 tl	18	15	14	11	11	9
18 tl	17	14	13	10	10	8
24 tl	16	13	12	9	9	7
30 tl	15	12	11	8	8	6

10/15 sec: 60% of 1-min.

**10. SPECIAL FEATURES**  
5-MIN NEWS/SPORTS, PER WK: 5 tl 10 tl  
AA ..... 25 20  
A ..... 20 16  
Incl 1-min spot plus 10-sec billboard.

**MONTEVIDEO**

Chippewa County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**KDMA**  
1951

Subscriber to the NAB Radio Code  
Media Code 4 224 6785 2.00

Midwest Broadcasting Corp., Box 471, Montevideo, Minn. 56265. Phone 612-269-8815.  
Studio Office: Box 211, 627 Prentice St., Granite Falls, Minn. 56241. Phone 612-564-3421.

- PERSONNEL**  
General Manager—Jerry Hennen.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
1,000 w.; 1460 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
15% net time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Viking Network.

**TIME RATES**  
Eff 11/1/71—Rec'd 12/20/71.

**7. PACKAGE PLANS**

PER WK:	TIME RATES					
	5 tl	10 tl	15 tl	20 tl	26 tl	26 tl
1 wk	8.00	7.50	7.			

# MINNESOTA

## NEW PRAGUE

Scott County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KTMF

1969  
Media Code 4 224 6960 1.00  
TMF Communications, Inc., Box 193, New Prague, Minn. 56071. Phone 812-758-2225.

- PERSONNEL**  
Pres. & Gen'l Mgr.—D. L. Parry.
- FACILITIES**  
590 w. days; 1350 kc. Directional.  
Operating schedule: 6 am-local-sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Viking Radio Network.

#### TIME RATES

No. 3 Eff 7/69—Rec'd 11/17/70.  
A—6-9:30 am & 11:30 am-1 pm.  
B—All other times.

PER YR:	CLASS A				
	260x	104x	52x	26x	13x
30 sec.....	2.50	2.75	3.00	3.25	3.50
1 min.....	3.25	3.50	3.75	4.00	4.25
30 sec.....	2.25	2.50	2.75	3.00	3.25
1 min.....	3.00	3.25	3.50	3.75	4.00

Minimum of 1/12 of applicable yearly frequency must be used each month to qualify for above rates.

PLAN:	1 MINUTE—ROS				
	10 ti	20 ti	30 ti	50 ti	90 ti
EA.....	3.50	3.00	2.75	2.50	2.25

To be used within 7 days.

## NEW ULM (1 AM; 1 FM)

Brown County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

### KNUJ

1949  
Subscriber to the NAB Radio Code  
Media Code 4 224 7015 3.00  
KNUJ, Inc., 510-1/2 3rd North St., New Ulm, Minn. 56073. Phone 507-354-2114.

- PERSONNEL**  
General Manager—Perry Galvin.
- REPRESENTATIVES**  
Minneapolis—William L. Hurley.
- FACILITIES**  
1,000 w.; 860 kc. days. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Eff 5/1/74—Rec'd 7/8/74.  
AA—7-7:58 am, 11:30-11:58 am, 9, 10 & 11 am news & 3:58-4:17 pm; Sun noon-4 pm.  
A—6-7 am, 8:17-11:30 am (except news), 2 & 3 pm news & 4:17-6 pm.  
B—1-3:58 pm (except news) & 6 pm-sign-off.

PER YR:	CLASS AA			CLASS A			CLASS B		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	
13 x.....	12.75	9.25	10.50	7.25	9.50	6.50	11.50	7.75	
13 x.....	11.50	7.75	9.50	6.50	8.75	6.50	10.75	7.25	
130 x.....	9.00	6.50	8.00	5.50	7.25	5.00	8.75	6.00	
260 x.....	8.75	6.00	7.25	5.00	6.50	4.50	8.00	5.50	
312 x.....	8.00	5.50	6.50	4.50	6.00	4.00			

- SPOT ANNOUNCEMENTS**  
WEEKLY FREQUENCY DISCOUNT  
10 ti—5%  
20 ti—10%  
30 ti—15%
- PACKAGE PLANS**  
IMPACT PLAN DISCOUNTS  
20 per day/3+ days, earned rate less 20%.  
10 per day/5+ days, earned rates less 15%.  
5 per day/10+ days, earned rate less 10%.  
No specified time.

### KNUJ-FM

1968  
Subscriber to the NAB Radio Code  
Media Code 4 224 7016 1.00  
KNUJ, Inc., 510-1/2 3rd North St., New Ulm, Minn. 56073. Phone 507-354-2114.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 28,500 w.; 93.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.:

#### TIME RATES

No. 4 Eff 2/1/70—Rec'd 3/27/70.

PER YR:	CLASS A		
	1 min	30 sec	1 min
6 am-noon.....	4.50		
12:35-6 pm.....	4.00		
6 pm-midnight.....	6.00		

Time figured by number of 1-minute spots allocated for that time period.

WKLY:	IMPACT PLANS		
	10 ti	20 ti	30 ti
Additional discount.....	5%	10%	15%

## NORTHFIELD

Hilco County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KYMN

1968  
Media Code 4 224 7020 3.00  
KYMN, Inc., Box 201, Northfield, Minn. 55057.  
Phone 507-645-5695.

- PERSONNEL**  
General Manager—Stan Stydnicki.
- REPRESENTATIVES**  
Paul J. Ewing.
- FACILITIES**  
1,000 w.; 1080 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%; payable 10th.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Viking Radio Network.

#### TIME RATES

Eff 12/1/73—Rec'd 11/5/73.

PER YR:	CLASS A			CLASS B			CLASS C		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	
13 x.....	5.00	4.00	104 x.....	4.15	3.15	13 x.....	4.95	3.95	
13 x.....	4.95	3.95	156 x.....	3.95	2.95	26 x.....	4.75	3.75	
26 x.....	4.75	3.75	260 x.....	3.75	2.75	39 x.....	4.55	3.55	
39 x.....	4.55	3.55	312 x.....	3.55	2.55	52 x.....	4.35	3.35	

- PACKAGE PLANS**  
1 min..... 700x 1000x 1500x  
30 sec..... 3.25 3.00 2.80  
30 sec..... 2.50 2.25 2.15
- 10-DAY PACKAGE**  
1 min 42.00 61.50 75.00 82.50 103.50 132.50 162.50  
30 sec 34.20 47.25 57.60 69.25 81.00 98.00 121.00
- 30 DAY PACKAGE**  
1 min..... 100x 150x 200x  
30 sec..... 2.40 2.30 2.15  
7-9 am, noon-1 pm, 4-6 pm, extra 10%.  
15 sec, ea 2.20.

## ORTONVILLE

Big Stone County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

### KDIO

1956  
Subscriber to the NAB Radio Code  
Media Code 4 224 7130 0.00  
Tri-State Broadcasting Co., Box 264, R.R. #1, Ortonville, Minn. 56278. Phone 612-339-2581.

- PERSONNEL**  
General Manager—Cy McCormick.
- REPRESENTATIVES**  
Donald Cooke, Inc.
- FACILITIES**  
1,000 w.; 1350 kc. days.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 10/1/73—Rec'd 1/28/74.  
A—Mon thru Sat 7-9 am, 11:30 am-1 pm & 5:30-7 pm; Sun noon-6:30 pm.  
B—All other times.

PER YR:	CLASS A		CLASS B	
	1 min	30 sec	1 min	30 sec
Open.....	4.35	3.60	3.05	2.55
6 x.....	4.20	3.50	3.00	2.50
13 x.....	4.10	3.40	2.95	2.45
26 x.....	4.00	3.15	2.90	2.40
39 x.....	3.90	3.05	2.80	2.35
52 x.....	3.85	3.00	2.75	2.30
78 x.....	3.55	2.95	2.75	2.25
104 x.....	3.45	2.90	2.70	2.20
156 x.....	3.30	2.75	2.65	2.15
208 x.....	3.20	2.65	2.60	2.10
260 x.....	3.10	2.55	2.50	2.05
312 x.....	3.00	2.50	2.45	2.00

## OWATONNA (1 AM; 1 FM)

Steele County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### KRFO

1950  
Subscriber to the NAB Radio Code  
Media Code 4 224 7245 6.00  
Owatonna Broadcasting Co., Elm & Pearl Sts., Owatonna, Minn. 55060. Phone 507-451-2250.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Duane Allen.
- FACILITIES**  
500 w.; 1390 kc. days. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KRFO-FM.
- AGENCY COMMISSION**  
15/0 time and talent; 10 days.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Viking Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6-C Eff 10/1/73—Rec'd 11/19/73.  
A—6:30-9:45 am, 11:30 am-1 pm & 4:30-6:30 pm.  
B—5:30-6:30 am, 9:45-11:30 am & 1-4:30 pm; Sun all day to 6:30 pm.  
C—6:30 pm-sign-off.

PER YR:	CLASS A			CLASS B			CLASS C		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	
13 x.....	4.90	3.60	3.60	2.65	2.65	2.60	4.80	3.55	
13 x.....	4.80	3.55	3.55	2.60	2.60	1.90	4.70	3.45	
26 x.....	4.70	3.45	3.45	2.50	2.50	1.85	4.60	3.35	
52 x.....	4.55	3.35	3.35	2.45	2.45	1.80	4.45	3.20	
104 x.....	4.35	3.20	3.20	2.35	2.35	1.75	4.30	3.00	
156 x.....	4.10	3.00	3.00	2.25	2.25	1.65	4.10	2.85	
260 x.....	3.80	2.75	2.75	2.10	2.10	1.50	3.90	2.65	
312 x.....	3.60	2.65	2.65	2.00	2.00	1.45	3.70	2.50	

- SPOT ANNOUNCEMENTS**  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
100 ti..... 265 255  
AM/FM coverage 50% discount.

PER WK. EA:	1 MINUTE			
	10 ti	25 ti	50 ti	100 ti
1 min.....	3.00	2.70	2.40	2.10
30 sec.....	2.15	2.00	1.80	1.65

15 sec: 50% of 1-min.

## KRFO-FM

1966  
Media Code 4 224 7246 4.00  
Owatonna Broadcasting Co., Drawer K, 301 N. Cedar St., Owatonna, Minn. 55069. Phone 507-451-2250.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 3,000 w.; 104.9 mc.  
Operating schedule: 5:30 am-11 pm. CST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see KRFO.

PER WK. EA:	1 MINUTE			
	10 ti	25 ti	50 ti	100 ti
1 min.....	3.00	2.70	2.40	2.10
30 sec.....	2.15	2.00	1.80	1.65

15 sec: 50% of 1-min.

## PARK RAPIDS (1 AM; 1 FM)

Hubbard County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### KPRM

1962  
A De La Hunt Station  
Media Code 4 224 7360 3.00  
De La Hunt Broadcasting Corp., Hwy. 34, E., Park Rapids, Minn. 56470. Phone 218-732-3306.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. CST.  
Partial simulcast operation. Simulcast during news-casts. For non-simulcast facilities see KPRM-FM.
- AGENCY COMMISSION**  
15/0 time only. 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC and KBS.  
Sold in combination with KEHG, Fosston, KLLR.  
Walker: 2 sta 10%, 3 sta 15%, all sta 20%.

PER WK:	1 MINUTE							
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 wk.....	4.50	4.25	4.05	3.75	3.45	3.15	2.85	2.70
4 wk.....	4.30	4.05	3.85	3.55	3.25	2.95	2.65	2.50
8 wk.....	4.10	3.85	3.65	3.35	3.05	2.75	2.45	2.30
13 wk.....	3.90	3.65	3.45	3.15	2.85	2.55	2.25	2.10
26 wk.....	3.70	3.45	3.25	2.95	2.65	2.35	2.05	1.90
52 wk.....	3.50	3.25	3.05	2.75	2.45	2.15	1.85	1.70

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK:  
1 wk..... 4.50 4.25 4.05 3.75 3.45 3.15 2.85 2.70  
4 wk..... 4.30 4.05 3.85 3.55 3.25 2.95 2.65 2.50  
8 wk..... 4.10 3.85 3.65 3.35 3.05 2.75 2.45 2.30  
13 wk..... 3.90 3.65 3.45 3.15 2.85 2.55 2.25 2.10  
26 wk..... 3.70 3.45 3.25 2.95 2.65 2.35 2.05 1.90  
52 wk..... 3.50 3.25 3.05 2.75 2.45 2.15 1.85 1.70

PER WK:	30 SECONDS							
	1 wk	4 wk	8 wk	13 wk	26 wk	52 wk	1 wk	4 wk
1 wk.....	5.40	5.15	4.85	4.55	4.25	3.95	3.65	3.40
4 wk.....	5.20	4.95	4.65	4.35	4.05	3.75	3.45	3.20
8 wk.....	5.00	4.75	4.45	4.15	3.85	3.55	3.25	3.00
13 wk.....	4.80	4.55	4.25	3.95	3.65	3.35	3.05	2.80
26 wk.....	4.60	4.35	4.05	3.75	3.45	3.15	2.85	2.60
52 wk.....	4.40	4.15	3.85	3.55	3.25	3.05	2.85	2.40

- PACKAGE PLANS**  
SPECIAL 1-WEEK PACKAGE  
100 ti..... 1 min 30 sec 250 210

## KPRM-FM

1967  
A De La Hunt Station  
Media Code 4 224 7361 1.00  
De La Hunt Broadcasting Corp., Box 49, Hwy. 34 East, Park Rapids, Minn. 56470. Phone 218-732-3306.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 100,000 w.; 103.7 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately except during news-casts. For simulcast facilities see KPRM.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Minnesota Star Network.  
Sold in combination with KEHG, Fosston, KLLR.  
Walker: 2 sta 10%, 3 sta 15%, all sta 20%.

PER WK. EA:	1 MINUTE			
	10 ti	25 ti	50 ti	100 ti
1 min.....	3.00	2.70	2.40	2.10
30 sec.....	2.15	2.00	1.80	1.65

15 sec: 50% of 1-min.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE							
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 wk.....	6.25							



## PRESTON (1 AM; 1 FM)

Fillmore County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

### KFIL

1966



Subscriber to the NAB Radio Code  
Media Code 4 224 7650 7.00  
KFIL, Inc., Box 377, Preston, Minn. 55965. Phone 507-765-3856.

- PERSONNEL**  
General Manager—Russ Chesney.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation, Minneapolis—William L. Hurley.
- FACILITIES**  
1,000 w. days; 1060 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network, Viking Radio Network.

#### TIME RATES

Eff—Rec'd 1/26/71.

6. SPOT ANNOUNCEMENTS		1x		13x		26x		52x		104x		156x		260x		312x	
1 min	7.80	7.15	6.50	6.20	5.85	5.55	5.20	5.00	30 sec	6.50	6.15	5.85	5.50	5.20	4.85	4.75	4.55

#### 7. PACKAGE PLANS

PER WK. ROS:	1 ti	75 ti	150+
1 min (120 wds)	5.85	5.20	4.85
30 sec (60 wds)	3.90	3.55	3.25
20 sec (40 wds)	3.55	3.25	2.90

### KFIL-FM

1971



Media Code 4 224 7651 9.00  
KFIL, Inc., Box 377, Preston, Minn. 55965. Phone 507-765-3856.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo. Operating schedule: 6 am-midnight. CST. Antenna ht.: 320 ft. above average terrain.

#### TIME RATES

Eff—Rec'd 2/10/71.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
1 x	6.00	5.00	104 x	4.50	4.00
13 x	5.50	4.75	156 x	4.25	3.75
26 x	5.00	4.50	260 x	4.00	3.65
52 x	4.75	4.25	312 x	3.85	3.50

#### 7. PACKAGE PLANS

PER WK. ROS:	1 ti	75 ti	150+
1 min	4.50	4.00	3.75
30 sec	3.00	2.75	2.50
20 sec	2.75	2.50	2.25

## PRINCETON

Millie Lacs County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### WKPM

1967



Subscriber to the NAB Radio Code  
Media Code 4 224 7675 4.00  
P. M. Broadcasting Co., Box 188, Princeton, Minn. 55371. Phone 612-389-1300.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Terry Montgomery.
- FACILITIES**  
1,000 w. 1300 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network.

#### TIME RATES

Eff—Rec'd 6/25/69.

6. SPOT ANNOUNCEMENTS		1x		13x		26x		52x		104x		208x		416x		832x	
1 min	4.50	4.40	4.35	4.00	3.80	3.50	3.30	3.00	30 sec	4.00	3.80	3.50	3.30	3.00	2.80	2.50	

#### 7. PACKAGE PLANS

WKND PACKAGE, FRI NOON-SUN:	15 ti	25 ti
1 min	4.50	6.50
30 sec (min 25 per wk cont)	2.50	2.50

## RED WING (1 AM; 1 FM)

Goodhue County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### KCUE

1949



Subscriber to the NAB Radio Code  
Media Code 4 224 7705 9.00  
Hiawatha Valley Public Service Broadcasters, Box 102, Red Wing, Minn. 55066. Phone 612-388-3512.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George Brooks.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Minneapolis—Paul J. Ewing.

### 3. FACILITIES

1,000 w. days; 1250 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KCUE-FM.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.  
5. **GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Viking Radio Network.

#### TIME RATES

Eff—Rec'd 11/9/70.

6. SPOT ANNOUNCEMENTS		1x		52x		104x		156x		260x		312x	
1 min	7.50	6.50	6.25	6.00	5.75	5.50	5.30	30 sec	6.00	5.25	5.00	4.75	4.50

### KCUE-FM

1965



Subscriber to the NAB Radio Code  
Media Code 4 224 7706 7.00  
Hiawatha Valley Public Service Broadcasters, Inc., Box 102, Hwy 158 S., Red Wing, Minn. 55066. Phone 612-388-3512.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 3,000 w.; 105.5 mc. Operating schedule: 6:00 am-midnight. CST. Antenna ht.: 340 ft. above average terrain. Partial simulcast operation. Operated separately local sunset midnight. For simulcast facilities see KCUE.

#### TIME RATES

Rates are identical to KCUE. See that listing.

## REDWOOD FALLS (1 AM; 1 FM)

Redwood County—Map Location C-9  
See SRDS consumer market map and data at beginning of the State.

### KLGR

1954



Subscriber to the NAB Radio Code  
Media Code 4 224 7820 6.00  
Redwood Broadcasting Co., Inc., Box 65, Hwy. 19, W. Redwood Falls, Minn. 56283. Phone 507-637-2980.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Don Schiel. Operations Manager—Bruce Tolzmann. Farm Director—Sandy Schultz.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Western States—Bill Dahsten & Associates.

3. **FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5:30 am-midnight. CST. Partial simulcast operation. Simulcast 5:30-8:30 am & 11:30 am-12:30 pm. For non-simulcast facilities see KLGR-FM.

4. **AGENCY COMMISSION**  
15% time only.

5. **GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3d, 4a, 5, 6a, 8. Rate Protection: 15b, 15d. Basic Rates: 20b, 21h, 23a, 24b, 25a, 27, 28a, 28c, 29a. Contracts: 40a, 44h, 47c. Comb.: Cont. Discounts: 60b, 62d. Cancellation: 71a, 73b. Prod. Services: 80, 82. Affiliated with American Information Network.

#### TIME RATES

Eff—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A	
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	6.00	5.75	5.50	5.25	5.00

AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm. A—All other times.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Don Schiel. Operations Manager—Bruce Tolzmann. Farm Director—Sandy Schultz.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Western States—Bill Dahsten & Associates.

3. **FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc. Non-directional. Operating schedule: 5:30 am-midnight. CST. Partial simulcast operation. Simulcast 5:30-8:30 am & 11:30 am-12:30 pm. For non-simulcast facilities see KLGR-FM.

4. **AGENCY COMMISSION**  
15% time only.

5. **GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3d, 4a, 5, 6a, 8. Rate Protection: 15b, 15d. Basic Rates: 20b, 21h, 23a, 24b, 25a, 27, 28a, 28c, 29a. Contracts: 40a, 44h, 47c. Comb.: Cont. Discounts: 60b, 62d. Cancellation: 71a, 73b. Prod. Services: 80, 82. Affiliated with American Information Network.

#### TIME RATES

Eff—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A	
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	6.00	5.75	5.50	5.25	5.00

AA—6-9 am, 11:30 am-1:30 pm & 4-6:30 pm. A—All other times.

3. **FACILITIES**  
1,000 w. days; 1250 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KCUE-FM.

4. **AGENCY COMMISSION**  
15% time only.

5. **GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network, Viking Radio Network.

Subscriber to the NAB Radio Code  
Media Code 4 224 7821 4.00  
Redwood Broadcasting Co., Inc., Box 65, Hwy. 19, W. Redwood Falls, Minn. 56283. Phone 507-637-2980.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—George Brooks.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Minneapolis—Paul J. Ewing.

### 3. FACILITIES

ERP 3,000 w.; 97.7 mc. Stereo. Operating schedule: 5:30 am-midnight. CST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operated separately 6:30-11:30 am & 12:30 pm-midnight. For simulcast facilities see KLGR.

#### TIME RATES

Eff—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS		26x		52x		156x		280x	
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00

## RICHFIELD

Hennepin County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## See Minneapolis-St. Paul

(including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

## ROCHESTER (3 AM; 4 FM)

Olmsted County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

### KNCV (FM)

Simulcast. See KWBE, KNCV (FM) listing.

### KNXR (FM)

Media Code 4 224 7870 1.00  
United Audio Corp., 220 S. Broadway, Rochester, Minn. 55901. Phone 507-288-7700.

5. **GENERAL ADVERTISING** See coded regulations KNXR (FM): Programmed for adults and young adults. MUSIC: emphasis on general popular and middle-of-the-road music presented by 6 air personalities. Standards, film music and showtunes presented in uninterrupted groups of 3 selections, 67% instrumental, 33% vocal. NEWS: 5 min summary on hour, headlines on half hour. Classical music both recorded and local live performances on weekends. Features: business news, detailed weathercasts, local business-salutes, community activities placed with musical programs. COMMERCIAL POLICY: 12 minutes per hour. Rec'd 3/31/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Thomas H. Jones. Commercial Manager—Donald H. Anderson.
- FACILITIES**  
ERP 96,000 w.; 97.5 mc. Stereo. Operating schedule: 5-2 am. CST. Antenna ht.: 400 ft. above average terrain.

4. **AGENCY COMMISSION**  
15/0 time only; 15th of month.

5. **GENERAL ADVERTISING** See coded regulations Rate Protection: 10h, 11h, 12h, 13h, 14b, 15a, 15b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 33c. Contracts: 40a, 42h, 44a, 45, 46, 47e, 48, 51b. Comb.: Cont. Discounts: 60a, 62a. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 82. Affiliated with American FM Network.

#### TIME RATES

No. 5 Eff 6/1/73—Rec'd 5/30/73.

6. SPOT ANNOUNCEMENTS		CLASS AA/FIXED		CLASS A/ROS	
1 min	7.15	6.40	6.15	5.90	5.25
30 sec	6.15	5.50	5.25	4.90	4.50

7. **PACKAGE PLANS**  
PER WK, (1/2AA, 1/2A) 20 ti 30 ti 60 ti  
1 min 5.25 4.00 3.75  
30 sec 4.00 3.50 3.25  
PER WKND, SAT & SUN, ROS: 4 ti 6 ti 12 ti  
1 min 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00

8. **PROGRAM TIME RATES**  
PER HR:  
1 x 75 156 x 45  
13 x 60 208 x 42  
26 x 55 280 x 40  
52 x 50 312 x 36  
104 x 47 364 x 32

9. **PARTICIPATING PROGRAMS**  
ALL NIGHT SHOWCASE—  
MON-SAT 10:30 PM-6 AM  
PER WK: 8 ti 12 ti 18 ti 24 ti  
1 min 3.00 2.75 2.50 2.25

10. **SPECIAL FEATURES**  
5 min newscasts—1-1/2x 1-min. Headlines at :30—1-1/4x 1-min.

### KOLM

1963



Subscriber to the NAB Radio Code  
Media Code 4 224 7935 2.00  
Olmsted County Broadcasting Company, 114 S. Broadway, Rochester, Minn. 55901. Phone 507-288-1971.

- PERSONNEL**  
Pres. & Gen'l Mgr.—George Brooks.
- REPRESENTATIVES**  
PRO Time Sales, Inc. Minneapolis—Paul J. Ewing.

## MINNESOTA

farm director interviews, county agents, grain reports, weather, news. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 1/23/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Howard G. Bill. Operations Manager—Bill Chinn.

### 2. REPRESENTATIVES

Savall/Gates, Inc. St. Louis—Bruce Schneider & Co.

### 3. FACILITIES

10,000 w.; 1520 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 net time only; 15th of month.

5. **GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8. Rate Protection: 10a, 11c, 12c, 13c, 14c, 15b, 16. Basic Rates: 22a, 23a, 25a, 28a, 28c, 29a. Contracts: 40a, 44a, 45, 46, 48, 51a. Comb.: Cont. Discounts: 60a, 60g, 60i, 61a, 62a. Cancellation: 70b, 70e, 71a, 72, 73a. Prod. Services: 80, 81, 82. FM facilities: KWWK. Affiliated with MBS.

#### TIME RATES

Eff 6/3/71—Rec'd 6/3/71.

AA—6 am-6 pm.

A—6 pm-sign-off.

### 6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min	9.50	9.00	8.50
30 sec	7.50	7.00	6.50

7. **PACKAGE PLANS**  
PER WK: 10 ti 20 ti 25 ti 30 ti  
1 min 8.00 7.50 7.00 6.50  
30 sec 7.00 6.50 6.00 5.50

8. **PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 80 40 25 15 10

(Rochester continued on next page)

# Why KOLM?

## "THE POWER OF SOUTHEASTERN MINNESOTA"

- Number One radio service with Men 18 and over in Rochester Metro Market (Olmsted County)
- Number Two radio service with Women 18 and over in Rochester Metro Market.

The best all around buy for Adults 18-49 in the Rochester Market.

Circulation Pulse — Minnesota 1971-72.

# MINNESOTA

Rochester—Continued

KROC KROC-FM

1935 1965  
NBC Radio Network



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code  
Media Code 4 224 8050 9.00  
Southern Minnesota Broadcasting Company, 602 S.W.  
1st Ave., Rochester, Minn. 55901. Phone 507-288-  
4444. TWX 507-840-8232.

**STATION'S PROGRAMMING DESCRIPTION**  
KROC: Programmed for general interest. 7 air  
personalities entire operation. NEWS: 5 min net-  
work on hour. 9 local newscasts daily. 5 man news  
staff. FAIRM: programming 5-7 am, noon-1 pm with  
market reports, weather, county agent. Middle-of-the-  
road music. SPORTS: play-by-play plus 2 sportcasts  
daily. Personalities available for remote pickups from  
shopping centers, fairs, etc. Contact Representative for  
further details. Rec'd 7/13/67.

### 1. PERSONNEL

President—G. David Gentling.  
Manager—Robert A. Fick.

### 2. REPRESENTATIVES

Avery-Knodel, Inc.  
Harry B. Hyett Co., Inc.

### 3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 100,000 w.; 106.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 1,150 ft. above average terrain.  
Simulcast 6 am-midnight.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b,  
24a, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 45, 47a,  
48, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i,  
61a, 61b, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

### TIME RATES

No. 17 Eff 4/1/73—Rec'd 2/19/73.  
AAA—Mon thru Sat 6-10 am & noon-1 pm.  
AA—Mon thru Sat 4-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE	CLASS A					
	1x	26x	52x	156x	260x	312x
AAA	15.00	14.00	13.00	12.00	11.00	10.00
AA	10.20	9.60	9.30	8.40	8.10	7.80
A	7.20	6.60	6.30	5.40	5.10	4.80

### 30/20 SDCXNDS

1 MINUTE	CLASS A					
	1x	26x	52x	156x	260x	312x
AAA	12.00	11.00	10.00	9.00	8.00	7.00
AA	7.20	6.60	6.30	5.40	5.10	4.80
A	6.00	5.70	5.10	4.80	4.50	4.20

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
PER WK, EA: 10 ti 20 ti 25 ti 30 ti  
1 min: 9.00 8.70 8.40 8.10  
30/20 sec: 7.80 7.50 7.20 6.90

### 8. PROGRAM TIME RATES

1 HOUR	CLASS A					
	1x	26x	52x	156x	260x	312x
AA	75	72	69	66	63	60
A	60	57	55	53	51	48

1/2 hr: 60% of hour. 10 min: 33-1/3% of hour.  
1/4 hr: 40% of hour. 5 min: 25% of hour.

KWEB KNCV (FM)

1957 1968

American Information Network



Subscriber to the NAB Radio Code  
Media Code 4 224 8165 5.00  
JMT Broadcasting, Inc., Box 6428, Rochester, Minn.  
55901. Phone 507-288-3888.

**STATION'S PROGRAMMING DESCRIPTION**  
KWEB: MUSIC: soft selection from top 120; plus  
top 40 from past years to hit tunes from last 10  
years. After 8 pm, progressive rock. Contact Repre-  
sentative for further details. Rec'd 9/29/71.

### 1. PERSONNEL

General Manager—Michael L. Sheedy.  
Sales Manager—Glad Klein.  
Program Director—Dennis Luall.

### 2. REPRESENTATIVES

PRO Time Sales, Inc.

### 3. FACILITIES

5,000 w. days. 1,000 w. nights; 1270 kc. Directional.  
Operating schedule: 5:30 am-midnight daily. CST.  
FM-ERP 3,000 w.; 101.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 198 ft. above average terrain.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 24c, 25a, 26, 27, 28a,  
28c, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

Eff 2/72—Rec'd 1/3/72.

AAA—Mon thru Sat 6-9 am.  
AA—Mon thru Sat noon-1 pm & 3:30-7 pm; Sun  
8 am-1 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

	AAA			AA		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
25 x	5.75	5.00	3.50	6.00	4.80	3.00
52 x	6.50	5.20	3.25	5.50	4.40	2.75
156 x	6.25	5.00	3.15	5.25	4.20	2.65
312 x	5.75	4.60	2.90	4.75	3.80	2.40

A: 75% of AA.

### 7. PACKAGE PLANS

PER WK:	AAA			AA		
	1 min	30 sec	15 sec	1 min	30 sec	15 sec
10 ti	7.00	4.60	2.90	4.75	3.80	2.40
20 ti	5.50	4.40	2.75	4.50	3.60	2.25
30 ti	5.00	4.00	2.50	4.00	3.20	2.00
50 ti	4.50	3.60	2.25	3.50	2.80	1.75

A: 75% of AA.

### 8. PROGRAM TIME RATES

	1 hr		1/2 hr		1/4 hr		10 min		5 min	
	1 x	60.00	35.00	20.00	15.00	10.00	12.50			
52 x	46.00	28.00	15.50	12.00	9.50					
156 x	43.00	27.00	14.50	11.00	8.50					
312 x	40.00	25.00	13.50	10.00	7.50					

KWWK

1967



Media Code 4 224 8222 4.00  
Olmstead County Broadcasting Co., 114-1/2 S. Broad-  
way St., Rochester, Minn. 55901. Phone 507-282-  
0322.

See affiliated AM station for additional information.  
AM facilities: KOLM.

### STATION'S PROGRAMMING DESCRIPTION

KWWK: MUSIC: solid gold, contemporary music  
with blend of music from 50's & 60's. Contact Repre-  
sentative for further details. Rec'd 7/22/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—John K. Glidden.

### 3. FACILITIES

ERP 3,000 w.; 98.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 160 ft. above average terrain.

### TIME RATES

Eff 4/1/67—Rec'd 3/13/67.  
A—6 pm-midnight.  
B—6 am-6 pm.

### 6. SPOT ANNOUNCEMENTS

	CLASS A					
	1x	52x	104x	156x	260x	312x
*1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	5.25	4.90	4.59	4.10	3.75	3.40
*1 min	5.25	4.90	4.50	4.10	3.75	3.40
30 sec	3.95	3.65	3.35	3.05	2.80	2.55

(\*) Guaranteed times.  
10 sec: 50% of 1-min Class A.

### 7. PACKAGE PLANS

PER WK:	10 ti		15 ti		20 ti		30 ti	
	1 min	6.00	5.50	5.00	4.50	4.50		
30 sec	4.50	4.10	3.75	3.40				

### 8. PROGRAM TIME RATES

	1 hr		1/2 hr		1/4 hr		10 min		5 min	
	1 x	50	30	20	15	10				

### DISCOUNT

52 x—5%	156 x—10%	260 x—15%	312 x—20%
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ROSEAU

Roseau County—Map Location B-3  
See SRDS consumer market map and data at begin-  
ning of the State.

KRWB

1963

Media Code 4 224 8280 2.00  
Marlin T. Obie & Henry G. Tweeten, Box 130,  
Roseau, Minn. 56751. Phone 463-1410.

### 1. PERSONNEL

General Manager—Hal Bakke.

### 3. FACILITIES

1,000 w.; 1410 kc.  
Operating schedule—6 am-11 pm Mon thru Sat, 7  
am-11 pm Sun.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

Rates effective April 1, 1963. (Card No. 1.)  
Card received April 25, 1963.

### 6. SPOT ANNOUNCEMENTS

	CLASS A					
	1 wk	4 wk	13 wk	26 wk	52 wk	52 wk
5 ti	4.00	3.80	3.60	3.40	3.20	
10 ti	3.80	3.60	3.40	3.20	3.00	
15 ti	3.60	3.40	3.20	3.00	2.80	
20 ti	3.40	3.20	3.00	2.80	2.60	
25 ti	3.20	3.00	2.80	2.60	2.40	

### CLASS B

	CLASS B					
	1 wk	4 wk	13 wk	26 wk	52 wk	52 wk
(9:00 pm-noon, 1:00-5:00 pm and 7:00 pm-sign-off)						
5 ti	3.70	3.50	3.30	3.10	2.90	
10 ti	3.50	3.30	3.10	2.90	2.70	
15 ti	3.30	3.10	2.90	2.70	2.50	
20 ti	3.10	2.90	2.70	2.50	2.30	
25 ti	2.90	2.70	2.50	2.30	2.10	

### 7. PACKAGE PLANS

ROS SATURATION SCHEDULE	(Within 1 week)		
	10 ti	3.25	50 ti
25 ti	2.75	100 ti	3.25

ST. CLOUD (2 AM; 2 FM)

Plus 1 paid cross reference.  
Stearns County—Map Location D-7  
See SRDS consumer market map and data at begin-  
ning of the State.

KFAM

1938



Subscriber to the NAB Radio Code  
Media Code 4 224 8395 6.00  
The Times Publishing Co., Fernwood Addition, Hwy.  
152, St. Cloud, Minn. 56301. Phone 612-251-  
1450.

### 1. PERSONNEL

Manager—Paul Stacks.

### 2. REPRESENTATIVES

Savall/Gates, Inc.  
Wayne Erms & Associates, Inc.  
Canada—Andy McDermott Sales, Ltd.

### 3. FACILITIES

1,000 w. days. 250 w. nights; 1450 kc.  
Non-directional.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.  
Member: Minnesota Star Network, Viking Radio  
Network.

### TIME RATES

Eff 6/1/66—Rec'd 5/2/66.

### 6. SPOT ANNOUNCEMENTS

	1 min		1 min	
	1 min	156 x	1 min	156 x
1 x	7.50	5.00	7.00	4.50
13 x	7.00	4.50	6.50	4.00
26 x	6.50	4.00	6.00	3.50
52 x	6.00	3.50	5.50	3.00
104 x	5.50	3.00	5.00	2.50

### 7. PACKAGE PLANS

PER WK: 1 MIN.	1 wk		13 wk		26 wk		52 wk	
	5 ti	7.25	6.25	5.75	5.25	4.50		
10 ti	7.00	5.75	5.25	4.50	3.75			
15 ti	6.75	5.50	4.75	4.00	3.25			
20 ti	6.50	5.25	4.50	3.75	3.00			
25 ti	6.25	5.00	4.25	3.50	2.75			

30 seconds—



St. Peter—K R B I—Continued

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	156x	260x	365x
1 min	4.85	4.60	4.25	4.00	3.85	3.05
30 sec	4.00	3.65	3.40	4.05	2.75	2.45

**7. PACKAGE PLANS**

**SATURATION PLANS:**

10 ti in 3 days.....	30.25	34.20
15 ti in 5 days.....	42.35	33.90
20 ti in 7 days.....	54.45	43.60
35 ti in 15 days.....	90.75	71.40
50 ti in 1 mo.....	121.00	96.80
100 ti in 1 mo.....	226.30	181.50
300 ti in 6 mo.....	660.00	495.00
1000 x in 1 yr.....	1058.75	847.00
1000 x in 1 yr.....	1815.00	1452.00
Noon hr. fixed.....	4.40	3.30

**K R B I-FM**

1965



Subscriber to the NAB Radio Code  
Media Code 4 224 8626 6.00  
Beehafer & Johnson Broadcasting Corp., 1031 W. Grace St., St. Peter, Minn. 56082. Phone 507-931-3220.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 5:55 am-11:05 pm. CST.  
Antenna ht.:  
Partial simulcast operation. Operated separately local sunset-11:05 pm. For simulcast facilities see KRBI.

**TIME RATES**  
ET 5/1/62—Rec'd 2/6/67.

**7. PACKAGE PLANS**

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
1 min	4.50	4.25	4.00	3.50	3.00	2.50
30 sec	3.38	3.19	3.00	2.63	2.25	1.88
20/30 sec:	75% of 1-min.	8/10 sec:	50% of 1-min.			

**SAUK RAPIDS**

Benton County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WVAL**

1963

Subscriber to the NAB Radio Code  
Media Code 4 224 8740 5.00  
Tri-County Broadcasting Co., Box 255, 2nd St., N., Sauk Rapids, Minn. 56379. Phones 612-252-6200, 1-252-6201.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVAL 100% country & old time.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Herbert M. Hoppe.
- 2. REPRESENTATIVES**  
Gene Bolles Company.
- 3. FACILITIES**  
250 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**NATIONAL AND LOCAL RATES SAME**

Rates effective February 15, 1965. (Card No. 2.)  
Card received February 12, 1965.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		ea	tot	ea	tot
1-25 ti.....	8.00	156-259 ti.....	6.40		
26-51 ti.....	7.60	260-311 ti.....	6.00		
52-64 ti.....	7.40	312-519 ti.....	5.60		
65-129 ti.....	7.20	520-999 ti.....	5.00		
130-155 ti.....	6.80				

**7. PACKAGE PLANS**

**1 MINUTE SPOT PACKAGE**

PER WK:	ea	tot	ea	tot
10 ti.....	5.00	50.00	20 ti.....	4.00 80.00
15 ti.....	4.50	67.50		

(CR)

**SHAKOPEE**

Scott County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**KSMK**

1963



Subscriber to the NAB Radio Code  
Media Code 4 224 8855 1.00  
Progress Valley Broadcasters, Inc., Box 66, 421 E. First Ave., Shakopee, Minn. 55379. Phone 612-445-1866.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ray M. Poalld.

**2. REPRESENTATIVES**  
Gene Bolles Company.

**3. FACILITIES**  
500 w.; 1530 kc. Non-directional.  
144 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Accepts AAAA copyrighted contract.

**TIME RATES**

No. 5 ET 6/1/74—Rec'd 7/24/74.

**6. SPOT ANNOUNCEMENTS**

1-12 WKS. EA:	1 ti	10 ti	21 ti	31 ti	41+
30 sec.....	4.50	4.25	4.00	3.75	3.50
1 min: Extra	25%.				

**CONTRACT DISCOUNT**

13 wk—10%	26 wk—20%	52 wk—30%
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**SOUTH ST. PAUL**

Ramsey County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

**See Minneapolis-St. Paul**  
(including Golden Valley, Maplewood, Richfield, St. Louis Park, South St. Paul)

**STILLWATER**

Washington County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

**WAVN**

1949

Subscriber to the NAB Radio Code  
Media Code 4 224 8970 8.00  
WAVN, Inc., Lumberman's Exchange Bldg., 127 S. Water St., Stillwater, Minn. 55082. Phone 612-439-1220.

- 1. PERSONNEL**  
General Manager—Henry L. Sampson.
- 3. FACILITIES**  
5,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**TIME RATES**

Rates effective —  
Card received February 24, 1965.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		ea	tot	ea	tot
1 ti.....	6.00	101 ti.....	4.60		
13 ti.....	5.60	156 ti.....	4.20		
26 ti.....	5.30	260 ti.....	3.80		
52 ti.....	4.90	312 ti.....	3.50		

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	ea	tot
10 ti.....	5.60	56.00	4.20	28.00
15 ti.....	5.30	79.50	3.95	59.25
20 ti.....	4.90	98.00	3.65	73.00
25 ti.....	4.20	105.00	3.15	78.75
30 ti.....	4.00	120.00	3.00	90.00
40 ti.....	3.80	152.00	2.85	114.00
50 ti.....	3.50	175.00	2.69	130.00

**PER MO:**

ea	tot	ea	tot
25 ti.....	4.50 112.50	3.35 83.75	2.25 56.25
50 ti.....	4.00 200.00	3.00 150.00	2.00 100.00
75 ti.....	3.85 287.50	2.90 217.50	1.90 142.50
100 ti.....	3.25 325.00	2.45 245.00	1.60 160.00

**THIEF RIVER FALLS**

Pennington County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State

**KTRF**

1946

Subscriber to the NAB Radio Code  
Media Code 4 224 9085 4.00  
KTRF Radio Corp., Box 40, Thief River Falls, Minn. 56701. Phone 218-681-1230.

**STATION'S PROGRAMMING DESCRIPTION**  
KTRF: Programmed generally for young adults.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Don L. Olson.
- 2. REPRESENTATIVES**  
Minneapolis—Wayne-Evans & Associates, Inc.
- 3. FACILITIES**  
1000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Minnesota Star Network.

**TIME RATES**

ET 4/1/74—Rec'd 8/21/74.

AA—Mon thru Sat 7-9:30 am, 11:30 am-1 pm & 4:30-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		1x	13x	26x	52x	150x	260x
1 min.....	5.35	5.10	4.90	4.80	4.40	4.20	4.20
30 sec.....	3.95	3.80	3.65	3.60	3.40	3.20	

**CLASS A**

1 min.....	4.70	4.50	4.30	4.20	4.00	3.80	
30 sec.....	3.40	3.30	3.20	3.10	2.90	2.75	

**VIRGINIA (1 AM; 1 FM)**

St. Louis County—Map Location F-5  
See SRDS consumer market map and data at beginning of the state.

**WHLB**

1936

**WIRN (FM)**

1971

Subscriber to the NAB Radio Code  
Media Code 4 224 9200 9.00  
Virginia Broadcasting Co., Box 954, S. 17th St., & 6th Ave., Virginia, Minn. 55792. Phone 218-741-2233.

**1. PERSONNEL**  
Manager—James Parise.

**2. REPRESENTATIVES**

- Gene Bolles Company.  
Los Angeles—Lee F. O'Connell Company.  
Minneapolis—William L. Hurley.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-11 pm. CST.  
FM-ERP 3,000 w.; 107.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 105 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.
- TIME RATES**  
ET 11/1/73—Rec'd 10/26/73.
- 6. SPOT ANNOUNCEMENTS**
- |                       |                       |      |      |      |
|-----------------------|-----------------------|------|------|------|
| 1 min.....            | 6.00                  | 5.25 | 4.75 | 4.50 |
| 30 sec: 80% of 1-min. | 10 sec: 60% of 1-min. |      |      |      |
- 7. PACKAGE PLANS**
- |                       |                       |       |        |        |
|-----------------------|-----------------------|-------|--------|--------|
| PER WK:               | 10 ti                 | 15 ti | 30 ti  | 50 ti  |
| 1 min.....            | 50.00                 | 70.00 | 135.00 | 212.50 |
| 30 sec: 80% of 1-min. | 10 sec: 60% of 1-min. |       |        |        |

**WADENA (1 AM; 1 FM)**

Wadena County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**KKWS (FM)**

1968

Subscriber to the NAB Radio Code  
Media Code 4 224 9250 4.00  
KWAD Broadcasting Co., Box 551, Wadena, Minn. 56482. Phone 218-631-1803.  
See affiliated AM station for additional information.  
AM facilities: KWAD.

**3. FACILITIES**  
ERP 50,000 w.; 105.9 mc. Stereo.  
Operating schedule: 7 am-midnight. CST.  
Antenna ht.: 251 ft. above average terrain.

**TIME RATES**

Rates are identical to KWAD. See that listing.

**KWAD**

1947

Subscriber to the NAB Radio Code  
Media Code 4 224 9315 5.00  
KWAD Broadcasting Co., Phoenix Bldg., Wadena, Minn. 56482. Phone 218-631-1803.

**1. PERSONNEL**  
Manager—Dave Walter

**3. FACILITIES**  
1,000 w.; 920 kc. Directional—night only.  
Operating schedule: 5:30 am-11:00 pm. CST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
FM facilities: KKWS (FM).  
Affiliated with KBS.  
Member: Viking Radio Network.

**TIME RATES**

Rates effective July 1, 1958. (Card No. 5.)  
Card received November 7, 1958.

**6. SPOT ANNOUNCEMENT/PROGRAM RATES**

1	1/2	1/4	10	5	1	30
hr.	hr.	hr.	min.	min.	min.	sec.
1 time.....	52.00	31.00	18.00	9.50	5.50	4.75
26 times.....	46.00	28.00	16.00	9.00	5.25	4.50
52 times.....	42.00	26.00	15.00	8.50	4.75	4.25
156 times.....	36.00	22.00	14.00	8.00	4.50	4.00
260 times.....	32.00	18.00	13.00	8.00	4.50	4.25
312 times.....	26.00	16.00	11.00	8.00	4.50	4.25
624 times.....	22.00	14.00	10.00	7.50	4.00	3.75

**7. PACKAGE PLANS**

**WEEKLY PACKAGES**

1 minute:	42.50	60 times.....	180.00
15 times.....	56.25	80 times.....	200.00
20 times.....	70.00	100 times.....	225.00
40 times.....	130.00		

**WALKER**

Cass County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**KLLR**

1970

Subscriber to the NAB Radio Code  
Media Code 4 224 9360 1.00  
De La Hunt Broadcasting Corp., Box 49, Hwy. 34 W., Park Rapids, Minn. 56470. Phone 218-547-1200.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—E. P. De La Hunt, Jr.

**3. FACILITIES**  
1,000 w.; 1600 kc.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC and KBS.  
Sold in combination with KEHG, Fosston, KPRM, KPRM-FM, Park Rapids: 2 sta 10%, 3 sta 15%, all sta 20%.

**MINNESOTA**

**TIME RATES**  
ET—Rec'd 7/30/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:		30 SECONDS		1 MINUTE	
6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 wk.....	3.45	3.35	3.25	3.15	3.05
4 wk.....	3.40	3.30	3.20	3.00	2.95
8 wk.....	3.30	3.20	3.10	2.90	2.80
13 wk.....	3.20	3.10	3.00	2.80	2.70
26 wk.....	3.10	3.00	2.90	2.70	2.60
52 wk.....	2.95	2.85	2.70	2.55	2.45

**1 MINUTE**

1 wk.....	4.35	4.20	4.05	3.90	3.70
4 wk.....	4.30	4.15	4.00	3.80	3.60
8 wk.....	4.20	4.05	3.95	3.75	3.55
13 wk.....	4.00	3.85	3.75	3.55	3.40
26 wk.....	3.50	3.40	3.30	3.05	2.90
52 wk.....	3.30	3.10	3.00	2.75	2.65

**WASECA (1 AM; 1 FM)**

Waseca County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**KOWO**

1971

Subscriber to the NAB Radio Code  
Media Code 4 224 9372 6.00  
KOWO, Inc., Box 483, 222 N. State St., Waseca, Minn. 56093. Phone 507-835-5555.

**STATION'S PROGRAMMING DESCRIPTION**  
KOWO: Programmed for adults & young adults.

- 1. PERSONNEL**  
Station Manager—Larry Dukes.
- 3. FACILITIES**  
1,000 w.; 1170 kc. Non-directional.  
Operating schedule: 1 hour before sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station. 10% discount cash payment by 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KQDE (FM).

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
ET—Rec'd 3/27/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:		12 ti		24 ti		36 ti		48 ti		260x		350x		400x		500x	
1 min	5.00	4.50	4.00	3.50	4.25	3.75	3.25	3.00									
30 sec	4.00	3.50	3.00	2.50	3.25	3.00	2.75	2.50									

**7. PACKAGE PLANS**

**13-WEEK IMPACT PLAN**

PER WK:	12 ti	24 ti	36 ti	48 ti
1 min.....	4.00	3.		

## MINNESOTA

### Willmar—KQIC (FM)—Continued

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Contemporary Network.  
TIME RATES  
Eff 6/1/72—Rec'd 12/7/72.

7. PACKAGE PLANS			
BTA:	1 min	30 sec	10 sec
1 min.....	3.50	2.00	1.25
30 days/BTA, 1 min.....	3.06	1.75	1.10
52-WEEK DISCOUNT			
PER WK:	7 ti	14 ti	21 ti
1 min.....	3.35	3.20	3.05
30 sec.....	1.90	1.80	1.70
10 sec.....	1.20	1.15	1.10

10. SPECIAL FEATURES			
PER WK, BTA:			
3 min.....	3 ti	5 ti	
	4.90	4.60	

**KWLM**  
1940

NAB

RAB

Media Code 4 224 9430 2.00  
Lakeland Broadcasting Co., Box 838, 1340 N. 7th St.  
Willmar, Minn. 56201. Phone 612-235-1340.

- PERSONNEL  
Station Manager—Jack Lynch.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, CST.
- AGENCY COMMISSION  
15% net time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KQIC (FM).  
Member: Linder Group.

#### TIME RATES

Eff 6/15/71—Rec'd 6/4/71.

AA—6-10 am & 3-7 pm.				
A—All other times.				
6. SPOT ANNOUNCEMENTS				
PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA.....	10	9	8	7
A.....	9	8	7	6
30 sec: 80% of 1-min.		10 sec: 60% of 1-min.		

## WINDOM

Cottonwood County—Map Location C-10  
See SRDS consumer market map and data at beginning of the State.

**KDOM**  
1958

Media Code 4 224 9545 7.00  
Schneider Broadcasting, Wolf Lake Rd., Windom,  
Minn. 56101. Phone 507-831-3908.

- STATION'S PROGRAMMING DESCRIPTION  
KDOM: Programmed for public interest.
- PERSONNEL  
Gen'l & Sales Mgr.—Larry C. Schneider.
  - REPRESENTATIVES  
Gene Bolles Company,  
Walton Broadcasting Sales Corporation.
  - FACILITIES  
250 w.; 1,580 kc. Directional.  
Operating schedule: Sunrise-local sunset, CST.
  - AGENCY COMMISSION  
15%.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Member: National AgRadio Groups, Inc., Viking  
Radio Network.

#### TIME RATES

Eff 11/20/70—Rec'd 11/30/70.

7. PACKAGE PLANS				
SATURATION PACKAGES				
PER WK:	5 ti	10 ti	15 ti	20 ti
1 min.....	4.10	3.60	3.40	3.20
30 sec.....	3.05	2.65	2.55	2.45
				2.05

## WINONA (2 AM; 1 FM)

Winona County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

**KAGE**

1956

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 224 9660 4.00  
KAGE, Inc., Box 787, 752 Bluffview Circle, Winona,  
Minn. 55987. Phone 507-452-2867.

- STATION'S PROGRAMMING DESCRIPTION  
KAGE: Programmed for general interest.  
MUSIC, MOR. NEWS: 3 major newscasts—7:25 am,  
12:05, 5 pm; news summaries at :60. Full time news  
director. 2 mobile news units, beeper. Weather: two  
major weather casts—7:20 am & 12N. Also 20/20,  
UPI Audio. SPORTS: 3 major sportscasts in news-  
casts with play by college & high school sports. Full  
time sports director. FARM: daily farm reports;  
director; livestock markets: county extension service  
reports. SPECIAL FEATURES: Audience participa-  
tion & community interest with women's special  
week-days 2-3 pm by woman director. Contact Rep-  
resentative for further details. Rec'd 11/5/73.

- PERSONNEL  
General Manager—Jerry Papenfuss.  
Station Sales Manager—Bud Baechler.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- FACILITIES  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only; 15th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11c, 12c, 13c, 14a, 15a, 15b,  
15d.  
Basic Rates: 22a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 44a, 45, 46.  
Comb.: Cont. Discount: 60l, 60k, 61a, 62d.  
Cancellation: 70e, 71a, 73b.  
Prod. Services: 80, 82.  
Member: Viking Radio Network.

#### TIME RATES

Eff 8/15/71—Rec'd 3/29/72.

6. SPOT ANNOUNCEMENTS						
1 min	1x	26x	52x	104x	156x	260x
1 min	6.00	5.70	5.40	5.10	4.85	4.60
30 sec	4.80	4.50	4.30	4.10	3.90	3.70

**KAGE-FM**

1971

NAB

RAB

Media Code 4 224 9661 2.00  
KAGE, Inc., Box 787, 752 Bluffview Circle, Winona,  
Minn. 55987. Phone 507-452-2867.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION  
KAGE-FM: Programmed for general interest.  
MUSIC: Morning—C&W; Afternoon—popular music  
& standards; Evening—Top 40 & Rock. NEWS: 12  
summaries daily. SPORTS: Live play-by-play of  
local colleges & high schools—10 sports summaries  
daily. WEATHER: 10 reports daily. SPECIAL  
FEATURES: 15 min in depth interviews—approx-  
imately one per week. Contact Representative for  
further details. Rec'd 3/29/72.

- FACILITIES  
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 24 hours, CST.  
Antenna ht.: 486 ft. above average terrain.

#### TIME RATES

Rates are identical to KAGE. See that listing.

## KWNO

1938

**American Information Network**

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 224 9775 0.00  
KWNO, Inc., Box 466, Winona, Minn. 55987. Phone  
507-452-4722.

#### STATION'S PROGRAMMING DESCRIPTION

KWNO: Programmed for general interest.  
MUSIC: current popular, past hits & standards 80%;  
country & western 10%; top 40 & progressive rock  
10%. NEWS: local & regional 60%, network 40%;  
network at :60 local & regional at :30; expanded  
local at 7:25 a.m., 12:15, 5 & 10 pm. Mobile & beeper  
equipped. FARM: 5:30-6:30 am & 12:35-1:35 pm,  
extension reports, markets & weather. SPORTS: 4  
local, 4 network daily; live high school & college  
football & basketball; local schools; & football. Con-  
tact Representative for further details. Rec'd 6/28/73.

- PERSONNEL  
President—H. R. Hurd.  
Vice-President—E. M. Allen.  
Vice-Pres. & Gen'l Mgr.—C. E. Williams.
- REPRESENTATIVES  
PRO Time Sales, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5-1 am, CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14e, 15a, 15b.  
Basic Rates: 22a, 22b, 23a, 25a, 28a, 28c, 29a, 30  
Contracts: 40a, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 61b.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

#### TIME RATES

Eff 7/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS						
1x	13x	26x	52x	104x	156x	260x
1 min	6.00	5.50	5.00	4.50	4.00	3.70
30 sec	4.80	4.50	4.00	3.70	3.40	3.00
(*) 1 min 11:00 or 30 sec (Mon thru Sat 6:30-9 am, 11:30 am-1 pm & 5-6 pm) fixed position.						

## WORTHINGTON (1 AM; 1 FM)

Nobles County—Map Location C-10  
See SRDS consumer market map and data at begin-  
ning of the state.

**KWOA**

1947

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 224 9890 7.00  
Worthington Broadcasting Co., Box 592, Worthington,  
Minn. 56187. Phone 507-376-6185.

- PERSONNEL  
President—Josephine C. Olson.  
Vice-Pres. & Gen'l Mgr.—James J. Wychor.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
Minneapolis—Paul J. Ewing Company.

3. FACILITIES  
1,000 w.; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28c,  
29a, 30.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 50, 51c  
Comb.: Cont. Discounts: 60b, 60g, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Minnesota Star Network.

#### TIME RATES

No. 7 Eff 6/1/70—Rec'd 5/26/70.  
AA—Sign-on-1:30 pm & 4-7 pm.  
A—Mon thru Fri 1:30-4 pm & ? pm-sign-off; Sun  
1:30 pm-sign-off.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA						
1 min	1x	26x	52x	156x	260x	312x
1 min	12.00	11.60	11.30	10.50	9.90	9.00
30 sec	9.00	8.70	8.50	7.80	7.40	6.75

CLASS A						
1 min	10.00	9.60	9.35	8.80	8.25	7.50
30 sec	7.50	7.20	6.90	6.60	6.20	5.50

#### 7. PACKAGE PLANS

WEEKLY SPOT PACKAGES—BTA

PER WK:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min or less.....	95.50	135.75	180.00	225.00	350.00

#### 8. PROGRAM TIME RATES

1/2 HR:	1x	26x	52x	156x	260x	312x
AA.....	12.00	65	50	45	42	40
A.....	45	42	39	35	31	28
1/4 hr: 65% of 1/2-br. 5 min: 35% of 1/2-br.						
10 min: 50% of 1/2-br.						

**KWOA-FM**

1961

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 224 9891 5.00  
Worthington Broadcasting Co., Box 592, Worthington,  
Minn. 56187. Phone 507-376-6185.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1  
mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 665 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Member: Minnesota Star Network.  
FM programmed separately from AM, 8:00 am-mid-  
night daily.

#### TIME RATES

Rates effective December 1, 1963. (Card No. 5)  
Card received December 6, 1963.

#### 7. PACKAGE PLANS

PLAN I

One 30 second announcement each hour from 8:00 am-6:00 pm 7 days per week, total 70 announcements per week.	
PER WK:	
12 wks.....	117.60
26 wks.....	109.20
52 wks.....	100.80

PLAN II

One 30 second announcement each hour, 5 hours per day (rotated in 8:00 am-5:00 pm time period). Total 35 announcements per week.	
PER WK:	
12 wks.....	66.50
26 wks.....	61.25
52 wks.....	54.95

Copy may be changed every 2 weeks.

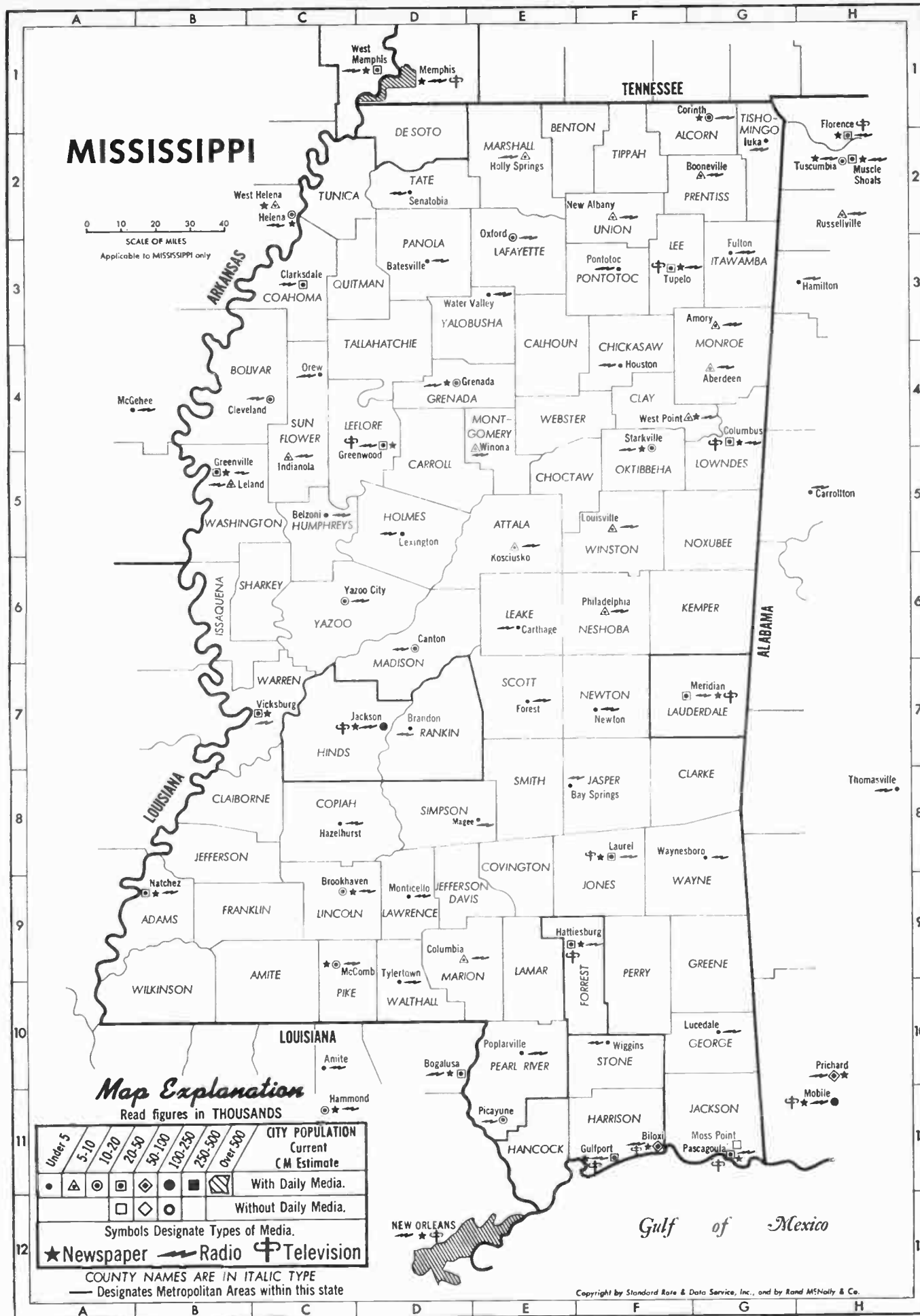


**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**  
RADIO—Webster County  
Europa—Webster County

**Negro Population Data**

(January 1, 1974)

STATE TOTAL.....	770,679	Jackson .....	14,911
METRO AREAS		Jones .....	13,496
Biloxi-Gulfport..	29,033	Lauderdale .....	19,375
Hattiesburg .....	13,613	Leflore .....	21,969
Jackson .....	97,416	Lowndes .....	15,237
Meridian .....	19,375	Madison .....	16,149
Total Metros.....	159,437	Marshall .....	13,748
COUNTIES		Panola .....	12,713
Adams .....	17,764	Pike .....	13,503
Bolivar .....	27,850	Rankin .....	11,706
Coahoma .....	23,950	Sunflower .....	20,415
Copiah .....	12,049	Tallahatchie .....	10,305
De Soto .....	10,402	Warren .....	17,433
Forrest .....	13,613	Washington .....	37,538
Harrison .....	24,639	Yazoo .....	12,926
Hinds .....	85,710	Total Counties..	481,734
Holmes .....	14,333		



**'74  
MARKET  
DATA**

**IN  
THIS  
ISSUE**

**Map Explanation**  
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current C.M. Estimate
●	▲	○	◻	◊	●	■	▨	With Daily Media.
□	◇	○						Without Daily Media.

Symbols Designate Types of Media.  
 ★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE  
 — Designates Metropolitan Areas within this state

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# MISSISSIPPI

## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Biloxi—Harrison  
Clarksdale—Coahoma  
Columbus—Lowndes  
Greenville—Washington  
Greenwood—Leflore  
Gulfport—Harrison  
Hattiesburg—Forrest  
Jackson—Hinds  
Laurel—Jones  
Meridian—Lauderdale  
Moss Point—Jackson  
Pascagoula—Jackson  
Tupelo—Lee  
Vicksburg—Warren

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
			(\$000)	Per Household (\$)	% Distribution of Families					(\$000)	Per Household (\$)	By Selected Store Types									
					3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over			Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)	Service Station (\$000)
<b>MISSISSIPPI STATE TOTALS.....</b>	2,262.3	688.22	6,569,854	9,546	13.8	19.9	11.2	18.5	16.0	4,169,169	6,058	949,901	123,240	469,799	233,959	190,065	956,566	335,682	971.01	246.9	1,612,013
ADAMS B-9.....	37.9	11.86	116,698	9,840	13.0	17.4	10.6	21.3	18.1	89,306	7,530	19,517	2,043	19,051	4,237	5,319	29,180	5,466	16.39	.2	6,170
ALCORN G-2.....	28.0	9.60	91,362	9,517	11.7	20.2	14.0	21.4	15.1	58,060	6,048	12,876	1,799	5,356	3,957	3,652	14,908	4,177	14.83	3.8	10,059
AMITE C-9.....	13.4	4.00	28,667	7,167	16.1	16.4	9.6	14.9	10.3	12,582	3,146	3,574	332	868	249	581	3,123	1,278	5.34	3.7	16,877
ATTALA E-5.....	19.7	6.37	47,884	7,517	15.0	19.6	10.0	15.6	11.2	36,603	5,746	8,642	1,121	4,400	1,348	1,639	6,055	2,174	8.13	3.8	10,557
BENTON E-1.....	7.6	2.17	17,568	8,096	17.1	20.2	11.4	13.9	9.7	6,420	2,959	1,306	140	430	105	252	824	902	3.09	2.1	9,539
BOLIVAR C-4.....	48.8	13.30	112,421	8,453	14.6	15.9	8.8	14.4	13.9	86,809	6,527	19,339	2,253	5,202	4,233	2,109	16,301	6,959	15.74	1.3	50,071
CALHOUN E-4.....	14.3	4.69	37,007	7,891	17.2	23.5	10.7	12.5	9.7	22,753	4,851	4,920	4,851	4,920	1,204	468	3,770	1,806	5.97	4.5	14,182
CARROLL D-5.....	9.2	2.67	21,755	8,148	17.0	18.1	9.1	13.8	12.0	4,515	1,691	1,892	47	584	77	38	4,878	389	3.48	1.9	14,117
CHICKASAW F-4.....	17.1	5.34	47,681	8,929	14.9	20.7	11.2	17.6	13.9	29,437	5,513	7,354	773	3,940	1,619	1,352	9,771	3,061	7.45	2.6	17,347
CHOCTAW E-5.....	8.4	2.71	19,094	7,046	16.3	25.9	12.0	12.7	6.9	5,702	2,104	1,491	295	402	546	246	721	950	3.40	2.0	3,953
CLAIBORNE B-8.....	9.9	2.78	19,326	6,952	14.8	12.8	6.9	13.0	22.5	11,198	4,028	2,721	645	233	502	197	2,541	1,954	3.32	1.9	8,908
CLARKE G-8.....	14.7	4.73	40,800	8,626	13.1	19.7	11.9	18.7	12.3	16,032	3,389	5,005	402	1,955	161	446	10,308	2,668	7.69	2.6	16,596
CLAY F-4.....	19.0	5.68	52,301	9,208	12.2	22.1	13.0	19.3	12.9	29,745	5,237	6,631	1,115	932	1,736	1,639	12,905	5,349	13.67	5.8	35,722
COAHOMA C-3.....	39.1	11.45	94,228	8,230	15.5	16.4	8.1	14.4	13.5	76,734	6,702	19,399	2,068	3,715	4,919	3,159	12,905	5,349	13.67	5.8	35,722
Clarksdale.....	22.1	7.06	63,064	8,933	.....	.....	.....	.....	.....	71,272	10,095	16,505	1,871	3,094	1,444	1,444	12,651	4,792	.....	.....	.....
COPIAH C-8†.....	24.6	7.47	58,697	7,858	15.3	19.2	10.9	16.8	10.9	38,752	5,188	10,648	1,560	3,127	1,407	1,156	8,382	5,164	9.80	2.4	16,556
COVINGTON E-8.....	14.2	4.27	35,485	8,310	16.2	24.2	10.2	15.9	10.9	23,881	5,593	6,019	645	2,797	393	629	7,976	2,703	6.19	2.9	19,223
DE SOTO D-2.....	40.2	11.03	116,964	10,604	12.0	15.4	11.5	25.8	20.3	33,034	2,995	8,722	894	1,665	605	864	8,995	3,642	16.18	4.8	19,737
FORREST F-10.....	60.4	19.40	194,999	10,051	13.6	19.6	11.9	20.5	18.6	168,244	8,672	33,319	5,127	22,912	11,811	10,769	39,194	13,329	27.41	1.2	8,032
Hattiesburg.....	40.9	13.24	136,425	10,304	.....	.....	.....	.....	.....	144,811	10,937	23,821	4,442	18,619	11,121	10,409	38,194	9,173	.....	.....	.....
Hattiesburg Metro Area.....	60.4	19.40	194,999	10,051	13.6	19.6	11.9	20.5	18.6	168,244	8,672	33,319	5,127	22,912	11,811	10,769	39,194	13,329	27.41	1.2	8,032
FRANKLIN R-9.....	7.6	2.55	19,507	7,650	15.1	16.3	10.3	17.5	13.4	10,348	4,058	1,090	1,377	1,175	272	2,319	910	3.49	.....	.....	2,374
GEORGE G-10.....	13.2	4.02	38,332	9,535	9.4	23.8	13.2	21.1	14.4	22,612	5,625	5,716	935	1,794	691	750	5,015	1,882	5.28	1.7	7,993
GREENE G-9.....	9.0	2.73	17,754	6,503	20.0	26.3	10.5	11.3	4.7	8,140	2,982	1,923	213	1,076	326	1,302	1,935	3.24	1.6	10,659	
GRENADA O-4.....	20.8	6.53	58,619	8,977	12.6	18.2	11.6	21.1	15.0	45,039	6,897	9,843	2,358	3,276	2,416	1,300	9,419	4,071	8.25	1.9	7,393
HANCOCK E-11.....	18.6	5.83	53,868	9,240	16.0	22.2	12.4	18.9	13.8	22,850	3,919	8,419	490	2,286	213	216	5,143	2,704	8.07	.....	1,688
HARRISON F-11†.....	141.5	41.73	465,672	11,159	11.0	22.4	13.4	21.9	18.7	305,114	7,312	61,515	9,062	51,980	15,854	18,123	71,299	24,405	66.32	7	4,626
Biloxi.....	50.4	13.86	163,175	11,773	.....	.....	.....	.....	.....	99,389	7,171	17,756	2,289	8,290	3,024	7,172	33,888	9,314	.....	.....	.....
Biloxi Gulfport Metro Area.....	168.7	50.10	543,941	10,857	11.5	22.8	13.3	21.4	17.8	343,919	8,665	72,803	10,069	56,497	16,248	18,674	80,026	29,395	78.41	.....	.....
Gulfport.....	44.7	14.42	161,899	11,227	.....	.....	.....	.....	.....	162,087	11,240	29,123	4,433	29,600	9,362	9,998	36,290	9,159	.....	.....	.....
HINDS C-7.....	221.7	69.07	875,652	12,678	10.1	16.0	10.3	22.1	28.9	559,885	8,106	118,313	16,887	76,837	43,278	27,406	125,651	42,072	113.75	4.3	51,099
Jackson.....	174.8	56.87	666,868	11,726	.....	.....	.....	.....	.....	533,672	9,384	106,964	16,121	75,902	43,271	26,992	122,707	36,543	.....	.....	.....
Jackson Metro Area.....	270.4	82.17	1,018,120	12,390	10.0	17.1	10.8	22.6	27.2	606,012	7,375	133,239	18,300	79,094	43,506	29,464	134,715	51,459	133.74	.....	.....
HOLMES D-5.....	22.1	6.41	39,756	6,202	18.8	16.9	7.6	9.7	7.4	33,819	5,276	7,914	890	2,221	1,125	971	8,716	2,392	6.78	4.2	20,722
HUMPHREYS C-5.....	13.7	3.85	27,259	7,080	16.2	14.7	8.2	11.1	9.3	22,415	5,822	5,322	870	1,069	1,027	635	3,366	2,298	4.66	4.7	17,305
ISSAQUEENA R-6.....	2.6	0.73	7,207	9,873	16.0	16.0	8.3	14.5	15.8	5,327	729	40	.....	403	.....	81	.....	1.03	.....	.....	16,108
ITAWAMBA G-3.....	17.7	5.80	50,996	8,792	13.2	24.3	14.7	18.4	10.8	17,927	3,091	4,492	600	603	948	1,013	6,853	1,479	8.83	2.8	16,329
JACKSON G-11.....	98.5	29.14	353,974	12,147	6.8	19.0	14.5	27.6	23.7	148,436	5,094	41,131	5,266	15,982	6,881	8,139	29,066	12,490	41.45	5	1,665
Moss Point.....	24.9	6.88	70,884	10,303	.....	.....	.....	.....	.....	18,678	2,715	5,369	820	962	507	1,253	3,253	1,434	.....	.....	.....
Pascagoula.....	30.6	9.53	130,107	13,652	.....	.....	.....	.....	.....	99,256	10,415	20,920	3,708	14,271	6,074	6,115	22,359	6,282	.....	.....	.....
JASPER F-8.....	15.9	4.83	34,641	7,172	16.4	21.0	10.5	14.5	8.6	18,248	3,778	3,920	537	1,041	81	411	5,375	2,330	6.44	2.4	15,930
JEFFERSON B-8.....	9.1	2.51	14,498	5,776	19.6	17.8	6.6	7.8	5.9	6,077	2,421	1,451	257	823	91	83	1,839	516	2.65	2.6	9,461
JEFFERSON.....	13.0	3.83	31,745	8,289	15.9	17.5	9.2	14.8	11.8	15,814	4,129	3,005	856	2,574	712	162	4,197	1,388	5.12	3.3	12,647
DAVIS D-9.....	57.2	18.32	172,788	9,432	13.0	21.9	13.3	20.6	14.9	121,475	6,631	27,919	3,511	16,973	8,337	6,116	23,271	8,988	28.22	4.1	67,285
JONES F-9.....	24.4	8.31	81,210	9,773	.....	.....	.....	.....	.....	102,732	12,362	21,375	2,898	16,280	7,997	5,458	22,622	5,275	.....	.....	.....
LAUREL.....	9.8	2.86	17,472	6,109	19.1	17.9	8.2	10.5	6.7	8,188	2,863	3,099	91	872	90	108	1,751	294	3.47	4.4	7,697
KEMPER G-6.....	25.5	7.18	73,499	10,237	15.7	19.9	10.3	17.1	17.5	42,594	5,932	9,994	1,564	2,182	3,431	1,343	9,360	4,364	9.02	1.5	8,253
LAFAYETTE E-3.....	15.8	4.96	44,																		



## State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1973								Total Retail Sales—		Retail Sales—1973						Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (900)	Gross Farm Income 1973 (\$000)		
	Population 1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$)	% Distribution of Families to 4999 5000 to 9999 10000 to 14999 15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdsse. (\$000)	Apparel (\$000)	Homo Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)								
TISHOMINGO G-2.....	15.5	5.39	42,167	7,823	15.8	22.9	13.8	17.6	9.2	21,356	3,962	5,360	649	1,316	698	1,480	5,671	2,450	7.35	2.5	7,108
TUNICA C-2.....	10.6	2.90	20,064	6,919	16.9	14.7	6.9	9.4	9.6	17,091	5,893	4,580	405	1,343	210	261	2,067	1,450	3.88	7.7	28,401
UNION F-2.....	19.4	6.57	60,232	9,168	14.3	22.2	12.3	17.3	13.7	30,324	4,616	6,922	1,136	2,682	1,276	1,614	6,770	2,574	10.18	3.9	12,265
WALTHALL D-10.....	12.3	3.74	30,097	8,047	16.6	22.1	11.2	14.4	10.8	25,421	6,797	3,895	825	1,900	354	495	9,065	1,376	5.57	3.3	22,973
WARREN C-7.....	46.5	14.84	155,114	10,452	11.6	18.4	11.0	21.8	21.9	106,567	7,181	25,868	2,838	18,341	5,833	4,331	24,583	8,649	19.44	2.0	14,575
Vicksburg.....	24.8	8.58	87,585	10,208	.....	.....	.....	.....	.....	99,453	11,591	24,418	2,838	18,341	5,833	4,331	23,026	7,975	.....	.....	.....
WASHINGTON B-5.....	69.2	20.16	197,002	9,772	14.9	18.1	9.5	17.4	18.1	150,947	7,487	34,093	3,064	16,122	16,195	8,455	32,951	8,606	27.51	3.7	49,290
Greenville.....	43.1	13.13	118,771	9,046	.....	.....	.....	.....	.....	118,522	9,027	25,591	2,282	11,992	15,865	6,127	29,228	5,211	.....	.....	.....
WAYNE G-9.....	17.0	5.13	41,033	7,999	15.5	20.4	12.3	16.4	9.8	25,700	5,010	5,091	740	1,658	1,562	1,116	6,255	2,762	6.74	2.3	13,639
WEBSTER E-4.....	9.9	3.25	24,517	7,544	15.8	22.7	12.0	15.7	8.6	16,296	5,014	3,874	309	1,923	319	322	5,141	2,312	4.55	1.9	7,680
WILKINSON B-10.....	10.4	3.04	21,948	7,220	19.0	18.1	8.9	13.0	8.9	13,337	4,387	3,541	285	649	362	408	2,965	1,682	3.52	1.4	12,732
WINSTON F-5.....	18.7	5.86	51,528	8,793	16.4	20.8	11.0	16.2	13.4	26,908	4,592	6,116	1,026	1,540	1,656	1,703	7,580	2,486	7.33	4.1	9,784
YALGUSHUA E-3.....	12.1	3.90	29,443	7,549	17.2	21.4	10.3	13.4	8.8	19,315	4,953	5,517	637	2,541	484	699	3,375	2,261	4.79	1.3	7,026
YAZOO C-6.....	26.6	7.99	65,657	8,217	14.1	15.0	9.1	15.9	13.1	54,707	6,847	13,588	1,637	3,082	3,038	1,827	9,276	4,139	10.44	1.9	32,166

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## MISSISSIPPI

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

## Gulf Central Radio Network

Comprised of:  
Non-Interconnected Stations  
WMPA—Aberdeen WFOR, WFOR-FM—  
WMBL, WMBL-FM—Hattiesburg  
Columbus WVIM—Vicksburg  
Media Code 4 225 0050 4.00  
Business Office—Box 707, Columbus, Miss. 39701.  
Phone 601-328-1400.

1. PERSONNEL  
General Manager—E. (Doc) Chasten.  
Network Engineer—W. Watt Hairston.

4. AGENCY COMMISSION  
15/0 time only.

## TIME RATES

10% discount for two or more stations. See individual station listings for costs.

## Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 225 0075 1.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

## MISSISSIPPI STATE GROUP

Comprised of:  
WAMA—Amory WOLA—Indianola  
WBLE—Batesville WKOZ—Kosciusko  
WHII—Bay Springs WAML—Laurel  
WELZ—Beizoin WXTN—Lexington  
WGCM—Biloxi-Gulfport WLSM—Louisville  
WHIP—Booneville WRBE—Lucedale  
WIKN—Brandon WJNC—Mize  
WJMB—Brookhaven WENY—Mc Comb  
WJRL—Calhoun City WOKK—Meridian  
WMGO—Canton WMLC—Monticello  
WPCP—Carthage WMIS—Natchez  
WRDX—Clarksdale WNAU—New Albany  
WCLD—Cleveland WSTH—Oxford  
WCUJ—Columbia WJAP—Pascagoula  
WCII—Columbus WHOC—Philadelphia  
WMA—Corinth WRJW—Pleayune  
WMAO—Forest WSEL—Pontotoc  
WFTO—Fulton WSAO—Senatobia  
WDDT—Greenville WSSO—Starkville  
WNAO—Grenada WELU—Tupelo  
WHSY—Hattiesburg WQIC—Vicksburg  
WMDG—Hazelhurst WABO—Waynesboro  
WKRA—Holly Springs WROB—West Point  
WPCF—Houston WAZF—Yazoo City

All stations..... 176 141  
(D)

For complete listing see  
Regional Networks & Groups

KeyStone  
BROADCASTING SYSTEM, INC.

## Mid-South Network

Comprised of:  
Non-Interconnected Stations  
WUNA—Winona WNAO—Grenada  
WCBH—Columbus WLEO—Tupelo  
WHOX—Clarksdale WLEO-FM—Tupelo  
Media Code 4 225 0105 6.00  
Business Office—c/o Station WLEO, Tupelo, Miss. 38801. Phone 601-842-7658.

1. PERSONNEL  
General Manager—Bob Evans, Tupelo, Miss. 38801.  
WLEO.

2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
South—Southern Spot Sales, Inc.

4. AGENCY COMMISSION  
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
General: 2b, 3d, 4a, 5.  
Rate Protection: 15b.  
Basic Rates: 29a.  
Contracts: 40a.  
Cancellation: 70a, 70d, 71a.  
Affiliated with MBS.

## TIME RATES

EX 4/1/73—Rec'd 4/2/73.  
6. SPOT ANNOUNCEMENTS

1 min.....	16.00	15.80	15.60	15.40	15.20
	20x	260x	260x	312x	364x
1 min.....	15.00	14.80	14.60	14.40	14.20

Group rates apply for purchase of all stations, where schedules are equal in number of announcements used. For application of group rates where schedules are not of equal size, the smallest number of announcements purchased on any station determines the discount which will apply to all schedules.

## ABERDEEN

Monroe County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## WMPA

1952  
A Gulf Central Station  
Media Code 4 225 0420 9.00  
J. W. Furr, Box 98, WMPA Bldg., Aberdeen, Miss. 39730. Phone 601-369-4561.

STATION'S PROGRAMMING DESCRIPTION  
WMPA: Programmed for general interest.

1. PERSONNEL  
General Manager—Jim Buffington.

2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, CST.

4. AGENCY COMMISSION  
15% time only; 10 days

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBS.  
Member: Gulf Central Radio Network.

## TIME RATES

No. 9 EX 5/1/74—Rec'd 7/25/74.  
AAA—5:30-9 am & 3-7 pm.  
AA—9 am-3 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

WKLY:	30 sec	1 min	30 sec	1 min	30 sec	1 min
6 ti.....	3.50	4.50	2.50	3.00	2.25	2.50
12 ti.....	3.00	4.00	2.00	2.50	1.75	2.25
18 ti.....	2.50	3.50	1.75	2.25	1.50	2.00
24 ti.....	2.00	3.00	1.50	2.00	1.25	1.75
36 ti.....	1.50	2.50	1.25	1.75	1.00	1.50

7. PACKAGE PLANS  
TAP weekender—60 ti, 75.00.

## AMORY

Monroe County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State

## WAMY

1955  
Media Code 4 225 0525 5.00  
General Office—Bob McRaney Enterprises, Inc.,  
Henry Clay Hotel, West Point, Miss. 38821 Phone  
1450.  
Business Office and Studio—Dairyple Bldg., Amory,  
Miss. 38821.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Bob McRaney, Sr.

2. REPRESENTATIVES  
George T. Howell, Inc.  
South—C. K. Beaver and Associates.

3. FACILITIES  
5,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise to local sunset, CST.

4. AGENCY COMMISSION  
15%; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Mid-South Network.

## TIME RATES

Rates effective March 1, 1961.  
Rates received March 15, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time.....	32.45	18.29	12.90	6.49	4.00
13 times.....	29.20	17.52	11.66	5.84	3.75
26 times.....	25.96	15.57	10.30	5.19	3.50
82 times.....	22.71	13.82	9.08	4.54	3.25
160 times.....	19.47	11.68	7.78	3.89	3.00
300 times.....	16.22	9.56	6.49	3.25	2.75
300 times.....	12.98	7.78	5.19	2.50	2.50

## BATESVILLE

Panola County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## WBLE

1953  
Media Code 4 225 0630 3.00  
Panola Broadcasting Co., Box 73, WBLE Bldg., High-  
way 6 West, Batesville, Miss. 38806. Phone 7266.

1. PERSONNEL  
General Manager—Harold B. McCarley.

3. FACILITIES  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 5:30 a.m. to local sunset, CST.

4. AGENCY COMMISSION  
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

## TIME RATES

Rates effective May 1, 1955.  
Rates received April 25, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 time.....	35.00	20.00	15.00	10.00	5.00
13 times.....	31.50	18.00	13.50	9.00	4.50
26 times.....	28.00	16.00	12.00	8.00	4.00
52 times.....	24.50	14.00	10.50	7.00	3.50
104 times.....	21.00	12.00	9.00	6.00	3.00
208 times.....	19.25	11.00	8.25	5.50	2.75
312 or more times.....	17.50	10.00	7.50	5.00	2.50

## BAY SPRINGS

Jasper County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## WHII

1971  
Subscriber to the NAB Radio Code  
Media Code 4 225 0690 7.00  
Cotton Valley Broadcasting Co., Box 548, Bay  
Springs, Miss. 39422. Phone 601-764-3151, 3152.

1. PERSONNEL  
General Manager—Jerome Hughey.

3. FACILITIES  
1,000 w. 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

4. AGENCY COMMISSION  
15%

5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
EX—Rec'd 9/15/71.

6. SPOT ANNOUNCEMENTS

1 min.....	4.90	4.25	2.95	2.65	2.30
30 sec.....	3.50	2.60	2.10	1.90	1.75
10 sec.....	2.10	1.20	.90	.77	.70

Within 13-wk period.

## BELZONI

Humphreys County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WELZ

1959  
Media Code 4 225 0735 0.00  
Humphreys County Broadcasting Co., Box 215, Bel-  
zoni, Miss. 39038.

1. PERSONNEL  
Manager—Herbert Guthrie.

3. FACILITIES  
1,000 w.; 1460 kc. Non-directional.  
Operating schedule: 5:00 a.m. to local sunset, CST.

4. AGENCY COMMISSION  
15% time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
EX—Rec'd 5/18/66.

6. SPOT ANNOUNCEMENTS

1 min.....	3.50	3.00	2.75	2.50	2.25
30 seconds.....	2.50	2.00	1.75	1.50	1.25
10 seconds.....	1.50	1.00	.75	.50	.25

10 seconds—50% of applicable 1-minute rate.

## BILOXI-GULFPORT (4 AM; 3 FM)

Harrison County—Map Location F-11  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WGCM

1928  
GULFPORT  
Subscriber to the NAB Radio Code  
Media Code 4 225 0840 5.00  
WGCM Broadcasting Co., Box 1370, WGCM Bldg.,  
15th Ave. and 22nd St., Gulfport, Miss. 39502.  
Phone 601-893-3522.

STATION'S PROGRAMMING DESCRIPTION  
WGCM: Programmed for general interest.  
NEWS: Emphasis given to local news and information; local news hourly at :30. MUSIC: standard, MOR and some modern. Network news is featured on hour with public affairs programming presented as need arises. Contact Representative for further details. Rec'd 1/28/71.

1. PERSONNEL  
General Manager—James E. Reese.  
Station Manager—James Wilkenson.  
Program Director—Judy Dunn.

2. REPRESENTATIVES  
Southeast—C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours, CST.

4. AGENCY COMMISSION  
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2h, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.

(This listing continued on next page)

# MISSISSIPPI

## Biloxi-Gulfport—W G C M—Continued

Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
 Comb. Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Information Network.  
 Affiliated with KBS.

TIME RATES	
ET—	Rec'd 1/28/71.
<b>6. SPOT ANNOUNCEMENTS</b>	
1x	26x 52x 104x 208x 312x 1000x
1 min.....	10.00 9.50 9.00 8.50 8.00 7.50 6.00
30 sec.....	7.50 7.00 6.50 6.00 5.50 5.00 4.50
<b>8. PROGRAM TIME RATES</b>	
1 hr	1/2 hr 1/4 hr 10 min 5 min
1 x.....	60.00 40.00 25.00 17.50 12.50
<b>DISCOUNTS</b>	
13x—5%	52x—12 1/2%
26x—10%	104x—15%
	156x—20%
	260x—25%

## WLOX

1948  
BILOXI



Media Code 4 225 0945 5.00  
 WLOX Broadcasting Co., Drawer 4596, W. Biloxi  
 Sta., Biloxi, Miss. 39530, Phone 601-388-1490.

**STATION'S PROGRAMMING DESCRIPTION**  
 WLOX: Programmed for adults and young adults.  
 MUSIC: top 40. NEWS: from 25 to 35 after hour;  
 news & golf weather. SPORTS: live football,  
 baseball, boxing, fishing rodeos & other events of  
 interest. Contact Representative for further details.  
 Rec'd 4/5/71.

- PERSONNEL**  
 General Manager—Ray Butterfield.  
 Sales Manager—Charles V. French.  
 Program Director—Leon Duke Long.
- REPRESENTATIVES**  
 Savalli/Gates, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
 15% time only; 1st of following month.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 20a, 22a, 23a, 24b, 26, 29a.  
 Contracts: 40a, 46, 47a, 48.  
 Comb. Cont. Discounts: 60a, 62b, 62e.  
 Cancellation: 71a, 73a.  
 Bear advertising acceptable.  
 Affiliated with MBS.

**TIME RATES**  
 ET 4/1/68—Rec'd 3/27/68.  
 AA—Mon thru Fri 6-9 am & 3:30-7 pm.  
 A—Mon thru Fri 9 am-3:30 pm & 7 pm-midnight;  
 Sat & Sun all day.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
1x	52x 260x 365x 1000x
1 min.....	7.00 6.50 6.00 5.50 5.00
30 sec.....	6.50 6.25 5.75 5.25 4.75
Specified times, if available, may be requested.	
CLASS A	
1 min.....	6.00 5.50 5.00 4.50 4.00
30 sec.....	5.50 5.25 4.75 4.25 3.50
8. PROGRAM TIME RATES	
1x	19x 26x 52x
5 min.....	13.50 12.50 11.25 10.00
10 min.....	18.00 16.00 14.50 12.00
1/4 hr.....	22.00 20.25 19.00 15.00
1/2 hr.....	40.00 38.50 36.00 30.00
DISCOUNT	
26 wk—5%	52 wk—15%

## WQID

(formerly WVMI-FM)

1966  
BILOXI

Media Code 4 225 0997 6.00  
 New South Communications, Inc., Box 4565 WBS,  
 Biloxi, Miss. 39531, Phone 601-388-2323.  
 See affiliated AM station for additional information.  
 AM facilities: WVMI.

**STATION'S PROGRAMMING DESCRIPTION**  
 WQID: MUSIC: current hits. NEWS: local at  
 :15; network at :55. Weather twice hourly from  
 direct wire service of U. S. Weather Bureau.  
 Contact Representative for further details. Rec'd  
 6/26/74.

- PERSONNEL**  
 Sales Manager—Lynn Cole.
- FACILITIES**  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7  
 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 320 ft. above average terrain.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Affiliated with ATA Radio Network.  
 Affiliated with American Contemporary Network.

ET—Rec'd 6/26/74.

TIME RATES	
ET—	Rec'd 6/26/74.
AA—Mon thru Fri 6-9 am & 3-6 pm.	
A—Mon thru Fri 9 am-3 pm & 6 pm-6 am; Sat & Sun all day.	
<b>6. SPOT ANNOUNCEMENTS</b>	
30 DAYS	
EA:	1 min 30 sec 10 sec 1 min 30 sec 10 sec
1 min.....	6.50 5.50 3.50 5.50 4.50 2.50
50 ti.....	6.00 5.00 3.25 5.00 4.00 2.30
100 ti.....	5.50 4.50 3.00 4.75 3.75 2.20
150 ti.....	5.00 4.00 2.75 4.50 3.50 2.10
200 +.....	4.50 3.50 2.50 4.00 3.00 2.00
CONTRACT DISCOUNT	
13 wk—5%	26 wk—10%
	52 wk—20%

## WROA

1955

GULFPORT



Subscriber to the NAB Radio Code  
 Media Code 4 225 050 3.00  
 Radio Station WROA, Box 370, Klein Rd., Gulfport,  
 Miss. 39501, Phone 601-832-5111.

**STATION'S PROGRAMMING DESCRIPTION**  
 WROA: Programmed for young adults & adults.  
 MUSIC: top 40. NEWS: local, network & golf  
 coast weather. SPORTS: local & state football &  
 basketball. Contact Representative for further de-  
 tails. Rec'd 8/27/73.

- PERSONNEL**  
 President—Charles W. Dowdy.  
 Station Manager—Morgan Dowdy.  
 Sales Manager—Roy Dowdy.
- REPRESENTATIVES**  
 Charles Bernard Co., Inc.  
 Southeast—Carter S. Jones Agency.  
 Southwest—Mario Messina Company.
- FACILITIES**  
 5,000 w.; 1390 kc. Separate patterns day & night.  
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 4a, 4d, 5, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 23a, 24a, 28b, 28c.  
 Contracts: 40a, 42b, 45, 46, 47a, 48.  
 Comb. Cont. Discounts: 60k, 62b, 62e.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American Entertainment Network.

ET 10/1/70—Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS	
1x	75x 150x 225x 300x 400x 500x
1 min 9.00	8.50 8.00 7.50 7.00 6.50 6.00
30 sec 7.50	7.00 6.50 6.00 5.50 5.00 4.50
10 sec 4.50	4.25 4.00 3.75 3.50 3.25 3.00
7. PACKAGE PLANS	
PER WK:	10 ti 15 ti 20 ti 25 ti 30 ti
1 min.....	8.00 7.50 7.00 6.50 6.00
30 sec.....	6.50 6.00 5.50 5.00 4.50
10 sec.....	4.00 3.75 3.50 3.25 3.00
8. PROGRAM TIME RATES	
1 hr	1/2 hr 1/4 hr 10 min 5 min
1 x.....	65.00 40.00 24.00 18.00 13.50

## WROA-FM

1964

GULFPORT



Media Code 4 225 1051 1.00  
 Radio Station WROA-FM, Box 370, Klein Rd.,  
 Gulfport, Miss. 39501, Phone 601-832-5111.  
 See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
 WROA-FM: MOR music, network & local news at  
 :15. Contact Representative for further details. Rec'd  
 8/2/72.
- FACILITIES**  
 ERP 3,000 w.; 107.1 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.
  - GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.

ET—Rec'd 4/29/71.

6. SPOT ANNOUNCEMENTS	
PER MO:	Open 30 ti 60 ti 90 ti
1 min.....	6.50 6.00 5.50 5.00
30 sec.....	5.00 4.50 4.00 3.50
10 sec.....	3.50 3.00 2.50 2.00

## WTAM (FM)

1969

GULFPORT



Black



Media Code 4 225 1100 6.00  
 WTAM Radio, Box 1436, 2222 15th Ave., Gulfport,  
 Miss. 39501, Phone 601-864-7171.

**STATION'S PROGRAMMING DESCRIPTION**  
 WTAM (FM): 100% Negro oriented.  
 MUSIC: Gospel 4-6:30 am, remainder R & B. Con-  
 tact Representative for further details. Rec'd 10/2/73.

- PERSONNEL**  
 Station Manager—John T. Foster, Jr.  
 Music Director—Orlander Grovesnor.  
 Office Manager—Yvonne Kaletsch.
- REPRESENTATIVES**  
 Bernard Howard & Co., Inc.
- FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 317 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
 24a, 25a, 26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b,  
 33d.  
 Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50,  
 51a, 51b, 51c.  
 Comb. Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62b,  
 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Mutual Black Network.  
 Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
 ET 8/1/70—Rec'd 7/24/70.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	208x	312x	1000x
1 min.....	5.00	4.90	4.80	4.70	4.60	4.50 4.25
30 sec.....	4.00	3.90	3.80	3.70	3.60	3.50 3.25

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x.....	50.00	30.00	20.00	15.00 12.50
DISCOUNT				
13x—5%	52x—12 1/2%		156x—20%	
26x—10%	104x—15%		260x—25%	

## WVMI

1950

BILOXI

Media Code 4 225 1155 0.00  
 New South Communications, Inc., Box 4565 WBS,  
 Biloxi, Miss. 39533, Phone 601-388-2323.

- PERSONNEL**  
 Station Manager—Wayne Vowell.  
 Program Director—Bob Lee.  
 Sales Manager—John Golotto.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.
- FACILITIES**  
 1,000 w. days; 570 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12b, 13b, 14a, 15b, 16.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,  
 25a, 26, 28b, 28c, 29b, 30, 31, 33c.  
 Contracts: 40c, 41, 45, 46, 47.  
 Comb. Cont. Discounts: 60d, 60f, 60i.  
 Cancellation: 71a.  
 Prod. Services: 80, 82.  
 FM facilities: WQID.  
 Affiliated with ATA Radio Network.

**TIME RATES**  
 No. 8 ET—Rec'd 5/31/74.  
 AA—Mon thru Fri 6-9 am & 3-6 pm.  
 A—Mon thru Fri 9 am-3 pm & 6 pm-6 am; Sat &  
 Sun all day.

6. SPOT ANNOUNCEMENTS	
CLASS AA	
1 hr	50 ti
1 min.....	6.50 6.00 5.50 5.00 4.50
30 sec.....	5.50 5.00 4.50 4.00 3.50
10 sec.....	3.50 3.25 3.00 2.75 2.50
CLASS A	
1 min.....	5.50 5.00 4.75 4.50 4.00
30 sec.....	4.50 4.00 3.75 3.50 3.00
10 sec.....	2.50 2.30 2.20 2.10 2.00
DISCOUNT	
13 wk—5%	26 wk—10%
	52 wk—20%

**10. SPECIAL FEATURES**

5-MINUTE TELECASTS	
Mon thru Sat, drive time.....	175
3 days wkly, drive time.....	90
Mon thru Sat, ROS.....	140
3 days wkly, ROS.....	75
Incl open, close plus 1-min spot.	
WEATHERCASTS	
Mon thru Sat, drive time.....	140
3 days wkly, drive time.....	85
Mon thru Sat, ROS.....	110
3 days wkly, ROS.....	60
Incl open, close plus 30-sec spot.	

13 wk—10%  
**CONTRACT DISCOUNT**

## BOONEVILLE

Prentiss County—Map Location G-2  
 See SRDS consumer market map and data at begin-  
 ning of the State.

## WBIP

1950



Subscriber to the NAB Radio Code  
 Media Code 4 225 1260 8.00  
 Booneville Broadcasting Co., U. S. Highway 45  
 South, Booneville, Miss. 38829, Park 8-5301.

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—R. J. Bonds.
- REPRESENTATIVES**  
 Bernard I. Ochs Co.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**  
 15/0 time only; 10 days.
- GENERAL RATE POLICY**  
 Affiliated with American Contemporary Network.  
 Affiliated with KBS.

**TIME RATES**  
 Rates effective —  
 Rates received November 1, 1951.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr	1/2 hr 1/4 hr 5 min 1 min
1 time.....	20.00 40.00 25.00 10.00 3.50
13 times.....	52.00 28.50 15.25 8.50 3.40
26 times.....	49.00 27.00 14.50 8.20 3.30
52 times.....	46.00 25.50 13.75 7.80 3.20
104 times.....	43.00 24.00 13.00 7.40 3.00
208 times.....	40.00 22.50 12.25 7.00 2.75
312 times.....	38.00 21.00 11.50 6.60 2.50

## BRANDON

Rankin County—Map Location D-7  
 See SRDS consumer market map and data at begin-  
 ning of the State.

## WRKN

1967

Subscriber to the NAB Radio Code  
 Media Code 4 225 1365 5.00  
 WRKN, Inc., Box 145, Hwy. 471, N., Brandon, Miss.  
 39042, Phone 601-825-5045.

- STATION'S PROGRAMMING DESCRIPTION**  
 WRKN: MUSIC: country and western music format.

- PERSONNEL**  
 Co-owner & Gen'l Mgr.—Roy Harris.
- FACILITIES**  
 1,000 w. days; 870 kc. Directional.  
 Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 28 ET 6/1/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS	
WK:	1 ti 3 ti 5 ti 6 ti 10 ti 20 ti 30 ti 40 ti
1 min 4.30	4.05 3.80 3.55 3.30 3.05 2.80 2.55
30 sec 3.35	3.15 2.95 2.75 2.55 2.35 2.15 1.95
10 sec 1.95	1.80 1.70 1.55 1.45 1.30 1.20 1.05
7. PACKAGE PLANS	
PER WK, ROS:	10 ti 20 ti 30 ti 40 ti 50 ti
1 min.....	3.80 3.55 3.30 3.05 2.80
30 sec.....	2.95 2.75 2.55 2.35 2.15
10 sec.....	1.70 1.55 1.45 1.30 1.20

## BROOKHAVEN (2AM)

Lincoln County—Map Location C-9  
 See SRDS consumer market map and data at begin-  
 ning of the State.

## WCHJ

1955

Media Code 4 225 1470 3.00  
 Rural Broadcasting Co., 224 S. First St., Brook-  
 haven, Miss. 39601, Phone 601-833-6221.

- PERSONNEL**  
 General Manager—W. M. Jones.
- REPRESENTATIVES**  
 Broadcast Associates.
- FACILITIES**  
 1,000 w. days; 1470 kc. Non-directional.  
 Operating schedule: 5:30 a.m. to local sunset week  
 days; 7:00 a.m. to local sunset Sunday. CST.
- AGENCY COMMISSION**  
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Rates effective September 1, 1955. (Card No. 1.)  
 Rates received September 30, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	
1 hr	1/2 hr 1/4 hr 6 min Ann.
1 time.....	40.00 20.00 10.00 5.00 3.50
13 times.....	36.00 18.00 9.00 4.50 3.10
26 times	



# CARTHAGE

Leake County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**WECP**  
1966



Subscriber to the NAB Radio Code  
Media Code 4 225 1725 0.00  
Merredith Colon Johnston, Drawer L, 106 E. Franklin St., Carthage, Miss. 39051. Phone 601-267-7949.

- STATION'S PROGRAMMING DESCRIPTION**  
WECP: Programmed for general interest.
- PERSONNEL**  
Manager—Colon Johnston.
  - FACILITIES**  
500 w.; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15% time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
ET—Rec'd 5/8/69.

**6. SPOT ANNOUNCEMENTS**

30 DAYS:	1x	29x	60x	100+
1 min.	2.30	2.10	1.90	1.70

# CLARKSDALE (2 AM)

Coahoma County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**WKDL**  
1955

Media Code 4 225 1890 2.00  
Coahoma Broadcasting Co., Box 1216, Bobo Insurance Bldg., Clarksdale, Miss. 38614. Phone 601-627-1800.

- STATION'S PROGRAMMING DESCRIPTION**  
WKDL: Programmed for general interest.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert J. McIntosh.
  - REPRESENTATIVES**  
The Devney Organization, Inc.  
Southeast—R. S. Crane Company, Inc.  
Southwest—Mario Messina Company.  
Northwest—Simpson/Bellly & Associates Co.  
Canada—Andy McDermott Sales, Ltd.
  - FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Arkansas Radio Network.

**TIME RATES**  
ET 7/1/74—Rec'd 5/22/74.  
AA—6:30-8:30 am, noon-1 pm & 4:30-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA

Flat	1x	30 sec	10 sec
	2.50	2.00	1.50

CLASS A

1 min	1x	200x	300x	400x	500+
30 sec	1.90	1.80	1.75	1.65	1.50

10 sec: 50% of 1-min.

**WROX**  
1944



Media Code 4 225 1995 9.00  
Mrs. Eunice T. Imes, Drawer 1178, Clarksdale, Miss. 38614. Phone 601-627-7343.

- STATION'S PROGRAMMING DESCRIPTION**  
WROX: Programmed for adult audience.
- PERSONNEL**  
Sta. & Sales Mgr.—Tom Reardon.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5 am-midnight daily.
  - AGENCY COMMISSION**  
15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Mid-South Network.

**TIME RATES**  
ET 4/1/73—Rec'd 5/8/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	26x	52x	104x	156x
	4.40	4.35	4.30	4.25	4.20
1 min.		208x	260x	312x	364x
		4.15	4.10	4.05	4.00

# CLEVELAND (2 AM; 1 FM)

Bollivar County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WCLE**  
1949

Subscriber to the NAB Radio Code  
Media Code 4 225 2100 5.00  
Radio Cleveland, Inc. Highway 61 South, Cleveland, Miss. 38732. Phone 3-4091.

- STATION'S PROGRAMMING DESCRIPTION**  
WCLE: NEWS: every hour on hour, UFPI audio.
- PERSONNEL**  
General Manager—Clifton C. Prewett.
  - REPRESENTATIVES**  
Gene Bolles Company.  
Atlanta, Dallas, Memphis—C. K. Beaver & Associates, Inc.

# 3. FACILITIES

- 1,600 w.; 1490 kc. Non-directional.  
Operating schedule: 4:30 am-midnight.
- AGENCY COMMISSION**  
15% on station time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Rates effective May 1, 1960.  
Rates received April 26, 1960.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 time	00.00	36.00	24.00	5.00	3.50
13 times	57.00	34.20	22.80	4.75	3.30
26 times	54.00	32.40	21.60	4.50	3.10
52 times	51.00	30.60	20.40	4.25	2.90
104 times	48.00	28.80	19.20	3.80	2.65
156 times	46.00	27.00	18.00	3.40	2.45
312 times	44.00	26.25	17.25	3.00	2.25

# WDLT (FM)

1970  
Subscriber to the NAB Radio Code  
Media Code 4 225 2150 0.00  
Horizon Radio, Inc., Drawer D, N. Hwy. 61, Cleveland, Miss. 38732. Phone 601-846-6644.  
See affiliated AM station for additional information.  
AM facilities: WDSK.

- STATION'S PROGRAMMING DESCRIPTION**  
WDLT (FM): Programmed for Negroes with R&B & spiritual music.
- REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
ERP 3,000 w., 92.7 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 245 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See Coded regulations  
Affiliated with American Information Network.

**TIME RATES**  
Rates are identical to WDSK. See that listing for rates.

# WDSK

1958  
Subscriber to the NAB Radio Code  
Media Code 4 225 2208 2.00  
Horizon Radio, Inc., Drawer D, N. Hwy. 61, Cleveland, Miss. 38732. Phone 601-846-6644.  
Other studios—Rulenburg Studio II.

- STATION'S PROGRAMMING DESCRIPTION**  
WDSK: C & W, featuring top 40 country.
- PERSONNEL**  
Manager—Barney Beatty.
  - REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
  - FACILITIES**  
1,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 4:45 a.m. to local sunset. CST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WDLT (FM).  
Affiliated with American Information Network.

**TIME RATES**  
ET 8/1/73—Rec'd 9/28/73.

**7. PACKAGE PLANS**

30 DAYS:	1x	15x	30x	50x	75x	100+
1 min.	2.75	2.50	2.25	2.00	1.85	1.75
30 sec.	1.75	1.65	1.55	1.45	1.35	1.25
15 sec.	1.25	1.25	1.25	1.00	1.00	1.00

PER YR. 1 min 30 sec  
1200 x..... 1.50 1.00

# COLUMBIA (2 AM; 1 FM)

Marion County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

# WCJU



Subscriber to the NAB Radio Code  
Media Code 4 225 2310 0.00  
WCJU, Inc., Box 472, Columbia, Miss. 39429. Phone 736-2616.

- PERSONNEL**  
Station Manager—Clifford Chance.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:00 am-10:00 pm weekdays;  
7:00 am-6:10 pm Sun. CST.
- AGENCY COMMISSION**  
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Rates effective November 1, 1954.  
Rates received November 1, 1954.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 hr.	1/2 hr.	1/4 hr.	5 min.	Ann.
1 time	35.00	20.00	8.00	4.00
27 times	38.00	22.80	15.40	7.60
53 times	37.00	22.20	15.20	7.40
109 times	36.00	21.60	15.00	7.20
208 times	35.00	21.00	14.80	7.00

366 or more times 34.00 20.40 14.60 6.60 3.40  
Announcements cannot be combined with programs to earn frequency discount.

# WFFF

1961



Subscriber to the NAB Radio Code  
Media Code 4 225 2415 7.00  
Haddox Enterprises, Inc., Box 559, Main St., Columbia, Miss. 39429. Phone 601-736-2678.

- PERSONNEL**  
Station Manager—Dave Martin.
- FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6-8 am. For non-simulcast facilities see WFFF-FM.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 7/22/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	26x	50+
	3.00	2.75	2.50
30 sec.		2.50	2.25

# WFFF-FM

1966



Media Code 4 225 2467 8.00  
Haddox Enterprises, Inc., Box 550, 811 Main St., Columbia, Miss. 39429. Phone 601-736-2678.  
See affiliated AM station for additional information.

- PERSONNEL**  
Owner-General Manager—Lester Haddox.
- FACILITIES**  
ERP 3,000 w.; 96.7 mc. Stereo.  
Operating schedule: 6 am-10:15 pm. CST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-10:15 pm. For simulcast facilities see WFFF.

**TIME RATES**  
Rates are identical to WFFF. See that listing.

# COLUMBUS (3 AM; 1 FM)

Lowndes County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

# WACR

1950

Media Code 4 225 2520 4.00  
James W. Eatherton, Box 1078, WACR Bldg., Columbus, Miss. 39701. Phone 601-328-1050.

- PERSONNEL**  
Owner and Gen'l Mgr.—J. W. Eatherton.  
Women & Progr. Dir.—Eva Eatherton.  
Commercial Manager—Jim Eatherton, III.
- FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 3b, 4a, 4d, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 71a, 73a.

**TIME RATES**  
ET 1/1/72—Rec'd 2/7/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	150x	300x
	4.75	4.50	4.25	4.00

**8. PROGRAM TIME RATES**

1 hr.	1x	13x	26x	52x	150x	300x
	60.00	57.00	54.00	51.00	48.00	45.00
1/2 hr.		36.00	34.20	32.40	30.60	28.80
1/4 hr.		24.00	22.80	21.60	20.40	19.20
5 min.		10.00	9.50	9.00	8.50	8.00

# WCBI

1940



Media Code 4 225 2625 1.00  
Columbus Broadcasting Co., Inc., Box 271, 512-1/2 Main St., Columbus, Miss. 39701. Phone 328-7271.  
Other studio—Mississippi State College for Women.

- PERSONNEL**  
General Manager—Bob Evans.  
Station Manager—Pete Webb.  
Assistant Manager—Ruby J. Latham.
- REPRESENTATIVE**  
Charles Bernard Co., Inc.  
South—Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 550 kc.  
Directional—Separate patterns day and night.  
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3d, 4a, 5.  
Rate Protection: 15b.  
Basic Rates: 29a.  
Contracts: 40a.  
Cancellation: 70a, 70d, 71a.  
Affiliated with American Entertainment Network.  
Member: Mid-South Network, County Music Network.

**TIME RATES**  
No. 5 ET 4/1/73—Rec'd 12/3/73.

**6. SPOT ANNOUNCEMENTS**

1 MIN/LESS:	1x	26x	52x	104x	156x
Ea	4.40	4.35	4.30	4.25	4.20
		208x	260x	312x	364x
Ea		4.15	4.10	4.05	4.00

# MISSISSIPPI

# WMBC

1968

A Gulf Central Station  
Media Code 4 225 2665 7.00  
Radio Columbus, Inc., Box 707, 702 2nd Ave., N., Columbus, Miss. 39701. Phone 601-328-1400.

- PERSONNEL**  
Station Manager—Doug Moulds.  
Program Director—Clyde Harris.  
News Director—Glen James.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.  
Partial simulcast operation. Simulcast NBC news on the hour 5 am-midnight. For non-simulcast facilities see WMBC-FM.
- AGENCY COMMISSION**  
15/0 on time; 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23c, 29b, 33d.  
Contracts: 41, 42b, 42d 43, 51a, 51b.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Gulf Central Radio Network.

**TIME RATES**  
ET—Rec'd 2/9/70.

**6. SPOT ANNOUNCEMENTS**

1 min or less:	26x	52x	104x	156x	312x
	4.00	3.85	3.70	3.60	3.50

**8. PROGRAM TIME RATES**

1/2 hr.	26x	52x	104x	156x	312x
	31.50	29.75	28.00	26.00	24.00
1/4 hr.		16.50	16.00	15.00	14.00
5 min.		9.00	8.50	8.00	7.50

# WMBC-FM

1968

A Gulf Central Station  
Media Code 4 225 2666 5.00  
Radio Columbus, Inc., Box 707, 702 N. 7th Ave., Columbus, Miss. 39701. Phone 601-328-1400.  
See affiliated AM station for additional information.

- FACILITIES**  
3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-10 pm (except NBC news on the hour). For simulcast facilities see WMBC.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Member: Gulf Central Radio Network.

**TIME RATES**  
Rates are identical to WMBC. See that listing.

# CORINTH (2 AM; 2 FM)

Alcorn County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

# WCMA

1945



Subscriber to the NAB Radio Code  
Media Code 4 225 2730 9.00  
John Bell Broadcasters, Inc., Box 471, Ray Bldg., Corinth, Miss. 38834. Phone 601-388-5875.

- STATION'S PROGRAMMING DESCRIPTION**  
WCMA: Country & western music.
- PERSONNEL**  
Pres. & Gen'l Mgr.—John E. Bell.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 8/25/72.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	26x	52x	104x	156x
	4.40	4.35	4.30	4.25	4.20
26x		3.85	3.80	3.75	3.70
52x		3.60	3.55	3.50	3.45
104x		3.30	3.25	3.20	3.15
156x		3.00	2.90	2.80	2.70

(\*) 30 sec or less.

# WKCU

1965

Subscriber to the NAB Radio Code  
Media Code 4 225 2835 6.00  
Progressive Broadcasting Co., Hwy 72 E., Corinth, Miss. 38834. Phone 601-286-8451.

- PERSONNEL**  
Manager—James D. Anderson.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.  
Charles Bernard Co., Inc.
- FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
ET 1/1/70—Rec'd 1/5/70.  
(This listing continued on next page)

# MISSISSIPPI

## Corinth—W K C U—Continued

6. SPOT ANNOUNCEMENTS					
	1x	52x	104x	156x	208x
1 min	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00
15 sec	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	5.50	5.00	4.50	4.00	3.50
30 sec.	4.50	4.00	3.50	3.00	2.50
15 sec.	2.75	2.50	2.25	2.00	1.75

## W K C U-FM

1966



Subscriber to the NAB Radio Code  
Media Code 4 225 2836 4.00  
The Progressive Broadcasting Co., Hwy. 72 E.,  
Corinth, Miss. 38834. Phone 601-286-8451.  
See affiliated AM station for additional information.

1. PERSONNEL  
Station Manager—J. M. St. Pierre.

2. REPRESENTATIVES  
David Carpenter Company.

3. FACILITIES  
ERP 3,000 w.; 94.3 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 180 ft. above average terrain.

4. AGENCY COMMISSION  
15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

Rates are identical to WKCU. See that listing.

## W W T X (FM)

1968

Subscriber to the NAB Radio Code  
Media Code 4 225 2855 4.00  
Radio Corinth, Box 1367, Corinth, Miss. 38834.  
Phone 601-287-3101.

STATION'S PROGRAMMING DESCRIPTION  
WWTX (FM): Network news.

- PERSONNEL  
Station Manager—Jay Baxter.
- REPRESENTATIVES  
David Carpenter Company.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 209 ft. above average terrain.
- AGENCY COMMISSION  
15/0; 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

### TIME RATES

ET 11/15/71—Rec'd 1/10/72.

6. SPOT ANNOUNCEMENTS					
	1 ti	5 ti	10 ti	20 ti	40 ti
1 min.	3.00	2.70	2.40	2.20	2.00
30 sec.	2.50	2.25	2.00	1.75	1.50

## DREW

Sunflower County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## W D R U (FM)

1971

Subscriber to the NAB Radio Code  
Media Code 4 225 2875 2.00  
Triangle Broadcasting Co., Inc., 161 Shaw Ave.,  
Drew, Miss. 38737. Phone 601-745-2623.

- PERSONNEL  
General Manager—Jim Love.
- REPRESENTATIVES  
Hal Walton Co.
- FACILITIES  
ERP 3,000 w.; 95.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

### TIME RATES

ET 7/1/71—Rec'd 6/29/71.

6. SPOT ANNOUNCEMENTS			
PER WK:	1-6	12 ti	18-4
1 min.	3.00	2.75	2.50
20/30 sec:	80% of 1-min.	10 sec:	55% of 1-min.

## EUPORA

Webster County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WEPA

1974

Media Code 4 225 2907 3.00  
Tri County Broadcasting Co., Inc., Box 202, U. S.  
Hwy. 82 E., Eupora, Miss. 39744. Phone 601-  
258-7170.

STATION'S PROGRAMMING DESCRIPTION  
WEPA: Country music all day.

- PERSONNEL  
President—Olive E. Sisk.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
500 w.; 710 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 1/1/74—Rec'd 1/10/74.

6. SPOT ANNOUNCEMENTS			
30 DAYS:	1 ti	31 ti	60+
1 min.	3.50	3.00	2.50
30 sec.	3.00	2.50	1.95

# FOREST (1 AM; 1 FM)

Scott County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## WMAG

1955

Subscriber to the NAB Radio Code  
Media Code 4 225 2940 4.00  
Scott County Broadcasting Co., Box 1539, WMAG  
Bldg., Forest, Miss. 39074. Phone 601-469-3701.

- PERSONNEL  
Manager—Floyd Coulter.
- REPRESENTATIVES  
South—Southern Spot Sales, Inc.
- FACILITIES  
10,000 w.; 850 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15/0; 10th of following month.
- GENERAL RATE POLICY  
FM facilities: WQST (FM).  
Affiliated with KBS.

### TIME RATES

ET—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS					
	1x	13x	26x	52x	156x
1 min.	4.50	4.00	3.75	3.50	3.25
30 sec:	75% of 1-min.	10 sec:	50% of 1-min.		

## WQST (FM)

1965

Subscriber to the NAB Radio Code  
Media Code 4 225 3045 1.00  
Scott County Broadcasting Co., Inc., Box 1539,  
Forest, Miss. 39074. Phone 601-469-3701.

- PERSONNEL  
See affiliated AM station for additional information,  
AM facilities: WMAG.
- FACILITIES  
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 92.5 mc.  
Operating schedule: 5 am-11:30 pm.  
Antenna ht.: 290 ft. above average terrain.

### TIME RATES

ET—Rec'd 1/17/74.

6. SPOT ANNOUNCEMENTS					
	1x	13x	26x	52x	156x
1 min.	3.50	3.00	2.75	2.50	2.25

## FULTON

Itawamba County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

## WFTO

1967

Media Code 4 225 3105 3.00  
Itawamba County Broadcasting Co., Box 587, Hwy.  
25, S. Fulton, Miss. 38843. Phone 601-862-3191.

- PERSONNEL  
Pres. & Comm'l Mgr.—Gene Sisk.
- FACILITIES  
1,000 w.; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station. Payable 10th of month.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 ET 7/1/72—Rec'd 7/28/72.

6. SPOT ANNOUNCEMENTS			
	1 ti	25 ti	50+
1 min.	3.00	2.50	2.00
30 sec.	2.40	2.00	1.60

Based on 30 day period.

## GREENVILLE (3 AM; 2 FM)

Plus 1 paid cross reference.  
Washington County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## WBAQ (FM)

1970

Subscriber to the NAB Radio Code  
Media Code 4 225 3125 1.00  
Greenville Broadcasting Co., Box 656, 818 May Bldg.,  
Greenville, Miss. 38701. Phone 601-335-3383.

- PERSONNEL  
Gen'l & Sales Mgr.—Paul Artman,  
Assistant Manager—Jim Pender,  
News Director—Wayne Bennett.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
Southwest—Paul Miller & Company.  
ERP 26,500 w.; 97.9 mc. Stereo.  
Operating schedule: 6 am-midnight daily. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25, 26c, 28a.  
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.  
Member: Farm Directors Radio Network.

### TIME RATES

ET 5/1/70—Rec'd 4/7/70.

6. SPOT ANNOUNCEMENTS					
PER WK:	Open	5 ti	10 ti	20 ti	30 ti
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec.	7.50	6.75	6.00	5.25	4.50
15 sec.	5.00	4.50	4.00	3.50	3.00

DISCOUNT  
13-25 wk—5%      26-52 wk—10%

6. PROGRAM TIME RATES				
	52x	104x	156x	312x
1 hr.	60.00	55.00	50.00	
1/2 hr.	35.00	32.50	30.00	27.50
1/4 hr.	24.00	22.00	20.00	18.00
5 min.	12.00	11.00	10.00	9.00

10. SPECIAL FEATURES  
Newscastrs: At :55.  
PER WK:  
4 wk (minimum) 11.00 10.00 9.50 9.00  
13 wk 8.50 8.00 7.50 7.00

## WDDT

1958

Subscriber to the NAB Radio Code  
Media Code 4 225 3150 9.00  
Clearwater Broadcasting Corp., 988 N. Broadway,  
Greenville, Miss. 38701. Phone 601-332-0526.

- PERSONNEL  
Sta. Mgr. & Farm Dir.—James P. Karr, Jr.  
Public Affairs & Sports Dir.—J. K. Ward.  
Womens Editor—Daphne Taylor.

## 2. REPRESENTATIVES

- Charles Bernard Co., Inc.  
3. FACILITIES  
1,000 w. day; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
4. AGENCY COMMISSION  
15% or time; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21a, 21c, 23a, 24b, 25a, 26, 27,  
28a, 29a, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a,  
50, 51a.  
Comb.; Cont. Discounts: 60b, 60c, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Member: National Aerial Groups, Inc.

### TIME RATES

6. SPOT ANNOUNCEMENTS					
PER YR:	1x	75x	150x	225x	300x
1 min	10.00	9.00	8.00	7.00	6.00
30 sec	7.50	6.75	6.00	5.25	4.50
10 sec	5.00	4.50	4.00	3.50	3.00

7. PACKAGE PLANS			
PER WK:	10 ti	20 ti	40 ti
1 min.	8.00	7.00	6.00
30 sec.	6.00	5.25	4.50
20 sec.	4.00	3.50	3.00

8. PROGRAM TIME RATES				
	1 hr	1/2 hr	1/4 hr	5 min
1 ti.	65.00	40.00	25.00	12.50

## WESY

LELAND

## Independent Negro

City of license—Leland, Miss.  
Greenville Office—Drawer 340, May Bldg., Green-  
ville, Miss. 38701. Phone 601-332-0770.  
See listing under Leland, Miss.

## WGVM W DMS (FM)

1948

1967

## Country Independent

A David M. Segal Station  
Media Code 4 225 3255 5.00  
Mid-America Broadcasting Co., Inc., Box 1438  
Greenville, Miss. 38701. Phone 601-334-4559.

- PERSONNEL  
Owner—David M. Segal, 1728 Sherman St., Denver,  
Colo. 80203. Phone 303-534-8137.  
Manager—Joe Ray.  
Program Director—Mickey Farrel.
- REPRESENTATIVES  
The Devney Organization, Inc.  
Southeast—E. S. Crane Company, Inc.
- FACILITIES  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 50,600 w.; 100.7 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 205 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
15/0; net on time.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25, 26c, 28c, 29a.  
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.  
Member: Farm Directors Radio Network.

STATION'S PROGRAMMING DESCRIPTION  
WGVM: programmed for adults & young adults.  
5 AIR PERSONALITIES handle all segments.  
MUSIC: C & W. NEWS at :55. Farm & agri  
weather reports 5x/daily. FARM: report at 12N.  
SPORTS: 5x/daily. Community service announce-  
ments 5x/daily. RELIGIOUS: Negro programming  
Sun AM. Personalities available for remote pickups.  
Football scoreboard Sat afternoon. Contact Representa-  
tive for further details. Rec'd 7/7/67.  
WDMS (FM): C & W. Contact Representative for  
further details. Rec'd 4/23/73.

- PERSONNEL  
Owner—David M. Segal, 1728 Sherman St., Denver,  
Colo. 80203. Phone 303-534-8137.  
Manager—Joe Ray.  
Program Director—Mickey Farrel.
- REPRESENTATIVES  
The Devney Organization, Inc.  
Southeast—E. S. Crane Company, Inc.
- FACILITIES  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 50,600 w.; 100.7 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 205 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
15/0; net on time.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25, 26c, 28c, 29a.  
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.  
Member: Farm Directors Radio Network.

STATION'S PROGRAMMING DESCRIPTION  
WGVM: programmed for adults & young adults.  
5 AIR PERSONALITIES handle all segments.  
MUSIC: C & W. NEWS at :55. Farm & agri  
weather reports 5x/daily. FARM: report at 12N.  
SPORTS: 5x/daily. Community service announce-  
ments 5x/daily. RELIGIOUS: Negro programming  
Sun AM. Personalities available for remote pickups.  
Football scoreboard Sat afternoon. Contact Representa-  
tive for further details. Rec'd 7/7/67.  
WDMS (FM): C & W. Contact Representative for  
further details. Rec'd 4/23/73.

- PERSONNEL  
Owner—David M. Segal, 1728 Sherman St., Denver,  
Colo. 80203. Phone 303-534-8137.  
Manager—Joe Ray.  
Program Director—Mickey Farrel.
- REPRESENTATIVES  
The Devney Organization, Inc.  
Southeast—E. S. Crane Company, Inc.
- FACILITIES  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 50,600 w.; 100.7 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 205 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
15/0; net on time.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13d, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 25, 26c, 28c, 29a.  
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.  
Member: Farm Directors Radio Network.

STATION'S PROGRAMMING DESCRIPTION  
WGVM: programmed for adults & young adults.  
5 AIR PERSONALITIES handle all segments.  
MUSIC: C & W. NEWS at :55. Farm & agri  
weather reports 5x/daily. FARM: report at 12N.  
SPORTS: 5x/daily. Community service announce-  
ments 5x/daily. RELIGIOUS: Negro programming  
Sun AM. Personalities available for remote pickups.  
Football scoreboard Sat afternoon. Contact Representa-  
tive for further details. Rec'd 7/7/67.  
WDMS (FM): C & W. Contact Representative for  
further details. Rec'd 4/23/73.

6. SPOT ANNOUNCEMENTS					
PER WK:	Open	5 ti	10 ti	20 ti	30 ti
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec.	7.50	6.75	6.00	5.25	4.50
15 sec.	5.00	4.50	4.00	3.50	3.00

6. PROGRAM TIME RATES				
	52x	104x	156x	312x
1 hr.	60.00	55.00	50.00	
1/2 hr.	35.00	32.50	30.00	



**Greenwood—W S W G, W S W G-FM—Cont'd**

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 2 Eff 6/1/71—Rec'd 7/6/71.

**6. SPOT ANNOUNCEMENTS**  
1x 52x 156x 260x 520x 780x 1040x  
1 min 6.50 6.25 6.00 5.75 5.50 5.25 5.00  
30 sec: 80% of 1-min.

**7. PACKAGE PLANS**

SATURATION PACKAGE		CLASS A—ROB	
PER WK:	1 hr 11 ti 21 ti 31-40	20 ti	30 ti 50 ti
1 min:	5.00 4.75 4.50 4.25	3.75	3.50 3.25
30 sec:	80% of 1-min.	3.40	3.15 2.90

**GRENADA (1 AM; 1 FM)**

Grenada County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**WNAG**



Media Code 4 225 3885 0.00  
Grenada Broadcasting Co., Inc., Box 946, Grenada, Miss. 38901. Phone 226-1400.

- PERSONNEL**  
General Manager—Bob Evans, Sr. (Tupelo, Miss.)
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5 am-11 pm. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBN.  
Member: Mid-South Network.

**TIME RATES**

Eff 11/1/70—Rec'd 6/8/73.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 208x 260x 312x 364x  
(\*) 3.40 3.35 3.30 3.25 3.20 3.15 3.10 3.05 3.00  
(\*) 1 min or less.

**WRIL (FM)**



Media Code 4 225 3935 3.00  
Hemphill Broadcasting Co., Inc., Box 941, Happy Hollow, Grenada, Miss. 38901. Phone 601-226-6444.

- STATION'S PROGRAMMING DESCRIPTION**  
WRIL (FM): Modern country music.
- PERSONNEL**  
General Manager—Lane Tucker.
  - FACILITIES**  
ERL: 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo.  
Operating schedule: 5:30 am-11 pm. CST.  
Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

**TIME RATES**

Eff 9/28/73.

**6. SPOT ANNOUNCEMENTS**  
1 min: 10 ti 53 ti 103 ti 152 ti 206 ti (\*)  
Per mo. ea.: 4.50 3.90 3.70 3.50 3.35 3.05  
3 mo. ea.: 3.90 3.30 3.10 2.95 2.65 2.45  
(\*) 25¢-31¢ ti.  
30 sec: 75% of 1-min.

**GULFPORT**

Harrison County—Map Location F-11  
See SRDS consumer market map and data at beginning of the State.

**See Biloxi-Gulfport**

**HATTIESBURG (5 AM; 1 FM)**

Forrest County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

**WBKH**



Subscriber to the NAB Radio Code  
Media Code 4 225 3990 8.00  
Deep South Radio, Inc., Box 1508, 305 Bay St., Hattiesburg, Miss. 39402. Phone 601-582-8224.

**STATION'S PROGRAMMING DESCRIPTION**  
WBKH: Programmed for adults.  
MUSIC: 100% country western. NEWS: local, regional, state, national network; weather every 1/4 hour. SPORTS: local & area high school, college, pro football, golf. FARM: 16 hours weekly, including AG weather, county agent, USDA reports, market reports, home economist & other farm features. FEATURES: community bulletin boards, listener call-in swap shop, community civic club reports, remote broadcasts, live news events. Sun: 4 hours live Negro programming in morning. Contact Representative for further details. Rec'd 3/29/71.

- PERSONNEL**  
General Manager—Kenneth L. Bailey.  
Chief Engineer—Dean Evans.  
Traffic Manager—Emma Broome.
- REPRESENTATIVES**  
The Dorney Organization, Inc.  
South—C. K. Beaver & Associates, Inc.

**5. FACILITIES**  
5,000 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am to local sunset. CST.

**4. AGENCY COMMISSION**  
15% on station time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 25a, 26, 28b.  
Contracts: 40a, 42a, 45, 47a.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.

**TIME RATES**

Eff 1/1/70—Rec'd 12/8/69.

**7. PACKAGE PLANS**

WEEKLY SPOT PACKAGES	
PER WK:	1 ti 5 ti 10 ti 15 ti 20+
1 min:	7.00 6.50 6.00 5.50 5.00
30 sec:	75% of 1-min.

**8. PROGRAM TIME RATES**  
1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 35 25 20 14

**WFOR**



Media Code 4 225 4095 5.00  
Radio Hattiesburg, Inc., 2414 W. 7th St., Hattiesburg, Miss. 39401. Phone 601-582-5517.

**STATION'S PROGRAMMING DESCRIPTION**  
WFOR: 5-7 am personality country show & network news & farm programs. 7 am-5 pm MOR music & network news. 5-6 pm newbeat. 6 pm-12M top 100 music & news. Radar weather at :20, state & local news at :55. Local news staff & mobile units. Live on-the-spot news coverage. National & local sports. Contact Representative for further details. Rec'd 11/29/71.

- PERSONNEL**  
General Manager—Jim Furr.  
Sports Director—Bill Goodrich.  
News Director—Hansy Swan.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Southwest—Mario Messina Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.  
Partial simulcast operation. Simulcast 5-6 pm. For non-simulcast facilities see WFOR-FM.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 23a, 24a, 25a, 26, 28b, 28c, 29a, 30, 32b, 33c.  
Contracts: 40a, 42b, 42d, 44a, 44b, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 62c.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Affiliated with NBC.  
Member: Gulf Central Radio Network.

**TIME RATES**

No. 8 Eff 11/1/66—Rec'd 10/3/66.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec  
1 ti ..... 5.00 4.00 11 ti ..... 4.00 3.20  
6 ti ..... 4.50 3.60 16+ ti ..... 3.50 2.80  
10 sec: 50% of 1 min.

**WFOR-FM**



Media Code 4 225 4096 3.00  
Radio Hattiesburg, Inc., 2414 W. 7th St., Hattiesburg, Miss. 39401. Phone 601-582-5517.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WFOR-FM: 6 am-12M current popular tunes and old standards and network news. Rec'd 2/2/71.

- PERSONNEL**  
Station Manager—Dwayne Nicholas.  
Traffic Director—Lorraine Boone.
- FACILITIES**  
ERL: 100,000 w.; 103.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 350 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-5 pm, 6 pm-midnight. For simulcast facilities see WFOR.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Member: Gulf Central Radio Network.

**TIME RATES**

Rates are identical to WFOR. See that listing.

**WHSY**



Subscriber to the NAB Radio Code  
Media Code 4 225 4200 1.00  
Hub City Broadcasting Co., Inc., Box 1008, Highway 11, N., Hattiesburg, Miss. 39402. Phone 601-583-1741.

**STATION'S PROGRAMMING DESCRIPTION**  
WHSY: Adult MOR, 18 hours daily. NEWS: network plus local; community involvement. Full time sports director. Contact Representative for further details. Rec'd 3/8/73.

- PERSONNEL**  
President—Charles W. Holt.  
Executive Vice-President—C. S. Lightsey, Jr.  
General Manager—Ted Tibbett.
- REPRESENTATIVES**  
Southeast—David Carpenter Company.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with KBN.  
Rates do not include talent or production fees.

**TIME RATES**

No. 5 Eff 5/1/71—Rec'd 6/3/71.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 156x 260x 312x  
1 min ..... 4.50 4.25 4.00 3.75 3.50 3.25  
30 sec ..... 3.00 2.85 2.75 2.50 2.25 2.00

**7. PACKAGE PLANS**

100 ti 200 ti 300 ti	
30 days:	150 270 375

**8. PROGRAM TIME RATES**  
1x 26x 52x 156x 260x 312x  
59 min ..... 55.00 50.00 45.00 40.00 35.00 30.00  
29 min ..... 35.00 30.00 27.50 25.00 20.00 18.75  
14 min ..... 20.00 17.50 15.00 13.50 11.00 10.00  
9 min ..... 15.00 13.50 12.00 10.00 8.50 8.00  
4 min ..... 10.00 8.25 7.50 6.00 5.00 4.75

**WORV**



Media Code 4 225 4250 6.00  
Circuit Broadcasting Co., 604 Gussie Ave., Hattiesburg, Miss. 39401. Phone 601-514-1941.

**STATION'S PROGRAMMING DESCRIPTION**  
WORV: MUSIC: features hits, present and past in R&B and jazz. NEWS: at :30 daily. Local, community, world & Gospel daily. Community bulletin board, goodwill announcements daily. Black history weekly, voice of the people, weekly. Black All PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/9/71.

- PERSONNEL**  
Pres., Gen'l Mgr. & Chief Engr.—Vernon C. Floyd.  
Traffic Manager—Mrs. Daisy Harris.
- REPRESENTATIVES**  
Atlanta—Dora-Clayton Agency, Inc.  
Dallas—Paul Miller & Company.
- FACILITIES**  
1,000 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3c, 3d, 4a, 6a.  
Rate Protection: 10b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 22b, 23b, 29a, 30, 32a, 33a.  
Contracts: 40a, 42b, 44a, 44b, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Mutual Black Network.

**TIME RATES**

Eff 4/15/70.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 312x 624x  
1 min ..... 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec ..... 4.00 3.80 3.60 3.40 3.20 3.00 2.80

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 60.00 30.00 16.00 12.00 8.00  
26 x ..... 50.00 27.00 14.40 10.80 7.20  
39 x ..... 48.00 26.00 13.60 10.20 6.80  
52 x ..... 45.00 25.00 12.80 9.60 6.40  
104 x ..... 40.00 24.00 12.00 9.00 6.00  
156 x ..... 36.00 23.00 11.20 7.80 5.60  
260 x ..... 28.00 20.00 10.40 7.40 5.20  
312 x ..... 24.00 20.00 9.20 6.20 4.50

**WXXX**



Subscriber to the NAB Radio Code  
Media Code 4 225 4305 8.00  
Triple X Broadcasting Co., Inc., Box 471, 103 Broadway Dr., Hattiesburg, Miss. 39401. Phone 601-583-2618.

**STATION'S PROGRAMMING DESCRIPTION**  
WXXX: Programmed for young adults and adults.  
MUSIC: current hits, plus selected albums & songs from past 15 years. NEWS: at :30, 2 mobile units.  
SPORTS: brief reports throughout day. FARM: 6-6:30 am Remo-30 broadcasts with appearances by personalities. Editorials when local problems arise. Community involvement. Contact Representative for further details. Rec'd 3/31/71.

- PERSONNEL**  
General Manager—Jim Cameron.  
Local Sales Manager—Neil Sinclair.  
Traffic Manager—Cathy Jones.
- REPRESENTATIVES**  
Gill-Perna, Inc.  
South—R. S. Crane Company, Inc.
- FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2h, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42b, 43, 44b, 45, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

Eff 11/1/69—Rec'd 4/1/70.

AA—Mon thru Sun 6-9 am, 11:30 am-1 pm, & 4 pm-sign off.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
CLASS AA  
PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti  
1 wk ..... 7.00 6.00 5.00 5.25 5.00 4.75  
13 wk ..... 6.30 5.40 5.18 4.95 4.73 4.50  
26 wk ..... 6.08 5.23 5.01 4.80 4.59 4.38  
52 wk ..... 5.85 5.05 4.85 4.65 4.45 4.25

CLASS A  
1 wk ..... 4.75 4.25 4.00 3.75 3.50 3.25  
13 wk ..... 4.50 4.05 3.82 3.60 3.37 3.15  
26 wk ..... 4.38 3.95 3.74 3.51 3.31 3.10  
52 wk ..... 4.25 3.85 3.65 3.45 3.25 3.05

**MISSISSIPPI**

**30 SECONDS**  
(CLASS 3A)  
PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti  
1 wk ..... 5.25 5.00 4.75 4.50 4.25 4.00  
13 wk ..... 4.95 4.73 4.50 4.27 4.05 3.82  
26 wk ..... 4.80 4.59 4.38 4.16 3.95 3.74  
52 wk ..... 4.65 4.45 4.25 4.05 3.85 3.65

**7. PACKAGE PLANS**

CLASS A—ROB		CLASS A—ROB	
PER WK:	20 ti 30 ti 50 ti	20 ti	30 ti 50 ti
1 min:	3.75 3.50 3.25	3.75	3.50 3.25
30 sec:	3.40 3.15 2.90	3.40	3.15 2.90

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 75 53 40 33 11

DISCOUNT  
13x-5% 52x-15% 156x-25%  
26x-10% 104x-20% 260x-30%

**HAZLEHURST**

Copiah County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**WMDC**



Subscriber to the NAB Radio Code  
Media Code 4 225 4410 6.00  
Southwestern Broadcasting Co. of Mississippi, Highway 51, North Hazlehurst, Miss. 39063.

- PERSONNEL**  
Station Manager—A. M. Smith.
- FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL RATE POLICY**  
Affiliated with KBN.

**TIME RATES**

Rates effective May 8, 1953.  
Rates received May 8, 1953.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 min.	1 hr	1/2 hr	1/4 hr	5 min.	or less
1 time...	60.00	36.00	24.00	10.00	5.00
13 times...	57.00	34.20	22.80	9.50	4.75
26 times...	54.00	32.40	21.60	9.00	4.50
52 times...	51.00	30.60	20.40	8.50	4.25
150 times...	48.00	28.80	19.20	8.00	4.00
300 times...	45.00	27.00	18.00	7.50	3.75

**HOLLY SPRINGS**

Marshall County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

**WKRA**



Subscriber to the NAB Radio Code  
Media Code 4 225 4515 2.00  
Sue A. Wallace, Box 398, Van Dorn Ave., Holly Springs, Miss. 38635. Phone 601-252-1110.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Sue A. Wallace.
- REPRESENTATIVES**  
George T. Hopewell, Inc.  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w.; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
None; all rates net to station.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBN.  
Member: Farm Directors Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 9/1/72—Rec'd 9/6/72.

**6. SPOT ANNOUNCEMENTS**

1x	100x	200x
PER YR:	2.00	1.75 1.50
1 min:	1.50	1.25 1.00
30 sec:	1.00	1.25 1.00
50+ per mo	earns 200x rate.	

**HOUSTON (1 AM; 1 FM)**

Chickasaw County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WCPC**



Media Code 4 225 4620 6.00  
WCPC Broadcasting Co., Box 569, Houston, Miss. 38851. Phone 601-456-3071.

- PERSONNEL**  
Gen'l Sta. & Comm'l Mgr.—Robin H. Mathis.  
Farm & News Dir.—Charles Hester.  
Promotions Director—Rick Huffman.
  - REPRESENTATIVES**  
Charles Bernard Co., Inc.  
South—C. K. Beaver & Associates, Inc.
  - FACILITIES**  
50,000 w. days; 940 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
  - AGENCY COMMISSION**  
15/0 time and talent; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
General: 3a, 4h, 4d, 5, 6, 7a.  
Rate Protection: 10c, 11c, 12c, 12c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.
- (This listing continued on next page)



# MISSISSIPPI

## Houston—W C P C—Continued

Contracts: 40a, 42b, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b, 62c.

Cancellation: 70a, 70c, 71b, 73a.

**TIME RATES**  
Eff 7/1/72—Rec'd 6/26/72.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 13x 18x 27x 36x 45x 54x  
1 min 10.00 9.50 9.00 8.50 8.00 7.50 7.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 90 60 45 35 25

## W C P C-FM



Media Code 4 225 4621 8.00  
WCPC Broadcasting Co., Inc., Box 569, Houston, Texas 77051. Phone 601-456-3071.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 93.3 mc. Stereo.  
Operating schedule: 5 am-11 pm, CST.  
Antenna ht.: 460 ft. above average terrain.

### TIME RATES

Rates are identical to WCPC. See that listing.

## INDIANOLA (1 AM; 1 FM)

Sunflower County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## WNLA



## WNLA-FM



Subscriber to the NAB Radio Code  
Media Code 4 225 4725 7.00  
Fritts Broadcasting, Inc., Box 667, Hwy. 82E & 49W, Indianola, Miss. 38751. Phone 601-887-1380.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNLA: MUSIC: 75% contemporary, 25% mod C & W.

**1. PERSONNEL**  
Pres & Gen'l Mgr.—Edward O. Fritts.  
**2. REPRESENTATIVES**  
Gert Bunchez and Associates.  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
500 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP 3,000 w.; 105.5 mc.  
Operating schedule: 6 am-11 pm, CST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-local sunset.  
**4. AGENCY COMMISSION**  
15% net time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Affiliated with KRS.  
Member: Gert Bunchez & Associates Group.

### TIME RATES

Eff — Rec'd 3/18/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 15x 312x  
1 min 7.00 6.00 5.00  
30 sec 5.60 4.80 4.00

**10. SPECIAL FEATURES**  
Agricultural weathercasts, national and local news briefs, capsule sports, society news adjacencies—1-1/2x earned rate.

## IUKA (1 AM; 1 FM)

Tishomingo County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

## WTIB (FM)

Media Code 4 225 4778 6.00  
Horizon Broadcasting, Inc., Box 279, Iuka, Miss. 38852. Phone 601-423-2251.  
See affiliated AM station for additional information.  
AM facilities: WVOM.

**STATION'S PROGRAMMING DESCRIPTION**  
WTIB (FM): MUSIC: middle-of-the-road.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Operating schedule: 6 am-10 pm, CST.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

### TIME RATES

Rates are identical to WVOM. See that listing.

## WVOM

Media Code 4 225 4830 5.00  
Horizon Broadcasting, Inc., Box 279, Iuka, Miss. 38852. Phone 601-423-2251.

**STATION'S PROGRAMMING DESCRIPTION**  
WVOM: Programming modern country.  
**1. PERSONNEL**  
Exec. Vice-Pres., Gen'l Mgr.—Dave Floyd.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
**3. FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WTIB (FM).

## TIME RATES

No. 1 Eff 9/1/60—Rec'd 9/26/60.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 13x 26x 52x 156x 260x 312x  
1 min 3.50 3.25 3.00 2.75 2.25 1.50 1.25  
30 sec 3.00 2.50 2.00 1.75 1.60 1.40 1.15

## JACKSON (7 AM; 5 FM)

Hinds County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	28	22	25	22
B	25	22	25	18
C	24	19	22	15
D	22	18	19	13
AVERAGE	25	20	22	17

## WJDX

1929



Subscriber to the NAB Radio Code  
Media Code 4 225 4935 2.00  
WJDX, Inc., Box 2171, 1375 Beasley Rd., Jackson, Miss. 39205. Phone 601-982-1062.

**STATION'S PROGRAMMING DESCRIPTION**  
WJDX: Programmed for adults and young adults. MUSIC: Current & past hits by original artists, including current & past hit albums. Consistent music & presentation format handled by 8 air personalities, heavy community involvement. Farm programming by Farm Director 5-6 am M-Sa. NEWS: 7 min network & local at :60. 7 min local on 1/2 hr. drive-times. Emphasis on local actualities & correspondent reports. 6 man local news staff; 6 radio equipped mobil units. 1 radio equipped boat. Contact Representative for further details. Rec'd 3/7/73.

**1. PERSONNEL**  
General Manager—Chuck Cooper.  
Operations Manager—Ron Grantham.  
Continuity Director—Deanna Thatcher.  
**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
**3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 620 kc.  
Directional—night only.  
Operating schedule: 24 hours daily, CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WZZQ (FM).  
Affiliated with NBC.

### TIME RATES

No. 14 Eff 9/1/72—Rec'd 10/4/72.  
AAA—Mon thru Sat 5-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm: Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
—AAA— AA — A —  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
7 tl 25 20 22 18 18 14  
14 tl 25 18 20 16 16 12  
21 tl 21 16 18 14 14 10  
28 tl 19 14 16 12 12 9

**7. PACKAGE PLANS**  
**TOTAL AUDIENCE PLAN:** 1 min 30 sec  
14 tl (4AAA, 5AA, 5A) 18 14  
21 tl (7AAA, 7AA, 7A) 16 12  
28 tl (9AAA, 10AA, 9A) 14 10

PER YR: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
520 x 19 14 16 12 12 9  
1040 x 17 13 14 10 10 8

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 120 80 60 40

**DISCOUNT**  
13 x—5% 32 x—15%  
26 x—10% 104 x—20%

**10. SPECIAL FEATURES**  
Newscasts—1-1/2x 1-min.

## WJMI (FM)

1967

## Soul-Rock



Subscriber to the NAB Radio Code  
Media Code 4 225 4975 6.00  
Tri-Cities Broadcasting Co., Box 3320, Jackson, Miss. 39207. Phone 601-948-1515.  
See affiliated AM station for additional information.  
AM facilities: WOKJ.

## STATION'S PROGRAMMING DESCRIPTION

WJMI (FM): Programmed for young adults. NEWS: local & network at :35. AIR PERSONALITIES handle all segments. 6 am-12M features Rock, R & B, jazz music. Mobile unit for news & special events. **COMMERCIAL POLICY:** no double spotting. Personally endorsements not permitted. Contact Representative for further details. Rec'd 5/9/73.

**3. FACILITIES**  
ERP 100,000 w.: 99.7 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 330 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.  
Cancellation: 70d, 71a.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

Eff — Rec'd 4/30/73.

**6. SPOT ANNOUNCEMENTS**  
1 min, flat 7.00 30 sec, flat 5.60

## WJQS

1947

## Modern Country Music



Subscriber to the NAB Radio Code  
Media Code 4 225 5040 0.00  
Radio Station WJQS, Box 22604, Jackson, Miss. 39205. Phone 601-948-2401.

**1. PERSONNEL**  
General Manager—G. Lee Hodges.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-Directional.  
Operating schedule: 5-1 am, CST.  
**4. AGENCY COMMISSION**  
15%: time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 21a, 21d, 22b, 23a, 24b, 24e, 25a, 28, 29a.  
Contracts: 40a, 41, 45, 46, 48.  
Comb.: Cont. Discounts: 60h, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 9/1/73—Rec'd 8/30/73.  
AA—Mon thru Sat 5-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER YR: 1x 100x 250x 500x 1000x  
PER MO: 1 tl 25 tl 50 tl 100 tl 150 tl  
PER WK: 1 tl 10 tl 20 tl 30 tl 40 tl  
1 min 7.00 5.50 5.00 4.50 4.00  
30 sec 5.50 4.50 4.00 3.50 3.00  
10 sec 3.50 2.75 2.50 2.25 2.00  
CLASS A  
1 min 6.50 5.00 4.50 4.00 3.50  
30 sec 5.00 4.00 3.50 3.00 2.50  
10 sec 3.25 2.50 2.25 2.00 1.75

## WJXN

1945

Media Code 4 225 5145 7.00  
Jackson Broadcasting Co., Box 786 Radio Ranch, corner Moody and Foley Sts., Jackson, Miss. 39205. Phone 601-352-6673.

**STATION'S PROGRAMMING DESCRIPTION**  
WJXN: Programmed for adults. Open telephone lines to air personalities during hours station is on air. 5-9 am news, traffic conditions and music for commuter. 9 am-noon programmed to housewife with telephone participation. Noon-2 pm music. 2-4 pm programmed to housewife with telephone participation. 4-6 pm programmed to commuter. 6 pm-1 am musical pace gradually slows. Country and western music. Contact Representative for further details. Rec'd 7/13/67.

**1. PERSONNEL**  
Pres., Gen'l & Sta. Mgr.—James H. Luper.  
Vice-President—Mrs. Elva I. Lipton.  
Sec'y & Treas.—Roger E. Owbay.  
**2. REPRESENTATIVES**  
Paul Miller & Company.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5-1 am, CST.  
**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12i, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28c, 30, 31, 33a.  
Contracts: 40a, 44a, 45, 46, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61a, 61b, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

### TIME RATES

Eff 1/1/71—Rec'd 3/22/71.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl  
1 min 7.00 6.50 6.00 5.50 5.00  
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**The ARB winner!**  
#1 Women 18-34/18-49/18+  
#1 Teens  
#2 Men 18-34/18-49/18+  
#2 Adults 18-34/18-49/18+  
#2 Total Persons  
6 AM-Mid M/Sun TSA A/M '74

**WKXI (FM)**  
1971  
**Black**  
Media Code 4 225 5200 0.00  
TAL Broadcasting Co., Box 6629, Jackson, Miss. 39212. Phone 601-372-9394.

**STATION'S PROGRAMMING DESCRIPTION**  
WKXI (FM): Programmed primarily for young adult black audience.  
MUSIC: top 40 R & B. AIR PERSONALITIES handle all segments. Contests, vignettes on black history, public affairs, citizen salutes, job opportunity. Emphasis on community involvement. NEWS: network & state. SPORTS: local black college football & basketball; pro football. RELIGION: Sun only. **COMMERCIAL POLICY:** limit of 14 minutes per hour. Contact Representative for further details. Rec'd 12/3/73.

**1. PERSONNEL**  
President—J. Alex Bowab.  
General Manager—Carroll F. Jackson.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Atlanta—Bernard I. Ochs Co.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 94.7 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 330 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%: 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 12a, 14a.  
Basic Rates: 20b, 21d, 22b, 23b, 24b, 24c, 28c, 30.  
Contracts: 40a, 41, 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60i, 62d.  
Cancellation: 70a, 70c, 70e, 73b.  
Prod. Services: 80, 82.  
Affiliated with National Black Network.

**TIME RATES**  
Eff 3/20/72—Rec'd 3/20/72.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1x 13 wk 26 wk 39 wk 52 wk  
6 tl 12.00 11.40 10.80 10.20 9.60  
12 tl 11.40 10.80 10.20 9.60 9.00  
18 tl 10.80 10.20 9.60 9.00 8.40  
24 tl 10.20 9.60 9.00 8.40 7.80  
30 tl 9.60 9.00 8.40 7.80 7.20

CLASS AA  
6 tl 10.00 9.50 9.00 8.50 8.00  
12 tl 9.50 9.00 8.50 8.00 7.50  
18 tl 9.00 8.50 8.00 7.50 7.00  
24 tl 8.50 8.00 7.50 7.00 6.50  
30 tl 8.00 7.50 7.00 6.50 6.00

CLASS A  
6 tl 8.00 7.60 7.20 6.80 6.40  
12 tl 7.60 7.20 6.80 6.40 6.00  
18 tl 7.20 6.80 6.40 6.00 5.60  
24 tl 6.80 6.40 6.00 5.60 5.20  
30 tl 6.40 6.00 5.60 5.20 4.80

30 SECONDS  
CLASS AAA  
6 tl 10.00 9.50 9.00 8.50 8.00  
12 tl 9.50 9.00 8.50 8.00 7.50  
18 tl 9.00 8.50 8.00 7.50 7.00  
24 tl 8.50 8.00 7.50 7.00 6.50  
30 tl 8.00 7.50 7.00 6.50 6.00

(This listing continued on next page)

**PULSE winner too!**  
#1 Total Persons  
#1 Men/Women 18-34  
#1 Teens  
#1 Men/Adults 18-49  
#2 Women 18-49  
#2 Total Men  
6 AM-Mid M/F RSA A/M '74



PER WK:	CLASS AA				
	1 wk	13 wk	26 wk	39 wk	52 wk
6 ti	8.00	7.00	7.20	6.80	6.40
12 ti	7.60	7.20	6.80	6.40	6.00
18 ti	7.20	6.80	6.40	6.00	5.60
24 ti	6.80	6.40	6.00	5.60	5.20
30 ti	6.40	6.00	5.60	5.20	4.80
CLASS A					
6 ti	6.50	6.15	5.80	5.45	5.10
12 ti	6.15	5.80	5.45	5.10	4.75
18 ti	5.80	5.45	5.10	4.75	4.40
24 ti	5.45	5.10	4.75	4.40	4.05
30 ti	5.10	4.75	4.40	4.05	3.70

**W LIN (FM)**



Media Code 4 225 5225 7.00  
Metro Radio, Inc. 286 Highland Village, Jackson, Miss. 39211. Phone 601-982-7336.

**STATION'S PROGRAMMING DESCRIPTION**  
W LIN (FM): Programmed for adults.  
MUSIC: Instrumental arrangements of familiar standard and contemporary songs with occasional group vocals, programmed in uninterrupted segments with 4 pauses per hour and a maximum of 5 spots per hour. News and weather capsules at :58. Rec'd 9/5/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles Fletcher.
- FACILITIES**  
ERP 100,000 w. (horiz.), 97,000 w. (vert.); 95.5 mc. Stereo.  
Operating schedule: 24 hours daily .CST.  
Antenna ht.: 1,069 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 5, 8.  
Rate Protection: 10b, 11d, 15d.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 43, 44b, 45, 46, 48.  
Comb.: Cont. Discounts: 60l, 60k, 62d.  
Cancellation: 70c, 71a, 72, 73b.

**TIME RATES**  
ET Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS	7 ti	14 ti	21 ti
1 min.	18.00	17.00	16.00
30/20/10 sec	14.40	13.60	12.80

**WOKJ**

1954

**Independent Black**



Subscriber to the NAB Radio Code

Media Code 4 225 5250 5.00  
Tri-Cities Broadcasting Co., Box 3320, Jackson, Miss. 39207. Phone 601-948-1515.

**STATION'S PROGRAMMING DESCRIPTION**  
WOKJ: MUSIC: R & B with 26 hours of gospel & spiritual music each week. Black DJ's do all shows including live commercials. NEWS: network, UPI, local news director & mobile unit. Talk programs cover community interest including religion, education, housing, government, recreation, Black Identity. Bulletin board features community news. Contact Representative for further details. Rec'd 10/2/72.

- PERSONNEL**  
President—E. O. Roden.  
Vice-Pres. & Gen'l Mgr.—Zane Roden.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
50,000 w. days, 10,000 w. nights; 1550 kc. Directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION**  
15/0: time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 13b, 14b, 15b.  
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e.  
Comb.: Cont. Discounts: 60a, 60g, 60l, 62d.  
Cancellation: 70d, 71a.  
Prod. Services: 80, 81, 82.  
FM facilities: WAMI (FM).  
Affiliated with American Information Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

No. 11 ET 5/1/71—Rec'd 4/19/71.  
AA—Mon thru Sat 5 am-7 pm.  
A—Mon thru Sat 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS	AA		A	
	1 min	30 sec	1 min	30 sec
26 x	25.00	20.00	14.00	11.20
52 x	24.00	19.20	13.50	10.80
104 x	23.00	18.40	13.00	10.40
156 x	22.00	17.60	12.50	10.00
212 x	21.00	16.80	12.00	9.60
312 x	20.00	16.00	11.50	9.20
520 x	19.00	15.20	11.00	8.80
780 x	18.00	14.40	10.50	8.40
1000 x	17.00	13.60	10.00	8.00

10 sec: 50% of 1-min.  
May not be combined to earn lower rate.

**7. PACKAGE PLANS** (CLASS AA)

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti
1 min.	20.00	19.00	18.00	17.00	16.00	15.00	14.00
30 sec	16.00	15.20	14.40	13.60	12.80	12.00	11.20

CLASS A	1 min	30 sec	1 min	30 sec
1 min	13.50	13.00	12.50	12.00
30 sec	10.80	10.40	10.00	9.60

**WRBC**

1947



mcgavren-guild  
pgw radio, inc.



Media Code 4 225 5355 2.00  
Rebel Broadcasting Co., Box 9891, Jackson, Miss. 39206. Phone 601-956-4151.

- PERSONNEL**  
President—W. B. McCarry, Jr.  
Chairman of the Board—T. E. Wright.  
General Manager—Dudley Evans.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days 1,000 w. nights; 1300 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4c, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 62b.  
Cancellation: 71a, 73a.  
Affiliated with American Contemporary Network.

**TIME RATES**

ET 11/1/69—Rec'd 10/22/69.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.  
A—All other times.

6. SPOT ANNOUNCEMENTS	1 MINUTE			
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	18.00	16.00	14.00	12.00
AA	14.00	13.00	12.00	10.00
A	10.00	9.00	8.00	7.00

20/30 SECONDS				
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	14.40	12.80	11.20	9.60
AA	11.20	10.40	9.60	8.80
A	8.00	7.20	6.40	5.60

10 SECONDS				
PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	9.00	8.00	7.00	6.00
AA	7.00	6.50	6.00	5.00
A	5.00	4.50	4.00	3.50

**7. PACKAGE PLANS** TOTAL AUDIENCE PLANS

PER WK:	EA:	I min
18 ti (10AAA, 6AA, 2A)	11	
24 ti (12AAA, 8AA, 4A)	9	
36 ti (16AAA, 12AA, 8A)	8	

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**W S L I**

1938



**KATZ RADIO**



Media Code 4 225 5460 0.00  
Capitol Broadcasting Co., Box 8187, Battlefield Station, Jackson, Miss. 39204. Phone 601-372-6311.

- PERSONNEL**  
Station Manager—Richard H. Voorhis.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5,000 w.; 930 kc. Directional—night only.  
Operating schedule: 5:10 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 15e.  
Basic Rates: 22a, 23a, 24b, 25, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.

**TIME RATES**

No. 17 ET 4/1/73—Rec'd 3/23/73.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS	1 MINUTE				
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	25.00	24.50	24.00	23.50	23.00
AA	20.00	19.50	19.00	18.50	18.00
A	16.00	15.50	15.00	14.50	14.00
B	12.00	11.50	11.00	10.50	10.00

20/30 sec: 80% of 1 min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan I (1/2AAA, 1/2AA)	21.50	21.00	20.50	20.00
Plan II (1/3AAA, 1/3AA, 1/3A)	19.00	18.50	18.00	17.50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**W S L I-FM**

1966



**KATZ RADIO**



- Media Code 4 225 5461 8.00  
Capitol Broadcasting Co., Box 8187, Battlefield Sta., Jackson, Miss. 39204. Phone 601-372-6311.  
See affiliated AM station for additional information.
- FACILITIES**  
ERP 80,000 w.; 96.3 mc. Stereo.  
Operating schedule: 10 am-11:30 pm. CST.  
Antenna ht.: 1,430 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**

FM only: AM rate plus 4.00 per spot.

**W W U N**

1965



**SAVALLI/GATES INCORPORATED**

Media Code 4 225 5670 4.00  
WWUN Inc., Box E, Delta Station, Jackson, Miss. 39213. Phone 601-362-8554.

- STATION'S PROGRAMMING DESCRIPTION**  
WWUN: Programmed for adults and young adults 18-49.  
5-9 am featuring current hit music & audience participation with phone calls. Audience promotions aimed at housewives 9 am-1 pm. Top 40 music and information during drive time. News, sports & weather at :20. Spot news bulletins with local news or AP. Contact Representative for further details. Rec'd 4/19/71.

- PERSONNEL**  
President—Lamar Simmons.  
General Manager—Tim LeBlanc.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1590 kc.  
Directional—nights only.  
Operating schedule: 4:45-1:30 am. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22a, 22b, 23a, 24b, 25a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60e, 60f.  
Cancellation: 71a, 73a.

**TIME RATES**

ET 4/1/65—Rec'd 4/5/65.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 9 am-4 pm.  
B—Mon thru Sat 7 pm-midnight; Sun all day.  
C—Mon thru Sun after midnight.

6. SPOT ANNOUNCEMENTS	1 MINUTE					
PER WEEK	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti
AA	18	16	14	12	10	8
A	18	11	12	10	9	7
B	14	10	8	7	6	5

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PACKAGE PLANS** SMART BUY PLAN  
Plan A—18 ti (12 Mon thru Fri 6-9 am & 4-7 pm, 6 ti Sat & Sun, time period chosen by advertiser), ea. 9.00  
Plan B—30 ti (20 ti Mon thru Fri 6-9 am & 4-7 pm, 10 ti Sat & Sun, time period chosen by advertiser or Mon thru Sat 9 am-4 pm) ea 6.50
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 60 42 35 28
- SPECIAL FEATURES** 5-MINUTE NEWSCASTS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 35 33 30 25 19  
A 30 29 26 21 15  
B 24 22 17 14 12

**MISSISSIPPI**

**W Z Z Q (FM)**

1948



**radio**



Subscriber to the NAB Radio Code

Media Code 4 225 5722 3.00  
WZZQ (FM), Box 2171, 1375 Beasley Rd., Jackson, Miss. 39205. Phone 601-982-1062.

See affiliated AM station for additional information.  
AM facilities: WJDX.

**STATION'S PROGRAMMING DESCRIPTION**  
WZZQ (FM): Programmed for young adults.  
MUSIC: progressive rock, mixing rock, folk jazz & current progressive singles. Occasional musical specials featuring progressive rock artists. Music programming interspersed with topical comment, thought, humor & community involvement items of interest to young adults of college age & above. All live PERSONALITIES. NEWS: 6 man local staff with 6 radio equipped mobile units & 1 radio equipped boat. 8 min newscasts at 6:15, 7:15, 8:15 am, 12:15, 5:15 pm & 12:15 am. Contact Representative for further details. Rec'd 4/3/74.

- PERSONNEL**  
Program Director—Dave Adcock.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,800 ft. above average terrain.

**TIME RATES**

ET Rec'd 3/7/73.

- SPOT ANNOUNCEMENTS**  
1 min. flat ea. 8.00 30 sec. flat ea. 6.40

**KOSCIUSKO (1 AM; 1 FM)**

Attala County—Map Location E-5  
See STA's consumer market map and data at beginning of the State.

**W KO Z**

1947

Media Code 4 225 5775 1.00  
H. Mims Boswell, Jr., Box A, Golf Course Rd., Kosciusko, Miss. 39090. Phone 601-289-1340.

- PERSONNEL**  
Owner-General Manager—H. Mims Boswell, Jr.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-10:00 pm. CST.
- AGENCY COMMISSION**  
15/0: 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Avenue AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**TIME RATES**

ET 1/1/60—Rec'd 1/27/60.

6. SPOT ANNOUNCEMENTS	13x	26x	52x	104x	156x	260x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.00	4.50

**W KO Z-FM**

1965

Media Code 4 225 5776 9.00  
H. Mims Boswell, Jr., Box A, Golf Course Rd., Kosciusko, Miss. 39090. Phone 601-289-1340.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 28,500 w.; 105.1 mc.  
Operating schedule: 6:45 am-10 pm daily. CST.  
Antenna ht.: 165 ft. above average terrain.

**TIME RATES**

Rates effective 11/1/65  
Rates received October 11, 1965

6. SPOT ANNOUNCEMENTS	1 MINUTE	
	1 ti	156 ti
13 ti	4.99	156 ti 5.50
1 ti	6.50	208 ti 5.00
26 ti	6.25	260 ti 4.50

# MISSISSIPPI

## LAUREL (3 AM; 1 FM)

Jones County—Map Location F-7  
See STDS consumer market map and data at beginning of the State.

### WAML

1932



Subscriber to the NAB Radio Code  
Media Code 4 225 5880 9.00  
New Laurel Radio Station, Inc., 441 N. Magnolia, Laurel, Miss. 39440. Phone 428-5601 and 428-5737.

**STATION'S PROGRAMMING DESCRIPTION**  
WAML: Programmed for adults and young adults.

#### 1. PERSONNEL

General Manager—Frank Sumrall.

Commercial Manager—M. M. Caver.

#### 2. REPRESENTATIVES

Hal Walton Co.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.

Non-directional.

Operating schedule: 5 am-midnight, CST.

#### 4. AGENCY COMMISSION

15%

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with NBC and KBS.

### TIME RATES

Rates effective June 2, 1947.

#### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

(5:30 a.m. to 10:30 p.m. Monday through Sunday)

1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1 time..... 46.00	24.00	16.00	8.00	4.00
13 times..... 38.00	22.80	15.20	7.60	3.80
26 times..... 36.00	21.60	14.40	7.20	3.60
52 times..... 34.00	20.40	13.60	6.80	3.40
100 times..... 32.00	19.20	12.80	6.40	3.20
150 times..... 30.00	18.00	12.00	6.00	3.00
300 or more times..... 28.00	16.80	11.20	5.60	2.80

### WL AU

1946



Subscriber to the NAB Radio Code  
Media Code 4 225 5880 6.00  
Southland Inc., 424 S. Magnolia St., Laurel, Miss. 39440. Phone 601-428-7227.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—F. M. Smith.

#### 2. REPRESENTATIVES

The Devereux Organization, Inc.

#### 3. FACILITIES

5,000 w. days; 1430 kc. Non-directional.

Operating schedule: 5:00 a.m. to local sunset, CST.

#### 4. AGENCY COMMISSION

15% to recognized advertising agencies.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with MBS.

### TIME RATES

ET 7/1/66—Rec'd 5/26/66.

#### 6. SPOT ANNOUNCEMENTS

PER WK. EA:

1 min.	1/2 hr.	1 hr.	15 min.	10 sec.
1 min..... 6.00	5.50	5.00	4.50	4.00
30 sec..... 4.80	4.40	4.00	3.60	3.20

### WNSL

1957



Subscriber to the NAB Radio Code  
Media Code 4 225 6090 4.00  
Voice of the New South, Inc., Box 2336, 1260 Victory Rd., Laurel, Miss. 39440. Phones 601-426-3182, 425-1491.

**STATION'S PROGRAMMING DESCRIPTION**  
WNSL: Programmed for adults and young adults.

#### 1. PERSONNEL

General Manager—Granville Walters.

#### 2. REPRESENTATIVES

Savall/Gates, Inc.

#### 3. FACILITIES

5,000 w. days; 1260 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

Partial simulcast operation. Simulcast 6-7 am. For non-simulcast facilities see WNSL-FM.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 ET 3/1/57—Rec'd 2/4/57.

#### 6. SPOT ANNOUNCEMENTS

(Daily 5 am-6 pm)

1 min./less.	1x	15x	26x	52x	100x	150x	300+
1 min..... 4.00	3.80	3.60	3.40	3.20	3.00	2.80	2.60

#### 7. PACKAGE PLANS

WEEKLY SATURATION—ROS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min..... 34	48	64	84	75

### WNSL-FM

1959



Subscriber to the NAB Radio Code  
Media Code 4 225 6091 2.00  
Voice of the New South, Inc., Box 2336, 1260 Victory Rd., Laurel, Miss. 39440. Phones 601-426-3182, 425-1491.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WNSL-FM: Programmed for the Black population.

#### 1. PERSONNEL

Station Manager—Bill Lovins.

### 3. FACILITIES

EMI 28,000 w. (horiz.), 28,000 w. (vert.); 100.3 mc.

Stereo.

Operating schedule: 5 am-11 pm, CST.

Antenna ht.: 200 ft. above average terrain.

Partial simulcast operation. Operated separately 7 am-11 am. For simulcast facilities see WNSL.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with Mutual Black Network.

### TIME RATES

Rates are identical to WNSL. See that listing.

## LELAND

Washington County—Map Location B-5  
See STDS consumer market map and data at beginning of the State.

### WESY

1958



Subscriber to the NAB Radio Code  
Media Code 4 225 6195 1.00  
Miss-Ark Broadcasting Co., Drawer 340, Rode Bldg., Greenville, Miss. 38701. Phone 601-332-0770.

**STATION'S PROGRAMMING DESCRIPTION**  
WESY: Programmed for the Negro population.

#### 1. PERSONNEL

General Manager—Miller Abraham.

#### 2. REPRESENTATIVES

Bob Dure Associates, Inc.

South, Southeast, Northwest, St. Louis, Kansas City

—Southern Spot Sales, Inc.

#### 3. FACILITIES

1,000 w. days; 1580 kc. Non-directional.

Operating schedule: Sunrise to local sunset.

#### 4. AGENCY COMMISSION

15%

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with Mutual Black Network.

### TIME RATES

No. 3 ET 6/1/71—Rec'd 6/11/71.

#### 6. SPOT ANNOUNCEMENTS

1x	26x	52x	260x	312x
1 min..... 7.00	6.50	6.00	5.50	5.00
30 sec..... 6.00	5.75	5.50	5.25	5.00
10 sec..... 5.00	4.75	4.50	4.25	4.00

#### 7. PACKAGE PLANS

SATURATION PACKAGES

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min..... 6.00	5.75	5.50	5.25	5.00	4.75
30 sec..... 5.00	4.75	4.50	4.25	4.00	3.75
10 sec..... 4.00	3.75	3.50	3.25	3.00	2.75

(CB)

## LEXINGTON

Holmes County—Map Location D-5  
See STDS consumer market map and data at beginning of the State.

### WXTN

1959



Media Code 4 225 6300 7.00  
WXTN, 100 Radio Bldg., Lexington, Miss. 39095.  
Phones 824-1666, 1254.

#### 1. PERSONNEL

Station Manager—Fanny M. Cothran.

#### 2. REPRESENTATIVES

Southeast—K. Beaver and Associates, Inc.

#### 3. FACILITIES

5,000 w. days; 1,000 kc. Non-directional.

Operating schedule: Sunrise-local sunset, CST.

#### 4. AGENCY COMMISSION

15%; no cash discount.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBS.

Member: Farm Directors Radio Network.

### TIME RATES

ET 3/1/67—Rec'd 3/1/67.

#### 6. SPOT ANNOUNCEMENTS

1x	30x	60x	100x	200x	500x	1000x
1 min 4.00	3.75	3.50	3.25	3.00	2.75	2.50

## LOUISVILLE (1 AM; 1 FM)

Winston County—Map Location F-5  
See STDS consumer market map and data at beginning of the State.

### WLSM

1955



Subscriber to the NAB Radio Code  
Media Code 4 225 6405 4.00  
Louisville Broadcasting Corp., Box 111, Louisville, Miss. 39339. Phone 773-3481.

#### 1. PERSONNEL

Manager—Fred Vice

#### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

#### 3. FACILITIES

5,000 w. days; 1270 kc. Non-directional.

Operating schedule: 4 am-local sunset, CST.

Partial simulcast operation. Simulcast 4-7 am. For non-simulcast facilities see WLSM-FM.

#### 4. AGENCY COMMISSION

15%

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

### TIME RATES

ET 6/1/70—Rec'd 5/28/70.

#### 6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	208x	260x	312x
1 min 5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec 4.00	3.75	3.50	3.25	3.00	2.75	2.50

#### 7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min..... 4.50	4.25	4.00	3.75	3.50	3.25
30 sec..... 3.50	3.25	3.00	2.75	2.50	2.25

## WLSM-FM

1967



Media Code 4 225 6450 0.00  
Louisville Broadcasting Corp., Box 111, Louisville, Miss. 39339. Phone 601-773-3481.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 3,000 w.; 107.1 mc. Stereo.

Operating schedule: 4 am-midnight.

Antenna ht.: 200 ft. above average terrain.

Partial simulcast operation. Operated separately 7 am-midnight. For simulcast facilities see WLSM.

### TIME RATES

ET—Rec'd 2/12/68.

#### 6. SPOT ANNOUNCEMENTS

1x per yr. ea.	2.75	500+	per yr. ea.	2.25
30 sec: 80% of 1-min.				

#### 7. PACKAGE PLANS

PER WK:	1 ti	10 ti	25+
30 sec: 80% of 1-min.	2.75	2.50	2.25

## LUCEDALE

George County—Map Location G-10  
See STDS consumer market map and data at beginning of the State.

### WRBE

1960



Subscriber to the NAB Radio Code  
Media Code 4 225 6510 1.00  
Allen Broadcasting Co., Inc., Box 827, 1/2 mile N. on Hwy. 98, Lucedale, Miss. 39452. Phone 601-917-8151.

#### 1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Pinky Grant.

#### 2. REPRESENTATIVES

Dora-Clayton Agency, Inc.

#### 3. FACILITIES

3,000 w. days; 1440 kc. Non-directional.

Operating schedule: Sunrise-local sunset, CST.

#### 4. AGENCY COMMISSION

15%

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

### TIME RATES

No. 4 ET 12/15/71—Rec'd 1/31/72.

#### 6. SPOT ANNOUNCEMENTS



## WDAL-FM

1969

Subscriber to the NAB Radio Code  
Media Code 4 225 7036 6.00  
Broadcasters & Publishers, Inc., Box 5314, 410 21st  
Ave., Meridian, Miss. 39301. Phone 601-693-2381.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 28,500 w.; 101.3 mc.  
Operating schedule: 5-1 am. CST.  
Antenna ht.: 105 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

## TIME RATES

Rates are identical to WDAL. See that listing.

## WMOX

1945

## American Contemporary Ntwk

Media Code 4 225 7140 6.00  
Lauderdale Broadcasting Company, Inc., Box 1511,  
Waldo Bldg., 10th St. & 20th Ave., Meridian,  
Miss. 39302. Phone 601-693-1891.

1. PERSONNEL  
Station Manager—Eddie Smith.  
Sales Manager—Len Smith.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
R. S. Crane Company, Inc.

3. FACILITIES  
10,000 w. days, 1,000 w. nights; 1010 kc.  
Directional—separate patterns day and night.  
Operating schedule: 4 am-midnight. CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 2b, 3d, 4a, 5.  
Rate Protection: 15b.

Basic Rates: 29a.  
Contracts: 40a.  
Cancellation: 70a, 70d, 71a.  
Affiliated with American Contemporary Network.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 15x 26x 52x 104x 300x  
1 min. 12.50 12.00 11.50 11.00 10.00  
30 sec. 5 4 3 2

7. PACKAGE PLANS  
PER WK: 1x 5x 10x 15x 20x 30x 40x 50x 100x  
1 min. 8.00 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
30 sec. 7.00 6.00 5.50 5.00 4.50 4.00 3.50 3.00

8. PROGRAM TIME RATES  
1x 1/2 hr 1/4 hr 10 min 5 min  
1x 60 36 24 18 15  
13x-5% 26x-10% 52x-12 1/2%

## WOKK

1946

Media Code 4 225 7245 3.00  
New South Broadcasting Corp., Box 5797, Meridian,  
Miss. 39302. Phone 482-1133.

STATION'S PROGRAMMING DESCRIPTION  
WOKK: Programming features modern country format.  
5-9 am features personalities, news, weather,  
time checks. News department with mobile unit  
and 1 plane. 9 pm Sat to 1 am Sun, complete  
Negro programming. 5-7 am M-Sat, rural appeal.  
Contact Representative for further details. Rec'd  
5/15/70

1. PERSONNEL  
Station Manager—Ken Rainey.

2. REPRESENTATIVES  
Savalli/Gates, Inc.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 910 kc.  
Non-directional.  
Operating schedule: 4 am-midnight. CST.  
Partial simulcast operation. Simulcast 4-6 am. For  
non-simulcast facilities see WALT (FM).

4. AGENCY COMMISSION  
15/0 net station charges: 10 days.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28a,  
28c, 29a, 30.  
Contracts: 40a, 44b, 47e.  
Comb.: Cont. Discounts: 60a, 60i.  
Cancellation: 71a, 72b.  
Prod. Services: 82.  
FM facilities: WALT (FM)

## TIME RATES

6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 300x  
1 min. 7.50 7.00 6.50 6.00 5.50  
30 sec. 4.00 6.00 5.50 5.00 4.50  
10 sec. 3.75 3.50 3.25 3.00 2.75

7. PACKAGE PLANS  
PER WK: 10x 15x 20x 30x 40x 50x  
1 min. 6.50 6.00 5.50  
30 sec. 5.50 5.00 4.50  
10 sec. 3.25 3.00 2.75

8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 t. 65 40 26 20 13

## WQIC

1957

Media Code 4 225 7350 1.00  
Torgerson Broadcasting Company, Inc., Box 5353,  
Meridian, Miss. 39301. Phone 601-693-4851.

STATION'S PROGRAMMING DESCRIPTION  
WQIC: Programmed 100% for Black audience.  
MUSIC: rhythm & blues except 10 am-noon which is  
gospel. NEWS: Network at 5:30, local at 10. Sun:  
gospel music & church services sign-on-noon, rhythm  
& blues thereafter. Contact Representative for further  
details. Rec'd 4/15/71.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 300x  
1 min. 7.50 7.00 6.50 6.00 5.50  
30 sec. 4.00 6.00 5.50 5.00 4.50  
10 sec. 3.75 3.50 3.25 3.00 2.75

7. PACKAGE PLANS  
PER WK: 10x 15x 20x 30x 40x 50x  
1 min. 6.50 6.00 5.50  
30 sec. 5.50 5.00 4.50  
10 sec. 3.25 3.00 2.75

8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 t. 65 40 26 20 13

## WMLC

1969

Media Code 4 225 7455 8.00  
Clineco, Inc., Box 1270, Hwy. 84 W., Monticello,  
Miss. 39654. Phone 601-587-7997.

STATION'S PROGRAMMING DESCRIPTION  
WMLC: Mod Country format 70%, Black format 15%.

1. PERSONNEL  
General Manager—Jim Clinton.

2. REPRESENTATIVES  
Southern—C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w.; 1270 kc. Non-directional.  
Operating schedule: 8 am-local sunset. CST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 1.5x 2.0x 3.0x 4.0x 5.0x  
1 min. 1.85 1.48 .74  
400 x 1.65 1.32 .70  
1000 + 1.45 1.16 .58

## 1. PERSONNEL

President—Stan Torgerson.

## 2. REPRESENTATIVES

Bernard Howard &amp; Co., Inc.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.

Operating schedule: 5 am-midnight. CST.

## 4. AGENCY COMMISSION

15/0 time only; 10 days.

## 5. GENERAL ADVERTISING See coded regulations

General: 2b, 3d, 4a, 5, 6a, 7a.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 22b, 24b, 26, 28b, 29a.

Contracts: 40a, 46, 47a.

Comb.: Cont. Discounts: 60k, 61a.

Cancellation: 71a, 73a.

Affiliated with Mutual Black Network.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
PER YR: 250x 500x 1000x 2000x  
1 min. 6 5 4 3  
30 sec. 5 4 3 2

## 7. PACKAGE PLANS

PER WK: 1x 5x 10x 15x 20x 30x 40x 50x 100x  
1 min. 8.00 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
30 sec. 7.00 6.00 5.50 5.00 4.50 4.00 3.50 3.00

## WTKN

1973

Media Code 4 225 7402 0.00  
East/West Communications Corp., Greater Mississippi  
Life Bldg., Meridian, Miss. 39301. Phone 601-693-  
3242.

STATION'S PROGRAMMING DESCRIPTION  
WTKN: Programmed for ethnic (blacks) & young  
adults.

MUSIC: 80% featuring current hits, rhythm &  
blues, top 40. 6 ALL PERSONALITIES including  
1 female. NEWS: at 5:55, national, state & local.  
Gospel Sun 6 am-noon. Jazz Sun afternoon. Station  
participates in community activity. Emphasis on  
community activities such as street dances, talent  
shows, featuring several community talk shows each  
week. Contact Representative for further details.  
Rec'd 7/29/74.

1. PERSONNEL  
President—Charles L. Young.  
Sales Manager—Charles Beard.  
Program Director—Brook Easter

2. REPRESENTATIVES  
Bernard L. Ochs Co.

3. FACILITIES  
5,000 w.; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 21a, 21c, 21d, 22b, 23b, 24c, 25c, 26,  
28c, 29b, 30, 32a, 33c.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 49, 50,  
51a, 51c.  
Comb.: Cont. Discounts: 60f, 61b, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
CLASS AA  
1 MINUTE  
PER WK: 1x 13 wk 26 wk 39 wk 52 wk  
6 t. 7.00 6.65 6.30 5.95 5.60  
12 t. 6.65 6.30 5.95 5.60 5.25  
18 t. 6.30 5.95 5.60 5.25 4.90  
24 t. 5.95 5.60 5.25 4.90 4.55  
30 t. 5.60 5.25 4.90 4.55 4.20

30 SECONDS  
6 t. 5.60 5.30 5.00 4.75 4.50  
12 t. 5.30 5.00 4.70 4.45 4.20  
18 t. 5.00 4.70 4.40 4.15 3.90  
24 t. 4.75 4.45 4.15 3.90 3.65  
30 t. 4.50 4.20 3.90 3.65 3.40

CLASS A  
1 MINUTE  
6 t. 6.00 5.70 5.40 5.10 4.80  
12 t. 5.70 5.40 5.10 4.80 4.50  
18 t. 5.40 5.10 4.80 4.50 4.20  
24 t. 5.10 4.80 4.50 4.20 3.90  
30 t. 4.80 4.50 4.20 3.90 3.60

30 SECONDS  
6 t. 4.80 4.55 4.30 4.10 3.90  
12 t. 4.55 4.30 4.05 3.85 3.65  
18 t. 4.30 4.05 3.85 3.65 3.45  
24 t. 4.10 3.85 3.60 3.40 3.20  
30 t. 3.90 3.65 3.40 3.20 3.00

10 sec: 50% of 1-min.

Eff. 11/1/69—Rec'd 10/1/68.

Eff. 1/1/69—Rec'd 12/20/68.

Eff. 1/1/69—Rec'd 8/13/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

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All other times.

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All other times.

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All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

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All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

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All other times.

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All other times.

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All other times.

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All other times.

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All other times.

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All other times.

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All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
All other times.

## NATCHEZ (2 AM; 1 FM)

Adams County—Map Location B-9  
See SIDS consumer market map and data at begin-  
ning of the State.

## WMIS

1941

Media Code 4 225 7560 5.00  
Natchez Broadcasting Co., Drawer 1248, City Bank  
Bldg., Natchez, Miss. 39120. Phone 601-442-2522.

1. PERSONNEL  
Pres. & Women's Dir.—Diana Ewing.

2. REPRESENTATIVES  
Charles Bernard Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5-12:30 am. CST.

4. AGENCY COMMISSION  
15% on time only unless otherwise agreed.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.  
Member: Country Music Network.

## TIME RATES

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 13x 26x 52x 104x 156x 312x  
1 min. 3.50 3.40 3.30 3.20 3.10 3.00  
208x 260x 312x 520x 1000x  
1 min. 2.90 2.80 2.70 2.60 2.50

AA—7-8:30 am & 4:30-6:30 pm.  
A—5-7 am, 8:30 am-4:30 pm & 6:30 pm-12:30 am.

AA—5:25 15x 26x 52x 104x 156x 312x  
A—4.00 3.75 3.60 3.30 3.10 3.00 2.75

## WNAT

1949

Media Code 4 225 7665 2.00  
First Natchez Corp., Box 768, 2 O'Ferral St.,  
Natchez, Miss. 39120. Phone 601-442-4895.

1. PERSONNEL  
General Manager—Mrs. William S. Perkins.

2. REPRESENTATIVES  
South—Southern Spot Sales, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WQNZ (FM).

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 13x 26x 52x 104x 156x 312x  
1 min. 7.00 6.50 6.25 5.00 4.50 4.00  
20/30 sec: 75% of 1-min. 8/10 sec: 50% of 1-min.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

Eff. 12/1/72—Rec'd 11/29/72.

## MISSISSIPPI

6. SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 156x  
1 min. 3.50 3.40 3.30 3.20 3.10 3.00  
208x 260x 312x 520x 1000x  
1 min. 2.90 2.80 2.70 2.60 2.50

## NEWTON

# MISSISSIPPI

## Pascagoula—W C I S-FM—Continued

5. GENERAL ADVERTISING See coded regulations affiliated with MBS.

### TIME RATES

Rates are identical to WCIS. See that listing.

## W P M P

### PASCAGOULA-MOSS POINT

Media Code 4 225 8085 2.00  
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.

1. PERSONNEL  
President—W. E. Guest, Jr.  
Vice Pres. & Gen'l Mgr.—Walter Smith.  
Sales Manager—Hal Comello.

2. REPRESENTATIVES  
R. S. Crane Company, Inc.

3. FACILITIES  
1,000 w. days; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only.

### TIME RATES

ET 1/1/74—Rec'd 1/7/74.  
6. SPOT ANNOUNCEMENTS  
1 min. 1x 26x 52x 100x 156x  
30 sec. 5.50 5.25 5.00 4.75 4.50  
15 sec. 4.50 4.25 4.00 3.75 3.50

8. PROGRAM TIME RATES  
1 hr 1/4 hr 1/2 hr 10 min 5 min  
1 75 40 25 15 10

## W P M P-FM

### PASCAGOULA-MOSS POINT

Media Code 4 223 8085 0.00  
Crest Broadcasting Co., Inc., Box 789, Telephone Rd., Pascagoula, Miss. 39567. Phone 601-762-3113.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 30,000 w., 99.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 204 ft. above average terrain.

### TIME RATES

Rates are identical to WPM P. See that listing.

# PHILADELPHIA

Neshoba County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WHOC

1948

Subscriber to the NAB Radio Code

Media Code 4 225 8190 0.00  
William Howard Cole, P. O. Box 26, Hwy. 15 & 16 (Beacon St. extension), Philadelphia, Miss. 39350 Phone 601-656-1490.

1. PERSONNEL  
Owner & Manager—William Howard Cole.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:25 am-10:00 pm. CST.

4. AGENCY COMMISSION  
15% on net charges for station time; no cash discount.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS/PROGRAM RATES  
Rates effective  
1/2 hr. 1/4 hr. 5 min. (\*)  
1 time..... 24.00 12.00 8.00 4.00  
13 times..... 22.80 11.40 7.60 3.80  
26 times..... 21.60 10.80 7.20 3.60  
52 times..... 20.40 10.20 6.80 3.20  
104 times..... 19.20 9.60 6.40 3.20  
156 times..... 18.00 9.00 6.00 3.00

(\*) One minute or less.

## PICAYUNE (1 AM; 1 FM)

Pearl River County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State

## WJOJ (FM)

1973

Media Code 4 225 8242 9.00  
Tung Broadcasting Co., Box 849, Kiln Rd., Picayune, Miss. 39466. Phone 801-798-4835.

See affiliated AM station for additional information. AM facilities: WRJW.

3. FACILITIES  
ERP 3,000 w. circular polarized; 106.3 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 202 ft. above average terrain.

### TIME RATES

Rates are identical to WRJW. See that listing.

## WRJW

1949

Subscriber to the NAB Radio Code  
Media Code 4 223 8295 7.00  
Tung Broadcasting Co., Box 849, Picayune, Miss. 39466. Phone 601-798-4835.

1. PERSONNEL  
General Manager—James O. Jones, II.

2. FACILITIES  
5,000 w. days; 1320 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. FM facilities: WJOJ (FM). Affiliated with KBS.

### TIME RATES

ET 3/1/71—Rec'd 3/1/71.  
6. SPOT ANNOUNCEMENTS  
1 min. 4.25 4.00 3.75 3.50 3.25  
30 sec. 3.50 3.25 3.00 2.75 2.50

## PONTOTOC (1 AM; 1 FM)

Pontotoc County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## WSEL WSEL-FM

1962 1962

Subscriber to the NAB Radio Code  
Media Code 4 225 8400 3.00  
Pontotoc Broadcasting Co., Box 240, Hwy. 6 E., Pontotoc, Miss. 38863. Phone 489-1440.

1. PERSONNEL  
General Manager—Ruth T. Bridges.

3. FACILITIES  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 1,000 w.; 96.7 mc.

Operating schedule: 5 am-11:05 pm. CST.  
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. Affiliated with MBS and KBS. Member: Farm Directors Radio Network.

### TIME RATES

ET 11/1/69—Rec'd 7/28/70.  
6. SPOT ANNOUNCEMENTS  
PER MO: 1 1/2 4 1/2 13 1/2 30 1/2 150 1/2 300 1/2  
1 min. 3.00 2.50 2.00 1.75 1.25 1.00  
30 sec: 75% of 1-min.

## POPLARVILLE (1 AM; 1 FM)

Pearl River County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

## WRPM

1963

Subscriber to the NAB Radio Code  
Media Code 4 225 8450 8.00  
Ben O. Griffin, Box 352, Poplarville, Miss. 39470. Phone 601-795-4900.

1. PERSONNEL  
Manager—Ben O. Griffin.

2. REPRESENTATIVES  
South, Southeast, Southwest—C. K. Beaver & Associates, Inc.

3. FACILITIES  
10,000 w.; 1530 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 5/1/68—Rec'd 12/27/68.  
6. SPOT ANNOUNCEMENTS  
ROB: 1x 2x 14x 27x 33-104  
1 min. 2.75 2.50 2.25 2.00 1.75

## WRPM-FM

1964

Subscriber to the NAB Radio Code  
Media Code 4 225 8451 6.00  
Ben O. Griffin, Box 352, Poplarville, Miss. 39470. Phone 601-795-4900.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 100,000 w.; 107.9 mc.  
Operating schedule: 6 am-10 pm.  
Antenna ht.: 171 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 12/27/68.  
6. SPOT ANNOUNCEMENTS  
EA: 1 min 30 sec 1 min 30 sec  
1 x..... 8.00 6.00 312 x..... 5.25 3.65  
13 x..... 7.50 5.50 520 x..... 5.00 3.50  
26 x..... 7.00 5.00 780 x..... 4.75 3.35  
52 x..... 6.50 4.50 1040 x..... 4.50 3.25  
104 x..... 6.00 4.00 1500 x..... 4.25 3.00  
156 x..... 5.75 3.90 2000 x..... 4.00 2.75  
260 x..... 5.50 3.75

10 sec: 60% of 1-min.  
Guaranteed position per spot, extra 1.00.

7. PACKAGE PLANS  
PER WK. EA: 10 1/2 20 1/2 40 1/2 80 1/2  
1 min. 6.00 5.50 5.00 4.50  
30 sec. 4.00 3.50 3.25 3.00

## SENATOBIA

Tate County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## WSAO

1962

Media Code 4 223 8503 9.00  
Northwest Mississippi Broadcasting Company, Box 448, Senatobia, Miss. 38668. Phone 601-562-4445, 4446.

1. PERSONNEL  
Manager—George E. Crockett.

2. REPRESENTATIVES  
C. K. Beaver & Associates, Inc.

3. FACILITIES  
5,000 w. days; 1,550 kc. Non-directional.

Operating schedule: Sunrise to local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

Rates effective  
Rates received January 10, 1963.  
6. SPOT ANNOUNCEMENTS  
1-MINUTE ANNOUNCEMENTS  
1 1/2..... 4.50 104 1/2..... 4.00  
13 1/2..... 4.50 203 1/2..... 3.90  
26 1/2..... 4.25 312 1/2..... 3.75  
52 1/2..... 4.10

## STARKVILLE (2 AM)

Oktober County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WKOR

1968

Media Code 4 225 8550 5.00  
Golden Triangle Radio Corp., 201 Lamphun St., Starkville, Miss. 39759. Phone 601-523-4980.  
Columbus Office: 412-1/2 Main St.

1. PERSONNEL  
General Manager—Ben Tarber.

2. REPRESENTATIVES  
David Carpenter Company.

3. FACILITIES  
1,000 w.; 980 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 7/1/71—Phone 601-523-4980.  
6. SPOT ANNOUNCEMENTS  
Open 15x 30x 60x 90x 120x 150x  
1 min 4.00 3.50 3.00 2.90 2.80 2.70 2.60  
30 sec 3.50 3.00 2.75 2.40 2.30 2.20 2.10  
Guaranteed times, extra 20%.

## WSSO

1948

Subscriber to the NAB Radio Code  
Media Code 4 225 8610 7.00  
Starkville Broadcasting Co., WSSO Bldg., Starkville, Miss. 39759. Phone 601-523-1230.  
Other Studio—Mississippi State University, State College, Miss.

STATION'S PROGRAMMING DESCRIPTION  
WSSO: Programmed for general interest.

1. PERSONNEL  
General Manager—Joe Phillips.

3. FACILITIES  
1,000 w. days; 350 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 5:30 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION  
15/0 net charges for time; 10 days.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS and NBC.

### TIME RATES

No. 6 ET 1/1/67—Rec'd 5/1/67.  
6. SPOT ANNOUNCEMENTS  
1 min. 5.00 4.75 4.50 4.25 150x 300x  
1 3x 13x 28x 52x 150x 300x

## TUPELO (3 AM; 1 FM)

Lee County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## WELO

1944

Media Code 4 225 8715 4.00  
Tupelo Broadcasting Co., Inc., Box 410, WELO Bldg., 212 S. Spring St., Tupelo, Miss. 38801. Phone 601-342-7658.

1. PERSONNEL  
Sta. Mgr. & Farm Dir.—Ernest Bowen.

2. REPRESENTATIVES  
Charles Bernard Co., Inc.

South—Southern Spot Sales, Inc.

3. FACILITIES  
1,000 w. days, 500 w. nights; 580 kc.

Operating schedule: 4:59 am-midnight. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract. Affiliated with MBS. Member: Mid-South Network.

### TIME RATES

No. 5 ET 4/1/75—Rec'd 4/9/73.  
6. SPOT ANNOUNCEMENTS  
1-MINUTE OR LESS  
1x 26x 52x 104x 156x 208x 260x 312x 364x  
Ea 4.40 4.35 4.30 4.25 4.20 4.15 4.10 4.05 3.94

## WELO-FM

1968

Media Code 4 225 8716 2.00  
Tupelo Broadcasting Co., Inc., Box 410, Tupelo, Miss. 38801. Phone 601-342-7658.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 100,000 w.; 98.5 mc. Stereo.

Operating schedule: 4:49 am-midnight. CST.

Antenna ht. 499 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations. Member: Mid-South Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 4/1/73—Rec'd 4/9/73.  
6. SPOT ANNOUNCEMENTS  
1-MINUTE OR LESS  
1x 26x 52x 104x 156x 208x 260x 312x 364x  
Ea 4.40 4.35 4.30 4.25 4.20 4.15 3.85 3.45 2.95

## WJLJ

1972

Media Code 4 225 8768 3.00  
Town N' Country Broadcasting, Box 1628, Elizabeth St., Tupelo, Miss. 38801. Phone 601-844-4646.

1. PERSONNEL  
General Manager—Charles Russell.

2. REPRESENTATIVES  
C. K. Beaver & Associates, Inc.

3. FACILITIES  
250 w.; 1060 kc. Directional.

Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 ET 9/1/72—Rec'd 3/21/74.  
6. SPOT ANNOUNCEMENTS  
1 min. 1x 104x 520x 1040x  
30 sec. 3.25 2.85 2.65 2.00  
10 sec. 2.95 2.35 2.15 1.60  
10 sec. 1.90 1.30 .90 .75

## WTUP

1953

Subscriber to the NAB Radio Code  
Media Code 4 225 8820 2.00  
Lee Broadcasting Corp., Box 258, Natchez Trace Inn, Tupelo, Miss. 38801. Phone 601-844-1490.

1. PERSONNEL  
General Manager—Tommy Estess.

2. REPRESENTATIVES  
PHO Time Sales, Inc.

Southeast—R. S. Crane Company, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.

Non-directional.

Operating schedule: 24 hours a day. CST.

4. AGENCY COMMISSION  
15% on station time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

ET—Rec'd 11/29/72.  
6. SPOT ANNOUNCEMENTS  
1 min. 1x 156x 260x 364x  
30 sec: 80% of 1-min.

## TYLERTOWN (1 AM; 1 FM)

Waltham County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State

## WTYL

1969

Subscriber to the NAB Radio Code  
Media Code 4 225 8875 6.00  
Tylertown Broadcasting Co., Box 451, Tylertown, Miss. 39667. Phone 601-876-2105.

STATION'S PROGRAMMING DESCRIPTION  
WTYL: Country and western format.

1. PERSONNEL  
Mgr. & Engr.—Roy E. Powe.

3. FACILITIES  
1,000 w.; 1290 kc. Non-directional.

500 w. pre-sunrise.

Operating schedule: Sunrise-local sunset. CST.

Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTYL-FM.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/70—Rec'd 7/12/71.  
6. SPOT ANNOUNCEMENTS  
PER MO: 1 1/2 20 1/2 40 1/2 60 1/2 80 1/2 100 1/2  
1 min. 2.25 2.15 2.05 1.95 1.85 1.75  
30 sec. 1.90 1.80 1.70 1.60 1.50 1.40  
15 sec. 1.65 1.55 1.45 1.35 1.25 1.15

## WTYL-FM



**VICKSBURG (2 AM; 2 FM)**

Warren County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WKYV (FM)**

1970  
Media Code 4 225 8900 2.00  
Red Carpet City Broadcasting Corp., Rt. 8, Box 2A, Vicksburg, Miss. 39180. Phone 601-638-5111.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKYV (FM): Programmed for adults and young adults.  
MUSIC: modern country. NEWS: Network news on hour; weather at :35; state news at :30; community news 4 times daily; mobile news coverage. SPORTS: junior college, college and high school football and basketball. All commercials pre-taped. Remote from on the scene. Helicopter and aircraft for news coverage. Rec'd 6/8/72.

**1. PERSONNEL**  
General Manager—William K. Hoisington.  
Sales Manager—Bob Bishop.  
Program Director—Ronald Anderson.  
**2. REPRESENTATIVES**  
Paul Miller & Company.  
**3. FACILITIES**  
ERP 58,000 w. (horiz.), 58,000 w. (vert.); 106.7 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 678 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11b, 12a, 14d, 15a, 15b, 15c, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 26, 28b, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60i.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 3 ET 7/1/74—Rec'd 7/30/74.

7. PACKAGE PLANS		10 ti	31 ti	61 ti	91 ti	121 ti
30 DAYS:		3.31	2.97	2.63	2.30	1.95
30 sec:		4.38	4.05	3.71	3.37	3.03
1 min:		1.1	1.0	1.1	1.1	1.1
PER WK:		3.00	2.97	2.63	2.36	2.02
1 min:		4.25	4.05	3.71	3.37	3.03
PER YR. CONTRACT:		1000x	1500x	2000x		
30 sec:		2.24	2.01	1.75		
1 min:		3.00	2.85	2.58		

**CONTRACT DISCOUNT**  
13 wk—10% of 30 day run.

**WQBC**

1931  
Media Code 4 225 8925 9.00  
Radio Station WQBC, Box 589, Vicksburg, Miss. 39180.  
**STATION'S PROGRAMMING DESCRIPTION**  
WQBC: MUSIC: Modern MOR. Rec'd 7/1/74.

**1. PERSONNEL**  
Manager—Frank Holifield, Sr.  
Commercial Manager—Frank Holifield, Jr.  
**3. FACILITIES**  
1,000 w. days, 500 w. nights; 1420 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 time and announcements only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 21b, 22a, 22b, 24b, 25a, 26a, 28c.  
Contracts: 40a, 42a, 42c, 61a.  
Cancellation: 73a, 73b.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 1/1/71—Rec'd 11/9/70.

6. SPOT ANNOUNCEMENTS		1x	15x	26x	52x	156x	312x
1 min/less:		5.00	4.75	4.50	4.25	4.00	3.75

**PROGRAM TIME RATES**  
1x 15x 26x 52x 156x 312x  
1 hr..... 60.00 57.00 54.00 51.00 48.00 45.00  
1/2 hr..... 36.00 34.20 32.40 30.60 28.80 27.00  
1/4 hr..... 24.00 22.80 21.60 20.40 19.20 18.00  
5 min..... 10.00 9.50 9.00 8.50 8.00 7.50

**WQMV (FM)**

1966  
Subscriber to the NAB Radio Code  
Media Code 4 225 9030 7.00  
WQMV Radio Co., Box 1111, 2845 Clay St., Vicksburg, Miss. 39180. Phone 636-5250.  
**STATION'S PROGRAMMING DESCRIPTION**  
WQMV (FM): Programmed for adults of all ages 6:30 am-10:30 pm M-Sun. Middle-of-the-road music, featuring top artists, current hits, standards, showtunes and film music. NEWS: 5 min on hour, news headlines on half hour. National, international, regional and local news. Community news and public affairs 18 times daily. 5 air personalities emcee entire operation. SPORTS: football local and live college football. RELIGIOUS: taped programs Sun. 5 min farm show daily M-Sat. Detailed weather forecast daily. COMMERCIAL POLICY: only 5 one minute announcements permitted in 30 min segment. Contact Representative for further details. Rec'd 7/13/67.

**1. PERSONNEL**  
Pres., Gen'l Mgr. & Prog. Dir.—Waymond Eugene Underwood.  
**2. REPRESENTATIVES**  
R. S. Crane Company, Inc.  
**3. FACILITIES**  
ERP 58,000 w.; 98.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 310 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26.  
Contracts: 40a, 43, 44b.  
Comb.: Cont. Discounts: 60a.

**TIME RATES**  
ET 6/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS		1x	15x	31x	61x	91x	121x	151x
30 DAYS:		2.40	1.90	1.80	1.70	1.50	1.40	1.40
1 min:		2.40	1.90	1.80	1.70	1.50	1.40	1.40
30 sec:		2.00	1.50	1.40	1.30	1.10	1.10	1.10

**WQMV (FM)**  
1973  
Media Code 4 225 9241 0.00  
Martin Broadcasting Co., Box 507, Highway 84 West, Waynesboro, Miss. 39367. Phone 601-735-4331.  
See affiliated AM station for further information.

**1. PERSONNEL**  
Pres., Gen'l Mgr. & Prog. Dir.—Waymond Eugene Underwood.  
**2. REPRESENTATIVES**  
R. S. Crane Company, Inc.  
**3. FACILITIES**  
ERP 58,000 w.; 98.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 310 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21c, 22b, 23a, 24a, 25a, 26.  
Contracts: 40a, 43, 44b.  
Comb.: Cont. Discounts: 60a.

**TIME RATES**  
ET 4/1/73—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS		1x	26x	52x	104x	156x
1 min:		3.40	3.35	3.30	3.25	3.20
1 min:		3.15	3.10	3.05	3.00	3.00

**TIME RATES**

ET 3/1/66—Rec'd 3/23/66.  
**6. SPOT ANNOUNCEMENTS**  
1x 15x 26x 52x 104x 156x  
100 words..... 8.00 7.50 7.00 6.50 6.00 5.50  
50 words or less..... 4.50 4.00 3.50 3.00 2.50 2.00

**8. PROGRAM TIME RATES**  
1x 15x 26x 52x 104x 156x  
1 hr..... 100.00 90.00 80.00 70.00 60.00 50.00  
1/2 hr..... 60.00 55.00 50.00 45.00 40.00 35.00  
1/4 hr..... 35.00 32.50 30.00 27.50 25.00 22.50  
5 min..... 16.00 14.00 12.00 10.00 8.00 6.00  
Announcements and programs cannot be combined to earn larger discounts.

**WVIM**

1948  
A Gulf Central Station  
Media Code 4 225 9135 4.00  
Radio Mississippi, Inc., Box 76, 906 Clay St., Vicksburg, Miss. 39180. Phone 601-636-1494.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVIM: MUSIC: Country. Contact Representative for further details. Rec'd 9/3/74.

**1. PERSONNEL**  
General Manager—Doc Chasten.  
Mgr. & Prog. Dir.—Wally Adams.  
Traffic—Judy Schultz.  
**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Southeast—Dora-Clayton Agency, Inc.  
Southwest—Mario Messina Company.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
250 w. pre-sunrise.  
Operating schedule: 5 am-11 pm. CST.  
**4. AGENCY COMMISSION**  
15% time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 26, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71b, 73a.  
Member: Gulf Central Radio Network.

**TIME RATES**  
ET 10/1/70—Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS		1x	5x	10x	15x	20x	25x	30x
1 min:		6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec:		5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec:		3.00	2.75	2.50	2.25	2.00	1.75	1.50

**NATIONAL AND LOCAL RATES SAME**  
ET 10/1/70—Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS		1x	5x	10x	15x	20x	25x	30x
1 min:		6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec:		5.00	4.50	4.00	3.50	3.00	2.50	2.00
10 sec:		3.00	2.75	2.50	2.25	2.00	1.75	1.50

**WATER VALLEY**

Yalobusha County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**WVLY**

1968  
Subscriber to the NAB Radio Code  
Media Code 4 225 9175 0.00  
Tri-Lake Broadcasting Co., Drawer 511, Water Valley, Miss. 38965. Phone 601-473-1164.

**1. PERSONNEL**  
General Manager—Raymond Woolfenden, Sr.  
**3. FACILITIES**  
500 w.; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 6/1/72—Rec'd 2/14/72.

6. SPOT ANNOUNCEMENTS		1x	5x	10x	15x	20x	25x	50x
1 min:		3.50	2.50	2.00	1.75	1.60	1.50	1.35
30 sec:		3.00	2.00	1.75	1.50	1.30	1.25	1.15
10 sec:		2.50	1.75	1.50	1.25	1.00	.95	.85

**WAYNESBORO (1 AM; 1 FM)**

Wayne County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

**WABO**

1954  
Subscriber to the NAB Radio Code  
Media Code 4 225 9240 2.00  
Martin Broadcasting Co., Box 507, Waynesboro, Miss. 39367. Phone 601-735-4331.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Bill Martin.  
**3. FACILITIES**  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
Partial simulcast operation. Simulcast 7 am-3 pm. For non-simulcast facilities see WABO-FM.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Information Network.

**TIME RATES**  
ET 6/1/74—Rec'd 6/17/74.

6. SPOT ANNOUNCEMENTS		1x	15x	31x	61x	91x	121x	151x
30 DAYS:		2.40	1.90	1.80	1.70	1.50	1.40	1.40
1 min:		2.40	1.90	1.80	1.70	1.50	1.40	1.40
30 sec:		2.00	1.50	1.40	1.30	1.10	1.10	1.10

**WABO-FM**  
1973  
Media Code 4 225 9241 0.00  
Martin Broadcasting Co., Box 507, Highway 84 West, Waynesboro, Miss. 39367. Phone 601-735-4331.  
See affiliated AM station for further information.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Bill Martin.  
**3. FACILITIES**  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
Partial simulcast operation. Simulcast 7 am-3 pm. For non-simulcast facilities see WABO-FM.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Mid-South Network, Farm Directors Radio Network.

**TIME RATES**  
ET 4/1/73—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS		1x	26x	52x	104x	156x
1 min:		3.40	3.35	3.30	3.25	3.20
1 min:		3.15	3.10	3.05	3.00	3.00

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 5:30 am-11 pm. CST.  
Antenna ht.: 147 ft. above average terrain.  
Partial simulcast operation. Operated separately 5:30-7 am & 3-11 pm. For simulcast facilities see WABO.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
Rates are identical to WABO. See that listing.

**WEST POINT**

Clay County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WROB**

1947  
Media Code 4 225 9345 9.00  
Bob McIlaney Enterprises, Inc., Box 758, WROB Bldg., West Point, Miss. 39773. Phone 601-494-1450.

**1. PERSONNEL**  
General Manager—Jack King.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—C. K. Beaver and Associates, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-10:15 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
ET 1/1/74—Rec'd 12/17/73.

6. SPOT ANNOUNCEMENTS		1x	10x	20x	30x	50x
PER WK:		1.1	1.0	1.0	1.0	1.0
PER MO:		1.1	2.0	4.0	6.0	10.0
PER YR:		1x	300x	500x	700x	1000x
1 min:		3.05	2.70	2.53	2.41	2.35
30 sec:		2.41	2.12	1.94	1.82	1.76
6-8 am. extra:		.25				

**WIGGINS**

Stone County—Map Location F-10  
See SRDS consumer market map and data at beginning of the State.

**WIGG**

1968  
Subscriber to the NAB Radio Code  
Media Code 4 225 9397 0.00  
Clineco, Inc., Box 1270, Hwy. 84 W., Monticello, Miss. 39654. Phone 601-587-7997.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jim Clinton.  
**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.  
**3. FACILITIES**  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0; 30 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1 ET 6/1/72—Rec'd 7/13/72.

6. SPOT ANNOUNCEMENTS		1x	400x	1000+
1 min:		1.85	1.65	1.45
30 sec:		1.48	1.32	1.16
10 sec:		.74	.70	.58

Spots must run within 12 consec mos from contract date or price reverts to next highest rate. Reduced spot costs earned by 30/10-sec do not apply to purchase of 1-min.

**WINONA**

Montgomery County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WONA**

1959  
Media Code 4 225 9450 7.00  
Southern Electronics Co., Inc., Telephone Bldg., Summit St., Winona, Miss. 38967. Phone 283-1570.  
**STATION'S PROGRAMMING DESCRIPTION**  
WONA: MOR, current hits. All news at :60.

**1. PERSONNEL**  
Mgr. & Farm Dir.—Jim Holt.  
**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 on time and talent.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Mid-South Network, Farm Directors Radio Network.

**TIME RATES**  
ET 4/1/73—Rec'd 2/8/74.

6. SPOT ANNOUNCEMENTS		1x	26x	52x	104x	156x
1 min:		3.40	3.35	3.30	3.25	3.20
1 min:		3.15	3.10	3.05	3.00	3.00

**MISSISSIPPI****YAZOO CITY (2 AM; 1 FM)**

Yazoo County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**WAZF**

1947  
Media Code 4 225 9555 3.00  
1230, Inc. Box 47, Yazoo City, Miss. 39194. Phone 601-746-2371.

**1. PERSONNEL**  
Manager—John Harris.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
C. K. Beaver & Associates, Inc.  
**3. FACILITIES**  
1,0

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**

 RADIO  
Greenfield—Dade County

**Negro Population Data**

 (January 1, 1974)  
 STATE TOTAL..... 524,586 St. Joseph ..... 2,555  
 METRO AREAS St. Louis ..... 416,475  
 Columbia ..... 4,541 Springfield ..... 2,372  
 Joplin ..... 937 Total Metros ..... 597,894  
 Kansas City ..... 171,004

**Spanish Population Data**

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

 (April 1, 1970)  
 STATE TOTAL..... 40,640 St. Louis ..... 21,667  
 METRO AREAS St. Louis ..... 46,892  
 Kansas City ..... 25,225

**SRDS'  
RADIO MARKET  
ESTIMATOR,  
based on  
the KATZ style.**

 See it for yourself at the  
beginning of the listings  
for the top 150 markets.

R/6/15

**Map Explanation**

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	○	◻	◇	●	■	▨	With Daily Media.
								Without Daily Media.

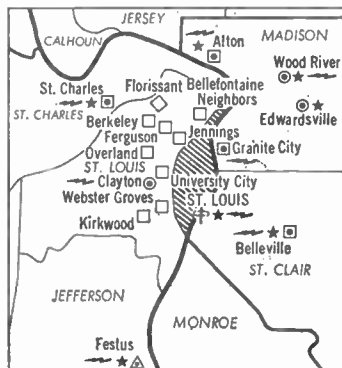
Symbols Designate Types of Media.  
 ★ Newspaper    ⚡ Radio    ⊕ Television

 COUNTY NAMES ARE IN ITALIC TYPE  
 — Designates Metropolitan Areas within this state

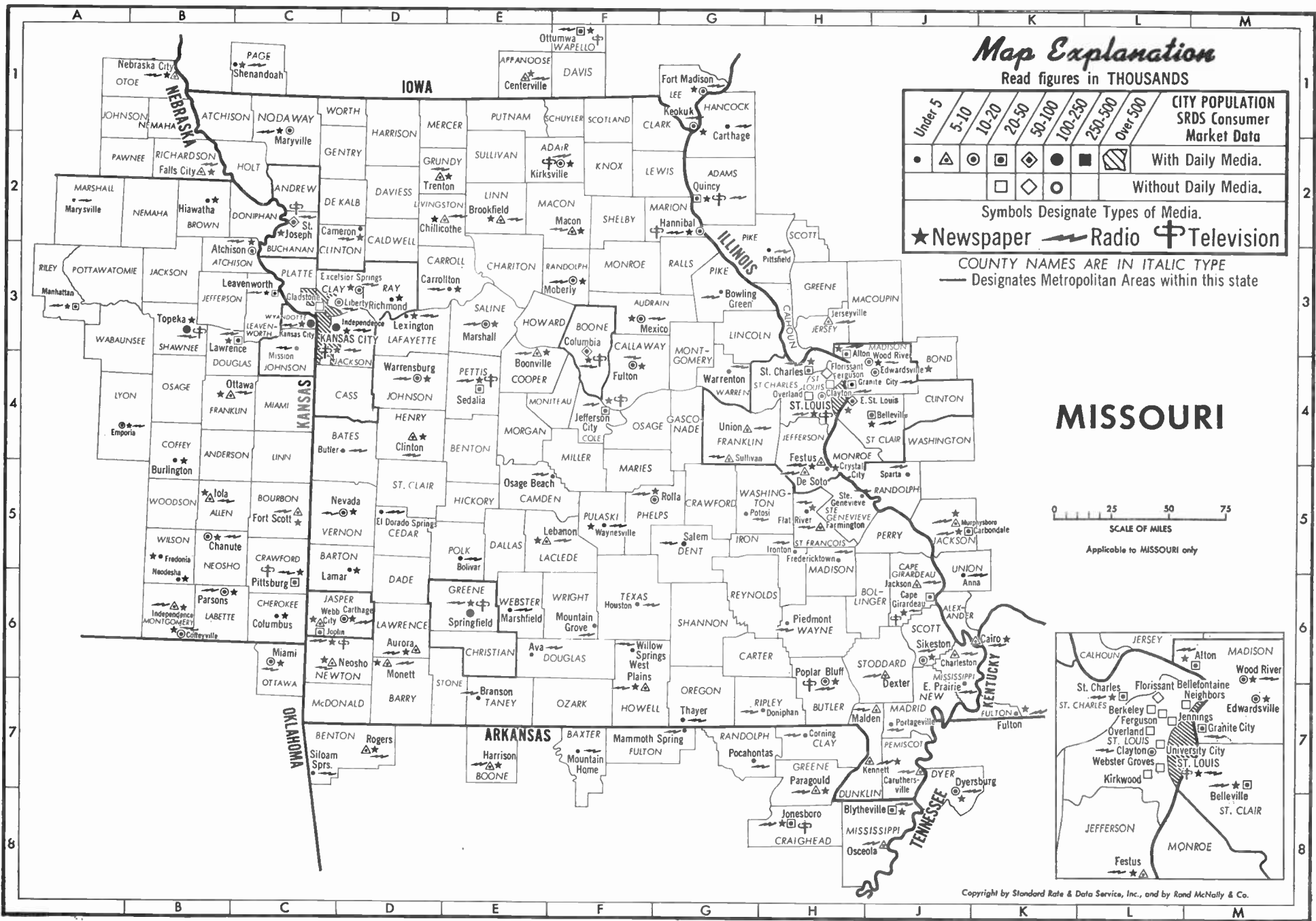
**MISSOURI**

 0 25 50 75  
 SCALE OF MILES

Applicable to MISSOURI only



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State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

**CITIES AND COUNTIES**— This list shows counties in which cities are located. Cities are first, counties next.

Bridgeton—St. Louis Cape Girardeau—Cape Girardeau	Columbia—Boone Ferguson—St. Louis Florissant—St. Louis	Gladstone—Clay Grandview—Jackson Independence—Jackson	Jefferson City—Cole Joplin—Jasper Kansas City—Jackson	Kirkwood—St. Louis Overland—St. Louis Raytown—Jackson	St. Charles—St. Charles St. Joseph—Buchanan St. Louis—St. Louis	Sedalia—Pettis Springfield—Greene	University City—St. Louis Webster Groves—St. Louis
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ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population Households		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)
	1/1/74 (000)	1/1/74 (000)	(0000)	Per Household (\$)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over	(\$000)	Household (%)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)			
<b>MISSOURI STATE TOTALS</b>	4,789.1	1,666.82	18,983,249	11,389	9.1 16.0 12.1 25.8 27.0	12,197,713	7,318	2,145,992	377,138	2,082,687	529,103	508,905	2,359,836	945,996	2,069.07	375.5	2,749,905
ADAIR F-2†	23.3	8.27	77,417	9,361	15.2 20.7 13.9 19.3 18.1	58,451	7,068	11,513	1,826	6,893	2,421	3,300	8,888	4,419	8.35	3.4	17,946
ANDREW C-2	12.2	4.33	41,646	9,618	11.6 18.9 13.9 25.4 18.4	19,966	4,611	2,960	134	538	31	.....	5,544	1,478	4.49	3.5	33,971
ATCHISON B-1	9.0	3.27	34,070	10,419	9.8 20.8 13.4 21.2 22.4	30,946	9,464	3,667	492	717	347	628	3,591	3,077	3.98	2.3	50,345
AUDRAIN F-3	25.0	9.04	91,790	10,154	8.8 19.1 14.4 26.5 20.9	80,506	8,906	13,926	2,540	8,130	2,965	4,291	16,408	5,778	11.16	5.4	50,062
BARRY D-7	19.9	7.60	60,420	7,950	15.5 23.2 13.0 17.7 12.6	55,411	6,259	3,833	493	1,352	680	351	4,248	1,028	4.66	3.4	25,973
BARTON C-5	10.2	4.06	32,630	8,037	15.6 24.0 13.9 18.9 12.9	23,411	6,706	5,779	891	1,205	1,853	982	6,745	3,944	4.66	4.9	42,207
BATES D-4	15.2	5.98	53,757	8,989	13.0 18.8 11.8 19.6 19.6	40,425	6,760	6,149	168	944	131	475	3,993	2,521	4.65	2.9	17,565
BENTON E-4	10.0	4.07	29,930	7,354	18.1 20.6 12.1 15.7 11.5	25,028	4,150	2,949	168	1,075	182	905	4,461	904	3.14	2.7	12,977
BOLLINGER J-6	8.8	3.09	21,530	6,968	17.2 20.6 11.0 15.0 10.1	12,822	4,150	1,781	124	1,075	182	905	4,461	904	3.14	2.7	12,977
BOONE F-3	88.4	28.19	338,613	12,012	8.1 16.6 11.5 20.1 30.1	191,414	6,790	31,163	5,414	25,868	11,389	11,106	31,188	15,893	31.97	3.3	21,808
Columbia	64.1	19.89	249,721	12,555	.....	174,646	8,781	24,871	5,223	25,450	11,228	11,047	29,639	12,105	.....	.....	.....
Columbia Metro Area	88.4	28.19	338,613	12,012	8.1 16.6 11.5 20.1 30.1	191,414	6,790	31,163	5,414	25,868	11,389	11,106	31,188	15,893	31.97	3.3	21,808
BUCHANAN C-3	88.5	32.36	316,729	9,788	9.8 19.3 14.3 27.2 20.9	254,800	7,874	45,280	9,707	57,650	21,330	12,432	46,015	14,858	39.99	3.0	27,483
St. Joseph	75.2	27.75	267,839	9,652	.....	245,251	8,838	44,350	9,458	56,890	21,330	12,432	45,955	11,311	.....	.....	.....
St. Joseph Metro Area	100.7	36.69	358,375	9,768	10.0 19.5 14.2 26.9 20.5	274,766	7,489	48,240	9,841	58,188	21,361	12,432	51,559	16,336	44.48	.....	.....
BUTLER H-7	36.2	13.38	98,632	7,372	16.5 19.6 11.3 15.8 12.2	89,102	6,659	14,539	2,193	14,518	4,151	2,666	20,429	7,942	13.38	5.3	17,530
CALDWELL D-2	8.0	3.17	25,064	7,907	14.1 21.6 12.5 19.6 14.1	16,976	5,355	3,495	157	1,246	63	.....	1,240	3,103	4.17	3.1	23,694
CALLAWAY F-3	26.4	8.15	83,275	10,218	8.1 20.7 15.4 25.7 19.7	54,807	6,725	10,380	1,205	2,624	1,492	1,270	8,654	8,927	9.95	3.7	30,672
CAMDEN E-5	14.5	5.63	45,183	8,025	10.2 21.4 9.3 15.7 15.8	34,624	6,150	5,594	315	1,772	414	1,137	9,288	3,065	5.98	1.7	6,275
CAPE GIRARDEAU J-6	51.3	17.24	179,605	10,418	18.2 18.8 13.2 25.4 22.3	146,559	8,501	20,891	5,360	28,642	7,098	7,736	26,737	10,358	21.85	6.0	28,153
Cape Girardeau	33.1	10.96	115,831	10,569	.....	117,108	10,685	15,604	4,746	25,828	6,818	6,822	23,511	7,780	.....	.....	.....
Carroll E-3	12.3	4.80	41,214	8,586	14.4 23.0 12.1 21.8 18.4	35,805	7,459	6,259	578	1,995	788	875	5,402	3,183	5.83	3.5	36,799
Carter G-6	3.9	1.43	12,691	8,875	15.2 21.6 10.7 14.7 13.8	5,806	4,060	1,400	232	1,088	.....	124	972	1,185	1.60	.....	1,410
Cass D-4†	45.1	14.79	154,191	10,425	8.0 18.3 16.1 28.4 20.5	81,233	5,492	15,337	3,120	3,934	1,616	2,056	15,854	10,296	17.27	6.8	41,628
Cedar D-5	9.2	3.71	24,842	6,696	15.8 20.8 12.8 17.8 10.1	22,164	5,974	4,960	611	632	606	6,287	1,875	4,17	2.9	12,337	
Chariton E-3	10.7	4.14	33,701	8,140	14.5 20.6 12.0 19.7 15.6	33,286	8,040	3,666	586	1,450	252	692	4,615	2,270	4.25	4.3	40,564
Christian E-6	17.7	6.33	51,906	8,200	10.9 26.7 14.0 18.7 11.7	16,330	2,580	2,304	219	1,496	428	84	2,743	2,899	7.22	4.2	23,026
Clark F-1	7.9	2.86	24,319	8,503	12.7 22.9 13.5 19.8 15.0	18,815	6,579	2,602	161	646	79	115	1,268	4,529	3.04	2.8	17,465
Clay C-3	133.7	44.23	593,884	13,427	4.4 9.6 12.5 35.0 35.1	401,818	9,085	61,741	12,102	43,564	9,779	12,768	81,417	25,950	53.93	2.1	27,229
Gladstone	25.8	8.21	124,366	15,148	.....	40,771	4,966	16,385	1,306	1,080	150	127	8,502	3,073	.....	.....	.....
Clinton D-3	12.5	4.60	43,447	9,445	9.3 18.3 13.7 25.7 21.9	30,128	6,550	5,763	376	1,064	880	440	6,324	2,642	6.44	3.1	41,510
COLE F-4	47.9	15.50	192,805	12,439	6.4 15.4 12.1 28.1 31.2	132,959	8,578	20,868	3,351	18,315	9,646	6,576	33,796	8,021	21.98	4.5	13,075
Jefferson City	34.4	11.50	147,346	12,813	.....	120,006	10,435	20,137	3,355	16,109	9,405	6,560	29,313	5,379	.....	.....	.....
Cooper E-4	14.5	5.02	55,619	11,079	9.9 17.7 12.0 23.7 25.5	39,920	7,952	5,871	1,165	2,738	840	1,408	6,676	5,204	6.11	3.7	35,020
Crawford G-5	15.4	5.50	47,285	8,597	12.8 21.1 13.2 20.8 15.8	24,013	4,366	4,360	734	1,146	698	136	6,011	3,330	5.76	2.0	7,996
Dade D-6	6.5	2.59	18,437	7,119	18.1 21.8 11.7 15.6 10.7	10,625	4,102	1,317	132	890	334	137	1,610	891	2.92	2.8	20,191
Dallas E-5	10.1	3.80	24,522	6,453	18.9 21.9 9.9 12.7 9.9	18,893	4,972	2,368	426	1,116	495	1,134	2,584	1,563	3.73	3.5	18,195
Davies D-2	7.9	3.14	24,491	7,800	15.2 22.8 12.5 17.0 14.0	21,375	6,807	2,758	273	937	237	689	4,966	1,756	3.46	3.4	30,715
De Kalb C-2	7.3	2.71	24,120	8,900	16.9 20.7 11.9 20.7 17.5	12,743	4,702	1,676	312	567	213	296	626	2,709	5.08	1.8	6,681
Dent G-5	11.5	4.33	35,160	8,120	15.8 19.6 13.1 18.8 13.5	25,468	5,882	6,326	226	1,235	1,358	1,926	2,798	965	3.07	4.1	15,073
Douglas F-6	10.9	3.97	24,083	6,066	20.2 24.0 7.5 10.1 7.0	15,357	3,868	2,257	558	1,276	1,382	224	2,727	965	3.07	4.1	15,073
Dunklin H-7	35.2	13.25	91,679	6,919	17.7 20.9 10.6 13.6 10.1	88,156	6,653	14,795	1,737	3,998	5,529	3,543	21,336	14,899	26.89	6.8	26,726
Franklin G-4	58.0	19.13	201,989	10,559	8.9 16.5 13.7 28.4 23.6	135,248	7,070	25,424	2,734	7,010	4,698	4,465	30,795	14,899	5.98	2.5	10,597
Gasconade G-4	11.8	4.50	37,557	8,346	12.9 22.3 14.5 22.6 14.6	30,604	6,801	4,642	402	2,919	980	1,382	6,491	2,319	3.93	2.2	28,436
Gentry C-2	7.7	3.11	24,847	7,989	17.0 19.6 12.0 20.9 15.4	24,750	7,958	3,258	378	950	190	190	4,771	1,992	.....	.....	.....
Greene E-6	160.3	57.38	585,202	10,199	10.2 19.5 14.5 25.4 21.5	436,486	7,607	68,038	16,345	82,641	22,548	21,820	97,292	32,420	73.86	5.6	31,199
Springfield	133.3	48.62	475,455	9,779	.....	64,036	8,856	64,826	15,277	82,641	22,548	21,820	97,205	25,681	.....	.....	.....
Springfield Metro Area	178.0	63.71	637,108	10,000	10.2 20.5 14.4 24.7 20.4	452,816	7,107	70,342	16,564	84,137	22,976	21,904	99,635	35,319	81.08	.....	.....
GRUNDY D-2	11.7	4.70	41,736	8,880	12.2 23.4 12.0 19.3 17.5	40,965	8,716	5,919	1,081	4,280	954	1,546	7,271	2,724	5.66	2.6	23,470
HARRISON D-2	9.9	3.99	30,118	7,548	18.6 24.4 12.0 15.4 11.3	28,103	7,043	3,697	329	1,905	441	492	3,586	3,071	4.62	3.9	32,802
HENRY D-4	20.2	8.01	66,304	8,278	15.0 22.8 12.1 20.9 14.9	57,684	7,201	10,780	1,482	5,342	2,025	2,776	10,557	3,290	8.91	4.2	36,941
HICKORY E-5	4.5	1.88	13,014	6,922	16.2 24.5 10.8 12.5 9.9	5											



# MISSOURI

# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973						Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)
			Per Household (\$)	% Distribution of Families to 5000 5000 8000 10000 15000 4999 7999 9999 14999 and over					Total Retail Sales— Per Household (\$)		By Selected Store Types—										
				(\$000)	3000	5000	8000	10000	15000	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mtds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Stores (\$000)			
MISSISSIPPI J-6.....	15.6	5.20	37,614	7,233	18.5	21.7	10.0	14.6	11.7	38,504	7,405	6,865	795	3,267	2,299	1,281	8,221	3,507	6.16	1.4	22,780
MONTEAU F-4.....	11.0	4.04	33,081	8,188	15.0	23.1	12.8	22.1	14.3	27,209	6,735	3,759	438	812	619	296	8,416	1,885	4.69	3.0	21,017
MONROE F-3.....	9.3	3.50	28,681	8,195	13.5	23.6	13.1	19.0	15.4	22,733	6,495	3,303	52	775	562	1,078	4,863	1,594	4.17	4.0	33,702
MONTGOMERY G-3.....	11.0	4.11	38,724	9,422	10.2	18.5	12.0	22.3	20.6	29,651	7,214	4,385	50	1,619	543	1,230	4,367	1,774	5.11	3.6	27,237
MORGAN E-4.....	12.1	4.66	33,194	7,123	16.2	23.4	12.5	16.6	9.7	27,449	5,890	4,550	64	2,285	501	814	6,150	2,149	4.81	2.8	26,517
NEW MADRID J-7.....	24.8	8.33	62,036	7,447	20.0	19.3	9.3	12.8	10.6	46,974	5,639	9,811	886	3,765	1,627	1,804	5,332	5,753	8.01	2.4	32,033
NEWTON D-6.....	35.5	12.82	110,246	8,600	12.9	22.1	13.3	20.8	15.6	79,175	6,176	12,888	1,093	3,175	1,483	2,209	19,810	6,037	14.93	5.0	29,150
NODAWAY C-1.....	22.4	7.42	76,928	10,358	12.7	20.9	13.2	20.3	19.6	56,463	7,610	7,212	1,020	6,755	1,608	1,851	9,806	5,402	8.76	6.2	70,848
OREGON G-7.....	8.8	3.32	19,514	5,878	19.4	19.3	8.5	11.4	8.6	18,668	5,623	4,141	187	1,500	786	493	3,167	1,378	3.11	1.7	11,998
OSAGE F-4.....	11.0	3.53	35,844	10,154	9.4	18.2	13.8	25.3	21.8	16,791	4,757	2,729	32	572	141	703	2,985	1,306	4.11	4.3	26,771
OZARK F-7.....	6.2	2.35	15,155	6,449	19.7	21.2	10.1	12.6	7.4	9,848	3,680	921	340	1,432	82	550	3,588	475	2.30	2.6	9,191
PEMISCOT J-7.....	26.8	9.23	69,175	7,495	17.8	19.5	9.6	13.4	10.2	49,588	5,551	10,781	1,301	2,094	1,518	1,281	10,322	3,576	8.64	1.3	27,538
PERRY J-5.....	14.3	4.77	40,313	8,451	13.0	23.7	14.0	20.0	14.7	35,901	7,526	3,730	616	6,912	433	1,318	4,250	3,655	6.34	4.1	27,013
PETTIS E-4.....	35.8	13.35	121,811	9,124	12.8	22.5	13.9	22.6	16.8	121,443	9,097	22,039	3,596	13,666	3,543	3,993	30,050	6,840	15.28	5.2	39,837
Sedalia.....	31.5	12.08	88,726	7,345	11.7	22.4	12.9	19.8	19.9	118,283	9,792	21,784	3,596	13,621	3,543	3,955	29,729	5,420	.....	.....	.....
PHELPS F-5.....	33.6	10.96	110,796	10,109	11.3	22.4	12.9	19.8	19.9	118,283	9,792	21,784	3,596	13,621	3,543	3,955	29,729	5,420	.....	.....	.....
PIKE G-3.....	17.2	6.27	60,052	9,578	12.7	18.5	12.0	22.3	22.0	44,397	7,223	11,693	1,897	6,304	3,214	4,520	17,300	6,136	12.45	2.3	11,320
PLATTE C-3.....	34.4	11.07	166,944	15,081	4.3	9.2	12.6	20.7	37.8	46,813	4,259	17,825	361	1,306	117	404	6,891	5,165	7.17	3.9	36,296
POLK E-5.....	15.7	5.75	46,007	8,001	15.0	21.3	12.2	16.5	12.9	34,849	6,061	3,798	680	2,350	795	726	9,554	3,260	7.00	5.1	26,980
PULASKI F-5.....	45.8	8.92	160,730	18,019	11.9	27.2	16.1	21.5	14.5	48,433	5,430	6,821	815	802	1,605	3,587	14,311	7,934	12.37	9	5,991
PUTNAM E-1.....	5.4	2.18	16,808	7,710	16.9	20.7	11.6	15.9	11.3	12,182	5,588	1,997	153	1,397	196	170	2,275	839	2.40	2.6	19,763
RALLS G-3.....	7.4	2.66	25,908	9,740	10.1	19.9	13.1	24.4	19.2	16,734	6,291	2,128	674	4,756	327	725	1,296	1,548	2.59	2.2	20,705
RANDOLPH F-3.....	22.4	8.30	75,663	9,116	12.3	19.7	12.5	22.2	20.4	62,587	7,541	11,152	1,035	6,654	2,671	2,789	9,598	4,204	10.05	2.6	17,730
RAY D-3.....	17.9	6.37	65,244	10,242	9.1	16.7	13.7	27.7	22.9	36,526	5,734	5,573	940	1,686	1,004	723	6,435	3,119	7.09	3.9	33,319
REYNOLDS G-6.....	6.5	2.32	14,705	6,338	14.1	20.5	12.1	15.7	9.3	7,806	3,365	1,613	58	1,037	30	128	1,737	910	2.25	1.2	2,328
RIPLEY H-7.....	10.1	3.71	21,455	5,763	19.2	19.3	8.8	11.5	7.4	13,935	3,756	2,879	373	1,301	410	1,606	2,216	786	3.43	1.6	5,804
ST. CHARLES H-4.....	104.6	31.23	397,882	12,740	4.0	9.2	13.2	36.9	32.2	201,794	6,462	39,616	4,770	12,768	6,907	9,068	52,375	18,883	45.68	4.2	30,122
St. Charles.....	38.6	12.38	146,850	11,862	.....	.....	.....	.....	.....	132,152	10,675	25,032	4,312	5,764	6,050	5,604	41,224	9,376	.....	.....	.....
ST. CLAIR D-5.....	7.3	3.02	22,954	7,601	16.9	19.3	9.6	15.4	13.7	13,703	4,537	1,832	222	852	79	625	1,928	1,725	3.13	2.3	18,815
ST. FRANCIS H-5.....	39.0	13.61	118,482	8,706	11.7	18.6	13.9	24.3	17.0	85,138	6,256	20,408	2,068	6,077	4,382	2,688	22,348	7,299	16.68	1.3	11,086
ST. LOUIS H-4.....	1,587.7	538.58	7,444,091	13,822	5.9	11.2	10.8	28.5	37.5	4,264,185	7,917	794,522	133,633	1,076,438	187,056	206,326	783,987	294,895	703.65	1.2	12,989
Bridgeton.....	22.3	7.16	108,908	15,211	.....	.....	.....	.....	.....	116,203	11,586	28,258	4,135	1,650	831	1,170	30,848	5,151	.....	.....	.....
Ferguson.....	30.7	10.03	153,938	15,348	.....	.....	.....	.....	.....	142,786	7,023	41,651	7,973	9,659	3,854	2,757	42,205	9,603	.....	.....	.....
Florissant.....	73.9	20.33	307,232	15,112	.....	.....	.....	.....	.....	78,129	7,484	15,018	4,729	541	2,181	1,632	32,261	6,877	.....	.....	.....
Kirkwood.....	31.8	10.44	188,544	18,060	.....	.....	.....	.....	.....	80,340	9,441	13,417	2,291	12,433	3,939	3,628	17,254	8,021	.....	.....	.....
Overland.....	25.5	8.51	116,342	13,671	.....	.....	.....	.....	.....	1,741,708	8,044	313,900	57,282	434,396	98,080	108,609	336,890	117,793	.....	.....	.....
St. Louis.....	581.7	216.52	2,179,798	10,057	6.1	12.1	11.6	29.5	34.2	5,894,046	7,216	1,145,944	180,492	1,260,049	245,919	276,706	1,120,474	425,905	1,089.48	.....	.....
St. Louis Metro Area.....	2,460.7	816.77	10,824,704	13,253	.....	.....	.....	.....	.....	6,779	3,677	20,608	3,907	1,120	1,668	4,809	3,169	7,920	.....	.....	.....
University City.....	48.5	18.44	278,081	15,080	.....	.....	.....	.....	.....	50,460	5,861	21,090	3,749	2,753	694	3,029	3,890	5,517	.....	.....	.....
Webster Groves.....	26.4	8.61	150,477	17,477	.....	.....	.....	.....	.....	20,608	5,204	4,887	398	1,772	229	786	5,261	1,682	4.96	2.8	16,860
STE. GENEVIEVE H-5.....	12.9	3.96	39,363	9,940	9.0	17.0	15.9	27.7	19.2	25,970	6,404	12,597	1,696	3,929	1,930	1,472	9,938	5,370	10.60	5.3	53,849
SALINE E-3.....	24.4	8.74	89,125	10,197	11.1	18.5	13.6	23.9	21.0	11,608	6,749	1,706	184	456	36	167	5,070	1,370	2.51	2.2	11,666
SCHUYLER F-1.....	4.3	1.72	12,478	7,255	17.0	22.6	12.3	17.9	10.2	15,403	7,779	2,196	437	1,414	106	886	2,751	2,740	2.42	2.7	18,489
SCOTLAND F-1.....	5.1	1.98	15,381	7,768	16.0	21.9	11.0	15.6	15.0	84,587	7,426	14,597	1,794	5,013	3,884	3,642	21,295	5,609	14.93	2.4	24,650
SCOTT J-6.....	33.3	11.39	107,202	9,412	13.1	20.1	13.4	22.3	19.1	8,265	3,241	1,807	74	1,418	134	75	1,587	879	2.08	1.8	4,775
SHANNON G-6.....	7.2	2.55	18,164	7,123	21.0	23.3	10.8	14.1	9.0	18,607	6,438	3,319	411	1,019	288	331	2,524	1,518	3.93	2.7	29,987
SHELBY F-2.....	7.4	2.89	25,968	8,985	13.8	22.8	13.0	17.5	17.3	55,778	5,780	9,126	667	4,052	1,077	2,326	13,625	4,725	10.60	5.0	40,135
STODDARD J-6.....	26.6	9.65	72,669	7,530	15.4	20.6	12.3	18.1	11.2	13,586	3,330	2,206	147	2,178	125	135	2,088	1,261	4.15	2.7	12,882
STONE E-7.....	10.5	4.08	37,184	9,114	16.7	20.2	11.1	15.8	16.9	9,933	3,390	1,930	304	1,208	230	628	1,275	1,366	3.17	3.0	31,832
SULLIVAN E-2.....	7.2	2.93	25,747	8,787	13																



**AURORA (1 AM; 1 FM)**

Lawrence County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**KSWM**

1961

Subscriber to the NAB Radio Code

Media Code 4 226 0085 8.00  
Galen O. Gilbert, dba Radio Station KSWM, 126 S. Jefferson, Aurora, Mo. 65605. Phone 417-678-4131.

- PERSONNEL**  
General Manager—Joe L. McCullah.
- FACILITIES**  
500 w. days; 940 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
Partial simulcast operation. Simulcast 6-8 am.  
For non-simulcast facilities see KSWM-FM.
- AGENCY COMMISSION**  
15/2—when paid by 10th.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.
- Member:** Farm Directors Radio Network.

**TIME RATES****NATIONAL AND LOCAL RATES SAME**

No. 3 ET 1/70—Rec'd 4/8/70.

- A—Daily 6:45-8:30 am, 12-1 pm & 4-4:35 pm.  
B—Daily 6-6:45 am, 8:30-10 am, 11 am-noon, 1-2 pm & 4:35-8:30 pm.  
C—Daily 10-11 am & 2-4 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		30 SECONDS	
1 min	30 sec	1 min	30 sec
A	4.70	3.30	2.80
B	4.15	2.95	2.50
C	3.75	2.65	2.25

30 SECONDS		15 SECONDS	
1 min	30 sec	1 min	30 sec
A	3.90	2.65	2.15
B	3.45	2.35	1.90
C	3.15	2.15	1.65

**DISCOUNT**

12 mo contract: 10%.

**7. PACKAGE PLANS**

1 MINUTE/ROS		30 SECOND/ROS	
1 mo	3 mo	1 mo	3 mo
100 ti	75 ti	50 ti	25 ti
150 ti	100 ti	75 ti	50 ti
200 ti	150 ti	100 ti	75 ti
250 ti	200 ti	125 ti	100 ti
300 ti	250 ti	150 ti	125 ti
350 ti	300 ti	175 ti	150 ti
400 ti	350 ti	200 ti	175 ti

**KSWM-FM**

1968

Media Code 4 226 0100 5.00  
KSWM, Inc., Box 410, 126 S. Jefferson, Aurora, Mo. 65605. Phone 417-678-4131.

- FACILITIES**  
Ekip 2,700 w. (horiz. & vert.); 100.1 mc. Stereo.  
Operating schedule: 6 am-midnight daily, CST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-midnight. For simulcast facilities see KSWM.
- GENERAL ADVERTISING** See coded regulations  
Member: Missouri Network, Inc.

**TIME RATES****NATIONAL AND LOCAL RATES SAME**

No. 1 ET 11/1/67—Rec'd 2/7/68.

PER MO:		1 MIN		30 SEC	
1 min	30 sec	1 min	30 sec	1 min	30 sec
1	3.75	3.15	3.00	2.15	1.80
4	3.00	2.65	2.50	1.85	1.65
8	2.80	2.45	2.30	1.75	1.55
12	2.65	2.15	2.00	1.75	1.45
16	2.50	2.10	1.95	1.60	1.35
20	2.35	2.00	1.85	1.50	1.25
24	2.25	1.90	1.75	1.40	1.15

(\*) 30 sec or less.  
10% discount on total billing when like amount of spots purchased for AM and FM.

**7. PACKAGE PLANS**

1 MIN		30 SEC	
1 min	30 sec	1 min	30 sec
1 min, 20 ti (1 day)	42.50	1 min, 10 ti (1, 2 days)	22.75
1 min, 15 ti (1, 2, 3 days)	33.75	1 min, 10 ti (1 wk)	43.75
1 min, 20 ti (1 wk)	52.50	1 min, 25 ti (1 wk)	60.00
1 min, 30 ti (1 wk)	67.50	30 sec, 20 ti (1, 2, 3 days)	37.00
30 sec, 30 ti (1 wk)	49.50	10 words, 10 ti (1 day)	15.00
10 words, 20 ti (1, 2 days)	25.00	10 words, 20 ti (1 wk)	35.00

**AVA**

Douglas County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KSOA**

1968

Subscriber to the NAB Radio Code

Media Code 4 226 013 8.00  
Gulfport Broadcasting Co., Box 386, Ava, Mo. 65608.  
Phone 417-683-4191.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Guilford.
- FACILITIES**  
500 w.; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15/0; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Missouri Network, Inc.

**TIME RATES**

No. 2 ET 7/1/72—Rec'd 4/3/73.

PER MO:		1 MIN		30 SEC	
1 min	30 sec	1 min	30 sec	1 min	30 sec
1	2.25	1.85	1.70	1.30	1.10
4	1.75	1.60	1.45	1.10	0.90

**7. PACKAGE PLANS**

SATURATION:		PER DAY	
1 min	30 sec	5 ti	10 ti
1 min	2.00	1.90	1.75
30 sec	1.50	1.40	1.25

**BOLIVAR (1 AM; 1 FM)**

Pike County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KBLR**

1961

Media Code 4 226 0170 8.00  
K.B.L.R., Inc., Box 360, Bolivar, Mo. 65613.  
Phone 417-326-5257, 6258.

- STATION'S PROGRAMMING DESCRIPTION**  
KBLR: MUSIC: Country, MOR, rock, classical.
- PERSONNEL**  
General Manager—James C. Young.
- FACILITIES**  
250 w. days; 1130 kc. Non-directional.  
Operating schedule: 6 am-10 pm, CST.  
FM-ERP 3,000 w.; 106.3 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 227 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Missouri Network, Inc.  
Member: Missouri Network, Inc. Magic Circle Network.

**TIME RATES**

ET 3/27/73—Rec'd 3/27/73.

6. SPOT ANNOUNCEMENTS	
1x	104x
1 min	4.75
30 sec	4.00
10 sec	3.25

**BOONVILLE**

Cooper County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**KWRT**

1953

Subscriber to the NAB Radio Code  
Media Code 4 226 0255 7.00  
Richard L. Billings, Radio Hill Rd., Boonville, Mo. 65233. Phone 816-882-6505.

- STATION'S PROGRAMMING DESCRIPTION**  
KWRT: MUSIC: country.
- PERSONNEL**  
Owner & Farm Dir.—Richard L. Billings.
- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 5:45 am-local sunset daily, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Missouri Network, Inc., Missouri Radio Network.

**TIME RATES**

ET 2/1/74—Rec'd 3/25/74.

Prime—6:30-8:30 am, 10-11 am, noon-1 pm & 4-5:30 pm.  
ROS—All other times.

6. SPOT ANNOUNCEMENTS	
PER MO:	10 ti
1 min	6.50
30 sec	4.25

**PRIME**

1 MIN		30 SEC	
1 min	30 sec	1 min	30 sec
1	7.50	7.00	6.50
4	5.50	5.00	4.75

10. SPECIAL FEATURES	
NEWSCASTS PER WK:	1 ti
5 min	12.00

**BOWLING GREEN**

Pike County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**KPCR**

1966

Media Code 4 226 0340 7.00  
Pike County Broadcasting Co., Box 1, U. S. Hwy 54  
at County Rt. AA, Bowling Green, Mo. 63334.  
Phone 324-2283.

- STATION'S PROGRAMMING DESCRIPTION**  
KPCR: Programmed for general interest.
- PERSONNEL**  
Pres. & Gen'l Mgr.—J. Paul Salois.
- FACILITIES**  
1,000 w. (250 critical hours); 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with Missouri Network, Inc.  
Member: Farm Directors Radio Network.

**TIME RATES**

No. 3 ET 8/12/73—Rec'd 8/3/73.

Prime—Mon thru Sat 6:30-8:15 am & 11:30 am-1:30 pm; Sun 11 am-5 pm.  
Regular—All other times.

6. SPOT ANNOUNCEMENTS	
PER WK:	1 min
1	6.00
7-15 ti	5.75

7. PACKAGE PLANS	
PER MO, EA:	1 min
1	5.00
30 sec	3.50

10. SPECIAL FEATURES	
5-min Newscasts or Bulletin Board	8
3-min Weathercasts or Vital Statistics	7

30-DAY POWER PACKAGES	
PER MO, EA:	1 min
1	5.00
30 sec	3.50

10. SPECIAL FEATURES	
5-min Newscasts or Bulletin Board	8
3-min Weathercasts or Vital Statistics	7

CONTRACT DISCOUNT	
1 yr—20%	6 mo—10%
	(*) If paid by 10th of month.

**BRANSON (1 AM; 1 FM)**

Taney County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**KBHM**

1956

Subscriber to the NAB Radio Code  
Media Code 4 226 0425 6.00  
Shepherd of the Hills Broadcasting Co., 111 W. Pacific, Branson, Mo. 65616. Phone 334-3133 TWX 217.

- PERSONNEL**  
General Manager—Gene Glendon.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.
- Member:** Magic Circle Network.

**TIME RATES**

Rates effective Rates received August 14, 1963.

7. PACKAGE PLANS	
1 ti	52 ti
1 min	2.50
30 sec	2.00

PER DAY:	
1 min	30 sec
1 min	2.00
30 sec	1.50

**KIRK-FM**

1974

Subscriber to the NAB Radio Code  
Media Code 4 226 0487 8.00  
KIRK-FM Radio, Inc., Box 1168, Branson Hts. Shop. Ctr., Branson, Mo. 65616. Phone 417-334-5155.

- STATION'S PROGRAMMING DESCRIPTION**  
KIRK-FM: modern & contemporary C & W, news & sports.
- PERSONNEL**  
General Manager—C. W. (Chuck) Hiesington.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
EIP 3,000 w. (horiz.). 3,000 w. (vert.); 106.3 mc.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

ET 3/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS	
1x	52x
1 min	3.50
30 sec	3.00
20 sec	2.60
10 sec	2.25

7. PACKAGE PLANS	
All spots, 10+ per day, (minimum 100)—365x rate.	100+ within 1 yr. 5% rebate.
100+ within 1 yr.	5% rebate.

**BROOKFIELD**

Linn County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

**KGHM**

1955

Media Code 4 226 0510 5.00  
W-H Enterprises, Inc., 107 S. Main, Brookfield, Mo. 64828. Phone 816-258-7479.

- STATION'S PROGRAMMING DESCRIPTION**  
KGHM: C&W Music 26 hours per week.
- PERSONNEL**  
General Manager—Mike Morton.
- FACILITIES**  
500 w. days; 1470 kc. Directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15/0; rendered 1st; payable 25th.
- GENERAL ADVERTISING** See coded regulations  
Multiple products by same corporation may not combine for monthly rate discounts. Each product takes own rate for amount of spots and/or programs used during each period.  
Affiliated with KRS.  
Member: Farm Directors Radio Network, Missouri Network, Inc.

**TIME RATES**

No. 1 ET 9/70—Rec'd 10/12/70.

6. SPOT ANNOUNCEMENTS	
SPECIFIED:	1x
1 min	7.00
30 sec	6.00

7. PACKAGE PLANS	
1x	26x
1 min	6.00
30 sec	5.00

8. PROGRAM TIME RATES	
1x	26x
1 min	10.50
30 sec	9.75

**BUTLER**

Bates County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KMAM**

1962

Subscriber to the NAB Radio Code  
Media Code 4 226 0595 6.00  
Bates County Broadcasting Co., Box 191, E. Nursery, Butler, Mo. 64730. Phone 816-679-4191.

- STATION'S PROGRAMMING DESCRIPTION**  
KMAM: Programmed for general interest.
- PERSONNEL**  
Owner, Pres. & Gen'l Mgr.—B. D. Thornton.
- REPRESENTATIVES**  
Hal Walton Co.
- FACILITIES**  
500 w. days; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**MISSOURI**

- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Member: Magic Circle Network, Farm Directors Radio Network.

**TIME RATES**

ET—Rec'd 8/12/68.

6. SPOT ANNOUNCEMENTS	
1x	52x
1 min	3.00
30 sec	2.50
20 sec	2.25
10 sec	2.00

7. PACKAGE PLANS	
All spots, 10 per day (minimum 100)—365x rate.	100+ within 1 yr. 5% rebate.
100+ within 1 yr.	5% rebate.

**CAMERON**

Clinton County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**KMRN**

1971

Subscriber to the NAB Radio Code  
Media Code 4 226 0610 3.00  
Cameron Radio, Inc., Box 221, Cameron, Mo. 64429.  
Phone 816-632-7201.

- PERSONNEL**  
General Manager—Andy Willoughby.
-

# MISSOURI

## Cape Girardeau—KFVS—Continued

**5. FACILITIES**  
5,000 w. days; 500 w. nights; 960 kc.  
Directional—night only.  
Operating schedule: 6:00 am-midnight weekdays; 6:30 am-midnight Sun. CST.

**6. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 30, 31, 33b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 2/3/67.

	1x	26x	52x	104x	156x	312x
100 wds.....	8.50	8.00	7.75	7.50	7.25	7.00

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	312x
1 hr.....	80.00	75.00	70.00	64.00	62.00	56.00
1/2 hr.....	50.00	47.50	45.00	40.00	39.00	35.00
1/4 hr.....	35.00	34.00	33.00	30.00	27.50	25.00
10 min.....	31.00	30.00	29.00	26.00	23.50	21.00
5 min.....	17.50	17.25	17.00	15.00	14.00	12.50

## KGMO

1952

**Subscriber to the NAB Radio Code**  
Media Code 4 226 0765 5.00  
Withers Broadcasting Co., 901 S. Kingshighway,  
Cape Girardeau, Mo. 63701. Phone 314-335-8228.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMO: Programming Top 40.

**1. PERSONNEL**  
Owner—James K. Withers.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Missouri—Bruce Schneider & Co.

**3. FACILITIES**  
5,000 w. days; 1550 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see KGMO-FM.

**4. AGENCY COMMISSION**  
15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60h, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Member: Magic Circle Network, Missouri Network, Inc.

**TIME RATES**  
ET 4/1/63—Rec'd 4/5/63.

	1x	26x	52x	104x	156x	260x	312x
1 min 7.50	7.00	6.50	6.25	6.00	5.75	5.50	5.25
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.				

## KGMO-FM

1969

**Subscriber to the NAB Radio Code**  
Media Code 4 226 0766 3.00  
Withers Broadcasting Co., 901 S. Kingshighway,  
Cape Girardeau, Mo. 63701. Phone 314-335-8228.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMO-FM: Local programming-Rock.

**3. FACILITIES**  
ERP 28,500 w.; 100.7 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 170 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see KGMO.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.

**TIME RATES**  
Rates are identical to KGMO. See that listing.

## KZYM

1966

**Subscriber to the NAB Radio Code**  
Media Code 4 226 0850 5.00  
Missouri-Illinois Broadcasting Co., 1025 Broadway,  
Cape Girardeau, Mo. 63701. Phone 314-335-8291.

**1. PERSONNEL**  
Nat'l Sales Mgr. & Farm Dir.—Jerome B. Zimmer.  
Women's Director—Carolyn Summers.  
Program Director—David Hente.

**3. FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4c, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
ET 5/1/73—Rec'd 5/25/73.

	1x	26x	52x	104x	156x	260x	312x	500x
PER MO:	1.10	2.60	5.20	10.40	15.60	26.00	31.20	50.00
30 sec:	4.80	4.25	4.00	3.80	3.40	3.00	2.80	2.60
15 sec:	2.50	2.25	2.15	2.00	1.80	1.70	1.50	1.40
1 min:	2x 30-sec.							

# CARROLLTON (1 AM; 1 FM)

Carroll County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KAOL KAOL-FM

1959

**Subscriber to the NAB Radio Code**  
Media Code 4 226 0935 4.00  
Ray County Radio Co., Inc., Box 254, Carrollton,  
Mo. 64633. Phone 816-532-0044.  
Studios: 8th & Jefferson.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—James A. Austin.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.

**3. FACILITIES**  
500 w., 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 110,000 w.; 101.1 mc.  
Operating schedule: 6 am-10:15 pm. CST.  
Antenna ht.: 303 ft. above average terrain.  
Simulcast 10 am-local sunset.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Missouri Network, Inc.

**TIME RATES**  
No. 1 ET 10/15/73—Rec'd 5/28/74.

	1x	13x	26x	52x	104x	156x	312x
120 wd.....	6.60	6.10	5.50	4.90	4.50	3.90	3.40
60 wd.....	3.90	3.40	3.15	2.85	2.35	2.30	2.05
25 wd.....	2.80	2.50	2.30	2.10	1.90	1.80	1.70

**7. PACKAGE PLANS**

WORDS:	120	60	25
To be used in 30 days; 100 ti.....	275	220	.....
To be used in 15 days; 50 ti.....	190	130	.....
To be used in 7 days; 25 ti.....	125	75	60

# CARTHAGE (1 AM; 1 FM)

Jasper County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

## KDMO

1947

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1020 4.00  
Carthage Broadcasting Co., The Radio House, Box  
428, Carthage, Mo. 64836. Phones 417-358-2648,  
4881.

**STATION'S PROGRAMMING DESCRIPTION**  
KDMO: Programmed for general interest.

**1. PERSONNEL**  
General Manager—Ronald L. Petersen.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:00 am. to 11:00 p.m. CST.  
Partial simulcast operation. Simulcast 5-9 am & 5-11 pm. For non-simulcast facilities see KRKG (FM).

**4. AGENCY COMMISSION**  
15% net to recognized agencies on time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network, Missouri Network, Inc.

**TIME RATES**  
ET 12/18/73—Rec'd 12/26/73.

	1x	6x	11x	16x	21x
PER WK:	1.75	5.80	5.40	5.10	4.80
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.		

## KRKG (FM)

1972

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1060 0.00  
Carthage Broadcasting Co., Box 428, Carthage, Mo.  
64836. Phones 417-358-2648, 4881.  
See affiliated AM station for additional information.  
AM facilities: KDMO.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 155 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-6 pm. For simulcast facilities see KDMO.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Missouri Network, Inc.

**TIME RATES**  
Rates are identical to KDMO. See that listing.

# CARUTHERSVILLE

Pemiscot County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

## KCRV

1950

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1105 3.00  
Pemiscot Broadcasters, 142 W. Third, Caruthersville,  
Mo. 63830. Phone 314-333-1370.

**1. PERSONNEL**  
General Manager—Cletus Standil.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
Southeast, Southwest—C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
1,000 w. days; 1870 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Farm Directors Radio Network, Missouri Radio Network; Arkansas Radio Network.

**TIME RATES**  
Rates effective April 1, 1951. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time...	50.00	32.00	18.00	9.00
24 times...	47.50	30.00	17.00	8.50
52 times...	45.00	28.00	16.00	8.00
104 times...	42.50	26.00	15.00	7.50
156 times...	40.00	24.00	14.00	7.00
208 times...	37.50	22.00	13.00	6.50
312 times...	35.00	20.00	12.00	6.00

(\*) One minute or less.

**7. PACKAGE PLANS**  
SATURATION PACKAGE  
10 or more spots used in one day. discount..... 25%

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 6/1/73—Rec'd 5/24/73.  
A—6:30-8:30 am & noon-1 pm.  
**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	156x	260x	312x	500x	1000x
1 min	2.75	2.60	2.45	2.30	2.25	2.15	2.00	1.80
30 sec	1.95	1.85	1.70	1.60	1.55	1.50	1.40	1.35
20 sec	1.35	1.30	1.25	1.15	1.10	1.00	1.00	1.00

A: 1x rate applies.  
**7. PACKAGE PLANS**  
20 per wk/5 in A..... 40.00 20/2 days/6 in A..... 36.00  
10 per wk/3 in A..... 21.50 10/2 days/3 in A..... 20.00

# CHARLESTON

Mississippi County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

## KCHR

1953

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1190 5.00  
South Missouri Broadcasting Co., Inc., South Main  
St., Charleston, Mo. 63834.

**1. PERSONNEL**  
General Manager—Kermit Barker.

**3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**6. SPOT ANNOUNCEMENTS**  
No. 4 ET 4/1/64—Rec'd 8/7/70.

	1x	13x	26x	52x	104x	156x
1 min.....	2.50	2.25	2.00	1.75	1.50	1.25

**7. PACKAGE PLANS**

60 1-min spots (within 6 days).....	62.50
60 20-sec spots or time signals (within 1 mo).....	48.00

# CHILLICOTHE

Livingston County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KCHI

1950

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1275 4.00  
Cecil W. Roberts, Inc., 917 Jackson St., Chillicothe,  
Mo. 64601. Phone 816-646-4173.

**1. PERSONNEL**  
Station Manager—Howard C. Rion.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.

**3. FACILITIES**  
250 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KHS.  
Member: Farm Directors Radio Network, Missouri Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. N-L-3 ET 3/1/72—Rec'd 3/28/72.

	1x	13x	26x	39x	52x	78x
1 min.....	5.65	5.20	4.80	4.40	4.10	3.95
1 min.....	10.45	10.45	10.45	10.45	10.45	10.45
30 sec:	75% of 1-min.	15 sec:	60% of 1-min.			

**7. PACKAGE PLANS**

1 MIN:	5 ti	7 ti	10 ti	15 ti
1 day.....	21.65	29.00	38.50	50.75
1 wk.....	104.25	141.75	182.75	231.75
1 wk.....	83.75	120.00	159.50	203.75
2 wks.....	.....	.....	.....	311.00
30 sec:	75% of 1-min.	15 sec:	60% of 1-min.	

# CLAYTON

St. Louis County—Map Location II-6  
See SRDS consumer market map and data at beginning of the State.

**See St. Louis**  
(including East St. Louis, Granite City, Ill.;  
Clayton, Crestwood, Mo.)

# CLINTON

Henry County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KDKD

1951

**Subscriber to the NAB Radio Code**  
Media Code 4 226 1360 4.00  
Osage Broadcasting Co., Inc., Box 113, Highway 13,  
N. Clinton, Mo. 64735. Phone 816-885-4801.

**1. PERSONNEL**  
General Manager—William R. Tedrick.

**3. FACILITIES**  
1,000 w. days; 1280 kc. Non-directional.  
Operating schedule: Sunrise—local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 net time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Missouri Radio Network, Missouri Network, Inc.

**TIME RATES**  
Rates effective April 1, 1951. (Card No. 1.)

	1 hr.	1/2 hr.	1/4 hr.	5 min.
1 time...	50.00	32.00	18.00	9.00
24 times...	47.50	30.00	17.00	8.50
52 times...	45.00	28.00	16.00	8.00
104 times...	42.50	26.00	15.00	7.50
156 times...	40.00	24.00	14.00	7.00
208 times...	37.50	22.00	13.00	6.50
312 times...	35.00	20.00	12.00	6.00

(\*) One minute or less.

**7. PACKAGE PLANS**  
SATURATION PACKAGE  
10 or more spots used in one day. discount..... 25%

# COLUMBIA (2 AM; 2 FM)

Boone County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KFMZ (FM)

1970

**Media Code 4 226 1400 8.00**  
Contemporary Broadcasting, Inc., Box 1345, 802 E.  
Broadway, Columbia, Mo. 65201. Phone 314-443-1395.

**STATION'S PROGRAMMING DESCRIPTION**  
KFMZ(FM): Programmed for college students, young adults & teens.  
MUSIC: (92%) Rock, in sweeps of 13 min per quarter hr. Popular progressive rock evenings.  
NEWS: hourly at 40 in am drive, plus every third hour remainder of day, utilizing network & local facilities. Current weather 2-4 times hourly. COMMERCIAL POLICY: 2 minute cluster each quarter hour. Contact Representative for further details. Rec'd 10/4/72.

**1. PERSONNEL**  
General Manager—Norbert Hooper.  
Operations Director—Jim Butler.  
Assistant Manager—Peter Graff.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 14d, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28, 29a, 30, 31, 33b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with ATA Radio Network.  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. 3 ET 3/1/74—Rec'd 2/4/74.  
AAA—Mon thru Fri 7-9 am & 3-11 pm; Sat 9 am-10 pm.  
A—All other times.

	CLASS AAA	30 ti	40 ti	50 ti
PER WK:	6.00	5.50	5.00	4.75
1 min.....	4.50	4.00	3.50	3.25
30 sec.....	5.00	4.50	4.00	3.75
1 min.....	3.50	3.00	2.50	2.25

**7. PACKAGE PLANS**

	10 ti	20 ti	30 ti	40 ti	50 ti



## Columbia—K T G R—Continued

### 2. REPRESENTATIVES

George T. Hopewell, Inc.  
South—C. K. Beaver and Associates, Inc.

### 3. FACILITIES

250 w. days; 1500 kc. Non-directional.  
Operating schedule: sunset-local sunset. CST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
KTGR-FM.

### 4. AGENCY COMMISSION

15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 15d.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25c, 26, 28b,  
28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 47a, 49, 51a.  
Comh.: Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Magic Circle Network.

### TIME RATES

ET 3/1/72—Rec'd 3/6/72.

	7 ti	14 ti	21 ti	28 ti	35 ti
1 min.	5.75	5.50	5.25	5.00	4.75
30 sec.	4.75	4.50	4.25	4.00	3.75

## KTGR-FM

1967

NAB

Subscriber to the NAB Radio Code

Media Code 4 226 1531 0.00  
Tiger Broadcasting Co., Box 412, Columbia, Mo.  
65201. Phone 314-449-2433, 2434.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.7 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-sunrise. For simulcast facilities see KTGR.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Magic Circle Network.

### TIME RATES

Rates are identical to KTGR. See that listing.

## CRESTWOOD

St. Louis County—Map Location H-4  
See SRDS consumer market map and data at beginning  
of the State.

### See St. Louis

(including East St. Louis, Granite City, Ill.;  
Clayton, Crestwood, Mo.)

## DE SOTO

Jefferson County—Map Location H-4.  
See SRDS consumer market map and data at beginning  
of the State.

## KHAD

1968

Media Code 4 226 1485 9.00  
De Soto Broadcasting Co., Inc., De Soto, Mo. 65020.  
Phone 314-586-8577.

### 1. PERSONNEL

General Manager—Pinkney B. Cole.

### 2. REPRESENTATIVES

Hal Walton Co.

### 3. FACILITIES

1,000 w.; 1190 kc.

Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KRS.

Member: Magic Circle Network, Farm Directors Radio  
Network.

### TIME RATES

No. 1 ET 9/1/68—Rec'd 7/29/68.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	76x	156x	312x
1 min.	4.00	3.75	3.50	3.00	2.75	2.25

**7. PACKAGE PLANS**

	10 ti	20 ti	30 ti	45 ti
Per wk.	37.50	70.00	97.50	130.00

**10. SPECIAL FEATURES**

Time, Temperature, Weather—20 wds (max) includes  
20 word spot (min 15), 2.00.

## DEXTER

Stoddard County—Map Location J-6  
See SRDS consumer market map and data at beginning  
of the State.

## KDEX

1955

Subscriber to the NAB Radio Code  
Media Code 4 226 1811 1.00  
Dexter Broadcasting Co., Box 330, Dexter, Mo.  
63841. Phone 314-624-3591.

### 1. PERSONNEL

Partner & Gen'l Mgr.—Jerry Grojean.

### 2. REPRESENTATIVES

South—C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.

Operating schedule: 5:50 am-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Member: Magic Circle Network, National AgRadio  
Groups, Inc., Missouri Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/29/74.

**7. PACKAGE PLANS**

	10 ti	20 ti	30 ti
PER WK. EA:	2.50	3.35	2.20
1 min.	1.75	1.60	1.45
30 sec.			
12 sec.	30 ti	21.00.	

## DONIPHAN

Ripley County—Map Location H-7  
See SRDS consumer market map and data at beginning  
of the State.

## KDFN

1963

Media Code 4 226 1700 1.00  
Jack G. Hunt, Hunt Bldg., 204 Washington St.,  
Doniphan, Mo. 63935. Phone 996-4311.

### 1. PERSONNEL

Manager—Jack G. Hunt.

### 2. FACILITIES

1,000 w.; 1500 kc. Non-directional.

Operating schedule: Daytime.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KRS.

Member: Magic Circle Network, Farm Directors Radio  
Network.

### TIME RATES

Rates effective February 1, 1963.

Rates received January 15, 1963.

### 6. SPOT ANNOUNCEMENTS

	1-MINUTE
52 ti	4.25 260 ti
156 ti	3.75 312 ti

## EAST PRAIRIE

Mississippi County—Map Location J-6  
See SRDS consumer market map and data at beginning  
of the State.

## KYMO

1965

NAB

Subscriber to the NAB Radio Code  
Media Code 4 226 1785 2.00  
Usher Broadcasting of Missouri, Drawer 130, East  
Prairie, Mo. 63845. Phone 314-649-3597.

### STATION'S PROGRAMMING DESCRIPTION

KYMO: Programmed for the 18-34 market.

### 1. PERSONNEL

Sales Manager—Tom Reggs.

### 3. FACILITIES

250 w.; 1090 kc. Non-directional. Clear channel.

Operating schedule: Sign on 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### TIME RATES

ET 1/1/70—Rec'd 1/30/70.

### 6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 x	5.00 3.75	1.56 x
12 x	4.50 3.00	260 x
24 x	4.00 3.50	312 x
52 x	3.00 3.25	364 x
104 x	2.40 3.00	

## ELDORADO SPRINGS

(1 AM; 1 FM)  
Cedar County—Map Location D-3  
See SRDS consumer market map and data at beginning  
of the State.

## KESM

1961

Subscriber to the NAB Radio Code  
Media Code 4 226 1870 2.00  
Daryl Fredine, 200 Radio Lane, Eldorado Springs,  
Mo. 64744. Phone 417-874-4422.

### STATION'S PROGRAMMING DESCRIPTION

KESM: NEWS: 2 min every 30 min.

### 1. PERSONNEL

Owner & Sta. Mgr.—Daryl L. Fredine.

### 2. REPRESENTATIVES

George T. Hopewell, Inc.

### 5. FACILITIES

500 w. days; 1880 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

### 6. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KRS.

Member: Magic Circle Network, Farm Directors Radio  
Network.

### TIME RATES

Rates effective November 1, 1965.

Rates received October 3, 1965.

### 6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 ti	3.50 3.00	104 ti
52 ti	2.25 1.75	380 ti

### 7. PACKAGE PLANS

(Up to 1 minute, minimum 5 announcements a day)

	10 ti	25 50 ti
10 ti	2.25	50 ti
25 ti	2.00	

## KESM-FM

1965

Subscriber to the NAB Radio Code  
Media Code 4 226 1871 0.00  
Daryl Fredine, 200 Radio Lane, Eldorado Springs,  
Mo. 64744. Phone 417-874-4422.

### See affiliated AM station for additional information.

### 5. FACILITIES

ERP 3,000 w.; 107.1 mc.

Operating schedule: 6 am-6 pm daily. CST.

Antenna ht.: 145 ft. above average terrain.

### TIME RATES

Rates effective November 1, 1965.

Rates received October 3, 1965.

### 6. SPOT ANNOUNCEMENTS

	1 min 30 sec	1 min 30 sec
1 ti	2.50 2.00	104 ti
52 ti	2.25 1.75	380 ti

### 7. PACKAGE PLANS

(Up to 1 minute, minimum 5 announcements per day)

	10 ti	25 50 ti
10 ti	2.25	50 ti
25 ti	2.00	

## EXCELSIOR SPRINGS

Clay County—Map Location C-3  
See SRDS consumer market map and data at beginning  
of the State.

## KEXS

1968

Media Code 4 226 1900 7.00  
Jeffco Television Corp., Drawer D, Excelsior Springs,  
Mo. 64024. Phone 816-637-6061.

### STATION'S PROGRAMMING DESCRIPTION

KEXS: Programmed for general interest.

### 1. PERSONNEL

General Manager—George Kundrock.

### 3. FACILITIES

250 w.; 1090 kc.

Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Member: Magic Carpet Network, Missouri Network,  
Inc.

### TIME RATES

ET 8/1/74—Rec'd 8/19/74.

AA—Mon thru Sat 6-9 am & 4-6 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

	10 ti	25 ti	50 ti	100 ti
AA	5.75	5.47	5.18	4.89
A	5.18	4.91	4.66	4.40

30 sec: 80% of 1-min.

## FARMINGTON

St. Francois County—Map Location H-5  
See SRDS consumer market map and data at beginning  
of the State.

## KREI

1947

Subscriber to the NAB Radio Code  
Media Code 4 226 1955 1.00  
KREI Radio, Box 461, Farmington, Mo. 63640. Phone  
314-756-5125.

### 1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Charles C. Earls.

### 2. REPRESENTATIVES

Bruce Schneider & Co.

### 3. FACILITIES

1,000 w. days; 800 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KRS.

Member: Magic Circle Network, Farm Directors Radio  
Network.

### TIME RATES

No. 1 ET 11/1/47—Rec'd 4/26/71.

### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x
1 min.	4.5					

# MISSOURI

## GREENFIELD

Dade County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### KRFG

1974

Subscriber to the NAB Radio Code  
Media Code 4 236 2328 0.00  
The Watkins Investment Co., Public Square, Greenfield, Mo. 63661. Phone 417-637-5919.

- PERSONNEL**  
Station Manager—Mike McDonald.
- FACILITIES**  
ERP 2,350 w. (horiz.), 2,350 w. (vert.); 93.5 mc. Operating schedule: 6 am-midnight, CST. Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Missouri Network, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 5/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

A—Mon thru Fri 7-9 am & noon-1 pm.  
B—All other times, ROS, BTA.

PER WK:	5 ti	10 ti	20 ti	30 ti	5 ti	10 ti	20 ti	30 ti
1 min	3.50	3.25	3.00	2.80	2.60	2.50	2.35	2.20
30 sec	2.50	2.00	1.60	1.60	1.50	1.35	1.20	1.10
10 sec	1.80	1.60	1.10	1.00	1.00	.90	.80	.70

DISCOUNT  
13 wk—10%

## HANNIBAL (1 AM; 1 FM)

Plus 2 paid cross references.  
Marion County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### KGRG (FM)

1968

Media Code 4 226 2340 5.00  
Great River Communications, Inc., Box 1017, 3702 Palmyra Rd., Hannibal, Mo. 63401. Phone 314-221-2221.

- PERSONNEL**  
Gen'l & Sales Mgr.—Mel Elzea.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.8 mc. Stereo. Operating schedule: 24 hours daily, CST. Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations Affiliated with American FM Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 ET 9/15/73—Rec'd 9/28/73.

AA—Sun thru Sat 10 am-midnight.  
A—Sun thru Sat midnight-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	20 ti	50 ti	70 ti	1 ti	20 ti	50 ti	70 ti
1 min	8.00	6.40	5.60	4.80	4.00	3.20	2.80	2.40
30 sec	7.00	5.80	4.90	4.20	3.60	2.40	2.10	2.00
15 sec	4.00	3.20	2.80	2.40	2.00	1.85	1.65	1.55

**7. PACKAGE PLANS**

PER MO:	90 ti	180 ti	90 ti	180 ti
1 min	4.50	4.00	2.95	2.50
30 sec	3.50	3.00	2.25	2.50
15 sec	2.50	2.00	1.75	1.50

### KHMO

1941



Springfield Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 228 2380 1.00  
Springfield Broadcasting Co., 119 N. Third St., Hannibal, Mo. 63401. Phone 314-221-9450.

- PERSONNEL**  
Vice-President—Don C. Dalley.  
Gen'l & Nat'l Sales Mgr.—Joe Gross.  
Local Sales Manager—Art Francis.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1070 kc. Directional—separate patterns day and night. Operating schedule: 5 am-10:15 pm, CST.
- AGENCY COMMISSION**  
15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a. Rate Protection: 10d, 11d, 12d, 13d, 14d, 15d, 18. Basic Rates: 20a, 21a, 22a, 23a, 24a, 24a, 24a, 24a, 27, 28a, 28a, 29a, 29b. Contracts: 40a, 41, 45, 46, 47a, 51a.

Comb.: Cont. Discounts: 60a, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Missouri Radio Network.

#### TIME RATES

No. 15 ET 4/1/69—Rec'd 3/14/69.  
AA—5:30-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA

	1x	52x	104x	156x
1 min	13.00	12.50	12.25	12.00
30/20 sec	9.00	8.60	8.20	7.85
10 sec	6.00	5.75	5.50	5.25

CLASS A

	1x	52x	104x	156x
1 min	12.75	9.50	9.00	8.50
30/20 sec	7.50	7.10	6.75	6.30
10 sec	5.00	4.75	4.50	4.25

All spots combinable.

#### 7. PACKAGE PLANS

PER WK:	1 min	30/20	10 sec	1 min	30/20	10 sec
6 ti	12.75	7.50	5.00	11.70	6.00	4.00
12 ti	12.50	7.10	4.75	11.00	5.60	3.75
18 ti	12.00	6.75	4.50	10.40	5.20	3.50

#### 8. PROGRAM TIME RATES

1x	90	50	30	20
52x	54	43	29	19

(Q) (CR)

## WGEM

QUINCY

City of license, Quincy, Ill.  
Considered by American Entertainment Network as their Quincy, Ill.—Hannibal, Mo. outlet.  
See listing under Quincy, Ill.

## WGEM-FM

QUINCY, ILL.

City of license, Quincy, Ill.  
Considered by CBS Radio Network as their Hannibal, Mo. outlet.  
See listing under Quincy, Ill.

## WTAD

QUINCY, ILL.

City of license, Quincy, Ill.  
Considered by CBS Radio Network as their Hannibal, Mo. outlet.  
See listing under Quincy, Ill.

## HOUSTON (1 AM; 1 FM)

Texas County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### KBTC

1962



Subscriber to the NAB Radio Code  
Media Code 4 226 2465 0.00  
Radio Company of Texas County, Inc., Box C, E. Hwy. T, Houston, Mo. 65483. Phone 417-967-3358.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jeryl L. Smith.
- REPRESENTATIVES**  
Frederick W. Smith.
- FACILITIES**  
1,000 w.; 1250 kc. Non-directional. Operating schedule: 5:30 am-7:30 pm, CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. FM facilities: KSCM (FM). Member: Magic Circle Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 12 ET 8/1/74—Rec'd 8/15/74.

**6. SPOT ANNOUNCEMENTS**

REGULAR: 1800x+12000x 6000x 3000x 1000x

Base	1.00	1.10	1.10	1.20	1.30
30 sec	1.40	1.50	1.60	1.70	1.80
1 min	1.90	2.00	2.20	2.30	2.40

600x 300x 100x 1x

Base	1.50	1.60	2.00	2.10	2.00
30 sec	1.90	2.00	2.10	2.10	2.50
1 min	2.50	2.60	2.70	3.10	

OCCASIONAL: 6000 ti 3000 ti 1000 ti 300 ti 100 ti

Base	1.00	1.10	1.20	1.30	1.40
30 sec	1.50	1.60	1.70	1.80	1.90
1 min	2.10	2.20	2.30	2.40	2.50

First 5-sec of comm'l takes base rate. Add .10 for each 5-sec to build comm'l.

## KSCM (FM)

1965



Subscriber to the NAB Radio Code  
Media Code 4 226 2474 2.00  
Radio Company of Texas County, Inc., Box C, E. Hwy. T, Houston, Mo. 65483. Phone 417-967-3358.

- PERSONNEL**  
See affiliated AM station for additional information. AM facilities KBTC.
- FACILITIES**  
ERP 3,000 w.; 99.3 mc. Operating schedule: 6 am-11 pm, CST. Antenna ht.: 270 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations Member: Missouri Network, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 ET 8/1/74—Rec'd 8/15/74.

**6. SPOT ANNOUNCEMENTS**

REGULAR: 1800x+12000x 6000x 3000x 1000x

Base	1.00	1.10	1.20	1.30	1.40
30 sec	1.50	1.60	1.70	1.80	1.90
1 min	2.00	2.10	2.20	2.30	2.40

600x 300x 100x 1x

Base	1.50	1.60	1.70	2.10
30 sec	2.00	2.10	2.20	2.60
1 min	2.50	2.60	2.70	3.20

OCCASIONAL: 6000 ti 3000 ti 1000 ti 300 ti 100 ti

Base	1.10	1.20	1.30	1.40	1.50
30 sec	1.60	1.70	1.80	1.90	2.00
1 min	2.20	2.30	2.40	2.50	2.60

First 5-sec of comm'l takes base rate. Add .10 for each 5-sec to build comm'l.

## INDEPENDENCE

Jackson County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

See Kansas City, Missouri  
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

## IRONTON

Iron County—Map location H-5  
See SRDS consumer market map and data at beginning of the State.

### KPIA

1972

Media Code 4 226 2463 3.00  
Iron County Broadcasting Co., Inc., Box 437, Ironton, Mo. 63650. Phone 314-346-7473.

- PERSONNEL**  
President—Gayton Watson.
- FACILITIES**  
5,000 w.; 1510 kc. Directional. 500 w. pre-sunrise. Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Information Network. Member: Farm Directors Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 4/22/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	260x	312x
10 sec	1.75	1.65	1.55	1.45	1.35
20 sec	2.50	2.40	2.30	2.20	2.10
30 sec	3.00	2.90	2.80	2.70	2.60
1 min	3.50	3.40	3.30	3.20	3.10

## JACKSON

Cape Girardeau County—Map location J-6  
See SRDS consumer market map and data at beginning of the State.

### KJAS

1972

Media Code 4 226 2491 6.00  
Jackson Missouri Broadcasting Co., Inc., Box 312, Radcliff Park Dr., Jackson, Mo. 63755. Phone 314-243-8179.

- PERSONNEL**  
General Manager—John A. Raymond.
- FACILITIES**  
250 w.; 1170 kc. Non-directional. Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Magic Circle Network.

#### TIME RATES

ET—Rec'd 4/25/73.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	10 ti	30 ti	50 ti	75 ti	100+
1 min	6.00	5.00	4.90	4.80	4.70	4.50
30 sec	5.00	4.00	3.60	3.40	3.20	3.00

## JEFFERSON CITY (2 AM; 2 FM)

Cole County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KJFF (FM)

1969

Media Code 4 226 2500 4.00  
KLIK Radio 950, Inc., Box 414, Madison & Atchison Sts., Jefferson City, Mo. 65101. Phone 314-634-2950.

- PERSONNEL**  
Sales Manager—Dave Neise.  
Program Director—Denny Banister.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mc. Stereo. Operating schedule: 24 hours daily, CST. Antenna ht.: 265 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations Affiliated with American FM Network.

#### TIME RATES

Sold in combination with KLIK. See that listing for rates.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	26 wk	52 wk	1 wk	26 wk	52 wk
6 ti	18	16	15	16	14	13
12 ti	15	14	13	13	12	11
18 ti	14	13	12	12	11	10
24 ti	13	12	11	11	10	9

CLASS A

PER WK:	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
6 ti	15	13	12	13	11	10	9	8
12 ti	13	12	11	11	10	9	8	7
18 ti	12	11	10	10	9	8	7	6
24 ti	11	10	9	9	8	7	6	5

AM or FM only; 80% of applicable 1-min.

### KJMO

1974

Media Code 4 226 2525 1.00  
KAIB, Inc., 3103 S. Ten Mile Dr., Jefferson City, Mo. 65101. Phone 314-993-3101.

- PERSONNEL**  
KJMO: Programmed for adults.
- MUSIC** 90%: MOR, NEWS & public affairs 10%: 5 local newscasts & 17 3-min newscasts daily. 2 weathercasts each hour. SPORTS: 2 5-min reports daily. Rec'd 6/24/74.

- PERSONNEL**  
General Manager—Gene Davis.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc. Stereo. Operating schedule: 6 am-midnight, CST. Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 10th of mo. th.
- GENERAL ADVERTISING** See coded regulations General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10d, 11d, 12d, 13d, 14d. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 24b, 25a, 26, 28a, 29b. Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c. Comb.: Cont. Discounts: 60a, 60c, 60l, 61a, 61b, 62b. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 82.

#### TIME RATES

No. 1 ET—Rec'd 6/26/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	20 ti	30 ti	60+
1 min	6.00	5.50	4.50	4.00

30 sec flat 3.50.

**7. PACKAGE PLANS**

	1 min
5 ti/1 day	25.00
10 ti/3 days	45.00
50 ti/7 days	175.00
30 days or less/ROS, 50 30-sec spots ea 3.00.	

10 SEC, ROS:

	1	195/13 wks	325/13 wks
1	2.25	1.50	1.25

### KLIK

1953



**KWOS**

1937

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 226 2635 8.00  
KWOS, Inc., Monroe at Capital, Box 478, Jefferson  
City, Mo. 65101. Phone 314-636-3137.

**STATION'S PROGRAMMING DESCRIPTION**  
KWOS: Programmed for adults, young adults and  
teens.

**NEWS:** 20% local and regional, 10% network na-  
tional and international, 10% 15 min news at 7 am,  
12:30 pm, 5:30 pm. Otherwise 5 min every 30 min.  
2 man news staff. **MUSIC** 65%: middle-of-the-road,  
except 3-5 pm when rock and roll is used. Country  
and western 5:30-7 am. **AIR PERSONALITIES** han-  
dle all segments. **SPORTS** 10%: all live major  
league baseball home and away, live college football,  
local play-by-play basketball and football. **FARM**  
5%: county agent reports, livestock markets and  
rural interest features. County fair remotes. Sat and  
Sun music primarily middle-of-the-road. Public  
affairs and serious music programmed Sun night.  
Rec'd 8/14/77.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William R. Natch, Jr.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 34b,  
25a, 26, 28a, 29a, 30a, 31a, 32a, 33a, 34a, 35a, 36a,  
37a, 38a, 39a, 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b, 51c,  
Comb.: Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.  
Affiliated with KFSB.  
Member: Missouri Radio Network, Missouri Network,  
Inc.

**TIME RATES**

No. 10 Eff 6/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS		1x	2x	5x	10x	15x	20x	30x	40x	50x
1 min	7.75	7.50	7.15	6.75	6.15	5.60	5.30	5.00		
30 sec	6.75	6.25	5.75	5.00	4.70	4.35	4.00	3.70		

7. PACKAGE PLANS		10 DAYS/LESS—ROS									
		10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	80 ti	90 ti	100 ti
1 min		7.50	6.25	5.50	5.00	4.50					
30 sec		5.75	4.50	4.00	3.75	3.40					
10 sec		2.50									

8. PROGRAM TIME RATES		1x	2x	5x	10x	15x	20x
1/4 hr		33.00	27.00	23.50	19.00	16.00	12.50
10 min		30.00	22.00	19.00	16.00	14.00	11.50
5 min		20.00	15.00	13.50	12.00	9.75	8.50

**JOPLIN (4 AM; 1 FM)**

Plus 1 paid cross reference.  
Jasper County—Map Location D-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**KFSB**

1948

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 226 2720 8.00  
J. R. Broadcasting Co., Box 1395, 2620 Dorwood Rd.,  
Joplin, Mo. 64801. Phone 417-624-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
KFSB: **MUSIC:** Contemporary top 40. **NEWS:** local at  
:30, network at :30, mobile unit, traffic reports.  
**SPORTS:** local & regional daily at 7:10 & 8:10 am,  
5:10 & 5:41; network at :45 wknds. **FARM:** news &  
stock market 6:20 & 11:30 am; county agent report  
noon Sat. **FEATURES:** school lunch menus, com-  
munity bulletin, state employment service, lost &  
found pet reports, weather at :15 & :45; audience  
promotions & contest. **RELIGION:** Sun am. Contact  
Representative for further details. Rec'd 10/4/73.

- PERSONNEL**  
Pres. & Sales Mgr.—Richard D. Chegwlin.  
Exec. Vice-Pres. & Gen'l Mgr.—John C. David.
- REPRESENTATIVES**  
Pro Time Sales, Inc.  
St. Louis—Bruce Schneider & Co.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1310 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5:30 am-midnight.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12i, 13i, 14b, 15a, 15b,  
16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 34c,  
25a, 26, 27, 28a, 28c, 29a, 32b.  
Contracts: 40a, 41, 42b, 42c, 44a, 44b, 45, 48, 47d,  
48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.

**TIME RATES**

No. 6 Eff 12/1/69—Rec'd 11/3/69.

6. SPOT ANNOUNCEMENTS		150x	312x	624x
1 min		9	8	7
30 sec		4	5	4

7. PACKAGE PLANS		10 ti	15 ti	20 ti	30+ ti
1 min		9.50	8.50	8.00	7.00
30 sec		6.75	6.00	5.75	5.00

**KOAM**

PITTSBURG, KANSAS

City of license, Pittsburg, Kansas.  
Considered by NBC as their Joplin, Mo. outlet.  
See listing under Pittsburg, Kansas.

**KODE**

1946

**CBS Radio Network**



**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 226 2805 7.00  
Gilmore Broadcasting Corp., 3001 W. 13th St.,  
Joplin, Mo. 64801. Phone 417-624-4333. TWX 910-  
774-4516.

**STATION'S PROGRAMMING DESCRIPTION**  
**KODE:** **MUSIC:** modern MOB combination of cur-  
rent hits blended with former hits from the 40's  
through the 70's. **AIR PERSONALITIES** handle all  
segments. **NEWS:** 10-min. every hour, radio-  
equipped news cars, radar unit, 6 man news team.  
Public service, weather reports, lost & found pet  
reports, fishing tips & reports. **SPORTS:** major  
league baseball, University & high school football &  
basketball, regular daily sports reports by sports di-  
rector. **FARM:** farm news & weather report, noon  
farm & stockyard report, county agent reports. Pub-  
lic affairs programs. U. S. consumer reports. Mis-  
souri employment security, social security, consumer  
& economic reports, Missouri Industrial development  
reports, weekly editorials. Contact Representative for  
further details. Rec'd 7/30/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—D. T. Knight.  
Vice-Pres. & Sta. Mgr.—Robert E. Lee.  
Sales Manager—Bill Searle.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30-11 am. CST.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,  
29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS and KFSB.  
Member: Farm Directors Radio Network, Missouri  
Radio Network, Magic Circle Network.

**TIME RATES**

No. 6 Eff 6/1/73—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS		1x	52x	104x	260x	500x	1000x
1 min		8.60	8.20	7.80	7.00	6.30	5.30
30 sec		6.45	6.15	5.75	5.15	4.75	3.95

7. PACKAGE PLANS		10 ti	15 ti	25 ti	50 ti	100 ti
1 min		8.10	7.70	6.95	5.90	5.25
30 sec		6.10	5.75	5.20	4.40	3.90

8. PROGRAM TIME RATES		1x	26x	52x	104x	156x	260x
1 hr		60.00	54.00	51.00	48.00	45.00	42.00
1/2 hr		38.00	34.00	32.00	30.40	28.50	27.40
1/4 hr		25.00	22.50	21.25	20.00	18.75	17.50
5 min		15.00	13.50	12.75	12.00	11.25	10.50

**KQYX**

1962

**NAB**

Media Code 4 226 2890 8.00  
William B. Neal Broadcasting Co., Box 152, 2516  
W. 20th St., Joplin, Mo. 64801. Phone 417-761-  
1313.

**STATION'S PROGRAMMING DESCRIPTION**  
KQYX: Programmed for general interest.  
**AIR PERSONALITIES** handle all segments. **NEWS:**  
at :55, mobile news reports each hour, news head-  
lines at :28, 6 am sign-off top 40 music, 2:30 pm  
interviews, 5 pm sports show. **SPORTS:** all local  
high school and college football and basketball games  
as broadcast schedule permits. Contact Representa-  
tive for further details. Rec'd 6/17/68.

- PERSONNEL**  
Pres. & Sta. Mgr.—William R. Neal.  
National Sales Manager—Claud Taylor.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
250 w. days; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11e, 12e, 13a, 14a, 15a, 15b,  
16.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24b,  
24c, 25a, 26, 28b, 28c, 29b, 30, 32a, 33b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,  
49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60h,  
60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KSYN (FM).  
Affiliated with American Contemporary Network.  
Member: Gert Bunchez & Associates Group.

**TIME RATES**

Eff 3/1/70—Rec'd 3/6/70.

**8. SPOT ANNOUNCEMENTS**

	1x	52x	104x	500x	1000x
1 min	8.00	7.00	6.00	5.00	4.50
30 sec	6.00	5.00	4.00	3.50	3.00
10 sec	5.00	4.00	3.00	2.25	2.00

7. PACKAGE PLANS		50 ti	75 ti	100 ti
PER WK:		6	5	4

10. SPECIAL FEATURES		5-MINUTE NEWSCASTS	EA	PER MO:	EA
PER WK:		10	30	ti	per mo.
5 x:		10	30	ti	per mo.

**KSYN (FM)**

1960

**NAB**

Media Code 4 226 2875 8.00  
William B. Neal Broadcasting Co., Box 152, 2616  
W. 20th St., Joplin, Mo. 64801. Phone 417-761-  
1313.

**STATION'S PROGRAMMING DESCRIPTION**  
KSYN (FM): Programmed for general interest.  
**AIR PERSONALITIES** handle all segments. **NEWS:**  
network news at :15. **MUSIC:** middle-of-the-road 6  
am-7 pm, top 40 7 pm-12:05 am. Public service  
programs: 6:15-9:45 am. **SPORTS:** local high school  
and college football and basketball games. Contact  
Representative for further details. Rec'd 11/24/69.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mc.  
Operating schedule: 6 am-midnight daily. CST.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Member: Gert Bunchez & Associates Group.

**TIME RATES**

6. SPOT ANNOUNCEMENTS		1x	52x	104x	500x	1000x
1 min		7.00	6.00	5.00	4.00	3.75
30 sec		5.00	4.00	3.00	2.50	2.25
10 sec		4.00	3.00	2.25	2.00	1.75

7. PACKAGE PLANS		50 ti	75 ti	100 ti
PER WK:		5.00	4.00	3.00

8. PROGRAM TIME RATES		1x	25x	100
1 hr		55	50	45
1/2 hr		40	35	30
1/4 hr		30	25	20

10. SPECIAL FEATURES		5 MINUTE NEWSCASTS	EA	PER MO:	EA
3 ti, per wk:		10	30	ti, per mo.	ea

**WMBH**

1927

Subscriber to the NAB Radio Code  
Media Code 4 226 3060 8.00  
Big Chief Broadcasting Co., of Missouri, Inc., Box  
608, 13th & Monroe, Joplin, Mo. 64801. Phone  
417-623-1450.

- PERSONNEL**  
President—L. M. (Jack) Beasley.  
General Manager—Jim Bennett.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a,  
27, 28b, 28c, 29a, 29b, 30, 31, 32b.  
Contracts: 40a, 40c, 41, 42b, 42d, 43, 44b, 46, 49,  
51a, 51b, 51c.  
Comb.: Cont. Discounts: 60h.  
Cancellation: 70b, 70d, 71b, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

6. SPOT ANNOUNCEMENTS		1x	13x	26x	52x	104x	156x	260x
1 min/less		7.50	7.15	6.75	6.35	6.00	5.65	5.30

7. PACKAGE PLANS		10 ti	15 ti	20 ti	30 ti
PER WK:		67.50	95.70	120.00	169.50
30 DAYS:		26 ti	52 ti	78 ti	104 ti

1 min		152.10	298.40	429.00	504.00	546.00
Sta Brks:		1-min rate;	40 words or less.			

8. PROGRAM TIME RATES		1x	13x	26x	52x	104x	156x	260x
1 hr		60.00	57.00	54.00	51.00	48.00	45.00	42.00
1/2 hr		38.00	36.10	34.20	32.30	30.40	28.50	26.60
1/4 hr		25.00	23.75	22.50	21.25	20.00	18.75	17.50
5 min		15.00	14.25	13.50	12.75	12.00	11.25	10.50

**KANSAS CITY (10 AM; 9 FM)**

(including Fairway, Kansas City, Merriam,  
Mission, Kans.; Independence, Liberty, Mo.)

Kansas City, Mo., Jackson County—Map Location  
C-3.  
Kansas City, Kans., Wyandotte County—Map Loca-  
tion C-3.  
Independence, Mo., Jackson County—Map Loca-  
tion C-3.  
Liberty, Mo., Clay County—Map Location C-3.  
Fairway, Kans., Johnson County—Map Location  
L-3.  
Merriam, Kans., Johnson County—Map Location  
L-3.  
Mission, Kans., Johnson County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.  
Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc. with-  
in the area.

**MISSOURI**

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station	Morning Traffic		Daytime Traffic		Afternoon Traffic		Evening Traffic	
	(6-10 am)	(10am-3pm)	(3-7 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	60							

# MISSOURI

## Kansas City—K B E A—Continued

### 5. FACILITIES

1,000 w. days. 500 w. nights: 1480 kc.  
Operating schedule: 24 hours daily, CST.

### 4. AGENCY COMMISSION

15%.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11d, 12g, 13g, 14a, 15a, 15b.  
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 28c, 29b, 30.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60l, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Affiliated with NBC.

### TIME RATES

Eff 10/1/73—Rec'd 10/3/73.  
A—Mon thru Fri 6-9 am & 4-7 pm.  
B—Mon thru Sun 9 am-4 pm; Sat & Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	A		B		C	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl.....	24	21	19	16	16	14
12 tl.....	21	19	16	14	14	12
24 tl.....	20	18	15	13	13	11
36 tl.....	19	15	14	12	12	10
48 tl.....	18	14	13	11	11	9

### 7. PACKAGE PLANS

PER WK. TAP:	1 min	30 sec
12 tl (3A, 5B, 2C).....	16	14
24 tl (10A, 10B, 4C).....	15	13
36 tl (15A, 15B, 6C).....	14	12
48 tl (20A, 20B, 8C).....	13	11

### 8. PROGRAM TIME RATES

1x	2x	52x	104x	156x	208x
1 hr.....	120.00	105.00	97.50	90.00	82.50
1/2 hr.....	90.00	75.00	71.25	67.50	63.75
1/4 hr.....	60.00	52.50	49.50	46.50	43.50
5 min.....	33.00	28.50	27.00	25.50	24.00

## KBEQ (FM)

1961  
KANSAS CITY, MO.



**METRO RADIO SALES**



Media Code 4 226 3160 6.00  
KBEE, Inc., 508 Delaware, Kansas City, Mo. 64105.  
Phone 816-474-1230.

**STATION'S PROGRAMMING DESCRIPTION**  
KBEQ (FM): Programmed for ages 12-40.  
MUSIC: Blending of current and recent hits. Year-round contests. NEWS: at :30. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 7/26/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Mark L. Wodlinger.  
Asst Gen'l & Nat'l Sales Mgr.—J. D. Williamson.  
Sales Manager—Arvie Hale.

### 2. REPRESENTATIVES

Metro Radio Sales.

### 3. FACILITIES

ERP 100,000 w.; 104.3 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 953 ft. above average terrain.

### 4. AGENCY COMMISSION

15%.

### TIME RATES

No. A Eff 8/1/74—Rec'd 7/26/74.  
AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun 6-10 am.  
C—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl.....	60	48	46	38	40	32
6 tl.....	58	46	44	36	38	30
12 tl.....	54	43	42	34	36	28
18 tl.....	50	40	32	34	26	26

C: 50% of 1-min B.  
Spots must rotate. Spots rotated on 3 days or less received one 1/2 rate, 30-sec subject to availability.

### 7. PACKAGE PLANS

WEEKLY CIRCULATION PLANS	1 min		30 sec	
	1 min	30 sec	1 min	30 sec
14 tl (3AA, 4A, 3B, 4C).....	414	345		
21 tl (4AA, 7A, 4B, 6C).....	580	480		
28 tl (5AA, 10A, 5B, 8C).....	726	595		

Preemptible, scheduled over 7 day period & rotate. WCP do not contribute to WCP for further wkly frequency.  
WCP combinable with min & 30-sec to earn wkly frequency discounts.  
Min & 30-sec combinable to earn wkly frequency discount.

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
Expenditures of 125.00+ per wk qualify.

## KBIL

1967  
LIBERTY

Media Code 4 226 3175 4.00  
S & M Investments, Inc., Box 1140, Kansas City, Mo. 64108. Phone 816-781-6600.

### STATION'S PROGRAMMING DESCRIPTION

KBIL: Programmed for adult listeners.  
Emphasis on personalities. MUSIC: country format, current popular singles & best of oldies. SPORTS: 2 min at :30. NEWS: 5 min at :60, local, national & international. WEATHER: at :15 & :45. Sun: Religious programming AM. Rec'd 4/19/71.

### 1. PERSONNEL

President—Mack Sanders.  
Vice-Pres. & Gen'l Mgr.—M. Crawford Clark.  
Sales Manager—Joe Bowen.

### 5. FACILITIES

500 w.: 1140 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0: time only; 10 days after billing.

### 3. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25c, 28a, 28c, 29a, 30, 31, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60l, 61b, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

Eff ———— Rec'd 4/19/71.

**6. SPOT ANNOUNCEMENTS**  
SECTION I—WEEKLY FIXED 6-9 AM & 4-6 PM  
PLAN: 1 6 12 18 24 30 36 48  
1 min. 15.00 14.00 12.75 11.75 10.75 9.75 8.75 7.75  
30 sec. 12.00 11.25 10.25 9.40 8.60 7.80 7.00 6.30  
ID's ..... 7.50 7.00 6.40 5.90 5.40 4.90 4.40 3.90

SECTION II—WEEKLY BOS  
1 min. 12.00 11.00 10.00 9.00 8.25 7.50 6.75 6.00  
30 sec. 9.60 8.80 8.00 7.20 6.60 6.00 5.40 4.80  
ID's ..... 6.00 5.50 5.00 4.50 4.15 3.75 3.40 3.00

## KCCV

1947  
INDEPENDENCE, MO.

Media Code 4 226 3230 7.00  
IGWT, Inc., 43 Concourse Bldg., Blue Ridge Center, Kansas City, Mo. 64133. Phone 816-353-8600.

### STATION'S PROGRAMMING DESCRIPTION

8 am-2 pm, gospel music, sermons, news & weather.  
2-3 pm public affairs talk show with guests and listener participation. 3-7 pm, Gospel music, traffic reports, news and drama. Rec'd 2/28/72.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Richard P. Bott.  
Operations & Prog. Dir.—Benton Weiss.

### 3. FACILITIES

1,000 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15% time only; 10 days.

### 3. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20b, 21a, 23b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47e, 49, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Cigarette advertising unacceptable.

### TIME RATES

Eff 2/1/71—Rec'd 2/28/72.

**6. SPOT ANNOUNCEMENTS**  
1 min, flat..... 10 30 sec, flat..... 8  
13 wk—10% 26 wk—15% 52 wk—20%

### 8. PROGRAM TIME RATES

1x	1/2 hr	1/4 hr	45
1 hr.....	120	75	45

### 10. SPECIAL FEATURES

5-min newscast, ea..... 30

## KCEZ

(formerly KFUM)  
1948  
KANSAS CITY, MO.



**ROBERT E. EASTMAN & CO., INC.**



A Meredith Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 226 3325 5.00

KFUM Broadcasting Division—Meredith Broadcasting Co., 125 E. 31st St., Kansas City, Mo. 64108. Phone 816-531-6789. TWX 910-771-3112.

See affiliated AM station for additional information. AM facilities: KCMO.

### STATION'S PROGRAMMING DESCRIPTION

KCEZ: Programmed for adults 25-49.  
MUSIC: general popular, mostly instrumental.  
NEWS: summaries at :60 6 am-midnight. COMMERCIAL POLICY: maximum 7 units per hour in 4 clusters; minimum 4 non-commercial hours per day. Contact Representative for further details. Rec'd 6/7/74.

### 1. PERSONNEL

Station Manager—Deane C. Parkhurst.  
Traffic Manager—Ruth Brock.

### 3. FACILITIES

ERP 100,000 w., circular; 94.9 mc. Stereo.  
Operating schedule: 24 hours, CST.  
Antenna ht.: 1,057 ft. above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations  
Sold in combination with KCMO. See that listing for rates.

### TIME RATES

No. 5 Eff 8/1/74—Rec'd 7/8/74.  
AA—Mon thru Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AA		A	
	1 min	30 sec	1 min	30 sec
1 tl.....	12	11	11	10
12 tl.....	25	23	21	19
30 sec.....	17	15		

## KCKN and KCKN-FM

1925 1965  
KANSAS CITY, KANSAS



**KAYE-SMITH**

RADIO



Subscriber to the NAB Radio Code  
Sold in Combination Only: Programmed Separately.  
Media Code 4 226 3420 6.00  
Kaye-Smith Radio, Box 1165, 4121 Minnesota Ave., Kansas City, Kans. 66117. Phone 913-321-3200.  
**STATION'S PROGRAMMING DESCRIPTION**  
KCKN: MUSIC: modern country, all country hits as tabulated each week by survey of retail record sales at several locations interspersed with hits are country classics, album selections. NEWS: AF direct wire & audio line to weather bureau, news staff, area police department teletype plus police monitor receivers & mobile news units. Contact Representative for further details. Rec'd 4/5/71.

### 1. PERSONNEL

Executive Director—Lester M. Smith.  
Station Manager—Glen M. George.  
Sales Manager—Gary Reames.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.  
Not directional.  
Operating schedule: 24 hours daily, CST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 465 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0.

### 3. GENERAL ADVERTISING

See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 12g, 14g.  
Basic Rates: 20a, 22b, 23a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.

### TIME RATES

KCKN and KCKN-FM COMBINATION  
No. 14 Eff 6/1/71—Rec'd 5/24/71.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am; Sun 6 am-8 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AA		A		B	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl.....	45	36	40	32	25	20
6 tl.....	40	32	35	28	22	18
12 tl.....	38	30	32	26	20	16
18 tl.....	35	28	29	23	18	14
24 tl.....	32	26	21	16	12	12

### 7. PACKAGE PLANS

KCKN and KCKN-FM COMBINATION  
TOTAL AUDIENCE PLAN  
(1/3AA, 1/3A, 1/3B)  
PER WK, EA: 12 tl 18 tl 24 tl  
1 min..... 28 26 24  
30 sec..... 23 21 19

## KCMO

1938  
KANSAS CITY, MO.



**ROBERT E. EASTMAN & CO., INC.**



A Meredith Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 226 3570 6.00  
KCMO Broadcasting Division—Meredith Broadcasting Co., 125 E. 31st St., Kansas City, Mo. 64108. Phone 816-531-6789. TWX 910-771-3112.

### STATION'S PROGRAMMING DESCRIPTION

KCMO: Programmed for mass appeal.  
MUSIC: popular. AIR PERSONALITIES. NEWS: 6 newscasters & 2 writers with walkie-talkies, outside recording and news cruisers. News twice per hour in drive times, at :60 all other times. SPORTS: live in drive times every half hour. Pro and U football. FAIRM: farm director with live reports 5-6 am & noon-1 pm. Contact Representative for further details. Rec'd 4/19/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—John E. Patton.  
General Sales Manager—Wolcott A. Ranck.  
General Operations Manager—Deane C. Parkhurst.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

50,000 w. days, 10,000 w. nights; 810 kc.  
Directional—night only.  
Operating schedule: 24 hours, CST.

### 4. AGENCY COMMISSION

15/0.

### 3. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21d, 22b, 23a, 24b, 25a, 26, 29a, 31, 33a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60l, 61a, 62b.  
Cancellation: 70a, 70c, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. RC1 Eff 8/1/74—Rec'd 7/8/74.  
AA—Mon thru Sat 5:30-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.



**Kansas City—KMBZ—Continued**

actually running at time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.  
 FM facilities: KMBR (FM).  
 Affiliated with Avco Group Plan.

**TIME RATES**

No. E ET 5/3/74—Rec'd 4/8/74.

AA—Mon thru Sat 6-10 am.  
 A—Mon thru Fri 3-7 pm.  
 B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.  
 C—Mon thru Sun 5-6 am & 7 pm-1 am; Sun 6 am-7 pm.  
 D—Mon thru Sun 1-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
Specified	70	56	60	48	48	37
1 ti	65	52	55	44	46	37
6 ti	60	48	51	40	44	35
12 ti	55	44	46	37	37	29
18 ti	50	40	42	34	34	27
C:	1 ti	0 ti	12 ti	18 ti	24 ti	
1 min	23	22	20	19	17	
30 sec	18	17	16	15	13	

**7. PACKAGE PLANS**

DRIVE TIME SPECIAL—1/2AA, 1/2A

PER WK, MON THRU FRI: 1 min 30 sec 820 640

WEEKLY PLANS—1/6AA, 1/6A, 1/3B, 1/3C

Plan A, 12 ti 324  
 Plan B, 18 ti 450  
 Plan C, 24 ti 552  
 Plan D, 36 ti 720  
 Plan E, 60 ti 1080

**10. SPECIAL FEATURES**

NEWS-FEATURES—13 WEEK MINIMUM CONTRACT

PER WK: 1 ti 4+ 1 ti 4+ 1 ti 4+  
 10 min 130 115  
 5 min 82 72 76 66 60 55

TRAFFIC-COPIER SPONSORSHIP—7:15-8:30 PM

1-5 per wk, ea. 70 5 ti per wk, ea. 65

LEN DAWSON SPORTS ROTATING SPONSORSHIP

5 ti wky, 3:40, 4:40, 5:40 & 6:10 pm, ea. 65

Cross combinable for frequency with KMBR (FM) on equal scheduling basis.

KMBZ/KMBR (FM) COMBINATION NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 5/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	AA	A	B	C
Specified	100	90	90	46
1 ti	95	85	70	46
6 ti	90	80	65	42
12 ti	85	75	60	38
18 ti	80	70	55	34
24 ti	75	65	50	30

**7. PACKAGE PLANS**

WEEKLY CIRCULATION PLANS (1/6AA, 1/6A, 1/3B, 1/3C)

PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti 60 ti  
 1 min 600 774 984 1170 1332 1980

ROS within time classifications, spots on KMBR (FM) are not convertible, no further discounts.  
 Conversion: Higher to lower 2 AA and/or A equal to 3 B; 2 B equal to 3C. Lower to higher 2 C equal to 1 B.  
 Spots may be added to wky circulation plans and are fully convertible.

DRIVE TIME SPECIAL—1/2AA, 1/2A

PER WK: 1 min 30 sec 660 528  
 20 ti 1260 1000

Equal scheduling Mon thru Fri.

**KPRS KPRS-FM**  
 1948 1963  
 KANSAS CITY, MO.

**Jack Masla & Company, Inc.**  
**Independent Black**

Media Code 4 226 3825 4.00  
 KPRS Broadcasting Corp., 2301 Grand Ave., Kansas City, Mo. 64108. Phone 816-471-2100.

**STATION'S PROGRAMMING DESCRIPTION**  
 KPRS: Programmed for adults and young adults.  
 MUSIC: all hit music, R & B, general market included. AIR PERSONALITIES handle all segments.  
 NEWS: network handled on local basis by 4-man news team, mobile units. Editorialize frequently & are involved in community activities. 2 mobile units for on-scene broadcasting. Air personalities available for remotes. Contact Representative for further details. Rec'd 8/14/72.

- PERSONNEL**  
 President—Andrew R. Carter.  
 General Manager—John E. Carter.  
 Assistant General Manager—Bob L. Anderson.
- REPRESENTATIVES**  
 Jack Masla & Co., Inc.  
 South—Bernard I. Ochs Co.
- FACILITIES**  
 1,000 w. days; 1590 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 FM-ERP 18,500 w.; 102.3 mc.  
 Operating schedule 24 hours. CST.  
 Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
 Basic Rates: 20b, 21a, 21d, 23a, 24b, 25a, 26, 27, 28c.  
 Contracts: 40a, 41, 42d, 45, 46, 47a, 49, 51a, 51b.  
 Comb.: Cont. Discounts: 60a, 60f, 60i, 62d.  
 Cancellation: 70c, 71a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with MBS and Mutual Black Network.  
 Affiliated with National Black Network.

**TIME RATES**

ET 8/1/72—Rec'd 8/11/72.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm.  
 A—Mon thru Sat 7 pm-midnight.  
 B—Mon thru Sat midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

GUARANTEED TIMES

PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
 AAA 41.00 38.00 32.00 29.00 26.00  
 AA 37.00 25.00 28.00 25.00 22.00  
 A 26.00 22.00 17.00 14.00 11.00  
 B 21.00 19.00 15.00 12.00 10.00

30 SEC:  
 AAA 32.50 30.00 25.50 23.00 21.00  
 AA 29.50 27.00 22.50 20.00 17.50  
 A 20.50 18.00 13.50 11.00 9.00  
 B 17.00 15.50 12.00 9.60 8.00

10 sec: 50% of 1-min. Not combinable with other length spots for wky discounts.  
 1-min & 30-sec spots combine for wky discount.  
 Sun schedules, extra 10%.

**7. PACKAGE PLANS**

I—Mon thru Sat 6 am-7 pm.  
 II—Mon thru Sat 6 am-midnight.  
 III—Mon thru Sat 7 pm-midnight.

ROS PACKAGE—PREPARED TIMES

PER WK, 1 MIN: 12 ti 16 ti 24 ti 30 ti  
 I 33 30 27 24  
 II 29 26 23 20  
 III 25 22 19 16

30 sec: 80% of 1-min.  
 Scheduled at station discretion within time periods with designated client preferred times scheduled on an as available basis. Not combinable for frequency discount.

**BLACK COMMUNITY REPORTS**  
 Plan I—3AAA/3AA/3A/3B.  
 Plan II—6AAA/6AA/6A/6B.  
 Plan III—12AAA/6AA/6A/6B.

	I	II	III
13 wk	720	1250	1400
26 wk	685	1175	1325
52 wk	650	1100	1280

FLAT RATE: AAA AA A B  
 Ea 78 69 61 52

**10. SPECIAL FEATURES**

FULL SPONSORSHIP—5 MINUTES

PER WK: AAA AA A B  
 6 ti 63 54 46 37  
 12 ti 60 51 43 34  
 18 ti 57 48 40 31

Participating sponsorship: 75% on as available, non-guaranteed basis. Minimum 13 wks.

**KUDL**  
 1953  
 FAIRWAY, KANSAS

**STARR**  
 BROADCASTING GROUP, INC.

**atc** Alan Torbet Associates, Inc.

Media Code 4 226 3910 4.00  
 Kansas Broadcasting, 6230 Eby, Merriam, Kans. 62203. Phone 913-722-2866.

**STATION'S PROGRAMMING DESCRIPTION**  
 KUDL: MUSIC: popular—golden every other record, plus selections from top selling albums. Contact Representative for further details. Rec'd 12/6/71.

- PERSONNEL**  
 President—Peter H. Starr.  
 Vice-Pres. & Gen'l Mgr.—Allan J. Eisenberg.  
 National Sales Manager—Lou Mahacek, Jr.  
 Alan Torbet Associates, Inc.  
 Starr Broadcasting Group, Inc.: See Rep & S/O pages.
- REPRESENTATIVES**  
 Starr Broadcasting Group, Inc.: See Rep & S/O pages.
- FACILITIES**  
 5,000 w. days, 500 w. nights; 1380 kc.  
 Directional.  
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
 15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40c, 45, 46, 47a, 48.  
 Cancellation: 71a, 73a.  
 Prod. Services: 80.  
 Talent charges included in time costs are 20% thereof.  
 Rates include 25% for production and service.  
 Affiliated with American Contemporary Network.  
 Affiliated with ATA Radio Network.  
 20% discount when bought in combination with KUDL-FM.

**TIME RATES**

No. 15 ET 2/1/73—Rec'd 12/21/72.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.  
 B—All other times.

**7. PACKAGE PLANS**

MIN: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
 AA 50 45 40 35 45 40 35 30  
 A 45 40 35 30 40 35 30 25  
 B 40 35 30 25 35 30 25 20

(\*) Fixed position in specified times; non-pre-emptible.  
 (†) ROS in specified times; preemptible 24 hr notice.

6 ti 12 ti 18 ti 24 ti  
 TAP (1/3AA, 1/3A, 1/3B) 40 30 25  
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**KUDL-FM**  
 1959  
 KANSAS CITY-MERRIAM, KANS.  
**Progressive Rock**

**RAB**

Media Code 4 226 3911 2.00  
 Starr Broadcasting Group of Kansas, Inc., 6230 Eby St., Merriam, Kans. 66202. Phone 913-722-2505.  
 See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
 KUDL-FM: MUSIC: Familiar progressive rock album cuts, oldies. Rock & Roll. Contact Representative for further details. Rec'd 7/31/72.

- FACILITIES**  
 ERP 100,000 w.; 98.1 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 250 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
 Sold in combination with KUDL. See that listing.

**TIME RATES**  
 ET 7/1/74—Rec'd 5/16/74.  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
 A—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

**7. PACKAGE PLANS**

WEEKLY CIRCULATION PLANS

PER WK: 50 ti 30 ti 20 ti 15 ti 50 ti 30 ti 20 ti 15 ti  
 1 min 18 20 23 25 16 18 20 21  
 30 sec 16 18 20 22 14 16 18 20

BULK—1000x  
 1 min 22 30 sec 20  
 10 sec: 50% of 1-min.  
 Midnight-6 am: 50% of A.  
 Packages may be combined for frequency discount.

**DISCOUNT**  
 26 wk—5% 52 wk—10%

**KWKI (FM)**  
 1957  
 KANSAS CITY, MO.  
 A Communications Fund, Inc. Station  
 Media Code 4 226 3950 0.00

FM Broadcasting Co., subsidiary of Communication Fund, Inc., 1722 Main, Kansas City, Mo. 64108.  
 Phone 816-474-6400.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWKI (FM): Programmed for young adults & teens.  
 MUSIC: rock, solid gold, album cuts; 24 hr request lines. COMMERCIAL POLICY: 10 commercial minutes per hour. Contact Representative for further details. Rec'd 8/29/73.

- PERSONNEL**  
 President—Richard J. Miller.  
 General Manager—Michael G. Gratz.  
 Operations Manager—Chuck Gordon.
- REPRESENTATIVES**  
 ABC FM Spot Sales.
- FACILITIES**  
 ERP 83,000 w. (horiz.), 83,000 w. (vert.); 93.3 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
 15% on time.
- GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3d, 5.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a.  
 Contracts: 40a.  
 Affiliated with American FM Network.

**TIME RATES**  
 ET 9/1/69—Rec'd 9/8/69.  
 AAA—6-10 am & 3-7 pm.  
 AA—10 am-3 pm.  
 A—7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA 1 MINUTE

WEEKLY: 1 ti 12 ti 18 ti 24 ti 30 ti  
 1 wk 22.00 21.00 20.00 19.00 18.00  
 13 wk 21.00 20.00 19.00 18.00 17.00  
 26 wk 20.00 19.00 18.00 17.00 16.00  
 40 wk 19.00 18.00 17.00 16.00 15.00

30 SECONDS  
 1 wk 18.00 17.00 16.00 15.00 14.00  
 13 wk 17.00 16.00 15.00 14.00 13.00  
 26 wk 16.00 15.00 14.00 13.00 12.00  
 40 wk 15.00 14.00 13.00 12.00 11.00

10 SECONDS  
 1 wk 12.00 11.50 11.00 10.50 10.00  
 13 wk 11.50 11.00 10.50 10.00 9.50  
 26 wk 11.00 10.50 10.00 9.50 9.00  
 40 wk 10.50 10.00 9.50 9.00 8.50

CLASS AA 1 MINUTE  
 1 wk 19.00 18.00 17.00 16.00 15.00  
 13 wk 18.00 17.00 16.00 15.00 14.00  
 26 wk 17.00 16.00 15.00 14.00 13.00  
 40 wk 16.00 15.00 14.00 13.00 12.00

30 SECONDS  
 1 wk 15.00 14.00 13.00 12.00 11.00  
 13 wk 14.00 13.00 12.00 11.00 10.00  
 26 wk 13.00 12.00 11.00 10.00 9.00  
 40 wk 12.00 11.00 10.00 9.00 8.00

10 SECONDS  
 1 wk 10.50 10.00 9.50 9.00 8.50  
 13 wk 10.00 9.50 9.00 8.50 8.00  
 26 wk 9.50 9.00 8.50 8.00 7.50  
 40 wk 9.00 8.50 8.00 7.50 7.00

CLASS A 1 MINUTE  
 1 wk 17.00 16.00 15.00 14.00 13.00  
 13 wk 16.00 15.00 14.00 13.00 12.00  
 26 wk 15.00 14.00 13.00 12.00 11.00  
 40 wk 14.00 13.00 12.00 11.00 10.00

30 SECONDS  
 1 wk 13.00 12.00 11.00 10.00 9.00  
 13 wk 12.00 11.00 10.00 9.00 8.00  
 26 wk 11.00 10.00 9.00 8.00 7.00  
 40 wk 10.00 9.00 8.00 7.00 6.00

10 SECONDS  
 1 wk 9.50 9.00 8.50 8.00 7.50  
 13 wk 9.00 8.50 8.00 7.50 7.00  
 26 wk 8.50 8.00 7.50 7.00 6.50  
 40 wk 8.00 7.50 7.00 6.50 6.00

**MISSOURI**

**KXTR (FM)**

1959  
 KANSAS CITY, MO.  
 Media Code 4 226 3995 5.00  
 Shenandoah Broadcasting Association, 15501 Swearingin, Independence, Mo. 64050. Phone 816-257-4700.  
 Sales office: 2E 33rd St., Kansas City, Mo. 64111  
 Phone 816-531-7100.

**STATION'S PROGRAMMING DESCRIPTION**  
 KXTR (FM): Programmed for adults interested in fine arts.  
 MUSIC: Classical music 24 hours a day. Baroque, classic, romantic, modern, semi-classic. Featuring symphonies, chamber music, opera, choral, concertos, waltzes, marches. NEWS: 6:30, 7:30, 8:30 am; 12:30, 4:30, 5:30, 7:30, 10:30 pm. Stock market reports 4X daily. Contact Representative for further details. Rec'd 1/31/74.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—R. Edwin Browne.  
 General Sales Manager—Winton H. Johnston.  
 Program Director—Keith Panton.
- REPRESENTATIVES**  
 Herbert E. Groskin & Co.  
 Call Wm Johnson collect 816-531-7100.
- FACILITIES**  
 ERP 90,000 w.; 96.5 mc. Stereo.  
 Operating schedule: 24 hours daily. CST.  
 Antenna ht.: 670 ft. above average terrain.
- AGENCY COMMISSION**  
 15% time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 3a, 3c, 3d, 4b, 4d, 5, 6a, 8.  
 Rate Protection: 11c, 12h, 13h, 15b.  
 Basic Rates: 20a, 21a, 21c, 21d, 23a, 24a, 24b, 24c, 25a, 27, 28c, 29a, 30.  
 Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50.  
 Comb.: Cont. Discounts: 60e, 60f, 61c, 62d.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 81, 82.  
 Member: The Groskin Group.

**TIME RATES**  
 No. 8 ET 9/1/72—Rec'd 7/13/72.

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
 30 sec 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**7. PROGRAM TIME RATES**

PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti  
 1 hr 80 76 72 68 64 60 56  
 1/2 hr 60 57 54 51 48 45 42  
 1/4 hr 45 43 41 39 37 35 33  
 5 min 35 34 33 32 31 30 29

**WDAF**  
 1922  
 KANSAS CITY, MO.

**RAB**  
 Taft Stations  
 Media Code 4 226 4080 5.00  
 Taft Broadcasting Co., Signal Hill, Kansas City, Mo. 64108. Phone 816-753-4567. TWX 910-771-2047.

**STATION'S PROGRAMMING DESCRIPTION**  
 WDAF: Programmed for adults & young adults.  
 MUSIC: adult contemporary current & past hits.  
 AIR PERSONALITIES handle all segments. NEWS: at 5:55 & 29:5 man local news staff; 3 mobile units, airplane traffic reports in drive times. SPORTS: sportstalk show 9-10 pm M-F. 2-way talk show with air personality 10 pm-1 am M-Sat. Gardening show 6-8 am Sat. Contact Representative for further details. Rec'd 8/5/74.

- PERSONNEL**  
 General Manager—Robert R. Fanning.  
 General Sales Manager—James B. Adams.  
 Program Director—Ross Reagan.
- REPRESENTATIVES**  
 Katz Radio.
- FACILITIES**  
 Taft Stations: See Rep & S/O pages.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 12c, 13c, 14c, 15a, 15e, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 25a, 28b, 29b, 32b, 33a.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61a, 62b.  
 Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Katz Radio Network.  
 Affiliated with American Information Network.

**TIME RATES**  
 AM/FM COMBINATION  
 No. 35 ET 3/1/74—Rec'd 3/18/74.

AAA—Mon thru Fri 6-10 am.  
 AA—Mon thru Fri 5-6 am & 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK: 6 ti 12 ti 18 ti 24 ti  
 AAA 60 58 56 54  
 AA 50 48 46 44  
 A 45 43 41 39  
 B 30 28 26 24

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 AM only: Deduct 10.00 per spot.

**WDAF-FM**  
 1961  
 KANSAS CITY, MO.

**RAB**  
 Taft Stations  
 Media Code 4 226 4081 3.00  
 Taft Broadcasting Co., Signal Hill, Kansas City, Mo. 64108. Phone 816-753-4567. TWX 910-771-2047.  
 See affiliated AM station for additional information.  
 (This listing continued on next page)

# MISSOURI

## Kansas City—W D A F—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
WDAF-FM: Top 40. Contact Representative for further details. Rec'd 5/15/72.

**3. FACILITIES**  
ERP 100.0 w.; 102.1 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 640 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WDAF. See that listing for rates.

**TIME RATES**  
No. 3 ET 1/17/72—Rec'd 1/27/72.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	0 ti	12 ti	24 ti
1 min.	12	9	6
30 sec.	10	7	5

**W H B**  
1922  
KANSAS CITY, MO.

**BLAIR RADIO**

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4165 4.00

**A Storz Owned Station**  
Subscriber to the NAB Radio Code  
Media Code 4 226 4165 4.00

Stora Broadcasting Co., 106 W. 14th St., Kansas City, Mo. 64105. Phone 816-221-8300.  
Send continuity instructions to Operations Desk at above address.

**1. PERSONNEL**  
Chairman-of-the-Board & President—Robert H. Storz.  
General Manager—James H. Erwin.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
10,000 w. days; 5,000 w. nights; 710 kc.  
Directional; separate patterns day and night.  
Operating schedule: 24 hours daily, CST.

**4. AGENCY COMMISSION**  
15/0 net charges for time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 25b, 25c, 25d, 30, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.  
Comb. Cont. Discounts: 60a, 60e, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 81, 82.

Affiliated with Blair Represented Network.

**TIME RATES**  
No. 7 ET 12/17/70—Rec'd 11/5/70.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Sat 7-10 pm; Sat 6-10 am; Sun 10 am-7 pm.  
B—Mon thru Sat 10 pm-1 am; Mon thru Sun 5-6 am; Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	A	B	AA	A	B
6 ti	65	52	35	52	42	28
12 ti	80	47	30	48	38	24
18 ti	55	44	27	44	35	22
24 ti	50	41	23	40	33	18
30 ti	45	37	20	36	30	16

**10. SPECIAL FEATURES**

PER WK:	AA	A	B	AA	A	B
6 ti	72	62	42	60	52	33
12 ti	72	56	38	57	48	28
18 ti	66	53	32	52	43	25

(\* Headlines Scoreboard.  
Newscast includes 1:20 spot. Headlines Scoreboard includes :30 spot and open & close.

## KENNETT (2 AM; 1 FM)

Dunklin County—Map Location H-7  
See SHDS consumer market map and data at beginning of the State.

**KBOA**  
1947

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4250 4.00

KBOA, Inc., Box 509, Kennett, Mo. 63857. Phone 314-888-4616.

**STATION'S PROGRAMMING DESCRIPTION**  
KBOA: Programmed for primarily rural adults.

**1. PERSONNEL**  
Station Manager—John C. Mays, Jr.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.  
St. Louis—Bruce Schneider & Co.

**3. FACILITIES**  
1,000 w. days; #30 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KTMO (FM).

**K B X M**  
1964

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4355 3.00

Hazel V. & Larry D. Miller, Box 569, North By-Pass, Kennett, Mo. 63857. Phone 314-888-5333.

**1. PERSONNEL**  
General Manager—Larry Robinson.

**3. FACILITIES**  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/15/72—Rec'd 3/21/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.25	2.00

10 sec. flat 1.00.

**10. SPECIAL FEATURES**  
5 min 1/4 hr  
Paul Harvey News..... 5.50 16.00  
Howard Cosell Sports..... 5.00 16.00

**KTMO (FM)**  
1949

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4377 5.00

KBOA Inc., Box 509, Kennett, Mo. 63857. Phone 314-888-4991.

See affiliated AM station for additional information.  
AM facilities: KBOA.

**STATION'S PROGRAMMING DESCRIPTION**  
KTMO (FM): 100% country & gospel music.

**1. PERSONNEL**  
Station Manager—Charlie Austin.

**3. FACILITIES**  
ERP 13,000 w. (horiz.), 13,000 w. (vert.); 98.9 mc.  
Stereo.

Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 370 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
ET 11/1/72—Rec'd 10/19/72.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec
4.00	2.50

Flat .....

## KIRKSVILLE (1 AM; 1 FM)

Adair County—Map Location F-2  
See SHDS consumer market map and data at beginning of the State.

**KIRX**  
1947

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4420 3.00

Community Broadcasters, Inc., KIRX Bldg., Kirksville, Mo. 63501. Phone 816-665-3781.

**1. PERSONNEL**  
General Manager—Sam A. Burk.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.

Operating schedule: 5 am-11 pm, CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KRXL (FM).  
Affiliated with American Entertainment Network.  
Affiliated with KBS.

**TIME RATES**  
No. 9 ET 2/1/72—Rec'd 2/18/74.

AA—Mon thru Sat 6:29-8:05 am, 10:04-10:55 am & 11:59 am-1 pm.  
A—Mon thru Sat 5-6:29 am, 8:05-10:04 am, 10:55-11:59 am & 1-11 pm; Sun 6 am-10 pm.

**6. SPOT ANNOUNCEMENTS**

1 min.	9.70	7.70	6.50	5.90
30 sec.	6.50	5.00	4.40	3.90

AA: 1x, A rate applies.

**KRXL (FM)**  
1967

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4480 7.00

Community Broadcasters, Inc., Box 130, N. Hwy. 63 & 6, Kirksville, Mo. 63501. Phone 816-665-9828.

See affiliated AM station for additional information.  
AM facilities: KIRX.

**3. FACILITIES**  
ERP 34,000 w.; 94.5 mc.  
Operating schedule: 6 am-11 pm, CST.  
Antenna ht.: 430 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
No. 3 ET 2/1/73—Rec'd 2/5/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	7.00	5.00	4.40	4.10
30 sec.	4.70	3.25	3.00	2.80

## LEBANON (2 AM; 1 FM)

Laclede County—Map Location F-5  
See SHDS consumer market map and data at beginning of the State.

**KJEL**  
1972

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4492 2.00

Risner Broadcasting, Inc., 1112 Dillworth Rd., Lebanon, Mo. 65536. Phone 417-532-9111.

**1. PERSONNEL**  
Manager—Judy Risner Gaffney.

**3. FACILITIES**  
250 w.; 1080 kc. Directional.  
Operating schedule: Sunrise-local sunset, CST.  
FM-ERP: 30,000 w. (horiz.), 30,000 w. (vert.); 103.7 mc. Stereo.

**KJEL-FM**  
1972

Antenna ht.: 227 ft. above average terrain.  
Operating schedule: 6 am-midnight, CST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/73—Rec'd 12/17/73.

**7. PACKAGE PLANS**

PER MO:	1 ti	20 ti	30 ti	60+
1 min.	4.00	3.50	3.25	3.00
5 in 1 day	15.00	50 in 7 days	125.00	
10 in 3 days	30.00			
30 sec: flat, ea	2.00			

**KLWT**

1947

Media Code 4 226 4505 1.00

Lebanon Broadcasting Co., Radio Park, New Buffalo Rd., Lebanon, Mo. 65536. Phone 417-532-2662.

**STATION'S PROGRAMMING DESCRIPTION**  
KLWT: Programmed for adults and young adults.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jack A. Sellers.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 6 am-11 pm, CST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.

**TIME RATES**  
ET 10/9/70.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	53x	201x	366x	501x	1001+
35 sec-1 min	3.00	2.70	2.50	2.35	2.25	1.80
20/30 sec:	80%	1-min.				

## LEXINGTON (1 AM; 1 FM)

Lafayette County—Map Location D-3  
See SHDS consumer market map and data at beginning of the State.

**KBEK (FM)**

1969

Media Code 4 226 4547 3.00

KLEX, Inc., Box 188, Lexington, Mo. 64067. Phone 816-259-3232.

See affiliated AM station for additional information.  
AM facilities: KLEX.

**STATION'S PROGRAMMING DESCRIPTION**  
KBEK (FM): Rock music, gold and current.

**3. FACILITIES**  
ERP 3000 w.; 106.3 mc.  
Antenna ht.: 205 ft. above average terrain.

Operating schedule: 6 am-11 pm, CST.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Missouri Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 2/27/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	5	30 sec.	3
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**KLEX**

1956

Media Code 4 226 4590 3.00

KLEX, Inc., Box 188, KLEX Bldg., East U. S. Hwy. 24, Lexington, Mo. 64067. Phone 816-259-3232.

Other studios—Richmond and Higginsville, Mo.

**STATION'S PROGRAMMING DESCRIPTION**  
KLEX: Country & Western music.

**1. PERSONNEL**  
Sales Manager—Bud Jones.

**2. REPRESENTATIVES**  
Eugene F. Gray Co.

**3. FACILITIES**  
250 w. days; 1570 kc. Non-directional.

Operating schedule: .....

**4. AGENCY COMMISSION**  
15%: 2% cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KBEK (FM).  
Member: Missouri Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 2/27/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	6	30 sec.	4
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## LIBERTY

Clay County—Map Location C-3  
See SHDS consumer market map and data at beginning of the State.

See Kansas City, Missouri  
(including Fairway, Kansas City, Merriam, Mission, Kans.; Independence, Liberty, Mo.)

## MACON

Marion County—Map Location F-2  
See SHDS consumer market map and data at beginning of the State.

**KLTI**

1966

Media Code 4 226 4675 2.00

KLTI Radio, Inc., Box 409, Highway 63 S. Macon, Mo. 63552. Phone 816-385-2191.

**1. PERSONNEL**  
Pres., Sta. Gen'l & Sales Mgr.—Leland E. Ebert.

**3. FACILITIES**  
250 w.; 1580 kc. Non-directional.  
Operating schedule: 6 am local sunset, CST.

**4. AGENCY COMMISSION**  
15/0 time only; payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 10/1/69—Rec'd 9/2/69.

AAA—7:30-8:05 am & noon-12:30 pm.  
AA—6:15-7:30 am, 8:05-9 am, 12:30-1 pm & 4-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
30 sec.	7.00	6.00	5.00	4.50	4.00	3.00
1 min.	8.00	7.00	6.00	5.50	5.00	4.00

(CLASS A)  
30 sec. 3.00 1 min. 2.50

**7. PACKAGE PLANS**  
30-DAY PLANS

10 ti	25 ti	50 ti	100 ti	200 ti	300+
20 sec.	2.80	2.70	2.60	2.50	2.40
30 sec.	3.00	2.90	2.80	2.70	2.60
1 min.	3.50	3.40	3.30	3.20	3.10

**10. SPECIAL FEATURES**  
CLASS AA  
5-MINUTE NEWS, WEATHER AND SPECIAL PROGRAMS

PER WK:	30 sec 1 min	30 sec 1 min
1 ti.	4.00 5.00 6+	3.50 4.50

## MALDEN

Dunklin County—Map Location H-7  
See SHDS consumer market map and data at beginning of the State.

**KTCB**  
1954

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4760 2.00

Tri-County Broadcasting Co., North Highway 25, Malden, Mo. 63863.

**1. PERSONNEL**  
General Manager—Dick Wiethan.

**3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network.

**TIME RATES**  
No. 1 ET 6/1/70—Rec'd 6/3/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	13x	26x	52x	104x
30 sec.	9.00	2.60	2.30	2.20
10 sec.	2.25	2.00	1.90	1.80
	1.50	1.45	1.40	1.35
	156x	280x	512x	1000x
1 min.	2.00	1.90	1.80	1.50
30 sec.	1.60	1.50	1.40	1.25
10 sec.	1.25	1.20	1.15	1.00

**7. PACKAGE PLANS**

1—Fast Five	4—Terrific Twenty-five
2—Big Ten	5—The Thrifty Fifty
3—Fabulous Fifteen	6—Century Special

EA: 1 2 3 4 5 6

1 min.	2.30	2.20	2.00	1.90	1.80	1.80
30 sec.	1.90	1.80	1.70	1.60	1.40	1.40

Specials 1 thru 3 must be used within 3 days, 4 & 5 within 1 week, & 6 within 30 days.

## MARSHALL (1 AM; 1 FM)

Saline County—Map Location E-3  
See SHDS consumer market map and data at beginning of the State.

**KMFL (FM)**

1969

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4800 6.00

KMMO, Inc., Box 128, U. S. Hwy. 65, 1 mi. N. W. of Marshall, Mo. 64350. Phone 816-886-7422.

See affiliated AM station for additional information.  
AM facilities: KMMO.

**3. FACILITIES**  
ERP 56,000 w. (horiz.), 56,000 w. (vert.); 102.8 mc. Stereo.  
Operating schedule: 6 am-11 pm, CST.  
Antenna ht.: 375 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Missouri Network, Inc.

**TIME RATES**  
FM only: 50% of KMMO rates. See that listing.

**KMMO**

1949

**Subscriber to the NAB Radio Code**  
Media Code 4 226 4845 1.00

KMMO, Inc., U. S. Hwy. 65, one mile northwest of Marshall, Mo. 64350. Phone 816-886-7422.

**1. PERSONNEL**  
Manager—Harold Douglas.

**3. FACILITIES**  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KMFL (FM).  
Member: Missouri Radio Network, Missouri Network, Inc.

**TIME RATES**  
No. 6 ET 11/1/73—11/23/73.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec	7.00	5.30
All other times	6.00	5.00



## MARSHFIELD

Webster County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## KEMM

1969

Subscriber to the NAB Radio Code  
Media Code 4 226 4675 8.00  
Webster County Broadcasting Co., Inc., Marshfield, Mo. 65706. Phone 417-468-4647.

- PERSONNEL  
Manager—Herb Starhuck.
  - FACILITIES  
1,000 w. days; 1510 kc.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Missouri Network, Inc.
- TIME RATES**  
ET 9/2/69—Rec'd 9/2/69.
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1x     | 26x  | 52x  | 76x  | 156x | 312x |
| 1 min. | 4.00 | 3.75 | 3.50 | 3.00 | 2.75 |
- SPOT ANNOUNCEMENTS
  - PACKAGE PLANS
  - SPECIAL FEATURES  
Time, temperature, weather—includes 20 word spot 2.00.

## MARYVILLE (1 AM; 1 FM)

Nodaway County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

## KNIM KNIM-FM

1972

Media Code 4 226 4930 1.00  
Nodaway Broadcasting Corp., Box 278, Maryville, Mo. 64468. Phone 816-582-2151.

- PERSONNEL  
Gen'l & Sales Mgr.—George Powers.
  - REPRESENTATIVES  
Omaha—Soderlund Company.
  - FACILITIES  
250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
ERP 3,000 w.; 95.3 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 235 ft. above average terrain.
  - AGENCY COMMISSION  
15/0.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Missouri Network, Inc.
- TIME RATES**  
ET 7/1/72—Rec'd 1/30/73.
- |             |      |      |      |      |      |      |
|-------------|------|------|------|------|------|------|
| 1x          | 26x  | 52x  | 104x | 156x | 260x | 312x |
| 1 min./less | 6.00 | 5.25 | 5.00 | 4.75 | 4.50 | 4.00 |
- SPOT ANNOUNCEMENTS

## MEXICO (1 AM; 1 FM)

Audrain County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KWWR (FM)

1966

Media Code 4 226 4960 8.00  
Audrain Broadcast Corp., Box 475, Liberty St., Mexico, Mo. 65265. Phone 314-581-5500.  
See affiliated AM station for additional information.  
AM facilities: KXEO.

- PERSONNEL
  - FACILITIES  
ERP 55,000 w. (horiz.), 55,000 w. (vert.); 95.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 305 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates to station.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/68—Rec'd 9/30/68.
- |   |                          |
|---|--------------------------|
| Premium—Mon thru Sat 6-8:30 am, noon-1 pm & 4 pm-sign-off; Sun all day. | Regular—All other times. |
|---|--------------------------|
- SPOT ANNOUNCEMENTS
  - PACKAGE PLANS
  - SPECIAL FEATURES  
5-minute News, Weatherman, Markets—6.00, plus 3.00 news service. (Commercial copy: 1.15).  
15-minute News—12.00, plus 4.00 news service.  
10-minute Sports—8.00, plus 4.00 news service.
- 10% rebate at end of 52-week non-cancellable contract of 15.00 per week, minimum.

## KXEO

1947

Media Code 4 226 5015 0.00  
Audrain Broadcasting Corp., Box 475, Mexico, Mo. 65265. Phone 314-581-2340.

- PERSONNEL  
Pres., Gen'l & Natl. Sales Mgr.—W. Earl Dougherty.

## 3. FACILITIES

- 1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KWWR (FM).  
Affiliated with MBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 8/1/72—Rec'd 8/18/72.

Prime—6:30-8:30 am, 8:45-10 am, noon-12:45 pm & all news/weather/farm programs.	Non-prime—All other times.
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- PACKAGE PLANS

- Open rate..... 5.00  
PRIME—30 SECONDS
- |         |      |      |      |
|---------|------|------|------|
| PER WK: | 1 ti | 4 ti | 8 ti |
| 26 wk   | 5.00 | 4.75 | 4.50 |
| 52 wk   | 4.75 | 4.50 | 4.25 |
- NON-PRIME—ROS—30 SECONDS
- |         |      |      |      |       |       |
|---------|------|------|------|-------|-------|
| PER WK: | 1 ti | 4 ti | 8 ti | 15 ti | 31 ti |
| 26 wk   | 4.00 | 3.75 | 3.50 | 3.25  | 3.00  |
| 52 wk   | 3.75 | 3.50 | 3.25 | 3.00  | 2.75  |
- 30-DAY: 1 ti 15 ti 30 ti 50 ti 100 ti 200 ti 300 ti  
Ea 4.25 4.00 3.75 3.50 3.25 3.00 2.75
- 30-day package plans cannot be combined for frequency discount.  
1 min. extra 60%.

## MOBERLY (1 AM; 1 FM)

Randolph County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KRES (FM)

1966

Media Code 4 226 5135 6.00  
KRES, Inc., Box 279, Moberly, Mo. 65270. Phone 816-263-1600.  
See affiliated AM station for additional information.  
AM facilities: KWIX

- PERSONNEL
  - REPRESENTATIVES  
STATION'S PROGRAMMING DESCRIPTION  
KRES (FM): Network & local farm & sports programs.
  - FACILITIES  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 480 ft. above average terrain.
  - GENERAL ADVERTISING See coded regulations  
Member: Missouri Network, Inc.
- TIME RATES**  
ET 4/1/74—Rec'd 3/29/74.
- |             |       |              |      |
|-------------|-------|--------------|------|
| 1 min. flat | 12.50 | 30 sec. flat | 6.50 |
|-------------|-------|--------------|------|
- SPOT ANNOUNCEMENTS

## KWIX

1950

Media Code 4 226 5100 0.00  
KWIX, Inc., KWIX Bldg., Moberly, Mo. 65270.  
Phone 816-263-1230.  
Other studios and office—Macon, Mo. 63552. Phone 816-385-2151.

- PERSONNEL
  - REPRESENTATIVES  
STATION'S PROGRAMMING DESCRIPTION  
KWIX: Programmed news, service, information, sports with local and area emphasis.
  - FACILITIES  
Vice-Pres. & Sales Mgr.—Eugene Vaughn.
  - AGENCY COMMISSION  
15/0.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KRES (FM).
- TIME RATES**  
ET 4/1/74—Rec'd 3/29/74.
- |             |       |              |      |
|-------------|-------|--------------|------|
| 1 min. flat | 18.00 | 30 sec. flat | 9.00 |
|-------------|-------|--------------|------|
- SPOT ANNOUNCEMENTS

## MONETT

Barry County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## KRMO

1950

Media Code 4 226 5185 1.00  
Monett Broadcasting Co., Box 270, North Highway, Monett, Mo. 65708.

- PERSONNEL  
General Manager—Lloyd J. McKenney.
  - FACILITIES  
250 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION  
15% on time only; no cash discount.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network.
- TIME RATES**  
ET 7/19/74—Rec'd 7/19/74.
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 4.00 | 3.30 | 3.00 | 2.50 | 2.20 |
| 30 sec. | 3.20 | 2.85 | 2.40 | 2.00 | 1.75 |
| 20 sec. | 2.80 | 2.15 | 1.95 | 1.60 | 1.45 |
| 10 sec. | 2.00 | 1.65 | 1.50 | 1.25 | 1.10 |
- PACKAGE PLANS
- |           |      |      |      |      |
|-----------|------|------|------|------|
| 25/5 days | 3.60 | 2.85 | 2.30 | 1.75 |
| 50/5 days | 3.15 | 2.50 | 2.05 | 1.55 |
- 100/7 days, 150/10 days, 200/30 days, 400/60 days, 600/60 days
- |      |      |      |      |
|------|------|------|------|
| 3.00 | 2.40 | 1.95 | 1.50 |
| 2.75 | 2.20 | 1.80 | 1.40 |
| 2.50 | 2.00 | 1.60 | 1.25 |

## MOUNTAIN GROVE

Wright County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## KLRS

1954

Media Code 4 226 5270 1.00  
KLRS Broadcasting Co., Mountain Grove, Mo. 65711.  
Phone 417-926-4650.

- PERSONNEL  
Manager—Stanley E. Adams.
- REPRESENTATIVES  
George T. Hopewell, Inc.  
Springfield, Mo.—M. Richard Bradley, 1716 B. Meadowmere St.
- FACILITIES  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising: beer only.  
Affiliated with KBS.  
Member: Magic Circle Network, Farm Directors Radio Network.

## TIME RATES

- ET 5/1/71—Rec'd 4/5/71.
- SPOT ANNOUNCEMENTS
- |        |      |      |      |      |
|--------|------|------|------|------|
| 1 min. | 26x  | 52x  | 104x | 260x |
|        | 3.50 | 3.00 | 2.50 | 2.00 |

## NEOSHO

Newton County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## KBTN

1954

Subscriber to the NAB Radio Code  
Media Code 4 226 5355 8.00  
KBTN, Inc., Box 512, 216 E. Spring St., Neosho, Mo. 64850. Phone 417-451-1420.

- PERSONNEL  
General Manager—Joe L. Mc Cullah.
  - FACILITIES  
500 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/72—Rec'd 10/2/72.
- |  |  |                            |
|--|--|----------------------------|
| A—6:30-8:30 am, 11:30 am-1 pm & 4-5:00 pm. | B—6:30-8:30 am, 8:30-10 am, 3:30-4 pm & 4:50-sign-off. | C—10-11:30 am & 1-3:30 pm. |
|--|--|----------------------------|
- SPOT ANNOUNCEMENTS
- |         |       |        |       |        |       |        |
|---------|-------|--------|-------|--------|-------|--------|
| PER MO: | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec |
| 1 ti    | 4.50  | 3.90   | 4.15  | 3.45   | 3.75  | 3.15   |
| 13 ti   | 3.00  | 2.65   | 2.95  | 2.35   | 2.65  | 2.15   |
| 26 ti   | 2.80  | 2.15   | 2.40  | 1.95   | 2.20  | 1.75   |
| 50 ti   | 2.40  | 2.05   | 2.10  | 1.85   | 1.90  | 1.65   |
| 100 ti  | 2.15  | 1.80   | 1.85  | 1.60   | 1.70  | 1.40   |
- FIRM CONTRACT DISCOUNT  
12 mo.—10%.

- PACKAGE PLANS
- |                  |        |                  |        |
|------------------|--------|------------------|--------|
| ROS:             | 1 min  | ROS:             | 30 sec |
| 100 ti/30 days   | 184.50 | 100 ti/30 days   | 142.50 |
| 75 ti/30 days    | 142.50 | 75 ti/30 days    | 108.50 |
| 50 ti/30 days    | 97.50  | 50 ti/30 days    | 75.00  |
| 25 ti/1 wk       | 50.00  | 30 ti/1 wk       | 49.00  |
| 20 ti/1 wk       | 42.50  | 20 ti/1-2-3 days | 33.95  |
| 15 ti/1-2-3 days | 31.50  | 20 ti/1-2 days   | 23.00  |
| 10 ti/1-2 days   | 21.50  | 10 ti/1 day      | 15.00  |

## NEVADA

Vernon County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KNEM

1949

Subscriber to the NAB Radio Code  
Media Code 4 226 5440 0.00  
Radio KNEM, Inc., Box 447, Nevada, Mo. 64772.  
Phone 417-687-3113.

- PERSONNEL  
General Manager—Kenneth E. White.
  - FACILITIES  
250 w.; 1240 kc. Non-directional.  
Operating schedule: 6:00 am-10:00 pm. CST.
  - AGENCY COMMISSION  
15% on station time only; no cash discount.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
- TIME RATES**  
Rates effective March 1, 1950. (Card No. N-2).  
Rates received March 28, 1950.
- SPOT ANNOUNCEMENTS
- |               |      |      |      |      |      |      |      |      |
|---------------|------|------|------|------|------|------|------|------|
| 1 min or less | 5.40 | 5.10 | 4.85 | 5.25 | 4.95 | 4.65 | 4.05 | 3.25 |
|---------------|------|------|------|------|------|------|------|------|

## OSAGE BEACH (1 AM; 1 FM)

Camden County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KRMS

1952

## KRMS-FM

1964

Subscriber to the NAB Radio Code  
Media Code 4 226 5525 0.00  
James L. and Ella Mae Risner, dba Central Missouri Broadcasting Co., Highway 54, 3 miles West of Osage Beach, Mo. 65065. Phone 314-348-2773.

## MISSOURI

- PERSONNEL  
General Manager—Jim Bisner.
  - FACILITIES  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM FACILITIES  
ERP 2,450 w.; 95.5 mc.  
Operating schedule: 6 am-11 pm Sun thru Fri and midnight Sat. CST.  
Antenna ht.: 220 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
ET 5/1/73—Rec'd 3/26/73.
- SPOT ANNOUNCEMENTS
- |         |      |       |       |      |
|---------|------|-------|-------|------|
| PER MO: | 1 ti | 20 ti | 30 ti | 60+  |
| 1 min.  | 4.25 | 3.75  | 3.50  | 3.25 |
- 30 sec. flat 2.50.
- PACKAGE PLANS  
AM or FM, Oct. 1 thru April 30:  
5 ti, 1 day..... 20 50 ti, 7 days..... 125  
10 ti, 3 days..... 20 50 ti, 7 days..... 125  
Summer plan, May 1 thru Sept. 30:  
35 AM & 15 FM spots, per wk..... 125

## PIEDMONT

Wayne County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## KPWB

1966

Subscriber to the NAB Radio Code  
Media Code 4 226 5610 8.00  
Wayne County Broadcasting Company, Inc., Hwy. H., Piedmont, Mo. 63957. Phone 223-4218.

- PERSONNEL  
General Manager—Dennis L. Hovis.
  - FACILITIES  
1,000 w.; 1140 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
  - AGENCY COMMISSION  
15/0 time only; payable monthly.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.
- TIME RATES**  
ET 4/1/66—Rec'd 2/6/67.
- SPOT ANNOUNCEMENTS
- |       |        |        |        |
|-------|--------|--------|--------|
| 1 min | 30 sec | 1 min  | 30 sec |
| 1 x   | 2.00   | 1.56 x | 2.30   |
| 13 x  | 2.85   | 2.35   | 2.25   |
| 26 x  | 2.70   | 2.20   | 2.00   |
| 52 x  | 2.50   | 2.00   | 1.75   |
| 104 x | 2.40   | 1.90   | 1.50   |

## POPLAR BLUFF (2 AM; 1 FM)

Butler County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## KLID

1961

Media Code 4 226 5695 9.00  
Don M. Lidenton, KLID Bldg., 11th & Vine, Poplar Bluff, Mo. 63901. Phone 314-785-9639.  
STATION'S PROGRAMMING DESCRIPTION  
KLID: MOR, top 40, C & W.

- PERSONNEL  
Owner/Manager—Don M. Lidenton.
  - REPRESENTATIVES  
Walton Broadcasting Sales Corporation,  
St. Louis, Kansas City, Omaha—Bruce Schneider & Co.  
Southwest—Mario Messina Company.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.
  - AGENCY COMMISSION  
15%.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Missouri Radio Network, Magic Circle Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 5/1/73—Rec'd 5/25/73.
- SPOT ANNOUNCEMENTS
- |        |      |      |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|------|------|
| 1 min  | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 | 4.50 | 4.20 | 3.90 | 3.60 |
| 30 sec | 4.80 | 4.55 | 4.30 | 4.10 | 3.85 | 3.60 | 3.35 | 3.10 | 2.90 |
| 20 sec | 3.60 | 3.40 | 3.25 | 3.05 | 2.90 | 2.70 | 2.50 | 2.35 | 2.15 |
| 10 sec | 3.00 | 2.85 | 2.70 | 2.55 | 2.40 | 2.25 | 2.10 | 1.95 | 1.80 |

## KPBM (FM)

1952

Media Code 4 226 5737 9.00  
Three Rivers Broadcasting Corp., Box 399, Valley Plaza Shopping Center, Poplar Bluff, Mo. 63901.  
Phone 314-785-8950.

- PERSONNEL  
See affiliated AM station for additional information  
AM facilities: KWOC.
- STATION'S PROGRAMMING DESCRIPTION  
KPBM (FM): Programmed for General Audience.
- FACILITIES  
ERP 16,000 w.; 94.5 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 253 ft. above average terrain.  
(This listing continued on next page)

# MISSOURI

## Poplar Bluff—KPBM (FM)—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

ET	TIME RATES				
	10 ti	20 ti	30 ti	40 ti	100+
7. PACKAGE PLANS					
PER WK:					
1 min.	4.00	3.40	2.80	2.20	1.80
20/30 sec.	3.00	2.60	2.20	1.80	1.40
10 sec.	2.00	1.80	1.60	1.45	1.30
500 x package, 870.00.					

## KWOC

1938



Subscriber to the NAB Radio Code  
Media Code 4 226 5780 9.00  
Three Rivers Broadcasting Corp., Valley Plaza Shopping Center, Poplar Bluff, Mo. 63901, Phone 314-785-8950.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Leland D. Shaffner.
- REPRESENTATIVES  
Savalli/Gates, Inc.  
Missouri, Kansas, Nebraska, Iowa—Eugene F. Gray, Co.
- FACILITIES  
5,000 w. days, 500 w. nights; 930 kc.  
Non-directional days, directional nights.  
Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KPBM (FM).  
Affiliated with MBS and KBS.  
Member: Farm Directors Radio Network.

ET	TIME RATES				
	10 ti	20 ti	30 ti	40 ti	100+
6. SPOT ANNOUNCEMENTS					
1 min	7.05	6.60	6.15	5.75	5.35
30 sec	4.30	4.05	3.80	3.60	3.35
20 sec	3.30	3.10	2.95	2.80	2.65
10 sec	2.60	2.50	2.35	2.20	2.00
7. PACKAGE PLANS					
PER WK:					
1 min.	5.75	5.35	4.50	4.15	
30 sec.	3.60	3.35	2.90	2.65	
20 sec.	2.80	2.65	2.30	2.15	
10 sec.	2.20	2.00	1.70	1.55	
Specific times, per spot, extra 1.00.					

## PORTAGEVILLE

New Madrid County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

## KMIS

1960



Subscriber to the NAB Radio Code  
Media Code 4 226 5865 8.00  
J. Shelby McCallum, New Madrid County Broadcasting Co., Portageville, Mo. 63873, Phone 314-379-5436.

- PERSONNEL  
General Manager—Shelby McCallum.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Missouri Radio Network, National AgRadio Groups, Inc.

## POTOSI

Washington County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## KYRO

1959

Subscriber to the NAB Radio Code  
Media Code 4 226 5950 8.00  
Mid-Central Broadcasting Co., Inc., Box 280, Potosi, Mo. 63664, Phone 314-438-2136.

- PERSONNEL  
Station Managers—Joe W. Duty & Bill Perry.
- FACILITIES  
500 w.; 1280 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network, Farm Directors Radio Network.

ET	TIME RATES			
	1 ti	30 ti	100+	100+
6. SPOT ANNOUNCEMENTS				
1 min.	2.75	2.50	2.00	
30 sec.	2.00	1.75	1.40	

## ROLLA (2 AM; 2 FM)

Phelps County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## KCLU KCLU-FM

1960 1964

Subscriber to the NAB Radio Code  
Media Code 4 226 6035 7.00  
Roy D. Stanley, dba Rolla Broadcasters, Box 728, Junction 1-44 and US 63, Rolla, Mo. 65401, Phone 314-364-1500.

- PERSONNEL  
Owner & Gen'l Mgr.—Roy D. Stanley.
- FACILITIES  
1,000 w. days; 1590 kc.  
Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP 2,840 w.; 94.3 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 295 ft., above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.

ET	TIME RATES				
	1 ti	30 ti	100+	100+	100+
6. SPOT ANNOUNCEMENTS					
1 min	4.20	3.80	3.40	3.00	2.55
30 sec	3.40	3.00	2.60	2.20	1.80
10 sec	2.60	2.20	1.80	1.40	1.00
7. PACKAGE PLANS					
ANNOUNCEMENT IMPACT PLANS—ROS					
1 min	3.70	2.95	2.65	2.30	
30 sec	2.80	2.40	2.05	1.75	
7. SATURATION IMPACT—ROS—BTA					
1 min.	12.00	12.00	9.00	2.65	2.15
30 sec	2.50	2.40	2.35	2.00	1.80
10 sec	1.65	1.55	1.45	1.20	1.00

- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.

## KTTR

1947



Subscriber to the NAB Radio Code  
Media Code 4 226 6120 7.00  
Phelps County Broadcasting, Inc., Box 727, Rolla, Mo. 65401, Phone 314-364-2525.

- PERSONNEL  
Pres. & Gen'l Mgr.—Robert McKuna
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:25 am-midnight, CST.  
Partial simulcast operation. Simulcast newscasts only.  
For non-simulcast facilities see KZNN (FM).
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Missouri Radio Network, Missouri Network, Inc.

ET	TIME RATES				
	1 ti	30 ti	100+	100+	100+
6. SPOT ANNOUNCEMENTS					
1 min.	3.85	4.15	4.40	4.70	
30 sec.	3.05	3.30	3.50	3.70	

- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Missouri Radio Network, Missouri Network, Inc.

ET	TIME RATES			
	1 ti	30 ti	100+	100+
6. SPOT ANNOUNCEMENTS				
1 min.	3.85	4.15	4.40	4.70
30 sec.	3.05	3.30	3.50	3.70

## KZNN (FM)

1973



Subscriber to the NAB Radio Code  
Media Code 4 226 6135 5.00  
Phelps County Broadcasting Co., Inc., Box 727, 1505 Soest Rd., Rolla, Mo. 65401, Phone 314-364-2525.  
See affiliated AM station for additional information.  
AM facilities: KTTR.

- FACILITIES  
ERP 28,500 w. (horiz.), 28,500 w. (vert.); 105.3 mc. Stereo.  
Operating schedule: 5:25 am-midnight, CST.  
Antenna ht.: 195 ft., above average terrain.  
Partial simulcast operation. Operated separately all times except newscasts. For simulcast facilities see KTTR.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Missouri Radio Network, Inc.

ET	TIME RATES			
	1 min	30 sec	1 min	30 sec
6. SPOT ANNOUNCEMENTS				
Fixed	4.10	3.25	3.25	2.60
10. SPECIAL FEATURES				
News/Sports/Weather			1 min 30 sec	5.00 4.00
FREQUENCY COMBINATION DISCOUNT				
Per yr, 500x-5%			Per yr, 1000x-10%	

## ST. CHARLES

St. Charles County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## KIRL

1958



Media Code 4 226 6142 1.00  
Contemporary Media, Inc., Box 1460, St. Charles, Mo. 63301, Phone 314-946-6600.

- PERSONNEL  
General Manager—Mike Rice.  
Sales Manager—Walt Bowen.  
Operations Director—Dave Scott.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.
- FACILITIES  
5,000 w.; 1460 kc. Directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14b.  
Basic Rates: 20b, 21b, 22a, 23b, 24a, 28c, 29a.  
Contracts: 40c, 41, 45.  
Comb.: Cont. Discounts: 60c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

ET	TIME RATES				
	1 min	30 sec	1 min	30 sec	10 sec
6. SPOT ANNOUNCEMENTS					
1 min	18.75	15.00	9.50	8.75	
30 sec	17.50	14.00	8.75	8.00	
10 sec	11.00	10.50	10.00	9.50	9.00
*YEARLY AA					

- AGENCY COMMISSION  
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14b.  
Basic Rates: 20b, 21b, 22a, 23b, 24a, 28c, 29a.  
Contracts: 40c, 41, 45.  
Comb.: Cont. Discounts: 60c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

## STE. GENEVIEVE

Ste. Genevieve County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## KSGM-FM

Donze Enterprises, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 226 6150 4.00  
Donze Enterprises, Inc., Box 428, Ste. Genevieve, Mo. 63670, Phone 314-883-2980.

- PERSONNEL  
General Manager—Elmer L. Donze.
- FACILITIES  
ERP 60,000 w.; 105.7 mc.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 825 ft., above average terrain.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
AM facilities: KSGM, Chester, Ill.  
Affiliated with MBS.  
Member: Missouri Radio Network, Inc.

ET	TIME RATES				
	1 min	30 sec	1 min	30 sec	100+
6. SPOT ANNOUNCEMENTS					
1 min	5.20	4.90	4.40	4.15	3.90
30 sec	4.20	4.10	3.95	3.70	3.15

## ST. JOSEPH (3 AM; 1 FM)

Buchanan County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Station	Morning			Daytime			Evening		
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	21	17	21	14	14	14	14	14	14
B	16	14	16	12	12	12	12	12	12
C	8	8	8	8	8	8	8	8	8
D	6	7	7	6	6	6	6	6	6
AVERAGE	13	12	13	10	10	10	10	10	10

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

## KFEQ

1923



mcgavren-guild  
pgw radio, inc.



Media Code 4 226 6203 6.00  
KFEQ Radio, Box 879, 24th & Frederick, St. Joseph, Mo. 64502, Phone 816-233-8881.

STATION'S PROGRAMMING DESCRIPTION  
KFEQ: Modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min network at 6:00 and local at 3:00. FARM: farm director with town & country news, markets, weather & interview features 5:30-7 am & noon-1 pm. U. S. & private weather services. Contact Representative for further details. Rec'd 9/26/73.

- PERSONNEL  
General Manager—Dick Kruse.
- REPRESENTATIVES  
McGavren-Guild, Inc.
- FACILITIES  
5,000 w.; 680 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12b, 13b, 14a.  
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 31, 32a, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

ET	TIME RATES				
	1 min	30 sec	1 min	30 sec	100+
AAA—Farm Time—Mon thru Sat 5:30-7 am & 11:55 am-1 pm.					
AA—Mon thru Sat 7-9 am & 4-7 pm.					
A—Mon thru Sat 9-11:55 am & 1-4 pm.					
B—All other times.					

- AGENCY COMMISSION  
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12b, 13b, 14a.  
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 31, 32a, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

ET	TIME RATES				
	1 min	30 sec	1 min	30 sec	100+
6. SPOT ANNOUNCEMENTS					
1 min	35	30	25	20	17
30 sec	32	27	23	18	15
20 sec	29	24	21	16	14
10 sec	24	21	18	15	12
10 sec	17	14	13	10	8

- AGENCY COMMISSION  
15/0 time only; 30 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12b, 13b, 14a.  
Basic Rates: 21a, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 27, 28a, 29a, 31, 32a, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 61b, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

ET	TIME RATES				
	1 min	30 sec	1 min	30 sec	100+
6. SPOT ANNOUNCEMENTS					
1 min	41	48	24	29	18
30 sec					



St. Joseph—K K J O—Continued

**TIME RATES**  
No. 5A Eff 3/1/72—Rec'd 6/14/72.  
I—Mon thru Sat 6-11 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun all day.  
III—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE				30 SECONDS			
	1 min	30/20	10 sec	11	1 min	30/20	10 sec	11
11 ti	18	15	11	16	13	10	12	9
12 ti	16	13	10	14	12	9	11	8
18 ti	15	12	9	13	11	8	10	7

**7. PACKAGE PLANS**

**WEEKLY CUME PLANS**

PER WK. EA:	1 min	30 sec	10 sec
Plan A—15 ti (8t, 5H, 2H)	13	11	8
Plan B—30 ti (18t, 8H, 4H)	12	10	8

**CONSECUTIVE WEEK DISCOUNT**

52 wk—10%  
**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

**KSFT (FM)**

1962  
Media Code 4 226 6332 8.00  
KUSN Corp., Inc., 2414 S. Leonard Rd., St. Joseph, Mo. 64503. Phone 816-233-2577.  
See affiliated AM station for additional information. AM facilities: KUSN.

**STATION'S PROGRAMMING DESCRIPTION**  
KNFT (FM): Programmed for adults.  
MUSIC: 95% popular standards, showtunes, film music, group vocals & instrumentals selected in 15 min segments. NEWS: 3-1/2 min each hour in drive times, 2 min every other hour remainder of day. Public service throughout day. COMMERCIAL POLICY: 8 max per hour, 2 commercials clustered every 15 min. Contact Representative for further details. Rec'd 2/28/74.

**1. PERSONNEL**  
Station Manager—Ken Beck.  
**2. FACILITIES**  
ERP 3,900 w. (horiz.), 3,900 w. (vert.); 105.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 225 ft. above average terrain.  
**3. GENERAL ADVERTISING** See coded regulations affiliated with ATA Radio Network.  
KSFT (FM)/KUSN & KEWI/KSWT (FM), Topeka, Kan. combinable for frequency discount.

**TIME RATES**

Eff 3/1/74—Rec'd 1/28/74.  
AAA—9 am-9 pm.  
AA—6-9 am & 9 pm-midnight.  
A—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MIN			30 SEC		
	AAA	AA	A	AAA	AA	A
52 x	7.00	6.00	5.50	6.00	5.00	4.50
104 x	6.50	5.50	5.00	5.50	4.50	4.00
260 x	6.00	5.00	4.50	5.00	4.00	3.50
312 x	5.50	4.50	4.00	4.50	3.50	3.00
520 x	5.00	4.00	3.50	4.00	3.00	2.50

FM/AM contracts combinable for frequency discount.

**KUSN**

1955  
Media Code 4 226 6375 7.00  
KUSN Corp., KUSN Bldg., 2414 S. Leonard Rd., St. Joseph, Mo. 64503. Phone 816-233-2577.

**STATION'S PROGRAMMING DESCRIPTION**  
KUSN: Programmed for mass appeal.  
MUSIC: 75% modern country and western, 25% contemporary. NEWS: 5 min before hour and headlines 25 min after hour. FARM: reports 6:35 am & 7:25 am. AIR PERSONALITIES handle all segments. Remote broadcast available. Editorialization. Professional and college football. Personalities available for remotes. Contact Representative for further details. Rec'd 2/28/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Warren Rhyner.  
Program Director—Dave Novak.  
News Director—Keith Harrington.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
**4. AGENCY COMMISSION**  
15%; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 15b.  
Basic Rates: 22b, 23a, 28a, 29a.  
Contracts: 40c, 43, 45, 49, 50.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b.  
Cancellation: 71a, 73b.  
Prod. Services: 82.  
FM facilities: KSFT (FM).  
Affiliated with ATA Radio Network.  
KUSN/KSWT (FM) & KEWI/KSWT (FM), Topeka, Kan. combinable for frequency discount.

**TIME RATES**

No. 8 Eff 8/1/71—Rec'd 7/2/71.

**7. PACKAGE PLANS**

PER WK:	1 MINUTE			
	1 wk	13 wk	26 wk	52 wk
6 ti	8.50	8.00	7.50	7.00
12 ti	8.00	7.50	7.00	6.50
18 ti	7.50	7.00	6.50	6.00

**30 SECONDS**

6 ti	12 ti	18 ti
6.50	6.00	5.50
6.00	5.50	5.00
5.50	5.00	4.50

10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x	60.00	36.00	24.00	12.00
13 x	57.00	34.00	22.00	11.25
26 x	54.00	32.00	20.00	10.50
52 x	51.00	30.00	18.00	9.75
104 x	48.00	28.00	16.00	9.00
156 x	45.00	26.00	14.00	8.25
260 x	42.00	24.00	12.00	7.50
312 x	39.00	22.00	10.00	6.75

AM/FM contracts combinable for frequency discount.

**ST. LOUIS**

(including East St. Louis, Granite City, Ill.; Clayton, Crestwood, Mo.)  
(11 AM; 10 FM)

Plus 2 paid duplicate listings  
St. Louis, Clayton, St. Louis County—Map Location H-4

See SHDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 13 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	113	64	80	70
B	77	60	72	65
C	70	58	70	60
D	68	52	65	41
AVERAGE	77	59	72	57

**KADI (FM)**

1959  
ST. LOUIS  
RAB

A Communications Fund, Inc. Station  
Media Code 4 226 6460 7.00  
Communications Fund, Inc., 2735 Bompert St., St. Louis, Mo. 63144. Phone 314-988-1900.  
See affiliated AM station for additional information. AM facilities: KXLY.

**STATION'S PROGRAMMING DESCRIPTION**  
KADI (FM): MUSIC: progressive rock, interspersed with topical comment and thought. NEWS: network news and weather. COMMERCIAL POLICY: maximum 12 minutes per hour. Continuity policy; commercials live or personalized, production provided. Contact representative for further details. Rec'd 7/11/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard J. Miller.  
Assistant Manager—William Ganey.  
**2. REPRESENTATIVES**  
ABC FM Spot Sales.  
**3. FACILITIES**  
S/O pages.  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 366 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations affiliated with American FM Network.

**TIME RATES**

Eff 7/1/74—Rec'd 1/11/74.  
AAA—Mon thru Sun 6-10 am & 3 pm-1 am.  
AA—Mon thru Sun 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

1 min	AAA				AA			
	12 ti	18 ti	24 ti	30 ti	12 ti	18 ti	24 ti	30 ti
30 sec	31	33	31	30	34	31	28	27
	28	26	25	29	26	23	22	22

**KATZ**

1954  
ST. LOUIS

Alan Torbet Associates, Inc.  
**Independent Black**

Media Code 4 226 6545 5.00  
Lacide Radio, Inc., 812 Olive St., St. Louis, Mo. 63101. Phone 314-241-6000.

**STATION'S PROGRAMMING DESCRIPTION**  
KATZ: Programmed primarily for Negro audience.  
MUSIC: M-Sat rhythm and blues with 6 personalities. Sun: noon-4 pm rhythm and blues. NEWS: 4 min at :53, 85% local. 35% national and international. Daily community calendar and panel programs, gospel music, church remotes, religious features. Contact Representative for further details. Rec'd 4/30/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Douglas E. Eason.  
Sales Manager—Cliff Mantle.  
Program Director—Keith Adams.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1600 kc. Directional 15/0 net time; payable when rendered.  
Operating schedule: 24 hours daily. CST.  
**4. AGENCY COMMISSION**  
15/0 net time; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25c, 27, 28b, 29a, 33a.  
Contracts: 40a, 41, 43, 44a, 44b, 45, 46, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 63d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 17 Eff 10/1/74—Rec'd 8/16/74.

AAA—Mon thru Fri 5-10 am & 3-7 pm (fixed/non-preemptible).  
AA—Mon thru Fri 5-10 am & 3-7 pm (rotating); Mon thru Fri 10 am-3 pm (fixed); Sat & Sun 5 am-7 pm (fixed).  
A—Mon thru Sun 5 am-7 pm (BTA); Mon thru Fri 10 am-3 pm (rotating).  
B—Mon thru Sun 7 pm-5 am (ROS).

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	500x	1000x	
AAA	27.00	24.65	23.50	22.40	21.30
AA	21.30	19.00	18.50	17.90	17.30
A	19.00	16.80	16.25	15.70	15.10
B	17.40	15.70	14.55	13.45	12.30

**30 SECONDS**

PER WK:	1 min	12 min	18 min	24 min	30 min
AAA	21.50	19.70	18.80	17.90	17.00
AA	17.00	15.25	14.80	14.35	13.90
A	15.25	13.45	13.00	12.55	12.10
B	14.35	12.55	11.65	10.75	9.85

10 sec: 50% of 1-min.

**KCFM (FM)**

1955  
ST. LOUIS

HR Stone radio  
Media Code 4 226 6630 5.00  
Commercial Broadcasting Co., 532 De Balliere, St. Louis, Mo. 63112. Phone 314-726-1077.

**STATION'S PROGRAMMING DESCRIPTION**  
KCFM (FM): MUSIC: 4 pauses an hour; instrumentals, great standards and familiar hits of past blended with newest releases of popular songs and melodies. ANNOUNCERS are live, but talk is cut to minimum. NEWS: hourly time and temperature as needed. COMMERCIAL POLICY: maximum commercial load is 6 announcements an hour. No triple spotting, which includes news or public affairs. Maximum of 6 spots per day—30 per week. Contact Representative for further details. Rec'd 8/7/72.

**1. PERSONNEL**  
President—Harry Eidelman  
General Manager—Sibley Smith  
General Sales Manager—Harold Capron, Jr.  
**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 32a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60f, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.

**TIME RATES**

Eff 9/1/74—Rec'd 8/19/74.  
AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
30 sec	24	22	20	18	21	19	17	15

**KEZK (FM)**

1968  
ST. LOUIS  
Media Code 4 226 6637 0.00  
Heffel Broadcasting-St. Louis, Inc., 1780 S. Brentwood Blvd., St. Louis, Mo. 63144. Phone 314-968-5550.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William J. Clark.  
General Sales Manager—Richard J. Quigley.  
Operations Manager—Dave Halston.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 500 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15%.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b.  
Rate Protection: 15c.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 28c, 29a, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 48, 49.  
Comb.: Cont. Discounts: 60c.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81.

**TIME RATES**

No. 2 Eff 8/1/74—Rec'd 7/5/74.  
AAA—9 am-7 pm.  
AA—6-9 am & 7-10 pm.  
A—10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA			AA			A		
	1 min	1 min (*)	1 min (*)	1 min	1 min (*)	1 min (*)	1 min	1 min (*)	1 min (*)
6 ti	25	25	27	23	23	19	15	15	15
12 ti	27	23	25	21	21	17	13	13	13
18 ti	25	21	23	19	19	15	11	11	11
24 ti	23	19	21	17	17	13	9	9	9

(\*) 30 sec/less.

**7. PACKAGE PLANS**  
BULK PLAN  
1000 spots within contractual yr, contracted in advance, use 24 ti rate.

**MISSOURI**

KFMS (FM)  
1962  
ST. LOUIS  
A LIN Owned Station

KATZ RADIO  
Stereo  
RAB

Media Code 4 226 6645 3.00  
Radio Station WIL-FM, 300 N. Twelfth Blvd., St. Louis, Mo. 63101. Phone 314-436-1600.

See affiliated AM station for additional information. AM facilities: WIL.

**STATION'S PROGRAMMING DESCRIPTION**  
KFMS (FM): Programmed for adults. MUSIC: 93% popular standards, showtunes, film music, group vocals & instrumentals selected in 1/4 hour segments. NEWS: 3 1/2 min ea hr am & pm drive times, 2 min every other hour remainder of day, stock reports in pm drive news. Public service throughout day. COMMERCIAL POLICY: 8 maximum per hour, 2 commercials clustered every 15 minutes. Contact Representative for further details. Rec'd 11/6/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard F. Carr.  
**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST. Antenna ht.: 510 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations affiliated with Katz Radio Network.

**TIME RATES**

No. 1 Eff 12/1/73—Rec'd 11/29/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
	1 min	15	14	13	12	11	10
30 sec	12	11	10	9	8	7	6

**8. PROGRAM TIME RATES**

PER YR:	13x	26x	52x	104x	156x	208x	500x
1 hr	105	100	95	90	85	80	75
1/2 hr	79	75	71	67	63	59	55
5 min	44	42	40	38	36	34	33

**KIRL**

1958  
ST. CHARLES  
RAB

(This is a paid duplicate of the listing appearing under St. Charles, Mo.)  
Media Code 4 226 6175 1.00  
Contemporary Media, Inc., Box 1463, St. Charles, Mo. 63301. Phone 314-946-6600.

**STATION'S PROGRAMMING DESCRIPTION**  
KIRL: Programmed to appeal to young adults & teens, 12-35.  
MUSIC: top 20 current hits, mixed with selected hits of past 20 years. NEWS: network & local; 53 brief weather & traffic reports 3x/hour in AM drive time. COMMERCIAL POLICY: maximum 14 minutes per hour no triple-spotting; maximum of 70-seconds per cluster. Contact Representative for further details. Rec'd 8/30/73.

**1. PERSONNEL**  
General Manager—Mike Rice.  
Sales Manager—Walt Bowen.  
Operations Director—Dave Scott.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
5,000 w.; 1480 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 time only; 30 days.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14b.  
Basic Rates: 20

# MISSOURI

St. Louis—Continued

## KKSS (FM)

1970  
ST. LOUIS



Media Code 4 226 6992 5.00  
Amaturo Group, Inc., Box 5333, Fort Lauderdale, Fla. 33310  
Mailing address: 1215 Cole St., St. Louis, Mo. 63106. Phone 314-231-7785.

**STATION'S PROGRAMMING DESCRIPTION**  
KKSS (FM): MUSIC: Current hits, gold, and general MOR. NEWS: 3 min at :60 and :30 in am drive; 2 min at :60 in pm drive. Weather 3K per hour. COMMERCIAL POLICY: 8 units per hour. Contact Representative for further details. Rec'd 1/28/74.

### 1. PERSONNEL

President—Joseph C. Amaturo.  
Vice-Pres. & Gen'l Mgr.—M. E. (Doc) Fidler.  
Station Manager—Robb Wolken.

### 2. REPRESENTATIVES

Arery-Knoel, Inc.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 (vert.); 107.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 460 ft. above average terrain.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 24c, 25a, 29b, 29c, 29a, 29b, 33b.  
Contracts: 40a, 41, 42, 43, 46, 51b.  
Comb.: Cont. Discounts: 60f, 60g, 60i.  
Cancellation: 70b, 70c, 73b.  
Prod. Services: 80.

### TIME RATES

ET 6/1/74—Rec'd 5/28/74.

AAA—Mon thru Sat 10 am-7 pm.  
AA—Mon thru Sat 6-10 am & 7 pm-midnight; Sun 10 am-midnight.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	Fixed 12 ti	18 ti	24 ti	30 ti	30 sec
1 min.	15	13	12	11	10
30 sec.	13	11	10	9	8
CLASS AA					
1 min.	13	11	10	9	8
30 sec.	11	9	8	7	6

A: 50% of AAA.  
10 sec: 70% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5%      26 wk—7%      52 wk—10%

## KMOX

1925  
ST. LOUIS  
CBS Owned

Represented by **CBS RADIO SPOT SALES**

**News - Talk - Information Sports**



Subscriber to the NAB Radio Code  
Media Code 4 226 6715 4.00  
CBS Radio, a Div. of Columbia Broadcasting System, Inc., One Memorial Dr., St. Louis, Mo. 63102. Phone 314-621-2345.

**STATION'S PROGRAMMING DESCRIPTION**  
KMOX: Programmed for general interest.  
5:30-9 am: news, information, farm news, markets, weather reports, sports, air personalities, traffic reports.  
9-12N: MOR music. Interviews, air personalities. 12N-7 pm: talk, information, air personalities, guest interviews, listener phone-ins, news at :55, weather, sports, markets. 7-7:30 pm: network. 7:30 pm-12M: talk, information, interviews, listener phone-ins, news at :55, weather, sports. 12M-5:30 am: news at :50, air personalities, MOR music. NEWS: national, regional, local. 1 helicopter, editorials, remotes throughout week, interviews, discussion, debates. SPORTS: pro baseball, football, hockey, college football. Contact Representative for further details. Rec'd 5/4/73.

### 1. PERSONNEL

Regional Vice-President—Robert Hyland.  
Station Manager—Virginia Davies.  
Sales Director—Viola A. Arnold.

### 2. REPRESENTATIVES

CBS Radio Spot Sales.

### 3. FACILITIES

30,000 w.; 1120 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29.  
Contracts: 40b, 41, 44b, 45, 46, 46, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61b, 63d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

### TIME RATES

No. 30 ET 4/30/73—Rec'd 8/1/73.  
AM Drivetime—Mon thru Fri 5:30-10 am.  
PM Drivetime—Mon thru Fri 2:59-7 pm.  
Daytime—Mon thru Fri 10 am-2:59 pm; Sat & Sun 6 am-7 pm.  
Nighttime—Sat & Sun 7 pm-midnight.  
Nighttime: At Your Service—Mon thru Fri 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	SECTION I AM Drivetime				
	1 ti	3 ti	12 ti	20+	30 sec
1 min.	170	120	113	106	90
30 sec.	130	90	85	79	60
PM Drivetime					
1 min.	110	77	72	67	50
30 sec.	82	58	54	50	40
Daytime					
1 min.	101	67	64	61	48
30 sec.	77	51	48	46	30
Nighttime					
1 min.	65	42	40	38	30
30 sec.	49	32	30	29	20

Nighttime: At Your Service 1 ti 5+  
30 sec. 75 60  
60 45  
Preferred position, extra 20%.  
Comb. with II & III to earn lower rates in I & III. Even rotation in all 1/2 hr segments not guaranteed.

### DISCOUNT

52 wk—10% (except Nighttime At Your Service).

### 7. PACKAGE PLANS

PER WK, ROS:	SECTION III WEEKEND SATURATION PLAN (Sat 6 am thru Sun midnight)				
	4 ti	6 ti	12 ti	20+	30 sec
1 min.	54	52	50	47	40
30 sec.	43	41	39	36	30

May be combined with Sections I and II to earn lower rates in Sections I and III.

### 8. PROGRAM TIME RATES

**SECTION II—5 MINUTES**  
AM Drivetime—Mon thru Fri 5:30-10 am.  
PM Drivetime—Mon thru Fri 3-7 pm.  
Daytime—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
PER WK: 1 ti 2 ti 4+  
AM Drivetime 145 131 116  
PM Drivetime 111 100 90  
Daytime 105 95 86  
May be combined with Sections I and III to earn lower rates in Sections I and III.

### DISCOUNT

26 wk—5%      52 wk—10%

### 9. PARTICIPATING PROGRAMS

**SECTION IV  
MAN WHO WALKS AND TALKS AT MIDNIGHT**  
(Tues thru Sun midnight-5:30 am)  
Participating sponsorship, 40 ti. 350  
1-min. (minimum 6 per wk) 33  
May not combine with any other Section to earn lower rates.

## KMOX-FM

1962  
ST. LOUIS  
**CBS/FMSALES**



Subscriber to the NAB Radio Code  
Media Code 4 226 6716 2.00  
CBS Radio, a Div. of Columbia Broadcasting System, Inc., One Memorial Dr., St. Louis, Mo. 63102. Phone 314-621-2345.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KMOX-FM: Programmed for adults and young adults. MUSIC: middle-of-the-road with emphasis on newer albums and singles. NEWS: network and local news every half-hour in morning and afternoon drive times, otherwise on hour. COMMERCIAL POLICY: 6 minutes per hour maximum. Contact Representative for further details. Rec'd 4/17/70.

### 1. PERSONNEL

Regional Vice-President—Robert Hyland.  
Station Manager—Robert Osborne.  
Sales Manager—William Weber.

### 2. REPRESENTATIVES

CBS/FM Sales.

### 3. FACILITIES

ERP 47,000 w.; 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 998 ft. above average terrain.

### 4. GENERAL ADVERTISING See coded regulations

Affiliated with CBS.  
**TIME RATES**  
No. 4 ET 3/1/71—Rec'd 5/3/73.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 6-10 am.  
B—Mon thru Sun 10 am-3 pm & midnight-6 am.

PER WK:	FIXED				
	A	A	B	30 sec	1 min
1 ti	18.00	14.00	16.00	13.00	14.00
12 ti	15.00	12.00	13.00	10.00	11.00
18 ti	14.00	11.00	12.00	9.00	10.00
24 ti	13.00	10.00	11.00	8.00	9.00

ROS—PREEMPTIBLE  
1 ti 10.00 8.00 9.50 7.50 9.00 7.00  
12 ti 9.50 7.50 9.00 7.00 8.00 6.50  
18 ti 9.00 7.00 8.50 6.50 7.50 6.00  
24 ti 8.50 6.50 8.00 6.00 7.00 5.50

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%

### 7. PACKAGE PLANS

PER WK:	IMPACT—FIXED				
	1 min	30 sec	1 min	30 sec	1 min
Plan I (4AA, 4A, 4B)	140	112	140	112	140
Plan II (6AA, 6A, 6B)	194	155	194	155	194
Plan III (8AA; 8A, 8B)	238	190	238	190	238

IMPACT—ROS—PREEMPTIBLE  
Plan I (4AA, 4A, 4B) 95 78  
Plan II (6AA, 6A, 6B) 135 108  
Plan III (8AA, 8A, 8B) 169 135

**BULK**  
PER YR. EA: 1 min 1000x 7

## KSD

1922  
ST. LOUIS

## NBC Radio Network

**BLAIR RADIO**



Subscriber to the NAB Radio Code

Media Code 4 226 6885 5.00  
KSD/KSD-TV, Inc. 1111 Olive St., St. Louis, Mo. 63101. Phone 314-421-5055.

### STATION'S PROGRAMMING DESCRIPTION

KSD: Programmed for adults 18-49.  
MUSIC: modern MOR, top 50 playlist. NEWS: local before network at :60, headlines at :30, 5 min national, regional & local reports. 26 man news staff, 4 mobile cruisers, traffic reports in drive times. Contact Representative for further details. Rec'd 4/3/74.

### 1. PERSONNEL

President—Harold Grams.  
General Manager—Ed Newsome.  
Traffic Manager—Larry Wright.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

5,000 w.; 550 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 6b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h.  
Basic Rates: 22a, 23a, 28b, 28c, 29b.  
Contracts: 40a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60f, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Affiliated with NBC and Blair Represented Networks.

### TIME RATES

No. 41 ET 4/1/74—Rec'd 4/3/74.

AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-7:30 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sat 7:30-10 pm; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA				
	1 ti	6 ti	12 ti	16 ti	24 ti
1 min.	85	80	77	74	71
30 sec.	64	60	58	56	54
CLASS AA					
1 min.	78	73	70	67	64
30 sec.	59	55	53	51	49
CLASS A					
1 min.	65	61	58	55	52
30 sec.	49	46	44	42	40
CLASS B					
1 min.	47	43	41	39	37
30 sec.	36	33	31	29	27

All spots rotate equally within time classes.

### 10. SPECIAL FEATURES

5 min news—applicable 1-min rate plus 25%.  
News capsule—applicable 30-sec rate plus 20%.

## KSHE (FM)

1961  
CRESTWOOD

## Century National Sales



Media Code 4 226 6970 5.00  
Century Broadcasting Corp., 9434 Watson Rd., St. Louis, Mo. 63126. Phone 314-842-1111.

### STATION'S PROGRAMMING DESCRIPTION

KSHE (FM): Programmed for adults.  
MUSIC: progressive rock, folk, jazz. Frequent specials featuring prominent musicians and groups.  
NEWS: 16 newscasts a day. Contact Representative for further details. Rec'd 7/8/71.

### 1. PERSONNEL

President—Howard Grafman.  
General Manager—Sheldon Grafman.  
Station Manager—Rick Lee.

### 2. REPRESENTATIVES

Century National Sales.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 500 ft. above average terrain.

### 4. AGENCY COMMISSION

15% on time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 2b, 3a, 3d, 4a, 5.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 41, 45.  
Comb.: Cont. Discounts: 60d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 13 ET 1/1/74—Rec'd 12/7/73.  
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 9 am-6 pm.  
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6 pm-1 am.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	FIXED				
	6 ti	12 ti	18 ti	6 ti	12 ti
1 min.	55	50	45	50	45
30 sec.	40	35	30	35	30

30 sec: 80% of 1-min.  
**7. PACKAGE PLANS**  
TAP, PER WK: 6 ti 12 ti 18 ti  
1 min. 45 40 35  
30 sec: 80% of 1-min.  
1/3 ea: 6 am-3 pm, 3 pm-1 am, all other times.

### DISCOUNT

52 wk—5%

## KSLQ (FM)

ST. LOUIS  
1960



**METRO RADIO SALES**



Media Code 4 226 7012 5.00  
Bartell Broadcasting of Missouri Inc., 111 S. Bemis-ton Ave., St. Louis, Mo. 63105. Phone 314-725-9814.

**STATION'S PROGRAMMING DESCRIPTION**  
KSLQ (FM): MUSIC: for young adults & teens. AIR PERSONALITIES, COMMERCIAL POLICY: limited to only 8 commercial minutes per hour. No triple spotting. Contact Representative for further details. Rec'd 11/30/72.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Joseph M. Kelly.  
General Sales Manager—Stephen E. Dinkel.  
Program Director—Al Casey.

### 2. REPRESENTATIVES

Metro Radio Sales.

### 3. FACILITIES

100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 580 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations



St. Louis—KSTL—Continued

**PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	156x	260x
1/2 hr.	70.00	66.50	63.00	59.50	56.00	52.50	49.00
1/4 hr.	42.00	39.90	37.80	35.70	33.60	31.50	29.40
10 min.	28.00	26.60	25.20	23.80	22.40	21.00	19.60
5 min.	21.00	19.95	18.90	17.85	16.80	15.75	14.70

**KXEN**

1951

**ST. LOUIS-FESTUS**

Media Code 4 226 7225 3.00  
KXEN, Inc., Box 28, St. Louis, Mo. 63166. Phone 314-436-6550.

**STATION'S PROGRAMMING DESCRIPTION**  
KXEN: Programmed primarily for the adult religious audience.

**MUSIC:** M-Sat 1 pm sign-off gospel for Christian audience. Sun. Religious features & Church remotes. **NEWS:** Church calendar, local & national news throughout day. Rec'd 5/30/72.

**1. PERSONNEL**  
President—Harold S. Schwartz.  
General Manager—Bernie Harville.  
Program Director—Lee Riley.

**3. FACILITIES**  
50,000 w. days; 1010 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a.  
Contracts: 40b, 46.  
Cancellation: 73a.

**TIME RATES**

ET Rec'd 11/9/73.

**6. SPOT ANNOUNCEMENTS**

	1-13x	26x	52x	104x	156x	260x	312x
1 min.	10.50	10.00	9.50	9.00	8.50	8.00	7.50
30 sec.	8.00	7.50	7.00	6.50	6.00	5.50	5.00

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr
A—Mon thru Fri 7-9 am	140	75	40
B—Mon thru Fri 9 am sign-off	120	65	35

Sat 7 am-noon: 35  
1/4 hr. 1/2 hr. 65  
1/4 hr. 40 1 hr. 140  
1/2 hr. 75

**GOSPEL VOICE OF THE MIDWEST!**

Serving More Religious Accounts Than Any Other St. Louis Area Station

Write For Program Schedule & Coverage Map.

50,000 WATTS **KXEN** 1010 KC

**KXLW**

1946

**CLAYTON, MO.**

**RAB**

A Communications Fund, Inc. Station

Media Code 4 226 7310 3.00  
Communications Fund, Inc., 2735 Bompert, St. Louis, Mo. 63144. Phone 314-961-1320.

**STATION'S PROGRAMMING DESCRIPTION**  
KXLW: Programmed primarily for Negro audience. **MUSIC:** M-Sat 6 am sign-off Gospel Sun: Discussion programs. Religious features and church remotes. Contact Representative for further details. Rec'd 3/30/72.

**1. PERSONNEL**  
President—Richard J. Miller.  
National Sales Manager—John T. Shean.  
Assistant Manager—Philip F. O'Brien.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Communications Fund, Inc. Stations: See Rep. & S/O pages.

**3. FACILITIES**  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3b, 4a, 4c, 5, 6a, 7b, 8.  
Basic Rates: 22b, 23a, 26.  
Contracts: 40a, 45, 46.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: KADI (FM).  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

ET 4/30/68—Rec'd 12/4/68.

**7. PACKAGE PLANS**

	12 ti	16 ti	24 ti	30 ti
PER WK, EA:	15	13	11	10

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	150	90	55	40	30
52 x	140	80	54	38	28
104 x	130	75	53	36	26
260 x	120	70	52	34	24

**KXOK**

1938

**ST. LOUIS**



**ROBERT E. EASTMAN & CO., INC.**

**RAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 226 7395 4.00  
Storz Broadcasting Co., KXOK Radio, 7777 Bonhomme Ave., Suite 1601, St. Louis, Mo. 63105. Phone 314-727-6500.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack S. Sampson.  
Assistant General Manager—Donald K. Wiese.  
Sales Promotion Manager—John Corrigan.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
5,000 w.; 630 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 25b, 25c, 29a, 30, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Eastman Radio Network.

**TIME RATES**

No. 26 Rev 4/10/73—Rec'd 4/13/73.  
I—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.  
II—Mon thru Sun 7 pm-midnight; Mon thru Sat 6-10 am; Sun 10 am-7 pm.  
III—Mon thru Fri 10 am-3 pm.  
IV—Cloud Club.

**6. SPOT ANNOUNCEMENTS**

	PER WK:	SECTION I	12 ti	16 ti	24 ti	30 ti
1 min.	100	80	75	70	65	60
30 sec/or less.	80	64	60	56	52	48

**SECTION II**

1 min.	90	70	65	63	60
30 sec/or less.	72	56	52	50	48

**SECTION III**

1 min.	70	55	50	45	40
30 sec/or less.	56	48	44	40	36

**SECTION IV**

1 min.	30	26	24	22	20
30 sec/or less.	24	20	18	17	16

**10. SPECIAL FEATURES**  
**NEWS PROGRAM PLANS**

	SECTION I & II	12 ti	16 ti	24 ti
1 wk.	120	115	100	90
26 wk.	115	110	105	95
52 wk.	110	105	100	90

**SECTION III**

1 wk.	85	80	76	70
26 wk.	78	76	72	66
52 wk.	74	72	68	63

**SECTION IV**

1 wk.	35	34	32	30
26 wk.	33	32	30	28
52 wk.	31	30	29	27

4-1/2-min news hourly at :55 incl 1 1-min spot plus open & close.

**NEWS FEATURE PLANS**

**SECTION I & II**

1 wk.	100	95	90	80
26 wk.	95	90	85	75
52 wk.	90	85	80	70

**SECTION III**

1 wk.	64	58	55	48
26 wk.	60	55	51	47
52 wk.	55	50	47	44

**SECTION IV**

1 wk.	24	23	22	21
26 wk.	23	22	21	20
52 wk.	22	21	20	19

2-min weather, news, sports hourly at :25 incl 1 30-sec spot plus open & close. Multiple wks must be consec. News & news features combinable in all time classes & can be added toward discounts on spots, but not vice versa.

**WESL**

1972

**EAST ST. LOUIS, ILL.**

**RAB**

Media Code 4 226 7437 4.00  
East St. Louis Broadcasting Co., Inc., 149 S. 8th St., East St. Louis, Ill. 62201. Phone 618-874-1490, 1491, 274-1491.

**1. PERSONNEL**  
Station Manager—Robert O. Wolf.  
Program Director—Jim Gates.  
Sales Manager—John Judd.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Same pattern day & night.  
Operating schedule: 6-1 am. CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29b, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70c, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
(\* ) Programs only.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 3 ET 6/19/72—Rec'd 12/22/72.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	260x	312x
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.00	6.50	6.20	5.80	5.40	5.00	4.60	4.20
	5.50	4.90	4.60	4.30	4.00	3.70	3.40	3.10

(\* ) 25 wds/less.  
12+ spots in 1 week, same copy, less 20%.

**8. PROGRAM TIME RATES**

	1x	13x	26x	52x	104x	156x	260x	312x
1 hr.	80.00	65.00	60.00	56.00	53.00	50.00	47.00	45.00
1/2 hr.	50.00	45.00	40.00	36.00	33.00	30.00	27.00	25.00
1/4 hr.	30.00	27.50	25.00	22.50	20.00	17.50	15.00	14.00
10 min.	20.00	18.00	16.00	15.00	14.50	14.00	13.50	13.00
5 min.	15.00	13.00	12.50	11.50	11.00	10.50	10.00	9.50

**WEW**

1921

**ST. LOUIS**

**RAB**

Media Code 4 226 7480 4.00  
WEW Radio, Inc., 517 Stadium Plaza, St. Louis, Mo. 63102. Phone 314-436-7077.

**STATION'S PROGRAMMING DESCRIPTION**  
WEW: MUSIC: MOR with best of current records, standards of yesterday, familiar tunes that have a full orchestration. Live big band singer & orchestra. Live music & audience participation 2 hour show daily. All PERSONALITIES handle all segments. Rec'd 9/5/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles P. Stanley.  
Program Director—Buddy Moreno.

**3. FACILITIES**  
1,000 w. days; 770 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15% on gross charges for station facilities.

**5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10b, 11b.  
Cancellation: 70e, 71a.  
Affiliated with American Entertainment Network.

**TIME RATES**

No. 14 ET 6/1/69—Rec'd 4/30/69.  
AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—Mon thru Fri 9 am-3 pm; Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**

**CLASS AA**

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	25	23	21	19	17
20/30 sec.	18	17	15	14	13

**CLASS A**

1 min.	22	20	18	16	14
20/30 sec.	16	15	14	12	11

10 sec: 50% of 1-min, when available.  
**CONTRACTS**  
500+—18 ti rate 1000+—30 ti rate  
Within contractual year.

**9. PARTICIPATING PROGRAMS**

RUSS DAVID TERRE DULAC PLAYHOUSE PARTY  
(Mon thru Fri noon-2 pm) 30.00

**10. SPECIAL FEATURES**

4-1/2-min newscasts at :60.  
AA, flat. 30 A, flat. 25  
1-min spot plus open and close.  
1-1/2-min Weather Forecasts at :15—Applicable 1-min rate plus 7.00; 1-min spot plus open and close.

**WGNU**

1961

**GRANITE CITY, ILL.**

**RAB**

Media Code 4 226 7565 2.00  
Norman Broadcasting Co., Box 178, St. Louis, Mo. 63166. Phone 314-241-9468.  
Other office: 92 Nameoki Sta., Granite City, Ill. 62040. Phone 618-451-9050.

**STATION'S PROGRAMMING DESCRIPTION**  
WGNU: Programmed for adults and young adult country music fan. ALL PERSONALITIES HANDLE ALL SEGMENTS. MUSIC: features top 50 country and western survey every week. Emphasis on current country and western hits sign-on-sign-off. NEWS: 5 min world, national & local news from UPI & own news department at :60. Remote equipment and talent available for promotions, civic events and on-the-spot programming for public service or entertainment purposes. Contact Representative for further detail. Rec'd 1/26/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles H. Norman.  
Program Director—Neil Parks.  
News & Sports Dir.—Russell Benson.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.

**3. FACILITIES**  
500 w. days; 920 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25a, 29a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a, 60f, 60L.  
Cancellation: 71a, 72.  
Prod. Services: 82.  
Affiliated with KBS.

**TIME RATES**

ET 2/17/70—Rec'd 1/23/70.

**6. SPOT ANNOUNCEMENTS**

	1x	100x	200x	300x	500x	1000x
1 min.	12.00	11.75	11.50	11.25	10.50	10.00
30 sec	75%	75%	75%	75%	75%	75%

# MISSOURI

## St. Louis—W M R Y (FM)—Continued

### 8. FACILITIES

ERP 50,000 w.; 101.1 mc. Stereo.  
Operating schedule: 19-1/2 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0: 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28.  
28c, 29a, 30.  
Contracts: 40a, 41, 42a, 44b, 45, 46.  
Comb.; Cont. Discounts: 60b, 60l, 62d.  
Cancellation: 70a, 70d, 71a, 73a.  
Prod. Services: 80, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 5/3/74.

6. SPOT ANNOUNCEMENTS 1 min 30 sec 10 sec  
1 x ..... 5 3 2

10. SPECIAL FEATURES  
News, stocks, weather, ea. .... 8

## WRTH

1951  
WOOD RIVER



NAB

RAB

(This is a paid duplicate of the listing appearing under Alton, Ill.)  
Media Code 4 214 0165 4.00  
Avco Radio Corp., 135 N. Meramec, St. Louis, Mo. 63105. Phone 314-862-9030.  
Studio: Culp Lane, Cottage Hills, Ill. 62018. Phone 618-259-1800.  
STATION'S PROGRAMMING DESCRIPTION  
WRTH: Programmed for adults.  
MUSIC: pop/standard. Uninterrupted music programmed continuously on a 15 min basis. NEWS: at :55 & :25 in drive time. Housewife headline news at :53. Contact Representative for further details. Rec'd 8/7/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Joseph P. Constantino.  
General Sales Manager—Barry Goldberg.  
Operations Director—Jerry Irvine.

2. REPRESENTATIVES  
Avco Radio Sales.

3. FACILITIES  
800 w. day, 1,000 w. nights; 500 kc.  
Directional.  
Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION  
15/0 on station time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c.  
Basic Rates: 22a, 22b, 23a, 25a, 28a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Avco Group Plan.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 6-A ET 6/15/70—Rec'd 6/23/70.

### 6. SPOT ANNOUNCEMENTS

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.

A—Mon thru Sat 7-8 pm; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-8 pm.

B—Mon thru Sun 8 pm-midnight.

SECTION I—1 MINUTE

PER WK. PER YR. AA A B

1 11..... 65 85 60

3 11..... 26 x ..... 62 52 47

6 11..... 52 x ..... 59 49 44

9 11..... 104 x ..... 56 46 41

12 11..... 156 x ..... 53 43 38

15 11..... 208 x ..... 50 40 35

18 11..... 312 x ..... 47 37 32

21 11..... 520 x ..... 44 34 29

24 11..... 720 x ..... 32 27

30 11..... 1040 x ..... 30 25

20/30 sec: 80% of 1-min. 10 sec: 70% of 1-min.

### 7. PACKAGE PLANS

#### SECTION II—CONVERTIBLE GRID PLANS

Red—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.

White—Mon thru Sat 7-8 pm; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-8 pm.

Blue—Mon thru Sun 8 pm-midnight.

PER WK, 1 MIN: RED WHITE BLUE COST

3 11..... 2 1 ..... 175

6 11..... 2 1 ..... 245

9 11..... 2 4 ..... 330

12 11..... 5 4 ..... 496

15 11..... 7 5 ..... 619

18 11..... 9 6 ..... 728

21 11..... 10 8 ..... 810

24 11..... 10 8 ..... 860

30 11..... 13 8 ..... 1009

ROS within Grid class, vertically and horizontally.

### CONVERSION

Higher to lower: 1 Red converts to 3 White, 3 White converts to 3 Blue, Lower to higher: 3 Blue converts to 2 White, 3 White converts to 2 Red.

### COMBINABILITY

Section I spots in designated time classes, may be added to Section II at applicable rates; same frequency per week before conversion. Section II advertisers may switch to Section I rates any time during contract year at earned Section I rates on non-retroactive basis for balance of contract.

### 10. SPECIAL FEATURES

5-min news—1-1/2 x 1-min.

1/2 hr news—4 x 1-min.

1/4 hr news—3 x 1-min.

Weather & sports capsules—1-min plus 10%.

### RATEHOLDER

Minimum 3 per week. (D)

## SALEM (1 AM; 1 FM)

Dent County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KETU (FM)

1971



Subscriber to the NAB Radio Code  
Media Code 4 228 7790 6.00

Tower Broadcasting Corp., Crossroads Shopping Center, Salem, Mo. 65560. Phone 314-729-4159, 4150.

STATION'S PROGRAMMING DESCRIPTION

KETU (FM): C & W 20%. MOR 70%. Top 40 10%.

1. PERSONNEL  
General Manager—E. T. Blackwell.

2. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.

Operating schedule: 5:30 am-midnight. CST.  
Antenna ht.: 200 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Magic Circle Network.

### TIME RATES

ET—Rec'd 8/17/72.

### 6. SPOT ANNOUNCEMENTS

1 min. .... 1 11 21 31 11

30 sec: 1-min rate less .75. .... 3.00 2.75 2.50

### TIME RATES

ET—Rec'd 8/17/72.

### 6. SPOT ANNOUNCEMENTS

1 min. .... 1 11 21 31 11

30 sec: 1-min rate less .75. .... 3.00 2.75 2.50

## KSMO

1953

Media Code 4 226 7820 1.00

KSMO, Em. Eri Ann Broadcasting Co., Box 880, Salem, Mo. 65560.

STATION'S PROGRAMMING DESCRIPTION

KRDO: Mod C & W music, network news at :60.

1. PERSONNEL  
General Manager—Ronald R. Casey.

2. FACILITIES  
1,000 w.; 1340 kc. Non-directional.

Operating schedule: 6:00 am-10:15 pm weekdays; 7:00 am-8:00 pm Sun. CST.

4. AGENCY COMMISSION  
All rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 8/28/67.

### 6. SPOT ANNOUNCEMENTS

1x 52x 156x 385x 520x 1040x 2600x \$120x

1 min. 3.50 2.80 2.15 1.90 1.80 1.65 1.80 1.55

75 wds 2.50 2.05 1.80 1.60 1.50 1.35 1.46 1.25

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with CBS.

Member: Missouri Radio Network.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/1/73—Rec'd 5/24/73.

### 6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x \$12x

1 min 5.20 4.75 4.60 4.45 4.00 3.85 3.50

30 sec 3.90 3.70 3.40 3.20 2.90 2.85 2.60

### 7. PACKAGE PLANS

YEARLY PACKAGE—CONSECUTIVE

EA: 1 min ..... 500x 750x 1000x

30 sec ..... 3.10 2.85 2.55

30 sec ..... 2.35 2.10 1.80

Equal number of spots on AM & FM—10% discount.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBC and CBS.

Member: Magic Circle Network, Missouri Network, Inc.

Operating schedule: 5:00 a.m. to 11:00 p.m. weekdays; 7:00 a.m. to 11:00 p.m. Sunday. CST.

## 7. PACKAGE PLANS

PER WK: 10 11 20 30 40 50 11

1 min ..... 70.00 130.00 180.00 230.00 250.00

30 sec ..... 50.00 90.00 120.00 140.00 182.50

To be used within 7 consecutive days.

## KSIS-FM

1963

Media Code 4 228 7991 6.00

Yates Broadcasting Co., Box 1056, KSIS Bldg., North U. S. Hwy. 65, Sedalia, Mo. 65301. Phone 816-826-1050.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 2,900 w.; 92.1 mc.

Operating schedule: 6:00 am-midnight Mon thru Sat; 8 am-midnight Sun. CST.

Antenna ht.: 278 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with American Contemporary Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 7/11/68.

### 6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 312x 365+

1 min/less ..... 2.50 2.35 2.25 2.15 2.05 1.95 1.85 1.75

7. PACKAGE PLANS

5 6 7 8 9 10 11

Daily ..... 11.25 12.90 14.35 15.60 16.65 17.50

7 days ..... 25 11 40 11

14 days, 40 11 ..... 40.00 60.00

PER DAY: 2 11 3 11 4 11 5 11

PER MO: 60 11 90 11 120 11 150 11

30 days, ea. .... 1.75 1.65 1.55 1.48

Equal number of spots on AM & FM—10% discount.

Operating schedule: 6:00 am-midnight Mon thru Sat; 8 am-midnight Sun. CST.

4. AGENCY COMMISSION  
None; all rates net to station.



## Springfield—KGBX—Continued

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11c, 12c, 13c, 14a, 15a.  
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a  
 26, 28b, 28c, 29a, 30, 33a.  
 Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 49, 50,  
 51a.  
 Comb.: Cont. Discounts: 60b, 60c, 62a, 62c.  
 Cancellation: 70a, 70d, 71a, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with NBC.  
 Member: Missouri Radio Network.

## TIME RATES

ET 3/1/70—Rec'd 1/19/70.

## 6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x
1 min/less	11.00	10.75	10.50	10.25	10.00	9.50 8.50

## 7. PACKAGE PLANS

CONSECUTIVE WEEK SATURATION PLAN—

PER WK:	1 wk	4 wk	13 wk	26 wk	39 wk	52 wk
5 t	9.50	9.00	8.50	8.00	7.50	7.00
10 t	9.00	8.50	8.00	7.50	7.00	6.50
20 t	8.50	8.00	7.50	7.00	6.50	6.00
25 t	8.00	7.50	7.00	6.50	6.00	5.50
25 t	7.50	7.00	6.50	6.00	5.50	5.00
20/30 sec:	80% of 1-min.	10 sec:	50% of 1-min.			

## 8. PROGRAM TIME RATES

1 hr	80.00	77.50	75.00	70.00	67.50	62.50	60.00
1/2 hr	55.00	50.00	45.00	40.00	37.50	35.00	32.50
1/4 hr	32.50	30.00	28.00	27.00	26.00	24.00	22.00
5 min	22.00	21.00	20.00	19.00	18.00	17.00	16.00

## KICK

1949



Media Code 4 226 8330 0.00

Kickapoo Prairie Broadcasting Co., Inc., 610 College St., Springfield, Mo. 65806. Phone 417-869-1561.

## STATION'S PROGRAMMING DESCRIPTION

KICK: Programming target, 80% in 18-35 age group. Rock and roll music format.  
 AIR PERSONALITIES handle all segments. NEWS: local, regional and national news and weather at :55 and :25. 15 min newscast at 7:15 am. SPORTS: daily at 7:30 am and 5:30 pm; play-by-play college basketball. FEATURES: community bulletin board 3:30 pm daily; call-in youth forum 7-7:55 pm, Sun. Contact Representative for further details. Rec'd 5/7/71.

## 1. PERSONNEL

General Manager—Robert Vinyard.  
Program Director—Jim Stanley.

## 2. REPRESENTATIVES

George T. Hopewell, Inc.

## 3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc.

Non-directional.

Operating schedule: 24 hours daily. CST.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20a, 21a, 21c, 21d, 22a, 22b, 23a, 24b,  
 25a, 26, 28c, 29a, 32b.  
 Contracts: 40a, 44a, 45, 46, 48, 50, 51a, 51b.  
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 62d.  
 Cancellation: 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Member: The Magic Circle Network.

## TIME RATES

ET 7/1/70—Rec'd 9/1/70.

AA—Mon thru Sat 6:30-9 am & 3:30-6 pm.  
 A—Mon thru Sat 5:30 am & 9 am-3:30 pm; Sun  
 7 am-11 pm.

## 6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	260x	312x
1 min	8.50	7.50	7.00	6.50	6.00	5.50 5.00
30/20 sec	6.80	6.00	5.60	5.20	4.80	4.40 4.00

1 min	6.80	6.00	5.60	5.20	4.80	4.40 4.00
30/20 sec	5.45	4.80	4.50	4.15	3.85	3.50 3.20

10 sec ID's: 50% of 1-min. Minimum 2.50.

## 7. PACKAGE PLANS

PER WK:	10 t	15 t	20 t	10 t	15 t	20 t
1 min	6.00	5.50	5.00	4.80	4.40	4.00
30/20 sec	4.80	4.40	4.00	3.85	3.50	3.20

10 sec ID's: 50% of 1-min. Minimum 2.50.

## BULK RATE

1,000+ spots per year earns 5% rebate on all spots.

## 8. PROGRAM TIME RATES

1 hr	75.00	71.00	67.00	63.00	59.00	55.00	51.00
1/2 hr	50.00	42.00	39.00	36.00	33.00	30.00	27.00
1/4 hr	30.00	28.00	26.00	24.00	22.00	20.00	18.00
5 min	18.00	17.00	16.00	15.00	14.00	13.00	12.00

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

1 hr	60.00	56.80	53.60	50.40	47.20	44.00	40.80
1/2 hr	36.00	33.60	31.20	28.80	26.40	24.00	21.60
1/4 hr	24.00	22.40	20.80	19.20	17.60	16.00	14.40
5 min	14.40	13.60	12.80	12.00	11.20	10.40	9.60

## KTTS

1941

Alan Torbet  
Associates, Inc.

Subscriber to the NAB Radio Code  
 Media Code 4 226 8415 9.00  
 Springfield Great Empire Broadcasting, Inc., Box  
 1806 S.S.S., 411 S. Jefferson, Springfield, Mo.  
 65805. Phone 417-865-6614.

## STATION'S PROGRAMMING DESCRIPTION

KTTS: Programmed for young adults 18-49.  
 NEWS: 5 min at :60, including national, regional  
 & local. 15 min at 7 am, 12N & 5 pm. 2 min at  
 :30. AIR PERSONALITIES handle all segments  
 of entertainment. MUSIC: modern country. SPORTS:  
 Capsules at :45. WEATHER: capsules at :15. Con-  
 tact Representative for further details. Rec'd 4/10/72.

## 1. PERSONNEL

President—F. F. Mike Lynch.  
General Manager—Curtis W. Brown.  
Program Director—Don Paul.

## 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
St. Louis—Bruce Schneider & Co.

## 3. FACILITIES

1,000 w. days. 250 w. nights; 1400 kc.

Non-directional.

Operating schedule: 24 hours daily. CST.

Partial simulcast operation. Simulcast 5 pm-8 am.

For non-simulcast facilities see KTTS-FM.

## 4. AGENCY COMMISSION

15/0: monthly.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20a, 22a, 23a, 25a, 29a.  
 Contracts: 40c, 42a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 60k.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with ATA Radio Network.

## TIME RATES

AM/FM COMBINATION

No. 8 ET 12/1/73—Rec'd 12/3/73.

AA—Mon thru Sat 6-10 am &amp; 3-7 pm;

A—Mon thru Sat 5-6 am, 10 am-3 pm &amp; 7-9 pm;

Sun 5 am-9 pm.

B—Mon thru Sun 9 pm-midnight.

## 7. PACKAGE PLANS

PER WK, 1 MIN:	6 t	12 t	18 t	24 t
AA	17	15	14	13
A	15	13	12	11
B	11	10	9	8

30 sec: 80% of 1-min.

## MISSOURI

### UNION (1 AM; 1 FM)

Franklin County—Map Location G-4  
See SDDS consumer market map and data at beginning of the State.

**KLPW**  
1954



Subscriber to the NAB Radio Code  
Media Code 4 226 8840 8.00

Franklin County Broadcasting Co., Inc., Box 549,  
Union, Mo. 63084. Phone 314-583-5155. Washing-  
ton phone 314-239-3355.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Frank Lohmeyer.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset Sun. For non-simulcast facilities see KLPW-  
FM.

- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with Gert Bunchez & Associates Group.  
Member: Magic Circle Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 5/1/73—Rec'd 6/21/73.

- SPOT ANNOUNCEMENTS**  
PER YR:  

312x	260x	156x	78x	52x	26x	1x
1 min 5.00	5.25	5.50	5.75	6.00	6.25	10.00
30 sec 2.75	2.90	3.00	3.20	3.30	3.45	-----
20 sec 2.00	2.10	2.20	2.30	2.40	2.50	-----

- PACKAGE PLANS**  
1220 PLAN—ROS  
PER WK:  

10 ti	15 ti	20 ti	30 ti	50 ti
1 min.....	82.50	90.00	110.00	150.00
30 sec.....	34.50	49.50	60.00	82.50
20 sec.....	25.00	36.00	44.00	60.00

- PARTICIPATING PROGRAMS**  
PARTY LINE  

260x	156x	78x	52x	26x	1x
1 min.....	6.25	6.50	6.75	7.00	7.25
30 sec.....	3.90	4.00	4.20	4.30	4.45

### KLPW-FM

1966



Media Code 4 226 8842 4.00  
Franklin County Broadcasting Co., Inc., Box 549,  
Union, Mo. 63084. Phone 314-583-5155. Washing-  
ton phone 314-239-3355.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 2,100 w.; 101.7 mc.  
Operating schedule: 6 am-10:15 pm. CST.  
Antenna ht.: 340 ft. above average terrain.  
Partial simulcast operation. Operated separately 6  
am-10:15 pm Mon thru Sat; local sunset-10:15 pm  
Sun. For simulcast facilities see KLPW.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 5/1/73—Rec'd 6/21/73.

- SPOT ANNOUNCEMENTS**  
PER YR:  

312x	260x	156x	78x	52x	26x	1x
1 min 2.50	2.75	3.00	3.25	3.50	3.75	4.00
30 sec 1.35	1.50	1.65	1.80	1.90	2.00	-----
20 sec 1.00	1.10	1.20	1.30	1.40	1.50	-----

- PACKAGE PLANS**  
MERCHANDISING PLANS  
PER WK:  

10 ti	15 ti	20 ti	30 ti	50 ti
1 min.....	30.00	42.75	54.00	76.50
30 sec.....	16.50	23.25	30.00	42.00
20 sec.....	12.00	17.25	22.00	31.50

## WARRENSBURG

Johnson County—Map Location D-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## KOKO

1953

### Mutual Broadcasting System



Subscriber to the NAB Radio Code

Media Code 4 226 8925 7.00  
Johnson County Broadcasters, Inc., Warrensburg, Mo.  
64093. Phone 747-9191.

- PERSONNEL**  
General Manager—Jim McCollum.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:00 am-midnight. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS & MBS.  
Member: Magic Circle Network, Missouri Radio Net-  
work, Missouri Network, Inc.

#### TIME RATES

Eff 4/1/73—Rec'd 3/28/73.

- SPOT ANNOUNCEMENTS**  

1x	13x	26x	52x	104x	156x	260x	312x
1 min 5.00	4.85	4.50	4.35	4.25	4.20	4.15	4.05
30 sec 4.00	3.80	3.25	3.00	2.50	2.40	2.10	2.00
15 sec.....	-----	-----	-----	-----	-----	-----	2.00

## WARRENTON

Warren County—Map Location G-4  
See SDDS consumer market map and data at begin-  
ning of the State.

### KWRE

1949

Media Code 4 226 9010 7.00  
Kaspar Broadcasting Company of Missouri, Box 220,  
Warrenton, Mo. 63383. Phone 314-456-3311  
Sales Offices:  
O'Fallon—134 S. Main, 314-272-5381, 7850.

- PERSONNEL**  
General Manager—Edward W. Moynahan.
- FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Magic Circle Network, Farm Directors  
Radio Network.

#### TIME RATES

Rates effective February 1, 1962.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**  
Class "AA"—Sign-on to 9:00 a.m., noon to 1:00 p.m.  
and 4:00 p.m. to 8:00 p.m.  
Class "A"—All other times.

CLASS "AA"		1/2 hr.	1/4 hr.	5 min.	1 min.	30 sec.
1 time.....	55.00	35.00	15.00	7.00	5.50	-----
26 times.....	53.00	33.00	14.50	6.75	5.25	-----
52 times.....	51.00	31.00	14.00	6.50	5.00	-----
104 times.....	49.00	29.00	13.50	6.25	4.75	-----
156 times.....	47.00	27.00	13.00	6.00	4.50	-----
260 times.....	45.00	25.00	12.50	5.75	4.25	-----
312 times.....	43.00	23.00	12.00	5.50	4.00	-----
CLASS "A"		1 time.....	50.00	30.00	12.50	6.50
26 times.....	48.00	28.00	12.00	6.25	4.75	-----
52 times.....	46.00	26.00	11.50	6.00	4.50	-----
104 times.....	44.00	24.00	11.00	5.75	4.25	-----
156 times.....	42.00	22.00	10.50	5.50	4.00	-----
260 times.....	40.00	20.00	10.00	5.25	3.75	-----
312 times.....	38.00	18.00	9.50	5.00	3.50	-----

- PACKAGE PLANS**  
WEEKLY SATURATION PLAN  

10 times.....	1 min.	30 sec.	10 sec.
20 times.....	6.50	3.75	2.90
30 times.....	6.25	3.50	2.80
40 times.....	6.00	3.25	2.70
50 times.....	5.75	3.00	2.60
50 times.....	5.50	2.75	2.50

- SPECIAL FEATURES**  
Newscasts: 5 minutes at :55, 5 minutes (local) at :25.  
"Local News Roundup"—12:25 p.m. to 12:40 p.m.  
and 4:25 p.m. to 4:40 p.m. Monday through Friday.  
Full sponsorship, per program, each..... 15.00  
Co-sponsorship, per program, each..... 10.00  
Weathercasts: 30 seconds following newscasts.  
1-minute announcement, each..... 8.00

## WAYNESVILLE (2 AM; 2 FM)

Pulaski County—Map Location F-5  
See SDDS consumer market map and data at begin-  
ning of the State

### KFBD

1968



Subscriber to the NAB Radio Code

Media Code 4 226 9050 3.00  
Jim De Angio, Box 2B, Waynesville, Mo. 63583.  
Phone 314-336-4600.

- PERSONNEL**  
General Manager—Jim De Angio.
- FACILITIES**  
500 w.; 1270 kc.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Magic Circle Network.

#### TIME RATES

Eff 8/1/72—Rec'd 12/5/72.

- PACKAGE PLANS**  
SIX MONTHS PACKAGE  

1 min.....	350 ti	250 ti	150 ti	90 ti
1 min.....	2.50	2.75	3.00	3.50
30 sec.....	2.00	2.25	2.50	3.00
1 min 30 sec.....	-----	-----	-----	-----
10 daily.....	2.50	2.00	20 wkly.....	3.00
5 daily.....	3.00	2.50	100 per mo.....	2.50
35 wkly.....	2.50	2.00	60 per mo.....	3.00

- AGENCY COMMISSION**  
None; all rates net to station.

### KFBD-FM

1964



Subscriber to the NAB Radio Code

Media Code 4 226 9095 8.00  
Jim De Angio, Box 686, Itt. No. 2, Waynesville, Mo.  
65583. Phone 314-336-4600.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 3,000 w.; 97.7 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

#### TIME RATES

Rates are identical to KFBD. See that listing.

### KJPW

1962

Media Code 4 226 9180 8.00  
Pulaski County Broadcasters, Inc., Box 518, Waynes-  
ville, Mo. 65583. Phone 314-336-4913.

- STATION'S PROGRAMMING DESCRIPTION**  
KJPW: Programmed for general interest but oriented  
towards adults.

- PERSONNEL**  
Managers—Donald Coates, Clay Howlett.
- REPRESENTATIVES**  
Savalli/Gates, Inc.

- FACILITIES**  
1,000 w. days; 1390 kc. Non-Directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KYSD (FM).
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KYSD (FM).  
Affiliated with MBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/2/73.

- SPOT ANNOUNCEMENTS**  

1 x, Fixed.....	1 min 30 sec	4.00	3.25
1 x, ROS.....	1 min 30 sec	3.50	2.75
- PACKAGE PLANS**  
10 DAYS OR LESS:  

100 tl. ea.....	1 min 30 sec	2.75	2.00
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### KYSD (FM)

1968

Media Code 4 226 9182 4.00  
Pulaski County Broadcasters, Inc., Box 518, Waynes-  
ville, Mo. 65583. Phone 314-336-4913.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
KYSD (FM): Programmed for adults.

## 3. FACILITIES

ERP 1,000 w.; 102.3 mc. Stereo.  
Operating schedule: 5:15-12:15 am. CST.  
Antenna ht.: 475 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-midnight. For simulcast facilities see  
KJPW.

- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

#### TIME RATES

Rates are identical to KJPW. See that listing.

## WEST PLAINS (1 AM; 1 FM)

Howell County—Map Location F-7  
See SDDS consumer market map and data at begin-  
ning of the State.

### KWPM

1947



Subscriber to the NAB Radio Code  
Media Code 4 226 9265 7.00  
Robert F. Neathery, Abe Taylor Blvd., West Plains,  
Mo. 65775.

- PERSONNEL**  
Station Manager—Laurel R. Thompson.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Operating schedule: 5:00 a.m. to 11:00 p.m.
- AGENCY COMMISSION**  
15% no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Farm Directors  
Radio Network.  
Member: Missouri Network, Inc.

#### TIME RATES

Eff 7/15/74—Rec'd 7/29/74.

- SPOT ANNOUNCEMENTS**  

1 min.....	60x	125x	250x
1 min.....	3.85	3.40	3.10

### KWPM-FM

1951



Media Code 4 226 9266 5.00  
Robert F. Neathery, Abe Taylor Blvd., West Plains,  
Mo. 65775.

- STATION'S PROGRAMMING DESCRIPTION**  
KWPM-FM: Programmed for all ages.
- PERSONNEL**  
Station Manager—Jack Whitaker.
- FACILITIES**  
ERP 77,200 w. (horiz.), 77,200 w. (vert.); 93.9 mc.  
Operating schedule: 5 am-11 pm. CST.  
Antenna ht.: 390 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: Magic Circle Network.

#### TIME RATES

Rates are identical to KWPM. See that listing.

## WILLOW SPRINGS

Howell County—Map Location F 7  
See SDDS consumer market map and data at begin-  
ning of the State.

### KUKU

1957

Subscriber to the NAB Radio Code  
Media Code 4 226 9350 7.00  
Robert F. Neathery & Robert Neathery, Jr., Box  
250, Willow Springs, Mo. 65793.  
Other studio: Mountain View, Mo.

- STATION'S PROGRAMMING DESCRIPTION**  
KUKU: Programmed for all ages.

- PERSONNEL**  
Station Manager—Jack Whitaker.
- FACILITIES**  
1,000 w. days; 1330 kc.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Member: Magic Circle Network.

#### TIME RATES

Eff 5/29/74.

- SPOT ANNOUNCEMENTS**  

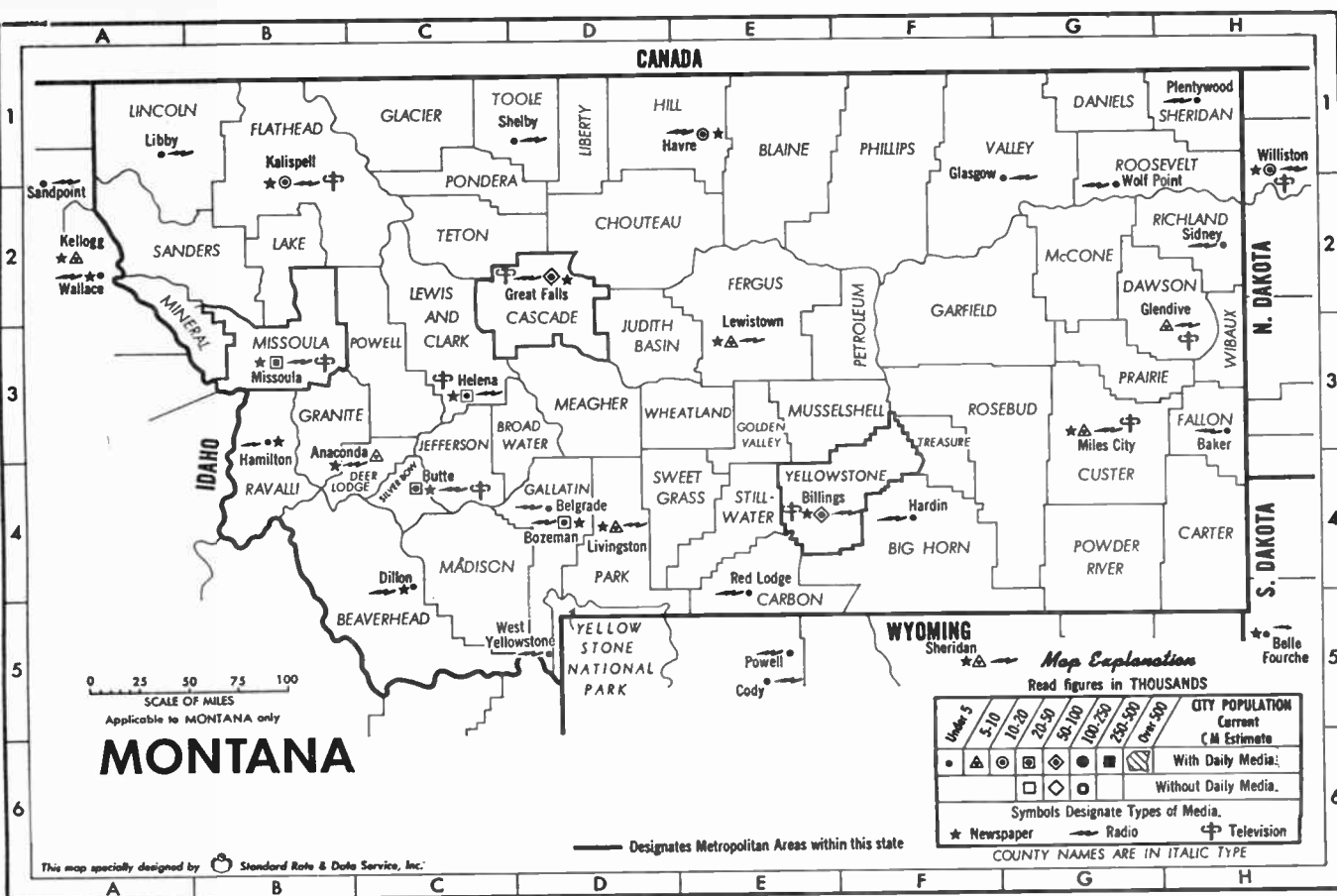
1 min.....	Open	30 ti	60 ti
30 sec.....	2.85	2.30	2.00
30 sec.....	2.10	1.80	1.45



# Negro Population Data

(January 1, 1974)

STATE TOTAL.....	2,349	Great Falls .....	1,447
METRO AREAS.....		Missoula .....	74
Billings .....	220	Total Metros.....	1,741



## State, County, City, Metro Area Data

**CITIES AND COUNTIES**— This list shows counties in which cities are located. Cities are first, counties next.  
 Billings—Yellowstone    Bozeman—Gallatin    Butte—Silver Bow    Great Falls—Cascade    Helena—Lewis and Clark    Missoula—Missoula

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (300)	Gross Farm Income 1973 (\$000)					
	1/1/74 (000)	1/1/74 (000)	(\$000)	Per Household (\$)	% Distribution of Families	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)				General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)
<b>MONTANA STATE TOTALS.....</b>	725.8	240.66	2,639,905	10,969	8.4	18.0	13.7	26.7	25.2	1,776,929	7,384	341,475	59,174	170,991	74,033	63,294	387,842	125,131	364.00	94.8	1,103,341	
BEAVERHEAD C-5.....	8.8	3.06	30,355	9,920	10.6	19.5	12.6	23.4	23.8	21,285	6,956	4,368	432	722	1,385	483	4,514	1,624	3.76	1.7	36,203	
BIG HORN F-4.....	10.5	2.95	30,963	10,496	11.3	18.1	12.4	23.5	20.6	21,254	7,205	3,972	275	1,235	530	210	4,107	3,067	4.38	3.3	35,585	
BLAINE E-1.....	6.4	1.98	19,069	9,631	13.7	18.0	10.3	19.3	21.9	12,656	6,392	2,510	330	700	368	112	3,497	1,013	2.71	2.0	25,786	
BROADWATER D-3.....	2.6	.87	6,482	7,451	11.0	20.9	11.5	19.9	20.0	5,896	6,777	1,412	74	278	84	84	730	674	1.40	.5	11,159	
CARBON E-4.....	7.0	2.65	26,505	10,002	14.2	22.2	12.8	19.0	18.4	9,506	3,587	2,587	354	218	218	.....	1,047	797	4.24	2.3	26,376	
CARTER H-4.....	1.8	.63	8,229	13,062	13.2	12.5	9.9	19.7	33.9	1,708	2,711	279	100	95	.....	246	356	.81	1.4	15,775		
CASCADE D-2†.....	87.1	28.51	325,496	11,417	7.4	18.0	13.5	27.7	26.9	256,357	8,992	38,837	10,554	33,796	11,042	10,229	55,679	15,960	42.60	3.0	54,656	
Great Falls.....	62.1	21.45	250,052	11,657	.....	.....	.....	.....	.....	240,704	11,222	35,311	9,816	28,967	10,664	10,229	54,733	14,410	.....	.....	.....	
Great Falls Metro Area.....	87.1	28.51	325,496	11,417	7.4	18.0	13.5	27.7	26.9	256,357	8,992	38,837	10,554	33,796	11,042	10,229	55,679	15,960	42.60	.....	.....	
CHOUTEAU D-2.....	6.4	2.15	29,656	13,793	9.1	17.1	12.0	24.8	33.5	10,887	5,064	1,943	306	686	99	204	966	691	3.44	3.4	39,454	
CUSTER G-4†.....	12.3	4.21	46,631	11,076	9.3	19.1	15.0	26.7	23.4	34,007	8,078	7,144	1,361	3,704	1,594	1,017	8,141	2,309	6.25	1.5	27,452	
DANIELS G-1.....	2.8	.98	10,981	11,205	7.7	23.2	14.5	24.0	27.2	7,592	7,747	1,737	257	356	188	108	1,402	93	1.56	1.0	14,677	
DAWSON H-2.....	11.3	3.59	48,429	13,490	6.1	17.6	14.5	28.4	28.4	27,895	7,770	6,312	546	2,356	1,191	847	5,538	2,245	5.50	1.7	21,268	
DEER LODGE C-4.....	15.0	4.66	45,828	9,834	7.6	20.8	17.6	29.4	19.0	26,584	5,705	8,057	1,260	323	2,338	466	5,364	2,150	6.95	.2	3,028	
FALLON H-3.....	4.5	1.44	14,714	10,218	6.4	16.8	13.0	31.7	21.2	10,404	7,225	2,158	214	579	155	365	3,155	853	1.90	1.2	12,165	
FERGUS E-2†.....	12.4	4.20	46,150	10,988	8.0	16.9	13.3	26.0	25.8	37,486	8,925	5,667	798	2,978	1,393	815	7,801	3,024	6.23	2.9	36,548	
FLATHEAD B-1†.....	42.9	14.17	145,704	10,283	6.9	16.4	15.5	28.8	23.7	104,817	7,397	24,128	2,061	11,131	3,318	4,915	22,731	6,433	21.61	3.9	16,514	
GALLATIN D-4.....	35.4	11.26	128,827	11,441	7.7	18.4	13.5	26.6	27.7	84,610	7,514	15,766	2,114	7,212	4,119	3,434	12,691	7,099	17.25	3.6	41,596	
Bozeman.....	20.9	6.51	73,434	11,280	70,076	10,764	13,114	1,708	6,919	3,549	3,350	10,874	5,254	720	270	.....	73	.....	.7	.....	17,080	
GARFIELD F-2.....	1.9	.63	5,467	8,678	8.1	28.6	16.5	19.3	17.4	3,471	5,510	537	296	391	.....	.....	720	.....	.....	.....	.....	
GLACIER C-1.....	10.8	3.16	31,651	10,016	12.0	16.6	11.8	23.8	22.1	25,465	8,059	5,999	639	2,313	.....	910	5,140	1,580	4.50	1.9	15,327	
GOLDEN VALLEY E-3.....	.9	.33	3,150	9,545	7.7	23.2	12.7	19.4	30.9	975	2,955	266	.....	.....	.....	87	.....	87	.51	.4	8,069	
GRANITE B-3.....	2.6	.94	9,666	10,283	12.3	23.2	16.3	25.6	15.9	4,251	4,522	1,223	197	.....	226	118	510	157	1.51	.4	5,998	
HILL E-1†.....	17.6	5.62	62,127	11,055	7.7	16.4	12.7	27.2	28.8	48,534	8,636	8,106	1,610	5,165	3,252	1,914	9,179	2,484	8.37	2.2	27,828	
JEFFERSON C-3.....	5.7	1.57	16,151	10,287	9.4	17.4	17.2	28.4	20.4	5,282	3,364	1,388	113	213	61	126	829	370	2.74	.5	5,603	
JUDITH BASIN D-3.....	2.4	.84	7,956	9,471	10.1	26.0	13.0	23.2	19.9	3,047	3,627	317	177	.....	.....	856	667	1.51	1.6	16,010		
LAKE B-2.....	15.5	5.09	44,772	8,796	12.7	20.1	13.4	22.2	17.3	30,074	5,908	5,501	1,014	1,076	834	346	7,879	3,269	7.78	3.8	20,457	
LEWIS & CLARK C-2.....	36.0	12.41	155,157	12,503	7.0	11.8	11.4	30.1	34.6	90,898	7,325	19,645	3,319	9,526	4,205	4,068	19,933	4,731	19.21	2.0	15,922	
Helena.....	24.1	8.56	105,650	12,342	83,769	9,786	18,148	3,049	9,247	4,205	4,068	18,410	4,019	.....	.....	.....	1,642	245	1.13	.9	13,709	
LIBERTY D-1.....	2.1	.63	8,464	13,435	0.9	17.0	14.2	22.8	35.5	7,566	12,010	800	.....	.....	.....	418	121	6,614	2,382	7.56	.6	1,972
LINCOLN A-1.....	19.5	6.07	75,245	12,396	4.6	14.9	14.2	33.2	28.5	31,758	5,232	8,144	846	1,076	1,678	715	6,614	2,382	7.56	.6	1,972	
MCCONE G-2.....	2.6	.79	12,973	16,422	9.0	17.1	11.6	22.2	35.7	4,308	5,453	614	70	395	.....	78	692	415	1.36	1.5	18,776	
MADISON C-4.....	5.1	1.83	22,990	12,563	13.6	20.4	11.7	19.4	23.2	7,235	3,954	674	428	727	107	.....	963	984	2.66	2.2	21,049	

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973						Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
			(\$000)	Per Household (\$)	% Distribution of Families					Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types									
					to 4999	5000 7999	8000 9999	10000 14999	15000 and over			Food (\$000)	Drug (\$000)	General Mose. (\$000)	Apparel (\$000)				Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)
MEAGHER D-3.....	2.1	.72	5,958	8,275	9.9	20.2	16.6	24.2	17.9	3,495	4,854	805	.....	129	151	82	684	752	1.05	.3	13,093
MINERAL A-2.....	3.3	1.08	10,391	9,621	6.7	17.8	18.4	29.4	19.8	4,172	3,863	736	.....	82	.....	816	852	1.39	.2	283	
MISSOULA B-3.....	64.3	21.06	252,159	11,973	7.1	16.3	13.9	27.4	27.6	173,311	8,229	32,132	6,034	22,118	5,655	6,873	44,216	12,873	33.09	.9	5,784
Missoula.....	31.2	11.09	136,822	12,337	.....	.....	.....	.....	.....	153,310	13,824	29,485	5,624	21,540	5,351	6,319	42,220	10,850	.....	.....	.....
Missoula Metro Area.....	64.3	21.06	252,159	11,973	7.1	16.3	13.9	27.4	27.6	173,311	8,229	32,132	6,034	22,118	5,655	6,873	44,216	12,873	33.09	.9	5,784
MUSSELSHELL F-3.....	3.3	1.24	10,626	8,569	16.5	22.9	12.4	22.7	17.0	8,623	6,954	1,879	179	294	81	245	1,833	615	2.13	.9	8,496
PARK D-4.....	11.0	4.11	38,506	9,369	9.3	21.9	15.6	26.0	18.8	25,872	6,295	6,410	703	1,354	996	457	5,678	2,502	6.87	1.5	16,155
PETROLEUM F-2.....	.7	.26	2,130	8,192	12.0	19.3	17.2	26.1	14.6	749	2,881	123	.....	126	.....	105	33	.33	.3	6,930	
PHILLIPS F-1.....	5.3	1.80	18,394	10,219	12.3	24.2	13.8	20.4	19.5	12,025	6,681	2,351	404	798	294	150	2,244	779	2.29	2.4	23,633
PONDERA C-1.....	7.3	2.34	24,000	10,256	9.9	20.4	14.3	22.0	20.7	22,888	9,781	3,740	671	1,535	290	576	3,606	803	3.32	2.3	32,725
POWDER RIVER G-4.....	3.0	.94	12,739	13,552	9.6	19.3	12.2	20.4	31.2	4,640	4,936	1,303	116	213	61	64	850	525	1.19	1.5	17,396
POWELL C-3.....	6.6	2.13	23,135	10,862	9.9	17.0	14.3	27.9	22.3	11,527	5,412	2,581	274	620	298	103	2,909	1,657	3.42	.5	8,873
PRAIRIE G-3.....	1.6	.59	6,469	10,964	10.5	18.5	12.1	22.0	25.1	3,082	5,244	809	.....	60	.....	70	298	269	.92	.8	10,859
RAVALLI B-4.....	16.6	5.77	49,747	8,622	15.2	19.0	12.8	23.4	16.4	25,606	4,438	6,729	320	1,296	843	511	6,689	2,504	8.14	3.3	19,230
RICHLAND H-2.....	9.9	3.26	34,237	10,502	8.8	20.8	13.5	24.7	24.0	28,190	8,647	5,063	771	1,900	573	602	6,876	1,763	4.97	3.3	28,537
ROOSEVELT H-1.....	10.4	3.14	32,468	10,340	9.4	18.5	12.6	25.0	23.7	25,266	8,046	5,076	647	2,682	865	620	6,174	1,479	4.20	2.3	22,731
ROSEBUD G-3.....	6.0	1.92	18,999	9,895	8.5	23.6	14.6	20.9	17.8	13,193	6,871	2,875	302	513	256	131	2,306	2,122	3.13	1.8	24,936
SANDERS A-2.....	7.3	2.59	24,272	9,371	8.3	19.6	15.5	25.3	20.9	7,865	3,037	1,036	301	1,782	.....	.....	1,526	802	3.57	1.6	6,874
SHERIDAN H-1.....	5.7	1.90	25,929	13,647	8.5	17.2	12.1	26.6	30.1	14,814	7,797	2,485	238	1,200	295	407	1,187	1,638	3.07	2.2	23,257
SILVER BOW C-4.....	42.1	15.03	154,673	10,291	8.0	17.3	14.6	30.0	23.7	107,949	7,182	25,014	4,849	13,496	5,379	7,018	26,172	5,610	21.10	.2	1,324
Butte.....	22.6	8.86	81,071	9,150	.....	.....	.....	.....	.....	96,346	10,874	22,734	3,247	11,325	5,379	7,018	13,279	5,309	.....	.....	.....
STILLWATER E-4.....	4.6	1.67	16,420	9,832	10.4	20.8	13.3	22.1	20.8	8,373	5,014	1,654	261	339	117	61	4,092	482	2.62	1.7	21,345
SWEET GRASS E-4.....	3.1	1.16	11,176	9,634	11.1	19.9	14.3	21.9	18.6	7,602	6,553	854	326	444	118	121	1,591	1,259	1.64	1.1	12,891
TETON C-2.....	6.7	2.26	25,844	11,435	12.3	18.1	13.6	21.3	26.6	12,718	5,627	2,439	333	681	248	277	1,983	621	3.34	2.7	33,072
TOOLE D-1.....	5.4	1.84	19,600	10,652	5.0	14.3	14.6	29.4	25.4	13,345	7,253	2,152	548	900	496	323	2,737	2,937	2.99	1.3	19,307
TREASURE F-3.....	1.1	.37	3,421	49,246	12.6	17.7	13.6	23.2	24.3	1,736	4,692	195	.....	201	.....	.....	523	.....	.56	.4	8,973
VALLEY G-1.....	12.3	3.94	40,629	10,312	10.2	19.3	13.3	24.7	22.2	30,194	7,663	5,479	7,663	1,948	993	932	7,323	2,356	5.78	3.5	32,306
WHEATLAND E-3.....	2.6	.95	8,554	9,004	11.3	19.7	15.9	25.9	17.0	5,803	6,108	1,374	71	272	80	81	1,419	2,574	1.29	.8	10,472
WIBAUX H-3.....	1.2	.40	4,952	12,380	8.0	18.2	13.7	22.2	27.9	1,654	4,135	380	69	.....	.....	.....	683	75	.74	.8	5,441
YELLOWSTONE F-4.....	92.4	30.97	344,689	11,130	7.6	16.4	13.8	27.6	27.6	266,429	8,603	45,710	10,773	28,169	16,546	12,523	60,861	14,878	50.70	3.9	82,376
Billings.....	69.8	23.98	255,476	10,654	.....	.....	.....	.....	.....	233,404	9,733	32,728	9,357	25,273	16,467	11,827	53,028	11,462	.....	.....	.....
Billings Metro Area.....	92.4	30.97	344,689	11,130	7.6	16.4	13.8	27.6	27.6	266,429	8,603	45,710	10,773	28,169	16,546	12,523	60,861	14,878	50.70	.....	.....

(2) Includes Yellowstone National Park portion in Montana.  
 (1) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## MONTANA

See SHDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### STATE NETWORKS

#### Intermountain Montana Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
 Rates: See The Intermountain Network under Regional Radio Networks and Groups

Comprised of:  
 KGHL—Billings  
 KATL—Miles City  
 KPMK—Livingston  
 KBOW—Butte  
 KBLI—Helena  
 KNLO—Lewistown  
 KNLO—Great Falls  
 KLCB—Libby  
 KYSS—Missoula  
 KBMN—Bozeman  
 KDBM—Dillon  
 KLTZ—Glasgow  
 KNEP—Ghelby  
 KGLE—Glendive

#### Montana Metro Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
 Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
 KGHL—Billings  
 KMOM—Great Falls  
 KBOW, KBOW-FM—Butte  
 KYSS—Missoula

#### Silver Dollar Network

Comprised of:  
 Non-Interconnected Stations  
 KOOK—Billings  
 KXXL—Bozeman  
 KXLF—Butte  
 KUDI—Great Falls  
 KOFI—Kallispell  
 KYLT—Missoula  
 KWYS—W. Yellowstone  
 Media Code 4 227 0150 8.00  
 Box 1276, Billings, Mont. 59103.

#### 2. REPRESENTATIVES

Ash Top et Associates, Inc.  
 Seattle, Portland—Art Moore & Assoc., Inc.  
 Denver—John L. McGuire, Inc.

#### 4. AGENCY COMMISSION

15/0 net time; payable 10th of month.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15a, 15b.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 26, 28c, 29a, 30, 32b, 33d.  
 Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 61c, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.

#### TIME RATES

Eff 8/1/73—Rec'd 9/10/73  
 A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
 B—All other times.

#### 6. SPOT ANNOUNCEMENTS

CLASS A  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
 PER YR: 156x 312x 468x 624x 780x 936x  
 1 min..... 31.15 29.35 27.50 25.75 24.10 22.65  
 30 sec..... 25.00 23.90 22.40 20.90 19.65 18.40

CLASS B  
 1 min..... 26.15 24.40 22.65 20.95 19.45 18.10  
 30 sec..... 20.70 19.20 17.75 16.30 15.10 14.10  
 10/15 sec: 60% of 1-min.  
 Stations may be purchased individually and in groups of 4.

### ANACONDA

Deer Lodge County—Map Location C-4  
 See SRDS consumer market map and data at beginning of the State.

#### KANA

1946



Subscriber to the NAB Radio Code

Media Code 4 227 0300 9.00  
 Jack & Jean Boley dba KANA Radio, Box 1180, Anaconda, Mont. 59711. Phone 406-563-3443.

#### 1. PERSONNEL

General Manager—Jack Boley.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
 Denver, Salt Lake—Bob Hix Co., Inc.

#### 3. FACILITIES

1,000 w.; days; 580 kc. Non-directional.  
 Operating schedule: 6:00 am-10:00 pm. MST.

#### 4. AGENCY COMMISSION

15% on station time only; no cash discount.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
 Two advertisers sharing programs or announcements, 15% additional, 3 or more sharing, 25% additional.  
 Programs with commercial content exceeding NAB standards will be charged "Talk Rate" which is 50% above earned rate.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 Eff 1/1/66—Rec'd 8/22/66.

#### 7. PACKAGE PLANS

PER YR: 52x 104x 156x 208x 312x  
 PER WK: \* 12 wk 18 wk 24 wk 30 wk  
 1 min..... 5.00 4.75 4.50 4.25 4.00  
 30 sec..... 4.00 3.80 3.60 3.40 3.20  
 10 sec ID's: 50% of 1-min.  
 (\*) 6 weeks or less.

### BAKER

Fallon County—Map Location H-3  
 See SRDS consumer market map and data at beginning of the State.

#### KFLN

1964



Media Code 4 227 0450 2.00

Empire Broadcasting Corp., Box 790, Moore Lane, Baker, Mont. 59133. Phone 406-778-3373.

Sales Office: Executive Bldg., Miles City, Mont.  
 Sales Office & Studio: Merrill Ave., Glendive, Mont.

#### 1. PERSONNEL

Gen'l & Station Mgr.—Gary N. Peterson.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
 San Francisco, Los Angeles—Advertising Sales West.

#### 3. FACILITIES

5000 w.; 960 kc. Non-directional.  
 Operating schedule: ..... MST.



Billings—K B M Y—Continued

**MUSIC:** Modern C & W. Emphasis on Western. NEWS: network at :30; local & regional at :30. News director, radio equipped news car & station vehicles. AP wire, area news stringers. Public affairs, daily news commentary, weekly review of organization activities, network features, regular community announcements, on the spot remote broadcasts, daily stock market reports. FARM: 12N live-stock, commodity, hog prices features. General farm news at 5:55 am. Non-scheduled, pertinent, local editorials. SPORTS: M-F, 5 afternoon capsules. Sr. high school remote play-by-play, network features. RELIGIOUS: SUN, 11:30 am non-denominational feature programs. Contact Representative for further details. Rec'd 2/28/73.

- PERSONNEL**  
General Manager—Howard L. Enstrom.  
Sta. & Sales Mgr.—Robert K. Toombs.  
Chief Engineer—Robert Heroux.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70a, 71a, 73a.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 15-A ET 1/17/74—Rec'd 4/29/74.  
AA—6-9 am & 4-9 pm & all other specified times.  
A—All other times.

**SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	6.75	5.25	4.80	4.40	5.75	4.25	3.80	3.40
30 sec	5.30	4.20	3.95	3.70	4.30	3.20	2.95	2.70
15 sec	3.85	3.25	3.10	2.95	2.85	2.25	2.10	1.95

**ANNUAL PLAN**  
Advertisers contracting in advance for 312/624/936 spots within a 52-week period earn 12/24/36 plan rate, regardless of number run in any 1 week. In-completed contracts are adjusted to rate earned each week.

**PROGRAM TIME RATES**

PER WK, 13-WK MINIMUM:	1 ti	3 ti	6 ti
1/2 hr	36.00	28.80	25.90
1/4 hr	25.90	20.00	14.40
5 min	12.95	10.00	8.60

**KGHL**  
1928

Subscriber to the NAB Radio Code  
Media Code 4 227 0900 6.00  
Communications Investment Corp., Box 1657, Billings, Mont. 59103. Phone 656-1410.

- PERSONNEL**  
President—George C. Hatch.  
Vice-President—Homer K. Peterson.  
Station Manager—Richard Kober.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 790 kc. Directional-nighttime only.  
Operating schedule: 24 hours. MST.
- AGENCY COMMISSION**  
15/0 net charges; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 24b, 25a, 29a.  
Contracts: 40c, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 71a, 73a.  
Affiliated with NBC and MBS.  
Member: The Interim Network.

**TIME RATES**  
No. 41 ET 10/17/73—Rec'd 9/26/73.  
A—Mon thru Sat 6-10 am & 4-7 pm.  
B—All other times.

**PACKAGE PLANS**

PER WK:	SATURATION PLAN			
	12 ti	18 ti	24 ti	30 ti
1 min	9.50	9.20	8.90	8.60
30 sec	8.50	8.20	7.90	7.60
10 sec	7.00	6.70	6.40	6.10

**KOOK**  
1951

Alan Torbet Associates, Inc.

Media Code 4 227 1030 6.00  
Matteo, Inc., Box 1276, Billings, Mont. 59103. Phone 406-248-7827. TWX 910-975-1030.

- PERSONNEL**  
President—Russell H. Matthias.  
Gen'l Mgr. & Nat'l Sales—Bill Reiser.  
Operations Manager—Craig Finley.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Seattle-Portland—Art Moore & Assoc., Inc.  
Denver—John L. McGuire, Inc.

- FACILITIES**  
5,000 w.; 9:0 kc. Directional—night only.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 net time only; payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 9.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
Basic Rates: 20a, 21a, 22a, 23b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32b, 33d.  
Contracts: 40a, 41, 42b, 12d, 44a, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Silver Dollar Network.  
Affiliated with CBS.

**TIME RATES**  
No. 9 ET 5/17/71—Rec'd 6/3/71.  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

**PACKAGE PLANS**

PER WK:	CLASS A			
	6 ti	12 ti	18 ti	24 ti
1 min	7.50	7.00	6.50	6.00
30/20 sec	5.85	5.25	4.90	4.50
10 sec	3.75	3.50	3.25	3.00

**PROGRAM TIME RATES**

PER WK:	1/2 hr	5 min
Flat	36	12

**KOYN**  
1955

Meyer Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 227 1200 0.00  
Meyer Broadcasting Company, Box 956, Billings, Mont. 59103. Phone 406-245-4177.

- PERSONNEL**  
Sta. & Nat'l Sales Mgr.—Lamont Wallis.  
Local & Reg. Sales Mgr.—Lyle Adams.  
Program Director—Dan Wilcox.
- REPRESENTATIVES**  
Savalli/Gates, Inc.  
Seattle, Portland—The Tacher Company.  
Denver—Mountain Media.
- FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KOYN-FM.

**AGENCY COMMISSION**  
15/0 time only; payable 10th of following month.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3b, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40c, 42b, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/17/74—Rec'd 5/3/74.  
AA—Mon thru Fri 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times to local sunset.

**SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA							
	1x	26x	52x	156x	312x	520x	780x	1000x
1 min	8.00	7.00	7.20	6.80	6.50	6.10	5.80	5.40
30 sec	4.80	4.00	4.30	4.10	3.90	3.70	3.40	3.10
10/15 sec	2.90	2.75	2.85	2.45	2.35	2.20	2.05	1.85

**CLASS A**

PER WK:	1x	26x	52x	156x	312x	520x	780x	1000x
1 min	6.40	6.00	5.70	5.30	5.00	4.60	4.20	3.80
30 sec	3.45	3.30	3.10	2.90	2.70	2.50	2.25	2.00
10/15 sec	2.05	2.00	1.85	1.75	1.60	1.50	1.35	1.20

**PROGRAM TIME RATES**

5 MIN:	1x	26x	52x	156x	260x	312x
AA	20.00	19.00	18.00	17.00	16.00	15.00
A	12.00	11.50	11.00	10.50	10.00	9.50

52 wk—5%  
DISCOUNT

**KOYN-FM**  
1969

Meyer Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 227 1201 8.00  
Meyer Broadcasting Co., Box 956, Billings, Mont. 59103. Phone 406-245-4177.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 26,500 w.; 93.3 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 64 ft. below average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KOYN.

**TIME RATES**  
ET 5/17/74—Rec'd 5/3/74.

**PACKAGE PLANS**

PER WK:	1x	26x	156x	312x	520x	780x	1000x
1 min	2.50	2.30	2.10	1.90	1.80	1.70	1.60
30 sec	1.65	1.50	1.30	1.20	1.10	1.05	1.00
10/15 sec	1.00	.90	.80	.70	.65	.60	.55

**SPECIAL FEATURES**  
NEWS/WEATHER/SPORTS—7 PM-SIGN-OFF  
1x 52x 156x 260x 312x 364x  
5 min..... 4.00 3.50 3.25 3.10 3.00 2.90  
3 1/2 min.... 2.70 2.40 2.20 2.00 1.90 1.70

**KURL**  
1959

An Enterprise Network Station  
Subscriber to the NAB Radio Code  
Media Code 4 227 1350 3.00  
Christian Enterprises, Inc., Box 1875, Billings, Mont. 59103. Phone 406-245-3121.

**STATION'S PROGRAMMING DESCRIPTION**  
KURL: Morning format: news & religious music & talk. Afternoon format: emphasis on general popular music (mixture of instrumentals & vocals) mainly familiar orchestration. NEWS: expanded during drive time, both mornings & evening. Contact Representative for further details. Rec'd 9/20/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Harold L. Erickson.  
Station Manager—Al Ortmann.  
Program Director—Mike Welch.
- REPRESENTATIVES**  
Advertising Sales West.
- FACILITIES**  
500 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast noon-local sunset. For non-simulcast facilities see KURL-FM.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 26, 28b, 28c, 29a, 32b.  
Contracts: 42d, 44b, 45, 47a, 50, 51a.  
Comb.: Cont. Discounts: 60f, 60i, 61a.  
Cancellation: 70a, 72.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 7/1/72—Acc'd 7/27/72.

**SPOT ANNOUNCEMENTS**

PER WK:	1x	26x	104x	156x	260x
1 min	3.50	3.25	3.00	2.75	2.50
30 sec	3.10	2.75	2.50	2.25	2.00
10 sec	2.50	2.25	2.00	1.75	1.50

**PACKAGE PLANS**

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti	50 ti	100 ti	150 ti	200 ti
1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min	2.75	2.50	2.25	2.00	1.75
30 sec	1.75	1.50	1.25	1.10	1.00
10/15 sec	1.25	1.10	1.00	.....	.....

**PROGRAM TIME RATES**

1x	26x	104x	156x	260x	312x
1 hr	38.00	19.80	18.00	16.30	15.50
1/2 hr	24.70	22.10	20.80	19.50	18.50
1/4 hr	18.50	16.50	15.50	14.50	13.50
5 min	7.50	6.25	5.75	5.25	4.75

**KURL-FM**  
1968

An Enterprise Network Station  
Subscriber to the NAB Radio Code  
Media Code 4 227 1351 1.00  
Christian Enterprises, Inc., Box 1875, Billings, Mont. 59103. Phone 406-245-3121.

**STATION'S PROGRAMMING DESCRIPTION**  
KURL-FM: MUSIC: emphasis on melody vs beat, a mixture of instrumentals & vocal, emphasis on familiar orchestration but including some current country & top pop tunes. FEATURES: 1 hour classical concert, 1/2 hour artist feature 1/2 hour stereo demonstration. NEWS: network & local. UPI audio. Features used to showcase music & stay in foreground. Contact Representative for further details. Rec'd 10/5/73.

- FACILITIES**  
ERP 17,500 w.; 97.1 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 30 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KURL.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/17/73—Rec'd 10/15/73.

**PACKAGE PLANS**

13 WKS:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti <td>50 ti <td>100 ti <td>150 ti <td>200 ti </td></td></td></td>	50 ti <td>100 ti <td>150 ti <td>200 ti </td></td></td>	100 ti <td>150 ti <td>200 ti </td></td>	150 ti <td>200 ti </td>	200 ti
1 WK:	10 ti <td>25 ti <td>50 ti <td>75 ti <td>100 ti </td></td></td></td>	25 ti <td>50 ti <td>75 ti <td>100 ti </td></td></td>	50 ti <td>75 ti <td>100 ti </td></td>	75 ti <td>100 ti </td>	100 ti
1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.50	2.00	1.75	1.50	1.25
10/15 sec	1.75	1.50	1.25	1.10	1.00

**WITHIN 1 HR:**

1 min <th>2.50</th> <th>2.00</th> <th>1.75</th> <th>1.50</th> <th>1.25</th>	2.50	2.00	1.75	1.50	1.25
30 sec	3.00	2.75	2.50	2.25	2.00

**EXCLUSIVE SPONSORSHIP**

PER MO:	3 mo	6 mo	12 mo
1/4 hr. Mon thru Sat, rotated 6 am-noon	57.20	52.00	48.00

**CO-SPONSORSHIP**

PER MO:	1 mo	3 mo	6 mo	12 mo
25-1/2 hr/26 days, rotated 4:30 pm-midnight, ea.....	17.00	104.00	83.20	78.00

**SPECIAL FEATURES**  
News—Open & close 2/30 sec (rotating) 65.00.

**MONTANA**

**BOZEMAN (2 AM)**  
Gallatin County—Map Location D-4  
See SIBS consumer market map and data at beginning of the State.

**KBMN**  
1950

Subscriber to the NAB Radio Code  
Media Code 4 227 1500 3.00  
KBMN, Inc., Box 1228, N. 7th Ave., Bozeman, Mont. 59715. Phone 406-586-2394.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William A. Merrick.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**  
15/0 net charges for time.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: The Interim Network.

**TIME RATES**  
No. 3 ET 9/1/73—Rec'd 1/31/74.  
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

**PACKAGE PLANS**

1 min <th>104x</th> <th>156x</th> <th>260x</th>	104x	156x	260x
1 min	10.40	9.80	8.85

**SATURATION PLAN**

PER WK:	1 min	30 sec	1 min	30 sec
12 ti	9.15	7.30	7.95	6.35
18 ti	8.85	7.10	7.60	6.10
24 ti	8.25	6.60	7.20	5.75
30 ti	7.90	6.30	6.80	5.45
36 ti	7.60	6.10	6.45	5.15

**KXXL**  
1959

Media Code 4 227 1650 6.00  
Empire Broadcasting Corp., Rt. 2, Box 42, Bozeman, Mont. 59715. Phone 406-587-3188.

- PERSONNEL**  
General Manager—Gary N. Petersen.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Operating schedule: 5:30 am-midnight. MST.  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with ATA Radio Network.  
Member: Silver Dollar Network.

**TIME RATES**  
ET 2/1/74—Rec'd 4/22/74.

**SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	156x	312x	624x	1200x
1 min	5.20	5.05	4.85	4.60	4.30	4.00	3.60
30 sec	3.90	3.80	3.60	3.40	3.10	2.80	2.40
10 sec	2.90	2.80	2.65	2.50	2.30	2.00	1.85

# MONTANA

## Butte—K B O W—Continued

### 4. AGENCY COMMISSION

15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 3a, 3b, 4a, 5, 6a.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 22b, 23a, 23b.  
 Contracts: 40a, 46, 48.  
 Cancellation: 70a.  
 Affiliated with CBS.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

### TIME RATES

No. 40 Eff 11/17/70—Rec'd 10/13/70.  
**7. PACKAGE PLANS**  
 A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
 B—All other times.

### SATURATION PLAN

PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	7.50	7.00	6.50	6.00	5.50
30 sec.	6.00	5.50	5.20	4.80	4.40
10 sec.	3.75	3.50	3.25	3.00	2.75
CLASS B					
1 min.	6.00	5.60	5.20	4.80	4.40
30 sec.	4.80	4.50	4.15	3.85	3.50
10 sec.	3.00	2.80	2.60	2.40	2.20

### 8. PROGRAM TIME RATES

	1x	2x	4x	8x	16x
1/2 hr.	40.00	39.00	38.00	37.00	36.00
5 min.	13.00	12.75	12.50	12.25	11.95

## K B O W-FM

1972

NAB

RAB

Media Code 4 227 1801 5.00  
 KBOW, Inc., Box 188, 660 Dewey Blvd., Butte, Mont. 59701. Phone 406-792-0463.  
 See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KBOW-FM: Programmed for general audience appeal.  
 MUSIC: MOR, programmed in 10-12 min blocks separated by approximately 90 seconds of commercials, public service & public affairs announcements. NEWS: 5-min network news at :50; 3-min local & state news every 2 hours; local news staff. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 6/10/74.

**1. PERSONNEL**  
 Operations Manager—Ann Watson.  
 Chief Engineer—Martin Hansen.  
**3. FACILITIES**  
 ERP 28,000 w. (horiz.), 28,000 w. (vert.); 94.1 mc. Stereo.  
 Operating schedule: 6 am-midnight daily. MST.  
 Antenna ht.: 1,840 ft. above average terrain.  
 Partial simulcast operation. Operated separately Mon-Fri 6 am-noon, 12:15-5 pm & 5:10 pm-midnight; Sat & Sun all day.  
**4. AGENCY COMMISSION**  
 None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
 Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a.  
 Contracts: 40a, 43, 44a, 46, 48, 51c.  
 Comb.: Cont. Discounts: 60a, 61b, 62d.  
 Cancellation: 70c, 71a, 73a.  
 Prod. Services: 80.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 2 Eff 6/1/74—Rec'd 6/17/74.  
**6. SPOT ANNOUNCEMENTS**

RDS:	1x	13x	26x	52x	104x
1 min.	4.75	4.35	4.05	3.75	3.45
30 sec.	3.25	3.05	2.85	2.65	2.45
1 min.	156x	260x	312x	624x	
30 sec.	3.25	3.05	2.75	2.45	
10 sec.	2.25	2.15	1.95	1.75	

(Guaranteed time, extra 25%.  
 (Q)

## KXLF

1927

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 227 1950 0.00  
 Garryowen Butte Radio, Inc., Box 3500, 1003 S. Montana, Butte, Mont. 59701. Phone 406-792-9111.  
 TWX 406-729-6741.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KXLF: Programmed for general interest.  
 MUSIC: MOR & current hits. AIR PERSONALITIES: handle all segments. NEWS: state & local at :55. Network at :60. Briefs at :20 & :40. Network monitor weekends. 3 man local news staff. 1 mobile unit. Remote broadcasts. SPORTS: high school & college in season. Contact Representative for further details. Rec'd 4/28/72.

**1. PERSONNEL**  
 President—Joseph S. Sample.  
 Gen'l & Nat'l Sales Mgr.—Ronald V. Jones.  
**2. REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 Seattle, Portland—Art Moore & Assoc., Inc.  
 Colorado, Utah—John L. McGuire, Inc.  
**3. FACILITIES**  
 5,000 w.; 1370 kc. Non-directional.  
 Operating schedule: 6:00 am-midnight daily. MST.  
**4. AGENCY COMMISSION**  
 15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
 Basic Rates: 20a, 21a, 22a, 23b, 24a, 24b, 25a, 28.  
 Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 51a.

Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with NBC.  
 Affiliated with ATA Radio Network.  
 Member: Silver Dollar Network.

### TIME RATES

No. 6 Eff 7/1/73—Rec'd 8/2/73.  
 A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	156x	312x	468x	624x	780x
30 sec.	6.85	6.40	5.95	5.50	5.10
10 sec.	5.45	5.10	4.75	4.40	4.10
CLASS B					
1 min.	5.45	5.10	4.75	4.40	4.10
30 sec.	4.35	4.10	3.80	3.50	3.30
15/10 sec:	60% of 1-min.				

Annual rates are not retroactive.  
 (Q)

## DILLON (1 AM; 1 FM)

Beaverhead County—Map Location C-5  
 See SHDS consumer market map and data at beginning of the State.

## KDBM

1957

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 227 2250 4.00  
 Vigilante Broadcasting Co., Box 950, Dillon, Mont. 59725. Phone 406-683-2800, 5664.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KDBM: 6 am news, country and western music.  
**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Burt H. Oilphant.  
**2. REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
 Operating schedule: 6 am-10:30 pm. MST.  
**4. AGENCY COMMISSION**  
 15% net charge; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Affiliated with MBS.  
 Member: The Intermountain Network.

### TIME RATES

No. 40 Eff 11/17/70—Rec'd 10/13/70.  
**7. PACKAGE PLANS**  
 A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
 B—All other times.

PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	3.40	3.20	2.95	2.75	2.50
30 sec.	2.75	2.55	2.35	2.20	2.00
10 sec.	1.70	1.60	1.50	1.40	1.25
CLASS B					
1 min.	2.75	2.00	2.30	2.05	1.85
30 sec.	2.00	1.80	1.65	1.45	
10 sec.	1.35	1.25	1.15	1.05	.90

## KDBM-FM

1972

NAB

Media Code 4 227 2251 2.00  
 Vigilante Broadcasting Co., Inc., Box 950, Dillon, Mont. 59725. Phone 406-683-2800, 5664.  
 See affiliated AM station for additional information.  
**3. FACILITIES**  
 ERP 1,100 w. (horiz.), 1,100 w. (vert.) 98.3 mc. Stereo.  
 Operating schedule: 6 am-10 pm. MST.  
 Antenna ht.: 480 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/2 time only; 10th of month.  
**TIME RATES**  
 Rates are identical to KDBM. See that listing.

## GLASGOW

Valley County—Map Location G-1  
 See SHDS consumer market map and data at beginning of the State.

## KLTZ

1954

NAB

Media Code 4 227 2400 5.00  
 Glasgow Broadcasting Co., Box 671, Bjorklund Bldg., Glasgow, Mont. 59230. Phone 228-9336.  
**1. PERSONNEL**  
 Station Manager—Mrs. Linda Madson.  
**2. REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
 Operating schedule: 6 am-11:05 pm. MST.  
**4. AGENCY COMMISSION**  
 15% on time only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Affiliated with MBS.  
 Member: The Intermountain Network.  
**TIME RATES**  
 No. 27 Eff 10/1/70—Rec'd 1/29/71.

**6. SPOT ANNOUNCEMENTS**

	1x	2x	52x	104x	156x	260x	312x	624x
1 min	7.50	7.35	7.20	7.00	6.90	6.60	6.30	6.00

**7. PACKAGE PLANS**  
**SATURATION ANNOUNCEMENT PLAN**  
 A—Mon thru Sat 7-9:30 am, 11:30 am-1:30 pm & 4:30-7 pm.  
 B—All other times.

PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	5.60	5.25	4.85	4.50	4.10
30 sec.	4.50	4.20	3.80	3.60	3.30
10 sec.	2.85	2.60	2.45	2.25	2.05
CLASS B					
1 min.	4.50	4.10	3.75	3.35	3.00
30 sec.	3.60	3.30	3.00	2.70	2.40
10 sec.	2.25	2.05	1.90	1.65	1.50

## GLENDIVE (2 AM; 1 FM)

Dawson County—Map Location H-2  
 See SHDS consumer market map and data at beginning of the State.

## KGLE

1962

NAB

RAB

An Enterprise Network Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 227 2550 7.00  
 Christian Enterprises, Inc., Box 931, Glendive, Mont. 59330. Phone 406-365-3331.  
**1. PERSONNEL**  
 General Manager—Harold L. Erickson.  
**2. REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
 500 w. days; 590 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. MST.  
 Partial simulcast operation. Simulcast noon-1 pm, 2-4 am & news at :50. For non-simulcast facilities see KIVE (FM).  
**4. AGENCY COMMISSION**  
 15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 Tobacco advertising not accepted.  
 FM facilities: KIVE (FM).  
 Member: The Intermountain Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 9 Eff 7/1/72—Rec'd 6/8/73.  
**6. SPOT ANNOUNCEMENTS**

	10x	52x	104x	156x	260x
1 min.	3.50	3.25	3.00	2.75	2.50
30 sec.	3.10	2.75	2.50	2.25	2.00
10 sec.	2.50	2.25	2.00	1.75	1.50
1 min.	312x	624x	936x	1200x	
30 sec.	2.25	2.00	1.75	1.50	
10 sec.	1.25	1.10	1.00	1.15	

**7. PACKAGE PLANS**

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MD:	25 ti	50 ti	100 ti	150 ti	200 ti
1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min.	2.75	2.50	2.25	2.00	1.75
30 sec.	2.25	1.75	1.50	1.25	1.15
15/10 sec.	1.75	1.50	1.25	1.10	1.00

## KIVE (FM)

1969

NAB

RAB

An Enterprise Network Station  
 Media Code 4 227 2625 7.00  
 Enterprise Network, Box 931, KGLE Rd., Glendive, Mont. 59330. Phone 406-365-3331.  
 See affiliated AM station for additional information.  
 AM facilities: KGLE.  
**3. FACILITIES**  
 ERP 100,000 w.; 96.5 mc. Stereo.  
 Operating schedule: 8 am-10 pm. MST.  
 Antenna ht.: 30 ft. above average terrain.  
 Partial simulcast operation. Operated separately 10 am-noon, 1-2 pm & 4-10 pm except for newscasts at :60. For simulcast facilities see KGLE.  
**TIME RATES**  
 Eff 1/1/74—Rec'd 3/25/74.

**6. SPOT ANNOUNCEMENTS**

WITHIN 1 YR:	156x	312x	624x	936x
1 min.	2.50	2.25	2.00	1.75
30 sec.	1.75	1.50	1.25	1.15

**7. PACKAGE PLANS**

13 WK:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MD:	25 ti	50 ti	100 ti	150 ti	200 ti
1 WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min.	2.75	2.50	2.25	2.00	1.75
30 sec.	2.25	1.75	1.50	1.25	1.15
15/10 sec.	1.75	1.50	1.25	1.10	1.00

## KXGN

1948

NAB

Media Code 4 227 2700 8.00  
 The Glendive Broadcasting Corp., 210 S. Douglas, Glendive, Mont. 59330. Phone 406-365-3377.  
**1. PERSONNEL**  
 Office Manager—Winnifred Norton.  
**2. REPRESENTATIVES**  
 New York, San Francisco, Chicago, Kansas City, Dallas—The Devery Organization, Inc.  
 Seattle—Simpson/Helly & Associates Co.  
 Denver—Bob Hix Co., Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 6 am-11 pm. MST.

**4. AGENCY COMMISSION**  
 15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
**TIME RATES**  
 No. 6 Eff 6/1/74—Rec'd 5/28/74.  
**6. SPOT ANNOUNCEMENTS**

	1 ti	5 ti	10 ti	15 ti	20 ti
1 min.	8.50	8.00	7.50	7.00	6.50
30/20 sec:	80% of 1-min.				

## GREAT FALLS (4 AM; 1 FM)

Cascade County—Map Location D-2  
 See SHDS consumer market map and data at beginning of the State.

## KARR

1947

## KOPR (FM)

1963

NAB

Cummings Communication Corporation  
 Media Code 4 227 2850 1.00  
 Greater Montana Broadcasting Inc., Box 2204, Great Falls, Mont. 59401. Phone 406-452-2453.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KARR: Programmed for general interest.  
 MUSIC: MOR, stereo on FM. NEWS: network news on hour with local, regional news following. Telephone talk 10:15-11 am M-F and trading post 1:35-2 pm. SPORTS: play-by-play high school and college sports; reports at :45. Short wave special events coverage, 3 mobile units, emphasis on community involvement. Network personalities featured. Promote outdoor activity. Contact Representative for further details. Rec'd 12/10/76.  
**1. PERSONNEL**  
 President—Alan H. Cummings.  
 Gen'l & Nat'l Sales Mgr.—Pat M. Goodover.  
**2. REPRESENTATIVES**  
 Jack Maslin & Co., Inc.  
 Minneapolis—Wayne Evans & Associates, Inc.  
 Mountain States—Bob Hix Co., Inc.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 FM-ERP 3,000 w.; 106.3 mc.  
 Operating schedule: Same as AM.  
 Operating schedule: 5:30-2 am. MST.  
**4. AGENCY COMMISSION**  
 15/0; time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
 Basic Rates: 22b, 23a, 24c, 25a, 28b, 28c.  
 Contracts: 40a, 46.  
 Comb.: Cont. Discounts: 60f.  
 Cancellation: 70a, 70e, 71a, 73a.  
 Prod. Services: 82.  
 Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 13A Eff 12/1/73—Rec'd 12/17/73.  
 AA—Mon thru Sat 6-9 am & 4-6 pm.  
 A—All other times.  
**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	1 min	30 sec	1 min	30 sec
1 ti	6.00	4.00	5.00	4.00
12 ti	5.70	4.70	4.70	3.70
24 ti	5.40			



# Great Falls—KEIN—Continued

## 6. SPOT ANNOUNCEMENTS

	AA			A		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	7.00	4.20	2.10	5.60	3.40	1.70
30 x	6.75	4.05	2.00	5.40	3.25	1.65
60 x	6.45	3.85	1.95	5.15	3.10	1.55
150 x	6.10	3.65	1.85	4.90	2.95	1.50
300 x	5.80	3.50	1.75	4.65	2.80	1.40
400 x	5.50	3.30	1.65	4.40	2.65	1.35
500 x	5.10	3.05	1.55	4.10	2.45	1.25
1000 x	4.70	2.80	1.40	3.75	2.25	1.15
1500 x	4.35	2.60	1.30	3.50	2.10	1.05
2000 x	4.00	2.40	1.20	3.20	1.90	.95

	ROS			- After Midnight -		
	1 x	30 x	10 sec	1 x	30 x	10 sec
1 x	4.50	2.70	1.35	1.50	.90	.70
30 x	4.35	2.60	1.30	1.40	.85	.65
60 x	4.15	2.50	1.25	1.30	.80	.60
150 x	3.90	2.35	1.20	1.20	.75	.55
300 x	3.75	2.25	1.15	1.10	.70	.50
400 x	3.50	2.10	1.05	1.00	.65	.45
500 x	3.30	2.00	1.00	.90	.60	.40
1000 x	3.00	1.80	.90	.80	.50	.30
1500 x	2.80	1.70	.85	.75	.45	.25
2000 x	2.60	1.60	.80	.70	.40	.20

## 8. PROGRAM TIME RATES

	CLASS A					
	1x	26x	52x	104x	156x	260x
1 hr.	110.00	105.00	100.00	90.00	85.00	80.00
1/2 hr.	64.00	60.00	56.50	52.50	49.00	45.30
1/4 hr.	36.50	34.30	32.20	30.10	28.00	25.90
10 min.	26.00	24.50	23.00	21.50	20.00	18.50
5 min.	15.00	14.00	13.00	12.00	11.00	10.00

	CLASS B					
	1x	26x	52x	104x	156x	260x
1 hr.	82.50	79.00	75.00	67.50	63.75	60.00
1/2 hr.	48.00	45.00	42.50	39.50	36.75	34.00
1/4 hr.	27.50	25.75	24.00	22.50	21.00	19.50
10 min.	19.50	18.50	17.25	16.00	15.00	14.00
5 min.	11.00	10.50	9.75	9.00	8.25	7.50

	NEWS					
	1x	26x	52x	104x	156x	260x
PER WK:	7.15	6.80	6.45	6.25	6.05	5.85
5 min.	2.08x	2.60x	3.12x	3.64x		
PER WK:	5.80	5.65	5.45	5.25		

**KMON**  
1947  
Subscriber to the NAB Radio Code  
Media Code 4 227 3150 5.00  
KMON, Inc., Box 2225, Holiday Village, Great Falls, Mont. 59401. Phone 406-453-0336.

**STATION'S PROGRAMMING DESCRIPTION**  
KMON: Programmed for adults.  
MUSIC 70%; modern country including current singles, album selections, oldies. NEWS 10%; 5% national, 3% state & local, 1% weather, 1% farm; network news at :30; state & local at :30. Farm news in AM (including direct market reports). Stock market report once daily. Road reports. Newsman, 1 mobile unit. SPORTS 10%; hourly 5%, live coverage 5%. RELIGIOUS 5%; taped programs, any denomination accepted. TALK 5%; 2% commentary, 2% discussion, 1% educational. Remote broadcasts available. Studio facility for panel discussions & interviews. COMMERCIAL POLICY: NAB standards. (Contact Representative for further details. Rec'd 11/29/71.)

- PERSONNEL**  
Owner & Gen'l Mgr.—Allen Donohue.  
Sales Manager—Gordon Stewart.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 560 kc. Directional—nighttime only. Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15% net charge for time; 10th of month.
- GENERAL ADVERTISING See coded regulations**  
Contract: la, 3a, 4a, 5, 6a, 7b.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

No. 41 Eff 1/1/73—Rec'd 1/22/73.  
A—Mon thru Sat 6-10 am & 4-7 pm.  
B—All other times.

	CLASS A			CLASS B		
	12 ti	18 ti	24 ti	30 ti	36 ti	10 sec
PER WK:	12.00	11.25	10.50	9.75	8.85	
1 min.	9.65	9.00	8.25	7.75	7.00	
30 sec.	9.75	8.85	8.00	7.25	6.45	
10 sec.	7.75	7.00	6.45	5.75	5.00	

**KUDI**  
1955  
Subscriber to the NAB Radio Code  
Media Code 4 227 3300 6.00  
Frontier Broadcasting, Inc., Box 2888, 1026 Central Ave., Great Falls, Mont. 59403. Phone 406-781-2800.

- PERSONNEL**  
President—Sherlee T. Graybill.  
Station Manager—Jerry Hartline.  
Operations Manager—Jack Stevens.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Portland, Seattle—Art Moore & Assoc., Inc.  
Denver—John L. McGuire, Inc.
- FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 5-11 am. MST.
- AGENCY COMMISSION**  
15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 22b, 23a, 24b, 28a, 29a.  
Contracts: 40c, 45, 46.  
Comb.: Cont. Discounts: 60k.  
(Cancellation: 71a, 73a.  
Affiliated with ATA Radio Network.  
Member: Silver Dollar Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 5/1/74—Rec'd 7/18/74.

	6. SPOT ANNOUNCEMENTS				
	12 ti	24 ti	36 ti	48 ti	60 ti
1 min.	4.50	4.25	4.00	3.75	3.50
30 sec.	3.75	3.50	3.25	3.00	2.75

	7. PACKAGE PLANS				
	YEARLY CONTRACT	600x	1000x	1500x	2000x
1 min.	4.25	4.15	4.00	3.75	3.50
30 sec.	3.25	3.15	3.00	2.75	2.50

	8. PROGRAM TIME RATES				
	1x	13x	26x	52x	104x
5 min.	8.65	8.10	7.50	6.85	6.10
1/4 hr.	19.50	19.00	18.40	17.85	17.25
1/2 hr.	34.50	33.50	32.75	31.50	
1 hr.	57.50	51.00	46.00		

**HAMILTON** (1 AM; 1 FM)  
Ravalli County—Map Location B-4  
See SIDS consumer market map and data at beginning of the State.

**KLYQ**  
1961  
Subscriber to the NAB Radio Code  
Media Code 4 227 3450 9.00  
Bitter Root Broadcasting Co., Box 668, 106 S. 2nd St., Hamilton, Mont. 59840. Phone 406-363-3010.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stan Hooper.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast news and special events only. For non-simulcast facilities see KLYQ-FM.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET — Rec'd 2/4/74.

	6. SPOT ANNOUNCEMENTS				
	1x	60x	120x	400x	1000x
1 min.	3.24	2.94	2.59	2.18	2.00
20/30 sec.	2.71	2.33	2.12	1.88	1.71
10/15 sec.	2.00	1.88	1.71	1.53	1.35

**KLYQ-FM**  
1969  
Subscriber to the NAB Radio Code  
Media Code 4 227 3451 7.00  
Bitter Root Broadcasting Co., Box 668, 106 S. Second St., Hamilton, Mont. 59840. Phone 406-363-3010.  
See affiliated AM station for additional information.

- FACILITIES**  
2,000 w. (horiz.), 2,000 w. (vert.); 95.9 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 788 ft. below average terrain.  
Partial simulcast operation. Operated separately local-sunset-midnight. For simulcast facilities see KLYQ.

**TIME RATES**  
Rates are identical to KLYQ. See that listing.

**HARDIN**  
Big Horn County—Map Location F-4  
See SIDS consumer market map and data at beginning of the State.

**KHDN**  
1962  
Media Code 4 227 3600 9.00  
Big Horn Broadcasting, Inc., Box 389, 408 N. Center, Hardin, Mont. 59034. Phone 406-665-1277.

- PERSONNEL**  
President—Al Sargent.
- REPRESENTATIVES**  
Advertising Sales West.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-7 pm. MST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
All discounts must be earned within 1 year from contractual starting date.

**TIME RATES**  
ET — Rec'd 10/5/73.

	6. SPOT ANNOUNCEMENTS					
	1x	100x	250x	500x	750x	1000x
1 min	3.25	3.00	2.80	2.60	2.40	2.20
30 sec	2.50	2.25	2.10	1.95	1.80	1.65
15 sec	1.75	1.50	1.40	1.30	1.20	1.10

## 7. PACKAGE PLANS

	SATURATION:		
	1 min	30 sec	15 sec
25 ti in 5 days	3.00	2.10	1.40
50 ti in 10 days	2.75	1.95	1.30
75 ti in 20 days	2.50	1.80	1.20
100 ti in 30 days	2.25	1.65	1.10
150 ti in 30 days	2.00	1.50	1.00

## HAVRE

Hill County—Map Location E-1  
See SIDS consumer market map and data at beginning of the State.

**KOJM**  
1947  
Subscriber to the NAB Radio Code  
Media Code 4 227 3750 2.00  
North Montana Broadcasters, Inc., KOJM Bldg., Box 391, Havre, Mont. 59501. Phone 406-265-7841.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Carlyle D. Leeds.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w.; 610 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5-12:15 am. MST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.

**TIME RATES**  
No. 13A Eff 12/1/73—Rec'd 6/10/74.  
AA—Mon thru Sat 6-9 am & 4-6 pm.  
A—All other times.

	6. SPOT ANNOUNCEMENTS					
	12 ti	24 ti	36 ti	48 ti	60 ti	30 sec
1 min	5.60	5.30	5.00	4.70	4.30	3.90
30 sec	4.60	4.30	4.00	3.70	3.30	2.90

**ANNUAL PLAN**  
Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn the 12/24/36 plan rate, regardless of number run in any one week. In event contract is not fulfilled, schedules will be adjusted to rate earned each week.

## HELENA (2 AM)

Lewis and Clark County—Map Location C-2  
See SIDS consumer market map and data at beginning of the State.

**KBLL**  
1937  
Subscriber to the NAB Radio Code  
Media Code 4 227 3900 3.00  
Holtzer Broadcasting, Inc., 2301 Colonial Dr., Helena, Mont. 59601. Phone 406-442-6620.

- PERSONNEL**  
Owner & Gen'l Mgr.—W. L. (Bill) Holtzer.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight. MST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: The Intermountain Network.

**TIME RATES**  
No. 41-R-1 Eff 7/1/74—Rec'd 7/29/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

	7. PACKAGE PLANS					
	CLASS A	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:	5.20	5.00	4.75	4.50	4.00	
1 min.	4.20	4.00	3.75	3.50	3.00	
30 sec.	4.50	4.00	3.75	3.50	3.00	

**KCAP**  
1949  
Media Code 4 227 4050 6.00  
KCAP Broadcasters, Inc., 9 North Last Chance Gulch, Helena, Mont. 59601. Phone 406-442-4490.

- STATION'S PROGRAMMING DESCRIPTION**  
KCAP: Target audience 16-40. Contemporary.
- PERSONNEL**  
General Manager—Larry G. Wilmot.
  - REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—John L. McGuire, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.  
15% net time only.
  - AGENCY COMMISSION**  
15% net time only.
  - GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 7/26/74.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
B—All other times.

	6. SPOT ANNOUNCEMENTS					
	12 ti	18 ti	24 ti	30 ti	36 ti	10 sec
PER WK:	5.75	4.30	2.90	4.50	3.50	2.30
6 ti	5.75	4.30	2.90	4.50	3.50	2.30
12 ti	5.25	3.90	2.60	4.20	3.15	2.10
18 ti	4.75	3.55	2.40	3.80	2.85	1.90
24 ti	4.25	3.20	2.10	3.40	2.55	1.50
30 ti	3.75	2.80	1.90	3.00	2.25	1.50

# MONTANA

## 6. SPOT ANNOUNCEMENTS

	CLASS A					CLASS B				
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:	3.45	3.10	2.90	2.75	2.55	2.30	2.10	1.90	1.75	1.55
10 sec.	4.95	4.70	4.40	4.15	3.75	3.45	3.20	2.90	2.65	2.35
1 min.	6.55	6.20	5.85	5.50	4.85	4.50	4.20	3.90	3.60	3.30

**KALISPELL (2 AM)**  
Flathead County—Map Location B-1  
See SIDS consumer market map and data at beginning of the State.

**KGEZ**  
1927  
Subscriber to the NAB Radio Code  
Media Code 4 227 4200 7.00  
Skyline Broadcasters, Inc., Box 600, Kalispell, Mont. 59901. Phone 406-756-4331.

- PERSONNEL**  
General Manager—Gene P. Lofler.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Pacific N. W.—Time Sales Northwest.
- FACILITIES**  
1,000 w.; 600 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**  
15% on time cost.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Affiliated with American Information Network.

**TIME RATES**

# MONTANA

## Lewistown—KXLO—Continued

**TIME RATES**  
 No. 42-R Eff 7/1/74—Rec'd 7/19/74.  
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
 B—All other times.

**7. PACKAGE PLANS**  
**SATURATION PLAN**

	A		B	
	12 ti	18 ti	24 ti	30 ti
PER WK:	12 ti	18 ti	24 ti	30 ti
1 min.....	7.50	7.00	6.50	6.00
30 sec.....	6.00	5.50	5.00	4.50

## LIBBY

Lincoln County—Map Location A-1  
 See SRDS consumer market map and data at beginning of the State.

## KLCB

1950  
 Media Code 4 227 4650 3.00  
 Lincoln County Broadcasters, Inc., Box 730, 1230 Cedar and Main, Libby, Mont. 59923.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KLCB. MUSIC: MOR & C&W. NEWS: at :60 & :30.

- PERSONNEL**  
 Manager—Robert Knickerbocker.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 1,000 w. days. 250 w. nights; 1230 kc. Non-directional.  
 Operating schedule: 6:00 am-10:05 pm.
- AGENCY COMMISSION**  
 15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 Eff 8/1/74—Rec'd 7/29/74.  
 A—6-10 am, noon-1 pm & 4-7 pm.  
 B—All other times.

**7. PACKAGE PLANS**

	CLASS A		CLASS B	
	6 ti	12 ti	18 ti	24 ti
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	4.40	4.15	3.85	3.60
30 sec.....	3.35	3.15	2.90	2.50

## LIVINGSTON

Park County—Map Location D-4  
 See SRDS consumer market map and data at beginning of the State.

## KPRK

1947  
 Subscriber to the NAB Radio Code  
 Media Code 4 227 4600 4.00  
 KPRK, Inc., Box 891, East edge of Livingston on Hwy. 10, Livingston, Mont. 59047. Phone 223-2641.

- PERSONNEL**  
 Pres. & Sta. Mgr.—Jack F. Hinman.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 1,000 w. days. 350 w. nights; 1340 kc. Non-directional.  
 Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

**TIME RATES**  
 No. 30 Eff 8/1/74—Rec'd 7/25/74.  
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
 B—All other times.

**7. PACKAGE PLANS**

	CLASS A		CLASS B	
	6 ti	12 ti	18 ti	24 ti
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.....	3.85	3.75	3.65	3.55
30 sec.....	3.15	3.10	3.00	2.90

## MILES CITY

Custer County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

## KATL

1941  
 Subscriber to the NAB Radio Code  
 Media Code 4 227 4950 7.00  
 Star Printing Co., Box 700, Haynes Ave., Miles City, Mont. 59301. Phone 406-232-2280.

- PERSONNEL**  
 Gen'l & Com'l Mgr.—Fred B. Hunnes.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
 Operating schedule: 7:30 am-11:00 pm Sun; 6:00 am-11:05 pm weekdays. MST.

## 4. AGENCY COMMISSION

15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

**TIME RATES**  
 No. 101 Eff 9/1/67—Rec'd 8/3/67.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	156x	260x	312x	624x
1 min	3.90	3.83	3.74	3.59	3.44	3.28	3.13

**7. PACKAGE PLANS**  
 A—Mon thru Sat 7-9:30 am & 4:30-7 pm.  
 B—All other times.

**PER WK:**

	A		B	
	1 min	30 sec	1 min	30 sec
EA:	1 min	30 sec	1 min	30 sec
12 ti.....	3.50	2.80	1.75	2.98
18 ti.....	3.33	2.66	1.67	2.80
24 ti.....	3.15	2.52	1.58	2.63
30 ti.....	2.98	2.38	1.49	2.45
36 ti.....	2.80	2.24	1.40	2.28

## MISSOULA (4 AM; 1 FM)

Missoula County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

## KGMY

1947  
 Media Code 4 227 5100 8.00  
 Mission Broadcasters, Inc., Box 1495, Missoula, Mont. 59801. Phone 406-549-6489.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KGMY: Target audience of men & women 18-49 years of age.  
**MUSIC:** Current & past hits by air personalities.  
**NEWS:** UPI Audio, UPI newswire, AP newswire, local & national with many local community features, sports broadcasts, farm & market reports.  
 Contact Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Louis C. Erck.  
 Station Manager—Rodger Burton.  
 Sales Manager—Richard S. Vick.
- REPRESENTATIVES**  
 Savalli/Gates, Inc.  
 Seattle, Portland—The Tacher Company.  
 Denver—Mountain Media.
- FACILITIES**  
 1000 w. days. 250 w. nights; 1450 kc. Non-directional.  
 Operating schedule: 24 hours. MST.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 14g, 15b.  
 Basic Rates: 20b, 21b, 21d, 23a, 24b, 29a.  
 Contracts: 40a, 44a, 46, 51b.  
 Comb.; Cont. Discounts: 60a, 60f, 60g, 60i, 62d.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 82.  
 Affiliated with KBS.

**TIME RATES**  
 Eff 10/1/72—Rec'd 10/2/72.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260x	312x	624x
ROS:	1x	26x	52x	104x	156x	260x	312x	624x
1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	3.00
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	2.00
10 sec	2.00	1.85	1.70	1.55	1.40	1.25	1.10	1.00

**8. PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	260x	312x	624x
1/4 hr	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50
1/2 hr	10.00	9.70	9.40	9.10	8.80	8.50	8.20	8.00
5 min	7.50	7.25	7.00	6.75	6.50	6.25	6.00	5.50

## KGVO

1951  
 Media Code 4 227 5250 1.00  
 KGVO Broadcasters, Inc., Drawer M, 340 W. Main St., Missoula, Mont. 59801. Phone 406-549-5152.  
 Teletype 406-543-8313.

**STATION'S PROGRAMMING DESCRIPTION**  
 KGVO: Programmed for general interest & adults.  
**MUSIC:** contemporary with blend of golden oldies.  
**NEWS:** network with 8 man local news team with remotes; continuous news, sports, weather & information 7-8 am & 5-6:30 pm. Contact Representative for further information. Rec'd 11/28/73.

- PERSONNEL**  
 President—Dale G. Moore.  
 Vice-President—Earl Morgenroth.  
 General Manager—Dick Vick.
- REPRESENTATIVES**  
 Avery-Knowell, Inc.  
 Denver—John L. McGuire, Inc.
- FACILITIES**  
 5,000 w.; 1290 kc. Non-directional days, directional nights.
- AGENCY COMMISSION**  
 15/0 net time.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11b, 12g, 13g, 14g, 15a, 15d.  
 Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 28c, 29a, 30, 32a, 33b.  
 Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a.  
 Comb.; Cont. Discounts: 60a, 61a, 62b.  
 Cancellation: 70a, 70c, 70e, 71a, 72, 73a.  
 Prod. Services: 80, 81, 82.  
 Affiliated with CBS.

**TIME RATES**  
 Eff 10/10/72.  
 A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
 B—All other times.

## 6. SPOT ANNOUNCEMENTS

**CLASS A**

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	6.80	6.30	6.00	5.70	5.40	4.80
30 sec.....	4.92	4.68	4.44	4.20	3.96	3.60
10 sec.....	3.30	3.00	2.82	2.70	2.52	2.24

**CLASS B**

	1x	26x	52x	104x	156x	260x
1 min.....	5.50	5.25	5.00	4.75	4.50	4.00
30 sec.....	4.10	3.90	3.70	3.50	3.30	3.00
10 sec.....	2.75	2.50	2.35	2.25	2.10	1.87

**8. PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	260x
1 hr.....	60.00	58.50	57.60	56.40	55.20	52.80
1/2 hr.....	36.00	35.30	34.80	33.90	33.20	31.80
1/4 hr.....	24.00	23.50	23.00	22.50	22.00	21.00
10 min.....	18.00	17.45	17.30	16.95	16.60	15.90
5 min.....	12.00	11.75	11.50	11.25	11.00	10.50

## KYLT

1955  
 Subscriber to the NAB Radio Code  
 Media Code 4 227 5400 2.00  
 Seattle Broadcasting Co., Box 2277, Missoula, Mont. 59801. Phone 406-728-5000.

**STATION'S PROGRAMMING DESCRIPTION**  
 KYLT: MUSIC: Top 30, golden weekends. NEWS: 6 mobile units, 3 full time and 3 part-time newsmen. SPORTS: University sports. Contact Representative for further details. Rec'd 1/29/74.

- PERSONNEL**  
 Partner—W. L. Holter.  
 General Manager—Gene S. Peterson.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 Denver—Bob Hix Co., Inc.  
 Northwest—Art Moore & Assoc., Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1340 kc. Operating schedule: 24 hours. MST.
- AGENCY COMMISSION**  
 15% net; time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
 Basic Rates: 21d, 22b, 23a, 24c, 25a, 26, 26b, 28c.  
 Contracts: 40a, 46, 47a.  
 Comb.; Cont. Discounts: 60f.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 82.  
 Member: Silver Dollar Network.

**TIME RATES**  
 Eff 6/1/73—Rec'd 1/29/74.  
 A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

	CLASS A		CLASS B	
	6 ti	12 ti	18 ti	24 ti
PER WK:	6 ti	12 ti	18 ti	24 ti
PER YR:	156x	312x	468x	624x
1 min.....	6.10	5.70	5.30	4.95
30 sec.....	5.00	4.65	4.35	4.05

**CLASS B**

	6 ti	12 ti	18 ti	24 ti
1 min.....	5.10	4.70	4.30	3.95
30 sec.....	4.00	3.65	3.35	3.05

10/15 sec: 60% of 1-min.

## KYSS

1959  
 Media Code 4 227 5550 4.00  
 Garden City Broadcasting, Inc., 400 Ryman St., Missoula, Mont. 59801. Phone 406-728-9300.

**STATION'S PROGRAMMING DESCRIPTION**  
 KYSS: Programmed for general adult entertainment, news and music.  
**NEWS:** 6 remote mobile units, AP, networks, news staff, emphasis on regional news, weather farm reports & sports. **MUSIC:** 100% country western. Contact Representative for further details. Rec'd 4/1/71.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Chester M. Murphy.  
 Asst. Mgr. & Prog. Dir.—James Goodrich.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 5,000 w. days; 930 kc. Non-directional.  
 Operating schedule: 6 am-10:00 pm. MST.
- AGENCY COMMISSION**  
 15% on net time only 30 days.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 16.  
 Basic Rates: 20a, 21b, 22a, 22b, 23a, 24c, 26, 28c.  
 Contracts: 40a, 44a, 51a.  
 Comb.; Cont. Discounts: 60b, 60e, 60f, 60h, 60i, 62b.  
 Cancellation: 70e, 73a, 73b.  
 Prod. Services: 82.  
 Affiliated with American Information Network.  
 Affiliated with MBS.  
 Member: The Intermountain Network.

**TIME RATES**  
 No. 32 Eff 9/15/73—Rec'd 11/5/73.  
 A—7 am-7 pm.  
 B—All other times.

**7. PACKAGE PLANS**  
**SATURATION:**

	A		B	
	1 min	30 sec	1 min	30 sec
PER WK, EA:	1 min <td>30 sec <td>1 min <td>30 sec</td> </td></td>	30 sec <td>1 min <td>30 sec</td> </td>	1 min <td>30 sec</td>	30 sec
12 ti.....	5.10	4.60	3.50	4.50
18 ti.....	4.90	4.20	3.10	3.95
24 ti.....	4.60	3.95	2.75	3.80
30 ti.....	4.40	3.60	2.50	3.50

**8. PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	260x	312x	624x
1 hr.....	50.00	47.00	45.00	42.00	40.00	38.00	36.00	34.50
1/2 hr.....	30.00	27.00	25.00	23.00	21.00	20.00	19.00	18.00
1/4 hr.....	20.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00
10 min.....	12.95	12.70	12.40	12.20	11.90	11.60	11.40	11.00
5 min.....	8.70	8.50	8.30	8.10	7.90	7.70	7.50	7.25

**10. SPECIAL FEATURES**  
 5-min newscasts or adjacencies—minimum 1-min A applied rate.

## KYSS-FM

1969  
 Media Code 4 227 5551 2.00  
 Garden City Broadcasting, Inc. 400 Ryman St., Missoula, Mont. 59801. Phone 406-728-9300.  
 See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KYSS-FM: Programmed for primary music entertainment, with 25 minutes of each half hour dedicated to uninterrupted music. NEWS: weather & special reports at :60 & :30; 6 remote mobile news units; AP network news staff. **MUSIC:** 90% instrumental big band & orchestra; 10% vocal. Contact Representative for further details. Rec'd 4/1/71.

**3. FACILITIES**  
 ERP 30,200 W.; 94.9 mc. Stereo.  
 Operating schedule: 6-2 am. MST.  
 Antenna ht.: 7,600 ft. above average terrain.

**TIME RATES**  
 Rates are identical to KYSS. See that listing.

## PLENTYWOOD

Sheridan County—Map Location H-1  
 See SRDS consumer market map and data at beginning of the State.

## KPWD (FM)

1962  
 Media Code 4 227 5700 5.00  
 Empire Broadcasting Corp., 1st & Main, Plentywood, Mont. 59254.

- PERSONNEL**  
 General Manager—Vern S. Veils.
- REPRESENTATIVES**  
 Advertising Sales West.
- FACILITIES**  
 ERP 684 w.; 100.1 mc.  
 Operating schedule: 7 am-4 pm. MST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 Eff 1/28/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x
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**Shelby-KSEN-Continued**

**7. PACKAGE PLANS**

PER WK:	CLASS AA				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	8.45	8.10	7.75	7.40	7.05
30 sec.....	6.40	6.10	5.80	5.50	5.20
10 sec.....	3.90	3.60	3.30	3.10	2.95
PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	7.05	6.75	6.45	6.15	5.85
30 sec.....	5.35	5.10	4.85	4.60	4.35
10 sec.....	3.25	3.00	2.75	2.60	2.45
PER WK:	CLASS B				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	6.60	6.30	6.00	5.70	5.40
30 sec.....	5.00	4.75	4.50	4.25	4.00
10 sec.....	2.90	2.65	2.40	2.35	2.20

**SIDNEY**

Highland County—Map Location H-2  
See SRDS consumer market map and data at beginning of the State.

**KGCK**  
1926

Media Code 4 227 6150 2.00  
KGCK, Inc., Box 31, Sidney, Mont. 59270. Phone 406-482-2115.  
Studio: Hapid Bldg., Williston, N. D. Phone 572-3778.

- PERSONNEL**  
General Manager—E. C. Krehshach.  
Station Manager—Dale C. Wilson.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Seattle, Portland—Hugh Feltis & Associates.
- FACILITIES**  
5,000 w.; 1480 kc. Directional—same pattern all hours. MST.
- AGENCY COMMISSION**  
15/0.

**8. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a.  
Contracts: 40a, 41, 42a, 45, 47a.  
Comb.: Cont. Discounts: 60a, 60e.  
Cancellation: 71a, 72, 73a.  
Affiliated with MBS.

**TIME RATES**

ET 5/1/70—Rec'd 5/27/70.

**6. SPOT ANNOUNCEMENTS**

ix	25x	52x	104x	156x	200x	312x
1 min 7.30	6.70	6.15	5.60	5.30	4.75	4.10
30 sec 5.45	5.00	4.60	4.20	3.90	3.50	3.35
15 sec 4.75	4.35	3.90	3.50	3.20	2.80	2.60

**7. PACKAGE PLANS**

SATURATION PACKAGE  
(Must be used in 7 days)

PER WK:	5 ti	10 ti	25 ti	50 ti
1 min.....	7.00	6.65	5.60	4.90
30 sec.....	5.25	4.80	3.85	3.15
15 sec.....	4.00	3.85	2.80	2.10

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	70.00	44.80	25.20	19.60	16.80
52 x.....	58.80	33.60	19.60	16.80	14.00
260 x.....	39.20	22.40	15.40	12.60	9.80

**WEST YELLOWSTONE**

Gallatin County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KWYS**  
1968

Media Code 4 227 6225 2.00  
Empire Broadcasting Corp., Box 9, West Yellowstone, Mont. 59758. Phone 406-646-7361.

- PERSONNEL**  
General Manager—Gary N. Petersen.

**2. REPRESENTATIVES**

Alan Torbet Associates, Inc.

**3. FACILITIES**

1,000 w.; 920 kc.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**

None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.

**TIME RATES**

ET 2/1/74—Rec'd 4/22/74.

**6. SPOT ANNOUNCEMENTS**

ix	13x	26x	52x	156x	312x	624x	1200x
1 min 5.20	5.05	4.85	4.60	4.30	4.00	3.60	3.20
30 sec 3.90	3.80	3.60	3.40	3.10	2.80	2.40	2.25
10 sec 2.90	2.80	2.65	2.50	2.30	2.00	1.85	1.75

7-9 am, noon-1 pm & 5-6 pm, extra 15%.  
Spots on KXXL, Bozeman, extra 1.50.

**7. PACKAGE PLANS**

SHOPPERS SPECIAL—MON, TUES & WED

PER WK:	25 ti	50 ti	100 ti	25 ti	50 ti	100 ti
1 min.....	3.60	3.30	3.00	2.75	2.55	2.35
30 sec.....	3.60	3.30	3.00	2.75	2.55	2.35
15 sec.....	3.80	3.50	3.20	2.90	2.70	2.50

**WOLF POINT**

Roosevelt County—Map Location H-1  
See SRDS consumer market map and data at beginning of the State.

**KVCK**  
1957

Media Code 4 227 6300 3.00  
Hi-Line Broadcasting Co., Radio Block, Wolf Point, Mont. 59201. Phone 406-653-1900

**STATION'S PROGRAMMING DESCRIPTION**  
KVCK: Programmed for adults and general interest.

**MONTANA**

**1. PERSONNEL**  
General Manager—R. C. Fisher.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**

1,000 w. days; 250 w. nights; 1450 kc.  
Operating schedule: 6:00 am-10:00 pm. MST.

**4. AGENCY COMMISSION**

15% to recognized agencies. No cash discount.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**

No. 12 ET 4/1/71—Rec'd 6/6/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	24 ti	36 ti
1 min.....	4.70	4.30	3.90	3.50
30 sec.....	3.50	3.10	2.70	2.30
10 sec.....	2.70	2.30	1.90	1.50

**7. PACKAGE PLANS**

**PER WK:** 1 ti 3 ti 6 ti  
5 min..... 7 8 5

Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn 12/24/36 plan rate, regardless of number run in any one wk. If contract is not fulfilled, schedules will be adjusted to rate earned ea wk.  
All spots regardless of length may be combined to earn frequency.

# NEBRASKA

## Negro Population Data

(January 1, 1974)  
 STATE TOTAL..... 45,809  
 METRO AREAS..... 2,445  
 Lincoln..... 42,694  
 Omaha..... 45,139  
 Total Metros.....

## NEBRASKA

See SDDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable to Daylight Saving Time, will affect each listed station's operating schedule, as reported in 3 FACILITIES. Please disregard each (zone) standard time as reported.

## STATE NETWORKS

### Beef Empire Stations

Comprised of:  
 Non-Interconnected Stations  
 WZAG—Neerok, Neb. KCOL—Fort Collins, Colo.  
 Media Code 4 228 0185 1-00  
 Business Office: c/o WJAG, 369 Branch Ave., Norfolk, Neb. 68701. Phone 402-371-0780.

### 1. PERSONNEL

Vice-President—Bob Thomas.

### 2. REPRESENTATIVES

See individual station listings.  
 Kansas City Omaha, Lincoln—Paul "Red" Abels.  
 Denver—Bob Hix Co., Inc.

### 4. AGENCY COMMISSION

15% on net time only; no cash discount.

### 5. GENERAL ADVERTISING

See needed regulations

General: 1a, 2b, 3d, 4b, 5, 6a, 7b.

Basic Rates: 21a, 22b, 23a, 24a, 24c, 25c, 26b, 28c, 29a, 33b.

Contract: 40a, 41, 45, 46, 47a, 49, 50, 51b.

Comb.: Cont. Discounts: 60f, 61a, 61b, 62d.

Cancellation: 70a, 70c, 71a, 71c, 73b.

Prod. Services: 80, 81, 82.

### TIME RATES

Eff. Rec'd 12/1/71.

Comparable schedule on each station. 5% discount.

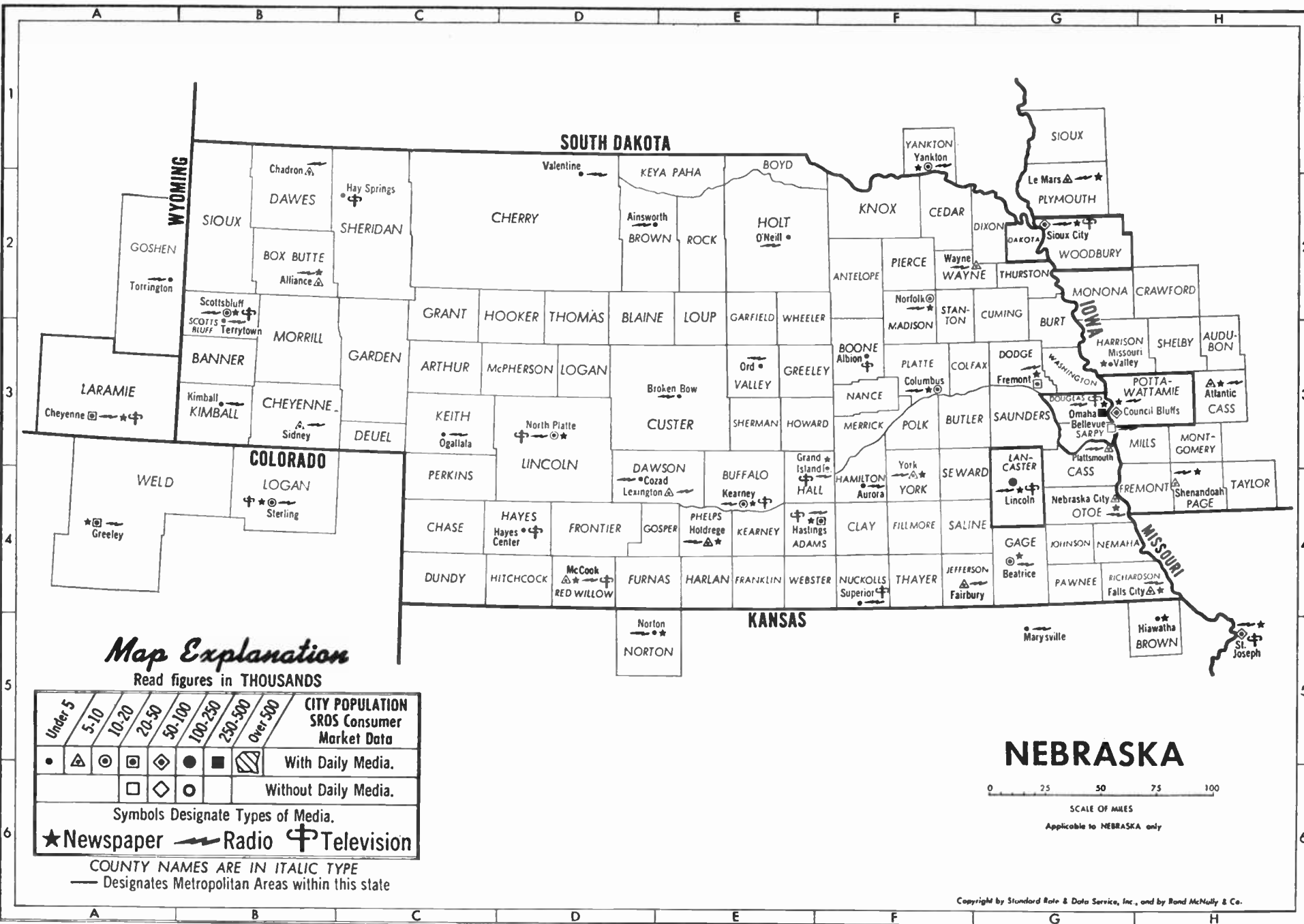
### Intermountain Nebraska Group Intermountain Network

Business Office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-353-4641.  
 Radio Station Network under Regional Radio Networks and Groups.

Comprised of:

KCOW—Alliance  
 KCSP—Chadron  
 KOGA—Ogallala  
 KNEB—Scottsbluff  
 KSNB—Sidney  
 KUYV—Holdrege  
 KRNK—Kearney

(State Networks continued on page 560)





# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS

**CITIES AND COUNTIES** — This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)		% Distribution of Families			Per Household (\$)		By Selected Store Types											
					3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
<b>NEBRASKA STATE TOTALS</b>	1,538.5	522.28	6,319,761	12,100	8.3	16.9	12.9	26.5	27.5	3,877,649	7,424	617,513	101,305	533,595	163,244	179,185	741,439	322,223	806.67	249.5	3,643,416
ADAMS E-4†	31.5	11.20	131,804	11,768	6.9	16.5	13.8	28.0	27.7	91,279	8,150	10,407	6,398	11,472	5,639	4,948	19,469	7,112	17.19	2.4	36,621
Hastings	24.8	9.36	106,163	11,342	.....	.....	.....	.....	.....	86,672	9,260	10,199	5,897	10,388	5,639	4,948	16,875	5,630	.....	.....	.....
ANTELOPE F-2	9.0	3.21	31,907	9,940	11.0	21.7	13.6	20.3	20.1	23,972	7,468	2,415	431	363	694	510	6,825	1,260	4.86	4.2	58,866
ARTHUR C-3	6	2.1	1,409	6,710	20.4	28.0	13.8	18.7	16.9	130	619	75	.....	.....	.....	.....	.....	106	31	5	5,271
BANNER B-3	1.0	3.3	4,552	13,794	14.7	17.6	12.2	24.0	22.9	124	376	.....	.....	.....	.....	.....	.....	106	60	7	7,480
BLAINE D-2	7	2.6	3,345	12,865	14.1	22.6	12.9	20.7	25.3	1,353	5,204	93	.....	88	.....	.....	795	123	43	6	7,890
BOONE F-3	7.9	2.65	28,291	10,676	11.9	19.4	13.0	20.8	20.5	23,070	8,706	2,435	229	164	712	873	4,212	1,991	4.55	4.4	43,773
BOX BUTTE B-2	9.9	3.55	35,170	9,907	11.0	17.0	13.7	25.5	21.6	32,059	9,039	5,471	790	2,067	1,718	1,295	7,318	2,410	5.87	1.7	20,738
BOYD E-1	3.5	1.25	8,322	6,658	17.6	24.7	12.5	13.2	5.8	5,341	4,273	55	.....	198	85	65	864	526	1.95	1.8	12,454
BROWN D-2	4.0	1.49	12,694	8,519	15.1	22.8	13.1	16.6	17.4	15,029	10,087	1,989	315	207	742	405	2,431	1,496	2.10	1.0	31,101
BUFFALO E-4	33.1	10.97	118,537	10,806	10.2	19.7	13.4	24.3	23.1	103,014	9,391	16,390	1,742	9,319	3,398	3,285	17,014	10,390	16.09	4.5	53,556
Kearney	21.0	6.86	75,173	10,958	.....	.....	.....	.....	.....	79,046	11,523	13,930	1,306	8,942	3,244	2,326	15,242	6,623	.....	.....	.....
BURT G-2	9.2	3.40	37,987	11,173	9.8	17.7	12.8	24.0	25.8	25,816	7,593	3,333	247	1,267	443	547	2,731	1,469	5.33	3.3	59,553
GULF F-3	9.4	3.32	34,917	10,517	11.7	17.0	11.5	20.3	21.9	17,290	5,208	2,984	203	755	103	494	1,768	1,946	5.57	4.7	40,054
CASS G-3	9.3	6.50	70,427	10,835	10.4	19.0	13.8	25.9	21.4	31,460	4,840	6,159	717	876	365	630	7,060	3,529	10.12	3.5	68,744
CEDAR F-2	12.0	3.64	32,218	8,851	12.4	19.5	11.9	18.7	17.1	29,722	8,165	3,363	522	1,012	174	514	2,788	2,279	5.74	6.9	47,659
CHASE C-4	4.1	1.50	14,098	9,399	12.4	24.1	13.3	21.5	18.5	13,569	9,046	1,737	371	686	155	148	2,637	1,145	2.27	1.4	20,372
CHERRY D-2	6.6	2.35	28,905	12,300	9.1	21.0	13.3	20.6	28.1	18,016	7,666	2,572	262	636	773	1,087	4,052	2,288	3.63	2.8	53,710
CHEYENNE B-3	10.8	3.79	37,427	9,875	10.5	22.3	13.4	23.6	20.1	28,339	7,477	5,322	772	1,656	1,268	1,181	7,067	2,244	6.47	2.1	28,268
CLAY F-4	8.0	2.85	30,946	10,858	10.9	23.9	15.2	22.1	19.7	18,707	6,564	2,707	731	426	151	440	764	2,432	4.77	1.9	37,690
COLFAX F-3	9.6	3.53	36,114	10,231	12.5	19.5	12.8	23.6	22.4	27,884	7,842	3,814	266	1,878	505	465	6,322	1,761	5.40	3.6	58,703
CUMING G-2	11.9	3.94	44,688	11,342	9.9	17.4	12.5	24.9	23.7	30,080	7,635	3,336	789	1,552	753	724	3,259	1,835	6.56	6.1	178,411
CUSTER E-3	14.4	5.34	59,531	11,148	11.3	19.3	12.9	21.7	22.7	39,607	7,417	6,007	1,027	2,888	881	1,244	8,306	3,580	8.18	6.6	74,744
DAKOTA G-2	13.5	4.32	51,584	11,941	7.1	17.4	14.2	28.7	25.3	37,548	8,692	7,399	626	577	153	2,052	4,071	5,214	7.03	1.7	18,493
DAWES B-2	9.8	3.29	32,769	9,960	15.4	22.6	13.8	20.4	17.6	23,604	7,174	3,126	671	1,391	1,570	1,569	5,003	2,368	4.80	1.1	14,828
DAWSON E-4	19.8	7.04	84,274	11,971	7.9	18.1	14.3	26.4	24.9	59,801	8,494	10,020	1,607	2,148	1,835	2,647	11,262	7,073	11.48	4.2	119,096
Lexington	5.7	2.07	24,421	11,798	.....	.....	.....	.....	.....	27,663	13,364	4,220	640	965	1,178	761	7,379	2,701	.....	.....	.....
DEUEL C-3	2.7	1.03	12,821	12,448	9.3	19.9	14.6	24.6	27.1	8,983	8,721	870	210	354	329	628	1,853	1,661	1.63	1.1	14,354
DIXON G-2	7.2	2.50	27,038	10,815	9.8	22.6	14.2	22.1	22.1	13,046	5,218	1,395	331	639	189	150	2,462	1,890	3.80	2.6	46,519
DODGE G-3	35.9	12.52	151,680	12,115	7.4	16.1	12.3	28.1	28.3	118,754	9,485	16,945	2,418	15,612	4,851	4,463	22,948	8,144	20.98	4.2	66,483
Fremont	24.2	8.57	101,988	11,901	.....	.....	.....	.....	.....	85,172	9,938	14,219	1,960	14,608	4,372	3,888	18,864	5,991	.....	.....	.....
DOUGLAS G-3†	411.8	136.76	1,889,930	13,819	6.0	12.3	11.9	29.2	35.2	1,032,051	7,546	192,837	33,183	216,166	51,593	64,774	214,844	74,786	197.03	2.3	46,915
Omaha	365.2	125.25	1,679,509	13,409	.....	.....	.....	.....	.....	1,013,190	8,089	186,661	32,889	212,632	50,403	63,362	202,264	69,813	.....	.....	.....
Omaha Metro Area	577.7	186.48	2,559,271	13,617	.....	.....	.....	.....	.....	1,301,494	6,979	241,965	41,960	259,721	62,573	77,000	261,189	102,647	276.42	.....	.....
DUNDY C-4	2.9	1.12	12,484	11,146	11.3	20.5	11.8	19.2	25.7	6,638	5,927	898	241	241	94	273	2,225	718	1.65	1.0	18,647
FILLMORE F-4	7.7	2.84	35,328	12,439	9.3	16.3	11.6	24.9	28.0	23,383	8,233	2,911	431	451	354	721	2,659	1,862	4.80	3.0	48,183
FRANKLIN E-4	4.3	1.70	17,167	10,098	12.2	21.4	13.2	20.4	18.8	15,346	9,027	2,024	331	382	356	228	2,426	745	2.78	1.6	21,345
FRONTIER D-4	4.1	1.44	13,392	9,300	18.9	23.7	12.8	17.3	17.5	6,359	4,416	997	56	166	88	183	1,273	631	2.00	1.9	18,334
FURNAS D-4	6.6	2.58	23,753	9,207	11.9	26.5	14.1	18.2	17.4	17,221	6,675	2,863	558	253	342	860	3,750	2,227	3.88	1.8	28,604
GAGE G-4	25.8	8.81	94,174	10,689	9.2	19.5	13.7	24.9	23.3	59,087	6,707	10,539	1,441	4,391	2,353	3,603	9,646	4,923	14.51	5.9	62,985
GARDEN C-3	2.9	1.11	9,129	8,224	12.7	18.6	13.3	23.7	16.3	4,619	4,161	874	199	194	48	810	779	1.66	1.2	14,197	
GARFIELD E-2	2.4	0.94	9,991	10,629	11.0	27.1	14.9	18.4	16.7	5,726	6,091	1,550	194	97	72	995	135	1.23	0.9	9,209	
GOSPER D-4	2.2	0.78	8,315	10,660	6.7	18.3	12.8	23.3	24.8	4,285	5,494	238	231	230	.....	.....	641	1.29	1.4	15,732	
GRANT C-1	1.0	0.33	4,335	13,139	15.7	19.9	11.4	19.3	20.9	1,609	4,876	167	.....	185	.....	61	357	113	0.57	0.2	9,145
GREELEY E-3	4.1	1.39	13,927	10,019	5.7	13.3	12.1	29.4	34.2	7,834	5,636	80	80	384	32	349	1,014	2,111	2.1	2.1	22,261
HALL E-4†	45.5	15.99	193,524	12,103	7.3	15.8	13.5	29.3	27.2	150,284	9,399	23,342	4,092	17,424	5,685	7,645	26,917	15,441	25.42	4.1	83,898
Grand Island	34.6	12.53	142,068	11,338	.....	.....	.....	.....	.....	125,688	10,031	21,653	3,818	15,403	5,685	7,238	22,790	9,429	.....	.....	.....
HAMILTON F-4	9.0	3.05	32,840	10,767	8.3	20.0	15.5	26.3	20.3	23,657	7,756	3,050	226	1,244	504	522	6,072	1,271	4.76	3.7	54,396
HARLAN E-4	4.1	1.57	15,382	9,797	11.5	24.1	15.3	21.2	18.2	10,729	6,834	1,359	284	509	227	196	2,089	1,357	2.70	1.4	22,135
HAYES D-4	1.5	0.51	4,834	9,478	17.1																

# NEBRASKA

## State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passenger Cars	Farm Population	Gross Farm Income				
STATE	COUNTY—Map Loc.	Population	Households	Per Household	% Distribution of Families	Per Household	Food	Drug	General Mfg.	Apparel	Home Furn.	Auto-motive	Service Station	1/1/74	1/1/74	1973						
City	Metropolitan Area	1/1/74	1/1/74	(\$000)	to 4999	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(000)	(000)	(000)						
SCOTT BLUFF B-2		36.9	12.23	138,674	11,339	8.7	18.9	13.7	26.3	24.7	110,625	9,045	16,454	1,903	14,358	5,498	6,674	26,133	7,156	21.31	4.9	91,725
SEWARD F-4		15.7	5.01	58,894	11,755	10.4	18.8	15.0	27.0	21.7	32,844	6,556	4,909	852	988	877	1,795	7,694	3,104	7.62	4.7	60,882
SHERIDAN C-2		7.0	2.41	28,518	11,833	11.1	22.8	12.7	18.1	24.6	21,216	8,803	2,790	667	919	1,376	1,112	4,820	2,831	3.96	2.5	25,836
SHERMAN E-3		4.7	1.65	14,135	8,567	13.6	22.6	11.6	16.1	24.6	7,623	4,620	1,462	411	472	192	287	1,521	1,407	2.40	2.2	18,098
SIoux B-2		1.9	.66	6,001	9,092	9.4	24.9	11.0	19.3	17.4	783	1,186	111	52	.....	44	.....	237	225	1.10	1.6	20,924
STANTON F-2		6.0	2.01	19,009	9,457	10.9	18.9	14.3	22.8	17.1	6,581	3,274	.....	.....	.....	196	.....	362	114	3.13	3.1	81,063
THAYER F-4		7.5	2.83	27,184	9,606	11.5	22.1	13.0	20.6	18.1	20,902	7,386	2,810	498	770	350	1,232	2,799	1,373	4.55	2.5	28,014
THOMAS D-2		.8	.30	2,503	8,343	16.2	26.1	17.8	21.8	9.1	1,268	4,227	.....	.....	.....	39	.....	.....	160	.51	.2	6,605
THURSTON G-2		6.7	2.10	20,433	9,730	12.1	25.2	14.2	20.3	17.7	13,273	6,320	2,350	227	202	237	170	2,257	1,790	3.25	2.7	38,469
VALLEY E-3		5.5	2.05	19,809	9,663	12.4	25.5	13.9	19.1	18.6	16,346	7,974	2,593	291	1,084	442	1,388	1,905	2,169	3.30	2.2	24,618
WASHINGTON G-3		13.8	4.56	56,593	12,411	9.2	13.9	12.0	29.6	28.6	29,886	6,554	5,079	610	1,884	1,124	1,021	6,724	2,000	7.68	3.5	69,448
WAYNE F-2		10.5	3.22	36,368	11,294	13.1	22.3	12.7	20.5	21.7	25,755	7,998	3,499	511	1,387	567	875	5,451	1,606	4.88	3.8	58,119
WEBSTER E-4		5.6	2.19	16,786	7,665	13.2	20.8	12.4	17.6	19.2	14,435	6,591	1,548	397	1,043	228	571	2,922	960	3.14	2.0	16,653
WHEELER E-2		.9	.29	3,171	10,934	13.0	26.0	16.9	16.5	12.0	589	2,031	192	.....	90	.....	.....	258	58	.8	.8	9,981
YORK F-4		13.9	4.95	58,462	11,811	7.3	17.3	14.0	27.3	26.7	43,271	8,732	5,578	805	2,214	2,408	1,269	6,874	3,828	7.77	3.8	53,864

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

### State Networks—Continued Nebraska Radio Network

Comprised of:  
Non-Interconnected Stations  
KCOW—Alliance  
KCNI—Broken Bow  
KJKB—Columbus  
KAMI—Cozad  
KGMT—Fairbury  
KTNC—Falls City  
KICB—Hastings  
KUVB, KUVB-FM—Holdrege  
KRNK—Kearney  
KECK—Lincoln  
Media Code 4 228 0450 0.00  
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.  
New York 10017—501 Fifth Ave. Phone 212-973-0982.

1. PERSONNEL  
Manager—Robert J. Walton.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL RATE POLICY  
Stations may be bought in any combination on one contract-one billing basis.  
TIME RATES  
ET 12/1/69—Rec'd 12/8/69.  
A—Mon thru Sat 6-7:30 am & 11:45 am-1 pm.  
6. SPOT ANNOUNCEMENTS  
PER WK. EA: 1 ti 6 ti 12 ti  
1 min. 89 84 79

### AINSWORTH

Brown County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.  
KBRB  
1968

Subscriber to the NAB Radio Code  
Media Code 4 228 0650 5.00  
KBR Broadcasting Co., Inc., Box 285, 122 E. Second St., Ainsworth, Neb. 69210. Phone 402-387-1430, 1410.  
STATION'S PROGRAMMING DESCRIPTION  
KBRB: Programmed for general interest.

1. PERSONNEL  
Gen'l & Sales Mgr.—Lorris C. Rice.  
2. REPRESENTATIVES  
The Sandberg-Glenn Company.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-10 pm. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 11/12/69—Rec'd 11/12/69.  
6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 260x 312x  
1 min. 3.00 2.50 2.30 2.20 2.00 1.75  
30 sec. 2.75 2.25 2.05 1.95 1.75 1.55  
7. PACKAGE PLANS  
SATURATION SPOT PACKAGES  
10 ti 25 ti 50 ti 100 ti  
1 min. 2.50 2.00 1.80 1.60  
30 sec. 2.30 1.80 1.60 1.40  
15 sec. 2.10 1.60 1.40 1.20

### ALLIANCE

Box Butte County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.  
KCOW  
1949

Subscriber to the NAB Radio Code  
Media Code 4 228 0780 0.00  
KLOE, Inc., Box 600, Alliance, Neb. 69301. Phone 308-762-1400.

### STATION'S PROGRAMMING DESCRIPTION

KCOW: Programmed for general interest.  
1. PERSONNEL  
General Manager—Jack Everton.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
Omaha—Soderlund Company.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:40 am-7:30 pm. MST.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network, Nebraska Radio Network, Farm Radio Network.

TIME RATES  
ET 7/1/74—Rec'd 7/22/74.  
A—Mon thru Sat 6-10 am, 11:30 am-1:15 pm & 4-7 pm.  
B—All other times.  
7. PACKAGE PLANS  
CLASS A  
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min. 5.50 5.35 5.20 5.05 4.90  
30 sec. 4.40 4.30 4.15 4.05 3.90  
CLASS B  
1 min. 4.90 4.75 4.60 4.45 4.30  
30 sec. 3.90 3.80 3.70 3.55 3.45

### AURORA

Hamilton County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

KROA (FM)  
1967  
Media Code 4 228 0850 1.00  
Midwest Broadcasting, Inc., 1111 K St., Aurora, Neb. 68818. Phone 402-694-6941.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Herbert Roszhart.  
2. REPRESENTATIVES  
None.  
3. FACILITIES  
ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 500 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

TIME RATES  
ET 1/1/68—Rec'd 4/15/68.  
6. SPOT ANNOUNCEMENTS  
1 min 30 sec 10 sec  
1x 6.50 6.00 5.50  
25x 5.75 5.25 4.75  
50x+ 5.00 4.50 4.00

### BEATRICE (1 AM; 1 FM)

Gage County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

KWBE  
1949  
Subscriber to the NAB Radio Code  
Media Code 4 228 0975 6.00  
MIA Enterprises, Inc., Box 1450, Sherman and Mary Sts., Beatrice, Neb. 68310. Phone 402-226-5923.

STATION'S PROGRAMMING DESCRIPTION  
KWBE: MUSIC: 5 am-7 pm is MOR, polkas, C & W.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—Gordon C. Bud Pentz.  
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
No. 7 ET 1/8/68—Rec'd 1/4/68.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
PER WK: 1 ti 3 ti 5 ti 10 ti 20 ti 30 ti  
13 wk. 6.00 7.75 7.50 7.25 7.00 6.75  
13 wk. 7.75 7.50 7.25 7.00 6.75 6.50  
26 wk. 7.50 7.25 7.00 6.75 6.50 6.25  
52 wk. 7.25 7.00 6.75 6.50 6.25 6.00  
30 SECONDS  
1 wk. 7.00 6.75 6.50 6.25 6.00 5.75  
13 wk. 6.75 6.50 6.25 6.00 5.75 5.50  
26 wk. 6.50 6.25 6.00 5.75 5.50 5.25  
52 wk. 6.25 6.00 5.75 5.50 5.25 5.00  
All spots scheduled BTA.

### K W B E-FM

1962  
Subscriber to the NAB Radio Code  
Media Code 4 228 0976 4.00  
Mia Enterprises, Inc., Box 1450, Sherman and Mary Sts., Beatrice, Neb. 68310. Phone 402-226-5923.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
KWBE-FM: Programmed for the mature person.  
3. FACILITIES  
ERP 97,000 w.; 92.9 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 350 ft. above average terrain.

TIME RATES  
No. 3 ET 6/1/71—Rec'd 7/8/71.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE/BTA  
PER WK: 1 ti 3 ti 5 ti 10 ti 20 ti 30 ti  
1 wk. 4.00 3.75 3.50 3.25 3.00 2.75  
13 wk. 3.75 3.50 3.25 3.00 2.75 2.50  
26 wk. 3.50 3.25 3.00 2.75 2.50 2.25  
52 wk. 3.25 3.00 2.75 2.50 2.25 2.00  
30 SECONDS/BTA  
1 wk. 3.00 2.75 2.50 2.25 2.00 1.75  
13 wk. 2.75 2.50 2.25 2.00 1.75 1.50  
26 wk. 2.50 2.25 2.00 1.75 1.50 1.25  
52 wk. 2.25 2.00 1.75 1.50 1.25 1.00

### BROKEN BOW

Custer County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

KCNI  
1949  
Subscriber to the NAB Radio Code  
Media Code 4 228 1170 3.00  
Custer Country Broadcasting Co., Box 409, Broken Bow, Neb. 68822. Trojan 2-5681.

1. PERSONNEL  
Manager—George A. Crawford.  
2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
3. FACILITIES  
1,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6:00 am-6:45 pm. CST.  
4. AGENCY COMMISSION  
15/0 time only; 10 days.  
5. GENERAL RATE POLICY  
Member: Nebraska Radio Network.

TIME RATES  
ET 11/1/53—Rec'd 10/29/53.  
A—Daily 6-8 am & noon-1 pm.  
B—Daily 8 am-noon & 1-6:45 pm.  
6. SPOT ANNOUNCEMENTS  
CLASS A  
1x 13x 26x 52x 104x 156x 260x 312x  
1 min 7.00 6.30 6.00 5.60 5.25 4.90 4.55 4.20  
CLASS B  
1 min 5.60 5.04 4.80 4.48 4.20 3.92 3.65 3.38  
30 sec 4.20 3.78 3.60 3.28 3.15 2.84 2.73 2.52

### CHADRON

Dawes County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

### K C S R

1954  
RAB  
Media Code 4 226 1365 9.00  
Big Sky Co., Box 931, 212 Bordeaux St., Chadron, Neb. 69337. Phones 308-432-5545, 5546.

STATION'S PROGRAMMING DESCRIPTION  
KCSR: Programmed for adult appeal.  
1. PERSONNEL  
Manager—Lee Hall.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
Kansas City, Omaha, Lincoln—Red Abels.  
3. FACILITIES  
1,000 w. days; 610 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

TIME RATES  
No. 1 ET 11/15/71—Rec'd 1/26/72.  
AA—Mon thru Sat sign-on-10 am & 11:45 am-1 pm.  
AA—All other times.  
6. SPOT ANNOUNCEMENTS  
AA, FIXED:  
1x 26x 52x 104x 156x 260x 312x  
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
A: 90% of AA.  
7. PACKAGE PLANS  
SATURATION PLAN  
PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
6 ti 7.50 6.00 3.75 6.40 5.10 3.20  
12 ti 7.00 5.50 3.50 6.00 4.80 3.00  
18 ti 6.50 5.20 3.25 5.50 4.40 2.75  
24 ti 6.00 4.80 3.00 5.10 4.10 2.55  
30 ti 5.50 4.40 2.75 4.70 3.75 2.35

### COLUMBUS (2 AM; 2 FM)

Platte County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### K J S K

1947  
Subscriber to the NAB Radio Code  
Media Code 4 228 1560 5.00  
KJKB, Inc. Box 99, Columbus, Neb. 68601. Phone 564-2891.

1. PERSONNEL  
Station Manager—Milo Kineaid.  
2. REPRESENTATIVES  
George T. Bopwell, Inc.  
Walton Broadcasting Sales Corporation,  
West Coast—Biddick Company.  
3. FACILITIES  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only; monthly.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KJBS.  
Member: National AgRadio Groups, Inc., Nebraska Radio Network.

TIME RATES  
ET 6/7/73.  
6. SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 156x  
1 min. 5.00 4.00 3.50 3.25 3.00  
30 sec. 3.00 2.85 2.75 2.65 2.50

### K J S K-FM

1964  
Subscriber to the NAB Radio Code  
Media Code 4 228 1561 3.00  
KJKB, Inc., Box 99, Columbus, Neb. 68601. Phone 564-2891.  
See affiliated AM station for additional information.  
(This listing continued on next page)



**Columbia—K J S K-FM—Continued**

**5. FACILITIES**  
ERP 100,000 w.; 101.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. CST.

TIME RATES	Rec'd 6/7/73.				
	1x	25x	52x	104x	156x
1 min.	5.00	4.00	3.50	3.25	3.00
30 sec.	3.00	2.85	2.75	2.65	2.50

**KTTT**



Subscriber to the NAB Radio Code  
Media Code 4 228 1755 1.00  
City and Farm Broadcasting, Inc., Box 518, 1367  
33rd Ave., Columbus, Neb. 68601. Phone 564-2866.

**STATION'S PROGRAMMING DESCRIPTION**  
KTTT: Programmed for mass audience appeal.

- PERSONNEL**  
General Manager—Joe Stavas.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.  
Omaha—Soderlund Company.

**5. FACILITIES**  
500 w.; 1510 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KTTT-FM.

**4. AGENCY COMMISSION**  
15/0.

**3. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES	Rec'd 8/9/67.					
	1t	6t	12t	18t	24t	30t
PER WK:	1.00	6.00	12.00	18.00	24.00	30.00
1 min.	9.00	8.00	6.50	6.00	5.50	5.00
30 sec.	8.00	7.00	6.00	5.50	5.00	4.50

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 26 wk—10% 52 wk—15%  
Minimum 5 30-second spots per week.

**KTTT-FM**



Media Code 4 228 1756 9.00  
City and Farm Broadcasting, Inc., Box 518, 1367  
33rd Ave., Columbus, Neb. 68601. Phone 402-564-  
2866.

See affiliated AM station for additional information.

**5. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 323 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-midnight. For simulcast facilities see KITT.

TIME RATES	Rec'd 3/26/70.					
	1t	6t	12t	18t	24t	30t
PER WK:	1.00	6.00	12.00	18.00	24.00	30.00
1 min.	7.00	6.00	4.50	4.00	3.50	3.00
30 sec.	6.00	5.00	4.00	3.50	3.00	2.50

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 26 wk—10% 52 wk—15%

**COZAD**

Dawson County—Map Location E-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KAMI**



Media Code 4 228 1950 8.00  
KAMI-Country Broadcasting Corp., Box 206, 718  
Meridian Ave., Cozad, Neb. 69130. Phone 308-  
784-3665.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Andy Andersen.
- FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Nebraska Radio Network, The Intermountain  
Network.

TIME RATES	No. L-6 Eff 1/73—Rec'd 7/31/73.						
	1x	15x	26x	52x	104x	156x	260x
1 min	3.75	3.65	3.55	3.35	3.10	2.85	2.35
30 sec	3.50	3.40	3.30	3.10	2.85	2.60	2.10

**FAIRBURY**

Jefferson County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KGMT**



Subscriber to the NAB Radio Code  
Media Code 4 228 2145 4.00  
Great Plains Broadcasting Co., Inc., Box 495, R.R.  
1, Fairbury, Neb. 68352. Phone 402-729-3382.

- PERSONNEL**  
General Manager—Frank R. Newell.
- REPRESENTATIVES**  
George T. Hespewell, Inc.  
Soderlund Company.

**5. FACILITIES**

500 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.  
Member: Nebraska Radio Network.

TIME RATES	NATIONAL AND LOCAL RATES SAME						
	1x	20x	50x	100x	200x	300x	500x
1 min	3.80	3.40	3.15	3.05	2.70	2.60	2.40
30 sec	3.40	3.00	2.75	2.65	2.40	2.30	2.10

**10. SPECIAL FEATURES**  
5 MINUTE NEWS/WEATHER  
PER WK: 1t 3t 5t  
13-wk minimum: 5.00 4.00 3.50

**FALLS CITY**

Richardson County—Map Location G-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KTNC**



Media Code 4 228 2340 1.00  
Southeast Nebraska Broadcasting Co., Inc., Falls  
City, Neb. 68353. Phone 402-245-2453.

- PERSONNEL**  
General Manager—William Hardt.  
Jack Masia & Co., Inc.  
Minneapolis-Wayne-Evans & Associates, Inc.  
Mountain States—Bob Hix Co., Inc.

**5. FACILITIES**  
500 w. days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**3. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Nebraska Radio Network.

TIME RATES	No. 7A Eff 5/1/72—Rec'd 1/29/73.				
	1 min	30/15	1 min	30/15	30/15
1 t	5.00	4.00	4.00	4.00	3.00
12 t	4.60	3.60	3.60	2.60	2.60
24 t	4.20	3.20	3.20	2.20	2.20
36 t	3.80	2.80	2.80	1.80	1.80

Advertisers contracting in advance for 312/824/936  
spots within 32-wk period earn 12/24/36 rate,  
regardless of no. of spots in any 1 wk. Schedules  
adjusted to rate earned ea wk if contract is not  
fulfilled. All spots combinable for frequency.

**FREMONT (1 AM; 1 FM)**

Dodge County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**KHUB**



Subscriber to the NAB Radio Code  
Media Code 4 228 2535 6.00  
KHUB, Inc., Box 689, 118 E. 5th, Fremont, Neb.  
68025. Phone 402-721-5012.

**STATION'S PROGRAMMING DESCRIPTION**  
KHUB: Programmed for adults & young adults.  
8 AIR PERSONALITIES 5 am-midnight. MUSIC  
71%; modern MOR 5 am-4 pm, top 40 7 pm-  
midnight. 2 voice music/talk morning show. SUN:  
religious programming until noon, polka show 12:10-  
4 pm, modern MOR 4:05-6 pm, syndicated person-  
ality show 6:05-11 pm. SPORTS: 5 min local at  
7:15 am & 5:15 pm. Network sports, local play-by-  
play. FARM NEWS: 4 reports daily with markets  
& county agents reports 6 am, 12:30 & 2:45 pm;  
farm & business combined at 5:45 pm. NEWS: 4  
mobile units, full time news staff, network at 6:00  
local at 3:00, expanded local regional at 7:05, 8:05  
am, 12:05 & 5:05 pm. Regional live remotes daily.  
Contact Representative for further details. Rec'd  
3/28/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Glen M. Ilgenfritz.  
Program Director—Bob R. Palmer.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Omaha, Lincoln—Soderlund Company.  
Western States—Bill Dahlsten & Associates.
- FACILITIES**  
500 w. days; 350 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.  
FM-ERP 3,000 w.; 105.5 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 100 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 net charges; monthly.

**3. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

TIME RATES	NATIONAL AND LOCAL RATES SAME			
	1x	30 sec	1x	30 sec
PER WK:	7.30	5.25	5.00	3.90
All other times	5.65	4.15	3.70	2.80

**7. PACKAGE PLANS**  
PER WK, RDS: 48t 36t 18t  
1 min.: 249.60 192.60 99.00  
30 sec.: 163.20 126.00 64.80  
10 sec ID's, ea 2.30.

**GRAND ISLAND (2 AM)**

Hall County—Map Location E-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KMMJ**

1925



**AVERY-KNODEL, INC.**

Subscriber to the NAB Radio Code  
Media Code 4 228 2730 3.00  
United Communications, Inc., Box 1847, Division at  
Cedar St., Grand Island, Neb. 68801. Phone 308-  
382-2800.

**STATION'S PROGRAMMING DESCRIPTION**  
KMMJ: Programmed for general interest.  
FARM: sign-on-8 am and 11:30 am-1 pm. Agri-  
businessman, farm director, markets, livestock auction  
commitments, interviews, weather, news, general popu-  
lar music. Entertainment and information, 8-11:30  
am and 1 pm-sign-off. Middle-of-the-road, current  
releases, standards, showtunes, 5 min news on hour,  
headlines on half hour. Extended news 6:45 am, 8  
am & noon; symphony orchestra Sunday afternoon.  
NEWS: UPI audio, UPI wire, correspondents  
throughout area. Contact Representative for further  
details. Rec'd 11/5/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Rox H. Lathen.  
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—Bob Hix Co., Inc.  
Kansas City—Eugene F. Gray Co.  
Canada—Andy McDermott Sales Ltd.

**5. FACILITIES**  
10,000 w. days; 750 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1s, 2s, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a,  
24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a,  
30, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—Bob Hix Co., Inc.  
Kansas City—Eugene F. Gray Co.  
Canada—Andy McDermott Sales Ltd.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Rox H. Lathen.  
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.

**5. FACILITIES**  
10,000 w. days; 750 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1s, 2s, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a,  
24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a,  
30, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—Bob Hix Co., Inc.  
Kansas City—Eugene F. Gray Co.  
Canada—Andy McDermott Sales Ltd.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Rox H. Lathen.  
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.

**5. FACILITIES**  
10,000 w. days; 750 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1s, 2s, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a,  
24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a,  
30, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—Bob Hix Co., Inc.  
Kansas City—Eugene F. Gray Co.  
Canada—Andy McDermott Sales Ltd.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Rox H. Lathen.  
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.

**5. FACILITIES**  
10,000 w. days; 750 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**3. GENERAL ADVERTISING** See coded regulations  
General: 1s, 2s, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24a,  
24b, 24c, 25a, 27, 28a, 28c, 29a, 29b, 30, 32b, 33a,  
30, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Denver—Bob Hix Co., Inc.  
Kansas City—Eugene F. Gray Co.  
Canada—Andy McDermott Sales Ltd.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Rox H. Lathen.  
Exec. Vice-Pres. & Sta. Mgr.—Willard Morton.

**NEBRASKA**

**5. GENERAL ADVERTISING** See coded regulations  
General: 1s, 2s, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b,  
8

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24a,  
25a, 26, 27, 28a, 29a, 29b, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48,  
49, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 61a, 61b, 62a,  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

(\* ) 4 weeks.  
Affiliated with American Information Network.  
Member: Stuart Broadcasting Company.

**TIME RATES**  
No. 8 Eff 6/3/74—Rec'd 7/17/74.  
AA—Mon thru Sat 6-9 am, 11:45 am-1 pm & 4:30-  
6:30 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS	AA							
	6t	12t	18t	24t	6t	12t	18t	24t
WKLY:	14	13	12	14	13	12	11	11
1 min	16	14	13	12	14	13	12	11
30 sec	13	12	11	10	12	11	10	9

10 sec: 50% of 1-min.  
**CONSECUTIVE WEEK CONTRACT DISCOUNT**  
26 wk—5% 52 wk—10%

**HASTINGS (2 AM; 1 FM)**

Adams County—Map Location E-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KHAS**



Subscriber to the NAB Radio Code  
Media Code 4 228 3120 6.00  
The Nebraska Broadcasting Co., Box 726, Tribune  
Bldg., Hastings, Neb. 68901. Phone 402-462-5101.

**STATION'S PROGRAMMING DESCRIPTION**  
KHAS: Programmed for general interest.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John W. Powell.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Mario Messina Company.  
Bob Hix Co., Inc.  
Soderlund Company.

**5. FACILITIES**  
1,000 w. days; 350 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-11 pm. CST.

**4. AGENCY COMMISSION**  
15/0; monthly.

**3. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
TV facilities: KHAS-TV.  
Affiliated with CBS.

TIME RATES	No. 9 Eff 1/1/70—Rec'd 12/12/69.					
	1x	52x	104x	260x	512x	1000x
1 min	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	5.70	5.30	4.90	4.50	4.10	3.70

**7. PACKAGE PLANS**  
CLASS AA  
1 min 6.75 6.25 5.75 5.25 4.75 4.25 3.75  
30 sec 5.00 4.65 4.30 3.95 3.60 3.25 2.80  
10 sec ID's: 2.25

**WEEKLY PACKAGE**  
(1/3 in AA if desired)  
PER WK: 10t 15t 30t 48t  
1 min.: 6.75 5.90 4.85 3.80  
30 sec.: 4.75 4.15 3.

# NEBRASKA

## Hostings—Continued

### KICS-FM

1964



Media Code 4 228 3316 0.00  
Hastings Broadcasting, Inc., Box 1005, 500 E. J. St., Hastings, Neb. 68901. Phone 463-1314.

See affiliated AM station for additional information.

#### 5. FACILITIES

ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 140 ft. above average terrain.  
Partial simulcast operation. Operated separately 1 pm-midnight. For simulcast facilities see KICS.

#### TIME RATES

Rates effective  
Rates received January 5, 1966.

#### 7. PACKAGE PLANS

1 MINUTE		1-12	13-25	26-51	52
PER WK:	PER YR:	wk	wk	wk	wk
1	52	3.00	2.80	2.65	2.45
2	104	2.85	2.65	2.45	2.25
3	156	2.65	2.45	2.25	2.05
4	208	2.45	2.25	2.05	1.90
5	260	2.25	2.05	1.90	1.70
6	312	2.10	1.90	1.70	1.60
12	624	1.90	1.70	1.60	1.50

30 SECONDS		1-12	13-25	26-51	52
PER WK:	PER YR:	wk	wk	wk	wk
1	52	2.25	2.10	2.05	1.90
2	104	2.15	2.05	1.90	1.80
3	156	2.05	1.90	1.80	1.70
4	208	1.95	1.80	1.70	1.60
5	260	1.85	1.70	1.60	1.50
6	312	1.75	1.60	1.50	1.40
12	624	1.60	1.50	1.40	1.30

## HOLDREGE (1 AM; 1 FM)

Phelps County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KRNY-FM

Licensed as a Kearney-Holdrege Station.  
See listing under Kearney, Nebraska.

### KUVR

### KUVR-FM

1956

1970

## American Contemporary Ntwk



Subscriber to the NAB Radio Code  
Media Code 4 228 3510 8.00  
W. W. Broadcasting Co., Inc., 613 4th Ave., Holdrege, Neb. 68949. Phone 308-995-4122.

#### 1. PERSONNEL

Sta. & Sales Mgr.—Jack Stitzel.

#### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation, Soderlund Company.

#### 3. FACILITIES

500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.  
Antenna ht.: 160 ft. above average terrain.  
Simulcast 6 am-local sunset.

#### 4. AGENCY COMMISSION

15% on time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.  
Member: Nebraska Radio Network, The Intermountain Network.

#### TIME RATES

ET—Rec'd 6/26/70.

A—Mon thru Sat 6-8 am & 11:30 am-1 pm.  
B—All other times.

#### 6. SPOT ANNOUNCEMENTS

1 MINUTE		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK, EA:		5.50	5.25	5.00	4.75	4.50
A		5.00	4.75	4.50	4.25	4.00
20/30 sec: 80% of 1-min		10 sec: 50% of 1-min				

#### 7. PACKAGE PLANS

SATURATION RATES		10 ti	20 ti
DISCOUNT:			
1 per day.....	10%	15%	
2 consec days.....	15%	20%	
3 consec days or more.....	20%	25%	
8/10 sec: 50% of applicable 1-min rate.			

All spots regardless of length combine for frequency; schedules do not have to run consecutively to earn frequency.

## KEARNEY (2 AM; 1 FM)

Buffalo County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KGFV

1927



Subscriber to the NAB Radio Code  
Media Code 4 228 3705 4.00  
Central Nebraska Broadcasting Co., Box 666, Platte Valley Bldg., Kearney, Neb. 68847. Phone 308-237-2131.

#### STATION'S PROGRAMMING DESCRIPTION

KGFV: Programmed for general interest.

#### 1. PERSONNEL

Manager—John McDonald.

#### 2. REPRESENTATIVES

PRO Time Sales, Inc.  
Nebraska—Soderlund Company.

#### 3. FACILITIES

1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 5:30-12:05 am. CST.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with MBS.

#### TIME RATES

ET 3/1/73—Rec'd 6/4/73.

6. SPOT ANNOUNCEMENTS		1x	52x	104x	156x	260x
PER YR:		6.65	5.75	5.45	5.15	4.55
1 min.....		5.45	4.55	4.20	3.95	3.35
30 sec.....		3.12x	3.65x	3.45x	3.30x	3.05x
1 min.....		3.95	3.65	3.45	3.30	3.05
30 sec.....		2.75	2.55	2.30	2.15	2.00

Class A: 7-9 am & moon-1 pm, extra 10%.

#### 7. PACKAGE PLANS

		21 ti	42 ti	70 ti	30 ti	50 ti
1 min.....		3.95	3.85	3.75		
30 sec.....		2.75	2.65	2.55	3.35	3.05
48 Hour Blitz: 14 30-sec spots, 44.10.						
BTA: w/ky plans must run in a 7 day period, monthly—30 days. Spots and packages may be combined for annual frequency and times per week.						

### KRNY

1956



Media Code 4 228 3900 1.00  
Semeco Broadcasting Corp., Box 822, ABC Drug Bldg., Kearney, Neb. 68847. Phone 308-234-1977.

#### 1. PERSONNEL

Manager—Richard W. Roessler.

#### 2. FACILITIES

5,000 w. days; 1460 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: The Intermountain Network, Nebraska Radio Network.

#### TIME RATES

No. 1 ET 1/1/72—Rec'd 12/9/71.

A—Mon thru Sat 6-10 am & 11:45 am-1 pm.  
B—All other times.

#### 6. SPOT ANNOUNCEMENTS

FIXED POSITION—CLASS A		1x	26x	52x	104x	156x	260x	312x	624x
1 min 8.00		6.75	6.00	5.60	5.20	4.50	4.15	3.75	
30 sec 6.40		5.40	4.80	4.50	4.15	3.60	3.30	3.00	

#### 7. PACKAGE PLANS

SATURATION PLAN		CLASS A	24 ti	30 ti	36 ti
PER WK:		6.11	12.41	18.11	24.11
1 min.....		7.00	6.00	5.50	5.00
30 sec.....		5.60	5.20	4.80	4.40
1 min.....		5.60	5.20	4.80	4.40
30 sec.....		4.50	4.15	3.85	3.50

### KRNY-FM

1960



Media Code 4 228 3901 9.00  
Semeco Broadcasting Corp., 2101-1/2 Central, Kearney, Neb. 68847. Phone 308-234-1977.

#### STATION'S PROGRAMMING DESCRIPTION

KRNY-FM: Programmed for general audience.

#### 3. FACILITIES

ERP 41,000 w. 98.9 mc.  
Operating schedule: 9 am-midnight daily, CST.  
Antenna ht.: 1,100 ft. above average terrain.

#### TIME RATES

Rates effective  
Rates received July 19, 1961.

8. PROGRAM TIME RATES		1 hr.	1/2 hr.	1/4 hr.
13 times.....		10.70	6.70	4.50
26 times.....		9.35	6.00	4.00
52 times.....		8.00	5.35	3.55
78 times.....		7.15	4.65	3.15
104 times.....		6.80	4.00	3.00
156 times.....		6.35	3.55	2.70
260 times.....		5.75	3.15	2.40
312 times.....		5.35	3.00	2.00

## KIMBALL

Kimball County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

### KIMB

1959



Subscriber to the NAB Radio Code  
Media Code 4 228 4095 9.00  
KIMB, Inc., Box 1006, 414 W. 2nd St., Kimball, Neb. 69145. Phone 308-235-3634.

#### STATION'S PROGRAMMING DESCRIPTION

KIMB: Programmed for general audience.

#### 1. PERSONNEL

Manager—Joan B. Palmer.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
Bob Hix Co., Inc.

#### 3. FACILITIES

Wayne-Etrax & Associates, Inc.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Farm Director Radio Network.

#### TIME RATES

ET 2/9/72—Rec'd 2/5/73.

6. SPOT ANNOUNCEMENTS		6 ti	12 ti	24 ti	36 ti
PER WK:		3.50	3.40	3.30	3.20
1 min.....		2.50	2.40	2.30	2.20
30/15 sec.....		2.50	2.40	2.30	2.20

Guaranteed time within hr, extra 50%.

ANNUAL PLAN  
Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36-plan rate regardless of number of spots run in any 1 wk.

## LEXINGTON (1 AM; 1 FM)

Dawson County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KRVN

1950



AMERICAN ENTERTAINMENT  
RADIO NETWORK



### KATZ RADIO



### RAB

Subscriber to the NAB Radio Code  
Media Code 4 228 4290 6.00  
Nebraska Rural Radio, Inc., 104 W. 8th St., Lexington, Neb. 68551. Phone 308-324-2371.

#### STATION'S PROGRAMMING DESCRIPTION

KRVN: Programmed for rural families.

FARM: 27 hrs w/ky, 6-8 am & 11 am-1:30 pm; 11 remote livestock, grain & stock markets daily; regular features from general farm organizations, farm related groups, experiment stations, USDA & county agents; daily agricultural college programs; interim market reports. NEWS: local at :50, network at :30, 32 hr w/ky. Weather: at :60 & :35 from national, state & regional stations. SPORTS: U & high school play-by-play: AM & PM reports; late scores at :60 & :35. MUSIC: all C & W. Women's show 9:45-11:20 am. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 5/24/74.

#### 1. PERSONNEL

Gen'l & Sales Mgr.—Max Brown.  
Program Director—Ellen Shrum.  
Farm Director—Rex Messersmith.

#### 2. REPRESENTATIVES

Katz Radio,  
Omaha, Lincoln—Soderlund Company.

#### 3. FACILITIES

50,000 w., 880 kc. Non-directional days, directional nights.

Operating schedule: 5 am-midnight, CST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15e.  
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 25a, 27, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 50, 51a, 51b.  
Comb. Cont. Discounts: 60b, 60c, 60f, 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.

#### 6. SPOT ANNOUNCEMENTS

TIME RATES		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK, 1 MIN:		25	23	22	21	20
AA		21	18	17	16	15
A		16	14	13	12	11
30 sec: 80% of 1-min.		10 sec: 50% of 1-min.				

#### 7. YEARLY DISCOUNT ON PER WK RATES

26 wk—10%  
PER YR: 1x 26x 52x 156x 260x 312x

AA..... 21 20 19 18 17 16

A..... 16 15 14 13 12 11



Lincoln—KFMQ (FM)—Continued

Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.  
Comb. Cont. Discounts: 60a, 60c, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71b, 73a.  
Prod. Services: 30, 82.

TIME RATES

EFF 11/1/73—Rec'd 10/3/73.  
AA—Mon thru Sat 3-11 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA	12.00	10.00	11.00	8.50	9.50	7.50
A	9.00	7.50	8.00	6.50	7.00	5.50
PER YR:	300x	600x	1000x			
AA	11.50	9.50	10.50	8.00	9.00	7.00
A	8.50	7.00	7.50	6.00	6.50	5.00

KFOR  
1924

Stuart Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 228 4680 8.00  
Cornbelt Broadcasting Corp., Box 80209, 825 Stuart Bldg., Lincoln, Neb. 68501. Phone 402-432-8606.

**STATION'S PROGRAMMING DESCRIPTION**  
KFOR: Programmed for general interest. **FARM:** farm director with agriculture news, markets, interviews 5:30-6:30 am, 12:45-1 pm. **Weather:** US Weather Bureau local area reports. **Weatherwise service, NEWS:** network and local news every hour, live mobile unit reports 6-7 pm news block. **Daily editorial, stocks, SPORTS:** play-by-play college, high school football, basketball, etc. **4 sports shows daily.** **AIR PERSONALITIES:** 2 voice morning show. **Women's show discussions, fashions, current and community events, TALK:** program features sports, hobbies, human interest, business. **ENTERTAINMENT:** major and minor contests, audience participation games. **MUSIC:** general popular featuring current hits middle-of-the-road. Contact Representative for further details. Rec'd 5/25/72.

- 1. PERSONNEL**  
President—Richard W. Chapin.  
Vice-Pres. & Gen'l Mgr.—Roger T. Larson.  
Operations Manager—Jim Miller.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Omaha, Lincoln, Kansas City—Red Abels.  
Mountain States—Bob Hix Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24c, 25a, 26, 27, 28a, 29a, 29b, 33c.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
(\* 4 weeks.)

FM facilities: KHKS (FM).  
Affiliated with American Information Network.  
Member: Stuart Broadcasting Company.

**TIME RATES**  
No. 22 Eff 9/1/74—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am, 11:45 am-1:15 pm & 3-7 pm.  
AA—Mon thru Sat 10-11:45 am & 1:15-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	20	16	18	14	14	11
AA	19	15	17	13	13	10
A	18	14	16	12	12	9
24 hr.	17	13	15	11	11	8

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	12 ti	18 ti	24 ti
1 min	15	14	13
30 sec	12	11	10

Subject to availability and station option. May be combined with other spots or plans for frequency.

KHAT (FM)  
1973



AVERY-KNODEL, INC.

Media Code 4 228 4777 2.00  
J. P. Enterprises, Inc., Box 6066, Lincoln, Neb. 68506. Phone 402-489-1063.  
See affiliated AM station for additional information.  
AM facilities: KECK.

**STATION'S PROGRAMMING DESCRIPTION**  
KHAT (FM): Programmed for general audience. **MUSIC:** 100% Modern Country. **NEWS:** 5 min. at :30. Contact Representative for further details. Rec'd 1/29/73.

- 3. FACILITIES**  
ERP: 2,900 w.; 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 145 ft. above average terrain.
- 5. GENERAL ADVERTISING See coded regulations**  
Sold in combination with KECK. See that listing for rates.

**TIME RATES**  
EFF 2/1/73—Rec'd 1/29/73.

**7. PACKAGE PLANS**

PER WK, EA:	1 ti	12 ti	24 ti	48 ti	96 ti
1 min	8.00	7.50	7.00	6.50	6.00
30 sec	6.40	6.00	5.60	5.20	4.80
PER MO, EA:	1 ti	26 ti	52 ti	130 ti	200 ti
1 min	8.00	7.00	6.50	6.00	5.50
30 sec	6.40	5.60	5.20	4.80	4.40
PER YR, EA:	312x	624x	1248x	2000x	
1 min	6.25	5.75	5.25	5.00	
30 sec	5.40	4.80	4.40	4.00	

10 sec/ID: 50% of 1-min when available.  
Fixed position, extra 10%.

KHKS (FM)

1965



Stuart Broadcasting Company  
Media Code 4 228 4626 7.00  
Cornbelt Broadcasting Corp., 857 Stuart Bldg., Lincoln, Neb. 68501. Phone 402-477-1333.  
See affiliated AM station for additional information.  
AM facilities: KFOR.

**STATION'S PROGRAMMING DESCRIPTION**  
KHKS (FM): **MUSIC:** Adult music—all familiar, popular standards and current versions with full orchestra and group vocals. **NEWS:** Network at :15. **Weather:** every 30 minutes. **COMMERCIAL POLICY:** Uninterrupted segments with only four breaks per hour. Six minute commercial maximum per hour. Rec'd 7/25/74.

- 1. PERSONNEL**  
Operation Manager—David Polson.
- 3. FACILITIES**  
ERP: 100,000 w.; 102.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 440 ft. above average terrain.
- 5. GENERAL ADVERTISING See coded regulations**  
Affiliated with American FM Network.  
Member: Stuart Broadcasting Company.

**TIME RATES**  
EFF 10/1/73—Rec'd 10/3/73.

PER WK:	3 ti	6 ti	12 ti	18 ti	24 ti
1 min	7.50	6.75	6.35	6.00	5.60
30 sec	6.00	5.60	5.25	4.85	4.50

KLIN

1947



Subscriber to the NAB Radio Code  
Media Code 4 228 4875 4.00  
KLIN, Inc., 400 S. 13th St., Lincoln, Neb. 68508. Phone 402-475-4567.

**STATION'S PROGRAMMING DESCRIPTION**  
KLIN: Programmed for general audience. **MUSIC:** MOR Nashville country, general popular. **NEWS:** local TPI audio at :60 & 6:30, 7:30, 8:30 am & 4:30, 5:30, 6:30 pm; news cruisers, lines to state capitol. Local and area weather reports. **SPORTS:** 4 shows daily. U football & basketball. Contact Representative for further details. Rec'd 9/6/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Norton E. Warner.  
Commercial Manager—Rod Radsbacher.  
Program Director—Doug Lyon.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30-1 am. CST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING See coded regulations**  
Contracts: 40c.

**TIME RATES**  
EFF 1/18/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.	
A—Mon thru Sat 10 am-3 pm.	

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti
PER YR:	312x	624x	936x
AA	10.90	6.80	10.80
A	9.00	5.40	8.80

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	1 min	30 sec
AA	12.00	11.00	12.00	11.00
A	10.00	9.00	10.00	9.00

Fixed position, equal time period distribution.

KLIN-FM

1968

Media Code 4 228 4876 2.00  
KLIN, Inc., 500 S. 13th St., Lincoln, Neb. 68508. Phone 402-475-4567.

**STATION'S PROGRAMMING DESCRIPTION**  
KLIN-FM: Programmed for adults. **MUSIC:** familiar popular standards, 85% instrumental, group & solo vocals, full orchestrated versions of recent hits. **COMMERCIAL POLICY:** uninterrupted segments with only 4 pauses per hour. 6 spots per hour maximum. **NEWS:** 2 min every hr; 30-sec weather at :30. Contact Representative for further details. Rec'd 9/6/73.

- 3. FACILITIES**  
ERP: 100,000 w.; 107.3 mc. Stereo.  
Operating schedule: 5:30-1 am. CST.  
Antenna ht.: 300 ft. above average terrain.
- 5. GENERAL ADVERTISING See coded regulations**  
Sold in combination with KLIN. See that listing for rates.

**TIME RATES**  
EFF 10/1/73—Rec'd 9/6/73.

PER WK:	11.50	30/10 sec	7.00
1 min	11.50	30/10 sec	7.00
30 sec	7.00	30/10 sec	7.00

Fixed position within 4 hours, extra 100%.  
Maximum 30 spots per week.

KLMS

1949



Subscriber to the NAB Radio Code  
Media Code 4 228 5070 1.00  
Lincoln Broadcasting Corp., Box 81804, Lincoln, Neb. 68501. Phone 402-489-3855.

STATION'S PROGRAMMING DESCRIPTION

KLMS: Programmed for young adults. **MUSIC:** 100% contemporary. **NEWS:** 5 min at :55 except 3 min 6 pm-midnight. 5-min newscasts at 7:25, 8:25 am & 5:25 pm. **Weather:** at :20 & :40. **Talk:** capsule opinion features, editorials, counterpoint & sound-off 6X daily. **Tele/talk show:** 10 pm Sun. 6 major contests a year, constant minor promotions. Contact Representative for further details. Rec'd 3/25/74.

- 1. PERSONNEL**  
President—Howard A. Shuman.  
Gen'l & Prog. Mgr.—L. E. Thomas.  
Commercial Manager—Ken Berg.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
St. Louis, Kansas City—Eugene F. Gray Co.  
Omaha—Soderlund Company.  
Seattle—Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
1,000 w.; 1440 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 net time only.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 11d, 12d, 13d, 14d, 15a, 15b, 16. Basic Rates: 20b, 21b, 22a, 22b, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 42d, 44a, 46, 47a, 49, 51b.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61a, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80.

**TIME RATES**  
No. 11 Eff 9/1/74—Rec'd 7/31/74.  
AA—6-9 am; 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
AA	12.00	10.20	10.10	9.90
A	7.70	7.65	7.60	7.55

**CLASS AA/PIKED**

1 min, extra	2.55	2.48	2.41	2.34
MIDNIGHT 6 AM				
1 min	1.50	30 sec		1.20

**10. SPECIAL FEATURES**  
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti  
5-min news 13:55 12:70 11:80 11:50 11:25 10:85 9:95  
Incl 2 10-sec open & close plus 1 1-min spot.

McCOOK (2 AM)

Red Willow County—Map Location D-4  
See BRDS consumer market map and data at beginning of the State.

KBR L

1847



Media Code 4 228 3655 9.00  
KBR L Broadcasting Co., Inc. Box 371, McCook, Neb. 68901. Phone 338-345-2400.

**STATION'S PROGRAMMING DESCRIPTION**  
KBR L: Programmed for general interest.

**1. PERSONNEL**  
General Manager—William Hardt.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minnesota—Wayne Evans & Associates, Inc.  
Omaha—Soderlund Company.

- 3. FACILITIES**  
5,000 w.; 1300 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time and talent 15 days.
- 5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Nebraska Radio Network.

**TIME RATES**  
No. 7A Eff 5/1/72—Rec'd 5/28/74.  
AA—Mon thru Sat 6-9 am & 11:45 am-1:15 pm.  
A—All other times.

**7. PACKAGE PLANS**

PER WK:	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	5.00	4.60	4.20	3.80	4.00	3.60	3.20	2.80
(*)	4.00	3.60	3.20	2.80	3.00	2.60	2.20	1.80

(\* 30/15 sec.)

KICK

1981



Media Code 4 228 5850 6.00  
Semco Broadcasting Corp., Box 333, Norris Ave., McCook, Neb. 69001. Phone 345-5400.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—W. O. Corrick.
- 2. REPRESENTATIVES**  
Omaha—Soderlund Company.
- 3. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6-9 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% on time; no cash discount.
- 5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 1 Eff 1/1/72—Rec'd 12/9/71.  
A—Mon thru Sat 6-10 am & 11:45 am-1 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
AA	5.85	5.10	4.80	4.00
A	4.70	4.10	3.85	3.10

**7. PACKAGE PLANS**

PER WK, EA:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	5.60	5.20	4.80	4.40	4.00	3.60
30 sec	4.50	4.15	3.85	3.50	3.20	2.80

**SATURATION PLAN**

PER WK:	1 min	30 sec	1 min	30 sec
AA	4.50	4.15	3.85	3.50
A	3.60	3.30	3.10	2.80

NEBRASKA

NEBRASKA CITY

Otoe County—Map Location G-4  
See BRDS consumer market map and data at beginning of the State.

KNCY

1959



Subscriber to the NAB Radio Code  
Media Code 4 228 6045 2.00  
The KNCY Radio Corp., 123 N. 8th, Nebraska City, Neb. 68410. Phone 402-873-3348.

- STATION'S PROGRAMMING DESCRIPTION**  
KNCY: Programmed for general interest.
- 1. PERSONNEL**  
General Manager—David J. Messing.
- 2. REPRESENTATIVES**  
Omaha, Lincoln—Soderlund Company.
- 3. FACILITIES**  
500 w.; 1600 kc.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; when tendered.
- 5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 6 Eff 7/1/72—Rec'd 6/7/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1x	13x	26x	39x	52x	104x	156x
1 min	6.20	5.65	5.00	4.90	4.60	4.45	4.30
30 sec	4.70	4.25	3.75	3.70	3.45	3.35	3.25
10 sec	3.10	2.80	2.50	2.45	2.30	2.25	2.15
1 min	4.00	3.80	3.65	3.50	3.20	3.00	2.90
30 sec	3.00	2.85	2.75	2.65	2.40	2.25	2.15
10 sec	2.05	1.90	1.80	1.75	1.55	1.50	1.45

NORFOLK (1 AM; 1 FM)

Madison County—Map Location F-2  
See BRDS consumer market map and data at beginning of the State.

WJAG

1922

McGavren-Guild  
pgw radio, inc.



Subscriber to the NAB Radio Code  
Media Code 4 228 6240 9.00  
WJAG, Inc., Box 789, Norfolk, Neb. 68701. Phone 402-371-0780.

**STATION'S PROGRAMMING DESCRIPTION**  
WJAG: Programmed for adults. **FARM:** 6-9 am, 11:30 am-1:30 pm, farm director and assistant produce 22-25 hours of farm programming weekly. **23 direct livestock and grain market broadcasts weekly.** **Current livestock, grain, and poultry markets broadcast throughout day.** 11:30 am-1:30 pm poultry news, livestock and grain markets. **Direct weather bureau broadcasts 3 times daily, news and farm meeting announcements.** **NEWS:** on hour, 30 minutes. **Emphasis on local and regional news.** **MUSIC:** blend of modern country & popular & old time segments. **SPORTS:** reports twice daily. **University football.** Contact Representative for further details. Rec'd 10/8/73.

# NEBRASKA

Norfolk—Continued

**WJAG-FM**  
1971

Media Code 4 228 6241 7.00  
WJAG, Inc., Box 789, 309 Braasch Ave., Norfolk,  
Neb. 68701. Phone 402-371-3304.  
See affiliated AM station for additional information.

**6. SPOT ANNOUNCEMENTS**  
AA—6-9 am, 11:45 am-1:15 pm & 4-6 pm.  
A—All other times.

**NORTH PLATTE (2 AM)**

Lincoln County—Map Location D-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**KAHL**  
1966

**ABC Information Network**

Subscriber to the NAB Radio Code  
Media Code 4 226 6435 5.00  
Dahl Broadcasting Co., Box 248, 1301 E. 4th, North  
Platte, Neb. 69101. Phone 308-532-1120.

**6. SPOT ANNOUNCEMENTS**  
AA—Mon thru Sun 6:30 am-7 pm.  
A—All other times.

**1. PERSONNEL**  
President—Richard Wagner.  
General Manager—Ted Ballenger.

**KODY**  
1930

**NBC Radio Network**

Subscriber to the NAB Radio Code  
Media Code 4 228 6630 1.00  
North Platte Broadcasting, Inc., Box 1085, 308 W.  
4th St., North Platte, Neb. 69101. Phone 308-  
532-3344.

**6. SPOT ANNOUNCEMENTS**  
AA—Mon thru Sun 6:30 am-7 pm.  
A—All other times.

**1. PERSONNEL**  
President—Richard Wagner.  
General Manager—Ted Ballenger.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Kansas City, Omaha, Lincoln—Red Abels,  
Denver—Mountain Media.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. CST.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25c, 27, 28a,  
29a, 33b.

Contracts: 40a, 41, 45, 46, 47a, 49, 50, 51b.

Media Code 4 228 6868 7.00  
Central States Broadcasting, Inc., 8901 Indian Hills  
Dr., Omaha, Neb. 68114. Phone 402-397-1290.  
See affiliated AM station for additional information.  
AM facilities: KOIL.

Comb.; Cont. Discounts: 60a, 60f, 60l, 61a, 62d.  
Cancellation: \*70a, \*70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

(\*) 4 weeks.  
Affiliated with NBC.  
Affiliated with ATA Radio Network.

**6. SPOT ANNOUNCEMENTS**  
AA—6-9 am, 11:45 am-1:15 pm & 4-6 pm.  
A—All other times.

**PER WK:**  
6 tl..... 12 10 11 9  
12 tl..... 11 9 10 8  
18 tl..... 10 8 9 7  
24 tl..... 9 7 8 6  
10 sec: 50% of 1-min.

**DISCOUNT**  
52 wk—15%.

**OGALLALA**  
Keith County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

**KOGA**  
1954

Subscriber to the NAB Radio Code  
Media Code 4 228 6825 7.00  
Ogallala Broadcasting Corp., Box 509, 111 W. 4th  
St., Ogallala, Neb. 69153. Phone 308-284-8633.

**6. SPOT ANNOUNCEMENTS**  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4:30-7 pm.  
A—All other times.

**1. PERSONNEL**  
Vice-Pres. & Gen'l. Mgr.—Ray H. Lockhart.

**2. REPRESENTATIVES**  
Hal Walton Co.

**3. FACILITIES**  
500 w. days; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/0 on time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Information Network.  
Member: The Intermountain Network, Nebraska  
Radio Network.

**6. SPOT ANNOUNCEMENTS**  
CLASS A  
FIXED: 1x 26 52x 104x 156x 206x 312x  
1 min 7.00 6.50 6.10 5.75 5.45 5.05 4.55  
30 sec: 80% of 1-min.

**7. PACKAGE PLANS**  
SATURATION PLAN  
CLASS A  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl 36 tl  
1 min..... 5.80 5.60 5.40 5.20 5.00 ----  
30 sec..... 4.65 4.50 4.30 4.15 4.00 ----  
10 sec..... 2.90 2.80 2.70 2.60 2.50 ----

CLASS B  
1 min..... 4.65 4.50 4.30 4.15 4.00 3.85  
30 sec..... 3.70 3.60 3.45 3.30 3.20 3.10  
10 sec..... 2.35 2.25 2.15 2.10 2.00 1.95

**OMAHA (7 AM; 6 FM)**  
(including Council Bluffs, Iowa)  
Omaha, Douglas County, Neb.—Map location G-3  
Council Bluffs, Pottawattomie County, Ia.—Map  
location G-3  
See SRDS consumer market map and data at begin-  
ning of the State.

Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of the  
entire area or cities involved. It is part of the time  
buying function to determine extent of individual  
station coverage, audience delivered, etc., within the  
area.

**RADIO MARKET ESTIMATOR**  
Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Morning Daytime Afternoon Evening  
Station (6-10 am) (10 am-3 pm) (3-7 pm) (7 pm-  
midnight)  
A..... 53 44 53 39  
B..... 51 42 45 38  
C..... 38 30 38 26  
D..... 28 30 25 25  
AVERAGE 42 37 40 30

**KEFM**  
(formerly KOIL-FM)  
1959  
OMAHA

Subscriber to the NAB Radio Code  
Media Code 4 226 6868 7.00  
Central States Broadcasting, Inc., 8901 Indian Hills  
Dr., Omaha, Neb. 68114. Phone 402-397-1290.  
See affiliated AM station for additional information.  
AM facilities: KOIL.

**ABC Information Network**  
mccgavren-guild  
pgw radio, inc.

**Stereo**

Subscriber to the NAB Radio Code  
Media Code 4 226 7215 0.00  
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha,  
Neb. 68132. Phone 402-556-8000.

**1. PERSONNEL**  
Vice-Pres. & Gen'l. Mgr.—Lyle W. Nelson.  
Station Manager—Ken Hendrick.  
General Sales Manager—Lyle W. Nelson.

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
50,000 w.; 1110 kc. Directional—nighttime only.  
Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15/0 time, talent and service: due when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 14e, \*15c.  
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b,  
32b.

**STATION'S PROGRAMMING DESCRIPTION**  
KEFM: Programmed for adults.  
Contact Representative for further details. Rec'd  
8/30/72.

**1. PERSONNEL**  
Chairman of the Board—Don W. Burden,  
Vice-Pres. & Gen'l. Mgr.—Don Tawzer,  
Station Manager—Tom Sullivan.

**2. FACILITIES**  
ERP 200,000 w.; 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 273 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with ABC Information Network.  
Sold in combination with KOIL, WIFE, WIFE-FM  
Indianapolis, Ind., & KISN Portland, Ore.  
See WIFE for discounts.  
Sold in combination with KOIL. See that listing for  
rates.

**TIME RATES**  
Eff 8/1/74—Rec'd 8/5/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
AAA  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl 36 tl  
1 wk. 17 16 15 14 13 12 11 10 9  
13 wk 16 15 14 13 12 11 10 9  
26 wk 15 14 13 12 11 10 9 8  
52 wk 14 13 12 11 10 9 8 7  
A: 50% of AA.  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2 AAA, 1/2 AA  
1 min 30 sec 1 min 30 sec  
12 tl..... 15 12 8  
18 tl..... 13 11 7  
24 tl..... 12 10 6  
36 tl..... 10 8 5

**KEZO (FM)**  
1961  
OMAHA

A Meredith Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 228 6912 3.00  
KEZO Radio, 3501 Farnam St., Omaha, Neb. 68131.  
Phone 402-345-9292. TWX 910-622-0488.  
See affiliated AM station for additional information.  
AM facilities: WOW.

**STATION'S PROGRAMMING DESCRIPTION**  
KEZO (FM): Familiar standards & melodic ar-  
rangements of current favorites programmed in un-  
interrupted segments with 4 commercial sequences  
per hour. NEWS: capsules at :58. Contact Repre-  
sentative for further details. Rec'd 6/11/73.

**1. PERSONNEL**  
Vice-President & General Manager—Steve Shannon,  
General Sales Manager—Jim Eddens.

**2. FACILITIES**  
100,000 w. (horiz.). 100,000 w. (vert.); 92.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,210 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with Blair Represented Network.  
Sold in combination with WOW. See that listing for  
rates.

**TIME RATES**  
No. 11 Eff 9/3/74—Rec'd 8/15/74.  
AAA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**  
AAA  
WKLY: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
6 tl..... 32 26 19 27 22 16  
12 tl..... 30 24 18 25 20 15  
18 tl..... 28 22 17 23 18 14

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS 1 min 30 sec  
21 tl (14AA, 7A)..... 9.00 7.50  
28 tl (21AA, 7A)..... 8.00 6.50  
42 tl (28AA, 14A)..... 7.00 5.50  
49 tl (35AA, 14A)..... 6.50 5.00

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10% (Minimum 6 30-second spots per wk)

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**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10% (Minimum 6 30-second spots per wk)

Comb.; Cont. Discounts: 60b, 60e, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 81.

(\*) Requires continuous advertising.  
Affiliated with NBC.

**TIME RATES**  
No. 2-72 Eff 7/31/72—Rec'd 6/30/72.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat noon-1 pm & 3-7 pm.  
A—Mon thru Sat 10 am-noon & 1-3 pm; Sun 6 am-  
7 pm.

**6. SPOT ANNOUNCEMENTS**  
CLASS AAA  
WKLY: 1 tl 6 tl 12 tl 18 tl 24 tl  
1 min..... 54.00 52.00 51.00 50.00 49.00  
20/30 sec..... 44.00 43.00 41.00 40.00 39.00

CLASS AA  
1 min..... 49.00 47.00 46.00 45.00 44.00  
20/30 sec..... 40.00 38.00 37.00 36.00 35.50

CLASS A  
1 min..... 44.00 43.00 42.00 41.00 40.00  
20/30 sec..... 35.50 34.50 34.00 33.00 32.50

Class B: 60% of AAA.  
C: 1 min, flat 10.00. 20/30 sec, flat 8.00.  
10 sec: 50% of 1 min, preemptible.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS 1 min 20/30  
12 tl (4AAA, 4AA, 2A, 2B)..... 486 890  
18 tl (6AAA, 6AA, 3A, 3B)..... 711 576  
24 tl (8AAA, 7AA, 5A, 4B)..... 936 756

10 sec: 50% of 1-min, preemptible.  
Scheduled equally over 7 day period & moves un-  
specified within time class. Combinable with weekly  
spots & programs.

**10. SPECIAL FEATURES**  
FARM FEATURES  
3 min, Mon thru Sat noon-1 pm & 6-7 am.  
1 tl..... 60 6 tl..... 56  
3 tl..... 58

Participating Farm Hour 5-6 am & 3 min Feature  
Mon thru Sat: 1 tl 3 tl 6 tl 12 tl  
3 min Feature..... 48 46 45 44  
1 min..... 44 42 41 40  
20/30 sec..... 38 36 35 34

**5 MINUTE NEWS PROGRAMS**  
PER WK: AAA AA A  
1 tl..... 73 69 56  
3 tl..... 70 66 53  
6 tl..... 68 64 51

5 min program talent or service charge..... 7.50  
Features, minutes, breaks and 5-min newscasts may  
combine to earn weekly discount.  
10 sec: combine only on basis of 2 10-sec spots,  
equaling 1 longer spot.

**KFAB-FM**  
1959  
OMAHA

Subscriber to the NAB Radio Code  
Media Code 4 228 7216 8.00  
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha,  
Neb. 68132. Phone 402-556-8000.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 115,000 w.; 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 500 ft. above average terrain.

**TIME RATES**  
No. 2-71 Eff 9/27/71—Rec'd 8/11/71.  
AA—Noon-midnight.  
A—6 am-noon.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 tl 8 tl 12 tl 18 tl 24 tl 36+  
1 min..... 13.00 12.00 11.00 10.00 9.00 8.00  
30 sec..... 10.40 9.60 8.80 8.00 7.20 6.40

CLASS A  
1 min..... 11.00 10.00 9.00 8.00 7.00 6.00  
30 sec..... 8.80 8.00 7.20 6.40 5.60 4.80

Combinable for higher discount rate.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS 1 min 30 sec  
21 tl (14AA, 7A)..... 9.00 7.50  
28 tl (21AA, 7A)..... 8.00 6.50  
42 tl (28AA, 14A)..... 7.00 5.50  
49 tl (35AA, 14A)..... 6.50 5.00

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10% (Minimum 6 30-second spots per wk)

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52 wk—10% (Minimum 6 30-second spots per wk)

**MARKETCASTS**

5:00-7:30 AM 1 min. report every 10 min.  
6:30 & 8:05 AM 5 minute report  
10:05 AM Omaha Early Hog Report  
10:10 AM Opening Stock Market Report  
10:45 AM Omaha & Chicago Livestock  
& Grain Report

12:20-12:30 PM Markets  
2:30 PM Final Grain & Receipts  
3:45 PM Closing Meat Futures  
5-10 market stories at unspecified times.

THE KWEEBEE TWINS  
AM **KWBE** FM  
Beatrice, Nebraska

**ABC Information Network**  
mccgavren-guild  
pgw radio, inc.

**Stereo**

Subscriber to the NAB Radio Code  
Media Code 4 226 6868 7.00  
Central States Broadcasting, Inc., 8901 Indian Hills  
Dr., Omaha, Neb. 68114. Phone 402-397-1290.  
See affiliated AM station for additional information.  
AM facilities: KOIL.

**THE CHRISTAL CO.**

Subscriber to the NAB Radio Code  
Media Code 4 226 7215 0.00  
KFAB Broadcasting Co., 5010 Underwood Ave., Omaha,  
Neb. 68132. Phone 402-556-8000.

**1. PERSONNEL**  
Vice-Pres. & Gen'l. Mgr.—Lyle W. Nelson.  
Station Manager—Ken Hendrick.  
General Sales Manager—Lyle W. Nelson.

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
50,000 w.; 1110 kc. Directional—nighttime only.  
Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15/0 time, talent and service: due when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 14e, \*15c.  
Basic Rates: 20a, 22a, 23a, 24a, 24c, 25a, 26, 28b,  
32b.

**KLNG**  
1942  
OMAHA

**American Information—CBS  
Networks**

**AVCO  
RADIO SALES**

Subscriber to the NAB Radio Code  
Media Code 4 228 7300 0.00  
Paston Radio, Inc., 511 S. 17th St., Omaha, Neb.  
68102. Phone 402-342-8282.

**STATION'S PROGRAMMING DESCRIPTION**  
KLNG: All news and telephone talk.  
(This listing continued on next page)



Omaha—K L N G—Continued

1-4 am, telephone/talk show. 4-8 am, news/sports. 9 am-noon, telephone/talk show. Noon-4 pm, telephone/talk show. 4-6 pm, all news & sports. 6-7 pm, religion. 7-8 pm, mystery show. 8 pm-1 am, telephone/talk. Network news. SPORTS: network sports, professional basketball, U football, horse racing, U basketball. Contact Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
Vice-President—Frank Scott.  
Station Manager—Jerry Milsner.  
Assistant Manager—Don Perazzo.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-Directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% on net time charges; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20b, 21d, 22b, 23a, 25c, 27, 28a, 28c, 29a, 32a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47b, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60l, 61a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Affiliated with American Information Network.  
Affiliated with Avco Group Plan.

TIME RATES

No. 2 ET 10/17/70—Rec'd 10/5/70.  
AA—Mon thru Fri 6-9 am.  
A—Mon thru Fri 4-7 pm.  
B—Mon thru Fri 9 am-4 pm.  
C—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE	6 ti	12 ti	18 ti	24 ti
A	32	30	28	26	24
B	27	25	23	21	19
C	25	23	21	19	17
D	19	17	15	13	11

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

PER YR:	5 MINUTES	1x	20x	52x
A	98	34	81	
B	28	26	28	
C	20	18	20	

**COMBINABILITY**  
All spots, regardless of length of classification may be combined for discount purposes as long as TAP spots of each length are properly distributed by day parts. Program units and spots may be combined for discounts on spots only.

KOIL

1925  
OMAHA

A Star Station  
Independent

mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code  
Media Code 4 228 7410 7.00  
Central States Broadcasting, Inc., 8901 Indian Hills Dr., Omaha, Neb. 68114. Phone 402-397-1290.

**STATION'S PROGRAMMING DESCRIPTION**  
KOIL: Programmed for young adults and teens. Contact Representative for further details. Rec'd 1/3/72.

- PERSONNEL**  
Chairman of the Board—Don W. Burden.  
Station Manager—Don Tawzer.  
National Sales Manager—Steve Shepard.
  - REPRESENTATIVES**  
McGavren-Guild, Inc.
  - FACILITIES**  
5,000 w.; 1290 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Basic Rates: 24a, 25a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a, 60g.  
In the event the advertiser contracts with the station for additional broadcast time, the time rates and discounts shown on the rate card on which this contract is based shall apply to such additional time for a period of 13 weeks from the effective date of any revision of station time or discounts.  
Plan announcements in all categories are combinable. Plan announcements do not contribute toward frequency or fixed position announcements.  
FM facilities: KEFM.  
Sold in combination with KEFM, WIFE, WIFE-FM Indianapolis, Ind., & KISN Portland, Ore. See WIFE for discounts.
- TIME RATES**  
KOIL/KEFM COMBINATION  
ET 8/1/74—Rec'd 8/5/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.  
A—All other times.

6. SPOT ANNOUNCEMENTS

	AAA	AA
	12 ti 18 ti 24 ti 36 ti	12 ti 18 ti 24 ti 36 ti
1 min	44 42 40 38 39	38 36 34
30 sec	35 33 32 30 31	30 29 27
10 sec	23 22 21 20 21	20 19 18

AM ONLY: Deduct—Rec'd 9 7 5

**7. PACKAGE PLANS**

	2	3	4	6
5:30-10 am	2	3	4	12
10 am-3 pm	4	6	8	12
3-7 pm	2	3	4	6
7 pm-midnight	4	6	8	12

PER WK. EA: 12 ti 18 ti 24 ti 36 ti

1 min	35	34	33	32
30 sec	28	27	26	25
10 sec	18	18	17	17

KOIL-FM

KEFM

KOOO

1957  
OMAHA

Modern Country

The call letters of this station have been changed to:

A Mask Sanders Station  
Media Code 4 228 7605 2.00  
Pier-San of Nebraska Corp., Box 37, 102 N. 48th St., Omaha, Neb. 68101. Phone 402-556-6700.

**STATION'S PROGRAMMING DESCRIPTION**  
KOOO: Programmed for adults & young adults. MUSIC: top 50 modern country music. NEWS: network news at :30, local news at :30. Personalities featured within format. Noon market reports at 12:05 pm. Contact Representative for further details. Rec'd 9/6/72.

- PERSONNEL**  
General Manager—Faye Graves.  
General Sales Manager—Jerry Bishop.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
1,000 w.; 1420 kc. Directional.  
Partial simulcast operation. Simulcast 6 am-5 pm. For non-simulcast facilities see KOOO-FM.
- AGENCY COMMISSION**  
15/0; 10th of following month.
- GENERAL ADVERTISING** See Coded Regulations  
Rate Protection: 10b, 11b, 12b.  
Affiliated with MBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 5/1/72—Rec'd 9/5/72.

**7. PACKAGE PLANS**

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	14.00	12.75	11.75	10.75	9.75
30 sec	11.25	10.25	9.40	8.60	7.80
10 sec	7.00	6.40	5.90	5.40	4.90

ROS

1 min	11.75	9.75	9.00	8.25
30 sec	9.40	7.80	7.20	6.60
10 sec	5.90	4.90	4.50	4.15

KOOO-FM

1972  
OMAHA

Media Code 4 228 7606 0.00  
Pier-San of Nebraska Corp., Box 37, 102 N. 48th St., Omaha, Neb. 68101. Phone 402-556-6700.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 32,000 w. (horiz.). 32,000 w. (vert.); 104.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 285 ft. above average terrain.  
Partial simulcast operation. Operated separately 5 pm-6 am. For simulcast facilities see KOOO.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 9/1/72—Rec'd 10/4/72.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec	1 min 30 sec	10 sec
12 ti	5.90	4.75	2.95	2.95	2.40
18 ti	4.90	4.00	2.45	2.50	2.00
24 ti	4.50	3.60	2.25	2.25	1.80
30 ti	4.15	3.40	2.10	2.10	1.70

— 5 pm-midnight — midnight-5 am —

KOWH

1922  
OMAHA

Media Code 4 228 7700 1.00  
Reconciliation, Inc., 3910 Harney St., Omaha, Neb. 68131. Phone 402-422-1600.

**STATION'S PROGRAMMING DESCRIPTION**  
KOWH: Programmed for entire community. MUSIC: rhythm & blues, current hits, jazz M-Sat; Gospel 6 am-noon Sun, regular format noon-sign-off. NEWS: 5 min network at :30; 5 min local news at :55. Back history 4 times daily. Sports talk shows. COMMERCIAL POLICY: 18 minutes maximum per hour. Fashions. Contact Representative for further details. Rec'd 7/2/74.

- PERSONNEL**  
General Manager—Richard Garvey.  
Program Manager—Don Davis.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,000 w. days; 660 kc. Non-directional.  
Operating schedule: 6 am-8:30 pm. CST.
- AGENCY COMMISSION**  
15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4c, 6a, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 13b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40b, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

TIME RATES

No. 3 ET 2/1/72—Rec'd 1/27/72.

**6. SPOT ANNOUNCEMENTS**

	DRIVE TIME—6-9 AM & 3-6 PM
PER WK:	1 ti 7 ti 13 ti 19 ti 25 ti 31 ti 37 ti
1 min	16.00 14.75 13.75 12.75 11.75 10.75 9.75
30 sec	13.25 12.25 11.40 10.60 9.80 9.00 8.20

ROS

1 min	13.00	12.00	11.00	10.25	9.50	8.75	8.00
30 sec	10.80	10.00	9.20	8.60	8.00	7.40	6.80

Drive time rate must be used when exact times are specified.

ID's when available: 50% of 1-min.  
**10. SPECIAL FEATURES**  
News Headlines—drive time rate, incl open, 1 1-min spot & close.

KOWH-FM

(formerly KQAL (FM))

1959  
OMAHA

Media Code 4 228 7701 9.00  
Reconciliation, Inc., 3910 Harney St., Omaha, Neb. 68131. Phone 402-422-1600.  
See affiliated AM station for additional information.

- REPRESENTATIVE**  
Contact station direct.
- FACILITIES**  
ERP 100,000 w.; 94.1 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna height: 510 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

TIME RATES

No. 1 ET 1/71—Rec'd 3/1/71.

**6. SPOT ANNOUNCEMENTS**

	PER WK. EA:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	4.50	4.25	4.00	3.75	3.50	
30 sec	4.00	3.75	3.50	3.25	3.00	
PER MO. EA:	25 ti	50 ti	75 ti	100 ti		
1 min	4.25	4.00	3.75	3.50		
30 sec	3.75	3.50	3.25	3.00		

PER YR. EA:

1 min	300x	500x	1000x
30 sec	4.00	3.75	3.50
	3.50	3.25	3.00

8. PROGRAM TIME RATES

5 min 1/4 hr 1/2 hr 1 hr

Es	10.00	28.50	55.00	100.00
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KRCB

1947  
COUNCIL BLUFFS, IOWA

RAB

Media Code 4 228 7995 5.00  
KRCB, Inc., Box 586, Council Bluffs, Iowa 51501.  
Phone 712-322-4041.

**STATION'S PROGRAMMING DESCRIPTION**  
KRCB: MUSIC: MOR format. Emphasis on local sports, news & community events. Contact Representative for further details. Rec'd 7/8/74.

- PERSONNEL**  
President—John C. Mitchell.  
General Manager—John A. Howard.  
Station Manager—Dick Yantzie.
- REPRESENTATIVE**  
PHO Time Sales, Inc.
- FACILITIES**  
1,000 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
15/0 time only.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 5, 7b, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14g, 15c.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 23b, 24a, 24c, 25a, 28b, 29a, 29b, 30, 32b, 33d.  
Contracts: 40c, 42b, 43, 44b, 45, 46, 48, 49, 51b.  
Cancellation: 70b, 70d, 71c, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES

ET 4/1/74—Rec'd 7/5/74.

AA—6-9 am noon-1 pm & 4-7 pm.  
A—9 am-noon & 1-4 pm.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA
EA:	1x 52x 104x 312x 650x 1000x 1500x
1 min	10.50 9.75 9.00 8.25 7.75 7.25 6.75
30 sec	8.25 7.50 7.00 6.50 6.00 5.50 5.00

CLASS A

1 min	10.00	9.25	8.50	7.75	7.25	6.75	6.25
30 sec	7.75	7.25	6.50	6.00	5.75	5.25	4.75

8. PROGRAM TIME RATES

1x	52x	104x	156x	312x	365x
5 min	15.75	14.75	13.50	12.80	12.25
10 min	23.50	22.25	20.25	19.20	18.40
1/4 hr	35.25	33.35	30.35	28.80	27.50
1/2 hr	52.85	50.00	45.55	43.25	41.25
1 hr	79.50	75.00	68.35	64.90	61.85

KRCB-FM

1989  
COUNCIL BLUFFS, IOWA

RAB

Media Code 4 228 7996 5.00  
KRCB, Inc., Box 586, Council Bluffs, Iowa 51501.  
Phone 712-322-4041.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KRCB-FM: MUSIC: progressive rock, folk, jazz. Features: musicians & groups. Contact Representative for further details. Rec'd 7/8/74.

- PERSONNEL**  
Station Manager—Al Crouse.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 187 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

TIME RATES

No. 1 ET 9/24/73—Rec'd 7/5/74.

AAA—3 pm-midnight.  
AA—10 am-3 pm.  
A—6-10 am.  
B—midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK: AAA—00

	1 ti	6 ti	12 ti	18 ti	24 ti	1 ti	6 ti	12 ti	24 ti
1 min	11.00	10.50	9.50	8.50	9.50	9.00	8.00	8.00	7.00
30 sec	9.00	8.50	7.50	7.00	7.50	7.00	6.50	6.50	5.50

ROS

1 min	8.50	8.00	7.00	6.00
30 sec	7.00	6.50	5.50	4.50

B: 1-min 4.00; 30-sec 3.00.

10 sec: 60% of 1-min.

7. PACKAGE PLANS

Wkly Monthly

	6 ti	12 ti	18 ti	24 ti	25 ti	50 ti	75 ti	100 ti
ROS:	6.00	8.50	8.00	7.00	8.50	8.00	7.50	7.00
1 min	7.50	7.00	6.50	5.50	7.00	6.50	6.00	5.50
30 sec	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00

1 min: 8.00 100x 1500x

30 sec: 6.50 5.50 5.00

10 sec: 60% of 1-min.

AM/FM combinable for frequency discounts.

# NEBRASKA

O'Neill—KBRX, KBRX-FM—Cont'd

**2. REPRESENTATIVES**  
Broadcast Associates.  
Omaha, Lincoln—Soderlund Company.

**3. FACILITIES**  
1,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
ERP-FM 3,000 w.; 92.7 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 240 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: National AgRadio Groups, Inc., Nebraska Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1-8 Eff 1/1/74—Rec'd 8/27/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	156x	312x
30 sec.	3.00	2.50	2.25
	2.75	2.25	2.00

**7. PACKAGE PLANS**  
MONTHLY SATURATION:

10 ti	50 ti	100 ti
20 sec.	87.50	150.00
30 sec.	25.00	100.00
1 min.	30.00	125.00
	200.00	200.00

# ORD

Valley County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KNLV

1965

NAB

Subscriber to the NAB Radio Code  
Media Code 4 228 8450 2.00  
KNLV, Inc., Box 268, 18th & M., Ord, Neb. 68862.  
Phone 308-728-3283.

**STATION'S PROGRAMMING DESCRIPTION**  
KNLV: farm programs, MOR, pop & country music.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation,  
Omaha, Lincoln—Soderlund Company.

**3. FACILITIES**  
1,000 w.; 1090 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0; time only. Monthly.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Nebraska Radio Network.

**TIME RATES**  
No. N-1 Eff 9/1/72—Rec'd 9/8/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti
1 min.	6.00	5.50	5.25	5.00
30 sec.	80%	1-min.	10 sec:	50%

**10. SPECIAL FEATURES**  
5-min farm news, weather, sports—10:00; 50-259x  
10% discount; 260+ 20% discount.

# PLATTSMOUTH

Cass County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

## KOTD

1970

NAB

RAB

Media Code 4 228 8515 2.00  
Platte Broadcasting Co., Inc., Box 509, Plattsmouth,  
Neb. 68048. Phone 402-296-3366.

**STATION'S PROGRAMMING DESCRIPTION**  
KOTD: Programmed for all ages.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles Warga.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation,  
Omaha, Lincoln—Soderlund Company.

**3. FACILITIES**  
250 w.; 1,000 kc. Directional.  
Operating schedule: 1/2 hr pre-sunrise-local sunset.  
CST.

**4. AGENCY COMMISSION**  
15/0; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Nebraska Radio Network.

**TIME RATES**  
No. 1 Eff 8/1/72—Rec'd 8/25/72.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	78x	104x	156x
1 min 5.00	4.80	4.70	4.60	4.50	4.40	4.30
30 sec 4.00	3.80	3.70	3.60	3.50	3.40	3.30
15 sec 3.00	2.85	2.80	2.75	2.70	2.65	2.60
1 min.	208x	312x	365x	520x	780x	1040x
30 sec.	4.20	4.10	4.00	3.80	3.70	3.50
15 sec.	3.20	3.10	3.00	2.90	2.80	2.70
	2.55	2.50	2.45	2.40	2.35	2.30

# SCOTTSBLUFF (3 AM; 1 FM)

(including Terrytown)  
Scotts Bluff County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

# KEYR

1961  
TERRYTOWN

NAB

Subscriber to the NAB Radio Code  
Media Code 4 228 8580 6.00  
Western Nebraska Broadcasting Co., Box 1263,  
Scottsbluff, Neb. 69381. Phone 308-633-4119.

**STATION'S PROGRAMMING DESCRIPTION**  
KEYR: Programmed for farm and rural families.

**1. PERSONNEL**  
Manager—C. W. "Doc" Embree.

**2. REPRESENTATIVES**  
New York—The Devery Organization, Inc.  
Chicago—Walton Broadcasting Sales Corporation.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Detroit—Max Goldfarb.  
St. Louis—Bruce Schneider & Co.  
Dallas—Riley Representatives.  
Denver—John L. McGuire & Co.  
Omaha, Lincoln—Soderlund Company.  
San Francisco, Los Angeles—The Sandberg-Glenn Company.

**3. FACILITIES**  
1,000 w. days; 890 kc. Directional.  
Operating schedule: Sunrise to local sunset. MST.

**4. AGENCY COMMISSION**  
15% on net time; no cash discounts.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Nebraska Radio Network.

**TIME RATES**  
No. 2 Eff 10/1/66—Rec'd 10/8/66.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	156x	260x	312x
1 min.	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00
10 sec:	50%	1-min.			

**7. PACKAGE PLANS**  
FIXED POSITION PACKAGES

PER WK:	less	12 ti	18 ti	24 ti	30 ti
1 min.	8.00	3.50	5.00	4.50	4.00
30 sec.	5.00	4.50	4.00	3.50	3.00

1 minute, 30 second and 10 second spots may be combined to earn a higher discount rate. Program and spots may be combined to earn larger discounts on spots only.

**YEARLY DISCOUNTS ON PACKAGES**  
26 wk—10%      52 wks—15%

# KNEB

1947  
SCOTTSBLUFF

NAB

Media Code 4 228 8775 2.00  
Scotts Bluff Broadcasting Corp., Box 239, 2110  
Broadway, Scottsbluff, Neb. 69361. Phone 632-  
7121, 7122.

**STATION'S PROGRAMMING DESCRIPTION**  
KNEB: MOR music. Local, network news at 6:00.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George H. Haskell.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 500 w. nights; 960 kc.  
Directional—separate patterns.  
Operating schedule: 5:15 am-midnight. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network. Farm Radio Network.

**TIME RATES**  
No. 41 Eff 3/1/72—Rec'd 2/14/72.  
A—Mon thru Sat 6-9 am, 11:45 am-1 pm & 4:30-  
4:30 pm.  
B—All other times.

**7. PACKAGE PLANS**  
SATURATION PLAN

PER WK:	1 ti	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	6.20	4.95	3.10	4.95	3.95	2.50
12 ti	5.90	4.70	2.95	4.70	3.75	2.35
18 ti	5.45	4.35	2.75	4.35	3.50	2.20
24 ti	5.10	4.10	2.55	4.10	3.30	2.05
30 ti	4.70	3.75	2.35	3.75	3.00	1.90
36 ti	4.30	3.45	2.15	3.45	2.75	1.75

# KNEB-FM

1960  
SCOTTSBLUFF

NAB

Media Code 4 228 8776 0.00  
Scotts Bluff Broadcasting Corp., Box 239, 2110  
Broadway, Scottsbluff, Neb. 69361. Phone 632-  
7121, 7122.

See additional AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KNEB-FM: Popular Music; news & weather.

**3. FACILITIES**  
ERP: 69,000 w.; 94.1 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.

**TIME RATES**  
Eff—Rec'd 11/29/72.  
FM, extra to AM spot rate:

**6. SPOT ANNOUNCEMENTS**

1 min.	2.50	30 sec.	2.00
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Based on uniform AM/FM schedule.

# KOLT

1930  
SCOTTSBLUFF

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 228 8970 0.00  
The Hilliard Co., West 20th St., Scottsbluff, Neb.  
69361. Phone 308-635-1320.

# STATION'S PROGRAMMING DESCRIPTION

KOLT: Programmed for general interest.

**1. PERSONNEL**  
Manager—R. Hilliard.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Lincoln, Omaha, Kansas City—Red Abels.  
Denver—Bob Hix Co., Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1320 kc.  
Non-directional days, directional nights.  
Operating schedule: 5 am-midnight. MST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 14 Eff 7/1/69—Rec'd 5/26/69.  
AA—Mon thru Sat 8-9 am, 11:45 am-1:15 pm & 4-6  
pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	13	12	11	10
30 sec.	11	10	9	8

CLASS A

1 min.	12	11	10	9
30 sec.	10	9	8	7
10 sec:	50%	1-min.		

**DISCOUNTS**  
52 wk—15%.  
All spots regardless of length, combine for frequency; schedules do not have to run consecutively to earn number of weeks frequency.  
Lateholder: minimum of 2 per week and ID's may not be used.

# SIDNEY

Cheyenne County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

## KSID

1952

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 228 9165 5.00  
KSID Radio Inc., Legion Park, Sidney, Neb. 69163.  
Phone 254-5833.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—David W. Young.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6:00 am-10:30 pm weekdays;  
8:00 am-10:30 pm Sun. MST.

**4. AGENCY COMMISSION**  
15% on station time only; no cash discount.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 42-R Eff 7/1/74—Rec'd 7/25/74.  
A—Mon thru Sat 8-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**  
CLASS A

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	4.50	4.25	4.00	3.75	3.50
30 sec.	3.60	3.30	3.00	2.70	2.50

CLASS B

1 min.	3.60	3.30	3.00	2.70	2.50
30 sec.	2.90	2.70	2.50	2.30	2.10

# SUPERIOR

Nuckolls County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## KRFS

1959

Media Code 4 228 9360 2.00  
The Valley Broadcasting Co., Box 100, Superior,  
Neb. 68978. Phone 402-879-3207.

**STATION'S PROGRAMMING DESCRIPTION**  
KRFS: Solid gold music, news; farm 2x daily.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles Wolfe.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.

**3. FACILITIES**  
500 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15%; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Nebraska Radio Network, Farm Directors Radio Network.

**TIME RATES**  
Eff 8/1/74—Rec'd 7/24/74.  
A—6:30-9:30 am & noon-1 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS A

1 ti	13 ti	26 ti	39 ti	1 ti	13 ti	26 ti	39 ti
1 min	4.50	4.25	4.15	4.05	4.25	4.00	3.90
30 sec	3.75	3.65	3.55	3.45	3.50	3.40	3.30

CLASS B

# TERRYTOWN

Scottsbluff County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## See Scottsbluff

(including Terrytown)

# VALENTINE

Cherry County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

## KVSH

1961

Media Code 4 228 9555 7.00  
Beef Country Co., Valentine, Neb. 69201. Phone  
402-376-2400.

**STATION'S PROGRAMMING DESCRIPTION**  
KVSH: Programmed for general audience.

**1. PERSONNEL**  
Manager—Larry Russell.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Kansas City, Omaha, Lincoln—Red Abels.

**3. FACILITIES**  
5,000 w. days; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset daily. CST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 2 Eff 4/1/73—Rec'd 3/30/73.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA

FIXED:	1x	26x	52x	104x	156x	200x	312x
1 min	7.20	6.70	6.35	6.05	5.70	5.45	5.30
30 sec	5.75	5.35	5.10	4.85	4.55	4.35	4.25

A: Fixed 80% of A.

**7. PACKAGE PLANS**  
SATURATION  
CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	6.40	6.20	6.00	5.80	5.60	5.40
30 sec.	5.10	4.95	4.80	4.65	4.50	4.30

CLASS A

1 min.	5.40	5.20	5.00	4.80	4.60	4.40
30 sec.	4.30	4.15	4.00	3.85	3.70	3.50

**DISCOUNT**  
13 wk—2%      39 wk—6%  
26 wk—4%      52 wk—8%

# WAYNE

Wayne County—Map Location F-2  
See SRDS consumer market map and data at beginning of the state.

## KTCH

1968

Media Code 4 228 9650 6.00  
W. N. Schnepf, KTCH Bldg., Wayne, Neb. 68787.  
Phone 402-375-3700.

**1. PERSONNEL**  
Manager—M. D. Jacobsen.

**2. REPRESENTATIVES**  
New York—Charles Bernard Co., Inc.  
Omaha, Lincoln—Soderlund Company.

**3. FACILITIES**  
500 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. R-5 Eff 1/1/73—Rec'd 5/1/68.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	200x	312x
(*)	5.00	4.50	4.25	4.00	3.75	3.25	3.00

(\*) 1 min or less.

# YORK (1 AM; 1 FM)

York County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## KAWL

1954

NAB

Subscriber to the NAB Radio Code  
Media Code 4 228 9750 4.00  
Prairie States Broadcasting Co., Inc., KAWL Bldg.,  
York, Neb. 68467. Phone 362-4433.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—M. L. Gleason.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South Southeast, Southwest—Mario Messina Company.

**3. FACILITIES**  
500 w.; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset Mon thru  
Sat: 8:00 am-5:00 pm Sun. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Nebraska Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. R-6 Eff 11/1/70—Rec'd 11/2/70.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE OR LESS

1x	13x	26x	52x	104x	156x	200x	312x
1 min	5.50	5.10	4.75	4.45	4.15	3.85	3.55
30 sec	4.50	4.15	3.85	3.55	3.25	2.95	2.65
15 sec	3.50	3.15	2.85	2.55	2.25	1.95	1.65

## KAWL-FM

1971

NAB

Media Code 4 228 9751 2.00  
Prairie States Broadcasting Co., Inc., Box 531, York,  
Neb. 68427. Phone 402-362-4433.  
See additional AM station for additional information.

**3. FACILITIES**  
ERP 2,750 w. (horiz.), 2,750 w. (vert.); 104.9 mc.  
Stereo.  
Operating schedule: 6 am-10:15 pm. CST.  
Antenna ht.: 310 ft. above average terrain.

**TIME RATES**  
Rates are identical to KAWL. See that listing.



# Negro Population Data

(January 1, 1974)

STATE TOTAL	32,612	Reno	2,061
METRO AREAS		Total Metros	31,456
Las Vegas	29,395		

# Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

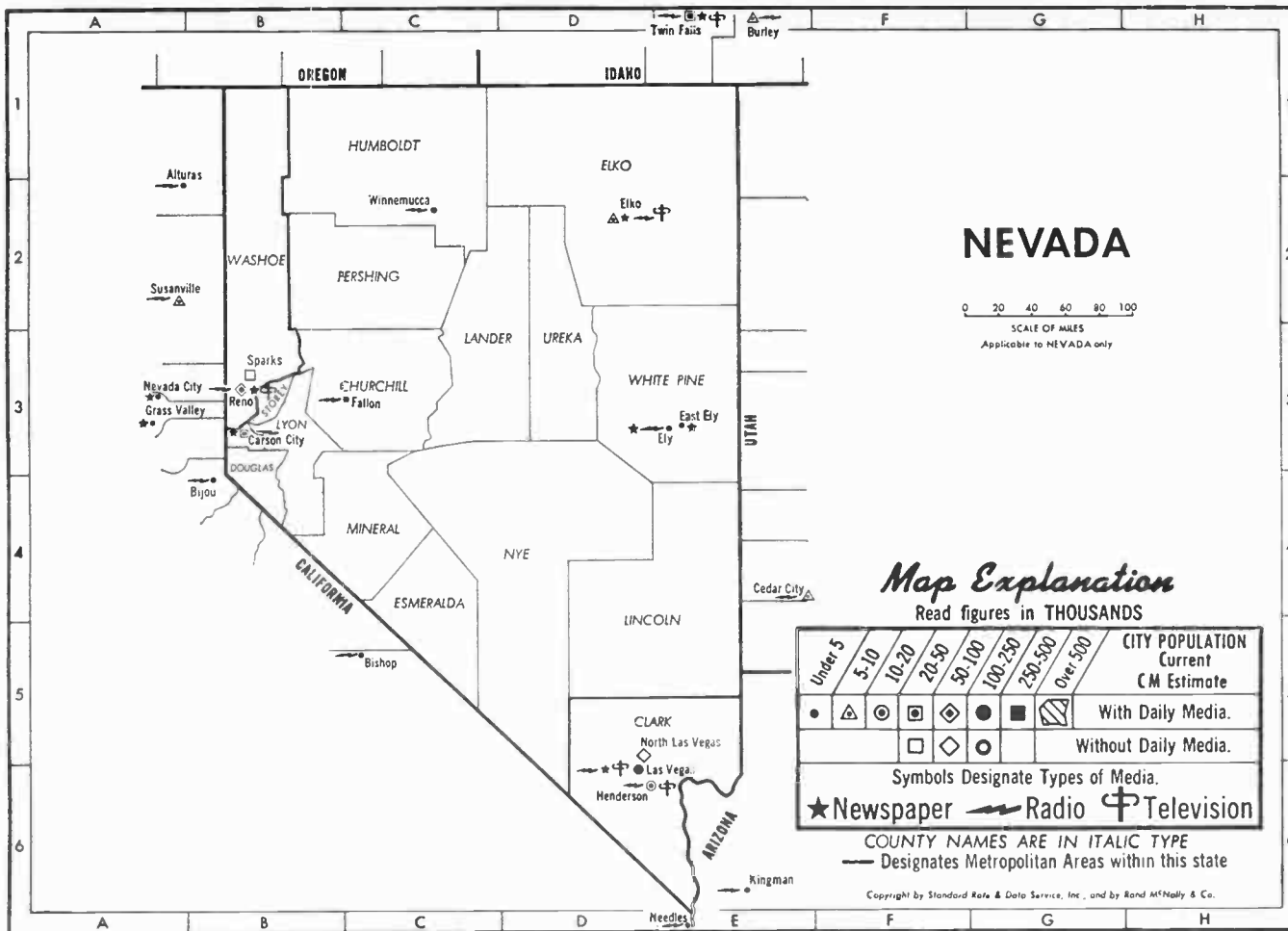
(April 1, 1970)

STATE TOTAL	27,142	METRO AREAS	15,147
		Las Vegas	

# NEVADA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.



## State, County, City, Metro Area Data

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.  
 Carson City—Carson City   Las Vegas—Clark   North Las Vegas—Clark   Reno—Washoe   Sparks—Washoe

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
			Per Household (\$000)	% Distribution of Families 3000 5000 8000 10000 15000 to to to to and 4999 7999 9999 14999 over					Total Retail Sales— Per Household (\$000)	By Selected Store Types											
<b>NEVADA STATE TOTALS</b>	560.6	191.54	2,558,519	13,358	6.6	14.3	12.0	28.6	32.6	1,692,812	8,838	284,538	69,073	180,942	73,827	66,610	341,167	138,603	314.86	8.7	144,502
<b>CARSON CITY<sup>2</sup> B-3</b>	22.6	7.43	96,052	12,928	6.7	13.7	13.7	31.1	28.7	71,942	9,683	12,836	2,258	5,789	2,021	1,554	11,258	4,792	12.71		
Carson City	22.6	7.43	96,052	12,928						71,942	9,683	12,836	2,258	5,789	2,021	1,554	11,258	4,792			
<b>CHURCHILL C-3†</b>	11.3	3.81	44,667	11,724	11.6	20.0	11.6	24.0	24.8	27,845	7,308	6,426	954	732	333	539	4,707	2,193	5.44	1.7	18,084
<b>CLARK D-5†</b>	320.9	107.13	1,427,332	13,323	6.5	14.2	11.8	28.6	32.9	938,213	8,758	153,961	35,783	107,260	49,205	40,328	188,749	74,408	178.85		
Las Vegas	138.2	47.18	649,976	13,777						650,298	13,783	106,822	26,743	58,955	34,529	33,468	161,535	54,632			
Las Vegas Metro Area	320.9	107.13	1,427,332	13,323	6.5	14.2	11.8	28.6	32.9	938,213	8,758	153,961	35,783	107,260	49,205	40,328	188,749	74,408	178.85		
North Las Vegas	54.9	15.82	155,852	9,852						69,146	4,371	15,237	1,596	4,563	1,364	1,788	4,027	5,216			
<b>DOUGLAS B-3</b>	7.8	2.85	44,447	15,595	7.0	16.7	9.4	26.1	36.5	25,691	9,014	3,422	1,605	700	951	789	3,109	2,269	6.80	.5	5,376
<b>ELKO D-1</b>	14.7	5.05	62,202	12,317	6.3	12.6	13.4	31.5	30.2	42,242	8,365	8,490	1,504	1,700	1,205	1,558	8,063	8,493	7.28	1.6	34,017
<b>ESMERALDA C-4</b>	.6	.28	2,144	7,657	13.3	9.6	18.5	33.0	11.8	686	2,450	443					276		.37		
<b>EUREKA D-3</b>	1.3	.48	3,930	8,188	3.3	22.0	19.3	32.4	12.4	1,377	2,869	407					194	269	.41	.1	7,407
<b>HUMBOLDT C-1†</b>	6.4	2.24	26,878	11,999	9.2	17.8	14.0	27.0	25.2	21,639	9,660	3,368	1,294	783	689	437	2,994	4,232	3.13	.7	18,586
<b>LANDER C-3</b>	2.7	.90	10,229	11,366	6.6	9.3	17.8	31.8	18.6	8,141	9,046	1,415	444	581	196		497	1,622	1.18	.2	3,792
<b>LINCOLN E-4</b>	2.9	.94	9,272	9,864	9.3	14.2	17.1	26.1	20.7	7,241	7,703	1,095	441	888		96	372	1,379	1.07	.4	2,997
<b>LYON 8-3</b>	10.0	3.34	36,991	11,075	10.6	17.5	19.2	28.5	18.4	17,348	5,194	3,910	519	495	99	261	3,940	1,263	4.44	1.6	16,051
<b>MINERAL C-4†</b>	7.4	2.51	32,067	12,776	6.8	10.1	15.2	30.5	31.5	14,106	5,620	2,816	475	545	320	644	3,723	1,370	3.36	.2	599
<b>NYE D-4†</b>	5.0	1.69	28,905	17,044	4.1	11.1	11.4	30.5	38.5	12,510	7,402	3,474	389	242	197	178	3,796	2,648	2.54	.3	2,486
<b>PERSHING C-2</b>	2.5	.92	10,662	11,589	6.7	11.8	15.6	27.1	30.4	8,988	9,770	1,797	212	308	182	179	2,705	1,478	1.27	.5	26,834
<b>STOREY 8-3</b>	.7	.30	3,493	11,643	5.0	9.7	13.4	25.9	41.4	1,633	5,443	238					169		.63		
<b>WASHOE B-2</b>	133.3	48.28	679,723	14,079	6.4	12.8	10.8	28.3	36.6	463,492	9,600	73,713	21,873	59,044	17,996	19,258	100,944	27,746	80.83	.7	4,047
Reno	80.1	31.01	418,696	13,502						380,272	12,263	50,051	17,896	47,365	16,111	16,953	97,697	19,923			
Reno Metro Area	133.3	48.28	679,723	14,079	6.4	12.8	10.8	28.3	36.6	463,492	9,600	73,713	21,873	59,044	17,996	19,258	100,944	27,746	80.83		
Sparks	26.9	8.68	115,985	13,362						58,329	6,720	18,655	2,863	8,019	1,639	1,818	1,623	5,209			
<b>WHITE PINE E-3</b>	10.5	3.39	39,625	11,689	5.1	18.7	16.9	30.9	21.7	29,718	8,766	6,727	1,322	1,875	433	789	7,343	2,769	4.55	.2	4,226

(2) Carson City County is the independent city of Carson City. In 1969 Ormsby County and Carson City consolidated to become the independent city of Carson City.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# NEVADA

## CARSON CITY (1 AM; 1 FM)

Drmsby County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**KPTL** **KPTL-FM**  
1955 1968

Media Code 4 229 0400 3.00  
Kelly Broadcasting Co., Box 653, Carson City, Nev. 89701. Phone 702-882-1319.

**STATION'S PROGRAMMING DESCRIPTION**  
KPTL: Programmed for general audience.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Donnell W. Shano.

**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.

**3. FACILITIES**  
5,000 w. days, 500 w. nights; 1800 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. PST.  
FM-ERP 50,100 w.; 97.3 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 200 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only; payable upon receipt.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 8/1/74—Rec'd 7/29/74.  
AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm.  
A—7 pm-midnight.  
B—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	9.50	12.00	18.00	24.00
30 sec.	8.00	7.50	7.00	6.50

**7. PACKAGE PLANS**

CLASS	AAA	AA	A	B
1 min.	8.50	8.00	7.50	7.00
30 sec.	7.00	6.50	6.00	5.50

**8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**9. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	7.50	7.00	6.50	6.00
30 sec.	6.00	5.50	5.00	4.50

**10. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**11. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	5.00	4.50	4.00	3.50
30 sec.	3.50	3.00	2.50	2.00

**12. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**13. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	6.25	6.00	5.75	5.50
30 sec.	4.75	4.50	4.25	4.00

**14. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**15. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.00

**16. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**17. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.00

**18. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**19. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.00

**20. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**21. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	4.75	4.50	4.25	4.00
30 sec.	3.50	3.25	3.00	2.75

**22. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**23. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	20.00	25.00	30.00	28.00
30 sec.	15.00	18.00	22.00	20.00

**24. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**25. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	120.00	150.00	180.00	160.00
30 sec.	90.00	112.50	135.00	120.00

**26. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**27. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	540.00	637.50	720.00	600.00
30 sec.	390.00	450.00	495.00	405.00

**28. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**29. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	90.00	108.25	120.00	106.00
30 sec.	65.00	75.00	82.50	70.00

**30. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**31. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	20.00	25.00	30.00	28.00
30 sec.	15.00	18.00	22.00	20.00

**32. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**33. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	120.00	150.00	180.00	160.00
30 sec.	90.00	112.50	135.00	120.00

**34. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**35. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	120.00	150.00	180.00	160.00
30 sec.	90.00	112.50	135.00	120.00

## 6. SPOT ANNOUNCEMENTS

PER WK: 1x 13x 26x 52x 104x 260+  
AA 3.00 2.90 2.80 2.70 2.60 2.50  
A 2.00 1.90 1.80 1.70 1.60 1.50  
30 sec: 1.25 1.20 1.15 1.10 1.05 1.00

**7. PACKAGE PLANS**

PER	1 min	30 sec
1 wk	13 wk	26 wk
1 wk	13 wk	26 wk
10 tl	25.00	23.50
20 tl	47.00	44.00
30 tl	66.00	61.50
40 tl	82.00	76.00

**8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**9. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	10.00	9.50	9.00	8.50
30 sec.	19.00	18.00	17.00	16.00

## FALLON (1 AM; 1 FM)

Churchill County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KVLV**  
1957

Subscriber to the NAB Radio Code  
Media Code 4 229 1600 7.00  
Lahontan Valley Broadcasting Co., 1155 Gummow Dr., Fallon, Nev. 89406. Phone 702-423-2243.

**1. PERSONNEL**  
General Manager—Lester W. Pearce.

**2. REPRESENTATIVES**  
5,000 w. days; 980 kc. Non-directional.

**3. FACILITIES**  
Operating schedule: Sunrise-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only; due when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**6. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	3.80	2.85	480 x	3.00
30 sec.	3.60	2.70	720 x	2.80

**7. PACKAGE PLANS**

CLASS	AAA	AA	A	B
1 min.	3.20	2.55	960 x	2.60
30 sec.	3.40	2.40	1200 x	2.40

**8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**9. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	3.10	2.50	90 tl	2.80
30 sec.	3.00	2.40	120 tl	2.70

**10. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**11. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	2.95	2.35	150 tl	2.60
30 sec.	2.90	2.30	210 tl	2.50

**12. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**13. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	3.10	2.50	90 tl	2.80
30 sec.	3.00	2.40	120 tl	2.70

**14. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**15. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	2.95	2.35	150 tl	2.60
30 sec.	2.90	2.30	210 tl	2.50

**16. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**17. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	2.90	2.30	150 tl	2.60
30 sec.	2.85	2.25	210 tl	2.50

**18. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**19. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**20. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**21. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**22. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**23. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**24. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**25. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**26. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**27. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**28. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**29. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**30. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**31. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**32. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**33. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

**34. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**35. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	1.50	1.30	30 sec.	1.00

## 6. SPOT ANNOUNCEMENTS

PER WK: 7 tl 14 tl 21 tl 28 tl 35 tl  
AA 11.00 10.00 9.50 9.00 8.50  
A 9.50 9.00 8.50 8.00 7.50  
30 sec: 80% of 1-min. ID's 65% of 1-min. (D)

**Bright and Beautiful for Las Vegas**

**KLVN**  
STEREO FM 94

Subscriber to the NAB Radio Code  
Media Code 4 229 1800 3.00  
Penny Music Co., Inc., 307 Water St., Henderson, Nev. 89015. Phone 702-564-2698.

**STATION'S PROGRAMMING DESCRIPTION**  
KLVN (FM): MUSIC: current hits, stds.

**1. PERSONNEL**  
General Manager—John R. Banoczi.

**2. REPRESENTATIVES**  
Herbert E. Groskin & Co., Los Angeles—KNOB(FM), see Los Angeles Urban Area listing.

**3. FACILITIES**  
ERP 41,000 w.; 94.1 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 100 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**6. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	3.00	2.85	480 x	3.00
30 sec.	3.60	2.70	720 x	2.80

**7. PACKAGE PLANS**

CLASS	AAA	AA	A	B
1 min.	3.20	2.55	960 x	2.60
30 sec.	3.40	2.40	1200 x	2.40

**8. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**9. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	3.10	2.50	90 tl	2.80
30 sec.	3.00	2.40	120 tl	2.70

**10. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**11. SPOT ANNOUNCEMENTS**

CLASS	AAA	AA	A	B
1 min.	2.95	2.35	15	



**KLAV**  
1947



Media Code 4 229 2800 2.00  
Frontier Broadcasting, Inc., 953 E. Sahara Ave.,  
Las Vegas, Nev. 89105. Phone 702-732-2555.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLAV: programmed for adults; network news, MOR  
music & sports.  
MUSIC: MOR with personalities; past & current  
hits. Jazz all night. NEWS: network at :30; local  
7x/day, weather, local sports, news 4x/day, network  
sports, news 5x/day weekends. ENTERTAINMENT:  
Personality cook & conversation show 10:06-11 am  
M-F; Personality conversation, interviews, commen-  
tary 5:06-7 pm M-F; Music, personalities, inter-  
views with stars Personality show 11-12M. SPORTS:  
play-by-play Major League baseball, NFL football,  
U football & basketball. Network features—horse  
racing & golf tournaments. Local sports commen-  
tary 20x/weekly. Contact Representative for further  
details. Rec'd 6/18/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert J. Blum.  
General Sales Manager—Chris Corey.  
Program Director—Tru Hawkins.  
**2. REPRESENTATIVES**  
Meecker Radio, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-direc-  
tional.  
Operating schedule: 24 hours daily. PST.  
**4. AGENCY COMMISSION**  
15/0 on net time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 25a, 26b, 28a, 29a.  
Contracts: 40a, 42b.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.

**TIME RATES**  
No. 4 Eff 1/1/74—Rec'd 11/29/73.  
AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—Mon thru Fri 9 am-3 pm & 7 pm-midnight; Sat  
& Sun 6 am-midnight.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS	1 min	30 sec	1 min	30 sec	1 min	30 sec
AA	10.00	8.00	9.00	7.50	8.00	7.00
12 X	9.00	7.25	8.00	6.75	7.00	6.00
260 X	7.50	6.50	6.50	5.50	6.00	4.50
520 X	6.50	5.50	5.75	4.75	5.00	3.75

**7. PACKAGE PLANS**

ROS:	Per mo	Per yr
1 min	50 ti 100 ti 200 ti	250x 500x 1000x
30 sec	7.00 6.50 6.00	7.75 7.00 6.50
	5.50 5.00 4.50	6.00 5.25 4.50

**9. PARTICIPATING PROGRAMS**  
Cookery & Conversation, Muriel Stevens—Mon thru  
Fri 10:06-11 am, Sat 12:00.  
Conversation & Interviews, Joe Delaney—Mon thru  
Fri 5:06-7 pm, Sat 12:00.  
Sig Sakowicz Show—Tues thru Sat 12:06-1 am, Sat  
12:00.

**CBS**  
For Las Vegas and Southern Nevada

**KLAV**

**KLUC KLUC-FM**  
1956 1963



Media Code 4 229 3200 4.00  
KLUC Broadcasting Co., Box 14805, Las Vegas, Nev.  
89114. Phone 702-739-9383.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard C. Phalen, Jr.  
Vice-President—William R. Pbalen.  
Sales Manager—Mike Kelley.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
**3. FACILITIES**  
10,000 w. days; 1140 kc. Non-directional.  
FM-ERP 5,780 w.; 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 250 ft. above average terrain.  
Simulcast sunrise—local sunset.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 1/1/74—Rec'd 12/14/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	PER WK:	1 min	30 sec
6 ti	10.00	7.50	36 ti	8.10	6.00
12 ti	9.00	6.75	42 ti	7.90	5.90
18 ti	8.50	6.50	50 ti	7.70	5.80
24 ti	8.30	6.30	75 ti	7.50	5.60
30 ti	8.20	6.10	100 ti	7.30	5.50

**7. PACKAGE PLANS**

PER YR:	1000x	1500x	2000x	2500x
1 min	6.95	6.55	6.20	6.00
30 sec	5.35	5.15	4.95	4.85

**KORK**  
1951



Media Code 4 229 3600 5.00  
Southwestern Broadcasting Co., Box 2927, 1950  
Sandhill Rd., Las Vegas, Nev. 89104. Phone 702-  
457-5511.

**STATION'S PROGRAMMING DESCRIPTION**  
KORK: Programmed for general audience.  
MUSIC: MOR with emphasis on modern MOR. ATR  
PERSONALITIES handle all segments. NEWS: net-  
work with emphasis on local with actualities. Contact  
Representative for further details. Rec'd 4/5/71.

**1. PERSONNEL**  
President—Donald W. Reynolds.  
Vice-Pres. & Gen'l Mgr.—Joseph W. McMurray.  
Station Manager—Dennis Hubbard.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
**3. FACILITIES**  
5,000 w. days, 500 w. nights; 920 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a.  
Cancellation: 70a, 70c, 71a.  
Affiliated with NBC.  
KORK, KORK-FM combination earns 10% discount  
from total cost on both stations.

**TIME RATES**  
No. 16 Eff 6/1/71—Rec'd 5/17/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	6 ti	12 ti	18 ti	24 ti
AAA	14.00	13.50	13.00	12.50	12.00
AA	12.50	12.00	11.50	11.00	10.50
A	11.50	11.00	10.50	10.00	9.50

30 sec: 80% of 1-min. ID's: 50% of 1-min.

**7. PACKAGE PLANS**

TAP—1/4AAA, 1/4AAA, 1/2A	12 ti	24 ti	36 ti
Ea	11	10	9

**LAS VEGAS...  
PERSONALITY RADIO\*  
KORK 920**

\*KORK-AM/FM #1 Adults 18+ 6AM-12M/Mon-  
Sun, Apr/May '73 ARB/Metro

**KORK-FM**  
1961



Media Code 4 229 3601 3.00  
Western Communications, Inc., Box 2927, 1950 Sand-  
hill Rd., Las Vegas, Nev. 89104. Phone 702-457-  
5511.

**STATION'S PROGRAMMING DESCRIPTION**  
KORK-FM: Programmed for adults 18+.  
MUSIC: standards; popular, up to 57 min per hour  
with only 4 intermissions any hour. News capsule  
at :58. COMMERCIAL POLICY: 8 units per hour.  
Contact Representative for further details. Rec'd  
9/4/73.

**3. FACILITIES**  
ERP 44,000 w.; 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
**5. GENERAL ADVERTISING** See coded regulations  
KORK, KORK-FM combination earns 10% discount  
from total cost on both stations.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 7/15/74—Rec'd 6/17/74.  
AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS	1 min	30 sec	1 min	30 sec	1 min	30 sec
1x	26x	52x	104x	260x	500x	1000x
AA	9.20	8.45	7.80	7.45	6.85	6.15
A	7.80	6.95	6.60	6.10	5.55	5.10

AA & A combinable for frequency discount.

**7. PACKAGE PLANS**

ROS, PER WK, EA:	12 ti	18 ti	24 ti	36 ti	50 ti	70 ti
1 min/less	7.45	6.95	6.85	6.50	6.15	5.80

**KRAM**  
1947



A Sovereign Station  
Media Code 4 229 4000 7.00  
Sovereign Broadcast, Inc., 925 Desert Inn Rd.,  
Las Vegas, Nev. 89109. Phone 702-732-1363.

**STATION'S PROGRAMMING DESCRIPTION**  
KRAM: Programmed for general audience.  
MUSIC: modern country. NEWS: local at :30, net-  
work at :30. AP. COMMERCIAL POLICY: 10  
active for further details. Rec'd 9/3/74.

**1. PERSONNEL**  
President—James B. Francis.  
Vice-President—Robert D. Hanna.  
Vice-Pres. & Gen'l Mgr.—Mel Ryan.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.  
**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10c, 11c.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 1/1/73—Rec'd 1/4/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat  
& Sun 6 am-midnight.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS	1 min	30 sec	1 min	30 sec	1 min	30 sec
6x	52x	104x	260x	520x	1040x	
1 min	11.00	10.00	9.50	9.00	8.00	7.00
30 sec	9.00	8.00	7.50	7.00	6.50	5.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	25 ti	35 ti	50 ti
1 min	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.25

**30 DAYS:** 15 ti 30 ti 60 ti 90 ti 120 ti 150 ti  
1 min: 9.00 8.50 8.75 7.00 6.50 6.00  
30 sec: 8.00 7.50 6.75 6.00 5.50 5.00  
10 sec: 50% of 1-min.  
AA, A, B, 1-min, 30/20-sec spots and programs may  
be combined for greater frequency discounts.

**KRGN (FM)**  
1963



Media Code 4 229 4400 9.00  
Gilday Broadcasting Co., 850 E. Sahara Ave., Las  
Vegas, Nev. 89105. Phone 702-735-4611.

**STATION'S PROGRAMMING DESCRIPTION**  
KRGN (FM): MUSIC: Million-seller hits from  
1955 to the present; 20% pre-1965, 20% post-1965,  
40% pre-chart contemporary adult rock, 20% top 40  
hits. NEWS: network 7:15 am-9:15 pm; local 8:20  
am & 3:20 pm; local high school news & sports  
6:45 pm daily; ski reports (seasonal) 4x daily.  
Mini-concerts, showcase features, top 40 countdown  
weekly. COMMERCIAL POLICY: maximum 12 units  
per hour, maximum 2 units per commercial break.  
Rec'd 8/8/74.

**1. PERSONNEL**  
President—Donald S. Gilday.  
Vice-President—Louis G. Hess.  
Program Director—Len E. Mitchell.  
**3. FACILITIES**  
ERP 20,000 w.; 101.9 mc. Quadraphonic.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 41 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 24b, 26, 28b.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 6/74—Rec'd 8/6/74.

**7. PACKAGE PLANS**

Per wk	Per mo
BTA: 14 ti 28 ti 49 ti	56 ti 112 ti 196 ti
1 min: 12.00 11.00 10.00	11.00 10.00 9.00
30 sec: 8.00 7.00 6.00	7.00 6.00 5.00

**PER YR:** 738x 1456x 2548x  
1 min: 9.00 8.00 7.00  
30 sec: 5.50 4.50 4.00

**30 DAYS:** SATURATION  
1 min: 9.00 8.50 8.00  
30 sec: 5.00 4.50 4.00

**KVEG**  
1962



Media Code 4 229 4800 0.00  
Las Vegas Electronics, Inc., Castaways Hotel, Las  
Vegas, Nev. 89109. Phone 702-735-8644.

**STATION'S PROGRAMMING DESCRIPTION**  
KVEG: Programmed for adults & young adults.  
MUSIC: contemporary featuring new releases, recent  
& past hits. NEWS: network at :30, local head-  
lines, weather & sports at :30 during AM & PM  
drive. Contact Representative for further details.  
Rec'd 9/7/73.

**1. PERSONNEL**  
President—Robert Bernstein.  
Sales Manager—William W. Utton.  
Director of Operations—Emma Addis.  
**2. REPRESENTATIVES**  
Bill Dahlisten & Associates.  
**3. FACILITIES**  
500 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KVEG-FM.  
**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 14b, 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60k.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 8 Eff 9/1/73—Rec'd 9/7/73.  
AA—Mon thru Sun 6 am-6 pm.

**NEVADA**

**6. SPOT ANNOUNCEMENTS**

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
AA	7.50	7.00	6.50	6.00	5.50	5.00
AA	6.00	5.50	5.20	4.80	4.40	4.00

15 sec: 60% of 1-min. 1 min 30 sec 15 sec  
Extra .75 .50 .25

**7. PACKAGE PLANS**

ANNUAL BULK CONTRACT:	250x	500x	1000x
Discount rate:	14 ti	28 ti	42 ti

**KVEG-FM**  
1966



Media Code 4 229 4601 6.00  
Las Vegas Electronics, Inc., Castaways Hotel, Las  
Vegas, Nev. 89109. Phone 702-735-8644.

**3. FACILITIES**  
ERP 27,000 w.; 92.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 179 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-6 am. For simulcast facilities see KVEG.

**5. GENERAL RATE POLICY**  
Affiliated with American Information Network.

**TIME RATES**  
No. 9 Eff 9/1/75—Rec'd 9/7/73.  
A—Mon thru Sun 6 pm-midnight.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
A	5.00	4.70	4.40	4.10	3.80	3.50
B	3.00	2.80	2.60	2.40	2.20	2.00

**7. PACKAGE PLANS**

ANNUAL BULK CONTRACT:	250x	500x	1000x
Discount rate:	14 ti	28 ti	42 ti

**KVOV**  
1956



(This is a paid duplicate of the listing appearing  
under Henderson, Nev.)

Subscriber to the NAB Radio Code  
Media Code 4 229 2000 9.00

KVOV Broadcasting Co., Inc., Box 400, Henderson,  
Nev. 89015. Phone 702-564-2591.

**STATION'S PROGRAMMING DESCRIPTION**  
KVOV: R & B, Spanish, talk.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Cy Newman.  
General Sales Manager—Col. Ed Brown.  
Traffic Manager—Helen Mallory.  
**2. REPRESENTATIVES**  
J. A. Lucas & Co., Inc./JALCO.  
Atlanta—David Carpenter Company.  
San Francisco—The Sandberg-Glenn Co.  
Mario Messina Company.

**3. FACILITIES**  
5,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
**4. AGENCY COMMISSION**  
15% on time and talent.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 13 Eff 7/1/74—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**

CONTRACT:	1 min	30 sec	10 sec
Open	3.00	6.40	4.80
250 x	7.00	5.80	4.20
1000 x	6.00	4.80	3.60

**7. PACKAGE PLANS**

Per wk	Per mo
10 ti 20 ti 30 ti 50 ti	50 ti 100 ti 200 ti
1 min 7.00 6.00 5.50 5.00	6.00 5.00 4.00
30 sec 5.60 4.80 4.40 4.00	4.80 4.00 3.20

**8. PROGRAM RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	100	75	45
52 x	95	70	40

# NEVADA

## Reno—K B E T—Continued

**1. PERSONNEL**  
Owner-Manager—Robert L. Stoddard.  
Commercial Manager—Bob Day.

**2. REPRESENTATIVES**  
West Coast—The Sandberg-Glenn Company.

**3. FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6-11 am daily. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 22b, 23a, 24a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62a.  
Cancellation: 70a, 70b, 71a, 73a.  
Affiliated with KBS and CBS.

**TIME RATES**  
ET 12/1/67—Rec'd 11/28/67.

**6. SPOT ANNOUNCEMENTS**  
(6 am-6 pm)  
1x 26x 52x 104x 156x 208x 312x  
(\*) 4.50 4.25 4.00 3.75 3.50 3.25 3.00  
(\*) 1 min or 30 sec. guaranteed times.

**7. PACKAGE PLANS**  
**WEEKLY SATURATION—ROS**  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min. 4.00 3.75 3.50 3.25 3.00  
20/30 sec. 3.20 3.00 2.80 2.60 2.40  
10 sec. 2.00 1.90 1.80 1.70 1.60

**8. PROGRAM TIME RATES**  
1x 52x 260x 365x  
1 hr. 40.00 36.00 32.00 28.00  
1/2 hr. 24.00 22.00 20.00 18.00  
1/4 hr. 16.00 15.00 14.00 13.00  
5 min. 9.00 8.50 8.00 7.50

# KCBN

1963

Media Code 4 229 6000 5.00  
B. B. C. Inc., Box 1049, 111 N. Virginia, Reno,  
Nev. 89504. Phone 702-786-1230.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Lorraine Walker Levine.  
Program Director—Dave Price.  
Sales Manager—Jerry Schafer.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc. Non-Direc-  
tional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/2 net time; 15 days from date of invoice.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48,  
51a, 51b.  
Comb.: Cont. Discounts: 60e, 60f, 60h, 61b, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

## TIME RATES

No. 6 Rev 8/22/72—Rec'd 12/4/72.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun  
all day.

**6. SPOT ANNOUNCEMENTS**  
PER WK: I II III  
1 30 10 30 10 30 10  
1 ti 10.00 8.00 5.00 8.00 6.40 4.00 7.00 5.80 3.50  
18 ti 9.00 7.20 4.50 7.00 5.60 3.50 6.00 4.80 3.00  
24 ti 8.00 6.40 4.00 6.00 4.80 3.00 5.00 4.00 2.50

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4%  
52 wk—8%

**7. PACKAGE PLANS**  
**CUMULATIVE**  
PER WK. EA: I min 6.00  
Plan A—30 ti (15I, 10II, 5III) 6.00  
Plan B—15 ti (8I, 5II, 2III) 8.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 min  
Mon-Sun necessary to maintain consec wk advertising.

# KCRL

1970

Media Code 4 229 6200 1.00  
Capital C. Inc., 1790 Vassar St., Reno, Nev. 89502.  
Phone 702-322-9145. TWX 910-395-7080.

**STATION'S PROGRAMMING DESCRIPTION**  
KCRL: Programmed for adults.  
MUSIC: 12M-8 pm film music, showtunes and  
standards; 8 pm-12M serious music. NEWS 17%;  
news wire audio service. FARM: 8:30-7 am. COM-  
MERCIAL POLICY: 15 minutes per hour. Contact  
Representative for further details. Rec'd 9/27/71.

**1. PERSONNEL**  
General Manager—C. E. Cord.  
Station Manager—Jim Elliott.  
General Sales Manager—Clyde M. Petersen.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
The Tacher Company.

**3. FACILITIES**  
50,000 w.; 780 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 14c.  
Basic Rates: 21a, 22a, 22b, 23a, 24b, 24c, 25a, 27,  
29a, 33a.

Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 48, 51b,  
51c.  
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
ET—Rec'd 10/1/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
AA 15.00 11.25 9.00 7.50 6.75 6.00  
A 13.50 9.00 7.50 6.75 6.00 5.25  
30/20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

# KGLR (FM)

1971

Media Code 4 229 6300 9.00  
Pendor Communications, 308 E. Plumb Ln., Reno,  
Nev. 89502. Phone 702-786-3800.

**STATION'S PROGRAMMING DESCRIPTION**  
KGLR (FM): Programmed with Rock for young  
adults.  
NEWS: network at :15. Daily features include boat-  
ing & fishing, pet patrol, rides & riders & com-  
munity calendar. COMMERCIALS limited to 12 per  
hr. clustered at 1/4 hr breaks. Contact Representa-  
tive for further details. Rec'd 5/2/74.

**1. PERSONNEL**  
Partner & Gen'l Mgr.—Phil Doersam.  
Partner & Gen'l Sales Mgr.—Penny Doersam.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
ERP 31,000 w.; 105.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 14a, 15d.  
Basic Rates: 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24e,  
25b, 27, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 42a, 42d, 43, 44a, 45, 47a, 48, 49,  
50, 51a, 51b.  
Comb.: Cont. Discounts: 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with American FM Network.

## TIME RATES

No. 3 ET 4/1/74—Rec'd 5/2/74.  
AAA—4 pm-midnight  
AA—6 am-4 pm.

**6. SPOT ANNOUNCEMENTS**  
CLASS AAA  
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti  
1 min. 7.00 6.50 6.00 5.50 5.00  
30 sec. 5.00 5.00 4.50 4.00 3.50

CLASS AA  
1 min. 5.50 5.00 4.75 4.50 4.25  
30 sec. 4.50 4.00 3.75 3.50 3.25  
10/15 sec: 80% of 30-sec.

**7. PACKAGE PLANS**  
1/2AAA, 1/2AA  
Per mo Per yr  
1 min. 50 ti 100 ti 150 ti 200x 320x 1040x  
1 min. 5.25 5.00 4.75 5.00 4.60 4.30  
30 sec. 4.00 3.75 3.50 4.00 3.60 3.30

**WKND PLAN, BTA:** 1 min 30 sec  
48 ti ea. 2.50 2.00  
10/15 sec: 80% of 30-sec.  
All day Sun: AA time.

# KNEV (FM)

1953

Media Code 4 229 6400 7.00  
Everett B. Cobb, Box 1250, Reno, Nev. 89504.  
Phone 702-322-5638.

**1. PERSONNEL**  
General Manager—Everett B. Cobb.  
Sales Manager—Robert L. Sablin.

**2. REPRESENTATIVES**  
The Sandberg-Glenn Company.

**3. FACILITIES**  
ERP 50,000 w.; 95.5 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,  
24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 48,  
51a.  
Comb.: Cont. Discounts: 60h, 60i, 61b.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 12 ET 1/1/73—Rec'd 3/30/73.

**6. SPOT ANNOUNCEMENTS**  
Mon thru Sat 6-9 am, noon-2 pm, 4-6 pm & 10  
pm-midnight:  
1x 10x 25x 50x 100x 250x 500x 1000x  
1 min 6.00 5.75 5.50 5.25 5.00 4.75 4.50 3.00  
30 sec 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.00  
15 sec 3.00 2.85 2.70 2.55 2.25 2.00 1.75 1.50

**7. PACKAGE PLANS**  
PER MO: 15 sec 30 sec 1 min  
Mon thru Sat, 1 per day ROS..... 45 60 75

**8. PROGRAM TIME RATES**  
1x 10x 25x 50x 100x 250x 500x 1000x  
1 hr. 40.00 38.00 36.00 34.00 32.00 30.00 28.00 26.00  
1/2 hr. 30.00 28.50 27.00 25.50 24.00 22.50 21.00 20.00  
1/4 hr. 20.00 19.00 18.00 17.00 16.00 15.00 14.00 13.00  
5 min. 15.00 14.25 13.50 12.75 12.00 11.25 10.50 9.75

**10. SPECIAL FEATURES**  
**MUSICAL PROGRAMS**  
PER MO, I PER DAY: 10 min 1/4 hr 1/2 hr 1 hr  
Mon thru Fri..... 70 90 125 175  
Sat or Sun..... 30 40 60 80

# KOBY

1969

Media Code 4 229 6650 7.00  
Thompson Magowan and James M. Cunningham, Box  
5806, Holiday Lodge, Reno, Nev. 89503. Phone  
702-747-2500.

**1. PERSONNEL**  
General Manager—Tom Magowan.  
Executive Manager—Sue Page.

**3. FACILITIES**  
10,000 w.; 1550 kc. Directional.  
Operating schedule: Sunrise-local sunset. PST.

**4. AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following  
month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12d, 14d, 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 29a,  
30, 32b, 33d.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.

## NATIONAL AND LOCAL RATES SAME

No. 2 ET 12/1/70—Rec'd 12/2/70.

**6. SPOT ANNOUNCEMENTS**  
ROSE Fixed  
PER WK: 1 min 30 sec 15 sec 1 min 30 sec 15 sec  
1 ti..... 6.00 4.80 3.60 6.00 5.50 4.15  
5 ti..... 5.75 4.60 3.45 6.00 5.30 3.95  
15 ti..... 5.50 4.40 3.30 6.35 5.10 3.80  
25 ti..... 4.75 3.80 2.85 5.80 4.70 3.85  
50 ti..... 4.25 3.40 2.55 5.25 4.30 3.15

PER MO: 100 ti..... 4.70 3.75 2.80 5.70 4.55 3.40  
200 ti..... 4.10 3.30 2.45 5.20 4.10 3.05  
300 ti..... 3.50 3.00 2.25 4.50 3.80 2.75  
Less than 100 times reverts to weekly earned rate.

**7. PACKAGE PLANS**  
WEEKEND BUY-OUTS  
30 SEC: 12 ti 24 ti 12 ti 24 ti  
Sat or Sun..... 24 42 Sat & Sun..... 45 80

FIRM DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—20%

# KOH

1928

**A McClatchy Beeline Station**

Subscriber to the NAB Radio Code  
Media Code 4 229 6800 8.00  
McClatchy Broadcasting, Reno, Nev. 89505. Phone  
702-323-5106. TWX 702-358-0252.  
NOTE: Address correspondence to Box 2271, Reno,  
Nev. 89505.

**STATION'S PROGRAMMING DESCRIPTION**  
KOH: Programmed for adults.  
MUSIC: modern MOR & golden oldies. NEWS:  
blocks 6-9 am, noon-1 pm, 5-6 pm. Network news  
at :50. UPI & AP. Farm news early morning.  
SPORTS: major league baseball & football. World  
Series. Local sports twice daily plus network. Con-  
tact Representative for further details. Rec'd 8/22/74.

**1. PERSONNEL**  
Manager—Hewitt Kees.

**2. REPRESENTATIVES**  
Katz Radio.  
McClatchy Beeline Stations: See Rep & S/O pages.

**3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 830 kc.  
Directional—nighttime only.  
Operating schedule: 5-1:05 am. PST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 14b, 15e.  
Basic Rates: 20a, 20b, 22a, 22b, 23a, 24b, 24c, 35a,  
26, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 61b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with Katz Radio Network.

## NATIONAL AND LOCAL RATES SAME

No. 27 ET 5/1/75—Rev 6/24/74—Rec'd 7/1/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri noon-1 pm & 3-7 pm.  
A—Mon thru Fri 10 am-noon, 1-3 pm & 7-8 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK, I MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA..... 12.00 11.50 11.00 10.50 10.00  
AA..... 10.00 9.50 9.00 8.50 8.00  
A..... 8.00 7.50 7.00 6.50 6.00  
B..... 6.50 6.00 5.50 5.00 4.50  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
AA—6-9 am, noon-1 pm & 4-7 pm.  
A—9 am-noon, 1-4 pm & 7-8 pm.

CLASS AA  
PER YR: 1x 26x 52x 104x 156x 260x 312x  
1 hr. 85 65 60 55 48 40 33  
1/2 hr. 45 37 34 32 28 24 23  
1/4 hr. 22 20 19 17 16 14 13  
10 min. 18 17 16 14 13 12 11  
5 min. 14 13 12 11 10 9 8  
A: Deduct 15%.

**10. SPECIAL FEATURES**  
**NEWS & FARM CHARGES**  
1/2 hr 1/4 hr 10 min 5 min  
1 x..... 12.50 7.50 6.00 3.50

# KOLO

1946

Media Code 4 229 7200 0.00  
Western Broadcasting Co., Box 821, 406 California  
Ave., Reno, Nev. 89504. Phone 702-786-0920.  
TWX RENO 38.

**STATION'S PROGRAMMING DESCRIPTION**  
KOLO: Programmed for general interest of adults aged  
20-45.  
MUSIC: middle-of-the-road music with personality  
format. NEWS: local on hour, network on half hour,  
7:30 am, noon & 5:10 pm 20 min news summaries—  
national, regional, local, sports, stock market reports  
and weather. News department, mobile remote unit,  
production facilities. 18 commercial minutes per  
hour. Contact Representative for further details.  
Rec'd 4/30/69.

**1. PERSONNEL**  
President—Donald W. Reynolds, Sr.  
Vice-Pres. & Gen'l Mgr.—Gene Spry.  
Commercial Manager—Tim Grant.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 21b, 22a, 22b, 23a, 23b, 24b, 24c, 25a,  
26, 27, 28b, 29a, 30, 32b, 33b.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a,  
48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

## TIME RATES

No. 16 ET 11/1/70—Rec'd 11/4/70.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun  
9 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Tues thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
AAA, flat..... 10.00  
AA..... 6 ti 12 ti 18 ti 24 ti 30 ti  
A..... 10.00 9.50 9.00 8.50 8.00  
B..... 9.00 8.50 8.00 7.50 7.00  
C..... 7.00 6.50 6.00 5.50 5.00  
D..... 5.00 4.50 4.00 3.50 3.00

**7. PACKAGE PLANS**  
**TOTAL AUDIENCE PLANS** 1 min  
12 Plan (2AAA, 2AA, 6A, 2B)..... 96  
24 Plan (4AAA, 4AA, 12A, 4B)..... 188  
36 Plan (6AAA, 6AA, 18A, 6B)..... 218  
30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
**NEWS PACKAGES**  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
Mon-Fri 9 am-7 pm..... 75 140 195 240 275  
PER WK: 4 ti 6 ti 8 ti 10 ti 12 ti  
Sat-Sun 6 am-7 pm..... 56 78 96 110 120  
PER WK: 3 ti 6 ti 12 ti 18 ti 24 ti  
Weekend Nighttime..... 30 54 96 126 144  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
Tues-Sun midnight-5 am 48 84 108 120 144

**ROS NEWSCASTS**  
Per wk..... 78 144 198 240 324  
Includes all newscasts in all time periods, 7 days a  
week, but guarantee 75% in daytime hours. Rotate  
daily.

**PRIME NEWSCASTS**  
Per wk..... 20 38 54 68 80  
Includes Mon thru Fri 7 am. 7:30 am. 7:35 am. 7:40  
am. 7:45 am. 7:50 am.



\*No. 1, Adults 18-49, 6AM-7PM/Mon-Fri., April-  
May 1974 ARB/Metro/TSA, Reno, Nev.

# KONE

1955

A Lotus Communications Corporation Station  
Media Code 4 229 7600 1.00  
Lotus Radio Corp., Box 1928, 325 West St., Reno,  
Nev. 89505. Phone 702-329-9261.

**STATION'S PROGRAMMING DESCRIPTION**  
KONE: MUSIC: modern country music. NEWS:  
local on hour; network at :30. Contact Representa-  
tive for further details. Rec'd 1/27/71.

**1. PERSONNEL**  
President—Howard A. Kalmenson.  
General Manager—David T. Newman.  
National Sales Director—Norman Possm.

**2. REPRESENTATIVES**  
GCI Sales, Inc.  
Los Angeles, San Francisco—Lotus Rups.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-direc-  
tional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.  
(This listing continued on next page)



Reno—K O N E—Continued

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21b, 22b, 23a, 24b, 28a, 29a, 30.  
 Contracts: 40a, 41, 44b, 45, 46.  
 Comb.; Cont. Discounts: 61.  
 Cancellation: 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Entertainment Network.

**TIME RATES**

No. 3 Eff 6/1/71—Rec'd 3/22/71.

**6. SPOT ANNOUNCEMENTS**  

7x	26x	52x	156x	312x	624x	1000x
1 min 9.50	9.00	8.00	7.50	7.00	6.50	6.00
30 sec 8.00	7.50	7.00	6.50	6.00	5.50	5.00

 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

**SATURATION PACKAGES**

PER WK:	28 ti	35 ti	42 ti	49 ti	56 ti	70 ti
PER DAY:	4 ti	5 ti	6 ti	7 ti	8 ti	10 ti
1 min.....	7.00	6.80	6.60	6.40	6.20	6.00
30 sec.....	6.00	5.80	5.60	5.40	5.20	5.00

 Minimum contract 4 weeks.

**10. SPECIAL FEATURES**

5-min newscasts, ea..... 11.50  
 Sportsline sponsorship, ea..... 7.00

**KSRN (FM)**

1955

Media Code 4 229 8000 3.00  
 RAESCO, Inc., Ponderosa Hotel, 515 S. Virginia,  
 Reno, Nev. 89501. Phone 702-786-1045.

**STATION'S PROGRAMMING DESCRIPTION**  
 KSRN (FM): Programmed for adults and young adults.

Middle-of-the-road music format with 5 min news headlines at 7, 8 and 9 am, 8 and 10 pm; 10 min news at noon and 6 pm, 6-10 am adult popular music, 10 am-noon women's show, fashions, interviews, discussions. Noon-6 pm adult popular music. 6-7 pm middle-of-the-road music, light classics. 7-9 pm adult popular music. 9 pm-12M adult popular music; spectacular and demonstration of stereo sounds. Music policy: 100% albums, 1 selection from each to insure variety. **COMMERCIAL POLICY:** Limited to 8 minutes total per hour. Contact Representative for further details. Rec'd 8/3/70.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Carl E. Rollff.  
 Sales Manager—Fran Davis.  
 News Director—Rod Campbell.

**2. REPRESENTATIVES**

John Andy Potter Co.

**3. FACILITIES**

ERP 25,000 w.; 104.5 mc. Stereo.  
 Operating schedule: 6 am-midnight. PST.  
 Antenna ht.: 2980 ft. above average terrain.

**4. AGENCY COMMISSION**

15%.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a, 30, 33a.  
 Contracts: 40a, 41, 44b, 45, 46.  
 Comb.; Cont. Discounts: 60b, 60l, 61.  
 Cancellation: 71a.  
 Prod. Services: 80, 81, 82.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

No. 3 Eff 1/1/72—Rec'd 11/30/71.

**6. SPOT ANNOUNCEMENTS**

<b>FIXED POSITION</b>						
1 min	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	6.00	5.75	5.50	5.00	4.75	4.50
30 sec	4.80	4.60	4.40	4.00	3.80	3.60
15 sec	3.60	3.45	3.30	3.00	2.85	2.70

**CONTRACT DISCOUNT**

13 wk—5%      26 wk—10%      52 wk—15%

**7. PACKAGE PLANS**

**1/3 TRAFFIC, 1/3 DAY, 1/3 NIGHT**  
**PER WK:** 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
 1 min..... 4.75 4.50 4.00 3.75 3.50 3.25  
 30 sec..... 4.50 4.25 3.75 3.25 3.00 2.75  
 15-sec ID's: 75% of 1-min.

<b>ROS/BTA</b>			
1 min	4.00	3.80	3.50
30 sec	3.50	3.00	2.80

**8. PROGRAM TIME RATES**

1 hr	1 1/2 hr	1/4 hr
1	25	20
5 min: 1-1/2 of 1-min.		

**10. SPECIAL FEATURES**

Local news, extra 1.00.  
 News adjacencies, fixed position rate.

**KWRL**

1960

Media Code 4 229 8200 9.00  
 Transierra Media Inc., Box 2807, Reno, Nev. 89505.  
 Phone 702-786-5900.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWRL: MUSIC: solid gold. Contact Representative for further details. Rec'd 9/3/74.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Val Ritchey.  
 General Sales Manager—Peter Forsythe.

**2. REPRESENTATIVES**

Radio Time Sales/International.

**3. FACILITIES**

1,000 w., 1270 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**

15%.

**5. GENERAL ADVERTISING** See coded regulations

Accepts AAAA copyrighted contract.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

No. 18 Eff 6/1/74—Rec'd 7/25/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	52x	156x	260x	312x	624x
1 min.....	7.00	6.50	6.25	6.00	5.50	5.00
30 sec.....	5.50	5.25	5.00	4.75	4.50	4.00

**7. PACKAGE PLANS**

**SATURATION PACKAGES**  
**3 CONSEC DAYS, 12 EA DAY:** 1 min 30 sec  
 36 ti ea..... 5.00 4.00  
**WITHIN 7 DAYS, EA:** 10 ti 20 ti 100 ti  
 1 min..... 6.50 5.00 4.00  
 30 sec..... 4.50 4.00 3.25  
**BULK, EA:** 1 min 30 sec  
 1000 x..... 4.00 3.00  
 500+ to be used within first 6 mo.

**8. PROGRAM TIME RATES**

5 min: 2x 1-min.      1/2 hr: 1-52x, ea. 35.00,  
 1/4 hr: 1-52x, ea 20.00.

**CONTRACT DISCOUNT**

28 days—5%      12 wk—15%

**WINNEMUCCA**

Humboldt County—Map Location C-1  
 See SRDS consumer market map and data at beginning of the State.

**NEVADA**

**KWNA**

1955



Media Code 4 229 8400 5.00  
 Northwest Radio & Television, Box 591, Winnemucca,  
 Nev. 89445. Phone 702-623-2930.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KWNA: MUSIC: MOR and C&W.

**1. PERSONNEL**

Pres., Gen'l & Sales Mgr.—Lee Boner.

**2. REPRESENTATIVES**

The Sandberg-Glenn Company.

**3. FACILITIES**

1,000 w. days, 250 w. night; 1400 kc.  
 Non-directional.  
 Operating schedule: 7 am-7 pm. PST.

**4. AGENCY COMMISSION**

15%. Bills rendered monthly.

**5. GENERAL ADVERTISING** See coded regulations

Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective May 1, 1960. (Card No. 3.)

Card received June 29, 1960.

**6. SPOT ANNOUNCEMENTS**

1 x	1 min 30 sec	1 min 30 sec	1 min 30 sec
13 x	4.00	3.50	156 x 3.50 3.00
26 x	3.90	3.40	260 x 3.25 2.85
52 x	3.80	3.30	312 x 3.25 2.75
104 x	3.75	3.25	364 x 3.00 2.60
	3.60	3.10	728 x 2.00 1.75

**7. PACKAGE PLANS**

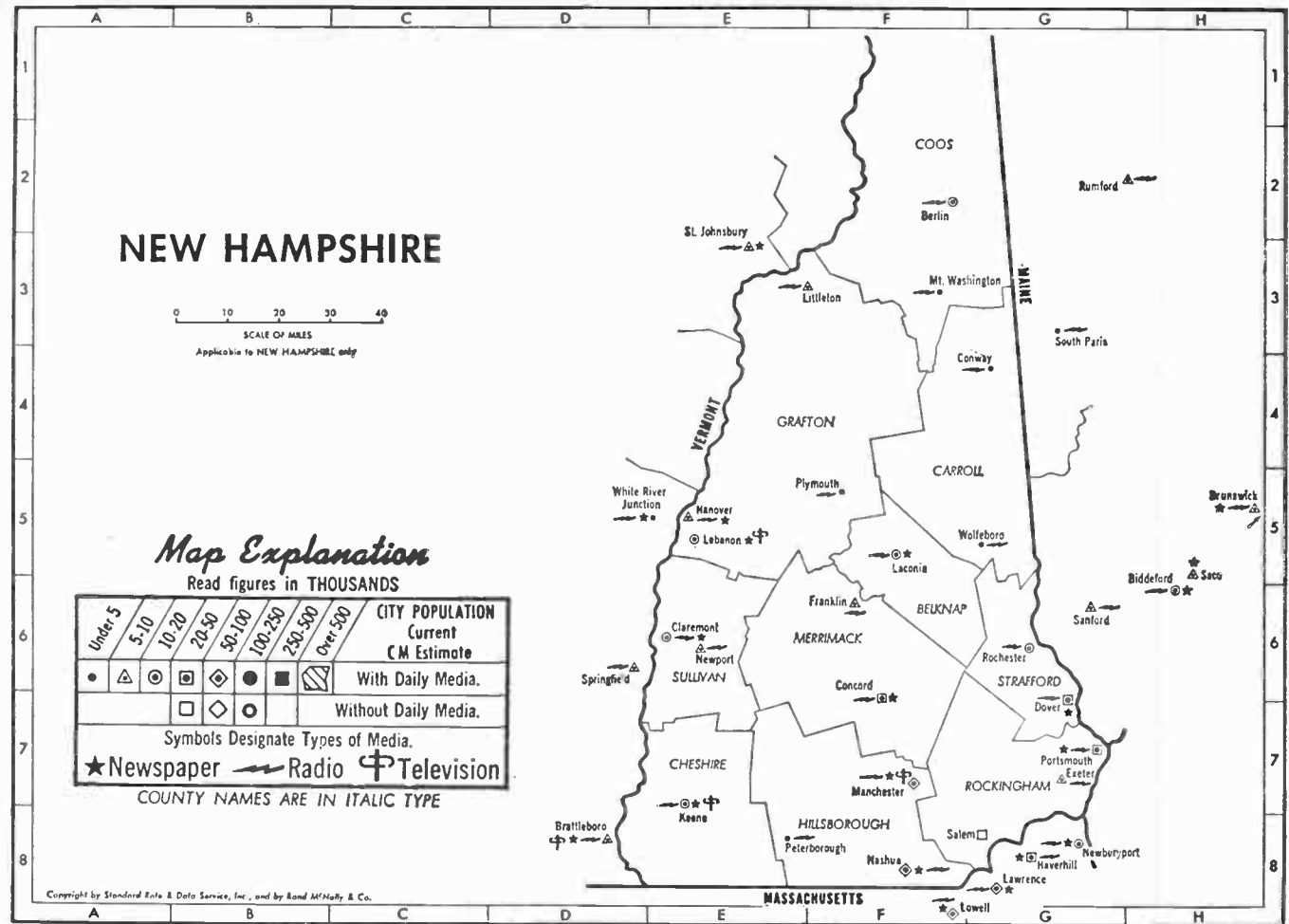
**SATURATION PACKAGE PLANS**

25 spots, in 5 days.....	85.00	1 min.	30 sec.
50 spots, in 5 days.....	154.00		
50 spots, in 10 days.....	176.00		
100 spots, in 10 days.....	290.00		
150 spots, in 30 days.....	360.00		

# NEW HAMPSHIRE

## Negro Population Data

(January 1, 1974)			
STATE TOTAL.....	2,652	Nashua (S.M.S.A.) .....	384
METRO AREAS		Total Metros (S.M.S.A.) .....	726
Manchester (S.M.S.A.) .....	342	Total Metros (County Basis) ..	714
Manchester-Nashua (County Basis) ..	714		



## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Concord—Merrimack		Dover—Strafford		Keene—Cheshire		Manchester—Hillsborough		Nashua—Hillsborough		Portsmouth—Rockingham		Salem Town—Rockingham													
Estimates for:		Consumer Spendable Income—1973								Retail Sales—1973										Passenger Cars		Farm Population		Gross Farm Income	
STATE	COUNTY—Map Loc.	Population	Households	Per Household	% Distribution of Families					Total Retail Sales		By Selected Store Types								1/1/74	1/1/74	1973	1973		
City	Metropolitan Area	(000)	(000)	(\$000)	to 4999	to 5000	to 8000	to 10000	to 15000	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	1/1/74 (000)	1/1/74 (000)	1973 (\$000)				
NEW HAMPSHIRE	STATE TOTALS.....	78.1	256.59	3,068,805	11,960	5.9	14.6	12.7	30.1	31.4	1,837,812	7,162	395,539	32,214	183,515	71,235	51,748	322,213	107,991	362.90	11.5	79,303			
BELKNAP F-6.....		34.3	11.70	138,659	11,851	5.8	15.7	12.1	28.7	30.9	109,406	9,351	20,264	849	10,939	3,418	3,189	25,067	4,699	16.99	.5	2,450			
CARROLL F-5.....		19.6	7.09	73,282	10,336	7.7	20.3	14.4	26.4	24.9	56,763	8,006	13,816	1,046	2,061	3,788	1,975	5,660	3,824	13.16	.1	1,460			
CHESHIRE E-7.....		55.3	18.56	213,977	11,524	5.4	15.0	14.1	31.0	29.2	114,580	6,773	26,209	2,458	13,464	3,836	2,497	19,862	7,056	28.48	1.1	6,595			
	Keene.....	21.5	7.34	87,013	11,855						79,228	1,794	18,302	1,916	11,602	3,748	2,150	14,893	3,736						
COOS F-2.....		33.6	11.33	112,199	9,903	8.1	18.8	15.5	28.2	22.2	76,507	6,753	18,578	1,728	6,263	2,651	2,764	14,301	5,461	17.33	1.0	6,595			
GRAFTON E-4.....		57.9	19.13	254,477	13,303	6.9	15.5	12.5	27.0	32.1	126,346	6,605	25,278	3,483	12,253	4,980	3,833	18,036	9,088	28.73	1.8	11,538			
HILLSBOROUGH F-8f..		238.3	77.38	912,901	11,798	5.5	13.1	12.8	32.1	31.4	597,822	7,726	116,393	10,312	77,236	27,952	18,054	114,563	33,012	101.22	2.5	19,090			
	Manchester.....	98.2	34.87	345,348	9,904						310,961	8,918	54,957	5,472	40,623	17,377	6,855	47,293	16,622						
	Manchester Metro Area (Official S.M.S.A.).....	141.4	44.69	520,094	11,638						381,228	8,530	66,526	7,416	65,017	20,972	10,348	72,566	20,620	55.09					
	Manchester-Nashua Metro Area (county basis).....	238.3	77.38	912,901	11,798	5.5	13.1	12.8	32.1	31.4	597,822	7,726	116,393	10,312	77,236	27,952	18,054	114,563	33,012	101.22					
	Nashua.....	64.8	21.34	254,076	11,906						182,992	8,575	34,879	2,217	17,283	8,913	7,765	37,678	8,339						
MERRIMACK F-6.....		92.9	27.71	371,941	13,423						266,097	9,603	56,878	4,745	22,023	11,260	9,773	53,631	13,318	39.36					
	(Official S.M.S.A.).....	85.0	27.78	347,225	12,499	6.0	13.8	12.0	29.9	33.8	155,170	5,586	35,669	3,473	17,520	5,162	3,442	27,316	10,489	38.26	1.1	10,116			
	Concord.....	30.4	10.00	122,416	12,242						85,464	8,546	19,425	2,070	12,174	3,621	2,576	15,664	4,736						
ROCKINGHAM G-7f..		151.2	48.96	617,374	12,610	5.0	12.5	11.4	29.6	36.7	398,907	8,148	89,727	4,816	26,056	11,027	8,553	64,646	21,536	67.87	2.2	11,711			
	Portsmouth.....	28.6	9.41	101,550	10,792						90,537	9,621	16,001	1,458	7,215	5,265	4,175	20,697	6,103						
	Salem Town.....	27.4	8.66	104,715	12,092																				
STRAFFORD G-6.....		73.9	23.47	270,861	11,541	7.0	15.0	13.8	29.9	27.8	125,414	5,344	31,922	2,553	10,783	6,019	4,546	20,453	7,668	33.04	.5	5,395			
	Dover.....	21.5	7.27	81,008	11,143						60,164	8,276	14,961	1,122	6,082	3,255	2,707	9,417	3,792						
SULLIVAN E-6.....		32.0	11.19	127,950	11,434	6.9	17.0	14.1	29.6	26.8	76,897	6,872	17,683	1,496	6,940	2,402	2,895	12,309	5,158	17.82	.7	4,353			

(f) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.



# NEW HAMPSHIRE

See BRDS consumer market map and data at beginning of the State

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## BERLIN (2 AM; 1 FM)

Coccos County—Map Location F-2  
See BRDS consumer market map and data at beginning of the State.

### WBRL

1962  
Media Code 4 230 1200 4.00  
Berlin Communications, Inc., Box B, 40 Main St., Berlin, N. H. 03570. Phone 603-752-2670.

- PERSONNEL**  
General Manager—Robert Dale.
  - REPRESENTATIVES**  
Vic P'ano Associates, Inc.  
Boston—Northeastern Spot Sales, Inc.  
Canada—Andy McDermott Sales Ltd.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Operating schedule: 6:00 am-11:00 pm Mon thru Sat; 8:00 am-9:00 pm Sun, EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Affiliated with American Information Network.
- TIME RATES**  
ET 4/3/71—Rec'd 4/29/71.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1x     | 2x   | 52x  | 104x | 156x | 260x |
| 1 min  | 7.00 | 6.75 | 6.50 | 6.25 | 6.00 |
| 30 sec | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 |
- 7. PACKAGE PLANS**
- |                       |       |       |        |        |
|-----------------------|-------|-------|--------|--------|
| PER WK:               | 10 ti | 15 ti | 20 ti  | 30 ti  |
| 1 min or less         | 60.00 | 86.25 | 100.00 | 135.00 |
| 10 sec: 50% of 1-min. |       |       |        |        |

### WMOU

1946  
Media Code 4 230 1500 7.00  
White Mountain Broadcasting Co., Inc., 40 Main St., Berlin, N. H. 03570. Phone 603-752-1236.

- PERSONNEL**  
General Manager—John T. Gallus.
  - REPRESENTATIVES**  
Michael Fulford Company, Inc.  
Boston—Eckels & Queen, Inc.  
Canada—All-Canada Radio-Television Ltd.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight, EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WKXIQ (FM).  
Affiliated with CBS.  
Member: French Program Group of New England.
- TIME RATES**  
No. 5 ET—Rec'd 12/31/70.
- 6. SPOT ANNOUNCEMENTS**
- |                         |      |      |      |      |      |
|-------------------------|------|------|------|------|------|
| 1x                      | 2x   | 52x  | 104x | 156x | 260x |
| 1 min                   | 7.00 | 6.75 | 6.50 | 6.25 | 6.00 |
| 30 sec                  | 4.50 | 4.00 | 3.75 | 3.50 | 3.20 |
| 8/10 sec: 50% of 1-min. |      |      |      |      |      |
- 7. PACKAGE PLANS**
- |         |         |       |       |       |       |       |
|---------|---------|-------|-------|-------|-------|-------|
| PER WK: | 10 ti   | 15 ti | 20 ti | 25 ti | 30 ti | 35 ti |
| 1 min   | 6.00    | 5.50  | 5.25  | 5.00  | 4.50  | 4.00  |
| 30 sec  | 6-12 wk | 5.75  | 5.25  | 5.00  | 4.75  | 4.25  |

### WXLQ (FM)

1952  
Media Code 4 230 1575 9.00  
White Mountain Broadcasting Co., Inc., 40 Main St., Berlin, N. H. 03570. Phone 603-752-1236.  
See affiliated AM station for additional information.  
AM facilities: WMOU.

- PERSONNEL**  
Sales Manager—George Lewis.
  - FACILITIES**  
ERP 10,000 w.; 103.7 mc.  
Operating schedule: 6 am-midnight, EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
ET—Rec'd 6/2/72.
- 6. SPOT ANNOUNCEMENTS**
- |       |       |       |       |       |        |
|-------|-------|-------|-------|-------|--------|
| 10 ti | 20 ti | 30 ti | 40 ti | 50 ti | 100 ti |
| 1 min | 3.00  | 2.90  | 2.80  | 2.70  | 2.60   |
- 10. SPECIAL FEATURES**  
National News (3 min)..... 4.50  
Weather..... 2.25

# CLAREMONT (1 AM; 1 FM)

Sullivan County—Map Location E-8  
See BRDS consumer market map and data at beginning of the State.

## WTSV WECM (FM)

1948  
Media Code 4 230 2400 1.00  
Electromagnetic Corp., 221 Washington St. Claremont, N. H. 03743. Phone 603-543-3052.

- STATION'S PROGRAMMING DESCRIPTION**  
WTSV: MUSIC: Top pop & standard 1955-present.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Chris Dante.
  - REPRESENTATIVES**  
PIRO Time Sales, Inc.  
Boston—New England Spot Sales, Inc.  
Western States—Bill Dahlsten & Associates.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, EST.  
FM-ERP 3,000 w.; 106.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 990 ft. above average terrain.
  - AGENCY COMMISSION**  
15% time only.
  - GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/74—Rec'd 8/22/74.

AA—6-10 am & 3-7 pm.  
A—10 am-3 pm & 7 pm-midnight.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	A	B	AA	A	B
6 ti	8.00	7.25	5.70	6.50	5.80	4.50
12 ti	7.60	6.90	5.40	6.10	5.50	4.25
18 ti	7.25	6.60	5.00	5.80	5.25	4.00
24 ti	6.90	6.20	4.70	5.50	5.00	3.75
30 ti	6.60	5.80	4.40	5.25	4.70	3.50

**7. PACKAGE PLANS**

WKLY SATURATION/BTA:

1 min	4.10	3.75	3.50	3.25
30 sec	3.25	3.00	2.75	2.50
10 sec	2.50	2.30	2.15	1.90

52-WK VOLUME/BTA, PER WK:

1 min	6 ti	12 ti	18 ti
1 min	6.00	5.70	5.00
30 sec	4.75	4.50	4.00

# CONCORD (1 AM; 1 FM)

Merrimack County—Map Location F-8  
See BRDS consumer market map and data at beginning of the State.

## WKXL WKXL-FM

1946  
Media Code 4 230 2100 5.00  
Capitol Broadcasting Corp., Inc., Box 875, 37 Redington Rd., Concord, N. H. 03301. Phone 603-225-5521.

- STATION'S PROGRAMMING DESCRIPTION**  
WKXL: Programmed for adults & young adults.  
MUSIC: Daytime 30% popular, 70% MOR; nighttime 50% standards, 50% popular jazz. NEWS: emphasis on local & state; major blocks wkdays 8-9 am, noon-12:35 pm, 5-6:30 pm & 11-11:20 pm. Live broadcasts of city council & school board meetings. SPORTS: pro baseball; semi-pro hockey; high school football, basketball, hockey, baseball; college football, hockey. Buy, sell, trade phone program 9:30-10 am & 6:30-7 pm wkdays. SUN: classical music 2-6 pm; operetta 7-8 pm. Contact Representative for further details. Rec'd 10/8/73.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Frank B. Estes.  
Sta. & Sales Mgr.—Richard W. Osborne.  
Chief Engineer—Leslie Le Blanc.
  - REPRESENTATIVES**  
Meeker Radio, Inc.  
Boston—New England Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11:25 pm, EST.  
FM-ERP 3,000 w.; 102.3 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 285 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 28b, 30, 33a.  
Contracts: 40a, 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 47b, 47c, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 80b, 80c, 81a, 82b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**  
No. 11 ET 3/1/72—Rec'd 3/7/72.

**6. SPOT ANNOUNCEMENTS**  
Traffic Times—6-9:30 am & 3:30-7 pm Mon thru Sat, earned rate plus 1.50 per spot.

1x	2x	52x	104x	156x	312x
1 min	9.50	9.00	8.50	8.00	7.50
20/30 sec	8.00	7.50	7.00	6.50	6.00

**7. PACKAGE PLANS**

PER WK, EA, ROS:

10 ti	15 ti	20 ti	30 ti	
1 min	8.50	8.00	7.50	7.00
20/30 sec: 80% of 1-min.	10 sec: 50% of 1-min.			

**6. PROGRAM TIME RATES**

1x	2x	52x	104x	156x	312x
5 min	19.00	18.00	17.00	16.00	15.00
10 min	28.50	27.00	25.50	24.00	22.50

**10. SPECIAL FEATURES**  
News & weather—earned rate plus 2.50.

# CONWAY (1 AM; 1 FM)

Carroll County—Map Location F-5  
See BRDS consumer market map and data at beginning of the State.

## WBNC WBNC-FM

1955  
Media Code 4 230 2400 9.00  
North Country Radio, Inc., East Main St., Conway, N. H. 03818. Phone 603-447-5668.

- PERSONNEL**  
Station Manager—Lawrence H. Sherman.
  - REPRESENTATIVES**  
Market 4 Radio.  
New England—Creed Associates, Inc.
  - FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.  
FM-ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-10 pm, EST.  
Antenna ht.: 231 ft. below average terrain.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.
- TIME RATES**  
No. 7 ET 4/1/74—Rec'd 7/26/74.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |       |       |       |
|--------|-------|-------|-------|-------|
| 6 ti   | 12 ti | 18 ti | 24 ti | 36 ti |
| 1 min  | 6.00  | 5.50  | 5.00  | 4.50  |
| 20 sec | 4.80  | 4.40  | 4.00  | 3.60  |
| 10 sec | 3.60  | 3.30  | 3.00  | 2.70  |
- Mon thru Sat 6-10 am or 3-7 pm, extra 1.00.

# DOVER (1 AM; 1 FM)

Stafford County—Map Location G-6  
See BRDS consumer market map and data at beginning of the State.

## WDNH (FM)

1870  
Eastminster Broadcasting Corporation  
Media Code 4 230 2550 1.00  
Eastminster Broadcasting Corp., Box 576, Middle Rd., Dover, N. H. 03102. Phone 603-742-7059.

- PERSONNEL**  
Station Manager—Maggi Tornrose.
  - REPRESENTATIVES**  
Boston—Nons Kirby Co., Inc.
  - FACILITIES**  
ERP 50,000 w.; 97.5 mc.  
Operating schedule: 24 hours, EST.  
Antenna ht.: 420 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 on time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: French Program Group of New England.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET—Rec'd 11/9/70.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |      |      |      |      |
|--------|-------|------|------|------|------|
| 1x     | 2x    | 52x  | 104x | 156x | 312x |
| 1 min  | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 |
| 30 sec | 8.50  | 8.00 | 7.50 | 7.00 | 6.50 |
| 10 sec | 5.00  | 4.50 | 4.00 | 3.50 | 3.00 |

## WTSN

1958  
Media Code 4 230 2700 2.00  
WTSN, Inc., 155 Front St., Manchester, N. H. 03102. Phone 603-742-1270.  
Mailing Address: Box 400, Dover, N. H. 03820.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ralph Gottlieb.
  - REPRESENTATIVES**  
Boston—Creed Associates, Inc.
  - FACILITIES**  
5600 w.; 1276 kc. Directional.  
Operating schedule: 5:30 am-12:05 pm, EST.
  - AGENCY COMMISSION**  
15% on net station time only. No cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
ET 8/1/67—Rec'd 8/30/67.
- 7. PACKAGE PLANS**
- |         |       |       |       |
|---------|-------|-------|-------|
| PER WK: | 12 ti | 16 ti | 24 ti |
| 1 min   | 7.50  | 7.00  | 6.50  |
- 10. SPECIAL FEATURES**
- NEWSCASTS
- |                            |      |
|----------------------------|------|
| 1/4 hour, card rate plus   | 4.00 |
| 15 minutes, card rate plus | 3.00 |
| 5 minutes, card rate plus  | 2.00 |
- All regular news periods are scheduled on the hour every hour.

# EXETER (1 AM; 1 FM)

Rockingham County—Map Location G-7  
See BRDS consumer market map and data at beginning of the State.

## WKXR WKXR-FM

1966  
Media Code 4 230 3000 6.00  
Coastal Broadcasting Co., Inc., Box 154, 11 Downing Ct., Exeter, N. H. 03833. Phone 603-772-4757.

- STATION'S PROGRAMMING DESCRIPTION**  
WKXR: Programmed for adults.
- PERSONNEL**  
General Manager—Ronald P. Allard.
  - REPRESENTATIVES**  
Meeker Radio, Inc.  
Boston—New England Spot Sales, Inc.

# NEW HAMPSHIRE

- FACILITIES**  
1,000 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.  
FM-ERP 3,000 w.; 16.1 mc.  
Operating schedule: 6 am-11:25 pm, EST.  
Antenna ht.: 68 ft. above average terrain.  
Simultaneous sunrise-local sunset.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.
- TIME RATES**  
No. 2 ET 9/21/72—Rec'd 9/28/72.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1x     | 52x  | 104x | 156x | 260x | 312x |
| 1 min  | 6.75 | 6.40 | 6.00 | 5.50 | 5.20 |
| 30 sec | 5.75 | 5.40 | 5.00 | 4.60 | 4.20 |
- Mon thru Sat 6:30-10 am & noon-1 pm, extra 1.25.  
After 6:30 pm, less 1.00.
- 7. PACKAGE PLANS**
- |                       |                       |       |       |
|-----------------------|-----------------------|-------|-------|
| PER WK, ROS:          | 10 ti                 | 20 ti | 30 ti |
| 1 min                 | 5.75                  | 5.50  | 5.25  |
| 30 sec: 80% of 1-min. | 10 sec: 50% of 1-min. |       |       |
- 10. SPECIAL FEATURES**  
News & Weather—Extra 1.50.

# FRANKLIN

Merrimack County—Map Location F-8  
See BRDS consumer market map and data at beginning of the State.

## WFTN

1966  
Media Code 4 230 3300 6.00  
WFTN, Inc., 901 Central St., Franklin, N. H. 03235. Phone 603-934-2500.

- STATION'S PROGRAMMING DESCRIPTION**  
WFTN: Programmed for adults & young adults, MOR.
- PERSONNEL**  
General Manager—Douglas Shackett.
  - REPRESENTATIVES**  
New England—Eckels & Queen, Inc.
  - FACILITIES**  
250 w.; 1240 kc. Non-directional.  
Operating schedule: 5:45-1 am, EST.
  - AGENCY COMMISSION**  
15/0 payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 5/1/71—Rec'd 5/10/71.
- 6. SPOT ANNOUNCEMENTS**
- |                |      |      |      |      |      |
|----------------|------|------|------|------|------|
| PER YR, FIXED: | 1x   | 26x  | 52x  | 156x | 260x |
| 1 min          | 5.00 | 4.60 | 4.20 | 3.80 | 3.30 |
| 30 sec         | 4.20 | 3.90 | 3.60 | 3.30 | 2.90 |
| 15 sec         | 3.30 | 3.00 | 2.70 | 2.40 | 2.10 |
- 7. PACKAGE PLANS**
- |        |      |      |      |      |
|--------|------|------|------|------|
| 1 min  | 3.00 | 2.40 | 2.10 | 1.80 |
| 30 sec | 2.40 | 2.10 | 1.80 | 1.50 |
| 15 sec | 1.80 | 1.50 | 1.25 | 1.10 |

**7-DAY SATURATION PACKAGE**

EA:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	3.50	3.30	3.10	3.00	2.80	2.75
30 sec	2.70	2.60	2.45	2.35	2.10	1.90
15 sec	2.10	1.80	1.50	1.30	1.20	1.10

# HANOVER (2 AM)

Grafton County—Map Location E-4  
See BRDS consumer market map and data at beginning of the State.

## WDCR

1958  
Subscriber to the NAB Radio Code  
Media Code 4 230 3600 3.00

- The Trustees of Dartmouth College, operated by Undergraduates of Dartmouth College, Box 457, Hanover, N. H. 03755. Phone 603-643-4500, 5551.
- STATION'S PROGRAMMING DESCRIPTION**  
WDCR: MUSIC: 6-9 am MOR; 9 am-1 pm classical, folk; 1-5 pm top 40 & gold; 5-10 pm jazz, classical; 10 pm-6 am rock, It & B. Sat: top 40, gold, rock, Sun: classical, folk, jazz. NEWS: AP, UPI. Traffic Director—Peter Threadgill.
- PERSONNEL**  
Sales Director—Royce G. Yudkoff.  
Business Manager—Alan Goldin.
  - REPRESENTATIVES**  
Market 4 Radio.  
New England—Northeastern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1846 kc.  
Non-directional.  
Operating schedule: 24 hours, EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.
- TIME RATES**  
ET—Rec'd 6/24/74.
- AA—6-9 am & 3-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| PER WK: | AA   | A    | AA   | A    | AA   | A    |
| 1 ti    | 6.75 | 5.90 | 5.55 | 4.85 | 4.40 | 3.85 |
| 12 ti   | 6.15 | 5.30 | 5.10 | 4.40 | 4.00 | 3.45 |
| 18 ti   | 5.55 | 4.70 | 4.65 | 3.95 | 3.70 | 3.15 |
| 24 ti   | 5.00 | 4.10 | 4.15 | 3.45 | 3.35 | 2.80 |
| 30 ti   | 4.60 | 3.70 | 3.80 | 3.10 | 3.00 | 2.50 |
| 36 ti   | 4.25 | 3.40 | 3.50 | 2.90 | 2.80 | 2.25 |
- Guaranteed position, extra 10%.

(This listing continued on next page)

# NEW HAMPSHIRE

## Hanover—W D C R—Continued

7. PACKAGE PLANS				
<b>BULK, ROS:</b>	250x	500x	1000x	
1 min.....	5.55	5.00	4.60	
30 sec.....	4.65	4.15	3.80	
10 sec.....	3.70	3.35	3.00	
8. PROGRAM TIME RATES				
	1x	25x	50x	125x 250x
5 min.....	9.00	8.75	8.50	8.00 7.00
10 min.....	11.50	10.75	10.50	10.00 9.25
1/4 hr.....	18.00	17.00	15.50	13.00 12.00
1/2 hr.....	35.00	32.00	28.00	24.00 20.00
1 hr.....	60.00	53.00	50.00	45.00 35.00
9. PARTICIPATING PROGRAMS				
American Top 40—Mon thru Fri, 1 3-hr show per wk:				
<b>PER WK, ROS:</b>	1 mo	3 mo	6-12 mo	
A—1 min/6 ti.....	28.80	26.65	23.75	
B—1 min/6 ti + 30 sec/5 ti.....	46.80	43.45	38.75	

# WDCR is No. 1

## in HANOVER/LEBANON/WHITE RIVER JUNCTION

Call Market 4 Radio collect for information at 212-354-8244

or  
our New England agent—  
Northeastern Spot Sales,  
617-261-8825

## WTSL

1950

Media Code 4 230 3909 7.00  
Tri City Broadcasting Corp., Box 1400, Lebanon, N. H. 03766. Phones 603-448-1400, 643-2300.  
STATION'S PROGRAMMING DESCRIPTION  
WTSL: Adult contemporary programming.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—James M. Canto.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
New England Spot Sales, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-11:15 pm. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with CBS.

TIME RATES  
ET 7/71—Rec'd 7/29/71.

6. SPOT ANNOUNCEMENTS						
Drive Time—6-10 am & 4-8 pm. (Drive Time—Rotating)						
<b>PER WK, EA:</b>	10 ti	20 ti	30 ti	40 ti	60 ti	60 ti
1 min.....	7.00	6.50	6.25	6.00	—	—
30 sec.....	5.60	5.20	5.00	4.80	—	—
10 sec.....	3.50	3.25	3.12	3.00	—	—
(50% Drive Time—Rotating/50% ROS)						
1 min.....	6.50	6.00	5.75	5.50	5.00	4.50
30 sec.....	5.20	4.80	4.60	4.40	4.00	3.60
10 sec.....	3.25	3.00	2.87	2.75	2.50	2.25
ROS						
1 min.....	6.00	5.50	5.25	5.00	4.50	4.00
30 sec.....	4.80	4.40	4.20	4.00	3.60	3.20
10 sec.....	3.00	2.75	2.62	2.50	2.25	2.00

(CR-2)

## KEENE (2 AM; 1 FM)

Cheshire County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## WKBK

1959

Subscriber to the NAB Radio Code  
Media Code 4 230 4200 1.00  
Monadnock Broadcasting Corp., 13 Lamson St., Keene, N. H. 03431. Phone 603-352-6113.

STATION'S PROGRAMMING DESCRIPTION  
WKBK: Programmed for 18-49 age group.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—T. R. Hood.
- REPRESENTATIVES**  
Northeastern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES  
ET 2/1/73—Rec'd 2/1/73.

6. SPOT ANNOUNCEMENTS						
<b>PER WK, ROS:</b>	10 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	6.25	6.00	58.00	108.00	151.00	185.00 216.00
30 sec.....	5.60	5.25	48.00	89.00	128.00	153.00 180.00
10 sec.....	4.80	4.50	38.00	64.00	89.00	122.00 148.00
(*) Each.						
Fixed position, extra 20%.						
ANNUAL VOLUME						
<b>PER YR:</b>	500x	750x	1000x	2000x		
1 min.....	4.70	4.60	4.30	3.60		
30 sec.....	4.00	3.80	3.60	3.00		
10 sec.....	3.20	3.10	2.90	2.40		
7. PACKAGE RATES						
<b>PER MO:</b>	1 min	30 sec	10 sec			
50 ti.....	285	240	180			
100 ti.....	540	444	318			
WEEKEND PLAN						
<b>SAT/SUN, 10 PER WKND, 1 MIN:</b>	1 ti	6+				
late.....	500x	1000x				
8. SPECIAL FEATURES						
5 MIN. NEWS/WEATHER/SPORTS 3 ti 8 ti						
Bill Hovey weather.....				31.50	47.50	
Morning sports.....				22.00	35.00	
<b>PER YR, EA:</b>				1000x		
Time signals.....				1.50		
Temperature reports.....				1.50		

## WKNE

1927



Media Code 4 230 4500 4.00  
WKNE Corp., Box 466, Keene, N. H. 03431. Phone 603-352-9230.

STATION'S PROGRAMMING DESCRIPTION  
WKNE: Music; MOR.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. H. Close.
- REPRESENTATIVES**  
Pro Time Sales, Inc.
- FACILITIES**  
New England—Eckels & Queen, Inc.  
5,000 w.; 1250 kc.  
Directional—same pattern, all hours.  
Operating schedule: 6 am-midnight. EST.  
Partial simulcast operation. Simulcast 6-10 am Mon thru Sat; 7-8:15 am & noon-1 pm Sun. For non-simulcast facilities see WNBX-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WNBX-FM.  
Affiliated with CBS.

TIME RATES  
No. 24 ET 5/1/74—Rec'd 5/14/74.

6. SPOT ANNOUNCEMENTS						
<b>PER WK, EA:</b>	10 ti	10 ti	15 ti	20 ti	25 ti	50 ti 75 ti
1 min.....	11.00	9.00	8.00	7.00	6.50	6.50 6.00
30 sec.....	9.00	8.00	7.00	6.00	5.50	5.50 5.00
Mon thru Sat 6-10 am, 11:59-1:30 pm & 3-7 pm.						
All other times, 15% discount.						
7. PACKAGE PLANS						
<b>SAT/SUN</b>	5 ti	10 ti				
1 min.....	5.00	4.75				
30 sec.....	4.25	4.00				
WEEK NIGHTS—7:20-11 PM						
1 min.....	4.75	4.50				
30 sec.....	3.80	3.45				
8. SPECIAL FEATURES						
Polish Language, Sun 7-8 am, 1-1/2 min 10.70						
Spots read in Polish & English.						

## WNBX-FM

(formerly WKNE-FM)  
1964



Media Code 4 230 4550 7.00  
WKNE Corp., Box 466, Keene, N. H. 03431. Phone 603-352-9230.

See affiliated AM station for additional information.  
AM facilities: WKNE.

STATION'S PROGRAMMING DESCRIPTION  
WNBX-FM: Instrumental popular music.

- FACILITIES**  
ERP 42,000 w.; 103.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 550 ft. above average terrain.  
Partial simulcast operation. Operated separately 10 am-midnight Mon thru Sat; 5:15 am-noon & 1 pm-midnight Sun. For simulcast facilities see WKNE.
- AGENCY COMMISSION**  
None; all rates net to station.

TIME RATES  
No. 2 ET 1/15/74—Rec'd 2/1/74.

6. SPOT ANNOUNCEMENTS			
<b>52 WK CONTRACT:</b>	250x	500x	1000x
1 min.....	2.85	2.35	1.85
<b>PER WK, 1 MIN:</b>	5 ti	7 ti	10 ti
1 wk.....	5.00	4.75	4.50 4.25 4.00
13-51 wk.....	4.00	3.75	3.50 3.25 3.00
Specified position, extra 1.00 per spot.			
7. PACKAGE PLANS			
Specified position, extra 1.00 per spot.			

## LEBANON (2 AM; 1 FM)

Belknap County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WEMJ

1961

Media Code 4 230 4800 8.00  
WEMJ Broadcasting, Inc., O'Shea Industrial Park, Lebanon, N. H. 03766. Phone 603-524-8050.

STATION'S PROGRAMMING DESCRIPTION  
WEMJ: MUSIC; MOR morning & late evening.

- PERSONNEL**  
General Manager—Gary Howard.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
New England—Northeastern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/72—Rec'd 7/24/72.

6. SPOT ANNOUNCEMENTS				
<b>FIXED:</b>	1x	52x	156x	365x
1 min.....	7.00	6.50	5.75	5.00
30 sec.....	6.00	5.75	5.00	4.35
15 sec.....	4.50	4.00	3.50	3.00
<b>PER YR:</b>	1 min	30 sec	15 sec	
500x.....	4.75	3.90	2.80	
1000x.....	4.35	3.20	2.40	
7. PACKAGE PLANS				
<b>PER WK, ROS:</b>	10 ti	20 ti	30 ti	
1 min.....	60	107	147	
30 sec.....	53	87	113	
15 sec.....	40	60	87	
To be used within 7 days.				

## WLNH

1922

Media Code 4 230 5100 2.00  
Condit Broadcasting Corp., Parade Rd., Laconia, N. H. 03246. Phone 603-524-1323.

STATION'S PROGRAMMING DESCRIPTION  
WLNH: MUSIC; MOR, current & past hits.

- PERSONNEL**  
General Manager—Joseph Sabatino.
- REPRESENTATIVES**  
Market 4 Radio.  
Boston—Creed Associates, Inc.  
Philadelphia—Dome & Associates, Inc.  
South H. S. Crane Company, Inc.
- FACILITIES**  
5,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLNH-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

TIME RATES  
ET 6/2/74—Rec'd 5/30/74.

AAA—Mon thru Fri 6 am-7 pm.						
AA—Sat & Sun 6 am-7 pm.						
A—Mon thru Sun 7 pm-sign-off.						
6. SPOT ANNOUNCEMENTS						
<b>PER WK, 1 MIN:</b>	6 ti	12 ti	18 ti	24 ti	30 ti	
AAA.....	11.00	10.50	10.00	9.50	9.00	
AA.....	10.00	9.50	9.00	8.50	8.00	
A.....	7.00	6.50	6.00	5.50	5.00	
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.						
7. PACKAGE PLANS						
<b>TAP—1/2AAA, 1/2AA &amp; A</b>	6 ti	12 ti	18 ti	24 ti	30 ti	
<b>PER WK:</b>	8.00	8.50	8.00	7.50	7.00	
<b>BULK—ROS MON THRU SUN 6 AM-SIGN-OFF</b>						
<b>PER YR:</b>	250x	500x	750x	1000x	1500x	
1 min.....	8.50	8.00	7.50	7.00	6.50	
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.						
8. SPECIAL FEATURES						
News & features 1-1/2x 1-min.						
CONSECUTIVE WEEK DISCOUNT						
26 wk—5% 52 wk—10%						

## WLNH-FM

1965

Media Code 4 230 5101 0.00  
Condit Broadcasting Corp., Parade Rd., Laconia, N. H. 03246. Phone 603-524-1323.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 98.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 235 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLNH.

TIME RATES  
ET 10/1/66—Rec'd 3/9/67.

6. SPOT ANNOUNCEMENTS				
1 min.....	4.25	4.00	3.75	3.50
30 sec.....	3.25	3.00	2.75	2.50
7. PACKAGE PLANS				
1 MINUTE				
1 wk.....	20.00	37.50	49.00	57.50 78.00
13 wk.....	18.50	36.00	47.50	56.00 72.50
26 wk.....	17.00	34.50	46.00	54.50 70.00
52 wk.....	15.00	32.50	44.00	52.50 67.50
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.				

## LEBANON

2 paid cross references.  
Grafton County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WNHV WNHV-FM

WHITE RIVER JUNCTION, VT.

City of license, White River Junction, Vt.  
Lebanon Office—West Lebanon Rd., Lebanon, N. H. 03766. Phone 603-448-1400.  
See listing under White River Junction, Vt.

## WTSL

HANOVER

City of license, Hanover, N. H.  
Considered by CBS Radio Network as their Lebanon outlet.  
See listing under Hanover, N. H.

# LITTLETON

Grafton County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## WLTN

1963



Media Code 4 230 5400 6.00  
Littleton Broadcasting Co., 20 Main St., Littleton, N. H. 03561. Phone 603-444-3911.

STATION'S PROGRAMMING DESCRIPTION  
WLTN: Programmed for adults and young adults.

- PERSONNEL**  
President & Gen'l Mgr.—John Bowman.
- REPRESENTATIVES**  
New York—Eckels & Queen, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1,400 kc. Non-directional.  
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**  
15/0 net time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Comb.; Cont. Discounts: 60%.

TIME RATES  
No. L-3 ET 1/1/71—Rec'd 12/22/70.

6. SPOT ANNOUNCEMENTS						
<b>ix</b>	26x	52x	104x	156x	260x	520x
1 min.....	5.50	5.25	5.00	4.75	4.50	4.25 4.00 3.75
30 sec.....	4.40	4.20	4.00			



Manchester—WGIR, WGIR-FM—Cont'd

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 610 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5:30 am-midnight. EST.  
FM-ERP 5,000 w.: 101.1 mc.  
Operating schedule: 5:30-12:05 am. EST.  
Antenna ht.: 930 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a,  
26, 27, 28b, 29c, 29a, 29b, 30, 31, 32b, 33d.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 49, 50, 51a,  
51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: The Knight Quality Stations.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. G-12 Eff 8/13/73. Rec'd 8/13/73.

AAA—Mon thru Sun 6-10 am & 4-8 pm.  
AA—Mon thru Sun 10 am-4 pm.  
A—Mon thru Sun 8 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

	AAA	AA	A
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12
1 min 30 sec	18	16	12

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A

	1/3AAA	1/3AA	1/3A
1 min.	14	13	12
30 sec.	11	10	9

**10. SPECIAL FEATURES**  
NEWS SPONSORSHIP

	1x	52x	104x	156x	260x	312x
Ea	35	22	29	26	23	20

Incl open & close plus 1 1-min spot.  
Newscasts and spots may combine for weekly frequency.

**WKBR**

1945



Media Code 4 230 6300 7.00  
Granite State Broadcasting Co., Inc., 155 Front St.,  
Manchester, N. H. 03102. Phone 603-669-1250.

**1. PERSONNEL**  
President—Haluh Gottlieb.  
Manager—James M. McCann.  
Program Director—Tom Holt.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Boston—Creed Associates, Inc.

**3. FACILITIES**  
5,000 w.; 1250 kc. Directional—separate patterns day  
and night.  
Operating schedule: 5:30 am-1 am. EST.

**4. AGENCY COMMISSION**  
15/0 net time only; payable monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 5.  
Rate Protection: 10b, 11b, 12b, 13b.  
Basic Rates: 20a, 22a, 25a, 29a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70c.  
Prod. Services: 82.

**TIME RATES**

Eff 8/1/74—Rec'd 7/1/74.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

**7. PACKAGE PLANS**

	12 ti	18 ti	24 ti
AA	17	16	15
A	15	14	13

**ROS, 1/3 TRAFFIC:** Ea  
30 ti

**WZID (FM)**

1947



Media Code 4 230 6450 0.00  
Media Concepts Co., Inc., 155 Front St., Manchester,  
N. H. 03102. Phone 603-689-3777.

**STATION'S PROGRAMMING DESCRIPTION**  
WZID (FM): Programmed for adults.  
MUSIC: Instrumental format with minor emphasis  
on vocals; consists of popular albums from a selection  
of standards, show tunes & selected arrangement of  
MOB restricted to 4 interruptions an hour. NEWS:  
hourly capsules 2-8. Contact Representative for  
further details. Rec'd 3/29/73.

**1. PERSONNEL**  
President—Haluh Gottlieb.  
Vice-President—James M. McCann.  
Manager—Bruce M. Lyons.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Boston—Northeastern Spot Sales, Inc.

**3. FACILITIES**  
ERP 10,500 w. (horiz.), 8,500 w. (vert.); 95.7 mc.  
Stereo.  
Operating schedule: 5:30-1 am. EST.  
Antenna ht.: 930 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 5.  
Contracts: 4b.  
Cancellation: 70c.  
Production Services: 82.  
Member: French Program Group of New England.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 8/1/72—Rec'd 7/5/72.

**6. SPOT ANNOUNCEMENTS**

	12 ti	18 ti	24 ti
Ea	10	9	8

**MT. WASHINGTON**

Cross County—Map Location F-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**WMTQ (FM)**

1958



Media Code 4 230 6600 0.00  
Alpine Broadcasting Corp., 638 Congress St., Port-  
land, Me. 04101. Phone 207-773-0209. TWX 710-  
221-1705.  
Studio: Poland Spring, Me. 04264. Phone 207-774-  
4561.

**STATION'S PROGRAMMING DESCRIPTION**  
WMTQ (FM): Programmed for adults.  
MUSIC: Popular album format. Music is combination  
of instrumental & vocal selections of definite adult  
appeal; includes MOR, current popular, show tunes,  
movie themes & standards. NEWS: at 55 & sports at  
:26 in drivetime, news at :56 outside of drivetime.  
COMMERCIAL POLICY: 8 Commercials per hour.  
Contact Representative for further details. Rec'd  
11/1/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Norman R. Alpert.  
Sta. Mgr. & Local Sales—Joe Desimone.  
Studio Manager—Jim Aikman.

**2. REPRESENTATIVES**  
Century National Sales.  
Roston—Santo Crupi.  
Canada—Stephens & Townrow Co. Limited.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc.  
Stereo.  
Operating schedule: 5:55-1 am. EST.  
Antenna ht.: 3,940 ft. above average terrain.  
6,350 ft. above sea level.

**4. AGENCY COMMISSION**  
18/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 24a, 28c.  
Contracts: 40c, 44b, 45.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 60, 81, 82.

**TIME RATES**

Eff 9/1/74—Rec'd 8/6/74.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti
1 min.	28	27	26
30 sec.	23	22	21

Specified time, per spot, extra 2.00.

**10. SPECIAL FEATURES**  
Newscast sponsorship—1-1/2x 1-min rate. (D)

**NASHUA (2 AM; 1 FM)**

Hillsborough County—Map Location F-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**WOTW**

1947

Eastminster Broadcasting Corporation  
Media Code 4 230 6900 4.00  
Eastminster Broadcasting Corp., Lund Rd., Nashua,  
N. H. 03060. Phone 603-882-2781.

**STATION'S PROGRAMMING DESCRIPTION**  
WOTW: MUSIC: golden oldie programming.

**1. PERSONNEL**  
General Manager—Maury Parent.

**2. REPRESENTATIVES**  
Mario Messina Company.  
Boston—Nona Kirby Co., Inc.

**3. FACILITIES**  
1,400 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MRS.  
Member: French Program Group of New England.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 8/1/68—Rec'd 9/23/68.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	312x
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.	5.00	4.75	4.50	4.25	4.00	3.75

**7. PACKAGE PLANS**

	1 min 30 sec	1 min 30 sec
10 ti	5.00	4.50
50 ti	4.00	3.50

To be used within 10 days.

**WOTW-FM**

1947

Eastminster Broadcasting Corporation  
Media Code 4 230 6901 2.00  
Eastminster Broadcasting Corp., Lund Rd., Nashua,  
N. H. 03060. Phone 603-882-2781.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WOTW-FM: MUSIC: country & western.

**3. FACILITIES**  
ERP 3,000 w.; 106.3 mc.  
Operating schedule: Sign-on-1 am. EST.  
Antenna ht.: 410 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MRS.  
Member: French Program Group of New England.

**TIME RATES**  
Rates are identical to WOTW. See that listing.

**WSMN**

1958



Media Code 4 230 7200 8.00  
1590 Broadcasting Corp., Box 1590, 502 West Hollis  
St., Nashua, N. H. 03060. Phone 603-882-5107.

**1. PERSONNEL**  
President—Gerald G. Nash.  
Gen'l Mgr.—D. A. Rock.  
Station Manager—Ed Lecluis.

**2. REPRESENTATIVES**  
New York—PRO Time Sales, Inc.  
Boston—Northeastern Spot Sales, Inc.

**3. FACILITIES**  
5,000 w.; 1390 kc. Directional.  
Operating schedule: 5:30 am-11:59 pm. EST.  
15/0 net time only.

**4. AGENCY COMMISSION**  
15/0 net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11i, 12i, 13i, 14c.  
Basic Rates: 20b, 21a, 22b, 25a, 28c, 29a.  
Contracts: 40a, 41, 44a, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70e, 71a, 72, 73a.  
Prod. Services: 80.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 6/1/68—Rec'd 7/10/68.

**6. SPOT ANNOUNCEMENTS**

	1 min 10 sec	1 min 10 sec	1 min 10 sec
1x	10.00	5.00	100x
10x	9.50	4.50	300x
26x	9.00	4.00	500x
52x	8.50	3.50	1000x

**7. PACKAGE PLANS**  
(To be used in 10 days)

	10 ti	20 ti	30 ti	40 ti
EA:	8.00	7.00	6.00	5.00
ID:	1.00	3.50	3.00	2.50

**8. PROGRAM TIME RATES**

	1x	10x	26x	52x	100x	300x
1/4 hr.	45.00	40.00	35.00	30.00	20.00	15.00
5 min.	25.00	20.00	15.00	12.50	10.00	9.00

(Q)

**NEWPORT (1 AM; 1 FM)**

Sullivan County—Map Location E-8  
See SRDS consumer market map and data at begin-  
ning of the State.

**WCNL WCNL-FM**

1960

1971

Eastminster Broadcasting Corporation  
Media Code 4 230 7500 1.00  
Eastminster Broadcasting Corp., 120 Belknap Ave.,  
Newport, N. H. 03773. Phone 603-883-1010.

**STATION'S PROGRAMMING DESCRIPTION**  
WCNL: Day MOR, night Country music.

**1. PERSONNEL**  
Station Manager—(Mrs.) Lynn M. Mann.

**2. REPRESENTATIVES**  
Boston—Nona Kirby Co., Inc.

**3. FACILITIES**  
250 w. days; 1010 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 2,000 w.; 104.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 205 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/73—Rec'd 7/30/73.

**6. SPOT ANNOUNCEMENTS**

	1 ti	10 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min 30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00
30 sec	2.70	2.50	2.30	2.10	1.90	1.70	1.50
15 sec	1.60	1.50	1.40	1.30	1.20	1.10	1.00

Within 2 wk period.

**PER YR:** 500x 750x 1000x  
1 min 2.70 2.50 2.30  
30 sec 2.20 2.00 1.80  
15 sec 1.30 1.20 1.10

**10. SPECIAL FEATURES**  
News—6 days per wk..... 25.00  
Weather—7 days per wk..... 18.50

FM only: 50% of above.

**PETERBOROUGH (1 AM; 1 FM)**

Hillsborough County—Map Location F-8  
See SRDS consumer market map and data at beginning  
of the State.

**WSCV**

1970



Media Code 4 230 7850 4.00  
Contoocook Valley Broadcasting, Inc., Box 392, Rt.  
101 & Ames Ave., Peterborough, N. H. 03458.  
Phone 603-924-3534.

**STATION'S PROGRAMMING DESCRIPTION**  
WSCV: Programming for adults and young adults.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John L. Scott.

**2. REPRESENTATIVES**  
New York—Michael Fulford Company, Inc.  
Boston—Erkels & Queen, Inc.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WSLE (FM).

**4. AGENCY COMMISSION**  
15/0 time only.

**NEW HAMPSHIRE**

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSLE (FM)

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 12/8/70.

**6. SPOT ANNOUNCEMENTS**

	1 ti	10 ti	20 ti	30+
PER WK:	6.00	5.90	5.80	5.75
1 min.	6.00	4.90	4.80	4.75
30 sec.	5.00	4.90	4.80	4.75
10 sec.	4.00	3.90	3.80	3.75

**7. PACKAGE PLANS**  
YEARLY PACKAGE

	500x	750x	1000x
1 min.	4.00	3.50	2.75

**10. SPECIAL FEATURES**  
Local News, Local Weather, Road Reports, Recre-  
ational Boating, Fishing, Skiing, Weather Outlook,  
5-min 10.00.

**WSLE (FM)**

1972



Media Code 4 230 7725 4.00  
Contoocook Valley Broadcasting Corp., Box 392, R.  
101 & Ames Ave., Peterborough, N. H. 03458.  
Phone 603-924-3834.

See affiliated AM station for additional information.  
AM facilities: WSCV

**STATION'S PROGRAMMING DESCRIPTION**  
WSLE (FM): Eve programming with adult variety.

**3. FACILITIES**  
ERP 141 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 1,120 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-midnight. For simulcast facilities see WSCV.

**TIME RATES**  
Eff 8/1/72—Rec'd 10/30/72.

**6. SPOT ANNOUNCEMENTS**

	1 ti	10 ti	20+
PER WK:	7.50	6.50	5.90
1 min.	7.50	6.50	5.90
30 sec.	5.50	4.90	3.75

**7. PACKAGE PLANS**  
PER YR:

	500x	1000x
1 min.	5.00	4.00
30 sec.	3.75	3.00

**PLYMOUTH**

Grafton County—Map Location E-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**WPNH**

1965



Media Code 4 230 7800 5.00  
Pemigewasset Broadcasters, Inc., 2 High St., Plym-  
outh, N. H. 03264. Phone 603-536-2500.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard F. Morse, Jr.

**2. REPRESENTATIVES**  
Market 4 Radio.  
New England—Nona Kirby Co., Inc.  
Western States—Bill Dahlsten & Associates.

**3. FACILITIES**  
1,000 w.; 1300 kc.  
Operating schedule: 6:30 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 3 Eff 10/1/73—Rec'd 10/5/73.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	156x	312x	520x	1000x
1 min	4.50	4.40	4.30	4.20	3.80	3.50	3.20	2.75
30 sec	3.50	3.30	3.20	3.10	2.80	2.60	2.40	2.00

Only 1-min spots are scheduled 7-8 am & noon-1 pm.

**7. PACKAGE PLANS**

	1 min	30 sec
ROB:	12 ti 20 ti 40 ti	12 ti 20 ti 40 ti
Ea	3.75 3.50 3.00	2.75 2.50 2.25

Within 7 consec days.

**10. SPECIAL FEATURES**  
NEWSCASTS—CO-SPONSORSHIP  
7:30 AM OR 12:30 PM

**PER MIN.** 13 wk 52 wk  
WK: 1 ti 2 ti 3 ti 6 ti 1 ti 2 ti 3 ti 6 ti  
Cust.... 9.50 17.50 22.50 36.00 8.00 14.50 18.75 30.00

**PORTSMOUTH (2 AM; 1 FM)**

Rockingham County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

**WBBX**

1960



A Curt Gowdy Station  
Media Code 4 230 8100 9.00  
Curt Gowdy Broadcasting Corp., Inc., 1380 Broad-  
cast Plaza, Portsmouth, N. H. 03801. Phone 603-  
436-1380.

**STATION'S PROGRAMMING DESCRIPTION**  
WBBX: Programmed for the family.  
MUSIC: MOR NEWS: 10 min hourly; 2 major 1/2  
hour casts at 8 am & 10 pm daily, plus 90 min  
block 5-6:30 pm daily. 3 hrs telephone/talk pro-  
gramming, 1/2 hour woman's news feature plus live  
broadcasts of city council & school board meetings,  
local area human interest reports, road reports &  
contests. SPORTS: Pro Baseball, basketball, hockey,  
football plus local schoolboy sports. Contact Rep-  
resentative for further details. Rec'd 3/3/72.

**1. PERSONNEL**  
Pres. & Owner—Curt Gowdy.  
General Manager—John Hassett.  
Sales Manager—George Lovejoy.

(This listing continued on next page)

# NEW HAMPSHIRE

## Portsmouth—W B B X—Continued

### 2. REPRESENTATIVES

Northeastern Spot Sales, Inc.

### 3. FACILITIES

1,000 w.; 1380 kc.

Directional—nights.

Operating schedule: 5:30 am-midnight. EST.

### 4. AGENCY COMMISSION

15/0 net time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Date Protection: 15b.

Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a, 29a.

Contracts: 40a, 42b, 45, 46, 47a.

Comb.: Cont. Discounts: 60k, 61a, 61b.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Information Network.

### TIME RATES

ET 12/1/67—Rec'd 1/2/68.

### 6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 260x

1 min. 8.50 8.00 7.50 7.00 6.50 6.00

### 7. PACKAGE PLANS

1-MINUTE—BTA

PER WK: 1 wk 13 wk 26 wk 52 wk

12 tl. 90 78 66 54

18 tl. 126 108 90 72

24 tl. 156 132 108 84

30 tl. 180 150 120 90

10 per wk (6-9 am) 80

40 per wk (4:30-6 pm) 120

### 8. PROGRAM TIME RATES

1x 26x 52x 104x 156x 260x

1 hr. 60.00 57.00 54.00 51.00 48.00 45.00

1/2 hr. 36.00 34.20 32.40 30.60 28.80 27.00

1/4 hr. 24.00 22.80 21.60 20.40 19.20 18.00

10 min. 18.00 17.10 16.20 15.30 14.40 13.50

5 min. 12.00 11.40 10.80 10.20 9.60 9.00

### 10. SPECIAL FEATURES

PER WK: 3 tl 5 tl 10 tl

5-Minute News packages. 60 90 160

WHEB  
1932

WHEB-FM  
1964

A Knight Quality Station



Alan Torbet  
Associates, Inc.

Media Code 4 230 8400 3.00

Knight Broadcasting of New Hampshire, Inc., Box

120, Portsmouth, N. H. 03801. Phone 603-486-7800.

### STATION'S PROGRAMMING DESCRIPTION

WHEB: Programmed for mass appeal.

MUSIC: Adult contemporary. 50% current 45's &

LP cuts & 50% golden hits. NEWS: 5 man staff,

news at :25 & :50. FEATURES: college & high school sports, remote traveling studio, weather reports, public affairs & community service, integrated with entertainment. COMMERCIAL POLICY: variable. Contact Representative for further details. Rec'd 6/3/74.

### 1. PERSONNEL

President—Norman Knight.

General Manager—Clifford Taylor.

Program Director—Andy Carey.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

Boston—Knight Quality Stations Sales: See Rep & S/O pages.

### 3. FACILITIES

1,000 w. days; 750 kc. Non-directional.

Operating schedule: Sunrise Portsmouth—local sunset

Atlanta, Ga. EST.

FM-ERP 5,900 w.; 100.3 mc.

Operating schedule: 24 hours daily. EST.

Antenna ht.: 140 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 net time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Date Protection: 10g, 11g, 12g, 13g, 14g.

Basic Rates: 20a, 21a, 21b, 22b, 23a, 24b, 24c, 25a,

26, 27, 28b, 28c, 29a, 29b, 30, 31, 32b, 33d.

Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 50, 51a,

51b, 51c.

Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61b, 62d.

Cancellation: 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82

Member: The Knight Quality Stations.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. G-12 ET—Rec'd 8/13/73.

AAA—Mon thru Sun 8-10 am & 4-8 pm.

AA—Mon thru Sun 10 am-4 pm.

A—Mon thru Sun 8 pm-1 am.

### 6. SPOT ANNOUNCEMENTS

AAA AA A

1 min 30 sec 1 min 30 sec 1 min 30 sec

6 tl. 15 12 10 8 8 7

12 tl. 14 11 9 7 7 6

24 tl. 13 10 8 6 6 5

30 tl. 12 9 7 5 5 4

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

1 min. 6 tl 12 tl 24 tl 30 tl

30 sec. 10 9 8 7 6 5

### 10. SPECIAL FEATURES

NEWS SPONSORSHIP

1x 52x 104x 156x 260x 312x

5a 25 22 20 18 16 15

Incl open & close plus 1 1-min spot.

News casts and spots may combine for weekly frequency.

## ROCHESTER

Stratford County—Map Location G-6  
See SRDS consumer market map and data at beginning of the Station.

# W W N H

1948

Media Code 4 230 8700 6.00

Stratford Broadcasting Corp., Route 16, Rochester

N. H. 03887. Phone 603-333-0930.

North Country Studios—John Noyes, Center Ossipee,

N. H. 03814.

### STATION'S PROGRAMMING DESCRIPTION

W W N H: Programmed for entire family.

MUSIC: 60% popular, 20% albums, 20% past hits.

NEWS: Net at :60 followed by local news. 5 county

local news coverage: 30 min round-up at 8 am; 60

min at noon; 90 min at 5 pm. Personalities cover

local sports, women's interest and folksy news.

SPORTS: local high school football and basketball;

network Bowl games and World Series; heavy emphasis

on local sports coverage daily. Week-end

features: outdoor fishing and hunting program; polka

party Sun morning. Emphasis on local activities and

public service. Contact Representative for further

details. Rec'd 2/25/74.

### 1. PERSONNEL

President—Marcelia J. Nescot.

General Manager—Robert J. Connelly.

Program Director—David Hoag.

### 2. REPRESENTATIVES

New York—Michael Fulford Company, Inc.

Boston—Eckes & Queen, Inc.

West Coast, Texas—Harlan G. Oakes, Inc.

### 3. FACILITIES

5,000 w.; 930 kc. Non-directional days, directional

nights.

Operating schedule: 5 am-midnight. EST.

### 4. AGENCY COMMISSION

15% net time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.

Date Protection: 15b.

Basic Rates: 20a, 20b, 21b, 21c, 22b, 23a, 24b, 24c,

25a, 28b, 28c, 29a, 30.

Contracts: 40a, 42b, 42c, 45, 46, 51a, 51b.

Comb.: Cont. Discounts: 60a, 60f, 61c, 62a, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 82.

Affiliated with CBS.

### TIME RATES

No. 8 ET 9/69—Rec'd 9/29/69.

### 6. SPOT ANNOUNCEMENTS

1x 52x 104x 156x 260x 312x 365x

30 sec. 10.50 9.50 8.50 8.00 7.50 6.50 6.00

10 sec. 6.50 6.00 5.50 5.00 4.50 4.00 3.50

### 7. PACKAGE PLANS

VOLUME USAGE

PER YR: 365x 730x 1095x 1825x

PER DAY: 1 tl 2 tl 3 tl 5 tl

1 min. 7.50 6.50 5.50 5.00

30 sec. 6.00 5.00 4.50 4.00

10 sec. 4.00 3.50 3.00 2.50

### WEEKLY VOLUME PACKAGE

EA: 10 tl 20 tl 30 tl 40 tl 50 tl 100 tl

1 min. 7.50 7.25 7.00 6.75 6.50 5.00

30 sec. 6.25 6.00 5.75 5.50 5.00 4.00

10 sec. 4.00 3.50 3.25 3.00 2.75 2.50

(Q)

# WOLFEBORO

Carroll County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WASR

1970



Media Code 4 230 9000 0.00  
Radio Wolfboro, Inc., Box 900, Varney Rd., Wolfboro, N. H. 03894. Phone 603-569-2232

### STATION'S PROGRAMMING DESCRIPTION

WASR: Programmed for young and mature adults.

### 1. PERSONNEL

Sales Manager—Sharon Serery.

### 2. REPRESENTATIVES

New York, New England—Eckes & Queen, Inc.

### 3. FACILITIES

1,000 w.; 1420 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; monthly.

### 5. GENERAL ADVERTISING See coded regulations

Accounts AAAA copyrighted contract.

Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 ET 4/21/73—Rec'd 5/1/73.

### 6. SPOT ANNOUNCEMENTS

PER YR:

1x 52x 100x 156x 312x 520x 1000x

1 min 4.00 3.80 3.60 3.40 3.10 2.80 2.60

30 sec 3.00 2.85 2.70 2.60 2.40 2.10 1.80

Mon-Sat 7-8 am; Mon-Fri 11:55 am-1 pm 1-min

spots only—1-min-rate plus .50.

### 7. PACKAGE PLANS

PER WK EA, BTA: 12 tl 20 tl 40 tl

1 min. 3.80 3.40 2.80

30 sec. 2.65 2.50 2.25

### PER MO EA, BTA:

1 min. 50 tl 100 tl 150 tl

30 sec. 3.20 2.80 2.60

30 sec. 2.40 2.10 1.90

### 10. SPECIAL FEATURES

PER WK, NEWS: 1 tl 2 tl 5 tl 6 tl

13 wk. 9.00 15.00 19.50 28.75 32.40

52 wk. 7.50 12.50 17.25 25.00 28.80

Including 1 1-min spot plus open and close.

PER MO/1 PER DAY, ROTATING 1 min 30 sec

News casts 120.00

Sports/Weather 90.00

Minimum 1 month. One year contract, less 20%.

No time choice.

### TIME CHECK, PER DAY/DAILY:

10 sec. 4 tl 6 tl 8 tl

1500.00 2100.00 2500.00

Annual Contract only. No agency commission or discount allowed.



**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**  
**RADIO**  
Blairstown—Warren County

## Negro Population Data

(January 1, 1974)

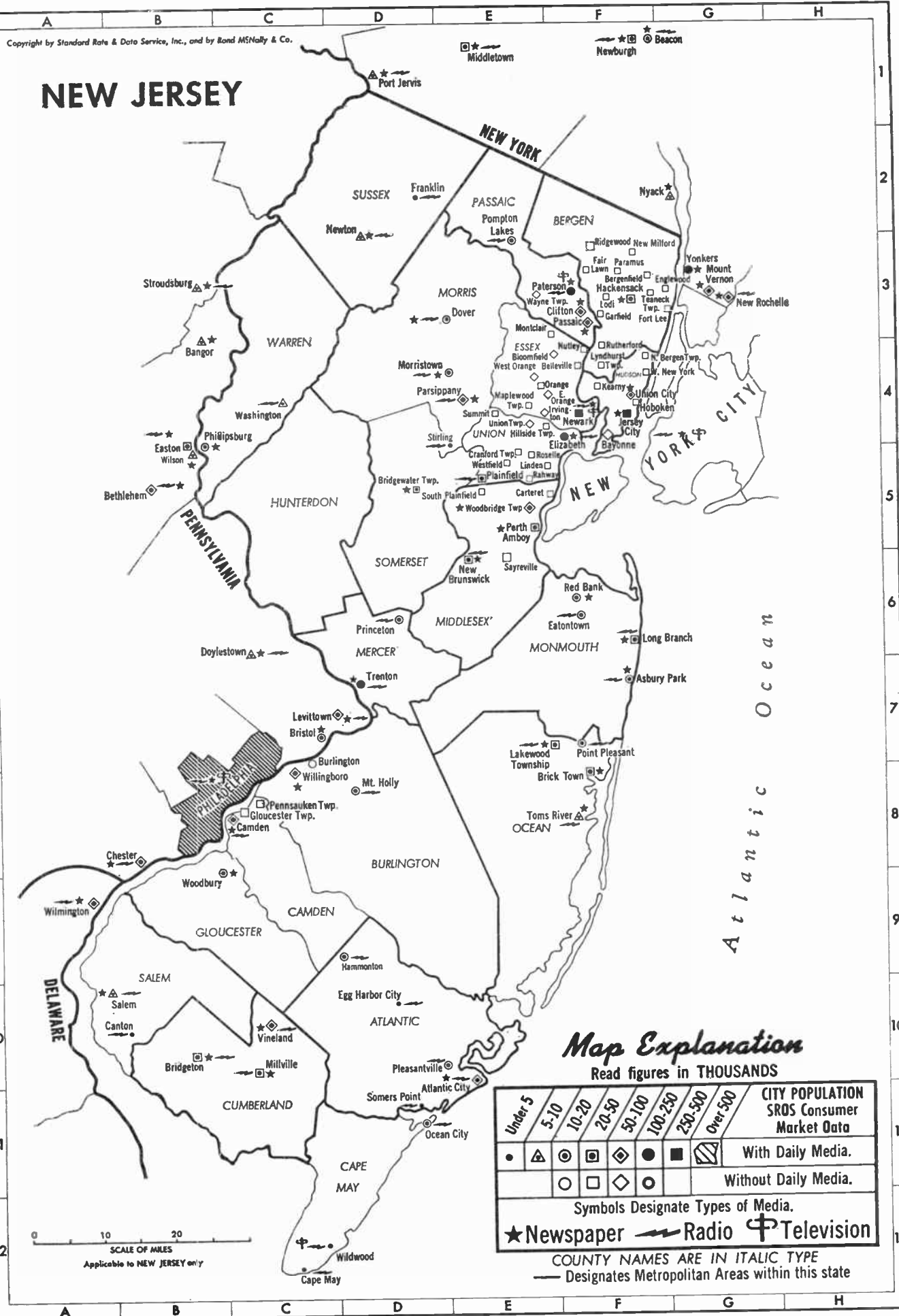
STATE TOTAL.....	909,232	Paterson-Clifton.....	61,655
METRO AREAS		Passaic.....	58,653
Atlantic City.....	32,398	Trenton.....	58,653
Jersey City.....	74,632	Vineland-Millville.....	18,796
Long Branch.....	38,890	Bridgeton.....	18,796
Ashbury Park.....	38,890	New Brunswick-Perth Amboy-Sayreville.....	28,727
Newark.....	432,516		
New Brunswick-Perth Amboy-Sayreville.....	28,727		
Total Metros.....	746,267		

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	310,476	New Brunswick-Perth Amboy-Sayreville.....	21,529
METRO AREAS		Paterson-Clifton-Passaic.....	31,408
Jersey City.....	89,555	Total Metros.....	243,221
Long Branch-Ashbury Park.....	10,170		
Newark.....	90,559		



NEW JERSEY

# State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Asbury Park—Monmouth  
Atlantic City—Atlantic  
Bayonne—Hudson  
Belleville—Essex  
Bergenfield—Bergen  
Bloomfield—Essex  
Brick Township—Ocean  
Bridgeton—Cumberland  
Bridgewater Township—Somerset  
Camden—Camden  
Carteret—Middlesex  
Cherry Hill—Camden

Clifton—Passaic  
Cranford Township—Union  
Deptford Township—Gloucester  
Dover Township—Ocean  
Dumont—Bergen  
East Brunswick Township—Middlesex  
East Orange—Essex  
Edison Township—Middlesex  
Elizabeth—Union  
Englewood—Bergen  
Ewing—Mercer

Fair Lawn—Bergen  
Fort Lee—Bergen  
Franklin Township—Somerset  
Garfield—Bergen  
Gloucester Township—Camden  
Hackensack—Bergen  
Hamilton—Mercer  
Hazlet Township—Monmouth  
Hillside Township—Union  
Hoboken—Hudson

Howell Township—Monmouth  
Irvington—Essex  
Jersey City—Hudson  
Kearny—Hudson  
Lakewood Township—Ocean  
Linden—Union  
Livingston—Essex  
Lodi—Bergen  
Long Branch—Monmouth  
Lyndhurst Township—Bergen  
Madison Township—Middlesex

Maplewood Township—Essex  
Middletown Township—Monmouth  
Millburn Township—Essex  
Millville—Cumberland  
Montclair—Essex  
Neptune Township—Monmouth  
Newark—Essex  
New Brunswick—Middlesex  
New Hanover—Burlington  
New Milford—Bergen

North Bergen Township—Hudson  
North Plainfield—Somerset  
Nutley—Essex  
Orange—Essex  
Paramus—Bergen  
Parsippany—Troy Hills Township—Morris  
Passaic—Passaic  
Paterson—Passaic  
Pennsauken Township—Camden

Perth Amboy—Middlesex  
Piscataway Township—Middlesex  
Plainfield—Union  
Rahway—Union  
Ridgewood—Bergen  
Roselle—Union  
Rutherford—Bergen  
Sayreville—Middlesex  
Scotch Plains Township—Union  
South Plainfield—Middlesex  
Summit—Union

Teaneck Township—Bergen  
Trenton—Mercer  
Union City—Hudson  
Union Township—Union  
Vineland—Cumberland  
Wayne Township—Passaic  
Westfield—Union  
West New York—Hudson  
West Orange—Essex  
Willingboro—Burlington  
Woodbridge Township—Middlesex

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					% Distribution of Families 3000 8000 10000 15000 4999 7999 9999 14999 over	Total Retail Sales— Household (\$)	Retail Sales—1973 By Selected Store Types						Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
			(\$000)	Per Household (\$)	5.5	11.3	10.6			28.0	39.6	(\$000)	Food (\$000)	Drug (\$000)	General Mise. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)
<b>NEW JERSEY STATE</b>	<b>7,429.8</b>	<b>2,422.95</b>	<b>35,828,800</b>	<b>14,787</b>	<b>5.5</b>	<b>11.3</b>	<b>10.6</b>	<b>28.0</b>	<b>39.6</b>	<b>18,078,503</b>	<b>7,461</b>	<b>4,143,918</b>	<b>428,225</b>	<b>2,739,249</b>	<b>1,037,578</b>	<b>923,239</b>	<b>3,445,519</b>	<b>1,203,627</b>	<b>3,652.67</b>	<b>39.5</b>	<b>314,550</b>
<b>ATLANTIC D-10</b>	<b>187.7</b>	<b>69.00</b>	<b>746,893</b>	<b>10,825</b>	<b>11.1</b>	<b>18.0</b>	<b>13.2</b>	<b>24.9</b>	<b>24.4</b>	<b>592,950</b>	<b>8,593</b>	<b>107,632</b>	<b>15,906</b>	<b>80,529</b>	<b>41,856</b>	<b>19,761</b>	<b>76,450</b>	<b>32,982</b>	<b>99.95</b>	<b>1.6</b>	<b>23,436</b>
Atlantic City.....	46.0	19.73	157,998	8,008						274,247	13,900	31,826	7,629	40,079	33,066	11,088	29,150	8,087			
Atlantic City Metro Area.....	187.7	69.00	746,893	10,825	11.1	18.0	13.2	24.9	24.4	592,950	8,593	107,632	15,906	80,529	41,856	19,761	76,450	32,982	99.95	1.6	23,436
<b>BERGEN F-2</b>	<b>900.6</b>	<b>293.91</b>	<b>5,451,190</b>	<b>18,547</b>	<b>3.0</b>	<b>6.8</b>	<b>7.8</b>	<b>26.2</b>	<b>53.3</b>	<b>2,470,591</b>	<b>8,406</b>	<b>602,174</b>	<b>55,873</b>	<b>456,299</b>	<b>147,958</b>	<b>127,065</b>	<b>501,542</b>	<b>172,771</b>	<b>518.90</b>		
Bergenfield.....	28.4	9.29	175,322	18,872						71,266	7,671	24,316	1,266	1,860	7,295	2,887	21,413	3,329			
Dumont.....	22.2	6.88	92,766	13,483						23,385	3,399	6,576	1,055	288	774	526	6,720	3,180			
Englewood.....	24.4	8.52	174,698	20,504						104,410	12,255	13,959	1,905	1,818	7,938	4,563	59,160	7,741			
Fair Lawn.....	38.0	12.40	249,512	20,122						71,387	5,757	27,639	1,738	2,055	1,668	3,379	9,205	5,520			
Fort Lee.....	41.5	17.67	289,573	16,388						89,987	5,093	38,788	1,755	1,220	2,074	2,423	7,105	10,941			
Garfield.....	30.7	11.41	141,053	12,362						85,587	7,501	18,782	1,157	4,612	357	2,189	21,514	4,052			
Hackensack.....	37.2	14.82	209,953	14,138						247,785	16,686	25,491	2,922	97,115	22,257	9,926	67,850	6,685			
Lodi.....	25.4	8.89	120,340	13,537						60,949	6,856	24,778	1,143	3,416	265	5,267	3,569	4,212			
Lyndhurst Township.....	22.9	7.72	113,133	16,662						33,078	4,285	7,262	1,098	541	193	1,212	13,840	3,054			
New Milford.....	20.4	6.79	110,650	10,340						23,047	3,394	13,482	1,230	2,307	270	1,674	1,676	1,815			
Paramus.....	31.2	8.39	170,650	20,340						480,177	57,232	37,880	1,790	266,028	54,424	32,936	37,549	9,763			
Ridgewood.....	27.9	8.69	246,780	28,398						102,888	11,840	18,046	2,990	266,028	54,424	32,936	37,549	9,763			
Rutherford.....	21.9	7.68	119,900	15,612						49,513	6,447	15,142	1,187	2,133	4,842	771	12,686	5,447			
Teaneck Township.....	42.0	13.57	119,900	15,612						75,693	5,578	33,569	2,757	658	2,812	3,872	992	6,712			
<b>BURLINGTON D-8†</b>	<b>349.7</b>	<b>97.26</b>	<b>1,526,552</b>	<b>15,696</b>	<b>4.3</b>	<b>10.6</b>	<b>10.9</b>	<b>30.1</b>	<b>40.2</b>	<b>644,609</b>	<b>6,628</b>	<b>140,247</b>	<b>12,136</b>	<b>121,948</b>	<b>23,709</b>	<b>25,482</b>	<b>138,674</b>	<b>54,047</b>	<b>99.59</b>	<b>3.7</b>	<b>29,142</b>
New Hanover.....	26.7	7.83	152,652	15,696						64,416	4,973	3,787		20,381	137	506	1,081	1,526			
Willingboro.....	52.5	12.15	2,056,192	13,293						1,345,790	8,700	236,409	24,092	260,038	48,565	65,616	234,142	77,290	220.30	1.1	4,749
<b>CAMDEN C-9†</b>	<b>481.2</b>	<b>154.68</b>	<b>2,056,192</b>	<b>13,293</b>	<b>6.0</b>	<b>12.2</b>	<b>11.9</b>	<b>29.9</b>	<b>34.4</b>	<b>2,600,018</b>	<b>7,614</b>	<b>49,406</b>	<b>5,472</b>	<b>47,341</b>	<b>9,503</b>	<b>15,106</b>	<b>66,985</b>	<b>13,891</b>			
Camden.....	101.2	34.15	318,644	9,331						135,249	11,327	22,326	1,577	21,204	3,145	13,429	26,757	6,378			
Cherry Hill.....	72.5	20.79	273,435	10,635						218,682	8,506	54,060	4,972	18,792	6,926	7,188	31,196	14,295	33.20	5	3,256
Gloucester Township.....	28.9	8.26	170,650	20,340						323,005	7,651	76,789	6,826	50,884	15,034	19,094	61,384	19,235	69.41	2.1	41,277
Pennsauken Township.....	36.8	11.94	197,343	12,365						83,146	12,015	20,514	2,218	8,012	5,005	3,771	20,300	5,837			
<b>CAPE MAY D-11†</b>	<b>68.2</b>	<b>25.71</b>	<b>273,435</b>	<b>10,635</b>	<b>12.8</b>	<b>20.7</b>	<b>13.0</b>	<b>23.1</b>	<b>22.0</b>	<b>47,750</b>	<b>6,258</b>	<b>14,589</b>	<b>990</b>	<b>2,968</b>	<b>2,693</b>	<b>2,766</b>	<b>9,728</b>	<b>3,279</b>			
Bridgeton.....	20.1	6.92	141,249	11,597						157,774	9,886	31,559	3,327	49,462	6,970	7,841	29,012	7,019			
Millville.....	21.7	7.63	90,954	11,921						323,005	7,651	76,789	6,826	50,884	15,034	19,094	61,384	19,235	69.41	2.1	41,277
Vineland.....	51.3	15.96	197,343	12,365						323,005	7,651	76,789	6,826	50,884	15,034	19,094	61,384	19,235	69.41	2.1	41,277
Vineland—Millville—Bridgeton Metro Area.....	130.4	42.22	481,199	11,397	8.2	16.4	13.7	29.8	24.3	323,005	7,651	76,789	6,826	50,884	15,034	19,094	61,384	19,235	69.41	2.1	41,277
<b>ESSEX E-4</b>	<b>932.9</b>	<b>319.70</b>	<b>4,536,365</b>	<b>14,189</b>	<b>7.6</b>	<b>13.2</b>	<b>10.5</b>	<b>24.9</b>	<b>36.5</b>	<b>2,331,496</b>	<b>7,293</b>	<b>539,392</b>	<b>63,324</b>	<b>339,544</b>	<b>191,657</b>	<b>119,849</b>	<b>453,731</b>	<b>127,443</b>	<b>528.52</b>		
Belleville.....	40.0	13.78	169,504	12,301						67,565	4,903	17,734	1,656	2,656	1,580	3,537	25,204	4,873			
Bloomfield.....	53.0	19.27	273,092	14,172						119,207	6,186	39,418	3,426	3,991	10,858	5,855	20,099	9,127			
East Orange.....	74.4	29.90	379,248	12,684						165,164	5,524	45,596	4,209	16,843	11,851	6,761	37,113	10,919			
Irvington.....	59.9	25.09	285,382	11,374						149,203	5,947	39,659	4,622	6,308	12,969	6,032	40,807	8,642			
Livingston.....	32.0	8.94	221,892	14,484						60,228	7,309	16,327	1,482	257	1,230	1,013	21,270	7,477			
Maplewood Township.....	24.9	8.24	132,601	8,655						132,601	8,655	21,416	4,742	16,400	9,608	8,711	49,070	5,000			
Millburn Township.....	21.7	7.30	958,841	7,631						958,841	7,631	187,287	25,749	203,393	88,797	57,361	142,671	40,404			
Montclair.....	43.7	15.32	1,018,827	15,844						5,165,866	7,496	1,210,006	135,780	723,176	345,506	306,613	1,044,733	328,302	1,131.57		
Newark.....	374.6	125.65	1,216,165	9,679						50,533	4,606	16,645	1,470	3,133	3,031	3,441	4,606	5,956			
Newark Metro Area.....	2,092.7	689.13	10,918,827	15,844	5.1	10.2	9.4	26.4	43.9	86,946	7,138	21,982	3,465	3,327	7,414	5,883	18,681	5,591			
Nutley.....	32.5	10.97	171,612	15,644						115,554	6,566	22,770	2,080	24,815	6,492	1,734	10,931	7,557			
Orange.....	31.1	12.18	141,249	11,597						309,490	5,566	77,852	8,065	15,577	8,632	14,608	90,022	27,080	75.08	3.9	39,199
West Orange.....	53.9	17.60	311,474	17,697						1,227,551	5,623	328,038	30,964	149,638	108,734	72,754	178,639	76,054	282.82		
<b>GLOUCESTER B-9</b>	<b>182.3</b>	<b>55.60</b>	<b>719,377</b>	<b>12,938</b>	<b>5.2</b>	<b>11.4</b>	<b>13.0</b>	<b>3</b>													



# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Population Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)							
			Per Household (\$000)	% Distribution of Families					Total Retail Sales Per Household (\$000)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mdis. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)			
Piscataway Township..	41.1	12.29	154,890	14,965	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....				
Sayreville.....	35.3	10.35	154,890	14,965	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....				
South Plainfield.....	21.9	6.09	97,855	16,068	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....				
Woodbridge Township.....	104.0	30.36	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....				
MONMOUTH F-61.....	487.2	150.01	2,323,974	15,492	5.6	11.4	10.0	26.6	41.5	1,125,658	7,504	274,351	25,429	178,735	58,637	45,530	222,849	73,948	222.13	3.2	26,943	
Asbury Park.....	16.2	6.84	60,115	8,789	.....	.....	.....	.....	.....	102,845	15,036	11,040	1,861	16,802	19,040	6,013	.....	.....	.....	.....	.....	
Hazlet Township.....	24.1	6.26	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Howell Township.....	24.9	7.12	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Long Branch.....	33.1	11.97	154,437	12,902	.....	.....	.....	.....	.....	62,539	5,225	15,401	2,642	3,267	3,396	3,364	14,730	4,533	.....	.....	.....	
Long Branch-Asbury Park Metro Area.....	487.2	150.01	2,323,974	15,492	5.6	11.4	10.0	26.6	41.5	1,125,658	7,504	274,351	25,429	178,735	58,637	45,530	222,849	73,948	222.13	.....	.....	
Middletown Township.....	60.0	16.53	.....	.....	.....	.....	.....	.....	.....	136,107	8,234	63,274	4,603	45,095	1,262	.....	.....	.....	.....	.....	.....	
Neptune Township.....	29.7	9.79	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
MORRIS E-31.....	405.8	123.18	2,215,878	17,989	2.4	6.0	8.0	28.1	53.0	863,500	7,010	228,075	21,538	118,320	30,792	49,230	169,520	66,251	177.25	1.5	7,496	
Parsippany-Troy Hills Township.....	63.6	19.75	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
OCEAN E-81.....	246.6	85.70	963,330	11,241	9.6	16.9	13.7	27.7	25.2	540,632	6,308	132,445	13,101	48,049	17,635	26,221	117,483	39,908	75.25	.....	.....	4,461
Brick Township.....	40.4	12.97	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Dover Township.....	51.0	17.08	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Lakewood Township.....	27.8	10.43	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
PASSAIC E-2.....	466.5	155.93	2,178,043	13,968	6.1	11.8	11.4	29.0	36.3	1,364,955	8,754	257,238	26,080	188,798	77,117	66,055	230,336	71,101	251.86	.....	.....	713
Clifton.....	81.8	29.51	469,133	15,897	.....	.....	.....	.....	.....	174,606	5,917	49,056	3,928	7,498	4,107	3,538	49,295	16,216	.....	.....	.....	
Passaic.....	54.8	20.38	233,047	11,435	.....	.....	.....	.....	.....	283,843	13,928	31,784	3,663	14,647	28,916	15,049	20,461	5,097	.....	.....	.....	
Paterson.....	159.0	55.66	575,839	10,346	.....	.....	.....	.....	.....	370,286	6,653	70,886	9,287	56,553	31,022	29,190	96,024	17,789	.....	.....	.....	
Paterson Clifton-Passaic Metro Area.....	466.5	155.93	2,178,043	13,968	6.1	11.8	11.4	29.0	36.3	1,364,955	8,754	257,238	26,080	188,798	77,117	66,055	230,336	71,101	251.86	.....	.....	
Wayne Township.....	54.5	15.62	.....	.....	.....	.....	.....	.....	.....	122,752	7,859	29,378	2,266	38,355	4,332	6,221	27,937	8,446	.....	.....	.....	
SALEM B-9.....	64.2	21.07	249,093	11,822	6.7	14.0	14.3	33.1	25.2	133,733	6,347	28,016	2,239	3,839	4,540	6,457	34,620	17,716	38.52	3.8	37,131	
SOMERSET D-5.....	204.6	62.33	1,144,443	18,361	2.5	5.7	7.3	27.0	54.7	495,126	7,944	121,267	13,399	90,717	23,071	20,584	96,035	34,077	82.56	2.5	6,755	
Bridgewater Township.....	34.1	9.46	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Franklin Township.....	33.2	9.75	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
North Plainfield.....	23.1	8.53	135,249	15,856	.....	.....	.....	.....	.....	55,175	6,468	9,413	630	9,965	2,720	5,915	21,624	5,223	.....	.....	.....	
SUSSEX D-2.....	85.3	26.61	367,203	13,799	4.5	11.1	12.6	31.6	35.6	163,808	6,156	46,049	3,616	17,414	5,107	5,676	34,977	11,971	35.01	3.8	17,251	
UNION E-41.....	549.4	183.92	3,022,141	16,432	4.1	8.7	9.3	27.6	46.5	1,475,744	8,024	321,272	37,519	174,595	99,986	116,950	325,447	100,531	343.24	.....	.....	4,594
Cranford Township.....	27.4	8.36	.....	.....	.....	.....	.....	.....	.....	35,931	4,298	5,956	1,459	658	2,119	1,573	5,436	.....	.....	.....	.....	
Elizabeth.....	114.4	41.54	518,827	12,490	.....	.....	.....	.....	.....	280,218	6,746	69,678	9,858	25,377	25,232	16,752	65,504	14,719	.....	.....	.....	
Hillside Township.....	21.3	7.36	.....	.....	.....	.....	.....	.....	.....	37,555	5,103	4,724	1,038	762	744	10,626	3,883	5,187	.....	.....	.....	
Linden.....	41.4	14.17	198,349	13,998	.....	.....	.....	.....	.....	110,980	7,832	23,434	1,966	1,442	5,675	13,923	33,718	6,176	.....	.....	.....	
Plainfield.....	48.1	16.26	225,832	13,889	.....	.....	.....	.....	.....	194,105	11,938	25,757	4,304	59,419	12,705	15,223	46,661	8,819	.....	.....	.....	
Rahway.....	30.8	10.51	146,216	13,912	.....	.....	.....	.....	.....	82,993	7,897	18,780	1,913	1,823	3,169	17,350	18,777	4,985	.....	.....	.....	
Roselle.....	22.8	7.73	107,371	13,890	.....	.....	.....	.....	.....	28,587	3,698	11,341	1,191	1,562	992	1,583	853	3,382	.....	.....	.....	
Scotch Plains Township.....	23.4	6.89	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Summit.....	23.1	8.00	210,091	26,261	.....	.....	.....	.....	.....	83,366	10,421	15,925	2,602	2,771	9,206	3,726	36,224	4,589	.....	.....	.....	
Union Township.....	52.9	18.32	.....	.....	.....	.....	.....	.....	.....	249,228	13,604	56,154	3,362	47,159	12,040	14,047	55,799	18,295	.....	.....	.....	
Westfield.....	34.1	10.55	252,771	23,959	.....	.....	.....	.....	.....	107,634	10,202	20,757	2,453	6,493	10,197	4,526	35,906	5,453	.....	.....	.....	
WARREN C-3.....	76.3	25.48	327,585	12,857	6.0	13.1	12.7	31.7	31.4	173,846	6,823	55,559	3,074	10,623	5,553	7,071	30,336	16,886	42.05	2.5	18,392	

## NEW JERSEY

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### ASBURY PARK (1 AM; 1 FM)

Plus 1 paid duplicate.  
Monmouth County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### W A D B (FM)

1968

### POINT PLEASANT



(This is a paid duplicate of the listing appearing under Point Pleasant, N. J.)  
Media Code 4 231 6490 4.00  
Pleasant Broadcasters, 1715 F Street, South Belmar, N. J. 07719. Phones 201-681-3800, 892-4300, 531-0050.

**STATION'S PROGRAMMING DESCRIPTION**  
WADB (FM): Programmed for adults and young adults.  
MUSIC 85%: 24 hour continuous, M-Sun, featuring standards, showtunes, middle-of-the-road, film music, semi-classic, Swing music, NEWS: Live 5 min news, local, national, international, stocks, sports every hour. Live 2 min weather, local national and appropriate seasonal sports information every hour on half hour. Public service announcements aired if appropriate. Includes school closings, road conditions, editorials. Religious program, 8:30-8:45 am every Sun. COMMERCIAL POLICY: average 12 commercial minutes per hour. Station has ability to provide remote broadcasts. Contact Representative for further details. Rec'd 9/4/73.

### 1. PERSONNEL

President—Adamant Brown.  
General Manager—Manny Kellern.  
Sales Manager—William R. Stark.

### 2. REPRESENTATIVES

Radio Partners, Inc.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.  
Contracts: 40a, 42a, 43, 45, 46, 47a, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62c.  
Cancellation: \*70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
(\* Termination can be effective after 28 days from start of program.  
Rateholder: Minimum 4 broadcasts per week.

### TIME RATES

ET 7/1/74—Rec'd 6/6/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.  
B—Midnight-8 am.

### 6. SPOT ANNOUNCEMENTS

PER YEAR:	1 MINUTE					
	1x	52x	104x	156x	260x	500x
AA	15.50	12.75	12.00	11.00	10.50	9.50
A	13.25	11.75	10.75	9.75	9.00	8.00
30 SECONDS						
AA	10.50	10.00	9.00	8.25	7.75	6.50
A	9.00	8.75	7.75	7.00	6.50	6.00

### 7. PACKAGE PLANS

7 DAYS, DAILY, ROS: 5 ti 10 ti  
1 min..... 320 600  
30 sec..... 250 475

### 8. PROGRAM TIME RATES

2 min.....	CLASS AA				
	1x	52x			

# NEW JERSEY

## Atlantic City—WAYV—Continued

4. AGENCY COMMISSION 15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12c, 13b, 14b, 15a, 15d.  
Basic Rates: 20a, 21a, 22a, 23a, 28b, 29b, 30, 33d.  
Contracts: 40a, 41, 43, 44b, 45, 46, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 7/1/74—Rec'd 8/19/74.

6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti  
6 am-midnight: 16 15 14 13 12  
30 sec/less: 80% of 1-min.

## W F P G

1940  
ATLANTIC CITY



Media Code 4 231 0735 8.00

Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-348-4646.

### STATION'S PROGRAMMING DESCRIPTION

WFGP: Programmed for adults.  
NEWS: on hour followed by local news provided by 3 local newsmen from 2 equipped mobile units. 1 mobile unit has studio facilities for store openings. News periods followed by personalities playing standards and middle-of-the-road music. Station participates in community fund raising activities with heavy emphasis on community involvement. Programs include daily report by executive director of chamber of commerce, feature race, 3 direct broadcasts from weather bureau, 4 hours of music nightly, when not in baseball. Contact Representative for further details. Rec'd 8/21/74.

1. PERSONNEL  
President—Daniel Diener.  
General Manager—Catherine Clark.  
Commercial Manager—Bill Rosenfelt.
2. REPRESENTATIVES  
PICO Time Sales, Inc.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1,450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15% time only.
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 8.  
Basic Rates: 22a, 23a, 24b, 26, 28a, 29a.  
Contracts: 45, 46.  
Comb.: Cont. Discounts: 61a, 61b, 62b, 62e.  
Cancellation: 71a.  
Affiliated with CBS.

### TIME RATES

ET 5/1/73—Rec'd 6/22/73.

- AA—6-9 am & 4-7 pm.  
A—All other times.
6. SPOT ANNOUNCEMENTS  
CLASS A, 1 MIN: 1 wk 26 wk 52 wk  
1 ti 11.77 10.60 9.40  
6+ 10.60 9.40 8.24  
30 sec: 80% of 1-min.  
Class AA: Per spot extra 1.00.

## W F P G-FM

1962  
ATLANTIC CITY



Media Code 4 231 0736 6.00

Eastern Broadcasting Co., Steel Pier, Atlantic City, N. J. 08401. Phone 609-348-4646.  
See affiliated AM station for additional information.

1. PERSONNEL  
Commercial Manager—Cole Leaming.
3. FACILITIES  
ERP: 50,000 w.; 96.9 mc. Stereo.  
Operating schedule: 24 hours daily.  
Antenna ht.: 360 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

### TIME RATES

ET 5/1/73—Rec'd 6/22/73.

- AA—6-9 am & 4-7 pm.  
A—All other times.
6. SPOT ANNOUNCEMENTS  
CLASS A, 1 MIN: 1 wk 26 wk 52 wk  
1 ti 11.77 10.60 9.40  
6+ 10.60 9.40 8.24

## WGRF

1974  
PLEASANTVILLE



Media Code 4 231 0858 8.00

WMID, Inc., Ohio & Murray Ave., Atlantic City, N. J. 08404. Phone 609-344-5113.  
See affiliated AM station for additional information.  
AM facilities: WMID.

STATION'S PROGRAMMING DESCRIPTION  
WGRF: MUSIC: Popular MOIL. News, weather & shoreline reports. Contact Representative for further details. Rec'd 7/12/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Robert F. Johnstone.
3. FACILITIES  
ERP 3,000 w.; 99.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 308 ft. above average terrain.

### TIME RATES

No. 1 ET—Rec'd 8/21/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 6 ti 12 ti 18 ti  
1 min 8 7 6  
30 sec: 80% of 1-min.

## WLDB

1955  
ATLANTIC CITY

Media Code 4 231 0980 0.00

Atlantic City Broadcasting Co., Box 898, Penn-Atlantic Hotel, Atlantic City, N. J. 08404. Phone 609-344-6373.

### STATION'S PROGRAMMING DESCRIPTION

WLDB: Programmed for adults and general interest.  
NEWS: network news on hour, followed by live local weather bureau forecasts. Local news 9:35 am, 10:35 am & 2:35 pm. Local reporter reports and tape pickups as they occur. Live voice reports direct from New York Stock Exchange, market prices 12:05 pm, 1:05 pm & 6:05 pm. Local fire alarm reports. Network sports, features and events. Daily remote broadcasts. MUSIC: 60% standards and middle-of-the-road, 30% country and western, 10% showtunes and classical music throughout day and evening hours. SPORTS: daily live voice race results direct from 5 different tracks at 6:30 pm. Contact Representative for further details. Rec'd 1/29/68.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Leroy Bremmer.  
Bus. & Com'l Mgr.—Dorothy Bremmer.
2. REPRESENTATIVES  
Charles Bernard Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.

### 4. AGENCY COMMISSION

None: all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 48.  
Comb.: Cont. Discounts: 60b.  
Cancellation: 71b.  
Affiliated with NBC.  
Member: Country Music Network.

### TIME RATES

No. 7 ET 12/1/67—Rec'd 1/10/73.

6. SPOT ANNOUNCEMENTS  
BTA: 1x 25x 50x 100x 250x 500x 750x 1000x  
1 min. 4.50 4.25 4.00 3.85 3.75 3.50 3.25 3.00  
30 sec 3.50 3.25 3.00 2.85 2.75 2.50 2.25 2.00  
10 sec 2.50 2.25 2.00 1.85 1.75 1.50 1.25 1.00

7. PACKAGE PLANS  
PER WK: 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti 75 ti 100+  
1 min. 4.00 3.85 3.75 3.60 3.55 3.50 3.25 3.00  
30 sec 3.00 2.95 2.90 2.85 2.75 2.65 2.60 2.50  
10 sec 2.00 1.95 1.90 1.85 1.75 1.65 1.60 1.50

### 10. SPECIAL FEATURES

MINIMUM 5 PER WK:  
Monitor Weekends 5.00 4.00  
Newcast adjacencies 6.00 5.00  
Emphasis adjacencies 5.00 4.00  
Weather Bureau forecasts 6.00  
Wall Street Market prices 5.00  
Race results 6.00  
Grand Ole Opry 5.00 4.00  
Hillbilly Jamboree 4.50 3.50

### DISCOUNT

13 wk—5% 26 wk—7-1/2% 52 wk—10%

## WMGM (FM)

1961  
ATLANTIC CITY



A Green Group Station

Media Code 4 231 1225 9.00  
South Jersey Radio, Inc., 15 S. Shore Rd., Linwood, N. J. 08221. Phone 609-641-1400.

1. PERSONNEL  
Executive Vice-President—Howard L. Green.  
General Manager—Jack J. Kessler.  
Program Director—Ralph Vogel.

2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Philadelphia—Selective Broadcast Advertising, Inc.

3. FACILITIES  
ERP 20,000 w.; 103.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION  
None: all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: WOND.  
Affiliated with ATA Radio Network.

### TIME RATES

ET 11/1/73—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS  
1 wk 13 wk 26 wk 52 wk  
7 ti 8.50 8.00 7.50 7.00  
14 ti 8.25 7.85 7.00 6.35  
21 ti 8.00 6.50 6.00 5.50  
30 sec: 80% of 1-min.

## WMID

1947  
ATLANTIC CITY

A Merv Griffin Station



Media Code 4 231 1470 1.00

WMID, Inc., Ohio & Murray Ave., Atlantic City, N. J. 08104. Phone 609-344-5113.

STATION'S PROGRAMMING DESCRIPTION  
WMID: Programmed for housewives and commuters. MUSIC: controlled play of current hits featured 24 hours a day. All-time million sellers played during housewife hours. Telephone talk show 12:10-1 pm, M-F. 3 man local news department integrated with network news at :55. Extra news scheduled at :25

during commuter hours. 2 radio equipped mobile news units 2 portable FM transmitters available for remote broadcasts from shopping centers, civic affairs, etc. Contact Representative for further details.  
Rec'd 2/2/71.

1. PERSONNEL  
President—Merv Griffin.  
General Manager—Robert F. Johnstone.

2. REPRESENTATIVES  
McGraw-Hill, Inc.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WGRF.  
Affiliated with American Contemporary Network.

### TIME RATES

ET 6/1/68—Rec'd 4/22/68.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.
6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti  
AA 15 14 13 12 11  
A 13 12 11 10 9  
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS  
IMPACT PLAN  
(1/2 AA, 1/2 A)  
1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti  
Per wk 12 11 10 9 8  
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

- CONSECUTIVE WEEKS DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

10. SPECIAL FEATURES  
News Broadcasts: Add 10% to rate.

## WOND

1950  
PLEASANTVILLE



A Green Group Station

Media Code 4 231 1715 9.00  
South Jersey Radio, Inc., Old Turnpike, Pleasantville, N. J. 08232. Phone 609-641-1400.

### STATION'S PROGRAMMING DESCRIPTION

WOND: Programmed for young adults.  
AIR PERSONALITIES featured all day. NEWS: 3 min every hour at :55. 6-9 am middle-of-the-road music with appeal to commuters, weather information, quips, sports. 9 am-noon programmed for housewives, current hits with adult appeal, housewife hints, and quizzes. Noon-3 pm current hits with adult appeal mixed with standards. 3-6 pm programmed for commuters, featuring stock market news, sports, weather, and traffic reports. 6-9 pm current hits programmed for young adults. 9 pm-12M telephone call-in show. 12M-6 am current hits with adult appeal and standards. Contact Representative for further details. Rec'd 2/21/68.

1. PERSONNEL  
Executive Vice-President—Howard L. Green.  
General Manager—Jack J. Kessler.  
Program Director—Ralph Vogel.

2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Philadelphia—Selective Broadcast Advertising, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WMGM (FM).  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 9 ET 11/1/70—Rec'd 10/21/70.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.  
B—Mon thru Sun 7-9 pm; Tues thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 15.00 12.00 9.00 8.50 8.00  
A 12.00 10.00 8.00 7.50 7.00  
B 9.00 7.00 5.00 4.50 4.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES  
NEWS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
5 min 18.00 15.00 12.00 11.50 11.00

### DISCOUNT

52 wk—10%.

## WRNJ (FM)

1974  
WAYV

1976  
WAYV

- NOTE: The call letters of this station have been changed to:

## BLAIRSTOWN

Warren County—Map Location C-3  
See BRDS consumer market map and data at beginning of the State.

## WFMV (FM)

1973



Media Code 4 231 2082 3.00

Warren Broadcasting Co., Box 428, Hope & Blairstown twns., Blairstown, N. J. 07825. Phone 201-362-8221.

### STATION'S PROGRAMMING DESCRIPTION

WFMV (FM): Solid gold.

1. PERSONNEL  
Owner & Gen'l Mgr.—Nick DeRienzo.

2. REPRESENTATIVES  
Grant Webb & Company, Inc.

3. FACILITIES  
ERP 275 w. (horiz.), 275 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,840 ft. above average terrain.

4. AGENCY COMMISSION  
None; agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations  
AM facilities: WCBV, Washington.

### TIME RATES

ET—Rec'd 6/25/73.

6. SPOT ANNOUNCEMENTS  
(Mon thru Sat 6 am-6 pm)  
1x 26x 52x 260x 500x  
1 min 10.00 9.00 7.00 6.00 5.00  
30 sec 9.00 8.00 6.00 5.00 4.50  
(Mon thru Sat 6 pm-6 am)  
1 min 9.00 8.00 7.00 5.00 4.00  
30 sec 8.00 7.00 6.00 4.00 3.50  
(Sun all day)  
1 min 8.00 6.00 4.00 3.50  
30 sec 7.50 6.50 5.50 3.50 3.00

10. SPECIAL FEATURES  
5 MINUTE NEWS  
MON THRU SAT: 1x 26x 52x 260x 500x  
6 am-6 pm 15 13 11 10 8  
7 pm-5 am 13 11 10 8 7  
All day Sun 10 8 6 5 4  
News equipment charge, extra 10%.

## BRIDGETON (1 AM; 1 FM)

Cumberland County—Map Location C-11  
See BRDS consumer market map and data at beginning of the State.

## WSNJ

1937



Subscriber to the NAB Radio Code  
Media Code 4 231 2205 0.00  
Eastern States Broadcasting Corp., Bridgeton, N. J. 08302. Phone 609-451-2930.

### STATION'S PROGRAMMING DESCRIPTION

WSNJ: Adult general interest programming.

1. PERSONNEL  
Vice-Pres. & Sales Mgr.—Edward Bold.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6:00 am-midnight. EST.

4. AGENCY COMMISSION  
15% on net time charges only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: National AgRadio Groups, Inc.

### TIME RATES

Rates effective March 1, 1964. (Card No. 13.)  
Card received December 30, 1963.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 18 sec  
1 ti 10.00 8.00 7.00  
13 ti 9.50 7.50 6.50  
26 ti 9.00 7.00 6.00  
52 ti 8.50 6.50 5.50  
104 ti 8.00 6.00 5.00  
156 ti 7.50 5.50 4.50  
260 ti 7.25 5.25 3.75  
312 ti 7.00 5.00 3.50

## WSNJ-FM

1946



Subscriber to the NAB Radio Code  
Media Code 4 231 2206 8.00  
Eastern States Broadcasting Corp., Bridgeton, N. J. 08302. Phone 609-451-2930.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 15,200 w.; 107.7 mc.  
Operating schedule: simulcast with AM 8:00 am-noon; separately from noon-midnight.  
Antenna ht.: 484 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations.  
Affiliated with MBS.

### TIME RATES

Rates effective March 1, 1964. (Card No. 13.)  
Card received February 28, 1964.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 1 min 30 sec  
1 ti 5.10 3.00 2.50 ti 4.35 2.55  
50 ti 4.80 2.85 500 ti 4.05 2.40  
100 ti 4.65 2.70 1000 or more 3.75 2.35

## CAMDEN (2 AM)

Camden County—Map Location C-9  
See BRDS consumer market map and data at beginning of the State.

## WCAM

1976



**Camden—W C A M—Continued**

2. **REPRESENTATIVES**  
Charles Bernard Co., Inc.
3. **FACILITIES**  
1,000 w. days. 250 w. nights: 1310 kc.  
Non-directional  
Operating schedule: 24 hours daily, EST.
4. **AGENCY COMMISSION**  
15% time only.

5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 3a, 3b, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22b, 23a, 25a, 28a, 28c, 29a.  
Contracts: 40a, 44a, 44b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 61b.  
Cancellation: 70a, 71a, 73a, 73b.

**TIME RATES**  
ET 7/17/73—Rec'd 7/19/73.

6. **SPOT ANNOUNCEMENTS**  
EA: 1x 90x 180x 270x 360x 450x 540x 1000x  
1 min 12.50 12.00 11.50 11.00 10.50 10.00 9.50 8.00  
30 sec 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50  
10 sec 6.25 6.00 5.75 5.50 5.25 5.00 4.75 4.00

7. **PACKAGE PLANS**  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min 11.50 11.00 10.50 10.00 9.50 8.00  
30 sec 9.00 8.50 8.00 7.50 7.00 6.50  
10 sec 5.75 5.50 5.25 5.00 4.75 4.00  
Minimum: 10 wks.

8. **PROGRAM TIME RATES**  
1 hr 1x 52x 104x 156x 208x 260x  
1/2 hr 135 135 125 115 105 95  
1/4 hr 95 90 75 70 65 60  
5 min 25 24 23 22 21 20

**WTMR**

1948  
Media Code 4 231 2695 2.60  
Roberts Broadcasting Co., 2775 Mt. Ephriam Ave., Camden, N. J. 08104. Phone 609-962-8300. Philadelphia phone 215-928-4188.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Tommy Roberts.  
General Sales Manager—Milt Stevens.
3. **FACILITIES**  
5,000 w. days; 800 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
4. **AGENCY COMMISSION**  
15/0 time only; monthly.
5. **GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10g, 12h.  
Basic Rates: 20a, 21d, 22b, 23a, 25a.  
Contracts: 40c, 41, 42a, 46.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Affiliated with MBS.

**TIME RATES**  
No. 4 ET 5/1/74—Rec'd 4/4/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

6. **SPOT ANNOUNCEMENTS**  
PER WK, FIXED, 1 MIN:

	1 ti	12 ti	16 ti	24 ti
AAA	15.00	33.60	32.20	30.80
AA	15.00	29.40	28.00	25.20
A	15.00	22.40	19.60	18.20

(\*) Introductory rate, maximum use 1-6 ti.

7. **PACKAGE PLANS**  
1/3AAA, 1/3AA, 1/3A  
UNIT 6 PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min 15.00 28.00 25.20 22.40  
(\*) Introductory rate, maximum use 1-6 ti.

10. **SPECIAL FEATURES**  
NEWSCASTS  
PER WK, NON THRU SAT: AAA AA A  
5 min 210 188 150

**CANTON**

Salem County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

See Salem (including Conton)

**CAPE MAY**

Cape May County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.

**WRIO (FM)**

1972  
Media Code 4 231 2800 8.00  
Cape Christian Broadcasters, Inc., Box 258, Rio Grande, N. J. 08242. Phones 609-886-9000, 8008.

1. **PERSONNEL**  
Station Manager—William Lamont.
3. **FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 145 ft. above average terrain.
4. **AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
No. 2 ET 9/1/74—Rec'd 8/2/74.

6. **SPOT ANNOUNCEMENTS**  
1x 13x 104x 156x 208x 260x  
1 min 3.50 3.00 2.75 2.50 2.00  
30 sec 2.75 2.25 2.00 1.75 1.50  
10 sec 1.75 1.50 1.40 1.25 1.00

7. **PACKAGE PLANS**  
PER WK, EA: 10 ti 20 ti 30 ti  
1 min 3.00 2.60 2.30  
30 sec 2.25 1.95 1.65

10. **SPECIAL FEATURES**  
PER WK: 1 wk 5 wk 14-52  
Newscasts 40 35 30  
Local News & weather 35 30 25  
Incl 1-min open, 1 30-sec close, based on 6 days a wk, same time each day.

October 1, 1974

**DOVER (1 AM; 1 FM)**

Morris County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WDHA-FM**

1961  
Drexel Hill Associates, Ltd.  
Media Code 4 231 2940 2.00  
Drexel Hill Associates, Ltd., State Hwy. 10, Dover, N. J. 07801. Phone 201-368-8424.

- STATION'S PROGRAMMING DESCRIPTION  
WDHA-FM: MUSIC: modern MOR 7:30 am-10 pm, jazz 10 pm-1 am. Big band music of 30's & 40's 8 pm-1 am Sat. NEWS: emphasis on local & regional with extended summaries at 7, 8, 9 am, noon & 10 pm. Contact Representative for further details. Rec'd 7/29/74.
1. **PERSONNEL**  
President—Peter L. Arrow.  
Vice-Pres. & Gen'l Mgr.—Robert A. Linder.  
Commercial Manager—F. Barry Farquhar.
2. **REPRESENTATIVES**  
Herbert E. Groskin & Co.

3. **FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.  
Quadrasonic.  
Operating schedule: 18 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**  
15% on time only.

5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 5, 8.  
Rate Protection: 10d, 14d, 15b.  
Basic Rates: 21a, 23a, 24b, 28a, 28c, 29a.  
Contracts: 40a, 42b, 45, 48, 50.  
Comb.: Cont. Discounts: 60a, 60i, 61b, 62d.  
Cancellation: 70c, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: WMTL, Morristown.  
Member: The Groskin Group.

**TIME RATES**  
No. 10 ET 7/1/70—Rec'd 2/21/72.

6. **SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min 20 19 18 17 16 15 14  
30 sec 16 15 14 13 12 11 10

**WRAN**

1964  
A Media Horizon Station  
Media Code 4 231 3185 3.00  
Jersey Horizons, Inc., Rt. 10 at Millbrook Ave., Dorer, N. J. 07801. Phone 201-368-1510.

1. **PERSONNEL**  
General Manager—J. Albert Wunder.  
Sales Manager—Richard J. Steitell.  
Program Director—Art Lewis.
3. **FACILITIES**  
10,000 w. days, 500 w. nights: 1510 kc. Directional.  
Operating schedule: 5:30-1 am EST.
4. **AGENCY COMMISSION**  
15/0 time only.
5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29b.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 8 ET 9/1/72—Rec'd 8/3/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—All other times.

7. **PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
AA 19 18 17 16 15  
A 17 16 15 14 13  
B 13 12 11 10 9  
Impact Plan—(1/2AA & 1/3A & B): 13  
12 per wk. on Tues. 14 24 per wk. ea. 13  
52 wk—10%  
CONSECUTIVE WEEK DISCOUNT

10. **SPECIAL FEATURES**  
Newscasts—2x applicable rate.  
News Participation—Applicable rate plus 2.00.  
(Q)

**EATONTOWN (1 AM; 1 FM)**

Monmouth County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

**WHTG WHTG-FM**

1957  
Media Code 4 231 3430 3.00  
Harold and Theo Gade, 1129 Hone Road, Ashbury Park, N. J. 07712. Phone 201-493-2000, 542-1410.

1. **PERSONNEL**  
General Manager—Mrs. Theo Gade.
2. **REPRESENTATIVES**  
PRO Time Sales, Inc.
3. **FACILITIES**  
Western States—Bill Dahlsten & Associates.  
500 w. days: 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.

Operating schedule: 6 am-midnight. EST.

4. **AGENCY COMMISSION**  
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Simulcast 6 am-local sunset.

**TIME RATES**  
ET 7/1/74—Rec'd 7/22/74.

6. **SPOT ANNOUNCEMENTS**  
1x 100x 300x 500x 1000x  
1 min 14.00 13.45 11.59 9.71 8.71  
30 sec 11.29 9.41 8.41 7.12 6.47  
15 sec 8.12 7.29 6.59 5.88 5.18

**EGG HARBOR CITY**

Atlantic County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**WRDR (FM)**

1971  
Media Code 4 231 3490 7.00  
Radio Radio, Inc., 182 N. White Horse Pike, Hammonton, N. J. 08037. Phone 609-561-1900.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—James N. Rodio.
3. **FACILITIES**  
ERP: 3,000 w.; 104.9 mc. Stereo.  
(operating schedule: EST.  
Antenna ht.: 280 ft. above average terrain.
4. **AGENCY COMMISSION**  
None; agencies add commission to rates shown.
5. **GENERAL ADVERTISING** See coded regulations  
AM facilities: WRDI, Hammonton.

**TIME RATES**  
No. 1 ET 9/15/71—Rec'd 10/28/71.

7. **PACKAGE PLANS**  
1-12 WK, PER WK: 6 ti 12 ti 18-4  
1 min 5.75 5.50 4.75  
30 sec 4.25 4.00 3.75  
10 sec 2.75 2.50 2.25  
13+ WK: 5.25 4.75 4.25  
30 sec 3.75 3.50 3.25  
10 sec 2.50 2.25 2.00

**IMPACT PLAN**  
1x 53x 156x 220x 520+  
1 min 5.25 5.00 4.50 4.25 4.00  
30 sec 3.75 3.50 3.25 3.00 2.50  
10 sec 2.50 2.25 2.00 1.75 1.50

10. **SPECIAL FEATURES**  
NEWS/SPORTS/WEATHER  
PER WK: 10 min 5 min  
5 days 16 12  
Minimum 13-wk contract.

**ELIZABETH**

Union County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WJDM**

1976  
Media Code 4 231 3550 8.00  
Radio Elizabeth, Inc., Box 1530, 9 Caldwell Pl., Elizabeth, N. J. 07201. Phone 201-965-1530.

- STATION'S PROGRAMMING DESCRIPTION  
WJDM: Programmed for adults and young adults.
1. **PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harry Anger.  
Sales Manager—Kenneth Holmberg.
3. **FACILITIES**  
600 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. **AGENCY COMMISSION**  
15/0 time only; payable 10th of month.
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1-A ET 9/1/74—Rec'd 9/4/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

6. **SPOT ANNOUNCEMENTS**  
PER WK, EA: 1 min 30 sec 1 min 30 sec  
6 ti 17.65 14.15 16.50 13.20  
12 ti 16.50 13.20 15.30 12.25  
18 ti 15.30 12.25 14.15 11.30  
24 ti 14.15 11.30 13.00 10.35  
30 ti 13.00 10.35 11.75 9.40  
10 sec: 50% of 1-min.

7. **PACKAGE PLANS**  
TOTAL AUDIENCE PLAN: Ea  
12 Plan (5AA, 7A) 14.70  
18 Plan (8AA, 10A) 13.50  
24 Plan (10AA, 14A) 12.35  
30 Plan (12AA, 18A) 11.20

10. **SPECIAL FEATURES**  
NEWS: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti  
-10 min 42 40 38  
-15 min 30 28 22 26 21 16  
-13 min 22 18 14 18 16 13  
(\*) Incl open & close & 2 1-min spots.  
(†) Incl open & close & 1 1-min spot.  
(‡) Incl open & 1 1-min spot.

**FRANKLIN**

Sussex County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**WSUS**

1965  
Media Code 4 231 3675 8.00  
Sussex County Stereo, Inc., Box 102, Franklin, N. J. 07416. Phone 201-827-2525.  
Other office: 19-21 High St., Newton, N. J. 07860.  
Phone 201-383-5714.

- STATION'S PROGRAMMING DESCRIPTION  
WSUS: Current hits & modern country music.
1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Peter M. Bardach.
3. **FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Operating schedule: 19 hours daily. EST.  
Antenna ht.: 1,610 ft. above average terrain.
4. **AGENCY COMMISSION**  
15/0 time only.

**NEW JERSEY**

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS & KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 6/1/73—Rec'd 7/10/73.  
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-9 pm; Sun noon-8 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—All other times.

6. **SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24+  
1 min 11.00 10.50 10.00 9.50  
30 sec 9.00 8.50 8.00 7.50

CLASS A  
1 min 10.00 9.50 9.00 8.50  
30 sec 8.00 7.50 7.00 6.50

CLASS B  
1 min 9.00 8.50 8.00 7.50  
30 sec 7.00 6.50 6.00 5.50

7. **PACKAGE PLANS**  
12, 18 or 24 spots per wk scheduled 1/3AA, A, B.  
Class B rates apply.

10. **SPECIAL FEATURES**  
Network news at 6:00—Applicable rate plus 1.00.  
High school news—Mon thru Fri 3:30, 3:50, 4:15 pm, 1 min flat 10.00.  
Farm news—Daily 5:30 and 7:30 am, 1 min flat 11.00.  
Weather reports—Daily 6-10 am, 1 min flat 11.00.  
Bob O'Brien sports—Mon thru Sat 6:30 am, 1 min flat 11.00.  
30 sec: 70% of 1-min. (CR)

**HACKENSACK**

Bergen County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

**HAMMONTON**

Atlantic County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

**WRDI**

1961  
Media Code 4 231 3820 3.00  
Radio Radio, Inc., 182 North White Horse Pike, Hammonton, N. J. 08037. Phone 609-561-1900.

- STATION'S PROGRAMMING DESCRIPTION  
WRDI: Modern Top.
1. **PERSONNEL**  
Pres. & Gen'l Mgr.—James N. Rodio.
3. **FACILITIES**  
1,000 w. days; 1580 kc.
4. **AGENCY COMMISSION**  
None; agencies add commission to rates shown.
5. **GENERAL ADVERTISING** See coded regulations  
FM facilities: WRDR (FM), Egg Harbor City.  
Member: National Airtadio Groups, Inc.

**TIME RATES**  
No. 3 ET 9/15/71—Rec'd 10/28/71.

6. **SPOT ANNOUNCEMENTS**  
PER WK: 1x 2x 52x 104x 156x 208x 312x 520x  
1 min 5.00 4.00 3.75 3.50 3.25 3.00 2.75 2.50  
30 sec 4.00 3.20 3.00 2.80 2.60 2.40 2.20 2.00

10. **SPECIAL FEATURES**  
HEADLINES  
PER YR: 1x 2x 52x 104x 156x 208x 312x 520x  
2 min 6.00 5.00 4.50 4.25 4.00 3.75 3.50 3.25

**LAKEWOOD**

Ocean County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

**WHLW**

1970  
Media Code 4 231 4075 5.00  
Mid-State Broadcasting Co., Box 1170, Lakewood, N. J. 08701. Phone 201-384-4400.

- STATION'S PROGRAMMING DESCRIPTION  
WHLW: Programmed for adults and young adults.  
MUSIC: contemporary, top 40. Personality oriented.  
Rec'd 6/23/74.
1. **PERSONNEL**  
General Manager—Seymour Abramson.  
Station Manager—Joey Reynolds.  
Sales Manager—Terrence Schlenk.

3. **FACILITIES**  
5,000 w. days; 1170 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**  
None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
ET 8/1/74—Rec'd 8/23/74.  
ROS, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 wk 15.00 14.05 12.40 11.40 10.65  
6 wk 14.70 13.75 12.13 11.15 10.50  
13 wk 14.35 13.45 11.90 10.90 10.40  
30 sec: 60% of 1-min, 15 sec: 60% of 30 sec.  
Fixed position, extra 20%.  
(Q)

## NEW JERSEY

### LONG BRANCH

Monmouth County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

#### WRLB (FM)

1950

Media Code 4 231 4165 4.00  
Long Branch Broadcasting Co., Inc., 156 Broadway,  
Long Branch, N. J. 07740. Phone 201-222-1071.  
STATION'S PROGRAMMING DESCRIPTION  
WRLB (FM): Programmed to mature taste.  
NEWS: local, state & national at :30 until 10 am  
and then at :60. MUSIC: MOB and oldies. Rec'd  
12/10/73.

#### 1. PERSONNEL

General Manager—John J. Mazzocco.  
Traffic—Irene Goclon.

#### 2. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Stereo.

Operating schedule: 6-4 am. EST.  
Antenna ht.: 265 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

EFF 4/1/74—Rec'd 12/10/73.		6. SPOT ANNOUNCEMENTS			
	1x	100x	300x	500x	1000x
1 min.	8.65	7.70	6.80	6.20	5.20
30 sec.	6.35	5.65	5.10	4.50	4.03
10/15 sec.	4.40	4.05	3.70	3.35	2.90

### MILLVILLE

Cumberland County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.

#### See Vineland-Millville

### MORRISTOWN

Morris County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

#### WMTR

1948

Drexel Hill Associates, Ltd.  
Media Code 4 231 4655 4.00  
Drexel Hill Associates Ltd., Box 1250, Morristown,  
N. J. 07960. Phone 201-538-1250.

#### STATION'S PROGRAMMING DESCRIPTION

WMTR: Programmed for adults.  
NEWS 25%: on hour and half hour, local 15%, regional, national, international 10%. 7-man news staff. AP wire service. UPI audio, 6 stock market reports plus 2 programs daily. 2 regional weather programs daily. 12 bulletin boards daily. TALK 15%: interviews, telephone call-in, education, health, women's. MUSIC 60%: current hits, showtunes, standards, middle-of-the-road, contemporary folk, pop rock. Contact Representative for further details. Rec'd 1/16/73.

#### 1. PERSONNEL

President—Peter L. Arnov.  
Commercial Manager—B. Barry Farquhar.

#### 2. REPRESENTATIVES

Herbert E. Groskin & Co.

#### 3. FACILITIES

5,000 w. days; 1250 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10b, 14b.  
Basic Rates: 20b, 22b, 24b, 25a, 29b.  
Contracts: 42a, 44b, 46, 51b.  
Comb.: Cont. Discounts: 60b, 80f, 81a, 82d.  
Cancellation: 70a, 70c, 71a.  
FM facilities: WDHA-FM, Dover.  
Member: The Groskin Group.

#### NATIONAL AND LOCAL RATES SAME

EFF 11/1/72—Rec'd 10/9/73.		6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	
1 min.	35	34	33	32	31	30	29	
30 sec.	29	28	27	26	25	24	23	

EFF 11/1/72—Rec'd 10/9/73.		8. PROGRAM TIME RATES						
PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti	
1 hr.	210	200	190	180	170	160	150	
1/2 hr.	170	162	154	146	138	130	122	
5 min.	90	86	82	78	74	70	66	

### MOUNT HOLLY

Burlington County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

#### WJZZ

1963

Media Code 4 231 4900 4.00  
West Jersey Broadcasting Co., Box 585, Burlington,  
N. J. 08016. Phone 609-386-1555.  
Studio: Box 1460, Mount Holly, N. J. 08060. Phone  
609-267-8202.

#### STATION'S PROGRAMMING DESCRIPTION

WJZZ: Modern country; 5-min news at :60; sports.

#### 1. PERSONNEL

Manager—Ron Aicher.

#### 2. FACILITIES

5,000 w. days; 1460 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15% time only.

#### TIME RATES

EFF 4/1/74—Rec'd 6/10/74.

6. SPOT ANNOUNCEMENTS		7. PACKAGE PLANS			
	10x	104x	156x	520x	1000x
1 min.	13	12	11	7	4
30 sec.	11	10	9	6	3
10 sec.	7	6	5	2	1

PER WK. ROS:		10 ti				20 ti				30 ti				50 ti			
1 min.	10.00	8.00	7.00	5.00	10.00	8.00	7.00	5.00	10.00	8.00	7.00	5.00	10.00	8.00	7.00	5.00	
30 sec.	8.00	6.40	5.60	4.00	8.00	6.40	5.60	4.00	8.00	6.40	5.60	4.00	8.00	6.40	5.60	4.00	
10 sec.	4.00	3.20	2.80	2.00	4.00	3.20	2.80	2.00	4.00	3.20	2.80	2.00	4.00	3.20	2.80	2.00	

### NEWARK (3 AM; 2 FM)

Essex County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

#### WHBI (FM)

See listing under New York Urban Area.

#### WNJR

See listing under New York Urban Area.

#### WVNJ

1947



radio

#### RAB

Media Code 4 231 5145 5.00  
Newark Broadcasting Corp., 621 W. Mount Pleasant  
Ave., Livingston, N. J. 07039. Phone 201-994-9191.

All copy & instructions: Traffic Dept., above address.  
Sales Office: WVNJ National Sales, 274 Madison  
Ave., New York, N. Y. 10018. Phone 212-349-1111.

#### STATION'S PROGRAMMING DESCRIPTION

WVNJ: Programmed for adults 25-49 desiring vocal music.  
MUSIC: vocal versions of standard and contemporary songs primarily by established artists. NEWS: local and regional at :00. Contact Representative for further details. Rec'd 4/18/74.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.  
National Sales Manager—Allan Klammer.

New Jersey Sales Manager—Harry Walden.

#### 2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

#### 3. FACILITIES

5,000 w.; 620 kc. Directional—separate patterns day and night.

Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 14c.  
Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.  
Contracts: 40c, 41, 45, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60i.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 82.

Affiliated with American Entertainment Network.

#### TIME RATES

No. 31 EFF 10/15/73—Rev 5/1/74—Rec'd 4/30/74.		6. SPOT ANNOUNCEMENTS			
	AA	A	AA	A	B
6 ti	70	60	40	56	48
12 ti	65	55	35	52	44
18 ti	59	49	29	48	40
24 ti	52	42	22	44	36

7. PACKAGE PLANS	
SATURATION, PER WK, 1 MIN:	EA
10 ti (4AA, 6A)	42
20 ti (8AA, 12A)	39

#### 8. PROGRAM TIME RATES

1 per wk/13 wks 1/4 hr 1/2 hr 1 hr  
26 wk—5% FREQUNCY DISCOUNT 52 wk—10%

#### 10. SPECIAL FEATURES

5-MIN NEWCASTS, FIXED: AA A  
6 ti..... 90 75  
12 ti..... 78 64 (D)

#### WVNJ-FM

1961

Media Code 4 231 5146 3.00  
Newark Broadcasting Corp., 621 W. Mount Pleasant  
Ave., Livingston, N. J. 07039. Phone 201-994-9191.

All copy & instructions: Traffic Dept., above address.  
Sales Office: WVNJ National Sales, 274 Madison  
Ave., New York, N. Y. 10018. Phone 212-349-1111.

#### STATION'S PROGRAMMING DESCRIPTION

WVNJ-FM: Programmed for adults 25-49 preferring instrumental music.  
MUSIC: quarter-hour segments of standard & popular, restricted in quality and quantity of messages.  
NEWS: local and regional at :00. Contact Representative for further details. Rec'd 4/18/74.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.  
National Sales Manager—Allan Klammer.

New Jersey Sales Manager—Harry Walden.

#### 2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

#### 3. FACILITIES

ERP 24,000 w. (horiz.), 16,000 w. (vert.); 100.3 mc.  
Operating schedule: 24 hours daily. EST.

Antenna ht.: 666 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.

Rate Protection: 10c, 12c, 14c.

Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.

Contracts: 40c, 41, 45, 48, 51b.

Comb.: Cont. Discounts: 60a, 60i.

Cancellation: 70a, 70c, 72, 73a, 73b.

Prod. Services: 82.

#### TIME RATES

No. 31F EFF 5/1/74—Rec'd 4/30/74.		6. SPOT ANNOUNCEMENTS			
	10 ti	20 ti	30 ti	40 ti	
1 min. or less	28	23	18	13	

### NEW BRUNSWICK (1 AM; 1 FM)

Middlesex County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

#### WCTC

1946

#### WQMR (FM)

1947



A Greater Media Station

Alan Torbet Associates, Inc.

Media Code 4 231 5390 7.00

Maritan Valley Broadcasting Co., Peoples National  
Bank Bldg., 385 George St., New Brunswick, N. J.  
08901. Phone 201-247-1450.

New York office: 509 Madison Ave., Phone 212-752-1455.

#### STATION'S PROGRAMMING DESCRIPTION

WCTC: Programmed for general mass appeal.  
MUSIC: MOR, Golden oldies 7:15-10:45 pm M-Sat.  
Progressive rock 11 pm-2 am M-Sat. NEWS: at :60  
5:30 am-2 am, 30-min. news 6 pm, 6-man news  
department. Private weather service. Stock market  
reports 4:25 & 6:25 pm. Free lost & found, com-  
munity calendar. Special home & garden, food,  
dog & fishing shows. SPORTS: university football  
& basketball. Extensive high school sports coverage.  
Hungarian 12:15-1:30 pm Sun. Polish 1:30-3 pm  
Sun. Spanish 5:30-6 pm Sun. Telephone call-in  
9:05-midnight Wed. Contact Representative for fur-  
ther details. Rec'd 7/26/74.

#### 1. PERSONNEL

President—Peter A. Borden.

General Manager—Anthony V. Marano.

National Sales Manager—Phillip H. Roberts.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

#### 3. FACILITIES

1,000 w. days, 350 w. nights; 1450 kc.

Non-directional.

Operating schedule: 5:30-2 am. EST.

FM-ERP 3,000 w.; 98.3 mc.

Antenna ht.: 116 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.

Basic Rates: 22b, 23a, 29a.

Contracts: 40c, 46.

Comb.: Cont. Discounts: 60a.

Cancellation: 70c, 71a.

Member: Greater New York Radio Group.

#### TIME RATES

EFF 11/1/72—Rec'd 6/14/74.		6. SPOT ANNOUNCEMENTS				
	AA	A	AA	A	B	
AA—Mon thru Sat 6-10 am & 3-7 pm.	55.85	107.60	156.40	195.20	244.60	
A—Mon thru Sat 10 am-3 pm.	35.50	34.00	32.00	30.00	28.25	
B—All other times.	25.00	21.00	20.00	19.00	18.00	

#### 7. PACKAGE PLANS

SATURATION PLAN I, PER WK: 1 min 20/30  
24 ti (12AA, 4A, 8B)..... 798.00 642.00  
456.00 360.00

SATURATION PLAN II, PER WK: 1165.50 932.40  
42 ti (12AA, 18A, 12B)..... 651.00 519.75

#### CLASS AA

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 44.00 42.00 40.00 38.00  
20/30 sec. 35.50 34.00 32.00 30.00  
ID's 21.00 21.00 20.00 19.00

#### CLASS A

1 min 42.00 40.00 38.00 35.50 33.25  
20/30 sec. 34.00 32.00 30.00 28.50 26.75  
ID's 21.00 20.00 19.00 17.75 16.75

#### CLASS B

1 min 38.00 35.50 33.00 31.00 29.00  
20/30 sec. 30.00 28.50 26.75 25.00 23.50  
ID's 19.00 17.75 16.50 15.50 14.50



## Ocean City—W S L T—Continued

Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with KDS.

### TIME RATES

Rates effective  
Rates received February 17, 1965.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
11 ti	10.00	8.00	5.00
13 ti	8.50	7.60	4.75
52 ti	9.00	7.20	4.50
104 ti	8.50	6.80	4.25
156 ti	8.00	6.40	4.00
200 ti	7.50	6.00	3.75
312 ti	7.00	5.60	3.50

### PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100.00	60.00	40.00	20.00
26 ti	95.00	57.00	38.00	19.00
52 ti	90.00	54.00	34.00	18.00
104 ti	85.00	51.00	34.00	17.00
156 ti	80.00	48.00	32.00	16.00
200 ti	75.00	45.00	30.00	15.00
312 ti	70.00	42.00	28.00	14.00

## W S L T-FM OCEAN CITY

N A F M B

Media Code 4 231 6126 4.00

Salt-Tree Radio, Inc., 957 Asbury Ave., Ocean City, N. J. 08226. Phone 609-399-1555.

### STATION'S PROGRAMMING DESCRIPTION

W S L T-FM: Programmed for adults.  
NEWS: 2 min at :30; 10 min blocks in drive time with emphasis on local news, sports, weather. MUSIC: In uninterrupted segments, 60% instrumental, 40% vocal; popular & current hits. Air personalities available. Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL**  
Program Director—Tom Williams.  
Sales Manager—Vinney Dee.
- FACILITIES**  
ERP 3,000 w.; 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 310 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 3c, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15d.  
Basic Rates: 21b, 29a.  
Comb.: Cont. Discounts: 60k, 61a.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

ET 7/1/72—Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS	1x	13x	53x	105x	209+
1 min	4.25	4.00	3.75	3.50	3.25

7. PACKAGE PLANS	1x	13x	54x	105x	209+
1 min/ea time slot 12:00	10.50	9.00	7.50	6.75	

10. SPECIAL FEATURES	1x	13x	53x	105x	209+
MUSIC SEGMENTS: 1/4 hr	7.00	5.95	5.60	5.25	5.00
10 min	5.00	4.75	4.50	4.25	4.00

Incl. open & close plus 1 1-min spot.  
(Q)

## PARSIPPANY-TROY HILLS

Morris County—Map Location E-3.  
See SRDS consumer market map and data at beginning of the State.

## W P R J

1973

N A F M B

Media Code 4 231 6248 6.00

Percypeny Radio, Inc., Percypeny Ln., Parsippany-Troy Hills, N. J. 07054. Phone 201-335-0775.

### STATION'S PROGRAMMING DESCRIPTION

W P R J: Programmed for adults & young adults.  
MUSIC: MOR, NEWS: News plus strangers & correspondents. Newscasts at :30 & :00, 70% local/regional. AP service. Local talk show, high school reports, high school sports, hourly bulletin board & many special features. COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 12/31/73.

- PERSONNEL**  
President—Paul F. Godley, Jr.  
Vice-Pres. & Gen'l Mgr.—William P. Godley.  
Sales Manager—John Galvin.
- FACILITIES**  
1,000 w.; 1310 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 on time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 33b.  
Comb.: Cont. Discounts: 60b, 60d, 60h, 63d.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 4 ET 6/1/73—Rec'd 12/31/73.

## 6. SPOT ANNOUNCEMENTS

PER WK:	6 ti	12 ti	18 ti
1 min	8.50	7.85	7.15
30 sec	7.05	6.40	5.80

PER YR:	78x	156x	312x
1 min	6.50	6.15	5.85
30 sec	5.50	5.05	4.55

## 7. PACKAGE PLANS

THIRTY-SIX PLAN—ROS	1 min	30 sec
Mon thru Sat, 6 days, 6 spots	5.56	4.44

TOTAL AUDIENCE PLAN	1 min	30 sec
Mon thru Sat, 4 wks, 4 spots	5.47	4.69

## 10. SPECIAL FEATURES

Newscasts—1-1/2x 1-min. Incl 1 1-min spot plus 10-sec open & close. Minimum 3 per wk/13 wks.

## PATERSON (1 AM; 1 FM)

Plus 1 paid cross reference.  
Passaic County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

## W K E R

POMPTON LAKES, N. J.

City of license, Pompton Lakes, N. J.  
Paterson office: News Plaza, Paterson, N. J.  
See listing under Pompton Lakes, N. J.

## W P A T W P A T-FM

See listing under New York Urban Area.

## PLAINFIELD

Union County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## W E R A

1961

N A F M B

R A B

Subscriber to the NAB Radio Code  
Media Code 4 231 6370 8.00  
Tri-County Broadcasting Corp., 120 W. 7th St., Plainfield, N. J. 07060. Phone 201-755-1590.

STATION'S PROGRAMMING DESCRIPTION  
W E R A: Programmed for general interest.  
AIR PERSONALITIES all segments. NEWS: 5 min every hour, 3 min every half hour. 10 min 7 am, 8 am, noon, 6 pm. 6-6:30 am farm and home. 6:30-10:30 am general popular music, standards, current hits, traffic and weather reports, comedy. 10-11 am telephone call-in. 11:30 am sign-off general popular music, middle-of-the-road, current hits, standards. 1-1:30 pm interviews Wed. Daily, 2-3:30 pm telephone call-in, swap show. 5:05-5:10 pm market and business. Sun 7:30 am-noon discussion and interviews, religious services. Noon-sign-off general popular music. SPORTS: local live high school football, racing results in season. Personalities available for remotes, store openings, etc. Rec'd 4/1/74.

- PERSONNEL**  
General Manager—Henry J. Behre.  
Commercial Manager—Ray Murray.  
Administrative Assistant—Barbara Hallard.
- FACILITIES**  
500 w. darts, 1500 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

ET 10/1/72—Rec'd 9/8/72.

6. SPOT ANNOUNCEMENTS	CLASS AA	1x	50x	100x	250x	500x
1 min	1x	20.00	17.75	15.25	13.50	11.75
30 sec	1x	16.00	14.00	12.50	11.25	9.50
10 sec	1x	12.00	10.50	9.50	8.25	7.00

CLASS AA	1x	50x	100x	250x	500x
1 min	17.75	15.25	13.50	11.75	10.00
30 sec	13.50	11.75	10.50	9.50	8.25
10 sec	10.00	9.50	8.25	7.00	6.50

- SPECIAL FEATURES**  
NEWSCASTS: 1x 50x 100x 250x 500x  
10 min 53 47 41 35 30  
5 min 35 33 30 26 22  
3 min 26 23 20 18 15

## PLEASANTVILLE

Atlantic County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

6. SPOT ANNOUNCEMENTS	CLASS AA	1x	50x	100x	250x	500+
1 min	1x	28x	104x	260x	500+	
1 min	16.50	14.75	13.00	11.25	9.50	
30 sec	13.50	11.25	10.75	9.50	8.25	

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

## STATION'S PROGRAMMING DESCRIPTION

W A I B (FM): Programmed for adults and young adults.  
MUSIC 85%: 24 hour continuous, M-Sun, featuring standards, showtunes, middle-of-the-road, film music, semi-classical. Swing music. NEWS: live 5 min news, local, national, international, sports, every hour. Live 2 min weather, local national and appropriate seasonal sports information every hour on half hour. Public service announcements aired if appropriate, includes school closings, road conditions, editorials. Religious program, 9:30-9:45 am every Sun. COMMERCIAL POLICY: average 12 commercial minutes per hour. Station has ability to provide remote broadcasts. Contact Representative for further details. Rec'd 9/4/73.

- PERSONNEL**  
President—Arlamant Brown.  
General Manager—Manny Kellom.  
Sales Manager—William H. Stark.
- REPRESENTATIVES**  
Radio Partners, Inc.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30, 33b.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62c.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
(\*) Termination can be effective after 28 days from start of program.  
Rateholder: Minimum 4 broadcasts per week.

### TIME RATES

ET 7/1/74—Rec'd 6/6/74.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	156x	260x	500x
AA	15.50	12.75	12.00	11.00	10.50	9.50
A	13.25	11.75	10.75	9.75	9.00	8.00

CLASS AA	1x	52x	104x	156x	260x	500x
AA	10.50	10.00	9.00	8.25	7.75	6.50
A	9.00	8.75	7.75	7.00	6.50	6.00

- PROGRAM TIME RATES**  
CLASS AA  
2 min 17.25 16.00 15.50 15.00 14.50 13.25  
5 min 23.00 19.50 18.50 17.25 16.00 15.00

- AGENCY COMMISSION**  
15% net time; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
General Manager—Henry J. Behre.  
Commercial Manager—Ray Murray.  
Administrative Assistant—Barbara Hallard.
- FACILITIES**  
500 w. darts, 1500 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% net time; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc. Directional.  
Operating schedule: Sunrise-local sunset EST, DST
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

- PERSONNEL**  
Pres. & Mgr.—Robert A. Kerr.
- REPRESENTATIVES**  
KERRRadio.
- FACILITIES**  
1,000 w.; 1500 kc

## NEW JERSEY

### Princeton—WPRB (FM)—Continued

7. PACKAGE PLANS	PER YR:	250x	500x	1000x
1 min.	7.50	7.00	6.00	
30 sec.	6.00	5.60	4.80	(CB)

### SALEM (1 AM; 1 FM)

(including Conton)

Salem County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

### WJIC WNNN (FM)

1966 SALEM 1973 CANTON

Subscriber to the NAB Radio Code  
Media Code 4 231 7350 9.00  
Jersey Information Center, Inc., Box 132, 61 Woodstown Rd., Salem, N. J. 08079. Phone 609-935-1518.

STATION'S PROGRAMMING DESCRIPTION  
WJIC: Programmed for general interest.

- PERSONNEL  
General Manager—John H. Prince.
- REPRESENTATIVES  
Dome-Messervy Co., Inc.
- FACILITIES  
250 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.  
Antenna ht.: 250 ft. above average terrain.  
Simulcast sunrise-local sunset.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Affiliated with KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/72—Rec'd 7/3/72.

8. SPOT ANNOUNCEMENTS	PER WK:	10 tl	20 tl	30 tl	40 tl	50 tl
1 min.	5.50	5.00	4.50	4.00	3.50	
30 sec.	4.25	3.75	3.50	3.00	2.75	

### SOMERS POINT

Atlantic County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

### WSLT

Located as an Ocean City and Somers Point, N. J. station. See listing under Ocean City.

### SOMERVILLE

Somerset County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WBRV

See listing under New York Urban Area.

### STIRLING

Morris County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WKMB

1972

Media Code 4 231 7400 2.00  
K & M Broadcasters, Inc., 1390 Valley Rd., Stirling, N. J. 07980. Phone 201-647-4400.

STATION'S PROGRAMMING DESCRIPTION  
WKMB: MUSIC: Modern MOR, rock, oldies & standards.

- PERSONNEL  
Vice-President—Herbert P. Michels.
- FACILITIES  
1100 w., 1070 kc. Non-directional.  
Operating schedule: 6:30 am-local sunset. EST.
- AGENCY COMMISSION  
15%; 15 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/7/73—Rec'd 6/19/73.

8. SPOT ANNOUNCEMENTS	PER WK:	1 min	30 sec	1 min	30 sec
6 tl	11.00	9.00	9.00	7.00	
12 tl	9.00	7.00	8.00	6.50	
24 tl	7.00	5.50	5.50	4.50	

10. SPECIAL FEATURES	6 tl	12 tl	24 tl
8-min NEWCASTS, PER WK:	14	13	12
AA	14	13	12
A	12	11	10

## TOMS RIVER

Ocean County—Map location E-8  
See SRDS consumer market map and data at beginning of the State.

### WOBM (FM)

1968

Media Code 4 231 7450 7.00

Seashore Broadcasting Corp., Box 927, Tom's River, N. J. 08753. Phone 201-269-0927.

STATION'S PROGRAMMING DESCRIPTION  
WOBM (FM): MOR, album selections, news.


- PERSONNEL  
General Manager—Paul Most.  
Sales Manager—Bob Levy.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION  
15/0; time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

PER YR:	1x	105x	365x	1092x	1x	105x	365x	1092x
1 min	23.55	17.65	14.95	10.60	18.80	12.60	10.50	7.60
30 sec	17.65	13.20	10.95	7.90	12.60	9.45	7.90	5.75
15 sec	13.20	9.90	8.40	6.10	9.45	7.10	5.95	4.30

- PACKAGE PLANS  
1AA, 1A, 1B or multiples of same & 3 B on Sun, 7 days per wk/52 wks per yr—spot rate less 10%.
- SPECIAL FEATURES  
\*NEWCASTS—MONDAY-SATURDAY  
PER YR: 365x 730x  
5 min 15.35 11.80  
3 min 10.60 8.85  
\*NEWCASTS—SUNDAY  
5 min 7.10 4.95  
3 min 5.30 3.75  
\*3-MINUTE WEATHER FORECASTS  
Mon-Sat 9.45 7.10  
Sun 5.30 3.75  
(\* Rotating 24 hrs per day.  
30% short-rate penalty on less than 365x.

**Not only are we #1  
but \*more people  
in  
Ocean County  
(N. J.'s fastest growing-  
pop. 246,000) prefer**



**than all other stations  
combined.**

\*Statement based upon a survey  
taken by R.A.M. Associates  
in Ocean Co., N. J.  
from 1/15 thru 3/15/74.  
Survey estimates  
may not be mathematically  
precise.

**Call: 201-269-0927  
Write: P. O. Box 927  
Tom's River, N. J. 08753**

## TRENTON (3 AM; 3 FM)

Plus 2 paid cross references.  
Mercer County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 pm)	Mornings		Afternoon		Evening	
	10 am-12 pm	12 pm-3 pm	3 pm-6 pm	6 pm-9 pm	9 pm-12 pm	12 pm-1 am
A	18	17	18	17	17	12
B	17	14	17	12	12	10
C	10	10	10	10	10	10
D	10	10	10	10	10	10
AVERAGE	14	13	14	12	12	10

### WBJH (FM)

1962

Media Code 4 231 7840 9.00  
WBUD, Inc., Box 551, Trenton, N. J. 08601. Phone 609-882-7191.  
See affiliated AM station for additional information.  
AM facilities: WBUD.

- FACILITIES  
ERP 20,000 w.; 101.5 mc. Stereo.  
Operating schedule: 5:30 am-midnight.
- TIME RATES  
ET 6/21/72.
- PACKAGE PLANS  
PER WK, 30 SEC, EA: 1 wk 13 wk 26 wk 52 wk  
7 tl 10.00 9.50 9.00 8.50 8.00  
14 tl 9.50 9.00 8.50 8.00 7.50  
21 tl 9.00 8.50 8.00 7.50  
28 tl 8.50 8.00 7.50 7.00  
1 min: Extra 2.00 10 sec: Less 2.00  
Saturation Package—50 30-sec spots, per wk—350.00
- SPECIAL FEATURES  
Capsule local newscasts, extra 4.00.

### WBUD

1947

Media Code 4 231 8005 0.00  
WBUD, Inc., Box 158, Ewingville Rd., Trenton, N. J. 08601. Phone 609-882-7191.

- PERSONNEL  
General Manager—Richard M. Hardin.
- FACILITIES  
8,000 w. days, 1,000 w. nights; 1260 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5:30-1:30 am. EST.
- AGENCY COMMISSION  
15/0
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 28a, 29a, 30.  
Contracts: 40a, 41, 42a, 45.  
Cancellation: 70a, 71a.  
FM facilities: WBJH (FM)  
Affiliated with NBC.

### TIME RATES

PER YR:	AAA	AA	A	B	AAA	AA	A	B
1 min	20.80	16.90	14.30	13.00	18.80	13.55	11.45	10.40
26 x	19.50	15.60	13.00	11.70	15.60	12.50	10.40	9.40
104 x	18.20	14.30	11.70	10.40	14.60	11.45	9.40	8.35
260 x	16.90	13.00	10.40	9.10	13.55	10.40	8.35	7.30
520 x	15.60	11.70	9.10	7.80	12.50	9.40	7.30	6.50
1040 x	14.30	10.40	7.80	6.50	11.45	8.35	6.50	6.50

### WCHR (FM)

1965

Media Code 4 231 8265 4.00  
Scott Broadcasting Co., Woodside Bd., Yardley, Pa. 19067. Phone 215-493-4252.  
See affiliated AM station for additional information.  
AM facilities: WTTM.

- PERSONNEL  
General Manager—Chuck Zulkar.
- FACILITIES  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mc.  
Operating schedule: 5:55 am-midnight. EST.  
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

### TIME RATES

PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl	42 tl
1 min	6.00	5.50	5.00	4.75	4.50	4.25	4.00
30 sec	75% of 1 min.						

10. SPECIAL FEATURES  
Adjacencies to News, Sports, Features, specified or fixed position; 1-min/less, no discount, flat 23.40.

## W H W H

PRINCETON

City of license, Princeton, N. J.  
Trenton—558 Ingham Ave., Trenton, N. J. Phone 609-9975.  
Mailing address: Box 9750, Trenton, N. J. 08607.  
See listing under Princeton, N. J.

**WE REACH!**

#1 ADULTS 18+ ALL STATIONS\*  
THE DOMINANT ONE IN TRENTON METRO



**1350 / Princeton, N. J.**

Adult programming  
Significant news & sports  
5,000 watts full time  
John J. Morris, Exec. Vice-Pres.  
Jack Masla — Nat. Rep.

\*ARB Metro Area (Mercer County) April/May 1974 Cume Listening Estimates, Cume Pers. Mon-Sun. 6 am to Mid. Data subject to qualifications set forth in source material.

### WPRB (FM)

PRINCETON

City of license, Princeton, N. J.  
Considered by American FM Radio Network as their Trenton outlet.  
See listing under Princeton, N. J.

### WPST

1947

Media Code 4 231 8235 1.00  
Nassau Broadcasting Co., Box 9750, Trenton, N. J. 08607. Phone 609-996-0975.

STATION'S PROGRAMMING DESCRIPTION  
WPST: MUSIC: Instrumentals, standards & familiar hits of past blended with newest releases of popular songs & melodies. Island or cluster effect used for commercial presentations. NEWS: network at :60 followed by regional, weather at :30. SPORTS: ski reports, U basketball & major auto races. FEAT-URES: travel, entertainment, leisure time & better living combined with constant audience participation. Contact Representative for further details. Rec'd 10/5/73.

- PERSONNEL  
Executive Vice-President—John J. Morris.
- REPRESENTATIVES  
New York—Jack Masla & Co., Inc.  
Philadelphia—Dome & Associates, Inc.
- FACILITIES  
ERP 50,000 w. (horiz. & vert.); 97.5 mc. Stereo.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 450 ft. above average terrain.
- AGENCY COMMISSION  
15/0; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 27, 28a, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 61a, 62d.  
Cancellation: 70c, 70e, 71a, 72, 75a.  
Prod. Services: 80, 82.  
AM facilities: WHWH, Princeton.  
Affiliated with American Information Network.

### TIME RATES

8. SPOT ANNOUNCEMENTS	1 min	18.00	17.50	15.50	15.00	14.00	13.00
30 sec	15.00	14.50	13.50	13.00	12.00	11.00	10.00

- PACKAGE PLANS  
30-DAY SATURATION PLAN  
1 min 40 tl 60 tl 80 tl 100 tl  
15 15 14 13  
30 sec 13 12 11 10
- SPECIAL FEATURES  
News—Network at :60, regional follows. Weather at :30, 1 min plus 3.00.  
Fixed position, extra 10%.

### WTNJ

1959

### Black

Media Code 4 231 8270 8.00  
Progressive Communications, Inc., 1 S. Montgomery St., Trenton, N. J. 08608. Phone 609-392-4808.

- PERSONNEL  
President—Dr. Herbert W. Greenberg.  
General Manager—Jason Lewis.
- REPRESENTATIVES  
Bernard Howard & Co., Inc.

(This listing continued on next page)



Trenton—W T N J—Continued

**3. FACILITIES**  
5,000 w. days; 1300 kc. Directional.  
Operating schedule: 5:30 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24a, 24b, 25b, 26, 28a, 28c, 29a, 30, 32a.  
Contracts: 40a, 44a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60c, 60i, 62b.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 5/3/74.  
AA—Mon thru Sat 6:30-9:30 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		CLASS A	
1 min	30 sec	1 min	30 sec
3 ti 5 ti 10 ti 20 ti	3 ti 5 ti 10 ti 20 ti	3 ti 5 ti 10 ti 20 ti	3 ti 5 ti 10 ti 20 ti
5 wks. 9.00 8.50 8.00	7.50 6.80 6.40	5 wks. 8.50 8.00 7.50	6.80 6.40 6.00
6 wks. 8.00 7.50 7.00	6.00 5.60 5.20	6 wks. 8.00 7.50 7.00	6.00 5.60 5.20

**10. SPECIAL FEATURES**  
5-min news, sports, etc.—spot rate plus 4.00.

**WTTM**  
1941

**atc** Alan Torbet Associates, Inc.

Media Code 4 231 6575 0.00  
Scott Broadcasting Co., Inc. of N. J., 233 W. State St., Trenton, N. J. 08618. Phone 609-493-8515.

**STATION'S PROGRAMMING DESCRIPTION**  
WTTM: MUSIC: Contemporary songs & hits from past, 6 am-10 pm & 10 pm-midnight; telephone talk show, NEWS: local at :60, network at :30; expanded local at 8 am & 6 pm. SPORTS: race results afternoons M-Sat; live broadcast of weather & race daily; local high school football, basketball & baseball; daily wrap-up 6:15-6:30 pm M-F. Public service announcements of local interest, frequent sports capsules, stock market, time & weather checks. Contact Representative for further details. Rec'd 10/8/73.

**1. PERSONNEL**  
President—Herbert Scott.  
General Manager—James A. Ort.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w.; 920 kc.  
Directional—same pattern, all hours.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3c, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 21a, 21b, 21d, 22a, 23a, 24c, 25c.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM Facilities: WCHR (FM).  
Affiliated with MBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
ET 9/1/71—Rec'd 8/2/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	15 ti	25 ti	40 ti	60 ti	100 ti
1 min.....	10.00	9.00	8.00	7.50	7.00	6.50
30 sec.....	9.00	8.00	7.00	6.50	6.00	5.50
10 sec.....	8.00	7.00	6.00	5.50	5.00	4.50

No annual discounts.

**8. PROGRAM TIME RATES**

1x	26x	52x	156x	312x
1 hr.....	128.00	120.00	114.00	98.00
1/2 hr.....	90.00	84.00	78.00	64.00
1/4 hr.....	54.00	48.00	42.00	36.00
5 min.....	30.00	24.00	19.20	12.00

**VINELAND-MILLVILLE**  
(3 AM; 2 FM)

Cumberland County—Map Location C-11  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WDVL**  
1957  
VINELAND

Media Code 4 231 8620 0.00  
Frank F. & Vita Marie Ventresca, Box 915, 632 Maurice River Blvd. and Almond Rd. (Radio Park), Vineland, N. J. 08360. Phone 609-691-7550.

**STATION'S PROGRAMMING DESCRIPTION**  
WDVL: MUSIC: MOR. Spanish 7-9 am & 1:45-5:45 pm, C & W music 9 am-1:45 pm, religious Sun. Rec'd 5/28/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Frank F. Ventresca.

**3. FACILITIES**  
500 w. days; 1270 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; due on list.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 24c, 28c, 33c.  
Contracts: 40a, 44a, 45.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 70a, 73a, 73b.  
Prod. Services: 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/31/69—Rec'd 3/5/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	156x	208x	260x	312x
1 min.....	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec.....	8.00	7.50	7.00	6.50	6.00	5.50	5.00
10 sec.....	5.00	4.75	4.50	4.25	4.00	3.75	3.50

**7. PACKAGE PLANS**

WKLY:	10 ti	15 ti	20 ti	25 ti
1 min.....	8.50	8.00	7.50	7.00
30 sec.....	6.50	6.00	5.50	5.00
10 sec.....	4.25	4.00	3.75	3.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	80	50	35	20
			14	

**WDVL-FM**  
1969  
VINELAND

Media Code 4 231 8621 6.00  
Frank & Vita Ventresca, Box 915, 632 Maurice River Blvd., Vineland, N. J. 08360. Phone 609-691-7550.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WDVL-FM: MUSIC: Top 40 5-6:30 am, 6:30-8:30 pm Italian, R & B 8:30-5 am. Rec'd 10/2/73.

**3. FACILITIES**  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 225 ft. above average terrain.

**TIME RATES**  
Rates are identical to WDVL. See that listing.

**WMVB** **WMVB-FM**  
1953 1962

Media Code 4 231 8625 4.00  
Union Lake Broadcaster, Inc., Box 1440, South Vineland, N. J. 08360. Phone 609-825-2600.

**STATION'S PROGRAMMING DESCRIPTION**  
WMVB: Programmed for adults 18-49.  
MUSIC: MOR. top 40 10 am & 9 pm Sat. AIR PERSONALITIES handle all segments. NEWS: 5 min at :30, 8 min at :60, expanded 10 min news at 8 am & 5 pm, 15 min at noon & 30 min at 6 pm. Emphasis on local & regional news, AP wire, network. Stock reports. SPORTS: live local football & basketball, feature races from area tracks, professional football. FEATURES: live phone talk show, comedy show. Contact Representative for further details. Rec'd 7/5/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph F. Coccaro.  
Vice-Pres. & Sales Mgr.—Joe A. McCulley.  
Program Director—A. Sergi.

**2. REPRESENTATIVES**  
Market 4 Radio.  
Dome & Associates, Inc.

**3. FACILITIES**  
1,000 w. days; 1440 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 5,200 w.; 97.3 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 195 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 21b, 22b, 23b, 24c, 25a, 28c, 29b, 33a.  
Contracts: 40a, 41, 44a, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with KBS.

**TIME RATES**  
ET 1/1/70—Rec'd 12/1/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 MINUTE	1/2	1/4	10 ti	16 ti	36 ti
AA.....	9.00	8.00	7.50	7.00	6.00	6.00
A.....	8.00	7.00	6.50	6.00	5.00	5.00
B.....	7.00	6.00	5.50	5.00	4.00	4.00

20/30 SECONDS

PER WK:	20	40	60	80	100
AA.....	7.20	6.40	6.00	5.60	4.80
A.....	6.40	5.60	5.20	4.80	4.00
B.....	5.60	4.80	4.40	4.00	3.20

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
(1/3 AA, 1/3 A, 1/3 B)

PER WK:	6 ti	12 ti	16 ti	36 ti
1 min.....	6.50	6.00	5.50	4.50
20/30 sec.....	5.20	4.80	4.40	3.60

**8. PROGRAM TIME RATES**

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.....	75	52	36	22
1/2 hr.....	48	33	22	14
1/4 hr.....	30	23	16	10

**10. SPECIAL FEATURES**  
— 5 min News — — 2 min Weather —

PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AA.....	12.00	11.25	10.50	9.60	9.00	8.40
A.....	10.50	9.75	9.00	8.40	7.80	7.20
B.....	9.00	8.25	7.50	7.20	6.60	6.00

**CONSECUTIVE WEEK DISCOUNT**  
13 wk 5% 26 wk 10% 52 wk 15%  
Applies to spots and programs.

**W W B Z**  
1946  
VINELAND

**AMERICAN CONTEMPORARY RADIO NETWORK**

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 231 9065 1.00  
Community Broadcasting Service, Inc., 2115 S. Delsea Drive, Vineland, N. J. 08360. Phone 609-692-6500.

**STATION'S PROGRAMMING DESCRIPTION**  
WWBZ: Programmed for mass general interest.  
NEWS: network at :55; local at :25; bulletins at once. MUSIC: general popular. RELIGIOUS: Sun am & eve, music, news, church services, sermon & foreign language. SPORTS: periodically throughout day, bulletins at once; & 6:05-6:15 pm, M-Sat; also within newscasts; local high school football & basketball. FEATURES: stocks, tele/talk program with studio guests. Polish, Italian, Yiddish & Spanish music, local public affairs, instructional & minority programming. Contact Representative for further details. Rec'd 3/29/74.

**1. PERSONNEL**  
General Manager—Robert C. Cramer.  
Commercial Manager—John F. Serra.  
Program Director—Warren L. Crescenzo.

**2. REPRESENTATIVES**  
Mario Messina Company.  
New York City—Gill-Perna, Inc.

**3. FACILITIES**  
1,000 w.; 1360 kc. Directional—nighttime only.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**NEW JERSEY**

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 6, 6a, 7a, 8.  
Rate Protection: 11e, 12e, 13e, 14e, 15b, 24a, 25a, 26, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 44b, 45, 46, 48.  
Comb.: Cont. Discounts: 60a, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**TIME RATES**  
ET 6/1/72—Rec'd 5/1/72.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	76x	156x	312x	500x	1000x
1 min.....	6.00	5.50	5.00	4.50	4.00	3.50
30 sec.....	5.50	5.00	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES**

1 hr.	1/2 hr.	1/4 hr.	5 min.
1 hr.....	75	48	30
1/2 hr.....	45	28	18
1/4 hr.....	28	18	11
5 min.....	14	13	11

**WASHINGTON**

Warren County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**WCRV**  
1955

Media Code 4 231 9310 1.00  
Warren Broadcasting Corp., Box 150, Rt. 31 North, Washington, N. J. 07882. Phone 201-689-1580.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Nick De Rienzo.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.

**3. FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
FM facilities: WFMV (FM) Blairstown.

**TIME RATES**  
No. 2 ET 10/1/67—Rec'd 9/19/67.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	15 sec
1 x.....	8.00	7.00
13 x.....	7.75	6.75
26 x.....	7.50	6.50
52 x.....	7.25	6.25
104 x.....	7.00	6.00
156 x.....	6.75	5.75
260 x.....	6.50	5.50
312 x.....	6.25	5.25
500+ x.....	6.00	5.00

**WILDWOOD (1 AM; 1 FM)**

Cape May County—Map Location D-11  
See SRDS consumer market map and data at beginning of the State.

**WCMC** **WCMC-FM**  
1951 1960

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 231 9555 1.00  
Jersey Cape Broadcasting Corp., 3010 New Jersey Ave., Wildwood, N. J. 08260. Phone 609-522-1416.

**STATION'S PROGRAMMING DESCRIPTION**  
WCMC: Programmed for adults and teens.

**1. PERSONNEL**  
General Manager—Wm. C. Wotring, Jr.

**2. REPRESENTATIVES**  
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome & Associates, Inc.  
South, Southeast, Southwest—Mario Messina Company.

**3. FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 7 am-midnight. EST.  
FM-ERP 3,500 w.; 100.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: —

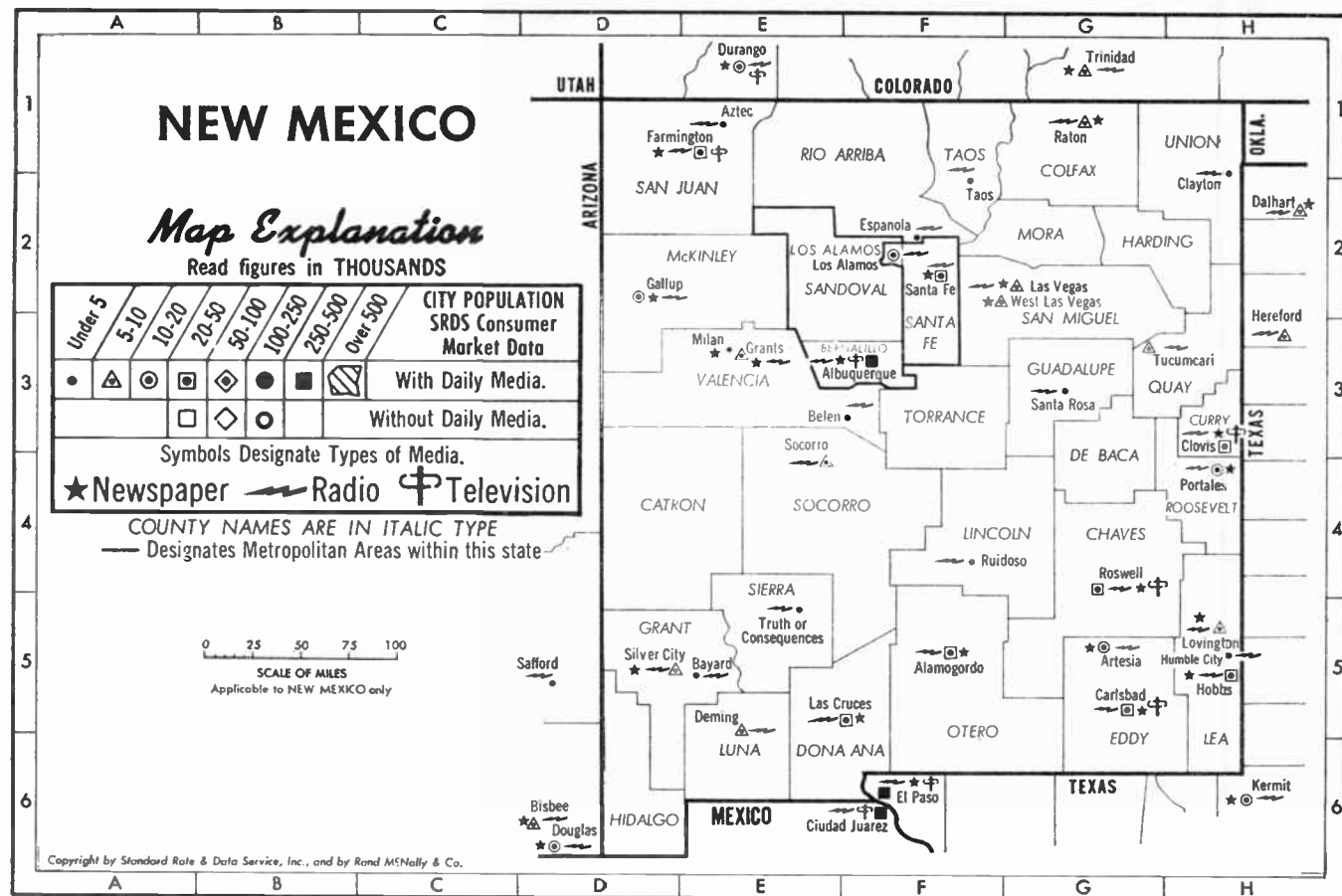
**4. AGENCY COMMISSION**  
15/0 on time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
ET 6/1/69—Rec'd 5/19/69.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	13x	26x	52x	104x	156x	260x
1 min.....	5.50	5.35	5.20	5.05	4.90	4.75	4.60
30 sec.....	4.50	4.35	4.20	4.05	3.90	3.75	3.60



## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Alamogordo—Otero    Carlsbad—Eddy    Clovis—Curry    Farmington—San Juan    Hobbs—Lea    Las Cruces—Dona Ana    Roswell—Chaves    Santa Fe—Santa Fe

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales— Per Household (\$000)	Retail Sales—1973 By Selected Store Types							Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)			
			Per Household (\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 15000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)						
<b>NEW MEXICO STATE TOTALS</b>	1,096.2	328.16	3,756,658	11,448	10.9	19.0	12.3	22.1	23.0	2,604,006	7,935	495,374	97,631	296,236	122,231	116,014	640,949	212,722	521.97	43.1	778,825
<b>BERNALILLO F-3†</b>	347.6	109.06	1,389,218	12,738	8.9	17.1	11.8	24.0	29.5	903,271	8,282	155,046	41,590	146,401	54,394	50,109	230,436	49,520	187.29	.1	18,037
Albuquerque	266.6	86.80	1,144,156	13,182						851,570	9,811	139,751	39,610	140,933	53,866	49,624	228,827	42,906			
Albuquerque Metro Area	369.4	114.49	1,435,776	12,541	9.3	17.6	11.6	23.5	28.5	914,995	7,992	156,747	41,858	148,957	54,657	50,312	230,436	51,672	194.76		
CATRON D-4	2.3	.79	8,513	10,776	13.6	23.9	10.8	15.2	22.5	2,562	3,243	572	81	287	26	186	37,248	952	1.14	.7	8,655
CHAVES G-4	48.7	15.56	160,699	10,328	14.3	21.1	11.9	19.2	18.6	125,458	8,063	20,807	5,220	12,734	5,015	5,684	37,248	7,669	22.84	3.2	145,239
Roswell	41.0	13.28	133,435	10,048						121,192	9,126	19,401	4,912	12,734	4,732	5,637	35,758	6,951			
COLFAX G-1	12.4	4.06	38,642	9,518	12.4	24.5	14.6	19.0	16.2	31,389	7,731	6,895	1,541	1,022	1,346	817	6,500	4,010	6.53	.6	17,878
CURRY H-3†	43.8	13.35	152,721	11,440	12.6	24.2	12.7	20.6	19.0	121,492	9,101	15,305	3,013	12,660	5,626	5,544	32,481	5,905	21.18	1.4	67,020
Clovis	30.0	9.87	110,322	11,178						103,687	10,505	14,882	2,523	11,831	5,426	5,300	30,311	4,937			
DE BACA G-3	2.4	.90	8,728	9,698	15.0	26.0	10.9	14.9	10.4	5,179	5,754	1,131	194	194	64	76	1,790	610	1.43	.5	10,562
DONA ANA E-6†	76.1	21.24	238,051	11,208	13.4	20.3	11.6	21.0	21.5	171,554	8,077	30,429	6,089	17,899	5,568	7,169	38,463	16,660	36.12	4.2	62,735
Las Cruces	43.1	12.94	149,785	11,575						135,594	10,479	25,549	25,549	16,783	5,242	6,329	32,580	12,681			
EDDY G-5	40.1	12.85	143,663	11,180	11.2	16.7	13.1	24.9	21.2	108,925	8,477	27,550	4,549	8,020	6,549	3,947	28,766	6,737	20.43	1.3	37,877
Carlsbad	24.7	8.33	86,601	10,396						68,288	8,198	17,720	3,156	5,647	4,496	3,374	15,954	4,306			
GRANT D-5	24.1	7.18	79,051	11,010	6.7	24.3	16.9	25.1	18.6	66,131	9,210	14,855	1,513	6,727	1,039	2,939	11,698	5,079	10.69	.6	8,412
GUADALUPE G-3	4.9	1.40	11,424	8,160	19.7	21.4	10.1	12.8	12.6	17,850	12,750	1,518	380	620	450	290	2,385	5,199	2.02	.7	22,048
HARDING G-2	1.2	.41	4,138	10,093	12.6	19.4	13.3	18.4	16.6	1,457	3,554	303		274		222	297		.61	.2	8,742
HIDALGO D-6	4.7	1.41	13,385	9,493	12.1	24.3	14.1	18.5	16.1	13,523	9,991	2,859	242	278	157	183	1,673	4,019	2.28	.3	11,158
LEA H-5	50.8	16.16	194,320	12,025	7.4	15.8	15.3	28.9	23.3	136,505	8,447	24,915	3,401	13,338	5,494	9,112	40,241	11,898	27.33	1.7	22,365
Hobbs	27.1	8.80	107,941	12,266						102,253	11,620	15,945	1,959	11,470	4,427	8,456	35,170	6,932			
LINCOLN F-4	8.0	2.71	29,127	10,748	14.7	20.2	10.8	17.9	19.4	20,850	7,694	4,774	319	1,215	909	200	1,821	1,962	4.30	.6	12,539
LOS ALAMOS E-2	16.7	5.15	107,005	20,778	1.2	3.8	5.8	23.7	63.6	31,649	6,145	9,638	1,234	2,104	854	701	2,858	2,545	9.00		
LUNA E-6	13.0	4.14	36,722	8,870	16.1	23.7	10.4	18.9	17.0	33,720	8,145	5,106	2,627	3,296	1,457	556	6,133	5,410	6.18	1.1	20,624
MCKINLEY D-2†	47.2	11.10	112,968	10,177	10.9	17.7	10.8	19.7	19.8	116,827	10,525	26,871	1,495	13,397	5,095	3,425	24,474	13,261	10.98	1.7	5,834
MORA G-2	4.6	1.33	6,923	5,205	18.0	19.4	7.7	7.7	4.5	1,556	1,170	417	41	221	31	188	277	1,115	1.15	.6	7,870
OTERO F-5†	42.3	11.83	147,956	12,507	8.5	20.9	13.5	24.3	24.5	74,407	6,290	15,965	1,749	3,971	3,290	4,195	21,702	6,361	19.34	.3	7,362
Alamogordo	24.5	7.56	93,587	12,379						70,069	9,268	14,395	1,319	2,656	2,975	3,979	21,702	5,051			
QUAY H-3	11.8	4.14	38,593	9,322	11.7	23.2	14.0	20.7	14.9	42,044	10,156	6,359	1,019	2,192	922	1,545	7,183	9,155	5.76	1.7	25,192
RIO ARRIBA E-1	25.9	6.92	56,559	8,173	14.2	20.2	11.7	17.1	11.7	46,003	6,648	11,037	1,886	4,815	1,268	1,734	11,450	4,481	10.39	2.5	8,316
ROOSEVELT H-4	17.0	5.54	53,565	9,669	16.0	20.7	11.5	17.1	16.9	43,619	7,873	7,746	2,282	1,377	1,581	1,997	14,112	3,640	8.54	3.5	65,397
SANDOVAL E-2	21.8	5.43	46,558	8,574	17.0	20.3	10.7	14.4	12.1	11,724	2,159	1,701	268	2,556	263	203		2,152	7.47	1.0	7,365
SAN JUAN D-2	56.6	15.03	171,006	11,378	8.9	15.9	13.7	25.3	20.4	111,186	7,398	25,529	2,531	11,622	4,954	3,220	36,186	8,407	22.86	6.5	8,622
Farmington	28.1	7.48	105,917	14,160						95,071	12,710	19,069		8,302	4,168	2,281	33,960	5,217			
SAN MIGUEL G-2	22.4	5.90	48,603	8,238	18.0	19.5	10.0	12.6	11.4	38,209	6,476	11,345	1,373	4,596	968	1,248	6,516	2,757	7.73	1.2	18,483
SANTA FE F-3	59.0	17.65	213,385	12,090	10.4	19.8	11.8	22.0	25.0	155,784	8,826	28,676	6,788	15,389	10,417	7,694	35,217	10,811	29.85	2	12,967
Santa Fe	47.0	14.41	170,462	11,829						151,542	10,516	28,377	6,788	15,103	10,417	7,512	33,850	8,659			
Santa Fe Metro Area	59.0	17.65	213,385	12,090	10.4	19.8	11.8	22.0	25.0	155,784	8,826	28,676	6,788	15,389	10,417	7,694	35,217	10,811	29.85		

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.



# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973					Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)				
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families	3000	5000	8000	10000	15000 over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)
SIERRA E-5.....	8.0	3.39	22,701	6,696	25.2	22.0	10.0	13.3	10.4	16,948	4,999	4,459	844	709	367	648	3,379	2,358	3.67	.4	10,954
SOCORRO E-4.....	9.9	2.90	25,442	8,773	14.1	22.1	11.3	19.3	13.9	19,122	6,594	3,878	739	620	224	27	4,800	3,660	4.08	.4	12,122
TAOS F-1.....	19.6	5.65	48,634	8,608	16.2	16.4	12.8	16.6	11.5	30,043	5,317	7,490	1,186	1,504	1,909	616	4,746	3,017	7.28	1.1	1,496
TORRANCE F-3.....	5.2	1.68	13,587	8,088	19.8	20.6	10.4	14.1	12.2	14,958	8,904	1,225	280	1,035	.....	.....	3,586	3,559	3.61	.8	14,292
UNION H-1.....	5.0	1.74	16,995	9,767	20.5	22.4	11.7	12.3	12.9	13,847	7,958	2,958	581	1,014	.....	.....	3,422	1,711	2.86	1.2	82,001
VALENCIA E-3.....	43.1	11.56	117,776	10,188	9.8	21.2	15.0	24.9	16.8	76,214	6,593	18,015	2,576	4,343	1,772	1,892	21,087	8,643	17.03	2.8	16,661

## Negro Population Data

(January 1, 1974)

STATE TOTAL	21,851	Santa Fe	256
METRO AREAS		Total Metros	8,199
Albuquerque	7,943		

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

STATE TOTAL (April 1, 1970)			
STATE TOTAL	407,286	Luna	5,441
METRO AREAS		McKinley	8,626
Albuquerque	134,973	Mora	4,419
COUNTIES		Otero	9,730
Bernalillo	123,814	Quay	3,924
Catron	927	Rio Arriba	20,691
Chaves	12,107	Roosevelt	2,524
Colfax	6,464	Sandoval	11,159
Curry	6,872	San Juan	6,903
De Baca	1,039	San Miguel	17,943
Donna Ana	35,439	Santa Fe	34,883
Eddy	12,555	Sierra	2,577
Grant	12,354	Socorro	5,858
Guadalupe	4,199	Taos	15,109
Harding	664	Torrance	2,783
Hidalgo	2,784	Union	1,395
Lea	6,202	Valencia	22,634
Lincoln	2,568	Total Counties	407,286
Los Alamos	2,699		

## NEW MEXICO

See SIBS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## ALAMOGORDO (2 AM)

Otero County—Map Location F-5  
See SIBS consumer market map and data at beginning of the State.

### KALG

1950



Media Code 4 232 0300 9.00  
KALG-News-Radio, Box 720, Radio Triangle, Alamogordo, N. M. 88310. Phone 505-437-1505.

**STATION'S PROGRAMMING DESCRIPTION**  
KALG: Programmed for 18-49 age group.

- PERSONNEL**  
Mgr. & Com'l Mgr.—Wayne Phelps.
- REPRESENTATIVES**  
Mario Messina Company.  
Denver—John L. McGuire, Inc.
- FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 5 am-midnight. MST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KRN.

### NATIONAL AND LOCAL RATES SAME

No. 2 ET 11/1/68—Rec'd 3/10/69.  
A—7-9 am & 4-7 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES WITHIN HALF-HOUR PERIODS

1 x	-1 min-		-30/20 sec-		-10 sec-	
	A	B	A	B	A	B
1 x	5.50	5.00	4.30	3.90	3.30	3.00
2 x	5.25	4.75	4.10	3.70	3.15	2.85
3 x	5.00	4.50	3.90	3.50	3.00	2.70
4 x	4.75	4.25	3.70	3.30	2.85	2.55
5 x	4.50	4.00	3.50	3.10	2.70	2.40
6 x	4.25	3.75	3.30	2.90	2.55	2.25
7 x	4.00	3.50	3.10	2.70	2.40	2.10
8 x	3.75	3.25	2.90	2.50	2.25	1.95
9 x	3.50	3.00	2.70	2.30	2.10	1.80

### 7. PACKAGE PLANS

WKLY. ROS:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.10	3.90	3.70	3.50	3.30
30/20 sec	3.20	3.05	2.90	2.75	2.60
10 sec	2.45	2.35	2.20	2.10	2.00

All spots combinable for frequency on either annual or weekly plan, but ROS cannot be counted toward frequency or annual plan.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24b, 26, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 47a, 48, 49, 51c.  
Comb. Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 81.

### TIME RATES

ET 5/1/73—Rec'd 8/2/73.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
20 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00

DISCOUNT  
13 wk—5%  
26 wk—10%

### KAMX

1971

## All Spanish Network

Media Code 4 232 0750 5.00  
An Alvin L. Korngold Station, Box 4150, 1820 Lomas N.E., Albuquerque, N. M. 87106. Phone 505-247-0701.

### STATION'S PROGRAMMING DESCRIPTION

KAMX: Programmed 100% in Spanish.  
MUSIC: emphasis on Mexican and popular Latin music. NEWS: all news in Spanish. 15 min newscasts 8 am, noon, 5 pm. 5 min newscasts hourly elsewhere. Bulletins as they occur. Audience participation show 9 am, with swap shop. Soap operas, produced in Mexico City. 9:30 am & 10 am. Women's program M-F 11 am-noon. Local personality brings daily reporting of birthdays, anniversaries, etc. 1-2 pm. AIR PERSONALITIES handle all segments including remotes and promotions. Gifts and prizes to listeners. Participate in fund drives and community projects. Sports broadcasts. Live coverage of civic and social events. Commercial translated free. Contact Representative for further details. Rec'd 7/12/71.

### 1. PERSONNEL

President—Alvin L. Korngold.  
General Manager—Benny Herrera.

### 2. REPRESENTATIVES

Savalli/Gates, Inc.

### 3. FACILITIES

500 w.; 1520 kc. Clear channel. Non-directional.  
Operating schedule: 6 am local sunset. MST.

### 4. AGENCY COMMISSION

15%. Payable 10th of month.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb. Cont. Discounts: 60a, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: The Amigo Spanish Group, All Spanish Network.

### TIME RATES

ET 11/30/70.

### 7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	9.00	8.50	8.00	7.50	7.00	6.50	6.00
20/30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.50	4.25	4.00	3.75	3.50	3.25	3.00

8. PROGRAM TIME RATES 5 min 1/4 hr 1/2 hr  
1 wk..... 20 30 50  
26 wk..... 15 25 35  
52 wk..... 10 20 30

### KBNM (FM)

NOTE: The call letters of this station have been changed to:

### KMYR

### KDAZ

1959



Media Code 4 232 0975 8.00  
A Pan American Corp. Broadcasting Station, Box 4338, Downtown Hilton Hotel, Albuquerque, N. M. 87106. Phone 505-243-7723.

### STATION'S PROGRAMMING DESCRIPTION

KDAZ: MUSIC: M-Sat, modern country & Spanish, on a 50% rotating basis. NEWS: 15 min Spanish & English—national, state & local at 7:30 am & 4:30 pm. 5 min bilingual headlines at 6:00. RELIGIOUS: Sun morning through 1 pm. Teach Spanish every 10 min, 10 sec at a time. Contact Representative for further details. Rec'd 8/6/73.

### 1. PERSONNEL

General Manager—Blackie Gonzales.  
Sales Manager—Pat Jiron.

## ALBUQUERQUE (11 AM; 5 FM)

Bernalillo County—Map Location F-3  
See SIBS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)		Daytime (10 am-3 pm)		Afternoon Traffic (3-7 pm)		Evening (7 pm-midnight)	
	A	B	A	B	A	B	A	B
A	24	19	19	24	19	19	19	19
B	22	19	19	22	19	19	19	19
C	22	19	19	22	19	19	19	19
D	17	16	17	16	16	16	16	16
AVERAGE	22	18	18	22	18	18	18	18

### KABQ

1947

Media Code 4 232 0600 2.00  
Albuquerque Corp., Box 4486, 1309 Yale S. E., Albuquerque, N. M. 87106. Phone 505-243-1744.

**STATION'S PROGRAMMING DESCRIPTION**  
KABQ: Programmed to reach Spanish Language population.

100% Spanish programming with music, news & public affairs/personalities. Contact Representative for further details. Rec'd 7/2/73.

### 1. PERSONNEL

Sales Manager—John West.  
Program Director—John Archuleta.  
Business Manager—Lucian Vigil.

### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.  
Mountain States—Rob Hix Co., Inc.  
Paul Miller & Company.

### 3. FACILITIES

5,000 w. days. 500 w. nights; 1350 kc.  
Operating schedule: 5 am-midnight. MST.

### 4. AGENCY COMMISSION

15/0 time only.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

1,000 w. days; 730 kc.  
Operating schedule: Sunrise-local sunset. MST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a, 33a.  
Contracts: 40a, 41, 45, 46, 47a.  
Comb. Cont. Discounts: 60b, 60f, 66f, 66i, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET 12/1/71—Rec'd 12/30/71.

### 6. SPOT ANNOUNCEMENTS

1 min..... 15.00 14.50 14.00 13.50 13.00 12.50 12.00  
30 sec..... 11.50 9.50 7.50 5.50 4.00 3.00

### KDEF

1953

Media Code 4 232 1050 9.00  
Desert Horizon Inc., 506 2nd St. N. W., Albuquerque, N. M. 87102. Phone 505-247-2333.

### STATION'S PROGRAMMING DESCRIPTION

KDEF: Programmed primarily towards adult male and female between 25 and 49 years of age.  
MUSIC: MOR plus select albums taken from new as well as old material. NEWS: at :00 & :30 throughout day. 6 AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 4/5/71

### 1. PERSONNEL

Gen'l & Nat'l Sls. Mgr.—Larry Flikins.  
Program Director—Dan Evans.  
Business Manager—Barbara Ransom.

### 2. REPRESENTATIVES

Century National Sales.

### 3. FACILITIES

5,000 w. days. 500 w. nights; 1150 kc.  
Non-directional days, directional nights.  
Operating schedule: 24 hours daily. MST.  
FM-ERP 1,600 w.; 94.1 mc.

### 4. AGENCY COMMISSION

15/0 time only; 10 days.

### 5. GENERAL ADVERTISING

See Coded Regulations  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Affiliated with American Contemporary Network.  
Member: Southwest Radio Concept.

### TIME RATES

No. 2 ET 2/

# NEW MEXICO

## Albuquerque—K H F M (FM)—Cont'd

6. SPOT ANNOUNCEMENTS					
PER MO. EA:	90 ti	75 ti	60 ti	50 ti	40 ti
PER YR. EA:	1080x	900x	720x	600x	480x
1 min/30 sec:	2.60	2.70	2.80	3.10	3.40
PER MO. EA:	30 ti	25 ti	20 ti	15 ti	10 ti
PER YR. EA:	360x	300x	240x	180x	120x
1 min/30 sec:	3.65	3.80	3.90	4.05	4.15
Fixed: Extra 1.50					

ANNUAL CUMULATIVE DISCOUNT					
1x	50x	100x	250x	500x	750x
1 min	4.90	4.55	4.25	3.90	3.40
30 sec	4.25	3.90	3.55	3.25	2.90
10 sec	3.55	3.25	2.90	2.60	2.30

7. PACKAGE PLANS			
7 DAY SATURATION PLAN			
PER WK. ROTATING:	20 ti	30 ti	40 ti
1 min:	3.90	3.55	3.25
30 sec:	3.25	2.90	2.70
10 sec:	2.60	2.60	2.60
Maximum 40 per wk/20 per day.			

10. SPECIAL FEATURES  
News & Information—3.00 per program, plus 1 min/30 sec spot.

## KKIM

1972

Media Code 4 232 1500 3.00  
Frank Donald Hall, 301 Los Ranchos, N. W., Albuquerque, N. M. 87107. Phone 505-898-7777.

1. PERSONNEL  
General Manager—Harold Erickson.  
Manager—Dennis Worden.

3. FACILITIES  
10,000 w.; 1000 kc. Non-Directional.  
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 15d.  
Basic Rates: 20a, 21b, 21c, 22a, 23a, 24a, 28c, 29a, 30, 31, 33b.  
Contracts: 40a, 42c, 44b, 46, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 70e, 71b, 72, 73a, 73b.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS					
52x	104x	156x	260x	312x	624x
1 min	6.00	5.50	5.25	5.00	4.75
30 sec	5.00	4.50	4.25	4.00	3.75
10 sec	4.00	3.50	3.25	3.00	2.75

7. PACKAGE PLANS					
13 WKS:	50 ti	100 ti	200 ti	300 ti	450 ti
1 MO:	25 ti	50 ti	100 ti	150 ti	200 ti
PER WK:	10 ti	25 ti	50 ti	75 ti	100 ti
1 min:	5.25	5.00	4.75	4.50	4.25
30 sec:	4.00	3.75	3.50	3.25	3.00
10/15 sec:	3.00	2.75	2.50	2.25	2.00
1-DAY SATURATION: 1 min 30 sec 20 sec					
30 ti:	120.00	90.00	60.00		

8. PROGRAM TIME RATES

## KMYR

(formerly KBNM)  
1983

Media Code 4 232 1575 5.00  
Fontana Media Corp., 4011 Menaul Blvd., Albuquerque, N. M. 87110. Phone 505-265-5929.

STATION'S PROGRAMMING DESCRIPTION  
KMYR: Programmed for young adults.  
MUSIC: popular contemporary musical sweeps programmed by personalities. Rec'd 8/6/74.

1. PERSONNEL  
Pres. & Gen'l Mgr.—David L. Arnold.  
Program Director—Frank Cody.

3. FACILITIES  
ERP 3.700 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours. MST.  
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21d, 22a, 24a, 24c, 25a.  
Contracts: 41, 44a, 45, 46.  
Comb.; Cont. Discounts: 60f, 62d.  
Cancellation: 71a.  
Prod. Services: 82.  
Affiliated with American FM Network.

### TIME RATES

ET—Rec'd 8/6/74.

6. SPOT ANNOUNCEMENTS					
1 MIN:	6x	12x	18x	24x	
AA	14	12	11	10	
B: Flat 5.00.	11	10	9	8	
30 sec: 80% of 1-min.					

7. PACKAGE PLANS					
40%AA, 40%A, 20%B					
PER WK:	10 ti	20 ti	30 ti	40 ti	
1 min:	9.00	8.25	7.75	7.50	
30 sec: 80% of 1-min.					

8. PROGRAM TIME RATES					
1x	26x	52x	104x	260x	
1 hr:	50	45	40	35	30
1/2 hr:	35	30	25	20	—
1/4 hr:	25	20	15	—	—

## KOB

1920



## HUBBARD BROADCASTING, INC.



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 232 1650 6.00  
Albuquerque Broadcasting, Div. of Hubbard Broadcasting, Inc., Box 1351, 77 Broadcast Plaza, S.W., Albuquerque, N. M. 87103. Phone 505-243-4411. TVX 910-989-1682.

1. PERSONNEL  
President—Stanley S. Hubbard.  
General Manager—Dick McKee.  
Program Director—Larry Sherman.

2. REPRESENTATIVES  
McGavren-Guild, Inc.  
Mountain Media.

3. FACILITIES  
50,000 w.; 770 kc. Directional—nights.  
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33a.  
Contracts: 40a, 45, 46, 47b.  
Comb.; Cont. Discounts: 60i, 60l, 61a, 61c, 62b, 62d.  
Cancellation: 70b, 70e, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.  
AM spots may be applied toward frequency discount on FM, but not vice-versa.

### TIME RATES

ET 8/1/74—Rec'd 7/25/74.

AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm, 7 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS					
AAA					
6 ti	12 ti	28 ti	24 ti	6 ti	12 ti
1 min	30	29	28	26	23
30 sec	24	23	22	20	19

## KOB-FM

1967

A Hubbard Broadcasting, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 232 1651 4.00  
Albuquerque Broadcasting Div. of Hubbard Broadcasting, Inc., Box 1351, 77 Broadcast Plaza, S.W., Albuquerque, N. M. 87103. Phone 505-243-4411. TVX 910-989-1682.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 8,200 w.; 93.3 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 4,200 ft. above average terrain.

### TIME RATES

ET 8/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS					
AAA					
6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min/less:	17	13	12		

## KPAR

1969



Alan Torbet  
Associates, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 232 1700 9.00  
Sun Country Radio, Inc., Box 2121, Albuquerque, N. M. 87103. Phone 505-243-6000.

STATION'S PROGRAMMING DESCRIPTION  
KPAR: Programmed for adults. MUSIC: general popular, standards, film music & Broadway show-tunes. All music is orchestra instrumental. RELIGIOUS music 1 hour Sun. NEWS: hourly, also weather, M-F. COMMERCIAL POLICY: 1 spot aired at a time. Minimum of 15 minutes product protection. Contact Representative for further details. Rec'd 5/7/73.

1. PERSONNEL  
President—Sam E. Pendleton.  
Station Manager—Don Burton.

2. REPRESENTATIVES  
Alan Torbet Associates, Inc.

3. FACILITIES  
1,000 w.; 1190 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.  
Member: Prestige Radio Group.

### TIME RATES

No. 2 ET 9/1/73—Rec'd 9/6/73.

AAA—Mon thru Sat 6-9:30 am & 3:30-7 pm.  
AA—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.

## 6. SPOT ANNOUNCEMENTS

CLASS AAA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min:	12.00	11.20	10.40	9.60	8.80
30 sec:	9.00	8.40	7.90	7.30	6.00
10 sec:	6.00	5.60	5.20	4.80	4.40

CLASS AA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min:	9.00	8.40	7.90	7.30	6.00
30 sec:	6.70	6.20	5.80	5.40	4.40
10 sec:	4.40	4.20	3.80	3.60	3.25

7. PACKAGE PLANS					
PER YR:					
BULK:	1 min	30 sec	10 sec	1 min	30 sec
520 x:	10.40	7.90	5.20	7.90	5.80
1040 x:	8.80	6.60	4.40	6.60	4.80
1560 x:	7.30	5.40	3.60	5.40	4.00

TOTAL AUDIENCE PLAN					
PER WK:	18 ti	24 ti	30 ti	36 ti	48 ti
1 min:	6.70	6.40	5.90	5.40	4.80
30 sec:	5.20	4.80	4.40	4.00	3.60
10 sec:	3.35	3.20	2.95	2.70	2.40
PER MO:	72 ti	96 ti	120 ti	144 ti	192 ti
1 min:	6.00	5.75	5.25	4.80	4.30
30 sec:	4.65	4.30	3.95	3.60	3.20
10 sec:	3.00	2.85	2.65	2.40	2.15
PER YR:		520x	1040x	1560x	
1 min:		6.70	5.90	4.80	
30 sec:		5.20	4.40	3.60	
10 sec:		3.35	2.95	2.40	

## KQEO

1948



A Swanee Station  
Subscriber to the NAB Radio Code

Media Code 4 232 1800 7.00  
Swanee Broadcasting Corp., 2000 Indian School Rd., Albuquerque, N. M. 87104. Phone 247-8188.

STATION'S PROGRAMMING DESCRIPTION  
KQEO: Programmed for young adults 18-30 & teens. MUSIC: 40 current hits with 4 oldies & 1 album cut per hour. 6 AIR PERSONALITIES. NEWS 9%; 3 man local staff, 2 mobile units. Week ends: 1 hit, 1 gold rotation, 6 hours syndicated shows. Continual promotions. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Ken Baugh.  
Program Director—Chuck Logan.  
Sales Manager—Lannon Mintz.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
1,000 w. days, 500 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. MST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 41, 44a, 44b, 45a, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60f, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with Eastman Radio Network.  
All rates include a 20% talent and production charge.  
Announcements for competitive accounts are guaranteed 1/4 hour protection.

### TIME RATES

No. 5 ET 11/1/69—Rec'd 10/3/69.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I					
PER WK:	1 ti	12 ti	18 ti	24 ti	
1 min:	24.00	22.00	21.00	20.00	
30/20 sec:	19.20	17.60	16.80	16.00	
10 sec:	12.00	11.00	10.50	10.00	

SECTION II					
PER WK:	1 ti	12 ti	18 ti	24 ti	
1 min:	20.00	19.00	18.00	17.00	
30/20 sec:	16.00	15.20	14.40	13.60	
10 sec:	10.00	9.50	8.50	8.00	

SECTION III					
PER WK:	1 ti	12 ti	18 ti	24 ti	
1 min:	17.00	15.00	14.00	13.00	
30/20 sec:	13.00	12.00	11.20	10.40	
10 sec:	8.50	7.50	7.00	6.50	

7. PACKAGE PLANS

MON THRU SUN		1 min
15 ti (8I, 5II, 2III) ea.		17.00
30 ti (15I, 10II, 5III) ea.		15.00
50 ti (21I, 18II, 8III) ea.		13.50
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.		
Spots may be moved from I to II and II to III with no rate change, but not vice versa.		

8. PROGRAM TIME RATES

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Albuquerque—KZIA—Continued

1. PERSONNEL  
Pres. & Gen'l Sales Mgr.—John Deme.  
Program Director—John Howard Deme.  
Women's Program Director—Hazel I. Deme.
2. REPRESENTATIVES  
Meeker Radio, Inc.
3. FACILITIES  
1,000 w., 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 21b, 23a, 24a, 24c, 43c.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 9/1/73—Rec'd 10/4/73.

6. SPOT ANNOUNCEMENTS  
PER WK:  
10: 5 ti 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti  
15 ti 30 ti 45 ti 60 ti 90 ti 120 ti  
1 min 7.90 7.70 7.50 7.30 7.10 6.90 6.70  
30 sec 5.90 5.70 5.50 5.30 5.20 5.00 4.80  
Fixed times, extra 25%.

7. PACKAGE PLANS  
ANNUAL BULK: 500x 1000x  
1 min 6.90 6.00  
30 sec 5.00 4.50  
10. SPECIAL FEATURES  
5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
5-min news 15.00 14.00 13.00 12.50 12.00 11.50  
2-min  
Features... 11.00 10.00 9.50 9.00 8.50 8.00  
Personality Shows—minimum 2 per wk:  
1 min 15.00 10.00 10.00 10.00 10.00  
LONG-TERM CONTRACT DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%

ARTESIA (1 AM; 1 FM)

Eddy County—Map Location G-5  
See STDS consumer market map and data at beginning of the State.

- KSVP**  
1946  
Subscriber to the NAB Radio Code  
Media Code 4 232 2400 5.00  
Artesia Broadcasting Co., 317 W. Quay, Artesia, N. M. 88210. 505-746-2751.  
STATION'S PROGRAMMING DESCRIPTION  
KSVP: Programmed for adults and young adults.

1. PERSONNEL  
General Manager—Dave Button.
2. REPRESENTATIVES  
Jack Masia & Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Mountain States, West—Bob Hix Co., Inc.
3. FACILITIES  
1,000 w., days; 250 w. nights; 990 kc. Non-directional.  
Operating schedule: 6 am-10 pm daily. MST.
4. AGENCY COMMISSION  
15/0 monthly.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
No. 7 Eff 1/1/73—Rec'd 5/24/73.

6. SPOT ANNOUNCEMENTS  
12 ti 24 ti 36 ti  
1 min 3.50 3.00 2.50  
30 sec 3.00 2.50 2.00

KSVP-FM

- 1969  
Subscriber to the NAB Radio Code  
Media Code 4 232 2401 3.00  
Artesia Broadcasting Co., Inc., 317 W. Quay, Artesia, N. M. 88210. Phone 505-746-2751.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KSVP-FM: MOR, standards, showtunes, big band.

3. FACILITIES  
ERP 51,000 w. (horiz.), 51,000 w. (vert.); 92.9 mc. Stereo.  
Operating schedule: 16 hours daily. MST.  
Antenna ht.: 1,092 ft. above average terrain.

**TIME RATES**  
Rates are identical to KSVP. See that listing.

AZTEC

San Juan County—Map Location B-2  
See STDS consumer market map and data at beginning of the State.

- KHAP**  
1959  
Media Code 4 232 2550 7.00  
Steven Grover dba KHAP, Box 1340, Aztec, N. M. 87410. Phone 505-334-2266.  
STATION'S PROGRAMMING DESCRIPTION  
KHAP: Fulltime country music.

1. PERSONNEL  
General Manager—James T. Pritchard.
2. REPRESENTATIVES  
Mountain Media.
3. FACILITIES  
1,000 w., days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5 am-11 pm. MST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 8/1/72—Rec'd 7/10/73.

6. SPOT ANNOUNCEMENTS  
ix 51x 101x 151x 201x 501x (\*)  
1 min 3.74 3.39 3.22 2.99 2.85 2.30 1.95  
30 sec 3.39 3.05 2.88 2.65 2.30 1.84 1.61  
10 sec 1.72 1.38 1.20 1.03  
(\*) 751-1000x.  
Spanish, 1 min..... 2.50

BAYARD

Grant County—Map Location D-5  
See STDS consumer market map and data at beginning of the State.

- KNFT**  
1968  
**RAB**

- Media Code 4 232 2625 7.00  
KNFT, Inc., U. S. 180, E., Silver City, N. M. 88061. Phone 505-538-5722.  
STATION'S PROGRAMMING DESCRIPTION  
KNFT: MUSIC: 100% country western.

1. PERSONNEL  
Manager—Keith Le May.
3. FACILITIES  
1,000 w.; 950 kc. Non-directional.  
206 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. MST.
4. AGENCY COMMISSION  
15% time only.

**TIME RATES**  
No. 3 Eff 12/1/72—Rec'd 12/7/72.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 min 30 sec 20 sec 1 min 30 sec 20 sec  
6 ti 6.50 5.00 3.75 5.00 3.75 2.80  
12 ti 6.25 4.75 3.50 4.75 3.50 2.60  
18 ti 6.00 4.50 3.25 4.50 3.25 2.50  
24 ti 5.75 4.00 3.00 4.20 3.25 2.30  
30 ti 5.25 3.75 2.75 3.75 3.00 2.15  
36 ti 5.00 3.50 2.50 3.25 2.75 2.00

BELEN

Valencia County—Map Location E-3  
See STDS consumer market map and data at beginning of the State.

- KARS**  
1961  
Media Code 4 232 2700 8.00  
Brooks Broadcasting Co., Inc., Box 860, 203 N. 2nd St., Belen, N. M. 87002. Phone 505-864-7447.  
STATION'S PROGRAMMING DESCRIPTION  
KARS: Programmed for adults and young adults.

1. PERSONNEL  
Pres. & Gen'l Mgr.—William T. Brooks.
2. REPRESENTATIVES  
Mountain Media.  
Paul Miller & Company.
3. FACILITIES  
250 w., days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL RATE POLICY  
Affiliated with KRS.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 7/1/73—Rec'd 4/23/73.

6. SPOT ANNOUNCEMENTS  
PER WK: 5 ti 10 ti 20 ti 30 ti 50 ti 100 ti  
1 min 3.25 3.00 2.70 2.45 2.35 2.20 1.95 1.75  
30 sec 2.60 2.40 2.15 1.95 1.90 1.75 1.60 1.50  
10 sec 1.95 1.80 1.60 1.50 1.40 1.35 1.20 1.10

7. PACKAGE PLANS  
PER WK: 5 ti 10 ti 20 ti 30 ti 50 ti 100 ti  
1 min 3.25 3.00 2.70 2.45 2.35 2.20 1.95 1.75  
30 sec 2.60 2.40 2.15 1.95 1.90 1.75 1.60 1.50  
10 sec 1.95 1.80 1.60 1.50 1.40 1.35 1.20 1.10

10. SPECIAL FEATURES  
NEWS/WEATHER/SPORTS  
ix 52x 104x 156x 260x 312x 365x  
5 min 10.00 6.00 5.25 4.75 3.95 3.75 3.50

CARLSBAD (3 AM; 1 FM)

Eddy County—Map Location G-5  
See STDS consumer market map and data at beginning of the State.

- KAVE**  
1936  
Subscriber to the NAB Radio Code  
Media Code 4 232 2800 6.00  
Western States Broadcasting, Inc., Box 1538, 102 N. Main, Carlsbad, N. M. 88220. Phone 505-885-3017.  
STATION'S PROGRAMMING DESCRIPTION  
KAVE: MOR days; rock eve; UPI Audio.

1. PERSONNEL  
Pres. & Mgr.—Frank Cooke.
3. FACILITIES  
1,000 w., days, 250 w. nights, 1240 kc.  
Operating schedule: 5:30 am-11 pm. MST.
4. AGENCY COMMISSION  
15%.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. C Eff 8/1/71—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS  
ix 26x 104x 156x 312x  
1 min 3.05 3.65 3.30 2.95 2.50  
30 sec 2.60 2.40 2.15 1.90 1.60

7. PACKAGE PLANS  
SATURATION SCHEDULE  
1 min 2.30 2.70 2.95 3.20 3.45  
30 sec 1.40 1.65 1.80 1.95 2.10

KBAD

- 1950  
Subscriber to the NAB Radio Code  
Media Code 4 232 2900 4.00  
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N. M. 88220. Phone 505-885-2151.  
STATION'S PROGRAMMING DESCRIPTION  
KBAD: Programmed for adults and young adults.

1. PERSONNEL  
Pres. & Mgr.—Bob Swayze.
2. REPRESENTATIVES  
Mario Messina Company.

3. FACILITIES  
1,000 w., days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBAD-FM.
4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
When identical schedule is placed on KBAD-FM 10% additional discount is earned on billing of each station.

**TIME RATES**  
No. 2 Eff 1/1/74—Rec'd 2/11/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 12 ti 18 ti 24 ti  
1 min 3.90 3.70 3.50 3.30  
30 sec 3.30 3.15 3.00 2.80  
10 sec: 65% of 1-min.  
Mon thru Sat 6-10 am, noon-1 pm & 4-6 pm, extra 20%

KBAD-FM

- 1967  
Media Code 4 232 2901 2.00  
Radio Carlsbad, Inc., Box 70, 714 N. Canyon, Carlsbad, N. M. 88220. Phone 505-885-2151.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KBAD-FM: Programmed for adults and young adults.

3. FACILITIES  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 5 am-11 pm. MST.  
Antenna ht.: 283 ft. above average terrain.  
Partial simulcast operation. Operated separately 6:45-8 am. For simulcast facilities see KBAD.
5. GENERAL ADVERTISING See coded regulations  
Member: New Mexico Network.  
When identical schedule is placed on KBAD, 10% additional discount is earned on billing of each station.

**TIME RATES**  
Rates are identical to KBAD. See that listing.

KCCC

- 1966  
**Country Music Network**

- Subscriber to the NAB Radio Code  
Media Code 4 232 3000 2.00  
Kolob Broadcasting Inc., 1206 W. Mermod St., Carlsbad, N. M. 88220. Phone 505-887-5521.  
STATION'S PROGRAMMING DESCRIPTION  
KCCC: MUSIC: country and western.

1. PERSONNEL  
Pres. & Mgr.—Marion Jenkins.
3. FACILITIES  
1,000 w.; 930 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset.
4. AGENCY COMMISSION  
15/0.
5. GENERAL RATE POLICY  
Affiliated with MBS.  
Member: Country Music Network.

**TIME RATES**  
No. 11/20/73—Rec'd 11/26/73.

6. SPOT ANNOUNCEMENTS  
ix 26x 52x 104x 199x 299x 499x  
1 min 3.80 3.50 3.20 2.95 2.80 2.65 2.50  
30 sec 2.85 2.45 2.35 2.30 2.10 2.00 1.95  
15-sec: 70% of 30-sec.

7. PACKAGE PLANS  
PER DAY: 10 ti 20 ti 30 ti  
1 min 3.00 2.80 2.60  
30 sec 2.60 2.40 2.20

CLAYTON

Union County—Map Location H-1  
See STDS consumer market map and data at beginning of the State.

- KLMX**  
1950  
Subscriber to the NAB Radio Code  
Media Code 4 232 3450 9.00  
Ari-Ne-Mex Broadcasting Corp. Box 547, Clayton, N. M. 88415. Phone 505-374-2555.

1. PERSONNEL  
General Manager—Grover T. Jones.
2. REPRESENTATIVES  
George T. Hopewell, Inc.
3. FACILITIES  
1,000 w., days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6:00 am-10:00 pm weekdays; 8:00 am-4:00 pm Sun. MST.
4. AGENCY COMMISSION  
15% on net time; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with KRS.

**TIME RATES**  
Rates effective  
Rates received November 12, 1965.  
Class A—6:00 am-6:00 pm.

6. SPOT ANNOUNCEMENTS  
CLASS A  
1 min 30 sec 20 sec  
1 ti 3.25 2.75 1.75  
13 ti 3.10 2.60 1.60  
26 ti 2.95 2.45 1.55  
52 ti 2.85 2.30 1.50  
104 ti 2.70 2.15 1.45  
156 ti 2.55 2.00 1.40  
182 ti 2.50 1.85 1.35  
312 ti 2.25 1.70 1.30  
624 ti 2.10 1.55 1.28

CLOVIS (3 AM; 2 FM)

Curry County—Map Location H-3  
See STDS consumer market map and data at beginning of the State.

- KCLV**  
1952  
Media Code 4 232 3600 9.00  
Zia Broadcasting Co., Box 1007, Clovis, N. M. 88101. Phone 505-763-4401.

1. PERSONNEL  
General Manager—Jimmy L. Davis  
Program Director—John Gentry.  
Sales Manager—Cotton Hail.
2. REPRESENTATIVES  
Mario Messina Company.

3. FACILITIES  
1,000 w., days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 24 hours. MST.
4. AGENCY COMMISSION  
15/0 time and talent; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60i, 62b.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.  
Affiliated with KRS.  
Member: Southwestern Radio Group.

**TIME RATES**  
Eff 8/1/69—Rec'd 7/25/69.

6. SPOT ANNOUNCEMENTS  
AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6 pm.  
A—All other times.  
PER WK: EA: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 6.75 6.55 6.35 6.15 5.95  
A 6.25 6.05 5.85 5.65 5.45  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

KICA

- 1933  
Media Code 4 232 3750 2.00  
KICA, Inc., Box K 1000 Sycamore St., Clovis, N. M. 88101. Phone 505-763-5511.

1. PERSONNEL  
Manager—Bill Thorbert.  
Sales Manager—Norman Stratton.  
Program Director—Keith Ingram.
2. REPRESENTATIVES  
Savalli/Gates, Inc.  
Mountain States, Kansas City—Dob Hix Co., Inc.  
South—Hiley Representatives.

3. FACILITIES  
1,000 w.; 980 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight. MST.
4. AGENCY COMMISSION  
15% on station time; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26, 28a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
Rates effective February 1, 1964. (Card No. 9.)  
Card received March 6, 1964.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 1 min 30 sec  
1 ti 6.50 4.85 104 ti 5.75 4.30  
26 ti 6.25 4.65 156 ti 5.50 4.10  
52 ti 6.00 4.50 312 ti 5.25 3.95

7. PACKAGE PLANS  
WEEKLY SATURATION PACKAGES  
PER WK: 1 min 30 sec 1 min 30 sec  
12 ti 4.90 3.70 30 ti 4.00 3.00  
18 ti 4.60 3.45 36 ti 3.70 2.75  
24 ti 4.30 3.25

8. PROGRAM TIME RATES  
(5:30 am-10:00 pm daily; 7:00 am-10:00 pm Sun)  
1/2 hr 1/4 hr 10 min 5 min  
1 ti 30.00 20.00 15.00 10.00  
26 ti 27.00 18.00 13.50 9.00  
52 ti 25.50 17.00 12.75 8.50  
104 ti 24.00 16.00 12.00 8.00  
312 ti 22.50 15.00 11.25 7.50  
19.50 13.00 9.75 6.50

10. SPECIAL FEATURES  
NEWSCASTS  
5-minutes on the hour 6.00  
5-minute News 8.00  
10-minute News 15.00  
15-minute News 20.00  
3-minute weather at 3:30 5.00  
5-minute Market report 8.00

(Clovis continued on next page)

# NEW MEXICO

Clovis—Continued

## KMTY (FM)

1970



Subscriber to the NAB Radio Code  
Media Code 4 232 3825 2.00  
Friend Radio, Inc., Drawer 1890, 1600 W. 21st St.,  
Clovis, N. M. 88101, Phone 505-762-3707.  
**STATION'S PROGRAMMING DESCRIPTION**  
KMTY (FM): Country & Western. Contact Representative for further details. Rec'd 8/19/73.

- PERSONNEL**  
General Manager—Al McAllister.  
Program Director—Mitch Miller.  
Sales Manager—Ken White, Jr.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
ERP 100,000 w.; 99.1 mc. Stereo.  
Operating schedule: 5 am-midnight daily. MST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12b, 13b, 14b, 15a, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 24b, 24c, 28a, 28c,  
29a, 29b, 30, 33b.  
Contracts: 40a, 41, 44a, 46, 47e, 48, 49, 51a, 51c.  
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 61b, 62a,  
62d, 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 6/1/71—Rec'd 7/6/71.

**6. SPOT ANNOUNCEMENTS**

**ANNUAL RATES—ROS/BTA**  
(5 am-7 pm)

	52x	104x	260x	520x	780x	1040x
1 min.	4.40	4.00	3.50	3.20	2.90	2.50
30 sec.	3.40	3.00	2.50	2.20	1.90	1.50

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

**WEEKLY PLAN**

	10t	20t	30t	40t	50t	100t
1 min.	4.40	4.00	3.50	3.10	2.90	2.50
30 sec.	3.40	3.00	2.50	2.20	1.90	1.50

**MONTHLY PLAN**

	4t	7t	10t	15t
1 min.	33.00	42.00	52.00	67.00
30 sec.	22.00	31.00	37.00	45.00

10 sec: 50% of 1-min.

## KTQM (FM)

1963



Media Code 4 232 3900 3.00  
Norman E. Petty, Box 926, Broadcast House, Clovis,  
N. M. 88101, Phone 505-762-4411.  
See affiliated AM station for additional information.  
**AM facilities: KWKA**  
**STATION'S PROGRAMMING DESCRIPTION**  
KTQM (FM): MUSIC: rock, top 40. NEWS: 5-min.  
11 hours daily. COMMERCIAL POLICY: maximum  
2 60-second announcements per 15 minutes. Rec'd  
7/5/74.

- PERSONNEL**  
ERP 50,000 w.; 99.9 mc.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 360 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 8/1/74—Rec'd 7/5/74.

**6. SPOT ANNOUNCEMENTS**

	1x	20x	30x	60x	100x
1 min.	6.00	5.00	4.50	4.00	3.00
30 sec.	4.80	4.00	3.60	3.20	2.40

12:01-5 am, 1 min 2.50. 12:01-5 am, 30 sec 2.00.

## KWKA

1971



Media Code 4 232 3975 5.00  
Norman E. Petty, Box 926, Broadcast House, Clovis,  
N. M. 88101, Phone 505-762-4411.  
**STATION'S PROGRAMMING DESCRIPTION**  
KWKA: MUSIC: modern country with top 40, 7  
AIR PERSONALITIES. Rec'd 7/5/74.

- PERSONNEL**  
Owner—Norman Petty.  
General Manager—William Jones.  
Operations Manager—Jack Crow.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
500 w.; 680 kc. Directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15%: payable when rendered.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 26, 28b.  
Contracts: 40a, 46, 48.  
Comb.; Cont. Discounts: 60a, 62b.  
Cancellation: 70a, 70c, 71a, 72a.  
FM facilities: KTQM (FM).  
Affiliated with CBS.

### TIME RATES

Eff 8/1/74—Rec'd 7/5/74.  
AA—6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA				
	1x	10x	20x	50x	100x
1 min.	5.00	4.75	4.50	4.00	3.50
30 sec.	4.00	3.75	3.50	3.20	2.80

**CLASS A**

1 min.	4.50	4.25	4.00	3.50	3.00
30 sec.	3.60	3.40	3.20	2.80	2.40

# DEMING

Luna County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## KOTS

1954



Subscriber to the NAB Radio Code  
Media Code 4 232 4050 6.00  
Luna County Broadcasting Co., Box 476, Deming,  
N. M. 88030, Phone (Area Code 505) 548-9011.

- PERSONNEL**  
General Manager—Robert W. Tobey.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
5,000 w. days; 1230 kc. Non-directional.  
Operating schedule: 6 am-7 pm. MST.
- AGENCY COMMISSION**  
15/0 time only; 15th of following month.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

### TIME RATES

Rates effective February 1, 1955.  
Rates received January 10, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1	1/2	1/4	5	1	
	hr.	hr.	hr.	min.	min.	(*)
1 time	40.00	22.00	12.00	6.00	4.50	3.00
26 times	38.00	19.80	10.80	5.40	4.10	2.75
52 times	34.00	18.70	10.20	5.10	3.90	2.50
156 times	30.00	16.50	9.00	4.50	3.50	2.25
312 times	24.00	13.50	7.20	3.60	2.90	2.00

(\*) 30 seconds or less.

# ESPANOLA

Rio Arriba County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## KDCE

1962

Media Code 4 232 4200 7.00  
George A. Gonzales Broadcasting Co., Box 648,  
Española, N. M. 87532, Phone 505-753-5970.  
Other office: Box 2068, 1300 Osage Ave., Santa Fe,  
N. M. 87501, Phone 505-982-4444.

- PERSONNEL**  
Owner & Gen'l Mgr.—George A. Gonzales.
- REPRESENTATIVES**  
West Coast—Lee F. O'Connell Company.  
Mountain States—Bob Hix Co., Inc.  
Texas—Paul Miller & Company.
- FACILITIES**  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 4 am-local sunset. MST.
- AGENCY COMMISSION**  
15/0: time only.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Spanish language station, no charge for translation.

### TIME RATES

Eff 2/21/74.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	156x	260x	500x	1000x
30 sec.	5.00	4.50	4.25	4.00	3.75	2.75

1-min, extra .75. (CH)

# FARMINGTON (3 AM; 1 FM)

San Juan County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KENN

1951



Subscriber to the NAB Radio Code  
Media Code 4 232 4350 0.00  
Kenn-Land Broadcasting, Inc., 212 W. Apache,  
Farmington, N. M. 87401, Phone 505-325-3541.  
Mailing address: Box K Farmington, New Mexico  
87401.

**STATION'S PROGRAMMING DESCRIPTION**  
KENN: MOR music, 5 min network news at :60.

- PERSONNEL**  
General Manager—C. O. Kendrick.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1390 kc.  
Directional—nighttime.
- AGENCY COMMISSION**  
15/0 time and talent; 10th of following month.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
FM facilities: KRWN.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 43 Eff 11/15/72—Rec'd 4/11/74.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**

**SATURATION PLAN**

PER WK. A:	12t	18t	24t	30t	36t
1 min.	5.80	5.60	5.20	5.00	4.80
30 sec.	4.65	4.50	4.15	4.00	3.85

**B:**

1 min.	4.80	4.60	4.40	4.20	4.00
30 sec.	3.85	3.70	3.50	3.35	3.20

# KRWN

1974

Media Code 4 232 4425 0.00  
Music Men, Inc., Box 1047, 212 W. Apache, Farm-  
ington, N. M. 87401, Phone 505-327-4449.  
See affiliated AM station for additional information.  
**AM facilities: KRWN**  
**STATION'S PROGRAMMING DESCRIPTION**  
KRWN: MUSIC: Popular.

- PERSONNEL**  
Station Manager—Bob Williams.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
ERP 30,000 w.; 92.9 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 429 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

# KRZE

1961

Subscriber to the NAB Radio Code  
Media Code 4 232 4500 0.00  
Boyd Whitney, dba KRZE Radio, Box 1529, 208-B  
W. Main, Farmington, N. M. 87401, Phone 505-  
327-9696.

**STATION'S PROGRAMMING DESCRIPTION**  
KRZE: Programmed for general interest.

- PERSONNEL**  
Owner & Gen'l Mgr.—Boyd Whitney.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
5,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

### TIME RATES

Eff 7/1/72—Rec'd 2/15/73.

**6. SPOT ANNOUNCEMENTS**

	1x	101x	251x	501x	751x	1000+
1 min.	7.80	5.85	5.30	4.70	3.60	3.60
30 sec.	7.00	5.00	4.60	3.85	3.40	2.75

Drive time, per spot, extra .25.

**7. PACKAGE PLANS**

EA:	1t	12t	24t	36t
1 min.	5.50	5.00	4.50	4.00
30 sec.	4.50	4.00	3.50	3.00
10 sec.	3.20	2.80	2.30	1.80

**ANNUAL PLAN**  
Advertisers contracting in advance for 312-624-936  
spot within a 52-wk period will earn the 12-24-36  
plan rate, regardless of number of spots run in any  
one week. In event written contract is not fulfilled,  
schedule will be adjusted to rate earned each week.  
All spots regardless of length may be combined to  
earn frequency.

### TIME RATES

Eff 7/1/72—Rec'd 2/15/73.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	156x	260x	500x	1000x
30 sec.	5.00	4.50	4.25	4.00	3.75	2.75

1-min, extra .75. (CH)

### TIME RATES

Rates effective October 1, 1961.  
Rates received September 6, 1961.

**6. SPOT ANNOUNCEMENTS**

	Each	Each	Each
1 minute	6.00	20 times	4.50
5 times	5.75	30 times	4.00
10 times	5.50	50 times	3.50
15 times	5.00		
20 30-second spots	75%	of applicable minute rate.	
10-second ID's	50%	of applicable minute rate.	

# GALLUP (2 AM)

McKinley County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KGAK

1945



Subscriber to the NAB Radio Code  
Media Code 4 232 4800 4.00  
Gallup Broadcasting Co., 401 E. Coal, Gallup, N. M.  
87301, Phone 505-863-4444.

- PERSONNEL**  
Pres. & Gen. Mgr.—Jack B. Chapman.
- REPRESENTATIVES**  
New York—Chicago, Dallas, Los Angeles and San  
Francisco—Savall/Gates.  
Denver—Mountain Media.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1330 kc.  
Directional—nighttime only.
- AGENCY COMMISSION**  
15% on net time only.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 12 Eff 1/1/70—Rec'd 1/14/70.

**6. SPOT ANNOUNCEMENTS**

	1t	26x	52x	104x	260x
1 min.	7.00	6.50	6.25	5.00	5.75
30 sec.	6.00	5.50	5.25	5.00	4.75
10 sec.	4.00	3.75	3.50	3.25	3.00

**7. PACKAGE PLANS**

PER WK:	5t	10t	15t	20+
1 min.	6.50	6.25	6.00	5.75
30 sec.	5.50	5.25	5.00	4.75

# KYVA

1930



Media Code 4 232 4950 7.00  
The Kandel Corp., Drawer K, 306 S. First, Gallup,  
N. M. 87301, Phone 505-863-6222.

- PERSONNEL**  
Manager—Robert J. Barnett.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Operating schedule: 4:45 am-11:00 pm.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

Eff 7/15/59—Rec'd 6/10/59.

**6. SPOT ANNOUNCEMENTS**  
1 min or less (available in Navajo or Zuni).... 5.00

**7. PACKAGE PLANS**

PER WK:	10t	20t	30t	50+
1 min.	4.75	4.50	4.25	4.00
30 sec:	75% of 1-min.	10 sec:	50% of 1-min.	

# GRANTS

Valencia County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## KMIN

1956



Media Code 4 232 5100 8.00  
KMIN, Inc., Box 980, Grants, N. M.

- PERSONNEL**  
General Manager—Bernie Bustos.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w.; 980 kc.  
Operating schedule: 6:00 am-local sunset.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective July 1, 1960.  
Rates received July 18, 1960.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1	1/2	1/4	5	1	30
	hr.	hr.	hr.	min.	min.	sec.
1 time	45.00	36.00	20.00	12.00	6.00	4.00
13 times	40.00	35.00	18.50	10.00	5.50	3.75
26 times	35.00	30.00	17.50	9.00	5.25	3.50
52 times	33.00	27.00	17.00	8.50	5.00	3.25
104 times	30.00	24.00	16.25	8.25	4.75	3.00
156 times	27.00	21.00	15.50	8.00	4.50	2.75
260 times	25.00	18.50	15.00	7.75	4.25	2.50



**KLDG (FM)**

1985

**RAB**

Media Code 4 232 5325 1.00  
Griffin Broadcasting, Inc., Box 40, West Bender  
Bldg., Hobbs, N. M. 88240. Phone 505-398-  
5148, 9.

See affiliated AM station for additional information.  
AM facilities: KHOB.

**5. FACILITIES**  
ERP 38,000 w.; 95.7 mc.  
Operating schedule: 5 am-10 pm. MST.

**TIME RATES**

No. 1 Eff 7/1/71—Rec'd 6/28/71.

6. SPOT ANNOUNCEMENTS				
1 min.....	1x	52x	152x	312x
30 sec.....	4.90	3.85	3.50	3.15
10 sec.....	3.92	3.08	2.80	2.52

**KW EW**

1936

Media Code 4 232 5400 2.00  
Box 777, 1515 N. Del Paso, Hobbs, N. M. 88240.  
Phone 505-393-3137.

**1. PERSONNEL**  
Manager—Larry McAdams.  
Farm Director—Gil Haugen.  
News & Sports—John Neal.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States, Kansas City—Bob Hix Co., Inc.  
Southwest—Riley Representatives.

**3. FACILITIES**  
5,000 w.; 1480 kc. Directional-nighttime only.  
Operating schedule: 5 am-midnight. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1b, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 12a, 13a, 14a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b, 24b, 25c,  
26, 28b, 28c, 29a, 30, 32a.  
Contracts: 40a, 44a, 46, 47a, 48, 50, 51a, 51b.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i, 61a,  
61b.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and KBS.  
Member: Country Music Network, Farm Directors  
Radio Network.

**TIME RATES**

Eff 5/1/69—Rec'd 3/20/69.

6. SPOT ANNOUNCEMENTS						
1 min.....	1x	52x	104x	156x	208x	260x
30 sec.....	6.50	6.00	5.50	5.00	4.50	4.00
10 sec.....	5.50	5.00	4.50	4.00	3.50	3.00
10 sec.....	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS						
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	30 ti
1 min.....	5.00	4.50	4.00	3.50	3.00	2.50
30 sec.....	4.00	3.50	3.00	2.50	2.00	1.50
10 sec.....	2.50	2.25	2.00	1.75	1.50	1.25

**HUMBLE CITY**

Lea County—Map Location H-5  
See SRDS consumer market map and data at beginning  
of the State.

**KCIA**

1971

Media Code 4 232 5435 8.00  
KCIA Radio, Inc., Box 149, Humble City, N. M.  
88251. Phone 505-392-6546.

**STATION'S PROGRAMMING DESCRIPTION**  
KCIA: Country Western format.

**1. PERSONNEL**  
Manager—Jack Parry.  
Sales Manager—Barbara McDanielis.

**2. REPRESENTATIVES**  
Paul Miller & Company.

**3. FACILITIES**  
1,000 w. days; 1110 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/2 time only; within 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 6/1/71—Rec'd 5/1/72.

6. SPOT ANNOUNCEMENTS						
30 sec.....	1x	50x	150x	300x	600x	1200x
20 sec.....	3.50	3.20	2.85	2.50	2.25	2.00
10 sec.....	3.20	2.85	2.55	2.25	2.00	1.85
10 sec.....	2.50	2.25	2.00	1.75	1.60	1.50

7. PACKAGE PLANS						
30 DAYS:	50 ti	100 ti	200 ti	300 ti	400 ti	500 ti
30 sec.....	3.00	2.50	2.25	2.00	1.75	1.50
20 sec.....	2.75	2.25	2.00	1.85	1.60	1.50
10 sec.....	2.25	1.85	1.60	1.50	1.40	1.30
PER WK:	45 ti	80 ti	120 ti	160 ti	200 ti	240 ti
30 sec.....	2.85	2.50	2.25	2.00	1.75	1.50
20 sec.....	2.55	2.35	2.15	1.95	1.75	1.50
10 sec.....	1.95	1.75	1.50	1.40	1.30	1.20

8. 3-DAY PLAN						
30 sec.....	51.00	70.00	85.00	100.00	115.00	130.00
20 sec.....	47.00	64.00	76.00	88.00	100.00	112.00
10 sec.....	37.00	51.00	62.00	72.00	82.00	92.00

10. SPECIAL FEATURES						
Weather & Sports.....	125.	News.....	55.			

**LAS CRUCES (2 AM; 1 FM)**

Doña Ana County—Map Location K-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**KGRD (FM)**

1966

**RAB**

Media Code 4 232 5475 4.00  
Chaparral Broadcasting Services, Inc., Box 968, Las  
Cruces, N. M. 88001. Phone 505-526-6681.

See affiliated AM station for additional information.  
AM facilities: KGRT.

**STATION'S PROGRAMMING DESCRIPTION**  
KGRD (FM): Country and western music.

**1. PERSONNEL**  
Program Director—Collin Gramatsky.  
Sales Manager—Jim Joyner.

**2. FACILITIES**  
ERP 1,850 w. (horiz.), 1,350 w. (vert.); 103.9 mc.  
Stereo.  
Operating schedule: 6-1 am. MST.  
Antenna ht.: 1 ft. above average terrain.

**TIME RATES**

KGRT rates less 40%.

**KGRT**

1955

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 232 5550 4.00  
Chaparral Broadcasting Services, Inc., Box 968, Las  
Cruces, N. M. 88001. Phone 505-526-6681.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gerard Martin.

**2. FACILITIES**  
5,000 w. days; 570 kc. Non-directional.  
Operating schedule: 5:29 am-local sunset. MST.

**3. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24b, 24c,  
28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 51a.  
Comb.; Cont. Discounts: 60a, 60h, 60i, 62b.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 82.  
FM facilities: KGRD (FM).  
Affiliated with KBS.  
Member: National AgRadio Groups, Inc., Farm  
Directors Radio Network.

**TIME RATES**

6. SPOT ANNOUNCEMENTS						
1 min.....	1x	52x	104x	156x	208x	260x
30 sec.....	6.50	6.00	5.50	5.00	4.50	4.00
10 sec.....	5.50	5.00	4.50	4.00	3.50	3.00
10 sec.....	3.25	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS						
PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	30 ti
1 min.....	5.00	4.50	4.00	3.50	3.00	2.50
30 sec.....	4.00	3.50	3.00	2.50	2.00	1.50
10 sec.....	2.50	2.25	2.00	1.75	1.50	1.25

8. 3-DAY PLAN						
30 sec.....	51.00	70.00	85.00	100.00	115.00	130.00
20 sec.....	47.00	64.00	76.00	88.00	100.00	112.00
10 sec.....	37.00	51.00	62.00	72.00	82.00	92.00

10. SPECIAL FEATURES						
Weather & Sports.....	125.	News.....	55.			

**KOBE**

1947

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 232 5700 5.00  
Las Cruces Broadcasting Co., Drawer X, 1832 W.  
Anador, Las Cruces, N. M. 88001. Phone 505-  
526-2496.

**STATION'S PROGRAMMING DESCRIPTION**  
KOBE: Programmed for general interest.  
AIR PERSONALITIES handle all segments. FARM:  
6-6:30 am, 12:30-1 pm interviews, markets, weather,  
country agent reports. NEWS: 30 min blocks at 7  
am, noon, 5 pm, 15 min at 11 pm, 5 min on hour  
and half hour. 2 man news staff. Women's interview  
8:30-9 am M-F. SPORTS: 2 local reports daily. Live  
play-by-play high school and local university football  
and basketball, 3 man sports staff. Spanish language  
8-11 pm Sun-F Contact Representative for further  
details. Rec'd 6/26/70.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Walter L. Rubens.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-  
directional.  
Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 12c, 14d, 15a, 16.  
Basic Rates: 20a, 24b, 25c, 28a, 29a, 32b.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60b, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
FM facilities: KOPE, Mesilla Park.  
Affiliated with MBS.

**TIME RATES**

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.....	4.00	3.70	3.55	3.40	3.10	2.90
10 sec.....	3.50	3.30	3.00	2.70	2.60	2.50

7. PACKAGE PLANS						
PER WK:	50 ti	75 ti	100 ti	125 ti	150 ti	200 ti
1 min.....	4.50	4.25	4.00	3.75	3.50	3.25
30 sec.....	3.80	3.65	3.40	3.20	2.90	2.70
10 sec.....	3.10	3.00	2.70	2.60	2.40	2.30

**LOVINGTON (1 AM)**

Plus 1 paid cross reference.  
Lea County—Map Location H-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**KCIA**

HUMBLE CITY

City of license, Humble City, N. M.  
See listing under Humble City, N. M.

**NEW MEXICO**

**KLEA**

1932

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 232 6150 2.00  
Lea County Broadcasting Co., Drawer 877, Lovington,  
N. M. 88260. Phone 398-3355, 396-2244.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Hoyt Caldwell.

**2. FACILITIES**  
500 w. days; 630 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. MST.

**3. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective April 20, 1964.

6. SPOT ANNOUNCEMENTS						
1 min.....	1 ti	26 ti	52 ti	156 ti	312 ti	312 ti
30 sec.....	4.00	3.60	3.40	3.00	2.40	2.40
10 sec.....	3.00	2.70	2.55	2.25	1.80	1.80
50 words.....	2.50	2.25	2.00	1.75	1.50	1.50

**MESILLA PARK**

Doña Ana County—Map Location E-6  
See SRDS consumer market map and data at beginning  
of the state.

**KOPE**

1974

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 232 6225 2.00  
Las Cruces Broadcasting Co., Drawer X, 1832 W.  
Anador, Las Cruces, N. M. 88001. Phone 505-  
526-2496.

**STATION'S PROGRAMMING DESCRIPTION**  
KOPE: MUSIC: Standards. NEWS: hourly.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Walter L. Rubens.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Stereo.  
Operating schedule: 5-1 am. MST.  
Antenna ht.: 32 ft. below average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: KOBE, Las Cruces.

**TIME RATES**

Eff 6/1/74—Rec'd 8/1/71.

6. SPOT ANNOUNCEMENTS						
PER WK:	1 ti	12 ti	24 ti	30 ti	30 ti	30 ti
1 min.....	4.00	3.50	3.00	2.50	2.00	1.50

**PORTALES**

Roosevelt County—Map Location H-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**KENM**

1950

Media Code 4 232 6300 3.00  
Portales Broadcasting Co., Box 886, E. Highway 70,  
Portales, N. M. 88130. Phone 505-356-6681.

**STATION'S PROGRAMMING DESCRIPTION**  
KENM: programmed modern country & western.

**1. PERSONNEL**  
Vice-Pres. & Sales Development—Larry Ackers.  
General Manager—Bob Park.  
Farm Director—Bedford Forrest.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

Eff 7/1/73—Rec'd 5/24/73.

# NEW MEXICO

## RATON

Colfax County—Map Location G-1  
See SRDS consumer market map and data at beginning of the State.

### KRTN

1948



Subscriber to the NAB Radio Code

Media Code 4 232 6450 6.00  
Raton Broadcasting Co., Box 638, 1128 State St.,  
Raton, N. M. 87740. Phone 445-3652.

- PERSONNEL**  
Gen'l & Comm'l Mgr.—Jim Roper.
- REPRESENTATIVES**  
George T. Hopewell, Inc.  
Mountain States, Kansas City—Bob Hix Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-7 pm. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Eff 8/1/72—Rec'd 12/26/72.

- SPOT ANNOUNCEMENTS**  
PER WK: PER WK: 1 min 30 sec 10 sec  
1 x 5 tl..... 4.55 3.15 1.55  
52 x 10 tl..... 4.20 2.80 1.50  
104 x 15 tl..... 4.10 2.60 1.40  
156 x 20 tl..... 3.65 2.45 1.35  
260 x 25 tl..... 3.40 2.35 1.30  
312 x 30 tl..... 3.10 2.20 1.20  
624 x 35 tl..... 2.80 2.05 1.15  
936 x 50 tl..... 2.40 1.95 1.05  
1248 x 60 tl..... 2.10 1.75 1.00  
Set times: Per spot, extra .50.
- PACKAGE PLANS**  
All Day Broadcast..... 175.00  
Station Breaks, per day..... 52.50
- SPECIAL FEATURES**  
News, extra 15%.

## ROSWELL (5 AM; 1 FM)

Chaves County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KBIM

1953



## AVERY-KNODEL, INC.



Media Code 4 232 6600 6.00  
Taylor Broadcasting Co., Box 910, Roswell, N. M.  
88201. Phone 505-622-2120. TVX 910-986-0072.

**STATION'S PROGRAMMING DESCRIPTION**  
KBIM: Programmed for mass appeal.  
MUSIC: 85% popular including current hits. NEWS:  
5 min national news & sports at :55, regional &  
local news & weather at :30, farm & ranch in  
early am & noon. SPORTS: high school & jr.  
college basketball & football. Personalities available  
for remote broadcasts. Contact Representative for  
further details. Rec'd 9/17/73.

- PERSONNEL**  
Executive Vice-President—W. C. Taylor.  
Vice-Pres. & Gen'l Mgr.—John H. King.  
National Sales Manager—David N. Simunovs.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Mountain States—Bob Hix Co., Inc.

- FACILITIES**  
5,000 w. days, 500 w. nights; 910 kc.  
Operating schedule: 18 hours daily. MST.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a,  
15b. Basic Rates: 20b, 21b, 22b, 23b, 24c, 28c, 29a.  
Contracts: 40a, 41, 42a, 46, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.

### TIME RATES

AM/FM COMBINATION

Eff 12/1/73—Rec'd 10/22/73.

AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1  
pm & 4-6 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 tl 6 tl 12 tl 18 tl 24 tl 30 tl  
AA ..... 8.00 7.50 7.00 6.50 6.00 5.50  
A ..... 7.50 7.00 6.50 6.00 5.50 5.00  
30 SECONDS  
AA ..... 6.40 6.00 5.60 5.20 4.80 4.40  
A ..... 6.00 5.60 5.20 4.80 4.40 4.00  
10 sec: 50% of 1-min.

- PROGRAM TIME RATES**  
AM ONLY  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 60.00 36.00 24.00 18.00 15.00  
52 x ..... 55.00 33.00 22.00 16.50 13.75  
156 x ..... 50.00 30.00 20.00 15.00 12.50  
260 x ..... 45.00 27.00 18.00 13.50 11.25  
365 x ..... 40.00 24.00 16.00 12.00 10.00

## KBIM-FM

1959



Media Code 4 232 6601 4.00  
Taylor Broadcasting Co., 308 N. Main St., Roswell,  
N. M. 88201. Phone 505-622-2120.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 100,000 w. (horiz.), 89,000 w. (vert.); 94.9 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 1,600 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with KBIM. See that listing.
- TIME RATES**  
Eff 5/1/65—Rec'd 5/12/65.  
6. SPOT ANNOUNCEMENTS  
1 x 26x 52x 104x 156x 260x 312x  
1 min..... 3.60 3.30 2.95 2.75 2.60 2.50 2.35  
30 sec..... 3.00 2.70 2.55 2.40 2.30 2.20 2.10

## KKAT

1972

Subscriber to the NAB Radio Code

Media Code 4 232 6675 8.00  
Pecos Valley Broadcasting, Inc., Box 1797, 1621 N.  
Washington, Roswell, N. M. 88201. Phone 505-  
623-1430.

**STATION'S PROGRAMMING DESCRIPTION**  
KKAT: programmed for people of all ages.  
MUSIC: current hits, MOR & Top 40. NEWS: net-  
work & local. Contact Representative for further de-  
tails. Rec'd 12/13/72.

- PERSONNEL**  
President—Jim Talley.  
General Manager—Robert Ruark
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1430 kc. Directional  
nights—separate patterns day and night.  
Operating schedule: 6-11 am. MST.
- AGENCY COMMISSION**  
15% time only; 10% of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13b, 14b, 15b, 15d,  
16.  
Basic Rates: 20b, 21a, 22a, 23b, 24a, 25a, 26, 28b,  
28c, 29a, 30, 33d.  
Contracts: 40a, 43, 44b, 46, 47b, 49, 51a.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 70c, 71b, 72, 73b.  
Prod. Services: 80, 82.

### TIME RATES

Eff 3/1/72—Rec'd 11/22/72.

- SPOT ANNOUNCEMENTS**  
PER WK: 6 tl 12 tl 24 tl 36 tl  
1 min..... 4.50 4.40 4.00 3.80  
30 sec..... 3.50 3.40 3.00 2.80  
10 sec..... 2.50 2.20 2.00 1.90  
PER MO: 25 tl 50 tl 75 tl 100 tl 200 tl  
1 min..... 4.40 4.00 3.80 3.40 3.00  
30 sec..... 3.40 3.00 2.80 2.50 2.00  
10 sec..... 2.25 2.00 1.90 1.70 1.50
- PROGRAM TIME RATES**  
AA—Drive Time 6-9 am, noon-1 pm & 4:30-6 pm.  
A—All other times, daytime.  
B—Nighttime.  
5 min 1/4 hr 1/2 hr  
AA ..... 12.00 25.50 38.00  
A ..... 10.00 22.50 34.50  
B ..... 8.50 19.00 29.00
- DISCOUNT**  
10x-5% 52x-12-1/2%  
26x-10% 104x-15%

## KRDD

1963

Media Code 4 232 6750 9.00  
KRDD, Box 1615, Roswell, N. M. 88201. Phone 623-  
1330.

- PERSONNEL**  
Owner—Reginaldo Espinoza.  
Sales Manager—Eduardo B. Leaton.
- REPRESENTATIVES**  
East, Midwest—National Time Sales.  
Southeast—David Carpenter Company.
- FACILITIES**  
1,000 w.; 1320 kc.  
Operating schedule: Daytime.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 24a, 29a.  
Contracts: 40a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71b.  
100% Spanish programming; translation included.  
Member: National Spanish Language Network.

### TIME RATES

Eff ..... Rec'd 3/28/66.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
1 tl..... 6.00 104 tl..... 4.50  
26 tl..... 5.50 312 tl..... 4.00  
52 tl..... 5.00
- PACKAGE PLANS**  
ANNOUNCEMENT PACKAGES  
1 MINUTE  
PER WK: 5 tl..... 25.00 20 tl..... 85.00  
10 tl..... 45.00 25 tl..... 105.00  
15 tl..... 65.00 30 tl..... 120.00  
10-second announcements—50% of the applicable rate.
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 50.00 28.00 16.00 10.00 7.50
- DISCOUNTS**  
13x-5% 52x-12-1/2% 156x-60%  
26x-10% 104x-15% 260x-25%

- SPECIAL FEATURES**  
NEWSCASTS  
PER MO: 5 minutes daily..... 90.00  
10 minutes daily..... 120.00  
15 minutes daily..... 150.00

## KRSY

1947



## Buckley Radio Sales, Inc.



Media Code 4 232 7051 1.00  
John Burroughs, Box 1940, 800 E. 19th St., Roswell,  
N. M. 88201. Phone 505-622-0220.

- PERSONNEL**  
Owner—John Burroughs.  
General Manager—Jim Clark.  
National Sales Manager—Ross Kalley.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 24a, 28b, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71b, 73a.  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 6 Eff 12/31/73—Rec'd 12/3/73.

AA—Mon thru Sat 6-10 am & 3-7 pm;  
A—Mon thru Sat 10 am-3 pm & 7-10 pm;  
B—Mon thru Sun 10 pm-5 am.

- SPOT ANNOUNCEMENTS**  
CLASS AA 6 tl 12 tl 18 tl 24 tl  
1 min..... 7.50 6.50 5.50 4.00  
30 sec..... 6.00 5.00 4.25 3.00  
CLASS A  
1 min..... 6.50 5.50 4.50 2.75  
30 sec..... 5.00 4.25 3.50 2.25  
CLASS B  
1 min..... 2.00 30 sec..... 1.50  
ID'S: 60% of 1-min.
- SPECIAL FEATURES**  
Farm—Mon thru Sat 5-6 am, AA rate.  
CONSECUTIVE WEEK DISCOUNT  
26 wk-5% 52 wk-10%  
Minimum 3 spots per week.

## KSW5

1965



Subscriber to the NAB Radio Code

Media Code 4 232 7200 4.00  
Berrendo Broadcasting Co., Box 670, 711 W. 2nd  
St., Roswell, N. M. 88201. Phone 505-622-6450.

**STATION'S PROGRAMMING DESCRIPTION**  
KSW5: Programmed for adults and young adults.  
NEWS: at :60 & :30; local, regional, national,  
international, weather, time & network. FARM:  
6-8 am & noon-12:30 pm; interviews, market reports,  
county agent & farm & ranch programs from state  
university. MUSIC: 6 am-12M; showtunes, stand-  
ards, jazz oriented & MOR. SPORTS: college &  
network football. RELIGION: sermons & sermons  
Sun 6 am-noon. Contact Representative for further  
details. Rec'd 8/9/71.

- PERSONNEL**  
General Manager—Merle H. Tucker.  
Commercial Manager—D. H. Rose.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
50,000 w. days; 10,000 w. nights; 1020 kc.  
Operating schedule: 19 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
Basic Rates: 20b, 21c, 21d, 22a, 23a, 24a, 25a,  
26, 27, 28c, 29b, 33c.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60f, 60g, 60i, 61b, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

### TIME RATES

No. 1 Eff 3/1/74—Rec'd 3/18/74.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
A—Mon thru Sat 9 am-noon & 1-4 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**  
CLASS AA 1 tl 6 tl 12 tl 18 tl 24 tl  
1 min..... 8.50 7.50 7.00 6.50 6.00  
30 sec..... 6.80 6.00 5.60 5.20 4.80  
CLASS A  
1 min..... 7.50 6.50 6.00 5.50 5.00  
30 sec..... 6.00 5.20 4.80 4.40 4.00  
CLASS B  
1 min..... 5.50 4.50 4.00 3.50 3.00  
30 sec..... 4.40 3.60 3.20 2.80 2.40  
10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNT**  
26 wk-5% 52 wk-10%
- PROGRAM TIME RATES**  
AA—Mon thru Sun 6 am-7 pm.  
B—All other times.  
CLASS AA 1/2 hr 52x 156x 260x 312x  
1/2 hr..... 60.00 54.00 51.00 48.00 45.00  
1/4 hr..... 40.00 35.00 33.00 31.00 29.00  
10 min..... 30.00 26.00 25.00 23.00 21.00  
5 min..... 20.00 18.00 17.00 15.00 14.00  
CLASS B  
1/2 hr..... 35.75 31.75 29.75 27.75 25.75  
1/4 hr..... 23.75 21.25 19.75 18.75 17.00  
10 min..... 18.00 16.00 15.00 14.75 13.00  
5 min..... 11.75 10.50 10.00 9.25 8.50

- SPECIAL FEATURES**  
Farm/Women—Ix AA spots.

## RUIDOSO

Lincoln County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

### KRRR

1959

Media Code 4 232 7350 7.00  
Sierra Blanca Broadcasting, Inc., Box 39, Ruidoso,  
N. M. 88345. Phone 505-257-7333.

- PERSONNEL**  
President—Edward D. Hyman.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
5,000 w.; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 3 Eff 9/1/72—Rec'd 10/12/72.

- SPOT ANNOUNCEMENTS**  
SPECIFIED TIMES—WITHIN 1/2 HR PERIOD  
1x 26x 52x 104x 156x 260x 312x 624x  
1 min..... 5.00 4.85 4.70 4.50 4.30 4.10 3.90 3.70  
30/20 ..... 4.30 4.20 4.10 3.90 3.75 3.60 3.45 3.30  
10 sec..... 3.90 3.70 3.60 3.50 3.35 3.25 3.15 2.95
- PACKAGE PLANS**  
PER WK, ROS: 10 tl 20 tl 30 tl 40 tl  
1 min..... 4.50 4.30 4.10 3.90  
30/20 sec..... 3.90 3.75 3.60 3.45  
10 sec..... 3.50 3.35 3.25 3.15

## SANTA FE (3 AM; 2 FM)

Plus I paid cross reference.  
Santa Fe County—Map Location F-3  
See SRDS consumer market map and data at begin-  
ning of the State.

### KAFE

1966



Subscriber to the NAB Radio Code

Media Code 4 232 7500 7.00  
Enchanted Land Broadcasting, Inc., Box 4097, Lower  
Agua Fria, Santa Fe, N. M. 87501. Phone 505-  
471-2311.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Dale Wood.
- REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Mountain States—Bob Hix Co., Inc.  
Western States—Bill Dahlsten & Associates.
- FACILITIES**  
5,000 w. days; 810 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15%; bills rendered 1st, payable 10th.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b,  
24c, 25a, 26, 28c, 29a.  
Contracts: 40a 41, 42b, 42d, 45, 46, 47b, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 82.

### TIME RATES

Eff 5/1/68—Rec'd 5/15/68.

- SPOT ANNOUNCEMENTS**  
DRIVE TIMES—6-9 AM, NOON-1 PM, 3-6 PM  
26x 52x 104x 156x 312x 500x  
1 min..... 6.70 6.20 5.80 5.30 4.90 4.40  
30 sec..... 5.70 5.20 4.80 4.50 4.25 3.75  
ALL OTHER TIMES—ROS  
1 min..... 6.45 5.95 5.55 5.05 4.65 4.15  
30 sec..... 5.45 4.95 4.55 4.25 4.00 3.50  
10 sec: 50% of applicable 1-min.
- PACKAGE PLANS**  
10-DAY PLANS—ROS  
25 tl 50 tl 75 tl 100 tl 200 tl  
1 min..... 5.55 5.05 4.65 4.15 3.65  
30 sec..... 4.55 4.25 4.00 3.50 2.85  
10 sec: 50% of 1-min.

## KAFE-FM

1966



Subscriber to the NAB Radio Code

Media Code 4 232 7501 5.00  
Enchanted Land Broadcasting, Inc., Box 4097, Lower  
Agua Fria, Santa Fe, N. M. 87501. Phone 505-  
471-2311.

See affiliated AM station for additional information.

- FACILITIES**  
ERP 28,000 w.; 97.3 mc.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 300 ft. above average terrain.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 Eff 1/1/73—Rec'd 5/22/73.
- SPOT ANNOUNCEMENTS**  
1 MIN, EA: 12 tl 24 tl 30 tl 60 tl 90 tl  
Per wk ..... 3.00 2.50 2.00 .....  
Per mo ..... ..... 3.00 2.50  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## KDCE

ESPAÑOLA

City of license, Espanola, N. M.  
Santa Fe—Box 2068, 1300 Osage Ave., Santa Fe,  
N. M. 87501. Phone 505-982-4444.  
See listing under Espanola, N. M.

(Santa Fe continued on next page)



**KSNM (FM)**

1965



Media Code 4 232 7575 9.00  
Ivan H. Head, Drawer E, West Alameda, Santa Fe, N. M. 87501. Phone 505-982-4424.

**STATION'S PROGRAMMING DESCRIPTION**

KSNM (FM): Programmed for adults.  
MUSIC: Film music, showtunes, standards, dixie-land. Semi-classical, ballet, 11 am-noon, 3 pm-4:30 pm 7:35-8:30 pm. Opera 3-5 pm Sun. Live air personalities. NEWS: every hour. COMMERCIAL POLICY: 12 minutes of announcements per hour. Contact Representative for further details. Rec'd 5/15/74.

- PERSONNEL**  
Owner & Mgr.—Ivan H. Head.  
Chief Engineer—H. M. Caraway.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
ERP 30,000 w. (horiz.), 30,000 w. (vert.); 95.5 mc. Stereo.  
Operating schedule: 6:30 am to midnight.  
Antenna ht.: 173 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 8.  
Rate Protection: 10a.  
Basic Rates: 22a, 28a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**

No. 2 Eff 11/1/73—Rec'd 10/31/73.

6. SPOT ANNOUNCEMENTS		FIXED:			
	1x	26x	52x	104x	312x
1 min.	4.50	4.25	4.00	3.75	3.50
30 sec.	3.50	3.25	3.00	2.75	2.50

7. PACKAGE PLANS		FLOATING			
PER MO:		13 ti	26 ti	52 ti	
1 min.		4.00	3.50	3.00	
30 sec.		3.00	2.50	2.00	

8. PROGRAM TIME RATES		1 hr	1/2 hr	1/4 hr	5 min
1 x		30	20	15	10
13 x		25	18	12	8
52 x		20	15	9	5

**KTRC**

1946



Subscriber to the NAB Radio Code

Media Code 4 232 7650 0.00  
Santa Fe Broadcasting Co., Inc., Box 2227, 210 E. Marcy St., Santa Fe, N. M. 87501. Phone 505-982-2686.

**STATION'S PROGRAMMING DESCRIPTION**

KTRC: MUSIC: MOR of today & yesterday; classical, instrumental, each day 6-7 pm; Metropolitan opera or local opera & guests Sat afternoons. TALK: participation show M-Sat 9-9:30 am; 4 women's shows 8:30-10:45 am scattered. NEWS: network, local & state hourly. Guests, personalities, celebrities interviewed frequently. Contact Representative for further details. Rec'd 4/2/71.

- PERSONNEL**  
General Manager—Bill Hanrahan.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:45 am-midnight. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12b, 13b, 14a, 15a, 16.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60g, 60i, 61b, 62a, 62b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**

Eff 12/1/68—Rec'd 11/6/68.

6. SPOT ANNOUNCEMENTS		WEEKLY PENETRATION			
	5 ti	10 ti	20 ti	30 ti	50 ti
1 min.	8.50	7.50	6.00	5.50	5.00
30 sec.	6.50	5.00	4.50	4.00	3.50

MONTHLY PENETRATION		100 ti	200 ti	300 ti
1 min.		5.00	4.50	4.00
30 sec.		3.50	3.00	2.50

ANNUAL PENETRATION		1 min	30 sec		
260 x	8.50	6.50	1000 x	6.00	4.50
312 x	8.00	6.00	1500 x	5.50	4.00
365 x	7.50	5.50	2000 x	5.00	3.50
500 x	7.00	5.00	3000 x	4.00	3.00

8. PROGRAM TIME RATES		1x	13x	26x	52x	104x	156x	260x	365x
5 min.	19	18	17	16	15	14	12	10	
10 min	28	26	24	22	20	18	16	14	
1/4 hr	38	32	30	28	24	22	19	16	
1/2 hr	60	50	46	42	38	34	30	28	
1 hr	90	85	80	75	65	60	55	50	

**KVSF**

1936

**Mutual Broadcasting System**



Alan Torbet Associates, Inc.

**Contemporary**



Media Code 4 232 7800 1.00  
New Mexico Broadcasting Co., Box 2407, 1718 W. Alameda, Santa Fe, New Mexico 87501. Phone 505-982-4455.

- PERSONNEL**  
President—Bruce Hebenstreit.  
General Manager—Alfred Sena.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w.: 1260 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60k, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Rate Protection: 6 months, 1 year to continuous advertisers.  
Affiliated with KDS and MDS.  
Affiliated with ATA Radio Network.

**TIME RATES**

No. 12 Eff 5/1/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS		GUARANTEED TIME			
	1 ti	12 ti	24+		
1 min.	6.00	5.00	4.00		
30 sec.	5.00	4.00	3.00		
10 sec.	4.00	3.00	2.50		

7. PACKAGE PLANS		BLANKET COVERAGE—ROS			
PER WK:		30 ti	40 ti	50 ti	60 ti
1 min.		4.00	3.75	3.50	3.25
30 sec.		3.00	2.75	2.50	2.25
10 sec.		2.00	1.75	1.50	1.25

PER MO:		100 ti	150 ti	200 ti
1 min.		3.50	3.25	3.00
30 sec.		2.50	2.25	2.00
10 sec.		1.50	1.25	1.00

**SANTA ROSA**

Guadalupe County—Map Location G-3

See SRDS consumer market map and data at beginning of the State.

**KSYX**

1960

Media Code 4 232 7950 4.00  
Tri-City Broadcasters, Drawer K, E. Hwy. 66, Santa Rosa, N. M. 88435. Phone 505-472-3811.

- PERSONNEL**  
General Manager—Robert Deltrich.
  - REPRESENTATIVES**  
Mario Messina Company.
  - FACILITIES**  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KJIS.
- TIME RATES**  
No. 2 Eff 1/1/70—Rec'd 3/3/70.  
Drive Time—Mon thru Fri 6:30-9 am & 4-6 pm.
- | 6. SPOT ANNOUNCEMENTS |      | SPECIFIED TIMES |      |      |      |
|-----------------------|------|-----------------|------|------|------|
|                       | 1x   | 52x             | 104x | 156x | 312x |
| 1 min.                | 3.20 | 3.00            | 2.80 | 2.60 | 2.45 |
| 30/20 sec.            | 2.55 | 2.40            | 2.25 | 2.10 | 1.95 |
| 10 sec.               | 1.90 | 1.80            | 1.70 | 1.55 | 1.45 |
- 
- | 7. PACKAGE PLANS   |  | ROS   |       |       |       |
|--------------------|--|-------|-------|-------|-------|
| PER WK:            |  | 10 ti | 20 ti | 30 ti | 40 ti |
| Above rate applies |  | 52x   | 104x  | 156x  | 312x  |
- All spots combinable for frequency. ROS cannot be substituted toward frequency on Annual Plan.

**SILVER CITY**

Grant County—Map Location D-5

See SRDS consumer market map and data at beginning of the State.

**KSIL**

1946

Media Code 4 232 8100 5.00  
KSIL Inc., Box 590, Silver City, N. M. 88061. Phone 505-538-2951.

- PERSONNEL**  
General Manager—Bud McMurray.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne Evans & Associates, Inc.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm. MST.

**4. AGENCY COMMISSION**

15% on station time; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations

Affiliated with American Contemporary Network.

**NATIONAL AND LOCAL RATES SAME**

Eff 5/1/73—Rec'd 5/25/73.

6. SPOT ANNOUNCEMENTS		1x	10x	20x	50x	156x
1 min.		5.00	4.75	4.50	3.95	3.30
30 sec.		3.30	3.15	2.90	2.65	2.45
		260x	312x	500x	750x	1000x
1 min.		3.00	2.85	2.60	2.40	2.20
30 sec.		2.30	2.20	2.10	2.00	1.90

**SOCORRO**

Socorro County—Map Location E-4

See SRDS consumer market map and data at beginning of the State.

**KSRC**

1958



Media Code 4 232 8250 8.00  
Socorro Broadcasting Co., Box 1277, Socorro, N. M. 87801. Phone 505-885-1290.

- PERSONNEL**  
Sta. & Gen'l Mgr.—Walter Shrode.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6:30 am-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

No. 1 Eff 11/69—Rec'd 10/13/69.

6. SPOT ANNOUNCEMENTS		1x	52x	104x	156x	260x	312x	624x
1 min.		4.00	3.80	3.60	3.40	3.10	2.80	2.50
30/20 sec.		3.10	2.95	2.80	2.60	2.40	2.15	1.90
10 sec.		2.40	2.30	2.15	2.00	1.85	1.70	1.50

Specified times. Within 1/2 hour periods.

7. PACKAGE PLANS		ROS			
PER WK:		1 ti	10 ti	20 ti	30 ti
1 min.		3.60	3.40	3.20	3.00
30/20 sec.		2.80	2.60	2.50	2.30
10 sec.		2.15	2.00	1.90	1.80

All spots combinable for frequency discount.

**TAOS**

Taos County—Map Location F-1

See SRDS consumer market map and data at beginning of the State.

**KKIT**

1961



Subscriber to the NAB Radio Code

Media Code 4 232 8400 9.00  
SAMI, Inc., Box 663, N. Pueblo St., Taos, N. M. 87571. Phone 758-2231. TWX 7551-86.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stephen A. Machcinski, Jr.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

Eff 1/30/70.

6. SPOT ANNOUNCEMENTS		1x	260x	312x
1 min or less.		4.00	3.80	3.60

**TRUTH OR CONSEQUENCES**

Sierra County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KCHS**

1948

Media Code 4 232 8550 1.00  
Bairdland Broadcasting, Inc., Box 351, Truth or Consequences, N. M. 87901. Phone 505-894-2400.

- PERSONNEL**  
Manager—Neil R. Baird, Sr.
  - FACILITIES**  
250 w.; 1400 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm Mon thru Sun. MST.
  - AGENCY COMMISSION**  
15/0; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 1/1/67—Rec'd 3/8/67.
- | 6. SPOT ANNOUNCEMENTS |  | 1x   | 26x  | 52x  | 312x | 624x |
|-----------------------|--|------|------|------|------|------|
| 1 min.                |  | 4.50 | 3.40 | 2.40 | 1.65 | 1.40 |
- 
- | 7. PACKAGE PLANS |  | 1 MINUTE OR 30 SECONDS |        |      |      |
|------------------|--|------------------------|--------|------|------|
| PER DAY:         |  | 3 Days                 | 5 Days |      |      |
| 5 ti             |  | 10 ti                  | 15 ti  | 3 ti | 6 ti |
| Total            |  | 30                     | 60     | 90   | 30   |

**TUCUMCARI**

Quay County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**KTNM**

1941



Media Code 4 232 8700 2.00  
Tucumcari Broadcasting Co., Inc., 810 S. Date St., Tucumcari, N. M. 88401. Phone 505-461-0522.

- PERSONNEL**  
General Manager—S. Joe Barnes.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-10:30 pm. MST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
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**TIME RATES**

Eff 8/1/71—Rec'd 7/30/71.

6. SPOT ANNOUNCEMENTS		1 ti	26 ti	52 ti	156 ti	312+
1 min.		4.00	3.75	3.50	3.25	3.00
30 sec.		3.25	3.00	2.90	2.75	2.60

Another way service-ads  
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# Negro Population Data

(January 1, 1974)

STATE TOTAL	2,611,916	New York	1,335,507
METRO AREAS			
Albany-Schenectady			
Troy	27,890	Poughkeepsie	16,134
Binghamton	3,239	Rochester	71,870
Buffalo	123,550	Syracuse	29,068
Elmira	3,873	Utica-Rome	9,432
Jamestown	1,597	Watertown	208
Nassau-Suffolk	135,487	Total Metros	2,596,089
New York	2,173,741		

# Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	1,455,941	New York	1,335,507
METRO AREAS			
Buffalo	14,549	Rochester	12,732
Nassau-Suffolk	77,352	Total Metros	1,440,140

# All market data

in state tables

in metro ranking tables

reflects 1-1-74 figures

R-N/2/B

## Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data	
●	△	○	◻	◇	◐	◑	◒	With Daily Media.	
◓	◔	◕	◖	◗	◘	◙	◚	Without Daily Media.	
Symbols Designate Types of Media.									
★ Newspaper								⚡ Radio	ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE  
— Designates Metropolitan Areas within this state

SCALE OF MILES  
0 25 75  
Applicable to NEW YORK only



# NEW YORK



# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

- |                      |                         |                        |                          |                             |                          |                         |                          |
|----------------------|-------------------------|------------------------|--------------------------|-----------------------------|--------------------------|-------------------------|--------------------------|
| Albany—Albany        | Freeport—Nassau         | Kingston—Ulster        | Middletown—Orange        | Brooklyn—Kings              | North Tonawanda—Niagara  | Rochester—Monroe        | Troy—Rensselaer          |
| Amsterdam—Montgomery | Garden City—Nassau      | Lackawanna—Erie        | Mineola—Nassau           | Manhattan—New York          | Ossining—Westchester     | Rockville Center—Nassau | Utica—Oneida             |
| Auburn—Cayuga        | Glen Cove City—Nassau   | Lindenhurst—Suffolk    | Mount Vernon—Westchester | Queens—Queens               | Oswego—Oswego            | Rome—Oneida             | Valley Stream—Nassau     |
| Binghamton—Broome    | Hempstead Town—Nassau   | Lockport—Niagara       | Newburgh—Orange          | Richmond—Richmond           | Oyster Bay Town—Nassau   | Schenectady—Schenectady | Watertown—Jefferson      |
| Buffalo—Erie         | Irondequoit Town—Monroe | Long Beach—Nassau      | New Rochelle—Westchester | North Falls—Niagara         | Peekskill—Westchester    | Spring Valley—Rockland  | White Plains—Westchester |
| Cortland—Cortland    | Ithaca—Tompkins         | Lynbrook—Nassau        | New York City—New York   | North Hempstead Town—Nassau | Port Chester—Westchester | Syracuse—Onondaga       | Yonkers—Westchester      |
| Depew—Erie           | Jamestown—Chautauqua    | Massapequa Park—Nassau | Bronx—Bronx              |                             | Poughkeepsie—Dutchess    | Tonawanda—Erie          |                          |
| Elmira—Chemung       | Kenmore—Erie            |                        |                          |                             |                          |                         |                          |

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
			Per Household (\$000)	% Distribution of Families					Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				3000 to 4999	5000 to 9999	10000 to 14999	15000 to 19999	20000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
<b>NEW YORK STATE TOTALS</b>	18,492.2	6,285.10	88,910,485	14,146	7.1	14.4	11.6	26.8	32.9	41,047,465	6,531	9,779,718	1,079,130	6,980,195	3,032,921	2,085,628	5,985,255	2,119,950	6,381.04	230.3	1,551,199	
<b>ALBANY G-7</b>	287.9	99.65	1,485,433	14,907	5.9	12.2	11.9	29.1	35.8	768,581	7,713	177,132	17,049	181,453	55,786	34,961	149,292	43,965	116.11	2.3	10,599	
Albany	109.9	41.46	558,054	13,460						331,126	7,987	84,522	10,159	29,321	31,936	20,205	99,408	15,656				
Albany-Schenectady-Troy Metro Area	302.3	271.02	3,632,763	13,404	6.1	14.7	13.0	30.1	30.5	1,685,439	6,219	419,184	42,995	292,618	98,988	78,550	346,503	117,517	334.08	4.1	21,582	
ALLEGANY C-7	50.1	15.29	161,715	10,577	9.9	22.0	14.9	27.5	16.3	77,551	5,072	19,541	1,967	3,610	1,905	2,541	19,825	7,258	18.47	4.1	2,582	
BRONX G-10	1,483.8	529.00	5,836,630	11,033	11.1	18.6	12.2	22.9	23.5	1,900,763	3,593	653,252	52,022	264,024	157,221	116,652	203,640	80,788	253.47			
Bronx Borough	1,483.8	529.00	5,836,630	11,033						1,900,763	3,593	653,252	52,022	264,024	157,221	116,652	203,640	80,788				
BROOME E-7	223.5	73.85	905,747	12,265	7.1	14.7	13.6	31.0	26.9	562,395	7,615	140,787	15,258	87,293	24,322	26,074	125,761	35,270	96.30	2.2	14,748	
Binghamton	60.4	22.32	252,974	11,334						243,046	10,889	49,939	5,731	19,185	12,836	14,615	67,350	10,858				
Binghamton Metro Area	306.7	99.77	1,197,906	12,007	7.5	16.1	13.5	30.2	25.6	688,325	6,899	175,990	18,171	93,838	27,173	29,748	155,385	46,963	132.03	6.0	34,307	
CATTARAUGUS B-7	83.6	26.87	276,480	10,290	9.8	22.6	16.6	26.9	15.2	179,895	6,695	40,962	4,264	31,476	7,588	8,918	37,025	11,893	32.48	5.4	37,157	
CAYUGA D-6	77.9	24.40	275,477	11,290	7.7	17.5	15.5	29.8	21.8	153,516	6,292	35,380	4,664	20,669	6,898	7,947	30,152	9,562	31.44	5.4	37,157	
Auburn	34.5	11.35	120,807	10,644						103,454	9,115	24,617	4,026	20,164	6,407	7,336	17,953	5,519				
CHAUTAUQUA A-7	147.1	50.25	531,996	10,587	9.1	20.9	15.8	28.2	18.3	333,540	6,638	76,402	8,740	43,310	16,188	19,464	76,375	25,377	63.39	10.2	48,159	
Jamestown	39.0	14.75	146,823	9,954						141,214	9,574	27,519	4,497	23,315	10,080	11,746	39,465	6,897				
Jamestown Metro Area	147.1	50.25	531,996	10,587	9.1	20.9	15.8	28.2	18.3	333,540	6,638	76,402	8,740	43,310	16,188	19,464	76,375	25,377	63.39	10.2	48,159	
CHEMUNG D-7	101.8	33.04	376,530	11,396	8.5	17.5	14.9	29.4	22.3	240,649	7,284	54,269	5,692	49,294	14,236	12,989	52,202	16,009	43.26	1.0	10,589	
Elmira	39.8	13.50	129,392	9,585						144,471	10,702	32,805	3,763	28,824	9,299	34,109	7,937	9,937				
Elmira Metro Area	101.8	33.04	376,530	11,396	8.5	17.5	14.9	29.4	22.3	240,649	7,284	54,269	5,692	49,294	14,236	12,989	52,202	16,009	43.26	1.0	10,589	
CHENANGO E-7	47.0	14.80	166,166	11,227	9.8	20.5	14.7	28.0	19.9	102,642	6,935	23,326	1,953	9,948	2,908	2,162	23,960	5,489	19.73	5.9	34,808	
CLINTON G-3	73.7	20.43	237,229	11,612	9.8	22.9	14.4	24.5	20.3	129,746	6,351	29,564	3,985	21,536	7,210	5,239	31,632	8,617	27.16	3.7	31,145	
COLUMBIA H-7	53.7	17.93	122,921	11,875	9.9	20.1	14.7	26.3	21.0	100,683	5,615	23,892	2,151	10,452	3,051	3,051	19,729	6,847	25.75	3.3	36,566	
CORTLAND D-7	47.3	14.97	168,453	11,253	7.2	21.3	13.2	28.6	21.9	106,518	7,115	23,862	3,621	13,279	5,043	4,218	22,972	7,626	18.94	4.1	26,393	
Cortland	20.0	6.55	70,933	10,829						72,962	11,339	18,603	3,292	12,730	4,119	3,669	8,843	4,875				
DELAWARE F-7	47.8	15.69	167,362	10,667	11.1	22.0	14.0	25.3	16.5	102,692	6,545	24,961	2,227	6,021	2,183	3,079	23,647	7,109	20.17	5.6	48,815	
DUTCHESS G-8	235.2	69.78	1,001,127	14,347	5.2	11.8	11.0	30.6	36.6	467,207	6,695	133,079	13,054	56,473	24,789	20,254	79,965	27,743	103.78	3.4	34,904	
Poughkeepsie	33.1	12.65	146,530	11,583						195,486	15,453	56,697	4,252	41,731	18,616	11,419	24,773	6,185				
Poughkeepsie Metro Area	235.2	69.78	1,001,127	14,347	5.2	11.8	11.0	30.6	36.6	467,207	6,695	133,079	13,054	56,473	24,789	20,254	79,965	27,743	103.78	3.4	34,904	
ERIE B-6	1,122.3	368.44	4,999,764	13,570	6.4	13.0	13.9	31.7	28.6	2,458,233	6,672	564,753	82,193	479,525	134,661	119,149	464,246	158,907	448.47	7.4	43,587	
Buffalo	448.5	161.94	1,741,828	10,756						1,030,263	6,362	266,988	37,632	176,789	82,293	64,757	192,951	58,117				
Buffalo Metro Area	1,357.7	444.18	5,943,624	13,381	6.3	13.4	14.3	31.8	27.9	2,913,753	6,560	682,716	97,843	551,607	154,089	142,073	556,472	190,316	550.86			
Depew	24.6	7.41	158,779	21,428						65,101	8,786	11,758	1,723	7,986	660	872	20,697	4,774				
Kenmore	20.9	7.40	92,746	12,533						61,348	8,290	12,725	2,877	6,461	5,622	4,861	17,143	5,544				
Lackawanna	28.3	9.19	111,048	12,084						52,225	5,683	17,182	2,281	7,210	2,300	2,094	9,922	4,177				
Tonawanda	21.8	7.03	115,051	16,366						68,996	9,815	13,960	4,073	5,175	1,729	2,386	13,159	3,680				
ESSEX G-4	34.2	11.11	116,910	10,523	11.9	23.2	16.3	24.0	16.3	73,428	6,609	20,840	1,938	2,677	3,048	1,733	18,159	6,925	14.98	8	5,704	
FRANKLIN G-3	43.6	13.51	132,551	9,811	11.6	20.9	16.0	23.3	16.9	90,543	6,702	23,566	3,342	8,868	4,999	3,388	17,171	5,119	16.51	4.2	22,603	
FULTON F-6	34.0	19.08	199,564	10,459	8.5	20.6	17.1	27.3	18.8	104,208	5,462	29,809	2,951	12,604	4,631	2,861	28,034	6,783	23.01	1.3	5,366	
GENESEE B-6	51.8	19.53	231,236	11,840	6.9	16.6	16.2	32.4	21.8	137,799	7,056	26,365	3,494	16,581	4,750	7,500	27,746	12,908	25.85	4.2	31,183	
GREENE G-7	35.6	12.18	124,590	10,299	9.6	20.5	15.4	25.7	18.2	79,348	6,515	21,705	1,539	7,146	2,660	2,935	16,972	7,937	18.26	8	7,831	
HAMILTON F-5	4.7	1.70	15,349	9,029	14.9	26.7	15.0	22.6	11.5	11,104	6,532	3,326	246	713	347		1,536	1,450	2.37			
HERKIMER F-5	57.2	22.43	247,010	11,012	8.2	19.2	16.0	31.4	18.4	126,849	5,655	35,964	3,220	13,235	3,976	7,682	21,592	11,341	28.17	6.5	27,810	
JEFFERSON E-4	38.2	28.84	303,711	10,531	10.0	20.3	15.8	27.6	18.0	208,697	7,236	45,707	5,891	33,199	7,562	9,432	44,341	15,616	37.14	7.9	48,356	
Watertown	39.8	10.57	116,002	10,975						117,972	11,161	26,689	2,991	29,650	5,893	7,832	18,441	7,665				
Watertown Metro Area	38.2	28.84	303,711	10,531	10.0	20.3	15.8	27.6	18.0	208,697	7,236	45,707	5,891	33,199	7,562	9,432	44,341	15,616	37.14	7.9	48,356	
KINGS G-10	2,575.8	915.12	10,525,065																			



# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1973					Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
	Population 1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$)	% Distribution of Families					Total Retail Sales (\$000)	Per Household (\$)	By Selected Store Types											
				4999 to 9999	5000 to 9999	10000 to 14999	15000 to 19999	20000 and over			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto- motive (\$000)	Service Station (\$000)		
NIAGARA B-5f.....	235.4	75.74	943,860	12,462	6.0	13.8	16.1	32.8	25.3	455,520	6,014	117,963	15,650	72,082	19,428	22,924	92,226	31,409	102.39	7.0	25,895	
Lockport.....	25.3	8.91	111,785	12,546	.....	.....	.....	.....	.....	87,338	9,802	19,470	3,402	21,147	4,518	6,091	19,769	4,798	.....	.....	.....	
Niagara Falls.....	85.1	29.48	320,830	10,883	.....	.....	.....	.....	.....	208,665	7,078	48,078	6,734	34,905	12,134	11,347	42,822	12,234	.....	.....	.....	
North Tonawanda.....	36.1	11.41	145,218	12,727	.....	.....	.....	.....	.....	63,046	5,526	26,947	3,146	4,791	1,831	3,750	10,944	4,586	.....	.....	.....	
ONEIDA E-5f.....	274.4	87.06	1,031,620	11,850	7.3	18.5	14.1	29.5	23.9	583,847	6,706	137,327	20,407	98,142	29,574	25,121	116,651	40,110	110.49	9.3	45,489	
Rome.....	49.8	14.73	179,684	12,199	.....	.....	.....	.....	.....	100,667	6,834	25,335	4,564	14,138	5,299	4,258	21,482	8,143	.....	.....	.....	
Utica.....	88.6	31.75	327,839	10,326	.....	.....	.....	.....	.....	221,446	6,975	55,834	8,332	40,182	15,837	13,434	37,856	14,501	.....	.....	.....	
Utica-Rome Metro Area.....	341.6	109.49	1,278,630	11,678	7.5	18.8	14.4	29.9	22.7	710,696	6,491	173,291	23,627	111,377	33,550	32,803	138,243	51,451	138.66	.....	.....	.....
ONONDAGA D-6f.....	479.6	155.55	2,202,212	14,158	6.0	12.7	12.1	30.5	33.0	1,104,027	7,098	254,060	33,684	205,849	63,387	60,191	235,582	73,899	200.19	5.8	30,201	
Syracuse.....	195.6	71.05	844,982	11,893	.....	.....	.....	.....	.....	566,955	7,980	101,108	14,213	104,351	42,561	41,230	145,450	34,352	.....	.....	.....	.....
Syracuse Metro Area.....	651.0	207.37	2,817,083	13,585	6.1	13.9	12.8	30.3	30.7	1,407,006	6,785	334,522	44,607	231,372	71,668	72,190	303,551	95,459	264.49	.....	.....	.....
ONTARIO C-6.....	83.7	26.61	332,674	12,502	6.5	14.9	12.7	32.3	27.4	201,825	7,585	37,882	3,573	29,692	6,073	7,093	46,444	15,201	35.11	4.1	35,595	
ORANGE G-9f.....	230.4	71.93	971,883	13,512	6.5	13.7	12.6	30.2	30.7	513,670	7,141	148,810	10,461	62,093	24,364	21,018	96,882	33,494	105.65	3.8	56,015	
Middletown.....	22.5	7.08	84,220	11,895	.....	.....	.....	.....	.....	95,152	13,440	30,442	1,658	20,085	5,872	5,244	12,789	3,055	.....	.....	.....	.....
Newburgh.....	24.8	8.89	97,373	10,953	.....	.....	.....	.....	.....	120,410	13,544	36,460	2,358	12,462	8,436	5,764	32,863	7,215	.....	.....	.....	.....
ORLEANS B-5.....	38.3	12.26	152,189	12,413	7.1	15.7	13.7	30.4	27.2	78,667	6,417	18,773	1,826	4,525	3,293	3,513	22,483	6,821	16.59	4.4	29,381	
OSWEGO E-5.....	106.5	32.50	371,830	11,441	7.4	16.7	15.4	29.5	22.7	180,298	5,548	48,764	6,601	17,877	4,898	8,090	41,028	13,630	39.32	4.7	21,790	
Oswego.....	24.3	7.09	83,305	11,750	.....	.....	.....	.....	.....	53,929	7,606	16,836	1,271	4,821	2,488	2,858	11,263	3,859	.....	.....	.....	.....
OTSEGO F-6.....	57.1	17.99	207,739	11,547	8.4	20.3	14.4	26.4	22.9	127,662	7,096	26,047	3,008	22,257	3,535	3,405	27,102	7,693	23.84	.....	.....	.....
PUTNAM G-9.....	66.9	19.92	287,857	14,451	4.8	9.7	10.7	33.2	36.1	86,998	4,367	21,875	2,949	923	1,247	2,607	19,822	6,474	32.51	5.9	43,926	
QUEENS G-10f.....	2,003.9	729.12	10,641,630	14,595	5.3	12.0	11.2	28.7	37.3	3,411,319	4,679	1,114,579	93,997	446,860	222,917	155,574	505,741	173,616	611.19	.....	.....	.....
Queens Borough.....	2,003.9	729.12	10,641,630	14,595	.....	.....	.....	.....	.....	3,411,319	4,679	1,114,579	93,997	446,860	222,917	155,574	505,741	173,616	.....	.....	.....	.....
RENSSELAER H-7.....	156.8	51.31	641,865	12,510	6.3	15.6	13.3	30.4	28.7	277,070	5,400	71,702	7,377	27,584	18,582	14,181	59,139	22,162	60.68	3.6	16,944	
Troy.....	61.2	21.08	237,826	11,282	.....	.....	.....	.....	.....	174,717	8,288	37,631	4,951	21,432	17,561	11,069	45,358	9,465	.....	.....	.....	.....
Albany-Schenectady- Troy Metro Area.....	802.3	271.02	3,632,763	13,404	6.1	14.7	13.0	30.1	30.5	1,685,439	6,219	419,184	42,995	292,618	98,988	78,350	346,503	117,517	334.08	.....	.....	.....
RICHMOND G-10f.....	320.5	98.95	1,460,518	14,760	4.5	9.2	10.2	31.6	39.9	452,238	4,570	146,591	12,626	63,917	28,215	23,011	68,038	21,423	115.69	.....	.....	.....
Richmond Borough.....	320.5	98.95	1,460,518	14,760	.....	.....	.....	.....	.....	452,238	4,570	146,591	12,626	63,917	28,215	23,011	68,038	21,423	.....	.....	.....	.....
ROCKLAND G-9.....	246.8	67.14	1,212,196	18,055	3.4	7.3	6.8	27.8	50.8	422,392	6,291	131,538	10,117	39,281	20,323	20,495	74,091	31,634	111.31	.....	.....	.....
Spring Valley.....	21.6	7.62	92,533	12,143	.....	.....	.....	.....	.....	92,533	12,143	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
ST. LAWRENCE F-4.....	115.5	33.03	368,148	11,146	9.3	20.8	15.8	26.8	18.5	224,546	6,798	61,139	7,287	26,407	7,717	7,404	48,169	13,504	41.79	14.0	51,962	
SARATOGA G-6f.....	135.9	42.06	520,774	12,382	5.9	15.3	14.0	32.7	25.7	182,855	4,347	49,032	5,133	12,528	4,307	7,297	38,863	18,698	55.39	3.2	13,921	
SCHENECTADY G-6.....	162.5	56.96	769,122	13,503	5.7	14.2	12.6	30.2	32.3	343,071	6,023	96,785	10,525	59,047	15,112	16,089	71,231	23,302	77.09	.....	.....	.....
Schenectady.....	76.3	29.41	336,807	11,452	.....	.....	.....	.....	.....	251,757	8,560	63,785	6,252	46,730	14,155	13,507	63,870	14,701	.....	.....	.....	.....
Albany-Schenectady- Troy Metro Area.....	802.3	271.02	3,632,763	13,404	6.1	14.7	13.0	30.1	30.5	1,685,439	6,219	419,184	42,995	292,618	98,988	78,350	346,503	117,517	334.08	.....	.....	.....
SCHOHARIE F-7.....	26.2	8.11	86,011	10,606	12.0	21.1	14.0	24.8	17.0	46,351	5,715	12,611	997	1,332	1,173	1,523	346,503	117,517	334.08	.....	.....	.....
SCHUYLER D-7.....	17.2	5.50	58,061	10,557	9.1	24.9	15.6	26.2	16.8	27,352	4,973	7,398	242	1,134	773	619	8,721	3,106	11.51	3.1	23,299	
Seneca.....	17.2	5.50	58,061	10,557	.....	.....	.....	.....	.....	27,352	4,973	7,398	242	1,134	773	619	8,721	3,106	.....	.....	.....	.....
SENECA D-6f.....	35.6	10.55	125,794	11,924	6.8	15.8	15.8	31.2	23.4	57,102	5,413	13,933	2,095	2,679	2,133	3,116	13,469	5,864	14.58	1.7	13,019	
STEBLEN C-7.....	99.6	32.46	356,235	10,975	9.0	19.0	15.0	27.7	20.9	214,228	6,600	55,048	5,549	29,050	11,598	7,236	44,973	17,697	41.50	6.6	42,770	
SUFFOLK H-10f.....	1,228.9	340.43	5,536,278	16,263	4.1	8.7	9.8	31.3	41.9	2,450,168	7,197	504,637	52,935	496,523	95,578	97,361	390,693	151,250	557.07	2.2	74,469	
Lindenhurst.....	30.4	8.67	127,436	14,699	.....	.....	.....	.....	.....	47,199	5,444	8,012	953	5,052	929	1,583	6,848	3,944	.....	.....	.....	.....
Nassau-Suffolk Metro Area.....	2,651.3	759.51	14,439,371	19,011	3.3	7.5	8.2	27.8	49.6	6,597,428	8,686	1,429,443	137,874	1,401,080	353,619	302,564	1,078,412	431,973	1,310.92	.....	.....	.....
SULLIVAN F-8.....	55.8	18.88	212,715	11,267	9.2	19.2	13.4	26.8	21.3	153,549	8,133	33,154	4,464	17,211	6,800	3,364	23,477	10,801	27.21	1.9	43,506	
TIOGA D-7.....	48.9	14.84	178,378	12,020	7.9	16.1	12.8	29.8	26.4	72,093	4,858	20,300	1,710	4,587	1,600	2,379	14,402	6,570	19.74	2.7	20,344	
TOMPKINS D-7.....	79.6	24.71	350,288	14,176	7.0	15.9	12.4	27.6	33.3	168,009	6,799	36,114	4,404	18,296	7,896	9,872	33,625	12,888	30.92	2.8	29,315	
Ithaca.....	25.1	8.05	105,826	13,146	.....	.....	.....	.....	.....	117,463	14,592	21,350	3,064	17,158	7,111	9,039	22,169	8,373	.....	.....	.....	.....
ULSTER G-8.....	150.3	48.89	575,591	11,773	7.9	16.7	13.7	28.4	24.6	302,759	6,193	80,114	6,674	47,607	12,360	10,149	47,910	23,243	68.01	2.7	25,989	
Kingston.....	25.6	9.16	99,157	10,825	.....	.....	.....	.....	.....	140,141	15,299	38,631	2,841	42,037								



Stote Networks—Continued

New York Farm Network

Comprised of:  
 Non-Interconnected Stations  
 WKOL—Amsterdam  
 WJTA—Batavia  
 WGR—Canandaigua  
 WCA—Corning  
 WDOE—Dunkirk  
 WALY—Herkimer  
 WHHO—Hornell  
 WJCU—Ithaca  
 WTN—Jamestown  
 Media Code 4 233 0100 1.06  
 Business Office: 20 N. Wacker Dr., Chicago, Ill.  
 60606. Phone 312-236-8887.  
 New York: 501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL  
 Manager—Robert J. Walton.
2. REPRESENTATIVES  
 Walton Broadcasting Sales Corporation.
4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a.  
 Contracts: 40a.  
 Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES  
 Spots scheduled adjacent to Farm & News programs  
 Mon thru Sat 6-7:30 am & 11:30 am-1 pm.  
 ETR ..... Rec'd 6/3/77.

6. SPOT ANNOUNCEMENTS

CLASS	1 MIN	1 1/2	2 1/2	12 1/2
AAA	140.00	134.50	127.80	
30 sec:	30% of 1-min.			

ALBANY-SCHENECTADY-TROY (9 AM; 8 FM)

(including Rensselaer)  
 Albany, Albany County—Map Location G-Y  
 Schenectady, Schenectady Co.—Map Location G-8  
 Troy, Rensselaer County—Map Location H-Y  
 See SIBS consumer market map and data at beginning of the State.  
 Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	64	47	57	30
B	50	40	45	27
C	32	26	29	26
D	28	25	28	23
AVERAGE	44	35	40	27

**50% Oldies 50% Hits**  
**MUSIC RADIO 14**  
**WABY ALBANY**  
 represented nationally by Pro Time Sales

**WABY**  
 1884  
 ALBANY

Media Code 4 233 0200 9.00  
 WABY, Inc., sub. of CCA Electronics Corp., 80  
 Braintree St., Albany, N. Y. 12205. Phone 518-459-2111.

STATION'S PROGRAMMING DESCRIPTION  
 WABY: Programmed for adults 18-49.  
 MUSIC: 60% golden oldies 1956-present, 40% current hits. NEWS: local news department integrated with network news at :30, additional news at :60 in drive times. Talk: 7-10 am audience participation on topical subjects integrated with music and comments by host. SPORTS: play-by-play major league baseball, basketball & football. Horse race results & ski reports in season. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL  
 President—Bernard Wise.  
 Vice-President—Robert H. Eadger.  
 General Sales Manager—Ted Listing.
2. REPRESENTATIVES  
 PRO Time Sales, Inc.
3. FACILITIES  
 1,000 w. days. 250 w. nights: 1469 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
 15%.
5. GENERAL ADVERTISING See coded regulations  
 Contracts: 40a.  
 Affiliated with American Entertainment Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 No. 17 ET 3/1/74—Rec'd 4/1/74.  
 AAA—6-10 am & 3-7 pm.  
 AA—5-6 am, 10 am-3 pm & 7-8 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN, EA:	5 1/2	10 1/2	25 1/2	50 1/2
AAA	11.00	10.00	8.50	6.50
AA	9.00	8.00	7.00	6.00
A	5.50	5.00	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

7. PACKAGE PLANS

ANNUAL BULK RATES

1 MIN, EA:	250x	500x	750x	1000x
AAA	7.50	7.00	6.50	6.00
AA	5.00	4.50	4.00	3.50

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES  
 Newscasts—1-1/4x 1-min.

**WFLY (FM)**  
 1948  
 TROY

Media Code 4 233 0300 7.00  
 Functional Broadcasting Inc., 1056 Broadway, Albany,  
 N. Y. 12204. Phone 518-2155.

STATION'S PROGRAMMING DESCRIPTION  
 WFLY (FM): Programmed for general interest, appealing to adult audience.  
 MUSIC: Classical 8 pm-12 M. MOR interrupted only at each 1/4 hour for cluster commercials & public service announcements. NEWS: live regional broadcasts at :45. Contact Representative for further details. Rec'd 8/28/72.

1. PERSONNEL  
 General Manager—Karl H. Schabinger.  
 Station Manager—Chris Martin.
2. REPRESENTATIVES  
 Herbert E. Groskin & Co.
3. FACILITIES  
 ERP 10,000 w.; 92.3 mc. Stereo.  
 Operating schedule: 6-3 am daily. EST.  
 Antenna ht.: 840 ft. above average terrain.
4. AGENCY COMMISSION  
 15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 22d, 22e, 26, 28a, 28c, 29a, 30, 33a.  
 Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.  
 Comb.: Cont. Discounts: 60d, 60f, 60i, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Member: Empire State FM Network. The Groskin Group.

TIME RATES  
 ET 10/1/71—Rec'd 10/6/71.  
 AA—Mon thru Fri 10 am-10 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 1/2	2 1/2	15 1/2
1 min.	12.00	10.50	9.00
20/30 sec.	9.00	8.00	6.75
Class A: 75% of AA.	6.00	5.25	4.50

8. PROGRAM TIME RATES

PER WK:	1 1/2	2 1/2	15 1/2
5 min.	15.00	13.50	12.00

Class A: 75% of AA.  
 CONSECUTIVE WEEK DISCOUNT  
 13 wk—10% 52 wk—20%

**WGFM (FM)**  
 1841  
 SCHENECTADY

**THE CHRISAL CO.**

General Electric Broadcasting Company  
 Subscriber to the NAB Radio Code  
 Media Code 4 233 0350 2.00  
 General Electric Broadcasting Co., Inc., 1400 Balltown Rd., Schenectady, N. Y. 12309. Phone 518-377-2261.

See affiliated AM station for additional information.  
 AM facilities: WGY.

STATION'S PROGRAMMING DESCRIPTION  
 WGFM (FM): Programmed for young adults and adults.  
 MUSIC: blend of contemporary hits and current album cuts with hits of past 10 years presented in uninterrupted 15 minute segments. NEWS: 2 minute capsules at :28. COMMERCIAL POLICY: 7 units per hour maximum. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—George F. Spring.  
 General Sales Manager—Donald R. Jacques.  
 Promotions Manager—Walter S. McDowell.
2. REPRESENTATIVES  
 The Christal Company.  
 Canada—Andy McDermott Sales, Ltd.
3. FACILITIES  
 50,000 w.; 810 kc. Non-directional.  
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
 15/0 net charges for time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3a, 3c, 4d, 4e, 5, 6b, 7b, 8.  
 Rate Protection: 10c, 12b, 13c, 14c, 16.  
 Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.  
 Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.  
 Comb.: Cont. Discounts: 60a, 60f, 60i, 62b, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: WGFM (FM).  
 Affiliated with NBC.

TIME RATES  
 No. 6 ET 8/1/74—Rec'd 8/12/74.  
 AAA—Mon thru Sun 10 am-7 pm.  
 AA—Mon thru Sun 7 pm-midnight.  
 A—Mon thru Sun midnight-10 am.

6. SPOT ANNOUNCEMENTS

1 min.	AAA	AA	A
1 min.	24	22	20
30 sec.	22	20	18

10. SPECIAL FEATURES  
 News adjacencies—1x rate applies.  
 The following FM rates apply when bought in combination with WGY:  
 1 min. flat..... 16 30 sec/less, flat..... 11

**WGNA**  
 1973  
 ALBANY

**Country Music Network**

Media Code 4 233 0375 9.00  
 WFLA, Inc., Box 1069, Albany, N. Y. 12201. Phone 518-273-8500.

STATION'S PROGRAMMING DESCRIPTION  
 WGNA: MUSIC: Modern country & country. AIR PERSONALITIES. NEWS: at :60, 10 minute reports at 7 am & 11 pm, 15 minutes at 5 pm, 30 minutes at noon. 3 main local news team. AP. SPORTS: at :45 every hour, 5 minutes at 7:45 am, noon, 5 & 11:25 pm. FARM: 5:30-6 am M-F. Daily Format includes: music/news/weather/sports/Farm/Financial/traffic/women's data & teen topics. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL  
 Mgr. & Farm Dir.—Buddy Starcher.  
 News & Sports Dir.—Warren Garling.  
 Woman's Editor—Peggie Coons.
2. REPRESENTATIVES  
 Charles Bernard Co., Inc.
3. FACILITIES  
 ERP 8,800 w. (horiz.), 8,800 w. (vert.); 107.7 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 980 ft. above average terrain.
4. AGENCY COMMISSION  
 15% time only.
5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5.  
 Rate Protection: 10c, 12c, 13c, 14c.  
 Basic Rates: 20a, 21b, 21d, 22a, 23a, 25a, 27, 29a, 29b, 30, 31, 32b, 33a.  
 Contracts: 40a, 41, 42a, 42b, 43, 45, 46, 50, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60a, 60e, 61a, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.

TIME RATES  
 ET ..... Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

1x	90x	180x	270x	360x
1 min.	10.00	9.50	9.00	8.50
30 sec.	8.00	7.50	7.00	6.50
10 sec.	5.00	4.75	4.50	4.25

7. PACKAGE PLANS

PER WK:	12 1/2	18 1/2	24 1/2	30 1/2
1 min.	9.50	9.00	8.50	8.00
20 sec.	7.50	7.00	6.50	6.00
10 sec.	4.75	4.50	4.25	4.00

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	100	65	45	30
52 wk—10%				

**WGY**  
 1922  
 SCHENECTADY

**THE CHRISAL CO.**

General Electric Broadcasting Company  
 Subscriber to the NAB Radio Code  
 Media Code 4 233 0400 5.00  
 General Electric Broadcasting Co., Inc., 1400 Balltown Rd., Schenectady, N. Y. 12309. Phone 518-377-2261.

STATION'S PROGRAMMING DESCRIPTION  
 WGY: Programmed for general mass appeal.  
 MUSIC: MOR, contemporary, popular hits, albums & established past hits. AIR PERSONALITIES. NEWS: 25 person news team presents 10 min news reports every 30 min in an drive; 5 min reports every 30 min in pm drive; 30 min news block noon-12:30 pm. Network news at :60, followed by local reports all other hours. Business news 6:10 pm. SPORTS: World Series, college football, local & regional teams. Tele/talk 12:30-2 pm & 8:30-midnight M-F features issues & topics of general interest, human interest & community relations. Radio drama nightly midnight-1 am & 11 pm-1 am Sat. Contact Representative for further details. Rec'd 5/20/74.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—George F. Spring.  
 General Sales Manager—John E. Schmulbach.  
 Program Manager—Richard A. Foreman.
2. REPRESENTATIVES  
 The Christal Company.  
 Canada—Andy McDermott Sales, Ltd.
3. FACILITIES  
 50,000 w.; 810 kc. Non-directional.  
 Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
 15/0 net charges for time; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3a, 3c, 4d, 4e, 5, 6b, 7b, 8.  
 Rate Protection: 10c, 12b, 13c, 14c, 16.  
 Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 27, 28a, 29a, 33a.  
 Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.  
 Comb.: Cont. Discounts: 60a, 60f, 60i, 62b, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: WGFM (FM).  
 Affiliated with NBC.

TIME RATES  
 No. 26 ET 6/17/74—Rec'd 9/3/74.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Fri 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 7 am-7 pm.  
 B—Mon thru Sun 7 pm-midnight.  
 C—Tues thru Sun midnight-5:30 am.

NEW YORK

6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE	1 1/2	2 1/2	12 1/2	18 1/2	24 1/2
1 x	71	68	64	60	57	54
300 x	66	65	60	57	54	50
500+	62	59	56	53	50	46

30 SECONDS

1 x	6 1/2	12 1/2	18 1/2	24 1/2
1 x	61	58	55	53
300 x	57	54	52	48
500+	53	52	48	46

10 sec: 50% of 1-min.

TRAFFIC PLAN  
 Advertiser may elect to divide sched of spots equally between AAA & AA. AA rate will prevail provided advertising is for a single product; spots are of same length; AAA & AA schedules are running concurrently.

TRAFFIC PLAN

PER WK:	1 1/2	6 1/2	12 1/2	18 1/2	24 1/2
1 x	63	60	57	54	51
300 x	59	56	53	50	47
500+	57	54	51	48	45

30/20 SECONDS

1 x	4 1/2	14 1/2	14 1/2	14 1/2
1 x	51	48	46	44
300 x	47	44	42	40
500+	45	42	40	38

10 sec: 50% of 1-min.

CLASS A

1 x	4 1/2	14 1/2	14 1/2	14 1/2
1 x	51	49	47	45
300 x	48	46	44	42
500+	46	44	42	40

30 SECONDS

1 x	4 1/2	14 1/2	14 1/2	14 1/2
1 x	45	43	41	39
300 x	40	38	36	34
500+	38	36	35	32

10 sec: 50% of 1-min.

CLASS B

1 x	2 1/2	2 1/2	2 1/2	2 1/2
1 x	29	29	27	26
300 x	29	27	26	24
500+	27	26	24	23

30 SECONDS

1 x	2 1/2	2 1/2	2 1/2	2 1/2
1 x	26	25	24	22
300 x	25	24	22	21
500+	24	22	21	19

10 sec: 50% of 1-min.  
 (1-1-min. or less, flat 10.00.)  
 1D+ combinable with other spots for frequency and wky discount.  
 Spots at rate break take preceding rate.

7. PACKAGE PLANS  
 WGT/WGFM (FM) SPECTRUM PACKAGES  
 AM: 1/3 AAA, 1/3 AA, 1/3 A.  
 FM: Equal distribution 6 am-midnight.  
 PER WK: 15 1/2 20 1/2 24 1/2 25 1/2 30 1/2  
 1 min. 591 764 816 925 1056  
 30 sec. 480 600 660 740 852  
 TAP and spots may be combined for weekly and yearly discounts.

8. PROGRAM TIME RATES  
 A—Mon thru Sat 6 am-7 pm.  
 B—Mon thru Sat 7 pm-6 am.

CLASS A

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1x	475	450	425	400
1/2 hr.	238	227	214	203
1/4 hr.	159	151	143	135
10 min.	128	119	114	107
5 min.	84	81	77	73

CLASS B

1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 hr.	299	285	269	255
1/2 hr.	149	141	135	127
1/4 hr.	99	95	89	85
10 min.	85	79	75	71
5 min.	69	65	63	59

10. SPECIAL FEATURES

AA—Sun 6 am-midnight.	1x	52x	156x	260x	312+
1 hr.	500	475	451	428	407
1/2 hr.	263	250	237	225	214
1/4 hr.	160	152	144	137	130
10 min.	130	124	118	112	106
5 min.	87	83	79	75	71

NEWS SERVICE CHARGE  
 5 min 10 min  
 Commissionable ..... 14 21



# NEW YORK

## Albany-Schenectady-Troy—W H A Z—Cont'd

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2b, 3a, 3d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 26, 28a, 28c, 29a, 29b, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42d, 44b, 47a, 48, 50.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET—Rec'd 8/5/74.

### 6. SPOT ANNOUNCEMENTS

1 min. 1x 90x 180x 270x 360x  
30 sec 10.00 9.50 9.00 8.50 8.00  
10 sec 8.00 7.50 7.00 6.50 6.00  
10 sec 5.00 4.75 4.50 4.25 4.00

### 7. PACKAGE PLANS

PER WK: 12 ti 18 ti 24 ti 30 ti  
1 min. 9.50 9.00 8.50 8.00  
30 sec 7.50 7.00 6.50 6.00  
10 sec 4.75 4.50 4.25 4.00

### 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 100 65 45 30 20

52 wk—10%

## WHRL (FM)

1966

ALBANY

NAB RAB NAFMB

Media Code 4 233 0425 2.00  
Regal Broadcasting Corp., Box 333, Albany, N. Y. 12201. Phone 518-283-1123.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Robert L. Hill.  
Operations Manager—Lorraine Winkler.  
General Sales Manager—Marvin J. Walter.

### 2. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Stereo.

Operating schedule: 24 hours daily. EST. Antenna ht.: 400 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 3a, 3d, 4a, 4c, 5.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.  
Basic Rates: 20a, 21a, 22c, 30a.  
Contracts: 41, 42b, 45, 51b.  
Comb.: Cont. Discounts: 62a.  
Cancellation: 70b, 70e, 72.  
Prod. Services: 81, 82.

### TIME RATES

ET—Rec'd 3/10/73.

### 6. SPOT ANNOUNCEMENTS

1x 26x 51x 101x 176x  
1 min. 8.50 8.00 7.50 7.00 6.50  
30 sec 5.50 4.25 3.50 2.75

1 min. 5.50 4.25 3.50 2.75  
30 sec: 75% of 1 min.  
10 sec: Ea 2.25; no frequency discount.

### 8. PROGRAM TIME RATES

1 hr 35.00

### 10. SPECIAL FEATURES

News & Weather—applicable 1-min rate.  
Baseball & Ethnic programs, 1 min. 7.00

## WHSB (FM)

1968

ALBANY

mcgavren-guild

pgw radio, inc.

Media Code 4 233 0437 7.00

WTRY-FM, Scott Broadcasting Co., Inc., 92 Fourth St., Troy, N. Y. 12180. Phone 518-274-1100.  
See affiliated AM station for additional information. AM facilities: WTRY.

### STATION'S PROGRAMMING DESCRIPTION

WHSB (FM): Classic Gold. NEWS: at 4:40 M-Sat, 9:40-11:40 pm Sun. RELIGION and public affairs 6-9 am Sun. Contact Representative for further details. Rec'd 3/4/74.

### 1. PERSONNEL

President—Herbert Scott.  
General Manager—Richard E. Vazzana.  
Station Manager—David Nowak.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

ERP 11,500 w. (horiz.), 11,500 w. (vert.); 106.5 mc. Stereo.

Operating schedule: 24 hours. EST. Antenna ht.: 910 ft. above average terrain.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 24a, 25a, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60g.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

Sold in combination with WTRY. See that listing for rates.

### TIME RATES

ET—Rec'd 3/4/74.

### 7. PACKAGE PLANS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 48 ti  
1 min 10.00 9.00 8.00 7.00 6.00 5.50 5.00  
30 sec 8.00 7.50 7.00 6.00 5.00 4.50 4.00  
1 sec: 60% of 1-min.

## WOKO

1924

ALBANY



KATZ RADIO

Media Code 4 233 0450 0.00  
Area Radio, Inc., 41 State, Albany, N. Y. 12201. Phone 518-449-1400.

### 1. PERSONNEL

President—Harrison M. Fuerst.  
Vice-Pres. & Gen'l Mgr.—William A. Musser.  
Sales Manager—John DeLoche.

### 2. REPRESENTATIVES

Katz Radio

### 3. FACILITIES

5,000 w.; 1460 kc. Non-directional—day.

Operating schedule: 24 hours. EST.

### 4. AGENCY COMMISSION

15% on net station time.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e, 16.  
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.  
Contracts: 42a, 43, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 82.

Prod. Services: 80, 82.

Affiliated with Katz Radio Network.

Affiliated with American Information Network.

### TIME RATES

No. 5 ET 8/1/71—Rec'd 7/29/71.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm.

A—Sat & Sun 6 am-7 pm.

B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA 32 28 27 26 25  
AA 28 26 25 24 23  
A 26 24 23 22 21

### 7. PACKAGE PLANS

1/3AAA, 1/3AA, 1/3A 25 23 21 19  
30 sec—80% of 1-min. 10 sec: 60% of 1-min.

### 8. PROGRAM TIME RATES

1x 13x 26x 52x 260x 312x  
1 hr 200 195 190 185 180 175  
1/2 hr 130 125 120 115 110 105  
1/4 hr 70 67 64 61 58 55  
5 min: 125% of 1-min. 10 min: 175% of 1-min.

### COMBINABILITY

All spots, regardless of length or classification, may be combined for discount purposes. Spots and program units may be combined for discounts on spots only.

## WPTR

1948

ALBANY



ROBERT E. EASTMAN & CO., INC.

Media Code 4 233 0500 2.00  
WPTR, Inc., 4243 Albany St., Albany, N. Y. 12205. Phone 518-456-1144.

### 1. PERSONNEL

President—William F. Rust, Jr.  
General Manager—S. Robert Ackley.  
Station Manager—George E. Geib.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

50,000 w.; 1540 kc. Directional.

Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15% on net station time.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21b, 22a, 25a, 25b, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 82.

Affiliated with American Contemporary Network.

Affiliated with Eastman Radio Network.

### RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

### TIME RATES

No. 1 ET 10/1/73—Rec'd 10/1/73.

I—Mon thru Sat 6-10 am & 3-7 pm.

II—Mon thru Sat 10 am-3 pm & 7-10 pm.

III—Mon thru Sat 10 pm-midnight; Sun all day.

IV—Mon thru Sat midnight-8 am.

### 6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti  
I 28 26 24 22 20 19 17  
II 15 14 13 12 11 10 9 8  
III 12 11 10 9 8 7 6 5  
IV 12 11 10 9 8 7 6 5

### 7. PACKAGE PLANS

TAP—1/3I, 1/3II, 1/3III

PER WK: 12 ti 18 ti 24 ti  
1 min 21.00 19.00 17.00  
30 sec 17.00 15.00 14.00  
10 sec 10.50 9.50 8.50

### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS  
1-1/2x applicable min rate.

### CONNECTIVE WEEK DISCOUNT

Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more per week may qualify for discounts as follows:  
52 wk—10%.

### CONSECUTIVE WEEK DISCOUNT

Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more per week may qualify for discounts as follows:  
52 wk—10%.

## WQBK

1961

## WQBK-FM

1972

Media Code 4 233 0525 9.00  
People Communication Corp., Box 1300, Albany, N. Y. 12201. Phone 518-462-5555.

### STATION'S PROGRAMMING DESCRIPTION

WQBK: Programmed for adults & young adults. MUSIC: standard & MOR with air personalities. NEWS: 8 min at 7, 8, 9 am, noon, 4 & 5 pm; 5 min at 7:30, 8:30 & 9:30 am; 5 min at 6:00, 10 am-midnight. Comedy featurette 7:45, 8:45 & 9:45 am. SPORTS: 7:20, 8:20 am, 3:45, 4:45, 5:45 & 6:45 pm. Contact Representative for further details. Rec'd 12/3/73.

### 1. PERSONNEL

General Manager—Laurence Barnet.  
Sales Manager—Paul McDermott.  
Program Director—Bill Edwardsen.

### 2. REPRESENTATIVES

Bob Dore Associates, Inc.  
New England Spot Sales, Inc.

### 3. FACILITIES

5,000 w. days; 1300 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 103.0 mc. Stereo.

Operating schedule: 6 am-midnight. EST. Antenna ht.: ft. above average terrain.

Simulcast 6 am-local sunset.

### 4. AGENCY COMMISSION

None; all rates net to station; 2% 10 days.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a.  
Basic Rates: 20b, 22a, 25a, 28b, 29a, 30, 33c.  
Contracts: 40a, 42a, 44a, 44b, 45, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60e, 61c.  
Cancellation: 70c, 71a.  
Prod. Services: 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 73-5 ET 11/12/73—Rec'd 12/3/73.

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK: 4 ti 8 ti 12 ti 16 ti 24 ti 32 ti  
1 min 11 10 9 8 7 6 5  
30 sec 10 9 8 7 6 5 4  
10 sec 9 8 7 6 5 4

Rotating times, alternating days.

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

### 8. PROGRAM TIME RATES

5 min: 1-min rate plus 25%.

### 10. SPECIAL FEATURES

Breakfast with Bill, 2x TAP rate.  
Specific times within 15 min. extra 15%.

## WROW

1947

ALBANY

BLAIR RADIO

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 233 0550 7.00  
Capital Cities Communications, Inc., 341 Northern Blvd., Albany, N. Y. 12204. Phone 518-436-4841.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert M. Peebles.  
Sales Manager—Richard S. Berkson.  
Program Director—Ray Heikamp.

### 2. REPRESENTATIVES

Blair Radio

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 590 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5-11 am EST.

Partial simulcast operation. Simulcast Mon thru Sat 5:30-8:10 am; Sun 8:30-9:06 am. For non-simulcast facilities see WROW-FM.

### 4. AGENCY COMMISSION

15/0 net.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 14c.  
Basic Rates: 20a, 22b, 23a, 25a, 33b.  
Contracts: 40c, 42b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with CBS.

Affiliated with Blair Represented Network.

### TIME RATES

No. 20 ET 10/1/73—Rec'd 10/8/73.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm.

B—Mon thru Sat 7 pm-6 am; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK: AAA AA A B  
1 min 30/ 30/ 30/ 30/  
WK: min less min less min less min less  
11 11 11 11 11 11 11 11  
6 ti 60 50 60 50 54 46 41 34  
12 ti 58 48 57 48 52 44 38 32  
18 ti 57 47 56 47 51 43 37 31  
24 ti 56 46 55



**Albany-Schenectady-Troy-W T R Y-Cont'd**

**5. FACILITIES**  
5,000 w.; 990 kc. Non-directional days.  
Operating schedule: 24 hours daily, EST.  
**4. AGENCY COMMISSION**  
15/0 net charges for time.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 25a, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60g.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WISH (FM).  
Affiliated with MBS.

**TIME RATES**

AM & FM COMBINATION  
ET 1/1/74—Rec'd 12/31/73.  
I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 3-7 pm.  
III—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 10 am-10 pm.  
IV—Mon thru Sun 10 pm-6 am; Sun 6-10 am.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti 54 ti 60 ti  
1 min..... 5.00 6.00 7.00 8.00 9.00 10.00 11.00 12.00 13.00 14.00  
30 sec..... 3.50 4.00 4.50 5.00 5.50 6.00 6.50 7.00 7.50 8.00  
15 sec..... 2.50 3.00 3.50 4.00 4.50 5.00 5.50 6.00 6.50 7.00  
**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 156x 312x  
5 min..... 21.20 17.65 14.10 11.20 10.00 9.00  
15 min..... 35.30 28.85 24.00 19.50 18.55 12.35  
30 min..... 69.00 59.00 40.00 30.00 .....  
60 min..... 90.00 70.00 60.00 50.00 .....  
DISCOUNT  
13x-10% 26x-15% 52x-25%

**WWOM (FM)**

1972  
ALBANY



Alan Torbet  
Associates, Inc.



Media Code 4 233 0675 2.00  
Metroland Broadcasting Corp., Box 5146, Albany, N. Y. 12205. Phone 518-456-6101.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWOM (FM): Programmed for young adults and adults.  
MUSIC: MOR, current popular, showtunes, standards.  
NEWS: 5-min every other hour. COMMERCIAL POLICY: 8 announcements per hour. Contact Representative for further details. Rec'd 2/5/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Joseph A. Reilly.  
General Sales Manager—Gus Crowley.  
Operations Manager—Don Nuttink.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 360 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12b, 13c, 14c, 16.  
Basic Rates: 20a, 22a, 24c, 25a, 28a, 29a, 33a.  
Contracts: 40c, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60f, 60j, 60k, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81.

**TIME RATES**

ET 4/1/74—4/22/74.  
AA—Mon thru Sat 10 am-7 pm.  
A—Mon thru Sat 6-10 am & 7-midnight; Sun 10 am-7 pm.  
B—All other times.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 6 ti 12 ti 18 ti 24 ti  
AA ..... 23 21 20 19  
A ..... 21 20 19 18  
B ..... 14 12 11 10  
30 sec.: 80% of 1-min.  
**7. PACKAGE PLANS**  
TAP—1/2AA, 1/4A, 1/4B  
1 min..... 18 17 16  
30 sec.: 80% of 1-min.

**AMHERST**

Errie County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**See Buffalo**

(including Amherst, Cheektowago, Depew, Lancaster)

**AMSTERDAM (2 AM)**

Montgomery County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WCSS**

1947



Subscriber to the NAB Radio Code  
Media Code 4 233 0700 8.00  
Community Service Broadcasting Corp., Midline Rd., Amsterdam, N. Y. 12010. Phone 518-843-2500.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCSS: MUSIC: MOR with current hits.  
All PERSONALITIES handle record shows with audience participation, contests & games. NEWS: local & state at :50; network at :30. SPORTS: 6:15, 7:40 am, 1, 5, 6:40 & 11:10 pm. Local high school football & basketball. Contact Representative for further details. Rec'd 5/24/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Philip Spencer.  
General Sales Manager—James Barron.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-11:30 pm, EST.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25e, 26, 28b, 28c, 29a, 30.  
Contracts: 40a, 44a, 44b, 45, 48, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network

**TIME RATES**

ET 11/20/73—Rec'd 11/26/73.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti 54 ti 60 ti  
1 min..... 6.00 6.25 6.50 7.75 8.55 9.30 10.05 10.80  
30 sec..... 5.00 5.05 5.10 5.40 5.45 5.50 5.55 5.60  
15 sec..... 3.55 3.30 3.20 3.05 2.95 2.80 2.70 2.60  
**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 156x 312x  
5 min..... 21.20 17.65 14.10 11.20 10.00 9.00  
15 min..... 35.30 28.85 24.00 19.50 18.55 12.35  
30 min..... 69.00 59.00 40.00 30.00 .....  
60 min..... 90.00 70.00 60.00 50.00 .....  
DISCOUNT  
13x-10% 26x-15% 52x-25%

**WKOL**

1961

Media Code 4 233 0750 3.00  
WKOL Inc., Box 3, Amsterdam, N. Y. 12010.  
Phone 518-343-1570.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKOL: All country. NEWS: local at :60; network at :30. 6:30-9 am Music, talk show. Contact Representative for further details. Rec'd 1/29/73.

**1. PERSONNEL**  
General Manager—G. Robert Johnson.  
Station Manager—Michael Amelch.  
Sales Manager—Patrick Aragona.  
**2. REPRESENTATIVES**  
New York—Market 4 Radio.  
New England—New England Spot Sales, Inc.  
South—Southeast, Southwest—Mario Messina Company.  
**3. FACILITIES**  
1,000 w. days; 1570 kc.  
Operating schedule: 6 am-local sunset, EST.  
**4. AGENCY COMMISSION**  
None; all rates net of station; 2% cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 21b, 21c, 22b, 23a, 25a, 26, 28b, 28c, 30, 32b.  
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Product protection policy—15 minutes from competitive product advertising.  
Affiliated with MBS.  
Member: National AdRadio Groups, Inc., New York Farm Network.

**TIME RATES**

ET—Rec'd 7/11/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 5.00 4.50 4.00 3.80 3.50  
30 sec..... 2.50 2.25 2.00 1.90 1.75  
**DISCOUNT**  
13 wk 26 wk 52 wk  
1-18 ti..... 10% 15% 25%  
24-50 ti..... 20% 25% 35%

**AUBURN (2 AM; 1 FM)**

Cayuga County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WAUB**

1939

Media Code 4 233 0800 6.00  
Cayuga Broadcasting Corp., Box 160, Auburn, N. Y. 13021. Phone 315-253-7111.

**1. PERSONNEL**  
General Manager—Robert R. Morgan.  
Commercial Manager—Richard F. Taylor  
**3. FACILITIES**  
500 w. days; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.  
**4. AGENCY COMMISSION**  
15/0 time; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21d, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 9/1/74—Rec'd 9/3/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 4.00 3.80 3.60 3.30 2.90  
30 sec..... 3.00 2.90 2.60 2.30 1.95  
10 sec..... 2.50 2.25 2.00 1.85 1.65  
**8. PROGRAM TIME RATES**  
1x 52x 260x 520x 780x  
1 hr..... 40 35 25 21 18  
1/2 hr..... 30 25 16 12 10  
1/4 hr..... 16 14 10 8 7  
5 min..... 10 9 6 (\*) 5  
(\* ) 5.60.

**WMBO**

1927



Subscriber to the NAB Radio Code  
Media Code 4 233 0850 1.00  
Auburn Media, Inc., 144 Genesee St., Auburn, N. Y. 13021. Phone 315-253-7355.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMBO: Programmed for general interest.  
All PERSONALITIES handle all segments. NEWS: 5 min every 30 min from network. 15 min newscasts include international, national, regional, local. 8:30-9:30 am farm markets, weather, middle-of-the-road music. 9:30-10 am women's program, interviews, public interest matter. 10 am-2 pm current hits, middle-of-the-road music. 2-5:30 pm middle-of-the-road music, quiz, showtunes, current hits, standards. 5:30-7:15 pm news, international, financial, national, regional, local, sports, commentary. All local sports, live professional baseball. 7:30-9:30 pm current hits, trend music. 9:30 pm-12M jazz. Sun religious services, discussions, debates until noon, middle-of-the-road music thereafter. Contact Representative for further details. Rec'd 7/28/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Floyd J. Keesee.  
Sales Manager—A. J. Heffner.  
**2. REPRESENTATIVES**  
Market 4 Radio.  
Regional Rep Corp.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30-1 am, EST.  
**4. AGENCY COMMISSION**  
15%.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24b, 25a, 26, 28a, 28b, 29a, 33c.  
Contracts: 40a, 41, 42d, 45, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60h, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WRLX (FM).  
Affiliated with MBS.

**TIME RATES**

No. 11 ET 3/1/74—Rec'd 3/1/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 7.50 15.00 6.00 5.50 5.00  
30 sec..... 6.00 5.20 4.80 4.40 4.00  
15 sec..... 3.50 3.25 3.00 2.75 2.50  
Maximum 25 spots per 24 hr.  
**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 156x  
1 hr..... 80 60 54 48 45  
25 min..... 50 40 35 30 26  
1/4 hr..... 30 25 23 21 17  
10 min..... 24 21 18 16 14  
5 min..... 20 18 16 14 12  
10% discount equal distribution w/ly schedule, 5 days or more per wk.  
**ANNUAL DISCOUNT**  
13 wk-10% 26 wk-15% 52 wk-25%

**WRLX (FM)**

1949



Subscriber to the NAB Radio Code  
Media Code 4 233 0875 8.00  
Auburn Media, Inc., 144 Genesee St., Auburn, N. Y. 13021. Phone 315-253-7355.  
See affiliated AM station for additional information.  
AM facilities: WMBO.  
**STATION'S PROGRAMMING DESCRIPTION**  
WRLX (FM): Adult instrumental music, each selection showcased between 5 sec periods of silence. Music is unannounced. 5 min of news at :60. Six commercial inserts per hour. Contact Representative for further details. Rec'd 3/30/70.

**3. FACILITIES**  
ERP 45,000 w.; 106.9 mc.  
Operating schedule: 6 am-1 am, EST.  
Antenna ht.: 530 ft. above average terrain.  
**TIME RATES**  
No. 2 ET 8/1/71—Rec'd 9/30/71.  
**6. SPOT ANNOUNCEMENTS**  
PER WK, EA:  
5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti  
1 min 9.00 8.75 8.50 8.25 8.00 7.75 7.50 7.25  
30 sec 6.00 5.75 5.50 4.75 4.50 4.00 3.50 3.25  
**YEARLY DISCOUNT**  
13 wk-10% 26 wk-15% 52 wk-25%

**BABYLON**

Suffolk County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

**See New York Urban Area**

**BALDWINVILLE (1 AM; 1 FM)**

Oneandaga County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WSEN**

1959



Subscriber to the NAB Radio Code  
Media Code 4 233 0900 4.00  
Century Radio Corp., Box 1050, Smoker Hollow Rd., Baldwinville, N. Y. 13027. Phone 315-635-3971.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSEN: Programmed for adults and young adults.  
**1. PERSONNEL**  
General Manager—Jack Burgess.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**NEW YORK**

**3. FACILITIES**  
1,000 w.; 1050 kc.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast 6 am-local sunset Mon thru Fri; 6 am-noon & 5 pm-local sunset Sat; 6-9 am & 5 pm-local sunset Sun.  
**4. AGENCY COMMISSION**  
15%; no cash discount. Bills rendered monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions  
Affiliated with American Information Network.

**TIME RATES**

No. 6 ET 8/15/72—Rec'd 8/23/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-2 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6-8 am & 2-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-local sunset.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 18.00 16.00 12.00 14.00 12.80 10.00  
6 ti..... 17.00 15.00 11.00 13.60 12.00 8.80  
12 ti..... 16.00 14.00 10.00 12.80 11.20 8.00  
24 ti..... 15.00 13.00 9.00 12.00 10.40 7.20  
10 sec.: 50% of 1-min.  
**10. SPECIAL FEATURES**  
5 min news—applicable 1-min rate plus 30%. (CR)

**WSEN-FM**

1967



Media Code 4 233 0901 2.00  
Century Radio Corp., Box 1050, Smoker Hollow Rd., Baldwinville, N. Y. 13027. Phone 315-635-3971.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSEN-FM: Programmed for adults & young adults.

**1. PERSONNEL**  
General Manager—Jack Burgess.  
**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 92.1 mc.  
Operating schedule: 5 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 5-6 am & sunset-midnight Mon thru Fri; 5-6 am, noon-5 pm, local sunset-midnight Sat; 9 am-5 pm & local sunset-midnight Sun. For simulcast facilities see WSEN.  
**4. AGENCY COMMISSION**  
15/0; rendered monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

**TIME RATES**

No. 6 ET 8/15/72—Rec'd 8/23/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-noon.  
A—Mon thru Fri 10 am-3 pm; Sat 6-8 am & 5-7 pm; Sun 6-9 am & 5-7 pm.  
B—Mon thru Fri 5-6 am & 7 pm-midnight; Sat 5-6 am, noon-5 pm & 7 pm-midnight; Sun 9 am-5 pm & 7 pm-midnight.  
**6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 min..... 18.00 16.00 10.00 14.40 12.80 8.00  
6 ti..... 17.00 15.00 9.00 13.50 12.00 7.20  
12 ti..... 16.00 14.00 8.00 12.80 11.20 6.40  
24 ti..... 15.00 13.00 7.00 12.00 10.40 5.60  
10 sec.: 50% of 1-min.  
**10. SPECIAL FEATURES**  
5 min news—applicable 1-min rate plus 30%. (D)

**BATAVIA**

Genesee County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**WBTA**

1941



Subscriber to the NAB Radio Code  
Media Code 4 233 0950 9.00  
Batavia Broadcasting Corp., Alva Pl., Batavia, N. Y. 14020. 716-344-1490.

**1. PERSONNEL**  
Pres., Mgr. & Farm Dir.—William F. Brown, Jr.  
**2. REPRESENTATIVES**  
Market 4 Radio.  
**3. FACILITIES**  
500 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5 am-midnight, EST.  
**4. AGENCY COMMISSION**  
15/0 net charges for time.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: New York Farm Network, Country Music Network.

**TIME RATES**

ET 8/1/72—Rec'd 7/27/72.  
**6. SPOT ANNOUNCEMENTS**  
PER YR:  
52x 104x 156x 260x 520x 780x 1040x  
1 min..... 9.00 8.75 8.50 7.75 6.75 6.00 5.25  
20/30 sec..... 7.20 7.00 6.80 6.20 5.40 4.80 4.20  
10 sec. ID..... 4.50 4.25 4.00 3.75 3.25 2.75 2.25  
**10. SPECIAL FEATURES**  
**LOCAL NEWSCASTS**  
1/4 hr..... 52x 104x 156x 260x  
10 min..... 21 20 19 18  
5 min..... 14 13 12 11  
**NETWORK NEWS**  
1 x..... 13 12 11 10

# NEW YORK

## BATH

Steuben County—Map Location C-7  
See S18DS consumer market map and data at beginning of the State.

### WGTV

1962

Media Code 4 233 1000 2.00  
Taylor Aviation, Inc., Box 471, 10 Pulteney Square,  
Bath, N. Y. 14810. Phone 607-776-3326.

#### 1. PERSONNEL

General Manager—Frank Costello.

#### 2. FACILITIES

500 w. days; 1380 kc. Non-directional.  
100 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time; 15th of following month.

5. GENERAL ADVERTISING See coded regulations  
FM facilities: WEXT (FM), Hammondsport.  
Accepts AAAA copyrighted contract.

### NATIONAL AND LOCAL RATES SAME

Eff 6/1/74—Rec'd 7/24/74.

#### 6. SPOT ANNOUNCEMENTS

WK: 1st 6th 12th 24th 48th 60th 100+  
1 min 5.00 4.50 4.00 3.50 3.00 2.75 2.50  
(\*) 4.00 3.60 3.20 2.80 2.40 2.20 2.00  
(\*) 30 sec/less.

### CONSECUTIVE WEEK DISCOUNT

13 wk—5% 26 wk—10% 52 wk—15%

#### 7. PACKAGE PLANS

ANNUAL PURCHASE CONTRACTS  
PER YR: 500x 1000x 2000x  
1 min/less 3.00 2.50 2.00  
30 sec/less 2.50 2.00 1.50

## BEACON

Dutchess County—Map Location G-8  
See BRDS consumer market map and data at beginning of the State.

### See Newburgh-Beacon

## BINGHAMTON (4 AM; 3 FM)

(including Endicott)

Brecon County—Map Location E-7  
See S18DS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Midnight
A	21	19	21	19
B	20	16	20	16
C	20	16	20	16
D	18	11	14	10
AVERAGE	20	16	19	15

### W A A L (FM)

1954  
BINGHAMTON

Media Code 4 233 1025 9.00  
W A A L (FM) Binghamton, Inc., 117 Hawley St.,  
Binghamton, N. Y. 13901. Phone 607-723-8989.

#### STATION'S PROGRAMMING DESCRIPTION

W A A L (FM): Programmed for young adults.  
MUSIC: adult contemporary. AIR PERSONALITIES handle all segments. Weather at :15 & :45. Network news at :00. Contact Representative for further details. Rec'd 12/3/73.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—George Gray.  
Station Manager—Gary Gochal.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

#### 3. FACILITIES

ERP 7,100 w. (horiz.), 7,100 w. (vert.); 99.1 mc. Stereo.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See Coded regulations

General: 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 33d.

#### CONTRACTS

40a, 42d, 44b, 45, 46, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60k, 62a.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.

#### AMPLIFIED WITH AMERICAN FM NETWORK.

### TIME RATES

Eff 10/1/73—Rec'd 12/3/73.  
AA—Mon thru Sun 3-11 pm.  
A—Mon thru Sun 6 am-3 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec
6 th	10.50	7.30	7.90	5.50
12 th	10.10	6.95	7.60	5.25
18 th	9.70	6.60	7.30	5.00
24 th	9.30	6.25	7.00	4.75
30 th	8.90	5.90	6.70	4.50
36 th	8.50	5.55	6.40	4.25
42 th	8.10	5.20	6.10	4.00
48 th	7.70	4.85	5.80	3.75
54 th	7.30	4.50	5.50	3.50
60 th	6.90	4.15	5.20	3.25

15 sec: 50% of 1-min.

### WENE

1947  
ENDICOTT

McGavren-Guild  
pgw radio, inc.

### NAB

Media Code 4 233 1050 7.00  
WENE, A Div. of January Enterprises, Inc., 909  
E. Main St., Endicott, N. Y. 13760. Phone 607-785-3351.

#### STATION'S PROGRAMMING DESCRIPTION

WENE: Programmed for adults and young adults.  
5 air personalities times operation. NEWS: 5 min local at :25, network at :55. Network news at 12:30 pm weekdays. SPORTS: capsule at :15. Neighborhood news at :45. FAIRM: show 5:30-6 am. MUSIC: current hits 90%, standards 10%. Remote broadcast trailer with personalities available Apr-Oct. for store broadcasts Oct.-Apr. Contact Representative for further details. Rec'd 1/30/69.

#### 1. PERSONNEL

President—Merv Griffin.  
Vice-Pres. & Gen'l Mgr.—James Ward.  
Sales & Opr. Mgr.—William Knudson.

#### 2. REPRESENTATIVES

McGavren-Guild, Inc.

#### 3. FACILITIES

8,000 w.; 1430 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 21b, 23a, 28a, 29a.  
Contracts: 40a, 41, 44a, 44b, 46, 48, 51b.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60h, 60i.  
Cancellation: 73a.  
Prod. Services: 82.

#### FM facilities: WMRV (FM)

Amplified with American Contemporary Network.

### TIME RATES

No. 6 Eff 10/1/68—Rec'd 10/13/72.  
AA—Mon thru Sat 6-9:30 am & 4-7 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA	6 th	12 th	18 th	24 th
1 min	22	20	18	16
30 sec	16	14	12	10
10 sec	11	10	9	8

CLASS A	18 th	16 th	14 th	12 th
1 min	18	16	14	12
30 sec	14	12	10	9
10 sec	9	8	7	6

#### 7. PACKAGE PLANS

ROTATING PLANS  
I—Equal Rotation—Drive Time/Weekend.  
18 th 252 30 th 300  
24 th 288  
II—Equal Rotation—Mon thru Sun noon-7 pm & 7 pm-midnight.  
18 th 234 30 th 300  
24 th 264

### DISCOUNT

26 wk—5% 52 wk—10%  
8. PROGRAM TIME RATES  
A—Mon thru Sat 6-9:30 am & 4-7 pm.  
B—All other times.

5 MIN:	6 th	12 th	24 th
Class AA	30.00	25.00	20.00
Class A	25.00	20.00	15.00
Class B	20.00	15.00	10.00

### DISCOUNT

26 wk—5% 52 wk—10%

### WINR

1946  
BINGHAMTON

Media Code 4 233 1100 0.00  
WINR, Inc., 1913 Vestal Pkwy., E., Vestal, N. Y.  
13850. Phone 607-754-6565.

#### STATION'S PROGRAMMING DESCRIPTION

WINR: Programmed for adults & young adults.  
MUSIC: modern, contemporary 80%; news & sports 20%. AIR PERSONALITIES handle all segments.  
NEWS: network at :00; local & regional at :30. Sports, stocks, housewife features at :45. COMMERCIAL POLICY: maximum 17 commercials per hour. 10-1/2 minutes commercial time per hour. Community calendar. 2x/hour. Contact Representative for further details. Rec'd 7/5/74.

#### 1. PERSONNEL

President—Peggy Stone.  
Vice-Pres. & Gen'l Mgr.—C. Carroll Larkin.

#### 2. REPRESENTATIVES

III/Srong Radio Representatives, Inc.

#### 3. FACILITIES

1,000 w. days, 500 w. nights; 680 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11h, 12h, 13h, 14g, 18.  
Basic Rates: 21a, 22a, 23a, 25a, 26, 28c, 29a, 33a.  
Contracts: 40a, 42a, 45, 46, 47a.

Comb.; Cont. Discounts: 60a, 60i.  
Cancellation: 70b, 70e, 71a, 72a, 73a.  
Prod. Services: 81, 82.  
Amplified with NBC.

### TIME RATES

No. 15 Eff 4/1/73—Rec'd 4/9/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
B—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	7 th	14 th	21 th	28 th	7 th	14 th	21 th	28 th
1 min	21	19	17	15	19	17	15	13
30 sec	17	15	13	12	15	13	12	10

B: 50% of AA.

#### PER YR:

1 min	30 sec	1 min	30 sec
364 x	17	13	15
520 x	15	12	13
1040 x	13	10	11

#### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN: 1 min 30 sec  
7 th (7A, 4A) 18 14  
14 th (7A, 4A) 16 13  
21 th (10A, 11A) 14 11  
28 th (14A, 11A) 12 10

### WKOP

1947  
BINGHAMTON

Media Code 4 233 1150 5.00  
Binghamton Broadcasters, Inc., Box 67, 34 Chenango  
St., Binghamton, N. Y. 13902. Phone 607-722-3487.

#### STATION'S PROGRAMMING DESCRIPTION

WKOP: Programmed for adults.  
MUSIC: modern country format 5:30 am-1 am. AIR PERSONALITIES handle all segments. NEWS: 5 min newscasts on hour and half hour from network and local sources. City press conference daily at 11:30 am, county press conference daily at 12:30. Audience participation shows, both telephone and write in, scheduled regularly. SPORTS: college football. Contact Representative for further details. Rec'd 12/8/73.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—R. M. Chalk.  
Vice-Pres. & Grp. Dir./Sales—William J. Gallagher, Jr.  
Sales Manager—Kent McGarity.

#### 2. REPRESENTATIVES

PRO Time Sales, Inc.

#### 3. FACILITIES

8,000 w. days; 500 w. nights; 1360 kc.  
Directional—day and night.  
Operating schedule: 5:30-1:00 am weekdays; 7:30-1:00 am Sun, EST.

#### 4. AGENCY COMMISSION

15/0 net charges for time; payable when rendered.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 16.  
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 29b, 30.

#### CONTRACTS

40a, 41, 43, 44a, 46, 47e, 48, 49, 50, 51e  
51c.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 61a, 62a.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 8a, 82.

#### AMPLIFIED WITH CBS.

### TIME RATES

Eff 9/1/69—Rec'd 8/25/69.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 th	22	18	11	18	14	9
12 th	20	16	10	16	12	8
18 th	18	14	9	14	10	7
24 th	16	12	8	12	9	6

#### 7. PACKAGE PLANS

ROTATING PLANS  
(Equal rotation Drive Time/Weekends)  
Plan I: 18 th 24 th 30 th 300  
(Equal rotation Mon thru Sun noon-7 pm & 7 pm-midnight)  
Plan II: 234 264 300

### DISCOUNT

26 wk—5% 52 wk—10%

#### 8. PROGRAM TIME RATES

AA—Mon thru Sat 6-9:30 am & 4-7 pm.  
A—Mon thru Sat 9:30 am-4 pm.  
B—All other times.

5 MIN:	6 th	12 th	24 th
AA	30	25	20
A	25	20	15
B	20	15	10

### DISCOUNT

26 wk—5% 52 wk—10%

### WMRV (FM)

1969  
ENDICOTT

McGavren-Guild  
pgw radio, inc.

### NAB

### NAFMB

Media Code 4 233 1175 2.00  
WMRV (FM), A Div. of January Enterprises, Inc.,  
909 E. Main St., Endicott, N. Y. 13760. Phone  
607-754-1777.

#### See affiliated AM station for additional information. AM facilities: WENE.

#### STATION'S PROGRAMMING DESCRIPTION

WMRV (FM): MUSIC: MOR, popular melodies of last 50 years; old favorites, standards, Broadway melodies, music from movies, current hits. Contact Representative for further details. Rec'd 11/6/72.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James Ward.

### 3. FACILITIES

3,000 w.; 105.5 kc.  
Operating schedule: 6-11 am. EST.

### TIME RATES

Eff 8/14/72—Rec'd 10/18/72.

#### 6. SPOT ANNOUNCEMENTS

1 x	100x	200x
10	8	6

### WNBF



Binghamton—W Q Y T (FM)—Continued

- 1. PERSONNEL**  
Sales Manager—Roger Conklin.  
Program Director—Frank Rizzone.  
Music Director—James A. Schluke.
- 2. FACILITIES**  
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 900 ft. above average terrain.
- 3. GENERAL ADVERTISING** See coded regulations. Affiliated with Blair Represented Network.
- TIME RATES**  
ET 6/1/68—Rec'd 5/1/68.
- 6. SPOT ANNOUNCEMENTS**  
1x 15x 30x 60x 125x 250x  
1 min. 10.00 9.50 9.00 8.50 7.50 6.50  
30 sec: 80% of applicable 1-min.  
ID's 50% of applicable 1-min.
- 6. PROGRAM TIME RATES**  
1x 15x 30x 60x 125x 250x 500x  
1 hr. 70.00 67.00 63.00 60.00 57.00 54.00 51.00  
1/2 hr. 52.50 50.00 47.00 45.00 43.00 41.00 39.00  
5 min. 25.00 24.00 23.00 21.00 20.00 19.00 18.00

BOONVILLE

Oneida County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

WBRV

1935

Media Code 4 233 1250 3.00  
Black River Radio, Inc., Box 341, Boonville, N. Y. 13309. Phone 945-4311.  
Other Studio—Lowville, N. Y. Phone 376-2811.

- 1. PERSONNEL**  
General Manager—David McGrath.
- 2. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
40 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.
- TIME RATES**  
ET 9/13/72—Rec'd 9/28/72.
- 6. SPOT ANNOUNCEMENTS**  
PER WK:  
1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 7 ti  
1 min 6.00 5.00 4.50 4.20 3.84 3.50 3.18  
30 sec 4.80 4.08 3.67 3.36 3.07 2.80 2.54  
10 sec 3.60 3.06 2.75 2.52 2.30 2.10 1.90
- 7. PACKAGE PLANS**  
SATURATION PLAN  
PER WK. EA: 1 ti 20 ti 20 ti  
1 min. 6.00 5.00 4.50 4.20 3.84 3.50 3.18  
30 sec. 4.80 4.08 3.67 3.36 3.07 2.80 2.54
- PER WK. EA: 3 ti 6 ti  
30 sec. 3.00 2.50

BREWSTER

Putnam County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

WPUT

1963

Media Code 4 233 1300 6.00  
Putnam Broadcasting Corp., Prospect Hill Rd., Brewster, N. Y. 10569. Phone 914-279-7171.

- 1. PERSONNEL**  
General Manager—Al Etkin.
- 2. FACILITIES**  
1,000 w. days; 1510 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with American Entertainment Network.
- TIME RATES**  
No. 5 ET 10/1/73—Rec'd 11/14/73.  
AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.  
A—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.
- 7. PACKAGE PLANS**  
CLASS AA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 36 ti 50 ti  
1 min. 15.00 12.00 11.00 10.50 9.25 7.50 6.50  
30 sec. 12.00 9.00 8.00 7.25 6.75 5.25 5.00
- CLASS A  
1 min. 13.50 11.25 9.00 8.00 7.25 6.50 4.50  
30 sec. 10.50 8.00 6.50 6.00 5.25 4.25 3.50
- BULK, ROS, PER YR.: 250x 500x 1000x  
1 min. 9.00 7.25 6.00  
30 sec. 7.20 5.80 4.50
- (\* Advance contract; subject to short rate.  
25% in AA when available.

BRIARCLIFF MANOR

Westchester County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

BRISTOL CENTER

Ontario County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

WMIV (FM)

1948

Media Code 4 233 1350 1.00  
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

**STATION'S PROGRAMMING DESCRIPTION**  
WMIV (FM): Contemporary Christian.  
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-

min blocks M-Sat. AP, UPI wire & audio services plus local actualities. Community bulletin board announcements 3x/daily. Rec'd 4/27/73.

- 1. PERSONNEL**  
General Manager—Eric C. AuCoin.  
Operations Manager—Bill Freeman.  
Sales Manager—Jim Wall.
- 2. FACILITIES**  
ERP 5,000 w. (horiz.), 9,500 w. (vert.); 95.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 993 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Cancellations: 70a, 70c, 71a, 73a.  
Tobacco & intimate personal articles not accepted for advertising.  
Member: The Christian Broadcasting Network, Inc.
- TIME RATES**  
ET 4/27/73.
- 6. SPOT ANNOUNCEMENTS**  
1 min. 6.00 5.70 5.40 5.10 4.80 4.50  
30/20 sec. 4.50 4.30 4.10 3.90 3.70 3.50  
10 sec. 3.00 2.85 2.70 2.55 2.40 2.25
- 8. PROGRAM TIME RATES**  
1x 13x 52x 260x 365x  
5 min. 12.00 11.50 10.20 9.00 8.40 (D)

BROCKPORT

Monroe County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

WADD

1970

Media Code 4 233 1375 8.00  
Brockport Broadcasting, Inc., Box 337, Brockport, N. Y. 14420. Phone 716-637-3930.

- STATION'S PROGRAMMING DESCRIPTION**  
WADD: Programmed for the adult listener.
- 1. PERSONNEL**  
General Manager—Timothy J. Lyman.
- 2. FACILITIES**  
1,000 w. days; 1580 kc. Directional.  
Operating schedule: 30 min pre-sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%. 2% cash discount; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations. Affiliated with MBS.
- TIME RATES**  
ET 5/18/71.
- 6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 156x 260x 642x 1000x  
1 min. 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
20/30 sec. 6.50 6.25 6.00 5.50 5.00 4.50 4.00  
10/15 sec. 5.00 4.75 4.50 4.00 3.50 3.25 3.00

BUFFALO

(including Amherst, Cheektowago, Depew, Lancaster)  
(9 AM; 10 FM)

Erie County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

RADIO MARKET ESTIMATOR

Table reports one minute rates (based on 12 per week for 13 weeks) for the four best cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
	Traffic	Traffic	Traffic	Traffic
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	midnight)	
A	75	55	70	50
B	70	53	60	40
C	60	50	55	27
D	51	41	43	25
AVERAGE	60	51	57	36

WADV (FM)

1962

BUFFALO



EVERY-KNODEL, INC.

Media Code 4 233 1400 4.00  
Avery-Knodel, Inc., 2200 Rand Bldg., Lafayette Square, Buffalo, N. Y. 14203. Phone 716-852-7444.

- STATION'S PROGRAMMING DESCRIPTION**  
WADV (FM): Programmed for adults and young adults.  
AIR PERSONALITIES handle all segments. Popular music throughout day, primarily instrumental with singles & vocals also. NEWS & WEATHER: 5-min at :50. UPI. Contact Representative for further details. Rec'd 3/30/73.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Daniel J. Lesniak.
- 2. REPRESENTATIVES**  
Avery-Knodel, Inc.
- 3. FACILITIES**  
ERP 17,600 w. 106.5 mc. Stereo.  
Operating schedule: 21 hours daily. EST.  
Antenna ht.: 400 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 24c, 25a, 28b, 28c, 30.  
Contracts: 40a, 41, 42d, 45, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61b, 62a.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 81.

**TIME RATES**  
No. 4 ET 10/1/72—Rec'd 9/5/72.  
AAA—Mon thru Fri 10 am-7 pm.  
AA—All other times.

- 6. SPOT ANNOUNCEMENTS**  
—AAA— —AA—  
PER WK: 1 min 30 sec 1 min 30 sec  
1 ti 20 16 19 15  
6 ti 19 15 18 14  
12 ti 18 14 17 13  
18 ti 17 13 16 12  
24 ti 16 12 15 11

- 7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AAA, 1/2AA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 18 17 16 15  
30 sec. 14 13 12 11  
Weekend Plan—12 ti Sat & Sun 6 am-midnight, 15.00.
- DISCOUNT**  
26 wk—5%. 52 wk—10%.

- 8. PROGRAM TIME RATES**  
1x 13x 26x 52x  
5 min. 40 35 30 25

WBEN RADIO 930

1930

BUFFALO



Subscriber to the NAB Radio Code  
Sold in Combination; Programmed Separately.  
Media Code 4 233 1450 9.00  
WBEN, Inc., 2077 Elmwood Ave., Buffalo, N. Y. 14207. Phone 716-876-0930.

**STATION'S PROGRAMMING DESCRIPTION**  
WBEN: Programmed for adults and young adults.  
AIR PERSONALITIES handle all segments. NEWS: 10 or 15 min on hour, AP and UPI wires plus network. 6-10 am pop-standard, MOR music, time weather, traffic reports. 10 am-2 pm pop-standard, MOR music, 2-7 pm pop-standard, MOR music, traffic, features, 7-8 information programming with anchor man, news, sports, features, 8 pm-12M pop-standard, MOR music, local and national free form sports coverage. SPORTS: live play-by-play pro & college basketball. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 11/17/72.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Leslie G. Arriea, Jr.  
Station Manager—Paul A. Buller.  
General Sales Manager—Robert J. Russo.
- 2. REPRESENTATIVES**  
Major Market Radio, Inc.  
Canada—Stephens & Townsend Co. Limited.
- 3. FACILITIES**  
5,000 w.; 930 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.  
Contracts: 40c, 41, 42a, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60c, 60f, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
RATE PROTECTION: Rates quoted herein are guaranteed for a period of 13 weeks from effective date of any increase in these rates providing that advertising equalling a weekly expenditure of 150.00 is actually running at the time of effective date of increase and providing that these broadcasts continue without interruption during rate protection period.

- TIME RATES**  
No. 26 ET 3/18/73—Rec'd 8/29/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**  
1 min—30 sec  
AAA AA A B AAA AA A B  
1 ti 85 67 62 32 68 52 50 26  
6 ti 80 62 59 30 64 48 47 24  
12 ti 77 60 53 27 62 46 42 22  
18 ti 58 51 26 45 41 21  
24 ti 56 49 22 43 39 18  
10 sec: 50% of 1-min; AA, A, B only.  
A1 Fox program; B rates apply.

- 7. PACKAGE PLANS**  
WEEKLY CIRCULATION PLANS  
PER WK: 1 min 30 sec  
7 Plan (1AAA, 2AA, 2A, 2B) 310 248  
14 Plan (2AAA, 4AA, 4A, 4B) 552 436  
21 Plan (3AAA, 5AA, 7A, 815) 786 612  
28 Plan (5AAA, 8AA, 10A, 815) 1023 776  
Scheduled over 7 day period & rotate within time class; preemptible.

wben/fm 102

1946  
BUFFALO  
NAB RAB NAFMB

Subscriber to the NAB Radio Code  
Media Code 4 233 1451 7.00  
WBEN, Inc., 2077 Elmwood Ave., Buffalo, N. Y. 14207. Phone 716-876-0930.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 110,000 w.; 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,800 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations. Affiliated with CBS.
- TIME RATES**  
No. 2 ET 8/1/74—Rec'd 8/29/74.  
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 10 am-7 pm.  
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am & 7 pm-1 am.  
A—Mon thru Sun 1-6 am.

- 6. SPOT ANNOUNCEMENTS**  
CLASS AAA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 25 23 22 21  
30 sec or less 20 18 17 16
- CLASS AA  
1 min. 19 15 14 13  
30 sec or less 15 12 11 10
- CLASS A  
1 min, 35 ti 100 30 sec, 35 ti 80

- 7. PACKAGE PLANS**  
BULK, 75%AAA, 25%AA: 1 min 30/less  
500 x 19 15  
700 x 17 13

- 10. SPECIAL FEATURES**  
Newscasts—1-1/2x 1-min  
DISCOUNT  
13 wk 5% 26 wk—10% 52 wk—15%

WBLK (FM)

1962

DEPEW

Media Code 4 233 1475 6.00  
WBLK Broadcasting Corp., Rand Bldg., Buffalo, N. Y. 14203. Phone 716-852-3500.

**STATION'S PROGRAMMING DESCRIPTION**  
WBLK (FM): Programmed primarily for young adult and adult Negro audience.  
MUSIC: rhythm & blues, popular & jazz. Gospel & spirituals Sun 50%. AIR PERSONALITIES handle all segments. NEWS: local & national with emphasis on Negro affairs. 5 min at :15. Participation in community events, drives & school activities. Personalities available for remotes, special events & endorsements. Contact Representative for further details. Rec'd 11/3/71.

- 1. PERSONNEL**  
President—Franklin W. Lorenz.  
General Sales Manager—Marty Mescurio  
Local Sales Manager—Terry Swain.
- 2. REPRESENTATIVES**  
PFO Time Sales, Inc.
- 3. FACILITIES**  
ERP 50,000 w.; 93.7 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 380 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations. General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 12a, 14a.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51a.  
Comb.: Cont. Discounts: 60h, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.

- TIME RATES**  
ET 8/1/74—Rec'd 7/31/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.  
A—Mon thru Sun midnight-6 am.
- 6. SPOT ANNOUNCEMENTS**  
—AAA— —AA—  
1 ti 13 wk 21 wk 26 wk 52 wk 1 wk 13 wk 21 wk 26 wk 52 wk  
1 ti 22 21 20 19 21 20 19 18  
12 ti 21 20 19 18 20 19 18 17  
18 ti 20 19 18 17 19 18 17 16  
24 ti 19 18 17 16 18 17 16 15  
30 ti 18 17 16 15 17 16 15 14  
36 ti 17 16 15 14 15 14 13 12

- 7. PACKAGE PLANS**  
BTA—30% Mon thru Sun 6-10 am & 3-7 pm, 30% Mon thru Sun 7 pm-midnight, 30% A.  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 wk 20 19 18 17 16 15  
13 wk 19 18 17 16 15 14  
26 wk 18 17 16 15 14 13  
52 wk 17 16 15 14 13 12  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**  
BTA—30% Mon thru Sun 6-10 am & 3-7 pm, 30% Mon thru Sun 7 pm-midnight, 30% A.  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 wk 20 19 18 17 16 15  
13 wk 19 18 17 16 15 14  
26 wk 18 17 16 15 14 13  
52 wk 17 16 15 14 13 12  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
(Buffalo continued on next page)

# NEW YORK

Buffalo—Continued

## WB NY (FM)

1966  
BUFFALO

**McG** mcgavren-guild  
pgw radio, inc.

NAB

RAB

Media Code 4 233 1500 1.00  
McCormick Communications, Inc., Rand Bldg., Buffalo, N. Y. 14203. Phone 716-856-3550.

**STATION'S PROGRAMMING DESCRIPTION**  
WB NY (FM): Programmed for adults & young adults.

**MUSIC:** familiar popular standards, showtunes, movie themes, primarily instrumental with mixture of group vocals. **NEWS:** Brief summaries every two hours. **COMMERCIAL POLICY:** Six commercial units per hour, in quarter hour breaks. Contact Representative for further details. Rec'd 11/19/73.

### 1. PERSONNEL

President—William M. McCormick  
Vice-Pres. & Gen'l Mgr.—John B. Casclani.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

ERP 50,000 w.; 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 405 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0; time only; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24a, 25a, 27, 28b, 29c, 29a.  
Contracts: 40a, 41, 42a, 45.  
Comb.: Cont. Discounts: 61b, 61c, 62b.  
Cancellation: 71a.  
Prod. Services: 80, 81.

### TIME RATES

No. 3 ET 7/1/74—Rec'd 7/1/74.

AAA—Mon thru Sat 10 am-7 pm.  
AA—Mon thru Fri 6-10 am; Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight; Sat & Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AAA	46	44	42
AA	36	34	32
A	25	23	21

30 sec: 80% of 1-min.

### 7. PACKAGE PLANS

TAP—6 AM-10 PM  
1 min ..... 14 ti 21 ti  
30 sec: 80% of 1-min. .... 37 35  
Preemptible without notice.

## WBUF (FM)

1946  
BUFFALO

NAB

NAFMD

Media Code 4 233 1550 6.00  
Functional Broadcasting, Inc., 1223 Main St., Buffalo, N. Y. 14209. Phone 716-822-4300.

### STATION'S PROGRAMMING DESCRIPTION

WBUF (FM): Programmed for adults.  
**MUSIC:** 51-58 minutes per hour. Music is in uninterrupted 14-min segments, consisting of familiar, general popular, standards, showtunes, film music, MOR, string orchestration, big band, dance band, vocal groups & combos. Time checks 4x/hour. **NEWS:** live & regional. Broadcast 5-min in length at :45, 14x/day. Business news 5-min at 5:45 pm. Reports on cultural happenings, public service programs & announcements. Rec'd 3/29/73.

### 1. PERSONNEL

Station Manager—Carl J. Spavento.  
Music Director—Lynne Gordon.

### 3. FACILITIES

ERP 100,000 w.; 82.6 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.—501 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 20b, 21a, 21b, 31c, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60d, 60f, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Empire State FM Network.

### TIME RATES

No. 4 ET 2/1/70—Rec'd 3/9/70.

AA—Mon thru Fri 10 am-10 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 ti	6 ti	15 ti
1 min	15.00	13.50	12.00	
20/30 sec	11.25	10.00	9.00	
10 sec	7.50	6.75	6.00	

Class A: 75% of AA.

### 8. PROGRAM TIME RATES

PER WK:	CLASS AA	1 ti	6 ti	15 ti
5 min	18.75	16.75	15.00	

Class A: 75% of AA.

### CONSECUTIVE WEEK DISCOUNT

13 wk—10%      52 wk—20%

## WDCX (FM)

1993

BUFFALO

A Crawford Owned Station

Media Code 4 233 1600 9.00  
Crawford Broadcasting Co., 625 Delaware Ave., Buffalo, N. Y. 14202. Phone 716-883-3010.

### 1. PERSONNEL

President—Donald R. Crawford.  
Gen'l. Sta. & Sales Mgr.—Nevin Larson.  
Program Director—Milton W. Ellis.

### 3. FACILITIES

ERP 110,000 w.; 99.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 640 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 spots only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 28a.  
Contracts: 40b, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 61b, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.

### NATIONAL AND LOCAL RATES SAME

ET 8/1/72—Rec'd 10/20/72.

### 6. SPOT ANNOUNCEMENTS

1 min	2x	7x	15x	312x
10.00	9.00	8.00	7.00	7.00
8.00	7.00	6.00	5.00	5.00
5.00	4.50	4.00	3.50	3.50

### 8. PROGRAM TIME RATES

1 x	5 min	1/4 hr	1/2 hr	1 hr
13	32	35	80	
11	26	38	70	
9	20	32	60	

## WEBR

1924  
BUFFALO



ROBERT E. EASTMAN & CO., INC.

RAB

Subscriber to the NAB Radio Code  
Media Code 4 233 1650 4.00  
Queen City Broadcasting Corp., 23 North St., Buffalo, N. Y. 14202. Phone 716-886-0970.

### 1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Larry Levite.  
Vice-Pres./Sales—Larry Grogan.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

5,000 w.; 97.9 kc. Directional—same pattern day and night.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 20b, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 33d.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WREZ (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 24 ET 2/1/72—Rev 4/11/73—Rec'd 4/16/73.

I—Mon thru Fri 6-10 am & 3-7 pm.  
II—Mon thru Fri 10 am-2 pm; Sat 8 am-7 pm;  
Sun noon-7 pm.  
III—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	I min	30 sec	I min	30 sec	II min	30 sec	III min	30 sec
6 ti	30	23	25	19	20	15		
18 ti	28	21	23	17	19	14		
30 ti	26	19	22	16	17	12		
30 ti	25	18	20	15	16	11		

10 sec: 50% of 1-min.  
1x: 6x rate plus 10%.

### DISCOUNT

### 10. SPECIAL FEATURES

**NEWSCASTS**  
Morning at :60 & :30 6:30-9 am, afternoon 3:30-6 pm; rotating 2, 3, 5 days per wk. Incl open plus 1 1-min spot per program 33.00.  
Midday and/or wknd: Mon thru Fri 10 am-9 pm at :60; Sat 6 am-6 pm; Sun noon-6 pm. Incl open plus 1 1-min spot per program 28.00.

## WGRadio55

1922  
BUFFALO

A Taft Station



KATZ RADIO

RAB

Media Code 4 233 1700 7.00  
Taft Broadcasting Company, 464 Franklin St., Buffalo, N. Y. 14202. Phone 716-881-4555.

### STATION'S PROGRAMMING DESCRIPTION

WGR: Programmed for adults & young adults.  
**MUSIC:** MOR mixed with hits of the past. **NEWS** at :55 & :25. Contact Representative for further details. Rec'd 2/28/72.

### 1. PERSONNEL

General Manager—Bill Irwin.  
General Sales Manager—Jim Adams.  
Program Director—Larry Anderson.

### 2. REPRESENTATIVES

Katz Radio.  
Taft Stations: See Rep & S/O pages.

### 3. FACILITIES

5,000 w.; 550 kc.  
Directional—night only.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28a, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WGRQ (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 4/1/74—Rec'd 4/2/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	65	63	60	58
AA	60	58	55	53
A	55	53	50	48
B	30	28	25	23

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.



1959  
BUFFALO

RAB

Media Code 4 233 1725 4.00  
Taft Broadcasting Company, 464 Franklin St., Buffalo, N. Y. 14202. Phone 716-881-4555. TWX 710-522-1732.

### STATION'S PROGRAMMING DESCRIPTION

WGRQ (FM): Programmed for teens & young adults.  
**MUSIC:** Top 40 rock hits. **COMMERCIAL POLICY:** Eight minutes per hour. Contact Representative for further details. Rec'd 1/8/73.

### 1. PERSONNEL

Program Director—J. J. Jordan.  
Station Manager—Bill Austin.

### 3. FACILITIES

ERP 12,600 w. (horiz.), 12,600 v. (vert.); 96.9 mc. Stereo.

### TIME RATES

No. 4 ET 4/1/74—Rec'd 4/2/74.

AAA—Mon thru Sun 3 pm-midnight.  
AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	45	43	40	38	35
AA	40	38	35	33	30
A	35	33	30	28	25

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## WK BW

1925  
BUFFALO



NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 233 1750 2.00  
Div. of Capital Cities Communications, Inc., 1430 Main St., Buffalo, N. Y. 14209. Phone 716-884-5101. TWX 710-522-1846.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—R. Thomas Cronk.  
General Sales Manager—Norman Schruet.  
Program Director—Bob Harper.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

50,000 w.; 1520 kc.  
Directional—same pattern, all hours  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 on net time.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24a, 25a, 27, 28b, 28c, 29a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Blair Represented Network.

### TIME RATES

No. 18 ET 6/1/71—Rec'd 6/3/71.

AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm;  
Sun 9 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—All other times.

### 7. PACKAGE PLANS

**SCHEDULE BALANCE**  
The following rates apply to all spots scheduled equally over 5 days in AAA time and 6 days in other time classifications. A schedule not so balanced will take the one time (open) rate for all spots run on each unbalanced day. Specified position in any time class takes the one time AAA rate.

### 1 MINUTE

WKLY:	1 ti	6 ti	12 ti	18 ti	24+
AAA	74	73	70	65	—
AA	60	58	55	50	—
A	47	45	42	47	44
B	27	25	23	21	19



**Buffalo—WPHD (FM)—Continued**

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	28	25	23	20
AA	18	13	11	10
A	8	7	6	5

30 sec or less: 80% of 1-min.  
Fixed: 6 ti rate.

**WREZ (FM)**

1980  
BUFFALO



Media Code 4 233 1837 7.00  
WICE, Inc., 23 North St., Buffalo, N. Y. 14202.  
Phone 716-886-0970.

See affiliated AM station for additional information.  
AM facilities: WEBB.

**STATION'S PROGRAMMING DESCRIPTION**  
WREZ (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :30. Contact Representative for further details. Rec'd 5/29/73.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

ERP 165,466 w.; 94.5 mc.  
Operating schedule: 6-11 am. EST.  
Antenna ht.: 710 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.

**TIME RATES**

No. 1 ET 2/1/73—Rec'd 2/2/73.  
I—10 am-10 pm.  
II—All other times.

**6. SPOT ANNOUNCEMENTS**

**SECTION I**

1 min.	11	6 ti	12 ti	18 ti	24 ti
	15	13	12	11	10

**SECTION II**

1 min.	14	11	9	8	7
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30 sec: 80% of 1-min.

**WUFO**

1948  
AMHERST

**Independent Black**

Media Code 4 233 1850 8.00  
Sheridan Broadcasting Corp., 89 LaSalle Ave., Buffalo, N. Y. 14214. Phone 716-834-1080.

**STATION'S PROGRAMMING DESCRIPTION**

WUFO: Programmed for Black Audience.  
AIR PERSONALITIES handle all segments. MUSIC: R & B. NEWS: 5 min at :55, headlines at :25. Negro community news 75%, national and other local news 25%. 3 man news department, 1 mobile unit. SPORTS: at 7:30 am & 5:30 pm. Station participates in fund drives for community activities. Personalities available for remote broadcasts and endorsements. Contact Representative for further details. Rec'd 5/29/73.

**1. PERSONNEL**

President—Paul W. Yates.  
Vice-Pres. & Gen'l Mgr.—Donald Mullins.  
Sales Manager—Robert F. Kilment.

**2. REPRESENTATIVES**

Bernard Howard & Co., Inc.

**3. FACILITIES**

1,000 w. days; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 24b, 25a, 29a.  
Contracts: 40a, 45, 47a.  
Comb., Cont. Discounts: 60b, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 72a.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with National Black Network.  
10% discount when comparable schedule is purchased in combination with WAMO, Pittsburgh & WILD, Boston. 7-1/2% discount when purchased in combination with either one of these stations.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 1 ET 6/1/73—Rec'd 9/28/73.  
I—Mon thru Fri sign-on-10 am & 3 pm-sign-off; Sat all day.  
II—Mon thru Fri 10 am-3 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

**SECTION I**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	16	13	12	11	10
30 sec.	13	11	10	9	8
10 sec.	10	8	7	6	5

**SECTION II**

1 min.	13	11	10	9	8
30 sec.	11	9	8	7	6
10 sec.	8	6	5	4	3

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%      26 wk—7-1/2%      52 wk—10%



"#1 in Modern Country Music." Buffalo, N. Y.

**WWOL**

1947  
BUFFALO



Alan Torbet Associates, Inc.

**Modern Country**



**A Rust Craft Station**

Subscriber to the NAB Radio Code  
Media Code 4 233 1909 3.00  
Radio Buffalo, Inc., affiliated with Rust Craft Broadcasting Co., Lafayette Hotel, Buffalo, N. Y. 14203.  
Phone 716-854-1120.

**STATION'S PROGRAMMING DESCRIPTION**  
WWOL: Programmed for adults 18-49.  
MUSIC: modern country, Nashville sound, promotes for major C & W concerts, top 30 C & W hits. NEWS: network at :60, local at :27 & :57. SPORTS: 8:30 am & 4:30 pm; race results 9x a day, 7x Sat. Contact Representative for further details. Rec'd 1/3/74.

**1. PERSONNEL**

General Manager—Robert R. Mycek.  
Sales Manager—Nidney D. Ehrenreich.  
Music Director—David R. Snow.

**2. REPRESENTATIVES**

Alan Torbet Associates, Inc.  
Rust-Craft Sta. Sales Office: See Rep & S/O pages.

**3. FACILITIES**

1,000 w. days; 1120 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WWOL-FM.

**4. AGENCY COMMISSION**

15%: no cash discounts.

**5. GENERAL ADVERTISING** See coded regulations

General: 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 14b, 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 25a, 26, 28c, 29a.  
Contracts: 40a, 44b, 45, 46, 47a, 48, 51b.  
Comb.; Cont. Discounts: 60a, 60b, 62a.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 17 ET 1/1/72—Rec'd 1/22/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
ROS—Mon thru Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	1 ti	10 ti	20 ti
1 min.	28	25	22	25	22	19
30 sec.	25	22	20	22	18	14
10 sec.	14	12	10	12	11	9

**7. PACKAGE PLANS**

ROS, PER WK:

1 min.	15	13	11
30 sec.	13	11	9
10 sec.	7	6	5

**CONSECUTIVE WEEK DISCOUNT**

13 wk—4%      26 wk—15%      52 wk—16%

**WWOL-FM**

1947  
BUFFALO



Media Code 4 233 1901 1.00  
Radio Buffalo, Inc., affiliated with Rust Craft Broadcasting Co., Lafayette Hotel, Buffalo, N. Y. 14203.  
Phone 716-854-1120.  
See affiliated AM station for additional information.

**3. FACILITIES**

ERP 13,000 w.; 104.1 mc.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see WWOL.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 4 ET 1/1/72—Rec'd 1/22/73.  
B—7 pm-midnight.  
C—Midnight to 6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti
1 min.	9	8	5
30 sec.	7	5	4
10 sec.	4	3	2

**CLASS C**

1 min. flat..... 3 30 sec. flat..... 2

**WXRL**

1984  
LANCASTER

**Country Music Network**

Media Code 4 233 1925 0.00  
Dome Broadcasting, Inc., 5360 William St., Lancaster, N. Y. 13958. Phone 716-684-4142.

**STATION'S PROGRAMMING DESCRIPTION**  
WXRL: AIR PERSONALITIES featured. MUSIC: modern C & W featuring solid gold classics; promotes major C & W concerts. NEWS: local at :60; net-

work at :30. SPORTS: capsules at :15 & :45; 5 min summary at 7:15 am & 6:15 pm. M-F. Participates in fund drives for community activities. Public affairs program Sat 4 pm. Contact Representative for further details. Rec'd 4/1/71.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Louis A. Schriver.  
Farms & News Dir.—Bob Shane.

**2. REPRESENTATIVES**

Charles Bernard Co., Inc.

**3. FACILITIES**

1,000 w.; 1306 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0 on time; payable by 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations.  
General: 1a, 2b, 3b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13c, 14b, 15b, 18.  
Basic Rates: 21a, 22a, 23a, 24a, 29a, 33a.  
Contracts: 40a, 42b, 43, 44a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 78b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

No. 1 ET 11/1/70—Rec'd 2/15/71.  
AAA—Ramblin' Lou Show Mon thru Fri 2-8 pm.  
AA—Mon thru Sat 8 am-2 pm; Sat 8 am-noon.  
ROS—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	1 ti	5 ti	9 ti	10 ti	20 ti	30 ti
1 wk.	21.00	18.00	16.00	15.00	13.00	11.50
13 wk.	18.00	15.00	13.00	12.00	10.00	9.00
26 wk.	17.00	15.00	14.00	13.00	11.50	10.50
52 wk.	16.00	14.00	13.00	12.00	11.00	10.00

**CLASS AAA**

1 wk.	17.00	15.00	14.00	12.00	10.50	9.50
13 wk.	16.00	14.00	13.00	11.00	10.00	9.00
26 wk.	15.00	13.00	12.00	10.50	9.50	8.50
52 wk.	14.00	12.00	11.00	10.00	9.00	8.00

**ROS**

PER WK, EA:	3 ti	10 ti	20 ti	30 ti	30 ti
1 wk.	12.00	11.00	10.00	9.00	8.00
13 wk.	10.50	9.50	8.50	7.50	6.50
26 wk.	10.00	9.00	8.00	7.25	6.25
52 wk.	9.50	8.50	7.50	7.00	6.00

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

RIG COUNTRY MONTHLY SATURATION

100 ti.	1 min 30 sec	600	450
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**8. PROGRAM TIME RATES**

PER WK:	1 hr	1/2 hr	23 min	1/4 hr	10 min	5 min
1 ti.	180	100	90	60	45	30
3 ti.	128	80	72	48	36	24
5 ti.	112	70	63	42	31	21

**SATURDAY & SUNDAY**

1 ti.	125	75	65	45	35	25
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**CONSECUTIVE WEEK DISCOUNT**

13 wk—10%      26 wk—15%      52 wk—20%

**10. SPECIAL FEATURES**

NEWS & SPORTSCASTS

PER WK:	3 ti	5 ti	10 ti
5 min local at :60; network at :30.	48	75	140

13 consecutive weeks.



1935  
BUFFALO



spot sales, Inc.

Media Code 4 233 1950 8.00  
The McLendon Co., 425 Franklin St., Buffalo, N. Y. 14202. Phone 716-885-1400.

**STATION'S PROGRAMMING DESCRIPTION**  
WYSL: Programmed to young adult & teen audience. MUSIC: current 45's with solid gold hits and mixture of contemporary popular albums. AIR PERSONALITIES handle all segments. NEWS: 5 man news staff. Weekly editorials and audience contests and promotions. COMMERCIAL POLICY: maximum 12 min hourly. Contact Representative for further details. Rec'd 5/3/74.

**1. PERSONNEL**

Chairman of the Board—Barton R. McLendon.  
President—Gordon B. McLendon.  
General Manager—Warren (Mike) Kelly.

**2. REPRESENTATIVES**

ABC FM Spot Sales.  
McLendon Sta. Sales Office—See Rep & S/O pages.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 3a, 3b, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 30.  
Contracts: 40a, 44a, 44b, 46.  
Comb.; Cont. Discounts: 60b, 60d, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WPHD (FM).  
Affiliated with American Contemporary Network.  
Member: The McLendon Stations.

**TIME RATES**

**WYSL/WPHD (FM) COMBINATION**  
**NATIONAL AND LOCAL RATES SAME**  
No. 10 ET 5/1/74—Rec'd 5/3/74.  
AAA—Mon thru Sun 2 pm-midnight.  
AA—Mon thru Sun 6 am-3 pm.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min 43	39	36	32	29	25	22	20	18
30 sec	34	31	29	26	23	20	18	16

A: Flat 10.00.

10 sec: 60% of 1-min.

Fixed: 6 ti rate.

AM ONLY

**NEW YORK**

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti</
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## NEW YORK

### Cherry Volley—WJIV (FM)—Continued

- 3. FACILITIES**  
ERP 71,000 w.; 101.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,000 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: The Christian Broadcasting Network, Inc.  
Tobacco & intimate personal articles not accepted for advertising.

#### TIME RATES

ET	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.	3.00	2.85	2.70	2.55	2.40	2.25

### CORNING (2 AM; 1 FM)

Steuben County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## WCBA

1949

NAB

Media Code 4 233 2100 9.00  
WCBA Radio, Inc., Box 1047, Corning, N. Y. 14830.  
Phone 607-962-4646.  
Studio—40 E. Pullyer St.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCBA: Top 40 and new.

- 1. PERSONNEL**  
General Manager—Paul A. Carpenter.
- 2. REPRESENTATIVES**  
Market 4 Radio.
- 3. FACILITIES**  
1,000 w.; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Farm Directors Radio Network, New York Farm Network.

#### TIME RATES

PER WK:	1x	102x	303x	504x	705x	906+
1 min.	5.00	4.50	4.00	3.50	3.00	2.50
30 sec.	4.00	3.60	3.20	2.80	2.40	2.00
10 sec.	3.20	2.90	2.55	2.25	1.95	1.60

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	47.50	80.00	112.50	140.00	162.50
30 sec.	38.00	64.00	90.00	112.00	130.00
10 sec.	30.40	51.20	72.00	89.60	104.00

## WCLJ

1947

NAB

Media Code 4 233 2150 4.00  
Radio Corning, Inc., Box 100, 99 W. 1st St., Corning, N. Y. 14830. Phone 962-2424.  
**STATION'S PROGRAMMING DESCRIPTION**  
WCLJ: Programmed to mass adult audience.

- 1. PERSONNEL**  
Gen'l & Com'l Mgr.—Gordon M. Jenkins.
- 2. REPRESENTATIVES**  
Bob Dore Associates, Inc.  
Regional Repe Corp.
- 3. FACILITIES**  
1,000 w. days, 350 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6:15 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: National AgRadio Groups, Inc.

#### TIME RATES

PER WK:	1 ti	10 ti	20 ti	30 ti	40-50
1 min.	7.50	7.30	7.10	6.90	6.70
30 sec.	5.60	5.45	5.30	5.15	5.00
10 sec.	3.75	3.65	3.55	3.45	3.35

PER WK:	1 ti	10 ti	20 ti	30 ti	40-50
1 min.	6.50	6.30	6.10	5.90	5.70
30 sec.	4.90	4.75	4.60	4.45	4.30
10 sec.	3.25	3.15	3.05	2.95	2.85

PER WK:	1 ti	10 ti	20 ti	30 ti	40-50
1 min.	7.00	6.80	6.60	6.40	6.20
30 sec.	5.25	5.10	4.95	4.80	4.65
10 sec.	3.50	3.40	3.30	3.20	3.10

- 10. SPECIAL FEATURES**  
NEWSCASTS OR SPORTSCASTS
- | PER WK: | 15 min | 10 min | 5 min |
|---------|--------|--------|-------|
| 1 ti    | 22.00  | 19.00  | 13.00 |
| 3 ti    | 21.00  | 18.00  | 12.00 |
| 5 ti    | 20.00  | 17.00  | 11.25 |
- Minimum contract 13 weeks.

## WCLI-FM

1947

Media Code 4 233 2151 2.00  
Radio Corning, Inc., Box 100, 99 W. 1st St., Corning, N. Y. 14830. Phone 962-2424.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WCLI-FM: Programmed to mass adult audience.

- 3. FACILITIES**  
ERP 22,000 w. (horiz.), 18,000 w. (vert.); 106.1 mc.  
Operating schedule: 6:15 am-midnight. EST.  
Antenna ht.—580 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

#### TIME RATES

ET 1/1/70—Rec'd 1/30/70.  
AA—Mon thru Sat 5-11 pm; Sun noon-11 pm.  
A—All other times.

PER WK:	1 ti	10 ti	20 ti	30 ti	40-50
1 min.	5.00	4.75	4.50	4.25	4.00
30/20 sec.	3.75	3.50	3.25	3.00	2.75

A: 70% of above rates.

### CORNWALL

Orange County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## WWLE

1969

Media Code 4 233 2175 1.00  
WWLE, Inc., Box 484, 240 Hudson St., Cornwall-on-Hudson, N. Y. 12520. Phone 914-534-7854.

**STATION'S PROGRAMMING DESCRIPTION**  
WWLE: Programmed for adults.

- 1. PERSONNEL**  
General Manager—Paul N. Lofaro.
- 2. REPRESENTATIVES**  
Market 4 Radio.
- 3. FACILITIES**  
1,000 w.; 1170 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

#### TIME RATES

PER WK:	1 ti	12 ti	18 ti	30 ti	50 ti
1 wk.	11.80	11.50	11.20	10.80	9.70
13 wk.	11.20	10.90	10.60	10.00	9.10
26 wk.	10.60	10.30	10.00	9.40	8.50
39 wk.	10.00	9.70	9.40	8.80	7.90
52 wk.	9.40	9.10	8.80	8.20	7.30

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Fixed time, extra 20%.

**10. SPECIAL FEATURES**  
Business Newscasts—program rate plus 2.00. (CR)

### CORTLAND (1 AM; 1 FM)

Cortland County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WKRT WKRT-FM

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 233 2200 7.00  
Radio Cortland, Inc., 292 Tompkins St., Cortland, N. Y. 13045. Phone 607-756-2828.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRT: Programmed for general adult interest.

- 1. PERSONNEL**  
General Manager—William L. Thompson.
- 2. REPRESENTATIVES**  
Market 4 Radio.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 930 kc.  
Directional—nighttime only.  
Operating schedule: 6 am-11:15 pm. EST.  
FM-ERP 14,000 w.; 99.9 mc.  
Operating schedule: Same as AM.
- 4. AGENCY COMMISSION**  
15/0 net time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

PER WK:	1x	26x	52x	104x	260x	1000x
1 min.	10.00	9.00	7.00	5.75	5.50	5.25
30 sec.	9.00	8.00	6.00	4.75	4.50	4.25

PER WK:	1 min.	30 sec.	REGULAR TIME
1 min.	9.00	8.00	6.25
30 sec.	8.00	7.00	5.25

### DEPEW

Erle County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## See Buffalo

(including Amherst, Cheektowago, Depew, Tonawanda)

## DE RUYTER

Madison County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## WOIV (FM)

1948

Media Code 4 233 2300 5.00  
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

**STATION'S PROGRAMMING DESCRIPTION**  
WOIV (FM): Contemporary Christian.  
MUSIC 70% religious contemporary. NEWS; every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities & correspondents news service. Community bulletin board 3x/daily. Rec'd 4/27/73.

- 1. PERSONNEL**  
General Manager—Eric C. AuCoin.  
Operations Manager—Bill Freeman.  
Sales Manager—Jim Wall.
- 3. FACILITIES**  
ERP 5,400 w.; 105.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 580 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellations: 70a, 70c, 71a, 73a.  
Tobacco & intimate personal articles not accepted for advertising.  
Member: The Christian Broadcasting Network, Inc.

#### TIME RATES

ET	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.	3.00	2.85	2.70	2.55	2.40	2.25

5 min.	1x	13x	52x	260x	365x
	12.00	11.50	10.20	9.00	8.40

(D)

## DUNDEE (1 AM; 1 FM)

Yates County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## WFLR

1958

Media Code 4 233 2350 0.00  
Finger Lakes Broadcasting Co., Inc., Box 130, Dundee, N. Y. 14837. Phone 607-243-7156.

**STATION'S PROGRAMMING DESCRIPTION**  
WFLR: MUSIC: MOR; 4 hours country & western.

- 1. PERSONNEL**  
General Manager—Robert Burns.
- 2. REPRESENTATIVES**  
Regional Repe Corp.  
Market 4 Radio.
- 3. FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
195 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WFLR-FM.
- 4. AGENCY COMMISSION**  
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET	1 min.	30 sec.	20 sec.	10 sec.	NEWS
1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	3.75	3.50	3.25	3.00	2.50
20 sec.	3.25	3.00	2.75	2.50	2.25
10 sec.	2.00	1.90	1.80	1.70	1.60

Newsbreak spot or anchored—extra 15%.

**BULK RATE/ROR/NO DISCOUNT**

520 x	1040 x	2080 x	2081+
3.25	2.50	2.25	1.50
2.75	2.25	2.00	1.40
2.25	2.00	1.90	1.30
2.00	1.80	1.60	1.10

- 10. SPECIAL FEATURES**  
Newcasts—5 or 10 min. 9.80

## WFLR-FM

1956

Media Code 4 233 2351 6.00  
Finger Lakes Broadcasting Co., Inc., Box 130, 30 Main St., Dundee, N. Y. 14837. Phone 607-243-7158.

- See affiliated AM station for additional information.
- 3. FACILITIES**  
ERP 930 w. (horiz.), 930 w. (vert.); 95.9 mc.  
Operating schedule: 6 am-11:15 pm. EST.  
Antenna ht.: 460 ft. above average terrain.  
Partial simulcast operation. Operated separately sunset-11:15 pm. For simulcast facilities see WFLR.
- TIME RATES**  
Rates are identical to WFLR. See that listing.

### DUNKIRK

Chautauque County—Map Location A-7  
See SRDS consumer market map and data at beginning of the State.

## WDOE

1949

NAB

RAB

Media Code 4 233 2400 3.00  
Lake Shore Broadcasting Co., Inc., Box 209, Willow Rd., Dunkirk, N. Y. 14048. Phone 716-366-1410.

**STATION'S PROGRAMMING DESCRIPTION**  
WDOE: Programmed for adults & young adults.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—R. David Ridgeway.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 1410 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: New York Farm Network.

#### TIME RATES

PER WK:	1-156x	260x	520x	780x	1040x	1560x
1 min.	8.00	7.55	7.15	6.50	6.10	5.70
30 sec.	6.55	5.90	5.60	5.20	4.85	4.50
20 sec.	5.20	4.80	4.50	4.25	3.95	3.60
10 sec.	4.15	3.90	3.60	3.20	2.95	2.65

PER WK:	1 min.	30 sec.	20 sec.	10 sec.
1 min.	7.50	7.15	6.50	6.10
30 sec.	5.90	5.60	5.20	4.85
20 sec.	4.75	4.50	4.25	3.95
10 sec.	3.80	3.60	3.20	2.95

### EAST SYRACUSE

Onondaga County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

## See Syracuse

(including East Syracuse, North Syracuse)



## ELLENVILLE (1 AM; 1 FM)

Ulster County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### WELV WELV-FM

1964 1971  
Media Code 4 233 2450 8.00  
Catskill Broadcasting Corp., Box 309, 99 Canal St.,  
Ellenville, N. Y. 12428. Phone 814-647-5678, 628-  
0123.  
Studio: Monticello Inn, Monticello, N. Y. 12701.  
Phone 914-794-0404.  
**STATION'S PROGRAMMING DESCRIPTION**  
WELV: Programmed for all ages.

- PERSONNEL  
General Manager—Al Dresner.
- REPRESENTATIVES  
Jack Masia & Co., Inc.
- FACILITIES  
500 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 99.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 316 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 7/1/73—Rec'd 8/1/73.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	52x	78x	104x
1 min.	1.10	7.85	7.50	7.15	6.80
30 sec.	7.05	6.75	6.40	6.05	5.70

**7. PACKAGE PLANS**

	7 d	14 d	21 d	28 d	35+
1 min.	7.50	7.15	6.80	6.45	6.10
30 sec.	6.40	6.05	5.70	5.35	5.00

## ELMIRA (4 AM; 2 FM)

Plus 1 paid duplicate.  
(including Elmira Heights, Horseheads)  
Chemung County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WEHH

1956  
ELMIRA HEIGHTS-HORSEHEADS  
Subscriber to the NAB Radio Code  
Media Code 4 233 2475 5.00  
Elmira Heights—Horseheads Broadcasting Co., Box  
2097, Elmira Heights, N. Y. 14903. Studio—200  
Latta Brook Rd., Horseheads, N. Y.

- PERSONNEL  
General Manager—Frank P. Sala.  
Commercial Manager—Harry Keavin.  
Program Director—Alan Anthony.
- FACILITIES  
500 w. days; 1590 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15% to recognized agencies.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25a,  
28c, 29a, 33a.  
Contracts: 40a, 41, 44a, 44b, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KIDS and CBS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Rates effective October 1, 1956.  
Rates reduced August 27, 1956.

**6. SPOT ANNOUNCEMENTS**

	1 min.	30 sec.	1 min.	30 sec.
1 time..	7.00	6.00	156 times..	4.50
13 times..	6.50	5.50	260 times..	4.00
26 times..	6.00	5.00	312 times..	3.50
52 times..	5.50	4.50	624 times..	3.00
104 times..	5.00	4.00		

**8. PROGRAM TIME RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.
1 time..	42.00	26.40	15.60	13.20	9.60
13 times..	39.60	25.20	14.40	12.00	8.40
26 times..	38.40	24.00	13.20	11.40	8.00
52 times..	37.20	22.80	12.00	10.80	7.60
104 times..	36.00	21.60	10.80	10.20	7.20
260 times..	34.80	20.40	9.60	9.60	6.80
312 times..	33.60	19.20	8.40	9.00	6.40

### WELM

1947  
ELMIRA  
Media Code 4 233 2500 0.00  
Tennex Broadcasting Corp., Box 772, 1702 Lake Ed.,  
Elmira, N. Y. 14902. Phone 607-733-5620.  
**STATION'S PROGRAMMING DESCRIPTION**  
WELM: Programmed to audience available at any  
particular time. Selections are original versions of  
current popular music & past hits on an even ratio.  
Teen-oriented records programmed when that particu-  
lar age group constitutes the majority. Never more  
than 2 commercials played back-to-back. Network  
news at 6:00 local at 3:30 through 4:30 pm. Major  
local newscasts at 12N, 6 & 11 pm. Contact Repre-  
sentative for further details. Rec'd 3/2/73.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—R. A. Chalk.  
Station Manager—Marty Chalk.

## 2. REPRESENTATIVES

TRIO Time Sales, Inc.  
3. FACILITIES  
1,000 w. days; 500 w. nights; 1410 kc.  
Non-directional days; directional nights.  
Operating schedule: 24 hrs. daily. EST.  
4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11d, 12d, 13d, 14d, 15a, 15b.  
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 27,  
28a, 28c, 29a.  
Contracts: 40a, 44a, 44b, 45, 46, 47a, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60h, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**  
ET 1/1/74—Rec'd 12/6/73.  
AAA—Mon thru Sat 5-10 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sat 7 pm-1 am; Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

	CLASS AAA	CLASS AA	CLASS A
PER WK:	5 ti 10 ti 15 ti 20 ti 25 ti 30 ti		
1 min.	14.00	12.00	11.00
30 sec.	10.50	9.00	8.00

**7. PACKAGE PLANS**

	1 min.	30 sec.	1 min.	30 sec.
1 min.	12.00	10.00	9.50	8.50
30 sec.	9.00	8.00	7.00	6.50

**8. PROGRAM TIME RATES**

	5 min	10 min	1/4 hr	1/2 hr	1 hr
1 x	15	21	30	45	50

### WENY

1989  
ELMIRA  
A Green Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 233 2550 5.00  
WENY, Inc., Box 208, Elmira, N. Y. 14902. Phone  
607-739-0344.  
**STATION'S PROGRAMMING DESCRIPTION**  
WENY: Programmed for all ages.  
MUSIC: popular and standard. Daily talk show 6-  
6:55 pm.  
NEWS: local news every hour on half hour. Local  
and national sports coverage, stock market reports,  
feature programs, remote broadcasts. Contact Repre-  
sentative for further details. Rec'd 11/6/72.

- PERSONNEL  
Exec. Vice-Pres., Gen'l Mgr. & Man's Dir.—Howard  
L. Green.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Selective Broadcast Advertising, Inc.
- FACILITIES  
1,000 w. 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast midnight-6 am  
Tues thru Sat; midnight-noon Sun mornings. For non-  
simulcast facilities see WENY-FM.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 12b.  
Basic Rates: 22a, 22b, 23a, 25a, 26, 29a.  
Contracts: 40c, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60c, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
All time sold in network option hours, subject to  
re-entrance by station upon 60 days notice.  
Affiliated with NBC.

**TIME RATES**  
No. 14 ET 7/1/69—Rec'd 7/2/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA	CLASS A
1 min.	15.00	14.00
30 sec.	12.00	11.00

**7. PACKAGE PLANS**

	1 min.	30 sec.	1 min.	30 sec.
1 min.	12.00	11.00	10.00	9.00
30 sec.	9.00	8.50	7.00	6.50

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	75.00	50.00	30.00	22.50	17.00

### WENY-FM

1985  
ELMIRA  
A Green Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 233 2551 3.00  
WENY, Inc., Box 208, Elmira, N. Y. 14902. Phone  
607-739-0344.  
**STATION'S PROGRAMMING DESCRIPTION**  
WENY-FM: Programmed for all ages.  
Music continually with minimal breaks. MUSIC:  
standards. News and sports features. Contact Repre-  
sentative for further details. Rec'd 7/29/68.

- FACILITIES  
ERP 750 w.; 92.7 mc.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Operated separately 6  
am-midnight Tues thru Sat; noon-midnight Sun; 6  
am-day Mon. For simulcast facilities see WENY.

**TIME RATES**  
ET 6/1/73—Rec'd 5/25/73.

**6. SPOT ANNOUNCEMENTS**  
1 min (rotating basis) 4.00

## 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	65	34	20

**CONSECUTIVE WEEK DISCOUNT**

	5 wk	10 wk	15 wk	20 wk	25 wk	30 wk
6 wk	5%	10%	15%	20%	25%	30%
13 wk	10%	20%	30%	40%	50%	60%

### WQIX

1967  
HORSEHEADS  
Subscriber to the NAB Radio Code  
Media Code 4 233 2575 2.00  
Chemung County Radio, Inc., Box 288, Corner Main &  
John Sts., Horseheads, N. Y. 14845. Phone 607-  
739-3555.

**STATION'S PROGRAMMING DESCRIPTION**  
WQIX MUSIC: Incorporates both instrumental &  
vocal, 3 to 1 ratio, ranging from light classics to  
non-rock arrangements of popular music. Selections  
are not introduced. Announcers talk only for news,  
weather, time & commercials. Commercials are all  
produced on tape. NEWS: news staff in addition to  
network. Vignette talk programming inserted to  
provoke listener interest, never more than 2-3 min  
in length. Commercials are abridged, not clustered,  
never in multiples. RELIGION: Sun AM, no com-  
mercials. Show time, religious & classical played  
Sun. Contact Representative for further details.  
Rec'd 8/30/73.

- PERSONNEL  
Pres. & Prog. Dir.—John A. Arlikian.  
Vice-Pres. & Treas.—Manuel N. Panosian.  
Gen'l & Sales Mgr.—G. Robert Johnson.
- REPRESENTATIVES  
Market 4 Radio.
- FACILITIES  
1,000 w.; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27,  
28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 47a, 48, 49, 50,  
51a.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Facilities: WQIX (FM).

Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/1/74—Rec'd 5/1/74.

**6. SPOT ANNOUNCEMENTS**

	1x	51x	151x	251x	501+
1 min.	6.95	6.25	5.10	4.65	4.20
30 sec.	5.45	4.90	3.95	3.50	3.20
10 sec.	3.40	3.00	2.50	2.30	2.10

**7. PACKAGE PLANS**

	1 min	30 sec	1 min	30 sec
500 x	5.50	4.40	5.50	4.40
1000 x	5.00	4.00	5.00	4.00

Subject to short rate.

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr
1 x	69.50	46.75	31.50
11+	57.75	38.85	26.25

**9. SPECIAL FEATURES**  
News additions, placement spots & traffic time,  
6-9 am & 3-6 pm, per spot, extra .50.  
2-min vignettes—1/12x 1-min.  
5-min program (includes news)—2x 1-min.  
10-min program (includes news)—3x 1-min.  
Combinable with spots to earn discounts.  
Time Signal ID's—flat ea. 1.85.  
Public Service rate—flat ea. 1.50.  
Shower of Stars, The Big Banis & Weatherana,  
wkly 25.00.

### WQIX (FM)

1970  
HORSEHEADS  
Subscriber to the NAB Radio Code  
Media Code 4 233 2610 7.00  
Chemung County Radio, Inc., Box 288, Main & John  
Sts., Horseheads, N. Y. 14845. Phone 607-739-  
3555.  
See affiliated AM station for additional information.  
AM facilities: WQIX.

**STATION'S PROGRAMMING DESCRIPTION**  
WQIX (FM): Emphasis on modern country music &  
contests. DJ talk kept at a minimum. NEWS: news  
staff maintained with news strip 5:30-6:30 pm.  
SPORTS: emphasis on high school & college sports  
coverage—football, basketball & minor league base-  
ball, auto racing also. Service programs are show-  
cased. Evening programming is mostly from album  
selections. Old favorites are showcased once per hour.  
On location broadcasting is an integral part of  
programming, but on non-scheduled basis. No  
commercials accepted Sun AM. Contact Representative  
for further details. Rec'd 4/5/71.

- PERSONNEL  
President—John A. Arlikian.  
Gen'l & Sales Mgr.—G. Robert Johnson.  
Program Director—Dave Ridenour.
  - FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 245 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 4/1/74—Rec'd 5/1/74.
- 6. SPOT ANNOUNCEMENTS**
- |         | 1x   | 51x  | 151x | 251x | 501+ |
|---------|------|------|------|------|------|
| 1 min.  | 5.50 | 4.85 | 4.05 | 3.45 | 3.10 |
| 30 sec. | 4.40 | 3.90 | 3.25 | 2.75 | 2.45 |
| 10 sec. | 2.75 | 2.40 | 2.00 | 1.75 | 1.55 |
- 7. PACKAGE PLANS**
- |         | 25 ti  | 35 ti  | 50 ti  |
|---------|--------|--------|--------|
| 1 min.  | 103.50 | 120.00 | 155.00 |
| 30 sec. | 86.00  | 103.50 | 120.00 |
| 10 sec. | 51.75  | 59.50  | 77.25  |

## NEW YORK

### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr
1 x	52.35	30.45	21.25
11+	56.50	29.25	20.15

**10. SPECIAL FEATURES**  
VIGNETTE PROGRAMS AND NEWS FEATURES  
2-min—1 1/2x 1-min. 10-min—3x 1-min.  
5-min 2x 1-min.  
Time Signal ID's, flat ea. 1.45.  
Public Service rate ea. 1.25.  
Rotating major/minor sponsorship: Country Music  
Superstar, wkly rotation, vertical saturation, wkly  
27.00.  
Nighttime Special 8 pm-midnight, minimum 13  
wks, wkly 34.50.

### WXXY (FM)

1973  
MONTOUR FALLS  
(This is a paid duplicate of the listing appearing  
under Montour Falls, N. Y.)  
Media Code 4 233 4325 0.00  
Watkins Glen Montour Falls Broadcasting Co.,  
Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone  
607-734-5744.

- PERSONNEL  
Sales Manager—Joe Fazzary.  
Commercial Traffic—Patty Boyce.
- REPRESENTATIVES  
Market 4 Radio.
- FACILITIES  
ERP 1,050 w. (horiz.), 1,050 w. (vert.); 104.9 mc.  
Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4a, 5.  
Rate Protection: 10h, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 24a, 27, 29a, 30.  
Contracts: 40c, 41, 42a, 46, 50.  
Comb.: Cont. Discounts: 60a, 60c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: WGMF, Watkins Glen.

**TIME RATES**  
ET 10/11/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	7.00	5.50	4.20	6.00	4.80	3.60
12 ti	6.50	5.20	3.90	5.40	4.30	3.30
18 ti	6.00	4.80	3.60	5.00	4.00	3.00
24 ti	5.50	4.40	3.30	4.50	3.60	2.70
30 ti	5.00	4.20	3.00	4.00	3.20	2.40

**7. PACKAGE PLANS**

	1 min	30 sec
500 x	5.50	4.40
1000 x	5.00	4.00

Subject to short rate.

WXXY (FM)/WGMF, WATKINS GLEN  
COMBINATION  
ET—Rec'd 10/11/73.  
AA—Mon thru Sat 6:30 am & 3:30-7 pm.  
A—Mon thru Sat 9:30 am-3:30 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	10.00	8.00	6.00	9.00	7.20	5.40
12 ti	9.50	7.60	5.70	8.50	6.80	5.10
18 ti	9.00	7.20	5.40	8.00	6.40	4.80
24 ti	8.00	6.40	4.80	7.00	5.60	4.20
30 ti	7.50	6.00	4.50	6.50	5.20	3.90

**7. PACKAGE PLANS**  
CONTRACT, 1/2AA (WHEN AVAILABLE):  
1 min. 500x 1000x  
7.50 6.50  
Must be ordered in advance; subject to short rate.  
(D)

## ELMIRA HEIGHTS

Chemung County—Map Location D-7  
See SRDS consumer market map and data at begin-  
ning of the State.

See Elmira  
(including Elmira Heights, Horseheads)

## ENDICOTT

Frooms County—Map Location E-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Binghamton

(including Endicott)

## FREDONIA

Chautauque County—Map Location A-7  
See SRDS consumer market map and data at begin-  
ning of the State.

### WBUZ

1957  
Media Code 4 233 2650 3.00  
Catoctin Broadcasting Corp., Box 179, Fredonia,  
N. Y. 14063. Phone 716-672-2157, 2158.

- PERSONNEL  
Gen'l Mgr. & Vice-Pres.—Madeleine-Marie Gibbs.
- FACILITIES  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15%.

(This listing continued on next page)

## NEW YORK

Fredonia—W B U Z—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

EFF 5/18/73—Rec'd 5/30/73.  
6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 208x 2312x 624+  
1 min 4.50 4.00 3.75 3.50 3.35 3.25 3.00  
30 sec 3.50 3.30 3.20 2.85 2.45 2.35 2.15  
Specified time: Extra 1.00.

7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 3.80 3.70 3.60 3.50 3.25  
30 sec..... 3.00 2.80 2.70 2.60 2.50  
Specified time: Extra 1.00.  
Must be scheduled within 7 days.

## FREEPORT

Nassau County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## FULTON (1 AM; 1 FM)

Oswego County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WKFM (FM)

1962

NAB

Media Code 4 233 2675 0.00  
Casell Radio Corp., Radio Park, Fulton, N. Y.  
13069. Phone Syracuse 315-695-2165.

STATION'S PROGRAMMING DESCRIPTION  
WKFM (FM): Programmed for adults 17-49.  
MUSIC: rock & gold. Progressive rock segments.  
Minimum of talk. NEWS: 3-minutes at :60. Expanded coverage of major stories. Editorials & consumer news. FARM: 5:30-6:30 am. COMMERCIAL POLICY: maximum 6 minutes per hour. Contact Representative for further details. Rec'd 9/3/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Robert L. Rooney.  
Commercial Manager—Maria Bennett.  
2. REPRESENTATIVES  
Selcom, Inc.  
3. FACILITIES  
ERP 15,000 w. (horiz.), 15,000 w. (vert.); 104.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WOSC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1A EFF 9/17/74—Rec'd 9/3/74.  
AAA—Mon thru Fri 6-9 am.  
AA—Mon thru Fri 3 pm-midnight; Sat 6-9 am.  
A—All other times except B.  
B—Dally midnight-6 am.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
7 ti..... 6.00 4.80 5.00 4.00 4.50 3.80  
14 ti..... 5.50 4.40 4.50 3.50 4.00 3.15  
21 ti..... 5.00 4.00 4.00 3.00 3.75 2.80  
35 ti..... 4.75 3.80 3.75 2.80 3.50 2.60  
49 ti..... 4.50 3.60 3.50 2.60 3.25 2.45  
7. PACKAGE PLANS  
PER WK ROS: 7 ti 14 ti 21 ti 35 ti 49 ti  
1 min..... 4.75 4.25 4.00 3.50 3.00  
30 sec..... 3.80 3.20 3.00 2.60 2.25  
CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 52 wk—15%  
(Q)

### WOSC

1949

NAB

Media Code 4 233 2700 6.00  
Casell Radio Corp., 1 W. Bridge, Oswego, N. Y.  
13126. Phone 315-343-2630.  
See affiliated FM station for additional information.  
FM facilities WKFM (FM)

2. REPRESENTATIVES  
Western States—Bill Dahlsen & Associates.  
3. FACILITIES  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 EFF 8/15/73—Rec'd 8/13/73.  
AAA—Mon thru Fri 6-9 am.  
AA—Mon thru Fri 3 pm-sign-off; Sat 6-9 am.  
A—All other times  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
7 ti..... 6.00 4.80 4.25 3.40 3.60 2.85  
14 ti..... 5.50 4.40 3.85 3.10 3.30 2.60  
21 ti..... 5.00 4.00 3.50 2.80 3.00 2.40  
35 ti..... 4.50 3.60 3.15 2.50 2.70 2.10  
49 ti..... 4.00 3.20 2.80 2.20 2.60 2.00  
10 sec: 50% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—20%  
7. PACKAGE PLANS  
PER WK ROS/BTA: 7 ti 14 ti 21 ti 35 ti 49 ti  
1 min..... 3.30 3.10 2.90 2.60 2.50  
30 sec..... 2.45 2.30 2.05 2.00  
8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min. Incl 10-sec open & close plus 1-1-min spot.

## GARDEN CITY

Nassau County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## GENEVA

Ontario County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### WGVA

1947

Media Code 4 233 2800 4.00  
Radio Geneva, Inc., Box 526, Lenox Rd., Geneva, N. Y. 14456. Phone 315-781-1240.

1. PERSONNEL  
General Manager—Robert R. Michael.  
2. REPRESENTATIVES  
Market 4 Radio.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5-1 am. EST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 15N EFF 5/17/74—Rec'd 4/15/74.  
A—Mon thru Fri 6-10 am & 3-7 pm.  
B—All other times; BTA.  
6. SPOT ANNOUNCEMENTS  
CLASS A  
PER YR: 1x 26x 157x 365x 1040+  
1 min..... 10.00 8.45 6.80 6.50 5.85 3.80  
30 sec..... 8.10 7.10 5.85 5.50 4.85  
10 sec..... 5.50 4.50 3.70 3.60 3.25  
CLASS B  
1 min..... 9.25 7.75 6.15 5.85 5.20  
30 sec..... 7.45 6.50 5.15 4.85 4.20  
10 sec..... 4.85 3.90 3.05 2.90 2.60  
7. PACKAGE PLANS  
CLASS A  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 7.70 7.45 7.15 6.80 6.50  
30 sec..... 7.10 6.50 6.15 5.85 5.50  
10 sec..... 4.25 4.05 3.90 3.70 3.60  
CLASS B  
1 min..... 7.15 6.90 6.60 6.25 5.95  
30 sec..... 6.50 5.95 5.60 5.30 4.95  
10 sec..... 3.70 3.50 3.35 3.15 3.00  
10. SPECIAL FEATURES  
NEWS: 1 min 30 sec  
A ..... 16.85 10.35  
B ..... 16.25 9.70

## GLENS FALLS (2 AM; 2 FM)

Warren County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WBZA WBZA-FM

1959

Media Code 4 233 2850 9.00  
Pathfinder Communications Corp., Everts Ave. Ext., Glens Falls, N. Y. 12801. Phone 518-792-2151.  
STATION'S PROGRAMMING DESCRIPTION  
WBZA: Young adult programming.  
WBZA-FM: Country Music.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Dennis H. Curley.  
2. REPRESENTATIVES  
Market 4 Radio.  
Regional Reps. Corp.  
Canada—Stephens & Towndrow Co. Limited.  
3. FACILITIES  
1,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w., 107.1 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 310 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only.

### TIME RATES

No. 16 EFF 12/31/73—Rec'd 3/18/74.  
Prime—Mon thru Sat 6-10 am & 3-6 pm.  
A—Mon thru Sat 10 am-3 pm & 6 pm-sign-off; Sun all day.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
PER WK ROS: 1 ti 6 ti 12 ti 18 ti 24+  
1 wk..... 11.75 10.00 9.40 8.80 8.25  
12 wk..... 10.00 8.80 8.25 7.65 7.05  
26 wk..... 8.80 8.25 7.65 7.05 6.75  
52 wk..... 7.65 7.05 6.50 6.20 5.90  
20 SECONDS  
1 wk..... 9.40 8.00 7.55 7.05 6.60  
12 wk..... 8.00 7.05 6.60 6.10 5.65  
26 wk..... 7.05 6.60 6.10 5.65 5.40  
52 wk..... 6.10 5.65 5.15 4.95 4.70  
10 sec: 50% of 1-min.  
Prime: minimum 50%, per spot, extra .50.  
A: per spot, less .50.  
10. SPECIAL FEATURES  
5-min newscast—1-min rate plus 1.75.

### WWSC WWSC-FM

1946

NAB

Media Code 4 233 2900 2.00  
Normandy Broadcasting Corp., 217 Dix Ave., Glens Falls, N. Y. 12801. Phone 518-793-4444.

STATION'S PROGRAMMING DESCRIPTION  
WWSC: MUSIC: Contemporary MOR, with AIR PERSONALITIES. Talk 9-10 am, 2-3 pm, midnight-4 am. Housewife contest 10-11. PM youth oriented 3% solid gold format. Sat 7 pm-midnight, C & W 10 hrs w/ly. Emphasis on community involvement: annual radiation fund drives, free teen concerts, community events, local football & basketball. NEWS: local news at :60, network at :30;

weather at :15 & :45; five news, sports & weather round-ups daily; mobile news van, UPI teletype, network. Contact Representative for further details. Rec'd 9/4/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Christopher P. Lynch.  
Sta. & Sales Mgr.—Donald D. Weaver.  
2. REPRESENTATIVES  
New York City area—Call station direct.  
New England—New England Spot Sales, Inc.  
South—David Carpenter Company.  
Canada—Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 3,000 w. (horiz. & vert.); 95.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 220 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0; rendered on 1st.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15a, 15b, 15d.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28.  
Contracts: 10a, 41, 44a, 44b, 45, 46, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

TIME RATES  
EFF 2/1/74—Rec'd 1/28/74.  
A—Mon thru Sat 6 am-7 pm.  
B—Mon thru Sat 7 pm-midnight; Sun all day.  
C—Mon thru Sun midnight-6 am.  
6. SPOT ANNOUNCEMENTS  
PER YR: 1 min 30 sec 1 min 30 sec  
1 x..... 14.00 11.65 11.65 8.75  
25 x..... 13.35 10.15 10.15 7.60  
50 x..... 11.75 8.80 8.80 6.60  
100 x..... 10.35 7.75 7.75 5.80  
250 x..... 9.55 7.15 7.15 5.35  
500 x..... 8.90 6.70 6.70 5.05  
750 x..... 8.30 6.25 6.25 4.70  
1000 x..... 7.75 5.80 5.80 4.35  
1500 x..... 7.05 5.30 5.30 4.00  
C: 50% of A.  
7. PACKAGE PLANS  
MULTISPOTS—A/ROS—1/3 DRIVE  
7 DAYS:  
10 ti 15 ti 20 ti 25 ti 30 ti 35 ti 40 ti 50 ti  
1 min 12.50 11.67 11.25 10.80 10.50 10.14 9.88 9.20  
30 sec 9.50 8.67 8.50 8.00 7.83 7.57 7.38 6.90  
(Q)

## GLOVERSVILLE

Fulton County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WENT

1944

NAB

Media Code 4 233 2950 7.00  
WENT Broadcasting Corp., Radio Center, Harrison St. Ext., Gloversville, N. Y. 12078. Phone 518-725-7175.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Joseph H. Tobia.  
2. REPRESENTATIVES  
Market 4 Radio.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-11:30 pm. EST.  
15/0 net time; payable when rendered.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.  
TIME RATES  
EFF 10/1/75—Rec'd 9/29/75.  
6. SPOT ANNOUNCEMENTS  
13x 26x 52x 140x  
1 min/sta hrk..... 8.00 7.60 7.20 6.80 6.40

## GOVERNEUR (1 AM; 1 FM)

St. Lawrence County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WIGS WIGS-FM

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 233 3000 0.00  
Genkar, Inc., Box 179, 40 Church St., Gouverneur, N. Y. 13642. Phone 315-287-1230.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Morris F. Genthner.  
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
Andy McDermott Sales Ltd.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm. EST.  
FM-ERP 3,000 w.; 92.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 62 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only; net 30 days.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
No. 4 EFF 6/2/73—Rec'd 10/1/73.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 12 ti 24 ti 35 ti 48 ti 60 ti  
1 min..... 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
30/1sec..... 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
CONTRACT DISCOUNT  
52 wk—10%; non-cancellable.

## HAMMONDSPORT

Steuben County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### WEKT (FM)

1970

NAB

RAB

Media Code 4 233 3025 7.00  
Taylor Aviation, Inc., RD No. 2, Hammondsport, N. Y. 14840. Phone 607-868-3206.

STATION'S PROGRAMMING DESCRIPTION  
WEKT (FM): Programmed for adults.  
1. PERSONNEL  
General Manager—Frank Costello.  
3. FACILITIES  
EITP 1,700 w. (horiz.), 1,700 w. (vert.); 98.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 390 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only; net 30 days.  
5. GENERAL ADVERTISING See coded regulations  
AM facilities: WGHF, Bath.

TIME RATES  
EFF 6/1/74—Rec'd 7/24/74.  
6. SPOT ANNOUNCEMENTS  
WK: 1 ti 6 ti 12 ti 24 ti 48 ti 60 ti 100+  
1 min 5.00 4.50 4.00 3.50 3.00 2.75 2.50  
30 sec 4.00 3.60 3.20 2.80 2.40 2.20 2.00  
(\*) 30 sec/less.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 52 wk—15%  
7. PACKAGE PLANS  
ANNUAL PURCHASE CONTRACTS  
PER YR: 1,000 500 1000x 2000x  
1 min/less..... 3.00 2.50 2.00  
30 sec/less..... 2.50 2.00 1.50

## HEMPSTEAD

Nassau County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

### WHLI

HEMPSTEAD

City of license—Hempstead, N. Y.  
Hempstead office—WHLI Bldg., 384 Clinton St., Hempstead, N. Y. Phone 516-481-8000.  
See listing under New York Urban Area.

## HERKIMER

Herkimer County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WALY

1956

NAB

Media Code 4 233 3050 5.00  
Community Service Broadcasting Corp., 114 N. Main St., Herkimer, N. Y. 13350. Phone 315-866-1420.

1. PERSONNEL  
Station Manager—Art Simmons.  
2. REPRESENTATIVES  
Jack Masia & Co., Inc.  
3. FACILITIES  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: New York Farm Network.

TIME RATES  
EFF 11/20/73—Rec'd 11/26/73.  
7. PACKAGE PLANS  
Per wk Per mo  
1 min..... 3.55 3.05 2.70 3.30 3.05 2.70  
30 sec..... 2.70 2.10 1.95 1.80 2.40 2.10 1.80  
Per yr  
312x 624x 1248x  
1 min..... 3.05 2.70 2.40  
30 sec..... 2.25 2.05 1.85

## HORNELL (2 AM; 1 FM)

Steuben County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

### WHHO

1949

Media Code 4 233 3065 3.00  
Steuben Broadcasters, Inc., Radio Center, Box 626, Hornell, N. Y. 14843. Phone 607-324-2000.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Jonas Termin.  
2. REPRESENTATIVES  
Dome & Associates, Inc.  
New York City—Jack Masia & Co., Inc.  
Upstate N. Y., Ohio—Regional Reps Corp.  
3. FACILITIES  
5,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
4. AGENCY COMMISSION  
15/0 net time.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: New York Farm Network.  
TIME RATES  
Rates received January 2, 1959.  
Revisions received February 8, 1961.  
(This listing continued on next page)



## Hornell—W H H O—Continued

6. SPOT ANNOUNCEMENTS			
	1 min.	30 sec.	ID's
1 time.....	10.50	8.40	5.50
13 times.....	10.00	8.00	5.25
26 times.....	9.50	7.60	5.00
52 times.....	9.00	7.20	4.75
104 times.....	8.50	6.80	4.50
156 times.....	8.00	6.40	4.25
208 times.....	7.50	6.00	4.00
312 times.....	7.00	5.60	3.75

7. PACKAGE PLANS				
SATURATION ANNOUNCEMENTS				
(1-minute spots, run-of-schedule)				
Per week:	10 tl.	15 tl.	20 tl.	25 tl.
1-12 consecutive weeks	70.00	101.25	150.00	156.25
13-25 consecutive weeks	67.50	97.50	125.00	150.00
26-38 consecutive weeks	62.50	90.00	115.00	137.50
39-52 consecutive weeks	60.00	86.25	105.00	125.00

Saturation announcements cannot be combined with regular announcements to earn greater frequency discounts.

(ID's, outtakes and time signals)

Station breaks, time signals, weather forecasts and temperature reports—12.15 words live, 10 seconds transcribed product; identifications: 15 per week..... 60.00 60 per week..... 180.00 30 per week..... 105.00

## W H H O-FM

1946  
Media Code 4 233 3066 2.00  
Steuben Broadcasters, Inc., Radio Center, Box 624, Hornell, N. Y. 14843. Phone 607-824-2000.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,300 w.; 105.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 560 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
AM duplicated on FM daylight hours.

TIME RATES  
Rates received March 3, 1958.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES			
	5 min.	1 min.	1 min.
1 time.....	16.00	10.50	104 times..... 13.00
13 times.....	15.25	10.00	156 times..... 12.25
26 times.....	14.50	9.50	260 times..... 11.50
52 times.....	13.75	9.00	312 times..... 10.75

7. PACKAGE PLANS  
Station breaks and time signals, 12-15 words, live, 10-seconds transcribed product; ID's: 15 per week..... 60.00 60 per week..... 180.00 30 per week..... 105.00

SATURATION ANNOUNCEMENTS  
AM rates apply.

## WLEA

1951  
Media Code 4 233 3100 8.00  
Patrician Enterprises, Inc., Box 296, Hornell, N. Y. 14843. Phone 607-324-1480.

1. PERSONNEL  
President—Kevin Dwan.

2. REPRESENTATIVES  
Market 4 Radio.

3. FACILITIES  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15/0 net charges for time.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES  
No. 5 Eff 11/1/71—Rec'd 2/1/72.

6. SPOT ANNOUNCEMENTS						
	1x	13x	26x	52x	104x	156x 260x 312x
1 min	5.25	5.10	4.95	4.80	4.65	4.50 4.30 4.05
30 sec	3.85	3.75	3.65	3.55	3.40	3.30 3.20 3.10
20 sec	3.00	2.95	2.90	2.85	2.80	2.75 2.65 2.55

7. PACKAGE PLANS						
PER WK:	12 tl	18 tl	24 tl	30 tl		
1 wk.....	46.10	64.55	79.95	92.25		
13 wk.....	43.05	59.95	73.80	84.55		
26 wk.....	39.95	55.35	67.85	78.85		
39 wk.....	36.90	50.75	61.50	69.20		

## HORSEHEADS

Chemung County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

See Elmira  
(including Elmira Heights, Horseheads)

## HUDSON (1 AM; 1 FM)

Columbia County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## WHUC WHUC-FM

1947 A Colgreen Station 1969  
Media Code 4 233 3200 6.00  
Colgreen Broadcasting Co., Union Turnpike, Hudson, N. Y. 12534. Phone 518-828-3341.

STATION'S PROGRAMMING DESCRIPTION  
WHUC: Programmed for adults & young adults.

1. PERSONNEL  
Gen'l Mgr.—W. Irving Rose.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 5:50 am-10:15 pm. EST.  
FM-ERP 3,000 w.; 93.5 mc.  
Operating schedule: Same as AM. EST.

Antenna ht. ....

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.

## TIME RATES

Eff 8/1/73—Rec'd 10/11/73.

7. PACKAGE PLANS				
PER WK:	1 tl	6 tl	12 tl	18 tl 24+
1 min/30 sec.....	8.50	8.00	7.50	7.00 6.50

10 sec ID's: 50% of 1-min.  
No further discounts.

## HUNTINGTON

Suffolk County—Map Location H-10.  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## HYDE PARK

See Poughkeepsie

(including Hyde Park)

Dutchess County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

## ISLIP

Suffolk County—Map Location H-10.  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## ITHACA (2 AM; 3 FM)

Tompkins County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WEIV (FM)

1953  
Media Code 4 233 3350 9.00  
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

STATION'S PROGRAMMING DESCRIPTION  
WEIV (FM): Contemporary Christian.

MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities & correspondents news service. Community bulletin board 3x/daily. Rec'd 4/27/73.

1. PERSONNEL  
General Manager—Eric C. AuCoin.  
Operations Manager—Bill Freeman.  
Sales Manager—Jim Wall.

3. FACILITIES  
ERP 5,400 w.; 103.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 890 ft. above average terrain.

4. AGENCY COMMISSION  
15% time only; 5% cash discount 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4d, 4e, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.

Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellations: 70a, 70c, 71a, 73a.  
Tobacco & intimate personal articles not accepted for advertising.

Member: The Christian Broadcasting Network, Inc.

TIME RATES  
Eff 4/27/73.

6. SPOT ANNOUNCEMENTS						
	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.....	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.....	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.....	3.00	2.85	2.70	2.55	2.40	2.25

8. PROGRAM TIME RATES

	1x	13x	52x	260x	365x
5 min.....	12.00	11.50	10.20	9.00	8.40

## WHCU

1921  
Subscriber to the NAB Radio Code  
Media Code 4 233 3400 2.00  
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.

STATION'S PROGRAMMING DESCRIPTION  
WHCU: Programmed for adults and young adults.

50% talk, with discussions, interviews, news commentary & analysis, newscasts. NEWS: network at :00; 5 man local/regional news department, reports follow network news. FEATURES: farm & stock market reports; women's program 2 hours daily; staff meteorologist. SPORTS: 2 man department; local sports reports each hour; play-by-play university, high school & professional football, hockey, basketball, baseball, lacrosse, World Series & All Star games. MUSIC: MOR, general, popular, jazz, C & W. Contact Representative for further details. Rec'd 11/30/72.

1. PERSONNEL  
Gen'l Mgr. & Farm Dir.—Don Martin.  
News Director—Bud Garrity.  
Women's Editor—Barbara Hall.

2. REPRESENTATIVES  
Market 4 Radio.  
Regional Reps Corp.

3. FACILITIES  
5,000 w.; 870 kc. Non-directional.  
Operating schedule: Sunrise-New Orleans sunset. EST.  
Partial simulcast operation. Simulcast 5:30-10 am, noon-1 pm & 5-8 pm. For non-simulcast facilities see WHCU-FM.

4. AGENCY COMMISSION  
15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b, 11b, 13b, 14a, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 28a, 28b, 29a.

Contracts: 40a, 44a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 61c, 82d.  
Cancellation: 70a, 70d, 71a.

Prod. Services: 80, 82.  
Affiliated with CBS.

Member: New York Farm Network.

TIME RATES  
Eff 11/30/72.

AA—5:30 am-1 pm.  
A—3:30-6:30 pm.  
B—all other times.

6. SPOT ANNOUNCEMENTS

FLAT:	AA	A	B
1 min.....	10.60	9.40	8.25
30 sec.....	7.05	6.45	5.90

## WHCU-FM

1947  
Subscriber to the NAB Radio Code  
Media Code 4 233 3401 0.00  
Cornell University, 212 E. State St., Ithaca, N. Y. 14850. Phone 607-272-2345.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
WHCU-FM: Programmed for adults, young adults.

50% classical music, with balance jazz & folk; discussions, interviews, news commentary & analysis.

NEWS: local/regional, network, public affairs.

SPORTS: play-by-play university, high school & professional football, hockey, basketball, baseball, lacrosse, World Series & All Star games.

MUSIC: classical, jazz, folk, MOR; Italian program; opera; live concerts. Contact Representative for further details. Rec'd 11/30/72.

1. PERSONNEL  
Program Director—Roy Ives.  
Sports Director—Charles Cook.

3. FACILITIES  
ERP 40,000 w.; 97.3 mc. Stereo.  
Operating schedule: 5:30-1 am. EST.  
Antenna ht.: 730 ft. above average terrain.

Partial simulcast operation. Operated separately 10 am-noon, 1-5 pm & 8 pm-midnight. For simulcast facilities see WHCU.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

TIME RATES  
Eff 11/30/72.

6. SPOT ANNOUNCEMENTS

1 min, flat.....	7.05	30 sec, flat.....	4.70
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## WTKO

1956  
Media Code 4 233 3450 7.00  
Ivy Broadcasting Co., Inc., Box 10, 317 N. Aurora St., Ithaca, N. Y. 14850. Phone 607-272-9040.

STATION'S PROGRAMMING DESCRIPTION  
WTKO: Programmed for adults & young adults.

MUSIC: Contemporary current hits. NEWS: Accent on the spot local coverage & features. Network info at :30 & :60. Local at 7, 7:45 am & 12:05, 5:30 & 6:05 pm. Local headlines precede hourly net news.

Network commentary 8:30 am & 12:30 pm. SPORTS: Live, broadcast college, pro & high school football, hockey & basketball. Two-way talk, 9-11 am Mon thru Fri. Rec'd 7/25/74.

1. PERSONNEL  
Board Chairman—Ellis E. Erdman.  
President—Robert Newman.

3. FACILITIES  
1,000 w. days, 500 w. nights; 1470 kc. Directional.  
Operating schedule: 24 hours. EST.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
Contracts: 40a.  
Affiliated with American Information Network.

TIME RATES  
Eff 6/1/73—Rec'd 5/23/73.

I—Mon thru Fri 6-9 am.

II—Mon thru Fri 9-7 pm.

III—Mon thru Fri 9-11 am.

IV—Mon thru Fri 11 am-3 pm; Sat 6-7 am; Sun noon-7 pm

V—Mon thru Sun 7 pm-2 am; Sun 6 am-noon.

VI—ROS.

7. PACKAGE PLANS

PER WK:	1 min	12+	30 sec	12+
I.....	13.00	12.00	11.00	10.00 9.00
II.....	12.00	11.00	10.00	9.00 8.00
III.....	11.50	10.50	9.50	8.50 7.50
IV.....	11.00	10.00	9.00	8.00 7.00
V/VI.....	10.50	9.50	8.50	7.50 6.50
Fixed.....	15.00	14.00	13.00	12.00 11.00

BULK

PER YR:	1 min	12+	30 sec	12+
I.....	250x 500x 750x 1000+	250x 500x 750x 1000+	250x 500x 750x 1000+	250x 500x 750x 1000+
II.....	11.00 10.50 10.00	9.50 9.00 8.50	8.00 7.50 7.00	6.50 6.00 5.50
III.....	10.00 9.50 9.00	8.50 8.00 7.50	7.00 6.50 6.00	5.50 5.00 4.50
IV.....	9.50 9.00 8.50	8.00 7.50 7.00	6.50 6.00 5.50	5.00 4.50 4.00
V/VI.....	8.50 8.00 7.50	7.00 6.50 6.00	5.50 5.00 4.50	4.00 3.50 3.00
Fixed.....	13.00 12.50 12.00	11.50 11.00 10.50	10.00 9.50 9.00	8.50 8.00 7.50

8. PROGRAM TIME RATES

	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
I/II.....	26	24	22	20	21	19	17	15
III/IV.....	22	20	18	16	17	15	13	11
V/VI.....	18	16	14	12	15	13	11	9

## WVBR-FM

1958  
Media Code 4 233 3500 9.00  
Cornell Radio Guild, Inc., 227 Linden Ave., Ithaca, N. Y. 14850. Phone 607-273-4000.

STATION'S PROGRAMMING DESCRIPTION  
WVBR-FM: Programmed for adults & young adults.

Air personalities handle music and news throughout schedule. NEWS: 4-min network at :15, followed by 3-min local & state with sports capsule & weather.

5-min news at 6:45, 7:45, 8:45 am, 15-min news at 7:15, 8:15 am, noon, 11 pm. 30-min news at 5:30 pm. News staff covers local events & sports. MUSIC:

## NEW YORK

progressive rock. Specialty programs per week: jazz 4 hrs, folk 6 hours, C & W hours, R & B 7 hours, talk 2 hours. Public affairs local origin. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL  
General Manager—Glenn Schiller.  
Sales Manager—Jose A. Perez.  
Program Director—Gordon Clark.

# NEW YORK

## Jamestown—WJT N—Continued

**8. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a. Rate Protection: 15b, 16. Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z. Contracts: 40a, 41, 42a, 44a, 44b, 46, 47a, 49, 51a. Comb.: Cont. Discounts: 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z. Cancellation: 70b, 70c, 71a, 73b. Prod. Services: 80, 82. FM facilities: WWSE (FM). Affiliated with American Entertainment Network. Member: National AgRadio Groups, Inc., New York Farm Network.

**TIME RATES**  
ET 5/1/74—Rec'd 5/3/74.  
**6. SPOT ANNOUNCEMENTS**  
DRIVE TIME—6:10 AM & 3-7 PM  
1 min..... 5.11 10.11 15.11 20.11 30.11  
30 sec..... 10.25 9.75 9.30 8.75 8.05  
15 sec..... 8.25 7.95 7.55 7.25 6.65  
10 sec..... 6.20 5.95 5.60 5.30 5.05  
**ECONOMY PACKAGE PLANS—1/2 DRIVETIME, 1/2 HOUSEWIFE TIME**  
1 min..... 9.05 8.60 8.10 7.60 6.90  
30 sec..... 7.05 6.75 6.35 6.05 5.50  
15 sec..... 5.00 4.75 4.40 4.10 3.90

**8. PROGRAM TIME RATES**  
1x 52x 104x 156x 200x  
1 hr..... 78.60 72.40 65.45 58.40 51.45  
1/2 hr..... 47.05 43.45 39.30 35.10 31.00  
1/4 hr..... 31.30 28.90 26.20 23.40 20.60  
10 min..... 23.60 21.80 19.70 17.60 15.45  
5 min..... 15.85 14.55 13.10 11.70 10.40

**9. PARTICIPATING PROGRAMS**  
Jack Dunigan—Mon thru Fri 11:30 am-5:05 pm, flat 11.25  
Melva Webber—Mon thru Fri 10 & 11 am, 2 & 3 pm, flat 10.30  
Jim Roselle—Mon thru Fri 8:15-11:30 am, flat 9.60  
Hal Martin—Mon thru Fri 1:15-5 pm, flat 9.60  
Jeff Huestis—Mon thru Sat 5-7 am, flat 9.60  
Sports Show—Mon thru Sat 6:15 pm, flat 9.60

## WKS N

1947



A Trend Station  
Subscriber to the NAB Radio Code  
Media Code 4 233 3600 7.00  
Trend Broadcasting, Inc., Box 1199, Jamestown, N. Y. 14701, Phone 716-484-9191.

**STATION'S PROGRAMMING DESCRIPTION**  
WKS N: Programmed for young adults and teens. NEWS: 5 min per hour except in morning drive when there are 5 min every half hour. Staff available to handle remote broadcasts. 5 PERSONALITIES handle all music segments. General popular music. Community activities information broadcast twice each hour. Mobile unit available for coverage of local events. PUBLIC AFFAIRS: talk show/feedback 6:10-7 pm, M-F. Contact Representative for further details. Rec'd 1/29/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Warren A. Koerbel.  
Sta. & Sales Mgr.—Milko Felice.  
Assistant Station Manager—Dave Armstrong.

**2. REPRESENTATIVES**  
P/O Time Sales, Inc.  
Dome & Associates, Inc.

**3. FACILITIES**  
100 w.; 1340 kc. Non-directional.  
Operating schedule: 19 1/2 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3b, 3c, 4a, 5a, 6a, 8a. Rate Protection: 15b. Basic Rates: 20a, 22a, 22b, 23a, 24c, 23a, 28b. Contracts: 40a, 44a, 45, 46, 47a, 51a. Cancellation: 70a, 70c, 71a, 73a. Prod. Services: 80, 82. FM facilities: WHGQ (FM).

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 4/1/74—Rec'd 4/1/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 200x 312x 500x  
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
30 sec 6.50 6.00 5.50 5.00 4.50 4.00 3.50  
15 sec 4.50 4.00 3.75 3.50 3.00 2.75 2.50  
Drive time: Mon thru Fri 6-10 am & 3-7 pm, extra 10%.

**7. PACKAGE PLANS**  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min..... 7.50 7.00 6.50 6.00 5.50  
30 sec..... 6.00 5.50 5.00 4.50 4.00  
15 sec..... 4.00 3.75 3.50 3.00 2.75

**8. PROGRAM TIME RATES**  
1x 52x 104x 156x 200x 312x 500x  
5 min 11.00 10.50 10.00 9.50 9.00 8.50 8.00  
1/2 hr 50.00 47.50 45.00 42.50 37.50 35.00 32.50  
1 hr..... 60.00 57.50 55.00 52.05 47.50 45.00 42.50

## WWSE (FM)

1947



Subscriber to the NAB Radio Code  
Media Code 4 233 8254 4.00  
James Broadcasting Co., Box 1139, Jamestown, N. Y. 14701, Phone 716-484-1151.  
See affiliated AM station for additional information.  
AM facilities: WJTN.

**STATION'S PROGRAMMING DESCRIPTION**  
WWSE (FM): MUSIC: popular. NEWS: 2 min on hour. Weather on half hour. Commercials clustered each 15 min. Symphony music 9-11 pm M-F. Contact Representative for further details. Rec'd 4/8/74.

**3. FACILITIES**  
ERP 3.90 w.; 98.3 mc.  
Operating schedule: 8-11 am daily, EST.  
Antenna ht.: 750 ft. above average terrain.

## TIME RATES

ET 4/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti  
1 min..... 5.10 4.90 4.60 4.30 3.90  
30 sec..... 4.10 3.95 3.70 3.55 3.25

**9. PARTICIPATING PROGRAMS**  
RON KEIFF SHOW—MON THRU SAT 5-9 AM  
PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti  
1 min..... 5.55 5.25 5.00 4.70 4.10  
30 sec..... 4.40 4.20 4.05 3.85 3.50  
QUADRASONIC MUSIC—MON THRU FRI 9-9:30 PM  
30 sec..... 5.25 4.75 4.50

**COUNTRY MUSIC SHOW—SAT & SUN 6 PM-MIDNIGHT**  
1 min..... 5.70 30 sec..... 4.70

**10. SPECIAL FEATURES**  
News at :30..... 6.40 Weather at :30..... 5.75

## JOHNSTOWN (1 AM; 1 FM)

Fulton County—Map Location F-6  
See SHDS consumer market map and data at beginning of the State.

## WIZR

1964



Media Code 4 233 3650 2.00  
WIZR Broadcasting Corp., Box 307, 178 E. State St., Johnstown, N. Y. 12095, Phone 519-742-4831.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIZR: Talk, current hits & gold; news & sports.

**1. PERSONNEL**  
General Manager—Richard I. Street.

**2. FACILITIES**  
1,000 w.; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast 5 am-6 pm. For non-simulcast facilities see WIZR-FM.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

## TIME RATES

ET 12/1/67—Rec'd 11/8/67.

**6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x  
1 min..... 7.75 7.50 7.00 6.75 6.25  
30 sec..... 6.00 5.75 5.25 5.00 4.75

## WIZR-FM

1968



Media Code 4 233 3651 0.00  
WIZR Broadcasting Corp., Box 307, 178 E. State St., Johnstown, N. Y. 12095, Phone 519-742-4831.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIZR-FM: Same as AM.

**3. FACILITIES**  
ERP 3.000 w.; 104.9 mc.  
Operating schedule: 5:30 am-midnight, EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WIZR.

## TIME RATES

ET 1/1/69—Rec'd 1/7/69.

**6. SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 200x 312x 500x  
1 min 9.00 7.50 7.00 6.75 6.50 6.00 5.75 5.00  
30 sec 6.00 5.75 5.50 5.25 5.00 4.75 4.50 4.00

## KINGSTON (3 AM; 1 FM)

Ulster County—Map Location G-8  
See SHDS consumer market map and data at beginning of the State.

## WGHQ and WGHQ-FM

1956

1945

**Jack Masla & Company, Inc.**  
Programmed separately: Sold in combination only.  
Media Code 4 233 8750 0.00  
Hudson-Westchester Radio, Inc., Box 427, Uptown, Kingston, N. Y. 12401, Phone 914-331-8200.

**STATION'S PROGRAMMING DESCRIPTION**  
WGHQ: Programmed for 18-49.  
NEWS: 3 man department, 20 stringers, 1 mobile unit, heavy local news with regional, national & international 7, 8 am, noon, 5, 6 pm; community features, school, political, civic. MUSIC: popular standards, subordinate to community involvement; private weather service, M-W-F 11 am-noon live celebrity interviews; noon-6 pm studio interviews, stock market, UPI wire, 5:20-6 pm open line talk. Religious community & discussion programs; wknds, high school quiz forums, farm program, 3 editorials daily.  
SPORTS: high school basketball, Little League. Contact Representative for further details. Rec'd 1/24/74.  
WGHQ-FM: Programmed for 25-49.  
MUSIC: showtunes, block segments. MOR. NEWS: local, regional, national & international at :00 & :30, 6 am-midnight. Contact Representative for further details. Rec'd 1/24/74.

**1. PERSONNEL**  
Executive Vice-President—Walter C. Maxwell.  
General Manager—Tony Bell.  
Program Director—William D. Skilling.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
5,000 w. days; 930 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.  
ERP 3.900 w.; 94.3 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 550 ft. above average terrain.

## 4. AGENCY COMMISSION

15% on net time only.  
**5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5a, 6a, 7b, 8a. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16b. Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a. Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 49, 49, 50, 51a. Comb.: Cont. Discounts: 60a, 60b, 60i, 61a. Cancellation: 70a, 70c, 71a, 72, 73a. Prod. Services: 90, 82.

**TIME RATES**  
WGHQ AND WGHQ-FM COMBINATION  
ET 1/24/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 52x 104x 156x 200x 312x  
AA..... 18.00 17.00 16.00 15.00 15.00 15.00  
A..... 16.00 15.00 14.00 13.00 13.50 13.00  
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

## WKNY

1959



Subscriber to the NAB Radio Code  
Media Code 4 233 3800 3.00  
Kingston Broadcasters, Inc., 212 Fair St., Kingston, N. Y. 12401, Phone 914-331-1490.

**STATION'S PROGRAMMING DESCRIPTION**  
WKNY: NEWS: local & network coverage; 3 local newsmen plus stringers; 3 fully equipped mobile units, a snowmobile & mobile home trailer. MUSIC: popular & album selections. SPORTS: professional football, baseball & basketball. College & high school basketball; race results; sports director with daily show. FEATURES: shows, C & W Polish, German, network programming, weather reports, telephone, birthday/anniversary, women's show, community calendar, swap shop, job opportunities. Contact Representative for further details. Rec'd 8/29/73.

**1. PERSONNEL**  
Station Manager—Joe Shuler.  
Sales Manager—David Ocker.  
Program Director—John Betsaudier.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours, EST.

**4. AGENCY COMMISSION**  
15% on net time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations. General: 2a, 2b, 3a, 3c, 3d, 4a, 5a, 7a, 8a. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16c, 16. Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26a, 28c, 29a, 30, 33b. Contracts: 40c, 41, 42b, 42c, 43, 44a, 44b, 46, 47b, 48, 49, 51b, 51c. Comb.: Cont. Discounts: 60b, 60i, 61a, 62b, 62d. Cancellation: 70a, 70c, 71a, 73a, 73b. Prod. Services: 60, 81, 82. Affiliated with CBS.

**TIME RATES**  
No. 11 ET 1/1/67—Rec'd 5/5/67.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**7. PACKAGE PLANS**  
PER WK: CLASS AAA 5x 10x 15x 20x 25x  
1 min..... 12.00 11.50 11.00 10.50 10.00  
30/30 sec..... 9.00 9.20 8.60 8.40 8.00  
15 sec..... 6.00 5.75 5.50 5.25 5.00

CLASS AA  
1 min..... 10.50 10.00 9.50 9.00 8.50  
30/30 sec..... 9.40 8.00 7.60 7.30 6.80  
15 sec..... 6.25 5.00 4.75 4.50 4.25

CLASS A  
1 min..... 5.50 5.20 4.90 4.70 4.40  
30/30 sec..... 4.40 4.20 3.90 3.70 3.50  
15 sec..... 2.75 2.60 2.45 2.35 2.20

ANNUAL DISCOUNTS  
26 wk—10% 52 wk—15%

## WKOT

1959

Media Code 4 233 3825 0.00  
Town & Country Broadcasting Corp., Box 280, Kingston, N. Y. 12401, Phone 914-331-6300.

**STATION'S PROGRAMMING DESCRIPTION**  
WKOT: Programmed for adults & young adults. MUSIC: modern MOR. NEWS: local & network. SPORTS: network coverage; race results. Contact Representative for further details. Rec'd 8/20/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gordon G. Zellner.  
Sta. & Sales Mgr.—William F. Schnaut.

**2. REPRESENTATIVES**  
Michael Fulford Company, Inc.  
New England Spot Sales, Inc.

**3. FACILITIES**  
500 w. days; 1589 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 2a, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 10g, 11g, 12g, 13g, 14a, 15a, 18b, 19. Contracts: 40c, 41, 43b, 51a, 51b. Comb.: Cont. Discounts: 60c, 60i, 61a. Cancellation: 70c, 71a, 72, 73a. Prod. Services: 80, 82. Affiliated with American Entertainment Network.

**TIME RATES**  
ET 7/26/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**7. PACKAGE PLANS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA..... 14 15 12 11  
A..... 12 11 10 9  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## LAKE PLACID

Essex County—Map Location G-4  
See SHDS consumer market map and data at beginning of the State.

## WIRD

1961



Media Code 4 233 3805 8.00  
WIRD, Inc., Box 831, Olympic Arena, Main St., Lake Placid, N. Y. 12947, Phone 523-3341 or 523-3342.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Donald A. Nardiello.

**2. REPRESENTATIVES**  
Gill-Perna, Inc.

**3. FACILITIES**  
5,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EBT.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Affiliated with MBS Radio Network.

**TIME RATES**  
Rates effective November 31, 1961. (Card No. 1.)  
Rates received March 26, 1962.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**  
1 hr..... 37.96 35.50 33.75 31.75 30.66 28.00  
1/2 hr..... 22.56 21.50 20.25 19.00 18.00 17.00  
1/4 hr..... 18.89 18.75 18.85 11.50 16.90 16.00  
5 minute..... 11.35 10.75 10.95 9.50 9.20 8.50  
1 minute..... 6.90 5.70 5.40 5.10 4.80 4.50

**7. PACKAGE PLANS**  
SATURATION PLAN  
Per week: 5 ti 10 ti 15 ti 20 ti  
1-12 weeks..... 5.25 4.96 4.45 4.00 6.00  
13-25 weeks..... 4.95 4.45 4.00 3.65 5.00  
26-52 weeks..... 5.00 4.50 4.00 3.65 5.00  
80 seconds—75% of applicable rate.  
ID's—50% of applicable rate.

## LANCASTER

Errie County—Map Location B-6  
See SHDS consumer market map and data at beginning of the State.

## See Buffalo

(including Amherst, Cheektowaga, Depew, Lancaster)

## LIBERTY (1 AM; 1 FM)

Sullivan County—Map Location F-6  
See SHDS consumer market map and data at beginning of the State.

## WVOS WVOS-FM

1947

1964

Subscriber to the NAB Radio Code  
Media Code 4 233 3850 6.00  
Sullivan County Broadcasting Corp., Box 166, Liberty, N. Y. 12754, Phone 914-293-5533.  
Other Studio—Monticello, N. Y. Phone 914-704-0548.

**1. PERSONNEL**  
President—S. D. Lubin.

**2. REPRESENTATIVES**  
Market 4 Radio.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 6:15 am-11 pm, EST.  
FM-ERP 600 w.; 95.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 558 ft. above average terrain.  
Simulcast sign-on 7 pm Mon thru Sat; sign-on 6 pm Sun. All other times, commercials limited to WVOS.

**4. AGENCY COMMISSION**  
15/0.

**TIME RATES**  
No. 14 ET 6/1/74—Rec'd 5/30/74.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 16.00 14.75 14.00 12.75 12.25 11.50 10.95  
30 sec..... 13.75 12.50 12.00 11.00 10.00 9.50 8.25  
B: After 9 pm, deduct 10%.

## LITTLE FALLS

Herkimer County—Map Location F-5  
See SHDS consumer market map and data at beginning of the State.

## WLFH

1952

Media Code 4 233 4090 9.00  
WLFH, Inc., 841 B, 2nd St., Little Falls, N. Y. 13495, Phone 315-823-1230.

**1. PERSONNEL**  
General Manager—Peter Van Pelt.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5 am-midnight, EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 5N ET 3/1/72—Rec'd 1/26/72.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1x 10x 50x 100x 200x  
1 min..... 5.00 4.55 3.80 3.40 3.20  
30 sec..... 4.00 3.65 3.05 2.75 3.0  
10 sec..... 3.00 2.75 2.50 2.40 2.30

**7. PACKAGE PLANS**  
SATURATION PLANS  
PER WK: 10 ti 20 ti 30 ti  
1 min..... 38 68 96  
30 sec..... 31 56 78  
10 sec..... 25 48 69



## LOCKPORT

Niagara County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

WUSJ  
1949

## American Information Network

RAB

Media Code 4 233 4050 4.00

Hall Communications, Inc., 320 Michigan St., Lockport, N. Y. 14094. Phone 716-433-5944.

**STATION'S PROGRAMMING DESCRIPTION**  
WUSJ: Programmed for general interest.

MUSIC: MOR. NEWS: network at :50; local at :05; headlines at :30, expanded newscast at 8 am, noon & 5 pm. RELIGIOUS: Sun 8 am-12N. SPORTS: throughout day, high school play-by-play home & away. Tele/talk 11 am-12N. Mobile unit equipped for remote broadcast. Rec'd 7/25/74.

- PERSONNEL**  
General Manager—David Reese.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 net charges for time; 15 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 20b, 21b, 22a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 44b, 45, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: New York Farm Network.

TIME RATES  
No. 5 Eff 4/1/73—Rec'd 5/1/73.

6. SPOT ANNOUNCEMENTS	
1x	2x
1 min 9.00	8.50 8.00 7.50 6.00 5.25 4.75
30 sec 6.50	6.25 6.00 5.75 5.00 4.50 4.00 3.50

7. PACKAGE PLANS								
TOTAL AUDIENCE PLAN								
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti
1 min	8.50	8.25	8.00	7.75	7.25	6.75	6.25	6.00
30 sec	6.25	6.00	5.75	5.50	4.75	4.50	4.25	4.00
10 sec	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50

8. PROGRAM TIME RATES

5 min	10 min	1/4 hr	1/2 hr	1 hr
14.00	20.00	38.00	40.00	70.00
13.50	19.00	37.00	38.50	68.00
13.00	18.00	36.00	37.00	66.00
12.50	17.00	35.00	36.00	64.00
12.00	16.00	34.00	35.00	62.00
11.00	15.00	33.00	34.00	60.00

## LONG ISLAND

Nassau and Suffolk County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See Freeport, Garden City, Hempstead, Huntington, Islip, Mineola, Patchogue, Riverhead, Sag Harbor, Smithtown, Southampton — cities listed alphabetically.

## MALONE

Franklin County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

WICY  
1946

Media Code 4 233 4100 7.00  
North Country Broadcasting Co., Porter Rd., Malone, N. Y. 12953. Phone 518-483-1100.

**STATION'S PROGRAMMING DESCRIPTION**  
WICY: NEWS: world at :30; 3 local newscasts daily

- PERSONNEL**  
General Manager—Mitchell C. Tackley.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6:30 am-11:15 pm. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
Eff 10/1/67—Rec'd 11/2/67.

6. SPOT ANNOUNCEMENTS	
1x	2x
1 min 8.00	7.80 7.60 7.20 6.80 6.00 5.00
30 sec 6.00	5.75 5.50 5.25 5.00 4.85 4.60

7. PACKAGE PLANS	
1 min.	48 hr limit
20 ti	40 ti
60	100

## MASSENA (2 AM)

St. Lawrence County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

WMSA  
1945



AVERY-KNODEL, INC.

NAB

Subscriber to the NAB Radio Code  
Media Code 4 233 4150 2.00  
The Brockway Co., Box 210, Massena, N. Y. 13662.  
Phone 315-769-3594.

**STATION'S PROGRAMMING DESCRIPTION**  
WMSA: Contemporary programming.

- PERSONNEL**  
Station Manager—Tom Bruce.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Boston—Santo Crupi.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Operating with American Entertainment Network.

TIME RATES  
No. 7 Eff 1/15/62—Rec'd 1/18/62.

6. SPOT ANNOUNCEMENTS	
1x	2x
1 min 8.00	7.80 7.60 7.20 6.80 6.00 4.80
30 sec 5.00	5.50 5.35 5.05 4.80 4.20 3.40

7. PACKAGE PLANS				
PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	6.00	5.20	4.80	4.40
30 sec	4.20	3.65	3.40	3.10

10. SPECIAL FEATURES  
1-hr news & information—1 min & 30-sec rates.  
Weather & sports reports—1 min rate.  
Local Sports 5:30-6 pm—1 min, extra .80; 30 sec, extra .40.

WYBG  
1956

NAB

Media Code 4 233 4200 5.00  
Twin Tier Broadcasting, Inc., Schine Inn, Suite 116 and 118, Main and West, Orris St., Massena, N. Y. 13662. Phone 315-764-0554.

- PERSONNEL**  
Company Manager—Charles L. Snyder.
- REPRESENTATIVES**  
Vic Piano Associates, Inc.
- FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
No. 1 Eff 2/1/72—Rec'd 5/31/72.

6. SPOT ANNOUNCEMENTS	
1x	13x
1 min	3.85 3.60 3.35 3.10 2.85
30 sec	3.05 2.80 2.55 2.30 2.10

7. PACKAGE PLANS					
PER WK:	1 ti	10 ti	20 ti	30 ti	30+
1 min	2.60	2.35	2.10	2.00	1.90
30 sec	1.85	1.70	1.55	1.50	1.40
10 sec, 30 ti per wk	1.10				

## MIDDLETOWN (1 AM; 1 FM)

Orange County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

WALL  
1942

NAB

RAB

Media Code 4 233 4250 0.00  
Orco Communications Inc., Box 1340, Middletown, N. Y. 10940. Phone 914-342-3917.  
Other Studios—Goshen, Walden, Warwick.

- PERSONNEL**  
Pres. & Gen'l Mgr.—James F. O'Grady, Jr.  
Station Manager—John Zalmes.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast 2-8 am. For non-simulcast facilities see WALL-FM.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 5, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 29a.  
Contracts: 40c.  
Cancellation: 70a, 70c, 71a.  
Affiliated with ATA Radio Network.

TIME RATES  
No. 9 Eff 3/1/73—Rec'd 4/2/73.

I—Mon thru Sat 6-10 am & 3-7 pm.	
II—Mon thru Sat 10 am-3 pm & 7-10 pm.	
III—Mon thru Sat 5:30-8 am & 10 pm-midnight; Sun all day.	

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	24.00	19.20	21.00	16.80	18.00	14.40
12 ti	18.00	14.40	15.00	12.00	12.00	9.60
18 ti	16.00	12.80	13.00	10.40	10.00	8.00

7. PACKAGE PLANS  
BEST BUY PLAN: 1 min 30/10  
15 ti (6I, 6II, 31II) ea. 18.00 14.40  
30 ti (12I, 12II, 6III) ea. 16.00 12.80  
Not combinable for added frequency. CWD do not apply.

- PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min.  
1/4 hr—3x applicable 1-min.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—4% RATEHOLDER  
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising. (Q)

WALL-FM  
1966

NAB

RAB

NAFMD

Media Code 4 233 4251 8.00  
Orco Communications, Inc., 62 North St., Middletown, N. Y. 10940. Phone 914-342-3917.  
Other Studios—Goshen, Walden, Warwick.  
See affiliated AM station for additional information.

- PERSONNEL**  
Operations Manager—Art Livesey.
- FACILITIES**  
ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 190 ft. above average terrain.  
Partial simulcast operation. Operated separately 8-2 am. For simulcast facilities see WALL.
- TIME RATES**  
No. 2 Eff 3/1/73—Rec'd 4/2/73.  
AA—Mon thru Sat 8 am-7 pm; Sun all day.  
A—Mon thru Sat 7 pm-midnight.
- SPOT ANNOUNCEMENTS**  
I MINUTE/30 SECONDS  
PER WK: 1 wk 13 wk 26 wk 52 wk 1 wk 13 wk 26 wk 52 wk  
1 ti 12.00 10.50 9.50 9.00 11.00 9.50 8.50 8.00 7.50  
12 ti 10.00 9.50 9.00 8.50 9.00 8.50 8.00 7.50  
18 ti 9.50 9.00 8.50 8.00 8.50 8.00 7.50 7.00

## MINEOLA

Nassau County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## MONTOUR FALLS

Schuyler County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

WXXY (FM)  
1973

Media Code 4 233 4325 0.00  
Watkins Glen Montour Falls Broadcasting Co., Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone 607-734-5744.

- PERSONNEL**  
Sales Manager—Joe Fazzary.  
Commercial Traffic—Patty Boyce.
- REPRESENTATIVES**  
Market 4 Radio.
- FACILITIES**  
ERP 1,050 w. (horiz.), 1,050 w. (vert.); 104.9 mc. Quadraphonic.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 460 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 5.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 24a, 27, 29a, 30.  
Contracts: 40c, 41, 42a, 46, 50.  
Comb.; Cont. Discounts: 60a, 60c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: WGMF, Watkins Glen.

TIME RATES  
Eff 10/11/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.	
A—Mon thru Sat 10 am-3 pm; Sun all day.	

6. SPOT ANNOUNCEMENTS						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	7.00	5.50	4.20	6.00	4.80	3.60
12 ti	6.50	5.20	3.90	5.50	4.40	3.30
18 ti	6.00	4.80	3.60	5.00	4.00	3.00
24 ti	5.50	4.40	3.30	4.50	3.60	2.70
30 ti	5.00	4.20	3.00	4.00	3.20	2.40

7. PACKAGE PLANS		
50-50 CONTRACT:	1 min	30 sec
500 x	5.50	4.40
1000 x	5.00	4.00

Subject to short rate.

WXXY (FM)/WGMF, WATKINS GLEN COMBINATION

Eff 10/11/73.

AA—Mon thru Sat 6-9:30 am & 3:30-7 pm.	
A—Mon thru Sat 9:30 am-3:30 pm; Sun all day.	

6. SPOT ANNOUNCEMENTS						
PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
6 ti	10.00	8.00	6.00	9.00	7.20	5.40
12 ti	9.50	7.60	5.70	8.50	6.80	5.10
18 ti	9.00	7.20	5.40	8.00	6.40	4.80
24 ti	8.00	6.40	4.80	7.00	5.60	4.20
30 ti	7.50	6.00	4.50	6.50	5.20	3.90

7. PACKAGE PLANS  
CONTRACT, 1/2AA (WHEN AVAILABLE):

1 min.	500x	1000x
7.50	7.50	6.50

Must be ordered in advance; subject to short rate. (D)

## NEW YORK

## MOUNT KISCO

Westchester County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

See New York Urban Area

## NEWARK

Wayne County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

WACK  
1957

Media Code 4 233 4400 1.00  
Pembroke Pines, Inc., 110 E. Union St., Newark, N. Y. 14513. Phone 315-331-1429, 4343.

- PERSONNEL**  
General Manager—Russell A. Martin.
- REPRESENTATIVES**  
New York—Market 4 Radio.  
West Coast—Charles H. Cowling.
- FACILITIES**  
500 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

6. SPOT ANNOUNCEMENTS	
1x	2x
1 min	8.00 7.50 7.00 6.50 6.00 5.50 5.00
20/30 sec	6.50 6.25 6.00 5.50 5.00 4.50 4.00
10/15 sec	5.00 4.75 4.50 4.00 3.50 3.25 3.00

7. PACKAGE PLANS			
PER WK, ROS:	80 ti	120 ti	180 ti
10/15 sec	158	296	423

LONG WEEKEND (ROS, Sat, Sun, Mon, Tues)					
PER WK:	30 ti	45 ti	PER WK:	30 ti	45 ti
1 min	180	248	10/15 sec	120	158
20/30 sec	150	203			

10. SPECIAL FEATURES  
News and weather at :55, 70 per wk; 5 ti, headlines and weather at :25, 1-1/2x min rates apply; Sports—60 per wk, 5 ti; 65 per wk, 6 ti, weekend news & sports pkgs at 25% discount.

## NEWBURGH-BEACON

(2 AM; 1 FM)  
Plus 1 paid cross reference.  
Newburgh—Orange County—Map Location G-9  
Beacon—Dutchess County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

WBNR  
1959

BEACON

NAB

RAB

Media Code 4 233 4450 6.00  
Beacon Broadcasting Corp., 475 South Ave., Beacon, N. Y. 12508. Phone 914-831-1260.  
Other Offices—Hotel Newburgh, 111 Broadway, Newburgh, N. Y. 12550. Phones Newburgh 914-562-1260.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Less

# NEW YORK

Newburgh-Beacon—Continued

**WFMN (FM)**

1966  
NEWBURGH



Media Code 4 233 4500 8.00  
Stereo Newburgh Inc., Box J, Old Little Britain Rd.,  
Newburgh, N. Y. 12550. Phone 914-562-1900.  
See simplified AM station for additional information  
AM facilities: WGNV.

**STATION'S PROGRAMMING DESCRIPTION**

WFMN (FM): Programmed for adults.  
MUSIC: 93% MOR, consisting primarily of standards,  
film & show music. NEWS: 7%, 5-man local news  
stat. COMMERCIAL POLICY: Maximum 3 com-  
mercials per hour-2 commercials clustered every 15  
minutes. Contact Representative for further details.  
Rec'd 3/20/73.

**3. FACILITIES**

ERP 3,000 w. (horiz.); 3,000 w. (vert.); 103.1 mc.  
Stereo.  
Operating schedule: 6:25-11 am. EST.  
Antenna ht.: 210 ft. above average terrain.

**TIME RATES**

ET 4/2/73—Rec'd 3/20/73.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	1 t	6 t	12 t	18 t	24 t	30 t	48 t
1 wk.....	9.25	7.40	7.10	6.80	6.35	6.10	5.80
4 wk.....	8.25	7.10	6.80	6.35	6.10	5.80	5.20
13 wk.....	7.10	6.80	6.35	6.10	5.80	5.20	5.00
26 wk.....	6.80	6.35	6.10	5.80	5.20	5.00	4.65
52 wk.....	6.35	6.10	5.80	5.20	5.00	4.65	4.35

**WGNY**

1935  
NEWBURGH



Subscriber to the NAB Radio Code  
Media Code 4 233 4550 8.00  
Hudson Horizons, Inc., Box 591, Old Little Britain  
Rd., Newburgh Twp., Newburgh, N. Y. 12550.  
Phone 914-561-2131.

**STATION'S PROGRAMMING DESCRIPTION**

WGNY: Programmed for middle adults (21-45).  
MUSIC: MOR, 5 man local news staff. UPI wire  
and audio service. SPORTS: local reports mornings  
at 6:25, 7:15 and 8:15 am, afternoons at 12:25 and  
5:30 pm. Agricultural reports mornings with com-  
mentator. Telephone talk show 1 hour Sat am dealing  
with local issues (sometimes controversial). Contact  
Representative for further details. Rec'd 3/29/73.

**1. PERSONNEL**

President—Kenneth Cowan.  
General Manager—Campbell K. Thompson.  
Sales Manager—Michael T. Burns.

**2. REPRESENTATIVES**

Century National Sales.

**3. FACILITIES**

5,000 w. days; 1220 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 14b, 15b, 16.  
Basic Rates: 20b, 22a, 23a, 24c, 25a.  
Contracts: 40a, 42a, 44b, 46.  
Comb.: Cont. Discounts: 60k.  
FM facilities: WFMN (FM).

**TIME RATES**

No. 14 ET 3/1/72—Rec'd 2/3/72.  
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm;  
Sun noon-3 pm.  
A—Mon thru Sat 10 am-noon, 1-3 pm & 7 pm-8 am;  
Sun 6 am-noon & 3 pm-sign-off.

**7. PACKAGE PLANS**

**CLASS AA**

1 MIN:	1 t	6 t	12 t	18 t	24 t	30 t	48 t
1 wk.....	16.00	15.75	15.50	14.50	13.25	12.00	11.50
4 wk.....	15.75	15.50	14.00	11.75	11.25	11.00	10.00
13 wk.....	15.50	13.75	12.25	11.50	11.00	10.25	10.00
26 wk.....	13.50	12.00	11.25	10.25	10.00	9.75	9.50
52 wk.....	12.00	11.25	10.25	10.00	9.75	9.50	9.25

**CLASS A**

1 wk.....	14.00	13.50	11.75	10.25	9.50	8.50	8.25
4 wk.....	12.25	11.00	9.50	8.25	7.75	7.25	7.00
13 wk.....	11.00	9.50	8.25	7.75	7.25	7.00	6.50
26 wk.....	10.00	8.25	7.75	7.25	7.00	6.50	6.25
52 wk.....	9.50	7.75	7.25	7.00	6.50	6.25	6.00

**10. SPECIAL FEATURES**

News-2x applicable rate.  
News participation—applicable rate plus 2.00.

**WWLE**

CORNWALL

City of license, Cornwall, N. Y.  
Considered by American Information Network as their  
Newburgh-Beacon outlet.  
See listing under Cornwall, N. Y.

# NEW CITY

Rockland County—Map Location G-9.  
See SRDS consumer market map and data at beginning  
of the State.

See New York Urban Area

# NEW ROCHELLE (1 AM; 1 FM)

Westchester County—Map Location H-9  
See SRDS consumer market map and data at begin-  
ning of the State.

**WVOX**  
WESTCHESTER  
1950

A Hudson-Westchester Station  
**Independent**



Media Code 4 233 4650 1.00  
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle,  
N. Y. 10801. Phone 914-636-1460.

**STATION'S PROGRAMMING DESCRIPTION**

WVOX: Programmed for adults, suburban housewives  
and commuters. NEWS: at :30, emphasis on local.  
3 man news staff, 6 stringers. 10-10:30 am open  
line discussion. 10:30 am-2 pm community features,  
school, political, civic news. MUSIC: general and  
familiar, subordinate to community involvement. Private  
weather service. 2-2:30 pm swap shop. 2:30  
sign-off open line talk, studio interviews, live stock  
market, computer reports, UPI wire, live celebrity  
interviews. Ethnic programs on weekends, state  
capital correspondent. 3 mobile units, scheduled re-  
ports from County Board of Supervisors. Community  
offices manned by station to hear complaints of resi-  
dents. 4 editorials daily, endorse political candidates.  
SPORTS: scholastic, college and professional foot-  
ball, regattas, Little League. Rec'd 1/29/69.

**1. PERSONNEL**

President—Wm. F. O'Shaughnessy.  
Vice-Pres. & Gen'l Mgr.—Edward V. Dennehy.  
Sales Manager—Bob French.

**2. REPRESENTATIVES**

Midwest—Gert Runchec and Associates.  
Regional, Political, Religious & Educational Accounts  
—call station direct.

**3. FACILITIES**

500 w. days; 1460 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WVOX-FM.

**4. AGENCY COMMISSION**

15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26,  
27, 28b, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49,  
50, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.

**TIME RATES**

No. 11 ET 6/1/71—Rec'd 12/10/71.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

	AA		A	
1 min 30 sec 10 sec	1 min	30 sec	10 sec	10 sec
1 t.....	25	20	12	18
6 t.....	22	18	11	19
12 t.....	19	15	10	16

	B		C	
1 t.....	19	15	9	16
6 t.....	16	13	8	13
12 t.....	13	11	7	10

**7. PACKAGE PLANS**

**WEEKLY CIRCULATION PLANS**

PER WK:	1 min 30 sec	10 sec
18 t (AAA, 4A, 6B, 4C).....	252	198
24 t (SAA, 5A, 10B, 8C).....	288	240
36 t (SAA, 8A, 10B, 9C).....	300	288

**10. SPECIAL FEATURES**

NEWS/SPORTS/WEATHER/SPECIAL REPORTS  
PER WK: AA A B C  
6 t..... 180 150 120 100  
12 t..... 270 240 210 180  
All spots newscasts, sportscasts, special reports &  
weekly circulation plans may combine to earn weekly  
frequency discount.  
All spots must rotate throughout all hours & days of  
time classes. 20/30 & 10 sec spot subject to avail-  
abilities.

**CONSECUTIVE WEEK DISCOUNT**

13 wk—2-1/2% 39 wk—7-1/2%  
26 wk—5% 52 wk—10%  
Applied as earned, provided minimum expenditure of  
126.00 per wk is maintained. (D)

**WVOX-FM**

1953



A Hudson-Westchester Station  
Media Code 4 233 4651 9.00  
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle,  
N. Y. 10801. Phone 914-636-1460.

**STATION'S PROGRAMMING DESCRIPTION**

WVOX-FM: Programmed for adults.  
MUSIC: showtunes, block segments. TALK: com-  
mentary on Broadway shows, poetry readings, rock  
music for college and young adults on Sat evenings  
6 pm-12M. Rec'd 1/23/69.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—William F. O'Shaughnessy.  
Vice-Pres. & Gen'l Mgr.—Edward V. Dennehy.  
Sales Manager—Bob French.

**2. REPRESENTATIVES**

Midwest—Gert Runchec and Associates.  
Regional, Political, Religious & Educational Accounts  
—call station direct.

**3. FACILITIES**

ERI: 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 195 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-midnight. For simulcast facilities see WVOX.

**4. AGENCY COMMISSION**

15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 22b, 23a, 24a, 25b.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b.  
Cancellation: 70a, 70e, 71a, 73a.

**TIME RATES**

ET 12/1/69—Rec'd 11/20/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 t	12 t	24 t	36 t
1 min.....	12.00	10.00	9.00	8.00
20/30 sec.....	10.00	8.00	7.00	6.50

**6. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr
1 x.....	125	90

**9. PARTICIPATING PROGRAMS**

Westchester Arts with Professor Donald Spot—Mon  
10-11 am. Per spot 20.  
Something Else Again with Dennis Elsas—Sun 9 am-  
midnight. Per spot 15.

**10. SPECIAL FEATURES**

PER WK:	3 t	6 t	12 t	18 t
3 min newscasts.....	20	18	16	15

# NEW YORK (and) NEW YORK URBAN AREA

**STATIONS IN NEW YORK CITY:**

WABC	WNCN (FM)
WADD	WNEW, WNEW-FM
WBLS (FM)	WOR
WBXN	WPIX (FM)
WCBN, WCBN-FM	WPLI (FM)
WEVO, WEVO-FM	WQOW
WHN	WQXR, WQXR-FM
WHOM, WHOM-FM	WRFM (FM)
WINS	WRVR (FM)
WLIB	WTFM (FM)
WJCA	WRWL
WNBC, WNBC-FM	WXLO (FM)

**STATIONS IN NEW YORK  
URBAN AREA:**

New York City Urban Area stations are listed (unless  
otherwise indicated) immediately following the list-  
ings for New York City stations.

WALK, WALK-FM, Patchogue, N. Y.	WLIR (FM), Garden City, N. Y.
WSAB, WSAB-FM, Babylon, N. Y.	WLIX, Islip, N. Y.
WBLI (FM), Patchogue, N. Y.	WNJR, Newark, N. J.
WBRW, WBRW-FM, N. J.	WPAT, WPAT-FM, Paterson, N. J.
WCTC, WQMR (FM), New Brunswick, N. J.	WRKL, New City, N. Y.
WCTO (FM), Smithtown, N. Y.	WRNW (FM) Briarcliff Manor, N. Y.
WFAS, White Plains, N. Y.	WSUF, Patchogue, N. Y.
WGBB, Freeport, N. Y.	WTNE, Mineola, N. Y.
WGLI, Babylon, N. Y.	WVIP, WVIP-FM, Mt. Kisco, N. Y.
WGSM, Huntington, N. Y.	WVJN, WVJN-FM, Newark, N. J.
WHBI (FM), Newark, N. J.	WVOX, WVOX-FM, New Rochelle, N. Y.
WHLI, WHLI-FM, Hempstead, N. Y.	WWDJ, Hackensack, N. J.
WKQW, Spring Valley, N. Y.	WYO (FM), White Plains, N. Y.

(\* See listing under city of license.)

# STATIONS IN NEW YORK CITY

(16 AM; 14 FM) Plus 5 paid duplicates.  
New York, Bronx, Westchester, Nassau, Richmond,  
Suffolk, Kings and Queens Counties—Map Location  
G-10  
See SRDS consumer market map and data at begin-  
ning of the State.

# RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm- midnight)
A.....	235	155	185	112
B.....	225	140	158	90
C.....	210	130	140	90
D.....	205	102	135	80
AVERAGE	219	132	137	93

# WABC MUSICRADIO 77

abc OWNED AM STATION

1921

BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 233 4700 4.00  
American Broadcasting Co., Div. of American Broad-  
casting Companies, Inc. 1330 Ave. of the Americas,  
New York, N. Y. 10019 Phone 212-581-7777.

**STATION'S PROGRAMMING DESCRIPTION**  
WABC: Programmed for mass appeal.  
MUSIC 85%: popular including current hits. 8 AIR  
PERSONALITIES. NEWS: 5 min combined local &  
network hourly; twice hourly morning drive. Public  
affairs & community service features integrated with  
entertainment. COMMERCIAL POLICY: variable.  
Contact Representative for further details. Rec'd  
4/6/71.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—George H. Williams.  
General Sales Manager—Robert H. Biernacki.  
Adv. & Prom. Dir.—Pat Pantolini.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

50,000 w.; 770 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a



**WADO**  
1926

**NAB**

**RAB**

Media Code 4 233 4750 9.00

Bartell Broadcasting Corp., 305 E. 42nd St., New York, N. Y. 10017. Phone 212-983-5669.

**STATION'S PROGRAMMING DESCRIPTION**  
WADO: Programmed completely for Spanish speaking inhabitants featuring news, information, community service & music. Rec'd 2/28/73.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Nelson G. Lavergne.  
Station Manager—Robert J. Smith.  
General Sales Manager—Ben Morales.

**2. FACILITIES**

5,000 w.; 1380 kc. Directional.  
Operating schedule: 24 hours daily. EST.

**3. AGENCY COMMISSION**

15/0 time only.

**4. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Basic Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 24c, 25a, 26, 27, 28a, 29a, 32b.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb. Cont. Discounts: 60b, 60d, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.

**TIME RATES**

No. 11 Eff 4/1/74—Rec'd 3/18/74.  
AAA—Mon thru Sat 5-10 am.  
AA—Mon thru Sat 10 am-8 pm; Sun 9 am-8 pm.  
A—Mon thru Sat 8 pm-1 am.  
B—Tues thru Sun 1-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1/4 hr	80	64	69	52	37	28	29	22
5/15 hr	70	56	51	38	25	20	17	14
10/30 hr	66	52	47	35	22	17	16	13
15/45 hr	61	48	41	31	21	16	15	12
20/1 hr	59	47	40	30	20	15	14	11
25/1 hr	58	46	38	29	18	14	13	10

(\* 30 sec/less.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
500x	61	48	41	31	21	16	15	12
1000x	58	46	38	29	18	14	13	10

(\* 30 sec/less.

**TAP**

PER WK:	1 min	30 sec/less
15/1 (5AAA, 9AA, 3A)	550	420
25/1 (5AAA, 15AA, 5A)	850	660
40/1 (6AAA, 28AA, 6A)	1300	1000

**MIDNIGHT OWL PACKAGE**

30 per wk Tues thru Sun midnight-5 am: 225 180

**10. SPECIAL FEATURES**

5-min news—1 1/2x 1-min.  
Incl 5-sec open & close plus 1 1-min spot.

**W BLS (FM)**

1965

**NAB**

**RAB**

**NAFMD**

Media Code 4 233 4775 6.00

Judick Broadcasting Co., 801 Second Ave., New York, N. Y. 10017. Phone 212-725-4500.

**STATION'S PROGRAMMING DESCRIPTION**  
WBLS (FM): MUSIC: jazz-based with all elements of Black music. Contact Representative for further details. Rec'd 9/14/73.

**1. PERSONNEL**

Pres. & Sta. Mgr.—Harry Novik.  
Sales Manager—Richard D. Novik.  
Program Director—Frankie Crocker.

**2. REPRESENTATIVES**

GCI Sales, Inc.  
Bernard I. Ochs Co.

**4. AGENCY COMMISSION**

15/0.

**9. FACILITIES**

ERP 2,000 w.; 107.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,241 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

Affiliated with Mutual Black Network.  
Affiliated with National Black Network.

**TIME RATES**

Eff 4/1/74—Rec'd 3/29/74.  
AA—3 pm-midnight.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	70	55	63	58	53	51	41
30 sec	54	51	48	46	44	41	41
A	62	58	56	48	44	41	41
30 sec	47	44	41	36	33	32	32

**7. PACKAGE PLANS**

1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
12/1	24/1	36/1	12/1	24/1	36/1	12/1	24/1
54	52	50	47	45	43	42	41
42	41	39	35	34	32	32	32

**WBNX**

1927

Media Code 4 233 4800 2.00  
United Broadcasting Co. of N. Y., Inc., 801 Second Ave., New York, N. Y. 10017. Phone 212-889-6880.

**1. PERSONNEL**

President—Richard Eaton.  
Vice-President—Elsa Eaton.

**2. REPRESENTATIVES**

UBC Sales, Inc.  
Dallas—Mario Messina Company.

**3. FACILITIES**

5,000 w.; 1380 kc.  
Directional—same pattern day and night.  
Operating schedule: 18 hrs. daily. EST.

**4. AGENCY COMMISSION**

15% on net charges for station time; no cash discount.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 3, 4a, 5, 6a, 7a, 8.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 42a, 45, 46, 51b.  
Prod. Services: 82.  
Member: Latin Network.

**TIME RATES**

Eff 2/1/87—Rec'd 1/5/87.  
AA—6 am-noon & 4-6 pm.  
A—Noon-4 pm & 6-10 pm.  
B—10 pm-midnight.  
C—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	23.00	24.00	16.00	29.00	21.75
13 x	28.00	21.00	14.00	26.00	19.50
26 x	25.00	18.75	12.50	23.00	17.25
52 x	23.00	17.25	11.50	21.00	15.75
104 x	21.00	16.50	11.00	20.00	15.00
156 x	21.00	15.75	10.50	19.00	14.25
260 x	20.00	15.00	10.00	18.00	13.50
312 x	19.00	14.25	9.50	17.00	12.75
520 x	18.00	13.50	9.00	16.00	12.00

1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	25.00	18.75	12.50	25.00	18.75
13 x	22.50	16.90	11.25	22.50	16.90
26 x	20.00	15.00	10.00	20.00	15.00
52 x	18.00	13.50	9.00	18.00	13.50
104 x	16.50	12.40	8.25	16.50	12.40
156 x	15.00	11.25	7.50	15.00	11.25
260 x	13.50	10.10	6.75	13.50	10.10
312 x	12.50	9.35	6.25	12.50	9.35
520 x	11.50	8.60	5.75	11.50	8.60

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
3/1	23.00	18.75	12.50	23.00	18.75	12.50
6/1	23.00	17.25	11.50	21.00	16.75	10.50
12/1	21.00	15.75	10.50	19.00	14.25	9.50
24/1	19.00	14.25	9.50	17.00	12.75	8.50

Fixed position, extra 20%.

**WCBS**

1924

**CBS Owned**

Represented by **CBS RADIO SPOT SALES**  
**News - Information**

**NAB**

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 233 4850 7.00

CBS Radio, a division of Columbia Broadcasting System, Inc., 51 W. 52nd St., New York, N. Y. 10019. Phone 212-765-4321. TWX 710-581-4445. Address all copy to Continuity Coordinator.

**STATION'S PROGRAMMING DESCRIPTION**

WCBS: Programmed for general audience appeal. News & information format. Network news at :00, regional & local news gathered & reported by seasoned newsmen, including writers, anchor-men, reporters, reporters & 2 man special investigative unit to uncover & develop stories. 3 mobile units, helicopter, weather center. Features include traffic reports using helicopter, sports, business & financial news, movie & theater reviews, ombudsman for consumer problems. News is constantly updated; headline recaps every 15 min. Actualities, bureau reports & information features scattered throughout. AP, UPI, local "A" & radio wires, plus Reuters news. Contact Representative for further details. Rec'd 5/4/72.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—David L. Nelson.  
General Sales Manager—John A. Lack.  
National Sales Manager—Richard L. Stahlberger.

**2. REPRESENTATIVES**

CBS Radio Spot Sales.

**3. FACILITIES**

50,000 w.; 880 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15% net time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 29a, 33a.  
Contracts: 40b, 41, 44b, 45, 46, 48, 50, 51b.  
Comb. Cont. Discounts: 60b, 60f, 60i, 60j, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Less than 1-minute announcements may be pre-empted by minute announcements with prior notice.  
Application of Earned Rate at End of Contract: At the period at the end of the contract is six days or less, advertisers earning Times Per Week Rates will be charged for facilities, announcements, and/or participation covered by such contracts at the rate earned during the seven day period immediately preceding.  
All rates quoted are dollar cost per unit.  
Affiliated with CBS.

**TIME RATES**

No. 35 Eff 2/1/74—Rev 7/11/74—Rec'd 7/15/74.  
AA—Mon thru Fri 5:30-10 am Sat 7-11 am;  
A—Mon thru Fri 3-8 pm Sat 11 am-7 pm; Sun 7-11 am.  
B—Mon thru Fri 10 am-3 pm; Sat 5:30-7 am; Sun 11 am-7 pm.  
C—Mon thru Fri 8-11:30 pm; Sat 7-11:30 pm; Sun 7 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

1 min	FP	1 ti	7 ti	13+
AA	240	220	205	195
A	160	140	125	120
B	115	95	85	80
C	80	60	50	45

**FEATURES AND FEATURE MINUTES**

1 ti	AA	B	C
1 ti	280	185	160
7 ti	265	180	155
13+	260	175	150

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
All spots may be combined with each other to earn times per week rates and consecutive weeks rate discounts. In addition, Program Time Rates may also combine with spots to earn both times per week and consecutive weeks rate discounts on spots. However, spots only count toward earning consecutive weeks rate discounts on program time rates.

**7. PACKAGE PLANS**

1 min	1 min	1 min
22 ti (4AA, 6A, 6R, 6C)	1900	2850
35 ti (6AA, 10A, 9B, 10C)	2850	3940
50 ti (10AA, 15A, 10B, 15C)	3940	

CONSECUTIVE WEEK DISCOUNT  
13 wk—2 1/2% 52 wk—10%

All discounts apply to 1-12 weeks unit rates and are rounded to the nearest dollar.

**WCBS-FM**

1943

**CBS/FM SALES**

**NAB**

**RAB**

**NAFMD**

Subscriber to the NAB Radio Code  
Media Code 4 233 4900 0.00  
CBS/FM Broadcasting, A Service of CBS Radio, a division of Columbia Broadcasting System, Inc., 51 W. 52nd St., New York, N. Y. 10019. Phone 212-765-4321. TWX 212-867-7987. Address all copy to Dir. of Oper. & Prog. Prac. See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

WCBS-FM: Programmed for general mass appeal. MUSIC: popular rock hits of past 15 years featuring 6 live personalities. NEWS: 4 min at :30 plus 3 min reports at :30 in am. COMMERCIAL POLICY: Maximum 8 minutes of commercial per hour; no triple spotting. Contact Representative for further details. Rec'd 8/4/72.

**1. PERSONNEL**

General Manager—James McQuade.  
Sales Manager—Ell Kofman.  
Program Director—William Brown.

**2. REPRESENTATIVES**

CBS/FM Sales.

**3. FACILITIES**

ERP 4,600 w.; 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,300 ft. above average terrain.

**TIME RATES**

No. 8 Eff 6/11/73—Rec'd 6/18/73.  
AAA—Mon thru Fri 3 pm-midnight, Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am & midnight-1 am.  
B—Mon thru Sun 1-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	100	80	64	75	60	56
6 ti	95	76	60	70	56	52
12 ti	90	72	56	65	52	48
18 ti	85	66	52	60	48	44
24 ti	80	61	48	55	44	40

10 sec: 60% of 1-min; preemptible.

**7. PACKAGE PLANS**

1 min	30 sec	1 min	30 sec
12 Plan (5AAA, 4AA, 3A)			

# NEW YORK

## New York City—W H N—Continued

### 6. SPOT ANNOUNCEMENTS

PER WK:	AM	11	5 ti	10 ti	20 ti	30 ti
1 min	150	130	120	110	100	90
20/30 sec	120	104	96	88	80	72
10 sec	75	65	60	55	50	45
PER WK:	PM	105	100	95	90	85
1 min	120	105	100	95	90	85
20/30 sec	96	84	80	76	72	68
10 sec	60	53	50	48	45	42
PER WK:	M/W	100	85	80	75	70
1 min	100	85	80	75	70	65
20/30 sec	80	72	64	60	56	52
10 sec	50	43	40	38	35	32
PER WK:	EV	50	43	40	38	35
1 min	50	43	40	38	35	32
20/30 sec	40	38	32	30	28	26
10 sec	25	22	20	19	18	17
PER WK:	O.N.	25	22	20	19	18
1 min	25	22	20	19	18	17
20/30 sec	20	18	16	15	14	13
10 sec	13	11	10	9	8	7

### 7. PACKAGE PLANS

WEEKLY CIRCULATION	1 min	30 sec	10 sec
15 Plan (3 AM, 3PM, 6M/W, 3EV)	1050	840	525
25 Plan (5AM, 5PM, 10M/W, 5EV)	1575	1260	788
50 Plan (10AM, 10PM, 20M/W, 10EV)	2800	2240	1400

**10. SPECIAL FEATURES**

**NEWCASTS, 5 MIN. PER WK:**

AM—Rotating Mon thru Fri 7-7:30-8:25

8-8:30-9 am

PM—Rotating Mon thru Fri 5-6-7 pm. 875

M/W 900

EV 250 450

O.N. 125 225

**5-MINUTE SPORTSCASTS**

PM—Rotating Mon thru Fri 4:30-5:30-6:30-7:30 pm per wk. 675

**CONNECTIVE WEEK DISCOUNT**

52 wk—10%, minimum 150.00.

## WHOM

1930

Media Code 4 233 5050 3.00  
Progress Broadcasting Corp., 136 W. 52nd St., New York, N. Y. 10019. Phone 212-246-3900.

### STATION'S PROGRAMMING DESCRIPTION

WHOM: Complete ethnic programming. Spanish M-Sat. Sun: Italian 7 am-1 pm, Spanish 1-7 pm, German 7 pm-12M. Spanish music programming keyed to big Latin sound. NEWS: headlines at :60; newscasts at :30 (3 or 5 min). SPORTS: Major League & Puerto Rican League games in Spanish. Heavy emphasis on community interest features. Advertising copy translated to Spanish at no charge. Contact Representative for further details. Rec'd 10/2/73.

- PERSONNEL**  
President—Fortune Pope.  
General Manager—Arthur Shaer.  
Program Director—Ralph Costantino.
- REPRESENTATIVES**  
Savall/Gates, Inc.
- FACILITIES**  
5,000 w.; 1480 kc. Directional—separate pattern day and night.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast 5-10 am Mon thru Sat. For non-simulcast facilities see WHOM-FM.
- AGENCY COMMISSION**  
15/0 time only.

PER WK:	TIME RATES						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AAA	70	65	62	56	54	54	54
AA	80	46	42	40	35	35	35
A	37	25	19	18	18	18	18
B	25	22	14	12	11	11	11
Sun	60	50	41	38	35	35	35
PER YR:	AAA	AA	A	B	SUN		
500 x	53	34	18	10	34		
1000 x	52	33	15	9	33		

PER WK:	30 SECONDS						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AAA	52	49	47	42	41	41	41
AA	45	35	32	30	26	26	26
A	28	19	15	14	13	13	13
B	19	17	11	9	8	8	8
Sun	45	38	31	27	26	26	26
PER YR:	AAA	AA	A	B	SUN		
500 x	40	25	12	7	25		
1000 x	39	24	11	6	24		

PER WK:	TAP—ROS—CIRCULATION PLAN						
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min
15 ti (SAAA, 9AA, 3A)	480						
25 ti (SAAA, 15AA, 5A)	740						

**10. SPECIAL FEATURES**

NEWS: AAA AA A B SUN  
5 min. 82 60 30 20 72

## WHOM-FM

1951

Media Code 4 233 5051 1.00  
Progress Broadcasting Corp., 136 W. 52nd St., New York, N. Y. 10019. Phone 212-246-3900.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WHOM-FM: Programmed for young adults and adults.  
MUSIC: Continental, mainly instrumental. Air personalities have Spanish backgrounds, but deliver commercials in English. NEWS: 1-min at :60.

Public services throughout day. COMMERCIAL POLICY: 12 maximum per hour, 3 minute commercials clustered every 15 minutes, no more than 4 commercials per cluster. Rec'd 8/1/73.

### 2. REPRESENTATIVES

Savall/Gates, Inc.

### 3. FACILITIES

ERP 5,400 w. (horiz.), 3,800 (vert.); 92.3 mc. Stereo.  
Operating schedule: 5-11 am. EST.  
Antenna ht.: 1,200 ft. above average terrain.  
Partial simulcast operation. Operated separately 10-5 am Mon thru Sat. For simulcast facilities see WHOM.

PER WK:	TIME RATES						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	180	170	160	150	140	140	140
PM	105	98	91	84	77	77	77
AA	67	62	58	53	48	48	48
A	45	42	38	35	32	32	32

PER WK:	30 SECONDS						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	110	100	92	86	79	79	79
PM	75	70	65	60	55	55	55
AA	45	42	38	35	32	32	32
A	30	28	24	22	21	21	21

PER WK:	M/W						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	100	85	80	75	70	70	70
PM	80	72	64	60	56	56	56
AA	50	43	40	38	35	35	35
A	35	28	24	22	21	21	21

PER WK:	EV						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	50	43	40	38	35	35	35
PM	40	38	32	30	28	28	28
AA	25	22	20	19	18	18	18
A	15	14	12	11	10	10	10

PER WK:	O.N.						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	25	22	20	19	18	18	18
PM	20	18	16	15	14	14	14
AA	13	11	10	9	8	8	8
A	8	7	6	5	4	4	4

PER WK:	M/W						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	100	85	80	75	70	70	70
PM	80	72	64	60	56	56	56
AA	50	43	40	38	35	35	35
A	35	28	24	22	21	21	21

PER WK:	EV						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	50	43	40	38	35	35	35
PM	40	38	32	30	28	28	28
AA	25	22	20	19	18	18	18
A	15	14	12	11	10	10	10

PER WK:	O.N.						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	25	22	20	19	18	18	18
PM	20	18	16	15	14	14	14
AA	13	11	10	9	8	8	8
A	8	7	6	5	4	4	4

20/30 sec: 80% of 1-min 10 sec: 60% of 1-min.

## WINS

1924



WESTINGHOUSE BROADCASTING COMPANY



RADIO ADVERTISING REPRESENTATIVES, INC.

Subscriber to the NAB Radio Code  
Media Code 4 233 5100 6.00  
Westinghouse Broadcasting Co., Inc., 90 Park Ave., New York, N. Y. 10016. Phone 212-867-5100.

**STATION'S PROGRAMMING DESCRIPTION**  
WINS: Programmed for general mass appeal. Anchorman, backed by writers, editors, reporters, specialists, integrate reports from regional correspondents & networks. Investigative series, analysis, commentaries, editorials, heavy emphasis on local public affairs. Headline summaries every 30 minutes. SPORTS: at :15 & :45 including skiing, outdoors, fishing reports & special coverage of major sporting events. Subway, commuter traffic reports mornings & afternoon, plus key weekend drive periods. Weather reports 8 times an hour. Regular reports on movies, theater & the arts plus consumer, science & medicine reports. Business news & stock market summaries twice an hour. Contact Representative for further details. Rec'd 5/20/72.

- PERSONNEL**  
General Manager—Robert W. Dickey.  
Executive Editor—William Rohrer.
- REPRESENTATIVES**  
WINS Sales, New York.  
Radio Advertising Representatives, Inc.
- FACILITIES**  
50,900 w.; 1510 kc. Directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6b, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.  
Basic Rates: 20b, 21d, 22b, 25a, 28a, 29a, 32b, 33a.  
Contracts: 40b, 41, 42a, 44b, 45, 46, 50.  
Comb.: Cont. Discounts: 60l, 61a, 62b.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 81.  
Length of commercial copy:  
60 seconds transcribed: 150 words or less. Lrv.  
30 seconds transcribed: 75 words or less. Lrv.  
10 seconds transcribed: 25 words or less. Lrv.

PER WK:	TIME RATES						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	180	170	160	150	140	140	140
PM	105	98	91	84	77	77	77
AA	67	62	58	53	48	48	48
A	45	42	38	35	32	32	32

PER WK:	30 SECONDS						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	110	100	92	86	79	79	79
PM	75	70	65	60	55	55	55
AA	45	42	38	35	32	32	32
A	30	28	24	22	21	21	21

PER WK:	M/W						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	100	85	80	75	70	70	70
PM	80	72	64	60	56	56	56
AA	50	43	40	38	35	35	35
A	35	28	24	22	21	21	21

PER WK:	EV						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	50	43	40	38	35	35	35
PM	40	38	32	30	28	28	28
AA	25	22	20	19	18	18	18
A	15	14	12	11	10	10	10

PER WK:	O.N.						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	25	22	20	19	18	18	18
PM	20	18	16	15	14	14	14
AA	13	11	10	9	8	8	8
A	8	7	6	5	4	4	4

20/30 sec: 80% of 1-min 10 sec: 60% of 1-min.  
Fixed position; 1x rate flat.  
Spots, as scheduled weekly contribute to weekly frequency, TAP & ROS Plan discounts but are not subject to weekly discount.  
End rates subject to short rate until earned.

PER WK:	WEEKLY FREQUENCY						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM	225	213	200	188	175	175	175
PM	131	123	114	105	96	96	96
AA	84	78	72	66	60	60	60
A	56	52	48	44	40	40	40

PER WK:	30 SECONDS						
	1 ti	5 ti	12 ti	18 ti	24 ti	30 ti	40+
AM							



# WNBC-FM

1940

## Top 30 Rock

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 233 5251 7.00  
National Broadcasting Co., Inc., Room 293, WNBC,  
30 Rockefeller Plaza, New York, N. Y. 10020.  
Phone 212-247-8300. TWX 212-640-5788.  
Forward all copy to WNBC Radio Traffic Supervisor.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WNBC-FM: MUSIC: Continuous top 30 rock music,  
9-6 am M-Su plus simulcasting AM M-F 6-9 am.  
Su, 2 community affairs blocks 6-9 am & 9 pm-1  
am. **COMMERCIAL POLICY:** 3-5 commercials per  
hour. Contact Representative for further details.  
Rec'd 9/5/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Perry B. Bascom.  
General Sales Manager—Vince Cremona.  
National Sales Manager—Jeff Dorf.

**3. FACILITIES**  
ERP 3,600 w.; 97.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 1440 ft. above average terrain.

### TIME RATES

No. 26-F ET 6/4/73—Rec'd 8/6/73.

**6. SPOT ANNOUNCEMENTS**

MON THRU SUN:	1 ti	18 ti	24 ti
1 min, 3 pm-midnight	50	40	30
1 min, 9 am-3 pm	40	30	20
30 sec: 80% of 1-min.			

### DISCOUNT

20% when bought in combination with WNBC.

# WNCN (FM)

1957



## Classical Music

RAB NAFMB

Media Code 4 233 5300 2.00  
Starr WNCN, Inc., 2 W. 45th St., New York, N. Y.  
10036. Phone 212-867-6171.

**STATION'S PROGRAMMING DESCRIPTION**  
WNCN (FM): Programmed for adults.  
MUSIC: classical 24 hours. 8:05-10 am baroque  
classical & romantic. 10:05-11 am artist in recital.  
11:05 am-noon musicologist hosts series originating  
in Detroit. 12:05-2 pm popular classics for mid-day.  
2:05-5 pm late romantic music. 5:05-7 pm news &  
music. 7:05-8 pm music celebrating an important  
event in music history. 8-9 pm musical surveys of  
individual composers. 9:05-10 pm latest classical  
releases. 10:05-11 pm regular month long series built  
around classical music theme. 11:05 pm-midnight  
devoted to different orchestras on rotating basis.  
Midnight-8 am classical music. NEWS: 5 min at  
8, 11 am, noon, 2, 5, 6, 7, 9, 10 & 11 pm. **COM-  
MERCIAL POLICY:** musical works not interrupted  
for commercials. Rec'd 5/14/73.

**1. PERSONNEL**  
Station Manager—Paul Wachsmith.

**3. FACILITIES**  
ERP 5,400 w. (horiz.), 3,800 w. (vert.); 104.3 mc.  
Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 1,220 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 13a, 14a, 15a, 15b, 15c,  
16.  
Basic Rates: 20b, 24b.  
Contracts: 40a, 41, 49, 51a.  
Comb.: Cont. Discounts: 60b, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.

### TIME RATES

No. 7 ET 3/19/74. Rec'd 3/19/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun  
6 am-midnight.  
AA—Mon thru Fri 6 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
WK: 6 ti 12 ti 18 ti 24 ti	6 ti 12 ti 18 ti 24 ti	
1 min 41 39 37 35	36 34 32 30	
30 sec 31 29 28 26	27 26 24 23	

**7. PACKAGE PLANS**  
TAP—1/2 AAA, 1/2 AA

PER WK:	12 ti	18 ti	24 ti
1 min	32	29	27
30 sec	24	22	20

**8. PROGRAM TIME RATES**

	AAA & AA	A
1 hr	200 180 160	120 108 96
1/2 hr	120 108 96	72 65 58
1/4 hr	80 72 64	50 43 39
5 min	60 54 48	36 33 29

# WNEW

1934



METRO RADIO SALES

NAB RAB

A Metromedia Station  
Media Code 4 233 5350 7.00  
Metromedia Radio, A Metromedia Company, 568  
Fifth Ave., New York, N. Y. 10017. Phone 212-  
986-7000. TELEX 125-959.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George H. Duncan.  
Assistant Station Manager—Carl Brazell.  
General Sales Manager—Mel Karmazin.

**2. REPRESENTATIVES**  
Metro Radio Sales.

**3. FACILITIES**  
50,000 w.; 1130 kc. Directional—night only.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 time only; 15th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 12c, 13c, 14c.  
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30,  
32b.  
Contracts: 41, 44b, 47a, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60h, 60i, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Any additions to schedule during protection period  
will carry current rather than protected rate.  
Rate Protection: Rates guaranteed for 13 weeks from  
effective date of any increase, provided that adver-  
tising equalling at least \$500.00 weekly is actually  
running at time of effective date of increase and  
providing that broadcasts continue without interrup-  
tion during rate protection period.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 16 Rev III ET 6/1/74—Rec'd 6/18/74  
AA—Mon thru Sat 5:30-10 am  
A—Mon thru Sat 4-8 pm  
B—Mon thru Sat 10 am-4 pm; Sun 8 am-8 pm.  
C—Mon thru Sun 8 pm-midnight  
D—Mon thru Sat midnight-5:30 am; Sun midnight-  
8 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	235	188	118	165	133	83
6 ti	210	168	105	159	120	75
12 ti		B		135	108	68
1 ti	125	100	63	85	68	43
6 ti	115	92	58	75	60	38
12 ti	100	80	50	65	52	33

D: 50% of C.  
All spots must rotate all hours and days of time  
classes.  
30/10 sec subject to availabilities  
(\* 6+ per wk.)

**7. PACKAGE PLANS**  
7-DAY CIRCULATION  
PLAN, MUST ROTATE: 1 min 30 sec 10 sec

	1 min 30 sec	10 sec
15 (3AA, 3A, 6B, 3C)	1825	1300
25 (5AA, 5A, 10B, 5C)	2425	1940
50 (10AA, 10A, 20B, 10C)	4325	3450

Preemptible at station's discretion. If preempted,  
spots made good in equal/better time class; earliest  
possible, prior to expiration.  
Combinable with spots for WFD on face-of-card  
rates only.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%. Expenditure of 500.00+ per wk to  
qualify.

# WNEW-FM

1958

NAB RAB

A Metromedia Station  
Media Code 4 233 5351 5.00  
Metromedia Radio, A Metromedia Company, 568  
Fifth Ave., New York, N. Y. 10017. Phone 212-  
986-8844. TELEX 125-959.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Verner Paulsen.  
Sales Manager—Robert Horwitz.  
Program Director—Scott Muni.

**3. FACILITIES**  
ERP 4,100 w. (horiz.), 4,100 w. (vert.); 102.7 mc.  
Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 1360 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: Rates guaranteed for 13 weeks from  
effective date of any increase, provided that adver-  
tising equalling at least \$500.00 weekly is actually  
running at time of effective date of increase and  
providing that broadcasts continue without interrup-  
tion during rate protection period.

### TIME RATES

No. 12 ET 3/24/74—Rec'd 8/30/74.  
AA—Mon thru Fri 4 pm-midnight; Sat & Sun noon-  
midnight.  
A—Mon thru Fri 5:30-10 am; Sat & Sun 5:30 am-  
noon.  
B—Mon thru Sun midnight-2 am; Mon thru Fri 10  
am-4 pm.  
C—Mon thru Sun 2:50-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	A	B
1 min	60	48	40
30 sec	48	36	30

C: 50% of B.  
\*10 sec: 50% of 1-min.  
(\* Subject to availabilities.  
Must rotate throughout all hours and days of time  
classes. Requests for rotation on 3 days or less  
charged at 6x rate.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec
14 ti (3AA, 3A, 4B, 4C)	618	498
21 ti (4AA, 4A, 7B, 6C)	880	710
28 ti (5AA, 5A, 10B, 8C)	1122	890

Schedule over 7-day period.  
**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%. Applied as earned, provided a minimum  
expenditure of 300.00 per week is maintained.

# WNJR

1947

NEWARK, N. J.

NAB

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing  
under New York Urban Area.)  
Media Code 4 233 6290 4.00

WNJR Radio Co., 1700 Union Ave., Union, N. J.  
07083. Phone 201-688-5000.

**STATION'S PROGRAMMING DESCRIPTION**  
WNJR: Programmed for black listeners.  
MUSIC: black rock. AIR PERSONALITIES handle  
all segments. NEWS: 5-min. at .15, 2-min. national,  
3-min. local. Station participates in com-  
munity activities. Personalities appear at high  
schools, churches & other youth gatherings. Public  
affairs programs featuring local community organi-  
zations & open-line telephone program on com-  
munity issues. Contact Representative for further  
details. Rec'd 7/25/74.

**1. PERSONNEL**  
General Manager—Harvey E. Lynch.  
General Sales Manager—Rose Penner.  
Operations Manager—Charles R. Green.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.

**3. FACILITIES**  
5,000 w.; 1430 kc. Directional—night only.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22a, 29a.  
Contracts: 47a.  
Cancellation: 70c, 72.  
Prod. Services: 80, 81.  
Affiliated with Mutual Black Network.  
Discounts payable as earned, but allowed currently on  
non-cancellable contracts.

### TIME RATES

No. 9 ET 2/11/74—Rec'd 2/12/74.

AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	CLASS AA
1 min	50	48
30 sec	43	41

**7. PACKAGE PLANS**

	1 min	30 sec
1 min	43	42
30 sec	40	39

**8. SPECIAL FEATURES**  
Newscastr—75.00 (D)

# WOR

1922

NAB RAB

An RKO General Station  
Subscriber to the NAB Radio Code  
Media Code 4 233 5450 5.00  
RKO General, Inc., 1440 Broadway, New York,  
N. Y. 10018. Phone 212-764-7000.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Herb Saltzman.  
Vice-Pres. & Dir. of Sales—James C. Kelly.  
Director of Operations—Dan Griffin.

**2. REPRESENTATIVES**  
RKO Radio Representatives, Inc.  
Toronto—RKO Distributing Corp. of Canada Ltd.

**3. FACILITIES**  
50,000 w.; 710 kc. Directional—same pattern day and  
night.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5.  
Rate Protection: 10b, 11b, 12b, 14b.  
Basic Rates: 20b, 21c, 22c, 23a, 24c, 25a, 28c,  
31, 33d.  
Contracts: 40b, 41, 42a, 42d, 45, 46, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60e, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WXLO (FM).

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 38 ET 4/1/74—Rec'd 5/28/74.  
**6. SPOT ANNOUNCEMENTS**

1 MIN. EA:	3 ti	6 ti
Mon thru Sat 5-9 am	270	250
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 pm	255	235
Mon thru Sat 1-2 pm	255	235
Mon thru Sat 2-3 pm	255	235
Mon thru Sat 3-4 pm	255	235
Mon thru Sat 4-5 pm	255	235
Mon thru Sat 5-6 pm	255	235
Mon thru Sat 6-7 pm	255	235
Mon thru Sat 7-8 pm	255	235
Mon thru Sat 8-9 pm	255	235
Mon thru Sat 9-10 pm	255	235
Mon thru Sat 10-11 pm	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am	255	235
Mon thru Sat 4-5 am	255	235
Mon thru Sat 5-6 am	255	235
Mon thru Sat 6-7 am	255	235
Mon thru Sat 7-8 am	255	235
Mon thru Sat 8-9 am	255	235
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am	255	235
Mon thru Sat 4-5 am	255	235
Mon thru Sat 5-6 am	255	235
Mon thru Sat 6-7 am	255	235
Mon thru Sat 7-8 am	255	235
Mon thru Sat 8-9 am	255	235
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am	255	235
Mon thru Sat 4-5 am	255	235
Mon thru Sat 5-6 am	255	235
Mon thru Sat 6-7 am	255	235
Mon thru Sat 7-8 am	255	235
Mon thru Sat 8-9 am	255	235
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am	255	235
Mon thru Sat 4-5 am	255	235
Mon thru Sat 5-6 am	255	235
Mon thru Sat 6-7 am	255	235
Mon thru Sat 7-8 am	255	235
Mon thru Sat 8-9 am	255	235
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am	255	235
Mon thru Sat 4-5 am	255	235
Mon thru Sat 5-6 am	255	235
Mon thru Sat 6-7 am	255	235
Mon thru Sat 7-8 am	255	235
Mon thru Sat 8-9 am	255	235
Mon thru Sat 9-10 am	255	235
Mon thru Sat 10-11 am	255	235
Mon thru Sat 11-12 pm	255	235
Mon thru Sat 12-1 am	255	235
Mon thru Sat 1-2 am	255	235
Mon thru Sat 2-3 am	255	235
Mon thru Sat 3-4 am		

# NEW YORK

New York City—Continued

## WPAT-FM

1957  
PATERSON, N. J.

**NAB** **RAB**

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under New York Urban Area, N. Y.)  
Media Code 4 233 6351 4.00  
Division of Capital Cities Broadcasting Corp., 1396  
Broad St., Clifton, N. J. 07013. Phone 201-472-  
6930. New York phone 212-688-9800.  
See affiliated AM station for additional information.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mc.  
Operating schedule: 5:30-1 am daily. EST.  
Antenna ht.: 870 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WPAT. See that listing for rates.

### TIME RATES

No. 30 Eff 5/17/74—Rec'd 5/17/74.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	5 ti	10 ti	15 ti
Sat & Sun 6 am-8 pm	85	80	75
30 sec: 80% of 1-min.			
10 sec (non-preemptible): 80% of 1-min.			
10 sec (preemptible): 60% of 1-min.			

(D)

## WPIX (FM)

1941

**Sekom, Inc.**

**NAB**

Media Code 4 233 5550 2.00  
A div. of WPIX, Inc., 220 E. 42nd St., New York,  
N. Y. 10017. Phone 212-883-6000.

**STATION'S PROGRAMMING DESCRIPTION**  
WPIX (FM): Programmed for mass appeal.  
MUSIC: 90% contemporary hits. NEWS: at :25, 6  
air personalities. COMMERCIAL POLICY: Maximum  
9 commercial minutes per hour. Contact Representative  
for further details. Rec'd 10/8/73.

**1. PERSONNEL**  
General Sales Manager—Dick Newman,  
Program Director—Neil McIntyre.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
ERP 3,400 w. (horiz.), 3,800 w. (vert.); 101.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,228 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 27,  
29a.  
Contracts: 40a, 41, 45, 46, 47a, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60l, 61a, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 5/17/74—Rec'd 6/8/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun  
noon-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 7 pm-  
midnight.  
A—Mon thru Fri 6-10 am; Sat & Sun 6 am-noon.

**6. SPOT ANNOUNCEMENTS**

PER WK, AAA	1 min	20/30	1 min	20/30	1 min	20/30
EA:	55	44	45	36	40	32
6 ti	50	40	40	32	35	28
12 ti	45	36	35	28	30	24
18 ti	45	36	35	28	30	24
24 ti	45	36	35	28	30	24
30 sec	50	40	32	24	25	20

10 sec: 50% of 1-min; when available.  
Rotating within time classes.

**7. PACKAGE PLANS**

PER WK, EA,	1/3AAA, 1/3AA, 1/3A	6 ti	12 ti	18 ti	24 ti
1 min.		35	30	27	24
20/30 sec.		28	24	22	19

10 sec: 50% of 1-min; when available.  
Rotating with time classes.

## WPLJ (FM)

1949

An ABC Owned Station

**ABC-FM** **spot sales, Inc.**

**NAB** **RAB** **NAFMD**

Media Code 4 233 5575 9.00  
American Broadcasting Co., Div. of American Broad-  
casting Companies, Inc., 1330 Avenue of the  
Americas, New York, N. Y. 10019.

Address all copy and/or transcripts to Continuity  
Director, WPLJ Radio, 1330 Avenue of the Ameri-  
cas, New York, N. Y. 10019. Phone 212-581-7777.

**STATION'S PROGRAMMING DESCRIPTION**  
WPLJ (FM): Programmed to a general young adult  
& teen audience.  
MUSIC: Contemporary popular albums & hit singles.  
Contact Representative for further details. Rec'd  
3/14/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Willard Lochridge.

**2. REPRESENTATIVES**  
ABC FM Spot Sales.

**3. FACILITIES**  
ERP 4,600 w.; 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,270 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10, 11, 12, 13, 14.  
Basic Rates: 20a, 22a, 23a, 24a, 29a, 31, 33d.  
Contracts: 40b, 45, 46.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
(\*) 60 days.

**TV facilities: WABC-TV.**  
Affiliated with American FM Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 4/29/74—Rec'd 5/6/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun  
6 am-midnight.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Sun midnight-2 am; Mon thru Fri  
10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK, AAA	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	75	60	65	52	55	44
6 ti	70	56	60	48	50	40
12 ti	65	52	55	44	45	36
18 ti	60	48	50	40	40	32
24 ti	55	44	45	36	35	28

**7. PACKAGE PLANS**

1/3AAA, 1/3AA, 1/3A:	12 ti	18 ti	24 ti
1 min.	600	810	960
30 sec.	480	648	768

Preemptible.

## WPOW

1924

Subscriber to the NAB Radio Code  
Media Code 4 233 5600 5.00  
WPOW, Inc., 305 E. 40th St., New York, N. Y.  
10016. Phone 212-687-8288.  
Other office—1111 Woodrow Rd., Staten Island, N. Y.  
10212. Phone 212-984-4600.

**STATION'S PROGRAMMING DESCRIPTION**  
WPOW: Programmed for adults and teens.  
Morning music primarily consists of middle-of-the-  
road recordings interspersed with religious records.  
Also feature religious programs produced both locally  
and nationally. Afternoons feature ethnic broadcasting  
in German, Polish, Czechoslovakian, Greek and  
Ukrainian languages. Czech programs all in English  
and headed to all faiths. Sun music features middle-  
of-the-road as well as popular religious recordings.  
Rec'd 12/13/67.

**1. PERSONNEL**  
Sta. Mgr. & Chief Eng.—Edgar Smith.  
Off. & Sales Mgr.—Richard Camp.  
Program Director—Arnold Brown.

**3. FACILITIES**  
5,000 w.; 1330 kc. Directional.  
Operating schedule: 4-8:30 am & 5-8 pm Mon thru  
Fri; 4-8:30 am; 6-11 am & 3-9 pm Sun. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4b, 4d, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 14c.  
Basic Rates: 20a, 22a, 23a, 24b, 29a, 32b.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 71a, 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 12/18/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	22	20/30 sec.	18
52x-15%	156x-20%	260x-25%	312x-30%

**DISCOUNTS**

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	275	165	110	85	55

**DISCOUNTS**

52x-15%	260x-25%	312x-30%
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## WQXR

1936

Media Code 4 233 5650 0.00  
Interstate Broadcasting Co., Inc., a subsidiary of The  
New York Times, 229 W. 43rd St., New York,  
N. Y. 10036. Phone 212-556-1144.

**STATION'S PROGRAMMING DESCRIPTION**  
WQXR: Programmed for general interest.  
MUSIC: Classical. Symphonic music 85% — re-  
cordings; tape, major symphonic orchestras, live &  
taped. 15% — semi-classic baroque, showtunes, folk  
music, opera programs employing air personalities  
with guests & interviews. Live opera 3%. NEWS:  
5-min at 6:30, 7:30 am & 5:30 pm; 10-min at 8 am,  
noon & 6 pm. Financial business & advertising news  
features M-F, 7:05, 7:35, 8:10 am & 6:10 pm. Contact  
Representative for further details. Rec'd 7/10/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Walter Neiman.  
Vice-President, Sales—Robert L. Krieger.

**2. REPRESENTATIVES**  
Radio Time Sales/International,  
Detroit—Michigan Spot Sales,  
Chicago—Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
50,000 w.; 1560 kc. Directional.  
Operating schedule: 6-1 am. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 8,  
8a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,  
23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32b, 33b.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 46, 47e,  
48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60k, 61a,  
62a.  
Cancellation: 70a, 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 82.  
Commercial ET's accepted subject to station policy.

**TIME RATES**  
No. 25 Eff 8/17/74—Rec'd 7/25/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
noon-6 pm.  
AA—Mon thru Fri 7-11 pm; Sat & Sun 6-11 pm.  
A—Mon thru Fri 10 am-3 pm & 11 pm-sign-off; Sat  
& Sun sign-on-noon & 11 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	15+	1 ti	10 ti	15+
1 x	80	75	70	65	62	60
500 x	65	62	60	55	52	50
1000 x	60	55	52	50	45	42

1 x..... 45 42 40  
500 x..... 40 35 32  
1000 x..... 35 30 27

2-min: 1-1/2x 1-min. 20 sec: 60% of 1-min.  
30 sec: 70% of 1-min. 10 sec: 50% of 1-min.  
1-min & 30-sec spots combinable for quantity dis-  
count but do not count toward discount on 1-min  
or 30-sec.

**7. PACKAGE PLANS**  
WEEKLY MINUTE PACKAGE PLANS

PLANS:	1 wk	13+
Beethoven 20 ti (10AAA, 5AA, 10A)	1250	1100
Brahms 15 ti (10AAA, 5AA, 5A)	1050	925
Mozart 15 ti (5AAA, 5AA, 5A)	950	850
Puccini 10 ti (4AAA, 2AA, 4A)	575	525
Schubert 10 ti (10A)	450	400
*Strauss 5 ti (1AAA, 1AA, 3A)	300	275

Double pkg receive 50% discount on 2nd pkg or  
lower priced pkg, whichever is applicable.  
(\*) May not be doubled for discount but is eligible  
when combined with a higher plan.  
30 sec: 70% of 1-min.

**CONVERSION:**  
3 spots to 2 of next higher class; 2 spots into 3 of  
next lower class.

**8. PROGRAM TIME RATES**

PER WK:	1 ti	2 ti	3 ti	5 ti
50 min.	460	425	400	375
1/2 hr	280	250	235	220
1/4 hr	185	170	160	150
5 min/less	135	130	125	120

A: 75% of above.

**CONSECUTIVE WEEK DISCOUNT**  
28 wk-5% 39 wk-10% 52 wk-15%

**9. PARTICIPATING PROGRAMS**  
Casper Citron—11:30 pm-midnight, per spot \$5.00.

**10. SPECIAL FEATURES**  
NEWS

PER WK:	1-4	5+ per wk
AAA	130	105 100 95
AA	110	90 85 80
A	95	70 65 60

Frequency discount for any 10 news programs per wk  
-5%; 15 per wk-10%; news roundups extra 10%.

**CONSECUTIVE WEEK DISCOUNT FOR FEWER  
THAN 5 PROGRAMS**

28 wk-5%	52 wk-10%
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Weather—spot rate plus announcer's fees.

## WQXR-FM

1939

Media Code 4 233 5651 8.00  
Interstate Broadcasting Co., Inc., a subsidiary of  
The New York Times, 229 W. 43rd St., New York,  
N. Y. 10036. Phone 212-556-1144.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,400 w. (horiz.); 3,800 w. (vert.); 96.3 mc.  
Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 1,220 ft. above average terrain.

**TIME RATES**  
When available, FM only may be purchased at 70%  
of applicable AM rate. See that listing.

## WRFM (FM)

1933

**Bonneville International Corporation**

**AVCO RADIO SALES**

Subscriber to the NAB Radio Code  
Media Code 4 233 5700 3.00  
Bonneville International Corp., 485 Madison Ave.,  
New York, N. Y. 10022. Phone 212-752-3323.

**STATION'S PROGRAMMING DESCRIPTION**  
WRFM (FM): Programmed for adults.  
MUSIC: 98% — middle-of-the-road, current popular,  
showtunes, standards. NEWS: 7%; 4 man news staff  
commentaries. COMMERCIAL POLICY: 7 announcements  
per hour. Contact Representative for further  
details. Rec'd 2/2/70.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—John C. Moler.  
National Sales Manager—Bill Calvert.  
Programming Director—Norma Sams.

**2. REPRESENTATIVES**  
Arco Radio Sales,  
Boston—Eckels & Queen, Inc.

**3. FACILITIES**  
ERP 5,200 w. (horiz.), 3,700 w. (vert.); 105.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,230 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4d, 5.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 22b, 28b, 28c.  
Contracts: 40c, 41, 42b, 45, 47a.  
Comb.: Cont. Discounts: 60b, 62a, 62c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Affiliated with Arco Group Plan.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 20 Eff 4/17/74—Rec'd 3/25/74.  
A—Mon thru Sun 5:30 am-8 pm.  
B—Mon thru Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti
A	95	90	85
B	80	75	70

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN, PER WK: 12 ti 20 ti  
1 min, ea. 95% of 1-min. 10 sec: 60% of 1-min.  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
Distributed 1/4 each 5:30-9 am, 9 am-3 pm, 3-8  
pm, 8 pm-midnight.

**10. SPECIAL FEATURES**  
Newscastrs—1-1/4x 1-min.

## WRVR (FM)

1961

**NAFMD**

Media Code 4 233 5725 0.00  
Riverdale Broadcasting Co., Inc., 85 Claremont Ave.,  
New York, N. Y. 10027. Phone 212-749-5400.

**STATION'S PROGRAMMING DESCRIPTION**  
WRVR (FM): Programmed for general interest.  
MUSIC: jazz M-F 6 am-6:15 pm, 8 pm-midnight &  
midnight-6 am. Sat 6-9 am, 11 am-7 pm, 8 mid-  
night, midnight-7 am. Sun 7-9:30 am, 1-6 pm,  
12:30-6 pm. NEWS: 5 min at :15 7 am-5 pm &  
12:15 & 3:15 am & 45 min participation at 6:15 pm.  
Personalities & listener participation at 6:15 pm.  
Week-ends: 5 min newscast at 12:15 & 3:15 am.  
Public affairs programs Sat 9-11 am, Sun 9:30-  
10:30 am, 6-7 pm, 11:30 pm-12:30 am. RELIGION:  
10:30 am-1 pm & 8-9:15 pm services; 7-8 pm re-  
ligious oriented public affairs, 9:15-10 pm listener  
generated topics; 10:15-30 pm music. Contact Repre-  
sentative for further details. Rec'd 5/3/74.

**1. PERSONNEL**  
General Manager—Robert A. Orenbach.  
Program Director—Barney Lane.  
News Director—Michael Hanson.

**2. REPRESENTATIVES**  
Radio Partners, Inc.

**3. FACILITIES**  
ERP 5,400 w. (horiz.), 3,850 w. (vert.); 106.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,218 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations.  
General: 1a, 2a, 3a, 3d, 4a, 5.  
Rate Protection: 10c, 11c.  
Basic Rates: 20a, 20b, 21b.  
Contracts: 41, 45.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 8/12/74.

AA—Mon thru Fri 3 pm-midnight.  
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-  
midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	12 ti	18 ti	24 ti	36+
1 min.	45	40	35	30	24
30 sec.	36	32	28	24	18

CLASS A

1 min.	36	32	28	24	18
30 sec.	28	25	22	19	15

10 sec: 60% of 1-min; not combinable.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—50% AA, 50% A  
PLAN, PER WK: 15 25 35  
1 min, ea. 25 20 16  
30/10 sec: 80% of 1-min

**52-WEEK BULK**

PER YR:	500x	1000x	1500x
Discount	5%	10%	15%

**9. PARTICIPATING PROGRAMS**  
Jazz by Request—Mon thru Sun midnight-6 am:  
PER WK: 18 ti 30 ti 48 ti  
1 min. 180 255 360  
Festival of Old-Time Radio—Mon thru Fri 7-8 pm:  
Full sponsorship, ea. 225 (\*), ea. 125  
(\* Shared sponsorship: Incl open & close (both  
sponsors) plus 2 1-min spots (both sponsors) ea  
1/2-hr program; daily rotation.  
Spot adjacencies: AA rate plus 10%.

**10. SPECIAL FEATURES**  
News in Depth—Mon thru Fri 6:15-7 pm. AA rate  
plus 20%.

## WTFFM (FM)



**2. REPRESENTATIVES**  
 The Sandberg-Glenn Company.  
 Detroit—Pearse Sales  
 St. Louis—Kansas City—Eugene F. Gray Co.  
 Seattle—Hugh Fullis & Associates.  
 Boston—New England Spot Sales, Inc.  
 Dallas—Mario Messina Company.

**3. FACILITIES**  
 ERP 7,000 w., horiz. & vert.: 108.5 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 1,000 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 12a, 13a, 14a, 15a, 15b.  
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a.  
 Contracts: 40a, 41, 42d, 44a, 44b, 46, 47e, 48, 49,  
 50, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61b,  
 62b, 62d.  
 Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
 Prod. Services: 80, 82.

**TIME RATES**  
 No. 9 ET 8/17/73—Rec'd 2/5/73.  
 AAA—Mon thru Sun 10 am-10 pm.  
 AA—Mon thru Sun 6-10 am & 10 pm-midnight.  
 A—Mon thru Sun midnight-6 am.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	70.00	56.00	65.00	52.00	—	—
12 ti	55.00	44.00	50.00	40.00	27.50	22.00
18 ti	50.00	40.00	45.00	36.00	25.00	20.00
24 ti	45.00	36.00	40.00	32.00	22.50	18.00
24 ti	40.00	32.00	35.00	28.00	20.00	16.00

(\*) Fixed position for AAA & AA.

**TAP**

PER WK:	1 min	30 sec	1 min	30 sec
12 ti (3 6-10 am, 3 10-3 pm, 3 3-10 pm, 3 10-midnight)	45	—	—	—
18 ti (4 6-10 am, 5 10-3 pm, 5 3-10 pm, 4 10-midnight)	40	—	—	—
24 ti (6 6-10 am, 6 10-3 pm, 6 3-10 pm, 6 10-midnight)	35	—	—	—

**BULK PLAN**

	104x	156x	260x	520x
1 min	58.00	52.00	45.00	40.00
30 sec	46.50	41.50	36.00	32.00

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**10. SPECIAL FEATURES**  
 5-MINUTE NEWSCASTS

PER WK:	1 ti	5 ti	10 ti
6 am-midnight	95	80	70
Midnight-6 am	75	65	55

**WYNJ**  
 1947  
 NEWARK, N. J.



**RAB**

(This is a paid duplicate of the listing appearing under Newark, N. J.)  
 Media Code 4 231 5145 5.00  
 Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.  
 All copy & instructions: Traffic Dept., above address.  
 Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
 WVNJ: Programmed for adults 25-49 desiring vocal music.  
 MUSIC: vocal versions of standard and contemporary songs primarily by established artists. NEWS: local and regional at :30. Contact Representative for further details. Rec'd 4/18/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.  
 National Sales Manager—Allan Klammer.  
 New Jersey Sales Manager—Barry Walden.

**2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
 5,000 w.; 970 kc. Directional—separate patterns day and night.  
 Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 12a, 13a, 14a, 15a.  
 Basic Rates: 20b, 21a, 21d, 22b, 23a, 24c, 25a.  
 Contracts: 40c, 41, 45, 46, 51b.  
 Comb.: Cont. Discounts: 60a, 60i.  
 Cancellation: 70a, 70c, 71a, 72a, 73b.  
 Prod. Services: 82.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 No. 31 ET 10/15/73—Rev 5/1/74—Rec'd 4/30/74.  
 AA—Mon thru Sat 5:30-9:30 am & 3:30-8 pm.  
 A—Mon thru Sat 9:30 am-3:30 pm & 8 pm-midnight; Sun all day.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

FIXED:	AA	B	A	B
6 ti	70	60	40	56
12 ti	65	55	35	52
18 ti	59	49	29	48
24 ti	52	42	22	44

**7. PACKAGE PLANS**  
 SATURATION, PER WK, 1 MIN: Ea  
 10 ti (AAA, 6A) 49  
 20 ti (AAA, 12A) 32

**8. PROGRAM TIME RATES**

1 per wk/13 wks	1/4 hr	1/2 hr	1 hr
26 wk—5%	160	275	400
52 wk—10%	—	—	—

**10. SPECIAL FEATURES**  
 5-MIN NEWSCASTS, FIXED: AA A 75  
 6 ti 90 75  
 12 ti 78 64 (D)



(This is a paid duplicate of the listing appearing under Newark, N. J.)  
 Media Code 4 231 5140 3.00  
 Newark Broadcasting Corp., 621 W. Mount Pleasant Ave., Livingston, N. J. 07039. Phone 201-994-9191.  
 All copy & instructions: Traffic Dept., above address.  
 Sales Office: WVNJ National Sales, 274 Madison Ave., New York, N. Y. 10016. Phone 212-349-1111.

**STATION'S PROGRAMMING DESCRIPTION**  
 WVNJ-FM: Programmed for adults 25-49 preferring instrumental music.  
 MUSIC: quarter-hour segments of standard & popular, restricted in quality and quantity of messages.  
 NEWS: local and regional at :30. Contact Representative for further details. Rec'd 4/18/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Roy M. Schwartz.  
 National Sales Manager—Allan Klammer.  
 New Jersey Sales Manager—Barry Walden.

**2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
 ERP 24,000 w. (horiz.), 16,000 w. (vert.); 100.3 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 686 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 12c, 14c.  
 Basic Rates: 20b, 22a, 22b, 23a, 24c, 25a.  
 Contracts: 40c, 41, 45, 46, 51b.  
 Comb.: Cont. Discounts: 60a, 60i.  
 Cancellation: 70a, 70c, 72, 73a, 73b.  
 Prod. Services: 82.

**TIME RATES**  
 No. 31F ET 5/1/74—Rec'd 4/30/74.

**6. SPOT ANNOUNCEMENTS**

EA:	10 ti	20 ti
1 min or less	28	23

(D)

**WWDJ**

1926  
 HACKENSACK, N. J.  
 (This is a paid duplicate of the listing appearing under New York Urban Area.)  
 Media Code 4 233 6443 9.00  
 Pacific & Southern Co., Inc., Box 970, Hackensack, N. J. 07602. Phone 201-343-5097.

**STATION'S PROGRAMMING DESCRIPTION**  
 WWDJ: Programmed for general audience.  
 Religious inspirational format featuring national & local ministries. NEWS: local & national at :15.  
 Public affairs talk show when available. Rec'd 4/25/74.

**1. PERSONNEL**  
 President—John Tyler.  
 General Manager—Lazar Emanuel.  
 Station Manager—Larry Wasserstein.

**3. FACILITIES**  
 5,000 w.; 970 kc. Directional day and night.  
 Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 11f, 12f, 13f, 14f, 15a.  
 Basic Rates: 20b, 21b, 22b, 23c, 30b, 32b, 33d.  
 Contracts: 40a, 41, 42a, 44a, 46, 51c.  
 Comb.: Cont. Discounts: 60a, 60i, 62d.  
 Cancellation: 70a, 70c, 71a, 72a.  
 Prod. Services: 81.

**TIME RATES**  
 No. 1 ET 4/1/74—Rec'd 4/25/74.  
 A—Sun 6 am-midnight.  
 B—Mon thru Sat 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	55	50	45	40
30 sec	44	40	36	32

**8. PROGRAM TIME RATES**

	CLASS A	CLASS B	CLASS C	CLASS D
1 hr	400	350	320	280
1/2 hr	300	280	260	240
1/4 hr	225	205	190	175
5 min	125	120	115	105

**WWRL**

1926  
 Bernard Howard & Co., Inc.

**Independent Black**  
 A Sending Station  
 Media Code 4 233 5850 6.00  
 WWRL, Inc., 41-30 58th St., Woodside, N. Y. 11377.  
 Phone 212-335-1600.

**STATION'S PROGRAMMING DESCRIPTION**  
 WWRL: Programmed for Negro listener.  
 ENTERTAINMENT 6 am-10 pm employing air personalities, audience telephone participation and rhythm & blues music. 10 pm-12M air personalities and gospel music. NEWS: 6 min at :40 past hour, headlines at :20 past hour. National, international,

local area and community news. 8 man news department. Editorialize 8 times daily and participate in fund drives for community activities, boys clubs, little leagues. Community events featured 12 times daily. Air personalities available for remote pickups at store openings. Contact Representative for further details. Rec'd 1/29/71.

**1. PERSONNEL**  
 President—Egmont Sanderling.  
 Exec. Vice-Pres. & Gen'l Mgr.—Mark Olds.  
 Vice President Sales—Arthur Harrison.

**2. REPRESENTATIVES**  
 Bernard Howard & Co., Inc.

**3. FACILITIES**  
 5,000 w.; 1600 kc. Directional. Separate patterns day and night.  
 Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c.  
 Basic Rates: 20b, 21d, 22a, 23a, 24b, 25c, 27, 28a, 29a.

Contracts: 40a, 41, 44a, 46, 51c.  
 Comb.: Cont. Discounts: 60b, 61a, 62d.  
 Cancellation: 70a, 70c, 71a, 72.

Affiliated with Bernard Howard Black Radio Network. In the event of revision of station rates, any continuous, week to week broadcasts under the advertiser's contract may be extended at the rates and discounts herein shown without penalty of abort rate or loss of discounts on previous broadcasts for a period of not more than 20 weeks from the effective date of such revision. All products and/or services and the advertising continuity thereof are subject to WWRL acceptance before broadcast.

**TIME RATES**  
 No. 26 ET 8/1/71—Rec'd 6/28/71.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat 8 am-3 pm; Sun 11 am-2 pm.  
 B—Mon thru Fri 9 pm-midnight; Sat 6-3 am & 3 pm-midnight; Sun 2-9 pm.

**7. PACKAGE PLANS**

**1 WEEK CLASS AA**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	74	58	57	56	53
30 sec	56	44	43	40	39
10 sec	37	29	29	27	26

**CLASS A**

1 min	30 sec	10 sec
61	48	47
46	37	36
30	24	24

**CLASS B**

1 min	30 sec	10 sec
48	39	38
37	29	28
24	20	19

**13 WEEKS CLASS AA**

1 min	30 sec	10 sec
70	56	55
53	42	40
36	27	27

**CLASS A**

1 min	30 sec	10 sec
59	46	45
44	35	34
29	23	23

**CLASS B**

1 min	30 sec	10 sec
47	37	36
37	28	27
23	19	18

**26 WEEKS CLASS AA**

1 min	30 sec	10 sec
68	53	51
51	40	39
34	26	25

**CLASS A**

1 min	30 sec	10 sec
57	44	43
43	34	33
28	22	22

**CLASS B**

1 min	30 sec	10 sec
45	35	34
34	26	25
23	18	17

**39 WEEKS CLASS AA**

1 min	30 sec	10 sec
65	50	49
49	38	37
25	25	23

**CLASS A**

1 min	30 sec	10 sec
55	42	41
41	32	30
27	21	21

**CLASS B**

1 min	30 sec	10 sec
44	34	33
35	24	23
22	17	16

**52 WEEKS CLASS AA**

1 min	30 sec	10 sec
62	45	44
46	34	33
32	23	23

**CLASS A**

1 min	30 sec	10 sec
51	38	37
39	28	27
26	19	18

**CLASS B**

1 min	30 sec	10 sec
42	32	30
32	24	22
21	16	15

1-minute and 30-seconds may be combined for package frequency.

**RATEHOLDER**  
 Minimum 6 1-minute spots in AA, A or B only.

**WXLO (FM)**

1941  
**Stereo**

**RAB** **NAFMD**  
 An RKO General Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 233 5882 1.00  
 RKO General, Inc., 1440 Broadway, New York, N. Y. 10018. Phone 212-764-6621.  
 See affiliated AM station for additional information.  
 AM facilities: WOR.

**1. PERSONNEL**  
 General Manager—Rick Devlin.  
 General Sales Manager—Susan Couch.  
 Program Director—Jerry Clifton.

**2. REPRESENTATIVES**  
 RKO Radio Representatives, Inc.

**3. FACILITIES**  
 ERP 5,400 w. (horiz.), 3,850 w. (vert.); 98.7 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 1,250 ft. above average terrain.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 8/15/74—Rec'd 8/26/74.

**6. SPOT ANNOUNCEMENTS**  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
 A—Mon thru Sat 6-10 am; Sun 9-10 am.  
 B—Mon thru Fri 10 am-3 pm.  
 C—Mon thru Sun midnight-6 am.

	1 min	B	C	AA	30/10 sec	A	B	C
1 ti	100	80	60	30	80	94	48	24
6 ti	95	75	55	28	76	60	44	22
12 ti	90	70	50	25	72	56	40	20
17 ti	85	65	45	21	68	52	36	17
24+...	80	60	40	15	61	48	32	12

Within 7 days.

**7. PACKAGE PLANS**  
 WEEKLY CIRCULATION PREEMPTIBLE  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
 A—Mon thru Sat 6-10 am.  
 B—Mon thru Fri 10 am-3 pm.

PER WK, 1/3AA, 1/3A, 1/3B:

1 min	18 ti	24 ti
600	810	960
480	648	768

WCP cannot contribute toward additional weekly frequency. Rate protection: 30 days.

**STATIONS AND GROUPS IN NEW YORK URBAN AREA**  
 Greater New York Radio Group



**ata** Alan Torbet Associates, Inc.  
 Comprised of:  
 Non-Interconnected Stations

WGBB—Freeport-Hempstead, L. I., N. Y.  
 WGSN—Huntington, L. I., N. Y.  
 WCFC, WQMR (FM)—New Brunswick, N. J.  
 WFAS—White Plains, N. Y.

# NEW YORK

New York Urban Area—Continued  
Long Island Network



Alan Torbet  
Associates, Inc.

Comprised of:  
Interconnected by Tape Stations  
WGCB—Freeport  
Hempstead, L. I., N. Y. WGSN—Huntington,  
L. I., N. Y.  
Media Code 4 233 5880 3.00  
Business Office—509 Madison Ave., New York, N. Y.  
10022. Phone 212-752-1455.

1. PERSONNEL  
General Manager—Philip H. Roberts.  
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
4. AGENCY COMMISSION  
15%  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22b, 23a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f.  
Cancellation: 70a, 70c, 71a.  
Member: Greater New York Radio Group.

TIME RATES  
No. 10 Eff 4/15/71—Rec'd 5/7/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
PER WK: CLASS AA 12 ti 18 ti 24 ti 30 ti  
1 min. 68.00 64.00 61.00 58.00  
20/30 sec. 54.40 51.20 48.80 46.40  
ID's 34.00 32.00 30.50 29.00  
CLASS A 1 min. 56.00 53.00 51.00 49.00 48.00  
20/30 sec. 42.40 40.80 39.20 38.80  
ID's 28.00 26.50 25.50 24.50 23.00  
CLASS B 1 min. 52.00 49.00 47.00 45.00 43.00  
20/30 sec. 41.80 39.20 37.60 36.00 34.40  
ID's 26.00 24.50 23.50 22.50 21.50

7. PACKAGE PLANS  
DRIVE AND WEEKEND PLAN  
8-10 am Mon thru Sat. 4 8  
3-7 pm Mon thru Sat. 4 8  
10 am-3 pm Sat. 2 4  
Noon-7 pm Sun. 2 4  
Total 12 ti 24 ti  
1 min. 636.00 1200.00  
20/30 sec. 508.80 960.00

SATURATION PLAN  
6-10 am Mon thru Sat. 3 6  
10 am-3 pm Mon thru Sat. 6 12  
3-7 pm Mon thru Sat. 3 6  
7 pm-midnight Mon thru Sat. 3 6  
10 am-midnight Sat. 3 6  
Noon-8 pm Sun. 3 6  
Total 21 ti 42 ti  
1 min. 987.00 1806.00  
20/30 sec. 789.60 1444.80  
10 sec: 50% of 1-min.

## Masla Suburban Group

Jack Masla & Company, Inc.

Comprised of:  
Non-Interconnected Stations  
WGLI—Babylon, N. Y. WBLI (FM)—Patchogue,  
WGCH—Greenwich, N. Y.  
Conn. WHUD (FM)—Peekskill,  
N. Y.  
WHLI—Hempstead,  
N. Y. WLNA—Peekskill, N. Y.  
WVJN—Mount Kisco,  
N. Y.  
Media Code 4 233 5887 3.00  
Business Office—Jack Masla & Co., Inc., 666 Fifth  
Ave., New York, N. Y. 10019. Phone 212-489-  
1250.

1. PERSONNEL  
Eastern Sales Manager—Stanley Feinblatt.  
2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
4. AGENCY COMMISSION  
15%  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 27, 28a,  
29a, 29b, 30, 32b, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
50, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

TIME RATES  
No. 12 Eff 7/1/74—Rec'd 6/17/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
all day.  
A—Mon thru Fri 10 am-3 pm; all other times.  
Phase 1—WHLI, WHUD (FM), WLNA, WGCH.  
Phase 2—WGLI, WVJN, WBLI (FM).

6. SPOT ANNOUNCEMENTS  
1-12 WEEKS  
PER WK: CLASS A 6 ti 12 ti 16 ti 6 ti 12 ti 16 ti  
1 min. EA: 67.00 64.50 62.00 51.50 50.00 47.50  
Phase I..... 54.00 47.00 46.00 42.00 39.00 36.00  
13 WEEKS  
Phase I..... 64.50 61.50 59.00 49.50 46.00 43.50  
Phase II..... 49.00 46.00 45.00 39.00 38.00 35.50  
52 WEEKS  
Phase I..... 61.50 59.00 55.50 45.00 43.50 39.00  
Phase II..... 47.00 45.00 44.00 37.00 37.00 35.00  
7. PACKAGE PLANS  
50/50 PLAN—1/2AA, 1/2A  
EA 1 wk 11 13 wk 11 52 wk 11  
PHASE: I II I II I II  
Plan 6..... 59.25 48.00 57.00 44.00 53.25 42.00  
Plan 12..... 57.25 43.00 53.75 42.00 51.50 40.50  
Plan 18..... 54.75 41.00 51.25 40.75 47.25 38.50

# WALK WALK-FM PATCHOGUE, N. Y.

See listing under Patchogue, N. Y.

## WBAB WBAB-FM 1957 1958

BABYLON  
Media Code 4 233 5900 3.00  
Babylon-Bayshore Broadcasting Corp., Route 109,  
Babylon, Long Island, N. Y. 11704. Phone 516-  
661-4000.

STATION'S PROGRAMMING DESCRIPTION  
WBAB: Programmed for mass appeal.  
MUSIC: contemporary. NEWS: local, state, national  
& international; consumer reports, community late-  
line & news hlmps 5-9 am; traffic & railroad re-  
ports in drive time; local news conditions & head-  
lines; public service & public affairs for area's young  
adults. ENTERTAINMENT: old-time radio shows  
mysteries, live rock concerts. Rec'd 6/7/74.

1. PERSONNEL  
President—Muriel Horenstein.  
Vice-Pres. & Gen'l Mgr.—Larry Walsh.  
Program Director—Mark Alan.  
3. FACILITIES  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM—ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3  
mc. Stereo.  
Antenna ht.: 175 ft. above average terrain.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15% net time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 25a, 26, 28a, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 61b,  
62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

TIME RATES  
No. 11 Eff 7/1/74—Rec'd 6/7/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight &  
all other times except Features.  
6. SPOT ANNOUNCEMENTS  
WITHIN CONTRACT YEAR: CLASS AAA 500x 1000x  
PER WK: 6 ti 12 ti 16 ti 24 ti 30 ti  
1 min. 31.20 28.08 24.96 21.84 18.74  
30 sec. 23.40 21.06 18.72 16.38 14.04  
CLASS A 1 min. 25.20 22.68 20.16 17.04 15.12  
30 sec. 18.84 17.04 15.12 13.20 11.40

## WBLI (FM) 1951 PATCHOGUE

Beck-Ross Communications, Inc.  
Media Code 4 233 5925 6.00  
WBLI, Inc., a division of Beck-Ross Commu-  
nications, Inc., 31 W. Main St., Patchogue, L. I.,  
N. Y. 11772. Phone 516-689-1290. New York 212-  
297-9393.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Martin F. Beck.  
Station Manager—Jay I. Mitchell.  
National Sales Manager—James E. Champlin.  
2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
New England—Creed Associates, Inc.  
3. FACILITIES  
ERP 10,000 w. (horiz.), 10,000 w. (vert.); 106.1 mc.  
Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 500 ft. above average terrain.  
4. AGENCY COMMISSION  
15%  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 21b, 21d, 22b, 23a, 25a, 27, 29a,  
33b.  
Contracts: 40a, 41, 46, 49, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM facilities: WGLI, Babylon.  
Member: The Beck-Ross Group; Masla Suburban  
Group.

TIME RATES  
No. 11/1/74—Rec'd 12/10/73.  
AAA—Sun thru Sat 10 am-midnight.  
AA—Sun thru Sat 5-10 am & midnight-1 am.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
1 MIN/LESS: 6 ti 12 ti 18 ti 24 ti  
AAA ..... 37 35 33 31  
AA ..... 30 28 27 25  
A ..... 14 13 12 11  
7. PACKAGE PLANS  
TAP, 1/2 AAA, 1/2 AA: 6 ti 12 ti 18 ti 24 ti  
1 min/less ..... 31 29 28 26

## WBRW 1971 SOMERVILLE, N. J.

Bob Dore Associates, Inc.  
Media Code 4 233 5937 1.00  
Somerset Valley Broadcasting Co., Inc., Box 1170,  
Somerville, New Jersey 08876. Phone 201-725-  
1170.  
1. PERSONNEL  
General Manager—William R. Price, Jr.  
2. REPRESENTATIVES  
Bob Dore Associates, Inc.

3. FACILITIES  
500 w. days; 1170 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
4. AGENCY COMMISSION  
15%  
5. GENERAL ADVERTISING See coded regulations  
Except AAAA copyrighted contract.  
TIME RATES  
No. 1 Eff 8/1/72—Rec'd 6/15/72.  
6. SPOT ANNOUNCEMENTS  
PER WK: 5 ti 10 ti 20 ti 30 ti 50 ti  
1 min. 20.00 18.00 16.50 15.50 13.00  
30 sec. 17.00 15.50 14.00 13.00 11.00  
PER MO: 50 ti 100 ti 200 ti  
1 min. 16.50 13.50 13.50  
30 sec. 14.00 11.00 10.00  
PER YR: 1x 100x 300x 500x 750x 1000x 2000x  
1 min. 21.00 19.00 17.00 16.00 15.00 12.00 9.50  
30 sec. 17.50 16.50 14.50 13.50 12.50 10.50 9.00

8. PROGRAM TIME RATES  
5 min: 1-1/2 x 1-min.  
10. SPECIAL FEATURES  
NEWS REPORTS: 1x 150x 300x  
5 min. 29 34 22  
10 min. 43 33 30  
1/4 hr. 54 43 39

## WCTC WQMR (FM)

NEW BRUNSWICK, N. J.  
See listing under New Brunswick, N. J.

## WCTO (FM)

1970  
SMITHTOWN

Greater Media Station  
Century National Sales  
RAB  
Media Code 4 233 5950 4.00  
WCTO-Stereo, Box 697, Long Island, N. Y. 11746.  
Phone 516-423-6729.

STATION'S PROGRAMMING DESCRIPTION  
WCTO (FM): MUSIC: adult, popular—fully orches-  
trated, heavily instrumental, modern selections  
blended with familiar standards. 15 min uninter-  
rupted music segments separated by showcased com-  
mercial breaks. COMMERCIAL POLICY: no more  
than 7 commercials in any hour with at least 52  
minutes of music. NEWS: 1 min at :30. Contact  
Representative for further details. Rec'd 1/24/72.

1. PERSONNEL  
General Manager—Richard J. Scholten.  
Sales Manager—Neil Ward.  
Operations Manager—Paul Fleishman.  
2. REPRESENTATIVES  
Century National Sales.  
3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.  
4. AGENCY COMMISSION  
18% time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 12c.  
Basic Rates: 20a, 22b, 23a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a.  
AM facilities: WGSN, Huntington.

TIME RATES  
No. 2 Eff 5/1/73—Rec'd 3/30/73.  
AAA—10 am-8 pm.  
AA—5-10 am & 8 pm-midnight.  
A—Midnight-5 am.  
6. SPOT ANNOUNCEMENTS  
1 MIN/LESS: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA ..... 40.00 37.50 35.00 32.50 30.00  
AA ..... 33.00 30.50 28.00 26.50 24.50  
A ..... 12.50 11.25 10.00 9.25 8.25  
(\*) 500x.  
(†) 1000x.

## WFAS 1932 WHITE PLAINS

Alan Torbet Associates, Inc.  
Media Code 4 233 5975 1.00  
Division of Courland Broadcasting Corp., Box 551,  
White Plains, N. Y. 10602. Phone 914-693-2400.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—William S. Jaeger.  
General Sales Manager—John A. Winkel.  
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
3. FACILITIES  
1,000 w. days; 350 w. nights; 1330 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15/0. 15th of following month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: \*11b, \*12b, \*13b, \*14b.  
Basic Rates: 20a, 21b, 22b, 23a, 24b, 24c, 25a, 29a,  
29a, 30, 32b.  
Contracts: 40c, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50,  
51a.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
(\*): Provided that advertising equalling the weekly  
dollar equivalent of 3 Class B announcements is  
actually running at time of effective date of im-  
crease.  
FM facilities: WWYD (FM).  
Affiliated with American Entertainment Network.  
Member: Greater New York Radio Group.

TIME RATES  
No. 11 Eff 7/1/70—Rec'd 6/1/70.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sun 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.  
Midnight-6 am Sun on request.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA ..... 40 39 38 37 36  
AA ..... 36 35 34 33 32  
A ..... 28 27 26 25 24  
B ..... 18 17 16 15 14  
30 sec: 80% of 1-min.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLANS  
PER WK: En  
12 Plan (2AAA, 4AA, 4A, 2B) ..... 28  
18 Plan (3AAA, 6AA, 6A, 3B) ..... 26  
24 Plan (4AAA, 8AA, 8A, 4B) ..... 34  
10. SPECIAL FEATURES  
5-MINUTE NEWS, SPORTS, FINANCIAL NEWS  
AAA and AA applicable 1-min, plus ..... 14.00  
A and B applicable 1-min, plus ..... 10.00  
2-MINUTE NEWS OR SPORTS HEADLINES  
WESTCHESTER WEATHER, TRAFFIC  
AAA and AA applicable 1-min, plus ..... 10.00  
A and B applicable 1-min, plus ..... 7.00

## WGBB 1924 FREEPORT

A Susquehanna Station  
RAB

Media Code 4 233 6000 7.00  
Nassau Radio Corp., Broadcast Plaza, Merrick, N. Y.  
11566. Phone New York City—212-658-6011;  
Nassau—516-623-1240.  
Other office: Suite 512, 509 Madison Ave., New  
York, N. Y. 10022. Phone 212-421-5840

1. PERSONNEL  
Vice-President—Arthur W. Carlson.  
Vice-Pres. Gen'l Mgr.—James K. Hackett.  
General Sales Manager—Jim Davey.  
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Greater New York Radio Sales: See Rep. & S/O pages.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 24 hours. EST.  
4. AGENCY COMMISSION  
15% on station time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a,  
27, 28b, 29b, 32b, 33c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Greater New York Radio Group, Long  
Island Network.

TIME RATES  
No. 9 Eff 11/1/70—Rec'd 10/30/70.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm & 7-11 pm; Sun all  
day.  
C—Sun thru Sat 11 pm-6 am.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
(Fixed position within 1 hr)  
12 ti 24 ti 48 ti 100 ti 500 ti  
AA ..... 40 38 35 35 35  
A ..... 37 35 32 32 32  
B ..... 30 28 25 23 20  
C ..... 15 13 10 8 6  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLANS  
Plan: 12 24 36  
Mon thru Sat 6-10 am ..... 2 4 6  
Mon thru Sat 10 am-3 pm ..... 3 6 9  
Mon thru Sat 3-7 pm ..... 2 4 6  
Sun thru Sat 7-11 pm ..... 2 4 6  
Sun noon-7 pm ..... 2 4 6  
Sun thru Sat 11 pm-6 am ..... 1 2 4  
1 min. ea. .... 30 23 10

SATURATION PLANS—ROS  
PER MO: 1 ti 25 ti 50 ti 100 ti 150 ti 200 ti  
1 min. .... 30 25 20 17 16 15  
PER YR: 250x 500x 750x 1000x  
1 min. .... 25 21 18 15  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
CONSISTENT USAGE DISCOUNT  
3 mo/13 wk—5% 6 mo/26 wk—10%  
12 mo/52 wk—15%  
6 units per week minimum.  
10. SPECIAL FEATURES  
5 min News, Sports, Features—1-1/2x applicable 1-  
min.  
3-min Headlines, Weather, Features—1-1/4x appli-  
cable 1-min.  
(New York Urban Area continued next page)



**WGLI**  
1958  
BABYLON



Beck-Ross Communications, Inc.  
Subscriber to the NAB Radio Code

Media Code 4 233 6050 2.00  
WGLI, Inc., a division of Beck-Ross Communications, Inc., 1290 Peconic Ave., Babylon, L. I., N. Y. 11704. Phone 516-669-1290. New York phone 212-297-9393.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Martin F. Beck  
Vice-Pres. & Sta. Mgr.—Herbert Utenheller  
National Sales Manager—James E. Champlin
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Creed Associates, Inc.
- 3. FACILITIES**  
5,000 w. day; 1,000 w. night; 1290 kc. Directional.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15%

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 25a, 27, 29a, 33b.  
Contracts: 40a, 41, 46, 49, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60l.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: WBLI (FM), Patchogue.  
Affiliated with American Entertainment Network.  
Member: Masla Suburban Group, The Beck-Ross Group.

- TIME RATES**  
No. 16 Eff 5/1/74—Rec'd 5/16/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Daily 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- |        |    |     |      |      |
|--------|----|-----|------|------|
| 1 min: | 1x | 52x | 104x | 260x |
| AA     | 30 | 27  | 25   | 23   |
| A      | 25 | 23  | 21   | 19   |
| B      | 21 | 19  | 17   | 15   |

- 7. PACKAGE PLANS**  
MULTI-SPOT WEEKLY DISCOUNT PLAN
- |       |       |       |       |
|-------|-------|-------|-------|
| WKLY: | 12 ti | 18 ti | 24 ti |
| AA    | 25    | 23    | 21    |
| A     | 21    | 19    | 17    |
| B     | 17    | 15    | 13    |
- TAP
- |  |         |     |           |
|--|---------|-----|-----------|
| Plan I (1/3AA, 1/3A, 1/3B)                     | 20      | 18  | 16        |
| Plan II (1/2AA, 1/2B and/or all day Sat & Sun) | 21      | 19  | 17        |
| 20/30 sec: 80% of 1-min.                       | 10 sec: | 50% | of 1-min. |

- 8. PROGRAM TIME RATES**
- |         |     |     |     |      |      |      |
|---------|-----|-----|-----|------|------|------|
| 1/2 hr. | 1x  | 26x | 52x | 104x | 260x | 512x |
| 1/4 hr. | 110 | 95  | 90  | 85   | 80   | 75   |
| 10 min. | 70  | 62  | 59  | 56   | 53   | 50   |
| 5 min.  | 51  | 44  | 42  | 40   | 38   | 36   |
| A       | 39  | 34  | 32  | 30   | 28   | 26   |
| 1/2 hr. | 85  | 75  | 70  | 65   | 60   | 55   |
| 1/4 hr. | 57  | 51  | 49  | 47   | 45   | 43   |
| 10 min. | 41  | 36  | 34  | 32   | 30   | 28   |
| 5 min.  | 30  | 26  | 24  | 23   | 20   | 18   |
| B       | 24  | 21  | 19  | 17   | 15   | 13   |

- 10. SPECIAL FEATURES**  
5-min News, Sports, Features—1-1/2 x applicable 1-min rate.

**WGSM**  
1951  
HUNTINGTON

A Greater Media Station



Alan Torbet Associates, Inc.

**RAB**

Media Code 4 233 6190 5.00  
WGSM, Inc., 900 Walt Whitman Rd., Melville, Long Island, N. Y. 11746. Phone 516-423-0740.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSM: Programming adult general.  
MUSIC: MOR—general popular, 50%; standards, 50%. NEWS: 10 min at 5:15 min at 7:15 am and 5:45 pm. Operates with seven newsmen, fifty stringers, one mobile unit, one fixed wing aircraft, six meteorologists feature this specific area's weather. National, international, regional and local editorials. Daily features: this specific area's fishing, boating, theatre, sports, gardening, golf, pet news and road conditions. SPORTS: high school and college football, daily sportscast 5:15 pm. Contact Representative for further details. Rec'd 3/2/72.

- 1. PERSONNEL**  
General Manager—Richard J. Scholem  
General Sales Manager—Ray Adell  
National Sales Manager—Philip Boberts
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Greater New York Radio Sales: See Rep. & S/O pages.
- 3. FACILITIES**  
5,900 w. days (1,900 w. critical hours); 740 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22b, 23a, 29a.  
Contracts: 40c, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f.  
Cancellation: 70a, 70e, 71a.  
FM facilities: WCTO (FM), Smithtown.  
Member: Greater New York Radio Group, Long Island Network.

- TIME RATES**  
No. 8 Eff 10/1/70—Rec'd 11/4/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| AA, PER WK: | 6 ti  | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.      | 38.00 | 37.00 | 35.00 | 33.00 | ----- |
| 20/30 sec.  | 30.40 | 29.60 | 28.00 | 26.40 | ----- |
| ID's        | 19.00 | 18.50 | 17.50 | 16.50 | ----- |
| A:          | ----- | ----- | ----- | ----- | ----- |
| 1 min.      | 32.00 | 31.00 | 29.00 | 28.00 | 26.00 |
| 20/30 sec.  | 25.60 | 24.80 | 23.20 | 22.40 | 20.80 |
| ID's        | 16.00 | 15.50 | 14.50 | 14.00 | 13.00 |
| B:          | ----- | ----- | ----- | ----- | ----- |
| 1 min.      | 31.00 | 29.00 | 28.00 | 27.00 | 25.00 |
| 20/30 sec.  | 24.80 | 23.20 | 22.40 | 21.60 | 20.80 |
| ID's        | 15.50 | 14.50 | 14.00 | 13.50 | 12.50 |

- 7. PACKAGE PLANS**  
SATURATION PLAN I —SPOTS—
- |                       |        |        |
|-----------------------|--------|--------|
| 6-10 am Mon thru Sat. | 6      | 3      |
| 3-7 pm Mon thru Sat.  | 6      | 3      |
| 7-10 pm Mon thru Sat. | 4      | 2      |
| 10 am-3 pm Sat.       | 4      | 2      |
| 10 am-3 pm Sun.       | 4      | 2      |
| PER WK:               | 24 ti  | 12 ti  |
| 1 min.                | 42.00  | 21.00  |
| 20/30 sec.            | 496.00 | 280.00 |

- SATURATION PLAN II —SPOTS—**
- |                             |        |        |
|-----------------------------|--------|--------|
| 6-10 am Mon thru Sat.       | 6      | 3      |
| 10 am-noon Mon thru Sat.    | 6      | 3      |
| 10 am-noon Mon thru Sat.    | 6      | 3      |
| 3-7 pm Mon thru Sat.        | 6      | 3      |
| 7 pm-midnight Mon thru Sat. | 6      | 3      |
| 10 am-3 pm Sat.             | 6      | 3      |
| 10 am-3 pm Sun.             | 6      | 3      |
| PER WK:                     | 42 ti  | 21 ti  |
| 1 min.                      | 957.00 | 520.00 |
| 20/30 sec.                  | 765.60 | 416.00 |

- 10. SPECIAL FEATURES**  
5-min News, Sports, Features—1-1/2x applicable 1-min.  
3-min Headlines, Weather, Features—1-1/4x applicable 1-min.

**WHBI (FM)**

1962  
NEWARK, N.J.

Media Code 4 233 6150 0.90  
Cosmopolitan Broadcasting Corp., 80 Riverside Dr., New York, N. Y. 10024. Phone 212-873-1400.

**STATION'S PROGRAMMING DESCRIPTION**  
WHBI (FM): Programmed primarily for minority groups.  
English language schedule includes: jazz, rock and roll, Latin, night club remotes, interview shows, and churches. Foreign language 50%, English 50%. Programmed for Italian, Negro, Irish, Greek, Hungarian, Polish, Slavonian, Norwegian, Albanian, Lithuanian, Portuguese, Ukrainian, Bulgarian, Armenian, Arabic, Spanish, Yugoslavian, Indian, Jamaican, Croatian, Turkish, Pakistani, Serbian, Rumanian; also racing results. Rec'd 12/2/71.

- 1. PERSONNEL**  
President—Donald J. Lewis  
General Manager—Allen D. Collins  
Office Manager—Sandra Davis
- 2. FACILITIES**  
ERP 20,000 w.: 105.9 mc.
- 3. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 6a, 7a.  
Basic Rates: 22a.  
Contracts: 40a.

- TIME RATES**  
ER 7/1/74—Rec'd 5/28/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|
| AA:     | 1x    | 13x   | 26x   | 52x   | 104x  |
| 1 min.  | 25.00 | 22.50 | 20.00 | 17.50 | 15.00 |
| 30 sec. | 20.00 | 17.50 | 15.00 | 12.50 | 10.00 |

**WHLI**

1947  
HEMPSTEAD

Media Code 4 233 6200 3.00  
FM Broadcasting Corp., WHLI Bldg., 384 Clinton St., Hempstead, N. Y. 11550. Phone: Hempstead 516-461-3000; New York City 213-658-1180.

**STATION'S PROGRAMMING DESCRIPTION**  
WHLI: Programmed for mass appeal.  
MUSIC: all hit past & present. NEWS: local emphasis, 7 man staff, 70 weather reports a day. Morning & evening drive time information, traffic helicopter, school closings, train delays, etc. SPOBTS: boating, fishing & reports. Extensive public service programming. Editorials, documentaries. Women's programming, gardening tips, ski reports, contests. Contact Representative for further details. Rec'd 10/2/72.

- 1. PERSONNEL**  
General Manager—Paul Godofsky  
Sales Manager—Joseph A. Lonn
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—Creed Associates, Inc.
- 3. FACILITIES**  
10,900 w. days; 1100 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 net time; monthly
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b 8.  
Rate Protection: 10b, 11b, 12b, 14b, 15a, 15b, 18.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b, 23c, 23d, 24a, 24b, 24c, 24d, 26, 27, 28a, 29a.

- Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 80l, 81c, 82a, 82d.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Masla Suburban Group.

- TIME RATES**  
No. 12 Eff 1/1/69—Rec'd 12/20/68.  
AA—Mon thru Fri sign-on-10 am & 3 pm-sign-off: Sat & Sun all day.  
A—All other times

- 6. SPOT ANNOUNCEMENTS**
- |          |       |       |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|-------|-------|
| CLASS AA | 1x    | 26x   | 52x   | 104x  | 156x  | 260x  | 312x  |
| 1 min.   | 50    | 45    | 40    | 38    | 37    | 36    | 35    |
| 30 sec.  | 40    | 36    | 32    | 31    | 30    | 29    | 28    |
| CLASS A  | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 1 min.   | 40    | 36    | 32    | 31    | 30    | 29    | 28    |
| 30 sec.  | 32    | 29    | 26    | 25    | 24    | 23    | 22    |

- 7. PACKAGE PLANS**  
(Spots rotated)  
CLASS AA
- |             |       |       |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|-------|-------|
| PER WK, EA: | 1 ti  | 6 ti  | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
| 1 min.      | 50    | 40    | 37    | 35    | 33    | 31    | 30    |
| 30 sec.     | 40    | 32    | 30    | 28    | 26    | 25    | 24    |
| CLASS A     | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 1 min.      | 40    | 32    | 30    | 28    | 27    | 25    | 24    |
| 30 sec.     | 32    | 26    | 24    | 23    | 22    | 20    | 19    |

- FIFTY/FIFTY PLAN PACKAGE**  
(50% AA—50% A)
- |         |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|
| 1 min.  | 45 | 36 | 34 | 32 | 30 | 28 | 27 |
| 30 sec. | 36 | 29 | 27 | 26 | 24 | 22 | 21 |
- FIFTY/FIFTY PACKAGE**  
(50% AA—50% A)
- |         |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|
| 1 min.  | 45 | 41 | 36 | 35 | 34 | 33 | 32 |
| 30 sec. | 36 | 33 | 29 | 28 | 27 | 26 | 25 |

- 6. PROGRAM TIME RATES**  
CLASS AA
- |         |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
| PER WK: | 1 ti  | 3 ti  | 4 ti  | 5 ti  | 6 ti  | 7 ti  |
| 1 hr.   | 315   | 850   | 1070  | 1260  | 1420  | 1545  |
| 1/2 hr. | 190   | 515   | 645   | 760   | 855   | 930   |
| 1/4 hr. | 125   | 340   | 425   | 500   | 565   | 615   |
| 10 min. | 95    | 255   | 325   | 380   | 430   | 465   |
| CLASS A | ----- | ----- | ----- | ----- | ----- | ----- |
| 1 hr.   | 250   | 675   | 850   | 1000  | 1125  | 1225  |
| 1/2 hr. | 155   | 420   | 525   | 620   | 700   | 760   |
| 1/4 hr. | 100   | 270   | 340   | 400   | 450   | 490   |
| 10 min. | 75    | 205   | 255   | 300   | 340   | 370   |
- Sunday time only. 15% additional; programs only.

- 10. SPECIAL FEATURES**  
5-MINUTE NEWS
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| PER WK: | 1 ti | 3 ti | 4 ti | 5 ti | 6 ti | 7 ti |
| AA      | 80   | 215  | 275  | 320  | 360  | 395  |
| A       | 65   | 175  | 220  | 260  | 295  | 320  |
- CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—10% 39 wk—15% 52 wk—20%  
5 minutes or more.

**WHLI-FM**

1947  
HEMPSTEAD

**NAB FM**

Media Code 4 233 6201 1.00  
FM Broadcasting Corp., 384 Clinton St., Hempstead, N. Y. 11550. Phone: Hempstead 516-481-8900; New York City 213-658-1100.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WHLI-FM: Programmed for adults.  
MUSIC 92%: MOR, current popular showtunes, standards. NEWS 3%: COMMERCIAL POLICY: 8 minutes per hour (on half hour & before hour). Contact Representative for further details. Rec'd 10/29/73.
- 2. REPRESENTATIVES**  
Jack Masla & Co., Inc.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc. Stereo.  
Operating schedule: 6-1 am, EST.  
Antenna ht.: 250 ft. above average terrain.

- TIME RATES**  
No. 3 Eff 6/15/71—Rec'd 6/1/71.
- 6. SPOT ANNOUNCEMENTS**
- |                             |       |       |       |       |       |       |
|-----------------------------|-------|-------|-------|-------|-------|-------|
| PER WK:                     | 1 ti  | 6 ti  | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min.                      | 25    | 23    | 21    | 19    | 17    | 15    |
| 30 sec./less: 80% of 1-min. | ----- | ----- | ----- | ----- | ----- | ----- |
- 52 wk—10% DISCOUNT

**WKQW**

1965  
SPRING VALLEY

Media Code 4 233 6230 0.00  
WKQW Radio, Inc., Box 1300, Nanuet, N. Y. 10954. Phone 914-634-1300.

**STATION'S PROGRAMMING DESCRIPTION**  
WKQW: Programmed for adults.  
MUSIC: popular, bridging a revolving format of vignettes on local personalities, consumer news, busi-ness reports, rec'd contests on local history & current events, traffic reports, editorials, man-in-the-street, public opinion & sports. NEWS: local 3 times each hour in morning drive time. Remote capabilities. Contact Representative for further details. Rec'd 6/28/71.

- 1. PERSONNEL**  
President—William A. Littauer  
General Manager—Louis J. Steele  
General Sales Manager—Paul A. Nichols
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.
- 3. FACILITIES**  
500 w.: 1300 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13a, 14c, 16.  
Basic Rates: 20b, 21a, 21c, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29b, 30, 31, 33c.  
Contracts: 40a, 41, 42c, 43, 44b, 45, 46, 47a, 48, 50, 51c.

- Comb.: Cont. Discounts: 60e, 60l, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

- TIME RATES**  
ER—Mon thru Fri 6-10 am.  
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- |          |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|
| CLASS AA | 1x    | 10 ti | 15 ti | 20 ti | 30 ti |
| PER WK:  | ----- | ----- | ----- | ----- | ----- |
| 1 min.   | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |
| 30 sec.  | 8.00  | 7.50  | 7.00  | 6.50  | 6.00  |
| CLASS A  | ----- | ----- | ----- | ----- | ----- |
| 1 min.   | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
| 30 sec.  | 7.50  | 7.00  | 6.50  | 6.00  | 5.00  |
- 10 sec: 30% of 1-min.

- 7. PACKAGE PLANS**  
PER YR, BULK, ROS: 365x 730x 1095x  
30 sec. 11.00 10.50 10.00  
30 sec. 7.25 6.75 6.25
- CONTRACT DISCOUNT  
26 wk—2-1/2% 52 wk—5%

- 8. PROGRAM TIME RATES**
- |        |        |        |       |
|--------|--------|--------|-------|
| 1 hr   | 1/2 hr | 1/4 hr | 5 min |
| 105.00 | 59.00  | 33.00  | 18.50 |
| 110.00 | 66.00  | 36.00  | 20.00 |
| 115.00 | 68.00  | 37.00  | 20.50 |
| 117.65 | 69.41  | 38.00  | 21.00 |

**WLIR (FM)**

1959  
GARDEN CITY

Media Code 4 233 6262 3.00  
Stereo Broadcasters, Inc., 175 Fulton Ave., Hempstead, L. I., N. Y. 11550. Phone: 516-485-9200, 212-895-1166.

**STATION'S PROGRAMMING DESCRIPTION**  
WLIR (FM): Programmed for young adults, 18-35. MUSIC: Rock, blend of hard rock, folk and country rock. Live concerts Tues 8 pm. Special Sat midnight. NEWS: at :60, youth oriented. Investigative reports and local news. Net news 4X daily. Public affairs magazine. Political forums during election periods. RELIGIOUS Sun 6-8:30 am. Rec'd 1/31/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—John B. Bieger  
Vice-Pres. & Sta. Mgr.—Elton L. Spitzer  
Program Director—Paul Robinson
- 2. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.  
Antenna ht.: 300 ft. above average terrain.  
Operating Schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15% on net time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25c, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 44a, 44b, 46, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60l, 61a, 61b, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

- TIME RATES**

# NEW YORK

## New York Urban Area—WLIX—Cont'd

**B. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 12b.  
Basic Rates: 22a, 22b, 23a.  
Contracts: 40a, 46.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

Eff 4/1/69—Rec'd 3/5/69.  
AA—Mon thru Sat 6-10 am & 3-8 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

	1 min	20/30	10 sec	1 min	20/30	10 sec
104 x.....	29.00	23.20	17.40	27.00	21.60	16.20
156 x.....	27.00	21.60	16.20	25.00	20.00	15.00
280 x.....	25.00	20.00	15.00	23.00	18.40	13.80
312 x.....	23.00	18.40	13.80	21.00	16.80	12.60
240 x.....	21.00	16.80	12.60	19.00	15.20	11.40

### 7. PACKAGE PLANS

WKLY. EA:	1 min	20/30	10 sec	1 min	20/30	10 sec
6 ti.....	30.00	24.00	18.00	28.00	22.40	16.80
12 ti.....	28.00	22.40	16.80	26.00	20.80	15.60
18 ti.....	26.00	20.80	15.60	24.00	19.20	14.40
24 ti.....	24.00	19.20	14.40	22.00	17.60	13.20

### 8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1-min.

## WNJR

1947  
NEWARK, N. J.



Subscriber to the NAB Radio Code

Media Code 4 233 6290 4.00  
WNJR Radio Co., 1700 Union Ave., Union, N. J.  
07083. Phone 201-688-5000.

### STATION'S PROGRAMMING DESCRIPTION

WNJR: Programmed for black listeners.  
MUSIC: black rock. AIR PERSONALITIES handle all segments. NEWS: 5-min. at 1:15; 2-min. national, 3-min. local. Station participates in community activities. Personalities appear at high schools, churches & other youth gatherings. Public affairs programs featuring local community organizations & open-line telephone program on community issues. Contact Representative for further details. Rec'd 7/25/74.

### 1. PERSONNEL

General Manager—Harvey E. Lynch.  
General Sales Manager—Rose Penner.  
Operations Manager—Charles R. Green.

### 2. REPRESENTATIVES

PRO Time Sales, Inc.

### 3. FACILITIES

5,000 w.; 1430 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15% no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22a, 29a.  
Contracts: 47a.  
Cancellation: 70a, 72.  
Prod. Services: 80, 81.  
Affiliated with Mutual Black Network.  
Affiliated with National Black Network.  
Discounts payable as earned, but allowed currently on non-cancellable contracts.

### TIME RATES

No. 9 Eff 2/11/74—Rec'd 2/12/74.  
AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm & 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS	1 ti	12 ti	18 ti	24 ti	36 ti
30 sec.....	AAA	50	48	47	46	45
1 min.....	AAA	43	41	40	39	38
1 min.....	AA	44	43	42	41	40
30 sec.....	AA	39	38	37	36	35

### MIDNIGHT—6 AM

1 min..... 30 30 sec..... 28  
13 wk—5% 26 wk—10% 52 wk—15%

### 7. PACKAGE PLANS

	12 ti	18 ti	24 ti	36 ti
1 min.....	44	43	42	41
30 sec.....	41	40	39	37

### 10. SPECIAL FEATURES

Newscafe—75.00.

## WPAT

1941  
PATERSON, N. J.



KATZ RADIO



Subscriber to the NAB Radio Code

Media Code 4 233 6350 6.00  
Division of Capital Cities Broadcasting Corp., 1396  
Broad St., Clifton, N. J. 07013. Phone 201-472-  
0930. New York phone 212-688-9300.

### STATION'S PROGRAMMING DESCRIPTION

WPAT: Programmed for young adults and adults.  
MUSIC: 85% popular standards to jazz, show tunes to light classics, film music to folk, vocals and instrumentals, mixed, edited and blended on tape to achieve a distinctive sound. Music presented in uninterrupted 12 min programs daytime and 27 min programs night-

time. NEWS: 10% 5 min on half hour, plus on hour in drivetime, 15 min commentary M-F at 6:30 am, 7:30 am and 8:30 am. Public service throughout day. Sun, 6-9 am religious and educational programs. COMMERCIAL POLICY: Maximum 14 commercials per hour regardless of length, 6-10 am, 11 9 am-4 pm, 13 4-7 pm, 3 7 pm-12M. Contact Representative for further details. Rec'd 5/10/71.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—James Arcara.  
General Sales Manager—Aaron Daniels.  
Regional Sales Manager—Fred Weinhaus.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

5,000 w.; 930 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 24a, 25a, 29a, 29b, 30.  
Contracts: 40c, 41, 42b, 42d, 43, 44b, 46, 47a, 49, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60g, 60j, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 30 Eff 5/17/74—Rec'd 5/17/74.

### 6. SPOT ANNOUNCEMENTS

1 MIN:	5 ti	10 ti	15 ti
Mon thru Sat 5:15-10 am.....	95	90	85
Mon thru Sat 10 am-2:50 pm.....	95	90	85
Mon thru Sat 2:50-8:15 pm.....	100	95	90
Mon thru Sun 8:15 pm-1 am.....	80	75	70
Sat & Sun 6 am-8 pm.....	90	85	80

### AM/P/M COMBINATION

Mon thru Sat 5:15-10 am.....	130	125	115
Mon thru Fri 10 am-2:50 pm.....	125	120	110
Mon thru Sat 2:50-8:15 pm.....	135	130	120
Mon thru Sun 8:15 pm-1 am.....	95	90	85
30 sec: 80% of 1-min.			
10 sec (non-preemptible): 80% of 1-min.			
10 sec (preemptible): 60% of 1-min.			

## WPAT-FM

1957

PATERSON, N. J.



Subscriber to the NAB Radio Code

Media Code 4 233 8351 4.00  
Division of Capital Cities Broadcasting Corp., 1396  
Broad St., Clifton, N. J. 07013. Phone 201-472-  
0930. New York phone 212-688-9300.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 12,500 w. (horiz.), 12,500 w. (vert.); 93.1 mc.  
Operating schedule: 5:30-1 am daily. EST.  
Antenna ht.: 870 ft. above average terrain.

### 5. GENERAL ADVERTISING See coded regulations

Sold in combination with WPAT. See that listing for rates.

### TIME RATES

No. 30 Eff 5/17/74—Rec'd 5/17/74.

### 6. SPOT ANNOUNCEMENTS

1 MIN:	5 ti	10 ti	15 ti
Sat & Sun 6 am-8 pm.....	85	80	75
30 sec: 80% of 1-min.			
10 sec (non-preemptible): 80% of 1-min.			
10 sec (preemptible): 60% of 1-min.			

## WRKL

1964

NEW CITY

Media Code 4 233 6365 4.00  
Rockland Broadcasters, Box 910, New City, N. Y.  
10956. Phones 914-354-2000, 623-3888, 947-2000.  
N.Y.C. 212-299-5100, Bergen Co. 201-391-0515.

### STATION'S PROGRAMMING DESCRIPTION

WRKL: MUSIC: jazz, adult pop, showtunes, folk, big bands & off beat specials. NEWS: emphasis on local. Daily call in shows involving local political figures, community & national controversy. Contact Representative for further details. Rec'd 1/3/72.

### 1. PERSONNEL

President—Betty Ramey.  
Gen'l & Sales Mgr.—Matt Ricciardi.  
Program Director—Peter Brooks.

### 2. REPRESENTATIVES

Market 4 Itadio.

### 3. FACILITIES

1000 w., 910 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 on time.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

Eff 3/1/73—Rec'd 3/2/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA.....	19	18	17	16	15
AA.....	17	16	15	14	13
20/30 sec: 80% of 1-min.					

### 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	hr
1 x.....	150	90	65

### 10. SPECIAL FEATURES

PER WK: 3 ti 6 ti 12 ti

5-min newscasts..... 28 25 23

CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%

SURCHARGE

Specified time, extra 25%.

## WRNW (FM)

1960

BRIARCLIFF MANOR



Media Code 4 233 6375 3.00

Lake Champlain Broadcasting Corp., 55 Woodside  
Ave., Briarcliff Manor, N. Y. 10510. Phone 914-  
762-1071.

### STATION'S PROGRAMMING DESCRIPTION

WRNW (FM): Programmed for the 18-34 audience.  
MUSIC: progressive rock, folk, blues, pop singles, light classics & comedy. AIR PERSONALITIES handle all segments. NEWS: news director plus stringers—UPI. Earth News, commuter information, Public service throughout day. COMMERCIAL POLICY: maximum 9 impressions per hour. FEATURES: ski reports, cross country & alpine; critic (books, records, movies); live performances. Rec'd 11/7/73.

### 1. PERSONNEL

President—Joe Newman.  
General Manager—Fred Beck.  
Sales Manager—Kent Murphy.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Stereo.  
Operating schedule: 6-3 am. EST.  
Antenna ht.: 330 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 21a, 25c, 28a, 29a.  
Contracts: 40a, 41.  
Comb.: Cont. Discounts: 60h, 60k.  
Cancellation: 70a, 70c, 72, 73b.

### TIME RATES

No. 3 Eff 9/4/73—Rec'd 10/4/73.

AAA—Mon thru Sun 6 pm-midnight; Mon thru Fri 6-10 am.  
AA—Mon thru Sun 10 am-6 pm; Sat 6-10 am.  
A—Tues thru Sun midnight-3 am; Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

1 MIN:	1x	100x	200x	500x	1000x
AAA.....	25	22	19	16	13
AA.....	20	18	16	14	10
A.....	15	14	12	10	8
30 sec: 75% of 1-min.					
10 sec: 60% of 1-min.					

### 7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA.....	22	19	16	14
AA.....	18	16	14	12
A.....	14	12	10	8

### TOTAL AUDIENCE PLAN—1/4AAA, 1/2AA, 1/4A

1 min.	12 ti	18 ti	24 ti
1 min.....	180	225	250
30 sec: 75% of 1-min.			
10 sec: 60% of 1-min.			

### 10. SPECIAL FEATURES

News—2x applicable rate.  
Features—1-1/2x applicable rate.

## WSUF

1951

PATCHOGUE



Media Code 4 233 6387 8.00

WSUF Broadcasting Co., Inc., 1580 Pennsylvania  
Ave., Medford, L. I., N. Y. 11772. Phone 516-475-  
1580.

### STATION'S PROGRAMMING DESCRIPTION

WSUF: Programmed for adults, suburban housewives & commuters.  
MUSIC: country & modern country appealing to 24-65 age group; blend of newer country hits and recent best sellers plus older classics from country field. NEWS: network with emphasis on local at :30; national followed by local reports during drive time. Contact Representative for further details. Rec'd 10/12/73.

### 1. PERSONNEL

Executive Vice-President—Arnold Katinsky.  
General Manager—Donald Karnes.

### 2. REPRESENTATIVES

Bob Dore Associates, Inc.  
Atlanta, Dallas, Miami—David Carpenter Company.

### 3. FACILITIES

10,000 w.;



**New York Urban Area—  
WVIP, WVIP-FM—Continued**

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25b, 27, 28b, 29a, 30, 32a.  
Contracts: 40a, 41b, 42d, 44a, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: Masla Suburban Group.

**TIME RATES**

No. 12-A Eff 4/74—Rec'd 5/3/74.  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 7 am-7 pm.  
A—Daily 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti	48 ti
AAA	25	24	22	21	20	19
AA	20	19	17	16	15	14
A	16	15	13	12	11	10

30 sec: 80% of 1-min. \*10 sec: 60% of 1-min.  
(\*) Not available in Class A.

**7. PACKAGE PLANS**

PER WK:	1/3AAA	1/3AA	1/3A
1 min	195	270	335
30 sec	150	210	265

10 sec: Not available.  
Must be used within 7-day period.  
Specified extra 20%.

**10. SPECIAL FEATURES**

1-MIN RATE FEES:	AAA	AA	A
Local news	7	4	4
Features—5 min	5	3	3
Area weather	3	2	2

**CONSECUTIVE WEEK DISCOUNT**

13 wk—10%	26 wk—15%	52 wk—20%
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**WVNJ WVNJ-FM  
NEWARK, N. J.**

See listing under Newark, N. J.

**WVOX  
WESTCHESTER**

1950  
NEW ROCHELLE  
A Hudson-Westchester Station  
Independent



(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)  
Media Code 4 233 4650 1.00  
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

**STATION'S PROGRAMMING DESCRIPTION**  
WVOX: Programmed for adults, suburban housewives and commuters. NEWS: at 3:30, emphasis on local. 3 man news staff, 6 stringers. 10-10:30 am good line discussion. 10:30 am-2 pm community features, school, political, civic news. MUSIC: general and familiar, subordinate to community involvement. Private weather service, 2-2:30 pm swap shop. 2:30-sign-off open line talk, studio interviews, live stock market, commuter reports, UPI wire, live celebrity interviews. Ethnic programs on weekends. State capital correspondent. 3 mobile units, scheduled reports from County Board of Supervisors. Community offices manned by station to hear complaints of residents. 4 editorials daily, endorse political candidates. SPORTS: scholastic, college and professional football, regattas, Little League. Rec'd 1/29/69.

**1. PERSONNEL**  
President—Wm. F. O'Shaughnessy.  
Vice-Pres. & Gen'l Mgr.—Edward V. Dennehy.  
Sales Manager—Bob French.

**2. REPRESENTATIVES**  
Midwest—Gert Buncher and Associates.  
Regional, Political, Religious & Educational Accounts—call station direct.

**3. FACILITIES**  
500 w. days: 1460 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVOX-FM.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Member: Gert Buncher & Associates Group.

**TIME RATES**

No. 11 Eff 6/71—Rec'd 12/10/71.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	36 ti	48 ti
AAA	25	24	22	21	20	19
AA	20	19	17	16	15	14
A	16	15	13	12	11	10

30 sec: 80% of 1-min. \*10 sec: 60% of 1-min.  
(\*) Not available in Class A.

**7. PACKAGE PLANS**  
**WEEKLY CIRCULATION PLANS**

PER WK:	1 min 30 sec	10 sec
18 ti (4AA, 4A, 6B, 4C)	252	198
24 ti (5AA, 5A, 10B, 4C)	288	240
36 ti (8AA, 8A, 10B, 4C)	360	288

Scheduled over 7 day period earn consecutive week discounts.

**10. SPECIAL FEATURES**  
**NEWS/SPORTS/WEATHER/SPECIAL REPORTS**

PER WK:	AA	A	B	C
6 ti	180	150	120	90
12 ti	300	240	240	180
18 ti	420	360	370	270

All spots newscasts, sportscasts, special reports & weekly circulation plans may combine to earn weekly frequency discount.  
All spots must rotate throughout all hours & days of time classes. 20/30 & 10 sec spot subject to availability.

**CONSECUTIVE WEEK DISCOUNT**

13 wk—2-1/2%	39 wk—7-1/2%
26 wk—6%	52 wk—10%

Applied as earned, provided minimum expenditure of 126.00 per wk is maintained. (D)

**WVOX-FM**

1953  
NEW ROCHELLE



A Hudson-Westchester Station  
(This is a paid duplicate of the listing appearing under New Rochelle, N. Y.)  
Media Code 4 233 4651 9.00  
H-W Radio Inc., 1 Broadcast Plaza, New Rochelle, N. Y. 10801. Phone 914-636-1460.

**STATION'S PROGRAMMING DESCRIPTION**  
WVOX-FM: Programmed for adults.  
MUSIC: showtunes, block segments. TALK: commentary on Broadway shows, poetry readings, rock music for college and young adults on Sat evenings 6 pm-12M. Rec'd 1/22/69.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—William F. O'Shaughnessy.  
Vice-Pres. & Gen'l Mgr.—Edward V. Dennehy.  
Sales Manager—Bob French.

**2. REPRESENTATIVES**  
Midwest—Gert Buncher and Associates.  
Regional, Political, Religious & Educational Accounts—call station direct.

**3. FACILITIES**  
ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 195 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WVOX.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 22b, 23a, 24a, 28b.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

ET 12/1/69—Rec'd 11/20/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	24 ti	36 ti
1 min	12.00	10.00	9.00	8.00
20/30 sec	10.00	8.00	7.00	6.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr
125	90	65

**9. PARTICIPATING PROGRAMS**  
Westchester Arts with Professor Donald Spot—Mon 10-11 am. Per spot 20.  
Something Else Again with Dennis Elsas—Sun 9 am-midnight. Per spot 15.

**10. SPECIAL FEATURES**

PER WK:	3 ti	6 ti	12 ti	18 ti
3 min newscasts	20	18	16	15

(D)

**WWDJ**

1926  
HACKENSACK, N. J.

Media Code 4 233 6443 9.00  
Pacific & Southern Co., Inc., Box 970, Hackensack, N. J. 07602. Phone 201-343-5097.

**STATION'S PROGRAMMING DESCRIPTION**  
WWDJ: Programmed for general audience.  
Religious inspirational format featuring national & local ministries. NEWS: local & national at 15.  
Public affairs talk show when available. Rec'd 4/25/74.

**1. PERSONNEL**  
President—John Tyler.  
General Manager—Larry Emanuel.  
Station Manager—Luzz Wasserstein.

**3. FACILITIES**  
5,000 w.; 970 kc. Directional day and night.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 11f, 12f, 13f, 14f, 15a.  
Basic Rates: 20b, 21b, 22b, 28c, 30, 32b, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51c.  
Comb.: Cont. Discounts: 60e, 60i, 62d.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 81.

**TIME RATES**

No. 1 Eff 4/1/74—Rec'd 4/25/74.  
A—Sun 6 am-midnight.  
B—Mon thru Sat 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	55	50	45	40

**8. PROGRAM TIME RATES**

**CLASS A**

1 hr	1x	20x	52x	104x	260x	312x
400	350	330	310	290	270	
300	280	260	240	230	210	
225	205	190	175	160	145	
125	120	115	110	105	100	

**CLASS B**

1 hr	350	300	275	250	225	200
1/2 hr	245	205	185	165	145	125
1/4 hr	170	155	140	125	105	90
5 min	90	85	80	75	70	65

(D)

**WVYD (FM)**

1947  
WHITE PLAINS



Media Code 4 233 6445 2.00  
Division of Courtland Broadcasting Corp., Box 551, White Plains, N. Y. 10602. Phone 914-693-2400.  
New York Phone 312-993-6460.  
See affiliated AM station for additional information.  
AM facilities: WFAS.

**1. PERSONNEL**  
General Sales Manager—Albert R. Levey.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
ERP 3,000 w. (horiz.); 3,000 w. (vert.); 103.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 670 ft. above average terrain.

**TIME RATES**

No. 1 Eff—Rec'd 4/5/74.  
AAA—Mon thru Sun 10 am-8 pm.  
AA—Mon thru Sun 5-10 am & 8 pm-midnight.  
A—Mon thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti
AAA	100x	200x	500x	1000x	1000x
AA	30	25	20	18	16
A	12	10	9	8	7

30 sec: 80% of 1-min.

**7. PACKAGE PLANS**  
TAP—1/2AAA, 1/2AA: AA rates apply.

**NIAGARA FALLS (2 AM; 1 FM)**

Niagara County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**WHLD**

Media Code 4 233 6450 4.00  
Earl C. Hull, Box 398, Ramada Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.

**STATION'S PROGRAMMING DESCRIPTION**  
WHLD: Programmed for adults, housewives & commuters.  
MUSIC: MOR format including show tunes. NEWS: emphasis on local, 4 major newscasts daily beginning at 7:30 am; 2 news mobiles; UPI newswire; 5-min newscasts throughout day; 6 community calendars daily; news editor. SPORTS: emphasis on regional coverage; play-by-play golf tournament; 6 sportscasts daily. Contact Representative for further details. Rec'd 8/8/74.

**1. PERSONNEL**  
Owner—Earl C. Hull.  
General Manager—Edward F. Joseph.

**2. REPRESENTATIVES**  
Call station collect.

**3. FACILITIES**  
5,000 w. days; 1270 kc. Directional.  
Operating schedule: 5:30 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 22b, 23b, 24b, 25a, 28b, 28c, 29f, 30, 32a, 33d.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60i, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

ET 2/1/74—Rec'd 1/11/74.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	12x	24x	36x	104x	156x	260x
12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00
11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50
8.00	8.00	7.50	7.00	6.50	6.00	5.50	5.00

**7. PACKAGE PLANS**

PER WK, EA:	12 ti	24 ti	36 ti
1 min	8.50	8.25	8.00
30 sec	7.00	6.75	6.50
15 sec	6.00	5.75	5.50

**8. PROGRAM TIME RATES**

1 hr	1x	13x	26x	52x	104x	260x	312x
130	125	120	115	110	105	100	
90	85	75	70	65	60	55	
55	50	47	42	40	38	35	
40	38	35	34	33	32	31	
30	27	26	25	24	23	22	

**WHLD-FM**

Media Code 4 233 6451 2.00  
Edward F. Joseph, Ramada Inn, Niagara Falls, N. Y. 14302. Phone 716-285-8421.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WHLD-FM: Programmed basically for adult appeal.  
MUSIC: Primarily show tunes, standards, better pop. Classical during Concert Hall daily from 7 pm-12M. Rec'd 1/5/73.

**NEW YORK**

**1. PERSONNEL**  
Owner—Mrs. Earl C. Hull.

**3. FACILITIES**  
ERP 46,000 w.; 98.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 420 ft. above average terrain.

**TIME RATES**

ET—Rec'd 1/5/73.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	30x	60x	90x
8.00	7.00	6.50	6.00	5.50
20/30 sec	6.00	5.25	4.75	4.50

**WJLL**

1947

Subscriber to the NAB Radio Code  
Media Code 4 233 6500 6.00  
Niagara Frontier Broadcasting Corp., Radio Center, 1224 Main St., Niagara Falls, N. Y. 14305. Phone 716-285-8795.

**STATION'S PROGRAMMING DESCRIPTION**  
WJLL: Programmed primarily for 19-49 age group.  
MUSIC: popular format (current hits & standards).  
NEWS: emphasis on local with 3 major casts daily with bulletins plus network hourly. SPORTS: 5-min casts daily plus play-by-play football, baseball & golf. AIR PERSONALITIES featured throughout day, 6-10 am, noon-6 pm & 6-9 pm & on telephone opinion talk show—10:05-11 am & women's show—11:05 am-noon. Rec'd 12/26/72.

**1. PERSONNEL**  
Gen'l Mgr./Nat'l Sales—Tom W. Talbot.  
Engineering—Ward Miller.

**2. REPRESENTATIVES**  
Call station collect.

**3. FACILITIES**  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0: 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25c, 26, 28a, 29b, 32a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

ET 12/15/70—Rec'd 11/11/70.

**6. SPOT ANNOUNCEMENTS**

FIXED:	1x	15x	26x	52x	156x	312x
3 min	10.00	11.50	10.00	9.50	9.00	8.00
30 sec	10.00	9.75	9.50	9.00	8.50	8.00
10 sec	7.00	6.75	6.50	6.25	6.00	5.75

**7. PACKAGE PLANS**

# NEW YORK

## OGDENSBURG

St. Lawrence County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### WSLB

1940



Media Code 4 233 6800 4.00  
The Wireless Works, Inc., Box 239, 2315 Knox St.,  
Ogdensburg, N. Y. 13669. Phone 393-1100.

STATION'S PROGRAMMING DESCRIPTION  
WSLB: MOR 6 am-3 pm, rock 3 pm-midnight.

- PERSONNEL**  
General Manager—Ms. Pat Coffin.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

ET 1/26/73—Rec'd 2/8/73.

6. SPOT ANNOUNCEMENTS	
YEARLY CONTRACT	
DOLLAR EXPENDITURE, ROS:	1 min 30 sec
825	5.05 3.20
1400	4.65 3.00
2100	4.20 2.65
2800	3.70 2.50
4200	3.35 2.25
5800	3.05 2.10
8500	2.55 1.80

7. PACKAGE PLANS	
7 DAYS OR LESS—ROS	
PER WK:	1H 12H 25H 40H 60H 100H
1 min	9.00 67.20 122.50 186.00 258.00 405.00
30 sec	6.25 48.60 85.00 130.00 183.00 290.00

Specified time, extra 20%.

## OLEAN (2 AM; 1 FM)

Cattaraugus County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

### WHDL

1929

## American Entertainment Ntwk

Media Code 4 233 6850 9.00  
WHDL, Inc., (affiliated with the Olean Times-Herald), 3219 W. State Rd., Olean, N. Y. 14760.  
Phone 718-372-0161.

STATION'S PROGRAMMING DESCRIPTION  
WHDL: Programmed for an adult audience.  
MUSIC: middle-of-the-road music. NEWS: local news on hour. Network news on half hour. SPORTS: area high school football and basketball, college basketball, pro football, college football and major league baseball. Special ski programs in season. Also community service broadcasts of common council and local school board. Contact Representative for further details. Rec'd 4/25/69.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John R. Henset.  
Asst. Sta. Mgr. & Prog. Dir.—Donald F. McLean.  
Sales Manager—Joseph K. Eade.
- REPRESENTATIVES**  
Mort Bassett & Co., Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6:00 am-11:15 pm. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 20b, 21b, 22a, 23a, 24b, 24c, 25a, 25b, 25c, 25d.  
Contracts: 40a, 42b, 44a, 44b, 45, 46, 48, 49, 51b.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

#### TIME RATES

ET 3/1/71—Rec'd 2/4/71.

6. SPOT ANNOUNCEMENTS	
PER WK:	6H 12H 18H 24H
1 min	14 13 12 11
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.	
Minute and 30-second spots may be combined in packages. 10-second spots may not.	
No contests in spot announcements.	
6. PROGRAM TIME RATES	
5 Min—1-1/2x 1-min.	

(Q)

### WHDL-FM

1949

## Stereo

Media Code 4 233 6651 7.00  
3219 W. State Rd., Olean, N. Y. 14760.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WHDL-FM: Programmed for adults.

- FACILITIES**  
ERP 43,000 w.; 95.7 mc. Stereo.  
Antenna ht.—330 ft. above average terrain.  
Operating schedule: 6:30 am-11:15 pm.
- PROGRAM TIME RATES**  
No. 2 ET 1/1/72—Rec'd 1/27/72.
- SPOT ANNOUNCEMENTS**  
1 min or less..... 6
- SPECIAL FEATURES**  
Weather—1 min/30 sec..... 6.50  
News—2 min..... 7.00

# WMNS

Media Code 4 233 6700 2.00  
Radio Olean, Inc., 165 1/2 N. Union St., Olean,  
N. Y. 14760. Phone 716-372-6660.

STATION'S PROGRAMMING DESCRIPTION  
WMNS: Programmed primarily for adults.  
Continuous record entertainment with controlled ratio general popular music, showtunes, standards, current hits. Audience participation contests: 5 min newscasts half hourly, 15 min extended news and sports 8 am, noon, 5:30 pm or 4:15 pm. Hourly community notices. Weather every 15 min. AIR PERSONALITIES all segments. TALK: casual, personality oriented. Live play-by-play regional sports. COMMERCIAL POLICY: attention-getter leadins, frequently taped, product protection. Sat 11 am-1 pm locally produced country music shows. Rec'd 8/2/67.

- PERSONNEL**  
Pres. & Gen'l Mgr.—James C. Gleason.  
Program Director—Jack Gaeta.
- FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21b, 22a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 51a.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Member: National AgRadio Groups, Inc.

#### TIME RATES

ET 1/1/70—Rec'd 1/6/70.

6. SPOT ANNOUNCEMENTS	
1x	15x 26x 52x 104x 208x 312x
1 min	9.50 8.85 7.95 7.65 7.25 6.75 6.25
30 sec	7.50 7.00 6.90 6.55 6.15 5.75 5.30
7. PACKAGE PLANS	
PER WK:	5H 10H 15H 25H 35H 45H
1 min	7.50 7.00 6.75 6.50 6.25 6.00
30 sec	70% of 1-min. 20 sec/less: 50% of 1-min.
1-minute and 30-second spots may be combined.	
6. PROGRAM TIME RATES	
5 min—1-1/2x 1-min rate.	

(Q)

## ONEIDA (1 AM; 1 FM)

Madison County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WMCR WMCR-FM

1972

Media Code 4 233 6750 7.00  
Warren Broadcasting Co., Inc., WMCR Bldg.,  
Genesee St., Oneida, N. Y. 13421. Phone 315-363-6050.

STATION'S PROGRAMMING DESCRIPTION  
WMCR: MUSIC: MOR.  
1. **PERSONNEL**  
Vice-President—Vivian Warren.  
2. **REPRESENTATIVES**  
Market 4 Radio.  
3. **FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-10 pm. EST.  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.  
Antenna ht.: Same as AM.  
Antenna ht.: 720 ft. above average terrain.  
Simulcast 6 am-local sunset.  
4. **AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
  - SPOT ANNOUNCEMENTS**  
No. 11 ET 7/74—Rec'd 7/25/74.
- | TIME RATES |                |
|------------|----------------|
| 1x         | 156x 280x      |
| 1 min      | 7.00 6.50 6.25 |
| 30 sec     | 5.65 5.30 5.00 |
- PACKAGE PLANS**  
14 CONSEC DAYS: 20H 30H  
1 min: 130.00 187.50  
30 sec: 106.00 150.00

## ONEONTA (1 AM; 1 FM)

Otsego County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WDOS

1947



Subscriber to the NAB Radio Code  
Media Code 4 233 6800 0.00  
Sea-Mount Radio Corp. of New York, 104 Chestnut  
St., Oneonta, N. Y. 13820. Phone 607-432-1500.

STATION'S PROGRAMMING DESCRIPTION  
WDOS: Programmed for adults & young adults.  
1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Al Sayers.  
2. **REPRESENTATIVES**  
New England Spot Sales, Inc.  
3. **FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**  
15% time only; 30 days.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.
  - SPOT ANNOUNCEMENTS**  
No. 18 ET 4/15/73—Rec'd 5/14/73.
- | TIME RATES |   |
|------------|---|
| Open       | 52x 156x 280x 520x 780x 1040x 1560x     |
| 1 min      | 8.95 7.60 6.35 5.70 5.20 4.65 4.25 3.95 |
| 30 sec     | 7.20 6.05 5.10 4.60 4.10 3.70 3.40 3.20 |
| 10/15 sec  | 4.50 3.75 3.20 2.90 2.60 2.30 2.10 2.00 |
- PACKAGE PLANS**  
PER WK. ROS: 10H 15H 20H 30H  
1 min: 5.70 5.10 4.55 4.35  
30 sec: 4.65 4.20 3.70 3.55  
10/15 sec: 3.00 2.70 2.40 2.25
  - SPECIAL FEATURES**  
Within 7 days.  
10. SPECIAL FEATURES  
News, weather, sports, per program, extra .60.

# WONT (FM)

1972



Media Code 4 233 6837 2.00  
Franklin Mountain Broadcasting Corp., Box 308,  
Oneonta, N. Y. 13820. Phone 607-432-0154.

STATION'S PROGRAMMING DESCRIPTION  
WONT (FM): Programmed for adults.  
1. **PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Keith L. Andre.  
2. **REPRESENTATIVES**  
Market 4 Radio.  
3. **FACILITIES**  
ERP 2,000 w.; 103.1 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 360 ft. above average terrain.

- AGENCY COMMISSION**  
None; all rates net 10 station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.
  - TIME RATES**  
ET 11/28/73—Rec'd 12/3/73.
- | 6. SPOT ANNOUNCEMENTS |                          |
|-----------------------|--------------------------|
| 1x                    | 51x 151x 201x 500+       |
| 1 min                 | 5.50 4.50 3.75 3.25 3.00 |
| 30 sec                | 4.40 3.60 3.00 2.60 2.40 |
- PACKAGE PLANS**  
PER WK: 10H 20H 30H 40H  
1 min: 4.00 3.50 3.25 3.00  
30 sec: 3.00 2.50 2.25 2.00

## OSWEGO (1 AM; 1 FM)

Plus 1 paid cross reference.  
Oswego County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WOSC

FULTON

City of license, Fulton, New York  
Oswego—1 W. Bridge St., Oswego, N. Y. 13126.  
Phone 315-343-2630.  
See listing under Fulton, New York.

## WSGO WSGO-FM

1961

1973

Media Code 4 233 6850 5.00  
Robert C. Gessner, Box 144 E. Seneca St., Oswego,  
N. Y. 13126. Phone 315-343-1440.

1. **PERSONNEL**  
Gen'l & Sales Mgr.—Robert C. Gessner.  
2. **REPRESENTATIVES**  
Market 4 Radio.  
3. **FACILITIES**  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Simulcast 6 am-local sunset.

- AGENCY COMMISSION**  
15% of 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: New York Farm Network.
- TIME RATES**  
No. 4 ET 2/1/73—Rec'd 1/30/73.  
AA—Mon thru Sat 6-9 am & 3 pm-local sunset.  
A—Mon thru Sat 9 am-3 pm; Sun all day-local sunset.  
B—AM sign-off-midnight (FM only).
- SPOT ANNOUNCEMENTS**  
PER WK. 1 MIN: 5H 7H 10H 14H 21H  
AA: 8.00 7.50 7.00 6.50 6.00  
A: 6.50 6.00 5.50 5.00 4.50  
B: 5.00 4.50 4.00 3.50 3.00
- SPECIAL FEATURES**  
5 min newscasts—1-1/2x 1-min rate.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%.

## OWEGO (1 AM; 1 FM)

Tioga County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

### WEBO

1957



Media Code 4 233 6900 8.00  
WEBO Radio, Inc., Box 295, Owego Treadway Motor  
Ran. Bld. 17-C, Owego, N. Y. 13827. Phones 607-  
687-0371, 748-9131.

1. **PERSONNEL**  
President—Warren F. Haas.  
Vice-President—Frank E. Penny.  
2. **REPRESENTATIVES**  
Market 4 Radio.  
New England Spot Sales, Inc.  
3. **FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 1,150 w. (horiz.), 1,150 w. (vert.); 101.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 450 ft. above average terrain.  
Simulcast 6 am-local sunset.

- AGENCY COMMISSION**  
15% monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 24a, 24b, 29a.  
Contracts: 40a, 42b, 44a, 44b, 45, 46, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 60k, 61b, 62d.  
Cancellation: 70c, 71a, 73a.  
Production Services: 82.
- TIME RATES**  
ET 1/1/74—Rec'd 4/19/74.  
AA—Mon thru Sat 6-9 am & 3:30-6:30 pm, fixed.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

	AA	A	A
	1 min	30 sec	1 min 30 sec
52-156 x	6.75	5.70	6.30 5.10
312 x	5.95	5.00	5.35 4.40
624 x	5.45	4.55	5.00 3.95

## 7. PACKAGE PLANS

		1 MINUTE			
		AA	A	A	A
PER WK:	24x 12H 6H 1H 24x 12H 6H 1H				
1-3 wk	6.05 6.90 7.45 8.45 5.45 6.30 6.90 7.90				
*4 wk	5.45 6.30 6.90 7.90 5.00 5.70 6.30 7.30				
		30 SECONDS			
1-3 wk	5.20 5.90 6.35 7.20 4.60 5.30 5.75 6.60				
*4 wk	4.60 5.30 5.75 6.60 4.00 4.70 5.15 6.00				
		10 sec: 50% of 1-min.			
		DISCOUNT			
17 wk—5%		34 wk—10%		52 wk—15%	

## PATCHOGUE (1 AM; 1 FM)

Suffolk County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

### WALK

1952



### WALK-FM

1952



Horizons Communications Corporation  
Subscriber to the NAB Radio Code  
Media Code 4 233 6950 3.00  
Island Broadcasting System, Inc., Box 230, Patchogue,  
L. I., N. Y. 11774. Phone 516-476-5200.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Edward W. Wood, Jr.  
Station Manager—Jack Ellsworth.  
Administrative Ass't to Pres.—Phillip A. Roll.  
2. **REPRESENTATIVES**  
Mort Bassett & Co., Inc.  
3. **FACILITIES**  
500 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 15,000 w.; 97.5 mc.  
Operating schedule: 6-2 am.  
Antenna ht.: 520 ft. above average terrain.

- AGENCY COMMISSION**  
15%: no cash discount. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60c, 60k, 61c.  
Cancellation: 71a, 73a.  
Sold in combination with WRIW, Biverhead, N. Y.
- TIME RATES**  
ET 7/30/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.
- SPOT ANNOUNCEMENTS**  
BTA  
PER WK. 1 MIN: 6H 12H 18H 24H  
AA: 18.00 17.00 16.00 15.00  
A: 15.00 14.00 13.00 12.00  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- COMBINATION RATES**  
AA: 27.00 25.50 24.00 22.50  
A: 22.50 21.00 19.50 18.00  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min.  
(Q)

## WBLI (FM)

### PATCHOGUE, N. Y.

See listing under New York Urban Area, N. Y.

### WSUF

### PATCHOGUE, N. Y.

See listing under New York Urban Area, N. Y.

## PEEKSKILL (1 AM; 1 FM)

Westchester County—Map Location H-8  
See SRDS consumer market map and data at beginning of the State.

### WHUD (FM)

1958



Subscriber to the NAB Radio Code  
Media Code 4 233 7000 6.00  
Highland Broadcasting Corp., Box 188, Radio Terrace,  
Peekskill, N. Y. 10566. Phone 914-737-1124.

STATION'S PROGRAMMING DESCRIPTION  
WHUD (FM): Programmed for adults and young adults.  
AIR PERSONALITIES host all programs. MUSIC: MOR including film music, showtunes & standards. News: regional & national at :60 & :30. COMMERCIAL POLICY: 10 minutes per hour maximum. Contact Representative for further details. Rec'd 1/27/72.

- PERSONNEL**  
Vice-Pres. & Mgr.—James D. Roosa, Jr.
- REPRESENTATIVES</**



Peekskill—W H U D (FM)—Continued

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 27.  
 Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 49.  
 Comb.: Cont. Discounts: 60a, 60g, 62d.  
 Cancellation: 70c, 71a, 72.  
 Prod. Services: 81, 82.  
 AM facilities: WLNA.  
 Member: Masia Suburban Group.

TIME RATES

No. 2N Eff 12/1/72—Rec'd 12/6/72.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm.  
 A—Mon thru Sat 7 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
 AAA 35 33 31 29  
 AA 28 26 24 23  
 A 23 22 21 20

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK: 12 ti 18 ti 24 ti  
 1 min. 324 450 552  
 20/30 sec: 80% of 1-min.

WLNA



Subscriber to the NAB Radio Code  
 Media Code 4 233 7050 1.00  
 Highland Broadcasting Corp., Radio Terrace, Peekskill, N. Y. 10566. Phone 914-737-1124.

STATION'S PROGRAMMING DESCRIPTION  
 WLNA: Programmed for adult interest.  
 AIR PERSONALITIES handle all segments. MUSIC: middle-of-the-road, 3 man news team, stringers, UPI and UPI audio, 25 newscasts daily, 5 to 30 min each. Stock market reports, 9 sports programs daily. Play-by-play high school football and college basketball. Community involvement, boaters, public affairs programs, assist in fund raising, community announcements, editorials. Station promotion. Mobile unit remotes. Contact Representative for further details. Rec'd 4/30/69.

1. PERSONNEL

Pres. & Gen'l Mgr.—Irving E. Cottrell.  
 Vice-Pres. & Mgr.—James D. Roosa, Jr.  
 Sales Manager—Ted Morris.

2. REPRESENTATIVES

Jack Masia & Co., Inc.

3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0; time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20a, 21a, 21c, 23a, 25a, 26, 27.  
 Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 49.  
 Comb.: Cont. Discounts: 60a, 60g, 62d.  
 Cancellation: 70c, 71a, 72.  
 FM facilities: WHUD (FM).  
 Member: Masia Suburban Group.

TIME RATES

No. 18N Eff 12/1/72—Rec'd 12/6/72.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 3 pm-sign-off.  
 A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
 AAA 28 27 26 25  
 AA 23 21 20 19  
 A 17 16 15 14

20/30 sec: 80% of 1-min.

7. PACKAGE PLANS

PER WK: 12 ti 18 ti 24 ti  
 1 min. 238 317 396  
 20/30 sec: 80% of 1-min.  
 Guaranteed 50% in drive time.

PLATTSBURGH (3 AM; 1 FM)

Plus 2 paid duplicates.  
 Clinton County—Map Location G-8  
 See SRDS consumer market map and data at beginning of the State.

WEAV

WEAV-FM



Media Code 4 233 7100 4.00  
 Plattsburgh Broadcasting Corp., 38 Court St., Plattsburgh, N. Y. 12901. Phone 518-561-0960.

1. PERSONNEL

President—George F. Bissell.  
 Vice-Pres. & Gen'l Mgr.—George F. Bissell, Jr.  
 Sales Manager—Tom Bouyca.

2. REPRESENTATIVES

Market 4 Radio.  
 Canada—Radio and Television Sales, Inc.

3. FACILITIES

5,000 w.; 980 kc.  
 Directional—separate patterns, day and night.  
 Operating schedule: 5 am-12:06 am. EST.  
 ERP 3,700 w.; 99.9 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 111 ft. above average terrain.

4. AGENCY COMMISSION

15/0 net charges for time; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 31.  
 Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60b, 60f, 61a, 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with CBS.

TIME RATES

No. 38A Eff 1/1/73—Rec'd 5/31/73.

6. SPOT ANNOUNCEMENTS

PER YR: 1x 104x 208x 312x 520x  
 1 min. 12 10 8 7 6  
 30 sec. 8 7 6 (\*) 5  
 (\*) 5.50

7. PACKAGE PLANS

PER WK: ROS. EA: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
 1 min. 7.15 7.50 7.30 7.10 6.80 6.50  
 30 sec. 6.15 6.00 5.85 5.70 5.55 5.40

8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr  
 1 wk. 125 75 50  
 26 wk. 100 60 40  
 52 wk. 75 45 30

10. SPECIAL FEATURES

ROTATING LOCAL NEWS, WEATHER, SPORTS  
 PER WK: 11.00 10.50 10.00 9.50  
 Cost: 11.00 10.50 10.00 9.50  
 (\*) Scheduled at discretion of station.  
 Guaranteed times & news adjacencies: 60 sec. flat  
 9.00. 30-sec. flat 7.00  
 Minimum 13 wk schedule on all special features.

WEZF (FM)

1969  
 BURLINGTON, VT.



(This is a paid duplicate of the listing appearing under Burlington, Vt.)

Subscriber to the NAB Radio Code  
 Media Code 4 247 3975 3.00  
 International Television Corp., Box 22, Burlington, Vt. 05401. Phone 802-655-3663.

STATION'S PROGRAMMING DESCRIPTION

WEZF (FM): Programmed for adults.  
 MUSIC: MOJO current hits & standards. NEWS: 2-min capsules at :58 with additional capsules at 12:30, 5:30 & 6:30 pm; 5-min news, sports & weather at 7, 7:30, 8, 8:30, 8:55 am, 4, 4:30, 5, 5:30 & 5:55 pm. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL

General Manager—John R. Hughes.  
 Station Manager—William Arnold.

2. REPRESENTATIVES

PRO Time Sales, Inc.  
 New England—Creed Associates, Inc.

3. FACILITIES

ERP 36,000 w.; 92.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 2,703 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4c, 5, 6b, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 18.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 23a, 24c, 25a, 28b, 28c, 29a, 31a.  
 Contracts: 40a, 41, 45, 46, 51c.  
 Comb.: Cont. Discounts: 60f, 61a.  
 Cancellation: 70c, 71a, 73a.  
 Prod. Services: 80, 81, 82.  
 TV facilities: WYNY-TV.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
 Eff 7/1/74—Rec'd 7/5/74.

I—Mon thru Sun 6 am-7 pm.  
 II—Mon thru Sun 7 pm-midnight.  
 III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: SECTION I  
 Fixed 6 ti 12 ti 18 ti 24 ti  
 1x 300x 500x 750x 1000x  
 1 min. 13.00 12.00 11.00 10.00 8.00  
 30 sec. 8.00 7.50 7.00 6.50 6.00

SECTION II  
 1 min. 8.00 7.50 7.00 6.50 6.00  
 30 sec. 6.00 5.50 5.00 4.50 4.00

SECTION III  
 1 min. 3.50 3.00 2.75 2.25 2.00  
 30 sec. 2.50 2.25 2.00 1.75 1.50

10. SPECIAL FEATURES

5-min news—2 30-sec spots, 2x 1-min rate. (D)

WIRY



Media Code 4 233 7150 9.00  
 Wiry, Inc., 301-03 Cornelia St., Plattsburgh, N. Y. 12901. Phone 518-563-1340.

1. PERSONNEL

Pres. & Gen'l Mgr.—Donald L. Polkey.

2. REPRESENTATIVES

Jack Masia & Co., Inc.  
 New England—Nona Kirby Co., Inc.

3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only; payable when rendered.

5. GENERAL RATE POLICY

Affiliated with MBS.

TIME RATES

Rates effective February 1, 1965. (Card No. 5.)  
 Card received January 11, 1965.

Class AA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.  
 Class A—9:00 am-4:00 pm Mon thru Sat and all day Sun.

Class B—7:00 pm-midnight Mon thru Sat.  
 Class C—After midnight

6. SPOT ANNOUNCEMENTS

CLASS AA  
 Per wk: 1 minute 30 seconds  
 ea tot ea tot  
 6 ti. 14.00 84.00 11.20 67.20  
 12 ti. 12.00 144.00 9.60 115.20  
 18 ti. 9.00 162.00 7.20 129.60  
 24 ti. 8.50 204.00 6.80 163.20  
 36 ti. 8.00 288.00 6.40 230.40

CLASS A

1 minute 30 seconds  
 ea tot ea tot  
 6 ti. 11.00 66.00 8.80 52.80  
 12 ti. 10.00 120.00 8.00 96.00  
 18 ti. 8.00 144.00 6.40 115.20  
 24 ti. 7.00 168.00 5.40 134.40  
 36 ti. 6.00 216.00 4.80 172.80

WKDR

1968  
 Media Code 4 233 7175 5.00  
 Metro Group Broadcasting, Inc., Box 518, Plattsburgh, N. Y. 12901. Phone 518-561-7600.

STATION'S PROGRAMMING DESCRIPTION

WKDR: Modern MOR programmed for adults.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Peter B. Guilbord.  
 Vice Piano Associates, Inc.

2. REPRESENTATIVES

New England—New England Spot Sales, Inc.

3. FACILITIES

5,000 w. 1,070 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST

4. AGENCY COMMISSION

15/0 time only.  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

TIME RATES

No. 6A Eff 6/1/74—Rec'd 5/21/74.

6. SPOT ANNOUNCEMENTS

PER YR: 1x 52x 104x 208x 312x  
 1 min. 5.75 5.45 5.15 4.90 4.60  
 30 sec. 4.60 4.30 4.15 3.90 3.70

7. PACKAGE PLANS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
 1 min. 5.00 4.80 4.60 4.40 4.20 4.00  
 30 sec. 4.00 3.80 3.60 3.40 3.20 3.00

10. SPECIAL FEATURES

ROTATING LOCAL NEWS/WEATHER/SPORTS  
 PER WK: 1 ti 3 ti 6 ti 7 ti  
 30 sec. 5.00 4.90 4.80 4.75

WWSR-FM

1970  
 ST. ALBANS, VT.



(This is a paid duplicate of the listing appearing under St. Albans, Vt.)

Subscriber to the NAB Radio Code  
 Media Code 4 247 7421 4.00  
 Robert I. Kimmel & Bessie W. Grad, Box 270, Swanton Rd., St. Albans, Vt. 05478. Phone 802-524-2133.

STATION'S PROGRAMMING DESCRIPTION

WWSR-FM: Programmed for adults 18-49.  
 MUSIC: hit parade. Blend of top current & past hits & current top 40. NEWS: 4 min hourly plus 1/2-hour block at beginning & end of broadcast day. COMMERCIAL POLICY: 2-min commercial clusters 4x each hour, maximum 8 commercial minutes per hour. Occasional specials: golden weekends, syndicated specials & features. Contact Representative for further details. Rec'd 6/24/74.

1. PERSONNEL

Station Manager—John O. Kimmel.  
 Sales Manager—Donald E. Tessier.  
 Operations Manager—John H. Shaefer.

2. REPRESENTATIVES

McGavren-Guild, Inc.  
 Canada—Andy McDermott Sales Ltd.

3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc. Stereo.  
 Operating schedule: 5:30-2:30 am. EST.  
 Antenna ht.: 215 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 28b, 28c.  
 Contracts: 40a, 41, 45, 46, 47a, 51a.  
 Comb.: Cont. Discounts: 60f, 62d.  
 Cancellation: 71a.  
 Prod. Services: 80, 81, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
 Eff 11/1/73—Rec'd 10/4/73.

6. SPOT ANNOUNCEMENTS

1x 26x 52x 104x 156x 312x 624x 1000x  
 1 min 6.00 5.90 5.80 5.70 5.60 5.25 5.00 4.75  
 30 sec 3.60 3.55 3.50 3.45 3.40 3.20 3.00 2.90  
 10 sec 2.25 2.20 2.15 2.10 2.05 2.00 1.90 1.80

7. PACKAGE PLANS

PER WK: 5x 7x 10x 14x 21x 28x 35x 50x  
 1 min 6.00 5.80 5.60 5.40 5.20 5.00 4.80 4.60  
 30 sec 5.05 4.95 4.75 4.60 4.40 4.20 4.10 3.90

10. SPECIAL FEATURES

(D)

PORT JERVIS (1 AM; 1 FM)

Orange County—Map Location G-9  
 See SRDS consumer market map and data at beginning of the State.

WDLC

WDLC-FM



Media Code 4 233 7200 2.00  
 Port Jervis Broadcasting Co., Inc., Box 920, Neversink Dr., Port Jervis, N. Y. 12771. Phone 914-856-5185.

1. PERSONNEL

Pres. & Gen'l Mgr.—Oscar Wein.

3. FACILITIES

1,000 w. days, 250 w. nights, 1490 kc.  
 Non-directional.  
 Operating schedule: 6:30 am-11:15 pm. EST.  
 FM Eit'P 3,000 w. (horiz.), 3,000 w. (vert.); 96.7 mc. Stereo.  
 Operating schedule: Same as AM.  
 Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION

None; all rates net to station.

5. GENERAL RATE POLICY

Accepts AAAA copyrighted contract.

TIME RATES

No. 9 Eff 4/15/74—Rec'd 7/23/74.  
 AAA—Mon thru Sat 6:59-9 am.  
 AA—Mon thru Sat 6:30-6:59 am, 11:59 am-1 pm & 3:59-7 pm.  
 A—Mon thru Sat 9-11:59 am & 1-3:59 pm; Sun all day.  
 E—Mon thru Sat 7-11:15 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE  
 PER WK: 1 wk 13 wk

# NEW YORK

## POUGHKEEPSIE (3 AM; 3 FM)

(including Hyde Park)

Dutchess County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WEOK

1949  
POUGHKEEPSIE



Media Code 4 233 7300 0.00  
WEOK Broadcasting Corp., Box 416, Pendell Rd., Poughkeepsie, N. Y. 12602. Phone 471-1500.

#### STATION'S PROGRAMMING DESCRIPTION

WEOK: Programmed for adults & young adults. MUSIC: 66% popular; 33% standards. ENTERTAINMENT: 6-10 am with AIR PERSONALITIES, music commentaries & emphasis on local news. 10 am-2 pm, air personalities; music, audience participation with discussion, interviews & debates. 2 pm-sign-off, personalities, music, emphasis on local news. News throughout day 5 min at :60, featuring network, national, international, local & community. Headlines at :30 & 30-min news round-up at 12N. 4-man news staff. 2 mobile units. General sports news in AM; Auto racing sports in pm. Contact Representative for further details. Rec'd 4/9/73.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Louis H. Pells.  
Program Director—Ralph Arrigale,  
News Director—Glenn Laxton.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
New England—Eckels & Queen, Inc.

#### 3. FACILITIES

5,000 w. days; 1390 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast newscasts & talk programs. For non-simulcast facilities see WPDH (FM).

#### 4. AGENCY COMMISSION

15/0 net time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Contracts: 40a, 41, 45.  
Cancellation: 70a, 70b, 71a.  
FM facilities: WPDH (FM).

#### TIME RATES

No. 8 Eff 4/30/71—Rec'd 5/3/71.  
I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 10 am-7 pm.  
III—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
I	14.00	12.80	8.00	14.00	11.20	7.00
II	12.00	11.20	7.00	12.00	9.60	6.00
III	12.00	9.60	6.00	10.00	8.00	5.00

1 min	30 sec	10 sec
I	12.00	9.60
II	10.00	8.00
III	8.00	6.40

#### 7. PACKAGE PLANS

PER WK:	CUMUL PLAN	1 min
15 tl (15 I, 10 II, 5 III), ca.	10	
30 tl (8 I, 5 II, 2 III), ca.	12	
10 tl (5 I, 3 II, 2 III), ca.	14	

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added frequency.

#### 8. PROGRAM TIME RATES

5 min 1-1/2x 1-min.  
DISCOUNT  
52 wk—10%  
Minimum wky sched of 6 1-min spots 6am-12mid  
Mon-Sun necessary to maintain consec wky advertising.

### WHVW

1963  
HYDE PARK

Media Code 4 233 7325 7.00  
Ubiquitous Corp., Box 95, Violet Ave., Hyde Park, N. Y. 12538. Phone 914-454-1020 & 2121.

#### STATION'S PROGRAMMING DESCRIPTION

WHVW: Programmed with young adult format.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Thomas C. Durfee.  
Vice-President of Sales—William Decesare.

#### 2. REPRESENTATIVES

Market 4 Radio.

#### 3. FACILITIES

500 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 6/1/71—Rec'd 6/20/71.  
AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3-6 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	1 MINUTE	10 tl	20 tl	30 tl
4 wk	8.00	7.75	7.50	7.25	7.00
13 wk	7.75	7.50	7.25	7.00	6.75
26 wk	7.50	7.25	7.00	6.75	6.50
52 wk	7.25	7.00	6.75	6.50	6.25

30 SECONDS	10 tl	20 tl	30 tl
4 wk	6.25	6.00	5.75
13 wk	6.00	5.75	5.50
26 wk	5.75	5.50	5.25
52 wk	5.50	5.25	5.00

CLASS A	1 MINUTE	10 tl	20 tl	30 tl
PER WK:	6 tl	7.00	6.75	6.50
4 wk	7.25	7.00	6.75	6.50
13 wk	7.00	6.75	6.50	6.25
26 wk	6.75	6.50	6.25	6.00
52 wk	6.50	6.25	6.00	5.50

30 SECONDS	10 tl	20 tl	30 tl
4 wk	6.00	5.50	5.25
13 wk	5.75	5.25	5.00
26 wk	5.50	5.00	4.75
52 wk	5.00	4.75	4.50

### WHVW-FM

1970  
HYDE PARK

Media Code 4 233 7326 5.00  
Ubiquitous Corp., Box 95, Violet Ave., Hyde Park, N. Y. 12538. Phone 914-454-1020.  
See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

#### 4. AGENCY COMMISSION

None; all rates net to station.

#### TIME RATES

EFF	1 MIN	13 WK	26 WK	52 WK
6. SPOT ANNOUNCEMENTS				
PER DAY, 1 MIN				
1 tl	5.00	4.50	4.00	3.50
2 tl	5.50	4.00	3.50	3.00
3 tl	5.00	3.50	3.00	2.50

### WKIP

1940  
POUGHKEEPSIE



Subscriber to the NAB Radio Code  
Media Code 4 233 7350 5.00  
Olympian Broadcasting Corp., Box 1450, Poughkeepsie, N. Y. 12602. Phone 914-471-2300.

STATION'S PROGRAMMING DESCRIPTION  
WKIP: MUSIC: modern MOR. NEWS: network at :55 & :25. Contact Representative for further details. Rec'd 4/5/71.

#### 1. PERSONNEL

Pres. & Mgr.—Edd Neilson.  
Vice-Pres. & Gen'l Sales Manager—Jack McWooney.

#### 2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
Directional days, non-directional nights.  
Operating schedule: 24 hours daily. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 5, 6a, 7h.  
Rate Protection: 10h, 11h, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 21b, 22b, 23b, 24c, 25a, 28c, 29b, 33a.  
Contracts: 40a, 41, 44a, 50, 51b.  
Comb. Cont. Discounts: 60h, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.

#### TIME RATES

Eff 5/3/71—Rec'd 5/3/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 MINUTE	6 tl	12 tl	18 tl	24 tl	30 tl
AA	15	14	13	12	11	11
A	14	13	12	11	10	10
B	12	11	10	9	8	8

#### 7. PACKAGE PLANS

20/30 sec: 80% of 1-min. ID's: 50% of 1-min.  
TOTAL AUDIENCE PLANS  
(1/3AA, 1/3A, 1/3B)  
PER WK: 6 tl 12 tl 18 tl 24 tl 30 tl  
1 min. 13 12 11 10 9  
20/30 sec: 80% of 1-min. ID's: 50% of 1-min.

#### 10. SPECIAL FEATURES

News Broadcasts—1-1/2x 1-min rate.

### WSPK (FM)

1947  
POUGHKEEPSIE



Media Code 4 233 7375 2.00  
Lance Communications, Inc., 475 South Ave., Beacon, N. Y. 12508. Phone 914-831-1260.  
Mailing address: Box 1703, Poughkeepsie, N. Y. 12601.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Alford H. Lessner.  
Vice-Pres. & Sta. Mgr.—Robert E. Lessner.  
Vice-Pres. & Sales Mgr.—Robert A. Outer.

#### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.

Operating schedule: 6-1 am. EST.  
Antenna ht.: 1,250 ft. above average terrain.  
Partial simulcast operation. Operated separately 9-1 am. For simulcast facilities see WBNR, Newburgh-Beacon.

#### 4. AGENCY COMMISSION

15/0 net time only; 10 days.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 12b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb. Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: WBNR, Newburgh-Beacon.  
Affiliated with MBS.

#### TIME RATES

EFF	1 MIN	4 WK	13 WK	26 WK	52 WK
6. SPOT ANNOUNCEMENTS					
PER WK, 1 MIN					
1 tl	8.50	8.25	8.00	7.50	7.00
20 tl	8.25	7.75	7.50	7.00	6.50
30 tl	8.00	7.50	7.00	6.50	6.00
50 tl	7.50	7.00	6.50	6.00	5.50

#### TIME RATES

Eff 6/1/71—Rec'd 6/7/71.  
10 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
20 sec: 75% of 1-min.

### PULASKI

Oswego County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## See Sandy Creek-Pulaski

### REMSEN

Oneida County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### WADR

1966

Media Code 4 233 7400 8.00  
P. H. Incorporated, Box 1480, Remsen, N. Y. 13438.  
Phone 315-831-3941.  
Sales Office: Rm. 423, 258 Genesee St., Utica, N. Y. 13502. Phone 315-724-5158.

#### STATION'S PROGRAMMING DESCRIPTION

WADR: MUSIC: 100% modern country & western

#### 1. PERSONNEL

President—Joseph P. Uzdarvins.

#### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

#### 3. FACILITIES

5,000 w.; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

EFF	1 MIN	1x	20x	52x	104x	208x	312x
6. SPOT ANNOUNCEMENTS							
1 MIN							
Mon-Sun 6-10 am & 3-7 pm	8.00	7.75	7.50	7.00	6.50	6.00	
Mon-Sun 10 am-3 pm	10.00	9.75	9.50	9.00	8.75	8.00	
All other times	6.00	5.75	5.50	5.25	5.00	4.50	

#### 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### RENSELAER

Rensselaer County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## See Albany-Schenectady-Troy

(including Rensselaer)

### RIVERHEAD (2 AM; 1 FM)

Suffolk County—Map Location H-10  
See SRDS consumer market map and data at beginning of the State.

### WRCN

(formerly WHRF)

Media Code 4 233 7450 3.00  
East Shore Broadcasting, Inc., Box 666, Flanders Rd., Riverhead, N. Y. 11901. Phone 516-727-1570.

#### 1. PERSONNEL

General Manager—James L. Putbrese.

#### 2. REPRESENTATIVES

Michael Fulford Company, Inc.

#### 3. FACILITIES

1,000 w. days; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WRCN-FM.

#### 4. AGENCY COMMISSION

15/0 time and talent; 10 days.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

#### TIME RATES

Eff 6/14/74—Rec'd 6/20/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-6 pm.

PER WK:	CLASS AA	6 tl	12 tl	18 tl	24 tl	30 tl
1 min.	16.00	15.00	14.00	13.00	12.00	10.00
30 sec.	13.00	12.50	12.00	11.25	10.00	

CLASS A	1 MIN	10 TL	20 TL	30 TL
1 min.	14.00	13.00	12.00	11.00
30 sec.	12.00	11.50	10.50	



Rochester—W A X C—Continued

4. AGENCY COMMISSION

15%: 1.5% mo. charge on balances beyond 45 days.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,  
 24a, 24b, 24c, 25a, 21, 28a, 29a, 30.  
 Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 61a, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Eastman Radio Network.

TIME RATES

No. 2 Eff 8/1/73—Rec'd 7/12/73.  
 I—Mon thru Sat 6-10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm & 7 pm-midnight.  
 III—All other times.

6. SPOT ANNOUNCEMENTS

PER WK.	I		II		III	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
11	44.00	35.00	39.00	31.00	33.00	26.00
12	42.00	32.50	37.00	29.50	31.00	24.50
18	40.00	32.00	35.00	28.00	29.00	23.00
24	38.00	30.50	33.00	26.00	27.00	21.50
30	36.00	28.50	31.00	24.50	25.00	20.00

WBBF

1947

LIN Broadcasting Corp.

BLAIR RADIO



Media Code 4 233 7550 0.00  
 WBBF, Inc., a subsidiary of LIN Broadcasting Inc.,  
 850 Midtown Tower, Rochester, N. Y. 14604.  
 Phone 716-232-7550 TWX: 510-253-3422.

1. PERSONNEL  
 President—Donald A. Pels (LIN Broadcasting Corp.).  
 Pres. & Gen'l Mgr.—Ivan Clayton.  
 General Sales Manager—Nick Nickson.

2. REPRESENTATIVES

Blair Radio.

3. FACILITIES

1,000 w.; 950 kc. Directional—separate patterns day  
 and night.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 net charges for time and service.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 23b,  
 24a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
 Contracts: 40a, 41, 44b, 45, 46, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: WBBF (FM).  
 Affiliated with American Contemporary Network.

TIME RATES

No. 10 Eff 5/15/74—Rec'd 7/16/74.  
 AAA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-  
 8 pm.  
 AA—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.  
 A—Sun thru Sat 8 pm-midnight.  
 B—All other times.

6. SPOT ANNOUNCEMENTS

WKLY:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	52	42	38	31	34	30
12 ti	50	40	36	29	32	28
18 ti	48	38	34	27	30	26
24 ti	46	36	32	25	28	24

B: 1-min/less. flat 8.00.  
 ID's: 60% of 1-min.

10. SPECIAL FEATURES

5-MIN NEWSCASTS:	AAA		AA		A	
	3 ti	6 ti	3 ti	6 ti	3 ti	6 ti
3 ti	65	50	40	30	35	25
6 ti	60	45	35	25	30	20
12 ti	55	42	30	20	25	15

WBBF (FM)

1951

BLAIR RADIO  
 Stereo



Media Code 4 233 7575 7.00  
 WBBF, Inc., a subsidiary of LIN Broadcasting Inc.,  
 850 Midtown Tower, Rochester, N. Y. 14604.  
 Phone 716-232-3174, TWX 510-253-3422.  
 See affiliated AM station for additional information.  
 AM facilities: WBBF.

1. PERSONNEL

Station Manager—Nick Nickson.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. EST.

TIME RATES

No. 2 Eff 9/1/68—Rec'd 8/26/68.

6. SPOT ANNOUNCEMENTS	1x		15x		30x		60x		125x		250x		500x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min/less.	10.00	8.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50

8. PROGRAM TIME RATES

1 hr.	1x		15x		30x		60x		125x		250x		500x	
	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 hr.	70	67	64	61	58	55	52	49	46	43	40	37	34	31
1/2 hr.	63	50	48	46	44	42	40	38	36	34	32	30	28	26
5 min.	50	29	28	27	26	25	24	23	22	21	20	19	18	17

October 1, 1974

WCMF (FM)

1960



Media Code 4 233 7600 3.00

Community Music Service, Inc., 129 Leighton Ave.,  
 Rochester, N. Y. 14609. Phone 716-288-3200.

STATION'S PROGRAMMING DESCRIPTION

WCMF (FM): Programmed for young adults.  
 MUSIC: Progressive rock blended with jazz & folk.  
 All segments live with air personalities. Live concerts  
 broadcast on regular basis. Contact Representative for  
 further details. Rec'd 4/5/74.

1. PERSONNEL

Pres. & Gen'l Mgr.—James Trayhern.  
 Sales Manager—David Hanna.  
 Program Director—Jim Sotet.

2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

3. FACILITIES

ERP 20,000 w. (horiz.), 20,000 w. (vert.); 96.5 mc.  
 Stereo.  
 Operating schedule: 2 1/2 hours daily. EST.  
 Antenna ht.: 293 ft. above average terrain.

4. AGENCY COMMISSION

15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 20a, 23b, 24a, 24c, 27, 29a, 33d.  
 Contracts: 40a, 41, 44b, 45, 46, 49, 50, 51a.  
 Comb.: Cont. Discounts: 60d, 60f, 62d.  
 Cancellation: 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.

TIME RATES

No. 7 Eff 3/1/74—Rec'd 4/5/74.  
 AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10  
 am-midnight.  
 AA—Mon thru Sun 6-10 am.  
 A—Mon thru Fri 10 am-3 pm & midnight-6 am.

6. SPOT ANNOUNCEMENTS

WKLY:	I		II		III	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 wk	24.00	23.00	22.00	20.00	19.20	18.40
13 wk	23.00	22.00	21.00	19.00	18.40	17.60
26 wk	22.00	21.00	20.00	18.00	17.60	16.80
52 wk	21.00	20.00	19.00	17.00	16.80	16.00

1 wk 20.00 19.00 18.00 17.00 16.00 15.20 14.40 13.60  
 13 wk 19.00 18.00 17.00 16.00 15.20 14.40 13.60 12.80  
 26 wk 18.00 17.00 16.00 15.00 14.40 13.60 12.80 12.00  
 52 wk 17.00 16.00 15.00 14.00 13.60 12.80 12.00 11.20

CLASS A

1 wk 17.00 16.00 15.00 14.00 13.60 12.80 12.00 11.20  
 13 wk 16.00 15.00 14.00 13.00 12.80 12.00 11.20 10.40  
 26 wk 15.00 14.00 13.00 12.00 11.20 10.40 9.60  
 52 wk 14.00 13.00 12.00 11.00 11.20 10.40 9.60 8.80

10. SPECIAL FEATURES

1 min per wk..... 80.00 30 sec per wk..... 65.00  
 Plus 10-sec open, 5-sec close.

WDKX

1974

Media Code 4 233 7612 8.00  
 Monroe County Broadcasting Co., Inc., 1337 Main  
 St. E., Rochester, N. Y. 14609. Phone 716-288-  
 5470.

STATION'S PROGRAMMING DESCRIPTION

WDKX: Ethnic programming, mass appeal.  
 MUSIC: R & B, popular jazz, bebop & other  
 varieties including swing, modern, mainstream. Also  
 comedy inserts, folk music, country & western.  
 NEWS: local & network. SPORTS: network sports.  
 6 am-noon, various church denominations. Contact  
 Representative for further details. Rec'd 5/23/74.

1. PERSONNEL

Pres. & Gen'l Mgr.—Andrew A. Langston.  
 General Sales Manager—Alden J. Lawson.

2. REPRESENTATIVES

International Advertising/Communications Corp.

3. FACILITIES

ERP 8,000 w.; 103.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 536 ft. above average terrain.

4. AGENCY COMMISSION

15% on time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3d, 4a, 5, 6a.  
 Basic Rates: 20b, 22a, 25a, 28b, 28c, 31, 33b.  
 Comb.: Cont. Discounts: 60b.  
 Cancellation: 70c, 71a, 73a.  
 Prod. Services: 81, 82.  
 Affiliated with National Black Network.

TIME RATES

No. 1 Eff 4/1/74—Rec'd 6/3/74.  
 AAA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat  
 noon-midnight.  
 AA—Mon thru Fri 3-7 pm; Sat 6 am-noon.  
 A—Mon thru Fri 10 am-3 pm; Sun all day.  
 B—Mon thru Sun midnight-6 am.

8. SPOT ANNOUNCEMENTS

1 min	AAA		AA		A	
	12 ti	24 ti	12 ti	24 ti	12 ti	24 ti
1 min	20	16	14	18	16	12
1 min	16	14	12	10	14	12

7. PACKAGE PLANS

PER WK. EA: 1/2AAA & A, 1/2A & B

1 min	8 ti		12 ti		24 ti		36 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	14	13	12	11	11	10	9	8
30 sec	10	9	8	7	7	6	5	4

10. SPECIAL FEATURES

5 min newscast—2x 1-min.  
 News headlines—1-1/2x 1-min.  
 CONSECUTIVE WEEK DISCOUNT  
 13 wk—5% 26 wk—10% 52 wk—15%

WEZO (FM)

1966

Stereo  
 RAB

Media Code 4 233 7625 0.00  
 Malrite Broadcasting, Inc., 931 E. Main St.,  
 Rochester, N. Y. 14601. Phone 716-473-6800. TWX  
 510 253-4566.

See affiliated AM station for additional information.  
 AM facilities: WNYR.

STATION'S PROGRAMMING DESCRIPTION

WEZO (FM): Programmed for adults 18-49.  
 MUSIC: current popular showtunes, standards,  
 NEWS: 7%: 3 man news staff. COMMERCIAL  
 POLITY: maximum 7 minutes per hour. Contact  
 Representative for further details. Rec'd 7/6/71.

3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 365 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations

Affiliated with Katz Radio Network.

TIME RATES

Sold in combination with WNYR. See that listing  
 for rates.

WHAM

1922



Media Code 4 233 7650 8.00  
 Rust Communications Group, Inc., 350 East Ave.,  
 Rochester, N. Y. 14604. Phone 716-454-4884.

STATION'S PROGRAMMING DESCRIPTION  
 WHAM: Programmed for adults and young adults.  
 FARM: 5-6 am & 12:15-1 pm with farm director  
 presenting interviews, information, market reports.  
 NEWS: 5 min at :30, network information & local,  
 15 min at 7, 8 AM, 12N, 5, 6, & 11 PM. 6-8:35 PM  
 news, sports, stock market commentary. 5 man news  
 staff, mobile unit, daily editorials. SPORTS: Col-  
 lege football. All PERSONALITIES handle all

1 hr..... 368  
 1/2 hr..... 224  
 1/4 hr..... 178  
 10 min..... 138  
 5 min..... 98

CLASS A

1 hr.	1x		52x		156x		312+	
	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 hr.	368	352	332	312	294	278	262	246
1/2 hr.	224	214	202	190	178	166	154	142
1/4 hr.	178	170	160	152	142	132	122	110
10 min.	138	130	124	118	110	104	98	92

CLASS B

1 hr.	1x		28x		84x		168+	
	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.	1 hr.	1/2 hr.
1 hr.	264	250	238	224	210	196	182	168
1/2 hr.	158	152	142	134	126	118	110	102
1/4 hr.	118	112	106	100	94	88	82	76
10 min.	92	88	82	78	74	70	66	62
5 min.	66	62						

# NEW YORK

Rochester—Continued

## W H F M (FM)

1939



Media Code 4 233 7750 6.00  
Hust Communications Group, Inc., 350 East Ave.,  
Rochester, N. Y. 14604. Phone 716-454-3040.  
See affiliated AM station for additional information.  
A31 facilities: WIAM.

**STATION'S PROGRAMMING DESCRIPTION**  
WHPM (FM): Programmed for teens & adults 18-34.  
MUSIC: contemporary with minimum talk and in-  
terruptions. NEWS: at :20 & :50. Contact Repre-  
sentative for further details. Rec'd 8/5/74.

- PERSONNEL**  
Program Director—Al Peterson.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 340 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WIAM. See that listing for  
rates.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10A ET 5/1/74—Rec'd 6/4/74.

- AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-midnight.  
D—Midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	6 ti	12 ti	18 ti	24 ti
1 min.	15.00	13.00	12.00	11.00	11.00
30/20 sec.	12.00	11.00	10.10	9.00	9.00

PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti
1 min.	13.00	12.00	11.00	10.10	10.10
30/20 sec.	11.00	10.00	9.00	8.00	8.00

PER WK:	CLASS A	6 ti	12 ti	18 ti	24 ti
1 min.	11.00	10.00	9.00	8.00	8.00
30/20 sec.	9.00	8.00	7.00	6.00	6.00

B: 50% of A.  
10 sec: 60% of 1-min.

### 7. PACKAGE PLANS

	TAP	3	4	6
Min thru Sat 6-10 am				
Mon thru Sun 10 am-3 pm & 6				
am-midnight		3	4	7
Mon thru Sat 3-7 pm		3	5	6
Mon thru Sat 7 pm-midnight		3	5	5

TOTAL TIMES:	12	18	24
1 min.	120	162	192
30/20 sec.	96	126	144
10 sec.	84	108	120

### BTA WEEKLY PLAN

6 ti, ea. 11 15 ti, ea. 9

Preemptible, sold as available.

### WEEKEND IMPACT PLAN

(7 pm Fri thru midnight Sun)

10 ti, ea. 9 15 ti, ea. 8

### 10. SPECIAL FEATURES

PER WK:	NEWS	1 ti	3 ti	6 ti	12 ti
AAA		35	33	31	29
AA		30	28	26	24
A		26	24	22	20

## WMIV (FM)

1948

### BRISTOL CENTER

(This is a paid duplicate of the listing appearing  
under Bristol Center, N. Y.)  
Media Code 4 233 1350 1.00  
The Christian Broadcasting Network, Northeast  
Radio, Box G, Ithaca, N. Y. 14850. Phone 607-  
272-8080.

**STATION'S PROGRAMMING DESCRIPTION**  
WMIV (FM): Contemporary Christian.  
MUSIC: 70% religious contemporary. NEWS: every  
hour for 5 min. Special features at :30. Three 30-  
min blocks M-Sat. AP, UPI wire & audio services  
plus local actualities. Community bulletin board  
announcements 3x/daily. Rec'd 4/27/73.

- PERSONNEL**  
General Manager—Eric C. AuCoin.  
Operations Manager—Bill Freeman.  
Sales Manager—Jim Wall.
- FACILITIES**  
ERP 9,500 w. (horiz.), 9,500 w. (vert.); 95.1 mc.  
Antenna ht.: 993 ft. above average terrain.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% time only; 5% cash discount by 10th of follow-  
ing month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26,  
28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellations: 70a, 70c, 71a, 73a, 70c.  
Tobacco & intimate personal articles not accepted  
for advertising.  
Member: The Christian Broadcasting Network, Inc.

### TIME RATES

ET—Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	8.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.	3.00	2.85	2.70	2.55	2.40	2.25

### 8. PROGRAM TIME RATES

	1x	13x	52x	260x	365x
5 min.	12.00	11.50	10.20	9.00	8.40

### TIME RATES

ET—Rec'd 4/27/73.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	8.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.	3.00	2.85	2.70	2.55	2.40	2.25

### 8. PROGRAM TIME RATES

	1x	13x	52x	260x	365x
5 min.	12.00	11.50	10.20	9.00	8.40

## WNYR

(formerly WRVM)  
1948



## KATZ RADIO



A Marlite Station  
Media Code 4 233 7800 9.00  
Marlite Broadcasting, Inc., 931 E. Main St.,  
Rochester, N. Y. 14601. Phone 716-473-6800. TWX  
510-253-4566.

- PERSONNEL**  
President—Milton Malts.  
Vice-Pres. & Gen'l Mgr.—Bill Scarbrough.  
General Sales Manager—Gary Sankey.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5.000 w. days; 680 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24a,  
24b, 24c, 25a, 33a.  
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a,  
51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60l, 61c,  
62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WEZO (FM).  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 1A ET 4/1/73—Rec'd 3/28/73.

- AAA—Mon thru Sun after 10 am.  
AA—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	70.00	69.00	68.00	67.00	66.00
AA	66.00	65.00	64.00	63.00	62.00

20/30 sec: 80% of 1-min.  
10 sec: AM, 50% of 1-min.  
10 sec: FM, 80% of 1-min.

### AM/FM COMBINATION

No. 1A ET 4/1/73—Rec'd 3/28/73.

- AAA—Mon thru Sun after 10 am.  
AA—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	70.00	69.00	68.00	67.00	66.00
AA	66.00	65.00	64.00	63.00	62.00

20/30 sec: 80% of 1-min.  
10 sec: AM, 50% of 1-min.  
10 sec: FM, 80% of 1-min.

### AM ONLY

No. 2 ET 8/1/73—Rec'd 7/12/73.

- AAA—Mon thru Sun after 10 am.  
AA—Mon thru Sun 6-10 am.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	33.00	29.50	29.00	28.50	28.00
AA	33.00	32.50	32.00	31.50	31.00

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### WROC

1947



Alan Torbet  
Associates, Inc.



Media Code 4 233 7850 4.00  
Rust Craft Broadcasting of New York, Inc., 201  
Humboldt St., Rochester, N. Y. 14610. Phone 716-  
288-8400.

**STATION'S PROGRAMMING DESCRIPTION**  
WROC: Programmed for adults and young adults.  
MUSIC: MOR with mixed hits of yesterday and  
today. NEWS: at :30. Network at :60. Contact Repre-  
sentative for further details. Rec'd 8/5/74.

- PERSONNEL**  
General Manager—Jack B. Ludesch.  
Program Director—Robert W. Knight.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Canada—Andy McDermott Sales, Ltd.
- FACILITIES**  
5,000 w.; 1,250 kc. Directional—night only.  
Operating schedule: 5:30-1:00 am. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b,  
24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33c.  
Contracts: 40c, 41, 42d, 44a, 45, 48, 49, 51a, 51b,  
51c.  
Comb.; Cont. Discounts: 60c, 60d, 60e, 60f, 60h, 60l,  
61a, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

### TIME RATES

No. 8 ET 4/1/74—Rec'd 3/21/74.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 5:30-6 am; Sun 6  
am-7 pm.  
B—Daily 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti
AA	33	30	28	26	24
A	28	26	24	22	20
B	18	16	14	12	10

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

### WROC-FM

1959



Media Code 4 233 7851 2.00  
Rust Craft Broadcasting of New York, Inc., 201  
Humboldt St., Rochester, N. Y. 14610. Phone  
716-288-8400.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WROC-FM: Programmed for general interest, ap-  
pealing to adult audiences.  
MUSIC: solid modern MOR, interrupted only at each  
quarter hour for cluster commercial and public service  
announcements. SPORTS: instant race track results  
& analysis, scattered between 2:50 & 8:50 pm. Con-  
tact Representative for further details. Rec'd  
8/16/74.

- PERSONNEL**  
President—Albert Wertheimer.  
Manager—Jim McKechnie.
- REPRESENTATIVES**  
Herbert F. Groskin & Co.
- FACILITIES**  
ERP 50,000 w.; 100.5 mc.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 350 ft. above average terrain.

### TIME RATES

No. 8 ET 4/1/74—Rec'd 3/21/74.

- AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 5:30-6 am; Sun 6  
am-7 pm.  
B—Daily 7 pm-sign-off.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti	24 ti
AA	33	30	28	26	24
A	28	26	24	22	20
B	18	16	14	12	10

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

### STATION'S PROGRAMMING DESCRIPTION

WROC-FM: Programmed for adults and young  
adults.  
MUSIC: familiar popular standards, show tunes,  
movie themes, primarily instrumental with mixture  
of group vocals. NEWS: brief summaries every 2  
hours. COMMERCIAL POLICY: 6 units per hour  
in 15 min breaks. Contact Representative for further  
details. Rec'd 3/21/74.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.9 mc  
Operating schedule: 24 hours. EST.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 ET 7/1/73—Rec'd 8/13/73.

- AA—11 am-11 pm.  
A—6-11 am.  
B—11 pm-6 am.

6. SPOT ANNOUNCEMENTS	PER WK, FLAT, 1-5 TI:	AA	A	B
1 min.	17	12	10	10
30 sec.	12	9	8	8

7. PACKAGE PLANS	CLASS AA	6 ti	12 ti	18 ti	24 ti	30 ti
PER WK:	12.00	10.00	9.00	8.00	7.00	6.00
1 min.	10.00	8.00	7.50	6.50	6.00	5.00
30 sec.	8.00	6.50	5.50	5.00	4.00	4.00

PER WK:	CLASS B	6 ti	12 ti	18 ti	24 ti
1 min.	8.00	7.00	6.00	5.00	4.00
30 sec.	6.50	5.50	5.00	4.00	3.50

## WSAY

1936

## Independent

Media Code 4 233 7900 7.00  
The Federal Broadcasting System, Inc., 250 East  
Ave., Rochester, N. Y. 14604. Phone 716-233  
5550.

**STATION'S PROGRAMMING DESCRIPTION**  
WSAY: Top 40 plus numerous tunes requested on  
daily eve request personality program. Continuous  
stock, weather, time & news reports. Early AM  
traffic air personality. Mid-day program: daily re-  
mote, police & weather broadcasts. Five air person-  
alities. SAT & SUN: Jewish, Italian, Black Pro-  
gramming. Contact Representative for further details.  
Rec'd 2/15/75.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gordon P. Brown.  
Assistant Manager—Sybil A. Reber.  
Sales Manager—Annette C. Capitano.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
5,000 w.; 1370 kc. Directional—nighttime only.  
Operating schedule: 8:00-12:35 am Sun, 6:00-12:35  
am Mon thru Fri, 6:00-1:00 am Sat. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b,  
24a, 24b, 24c, 25a, 26, 27, 28c, 29a, 29b, 30, 31,  
33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47e,  
48, 49, 51c.  
Comb.; Cont. Discounts: 60a, 60c



**Salamanca—W G O—Continued**

**2. REPRESENTATIVES**

Hardy Radio & Television, Ltd.  
Boston—Eckels & Queen, Inc.  
Pittsburgh—Dome & Associates, Inc.

**3. FACILITIES**

1,000 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**

None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 1/1/74—Rec'd 4/1/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	156x	260x	520x
1 min.	5.00	4.25	3.75	3.50	3.00
30 sec.	3.50	3.25	2.75	2.50	2.25

**7. PACKAGE PLANS**

<b>PER WK:</b>	10 ti	20 ti	30 ti	40 ti
1 min.	4.00	3.75	3.50	3.25
30 sec.	3.25	2.75	2.50	2.25

**10. SPECIAL FEATURES**

<b>NEWS SPONSORSHIP:</b>	52 wk 26 wk
Full	7
Co-sponsor	4
News headlines—4.00.	9

**SANDY CREEK-PULASKI**

Oswego County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**WSCP**  
1974



Media Code 4 233 8075 7.00  
Oswego-Jefferson Broadcasting, Inc., Box 158, 9190  
Main St., Sandy Creek, N. Y. 13145. Phone 315-387-3400.

**STATION'S PROGRAMMING DESCRIPTION**  
WSCP: Modern Country & Western.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—James J. Foederer.

**3. FACILITIES**

1,000 w.; 1070 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**

15/0 time only; 30 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 7/1/74—Rec'd 8/27/74.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	3.25	5.00	4.70	4.40	4.00
30 sec.	1.25	4.05	3.80	3.65	3.00

**10. SPECIAL FEATURES**

5-min local news	9.00
5-min hly news & weather	7.00
News headlines & weather	6.00
Incl open & close plus 1 1-min spot.	

**SARANAC LAKE**

Franklin County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**WNBZ**  
1927

Media Code 4 233 8100 3.00  
WNBZ, Inc., Box 211, Saranac Lake, N. Y. 12988.  
Phone 518-891-1544

**1. PERSONNEL**

Pres. & Gen'l Mgr.—James Rogers, III.

**2. REPRESENTATIVES**

Bob Dore Associates, Inc.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.

**4. AGENCY COMMISSION**

15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
Eff 3/1/74—Rec'd 2/4/74.

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	104x	156x	312+
1 min.	9.00	8.50	7.70	7.20	6.60	6.00
30 sec.	6.80	6.40	5.80	5.40	5.00	4.50

**SARATOGA SPRINGS**

(1 AM; 1 FM)

Saratoga County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WKAJ**  
1964

Subscriber to the NAB Radio Code  
Media Code 4 233 8150 3.00  
Community Radio of Saratoga Springs, Inc., Box  
557, 71 West Ave., Saratoga Springs, N. Y.  
12866. Phone 584-1610.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Kent E. Jones.

**3. FACILITIES**

250 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am local sunset. EST.  
Partial simulcast operation. Simulcast sunrise-local  
sunset. For non-simulcast facilities see WKAJ-FM.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.

**3. GENERAL ADVERTISING** See coded regulations

Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 3/26/74—Rec'd 5/2/74

**6. SPOT ANNOUNCEMENTS**

	1 ti	15 ti	25 ti	40 ti
1 min.	8.60	5.60	4.20	4.85
30 sec.	7.05	4.25	3.90	3.55

**WKAJ-FM**

1966



Subscriber to the NAB Radio Code

Media Code 4 233 8151 6.00

Community Radio of Saratoga Springs, Box 557, 71  
West Ave., Saratoga Springs, N. Y. 12866. Phone  
518-584-1610.

See affiliated AM station for additional information.

**3. FACILITIES**

ERP 3,000 w.; 102.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 74 ft. above average terrain.  
Partial simulcast operation. Operated separately 6  
am-sunrise & local sunset-midnight.

**TIME RATES**

2/3 of AM rate.

**SCHENECTADY**

Schenectady County—Map Location G-6  
See SRDS consumer market map and data at beginning  
of the State.

**See Albany-Schenectady-Troy**

(including Rensselaer)

**SENECA FALLS (1 AM; 1 FM)**

Seneca County—Map Location D-6  
See SRDS consumer market map and data at beginning  
of the State.

**WSFW**

1968

Media Code 4 233 8175 5.00  
Waterfalls Broadcasting Corp., Box 1, Seneca Falls,  
N. Y. 13148. Phone 315-588-9888.

**1. PERSONNEL**

General Manager—Robert N. Burns.

**2. REPRESENTATIVES**

Regional Steps Corp.  
Market 4 Radio.

**3. FACILITIES**

1,000 w.; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast newscasts at  
:60, live sporting events and religious programs. For  
non-simulcast facilities see WSFW-FM.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 9/7/73—Rec'd 4/4/74.

**6. SPOT ANNOUNCEMENTS**

1 min. flat 5.25

**7. PACKAGE PLANS**

<b>PER WK:</b>	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 min.	5.00	4.50	4.00	3.50	3.00	2.50
30 sec.	3.75	3.50	3.25	3.00	2.50	2.25
10 sec.	1.80	1.70	1.60	1.50	1.40	1.30

**BULK—ROS—NO DISCOUNT**

	260x	520x	1040x	2080x
1 min.	3.75	3.25	2.75	2.25
30 sec.	3.00	2.50	2.25	2.00
10 sec.	1.75	1.50	1.40	1.30

**10. SPECIAL FEATURES**

Newscasts—As available. 9.50.

**WSFW-FM**

1968

Media Code 4 233 8176 3.00  
Waterfalls Broadcasting Corp., Box 1, 1 Water St.,  
Seneca Falls, N. Y. 13148. Phone 315-588-9888,  
789-3415.

See affiliated AM station for additional information.

**3. FACILITIES**

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately except  
newscasts at :60 live sporting events and religious  
programs. For simulcast facilities see WSFW.

**TIME RATES**

50% of AM rates.

**SMITHTOWN**

Suffolk County—Map Location H-10  
See SRDS consumer market map and data at beginning  
of the State.

**See New York Urban Area**

**SOUTHAMPTON**

Suffolk County—Map Location H-10.  
See SRDS consumer market map and data at beginning  
of the State.

**WWRJ (FM)**

1971



Media Code 4 233 8210 0.00

Sandpiper Broadcasting Corp., Arcade Bldg., Main  
St., Southampton, L. I., N. Y. 11968. Phone 516-283-5200.

**STATION'S PROGRAMMING DESCRIPTION**

WWRJ (FM) MUSIC: Standards dim, MOR

**1. PERSONNEL**

General Manager—James E. Kleid.

**3. FACILITIES**

ERP 2,400 w. (horiz.), 2,400 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 6:30-12:30 am daily. EST.  
Antenna ht.: 331 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL RATE POLICY**

Accepts AAAA copyrighted contract.

**TIME RATES**

No. 1 Eff 11/1/71—Rec'd 11/10/71.

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	104x	156x	250x	500x
1 min.	16	15	14	13	12	11	10
30 sec.	14	13	12	11	10	9	8

**7. PACKAGE PLANS**

	SATURATION PACKAGE		
<b>PER WK:</b>	12 ti	15 ti	20 ti
1 min.	12	11	10
30 sec.	10	9	8

**SPRING VALLEY**

Rockland County—Map Location G-9  
See SRDS consumer market map and data at beginning  
of the State.

**See New York Urban Area**

**SYRACUSE (6 AM; 5 FM)**

(including East Syracuse, North Syracuse)

Plus 2 paid duplicates; plus 1 cross reference.  
Onondaga County—Map Location D-8

See SRDS consumer market map and data at beginning  
of the State.

Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of individual  
station coverage, audience delivered, etc. within  
the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station	Morning Trafic		Afternoon Trafic		Evening Trafic	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm- midnight)		
A	48	35	40	19		
B	43	32	36	16		
C	36	32	34	16		
D	30	24	27	16		
AVERAGE	39	31	34	19		

**WDDS (FM)**

1956

SYRACUSE



Media Code 4 233 8250 6.00

Functional Broadcasting Div. of Amalgamated Music  
Enterprises, Inc., 738 Erie Blvd., E., Syracuse,  
N. Y. 13210. Phone 315-478-5745.

**STATION'S PROGRAMMING DESCRIPTION**

WDDS (FM): Programmed for general interest, ap-  
pealing to adult audiences.

MUSIC: solid modern MOR, interrupted only at each  
quarter hour for cluster commercial and public service  
announcements. NEWS: network at :15. Live  
regional news broadcasts at :45. Rec'd 4/30/73.

**1. PERSONNEL**

Executive Vice-President—Albert Wertheimer.

Station Manager—Jeanne Wilson.

Technical Director—Karl Schabinger.

**3. FACILITIES**

ERP 100,000 w.; 93.1 mc.

Operating schedule: 6-2 am. EST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b.

Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,

23a, 24a, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49,

51a, 51b.

Comb.: Cont. Discounts: 60d, 60f, 60i, 61c, 62b.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American FM Network.

Member: Empire State FM Network.

**TIME RATES**

No. 5 Eff 10/1/71—Rec'd 11/29/71.

AA—Mon thru Fri 10 am-10 pm.

A—All other times.

# NEW YORK

Syracuse—Continued

**WHEN**  
1941  
SYRACUSE



**RAB**

A Meredith Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 233 8350 4.00

Meredith Corp., 980 James St., Syracuse, N. Y.  
13203. Phone 315-474-8511. TELEX 710-541-0443.

**STATION'S PROGRAMMING DESCRIPTION**  
WHEN: Programmed for adults 18-49.  
MUSIC 80%: hit MOR with solid gold from past 15 years. 6 AIR PERSONALITIES handle all music segments. NEWS 15%: 8 man department. Air traffic & road reports from station plane in drive times, sports, and news, entertainment reviews. Public affairs 5%: music documentaries, call for action, features integrated with entertainment & local public service announcements. Contact Representative for further details. Rec'd 4/4/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—E. C. Stiker.  
General Sales Manager—Lee M. Vanden-Handel.  
Program Director—James B. Ashbery.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 620 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10c.  
Basic Rates: 20a, 22a, 23a, 24b, 24c, 25a, 28a, 29a.  
Contracts: 40c, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61a, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Affiliated with American Entertainment Network.  
Affiliated with Eastman Radio Network.

**TIME RATES**

No. 27 ET 3/1/73—Rec'd 3/5/73.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.  
B—All other times.

PER WK:	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t	1t
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25	1.00	0.75	0.50	0.25	0.00	0.00	0.00
30 sec	3.00	2.80	2.65	2.45	2.25	2.10	1.85	1.70	1.50	1.30	1.10	0.90	0.70	0.50	0.30	0.15	0.00	0.00	0.00
10 sec	2.00	1.90	1.75	1.65	1.50	1.40	1.25	1.15	1.00	0.85	0.70	0.55	0.40	0.25	0.10	0.00	0.00	0.00	0.00

**10. SPECIAL FEATURES**  
NEWSCASTS & AIR TRAFFIC REPORTS  
Fixed position, extra 20% to applicable frequency and time period rate.  
(\*) Mon thru Fri 7-9 am & 4-6 pm; multiples of 5.

**DISCOUNT**

52 wk—8%

**WMHR (FM)**

1969  
SYRACUSE

Media Code 4 233 8375 1.00  
Mars Hill Broadcasting Co., Inc., 4044 Makyes Rd.,  
Syracuse, N. Y. 13215. Phone 315-489-5051.

**STATION'S PROGRAMMING DESCRIPTION**  
WMHR (FM): Programmed for the family.  
MUSIC 60%: sacred & stereo strings. 5-7 am time, weather, school closings. 9:15-11:15 am ladies programs. 7 air personalities. NEWS 10%: at :30, plus 10 spotlight features daily. Open mike 90 min. Fri. On scene local reports. RELIGIOUS 30%. COMMERCIAL POLICY: maximum 18 minutes per hour. Contact Representative for further details. Rec'd 8/2/74.

**1. PERSONNEL**  
Pres. & Interim Mgr.—Glenn H. Burdick.  
Program Director—Jack Williamson.

**2. REPRESENTATIVES**  
Radio Representatives, Inc.

**3. FACILITIES**  
ERP 11,000 w. (horiz.), 11,000 w. (vert.); 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,320 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; net 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 23b, 24b, 25a, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60d, 60l, 61a, 62d.  
Cancellation: 70b, 70c, \*71a, 72, 73b.  
Prod. Services: 82.  
(\* Only if run less than 13 weeks.

**TIME RATES**

No. 4 ET 9/1/73—Rec'd 8/13/73.

**NEW... FOR SYRACUSE**  
**AND CENTRAL NEW YORK**  
**STEREO WKFM**  
Rock 'n Gold  
SEE OUR LISTING UNDER SUBURBAN  
FULTON, N. Y. OR CALL SELCOM.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1t	3t	4t	5t	6t	10t
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.00	2.80	2.65	2.45	2.25	2.10
10 sec	2.00	1.90	1.75	1.65	1.50	1.40

All spots ROS.  
Fixed, extra 25%.

**7. PACKAGE PLANS**  
PER 7 CONSEC DAYS, ROS: 1 min 30 sec 10 sec  
10 t..... 2.75 2.05 1.50  
20 t..... 2.50 1.85 1.25  
30 t..... 2.25 1.70 1.15  
Fixed, extra 25%.

**8. PROGRAM TIME RATES**

PER YR:	1x	13x	52x	156x	208x	260x	312x
1 hr	34.00	32.00	30.50	29.00	28.00	26.50	25.00
1/2 hr	17.50	17.00	16.50	15.50	14.50	14.00	13.50
1/4 hr	13.00	12.50	12.00	11.60	10.90	9.50	9.00
5 min	8.00	7.50	6.50	5.50	5.00	4.50	4.00

Midnight-6 am: 75% of above.

**WNDR**

1946  
SYRACUSE

**BLAIR RADIO**

Media Code 4 233 8400 7.00

Tower Broadcasting Corp., Box 1212, Syracuse, N. Y. 13201. Phone 315-446-1515. TELEX 710-541-0438.

**STATION'S PROGRAMMING DESCRIPTION**  
WNDR: Programmed for 18-49 age bracket.  
MUSIC 85%: top 40 and gold. AIR PERSONALITIES. NEWS 15%: at :55 plus weather reports, school closings in am during winter. Sun; 9-10 am Italian, 10-11 am Jewish, 11-noon Polish, 6-7 pm black news & views. COMMERCIAL POLICY: maximum 22 interruptions per hour, maximum 18 min per hour. Editorials on controversial local issues. Contact Representative for further details. Rec'd 4/8/74.

**1. PERSONNEL**  
President—Robert Forrest.  
Sales Manager—George Piarovos.  
General Manager—Dan Leonard.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
5,000 w.; 1260 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% on net time. Bills rendered monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 22b, 24c, 25a, 27, 28a, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42a, 42d, 43, 44b, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60e, 60f, 60h, 60l, 62b.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.

**TIME RATES**

No. 22 ET 5/1/71—Rec'd 12/14/73  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 5-8 am & 7 pm-midnight.

PER WK:	1t	1t	1t	1t	1t	1t	1t	1t	1t
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	3.00	2.80	2.65	2.45	2.25	2.10	1.85	1.70	1.50
10 sec	2.00	1.90	1.75	1.65	1.50	1.40	1.25	1.15	1.00

1 t..... 36 29 18 30 24 15  
6 t..... 34 27 17 28 22 14  
12 t..... 32 26 16 26 21 13  
18 t..... 30 24 15 24 19 12  
24 t..... 28 22 14 22 17 11

**7. PACKAGE PLANS**  
PER WK: 1/3AAA, 1/3AA, 1/3A  
1 min..... 32 30 28 26  
30 sec..... 26 24 22 21  
10 sec..... 18 15 14 13

**WOIV (FM)**

1948  
DE RUYTER

(This is a paid duplicate of the listing appearing under De Ruyter, N. Y.)  
Media Code 4 233 2300 5.00  
The Christian Broadcasting Network, Northeast Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

**STATION'S PROGRAMMING DESCRIPTION**  
WOIV (FM): Contemporary Christian.  
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :30. Three 30-min blocks M-Sat. AP, UPI wire & audio services plus local actualities & correspondents news service. Community bulletin board 3x/daily. Rec'd 4/27/73.

**1. PERSONNEL**  
General Manager—Eric C. AuCoin.  
Operations Manager—Bill Freeman.  
Sales Manager—Jim Wall.

**3. FACILITIES**  
ERP 5,400 w.; 105.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 560 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only; 5% cash discount 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellations: 70a, 70c, 71a, 73a.  
Tobacco & intimate personal articles not accepted for advertising.  
Member: The Christian Broadcasting Network, Inc.

**TIME RATES**

PER WK:	1t	1t	1t	1t	1t	1t	1t	1t	1t
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90	3.60
30/20 sec	4.50	4.30	4.10	3.90	3.70	3.50	3.30	3.10	2.90
10 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	2.00	1.85

**8. PROGRAM TIME RATES**  
1x 13x 52x 260x 365x  
5 min..... 12.00 11.50 10.20 9.00 8.40 (D)

**WOLF**

1940  
SYRACUSE



**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 233 8450 2.00

WOLF Broadcasting Service, Inc., Box 1490, Syracuse, N. Y. 13201. Phone 315-422-7211.

**STATION'S PROGRAMMING DESCRIPTION**  
WOLF: Programmed for an audience reach of upper-teens & young adults 18-34.  
MUSIC: top 40, NEWS: at :40; extended local coverage. 4 man news staff. SPORTS: local & national scores. FARM: 5-5:20 am commodity reports, agricultural, weather reports. COMMERCIAL POLICY: limit of 15 minutes per hour. Contact Representative for further details. Rec'd 3/8/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Thomas R. Shine.  
Sales Manager—Alfred Ruscelto.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0; time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 14d, 15d.  
Basic Rates: 20a, 21a, 21b, 21c, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40c, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 60g, 60h, 60l, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.

**TIME RATES**

No. 18 ET 3/15/71—Rec'd 3/8/71.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Sun thru Sat 7 pm-midnight; Sat & Sun all day.  
A—Mon thru Fri 10 am-3 pm.  
Midnight-6 am. Rates on request.

PER WK:	1t	1t	1t	1t	1t	1t	1t	1t	1t
1 min	21.00	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
30 sec	16.80	16.00	15.20	14.40	13.60	12.80	12.00	11.20	10.40
10 sec	11.20	10.80	10.40	10.00	9.60	9.20	8.80	8.40	8.00

**7. PACKAGE PLANS**  
CLASS AAA  
PER WK: 1t 6t 12t 18t 24t 30t  
1 min..... 21.00 20.00 19.00 18.00 17.00 16.00  
30 sec..... 16.80 16.00 15.20 14.40 13.60 12.80  
CLASS AA  
1 min..... 18.00 17.00 16.00 15.00 14.00 13.00  
30 sec..... 14.40 13.60 12.80 12.00 11.20 10.40  
CLASS A  
1 min..... 15.00 14.00 13.00 12.00 11.00 10.00  
30 sec..... 12.00 11.20 10.40 9.60 8.80 8.00  
10 sec: 60% of 1-min.

**WONO (FM)**

1958  
SYRACUSE

Media Code 4 233 8500 4.00  
Sentinel Heights FM Broadcasters, Inc., 500 S. Warren St., Syracuse, N. Y. 13202. Phone 315-472-4541.

**STATION'S PROGRAMMING DESCRIPTION**  
WONO (FM): Programmed for adults interested in fine arts.  
Programming consists of classical and light classical music, including opera on Thurs nights and Sat afternoons. Jazz & electronic music 1 am-6 am. NEWS: at 7, 8 am, noon, 2, 5, 7 & 11 pm.  
Length of newscasts variable, depending on amount of national and international news occurring. Public affairs 1 hour a week. Editorialize on events concerning the arts and cultural community. COMMERCIAL POLICY: maximum 8 commercials per hour, average 6 commercials per hour. Sponsorship of programs and news permitted. Rec'd 7/29/74.

**1. PERSONNEL**  
President—Richard L. Kaye.  
Vice-Pres. & Prog. Dir.—Henry Fogel.  
Advertising Director—John A. Young.

**3. FACILITIES**  
ERP 10,500 w.; 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 600 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time; 15 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29a, 33a.  
Contracts: 40a, 42b, 44a, 46, 47e, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.  
Cancellation: 72, 73b.

**1. PERSONNEL**  
President—Richard L. Kaye.  
Vice-Pres. & Prog. Dir.—Henry Fogel.  
Advertising Director—John A. Young.

**3. FACILITIES**  
ERP 10,500 w.; 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 600 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time; 15 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 23a, 24b, 28c, 29a, 33a.  
Contracts: 40a, 42b, 44a, 46, 47e, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 61a, 62d.  
Cancellation: 72, 73b.

**TIME RATES**

No. 10 ET 3/1/74—Rec'd 3/7/74.  
A—Mon thru Fri 5-11 pm; Sat & Sun 1-11 pm.  
B—All other times.

PER WK:	1t	1t	1t	1t	1t	1t	1t	1t	1t
1 min	10.00	8.50	8.00	7.50	7.00	6.00	5.00	4.00	3.00
30 sec	8.00	6.50	6.00	5.50	5.00	4.00	3.00	2.00	1.00

**7. PACKAGE PLANS**  
PER WK: 1 min: 7t 14t 21t 28t  
1 wk..... 7.00 6.75 6.50 6.00  
4 wk..... 6.50 6.00 5.50 4.50  
13 wk..... 6.00 5.50 5.00 4.00  
28 wk..... 5.50 5.00 4.50 3.75  
52 wk..... 5.00 4.50 4.00 3.50  
ROS: 1 min: 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
1x 13x 26x 52x 100x 250x 500x 1000x 1500x  
55 min..... 70.00 67.00 63.00 60.00 57.00 54.00 51.00  
1/2 hr..... 52.50 50.00 47.00 45.00 43.00 41



Syracuse—W S O Q—Continued

<b>7. PACKAGE PLANS PER YR:</b>	500x	750x	1000x	
1 min.	4.00	3.50	2.75	
<b>8. PROGRAM TIME RATES</b>		1 hr	1/2 hr	1/4 hr
1 x.....	100.00	60.00	35.00	
52 x.....	75.00	45.00	26.75	

**52. SPECIAL FEATURES**

5 MINUTES

News, Weathercasts, Road Reports, Network Features..... 10.00

**INTERNATIONAL PROGRAMS**

Polish & Italian—Sat & Sun.  
Irish & German—Sat.  
Greek & Lithuanian—Sun.  
Black Gospel—Sat. & Sun.  
1 min..... 10.00 30 sec..... 7.50

Sold in 1/4 hr program segments only. Includes open and close plus 2 1-minute spots.

**WSYR**  
1922  
SYRACUSE

**NBC Radio Network**



**THE CHRISTAL CO.**



**RAB**

Newhouse Broadcasting Corporation  
Media Code 4 233 8650 7.00  
Newhouse Broadcasting Corp., 1030 James St., Syracuse, N. Y. 13203. Phone 315-474-3911. TWLXK 710-541-0428.

**STATION'S PROGRAMMING DESCRIPTION**  
WSYR: Programmed for adults.  
All PERSONALITIES handle all segments. NEWS: 10-min at 7:30, 8:30 & 9 am; 30-min at 12N & 11 pm; one hour 5-6 pm; 5-min at :30. Network at :00 & selected times. 5-min local produced news at other times. FARM: 5-7 am markets, rural & area news, local & national news, music. TALK: 11:10 am-12N women's show, interviews, public affairs, homemaking. MUSIC: 12:30-5 pm; 6 pm-1 am MOR. SPORTS: play-by-play U football & basketball, Major League baseball, hockey, NFL Football, NBA basketball. Contact Representative for further details. Rec'd 1/26/73.

- PERSONNEL**  
President—E. R. Vadboncoeur.  
Vice-Pres. & Gen'l Mgr.—David J. Shurtleff.  
Director of Sales—Norman R. Cissna.
- REPRESENTATIVES**  
The Christal Company.  
Canada—Andy McDermott Sales, Ltd.
- FACILITIES**  
5,000 w.; 510 kc. Directional—separate patterns day and night.  
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 33a.  
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60l, 60k, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**

No 28 Eff 5/27/74—Rec'd 7/5/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti.....	50	40	25	40	32	20
6 ti.....	49	39	24	38	30	19
12 ti.....	48	38	23	36	28	18
18 ti.....	45	35	22	34	26	16
24 ti.....	42	32	24	32	24	14

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**  
Sold in multiples of 4 spots & scheduled within 7 days. 2 spots Mon thru Sat 6-10 am/Mon thru Fri 3-7 pm; 2 spots Mon thru Fri 10 am-3 pm & 7-9 pm, Sat 10 am-7 pm, Sun 6 am-7 pm.  
PER WK, EA: 12 ti 16 ti 20 ti 24 ti  
1 min..... 36 35 33 32  
30 sec..... 29 28 26 25  
TAP & spots combinable for wkly discounts.

**8. PROGRAM TIME RATES**

A—Mon thru Sat 6-10 am & 3-7 pm.  
B—All other times.

A	1 hr	1/2 hr	1/4 hr	10 min	5 min
A	400	240	160	120	60
B	300	180	120	90	45

Incl news charges.

**9. PARTICIPATING PROGRAMS**  
RFD Time—Mon thru Sat 5-8 am, B rate.

**WSYR-FM**

1946

SYRACUSE



**RAB**

Newhouse Broadcasting Corporation  
Media Code 4 233 8651 5.00  
Newhouse Broadcasting Corp., 1030 James St., Syracuse, New York. 13203. Phone 315-474-3911. TWX 315-477-1665.

See affiliated AM station for additional information.

**2. REPRESENTATIVES**  
New York—Frederick W. Smith.

**3. FACILITIES**  
ERP 100,000 w.; 94.5 mc.  
Operating schedule: 10 am-midnight. EST.  
Antenna ht.: — ft. above average terrain.

**TIME RATES**

Rates effective April 1, 1968.  
Rates received June 12, 1968.  
Class AA—5:00-11:00 pm Mon thru Sat; noon-11:00 pm Sun.  
Class A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	1 min	20 sec	1 min	20 sec
1-51 ti.....	10.00	5.00	260-519 ti.....	3.00 4.25
52-103 ti.....	9.50	4.75	520-1039 ti.....	3.00 4.00
104-259 ti.....	9.00	4.50	1040 or more 7.50	3.75

60% of Class AA rate.  
News agencies—1-minute announcement rate plus 20%.  
ROS announcements—1-minute announcement rate less 20%.

**8. PROGRAM TIME RATES**

PER WK:	1 ti	2-4 ti (*)
1 hr or 55 min.....	50.00	45.00 40.00
1/2 hr or 25 min.....	30.00	27.00 24.00
1/4 hr or 10 min.....	20.00	18.00 16.00
5 min.....	15.00	13.50 12.00

(\*) 5 or more times.  
CLASS A  
60% of Class AA rate.  
Weekly Discounts  
13 wk..... 5% 39 wk..... 15%  
26 wk..... 10% 52 wk..... 20%

**TICONDEROGA**

Essex County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WIPS**

1955

**Jack Masla & Company, Inc.**

Media Code 4 233 8700 0.00  
Motsinger Communications, Inc., Box 352, Fort Tl Rd., Ticonderoga, N. Y. 12883. Phone 518-585-2368.

**STATION'S PROGRAMMING DESCRIPTION**  
WIPS: Programmed for general audience appeal. MUSIC: modern MOR, oldies and country. Emphasis on local and regional news. UPI. Contact Representative for further details. Rec'd 12/21/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John K. Motsinger.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: New York Farm Network.

**TIME RATES**

EFF 7/1/74—Rec'd 7/15/74.

**7. PACKAGE PLANS**

PER WK:	1 ti	12 ti	18 ti	24 ti	48 ti	96 ti
1 min.....	6.40	5.80	5.45	4.80	4.05	3.45
30 sec.....	5.15	4.80	4.45	3.80	3.10	2.45
15 sec.....	3.45	3.10	2.75	2.45	1.95	1.55

Per Mo Per Yr

48 ti	72 ti	96 ti	144 ti	156x	312x	624x	1248x
1 min	4.80	4.45	4.05	3.45	4.80	4.05	3.45
30 sec	4.05	3.80	3.45	2.75	3.95	3.10	2.45
15 sec	2.80	2.45	2.15	1.80	2.75	2.10	1.75

**10. SPECIAL FEATURES**

NEWS: 78x 156x 312x 624x  
1 min..... 395 765 1415 2470  
30 sec..... 280 515 945 1530

**TROY**

Rensselaer County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.  
**See Albany-Schenectady-Troy**  
(including Rensselaer)

**UTICA-ROME (6 AM; 4 FM)**

Oneida County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each diappart.

	Morning	Daytime	Afternoon	Evening
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	
A.....	33	31	32	24
B.....	33	27	27	23
C.....	24	24	24	19
D.....	13	13	13	12
AVERAGE	26	23	25	20

**WBVM**

1962

UTICA

Media Code 4 233 8750 5.00  
Fusco Broadcasting Corp., King Cole Plaza, 2924 Genesee St., Utica, N. Y. 13503. Re 5-2785.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBVM: Programmed for adults. Entertainment 6-10 am, air personality, audience participation via telephone, broadcasting from station airplane, middle-of-the-road music. Noon-1 pm news and weather round-up, local and state, discussions. 1-5 pm entertainment, popular, middle-of-the-road music, news on hour, headlines on half hour. Foreign language programs Sat 1-2:30 pm (Polish), Sun 9:30-11 am (Polish), 11 am-1 pm (Italian). Commercials delivered in Polish-English and Italian-English. Contact Representative for further details. Rec'd 8/7/67.

- PERSONNEL**  
President—Michael C. Fusco.  
General Manager—Daniel A. Fusco.  
Sales Manager—Mike Fusco.
- REPRESENTATIVES**  
Donald Cooke, Inc.
- FACILITIES**  
1,000 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 12b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
(Contracts: 40a, 42a, 45, 46, 47a, 43.  
Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: New York Farm Network.

**TIME RATES**

EFF 1/31/74.  
AA—Mon thru Fri 7-10 am & 4-6 pm.  
A—10 am-4 pm & 6:30 pm-sign-off.  
**6. SPOT ANNOUNCEMENTS**

PER WK:	AA	A
1 min	1 ti 6 ti 12 ti 18 ti	1 ti 6 ti 12 ti 18 ti
30 sec	8 7 8 5 7 6	9 8 7 6
15 sec	5 4 5 3 4 3	6 5 4 3

10 sec: 50% of applicable 1-min.  
**7. PACKAGE PLANS**

**WEEKEND PLAN**  
(6:30 pm Fri thru 7 am Mon)

1 min.....	1 ti	12 ti	24+
30 sec.....	5	5	4
15 sec.....	3	3	3

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	1/4 hr 5 min
Ea.....	60	36	24 12

**WIBQ (FM)**

1973

UTICA

Media Code 4 233 8775 2.00  
WIBQ, Inc., Clark Mills Rd., Whitesboro, N. Y. 13492. Phone 315-736-9313.  
Mailing address: Box 950, Utica, N. Y. 13503.  
See affiliated AM station for additional information.  
AM facilities: WIBX.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBQ (FM): Programmed for adults 18-49.  
MUSIC: 50 min. per hour of popular music, mixture of instrumentals, standard & contemporary vocals. NEWS & weather: 2-min. at :00, weather every 15 min. sign-on-9:45 am. Contact Representative for further details. Rec'd 7/1/74.

- PERSONNEL**  
Program Director—David King.
- FACILITIES**  
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 98.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 660 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 15a.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24b, 25a, 27, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 2c, 44b, 45, 46, 51b.  
Comb.; Cont. Discounts: 60a, 60f, 60l, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Sold in combination with WIBX. See that listing for rates.

**NEW YORK**

**TIME RATES**

EFF—Rec'd 8/19/74.  
AA—Mon thru Sat 10 am-8 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	14.00	13.00	12.00	10.00	13.00	12.00	11.00	8.00
30 sec	11.20	10.40	9.60	8.00	10.40	9.60	8.80	6.40
10 sec:	50% of 1-min.							

**7. PACKAGE PLANS**

TAP, 1/2AA, 1/2A: 12 ti 18 ti 24 ti  
1 min/less..... 9 8 7  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

**WIBX**  
1925  
UTICA



Subscriber to the NAB Radio Code  
Media Code 4 233 8800 8.00  
WIBX, Inc., Clark Mills Rd., Whitesboro, N. Y. 13492. Phone 315-736-9313.  
Mailing address: Box 950, Utica, N. Y. 13503.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBX: Programmed for adults.  
MUSIC: C & W 5-7 am, modern MOR 7-11:55 am & 7 pm-midnight. NEWS: network at :00, local at :30, news headlines in am drive, time & weather throughout day. 5-6:30 pm news, stocks, sports, business talk. FARM. Air personality farm expert 5-7 am; 12:20-1 pm, market reports, consumer price information, rural, local & regional news. TALK: 1-5 pm weekdays, 9:10-noon Sat telephone & open discussion guests. SPORTS: play-by-play local sports, professional football, major league baseball, professional basketball. ENTERTAINMENT: network features throughout day. Contact Representative for further details. Rec'd 6/24/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Frederic C. Bowen.  
Vice-Pres., Local & Reg. Sales—William J. Heiderich
- REPRESENTATIVES**  
Meeker Radio, Inc.  
Regional Reps Corp.  
South: Southwest—Bushy, Finch and Woods, Inc.  
Canada—Stephens & Townrow Co. Limited.
- FACILITIES**  
5,000 w.; 950 kc. Directional.  
Operating schedule 5-12:05 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 14c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 23b, 24c, 25a, 28b, 29b, 31, 33d.  
Contracts: 40a, 41, 42a, 45, 46, 51b.  
Comb.; Cont. Discounts: 60a, 60f, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WIBX (FM).  
Affiliated with CBS.

**TIME RATES**

WIBX/WIBQ (FM) COMBINATION  
EFF—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AAA	36.00	33.00	27.00	29.40	26.80	25.60	21.60	21.60
AA	34.00	32.00	29.00	26.00	27.40	25.60	24.80	20.80
A	33.00	31.00	28.00	25.00	26.40	24.80	23.60	20.00
B	25.00	23.00	21.00	17.00	20.80	18.80	15.40	13.60

CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

**7. PACKAGE PLANS**

TAP—1/3AAA/AA, 1/3A, 1/3B  
1 min..... 26 23 21  
30/20 sec..... 22 20 18  
1D's..... 15 13 12

**WKAL**

**WKAL-FM**

1946

ROME

1968

Media Code 4 233 8850 3.00  
Maurer Broadcasting Corp., R.D. 1, S. Jay St., Rome, N. Y. 13440. Rome: Phone 315-356-7700.

**STATION'S PROGRAMMING DESCRIPTION**  
WKAL: MUSIC: MOR, country, jazz and rock. NEWS: world and national at :30, local at 7: 8:15, 9 am, noon, 5 & 11 pm. SPORTS: at 8:30 am, 5:30, 7:35 & 11:15 pm. Stock market reports at 8:20 am daily. Area weather reports hourly. Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—J. B. Maurer.  
Sales Manager—Woodard J. Maurer.  
Program Director—Carmen Paolucca.
- REPRESENTATIVES**  
New York, Philadelphia—Market 4 Radio.  
Detroit—Corlett Associates.  
Boston—New England Spot Sales.
- FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 6 am-11:15 pm. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 105 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.  
(This listing continued on next page)

# NEW YORK

Utica-Rome—W K A L, W K A L-FM—Cont'd

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8, 8a, 8b, 8c, 8d, 8e, 8f, 8g, 8h, 8i, 8j, 8k, 8l, 8m, 8n, 8o, 8p, 8q, 8r, 8s, 8t, 8u, 8v, 8w, 8x, 8y, 8z, 9a, 9b, 9c, 9d, 9e, 9f, 9g, 9h, 9i, 9j, 9k, 9l, 9m, 9n, 9o, 9p, 9q, 9r, 9s, 9t, 9u, 9v, 9w, 9x, 9y, 9z, 10a, 10b, 10c, 10d, 10e, 10f, 10g, 10h, 10i, 10j, 10k, 10l, 10m, 10n, 10o, 10p, 10q, 10r, 10s, 10t, 10u, 10v, 10w, 10x, 10y, 10z, 11a, 11b, 11c, 11d, 11e, 11f, 11g, 11h, 11i, 11j, 11k, 11l, 11m, 11n, 11o, 11p, 11q, 11r, 11s, 11t, 11u, 11v, 11w, 11x, 11y, 11z, 12a, 12b, 12c, 12d, 12e, 12f, 12g, 12h, 12i, 12j, 12k, 12l, 12m, 12n, 12o, 12p, 12q, 12r, 12s, 12t, 12u, 12v, 12w, 12x, 12y, 12z, 13a, 13b, 13c, 13d, 13e, 13f, 13g, 13h, 13i, 13j, 13k, 13l, 13m, 13n, 13o, 13p, 13q, 13r, 13s, 13t, 13u, 13v, 13w, 13x, 13y, 13z, 14a, 14b, 14c, 14d, 14e, 14f, 14g, 14h, 14i, 14j, 14k, 14l, 14m, 14n, 14o, 14p, 14q, 14r, 14s, 14t, 14u, 14v, 14w, 14x, 14y, 14z, 15a, 15b, 15c, 15d, 15e, 15f, 15g, 15h, 15i, 15j, 15k, 15l, 15m, 15n, 15o, 15p, 15q, 15r, 15s, 15t, 15u, 15v, 15w, 15x, 15y, 15z, 16a, 16b, 16c, 16d, 16e, 16f, 16g, 16h, 16i, 16j, 16k, 16l, 16m, 16n, 16o, 16p, 16q, 16r, 16s, 16t, 16u, 16v, 16w, 16x, 16y, 16z, 17a, 17b, 17c, 17d, 17e, 17f, 17g, 17h, 17i, 17j, 17k, 17l, 17m, 17n, 17o, 17p, 17q, 17r, 17s, 17t, 17u, 17v, 17w, 17x, 17y, 17z, 18a, 18b, 18c, 18d, 18e, 18f, 18g, 18h, 18i, 18j, 18k, 18l, 18m, 18n, 18o, 18p, 18q, 18r, 18s, 18t, 18u, 18v, 18w, 18x, 18y, 18z, 19a, 19b, 19c, 19d, 19e, 19f, 19g, 19h, 19i, 19j, 19k, 19l, 19m, 19n, 19o, 19p, 19q, 19r, 19s, 19t, 19u, 19v, 19w, 19x, 19y, 19z, 20a, 20b, 20c, 20d, 20e, 20f, 20g, 20h, 20i, 20j, 20k, 20l, 20m, 20n, 20o, 20p, 20q, 20r, 20s, 20t, 20u, 20v, 20w, 20x, 20y, 20z, 21a, 21b, 21c, 21d, 21e, 21f, 21g, 21h, 21i, 21j, 21k, 21l, 21m, 21n, 21o, 21p, 21q, 21r, 21s, 21t, 21u, 21v, 21w, 21x, 21y, 21z, 22a, 22b, 22c, 22d, 22e, 22f, 22g, 22h, 22i, 22j, 22k, 22l, 22m, 22n, 22o, 22p, 22q, 22r, 22s, 22t, 22u, 22v, 22w, 22x, 22y, 22z, 23a, 23b, 23c, 23d, 23e, 23f, 23g, 23h, 23i, 23j, 23k, 23l, 23m, 23n, 23o, 23p, 23q, 23r, 23s, 23t, 23u, 23v, 23w, 23x, 23y, 23z, 24a, 24b, 24c, 24d, 24e, 24f, 24g, 24h, 24i, 24j, 24k, 24l, 24m, 24n, 24o, 24p, 24q, 24r, 24s, 24t, 24u, 24v, 24w, 24x, 24y, 24z, 25a, 25b, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z, 26a, 26b, 26c, 26d, 26e, 26f, 26g, 26h, 26i, 26j, 26k, 26l, 26m, 26n, 26o, 26p, 26q, 26r, 26s, 26t, 26u, 26v, 26w, 26x, 26y, 26z, 27a, 27b, 27c, 27d, 27e, 27f, 27g, 27h, 27i, 27j, 27k, 27l, 27m, 27n, 27o, 27p, 27q, 27r, 27s, 27t, 27u, 27v, 27w, 27x, 27y, 27z, 28a, 28b, 28c, 28d, 28e, 28f, 28g, 28h, 28i, 28j, 28k, 28l, 28m, 28n, 28o, 28p, 28q, 28r, 28s, 28t, 28u, 28v, 28w, 28x, 28y, 28z, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z, 30a, 30b, 30c, 30d, 30e, 30f, 30g, 30h, 30i, 30j, 30k, 30l, 30m, 30n, 30o, 30p, 30q, 30r, 30s, 30t, 30u, 30v, 30w, 30x, 30y, 30z, 31a, 31b, 31c, 31d, 31e, 31f, 31g, 31h, 31i, 31j, 31k, 31l, 31m, 31n, 31o, 31p, 31q, 31r, 31s, 31t, 31u, 31v, 31w, 31x, 31y, 31z, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 47x, 47y, 47z, 48a, 48b, 48c, 48d, 48e, 48f, 48g, 48h, 48i, 48j, 48k, 48l, 48m, 48n, 48o, 48p, 48q, 48r, 48s, 48t, 48u, 48v, 48w, 48x, 48y, 48z, 49a, 49b, 49c, 49d, 49e, 49f, 49g, 49h, 49i, 49j, 49k, 49l, 49m, 49n, 49o, 49p, 49q, 49r, 49s, 49t, 49u, 49v, 49w, 49x, 49y, 49z, 50a, 50b, 50c, 50d, 50e, 50f, 50g, 50h, 50i, 50j, 50k, 50l, 50m, 50n, 50o, 50p, 50q, 50r, 50s, 50t, 50u, 50v, 50w, 50x, 50y, 50z, 51a, 51b, 51c, 51d, 51e, 51f, 51g, 51h, 51i, 51j, 51k, 51l, 51m, 51n, 51o, 51p, 51q, 51r, 51s, 51t, 51u, 51v, 51w, 51x, 51y, 51z, 52a, 52b, 52c, 52d, 52e, 52f, 52g, 52h, 52i, 52j, 52k, 52l, 52m, 52n, 52o, 52p, 52q, 52r, 52s, 52t, 52u, 52v, 52w, 52x, 52y, 52z, 53a, 53b, 53c, 53d, 53e, 53f, 53g, 53h, 53i, 53j, 53k, 53l, 53m, 53n, 53o, 53p, 53q, 53r, 53s, 53t, 53u, 53v, 53w, 53x, 53y, 53z, 54a, 54b, 54c, 54d, 54e, 54f, 54g, 54h, 54i, 54j, 54k, 54l, 54m, 54n, 54o, 54p, 54q, 54r, 54s, 54t, 54u, 54v, 54w, 54x, 54y, 54z, 55a, 55b, 55c, 55d, 55e, 55f, 55g, 55h, 55i, 55j, 55k, 55l, 55m, 55n, 55o, 55p, 55q, 55r, 55s, 55t, 55u, 55v, 55w, 55x, 55y, 55z, 56a, 56b, 56c, 56d, 56e, 56f, 56g, 56h, 56i, 56j, 56k, 56l, 56m, 56n, 56o, 56p, 56q, 56r, 56s, 56t, 56u, 56v, 56w, 56x, 56y, 56z, 57a, 57b, 57c, 57d, 57e, 57f, 57g, 57h, 57i, 57j, 57k, 57l, 57m, 57n, 57o, 57p, 57q, 57r, 57s, 57t, 57u, 57v, 57w, 57x, 57y, 57z, 58a, 58b, 58c, 58d, 58e, 58f, 58g, 58h, 58i, 58j, 58k, 58l, 58m, 58n, 58o, 58p, 58q, 58r, 58s, 58t, 58u, 58v, 58w, 58x, 58y, 58z, 59a, 59b, 59c, 59d, 59e, 59f, 59g, 59h, 59i, 59j, 59k, 59l, 59m, 59n, 59o, 59p, 59q, 59r, 59s, 59t, 59u, 59v, 59w, 59x, 59y, 59z, 60a, 60b, 60c, 60d, 60e, 60f, 60g, 60h, 60i, 60j, 60k, 60l, 60m, 60n, 60o, 60p, 60q, 60r, 60s, 60t, 60u, 60v, 60w, 60x, 60y, 60z, 61a, 61b, 61c, 61d, 61e, 61f, 61g, 61h, 61i, 61j, 61k, 61l, 61m, 61n, 61o, 61p, 61q, 61r, 61s, 61t, 61u, 61v, 61w, 61x, 61y, 61z, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h, 62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s, 62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d, 63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o, 63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z, 64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k, 64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v, 64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g, 65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r, 65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c, 66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n, 66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y, 66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j, 67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u, 67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f, 68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q, 68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b, 69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m, 69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x, 69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i, 70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t, 70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e, 71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p, 71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a, 72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l, 72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w, 72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h, 73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s, 73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d, 74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o, 74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z, 75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k, 75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v, 75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g, 76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r, 76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c, 77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n, 77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y, 77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j, 78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u, 78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f, 79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q, 79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b, 80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m, 80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x, 80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i, 81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t, 81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e, 82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p, 82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a, 83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l, 83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w, 83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h, 84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s, 84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d, 85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o, 85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z, 86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k, 86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v, 86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g, 87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r, 87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c, 88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n, 88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y, 88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j, 89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u, 89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f, 90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q, 90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b, 91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m, 91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x, 91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i, 92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t, 92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e, 93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p, 93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a, 94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l, 94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w, 94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h, 95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s, 95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d, 96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o, 96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z, 97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k, 97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v, 97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g, 98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r, 98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c, 99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n, 99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y, 99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h, 100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q, 100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z.

**6. SPOT ANNOUNCEMENTS**  
ET 9/1/73—Rec'd 9/4/73.  
FIXED: 1x 52x 104x 156x 260x  
1 min. 7.50 7.20 6.90 6.60 6.30  
30 sec.



**Watertown—W A T N—Continued**

**TIME RATES**  
Rates effective April 1, 1964.  
Rates received March 26, 1964.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec	1 min	30 sec	1 min	30 sec
1 ti..... 8.00	4.50	156 ti..... 6.40	3.50	
26 ti..... 7.60	4.25	260 ti..... 6.00	3.25	
52 ti..... 7.20	4.00	520 ti..... 5.60	3.00	
104 ti..... 6.80	3.75			

**8. PROGRAM TIME RATES**

	1 hr	1/2 hr	1/4 hr	5 min
1 x.....	60	36	24	12

**DISCOUNTS**

26x-5%	104x-15%	260x-25%
52x-10%	156x-20%	520x-30%

**WNCQ (FM)**

1968  
Media Code 4 233 9175 4.00  
R. B. G. Productions, Inc., 1833 State St., Watertown, N. Y. 13601. Phone 315-782-6540.  
See affiliated AM station for additional information.  
AM facilities: WOTT.

- 3. FACILITIES**  
ERP 41,300 w. (horiz.), 41,300 w. (vert.); 97.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 292 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WOTT. See that listing for rates.

**TIME RATES**

50% of AM/FM combination rates.

**WOTT**

1959  
Media Code 4 233 9200 0.00  
R. B. G. Productions, Inc., Box 29A, Gifford Road R. D. 2, Watertown, N. Y. 13601. Phone 315-782-6540.

- 1. PERSONNEL**  
President—J. Graham.  
Vice-Pres./Nat'l Sales—J. Brett.
- 2. REPRESENTATIVES**  
Mort Bassett & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1410 kc. Directional.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 12b.  
Basic Rates: 20a, 22b, 23a, 24a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
FM facilities: WNCQ (FM).

**TIME RATES**

**AM/FM COMBINATION**  
Eff 7/1/72—Rec'd 6/5/72.

AA—Mon thru Sat 6-9 am & 3-6 pm.				
A—Mon thru Sat 9 am-3 pm & Sun 6 am-6 pm.				
B—6 pm sign-off.				

**7. PACKAGE PLANS**

1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
AA.....	16.00	15.00	14.00	13.00	12.60
A.....	14.00	13.00	12.00	11.00	10.00
B.....	8.00	7.50	7.00	6.50	6.00

**IMPACT ROS PLAN**  
(1/2AA, 1/2A)  
12 ti 18 ti 24 ti 30 ti 40 ti 50 ti  
1 min..... 13.50 12.50 11.50 10.50 9.50 8.50  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min  
Above rates include simulcasting of spots on WNCQ (FM) when duplicating WOTT. Non-simulcast FM only spots are 50% of above rates.

**WWNY**



**EVERY-KNODEL, INC.**

Subscriber to the NAB Radio Code  
Media Code 4 233 9250 5.00  
Broadcast Center, 120 Arcade St., Watertown, N. Y. 13601. Phone 315-788-3890. TWX 510-257-4850.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWNY: Programmed for adults & young adults.  
MUSIC: current soft rock singles, mixed with new album cuts & hit singles of past. NEWS: 10 min network & local hourly; wkly live coverage of city council meetings; monthly coverage of county supervisors meeting; 4 man local news staff. WEATHER: every 1/2 hr including marine or road conditions; pre-recorded telephone reports. SPORTS: capsule reports, featuring scores hrlly; major league baseball. FEATURES: early morning farm program. Women's program wklys 11:15 am-noon. Remote facilities & air personalities available. Contact Representative for further details. Rec'd 5/1/74.

- 1. PERSONNEL**  
Manager of Broadcasting—Tony C. Malara.  
Sales Manager—James Nash.  
Program/Production—Rod Abare.
- 2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Boston—Santo Crupl.
- 3. FACILITIES**  
1,000 w.; 790 kc. Directional—night only.  
Operating schedule: 6 am-12:05 am. EST.  
15/0 time only.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 26, 28a, 28c, 29a, 32b.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60h, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**

No. 7 Eff 8/1/74—Rec'd 7/31/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	AA	A	B
PER WK:	1 min 30/20	1 min 30/20	1 min 30/20
1 ti.....	20	16	18
6 ti.....	19	15	17
12 ti.....	18	14	16
18 ti.....	17	13	15
24 ti.....	16	12	14
30 ti.....	15	11	13
10 sec: 50% of 1-min.			

**DISCOUNT**

26 wk-5%	52 wk-10%
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**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B

PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min.....	15	13	12	10
30/20 sec.....	12	11	10	9

**WATKINS GLEN**

Schuyler County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WGFM**

1968



Subscriber to the NAB Radio Code

Media Code 4 233 9275 2.00  
Watkins Glen Montour Falls Broadcasting Co.,  
Jefferson Hotel, Watkins Glen, N. Y. 14891. Phone 607-535-2779.

- 1. PERSONNEL**  
Station Manager—Joe Fazzary.
- 2. REPRESENTATIVES**  
Market 4 Radio.
- 3. FACILITIES**  
250 w.; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WXXY (FM), Montour Falls.  
Affiliated with American Contemporary Network.  
Sold in combination with WXXY (FM), Montour Falls. See that listing for rates.

**TIME RATES**

Eff ———— Rec'd 10/8/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

	AA	A
PER WK:	1 min 30 sec	1 min 30 sec
6 ti.....	7.00	5.50
12 ti.....	6.50	5.20
18 ti.....	6.00	4.80
24 ti.....	5.50	4.40
30 ti.....	5.00	4.00

**7. PACKAGE PLANS**  
50-50 CONTRACT: 1 min 30 sec  
500 x..... 5.50 4.40  
1000 x..... 5.00 4.00  
Subject to short rate.

**WELLSVILLE**

Allegany County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WLSV**

1955



Subscriber to the NAB Radio Code  
Media Code 4 233 9300 8.00  
Radio Services of Wellsville, 56-1/2 N. Main St.,  
Wellsville, N. Y. 14895. Phone 716-593-3727.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLSV: C&W, MOR, progressive rock.

- 1. PERSONNEL**  
Station Manager—Robert G. Gabler.
- 3. FACILITIES**  
1,000 w.; 790 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: New York Farm Network.

**NEW YORK**

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 4/1/73—Rec'd 3/29/73.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	260x	520x	1040x
1 min 6.90	6.00	5.70	5.40	5.10	4.75	4.10	4.10
30 sec 5.45	5.10	4.90	4.60	4.30	3.95	3.15	3.15
10 sec.....	.....	.....	.....	2.60	2.40	2.10	2.10

**7. PACKAGE PLANS**

PER WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	5.25	5.05	4.75	4.50	4.20	3.90
30 sec.....	4.90	4.45	4.10	3.80	3.50	3.20
10 sec.....	.....	3.00	.....	2.70	.....	2.40

**WESTCHESTER**

Westchester County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

**See Mount Kisco, New Rochelle, Peekskill, White Plains**

**WETHERSFIELD**

Wyoming County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**WBIV (FM)**

1948  
Media Code 4 233 9350 3.00  
The Christian Broadcasting Network, Northeast  
Radio, Box G, Ithaca, N. Y. 14850. Phone 607-272-8080.

**STATION'S PROGRAMMING DESCRIPTION**  
WBIV (FM): Contemporary Christian.

- 1. PERSONNEL**  
General Manager—Eric C. AuCoin.
- 3. FACILITIES**  
ERP 32,000 w.; 107.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 480 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Tobacco & intimate personal articles not accepted for advertising.  
Member: The Christian Broadcasting Network, Inc.

**TIME RATES**

Eff ———— Rec'd 4/27/73.

**6. SPOT ANNOUNCEMENTS**

	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	6.00	5.70	5.40	5.10	4.80	4.50
30/20 sec.....	4.50	4.30	4.10	3.90	3.70	3.50
10 sec.....	2.00	2.85	2.70	2.55	2.40	2.25

**WHITE PLAINS (1 AM; 1 FM)**

Westchester County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

**See New York Urban Area**

# NORTH CAROLINA

## Negro Population Data

(January 1, 1974)

STATE TOTAL	1,110,365	Forsyth	47,499
METRO AREAS			
Ashville	11,605	Gaston	18,109
Burlington	18,104	Greenville	14,100
Charlotte	114,924	Hillsford	68,721
Gastonia	50,959	High Point	11,324
Fayetteville	50,959	Hertford	12,650
Winston-Salem	134,490	Jackson	12,609
High Point	134,490	Lenoir	20,105
Durham	105,907	Mecklenburg	86,484
Rocky Mount	24,232	Nash	20,310
Wilmington	25,171	New Hanover	17,625
Total Metro	505,392	Northampton	12,849
COUNTIES		Onslow	15,544
Alamance	18,014	Pitt	22,007
Ashe	10,454	Richmond	11,448
Beaufort	11,110	Rockingham	20,187
Bertie	11,453	Rocky Mount	12,102
Bladen	11,503	Rowan	14,216
Camden	12,224	Sampson	16,328
Catawba	12,224	Union	19,230
Cherokee	14,903	Wake	15,927
Columbus	15,258	Wayne	50,747
Craven	50,922	Wilson	27,909
Cumberland	11,742	Total Counties	876,678
Duplin	25,759		
Edgecombe	23,922		

## NORTH CAROLINA

See SRSOS consumer market map and data at beginning of this State

**CAUTION:** The Presidential announcement for the duration of the energy crisis to prevent all time zones, where applicable, to playlight. Scheduling will affect each listed station's operating schedule, as reported in 3. ALL TIMES. Please disregard each (Zone) Standard Time as reported.

### STATE NETWORKS

### Carolina Radio Network Carolina Radio Network

Composed of:  
Non-Interconnected Stations

WVCS—Arlotte  
WTRN—Durham  
WFMG—Goldboro  
WVNL—Greenville  
WIZN—Henderson  
WVLS—Hinton  
WVNO—Laurinburg  
WVOT—Wilmington  
WVQA—Minterton  
WVRE—Hoke Mount  
WVRE—Reidsville  
WV1Y—Smithfield  
Media Code 4 234 0050 6:00

WVAB—Rober City  
WVCA—Cape Fear  
WVEM—Waxhington  
WVTC—Wendell  
WVLS—Hinton  
WVLA—Williamston  
WVOT—Wilmington  
WVAF—Conway, S. C.  
WVFD—Fleming, S. C.  
WVFD—Orangeburg, S. C.  
WVXY—Sumter, S. C.

Executive Office—6 Radio Station WYOT, Box 170, Wilson, N. C. 27893. Phone 919-237-8653.

### 1. PERSONNEL

Vice-President—Harry Severance,  
Manager—Walter Moore, Jr.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8,  
Rate Protection: 10b, 11b, 13b, 14b, 15a,  
15b, 16  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b,  
25a, 28a, 28c, 29a, 29b, 33b,  
Contract: 40a, 41, 44a, 46, 47a, 49, 51a,  
Cancellation: 1a, 1b, 1c, 1d, 1e, 60d, 61b, 63d  
Prod. Services: 80.

### TIME RATES

ET—Rec'd 8/20/71.

### 6. SPOT ANNOUNCEMENTS

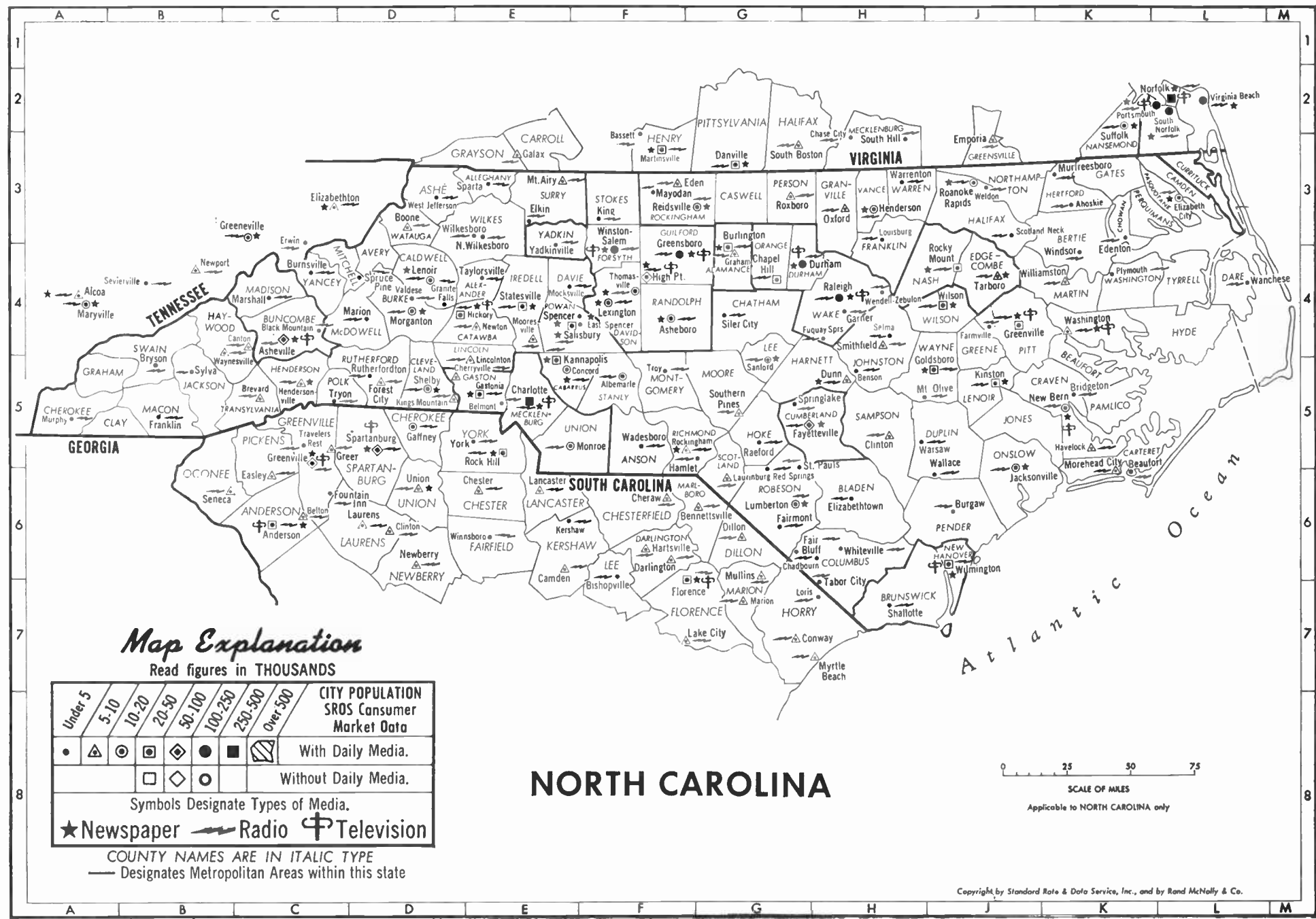
1x 13x 26x 52x 104x 156x 260x  
1 min 157.30 152.10 148.20 141.70 138.50 130.00 118.50

### 8. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 260x  
5 min 322.50 313.30 301.60 291.20 279.40 270.40 260.00

**SUPPLEMENTARY STATIONS**  
WGAI—Elizabeth City  
WPAI—Payetteville  
WVKN—Laurinburg  
WVAF—Farmville  
WVPM—Suffolk, Va.  
WVMP—Monroe  
WVRE—Raleigh  
WVLM—Wilmington  
WVVA—Emporia, Va.  
WVPM—Suffolk, Va.  
WVMP—Monroe

(State Networks continued on page 622)





# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's) county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES - This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—Per Household (\$)					Retail Sales—1973 By Selected Store Types					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$000)	% Distribution of Families to to to to to 4999 5000 8000 10000 15000 9999 14999 and over				Food (\$000)	Drug (\$000)	General Mdse.			Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)						
				(000)	(%)	(%)	(%)			(%)	(%)	(%)				(%)	(%)				
<b>NORTH CAROLINA STATE TOTALS</b>	5,257.3	1,654.41	18,348,104	11,090	10.7	19.3	13.2	24.2	21.0	11,336,758	6,852	2,441,627	305,438	1,441,388	516,487	631,692	2,433,782	863,799	2,671.58	439.7	2,307,755
<b>ALAMANCE G-4</b>	99.9	32.78	395,988	12,080	8.3	16.1	14.1	29.9	25.3	229,447	7,000	55,490	6,953	23,997	20,290	12,198	48,793	16,884	59.87	5.7	21,859
Burlington	36.5	12.71	169,631	13,346						162,877	12,815	33,293	4,920	19,340	17,652	8,875	35,785	10,335			
Burlington Metro Area	99.9	32.78	395,988	12,080	8.3	16.1	14.1	29.9	25.3	229,447	7,000	55,490	6,953	23,997	20,290	12,198	48,793	16,884	59.87		
ALEXANDER E-4	20.8	6.55	70,408	10,749	9.8	19.6	16.6	27.3	17.7	27,259	4,162	9,360	624	500	507	1,021	6,157	2,556	10.23	2.3	13,940
ALLEGHANY E-3	8.4	2.92	23,444	8,029	15.6	23.0	13.8	17.4	9.9	14,606	5,002	2,967	291	301	946	661	2,446	1,194	4.10	2.8	10,662
ANSON F-5	23.0	7.05	59,395	8,425	14.1	21.6	13.4	20.1	13.0	39,595	5,616	12,236	940	3,722	1,377	1,668	8,575	3,224	9.68	5	11,520
ASHE D-3	19.7	6.46	47,382	7,624	16.2	24.4	12.9	15.2	9.2	26,335	4,077	6,362	567	2,364	2,062	1,596	5,531	1,813	8.44	8.5	15,690
BEAUFORT K-5	36.1	11.72	108,820	29,851	11.1	19.1	12.7	21.1	15.5	82,187	7,013	19,191	1,499	7,321	3,026	3,728	16,699	6,389	16.92	5.5	23,586
BERTIE K-3	21.2	6.20	46,591	7,515	17.2	21.0	10.6	13.2	9.0	28,373	4,576	6,834	586	2,149	556	561	7,617	4,138	8.80	5.8	35,078
BLADEN H-6	26.8	7.87	62,671	7,963	17.0	21.4	12.0	17.1	10.8	40,035	5,087	6,384	642	3,374	1,874	1,530	10,656	3,775	10.99	6.2	27,061
BRUNSWICK H-7	28.2	8.58	74,529	8,686	15.3	20.8	13.6	19.3	12.0	36,658	4,272	8,005	786	2,635	308	877	8,531	4,031	11.41	3.6	10,285
BUNCOMBE C-4	147.8	50.71	555,574	10,956	10.4	19.7	13.7	24.0	22.3	410,988	8,105	88,116	11,702	73,142	13,617	20,817	89,944	31,013	76.78	8.3	24,852
Asheville	57.0	20.76	231,697	11,161						171,288	15,284	63,042	9,504	68,218	12,149	16,420	78,308	18,371			
Asheville Metro Area	163.4	55.80	595,974	10,681	11.0	20.2	13.4	23.0	21.1	424,349	7,605	91,536	12,084	74,101	13,923	21,331	93,375	32,994	82.61		
BURKE D-4	63.1	19.51	225,201	11,543	9.2	17.9	15.4	29.9	21.9	106,167	5,442	24,720	2,907	6,017	7,197	7,081	23,214	10,414	30.24	.9	6,087
CABARRUS E-5	76.5	25.51	282,332	11,068	8.6	18.6	15.1	30.3	19.9	182,581	7,157	42,456	6,334	24,827	10,764	11,862	44,578	13,536	48.88	2.0	13,998
Kannapolis	36.8	12.77	133,809	10,478						107,558	5,767	25,734	2,126	8,423	4,409	5,521	29,863	10,151	30.36	.5	9,667
CALDWELL D-4	59.2	18.65	196,099	10,514	9.4	21.1	16.3	27.7	18.2	110,558	5,767	25,734	2,126	8,423	4,409	5,521	29,863	10,151	30.36	.5	9,667
CAMDEN L-3	5.2	1.62	15,375	9,491	11.5	22.9	15.5	22.3	12.6	3,104	1,916	1,110	87	87			1,396	2.35	.3		7,276
CARTERET K-5	32.0	10.71	108,714	10,151	10.8	21.3	13.1	22.4	19.7	67,688	6,320	18,216	1,678	3,779	2,670	3,223	12,596	6,792	15.75	1.1	5,813
CASWELL G-2	18.8	5.36	51,632	9,633	13.5	22.2	14.3	23.4	14.4	10,214	1,906	2,178	109	2,012	342	342	2,655	954	6.63	6.0	14,862
CATAWBA E-4	96.3	31.30	384,961	12,299	6.5	19.1	14.5	30.2	24.3	248,561	7,941	56,555	6,580	32,113	11,505	14,058	53,658	16,486	56.34	.9	11,727
Hickory	21.0	7.14	99,212	13,895						141,337	19,795	30,900	3,790	28,835	8,690	9,422	30,365	7,891			
CHATHAM G-4	30.6	9.81	95,934	9,779	12.8	23.3	14.6	23.1	15.6	47,658	4,858	10,918	1,292	1,989	2,490	3,018	12,052	4,117	13.18	4.6	64,115
CHEROKEE A-5	16.1	5.41	44,438	8,214	16.2	22.7	13.0	17.8	11.5	25,523	4,718	8,018	775	1,651	1,804	1,154	5,504	1,959	6.83	.7	7,105
CHOWAN K-3	10.5	3.28	30,669	9,167	15.3	20.6	13.0	20.6	13.7	24,941	7,604	6,595	392	3,202	857	965	4,465	1,923	4.87	.7	14,298
CLAY A-5	5.2	1.79	11,838	6,613	19.8	24.2	9.9	11.7	9.6	7,367	4,116	1,537	210	835	147	402	1,810	725	2.27	.7	5,714
CLEVELAND D-5	74.8	23.38	255,688	10,936	9.4	19.6	13.9	27.1	21.2	156,486	6,693	37,677	4,859	18,807	9,069	10,519	28,822	12,646	38.85	1.2	18,595
COLUMBUS H-6	48.4	14.75	122,487	8,304	15.4	21.7	12.3	17.2	11.7	100,095	6,786	22,869	2,020	10,119	4,458	3,106	26,991	7,383	21.34	12.6	50,547
CRAVEN K-5†	64.0	19.01	213,768	11,245	12.6	20.4	12.9	21.9	19.5	180,935	9,518	27,705	3,085	20,050	4,560	6,663	87,842	9,863	29.30	3.6	22,702
CUMBERLAND H-5†	219.1	56.90	729,071	12,813	11.0	22.1	13.8	22.7	19.5	440,822	7,747	72,439	7,308	77,997	20,310	34,030	109,430	31,892	90.09	3.5	24,564
Fayetteville	55.6	17.73	207,165	11,684						315,931	17,819	44,487	5,919	71,027	18,367	19,213	85,295	16,468			
Fayetteville Metro Area	219.1	56.90	729,071	12,813	11.0	22.1	13.8	22.7	19.5	440,822	7,747	72,439	7,308	77,997	20,310	34,030	109,430	31,892	90.09		
CURRITUCK L-3	7.0	2.28	21,560	9,456	12.1	21.4	14.5	19.1	16.5	7,662	3,361	2,223		566		605	1,026	3.42	.3		7,230
DARE L-4†	7.4	2.75	27,455	9,984	12.3	24.2	12.7	19.0	19.3	22,833	8,303	5,389	971	1,745	467	619	3,209	2,306	3.83	1.1	61
DAVIDSON F-4	100.7	32.98	365,297	11,110	9.2	18.2	15.9	29.2	20.4	180,146	5,479	39,087	5,153	10,699	7,278	8,599	44,394	12,953	50.32	7.1	17,722
DAVIE E-4	19.5	6.43	66,430	10,331	10.5	19.3	14.2	26.1	18.8	30,485	4,741	6,398	1,055	2,083	411	1,383	7,868	4,495	10.80	3.1	12,495
DUPLIN J-5	37.6	11.74	104,573	8,907	15.0	21.9	12.5	17.6	12.7	65,686	5,595	14,752	1,540	4,671	2,821	3,894	13,155	5,300	16.95	9.6	122,035
DURHAM G-4	139.2	45.48	573,340	12,606	8.7	16.2	12.0	26.0	28.2	329,624	7,248	70,990	10,983	50,584	18,823	20,437	68,080	22,612	74.98	2.5	7,108
Durham	101.0	33.73	407,547	12,083						281,280	9,525	68,492	10,631	50,175	18,653	19,886	66,022	20,435			
Raleigh-Durham Metro Area	448.3	141.66	1,857,749	13,114	8.3	16.0	11.6	25.3	30.9	1,066,838	7,531	216,229	31,625	172,637	49,425	54,570	212,739	71,451	250.87		
EDGECOMBE J-4	53.7	16.04	147,282	9,182	14.1	20.3	12.2	20.6	15.6	74,074	4,618	20,611	1,445	10,228	2,604	5,200	12,527	5,702	39.22	4.9	33,351
Rocky Mount	35.1	12.11	128,672	10,625						157,833	13,033	28,957	3,533	30,256	7,972	11,965	26,426	8,829			
Rocky Mount Metro Area	115.3	35.17	333,613	9,486	13.5	21.0	12.2	20.8	15.8	258,349	7,346	53,892	6,095	44,847	9,637	15,106	43,102	18,564	54.39		
FORSYTH F-3†	222.4	74.18	941,506	12,692	7.6	15.2	13.1	27.4	28.2	567,275	7,647	119,351	18,064	91,832	34,848	37,751	113,632	33,145	135.66	4.1	14,630
Winston-Salem	137.2	46.60	592,933	12,724						496,469	10,654	98,411	15,295	89,858	34,411	33,269	100,224	23,337			
Greensboro-Winston-Salem-High Point Metro Area	757.2	248.37	3,095,238	12,462	7.9	16.3	13.6	27.9	26.4	1,781,466	7,173	373,075	54,760	233,323	87,722	103,338	373,447	124,334	435.63		
FRANKLIN H-3	28.3	8.53	79,181	9,283	15.8	20.5	11.2	17.9	13.9	37,042	4,343	8,701									



# NORTH CAROLINA

# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population Households		Consumer Spendable Income—1973						Total Retail Sales		Retail Sales—1973						Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)		% Distribution of Families				Per Household (\$)		By Selected Store Types										
	(000)	(000)	(000)	(000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 15000	(000)	(000)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)				Service Stations (\$000)	
MITCHELL C-4.....	13.2	4.40	36,717	8,345	17.8	22.0	11.8	16.4	11.5	22,383	5,087	5,981	254	2,635	788	901	7,552	1,754	6.33	2.4	2,863
MONTGOMERY F-5.....	19.4	6.12	58,810	9,609	13.4	21.7	14.1	23.0	15.0	28,423	4,644	9,867	761	1,223	1,427	1,187	7,306	3,197	9.44	7	17,537
MOORE G-5.....	41.6	13.33	129,122	9,687	13.5	22.4	13.0	20.7	16.9	79,220	5,943	21,918	2,447	2,745	4,194	3,397	14,098	7,162	21.95	4.5	51,396
NASH H-4.....	61.6	19.13	186,331	9,740	13.1	21.1	12.3	21.0	16.1	184,275	9,633	33,281	4,650	34,619	7,033	9,906	30,575	12,862	15.17	11.1	49,538
Rocky Mount Rocky Mount Metro Area.....	35.1	12.11	128,672	10,625	15.7	23.3	13.0	21.0	16.1	157,833	13,033	28,957	3,533	30,256	7,972	11,965	26,426	8,829	11.17	11.1	49,538
NEW HANOVER J-6.....	115.3	35.17	333,613	9,486	13.5	21.0	12.2	20.8	15.8	258,349	7,346	53,892	6,095	44,847	9,637	15,106	43,102	18,564	54.39	3	2,207
Wilmington.....	87.7	30.05	337,373	11,227	10.6	18.0	12.4	25.2	23.4	233,064	7,756	52,866	6,829	41,904	10,008	10,341	40,905	14,496	49.20	3	2,207
Wilmington Metro Area.....	47.9	17.14	173,260	10,109	205,520	11,991	47,777	6,309	34,293												
NORTHAMPTON J-3.....	116.9	38.63	411,902	10,663	11.7	18.9	12.7	23.8	20.6	269,722	6,982	60,871	7,615	44,539	10,316	11,218	49,436	18,527	60.61	1.2	27,952
ONSLOW J-5.....	23.2	6.38	51,566	8,082	17.5	22.8	10.6	13.2	10.5	22,666	3,553	6,544	690	1,485	270	126	2,864	4,681	8.12	1.2	27,952
ORANGE G-3.....	99.4	23.21	325,004	14,037	12.3	23.9	13.7	20.4	17.1	163,422	7,041	28,792	3,283	22,162	5,808	16,100	50,227	11,143	35.79	3.1	14,313
PAMLICO K-5.....	62.2	18.89	257,063	13,608	9.0	18.8	12.1	22.0	30.8	124,803	6,607	30,722	3,478	6,777	4,631	3,497	16,926	10,786	27.07	4.3	16,850
PASQUITANK K-3.....	29.3	7.95	132,939	16,722	92,769	11,669	22,074	2,830	6,212	4,710	1,882	12,110	6,899	111	395	893	1,059	3.58	5	6,202	
PENDER J-6.....	9.2	2.95	25,866	8,768	13.4	23.6	13.6	16.6	12.6	7,461	2,529	2,503	136	976	111	395	1,059	3.58	5	6,202	
PERSON G-5.....	27.2	8.53	84,053	9,854	12.9	22.1	14.1	21.3	16.5	68,565	8,038	16,441	1,443	10,672	2,003	4,158	11,723	4,102	12.11	1.2	13,915
PERQUIMANS K-3.....	17.9	5.49	45,718	8,328	17.8	23.2	11.9	17.5	12.0	16,943	3,333	6,943	556	1,683	302	624	3,037	1,962	7.69	3.2	23,898
PITT J-4.....	8.1	2.57	19,357	7,532	14.9	23.3	11.5	15.1	9.0	16,974	6,605	2,336	148	618	345	621	5,708	1,078	3.78	2.4	12,221
Greenville.....	25.8	7.96	78,558	9,869	12.0	21.5	13.3	23.3	16.9	49,572	6,228	10,488	1,176	5,626	2,355	2,250	9,613	4,800	12.21	5.2	20,227
POLK C-5.....	75.2	22.62	235,806	10,425	12.9	17.7	10.7	19.2	20.7	184,275	8,147	34,858	4,034	26,116	5,395	8,882	36,216	12,957	36.88	11.9	74,153
RANDOLPH F-4.....	30.8	9.24	103,367	11,187	109,930	11,897	21,734	2,794	15,614	4,890	6,373	23,152	7,231	596	1,349	5.89	9	4,376			
RICHMOND F-5.....	12.0	4.25	39,493	9,292	12.3	23.2	13.7	21.1	15.0	16,325	3,841	6,491	728	1,120	879	596	1,349	5.89	9	4,376	
ROBESON G-6.....	80.9	27.06	299,952	11,085	8.3	16.6	15.6	31.1	20.7	132,508	4,897	30,190	3,719	10,119	4,730	6,117	23,991	14,974	39.26	7.9	50,295
ROCKINGHAM F-3.....	40.4	12.90	123,036	9,538	12.2	20.5	12.6	23.2	16.4	84,626	6,560	20,547	2,124	11,803	3,958	4,272	16,715	7,709	19.10	1.5	20,108
ROWAN E-4.....	87.9	24.33	204,193	8,393	16.4	21.5	12.1	17.1	12.3	179,540	7,379	39,440	4,824	17,643	6,156	7,603	38,364	15,932	38.49	14.3	58,186
RUTHERFORD D-5.....	75.2	24.74	260,654	10,536	11.0	19.3	15.2	27.0	18.7	149,037	6,024	38,494	4,414	9,370	9,704	10,691	30,645	12,071	40.39	8.6	23,588
SALISBURY.....	92.3	31.16	340,352	10,923	8.1	18.3	15.0	28.9	21.5	174,512	5,601	41,500	7,022	17,256	9,680	9,719	27,787	14,750	45.34	4.5	16,009
SAMPSON H-5.....	25.4	8.57	94,657	11,045	11.1	20.3	12.5	23.4	15.2	111,037	12,956	23,474	5,462	15,276	9,269	5,356	20,505	5,185	24.90	1.6	6,544
SCOTLAND G-5.....	49.9	16.73	162,488	9,712	11.8	21.8	14.3	24.2	15.4	86,006	5,141	20,836	2,408	3,409	5,779	6,681	20,126	7,535	24.90	1.6	6,544
STANLY F-5.....	48.0	14.75	118,668	8,045	17.0	23.8	11.6	15.9	9.6	76,822	5,208	12,348	1,951	7,777	3,026	4,216	16,008	4,948	20.57	15.6	93,820
STOKES F-3.....	27.7	8.03	81,463	10,145	14.0	19.0	12.7	22.5	18.3	54,203	6,750	13,555	1,258	6,761	2,827	2,125	12,628	5,215	11.82	2.2	6,718
SURRY E-3.....	43.6	14.68	151,179	10,298	11.0	20.5	16.3	27.6	16.9	93,034	6,337	20,820	2,395	8,648	4,020	4,841	21,840	8,239	25.30	2.3	23,256
SWAIN B-4.....	26.2	8.44	85,609	10,143	11.1	23.0	14.4	22.3	15.2	21,650	2,565	6,894	944	1,007	75	557	3,749	2,522	12.18	10.0	21,119
TRANSYLVANIA C-5.....	52.6	17.70	169,386	9,570	12.3	21.8	15.9	23.2	14.8	133,918	7,566	28,278	4,723	10,768	9,475	7,284	33,499	11,503	31.29	8.4	42,043
TYRRELL L-4.....	7.6	2.45	19,486	7,953	9.0	24.4	12.1	15.4	10.0	17,732	7,238	5,863	313	820	783	68	2,804	2,415	4.13	7	455
UNION F-5.....	21.0	6.69	65,215	9,748	10.2	21.3	16.1	26.7	16.0	30,459	4,553	9,772	1,221	2,249	1,041	2,027	5,328	1,950	9.50	4	1,433
VANCE H-3.....	3.8	1.19	8,468	7,116	18.0	20.3	10.3	11.9	10.3	6,019	5,058	1,037	191	706	124	366	855	1.39	1.0	6,106	
WAKE H-4.....	57.9	17.83	198,119	11,112	9.1	19.3	14.5	26.4	21.2	110,619	6,204	22,002	2,355	8,783	2,829	3,157	30,927	7,238	25.70	7.5	48,715
WALTON J-4.....	33.1	10.10	100,532	9,954	12.2	21.2	13.0	21.1	18.0	74,799	7,406	19,470	1,571	8,635	3,033	3,059	16,454	5,639	16.22	5.1	13,970
WILSON J-4.....	246.9	77.29	1,027,346	13,292	8.0	14.8	11.4	25.7	32.6	612,411	7,924	114,517	17,164	115,276	25,971	30,636	127,733	38,053	148.82	11.0	52,995
WYOMING.....	136.4	43.41	586,560	13,512	467,960	10,780	70,604	13,226	99,600												

(\*) Includes portions in Edgecombe and Nash Counties. (†) Includes portion in Durham County.

(‡) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## State Networks—Continued

### Golden Crescent Group

Comprised of:  
Non-Interconnected Stations  
WTK—Durham  
WHPE—High Point  
WGWR—Asheboro  
WSAT—Salisbury  
WDBM—Statesville  
Media Code 4 234 0100 9.00  
Box 5251, High Point, N. C. 27262.  
1. PERSONNEL  
National Sales Manager—E. C. Bryant, Jr.  
4. AGENCY COMMISSION  
15/0 (time only); 10th of following month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4d, 5, 7a, 8.  
Rate Protection: 15h.  
Basic Rates: 20a, 21a, 22a, 23a, 28b, 28c.  
Contracts: 40a, 46, 51a.  
Comb.: Cont. Discounts: 61a, 62a.  
Cancellation: 70a, 71a, 72, 73a.  
Prod. Services: 80, 81.  
TIME RATES  
ET 1/1/67—Rec'd 11/21/66.  
6. SPOT ANNOUNCEMENTS  
CLASS A DRIVE TIME  
1 min..... 100 20/30 sec..... 75  
Entire group rates. For combinations of less than entire group, consult national sales manager.

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 234 0106 6.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.  
NORTH CAROLINA STATE GROUP  
Comprised of:  
Non-Interconnected Stations  
WABZ—Albemarle  
WCCG—Belmont  
WPYB—Benson  
WBMS—Black Mountain  
WATA—Boone  
WBBS—Burgaw  
WBBB—Burlington  
WKYK—Burnsville  
WEGO—Concord  
WCDJ—Edenton  
WCNC—Elizabeth City  
WBLA—Elizabethtown

WFAY—Fayetteville  
WBHO—Forest City  
WAKS—Fuquay  
WFMC—Goldboro  
WKVO—Havelock  
WHNC—Henderson  
WHKP—Hendersonville  
WHPE—High Point  
WKPE—King  
WELS—Kinston  
WLNC—Laurinburg  
WJRI—Lenoir  
WTSB—Lumberton  
WMMH—Marshall  
WMAF—Monroe  
WKNW—Morganton  
WPAQ—Mount Airy  
WKRK—Murphy  
WNNC—Newton  
WKBC—North Wilkesboro  
WPNC—Plymouth  
WSHB—Raeferd  
WRNC—Raleigh  
WFRC—Reidsville  
WLWL—Rockingham  
WRMT—Rocky Mount  
WONS—Shelby  
WMPM—Smithfield  
WEEB—Southern Pines  
WCOK—Sparta  
WTOE—Spruce Pine  
WDBM—Statesville  
WTAB—Tabor City  
WTLK—Taylorsville  
WTNC—Thomasville  
WADP—Wadesboro  
WONW—Wanchese  
WHCC—Waynesville  
WKRK—West Jefferson  
WILY—Wilson  
WBTE—Windsor  
WKBX—Winston-Salem  
I min 30 sec 198 158  
All stations..... (D)

For complete listing see  
Regional Networks & Groups  
KeyStone  
BROADCASTING SYSTEM, Inc.  
Mountaineer Group  
Comprised of:  
Non-Interconnected Stations  
WSKY—Asheville  
WKYK—Burnsville  
WWIT—Canton  
WCSL—Cherryville  
WHKP—Hendersonville  
WKKK—Murphy  
WCOK—Sparta  
WMSJ—Sylva  
WTYN—Tryon

### Media Code 4 234 0112 4.00

108 College St., Asheville, N. C. 28801. Phones 704-253-4884, 4885.

- PERSONNEL  
Sec'y & Treas.—Charles H. Reynolds.
- REPRESENTATIVES  
South—Media Sales/South.
- AGENCY COMMISSION  
15%.
- TIME RATES  
ET—Rec'd 2/28/72.
- SPOT ANNOUNCEMENTS  
1 min..... 40 30 sec..... 30

## North Carolina News Network NC News Network

Comprised of:  
Interconnected Stations  
WESTERN LEG  
WZKY—Albemarle  
WCSE (FM)—Asheboro  
WSKY—Asheville  
WIRT—Charlotte  
WEGO—Concord  
WPEG (FM)—Concord  
WFM, WIFM—Elkin  
WGAS—Gastonia  
WGRG—Greensboro  
WHKY—Hickory  
WNOS, WNOS-FM—High Point  
WHY—Lexington  
WLXN (FM)—Lexington  
WBRM—Marion  
WDSL—Mocksville  
WLWL—Rockingham  
WRDX (FM)—Salisbury  
WFMX (FM)—Statesville  
WSTC—Statesville  
WTLK—Taylorsville  
WSVM—Valdese  
WADE—Wadesboro  
WAHX—W



State Networks—Continued

Radio Smiles Group, The

Comprised of:  
Non-Interconnected Stations  
WRNC—Raleigh  
WSP—Kinston  
WSM—Weldon  
WFBG—Spring Lake  
WML—Graham  
WGAI—Elizabeth City  
Media Code 4 234 0125 6.00  
Smiles Associates, Box 622, 313 Union St., Fayetteville, N. C. 28302. Phone 919 485-6194.

1. PERSONNEL  
Executive Vice-President—N. J. Suttles.  
Vice-President—M. L. Street.  
2. REPRESENTATIVES  
South—Southern Spot Sales, Inc.  
4. AGENCY COMMISSION  
15/0.

TIME RATES

ET 4/1/68—Rec'd 4/3/68.

6. SPOT ANNOUNCEMENTS  
(6:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	30.00	27.50	25.00	22.50
30 sec	22.50	20.00	18.75	16.85

(all other times)

1 min	24.00	22.00	20.00	18.00
30 sec	18.00	16.50	15.00	13.50

10 sec: 50% of 1-min.

Suburban Radio Group

Comprised of:  
Interconnected by tape & Interconnected Stations  
WCG—Belmont, N. C.  
WGO—Concord, N. C.  
WJ—W (FM)—Concord, N. C.  
WV—W (FM)—Blacksburg, Va.  
WBVM—Valdese, N. C.  
WZKY—Albemarle, N. C.  
WJJ—Christiansburg, Va.  
WVV (FM)—Blacksburg, Va.  
WHHV—Hillsville, Va.  
Media Code 4 234 0150 4.00  
Mailing address: Box 888, Belmont, N. C. 28012.  
Phone 704-825-8224.

1. PERSONNEL  
President—Robert H. Hiker.  
Executive Vice-President—William R. Rollins.  
Group Vice-President—Lewis Bagwell.  
2. REPRESENTATIVES  
South—Southern Spot Sales, Inc.  
4. AGENCY COMMISSION  
None; all rates net to network.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 24a, 25a, 26.  
Contracts: 40a, 46, 47a, 48, 51a.  
Comb.; Cont. Discounts: 60d, 60i, 61a, 62b.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.

TIME RATES

ET 7/1/74—Rec'd 7/15/74.

6. SPOT ANNOUNCEMENTS

1 min	10x	25x	50x	100x
1 min	24.50	22.75	20.75	19.00
30 sec	19.25	17.75	16.00	14.25

8. PROGRAM TIME RATES

1/2 hr/1 per wk	1.60	1/4 hr/1 per wk	95
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Tobacco Radio Network, The

NORTH CAROLINA STATE GROUP  
Executive Office: Box 1988 S. Salisbury St., Raleigh, N. C. 27602. Phone 919-832-8885.  
See The Tobacco Radio Network under Regional Radio Networks and Groups.

THE FARMERS MARKET

Tobacco-Cotton  
Soybeans-Livestock  
Peanuts  
We cover over 90% of the Southeast with each crop radio network.

TN

Call collect 919-832-8885 or write Box 1988, Raleigh, NC 27602

AHOSKIE (1 AM; 1 FM)

Hartford County—Map Location K-3  
See BRDS consumer market map and data at beginning of the State.

WRCS

19-7  
Subscriber to the NAB Radio Code  
Media Code 4 234 0250 2.00  
Roanoke-Chowan Broadcasting Co., Inc., Box 232, Ahoskie, N. C. 27910. Phone 919-332-3101.  
Studio—N. C. Highway 350, 8 miles west of Ahoskie, N. C.

1. PERSONNEL  
Manager—Samuel Doughtie.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
South—Southern Spot Sales, Inc.  
3. FACILITIES  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

- 15/0.  
5. GENERAL ADVERTISING See coded regulations  
Member: Carolina Radio Network, North Carolina News Network, Farm Radio Network.

TIME RATES

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	hr.	hr.	1/4	10	5
1 time	60.00	36.00	24.00	18.00	10.00
13 times	57.00	34.20	22.80	17.10	9.50
26 times	54.00	32.40	21.60	16.20	9.00
39 times	51.00	30.60	20.40	15.30	8.50
104 times	48.00	28.80	19.20	14.40	8.00
156 times	45.00	27.00	18.00	13.50	7.50
260 times	42.00	25.20	16.80	12.60	7.00
312 times	39.00	23.40	15.60	11.70	6.50

(\*) One minute or less.  
Station breaks limited to 30 seconds transcribed or 50 words live.

WRCS-FM

1968  
Media Code 4 234 0251 0.00  
Roanoke-Chowan Broadcasting Co., Inc., Box 232, Ahoskie, N. C. 27910. Phone 919-332-3101.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Member: North Carolina News Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET—Rec'd 10/28/68.

6. SPOT ANNOUNCEMENTS

1 min or less	1 wk	13 wk	26 wk	52 wk
Specified times extra .50.	3.00	2.50	2.25	2.00

ALBEMARLE (2 AM; 1 FM)

Stany County—Map Location F-5  
See BRDS consumer market map and data at beginning of the State.

WABZ WABZ-FM

1948  
Subscriber to the NAB Radio Code  
Media Code 4 234 0300 5.00  
Radio Station WABZ, Box 608, Albemarle, N. C. 27001. Phone 919-21020.  
STATION'S PROGRAMMING DESCRIPTION  
WABZ: Programmed for general interest.

1. PERSONNEL  
Manager—Mrs. Banelle G. Varner.  
2. REPRESENTATIVES  
Southern Spot Sales, Inc.  
3. FACILITIES  
1,000 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM FACILITIES  
ERP 3,000 w.; 100.9 mc.  
Operating schedule: 5:30 am-10:30 pm.  
4. AGENCY COMMISSION  
15% to recognized agencies; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Golden Crescent Group, Farm Radio Network.

TIME RATES

Rates effective January 1, 1953.  
Rates received July 6, 1953.

6. SPOT ANNOUNCEMENTS

1 min	13	26	52	104	212
1 minute	3.75	3.50	3.25	3.10	2.90

WZKY

1958  
Subscriber to the NAB Radio Code  
Media Code 4 234 0350 0.00  
Radio Station WZKY, Inc., Box 558, Albemarle, N. C. 28001. Phone 704-982-1111.  
STATION'S PROGRAMMING DESCRIPTION  
WZKY: Programmed for general interest.

1. PERSONNEL  
General Manager—Richard R. Norwood.  
2. REPRESENTATIVES  
Southern Spot Sales, Inc.  
3. FACILITIES  
250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Suburban Radio Group, North Carolina News Network.

TIME RATES

ET—Rec'd 6/30/71.

6. SPOT ANNOUNCEMENTS

1 min	1 ti	10 ti	25 ti	50 ti	100 ti
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec	2.50	2.25	2.00	1.75	1.50
	2.00	1.75	1.50	1.25	1.00

ASHEBORO (2 AM; 1 FM)

Randolph County—Map Location F-4  
See BRDS consumer market map and data at beginning of the State.

WCSE (FM)

1946  
Subscriber to the NAB Radio Code  
Media Code 4 234 0375 7.00  
Asheboro Broadcasting Co., Box 309, 303 E. Salisbury St., Asheboro, N. C. 27203. Phone 919-625-2187.  
See affiliated AM station for additional information.  
AM facilities: WGWR.

1. PERSONNEL  
Manager—Samuel Doughtie.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
South—Southern Spot Sales, Inc.  
3. FACILITIES  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

STATION'S PROGRAMMING DESCRIPTION

- WCSE (FM): Modern country & western music.  
3. FACILITIES  
ERP 20,000 w.; 92.3 mc. Stereo.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 650 ft. above average terrain.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Member: North Carolina News Network.

TIME RATES

No. 2 ET 9/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

1 min	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS  
30 DAYS, ROS: 10 ti 30 ti 60 ti 90 ti  
1 min: 38.50 110.00 215.00 315.00  
30 sec: 28.50 80.00 155.00 225.00

WGWR

1946  
Subscriber to the NAB Radio Code  
Media Code 4 234 0400 3.00  
Asheboro Broadcasting Co., Box 309, 303 E. Salisbury St., Asheboro, N. C. 27203. Phone 919-625-2187.

- STATION'S PROGRAMMING DESCRIPTION  
WGWR: Programmed for general interest.  
1. PERSONNEL  
General Manager—Add Penfield.  
2. REPRESENTATIVES  
T-N Spot Sales.  
3. FACILITIES  
5,000 w. days, 500 w. nights; 1260 kc.  
Operating schedule: 5-12:05 am. EST.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WCSE (FM).  
Member: Golden Crescent Group.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 9/74—Rec'd 8/2/74.

AA—6-9 am, noon-1 pm & 3-6:30 pm.  
A—All other times, ROS.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.00	3.12	3.85	2.85
52 x	4.75	3.75	500 x	3.65	2.65
104 x	4.55	3.55	1000 x	3.45	2.45
156 x	4.35	3.35	2000 x	3.25	2.25
260 x	4.05	3.05			

CLASS AA

1 x	4.50	3.50	312 x	3.50	2.50
52 x	4.30	3.30	500 x	3.30	2.30
104 x	4.10	3.10	1000 x	3.10	2.10
156 x	3.90	2.90	2000 x	2.90	1.90
260 x	3.70	2.70			

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 9/74—Rec'd 8/2/74.

AA—6-9 am, noon-1 pm & 3-6:30 pm.  
A—All other times, ROS.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.00	3.12	3.85	2.85
52 x	4.75	3.75	500 x	3.65	2.65
104 x	4.55	3.55	1000 x	3.45	2.45
156 x	4.35	3.35	2000 x	3.25	2.25
260 x	4.05	3.05			

CLASS AA

1 x	4.50	3.50	312 x	3.50	2.50
52 x	4.30	3.30	500 x	3.30	2.30
104 x	4.10	3.10	1000 x	3.10	2.10
156 x	3.90	2.90	2000 x	2.90	1.90
260 x	3.70	2.70			

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 9/74—Rec'd 8/2/74.

AA—6-9 am, noon-1 pm & 3-6:30 pm.  
A—All other times, ROS.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.00	3.12	3.85	2.85
52 x	4.75	3.75	500 x	3.65	2.65
104 x	4.55	3.55	1000 x	3.45	2.45
156 x	4.35	3.35	2000 x	3.25	2.25
260 x	4.05	3.05			

CLASS AA

1 x	4.50	3.50	312 x	3.50	2.50
52 x	4.30	3.30	500 x	3.30	2.30
104 x	4.10	3.10	1000 x	3.10	2.10
156 x	3.90	2.90	2000 x	2.90	1.90
260 x	3.70	2.70			

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 9/74—Rec'd 8/2/74.

AA—6-9 am, noon-1 pm & 3-6:30 pm.  
A—All other times, ROS.

6. SPOT ANNOUNCEMENTS

1 min	5.00	4.00	3.12	3.85	2.85
52 x	4.75	3.75	500 x	3.65	2.65
104 x	4.55	3.55	1000 x	3.45	2.45
156 x	4.35	3.35	2000 x	3.25	2.25
260 x	4.05	3.05			

CLASS AA

1 x	4.50	3.50	312 x	3.50	2.50
52 x	4.30	3.30	500 x	3.30	2.30
104 x	4.10	3.10	1000 x	3.10	2.10
156 x	3.90	2.90	2000 x	2.90	1.90
260 x	3.70	2.70			

WZOO

1971  
Media Code 4 234 0450 8.00  
RCR, Ltd., Box 460, Asheboro, N. C. 27203. Phone 919-672-0985.

1. PERSONNEL  
General Manager—J. Mitchell Russell, Jr.  
2. REPRESENTATIVES  
Southern Spot Sales, Inc.  
3. FACILITIES  
1,000 w. days; 710 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 9/15/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti	49 ti
1 min	6.00	5.75	5.45	5.15	4.85	4.50	4.25
30 sec	3.65	3.50	3.05	2.75	2.60	2.40	2.25
15 sec	flat 1.75.						
100 1-min spots	325	100	30-sec spots	200			

10. SPECIAL FEATURES  
PER WK: 6 ti 7 ti 12 ti 14 ti 21 ti  
News ..... 6.50 ..... 6.25 6.00  
Sports ..... 4.50 ..... 4.00 .....  
15% discount; 12-month contract.

ASHEVILLE (4 AM; 1 FM)

Buncombe County—Map Location C-4  
See BRDS consumer market map and data at beginning of the State.

WISE

1959  
Media Code 4 234 0500 6.00  
Basic Media Ltd., 80 Lookout Rd., Asheville, N. C. 28804. Phone 704-253-5381.

- STATION'S PROGRAMMING DESCRIPTION  
WISE: Programmed for ages 18-40.  
All PERSONALITIES handle all segments. Con- tests, promotion, giveaways. MUSIC: 50% oldies. 50% current, all hits. NEWS: 10-min. locally pro- duced at 5:55, 6:55, 7:55 am. 5-min. locally pro- duced 8:55 am, 4:55, 5:55 pm. 5-min. network at 10:55 am, 12:55, 2:55, 10:55, 11:55 pm. 5-min.

NORTH CAROLINA

network at :55 midnight-6 am. Different weekend schedule. 2-hour talk show Sun. night with air personality. Network news personality 8:30 am & 5:25 pm with network sports personality. Contact Representative for further details. Rec'd 7/29/74.

1. PERSONNEL  
Pres. & Gen'l Mgr.—N. Eric Jorgensen.  
Commercial Manager—Joe L. Hall.  
Program Director—Bob Kagan.  
2. REPRESENTATIVES  
McGavren-Guild, Inc.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1310 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60c, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Station break announcements, when available, are limited to 35 words.  
Affiliated with American Contemporary Network.

TIME RATES

ET—Rec'd 9/4/70.

AA—Mon thru Sat 6-10 am & 4-7 pm.  
A—Mon thru Sat 10 am-4 pm & 7 pm-midnight;  
Sun 1 pm-midnight.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AA	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16.00	15.50	15.00	14.50	14.00
BB	12.00	11.50	11.00	10.	

# NORTH CAROLINA

Asheville—Continued

## WLOS (FM)

1947



A Wometex Station  
Subscriber to the NAB Radio Code  
Media Code 4 234 0550 5.0  
Wometex Skyway Broadcasting Co., Box 2150, 288  
Macon Ave., Asheville, N. C. 28902. Phone 704-  
254-4321. TWX 510-933-0166.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOS (FM): Programmed for adults and young  
adults 18-49.  
**MUSIC:** current hits blended with popular hits of  
past. Uninterrupted segments. NEWS: 5 min network  
at :30 with 10 min local newscasts 3 times daily.  
**COMMERCIAL POLICY:** commercials clustered 5  
times each hour. Contact Representative for further  
details. Rec'd 9/28/71.

- PERSONNEL**  
Station Manager—Bill Pfeiffer.  
Sales Manager—Bruce Barnes.  
Prog./Traffic Mgr.—John Gosnell.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
ERP 36,000 w.; 99.9 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 2,665 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 22a, 24c, 28c.  
Contracts: 40c, 41, 42a, 43, 45, 46, 47a, 48, 51a.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 3 Eff 4/15/74—Rec'd 4/1/74.
- PER WK, 1 MIN:**

1 hr	15 ti	20 ti	30+
1 min	6.75	6.35	6.00
30 sec	4.50	4.25	4.00
10 sec	2.25	2.15	2.00

## WSKY

1948



Media Code 4 234 0600 8.00  
Radio Asheville, Inc., Box 1780, Northwestern Bank  
Bldg., Asheville, N. C. 28902. Phone 704-253-  
4451.

- PERSONNEL**  
Pres & Gen'l Mgr.—Zeb Lee.  
Production Manager—Martin Morgan.
- FACILITIES**  
1,000 w. days. 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 7b.  
Rate Protection: 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 23a, 24b, 25a, 27, 28c,  
29a.  
Contracts: 40a, 41, 44a, 45, 46.  
Comb.; Cont. Discounts: 61c.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: North Carolina News Network, Mountaineer  
Group.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 1 Eff 10/7/69.  
AA—Mon thru Fri 5-10 am & 4-7 pm.  
A—Mon thru Fri 10 am-4 pm; Sat & Sun all day.
- PER WK, 1 MINUTE**

1 hr	12 ti	18 ti	24 ti	36 ti
AA	10	9	8	7
A	9	8	7	6
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- CONSECUTIVE WEEK DISCOUNT**  
26 wk—3% 52 wk—10%

## WWNC

1927



## KATZ RADIO

Modern Country Music



A Multimedia Station  
Subscriber to the NAB Radio Code  
Media Code 4 234 0850 3.00  
Multimedia Broadcasting Co., Box 2451, Tower Rd.  
Asheville, N. C. 28902. Phone 704-253-8836.

**STATION'S PROGRAMMING DESCRIPTION**  
WWNC: MUSIC: country and western with song of  
faith each hour. AIR PERSONALITIES handle all  
local segments. Network news on the hour. 5-10 am  
personality with emphasis on local reports, inter-  
views and farm news coverage. FARM: 11:30 am-1  
pm Farm market reports and farm news. 3-6 pm  
traffic reports, news, sports reports and music. 10:05-  
10:45 pm. round-up of local news with on the air  
calls to area law enforcement agencies, fire depart-  
ments and ambulance services and weather bureau.  
Contact Representative for further details. Rec'd  
1/2/70.

- PERSONNEL**  
Station Manager—Claude E. Freeman.  
Program Director—Dave Jacobs.  
Farm Director—Burwell Smith.

## 2. REPRESENTATIVES

- FACILITIES**  
Xtra Radio.  
5,000 w.; 570 kc. Directional—nights only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 3d, 4a, 5, 6.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
15c.  
Basic Rates: 21b, 22a, 23a, 25a, 28a, 29a, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 61a, 61b.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 85.  
Affiliated with NBC.  
Affiliated with Katz Radio Network.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 19 Eff 1/1/74—Rec'd 12/4/73.  
AAA—Mon thru Sat 5-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & Sun 6 am-7 pm.  
B—All other times.
- PER WK, 1 MIN:**

1 hr	6 ti	12 ti	18 ti	24 ti
AAA	22	20	18	15
AA	22	20	18	15
A	19	17	15	13
B	13	12	11	10
- 20/30 sec: 80% of 1-min. 10 sec/less: 60% of 1-min.  
Minute and 20/30-second spots help earn frequency  
discount on 10-second spots but not vice-versa.
- PROGRAM TIME RATES**  
5 min—1-1/2x 1-min rate.

## BEAUFORT

Currier County—Map Location K-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## WBMA

1954

Media Code 4 234 0700 6.00  
Richard Ray Cummins, Box 156, Ocean St., Beaufort,  
N. C. 28516. Phone 3-9401.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Richard Ray Cummins.
- FACILITIES**  
250 w. 1400 kc. Non-directional.  
Operating schedule: 4:55 am-12:00 midnight week  
days; 6:00 am-12:00 midnight Sun. EST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 4 Eff 4/30/74—Rec'd 5/29/74.
- PER MO:**

1 hr	13a	20x	32x	104x	156x	260x	500+
1 min	3.60	3.35	3.00	2.65	2.50	2.35	2.15
30 sec	2.65	2.50	2.20	2.05	1.95	1.80	1.70

## BELMONT

Gaston County—Map Location E-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## WCGC

1954

Subscriber to the NAB Radio Code  
Media Code 4 234 0750 1.00  
Central Broadcasting Co., Box 888, Belmont, N. C.  
28012. Phone 704-825-8224, 2812.

**STATION'S PROGRAMMING DESCRIPTION**  
WCGC: Programmed for young adults and blue  
collared workers of area.

- PERSONNEL**  
Manager—Everette C. Gantt.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days. 500 w. nights; 1270 kc.  
Directional—nights only.  
Operating schedule: 5-12:05 am. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Information Network.  
Member: Suburban Radio Group.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
NATIONAL AND LOCAL RATES SAME  
No. 9/1/74—Rec'd 8/28/74.
- PER MO:**

1 hr	10 ti	10 ti	25 ti	50 ti	100 ti
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00
15 sec	2.50	2.25	2.00	1.75	1.50
- 6+ mos firm contract. 10% discount.
- SPECIAL FEATURES**  
Weather capsules—when available—1-min rate.

## BENSON

Johnston County—Map Location H-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## WPYB

1901

Media Code 4 234 0800 4.00  
Sires Enterprises, Box 215, Hwy. 301, S., Benson,  
N. C. 27504. Phone 894-3009. Dunn, N. C., Phone  
892-7003.

- STATION'S PROGRAMMING DESCRIPTION**  
WPYB: Programmed for general interest.
- PERSONNEL**  
President—Joe R. Slink.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days; 1130 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

## 4. AGENCY COMMISSION

- 15% on time and talent; no cash discount.
- GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract,  
Affiliated with KBS.

### TIME RATES

- Rates effective December 31, 1964.  
Rates received January 25, 1965.
- SPOT ANNOUNCEMENTS**

1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 hr	4.00	3.00	2.00
13 ti	3.75	2.90	2.12
26 ti	3.50	2.75	2.04
52 ti	3.40	2.60	1.93
104 ti	3.30	2.50	1.80

## BLACK MOUNTAIN

Buncombe County—Map Location C-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## WBMS

1966

Subscriber to the NAB Radio Code  
Media Code 4 234 0850 9.00  
Swannanoa Valley Broadcasting Co., Inc., Box 688,  
East Charlotte St., Black Mountain, N. C. 28711.  
Phone 704-669-6481.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Harvey Laughton.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
500 w.; 1350 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations**  
Affiliated with MBS & KBS.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 1 Eff 1/1/66—Rec'd 8/8/66.
- PER WK, 1 MIN:**

1 hr	2.50	1.75	1.57	1.40	1.10
14 x	2.30	1.60	1.51	1.30	1.00
27 x	2.00	1.40	1.31	1.10	.90
53 x	1.80	1.30	1.00+	1.00	.90
105 x	1.60	1.20			
- PACKAGE PLANS**

SATURATION PACKAGE PLAN	PER WK:	10 ti	20 ti	30 ti	50 ti	75 ti	100 ti
1 min	18.00	32.00	45.00	70.00	97.00	120.00	130.00
30 sec	13.00	22.00	32.00	42.00	52.00	62.00	62.00
- PER MO:**

1 min	20.00	36.00	51.00	75.00	105.00	130.00
30 sec	14.00	24.00	36.00	52.00	72.00	82.00

## BOONE

Watauga County—Map Location D-3  
See SRDS consumer market map and data at begin-  
ning of the State.

## WATA

1950

Media Code 4 234 0950 7.00  
Wilkes Broadcasting Co., Depot St., Boone, N. C.  
28607. Phone 704-264-8461.

- PERSONNEL**  
General Manager—Roland B. Potter.
- FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays;  
7:00 am-11:00 pm Sun. EST.
- AGENCY COMMISSION**  
15/0: 1st of month.
- GENERAL ADVERTISING See coded regulations**  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

### TIME RATES

- SPOT ANNOUNCEMENTS/PROGRAM RATES**  
Rates effective April 1, 1956.  
Rates received April 2, 1956.
- PER MO:**

1 hr	1/2 hr	1/4 hr	5 min	1 min
1 time	30.00	20.00	12.00	9.00
13 times	28.00	19.00	11.00	8.50
26 times	26.00	18.00	10.00	8.00
52 times	24.00	17.00	9.00	7.50
104 times	22.00	16.00	8.00	7.00
312 times	20.00	14.00	7.00	6.50

## BREVARD

Transylvania County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## WPNF

1950

Subscriber to the NAB Radio Code  
Media Code 4 234 1000 0.00  
Pisgah Broadcasting Co., Inc., Box 1076, Brevard,  
N. C. 28712. Phone 883-3511.

- PERSONNEL**  
President—Mrs. Ed. M. Anderson.
  - REPRESENTATIVES**  
South, Southwest, Southeast—C. K. Beaver & As-  
sociates, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non-dir-  
ectional.  
Operating schedule: 6 am-10 pm. EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract with exceptions.
- TIME RATES**  
No. 4 Eff 7/1/69—Rec'd 7/30/69.
- SPOT ANNOUNCEMENTS**  
1-MINUTE SPOTS & STATION BREAKS  
1 hr 15x 25x 52x 104x 156x 260x 512x  
Ea..... 4.35 3.95 3.70 3.50 3.30 3.00 2.65 2.40

# BRIDGETON

Craven County—Map Location K-5  
See SRDS consumer market map and data at beginning  
of the State.

## WSFL (FM)

1968



Media Code 4 234 1012 5.00  
P. & C. Broadcasting Co., Box 3436, New Bern,  
N. C. 28560. Phone 919-638-5048.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSFL (FM): MUSIC: solid rock & gold. Wall  
Street report. NEWS: AP wire & beach patrol.  
Contact Representative for further details. Rec'd  
4/2/73.

- PERSONNEL**  
President—J. D. Connor.  
Vice-Pres. & Gen'l Mgr.—Hal Tower.  
Program Director—Pat Robbins.
- REPRESENTATIVES**  
Bavall/Gates, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 26,700 w. (vert.); 106.5  
mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 727 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 1c, 12c, 13c, 14a, 15a.  
Basic Rates: 21d, 28c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49.  
Comb.; Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS, WGSB, New Bern,  
Affiliated with MBS.

### TIME RATES

- SPOT ANNOUNCEMENTS**  
No. 1 Eff 3/1/73—Rec'd 3/5/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
6 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 7 pm-1 am.  
B—Mon thru Sun 6 am.
- PACKAGE PLANS**

WK	AAA	AA	A	B
EA:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	8.00	6.00	4.50	3.50
5 ti	7.00	5.25	5.00	3.75
10 ti	6.00	4.50	4.00	3.00
15 ti	5.00	3.50	2.75	2.00
20 ti	4.00	3.00	2.50	1.75
- NO DISCOUNT:**

1 min 30 sec	15 sec
500 x	3.00
1000 x	2.25
	1.75

### 10. SPECIAL FEATURES

- NEWS: EA: 10 ti 20 ti 30 ti 10 ti 20 ti 30 ti  
1 min..... 7 6 5 6 5 4  
Incl open & close plus 1-min spot.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
Rateholder: 6 spots, any length, in AAA, AA, A.  
(Q)

## BRYSON CITY

Swain County—Map Location B-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## WBHN

1967

Subscriber to the NAB Radio Code  
Media Code 4 234 1025 7.00  
Hubert C. Hill dha Swain County Broadcasting Co.,  
Box 890, Bryson City, N. C. 28713. Phone 704-  
488-2682.

- STATION'S PROGRAMMING DESCRIPTION**  
WBHN: Programmed for general interest.
- PERSONNEL**  
Manager—Bruce B. MacMurray.
  - FACILITIES**  
500 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station. 1% charge per month  
on all accounts 30 days past due.
  - GENERAL ADVERTISING See coded regulations**  
Does not accept AAAA copyrighted contract.



**Burgaw—W VBS, W VBS-FM—Cont'd**

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American Contemporary Network.  
**TIME RATES**  
 Rec'd 8/3/73.  
**6. SPOT ANNOUNCEMENTS**  
 1 min 30 sec 15 sec  
 1 x..... 2.65 2.00 1.00

**BURLINGTON (3 AM; 2 FM)**

(including Graham)  
 Alamance County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**WBAG WBAG-FM**

1846 1847  
 BURLINGTON-GRAHAM  
**RAB**

Media Code 4 234 1100 8.00  
 Burlington-Graham Broadcasting Co., Box 1328,  
 925 S. Main St., Burlington, N. C. 27215. Phone  
 919-227-4261.

**1. PERSONNEL**  
 General Manager—G. C. "Jack" Starnes.  
 Commercial Manager—Phillip Eakin.  
**2. REPRESENTATIVES**  
 Selcom, Inc.  
**3. FACILITIES**  
 1,000 w. days; 1150 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 FM-ERP 10,000 w.; 93.9 mc. Stereo.  
 Operating schedule: 5:30-12:05 am. EST.  
 Antenna ht.: 241 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15%  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,  
 28a, 29a.  
 Contracts: 40a, 42a, 45, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 62a.  
 Cancellation: 70a, 70b, 71a, 73a.

**TIME RATES**  
 Eff 9/1/74—Rec'd 8/13/74.  
**6. SPOT ANNOUNCEMENTS**  
 1x 52x 104x 156x 260x 312x  
 1 min..... 11.00 10.50 10.00 9.50 9.00 8.50  
 30 sec..... 8.00 7.75 7.50 7.25 7.00 6.75  
 10 sec..... 5.00 4.85 4.70 4.55 4.40 4.25

**7. PACKAGE PLANS**  
 PER WK: 6 ti 12 ti 24 ti 36 ti  
 1 min..... 11.00 10.00 9.00 8.00  
 30 sec..... 8.00 7.50 7.00 6.50  
 10 sec..... 5.00 4.75 4.50 4.25

**WBBB**

1941  
 BURLINGTON-GRAHAM



Subscriber to the NAB Radio Code  
 Media Code 4 234 1150 3.00  
 WBBB, Inc., Box 1118, Alamance Motel, Burling-  
 ton, N. C. 27215. Phone 919-226-6376.

**STATION'S PROGRAMMING DESCRIPTION**  
 WBBB: Programmed for young adults.  
 MUSIC contemporary, NEWS: local 6:45, 7:45 &  
 8:45 am; 12:30 & 4 pm. Play-by-play sports. Con-  
 tact Representative for further details. Rec'd 7/28/74.

**1. PERSONNEL**  
 General Manager—Francis D. Steltzer.  
**2. REPRESENTATIVES**  
 Mario Messina Company.  
 Carter S. Jones Agency.  
**3. FACILITIES**  
 5,000 w. days; 820 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15% time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3b, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10d, 11d, 12d, 13d, 14d.  
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 27, 28a,  
 29a, 30.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48,  
 51a.  
 Comb.: Cont. Discounts: 60a, 60e, 61a, 62b.  
 Cancellation: 70a, 70e, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 FM facilities: WNCB (FM).

**TIME RATES**  
 Eff 5/1/74—Rec'd 5/15/74.  
**6. SPOT ANNOUNCEMENTS**  
 6-10 AM, NOON-1 PM, 3-6 PM  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min..... 9.00 8.50 8.00 7.50 7.00  
 30 sec..... 7.30 6.80 6.40 6.00 5.60

**ALL OTHER TIMES**  
 1 min..... 8.00 7.60 7.20 6.80 6.40  
 30 sec..... 6.40 6.10 5.80 5.50 5.20

**WNCB (FM)**

1946  
 BURLINGTON-GRAHAM



Subscriber to the NAB Radio Code  
 Media Code 4 234 1165 6.00  
 WNCB, Inc., Box 1118, Alamance Motel, Burling-  
 ton, N. C. 27215. Phone 919-227-8543.

See affiliated AM station for additional information,  
 AM facilities: WBBB.

**STATION'S PROGRAMMING DESCRIPTION**  
 WNCB (FM): MUSIC: Standards, 50 min each hour  
 with 2 min news & weather & 8 minutes of com-  
 mercial content. Network News. SPORTS: play-by-  
 play of basketball & football. Contact Representative  
 for further details. Rec'd 11/5/73.

**3. FACILITIES**

ERP 28,000 w., 101.1 mc. Stereo.  
 Operating schedule: 5:30 am-midnight. EST.  
 Antenna ht.: 490 ft. above average terrain.

**TIME RATES**  
 Eff 5/1/74—Rec'd 5/15/74.  
**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min..... 9.00 8.50 8.00 7.50 7.00  
 30 sec..... 7.30 6.80 6.40 6.00 5.60

**WSML**

1967  
 GRAHAM



Media Code 4 234 1169 3.00  
 Smiles of Graham, Inc., Box 367, Graham, N. C.  
 27253. Phone 919-227-4254.

**STATION'S PROGRAMMING DESCRIPTION**  
 WSML: programmed for young adults & teens.  
 MUSIC top 40 rock. 5 AIR PERSONALITIES  
 handle all segments. News, weather, sports 6%;  
 public affairs 1.5%; MUSIC 88.2%; Religious &  
 other 4.3%. 2 mobile units with local news. Per-  
 sonalities interview guest on entertainment & public  
 affairs shows. Live music concerts in city park Sun  
 afternoons with DJ's. Contact Representative for  
 further details. Rec'd 6/18/73.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—J. Norman Young.  
**2. REPRESENTATIVES**  
 Southern—Southern Spot Sales, Inc.  
**3. FACILITIES**  
 500 w. days; 1190 kc.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 15%  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 6a, 8.  
 Rate Protection: 10h, 11h, 12h, 13h, 14h.  
 Basic Rates & Discounts: 20b, 21c, 23a, 28c, 29a.  
 Contracts: 40a, 44b, 45, 46, 47a, 51a, 51b.  
 Comb.: Cont. Discounts: 60c, 60i, 61b, 62d.  
 Cancellation: 71a, 72.  
 Prod. Services: 82.  
 Accepts AAAA copyrighted contract.  
 Member: The Radio Smiles Group.

**TIME RATES**  
 Eff 4/1/69—Rec'd 4/3/68.  
**6. SPOT ANNOUNCEMENTS**  
 (6:30-9 am, noon-1 pm & 3:30-6 pm)  
 PER WK: 6 ti 12 ti 18 ti 24 ti  
 1 min..... 5.00 4.50 4.00 3.50  
 30 sec..... 3.75 3.35 3.00 2.60  
 (All other times)  
 1 min..... 4.00 3.60 3.20 2.80  
 30 sec..... 3.00 2.70 2.40 2.10  
 10 sec. 50% of 1-min.

**BURNSVILLE**

Yancey County—Map Location C-1  
 See SRDS consumer market map and data at beginning  
 of the State.

**WKYK**

1967  
 Mark Media, Inc.

Subscriber to the NAB Radio Code  
 Media Code 4 234 1175 0.00  
 Mark Media, Inc., Box 744, Spruce Pine Hwy.,  
 Burnsville, N. C. 28734. Phone 704-682-3798.

**STATION'S PROGRAMMING DESCRIPTION**  
 WKYK: Programmed for general interest.  
**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—J. Ardell Sink.  
**2. REPRESENTATIVES**  
 Southern Spot Sales, Inc.  
**3. FACILITIES**  
 1,000 w.; 1540 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 None: all rates net to station  
**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with KRS.  
 Member: Farm Radio Network, Mountaineer Group,  
 Mark Media Group.

**TIME RATES**  
 No. 3 Eff 6/1/74—Rec'd 6/6/74.  
**6. SPOT ANNOUNCEMENTS**  
 PER MO: 1 ti 25 ti 50 ti 100 ti 200+  
 10 min..... 4.50 4.25 4.00 3.75 3.50  
 20/30 sec..... 3.50 3.25 3.00 2.75 2.50  
 10/15 sec..... 2.50 2.25 2.00 1.75 1.50  
**CONSECUTIVE WEEK DISCOUNT**  
 13 wk—5% 52 wk—10%

**CANTON (2 AM)**

Haywood County—Map Location B-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WPTL**

1963

Media Code 4 234 1200 6.00  
 P/M Broadcasting, Inc., Box 471, Corner of Main &  
 Church Sts., Canton, N. C. 28716. Phone 704-648-  
 3576.

**STATION'S PROGRAMMING DESCRIPTION**  
 WPTL: C & W/Gospel.  
**1. PERSONNEL**  
 General Manager—Clay H. Cline.  
**3. FACILITIES**  
 500 w.; 920 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
 None: all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 1/1/69—Rec'd 6/2/71.  
**6. SPOT ANNOUNCEMENTS**  
 1x 15x 26x 52x 156x 312x 624x  
 (\*)..... 4.50 3.80 3.60 3.30 2.90 2.50 2.00  
 (\*\*) 1 min or station break.

**7. PACKAGE PLANS**  
 1-MIN SATURATION SPOTS  
 25 ti in 5 days..... 47.50  
 50 ti in 7 days..... 90.00  
 100 ti in 10 days..... 175.00

**WWIT**

1954

Media Code 4 234 1330 1.00  
 Western North Carolina Broadcasters, Inc., Radio  
 Center, Super-highway West, Canton, N. C. 28716.  
 Phone 704-648-3588, 3.

**1. PERSONNEL**  
 Vice Pres & Rts. Mgr.—Dalton R. Paxton.  
**2. REPRESENTATIVES**  
 George T. Hopwell, Inc.  
 Southeast—Media Sales/South.  
**3. FACILITIES**  
 1,800 w. days; 978 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15/8 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Mountaineer Group.  
**TIME RATES**  
 Eff 1/1/72—Rec'd 2/18/72.  
**6. SPOT ANNOUNCEMENTS**  
 1x 15x 26x 52x 104x  
 1 min..... 6.00 5.80 5.60 5.40 5.20  
 30 sec..... 4.80 4.65 4.50 4.30 4.15  
 15x 260x 312x 500x 1000x  
 1 min..... 4.00 4.80 4.60 4.40 4.20  
 30 sec..... 4.00 3.85 3.70 3.50 3.35

**CHADBOURN**

Columbus County—Map Location H-6  
 See SRDS consumer market map and data at beginning  
 of the State.

**WVOE**

1962  
**RAB**

Subscriber to the NAB Radio Code  
 Media Code 4 234 1300 4.00  
 Ebony Enterprises, Inc., Box 39 Rt. 3 Chadbourne,  
 N. C. 28431. Phones 919-654-3991, 5326.

**1. PERSONNEL**  
 Sales Manager—J. L. Godwin.  
**2. REPRESENTATIVES**  
 South—Bernard Howard & Co., Inc.  
**3. FACILITIES**  
 1,000 w. days; 1590 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 None: all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with National Black Network.

**TIME RATES**  
 Eff 6/1/72—Rec'd 4/11/73.  
 AA—6-9 am & 3-6 pm or fixed times.  
 A—All other times & Sun all day.  
**6. SPOT ANNOUNCEMENTS** 1 min 30 sec 10 sec  
 AA ..... 3.00 1.75 1.00  
 A ..... 2.75 1.50 .75  
**7. PACKAGE PLANS**  
 52-WK CONTRACT: 1 min 30 sec  
 25 per wk ..... 35.00 27.50  
 1300 per yr. es. .... 1.40 1.10

**CHAPEL HILL**

Orange County—Map Location G-3  
 See SRDS consumer market map and data at beginning  
 of the State.

**WCHL**

1932  
**RAB**

Subscriber to the NAB Radio Code  
 Media Code 4 234 1350 9.00  
 Village Broadcasting Co., Box 2127, 1721 E. Frank-  
 lin St., Chapel Hill, N. C. 27514. Phone 919-  
 942-8765.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCHL: 6 am-6 pm progressive MOR. Half hourly  
 local news reports during drive times; other times,  
 hourly local news included with network reports. 25  
 min daily news wrap-up; 6:15-7 pm classical music  
 7 pm-6 am top 40 aimed at university students.  
 SPORTS: high school & college football & basket-  
 ball with game analysis & coaches interviews. House-  
 wife hours: music—half current hits & half past  
 hits. Commentary by local community representatives.  
**COMMERCIAL POLICY:** 14 minute commercial  
 maximum per hour. Live coverage major local, state,  
 national events. Contact Representative for further  
 details. Rec'd 5/4/73.

**1. PERSONNEL**  
 Board Chairman—Roland McClamroch.  
 President—Jim Heavner.  
 Vice-Pres. & Gen'l Mgr.—Phil Geiger.  
**2. REPRESENTATIVES**  
 Herbert E. Groskin & Co.  
 South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
 1,000 w.; 1380 kc. Directional—night.  
 Operating schedule: 24 hours daily. EST.

**NORTH CAROLINA**

**4. AGENCY COMMISSION**  
 15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20b, 21a, 31b, 31d, 23b, 23a, 24a, 24c,  
 25c, 26, 27, 38b, 39b, 30, 31, 33d.  
 Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 50, 51a,  
 51b.  
 Comb.: Cont. Discounts: 60d, 60f, 60h, 60i, 61a, 62b,  
 62d.  
 Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with MBS.

**TIME RATES**  
 No. 9-3 Eff 1/1/74—Rec'd 11/16/73.  
 AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
 10 am-3 pm.  
 AA—All other times.  
**6. SPOT ANNOUNCEMENTS**  
 CLASS AAA  
 PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
 1 min..... 15.00 14.50 14.00 13.50 13.00 12.50 12.00  
 30 sec..... 11.00 10.50 10.00 9.50 9.00 8.50 8.00  
 CLASS AA  
 1 min..... 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
 30 sec..... 9.50 9.00 8.50 8.00 7.50 7.00 6.50  
 (CR)

**CHARLOTTE (8 AM; 4 FM)**

Mecklenburg County—Map Location E-5  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per  
 week for 13 weeks) for the four highest-cost stations  
 (and the average thereof) in each daypart.

Station	Morning		Afternoon		Evening	
	6-10 am	10 am-3 pm	3-7 pm	7 pm-midnight	7 pm-midnight	7 pm-midnight
A	50	50	67	67	36	36
B	47	47	58	58	26	26
C	36	36	36	36	22	22
D	34	32	36	36	22	22
AVERAGE	52	41	49	38		

**WAME**

1955



Buckley Radio Sales, Inc.

A Mission Broadcasting Co. Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 234 1375 6.00  
 WAME, Mission Charlotte Co., 2401 Wilkinson Blvd.,  
 Charlotte, N. C. 28208. Phone 764-377-5916.  
 Mailing address: Box 1008, Charlotte, N. C. 28231.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WAME: Programmed for general adult interest.  
 MUSIC: modern country with PERSONALITIES.  
 NEWS: 5-min. at :55. 2-min. headlines at :25.  
 Mobile news unit. Frequent time & weather reports.  
 Contact Representative for further details. Rec'd  
 9/6/74.

**1. PERSONNEL**  
 President—Jack Roth.  
 Vice-Pres. & Gen'l Mgr.—Hap Pate.  
**2. REPRESENTATIVES**  
 Buckley Radio Sales, Inc.  
**3. FACILITIES**  
 5,000 w.; 1480 kc.  
 Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15% time only; 20th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10b, 11b, 13d.  
 Basic Rates: 20a, 23a, 23b, 25a, 29a.  
 Contracts: 40a, 41, 44b, 45, 46.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Affiliated with MBS.

**TIME RATES**  
 No. 4 Eff 4/1/74—Rec'd 2/21/74.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 A—Mon thru Sun 5-6 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
 PER WK: 6 ti 12 ti 18 ti 6 ti 12 ti 18 ti  
 1 min..... 38 34 32 32 27 25  
 30 sec..... 30 27 26 26 22 20  
 10 sec..... 23 20 19 19 16 15

**7. PACKAGE PLANS**  
 PER WK: TAP—1/3AAA, 1/3AA, 1/3A (\*) 10 sec  
 12 min..... 800 240 180  
 18 ti..... 414 324 252  
 24 ti..... 404 408 312  
 (\*) 20/30 sec.  
 (Charlotte continued on next page)

**DOMINATE THE METRO WAM-E 1480 CHARLOTTE**  
**MOD COUNTRY SELLS**





Charlotte—WRPL—Continued

- 5. FACILITIES**  
1,000 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.
- TIME RATES**  
Eff 9/1/74—Rec'd 8/1/74.
- |         |       |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|-------|
| 1 min.  | 15.00 | 14.00 | 13.00 | 12.50 | 11.00 | 10.00 |
| 30 sec. | 7.50  | 7.00  | 6.50  | 6.25  | 5.50  | 5.00  |
- 7. PACKAGE PLANS**  
ROS SATURATION
- |         |         |
|---------|---------|
| 50 ti   | 100 ti  |
| 1 min.  | 400 700 |
| 30 sec. | 300 500 |
- Maximum 20 per day/1 pkg per sponsor, per wk

**WSOC**  
1933



**THE CRYSTAL CO.**

**RAB**

A Cox Broadcasting Corporation Station  
Subscriber to the NAB Radio Code

Media Code 4 234 1700 5.00  
Cox Broadcasting Co., Box 2536, 1901-25 N.  
Tryon, Charlotte, N. C. 28201. Phone 704-372-  
0930. TWX 810-621-0437.

**STATION'S PROGRAMMING DESCRIPTION**  
WSOC: Programmed for entire family.  
MUSIC: modern MOR & best of new releases.  
NEWS: at :30 & :30 Expanded news at 7 am &  
6 pm Network news. SPORTS: college & pro foot-  
ball, basketball & baseball. Contact Representative  
for further details. Rec'd 7/5/74.

**1. PERSONNEL**  
General Manager—Lee Morris.  
Gen'l Sales & Ass't Gen'l Mgr.—Barry Noll.  
Operations Manager—John Harper.

**2. REPRESENTATIVES**  
The Christal Company.

**3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 930 kc.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15, 15b, 16.  
Basic Rates: 20b, 23a, 25a, 28a, 33a.  
Contracts: 40a, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60b, 60g, 60l, 61b.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 82.  
Affiliated with NBC.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 7/1/74—Rec'd 7/5/74.

AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 5:30 am-7 pm.  
C—Mon thru Sun 7 pm-5:30 am.

**6. SPOT ANNOUNCEMENTS**

**SECTION I**  
1-51 CONSECUTIVE WEEKS  
1 MINUTE

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	27	25	24	23	22	21
A	24	22	21	20	19	18
B	22	18	16	14	12	11
C	20	16	14	13	11	10

**30 SECONDS**

AA	29	27	26	24	23	21
A	21	19	17	15	13	12
B	18	16	14	13	12	10
C	12	10	9	8	7	6

**10 SECONDS**

AA	19	18	17	16	15	14
A	14	13	12	11	10	9
B	12	11	10	9	8	7
C	9	8	7	6	5	4

**52 CONSECUTIVE WEEKS**  
1 MINUTE

AA	34	32	28	27	25	23
A	25	23	22	20	18	16
B	22	20	18	16	14	13
C	14	13	12	11	10	8

**30 SECONDS**

AA	26	24	23	22	21	19
A	19	17	15	13	12	11
B	16	14	13	12	11	9
C	11	9	8	7	6	5

**10 SECONDS**

AA	17	16	15	14	13	12
A	13	12	11	10	9	8
B	11	10	9	8	7	6
C	8	7	6	5	4	3

(\*) Specified position.  
All Sec I spots combinable for earned WFD.

AM/FM combination: Product 5%.

**7. PACKAGE PLANS**

**SECTION II**  
TOTAL AUDIENCE PLAN—ROTATING

AA	2	3	5	7	9
A	2	3	4	5	7
B	1	2	3	4	5
C	1	2	2	3	5

PER WK. TIMES: 6 12 18 24 30

1 min.	136	237	346	424	441
30 sec.	101	146	220	292	316

(\*) Mon thru Sun.

**MONDAY-SUNDAY RUN-OF-STATION PLAN—**

**RTA**

PLAN:	6	12	18	24	30	40
1 min.	100	180	260	340	400	500
30 sec.	80	140	190	240	285	370

**MONDAY-SUNDAY MIDNIGHT-5:30 AM**

**NIGHT OWL** 1 min 30 sec 10 sec

Flat, ea.	4	3	2
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**TIME MENTION PACKAGE**  
Mon thru Sun 24-hr ROS 8 wds, 5-sec maximum,  
100 per wk 300.00.  
Sec II not combinable with Sec I for WFD. Ea plan  
a separate entity.

**AM/FM COMBINATION SPECTRUM PLAN**  
(50% Drivetime, 50% 10 am-midnight)

PER WK: 1 min 30 sec

Plan I (6 AM, 6 FM)	216	174
Plan II (12 AM, 6 FM)	306	252
Plan III (6 AM, 12 FM)	342	270
Plan IV (12 AM, 12 FM)	432	348
Plan V (18 AM, 12 FM)	510	420
Plan VI (12 AM, 18 FM)	540	435

**10 SPECIAL FEATURES**  
NEWSCAST PARTICIPATION

FLAT:	AA	A	B	C
1 min	39	29	25	17
30 sec.	30	22	19	13

**WSOC-FM**  
1947

**Modern Country  
& Western**

**RAB** **NAFMD**

A Cox Broadcasting Corporation Station  
Subscriber to the NAB Radio Code

Media Code 4 234 1701 3.00  
Carolina Broadcasting Co., Box 2538, 1901-25 N.  
Tryon, Charlotte, N. C. 28201. Phone 704-372-  
0930. TWX 810-621-0437.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSOC-FM: MUSIC: Modern Country & Western.  
Contact Representative for further details. Rec'd  
2/7/73.

**5. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7  
mc. Stereo.  
Antenna ht.: 1040 ft. above average terrain.  
Operating schedule: 24 hours daily. EST.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Sold in combination with WSOC. See that listing  
for rates.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 7/1/74—Rec'd 7/5/74.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 10 am-7 pm; Sun 6 am-7 pm.  
B—Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

**SECTION I**  
1-51 CONSECUTIVE WEEKS  
1 MINUTE

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	27	25	24	23	22	21
A	24	22	21	20	19	18
B	22	18	16	14	12	11
C	20	16	14	13	11	10

**30 SECONDS**

AA	22	20	19	18	17	16
A	19	18	17	16	15	14
B	16	15	14	13	11	10

**10 SECONDS**

AA	14	13	12	11	10	9
A	12	11	10	9	8	7
B	10	9	8	7	6	5

**52 CONSECUTIVE WEEKS**  
1 MINUTE

AA	24	23	22	21	20	19
A	22	20	19	18	17	16
B	18	16	14	13	11	10

**30 SECONDS**

AA	20	18	17	16	15	14
A	17	16	15	14	13	12
B	14	13	12	11	10	9

**10 SECONDS**

AA	13	12	11	10	9	8
A	11	10	9	8	7	6
B	9	8	7	6	5	4

(\*) Specified position.  
All Sec I spots combinable for earned WFD.

**7. PACKAGE PLANS**

**SECTION II**  
STEREO COUNTRY TOTAL AUDIENCE PLAN

Mon-Sat 6-10 am	2	3	5	6	9
Mon-Sun 10 am-3 pm	2	3	5	6	9
Mon-Sun 3-7 pm	1	3	4	6	9
Mon-Sun 7 pm-midnight	1	3	4	6	9

PER WK, EA, TIMES: 6 12 18 24 36

1 min.	15	13	12	10	9
30 sec.	12	11	10	8	7

**MONDAY-SUNDAY MIDNIGHT-6 AM**

**NIGHT OWL** 1 min 30 sec 10 sec

Flat, ea.	4	3	2
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Sec II not combinable with Sec I for WFD.

**CHERRYVILLE**

Gaston County—Map Location E-5  
See SHDS consumer market map and data at begin-  
ning of the State.

**WC SL**  
1967

Mark Media, Inc.  
Subscriber to the NAB Radio Code

Media Code 4 234 1825 0.00  
Mark Media, Inc., Box 387, Cherryville, N. C. 28021.  
Phone 704-435-3297.

**STATION'S PROGRAMMING DESCRIPTION**  
WC SL: Contemporary music & news.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Richard Bacon.

**3. FACILITIES**  
500 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Mark Media Group.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 6/1/74—Rec'd 6/6/74.

**6. SPOT ANNOUNCEMENTS**  
PER MO: 1 H 25 ti 50 ti 100 ti 200+  
1 min 3.50 3.40 3.25 3.00 2.75  
20/30 sec 2.50 2.40 2.25 2.00 1.75  
10/15 sec 1.75 1.65 1.50 1.25 1.00

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 52 wk—10%

**CLAYTON**

Johnston County—Map Location H-4  
See SHDS consumer market map and data at begin-  
ning of the State.

**WHPY**  
1974

Media Code 4 234 1837 5.00  
Clayton Broadcasting Co., Box 355, Clayton, N. C.  
27520. Phones: Raleigh 919-553-6136, Smithfield  
934-8551.

**1. PERSONNEL**  
General Manager—Ted Ours.

**2. REPRESENTATIVES**  
Southwest—Dora-Clayton Agency, Inc.

**3. FACILITIES**  
5,000 w.; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only.

**TIME RATES**

Eff 5/1/74—Rec'd 5/22/74.  
AA—Daily 6-9 am  
A—Daily 9 am-sign-off.

**6. SPOT ANNOUNCEMENTS**

DAYS:	1 ti	25 ti	51 ti	100+	1 ti	25 ti	51 ti	100+
1 min	5.50	5.25	5.00	4.50	5.00	4.75	4.50	4.00
30 sec	4.50	4.25	4.00	3.50	4.00	3.75	3.50	3.00
15 sec	3.50	3.25	3.00	2.50	3.00	2.75	2.50	2.00

**CLINTON (1 AM; 1 FM)**

Sampson County—Map Location H-5  
See SHDS consumer market map and data at begin-  
ning of the State.

**WRRZ**  
1946

Media Code 4 234 1850 8.00  
WRIZ Radio Co., Box 378, Clinton, N. C. 28328.  
Phone 919-592-2165.

**1. PERSONNEL**  
General Manager—Geo. S. Walston.

**2. REPRESENTATIVES**  
T-N Spot Sales.  
Southwest—Mario Messina Company.

**3. FACILITIES**  
1,000 w. days; 880 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
Partial simulcast operation. Simulcast sunrise-local  
sunset. For non-simulcast facilities see WRRZ-FM.

**4. AGENCY COMMISSION**  
15% net charges for time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, North Carolina News  
Network, The Tobacco Radio Network.

**TIME RATES**

Eff 1/1/74—Rec'd 3/28/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	4.50	4.25	4.00	3.75	3.50	2.75
30 sec.	3.50	3.25	3.00	2.75	2.50	2.00
15 sec.	2.75	2.50	2.25	2.00	1.60	1.25

**WRRZ-FM**  
1967

Media Code 4 234 1851 6.00  
WRIZ Radio Co., Box 378, Lisbon St. Ext., Clin-  
ton, N. C. 28328. Phone 919-592-2165.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-midnight. For simulcast facilities see  
WRRZ.

**TIME RATES**

Eff 1/1/74—Rec'd 4/16/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	2.50	2.30	2.10	1.90	1.70	1.50
30 sec.	2.25	2.10	1.95	1.80	1.70	1.25
15 sec.	2.10	1.90	1.70	1.50	1.25	1.00

**CONCORD (1 AM; 1 FM)**

Cabarrus County—Map Location E-5  
See SHDS consumer market map and data at begin-  
ning of the State.

**WEGO**  
1943

Media Code 4 234 1900 1.00  
Concord-Kannapolis Broadcasting Co., Box 126, Hwy.  
29 Bypass, Concord, N. C. 28025. Phone 704-783-  
6215.

**1. PERSONNEL**  
General Manager—Charles Hicks.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

# NORTH CAROLINA

## Eden—WCBX—Continued

**3. FACILITIES**  
1,000 w.; 1130 kc. Non-Directional.  
22.8 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 2/73—Rec'd 5/25/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	52x	104x	312x	500x	1000x	2000x
30 sec.	6.50	6.00	5.50	5.00	4.50	4.00
	4.50	4.00	3.50	3.00	2.50	2.00

**7. PACKAGE PLANS**  
PER WK: 20 ti 50 ti 20 ti 50 ti  
1 min. 5.00 4.00 30 sec. 3.00 2.50

**10. SPECIAL FEATURES**  
5-min newscast 52-wk contract, per broadcast 7.50.

## WEAF (FM)

1950

RAB

NAFMB

Subscriber to the NAB Radio Code  
Media Code 4 234 2187 4.00  
SoCom, Inc., Box 548, Eden, N. C. 27228. Phone 919-623-3118.  
See affiliated AM station for additional information.  
AM facilities: WLOE.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEAF (FM): C/W & gospel music; local news.

**3. FACILITIES**  
ERP 27,000 w.; 94.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 96 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WLOE. See that listing for rates.

### TIME RATES

No. 2 ET 3/31/73—Rec'd 8/27/73.  
Prmetime: 5:30-9 am & 3 pm-midnight.  
ROS—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	600x	1200x
1 min.	4.00	3.50	3.70	3.55	3.40	3.25
30 sec.	3.55	3.30	3.15	3.00	2.75	2.50

ROS

1 min.	3.50	3.35	3.20	3.05	2.90	2.75
30 sec.	2.75	2.55	2.25	2.00	1.75	1.50

## WLOE

1946

RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 2225 2.00  
SoCom, Inc., Box 548, Eden, N. C. 27228. Phone 919-623-3118.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLOE: Adult contemporary.

**1. PERSONNEL**  
General Manager—David L. Bollek.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFAF (FM).  
Affiliated with MBS.  
Member: The Tobacco Radio Network.

### TIME RATES

WLOE/WEAF (FM) COMBINATION  
No. 2 ET 3/31/73—Rec'd 8/27/73.  
Drivetime: 5:30-9 am & 3-7 pm.  
ROS—All other times.

**6. SPOT ANNOUNCEMENTS**

PRIMETIME—2 SPOTS/1 PER STATION	1 min.	6.00	30 sec.	3.75
ROS—2 SPOTS/1 PER STATION	1 min.	5.00	30 sec.	2.75

Annual contract only. 52 consec wk—10 ea station, 12 consec mo—60 ea station.

**AM ONLY**

PER WK:	1 ti	10 ti	20 ti	30 ti	50 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	100 ti	200 ti
PER YR:	1x	60x	200x	400x	600x	1200x
1 min.	4.50	4.35	4.20	4.05	3.90	3.75
30 sec.	4.00	3.85	3.70	3.50	3.35	3.00

ROS

1 min.	4.25	4.10	3.95	3.80	3.65	3.50
30 sec.	3.25	3.00	2.75	2.50	2.25	2.00

## EDENTON

Chowan County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## WCDJ

1955

Subscriber to the NAB Radio Code  
Media Code 4 234 2250 0.00  
Colonial Broadcasters, Inc., Box 180, Paradise, Ed.  
Edenton, N. C. 27932. Phone 919-482-2103.

**1. PERSONNEL**  
General Manager—James F. Flanagan.

**3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

### TIME RATES

ET Rec'd 7/31/68.

**6. SPOT ANNOUNCEMENTS**

1 min.	3.00	2.75	2.50	2.25	2.00	1.75
30 sec.	2.25	2.00	1.80	1.65	1.50	1.35

## ELIZABETH CITY (2 AM; 1 FM)

Pasquotank County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## WCNC

1939

Media Code 4 234 2300 3.00  
Albemarle Broadcasting Co., Inc., Box 1246, Parsonage St., Extended, Elizabeth City, N. C. 27809.  
Phone 919-335-4279.

**1. PERSONNEL**  
General Manager—Joseph L. Lamb, Jr.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 6:00 am-midnight. EST.

**4. AGENCY COMMISSION**  
15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates effective April 1, 1958.  
Rates received March 26, 1958.

**6. SPOT ANNOUNCEMENTS**

1 time	1 min.	30 sec.	(*)
13 times	5.50	4.50	3.50
26 times	5.30	4.30	3.30
52 times	5.20	4.20	3.20
	5.00	4.00	3.00
104 times	4.90	3.90	2.90
156 times	4.80	3.80	2.80
260 times	4.25	3.25	2.25
312 times	4.00	3.00	2.00

(\*) 10-second "Quickie", maximum 30 words.

## WGAI

1947

RAB

Media Code 4 234 2350 8.00  
Smile of Elizabeth, Inc., Box 1408, Elizabeth City, N. C. 27809. Phone 919-335-4372.  
Studio: 4 miles N. of Elizabeth City on U. S. 17.

**1. PERSONNEL**  
General Manager—Robert L. Snowden.

**2. REPRESENTATIVES**  
T-N Spot Sales.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 560 kc. Directional—separate patterns, day and night.  
Operating schedule: 6-1 am. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, The Radio Smiles Group, The Tobacco Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 ET 6/1/69—Rec'd 5/26/69.

**6. SPOT ANNOUNCEMENTS**

Traffic Times—7-9 am, noon-1 pm & 4-6:30 pm.	10 sec	20 sec	30 sec	1 min
Traffic time/fixd pos.	1.75	2.25	3.00	4.00
ROS	1.50	2.00	2.50	3.35

**WEEKLY DISCOUNT**

3 ti—5%	11 ti—15%
6 ti—10%	16-50 ti—20%

**CONSECUTIVE WEEK DISCOUNT**  
Each 13 wks—5% 52 wk—20%

## WMYK

1973

ELIZABETH CITY, N. C.  
Media Code 4 234 2375 5.00  
Love Broadcasting, Box 269, Moyock, N. C. 27958.  
Phones 804-625-3108, 919-435-6138.

**STATION'S PROGRAMMING DESCRIPTION**  
WMYK: Programmed for persons 18-34.  
MUSIC: contemporary, familiar progressive. Selections from old & current albums designed to combine familiar oldies by well-known artists with newer selections from newer artists & albums. Minimum talk. COMMERCIAL POLICY: maximum 6 minutes per hour. Commercials at approximately 15 minute intervals, with maximum 2 commercials per set.  
Contact Representative for further details. Rec'd 8/19/74.

**1. PERSONNEL**  
Station Manager—Robert Bennis.

**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 440 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 15th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 1 ET 8/15/74—Rec'd 8/27/74.  
AAA—3-11 pm.  
AA—6 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
12 ti	17	14	11
18 ti	16	13	10
24 ti	15	12	9

(D)

## ELIZABETHTOWN

Bladen County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## WBLA

1958

NAB

Subscriber to the NAB Radio Code  
Media Code 4 234 2400 1.00  
Bladen Broadcasting Corp., Box 458, Elizabethtown, N. C. 28337. Phone 919-862-3184, 5.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBLA: MUSIC: Country, Gospel, Pop.

**1. PERSONNEL**  
Secretary-Treasurer—Chatham C. Clark.

**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
T-N Spot Sales.

**3. FACILITIES**  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6:00 am-sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: North Carolina News Network.

**TIME RATES**  
ET 3/1/73—Rec'd 1/30/73.

**6. SPOT ANNOUNCEMENTS**

1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00
30 sec/less:	75%	of applicable	1-min				

## ELKIN (1 AM; 1 FM)

Surry County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WIFM

## WIFM-FM

1951

1949

Subscriber to the NAB Radio Code  
Media Code 4 234 2450 6.00  
Tri County Broadcasting Co., Drawer 1038, Radio Bldg. Elk Spur St. Ext., Elkin, N. C. 28621.  
Phone 919-835-2511.

**1. PERSONNEL**  
Manager—Leon Reeco.

**2. FACILITIES**  
1,000 w.; 1510 kc. Operating schedule: —. EST.  
FM FACILITIES  
ERP 3,000 w.; 100.9 mc.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network, Farm Radio Network.

### TIME RATES

No. 5 ET 9/1/73—Rec'd 10/15/73.

**6. SPOT ANNOUNCEMENTS**

1 x	3.00	2.25	312 x	2.00	1.50
52 x	2.85	2.15	624 x	1.75	1.35
156 x	2.50	1.90	936 x	1.50	1.15
280 x	2.25	1.70	1248 x	1.25	.95

**7. PACKAGE PLANS**

1 MO/LESS:	1 ti	10 ti	26 ti	76 ti	151+
1 min.	3.00	2.75	2.50	2.25	2.00
30 sec.	2.25	2.00	1.90	1.70	1.50

## FAIR BLUFF

Columbus County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## WWKO

1967

Media Code 4 234 2475 3.00  
Universal Broadcasting Company, Inc., Box 338, Fair Bluff, N. C. 28439. Phone 919-649-7325.

**STATION'S PROGRAMMING DESCRIPTION**  
WWKO: MUSIC: modern country, news at 60.

**1. PERSONNEL**  
Mgr. & Farm Dir.—Bob Morgan.

**3. FACILITIES**  
1,000 w.; 1480 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1 ET—Rec'd 5/30/72.  
A—8:30 on-9 am & noon-1:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	260x	312+
A	3.25	3.00	2.75	2.60	2.45	2.30	2.15
B	2.75	2.50	2.25	2.10	1.95	1.80	1.65
30 sec:	80%	of 1-min.					

## FAIRMONT

Hobson County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WFMO

1953

## Tobacco Radio Network

NAB

Media Code 4 234 2500 6.00  
Carolina Broadcasting Co., Box 665, Fairmont, N. C. 28340. 919-628-6781.

**1. PERSONNEL**  
General Manager—James C. Clark.

**2. REPRESENTATIVES**  
T-N Spot Sales.

**3. FACILITIES**  
1,000 w. days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, North Carolina News Network.

### TIME RATES

Card received September 19, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1/2 hr.	1/4 hr.	5 min.	1 min.	30 wds.
1 time...	36.00	24.00	12.00	7.00
13 times...	34.20	22.80	11.40	6.65
26 times...	32.40	21.60	10.80	6.30
52 times...	30.60	20.40	10.20	5.95
104 times...	28.80	19.20	9.60	5.60
156 times...	27.00	18.00	9.00	5.25
260 times...	25.20	16.80	8.40	4.90

Station break spots limited to 30 words, carry one minute rate. One minute spots placed as near desired time as possible. Position of station breaks guaranteed.

## FARMVILLE (1 AM; 1 FM)

Pitt County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

## WFAG

1959

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 2550 3.00  
Carl V. Venters, Jr., Farmville Broadcasting Co., Box 148, N. Main St., Ext., Farmville, N. C. 27828. Phone 919-753-4122.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFAG: Programs country music.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—L. Gene Gray.

**2. REPRESENTATIVES**  
T-N Spot Sales.

**3. FACILITIES**  
500 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRQR (FM).  
Member: North Carolina News Network, The Tobacco Radio Network.

### TIME RATES

ET—Rec'd 5/14/73.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	312x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.25	3.00	2.75	2.50	2.25	2.00

## WRQR (FM)

1974

NAB

RAB

Media Code 4 234 2575 0.00  
Farmville Broadcasting Co., Box 148, N. Main St., Ext., Farmville, N. C. 27828. Phone 919-753-4122.  
See affiliated AM station for additional information.  
AM facilities: WFAG.  
**STATION'S PROGRAMMING DESCRIPTION**  
WRQR (FM): Live programming; prog. rock.

**3. FACILITIES**  
ERP 3,000 w.; 94.3 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: — ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

### TIME RATES

ET 2/1/74—Rec'd 3/29/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	312x
1 min.	4.00	3.80	3.50	3.25	3.00
30 sec.	3.00	2.80	2.60	2.40	2.20

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Fayetteville—WFAI—Continued

5. GENERAL ADVERTISING See coded regulations  
 General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g, 15g.  
 Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a.  
 Contracts: 40a, 44b, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 60k, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Entertainment Network.  
 Affiliated with CBS and KBS.  
 Member: Farm Radio Network, Beasley Broadcast Group.

TIME RATES  
 No. 7 Eff 12/1/67—Rec'd 10/31/67.  
 6. SPOT ANNOUNCEMENTS  
 1x 13x 25x 52x 104x 156x 206x 312x  
 1 min 9.00 8.45 8.40 8.00 7.75 7.40 7.20 6.75  
 30 sec 7.25 6.95 6.75 6.45 6.25 6.00 5.80 5.45  
 10 sec ea. cannot be combined for discount. 2.50

7. PACKAGE PLANS  
 PER WK: 10 ti 12 ti 20 ti 40 ti 50 ti  
 1 min 11.00 10.00 9.00 8.00 7.50  
 30/20 sec 8.25 7.50 6.75 6.00 5.50  
 10 sec 6.50 5.00 4.50 3.50 3.00

8. PROGRAM TIME RATES  
 1x 13x 25x 52x 104x 156x 206x 312x  
 1 hr 60.00 57.00 54.00 51.00 48.00 45.00 43.20 43.00  
 1/2 hr 36.00 34.20 32.40 30.60 28.80 27.00 25.20 24.90  
 1/4 hr 24.00 22.80 21.60 20.40 19.20 18.00 16.80 15.90  
 5 min 12.00 11.40 10.80 10.20 9.60 9.00 8.40 8.10

WFLB  
1947

Media Code 4 234 2650 1.00  
 WFLB, Inc., Box 530, 1338 Bragg Blvd., Fayetteville, N. C. 28302. Phone 919-323-0925.

1. PERSONNEL  
 General Manager—Herabell G. Barbour.  
 Operating Manager—Ted Ours.  
 Program Director—Charlie Walker.  
 2. REPRESENTATIVES  
 PRO Time Sales, Inc.  
 Atlanta—Busby, Finch and Woods, Inc.  
 3. FACILITIES  
 1,000 w. days, 350 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
 4. AGENCY COMMISSION  
 15%: no cash discount.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1b, 2a, 2b, 3d, 4a, 4c, 5, 6b, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
 Basic Rates: 20b, 21c, 24a, 24c, 25a, 28b, 28c, 30, 32a, 33a.  
 Contracts: 40a, 42a, 42c, 43, 44a, 44b, 46, 47a, 49, 51a, 51b.  
 Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 62a, 62d.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Contemporary Network.

TIME RATES  
 Eff 6/1/68—Rec'd 10/17/68.  
 6. SPOT ANNOUNCEMENTS  
 1 MINUTE  
 WK: 1 ti 4 ti 10 ti 12 ti 15 ti 20 ti  
 YR: 52x 206x 312x 520x 624x 780x 1040x  
 1 wk. 9.00 8.60 8.10 7.70 7.30 6.90 6.50  
 13 wk 8.60 8.10 7.70 7.30 6.90 6.50 6.20  
 26 wk 8.10 7.70 7.30 6.90 6.50 6.20 5.90  
 52 wk 7.70 7.30 6.90 6.50 6.20 5.90 5.60  
 7. PACKAGE PLANS  
 1 MINUTE—ROS  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
 Ea 7.50 7.00 6.50 6.00 5.20  
 30 sec: 80% of 1-min.  
 Less than 30 sec: 50% of 1-min.

WFNC  
1938

Media Code 4 234 2700 4.00  
 Cape Fear Broadcasting Co., Box 5297, 1009 William Clark Rd., Fayetteville, N. C. 28303. Phone 919-867-3131.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—Victor W. Dawson.  
 News Director—Jeff Thompson.  
 Operations Manager—Paul Michels.  
 2. REPRESENTATIVES  
 T-N Spot Sales.  
 3. FACILITIES  
 50,000 w. days, 1,000 w. nights, 940 kc.  
 Directional—night only.  
 Operating schedule: 24 hours daily. EST.  
 4. AGENCY COMMISSION  
 15/0 time only.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 27, 28a, 29a, 30.  
 Contracts: 40a, 41, 44a, 45, 46, 47a, 50, 51c.  
 Comb.: Cont. Discounts: 60b, 60g, 60i, 61a, 62d.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 80, 82.  
 FM facilities: WQSM (FM).  
 Affiliated with CBS.  
 Member: The Tobacco Radio Network.

TIME RATES  
 No. 10 Eff 7/1/69—Rec'd 7/23/70.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 A—All other times.  
 6. SPOT ANNOUNCEMENTS  
 CLASS AAA  
 1x 15x 30x 45x 60x 75x 90x 104x  
 1 min 15.00 12.00 10.00 8.00 7.00 6.00 5.00 4.00  
 30/20 sec 11.25 10.50 9.75 8.00 8.25 7.50 6.75 6.00  
 10 sec 7.50 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
 CLASS AA  
 1 min 13.00 10.00 9.00 8.00 7.00 6.00 5.00 4.00  
 30/20 sec 9.75 8.00 8.25 7.50 6.75 6.00 5.25 4.50  
 10 sec 6.50 6.00 5.50 5.00 4.50 4.00 3.50 3.00  
 CLASS A  
 1 min 11.00 10.00 9.00 8.00 7.00 6.00 5.00 4.00  
 30/20 sec 8.25 7.50 6.75 6.00 5.25 4.50 3.75 3.00  
 10 sec 5.50 5.00 4.50 4.00 3.50 3.00 2.50 2.00

7. PACKAGE PLANS

PER WK, EA: CLASS AAA  
 6 ti 12 ti 18 ti 24 ti 30 ti  
 1 min 13.00 12.00 11.00 10.00 9.00  
 30/20 sec 9.75 9.00 8.25 7.50 6.75  
 10 sec 8.50 8.00 7.50 6.50 5.50  
 CLASS AA  
 1 min 11.00 10.00 9.00 8.00 7.00  
 30/20 sec 8.25 7.50 6.75 6.00 5.25  
 10 sec 7.50 6.00 5.50 4.50 4.00 3.50  
 CLASS A  
 1 min 9.00 8.00 7.00 6.00 5.00  
 30/20 sec 6.75 6.00 5.25 4.50 3.75  
 10 sec 4.50 4.00 3.50 3.00 2.50  
 TOTAL AUDIENCE PLAN  
 PLAN: 1 min 30 sec 15 sec 1 min 30 sec 15 sec  
 6 ti (2AAA, 2AA, 2A) 80 45 30  
 12 ti (4AAA, 4AA, 4A) 108 81 54  
 18 ti (6AAA, 6AA, 6A) 144 108 72  
 24 ti (8AAA, 8AA, 8A) 168 128 84  
 36 ti (12AAA, 12AA, 12A) 216 162 108

WIDU  
1958

Media Code 4 234 2750 9.00  
 WIDU Broadcasting, Inc., Box 247, North Water St., Fayetteville, N. C. 28302. Phone 919-483-6111.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—W. B. Belche.  
 2. REPRESENTATIVES  
 South—Bernard I. Ochs Co.  
 3. FACILITIES  
 1,000 w. days; 1800 kc. Non-directional.  
 Operating schedule: 5:00 am-local sunset. EST.  
 4. AGENCY COMMISSION  
 15/0 time only; monthly.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 3a, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10a, 11a.  
 Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.  
 Contracts: 40a, 42b, 45, 46.  
 Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with MBS.  
 Affiliated with Mutual Black Network.

TIME RATES  
 Eff 11/15/66—Rec'd 11/25/66.  
 AA—7-9 am & 4-6 pm.  
 A—All other times.  
 6. SPOT ANNOUNCEMENTS  
 CLASS AA  
 1 min 30 sec 1 min 30 sec  
 1 x 6.25 5.00 312 x 5.05 4.00  
 52 x 5.95 4.75 624 x 4.78 3.75  
 104 x 5.85 4.50 936 x 4.45 3.50  
 156 x 5.35 4.25 1248 x 4.18 3.25  
 CLASS A  
 1 x 5.25 4.20 312 x 4.25 3.40  
 52 x 5.00 4.00 624 x 4.00 3.20  
 104 x 4.75 3.80 936 x 3.75 3.00  
 156 x 4.50 3.60 1248 x 3.50 2.80

WQSM (FM)  
1947

Media Code 4 234 2775 6.00  
 Cape Fear Broadcasting Co., Box 5297, Fayetteville, N. C. 28303. Phone 919-867-0121.  
 See affiliated AM station for additional information.  
 AM facilities: WFNC.

STATION'S PROGRAMMING DESCRIPTION  
 WQSM (FM): modern country and western personality radio, stressing requests and personal listener contact. Contact Representative for further details.  
 Rec'd 8/31/70.  
 1. PERSONNEL  
 Station Manager—Rudy Zurlo.  
 Program Director—Bill Bullard.  
 3. FACILITIES  
 ERP 50,000 w.; 98.1 mc.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 300 ft. above average terrain.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 Member: North Carolina News Network.

TIME RATES  
 Eff 3/12/71  
 Prime Time—6-9 am & 4-6 pm.  
 All other times.  
 6. SPOT ANNOUNCEMENTS  
 1 min 30 sec 1 min 30 sec  
 Prime 2.50 2.25 Other 2.25 2.00  
 10 sec 1.25  
 7. PACKAGE PLANS  
 30 DAYS—ROS  
 100 ti, 1 min 200 100 ti, 30 sec 175  
 210 ti, 10 sec 210  
 8. PROGRAM TIME RATES  
 5 min 1/4 hr 1/2 hr 1 hr  
 Ea 7.50 20.00 37.50 60.00

FOREST CITY (2 AM; 1 FM)

Rutherford County—Map Location D-5  
 See SRDS consumer market map and data at beginning of the State.

WAGY  
1958

Media Code 4 234 2800 2.00  
 Tri-City Broadcasting Co., Box 280, Forest City, N. C. 28043. Phone 704-245-9887.  
 STATION'S PROGRAMMING DESCRIPTION  
 WAGY: Programmed for mass appeal.  
 1. PERSONNEL  
 General Manager—G. T. Beeknell.  
 3. FACILITIES  
 1,000 w. days; 1320 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 Eff 11/1/73—Rec'd 12/7/73.  
 AA—Wed, Thurs, Fri all day; Sat morning.  
 A—Sun, Mon, Tues all day; Sat afternoon.  
 6. SPOT ANNOUNCEMENTS  
 CLASS AA  
 1 min 30 sec 15 sec 1 min 30 sec 15 sec  
 1 x 3.00 2.00 1.50 2.50 1.80 1.30  
 25 x 2.60 1.80 1.30 2.30 1.60 1.20  
 50 x 2.40 1.60 1.20 2.20 1.50 1.10  
 100 x 2.20 1.50 1.10 1.95 1.30 1.00  
 If spots run Mon thru Fri or Sat, rates averaged between AA & A.  
 10. SPECIAL FEATURES  
 5-min newscast, ea. 3.25

WBBO  
1947

Subscriber to the NAB Radio Code  
 Media Code 4 234 2850 7.00  
 Rutherford County Radio Co., Inc., West Main St., Forest City, N. C. 28043. Phone 704-245-4205.

STATION'S PROGRAMMING DESCRIPTION  
 WBBO: MUSIC: top 40, best from top 100.  
 1. PERSONNEL  
 Pres. & Mgr.—Mrs. Ed M. Anderson.  
 2. REPRESENTATIVES  
 David Carpenter Company.  
 T-N Spot Sales.  
 3. FACILITIES  
 1,000 w. days; 780 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with KBS.  
 Affiliated with American Contemporary Network.

TIME RATES  
 Eff 12/1/73—Rec'd 11/28/73.  
 6. SPOT ANNOUNCEMENTS  
 AA—Wed, Thurs, Fri until noon Sat.  
 A—Sat afternoon, Sun, Mon & Tues.  
 PER MO: 1 ti 50 ti 100+ 1 ti 50 ti 100+  
 1 min 2.75 2.25 2.00 2.40 2.00 1.80  
 30 sec 2.00 1.80 1.65 1.80 1.50 1.40

WBBO-FM  
1948

Subscriber to the NAB Radio Code  
 Media Code 4 234 2651 5.00  
 Rutherford County Radio Co., Inc., West Main St., Forest City, N. C. 28043. Phone 704-245-4205.  
 See affiliated AM station for additional information.  
 STATION'S PROGRAMMING DESCRIPTION  
 WBBO-FM: MUSIC: Modern Country.

3. FACILITIES  
 ERP 1,500 w.; 93.3 mc.  
 Operating schedule: 6 am-11 pm. EST.  
 Antenna ht.: 315 ft. above average terrain.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 6. SPOT ANNOUNCEMENTS  
 1 min 30 sec  
 Ea 1.50 1.25

FRANKLIN (1 AM; 1 FM)

Macon County—Map Location B-5  
 See SRDS consumer market map and data at beginning of the State.

WFSC  
1957

Subscriber to the NAB Radio Code  
 Media Code 4 234 2900 0.00  
 Macon County Broadcasting Co., Box 470, Franklin, N. C. 28734. Phone 704-624-4418.

1. PERSONNEL  
 Station Manager—Ronald Evans.  
 3. FACILITIES  
 1,000 w. days; 1050 kc. Non-directional.  
 Operating schedule—EST.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 TIME RATES  
 Eff 9/11/68.  
 6. SPOT ANNOUNCEMENTS  
 1 min, flat 2.00

WFSC-FM  
1963

Subscriber to the NAB Radio Code  
 Media Code 4 234 2901 8.00  
 Radio Station WFSC, Inc., Box 470, Franklin, N. C. 28734. Phone 704-624-4418.  
 See affiliated AM station for additional information.  
 3. FACILITIES  
 ERP 3,000 w.; 96.7 mc.  
 Antenna ht.: 200 ft. above average terrain.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 TIME RATES  
 50% of AM rates.

NORTH CAROLINA

FUQUAY-VARINA

Wake County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

WAKS  
1949

Subscriber to the NAB Radio Code  
 Media Code 4 234 2950 5.00  
 Wake County Broadcast Company, Inc., Box 588, Hwy 68, 1.5 miles North of Fuquay-Varina, N. C. 27528. Phone 552-2283.

STATION'S PROGRAMMING DESCRIPTION  
 WAKS: MUSIC: C & W with gospel each hour.  
 1. PERSONNEL  
 Gen'l & Sta. Mgr.—Jim Butts.  
 News & Farm Dir.—Walt Pearson.  
 3. FACILITIES  
 1,000 w. days; 1490 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL RATE POLICY  
 Affiliated with MBS and KBS.  
 Member: Farm Radio Network, The Tobacco Radio Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 Eff 10/1/73—Rec'd 10/8/73.  
 6. SPOT ANNOUNCEMENTS  
 1x 13x 25x 52x 104x 206x 312x  
 1 min 4.50 4.30 4.10 3.80 3.60 3.30 3.10  
 30 sec 3.50 3.30 3.10 2.90 2.70 2.50 2.30

7. PACKAGE PLANS  
 DAILY ANNUAL SPOT SCHEDULE  
 6 DAYS PER WK, 52 WKS:  
 Per day  
 1 ti 2 ti 3 ti 4 ti 5 ti  
 1 min 2.30 2.20 2.10 2.00 1.90  
 30 sec 1.80 1.70 1.60 1.50 1.40  
 PER MO: 30 ti 50 ti 100 ti  
 1 min 3.15 3.05 2.85  
 30 sec 2.75 2.65 2.25  
 PER YR, BULK: 500x 1000x  
 1 min 2.70 2.40  
 30 sec 2.10 1.80  
 Minimum 5% bulk must be run ea mo during 12-mo period.

GARNER

Wake County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

See Raleigh-Durham  
(including Garner)

GASTONIA (3 AM; 1 FM)

Gaston County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

WGAS  
1959

Media Code 4 234 3000 8.00  
 MGM Broadcasting Corp., Drawer 250, Gastonia, N. C. 28052. Phone 704-865-5796.  
 STATION'S PROGRAMMING DESCRIPTION  
 WGAS: Programmed for adults, 18 and up.  
 MUSIC: MOR. Daily phone swap show 10-11 am audience participation. SPORTS: daily program, 3 personalities, news director & 1 mobile unit.  
 NEWS: national & regional hourly; regional news network; local actualities & beepers & other special events; 9 local news programs daily by director.  
 Weather hourly reports, local & regional. Contact Representative for further details. Rec'd 3/1/74.

1. PERSONNEL  
 General Manager—Glenn F. Maco.  
 Commercial Manager—Edson I. Gray  
 Program Director—Dan Bell.  
 2. REPRESENTATIVES  
 T-N Spot Sales.  
 3. FACILITIES  
 500 w. days; 1420 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 21a, 22a, 22b, 23a, 24a, 25a, 28b, 28c.  
 Contracts: 40c, 41, 46, 47a.  
 Comb.: Cont. Discounts: 60a, 62a, 62d.  
 Cancellation: 71a, 73a, 73b.  
 Prod. Services: 80, 82.  
 Quantity discounts apply on each classification only.  
 Member: North Carolina News Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 Eff 6/1/73—Rec'd 3/26/73.  
 6. SPOT ANNOUNCEMENTS  
 PER MO, FIXED: 1x 25x 50x 100x 150x  
 1 min 2.70 2.40 2.15 2.00 1.90  
 30 sec 1.90 1.65 1.50 1.40 1.30  
 10 sec 1.25 1.15 1.00 .95 .90

7. PACKAGE PLANS  
 PER MO, ROS: 1x 25x 50x 100x 150x  
 1 min 2.15 1.90 1.70 1.60 1.50  
 30 sec 1.50 1.30 1.20 1.10 1.05  
 10 sec 1.00 .90 .80 .75 .70  
 Spots used within 30 days to earn rate.  
 8. PROGRAM TIME RATES  
 1 hr 10 min 5 min  
 1 x 36 7 4  
 1/2 hr: 50% of 1 hr / 1/4 hr: 25% of 1 hr.  
 (Gastonia continued on next page)

# NORTH CAROLINA

Gastonia—Continued

**WGNC** **WGNC-FM**  
1939 1947



Subscriber to the NAB Radio Code  
Media Code 4 234 3050 3.00  
Catherine T. McSwain, Box 2187, Gastonia, N. C.  
28052. Phone 704 865-8501.

**STATION'S PROGRAMMING DESCRIPTION**  
WGNC: MUSIC: popular & contemporary days, country & western nights. Rec'd 8/5/74

- PERSONNEL**  
Manager—Pat McSwain.
- FACILITIES**  
1,000 w. days. 250 w. nights, 1450 kc. Non-directional.  
Operating schedule: 5 am-midnight, EST.  
FM-ERP 11,100 w.; 101.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 1,000 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Comb.; Cont. Discounts: 60%.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/74—Rec'd 8/5/74.

- SPOT ANNOUNCEMENTS**  
1 min. 3.90 2.50 2.00  
30 sec. 2.75 2.25 1.75
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 50.00 25.00 15.00 5.00  
13+ 40.00 20.00 12.50 4.00
- SPECIAL FEATURES**  
Special shows, times, talent—3.50.

**WLTC**  
1947

## Country Music Network



Media Code 4 234 3100 6.00  
Gastonia Broadcasting Service, Inc., Box 3927, Akers  
Station, 304 N. New Hope Rd., Gastonia, N. C.  
28052. Phone 704-865-1079, 865-1280

**STATION'S PROGRAMMING DESCRIPTION**  
WLTC: FARM: 15 hours weekly, market reports, crop conditions.  
MUSIC: country and western except gospel noon-2 pm M-F. AIR PERSONALITIES handle all segments. Telephone requests, guests, interviews, discussion forums. NEWS: director, AP on hour, every hour. Local news reports live. Mobile unit for special events. 5-5:15 pm, M-F, local news program. Weather: US and AP reports on half hour each hour, brief report at conclusion of each news. SPORTS: local, regional, and national sports 5:15-5:30 pm, M-F. Interview professional players, live and by phone. 8-8:05 am M-Sat latest overnight sports results and events for remainder of day. Contact Representative for further details. Rec'd 9/11/68.

- PERSONNEL**  
General Manager—James B. Petty.  
Comm'l Mgr. & Sports Dir.—B. C. Morrow.  
Prog. News & Farm Dir.—Glenn Jones.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
South—Media Sales/South.  
Southwest—Mario Messina Company.
- FACILITIES**  
5,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24a, 24b, 26, 28a, 29a  
Contracts: 40a, 42b, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**  
ET 9/1/68—Rec'd 7/29/68.

- SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 208x 260x 312x  
1 min 8.00 7.50 7.00 6.50 6.00 5.50 5.00  
30 sec 6.50 6.00 5.50 5.00 4.50 4.00 3.50  
10 sec 4.00 3.75 3.50 3.25 3.00 2.75 2.50
- PACKAGE PLANS**  
WKLY: 10 ti 20 ti 30 ti 40 ti  
1 min. 6.50 6.00 5.50 5.00  
30 sec. 5.00 4.50 4.00 3.50  
10 sec. 3.25 3.00 3.00 2.50
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 40 30 20 12

## GOLDSBORO (3 AM; 2 FM)

Wayne County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

**WEQR (FM)**  
1946



Media Code 4 234 3150 1.00  
Eastern Carolina Broadcasting Co., Inc., Box 207,  
1/2 mile N. W. of Goldsboro on Raleigh Hwy.,  
Goldsboro, N. C. 27530. Phone 734-3621  
See affiliated AM station for additional information.  
AM facilities: WGBR.

- PERSONNEL**  
Gen'l & Com'l Mgr.—Vassie G. Balkcum.

## 2. REPRESENTATIVES

T-N Spot Sales.  
**3. FACILITIES**  
ERP 35,000 w.; 96.9 mc.  
Operating schedule: 5:30-12:05 am, EST.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11f, 12f, 13d, 15b.  
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a; 28a, 29a.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60g, 62d  
Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Southeastern Key Market Network, North Carolina News Network.

## TIME RATES

Rates received October 31, 1949.

- SPOT ANNOUNCEMENTS**  
1 13 26 52 104 156 312  
1 min. 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec. 3.00 2.95 2.70 2.55 2.40 2.25 2.10
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x 33.00 31.35 29.70 28.05 26.40 24.75 23.10  
1/4 hour. 22.00 20.90 19.18 18.70 17.80 16.50 15.40  
10 minutes 16.50 15.67 14.85 14.02 13.20 12.37 11.55  
5 minutes 11.00 10.45 9.90 9.35 8.80 8.25 7.70

## WFMC

1951

Media Code 4 234 3200 4.00  
The Southern Radio and Television Corp., Box 1355,  
Goldsboro, N. C. 27530. Phone 919-734-4211.

**STATION'S PROGRAMMING DESCRIPTION**  
WFMC: Programmed for general interest.  
MUSIC: Modern country and western 6-9 am and 10 am-sgn-off. Contact Representative for further details. Rec'd 2/4/74.

- PERSONNEL**  
President—George G. Beasley.  
General Manager—Bob Denmark.  
Commercial Manager—Bob Wilson.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Contracts: 40a.  
Affiliated with KDS.  
Member: National AgRadio Groups, Inc., Carolina Radio Network, Beasley Broadcast Group.

## TIME RATES

No. 5 ET 11/15/66—Rec'd 2/26/68.

- SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 156x 260x 312x  
1 min 7.00 6.50 6.00 5.50 5.00 4.50 4.25 4.00  
30 sec 6.00 5.50 5.00 4.50 4.00 3.50 3.25 3.00  
10 sec 3.50 3.25 3.00 2.75 2.50 2.25 2.15 2.00
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 55.00 34.00 20.00 15.00 12.00  
13 x 52.00 33.00 19.50 14.50 11.50  
26 x 50.00 32.00 19.00 14.00 11.00  
52 x 48.00 31.00 18.50 13.50 10.50  
104 x 46.00 30.00 18.00 13.00 10.00  
156 x 44.00 29.00 17.50 12.50 9.50  
260 x 42.00 28.00 17.00 12.25 9.00  
312 x 40.00 27.00 16.00 12.00 8.50

## WGBR

1938

## Tobacco Radio Network



Media Code 4 234 3250 9.00  
Eastern Carolina Broadcasting Co., Box 207, Goldsboro,  
N. C. 27530. Phone 919-734-3621.

**STATION'S PROGRAMMING DESCRIPTION**  
WGBR: Programmed for young adults 18-32 with emphasis on public affairs features.  
NEWS: national & state networks, 3 man local staff, plus on air reporters, hourly news daily, 15 min local summaries at noon & 6 pm. FARM: local & regional reports & personality features early AM & noon.  
MUSIC: MOR & general popular 65%, country/western 25%, Religious & others 10%. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 4/23/71.

- PERSONNEL**  
Gen'l and Com'l Mgr.—Vassie G. Balkcum.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1150 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30-12:05 am, EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11f, 12f, 13d, 14d, 15b.  
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 28a, 29a.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 60g, 62d.  
Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 80, 82.  
Member: American Information Network.  
Member: Tobacco Radio Network, North Carolina News Network.

## TIME RATES

ET 6/1/71—Rec'd 4/23/71.

- SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 156x 312x  
1 min 9.50 9.00 8.50 8.00 7.50 7.00 6.50  
30 sec 7.50 7.00 6.75 6.25 6.00 5.50 5.00
- PACKAGE PLANS**  
(Within 7 days)  
1 min. 85 160 225 350  
30 sec. (\*) 125 180 275  
(\*) 67.50.

## 6. PROGRAM TIME RATES

1x 13x 26x 52x 104x 156x 312x  
1 hr 75.00 72.00 68.00 61.00 58.00 55.00 52.00  
1/2 hr 43.00 42.00 41.00 40.00 39.00 37.00 35.00  
1/4 hr 29.00 28.00 27.50 26.75 25.75 25.00 23.00  
10 min. 21.00 20.00 19.00 18.00 17.50 17.00 16.50  
5 min. 17.50 16.00 14.50 13.75 13.50 13.00 12.50

## WOKN (FM)

1972

A Beasley Station  
Media Code 4 234 3275 6.00  
Southern Radio & Television Corp., Box 1355, Goldsboro,  
N. C. 27530. Phone 919-734-4213.

**STATION'S PROGRAMMING DESCRIPTION**  
WOKN (FM) MUSIC: 6:10 am & noon-12M R & B. 10 am-12N, Negro Gospel music. Black personalities handle all segments. NEWS network at 15. Local weather twice hourly. Black history feature 3 times daily. Contact Representative for further details. Rec'd 3/27/72.

- PERSONNEL**  
President—George G. Beasley.  
Station Manager—Robert Swinson.  
Program Director—Jimmy Swinson.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
3,000 w. (horiz.), 3,000 w. (vert.); 102.5 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 325 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with National Black Network.  
Member: Beasley Broadcast Group.

## TIME RATES

No. 1 ET 2/1/72—Rec'd 3/20/72.

- SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 260x 312x  
1 min 7.00 6.00 5.00 4.50 4.25 4.00  
30 sec 6.00 5.00 4.00 3.50 3.25 3.00  
10 sec 3.50 3.00 2.50 2.25 2.15 2.00
- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 55.00 34.00 20.00 15.00 12.00  
13 x 52.00 33.00 19.50 14.50 11.50  
26 x 50.00 32.00 19.00 14.00 11.00  
52 x 48.00 31.00 18.50 13.50 10.50  
104 x 46.00 30.00 18.00 13.00 10.00  
156 x 44.00 29.00 17.50 12.50 9.50  
260 x 42.00 28.00 17.00 12.25 9.00  
312 x 40.00 27.00 16.00 12.00 8.50

## WYNG

1955



Subscriber to the NAB Radio Code  
Media Code 4 234 3300 2.00  
Peace Broadcasting, Inc., Box 128, Goldsboro, N. C.  
27530. Phone 919-734-1300.

**STATION'S PROGRAMMING DESCRIPTION**  
WYNG: MUSIC: MOR, current hits, hit oldies & select hit album cuts. AIR PERSONALITIES. Locally produced & syndicated music specials, continuous promotions. News department, community involvement. Contact Representative for further details. Rec'd 7/5/74.

- PERSONNEL**  
General Manager—Brice A. Miller.  
Program Director—Steve York.  
Sales Manager—Bob Bouch.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28b, 28c, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60k, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

## TIME RATES

No. 4 ET 5/1/74—Rec'd 5/2/74.

- SPOT ANNOUNCEMENTS**  
PER YR: 1x 52x 156x 312x 624x 936x  
1 min. 5.00 4.00 3.25 3.00 2.75 2.50  
30 sec. 4.00 3.00 2.55 2.35 2.25 2.00  
10 sec. 50% of 30-sec.  
Guaranteed time—7-9 am, 11:30 am-1 pm & 3:30-6 pm: 50% plus rates.
- PACKAGE PLANS**  
PER MO. 10 ti 25 ti 50 ti 100 ti 200 ti  
1 min. 4.50 4.00 3.75 3.35 3.00  
30 sec. 3.50 3.00 2.75 2.35 2.00
- PROGRAM TIME RATES**  
PER YR: 5 min 10 min 1/4 hr 1/2 hr 1 hr  
1 x 11 16 20 40 85  
52 x 9 13 18 36 60  
156 x 7 11 15 33  
312 x 5 8 13 31

## GRAHAM

Alamance County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

See Burlington  
(including Graham)

# GRANITE FALLS

Caldwell County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**WKJK**

1963

Subscriber to the NAB Radio Code  
Media Code 4 234 3325 9.00  
Broadcasting Enterprises, Inc., Box R, South Main  
Ext., Granite Falls, N. C. 28630. Phone 704-396-3361

- PERSONNEL**  
General Manager—John B. Morris.
- FACILITIES**  
500 w.; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
None; all rates net to station; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

No. 8 ET 10/1/70—Rec'd 1/4/71.

- SPOT ANNOUNCEMENTS**  
1x 100x 500x 1000+  
30 sec. 3.00 2.75 2.50 1.95  
1 min. 4.25 3.65 3.25 2.85
- PACKAGE PLANS**  
10 Days 30 Days  
25 ti 50 ti 75 ti 50 ti 100 ti 150 ti  
30 sec. 2.90 2.60 2.00 2.75 2.50 2.10  
1 min. 4.00 3.40 3.25 3.65 3.25 3.00

## GREENSBORO (5 AM; 2 FM)

Guilford County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)		Daytime Traffic (10 am-3 pm)		Evening Traffic (3-7 pm)		Midnight (7 am-)	
	6-10 am	10 am-3 pm	10 am-3 pm	3-7 pm	3-7 pm	7 am-	midnight	midnight
A	24	19	24	16	24	16	24	16
B	24	16	24	18	24	18	24	18
C	15	12	15	12	15	12	15	12
D	15	12	15	7	15	7	15	7
AVERAGE	20	15	20	14	20	14	20	14

## WBIG

1926



Subscriber to the NAB Radio Code  
Media Code 4 234 3350 7.00  
North Carolina Broadcasting Co., Inc., Box 20204,  
Battleground at Edney Ridge Bld., Greensboro,  
N. C. 27420. Phone 919-288-4131.

**STATION'S PROGRAMMING DESCRIPTION**  
WBIG: Programmed for young adults, 18-49.  
MUSIC: Contemporary and top oldies from recent past. AIR PERSONALITIES featured throughout the day and evening with comedy, weather, news and sports features. NEWS: Coverage hourly of local, state & national featuring news department with two-way radio equipped vehicles. Net entertainment, news and sports. SPORTS: Live collegiate and professional football, basketball, baseball, golf tournaments, fights, auto races. Religious programming featured on Sun. Public service announcements day and evening. Interviews and discussions of local & area interest. FARM: Early morning local & state agricultural information, time & weather reports. Contact Representative for further details. Rec'd 1/31/74.

- PERSONNEL**  
President—Allen Wannamaker.  
General Manager—Dan T. Griffin.  
Director of Sales—W. H. Henry.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
5,000 w.; 1470 kc. Directional—night only.  
Operating schedule: 21 hours daily, EST.
- AGENCY COMMISSION**  
15% on net charges; no cash discount.

**GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 22b, 23a, 24c, 26, 28a.  
Contracts: 40c, 41, 44b, 45, 46, 47a, 49, 51a.  
Comb.; Cont. Discounts: 60a, 60c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

## TIME RATES

No. 20 ET 4/15/68—Rec'd 4/10/68.

- SPOT ANNOUNCEMENTS**  
AA—Mon thru Sat 6-10 am & 4-8:30 pm.  
A—All other times.  
1 min. 25.00 24.00 23.00 22.00 21.00  
30/20 sec. 18.75 18.00 17.25 16.50 15.75  
ID's 12.50 12.00 11.50 11.00 10.50  
A:  
1 min. 20.00 19.00 18.00 17.00 16.00  
30/20 sec. 15.00 14.25 13.50 12.75 12.00  
ID's 10.00 9.50 9.00 8.50 8.00  
All spots are combinable.
- SPECIAL FEATURES**  
5-MINUTE NEWCASTS  
1x 52x 104x 156x 260x 312x 320x  
AA.... 35.00 34.00 33.00 28.00 27.00 26.00 25.00  
A.... 27.00 26.50 26.00 25.00 24.00 23.00 22.00  
(Greensboro continued on next page)



## GREENVILLE (3 AM, 1 FM)

Pitt County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

WGNI  
(formerly WPNX)  
1962



Charles Bernard  
Company, Inc.

## Music / News / Sports / Farm

Media Code 4 234 3687 2.00  
Ralph A. Gardner, Box 1485, Greenville, N. C. 27834. Phone 919-732-1115.

**STATION'S PROGRAMMING DESCRIPTION**  
WQMG (FM): Programmed for adults & young adults.  
MUSIC: current hits & MOR, 88%. Serious music including classical, Baroque, romantic and modern, 12%. NEWS: 5 min network at :30; UPI Audio; local & regional coverage. Sports full time local News & public affairs director. COMMERCIAL POLICY: maximum of 10 minutes per hour. No double spotting. Contact Representative for further details. Rec'd 9/10/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Mrs. Joyce M. Webster. Operations Director—Allan Godwin.
- REPRESENTATIVES**  
South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.): 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST. Antenna ht.: 555 ft. above average terrain.
- AGENCY COMMISSION**  
15% on net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6b.  
Rate Protection: 15b.  
Basic Rates: 20b.  
Contracts: 40a, 44a.  
Comb.: Cont. Discounts: 62b.  
Cancellation: 70a, 70d.  
Prod. Services: 80.

## TIME RATES

## NATIONAL AND LOCAL RATES SAME

No. 8 ET 9/1/72—Rec'd 9/27/72.

AAA—Fixed Run within 3 minutes of requested time.  
AA—Flexible Fixed Run within 1 hour of requested time.  
A—ROS.

## SPOT ANNOUNCEMENTS

## CLASS AAA

PER	1 ti	25 ti	50 ti	75 ti	100+	*100+	*100+
MO:	1.00	7.75	7.50	7.25	7.00	6.75	6.50
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

## CLASS AA

PER	1 ti	25 ti	50 ti	75 ti	100+	*100+	*100+
MO:	1.00	7.75	7.50	7.25	7.00	6.75	6.50
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

## CLASS A

PER	1 ti	25 ti	50 ti	75 ti	100+	*100+	*100+
MO:	1.00	7.75	7.50	7.25	7.00	6.75	6.50
30 sec	6.00	5.75	5.50	5.25	5.00	4.75	4.50

(\* 6 mo. minimum contract.  
(†) 1 yr. minimum contract.

6 mo contract—number of spots per calendar mo., next lower rate. 1-yr contract—number of spots per calendar mo., two rates lower.  
20 sec/less: 2/3 30-sec. 2% surcharge ea sec over scheduled length.

## PROGRAM TIME RATES

	1 ti	13 ti	52+
5 min	9.75	8.75	8.00
1/2 hr	31.50	28.00	25.50
1 hr	63.50	56.75	52.00

## WRQK (FM)

1958  
Media Code 4 234 3675 7.00  
Greensboro FM, Inc., Box 950, 221 W. Meadowview Rd., Greensboro, N. C. 27402. Phone 919-275-4464. See affiliated AM station for additional information. AM facilities: WPET.

- FACILITIES**  
ERP 100,000 w.; 98.7 mc. Stereo.  
Operating schedule: 24 hours. EST. Antenna ht.: 380 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Sold in combination with WPET. See that listing for discount.

## TIME RATES

Rates are identical to WPET. See that listing.

**Shotgun Coverage**  
WITH RIFLE SHOT EFFICIENCY

North Carolina RADIO NEWS Network  
P.O. Box 1988 Raleigh, North Carolina 27602  
For More Information, Call Collect 919/832-8885

WNCT  
1940

## CBS Radio Network



## KATZ RADIO

Media Code 4 234 3700 3.00  
Roy H. Park Radio, Inc., Box 898, Evans St. Ext., Greenville, N. C. 27834. Phone 919-758-2324. TWX 510 929 1619.

**STATION'S PROGRAMMING DESCRIPTION**  
WNCT: Programmed for general interest.  
MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: Network at :30, local at 9:30 am, 12:30 & 6:30 pm, noon-1:30 pm farm market, weather & interviews. SPORTS: 5:30-5:35 pm M-F. Live coverage of high school, college football, basketball & baseball. Contact Representative for further details. Rec'd 5/31/74.

- PERSONNEL**  
President—Roy H. Park. Vice-President Radio—Roger Turner. General Manager—Jennings Blakley.
- REPRESENTATIVES**  
Katz Radio. T-N Spot Sales.
- FACILITIES**  
10,000 w.; 1070 kc. Separate patterns day & night. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61a, 62a  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Katz Radio Network.  
Member: The Tobacco Radio Network.

(This listing continued on next page)

WCOG  
1948  
A Thoms Station

ROBERT E. EASTMAN & CO., INC.

## RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 3400 0.00  
WCOG, Inc., 4635 Tower Rd., Greensboro, N. C. 27410. Phone 919-299-0348.

**STATION'S PROGRAMMING DESCRIPTION**  
WCOG: Programmed for adults and young adults. 5 air personalities emcee entire operation. 5 min network news on half hour. News 8%. MUSIC 91%: featuring current general popular music and standards. SPORTS: feature local college games, seasonal, 18 commercial minutes maximum permitted per hour. Personalities available for remote pickups from shopping centers, state fairs, other special events. Contact Representative for further details. Rec'd 3/11/68.

- PERSONNEL**  
President—Harold H. Thoms. General Manager—James P. Poston. Program Director—Bob Dayton.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc. Thoms Radio-TV Enterprises, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. night; 1320 kc. Directional—separate patterns day and night. Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.  
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Eastman Radio Network.

## TIME RATES

No. RCI ET 9/1/74—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 7 pm midnight; Sun all day.  
A—Mon thru Sat 10 am-3 pm.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min: 25 24 23 20 18 17 16  
1 min: 17 16 15 14  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.

## WEAL

1962



Media Code 4 234 3450 5.00  
WEAL, Inc., Box 6626, 1002 Arnold St., Greensboro, N. C. 27405. Phone 919-272-5121.

**STATION'S PROGRAMMING DESCRIPTION**  
WEAL: Programmed for black listener.  
MUSIC: rhythm and blues, jazz and gospel. AIR PERSONALITIES handle all segments. Commercials by air personalities are interchangeable and can be taped or ad-lib. NEWS: 5 min at :35 & 15 min at noon, local and national in scope. Mobile unit for on the spot coverage. COMMERCIAL POLICY 10 minutes maximum permitted in any hour. Contact Representative for further details. Rec'd 4/29/74.

- PERSONNEL**  
Trustee—Eugene E. Tarter. SAs & Sales Dir.—William P. Mitchell.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,030 w. days; 1510 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b.  
Basic Rates: 20b, 22a, 23c, 29a, 33c.  
Contracts: 40a, 44a, 45.  
Comb.: Cont. Discounts: 60c, 62b.  
Cancellation: 70d, 71a.  
Prod. Services: 82.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

## TIME RATES

ET 10/1/74—Rec'd 9/4/74.

- SPOT ANNOUNCEMENTS**  
1 min: 12 11 10 9 8  
5x 15x 20x 520x 1900x
- PACKAGE PLANS**  
SATURATION: 10 ti 15 ti 20 ti 30 ti  
Per wk: 11 10 9 8  
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**  
1 hr: 180

# NORTH CAROLINA

## Greenville—WNCT—Continued

### TIME RATES

No. 1 Eff 4/15/73—Rev 10/12/73—Rec'd 12/21/73.  
AA—Mon thru Fri 6-10 am, noon-1 pm & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK, 1 MIN:	AA	16	15	14	13	12
	A	14	13	12	11	10
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.						
PER YR:	1x	13x	26x	52x	104x	208x
1 hr:	100.00	95.00	90.80	85.60	80.00	75.00
1/2 hr:	50.00	47.00	44.00	41.00	38.00	35.00
1/4 hr:	25.00	23.00	21.00	19.00	18.00	17.00

## WNCT-FM

1968



Media Code 4 234 3701 1.00  
Roy H. Park Radio, Inc., Box 898, Evans St. Ext.,  
Greenville, N. C. 27834. Phone 919-758-2324. TWX  
510 929 1619.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WNCT-FM: Programmed for adults and young adults.  
NEWS: 10 min network every hour on hour. MUSIC:  
features general popular music, showtunes, standards.  
COMMERCIAL POLICY: five 1 minute announcements  
per hour segment. Contact Representative for further  
details. Rec'd 7/14/67.

**1. PERSONNEL**  
Manager—Frank Tribley.  
Sales Manager—Blake Lewis.  
**3. FACILITIES**  
ERP 100,000 w.; 107.7 mc. Stereo.  
Operating schedule: 6:00-1:00 am Mon thru Fri;  
7:30-1:00 am Sat and Sun.  
Antenna ht.: 550 ft. above average terrain.  
Sold in combination with WNCT. See that listing for  
rates.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.  
Member: North Carolina News Network.

### TIME RATES

Eff 11/1/73—Rec'd 6/4/73.  
6. SPOT ANNOUNCEMENTS  
1 min, flat..... 5 30 sec, flat..... 4

## WOOW

1953



Media Code 4 234 3750 8.00  
WOOW Broadcasting Inc., Box 647, 304 Evans St.,  
Greenville, N. C. 27834. Phone 919-758-1171.

**STATION'S PROGRAMMING DESCRIPTION**  
WOOW: MUSIC: current & popular. FARM: 5:45-  
6:30 am daily. NEWS: at :30, local & wire service.  
SPORTS: local & regional. RELIGIOUS: Sun Morn-  
ing till noon. Live interviews; live local public in-  
terested programs. Contact Representative for further  
details. Rev'd 3/28/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Danny Jacobson.  
Program Director—Larry Fitzgerald.  
Public Affairs Director—Carl Davis.  
**2. REPRESENTATIVES**  
New York, Chicago, Los Angeles—Hal Walton Co.  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:45-2 am. EST.  
**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,  
6a, 7a, 8  
Rate Protection: 10g, 12g, 13g, 14g, 15a, 15b.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 23a, 24c, 25a,  
26, 28a, 28c, 29a, 30, 32b.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
49, 51a, 51c.  
Comb./Cont. Discounts: 60b, 60d, 60e, 60f, 60h,  
60i, 61b, 62a.  
Cancellation: 70h, 70e, 71a, 73a.  
Prod. Services: 80, 82

### TIME RATES

Eff 10/1/70—Rec'd 8/28/70.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 12.50 125.00 220.00 300.00 340.00 375.00  
30 sec: 85% of 1-min. 15 sec: 75% of 1-min.

## HAMLET

Richmond County—Map Location F-5  
See BRDS consumer market map and data at begin-  
ning of the State.

## WKDX

1957

Subscriber to the NAB Radio Code  
Media Code 4 234 3850 6.00  
Hilden A. Lyon, Box 826, Fifth St., Hamlet, N. C.  
28345. Phone 582-2653.

**1. PERSONNEL**  
General Manager—W. E. Benoit.  
**3. FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Eff 9/1/72—Rec'd 10/4/73.

## 7. PACKAGE PLANS

PER MO:	1 ti	1 ti	21 ti	41 ti	76 ti	100+
1 min.....	3.25	2.95	2.85	2.75	2.60	2.45
30 sec.....	2.60	2.50	2.40	2.30	2.20	2.10
ANNUAL CONTRACT						
1 min.....	3.10	2.90	2.75	2.65	2.50	2.40
30 sec.....	2.50	2.40	2.30	2.20	2.10	2.00
20 sec: 70% of 1-min. 200 20-sec spots per mo/3+ mo, 175.00.						

## HAVELOCK (1 AM; 1 FM)

Craven County—Map Location K-5  
See BRDS consumer market map and data at begin-  
ning of the State.

## WKVO WKVO-FM

1962

1971



Media Code 4 234 3900 9.00  
Southeast State Broadcasting Corp., Box 247, Have-  
lock, N. C. 28532. Phone 919-447-5100.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Charles P. Wenk.  
**2. REPRESENTATIVES**  
Gill-Perini, Inc.  
**3. FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 104.9 mc.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 180 ft. above average terrain.  
Simultaneous 6 am-local sunset.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 9/1/72—Rec'd 11/29/72.  
Drive Time—Mon thru Fri 6-9 am & 3-6 pm.  
ROS—All other times.

6. SPOT ANNOUNCEMENTS		DRIVE TIME			
1 min.....	3.50	1x	150x	500x	2000+
30 sec.....	2.35		3.05	2.60	2.15
15 sec.....	1.25		2.05	1.75	1.45
ROS					
1 min.....	2.85		2.45	2.10	1.70
30 sec.....	1.90		1.65	1.40	1.15
15 sec.....	1.00				

## 7. PACKAGE PLANS

PER MO: —Drive Time— ROS—  
1 min 30 sec 1 min 30 sec  
200 x..... 470 315 375 250

## HENDERSON (2 AM; 1 FM)

Vance County—Map Location H-3  
See BRDS consumer market map and data at begin-  
ning of the State.

## WHNC

1945



A Beasley Station  
Media Code 4 234 3950 4.00  
Henderson Broadcasting Co., Norlina Rd., Henderson,  
N. C. 27536. Phone 919-438-7136.

**STATION'S PROGRAMMING DESCRIPTION**  
WHNC: Music: Current hits.  
**1. PERSONNEL**  
Gen'l & Sales Mgr.—R. P. Barbour.  
**2. REPRESENTATIVES**  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
1,000 w. days; 890 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WXNC (FM).  
Affiliated with American Entertainment Network.  
Member: Beasley Broadcast Group.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 5 Eff 3/1/72—Rec'd 3/20/72.					
1 min.....	4.00	1x	52x	104x	156x	260x	312x
30 sec.....	3.00		3.80	3.60	3.40	3.20	3.00
15 sec.....	2.00		2.80	2.60	2.40	2.20	2.00
			1.80	1.60	1.40	1.20	1.00

## WIZS

1955

Subscriber to the NAB Radio Code

Media Code 4 234 4000 7.00  
Radio Corporation, Box 1011, Roanoke Ave., Hender-  
son, N. C. 27536. Phone 919-438-8135.

**1. PERSONNEL**  
General Manager—T. J. Moore.  
**2. REPRESENTATIVES**  
Hal Walton Co.  
**3. FACILITIES**  
1,000 w., 1450 kc. Non-directional.  
Operating schedule: 5:30 am-midnight.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: North Carolina News Network, The Tobacco  
Radio Network, Carolina Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 5 Eff 4/1/74—Rec'd 8/5/74.					
1 min.....	3.50	1x	13x	26x	52x	100x	500x
30 sec.....	2.80		3.40	3.30	3.10	2.80	2.50
			2.50	2.30	2.10	1.80	1.50
7. PACKAGE PLANS							
Per mo, ea.....	100 ti	100 ti	200 ti	300 ti	400 ti		
	1 min 30 sec	20 sec	15 sec	10 sec			
	2.25	1.35	1.00	75.	65.		

## WXNC (FM)

1948



A Beasley Station  
Media Code 4 234 4025 4.00  
Henderson Broadcasting Co., Norlina Rd., Henderson,  
N. C. 27536. Phone 919-438-7136.  
See affiliated AM station for additional information.  
AM facilities: WHNC.

**STATION'S PROGRAMMING DESCRIPTION**  
WXNC (FM): Country & Western Music.

**1. PERSONNEL**  
President—George G. Beasley.  
**3. FACILITIES**  
ERP 15,500 w.; 92.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Member: Beasley Broadcast Group.

### TIME RATES

Rates are identical to WHNC. See that listing.

## HENDERSONVILLE (2 AM; 1 FM)

Henderson County—Map Location C-5  
See BRDS consumer market map and data at begin-  
ning of the State.

## WHKP WHKP-FM

1948

1958

Subscriber to the NAB Radio Code  
Media Code 4 234 4050 2.00  
Radio Hendersonville, Inc., Box 2470, Chimney Rock  
Rd., Hendersonville, N. C. 28739. Phone 704-  
893-9061.

**STATION'S PROGRAMMING DESCRIPTION**  
WHKP: Programmed for general interest.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Art Cooley.  
**2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—Southern Spot Sales, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5 am-midnight EST.  
FM-ERP 7,800 w.; 102.5 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 2 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 station time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Mountaineer Group.

### TIME RATES

6. SPOT ANNOUNCEMENTS		Eff 12/1/73—Rec'd 10/29/73.					
1 min.....	7.00	1x	52x	156x	312x	500x	1000x
30 sec.....	5.50		4.50	4.25	4.00	3.50	3.25
10 sec.....	3.50		3.00	2.50	2.40	2.25	2.00

## WHVL

1964



Media Code 4 234 4100 5.00  
The Mountaineer Corp., 717 Greenville Hwy., Hen-  
dersonville, N. C. 28739. Phone 704-692-1600.

**1. PERSONNEL**  
President—A. E. Perkins.  
**3. FACILITIES**  
1,000 w.; 1800 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

6. SPOT ANNOUNCEMENTS		NATIONAL AND LOCAL RATES SAME No. 6 Eff 7/1/74—Rec'd 6/4/74.					
1 min 5:50	5.00	1x	52x	104x	156x	260x	500x
30 sec 4:00	4.00		4.50	4.00	3.50	3.00	2.50
10 sec 3:50	3.00		3.50	3.00	2.50	2.25	2.00
			2.50	2.25	2.00	1.75	1.50

## HICKORY (3 AM; 2 FM)

Catawba County—Map Location M-4  
See BRDS consumer market map and data at begin-  
ning of the State.

## WHKY WHKY-FM

1939

1960

Media Code 4 234 4150 0.00  
Catawba Valley Broadcasting Co., Inc., Box 1059,  
Hickory, N. C. 28601. Phone 704-322-5115.

**STATION'S PROGRAMMING DESCRIPTION**  
WHKY: Programmed for adults & young adults.  
**1. PERSONNEL**  
General Manager—E. S. Long.  
**2. REPRESENTATIVES**  
R. S. Crane Company, Inc.  
**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1290 kc.  
Directional—nighttime only.  
Operating schedule: 4 am-midnight. EST.  
FM-ERP 14,800 w.; 102.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 327 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Affiliated with American FM Network.  
Member: North Carolina News Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 13 Eff 7/1/72—Rec'd 6/7/72.					
1 min 6:25	6.00	1x	13x	26x	52x	104x	156x
30 sec 5:30	5.15		5.80	5.00	4.60	4.30	4.05
15 sec 3:15	3.00		2.90	2.75	2.65	2.55	2.50
			260x	312x	520x	624x	936x
1 min.....	4.85		4.70	4.55	4.40	4.00	3.90
30 sec.....	3.85		3.70	3.60	3.50	3.40	3.25
15 sec.....	2.45		2.40	2.35	2.30	2.25	2.15

## WIRC

1948



American Information  
Radio Network



Subscriber to the NAB Radio Code  
Media Code 4 234 4200 3.00  
Foothills Broadcasting, Inc., 329 First Ave., NW,  
Hickory, N. C. 28601. Phone 704-327-8527.

**STATION'S PROGRAMMING DESCRIPTION**  
WIRC: rock music, area local news.  
**1. PERSONNEL**  
General Manager—Edmond H. Smith, Jr.  
**2. REPRESENTATIVES**  
Savalli/Gates, Inc.  
**3. FACILITIES**  
1,000 w. days; 630 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0; time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WXRC (FM).  
Affiliated with American Information Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 7 Eff 11/1/73—Rec'd 10/6/73.				
1 min.....	6.25	1x	13x	26x	52x	104x
30 sec.....	5.30		5.80	5.00	4.60	4.30
10 sec.....	3.15		3.00	2.90	2.75	2.65
			156x	260x	312x	624x
1 min.....	5.15		4.85	4.60	4.05	3.90
30 sec.....	3.85		3.55	3.50	3.15	2.80
10 sec.....	2.55		2.45	2.20	2.10	2.00



Hickory—W X R C (FM)—Continued

6. SPOT ANNOUNCEMENTS

1 min	1x	13x	25x	52x	104x
30 sec	5.50	6.25	6.00	5.50	5.40
10 sec	5.50	5.35	5.15	4.85	4.55
30 sec	3.25	3.10	3.00	2.75	2.70
1 min	156x	260x	312x	624x	936x
30 sec	5.25	5.00	4.70	4.50	4.00
10 sec	4.30	4.10	3.75	3.50	3.20
30 sec	2.60	2.50	2.35	2.25	2.00

7. PACKAGE PLANS  
PER WK, EA:

1 min	15 tl	25 tl	36 tl	50 tl
30 sec	5.50	5.00	4.70	4.50
10 sec	4.85	4.10	3.75	3.50
30 sec	2.75	2.50	2.35	2.25

HIGH POINT (3 AM; 3 FM)

Gulford County—Map Location F-2  
See BRDS consumer market map and data at beginning of the State.

W H P E W H P E-FM  
1947 1947

Media Code 4 234 4350 6.00  
The High Point Broadcasting Co., Tower Ave., High Point, N. C. 27261. Phone 919-883-1466.

STATION'S PROGRAMMING DESCRIPTION  
WHPE: MUSIC: middle-of-the-road plus top 100. NEWS: Network news at :30 & :50, supplemented with on-the-spot reports from mobile units and reports at other strategic times of the day and night. Originates state wide weather reports. News, weather, time and temperature are blended into the top 100 tunes along with stock market reports, farm market news, etc. Birthday club, Anniversary club, 7 hours of Negro programs, youth appeal shows. SPORTS: stock car races, university football and basketball. Rec'd 1/3/72.

1. PERSONNEL  
Pres., Gen'l & Com'l Mgr.—Gary C. Davis.
2. FACILITIES  
1,000 w. days; 1070 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.  
FM-ERP 13,000 w.; 95.5 mc.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.—395 ft. above average terrain.
4. AGENCY COMMISSION  
15/0; 10th of following month.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Basic Rates: 22b, 26, 29a.  
Contracts: 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 73a.  
Affiliated with MBS and KBS.  
Member: Golden Crescent Group.

TIME RATES  
ET 7/1/70—Rec'd 5/28/70.

7. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	208x	312x	1000x
1 min	7.50	7.20	7.00	6.50	6.25	6.00
30 sec	6.00	5.75	5.50	5.40	5.20	4.75
20 sec	5.00	4.75	4.50	4.30	4.00	3.00
10 sec	3.75	3.55	3.35	3.30	3.25	3.00

8. PROGRAM TIME RATES

1x	25x	52x	104x	208x	312x
1/2 hr	45.00	40.00	35.00	32.00	30.00
1/4 hr	30.00	27.50	25.00	23.00	21.00
10 min	20.00	17.50	16.00	14.50	13.00
5 min	14.00	13.00	12.00	11.00	10.00

W M F R

1945  
Subscriber to the NAB Radio Code  
Media Code 4 234 4400 9.00

WMFR, Inc., Box 27, 164 S. Main St., High Point, N. C. 27261. Phone 919-885-2191.

STATION'S PROGRAMMING DESCRIPTION  
WMFR: Programs middle-of-the-road musical format with news at :30 wly editorials supplemented with network programs. Local on the spot news from mobile and portable units, as news occurs. Contact Representative for further details. Rec'd 11/29/71.

1. PERSONNEL  
Gen'l Manager—Frank S. Lambeth.
2. REPRESENTATIVES  
The Dorney Organization, Inc.  
Southeast—Southern Spot Sales, Inc.
3. FACILITIES  
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 23a, 23b, 24b, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62d.  
Cancellation 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

TIME RATES  
No. 9 ET 1/1/69—Rec'd 12/2/68.

6. SPOT ANNOUNCEMENTS

1x	25x	52x	104x	208x	312+
1 min	7.50	7.25	7.00	6.75	6.50
30/20 sec	6.00	5.80	5.60	5.40	5.20
10 sec	3.75	3.65	3.50	3.38	3.25

8. PROGRAM TIME RATES

1x	25x	52x	104x	208x	312+
1/2 hr	40.00	37.00	34.00	31.00	29.00
1/4 hr	25.00	23.00	21.00	19.00	17.00
10 min	18.00	16.50	15.00	13.50	12.00
5 min	13.00	12.00	11.00	10.00	9.00

W M F R-FM

1946  
Subscriber to the NAB Radio Code  
Media Code 4 234 4401 7.00  
WMFR, Inc., Box 27, 164 S. Main St., High Point, N. C. 27261. Phone 919-885-2191.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 10,000 w.; 99.5 mc. Stereo.  
Operating schedule: 8:30 am-midnight. EST.  
Antenna ht.: 350 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

TIME RATES  
Rates are identical to WMFR. See that listing.

W N O S W N O S-FM  
1953 1953

Subscriber to the NAB Radio Code  
Media Code 4 234 4450 4.00

Doss Broadcasting, Inc., of North Carolina, 1607 Country Club Dr., High Point, N. C. 27260. Phone 919-885-8100, 8109.

STATION'S PROGRAMMING DESCRIPTION  
WNOS: programmed for mass appeal.  
5-6 am weather, farm, markets, country music; 6 am-12N current hits & country rock oriented, comedy, air personality; 12N-1 pm local, state, farm & world news, weather summary, news commentary, sports & devotional (5 min ea.); 1-4:50 pm entertainment, air personality, current hits, country rock, comedy, local bulletins; 5-10 pm country, country rock. SPORTS: Pro basketball, U football & basketball in season. Fulltime local sports department with sportcasts at 7:40 am, 12:40, 4:40 & 5:40 pm. NEWS: network at :55. Local news at 7:50 am, 12:05, 4:50 & 5:50 pm. Rec'd 5/30/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert L. Smith.  
Pub. Affairs & Sports Dir.—Kenneth L. Smith.
2. FACILITIES  
1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 2,700 w.; 100.3 mc.  
Operating schedule: 5 am-11 pm. EST.  
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10a, 11a, 13a, 14a, 15b.  
Basic Rates: 20a, 21b, 23a, 24b, 24c, 25a, 29a.  
Contracts: 40a, 45, 47b.  
Comb.: Cont. Discounts: 60a, 60i, 62d.  
Cancellation: 71a, 73b.  
Prod. Services: 82.  
Member: North Carolina News Network.

TIME RATES  
ET 4/1/73—Rec'd 5/30/73.

6. SPOT ANNOUNCEMENTS

1x	104x	156x	312x	400x	500x	600x	700+
1 min	5.00	5.00	4.45	3.15	2.90	2.70	2.50
30 sec	4.50	3.85	3.55	2.60	2.45	2.30	2.10

7. PACKAGE PLANS  
7 CONSEC DAYS: 20+ 25+  
1 min 4.75 4.10  
30 sec 3.50 3.25

8. PROGRAM TIME RATES

1x	1 hr	1/2 hr	1/4 hr	5 min
1	55.00	30.00	17.50	8.00

PROGRAM DISCOUNT

52x—5%	260x—15%
104x—10%	312x—20%

FM only: 50% of AM.

JACKSONVILLE (3 AM; 2 FM)

Onslow County—Map Location J-5  
See BRDS consumer market map and data at beginning of the State.

W B B S  
1968

Subscriber to the NAB Radio Code  
Media Code 4 234 4475 1.00

Brown Broadcasting Co., Inc., Box AM, Arnold Rd., Jacksonville, N. C. 28540. Phone 919-347-6141.

- STATION'S PROGRAMMING DESCRIPTION  
WBBS: Programmed for young adults.
1. PERSONNEL  
General Manager—Shelton Kellum.
2. REPRESENTATIVES  
Southern Spot Sales, Inc.
3. FACILITIES  
1,000 w.; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions. Affiliated with American Contemporary Network.

TIME RATES  
No. 2 ET 4/1/71—Rec'd 3/23/71.

6. SPOT ANNOUNCEMENTS

1x	50x	100x
1 min	8.00	7.00
30 sec	6.40	5.60

7. PACKAGE PLANS  
To be used in any 12-month period.

PER MO: 1 min 30 sec 376 330  
140 tl

Based on 12-month contract.

W J N C

1945  
Subscriber to the NAB Radio Code  
Media Code 4 234 4500 6.00  
The Onslow Broadcasting Corp., Box AJ, Jacksonville, N. C. 28540. Phone 919-455-2202.  
STATION'S PROGRAMMING DESCRIPTION  
WJNC: MUSIC: MOR past & present, top 40.

1. PERSONNEL  
Pres., Gen'l & Com'l Mgr.—Robert P. Mendelson.
2. REPRESENTATIVES  
The Dorney Organization, Inc.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.  
Partial simulcast operation. Simulcast 9-10:30 am. For non-simulcast facilities see WRCM (FM).
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRCM (FM).  
Member: Farm Radio Network.

TIME RATES  
No. 2 ET 1/1/70—Rec'd 1/5/70.

6. SPOT ANNOUNCEMENTS

1 tl	5 tl	10 tl	15+
1 min	7.00	6.50	6.00
30 sec	5.50	5.00	4.50

W L A S  
1954

Media Code 4 234 4550 1.00  
Seahoard Broadcasting Corp., Box 38, Jacksonville, N. C. 28541. Phone 919-347-4111.

- STATION'S PROGRAMMING DESCRIPTION  
WLAS: MUSIC: Modern Country.
1. PERSONNEL  
General Manager—Sidney Popkin.
2. REPRESENTATIVES  
T-N Spot Sales.
3. FACILITIES  
5,000 w. days; 910 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
Member: North Carolina News Network.

TIME RATES  
ET 1/1/70—Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS

1x	300x	600x	1200x
1 min	5.30	4.10	3.55
30 sec	3.60	2.90	2.40

7. PACKAGE PLANS  
PER MO: 25 tl 50 tl 100 tl 150 tl  
1 min 4.10 3.55 3.50 3.00  
30 sec 2.65 2.45 2.20 2.05

W R C M (FM)  
1965

Subscriber to the NAB Radio Code  
Media Code 4 234 4575 8.00

Onlow Broadcasting Corp., Box A-J, LeJeune Blvd., Jacksonville, N. C. 28540. Phone 919-455-3202.  
See affiliated AM station for additional information.  
AM facilities: WJNC.

- STATION'S PROGRAMMING DESCRIPTION  
WRCM (FM): MUSIC: 100% country and western.
3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.  
Operating schedule: 6 am-average. EST.  
Antenna ht.: 275 ft. above average terrain.  
Partial simulcast operation. Operated separately 8-9 am and 10:30 am-midnight. For simulcast facilities see WJNC.

TIME RATES  
ET—Rec'd 11/2/70.

6. SPOT ANNOUNCEMENTS

1 tl	11 tl	50+
1 min	4.50	4.00
30 sec	3.75	3.00

To be used within 7-day period.

DISCOUNT

13 wk—10%	12 mo—20%
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W X Q R (FM)  
1969

Media Code 4 234 4585 7.00  
Marine Broadcasting, Box 5085, Bell Fork Rd., Jacksonville, N. C. 28540. Phone 919-455-2507.

- STATION'S PROGRAMMING DESCRIPTION  
WXQR: Programmed for young adults.
1. PERSONNEL  
General Manager—Sidney Popkin.
2. REPRESENTATIVES  
T-N Spot Sales.
3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 250 ft. above average terrain.
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
No. 3 ET—Rec'd 1/31/73.

AAA—6 pm-1 am.  
AA—Drive Time 6-9 am, noon-1 pm & 3-6 pm.  
A—ROS.

6. SPOT ANNOUNCEMENTS

1 min	3.00	2.00	1.75	1.85	2.60	3.00
300 x	2.60	1.65	2.40	1.50	1.95	1.80
600 x	2.25	1.50	2.00	1.30	1.75	1.15
1200 x	2.00	1.35	1.75	1.25	1.50	1.05

NORTH CAROLINA

7. PACKAGE PLANS  
GUARANTEED TIMES—1/3AAA, 1/3AA

150 tl	100 tl	50 tl	25 tl
1 min	2.10	2.25	2.45
30 sec	1.35	1.50	1.60

10. SPECIAL FEATURES  
TIME/WEATHER

5 tl per day	1.20	10 tl per day	1.00
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KANNAPOLIS (2 AM; 1 FM)

Cabarrus County—Map Location E-5  
See BRDS consumer market map and data at beginning of the State.

W G T L  
1946

Subscriber to the NAB Radio Code  
Media Code 4 234 4600 4.00

Fred H. Whitley, Inc., Box 148, Cannon Blvd., and Country Club, Kannapolis, N. C. 28081. Phone 993-8700.  
Other Studio—Concord, N. C. Phone 782-7615.

1. PERSONNEL  
General Manager—Fred H. Whitley
2. FACILITIES  
1,000 w. days; 870 kc. Non-directional.  
Operating schedule: —, EST.
4. AGENCY COMMISSION  
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations  
General: 4b, 4d.  
Contracts: 43, 45.  
Member: Country Music Network, Golden Crescent Group.

TIME RATES  
Rates effective July 1, 1947. (Card No. 1)  
Class A—Noon-1:30 pm and 5:00 pm sign-off week-days; noon-sign-off Sun.  
Class B—Sign-on-noon and 1:30-5:00 pm.

6. SPOT ANNOUNCEMENTS

1 minute or 100 words:	CLASS A
1 time	6.00 104 times 4.50
13 times	5.70 208 times 4.35
26 times	5.40 312 times 4.30
39 times	5.10 416 times 4.15
52 times	4.80 624 times 4.00
30 seconds or 50 words:	CLASS B
1 time	4.20 104 times 3.15
13 times	3.90 208 times 3.05
26 times	3.78 312 times 2.78
39 times	3.57 416 times 2.21
52 times	3.36 624 times 2.10

One minute or 100 words:

1 time	3.94 104 times 3.15
13 times	2.79 208 times 2.95
26 times	2.65 312 times 2.78
39 times	2.50 416 times 2.21
52 times	2.35 624 times 2.10

30 seconds or 50 words:

1 time	4.30 104 times 2.21
13 times	3.99 208 times 2.14
26 times	3.78 312 times 1.91
39 times	3.57 416 times 1.56
52 times	3.36 624 times 1.47

7. PACKAGE PLANS  
PACKAGE DISCOUNTS  
15 or more broadcasts per week: 26 weeks 5%; 27 to 35 weeks 7-1/2%; 36 to 52 weeks 10%.

8. PROGRAM TIME RATES

CLASS A	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min
1 time	60.00	42.00	24.00	21.00	12.00
13 times	57.00	39.90	22.80	19.95	11.40
26 times	54.00	37.80	21.60	18.90	10.80
39 times	51.00	35.70	20.40	17.80	10.20
52 times	48.00	33.60	19.20	16.80	9.60
104 times	45.00	31.50	18.00	15.75	9.00
208 times	43.50	30.45	17.40	15.22	8.70
312 times	38.00	23.10	13.20	11.55	6.60
416 times	31.50	22.05	12.60	11.03	6.30
624 times	30.00	21.00	12.00	10.50	6.00

CLASS B

1 time	42.00	29.40	16.80	14.70	8.40
13 times	39.90	27.93	15.96	13.97	7.93
26 times	37.80	26.46	15.12	13.23	7.56
39 times	35.70	24.99	14.28	12.50	7.14
52 times	33.60	23.52	13.44	11.76	6.72
104 times	31.50	22.05	12.60		

# NORTH CAROLINA

## Kannapolis—W R K B—Continued

**TIME RATES**  
No. 3 Eff 8/13/73—Rec'd 9/26/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	10x	25x	50x	100x
30 sec.	4.50	4.00	3.75	3.50
15 sec.	3.50	3.25	3.00	2.50

**8. PROGRAM TIME RATES**

1 hr.	1x	13x	26x	52x
1/2 hr.	60	55	50	45
1/4 hr or less: 1.50 per min.	45	42	40	35

Bottom rate also applies with combination buy of 1-min & 30-sec spots totaling 100.  
All rates apply to purchase of 30 days and must be used within 30 days to earn rate.

## W R K B-FM

Media Code 4 234 4651 7.00  
1964  
Hefner-Warren Radio, Inc., Box R, 101 W. First St., Kannapolis, N. C. 28081. Phone 704-933-1121.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Sales Manager—Cecil McCommons.

**3. FACILITIES**  
ERP 10,000 w.; 99.7 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 320 ft. above average terrain.  
Partial simulcast operation. Operated separately least sunset-11 pm. For simulcast facilities see WRKB.

**TIME RATES**  
Rates are identical to WRKB. See that listing.

## KING

Stokes County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## WKTE

Subscriber to the NAB Radio Code  
Media Code 4 234 4685 5.00  
Stokes County Broadcasting Co., Inc., Box 465, Goff Rd., King, N. C. 27021. Phone 919-983-3111.

**STATION'S PROGRAMMING DESCRIPTION**  
WKTE: Programmed for adults and young adults.

**1. PERSONNEL**  
Manager—Harrell Powell, Jr.

**3. FACILITIES**  
1,000 w.; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/73—Rec'd 5/29/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	49x	100+
30 sec.	4.50	3.50	3.00
15 sec.	2.50	2.00	1.50
10 sec.	1.50	1.35	1.25

Try contract, minimum 20 30-sec spots per month at 1.50 each earns lowest rate anytime, regardless of quantity.

## KINGS MOUNTAIN

Cleveland County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WKMT

Media Code 4 234 4700 2.00  
1953  
K. H. Whitesides, Box 669, Kings Mountain, N. C. 28086. Phone 704-739-3872.

**1. PERSONNEL**  
Gen'l & Com'l Mgr.—Jonas Bridges.

**3. FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 5 Eff 6/1/73—Rec'd 5/25/73.

**6. SPOT ANNOUNCEMENTS**

1 min or less	1 ti	5 ti	100+
	2.50	2.25	2.00

## KINSTON (3 AM; 1 FM)

Lenoir County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

## WELS

Subscriber to the NAB Radio Code  
Media Code 4 234 4730 7.00  
Farmers Broadcasting Service, Inc., Box 1384, Kinston, N. C. 28501. Phone 919-523-5151.

**STATION'S PROGRAMMING DESCRIPTION**  
WELS: General interest with modern country music.

**1. PERSONNEL**  
General Manager—Jack P. Hankins.

## 2. REPRESENTATIVES

Atlanta—David Carpenter Company.

**3. FACILITIES**  
1,900 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 on time.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Carolina Radio Network, Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/15/74—Rec'd 8/1/74.

**6. SPOT ANNOUNCEMENTS**

Specified		ROS	
1 min.	Open 300x 600x	Open 300x 600x	
30 sec.	5.00 4.50 4.00 4.00	3.50 3.00 2.50 2.00	
15 sec:	50% of 1-min.		

**7. PACKAGE PLANS**

ROS:	20 ti	30 ti	50 ti	100 ti
1 min.	3.50	3.25	3.00	300.00
30 sec.	2.50	2.25	2.00	200.00
PER DAY:	10 ti	5 ti		
15 sec. per mo.	220.00	120.00		

## WFTC

1937  
Media Code 4 234 4800 0.00  
HGR Broadcasting Co., Box 609, Kinston, N. C. 28501. Phones 919-523-4111, 527-7438.

**STATION'S PROGRAMMING DESCRIPTION**  
WFTC: modern MOR.

**1. PERSONNEL**  
General Manager—Bill Woodard.

**2. REPRESENTATIVES**  
T-N Spot Sales.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 960 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight. EST.  
Partial simulcast operation. Simulcast during local news and Open Mike Show. For non-simulcast facilities see WRNS (FM).

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRNS (FM).  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 3/30/74—Rec'd 3/27/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	260x	312x
30 sec./less.	8.00	7.50	7.00	6.50	6.00
	7.00	6.50	6.00	5.50	5.00

## WISP

1953  
Media Code 4 234 4850 5.00  
Smiles of Kinston, Inc., Box 606, Kinston, N. C. 28501. Phone 919-523-6161.

**STATION'S PROGRAMMING DESCRIPTION**  
WISP: Programmed for adults and young adults.

**1. PERSONNEL**  
General Manager—Richard V. Surles.

**2. REPRESENTATIVES**  
South—Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 20 hours daily. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: The Radio Smiles Group, The Tobacco Radio Network.

**TIME RATES**  
ET 4/1/68—Rec'd 4/3/68.

**6. SPOT ANNOUNCEMENTS**  
(6:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	6.00	5.50	5.00	4.50
30 sec.	4.50	4.10	3.75	3.35

(All other times)

1 min.	4.80	4.40	4.00	3.60
30 sec.	3.60	3.30	3.00	2.40

10 sec: 50% of 1-min.

## WRNS (FM)

1968  
Media Code 4 234 4875 2.00  
HGR Broadcasting Co., Box 609, Kinston, N. C. 28501. Phones 919-523-4111, 1830.  
See affiliated AM station for additional information.  
AM facilities: WFTC.

**STATION'S PROGRAMMING DESCRIPTION**  
WRNS (FM): MUSIC: modern country.

**1. PERSONNEL**  
Sec'y/Treas. & Mgr.—J. B. Ham.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 95.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 285 ft. above average terrain.  
Partial simulcast operation. Operated separately except local news and Open Mike Show. For simulcast facilities see WFTC.

**5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

**TIME RATES**  
ET 4/1/74—Rec'd 3/27/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.50	5.00	4.50	4.25	4.00	3.80
30 sec./less.	5.00	4.50	4.00	3.75	3.50	3.00

## LAURINBURG (2 AM; 1 FM)

Scotland County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WEWO

1947  
Media Code 4 234 4900 8.00  
Curtis & Associates, Inc., Box 512, Laurinburg, N. C. 28352. Phone 919-276-2911.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Donald Curtis.

**2. REPRESENTATIVES**  
South, Southeast, Southwest—Southern Spot Sales, Inc.

**3. FACILITIES**  
5,000 w. days; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast during sunrise-6 am. For non-simulcast facilities see WSTS

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM Facilities: WSTS (FM).  
Member: North Carolina News Network, Carolina Radio Network, Farm Radio Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 10/1/70—Rec'd 1/28/71.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	26 ti	51 ti	101 ti	151+
1 min.	2.80	2.60	2.40	2.20	2.00
30 sec.	1.90	1.75	1.60	1.45	1.30
20 sec.	1.40	1.30	1.20	1.10	1.00
10 sec.	1.05	1.00	.95	.90	.85

**CONTRACT DISCOUNT**  
3+ mo—10%      6+ mo—20%  
Specified position, extra 10%.  
Spots between 7 & 8:30 am, extra 20%.  
Contracts of 1 yr or more, earn exemption from these premiums.

## WLNC

1962  
Subscriber to the NAB Radio Code  
Media Code 4 234 4950 3.00  
Laurinburg Broadcasting Co., Box 1776, 721 Biggs St., Laurinburg, N. C. 28352. Phone 919-276-1301.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—George W. Phillips.

**3. FACILITIES**  
500 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/72—Rec'd 2/28/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	15 ti	30 ti	60 ti	90+
1 min.	3.80	3.50	3.20	2.90	2.60
30 sec.	3.00	2.70	2.40	2.10	1.80

**10. SPECIAL FEATURES**  
NEWSCASTS: 5 min 10 min 1/4 hr  
6.00 10.00 12.50

## WSTS (FM)

1951  
Media Code 4 234 5000 6.00  
Curtis & Associates, Inc., Box 512, Laurinburg, N. C. 28352. Phone 919-276-2911.  
See affiliated AM station for additional information.  
AM Facilities: WEWO.

**1. PERSONNEL**  
General Manager—Barbara H. Curtis.

**3. FACILITIES**  
ERP 19,500 w.; 96.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 234 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff—Rec'd 12/3/70.

**6. SPOT ANNOUNCEMENTS**

PER MO, ROS:	1 ti	26 ti	51 ti	76 ti	101 ti	126+
30 sec.	1.00	.95	.90	.85	.80	.75
1 min: 2x 30-sec.	15 sec:	75% of 30-sec.				

**7. PACKAGE PLANS**  
OVERALL COVERAGE PLAN ROS

PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti	7 ti	10 ti
PER MO:	30 ti	60 ti	90 ti	120 ti	150 ti	210 ti	300 ti
30 sec	25.00	45.00	62.50	78.00	90.00	115.50	150.00
1 min: 2x 30-sec.	15 sec:	75% of 30-sec.					

**DISCOUNT**  
3 mo—5%      6 mo—10%  
Religious or civic organizations—10%.

## LENOIR (2 AM)

Caldwell County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## WJRI

1946  
Subscriber to the NAB Radio Code  
Media Code 4 234 5050 1.00  
WJRI, Inc., Box 849, Lenoir, N. C. 28645. Phone 704-754-8861.

**1. PERSONNEL**  
General Manager—Donnie Goodale.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1840 kc.  
Non-directional.  
Operating schedule—5 am-midnight. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 1/1/74—Rec'd 1/30/74.

**6. SPOT ANNOUNCEMENTS**

30 DAYS:	1 ti	25 ti	50 ti	100 ti
1 min.	3.50	3.25	3.00	2.50
30 sec.	3.00	2.75	2.40	2.00
15 sec.	2.00	1.80	1.60	1.40

Specified times, extra 10%.

## WKGX

1969  
A Beasley Station  
Media Code 4 234 5065 9.00  
Furniture City Broadcasters, Inc., Box 452, N. Main By-Pass, Lenoir, N. C. 28645. Phone 704-754-4180.

**STATION'S PROGRAMMING DESCRIPTION**  
WKGX: MUSIC: modern country throughout day.

**1. PERSONNEL**  
Station Manager—Mike Spargo.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15% on time; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Beasley Broadcast Group.

**TIME RATES**  
No. 2 Eff 7/1/69—Rec'd 7/23/69.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	156x	260x	312x
30 sec.	4.00	3.75	3.50	3.25	3.15	3.00
	3.00	2.90	2.60	2.35	2.15	2.00

## LEXINGTON (1 AM; 1 FM)

Davidson County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WBUY WLXN (FM)

1946  
Subscriber to the NAB Radio Code  
Media Code 4 234 5100 4.00  
Davidson County Broadcasting Co., Inc., Box 668, Lexington, N. C. 27292. Phones 704-246-2716, 5944.

**1. PERSONNEL**  
Owner & Manager—Greeley N. Hilton.

**2. REPRESENTATIVES**  
T-N Spot Sales.

**3. FACILITIES**  
5,000 w. days non-directional, 1,000 w. nights directional; 1440 kc.  
Operating schedule: 5 am-midnight. EST.  
FM-ERP 10,000 w.; 94.1 mc.  
Operating schedule: Same as AM.

**4. AGENCY COMMISSION**  
None; agencies add commissions to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: North Carolina News Network.

**TIME RATES**  
No. 14 Eff 11/1/73—Rec'd 10/8/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	104x	156x	260x
30 sec.	5.60	5.30	4.85	4.35	3.90
10 sec.	4.20	4.00	3.65	3.25	2.95
	2.80	2.65	2.40	2.15	1.95

**7. PACKAGE PLANS**  
52-WK VOLUME DISCOUNT: 1 min 30 sec 10 sec  
520 x per yr. 3.55 2.65 1.80  
1040 x per yr. 3.15 2.35 1.60

**7 DAYS:** 15 ti 25 ti

**ROS:** 1 min 30 sec 10 sec 1 min 30 sec 10 sec

1 wk.	4.90	3.70	2.45	4.35	3.25	2.20
4 wk.	4.40	3.30	2.20	4.05	3.05	2.00
8 wk.	4.05	3.05	2.00	3.60	2.70	1.80
1 wk.	4.05	3.05	2.00	3.60	2.70	1.80
4 wk.	3.60	2.70	1.80	3.15	2.35	1.60
8 wk.	3.15	2.35	1.60			

## LINCOLNTON

Lincoln County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WLON

1953  
Subscriber to the NAB Radio Code  
Media Code 4 234 5200 2.00  
Lincoln County Broadcasting Co., Inc., Box 430, Startown Rd., Lincolnton, N. C. 28092. Phone 704-735-8071.

**1. PERSONNEL**  
Pres. & Gen'l & Sales Mgr.—W. Jack Brown.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**1. PERSONNEL**  
(This listing continued on next page)



Lincolnton—W L C N—Continued

4. AGENCY COMMISSION

None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Farm Radio Network.

TIME RATES

Eff 9/1/74—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS

30-DAY PERIOD—RON

	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	3.50	3.35	3.20	3.05	2.90	2.75
30 sec.....	2.75	2.65	2.55	2.45	2.35	2.25
1 min.....	2.60	2.45	2.30	2.15	2.00	
30 sec.....	2.15	2.05	1.95	1.85	1.75	

10 sec, flat 1.25.  
Specified times, extra 17.65%.

10. SPECIAL FEATURES

NEWSCASTS

DAYS:	1 min		30 sec	
	3	6	3	6
7:45 am, noon, 5 pm.....	65.00	130.00	42.25	84.50
All other times.....	50.00	100.00	32.25	64.50

Based monthly on number of days per wk.

LOUISBURG

Franklin County—Map Location H-3

See SRDS consumer market map and data at beginning of the State.

WYRN

1956

Subscriber to the NAB Radio Code

Media Code 4 234 5250 7.00

Franklin Broadcasting Co., Inc., Box 463, Louisburg, N. C. 27549. Phone 919-496-3105.

STATION'S PROGRAMMING DESCRIPTION

WYRN: AIR PERSONALITIES handle all segments.

1. PERSONNEL

Pres., Prog. & Sales Dir.—E. Clay McBride.

3. FACILITIES

500 w.; 1180 kc. Non-directional.

Operating schedule: 4 am-local sunset. EST.

4. AGENCY COMMISSION

None: all rates net to station. 10th of following month.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: North Carolina News Network, Farm Radio Network, Tobacco Radio Network.

TIME RATES

No. 5 Eff 8/3/73—Rec'd 1/21/74.

6. SPOT ANNOUNCEMENTS

	2080x	1560x	1040x	624x	312x	260x
1 min.....	1.60	1.75	1.90	2.10	2.75	3.00
30 sec.....	1.35	1.40	1.45	1.60	2.10	2.30
20 sec.....	1.05	1.10	1.25	1.35	1.75	1.90
10 sec.....	.95	1.00	1.05	1.10	1.40	1.50
1 min.....	3.30	3.60	3.80	4.15	4.45	
30 sec.....	2.50	2.65	2.80	3.10	3.35	
20 sec.....	2.00	2.30	2.35	2.55	3.10	
10 sec.....	1.45	1.80	1.90	2.00	2.25	

7. PACKAGE PLANS

WKLY SATURATIION:	1 min	30 sec	20 sec	10 sec
20 ti.....	2.75	2.10	1.75	1.40
Each additional 20.....	1.90	1.40	1.20	1.05
100 ti.....	1.90	1.40	1.20	1.05

LUMBERTON (2 AM; 2 FM)

Robeson County—Map Location G-6

See SRDS consumer market map and data at beginning of the State.

WAGR

1954

Media Code 4 234 5300 0.00

Southeastern Broadcasting Corp., Box 1056, Chestnut St. Extension, Lumberton, N. C. 28358. Phone 919-739-3394.

STATION'S PROGRAMMING DESCRIPTION

WAGR: Programmed for adults and young adults.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Al Kahn.

2. REPRESENTATIVES

Southeast, Southwest—Southern Spot Sales, Inc.

3. FACILITIES

500 w. days; 580 kc. Non-directional.

Operating schedule: 6:00 am-local sunset. EST.

Partial simulcast operation. Simulcast only news on the hour. For non-simulcast operation see WAGR-FM.

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: National AgRadio Groups, Inc.

TIME RATES

No. B-5 Eff 1/1/67—Rec'd 7/17/67.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	312x
1 min.....	6.00	5.50	5.25	4.50	3.60
30 sec.....	4.50	3.70	3.55	3.10	2.40
ID's 50% of 1-min.					
PER WK, EA:	10 ti	15 ti	20 ti	25+	
1 min.....	5.00	4.50	4.00	3.60	
30 sec.....	3.40	3.10	2.70	2.40	

10. SPECIAL FEATURES

Weather Watch following newscasts—1-1/2 x 1-min.  
News Headlines—at :45 1-1/2 x 1-min.

NORTH CAROLINA

WAGR-FM

1964

NAB

Media Code 4 234 5301 6.00  
Southeastern Broadcasting Corp., Box 1056, Chestnut St. Extension, Lumberton, N. C. 28358. Phone 919-739-3394

See affiliated AM station for additional information.

2. REPRESENTATIVES

South, Southwest—Dora-Clayton Agency, Inc.

3. FACILITIES

ERP 3,000 w.; 102.3 mc.

Partial simulcast operation. Simulcast only news on the hour. See WAGR.

TIME RATES

Rates are identical to WAGR. See that listing.

WTSB

1946

WTSB-FM

1960

NAB

Media Code 4 234 5350 5.00  
Robeson Broadcasting Corp., Box 393, Maxton Rd., Lumberton, N. C. 28358. Phone 739-6056, 57. TWX 919-739-6056.

STATION'S PROGRAMMING DESCRIPTION

WTSB: Programmed for general interest.

1. PERSONNEL

General Manager—Edward R. Rogers.

2. REPRESENTATIVES

David Carpenter Company.

3. FACILITIES

1,000 w. days; 250 w. nights; 1340 kc.

Non-directional.

Operating schedule: 5:48-12:10 am. EST.

FM FACILITIES

ERP 6,500 w.; 95.7 mc.

Operating schedule: duplicates AM except for special events.

4. AGENCY COMMISSION

15% on time; no cash discount.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.

Affiliated with KBS.

Member: Carolina Radio Network, Farm Radio Network.

TIME RATES

Eff 2/1/73—Rec'd 1/29/73.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min 7.00	6.65	6.30	5.95	5.60	5.25	4.90	
30 sec 5.05	4.75	4.40	4.05	3.70	3.35	3.00	

MARION

McDowell County—Map Location D-4

See SRDS consumer market map and data at beginning of the State.

WBRM

1949

Subscriber to the NAB Radio Code

Media Code 4 234 5400 8.00

Lake City Broadcasting Corp., Drawer 219, 12-1/2 W. Court St., Marion, N. C. 28752. Phone 704-652-6040. TWX 704-695-7221.

1. PERSONNEL

Mgr. & Prog. Dir.—J. L. Reynolds.

2. FACILITIES

1,000 w. days; 1250 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None: agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Member: North Carolina News Network.

TIME RATES

No. 5 Eff 1/1/71—Rec'd 2/3/72.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x
30 sec/sta brk.....	3.00	2.70	2.60	2.50
30 sec/sta brk.....	2.35	2.25	2.20	2.00

MARSHALL

Madison County—Map Location C-4

See SRDS consumer market map and data at beginning of the State.

WMMH

1956

Media Code 4 234 5450 3.00  
Marshall Broadcasting Co., Inc., Box 528, Skyline Dr., Marshall, N. C. 28753. Phone 704-649-3051, 3521.

STATION'S PROGRAMMING DESCRIPTION

WMMH: Programmed for rural and young adults.

1. PERSONNEL

Pres. & Gen'l Mgr.—Dean Shields.

3. FACILITIES

500 w. days; 1460 kc.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

None: all rates net to station.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

TIME RATES

NATIONAL AND LOCAL RATES SAME

Rev. 1/1/68—Rec'd 6/1/70.

6. SPOT ANNOUNCEMENTS

	1x	12x	26x	52x	104x	156x	260x	312+
20/30 sec 2.00	1.70	1.50	1.30	1.20	1.10	1.05	1.00	
1 min.....	2.50	2.25	2.00	1.90	1.80	1.70	1.60	1.50

# METRO TELEPATHY

... Data in your mind's eye and at your fingertips when you use the SRDS Metro Ranking Tables. Over 300 metros are included in all fourteen tables. Tables include:

Population, Households, Consumer Spendable Income, Income per Household, Total Retail Sales, and Sales per Household

Food, Drug, General Merchandise, Apparel, Home Furnishing, Automotive and Service Station Sales

Passenger Car Registrations

A composite table of rankings, alphabetically by metros

(We ask you to check the Contents Page for exact location of this informative section. Telepathy goes only so far.)

R-N-3/3

# NORTH CAROLINA

## MAYODAN

Rockingham County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### WMYN

1957



Media Code 4 234 5500 5.00  
Wayne M. Nelson, Box 311, Mountain View Rd. Madison, N. C. 27027. Phone 548-9207.

**STATION'S PROGRAMMING DESCRIPTION**  
WMYN: Programmed for adults and young adults.

1. PERSONNEL  
Gen'l & Supt. Mgr.—Banner F. Shelton.

3. FACILITIES  
500 w. days; 1420 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays; 7:30 am-local sunset Sun. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 8/1/71—Rec'd 7/7/71.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	156x	260x
1 min.	2.50	2.40	2.30	2.20	2.10
30 sec.	1.78	1.78	1.78	1.78	1.78
1580 spots in 1 year, ea.	1.78				
1080 spots in 1 year, ea.	1.50				

540 spots in 1 year, ea. 1.78

1080 spots in 1 year, ea. 1.50

## MOCKSVILLE

Davie County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### WDSL

1964

Media Code 4 234 5510 4.00  
WDSL, Inc., Box 404, Jericho Rd., Mocksville, N. C. 27028. Phone 704-634-2177.

**STATION'S PROGRAMMING DESCRIPTION**  
WDSL: Programmed for general interest.

1. PERSONNEL  
Sec'y-Treas.—Roland B. Potter.

3. FACILITIES  
5,000 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15/0 time only; payable by 10th.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Member: North Carolina News Network.

### TIME RATES

ET—Rec'd 2/23/70.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	312x
Ea	6.40	6.00	5.50	5.00	4.50

4.50 4.00

## MONROE (2 AM)

Union County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WIXE

1968

Subscriber to the NAB Radio Code  
Media Code 4 234 5525 2.00  
Monroe Broadcasting, Inc., Box 1007, 110 B. Main St., Monroe, N. C. 28110. Phone 704-289-2525.

1. PERSONNEL  
General Manager—Ray Atkins.

2. REPRESENTATIVES  
R. S. Crane Company, Inc.

3. FACILITIES  
500 w.; 1190 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 2 Eff 1/1/70—Rec'd 11/19/69.

6. SPOT ANNOUNCEMENTS

FLAT:	1 min	30 sec	15 sec
ROB	4.00	3.00	2.40
Fixed	4.50	3.50	2.90

10. SPECIAL FEATURES

Newcasts, sat. 7

### WMAP

1948



Media Code 4 234 5550 0.00  
Union Broadcasting Corp., Box 160, Walkup Ave., Monroe, N. C. 28110. Phone 704-283-8115.

1. PERSONNEL  
Station Manager—Frank A. Funderburk.

3. FACILITIES  
1,000 w. days; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network.

### TIME RATES

ET—Rec'd 2/2/70.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	312x
1 min.	4.50	4.30	4.20	4.00	3.80
30 sec.	3.50	3.30	3.10	2.90	2.80

10. SPECIAL FEATURES

5-min news. 8.00

## MOORESVILLE

Iredell County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### WHIP

1950



Media Code 4 234 5600 3.00  
Wayne M. Nelson, Box 800, Mooresville, N. C. 28115. Phone 704-664-5051.

1. PERSONNEL  
Owner & Gen'l Mgr.—Wayne M. Nelson.

3. FACILITIES  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15/2 time only; 10 days.

### TIME RATES

No. 4 Eff 7/1/72—Rec'd 6/5/72.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	312x
1 min.	4.50	4.30	4.20	4.00	3.80
30 sec.	3.50	3.30	3.10	2.90	2.80

## MOREHEAD CITY (1 AM; 1 FM)

Carteret County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

### WMBL

1947

Subscriber to the NAB Radio Code  
Media Code 4 234 5650 8.00  
Island, Morehead City, N. C. 28557. Phone 919-726-3188.

**STATION'S PROGRAMMING DESCRIPTION**  
WMBL: Top 40 format.

1. PERSONNEL  
Mgr. & Sec'y-Treas.—R. R. Pate.

2. REPRESENTATIVES  
New York, Chicago—Grant Webb & Company, Inc.  
Southern—Southern Spot Sales, Inc.

3. FACILITIES  
1,000 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations.  
Affiliated with MBN.  
Member: North Carolina News Network.

### TIME RATES

No. 2 Eff 1/1/73—Rec'd 10/17/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min.	4.50	4.00	3.60	3.10	2.75
30 sec.	3.75	3.15	2.75	2.40	2.15

### TIME RATES

Media Code 4 234 5651 6.00

Carteret Broadcasting Co., Inc., Box 40, Morehead City, N. C. 28557. Phone 919-726-3188.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WMBL-FM: Country & Western, MOR music.

1. PERSONNEL  
Operations Manager—Thomas E. Jones.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.  
Stereo.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 1 Eff 1/1/73—Rec'd 11/26/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min.	3.75	3.45	3.00	2.60	2.45
30 sec.	3.15	2.75	2.45	2.25	1.90

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

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Affiliated with MBS.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

## WMNC-FM

1963



Subscriber to the NAB Radio Code  
Media Code 4 234 5701 9.00  
WMNC, Inc., Box 969, Hwy. 181, Morganton, N. C. 28655. Phone 704-437-0521.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WMNC-FM: C & W.

3. FACILITIES  
ERP 3,000 w.; 921 mc.  
Operating schedule: 5 am-midnight.  
Antenna ht.: 145 ft. above average terrain.

4. AGENCY COMMISSION  
None; agencies add commission to rates shown.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 7/1/72—Rec'd 8/16/73.

A—Sign-on-8 pm.  
B—8 pm-sign-off.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	312x
1 min.	4.00	3.90	3.80	3.70	3.50
30 sec.	3.20	3.10	3.00	2.70	2.50

30 DAYS: 25 ti 50 ti 100 ti

1 min. 3.00 2.75 2.50

30 sec. 2.00 1.75 1.50

### CLASS A

1x	13x	26x	52x	104x	312x
1 min.	4.00	3.90	3.80	3.70	3.50
30 sec.	3.20	3.10	3.00	2.70	2.50

### CLASS B

1x	13x	26x	52x	104x	312x
1 min.	4.00	3.90	3.80	3.70	3.50
30 sec.	3.20	3.10	3.00	2.70	2.50

### VALDESE

City of license, Valdese, N. C.  
Morganton, Collett St., Morganton, N. C. Phone 704-874-2345.

See listing under Valdese, N. C.

## MT. AIRY (2 AM)

Surry County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WPAQ

1948



Media Code 4 234 5750 6.00  
Ralph D. Epperson, Box 907, Mt. Airy, N. C. 27030. Phone 919-786-6111.

1. PERSONNEL  
General Manager—Blair Eubanks.

2. REPRESENTATIVES  
Gilli-Perna, Inc.

3. FACILITIES  
10,000 w. days; 740 kc. Non-directional.  
Operating schedule: Daytime only. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Radio Network, Carolina Radio Network.

### TIME RATES

No. 6 Eff 1/1/71—Rec'd 8/1/72.

6. SPOT ANNOUNCEMENTS

PER YR:	13x	26x	52x	104x
1 min.	4.70	4.55	4.45	4.1



**Murphy—W K R K—Continued**

- 3. FACILITIES**  
5,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Farm Radio Network, Mountaineer Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/72—Rec'd 7/23/72.

**6. SPOT ANNOUNCEMENTS**

SPECIFIED TIMES	
1x	52x 104x 312x 524x 1000+
1 min.	4.00 3.50 2.75 2.50 2.30 2.00
30 sec.	3.00 2.00 1.85 1.70 1.60 1.40

**7. PACKAGE PLANS**

1 min.	10 ti	20 ti	35 ti	50+
1 min.	1.75	1.60	1.40	1.30 1.25
30 sec.	1.50	1.40	1.25	1.15 1.00

Must be used within 7 days; time of day not specified.

**PER MO:**

1 min.	10 ti	30 ti	60 ti	100+
1 min.	2.00	1.85	1.70	1.50
30 sec.	1.70	1.50	1.35	1.25

Must be used within 30 days; time of day not specified.

**NEW BERN (3 AM)**

Plus 1 paid duplicate.  
Craven County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

**WGSE**  
1973  
Media Code 4 234 6025 2.00  
P. & C. Broadcasting Co., Box 3436, New Bern, N. C. 28560. Phone 919-638-5048.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSE: MUSIC; programmed for black audience. Contact Representative for further details. Rec'd 4/2/73.

- 1. PERSONNEL**  
President—J. D. Connor.  
Vice-Pres. & Gen'l Mgr.—Hal Tower.  
Program Director—Pat Robbins.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
5,000 w.; 1330 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.

Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a.  
Basic Rates: 21d, 28c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49.  
Comb. Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.

FM facilities: WSFL (FM), Bridgeton.  
Affiliated with Mutual Black Network.

**TIME RATES**  
No. 1 ET 4/1/73—Rec'd 3/5/73.  
AAA—Mon thru Fri sign-on-9 am & 3 pm-sign-off;  
Sat & Sun sign-on-sign-off.  
AA—Mon thru Fri 9 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

AAA		AA	
1 min	30 sec	1 min	30 sec
1 ti	8.00 6.00	6.00 4.50	5.00 4.50
5 ti	7.00 5.25	5.00 3.75	4.00 3.00
10 ti	6.00 4.50	4.00 3.00	2.50 1.75
20 ti	5.00 3.75	3.50 2.75	2.50 1.75
30 ti	4.00 3.00	3.25 2.50	2.50 1.75

**ROS BULK, WHEN AVAILABLE:** 1 min 30 sec  
1000 x. ca. 2.50 1.75 (Q)

**WHIT**  
1942

Media Code 4 234 6050 0.00  
New Bern Broadcasting Co., Inc., Box 1049, U. S. Hwy. 17, S., New Bern, N. C. 28560. Phones 919-637-4450, 4454.

**STATION'S PROGRAMMING DESCRIPTION**  
WHIT: Modern C & W, adults & mature teens.

- 1. PERSONNEL**  
General Manager—Gray Ingram.
- 2. REPRESENTATIVES**  
T-N Spot Sales.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 12 ET 5/1/74—Rec'd 4/1/74.

**6. SPOT ANNOUNCEMENTS**

1 min		30 sec		15 sec	
1 x	4.00 (7.5)	3.00 (2.0)	2.00 (1.90)	1.00 (1.80)	1.00 (1.70)
40 x	3.75 3.50	1.90 1.80	1.70 1.60	1.50 1.40	1.30 1.20
80 x	3.50 3.25	1.80 1.70	1.60 1.50	1.40 1.30	1.20 1.10
100 x	3.25 3.00	1.70 1.60	1.50 1.40	1.30 1.20	1.10 1.00
120 x	3.00 2.75	1.60 1.50	1.40 1.30	1.20 1.10	1.00 0.90
140 x	2.75 2.50	1.50 1.40	1.30 1.20	1.10 1.00	0.90 0.80
160 x	2.50 2.25	1.40 1.30	1.20 1.10	1.00 0.90	0.80 0.70
200+	2.25 2.00	1.30 1.20	1.10 1.00	0.90 0.80	0.70 0.60

(\*) Contract of 6 months or longer.

**WRNB**  
1957

Subscriber to the NAB Radio Code  
Media Code 4 234 6100 3.00  
Jeffery Broadcasting Corp., Drawer 2684, New Bern, N. C. 28560. Phone 637-6144.

**STATION'S PROGRAMMING DESCRIPTION**  
WRNB: Programmed for audience 35 years old and younger.

- 1. PERSONNEL**  
General Manager—George B. Nelson.

- 2. REPRESENTATIVES**  
Southern Spot Sales.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 8/31/70.

**6. SPOT ANNOUNCEMENTS**

1x	52x 104x 156x 260 x
1 min.	4.55 4.35 4.15 3.90 3.70
30 sec.	3.15 3.00 2.85 2.70 2.55

**7. PACKAGE PLANS**

1 min.	3.45 3.25 3.05 2.95
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**1 MINUTE**

10 ti	20 ti	30 ti	40 ti	50 ti
3.23 2.94	2.70 2.40 2.18	2.70 2.40 2.18	2.70 2.40 2.18	2.70 2.40 2.18

**13 consec. wk.** 2.70 2.23 2.12 2.00 1.82

**PER MO:**

1 min.	50 ti	100 ti	150 ti
1 min.	2.82	2.47	2.12

30 sec: 80% of 1-min.

**WSFL (FM)**  
1968  
BRIDGETON  
RAB

(This is a paid duplicate of the listing appearing under Bridgeton.)  
Media Code 4 234 1012 5.00  
P. & C. Broadcasting Co., Box 3436, New Bern, N. C. 28560. Phone 919-638-5048.

**STATION'S PROGRAMMING DESCRIPTION**  
WSFL (FM): MUSIC; solid rock & gold. Wall Street report. NEWS; AP wire & beach patrol. Contact Representative for further details. Rec'd 4/2/73.

- 1. PERSONNEL**  
President—J. D. Connor.  
Vice-Pres. & Gen'l Mgr.—Hal Tower.  
Program Director—Pat Robbins.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 26,700 w. (vert.); 106.5 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 727 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a.  
Basic Rates: 21d, 28c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 49.  
Comb. Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62a.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM facilities: WGSE, New Bern.  
Affiliated with MBS.

**TIME RATES**  
No. 1 ET 3/1/73—Rec'd 3/5/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 7 pm-1 am.  
B—Mon thru Sun 1-6 am.

**7. PACKAGE PLANS**

AAA		AA		A		B	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	8.00 6.00	4.50 3.50	2.75 3.00	2.00 2.00	1.50 1.50	1.00 1.00	1.00 1.00
5 ti	7.00 5.25	5.00 3.75	3.25 2.50	2.50 1.75	2.00 1.50	1.50 1.00	1.00 1.00
10 ti	6.00 4.50	4.00 3.00	3.00 2.25	2.00 1.50	1.50 1.00	1.00 1.00	1.00 1.00
15 ti	5.00 3.75	3.50 2.75	2.75 2.00	1.75 1.25	1.50 1.00	1.00 1.00	1.00 1.00
20 ti	4.00 3.00	3.25 2.50	2.50 1.75	1.50 1.00	1.00 1.00	1.00 1.00	1.00 1.00

**ROS BULK—1/3AAA, 1/3AA, 1/3A**

NO DISCOUNT:	1 min 30 sec 15 sec
500 x.	3.00 2.25 1.25
1000 x.	2.50 1.75 1.00

**10. SPECIAL FEATURES**

1 wk		13 wk	
NEWS, EA:	10 ti 20 ti 30 ti 10 ti 20 ti 30 ti	10 ti 20 ti 30 ti 10 ti 20 ti 30 ti	10 ti 20 ti 30 ti 10 ti 20 ti 30 ti
1 min.	7 6 5 6 5 4	7 6 5 6 5 4	7 6 5 6 5 4

Incl open & close plus 1-min spot.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
Rateholder: 6 spots, any length, in AAA, AA, A, Q (D)

**NEWTON**

Catawba County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WNNC**  
1948  
NAB

Media Code 4 234 6150 8.00  
Newton-Conover Broadcasting Co., Inc., Box 940, Newton, N. C. 28658. Phone 704-464-4041.

**STATION'S PROGRAMMING DESCRIPTION**  
WNNC: Programmed for general interest.

- 1. PERSONNEL**  
Manager—Earl Holder.
- 2. REPRESENTATIVES**  
David Carpenter Company.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/72—Rec'd 7/27/72.

**6. SPOT ANNOUNCEMENTS**

1 min		25 ti		50 ti		100 ti	
1 min.	3.25 2.80	2.40 2.00	2.00 1.55	1.55 1.10	1.10 0.75	0.75 0.40	0.40 0.15
30 sec.	2.80 2.35	1.95 1.55	1.55 1.10	1.10 0.75	0.75 0.40	0.40 0.15	0.15 0.05
15 sec.	1.65 1.40	1.20 1.00	1.00 0.75	0.75 0.40	0.40 0.15	0.15 0.05	0.05 0.02

- 10. SPECIAL FEATURES**  
Silver Shower, Pappy Millsaps, Weather Mike, pre-midnight times before 8 am.  
1 min. 3.75 30 sec. 3.25  
CONTRACT DISCOUNT  
6 mos+—10%

**NORTH WILKESBORO-WILKESBORO (2 AM; 1 FM)**

Wilkes County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WKBC**  
1947  
NORTH WILKESBORO  
RAB

Media Code 4 234 6200 1.00  
Wilkes Broadcasting Co., Radio Bldg., North Wilkesboro, N. C. 28659. Phone 919-667-2221.

- 1. PERSONNEL**  
General Manager—Doris B. Potter.
- 2. REPRESENTATIVES**  
None.
- 3. FACILITIES**  
1,000 w. days; 810 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS and KBS.

**TIME RATES**  
ET—Rec'd 3/21/56.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	312x
1 min.	6.40	6.00	5.50	5.00	4.50 4.00

**WKBC-FM**  
1962  
NORTH WILKESBORO  
RAB NAFMB

Media Code 4 234 6201 9.00  
Wilkes Broadcasting Co., Box 938, North Wilkesboro, N. C. 28659. Phone 919-667-2221.

- STATION'S PROGRAMMING DESCRIPTION**  
WKBC-FM: Popular & solid gold MOR music.
- 3. FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 87.3 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 950 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
ET 2/1/73—Rec'd 9/10/73.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	312x	624x	1000x
1 min.	3.50	3.35	3.20	3.00	2.80 2.60

**WWWC**  
1970  
WILKESBORO  
RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6225 8.00  
Wilkes County Radio, Box 580, W. Main St., Wilkesboro, N. C. 28697. Phone 919-667-1241.

- STATION'S PROGRAMMING DESCRIPTION**  
WWWC: Top 40 country, top 40 rock, gospel music.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jeff Wilson, Jr.
- 3. FACILITIES**  
500 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 5 ET 7/1/74—Rec'd 5/31/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	3.00 2.25 2.45 2.35 2.25	1.90 1.80 1.70 1.60 1.50	1.50 1.40 1.30 1.20 1.10	1.00 0.90 0.80 0.70 0.60
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15 sec: flat 1.15.  
CONTRACT, PER YR: 500x 1000x  
2.20 2.10  
30 sec. 1.45 1.35

**OXFORD**

Granville County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**WCBC**  
1949

Subscriber to the NAB Radio Code  
Media Code 4 234 6250 6.00  
Radio Granville, Inc., Box 336, Oxford, N. C. 27555. Phone 919-693-4121.

- STATION'S PROGRAMMING DESCRIPTION**  
WCBC: programmed for mass appeal.
- 1. PERSONNEL**  
General Manager—Al Woodlief, Jr.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/73—Rec'd 5/21/73.

**NORTH CAROLINA**

**6. SPOT ANNOUNCEMENTS**

1 min.	52x 104x 312x 500x 1000x 2000x
1 min.	6.50 6.00 5.50 5.00 4.50 4.00
30 sec.	4.50 4.00 3.50 3.00 2.50 2.00

**7. PACKAGE PLANS**

PER WK:	1 min 30 sec	1 min 30 sec
20 ti	5.00 3.00	50 ti 4.00 2.50

**10. SPECIAL FEATURES**  
5-min newscast—52-wk contract, ea. 7.50

**PLYMOUTH**

Washington County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

**WPNC**  
1959  
RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6300 9.00  
Ralph D. Epperson, Box 67, Hwy. 64 West, Plymouth, N. C. 27962. Phone 919-793-1104.

- 1. PERSONNEL**  
General Manager—Jack B. Stollings.
- 3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
Rates effective September 11, 1959. (Card No. 1.)  
Card received September 16, 1959.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	312x
1 min.	6.40	6.00	5.50	5.00	4.50 4.00

1x	2.95 2.25
13x	2.80 2.25
26x	2.65 2.12
52x	2.50 2.00
104x	2.42 1.95
156x	2.35 1.88
194x	2.28 1.82
260x	2.20 1.77
312x	2.13 1.70
500x	2.05 1.65
1000x	1.92 1.63

**RAEFORD**

Hoke County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WSHB**  
1963  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6350 4.00  
Friendly Broadcasting, Inc., Box 669, Raeford, N. C. 28376. Phone 919-875-2148.

- 1. PERSONNEL**  
Manager—C. D. Bounds.
- 2. REPRESENTATIVES**  
Southern Spot Sales, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-noon. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/73—Rec'd 2/4/74.

**7. PACKAGE PLANS**

PER MO:	1 min 30 sec
1 ti	3.00 2.00
50+	2.50 1.50
10 sec, 6 ti per day, Mon thru Sat, minimum 156 per mo.	60.00
Drive Time: 6-9 am & 3-6 pm, extra .25.	

CONTRACT DISCOUNT

**10. SPECIAL FEATURES**  
STATE AND NATIONAL NEWS AT :60  
4 ti per day, 3 mo contract, per mo. 100.00

# NORTH CAROLINA

Raleigh-Durham—Continued

## WCHL CHAPEL HILL

City of license, Chapel Hill, N. C.  
Considered by Mutual Broadcasting System as their Durham outlet.  
See listing under Chapel Hill, N. C.

# WCHL

Chapel Hill  
Raleigh  
Durham

Best buy in market 18-49s.  
See Chapel Hill.

## WDBS (FM)

1971  
DURHAM

Media Code 4 234 6370 2.00  
WDBS, Inc., Box 4742, Duke Station, Durham,  
N. C. 27706. Phone 919-684-3686.

**STATION'S PROGRAMMING DESCRIPTION**  
WDBS (FM): Programmed for young adults, 18-35.  
MUSIC: progressive rock, folk, jazz & classical.  
90%+ selections from albums. NEWS: network at  
:60, local & regional any time. AIR PERSONALITIES  
handle all segments. COMMERCIAL POLICY: maximum  
6 minutes per hour. Contact Representative for  
further details. Rec'd 11/28/73.

- PERSONNEL**  
President—Paul R. Conroy.  
General Manager—David T. Parker.  
Sales Manager—John Rocab.
- REPRESENTATIVES**  
N. E. A. S., Inc.—Radio Division.
- FACILITIES**  
ERP 3,000 w.; 107.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a.  
Basic Rates: 15b, 20b.  
Contracts: 44a, 45, 46.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

Eff 5/1/74—Rec'd 8/5/74.  
AAA—6 pm-2 am.  
AA—6 am-6 pm.  
A—2-6 am; block programming only.

### 6. SPOT ANNOUNCEMENTS

PER	1-3 mo				3-11 mo			
	AAA	AA	AAA	AA	AAA	AA	AAA	AA
10 min	8.00	6.00	7.00	5.00	7.50	5.50	6.50	4.50
15 min	7.70	5.70	6.70	4.70	7.20	5.20	6.20	4.20
30 min	7.40	5.40	6.40	4.40	7.00	5.00	6.00	4.00
45 min	7.20	5.20	6.20	4.20	6.80	4.80	5.80	3.80
60 min	7.00	5.00	6.00	4.00	6.60	4.60	5.60	3.60
75+ min	6.80	4.80	5.80	3.80	6.40	4.40	5.40	3.40

### NON-CONTRACT

AAA	1 min 30 sec	AA	1 min 30 sec
8.00	6.00	7.00	5.00
10 sec:	75% of 30-sec.		

## WDCG

(formerly WDNC-FM)  
1948  
DURHAM



### RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6375 1.00  
Durham Radio Corp., Box 2126, Durham, N. C.  
27702. Phone 919-383-4493.  
Other office: 1101 Downtown Blvd., Raleigh, N. C.  
27603. Phone 919-833-1433.

See affiliated AM station for additional information.  
AM facilities: WDNC.

**STATION'S PROGRAMMING DESCRIPTION**  
WDCG: Programmed for adults.  
MUSIC 90%: Country & western hits of last 12  
years plus current C & W hits. NEWS: 5-min at  
:30 consisting of local, regional & world happenings.  
Public affairs & community service integrated with  
entertainment. COMMERCIAL POLICY: maximum  
12 minutes. Rec'd 7/15/74.

- FACILITIES**  
ERP 36,000 w.; 105.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 330 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

### TIME RATES

No. 8 Eff 7/1/74—Rec'd 7/15/74.  
AA—Mon thru Sun 6-10 am & 3-7 pm.  
A—Mon thru Sun 5-6 am & 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK, EA:	CLASS AA				18 ti	24 ti	30 ti
	*1 ti	12 ti	18 ti	24 ti			
1 min	12.75	12.00	11.25	10.50	9.75		
30 sec	8.50	8.00	7.50	7.00	6.50		
10 sec	4.25	4.00	3.75	3.50	3.25		

1 min	CLASS A				8.40	7.80	7.20
	9.60	9.00	8.40	7.80			
30 sec	6.40	6.00	5.60	5.20	4.80		
10 sec	3.20	3.00	2.80	2.60	2.40		

1 min	CLASS B				6.75	6.30	5.85	5.40
	7.20	6.75	6.30	5.85				
30 sec	4.80	4.50	4.20	3.90	3.60			
10 sec	2.40	2.25	2.10	1.95	1.80			

All spots rotate within time periods.  
(\* ) Also specified.

7. PACKAGE PLANS  
WEEKLY SATURATION PLANS—1/3AA, 1/3A, 1/3B

1 min	12 ti				18 ti	24 ti	30 ti	36 ti
	12 ti	18 ti	24 ti	30 ti				
1 min	7.20	6.75	6.30	5.85	5.40			
30 sec	4.80	4.50	4.20	3.90	3.60			
10 sec	2.40	2.25	2.10	1.95	1.80			

8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min.

26 wk—5%	DISCOUNT	52 wk—10%

9. PERSONNEL  
General Manager—Harold Vester.

10. REPRESENTATIVES  
HR/Stone Radio Representatives, Inc.

11. FACILITIES  
5,000 w. days; 1,000 w. nights; 620 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 24 hours daily. EST.

12. AGENCY COMMISSION  
15/0; time only.

13. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 24b, 24c, 25a,  
26, 28a, 29a, 30, 32b, 33d.  
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a,  
48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60f, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WDCC.

### TIME RATES

No. 12 Eff 7/1/74—Rec'd 7/8/74.  
AA—Mon thru Sun 6-10 am & 3-7 pm.  
A—Mon thru Sun 5-6 am & 10 am-3 pm.  
B—Mon thru Sun 7 pm-midnight.

WK, EA:	AA				A			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec
*1 ti	18.00	12.00	9.00	14.40	9.60	7.20		
12 ti	17.25	11.50	8.60	13.80	9.20	6.90		
18 ti	16.50	11.00	8.25	13.20	8.50	6.60		
24 ti	15.75	10.50	7.85	12.60	8.40	6.30		
30 ti	15.00	10.00	7.50	12.00	8.00	6.00		

## Shotgun Coverage

WITH RIFLE SHOT EFFICIENCY



North Carolina RADIO NEWS Network

P.O. Box 1988 Raleigh, North Carolina 27602

For More Information, Call Collect 919/832-8885

*1 ti	B		
	1 min	30 sec	10 sec
12 ti	10.35	6.90	5.15
18 ti	9.90	6.60	4.95
24 ti	9.45	6.30	4.70
30 ti	9.00	6.00	4.50

(\*) Also specified.  
7. PACKAGE PLANS  
SATURATION—1/3AA, 1/3A, 1/3B

PER WK, EA:	12 ti				18 ti	24 ti	30 ti	36 ti
	12 ti	18 ti	24 ti	30 ti				
1 min	10.80	10.35	9.90	9.45	9.00			
30 sec	7.20	6.80	6.60	6.30	6.00			
10 sec	5.40	5.15	4.95	4.70	4.50			

8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min.

26 wk—5%	DISCOUNT	52 wk—10%

## WK BQ

1969  
GARNER

Media Code 4 234 6390 0.00  
Edward G. Atsinger, III, Box 1386, Raleigh, N. C.  
27602. Phone 919-772-2573.

**STATION'S PROGRAMMING DESCRIPTION**  
WK BQ: Programmed for adults & young adults.  
MUSIC: Modern country music, featuring current &  
past best selling releases. NEWS: 3 min hourly;  
Net work at :60. AIR PERSONALITIES: 4 handle  
all segments. Public affairs program week-ends. All  
broadcast news, sports, weather & local. COMMERCIAL  
POLICY: 16 min per hr maximum between  
6-9 am & 4-7 pm. Personalities available for remote  
pick-ups from shopping centers, state fairs, etc.  
Rec'd 1/16/73.

- PERSONNEL**  
General Manager—Edward A. Atsinger, Jr.
- FACILITIES**  
250 w.; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% time only.

4. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c,  
16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a,  
23b, 24b, 25a, 26, 28b, 28c, 29b, 31, 33c.  
Contracts: 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,  
47c, 50, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 61c,  
62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 11 Eff 6/1/72—Rec'd 6/1/72.

1 min	1x				51x				201x				550+			
	1x	51x	201x	550+	1x	51x	201x	550+	1x	51x	201x	550+	1x	51x	201x	550+
1 min	4.00	3.75	3.50	3.00	45.00	49.00	55.00	—	29.00	33.00	20.00	—	20.00	15.00	12.00	—
30 sec	3.00	2.75	2.50	2.00	35.00	38.00	42.00	—	22.00	24.00	16.00	—	16.00	12.00	9.00	—
10 sec	50% of 1-min.				8.50	7.50	6.00	5.00								

8. PROGRAM TIME RATES  
1 hr. 45.00 49.00 55.00  
1/2 hr. 29.00 33.00 20.00  
1/4 hr. 20.00 15.00 12.00  
5 min. 8.50 7.50 6.00 5.00

## WKIX

1947  
RALEIGH

### RAB

A Southern Broadcasting Company Station

Subscriber to the NAB Radio Code

Media Code 4 234 6400 7.00  
Southern Broadcasting Co., Box 12526, Raleigh, N. C.  
27605. Phone 919-851-2711.

**STATION'S PROGRAMMING DESCRIPTION**  
WKIX: Contemporary. NEWS: 10-min at :40 during  
AM drive time; 10-min at 11:40 am, 2:40, 5:40 &  
11:40 pm. Contact Representative for further details.  
Rec'd 3/5/73.

- PERSONNEL**  
General Manager—Frank Maruca.  
Sales Manager—Joe Wright.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
10,000 w. days, 5,000 w. nights; 850 kc.  
Directional—nights only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0; time only.

8. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20b, 21a, 23b, 24a, 24c, 25a, 26, 27,  
28a, 29b, 30, 32b, 33d.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60f, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: WYD (FM).  
Affiliated with Eastman Radio Network.

### TIME RATES

WKIX/WYD (FM) COMBINATION

No. 1 Eff 6/1/74—Rec'd 5/13/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7  
pm  
A—Mon thru Sun 7 pm-midnight; Mon thru Fri  
10 am-3 pm; Sat 6 am-10 pm; Sun 10 am-7 pm.

1 min	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	55	50	48	46	50	45	43	40
30 sec	44	40	38	36	40	36	34	32

AM only: 1-min. deduct 10.00 per spot; 30-sec,  
deduct 8.00 per spot.

9. CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%  
RATEHOLDER  
Minimum 6 ti per wk.

## WLLE

1954  
RALEIGH

### NAB

Media Code 4 234 6450 2.00  
Box 190, Raleigh, N. C. 27602. Phone 919-833-3874.

**STATION'S PROGRAMMING DESCRIPTION**  
WLLE: Programmed for general interest.  
Network news at :60. Community news at :25. Gospel  
music is programmed 5 days a week M-F at 6-7:30  
am and noon-2 pm, all other music in rhythm and  
blues. Contact Representative for further details.  
Rec'd 11/8/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Wallace C. Hankin.  
Station Manager—Charles F. Bialock, Sr.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
500 w. days; 570 kc. Non-directional.  
Operating schedule: 4 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

Eff 3/1/72—Rec'd 10/8/73.  
AA—Mon thru Sun 6-9 am & 4-6 pm.  
A—All other times.

1 min	CLASS AA				1x	52x	104x	512x	624x	936x	1248x
	1x	52x	104x	512x							
1 min	9.00	8.55	8.10	7.65	7.15	6.65	6.15	5.65			
30 sec	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40			

CLASS A  
1 min 8.00 7.60 7.20 6.80 6.40 6.00 5.60 5.20  
30 sec 6.50 6.20 5.90 5.60 5.25 4.90 4.65 4.30



# Raleigh-Durham—W P T F—Continued

## 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA							
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 x.....	54	52	50	46	43	42	40	37
500 x.....	52	40	48	44	42	40	38	35
1000+.....	48	36	44	40	38	37	35	32

PER WK:	CLASS AA							
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 x.....	47	45	43	38	36	34	32	30
500 x.....	45	43	41	38	36	34	33	30
1000+.....	41	39	37	34	33	31	30	27

PER WK:	CLASS A							
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 x.....	42	40	38	35	34	32	30	28
500 x.....	40	38	36	33	32	30	29	26
1000+.....	36	34	32	29	29	27	26	23

PER WK:	CLASS B							
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 x.....	27	25	24	23	22	20	19	18
500 x.....	26	24	23	22	21	19	18	18
1000+.....	25	23	22	20	20	18	18	16

PER WK:	CLASS C							
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.....	12	30	20	18	12	30	20	18

## 7. PACKAGE PLANS

No. 13-11 ET 7/1/74—Rec'd 8/19/74.  
WTF/WQDR (FM) SPECTRUM—  
1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	30 sec
12 ti (6 AM, 6 PM).....	378	312
15 ti (9 AM, 6 PM).....	516	423
21 ti (12 AM, 9 PM).....	663	528
27 ti (15 AM, 12 PM).....	756	612
33 ti (18 AM, 15 PM).....	879	705

## 8. PROGRAM TIME RATES

A—Mon thru Sat 10:30 am-8 pm; Sun 6 am-8 pm.  
B—Mon thru Sun 8 pm-6 am.

WITHIN 1 YR:	A	B
1 hr.....	275	242
1/2 hr.....	180	145

## 10. SPECIAL FEATURES

NEWS/WEATHER/SPORTS/FARM

1/4 hr	AAA		AA		A		B	
	52+	52+	52+	52+	52+	52+	52+	
10 min	96	84	90	84	78	73	69	
5 min	77	71	69	64	60	56	51	

(\* Does not incl 5-6 am.



Nos. 1 and 2 respectively total persons 12 :  
TSA, April-May 1974. ARB, Raleigh-Durham, N.C.

## WQDR (FM)

1949  
RALEIGH



Subscriber to the NAB Radio Code  
Media Code 4 234 6525 1.00  
WQDR (FM), Box 1511, 410 S. Salisbury St.,  
Raleigh, N. C. 27602. Phone 919-833-1616.  
See affiliated AM station for additional information.  
AM facilities: WPTF.

**STATION'S PROGRAMMING DESCRIPTION**  
WQDR (FM): Programmed for young adults & teens.  
MUSIC: 75% combination of rock & progressive  
rock, current hits & oldies. NEWS: 7-1/2% 5-min  
twice an hour at :20 & :50 from 6-9 am, M-F.  
One 5-min cast at :20 10 am-12N & 2 pm. Overnight  
features 10 minute casts every hour. COMMERCIAL  
POLICY: 8 min maximum per hour. Contact Repre-  
sentative for further details. Rec'd 2/21/73.

- PERSONNEL**  
Sales Manager—Jack Allers.
- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
ERP 100,000 w.; 94.7 mc. Quadraphonic.  
Operating schedule: 24 hours daily. EST.  
Antenna ht. 564 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WPTF. See that listing for  
rates.

**TIME RATES**  
No. 2 ET 7/1/74—Rec'd 6/6/74.

AAA—Mon thru Fri 6-10 am & 7 pm-midnight; Sat & Sun 10 am-3 pm.	AA—Mon thru Fri 10 am-3 pm.	A—Mon thru Sun midnight-6 am.	
1 ti.....	21	20	16
12 ti.....	21	18	14
18 ti.....	20	16	12
24+.....	18	14	11

B: Plat 6:00 per spot; minimum 12 per wk.  
DISCOUNT  
26 wk—5% 52 wk—10%

## WRAL (FM)

1947  
RALEIGH



Media Code 4 234 6550 9.00  
Capitol Broadcasting Co., Inc., Box 12000, 2619  
Western Blvd., Raleigh, N. C. 27605. Phone 919-  
828-2511.

**STATION'S PROGRAMMING DESCRIPTION**  
WRAL (FM): Programming for adults 18-49.  
MUSIC: hit parade; current hits & classic oldies.  
NEWS: localized regional network news at :55.  
Weather: 2 station meteorologists with reports at :30.  
SPORTS: college football, basketball. Three 5 min  
sportcasts daily. COMMERCIAL POLICY: 8 minutes

of commercials maximum per hour. Half hour com-  
petitive protection guaranteed. Contact Representative  
for further details. Rec'd 11/1/73.

- PERSONNEL**  
Vice-President—Wally Voigt.  
Operations Director—Bob Inskeep.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 250,000 w.; 101.5 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 990 ft. above average terrain.

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 28a, 28c,  
29a, 31.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 61a, 61b, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

Production Protection  
Minimum of thirty minutes separation between com-  
petitive products.  
Affiliated with ATA Radio Network.  
Member: North Carolina News Network.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 6/2/73—Rec'd 6/1/73.
- | I—Mon thru Fri 6-10 am & 3-7 pm, fixed. | II—Mon thru Fri 6-10 am, 3-7 pm, rotating & 10 am-3 pm, fixed. | III—Mon thru Fri 10 am-3 pm, rotating & 6 am-9 pm BTA; Sat & Sun 6 am-7 pm. | IV—Sun thru Sat 6-1 am ROS, preemptible. |
|---|--|---|--|
| 1 ti.....                               | 12   | 11  | 10                                       |
| 12 ti.....                              | 12   | 11  | 10                                       |
| 15 ti.....                              | 12   | 11  | 10                                       |
| 20 ti.....                              | 12   | 11  | 10                                       |

**6. SPOT ANNOUNCEMENTS**

PER WK:	SECTION I				SECTION II				SECTION III				SECTION IV			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.....	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	7.00	6.00	5.00	4.00	8.00	7.00	6.00	5.00
30/less.....	9.60	8.80	8.00	7.20	6.40	5.60	4.80	4.00	6.40	5.60	4.80	4.00	5.60	4.80	4.00	3.20

## WRNC

1939  
RALEIGH

Media Code 4 234 6600 2.00  
Raleigh Radio Co., Box 27946, 515 Bart St., Raleigh,  
N. C. 27611. Phone 919-834-6401.

**STATION'S PROGRAMMING DESCRIPTION**  
WRNC: All gospel music & religious programs. Con-  
tact Representative for further details. Rec'd 7/1/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—M. L. Street.
- REPRESENTATIVES**  
PRO Time Sales, Inc.  
Southwest—Mario Messina Company.  
Southeast—Southern Spot Sales.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc  
Non-directional.  
Operating schedule: 18 hours daily. EST

- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4b, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20a, 21b, 22a, 23a, 24a, 24c, 25a, 26,  
27, 28b, 28c, 29a, 30, 32a, 33d.  
Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a,  
48, 49, 50, 51b, 52a, 53, 54a, 54b, 55, 56, 57a, 57b,  
58, 59, 60, 61b, 62a, 62b, 62c, 62d, 62e, 62f, 62g, 62h,  
62i, 62j, 62k, 62l, 62m, 62n, 62o, 62p, 62q, 62r, 62s,  
62t, 62u, 62v, 62w, 62x, 62y, 62z, 63a, 63b, 63c, 63d,  
63e, 63f, 63g, 63h, 63i, 63j, 63k, 63l, 63m, 63n, 63o,  
63p, 63q, 63r, 63s, 63t, 63u, 63v, 63w, 63x, 63y, 63z,  
64a, 64b, 64c, 64d, 64e, 64f, 64g, 64h, 64i, 64j, 64k,  
64l, 64m, 64n, 64o, 64p, 64q, 64r, 64s, 64t, 64u, 64v,  
64w, 64x, 64y, 64z, 65a, 65b, 65c, 65d, 65e, 65f, 65g,  
65h, 65i, 65j, 65k, 65l, 65m, 65n, 65o, 65p, 65q, 65r,  
65s, 65t, 65u, 65v, 65w, 65x, 65y, 65z, 66a, 66b, 66c,  
66d, 66e, 66f, 66g, 66h, 66i, 66j, 66k, 66l, 66m, 66n,  
66o, 66p, 66q, 66r, 66s, 66t, 66u, 66v, 66w, 66x, 66y,  
66z, 67a, 67b, 67c, 67d, 67e, 67f, 67g, 67h, 67i, 67j,  
67k, 67l, 67m, 67n, 67o, 67p, 67q, 67r, 67s, 67t, 67u,  
67v, 67w, 67x, 67y, 67z, 68a, 68b, 68c, 68d, 68e, 68f,  
68g, 68h, 68i, 68j, 68k, 68l, 68m, 68n, 68o, 68p, 68q,  
68r, 68s, 68t, 68u, 68v, 68w, 68x, 68y, 68z, 69a, 69b,  
69c, 69d, 69e, 69f, 69g, 69h, 69i, 69j, 69k, 69l, 69m,  
69n, 69o, 69p, 69q, 69r, 69s, 69t, 69u, 69v, 69w, 69x,  
69y, 69z, 70a, 70b, 70c, 70d, 70e, 70f, 70g, 70h, 70i,  
70j, 70k, 70l, 70m, 70n, 70o, 70p, 70q, 70r, 70s, 70t,  
70u, 70v, 70w, 70x, 70y, 70z, 71a, 71b, 71c, 71d, 71e,  
71f, 71g, 71h, 71i, 71j, 71k, 71l, 71m, 71n, 71o, 71p,  
71q, 71r, 71s, 71t, 71u, 71v, 71w, 71x, 71y, 71z, 72a,  
72b, 72c, 72d, 72e, 72f, 72g, 72h, 72i, 72j, 72k, 72l,  
72m, 72n, 72o, 72p, 72q, 72r, 72s, 72t, 72u, 72v, 72w,  
72x, 72y, 72z, 73a, 73b, 73c, 73d, 73e, 73f, 73g, 73h,  
73i, 73j, 73k, 73l, 73m, 73n, 73o, 73p, 73q, 73r, 73s,  
73t, 73u, 73v, 73w, 73x, 73y, 73z, 74a, 74b, 74c, 74d,  
74e, 74f, 74g, 74h, 74i, 74j, 74k, 74l, 74m, 74n, 74o,  
74p, 74q, 74r, 74s, 74t, 74u, 74v, 74w, 74x, 74y, 74z,  
75a, 75b, 75c, 75d, 75e, 75f, 75g, 75h, 75i, 75j, 75k,  
75l, 75m, 75n, 75o, 75p, 75q, 75r, 75s, 75t, 75u, 75v,  
75w, 75x, 75y, 75z, 76a, 76b, 76c, 76d, 76e, 76f, 76g,  
76h, 76i, 76j, 76k, 76l, 76m, 76n, 76o, 76p, 76q, 76r,  
76s, 76t, 76u, 76v, 76w, 76x, 76y, 76z, 77a, 77b, 77c,  
77d, 77e, 77f, 77g, 77h, 77i, 77j, 77k, 77l, 77m, 77n,  
77o, 77p, 77q, 77r, 77s, 77t, 77u, 77v, 77w, 77x, 77y,  
77z, 78a, 78b, 78c, 78d, 78e, 78f, 78g, 78h, 78i, 78j,  
78k, 78l, 78m, 78n, 78o, 78p, 78q, 78r, 78s, 78t, 78u,  
78v, 78w, 78x, 78y, 78z, 79a, 79b, 79c, 79d, 79e, 79f,  
79g, 79h, 79i, 79j, 79k, 79l, 79m, 79n, 79o, 79p, 79q,  
79r, 79s, 79t, 79u, 79v, 79w, 79x, 79y, 79z, 80a, 80b,  
80c, 80d, 80e, 80f, 80g, 80h, 80i, 80j, 80k, 80l, 80m,  
80n, 80o, 80p, 80q, 80r, 80s, 80t, 80u, 80v, 80w, 80x,  
80y, 80z, 81a, 81b, 81c, 81d, 81e, 81f, 81g, 81h, 81i,  
81j, 81k, 81l, 81m, 81n, 81o, 81p, 81q, 81r, 81s, 81t,  
81u, 81v, 81w, 81x, 81y, 81z, 82a, 82b, 82c, 82d, 82e,  
82f, 82g, 82h, 82i, 82j, 82k, 82l, 82m, 82n, 82o, 82p,  
82q, 82r, 82s, 82t, 82u, 82v, 82w, 82x, 82y, 82z, 83a,  
83b, 83c, 83d, 83e, 83f, 83g, 83h, 83i, 83j, 83k, 83l,  
83m, 83n, 83o, 83p, 83q, 83r, 83s, 83t, 83u, 83v, 83w,  
83x, 83y, 83z, 84a, 84b, 84c, 84d, 84e, 84f, 84g, 84h,  
84i, 84j, 84k, 84l, 84m, 84n, 84o, 84p, 84q, 84r, 84s,  
84t, 84u, 84v, 84w, 84x, 84y, 84z, 85a, 85b, 85c, 85d,  
85e, 85f, 85g, 85h, 85i, 85j, 85k, 85l, 85m, 85n, 85o,  
85p, 85q, 85r, 85s, 85t, 85u, 85v, 85w, 85x, 85y, 85z,  
86a, 86b, 86c, 86d, 86e, 86f, 86g, 86h, 86i, 86j, 86k,  
86l, 86m, 86n, 86o, 86p, 86q, 86r, 86s, 86t, 86u, 86v,  
86w, 86x, 86y, 86z, 87a, 87b, 87c, 87d, 87e, 87f, 87g,  
87h, 87i, 87j, 87k, 87l, 87m, 87n, 87o, 87p, 87q, 87r,  
87s, 87t, 87u, 87v, 87w, 87x, 87y, 87z, 88a, 88b, 88c,  
88d, 88e, 88f, 88g, 88h, 88i, 88j, 88k, 88l, 88m, 88n,  
88o, 88p, 88q, 88r, 88s, 88t, 88u, 88v, 88w, 88x, 88y,  
88z, 89a, 89b, 89c, 89d, 89e, 89f, 89g, 89h, 89i, 89j,  
89k, 89l, 89m, 89n, 89o, 89p, 89q, 89r, 89s, 89t, 89u,  
89v, 89w, 89x, 89y, 89z, 90a, 90b, 90c, 90d, 90e, 90f,  
90g, 90h, 90i, 90j, 90k, 90l, 90m, 90n, 90o, 90p, 90q,  
90r, 90s, 90t, 90u, 90v, 90w, 90x, 90y, 90z, 91a, 91b,  
91c, 91d, 91e, 91f, 91g, 91h, 91i, 91j, 91k, 91l, 91m,  
91n, 91o, 91p, 91q, 91r, 91s, 91t, 91u, 91v, 91w, 91x,  
91y, 91z, 92a, 92b, 92c, 92d, 92e, 92f, 92g, 92h, 92i,  
92j, 92k, 92l, 92m, 92n, 92o, 92p, 92q, 92r, 92s, 92t,  
92u, 92v, 92w, 92x, 92y, 92z, 93a, 93b, 93c, 93d, 93e,  
93f, 93g, 93h, 93i, 93j, 93k, 93l, 93m, 93n, 93o, 93p,  
93q, 93r, 93s, 93t, 93u, 93v, 93w, 93x, 93y, 93z, 94a,  
94b, 94c, 94d, 94e, 94f, 94g, 94h, 94i, 94j, 94k, 94l,  
94m, 94n, 94o, 94p, 94q, 94r, 94s, 94t, 94u, 94v, 94w,  
94x, 94y, 94z, 95a, 95b, 95c, 95d, 95e, 95f, 95g, 95h,  
95i, 95j, 95k, 95l, 95m, 95n, 95o, 95p, 95q, 95r, 95s,  
95t, 95u, 95v, 95w, 95x, 95y, 95z, 96a, 96b, 96c, 96d,  
96e, 96f, 96g, 96h, 96i, 96j, 96k, 96l, 96m, 96n, 96o,  
96p, 96q, 96r, 96s, 96t, 96u, 96v, 96w, 96x, 96y, 96z,  
97a, 97b, 97c, 97d, 97e, 97f, 97g, 97h, 97i, 97j, 97k,  
97l, 97m, 97n, 97o, 97p, 97q, 97r, 97s, 97t, 97u, 97v,  
97w, 97x, 97y, 97z, 98a, 98b, 98c, 98d, 98e, 98f, 98g,  
98h, 98i, 98j, 98k, 98l, 98m, 98n, 98o, 98p, 98q, 98r,  
98s, 98t, 98u, 98v, 98w, 98x, 98y, 98z, 99a, 99b, 99c,  
99d, 99e, 99f, 99g, 99h, 99i, 99j, 99k, 99l, 99m, 99n,  
99o, 99p, 99q, 99r, 99s, 99t, 99u, 99v, 99w, 99x, 99y,  
99z, 100a, 100b, 100c, 100d, 100e, 100f, 100g, 100h,  
100i, 100j, 100k, 100l, 100m, 100n, 100o, 100p, 100q,  
100r, 100s, 100t, 100u, 100v, 100w, 100x, 100y, 100z

**TIME RATES**  
ET 6/3/74—Rec'd 7/1/74.

AA—Drive time.	AA—All other times.
1 ti.....	10
12 ti.....	10
15 ti.....	10
20 ti.....	10

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA</			
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# NORTH CAROLINA

## RED SPRINGS

Robeson County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WYRU

1970

Media Code 4 234 6687 9.00  
K & R Broadcasting Corp., Box 711, Red Springs Industrial Park, Red Springs, N. C. 28377. Phone 919-843-5946.

- PERSONNEL**  
General Manager—Harry Odom.
- FACILITIES**  
1,000 w. days; 1510 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 5/29/74.

6. SPOT ANNOUNCEMENTS	
ix	10x 25x 50x 100x 300x 600x 1200x
1 min	4.15 3.90 3.65 3.40 3.15 2.65 2.15 1.90
30 sec	3.15 2.95 2.75 2.55 2.25 2.25
30 sec	1.95 1.75 1.65 1.55 1.35 1.35
7. PACKAGE PLANS	
30 DAYS:	25 ti 50 ti 100+
1 min.	2.85 2.25 2.15
30 sec.	1.90 1.65 1.40
10. SPECIAL FEATURES	
Time signals—1 per hr. 6 per wk. minimum	
3 mo. per mo.	150.00

## REIDSVILLE (2 AM; 1 FM)

Rockingham County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### WFRC

1947

Subscriber to the NAB Radio Code  
Media Code 4 234 6700 0.00  
WFRC, Inc., Box 990, Reidsville, N. C. 27320. Phone 919-349-4361, 4362.

- PERSONNEL**  
General Manager—Gene Smith.
- REPRESENTATIVES**  
Dome & Associates, Inc. Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w.; 1600 kc. Directional—nighttime only. Operating schedule: 5-11 am. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with KBS. Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 10/1/72—Rec'd 10/9/72.

6. SPOT ANNOUNCEMENTS	
PER YR:	ix 26x 52x 156x 208x
1 min.	3.90 3.75 3.60 3.20 3.10
30 sec.	3.25 3.10 2.90 2.40 2.30
10/15 sec.	2.35 2.25 2.15 2.05 2.00
1 min.	3.00 2.80 2.60 2.50
30 sec.	2.20 2.10 2.05 2.00
10/15 sec.	1.95 1.90 1.85 1.80
7. PACKAGE PLANS	
7 DAY:	10 ti 15 ti 20 ti 25 ti 30 ti 50 ti
1 min.	3.40 3.30 3.20 3.10 3.00 2.75
30 sec.	2.60 2.45 2.30 2.15 2.05 2.00

### WREV

1948

Subscriber to the NAB Radio Code  
Media Code 4 234 6750 0.00  
Reidsville Broadcasting Co., Inc., Box 1349, N. Rt. U.S. 29, Reidsville, N. C. 27320. Phone 919-342-1333.

- PERSONNEL**  
Mgr. & Chief Engr.—William M. Oliver, Jr.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Radio Network, Carolina Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 10 ET 3/1/74—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS	
ix	2x 6x 11x 16x 21x 31-50
1 min	3.34 3.21 3.08 2.97 2.84 2.73 2.59
30 sec	2.76 2.63 2.51 2.39 2.27 2.15 1.95

## W W M O (FM)

1948

NAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6800 8.00  
Reidsville Broadcasting Co., Inc., Box 1349, Danville Rd., Reidsville, N. C. 27320. Phone 919-342-1333, 1334.

See affiliated AM station for additional information. AM facilities: WREV.

- STATION'S PROGRAMMING DESCRIPTION**  
WWMO (FM): Programmed all religious.
- FACILITIES**  
ERP 50,000 w.; 102.1 mc. Stereo. Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

Rates are identical to WREV. See that listing.

## ROANOKE RAPIDS (2 AM)

(including Weldon)  
Halifax County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WCBT

1940

Subscriber to the NAB Radio Code  
Media Code 4 234 6850 3.00  
WCBT Radio, Inc., Box 70, 251 Roanoke Ave., Roanoke Rapids, N. C. 27870. Phone 919-537-4184.

STATION'S PROGRAMMING DESCRIPTION  
WCBT: Programmed for general interest.

- PERSONNEL**  
General Manager—Richard Jones.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
1,000 w.; 1230 kc. Non-directional. Operating schedule: 6:00-12:15 am. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Member: The Tobacco Radio Network, North Carolina News Network.

### TIME RATES

ET 8/1/74—Rec'd 7/15/74.

6. SPOT ANNOUNCEMENTS	
ANNUAL CONTRACT:	260x 520x 1000x 2000x
1 min.	3.25 3.00 2.75 2.50
30 sec.	2.45 2.25 2.05 1.90
Guaranteed 6-9 am, noon-1 pm & 3-6 pm, per spot extra .25.	
7. PACKAGE PLANS	
PER WK:	60 ti 50 ti 40 ti 30 ti 20 ti 10 ti
1 min.	2.60 2.80 3.00 3.20 3.40 3.60
30 sec.	1.90 2.00 2.15 2.40 2.50 2.65
15 sec.	1.35 1.45 1.55 1.65 1.75 1.85
PER MO:	
1 min.	200 ti 150 ti 100 ti 50 ti
30 sec.	2.60 2.80 3.05 3.35
15-SECOND SATURATION	1.90 2.00 2.20 2.45
PER DAY:	
Per mo.	19 ti 10 ti
Guaranteed 6-9 am, noon-1 pm & 3-6 pm, per spot extra .25.	285.00 190.00

### WSMY

1959

WELDON

NAB

Media Code 4 234 6875 0.00  
Smiles of N. C., Inc., Box 910, Roanoke, Rapids, N. C. 27870. Phone 919-538-3115.

- PERSONNEL**  
Manager—Andrew W. Aycock.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc. Operating schedule: 8-11 am. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations. Affiliated with American Contemporary Network. Member: The Radio Smiles Group.
- No. 7 ET 8/1/74—Rec'd 7/30/74.
- | 6. SPOT ANNOUNCEMENTS  |         |         |       |        |        |
|--|---------|---------|-------|--------|--------|
| PER WK:  | PER MO: | PER YR: | 1 min | 30 sec | 15 sec |
| 10 ti  | 25 ti   | 624 x   | 3.50  | 2.75   | 1.80   |
| 25 ti  | 50 ti   | 1248 x  | 3.25  | 2.50   | 1.60   |
| 50 ti  | 100 ti  | 1800 x  | 3.00  | 2.25   | 1.50   |
| 100 ti   | 200 ti  | 2400 x  | 2.75  | 2.00   | 1.40   |
| Guaranteed Drive time—6-9 am, noon-1 pm & 3-6 pm, extra .25. |         |         |       |        |        |

## ROCKINGHAM (2 AM)

Richmond County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WAYN

1946

NAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6900 6.00  
WAYN, Inc., Box 591, Hwy. 74, Rockingham, N. C. 28379. Phone 919-895-4041.

## STATION'S PROGRAMMING DESCRIPTION

- WAYN: MOR music, emphasis on local news.
- PERSONNEL**  
Pres. & Gen'l Mgr.—William Futterer.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
1,000 w. days; 900 kc. Non-directional. 500 w. pre-sunrise. Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

TIME RATES  
ET 1/1/73—Rec'd 5/1/73.

6. SPOT ANNOUNCEMENTS	
ix	13x 26x 52x 104x 312x
1 min.	4.20 3.75 3.15 3.00 2.91 2.79
30 sec.	2.80 2.50 2.10 2.00 1.94 1.86
20 sec.	2.02 2.02 1.65 1.50 1.35 1.30
10 sec.	1.35 1.35 1.10 1.00 .90 .80

## WLWL

1969

NAB

Subscriber to the NAB Radio Code  
Media Code 4 234 6925 3.00  
Sandhills Broadcasting Co., Inc., Box 1233, Old Steeles Mill Rd., Rockingham, N. C. 28379. Phone 919-997-2526.

STATION'S PROGRAMMING DESCRIPTION  
WLWL: Programmed for adults and young adults.

- PERSONNEL**  
Station Manager—Robert E. Perkins.
- REPRESENTATIVES**  
South—Southern Spot Sales, Inc.
- FACILITIES**  
500 w.; 1500 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: North Carolina News Network.

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS	
ix	50x 100x 150x 200+
10 sec.	1.50 1.40 1.30 1.20 1.10
20 sec.	2.00 1.90 1.80 1.70 1.60
30 sec.	2.50 2.40 2.30 2.20 2.10
1 min.	3.00 2.90 2.80 2.70 2.60

CONTRACT DISCOUNT  
52 wk—20%

## ROCKY MOUNT (3 AM; 2 FM)

Nash County—Map Location H-4  
Edgecombe County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

## WCEC

1947

NAB

Media Code 4 234 6950 1.00  
Eastern Carolina Electronics, Inc., Box 4005 Hwy 97, W., Rocky Mount, N. C. 27801. Phone 919-442-3108.

STATION'S PROGRAMMING DESCRIPTION  
WCEC: Programmed for general interest. AIR PERSONALITIES handle all segments. Network news at :55 each hour. Programming: sign-on 8 am, standards, 8-9 am talk, 10 am-noon music, noon-1 pm farm talk and news, 1-2 pm gospel music, 2-4 pm Negro gospel music, 4 pm-sign-off music and news. MUSIC: other than ethnic and religious is middle-of-the-road. NEWS: local, area, plus network. SPORTS: high school, college, and professional baseball, basketball, and football, plus auto racing. FARM: 8-1/2 hours per week, talk, interviews, and feature shows. 3 radio-equipped mobile units. Contact Representative for further details. Rec'd 10/2/68.

- PERSONNEL**  
General Manager—M. J. Warner. Commercial Manager—Ray Thompson. Program Director—Joe Warner.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
1,000 w. days; 810 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations. Contracts: 45. FM facilities: WFMA (FM). Member: Carolina Radio Group, The Tobacco Radio Network, North Carolina News Network.

NATIONAL AND LOCAL RATES SAME  
ET 9/1/73—Rec'd 8/8/73.

6. SPOT ANNOUNCEMENTS	
ix	13x 26x 52x 104x 156x 260x 312x 500x
1 min.	4.50 4.25 4.00 3.50 3.00 2.75 2.50 2.25 2.00
30 sec.	3.65 3.40 3.00 2.80 2.60 2.20 2.00 1.80 1.65
20 sec.	3.00 2.70 2.40 2.25 2.20 1.75 1.60 1.45 1.30
10 sec.	2.80 2.60 2.30 2.15 2.00 1.65 1.50 1.40 1.20
7. PACKAGE PLANS	
15 DAYS:	1 min 30 sec 20 sec 10 sec
15 ti	45 39 33 30
30 ti	55 44 35 34
30 ti	75 60 48 45
8. PROGRAM TIME RATES	
ix	13x 26x 52x 104x 156x 260x 312x
5 min.	9.00 8.50 8.00 7.50 7.00 6.50 6.00 5.50
10 min.	16.75 14.50 13.50 12.70 11.50 10.95 10.40 9.75
1/4 hr.	23.50 17.50 16.75 15.50 14.25 13.50 13.00 12.50
1/2 hr.	35.00 29.00 27.00 25.50 23.75 23.10 21.50 19.50
1 hr.	65.00 60.00 55.00 52.00 50.00 48.50 46.25 45.00

## WEED

1933

NAB

Media Code 4 234 7000 4.00  
WEED, Inc., Rocky Mount, N. C. 27801. Phone 919-443-3119, 3564.

- PERSONNEL**  
Manager—W. A. Wynne, Jr. Commercial Manager—George K. Peterson.
- REPRESENTATIVES**  
The Denver Organization, Inc. Southeast—Southern Spot Sales, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1890 kc. Non-directional days; directional—nights. Operating schedule: 6 am-midnight. EST.

FM-ERP 590 w.; 92.1 mc. Operating schedule: Same as AM. Antenna ht.: 190 ft. above average terrain.

- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. Contracts: 40c. Affiliated with American Contemporary Network. Member: Carolina Radio Network, Farm Radio Network.

### TIME RATES

ET 12/1/56—Rec'd 10/26/56.

6. SPOT ANNOUNCEMENTS	
ix	26x 52x 104x 208x 312x 624x
1 min/less	5.75 5.50 5.25 4.75 4.50 4.20
6.00	
8. PROGRAM TIME RATES	
ix	26x 52x 104x 208x 312x 624x
1 hr	65.00 60.00 55.00 50.00 47.00 44.00 42.00
1/2 hr	40.00 36.00 32.00 29.00 28.00 24.00 22.00
1/4 hr	28.00 25.00 22.00 20.00 18.00 17.00 16.00
10 min	20.00 18.00 16.00 14.00 13.00 12.00 11.00
5 min	14.00 12.50 11.00 10.00 9.00 8.50 8.00

## WFMA (FM)

1947

RAB

NAFM

Media Code 4 234 7050 9.00  
Eastern Carolina Electronics, Inc., Hwy. 95, 1-1/2 miles from city, Rocky Mount, N. C. 27803. Phone 2-3109.

See affiliated AM station for additional information. AM facilities: WCEC.

- PERSONNEL**  
Station Manager—M. J. Warner.
- FACILITIES**  
ERP 100,000 w.; 100.7 mc. Operating schedule: 5:30 am-11:00 pm weekdays; 8:00 am-11:00 pm Sun. EST. Antenna ht.—540 ft. above average terrain.
- AGENCY COMMISSION**  
15/2; 10 days.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8. Rate Protection: 10b, 11b, 14b. Basic Rates: 20a, 22b, 23a, 24b, 26a, 29a. Contracts: 40a, 46. Comb.: Cont. Discounts: 60a. Cancellation: 71a, 73a. Affiliated with CBS. Affiliated with American FM Network. Member: North Carolina News Network.

### TIME RATES

Rates effective June 1, 1952. (Card No. 2.)  
Rates received May 28, 1952.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES					
hr	1/2	1/4	10	5	1
1 time	43.00	36.00	15.50	11.25	6.95 3.95
13 times	39.00	21.65	13.00	9.50	5.85 3.25
26 times	37.00	20.00	12.00	8.80	5.20 3.00
52 times	34.25	18.65	10.85	8.20	4.75 2.80
104 times	31.85	17.10	9.75	7.55	4.35 2.60
156 times	30.65	16.85	9.00	7.25	4.10 2.50
260 times	29.45	15.50	8.65	6.95	3.85 2.40
312 times	27.00	14.00	7.75	6.25	3.45 2.15

## WRMT

1958

RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 7100 2.00  
Atlantic Radio Corp., Box 283, Rocky Mount, N. C. 27801. Phone 919-442-8091.



**ROXBORO (1 AM; 1 FM)**

Person County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**WRXO**  
1949

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7150 7.00  
Roxboro Broadcasting Co., Box 1176, Roxboro, N. C.  
27573. Phone 919-599-2119.

- PERSONNEL**  
General Manager—H. W. Winstead, Jr.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, North Carolina News Network.

**TIME RATES**  
ET 10/1/73—Rec'd 10/3/73.

- SPOT ANNOUNCEMENTS**  
1 min 30 sec  
1 x ..... 2.90 2.20 156 x ..... 2.45 1.75  
13 x ..... 2.90 2.10 208 x ..... 2.40 1.70  
26 x ..... 2.70 2.00 312 x ..... 2.30 1.60  
52 x ..... 2.60 1.90 500+ ..... 2.20 1.50  
104 x ..... 2.50 1.80  
Specified times, extra 25%.

**WRXO-FM**

1958

Media Code 4 234 7151 5.00  
Roxboro Broadcasting Co., Box 1176, Roxboro, N. C.  
27573. Phone 919-599-2119.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WRXO-FM: Country music, news, weather & sports.
- FACILITIES**  
ERP 573 w.; 96.7 mc.  
Operating schedule: 5 am-11 pm. EST.  
Antenna ht.: 290 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Member: The Tobacco Radio Network, North Carolina News Network.

**TIME RATES**

Rates are identical to WRXO. See that listing.

**RUTHERFORDTON**

Rutherford County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**WCAB**

1966

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7175 4.00  
Isothermal Broadcast Co., Inc., Box 511, Whiteside Rd., Rutherfordton, N. C. 28139. Phone 704-287-3358.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles Melton.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
500 w. days; 590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.

**TIME RATES**

- No. 2 ET 2/1/74—Rec'd 3/18/74.
- SPOT ANNOUNCEMENTS**  
SIGN-ON-9 AM & 4 PM-SIGN-OFF  
1x 26x 156x 312x 624x 1000x  
1 min ..... 4.70 4.60 4.50 4.40 4.20 4.00  
30 sec ..... 3.90 3.70 3.50 3.30 3.10 2.90  
9 AM-4 PM  
1 min ..... 4.00 3.90 3.80 3.70 3.50 3.30  
30 sec ..... 3.20 3.10 3.00 2.70 2.50 2.30

**SAINT PAULS**

Robeson County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WLAB**

1966

Subscriber to the NAB Radio Code  
Media Code 4 234 7200 0.90  
Larry A. Baker, Box 367, Saint Pauls, N. C. 28384.  
Phone 919-865-5198.

- PERSONNEL**  
Owner/manager—Larry A. Baker.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w. days; 1060 kc.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET 10/8/73.

- SPOT ANNOUNCEMENTS**  
1 min ..... 1.50 30 sec ..... 1.35
- PACKAGE PLANS**  
1 min 600+ per yr, ea ..... 1.30

**SALISBURY (2 AM; 1 FM)**

Rowan County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WRDX (FM)**

1948

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7225 7.00  
WSTP, Inc., Box 157, 1105 Statesville Blvd., Salisbury, N. C. 28144. Phone 704-636-3811.  
See affiliated AM station for additional information.  
AM facilities: WSTP.

- STATION'S PROGRAMMING DESCRIPTION**  
WRDX (FM): Programmed for country and western audience.
- FACILITIES**  
ERP 15,000 w. 106.5 mc.  
Operating schedule: 5-12:15 am. EST.  
Antenna ht.: 350 ft. above average terrain.  
Partial simulcast operation. Operated separately 5:55 am-7 pm. For simulcast facilities see WSTP.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: North Carolina News Network.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 14 ET 5/1/72—Rec'd 10/1/73.
- SPOT ANNOUNCEMENTS**  
1x 52x 104x 156x 365x 750x 1095x  
1 min 4.00 3.60 3.30 3.10 2.80 2.50 2.20  
30 sec 3.00 2.80 2.60 2.40 2.20 1.90 1.70  
15 sec 2.00 1.90 1.70 1.60 1.40 1.30 1.10

**WSAT**

1947

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7250 5.00  
Mid-Carolina Broadcasting Co., Woodleaf Rd., Salisbury, N. C. 28144. Phone 704-633-0621.

- PERSONNEL**  
Sec'y-Treas. & Mgr.—Harry L. Welch.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w.; 1280 kc. Directional—night only.  
Operating schedule: 5:30 am-midnight weekdays; 8:00 am-midnight Sun. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Golden Crescent Group.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
ET 7/15/72—Rec'd 3/15/74.
- SPOT ANNOUNCEMENTS**  
1x 105x 209x  
1 min ..... 5.00 4.50 4.00  
30 sec ..... 4.00 3.50 3.00  
10 sec ..... 3.00 2.50 2.00

**WSTP**

1938

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7300 6.00  
WSTP, Inc., Box 157, 1105 Statesville Blvd., Salisbury, N. C. 28144. Phone 704-636-3811.

- STATION'S PROGRAMMING DESCRIPTION**  
WSTP: Programmed for adults and young adults.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Harrell.
  - REPRESENTATIVES**  
The Dvney Organization, Inc.  
South-Southeast—Southern Spot Sales, Inc.  
Southwest—Mario Messina Company.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:00 am-midnight. EST.  
Partial simulcast operation. Simulcast 5-5:55 am & 7 pm-12:15 am. For non-simulcast facilities see WDRX (FM).
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRDX (FM).  
Affiliated with MBS.  
Member: Farm Radio Network, Carolina Radio Network.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 15 ET 8/13/73—Rec'd 10/2/73.
- SPOT ANNOUNCEMENTS**  
ROS: 1x 52x 104x 156x 365x 750x 1095x  
1 min 5.00 4.50 4.20 3.80 3.60 3.30 3.00  
30 sec 4.00 3.50 3.30 3.10 2.80 2.60 2.40  
15 sec 3.00 2.70 2.50 2.30 2.10 1.90 1.70  
Guaranteed time or fixed position: 1 min, extra 1.00; 30 sec, extra .50. 15 sec IOS only.

**SANFORD (2 AM; 1 FM)**

Lee County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WEYE**

1952

Subscriber to the NAB Radio Code  
Media Code 4 234 7350 3.00  
Crest Broadcasting Corp., Box 2457, Sanford, N. C. 27330. Phone 919-775-3021.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEYE: Programmed for young adults and adults 18-49.

- PERSONNEL**  
General Manager—Bob Massie.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

**TIME RATES**

No. 19 N ET 7/15/72—Rec'd 7/31/72.  
AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm & after 6 pm; Sun all day.

- SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
1 min ..... 2.60 2.35 2.25 2.05 1.95  
30 sec ..... 2.05 1.85 1.75 1.45 1.35  
20 sec ..... 1.75 1.60 1.55 1.30 1.20  
CLASS A  
1 min ..... 3.25 2.00 1.90 1.75 1.65  
30 sec ..... 1.75 1.50 1.40 1.25 1.15  
20 sec ..... 1.40 1.25 1.20 1.10 1.00

**TIME RATES**

- CLASS AA  
1 min ..... 2.55 2.30 2.20 1.90 1.80  
30 sec ..... 2.00 1.80 1.70 1.40 1.30  
20 sec ..... 1.70 1.55 1.50 1.25 1.15  
CLASS A  
1 min ..... 2.20 1.95 1.85 1.70 1.60  
30 sec ..... 1.70 1.45 1.35 1.20 1.10  
20 sec ..... 1.35 1.20 1.15 1.05 .95

**CONTRACT DISCOUNT**

- 13 wk.—.05 less per spot than monthly rate.  
26 wk.—.10 less per spot than monthly rate.  
52 wk.—.15 less per spot than monthly rate.

- PACKAGE PLANS**  
PER MO: 20 sec 30 sec 1 min  
5 spots, 6 days per wk ..... 180 170 225  
No contract discount.
- SPECIAL FEATURES**  
Partial Participation ..... 4.00 3.10  
Full Participation (5 per wk) ..... 3.25 2.50  
Double Participation ..... 2.90 2.35

**WWGP**

1948

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7400 6.00  
WWGP Broadcasting Corp., Drawer R, Sanford, N. C. 27330. Phone 919-775-3525.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWGP: Programmed for adults 18-50, modern country music.

- PERSONNEL**  
General Manager—Richard K. Feindel.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Tobacco Radio Network, North Carolina News Network.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 9 ET 9/73—Rec'd 8/31/73.
- SPOT ANNOUNCEMENTS**  
PER YR: 1x 21x 61x 102x 201x  
1 min ..... 6.50 6.25 6.00 5.75 5.50  
30 sec ..... 5.00 4.75 4.50 4.25 4.00  
501x 400x 500x 600+  
1 min ..... 5.00 4.25 3.75 2.30  
30 sec ..... 3.75 3.00 2.50 1.80
  - PACKAGE PLANS**  
SATURATION PACKAGES  
50+ 30-sec spots in 7 days, ea ..... 1.50  
100+ 1-min spots in 31 days, ea ..... 2.00

**WWGP-FM**

1950

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7401 4.00  
WWGP Broadcasting Corp., Drawer B, Sanford, N. C. 27330. Phone 919-775-3525.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 490 w.; 105.5 mc.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 1 ET 10/23/72—Rec'd 11/3/72.
- SPOT ANNOUNCEMENTS**  
1x 21x 41x 61x 81x 101+  
1 min ..... 2.75 2.50 2.25 2.00 1.75 1.50  
30 sec ..... 2.25 2.00 1.75 1.50 1.25 1.00

**NORTH CAROLINA****SCOTLAND NECK**

Halifax County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WYAL**

1960

Media Code 4 234 7450 1.00  
WYAL Radio, Inc., Box 425, Scotland Neck, N. C. 27874. Phones 919-826-3114, 4714.

- PERSONNEL**  
Sta. & Sales Mgr., Farm Dir.—Byron Thomas.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
5,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, North Carolina News Network.

**TIME RATES**

- No. 5 ET 1/1/74—Rec'd 3/25/74.
- SPOT ANNOUNCEMENTS**  
1x 13x 26x 52x 104x 156x 260x 312x  
1 min 4.00 3.75 3.50 3.25 3.00 2.75 2.50 2.25  
30 sec 3.50 3.25 3.00 2.75 2.50 2.25 2.00 1.75

**SELMA**

Johnston County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**WBZB**

1964

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7500 3.00  
WBZB Broadcasting Service, Inc., Box 1, Hwy. 301 S., Selma, N. C. 27576. Phone 919-965-3763.  
Other office: 506 E. Hancock St., Smithfield, N. C. 27577. Phone 919-934-6523.

- PERSONNEL**  
General Manager—Rick Bridges.
- FACILITIES**  
1,000 w.; 1090 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**  
Contact station for details.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, North Carolina News Network.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
ET 5/1/72—Rec'd 5/5/72.
- SPOT ANNOUNCEMENTS**  
PER CONTRACT: 1x 50x 150x 200+  
10 sec ..... 1.50 1.25 1.10  
30 sec ..... 2.40 2.25 2.00 1.75  
1 min ..... 3.00 2.80 2.50 2.30

**SHALLOTTE**

Brunswick County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

**WVCB**

1964

Media Code 4 234 7525 0.90  
Shallotte Broadcasting Co., Box 314, Main Hwy. 17, Shallotte, N. C. 28459. Phone 919-754-4512.

- PERSONNEL**  
Farmer, Co-Manager & Prog. Dir.—A. Earl Munn-ten.
- REPRESENTATIVES**  
T-N Spot Sales.
- FACILITIES**  
500 w.; 1410 kc. Non-Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 20th of month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 2 ET 1/1/69—Rec'd 7/15/69.
- A—Sign-on-9 am & 11:30 am-1:30 pm.  
B—All other times.
- SPOT ANNOUNCEMENTS**  
1 MINUTE  
1x 13x 26x 52x 104x 156x 260x 312x  
A ..... 3.25 3.00 2.75 2.60 2.45 2.30 2.15 2.00  
B ..... 2.75 2.50 2.25 2.10 2.00 1.90 1.80 1.75  
30 SECONDS  
A & B 2.50 2.25 2.00 1.90 1.70 1.60 1.50

**SHELBY (2 AM; 1 FM)**

Cleveland County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**WADA**

1958

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 234 7550 6.00  
Cleveland County Broadcasting Co., Inc., Drawer 1390, Radio Rd., Shelby, N. C. 28150. Phone 704-482-1390, 704-487-5557.

- STATION'S PROGRAMMING DESCRIPTION**  
WADA: Programmed for adults 18-38 age range.  
(This listing continued on next page)

# NORTH CAROLINA

## Shelby—WADA—Continued

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Boyce J. Hanna.
- 2. FACILITIES**  
1,000 w. days, 500 w. nights; 1390 kc.  
Operating schedule: 4:30 am-midnight Mon thru Sat;  
7:00 am-11:00 pm Sun. EST.
- 3. AGENCY COMMISSION**  
15% time and talent; 10 days.
- 4. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective May 1, 1965.  
Rates received April 19, 1965.

**6. SPOT ANNOUNCEMENTS**

	1 min/30 sec	20 sec	10 sec
1 ti	4.00	3.10	2.90
25 ti	3.90	3.00	2.80
52 ti	3.80	2.90	2.70
104 ti	3.60	2.80	2.60
156 ti	3.50	2.75	2.55
208 ti	3.45	2.70	2.50
300 ti	3.30	2.60	2.40
500 ti	3.10	2.50	2.30
1000 or more ti	2.90	2.35	2.20

**7. PACKAGE PLANS**

**SATURATION PLAN (1 Minute)**

PER WK:	70. 45 ti	144.
20 ti	85. 50 ti	157.
30 ti	100. 60 ti	183.
35 ti	115. 70 ti	207.
40 ti	130.	

20-second announcements—80% of 1 minute rate.  
10-second announcements—70% of 1 minute rate.

- 10. SPECIAL FEATURES**  
Newcasts: Every hour at :55 (5 min), per mo 97.50.  
Weathercasts: Every hour on the half-hour (3 min), per mo, 97.50.  
Subject to prior sale and sold 5 days per week, minimum contract 6 months.

## WOHS WOHS-FM

1946 1949

Media Code 4 234 7600 1.00  
Western Carolina Radio Corp., Box 1590, Shelby, N. C. 28150. Phone 704-487-6313.

**STATION'S PROGRAMMING DESCRIPTION**  
WOHS: Music, news, sports, special features.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert M. Wallace.
- 2. REPRESENTATIVES**  
Southeast—Southern Spot Sales, Inc.
- 3. FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 2,600 w.; 96.1 mc.  
Antenna ht.: 460 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 min	45 sec	30 sec	15 sec
1 ti	3.00	2.40	1.90	1.40
51 ti	2.75	2.20	1.70	1.20
100+	2.50	2.00	1.50	1.00

## SILER CITY

Chatham County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

## WNCA

1952

Subscriber to the NAB Radio Code  
Media Code 4 234 7650 6.00  
The Chatham Broadcasting Co., Inc. of Siler City, Box 429, U. S. Hwy. 64, Siler City, N. C. 27344.  
Phone 742-2135.

- 1. PERSONNEL**  
General Manager—Paul H. Miller.
- 2. REPRESENTATIVES**  
George T. Hopewell, Inc.  
South—Southern Spot Sales, Inc.
- 3. FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
250 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 4 ET 8/15/74—Rec'd 8/26/74.

- 6. SPOT ANNOUNCEMENTS**
- |              |      |       |       |       |       |
|--------------|------|-------|-------|-------|-------|
| PER WK. ROS: | 1 ti | 12 ti | 18 ti | 24 ti | 30 ti |
| 1 min        | 3.20 | 3.10  | 2.95  | 2.80  | 2.30  |
| 30 sec       | 2.55 | 2.50  | 2.35  | 2.25  | 1.85  |
- All drive—6-9 am & 3-6 pm, extra 1.00.
- 7. PACKAGE PLANS**  
Family Plan—50 1-min spots wkly, ROS, ea 1.95; 30-sec, ea 1.55.  
Blue Chip Plan—150x monthly, 1-min 270.00; 30-sec 217.50.  
Annual Rate Holder—1040 1-min, ROS, ea 1.70; 30-sec 1.35. Minimum of 40 spots monthly, fixed position, ROS, guarantees 1/3 in drive time when available.

# SMITHFIELD

Johnston County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WMPM

1950

Subscriber to the NAB Radio Code  
Media Code 4 234 7700 9.00  
Carolina Broadcasting Service, Inc., Box 240, Smithfield, N. C. 27577. Phone 919-934-2434, 7161.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Carl Lamm.
- 2. REPRESENTATIVES**  
Southern Spot Sales, Inc.
- 3. FACILITIES**  
5,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Carolina Radio Network, The Tobacco Radio Network, Country Music Network, Farm Radio Network.

**TIME RATES**  
ET—Rec'd 4/2/73.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	6.50	6.00	5.50	5.00	4.50

# SOUTHERN PINES

(1 AM; 1 FM)

Moore County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WEEB

1947

Media Code 4 234 7750 4.00  
Sandhill Community Broadcasters, Inc., Hwy. No. 2 between Pinehurst and Southern Pines, N. C. 28387. Phone 919-692-7440.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jack S. Youms.
- 2. REPRESENTATIVES**  
Atlanta—David Carpenter Company.
- 3. FACILITIES**  
5,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.  
Member: North Carolina News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/31/73—Rec'd 6/15/73.

**6. SPOT ANNOUNCEMENTS**

AA—Mon thru Fri 6-9 am, 11:30 am-1:30 pm & 4:30-7 pm	A—All other times.						
PER WK:	1 ti	5 ti	10 ti	15 ti	25 ti	50 ti	70 ti
AA	5.00	4.50	4.00	3.75	3.50	3.25	2.75
A...	4.50	4.00	3.50	3.25	3.00	2.75	2.25
	30 SECONDS						
AA	3.75	3.50	3.25	2.75	2.50	2.35	2.00
A...	3.25	3.00	2.75	2.50	2.25	2.00	1.75

(CR)

## WIOZ (FM)

1973

Subscriber to the NAB Radio Code  
Media Code 4 234 7762 9.00  
107, Inc., Box 2107, Short & Long Sts., Southern Pines, N. C. 28387. Phone 919-692-2107.

- 1. PERSONNEL**  
General Manager—William R. Gaston.
- 2. REPRESENTATIVES**  
Southern Spot Sales, Inc.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: 5 am-midnight daily. EST.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Mark Media Group.

**TIME RATES**  
No. 2 ET 7/28/74—Rec'd 7/8/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	25 ti	50 ti	100 ti	200+
1 min	3.75	3.50	3.40	3.00	2.75
30 sec	2.75	2.60	2.50	2.20	1.75
10 sec	2.00	1.90	1.80	1.60	1.30

# SPARTA

Alleghany County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## WCOK

1967

Subscriber to the NAB Radio Code  
Media Code 4 234 7775 1.00  
Sparta-Independence Radio Corp., Box 617, Sparta, N. C. 28675. Phone 919-372-8231, 8232.

- 1. PERSONNEL**  
Manager—H. Sid Comer.
- 3. FACILITIES**  
250 w.; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; agencies add commission to rates shown. Payable 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, Mountaineer Group.

**TIME RATES**  
No. 1 ET 1/1/72—Rec'd 3/28/72.

**7. PACKAGE PLANS**

30 DAYS:	10 ti	25 ti	50 ti	100 ti	200 ti	300 ti
1 min	5.50	4.40	3.90	3.30	3.00	2.50
30 sec	4.40	3.80	3.30	2.80	2.50	2.00
90 DAYS:	1 min	5.40	4.40	3.80	3.50	3.00
30 sec	4.00	3.60	3.30	2.80	2.50	2.00

# SPRING LAKE

Cumberland County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WFBS

1963

Media Code 4 234 7800 7.00  
Radio Smiles, Inc., Box 171, Hwy. 210, N., Spring Lake, N. C. 28390. Phone 919-497-3176.

**STATION'S PROGRAMMING DESCRIPTION**  
WFBS: Programming directed toward servicemen and his dependents, young adults and young attitude listeners.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jerry Oakley.
- 2. REPRESENTATIVES**  
South—Southern Spot Sales, Inc.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 24 hours. EST.
- 4. AGENCY COMMISSION**  
15% on time.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Radio Smiles Group.

**TIME RATES**  
ET 4/1/68—Rec'd 4/3/68.

**6. SPOT ANNOUNCEMENTS**  
(6:30-9 am, noon-1 pm & 3:30-6 pm)

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	6.00	5.50	5.00	4.50
30 sec	4.50	4.10	3.75	3.35

(All other times)

1 min	4.80	4.40	4.00	3.60
30 sec	3.60	3.30	3.00	2.40

10 sec: 50% of 1-min.

# SPRUCE PINE

Mitchell County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## WTOE

1955

Subscriber to the NAB Radio Code  
Media Code 4 234 7850 2.00  
Toe River Valley Broadcasting Co., Inc., Box 668, Radio Chalk Mtn., 1-1/2 miles west on 19 E. Spruce Pine, N. C. 28777. Phone 704-765-7441.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Tom N. Cooper.
- 2. REPRESENTATIVES**  
David Carpenter Company.
- 3. FACILITIES**  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 ET 8/1/73—Rec'd 1/30/74.

**6. SPOT ANNOUNCEMENTS**

AA—Sign-on-9 am.	1 min 30 sec	3.00	2.50
AA—9 am-3:30 pm	CLASS A		
1 min	1x	13x	26x
30 sec	3.00	2.95	2.90
	2.45	2.40	2.30
	2.20	2.05	1.90
	1.75		

# STATESVILLE (2 AM; 2 FM)

Iredell County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WDBM WDBM-FM

1957 1961

Media Code 4 234 7900 5.00  
Iredell Broadcasting Corp., Box 1027, 212 Signal Hill Dr., Statesville, N. C. 28677. Phone 704-872-2455.

**STATION'S PROGRAMMING DESCRIPTION**  
WDBM: modern country music, news at :60, sports.  
WDBM-FM: 6-11 pm contemporary popular music.

- 1. PERSONNEL**  
General Manager—Michael Duke.
- 3. FACILITIES**  
500 w. days; 550 kc.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,600 w.; 96.9 mc.  
Operating schedule: 5 am-11 pm. EST.  
Antenna ht.: 342 ft. above average terrain.  
Simulcast 6 am-6 pm.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 7/1/73—Rec'd 6/5/73.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	26 ti	52 ti	79 ti	104 ti	130+
1 min	4.50	4.30	4.10	3.90	3.70	3.55
30 sec	3.60	3.40	3.20	3.05	2.90	2.75

# WFMX (FM)

1947  
Media Code 4 234 7950 0.00  
Statesville Broadcasting Co., Inc., Radio Building, Radio Road, Statesville, N. C. 28677. Phone 704-872-6348.  
See affiliated AM station for additional information.  
AM facilities: WSIC.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFMX (FM): Programmed for country music and gospel audience.

- 1. PERSONNEL**  
Asst. Vice-Pres. & Gen'l Mgr.—Dorothea S. Allen.
- 2. REPRESENTATIVES**  
Southeast—Southern Spot Sales, Inc.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 350 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 11/1/72—Rec'd 1/31/73.

**6. SPOT ANNOUNCEMENTS**

1+ ti, 1 min	5-9 AM	1+ ti, 30 sec	4.50
ALL OTHER TIMES			
1 ti	1 min	30 sec	15 sec
	7.00	4.00	3.00
PER WK:	5 ti	10 ti	15 ti
Discount	5%	10%	15%

# WSIC

1947

Media Code 4 234 8000 3.00  
Statesville Broadcasting Co., Inc., Radio Building, Radio Road, Statesville, N. C. 28677. Phone 704-872-6345.

**STATION'S PROGRAMMING DESCRIPTION**  
WSIC: Programmed for 18-35 age group.

- 1. PERSONNEL**  
Manager—J. David Bradsher.
- 2. REPRESENTATIVES**  
T-N Spot Sales.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station. Net 30 days; btms rendered last day of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFMX (FM).  
Affiliated with American Contemporary Network.  
Member: North Carolina News Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/71—Rec'd 6/1/72.

**6. SPOT ANNOUNCEMENTS**

AA—5-10 am, noon-1 pm & 4-6 pm.	A—All other times.					
PER WK:	1 wk	14 wk	27 wk	1 wk	14 wk	27 wk
1 MIN:	4.00	3.90	3.80	3.00	2.90	2.80
5 ti	3.90	3.80	3.70	2.90	2.80	2.70
20 ti	3.80	3.70	3.60	2.80	2.70	2.60
30 ti	3.70	3.60	3.50	2.70	2.60	2.50
30 SEC:						
5 ti	3.00	2.90	2.80	2.00	1.90	1.80
10 ti	2.80	2.70	2.60	1.80	1.70	1.60
20 ti	2.80	2.70	2.60	1.80	1.70	1.60
30 ti	2.70	2.60	2.50	1.70	1.60	1.50

15 sec or less: 50% of 1-min.

# SYLVA

Jackson County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## WMSJ

1957

Subscriber to the NAB Radio Code  
Media Code 4 234 8050 8.00  
WMSJ, Inc., Box 458, Waynesville Hwy., Sylva, N. C. 28779. Phone 704-586-4858.  
**STATION'S PROGRAMMING DESCRIPTION**  
WMSJ: MOR 6 am-8 pm, modern rock 8 pm-12M.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—James B. Childress.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 680 kc.  
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Mountaineer Group.

**TIME RATES**  
No. A-2 ET 11/8/70—Rec'd 11/22/71.

**7. PACKAGE PLANS**

30 DAYS:	1 ti	30 ti	60 ti	90 ti	120 ti	150 ti
15 sec	4.50	4.00				



## Tabor City—W KSM (FM)—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
 WKSM (FM): Programmed for adults.  
**3. FACILITIES**  
 ERP 5,000 w.; 104.9 mc.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 183 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with MBS.  
 WKSM (FM) and WTAB combinable to earn quantity rates.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 3/1/74—Rec'd 2/14/74.	
<b>6. SPOT ANNOUNCEMENTS</b>	
PER MO:	30 ti 60 ti 90 ti 120 ti 150 ti
1 min.....	2.10 1.90 1.75 1.60 1.45
45 sec.....	1.90 1.75 1.60 1.45 1.35
30 sec.....	1.70 1.55 1.40 1.30 1.20
20 sec.....	1.45 1.35 1.25 1.20 1.05

## WTAB

Subscriber to the NAB Radio Code  
 Media Code 4 234 8100 1.00  
 Tabor City Broadcasting Co., Box 127, Tabor City,  
 N. C. 28463. Phone 919-853-2131.

**STATION'S PROGRAMMING DESCRIPTION**  
 WTAB: Programmed for general interest.

- PERSONNEL**  
 General Manager—James C. Cox.
- REPRESENTATIVES**  
 Southern Spot Sales, Inc.
- FACILITIES**  
 5,000 w. days; 1370 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
 20%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM Facilities: WKSM (FM).  
 Affiliated with MBS and KBS.  
 Member: Carolina Radio Network, Farm Radio Network.  
 WTAB and WKSM (FM) combinable to earn quantity rates.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 3/1/74—Rec'd 2/14/74.	
<b>6. SPOT ANNOUNCEMENTS</b>	
PER MO:	30 ti 60 ti 90 ti 120 ti 150 ti
1 min.....	3.50 3.15 2.85 2.60 2.35
45 sec.....	3.15 2.85 2.60 2.35 2.10
30 sec.....	2.80 2.55 2.30 2.05 1.80
20 sec.....	2.45 2.20 1.95 1.75 1.60

Fixed position, extra 10%.

**10. SPECIAL FEATURES**  
 Newscast ..... 7.00 Newscast adjacency.... 3.50

## TARBORO (1 AM; 1 FM)

Edgecombe County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

## WCPS WCPS-FM

1948 1952

Media Code 4 234 8150 5.00  
 Coastal Plains Broadcasting Co., Inc., Box 1112,  
 Grider's Bldg., Tarboro, N. C. 27886. Phone  
 823-2191, 82.

- PERSONNEL**  
 General Manager—Robert L. Harper.
- REPRESENTATIVES**  
 Southern Spot Sales, Inc.
- FACILITIES**  
 1,000 w. days; 760 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
 20%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Carolina Radio Network, North Carolina News Network, Farm Radio Network, The Tobacco Radio Network.

TIME RATES	
ET 3/30/73—Rec'd 4/2/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 13x 26x 52x 104x
1 min.....	5.00 4.75 4.55 4.35 4.15
30 sec.....	3.75 3.50 3.25 3.00 2.75
15 sec or less.....	3.50 3.25 3.00 2.75 2.50
1 min.....	4.00 3.85 3.60 3.50
30 sec.....	2.60 2.50 2.35 2.25
15 sec or less.....	2.35 2.25 2.15 2.00

## TAYLORSVILLE (2 AM)

Alexander County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

## WSTH

Subscriber to the NAB Radio Code  
 Media Code 4 234 8200 9.00  
 The Alexander Broadcasting Company, Inc., Box 997,  
 Taylorsville, N. C. 28691. Phone 704-633-4821.

- PERSONNEL**  
 General Manager—Frank Smith.
- FACILITIES**  
 250 w.; 860 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

TIME RATES	
No. 2 ET 8/1/66—Rec'd 9/1/66.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1 min 30 sec 10 sec
1 x.....	2.55 2.85 1.25
20 x.....	2.45 2.60 1.20
52 x.....	2.35 1.90 1.15

	1 min	30 sec	10 sec
100 x.....	2.30	1.80	1.15
400 x.....	2.10	1.70	1.05
500 x.....	1.75	1.50	1.00
1000 x.....	1.40	1.20	.95

**7. PACKAGE PLANS**

	50 ti	100 ti
1 min in 1 week, ea.....	1.50	1.30

## WTLK

1962

Subscriber to the NAB Radio Code  
 Media Code 4 234 8250 4.00  
 International Broadcasting Co., Inc., Box 847, First  
 Ave., S. W., Taylorsville, N. C. 28631. Phone 704-  
 632-4214.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Hoyt P. Potts.
- REPRESENTATIVES**  
 T-N Spot Sales.
- FACILITIES**  
 500 w.; 1570 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Contemporary Network.  
 Member: North Carolina News Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 2/5/73—Rec'd 2/5/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 25x 50x 100x 500x
1 min.....	3.25 3.00 2.50 2.25 2.00 1.50
30 sec.....	2.25 1.95 1.60 1.45 1.30 1.00
10 sec.....	1.25 1.00 .80 .75 .65 .50

Specified time, extra 10%.  
 To be used within 30 days.

## THOMASVILLE (1 AM; 1 FM)

Davidson County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

## WTNC

1947

Subscriber to the NAB Radio Code  
 Media Code 4 234 8300 7.00  
 Thomasville Broadcasting Co., Box 250, State Com-  
 mercial Bank Bldg., Thomasville, N. C. 27386.  
 Phone 919-476-7701.

- PERSONNEL**  
 Manager—Harold Harrison.
- REPRESENTATIVES**  
 Charles Bernard Co., Inc.
- FACILITIES**  
 1,000 w. days; 790 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, EST.  
 Partial simulcast operation. Simulcast sunrise-local  
 sunset. For non-simulcast facilities see WTNC-FM.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 3/1/73—Rec'd 2/26/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 32x 365x 750x 1500x
1 min.....	4.00 3.75 3.50 3.25 3.00
30 sec/less.....	2.50 2.25 2.00 1.60 1.35

## WTNC-FM

1949

Subscriber to the NAB Radio Code  
 Media Code 4 234 8301 5.00  
 Thomasville Broadcasting Co., Box 250, State Com-  
 mercial Bank Bldg., Thomasville, N. C. 27386.  
 Phone 919-476-7701, 476-7851.

- FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 (vert.); 98.3 mc.  
 Operating schedule: 5:30 am-10:05 pm.  
 Antenna ht.: 245 ft. above average terrain.  
 Partial simulcast operation. Operated separately  
 local sunset to sign-off. For simulcast facilities  
 see WTNC.
- AGENCY COMMISSION**  
 None; all rates net to station.

**TIME RATES**  
 FM only: 50% of AM rates.

## TROY

Montgomery County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

## WJRM

1961

Subscriber to the NAB Radio Code  
 Media Code 4 234 8350 2.00  
 Montgomery Broadcasting, Inc., Box 549, Troy, N. C.  
 27371. Phone 576-8811.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—John C. Wallace.
- FACILITIES**  
 1,000 w. days; 1390 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET—Rec'd 5/3/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1 ti 50 ti 100+
1 min.....	3.00 2.50 1.75
30 sec.....	2.00 1.65 1.35

Must be used within 30 days.

7. PACKAGE PLANS	
SATURATION, PER WK:	
	10 ti 25 ti 50 ti 100 ti
10 sec.....	12.00 20.00 37.50 70.00

## TRYON

Polk County—Map Location C-5  
 See SRDS consumer market map and data at beginning of the State.

## WTYN

1954

Subscriber to the NAB Radio Code  
 Media Code 4 234 8400 3.00  
 WTYN Radio, Box 940, Tryon, N. C. 28782. Phone  
 803-457-4105.

- PERSONNEL**  
 Owner & Gen'l Mgr.—Gene Milsteen.
- REPRESENTATIVES**  
 C. K. Beaver & Associates, Inc.
- FACILITIES**  
 1,000 w. days; 1550 kc. Non-directional.  
 500 w. pre-sunrise.  
 Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: Mountain Group.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
No. 5 ET 7/71—Rec'd 5/29/74.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 13x 26x 52x 104x 156x 312x
1 min 3.00	2.85 2.70 2.55 2.40 2.25 2.10
30 sec 2.40	2.30 2.15 2.05 1.95 1.80 1.70

## VALDESE

Burke County—Map Location D-4  
 See SRDS consumer market map and data at beginning of the State.

## WSVM

1961

Media Code 4 234 8450 0.00  
 Burke County Broadcasting Co., Box 99, Valdeese,  
 N. C. 28690. Phone 704-874-0000.  
 Other office—111 Collett St., Morganton, N. C. Phone  
 704-374-2345.

- STATION'S PROGRAMMING DESCRIPTION**  
 WSVM: Contemporary.
- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—William R. Rollins.
- REPRESENTATIVES**  
 Southern Spot Sales, Inc.
- FACILITIES**  
 1,000 w. days; 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 5 am-11:15 pm, EST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: North Carolina News Network, Suburban  
 Radio Group.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
No. 5 ET 7/71—Rec'd 5/30/74.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1 ti 10 ti 25 ti 50 ti 100 ti
30 DAYS:	
1 min.....	4.00 3.75 3.50 3.25 3.00
30 sec.....	3.25 3.00 2.75 2.50 2.25
15 sec.....	2.50 2.25 2.00 1.75 1.50

Specified time, per spot extra .25.  
 DISCOUNT  
 6 months, or longer, firm contract—10%.

## WADESBORO

Anson County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

## WADE

1947

Subscriber to the NAB Radio Code  
 Media Code 4 234 8500 2.00  
 WADE Radio, Box 341, Wadesboro, N. C. 28170.  
 Phone 704-694-2175.

- PERSONNEL**  
 General Manager—W. P. Billingsley.
- REPRESENTATIVES**  
 T-N Spot Sales.
- FACILITIES**  
 1,000 w. days; 1210 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: The Tobacco Radio Network, North Caro-  
 lina News Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
No. 70 ET 3/1/73—Rec'd 5/4/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1 ti 10 ti 25 ti 50 ti 100 ti
PER MO:	
1 min.....	3.00 2.75 2.50 2.25 2.00
30 sec.....	2.50 2.25 2.00 1.75 1.50

## WALLACE (1 AM; 1 FM)

Duplin County—Map Location J-5  
 See SRDS consumer market map and data at beginning of the State.

# NORTH CAROLINA

## WLSE WLSE-FM

1953 1958 1972

Media Code 4 234 8550 7.00  
 Duplin Broadcasting Co., Inc., Highway 117 N.,  
 Wallace, N. C. 28466. Phone 919-285-2187.

- STATION'S PROGRAMMING DESCRIPTION**  
 WLSE: Programmed for the family.
- PERSONNEL**  
 Manager—Grace Heath.
- REPRESENTATIVES**  
 T-N Spot Sales.
- FACILITIES**  
 1,080 w. days; 250 w. nights; 1460 kc.  
 Non-directional.  
 Operating schedule: 5:30 am midnight, EST.  
 FM-ERP 3,000 w.; 94.3 mc.  
 Operating schedule: Same as AM.  
 Antenna ht. ....
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Member: The Tobacco Radio Network, North Caro-  
 lina News Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 9/27/72—Rec'd 9/27/72.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 13x 26x 52x 104x 156x 200x 500+
1 min 3.25	3.15 3.00 2.90 2.85 2.85 1.95
30 sec	2.25 2.25 2.10 1.90 1.80 1.75 1.65 1.50

## WANCHESE

Dare County—Map Location L-4  
 See SRDS consumer market map and data at beginning of the State.

## WOBR WOBR-FM

1970 1973

**NC News Network**  
 Represented by  
**T-N Spot Sales**  
 Middle-of-the-Road

Subscriber to the NAB Radio Code  
 Media Code 4 234 8575 4.00  
 WOBR, Inc., Box 158, Hwy. 345, Wanchese, N. C.  
 27981. Phone 919-473-3434. TWX 29GT-4.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Douglas L. Craddock.  
 Station Manager—Tom McKimmey.
- REPRESENTATIVES**  
 T-N Spot Sales.
- FACILITIES**  
 250 w.; 1530 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, EST.  
 FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3  
 mc. Stereo.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 191.8 ft. above average terrain.  
 Simulcast Sunrise-local sunset.
- AGENCY COMMISSION**  
 None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: North Carolina News Network.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 8/1/73—Rec'd 9/10/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
	1x 13x 26x 52x 104x
1 min.....	3.00 2.80 2.85 2.75 2.65
30 sec.....	2.50 2.40 2.35 2.35 2.15
1 min.....	2.60 2.55 2.50 2.45
30 sec.....	2.10 2.05 2.00 1.95

TIME RATES	
AM OR FM	
	1x 13x 26x 52x 104x
1 min.....	2.50 2.40 2.30 2.25 2.20
30 sec.....	2.00 1.90 1.80 1.75 1.70
1 min.....	1.56x 312x 624x 1000+
30 sec.....	2.15 2.10 2.05 2.00
30 sec.....	1.65 1.60 1.55 1.50

- PACKAGE PLANS**
  - PER WK:**
| 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti |  |
| 1 min..... | 2.75 2.70 2.65 2.60 2.55 2.50 |
| 30 sec..... | 2.35 2.25 2.20 2.15 2.10 2.00 |
- Non-simulcast: Less 10%.
- PROGRAM TIME RATES**
| 5 min 10 min 1/4 hr 25 min 1/2 hr 1 hr |  |
| 1 x..... | 7.00 8.00 9.00 16.00 20.00 30.00 |
| 52 x..... | 6.00 7.00 8.00 14.00 18.00 28.00 |
| 104 x..... | 5.50 6.50 7.50 13.50 17.00 26.00 |
| 260 x..... | 5.00 6.25 7.00 12.00 15.00 25.00 |
- Non-simulcast: Less 15%.

## WARRENTON

Warren County—Map Location H-3  
 See SRDS consumer market map and data at beginning of the State.

## NORTH CAROLINA

### Worrenton—WARR—Continued

- PERSONNEL**  
General Manager—Vic Daughtry.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w.; 1520 kc.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 8-1-70—Rec'd 12/7/73.
- 7. PACKAGE PLANS**
- |                  |       |        |        |      |
|------------------|-------|--------|--------|------|
| PER MO:          | 1 ti  | 10 ti  | 20 ti  | 60+  |
| 1 min.           | 2.00  | 1.95   | 1.90   | 1.80 |
| 30 sec.          | 1.75  | 1.70   | 1.60   | 1.50 |
| 15 sec.          | 1.50  | 1.45   | 1.40   | 1.30 |
| 52-WK PLAN, ROS: | 1 min | 30 sec | 15 sec |      |
| 500 w.           | 1.65  | 1.35   | 1.10   |      |
| 1000 w.          | 1.65  | 1.25   | 1.00   |      |
- Maximum 25% of weekly schedule in 1 day.

## WARSAW

Duplin County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

### WTRQ

1971



- Media Code 4 234 8593 7.00  
Quinn Broadcasting Co., Box 565, Warsaw, N. C. 28398. Phone 919-293-7861.
- STATION'S PROGRAMMING DESCRIPTION**  
WTRQ: Programmed for general interest.
- PERSONNEL**  
Station Manager—J. L. Moseley.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
10,000 w.; 1560 kc. Non-directional, except during critical hours.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15% time only; monthly.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 3/28/71—Rec'd 3/28/71.
- 6. SPOT ANNOUNCEMENTS**
- |         |          |      |       |       |       |
|---------|----------|------|-------|-------|-------|
| PER WK: | 1 MINUTE | 5 ti | 10 ti | 25 ti | 50 ti |
| Flat    | 8.00     | 7.20 | 6.40  | 5.60  | 4.80  |
| *13 wk  | 7.20     | 6.40 | 5.75  | 5.20  | 4.30  |
| *26 wk  | 6.00     | 5.40 | 4.80  | 4.15  | 3.60  |
| *52 wk  | 4.00     | 3.60 | 3.20  | 2.80  | 2.40  |
- Flat 30 SECONDS
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| Flat   | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 |
| *13 wk | 4.50 | 4.00 | 3.60 | 3.25 | 2.79 |
| *26 wk | 3.75 | 3.40 | 3.00 | 2.60 | 2.25 |
| *52 wk | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 |
- (\*) Contract.

## WASHINGTON (2 AM; 1 FM)

Beaufort County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

### WEW

1961

- Media Code 4 234 8600 0.00  
Radio Washington, Inc., Box 439, North Carolina National Bank Bldg., Washington, N. C. 27889. Phone 919-946-4124.
- STATION'S PROGRAMMING DESCRIPTION**  
WEW: C & W music, network news at :50 & :30.
- PERSONNEL**  
General Manager—Law Heilbroner.
  - REPRESENTATIVES**  
Hal Walton Co.
  - FACILITIES**  
500 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Multiple products of same parent company may combine for all applicable discounts, providing they are contracted for by the same agency at the same time.  
Affiliated with MRS.  
Member: National Ag-Radio Groups, Inc., Farm Radio Network.
- TIME RATES**  
ER 7/1/70—Rec'd 6/30/71.
- 6. SPOT ANNOUNCEMENTS**
- |         |               |      |       |       |       |
|---------|---------------|------|-------|-------|-------|
| PER WK: | 1 ti          | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min.  | 5.50          | 4.50 | 4.25  | 4.00  | 3.80  |
| 30 sec. | 80% of 1-min. |      |       |       |       |
| 10 sec. | 60% of 1-min. |      |       |       |       |

### WITN

1942



- Media Code 4 234 8650 5.00  
Tarheel Broadcasting System, Inc., WITN Radio, Box 793, Washington, N. C. 27889. Phone 946-2162.
- Studio—Hwy. 17, one mile south of Washington, N. C.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert E. Frowein.
  - REPRESENTATIVES**  
PRO Time Sales, Inc.  
Southeast—David Carpenter Company.
  - FACILITIES**  
5,000 w. days; 1,000 w. nights; 9:30 kc.  
Directional—nighttime only.  
Operating schedule: 6 am-midnight. EST.
  - AGENCY COMMISSION**  
15/0 net charges for time; payable when rendered.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: The Tobacco Radio Network, Carolina Radio Network; North Carolina News Network.

### TIME RATES

- Rates effective July 1, 1964. (Card No. 9.)  
Card received June 1, 1964.
- Traffic Times—7:00-9:00 am and 4:00-6:00 pm Mon thru Fri.  
Other Times—5:00-7:00 am, 9:00 am-4:00 pm and 6:00-11:00 pm Mon thru Fri; all day Sat and Sun.
- SPOT ANNOUNCEMENTS**
- TRAFFIC TIMES**
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER WK: | 1 wk | 13 wk | 26 wk | 52 wk |
| 1 ti    | 6.50 | 6.20  | 5.90  | 5.50  |
| 5 ti    | 6.00 | 5.70  | 5.40  | 5.10  |
| 10 ti   | 5.80 | 5.50  | 5.20  | 4.90  |
| 20 ti   | 5.50 | 5.20  | 5.00  | 4.70  |
| 30 ti   | 5.30 | 5.00  | 4.80  | 4.50  |
- OTHER TIMES**
- |       |      |      |      |      |
|-------|------|------|------|------|
| 1 ti  | 4.50 | 4.30 | 4.00 | 3.30 |
| 5 ti  | 4.00 | 3.80 | 3.60 | 3.40 |
| 10 ti | 3.80 | 3.60 | 3.40 | 3.20 |
| 20 ti | 3.50 | 3.30 | 3.20 | 3.00 |
| 30 ti | 3.30 | 3.10 | 3.00 | 2.80 |
- 30-seconds or less—80% of 1-minute rate.  
Traffic times and other times may be combined for earned discounts.

## WITN-FM

1965



- Media Code 4 234 8651 3.00  
Tarheel Broadcasting System, Inc., Box 793, U. S. Hwy. 17 South, Washington, N. C. 27889. Phone 919-946-2162.
- See affiliated AM station for additional information.
- PERSONNEL**  
General Manager—Rodric L. Jones, Sr.
  - FACILITIES**  
ERP 100,000 w.; 93.3 mc.  
Operating schedule: 6:00 am-midnight. EST.  
Antenna ht.: 1300 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations  
TV facilities: WITN-TV.  
Member: North Carolina News Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective ——— (Card No. 1.)  
Card received October 14, 1965.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |        |       |
|--------|-------|--------|-------|
| 1 ti   | 1 min | 156 ti | 1 min |
| 26 ti  | 6.50  | 26 ti  | 4.50  |
| 52 ti  | 6.00  | 312 ti | 4.00  |
| 104 ti | 5.50  |        |       |

## WAYNESVILLE

Haywood County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### WHCC

1947

- Subscriber to the NAB Radio Code  
Media Code 4 234 8700 8.00  
Waynesville Broadcasting Co., Box 659, 139-1/2 Main St., Waynesville, N. C. 28786. Phone 456-8661.
- STATION'S PROGRAMMING DESCRIPTION**  
WHCC: MUSIC: country, MOR, gospel.
- PERSONNEL**  
Gen'l Mgr. & Prog. Dir.—Allen W. Askins, Jr.  
Treasurer—J. W. Byrne.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:00 am-midnight weekdays; 7:00 am-10:00 pm Sun. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.
- TIME RATES**  
ER ———— Rec'd 11/29/72.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |       |
|---------|------|------|------|------|-------|
| PER YR: | 1x   | 260x | 365x | 520x | 1000x |
| 1 min.  | 2.00 | 1.75 | 1.60 | 1.45 | 1.25  |
| 30 sec. | 1.80 | 1.50 | 1.40 | 1.25 | 1.10  |
| 10 sec. | 1.35 | 1.15 | 1.00 | .85  | .70   |
- 7. PACKAGE PLANS**
- |                 |       |       |       |        |
|-----------------|-------|-------|-------|--------|
| 1 min.          | 20.00 | 43.75 | 80.00 | 145.00 |
| 30 sec.         | 18.00 | 37.50 | 70.00 | 125.00 |
| Billboard spot. | 13.50 | 28.75 | 50.00 | 85.00  |

## WELDON

Halifax County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

### See Roanoke Rapids (including Weldon)

## WENDELL-ZEBULON

Wake County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WETC

1959

- Subscriber to the NAB Radio Code  
Media Code 4 234 8800 6.00  
Wendell-Zebulon Radio Co., Inc., Box 280, Wendell, N. C. 27591. Phone 269-9325.  
Studio—Hwy. 64, Wendell-Zebulon, N. C.

### STATION'S PROGRAMMING DESCRIPTION

- WETC: Programmed country music.
- PERSONNEL**  
Gen'l. Str. & Com'l Mgr.—Bill Kirby.
  - REPRESENTATIVES**  
South—Southern Spot Sales, Inc.
  - FACILITIES**  
5,000 w.; 540 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Carolina Radio Network, Farm Radio Network.

### TIME RATES

- No. 4 ER 7/1/72—Rec'd 7/27/72.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |       |       |
|--------|------|------|------|------|-------|-------|
| 1x     | 50x  | 100x | 300x | 600x | 1000x | 1500x |
| 15 sec | 3.80 | 3.40 | 3.00 | 2.70 | 2.40  | 2.20  |
| 30 sec | 5.20 | 4.60 | 4.10 | 3.70 | 3.30  | 3.00  |
| 1 min  | 6.80 | 6.00 | 5.30 | 4.80 | 4.30  | 3.90  |
- 10. SPECIAL FEATURES**  
MUSIC, WEATHER, NEWS
- |        |      |      |      |      |
|--------|------|------|------|------|
| 2 min. | 7.60 | 6.70 | 6.00 | 5.40 |
| 5 min. | 9.40 | 8.40 | 7.50 | 6.70 |

## WEST JEFFERSON

Ashe County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### WKSK

1959



- Subscriber to the NAB Radio Code  
Media Code 4 234 8850 1.00  
Childress Broadcasting Co. of West Jefferson, Box 411, West Jefferson, N. C. 28694. Phone 919-246-6001, 246-6601.
- PERSONNEL**  
General Manager—Jan Caddell.
  - FACILITIES**  
500 w. days; 580 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
ER 3/1/72—Rec'd 1/31/72.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| 1 min.  | 5.00 | 4.75 | 4.50 | 3.25 | 3.15 | 3.00 |
| 30 sec. | 3.00 | 2.80 | 2.60 | 2.40 | 2.20 | 2.00 |

## WHITEVILLE (1 AM; 1 FM)

Columbus County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

### WENC

1948

- Media Code 4 234 8900 4.00  
Whiteville Broadcasting Co., Box 700, Whiteville, N. C. 28472. Phone 919-642-2133.
- STATION'S PROGRAMMING DESCRIPTION**  
WENC: Programmed primarily for adults, with afternoon block for teens.
- PERSONNEL**  
General Manager—Don Viets.
  - REPRESENTATIVES**  
T-N Spot Sales.
  - FACILITIES**  
5,000 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - FM FACILITIES**  
ERP 45,000 w.; 99.1 mc.  
Operating schedule: Duplicates AM during day; programmed separately at night. EST.
  - AGENCY COMMISSION**  
15% on time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, North Carolina News Network.
- TIME RATES**  
Rates effective January 1, 1965. (Card No. 5.)  
Card received April 19, 1965.
- 6. SPOT ANNOUNCEMENTS**
- |       |          |        |        |      |
|-------|----------|--------|--------|------|
| 1 ti  | 1 MINUTE | 5.50   | 104 ti | 4.55 |
| 13 ti | 5.30     | 156 ti | 4.30   |      |
| 26 ti | 5.05     | 260 ti | 4.05   |      |
| 52 ti | 4.80     | 312 ti | 3.80   |      |

## WILKESBORO

Wilkes County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### See North Wilkesboro-Wilkesboro

## WILLIAMSTON (1 AM; 1 FM)

Martin County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

### WIAM

1950



- Media Code 4 234 8950 9.00  
Fargay Broadcaster's, Inc., Hwy. 17 North, Williamston, N. C. 27892. Phone 792-4161.
- STATION'S PROGRAMMING DESCRIPTION**  
WIAM: Programmed for general interest.
- PERSONNEL**  
General Manager—William H. Fargoy.

- FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Carolina Radio Network, Farm Radio Network, North Carolina News Network, The Tobacco Radio Network.

### TIME RATES

- ER 8/1/70—Rec'd 7/6/70.
- 6. SPOT ANNOUNCEMENTS**
- |          |         |      |      |      |                |
|----------|---------|------|------|------|----------------|
| 1 MINUTE | OR LESS |      |      |      |                |
| 1x       | 13x     | 26x  | 52x  | 104x | 156x 260x 312x |
| 3.50     | 3.25    | 3.00 | 2.75 | 2.50 | 2.25 2.00 1.75 |

## WIAM-FM

1962



- Media Code 4 234 8951 7.00  
Fargay Broadcaster's, Inc., Box 590, Hwy. 17 N., Williamston, N. C. 27892. Phone 792-4161.
- See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w.; 103.7 mc.  
Operating schedule: 6:00 am-11:15 pm daily. EST.  
Antenna ht.—252 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

### TIME RATES

- Rates effective ———  
Rates received November 12, 1962.
- 6. SPOT ANNOUNCEMENTS**  
(1 minute or less)
- |       |      |        |      |
|-------|------|--------|------|
| 1 ti  | 3.75 | 194 ti | 2.25 |
| 13 ti | 3.50 | 156 ti | 2.00 |
| 26 ti | 3.00 | 260 ti | 1.75 |
| 52 ti | 2.50 | 312 ti | 1.50 |

## WILMINGTON (4 AM; 3 FM)

New Hanover—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

### WAAY (FM)

1970

- Media Code 4 234 8975 6.00  
New Hanover Broadcasting Co., 211 N. 2nd St., Wilmington, N. C. 28401. Phone 919-763-6511.
- See affiliated AM station for additional information.  
AM facilities: WGNI.
- PERSONNEL**  
General Manager: J. E. Hopkins, Jr.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.7 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 280 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ER 8/1/74—Rec'd 9/3/74.
- 6. SPOT ANNOUNCEMENTS**
- |                 |      |       |       |       |
|-----------------|------|-------|-------|-------|
| PER CONSEC WKS: | 1 ti | 14 ti | 21 ti | 28 ti |
| 1 wk            | 5.00 | 4.50  | 4.00  | 3.50  |
| 13 wk           | 4.50 | 4.00  | 3.50  | 3.00  |
| 52 wk           | 3.00 | 4.00  | 3.50  | 3.00  |
- Fixed time or day parts, per spot extra .50.
- 7. PACKAGE PLANS**  
ROS BULK, PER YR:
- |      |       |       |
|------|-------|-------|
| 600x | 1200x | 1800x |
| 4.00 | 3.75  | 3.50  |
- Fixed time or day parts, per spot extra .50.
- 10. SPECIAL FEATURES**  
NEWS/WEATHER: 1 wk 13 wk 52 wk  
2 min. 9 8 7  
Incl open & close plus 1 1-min spot.  
Minimum contract, 5 per wk.  
Minimum schedule, 15.00 per wk.

## WGNI

1946

- Media Code 4 234 9000 2.00  
New Hanover Broadcasting Co., Inc., 211 N. Second St., Wilmington, N. C. 28401. Phone 919-763-6511.
- STATION'S PROGRAMMING DESCRIPTION**  
WGNI: Programmed for general interest.  
MUSIC: top 40. NEWS: 5 min network, national & regional at :15; local at :15 alternating with network. Bulletins at :45 & as received. Equipped for remote broadcasts. RELIGION: Sun am, church service 11 am. Contact Representative for further details. Rec'd 11/28/73.
- PERSONNEL**  
General Manager—J. E. Hopkins, Jr.  
Commercial Manager—Tommy Thompson.
  - REPRESENTATIVES**  
T-N Spot Sales.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL RATE POLICY**  
FM facilities: WAAY (FM).  
Member: North Carolina News Network.

### TIME RATES

- No. 9 ER 3/1/71—Rec'd 1/8/73.  
AA—Mon thru Sat 6-9 am & 3-6 pm, or fixed times.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |    |       |        |        |
|----|-------|--------|--------|
| AA | 1 min | 30 sec | 10 sec |
| AA | 4.25  | 3.00   | 2.50   |
| A  | 3.75  | 2.75   | 2.00   |
- 7. PACKAGE PLANS**  
No. 1—20+ spots per wk/13 wk contract.  
No. 2—25 spots per day.  
No. 3—45 spots/3 consec days.  
No. 4—70 spots/3 consec days.
- |    |       |        |        |
|----|-------|--------|--------|
| AA | 1 min | 30 sec | 10 sec |
| AA | 3.75  | 2.75   | 2.00   |
| A  | 3.25  | 2.50   | 1.75   |
- (This listing continued on next page)



Wilmington—WGN I—Continued

CONTRACT BULK PLAN—ROS

350+ over 26 wk.	1 min 30 sec	3.65	2.65
500+ over 52 wk.		3.50	2.60
1000+ over 52 wk.		3.25	2.50
2000+ over 52 wk.		3.00	2.40

AA/axed: per spot extra .25.  
Short rate of total contracted not used.

8. PROGRAM TIME RATES

5 min 10 min 1/4 hr 1/2 hr 1 hr					
AA	15.00	27.50	37.50	60.00	100.00
A	10.50	17.50	25.00	45.00	80.00

10. SPECIAL FEATURES  
NEWS, WEATHER, SPORTS

3 min—open & close, 30-sec spot.	AA	A
5 min—open & close, 1-min spot.	6.50	4.00
	7.50	5.00

WHSL

1963  
Media Code 4 234 9050 7.00  
The Progressive Broadcasting Corp., Drawer 2025, Eagle Island, Brunswick County, Wilmington, N. C., 28401. Phone 919-762-4491. Atlanta phone 404-355-0757.

STATION'S PROGRAMMING DESCRIPTION  
WHSL: Programmed for adults 21-40.  
MUSIC: top 40 of golden oldies. NEWS: 5-min at :30; headlines at :60. FARM: news daily, 5 stock market reports daily. Stringer reports from beaches, police & city hall. SPORTS: local & national throughout day. Remotes available. Contact Representative for further details. Rec'd 4/9/73.

1. PERSONNEL  
President—William O. Jones.  
General Manager—William B. Humble.  
Operations Director—Bill Johnson.
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Southeast—W. O. Jones, Inc.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15/0. Payable 10th of month.
5. GENERAL ADVERTISING See coded regulations  
General: 3a, 4a, 5, 6a.  
Basic Rates: 22a, 23a, 24b, 25a.  
Contracts: 40a.  
Cancellation: 71a, 73a.  
FM facilities: WWL (FM).  
Affiliated with MBS.

TIME RATES

ET 3/1/74—Rec'd 8/19/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	1/2 hr	15 min	10 sec
1 min.	8.00	7.25	6.50	5.75
30 sec.	7.00	6.25	5.50	4.75

CLASS A

1 min.	6.00	5.50	5.00	4.50
30 sec.	5.00	4.50	4.00	3.50

7. PACKAGE PLANS  
30 DAYS, 1/3AA, 2/3A: 30 sec 1 min  
100 t 250 350

WKLM

1957  
A Thoms Station

Jack Masla & Company, Inc.

RAB

Media Code 4 234 9100 0.00  
WKLM Radio, Box 432, 118 Princess St., Wilmington, N. C. 28401. Phone 919-763-4638.  
STATION'S PROGRAMMING DESCRIPTION  
WKLM: Programmed for general interest.  
5 air personalities handle all segments. MUSIC: country and western. News briefs: local, regional, national, international, at :15 & :45. Sports briefs at :10. Weather at :30. Religious song at :23. Community news at :60. Farm market news M-F, 12:30-12:35 pm. Area school news Sat 2 pm-sign-off. Religious programs, taped and live. Sun sign-on-noon. County farm news M-Sat 11:50-11:52 am. Religious program feature M-Sat 6:35-6:40 pm. Fishing reports Thurs 11:32 am, 12:37 pm, 5:32 pm. Public service announcements throughout each day. Equipped for remotes. Contact Representative for further details. Rec'd 10/19/67.

1. PERSONNEL  
President—Harold H. Thoms.  
Sta. & Sales Mgr.—Jack Inman, Jr.
2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
South—David Carpenter Company.  
Thoms Radio-TV Enterprises, Inc.
3. FACILITIES  
5,000 w.: 980 kc.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
15% to recognized agencies; no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 20b, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 27, 28b, 29a, 30, 31, 32a.  
Contracts: 40a, 41, 42b, 43, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network  
Member: Farm Radio Network.

TIME RATES  
ET 7/1/66—Rec'd 1/23/67.

7. PACKAGE PLANS

1-WEEK SATURATION PLAN

PER WK, EA:	48 ti	36 ti	24 ti	18 ti	12 ti	6 ti
1 min.	5.00	6.00	6.50	7.00	7.50	8.00
20/30 sec.	3.50	4.20	4.55	4.90	5.25	5.60
10 sec ID.	2.50	3.20	3.25	3.50	3.75	4.00

13-WEEK SATURATION PLAN

1 min.	4.75	5.70	6.20	6.65	7.15	7.60
20/30 sec.	3.30	4.00	4.30	4.65	5.00	5.30
10 sec ID.	2.35	2.85	3.10	3.30	3.55	3.80

26-WEEK SATURATION PLAN

1 min.	4.50	5.40	5.85	6.30	6.75	7.20
20/30 sec.	3.15	3.80	4.10	4.40	4.70	5.05
10 sec ID.	2.25	2.70	2.90	3.15	3.35	3.60

52-WEEK SATURATION PLAN

1 min.	4.25	5.10	5.50	5.95	6.35	6.80
20/30 sec.	2.95	3.55	3.85	4.15	4.45	4.75
10 sec ID.	2.10	2.55	2.75	2.95	3.10	3.40

8. PROGRAM TIME RATES  
PROGRAM STRIP RATES  
5-Minute Spots  
5-minute programs at 4:30 pm are available for news, sports, weather, market summary or other participation. Also available within balanced musical segments.

Per program: 1 wk. 13 wks. 26 wks. 52 wks.

48 times.	10.00	9.50	9.00	8.50
36 times.	12.00	11.40	10.80	10.20
24 times.	13.00	12.40	11.70	11.00
18 times.	14.00	13.20	12.60	11.90
12 times.	15.00	14.20	13.50	12.70
6 times.	16.00	15.20	14.40	13.60
1-5 times.	20.00	18.00	16.00	17.00

WMFD

1955  
Subscriber to the NAB Radio Code  
Media Code 4 234 9150 5.00  
B. A. Dunlea Broadcasting Industries, Box 1889, 510 Orange St., Wilmington, N. C. 28401. Phone 919-762-4474.  
STATION'S PROGRAMMING DESCRIPTION  
WMFD: Programmed for young adults.  
MUSIC: contemporary, single hits from 70's, 80's & 90's. NEWS: network at :60, local at :30.  
SPORTS: area college football & basketball. Swap shop 11:07-11:55 am. Negro gospel programs Sun 8-9 am. Contact Representative for further details. Rec'd 7/1/74.

1. PERSONNEL  
General Manager—R. J. Hurley.  
Program Director—Les Pattermotte.  
Chief Engineer—Howard Bright.
2. REPRESENTATIVES  
The Devery Organization, Inc.  
Southern Spot Sales, Inc.
3. FACILITIES  
1,000 w.: 630 kc. Directional—separate patterns day and night.  
Operating schedule: 6 am-midnight. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.  
Basic Rates: 20b.  
Cancellation: 70a.

TIME RATES

ET 10/1/70—Rec'd 9/1/70.

7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min.	8.00	7.50	7.00	6.50	6.00
30/20 sec: 80% of 1-min.	10 sec: 50% of 1-min.				

8. PROGRAM TIME RATES  
1/2 hr 1/4 hr 5 min  
Flat 40 24 12

WMFD-FM

1969  
Media Code 4 234 9151 3.00  
Dunlea Broadcasting Industries, Inc., Box 1889, 510 Orange St., Wilmington, N. C. 28401. Phone 919-762-4474.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WMFD-FM: Programmed for general audience.  
MUSIC: adult music, 50% vocals, 50% instrumentals. Classical music 9-10 pm. NEWS: network at :60. Contact Representative for further details. Rec'd 8/19/74.

3. FACILITIES  
ERP 2.014 (horiz.), 2.014 w. (vert.); 100.9 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 347 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

TIME RATES

ET—Rec'd 4/29/71.

6. SPOT ANNOUNCEMENTS

1 hr.	1/2 hr.	1/4 hr.	5 min.
50.00	25.00	15.00	8.25
49.00	24.00	14.00	8.00
48.00	23.00	13.50	7.75
47.00	22.00	13.00	7.50
46.00	21.00	12.50	7.25
45.00	20.00	12.00	7.00
44.00	19.00	11.50	6.75
43.00	18.00	11.00	6.50
42.00	17.00	10.50	6.25

(\*) 1 minute or less.

WWIL (FM)

1970  
Rhythm and Blues  
Media Code 4 234 9153 9.00  
Wilmington Broadcasting, Inc., Drawer 2025, One Radio Ln., Eagles Island, Wilmington, N. C. 28401. Phone 919-762-4491. Atlanta phone 404-355-0757.  
See affiliated AM station for additional information.  
AM facilities: WHSL.  
STATION'S PROGRAMMING DESCRIPTION  
WWIL (FM): MUSIC: rhythm & blues. Local news & weather. Community bulletin board. Contact Representative for further details. Rec'd 7/31/72.

1. PERSONNEL  
Manager—Otis Bowen.

3. FACILITIES  
ERP 27,500 w. (horiz.), 27,500 w. (vert.); 97.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 165 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with ATA Radio Network.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with MBS.

TIME RATES  
No. 1 ET 4/1/72—Rec'd 7/17/72.

6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

PER WK:	PER YR:	1 min 30 sec	1 min 30 sec
1 x	1 x	9.41	7.06
6 x	52 x	8.23	5.89
12 x	156 x	7.40	5.39
18 x	412 x	6.89	4.70
24 x	624 x	4.70	3.52

10-sec: 2.06.  
Midnight-6 am: 50% of applicable AA rate.

WILSON (3 AM; 1 FM)

Wilson County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

WGTM

1937  
Media Code 4 234 9200 6.00  
Campbell Broadcasting, Inc., Box 3837, Wilson, N. C. 27893. Phone 919-243-2188.

1. PERSONNEL  
President—A. Hartwell Campbell.  
General Manager—Thomas H. Campbell.  
Operations Manager—James W. Apple.

2. REPRESENTATIVES  
T-N Spot Sales.

3. FACILITIES  
5,000 w.; 590 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25, 25b, 29a.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Actual time of five minute periods four minutes, 40 seconds.  
Member: The Tobacco Radio Network; North Carolina News Network.

RAB

Media Code 4 234 9200 6.00  
Campbell Broadcasting, Inc., Box 3837, Wilson, N. C. 27893. Phone 919-243-2188.

1. PERSONNEL  
President—A. Hartwell Campbell.  
General Manager—Thomas H. Campbell.  
Operations Manager—James W. Apple.

2. REPRESENTATIVES  
T-N Spot Sales.

3. FACILITIES  
5,000 w.; 590 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30 am-midnight. EST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 25, 25b, 29a.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Actual time of five minute periods four minutes, 40 seconds.  
Member: The Tobacco Radio Network; North Carolina News Network.

TIME RATES

ET 10/1/67—Rec'd 12/22/67.

6. SPOT ANNOUNCEMENTS

1000 x	1 min	30 sec	10 sec
500 x	3.00	2.25	1.00
250 x	3.50	2.50	1.10
100 x	3.75	2.75	1.20
50 x	4.00	3.00	1.30
20 x	4.25	3.25	1.40
10 x	4.50	3.50	1.60
5 x	4.75	3.75	1.80
1 x	5.00	4.00	2.00

8. PROGRAM TIME RATES

PER YR:	500x	250x	200x	150x	100x	50x	1x
1 hr.	30.00	35.00	40.00	45.00	50.00	55.00	60.00
15 min.	18.00	21.00	24.00	27.00	30.00	33.00	36.00
25 min.	15.00	17.50	20.00	22.50	25.00	27.50	30.00
15 min.	9.00	10.50	12.00	13.50	15.00	16.50	18.00
10 min.	6.00	7.00	8.00	9.00	10.00	11.00	12.00
5 min.	5.50	6.25	7.00	7.75	8.50	9.25	10.00

WLLY

1960  
Media Code 4 234 9250 3.00  
Harry A. Epperson, Jr., Box 1513, Wilson, N. C. 27893. Phone 237-1830.

1. PERSONNEL  
Manager—Raymond P. Frazer.  
Program Director—Lorraine Gay.

2. FACILITIES  
1,000 w.; 1350 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.

4. AGENCY COMMISSION  
15% on net time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Comb.; Cont. Discounts: 60a.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

TIME RATES

Rates effective November 1, 1960.  
Rates received December 15, 1960.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1 hr.	1/2 hr.	1/4 hr.	5 min.
50.00	25.00	15.00	8.25
49.00	24.00	14.00	8.00
48.00	23.00	13.50	7.75
47.00	22.00	13.00	7.50
46.00	21.00	12.50	7.25
45.00	20.00	12.00	7.00
44.00	19.00	11.50	6.75
43.00	18.00	11.00	6.50
42.00	17.00	10.50	6.25

(\*) 1 minute or less.

WVOT WVOT-FM

1948  
Subscriber to the NAB Radio Code  
Media Code 4 234 9300 6.00  
Wilson Radio Co., Inc., Box 170, Hwy. 301 North, Wilson, N. C. 27893. Phone 919-243-5157.  
STATION'S PROGRAMMING DESCRIPTION  
WVOT: Programmed for adults.  
NEWS: local, regional, and national. Weather by staff meteorologist. Farm programming by farm service director. SPORTS: nearly 200 play-by-play broadcasts each year, including high school and college football, basketball, stock car racing, and golf.  
MUSIC: middle-of-the-road music but with 2-1/3 hours daily country and western, 1 hour daily rock and roll, and 1 hour daily Negro program with musical requests plus area Negro church, civic and school news and obituaries. Sponsors given minimum 10 min competitor protection. Contact Representative for further details. Rec'd 10/16/67.

1. PERSONNEL  
Manager—Harry Severance.  
Assistant Manager—Walter Moore, Jr.

NORTH CAROLINA

2. REPRESENTATIVES  
New England—New England Spot Sales, Inc.  
South—Southern Spot Sales, Inc.  
San Francisco—The Sandberg-Glenn Co.  
Southwest—Mario Messina Company.

3. FACILITIES  
1,000 w. days, 500 w. nights; 1420 kc.  
Directional—nighttime only.  
Operating schedule: 6 am-11 pm. EST.  
FM-ERP 23,500 w., 106.1 mc.  
Operating schedule: Same as AM.  
Antenna ht.—205 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 29b, 33b.  
Contracts: 40a, 41, 44a, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60d, 60h, 61b, 62d.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80.  
Member: Carolina Radio Network, Farm Radio Network.

TIME RATES

ET—Rec'd 1/4/72.

6. SPOT ANNOUNCEMENTS

1 min. flat.	7.00	30 sec. flat.	5.60
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8. PROGRAM TIME RATES

1 x	50.00	25.00	15.00	8.25
13 x	49.00	24.00	14.00	9.00
26 x	48.00	23.00	13.50	8.75
39 x	47.00	22.00	13.00	8.50
52 x	46.00	21.00	12.50	8.25
65 x	45.00	20.00	12.00	8.00
78 x	44.00	19.00	11.50	7.75
91 x	43.00	18.00	11.00	7.50
104 x	42.00	17.00	10.50	7.25

WINDSOR

Bertie County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

WBTE

1969  
Media Code 4 234 9325 3.00  
Bertie County Broadcasting Co., Inc., Box 509, Windsor, N. C. 27893. Phone 919-794-3131.  
STATION'S PROGRAMMING DESCRIPTION  
WBTE C & W music with Nashville sound.

1. PERSONNEL  
Manager—Kenneth Wayne Stevens.
2. REPRESENTATIVES  
Southern Spot Sales, Inc.
3. FACILITIES  
1,000 w.: 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, North Carolina News Network.

TIME RATES</

# NORTH CAROLINA

## Winston-Salem—W A A—Continued

- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 14b, 15a.  
Basic Rates: 20b, 21c, 23a, 26, 29a, 33a.  
Contracts: 40a, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60, 60a, 60k, 61c, 62b.  
Cancellation: 70c, 71a, 72, 73b.  
Affiliated with Bernard Howard Black Network.

### TIME RATES

Eff 1/1/73—Rec'd 12/18/72.  
AA—6-10 am & 3 pm—sign-off.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER	11	12	18	24	11	12	18	24
1 min.	16.00	13.60	12.00	10.40	13.60	11.20	10.40	9.60
30 sec.	12.80	10.90	9.60	8.40	10.90	9.00	8.40	7.70

**6. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
144	75	40	25	15	

### WAIR 1937



## SAVALLI/GATES INCORPORATED

RAB

Subscriber to the NAB Radio Code  
Media Code 4 234 9400 4.00  
Holiday Broadcasting Corp., Box 2099, Hutton St.  
Ext. Winston-Salem, N. C. 27102. Phone 919-722-1347.

**STATION'S PROGRAMMING DESCRIPTION**  
WAIR: Programmed for young adults 12M-7 pm;  
Negro audience 7 pm-12M.  
AII PERSONALITIES with Negro personality at night. MUSIC: Top 40 & oldies with B & B at night. NEWS: Network news at 5:55, headlines am drivetime. SPORTS oriented. Weekly college football & basketball. SAT scoreboard (during football season). Contact Representative for further details. Rec'd 2/21/74.

- 1. PERSONNEL**  
President—John W. Googe.  
Exec. Vice-Pres. & Gen'l Mgr.—Nick Patella.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15%: no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a, 28b, 28c, 29b, 30, 31.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.: Cont. Discounts: 60c, 60h, 60i, 62d.  
Cancellation: 70d, 71a.  
Prod. Services: 81, 82.  
FM facilities: WSEZ (FM).  
Member: North Carolina News Network.

### TIME RATES

Eff 1/1/73—Rec'd 2/21/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other spots.

**6. SPOT ANNOUNCEMENTS**

PER	12	18	24	36	12	18	24	36
1 min.	15.00	13.50	12.50	10.50	12.50	11.00	10.00	8.00
30 sec.	10.50	9.00	8.00	6.50	8.00	7.00	6.00	5.00

CONSECUTIVE WEEK DISCOUNT

4 wk—5%	26 wk—15%
13 wk—10%	52 wk—20%

### WKBX 1964



Subscriber to the NAB Radio Code  
Media Code 4 234 9500 1.00  
Stuart W. Epperson, 3066 Tremont, Winston-Salem, N. C. 27103. Phone 919-785-1551.

**STATION'S PROGRAMMING DESCRIPTION**  
WKBX: Programmed for adults and young adults. PERSONALITIES emcee music shows. MUSIC: country and western, approximately 90% singles and 10% albums. Phone requests and dedications. Audience participation programs and contests. Personalities and station mobile units available for remote broadcasts. Editorials broadcast frequently. Farm programming 7 hours weekly. Contact Representatives for further details. Rec'd 11/5/71.

**1. PERSONNEL**  
General Manager—Curley Howard.  
Sales Manager—L. B. Saunders.  
Program Director—Ed Snow.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
South—Southern Spot Sales, Inc.

**3. FACILITIES**  
10,000 w.; 1500 kc.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12d, 13d, 14g, 15b, 16.  
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS and KBS.  
Member: Country Music Network.  
Sold in combination with WKBA, Roanoke, Va.; 20% discount.

### TIME RATES

No. 3 Eff 6/1/68—Rec'd 6/10/68.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	208x	260x	312x
1 min.	12.00	11.00	10.00	9.00	8.00	7.00
30 sec.	10.00	9.00	8.00	7.00	6.00	5.00
10 sec.	6.00	5.50	5.00	4.50	4.00	3.50

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.	9.00	8.00	7.00	6.00
30 sec.	7.00	6.00	5.00	4.00
10 sec.	4.50	4.00	3.50	3.00

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
100	60	40	25	15	

### WPGD

1960

Subscriber to the NAB Radio Code  
Media Code 4 234 9525 8.00  
Forsyth County Broadcasting Co., Drawer N-1,  
Winston-Salem, N. C. 27105, Phone 919-723-3508.  
Business office: 3906 S. Mission Oaks Dr., Chat-  
taanooga, Tenn. 37412. Phones 615-887-9292, 9983.

**STATION'S PROGRAMMING DESCRIPTION**  
WPGD: Programmed for adults, factory workers, housewives and driving audience.  
MUSIC: quartet type gospel. Format: gospel news & public service. Gospel includes gospel music, Be-ligious broadcasts, remote live church services, interviews & live phone-in conversations where listeners express themselves. NEWS: every 15 min during drive segments together with weather & other information. Public service includes a broadcast on Sat, civic & religious announcements, classified corner 30 min phone-in articles for sale daily. Educational programs daily. Rec'd 12/8/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert A. Mayer.  
Station Manager—Martin Swisher.

**2. FACILITIES**  
1,000 w. days; 1550 kc.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None: all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14e, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 25a, 28c, 29a, 30.  
Contracts: 40a, 41, 45, 46, 47c, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Tobacco advertising not acceptable.

### TIME RATES

Eff 6/1/73—Rec'd 12/3/73.

**6. SPOT ANNOUNCEMENTS**

5-DAY WK:	1 min 30 sec
300 x, 4 x per day	2.65 2.90
612 x, 3 x per day	3.00 2.25
312 x, 2 x per day	3.20 2.50
1 x, 1 per day	3.50 2.75

**7. PACKAGE PLANS**

PER WK:	25 ti	50 ti	75 ti
1 min.	2.60	2.50	2.20
30 sec.	1.95	1.75	1.50

To be used in 5 days.  
15 sec: ea 1.25.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	
Sunday	58	30	16
Weekly	48	25	14
Daily (at least 5)	38	20	10

### WSEZ (FM)

(formerly WGFL (FM))

1947



Media Code 4 234 9531 6.00  
Triad Broadcasting Co., Inc., Box 598, Hutton St.  
Ext. Winston-Salem, N. C. 27102. Phone 919-724-5504.

See affiliated AM station for additional information.  
AM facilities: WAIR.

**STATION'S PROGRAMMING DESCRIPTION**  
WSEZ (FM): MUSIC: popular music 6:30 pm-1 am.  
NEWS: at 5:55. RELIGION: nationally syndicated religious programs 6 am-6:30 pm. Rec'd 7/8/74.

- 1. PERSONNEL**  
Exec. Vice-President—Nick Patella.  
General Manager—Don Matney.
- 3. FACILITIES**  
ERP 34,000 w.; 93.1 mc.  
Operating schedule: 19 hours daily. EST.  
Antenna ht.: 600 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None: all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: North Carolina News Network.

### TIME RATES

No. 1 Eff 5/1/74—Rec'd 7/5/74.

**6. SPOT ANNOUNCEMENTS**

PER 30 DAYS:	10 ti	25 ti	50 ti	100 ti
1 min.	10.00	9.00	8.00	7.00
30 sec.	5.50	5.00	4.50	4.00
10 sec.	3.30	3.00	2.70	2.40

**8. PROGRAM TIME RATES**

1 hr	10x	25x	50x	100x
Incl Intro, close & 8-min of commercial time.	70	65	55	50

CONTRACT DISCOUNT  
6 mo—10%.

### WSGH

1972



Media Code 4 234 9537 3.00  
Golden Circle Broadcasting Corp., Box 11967, 4850  
Indiana Ave. Extended, Winston-Salem, N. C.  
27106. Phone 919-767-2886.

- 1. PERSONNEL**  
President—Robert B. Brown.  
Operations Manager—J. Kim Jones.
- 3. FACILITIES**  
ERP 40,000 w. (horiz.), 12,500 w. (vert.); 107.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 290 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 30 days.

### TIME RATES

Eff 1/1/73—Rec'd 5/13/74.

1 min	12 ti	18 ti	24 ti
13.60	11.20	10.40	9.60
10.90	9.00	8.40	7.70

### WSJS

1930



## KATZ RADIO



Subscriber to the NAB Radio Code  
Media Code 4 234 9550 6.00  
Triangle Broadcasting Corp., Box 3018, 875 W. Fifth St., Winston-Salem, N. C. 27102. Phone 919-724-1936.

**STATION'S PROGRAMMING DESCRIPTION**  
WSJS: Programmed for adults & young adults.  
MUSIC: current & recent MOR hits. AIR PERSONALITIES handle all segments. NEWS: network at 6:52 am, 4 member news staff. News blocks: 7-7:15 am, noon-12:15 pm, 5-5:15 pm, 6-6:30 pm. 57 detailed weather reports daily. Telephone conversation involving audience participation 9-11 pm. FARM: agent reports & tobacco news 5-6 am. News, weather, market & ag reports noon-12:15 pm. Business & stock market reports 5-5:15 pm. SPORTS: 3 daily programs, university football & basketball. Pro golf tournaments. Contact Representative for further details. Rec'd 7/1/74.

- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Richard C. Barron.  
Sales Manager—Roger F. Stockton.  
Operations Manager—Randy Gibson.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
5,000 w.; 600 kc.  
Directional—Separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 on time; when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15d, 15e.  
Basic Rates: 20a, 21a, 21b, 23a, 24c, 26, 28c, 29a.  
Contracts: 40c, 41, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WTQR (FM).  
Affiliated with NBC.  
Affiliated with Katz Radio Network.  
Member: The Tobacco Radio Network.

### TIME RATES

No. 22 Eff 9/1/74—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 5-6 am & 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	45	42	40	—
AA	40	39	38	36
A	38	37	36	34
B	25	24	23	22

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### WTOB

1947



Media Code 4 234 9600 9.00  
Woods Communication Corp., Box 5129, Winston-Salem, N. C. 27103. Phone 919-723-4353.

**1. PERSONNEL**  
President—John Woods.  
General Manager—Michael J. Ludgate.  
Sales Manager—Dave Carroll.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1380 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 15 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 33d.  
Contracts: 40a, 45.  
Cancellation: 70a, 70e, 71a.

### TIME RATES

No. 10 Eff 4/1/74—Rec'd 4/11/74.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER	11	12	18	24	11	12	18	24
WK:	35	33	31	29	32	30	28	26
1 min	35	33	31	29	32	30	28	26
30 sec	28	26	24	22	25	23	21	19

1 min..... 27 25 24 23  
30 sec..... 20 18 16 14

### 7. PACKAGE PLANS

TAP PLANS: 1 min 30 sec

I—15 ti (6I, 6II, 3III)	390	315
II—21 ti (8I, 9II, 4III)	498	378
III—30 ti (11I, 13II, 6III)	630	510

30 sec/less: 80% of 1-min.

### WTQR (FM)

1947



## KATZ RADIO



Subscriber to the NAB Radio Code  
Media Code 4 234 9650 4.00  
Triangle Broadcasting Corp., Box 3018, 875 W. Fifth St., Winston-Salem, N. C. 27102. Phone 919-724-5886.

See affiliated AM station for additional information.  
AM facilities: WSJS.

**STATION'S PROGRAMMING DESCRIPTION**  
WTQR (FM): Programmed for young adults and adults 18-49.  
MUSIC 80%: modern country. Country hits of past 15 years blended with current country hits, 10-12 min of music with title & artist for each record. Personality country music show 9 am-noon Sat. NEWS: 5 min news & weathercast at 3:57. County agent report, farm market prices & local public affairs interview daily M-F. Maximum for talk elements, excluding news and including commercials, 1-1/2 min per hour. COMMERCIAL POLICY: approx 7-1/2 minutes per hour. Contact Representative for further details. Rec'd 3/25/74.

- 1. PERSONNEL**  
General Manager—Richard Barron.  
Sta. & Sales Manager—William Brown.  
Operations Manager—Dixie Praff.
- 3. FACILITIES**  
ERP 50,000 w. (vert.), 50,000 w. (horiz.); 104.1 mc. Stereo.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 2,380 ft. above average terrain.

### TIME RATES

No. 2 Eff 9/1/74—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	25	22	20	18
AA	23	21	19	17
A	18	16	15	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### YADKINVILLE

Yadkin County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WYDK

1968



Media Code 4 234 9700 7.00  
B & B Broadcasting Co., Inc., Box 125, Rt. 1,  
Yadkinville, N. C. 27055. Phone 919-679-2200.

- 1. PERSONNEL**  
General Manager—Douglas Renegar.
- 2. REPRESENTATIVES**  
T-N Spot Sales.
- 3. FACILITIES**  
1,000 w.; 1480 kc. Directional.  
Operating schedule: EST.
- 4. AGENCY COMMISSION**  
None: all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
General: AAAA copyrighted contract.  
Member: North Carolina News Network.

### TIME RATES

No. 4 Eff 4/1/74—Rec'd 5/28/74.  
AA—6-9 am, noon-2 pm & 3 pm—sign-off; Sun all day.  
A—9 am-noon & 2-3 pm.

**6. SPOT ANNOUNCEMENTS**

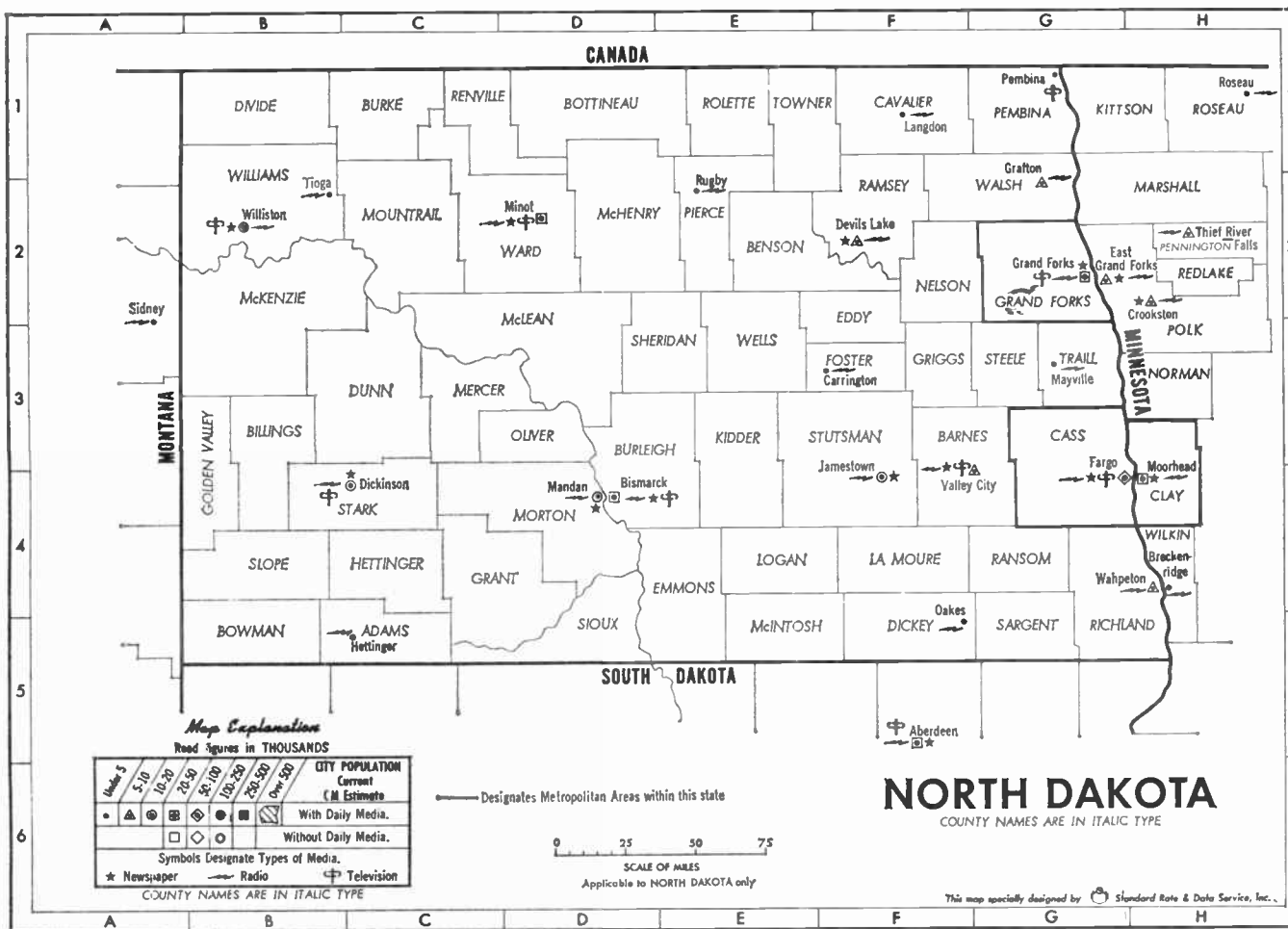
1x	10x	CLASS AA	150x	300x	500x
1 min	3.60	2.50	2.35	2.20	2.15
30 sec	2.75	2.00	1.90	1.75	1.65
20 sec	2.15	1.85	1.70	1.60	



# Negro Population Data

(January 1, 1974)

STATE TOTAL.....	3,474	Grand Forks.....	1,424
METRO AREAS		Total Metros.....	1,603
Fargo-Moorhead	179		



## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)						
	1/1/74 (000)	1/1/74 (000)	Per Household (\$000)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales—Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)				Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)		
<b>NORTH DAKOTA STATE TOTALS.....</b>	635.6	197.46	2,439,932	12,357	8.9	17.8	12.3	24.6	28.8	1,591,389	8,059	218,319	43,704	190,796	68,716	64,360	329,647	108,210	298.13	159.7	1,409,982
ADAMS C-5.....	3.8	1.26	16,204	12,860	10.9	15.3	10.1	21.4	35.4	11,368	9,022	2,114	249	206	506	123	3,201	1,402	1.88	1.4	17,425
BARNES F-3.....	14.3	4.71	56,210	11,934	9.3	18.6	12.3	21.8	28.7	38,894	8,258	6,058	896	3,079	2,328	2,457	6,292	2,817	7.28	4.1	43,600
BENSON E-2.....	8.3	2.49	25,924	10,411	12.7	22.1	13.5	21.3	21.4	9,988	4,011	1,953	289	637	257	266	668	668	3.43	3.5	26,426
BILLINGS B-3.....	1.2	.36	3,568	9,911	14.2	22.4	13.9	16.3	18.2	364	1,011	61	.....	.....	.....	.....	172	172	.42	1.0	7,682
BOTTINEAU D-1.....	9.3	3.01	38,032	12,635	9.4	18.9	12.2	22.7	29.5	20,554	6,829	2,786	489	1,514	743	305	3,940	1,581	4.51	4.0	27,403
BOWMAN B-5.....	4.0	1.31	15,189	11,595	8.7	20.8	13.8	25.5	27.3	19,593	14,956	1,868	420	410	298	197	2,535	1,732	2.06	1.3	13,407
BURKE C-1.....	4.7	1.59	16,205	10,192	10.4	19.7	13.9	25.4	22.6	7,167	4,508	626	94	208	142	.....	1,054	715	2.26	2.1	15,083
BURLEIGH D-3.....	43.9	13.88	173,665	12,512	6.0	14.5	12.1	28.7	32.3	124,564	8,974	17,436	5,135	21,250	6,803	6,521	25,363	6,864	22.38	2.6	29,578
Bismarck.....	36.8	11.86	149,261	12,585	.....	.....	.....	.....	.....	120,504	10,161	17,067	5,135	13,486	6,803	2,716	18,777	6,546	.....	.....	.....
Bismarck; Mandan Combined.....	48.2	15.37	185,165	12,047	.....	.....	.....	.....	.....	148,015	9,630	21,618	5,703	15,096	7,644	3,548	28,466	8,675	.....	.....	.....
CASS G-3.....	79.1	25.74	332,026	12,899	6.3	13.7	11.5	28.1	34.9	268,523	10,432	28,034	5,743	41,004	14,837	11,305	47,729	12,015	39.46	6.7	79,439
Fargo.....	57.1	19.00	244,078	12,846	.....	.....	.....	.....	.....	216,954	11,419	23,708	5,407	40,611	9,366	11,213	43,584	8,929	.....	.....	.....
Fargo-Moorhead Metro Area.....	128.1	40.32	515,858	12,794	6.5	13.6	12.0	28.5	33.8	371,883	8,223	50,292	8,061	45,379	17,098	17,993	68,017	23,244	61.49	.....	.....
CAVALIER F-1.....	7.9	2.52	31,273	12,410	11.7	18.5	11.6	21.8	27.8	18,054	7,164	3,731	192	1,433	192	744	2,930	574	5.61	4.6	31,691
DICKEY F-5.....	6.6	2.20	25,843	11,747	9.2	17.6	12.2	23.4	25.9	15,103	6,865	2,592	539	1,086	290	773	3,111	904	3.37	3.5	31,507
DIVIDE B-1.....	4.5	1.48	16,690	11,277	8.7	20.4	14.8	26.3	21.9	7,926	5,355	1,138	390	565	272	154	1,750	481	2.16	2.1	17,108
DUNN C-3.....	4.8	1.37	18,589	13,569	10.0	17.6	11.9	21.7	27.8	3,696	2,698	676	34	102	.....	.....	160	328	1.87	3.1	25,697
EDDY F-2.....	3.8	1.22	13,459	11,032	8.6	18.8	13.6	24.0	23.7	9,567	7,842	1,579	309	446	138	185	1,395	891	1.94	1.6	13,496
EMMONS E-4.....	7.0	1.97	31,102	15,788	9.6	14.2	9.0	18.5	38.5	10,615	5,388	1,857	.....	.....	.....	.....	2,340	838	3.05	4.3	26,867
FOSTER F-3.....	4.8	1.48	22,373	15,117	8.0	16.5	12.0	22.2	34.8	15,450	10,439	2,177	356	741	199	285	3,758	1,496	2.38	1.6	16,746
GOLDEN VALLEY B-4.....	2.7	.85	10,406	12,242	7.7	19.1	12.5	21.3	28.5	7,189	8,458	1,142	133	191	257	227	1,805	518	1.29	.8	8,909
GRAND FORKS G-2.....	67.0	19.69	246,536	12,521	8.0	19.6	13.5	25.8	28.3	165,875	8,424	20,129	4,453	32,328	10,399	9,501	42,413	8,875	26.85	5.0	50,014
Grand Forks.....	41.7	12.80	156,244	12,207	.....	.....	.....	.....	.....	132,164	10,325	16,578	3,980	24,870	9,551	8,348	37,246	6,812	.....	.....	.....
Grand Forks Metro Area.....	67.0	19.69	246,536	12,521	8.0	19.6	13.5	25.8	28.3	165,875	8,424	20,129	4,453	32,328	10,399	9,501	42,413	8,875	26.85	.....	.....
GRANT C-4.....	4.6	1.41	17,906	12,699	13.5	17.5	9.1	17.6	29.2	5,441	3,859	938	220	218	.....	.....	1,342	493	2.20	3.1	24,106
GRIGGS F-3.....	3.9	1.33	16,075	12,086	7.6	17.3	12.9	25.8	28.5	8,547	6,426	1,469	327	365	143	196	1,114	284	2.26	1.8	18,143
HETTINGER C-4.....	5.0	1.51	17,652	11,690	11.0	18.1	11.5	21.1	28.0	10,952	7,253	1,591	264	391	153	213	1,242	855	2.48	2.2	21,292
KIDDER E-3.....	4.3	1.32	16,170	12,250	14.3	20.9	11.9	19.0	22.6	5,523	4,184	808	84	507	.....	.....	1,123	1,364	1.87	2.4	20,214
LA MOURE F-4.....	6.8	2.23	32,438	14,546	10.6	17.2	11.0	20.6	32.3	16,670	7,475	2,209	290	250	273	39	3,578	1,661	3.59	3.8	33,046
LOGAN E-4.....	4.2	1.28	25,195	19,684	9.1	15.5	9.7	17.7	41.7	6,572	5,134	1,556	89	115	185	128	1,000	387	1.93	2.4	21,253
McHENRY D-2.....	8.5	2.71	32,129	11,856	10.3	17.1	11.9	24.8	26.6	13,681	5,048	1,951	270	1,386	240	.....	2,647	772	4.08	4.5	27,767
McINTOSH E-5.....	5.5	1.84	31,944	17,361	12.7	18.3	9.1	13.2	37.7	9,437	5,129	1,292	212	342	.....	.....	2,026	1,395	2.56	2.3	21,456
MCKENZIE B-2.....	5.7	1.77	23,807	13,450	8.6	14.5	10.2	22.9	34.5	9,038	5,106	1,599	127	377	390	231	1,754	1,209	2.68	3.1	27,645
MCLEAN D-2.....	12.5	3.94	44,294	11,242	11.6	20.2	13.1	22.6	21.5	22,647	5,748	2,828	597	771	1,093	357	1,953	1,482	5.44	5.3	40,270

# NORTH DAKOTA

# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$000)	% Distribution 3000 to 4999	% Distribution 5000 to 7999	% Distribution 8000 to 9999	% Distribution 10000 to 14999	% Distribution 15000 and over	Total Retail Sales— Per Household (\$000)	By Selected Store Types											
								Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)							
MERCER C-3.....	6.1	2.03	22,198	10,935	12.5	17.2	11.2	23.1	23.8	12,987	6,398	2,498	270	883	154	81	3,847	1,611	3.06	2.1	16,103
MORTON D-4.....	20.8	6.32	65,780	10,408	9.1	19.4	13.6	25.9	24.0	41,999	6,645	5,854	834	2,785	1,163	825	12,457	3,184	9.41	4.6	32,828
Bismarck; Mandan Combined.....	48.2	15.37	185,165	12,047						148,015	9,630	21,618	5,703	15,096	7,644	3,548	28,466	8,675			
MOUNTRAIL C-2.....	8.1	2.57	29,424	11,449	11.0	19.5	12.3	21.0	23.5	16,015	6,232	2,881	558	909	522	127	2,397	1,430	3.85	3.0	23,855
NELSON F-2.....	5.7	1.97	20,184	10,246	11.0	22.9	14.5	22.0	20.6	16,224	8,236	1,397	354	2,016	98	138	4,279	882	3.09	2.7	24,151
OLIVER D-3.....	2.4	.69	8,530	12,362	10.1	19.4	12.7	19.8	27.4	912	1,322	184		268			217	.89	1.7		11,695
PEMBINA G-1.....	10.5	3.39	40,585	11,972	10.1	16.4	12.0	24.6	27.9	29,074	8,576	7,721	595	1,336	457	865	5,845	1,265	6.17	2.7	43,238
PIERCE E-2.....	6.0	1.86	22,362	12,023	7.8	18.9	13.1	23.0	27.3	18,930	10,177	2,897	356	777	655	569	6,323	1,208	3.17	2.7	18,827
RAMSEY F-2.....	13.1	4.12	52,406	12,720	9.7	14.8	12.2	26.3	30.2	48,702	11,821	7,135	1,055	6,860	1,959	1,894	10,043	2,774	6.56	3.1	24,684
RANSOM G-4.....	6.9	2.35	28,162	11,984	11.6	18.7	12.0	22.5	27.5	18,665	7,943	2,760	579	706	745	513	3,148	2,259	3.45	2.6	24,631
RENVILLE C-1.....	3.9	1.27	16,691	13,143	6.2	16.7	13.1	26.7	33.3	7,317	5,761	1,060	212	154	247		1,444	456	1.97	2.0	14,040
RICHLAND G-5.....	18.1	5.60	66,371	11,852	12.4	17.8	11.1	21.3	27.3	42,110	7,520	5,310	1,098	4,543	1,296	2,044	9,042	3,068	8.40	6.0	56,290
ROLETTE E-1.....	12.1	3.01	30,885	10,261	13.0	20.9	12.4	21.4	19.9	18,702	6,213	3,408	428	526	704	273	3,906	2,094	4.31	2.5	14,068
SARGENT G-5.....	5.9	1.93	22,887	11,859	8.6	20.7	13.8	23.6	26.1	9,610	4,979	1,560	58	81	65	90	598	743	3.05	2.8	24,413
SHERIDAN E-3.....	2.8	.93	13,503	14,519	12.1	15.7	8.8	16.8	31.3	4,754	5,112	488	152	118		252	1,411	249	1.61	1.8	16,277
SIoux D-5.....	3.6	.87	8,952	10,290	14.9	17.9	9.3	17.1	19.8	1,843	2,118	657		413	110	76	150	1.09	1.3	9,135	
SLOPE B-4.....	1.5	.43	6,594	15,335	5.3	13.0	11.6	23.5	44.4	316	735	57					161	.56	1.4	9,754	
STARK C-4.....	20.7	5.90	64,736	10,972	7.8	19.8	13.5	23.7	23.8	60,569	10,266	8,173	1,967	7,780	2,688	2,839	11,422	4,766	8.91	3.6	23,683
STEELE G-3.....	3.5	1.16	20,667	17,816	9.4	15.1	10.9	23.8	39.9	5,309	4,577	948		683		709	355	1.82	2.0	19,512	
STUTSMAN F-3.....	23.5	7.31	89,058	12,183	8.3	17.3	12.1	24.1	29.7	66,663	9,119	11,285	3,139	7,182	3,857	3,037	14,955	5,675	11.68	5.3	51,441
TOWNER E-1.....	4.6	1.48	20,338	13,742	9.9	18.5	11.2	18.7	32.2	9,360	6,324	980	289	337	181	247	2,503	409	2.21	2.3	21,754
TRAILL G-3.....	9.6	3.23	38,209	11,829	9.8	20.8	14.1	25.1	25.2	21,157	6,550	2,768	849	1,005	313	568	5,431	1,440	4.64	3.0	36,955
WALSH G-2.....	16.1	4.86	60,010	12,348	8.9	19.3	13.1	24.9	26.8	43,434	8,937	6,396	858	4,742	1,597	1,203	9,296	1,730	8.00	4.4	49,560
WARD D-2.....	64.2	18.94	236,161	12,469	8.8	18.4	13.5	26.7	27.2	159,856	8,440	19,051	5,720	27,754	8,874	10,973	36,473	12,347	25.62	5.6	41,289
Minot.....	33.7	10.73	136,198	12,693						123,838	11,541	15,813	4,927	22,258	8,179	9,851	31,617	9,956			
WELLS E-3.....	7.9	2.61	32,158	12,321	9.8	18.4	12.3	23.7	28.8	17,734	6,795	2,519	346	1,734	427	529	3,290	1,177	3.83	3.5	34,638
WILLIAMS 8-1.....	19.1	6.16	72,177	11,717	6.8	14.7	12.3	29.0	29.4	56,149	9,115	8,134	1,783	6,608	2,018	2,804	13,273	5,797	9.49	2.8	29,891

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## NORTH DAKOTA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Dakota Farm Network—North Dakota

Comprised of:  
Non-Interconnected Stations  
KBMR—Bismarck KLP—Minot  
KDKA—Carrington KDDR—Oakes  
KDLR—Devils Lake KGCA—Rugby  
KGPC—Grafton KQVC—Valley City  
KNDK—Hettinger KBMW—Wahpeton  
KMAV—Mayville  
Media Code 4 235 0175 8.00  
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL  
Manager—Robert J. Walton.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
3. GENERAL ADVERTISING See coded regulations  
General: 1a.  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract-one billing basis.  
TIME RATES  
Spots scheduled adjacent to Farm & News programs  
Mon thru Sat 6-7:30 am & 11:30 am-1 pm.  
Eff.—Rec'd 6/1/72.  
6. SPOT ANNOUNCEMENTS  
1 min. 69.50 64.50 59.50  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## BISMARCK-MANDAN

(3 AM; 2 PM)  
Burleigh County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm- midnight)
A	20	16	20	18
B	10	8	8	6
C	9	6	6	5
D	5	5	5	3
AVERAGE	11	9	10	8

## KBMR

1958  
BISMARCK



Subscriber to the NAB Radio Code  
Media Code 4 235 0700 3.00  
KBMR Radio, Inc., Box 1233, 3500 E. Rosser Ave., Bismarck, N. D. 58501. Phone 701-255-1234.  
STATION'S PROGRAMMING DESCRIPTION  
KBMR: programs 100% country music. Contact Representative for further details. Rec'd 9/13/71.  
1. PERSONNEL  
General Manager—A. L. Anderson.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
3. FACILITIES  
10,000 w.; 1130 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3b, 4a, 5, 6a, 7b.  
Rate Protection: 12b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 42b, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: The Intermountain Network, Dakota Farm Network—North Dakota.

### TIME RATES

No. 4 Eff 1/1/72—Rec'd 1/5/72.  
A—Mon thru Sat 6-9 am & 11:45 am-1:15 pm.  
B—All other times.

### 7. PACKAGE PLANS

PER WK:	CLASS A					
	1 ft	6 ft	12 ft	18 ft	24 ft	30 ft
1 min.	12.50	10.00	9.50	9.00	8.50	8.00
30 sec.	10.00	8.00	7.80	7.20	6.80	6.40
10 sec.	6.25	5.00	4.75	4.50	4.25	4.00

PER WK:	CLASS B					
	1 min.	30 sec.	10 sec.	1 min.	30 sec.	10 sec.
1 min.	10.00	8.00	7.60	7.20	6.80	6.40
30 sec.	8.00	6.40	6.00	5.75	5.50	5.00
10 sec.	5.00	4.00	3.80	3.60	3.40	3.20

TERM CONTRACT DISCOUNT  
26 wk—5%. 52 wk—10%

## KBMR-FM

1968  
BISMARCK



Subscriber to the NAB Radio Code  
Media Code 4 235 0701 1.00  
KBMR RADIO Inc., Box 1233, 3500 E. Rosser Ave., Bismarck, N. D. 58501. Phone 701-255-1234.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KBMR-FM: Adult MOR. Contact Representative for further details. Rec'd 9/13/71.  
3. FACILITIES  
ERP 100,000 w.; 94.5 mc. Stereo.  
Antenna ht.: 450 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

### TIME RATES

No. 2 Eff 1/1/72—Rec'd 1/7/72.

### 6. SPOT ANNOUNCEMENTS

FIXED:	TIME RATES						
	1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.25
30 sec	4.50	4.25	4.05	3.85	3.60	3.30	3.15

### 7. PACKAGE PLANS

PER WK, EA:	CLASS A					
	5 ft	10 ft	15 ft	20 ft	30 ft	40 ft
1 min.	5.25	5.10	4.90	4.70	4.50	4.35
30 sec.	4.00	3.85	3.65	3.45	3.25	3.10

Within 7 consec. days.

### CONTRACT DISCOUNT

26 wk—5%. 52 wk—10%

### 8. PROGRAM TIME RATES

1 hr.	CLASS A				
	1x	26x	52x	156x	260x
1 hr.	50.00	47.50	45.00	42.50	40.00
1/2 hr.	30.00	28.50	27.00	25.50	24.00
1/4 hr.	20.00	19.00	18.00	17.00	16.00
10 min.	15.00	14.25	13.50	12.75	12.00
5 min.	10.00	9.50	9.00	8.50	8.00

## KFYR

1925  
BISMARCK

## BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 235 1400 9.00  
Meyer Broadcasting Co., Box 1738, 200-1/2 4th St., Bismarck, N. D. 58501. Phone 701-223-0900.

STATION'S PROGRAMMING DESCRIPTION  
KFYR: programmed for 18-49.  
MUSIC: Adult contemporary; 70% current hits, 30% gold. ALL PERSONALITIES handle all segments.  
NEWS: 10 min at :50 6 am-6 pm, 5 network, 5 local, regional & weather. 3 min headlines at :55 7 pm-midnight. 6 man news staff. SPORTS: 4 reports daily. Play-by-play high school football, basketball, track regular season & state tournaments.  
FAIRM: features 5:30-7 am and at noon by farm director. Livestock & grain market quotations throughout day. Music and phone show Sat 11 pm-midnight. Contact Representative for further details. Rec'd 5/28/74



**Bismarck-Mandan—Continued**

**KWWB**  
(formerly KWMB)  
1925

**BISMARCK-MANDAN**

Media Code 4 235 1575 8.00  
Matco, Inc., Box 1377, Bismarck, N. D. 58501.  
Phone 701-663-6411.

**STATION'S PROGRAMMING DESCRIPTION**  
KWMB: Programmed for 35-49 audience.  
**MUSIC:** modern MOR. **AIR PERSONALITIES** featured on all programs. **FARM:** 12:30-1:30 pm daily farm reports featuring county agent, markets & special features. **NEWS:** local, regional & roundups (daily). **SPORTS:** director, college & high school basketball, football & baseball, home & away games; tournaments. Interview show with players & coaches 11 am-noon Sat. Entertainment: talk show with guest interviews in am. Contact Representative for further details. Rec'd 4/1/74.

**1. PERSONNEL**  
General Manager—Phil Duchacher.  
Sales Manager—Ron Zoller.  
Program Director—Tom Moos.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Denver—John L. McGuire, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1270 kc. Non-directional.  
Operating schedule: 6-11:05 am daily. CST.

**4. AGENCY COMMISSION**  
15% (time only); 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10d, 11h, 15a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25, 27, 28a, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60l.  
Cancellation: 70e, 71a, 72b.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
ET 9/1/71—Rec'd 7/19/71.

**7. PACKAGE PLANS**  
AA—Mon thru Sat 6-10 am & noon-1 pm; Mon thru Fri 5-6 pm.  
A—All other times.

PER WK, 1 MIN:

AA	11	10	9	8
A	8	7	6	5

30/20 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**  
AA—Daily 6 am-8 pm.  
A—All other times.

PER YR, 1 HR:

AA	1x	52x	156x	260x
A	80	75	70	65
	50	45	40	35

1/2 hr: 60% of hour. 1/4 hr: 40% of hour.  
10 min: 33-1/3% of hour. 5 min: 25% of hour.

**CARRINGTON**

Foster County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KDAK**  
1961

Media Code 4 235 1750 7.00  
Central Broadcasting Corp., Box 50, 822 Main St.,  
Carrington, N. D. 58421. Phone 652-3151.

**1. PERSONNEL**  
General Manager—Shearn Hirsch.

**3. FACILITIES**  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: Sunrise-local sunset daily. CST.

**4. AGENCY COMMISSION**  
15% on time and talent; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KRS.  
Member: Dakota Farm Network—North Dakota.

**TIME RATES**  
Rates effective August 1, 1961.  
(Card received October 3, 1961.)

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1	28	52	156	260	312
1 hour	70.00	65.00	60.00	55.00	50.00	45.00
1/2 hour	45.00	40.00	35.00	30.00	25.00	20.00
1/4 hour	35.00	30.00	25.00	20.00	15.00	10.00
10 min	30.00	25.00	20.00	15.00	10.50	8.50
5 min	20.00	15.00	12.00	10.00	8.50	7.00
1 min	7.50	5.50	4.50	4.00	3.50	3.00
30 sec	5.00	4.00	3.50	3.00	2.70	2.45

**DEVILS LAKE**

Ramsey County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

**KDLR**  
1925

**Mutual Network**

Subscriber to the NAB Radio Code  
Media Code 4 235 2100 4.00  
KDLR, Inc., Box 190-D, Devils Lake, N. D. 58301.  
Phone 662-2161.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Bert Wick.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
250 w. 1240 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays;  
8:00 am-10:30 pm Sun. CST.

**4. AGENCY COMMISSION**  
15%: no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MRS.  
Member: Dakota Farm Network—North Dakota.

**TIME RATES**  
Rates effective December 1, 1964. (Card No. 6.)  
Rates received October 28, 1964.  
Class A—7:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sat.  
Class B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 CLASS A		1 min 30 sec		1 min 30 sec	
1 tl	7.00	5.50	260 tl	5.70	4.45
26 tl	6.70	5.25	320 tl	5.60	4.35
52 tl	6.30	4.95	624 tl	5.50	4.25
156 tl	6.00	4.70			
1 CLASS B		1 min 30 sec		1 min 30 sec	
1 tl	6.00	4.50	260 tl	4.90	3.65
26 tl	5.75	4.30	320 tl	4.75	3.50
52 tl	5.40	4.05	624 tl	4.60	3.60
156 tl	5.10	3.80			

10 second ID's—50% of applicable 1-minute rate.

**DICKINSON**

Stark County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KDIX**  
1947

Media Code 4 235 2450 3.00  
Dickinson Broadcasting Corp., Box 1368, 119 Second Ave. W., Dickinson, N. D. 58801. Phone 701-225-5133.

**STATION'S PROGRAMMING DESCRIPTION**  
KDIX: Programming for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Stanley T. Deck.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight daily. MST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 5 ET 1/1/70—Rec'd 12/1/69.

A—Sign-on-6 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 CLASS A		1 min 30 sec		1 min 30 sec	
1 min	10.00	9.50	5.00	8.50	8.00
30 sec	6.50	6.00	5.75	5.50	5.25
1 CLASS B		1 min 30 sec		1 min 30 sec	
1 min	6.00	5.50	5.00	4.75	4.50
30 sec	4.00	3.80	3.60	3.40	3.20

**7. PACKAGE PLANS**

MONTHLY PACKAGES—ROS		10 ti		15 ti		20 ti		25 ti		30 ti		40 ti	
EA:	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti							
1 min	7.00	6.90	6.80	6.70	6.60	6.45							
30 sec	4.50	4.40	4.30	4.20	4.10	3.95							
1 min	50 ti	60 ti	70 ti	80 ti	90 ti	100 ti							
1 min	6.30	6.15	6.00	5.85	5.70	5.60							
30 sec	3.80	3.70	3.60	3.50	3.40	3.25							

**FARGO (N. D.)-MOORHEAD (MINN.) (4 AM; 3 FM)**

Fargo, Cass County, N. D.—Map Location G-3  
Moorhead, Clay County, Minn.—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart (and the average thereof).

	Morning	Daytime	Afternoon	Evening
Station	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)
A	35	27	35	19
B	24	20	24	14
C	14	12	14	11
D	11	11	11	..
AVERAGE	21	18	21	15

**KFGO**  
1947

**CBS Radio Network**

**AVERY-KNODEL, INC.**

Communications Properties, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 235 2800 9.00  
Communications Properties, Inc., Box 2966, 405 South 7th St., Fargo, N. D. 58102. Phone 701-237-5245.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Bert Wick.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
250 w. 1240 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays;  
8:00 am-10:30 pm Sun. CST.

**4. AGENCY COMMISSION**  
15%: no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MRS.  
Member: Dakota Farm Network—North Dakota.

**STATION'S PROGRAMMING DESCRIPTION**  
KFGO: Programmed for adult interest.  
Program format: modern country music. Complete grain and livestock markets daily plus farm news and farm weather reports. Telephone discussion programs each morning. City commission meetings broadcast. Editorials on important local and state issues. Local live remote coverage. Stockman's weather warnings and aviation weather reports each morning. Contact Representative for further details. Rec'd 6/1/70.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Richard C. Voight.  
Program Director—Dale Alwin.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Omaha—Soderlund Company.  
Minneapolis—Paul J. Ewing.  
Canada—Stephens & Towndrow Co. Limited.

**3. FACILITIES**  
5,000 w.; 790 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 25c, 26, 27, 28c, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60f, 61a, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80.  
Affiliated with CBS.

**TIME RATES**  
No. 11 ET 12/1/73—Rec'd 11/19/73.  
Farm—Mon thru Sat 6-7:30 am, noon-1:30 pm.  
AAA—Mon thru Sat 7:30-10 am, 3-7 pm.  
AA—Mon thru Sat 5:30-6 am, 10 am-noon & 1-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 CLASS AAA		1 ti		6 ti		12 ti		18 ti		24 ti	
PER WK:	1 min	30 sec	24	22	24	22	20	18	16	14	10
30/20 sec	24	22	20	18	16	14	12	11	10	9	8
10 sec	15	13	12	11	10	9	8	7	6	5	4

**7. PACKAGE PLANS**

1 CLASS AA		1 ti		6 ti		12 ti		18 ti		24 ti	
PER WK:	1 min	30 sec	25	22	20	18	16	14	12	11	10
30/20 sec	20	18	16	14	12	11	10	9	8	7	6
10 sec	13	11	10	9	8	7	6	5	4	3	2

**8. PROGRAM TIME RATES**

1 CLASS A		1 min		6 ti		12 ti		18 ti		24 ti	
PER WK:	1 min	30 sec	18	16	14	12	11	10	9	8	7
30/20 sec	15	13	12	11	10	9	8	7	6	5	4
10 sec	9	8	7	6	5	4	3	2	1	1	1

**DISCOUNT**  
26 wk—5%  
52 wk—10%

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
1 min 18 ti 12 ti 18 ti 24 ti  
1 min 21 19 17 15  
30/20 sec 17 15 14 13

**8. PROGRAM TIME RATES**

1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	100	100	100	60	60	60	60	60	55
52 x	100	114	78	62	52				
156 x	180	108	72	59	50				
260 x	170	102	68	56	47				
312 x	160	96	64	53	45				

**10. SPECIAL FEATURES**  
FARM, PER WK: 1 ti 6 ti 12 ti  
1 min, rotating: 35 33 31  
Not combinable.

**DISCOUNT**  
52 wk—10%

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/3AAA, 1/3AA, 1/3A  
1 min 18 ti 12 ti 18 ti 24 ti  
1 min 21 19 17 15  
30/20 sec 17 15 14 13

**8. PROGRAM TIME RATES**

1 hr		1/2 hr		1/4 hr		10 min		5 min	
1 x	100	100	100	60	60	60	60	60	55
52 x	100	114	78	62	52				
156 x	180	108	72	59	50				
260 x	170	102	68	56	47				
312 x	160	96	64	53	45				

**10. SPECIAL FEATURES**  
FARM, PER WK: 1 ti 6 ti 12 ti  
1 min, rotating: 35 33 31  
Not combinable.

**DISCOUNT**  
52 wk—10%

**KIDA (FM)**  
1966

MOORHEAD, MINN.

Media Code 4 235 2975 9.00  
Central Minnesota Television Co., Box 97, 4000 8th St., Moorhead, Minn. 56560. Phone 218-233-1522.  
See affiliate AM station for additional information.

**1. PERSONNEL**  
Manager—Herley Howland.

**2. REPRESENTATIVES**  
Call station direct.

**3. FACILITIES**  
ERP: 26,500 w.; 99.9 mc. Stereo.  
Operating schedule: 6-11 am. CST.  
Antenna ht.: 170 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% on time and talent; no cash discount.  
Affiliated with American FM Network.

**TIME RATES**  
No. 3 ET 9/1/71—Rec'd 1/22/73.

**6. SPOT ANNOUNCEMENTS**

1x		26x		52x		156x		260x		360x		520x		1000x	
1 min	3.50	3.40	3.30	3.10	2.90	2.70	2.50	2.30	2.10	2.00	1.90	1.80	1.70	1.50	1.10
30 sec	2.10	2.00	1.90	1.80	1.70	1.50	1.30	1.10	1.00	0.90	0.80	0.70	0.60	0.50	0.40
10 sec	1.40	1.30	1.20	1.10	1.00	0.90	0.80	0.70	0.60	0.50	0.40	0.30	0.20	0.10	0.10

**7. PACKAGE PLANS**

10 ti		20 ti		30 ti		40 ti		50 ti	
1 min	3.30	3.10	2.90	2.70	2.50	2.30	2.10	1.90	1.50
30 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30	1.20	

# NORTH DAKOTA

Fargo (N. D.)-Moorhead (Minn.)—Cont'd

**KVOX**

1937  
MOORHEAD, MINN.

**American Information Network**



Media Code 4 235 3500 4.00  
KVOX, Box 97, Radio Ranch, 4000 8th St. S., Moorhead, Minn. 56561. Phone 218-233-1522.

- PERSONNEL**  
Chief Executive Office—Tom Barnes.  
Sales Manager—Rod Lucier.  
News—Manny Marget.
- REPRESENTATIVES**  
Minneapolis-St. Paul—Harry S. Hyett Co., Inc.  
New York, Chicago—Jack Masala & Co., Inc.
- FACILITIES**  
1,000 w.; 1280 kc. Directional—night only.  
Operating schedule: 6-1 am. CST.
- AGENCY COMMISSION**  
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 11a, 14a.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: KIDA (FM).  
Affiliated with American Information Network.  
Affiliated with MBS.

**TIME RATES**

Eff 9/6/66.—Rec'd 9/6/66.  
A—Mon thru Fri 7-9 am, noon-1 pm & 5:15-6:15 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS		CLASS A				
PER WK:	1 wk	4 wk	13 wk	26 wk	52 wk	
1 MIN:						
1 ti	3.90	8.45	8.00	7.60	7.10	
5 ti	3.10	7.55	7.10	6.80	6.60	
15 ti	7.30	6.75	6.50	6.20	6.00	
29+	6.55	6.00	5.70	5.55	5.25	
30 SEC:						
5 ti	5.90	5.70	5.35	5.05	4.75	
10 ti	5.25	5.00	4.75	4.45	4.20	
15 ti	4.80	4.55	4.30	4.10	3.85	
20+	4.65	4.40	4.15	3.90	3.60	
<b>CLASS B</b>						
5 ti	6.85	6.50	6.15	5.80	5.40	
10 ti	6.90	5.65	5.35	5.05	4.75	
15 ti	5.50	5.25	4.95	4.70	4.40	
20+	5.35	5.05	4.80	4.55	4.25	
<b>CLASS C</b>						
5 ti	4.60	4.40	4.15	3.90	3.70	
10 ti	4.15	3.90	3.75	3.55	3.35	
15 ti	3.90	3.70	3.50	3.35	3.15	
20+	3.70	3.55	3.35	3.15	3.00	
*D's—50% of 1 minute earned rate.						
8. PROGRAM TIME RATES		CLASS A				
	1/4 hr	10 min	5 min	1/4 hr	10 min	5 min
1 x	35.40	28.70	20.60	26.30	21.20	15.80
26 x	34.25	27.30	19.40	25.50	20.50	15.30
52 x	32.35	26.60	18.10	24.40	19.30	14.70
156 x	31.70	26.00	17.30	23.80	18.10	14.05
260 x	30.80	25.20	15.80	23.20	17.70	13.40

**KWIM (FM)**

1966

MOORHEAD, MINN.

Media Code 4 235 3675 4.00  
Midwest Radio Co., a North Dakota Corp., Box 2983, Fargo, N. D. 58102. Phone 218-236-8800.  
See affiliated AM station for additional information.  
AM facilities: KQWB.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 465 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.

**TIME RATES**

No. 2 Eff 4/1/71—Rec'd 9/17/73.

8. SPOT ANNOUNCEMENTS		CLASS A			
PER MO:	1 ti	25 ti	50 ti	100 ti	
1 min.	5.00	4.00	3.00	2.50	
Specified 4-8 pm, per spot extra 1.00.					
CONSECUTIVE WEEK DISCOUNT					
26 wk—5%					
52 wk—10%					

**W DAY**

1922

FARGO, N. D.

**NBC Radio Network**



Subscriber to the NAB Radio Code  
Media Code 4 235 3850 3.00  
W DAY, Inc., Box 2466, 207 N. Fifth St., Fargo, N. D. 58102. Phone 701-237-6500.  
**STATION'S PROGRAMMING DESCRIPTION**  
W DAY: Programmed for general interest.

7 am farm and general, 2 men, market reports features, news. MUSIC: standard, country and western. 7 am-noon air personalities, music, middle-of-the-road, country and western. Phone shows 9-10 am, 10:30-11 am. Noon-1 pm farm news, weather, features, 1-3 pm air personalities, 1-2 pm stds, C & W. 3-6 pm air personalities with MOR, C & W music. 6-7 pm commentary, news, entertainment, 1 am entertainment, general popular music, NEWS: network at :60; local following during day; 6 man news staff. SPORTS: play-by-play local, regional college football. Sat & Sun network & gen'l popular music. Contact Representative for further details. Rec'd 7/29/74.

- PERSONNEL**  
President—William Marcell.  
Executive Vice-President—Jack Dunn.  
Gen'l & Sales Mgr.—Bill Burn.
- REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
5,000 w.; 970 kc. Directional—nighttime only.  
Operating schedule: 5-1 am. CST.  
Partial simulcast operation. Simulcast 8 pm-1 am. For non-simulcast facilities see WDAY-FM.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10c, 14c, 15a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 26, 29a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 70d, 71a, 73a.  
Prod. Services: 80.  
Affiliated with NBC.

**TIME RATES**

AM/FM COMBINATION  
Eff 8/1/74—Rec'd 7/29/74.  
AAA—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm.  
AA—Mon thru Sat 10 am-noon & 1-3 pm.  
A—Mon thru Sat 7 pm-5:30 am; Sun all day.

6. SPOT ANNOUNCEMENTS		CLASS A				
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	46	37	39	31	30	24
12 ti	43	34	35	28	27	23
18 ti	41	32	33	26	26	22
24 ti	38	30	30	24	25	21
10 sec: 60% of 1-min.						
AM only: Deduct, 1-min 8.00; 30 sec 8.00.						
7. PACKAGE PLANS		CLASS A				
	1 min	30 sec	12 ti	18 ti	24 ti	
1 min	32	30	32	30	28	
30 sec	25	23	25	23	22	
AM only: Deduct, 1-min 7.00; 30-sec 5.00.						

8. PROGRAM TIME RATES		CLASS A				
	5 min	10 min	1/4 hr	1/2 hr	1 hr	
1 x	44	55	66	120	220	
26 x	42	53	63	116	210	
52 x	40	51	60	112	200	
156 x	38	49	57	106	190	
260 x	36	47	54	100	180	
<b>CLASS B</b>						
1 x	32	39	50	88	155	
26 x	30	36	47	84	150	
52 x	29	34	45	80	145	
156 x	28	32	43	76	140	
260 x	27	30	41	72	135	
<b>CLASS C</b>						
1 x	20	24	33	61	99	
26 x	18	23	32	58	95	
52 x	17	22	31	54	91	
156 x	16	21	30	52	88	
260 x	15	20	29	49	84	

**W DAY-FM**

1965

FARGO, N. D.



Subscriber to the NAB Radio Code  
Media Code 4 235 3851 1.00  
W DAY, Inc., Box 2466, 207 N. Fifth St., Fargo, N. D. 58102. Phone 701-237-6500.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 40,000 w.; 93.7 mc. Stereo.  
Operating schedule: 7-1 am. CST.  
Antenna ht.: 1206 ft. above average terrain.  
Partial simulcast operation. Operated separately 7 am-8 pm. For simulcast facilities see WDAY.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC Radio Network.  
TV facilities: WDAY-TV.  
Sold in combination with WDAY. See that listing for rates.

**TIME RATES**

6. SPOT ANNOUNCEMENTS		CLASS A			
PER WK:	MON THRU SUN	6-1 AM	12 ti	18 ti	24 ti
1 min.	12	11	10	9	9
30 sec.	10	9	8	7	7
8. PROGRAM TIME RATES					
	1x	26x	52x	100+	
5 min.	20	16	12	10	
25 min.	40	36	32	28	
55 min.	54	50	46	42	

**GRAFTON**

Walsh County—Map Location G-2  
See SIBS consumer market map and data at beginning of the State.

**KGPC**

1958



Subscriber to the NAB Radio Code  
Media Code 4 235 4200 0.00  
KGPC Co., Box 312, Grafton, N. D. 58237. Phone 701-352-0431.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGPC: Programmed for adults & young adults.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Gary C. Pearson.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-Directional.  
Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 62d.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KYTN (FM).  
Affiliated with ATA Radio Network.  
Sold in combination with KTYN, Minot.  
15% discount when same number of spots purchased on both stations.

**GRAND FORKS (3 AM; 1 FM)**

(including East Grand Forks, Minn.)  
Grand Forks County—Map Location G-2  
See SIBS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc within the area.

**KKXL**

(formerly KIL0)

1941

GRAND FORKS



Media Code 4 235 4550 8.00  
Red River Valley Broadcasting Co., Box 997, 201 S. 4th St., Grand Forks, N. D. 58201. Phone 701-775-5321.

**STATION'S PROGRAMMING DESCRIPTION**  
KKXL: Programmed for young adults and teens.  
AIR PERSONALITIES. MUSIC 86%; united flow of current hit singles, albums and oldies. NEWS: local & national at :45. Local instant news staff.  
COMMERCIAL POLICY: 14 min max per hour.  
Contact Representative for further details. Rec'd 3/13/74.

- PERSONNEL**  
General Manager—Tom Ingstad.  
Program Director—Mark Renier.
- REPRESENTATIVES**  
Jack Masala & Co., Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1440 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS		CLASS A				
PER YR. BULK:	1 MIN:	100x	250x	500x	750x	
AAA	20.00	17.50	15.00	12.50		
AA	17.00	14.50	12.50	10.50		
A	15.00	12.50	10.50	8.50		
B	13.00	10.50	8.50	7.00		
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.						
Guaranteed times; non-preemptible. Combinable with pkg plans for discount only on yrly bulk.						
7. PACKAGE PLANS		CLASS A				
PER WK, 1 MIN:	12 ti	18 ti	24 ti	30 ti		
AAA	16.50	14.50	13.00	11.50		
AA	14.00	12.00	10.50	9.00		
A	12.50	10.50	9.00	7.50		
B	11.00	9.00	7.50	6.00		
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.						

**TIME RATES**  
Eff 4/1/74—Rec'd 3/13/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—Sun 6 am-7 pm.

8. PROGRAM TIME RATES		CLASS A				
	1 hr	1/2 hr	1/4 hr	30 ti	20 ti	
1 x	60	40	30	50	20	
26 x	50	35	20	40	15	
52 x	40	30	15	30	10	

**KNOX**

1947

GRAND FORKS



Subscriber to the NAB Radio Code  
Media Code 4 235 4900 5.00  
Radio Grand Forks, Inc., Box 1638, Grand Forks, N. D. 58201. Phone 701-775-4611.

**STATION'S PROGRAMMING DESCRIPTION**  
KNOX: Variety programmed for general interest. MUSIC: Contemporary. AIR PERSONALITIES handle all segments. FAIR: director 5-7 am & 12N-1 pm daily. NEWS: local & national at :30; network at :30. 15-min casts at 7:30 am & 12N. SPORTS: director, U hockey, football, basketball. All games at home & away. High school basketball & hockey. Major League football. ENTERTAINMENT: programs include Contemporary music format with information features. Quarter hour cluster music format. Tele/talk show 10-11 am. COMMERCIAL POLICY: 18 min maximum per hour. Contact Representative for further details. Rec'd 2/22/73.

- PERSONNEL**  
General Manager—Justin Hoberg.  
Program Director—Jim Bollman.  
Women's Director—Peggy Jensen.

- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Call Justin Hoberg collect.
- FACILITIES**  
5,000 w.; 1310 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% on time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 27, 28b, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 50, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 62d.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KYTN (FM).  
Affiliated with ATA Radio Network.  
Sold in combination with KTYN, Minot.  
15% discount when same number of spots purchased on both stations.

**TIME RATES**

Eff 12/1/69—Rec'd 11/4/69.

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
A—All other times.



Hettinger—KND C—Continued

3. FACILITIES  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 6 am-8 pm Mon thru Sat. MST.

4. AGENCY COMMISSION  
15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Member: Dakota Farm Network—North Dakota.

**TIME RATES**  
ET 1/1/68—Rec'd 11/29/67.  
AA—Daily 7-9 am & 11 am-1:30 pm.  
A—Daily sign-on-7 am; 9-11 am & 1:30 pm-sign-off.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x	624x
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80
30 sec	4.50	4.40	4.15	3.90	3.70	3.50	3.25

CLASS A  
1 min 4.50 4.40 4.15 3.90 3.70 3.50 3.25  
30 sec 4.00 3.90 3.80 3.60 3.50 3.25 3.00

JAMESTOWN (2 AM; 1 FM)

Stutsman County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

KEYJ

1954



Media Code 4 235 5950 9.00  
KEYJ, Inc., Box 1170, White Bldg., Jamestown, N. D. 58401. Phones 701-252-2160, News Dept: 701-252-2161.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Robert L. Richardson.

3. FACILITIES  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 5:55 am-midnight weekdays; 7:30 am-10:00 pm Sun. CST.

4. AGENCY COMMISSION  
15% to recognized agencies; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

ET 12/1/58—Rec'd 11/29/58.

9. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	10 min.	5 min.	1 min.
1 time	15.00	12.00	10.00	6.00
26 times	14.00	11.00	9.00	5.70
52 times	13.00	10.00	8.00	5.55
156 times	12.00	9.00	7.00	4.80
260 times	11.00	8.00	6.00	4.50
612 times	10.00	7.00	5.00	4.20

10. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 minute or less, per week:	Each
1 minute	6.00	6.00
10 or more times	4.50	4.50
15 or more times	4.00	4.00
20 or more times	3.50	3.50



1937



Alan Torbet Associates, Inc.



Media Code 4 235 6300 6.00  
Triple R, Inc., Box 600, Jamestown, N. D. 58401. Phone 701-252-3570.

**STATION'S PROGRAMMING DESCRIPTION**  
KSJB: Programmed for general interest.  
MUSIC: 100% Modern country. FARM: 6:15 am, show; 6:55 am county agent's report; 7:05 am farm show, 12N-1 pm farm programming, SPORTS: live coverage high school & college football & basketball. Major League baseball games. Sports highlights 8:05 am-5:55 pm. NEWS: network at :30, regional & local at :60. News roundup at 7 pm. Entertainment & music, audience participation contests & promotions. Contact Representative for further details. Rec'd 3/26/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—E. D. Crilly.  
Program & Sports Director—Jack Leonard.  
Farm Director—Rick Allen.

2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

3. FACILITIES  
5,000 w.; 800 kc.  
Directional—Same pattern day and night.  
Operating schedule: 5:30-1 am. CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20a, 21b, 22b, 23a, 24a, 25a, 26, 27, 28a, 29a.  
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60f, 60l, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KSJM (FM).  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

TIME RATES

No. 3 ET 5/1/67—Rec'd 4/14/67.  
A—Mon thru Sat 7-10 am, noon-1 pm & 4-6 pm.  
B—Mon thru Sat 6-7 am, 10 am-noon, 1-4 pm & 6 pm-midnight; Sun all day.

7. PACKAGE PLANS

	1x	5x	10x	15x	20x	25x	30x	40x
PER WK:	1.00	5.00	10.00	15.00	20.00	25.00	30.00	40.00
1 min	16.00	15.00	14.00	13.00	12.00	11.00	10.00	9.00
30 sec	12.00	12.00	11.20	10.40	9.60	8.80	8.00	7.20

October 1, 1974

CLASS B

	1x	5x	10x	15x	20x	25x	30x
PER WK:	1.00	5.00	10.00	15.00	20.00	25.00	30.00
1 min	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	10.40	9.60	8.80	8.00	7.30	6.40	5.60

LD's: 50% of 1-min.  
CONSECUTIVE WEEK DISCOUNTS  
13 wk—5% 26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

	1x	26x	52x	156x	260x	312x
1/2 hr	120	117	108	102	90	84
1/4 hr	75	73	68	60	56	53
10 min	60	58	54	51	45	42
5 min	40	39	36	32	30	28

CLASS A

	1x	26x	52x	156x	260x	312x
1/2 hr	90	88	81	72	68	63
1/4 hr	50	49	48	40	38	35
10 min	40	39	36	32	30	28
5 min	25	24	23	21	19	18

Spots and programs may not be combined for applicable discounts.

10. SPECIAL FEATURES  
Class B rates apply:  
Forecast For Farming—Mon thru Sat 6:15-6:20 am.  
County Agent Reports—Mon thru Sat 6:55-7 am.  
Emergency Message Service—10-sec ID every hr on hr.  
Minnesota Twins baseball—All games.  
(Q)

KSJM (FM)

1968



Subscriber to the NAB Radio Code  
Media Code 4 235 6550 1.00  
Triple R, Inc., Box 600, Jamestown, N. D. 58401. Phone 701-252-3570.

See affiliated AM station for additional information.  
AM facilities: KSJB.

3. FACILITIES  
ERP 28,500 w. (horiz. & vert.); 93.3 mc. Stereo.  
Operating schedule: 7-11 am. CST.  
Antenna ht.: 256 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with ATA Radio Network.

TIME RATES

ET 7/1/68—Rec'd 2/21/68.

6. SPOT ANNOUNCEMENTS

	1x	51x	151x	300+
1 min	6.00	5.50	5.00	4.50
30 sec	5.00	4.50	4.00	3.50

LANGDON

Cavalier County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

KNDK

1967



Subscriber to the NAB Radio Code  
Media Code 4 235 6400 4.00  
KNDK, Inc., Box 182, Langdon, N. D. 58249. Phone 701-258-2148.

1. PERSONNEL  
General Manager—Arthur F. Nelson.

3. FACILITIES  
1,000 w.; 1080 kc.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Farm Directors Radio Network.

TIME RATES

No. 2 ET 6/73—Rec'd 11/29/73.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	104x	156x	260x	312x
1 min	6.95	6.25	5.85	5.40	4.85	4.10	3.70
30 sec	4.95	4.45	4.00	3.60	3.25	2.75	2.50

MANDAN

Morton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State

See Bismarck-Mandan

MAYVILLE

Trail County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

KMAV

1967



Subscriber to the NAB Radio Code  
Media Code 4 235 6500 1.00  
KMAV, Inc., Box 918, Mayville, N. D. 58257. Phone 701-786-2006.

**STATION'S PROGRAMMING DESCRIPTION**  
KMAV: Programmed for agricultural audience.

1. PERSONNEL  
General Manager—Austin G. Kramer.

3. FACILITIES  
250 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Directors Radio Network, Dakota Farm Network—North Dakota.

TIME RATES

ET 1/1/68—Rec'd 1/8/68.

6. SPOT ANNOUNCEMENTS

	1x	26x	52x	156x	260x	312x
1 min	4.20	3.90	3.60	3.30	3.00	2.90
30 sec	2.70	2.55	2.40	2.25	2.10	1.90

MINOT (4 AM; 1 FM)

Ward County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

KCJB

1950



Subscriber to the NAB Radio Code  
Media Code 4 235 6650 4.00  
Chester Reiten, Lloyd Amoo and William L. Hurley, Box 1686, KCJB-Radio Bldg., Minot, N. D. 58701. Phone 701-838-0361. TWX 910-675-2496.

1. PERSONNEL  
President—Chester Reiten.  
Station Manager—Rod Romine.

2. REPRESENTATIVES  
HR/Stone Radio Representatives, Inc.  
Minneapolis—William L. Hurley.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 910 kc. Directional day & night.  
Operating schedule: 5:30-12:30 am. CST.

4. AGENCY COMMISSION  
15% on time only; no cash discount.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 21a, 21b, 21c, 22a.  
Affiliated with American Contemporary Network.  
Member: Dakota Farm Network—North Dakota.

TIME RATES

ET 7/1/68—Rec'd 6/17/68.

Class AA—6:00-8:00 am, noon-1:00 pm and 4:00-6:00 pm Mon thru Fri.  
Class A—9:00 am-noon, 1:00-4:00 pm and 6:00-7:00 pm Mon thru Fri; 6:00 am-7:00 pm Sat and Sun.  
Class B—All other times.

6. SPOT ANNOUNCEMENTS

	1x	12	12	10	11	8
PER WK:	14	12	10	8	9	7
1x	12	10	10	8	9	7
6x	11	9	9	7	8	6
12x	10	8	8	7	6	5
18x	9	7	7	6	5	4
24x	8	7	6	5	4	3

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1x	51x	151x	300+	
PER WK:	14	12	10	11	8
1x	12	10	10	8	9
6x	11	9	9	7	8
12x	10	8	8	7	6
18x	9	7	7	6	5
24x	8	7	6	5	4

6. PROGRAM TIME RATES

	1
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## NORTH DAKOTA

Minot—K T Y N—Continued

### 7. PACKAGE PLANS

SATURATION PACKAGE—BTA				
EA:	50x	250x	600+	
1 min.....	6.80	5.95	4.50	
30 sec.....	4.00	3.60	2.75	

### 8. PROGRAM TIME RATES

	1x	25x	52x	156x	280x	312x
1/2 hr.....	55.00	52.00	47.00	44.00	41.00	38.00
1/4 hr.....	40.00	37.00	34.00	31.00	28.00	25.00
10 min.....	30.00	28.50	27.00	25.50	24.00	22.50
5 min.....	20.00	19.00	18.00	17.00	16.00	15.00

## OAKES

Dickey County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### K D D R

1959

Subscriber to the NAB Radio Code  
Media Code 4 235 7700 6.00  
Berry-Iverson Co., Box 411, Oakes, N. D., 58474.  
Phone 701-742-2187.

### 1. PERSONNEL

Manager—Thomas E. Brazill.

### 3. FACILITIES

1,000 w.; 1220 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

None; agencies add commission to rates shown.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS.

Member: Dakota Farm Network—North Dakota.

### TIME RATES

Eff — Rec'd 4/23/73.

### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	156x	312x
1 min.....	3.15	3.10	2.95	3.00	2.95	2.90	2.85
30 sec.....	2.40	2.35	2.30	2.25	2.20	2.15	2.10

### 7. PACKAGE PLANS

SATURATION:							
	25 ti	50 ti	75 ti	100 ti	150 ti		
1 min.....	75.00	147.50	217.50				
30 sec.....	56.25	110.00	161.25	200.00	285.00		
15 sec. flat 1.35.							

### 12-MO PLAN:

	1 min 30 sec	1 min 30 sec
300 x.....	2.85	2.10
400 x.....	2.80	2.05
600 x.....	2.75	2.00
800 x.....	2.70	1.95

1 min 30 sec 2.65 1.90

2.60 1.85

2.55 1.80

2.50 1.75

## KGCA

1961

NAB

Media Code 4 235 6050 5.00  
Rugby Broadcasters, Inc., Box 31, Highway 2-East,  
Rugby, N. D. 58368. Phone 776-5254. TWX RA  
250.

### 1. PERSONNEL

General Manager—Dale C. Moldenhauer.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.

Non-directional.

Operating schedule: 6 am-midnight. CST.

### 4. AGENCY COMMISSION

15% on time; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with KBS and MBS.

Member: Farm Directors Radio Network, Dakota  
Farm Network—North Dakota.

### TIME RATES

Rates effective August 15, 1961.

Rates received September 6, 1961

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	1 min.	30 sec.
1 time.....	75.00	42.50	22.50	18.50	15.00	7.50	6.00
13 times.....	69.00	36.00	19.50	17.00	13.50	6.75	5.60
26 times.....	63.00	33.00	18.00	15.75	12.00	6.00	5.20
52 times.....	57.00	30.00	16.50	14.25	11.25	5.25	4.80
104 times.....	48.00	25.50	14.25	12.50	10.50	4.85	4.40
156 times.....	42.00	22.50	12.75	11.25	9.75	4.35	4.00
260 times.....	36.00	16.50	9.75	8.75	7.50	3.85	3.60
312 times.....	27.00	15.00	9.00	8.00	6.75	3.85	3.20

## VALLEY CITY

Barnes County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

### KOVC

1986

NAB

Media Code 4 235 8400 2.00  
KOVC, Inc., Broadcast House, Valley City, N. D.  
58072. Phone 701-845-1490.

### STATION'S PROGRAMMING DESCRIPTION

KOVC: Programmed for general community interest.

### 1. PERSONNEL

Station Manager—Dale Olson.

### 3. FACILITIES

1,000 w. days; 250 w. nights; 1490 kc.

Non-directional.

Operating schedule: 6:30 am-11:00 pm daily. CST.

### 4. AGENCY COMMISSION

15% no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Contemporary Network.

Affiliated with KBS.

Member: National AgRadio Groups, Inc., Dakota  
Farm Network—North Dakota.

### TIME RATES

Eff 3/1/71—Rec'd 7/9/71.

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1/4 hr.	10 min.	5 min.	1 min.
1 time.....	15.00	12.00	10.00	8.00
26 times.....	14.00	11.00	9.00	5.70
52 times.....	13.00	10.00	8.00	5.55
156 times.....	12.00	9.00	7.00	4.80
260 times.....	11.00	8.00	6.00	4.50
312 times.....	10.00	7.00	5.00	4.20



### ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
Bellevue—Huron County  
Galion—Crawford County

**NEWSPAPER**  
Hamilton—Butler County

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	1,044,849	Newark .....	1,765
<b>METRO AREAS</b>			
Akron .....	58,468	Parkersburg .....	1,343
Canton .....	22,825	Marietta .....	1,189
Cincinnati .....	159,484	Portsmouth .....	5,518
Cleveland .....	366,357	Sandusky .....	13,697
Columbus .....	117,430	Springfield .....	6,888
Dayton .....	101,171	Steubenville .....	6,888
Hamilton .....	11,352	Toledo .....	63,993
Middletown .....	10,272	Youngstown .....	52,304
Lima .....	18,000	Warren .....	9,137
Lorain-Elyria .....	9,137	Total Metros.....	1,021,193

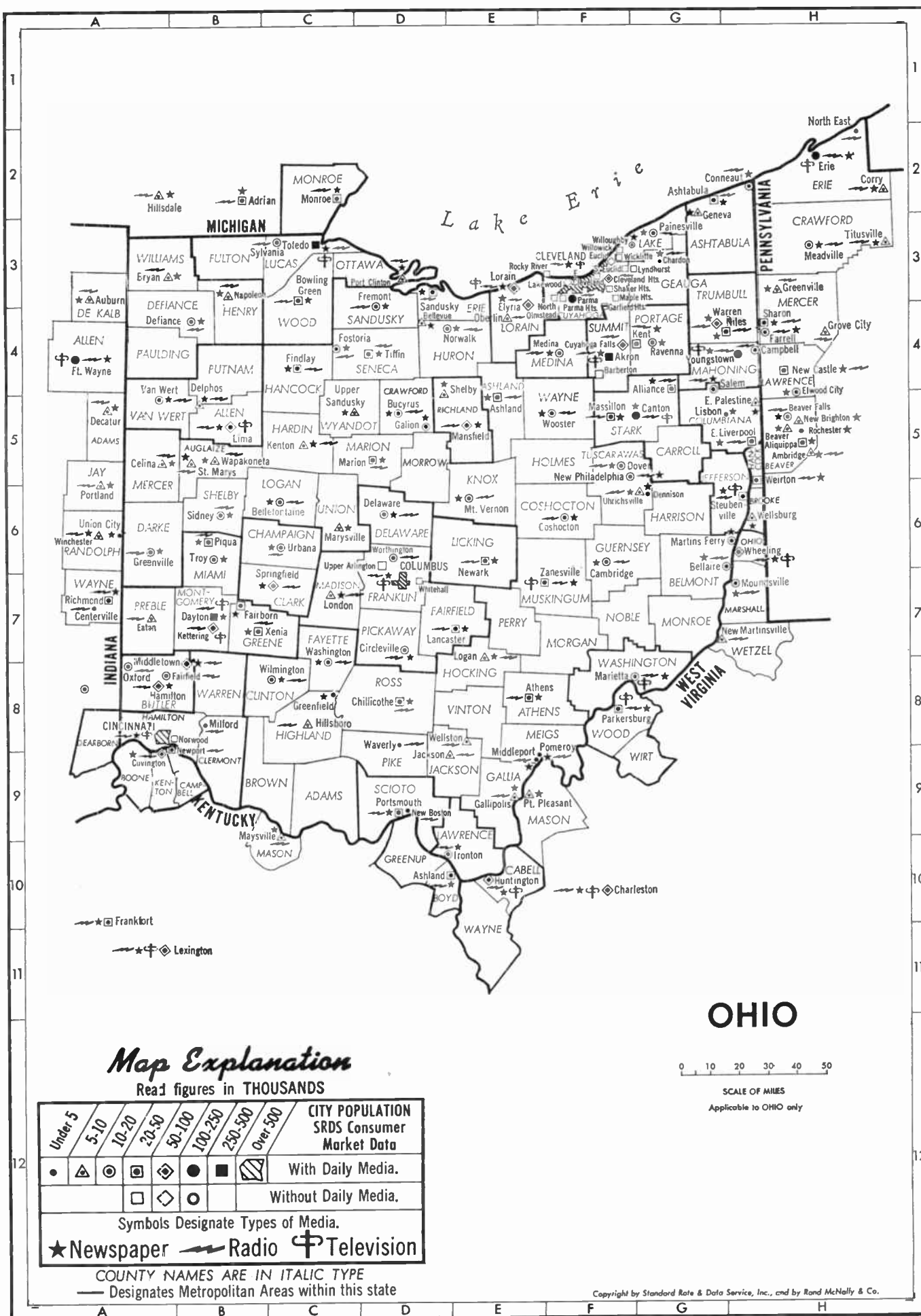
## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	95,128	Lorain-Elyria ..	10,391
<b>METRO AREAS</b>			
Cleveland .....	21,312	Toledo .....	14,998
		Total Metros.....	46,701



OHIO

0 10 20 30 40 50  
SCALE OF MILES  
Applicable to OHIO only

## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Akron—Summit	Canton—Stark	East Cleveland—Cuyahoga	Hamilton—Butler	Maple Heights—Cuyahoga	North Olmsted—Cuyahoga	South Euclid—Cuyahoga	Warrensville Heights—Cuyahoga
Alliance—Stark	Chillicothe—Ross	East Lake—Lake	Kent—Portage	Marietta—Washington	Norwood—Hamilton	Springfield—Clark	Whitehall—Franklin
Ashland—Ashland	Cincinnati—Hamilton	East Liverpool—Columbiana	Kettering—Montgomery	Marion—Marion	Parma—Cuyahoga	Steuvenville—Jefferson	Wickliffe—Lake
Ashtabula—Ashtabula	Cleveland—Cuyahoga	Elyria—Lorain	Lakewood—Cuyahoga	Massillon—Stark	Parma Heights—Cuyahoga	Stow—Summit	Willowick—Lake
Athens—Athens	Cleveland Heights—Cuyahoga	Euclid—Cuyahoga	Lancaster—Fairfield	Mayfield Heights—Cuyahoga	Piqua—Miami	Tiffin—Seneca	Xenia—Greene
Barberton—Summit	Cuyahoga	Fairborn—Greene	Lima—Allen	Mentor—Lake	Plymouth—Scioto	Toledo—Lucas	Youngstown—Mahoning
Berea—Cuyahoga	Columbus—Franklin	Fairview Park—Cuyahoga	Lorain—Lorain	Middletown—Butler	Rocky River—Cuyahoga	Upper Arlington—Franklin	Zanesville—Muskingum
Bowling Green—Wood	Cuyahoga Falls—Summit	Findlay—Hancock	Lyndhurst—Cuyahoga	Newark—Licking	Sandusky—Erie	Warren—Trumbull	
Brook Park—Cuyahoga	Dayton—Montgomery	Garfield Heights—Cuyahoga	Mansfield—Richland	Niles—Trumbull	Shaker Heights—Cuyahoga		

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)				
			Per Household (\$)	% Distribution of Families 8000 5000 8000 10000 15000 to to to to to 4999 7999 9999 14999 over					(\$000)	Household (\$)	Food (\$000)	Drug (\$000)	General Mdx (\$000)	By Selected Store Types— Apparel (\$000)				Home Furn. (\$000)	Auto- Mfgs (\$000)	Service Station (\$000)	
OHIO STATE TOTALS.....	10,617.0	3,550.69	46,352,969	13,055	5.8	12.2	12.0	29.9	33.6	26,002,207	7,323	5,817,008	697,475	5,006,032	1,051,932	1,246,468	5,641,230	1,849,302	5,603.35	391.9	2,325,400
ADAMS C-9.....	20.4	6.96	49,111	7,056	16.5	24.9	10.7	15.7	9.9	33,993	4,884	7,761	787	1,891	578	1,413	9,958	2,626	9.98	5.4	20,943
ALLEN B-5.....	111.9	36.37	481,889	13,250	5.5	13.2	12.3	30.1	33.4	370,069	10,175	61,842	6,277	74,638	11,463	14,226	60,480	22,169	59.06	7.4	31,725
Lima.....	54.1	18.71	218,064	11,655	.....	.....	.....	.....	.....	230,565	12,323	26,449	3,768	33,661	6,317	8,800	34,866	12,087	.....	.....	.....
Lima Metro Area.....	211.2	67.83	850,170	12,534	5.6	13.6	13.1	31.2	30.8	596,410	8,793	109,869	9,916	84,928	18,121	24,916	112,867	40,963	112.04	.....	.....
ASHLAND E-4.....	44.4	14.53	173,170	11,918	6.4	15.1	12.9	30.3	29.2	109,819	7,558	22,183	2,523	8,342	4,472	7,248	22,712	10,254	22.25	5.8	27,190
Ashland.....	20.6	6.98	82,768	11,858	.....	.....	.....	.....	.....	74,468	10,669	15,797	2,062	7,520	3,714	5,760	16,113	4,765	.....	.....	.....
ASHTABULA G-3.....	101.8	33.02	394,767	11,955	6.3	13.7	13.8	31.8	27.8	236,222	7,154	61,242	4,523	34,089	8,839	8,386	50,670	19,304	53.98	5.2	24,607
Ashtabula.....	24.1	8.03	93,689	11,667	.....	.....	.....	.....	.....	112,129	13,964	25,731	2,482	27,435	6,002	4,969	21,793	7,630	.....	.....	.....
ATHENS E-8.....	56.5	16.68	174,178	10,442	11.4	20.7	14.0	23.2	19.9	100,825	6,045	25,324	3,024	10,240	3,991	4,136	22,772	7,796	22.68	1.2	5,713
Athens.....	27.4	6.37	78,117	12,263	.....	.....	.....	.....	.....	74,390	11,678	10,352	2,685	7,635	3,543	2,354	21,825	4,236	.....	.....	.....
AUGLAIZE B-5.....	38.8	12.45	148,549	11,932	5.4	12.4	14.0	34.3	28.9	89,340	7,176	22,532	1,397	4,527	3,696	4,949	20,004	9,516	20.79	5.9	43,062
BELMONT C-7.....	78.9	27.46	285,627	10,402	8.3	17.9	14.7	29.2	21.3	149,156	5,432	48,062	3,639	16,080	3,926	6,997	31,591	13,595	40.29	3.6	11,587
BROWN C-9.....	27.0	8.76	84,268	9,620	10.3	19.5	14.1	25.4	18.5	46,625	5,322	13,576	1,165	2,198	495	411	7,033	5,134	13.92	7.1	25,098
BUTLER A-8.....	236.5	74.62	959,396	12,857	5.6	11.9	12.7	31.3	32.6	545,721	7,313	111,146	17,538	89,880	19,424	20,393	101,151	36,906	118.67	5.3	26,687
Hamilton.....	65.5	22.77	263,700	11,581	.....	.....	.....	.....	.....	228,332	10,028	44,079	6,828	43,306	8,053	10,859	51,019	13,444	.....	.....	.....
Hamilton-Middletown Metro Area.....	236.5	74.62	959,396	12,857	5.6	11.9	12.7	31.3	32.6	545,721	7,313	111,146	17,538	89,880	19,424	20,393	101,151	36,906	118.67	.....	.....
Middletown.....	50.1	17.59	225,163	12,823	.....	.....	.....	.....	.....	185,311	10,535	41,931	6,940	42,458	9,520	7,477	40,369	10,286	.....	.....	.....
CARROLL G-5.....	23.4	7.56	74,633	9,872	8.8	18.9	15.6	29.9	16.5	35,238	4,661	6,922	404	1,222	799	1,531	13,927	3,115	11.85	2.8	11,506
CHAMPAIGN C-6.....	32.5	10.88	121,997	11,213	7.2	15.9	14.8	31.2	24.3	61,485	5,651	14,515	1,413	4,528	1,523	2,248	12,129	4,812	16.37	4.9	43,531
CLARK C-7.....	159.8	52.19	653,393	12,520	6.0	11.8	13.3	31.3	31.3	337,913	6,475	82,440	10,152	65,903	15,227	17,473	78,888	31,724	85.67	4.4	44,082
Springfield.....	82.8	28.80	311,680	10,822	.....	.....	.....	.....	.....	259,591	9,014	61,343	9,113	62,927	14,355	13,697	57,931	22,485	.....	.....	.....
Springfield Metro Area.....	192.3	63.07	775,390	12,294	6.2	12.7	13.5	31.2	30.1	399,398	6,333	96,955	11,565	70,431	16,750	19,721	91,017	36,536	102.4	.....	.....
CLERMONT B-9.....	103.1	30.52	380,421	12,465	6.0	11.7	13.3	32.6	30.3	174,463	5,716	49,358	3,865	22,971	2,744	4,485	49,856	13,427	55.54	5.4	15,291
CLINTON C-8.....	31.5	10.31	116,714	11,320	7.2	16.0	13.3	27.8	26.6	90,118	8,741	18,235	1,941	3,121	3,659	3,331	22,614	5,717	17.47	4.8	39,989
COLUMBIANA G-5.....	110.6	37.37	422,612	11,309	7.1	16.0	15.9	30.7	23.3	223,396	5,978	61,513	6,522	27,018	9,817	12,024	54,234	18,237	58.53	5.6	26,883
East Liverpool.....	20.0	7.41	71,866	9,699	.....	.....	.....	.....	.....	80,913	10,919	20,978	2,361	16,443	4,739	6,562	18,570	5,187	.....	.....	.....
COSHOCTON F-6.....	33.5	11.65	117,266	10,066	7.8	18.7	14.8	27.4	21.3	69,923	6,002	13,558	2,164	11,698	3,483	1,729	16,085	5,027	18.15	3.8	18,466
CRAWFORD D-5.....	51.1	17.26	196,318	11,374	5.8	16.2	13.3	31.6	26.9	104,700	6,066	26,509	2,919	8,815	5,153	6,611	26,188	7,907	28.54	4.2	32,128
CUYAHOGA F-4.....	1,702.4	582.90	8,435,082	14,471	5.2	9.2	10.0	28.7	40.5	4,601,988	7,895	1,045,798	134,663	1,046,723	221,121	226,548	968,520	263,495	864.16	.....	.....
Berea.....	23.7	7.07	113,719	16,085	.....	.....	.....	.....	.....	58,966	8,340	16,243	2,159	1,543	1,504	1,065	28,558	3,098	.....	.....	.....
Brook Park.....	33.6	9.02	121,967	13,522	.....	.....	.....	.....	.....	43,396	4,811	5,201	3,097	11,267	688	604	5,635	4,092	.....	.....	.....
Cleveland.....	704.2	248.11	2,708,818	10,918	.....	.....	.....	.....	.....	1,929,477	7,777	436,693	62,875	451,997	108,630	119,397	341,503	113,890	.....	.....	.....
Cleveland Metro Area.....	2,058.6	688.84	10,049,755	14,589	4.9	9.0	10.0	29.4	40.9	5,365,510	7,789	1,233,314	155,998	1,160,153	246,797	246,164	1,141,692	323,310	1,057.56	.....	.....
Cleveland Heights.....	60.5	21.45	368,511	17,180	.....	.....	.....	.....	.....	190,283	8,871	39,772	5,839	32,706	3,722	6,775	39,465	8,986	.....	.....	.....
East Cleveland.....	39.4	15.52	175,177	11,287	.....	.....	.....	.....	.....	82,571	5,320	24,445	2,756	10,923	1,514	2,179	36,669	5,001	.....	.....	.....
Euclid.....	73.2	27.16	391,534	14,416	.....	.....	.....	.....	.....	149,195	5,493	36,406	3,932	10,907	8,465	10,170	60,567	6,939	.....	.....	.....
Fairview Park.....	23.5	8.29	152,438	18,388	.....	.....	.....	.....	.....	95,611	11,533	14,406	2,573	22,263	6,819	2,545	14,829	2,978	.....	.....	.....
Garfield Heights.....	42.0	13.70	193,204	14,102	.....	.....	.....	.....	.....	48,924	3,571	21,354	3,396	18,255	1,510	1,183	3,647	5,737	.....	.....	.....
Lakewood.....	70.4	28.25	394,169	13,953	.....	.....	.....	.....	.....	188,732	6,681	41,811	5,792	16,592	3,432	3,067	104,686	8,342	.....	.....	.....
Lyndhurst.....	20.5	6.33	126,271	19,948	.....	.....	.....	.....	.....	29,954	4,732	7,113	894	3,668	276	6,718	5,498	2,572	.....	.....	.....
Maple Heights.....	34.4	10.86	154,136	14,193	.....	.....	.....	.....	.....	154,851	14,259	39,478	3,395	79,174	10,527	10,186	2,781	6,245	.....	.....	.....
Mayfield Heights.....	24.4	9.14	125,236	13,702	.....	.....	.....	.....	.....	73,312	8,021	25,711	650	20,336	3,474	5,368	2,710	5,321	.....	.....	.....
North Olmsted.....	38.9	11.64	193,290	16,606	.....	.....	.....	.....	.....	104,779	9,002	26,406	2,836	38,291	3,855	3,131	19,770	5,321	.....	.....	.....
Parma.....	104.4	33.02	501,656	15,192	.....	.....	.....	.....	.....	310,534	9,404	58,618	7,457	64,575	9,164	8,693	44,920	15,454	.....	.....	.....



## State, County, City, Metro Area Data

ESTimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)		
			Per Household (\$000)	% Distribution of Families					Total Retail Sales— Per Household (\$000)	By Selected Store Types												
				3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motiva (\$000)	Service Station (\$000)						
HURON E-4.....	49.8	15.82	188,921	11,942	6.7	11.0	13.3	31.7	30.5	112,674	7,122	29,118	3,633	7,159	5,751	5,478	26,580	9,492	26.73	5.6	31,845	
JACKSON E-9.....	26.1	8.83	74,732	8,463	12.4	22.0	13.2	20.0	14.9	44,001	4,983	10,135	2,182	4,127	1,751	2,109	12,806	5,907	13.56	1.1	7,160	
JEFFERSON H-5.....	97.1	32.25	358,655	11,121	7.6	14.9	15.3	31.7	23.7	196,059	6,079	58,062	5,855	41,186	8,796	12,859	35,218	13,305	48.21	2.1	4,617	
Stuebenville.....	30.2	10.84	124,029	11,442	.....	.....	.....	.....	.....	138,345	12,762	39,501	4,058	39,316	7,830	10,476	.....	.....	.....	.....	.....	
Stuebenville-Weirton Metro Area.....	170.1	55.78	663,776	11,900	7.2	14.2	14.4	32.2	25.1	312,444	5,601	90,242	9,318	48,473	12,774	20,624	59,034	24,713	76.86	.....	.....	
KNOX E-5.....	42.0	13.90	152,394	10,964	7.5	17.8	14.3	29.0	23.4	102,603	7,382	25,107	3,997	16,619	2,998	2,820	21,445	7,700	22.65	4.0	26,773	
LAKE G-3.....	203.2	61.16	930,380	15,212	3.1	6.0	9.7	34.9	43.3	515,510	8,429	122,869	15,537	96,946	21,002	13,278	98,145	35,601	110.34	.....	21,645	
East Lake.....	21.5	6.44	89,419	13,885	.....	.....	.....	.....	.....	13,195	2,049	2,578	641	1,174	160	332	1,893	2,895	.....	.....	.....	
Mentor.....	41.2	12.03	182,032	15,132	.....	.....	.....	.....	.....	32,195	4,798	6,904	1,981	5,800	160	591	629	4,460	.....	.....	.....	
Wickliffe.....	23.0	6.71	102,679	15,302	.....	.....	.....	.....	.....	74,245	12,092	29,131	2,672	18,672	11,259	162	620	2,062	.....	.....	.....	
Willowick.....	21.6	6.14	101,575	16,543	.....	.....	.....	.....	.....	98,347	5,010	29,824	2,930	5,125	2,816	3,793	25,102	9,930	29.62	2.1	7,030	
LAWRENCE E-9.....	59.6	19.63	182,714	9,308	11.2	19.6	15.8	25.7	14.5	261,800	7,145	60,370	7,314	39,635	10,431	9,811	58,714	21,537	58.41	5.2	31,365	
LICKING E-6.....	111.9	36.64	414,960	11,325	6.5	13.7	15.6	31.6	25.3	133,611	8,907	32,823	4,037	14,115	7,712	7,355	33,114	11,453	.....	.....	.....	
Newark.....	41.5	15.00	156,050	10,403	.....	.....	.....	.....	.....	133,611	8,907	32,823	4,037	14,115	7,712	7,355	33,114	11,453	.....	.....	.....	
Newark Metro Area.....	111.9	36.64	414,960	11,325	6.5	13.7	15.6	31.6	25.3	133,611	8,907	32,823	4,037	14,115	7,712	7,355	33,114	11,453	58.41	.....	.....	
LOGAN C-6F.....	34.7	12.15	130,864	10,771	8.5	17.9	14.0	27.3	23.4	85,222	7,014	18,904	2,171	8,388	3,722	4,093	20,004	6,313	20.87	4.4	29,302	
LORAIN E-4.....	265.5	80.38	1,121,850	13,957	4.1	9.1	12.4	34.0	35.5	691,965	8,609	140,010	13,018	110,649	23,596	24,722	112,159	41,519	142.11	4.2	29,846	
Elyria.....	57.1	18.30	240,222	13,127	.....	.....	.....	.....	.....	171,642	9,379	38,314	4,126	58,238	10,776	8,424	34,695	9,248	.....	.....	.....	
Lorain.....	79.9	25.03	320,281	12,796	.....	.....	.....	.....	.....	215,169	8,596	46,109	3,926	37,302	9,320	9,737	39,612	11,775	.....	.....	.....	
Lorain-Elyria Metro Area.....	265.5	80.38	1,121,850	13,957	4.1	9.1	12.4	34.0	35.5	691,965	8,609	140,010	13,018	110,649	23,596	24,722	112,159	41,519	142.11	4.2	29,846	
LUCAS C-3.....	492.7	166.52	2,283,032	13,710	5.8	10.8	11.2	30.1	36.3	1,322,441	7,942	298,652	37,703	306,271	47,695	62,507	262,288	81,933	263.91	2.9	20,468	
Toledo.....	390.1	135.25	1,742,518	12,884	.....	.....	.....	.....	.....	1,075,949	7,955	241,864	31,910	270,990	41,645	52,172	210,580	63,873	.....	.....	.....	
Toledo Metro Area.....	780.3	254.66	3,527,337	13,851	5.4	10.5	10.8	30.3	37.6	1,941,676	7,625	428,528	51,073	376,990	66,432	86,876	427,634	136,330	407.68	.....	.....	
MADISON C-7.....	28.7	8.81	97,687	11,088	7.3	17.7	14.3	28.4	25.2	63,912	7,254	14,898	1,925	2,366	795	1,368	19,617	7,208	14.32	5.4	45,039	
MAHONING G-4.....	302.8	98.74	1,269,742	12,859	5.3	11.2	13.3	31.5	31.9	668,686	6,772	159,164	22,029	155,893	27,560	34,424	152,352	55,456	163.48	3.7	15,695	
Youngstown.....	141.9	48.23	521,155	10,806	.....	.....	.....	.....	.....	417,636	8,659	91,532	14,276	110,307	20,690	19,900	103,772	20,427	.....	.....	.....	
Youngstown-Warren Metro Area.....	541.8	174.59	2,308,443	13,222	4.9	10.8	12.9	31.9	33.7	1,192,992	6,833	293,610	34,783	246,775	50,258	54,078	272,534	93,623	296.51	.....	.....	
MARION D-5.....	65.3	21.49	234,724	10,922	6.3	16.7	15.3	32.2	33.4	141,633	6,591	34,656	4,608	33,731	5,448	6,331	29,574	10,340	34.50	3.6	34,771	
Marion.....	41.2	14.18	141,609	9,987	.....	.....	.....	.....	.....	87,950	6,202	16,332	3,306	15,582	5,380	6,031	19,595	7,536	.....	.....	.....	
MEDINA F-4.....	87.1	25.93	373,131	14,390	4.0	8.0	11.0	33.9	38.9	165,501	6,383	42,632	3,958	9,256	4,189	4,159	51,028	15,258	48.98	4.4	19,333	
MEIGS F-8.....	18.7	6.49	53,605	8,260	13.2	20.1	14.1	22.4	12.5	33,050	5,092	9,096	1,153	4,435	693	1,086	8,853	2,759	10.60	1.7	7,026	
MERCER A-5.....	35.8	10.61	127,053	11,975	6.0	15.7	13.6	31.7	26.7	97,005	9,143	14,607	1,183	2,611	5,276	4,598	20,766	6,237	18.65	9.2	70,553	
MIAMI B-6.....	88.6	29.70	372,791	12,552	4.3	11.8	13.4	32.2	32.2	204,520	6,886	47,124	5,800	18,941	8,981	18,507	49,512	15,831	48.70	5.6	43,743	
Piqua.....	21.1	7.45	83,425	11,198	.....	.....	.....	.....	.....	71,973	6,661	16,296	2,772	10,102	3,350	3,224	21,890	5,342	.....	.....	.....	
MONROE G-7.....	15.9	5.25	46,933	6,940	9.3	16.9	16.0	24.4	16.1	18,487	3,521	5,025	284	1,895	617	1,014	4,806	1,447	7.20	2.2	6,152	
MONTGOMERY B-7F.....	610.3	204.37	2,968,456	14,525	4.5	9.7	10.1	29.3	41.4	1,607,887	7,868	345,403	43,124	421,147	78,908	86,016	325,061	106,166	321.04	4.8	23,820	
Dayton.....	243.9	87.02	985,417	11,324	.....	.....	.....	.....	.....	845,996	9,722	136,556	26,485	219,805	44,081	56,012	195,306	48,705	.....	.....	.....	
Dayton Metro Area.....	866.4	285.02	4,079,140	14,312	4.5	10.4	10.7	29.6	39.8	2,104,385	7,383	456,827	55,147	459,619	95,802	113,982	471,271	153,056	457.54	.....	.....	
Kettering.....	77.7	26.52	449,476	16,949	.....	.....	.....	.....	.....	209,975	7,918	52,338	4,996	67,356	12,600	7,437	15,397	10,506	.....	.....	.....	
MORGAN F-7.....	12.2	4.14	36,983	8,933	12.2	20.3	15.4	22.9	15.5	16,030	3,872	4,291	298	1,148	94	871	6,088	1,494	6.50	1.8	4,581	
MORROW D-5.....	21.7	7.02	74,635	10,632	6.1	17.1	15.0	29.1	22.0	27,753	3,953	6,203	404	978	259	293	6,799	3,950	11.69	4.5	20,611	
MUSKINGUM F-7.....	76.7	25.78	259,424	10,063	8.2	18.6	14.7	28.1	21.6	184,165	7,144	38,115	6,690	28,887	7,695	8,983	39,257	16,685	38.33	3.1	14,616	
Zanesville.....	33.4	12.27	103,891	8,467	.....	.....	.....	.....	.....	133,617	10,820	20,074	6,299	28,273	6,582	6,914	34,210	10,431	.....	.....	.....	
NOBLE F-7.....	10.1	3.41	31,090	9,117	7.6	20.3	14.1	23.3	17.4	15,521	3,965	3,317	518	784	404	290	4,206	1,459	4.85	2.0	4,860	
OTTAWA D-3.....	37.1	12.26	144,826	11,813	6.2	13.0	12.3	30.6	31.1	84,249	6,872	19,762	1,462	2,801	1,771	3,176	30,494	9,706	21.45	3.0	15,957	
PAULDING A-4.....	19.7	6.15	65,659	10,676	5.6	14.2	14.9	32.4	23.3	32,463	5,279	7,157	316	554	382	1,955	8,028	4,073	9.79	4.0	22,818	
PERRY E-7.....	26.9	8.82	77,075	8,739	9.9	20.6	14.9	25.1	15.8	33,547	3,793	10,285	767	2,133	374	1,352	8,926	3,931	13.02	2.0	8,425	
PICKAWAY D-7.....	40.8	12.14	136,758	11,265	7.3	17.2	14.0	28.2	25.0	71,287	5,113	7,287	626	1,741	396	619	6,646	3,385	9.39	1.4	7,858	
PIKE D-9.....	18.8	5.99	53,513	8,934	14.3	19.1	11.2	20.5	16.0	30,626	5,788	48,186	5,368	7,037	5,721	10,323	62,245	23,073	65.11	3.3	18,289	
PORTAGE G-4.....	134.6	38.16	548,028	14,361	4.2	10.2	11.8	32.4	37.6	220,865	5,788	13,205	2,038	3,604	2,422	1,705	25,935	7,130	.....	.....	.....	
Kent.....	31.0	7.84	115,477	14,729	.....	.....	.....	.....	.....	72,233	9,213	13,205	1,621	1,196	1,645	1,986	13,760	10,297	19.29	7.2	43,712	
PREBLE A-7.....	36.9	11.98	134,084	11,192	6.8	17.7	15.1	31.3	22.8	63,006	5,259	14,021	1,161	1,091	1,385	1,381	13,720	3,070	15.52	9.4	56,996	
PUTNAM B-4.....	31.7	9.03	107,353	11,888	5.7	15.7	14.2	30.6	27.4	60,847	6,738	10,910	1,015	1,091	1,385	1,381	13,720	3,070	15.52	9.4	56,996	
RICHLAND E-5.....	128.2	41.82	532,751	12,739	5.3	11.7	12.3	31.9	32.7													



# OHIO

See SDDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Agri Broadcasting Network



Comprised of:

Non-Interconnected Stations  
 WIFD—Archbold  
 WATH—Athens  
 WOGM (FM)—Bellevue  
 WAWR (FM)—Bowling Green  
 WBNO—Bryan  
 WBCO—Bucyrus  
 WOSM—Celina  
 WBEX—Chillicothe  
 WNRE (FM)—Circleville  
 WTNB—Coshocton  
 WDNW—Defiance  
 WJEL—Dover  
 WCTM (FM)—Eaton  
 WFRO—Fremont  
 WDRK—Greenville  
 Media Code 4 236 0015 4.00  
 Business Office: 2025 Riverside Dr., Columbus, Ohio 43221. Phone 614-486-8862.

1. PERSONNEL  
 Owner & Farm Dir.—Ed Johnson.  
 Associate Farm Director—Dave Branham.

4. AGENCY COMMISSION 15%  
 TIME RATES  
 Eff 7/30/74. Rec'd 7/30/74.  
 6. SPOT ANNOUNCEMENTS  
 Full network, 1 min. 330.00  
 30 sec. 80% of 1-min.

### Buckeye Farm Network

Comprised of:

Non-Interconnected Stations  
 WTOO—Bellevue  
 WMGS—Bowling Green  
 WBNO—Bryan  
 WBCO—Bucyrus  
 WWOW—Conneaut  
 WTNB—Coshocton  
 WJEL—Dover  
 WFIN—Findlay  
 WDRK—Greenville  
 WMOH—Hamilton  
 Media Code 4 236 0030 3.00  
 Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.  
 New York: 501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL  
 Manager—Robert J. Walton.

2. REPRESENTATIVES  
 Walton Broadcasting Sales Corporation.

4. AGENCY COMMISSION 15%  
 GENERAL ADVERTISING See coded regulations  
 General: 1a.  
 Contracts: 40a.  
 Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES  
 Eff 6/28/74. Rec'd 6/28/74.  
 Spots scheduled adjacent to Farm or News programs  
 Mon thru Sat 6-7:30 am & 11:30 am-1 pm.  
 6. SPOT ANNOUNCEMENTS  
 1 min. 143 138 128  
 30 sec. 80% of 1-min.

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
 Media Code 4 236 0045 1.00  
 Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
 New York: 527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

For complete listing see  
 Regional Networks & Groups



## OHIO STATE GROUP

Comprised of:

WNCO—Ashland  
 WAQI—Ashabula  
 WTKN (FM)—Kent  
 WQMG—Bryan  
 WBCO—Bucyrus  
 WLEK—Cambridge  
 WBEX—Chillicothe  
 WDLR—Delaware  
 WDOH (FM)—Delphos.  
 WJEL—Gallipolis  
 WSRW—Hillsboro  
 WIRO—Ironton  
 WLMJ—Jackson  
 WKNT—Kent  
 WLGN—Logan  
 WBIQ—Marietta  
 WTIG—Massillon  
 WPTW—Piqua  
 WIOJ—Portsmouth  
 WBTC—Uhrichsville  
 WERT—Van Wert  
 WCHO—Washington  
 Court House  
 WJEL—Wilmington  
 WWST—Wooster  
 WGIC—Xenia

1 min 30 sec  
 All stations..... 115 92  
 (D)

### Ohio Radio Network

Comprised of:

Non-Interconnected Stations  
 WNCO—Ashland  
 WAQI—Ashabula  
 WTKN (FM)—Kent  
 WQMG—Bryan  
 WBCO—Bucyrus  
 WLEK—Cambridge  
 WBEX—Chillicothe  
 WDLR—Delaware  
 WDOH (FM)—Delphos.  
 WJEL—Gallipolis  
 WSRW—Hillsboro  
 WIRO—Ironton  
 WLMJ—Jackson  
 WKNT—Kent  
 Media Code 4 236 0060 0.00  
 Business Office—1220 Huron Rd., Cleveland, Ohio 44115. Phone 216-781-0035.

1. PERSONNEL  
 General Manager—Norbert J. Kocob.  
 Sales Manager—Harry D. Parks.

2. REPRESENTATIVES  
 Regional Reps Corp.

4. AGENCY COMMISSION 15%  
 GENERAL ADVERTISING See coded regulations  
 General: 2a, 3a, 5, 6a.  
 Rate Protection: 10b, 11b, 12b.  
 Basic Rates: 20a, 22b, 23a.  
 Contracts: 40b, 45, 46.  
 Cancellation: 70a, 70c, 73a.

TIME RATES  
 Eff 4/1/74—Rec'd 1/28/74.  
 7. PACKAGE PLANS  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 Traffic 350 280 325 260 300 240  
 Housewife/wknd: 325 260 300 240 275 220  
 Total cost of 1 spot on ea sta.

## AKRON

(including Cuyahoga Falls, Kent)  
 (5 AM; 4 FM)

Plus 1 paid duplicate listing.  
 Akron, Summit County—Map Location F-4  
 Kent, Portage County—Map Location G-4  
 See SDDS consumer market map and data at beginning of the State.  
 Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	60	42	48	36
B	45	36	45	29
C	29	31	36	29
D	26	29	32	26
AVERAGE	40	38	40	30

## WAEZ

1947  
 AKRON



A Group One Station  
 Media Code 4 236 0090 7.00  
 Summit Radio Corp., 853 Copley Rd., Akron, Ohio 44320. Phone 216-535-7831.  
 Mailing address: Box 1590, Akron, Ohio 44309.  
 See affiliated AM station for additional information.  
 AM facilities: WAKR.

1. PERSONNEL  
 President—Viola G. Berk.  
 Vice-Pres. & Gen'l Mgr.—Roger G. Berk.  
 Station Manager—Alfred G. Grosby.

2. REPRESENTATIVES  
 McGarven-Guild, Inc.

3. FACILITIES  
 ERP 50,000 w. (horiz.) 50,000 w. (vert.); 97.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 500 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
 Sold in combination with WAKR. See that listing for rates.

### TIME RATES

Eff 1/1/74—Rec'd 1/14/74.  
 AA—Mon thru Sun 9 am-8 pm.  
 A—Mon thru Sun 6-9 am & 8 pm-midnight.  
 B—Mon thru Sun midnight-6 am.  
 6. SPOT ANNOUNCEMENTS  
 PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti  
 A ..... 40 38 36 34  
 AA ..... 30 28 26 24  
 B ..... 15 13 12 10

## WAKR

1940  
 AKRON



A Group One Station



A Group One Station  
 Media Code 4 236 0120 2.00  
 Summit Radio Corp., Radio-Television Center, Box 1590, Akron, Ohio 44309. Phone 216-535-7831.

1. PERSONNEL  
 President—Viola G. Berk.  
 Vice-Pres. & Gen'l Mgr.—Roger G. Berk.  
 Station Manager—Alfred G. Grosby.

2. REPRESENTATIVES  
 McGarven-Guild, Inc.  
 Canada—Andy McDermott Sales Ltd.

3. FACILITIES  
 5,000 w.; 1590 kc. Directional—night only.  
 Operating schedule: 24 hours daily. RST.

4. AGENCY COMMISSION 15%  
 GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 5a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 28c, 29a, 29b, 30, 31, 32b, 33b.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49.  
 Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61b, 62b, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: WAEZ.

TIME RATES  
 AM/FM COMBINATION  
 No. 24 Eff 10/1/72—Rec'd 10/16/72.  
 AAA—Mon thru Sat 5-10 am.  
 AA—Mon thru Sat 3-7 pm.  
 A—Mon thru Sun 10 am-3 pm; Sun 5-10 am & 3-7 pm.  
 B—Mon thru Sun 7 pm-midnight.

6. SPOT ANNOUNCEMENTS  
 PER WK, 1 MIN: AAA AA A B  
 1 ti Bsd. .... 80 75 58 39  
 12 ti ..... 75 63 57 38  
 18 ti ..... 70 60 56 37  
 24 ti ..... 55 36  
 30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
 AM only: Deduct 15.00.

7. PACKAGE PLANS  
 TOTAL ADVERTISING PLANS: Ea  
 12 ti (2AAA, 3AA, 5A, 2B) ..... 55  
 18 ti (4AAA, 5AA, 6A, 3B) ..... 51  
 24 ti (6AAA, 6AA, 8A, 4B) ..... 45  
 AM only: Deduct 15.00.

## WCUE

1950  
 CUYAHOGA FALLS

Media Code 4 236 0180 6.00  
 WCUE Radio, Inc., 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.

1. PERSONNEL  
 President—George W. Mamas.  
 Vice-Pres. & Chief Engr.—Henry Niederkofer.  
 Station Manager—John J. Demeter.

2. REPRESENTATIVES  
 Avery-Knudel, Inc.

3. FACILITIES  
 1,000 w. days, 500 w. nights; 1150 kc.  
 Directional.  
 Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION 15%  
 GENERAL ADVERTISING See coded regulations  
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.  
 Rate Protection: 11b, 12b, 13b, 15a, 15b, 15c, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 25a, 26, 27, 28b, 30, 32b, 33b.  
 Contracts: 40a, 40c, 41, 42c, 43, 46, 47e, 48, 49, 51a, 51b, 51c.  
 Comb. Cont. Discounts: 60b, 60e, 60g, 60i, 61a, 61b, 62b, 62d.  
 Cancellation: 70a, 70c, 71b, 72, 73a.  
 Prod. Services: 81, 82.  
 Affiliated with American Contemporary Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 AM/FM COMBINATION RATES  
 Eff 12/1/73—Rec'd 11/7/73.  
 AAA—Mon thru Fri 3-10 pm; Sat & Sun 10 am-7 pm.  
 AA—Mon thru Sat 6-10 am.  
 A—All other times.

6. SPOT ANNOUNCEMENTS  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 6 x ..... 20 25 27 22 25 21  
 12 x ..... 29 24 26 21 24 20  
 18 x ..... 28 23 25 21 23 19  
 24 x ..... 27 22 24 20 22 18  
 30 x ..... 26 21 23 19 21 17  
 36 x ..... 25 21 22 18 20 16

WEEKLY TAP—1/3AAA, 1/3AA, 1/3A  
 1 min ..... 25 24 23 22 21 20  
 30 sec ..... 20 19 18 17 16  
 PER MO, BTA: 25 ti 50 ti 75 ti 100 ti 150 ti 200 ti  
 1 min ..... 20 19 18 17 16 15  
 30 sec ..... 16 15 14 13 12 10  
 10 sec: 60% of 1-min.

10. SPECIAL FEATURES  
 5-min newscasts  
 AAA AA A  
 35 32 30

## WCUE-FM

1960  
 AKRON

Media Code 4 236 0180 4.00

WCUE-FM Radio, 424 Sackett Ave., Akron, Ohio 44313. Phone 216-923-9761.  
 See affiliated AM station for additional information.

3. FACILITIES  
 ERP 50,000 w.; 96.5 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 105 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
 Sold in combination with WCUE. See that listing for rates.

TIME RATES  
 Eff 9/1/74—Rec'd 8/1/74.  
 6. SPOT ANNOUNCEMENTS  
 PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti  
 1 min ..... 12.00 11.00 10.00 9.00 8.00  
 30 sec ..... 9.60 8.80 8.00 7.20 6.40

7. PACKAGE PLANS  
 PER WK, ROS: 1 min 30 sec  
 20 ti ..... 180.00 144.00  
 35+ ..... 280.00 224.00  
 PER YR, BULK, EA: 6.00 4.80  
 1000 ..... 1 hr 1/2 hr  
 1 x ..... 75 45

8. PROGRAM TIME RATES  
 1 x ..... 75 45

## WDBN (FM)

1960  
 MEDINA



Alan Torbet Associates, Inc.

Subscriber to the NAB Radio Code  
 (This is a paid duplicate of the listing appearing under Medina, Ohio.)  
 Media Code 4 236 6480 4.00  
 WDBN, Inc., 4986 Gateway Dr., Medina, Ohio 44256.  
 Phone 516-523-1345.

Sales Office—340 Statler Hilton Hotel, Cleveland, Ohio 44115. Phone 216-861-8232.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—Robert McBride Miller.  
 Vice-President/Sales—Manuel H. Eisner.

2. REPRESENTATIVES  
 Alan Torbet Associates, Inc.

3. FACILITIES  
 ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 310 ft. above average terrain.

4. AGENCY COMMISSION 15%  
 GENERAL ADVERTISING See coded regulations  
 General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 14c.  
 Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.  
 Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.  
 Comb. Cont. Discounts: 60e, 60i, 61c, 62d.  
 Cancellation: 70e, 71a, 72.  
 Prod. Services: 80.  
 Affiliated with ATA Radio Network.

TIME RATES  
 No. 5 Eff 6/1/70—Rec'd 5/27/70.  
 AA—Mon thru Sun 10 am-3 pm.  
 A—Mon thru Sun 6-10 am & 3-7 pm.  
 B—Mon thru Sun 7 pm-midnight.  
 C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 1 ti ..... 50.00 40.00 40.00 35.00 28.00  
 6 ti ..... 48.00 38.40 38.00 30.40 33.00 26.40  
 12 ti ..... 46.00 36.80 36.00 28.80 31.00 24.80  
 18 ti ..... 44.00 35.20 34.00 27.20 29.00 23.20  
 PER YR: 250 x ..... 41.00 39.00 37.00  
 300 x ..... 32.80 31.20 29.60  
 Guaranteed rotation within specific time periods.

7. PACKAGE PLANS  
 DAYTIME—1/2AA, 1/2A  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 1 min ..... 50.00 40.00 40.00 35.00 28.00  
 30 sec ..... 36.00 34.40 32.80 31.20  
 PER YR: 250 x ..... 41.00 39.00 37.00  
 300 x ..... 32.80 31.20 29.60  
 Guaranteed rotation within Plan time periods.

TAP—1/3AA, 1/3A, 1/3B  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 1 min ..... 42.00 40.00 38.00 36.00  
 30 sec ..... 33.60 32.00 30.40 28.80  
 PER YR: 250 x ..... 34.00 32.00 30.00  
 300 x ..... 29.00 27.00 25.00

WEEKLY PLAN—BTA  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 1 min ..... 38.00 36.00 34.00 32.00  
 30 sec ..... 30.40 28.80 27.20 25.60  
 PER YR: 250 x ..... 34.00 32.00 30.00  
 300 x ..... 29.00 27.00 25.00  
 30 sec ..... 27.20 25.60 24.00  
 Premptible on 24-hour notice. Make-goods at best available comparable times.

ROS—BTA  
 PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
 1 min ..... 33.00 31.00 29.00 27.00  
 30 sec ..... 26.40 24.80 23.20 21.60  
 PER YR: 250 x ..... 34.00 32.00 30.00  
 300 x ..... 29.00 27.00 25.00

6. PROGRAM TIME RATES  
 PER WK: 1 ti 3 ti 5 ti 10 ti 100 x 250 x 500 x  
 5 min ..... 65 63 61 59 40 35 30

(This listing continued on next page)



**Akron—W D B N (FM)—Continued**

**10. SPECIAL FEATURES**

**NEWCASTS**  
Mon thru Fri 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 3, 4, 5, 6, 7 pm:

	Per wk		Per yr	
	7t	5t	10t	250x 500x
5 min.....	75	73	71	69
10 sec.....	150	146	143	140

Includes 1 1-minute spot plus 10-second open and close (D-2)

**WHLO**

1944

**A Susquehanna Station**

**NAB RAB**

Subscriber to the NAB Radio Code

Media Code 4 236 0240 8.00  
Radio Akron, Inc., 2856 W. Market St., Akron, Ohio 44313. Phone 216-867-1650.  
Other offices: 1452 Eastman Ave., N.W., Canton, Ohio 44703. Phone 216-452-4029.

**1. PERSONNEL**

Vice-President—Arthur W. Carlson.  
Sales Pres. & Gen'l Mgr.—Allen Saunders.  
Sales Manager—Robert Winer.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.  
Susquehanna Broadcasting Co.: See Rep & S/O pages.

**3. FACILITIES**

1,000 w.; 640 kc.  
Directional—same pattern day and night.  
Operating schedule: Sunrise-Los Angeles sunset.

**4. AGENCY COMMISSION**

15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3h, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.

Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 60l, 61c, 62b.

Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WHLQ (FM), Canton.  
Affiliated with Eastman Radio Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 16 ET 4/15/74—Rec'd 4/4/74.

I—Mon thru Sat 3-9 pm.  
II—Mon thru Sat 8 am-3 pm.  
III—Mon thru Sat 9-11 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	SECTION I				
	1t	12t	18t	24t	36t
1 min.....	35	32	30	28	25
30 sec.....	70	64	60	56	50

SECTION II OR III

PER WK:	1t	12t	18t	24t	36t
1 min.....	32	29	27	25	23
30 sec.....	64	58	54	50	46

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**WHLO, AKRON/WHLQ (FM), CANTON COMBINATION**

ET 9/1/72—Rec'd 8/4/72.

AA—Mon thru Sat 3-9 pm.  
A—Mon thru Sat 8 am-3 pm.  
B—Mon thru Sat 9-11 pm; Sun all day.  
\*BTA—sign-on-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA				
	1t	12t	18t	24t	36t
1 min.....	40	37	35	33	30
30 sec.....	80	74	70	66	60

CLASS A & B

PER WK:	1t	12t	18t	24t	36t
1 min.....	37	34	32	30	29
30 sec.....	74	68	64	60	58

(CR)

**WKNT**

**WKNT-FM**

1966

1961

KENT

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 236 0270 5.08  
Media-Com, Inc., Box 629, 2449 State Rt. 59, Kent, Ohio 44240. Phone 214-673-2323.

**STATION'S PROGRAMMING DESCRIPTION**

WKNT: Programmed for adults (18-49).  
MUSIC: standards and popular. NEWS: local county, network national & international. FEATURES: localized, club news, classified ads, local salutes, university campus news, recsels, open telephone line. SPORTS: local high school, university, professional football. Localized tarr programming. Contact Representative for further details. Rec'd 10/5/71.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—Richard M. Klaus.  
Operations Manager—Rick Shane.  
Sales Manager—Ed Bos.

**2. REPRESENTATIVES**

Regional Reps Corp.

**3. FACILITIES**

1,000 w.; 1520 kc. Directional—days.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 335 ft. above average terrain.  
Simulcast sunrise-local sunset.

**4. AGENCY COMMISSION**

15% time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 22a, 24b, 25c, 26, 29b, 33a.  
Contracts: 40a, 41, 42a, 42d, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a.

Cancellation: 70a, 70c, 71b, 72, 73h.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Affiliated with KRS.  
Member: Ohio Radio Network.

**TIME RATES**

No. 7110-C ET 4-1-71—Rec'd 12/1/71.  
AAA—6-10 am & 2-6 pm.  
AA—10 am-2 pm.  
A—After 6 pm.

**6. SPOT ANNOUNCEMENTS**

	CLASS AAA				
	1x	13x	26x	52x	104x
1 min.....	8.50	7.80	7.10	6.80	6.30
20/30 sec.....	6.15	5.60	5.10	4.80	4.70
10 sec.....	4.90	4.60	4.30	4.10	3.80

CLASS AA

	1x	13x	26x	52x	104x
1 min.....	6.10	5.75	5.40	4.90	4.80
20/30 sec.....	4.60	4.30	4.00	3.80	3.70
10 sec.....	3.70	3.50	3.30	2.90	2.80

CLASS A

	1x	13x	26x	52x	104x
1 min.....	7.40	6.95	6.50	6.20	5.90
20/30 sec.....	5.60	5.20	4.80	4.60	4.40
10 sec.....	4.50	4.20	3.90	3.70	3.50

CLASS AAA

	1x	13x	26x	52x	104x
1 min.....	5.60	5.20	4.80	4.50	4.40
20/30 sec.....	4.20	3.95	3.70	3.50	3.40
10 sec.....	3.40	3.20	2.90	2.70	2.60

CLASS AA

	1x	13x	26x	52x	104x
1 min.....	6.65	6.25	5.85	5.60	5.30
20/30 sec.....	5.05	4.70	4.30	4.15	4.00
10 sec.....	4.05	3.80	3.50	3.35	3.10

CLASS A

	1x	13x	26x	52x	104x
1 min.....	5.05	4.70	4.35	4.05	3.95
20/30 sec.....	3.75	3.55	3.35	3.15	3.05
10 sec.....	3.05	2.90	2.65	2.45	2.35

**7. PACKAGE PLANS**

**SHORT-TERM SATURATION—ROS**

1 MINUTE

PER WK:	10t	20t	30t	50t	60t	100t
1 wk.....	7.00	6.75	6.45	6.15	5.90	5.65
2 wk.....	6.75	6.45	6.15	5.90	5.65	5.40
3 wk.....	6.45	6.15	5.90	5.65	5.40	5.10
4 wk.....	6.15	5.90	5.65	5.40	5.10	4.90

30 SECONDS OR LESS

PER WK:	10t	20t	30t	50t	60t	100t
1 wk.....	5.25	4.75	4.60	4.40	4.15	4.05
2 wk.....	4.75	4.60	4.40	4.15	4.05	3.85
3 wk.....	4.60	4.40	4.15	4.05	3.85	3.60
4 wk.....	4.40	4.15	4.05	3.85	3.60	3.50

**8. PROGRAM TIME RATES**

PER WK:	CLASS AAA				
	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	62.90	42.40	24.40	20.20	13.40
13 x.....	57.00	39.15	22.30	18.10	12.05
26 x.....	51.40	35.65	20.20	16.00	10.70
52 x.....	46.70	32.70	18.90	14.30	10.00
104 x.....	43.10	32.00	17.90	13.00	9.40
156 x.....	.....	.....	17.15	12.15	9.20
260 x.....	.....	.....	16.40	11.30	9.00
312 x.....	.....	.....	15.70	10.90	8.85
520 x.....	.....	.....	.....	10.50	8.70

CLASS AA

	1x	13x	26x	52x	104x
1 x.....	57.20	38.80	22.20	18.40	12.30
13 x.....	52.60	35.60	20.30	16.45	11.00
26 x.....	46.70	32.40	18.40	14.50	9.70
52 x.....	42.45	29.60	17.20	13.00	9.00
104 x.....	39.20	27.10	16.30	11.90	8.60
156 x.....	.....	.....	15.60	11.10	8.35
260 x.....	.....	.....	14.90	10.30	8.10
312 x.....	.....	.....	14.20	9.95	8.00
520 x.....	.....	.....	.....	9.60	7.90

CLASS A

	1x	13x	26x	52x	104x
1 x.....	51.50	34.90	20.00	16.55	11.05
13 x.....	46.80	32.05	18.25	14.80	9.90
26 x.....	42.00	29.15	16.45	13.05	8.75
52 x.....	38.20	26.65	15.50	11.70	8.10
104 x.....	35.25	24.40	14.65	10.90	7.50
156 x.....	.....	.....	14.05	10.50	7.30
260 x.....	.....	.....	13.40	9.25	7.30
312 x.....	.....	.....	12.80	9.00	7.20
520 x.....	.....	.....	.....	8.65	7.10

**WSLR**

1925

**AKRON**



**KATZ RADIO**

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 236 0300 0.00  
Welcome Radio, Inc., 369 S. Portage Path, Akron, Ohio 44320. Phone 216-535-6165.  
Cleveland office: 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-431-7494.

**1. PERSONNEL**

President—Harrison M. Fuerst.  
Exec. Vice-Pres. & Gen'l Mgr.—Richard M. Lumencello.  
General Sales Manager—Robert I. Barnes.

**2. REPRESENTATIVES**

Katz Radio.  
Ohio—King Communications Incorporated.

**3. FACILITIES**

5,000 w.; 1350 kc.  
Directional—same pattern, all hours.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**

15/0 on time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 22a, 24c, 26, 29a, 30, 33a.  
Contracts: 42a, 43, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60b, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with Katz Radio Network.  
Affiliated with American Entertainment Network.

**6. SPOT ANNOUNCEMENTS**

No. 7 ET 7/15/74—Rec'd 7/22/74.

AA—Mon thru Sat 5-10 am; Mon thru Fri 3-7 pm; Sun 6 am-7 pm.

B—Mon thru Sun 7 pm-midnight.

PER WK: 1 MIN:	CLASS AAA			
	6t	12t	18t	24t
AA.....	46	45	44	43
A.....	37	36	35	34
B.....	28	27	26	25

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**

PER YR:	1x	52x	260x
AA.....	50	47	45
A.....	39	37	35
B.....	23	21	19

(CR)

**ALLIANCE (1 AM; 1 FM)**

Stark County—Map Location F-5  
See SIDS consumer market map and data at beginning of the State.

**WFAH**

1953

**NAB RAB**

Media Code 4 236 0360 4.00  
D. A. Peterson, Inc., Box 718, Alliance, Ohio 44601.  
Phone 216-821-1111; Canton phone 216-454-1310.

**1. PERSONNEL**

President—D. A. Peterson.  
Mgr. & Sales Mgr.—Robert A. Gates.  
Program Manager—Richard Elliott.

**3. FACILITIES**

1,000 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast all News, Sports and Weather. For non-simulcast facilities see WFAH-FM.

**4. AGENCY COMMISSION**

15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 22a, 25a, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.  
Comb.:

# OHIO

## Ashtabula—W A Q I—Continued

7. PACKAGE PLANS	15 ti	30 ti	60 ti	90 ti
WITHIN 1 WK:				
1 min.	3.25	3.00	2.75	2.50
30 sec.	3.00	2.75	2.50	2.25
15 sec. flat, ea.				1.75

## WREO

1937



Media Code 4 236 0540 1.00  
Radio Enterprises of Ohio, Inc., Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.  
**STATION'S PROGRAMMING DESCRIPTION**  
WREO: Programmed for adults and young adults.  
**1. PERSONNEL**  
Station Manager—David C. Rowley.  
**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 970 kc. Directional—separate patterns day and night. Operating schedule: 5:45 am-11:15 pm. EST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network.

### TIME RATES

ET 4/1/73—Rec'd 5/7/73.

6. SPOT ANNOUNCEMENTS		DRIVE TIME					
	1x	15x	26x	50x	100x	150x	
1 min.	8.50	7.85	7.05	6.45	6.20	5.90	
30 sec.	6.40	6.05	5.60	4.80	4.60	4.40	
10 sec.	4.35	3.95	3.70	3.40	3.25	3.10	
1 min.	5.60	5.30	5.00	4.70	4.40	4.40	
30 sec.	4.20	4.00	3.75	3.50	3.30	3.30	
10 sec.	2.95	2.80	2.65	2.50	2.35	2.35	
ALL OTHER TIMES		1x	15x	26x	50x	100x	150x
1 min.	8.20	7.35	6.75	6.20	5.90	5.60	
30 sec.	6.15	5.75	5.30	4.60	4.40	4.15	
10 sec.	4.10	3.65	3.40	3.10	2.95	2.80	
1 min.	5.30	5.00	4.70	4.40	4.10	4.10	
30 sec.	3.95	3.75	3.50	3.30	3.05	3.05	
10 sec.	2.65	2.50	2.35	2.20	2.05	2.05	

## WREO-FM

1949



Media Code 4 236 0541 9.00  
Radio Enterprises of Ohio, Box 738, Ashtabula, Ohio 44004. Phone 216-993-2126.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WREO-FM: Programmed for adults.  
**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.1 mc. Operating schedule: 5:45 am-11:15 pm EST. Antenna ht.: 500 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations. Affiliated with American FM Network.

### TIME RATES

ET 10/9/68.

6. SPOT ANNOUNCEMENTS		1 min 30 sec		1 min 30 sec	
	1x	15x	26x	50x	100x
1 min.	5.00	3.75	3.12	3.35	2.55
13 x.	4.75	3.60	4.00	3.25	2.45
26 x.	4.50	3.40	5.00	3.20	2.40
52 x.	4.25	3.10	6.00	3.10	2.35
104 x.	4.00	3.00	8.00	3.00	2.25
156 x.	3.75	2.85	10.00	2.85	2.15
260 x.	3.50	2.65			

## ATHENS (1 AM; 1 FM)

Athens County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## WATH

1950



Media Code 4 236 0600 3.00  
WATH, Inc., Drawer C, Athens, Ohio 45701. Phone 614-593-6651.

**STATION'S PROGRAMMING DESCRIPTION**  
WATH: Programmed for general interest. AIR PERSONALITIES handle all segments with audience participation & give-aways inserted. MUSIC: MOR with 85% oldies. NEWS: 5 min at :30 & :60, noon-12:35 pm M-Sat, UPI wire, AP, UPI audio, network; weather at :15 & :45. SPORTS: at :10. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 12/3/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Fred A. Palmer. Sales Manager—David W. Palmer.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w. days; 970 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WATH-FM.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with MBS. Member: Ohio Radio Network, Agri Broadcasting Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 10A ET 5/1/74—Rec'd 8/1/74.

AA—Mon thru Fri 6:30-9 am, noon-1 pm & 3-6 pm; Sat 8 am-1 pm; Sun 6 am-1 pm.

A—Mon thru Fri 6-6:30 am, 9 am-noon, 1-3 pm & 6-6:30 pm; Sat 6-8 am, 1 pm-sign off; Sun 6-6:30 am, 1 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	100x	250x	500x	1000x
1 min.	6.00	5.25	4.95	4.75	4.50	4.25
30 sec.	4.60	4.30	4.05	3.85	3.60	3.35
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.75	3.55	3.35	3.15	2.95	2.75

**8. PROGRAM TIME RATES**

CLASS A		CLASS AA		CLASS AAA		CLASS AAAA	
	1x	26x	100x	250x	500x	1000x	
5 min.	12.00	11.40	10.80	10.20	9.60	9.00	
10 min.	18.00	17.10	16.20	15.30	14.40	13.50	
1/4 hr.	24.00	22.80	21.60	20.40	19.20	18.00	
1/2 hr.	48.00	45.60	43.20	40.80	38.40	36.00	
1 hr.	96.00	91.20	86.40	81.60	76.80	72.00	
5 min.	10.00	9.50	9.00	8.50	8.00	7.50	
10 min.	15.00	14.25	13.50	12.75	12.00	11.25	
1/4 hr.	20.00	19.00	18.00	17.00	16.00	15.00	
1/2 hr.	40.00	38.00	36.00	34.00	32.00	30.00	
1 hr.	80.00	76.00	72.00	68.00	64.00	60.00	

**10. SPECIAL FEATURES**  
News—5-min rate.  
Weather—1-min rate.

## WATH-FM

1964



Subscriber to the NAB Radio Code  
Media Code 4 236 0601 1.00  
Wath, Inc., Drawer C, Athens, Ohio 45701. Phone 614-593-6651.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WATH-FM: Programmed for young adults 16-34.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Operating schedule: 6-midnight. EST. Antenna ht.: 290 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WATH.

**4. AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

No. 10 ET 11/12/73—Rec'd 12/3/74.

6. SPOT ANNOUNCEMENTS		DRIVE TIME				
	1x	15x	26x	50x	100x	150x
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.75	3.55	3.35	3.15	2.95	2.75
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.75	3.55	3.35	3.15	2.95	2.75
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.75	3.55	3.35	3.15	2.95	2.75

## BELLAIRE

Belmont County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## See Wheeling, W. Va. (including Bellaire, Ohio)

## BELLEFONTAINE (1 AM; 1 FM)

Logan County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## WOGM (FM)

1969



Media Code 4 236 0630 0.00  
Triplet Broadcasting Co., Inc., Box 338, Rt. 540, Bellefontaine, Ohio 43311. Phone 513-592-5796, 593-1751.

See affiliated AM station for additional information. AM facilities: WTOO.

**STATION'S PROGRAMMING DESCRIPTION**  
WOGM (FM): country western music format.

**2. REPRESENTATIVES**  
Grant Webb & Company, Inc. Regional Reps Corp.

**3. FACILITIES**  
ERP 1,300 w. (horiz.), 1,300 w. (vert.); 98.3 mc. Operating schedule: 6 am-midnight. EST. Antenna ht.: 430 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations. Affiliated with American FM Network. Member: Agri Broadcasting Network.

### TIME RATES

ET 1/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS		DRIVE TIME				
	1x	15x	26x	50x	100x	150x
1 min.	3.50	3.15	2.80	2.70	2.50	2.20
30 sec.	3.15	2.85	2.60	2.40	2.20	2.00

## WTOO

1961



Media Code 4 236 0660 7.00  
Triplet Broadcasting Co., Inc., Box 336, E. Sandusky Ave., Bellefontaine, Ohio 43311. Phone 513-592-5796.

**1. PERSONNEL**  
General Manager—Robert S. Triplet.

**2. REPRESENTATIVES**  
Grant Webb & Company, Inc.

**3. FACILITIES**  
500 w. days; 1390 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

## 4. AGENCY COMMISSION

15%.  
**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. FM facilities: WOGM (FM). Affiliated with American Information Network. Member: Buckeye Farm Network, Ohio Radio Network.

### TIME RATES

ET 1/1/74—Rec'd 3/5/74.

6. SPOT ANNOUNCEMENTS		DRIVE TIME				
	1x	15x	26x	50x	100x	150x
1 min.	5.80	5.25	4.90	4.55	4.45	3.95
30 sec.	5.30	4.75	4.40	4.05	3.95	3.45
1 min.	5.80	5.25	4.90	4.55	4.45	3.95
30 sec.	5.30	4.75	4.40	4.05	3.95	3.45
1 min.	5.80	5.25	4.90	4.55	4.45	3.95
30 sec.	5.30	4.75	4.40	4.05	3.95	3.45

## BELLEVUE

Huron County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WNRR (FM)

1973

Media Code 4 236 0690 4.00  
Bellevue Community Broadcasting, 108-1/2 E. Main, Bellevue, Ohio 44811. Phone 419-483-2511.

**STATION'S PROGRAMMING DESCRIPTION**  
WNRR (FM): MOR, emphasis on local news.

**1. PERSONNEL**  
Manager—Robert Ladd.

**3. FACILITIES**  
ERP 1,100 w.; 92.1 mc. Operating schedule: 6-2 am. EST. Antenna ht.: 150 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations. Affiliated with ABC FM Network.

### TIME RATES

ET 3/1/72—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS		DRIVE TIME				
	1x	15x	26x	50x	100x	2000x
1 min.	5.00	4.50	4.25	4.00	3.75	3.50
30 sec.	4.00	3.50	3.25	3.00	2.75	2.50

## BOWLING GREEN (1 AM; 1 FM)

Plus 1 paid cross reference.  
Wood County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## WAWR (FM)

1964



Media Code 4 236 0720 9.00  
Portage Valley Broadcasters, 117 E. Court St., Bowling Green, Ohio 43402. Phone 419-352-8411.

**STATION'S PROGRAMMING DESCRIPTION**  
WAWR (FM): MOR; solid gold starting 7 pm.

**1. PERSONNEL**  
Acting Manager—Wayne C. Kenny.

**3. FACILITIES**  
ERP 3000 w.; 93.5 mc. Operating schedule: 6-1 am. EST. Antenna ht.: 175 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Agri Broadcasting Network.

### TIME RATES

No. 6 ET 9/1/73—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS		DRIVE TIME				
	1x	15x	26x	50x	100x	260x
1 min.	4.95	4.75	4.50	4.25	4.00	3.75
30 sec.	3.95	3.75	3.60	3.40	3.20	3.00
1 min.	3.12	3.12	3.12	3.12	3.12	3.12
30 sec.	3.75	3.50	3.25	3.00	2.75	2.50
1 min.	3.75	3.50	3.25	3.00	2.75	2.50
30 sec.	2.80	2.60	2.40	2.20	2.00	1.80

## WFOB WFOB-FM

City of license, Fostoria, Ohio.  
Bowling Green Office: 118 N. Main St., Bowling Green, Ohio 43402.  
See listing under Fostoria, Ohio.

## WMGS

1954

Media Code 4 236 0780 3.00  
WMGS, Inc., 138 N. Main St., Bowling Green, Ohio 43402. Phone 419-352-5233. Toledo phone 419-248-3763.

**STATION'S PROGRAM**



- 2. REPRESENTATIVES**  
 PLO Time Sales, Inc.  
 Pa., Md., Va., Wash., D. C.—Dome Associates, Inc.  
 Regional Repts Corp.
- 3. FACILITIES**  
 500 w. days; 1540 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.  
 FM-ERP 3,000 w.; 92.7 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15/0 on time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KHSB.  
 Member: Buckeye Farm Network, Ohio Radio Network, Agri Broadcasting Network.

**TIME RATES**  
 No. 5 ET 6/74—Rec'd 7/29/74.

AA—5:30 am-6 pm.  
 A—6 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1x	6.00	5.10	4.00	4.00	3.40	3.00
50 x	5.50	4.70	3.60	3.50	3.00	2.60
100 x	5.00	4.25	3.25	3.10	2.60	2.30
200 x	4.70	4.00	3.05	2.90	2.40	2.10
150 x	4.50	3.80	3.00	2.85	2.40	2.00
300 x	4.30	3.65	2.80	2.60	2.20	1.90
400 x	4.10	3.45	2.65	2.50	2.10	1.80
500 x	3.80	3.25	2.50	2.40	2.00	1.70
600 x	3.70	3.15	2.45	2.30	1.95	1.65
700 x	3.60	3.05	2.40	2.20	1.90	1.60
800 x	3.50	3.00	2.35	2.10	1.85	1.55
900 x	3.45	2.95	2.30	2.00	1.80	1.50
1000 x	3.40	2.90	2.25	2.00	1.80	1.50
1200 x	3.35	2.85	2.20	1.95	1.75	1.45
1400 x	3.30	2.80	2.15	1.90	1.70	1.40
1600 x	3.25	2.75	2.10	1.85	1.65	1.35
1800 x	3.20	2.70	2.05	1.80	1.60	1.30
2000 x	3.15	2.65	2.00	1.75	1.55	1.25

**PER MO. EA:**

25 ti	4.50	3.85	2.95	3.00	2.55	2.00
50 ti	4.00	3.30	2.60	2.65	2.40	1.85
75 ti	3.90	3.30	2.55	2.65	2.25	1.70
100 ti	3.50	3.00	2.30	2.50	2.10	1.60
150 ti	3.40	2.85	2.20	2.00	1.80	1.40
200 ti	2.20	2.70	2.10	1.90	1.70	1.30

**PER WK. EA:**

10 ti	4.40	3.75	2.90	3.50	2.80	2.25
15 ti	4.25	3.60	2.75	3.00	2.40	1.90
20 ti	4.10	3.50	2.65	2.50	2.20	1.70
30 ti	3.90	3.30	2.50	2.25	2.00	1.50
40 ti	3.50	3.00	2.25	2.00	1.80	1.40
50 ti	3.40	2.90	2.20	1.90	1.70	1.30
60 ti	3.30	2.80	2.15	1.80	1.60	1.25
70 ti	3.20	2.70	2.10	1.70	1.50	1.20

**3 DAYS. EA:**

10 ti	4.25	3.60	2.75	3.20	2.70	2.10
15 ti	4.00	3.40	2.60	2.80	2.30	1.80
20 ti	3.75	3.20	2.45	2.40	2.00	1.50
30 ti	3.50	3.00	2.25	2.10	1.70	1.30

**DAILY. EA:**

5 ti	4.40	3.75	2.90	3.25	2.75	2.10
10 ti	4.00	3.40	2.60	2.60	2.20	1.70
15 ti	3.75	3.20	2.50	2.40	2.00	1.50
20 ti	3.50	3.00	2.25	2.10	1.70	1.30

**7. PACKAGE PLANS**

**TAL-1/3 TRAFFIC 1/3 DAY, 1/3 NIGHT**

MO. EA:	25 ti	50 ti	75 ti	100 ti	150 ti	200 ti
1 min	4.00	3.70	3.50	3.25	3.05	2.80
30 sec	3.75	3.50	3.20	2.90	2.65	2.40
10 sec	2.60	2.40	2.30	2.15	2.00	1.85

**EA:** 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti 60 ti 70 ti

1 min	4.00	3.90	3.75	3.60	3.45	3.25	3.15	3.05
30 sec	3.40	3.30	3.20	3.05	2.95	2.80	2.70	2.60
10 sec	2.60	2.55	2.45	2.35	2.22	2.15	2.10	2.00

**EA:** 10 ti 15 ti 20 ti 30 ti 5 ti 10 ti 15 ti 20 ti

1 min	3.75	3.65	3.50	3.20	4.00	3.70	3.40	3.10
30 sec	3.20	3.10	3.00	2.75	3.40	3.15	2.90	2.65
10 sec	2.45	2.40	2.30	2.10	2.60	2.50	2.20	2.00

**CAMBRIDGE (1 AM; 1 FM)**  
 Guernsey County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.

**WILE**  
 1948  
**RAB**

- Media Code 4 236 0960 1.00  
 Cloverleaf Broadcasting Corp., Box 338, Cambridge, Ohio 43725. Phone 614-432-5605.
- 1. PERSONNEL**  
 General Manager—William R. Coffey.
- 2. FACILITIES**  
 1,000 w. days; 1270 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WILE-FM.
- 3. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KHSB.

**TIME RATES**  
 Rec'd 9/15/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	6.15	5.85	5.55	5.30	5.00
30 sec.	5.25	5.00	4.70	4.40	4.10
1 min.	4.70	4.30	3.95	3.75	3.45
30 sec.	3.80	3.55	3.25	3.05	2.80

Retroactive discount allowed only up to 365 times.  
 (\*) Applies to any order for 150 or more in any 12 month period may purchase 12 15-sec spots per day, ea.

**WILE-FM**  
 1964  
**RAB**

- Media Code 4 236 0961 9.00  
 Cloverleaf Broadcasting Corp., Box 338, College Hill, Cambridge, Ohio 43725. Phone 614-432-5605.  
 See affiliated AM station for additional information.
- 2. FACILITIES**  
 ERP 1,300 w.; 98.7 mc. Stereo.  
 Operating schedule: 6 am-midnight daily. EST.  
 Antenna ht.: 215 ft. above average terrain.  
 Partial simulcast operation. Operated separately 6 pm-midnight. For simulcast facilities see WILE.
- 4. AGENCY COMMISSION**  
 Net to station; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with KHSB.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET Rec'd 1/7/70.

**6. SPOT ANNOUNCEMENTS**

EA	1x	52x	104x	*156x
1 min	2.90	2.60	2.45	2.30
30 sec	1.65x	1.50x	1.35x	1.20x
10 sec	2.00	1.90	1.85	1.70

**7. PACKAGE PLANS**

30 30-sec spots ROS, per mo. \$3.50  
 50 spots in 7 days ROS, ea. 1.70  
 1/4 HOUR MUSIC PROGRAM PACKAGE—ROS  
 13 wk 26 wk 39 wk 52 wk  
 Per wk. 34.70 31.00 27.70 24.00  
 7 days per week, progressively scheduled weekly.

**CAMPBELL**  
 Mahoning County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**See Youngstown**  
 (including Campbell, Niles)

**CANTON (5 AM; 3 FM)**  
 (including Mossillon)  
 Plus 1 paid cross reference.

Stark County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.  
 Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10am)	Daytime (10am-3pm)	Afternoon (3-7pm)	Evening (7pm-midnight)	
A	37	20	25	20
B	33	9	12	8
C	12	8	10	6
D	10	8	10	6
AVERAGE	18	11	14	10

**WHBC**  
 1925  
 CANTON  
**RAB**

- A Beaverkettle Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 236 1020 3.00  
 Beaverkettle Co., Box 1045, 550 Market Ave., S., Canton, Ohio 44701. Phone 216-458-7168.
- STATION'S PROGRAMMING DESCRIPTION**  
 WHBC-MUSIC: MOR for all ages. Day & Night. AIR PERSONALITIES throughout day & night. NEWS: 5-min local at :50 5 am-5 pm except 10-min at 7 & 8 am, variety news block at noon & 15-min at 6 & 11 pm. Local staff of 5. Network news at :30. City council Mon night. Editorials occasionally. SPORTS: play-by-play high school, college & pro football & basketball. Interview & open line phone programs 12:45-1:30 pm, 9-10 pm & 11:30 pm-1 am. Contact Representative for further details. Rec'd 6/4/74.
- 1. PERSONNEL**  
 Pres. & Mgr.—Paul E. Gilmore.  
 Sales Manager—Bill Steffy.  
 Program Director—Bob Krahling.
- 2. REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 Memphis—C. K. Beaver & Associates, Inc.  
 Northwest—Art Moore & Assoc., Inc.  
 Canada—Andy McDermott Sales, Ltd.
- 3. FACILITIES**  
 5,000 w. days; 1480 kc. Directional—nighttime only.  
 Operating schedule: 24 hours. EST.  
 Partial simulcast operation. Simulcast 4-6:15 am. For non-simulcast facilities see WHBC-FM.
- 4. AGENCY COMMISSION**  
 15/0 net time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 23b, 24b, 27, 28a, 29a, 30, 32a, 33b. Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47, 48, 49, 51a, 51b, 51c. Comb.: Cont. Discounts: 60b, 60d, 60f, 60k, 61a, 61b. Cancellation: 70a, 70d, 71a, 72, 73b. Prod. Services: 80, 81, 82. Current continuous advertisers will have protection of rate card No. 16 for 26 wks; new rates not effective 1/27/75. Advertisers in July & running schedules every succeeding billing month will have rate card No. 16 protection thru 1/75 billing month. Affiliated with American Entertainment Network. Affiliated with ATA Radio Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 17 ET 7/27/74—Rec'd 8/9/74.

AA—Mon thru Fri 6-10 am.  
 A—Mon thru Fri 3-6:30 pm.  
 B—Mon thru Fri 10 am-3 pm & 6:30-11:30 pm;  
 Sat & Sun 6 am-11:30 pm.  
 C—Daily 11:30 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

CLASS	AA	AA	312x	624x	1000x
1 min	40.00	39.00	37.75	36.25	34.75
30 sec	32.00	31.25	30.20	29.00	27.80
10 sec	20.00	19.50	18.90	18.15	17.40

**CLASS A**

1 min	28.00	27.00	26.25	25.25	24.00
30 sec	22.40	21.60	21.00	20.20	19.20
10 sec	14.00	13.50	13.15	12.65	12.00

**CLASS B**

1 min	23.50	22.50	21.75	20.75	19.00
30 sec	18.80	18.00	17.40	16.60	15.20
10 sec	11.75	11.25	10.90	10.40	9.50

**CLASS C**

1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.60	5.40	5.20	5.00	4.80
10 sec	3.50	3.40	3.25	3.15	3.00

Certain newscast adjacencies, per spot extra 2.00.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
5 ti	38.75	31.00	19.40	26.50	21.20	13.25
10 ti	35.00	28.00	17.50	23.25	18.60	11.00
20 ti	35.50	26.80	16.75	22.00	17.60	11.00
25 ti	32.00	25.60	16.00	20.50	16.40	10.25
30 ti	29.00	23.20	14.50	18.50	14.80	9.25

Certain newscast adjacencies, per spot extra 2.00.

**SPECIAL PACKAGES**

Wknd saturation—Sat 5:30 am-Sun 11:59 pm.  
 Night saturation—Mon thru Fri 7 pm-5:30 am.  
 Night Owl—Mon thru Fri 1-5:30 am; Sat 11:30 pm-6 am.

**1-MIN/LESS. PER WK:** 10 ti 15 ti 20 ti 30 ti

Wknd	120.00	220.00	300.00
Night	55.00	100.00	150.00
Night Owl	40.00	70.00	100.00

Scheduled at station's discretion. Not combinable with spots or other pkgs. Wknd & Night only, commensurate within 7-day period.

**8. PROGRAM TIME RATES**

CLASS	AA	104x	260x	312x
5 min.	49.50	48.75	46.20	44.00
10 min	63.30	67.10	64.80	62.15
1/4 hr	93.50	89.65	85.80	81.95

**CLASS A**

5 min.	31.50	30.45	29.40	28.35
10 min	44.65	43.60	42.50	41.50
1/4 hr	60.40	58.80	57.25	55.65

**CLASS B**

5 min.	27.85	27.30	26.25	24.70
10 min	42.00	41.00	39.90	37.80
1/4 hr	57.70	54.60	52.50	49.35

**CLASS C**

5 min.	14.50	14.00	13.50	13.00
10 min	21.00	20.25	19.50	18.75
1/4 hr	26.50	25.75	25.00	24.25

5-, 10-min & 1/4-hr programs incl talent charge; total amount commissionable.

**WHBC-FM**  
 1948  
 CANTON  
**RAB**

- A Beaverkettle Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 236 1021 1.00  
 Beaverkettle Co., Box 1045, Canton, Ohio 44701. Phone 216-458-7168.
- STATION'S PROGRAMMING DESCRIPTION**  
 WHBC-FM: MUSIC: blend of familiar & melodic adult arrangements of current & recent hits, old favorites, standards & Broadway melodies. NEWS: local at 5:30, 6, 7 & 8 am; at :



## OHIO

Canton—Continued

## WNYN

1947  
CANTONMedia Code 4 236 1140 9.00  
Keyes Corporation, 1515 N. Cleveland Ave., Canton, Ohio 44703. Phone 216-456-8396.STATION'S PROGRAMMING DESCRIPTION  
WNYN: Programmed for adults, 25-49.  
MUSIC: country/western. AIR PERSONALITIES handle all segments with humor & talk. NEWS: 5-min at :20. 2-min news briefs at :40. SPORTS: 5-min 8-9 am & 3-6 pm. Emphasis on local news & local sports. COMMERCIAL POLICY: 18 minutes per hour. Rec'd 7/3/74.1. PERSONNEL  
Pres. & Gen'l Mgr.—Donald C. Keyes  
Vice-Pres. & Sta. Mgr.—Tracy L. Jackson.  
Program Director—Lee Phillips.2. FACILITIES  
500 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.3. AGENCY COMMISSION  
15% on time only; no cash discount.4. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14d, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 25c, 27, 28b, 28c, 29a, 32b, 33a.Contracts: 40a, 41, 42a, 42c, 43a, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b, 63d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Ohio Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/74—Rec'd 7/5/72.

AA—Mon thru Sat 6-10 am & 3:30-6:30 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
1 ti 9.25 7.40 4.60 7.75 6.20 3.90  
5 ti 8.80 7.05 4.40 7.35 5.90 3.70  
10 ti 8.05 6.45 4.05 6.85 5.35 3.35  
20 ti 7.00 5.60 3.50 5.75 4.60 2.90  
30 ti 6.25 5.00 3.15 5.00 4.00 2.507. PACKAGE PLANS  
TOTAL AUDIENCE PLANS—1/2 AA, 1/2 A  
TAP 2, 12 min, EA: 7.00  
TAP 2, 20 ti 6.25  
TAP 3, 30 ti 5.25  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.PER MO. EA:  
\*4 wk, 1-min, 24 ti per wk 5.00  
\*4 wk, 30 sec, 24 ti per wk 4.00  
1 mo, 10 sec, 80 per mo, ROS within 31-da period, maximum 2.50  
(\*) Minimum.

## WOIO

1948  
CANTONMedia Code 4 236 1260 5.00  
Douglas Properties Corp., 4601 Hills & Dales Rd. N.W., Canton, Ohio 44708. Phone 216-477-8585.STATION'S PROGRAMMING DESCRIPTION  
WOIO: Programmed for adults & young adults. MUSIC: Modern MOR, 90% popular hits of the past 20 years; 10% current hits. Heavy community involvement—am-8 pm personalities with music, news & information capsules. Contests, audience action line & editorials. SPORTS: pro football, golf & auto racing. NEWS: Network & local at 4:30. Local expanded news at 6, 7:15, 8:15 am & 4:30-5:20 pm. Radio auction Sat 9 am-1 pm. Contact Representative for further details. Rec'd 4/3/72.1. PERSONNEL  
President—Sidney J. Collins.  
Vice-Pres. & Gen'l Mgr.—Douglas P. Collins.2. REPRESENTATIVES  
Grant Webb & Company, Inc.3. FACILITIES  
5,000 w. days (385 w. pre-sunrise); 1060 kc. Directional.  
Operating schedule: Sunrise (Philadelphia, Pa.)-local sunset (Ohio). EST.4. AGENCY COMMISSION  
15% on time only. Payable when rendered.5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21a, 21d, 23a, 25a, 26, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50, 51b.Comb.: Cont. Discounts: 60a, 60c, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS and MBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9A ET 3/15/71—Rec'd 3/8/71.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 6-10 pm; Sat all day.  
A—Mon thru Fri 10 am-3 pm; all other times.

6. SPOT ANNOUNCEMENTS

PER WK: AAA AA A AAA AA A  
1 ti 16.00 13.00 10.00 12.80 10.40 8.00  
6 ti 14.00 11.00 9.00 11.20 8.80 7.20  
12 ti 13.00 10.00 8.00 10.40 8.00 6.40  
18 ti 12.00 9.00 7.00 9.60 7.20 5.60  
24 ti 11.00 8.00 6.00 8.80 6.40 4.80  
30 ti 9.00 7.00 5.00 7.20 5.80 4.007. PACKAGE PLANS  
TOTAL AUDIENCE PLAN  
(1/3 AAA, 1/3 AA, 1/3 A)  
PER WK, EA: 9 ti 15 ti 21 ti 27 ti 36 ti  
1 min 9.00 8.00 7.00 8.00 5.00  
30 sec 7.20 6.40 5.60 4.80 4.00CONSECUTIVE WEEK DISCOUNT  
52 wk—10%. Applies to spots and TAP Plans only.

## WTIG

1957  
MASSILLONMedia Code 4 236 1290 2.00  
Best Broadcasting Co. of Ohio, Inc., Box 573, 35 N. Erie, Massillon, Ohio 44646. Phone 216-832-5023.STATION'S PROGRAMMING DESCRIPTION  
WTIG: MUSIC: 50% modern MOR; 50% golden hits. Contact Representative for further details. Rec'd 4/15/71.1. PERSONNEL  
President—Herbert Scott.  
General Manager—Stanley R. Barrett, Jr.  
Station Manager—Charles McFarren.2. REPRESENTATIVES  
The Denney Organization, Inc.  
Regional Reps Corp.  
Detroit—Michigan Spot Sales.3. FACILITIES  
250 w. days; 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.4. AGENCY COMMISSION  
15%.5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c, 16.Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24b, 26, 28b, 29c, 29a, 30, 32a, 33b.  
Contracts: 40a, 41, 42a, 43, 44a, 44b, 47a, 48, 49, 51a, 51b, 51c.Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a, 61b, 61e, 62a, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS and KBS.  
Member: Ohio Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/69—Rec'd 5/28/69.

6. SPOT ANNOUNCEMENTS

1x 13x 52x 156x 356x 450x 650x 1000x  
1 min 10.00 8.00 6.00 5.00 4.50 4.00 3.50 3.007. PACKAGE PLANS  
WEEKLY SATURATION RATESEA: 15 ti 25 ti 50 ti 100 ti  
1 min 5.00 4.50 3.50 3.00  
30 sec 4.00 3.50 2.75 2.25

8. PROGRAM TIME RATES

1/2 hr 1x 13x 52x 156x 356x  
1/4 hr 35 28 16 14 12  
10 min 30 25 15 13 11  
5 min 20 16 13 10 9

## WTOF (FM)

1961  
CANTON

TOWER OF FAITH RADIO NETWORK

A Mortenson Owned Station

Subscriber to the NAB Radio Code

Media Code 4 236 1320 7.00  
Christian Broadcasting Association, Inc., Peoples Merchants Trust Bldg., Canton, Ohio 44702. Phone 216-452-4009STATION'S PROGRAMMING DESCRIPTION  
WTOF (FM): Gospel & Sacred music. Religious programs. Local & National, wky & daily, religious news & public affairs with staff involved with community. Rec'd 1/2/74.1. PERSONNEL  
President—Jack M. Mortenson.  
Station Manager—Jack E. Nelson.  
Chief Engineer—David Johnson.2. FACILITIES  
ERP 36,000 w. (horiz.), 36,000 w. (vert.); 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.3. AGENCY COMMISSION  
15% time only; monthly.4. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z, 6aa, 6ab, 6ac, 6ad, 6ae, 6af, 6ag, 6ah, 6ai, 6aj, 6ak, 6al, 6am, 6an, 6ao, 6ap, 6aq, 6ar, 6as, 6at, 6au, 6av, 6aw, 6ax, 6ay, 6az, 6ba, 6bb, 6bc, 6bd, 6be, 6bf, 6bg, 6bh, 6bi, 6bj, 6bk, 6bl, 6bm, 6bn, 6bo, 6bp, 6bq, 6br, 6bs, 6bt, 6bu, 6bv, 6bw, 6bx, 6by, 6bz, 6ca, 6cb, 6cc, 6cd, 6ce, 6cf, 6cg, 6ch, 6ci, 6cj, 6ck, 6cl, 6cm, 6cn, 6co, 6cp, 6cq, 6cr, 6cs, 6ct, 6cu, 6cv, 6cw, 6cx, 6cy, 6cz, 6da, 6db, 6dc, 6dd, 6de, 6df, 6dg, 6dh, 6di, 6dj, 6dk, 6dl, 6dm, 6dn, 6do, 6dp, 6dq, 6dr, 6ds, 6dt, 6du, 6dv, 6dw, 6dx, 6dy, 6dz, 6ea, 6eb, 6ec, 6ed, 6ee, 6ef, 6eg, 6eh, 6ei, 6ej, 6ek, 6el, 6em, 6en, 6eo, 6ep, 6eq, 6er, 6es, 6et, 6eu, 6ev, 6ew, 6ex, 6ey, 6ez, 6fa, 6fb, 6fc, 6fd, 6fe, 6ff, 6fg, 6fh, 6fi, 6fj, 6fk, 6fl, 6fm, 6fn, 6fo, 6fp, 6fq, 6fr, 6fs, 6ft, 6fu, 6fv, 6fw, 6fx, 6fy, 6fz, 6ga, 6gb, 6gc, 6gd, 6ge, 6gf, 6gg, 6gh, 6gi, 6gj, 6gk, 6gl, 6gm, 6gn, 6go, 6gp, 6gq, 6gr, 6gs, 6gt, 6gu, 6gv, 6gw, 6gx, 6gy, 6gz, 6ha, 6hb, 6hc, 6hd, 6he, 6hf, 6hg, 6hh, 6hi, 6hj, 6hk, 6hl, 6hm, 6hn, 6ho, 6hp, 6hq, 6hr, 6hs, 6ht, 6hu, 6hv, 6hw, 6hx, 6hy, 6hz, 6ia, 6ib, 6ic, 6id, 6ie, 6if, 6ig, 6ih, 6ii, 6ij, 6ik, 6il, 6im, 6in, 6io, 6ip, 6iq, 6ir, 6is, 6it, 6iu, 6iv, 6iw, 6ix, 6iy, 6iz, 6ja, 6jb, 6jc, 6jd, 6je, 6jf, 6jg, 6jh, 6ji, 6jj, 6jk, 6jl, 6jm, 6jn, 6jo, 6jp, 6jq, 6jr, 6js, 6jt, 6ju, 6jv, 6jw, 6jx, 6jy, 6jz, 6ka, 6kb, 6kc, 6kd, 6ke, 6kf, 6kg, 6kh, 6ki, 6kj, 6kl, 6km, 6kn, 6ko, 6kp, 6kq, 6kr, 6ks, 6kt, 6ku, 6kv, 6kw, 6kx, 6ky, 6kz, 6la, 6lb, 6lc, 6ld, 6le, 6lf, 6lg, 6lh, 6li, 6lj, 6lk, 6ll, 6lm, 6ln, 6lo, 6lp, 6lq, 6lr, 6ls, 6lt, 6lu, 6lv, 6lw, 6lx, 6ly, 6lz, 6ma, 6mb, 6mc, 6md, 6me, 6mf, 6mg, 6mh, 6mi, 6mj, 6mk, 6ml, 6mm, 6mn, 6mo, 6mp, 6mq, 6mr, 6ms, 6mt, 6mu, 6mv, 6mw, 6mx, 6my, 6mz, 6na, 6nb, 6nc, 6nd, 6ne, 6nf, 6ng, 6nh, 6ni, 6nj, 6nk, 6nl, 6nm, 6nn, 6no, 6np, 6nq, 6nr, 6ns, 6nt, 6nu, 6nv, 6nw, 6nx, 6ny, 6nz, 6oa, 6ob, 6oc, 6od, 6oe, 6of, 6og, 6oh, 6oi, 6oj, 6ok, 6ol, 6om, 6on, 6oo, 6op, 6oq, 6or, 6os, 6ot, 6ou, 6ov, 6ow, 6ox, 6oy, 6oz, 6pa, 6pb, 6pc, 6pd, 6pe, 6pf, 6pg, 6ph, 6pi, 6pj, 6pk, 6pl, 6pm, 6pn, 6po, 6pp, 6pq, 6pr, 6ps, 6pt, 6pu, 6pv, 6pw, 6px, 6py, 6pz, 6qa, 6qb, 6qc, 6qd, 6qe, 6qf, 6qg, 6qh, 6qi, 6qj, 6qk, 6ql, 6qm, 6qn, 6qo, 6qp, 6qq, 6qr, 6qs, 6qt, 6qu, 6qv, 6qw, 6qx, 6qy, 6qz, 6ra, 6rb, 6rc, 6rd, 6re, 6rf, 6rg, 6rh, 6ri, 6rj, 6rk, 6rl, 6rm, 6rn, 6ro, 6rp, 6rq, 6rr, 6rs, 6rt, 6ru, 6rv, 6rw, 6rx, 6ry, 6rz, 6sa, 6sb, 6sc, 6sd, 6se, 6sf, 6sg, 6sh, 6si, 6sj, 6sk, 6sl, 6sm, 6sn, 6so, 6sp, 6sq, 6sr, 6ss, 6st, 6su, 6sv, 6sw, 6sx, 6sy, 6sz, 6ta, 6tb, 6tc, 6td, 6te, 6tf, 6tg, 6th, 6ti, 6tj, 6tk, 6tl, 6tm, 6tn, 6to, 6tp, 6tq, 6tr, 6ts, 6tt, 6tu, 6tv, 6tw, 6tx, 6ty, 6tz, 6ua, 6ub, 6uc, 6ud, 6ue, 6uf, 6ug, 6uh, 6ui, 6uj, 6uk, 6ul, 6um, 6un, 6uo, 6up, 6uq, 6ur, 6us, 6ut, 6uu, 6uv, 6uw, 6ux, 6uy, 6uz, 6va, 6vb, 6vc, 6vd, 6ve, 6vf, 6vg, 6vh, 6vi, 6vj, 6vk, 6vl, 6vm, 6vn, 6vo, 6vp, 6vq, 6vr, 6vs, 6vt, 6vu, 6vv, 6vw, 6vx, 6vy, 6vz, 6wa, 6wb, 6wc, 6wd, 6we, 6wf, 6wg, 6wh, 6wi, 6wj, 6wk, 6wl, 6wm, 6wn, 6wo, 6wp, 6wq, 6wr, 6ws, 6wt, 6wu, 6wv, 6ww, 6wx, 6wy, 6wz, 6xa, 6xb, 6xc, 6xd, 6xe, 6xf, 6xg, 6xh, 6xi, 6xj, 6xk, 6xl, 6xm, 6xn, 6xo, 6xp, 6xq, 6xr, 6xs, 6xt, 6xu, 6xv, 6xw, 6xx, 6xy, 6xz, 6ya, 6yb, 6yc, 6yd, 6ye, 6yf, 6yg, 6yh, 6yi, 6yj, 6yk, 6yl, 6ym, 6yn, 6yo, 6yp, 6yq, 6yr, 6ys, 6yt, 6yu, 6yv, 6yw, 6yx, 6yy, 6yz, 6za, 6zb, 6zc, 6zd, 6ze, 6zf, 6zg, 6zh, 6zi, 6zj, 6zk, 6zl, 6zm, 6zn, 6zo, 6zp, 6zq, 6zr, 6zs, 6zt, 6zu, 6zv, 6zw, 6zx, 6zy, 6zz5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6a, 6b, 6c, 6d, 6e, 6f, 6g, 6h, 6i, 6j, 6k, 6l, 6m, 6n, 6o, 6p, 6q, 6r, 6s, 6t, 6u, 6v, 6w, 6x, 6y, 6z, 6aa, 6ab, 6ac, 6ad, 6ae, 6af, 6ag, 6ah, 6ai, 6aj, 6ak, 6al, 6am, 6an, 6ao, 6ap, 6aq, 6ar, 6as, 6at, 6au, 6av, 6aw, 6ax, 6ay, 6az, 6ba, 6bb, 6bc, 6bd, 6be, 6bf, 6bg, 6bh, 6bi, 6bj, 6bk, 6bl, 6bm, 6bn, 6bo, 6bp, 6bq, 6br, 6bs, 6bt, 6bu, 6bv, 6bw, 6bx, 6by, 6bz, 6ca, 6cb, 6cc, 6cd, 6ce, 6cf, 6cg, 6ch, 6ci, 6cj, 6ck, 6cl, 6cm, 6cn, 6co, 6cp, 6cq, 6cr, 6cs, 6ct, 6cu, 6cv, 6cw, 6cx, 6cy, 6cz, 6da, 6db, 6dc, 6dd, 6de, 6df, 6dg, 6dh, 6di, 6dj, 6dk, 6dl, 6dm, 6dn, 6do, 6dp, 6dq, 6dr, 6ds, 6dt, 6du, 6dv, 6dw, 6dx, 6dy, 6dz, 6ea, 6eb, 6ec, 6ed, 6ee, 6ef, 6eg, 6eh, 6ei, 6ej, 6ek, 6el, 6em, 6en, 6eo, 6ep, 6eq, 6er, 6es, 6et, 6eu, 6ev, 6ew, 6ex, 6ey, 6ez, 6fa, 6fb, 6fc, 6fd, 6fe, 6ff, 6fg, 6fh, 6fi, 6fj, 6fk, 6fl, 6fm, 6fn, 6fo, 6fp, 6fq, 6fr, 6fs, 6ft, 6fu, 6fv, 6fw, 6fx, 6fy, 6fz, 6ga, 6gb, 6gc, 6gd, 6ge, 6gf, 6gg, 6gh, 6gi, 6gj, 6gk, 6gl, 6gm, 6gn, 6go, 6gp, 6gq, 6gr, 6gs, 6gt, 6gu, 6gv, 6gw, 6gx, 6gy, 6gz, 6ha, 6hb, 6hc, 6hd, 6he, 6hf, 6hg, 6hh, 6hi, 6hj, 6hk, 6hl, 6hm, 6hn, 6ho, 6hp, 6hq, 6hr, 6hs, 6ht, 6hu, 6hv, 6hw, 6hx, 6hy, 6hz, 6ia, 6ib, 6ic, 6id, 6ie, 6if, 6ig, 6ih, 6ii, 6ij, 6ik, 6il, 6im, 6in, 6io, 6ip, 6iq, 6ir, 6is, 6it, 6iu, 6iv, 6iw, 6ix, 6iy, 6iz, 6ja, 6jb, 6jc, 6jd, 6je, 6jf, 6jg, 6jh, 6ji, 6jj, 6jk, 6jl, 6jm, 6jn, 6jo, 6jp, 6jq, 6jr, 6js, 6jt, 6ju, 6jv, 6jw, 6jx, 6jy, 6jz, 6ka, 6kb, 6kc, 6kd, 6ke, 6kf, 6kg, 6kh, 6ki, 6kj, 6kl, 6km, 6kn, 6ko, 6kp, 6kq, 6kr, 6ks, 6kt, 6ku, 6kv, 6kw, 6kx, 6ky, 6kz, 6la, 6lb, 6lc, 6ld, 6le, 6lf, 6lg, 6lh, 6li, 6lj, 6lk, 6ll, 6lm, 6ln, 6lo, 6lp, 6lq, 6lr, 6ls, 6lt, 6lu, 6lv, 6lw, 6lx, 6ly, 6lz, 6ma, 6mb, 6mc, 6md, 6me, 6mf, 6mg, 6mh, 6mi, 6mj, 6mk, 6ml, 6mm, 6mn, 6mo, 6mp, 6mq, 6mr, 6ms, 6mt, 6mu, 6mv, 6mw, 6mx, 6my, 6mz, 6na, 6nb, 6nc, 6nd, 6ne, 6nf, 6ng, 6nh, 6ni, 6nj, 6nk, 6nl, 6nm, 6nn, 6no, 6np, 6nq, 6nr, 6ns, 6nt, 6nu, 6nv, 6nw, 6nx, 6ny, 6nz, 6oa, 6ob, 6oc, 6od, 6oe, 6of, 6og, 6oh, 6oi, 6oj, 6ok, 6ol, 6om, 6on, 6oo, 6op, 6oq, 6or, 6os, 6ot, 6ou, 6ov, 6ow, 6ox, 6oy, 6oz, 6pa, 6pb, 6pc, 6pd, 6pe, 6pf, 6pg, 6ph, 6pi, 6pj, 6pk, 6pl, 6pm, 6pn, 6po, 6pp, 6pq, 6pr, 6ps, 6pt, 6pu, 6pv, 6pw, 6px, 6py, 6pz, 6qa, 6qb, 6qc, 6qd, 6qe, 6qf, 6qg, 6qh, 6qi, 6qj, 6qk, 6ql, 6qm, 6qn, 6qo, 6qp, 6qq, 6qr, 6qs, 6qt, 6qu, 6qv, 6qw, 6qx, 6qy, 6qz, 6ra, 6rb, 6rc, 6rd, 6re, 6rf, 6rg, 6rh, 6ri, 6rj, 6rk, 6rl, 6rm, 6rn, 6ro, 6rp, 6rq, 6rr, 6rs, 6rt, 6ru, 6rv, 6rw, 6rx, 6ry, 6rz, 6sa, 6sb, 6sc, 6sd, 6se, 6sf, 6sg, 6sh, 6si, 6sj, 6sk, 6sl, 6sm, 6sn, 6so, 6sp, 6sq, 6sr, 6ss, 6st, 6su, 6sv, 6sw, 6sx, 6sy, 6sz, 6ta, 6tb, 6tc, 6td, 6te, 6tf, 6tg, 6th, 6ti, 6tj, 6tk, 6tl, 6tm, 6tn, 6to, 6tp, 6tq, 6tr, 6ts, 6tt, 6tu, 6tv, 6tw, 6tx, 6ty, 6tz, 6ua, 6ub, 6uc, 6ud, 6ue, 6uf, 6ug, 6uh, 6ui, 6uj, 6uk, 6ul, 6um, 6un, 6uo, 6up, 6uq, 6ur, 6us, 6ut, 6uu, 6uv, 6uw, 6ux, 6uy, 6uz, 6va, 6vb, 6vc, 6vd, 6ve, 6vf, 6vg, 6vh, 6vi, 6vj, 6vk, 6vl, 6vm, 6vn, 6vo, 6vp, 6vq, 6vr, 6vs, 6vt, 6vu, 6vv, 6vw, 6vx, 6vy, 6vz, 6wa, 6wb, 6wc, 6wd, 6we, 6wf, 6wg, 6wh, 6wi, 6wj, 6wk, 6wl, 6wm, 6wn, 6wo, 6wp, 6wq, 6wr, 6ws, 6wt, 6wu, 6wv, 6ww, 6wx, 6wy, 6wz, 6xa, 6xb, 6xc, 6xd, 6xe, 6xf, 6xg, 6xh, 6xi, 6xj, 6xk, 6xl, 6xm, 6xn, 6xo, 6xp, 6xq, 6xr, 6xs, 6xt, 6xu, 6xv, 6xw, 6xx, 6xy, 6xz, 6ya, 6yb, 6yc, 6yd, 6ye, 6yf, 6yg, 6yh, 6yi, 6yj, 6yk, 6yl, 6ym, 6yn, 6yo, 6yp, 6yq, 6yr, 6ys, 6yt, 6yu, 6yv, 6yw, 6yx, 6yy, 6yz, 6za, 6zb, 6zc, 6zd, 6ze, 6zf, 6zg, 6zh, 6zi, 6zj, 6zk, 6zl, 6zm, 6zn, 6zo, 6zp, 6zq, 6zr, 6zs, 6zt, 6zu, 6zv, 6zw, 6zx, 6zy, 6zz

6. SPOT ANNOUNCEMENTS

1 MIN: 1x 26x 52x 156x 260x 1000x  
A 9.75 7.50 7.75 6.25 5.25 4.00  
AA 11.25 11.00 9.25 7.75 6.75 5.50  
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.7. PACKAGE PLANS  
TAP, PER WK, EA: 12 ti 20 ti 30 ti 50 ti  
1 min 7.25 6.50 5.50 4.50  
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

PER WK: 1 ti 2 ti 5+ 1 ti 2 ti 5+  
1/2 hr 75.00 70.00 66.00 56.25 52.50 49.50  
1/4 hr 40.00 37.00 35.00 30.00 28.35 26.25  
5 min 27.00 25.00 23.00 20.25 18.75 17.251 hr 21.00 19.00 17.00 16.50 15.00 13.50  
1/2 hr 37.50 35.00 33.00  
1/4 hr 20.00 18.50 17.50  
5 min 13.50 12.50 11.50  
10 min 12.00 11.00 10.00

CELINA (1 AM; 2 FM)

Mercer County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

## WCSM

1963  
Media Code 4 236 1380 1.00

Johnston Broadcasting, Inc., Box 341, Schunck &amp; Meyer Bds., Celina, Ohio 45822. Phone 419-584-5134.

STATION'S PROGRAMMING DESCRIPTION  
WCSM: MUSIC: MOR, C&W, Top 40 & Big Band.1. PERSONNEL  
General Manager—Hugh E. Johnston.2. REPRESENTATIVES  
Hill/Stone Radio Representatives, Inc.3. FACILITIES  
500 w.; 1350 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP: 3,000 w.; 96.7 mc.  
Antenna ht.: 123 ft. above average terrain.4. AGENCY COMMISSION  
None; all rates net to station.



**TIME RATES**  
No. 11 ET 1/3/71—Rec'd 11/30/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1x 50x 100x 250x 500x 750x 1000x  
AA 25 25 22 20 18 16  
A 23 22 20 19 17 15 13  
30 SECONDS  
A 23 22 20 19 17 15 13  
A 20 19 17 16 15 13 11  
ID's/10 sec or less: 5% of 1-min. Combinable with minutes or 30 seconds; to earn lower rates on ID frequency only.

**7. PACKAGE PLANS**  
1 MINUTE  
PER WK: AA AA AA AA AA AA  
10 tl 21 18 20 17 19 16 17 14  
15 tl 20 17 19 16 18 15 16 13  
20 tl 19 16 18 15 17 14 15 12  
25 tl 18 15 17 14 16 13 14 11  
30 tl 17 14 16 13 15 12 13 10  
35 tl 16 13 15 12 14 11 12 9  
30 SECONDS  
10 tl 18 15 17 14 16 13 14 11  
15 tl 17 14 16 13 15 12 13 10  
20 tl 16 13 15 12 14 11 12 9  
25 tl 15 12 14 11 13 10 11 8  
30 tl 14 11 13 10 12 9 10 7  
35 tl 13 10 12 9 11 8 9 6  
Not combinable with annual spots and programs. Minutes and 30 seconds combinable to earn maximum frequency. Each package stands alone. However, higher frequency may be earned on subsequent orders provided schedules continue without interruption. No rebates applicable on previous orders. Packages subject to short rate.

**8. PROGRAM TIME RATES**  
1x 50x 100x 250x 500x  
1 hr 166 158  
1/2 hr 111 105 96  
1/4 hr 74 70 64 62 56  
5 min 37 35 32 31 28

**10. SPECIAL FEATURES**  
CINDY HAMILTON SHOW  
1 wk 13 wk 26 wk 52 wk  
Ea 450 425 400 350

## WCKY

1929  
CINCINNATI

## CBS Radio Network



Buckley Radio Sales, Inc.



A Post-Newsweek Station  
Subscriber to the NAB Radio Code  
Media Code 4 236 1740 640  
Post-Newsweek Stations, Florida, Inc., 501 Carew Tower, Cincinnati, Ohio 45202. Phone 513-241-6545. TELEX 21-4201. TWX 810-461-2306.

**STATION'S PROGRAMMING DESCRIPTION**  
WCKY: Music, news, sports, traffic reports morning & afternoon drive times, AM Air Personality, MUSIC: familiar pop standards, instrumental & vocal albums; 10-15 min segments during midday & evening hrs. NEWS: 7-man staff, network, Post-Newsweek commentary; station editorials; handyman fix-it telephone program M-F 7:30-8 pm. SPORTS: 7-25, 8:25 am, 5:25, 5:25 pm M-F; University football, basketball; pro basketball. COMMERCIAL POLICY: 11 minutes per hour limit including network. Contact Representative for further details. Rec'd 1/7/74.

**1. PERSONNEL**  
General Manager—Robert B. Mitchell.  
Program Director—Bruce Still.  
Sales Manager—Steve Kilne.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Post-Newsweek Stations, Inc.: See Rep. & S/O pages.

**3. FACILITIES**  
50,000 w.; 1530 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24c, 25a, 27, 28b, 28c.  
Contracts: 41, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60f.  
Cancellation: 70a, 71a, 73a, 70c.  
Affiliated with CBS.

## TIME RATES

Rev 7/10/72—Rec'd 7/13/72.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat & Sun 6 am-9 pm.  
B—Mon thru Sun 9 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	49	45	42	37	35	31
20/30 sec.	40	36	33	30	28	25
CLASS AAA						
1 min.	46	40	38	34	32	28
20/30 sec.	37	32	30	27	25	23
CLASS A						
1 min.	45	37	33	30	27	24
20/30 sec.	36	30	26	23	21	19
CLASS B						
1 min.	20	18	14	12	10	7
30 sec.	16	14	11	10	8	6
10 sec: 60% of 1 min.						

(\*) Specified position or less than 6 weekly.

WCLU  
1965  
COVINGTON, KY.

Media Code 4 236 1630 8.0u  
WCLU Broadcasting Co., Inc., 1115 First National Bank Bldg., Fourth & Walnut Sts., Cincinnati, Ohio 45202. Phone 513-421-4950. Other office: 135 W. 36th St., Covington, Ky. Phone 606-581-4950.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Irv Schwartz

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
500 w. days; 1320 kc. Directional.  
Operating schedule: 6 am-10:00 pm daily. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 25a, 27, 28a, 29a, 29b, 33d.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60i, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Talent charges included in time costs are 20% thereof. Rates include 25% for production and service.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2 ET 1/1/72—Rec'd 1/27/72.  
AAA—Mon thru Fri 6-9 am & 3-6 pm.  
AA—Mon thru Fri 9 am-3 pm; Sat 6 am-6 pm; Sun noon-6 pm.  
A—Mon thru Sat before 6 am & after 6 pm; Sun before noon.

**7. PACKAGE PLANS**

WEEKLY SALES PACKAGE PLANS

PER WK:	AAA	AA	A	AAA	AA	A
24 tl	8.00	6.00	5.00	6.00	4.50	3.75
18 tl	10.00	7.00	6.00	7.50	5.25	4.50
12 tl	12.00	8.00	7.00	9.00	6.00	5.25
20 sec						
24 tl	4.80	3.60	3.00	4.00	3.00	2.50
18 tl	6.00	4.20	3.60	5.00	3.50	3.00
12 tl	7.20	4.80	4.20	6.00	4.00	3.50
PER MO:	30 ti	60 ti	80 ti	100 ti	125 ti	150 ti
1/3AAA, 2/3AA	7.50	6.50	6.00	5.50	5.00	
PER WK:	10 ti	15 ti	20 ti	25 ti		
1/2AAA, 1/2AA, 1/3 wk, ca	7.00	6.00	5.50	5.00		

WEEKLY IMPACT PLAN—ROS 45 ti per wk, ca 5.00

ANNUAL BULK RATE  
1000x, 1 min, ca 5.00 500x, 1 min, ca 5.75

**8. PROGRAM TIME RATES**

CLASS	AAA	AA	104x	156x	260x
1/2 hr	70.00	66.00	62.00	58.00	54.00
1/4 hr	37.00	35.00	33.00	31.00	29.00
10 min	28.80	27.20	25.60	24.00	22.50
5 min	18.00	17.00	16.00	15.00	14.00
CLASS AA					
1/2 hr	62.00	58.00	54.00	50.00	46.00
1/4 hr	33.00	31.00	29.00	27.00	25.00
10 min	25.60	24.00	22.40	20.80	19.20
5 min	16.00	15.00	14.00	13.00	12.00

## WEBN (FM)

1967  
CINCINNATI

ABC-FM  
Spot Sales, Inc.

Media Code 4 236 1950 1.00  
Circs Communications, Inc., 2724 Erie Ave., Cincinnati, Ohio 45208. Phone 513-871-8500.

**STATION'S PROGRAMMING DESCRIPTION**  
WEBN (FM): Programmed for young adults. MUSIC: rock, single & album cuts. ALL PERSONALITIES handle all segments live. NEWS throughout day. Contact Representative for further details. Rec'd 10/8/73.

**1. PERSONNEL**  
President—Frank Wood.  
Vice-Pres. & Gen'l Mgr.—Frank E. Wood.  
Sales Manager—John Page Otting.

**2. REPRESENTATIVES**  
Allt' FM Spot Sales.

**3. FACILITIES**  
ERP: 31,000 w. (horiz.), 31,000 w. (vert.); 102.7 mc. stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 610 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Basic Rates: 20a, 21a, 22a, 23b, 24a, 24c, 25a, 28a, 29b, 30, 33d.  
Comb.: Cont. Discounts: 60f.  
Cancellation: 70c, 71a.  
Prod. Services: 80, 82.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 8B ET 9/1/73—Rec'd 9/24/73.  
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 9-1 am.  
AA—Mon thru Fri 6 am-3 pm; Sat 6-9 am.  
A—Mon thru Sun 1-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min.	32	29	25	26	24	20
30 sec.	27	24	20	22	19	15
CLASS AAA						
1 min.	32	29	25	26	24	20
30 sec.	27	24	20	22	19	15
CLASS A						
1 min.	32	29	25	26	24	20
30 sec.	27	24	20	22	19	15

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—50%AAA, 50%AA  
1 min. 30 sec.  
PER WK: 10 ti 20 ti 30 ti 10 ti 20 ti 30 ti  
Ea 21 20 18 20 17 15  
Rotating Mon thru Sun.

WHKK (FM)  
1966  
ERLANGER, KY.TOWER OF FAITH  
RADIO NETWORK

A Mortenson Owned Station  
Media Code 4 236 1972 5.00  
Christian Broadcasting Association, Inc., 100 Commonwealth Ave., Erlanger, Ky., 41018. Phone 606-341-2500.

**STATION'S PROGRAMMING DESCRIPTION**  
WHKK (FM): Programmed for the family.

**1. PERSONNEL**  
President—Jack M. Mortenson.  
Religious Manager—Dan Hubbard.  
Commercial Manager—Dale McMillen.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.

**3. FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 100.9 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 6a.  
Basic Rates: 20b, 21d, 22a, 23a, 25a, 24b, 26, 29a, 29b.  
Contracts: 44b, 45, 49, 51c.  
Comb.: Cont. Discounts: 60c, 61a, 61b, 62c.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 82.  
Tobacco and alcoholic beverages advertising not acceptable.

Member: Tower of Faith Radio Network.

**TIME RATES**  
No. 3 ET 8/15/73—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	25x	50x	150x	260x
5.00	4.50	4.00	3.00	2.50
3.75	3.15	3.00	2.25	1.65
2.50	2.25	2.00	1.50	1.25

**8. PROGRAM TIME RATES**

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 ti	50	27	17	10
2 ti	46	24	15	8
5+	43	22	14	6

**10. SPECIAL FEATURES**

5-min news	Ea	6
Weather		4
<b>SPORTS PACKAGE:</b>	Per Game	
Quarter		45
Half		85
Pre game		15
Post game		15
Pre & post game comb.		25

## WJDJ (FM)

1955  
CINCINNATI

Subscriber to the NAB Radio Code  
Media Code 4 236 1995 6.00  
Pacific & Southern Co., Inc., W. 8th St. & Matson Pl., Cincinnati, Ohio 45204. Phone 513-251-5700.  
See affiliated AM station for additional information.  
AM facilities: WNAI.

**3. FACILITIES**  
ERP: 34,000 w. (horiz.), 9,400 w. (vert.); 94.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 550 ft. above average terrain.

**TIME RATES**  
No. 1 ET 1/1/74—Rec'd 12/31/73.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-noon.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	30.00	28.00	26.00	24.00	25.00	23.00	21.00	20.00
30 sec	21.00	19.50	18.50	17.00	17.50	16.00	15.00	14.00
B: 50% of A, not combinable for frequency discount.								

## WKRC

1923  
CINCINNATI

**KATZ RADIO**

A Taft Station  
Media Code 4 236 2040 0.00  
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRC: Programmed for adults 25-49.  
MUSIC: all hit, pop format with recent accent on oldies, 1955-1963, established hits from 50's, 60's & 70's with recent emphasis on nostalgia. ALL PERSONALITIES. Programmed in segments 6-9 am, 9 am-noon, noon-3 pm, 3-7 pm, 7-11 pm, 11 pm-3 am talk show, 3-6 am music. NEWS: at 3:30 with hourly reports on weekends, network & weekend news staff. Traffic reports, stock market, sports & community affairs. Contact Representative for further details. Rec'd 9/4/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Leon Lowenthal.  
General Sales Manager—J. David Martin.  
Operations Director—Jim Durham.

**2. REPRESENTATIVES**  
Katz Radio  
Taft Stations: See Rep. & S/O pages.  
Cand. Andy McDermott Sales Ltd.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 550 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 8.  
Rate Protection: 10e, 11e, 12e, 14e, 15e, 16.  
Basic Rates: 20b, 24b, 25a, 29a, 30, 33a.

Contracts: 40a, 42a, 44a, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 62b.  
Cancellation: 70a, 70c, 71a.  
FM facilities: WKHQ.  
Affiliated with Katz Radio Network.  
Affiliated with American Entertainment Network.

**TIME RATES**  
AM/FM COMBINATION

No. 1 ET 1/28/74—Rec'd 2/7/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:

1 ti	6 ti	12 ti	18 ti	24 ti
AA	96	94	91	86
AA	71	69	66	61
A	66	64	61	56
B	41	39	36	34

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM/FM must be scheduled at same time.  
All: only; deduct 11.00.

**10. SPECIAL FEATURES**

AM ONLY  
5-min news or sports—1 min. applicable 1-min.  
COMBINABILITY  
All spots may be cross-combined for discount purposes, except that 10-second spots may not be counted to earn discounts for longer spots.

## WKRC

1958  
CINCINNATI

A Taft Station  
Media Code 4 236 2100 2.00  
Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio 45219. Phone 513-421-1750.  
See affiliated AM station for additional information.  
AM facilities: WKRC.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRC: Programmed for young adults & teens.  
MUSIC: Rock & top hits from the past. Contact Representative for further details. Rec'd 9/6/72.

**1. PERSONNEL**  
Station Manager—Jerry Thomas.  
Program Director—Ed Prijatelj.

**3. FACILITIES**  
ERP: 25,000 w. (horiz.), 25,000 w. (vert.); 101.9 mc.  
Operating schedule: 24 hrs. daily. EST.  
Antenna ht.: 660 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Katz Radio Network.  
Sold in combination with WKRC. See that listing for rates.

**TIME RATES**  
No. 7 ET 1/28/74—Rec'd 2/18/74.

AAA—Mon thru Sun 3 pm-midnight.  
AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 6 am-10 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:

1 ti	7 ti	14 ti	21 ti	28 ti
AAA	30	25	26	24
AA	28	26	24	22
A				

# OHIO

## Cincinnati—W L Q A (FM)—Continued

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 MIN:	12 ti	18 ti	24 ti
I	19	17	15
II	18	16	15
III	14	12	11

80 sec: 80% of 1-min.

**7. PACKAGE PLANS**

PER WK, EA:	15 ti	30 ti	42 ti
1/3 I, 1/3 II, 1/3 III	15	14	12

**10. SPECIAL FEATURES**

Weather—3 min at :30, 1-1/4x 1-min.  
News—5 min at :60, 1-1/2x 1-min.

**W L W**

1922  
**CINCINNATI**

**NBC Radio Network**

**AVCO**  
RADIO SALES



**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 236 2160 8.00  
Avco Broadcasting Corporation, 140 W. 9th St., Cincinnati, Ohio 45202. Phone 513-241-1822. TWX 513-577-1258.

**1. PERSONNEL**  
Sr. Vice-Pres., Gen'l Mgr.—Charles K. Murdock.  
Assistant General Manager—Bernie Kvale.  
National Sales Manager—David T. Habisch.

**2. REPRESENTATIVES**  
Avco Radio Sales.

**3. FACILITIES**  
50,000 w.; 700 kc. Non-directional. Clear channel.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Contracts accepted not more than 28 days in advance.  
Affiliated with NBC.  
Affiliated with Avco Group Plan.

### TIME RATES

No. 28 Eff 4/1/74—Rec'd 5/3/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight; Sun 5-6 am.  
C—Mon thru Sun midnight-5 am.

**7. PACKAGE PLANS—1 MINUTE**

PER YR:	Fixed	150x	312x	520x	780x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	90	85	80	74	68
AA	77	72	66	60	55
A	66	60	55	50	44
B	44	38	33	30	28
C	38	33	27	25	20

Consecutive week discounts do not apply.

**CONVERTIBLE DEBENTURE PLANS**

PER WK:	1 min
6 ti (1AAA, 2AA, 3A, 1B)	360
12 ti (2AAA, 4AA, 4A, 2B)	660
18 ti (3AAA, 6AA, 6A, 3B)	900
24 ti (4AAA, 8AA, 8A, 4B)	1080

Consecutive week discounts do not apply.  
Conversion: Higher to lower—Each AAA and/or AA spot equal to 2 A spots, each A spot equal to 2 B spots. Lower to higher—3 spots of lower class equal to 2 of next higher class.  
May be moved within time class without notice.  
Debenture Plans preemptible for Frequency Plans.

**8. PROGRAM TIME RATES**

A—Mon thru Sat 6 am-7 pm; Sun 7 am-7 pm.	1x	13x	26x	52x	104x	156x	260x	312x
B—Mon thru Sun 7 pm-midnight; Mon thru Sat 5-6 am; Sun 5-7 am.	1x	13x	26x	52x	104x	156x	260x	312x
A:	1/2 hr	550	522	495	467	440	385	357
1/4 hr	385	356	328	321	303	268	248	215
10 min	275	248	222	223	211	187	173	149
5 min	220	143	184	176	165	147	136	116

B: 50% of A.

**10. SPECIAL FEATURES**

NEWS: 30—WEATHER: 45—SPORTS: 15  
(Mon thru Sat 5 am-midnight rotating)

PER WK:	AAA	AA	A	B
3 ti	93	80	68	46
6 ti	88	75	63	41
12 ti	83	70	58	36

**WEEKEND NEWS/WEATHER/SPORTS**  
Fri 7 pm-Sun 9 pm, 12 ti 528

**HELICOPTER TRAFFIC REPORTS**  
5 ti per wk 450 10 ti per wk 800

Mon thru Fri 6:50-8:40 am & 4:10-5:50 pm, rotating and equally distributed between am and pm traffic.

**AGRI-NEWS FEATURES**

MON-SAT, EA:	3 ti	6 ti
5-6 am	66	60
6-7 am	93	88
11 am-noon	82	77

**CONSECUTIVE WEEK DISCOUNT**  
28 wk—5% 52 wk—10%  
Minimum wkly expenditure 100.00.

## W L Y K (FM)

1964  
**MILFORD**  
**RAB**

Media Code 4 236 2190 3.00  
Beautiful Island Broadcasting, Inc., The Embassy, Box 216, Cincinnati, Ohio 45150. Phone 513-831-9595.

**STATION'S PROGRAMMING DESCRIPTION**  
WLYK (FM): Programmed for adults, 18-49.

**1. PERSONNEL**  
General Manager—Kathy Deubell.  
Treasurer—Andrew Lehr.

**2. REPRESENTATIVES**  
Herbert K. Groskin & Co.

**3. FACILITIES**  
ERP 3,000 w.; 107.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 on time; payable 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Member: The Groskin Group.

### TIME RATES

No. 4 Eff 1/22/73—Rec'd 2/1/73.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.50	9.00	8.50	8.00	7.50	7.00	6.50

**8. PROGRAM TIME RATES**

1 ti	2 ti	3 ti	4 ti	5 ti	6 ti	7 ti
1 hr	85	81	77	73	69	65
1/2 hr	70	67	64	61	58	55
5 min	35	33	31	29	27	25

## W N O P

1948  
**NEWPORT, KY.**

Media Code 4 236 2220 6.00  
Box 740, Newport, Ky., 41072. Phone 606-581-7100.

**STATION'S PROGRAMMING DESCRIPTION**  
WNOP: Programmed for adults.  
MUSIC: Jazz. AHT PERSONALITIES handle all segments. NEWS: Net at :30, followed by local. Sports in pm traffic. Rec'd 2/4/74.

**1. PERSONNEL**  
General Manager—Dave Plontek.  
Program Director—Itay Scott.

**2. FACILITIES**  
1,000 w. days; 740 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24a, 25a, 28b, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b, 62c.  
Cancellation: 71a, 71b, 73a.  
Affiliated with American Entertainment Network.

### TIME RATES

Eff 3/1/70—Rec'd 3/2/70.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	208x
1 min	24.00	23.00	22.00	21.00
30 sec	20.00	19.00	18.00	17.00
10 sec	12.00	11.50	11.00	10.50
1 min	260x	312x	400x	500x
30 sec	19.00	18.00	17.00	16.00
10 sec	15.00	14.00	13.00	12.00

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti	50 ti
1 min	22.00	21.00	20.00	19.00	18.00	16.00
30 sec	18.00	17.00	16.00	15.00	14.00	12.00
10 sec	11.00	10.50	10.00	9.50	9.00	8.00

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	150	90	65	45

## W S A I

1923  
**CINCINNATI**

**METRO RADIO SALES**  
Subscriber to the NAB Radio Code  
Media Code 4 236 2340 4.00  
Pacific & Southern Co., Inc., W. 8th St. & Matsou Pl., Cincinnati, Ohio 45204. Phone 513-251-5700. Telex 21-4178.

**1. PERSONNEL**  
President—John Tyler.  
Vice-Pres. & Gen'l Mgr.—John F. Bayliss.  
General Sales Manager—Jim Smith.

**2. REPRESENTATIVES**  
Metro Radio Sales.

**3. FACILITIES**  
5,000 w.; 1360 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 22a, 24a, 25a, 28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 46, 51b.  
Comb. Cont. Discounts: 60a, 60b, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 81.  
FM facilities: WDJJ (FM).

**RATE PROTECTION**  
Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates provided that advertising equalling a weekly expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

**TIME RATES**  
No. F Eff 5/15/71—Rec'd 7/26/71.

AAA—Mon thru Fri 5:30-10 am; Sat 8 am-noon.  
AA—Mon thru Sun 3 pm-midnight; Sat & Sun noon-3 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6-8 am; Sun 9 am-noon.  
R—Mon thru Fri midnight-5:30 am; Sat & Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	70	68	66	60	58	58
30 sec	56	54	53	48	46	46
10 sec	42	41	40	36	35	35

CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	68	64	60	58	54
30 sec	54	51	48	46	43
10 sec	41	38	36	35	32

CLASS A	1 min	55	50	48	46	44
30 sec	44	40	38	37	35	33
10 sec	33	30	29	28	26	26

B: 50% of A.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—8%. Applied as earned.  
Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts.

## W U B E W U B E-FM

1922  
**CINCINNATI**

**KAYE-SMITH**  
RADIO

Subscriber to the NAB Radio Code  
Media Code 4 236 2400 6.00  
Kaye-Smith Radio, Box 1232, Cincinnati, Ohio 45201. Phone 513-621-6960.

**STATION'S PROGRAMMING DESCRIPTION**  
WUBE: modern country and western music 24 hours every day. Emceed by 7 disc jockey personalities. NEWS: 4 man local news staff presents local and tri-state news plus sports and weather at :60. Country music-entertainment portion is 80%. News policy is 50% world and national, 30% local and regional, 10% sports and 10% weather. Personalities available for remote pickups from shopping centers, state fairs, etc. Contact Representative for further details. Rec'd 6/30/71.

WUBE-FM: MUSIC: modern country-Nashville. Country Music show, all request 7 pm-12M. Modern country music 12M-5 am, M-F, & weekends. Contact Representative for further details. Rec'd 9/30/71.

**1. PERSONNEL**  
Executive Director—Lester M. Smith.  
General Manager—Bill Jenkins.

**2. REPRESENTATIVES**  
McGarren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 11,000 w. (horiz.), 11,000 w. (vert.); 105.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 920 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 24a, 24b, 24c, 25b, 27, 28c, 29a, 29b, 32b, 33c.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
WUBE-FM sold only in conjunction with WUBE-AM.

### TIME RATES

No. 7 Eff 1/1/72—Rec'd 2/23/72.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	AA	A	B	AA	A	B
6 ti	35	30	26	28	24	21
12 ti	31	28	22	25	22	18
18 ti	28	25	20	22	20	16
24 ti	26	23	19	21	18	15

**TOTAL AUDIENCE PLANS—1/3AA, 1/3BA, 1/3B**

PER WK, EA:	12 ti	18 ti	24 ti
1 min	26	24	22
30 sec	21	19	18
10 sec:	60% of 1-min.		

## W W E Z

1964  
**CINCINNATI**

**BOLTON BURCHILL**  
A Subdrink Station  
Media Code 4 236 2430 3.00  
Sudbrink Broadcasting Co., of Ohio, 1071 Celestial St., Cincinnati, Ohio 45202. Phone 513-721-5678.

**STATION'S PROGRAMMING DESCRIPTION**  
WWEZ: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

**1. PERSONNEL**  
Executive Vice-President—Harold W. Gore.  
General Manager—James M. Robinson.  
Operations Manager—John Stolz.

**2. REPRESENTATIVES**  
Bolton/Burchill International Ltd.

**3. FACILITIES**  
ERP 11,200 w. (horiz.), 11,200 w. (vert.); 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 905 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 28b, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 7 Eff 9/1/74—Rec'd 9/3/74.

AAA—Mon thru Sat 10 am-7 pm.  
AA—Mon thru Sat 5:30-10 am; Sun 9:30 am-7 pm.  
A—Mon thru Sun 7 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
1 ti	50	40	32
6 ti	48	38	30
12 ti	45	36	28

30 sec or less.

**7. PACKAGE PLANS**

PER WK:	TAP I—1/2AAA, 1/2AA	1 ti	6 ti	12 ti	18 ti
1 min		42	39	36	33
30 sec or less		34	31	28	25

TAP II—1/3AAA, 1/3AA, 1/3A

1 min	38	34	30	28
30 sec or less	30	28	26	24

## W Z I P

1947  
**CINCINNATI**

A Subdrink Station  
Media Code 4 236 2460 0.00  
Sudbrink Broadcasting Co., of Cincinnati, 400 Oak St., Cincinnati, Ohio 45219. Phone 513-221-5100.

**STATION'S PROGRAMMING DESCRIPTION**  
WZIP: Programmed for general audience.  
Local & nat'l religious programming 6 am-2 pm.  
Gospel music 1 pm-sign-off. NEWS: local at :58; network at :30. Personalities available for remote pickups. Rec'd 4/29/74.

**1. PERSONNEL**  
General Manager—Roy Shepard.  
Operations Director—Wes Howard.  
Traffic Manager—Judy Murray.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 14a, 15d.  
Basic Rates: 20a, 23a, 23b, 25a, 29a.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.: Cont. Discounts: 60b, 60e, 60f, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 Eff 9/1/73—Rec'd 8/27/73.

AA—Mon thru Fri 6-10 am & 3-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
1 ti	12.00	9.00	6.00	10.00	7.50	5.00
10 ti	10.00	7.50	5.00	8.00	6.00	4.00
20+	8.00	6.00	4.00	6.00	4.50	3.00



## CLEVELAND

(Including Cleveland Heights, Parma, Willoughby)

(10 AM; 11 FM)

Plus 1 paid duplicate listing; plus 1 cross reference. (Cuyahoga County—Map Location F-4 Lake County—Map Location 9-3 See SKDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)		Daytime Traffic (10am-3pm)		Evening Traffic (3-7 pm)		Night (7 pm-midnight)	
	A	B	A	B	A	B	A	B
A	78	56	75	75	75	75	75	75
B	65	54	65	45	45	45	45	45
C	65	51	60	44	44	44	44	44
D	60	50	60	42	42	42	42	42
AVERAGE	67	53	65	52	52	52	52	52

WABQ

1947  
CLEVELAND

Bernard Howard & Co., Inc.

A Booth Owned Station

Media Code 4 236 2520 1.00  
Booth Broadcasting Co., 2644 St. Clair Ave., Cleveland, Ohio 44114. Phone 216-241-7555

#### STATION'S PROGRAMMING DESCRIPTION

WABQ: Programmed for Negro.  
MUSIC: sign-on-10 am rhythm and blues. 10-11 am gospel. 11 am-noon telephone talk show, 2 air personalities, and telephone calls from listeners. Noon-sign-off rhythm and blues. NEWS: 3 man news department. 4 news reports per hour between 7 am & 9 am and 4 pm & 6 pm. Other times headlines 15 past hour, newscasts 40 past hour. Sports show 5 min 5:50 pm. Special sporting events: Indy 500, Fire Cracker 400, Southern 500. Heavy emphasis in community involvement. Contact representative for further details. Rec'd 11/13/67.

- PERSONNEL**  
President—John L. Booth  
General Manager—John N. Jay  
Station Manager—Sam L. Knight.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 22b, 23a.  
Contracts: 40a, 45, 47a  
Comb.: Cont. Discounts: 60a.  
Cancellation: 71a, 73a.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with National Black Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 1/1/72—Rec'd 1/27/72.

- SPOT ANNOUNCEMENTS**  
FIXED: 1x 13x 26x 52x 156x 260x 312x 520x  
1 min. 18.00 17.50 16.00 15.50 15.00 14.50 14.00 13.50  
30 sec. 15.00 14.50 14.00 13.50 13.00 12.50 12.00 11.50  
10 sec: 50% of 1-min.
- PACKAGE PLANS**  
PER WK, ROS: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min. 14.00 13.45 12.90 12.35 11.75  
30 sec. 11.70 11.10 10.50 9.95 9.40
- DISCOUNT**  
13 wk—5% 26 wk—10% 52 wk—15%
- SATURDAY IMPACT PLAN**  
Flat 10 sec 30 sec 1 min  
4.50 7.00 9.00
- SUNDAY ADULT SPECIAL**  
10 ti 150.00 120.00 75.00
- BULK SATURATION PLANS**  
1000 x 7.00 9.00  
Fixed position, extra 50%.
- PROGRAM TIME RATES**  
28 min. 100 14 min. 60  
Program rates net to station.
- SPECIAL FEATURES**  
Check Point News, 1 min. 12.60  
Weather Scope News Headlines, ea. 21.00  
What's Happening Help Wanted, ea. 11.50

WCLV (FM)

1961  
CLEVELAND



Media Code 4 236 2560 5.00

Radio Seaway Incorporated, Penthouse East, Terminal Tower, Cleveland, Ohio 44112. Phone 216-241-0900.

#### STATION'S PROGRAMMING DESCRIPTION

WCLV (FM): Programmed for adults.  
Fine arts programming: serious music 75%, folk music and original cast albums 15%, news, drama discussion, spoken word 10%. NEWS: 2 am, 6 am, 7:15 am, 8 am, noon, 6:30 pm, 11 pm. Length and content determined by complexity of news. In-concert broadcasts by 5 American orchestras, from world music festivals and foreign broadcasting systems. In-concert broadcasts from local universities and other local sources. Folk music, showtunes, comedy records

10:30 pm Fri-1 am Sat, 10:10 pm Sat-1 am Sun.  
COMMERCIAL POLICY 6 minutes participating; 4 minutes sponsored. Contact representative for further details. Rec'd 6/25/69.

- PERSONNEL**  
Pres. & Gen'l Mgr.—C. K. Patrick.  
Vice-Pres. Prog. & Oper.—Robert Conrad.  
General Sales Manager—Harry Dennis.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
95.5 mc. Stereo.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 840 ft. above average terrain.
- AGENCY COMMISSION**  
15/0. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 46, 47c, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Minimum protection of 15 minutes guaranteed between competing advertisers.

#### TIME RATES

Eff 9/1/74—Rec'd 7/31/74.

- SPOT ANNOUNCEMENTS**  
Per wk Per mo  
1 ti 5 ti 10 ti 20 ti 20 ti 40 ti 80 ti  
1 min. 30 28 26 24 24 22 20  
30 sec. 24 22 21 19 19 18 16
- CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 39 wk—15%  
26 wk—10% 52 wk—20%

8. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x	260x	520x
1 hr.	175	168	158	150	143	136	129
1/2 hr.	131	124	118	112	106	101	96
5 min.	74	70	67	64	61	58	55

WDBN (FM)

1960  
MEDINA



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Medina, Ohio.)

Media Code 4-236-6480-4.00

WDBN, Inc., 4986 Gateway Dr., Medina, Ohio 44256.

Phone 216-523-1345.

Sales Office—340 Statler Hilton Hotel, Cleveland, Ohio 44115. Phone 216-861-8232.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert McBride Miller.  
Vice-President/Sales—Manuel H. Eisner.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 14c.

## OHIO

Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.  
Comb.; Cont. Discounts: 60e, 60i, 61c, 62d.  
Cancellation: 70e, 71a, 72.  
Prod. Services: 8u.  
Affiliated with ATA Radio Network.

#### TIME RATES

No. 5 Eff 6/1/70—Rec'd 5/27/70.

AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 6-10 am & 3-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti 50.00 40.00 40.00 32.00 35.00 28.00  
6 ti 48.00 38.40 38.00 30.40 33.00 26.40  
12 ti 46.00 36.80 36.00 28.80 31.00 24.80  
18 ti 44.00 35.20 34.00 27.20 29.00 23.20
- PER YR:**  
250 x 44.00 35.20 34.00 27.20 29.00 23.20  
500 x 42.00 33.60 32.00 25.60 27.00 21.60  
1000 x 40.00 32.00 30.00 24.00 25.00 20.00  
C: 60% of B rates.  
Guaranteed rotation within specific time periods.
- PACKAGE PLANS**  
DAYTIME—1/2AA, 1/2A  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 45.00 40.00 43.00 41.00 39.00  
30 sec. 36.00 34.00 32.80 31.20  
PER YR: 250x 500x 1000x  
1 min. 41.00 39.00 37.00  
30 sec. 32.80 31.20 29.60  
Guaranteed rotation within Plan time periods.  
TAP—1/3AA, 1/3A, 1/3B  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 42.00 40.00 38.00 36.00  
30 sec. 33.60 32.00 30.40 28.80  
(This listing continued on next page)

# No matter which book you reach for, 1220/WGAR gives you more reach in Cleveland.

#1

629,400 LISTENERS 12+\*  
19% more than station #2

431,800 ADULTS 18-49\*  
46% more than station #2

\*ARB  
April-May 1974  
TSA Mon-Sun  
6 a.m. to midnight  
Cumes

&

#1 in Pulse Adults 18-49  
April-May-June 1974  
R.S.A. Mon-Fri  
6 a.m. to midnight  
Avg. 1/4 hr.

## 1220/WGAR Means Business

Cleveland/Akron

A service of Nationwide Communications

Qualifications upon Request



# OHIO

## Cleveland—WDBN (FM)—Continued

PER YR:	250x	500x	1000x
1 min	38.00	36.00	34.00
30 sec	30.40	28.80	27.20
<b>WEEKLY PLAN—BTA</b>			
PER WK:	8 ti	12 ti	18 ti
1 min	38.00	31.00	24.00
30 sec	30.40	28.80	27.20
PER YR:	250x	500x	1000x
1 min	34.00	32.00	30.00
30 sec	27.20	25.60	24.00

Preemptible on 24-hour notice. Make-goods at best available comparable times.

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min	33.00	31.00	29.00	27.00
30 sec	26.40	24.80	23.20	21.60
PER YR:	250x	500x	1000x	
1 min	29.00	27.00	25.00	
30 sec	23.20	21.60	20.00	

Preemptible without notice. Make-goods scheduled at station's discretion.

<b>PROGRAM TIME RATES</b>	
Per wk	Per yr
1 ti 3 ti 5 ti 10 ti 100x 250x 500x	
5 min 65 63 61 59 40 35 30	

**10. SPECIAL FEATURES**  
NEWSCASTS  
Mon thru Fri 6:30, 7:30, 8:30, 9 am, noon, 3, 4, 5, 6, 7 pm:

Per wk	Per yr
1 ti 3 ti 5 ti 10 ti 100x 250x 500x	
5 min 75 73 71 69 50 45 40	

Includes 1 1-minute spot plus 10-second open and close. (D-2)

## WDOK (FM)

1954  
CLEVELAND



### METRO RADIO SALES

A Globetrotter Communications, Inc. Station  
Media Code 4 236 2790 3.00  
Westchester Div. G.C.L. 3940 Euclid Ave., Cleveland, Ohio 44115. Phone 216-391-1260.  
See affiliated AM station for additional information. AM facilities: WIXY.

**STATION'S PROGRAMMING DESCRIPTION**  
WDOK (FM): Programmed for adults.  
**MUSIC:** 90% standards, 10% showtunes by large string orchestras and standard vocalists. NEWS: at 7, 8 & 9 am, noon, 4, 5 & 7 pm. Stock market reports at 7:30 am & 5:30 pm. Personality available for special events. COMMERCIAL POLICY: 3 commercial minutes per hour maximum. Contact Representative for further details. Rec'd 11/8/68.

**1. PERSONNEL**  
Station Manager—Ronald Smith.

**8. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 102.1 mc. Stereo.

Operating schedule: 24 hours daily. EST.  
Antenna ht.: 370 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

**RATE PROTECTION**  
Rates quoted herein are guaranteed for period of 13 wks for spots, 30 days for Circulation Plans, from effective date of increase in these rates providing that advertising equalling a wky expenditure of 100.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

<b>TIME RATES</b>	
No. A Eff 3/1/73—Rec'd 3/8/73.	
AA—Mon thru Sun 10 am-3 pm.	
A—Mon thru Sun 3-7 pm.	
B—Mon thru Sat 5:30-10 am.	
C—Mon thru Sun 7 pm-midnight.	

<b>SPOT ANNOUNCEMENTS</b>	
AA	A
1 ti 12 ti 18 ti 1 ti 12 ti 18 ti	
1 min 58 54 50 54 50 46	
30/less 46 43 40 43 40 37	
B	C
1 min 50 46 42 46 42 38	
30/less 40 37 34 37 34 30	

**7. PACKAGE PLANS**  
CIRCULATION, PER WK: 1 min 30/less  
12 Plan (4AA, 3A, 3B, 2C) 480 384  
18 Plan (5AA, 4A, 5B, 4C) 646 508  
24 Plan (6AA, 5A, 7B, 6C) 720 570  
Scheduled equally over 7 days & rotate within time class.

Offered on preemptible basis at station's discretion for full rate card advertiser. In event of preemption, spots made good in comparable or better time periods at earliest convenience & prior to expiration of schedule. Do not earn CWD, do not contribute to wky plans for further wky frequency. Combinable with min, 20/30 sec & ID's to earn wky frequency discount on face of card rates only.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—5%  
Minimum expenditure 100.00.

## WELW

1945  
WILLOUGHBY

Media Code 4 236 2790 0.00  
Radio 1330 Inc., 36913 Stevens Blvd., Willoughby, Ohio 44094. Phone 216-946-1330.

**STATION'S PROGRAMMING DESCRIPTION**  
WELW: MUSIC: country. NEWS: at :30, national, regional, local bulletins throughout the day. Weather, sports, women's data, financial news. Contact Representative for further details. Rec'd 2/8/74.

**1. PERSONNEL**  
General Manager—Arthur R. Zweig.  
News Director—Leo D'Arcy.  
**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

## 8. FACILITIES

500 w.; 1330 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

## 4. AGENCY COMMISSION

15%.

## 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 27, 28b, 29a, 33a.

Contracts: 40a, 41, 45, 51b.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 71a, 73b.  
Prod. Services: 80, 81, 82.

FM facilities: WELM-FM, Cleveland.  
Affiliated with MBS.

## TIME RATES

Eff 1/1/74—Rec'd 1/14/74.

**6. SPOT ANNOUNCEMENTS**

EA	1 min	30 sec	10 sec
	15.00	12.00	7.50

## 7. PACKAGE PLANS

EA:	1 min	30 sec	10 sec
20 ti	12.50	10.00	6.25

13-wks/non-cancellable, minimum 10 per wk, above rates apply.

## WELW-FM

1959  
CLEVELAND

Media Code 4 236 2791 8.00

Northern Ohio Broadcasting Co., Inc., 14781 Sperry Rd., Cleveland, Ohio 44065. Phone 216-338-3108.

## STATION'S PROGRAMMING DESCRIPTION

WELW-FM: News: Network at :30 local & regional at :00; bulletins throughout day; country music, weather, sports & financial news. Remote vehicles available. Contact Representative for further details. Rec'd 2/8/74.

## 1. PERSONNEL

General Manager—Arthur R. Zweig.  
Program Director—Todd T. Taylor.

## 2. REPRESENTATIVES

Charles Bernard Co., Inc.

## 3. FACILITIES

ERP 70,000 w. (horiz.), 70,000 w. (vert.); 107.9 mc. Stereo.

Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15% time only.

## 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 27, 28, 29a, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 50, 51b.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 71a, 73b.  
Prod. Services: 80, 81, 82.

AM facilities: WELW, Willoughby.  
Affiliated with MBS.

## TIME RATES

Eff 1/1/74—Rec'd 1/14/74.

## 6. SPOT ANNOUNCEMENTS

Fixed position, extra 5.00.	1 min	30 sec	10 sec
EA	10	8	5

## 7. PACKAGE PLANS

EA:	1 min	30 sec	10 sec
20 ti	9.00	7.50	4.25

13-wks/non-cancellable, minimum 10 per wk, above rates apply.

## WERE

1949  
CLEVELAND

Media Code 4 236 2820 5.00

Cleveland Broadcasting, Inc., 1500 Chester Ave., Cleveland, Ohio 44114. Phone 216-696-1300.

## STATION'S PROGRAMMING DESCRIPTION

WERE: Programmed primarily for adults. TALK. Audience telephone/talk show, including information exchange, personal comment, panel discussions with telephone questions, local documentaries & guest interviews. 2 hr news & information program, 5-7 pm. NEWS: emphasis on local news & documentaries, plus network news & specials. Helicopter traffic reports, business & stock market news, theatre, film, book & TV reviews. RELIGIOUS: Sun am. Contact Representative for further details. Rec'd 11/30/72.

## 1. PERSONNEL

President, Station Division—George Fritzingler.  
Vice-Pres. & Gen'l Mgr.—Paul F. Neuhoff.  
General Sales Manager—Mickey Franko.

## 2. REPRESENTATIVES

McGavren-Guild, Inc.

## 3. FACILITIES

5,000 w., 1300 kc.  
Directional—same pattern, all hours.

Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING

See coded regulations

General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21a, 21b, 22b, 23a, 23b, 25a, 27, 28b, 29a.

Contracts: 40c, 41, 42a, 42c, 43, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 60l, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

Affiliated with CBS.

## TIME RATES

No. 16 Eff 4/1/71—Rec'd 5/26/71.

AAA—Mon thru Sat 8-10 am & 3-7 pm

AA—Mon thru Sat 10 am-3 pm; Sun all day.

A—Mon thru Sat 7 pm-midnight.

B—Mon thru Sat midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1-6 ti	12 ti	18 ti	24 ti
AAA	70	60	55	50
AA	55	50	45	40
A	35	30	25	20

B: 50% of A rates.

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

Fixed position, extra 5.00.

## 7. PACKAGE PLANS

**MAXIMUM IMPACT PLANS**

12 ti (6AAA, 4AA, 2A), ea.	45
18 ti (8AAA, 6AA, 3A), ea.	40
24 ti (12AAA, 8AA, 4A), ea.	34

Maximum of 2/3 of AAA in AM Drive.

## COMMUTER PLAN

6 AM Drive and 6 PM Drive 640

Plans are non-combinable and earn no further discounts.

## 8. PROGRAM TIME RATES

5 MINUTES	1x	52x	104x	208x
AAA	100	90	85	80
AA	85	75	70	65
A	55	45	40	35

## 10. SPECIAL FEATURES

HELICOPTER TRAFFIC REPORT

7-9 am & 4-6 pm: Applicable 1-min plus 10.00.

No further discount on news or Helicopter reports.

## WGAR

1930  
CLEVELAND

## BLAIR RADIO

NAB RAB

Subscriber to the NAB Radio Code

Media Code 4 236 2880 9.00

WGAR Sales Office: 715 Investment Plaza, Cleveland, Ohio 44114. Phone 216-696-1230.

Studio & office address: WGAR, Broadcast park, 9446 Broadview Rd., Cleveland, Ohio, 44147. Phone 216-528-6700.

## STATION'S PROGRAMMING DESCRIPTION

WGAR: Programmed for adults 18-49.

**MUSIC:** MOR, solid gold & current hits. AIR

**PERSONALITIES** handle all music segments. NEWS: 7 man team reports news 2x hourly at :15 & :55.

5-min network news at :30. Local public service announcements, weekend news/public affairs & music documentaries. Contact Representative for further details. Rec'd 7/1/74.

## 1. PERSONNEL

General Manager—Dick Janssen.

General Sales Manager—Art Caruso.

Program Director—Loren Owens.

## 2. REPRESENTATIVES

Blair Radio.

Canada—Unicom Broadcast Sales Ltd.

## 3. FACILITIES

50,000 w.; 1220 kc.

Directional—same pattern day and night.

Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0; payable 10th of month.

## 5. GENERAL ADVERTISING

See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.

Basic Rates: 20b, 21c, 21d, 22a, 23a, 24b, 24c, 25b, 25c, 25d, 29a, 32b, 33a.

Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 51a.

Comb.: Cont. Discounts: 60a, 60e, 60l, 61d.

Cancellation: 70a, 70c, 71a, 73a.

Prod. Services: 80, 82.

FM facilities: WNCR (FM).

Affiliated with Blair Represented Network.

Affiliated with American Entertainment Network.

## TIME RATES

Eff 5/8/74—Rec'd 4/30/74.

AA—Mon thru Sat 5:30-10 am; Mon thru Fri 3-7 pm.

A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.

B—Mon thru Sun 7 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

PER WK: (*)	1 ti	6 ti	12 ti	18 ti	24 ti	30+
AA	80	75	70	65	60	58 55
A	65	60	55	50	46	44 42
B	55	50	45	40	38	37 36

(\*) Specified position.

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## 7. PACKAGE PLANS

SATURATION—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min	240	450			



Cleveland—W G C L (FM)—Continued

2. REPRESENTATIVES  
ABC FM Spot Sales.
3. FACILITIES  
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 600 ft. above average terrain.
4. AGENCY COMMISSION  
15% on time only; 10 days.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 25b, 29a, 30, 33d.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60d, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
Eff 4/15/74—Rec'd 7/29/74.

AAA—Mon thru Sun 3 pm midnight.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Fri 10 am-3 pm.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min 30 sec	1 min	30 sec	1 min	30 sec
1 ti	52	41	44	35	28
6 ti	48	33	40	32	25
12 ti	44	34	36	28	22
18 ti	40	32	32	25	19
24 ti	36	29	28	22	16

10 sec: 50% of 1-min.

W H K  
1921  
CLEVELAND



R A B

Media Code 4 236 2940 1.08  
Malrite Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio 44103. Phone 216-391-5000.

1. PERSONNEL  
President—Milton Maltz.  
General Manager—Carl Hirsch.  
National Sales Manager—Hal Fisher.
2. REPRESENTATIVES  
Katz Radio.
5. FACILITIES  
5,000 w.: 1420 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15e.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 28c, 29a, 29b, 30, 31.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60g, 61a, 61b, 61c.  
Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WMMB (FM).  
Affiliated with Katz Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 5/15/74—Rec'd 5/16/74.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—Mon thru Sat 10 am-3 pm.  
C—Mon thru Sat 7 pm-midnight; Sun all day.  
D—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	60	58	54	50
A	54	52	48	44
B	48	46	42	38
C	40	38	34	30

D: Flat 10.00.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

W I X Y  
1950  
CLEVELAND



N A B

A Globetrotter Communications, Inc. Station  
Media Code 4 236 3000 3.00  
Westchester Div. G.C.I., 3940 Euclid Ave., Cleveland, Ohio 44114. Phone 216-391-1260.

1. PERSONNEL  
General Manager—Richard Bremkamp, Jr.  
General Sales Manager—Jerry Gilles.
2. REPRESENTATIVES  
Metro Radio Sales.
3. FACILITIES  
5,000 w.: 1280 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15% on time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14h.  
Basic Rates: 23a, 24h, 24c, 25a, 28c, 29a, 33d.  
Contracts: 40a, 41, 42b, 42d, 43, 44b, 47c, 48.  
Comb.: Cont. Discounts: 60d, 60e.  
Cancellation: 70a, 70c, 71a, 73c.  
Prod. Services: 80, 82.  
FM facilities: WDOI (FM).  
Affiliated with American Contemporary Network.

**RATE PROTECTION**  
Rates quoted herein are guaranteed for period of 13 wks for spots, 30 days for Circulation Plans, from effective date of increase in these rates providing that advertising equalling a wky expenditure of 150.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

**TIME RATES**  
No. A Eff 3/1/73—Rec'd 8/20/73.

AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sat 6-10 am.  
B—Mon thru Sun 10 am-3 pm.  
C—Mon thru Sat midnight-6 am; Sun midnight-10 am.

6. SPOT ANNOUNCEMENTS

	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	74	70	65	55	70	65	55	44
30/less	64	60	52	44	56	52	44	34

7. PACKAGE PLANS  
CIRCULATION, PER WK: 1 min 30/less

14 Plan (3AA, 3A, 4B, 4C)	627	498
21 Plan (4AA, 4A, 7B, 6C)	876	698
28 Plan (6AA, 6A, 8B, 8C)	1110	888

Scheduled equally over 7 days & rotate within time classes.

Offered on preemptible basis at station's discretion for full rate card advertiser. In event of preemption, spots made good in comparable or better time periods at earliest convenience & prior to expiration of schedule. Do not earn CWD, do not contribute to wky plans for further wky frequency. Combinable with min. 20/30 sec & ID's to earn wky frequency discount on face of card rates only.

CONSECUTIVE WEEK DISCOUNT  
52 wk—5%  
Minimum expenditure 150.00.

W J M O  
1947  
CLEVELAND HEIGHTS

Independent Negro

Media Code 4 236 3060 7.00  
Friendly Broadcasting Co., 11821 Euclid Ave., Cleveland, Ohio 44106. Phone 216-795-1212.

- STATION'S PROGRAMMING DESCRIPTION  
WJMO: Programmed for Negro listener.  
MUSIC: rhythm and blues, jazz and gospel. ALL PERSONALITIES handle all segments and taped commercials by them are interchangeable. NEWS—5 min at :55, community oriented. Station editorializes, and participates in fund drives for community activities, little league, boys clubs, etc. Personalities available for remote broadcasts. All air personalities are Negro, as well as program director, news director, and operations manager. News force 5. Contact Representative for further details. Rec'd 8/10/67

1. PERSONNEL  
President—Richard Eaton.  
Vice President—Van Lane.  
General Manager—Ken Hawkins.
2. REPRESENTATIVES  
UBC Sales, Inc.  
Dallas—Mario Messina Company.
3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15c.  
Basic Rates: 20a, 24a, 33d.  
Contracts: 40a, 41, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60d, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 82.  
Member: Black UBC Group.

**TIME RATES**  
No. 9 Eff 9/1/74—Rec'd 8/6/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 5 am-midnight.  
B—Mon thru Sat 7 pm-midnight.  
C—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	B	C
6 ti	45	40	38	30	18
12 ti	40	38	35	28	15
18 ti	38	35	30	25	13
24 ti	35	30	28	20	12

Breaks: 80% of 1-min. ID's: 60% of 1-min.

WJMO/WLIT (FM) COMBINATION  
6+ 1-min spots per wk..... 40  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

W J W  
1943  
CLEVELAND  
A Storer Station

Represented by CBS RADIO SPOT SALES



Subscriber to the NAB Radio Code  
Media Code 4 236 8120 9.00  
WJW Radio, 1821 Euclid Ave., Cleveland, Ohio 44115. Phone 216-781-8500. TWX 810-421-8315.

- STATION'S PROGRAMMING DESCRIPTION  
WJW: Programmed for adults & young adults, primarily 18-49.

OHIO

MUSIC: Current singles with 1/3 album cuts, plus hits of the 40's, 50's & 60's mixed with conversation. Air Personalities. Singles include U.S. premiers of foreign hits. 9-12M. Jazz. TALK: Audience participation 11 am-9 pm, including feminine forum, guests, telephone interviews & open line conversation. SPORTS: Eve & weekend reports. NEWS: city, county reporters, Washington Bureau, police traffic reports & auto meteorologists. Biz business reports daily. Station editorializes daily. Contact Representative for further details. Rec'd 1/4/73

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—James P. Storer.  
Station Manager—Julius C. Blum.  
General Sales Manager—Richard Matthews.
2. REPRESENTATIVES  
CBS Radio Spot Sales.
3. FACILITIES  
10,000 w. days, 5,000 w. nights; 850 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours. EST.
4. AGENCY COMMISSION  
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

MULTIPLE PRODUCT ANNOUNCEMENTS  
Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period, unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

**TIME RATES**  
No. 30 Eff 8/1/73—Rec'd 8/20/73.

AA—Mon thru Fri 6-10 am. Rotating.  
A—Mon thru Fri 3-7 pm. Rotating.  
B—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
C—Mon thru Sun 5-6 am & 7 pm-midnight; Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

1 MIN:	AA	A	B	C
1 x	95	75	68	45
52 x	90	69	61	39
104 x	85	64	56	36
156 x	78	58	51	32
312 x	72	52	45	30
520 x	67	51	43	25
780 x	61	48	39	22
1040 x	53	42	36	19
1300 x	47	38	31	15

30 SEC:

1 x	78	61	54	36
52 x	72	55	49	31
104 x	68	51	45	29
156 x	62	46	41	25
312 x	58	42	36	24
520 x	54	41	34	20
780 x	49	37	31	18
1040 x	42	34	29	15
1300 x	37	30	25	12

Fixed position: 1x rate applies.

7. PACKAGE PLANS

	1 min 30/20	1 min 30/20	1 min 30/20	1 min 30/20
5 ti	76	61	58	46
10 ti	68	54	52	42
15 ti	61	49	46	37
20 ti	56	45	44	35
30 +	51	41	41	33

No more than 25% of schedule may be ordered to run on any specific day except Saturday and Sunday.  
10 sec: 50% of 1-min. Preemptible.

9. PARTICIPATING PROGRAMS  
ALL NIGHT SHOW—SUN-SAT MIDNIGHT-5-AM  
PER WK: 12 ti 18 ti 24 ti  
1 min/less: 84 117 144  
Maximum 2 per hr scheduled for same sponsor.

10. SPECIAL FEATURES

10-MINUTE NEWCASTS

	1x	82x	104x	156x	200x	312x	520x
AA	124	119	114	109	104	99	94
A	114	110	106	102	98	94	90
B	94	90	86	82	78	74	70
C	74	70	66	62	58	54	50

4-1/2-MINUTE NEWCASTS

AA	101	96	91	86	81	76	71
A	91	87	83	79	75	71	66
B	75	71	67	63	59	55	51
C	59	55	51	47	43	39	35

Sold on an alternate day basis in sets of 3 with the succeeding weeks schedule moved into the alternate days.

NEWS PLAN

WKLY:	6 ti	12 ti	18 ti	24 ti
1 wk	63	58	52	47
8 wk	58	53	48	43
26 wk	63	49	44	39
52 wk	48	44	39	38

Newcasts included in this plan are as follows:  
Mon thru Sat 6, 10, 11 am, noon; 1, 2, 3 and 7 pm.  
Minimum order 6 newcasts weekly.

COMBINABILITY  
All spots except 10 seconds may be cross-combined for discounts. All Night Show spots may be combined with other spots to earn discounts on All Night Show. Spots and program units may be combined only to earn discounts on spots.

RATEHOLDER  
1x 1-minute rate in any classification.

W L Y T (FM)  
1947  
CLEVELAND HEIGHTS

Media Code 4 236 3190 2.00  
Friendly Broadcasting Co., 2156 Lee Rd., Cleveland Heights, Ohio 44118. Phone 216-371-3554.

- STATION'S PROGRAMMING DESCRIPTION  
WLYT (FM): Programmed to 18-39 age group.  
MUSIC: solid gold, million sellers & all time popular favorites from '56 to '74. Contact Representative for further details. Rec'd 8/6/73.

(This listing continued on next page)



# OHIO

## Cleveland—W L Y T (FM)—Continued

- 1. PERSONNEL**  
Vice-President—Pierre Eaton.  
Sales Manager—Bill Aldrich.  
Programmer—Bill Parris.
- 2. REPRESENTATIVES**  
USC Sales, Inc.
- 3. FACILITIES**  
ERP 27,000 w.; 92.3 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 234 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 (time only) 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4b, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12c, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 28c, 29a, 29b, 31, 33a.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Sold in combination with WJMO. See that listing for rates.

### TIME RATES

ET 1/71—Rec'd 8/25/71

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
A	50	45	40	35
B	45	40	35	30
C	30	25	20	15

30/10 sec: 80% of 1-min.

## W M M S (FM)

1947  
CLEVELAND



KATZ RADIO

RAB

Media Code 4 236 3200 9.00  
Malrite Broadcasting Co., 5000 Euclid Ave., Cleveland, Ohio 44103. Phone 216-391-5000.  
See affiliated AM station for additional information.  
AM facilities: WHK.

- 1. PERSONNEL**  
Program Director—John Chaffe.
- 2. FACILITIES**  
ERP 32,000 w. (horiz.), 32,000 w. (vert.); 100.7 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 600 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 ET 7/22/74—Rec'd 8/8/74.  
A—Mon thru Sun 2 pm-midnight.  
B—Mon thru Sun 6 am-2 pm.  
C—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti
A	50	45	40
B	45	40	35
C	30	25	20

30/10 sec: 80% of 1-min.

## W N C R (FM)

1953  
CLEVELAND



radio

## Modern Country Music

NAB RAB NAFMD

A Nationwide Communications Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 236 3220 7.00  
Nationwide Communications, Inc., 1375 Euclid Ave., Cleveland, Ohio. 44115. Phone 216-696-2455.

- STATION'S PROGRAMMING DESCRIPTION**  
WNCR (FM): MUSIC: Modern country. AIR PERSONALITIES. NEWS: at 52. SPORTS: at 22. Features: country countdown 9 am Sun; gospel hour 8 am Sun; all request country Sun afternoon. Contact Representative for further details. Rec'd 5/24/74.

- 1. PERSONNEL**  
General Manager—Murray J. Green.  
Sales Manager—Phil Hoover.  
Program Director—Ren Peyton.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc. Quadraphonic.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See Coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60d, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81.  
AM facilities: WGAR.

### TIME RATES

ET—Rec'd 3/4/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 8 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
AAA	30	24	25	20	20	16
AA	27	22	23	18	18	14
A	25	20	21	16	16	13
AAA	23	18	19	14	14	11
AA	21	16	17	13	13	10

**7. PACKAGE PLANS**

PER WK, TAP—1/3AAA, 1/3AA, 1/3A	6 ti	12 ti	18 ti	24 ti
1 min.	23	21	19	17
30 sec.	18	16	14	13

## WQAL (FM)

1948  
CLEVELAND

## CBS/FM SALES

Stereo

Media Code 4 236 3260 3.00  
R/R Communications, 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-391-6666.

- STATION'S PROGRAMMING DESCRIPTION**  
WQAL (FM): Programmed for adults.  
Popular, familiar format at all times. MUSIC: Instrumental, standard vocalists & general popular.  
COMMERCIAL POLICY: maximum 8 commercial units per hour. NEWS: M-Sat: 12:57, 2:57, 4:57, 5:27, 6:27, 6:57, 7:27, 7:57, 8:27, 10:57 am; 12:57, 2:57, 4:57, 6:57, 8:57, 10:57 pm. SUN: 12:57, 2:57, 4:57, 6:57, 8:57, 10:57 am; 12:57, 2:57, 4:57, 6:57, 8:57, 10:57 pm. Weather at 5:00.  
Contact Representative for further details. Rec'd 7/2/73.

- 1. PERSONNEL**  
General Manager—Goff Lebar.  
Operations Manager—Louis J. Salattino.
- 2. REPRESENTATIVES**  
CBS/FM Sales.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 630 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 22a, 22b, 23a, 24a, 28b, 29b.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f, 60k, 62a, 62b.  
Cancellation: 70a, 70b, 71a, 73a.

### TIME RATES

ET 3/22/74—Rec'd 3/25/74.  
AAA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-8 pm.  
AA—Mon thru Fri 6-9 am & 4-8 pm.  
A—Mon thru Sun 8 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
AAA	50	45	40	44	38	35
AA	45	40	35	38	35	31
A	35	30	25	31	26	22

Fixed position, extra 20%.  
Spots combinable for frequency & longevity discount.

- 7. PACKAGE PLANS**
- | PER WK, EA:           | 1 min | 30 sec |
|-----------------------|-------|--------|
| 12 ti (7AAA, 6AA, 3A) | 34    | 32     |
| 18 ti (7AAA, 6AA, 3A) | 30    | 27     |
- Scheduled over 7 days & rotated within classes.  
No substitutions. Preemptible.

## W S L R

AKRON



KATZ RADIO

City of license, Akron, Ohio.  
Cleveland office: 3101 Euclid Ave., Cleveland, Ohio 44115. Phone 216-431-7494.  
See listing under Akron, Ohio.

## W S U M

1973  
PARMA

RAB

Media Code 4 236 3270 2.00  
North East Communications Corp., Box 29088, Parma, Ohio 44129. Phone 216-237-3300.

- 1. PERSONNEL**  
General Manager—J. Albert Callahan.  
Sales Manager—Walter J. Smith.  
Traffic Manager—Mary Jane Lucak.
- 2. FACILITIES**  
500 w.; 1000 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST
- 3. AGENCY COMMISSION**  
15/0 time only.
- 4. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21c, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60g, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 5/31/73—Rec'd 10/1/73.  
AA—Mon thru Fri sign-on-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Thurs 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	1x	26x	52x	104x	200x
1 min.	14.00	13.00	12.00	11.00	10.00	10.00
30 sec.	10.50	9.75	9.00	8.25	7.50	7.50
10 sec.	7.00	6.50	6.00	5.50	5.00	5.00
1 min.	312x	520x	750x	1000x		
30 sec.	9.50	8.50	7.50	7.00		
10 sec.	7.12	6.37	5.62	5.25		
10 sec.	4.75	4.25	3.75	3.50		

**CLASS AA**

PER WK:	1x	26x	52x	104x	200x
1 min.	12.00	11.00	10.00	9.00	8.00
30 sec.	9.00	8.25	7.50	6.75	6.00
10 sec.	6.00	5.50	5.00	4.50	4.00
1 min.	312x	520x	750x	1000x	
30 sec.	7.70	7.50	6.50	6.00	
10 sec.	5.75	5.62	4.87	4.50	
10 sec.	3.85	3.75	3.25	3.00	

**7. PACKAGE PLANS**

ORBIT PLAN

PER WK:	7 ti	14 ti	21 ti	28 ti	35 ti	42 ti
1 min.	10.80	10.00	9.50	9.00	8.50	8.00
30 sec.	8.10	7.50	7.12	6.75	6.37	6.00
10 sec.	5.40	5.00	4.75	4.50	4.25	4.00

Rotate thruout schedule; 1/2 in drive.

**WEEKEND PLANS**

1 min.	9.00	8.00	7.50	7.00	6.50	6.00
30 sec.	6.75 <td>6.00 <td>5.82</td> <td>5.25</td> <td>4.87</td> <td>4.50</td> </td>	6.00 <td>5.82</td> <td>5.25</td> <td>4.87</td> <td>4.50</td>	5.82	5.25	4.87	4.50
10 sec.	4.50	4.00	3.75	3.50	3.25	3.00

Rotating Fri 7 pm, Sat & Sun.

**8. PROGRAM TIME RATES**

CLASS AA	1x	13x	26x	52x	156x	200x
1 hr.	100	95	90	85	80	75
1/2 hr.	65	63	60	58	56	54
1/4 hr.	40	38	36	34	31	30
5 min.	20	19	18	17	15	14

**CLASS A**

1 hr.	96	91	86	81	76	71
1/2 hr.	61	59	57	55	54	53
1/4 hr.	36	34	32	30	29	28
5 min.	18	17	16	15	14	13



**FIRST**  
**IN**  
**TOTAL**  
**LISTENERS**  
**12+**

ARB, Apr/May '74, M-S 6AM-Mid,  
metro avg 1/4 hr pers

Cleveland's 50,000 watt  
Clear Channel Powerhouse  
**WWWE**  
Represented by Robert E. Eastman

# WWWE

1928  
CLEVELAND

## NBC Radio Network



ROBERT E. EASTMAN & CO., INC.

Subscriber to the NAB Radio Code  
Media Code 4 236 3260 1.00  
Ohio Communications, Inc., Park Centre, 1250 Superior Ave., Cleveland, Ohio 44114. Phone 216-781-1100.

- STATION'S PROGRAMMING DESCRIPTION**  
WWWE: MUSIC: Contemporary adult music. Air Personalities play MOR. NEWS: network & local at :50; extended local newscasts in morning & afternoon drive time. SPORTS: pro baseball, basketball & hockey; talk/call-in show 7-11 pm nightly. Contact Representative for further details. Rec'd 10/10/73.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Thomas J. Embrescia.  
General Sales Manager—Jim Embrescia.  
Program Manager—Al James.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
50,000 w.; 1100 kc. Clear channel. Non-directional.  
Operating schedule: 24 hours EST.
- 4. AGENCY COMMISSION**  
15/0 net time only
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21a, 24b, 24c, 33a.  
Contracts: 46, 47a.  
Comb.: Cont. Discounts: 60f, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
FM facilities: WWWM (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 27 ET 6/15/74—Rec'd 8/10/74.  
AAA—Mon thru Fri 8-10 am & 3-7 pm.  
AA—Mon thru Fri 10-3 pm; Sat 5 am-midnight.  
A—Mon thru Fri 5-6 am & 7 pm-midnight; Sun 5 am-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	8 ti	12 ti	18 ti	24 ti
AAA	70	65	60	56	54
AA	60	55	50	46	42
A	50	45	40	35	30

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**
- AM/FM COMBINATION
- | PER WK, 1 MIN:      | 12 ti | 18 ti | 24 ti | 36 ti |
|---------------------|-------|-------|-------|-------|
| 1/3AAA, 1/3AA, 1/3A | 48    | 44    | 40    | 38    |
- AM only: Deduct 8.00 per spot.
- ALL NIGHT PLAN
- Midnight-5 am, flat  
A—Mon thru Fri 5-6 am & 7 pm-midnight; Sun 5 am-midnight.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- DISCOUNT
- 26 wk—5% 52 wk—10%

## WWWM (FM)

1947  
CLEVELAND



ROBERT E. EASTMAN & CO., INC.

Stereo

Subscriber to the NAB Radio Code  
Media Code 4 236 3290 0.00  
Ohio Communications, Inc., Park Centre, 1250 Superior Ave., Cleveland, Ohio 44114. Phone 216-781-1100.

- See affiliated AM station for additional information.  
AM facilities: WWWE.
- STATION'S PROGRAMMING DESCRIPTION**  
WWWM (FM): MUSIC: Familiar, popular instrumental and vocal blend. Standards. NEWS: at :50 local and national 6 am-7 pm. Extended local news at 6:30, 7:30 & 8:30 am. COMMERCIAL POLICY: maximum 8 commercials per hour. Contact Representative for further details. Rec'd 4/30/74.
- 3. FACILITIES**  
ERP 27,500 w.; 105.7 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 900 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with WWWE. See that listing for rates.

### TIME RATES

ET 5/1/74—Rec'd 4/30/74.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti
AAA	22	20	18
AA	18	16	14
A	12	10	8

30/10 sec: 80% of 1-min.

**7. PACKAGE PLANS**

PER WK, 1 MIN:	10 ti	20 ti	30 ti
1/2AAA, 1/4AA, 1/4A	13	10	8

30/10 sec: 80% of 1-min.  
(Cleveland continued on next page)



## WXEN (FM)

1961

## CLEVELAND

Media Code 4 236 3300 7.00

Booth Broadcasting Corp., 2644 St. Clair Ave., Cleveland, Ohio 44114. Phone 216-696-4444.

**STATION'S PROGRAMMING DESCRIPTION**  
 WXEN (FM): Programmed 100% nationally, 24 different languages.  
 News in various languages 12 times a day. Sports, medical reports, religious, language courses, daily polka shows. Regular features taped in Europe. Mobile units, remote facilities. MUSIC: classical, popular, dance and folk music. Contact Representative for further details. Rec'd 4/5/71.

## 1. PERSONNEL

General Manager—Leslie J. Dux.  
 Ass't Gen'l Mgr.—Kaiman Novak.  
 Program Director—Thomas A. Dux.

## 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

## 3. FACILITIES

ERP 16,500 w.; 106.5 mc.

Operating schedule: 6-2 am Mon thru Sun.

## 4. AGENCY COMMISSION

15% on time only; no cash discount.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 22c, 22d, 23a, 23b, 23c, 23d, 24a, 24b, 24c, 25c, 25d, 25e, 25f, 25g, 25h, 25i, 25j, 25k, 25l, 25m, 25n, 25o, 25p, 25q, 25r, 25s, 25t, 25u, 25v, 25w, 25x, 25y, 25z.  
 Contracts: 40a, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z.  
 Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60g, 60h.  
 Cancellation: 70c, 71a, 72, 73a.  
 Prod. Services: 80, 81, 82.

## TIME RATES

ER—Rec'd 5/1/68.

## 6. SPOT ANNOUNCEMENTS

	1 min	1 min	1 min
1 x	15.00	260 x	10.00
13 x	13.50	312 x	9.00
26 x	13.00	520 x	8.50
52 x	12.50	1040 x	8.00
156 x	11.50		

## 8. PROGRAM TIME RATES

	1x	13x	26x	52x	156x	260x	312x	520x
1 hr	120	112	102	94	86	78	72	70
1/2 hr	65	58	55	52	50	47	44	40
1/4 hr	45	40	38	34	30	28	26	24
10 min	32	30	28	25	23	20	18	16
5 min	25	23	22	20	18	16	14	14

## 10. SPECIAL FEATURES

5 minute newscasts at :55 in each language.  
 News—5 minutes with 1 1-minute and 1 30-second announcement. 1-minute rate plus 10.00.

## WZAK (FM)

1963

## CLEVELAND

RAB

NAB FM D

Media Code 4 236 3360 1.00

Trans-World Broadcasting Corp., 1303 Prospect Ave., Cleveland, Ohio 44115. Phone 216-921-7897.

**STATION'S PROGRAMMING DESCRIPTION**  
 WZAK (FM): Programmed for ethnics.  
 Daily: German, Greek, Hungarian, Italian, Polish, Slovenian, Spanish. Weekly: 1-4 hrs. Croatian, Czech, Arabic, Hindi, Serbian, Slovak. All programs bilingual. News in English & foreign languages. Transcribed news from foreign countries & other general interest programs. COMMERCIAL POLICY: maximum 16 minutes per hour, 15 minute product protection. Contact Representative for further details. Rec'd 7/8/74.

## 1. PERSONNEL

Gen'l Mgr. & Sales—Joseph F. Bauer.  
 Sls. Mgr. & Chief Eng.—Eugene P. Zadar.  
 Program Director—Betty Bauer

## 2. REPRESENTATIVES

Chicago, New York, Atlanta, Los Angeles, San Francisco—National Time Sales.

## 3. FACILITIES

ERP 27,500 w. (horiz.), 27,500 w. (vert.); 83.1 mc.  
 Operating schedule: 5:30-2 am, EST.  
 Antenna ht.: 620 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10g, 12g, 14g, 14.  
 Basic Rates: 21a, 21b, 22a, 23a, 24a, 24b, 24c, 25b, 25c, 25d, 30, 31, 33a.  
 Contracts: 40a, 42a, 42c, 43, 44b, 45, 47a, 48, 49, 49, 49, 49.  
 Comb.; Cont. Discounts: 60d, 60l, 61b, 62b.  
 Cancellation: 70a, 70e, 71b, 73b.  
 Prod. Services: 81, 82.  
 Member: National Spanish Language Network.

## TIME RATES

ER—Rec'd 7/8/74.

## 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	260x	500x
1 min	15.00	14.00	13.00	12.00	11.00	10.00
30 sec	12.00	11.50	10.00	9.50	9.00	8.00

## 8. PROGRAM TIME RATES

	1x	13x	26x	52x
1 HR:				
Weekdays	130	120	110	100
Sat & Sun	160	150	140	120
1/2 hr—60% of 1-hr.	10 min	33-1/3%		
1/4 hr—40% of 1-hr.	of 1-hr.			
5 min—25% of 1-hr.				

## CLEVELAND HEIGHTS

Cuyahoga County—Map Location F-3  
 See RRDS consumer market map and data at beginning of the State.

## See Cleveland

(including Cleveland Heights, Parma, Willoughby)

## COLUMBUS (6 AM; 7 FM)

(including Worthington, Westerville)

Franklin County—Map Location D-7  
 See RRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning Traf. (6-10 am)	Daytime Traf. (10am-3pm)	Afternoon Traf. (3-7 pm)	Evening Traf. (7 pm-midnight)
A	68	60	61	60
B	67	56	60	53
C	60	54	60	50
D	58	45	58	44
AVERAGE	63	54	60	52

## WB BY (FM)

1969

## WESTERVILLE

Media Code 4 236 3390 8.00

Mid-Ohio Communications, Inc., Box 753, State Rt. 37, Sunbury, Ohio 43074. Phone 614-965-3038.

Columbus office: 1039 Lincoln Ave., N., Columbus, Ohio 43229. Phone 614-846-0404.

**STATION'S PROGRAMMING DESCRIPTION**  
 WB BY (FM): Target audience housewives 35 & under. Contact Representative for further details. Rec'd 12/15/72.

## 1. PERSONNEL

General Manager—Kenneth M. Bates.

## 2. REPRESENTATIVES

The Sandberg-Glenn Company.

## 3. FACILITIES

ERP 2,000 w. (horiz.), 2,000 w. (vert.); 103.9 mc.

Stereo.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 360 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 4a, 4c, 6a.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15d.  
 Basic Rates: 21d, 24b, 25a, 28a.  
 Contracts: 40a, 45, 46, 51b.  
 Comb.; Cont. Discounts: 60b, 60e, 60l, 62b, 62d.  
 Cancellation: 70d, 70e, 71a.  
 Prod. Services: 80.  
 Affiliated with American FM Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 ER—Rec'd 8/14/72.

## 6. SPOT ANNOUNCEMENTS

	Open	50x	150x	250x	500x	1000x
1 min	4.75	4.50	4.25	3.75	3.50	3.25
30 sec	3.80	3.60	3.40	3.20	2.80	2.50

## 10. SPECIAL FEATURES

5-min news—1-min rate plus 1.00.

## WBNS

1922

## COLUMBUS

## CBS Radio Network

## BLAIR RADIO

RAB

Media Code 4 236 3420 3.90

RadioOhio, Inc., 62 E. Broad St., Columbus, Ohio 43215. Phone 614-224-9265.

## 1. PERSONNEL

President—Richard M. Wolfe  
 General Manager—Gene D'Angelo  
 General Sales Manager—Guy Fracasso.

## 2. REPRESENTATIVES

Blair Radio.

## 3. FACILITIES

5,000 w. days; 1,000 w. nights; 1460 kc.

Directional—nighttime only.  
 Operating schedule: 24 hours daily, EST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 15b.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 26, 29a, 32b, 33b.  
 Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 50, 51a, 51c.  
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 62b.  
 Cancellation: 70b, 70e, 71a, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with CBS and Blair Represented Network.

## TIME RATES

No. 27 ER 7/15/74—Rec'd 8/8/74.

AAA—Mon thru Fri 6-10 am.  
 AA—Mon thru Fri 3-7 pm; Sat 6 am-3 pm.  
 A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm; Sat 3-7 pm; Sun 10 am-3 pm.  
 B—Mon thru Sun 7 pm-midnight; Sun 3-7 pm.  
 C—All other times.

## 6. SPOT ANNOUNCEMENTS

	CLASS AAA			
	11 ti	6 ti	12 ti	18 ti 24 ti
1 min	70	69	68	67 66
20/30 sec	56	55	54	53 52
10 sec	37	36	35	34 33

	CLASS AA			
1 min	60	59	58	57 56
20/30 sec	49	48	47	46 45
10 sec	32	31	30	29 28

	CLASS A			
1 min	42	40	39	38 37
20/30 sec	34	32	31	30 29
10 sec	21	20	19	18 17

	CLASS B			
1 min	30	28	27	26 25
20/30 sec	24	23	22	21 20
10 sec	15	14	13	12 11

	CLASS C			
1 min	20	18	17	16 15
20/30 sec	16	15	14	13 12
10 sec	10	9	8	7 6

## 8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1-min.

10 min—2-1/2x applicable 1-min.

Rateholder—Minimum of 3 spots per week at earned rate.

## WBNS-FM

1957

## COLUMBUS

## BLAIR RADIO

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 236 3421 1.00  
 RadioOhio, Inc., 62 E. Broad St., Columbus, Ohio 43215. Phone 614-224-9265.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
 WBNS-FM: MUSIC: MOR. NEWS: block at 5:15-6:30 am weekdays; 5:15-7 am Sat; 1:15 sec news at :60; 30 sec weather at :30. COMMERCIAL POLICY: 6 minutes of commercials hourly. Contact Representative for further details. Rec'd 9/1/71.

## 3. FACILITIES

ERP 51,000 w.; 97.1 mc. Stereo.

Operating schedule: 24 hours daily, EST.  
 Antenna ht.: 315 ft. above average terrain.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with Blair Represented Network.

## TIME RATES

No. 14 ER 7/15/74—Rec'd 8/8/74.

AAA—Mon thru Sun 9 am-9 pm.  
 AA—Mon thru Sun 6-9 am & 9-11 pm.  
 A—Mon thru Sun 11 pm-6 am.

## 6. SPOT ANNOUNCEMENTS

	11 ti	6 ti	12 ti	18 ti 24 ti
AAA	40	39	38	37 36
AA	35	34	33	32 31
A	30	29	28	27 26

## 8. PROGRAM TIME RATES

5 min—1-1/2x applicable 1-min.

10 min—2-1/2x applicable 1-min.

Rateholder—Minimum of 3 spots per week earned.

## WCOL

1922

## COLUMBUS

## A Great Trails Station

Media Code 4 236 3480 7.00

Division of Great Trails Broadcasting Corp., 195 E. Broad St., Columbus, Ohio 43215. Phone 614-221-7811.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCOL: MUSIC: current hits. NEWS: at :40, headlines at :20 in drivetimes. Local traffic reports in drivetimes. SPORTS: brief summary at :50. Emphasis on community service. Contact Representative for further details. Rec'd 9/3/74.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Dan S. Morris.  
 Vice-Pres. & Gen'l Sales Mgr.—Don Tuller Roberts.

## 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

## 3. FACILITIES

1,000 w. days; 250 w. nights; 1230 kc.

Non-directional.  
 Operating schedule: 24 hours daily, EST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Contracts: 40c.  
 Rate protection: 3 consecutive months.  
 Affiliated with Eastman Radio Network.

## TIME RATES

No. 2 ER 6/1/71—Rev 5/15/73—Rec'd 5/29/73.  
 I—Mon thru Sat 3-7:30 pm; Sat 10 am-3 pm.  
 II—Mon thru Sat 6-10 am & 7:30 pm-midnight; Sun 8:30 am-midnight.  
 III—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm.

# OHIO

## Columbus—W M N I-FM—Continued

6. SPOT ANNOUNCEMENTS						
1 MIN:	26x	52x	104x	156x	260x	520x
AA	39	38	37	36	35	33
A	35	34	33	32	31	29
Less than 1 min: 80% of 1-min.						
7. PACKAGE PLANS						
PER WK, 1 MIN:	6 ti	12 ti	24 ti	36 ti		
AA, ea	37	36	34	32		
A, ea	33	32	30	28		
ECONOMY PACKAGE						
21 ti (7AA, 7A, 7 9 pm-2 am) per wk	406					
Less than 1 min: 80% of 1-min.						
8. PROGRAM TIME RATES						
5 MIN:	26x	52x	104x	156x	260x	520x
AA	56	55	54	53	52	50
A	47	46	45	44	43	41
Fixed; Extra 25%.						

## WNCI (FM)

1961  
COLUMBUS



Subscriber to the NAB Radio Code  
Media Code 4 236 3600 0.00  
Nationwide Communications, Inc., 4900 Sinclair Rd., Columbus, Ohio 43229. Phone 614-846-3698.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNCI (FM): Programmed for young adults and teens.  
MUSIC 90%: mixture of popular top 40, rock and progressive rock. NEWS 10%: 4-1/2 min network national and world events hourly, followed by local capsule at :30. AIR PERSONALITIES all hours. Contact Representative for further details. Rec'd 1/3/72.

- PERSONNEL**  
General Manager—Phil Sheridan.  
Program Director—E. Karil.  
Sales Manager—Jim Rapp.
- REPRESENTATIVES**  
AIR FM Spot Sales.
- FACILITIES**  
EHP 186,000 w.; 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 505 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 25a, 26, 28a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47e, 51a.  
Comb.; Cont. Discounts: 60a, 60d, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 7 Eff 9/1/74—Rec'd 9/3/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 9 am-midnight.  
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-9 am.  
**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 1 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti  
1 min 40 37 33 30 35 32 28 26  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## WRF D

1947  
COLUMBUS-WORTHINGTON



A Nationwide Communications Inc. Station  
Media Code 4 235 3660 4.00  
Nationwide Communications, Inc., Columbus, Ohio 43285. Phone 614-885-5342.

**STATION'S PROGRAMMING DESCRIPTION**  
WRF D: Programmed for adults & young adults.  
MUSIC: 80% popular music. NEWS: 12%: twice hourly early am and late afternoon; hourly at other times. AIR PERSONALITIES during all time periods. SPORTS: 5 min at 8:25 am & 4:25 pm daily. FARM: 6% 11 am-1 pm. Contact Representative for further details. Rec'd 8/2/73.

- PERSONNEL**  
General Manager—Richard C. Via.  
General Sales Manager—Jack Danahy.  
Program Director—Michael O'Malley.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,800 w. usys; 880 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4b, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 32a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51h.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60h, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 8 Eff 1/1/71—Rec'd 12/3/70.  
AA—6-10 am & 3-7 pm.  
A—All other times except 11 am-1 pm.

6. SPOT ANNOUNCEMENTS						
PER WK, 1 MIN:	1 ti	8 ti	12 ti	18 ti	24 ti	30 ti
AA	30.00	29.00	28.00	27.00	26.00	25.00
30/20 sec	24.00	23.20	22.40	21.60	20.80	20.00
CLASS AA						
1 min	25.00	24.00	23.00	22.00	21.00	20.20
30/20 sec	20.00	19.20	18.40	17.60	16.80	16.00
10 sec: 50% of 1-min.						

7. PACKAGE PLANS						
TOTAL AUDIENCE PLANS						
(1/2AA, 1/2A)						
1 min	8 ti	12 ti	18 ti	24 ti	30 ti	
1 min	20.00	18.00	17.00	16.00	15.00	
30/20 sec	16.00	14.40	13.60	12.80	12.00	
10 sec: 50% of 1-min.						

10. SPECIAL FEATURES						
FARM HOUR						
PER WK, 1 MIN:	1x	52x	156x	260x	312x	
1 min/less	42	40	38	36	34	
5 min	49	45	43	41	39	
PER WK:	3 ti	6 ti	12 ti			
1 min or less	40	38	36			
COMMISSIONABLE TALENT & PRODUCTION CHARGE						
5 min—6.00.						

NOTE: The call letters of this station have been changed to:

## WSPO (FM)

## WV KO-FM

## WTV N

1959  
COLUMBUS



## KATZ RADIO



A Taft Station  
Media Code 4 236 3720 6.00  
Taft Broadcasting Co., 42 E. Gay St., Columbus, Ohio 43215. Phone 614-224-1271. TWX 810-482-1617.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Carl J. Wagner.  
General Sales Manager—John Dullar.  
Program Director—Jim Lohse.
- REPRESENTATIVES**  
Katz Radio.  
Taft Stations: See Rep & S/O pages.
- FACILITIES**  
5,000 w.; 610 kc. Directional—nights only.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast 2-6 am Mon thru Sat; 2-7 am Sun. For non-simulcast facilities see WTVN-FM.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: \*10b, \*11b, \*12b, 15c.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60f, 60g, 61c, 62b.  
Cancellation: 70a, 70e, 71a, 73a.  
(\* ) Minimum of 3 spots or 2 programs weekly to qualify as continuous advertiser.  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 19 Eff 7/22/74—Rec'd 7/25/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-8 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 1-8 pm.  
B—All other times.  
(\* ) AA may rotate Mon thru Sat 3-7 pm or 4-8 pm.  
**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AAA 80 78 76 75  
AA 74 72 70 68  
A 69 66 63 61  
B 52 50 48 46  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only: Deduct 6.00 per spot.  
**10. SPECIAL FEATURES**  
5 min News & Sports—1-1/2x 1-min.

## WTV N-FM

1959  
COLUMBUS



A Taft Station  
Media Code 4 236 3721 4.00  
Taft Broadcasting Co., 42 E. Gay St., Columbus, Ohio 43215. Phone 614-224-1271.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WTVN-FM: Programmed for general interest.  
MUSIC: familiar MOR. AIR PERSONALITIES handle all segments. Weather at :30. Editorialize daily. COMMERCIAL POLICY: commercials at :15, :30 & :45. Contact Representative for further details. Rec'd 7/25/74.
- FACILITIES**  
EHP 26,000 w.; 96.3 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 570 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-2 am Mon thru Sat; 2 am-midnight Sun. For simulcast facilities see WTVN.
  - GENERAL ADVERTISING** See coded regulations  
Sold in combination with WTVN. See that listing for rates.

**TIME RATES**  
No. 1 Eff 7/22/74—Rec'd 7/25/74.  
AA—Mon thru Sat 10 am-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS						
PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AA	16	15	14	13	12	11
A	13	12	11	10	9	8
ROB: Flat 6.00.						
30 sec/less: 80% of 1-min.						

## WV KO

1948  
COLUMBUS

Media Code 4 236 3780 0.00  
Sky Way Broadcasting Corp., 1485 Henderson Rd., Columbus, Ohio 43220. Phone 614-451-2191.

**STATION'S PROGRAMMING DESCRIPTION**  
WV KO: Ethnic program for Negroes.  
MUSIC: rhythm and blues, gospel and jazz. AIR PERSONALITIES handle all segments and are available for taped commercials. NEWS: 5 min every hour at :45 and in traffic hours at :15, community oriented. SPORTS: live play-by-play college and high school football and basketball, minor league baseball and hockey. Daily sports news 5:45 pm. Personalities available for remote broadcasts, store openings, shopping center sales, etc. Editorialize when deemed necessary. Contact Representative for further details. Rec'd 12/26/67.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Bert Charles.  
Sales Manager—William Bolander
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
1,000 w.; 1580 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only. All bills payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21c, 22a, 23a, 25a, 28a, 28c, 29a, 29b, 33d.  
Contracts: 40a, 44a, 46, 47e.  
Comb.; Cont. Discounts: 60a, 60d, 60g, 60i, 62d.  
Cancellation: 70e, 71a.  
Prod. Services: 82.  
Affiliated with Mutual Black Network.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

Eff 10/1/73—Rec'd 11/8/73.  
AA—Mon thru Sat sign-on-10 am & 3-7 pm; Sun 7 am-noon.  
A—Mon thru Sat 10 am-3 pm; Sun moon-sign-off.  
**7. PACKAGE PLANS**  
PER WK: 10 ti 20 ti 30 ti 40 ti 60 ti  
1 min 17.50 16.50 15.50 14.50 13.50  
30 sec 14.00 13.00 12.50 12.00 11.50  
1 min 15.00 14.50 14.00 13.50 12.50  
30 sec 12.00 11.50 11.00 10.50 10.00

## WV KO-FM

(formerly WSPO (FM))  
1948  
COLUMBUS

Media Code 4 236 3781 8.00  
Sky Way Broadcasting Corp., 1485 Henderson Rd., Columbus, Ohio 43220. Phone 614-451-2191.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WV KO-FM: Programmed for adults.  
Hour long tapes of middle-of-the-road music. Cluster commercials on quarter hour. SPORTS: emphasis on live play-by-play of college, high school and minor league baseball, basketball, football and hockey. Local news on even hour. No personalities except sportscasters, who are available for taped commercials. Contact Representative for further details. Rec'd 3/15/74.

- FACILITIES**  
EHP 52,000 w.; 94.7 mc.  
Operating schedule: 7 am-11 pm. EST.  
Antenna ht.: 220 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 7 Eff 3/1/73—Rec'd 3/1/73.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 10 ti 20 ti 40 ti 60 ti  
Ea 60 110 200 240  
**8. PROGRAM TIME RATES**  
1/4 hr 1/2 hr 1 hr  
Ea 22 40 60

## CONNEAUT (1 AM; 1 FM)

Ashtabula County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

## WFIZ (FM)

1964  
Media Code 4 236 3640 2.00  
Contemporary Media, Inc., 211 Main St., Conneaut, Ohio 44030. Phone 216-593-2233.  
See affiliated AM station for additional information.  
AM facilities: WWOW.

- FACILITIES**  
EHP 3,000 w.; 105.5 mc.  
Operating schedule: 8 am-11 pm. EST.  
Antenna ht.: 21 ft. below average terrain.
- TIME RATES**  
Rates are identical to WWOW. See that listing.

# WWOW

1939

Media Code 4 236 3900 4.00  
Contemporary Media, Inc., 211 Main St., Conneaut, Ohio 44030. Phone 216-593-2233.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Donald A. Bruck.
- REPRESENTATIVES**  
Regional Repts Corp.
- FACILITIES**  
500 w. days; 1360 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFIZ (FM).  
Member: Buckeye Farm Network, Ohio Radio Network.

### TIME RATES

Eff 5/7/71.  
**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 10 sec  
1 x 6.00 4.80 3.80  
10 x 5.50 4.40 3.30  
25 x 5.25 4.20 3.15  
50 x 4.75 3.80 2.85  
75 x 4.50 3.60 2.70  
100 x 4.25 3.50 2.55  
200 x 4.00 3.20 2.40  
250 x 3.75 3.00 2.25  
500 x 3.20 2.80 2.10  
1000 x 3.25 2.60 3.00

- PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min 4.50 4.25 4.00 3.75  
30 sec 3.50 3.50 3.20 3.00  
10 sec 2.70 2.55 2.40

## COSHOCOTON

Coshocton County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WTNS

1947



Subscriber to the NAB Radio Code  
Media Code 4 236 3960 8.00  
Coshocton Broadcasting Co., 114 N. Sixth St., Coshocton, Ohio 43812. Phone 432-1560.

**STATION'S PROGRAMMING DESCRIPTION**  
WTNS: Programmed for adults and young adults.

- PERSONNEL**  
President—Bruce W. Wallace.
- FACILITIES**  
1,900 w. days; 1560 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Buckeye Farm Network, Agri Broadcasting Network.

### TIME RATES

Rates effective May 1, 1963. (Card No. 2.)  
Card received April 1, 1962.  
**6. SPOT ANNOUNCEMENTS**  
1 ti 104 ti 5.60  
12 ti 6.65 156 ti 5.25  
26 ti 6.30 260 ti 4.30  
52 ti 5.95 312 ti 4.55

## CUYAHOGA FALLS

Summit County—Map Location K-4  
See SRDS Consumer market map and data at beginning of the State.

## See Akron

(including Cuyahoga Falls, Kent)

## YOU'RE NOT DOING YOUR FRIEND A FAVOR

... by passing along outdated copies of SRDS! You may be jeopardizing his job and your friendship. He can incur costly mistakes by preparing lists, estimates, etc., on the basis of data that no longer apply. Use only current copies of SRDS. Pass along only current copies.

G10x



# DAYTON (4 AM; 4 FM)

(including Kettering)

Montgomery County—Map Location B-7

See BRDS consumer market map and date at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10am)	Morning Traffic (10am-3pm)	Daytime Traffic (3-7pm)	Evening Traffic (7pm-midnight)
A	65	48	48
B	52	47	50
C	50	45	47
D	34	44	26
AVERAGE	50	46	48

## WAVI

1955  
DAYTON

### News/Talk

Subscriber to the NAB Radio Code

Media Code 4 236 4020 0.00

WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.

#### STATION'S PROGRAMMING DESCRIPTION

WAVI. Programmed primarily for adults. TALK: audience tele-talk shows including information exchange, personal comment, local & national guest interviews, discussions with phone questions. NEWS: news/talk wkdays sign-on-8 am & 4:30-6 pm. Emphasis on local news & special features; network news & commentaries, traffic reports, sports, stock market summaries; news at 3:30; local news updates free form throughout each hr. SPORTS: live USAC, NASCAR, AMA racing coverage. U football. RELIGIOUS: Sun AM only. Contact Representative for further details. Rec'd 9/4/73.

- PERSONNEL**  
President—H. K. Crowl.  
Vice-Pres. & Gen'l Mgr.—Joseph B. Whalen.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Regional Hqs. Corp.
- FACILITIES**  
250 w. days; 1210 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15%: 1% cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 41, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 13b, 14b, 15a, 15b.  
Basic Rates: 20a, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 25a, 29a, 30.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 60j, 61a, 62b.  
Cancellation: 70a, 70b, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: WDAO (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Entertainment Network.  
Member: Ohio Radio Network.

#### TIME RATES

Eff 6/1/73—Rec'd 6/15/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm  
A—All other times.

SPOT ANNOUNCEMENTS		PER WK. ROS:	
PER WK.	AA	1 min 30 sec	A
WK: 1 ti	12 ti	18 ti	24 ti
1 min 28	25	24	22
30 sec 21	19	18	16
10 sec 16	14	13	12

#### DISCOUNT

Equal schedules on both WAVI & WDAO (FM)—25%.

## WDAO (FM)

1964  
DAYTON

### Soul

Subscriber to the NAB Radio Code

Media Code 4 236 4080 4.00

WAVI Broadcasting Corp., Broadcast Center, 1400 Cincinnati St., Dayton, Ohio 45408. Phone 513-224-1137.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

WDAO (FM): Black oriented contemporary. Exception: gospel 5-6 am M-Sat & 5 am-1:30 pm Sun; audience call-in Sun 9-midnight. NEWS: at :30 & :50, local, national, network. Contact Representative for further details. Rec'd 6/12/74.

- REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 (vert.); 107.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 420 ft. above average terrain.

- GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with National Black Network.  
Affiliated with American Contemporary Network.  
Member: Ohio Radio Network.

#### TIME RATES

Eff 6/1/73—Rec'd 6/15/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.

SPOT ANNOUNCEMENTS		PER WK. ROS:	
PER WK.	AA	1 min 30 sec	A
WK: 1 ti	12 ti	18 ti	24 ti
1 min 28	25	24	22
30 sec 23	21	20	18
10 sec 18	15	14	13

#### DISCOUNT

Equal schedules on both WAVI & WDAO (FM)—25%.

## WHIO

1955  
DAYTON

### CBS Radio Network



THE CRISTAL CO.

### Middle-of-the-Road



A Cox Broadcasting Corporation Station

Subscriber to the NAB Radio Code  
Media Code 4 236 4140 6.00  
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311. TWX 810-459-1760.

#### STATION'S PROGRAMMING DESCRIPTION

WHIO: Personalities, news, sports, modern MOR music. Features include helicopter traffic reports, phone discussion program with personality daily 1-2 pm. Mini-news blocks in drive times. Sports include Pro baseball, football & hockey; college & high school football & basketball. Contact Representative for further details. Rec'd 8/1/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Stanley G. Mouse.  
Station Manager—Ron Kempff.  
Sales Manager—Ray Spahr.
- REPRESENTATIVES**  
The Cristal Company.
- FACILITIES**  
5,000 w.; 1290 kc. Directional—nighttime only.  
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**  
15% on net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a.  
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

#### TIME RATES

No. 24 Eff 3/15/74—Rec'd 6/3/74.  
AM Drive—Mon thru Sat 5:30-10 am.  
PM Drive—Mon thru Sat 3-7 pm.  
Daytime—Mon thru Sat 10 am-3 pm.  
Night & Sunday—Sun thru Sat 7 pm-1 am; Sun all day.

SPOT ANNOUNCEMENTS		SECTION I	
PER WK.	1 MINUTE	1 ti	6 ti
AM Drive	71	65	46
PM Drive	50	48	46
Daytime	48	46	44
Night & Sunday	29	27	25

SPOT ANNOUNCEMENTS		SECTION II	
PER WK.	1 MINUTE	1 ti	6 ti
AM Drive	57	54	52
PM Drive	40	38	37
Daytime	38	37	35
Night & Sunday	23	22	21

BULK PLAN		1000x	
PER YR.	1 min 30 sec	10 sec	1 min 30 sec
AM Drive	63	50	41
PM Drive	47	31	45
Daytime	44	35	29
Night & Sun	25	20	18

## WHIO-FM

1945  
DAYTON



A Cox Broadcasting Corporation Station

Subscriber to the NAB Radio Code  
Media Code 4 236 4141 4.00  
Miami Valley Broadcasting Corp., 1414 Wilmington Ave., Dayton, Ohio 45401. Phone 513-254-5311. TWX 810-459-1760.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHIO-FM: Programmed to adults.  
MUSIC: standard and popular. Variety of familiar music in uninterrupted segments with commercial breaks 4 times per hour. NEWS: 5 minutes each hour. Contact Representative for further details. Rec'd 5/10/74.

- FACILITIES**  
ERP 50,000 w.; 99.1 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 1,060 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with WHIO. See that listing for rates.

SPOT ANNOUNCEMENTS		PER WK. ROS:	
PER WK.	AA	1 min 30 sec	A
WK: 1 ti	12 ti	18 ti	24 ti
1 min 28	25	24	22
30 sec 23	21	20	18
10 sec 18	15	14	13

BULK PLAN		1000x	
PER YR.	1 min 30 sec	10 sec	1 min 30 sec
PM Drive	40	32	20
AM Drive	27	22	15
Night & Sun	22	18	11

- PROGRAM TIME RATES**  
1 hr ..... 3 ti 3 ti 5+  
1/2 hr ..... 60 50 40  
1/4 hr ..... 45 40 35

## WING

1921  
DAYTON



ROBERT E. EASTMAN & CO., INC.

A Great Trails Station  
Media Code 4 236 4200 8.00  
Gretz, Trails 115422 Corp., Talbott Tower, Dayton, Ohio 45402. Phone 513-222-3773.

**STATION'S PROGRAMMING DESCRIPTION**  
WING: Modern contemporary music with emphasis on news, personalities, sports & community affairs. Live personalities, 8 newscasters (5 men, 3 women), Indy 500, Pro football. Contact Representative for further details. Rec'd 4/30/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—James W. Bennett.  
Vice-Pres. & Gen'l Sales Mgr.—Robert Melberth.  
Marketing Manager—Deborah Parenti.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% net charges for time
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 23a, 24a, 25a, 28a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70b, 73a.  
Affiliated with Eastman Radio Network.

SPOT ANNOUNCEMENTS		PER WK. ROS:	
PER WK.	AA	1 min 30 sec	A
1 ti	12 ti	18 ti	24 ti
12 ti	50	40	48
18 ti	47	38	45
24 ti	45	38	43

BULK PLAN		1000x	
PER YR.	1 min 30 sec	10 sec	1 min 30 sec
AM Drive	63	50	41
PM Drive	47	31	45
Daytime	44	35	29
Night & Sun	25	20	18

- PERSONNEL**  
Station Manager—Roger G. Berk.  
Station Manager—Don Kidwell.  
Vice-Pres. National Sales—Alfred G. Grosby.

## OHIO

- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w.; 988 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 28b, 29a, 29b, 30, 31, 32b, 33b.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61a, 61h, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WTUE.  
Affiliated with American Information Network.

#### TIME RATES

Eff 6/1/71—Rec'd 7/6/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 5-8 am & 10 am-3 pm.  
B—Mon thru Sat 4-6 pm-midnight; Sun all day.

SPOT ANNOUNCEMENTS		PER WK. I MIN:	
PER WK.	AA	12 ti	18 ti
AA	55	52	48
A	50	47	44
B	42	38	34

TOTAL AUDIENCE PLANS		TAP	
PER WK. EA:	12 ti	18 ti	24 ti
1 min	42	40	35

## WTUE

1959  
DAYTON



A Group One Station  
Media Code 4 236 4290 9.00  
Group One Broadcasting Co., 11 S. Wilkinson St., Dayton, Ohio 45402. Phone 513-224-1801.  
See affiliated AM station for additional information.  
AM facilities: WONE.

- PERSONNEL**  
President—Roger G. Berk.  
Station Manager—Don Kidwell.  
Vice-Pres. National Sales—Alfred G. Grosby.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 104.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 520 ft. above average terrain.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 23a, 24a, 25a, 28a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70b, 73a.  
Affiliated with Eastman Radio Network.

SPOT ANNOUNCEMENTS		PER WK. I MIN:	
PER WK.	AA	12 ti	18 ti
AAA	50	48	44
AA	40	38	34
A	30	28	24

BULK PLAN		1000x	
PER YR.	1 min 30 sec	10 sec	1 min 30 sec
AM Drive	63	50	41
PM Drive	47	31	45
Daytime	44	35	29
Night & Sun	25	20	18

- PERSONNEL**  
General Manager—George C. Bierack.  
Program Director—Geoffrey Vargo.  
National Sales Manager—Kathy Ross.
- REPRESENTATIVES**  
ARC FM Spot Sales.
- FACILITIES**  
ERP 25,000 w.; 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
General: 1b, 2a, 3b, 5, 6b, 7a.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 25a, 28b, 29a.  
Contracts: 40b, 42a, 42d, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70e, 71b, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

SPOT ANNOUNCEMENTS		PER WK. I MIN:	
PER WK.	AA	12 ti	18 ti
1 min 25	22	20	18
30 sec 20	18	16	14
10 sec 15	14	12	11

# OHIO

## DEFIANCE

Defiance County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### WONW

1949



Subscriber to the NAB Radio Code  
Media Code 4 236 4380 8.00  
Tri-State Broadcasting Co., Inc., 2010 Radio Drive,  
Defiance, Ohio 43512. Phone 419-782-8126.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Glenn R. Thayer.
- REPRESENTATIVES**  
The Dorney Organization, Inc.  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1290 kc.  
Directional—night only.  
Operating schedule: 5:45-12:30 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Ohio Radio Network, Agri Broadcasting Network.

### TIME RATES

No. 6 ET 9/1/72—Rec'd 8/28/72.  
AA—Mon thru Sun 6-10 am, 11 am-1 pm, 3-7 pm.  
A—All other times.

CLASS AA	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	9.00	8.25	7.60	7.25	6.85	6.50
30 sec.	7.20	6.60	6.10	5.80	5.50	5.29

CLASS A	1 min.	30 sec.	15 sec.
1 min.	8.00	7.35	6.70
30 sec.	6.40	5.90	5.40
10 sec.	50% of 1-min.		

## DELAWARE

Delaware County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WDLR

1961



Subscriber to the NAB Radio Code  
Media Code 4 236 4440 0.00  
Radio Delaware, Inc., Box 448, Delaware, Ohio  
43015. Phone 614-363-1107.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jim Shaheen.
- REPRESENTATIVES**  
Dome-Messervy Co., Inc.  
Regional Reps Corp.
- FACILITIES**  
500 w. days; 1550 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 on time; payable 10th.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Ohio Radio Network, Agri Broadcasting Network.

### TIME RATES

ET—Rec'd 4/3/72.

CLASS AA	1 ti	2 ti	25 ti	50 ti	100 ti
1 min.	6.00	5.00	4.00	3.50	3.00
30 sec.	3.60	3.00	2.40	2.10	1.80
10 sec.	2.40	2.00	1.60	1.40	1.30

CLASS B	1 ti	6 ti	12 ti	18 ti
1 min.	7.50	6.75	6.00	5.60
30 sec.	4.50	4.00	3.50	3.20
10 sec.	3.00	2.60	2.30	2.10

## DELPHOS

Allen County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### WDOH (FM)

1972

Media Code 4 236 4500 1.00  
Tri-County Broadcasting, Inc., Box 31, Delphos,  
Ohio 44833. Phone 419-692-3963.

- PERSONNEL**  
Station Manager—Ted Jones.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 11/1/72—Rec'd 3/9/73.  
A—7 pm-midnight.

PER YR. 1 MIN:	1x	6x	10x	18x	24x
AA	4.00	3.15	3.00	2.60	2.55
A	3.10	2.55	2.50	2.10	2.00
AA	30x	50x	100x	250x	500x
A	2.50	2.40	2.30	2.20	2.10
AA	1.90	1.80	1.70	1.60	1.50

Specified, anchored time segments per spot, extra .75.  
30 sec: 75% of 1-min.  
10 sec: 60% of 1-min. when available.

## 7. PACKAGE PLANS

PER WK.	10 ti	20 ti	35 ti	50 ti	75 ti	100 ti
1 min.	3.75	3.35	3.10	2.85	2.65	2.35
AA	2.80	2.50	2.35	2.15	2.00	1.75

30 sec: 75% of 1-min.

## DOVER

Tuscarawas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### WJER

Licensed as a Dover-New Philadelphia, Ohio station.  
See listing under New Philadelphia-Dover.

### WJER-FM

Licensed as a Dover-New Philadelphia, Ohio station.  
See listing under New Philadelphia-Dover.

## EAST LIVERPOOL (1 AM; 1 FM)

Columbiana County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WOHI

Media Code 4 236 4550 5.00  
Constrander Corp., Box 90, 236 W. Sixth St., East  
Liverpool, Ohio 43920. Phone 216-385-1490.

- PERSONNEL**  
Station Manager—Bernard Brobst.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WHTS (FM).  
Affiliated with American Entertainment Network.  
Member: Ohio Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 9/1/73—Rec'd 9/24/73.  
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-6 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 3-6 pm.  
B—Mon thru Sat 6 pm-sign-off; Sun all day.

CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	7.00	6.75	6.50	6.00	5.50
30 sec.	5.50	5.40	5.25	5.00	4.50
10 sec.	3.50	3.30	3.25	3.00	2.75

CLASS A	1 min. <th>30 sec. <th>10 sec. </th></th>	30 sec. <th>10 sec. </th>	10 sec.
1 min.	6.75	6.50	6.25
30 sec.	5.40	5.25	5.00
10 sec.	3.30	3.25	3.10

CLASS B	1 min. <th>30 sec. <th>10 sec. </th></th>	30 sec. <th>10 sec. </th>	10 sec.
1 min.	3.90	3.60	3.30
30 sec.	3.40	3.10	2.90
10 sec.	2.10	1.95	1.80

YRLY CONTRACT: 520x 780x 1040x 170x  
12 ti 18 ti 24 ti

- PACKAGE PLANS**  
WKL Y RDS: 1 min 30 sec  
15 (13AA, 8A, 2B)..... 85 68  
20 ti (10AA, 7A, 3B)..... 105 85  
25 ti (13AA, 8A, 4B)..... 120 95  
50 ti (25AA, 17A, 8B)..... 225 180
- FACILITIES**  
ERP 26,000 w.; 104.3 mc. Stereo.  
Operating schedule: 6 am-midnight daily. EST.  
Antenna ht.: 335 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/31/74.

PER WK:	1 ti	7 ti	14 ti	21-27
1 min.	6.00	5.50	5.00	4.50
30 sec.	5.00	4.50	4.00	3.50

## EATON

Preble County—Map Location A-7  
See SRDS consumer market map and data at beginning of the State.

### WCTM (FM)

Media Code 4 236 4620 7.00  
Western Ohio Broadcasting Service, Inc., 565 N.  
Barron St., Eaton, Ohio 45320. Phone 513-456-4200; 3200.

- PERSONNEL**  
Pres. & Gen'l Sales Mgr.—Stanley Coning.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
ERP 20,000 w.; 92.9 mc.  
Operating schedule: 7 am-10 pm. EST.  
Antenna ht.—125 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Agri Broadcasting Network.

### TIME RATES

Rates effective November 24, 1962.  
Rates received January 7, 1963.

PER WK:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
1 min.	8.35	8.05	7.65	7.25	6.80	6.35
30 sec.	6.70	6.45	6.10	5.75	5.45	5.05
10 sec.	5.00	4.85	4.60	4.35	4.10	3.80

YR:	240x	480x	720x	960x	1200x	1800x	2400x
1 min	7.90	7.45	7.05	6.65	6.20	5.90	5.60
30 sec	6.30	5.95	5.60	5.30	4.90	4.70	4.45
10 sec	4.75	4.50	4.25	4.00	3.70	3.55	3.35

Fixed position per spot, extra 1.00.

- PROGRAM TIME RATES**  
5 min..... 17.65 16.45 15.00 13.80 11.80  
10 min..... 25.25 23.95 22.65 21.45 19.10  
1/4 hr..... 32.65 31.45 30.30 28.90 26.45

CLASS AA	1 min	30 sec	20 sec	15 sec
5 ti	6.75	4.50	87 ti	5.00
10 ti	6.50	4.25	175 ti	4.50
21 ti	6.00	4.00	268 ti	4.00
43 ti	5.50	3.75	365 ti	3.50

CLASS A	1 min	30 sec	20 sec	15 sec
1 ti	4.75	3.50	8.00	2.75
10 ti	4.75	3.50	8.00	2.75
21 ti	4.50	3.50	8.00	2.75
99-175 ti	4.00	2.75	2.25	2.00
176-268 ti	3.75	2.50	2.00	1.75
267-365 ti	3.25	2.25	1.75	1.50
500 ti	3.00	2.00	1.65	1.40
730 ti	2.75	1.75	1.50	1.25

IDENTIFICATIONS (10 sec)

ea	ea
1-365 ti	1.50
730 ti	1.25
500 ti	1.25

- PACKAGE PLANS**  
SPOT SATURATION PLAN IN MUSIC  
Frequency determined by number of spots used per month, week, or day.

156 ti	per mo	per wk	per da
60	21	6	6
260 ti	90	28	8
365 ti	120	35	10
730 ti	150	42	12

## ELYRIA

Lorain County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### See Lorain-Elyria

## FAIRFIELD

Butler County—Map Location A-8  
See SRDS consumer market map and data at beginning of the State.

### See Hamilton-Middletown (including Fairfield)

## FINDLAY (1 AM; 1 FM)

Hancock County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### WFIN

1941



Subscriber to the NAB Radio Code  
Media Code 4 236 4740 3.00  
The Findlay Publishing Co., 101-1/2 W. Sandusky  
St., Findlay, Ohio 45840. Phone 419-422-4545.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on station time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21c, 21d, 22a, 22b, 23a, 24c, 26, 27, 29a, 30.  
Contracts: 40a, 42b, 43, 44a, 44b, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
FM facilities: WHMQ.  
Member: Ohio Radio Network, Buckeye Farm Network.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Clyde W. Johnson.  
Sales Manager—Gary G. Wright.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6



**W F R O - F M**  
1946

**RAB** **NAFM**

Subscriber to the NAB Radio Code  
Media Code 4 236 4861 7.00  
Wolfe Broadcasting Corp., 905 W. State St., Fremont, Ohio 43420, Phone 419-332-8218.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 20,000 w.; 99.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 217 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-10 pm. For simulcast facilities see WFRO.

**TIME RATES**

ET 5/1/73—Rec'd 4/2/73.  
A—Mon thru Sat sign-on 9 am, 11 am-1 pm & 3:20 pm-sign-off; Sun all day.  
B—Mon thru Sat 9-11 am & 1-3:30 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1x	26x	52x	104x
1 min.	7.30	7.15	6.45
30 sec.	4.25	4.20	4.10
10 sec.	3.45	3.35	3.30

CLASS B		CLASS C	
1 min.	5.85	5.35	5.00
30 sec.	3.75	3.70	3.60
10 sec.	3.25	3.15	3.10

**GALION**

Crawford County—Map Location D-5.  
See SRDS consumer market map and data at beginning of the State.

**WGLX**  
1972

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 236 4890 6.00  
Radio Gallion, Inc., Box 161, Gallion, Ohio 44833.  
Phone 419-468-4684.

**STATION'S PROGRAMMING DESCRIPTION**  
WGLX: Programmed for adults 18-35.

**1. PERSONNEL**  
Owner/Mgr.—Harry F. Gray, Jr.

**3. FACILITIES**  
500 w.; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET—Rec'd 8/15/73.

**6. SPOT ANNOUNCEMENTS**

1040x		884x		728x		572x		416x	
30 sec.	2.00	2.20	2.50	2.80	3.10	3.40	3.70	4.00	4.30
1 min.	3.00	3.25	3.50	3.75	4.00	4.25	4.50	4.75	5.00

**7. PACKAGE PLANS**

WEEKLY SATURATION PLANS	
1 WK:	50 TI
30 sec.	70.00
1 min.	85.00
2 WK:	100 TI
30 sec.	136.00
1 min.	166.00
3 WK:	120 TI
30 sec.	198.00
1 min.	243.00
4 WK:	160 TI
30 sec.	256.00
1 min.	316.00

DAILY SATURATION PLANS	
1 DAY:	1 MIN
5 TI	9.00
10 TI	15.50
20 TI	26.00

**GALLIPOLIS (1AM; 1FM)**

Gallia County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**WJ E H - F M**  
1930

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 236 4920 1.00  
Wagner Broadcasting Corp., Box 448, Portsmouth Rd., Gallipolis, Ohio 45631, Phone 614-446-3543.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—William C. Miller.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBB.  
Member: Ohio Radio Network.

**TIME RATES**  
No. 4 ET 9/1/73—Rec'd 10/5/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	26x	52x	104x	208x	312x	500x
1 min	5.25	4.75	4.50	4.25	3.75	3.50
30 sec	4.20	3.80	3.60	3.40	3.00	2.80

**7. PACKAGE PLANS**

1 min		30 sec		8 sec	
10 spots within 24 hrs.	35.00	30.00	22.50		

**WJ E H - F M**  
1961

Subscriber to the NAB Radio Code  
Media Code 4 236 4921 9.00  
Wagner Broadcasting Corp., Box 448, Portsmouth Rd., Gallipolis, Ohio 45631, Phone 446-3548.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 15,400 w.; 101.5 mc.  
Operating schedule: 6 am-10:30 pm. EST.  
Antenna ht.: 152 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**

Rates are identical to WJEH. See that listing.

**GREENVILLE**

Darke County—Map Location A-6  
See SRDS consumer market map and data at beginning of the State.

**WDRK**  
1962

Media Code 4 236 4980 5.00  
Lewell Broadcasting, Inc., 1625 Dayton Rd., Greenville, Ohio 45331, Phone 513-548-1997.

**STATION'S PROGRAMMING DESCRIPTION**  
WDRK: MUSIC: hitparade & community involvement.

**1. PERSONNEL**  
Vice-President/Sales—C. L. Rutherford.

**2. REPRESENTATIVES**  
Frederick W. Smith.  
Regional Reps Corp.

**3. FACILITIES**  
ERP 6,300 w.; 106.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 176 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National Ag Radio Groups, Inc., Buckeye Farm Network, Ohio Radio Network, Agri Broadcasting Network.

**TIME RATES**  
No. 5 ET 1/1/71—Rec'd 2/5/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 TI	6 TI	12 TI	18 TI	24 TI
1 min.	4.50	4.25	4.00	3.75	3.50
30 sec.	3.60	3.40	3.20	3.00	2.80
10 sec.	2.70	2.55	2.40	2.25	2.10

**HAMILTON-MIDDLETOWN**

(including Fairfield) (3 AM; 4 FM)  
Butler County—Map Location A-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (10am-3pm)	Daytime (3-7 pm)	Evening (7 pm-midnight)
A	14	14	14
B	12	11	10
C	6	6	5
D	6	6	5
AVERAGE	10	9	10

**WCN W**  
1964

**FAIRFIELD**

Media Code 4 236 5025 8.00  
Walker L. Follmer, Inc., 8686 Michael Lane, Fairfield, Ohio 45014, Phone 513-874-5000.

**STATION'S PROGRAMMING DESCRIPTION**  
WCN W: MUSIC: 100% country, modern Nashville sound. NEWS: local emphasis; mobile unit; 2 man department. SPORTS: all local high school football and basketball. Production facilities and library available, also remote facilities. Contact Representative for further details. Rec'd 2/1/71.

**1. PERSONNEL**  
President—Walter L. Follmer, Sr.  
General Manager—Lou Westendorff.  
Program Director—Johnny Wade.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
5,000 w., 1,900 w. critical hrs.; 1560 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 25a.  
Contracts: 40a, 42a, 45a, 46, 47a, 48.  
Comb. Cont. Discounts: 61b, 62b, 62c.  
Cancellation: 70c.  
FM facilities: WFOL (FM).  
Affiliated with MBS.  
Member: Country Music Network.

**TIME RATES**  
No. 7 ET 1/1/71—Rec'd 11/11/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
30+	9.00	6.75	8.00	6.00	7.00	5.25
24 TI	10.00	7.50	9.00	6.75	8.00	6.00
18 TI	11.00	8.25	10.00	7.50	9.00	6.75
12 TI	12.00	9.00	11.00	8.25	10.00	7.50
6 TI	13.00	9.75	12.00	9.00	11.00	8.25
1 TI	14.00	10.50	13.00	9.75	12.00	9.00

**6. SPOT ANNOUNCEMENTS**

PER YR:	1560x	1300x	1040x	780x	520x	365x
1 min.	4.70	5.30	5.60	5.85	6.20	6.50
30 sec.	3.60	4.15	4.30	4.70	5.00	5.30
20 sec.	3.25	3.85	4.15	4.30	4.70	5.00
10 sec.	3.00	3.60	3.85	4.15	4.30	4.70

**7. PACKAGE PLANS**

PER WK:	80 TI	60 TI	40 TI	20 TI	15 TI	10 TI
1 min	4.70	5.00	5.30	5.60	5.85	6.00
30 sec	3.70	3.85	4.15	4.30	4.70	4.80
20 sec	3.25	3.60	3.85	4.15	4.30	4.40
10 sec	3.00	3.25	3.60	3.85	4.15	4.20

**8. PROGRAM TIME RATES**

1 TI	1/2 hr	1/4 hr	10 min	5 min
100	65	50	45	40
80	55	45	40	35
65	45	40	35	30

**9. PARTICIPATING PROGRAMS**  
Vaughn Allen's Breakfast Party—Mon 9-10:30 am, 1-min participation 45.00.

**10. SPECIAL FEATURES**  
5-11 pm newscast at :60—5 per wk/13-wk contract 520

**WFOL (FM)**  
1962

**FAIRFIELD**

Media Code 4 236 5093 6.00  
Walker L. Follmer, Inc., 8686 Michael Lane, Fairfield, Ohio 45014, Phone 513-874-5000.  
See affiliated AM station for additional information.  
AM facilities: WCNW.

**STATION'S PROGRAMMING DESCRIPTION**  
WFOL (FM): Programmed for adults.  
MUSIC: Film music, showtunes & standards. NEWS: network at :30. Extended local news at 7:30 am, 12N, 5 & 11:30 pm. SPORTS: Local high school basketball & football; college football. Contact Representative for further details. Rec'd 3/10/72.

**3. FACILITIES**  
ERP 29,000 w.; 94.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 350 ft. above average terrain.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min	30 sec	20 sec	10 sec
52+	3.50	3.50	2.25	2.00
26 TI	4.00	3.00	2.75	2.50
13 TI	4.25	3.25	3.00	2.75
1 TI	4.50	3.50	3.25	3.00

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	20 sec	10 sec
25+	3.50	2.50	2.25	2.00
20 TI	3.75	2.75	2.50	2.25
15 TI	4.00	3.00	2.75	2.50
10 TI	4.25	3.25	3.00	2.75

**8. PROGRAM TIME RATES**

1 TI	1/2 hr	1/4 hr	10 min	5 min
75	60	50	40	30
65	55	45	35	25

**WMOH**  
1944

**HAMILTON**

Media Code 4 236 5160 3.00  
Raymar Communications Inc., 220 High St., Hamilton, Ohio 45011, Phone 513-863-6800.

**1. PERSONNEL**  
President—Bill R. McRae.  
Vice-President—Richard M. Delaney.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.

**4. AGENCY COMMISSION**  
15/0 net charges for time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 18.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24b, 25a, 26, 27, 28b, 28c, 29a, 30, 32b, 33c.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 49, 50, 51b 51c.  
Comb. Cont. Discounts: 60b, 60c, 61c, 62d.  
Cancellation: 70a, 70b, 71b, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WYCH (FM).  
Affiliated with American Contemporary Network.  
Member: Farm Directors Radio Network, Buckeye Farm Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 9/1/73—Rec'd 8/29/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun noon-7 pm.  
A—Mon thru Sun 7 pm-midnight; Sun 6 am-noon.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
30+	9.00	6.75	8.00	6.00	7.00	5.25
24 TI	10.00	7.50	9.00	6.75	8.00	6.00
18 TI	11.00	8.25	10.00	7.50	9.00	6.75
12 TI	12.00	9.00	11.00	8.25	10.00	7.50
6 TI	13.00	9.75	12.00	9.00	11.00	8.25
1 TI	14.00	10.50	13.00	9.75	12.00	9.00

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
1-min, 30 sec. News/Sportscasts & Special Features may combine to earn wkly frequency discounts.  
RATE HOLDER: 6 spots of any length per wk.

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLANS**  
1/3AAA, 1/3AA, 1/3A

Plan	1 min	30/20
Plan I—6 TI	11.00	8.25
Plan II—12 TI	10.00	7.50
Plan III—18 TI	9.00	6.75
Plan IV—24 TI	8.00	6.00

Scheduled equally over 1 day period & rotated. No further discounts.

**8. PROGRAM TIME RATES**

1/2 hr	1x	13x	26x	52x
70	60	50	40	40
50	45	35	30	30

**CONSECUTIVE WEEK DISCOUNT**

26 wk—5% 52 wk—10%

**10. SPECIAL FEATURES**

**NEWSCASTS**

PER WK:	1 TI	3 TI	6+	10 min	3 TI	6+
AAA	18	16	14	30	26	22
AA	16	14	12	26	22	18
A	9	7	5			

Includes open, 30-sec close & 2 1-min spots.

**WPBF (FM)**  
1959

**MIDDLETOWN**

Media Code 4 236 5190 0.00  
WPBF, Inc., 4505 Central Ave., Middletown, Ohio 45042, Phone 513-422-3625.  
See affiliated AM station for additional information.  
AM facilities: WPFB.

**STATION'S PROGRAMMING DESCRIPTION**  
WPBF (FM): Programmed for adults & young adults. MUSIC: 70% standards. 5:30-7 am C & W; 7 am-noon modern gospel; noon-4 pm E & B gospel; 4:30-5:30 pm MOR; 7-7:30 pm organ music; 7:30 pm-5

# OHIO

## Hamilton-Middletown—W P F B—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3d, 4a, 6c, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24c, 26, 28c.  
Contracts: 40a, 41, 45, 46, 47a, 48.  
Cancellation: 72, 73a.  
Prod. Services: 80.  
FM facilities: WPBF (FM).  
Affiliated with Major Market FM Network.  
Member: Ohio Radio Network, Farm Directors Radio Network, Buckeye Farm Network.

### TIME RATES

ET 1/1/72—Rec'd 12/30/71.  
**6. SPOT ANNOUNCEMENTS**  
1 min/less, flat..... 13.60  
**8. PROGRAM TIME RATES**  
1/3 hr..... 70 1/4 hr..... 48  
All rates are flat. No further discounts.

## WQMS (FM)

1958  
HAMILTON  
NAB

Media Code 4 236 5250 2.00

Trinity Broadcasting Corp., 770 New London Rd., Hamilton, Ohio 45013. Phone 513-883-3100.

### STATION'S PROGRAMMING DESCRIPTION

WQMS (FM): Programmed for adults and young adults.  
**6 AIR PERSONALITIES** emcee entire operation.  
**MUSIC:** current & old time standard inspirational & religious; 5-8 am current gospel. **NEWS:** 5 min at :30; noon-12:15 pm news, sports, stockmarket reports, tri-state weather; headlines at :30. **Remotes, COMMERCIAL POLICY:** 8 minutes per hour, no commercial spots on Sunday. Rec'd 4/8/71.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—A. Jack Myzka.

**3. FACILITIES**  
ERP 50,000 w.; 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 433 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time and talent. Payable 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 6a, 7a.  
Rate Protection: 15b, 16.  
Basic Rates: 20b, 21b, 21c, 22a, 23a, 24b, 25b, 26, 28a, 28a.  
Contracts: 40c, 41, 42a, 42c, 45, 46, 47c, 48, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60d, 61b, 62a.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 82.

### TIME RATES

ET—Rec'd 3/1/71.

**6. SPOT ANNOUNCEMENTS**  
13x 28x 52x 104x 156x 260x 312x  
1 min..... 6.50 6.15 5.65 5.50 5.25 4.75 4.45  
30 sec..... 4.25 3.95 3.65 3.50 3.45 3.00 2.85  
10 sec..... 2.85 2.75 2.50 2.25 1.95 1.85 1.75

**8. PROGRAM TIME RATES**  
13x 28x 52x 104x 156x 260x 312x  
1 hr..... 49.00 46.20 42.70 40.60 38.50 37.10 35.00  
1/2 hr..... 32.20 28.70 25.90 23.80 22.40 20.50 18.90  
1/4 hr..... 22.40 20.30 17.50 16.80 16.10 15.40 14.00  
5 min..... 18.20 16.80 16.10 15.40 14.70 14.00 12.80

**10. SPECIAL FEATURES**  
**NEWCASTS, 5 DAYS PER WK:**  
Headlines..... 13 wk 26 wk 52 wk  
11.85 10.50 9.45  
5 min..... 18.90 18.00 15.75  
1/4 hr..... 40.00 35.00 30.00

## WYCH (FM)

1959  
HAMILTON  
NAB

Media Code 4 236 5285 0.00

Raymar Communications Inc., 220 High St., Hamilton, Ohio 45011. Phone 513-863-6800.

See affiliated AM station for additional information.  
AM facilities: WMOH.

**3. FACILITIES**  
ERP 3,360 w.; 103.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.—360 ft. above average terrain.

### TIME RATES

ET 1/1/74—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec..... 3.50 3.00

**8. PROGRAM TIME RATES**  
1 hr..... 42 1/2 hr 1/4 hr 5 min  
1 x..... 42 25 15 9

## HEATH

Licking County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

See Newark  
(including Heath)

## HILLSBORO (1 AM; 1 FM)

Highland County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

WSRW WSRW-FM  
1956 1962

NAB

Subscriber to the NAB Radio Code  
Media Code 4 236 5280 9.00  
Mail all correspondence and material to: Highland Broadcasting Co., Drawer A, Hillsboro, Ohio 45138.  
Business offices and Studio: Route 247, 1.8 miles S. of Hillsboro, Ohio. Phone 513-393-1590.

**1. PERSONNEL**  
Station Manager—Willard Parr.  
**2. REPRESENTATIVES**  
Regional Reps Corp.  
**3. FACILITIES**  
500 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**FM FACILITIES**  
ERP 44,000 w.; 106.7 mc.  
Antenna ht.—160 ft. above average terrain.  
**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Ohio Radio Network, Farm Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

### TIME RATES

No. 6 ET 9/1/72—Rec'd 8/28/72.

**6. SPOT ANNOUNCEMENTS**  
1 ti 3 ti 5 ti 10 ti 15 ti 25 ti 40 ti  
1 min 3.75 3.40 3.00 2.75 2.55 2.40 2.25  
30 sec 3.00 2.75 2.40 2.20 2.05 1.95 1.80  
10 sec 2.10 2.05 1.80 1.65 1.55 1.45 1.35  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
**10. SPECIAL FEATURES**  
Network news, 1 min..... 3.50  
Cincinnati Reds baseball, 1 min..... 3.50  
News headlines, 30 sec..... 3.00

## IRONTON

Lawrence County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

See Huntington (W. Va.)-  
Ashland (Ky.)  
(including Ironton, Ohio)  
under West Virginia

## JACKSON (1 AM; 1 FM)

Jackson County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### WLMJ

1953  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 236 5400 3.00

Modern Broadcasting Co., Inc., Court & Broadway, Jackson, Ohio 45640. Phone 614-286-2141.

**STATION'S PROGRAMMING DESCRIPTION**  
WLMJ: County & Western.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Lloyd White.  
**2. REPRESENTATIVES**  
Regional Reps Corp.  
**3. FACILITIES**  
1,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15% time only; net 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Ohio Radio Network.

### TIME RATES

ET—Rec'd 8/6/73.

**6. SPOT ANNOUNCEMENTS**  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti 10 ti  
1 min..... 2.10 2.00 1.90 1.80 1.70 1.55

## WLMJ-FM

1971  
NAB

Media Code 4 236 5401 1.00  
Modern Broadcasting Co., Inc., Court & Broadway, Jackson, Ohio 45640. Phone 614-286-2141.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLMJ-FM: Programmed for adults and young adults.

**3. FACILITIES**  
ERP 2,950 w.; 97.7 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.:.....ft. above average terrain.

### TIME RATES

ET—Rec'd 8/6/73.

**6. SPOT ANNOUNCEMENTS**  
PER DAY: 1 ti 2 ti 3 ti 4 ti 5 ti 10 ti  
1 min..... 1.68 1.60 1.52 1.44 1.36 1.25

## KENT

Portage County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

See Akron  
(including Cuyohogo Falls, Kent)

## KENTON

Hardin County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WKTN (FM)

1963

RAB

Media Code 4 236 5520 8.00  
Ohio Radio, Incorporated, 113 W. Carrol St., Kenton, Ohio 43326. Phone 419-673-9257.

**1. PERSONNEL**  
Station Manager—Ralph Zachariah.  
**3. FACILITIES**  
ERP 2,200 w.; 95.3 mc.  
Operating schedule: 6:30 am-11 pm. EST.  
Antenna ht.: 300 ft. above average terrain.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Agri Broadcasting Network.

### TIME RATES

No. 5 ET 9/1/72—Rec'd 9/29/72.

**6. SPOT ANNOUNCEMENTS**  
1x 52x 156x 260x 520x 624x 1000x 1200x  
1 min 4.50 4.25 4.00 3.75 3.50 3.25 3.00 2.50  
30 sec 3.50 3.25 3.00 2.75 2.50 2.00  
**7. PACKAGE PLANS**  
1 min..... 10 ti 20 ti 30 ti 40 ti 50 ti  
4.25 4.00 3.75 3.50 3.00  
30 sec..... 3.25 3.00 2.75 2.50 2.00

## KETTERING

Montgomery County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

See Dayton (including Kettering)

## LANCASTER (1 AM; 1 FM)

Fairfield County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## WHOK

1948

RAB

Media Code 4 236 5580 2.00  
WHOK, Inc., North Memorial Dr., Lancaster, Ohio 43130. Phone 614-653-4373.

**STATION'S PROGRAMMING DESCRIPTION**  
WHOK: Programmed for general interest.  
**MUSIC:** MOR, NEWS: at :30, headlines at :30. News or public affairs features twice hourly. **FARM:** M-F at 12:45 pm. **SPORTS:** 4X daily. **RELIGIOUS:** Sun 6-9 am. Rec'd 3/28/74.

**1. PERSONNEL**  
President—William M. France.  
General Manager—Stanley C. Robinson.  
General Sales Manager—Roger Hanners.  
**3. FACILITIES**  
1,000 w.; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast noon-12:30 pm. All newscasts are simulcast. For non-simulcast facilities see WHOK-FM.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60k, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: Buckeye Farm Network, Agri Broadcasting Network.

### TIME RATES

ET 9/1/73—Rec'd 10/15/73.

Traffic—6-10 am & 3-7 pm.  
ROS—All other times.  
**6. SPOT ANNOUNCEMENTS**  
ROS: 1x 13x 26x 52x 104x 156x 208x  
1 min..... 11.40 11.00 10.60 10.20 9.80 9.40 9.00  
30 sec..... 9.15 8.80 8.45 8.10 7.75 7.40 7.05  
10 sec..... 6.30 6.15 5.85 5.50 5.20 4.95  
1 min..... 8.60 8.20 7.80 7.40 7.00 6.60  
30 sec..... 6.70 6.35 6.00 5.65 5.30 4.95  
**TRAFFIC:** 1x 13x 26x 52x 104x 156x 208x  
1 min..... 13.70 13.20 12.70 12.20 11.70 11.20 10.70  
30 sec..... 11.00 10.60 10.20 9.80 9.40 9.00 8.60  
1 min..... 260x 312x 365x 520x 1000x 1500x  
10.20 9.70 9.20 8.70 8.20 7.70  
30 sec..... 8.20 7.80 7.40 7.00 6.60 6.20

**7. PACKAGE PLANS**  
ROS, 14 DAYS: 20 ti 30 ti 40 ti 50 ti 60 ti  
1 min..... 10.15 9.70 9.25 8.80 8.35  
30 sec..... 8.10 7.85 7.60 7.35 7.10  
**TRAFFIC, 14 DAYS:**  
1 min..... 12.20 11.65 11.10 10.55 10.00  
30 sec..... 9.75 9.45 9.15 8.85 8.55  
ROS & Traffic may be combined.

**8. PROGRAM TIME RATES**  
1 x..... 1/4 hr 10 min 5 min  
1 x..... 41.25 24.40 16.85  
13 x..... 39.40 23.45 16.05  
26 x..... 37.55 22.50 15.25  
52 x (1 per wk)..... 35.70 21.65 14.45  
104 x (2 per wk)..... 33.85 20.80 13.65  
156 x (3 per wk)..... 32.00 19.65 12.85  
208 x (4 per wk)..... 30.15 18.70 12.05  
260 x (5 per wk)..... 28.30 17.75 11.25  
312 x (6 per wk)..... 26.45 16.80 10.45  
365 x (7 per wk)..... 24.60 15.85 9.60

## WHOK-FM

1959

RAB

Media Code 4 236 5581 0.00  
WHOK, Inc., North Memorial Dr., Lancaster, Ohio 43130. Phone 614-653-4373, 224-3008.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WHOK-FM: Programmed 100% modern country and western music. All newscasts are simulcast broadcast with WHOK also 12:15-12:30 pm. **SPORTS:** professional, college and high school local live coverage on all sports. Local live coverage on political

elections, community events and charity clubs' activities. Live remote broadcasts from business establishments for special events. Rec'd 4/29/71.

**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.5 mc. Operating schedule: 24 hours daily. EST.  
Antenna ht.: 225 ft. above average terrain.  
Partial simulcast operations. Operated separately 6-10 am & 1:05 pm-6 am. For simulcast facilities see WHOK.

### TIME RATES

Rates are identical to WHOK. See that listing.

## LIMA (2 AM; 2 FM)

Allen County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening (7 pm-midnight)
A	16	13	15	8
B	11	9	11	7
C	8	8	8	5
D	5	5	5	5
AVERAGE	10	9	10	7

## WCIT

1963

NAB

Subscriber to the NAB Radio Code  
Media Code 4 236 5640 4.00  
Riggs Broadcasting Corp., Box 840, 1301 N. Cable Rd., Lima, Ohio 45802. Phone 419-228-9248.

**STATION'S PROGRAMMING DESCRIPTION**  
WCIT: Programmed for young adults.  
**MUSIC:** 80% features current hits sign-on-sign-off. **NEWS:** 12%: 6 min every hour features national, international, local and regional, amounts depending upon news happenings. Public affairs specials and editorials when management feels they are needed. Mobile unit for direct reports on area news. Reports to people every Sun night 15 min before sign-off featuring national, state, regional, and local officials discussing their professions. 4 personalities featured and are available for various promotions and remote pickups. Contact Representative for further details. Rec'd 7/28/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—R. H. Riggs.  
Sales Manager—Robert Rice.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Detroit—Pearse Sales.  
West Coast—Bill Dahlsten & Associates.  
**3. FACILITIES**  
250 w. days; 940 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0 time only 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70b, 70d, 71a, 72.  
Prod. Services: 80, 82.  
FM facilities: WLSR (FM).

### TIME RATES

No. 7 ET 1/1/74—Rec'd 12/3/73.  
**7. PACKAGE PLANS**  
WEEKLY—6-10 AM & 3-7 PM  
1 min..... 5 ti 10 ti 20 ti 30 ti 50 ti  
12.50 10.50 9.00 8.50 8.00  
ROS—10 AM-3 PM & SUN  
1 min..... 11.00 9.00 7.50 7.00 6.50  
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
**1 MIN. YEARLY FREQUENCY DISCOUNT**  
1000+ 500+ 300+ 156+  
Whly rate earned..... 50 ti 30 ti 20 ti 10 ti  
**10. SPECIAL FEATURES**  
News, 1 min within, flat..... 15

## WIMA

1948

NAB

See Newark  
(including Heath)

See Akron  
(including Cuyohogo Falls, Kent)

See Kenton  
(including Heath)

See Kettering  
(including Dayton)

See Lima  
(including Lima)

See Middletown  
(including Middletown)

See Newark  
(including Heath)

See Newark  
(including Heath)

See Newark  
(including Heath)

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(including Heath)

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(including Heath)

See Newark  
(including Heath)

See Newark  
(including Heath)

See Newark  
(including Heath)

See Newark  
(including Heath)



**Lima—W I M A—Continued**

- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Les C. Rau.  
Sales Manager—Robert A. Mack.  
Program Director—A. Vernick.
- 2. REPRESENTATIVES**  
Avery-Knodel, Inc.
- 3. FACILITIES**  
1,000 w.; 1150 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11h, 14h.  
Basic Rates: 21h, 21c, 22a, 23a, 24b, 27, 28a, 29a.  
Contracts: 40a, 42c, 43, 46, 47c, 48, 49, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60g, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 16 ET 1/17/74—Rec'd 12/3/73.  
AAA—Mon thru Fri 5:45-10 am & 11:55 am-1 pm;  
Sat 6-10 am, rotating.  
AA—Mon thru Sat 3-8 pm, rotating.  
A—Mon thru Fri 5-5:45 am, 10-11:55 am & 1-3  
pm; Sat 10 am-3 pm; Sun 5 am-8 pm, rotating.  
B—Sun thru Sat 8 pm-midnight, rotating.  
C—Tues thru Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE

PER YR:	1x	104x	260x	520x	1040x	2080x
AAA	18.82	16.47	14.70	12.94	11.76	10.59
AA	16.47	14.70	12.94	11.76	10.59	9.41
A	14.70	12.94	11.76	10.59	9.41	8.53
B	8.24	7.35	6.47	5.88	5.30	4.71
C	4.95	4.40	3.90	3.55	3.20	2.85

**20/30 SECONDS**

AAA	AA	A	B	C
15.06	13.18	11.76	10.35	9.41
13.18	11.76	10.35	9.41	8.47
11.76	10.35	9.41	8.47	7.53
6.59	5.88	5.18	4.71	4.25
3.95	3.55	3.15	2.85	2.55

(\*) Minimum rate for all spots in participating news, sports & farm programs or adjacencies to It's Happening with Valaire program.

**8. PROGRAM TIME RATES**  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-8 pm.  
A—All other times.

1 hr	1/2 hr	1/4 hr	10 min	5 min
50	38	25	15	10
45	33	23	10	7
40	30	20	7	5

**W I M A-FM**  
1948  
**Modern Country**

**Subscriber to the NAB Radio Code**  
Media Code 4 236 5701 4.00  
Lima Broadcasting Corp., 223 N. Main St., Lima, Ohio 45802. Phone 419-223-2060.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WIMA-FM: modern listeners of all ages.  
MUSIC: modern country, familiar standard selections. NEWS: 6 man news staff, mobile studio, local news coverage with 20 local newscasts. Network news and entertainment. 2 hours public affairs weekly M-F. Documentaries and editorials. SPORTS: play-by-play high school football and basketball. College football, pro football and major league baseball. Contact Representative for further details. Rec'd 2/18/74.

**1. PERSONNEL**  
Operations & Sales Mgr.—Jack Stower.  
Chief Engineer—Norbert Poepelman.

**3. FACILITIES**  
ERP 15,000 w.; 102.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: — ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 ET 1/17/74—Rec'd 2/4/74.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN

6 am-noon	2	5	7	10
104 x	3	5	8	10
260 x	3	5	7	10
Midnight-6 am	2	5	8	10

**PER WK. 1 MIN:**

10 ti	20 ti	30 ti	40 ti
5.00	5.25	5.00	4.75
13 wk	5.00	4.75	4.50
26 wk	4.50	4.25	4.00
39 wk	4.00	3.75	3.50
52 wk	3.50	3.25	3.00

30 sec. when available: 1-min rate applies.

**10. SPECIAL FEATURES**  
PER WK:

10 ti	20 ti	30 ti	40 ti
6.50	6.25	6.00	5.75

Incl open & close plus 1 1-min spot.

**WLSR (FM)**  
1970

**Subscriber to the NAB Radio Code**  
Media Code 4 236 5715 4.00  
Riggs Broadcasting Corp., Box 940, 1301 N. Cable Rd., Lima, Ohio 45802. Phone 419-228-9248.  
See affiliated AM station for additional information.  
AM facilities: WCIT.

**STATION'S PROGRAMMING DESCRIPTION**  
WLSR (FM): Programmed for groups 25-60 years.

Daytime: housewife and professional and clerical in office. Nighttime: male head of household. MUSIC: 80% general popular instrumental middle-of-the-road, 15% musical show tunes, 3% classical and 2% folk. NEWS 10%: national 4%, International 4%, regional and local 2%. Network news at :15. Mobile studios. 2 man news staff. AP. Contact Representative for further details. Rec'd 10/6/70.

- 1. PERSONNEL**  
President—Richard H. Riggs.  
Vice-President—Mrs. Richard H. Riggs.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 220 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 1/17/74—Rec'd 10/31/73.

**6. SPOT ANNOUNCEMENTS**  
PER YR:

1 min	30 sec	199x	300x	500x	1000+
9.50	7.50	6.50	5.50	4.50	4.50
8.50	6.50	5.50	4.50	3.50	3.50

**7. PACKAGE PLANS**  
PER WK:

10 ti	20 ti	30+
7.50	6.50	5.50
6.50	5.50	4.50

**10. SPECIAL FEATURES**  
NEWSCASTS: 7 ti 5 ti  
Per wk 12 14  
Incl. open & close plus 30-sec spot.

**LOGAN (1 AM; 1 FM)**  
Hocking County—Map Location E-8  
See SDDS consumer market map and data at beginning of the State.

**W LG N**  
1967  
Media Code 4 236 5730 3.00  
Logan Broadcasting Co., Box 429, Logan, Ohio 43138.  
Phone 614-385-2151.

**STATION'S PROGRAMMING DESCRIPTION**  
WLG N: Programmed for young adults.  
MUSIC: popular, top 40, recent standards. NEWS: heavy local coverage. Farm programming. SPORTS: play-by-play high school & college football, basketball & baseball; 3 local shows daily. 5 air personalities including constant weather updates, news, sports & special features. Daily stock reports. RELIGION: musical services & messages. Rec'd 11/3/72.

- 1. PERSONNEL**  
President—Dannie Derol.  
Station Manager—Gerald L. Boyer.
- 3. FACILITIES**  
1,000 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WLG N-FM.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 15b.  
Basic Rates: 20b, 21a, 21c, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29b, 30, 31, 33d.  
Contracts: 40c, 41, 42c, 43, 44a, 44b, 45.  
Comb.; Cont. Discounts: 60a, 60c, 60i, 61c, 62d.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Ohio Radio Network.

**TIME RATES**  
ET 5/1/74—Rec'd 5/6/74.

**6. SPOT ANNOUNCEMENTS**  
PER MO:

1 ti	11 ti	21 ti	36 ti	66 ti	91 ti	111+
5.35	4.95	4.45	3.95	4.05	3.95	3.90
3.90	3.70	3.45	3.30	3.15	3.10	2.95
15 sec	3.35	3.15	3.10	2.95	2.90	2.75

Annual contract: 10% discount.

**7. PACKAGE PLANS**  
ROS/14 DAYS:

20 ti	30 ti	40 ti	50 ti
4.45	4.25	4.05	3.65
3.35	3.10	2.95	2.80

**8. PROGRAM TIME RATES**  
ANNUAL CONTRACT:

1 hr	1/2 hr	1/4 hr	5 min	3 min
52.00	31.50	20.00	10.00	6.45
13 x	9.70	6.15	4.40	3.15
26 x	9.40	5.90	4.25	3.00
51 x	9.10	5.60	4.10	2.90
104 x	8.80	5.30	4.00	2.80
156 x	8.50	5.00	3.90	2.75
208 x	8.25	4.70	3.80	2.70
260 x	8.00	4.50	3.70	2.65
312 x	7.95	4.40	3.65	2.60

(Q)

**W LG N-FM**  
1965  
Media Code 4 236 5731 1.00  
The Logan Broadcasting Company, Old Rt. 33, E., Logan, Ohio 43138. Phone 385-5454.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. (horiz. & vert.); 98.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 240 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WLG N.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
Rates are identical to WLG N. See that listing.

**LONDON**

Madison County—Map Location C-7  
See SDDS consumer market map and data at beginning of the State.

**W L N O (FM)**  
1965  
Media Code 4 236 5820 2.00  
Paul Dean Ford and J. T. Winchester, Box 6, London-Lockwood Rd., Rt. 665, London, Ohio 43140.  
Phone 614-852-1717.

- 1. PERSONNEL**  
General Manager—J. T. Winchester.
- 2. REPRESENTATIVES**  
Regional Reps Corp.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0; payable monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Ohio Radio Network, Agri Broadcasting Network.

**TIME RATES**  
ET 6/1/72—Rec'd 9/29/72.

**6. SPOT ANNOUNCEMENTS**

1 ti	25 ti	50 ti	100+
5.00	4.75	4.50	4.00
3.00	2.75	2.50	2.00

**7. PACKAGE PLANS**  
1000 10-sec spots (13-wk contract) ea..... 1

**LORAIN-ELYRIA (2 AM; 1 FM)**  
Lorain County—Map Location E-4  
See SDDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**W B E A (FM)**  
1948  
(formerly WEOL-FM)  
ELYRIA  
Elyria-Lorain Broadcasting Company  
Media Code 4 236 5900 2.00  
The Elyria-Lorain Broadcasting Co., 408 Elyria Savings & Trust Bldg., Elyria, Ohio 44035. Phones: Elyria—216-322-3761; Lorain—216-233-5161.  
See affiliated AM station for additional information.  
AM facilities: WEOL.

- STATION'S PROGRAMMING DESCRIPTION**  
WBEA (FM): Programmed for general interest or mass appeal.  
MUSIC: popular instrumental music for adults. NEWS: 15x daily with bulletins immediately. COMMERCIAL POLICY: maximum 8 minutes per hour. Rec'd 9/4/74.
- 2. REPRESENTATIVES**  
Contact station direct.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 275 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
ET 5/1/74—Rec'd 5/30/74.
- 6. SPOT ANNOUNCEMENTS**  
EA:
- | 1x    | 13x  | 26x  | 52x  | 104x | 156x |
|-------|------|------|------|------|------|
| 8.10  | 7.60 | 7.10 | 6.55 | 6.10 | 5.85 |
| 6.50  | 6.10 | 5.70 | 5.25 | 4.90 | 4.70 |
| 1 min | 208x | 260x | 312x | 365x | 730x |
| 5.60  | 5.10 | 4.85 | 4.60 | 4.30 | 4.10 |
| 4.50  | 4.10 | 3.90 | 3.70 | 3.50 | 3.30 |
- 10. SPECIAL FEATURES**  
NIGHT FLIGHT—MIDNIGHT-5 AM  
1-min flat, ea..... 3.00 30-sec flat, ea..... 2.40

**W E O L**  
1948  
ELYRIA  
Elyria-Lorain Broadcasting Company  
Media Code 4 236 5950 7.00  
The Elyria-Lorain Broadcasting Co., 408 Elyria Savings & Trust Bldg., Elyria, Ohio 44035.  
Phones: Elyria, 216-322-3761; Lorain, 216-233-5161.

**STATION'S PROGRAMMING DESCRIPTION**  
WEOL: Programmed for general adult interest.  
NEWS: local at :60; network at :30; 5 extended blocks daily—6:30, 7:30, 8:30 am, 12:30 & 7 pm.  
Market reports & farm news. SPORTS: county high school football & basketball, college & professional football, basketball & hockey, other sports events, scores of all events. MUSIC: general popular standards & MOR, 80% instrumental. RELIGIOUS: Sun am Spanish program. Direct teletype to U. S. Weather Bureau; marine boating forecasts, school closings & severe weather warnings. Public affairs & community interest programs & features regularly. Contact Representative for further details. Rec'd 5/11/73.

- 1. PERSONNEL**  
President—Otto B. Schoepfle.  
Vice Pres. & Gen'l Mgr.—Paul Nakel.  
Operations Director—Bill Humphries.
- 2. REPRESENTATIVES**  
Ohio—Regional Reps Corp.  
All other—Contact station direct.
- 3. FACILITIES**  
1,000 w.; 930 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3c, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.

**OHIO**

Comb.; Cont. Discounts: 60a, 60c, 61c, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WBEA (FM).  
Affiliated with American Entertainment Network.  
Member: Ohio Radio Network.

**TIME RATES**  
ET 5/1/74—Rec'd 5/30/74.  
AAA—Mon thru Sat 5-9 am & 3-7 pm.  
AA—Mon thru Sat 9 am-3 pm; Sun 7 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	1 min	30 sec	10 sec
12.25	10.00	8.60	7.35	11.00	8.80
13 x	12.00	9.60	8.40	7.20	10.75
26 x	11.75	9.40	8.25	7.05	10.50
52 x	11.50	9.20	8.05	6.90	10.25
104 x	11.00	8.80	7.70	6.60	9.75
156 x	10.50	8.40	7.35	6.30	9.25
208 x	10.00	8.00	7.00	6.00	8.75
260 x	9.50	7.60	6.65	5.70	8.25
312 x	9.00	7.20	6.30	5.40	7.75
624 x	8.25	6.60	5.80	4.85	7.00
1000 x	7.25	5.80	5.10	4.35	6.00

**7. PACKAGE PLANS**  
1/3AAA, 1/3AA, 1/3A

6 ti	12 ti	18 ti	24 ti	36 ti	60 ti
10.15	9.40	8.75	7.45	6.65	5.70
8.15	7.55	6.95	5.95	5.35	4.55
7.15	6.60	5.55	5.20	4.70	4.00
6.10	5.65	4.45	4.45	4.00	3.40

**NITE FLITE PACKAGES**  
(Tues thru Sun midnight-5 am—in 6 days)

6 ti	12 ti	24 ti	48 ti
3.25	2.75	2.25	1.75
2.65	2.25	1.85	1.45

**8. PROGRAM TIME RATES**

5 min	10 min	1/4 hr	1/2 hr	1 hr
32.00	33.00	44.00	66.00	99.00
21.50	32.25	43.00	64.50	96.75
21.00	31.50	42.00	63.00	94.50
20.50	30.75	41.00	61.50	92.25
19.50	29.25	39.00	58.50	87.75
18.50	27.75	37.00	55.50	83.25
17.50	26.25	35.00	52.50	78.75
16.50	24.75	33.00	49.50	74.25
15.50	23.25	31.00	46.50	69.75

**10. SPECIAL FEATURES**  
SPANISH PROGRAMS  
1-min flat, ea..... 12.00 30-sec flat, ea..... 9.50

**W L R O**  
1969  
LORAIN  
Media Code 4 236 6000 0.00  
Lorain Community Broadcasting Co., 939 Broadway, Lorain, Ohio 44052. Phone 216-244-1380.

**STATION'S PROGRAMMING DESCRIPTION**  
WLRO: Programmed for adults and young adults with participating community interest and entertainment shows.  
NEWS: 5 min local at :60; network at :30. Expanded news at 7, 8 am, 12N, 3, 4, & 5 pm. ALL PERSONALITIES handle all music shows. MUSIC: 90% MOR. FEATURES: call in program 10-11 am. M-F Sun—Spanish program 10-10:45 am; Polish 12N-2 pm. Weather programs at :15 & :45 daily, including boating conditions. Contact Representative for further details. Rec'd 7/26/72.

- 1. PERSONNEL**  
President—Andrew J. Warhola.  
General Manager—Mary Wallace.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.
- 3. FACILITIES**  
500 w.; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11h, 12h, 13h, 14g, 15b, 15d.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47c, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60c, 60g, 60i



# OHIO

## Lorain-Elyria—W L R O—Continued

156 x	1 min	30 sec	20 sec	10 sec
208 x	8.25	6.00	5.75	4.95
260 x	7.75	6.20	5.40	4.65
312 x	7.25	5.80	5.05	4.35
324 x	6.75	5.40	4.70	4.05
624 x	5.40	4.00	4.20	3.60
1000 x	5.00	4.00	3.50	3.00

### 7. PACKAGE PLANS

WEEKLY-ROS-WITHIN 7 DAYS							
1 min	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min	7.00	7.00	6.75	6.50	6.25	6.00	5.75
30 sec	6.50	6.00	5.75	5.50	5.25	5.00	4.75
20 sec	5.40	5.10	4.95	4.80	4.65	4.50	4.25
10 sec	4.75	4.50	4.40	4.25	4.15	4.00	3.75

## MANSFIELD (2 AM; 2 FM)

Plus 1 paid duplicate.  
 Richland County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

## WCLW WCLW-FM

Media Code 4 236 6060 4.00  
 Frederick Eckhardt, 771 McPherson St., Mansfield, Ohio, 44906, Phone 419-525-2333.

1. PERSONNEL  
 Pres., Gen'l & Com'l Mgr.—Frederick Eckhardt.

3. FACILITIES  
 250 w., 1140 kc.  
 Operating schedule: Sunrise-local sunset. EST.  
 FM FACILITIES  
 ERP 25,000 w.; 105.3 mc.  
 Operating schedule: 6:00 am-11:00 pm.

4. AGENCY COMMISSION  
 15% on time; no cash discount. Bills payable monthly.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 15b.  
 Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24b, 25b, 26, 28a, 28c, 29a, 30.

Contracts: 40a, 44a, 44b, 45, 46, 47a, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 60i, 61c, 62d.  
 Cancellation: 70a, 71b.  
 Member: Buckeye Farm Network.

TIME RATES  
 Rates effective December 20, 1957.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES  
 1 hr. 1/2 hr. 1/4 hr. 10 min. 5 min. (\*)

1 time	45.00	29.00	19.00	14.00	9.50	5.50
13 times	48.00	27.00	17.00	13.25	9.00	5.00
52 times	40.00	24.00	16.00	12.00	8.00	4.50
104 times	35.00	21.00	14.50	11.00	7.00	4.00

(\*) 1-minute, 100 words or less.

## WMAN

1939  
 American Information Network

Media Code 4 236 6120 6.00  
 Richland, Inc., Box 8, 144-1/2 Park Ave. W., Mansfield, Ohio 44901, Phone 419-524-2211.

STATION'S PROGRAMMING DESCRIPTION  
 WMAN: Programmed for adults and young adults. General popular music 58%, middle-of-the-road 30%, standard 20%, showtunes, light classics, country 6%. NEWS 18%; 10% network, 8% local. SPORTS 13%: professional, college and high school football, major league baseball and high school basketball. Public affairs, other talk programs 13%. M-F schedule: 5:45-6:30 am news, farm news and interviews, 6:30-9 am am news, some music, 9-11 am variety, woman's features, 11 am-1 pm public service features, music, 1-4 pm music, news, guest conversation, 4-7:30 pm music, news, sports, 7:30 pm-12M music, news, talk, live sports. Contact Representative for further details. Rec'd 8/4/67.

1. PERSONNEL  
 President—John P. Rubin.  
 Vice-Pres. & Gen'l Mgr.—Charles M. Carson.  
 Program Director—Robert A. James.

2. REPRESENTATIVES  
 Alan Torbet Associates, Inc.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1400 kc.  
 Non-directional.  
 Operating schedule: 5 am-midnight. EST.

4. AGENCY COMMISSION  
 15/0.

5. GENERAL ADVERTISING See coded regulations  
 General: 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10b, 11b, 14b.  
 Basic Rates: 22b, 23a, 24b, 25a, 26, 29a.  
 Contracts: 40c, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60a.  
 Cancellation: 70a, 70c, 71a.

Affiliated with American Information Network.  
 Affiliated with AFA Radio Network.  
 Member: Ohio Radio Network.

TIME RATES  
 No. 8 Eff 7/1/74—Rec'd 8/28/74.

AA—Mon thru Fri 6-10 am, 11:30 am-1:30 pm & 3-7 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	15.10	12.25	12.35	14.00	12.25
13 x	14.10	12.50	11.50	13.10	11.50
26 x	13.25	11.95	10.60	12.25	10.95
52 x	12.35	11.05	9.70	11.35	10.05
104 x	11.50	10.20	8.80	10.50	9.20
156 x	10.60	9.30	7.95	9.60	8.30
260 x	9.70	8.40	7.05	8.70	7.40
320 x	8.80	7.50	6.20	7.80	6.50
1000 x	7.95	6.65	5.90	6.95	5.65

7. PACKAGE PLANS  
 7 CONSEC DAYS:  
 30 ti. deduct. . . . .30 50 ti. deduct. . . . .50

## 8. PROGRAM TIME RATES

1 hr.	131.55	13x	26x	52x	104x	156x	260x
1/2 hr.	67.85	64.70	61.75	58.80	55.90	52.95	50.00
1/4 hr.	34.25	31.75	29.25	26.80	24.30	21.80	19.30
10 min	36.20	34.70	33.25	31.75	30.30	28.80	27.35
5 min.	22.35	21.75	20.60	20.00	19.10	18.25	17.35

## W N C O - F M

1947  
 ASHLAND  
 N A F M B

(This is a paid duplicate of the listing appearing under Ashland, Ohio.)  
 Media Code 4 236 0421 4.00  
 Ashland Broadcasting Corp., Box 311, Mansfield Rd., Ashland, Ohio 44805, Phone 419-289-2605.

STATION'S PROGRAMMING DESCRIPTION  
 WNCO-FM: Programmed for adults and young adults. MUSIC: C & W. NEWS: local, regional, national. FEATURES: club calendar, swap shop, markets, weather, agriculture & sports news. Contact Representative for further details. Rec'd 10/18/73.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Walter Roberts.

2. REPRESENTATIVES  
 PRO Time Sales, Inc.  
 Regional Reps Corp.

3. FACILITIES  
 ERP 50,000 w.; 101.3 mc. Stereo.  
 Operating schedule: 6 am-midnight. EST.  
 Antenna ht.: 388 ft. above average terrain.

4. AGENCY COMMISSION  
 15%.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.

TIME RATES  
 No. 6 Eff 6/1/71—Rec'd 10/18/73.

6. SPOT ANNOUNCEMENTS

1 x	6.50	4.00	2.50
26 x	6.00	3.50	2.00

7. PACKAGE PLANS  
 PER WK. ROS:  
 36 ti. . . . . 5 3 2 (D)

## W W N O

1962  
 N A B R A B N A F M B

Media Code 4 236 6180 0.00  
 Johnny Applesed Broadcasting Co., 2900 Park Ave. W., Mansfield, Ohio 44906, Phone 419-529-5900.

STATION'S PROGRAMMING DESCRIPTION  
 WWO: Programmed for groups 25-49 years. Day-time: housewife and professional and clerical in office. Nighttime: male head of household. MUSIC: 85% general popular instrumental middle-of-the-road sub-categories, 80% middle-of-the-road, 15% jazz oriented, 3% semi-classical, light, 2% religious Sun only. Air personality 6-9 am, 3:30-4:30 pm, 8:30-9:30 pm. NEWS 10%; national 4%, international 4%, regional and local 2%. Network news every 60 min at :30, 3 mobile news crusaders, Hals Hour. UPJ. Public affairs commentary 2.5%. Rec'd 1/27/71.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—Günther Meisse.  
 Program Director—Charles Henckley.  
 General Sales Manager—Glen Cheesman.

3. FACILITIES  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.1 mc. Stereo.  
 Operating schedule: 5:30-2:30 am. EST.  
 Antenna ht.: 245 ft. above average terrain.

4. AGENCY COMMISSION  
 15/0; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 3c, 4a, 4c, 5, 6b, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 25a, 29a.  
 Contracts: 40a, 44a, 45, 46, 47a, 51c.  
 Comb.: Cont. Discounts: 60i, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American FM Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 No. 4 Eff 8/1/74—Rec'd 7/19/74.

6. SPOT ANNOUNCEMENTS

1 min	14.00	13.00	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00
15 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50

7. PACKAGE PLANS  
 WEEKLY SATURATION PLANS  
 7 CONSEC DAYS:  
 1 min. . . . . 20 ti 30 ti 40 ti 50 ti  
 1 min. . . . . 11.00 10.00 9.00 8.00  
 30 sec. . . . . 9.00 8.00 7.00 6.00  
 15 sec. . . . . 6.50 6.00 5.50 5.00

MARIETTA (2 AM; 1 FM)

Washington County—Map Location F-8  
 See SRDS consumer market map and data at beginning of the State.

## W B R J

1984  
 Subscriber to the NAB Radio Code  
 Media Code 4 236 6240 2.00  
 5KV, Inc., Box 329, Pennsylvania Ave., Marietta, Ohio 45750, Phone 614-373-0910.

STATION'S PROGRAMMING DESCRIPTION  
 WBRJ: MUSIC: modern country including top 100 singles, top 50 albums. NEWS: at :25 & :55; expanded 11:45 am & 4:45 pm; 3 man news staff; weather at :15 & :45 from U. S. weather service wire. FARM: reports M-Sat at 1 pm. 7 combo announcers. 10 sec talk format. 5 records each 30 min. Contact Representative for further details. Rec'd 1/31/74.

1. PERSONNEL  
 Station Manager—Carl Cloris.

## 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
 Pittsburgh—Gateway Reps, Inc.  
 Regional Reps Corp.

3. FACILITIES  
 5,000 w. days; 910 kc. Directional.  
 500 w. pre-sunrise.  
 Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
 15/0 time and talent; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a.  
 Rate Protection: 10a, 15b.  
 Basic Rates: 22a, 23a, 28a, 29a.  
 Contracts: 40c, 46.  
 Comb.: Cont. Discounts: 60b, 60e, 61a.  
 (Cancellation: 71a.  
 Prod. Services: 82.  
 Affiliated with KBS and ATA Radio Network.  
 Member: Ohio Radio Network.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 Eff—Rec'd 9/8/70.

6. SPOT ANNOUNCEMENTS

1 min.	6.00	5.50	5.00	4.75	4.50	4.25
30 sec.	5.50	5.00	4.50	4.25	4.00	3.75
15 sec.	3.00	2.75	2.50	2.40	2.25	2.15

CLASS AA  
 CLASS A

1 min.	5.50	5.00	4.75	4.50	4.25	4.00
30 sec.	5.00	4.50	4.25	4.00	3.75	3.50
15 sec.	2.75	2.50	2.40	2.25	2.15	2.00

7. PACKAGE PLANS  
 WEEKLY PLANS—ROS  
 (50% AA, when available)  
 PER WK: 10 ti 15 ti 20 ti 30 ti 40 ti 50 ti

1 min.	5.00	4.75	4.50	4.25	3.75	3.50
30 sec.	4.00	3.75	3.50	3.25	3.00	2.75
15 sec.	2.50	2.35	2.25	2.15	1.85	1.75

10. SPECIAL FEATURES  
 NEWSCASTS  
 News 5-minutes at :25 and :55 each hour. Ohio and West Virginia headlines 1-1/2 x the applicable 1-minute rate.

WEATHER HIGHLIGHTS  
 At :15 and :45 each hour. 3 minutes each at 1-1/4 x applicable 1-minute rate. (D)

## W M O A W M O A - F M

1948 1966  
 Media Code 4 236 6300 4.00  
 WMOA, Inc., Box 708, Marietta, Ohio, 45750.  
 Phone 614-373-1490.  
 Studio: 925 Lancaster Street, Marietta, Ohio.

STATION'S PROGRAMMING DESCRIPTION  
 WMOA: Programmed for general interest.  
 AIR PERSONALITIES handle all segments. FARM: 6-7 am, market reports and county agent reports. NEWS: network, state and local every hour on hour. MUSIC: general popular music throughout day. Sports, news local, state, national and international, stock market report local social events, weather daily, M-F 5:45-6:30 pm. Local high school and college football and basketball, major league baseball and football, college rowing. Woman's program, Wed 11:05 am-noon weekly. Daily stock market report 1:05-1:10 pm and educational and informational programs daily 1:15-1:30 pm. Music 50%, news, talk and sports 20%. Weekend programming includes sports, network entertainment service, religious programs, news and music. Rec'd 10/26/67.

1. PERSONNEL  
 President—Ray H. Rosenblum.  
 General Manager—Lawrence P. Steinel.  
 Office Manager—Janet Pottmeyer.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
 FM-ERP 3,000 w.; 94.3 mc. Stereo.  
 Operating schedule: 6 am-midnight daily. EST.

4. AGENCY COMMISSION  
 15/0 time.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 33b.  
 Contracts: 40a, 42b, 44a, 45, 46, 47a, 48, 49, 51a.  
 Comb.: Cont. Discounts: 60a, 61a.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Prod. Services: 80.  
 Affiliated with CBS.

TIME RATES  
 Eff—Rec'd 4/30/70.

6. SPOT ANNOUNCEMENTS

1 min.	5.50	5.2x	104x	520x
30 sec.	4.40	4.00	3.60	3.20

8. PARTICIPATING PROGRAMS  
 Women's World—Mon thru Fri 11:05-11:30 am.  
 Marietta College Student Center Interviews—Sat 11 am-noon  
 Per participation. . . . . 10.00

10. SPECIAL FEATURES  
 Cincinnati Reds baseball, per participation. . . . . 6.00  
 Cleveland Browns football, per participation. . . . . 10.00 (Q)

## MARION (1 AM; 1 FM)

Marion County—Map Location D-5  
 See SRDS consumer market map and data at beginning of the State.

## W M R N

1940  
 N A B R A B

Subscriber to the NAB Radio Code  
 Media Code 4 236 6360 8.00  
 The Marion Broadcasting Co., Box 518, Marion, Ohio 43302, Phone 614-383-1131.

STATION'S PROGRAMMING DESCRIPTION  
 WMRN: Programmed for general adult interest.  
 MUSIC: 50% standards & 50% currently popular.

3. FACILITIES  
 ERP 25,000 w. (horiz.), 25,000 w. (vert.); 106.9 mc. Stereo.  
 Operating schedule: 6 am-midnight daily. EST.  
 Antenna ht.: 340 ft. above average terrain.

TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 Eff 4/1/74—Rec'd 3/15/74.

7. PACKAGE PLANS  
 TAP—1 MINUTE/LESS—6 AM-MIDNIGHT  
 PER WK: 1 ti 7 ti 14 ti 21 ti \*28-49

13 wk.	8.35	7.50	6.25	5.20	4.15
26 wk.	8.05	7.00	6.00	4.95	3.90
39 wk.	7.80	6.75	5.70	4.70	3.65
52 wk.	7.50	6.50	5.45	4.45	3.35

SHORT-TERM SCHEDULES—LESS THAN 13 WKS  
 Ea . . . . . 8.85 7.80 6.75 5.70  
 (\*) Maximum.

NEWS: at :60; network & local news staff. Closing market reports at 5:55 pm. M-F. SPORTS: news, interviews, commentary, discussion, high school football & basketball, professional & college football. FARM: 12:05-12:45 pm, M-Sat, markets, weather, environmental information, news, interviews, farm calendar, consumer information. Woman's program 10:05-11 am, M-F—(fads, fashions,



# MEDINA

Medina County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WDBN (FM)

1960



Subscriber to the NAB Radio Code  
Media Code 4 236 6480 4.00  
WDBN, Inc., 4988 Gateway Dr., Medina, Ohio 44256.  
Phone 216-523-1345.  
Sales Office—340 Stetler Hilton Hotel, Cleveland, Ohio 44115. Phone 216-861-8232.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert McBride Miller.  
Vice-President/Sales—Manuel H. Eisner.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 118,000 w. (horiz.), 118,000 w. (vert.); 94.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 14c.  
Basic Rates: 20b, 21a, 25a, 28c, 29a, 30.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60l, 61c, 62d.  
Cancellation: 70c, 71a, 72.  
Prod. Services: 80.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 5 ET 6/1/70—Rec'd 5/27/70.  
AA—Mon thru Sun 10 am-3 pm.  
A—Mon thru Sun 6-10 am & 3-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 U	50.00	40.00	40.00	32.00	35.00	28.00
6 T	48.00	38.40	38.00	30.40	33.00	26.40
12 U	46.00	36.80	36.00	28.80	31.00	24.80
18 T	44.00	35.20	34.00	27.20	29.00	23.20

PER YR: 250x 44.00 35.20 34.00 27.20 29.00 23.20  
500x 42.00 33.60 32.00 25.60 27.00 21.60  
1000x 40.00 32.00 30.00 24.00 25.00 20.00  
C: 60% of B rates.  
Guaranteed rotation within specific time periods.

### 7. PACKAGE PLANS

PER WK:	DAYTIME—1/2AA, 1/2A	6 T	12 T	18 T	24 T
1 min	45.00	43.00	41.00	39.00	37.00
30 sec	36.00	34.40	32.80	31.20	29.60
PER YR:	250x	500x	1000x		
1 min	41.00	39.00	37.00		
30 sec	32.80	31.20	29.60		

### 8. PROGRAM TIME RATES

PER WK:	6 T	12 T	18 T	24 T
1 min	42.00	40.00	38.00	36.00
30 sec	33.60	32.00	30.40	28.80
PER YR:	250x	500x	1000x	
1 min	38.00	36.00	34.00	
30 sec	30.40	28.80	27.20	

### 9. WEEKLY PLAN—BTA

PER WK:	6 T	12 T	18 T	24 T
1 min	38.00	36.00	34.00	32.00
30 sec	30.40	28.80	27.20	25.60
PER YR:	250x	500x	1000x	
1 min	34.00	32.00	30.00	
30 sec	27.20	25.60	24.00	

### 10. SPECIAL FEATURES

Mon thru Fri 6, 6:30, 7, 7:30, 8, 8:30, 9 am, noon, 3, 4, 5, 6, 7 pm.  
Includes 1 1-minute spot plus 10-second open and close. (D-2)

### 11. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 12. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 13. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 14. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 15. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 16. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 17. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 18. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

### 19. STATION'S PROGRAMMING DESCRIPTION

WPVL: Programmed for adult general interest. NEWS: 60% local, 40% national. 6-10 am; news, feature, talk & music program handled by air personality. 6:50 & 8:10 am 5 min weather & news; 6:45, 7:15, 8:45 am 5 min sports news; 7:30-7:40 am local news; 7:45-7:50 am business & financial report; 9:05-9:30 am public affairs interview; 5 min news at :30 6-10 am. ENTERTAINMENT: Music-MOR 10 am-3 pm; 5 min news at :30. Local features at :15 & :45 on home & garden, books, money, law, real estate, financial ventures, mental health, schools,

pets, community events, equestrian interests, area history. 12:30-12:45 pm local news. 5:30-6 pm National & local news, weather, stock market reports & sports interviews. Rec'd 4/12/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Anthony S. Ocopek.  
General Sales Manager—Thomas E. Guthrie.  
Station Manager—Gary L. Kneisley.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1460 kc. Directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 9.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 24a, 24b, 25a, 26, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 61a, 60c, 61c, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

No. 7105R ET 5/1/74—Rec'd 5/31/74.  
Traffic—Mon thru Sat 6-10 am & 3-7 pm.  
ROS—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1x	13x	26x	52x	104x	156x	208x
PER YR:	11.80	11.30	10.80	10.40	9.90	9.40	8.90
1 min	9.40	9.10	8.70	8.40	8.00	7.70	7.30
30 sec	7.10	6.80	6.60	6.40	6.10	5.90	5.60
PER YR:	260x	312x	365x	520x	1040x	1560x	2080x
1 min	8.50	8.00	7.50	7.10	6.60	6.10	5.60
30 sec	6.90	6.60	6.30	5.90	5.50	5.20	4.80
15 sec	5.40	5.20	4.90	4.70	4.50	4.30	4.10

### TRAFFIC

PER WK:	1x	13x	26x	52x	104x	156x	208x
PER YR:	15.30	14.80	14.40	13.90	13.40	12.90	12.50
1 min	12.30	11.90	11.50	11.20	10.80	10.50	10.10
30 sec	9.20	8.90	8.70	8.50	8.30	8.00	7.80
PER YR:	260x	312x	365x	520x	1040x	1560x	2080x
1 min	12.00	11.60	11.10	10.60	10.10	9.70	9.30
30 sec	9.80	9.40	9.10	8.70	8.40	8.00	7.60
15 sec	7.50	7.30	7.10	6.80	6.60	6.40	6.20

### 10. PROGRAM TIME RATES

PER WK:	1x	13x	26x	52x	104x	156x	208x
PER YR:	15.30	14.80	14.40	13.90	13.40	12.90	12.50
2-1/2 min	17.00	16.50	16.00	15.50	15.00	14.50	14.00
5 min	17.00	16.50	16.00	15.50	15.00	14.50	14.00
10 min	17.00	16.50	16.00	15.50	15.00	14.50	14.00
1/4 hr	34.00	33.00	32.00	31.00	30.00	29.00	28.00
1/2 hr	66.00	65.00	64.00	63.00	62.00	61.00	60.00

### TRAFFIC

PER WK:	1x	13x	26x	52x	104x	156x	208x
PER YR:	21.20	20.20	19.30	18.40	17.40	16.50	15.50
2-1/2 min	21.20	20.20	19.30	18.40	17.40	16.50	15.50
5 min	21.20	20.20	19.30	18.40	17.40	16.50	15.50
10 min	21.20	20.20	19.30	18.40	17.40	16.50	15.50
1/4 hr	38.80	37.90	36.90	36.00	35.10	34.20	33.30
1/2 hr	61.20	60.30	59.30	58.40	57.40	56.50	55.50

### 11. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 12. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 13. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 14. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 15. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 16. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 17. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 18. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 19. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 20. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### 21. STATION'S PROGRAMMING DESCRIPTION

Meigs County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## MIDDLETOWN

Butler County—Map Location A-8  
See SRDS consumer market map and data at beginning of the State.

## See Hamilton-Middletown (including Fairfield)

## MILFORD

Clermont County—Map Location B-9  
See SRDS consumer market map and data at beginning of the State.

## See Cincinnati (including Covington, Erlanger, Newport, Ky.; Milford, Ohio)

## MOUNT VERNON (1 AM; 1 FM)

Knox County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WMVO 1953

Subscriber to the NAB Radio Code  
Media Code 4 236 6600 7.00  
The Mount Vernon Broadcasting Co., Box 348, Cash-ocetown Rd., Mount Vernon, Ohio 43050. Phone 614-393-2111, 392-0946.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stephen Zelkowitz.  
Dome & Associates, Inc.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
500 w. days; 1300 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 20,000 w.; 93.7 mc.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Member: Ohio Radio Network, Farm Radio Network, Agri Broadcasting Network.

### 7. PACKAGE PLANS

WK:	5 T	10 T	15 T	20 T	25 T	40 T	50 T
1 min	6.35	6.20	6.10				

# OHIO

## Network—W H T H—Continued

PROGRAM TIME RATES					
	1x	25x	50x	130x	260x
1/4 hr.	20.00	19.50	19.00	18.25	17.00
10 min.	15.00	14.25	13.50	12.00	11.00
5 min.	11.00	9.50	9.00	8.50	8.00
SPECIAL FEATURES					
NEWS:	1x	25x	50x	130x	260x
1/4 hr.	23.50	23.00	22.50	21.75	20.50
10 min.	18.50	17.75	17.00	15.50	14.50
5 min.	13.50	13.20	13.00	12.25	11.25
Weather/Time—es 2.90 (minimum 5 per day).					

## WNKO (FM)

1972  
NEWARK



Media Code 4 236 6678 3.00  
Bunnymede Corp., Box 1057, 1000 N. 40th St., Newark, Ohio 43055. Phone 614-344-0361.  
See affiliated AM station for additional information  
AM facilities: WHTH.

**STATION'S PROGRAMMING DESCRIPTION**  
WNKO (FM): Programmed for adults and young adults.

**4. AIB PERSONALITIES** sign-on to sign-off. MUSIC: general popular: albums 65%, country and western 30%, current hits 20%, MOR 50%, instrumental 50%, vocals 50%. 1 hour music specials every night. NEWS: national at :30, state & local at :30. School news 2 hours weekly. SPORTS: 5 min reports 6X daily. Professional baseball, high school football, basketball and baseball. Community service oriented. COMMERCIAL POLICY: 18 min max per hour. Contact Representative for further details. Rec'd 3/7/74.

### 1. PERSONNEL

Sales Manager—Tom Swank  
Program Director—Steve Dugan.

### 3. FACILITIES

ERP 3,000 w.; 101.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; 10th of month.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 1/73—Rec'd 3/13/74.

### 6. SPOT ANNOUNCEMENTS

	1x	50x	150x	250x	500x	800x	1200x
1 min	5.00	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	4.00	3.75	3.50	3.25	3.00	2.75	2.50
10 sec	flat 2.00.						

## NEW BOSTON

Scioto County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

## See Portsmouth

(including New Boston)

## NEW PHILADELPHIA-DOVER

(1 AM; 2 FM)

Tuscarawas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WJER

1950

DOVER-NEW PHILADELPHIA



Subscriber to the NAB Radio Code  
Media Code 4 236 6682 5.00  
Dover Broadcasting Co., 646 Boulevard St., Dover, Ohio 44622. Phone 216-343-7755

**STATION'S PROGRAMMING DESCRIPTION**  
WJER: Programmed for adults and young adults. NEWS: network at :30; local at :60. 15-min local news at 10 am & 12 N. Extensive news, sports & markets 5-5:30 pm. FAIRM: markets, county extension programs & local farm news 12:45-1 pm.

MUSIC: MOR 5 am-12 pm; Rock 7 pm-12 M. SPORTS: local high school sports, pro baseball & football, college football. COMMERCIAL POLICY: 18 minutes maximum per hour. Remotes available. Contact Representative for further details. Rec'd 2/22/73.

### 1. PERSONNEL

Gen'l Mgr. & Chief Engr.—Don Graff.  
Assistant Manager—David Robert Jacobs.

### 2. REPRESENTATIVES

Regional Reps Corp.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.  
Partial simulcast operation. Simulcast 5-9 am. For non-simulcast facilities see WJER-FM.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11i, 12g, 13h, 14g.  
Basic Rates: 20b, 21d, 22b, 23a, 24b, 25a, 28b, 29c, 29b, 30.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 50, 51c.

Comb. Cont. Discounts: 60c, 60e, 62b, 62d.  
Cancellation: 70a, 71a, 72.  
Prod. Services: 82.  
Affiliated with MBS.  
Member: Ohio Radio Network, Farm Radio Network, Buckeye Farm Network, Agril Broadcasting Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 12 ET 1/1/74—Rec'd 12/5/73.

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	6.00	4.50	5.00	3.75	4.00	3.00
100 x	5.53	4.20	4.65	3.50	3.70	2.80
251 x	5.15	3.90	4.30	3.25	3.45	2.60
500 x	4.75	3.60	3.95	3.00	3.15	2.40
1000 x	4.30	3.30	3.60	2.75	2.90	2.20

### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	6.00	4.50	5.00	3.75	4.00	3.00
100 x	5.53	4.20	4.65	3.50	3.70	2.80
251 x	5.15	3.90	4.30	3.25	3.45	2.60
500 x	4.75	3.60	3.95	3.00	3.15	2.40
1000 x	4.30	3.30	3.60	2.75	2.90	2.20

### 7. PACKAGE PLANS

	1 min	30 sec	1 min	30 sec
TOTAL AUDIENCE PLAN, PER WK:	1 min	30 sec	1 min	30 sec
12 Plan (AAA, 6A, 9B)	53.10	40.50		
24 Plan (AAA, 11A, 5B)	97.20	73.80		
48 Plan (15AA, 24A, 9B)	177.00	135.30		
WKND: SAT, SUN, MON:				
10 spots ea day	87.00	68.00		
6 spots ea day	56.70	45.00		

## WJER-FM

1968

DOVER-NEW PHILADELPHIA



Subscriber to the NAB Radio Code  
Media Code 4 236 6683 3.00  
Dover Broadcasting Co., Inc., 646 Boulevard St., Dover, Ohio 44622. Phone 216-343-7755.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 3,000 w. (horiz. & vert.); 101.7 mc. Stereo.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 9 am-midnight. For simulcast facilities see WJER.

#### TIME RATES

No. 12 ET 1/1/74—Rec'd 12/5/73.

	1 min	105x	251x	500x	1000x
1 min	4.00	3.70	3.45	3.15	2.90
30 sec	3.00	2.80	2.60	2.40	2.20

## WNPQ (FM)

1969

NEW PHILADELPHIA

Media Code 4 236 6690 8.00  
Tuscarawas Broadcasting Co., Inc., Box 143, High Ave., New Philadelphia, Ohio 44663. Phone 216-343-2700.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ken Neff.

### 2. REPRESENTATIVES

Regional Reps Corp.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 225 ft. above average terrain.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b, 15c.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: WBTC, Uhrbrichville.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 7/1/69—Rec'd 7/30/70.

	1 min	1 min	1 min
1 x	3.85	156 x	3.35
13 x	3.75	208 x	3.25
26 x	3.65	260 x	3.10
52 x	3.55	312 x	2.95
104 x	3.45	365 x	2.80
30 sec:	80% of 1-min.		

### 6. SPOT ANNOUNCEMENTS

	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	35.00	20.00	14.00	11.00	8.00
26 x	33.25	18.00	12.00	10.50	7.00
39 x	31.50	17.50	11.00	10.20	6.50
52 x	29.75	16.50	10.50	10.00	5.90
104 x	28.00	15.50	9.50	8.00	4.80
156 x	26.25	14.50	9.00	7.50	4.40
208 x	24.50	13.50	8.50	7.00	4.20
260 x	22.75	12.50	8.00	6.50	3.90
312 x	21.00	11.50	7.50	6.00	3.50
365 x	19.25	10.50	7.00	5.50	3.25

### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	35.00	20.00	14.00	11.00	8.00
26 x	33.25	18.00	12.00	10.50	7.00
39 x	31.50	17.50	11.00	10.20	6.50
52 x	29.75	16.50	10.50	10.00	5.90
104 x	28.00	15.50	9.50	8.00	4.80
156 x	26.25	14.50	9.00	7.50	4.40
208 x	24.50	13.50	8.50	7.00	4.20
260 x	22.75	12.50	8.00	6.50	3.90
312 x	21.00	11.50	7.50	6.00	3.50
365 x	19.25	10.50	7.00	5.50	3.25

## NILES

Trumbull County—Map Location G-4.  
See SRDS consumer market map and data at beginning of the State.

## See Youngstown

(including Campbell, Niles)

## NORWALK (1 AM; 1 FM)

Huron County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WLKR

1968



Media Code 4 236 6720 3.00  
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 419-668-8151.

### 1. PERSONNEL

Station Manager—James R. Westerhold.

### 2. REPRESENTATIVES

King Communications Incorporated.

### 3. FACILITIES

500 w. days; 1510 kc. Directional.  
Operating schedule: sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast AM operational hours. For non-simulcast facilities see WLKR-FM.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: Agril Broadcasting Network.

#### TIME RATES

No. 9-A ET 6/1/74—Rec'd 7/29/74.

	5x	156x	260x	520x	1040x	1500x
1 min	7.75	7.50	7.25	6.75	6.25	5.75
30 sec:	80% of 1-min.					
10 sec:	50% of 1-min.					

### 7. PACKAGE PLANS

PER WK: 5 ti 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min: 7.75 7.50 7.25 6.75 6.25 5.75

## WLKR-FM

1962



Media Code 4 236 6760 7.00  
Ohio Radio, Inc., Box 547, 285 Benedict Ave., Norwalk, Ohio 44857. Phone 419-668-8151.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 2,500 w.; 95.3 mc.  
Operating schedule: 6:00 am-11:00 pm. EST.  
Antenna ht.: 175 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WLKR.

#### TIME RATES

Rates are identical to WLKR. See that listing.

## OBERLIN

Lorain County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WOBL

1971

Media Code 4 236 6800 3.00  
WOBL, Inc., Box 277, Oberlin, Ohio 44074. Phone 216-774-1570.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Harry Wilber.

### 3. FACILITIES

250 w. days; 1570 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL RATE POLICY

Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 7/1/74—Rec'd 6/8/74.

	AA	A
AA—6		



**Piqua—WPTW—Continued**

- 4. AGENCY COMMISSION**  
15% payable when received.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Ohio Radio Network, Agri Broadcasting Network.

**TIME RATES**

AM/FM COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 14 Eff 4/1/74—Rec'd 1/31/74.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |       |
|---------|------|------|------|------|-------|
| PER YR: | 50x  | 150x | 300x | 600x | 1200x |
| PER WK: | 10   | 30   | 60   | 120  | 240   |
| 1 min.  | 6.25 | 5.75 | 5.25 | 5.00 | 4.50  |
| 30 sec. | 5.50 | 5.00 | 4.50 | 4.25 | 3.75  |
- To be used within 7 consec days. ROS unless ordered on 13-wk minimum sched. AM/FM spots may be split if duplicated spots not available.

**WPTW-FM**  
1960

**NAB** **RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 236 6961 3.00  
WPTW Radio, Inc., 1625 W. Covington Ave., Piqua, Ohio 45356. Phone 773-3513.  
See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
WPTW-FM: MUSIC: MOR, dance bands, vocals.
- 3. FACILITIES**  
ERP 35,000 w.; 95.7 mc.  
Operating schedule: 6 am-midnight, EST.  
Partial simulcast operation. Operated separately 6 am-5 pm Mon thru Fri. For simulcast facilities see WPTW.
- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WPTW. See that listing for rates.

**TIME RATES**

FM only: Combination rate less 1.00 per spot.

**PORT CLINTON**

Ottawa County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

**WRWR (FM)**  
1961

**NAB** **RAB**

- Media Code 4 236 7020 7.00  
Ohio Radio, Inc., Box P, Port Clinton, Ohio 43458.  
Phone 419-734-3146.
- 1. PERSONNEL**  
Station Manager—Wayne Kenney.
- 2. FACILITIES**  
ERP 6,700 w.; 94.5 mc. Stereo.  
Operating schedule: 6 am-11 pm, EST.  
Antenna ht.: 165 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None: all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 9/1/73—Rec'd 9/29/72.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 4.50 | 4.35 | 4.20 | 4.00 | 3.75 |
| 30 sec. | 3.60 | 3.50 | 3.40 | 3.20 | 3.00 |
| 1 min.  | 3.50 | 3.25 | 3.10 | 2.85 | 2.60 |
| 30 sec. | 2.80 | 2.60 | 2.50 | 2.30 | 2.10 |
- 7. PACKAGE PLANS**
- |         |       |       |       |       |
|---------|-------|-------|-------|-------|
| PER WK: | 10 ti | 20 ti | 30 ti | 40 ti |
| 1 min.  | 3.35  | 4.20  | 4.00  | 3.75  |
| 30 sec. | 3.50  | 3.40  | 3.20  | 3.00  |

**PORTSMOUTH (3 AM; 2 FM)**

(including New Boston)  
Scioto County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WIOI**

1959  
NEW BOSTON

**NAB** **RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 236 7080 1.00  
WIOI, Inc., Box 909, Room 211, Masonic Temple Bldg., Portsmouth, Ohio. 45662. Phone 614-354-2801.
- 1. PERSONNEL**  
President & Gen'l Mgr.—Charles E. MalDet.
- 2. REPRESENTATIVES**  
King Communications Incorporated.
- 3. FACILITIES**  
1,000 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS and KBS.

**TIME RATES**

Rates effective  
Rates received May 7, 1962.

- 6. SPOT ANNOUNCEMENTS**
- |                   |      |           |      |
|-------------------|------|-----------|------|
| 1-minute or less: | 5.00 | 104 times | 4.10 |
| 24 times          | 4.70 | 156 times | 3.90 |
| 52 times          | 4.40 | 260 times | 3.50 |
- 7. PACKAGE PLANS**
- |          |      |          |      |
|----------|------|----------|------|
| 12 times | 4.00 | 25 times | 3.50 |
|----------|------|----------|------|

**WNXT WNXT-FM**  
1951 PORTSMOUTH 1966

**NAB** **RAB**

A T/R, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 236 7140 3.00  
T/R Inc., Box 1228, Masonic Bldg., Portsmouth, Ohio. 45662. Phone 614-353-1161.

- 1. PERSONNEL**  
President—Clay Littleck.  
Managing Director—Allan Land.  
General Manager—Bob C. Wagner.
- 2. REPRESENTATIVES**  
Savall/Gates, Inc.  
Regional Reprs Corp.
- 3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 1260 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30-12:30 am, EST.  
FM-ERP 900 w.; 99.3 mc.  
Operating schedule: 5:30-12:30 am daily; 6 am-midnight Sun, EST.
- 4. AGENCY COMMISSION**  
15/0 net time; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 22b, 23a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Member: Ohio Radio Network.

**TIME RATES**

Rates effective August 1, 1954.  
Rates received June 30, 1954.

- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- |           |         |        |        |
|-----------|---------|--------|--------|
| 1/4 hr.   | 10 min. | 5 min. | 1 min. |
| 1 time    | 23.00   | 21.00  | 14.00  |
| 26 times  | 26.00   | 19.50  | 13.50  |
| 52 times  | 25.00   | 18.90  | 12.90  |
| 104 times | 23.50   | 17.85  | 11.80  |
| 156 times | 22.40   | 16.80  | 11.20  |
| 260 times | 21.00   | 15.75  | 10.50  |
| 312 times | 19.60   | 14.70  | 9.80   |
- 30 seconds—70% of applicable 1-minute frequency.  
20 seconds—60% of applicable 1-minute frequency.  
10 seconds—50% of applicable 1-minute frequency.  
Rates for periods longer than 1/4 hour on request.
- 7. PACKAGE PLANS**
- WEEKLY SPOT PACKAGES  
(Run-on-schedule, within 1 week)
- |                    |      |
|--------------------|------|
| 12 times, per spot | 5.50 |
| 18 times, per spot | 5.25 |
| 24 times, per spot | 5.00 |

**WPAY**

1955 PORTSMOUTH

**NAB** **RAB**

A Braden Owned Station  
Media Code 4 236 7200 5.00  
WPAY, Inc., Box 951, 1009 Gallia St., Portsmouth, Ohio 45662. Phone 614-353-5176.

- STATION'S PROGRAMMING DESCRIPTION**  
WPAY: Programmed for general interest, adults & young adults.
- PERSONALITIES** handle all segments. NEWS: emphasis on local; 30 min at noon & 5:30 pm covering weather, sports, stockmarket reports & winter road condition. NEWS: local & network at 6p.
- FM:** new at 12:30 pm M-Sat. MUSIC: MOR 12M-4:30 am, country 4:30-10 am, modern 10-5:30 pm, current hits 7:30-11 pm, R & B 11-12 pm.
- SPORTS:** local high school & college sports, pro football & baseball, USAC & NASCAR auto races. Remotes: county fairs, festivals, trout derby & boat races. Editorial & participation on programs as needed. Community affairs interview 6 pm M-F. Rec'd 11/6/72.

- 1. PERSONNEL**  
President—Paul F. Braden.  
Vice-Pres. & Gen'l Mgr.—Earl W. Francis.  
Program Director—Thomas Reeder.

- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.  
Partial simulcast operation. Simulcast noon-12:30 pm, 5:30-7 pm & midnight-8 am. For non-simulcast facilities see WPAY-FM.

- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24c, 25a, 28c.  
Contracts: 40a, 42b, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60a, 61b, 62c.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Member: Farm Directors Radio Network, Buckeye Farm Network.  
Sold in combination with WPFM, Middletown, Ohio and WSMJ, Greensfield, Ind. 5% discount on schedules placed on two stations; weekly minimum, 100.00.

**TIME RATES**

Eff—Rec'd 7/8/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	8.00	7.60	7.20	6.80	6.40	6.00
30 sec: 75% of 1-min.	8.00	7.50	7.00	6.50	6.00	

- 7. PACKAGE PLANS**
- |           |      |       |       |       |       |
|-----------|------|-------|-------|-------|-------|
| WKLY, EA: | 5 ti | 10 ti | 15 ti | 20 ti | 25 ti |
| 1 min.    | 8.00 | 7.50  | 7.00  | 6.50  | 6.00  |
- 8. PROGRAM TIME RATES**
- |         |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|
| 1/4 hr. | 32.00 | 28.75 | 25.00 | 21.25 | 17.50 |
| 10 min. | 24.00 | 22.80 | 20.60 | 18.20 | 15.80 |
| 5 min.  | 16.00 | 15.20 | 14.40 | 13.60 | 12.80 |

- 9. PARTICIPATING PROGRAMS**  
1 x rate applies:  
Zeke Mullins Country Music—Mon thru Sat 5:30-9 am.  
Man About Town Interview Program—Mon thru Fri 6:00-6:30 pm.  
Hymntime With Rosemarie—Sunday 7-9 am.

**WPAY-FM**  
1948 PORTSMOUTH

**NAB** **RAB**

A Braden Owned Station  
Media Code 4 236 7201 3.00  
WPAY, Inc., Box 951, 1009 Gallia St., Portsmouth, Ohio 45662. Phone 614-353-5176.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WPAY-FM: Programmed for general interest, for adults & young adults.  
News, sports & special events same as WPAY AM.  
MUSIC: MOR 12M-4:30 am, country 4:30-8 am, gospel 8 am-5:30 pm, country 8:30 pm-12M. Rec'd 11/6/72.
- 3. FACILITIES**  
ERP 93,000 w. (horiz.), 58,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 610 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-noon, 12:30-5:30 pm & 7 pm-midnight. For simulcast facilities see WPAY.

**TIME RATES**

Rates are identical to WPAY. See that listing.

**RAVENNA**

Portage County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WKNT WKNT-FM**

KENT  
City of license, Kent, Ohio.  
Considered by American Entertainment Network as their Ravenna outlet.  
See listing under Akron, Ohio.

**ST. MARYS**

Auglaize County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**WERM (FM)**

1964  
ST. MARYS-WAPAKONETA

Media Code 4 236 7260 9.00  
West Central Ohio Broadcasters, Inc., Box 407, Wapakoneta, Ohio. 45895. Phones 419-738-2413, 294-2113.

- 1. PERSONNEL**  
Gen'l & Sales Mgr.—Harry B. Miller.
- 3. FACILITIES**  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 165 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Buckeye Farm Network.

**TIME RATES**

No. 3 Eff 1/1/70—Rec'd 2/2/70.

- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |       |       |        |      |
|---------|------|-------|-------|-------|--------|------|
| PER MO: | 1 ti | 26 ti | 51 ti | 76 ti | 101 ti | 126+ |
| 1 min.  | 4.00 | 3.60  | 3.20  | 2.80  | 2.40   | 2.00 |
| 30 sec. | 3.50 | 3.15  | 2.80  | 2.45  | 2.10   | 1.75 |
- 6 mo—less 5% annual—less 14.6%

**SALEM (1 AM; 1 FM)**

Columbiana County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WSOM**

1965  
Media Code 4 236 7320 1.00  
Salem Broadcasting Co., Box 359, 300 E. State St., Salem, Ohio 44460. Phone 216-337-9544.

- 1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Robert C. Harnack.
- 3. FACILITIES**  
500 w.; 600 kc. Daytime directional.  
Operating schedule: Sunrise-local sunset, EST.  
Simulcast during AM operational hours. For non-simulcast facilities see WSOM-FM.
- 4. AGENCY COMMISSION**  
15% on time only; bills payable monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Buckeye Farm Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 7/1/74—Rec'd 7/1/74.

**OHIO**

- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |       |
|-------------|------|------|------|------|-------|
| PER WK, EA: | 1 ti | 3 ti | 5 ti | 7 ti | 10 ti |
| 1 min.      | 6.00 | 5.75 | 5.50 | 5.00 | 4.50  |
| 30 sec.     | 5.00 | 4.75 | 4.50 | 4.25 | 4.00  |

- 10. SPECIAL FEATURES**  
NEWS/SPORTS/WEATHER
- |             |       |      |      |      |      |      |
|-------------|-------|------|------|------|------|------|
| PER WK, EA: | 1 ti  | 2 ti | 3 ti | 5 ti | 7 ti | 10+  |
| 5 min.      | 10.00 | 9.00 | 8.50 | 8.00 | 7.50 | 6.50 |

**WSOM-FM**

1958  
Media Code 4 236 7321 9.00  
Salem Broadcasting Corp., Farmer's National Bank Bldg., Salem, Ohio. Phone 216-337-9544, 5.  
See affiliated AM station for additional information.

- 1. PERSONNEL**  
Sales Manager—Robert C. Harnack.
- 3. FACILITIES**  
ERP 160,000 w.; 105.1 mc. Stereo.  
Operating schedule: 6:00-2:00 am Mon thru Sat; 8:00-2:00 am Sun, EST.  
Partial simulcast operation with WSOM. For simulcast rates and facilities see WSOM.

**TIME RATES**

Rates are identical to WSOM. See that listing.

**SANDUSKY (1 AM; 1 FM)**

Erle County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WLEC**

1947  
Media Code 4 236 7380 5.00  
Miller Broadcasting Co., Box 417, Sandusky, Ohio 44870. Phone 419-626-2000.

- 1. PERSONNEL**  
President—Richard Miller.  
Vice-Pres. & Gen'l Mgr.—H. Gene Sens.  
Commercial Manager—David E. Mehling.
- 2. REPRESENTATIVES**  
Regional Reprs Corp.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 35a.  
Comb.: Cont. Discounts: 60b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.  
Member: Ohio Radio Network.

**TIME RATES**

No. 12 Eff 1/1/74—Rec'd 12/3/73.

- 6. SPOT ANNOUNCEMENTS**
- |          |       |       |        |      |
|----------|-------|-------|--------|------|
| 1 MINUTE | (*)   | (†)   | (*)    | (†)  |
| 1 x      | 10.00 | 11.50 | 600 x  | 7.35 |
| 50 x     | 9.00  | 10.75 | 900 x  | 7.00 |
| 150 x    | 8.00  | 9.75  | 1200 x | 6.00 |
| 250 x    | 7.75  | 9.25  | 1500 x | 5.50 |
| 400 x    | 7.50  | 9.00  | 2000+  | 5.25 |
- 30 SECONDS
- |       |      |      |        |      |
|-------|------|------|--------|------|
| 1 x   | 7.50 | 8.75 | 600 x  | 5.50 |
| 50 x  | 7.00 | 8.25 | 900 x  | 5.25 |
| 150 x | 6.50 | 7.75 | 1200 x | 4.75 |
| 250 x | 6.25 | 7.50 | 1500 x | 4.25 |
| 400 x | 5.75 | 7.25 | 2000+  | 3.75 |
- (\*) Housewife.  
(†) Traffic.
- 10 SEC. PER WK:**
- |         |      |      |
|---------|------|------|
| ROS     | 1 ti | 50+  |
| Traffic | 5.25 | 3.25 |
|         | 5.75 | 4.25 |

- 7. PACKAGE PLANS**
- |             |          |       |       |       |        |
|-------------|----------|-------|-------|-------|--------|
| PER WK, EA: | 1 MINUTE | 25 ti | 50 ti | 75 ti | 100 ti |
| Housewife   | 8.75     | 8.50  | 7.75  | 7.00  | 6.50   |
| Traffic     | 7.25     | 7.00  | 6.00  | 5.50  | 5.00   |
- 30 SECONDS
- |           |      |      |      |      |
|-----------|------|------|------|------|
| Housewife | 5.50 | 5.00 | 4.75 | 4.25 |
| Traffic   | 7.00 | 6.75 | 5.75 | 5.50 |
- Bulk discounts within 7 days.

- 8. PROGRAM TIME RATES**
- |         |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|
| 1x      | 50x   | 100x  | 150x  | 250x  | 300x  |
| 5 min.  | 16.00 | 14.25 | 13.50 | 12.75 | 11.75 |
| 10 min. | 20.75 | 18.75 | 17.50 | 16.50 | 15.50 |
| 1/4 hr. | 24.75 | 22.50 | 21.25 | 19.75 | 18.75 |
| 1/2 hr. | 43.50 | 39.00 | 36.75 | 34.75 | 30.50 |
| 1 hr.   | 73.50 | 65.50 | 62.00 | 58.00 | 54.75 |

## OHIO

## SIDNEY (1 AM; 1 FM)

Shelby County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## WMVR

1963

NAB

Media Code 4 236 7440 7.00  
Dean Miller Broadcasting Corp., R. R. 6, Russell  
Bd., Box 608, Sidney, Ohio 45365, Phone 513-492-4101.

- PERSONNEL  
General Manager—Ted Jones.
- REPRESENTATIVES  
Pearse Sales.  
Regional Reps Corp.
- FACILITIES  
250 w.; 1080 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Ohio Radio Network, Agri Broadcasting Network.

## TIME RATES

No. 5 Eff 1/1/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS		1 MINUTE		15 SECS		30 SECS	
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	48 ti	8 ti
1 wk.....	4.25	4.05	3.85	3.65	3.45	3.25	3.25
13 wk.....	4.15	3.95	3.75	3.55	3.35	3.15	3.15
26 wk.....	4.05	3.85	3.65	3.45	3.25	3.05	3.05
52 wk.....	3.90	3.75	3.55	3.35	3.15	2.95	2.95
30 sec:	80% of 1-min.		10 sec:		50% of 1-min.		

## WMVR-FM

1964

NAB

Media Code 4 236 7441 5.00  
Dean Miller Broadcasting Corp., R. R. 6, Russell  
Bd., Box 608, Sidney, Ohio 45365, Phone 513-492-4101.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

35% of AM rates.

## SPRINGFIELD (2 AM; 1 FM)

Clark County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## WBLY

1947

NAB

RAB

Media Code 4 236 7500 8.00  
Champion City Broadcasting Co., 1711 W. Main St.,  
Springfield, Ohio 45504, Phone 513-324-5643.

- PERSONNEL  
President—Robert L. Yontz.  
Program Director—June Powers.  
Commercial Manager—Don Walters.
- REPRESENTATIVES  
The Dvney Organization, Inc.  
Regional Reps Corp.
- FACILITIES  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 5 am-local sunset. EST.  
Partial simulcast operation. Simulcast 5 am-local  
sunset. For non-simulcast facilities see WBLY-FM.
- AGENCY COMMISSION  
15/0; rendered weekly or monthly.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 8.  
Rate Protection: 12h, 14b.  
Basic Rates: 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
Member: Ohio Radio Network.

## TIME RATES

Eff—Rec'd 2/19/73.

- PERSONNEL  
President—James R. Lang.  
Program Director—Jack Dibrell.
- REPRESENTATIVES  
Bob Dore Associates, Inc.  
Dome & Associates, Inc.  
Regional Reps Corp.
- FACILITIES  
1,000 w.; 1430 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30-12:10 am. EST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10h, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21b, 21d, 22a, 24b, 25a, 26, 28b,  
28c, 29a, 30, 33b.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60l, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73b.

## TIME RATES

Eff—Rec'd 2/19/73.

- PERSONNEL  
President—Marshall L. Berkman.  
General Manager—William B. Chesson.  
Sales Manager—John A. Pinevich.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Pittsburgh—Carl Statz Direct.
- Rust-Craft Stations: See Rep & S/O pages.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.

## TIME RATES

Eff—Rec'd 2/19/73.

- PERSONNEL  
President—Marshall L. Berkman.  
General Manager—William B. Chesson.  
Sales Manager—John A. Pinevich.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Pittsburgh—Carl Statz Direct.
- Rust-Craft Stations: See Rep & S/O pages.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.

## TIME RATES

Eff—Rec'd 2/19/73.

- PERSONNEL  
President—Marshall L. Berkman.  
General Manager—William B. Chesson.  
Sales Manager—John A. Pinevich.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Pittsburgh—Carl Statz Direct.
- Rust-Craft Stations: See Rep & S/O pages.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.

## TIME RATES

Eff—Rec'd 2/19/73.

- PERSONNEL  
President—Marshall L. Berkman.  
General Manager—William B. Chesson.  
Sales Manager—John A. Pinevich.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
Pittsburgh—Carl Statz Direct.
- Rust-Craft Stations: See Rep & S/O pages.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.

## WBLY-FM

1958

NAB

RAB

Media Code 4 236 7501 8.00  
Champion City Broadcasting Co., 1711 W. Main St.,  
Springfield, Ohio 45504, Phone 513-324-5643.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WBLY-FM: Programmed for minority groups, young  
generation.  
AIR PERSONALITIES handle all segments. NEWS: 5  
min every 30 min. MUSIC: soft & hard rock.  
Telephone interviews, telephone requests, discussions  
with air personalities. Contact Representative for further  
details. Rec'd 3/29/71.

- PERSONNEL  
ERP 20,000 w.; 102.9 mc.  
Operating schedule: 5-11 am.  
Partial simulcast operation with WBLY. For simul-  
cast rates see WBLY listing.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22a.  
Cancellation: 70a, 70c, 71a.  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

## WIZE

1940

Media Code 4 236 7560 2.00  
Great Trails Broadcasting Corp., Box 1104, Spring-  
field, Ohio 45501, Phone 513-399-4955.  
Studio: 1529 Miracle Mile, Springfield, Ohio.

- PERSONNEL  
Pres. & Gen'l Mgr.—Stephen T. Joos.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-  
directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22a.  
Cancellation: 70a, 70c, 71a.  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

## TIME RATES

No. 16 Eff 3/1/72—Rec'd 3/6/72.

- PERSONNEL  
ERP 3,000 w.; 105.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations.  
Sold in combination with WMVR. See that listing for rates.

Prod. Services: 80, 81, 82.

Member: Ohio Radio Network.

## TIME RATES

No. 14-N Eff 1/1/72—Rec'd 12/30/71.  
AA—Mon thru Sat 6-9 am & 2-6:30 pm.  
A—Mon thru Sat 9 am-2 pm & 6:30-11 pm; Sun  
6-11 pm-6 am.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A		CLASS B	
1 ti, flat	CLASS AA	18 ti	24 ti	30 ti	1 ti, flat	CLASS A	18 ti
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	1 ti	12 ti
1 min.....	8.00	7.50	7.00	6.50	6.00	4.00	3.50
30 sec.....	6.50	6.00	5.60	5.20	4.80	3.00	2.80
1 min.....	6.50	6.00	5.60	5.20	4.80	3.00	2.80
30 sec.....	5.20	4.80	4.50	4.15	3.85	2.40	2.20
1 min.....	4.00	3.60	3.40	3.20	3.00	1.80	1.60
30 sec.....	3.40	3.20	3.00	2.80	2.60	1.60	1.40
10 sec:	50% of 1-min.		CONSECUTIVE WEEK DISCOUNT				
26 wk—5%	52 wk—10%						

## WLIT

1973

STUBENVILLE, OHIO  
Subscriber to the NAB Radio Code  
Media Code 4 236 7650 1.00  
WLIT—Radio, Box 1798, Steubenville, Ohio 43952.  
Phone 614-264-7771.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27,  
29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 43a, 44a, 46, 47a, 48, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

- PERSONNEL  
President—E. M. Johnson.  
Vice-President—Paul Miles.  
Sales Manager—Fred Staffilino.
- REPRESENTATIVES  
Call station collect.
- FACILITIES  
500 w.; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations



**WCWA**  
 1938  
**TOLEDO**

 mcgavren-guild  
 pgw radio, inc.

Media Code 4 236 7800 2.00

Reams Broadcasting Corp., 604 Jackson St., Toledo, Ohio, 43604. Phone 419-248-2627.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCWA: Programmed for adults & young adults.  
 MUSIC: adult contemporary top 40, solid gold. Contact Representative for further details. Rec'd 8/5/74.

**1. PERSONNEL**  
 Executive Vice-President—Jack Linn.  
 Vice-Pres. & Gen'l Mgr.—Bob Martz.  
 General Sales Manager—Mike Gallagher.

**2. REPRESENTATIVES**  
 McGavren-Guild, Inc.

**3. FACILITIES**  
 1,900 w. days, 250 w. nights; 1230 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 3.  
 Rate Protection: 10b, 12b, 13b, 16.  
 Contracts: 40a, 41, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 60g, 60h, 61a.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 80, 82.  
 FM facilities: WIOT (FM).  
 Affiliated with American Entertainment Network

**TIME RATES**
**WCWA/WIOT (FM) COMBRINATION**  
 Eff 7/1/74—Rec'd 7/15/74.

 AAA—Mon thru Sat 6-10 am; Mon thru 3-7 pm.  
 AA—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-7 pm.  
 A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	36	29	32	26	28	22
12 ti	34	27	30	24	26	21
18 ti	32	26	28	22	25	20
24 ti	30	24	26	21	24	19

**AM ONLY**

6 ti	21	17	17	14	11	9
12 ti	20	16	16	13	10	8
18 ti	19	15	15	12	9	8
24 ti	18	15	14	11	8	7

10 sec; 60% of 1-min.

**WIOT (FM)**

 1949  
**TOLEDO**


Media Code 4 236 7830 9.00

Reams Broadcasting Corp., 604 Jackson St., Toledo, Ohio 43604. Phone 419-248-2627. See affiliated AM station for additional information. AM facilities: WCWA.

**STATION'S PROGRAMMING DESCRIPTION**  
 WIOT (FM): MUSIC: contemporary, popular and hit singles. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 3/11/74.

**1. PERSONNEL**  
 Program Director—Dorian Pastor.

**3. FACILITIES**  
 ERP 50,000 w.; 104.7 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 655 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**  
 Sold in combination with WCWA. See that listing for rates.

**TIME RATES**

Eff 2/1/74—Rec'd 1/28/74.

AA—Mon thru Sun 10-1 am.

A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min	AA			A		
	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
25	23	21	23	21	19	18
30/10	22	20	18	17	15	14

**WKLR (FM)**

 1948  
**TOLEDO**

Media Code 4 236 7860 6.00

Booth Broadcasting Co., 3225 Arlington Ave., Toledo, Ohio, 43614. Phones 419-385-3343, 2807. See affiliated AM station for additional information. AM facilities: WTOD.

**STATION'S PROGRAMMING DESCRIPTION**  
 WKLR (FM): MUSIC: rhythm and blues. Contact Representative for further details. Rec'd 12/29/67.

**3. FACILITIES**  
 ERP 8,800 w.; 99.9 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 160 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**  
 Affiliated with Mutual Risk Network.  
 Affiliated with American Contemporary Network.

**TIME RATES**

Eff 5/1/74—Rec'd 5/28/74.

**OHIO**
**6. SPOT ANNOUNCEMENTS**

	1 min				30 sec			
	1 wk	13 wk	26 wk	52 wk	1 wk	13 wk	26 wk	52 wk
1 ti	11.00	10.00	9.00	8.00	9.00	8.50	8.00	7.50
12 ti	10.00	9.00	8.00	7.00	8.00	7.50	7.00	6.50
18 ti	9.00	8.00	7.00	6.00	7.00	6.50	6.00	5.50
24 ti	8.00	7.00	6.00	5.00	6.00	5.50	5.00	4.50
30 ti	7.00	6.00	5.00	4.00	5.00	4.50	4.00	3.50

	10 sec			
	1 ti	12 ti	18 ti	24 ti
1 ti	6.00	5.50	5.00	4.50
12 ti	5.50	5.00	4.50	4.00
18 ti	5.00	4.50	4.00	3.50
24 ti	4.50	4.00	3.50	3.00
30 ti	4.00	3.50	3.00	2.50

**WLQR (FM)**

 1948  
**TOLEDO**


**A Susquehanna Station**  
 Media Code 4 236 7890 3.00

Radio Akron, Inc., 300 Colton Bldg., Madison &amp; Erie Sts., Toledo, Ohio 43602. Phone 419-248-4486.

**STATION'S PROGRAMMING DESCRIPTION**  
 WLQR (FM): Programmed for adults.  
 MUSIC: adult album—standards, showtunes, current popular. Programmed in quarter hour uninterrupted segments with news, pinpoint weather, public service, stock market reports & sports at :15. COMMERCIAL POLICY: 8 commercial availabilities per hour. Contact Representative for further details. Rec'd 4/26/71.

**1. PERSONNEL**  
 Vice-President—A. W. Carlson.  
 Station Manager—Sanford Goldberg.  
 Program Director—Rick McDonald.

**2. REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.  
 Susquehanna Broadcasting Co.: See Rep & S/O pages.

**3. FACILITIES**  
 ERP 11,200 w.; 101.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 810 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15%.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
 Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b, 29b, 32b, 33c.  
 Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with Eastman Radio Network.

**TIME RATES**

No. 4A Eff 5/1/74—Rec'd 4/19/74.

I—Mon thru Sat 4-8 pm.

II—Mon thru Sat 6 am-4 pm; Sun all day.

III—Mon thru Sat 8 pm-1 am.

IV—Mon thru Sun 1-6 am.

**6. SPOT ANNOUNCEMENTS**  
 1 MINUTE

PER WK:	I	12 ti		18 ti		24 ti	
		12 ti	18 ti	12 ti	18 ti	12 ti	18 ti
I	32	30	28	28	26	24	24
II	28	26	24	24	22	20	18
III	18	16	14	14	12	10	8

30 sec or less; 80% of 1-min.

**7. PACKAGE PLANS**  
 PER WK EA: 15 ti 30 ti  
 BTA Mon thru Sun 5-1 am..... 23 20

**10. SPECIAL FEATURES**  
 Weather—2 min at :30, 1-1/4x applicable 1-min.  
 News—5 min at :60, 1-1/2x applicable 1-min.

**WMHE (FM)**

 1957  
**TOLEDO**



Media Code 4 236 7920 8.00

Hillebrand Electronics, 4665 W. Bancroft St., Toledo, Ohio 43615. Phone 419-536-9643.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMHE (FM): Programmed for adults.  
 MUSIC: MOR, current popular, standards & showtunes programmed in 1/4 hour uninterrupted segments. NEWS: at :30 plus 6, 7 & 8 am network & local. SPORTS: 8:30 am & 5:30 pm. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 6/5/74.

**1. PERSONNEL**  
 Owner—William A. Hillebrand.  
 General Manager—Ruth H. Ray.  
 Business Manager—Charles A. Myers.

**2. REPRESENTATIVES**  
 Selcom, Inc.

**3. FACILITIES**  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 480 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.

Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 25c, 26, 28a, 29b, 33a.

Contracts: 40a, 41, 44a, 46, 48, 49, 51a.

Comb.: Cont. Discounts: 60a, 61a, 62a.

Cancellation: 70b, 70c, 71a, 72a, 73b.

Prod. Services: 80, 82.

Affiliated with MBS.

**TIME RATES**

Eff 9/2/73—Rec'd 6/6/73.

**6. SPOT ANNOUNCEMENTS**

1 min	6 ti		12 ti		18 ti		24 ti	
	1 ti	6 ti	12 ti	18 ti	12 ti	18 ti	12 ti	18 ti
1 min	18	16	14	13	12	11	10	9
30 sec	15	13	11	10	9	8	7	6

(Toledo continued on next page)

# YOU ASKED FOR IT!

## SRDS RADIO MARKET ESTIMATOR

### And Now You've got it.

With the permission of the KATZ Radio Organization, we borrowed their style and technique to create a useful, top-150-market radio cost estimator for you in SRDS Spot Radio Rates & Data.

In fact, we've taken the KATZ technique a step further. We'll be publishing our RADIO MARKET ESTIMATOR every month and updating the individual tables whenever there is a rate change for any one of the major stations in the market. That way you can be sure your estimates are always current, always useful.

You'll find the new SRDS RADIO MARKET ESTIMATOR positioned directly below the city of license or major city designation heading, for each of the top 150 markets. Eventually we will add other markets as you need them.

See for yourself if this new addition to SRDS Spot Radio Rates & Data doesn't save you time and trouble.

*You asked for it and now you've got it . . .* **RADIO MARKET ESTIMATOR in SRDS.**

**Standard Rate & Data Service, Inc.**  
 the national authority serving TODAY'S media-buying function

R-1-UP

## OHIO

Toledo—Continued

**WOHO**  
 1954  
**TOLEDO**  
**BLAIR RADIO**

 Media Code 4 236 7980 2.00  
 Midwestern Broadcasting Co., Broadcast House, Toledo, Ohio 43616. Phone 419-255-1470.

- 1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Lewis W. Dickey.  
 Vice-Pres/Sales—David G. Wilder.  
 Regional Sales Manager—Ronald C. O'Brien.
- 2. REPRESENTATIVES**  
 Blair Radio.
- 3. FACILITIES**  
 1,000 w.; 1470 kc. Directional.  
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
 15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 14b, 15a.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 25b, 28c, 30.  
 Contracts: 40a, 41, 45, 46, 48, 49.  
 Comb.: Cont. Discounts: 60b, 60c, 60f, 60j, 60k, 61b, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81.  
 FM facilities: WXEZ (FM).  
 Affiliated with Blair Represented Network.

## TIME RATES

WOHO, WXEZ (FM) COMBINATION		ET 5/1/74—Rec'd 3/25/74.	
6. SPOT ANNOUNCEMENTS		MON THRU SAT 5-10 AM & 3-8 PM	
PER WK:	1 min	1 min	1 min
1 wk	44	43	42
30 sec	36	35	34
MON THRU SAT 10 AM-3 PM			
1 min	39	38	37
30 sec	31	30	29
MON THRU SAT 8-11 PM			
1 min	37	36	35
30 sec	30	29	28
ALL OTHER TIMES			
1 min	36	34	33
30 sec	29	27	26
AM ONLY			
1 min, deduct 10.00; 30 sec, deduct 8.00.			
10 sec: 60% of 1-min.			

## WSPD

1921

TOLEDO

**A Storer Station**  
**NBC Radio Network**  
 Represented by **CBS RADIO SPOT SALES**  
**RAB**

 Subscriber to the NAB Radio Code  
 Media Code 4 236 8040 4.00  
 Storer Broadcasting Co., Box 963, 125 S. Superior, Toledo, Ohio 43606. Phone 419-248-6401, TWX 810-442-1740.

- STATION'S PROGRAMMING DESCRIPTION**  
 WSPD: programmed for mass appeal.  
**MUSIC:** general popular current singles, albums & best sellers. TALK: open telephone lines & guests; sports & farm. NEWS: AP, capital, network, airborne traffic reports, daily editorial, 3 mobile units. SPORTS: college, pro & high school football; college & high school basketball; pro baseball. Contact Representative for further details. Rec'd 5/4/73.

- 1. PERSONNEL**  
 General Manager—Doug Sinn.  
 National Sales Manager—Emerson Kimble. 419-248-2234.  
 General Sales Manager—Bill Burchett.
- 2. REPRESENTATIVES**  
 CBS Radio Spot Sales.  
 Storer Radio Stations: See Rep & S/O pages.
- 3. FACILITIES**  
 5,000 w.; 1370 kc. Directional—night only.  
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 12c, 13c, 14c, 16.  
 Basic Rates: 20a, 21a, 21b, 22a, 22b, 24b, 24c, 25a, 27, 28b, 29a, 33a.  
 Contracts: 40c, 41, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60h, 61a.  
 Cancellation: 70a, 70e, 71a, 73a.  
 Prod. Services: 80, 82.  
 Affiliated with NBC.

- MULTIPLE PRODUCT ANNOUNCEMENTS**  
 Piggybacks: 1-min spot rate applies only to products or services of a single advertiser, and does not apply to spots for more than 2 products or services of the advertiser in the 1-min period unless fully integrated into a single complete spot. Piggybacks are not entitled to product protection separation from either station or network spots.

## TIME RATES

No. 43 ET 7/1/74—Rec'd 5/6/74.	
AAA—Mon thru Sat 5:30-10 am.	
A—Mon thru Fri 10 am-7 pm.	
A—Sat 10 am-7 pm; Sun 6 am-7 pm.	
B—Mon thru Sun 5-5:30 am & 7 pm-midnight.	
C—All other times.	

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
AAA	46	45
AA	30	29
A	26	25
A	20	19

## WTOD

1946

TOLEDO

 A Booth Owned Station  
 Media Code 4 236 8100 6.00  
 Booth Broadcasting Co., 3225 Arlington Ave., Toledo, Ohio. 43614. Phone 419-385-2507.

- 1. PERSONNEL**  
 President—John L. Booth.  
 General Manager—James W. Wood.  
 Sales Manager—Francis X. McNeerney.
- 2. REPRESENTATIVES**  
 Jack Masia & Co., Inc.
- 3. FACILITIES**  
 5,000 w. days; 1560 kc. Directional.  
 Operating schedule: New York sunrise—local sunset. EST.
- 4. AGENCY COMMISSION**  
 15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10b, 11b, 12b.  
 Basic Rates: 22b, 23a, 25a, 29a.  
 Contracts: 40c, 42a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60k, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM facilities: WKLR (FM).  
 Affiliated with American Information Network.

## TIME RATES

ET 4/1/73—Rec'd 6/22/73.	
6. SPOT ANNOUNCEMENTS	
PER WK:	1 min
1 wk	20.00
6 wk	19.00
13 wk	18.00
26 wk	17.00
39 wk	16.00
52 wk	15.00
30 SECONDS	
1 wk	15.00
6 wk	15.00
13 wk	14.00
26 wk	13.00
39 wk	12.00
52 wk	11.00
10 SECONDS	
1 wk	10.00
6 wk	9.50
13 wk	9.00
26 wk	8.50
39 wk	8.00
52 wk	7.50

Scheduled 50% drive. 50% all other times. Additional: drive, per spot extra 2.00; all other times, per spot less 2.00.

## WTUU

1966

TOLEDO

 A Raystay Broadcasting Station  
 Media Code 4 236 8160 0.00  
 Raystay Broadcasting Corp. of Ohio, Commodore Perry Motor Inn, Toledo, Ohio. 43604. Phone 419-248-4655.

- 1. PERSONNEL**  
 Exec. Vice-Pres. & Gen'l Mgr.—Jack O'Lantern.  
 Sales Manager—Bob Britt.  
 Program Director—Lon Mitchell.
- 2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.  
 Regional Reps Corp.
- 3. FACILITIES**  
 1,000 w.; 1,520 kc.  
 Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
 15% on time.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
 Contracts: 40a, 45, 46, 47.  
 Comb.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.

## TIME RATES

No. 1 ET 12/1/73—Rec'd 2/22/74.	
AAA—Mon thru Sat 6-10 am & 3-7 pm.	
AA—Mon thru Sat 10 am-3 pm & Sun 6 am-7 pm.	
A—Mon thru Sat midnight-6 am.	
6. SPOT ANNOUNCEMENTS	
PER YR:	1 min
1 min	18.00
30 sec	12.00
10 sec	6.50
CLASS AA	
1 min	16.00
30 sec	10.65
10 sec	5.80
CLASS A	
1 min	14.00
30 sec	9.35
10 sec	4.90
CLASS B	
1 min	8.00
30 sec	5.35
10 sec	2.80
7. PACKAGE PLANS	
PLAN:	1 min 30 sec
12 ti (3AAA, 3AA, 6A)	160
18 ti (5AAA, 5AA, 8A)	225
24 ti (7AAA, 7AA, 10A)	285
36 ti (10AAA, 10AA, 16A)	400
WEEKEND	
15 ti (4AAA, 5AA, 6A)	165
30 ti (8AAA, 10AA, 12A)	300
50 ti (15AAA, 15AA, 20A)	450

## WXEZ (FM)

1969

SYLVANIA

## BLAIR RADIO

 Media Code 4 236 8190 7.00  
 Midwestern Broadcasting Co., Broadcast House, Toledo, Ohio 43616. Phone 419-255-1470.

- 1. PERSONNEL**  
 Station Manager—Irwin Young.  
 Vice Pres. & Sales Mgr.—David G. Wilder.  
 Nat'l & Reg'l Sales Mgr.—Ronald C. O'Brien.
- 2. REPRESENTATIVES**  
 Blair Radio.
- 3. FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mn. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 See WOHO for coded regulations.  
 AM facilities: WOHO.  
 Sold in combination with WOHO, see that listing for rates.

## TIME RATES

ET 5/1/74—Rec'd 3/25/74.	
6. SPOT ANNOUNCEMENTS	
BTA, PER WK:	1 ti
1 min/30 sec	16

## UHRICHSVILLE

 Tuscarawas County—Map Location F-6  
 See SBDS consumer market map and data at beginning of the State.

## WBTC

1963

 Media Code 4 236 8220 2.00  
 Tuscarawas Broadcasting Co., Inc., 2305 N. Water St., Uhrichsville, Ohio 44683. Phone 614-922-2700.

- 1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Ken Neff.
- 2. REPRESENTATIVES**  
 Regional Reps Corp.
- 3. FACILITIES**  
 250 w.; 1540 kc. Non-directional.  
 Operating schedule: Sign-on-local sunset. EST.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WNPQ (FM), New Philadelphia.  
 Affiliated with KDS.  
 Member: Ohio Radio Network.

## TIME RATES

No. 3 ET 7/1/69—Rec'd 11/4/69.	
6. SPOT ANNOUNCEMENTS	
1 x	1 min
13 x	3.85
26 x	3.75
52 x	3.65
104 x	3.55
30 sec: 80% of 1-min.	

## URBANA

 Champaign County—Map Location C-6  
 See SBDS consumer market map and data at beginning of the State.

## WCOM (FM)

1965

 Media Code 4 236 8290 6.00  
 Champaign Communications, Inc., 225 S. Main St., Urbana, Ohio 43078. Phone 513-653-5011.

- 1. PERSONNEL**  
 Pres. & Gen'l Mgr.—James W. Blisey.
- 2. REPRESENTATIVES**  
 ERP 3,000 w.; 101.7 mc. Stereo.  
 Operating schedule: 6:30 am-11 pm. EST.  
 Antenna ht.: 282 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15%.
- 5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Agri Broadcasting Network.

## TIME RATES

ET 5/7/74—Rec'd 3/29/74.	
6. SPOT ANNOUNCEMENTS	
PER DAY:	1 min
3 ti	3.50
5 ti	3.40
8 ti	3.30
10 ti	3.20
PER WK:	
30 ti	3.00

## VAN WERT (1AM; 1FM)

 Van Wert County—Map Location A-5  
 See SBDS consumer market map and data at beginning of the State.

## WERT

## WERT-FM

1958

1962

 Media Code 4 236 8340 8.00  
 WERT Radio, Inc., Box 487, Van Wert, Ohio 45891.  
 Phone 419-238-1220.

- STATION'S PROGRAMMING DESCRIPTION**  
 WERT: MOR music, local news, weather & farm news.
- 1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Tom Lawrence.
- 2. REPRESENTATIVES**  
 Pezre Sales.  
 Regional Reps Corp.
- 3. FACILITIES**  
 250 w. days; 1220 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 FM-ERP 6,300 w.; 98.3 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 120 ft. above average terrain.  
 Simulcast 6 am-local sunset.

## 4. AGENCY COMMISSION

- None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: Ohio Radio Network, Farm Radio Network, Agri Broadcasting Network.

## TIME RATES

ET 7/1/72—Rec'd 10/6/72.	
6. SPOT ANNOUNCEMENTS	
SPECIFIED:	1 min
PER WK:	1 wk
1 ti	5.50
10 ti	5.00
20 ti	4.50

7. PACKAGE PLANS	
7 DAYS, BTA, PER WK:	10 ti
1 min	4.25
30 sec	3.75
10 sec	2.50
BTA, PER YR:	
1 min	300
30 sec	4.00
	3.50

## WAPAKONETA

 Auglaize County—Map location B-5  
 See SBDS consumer market map and data at beginning of the State.

## WERM (FM)

Licensed as St. Mary's Wapakoneta, Ohio. Station See listing under St. Mary's, Ohio.

## WARREN (2 AM)

 Trumbull County—Map Location G-3  
 See SBDS consumer market map and data at beginning of the State.

## W H H H

1941

 Subscriber to the NAB Radio Code  
 Media Code 4 236 8400 0.00  
 W H H H, Inc., Market St. & Main Ave., Warren, Ohio 44481. Phone 216-392-2529.

- 1. PERSONNEL**  
 President—Helen Hart Hurlbert.  
 Manager—Robert E. Hardy.
- 2. REPRESENTATIVES**  
 Regional Reps Corp.
- 3. FACILITIES**  
 5,000 w.; 1440 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 5-28 am-midnight. EST.
- 4. AGENCY COMMISSION**  
 None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.  
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 61b.  
 Cancellation: 70a, 70c, 71b, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Member: Ohio Radio Network.

## TIME RATES

ET 1/1/66—Rec'd 11/8/65.	
6. SPOT ANNOUNCEMENTS	
1 min	10 sec
1 min	9.75
30/20	7.50
10 sec	50% of 1-min.
7. PACKAGE PLANS	
SATURATION, PER WK:	6 ti
1 min	9.00
30/20 sec	6.75
8. PROGRAM TIME RATES	
1/2 hr	1 hr
1/2 hr	57
1/4 hr	40
5 min	20

## WTCL

1971

 Media Code 4 236 8430 7.00  
 Warren Broadcasting Corp., 1295 Lane West Rd., S.W., Warren, Ohio 44481. Phone 216-389-6424.

- STATION'S PROGRAMMING DESCRIPTION**  
 WTCL: Programmed for general adult and young adult interest. Air personalities handle all segments.  
**MUSIC:** Modern, 70% current hits, 30% standards.  
 NEWS: 5 minutes at :00. UPF newsreel and audio service plus local star stringers. SPORTS: Local sports and personality interviews. Contact Representative for further details. Rec'd 10/24/72.

- 1. PERSONNEL**  
 President—John A. Baglier.  
 Vice-Pres. & Gen'l Mgr.—L. W. Stauffer.
- 2. REPRESENTATIVES**  
 Detroit—Pearce Sales.
- 3. FACILITIES**  
 500 w.; 1370 kc. Directional.  
 Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a.  
 Rate Protection: 15b, 15d.  
 Basic Rates: 20a, 21a, 21b, 22b, 23b, 24c, 25a, 27, 30.  
 Comb.: Cont. Discounts: 60a, 60c, 62b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.

(This listing continued on next page)



**TIME RATES**  
No. 2 ET 2/1/72—Rec'd 2/24/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	Fixed	6 ti	12 ti	18 ti	24 ti
1 min	10.50	9.35	8.25	7.10	6.00
30 sec	8.40	7.50	6.60	5.70	4.80
10 sec	5.25	4.70	4.10	3.60	3.00

**8. PROGRAM TIME RATES**

PER WK:	1 ti	3 ti	6 ti	12 ti
2-3 min	15.00	14.25	13.50	12.00
5 min	18.00	17.25	16.50	15.00
10 min	36.00	34.50	33.00	30.00

**WASHINGTON CT. HOUSE**  
(1 AM; 1 FM)

Fayette County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WCHO**  
1952



Media Code 4 236 8460 4.00  
The Court House Broadcasting Co., Box I, 1535 N. North St., Washington Court House, Ohio 43160. Phone 614-335-0941.

- 1. PERSONNEL**  
General Manager—W. N. Nungesser.
- 3. FACILITIES**  
500 w. days; 1250 kc. Non-directional. Operating schedule: 6:00 am-local sunset weekdays; 8:00 am-local sunset Sun. EST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCHO-FM.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations. Affiliated with KBS. Member: National AgRadio Groups, Inc., Farm Radio Network, Ohio Radio Network, Agri Broadcasting Network.

**TIME RATES**  
Rates effective October 1, 1956.  
Card received September 27, 1956.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 ti	26 ti	52 ti	104 ti	156 ti
1 hour	40.00	34.00	30.00	27.00	24.00
1/2 hour	26.00	23.50	21.00	18.00	15.50
1/4 hour	17.00	14.50	13.00	11.75	10.50
10 minutes	13.00	11.75	10.50	9.25	8.00
5 minutes	8.00	7.25	6.00	5.75	5.25
1 minute	4.00	3.50	3.25	3.00	2.75

**WCHO-FM**

1968



Media Code 4 236 8461 2.00  
The Court House Broadcasting Co., Box 1, 1535 N. North St., Washington Court House, Ohio 43160. Phone 614-335-0941. See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Operating schedule: 6 am-midnight. EST. Antenna ht.: 309 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WCHO.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
ET Rec'd 3/24/69.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156+
30 sec	1.80	1.40	1.25	1.10	1.00
1 min	2.00	1.75	1.50	1.35	1.25

**7. PACKAGE PLANS**  
SATURATION PACKAGE—ROS  
(7 days or less)

EA:	1 min	30 sec	15 sec
25+	1.25	.85	.50

10 spots in 2 days or less same as above rates.

**WAVERLY (1 AM; 1 FM)**

Pike County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WIBO (FM)**

1970

**American FM Network**



Subscriber to the NAB Radio Code  
Media Code 4 236 8490 1.00  
Bennett Broadcasting Co., Box 227, Waverly, Ohio 45690. Phone 614-947-4900, 774-1310. See affiliated AM station for additional information. AM facilities: WPKO.

- 3. FACILITIES**  
ERP 920 w.; 100.9 mc. Stereo. Operating schedule: 8 am-11 pm. EST. Antenna ht.: 500 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See Coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with American FM Network.

**TIME RATES**

Rates are identical to WPKO. See that listing.

**WPKO**  
1954

**American Entertainment Ntwk**



Subscriber to the NAB Radio Code  
Media Code 4 236 8520 5.00  
Bennett Broadcasting Co., Box 227, Waverly, Ohio 45690. Phone 614-947-2166.

- 1. PERSONNEL**  
Manager—David M. Eshleman.
- 2. REPRESENTATIVES**  
Regional Reps Corp.
- 3. FACILITIES**  
1,000 w. days; 1380 kc. Directional. Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. FM facilities: WIBO (FM). Affiliated with American Entertainment Network. Member: Ohio Radio Network.

**TIME RATES**  
ET Rec'd 2/19/74.

**6. SPOT ANNOUNCEMENTS**

ROS:	10x	51x	101x	201x	301x	401x
1 min	2.50	2.25	2.00	1.90	1.75	1.65
30 sec	2.00	1.75	1.50	1.45	1.35	1.25
10 sec	1.75	1.50	1.25	1.20	1.15	1.05

Minimum 10 spots.  
Fixed, 7-9 am & 3-6 pm, extra 10%.

**WELLSTON (1 AM; 1 FM)**

Jackson County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**WKOV**

1953

Media Code 4 236 8580 9.00  
Jackson County Broadcasting, Inc., Box 190, Wellston, Ohio 45692. Phone 614-384-2000. Jackson Studio: Box 606, Jackson, Ohio 45640. Phone 614-286-3023.

- 1. PERSONNEL**  
Vice-Pres. Operations—Lewis Davis.
- 3. FACILITIES**  
1,000 w. days; 1330 kc. Non-directional. Operating schedule: 6 am-local sunset daily. EST. Partial simulcast operation. Simulcast 6-9 am. For non-simulcast facilities see WKOV-FM.
- 4. AGENCY COMMISSION**  
15%; monthly.

**TIME RATES**  
ET 1/1/70—Rec'd 2/8/71.

**6. SPOT ANNOUNCEMENTS**

ix	15x	30x	60x	90x	180x	360x
1 min	3.00	2.75	2.50	2.25	2.00	1.85
30 sec	2.50	2.25	2.00	1.85	1.70	1.60

**WKOV-FM**

1970

Media Code 4 236 8581 7.00  
Jackson County Broadcasting, Inc., Box 190, Wellston, Ohio 45692. Phone 614-384-2000. Jackson Studio: Box 606, Jackson, Ohio 45640. Phone 614-286-3023. See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. 96.7 mc. Operating schedule: 6 am-10:30 pm. EST. Antenna ht.: — ft. above average terrain. Partial simulcast operation. Operated separately 9 am-10:30 pm. For simulcast facilities see WKOV.

**TIME RATES**

Rates are identical to WKOV. See that listing.

**WESTERVILLE**

Franklin County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**See Columbus**

(including Worthington, Westerville)

**WILLOUGHBY**

Lake County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**See Cleveland**

(including Cleveland Heights, Parma, Willoughby)

**WILMINGTON**

Clinton County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**WKFI**

(formerly WMMW)

1964

**Mutual Radio Network**



Subscriber to the NAB Radio Code  
Media Code 4 236 8700 3.00  
SEW, Inc., Box 1, Wilmington, Ohio 45177. Phone 513-382-1608.  
**STATION'S PROGRAMMING DESCRIPTION**  
MUSIC: MOR. 70% current; 30% old gold.

- 1. PERSONNEL**  
General Manager—Roland G. Roy.
- 2. REPRESENTATIVES**  
Regional Reps Corp.
- 3. FACILITIES**  
1,000 w.; 1090 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Agri Broadcasting Network.

**TIME RATES**  
ET 7/1/69—Rec'd 6/30/69.

**6. SPOT ANNOUNCEMENTS**

FIXED:	1x	26x	52x	104x	260x	312x	520x	1000x
1 min	5.70	5.50	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.40	3.25	3.00
10/15 sec	1D	50%	1-min.					

**7. PACKAGE PLANS**

PER WK:	12 ti	15 ti	18 ti	21 ti	24 ti	28 ti
1 min	5.00	4.75	4.50	4.25	4.00	3.75
30 sec	4.25	4.00	3.75	3.50	3.25	3.00
10/15 sec	2.50	2.35	2.20	2.15	2.10	2.00

**WOOSTER (1 AM; 1 FM)**

Wayne County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**WWST**

1947

**UPI News Network**



Subscriber to the NAB Radio Code  
Media Code 4 236 8760 7.00  
Wooster Republican Printing Co., S. Hillcrest Dr., Wooster, Ohio 44691. Phone 216-264-5122.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWST: Programmed for general adult audience.

- 1. PERSONNEL**  
General Manager—E. B. (Ted) Evans.
- 2. REPRESENTATIVES**  
George T. Hopewell, Inc. Regional Reps Corp.
- 3. FACILITIES**  
1,000 w. days; 960 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Simulcast sign-on-8:30 am daily; sign-on-12:15 pm Sun. For non-simulcast facilities see WWST-FM listing.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Ohio Radio Network, Buckeye Farm Network, Agri Broadcasting Network.

**TIME RATES**  
No. 8 ET 1/1/69—Rec'd 1/30/69.

**6. SPOT ANNOUNCEMENTS**

	ix	15x	30x	60x	156x	260x	312x
1 min	5.85	5.30	5.05	4.75	4.45	4.20	3.95
30 sec	4.80	4.40	4.10	3.80	3.50	3.20	3.00

**WWST-FM**

1947



Subscriber to the NAB Radio Code  
Media Code 4 236 8761 5.00  
Wooster Republican Printing Co., S. Hillcrest Dr., Wooster, Ohio 44691. Phone 216-264-5122. See affiliated AM station for additional information. **STATION'S PROGRAMMING DESCRIPTION**  
WWST-FM: Programmed for adults. MOR music.

- 3. FACILITIES**  
ERP 52,000 w.; 104.5 mc. Operating schedule: 9:05 am-midnight. EST. Partial simulcast operation with WWST-AM. For simulcast rates see WWST listing.
- 5. GENERAL ADVERTISING** See coded regulations. Sold in combination with WWST. See that listing for rates.

**TIME RATES**

Rates are identical to WWST AM only rates. See that listing.

**WORTHINGTON**

Franklin County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**See Columbus**

(including Worthington, Westerville)

**XENIA (2 AM; 2 FM)**

Greene County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

**WBZI (FM)**

1967

Subscriber to the NAB Radio Code  
Media Code 4 236 8820 9.00  
Baker Broadcasters, Inc., Box 99, 600 Kinsey Rd., Xenia, Ohio 45385. Phone 513-372-3531. Dayton: 426-2433. See affiliated AM station for additional information. AM facilities: WGIC. **STATION'S PROGRAMMING DESCRIPTION**  
WBZI (FM): Gospel music and programs. Contact Representative for further details. Rec'd 2/18/74.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Operating schedule: 5 am-midnight daily.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 2/18/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	10x	100x	500x	1000x
1 min	4.50	4.00	3.50	3.00
30 sec	3.50	3.00	2.50	2.00
10/15 sec	2.50	2.00	1.50	1.00

**7. PACKAGE PLANS**

MO:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti	70 ti	100 ti
1 min	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
30 sec	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75
10/15 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.00	.....

**8. PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	45.00	35.00	25.00	22.50	20.00
50 x	40.00	25.00	20.00	17.50	15.00
260 x	35.00	17.50	12.50	10.00	5.00

**WELX**

1968

Media Code 4 236 8850 6.00  
West Central Ohio Broadcasters, Inc., Box 407, Wapakoneta, Ohio 45895. Phones 419-738-2413, 394-2113. Xenia: phone 513-372-7649. Mailing address: Box 456, Xenia, Ohio 45385.

- 1. PERSONNEL**  
President—H. B. Miller. General Manager—Harold J. Wright. News & Prog. Dir.—Dee Hurd.
- 3. FACILITIES**  
1,500 w.; 1110 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/1 ten days.
- 5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a. Rate Protection: 10a, 12a, 14a, 15a, 15b. Basic Rates: 20b, 21a, 21d, 22a, 22b, 23a, 24b, 25b, 28a, 29a, 30. Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 49, 51b, 51c. Comb.; Cont. Discounts: 60e, 60h, 61a, 81b, 62d. Cancellation: 71a, 73a. Prod. Services: 80, 81, 82. FM facilities: WELX (FM). Affiliated with MBS. Affiliated with Mutual Black Network. Member: Buckeye Farm Network.

**TIME RATES**  
No. 4 ET 7/1/73—Rec'd 12/21/73.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	26 ti	40 ti	52 ti	75 ti	100+
1 min	10.00	9.00	8.50	8.00	7.00	6.00
30 sec	7.50	7.00	6.80	6.50	6.00	5.50

**8. PROGRAM TIME RATES**

	ix	26x	52x	104x	156x	206x	256x	312+
1 hr	80.00	77.00	75.00	73.00	70.00	67.00	65.00	63.00
1/2 hr	45.00	43.00	42.00	41.50	41.00	40.00	39.50	39.00
1/4 hr	30.00	28.50	28.00	25.50	25.00	24.00	23.00	23.00
10 min	25.00	22.50	22.00	21.50	21.00	20.00	20.00	19.00
5 min	18.00	17.10	16.20	15.30	15.00	14.00	13.00	12.00

**WGIC**

1963

Subscriber to the NAB Radio Code  
Media Code 4 236 8880 3.00  
Baker Broadcasters, Inc., Box 99, 600 Kinsey Rd., Xenia, Ohio 45385. Phone 513-372-3531

# OHIO

Xenia—Continued

## W H B M (FM)

Media Code 4 236 8940 5.00  
 West Central Ohio Broadcasters, Inc., Box 407,  
 Wapakoneta, Ohio 45385. Phone: 419-738-2413,  
 394-2113; Xenia phone 513-372-7649.  
 Mailing address: Box 456, Xenia, Ohio 45385.  
 See affiliated AM station for additional information.  
 AM facilities: WELX.

3. FACILITIES  
 ERP: 1,000 w.; 103.9 mc.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 116 ft. above average terrain.  
 5. GENERAL ADVERTISING See coded regulations  
 Affiliated with Mutual Black Network.

TIME RATES  
 No. 5 ET 1/170—Rec'd 2/2/70.

PER MO:	1 ti	26 ti	51 ti	76 ti	101 ti	126+
1 min.	4.00	3.60	3.20	2.80	2.40	2.00
30 sec.	3.50	3.15	2.80	2.45	2.10	1.75

DISCOUNT	6 mo—less 5%	Annual—less 14.6%
1 hr.	40.00	36.00
1/2 hr.	25.00	22.50
1/4 hr.	16.00	14.40
10 min.	14.00	12.60
5 min.	10.00	9.00

## YOUNGSTOWN (5 AM; 3 FM)

(Including Campbell, Niles)  
 Plus 3 paid duplicate listings.  
 Youngstown, Campbell, Mahoning, Trumbull County  
 —Map Location G-4  
 See SDDS consumer market map and data at begin-  
 ning of the State.  
 Stations contiguous to the major city are consolidated  
 under the major city heading. This is not to imply  
 that all of the stations provide equal coverage of  
 the entire area or cities involved. It is part of the  
 time buying function to determine extent of indi-  
 vidual station coverage, audience delivered, etc. with-  
 in the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm)	
	Traffic	Daytime	Traffic	Evening	Traffic	Midnight
A	34	25	30	25	30	25
B	34	25	28	19	28	19
C	30	19	28	15	28	15
D	25	19	25	15	25	15
AVERAGE	31	21	28	19	28	19

## W B B W

1949  
 YOUNGSTOWN

## Talk-Sports-News-Information

Subscriber to the NAB Radio Code  
 Media Code 4 236 9000 7.00  
 Mahoning Valley Broadcasting Corp., 418 Knox St.,  
 Youngstown, Ohio 44502. Phone 216-744-4421.  
 STATION'S PROGRAMMING DESCRIPTION  
 WBBW: Programmed primarily for adults.  
 75% talk, 25% music. Audience telephone participa-  
 tion, including information exchange, household hints,  
 personal comments, panel discussions & guest in-  
 terviews. News & information block 7:30-8:15 am &  
 5-6:30 pm. Local news plus network news & specials,  
 road reports, business & stock market news & 5  
 minute weather reports, station meteorological service.  
 SPORTS: professional & college baseball, basketball  
 & football, local scholastic football & basketball.  
 MUSIC: MOB popular & standards. Contact Repre-  
 sentative for further details. Rec'd 2/2/72.

1. PERSONNEL  
 President—John Cherpack, Jr.  
 Vice-Pres. & Gen'l Mgr.—Dick James.  
 Program Director—Tony Ross.  
 2. REPRESENTATIVES  
 McGavren-Guild, Inc.  
 Ohio—Pearse Sales.  
 3. FACILITIES  
 1,000 w. days, 250 w. nights; 1240 kc  
 Non-directional.  
 Operating schedule: 5:30-1 am. EST.  
 4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.  
 Rate Protection: 15b.  
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a,  
 25a, 27, 28a, 29a, 30.  
 Contracts: 40a, 44a, 45, 46, 47a, 49.  
 Comb.: Cont. Discounts: 60a, 60c, 61b.  
 Cancellation: 70a, 70c, 71a, 73b.  
 Prod. Services: 80, 82.  
 FM facilities: WQOD (FM).  
 Affiliated with American Entertainment Network.  
 Affiliated with American Information Network.

TIME RATES  
 No. 12 ET 9/172—Rec'd 8/17/72.  
 6. SPOT ANNOUNCEMENTS  
 AAA—Mon thru Fri 6-9 am & 3-7 pm.  
 AA—Mon thru Fri 9 am-3 pm.  
 A—Sat & Sun all day & all other times.

1 MIN:	Fixed	6 ti	12 ti	18 ti
AAA	23	20	19	18
AA	20	18	17	16
A	16	14	13	12

30 sec.: 80% of 1-min. 10 sec.: 50% of 1-min.  
 CONTINUOUS WEEK DISCOUNT  
 26 wk—5% 52 wk—10%  
 8. PROGRAM TIME RATES  
 A—Mon thru Sun 7 am-9 pm.  
 B—All other times.

W F M J  
 1939  
 YOUNGSTOWN  
**NBC Radio Network**  
  
 Buckley Radio Sales, Inc.

Subscriber to the NAB Radio Code  
 Media Code 4 236 9060 1.00  
 WFSJ Broadcasting Co., 101 W. Boardman St.,  
 Youngstown, Ohio 44503. Phone 216-744-8611.  
 TWX 216-736-0108.

1. PERSONNEL  
 President—William J. Brown.  
 Manager—Mitchell F. Stanley.  
 Program Director—Don Dempsey.  
 2. REPRESENTATIVES  
 Buckley Radio Sales, Inc.  
 3. FACILITIES  
 5,000 w.; 1390 kc. Directional—nighttime only.  
 Operating schedule: 5 am-midnight, EST.  
 4. AGENCY COMMISSION  
 15/0.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14b.  
 Basic Rates: 21a, 21d, 22b, 23a, 24a, 25a, 29a, 33a.  
 Contracts: 44b, 45, 46.  
 Comb.: Cont. Discounts: 60a, 61a.  
 Cancellation: 70b, 70c, 71a, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with NBC.

TIME RATES  
 No. 14 ET 9/173—Rec'd 8/27/73.  
 AA—Mon thru Sat 6-9 am & 4-7 pm.  
 A—Mon thru Sat 9 am-4 pm; Sun 6 am-7 pm.  
 B—All other times.  
 6. SPOT ANNOUNCEMENTS  

AA	A	B
1 min 20/30	1 min 20/30	1 min 20/30
*Fixed	30	24
12 ti	26	21
18 ti	25	20
18 ti	24	19

W H H H  
 1941  
 WARREN

Subscriber to the NAB Radio Code  
 Media Code 4 236 8400 0.00  
 WHHH, Inc., Market St. & Main Ave., Warren,  
 Ohio 44481. Phone 216-392-2529.  
 1. PERSONNEL  
 President—Helen Hart Huribert.  
 Manager—Robert E. Hardy.  
 2. REPRESENTATIVES  
 Market 4 Radio.  
 Regional Reps Corp.  
 3. FACILITIES  
 5,000 w.; 1440 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 5:28 am-midnight, EST.

4. AGENCY COMMISSION  
 None; all rates net to station.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a.  
 Basic Rates: 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a,  
 26, 27, 28a, 28b, 28c, 29a, 30, 32b, 33a.  
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a,  
 48, 49, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 61b.  
 Cancellation: 70a, 70c, 71b, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Member: Ohio Radio Network.

TIME RATES  
 ET 1/1/66—Rec'd 11/8/65.  
 6. SPOT ANNOUNCEMENTS  

1 min.	10.00	9.50	9.25	9.00	8.50	8.00
30/20	7.50	7.30	7.10	6.90	6.75	6.35
10 sec.	50%	1-min.				

7. PACKAGE PLANS  
 SATURATION, PER WK: 6 ti 12 ti 18 ti 24 ti  
 1 min. 9.00 8.50 8.00 7.50  
 30/20 sec. 6.75 6.50 6.00 5.75  
 8. PROGRAM TIME RATES  
 5:28 AM-MIDNIGHT  

1/2 hr.	1x	13x	26x	52x	104x	156x	260x
1/2 hr.	60	57	54	51	48	45	42
1/4 hr.	40	38	36	34	31	28	26
5 min.	20	19	18	17	15	13	11

WHOT  
 1955  
 CAMPBELL  
 1959  
 WHOT-FM  
 1959  
 CAMPBELL  
 1959  
  
 INHERIT E. EASTMAN & CO., INC.

Media Code 4 236 9180 7.00  
 WBOT, Inc., 401 N. Blaine Ave., Youngstown, Ohio  
 44305. Phone 216-746-8464.

1. PERSONNEL  
 President—Myron Jones.  
 Exec. Vice-Pres. & Gen'l Mgr.—William Fleckenstein.  
 Commercial Manager—William Glover.  
 2. REPRESENTATIVES  
 Robert E. Eastman & Co., Inc.  
 Regional Reps Corp.  
 3. FACILITIES  
 500 w. days, 1,000 w. nights; 1330 kc.  
 Directional.  
 Operating schedule: 24 hours, EST.  
 FM—ERP: 24,000 w.; 101.1 mc.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 185 ft. above average terrain.  
 Simultaneous 4 pm-midnight.  
 4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 29a.  
 Contracts: 40a, 42a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60a, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with Eastman Radio Network.  
 Member: Ohio Radio Network.

TIME RATES  
 No. 9 Rev 11/1/69—Rec'd 10/13/69.  
 I—Mon thru Sat 6-10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
 III—Mon thru Sat 10 pm-midnight; Sun 6 am-  
 midnight.  
 6. SPOT ANNOUNCEMENTS  


SECTION I	1 ti	12 ti	18 ti
1 min.	35	30	28
30 sec.	28	24	22
10 sec.	21	18	17

SECTION II	1 min.	30 sec.	10 sec.
1 min.	30	25	23
30 sec.	24	20	18
10 sec.	18	15	14

SECTION III	1 min.	30 sec.	10 sec.
1 min.	26	21	19
30 sec.	21	17	15
10 sec.	16	13	12

7. PACKAGE PLANS  
 WEEKLY CUME PLANS  
 30 1-min spots (15 I, 10 II, 5 III) ea. 22  
 15 1-min spots (8 I, 5 II, 2 III) ea. 24  
 30 sec.: 80% of 1-min. 10 sec.: 60% of 1-min.  
 Cume & Weekly Plans do not combine for discounts.  
 DISCOUNT  
 52 wk—10%, only to Frequency Plans.  
 RATEHOLDER  
 Minimum wky sched of 6 1-min spots 6 am-12 mid  
 Mon-Sun necessary to maintain consec wk advertising.

AM/FM COMBINATION  
 Following FM rates apply when bought in combina-  
 tion with AM.  
 1 ti per wk. 6.00 12+ per wk. 4.00

W K B N  
 1926  
 YOUNGSTOWN  
**CBS Radio Network**  
  
 Subscriber to the NAB Radio Code  
 Media Code 4 236 9240 9.00  
 WKBN Broadcasting Corp., 3930 Sunset Blvd.,  
 Youngstown, Ohio 44501. Phone 216-782-1144.  
 TWX YO 081-U.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—W. P. Williamson, Jr.  
 Vice-Pres. & Sta. Mgr.—W. P. Williamson, III.  
 Sales Manager—Carl F. Glade.  
 2. REPRESENTATIVES  
 Katz Radio.  
 Canada—Andy McDermott Sales Ltd.  
 3. FACILITIES  
 5,000 w.; 570 kc. Directional—night only.  
 Operating schedule: 24 hours daily, EST.  
 4. AGENCY COMMISSION  
 15/0 time only.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 2b, 3d, 4a, 5, 6a, 7b.  
 Rate Protection: 15c, 15e.  
 Basic Rates: 20b, 21a, 22b, 23b, 24b, 24c, 25a, 27,  
 28a, 29a, 30, 32b, 33a.  
 Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49,  
 50, 51.  
 Comb.: Cont. Discounts: 60a, 60c, 61b.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with Katz Radio Network.  
 Affiliated with CBS.

TIME RATES  
 AM/FM COMBINATION  
 No. 25 ET 7/30/73—Rec'd 7/31/73.  
 AA—Mon thru Sat 6-10 am.  
 A—Mon thru Sat 3-7 pm.  
 B—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 C—Mon thru Sun 7 pm-midnight.  
 D—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS  
 PER WK, 1 MIN, EA:

	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
AA	43	42	41	40		
A	37	36	35	34		
B	28	27	26	25		
C	24	23	22	21		

20/30 sec.: 80% of 1-min. 10 sec.: 50% of 1-min.  
 AM only: Deduct 8.00.

8. PROGRAM TIME RATES  
 AM ONLY  
 A—6 am-8 pm.  
 B—8 pm-6 am.


CLASS A

PER YR:	1x	13x	26x	52x	156x	260x
1/4 hr.	75	70	67	64	61	58
10 min.	55	53	51	49	48	46
5 min.	45	44	43	42	41	40


CLASS B

PER YR:	1x	13x	26x	52x	156x	260x
1/4 hr.	40	38	36	34	32	30
10 min.	33	31	29	27	25	23
5 min.	25	24	23	22	21	20

9. PARTICIPATING PROGRAMS  
 AM ONLY  
 Country & Western Overnight Show—Class D.  
 STRIPS PER WK: 1 2 3 4  
 SPOTS PER WK: 6 12 18 24  
 1 min. 60 108 144 168

W K B N-FM  
 1947  
 YOUNGSTOWN  
  
 Subscriber to the NAB Radio Code  
 Media Code 4 236 9241 7.00  
 WKBN Broadcasting Corp., 3930 Sunset Blvd.,  
 Youngstown, Ohio 44501. Phone 216-782-1144.  
 TWX YO 081-U.  
 See affiliated AM station for additional information.

3. FACILITIES  
 ERP 50,000 w.; 98.9 mc.  
 Operating schedule: \_\_\_\_\_, EST.  
 Antenna ht.: 550 ft. above average terrain.  
 5. GENERAL ADVERTISING See coded regulations  
 Sold in combination with WKBN. See that listing.  
 TIME RATES  
 FM only: Deduct 8.00.


W N I O  
 1963  
 NILES  
  
 time sales inc.

Media Code 4 236 9275 5.00  
 PS Broadcasting Corp., Box 2244, Youngstown, Ohio  
 44408. Phone 216-392-8876.  
 Niles Office: Box 625, Niles, Ohio 44406. Phone 216-  
 545-4024.  
 STATION'S PROGRAMMING DESCRIPTION  
 WNIO: Programmed for Country listener in all age  
 brackets.  
 MUSIC: 75% features current hits sign-on-sign-off.  
 NEWS: 14%: at :60 & :25, plus 3 10-min news-  
 casts; national, state, local & regional. SPORTS &  
 weather hourly. Mobile units for remotes. Contact  
 Representative for further details. Rec'd 8/1/72.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—James D. Pithoullis.  
 2. REPRESENTATIVES  
 PRO Time Sales, Inc.  
 3. FACILITIES  
 500 w.; 1540 kc. Directional.  
 Operating schedule: Sunrise-local sunset, EST.  
 4. AGENCY COMMISSION  
 15/0 time only.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 3a, 3d, 4a, 4d, 6a, 7b.  
 Rate Protection: 15d.  
 Basic Rates: 21a, 22b, 23a, 24b, 24c, 25a, 28a, 29a.  
 Contracts: 40a, 42a, 44b, 45, 46, 47a, 51a, 51c.  
 Comb.: Cont. Discounts: 60a, 60c, 61b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Prod. Services: 80, 81, 82.  
 Affiliated with MBS.

TIME RATES  
 ET 12/1/70—Rec'd 11/30/70.  
 6. SPOT ANNOUNCEMENTS  

1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	20.00	17.00	15.00	14.00	13.00	11.00
20/30	15.00	12.75	11.25	10.50	9.75	9.00
10 sec	12.00	10.00	9.00	8.00	7.50	6.50

W P I C  
 1938  
 SHARON, PA.  
  
 Subscriber to the NAB Radio Code  
 (This is a paid duplicate of the listing appearing  
 under Sharon, Pa.)  
 Media Code 4 239 8050 7.00  
 Sharon Broadcasting Co., Inc., Box 211, 2030 Pine  
 Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-  
 4113.  
 STATION'S PROGRAMMING DESCRIPTION  
 WPIC: Programmed for adults.  
 MUSIC: All hit MOR featured from the past 20  
 years. NEWS: at :60; 5 min network, 5 min local.  
 SPORTS: at :20 & :40 during AM & PM drive  
 times. Local voices & actualities used on news &  
 sports. Rec'd 4/4/73.  
 (This listing continued on next page)



Youngstown—WPIC—Continued

- 1. PERSONNEL**  
 General Manager—Joe S. Dobosh.  
 Sports Director—Herb Morgan.  
 Prog. & Farm Dir.—John Michaels.
- 3. FACILITIES**  
 1,000 w.; 790 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3c, 4a, 4d, 5.  
 Rate Protection: 15b.  
 Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.  
 Contracts: 40a, 41, 45, 46, \*47a, †47e, 51a.  
 Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.  
 Cancellation: 70e, 71a, 73a.  
 Prod. Services: 80.  
 (\*) Applies to 5 and 15 minutes.  
 (†) Applies to 30 minutes and 1 hour.  
 FM facilities: WYFM (FM).  
 Member: Pennsylvania Farm Network.

**TIME RATES**

No. 3 ET 1/1/74—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**

	1x	50x	100x	200x	300x	500x
1 min.....	15.50	15.00	14.50	14.00	13.50	12.75
30 sec.....	12.40	12.00	11.60	11.20	10.80	10.20

(D)

**WQOD (FM)**

1959  
 YOUNGSTOWN



- Subscriber to the NAB Radio Code  
 Media Code 4 238 9287 0.00  
 Mahoning Valley Broadcasting Corp., 418 Knox St.,  
 Youngstown, Ohio 44502. Phone 216-744-4421.  
 See affiliated AM station for additional information.  
 AM facilities: WBBW.

- 3. FACILITIES**  
 ERP 14,500 w. (horiz.), 14,500 w. (vert.); 93.3 mc.  
 Operating schedule: 7 am-midnight. EST.  
 Antenna ht.: 280 ft. above average terrain.

**TIME RATES**

ET 9/1/69—Rec'd 8/1/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	(*)	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	8.50	7.00	6.50	6.00	5.50	5.00

(\*) Fixed or 1 ti.  
 30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**

	1x	52x	156x	260x
1/2 hr.....	35.00	25.00	23.00	21.50

**WYFM (FM)**

(formerly WPIC-FM)  
 1947  
 SHARON, PA.



(This is a paid duplicate of the listing appearing under Sharon, Pa.)

- Media Code 4 239 8075 4.00**  
 Sharon Broadcasting Co., Inc., Box 211, 2030 Pine  
 Hollow Blvd., Sharon, Pa. 16146. Phones 412-  
 346-4113, 216-534-2316.

- STATION'S PROGRAMMING DESCRIPTION**  
 WYFM (FM): Programmed for young adults 18-30.  
 MUSIC: progressive rock, current albums & singles;  
 minimum talk. NEWS: network at :15; local 3x  
 daily. Rec'd 9/19/73.

- 1. PERSONNEL**  
 General Manager—Joe S. Dobosh.  
 Program Director—Dan Messersmith.
- 3. FACILITIES**  
 ERP 26,000 w.; 102.9 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 455 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3c, 4a, 4d, 5.  
 Rate Protection: 15b.  
 Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.  
 Contracts: 40a, 41, 45, 46, \*47a, †47e, 51a.  
 Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.  
 Cancellation: 70e, 71a, 73a.  
 Prod. Services: 80.  
 (\*) Applies to 5 and 15 minutes.  
 (†) Applies to 30 minutes and 1 hour.  
 AM facilities: WPIC.

**TIME RATES**

No. 4 ET 7/74—Rec'd 7/17/74.

**6. SPOT ANNOUNCEMENTS**

	1x	50x	100x	200x	300x	500x
1 min.....	15.00	14.50	14.25	14.00	13.75	13.50
30 sec.....	12.40	12.00	11.80	11.60	11.40	11.20

(D)

**ZANESVILLE (1 AM; 1 FM)**

- Muskingum County—Map Location F-7  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WHIZ WHIZ-FM**

1924 1961

**NBC Radio Network**



A T/R, Inc. Station

Subscriber to the NAB Radio Code

- Media Code 4 236 9300 1.00**  
 Southeastern Ohio Broadcasting System, Inc., Lind  
 Arcade Bldg., Zanesville, Ohio 43701. Phone 614-  
 452-5431.

- STATION'S PROGRAMMING DESCRIPTION**  
 WHIZ: Programmed for general interest. General  
 popular music. NEWS: M-Sat on hour and half hour,  
 6-9 am and on hour 9 am-11 pm. Also at 5:30 pm,  
 & 7:30 pm. Sun at 9 am, and on hour noon-11 pm.  
 SPORTS: 6:15-6:25 pm daily. Live play-by-play  
 pro football, baseball, college basketball and football,  
 high school basketball and football. FARM: news  
 6:40 am, 12:20 pm M-Sat. Stock market reports 5:55  
 pm M-F. Mobile units for remotes. Contact Repre-  
 sentative for further details. Rec'd 11/3/69.

- 1. PERSONNEL**  
 Group Manager Radio-TV—Allan Land.  
 General Manager—Robert F. Hodous.
- 2. REPRESENTATIVES**  
 Savalli/Gates, Inc.  
 Regional Reps Corp.

**3. FACILITIES**

- 1,000 w. days, 250 w. nights; 1240 kc.  
 Non-directional.  
 Operating schedule: 6-12:05 am. EST.  
 FM-ERP 20,000 w.; 102.5 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 400 ft. above average terrain.
- 4. AGENCY COMMISSION**  
 15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 14b.  
 Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23b,  
 24b, 25a, 26, 28a, 28c, 29a.  
 Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a,  
 48, 49, 51a, 51c.  
 Comb.; Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with NBC.  
 Member: Ohio Radio Network, Agri Broadcasting  
 Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 12 ET 6/1/74—Rec'd 5/28/74.

AA—6:29 am-6:30 pm.

A—All other times.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260x	520x	1000x
1 min 7.60	7.25	6.90	6.55	6.20	5.85	5.45	5.10	
30 sec 6.15	5.85	5.55	5.25	4.95	4.65	4.35	4.05	

**CLASS AA**

	1x	26x	52x	104x	156x	260x	520x	1000x
1 min 6.60	6.30	6.00	5.60	5.35	4.85	4.55	4.20	
30 sec 5.30	5.05	4.75	4.45	4.20	3.90	3.70	3.50	

**8. PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	260x
1 hr.....	63.00	60.00	57.00	.....	.....	.....
1/2 hr.....	38.85	37.30	34.50	.....	.....	.....
1/4 hr.....	28.35	26.80	25.20	.....	.....	.....
10 min.....	22.00	20.50	19.50	18.75	17.60	16.50
5 min.....	12.60	12.10	11.50	11.00	10.50	10.00

**CLASS A**

	1x	26x	52x	104x	156x	260x
1 hr.....	55.00	52.00	50.00	.....	.....	.....
1/2 hr.....	32.50	30.50	29.50	.....	.....	.....
1/4 hr.....	22.00	21.00	20.00	.....	.....	.....
10 min.....	17.00	16.00	15.00	14.00	13.40	12.60
5 min.....	11.00	10.50	10.00	9.50	9.00	8.50

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**

**RADIO**  
Sallisaw—Sequoyah County

**Negro Population Data**

(January 1, 1974)  
STATE TOTAL..... 179,688  
METRO AREAS..... 2,268  
Lawton..... 12,176

Oklahoma City..... 61,306  
Tulsa..... 44,269  
Total Metros..... 120,119

**Spanish Population Data**

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.  
(April 1, 1970)  
METRO AREAS  
STATE TOTAL..... 36,007  
Oklahoma City .. 11,521

**OKLAHOMA**

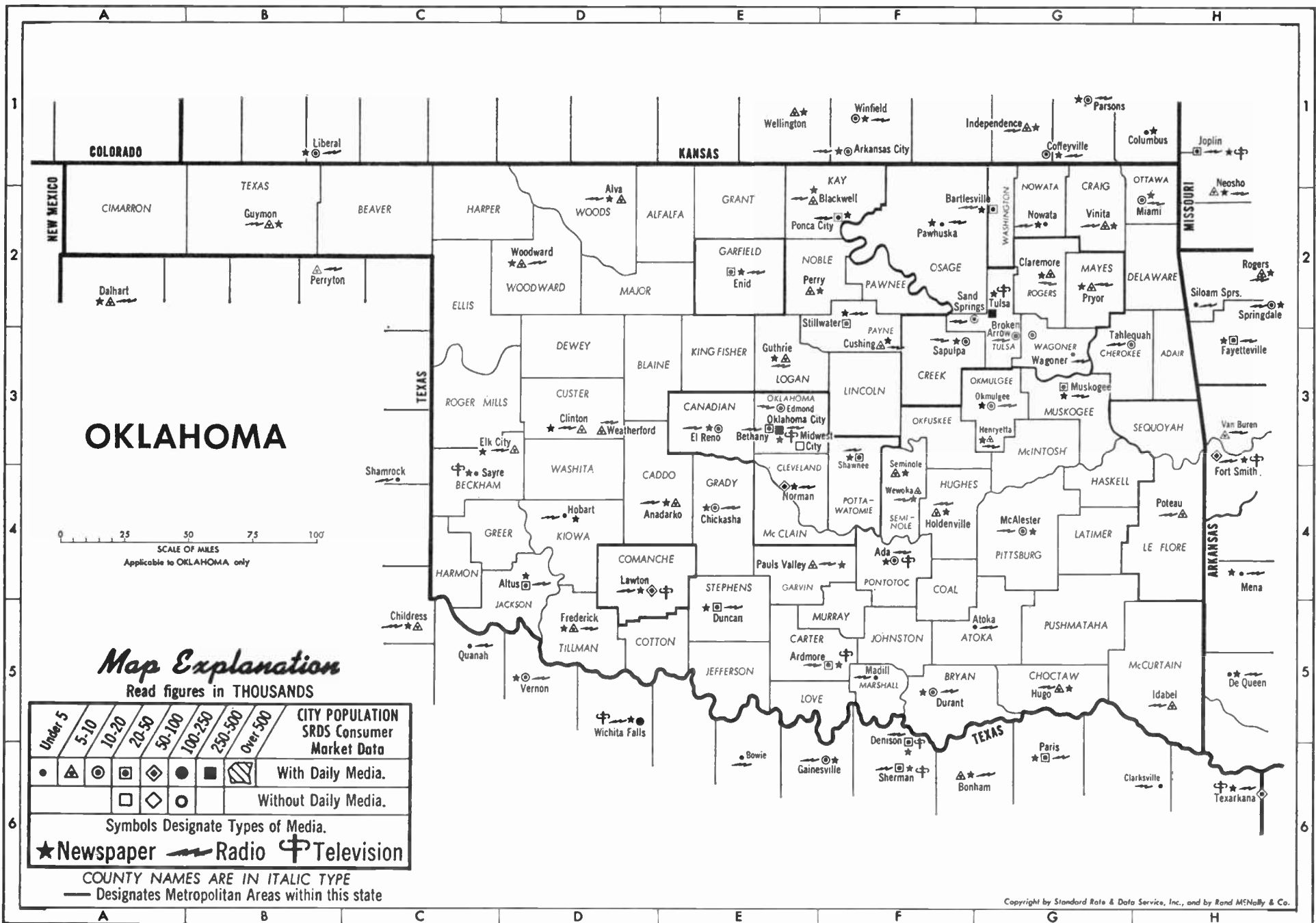
See SRDS consumer market map and data at beginning of the Rite.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (some) Standard time as reported.

**Where can  
you find  
men, women,  
teens, and  
children?**

In the Market Data  
Summary near the front  
of this issue. In the  
form of hard counts,  
of course! And for  
every metro area.  
See Contents Page for  
exact location.

B-N 1/8





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Retail Sales—1973					Service Station (\$000)	Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)					
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families					Total Retail Sales Per Household (\$)	By Selected Store Types											
	(000)	(000)		3000 to 4999	4000 to 7999	8000 to 9999	10000 to 14999	15000 and over		Food (\$000)	Drug (\$000)	General Mds. (\$000)					Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)		
<b>OKLAHOMA STATE TOTALS</b>	2,656.3	933.39	9,446,673	10,121	11.3	19.2	12.7	22.7	21.2	5,877,995	6,297	1,136,296	168,270	787,824	272,257	297,416	1,355,501	475,323	1,374.96	206.9	1,929,236
ADAIR H-3	15.9	5.12	35,141	6,863	20.0	21.4	9.6	10.3	8.0	17,893	3,495	4,158	571	1,183	629	656	3,312	1,845	6.26	3.2	19,799
ALFAFA D-2	6.7	2.67	24,537	9,190	15.6	23.5	11.5	18.1	20.5	14,450	5,412	2,566	581	502	192	262	2,048	1,346	3.91	2.1	39,499
ATOKA G-5	11.1	3.63	26,511	7,303	18.6	22.3	9.4	13.4	10.5	19,010	5,237	3,853	479	1,111	250	1,084	3,836	3,882	3.83	2.4	14,355
BEAVER C-2	6.0	2.17	21,576	9,943	12.6	18.4	14.1	24.9	20.4	8,835	4,071	1,506	274	121	114	1,355	1,699	1,699	3.20	2.9	54,101
BECKHAM C-4	15.3	6.04	47,900	7,930	13.5	19.4	13.0	19.2	13.8	43,192	7,151	9,318	1,726	3,522	1,939	1,586	10,030	5,340	8.42	2.2	26,794
BLAINE D-3	11.9	4.39	35,378	8,059	15.0	22.0	14.1	19.9	12.8	24,142	5,499	4,838	431	1,039	861	369	4,262	3,753	6.07	3.2	27,427
BRYAN F-5	26.4	9.92	76,879	7,750	16.4	21.1	12.1	16.9	12.9	53,397	5,383	9,783	2,108	6,291	1,656	2,825	11,032	5,464	12.27	4.2	20,892
CADDO D-4	29.4	10.14	74,022	7,300	17.4	25.2	12.6	16.4	10.2	49,615	4,953	11,505	1,453	2,644	1,244	1,875	9,589	6,346	13.46	6.8	62,047
CANADIAN E-3	34.7	11.30	123,691	10,946	9.5	17.8	12.6	26.4	25.5	83,558	7,395	12,098	1,790	3,761	1,175	878	41,567	7,018	22.46	2.5	51,817
CARTER E-5	38.9	14.27	117,523	8,236	14.8	19.7	13.5	20.6	15.3	91,664	6,424	17,967	3,667	11,916	4,549	5,885	20,858	7,168	19.95	3.2	14,385
Ardmore	25.5	9.30	73,365	7,889						84,060	9,039	13,816	3,218	11,684	4,397	5,592	19,984	5,415			
CHEROKEE G-3	24.0	8.02	60,590	7,555	20.8	22.3	10.2	14.4	10.8	37,280	4,648	9,028	1,095	1,498	2,420	1,371	8,972	3,265	8.85	3.9	15,050
CHOCTAW G-5	15.0	5.52	37,004	6,704	15.1	19.1	10.2	15.1	9.8	22,497	4,076	5,068	730	1,886	1,168	740	6,757	1,949	5.74	2.8	10,771
CIMARRON A-2	4.0	1.40	14,784	10,560	10.6	22.1	14.4	23.1	21.8	10,465	7,475	2,228	297	411	143	111	2,680	1,327	2.21	1.5	45,865
CLEVELAND E-4	92.6	29.03	348,375	12,001	7.5	16.2	13.1	26.6	29.2	152,631	5,258	34,434	4,638	9,087	9,800	6,518	38,915	11,652	44.75	2.1	9,902
Moore	23.8	6.94	79,638	11,475																	
Norman	63.3	20.27	227,516	11,224						124,381	6,136	25,986	3,619	5,934	9,409	5,317	31,948	8,334			
COAL F-4	5.5	2.02	12,384	6,131	16.6	24.7	10.6	11.7	8.0	6,590	3,262	1,813	208	564	190	135	987	574	2.52	1.2	8,693
COMANCHE D-4†	107.3	30.32	370,280	12,212	10.5	22.0	13.5	22.6	20.1	211,839	6,987	32,898	3,612	40,040	8,156	14,940	59,692	12,516	45.84	2.3	19,984
Lawton	77.2	25.84	251,614	9,737						206,877	8,006	30,472	3,169	35,297	7,932	14,693	57,440	10,764			
Lawton Metro Area	107.3	30.32	370,280	12,212	10.5	22.0	13.5	22.6	20.1	211,839	6,987	32,898	3,612	40,040	8,156	14,940	59,692	12,516	45.84	2.3	19,984
COTTON D-5	6.3	2.41	25,566	10,608	12.9	19.1	13.4	18.4	18.9	13,243	5,495	2,418	242	578	774	327	931	1,599	3.69	1.9	14,780
CRAIG G-2	14.3	4.87	41,111	8,442	14.2	21.7	12.8	18.7	15.0	29,105	5,976	6,396	967	2,205	1,319	649	6,908	3,990	7.38	3.7	30,560
CREEK F-3	47.2	16.79	155,625	9,269	11.9	20.7	14.8	23.4	16.6	69,925	4,165	20,131	2,299	4,083	2,941	3,134	17,067	9,447	22.96	4.0	9,880
DELAWARE H-2	23.3	8.35	81,144	9,718	13.2	20.3	12.1	20.5	20.3	65,012	7,786	10,239	1,880	4,442	2,390	4,481	12,425	8,865	10.91	2.8	37,733
DEWEY D-3	19.1	6.82	47,908	7,025	20.5	22.0	9.4	12.5	9.6	16,324	2,394	4,700	575	1,731	250	564	3,128	2,568	9.77	3.5	23,129
ELLIS C-2	5.4	2.08	18,294	8,795	14.1	22.6	14.6	19.8	15.5	12,233	5,881	1,630	173	299	439	226	1,190	2,508	3.15	1.7	19,072
GARFIELD E-2†	5.1	2.02	16,489	8,163	12.2	29.2	14.3	16.9	13.6	12,350	6,114	1,542	865	705	224	112	3,508	1,449	2.90	2.3	27,749
Enid	58.6	21.33	215,140	10,086	9.6	20.6	14.4	24.7	19.4	129,807	6,086	24,387	6,380	20,329	9,261	8,464	30,888	11,703	31.49	4.7	40,441
Enid Metro Area	47.6	17.54	178,252	10,163						120,657	6,879	23,265	5,720	20,329	9,208	7,963	28,815	9,913			
Garvin E-4	58.6	21.33	215,140	10,086	9.6	20.6	14.4	24.7	19.4	129,807	6,086	24,387	6,380	20,329	9,261	8,464	30,888	11,703	31.49	4.7	40,441
Grady E-4	26.9	9.80	83,760	8,547	16.8	20.1	14.4	19.0	11.1	53,578	5,467	10,916	1,740	3,418	2,279	2,984	12,796	5,836	13.45	3.2	22,727
Grant E-2	32.3	11.86	103,323	8,712	13.3	22.5	11.6	19.0	16.4	75,200	6,341	13,684	1,390	4,644	3,394	3,394	18,612	5,809	14.97	5.6	46,324
Greer C-4	6.6	2.62	20,598	7,862	12.6	24.8	15.0	20.2	13.2	10,999	4,198	2,091	318	257	212	284	1,877	1,379	3.94	2.4	35,238
HARMON C-4	7.7	2.97	19,052	6,415	18.9	22.9	11.4	15.1	10.4	13,315	4,483	3,207	756	689	329	440	2,490	1,213	3.59	1.6	14,926
HARPER C-4	4.9	1.80	13,858	7,699	18.1	21.5	10.4	14.4	14.6	10,631	5,906	2,768	579	557	422	682	1,243	960	2.18	.6	16,642
HASKELL G-2	4.9	1.76	16,856	6,547	12.1	16.2	13.2	23.9	19.6	9,341	5,307	2,241	330	119	460	206	2,187	1,344	2.95	1.2	35,520
HUGHES F-4	9.7	3.44	21,815	6,342	22.7	24.4	11.1	14.1	6.4	17,797	5,174	3,382	489	2,696	1,109	5,786	1,117	3.49	2.5	8,519	
JACKSON D-5†	12.8	4.98	35,347	7,158	15.7	21.5	11.0	15.6	11.2	20,588	4,134	5,604	591	1,646	481	1,052	6,063	2,311	5.72	2.1	15,966
Altus	24.2	7.66	72,310	9,440						55,648	5,413	10,381	1,705	6,609	2,797	3,911	13,559	3,863	14.96	1.5	30,362
Jefferson E-5	31.5	10.28	92,990	8,987	13.1	25.3	14.0	18.7	14.8	49,829	6,505	8,731	1,659	6,490	2,694	3,697	13,553	3,083			
Johnston F-5	6.6	2.63	20,215	7,686	15.1	21.3	10.5	16.6	13.5	10,386	3,949	2,406	473	252	427	119	2,142	1,072	3.55	1.3	14,786
KAY F-1	7.6	2.74	18,010	6,573	20.6	24.6	10.2	11.1	8.6	8,209	2,996	2,479	685	365	465	165	1,426	869	3.19	1.2	10,694
KAY F-1	48.4	17.93	184,567	10,294	9.9	19.0	13.6	24.1	23.8	117,317	6,543	27,378	5,092	11,965	5,208	7,692	23,882	9,630	27.02	4.3	33,262
Ponca City	30.2	11.37	112,622	9,905						80,291	7,062	18,174	3,102	10,113	4,305	5,669	16,937	5,550			
KINGFISHER E-3	13.5	4.72	49,176	10,419	9.5	19.0	12.8	25.3	22.4	24,608	5,214	5,220	901	839	804	519	5,198	2,570	6.67	3.9	42,308
KIOWA D-4	12.1	4.76	32,665	6,862	17.0	24.8	11.6	15.6	11.7	24,862	5,223	5,649	887	1,362	800	1,150	5,901	2,465	6.66	2.0	29,837
LATIMER G-4	9.1	2.99	21,184	7,085	18.4	22.7	11.1	13.4	10.2	12,859	4,301	3,474	257	762	229	214	1,667	1,464	2.88	1.1	3,961
LE FLORE H-4	33.4	11.74	76,198	6,490	18.7	24.8	10.6	13.7	7.8	41,985	3,576	9,712	1,100	4,121	1,002	1,07					

# State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales— Per Household (\$)	Retail Sales—1973 By Selected Store Types							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
			(\$000)	Per Household (\$)	% Distribution of Families					Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Station (\$000)			
					4999	7999	9999		14999											15000 to and over		
TULSA G-3	411.4	145.21	1,790,599	12,331	7.2	14.0	13.0	28.1	30.4	1,071,360	7,378	203,734	31,540	209,331	59,807	61,793	254,485	75,000	228.92	3.3	12,741	
Tulsa <sup>3</sup>	351.2	126.32	1,572,164	12,446						1,074,324	8,505	186,626	30,827	217,400	59,863	61,649	227,483	65,827				
Tulsa Metro Area	567.9	200.47	2,294,701	11,447	8.3	16.0	13.2	26.7	26.6	1,284,013	6,405	260,103	37,856	222,143	67,437	69,725	305,069	100,653	314.84			
WAGONER G-3	24.5	8.37	71,692	8,565	10.8	21.3	15.4	23.2	13.9	20,553	2,456	5,313	667	982	429	828	3,981	2,405	9.04	3.1	15,828	
WASHINGTON G-2	42.7	15.56	190,182	12,222	6.6	14.8	11.8	26.9	31.9	93,554	6,012	22,618	3,852	13,909	4,449	7,116	18,020	6,921	24.44	1.9	10,309	
Bartlesville <sup>2</sup>	30.4	11.28	140,476	12,454						81,471	7,223	17,044	3,352	13,230	4,158	6,727	17,815	5,569				
WASHITA D-41	10.4	3.87	36,328	9,387	15.9	21.8	12.4	19.4	17.0	18,596	4,805	4,137	471	438	997	1,042	3,165	2,535	5.63	3.4	41,566	
WOODS D-2	12.0	4.42	45,279	10,244	11.4	22.5	12.5	20.7	20.6	26,318	5,954	4,619	1,046	2,473	1,215	1,895	4,499	2,403	6.52	2.0	35,579	
WOODWARD D-2	16.3	5.74	57,770	10,064	8.0	19.8	14.1	27.3	20.3	46,775	8,149	8,465	1,493	3,788	2,165	3,180	7,397	4,535	7.96	2.1	35,285	

(1) Includes portion in Osage County.

(2) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## STATE NETWORKS

### Agriculture News Network

Comprised of:  
Non-Interconnected Stations  
KADA—Ada  
KALV—Alva  
KRRP—Anadarko  
KLFR—Blackwell  
KWPR—Claremore  
KNEO—Durant  
KNEO—Durant  
KADS—Elk City  
KCRC—Enid

Interconnected Stations  
KPAT—Frederick  
KHEN, KHEN-FM—Henryetta  
KTJS—Hobart  
KVLH—Pauls Valley  
KJEM—Wagoner  
KWEY—Weatherford  
KWSH—Wewoka

Media Code 4 237 0013 7.00  
Covenant Broadcasting Corp. of Oklahoma, Box 1000,  
1800 W. Main St., Oklahoma City, Okla. 73101.  
Phone 405-235-1671.

1. PERSONNEL  
President—Fred E. Walker.  
Vice-Pres. & Gen'l Mgr.—Kenny Belford.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3, 4a, 5, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15b.  
Basic Rates: 24c, 25a, 28c, 33b.  
Contracts: 40a, 44a, 45, 46.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 73b.  
Prod. Services: 82.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 8/2/74.

6. SPOT ANNOUNCEMENTS  
PER WK, EA: 1 wk 13 wk 26 wk 52 wk  
\*6:15 am, 9:1-min spots..... 70 66 59 53  
14:15 pm..... 60 56 49 45  
(\*) Mon, Wed, Fri or Tues, Thurs, Sat.  
(†) 3 1-min spots per alt wk/Mon, Wed, Fri & 2  
1-min spots per alt wk/Tues, Thur.

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 237 0025 1.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

### OKLAHOMA STATE GROUP

Comprised of:  
KADA—Ada  
KWHW—Altus  
KALV—Alva  
KRSO—Ardmore  
KLTR—Blackwell  
KWCO—Chickasha  
KWEO—Clinton  
KUSH—Cushing  
KRHD—Duncan  
KSEL—El Reno  
KCRC—Enid  
KOKC—Guthrie  
KTJS—Hobart

KGLC—Miami  
KBIX—Muskegee  
KNOR—Norman  
KOKL—Okmulgee  
KOKN—Pawhuska  
KLCO—Poteau  
KOLS—Pryor  
KXOJ—Sapulpa  
KTLQ—Tahlequah  
KVIN—Vinita  
KJEM—Wagoner  
KWEY—Weatherford  
KWSH—Wewoka

1 min 30 sec  
96 77  
(D)

### Oklahoma Farm Network

Comprised of:  
Non-Interconnected Stations  
KWHW—Altus  
KTBA (FM)—Broken Arrow  
KWCO—Chickasha  
KWEO—Clinton  
Media Code 4 237 0050 9.00  
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

1. PERSONNEL  
Manager—Robert J. Walton.

2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.

5. GENERAL ADVERTISING See coded regulations  
General: 1a.  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract-one billing basis.

TIME RATES  
Spots scheduled adjacent to farm or news programs  
Mon thru Sat 6:30 am & 11:30 am-1 pm.  
ET—Rec'd 3/1/73.

6. SPOT ANNOUNCEMENTS  
1 min..... 52.50 50.00 47.50  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

### Oklahoma News Network, Inc.

Comprised of:  
Interconnected Stations  
KADA—Ada  
KWHW—Altus  
KALV—Alva  
KRRP—Anadarko  
KRSO—Ardmore  
KLTR—Blackwell  
KXXX—Chickasha  
KWPR—Claremore  
KUSH—Cushing  
KRHD—Duncan  
KSE0—Durant  
KSE0-FM—Durant  
KWHP (FM)—Edmond  
KADS—Elk City  
KCRC—Enid  
KCES—Eufaula  
KTAT—Frederick  
KOKC—Guthrie  
KHEN—Henryetta  
KHEN-FM—Henryetta  
KTJS—Hobart  
KBEL—Idabel  
KSWO—Lawton

Media Code 4 237 0100 2.00  
Covenant Broadcasting Corp. of Oklahoma, Box 1000,  
Oklahoma City, Okla. 73101. Phone 405-235-1671.

STATION'S PROGRAMMING DESCRIPTION  
OKLAHOMA NEWS NETWORK, INC.: 15 min newscasts M-F at 6:30 am & 5:30 pm. 5-min newscasts every hour, at :30, from 7:30 am-7:30 pm, M-Sat., & 12:30 pm-7:30 pm Sun. Contact Representative for further details. Rec'd 3/30/73.

1. PERSONNEL  
President—Fred E. Walker.  
Vice-Pres. & Gen'l Mgr.—Kenny Belford.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 4a, 5, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15b.  
Basic Rates: 24c, 25a, 28c, 33b.  
Contracts: 40a, 44, 44a, 45, 46.  
Comb.: Cont. Discounts: 60f, 60i, 62d.  
Cancellation: 73b.  
Prod. Services: 82.  
Affiliated with Eastman Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 7/1/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sat 3 pm-7:30 pm; Sun 6:30 am-7:30 pm.  
ROS: Mon thru Sun 6:30 am-7:30 pm.

6. SPOT ANNOUNCEMENTS  
AAA  
1 min 79 85 78 72 82 78 71 65  
30 sec 81 68 62 58 66 62 57 52

AA  
1 min 75 71 64 58 70 66 60 54  
30 sec 60 56 51 46 56 52 48 43

A  
1 min 75 71 64 58 70 66 60 54  
30 sec 60 56 51 46 56 52 48 43

### WeatherScan Radio Network, Inc.

## weatherscan

Comprised of:  
Interconnected by Direct Air Pickup Stations  
KTEN (FM)—Ada  
KRSO—Ardmore  
KFOR—Atoka  
KWON—Bartlesville  
KCCO—Lawton  
KCCO-FM—Lawton  
KTCM—McAlester  
KBYE—Oklahoma City  
Media Code 4 237 0115 0.00  
Business Office: 5900 Mosteller Dr., Oklahoma City, Okla. 73112. Phone 405-848-6566.

1. PERSONNEL  
President—Frank Rees.  
General Manager—Ferd Mueller.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 8.  
Rate Protection: 10a, 12a, 13c.  
Basic Rates: 20b, 24c, 25a, 28c, 33b.  
Contracts: 40a, 44a, 45, 46.  
Comb.: Cont. Discounts: 60f, 60i, 62d.  
Cancellation: 70a, 71a, 73a, 73b.  
Prod. Services: 81.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 12/1/73—Rec'd 1/22/74.

6. SPOT ANNOUNCEMENTS  
1 min..... 3 ti 6 ti 12 ti 18 ti  
30 sec..... 27 23 21 19  
17 15 13 11

### ADA (1 AM; 1 FM)

Pontotoc County—Map Location F-4  
See SHDS consumer market map and data at beginning of the State.

## KADA

1934

NAB

Media Code 4 237 0130 9.00  
KADA Broadcasting, Inc., Box 609, Ada, Okla. 74820. Phone 405-332-1212.  
Studio: North Broadway, Ada, Okla.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Jerry Spencer.

2. REPRESENTATIVES  
Southwest—Clyde Melville Company.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. CST.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc., Weatherscan Radio Network, Inc., Agriculture News Network.

TIME RATES  
ET 4/13/73—Rec'd 4/16/73.

6. SPOT ANNOUNCEMENTS  
1x 80x 160x 240x 320x 400x 480x  
1 min/less.... 5.00 4.75 4.50 4.25 4.00 3.75 3.50

### KTEN (FM)

1971

NAB

Media Code 4 237 0195 2.00  
Eastern Oklahoma Television Co., Inc., Box 10, 1600  
Arlington Blvd., Ada, Okla. 74820. Phone 405-332-3311. TWX 405-332-1141.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Bill Hoover.

2. REPRESENTATIVES  
Sarall/Gates, Inc.  
Chicago, Mid-west—Walton Broadcasting Sales Corporation.

3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.8 mc. Stereo.  
Operating schedule: 6:30 am-midnight. CST.  
Antenna ht.: 625 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KEDR, Atoka.

4. AGENCY COMMISSION  
15/0 time only; 10th of month.

5. GENERAL ADVERTISING See coded regulations  
AM facilities: KEOR, Atoka.

TIME RATES  
No. 3 ET 7/15/74—Rec'd 7/30/74.  
A—Mon thru Sat 6:59-8:35 am, 11:54 am-1:01 pm & 4:54-6:01 pm.  
B—Mon thru Sat sign-on 6:58 am, 8:36-11:53 am, 1:02-4:54 pm & 6:02 pm-sign-off; Sun all day.

6. SPOT ANNOUNCEMENTS  
OPEN: 1 min 30 sec 15 sec  
A..... 6.00 4.50 3.50  
B..... 5.00 3.50 3.00

7. PACKAGE PLANS  
12+ PER WK: 1 min 30 sec 15 sec  
A..... 5.00 3.50 2.50  
B..... 4.00 3.00 2.00

ROS IMPACT, 9+ PER DAY/90 PER MONTH:  
A..... 4.00 3.00 2.00  
B..... 3.50 2.50 1.50  
Firm contract allowed end rate on ROS regardless of frequency.

### ALTUS (1 AM; 1 FM)

Jackson County—Map Location D-4  
See SHDS consumer market map and data at beginning of the State.

## KWHW

1946

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 0260 4.00  
KWHW Radio, Inc., Box 577, Radb Bldg., Altus, Okla. 73521. Phone 405-482-1450.

STATION'S PROGRAMMING DESCRIPTION  
KWHW: Programmed for news, music, information.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—George Wilburn.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Oklahoma Farm Network, Oklahoma News Network, Inc.

TIME RATES  
No. 7 ET 11/1/73—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS  
PER MD: 1 ti 21 ti 41 ti 61 ti 100+  
1 min..... 4.50 4.15 3.80 3.50 3.15  
30 sec..... 3.40 3.00 2.65 2.30 2.00  
Fixed position: extra 1.00.  
PER YR: 500x 1000x 1500x 2000x  
1 min..... 3.60 3.30 3.00 2.70  
30 sec..... 2.60 2.30 2.00 1.80  
10 sec: ea 1.50.

### KWHW-FM

1974

Subscriber to the NAB Radio Code  
Media Code 4 237 0261 2.00  
KWHW Radio, Inc., Box 577, 212 W. Cypress,  
Altus, Okla. 73521. Phone 405-482-1450.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 305 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
No. 1 ET 4/1/74—Rec'd 4/19/74.

6. SPOT ANNOUNCEMENTS  
PER MD: 1 ti 25 ti 50 ti 75+  
1 min..... 4.50 4.25 4.00 3.75  
30 sec..... 3.40 3.20 3.00 2.80  
PER YR: 500x 1000x 1500x 2000x  
1 min..... 4.00 3.50 3.25 3.00  
30 sec..... 3.00 2.60 2.40 2.20  
Fixed, extra 1.00.

10. SPECIAL FEATURES  
NEWS: 26x 52x 104x 156x  
5 min..... 10 9 8 7  
News at 7:30 am, 12:30 pm & 8:30 pm.  
2-min news hourly, each 5.00.

For complete listing see  
Regional Networks & Groups

Keystone  
BROADCASTING SYSTEM, INC.



## ALVA

Woods County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KALV

1956



Media Code 4 237 0390 9.00  
Martin Broadcasting Corp., Box 843, Alva, Okla.  
73717. Phone 405-227-1430.  
STATION'S PROGRAMMING DESCRIPTION  
KALV: Programmed for general interest.

- PERSONNEL  
Pres. & Gen'l Mgr.—Lynn L. Martin.
- FACILITIES  
500 w.; 1430 kc. Directional.  
Operating schedule: 6 am-10 pm. CST.
- AGENCY COMMISSION  
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc., Agriculture News Network.

### TIME RATES

ET—Rec'd 2/3/69.

SPOT ANNOUNCEMENTS	1x	15x	26x	52x	104x	156x	260x	512x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.55	3.30	3.05	2.80	2.55	2.30	2.05	1.80

## ANADARKO

Caddo County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KRPT

1970



Subscriber to the NAB Radio Code  
Media Code 4 237 0455 0.00  
Anadarko Broadcasting Co., Box 969, Anadarko,  
Okla. 73005. Phone 405-247-6850.

- PERSONNEL  
General Manager—Wallace Kidd.
- FACILITIES  
500 w. days; 850 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15% time only; 15th of month.
- GENERAL ADVERTISING See coded regulations  
Member: Oklahoma News Network, Inc., Agriculture News Network.

### TIME RATES

No. 2 ET 3/1/73—Rec'd 3/8/73.

SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
Flat	3.45	2.60	1.75

PACKAGE PLANS	1 MINUTE
Per wk	10x 30x 60x 100x 500x 1000x
Per mo	3.20 3.00 2.75
Per yr	3.20 3.00 2.75
	3.15 2.85 2.30
Per wk	2.40 2.20 1.95
Per mo	2.40 2.20 1.85
Per yr	2.35 2.15 1.70
PER WK. FOR 52 WKS:	1 min 30 sec
10 sec spot, per wk	16.50

## ARDMORE

Carter County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## KVSO

1935



Subscriber to the NAB Radio Code  
Media Code 4 237 0520 1.00  
KVSO Broadcasting Co., Box 429, Ardmore, Okla.  
73401. Phone 405-223-3030.

- PERSONNEL  
General Manager—Bill Lauderdale.
- FACILITIES  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION  
15%; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc., WeatherScan Radio Network, Inc.

### TIME RATES

No. 3G ET—Rec'd 5/28/74.

SPOT ANNOUNCEMENTS	1x	26x	52x	156x	260x	312x
Ea	5.00	4.80	4.70	4.20	4.00	3.50

SPECIAL FEATURES	1 min	30 sec
News—Base rate plus 20%.		
Spots and programs cannot be combined for larger discounts.		

## ATOKA

Atoka County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KEOR

1968



Subscriber to the NAB Radio Code  
Media Code 4 237 0560 7.00  
Eastern Oklahoma Television Co., Inc., Box 10, 1600  
Arlington Blvd., Ada, Okla. 74820. Phone 405  
332-3311. TWX 405-332-1141.

- PERSONNEL  
Pres. & Gen'l Mgr.—Bill Hoover.
- REPRESENTATIVES  
Savalli/Gates, Inc.  
Chicago, Mid-west—Walton Broadcasting Sales Corporation.
- FACILITIES  
5,000 w.; 1110 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KTEN (FM), Ada.
- AGENCY COMMISSION  
15% time only; payable 10th of following month.
- GENERAL ADVERTISING See coded regulations  
FM facilities: KTEN (FM), Ada.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, WeatherScan Radio Network, Inc.

### TIME RATES

No. 3 ET 7/15/74—Rec'd 7/30/74.

SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
A—Mon thru Sat 6:59-8:35 am, 11:54 am-1:01 pm & 4:54-6:01 pm	6.00	4.50	3.50
B—Mon thru Sat sign-on-6:58 am, 8:36-11:53 am 1:02-4:54 pm & 6:02 pm-sign-off: Sun all day	5.00	3.50	3.00

PACKAGE PLANS	1 min	30 sec	15 sec
12+ PER WK:	5.00	3.50	2.50
A	4.00	3.00	2.00
B	4.00	3.00	2.00
ROS IMPACT 9+ PER DAY/90 PER MO:	4.00	3.00	2.00
A	3.50	2.50	1.50
B	3.50	2.50	1.50

Firm contract allowed end rate on ROS regardless of frequency.

## BARTLESVILLE (1 AM; 1 FM)

Washington County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

## KWON

1941



Subscriber to the NAB Radio Code  
Media Code 4 237 0780 1.00  
KWON Radio, Inc., Box 1215, KWON Radio Center,  
Dewey Rd., Bartlesville, Okla. 74003. Phone 918-336-1400.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

## KYFM (FM)

1961



Thompson Broadcasting Company  
Subscriber to the NAB Radio Code  
Media Code 4 237 0650 6.00  
Thompson Broadcasting Co., 1200 S. E. Frank Phillips,  
Bartlesville, Okla. 74003. Phone 918-336-1001.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Herb Remick.  
Operations Manager—James E. Williford.
- REPRESENTATIVES  
Dallas—Clyde Melville Company.  
St. Louis, Kansas City—Eugene F. Gray Co.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12a, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 28b, 28c, 29a.  
Contracts: 40a, 43a, 45, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: WeatherScan Radio Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 21a, 24b, 25b, 28b, 28c.  
Contracts: 40a, 44a, 45, 47e.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 61c.  
Cancellation: 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

- PERSONNEL  
Owner & Gen'l Mgr.—Fred L. Thompson.  
Station Manager—John H. Ransom.
- FACILITIES  
ERP 3,000 w.; 100.1 mc. Stereo  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht. 300 ft. above average terrain

# OKLAHOMA

## Clinton—Continued

### KWOE-FM

1989  
Media Code 4 237 1301 5.00  
Western Oklahoma Broadcasting Co., Box 568, Neptune Park, Clinton, Okla. 73601. Phones 405-223-0617, 0618.

See affiliated AM station for additional information.  
1. PERSONNEL  
Owner & Manager—Lionie J. Preston.

3. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 106.9 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 300 ft. above average terrain.

#### TIME RATES

Rates are identical to KWOE. See that listing.

## CUSHING

Payne County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### KUSH

1953  
Media Code 4 237 1430 2.00  
Cimarron Valley Broadcasters, Inc., Box 791, 3 miles E. on Hwy. 33, Cushing, Okla. 74023. Phone 918-225-0923.

1. PERSONNEL  
General Manager—Don M. Kelly.

2. REPRESENTATIVES  
Riley Representatives.

3. FACILITIES  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset daily, CST.  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc.

#### TIME RATES

6. SPOT ANNOUNCEMENTS  
ET 9/1/71—Rec'd 8/18/71.  
1x 26x 52x 104x 156x 200x 312x  
1 min 4.00 3.80 3.60 3.40 3.20 3.00 2.80  
30 sec 3.40 3.20 3.00 2.80 2.60 2.40 2.20

## DUNCAN

Stephens County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### KRRD

1947  
Subscriber to the NAB Radio Code  
Media Code 4 237 1580 6.00  
Duncan Broadcasting Co., Inc. 1701 Pine St. Duncan, Okla. 73533. Phone 405-255-1350.

1. PERSONNEL  
Sales Manager—Tiny Duval.

2. REPRESENTATIVES  
Avery-Knodel, Inc.

3. FACILITIES  
250 w. days; 100 w. nights; 1250 kc.  
Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.

4. AGENCY COMMISSION  
None, all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 6/3/74.  
6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 200x 312x 624x 1000x  
1 min 5.70 5.20 4.80 4.60 4.00 3.40 3.20 3.00  
30 sec 4.00 3.60 3.20 3.00 2.80 2.60 2.40 2.20

7. PACKAGE PLANS

QUICKIE PACKAGES  
40 15-sec, within 1 day..... 50  
PER MO: 5 ti 8 ti 12 ti  
15 sec per day..... 150 240 300

## DURANT (1 AM; 1 FM)

Bryan County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### KSEO

1947  
Subscriber to the NAB Radio Code  
Media Code 4 237 1690 1.00  
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla. 74701. Phone 405-924-3100.

1. PERSONNEL  
General Manager—Glen D. Burke.

2. REPRESENTATIVES  
Charles Bernard Co., Inc.

3. FACILITIES  
250 w. days; 750 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KSEO-FM.

4. AGENCY COMMISSION  
15/0 time only; when rendered.

5. GENERAL ADVERTISING See coded regulations  
Member: Country Music Network, Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

#### TIME RATES

ET 5/1/74—Rec'd 4/15/74.  
6. SPOT ANNOUNCEMENTS  
1x 90x 180x 270x 360x 450x 540x  
1 min 4.20 3.95 3.70 3.45 3.20 2.95 2.70  
30 sec 3.90 3.65 3.40 3.15 2.90 2.65 2.40  
7. PACKAGE PLANS  
PER WK: 10 ti 20 ti 30 ti 40 ti  
1 min..... 3.75 3.50 3.25 3.00  
30 sec..... 3.50 3.25 3.00 2.75

### KSEO-FM

1958  
Subscriber to the NAB Radio Code  
Media Code 4 237 1691 9.00  
Durant Publishing-Broadcasting Corp., Box 190, Durant, Okla. 74701. Phone 405-924-3100.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 625 w.; 107.1 mc.  
Operating schedule: 6 am-11:00 pm, CST.  
Antenna ht.: 365 ft. above average terrain.  
Partial simulcast operation. Operated separately for special events during nighttime hours. For simulcast facilities see KSEO.

5. GENERAL ADVERTISING See coded regulations  
Member: Oklahoma News Network, Inc., Agriculture News Network.

#### TIME RATES

Rates are identical to KSEO. See that listing.

## EDMOND

Oklahoma County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### See Oklahoma City (including Bethany, Edmond, Norman)

## ELK CITY

Beckham County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### KADS

1930  
Subscriber to the NAB Radio Code  
Media Code 4 237 1950 9.00  
Beckham Broadcasting Co., Box 949, Elk City, Okla. 73644. Phone 405-225-3333.

1. PERSONNEL  
Co-Owner & Gen'l Mgr.—Joe Tilton.

3. FACILITIES  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-11 pm, CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

#### TIME RATES

No. 3 ET 7/1/74—Rec'd 7/31/74.  
6. SPOT ANNOUNCEMENTS  
ROS/BTA 6 AM-11 PM  
1 mi..... 1 ti 25 ti 50 ti 100 ti 200 ti  
1 min..... 4.50 4.00 3.50 3.00 2.50  
30 sec..... 3.70 3.30 2.90 2.50 2.10  
60 DAYS-12 MO: 100x 250x 500x 1000x 1500x  
1 mi..... 3.50 3.25 3.00 2.75 2.50  
30 sec..... 2.90 2.70 2.50 2.30 2.10  
Fixed position, per spot extra .25.  
Minimum order, 20.00.

10. SPECIAL FEES  
NEWS/WEATHER/SPORTS  
1 hr..... 1x 26x 52x 156x 312x  
1/2 hr..... 48 45 42 39 36  
1/4 hr..... 33 30 27 24 21  
5 min..... 21 18 16 12 9

## EL RENO

Canadian County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### KELR

1962  
A Crawford Owned Station  
Media Code 4 237 2080 4.00  
Young Peoples' Church of the Air, Inc., Box 1460, El Reno, Okla. 73036. Phone 405-262-4248.  
STATION'S PROGRAMMING DESCRIPTION  
KELR: gospel music, local church programs.

1. PERSONNEL  
General Manager—Bertha Sanders.

3. FACILITIES  
500 w. days; 1460 kc. Non-directional.  
Operating schedule: 6-10 am-local sunset.

4. AGENCY COMMISSION  
15/0 spots only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

ET 8/1/72—Rec'd 10/20/72.  
6. SPOT ANNOUNCEMENTS  
PER YR:  
1x 52x 104x 156x 208x 260x 312x 624x  
PER WK: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti 12 ti  
1 min 6.50 6.00 5.85 5.75 5.65 5.45 5.25 5.00  
30 sec 4.50 4.00 3.85 3.75 3.50 3.25 3.00

## ENID (2 AM; 1 FM)

Gardfield County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

### KCRC

1926  
Subscriber to the NAB Radio Code  
Media Code 4 237 2210 7.00  
Enid Radiophone Co., Box 1390, 316 E. Willow, Enid, Okla. 73701. Phone 405-237-1390.

STATION'S PROGRAMMING DESCRIPTION  
KRCR: 6-9:55 am, 10 am-12N, 1:30-4 pm & 7:30-11 pm Popular music; standards, middle-of-the-road plus current hits and short 30-40 second features. Network news each hour at :55. Local and regional news and weather each hour at :25. State network news each hour at :30. 12:30-1:30 pm country and western music. Weather, time and farm 4:05-5:55 pm. Country and western music and traffic report. Two programs daily with grain, commodity and livestock quotations. DJ personalities for each show. Inspirational music one recording per hour 6 am-6 pm. Features local news, two mobile units and sports with six per weekday, 22 sportcasts on weekends, local high school, local college and state university football and basketball games broadcasts, 25 football games and 40 basketball games broadcasts per season. Major league baseball broadcasts. Contact Representative for further details. Rec'd 1/5/70.

1. PERSONNEL  
President—Milton B. Garber.  
Vice-Pres. & Gen'l Mgr.—Pat Murphy.  
Sta. & Com'l Mgr.—Jim Hampton.

2. REPRESENTATIVES  
Savalli/Gates, Inc.  
Oklahoma-R & R Representatives, Inc.

3. FACILITIES  
1,000 w.; 1390 kc.  
Directional—same pattern, all hours.  
Operating schedule: 4:50 am-midnight, CST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 24b, 25a, 28b, 28c, 29a, 32b.  
Contracts: 40a, 43, 44a, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60g, 60L, 61c, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Member: Oklahoma News Network, Inc., Agriculture News Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 7/7/74—Rec'd 5/28/74.

6. SPOT ANNOUNCEMENTS  
1x 15x 25x 50x 100x 200x 300x 500x  
1 min..... 5.00 4.80 4.60 4.40 4.20  
40 sec..... 3.75 3.65 3.55 3.45 3.30  
20 sec..... 2.80 2.55 2.50 2.45 2.40

7. PACKAGE PLANS  
PER WK: 10 ti 15 ti 25 ti  
1 min..... 4.00 4.75 4.50 4.25  
40 sec..... 3.50 3.30 3.10

8. PROGRAM TIME RATES  
1x 15x 25x 50x 100x 200x 300x 500x  
5 min 7.50 7.25 7.00 6.75 6.50 6.25 6.00 5.50

### KCRC-FM

1967  
Subscriber to the NAB Radio Code  
Media Code 4 237 2211 5.00  
Enid Radiophone Co., Inc., Box 1390, 316 E. Willow St., Enid, Okla. 73701. Phone 405-237-1390.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 97,700 w.; 96.9 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 185 ft. above average terrain.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 5/28/74.  
6. SPOT ANNOUNCEMENTS  
1 min..... 2.50 30 sec..... 1.75  
8. PROGRAM TIME RATES  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x..... 15 10 5 4 3

### KGWA

1950  
Subscriber to the NAB Radio Code  
Media Code 4 237 2340 2.00  
Public Broadcasting Service, Inc., Box 260, Enid, Okla. 73701. Phone: 405-234-4230.

STATION'S PROGRAMMING DESCRIPTION  
KGWA: Programmed for general interest, contemporary country blend.

MUSIC: 70% Modern Country, 30% General Popular.  
11 am-12N phone-in swap programs, NEWS: full time staff with mobile facilities. 5 min at :60 every hour except 7 am, 12 N & 5 pm, 1/4 hr expanded news reports. Daily editorials. Weather forecast & summaries daily. SPORTS: 2 5-min reports daily plus play-by-play during year. Farm & market programs 3/4 daily. Contact Representative for further details. Rec'd 2/12/73.

1. PERSONNEL  
General Manager—Allan Page.  
Commerc'l Manager—Chuck Middleton.

2. REPRESENTATIVES  
Avery-Knodel, Inc.

3. FACILITIES  
1,000 w.; 960 kc.  
Directional—same pattern, all hours.  
Operating schedule 5:45 am-11:05 pm, CST.

4. AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 28a.  
Contracts: 40a, 41, 45.  
Comb.; Cont. Discounts: 60b, 60L, 61a.  
Cancellation: 70b, 70c, 71a, 73a.  
Member: Oklahoma Farm Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 4/1/74—Rec'd 2/28/74.  
Prime—Mon thru Sat 6-9 am, 11 am-1 pm & 4:30-6 pm.  
ROS—All other times.

6. SPOT ANNOUNCEMENTS  
PRIME  
1x 50x 100x 250x 500x 1000x 1500x  
1 min 6.00 5.70 5.40 5.10 4.80 4.50 4.20  
30 sec 4.40 4.20 4.00 3.80 3.60 3.40 3.20

ROS  
1 min 4.30 4.10 3.90 3.70 3.50 3.30 3.10  
30 sec 3.30 3.15 3.00 2.85 2.70 2.55 2.40  
15 sec 2.50 2.40 2.30 2.20 2.00 1.90 1.80

GUARANTEED—52 WK CONTRACT  
PER WK: 3 ti 6 ti 10 ti 20 ti 30+  
1 min..... 4.60 4.30 4.00 3.70  
30 sec..... 3.75 3.55 3.35 3.15 2.95  
(\* May add ROS spots, any quantity not to exceed 1000x ROS rate.

7. PACKAGE PLANS  
ROS PACKAGES  
7 CONSEC DAYS: 10 ti 20 ti 30 ti 50 ti 70 ti  
Rate..... 1x 50x 100x 250x 500x  
30 CONSEC DAYS: 30 ti 60 ti 90 ti 120 ti 150 ti  
Rate..... 50x 100x 250x 500x 1000x

AFTER HOURS 30-SECOND SPOT PLAN  
10 ti per wk, minimum 4 wks, 1 per day after 7 pm & 3 ti Sun daytime, per wk 19.50.

8. PROGRAM TIME RATES  
PRIME  
1 hr..... 50.00 47.50 45.00 42.50 40.00 37.50  
1/2 hr..... 30.00 28.50 27.00 25.50 24.00 22.50  
1/4 hr..... 20.00 19.00 18.00 17.00 16.00 15.00  
5 min..... 10.00 9.50 9.00 8.50 8.00 7.50

ALL OTHER TIMES  
1 hr..... 40.00 38.00 36.00 34.00 32.00 30.00  
1/2 hr..... 24.00 23.00 21.50 20.25 19.00 18.75  
1/4 hr..... 16.00 15.00 14.00 13.50 12.00 11.00  
5 min..... 8.00 7.50 7.00 6.50 6.00 5.50  
(\* May add ROS spots, any quantity not to exceed 1000x ROS rate.

## FREDERICK

Tillman County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KTAT

1948  
Subscriber to the NAB Radio Code  
Media Code 4 237 2470 7.00  
Tillman Broadcasting Co., Drawer B, Frederick, Okla. 73542. Phone 405-335-5555.

1. PERSONNEL  
Co-Owner & Gen'l Mgr.—Roy Floyd.

2. REPRESENTATIVES  
George T. Hopewell, Inc.

3. FACILITIES  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

4. AGENCY COMMISSION  
15%.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Oklahoma News Network, Inc., National Agriculture News Network.

TIME RATES  
No. 4A ET 7/1/72—Rec'd 7/28/72.  
Prime Time—Sign on-9 am; noon-1 pm & 4-6 pm.  
Regular Time—All other times.

7. PACKAGE PLANS  
PER MO: PRIME 1 ti 26 ti 80 ti 120 ti  
30 sec..... 5.00 4.50 4.00 3.50  
Fixed position, extra 50%  
REGULAR  
30 sec..... 4.50 4.00 3.50 3.00  
1-min: extra 50%.

## GUTHRIE

Logan County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### KOKC

1955  
Subscriber to the NAB Radio Code  
Media Code 4 237 2600 9.00  
Austin Oil Co., Inc., Box 1490, Guthrie, Okla. 73044. Phone 405-282-5005.

STATION'S PROGRAMMING DESCRIPTION  
KOKC: Programmed for general interest.

1. PERSONNEL  
Manager—Dennis O. Spence.

2. REPRESENTATIVES  
R & R Representatives, Inc.

3. FACILITIES  
500 w. days; 250 w. nights; 1490 kc. Non-Directional.  
Operating schedule: 6 am-11 pm, CST.  
15/0 time only; 10 days.

4. AGENCY COMMISSION  
15/0 time only; when rendered.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc.  
(This listing continued on next page)



**Guthrie—KOKC—Continued**

**TIME RATES**  
No. 101 ET 5/1/74—Rec'd 7/3/74.

**7. PACKAGE PLANS**

WKLY, MNTHLY PLANS: 72+	49 tl	25 tl	1 tl
30 sec	2.80	3.00	3.20
1 min	3.25	3.50	4.00
ANNUAL BULK RATE	1 min 30 sec	3.00	2.50
624 x per yr to quality, ea.			

After 6 pm: 50% of above rates.

**GUYMON**

Texas County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**KGYN**

1948

NAB

Subscriber to the NAB Radio Code  
Media Code 4 237 2730 4.00  
Plains Broadcasting Co., Inc., Box 130, Guymon, Okla. 73942. Phone 338-6533.

**STATION'S PROGRAMMING DESCRIPTION**  
KGYN: 50% MOR, 50% modern country.

- PERSONNEL**  
Pres. & Gen'l Mgr.—T. M. Raburn, Jr.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
10,000 w.; 1210 kc. Directional—night only. Operating schedule: 5:30 am-11 pm. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Oklahoma Farm Network.

**TIME RATES**  
ET 10/1/70—Rec'd 8/31/70.  
A—6-9 am & 11:30 am-1:15 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE

PER WK:	1 tl	6 tl	12 tl	18 tl	24 tl	30 tl	36 tl
A	5.75	5.50	5.25	5.00	4.75	4.50	4.25
B	4.75	4.50	4.25	4.00	3.75	3.50	3.25

30 sec: 80% of 1-min. 15 sec: 50% of 1-min.

**DISCOUNTS**

13 wk—5%	16 wk—8%	39 wk—10%
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**HENRYETTA (1 AM; 1 FM)**

Oklmulgee County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State

**KHEN**

1956

NAB

**KHEN-FM**

1966

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 2760 1.00  
Henryetta Radio Co., Box 310, Henryetta, Okla. 74437.  
Phone 918-652-3368.

**STATION'S PROGRAMMING DESCRIPTION**  
KHEN: modern country, current hits & stds.

- PERSONNEL**  
Owner-Mgr.—Ronald Mac Roberts.
- REPRESENTATIVES**  
Mario Messina Company.  
R & R Representatives, Inc.
- FACILITIES**  
500 w. days; 1590 kc. Non-directional. Operating schedule: 6 am-local sunset. CST. FM-ERP: 57,000 w. (horiz.), 57,000 w. (vert.); 99.5 mc. Operating schedule: 24 hours daily. CST. Antenna ht.: 317 ft. above average terrain.
- AGENCY COMMISSION**  
15/2 time only; 1st of following month.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Radio Groups, Inc., Agriculture News Network. Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

**TIME RATES**  
ET 10/1/73—Rec'd 10/8/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	50x	100x	300x	600x
1 min	3.10	3.00	2.90	2.80	2.70
30 sec	2.50	2.40	2.30	2.20	2.10
1 min	2.60	2.50	2.40	2.30	2.20
30 sec	2.00	1.90	1.80	1.70	1.60

**HOBART**

Kiowa County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KTJS**

1947

Subscriber to the NAB Radio Code  
Media Code 4 237 2690 6.00  
A. R. Fuchs, Box 311, Hobart, Okla. 73651. Phone 405-726-2420.

- PERSONNEL**  
Manager—A. R. Fuchs.
- FACILITIES**  
1,000 w. days; 1420 kc. Non-directional. Operating schedule: 6:30 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Oklahoma News Network, Inc., Agriculture News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 12/1/73—Rec'd 12/1/72.

**6. SPOT ANNOUNCEMENTS**

1x	25x	50x	250+
1 min	8.00	2.75	2.50
30 sec	2.25	2.00	1.85
10 sec	1.50	1.40	1.30

**7. PACKAGE PLANS**  
DAILY PACKAGE PLAN

PER DAY:	4 tl	250 minimum	in 1 yr.	30 sec	
4 tl	250 minimum	in 1 yr.	30 sec	1.50	
PER WK:	5 tl	10 tl	25 tl	50 tl	100 tl
1 min	15.00	30.00	68.75	125.00	250.00
30 sec	4.00	9.00	15.00	25.00	50.00
10 sec	9.00	20.25	33.75	50.00	92.50
PER MO:	3 tl	5 tl	8 tl	5 tl	
1/2 yr+	32.50	48.00	24.00	85.00	

**HOLDENVILLE**

Hughes County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KVYL**

1963

Media Code 4 237 3020 9.00  
Canadian River Broadcasting Co., Box 856, Holdenville, Okla. 74848. Phone 879-2870.

- PERSONNEL**  
Pres., Gen'l. Sta. & Sales Mgr.—Don Hopson.
- FACILITIES**  
500 w.; 1370 kc. Non-directional. Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Oklahoma Farm Network.

**TIME RATES**  
ET—Rec'd 10/28/70.

**6. SPOT ANNOUNCEMENTS**

1 min or less	30x	60x	90x
1 min or less	2.60	2.50	2.35

ROS—deduct 1.00 from above rates.

**HUGO**

Chotaw County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**KIHN**

1948

Subscriber to the NAB Radio Code  
Media Code 4 237 3150 4.00  
The Little Dixie Broadcasting Co., Box 430, Hwy 70 E., Hugo, Okla. 74743. Phone 405-326-6411.

- PERSONNEL**  
President & Mgr.—D. W. Brawner.
- REPRESENTATIVES**  
George T. Hoyewell, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional. Operating schedule: 6:00 am-10:00 pm. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network.

**TIME RATES**  
ET—Rec'd 11/20/67.

**6. SPOT ANNOUNCEMENTS**

1x	3x	15x	30x	60x	120x
1 min	3.75	3.00	1.56	2.30	2.25
13x	2.65	2.85	2.08	2.65	2.10
26x	3.40	2.70	2.00	2.45	1.95
52x	3.20	2.55	312x	2.25	1.80
104x	3.00	2.40			

(\*) 1 min or 100 words.  
(†) 30 sec or 50 words.

**IDABEL**

McCurtain County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KBEL**

1953

Subscriber to the NAB Radio Code  
Media Code 4 237 3280 9.00  
Idabel Broadcasting Co., Idabel, Okla. 74745. Phone 336-3092.

- PERSONNEL**  
General Manager—Winston O. Ward.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Operating schedule: 5:30 am-10:00 pm. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Texas State Network, Oklahoma News Network, Inc.

**TIME RATES**  
Rates effective May 1, 1953. (Card No. 1.)  
Rates received May 25, 1953.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 time	35.00	20.00	12.00	7.00	3.75	3.00
26 times	33.00	19.00	11.00	6.50	3.40	2.70
52 times	31.00	18.00	10.50	6.00	3.20	2.55
104 times	29.00	17.00	10.00	5.50	3.00	2.40
156 times	27.00	16.00	9.50	5.00	2.80	2.25
200 times	25.00	15.00	9.00	4.50	2.60	2.10

(\*) 30 seconds or station breaks.

**LAWTON (2 AM; 2 FM)**

Comanche County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KCCO**

1956

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 3410 2.00  
Progressive Broadcasting Co., Box 1050, 1625 S. Flower Mound Rd., Lawton, Okla. 73501. Phone 405-855-1050.

- PERSONNEL**  
General Manager—Ross B. Baker.  
Sales Manager—Jeff Holt.  
Operations Manager—Ron Kirby.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
250 w.; 1050 kc. Directional. Operating schedule: 6 am-local sunset. CST. Partial simulcast operation. Simulcast Sun 7 am-noon. For non-simulcast facilities see KCCO-FM.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a. Contracts: 40a, 42b, 45, 46, 47a. Comb.; Cont. Discounts: 60c, 60k, 61b, 61c, 62a. Cancellation: 70a, 70c, 71a. Member: Weatherscan Radio Network, Inc.

**TIME RATES**  
No. 9 ET 12/68—Rec'd 12/3/68.

**6. SPOT ANNOUNCEMENTS**

1x	50x	100x	150x	300x	600x	1000x	1600x
1 min	6.50	5.20	4.95	4.65	4.20	3.70	3.30
30 sec	4.00	3.30	3.60	3.40	3.05	2.70	2.40
*10 sec	3.00	2.85	2.70	2.55	2.30	2.00	1.80

(\*) When available.

- PACKAGE PLANS**  
WEEKLY PACKAGES—ROS  
EA: 10 tl 20 tl 30 tl 40 tl 50 tl 60 tl 70 tl  
1 min 5.25 4.90 4.50 4.15 3.80 3.40 3.05  
30 sec 4.00 3.75 3.45 3.15 2.85 2.60 2.35  
\*10 sec 3.00 2.80 2.60 2.40 2.20 2.00 1.80  
(\*) When available.  
Impact plans do not combine with regular spot rates to earn frequency.
  - PROGRAM TIME RATES**
- |       |        |        |      |
|-------|--------|--------|------|
| 1 hr  | 1/2 hr | 1/4 hr | hr   |
| 1x    | 1x     | 52x    | 104x |
| 5 min | 7.50   | 7.00   | 6.50 |
|       |        | 60     | 40   |
|       |        | 20     | 20   |
|       |        | 158x   | 260x |
|       |        | 312x   | 312x |

**KCCO-FM**

1970

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 3411 0.00  
Progressive Broadcasting Co., Box 1050, 1625 S. Flower Mound Rd., Lawton, Okla. 73501. Phone 405-855-1050.

- FACILITIES**  
See affiliated AM station for additional information.
  - PERSONNEL**  
ERP 100,000 w. 98.1 mc. Stereo. Operating schedule: 5:30 am-midnight. CST. Antenna ht.: 225 ft. above average terrain. Partial simulcast operation. Operated separately except Sun 7 am-noon. For simulcast facilities see KCCO.
  - GENERAL ADVERTISING** See coded regulations. Member: Weatherscan Radio Network, Inc.
- TIME RATES**  
ET—Rec'd 11/8/73.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |       |       |
|--------|------|------|------|------|------|-------|-------|
| 1x     | 52x  | 104x | 156x | 312x | 624x | 1000x | 1600x |
| 1 min  | 4.50 | 4.30 | 4.10 | 3.90 | 3.55 | 3.20  | 2.90  |
| 30 sec | 3.50 | 3.35 | 3.20 | 3.05 | 2.80 | 2.50  | 2.30  |

**KLAW (FM)**

1964

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 3540 6.00  
Security Broadcasting Corp., 5th & C Ave., Lawton, Okla. 73501. Phone 405-357-2860.

- PERSONNEL**  
General & Station Manager—Neil Springborn.  
Program Director—Harry Edens.  
Sales Manager—Paul Hughes.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
ERP 28,500 w.; 101.5 mc. Stereo. Operating schedule: 5:30-1 am. CST. Antenna ht.: 187 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 10th following month.
- GENERAL ADVERTISING** See coded regulations. Affiliated with American Information Network.

**TIME RATES**  
No. 1 ET 7/1/74—Rec'd 7/29/74.

AAA—Mon thru Fri 6-9 am & 4-7 pm.  
AA—Mon thru Sun 9 am-4 pm & 7 pm-midnight;  
Sat & Sun 6-9 am & 4-7 pm.  
A—Mon thru Sun 5-6 am & midnight-5 am.

**OKLAHOMA**

**7. PACKAGE PLANS**

PER YR:	30 sec	1 min	30 sec	1 min	30 sec	1 min
300 x	2.30	2.90	2.20	2.70	2.00	2.70
600 x	2.20	2.80	2.10	2.60	1.90	2.60
900 x	2.10	2.70	2.00	2.50	1.80	2.50
1200 x	2.00	2.60	1.90	2.40	1.70	2.40

**PER WK:**

1 tl	2.80	3.40	2.60	3.30	2.50	3.20
30 tl	2.60	3.30	2.50	3.20	2.40	3.10
40 tl	2.50	3.20	2.40	3.10	2.30	3.00
50 tl	2.40	3.10	2.30	3.00	2.20	2.90
60 tl	2.30	3.00	2.20	2.90	2.10	2.80
80 tl	2.25	2.95	2.15	2.85	2.05	2.75

**PER MO:**

1 tl	3.00	3.60	2.80	3.50	2.60	3.30
30 tl	2.70	3.50	2.60	3.40	2.40	3.20
40 tl	2.60	3.30	2.50	3.20	2.30	3.10
60 tl	2.40	3.10	2.30	3.00	2.10	2.90
90 tl	2.20	3.00	2.10	2.90	2.00	2.80
120 tl	2.10	2.90	2.00	2.80	1.90	2.70

10 sec: 50% of 30-sec.

**10. SPECIAL FEATURES**  
5 min newscasts—Incl open, close plus 1-min spot, per mo 60.00.  
**NEWS ADJACENCIES & INSIDE NEWS**—  
MON THRU FRI  
**GUARANTEED FIXED POSITION:** 1 tl 2 tl 3 tl  
Per mo..... 50 95 135  
Sat & Sun: Per spot 2.50.  
Weather spots, Mon thru Sun—same rates as above.

**KSWO**

1941

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 237 3670 1.00  
Oklahoma Quality Broadcasting Co., Box 709, Lawton, Okla. 73501. Phone 405-355-1380. TWX 472.

**STATION'S PROGRAMMING DESCRIPTION**  
KSWO: MUSIC: Top 40. NEWS: network at 5:55 local at 6:00, state network at 3:00. All radar weather, 4 newsmen & mobile units. SPORTS: U. College, Pro, high school football & other related sports. Contact Representative for further details. Rec'd 8/1/73.

- PERSONNEL**  
General Manager—Bill Shoemate.  
Program Director—Ron Crowder.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
1,000 w.; 1380 kc. Directional—separate patterns, day and night. Operating schedule: 5:30 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only; 1st of following month.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28b, 29a. Contracts: 40a, 42b, 45, 46, 48. Comb.; Cont. Discounts: 60b, 60k, 61c. Cancellation: 70a, 70c, 71a, 73a. Affiliated with American Contemporary Network. Member: Oklahoma News Network, Inc.

# OKLAHOMA

Modill—K M A D—Continued

## 7. PACKAGE PLANS

	1 min	30 sec
100/10 days	1.70	1.10
300/10 days	1.80	1.00
Guaranteed time, extra 10%.		

## McALESTER (2 AM; 1 FM)

Pittsburg County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KNED

1950



Subscriber to the NAB Radio Code  
Media Code 4 237 3930 9.00  
Little Dixie Radio, Inc., Box 1068, McAlester, Okla. 74501. Phone 918-423-1460.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Francis D. Stipe.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1150 kc. Directional—night only.  
Operating schedule: 5:30 am-11 pm. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Oklahoma News Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 9 ET 7/17/72—Rec'd 9/28/72.

#### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec	10 sec
1 min	4.40	4.20	4.00	3.85
30 sec	3.85	3.65	3.55	3.40
15 sec	2.75	2.60	2.55	2.45
10 sec	2.60x	2.52x	2.48x	2.40x
1 min	3.50	3.30	3.15	2.95
30 sec	3.10	2.95	2.80	2.50
15 sec	2.25	2.20		

- PACKAGE PLANS**  
ROS SATURATION—30 SECONDS OR LESS  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
Ea..... 3.60 3.35 3.10 2.90 2.80 2.65 2.55

### KNED-FM

1966



Subscriber to the NAB Radio Code  
Media Code 4 237 3931 7.00  
Little Dixie Broadcasting Co., Box 1068, McAlester, Okla. 74501. Phone 918-423-1460.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 28,000 w.; 101.3 mc.  
Operating schedule: 5:30 am-11 pm Mon thru Sat; 7 am-10:30 pm Sun. CST.  
Antenna ht.: 135 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: Oklahoma News Network, Inc.

### TIME RATES

Rates are identical to KNED. See that listing.

### KTMC

1946



Subscriber to the NAB Radio Code  
Media Code 4 237 4060 9.00  
Indian Nations Radio Co., Box 848, 2020 N. "A" St., McAlester, Okla. 74501. Phone 918-423-1400.  
**STATION'S PROGRAMMING DESCRIPTION**  
KTMC: Programmed modern & MOR music format.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Lewis W. Coleman.
- REPRESENTATIVES**  
Riley Representatives.
- FACILITIES**  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-11:15 pm. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Weatherscan Radio Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 2/4/74.

#### 6. SPOT ANNOUNCEMENTS

	1x	52x	156x	260x	312x	624x	1000x
1 min	4.00	3.75	3.50	3.25	3.00	2.75	2.50
30 sec	3.20	3.00	2.80	2.60	2.40	2.20	2.00

#### 7. PACKAGE PLANS

ROS SATURATION

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
30 sec/less	3.00	2.80	2.60	2.40	2.20	2.00

## MIAMI

Ottawa County—Map Location H-1  
See SRDS consumer market map and data at beginning of the State.

### KGLC

1947



Subscriber to the NAB Radio Code  
Media Code 4 237 4190 9.00  
Miami Radio, Inc., Box 511, Hotel Miami, Miami, Okla. 74354. Phone 918-542-3303.

### TIME RATES

ET 4/1/70—Rec'd 3/5/70.

## STATION'S PROGRAMMING DESCRIPTION

KGLC: MUSIC: modern country and western.

- PERSONNEL**  
Vice-Pres. & Mgr.—Kent C. Jeffries.
- FACILITIES**  
1,000 w.; 910 kc. Directional.  
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**  
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Magic Circle Network, Farm Directors Radio Network, Oklahoma News Network, Inc.

### TIME RATES

Rates effective November 1, 1964.  
Rates received October 28, 1964.

#### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 ti	6.50	5.50	104 ti	5.00 4.00
26 ti	6.00	5.00	260 ti	4.50 3.50
52 ti	5.50	5.00	512 ti	4.00 3.00

#### 10. SPECIAL FEATURES

Newscasts at :30—regular rate plus 20% of base rate.  
10 SECOND ID'S

- PER DAY:  
10 or more ti, ea..... 3.00
- #### 3. WEATHER SATURATION PLAN
- 3 spots..... 65.00  
10 5-minute weather reports at :30.

## MUSKOGEE (2 AM)

Muskogee County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### KBIX

1936

Subscriber to the NAB Radio Code  
Media Code 4 237 4320 2.00  
Oklahoma Press Publishing Co., Box 1608, Muskogee, Okla. 74401. Phone 918-682-1331, 2.

**STATION'S PROGRAMMING DESCRIPTION**  
KBIX: Programmed for adults and young adults.  
MUSIC: 5 am-6 pm current hits & general popular, 6 pm-12M rock, Sun 7 am-noon religious music & sermons. NEWS: state network at :30, network at :60. Woman's program 10-10:30 am daily. News, sports, weather blocks 7-8 am, noon-12:30 pm & 5:30-6 pm. SPORTS: local high school football, state university & Pro football. Contact Representative for further details. Rec'd 11/30/72.

- PERSONNEL**  
President—Tams Bixby, III.  
Station Manager—Dick Embody.
- REPRESENTATIVES**  
The Devney Organization, Inc.  
Dallas—Clyde Melville Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional  
days.  
Operating schedule: 5:00 am-midnight.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 25a, 28a, 29a, 30, 32b.  
Contracts: 40a, 41, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Oklahoma News Network, Inc.

### TIME RATES

ET 12/1/70—Rec'd 10/22/70.

#### 7. PACKAGE PLANS

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min	6.50	6.00	5.50	5.00	4.50
30/20 sec:	80% of 1-min.	10 sec:	50% of 1-min.		

#### 8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
	50	30	20	15	10

## KMUS

1947

Media Code 4 237 4450 7.00  
Mr. & Mrs. Horace C. Boren, Box 128, 1-1/2 miles N. on N. 11th St., Muskogee, Okla. 74401. Phone Murray 2-2488.

**STATION'S PROGRAMMING DESCRIPTION**  
KMUS: Programmed for adults and young adults.  
MUSIC: 5 am & 12N-1 pm daily, country and western. 7 am-12N & 1 pm-1 am middle-of-the-road current popular hits except talk show women's world 9-9:45 am daily. RELIGIOUS: all Sun 7 am-12N religious programs, sermons & music. NEWS: 5 min & 2 min segments each hour with 15 min newscasts 7:30, 11:45 am, 5:45 & 10 pm. SPORTS: play-by-play high school & college basketball play-by-play high school, college, knothole & American Legion basehall. Contact Representative for further details. Rec'd 3/5/70.

- PERSONNEL**  
General Manager—Horace C. Boren.  
Station Manager—James E. Kettel.
- REPRESENTATIVES**  
Gene Bolles Company.  
Kansas City, St. Louis—Eugene F. Gray Co.
- FACILITIES**  
1,000 w. days; 500 w. nights; 1380 kc.  
Directional—night only.  
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.  
Basic Rates: 20a, 21a, 21b, 24b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47e, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.

### TIME RATES

ET 4/1/70—Rec'd 3/5/70.

## 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	20 sec	10 sec
1 x	5.60	3.55	2.75	2.35
12 x	5.00	3.05	2.60	2.25
52 x	4.70	2.95	2.40	2.10
104 x	4.50	2.75	2.30	2.00
156 x	4.20	2.65	2.20	1.90
208 x	3.75	2.55	2.05	1.80
260 x	3.35	2.35	2.00	1.75
312 x	2.80	2.25	1.90	1.65
500 x	2.50	2.10	1.80	1.60
1000 x	2.05	1.90	1.70	1.45

## 7. PACKAGE PLANS

ROS SATURATION BONUS

PER WK, EA:	10 ti	15 ti	20 ti	30 ti	40 ti	60 ti
1 min	4.40	4.25	4.15	3.90	3.25	2.95

## 8. PROGRAM TIME RATES

1 x	1/4 hr	10 min	5 min
	24	17	10

## 9. PARTICIPATING PROGRAMS

"Woman's World" with Nancy Howard—9:00-9:45 am. Per spot, 3 per week minimum, 1-minute rate plus 10% talent fee.

## NORMAN

Cleveland County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

See Oklahoma City (including Bethany, Edmond, Norman)

## NOWATA

Nowata County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

### KNFB (FM)

1965



Subscriber to the NAB Radio Code  
Media Code 4 237 4580 1.00  
Nowata Communications, Inc., 110 N. Maple St., Nowata, Okla. 74048. Phone 918-273-1821.

**STATION'S PROGRAMMING DESCRIPTION**  
KNFB (FM): Programmed for general interest.

- PERSONNEL**  
General Manager—David M. McGuire.
- FACILITIES**  
ERP 3,000 w., 94.3 mc.  
Operating schedule: 5:30 am-10 pm. CST.  
Antenna ht.: 252 ft.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network, Oklahoma News Network, Inc.

### TIME RATES

ET—Rec'd 5/3/71.

#### 6. SPOT ANNOUNCEMENTS

	1x	15x	25x	52x	104x	156x	260x	312x
1 min	3.00	2.60	2.35	2.20	2.05	1.95	1.80	1.70
30 sec	2.25	2.15	2.00	1.85	1.70	1.60	1.50	1.40

## OKLAHOMA CITY (9 AM; 11 FM)

(including Bethany, Edmond, Norman)  
Oklahoma County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm)		Midnight (7 pm-midnight)	
	(6-10 am)	(10 am-3 pm)	(10 am-3 pm)	(3-7 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	55	40	52	30	30			
B	52	38	50	28	28			
C	28	26	35	23	23			
D	21	25	26	21	21			
AVERAGE	39	32	41	26	26			

### KAFG (FM)

1948

OKLAHOMA CITY  
Media Code 4 237 4705 4.00  
Covenant Radio of Oklahoma, Inc., Box 1000, Oklahoma City, Okla. 73102. Phone 405-235-1671.

**STATION'S PROGRAMMING DESCRIPTION**  
KAFG (FM): MUSIC: Classic Gold, from 1953-1970. Contact Representative for further details. Rec'd 3/1/74.

- PERSONNEL**  
General Manager—Woody Woodard.  
Program Director—Jay Perkey.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 100,000 w.; 102.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 301 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with KTOE. See UNIPAC rates.

### TIME RATES

ET 8/26/72—Rev 8/1/73—Rec'd 8/10/73.  
I—Mon thru Sun 3 pm-midnight.  
II—Mon thru Sat 10 am-10 pm.  
III—All other times.

## 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1	11	111
1 ti	21	18	16
11 ti	19	16	14
111 ti	17	14	12
24 ti	15	12	10
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.

## KBYE

1946

OKLAHOMA CITY  
Subscriber to the NAB Radio Code  
Media Code 4 237 4710 4.00  
FJL Broadcasting, Inc., Box 1937, 5508 N. Eastern, Oklahoma City, Okla. 73101. Phone 405-427-6524.

**STATION'S PROGRAMMING DESCRIPTION**  
KBYE: Programming is all religious throughout day. Religious music in pm. Contact Representative for further details. Rec'd 8/29/73.

- PERSONNEL**  
President—Jerry David Lynch.  
Vice-Pres. & Nat'l Sales Mgr.—Tom J. Lynch.
- REPRESENTATIVES**  
South—Bernard I. Oels Co.  
All other areas—Contact George Thomas.
- FACILITIES**  
1,000 w. days; 890 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time and talent; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b. Rate Protection: 15b.  
Basic Rates: 20a, 20b, 22a, 23a, 25a, 28b, 28c, 29a. Contracts: 40a, 44a, 45, 46, 51a, 51b. Comb.: Cont. Discounts: 60b, 60c, 60f. Cancellation: 70a, 71a.  
FM facilities: KPJL (FM).  
Member: Weatherscan Radio Network, Inc.  
Combinable with FM for frequency discount.

### TIME RATES

ET—Rec'd 8/29/73.

#### 6. SPOT ANNOUNCEMENTS

EA:	10x	20x	30x	40x	50x
1 min	5.50	5.00	4.50	4.00	3.50
30 sec	4.00	3.50	3.00	2.50	2.25

#### 8. PROGRAM TIME RATES

EA:	1x	15x	26x	52x	156x	260x	312x
1 hr	72.60	68.97	65.34	61.71	54.45	50.82	47.19
1/2 hr	48.40	45.98	43.56	41.14	36.30	33.88	31.46



Oklahoma City—K F J L (FM)—Cont'd

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	15 ti	25 ti	40 ti	60 ti	120 ti
1 min.	6.00	5.75	4.50	4.25	4.00	3.50
30 sec.	5.00	4.75	3.50	3.25	3.00	2.50

Within 3 wks.

PER MO:	30 ti	60 ti	90 ti	120 ti	270 ti
1 min.	5.00	4.50	4.00	3.75	3.50
30 sec.	4.00	3.50	3.00	2.75	2.50

Within 3 mos.

PER YR:	300x	500x	750x	1000x	1200x	1800x
1 min.	4.75	4.50	4.25	4.00	3.75	3.25
30 sec.	3.75	3.50	3.25	3.00	2.75	2.25

Minimum 4 mos.

**SPECIFIED:**

FIXED:	10x	26x	52x	104x	156x
1 min.	10.00	9.50	9.00	8.50	7.75
30 sec.	9.00	8.50	8.00	7.50	6.75

1 min. 260x 312x 520x 1000x 1500x  
30 sec. 7.00 6.25 5.50 5.00 4.50  
30 sec. 6.00 5.25 4.50 4.00 3.50

**7. PACKAGE PLANS**

**SHOPPERS SPECIAL**

PER WK:	12 ti	24 ti	30 ti	36 ti
1 min.	3.25	3.00	2.75	2.50
30 sec.	3.00	2.75	2.50	2.25

Equally Tues thru Thurs only.

**8. PROGRAM TIME RATES**

1 x	5 min	1/4 hr	1/2 hr	1 hr
	9	15	25	45

**10. SPECIAL FEATURES**

**NEWS IMPACK, PER DAY:**

5 days per wk	90	165	225
Per mo	350	660	900
Per yr	4580	8580	11700

**WEATHER IMPACK, PER DAY:**

9 ti	18 ti	136 ti	
Per mo	18	35	54
Per yr	72	140	200
Per yr	936	1800	2750

(\* 18 per day, 1 every other hr.  
(†) 18 per day, 1 every hr.

**K F N B (FM)**  
1962  
OKLAHOMA CITY



**GERT BUNCHEZ & ASSOCIATES**



Subscriber to the NAB Radio Code  
Media Code 4 237 4840 9.00  
First National Broadcasting Corp., 2620 First National Center West, Oklahoma City, Okla. 73102.  
Phone 405-232-0321.

**STATION'S PROGRAMMING DESCRIPTION**  
KFNB (FM): Programmed for general adult interest. MUSIC: concerts, semi-classics, major concerts daily 9-10 am, 12:10-2 pm & 8-10 pm; sacred music M-Sat 6:45-7 am, Sun 8-10 am. NEWS & WEATHER: 5:30-6, 7, 8 & 10 am; noon-12:10, 2, 5, & 10 pm; midnight-12:10 am. Stock market 10:30 am & 3 pm M-F. Contact Representative for further details. Rec'd 10/15/73.

- PERSONNEL**  
President—William O. Alexander.  
General Manager—Richard C. Corner.
- REPRESENTATIVES**  
Gert Bunchez and Associates.
- FACILITIES**  
ERP 100,000 w.; 101.9 mc. Stereo.  
Operating schedule: 18-1/2 hours daily. CST.  
Antenna ht.: 420 ft. above average terrain.
- AGENCY COMMISSION**  
15%: 10th following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 12a, 14a, 15b.  
Basic Rates: 21d, 22a, 22b, 23a, 24b, 24c, 29a.  
Contracts: 40a, 44b, 45.  
Comb.: Cont. Discounts: 60b, 60c, 60l, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80.  
Member: Gert Bunchez & Associates Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 5/1/74—Rec'd 5/28/74.

**7. PACKAGE PLANS**

**YRLY BULK:**

250x	500x	750x	1000x	
1 min.	6.75	6.50	6.25	6.00
30 sec.	4.75	4.50	4.25	4.00

**ROS, 30 DAYS:**

25 ti	50 ti	75 ti	100 ti	150 ti	
1 min.	8.00	7.75	7.50	7.25	7.00
30 sec.	5.75	5.50	5.25	5.00	4.75

**ROS, 7 DAYS:**

1 ti	10 ti	25 ti	50 ti	
1 min.	8.50	8.00	7.75	7.50
30 sec.	6.25	5.75	5.50	5.25

**WKND PKG:**

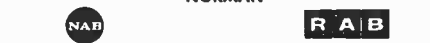
10 ti	20 ti	30 ti	
1 min.	7.00	6.75	6.50
30 sec.	5.00	4.75	4.50

Fri 5 pm-midnight, Sat all day, Sun noon-midnight.  
**CONCERTS:**

1 ti	25 ti	50 ti	100 ti	
1 min.	12.00	11.50	11.00	10.00
30 sec.	9.50	9.00	8.50	8.00

Specified, extra 10%.

**K G O U (FM)**  
1970  
NORMAN



Subscriber to the NAB Radio Code  
Media Code 4 237 4650 8.00  
KGOU (FM) Radio, 780 Van Vleet Oval, Norman, Okla. 73069. Phone 405-325-3388.

**STATION'S PROGRAMMING DESCRIPTION**  
KGOU (FM): Programmed for young adults.  
MUSIC: 80% contemporary progressive rock. TALK: 20%. NEWS: UPI auralto at :60, state at 8 am, noon, 5 & 10 pm. Weather: at :15 & :45. Headlines: at :30. SPORTS: live play-by-play high school and Hg 8 football, basketball, wrestling & baseball. Rec'd 7/19/74.

- PERSONNEL**  
Station Manager—Ms. Linda Durbin.  
Program Director—T. Roy Carmichael.  
Sales Director—Doyle Faden.

- FACILITIES**  
ERP 3,000 w.; 108.3 mc.  
Operating schedule: 6-2 am. CST.  
Antenna ht.: 150 ft. above average terrain.
- AGENCY COMMISSION**  
15%: 15th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 28b, 29a, 30, 33b.  
Contracts: 40b, 44a, 45.  
Comb.: Cont. Discounts: 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
Eff 1/1/74—Rec'd 12/13/73.

**7. PACKAGE PLANS**

**PER MO. ROS:**

7 ti	30 ti	60-120
1 min.	4.50	3.50 3.00
30 sec.	4.00	3.00 2.50

**90-DAY PKG. ROS:**

1 min	30 sec
2.25	2.00

**PER YR. ROS:**

720 x	2.00	1.80
1200 x	1.80	1.60

**K G O Y (FM)**  
1965  
BETHANY

Media Code 4 237 4900 1.00  
David M. Stevenson, 4034 Coronado Pl., Oklahoma City, Okla. 73122. Phone 405-789-7746.

**STATION'S PROGRAMMING DESCRIPTION**  
KGOY (FM): Programmed all Gospel music with mixture of church programs. Contact Representative for further details. Rec'd 3/15/73.

- PERSONNEL**  
General Manager—David M. Stevenson.  
Program Director—Bill Sherrill.  
Frederick W. Smith.  
Southwest—Paul Miller & Company.
- REPRESENTATIVES**  
Frederick W. Smith.
- FACILITIES**  
ERP 3,000 w.; 104.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 191 ft. above average terrain.
- AGENCY COMMISSION**  
15%: 10 days.
- GENERAL ADVERTISING** See coded regulations  
Contracts: 40a.

**TIME RATES**  
Eff 1/1/74—Rec'd 4/29/74.

**6. SPOT ANNOUNCEMENTS**

YR:	1x	52x	104x	260x	312x	520x	624x	1040x
WK:	1 ti	2 ti	5 ti	10 ti	15 ti	20 ti	24 ti	30 ti
1 min	4.75	4.75	4.45	4.10	3.80	3.55	3.40	3.25
30 sec	4.50	4.00	3.45	3.20	3.10	2.90	2.75	2.60

**13 WK:**

1x	52x	104x	260x	312x	520x	
PER WK:	1 ti	2 ti	4 ti	8 ti	20 ti	40 ti
1 min.	4.95	4.75	4.45	4.15	3.80	3.55
30 sec.	3.85	3.80	3.30	3.10	2.85	2.65

10 sec: 2.50 ea.

**8. PROGRAM TIME RATES**

PER YR:	1x	52x	104x	260x	312x	520x
1/2 hr.	35.50	30.25	23.75	17.50	16.00	14.25
1/4 hr.	25.00	20.75	14.75	11.50	10.75	7.00
5 min.	16.50	12.00	10.25	7.25	7.00	6.00

**K J A K (FM)**  
1960  
OKLAHOMA CITY

Media Code 4 237 4860 7.00  
SGI Broadcasting Inc., Box 94970, 716 S. E. 79th, Oklahoma City, Okla. 73109. Phone 405-634-1411.  
See affiliated AM station for additional information.  
AM facilities: KLPR.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.): 100.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 500 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: Weatherscan Radio Network, Inc.

**TIME RATES**  
Eff 11/1/71—Rec'd 3/1/73.

**7. PACKAGE PLANS**

**WK:**

10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min	3.00	2.85	2.70	2.55	2.40	2.20
30 sec	2.25	2.15	2.05	1.90	1.85	1.50

**MO:**

30 ti	60 ti	90 ti	120 ti	150 ti	180 ti	210 ti
1 min	3.00	2.80	2.60	2.45	2.30	2.15
30 sec	2.25	2.10	1.95	1.80	1.70	1.60

10 sec: ID's: 50% of 1-min.  
Church Rates: 2 spots for price of 1, min or sec.

**8. PROGRAM TIME RATES**

**CHURCH & SPECIAL PROGRAMS**

PER MO:	1 hr	1/2 hr	1/4 hr	5 min
1 ti, per wk	250	125	75	50
5 ti, per wk	350	200	100	100

Minimum 13 wks.

**K K N G (FM)**  
1964  
OKLAHOMA CITY



Subscriber to the NAB Radio Code  
Media Code 4 237 5030 6.00  
Swanco Broadcasting, Inc., 110 N. E. 48th St., Oklahoma City, Okla. 73105. Phone 405-525-5595.

**STATION'S PROGRAMMING DESCRIPTION**  
KKNK (FM): MUSIC: Familiar popular standards, 85% primarily instrumentals, some group vocals, solo vocals, full orchestrated versions of recent hits. COMMERCIAL POLICY: Uninterrupted segments with

- FACILITIES**  
ERP 100,000 w. (horiz. & vert.): 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 297 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 16.  
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60l, 61b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 5 Eff 7/15/74—Rec'd 8/5/74.  
AAA—Mon thru Sun 6-10 am & 7 pm-midnight.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

**WEEKLY FIXED POSITION**

AAA	AA
6 ti	12 ti
18 ti	24 ti
24 ti	30 ti
30 sec	21
21	20
18	18
17	15
17	14

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Marc Alan McLean.  
Sales Manager—Ron Bryant.  
Operations Manager—Jack Karhu.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz. & vert.): 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 297 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 16.  
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60f, 60l, 61b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 5 Eff 7/15/74—Rec'd 8/5/74.  
AAA—Mon thru Sun 6-10 am & 7 pm-midnight.  
AA—Mon thru Sun 6-10 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

**WEEKLY FIXED POSITION**

AAA	AA
6 ti	12 ti
18 ti	24 ti
24 ti	30 ti
30 sec	21
21	20
18	18
17	15
17	14

**STATION'S PROGRAMMING DESCRIPTION**  
KLEC: Programmed for adults.  
MUSIC: All music on tape. NEWS: network & local every hr at :30. Environment reports at :60. COMMERCIAL POLICY: maximum 10 commercials per hour. SUN: 6 am-noon, religious music & programs. Rec'd 12/4/73.

- PERSONNEL**  
President—Carroll F. Boyington.  
General Manager—Donald F. Hodges.
- FACILITIES**  
250 w. days: 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Beer advertising not acceptable.

**TIME RATES**  
No. 1 Eff 9/1/73—Rec'd 9/4/73.  
AA—Mon thru Sat \*6-10 am & 13-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day; Mon thru Sat 7 pm-sunset when applicable.  
(\* Or sunrise-10 am, if sunrise is later than 6 am.  
(†) Or 3 pm-sunset if sunset is earlier than 7 pm.

**6. SPOT ANNOUNCEMENTS**

**PER WK:**

1 ti	1 ti	18 ti	24 ti	36 ti	48 ti
1 min.	22.00	20.00	18.00	16.00	14.00
20/30 sec.	17.50	16.00	15.00	13.00	11.00

**CLASS A**

1 min.	18.00	15.00	14.00	13.00	12.00	11.00	10.00
20/30 sec.	14.50	13.00	12.00	11.00	10.00	9.00	8.00

10-sec ID's: 50% of 1-min.  
12+ A spots in any given wk, maximum 1/3 scheduled AA: when available.

**K L P R**  
194R  
OKLAHOMA CITY

Media Code 4 237 5100 7.00  
SGI Broadcasting Inc., Box 94970, 716 S. E. 79th, Oklahoma City, Okla. 73109. Phone 405-634-1411.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ed Bossen.
  - REPRESENTATIVES**  
Savalli/Gates, Inc.  
St. Louis, Kansas City, Omaha—Bruce Schneider & Co.
  - FACILITIES**  
1,000 w. days; 1140 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
  - AGENCY COMMISSION**  
15% on time and talent; no cash discount.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 14b, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a.  
Contracts: 40a, 42b, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60g, 60l.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.  
FM facilities: KJAK (FM).  
Affiliated with MBS.  
Member: Weatherscan Radio Network, Inc.
- TIME RATES**  
Eff 1/1/69—Rec'd 6/16/69.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—All other times.

**OKLAHOMA**

**7. PACKAGE PLANS**

PER WK:	1 min	30/20	1 min	36/20	1 min	30/20
1 TL	18.00	13.50	14.00	10.50	11.00	8.80
6 TL	17.00	12.75	13.00	9.75	10.00	8.00
12 ti	16.00	12.00	12.00	9.00	9.00	7.20
18 ti	15.00	11.25	11.00	8.35	8.00	6.40
24 ti	14.00	10.50	10.00	7.50	7.00	5.60
30 ti	13.00	9.75	9.00	6.75	6.00	4.80
36 ti	12.00	9.00	8.00	6.00	5.00	4.00

ID's: 50% of 1-min.

**8. PROGRAM TIME RATES**

**CLASS AA**

PER YR:	1x	52x	104x	156x	260x
1/4 hr	60.00	58.00	56		

# OKLAHOMA

Oklahoma City—KOCY—Continued

## TIME RATES

Rec'd 7/1/68.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 9 am-4 pm; Sun 7 am-6 pm.  
B—Daily 5-8 am & 7-11 pm.

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	25.00	19.50	20.00	16.50	12.00	9.00
6 x	22.00	18.00	18.00	15.00	11.00	8.50
12 x	20.00	16.50	17.00	14.00	10.00	8.00
18 x	18.00	15.00	16.00	13.00	9.00	7.00
24 x	16.00	13.00	15.00	12.00	8.00	6.00
36 x	14.00	11.00	14.00	11.00	7.00	5.50
48 x	13.00	10.00	13.00	10.00	6.00	5.00

10 sec: 50% of 1-min.

## AM/FM COMBINATION

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA	1x	6x	12x	18x	24x	36x	48x
1 min	35	32	29	26	24	22	20
30 sec	29	27	25	22	20	18	16

CLASS A

1 min	2x	3x	4x	5x	6x
1 min	22	20	18	17	15
30 sec	18	17	15	14	12

## KOFM (FM)

1965  
OKLAHOMA CITY



**HERBERT E. GROSKIN & COMPANY**



Subscriber to the NAB Radio Code  
Media Code 4 237 5620 4.00  
BBC, Inc., Box 14448, Oklahoma City, Okla. 73114.  
Phone 405-478-0444.  
Studio: 1200 E. Britton Rd., Oklahoma City, Okla.

- PERSONNEL**  
President—Lloyd Benefield.  
General Manager—Dick Wilkinson.
- REPRESENTATIVES**  
Herbert E. Groskin & Co.
- FACILITIES**  
ERP 100,000 w.; 104.1 mc.  
Operating schedule: 24 hours daily.  
Antenna ht.: 1,425 ft. above average terrain.
- AGENCY COMMISSION**  
15%. Payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 41, 44a, 45, 46.  
Comb.: Cont. Discounts: 60a, 62d  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with American FM Network.  
Member: The Groskin Group, Weatherscan Radio Network, Inc.

## TIME RATES

No. 2 Eff 9/1/70—Rec'd 9/14/70.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	10.00	9.50	9.00	8.50	8.00	7.50	7.00

7. PROGRAM TIME RATES

PER YR:	13x	26x	52x	104x	156x	260x	500x
1 hr	84	80	76	72	68	64	60
1/2 hr	60	57	54	51	48	45	42
5 min	35	33	31	29	27	25	23

## KOMA

1927  
OKLAHOMA CITY

Independent

BLAIR RADIO



A Storz Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 237 5750 9.00  
Storz Broadcasting Co., Box 1520, Oklahoma City,  
Okla. 73101, Phone 405-794-1573.

- PERSONNEL**  
President—Robert H. Storz.  
General Manager—Tom Reddell.  
Program Director—J. Robertt Dark.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
50,000 w.; 1520 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. CST
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10e, 11c, 12e, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a,  
28b, 28c, 29a, 30a, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b,  
51c.  
Comb.: Cont. Discounts: 60a, 60c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Blair Represented Network.

## TIME RATES

No. 12 Eff 8/1/69—Rec'd 7/28/69.

6. SPOT ANNOUNCEMENTS

MON THRU FRI 6-10 AM

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	29.00	28.00	27.00	26.00	25.00
20/30 sec	23.00	22.50	21.50	21.00	20.00
10 sec	17.50	17.00	16.00	15.50	15.00

MON THRU FRI 10 AM-3 PM

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	26.00	25.00	24.00	23.00	22.00
20/30 sec	21.00	20.00	19.00	18.50	17.50
10 sec	15.50	15.00	14.50	14.00	13.00

MON THRU FRI 3-7 PM; SAT 6 AM-7 PM

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	38.00	35.00	34.00	33.00	32.00
20/30 sec	30.50	28.00	27.00	26.50	25.50
10 sec	23.00	21.00	20.50	20.00	19.00

MON THRU SAT 7-11 PM; SUN 6 AM-11 PM

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	25.00	23.00	22.00	21.00	20.00
20/30 sec	20.00	18.50	17.50	17.00	16.00
10 sec	15.00	14.00	13.00	12.50	12.00

MON THRU SUN 11 PM-6 AM

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	18.00	17.00	16.00	15.00	14.00
20/30 sec	14.50	13.50	13.00	12.00	11.00
10 sec	11.00	10.00	9.50	9.00	8.50

7. SPECIAL FEATURES

5-MINUTE NEWS PACKAGES

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
6-10 am	40	35	32	31	30	29
10 am-3 pm	30	28	27	26	25	24
3-7 pm	45	41	38	37	36	35

## KTOK

1927  
OKLAHOMA CITY

RAB

Media Code 4 237 5890 4.00  
Covenant Broadcasting Corp. of Oklahoma, Box 1000,  
1800 W. Main St., Oklahoma City, Okla. 73101.  
Phone 405-235-1671.

- PERSONNEL**  
President—Fred E. Walker.  
Vice Pres. & Gen'l Mgr.—Kenneth L. Gaines.  
Program Director—Bob Higgins.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 1000 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20b, 21b, 22a, 25a, 24a, 24c, 25a, 27,  
28b, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 81.  
Affiliated with Eastman Radio Network.  
Affiliated with American Information Network.

## TIME RATES

KTOK/KAFG (FM) COMBINATION  
No. 1 Eff 12/1/73—Rec'd 12/28/73.

7. PACKAGE PLANS

UNIPAC  
6 AM-7 PM—EQUAL ROTATION

PER WK:	KTOK, 1 MIN:	12 ti	18 ti	24 ti
KAFG (FM) 6 ti	568	804	1064	1272
9 ti	570	816	1076	1278
12 ti	572	828	1088	1288
15 ti	580	840	1100	1298
18 ti	592	852	1112	1308

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## KTOK ONLY

No. 7 Eff 5/1/71—Rec'd 5/3/71.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-2 pm.  
III—Mon thru Sat 7 pm-midnight; Sun 6 am-midnight.

6. SPOT ANNOUNCEMENTS

PER WK:	I	II	III
1 ti	56	45	34
12 ti	52	42	31
18 ti	50	40	30
24 ti	48	38	29

II

1 ti	12 ti	18 ti	24 ti
32	26	19	17
28	22	17	16
26	21	16	14
24	19	14	14

7. PACKAGE PLANS

RED ROVER SPOT PLAN

15 ti (8 I, 5 II, 2 III)	1 min	30 sec	10 sec
15 ti (12 I, 9 II, 4 III)	39	32	24
35 ti (16 I, 12 II, 7 III)	35	28	21
	30	24	18

CONSECUTIVE WEEK DISCOUNT

26 wk—4% 52 wk—8%  
Minimum wkly sched of 6 1-min spots 6am-12mid  
Sun-Sat necessary to maintain consec wk advertising.

## KWHP (FM)

1962  
EDMOND

RAB

Media Code 4 237 5940 6.00  
William H. Payne, Box 688, 700 S. Kelley, Edmond,  
Okla. 73034. Phone 405-341-8440.

- STATION'S PROGRAMMING DESCRIPTION**  
KWHP (FM): Programmed for 18-36 age group featuring our selection of the top 97 songs.  
**MUSIC:** rock & roll, and progressive are included on the survey. **NEWS:** every other hour on the half hour from network. News mobile unit, and mobile studio for remote and grand opening broadcasts. Contact Representative for further details. Rec'd 7/29/70.
- PERSONNEL**  
General Manager—William H. (Bill) Payne.  
Sales Manager—Ken Fearnow.  
Program Director—Mike Murphy.
  - REPRESENTATIVES**  
Paul Miller & Company.



For over  
50 years one  
of the nation's  
great area  
stations!

# WKY Radio

The WKY Television System, Inc.  
WKY-TV, Oklahoma City, Okla.  
WTVT, Tampa-St. Petersburg, Fla.  
KTVT, Dallas-Ft. Worth, Tex.  
WVTV, Milwaukee, Wis.  
KHTV, Houston, Tex.  
Represented by the Katz Agency

## 3. FACILITIES

- ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc. Stereo.  
Operating schedule: 24 hours. CST.  
4. **AGENCY COMMISSION**  
15% 10th of month; 10% discount if paid in advance.  
5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 28a, 29a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Member: Oklahoma News Network, Inc.

## TIME RATES

No. 6 Eff 7/1/74—Rec'd 9/4/74.

6. SPOT ANNOUNCEMENTS

YR. ROS:

PER MO:	1x	500x	750x	1000x	1200x	1800x
1 min	7.60	6.50	5.45	5.45	4.70	4.35
30 sec	6.30	4.85	4.35	3.90	3.55	3.25
10 sec	3.75	3.25	2.90	2.50	2.30	2.15
1 liner	2.55	2.15	1.95	1.75	1.60	1.45

7. PACKAGE PLANS

PER WK:	1 min	30 sec	10 sec	1 liner
10 ti	7.60	5.70	3.55	2.50
20 ti	6.50	4.90	3.25	2.15
30 ti	6.15	4.65	3.10	2.05
40 ti	5.80	4.35	2.90	1.95
50 ti	5.40	4.10	2.75	1.80
60 ti	5.05	3.85	2.50	1.75
70 ti	4.70	3.55	2.30	1.60
100 ti	4.35	3.25	2.15	1.45

MIDNIGHT-6 AM SPECIAL

PER WK:	25 ti	30 ti	36 ti
1 min	2.90	2.55	1.80
30 sec	2.15	1.80	1.45
10 sec	*1.87	*1.45	*1.08

(\* Live)  
Minimum order 100.00. Cash in advance, non-commissionable.

## 8. PROGRAM TIME RATES

1 hr	1x	12x	26x	52x
1/2 hr	65.25	62.35	58.00	43.50
1/4 hr	43.50	39.15	34.80	21.75
	21.75	18.95	14.50	11.60

## 10. SPECIAL FEATURES

NEWSCASTS

PER WK:	13 wk	26 wk	52 wk	13 wk	26 wk	52 wk
3 ti	15.00	9.00	8.00	8.00	7.00	5.50
6 ti	13.00	8.00	7.50	7.00	6.00	5.00

PAUL HARVEY NEWS

PER WK:	13 wk	26 wk	52 wk
5 ti, 7:30 am	9.00	8.00	7.00

Incl open & close plus 1-min.  
3 ti, noon: 6.00 5.50 5.00  
6 ti, noon: 5.50 5.00 4.50  
4 available 1-min spots during PH news.  
Weather package—1 forecast daily, 7-sec messages on weather phone (200+ calls daily), per mo 162.50.

## KXXY (FM)

1964  
OKLAHOMA CITY



Subscriber to the NAB Radio Code  
Media Code 4 237 6040 4.00  
Boneluzke & Co., 101 N. E. 28th St., Oklahoma City,  
Okla. 73105, Phone 405-528-5543.  
See affiliated AM station for additional information.  
AM facilities: KOCY.

**STATION'S PROGRAMMING DESCRIPTION**  
KXXY (FM): a blend of rock music, comprised of oldies & current singles & album cuts, presented to appeal to an audience 18-35. Contact Representative for further details. Rec'd 11/17/72.

- PERSONNEL**  
Sales Manager—Ben Buckland.
- FACILITIES**  
ERP 35,000 w.; 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with KOCY. See that listing for rates.

## TIME RATES

No. 6 Eff 6/1/74—Rec'd 5/6/74.

AA—Mon thru Sun 3 pm-midnight.  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti
AA	23	21	19	18	17	16	15
A	20	18	16	14	13	12	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## WK



Oklahoma City—W K Y—Continued

- 2. REPRESENTATIVES**  
Katz Radio.  
Canada—Andy McDermott Sales, Ltd.
- 3. FACILITIES**  
5,000 w.; 930 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11b, 14b, 15a, 15e.  
Basic Rates: 20a, 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 27, 28a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60g, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82, 85.  
See advertising acceptable.  
Affiliated with American Contemporary Network.  
Affiliated with Katz Radio Network.

**TIME RATES**

No. 35 Eff 3/1/71—Rec'd 3/15/71.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 5-6 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	60	57	55	53	51
AA	55	52	50	48	46
A	45	42	40	38	36
B	35	32	30	28	26

20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	16 ti	24 ti
1/3AAA, 1/3AA, 1/3A	48	46	44	42

**8. PROGRAM TIME RATES**

CLASS AAA	1x	52x	104x	156x	200x
1/4 hr.	170	164	160	156	152
5 min.	85	82	80	78	76

**CLASS AA**

1/4 hr.	5 min.
160	80
154	77
150	75
146	73
142	71

**CLASS A**

1/4 hr.	5 min.
120	60
116	58
112	56
108	54
104	52

**CLASS B**

1/4 hr.	5 min.
88	48
86	48
84	48
82	48
80	48

- 10. SPECIAL FEATURES**  
NEWS/SPORTS/WEATHER/AGRICULTURAL CAPSULES  
2-minute capsules including 1-minute open or close plus ID, applicable 1-minute rates plus 5.00, flat, fully commissionable, per capsule, for time, plus talent/production charge.
- TALENT/PRODUCTION** (flat commissionable)
- |         |    |        |   |
|---------|----|--------|---|
| 1/4 hr. | 30 | 2 min. | 5 |
| 5 min.  | 10 |        |   |

**COMBINABILITY**  
All spots, regardless of length or class. All Nite Show and capsules may be combined for discount purposes. Programs, spots, capsules may be combined for discounts on spots/capsules only.

**WNAD**

1922

NORMAN

**CBS Radio Network**



Subscriber to the NAB Radio Code  
Media Code 4 237 6270 7.00  
Oklahoma Communications, Inc., WNAD Radio, Box 640, Norman, Okla. 73069. Phone 405-329-0640.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNAD: Programmed for adult appeal, 18-49.  
MUSIC: modern country. NEWS: Network hourly plus local 6-min. at 7, 7:30, 8:30, 9:30, 11:30 am, 2:30, 3:30, 5:05 & 6:30 pm. Weather at 6:30, 7:15, 7:45, 8:15 am, 12:30 & 5:30 pm. Traffic reports in drive times. SPORTS: pro football & network sports. Rec'd 7/1/74.

- 1. PERSONNEL**  
General Manager—Robert D. Thompson.  
Program Manager—J. St. John.  
Sales Manager—Sharon J. Blevins.

- 2. FACILITIES**  
1,000 w. days; 640 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

- 4. AGENCY COMMISSION**  
15/0 time and talent.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10g, 11g, 12g, 18g, 14g, 15g.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 24b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with CBS.

**TIME RATES**

No. 2 Eff 8/1/74—Rec'd 8/20/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat all day.  
A—Mon thru Fri 10 am-3 pm; Sun all day; all other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	15 ti	20 ti	24 ti	1 ti	15 ti	20 ti	24 ti
1 min	8.00	7.50	7.00	6.50	7.50	7.00	6.50	6.00
30 sec	7.00	6.50	6.00	5.75	6.00	5.75	5.50	5.00

**7. PACKAGE PLANS**

SUN, MON, TUES, 1/3AA:	18 ti	30 ti
1 min	6.00	5.50
30 sec	4.80	4.40

**W/NTHTLY TAP, 1/2AA:** 1 min 30 sec 6.00 4.80

**YRLY CONTRACTS, 1/2 AA:**

1200 x	5.75	4.60
1800 x	5.00	4.00

**OKMULGEE**

Oklmulgee County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**KOKL**

1937



Subscriber to the NAB Radio Code  
Media Code 4 237 6400 0.00  
Brewer Communications, Inc., Box 756, 410 W. 6th St., Okmulgee, Okla. 74447. Phone 918-756-3646.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOKL: MUSIC: C & W.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Bob Brewer.
- 2. FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non directional.  
Operating schedule: 6 am-11 pm daily. CST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma Farm Network, Oklahoma News Network, Inc.

**TIME RATES**

No. 9 Eff 8/15/73—Rec'd 8/13/73.  
Prime—6-9 am, noon-1 pm & 4-6 pm.  
Regular—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	30 ti	60 ti	1 ti	30 ti	60 ti
MO:	5.00	4.00	3.50	3.00	4.50	3.50
30 sec	5.00	4.00	3.50	3.00	4.50	3.50

1 min. per spot extra, 50%.  
Prime fixed position, per spot extra, 50%.  
NON-CANCELLABLE CONTRACT DISCOUNT  
52 wk—20%.

**PAULS VALLEY**

Garvin County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**KVLH**

1947

Subscriber to the NAB Radio Code  
Media Code 4 237 6530 4.00  
Garvin County Broadcasting, Inc., Box 610, Pauls Valley, Okla. 73075. Phone 405-238-3314.  
**STATION'S PROGRAMMING DESCRIPTION**  
KVLH: adults, MOR, news, sports.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ronald R. Casey.
- 2. FACILITIES**  
250 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc., Farm Radio Network, Agriculture News Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 10 Eff 9/1/74—Rec'd 8/15/74.

**6. SPOT ANNOUNCEMENTS**

52-WEEK SPECIFIED	1x	104x	156x	200x	520x	1040x
1 min.	3.25	3.10	3.00	2.90	2.80	2.60
30 sec.	2.70	2.55	2.45	2.35	2.20	2.05

- 7. PACKAGE PLANS**
- | WKLY IMPACT: | 20 ti | 40 ti | 60 ti |
|--------------|-------|-------|-------|
| 1 min.       | 2.85  | 2.70  | 2.60  |
| 30 sec.      | 2.30  | 2.20  | 2.05  |
- 10 sec: 50% of 1-min.

- 10. SPECIAL FEATURES**  
13-WEEK NEWS
- |                                       |      |
|---------------------------------------|------|
| 7 am Expanded Report                  | 4.60 |
| 6 am, 12:15 pm, 5 pm Expanded Report: |      |
| 1 min.                                | 4.00 |
| 30 sec.                               | 3.45 |
- Hourly News:
- |         |      |
|---------|------|
| 1 min.  | 3.45 |
| 30 sec. | 2.75 |

**PAWHUSKA**

Osage County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

**KOKN**

1963

Media Code 4 237 6660 9.00  
Cherokee Broadcasting Co., Box 1207, Pawhuska, Okla. 74056. Phone 918-287-1211.  
Studios: 513A Kibetah St., Pawhuska, Okla.

- 1. PERSONNEL**  
Manager—Jesse Gilbert.
- 2. FACILITIES**  
5,000 w.; 1500 kc.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15%; Bills due 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**

Eff—Rec'd 8/1/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	16 ti	24 ti	30 ti
1 min.	5.00	4.00	3.25	3.00	2.75	2.50
30 sec.	3.50	3.00	2.50	2.25	2.00	1.85

Time periods may be combined to earn higher frequency rate.

**DISCOUNT**

52 wk—16%

**PONCA CITY (1 AM; 1 FM)**

Kay County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

**KLOR (FM)**

1965

Media Code 4 237 6720 1.00  
Indian Nation Broadcasters, Inc., Community Bldg., Ponca City, Okla. 74601. Phone 405-765-6631.

- 1. PERSONNEL**  
General Manager—Don M. Kelly.  
Station Manager—Bob Boyd.
- 3. FACILITIES**  
ERP 3,000 w.; 99.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 167 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21b, 22a, 23a, 24c, 25a, 26c, 30, 33c.  
Contracts: 40a, 41, 42c, 44a, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM facilities: KLTR, Blackwell.  
Member: Oklahoma News Network, Inc.

**TIME RATES**

Eff 4/1/73—Rec'd 8/13/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	25x	50x	100x	150x
1 min.	2.75	2.70	2.65	2.60	2.55
30 sec.	2.00	1.95	1.90	1.85	1.80

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	35.00	22.00	12.00
13 x	31.00	19.00	10.00
26 x	27.00	15.00	9.00
52 x	25.00	14.00	8.00

- 10. SPECIAL FEATURES**  
1/4-hr weathercasts—\$2.50 per mo.  
5-min newscasts—\$7.50 per mo.

**KLOR (FM)/KLTR, BLACKWELL COMBINATION**

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	25x	50x	100x	150x
1 min.	4.25	4.20	4.15	4.10	4.05
30 sec.	3.25	3.20	3.15	3.10	3.05

- 9. PARTICIPATING PROGRAMS**  
Stereo Serenade at Night—1 hr stereo + AM/FM spot pkg. 220, 30-sec, 275.00; 1/2 hr + 120 30-sec, 175.00; 1/4 hr + 50 30-sec, 95.50.  
Kolor Weekend—Sat & Sun 6 am-6 pm, 1 hr stereo + AM/FM spot pkg. 110 30-sec, 150.00; + 50 30-sec, 85.00.

**WBBZ**

1928

Subscriber to the NAB Radio Code  
Media Code 4 237 6790 4.00  
Ponca City Publishing Co., Box 588, 1601 E. Okla. Ave., Ponca City, Okla. 74601. Phone 405-765-6607.

- 1. PERSONNEL**  
General Manager—Allan W. Muchmore.  
Station Manager—William C. Maugans.

- 2. REPRESENTATIVES**  
Savall/Gates, Inc.

- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays; 7:00 am-11:00 pm Sun. CST.

- 4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 21d, 22b, 23b, 24b, 24c, 25a, 28a, 29a, 30, 32b.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47c, 50, 51b.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with MBS.

**TIME RATES**

Rates effective September 1, 1958. (Card No. 4.)  
Card received August 18, 1958.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	1 ti	26 ti	5.25
1 ti	7.00	26 ti	5.25
26 ti	6.85	312 ti	4.90
52 ti	6.30	500 ti	4.55
104 ti	5.95	1000 ti	4.20
156 ti	5.60		

- 7. PACKAGE PLANS**
- | Per week:  | 10 1-minute announcements | 5.00 |
|--|---------------------------|------|
| 10 1-minute announcements  | 4.00                      |      |
| 10-second announcements—50% of applicable minute rate, either regular or package. May be combined for frequency discount purposes. |                           |      |

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	30	20	15	10
26x—5%	104x—15%			
52x—10%	156x—20%			

**OKLAHOMA**

**POTEAU (1 AM; 1 FM)**

LeFlore County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**KLCO**

1953

Subscriber to the NAB Radio Code  
Media Code 4 237 6920 7.00  
LeFlore County Broadcasting Co., Poteau, Okla. 74953.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLCO: Programmed for general interest.

- 1. PERSONNEL**  
R. B. and Bernice Bell.
- 2. REPRESENTATIVES**  
R & R Representatives, Inc.
- 3. FACILITIES**  
1,000 w.; 1280 kc. Non-directional.
- 4. AGENCY COMMISSION**  
15%. Bills rendered 1st of month payable 10th. 10% interest charged after 30 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc., Farm Directors Radio Network.

**TIME RATES**

No. 7 Eff 1/1/67—Rec'd 2/12/67.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	365x 1000+
1 min.	4.00	3.50	3.25
30 sec.	2.00	1.85	1.70
10 sec.	1.00	.95	.85

# OKLAHOMA

Pryor—K O L S—Continued

**6. SPOT ANNOUNCEMENTS**  
SPECIFIED TIMES  
(Within 1/2 hr periods)

1x	52x	104x	156x	260x	312x	624x
1 min 2.50	2.25	2.20	2.05	1.90	1.75	1.60
30 sec 2.10	2.00	1.90	1.75	1.60	1.50	1.35
10 sec 1.65	1.55	1.45	1.35	1.25	1.20	1.10

All spots combinable for frequency.

**7. PACKAGE PLANS**

	WEEKLY—ROS	10 ti	20 ti	30 ti	50 ti
1 min	2.35	2.20	2.05	1.90	1.75
30 sec	2.00	1.90	1.75	1.60	1.50
10 sec	1.55	1.45	1.35	1.25	1.20

All spots combinable for frequency.

# SALLISAW

Sequoyah County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**K R B B**

**K R B B-FM**

Media Code 4 237 7180 700  
Big Basin Broadcasters, Inc., Box 666, N. Dogwood & Railroad Ave., Sallisaw, Okla. 74955. Phone 918-775-9109.

- 1. PERSONNEL**  
General Manager—Paul S. Demaroe.
- 3. FACILITIES**  
250 W.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 245 ft. above average terrain.  
Simulcast 6 am-midnight.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Oklahoma News Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 8/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	312x	624x	1000x
1 min 2.60	2.50	2.40	2.30	2.20	2.10	1.90
30 sec 2.10	2.00	1.90	1.80	1.70	1.60	1.50
15 sec 1.70	1.60	1.50	1.45	1.35	1.30	1.25

**7. PACKAGE PLANS**

3-DAY SATURATION:	1 min 30 sec
30 ti	63 48

# SAND SPRINGS

Tulsa County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

See Tulsa

(including Broken Arrow, Sand Springs)

# SAPULPA

Creek County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**K X O J**

Media Code 4 237 7310 0.00  
KXOJ RADIO Sapulpa, Box 1250, Sapulpa, Okla. 74066. Phone 918-224-2620.

- STATION'S PROGRAMMING DESCRIPTION**  
KXOJ: MOR.
- 1. PERSONNEL**  
Pres. & Mgr.—Mike Stephens.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
500 w. days; 1550 kc. Directional.  
Operating schedule: 7 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network, Oklahoma News Network, Inc., Oklahoma Farm Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/73—Rec'd 5/29/73.

**6. SPOT ANNOUNCEMENTS**  
SPECIFIED TIMES

PER	6 ti	12 ti	18 ti	24 ti	30 sec	30 sec
WK:	3.70	3.65	3.45	3.20	3.25	3.05
1 wk.	3.70	3.65	3.45	3.20	3.25	3.05
13 wk	3.65	3.45	3.20	2.95	3.05	2.85
26 wk	3.45	3.20	2.95	2.75	2.85	2.65
1 yr.	3.20	3.20	2.75	2.50	2.65	2.25

**ROS**

1 wk.	3.20	3.00	2.80	2.60	2.45	2.15
13 wk	3.00	2.80	2.60	2.40	2.15	1.90
26 wk	2.80	2.60	2.40	2.20	2.10	1.90
1 yr.	2.60	2.40	2.20	2.00	2.10	1.75

# SHAWNEE

Pottawatomie County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

# KGFF

1930

**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 237 7440 5.00  
Owned by Stauffer Publications, operated by KGFF Broadcasting Co., Inc., Shawnee Country Club, Box 9, Shawnee, Okla. 74801. Phone BR 3-4300.

- 1. PERSONNEL**  
General Manager—William A. Weaver.
- 2. REPRESENTATIVES**  
Avery-Knodel, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6:00 am-11:00 pm. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 22a, 24b, 25a, 28c, 29a.  
Contracts: 40a, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 82.  
Member: Oklahoma News Network, Inc.

**TIME RATES**  
Rates effective October 1, 1956.  
Revisions received September 14, 1956.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**  
(8:00 am sign-off)

1 time	1 hr	1/2 hr	1/4 hr	5 min.	(*)
26 times	30.00	18.00	12.00	7.50	4.50
52 times	28.25	17.55	11.70	7.31	4.39
104 times	28.50	17.10	11.40	7.12	4.27
156 times	27.00	16.20	10.80	6.75	4.05
156 times	25.50	15.30	10.20	6.37	3.83

(\*) One minute announcement or less; one minute transcription or less.

**10. SPECIAL FEATURES**  
Weather reports, temperature and market reports available at regular rates plus 20%.

# STILLWATER (1 AM; 2 FM)

Payne County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**K S P I**

**K S P I-FM**

Media Code 4 237 7570 9.00  
Box 231, Stillwater, Okla. 74074. Phone 405-372-7800.  
Studio: 215 W. 9th.

- STATION'S PROGRAMMING DESCRIPTION**  
KSPI: Programmed for general interest.  
FARM: 6:30-6:50 am & 12:50-1 pm. NEWS: 5 min network at :30, local & state at :60; major newscasts 7:15-8:15 am, noon-1 pm & 5-6 pm.  
MUSIC: general popular featuring MOR, country & solid gold; C & W 6-7:15 am; solid gold 8 pm-midnight. SPORTS: U football, basketball, baseball & wrestling; high school football & basketball; network pro football, golf, baseball; sportcasts 8 am, 12:20, 4:30 & 5 pm. Rec'd 10/1/73.
- 1. PERSONNEL**  
General Manager—J. R. Bellatti.  
Station Manager—Bill Platt.
- 3. FACILITIES**  
250 w. days; 780 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 10,000 w.; 93.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 375 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% net charges for time.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 26.  
Contracts: 40a, 44a, 44b, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a.  
Cancellation: 70a, 70e, 71b, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**  
ET 7/1/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**  
PRIME TIME—6-9 AM, NOON-1 PM, 4:30-6:30 PM

1 min	30 sec	10 sec
1 x	4.20	3.65
1 x	4.20	3.65
1 x	3.65	3.05

(\*) Shortie

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1 x	36.20	18.15	10.85
1 x	36.20	18.15	10.85

# KVRO (FM)

1966

**NAB**

**NAFMB**

Subscriber to the NAB Radio Code  
Media Code 4 237 7700 2.00  
KVRO, Inc., Box 1226, Stillwater, Okla. 74074.  
Phone 405-372-6000.

- STATION'S PROGRAMMING DESCRIPTION**  
KVRO (FM): Programmed for young adults.  
MUSIC: current popular hits. NEWS: network at :55; local at :60; 20 man staff. Contact Representative for further details. Rec'd 11/6/73.
- 1. PERSONNEL**  
Station Manager—Richard Ralston.  
Sec'y & Treas.—Dun V. Smith.
- 2. REPRESENTATIVES**  
Frederick W. Smith.  
Dallas—Paul Miller & Company.

- 3. FACILITIES**  
ERP 440 w.; 105.5 mc. Stereo.  
Operating schedule: 6-2 am. CST.  
Antenna ht.: 60 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4b, 4d, 5.  
Rate Protection: 15b.  
Basic Rates: 20b, 21c, 21d, 24b, 24c, 25a, 28c, 29a.  
Contracts: 40a, 41, 45, 46, 51a.  
Cancellation: 70, 70c, 72, 73b.  
Prod. Services: 80.  
Affiliated with American Contemporary Network.  
Member: Oklahoma News Network, Inc.

**TIME RATES**  
ET 7/1/74—Rec'd 9/4/74.

**6. SPOT ANNOUNCEMENTS**

YR:	1x	52x	156x	312x	780x	1040x	1560x
1 min	4.00	3.80	3.60	3.40	3.20	3.00	2.80
30 sec	3.00	2.85	2.70	2.55	2.40	2.25	2.10

**7. PACKAGE PLANS**

	Per wk	Per mo
30 ti	45 ti	60 ti
1 min	3.80	3.60
30 sec	2.85	2.70

**8. PROGRAM TIME RATES**

5 min	6.00	5.70	5.40	5.10	4.80	4.50	4.20
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# TAHLEQUAH (1 AM; 1 FM)

Cherokee County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

# KTLQ

1957

Subscriber to the NAB Radio Code  
Media Code 4 237 7830 7.00  
KTLQ, Inc., Box 497, First National Bank Bldg., Tahlequah, Okla. 74464. Phone 918-456-2511.

- 1. PERSONNEL**  
General Manager—Joe L. McCullah.
- 3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15%; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Oklahoma News Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 8/1/72—Rec'd 9/29/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	13 ti	26 ti	50 ti	100 ti	200 ti
1 min	4.75	3.75	2.95	2.50	2.15	1.85
30 sec	3.75	2.50	2.10	1.85	1.65	1.45
15 sec	3.15	2.10	1.85	1.50	1.30	1.15

**7. PACKAGE PLANS**

	1-2 day	Per wk
ROS:	10 ti	20 ti
1 min	29.95	55.95
30 sec	23.00	42.00
15 sec	20.00	32.00

A: 7-8:30 am 11:30 am-1 pm & 4-5:30 pm, extra 10%.

**CONTRACT DISCOUNT**  
12 mo—10%.

# KTLQ-FM

1968

Subscriber to the NAB Radio Code  
Media Code 4 237 7831 5.00  
KTLQ, Inc., Box 497, First National Bank Bldg., Tahlequah, Okla. 74464. Phone 918-456-2511.

- 3. FACILITIES**  
ERP 1,000 w.; 101.7 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 75 ft. above average terrain.  
Member: Oklahoma News Network, Inc.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 8/1/72—Rec'd 9/29/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	13 ti	26 ti	50 ti	100 ti	200 ti
1 min	3.75	2.75	2.25	1.95	1.75	1.50
30 sec	3.15	2.15	1.85	1.65	1.40	1.25

**7. PACKAGE PLANS**

	1-2 day	Per wk	Per mo
ROS:	10 ti	20 ti	30 ti
1 min	23.75	43.75	60.00
30 sec	21.50	37.00	49.50

A: 7-8:30 am, 11:30 am-1 pm & 4-5:30 pm, extra 10%.

**CONTRACT DISCOUNT**  
12 mo—10%.

**TULSA (7 AM; 6 FM)**  
(including Broken Arrow, Sand Springs)  
Tulsa County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

# RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)
A	44	34	41	31
B	41	34	41	25
C	39	31	39	23
D	25	24	25	22
AVERAGE	37	31	37	25

# KAKC and KAKC-FM

1946

**TULSA**



**KATZ RADIO**

Programmed separately.  
Media Code 4 237 7960 2.00  
Mark/Way, Inc., KAKC Bldg., 51st and South Peoria, Tulsa, Okla. 74101. Phone 918-743-9877.  
TWX 910-845-2230.

- 1. PERSONNEL**  
President—S. Carl Mark.  
General Manager—Bill Allred.  
Program Director—Gary Stevens.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 970 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.9 mc. Stereo.  
Operating schedule: 24 hours daily.  
Antenna ht.: 678 ft. above average terrain.  
Simulcast 6 pm-midnight daily.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5.  
Rate Protection: 15b, 15c.  
Contracts: 40a, 44a.  
Comb.: Cont. Discounts: 60a, 60e.  
Cancellation: 70e, 71a, 72.  
Affiliated with Katz Radio Network.

**TIME RATES**  
KAKC and KAKC-FM COMBINATION  
No. 13A ET 8/15/72—Rec'd 4/10/72.  
AAA—Mon thru Sat 8-10 am & 3-8 pm.  
AA—Mon thru Sat 5-6 am 10 am-3 pm & 8 pm-midnight; Sun 5 am-midnight.  
A—All other times. Rates on request.

**6. SPOT ANNOUNCEMENTS**  
COMBINATION AM/FM

1 MIN, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	48	46	44	42	40
AA	38	36	34	32	30

20/30 sec 80% of 1-min. 10 sec: 50% of 1-min.  
AM only: Deduct 3.00 per spot.

**KELI**

**TULSA**



Buckley Radio Sales, Inc.

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 237 8090 7.00  
Broadcasting Associates, Inc., Box 3685, Tulsa State Fair Grounds, Tulsa, Okla. 74152. Phone 918-622-1430.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Raymond Ruff.  
Station Manager—Joe Henderson.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- 3. FACILITIES**  
5,000 w.; 1430 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11g, 15b.  
Basic Rates: 21a, 21b, 23a, 24a, 24b, 24c, 25a, 27.  
Contracts: 40a, 41, 44b, 45, 46, 49a, 49b, 51e.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Sold in combination with KIXZ, Amarillo, Tex. and KTRAN, Wichita Falls, Tex. 10% discount.

**TIME RATES**  
No. 143J Rev 1/5/71—Rec'd 1/10/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun all day.  
B—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	25.00	23.75	22.50	18.75	17.50	16.25



**KFMJ**  
1946  
TULSA

**AVCO**  
RADIO SALES

NAB RAB NAFMB

Media Code 4 237 8220 0.00  
KFMJ, Inc., Box 746, 5400 W. Edison, Tulsa, Okla.  
74101 Phone 918-545-5555.  
See affiliated FM station for additional information.  
FM facilities: KRAV (FM).

**STATION'S PROGRAMMING DESCRIPTION**  
KFMJ: Programmed for the family, with accent on religious. Music with inspirational overtones, news & weather information. Contact Representative for further details. Rec'd 5/6/74.

**3. FACILITIES**  
1,000 w.; 10.50 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Avco Group Plan.  
Sold in combination with KRAV (FM). See that listing for rates.

**TIME RATES**

No. 1 Eff 5/1/74—Rec'd 4/5/74.  
A—Mon thru Sun 6-10 am & 3-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	1040x
A	13	12	11	10
B	9	8	7	6

**7. PACKAGE PLANS**

TAP—1/3 6-10 AM, 1/3 10 AM-3 PM, 1/3 3-7 PM  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min. 75 126 156 216 255  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
All spots and plans combinable with FM for weekly and yearly discounts.

**KKUL (FM)**

1972  
TULSA

NAB

Media Code 4 237 8285 3.00  
KKUL RADIO, Box 15666, 12225 1/2 E. Admiral Pl., Tulsa, Okla. 74115. Phone 918-437-3777.

**STATION'S PROGRAMMING DESCRIPTION**  
KKUL (FM): Programmed for Negro listeners.  
MUSIC: popular, R & B, jazz, gospel, NEWS: 3 min 50 sec at every other :50. Community news at every other :30. Community involvement through high school football, college basketball, church notes & open-line conversation show 8-9 pm Sun. Station participates in community activities, little league baseball, children's parties, sock hops at schools & recreation centers. Contact Representative for further details. Rec'd 4/18/74.

**1. PERSONNEL**  
General Manager—Bruce Baldwin.  
Program Director—Ron Alexander.  
Sales Manager—Gene King.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.  
Southeast, Southwest—Carter S. Jones Agency.

**3. FACILITIES**  
ERP 100,000 w.; 103.3 mc. Stereo.  
Operating schedule: 5 am-midnight.  
Antenna ht: 260 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 on time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 14a, 15a, 15b, 16.  
Basic Rates: 20a, 21b, 22a, 23b, 24b, 25a, 27, 28a, 30.  
Contracts: 42a, 45, 51b, 51c.  
Comb.; Cont. Discounts: 62d.  
Cancellation: 70b, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with Mutual Black Network.

**TIME RATES**

Eff 1/2/73—Rec'd 1/2/73.

**6. SPOT ANNOUNCEMENTS**

WITHIN 7 DAYS:	10 ti	20 ti	50 ti	70 ti
1 min.	8.00	6.50	6.00	5.50
30 sec.	6.40	5.20	4.80	4.40
10 sec: 50% of 1-min.				
Annual Bulk Contract, less 10%.				

**KMOD**

1959

Media Code 4 237 8392 7.00  
San Antonio Broadcasting, Inc., 2805 E. Skelly Dr., Tulsa, Okla. 74105. Phone 918-749-4631.  
See affiliated AM station for additional information.  
AM facilities: KXXO.

**1. PERSONNEL**  
Vice-President—Douglas McCall.  
General Manager—Travis Reeves.

**3. FACILITIES**  
ERP 50,000 w.; 97.5 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna height: 435 ft. above average terrain.

**TIME RATES**

EFF 2/15/74—Rec'd 7/5/74.				
1 min.	14.00	13.00	12.00	11.00
30 sec.	11.50	10.50	9.50	8.75
Subject to availability.				

**KRAV (FM)**

1962  
TULSA

**AVCO**  
RADIO SALES

NAB RAB NAFMB

Media Code 4 237 8500 5.00  
KPMJ, Inc., Box 746, 5400 W. Edison, Tulsa, Okla. 74101. Phone 918-545-5555.

**STATION'S PROGRAMMING DESCRIPTION**  
KRAV (FM): adult conservative popular music with personalities. Contact Representative for further details. Rec'd 8/3/71.

**1. PERSONNEL**

President—George R. Kravis 11.  
General Manager—Paul Benton.  
Program Director—Marlin Taylor.

**2. REPRESENTATIVES**

Avco Radio Sales.

**3. FACILITIES**

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.5 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 633 ft. above average terrain.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4b, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20b, 21b, 23a, 25a, 29a, 30.  
Contracts: 40a, 41, 44a, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60a, 60e, 60f, 61c, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: KPMJ.  
Affiliated with Avco Group Plan.

**TIME RATES**

No. 1 Eff 5/1/74—Rec'd 4/5/74.  
A—Mon thru Sun 10 am-7 pm.  
B—Mon thru Sun 6-10 am & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	1040x
A	13	12	11	10
B	9	8	7	6

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

6-10 am.	6 ti	12 ti	18 ti	24 ti	30 ti
10 am-3 pm.	2	2	3	4	5
3-7 pm.	2	4	6	8	10
7 pm-midnight.	1	2	3	4	5
1 min. per wk.	75	126	156	216	255
30/20 sec: 80% of 1-min.					
10 sec: 50% of 1-min.					

All spots and/or plans combinable with AM for wky and yrlly discounts.

**KRAV (FM)/KFMJ COMBINATION**

**6. SPOT ANNOUNCEMENTS**

PER WK:	12 ti	18 ti	24 ti	30 ti
PER YR:	156x	312x	520x	1040x
A	22	20	19	18
B	14	12	11	10

**7. PACKAGE PLANS**

TAP—1/4 6-10 AM, 1/4 10 AM-3 PM, 1/4 3-7 PM, 1/4 7 PM-MIDNIGHT  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
Ea. 21 18 17 16 15  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**KRMG**

1949  
TULSA

RAB

A Swanco Station  
Subscriber to the NAB Radio Code  
Media Code 4 237 8740 7.00  
Swanco Broadcasting, Inc., 1502 S. Boulder, Tulsa, Okla. 74106. Phone 918-584-4291.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Ron B. Blue.  
Sales Manager—Dan Bell.  
Traffic Director—Rita Thomlinson.

**2. REPRESENTATIVES**

Robert E. Eastman & Co., Inc.

**3. FACILITIES**

50,000 w. days, 25,000 w. nights; 740 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily, CST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14a, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 23a, 24a, 24b, 25a, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 50, 51c.  
Comb.; Cont. Discounts: 60b, 60e, 60f, 61b.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KWEN (FM).  
Affiliated with Eastman Radio Network.

**TIME RATES**

KRMG/KWEN (FM) COMBINATION  
No. RC1 Eff 5/1/74—Rec'd 4/26/74.  
I—Mon thru Fri 6-10 am & 3-7 pm.  
II—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
III—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min 48	43	38	36	42	38	36	32	
1 min.				32	28	26	23	
30 sec: 80% of 1-min.								
AM only: Deduct 10%.								

KKNG oklahoma city  
KRMG Radio 74  
KWEN Stereo 95  
The two and only in Tulsa  
10 AM-3 PM untouchable when it comes to the adult audience 25-49 and 18-49.  
Now when you can buy only one, you can buy two.  
All data based on Apr-May ARB metro qtr hour FM-Fri.  
Call your Eastman for details.

KKYX san antonio  
KLEO wichita  
KQEO albuquerque

**SWANCO**  
STATIONS  
KKNG Oklahoma City WBVU New Orleans  
Represented by Buckley Radio Sales, Inc.  
KKYX San Antonio KLEO Wichita  
KQEO Albuquerque KRMG Tulsa  
KWEN Tulsa  
Represented by Robert Eastman and Co., Inc.

**KTBA (FM)**

1970

BROKEN ARROW

NAB RAB NAFMB

Media Code 4 237 8770 4.00  
The Broken Arrow Broadcasting Co., Box 550, 1025 W. Kenosha, Broken Arrow, Okla. 74012. Phone 918-251-5822.

**STATION'S PROGRAMMING DESCRIPTION**  
KTBA: Programmed for young adults 18-35.  
MUSIC: contemporary progressive; modern rock, jazz, blues from popular albums. NEWS: network, plus alternative sources of interest to target group.  
COMMERCIAL POLICY: 8 minutes of commercial content per hour. Rec'd 10/8/73.

**1. PERSONNEL**

Tres. & Gen'l Mgr.—Bill R. Hydem.  
General Sales Manager—Charles W. Holcer.  
Operations Manager—Matt Bunyan.

**3. FACILITIES**

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 245 ft. above average terrain.

**4. AGENCY COMMISSION**

15%.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 21d, 25a.  
Contracts: 40a, 41, 44a, 45, 51a, 51b.  
Cancellation: 70a, 71a.  
Prod. Services: 82.  
Affiliated with American FM Network.

**TIME RATES**

No. 7 Eff 2/15/74—Rec'd 5/7/74.  
AA—Mon thru Sun 6 pm-2 am.  
A—Mon thru Sun 6 am-8 pm.

**6. SPOT ANNOUNCEMENTS**

PER MO:	10 ti	40 ti	80 ti	100 ti	10 ti	40 ti	80 ti	100 ti
1 min.	12.00	9.40	7.60	7.00	7.35	5.90	5.45	
30 sec.	11.25	8.80	7.60	7.00	7.75	5.90	4.35	

**7. PACKAGE PLANS**

TAP—1/3AA, 1/3A, 1/3BTA  
PER MO: 10 ti 40 ti 80 ti 100 ti  
1 min. 12.00 9.40 7.60 7.00  
30 sec. 10.00 7.60 6.25 6.00

**KTOW**

1961

SAND SPRINGS

Media Code 4 237 8800 9.00  
Proud Country, Inc., Box 637, Tulsa, Okla. 74101.  
Phone 918-245-9577, 9578, 9579.

**1. PERSONNEL**

General Manager—Jerry Venable.  
Sales Manager—David Ingles.

**3. FACILITIES**

500 w.; 1340 kc. Non-directional.  
Operating schedule: 5 am-midnight daily, CST.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.  
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28c, 29a, 33b.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 49, 51c.  
Comb.; Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.

**TIME RATES**

Eff 7/1/70—Rec'd 8/31/70.  
AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm.  
A—7 pm-midnight.  
B—Midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	29	27	25	23	21	19
AA	28	26	24	22	20	18
A	27	25	23	21	19	17
B	26	24	22	20	18	16
30 sec: 80% of 1-min.						

**KVOO**

1925  
TULSA

BLAIR RADIO

Country

Subscriber to the NAB Radio Code  
Media Code 4 237 8870 2.00  
Southwestern Sales Corp., 3701 S. Peoria, Tulsa, Okla. 74105. Phone 918-743-7814.  
Mailing address: Box 1349, Tulsa, Okla. 74101.

**STATION'S PROGRAMMING DESCRIPTION**  
KVOO: MUSIC: country & western, modern & traditional. Contact Representative for further details.  
Rec'd 9/30/71.

**1. PERSONNEL**

President—Harold C. Stuart.  
Vice-Pres. & Gen'l Mgr.—Jack R. Cresse.  
Program Director—Jay Jones.

**2. REPRESENTATIVES**

Blair Radio.

**3. FACILITIES**

50,000 w.; 1170 kc. Directional—night only.  
Operating schedule: 24 hours daily, CST.

**4. AGENCY COMMISSION**

15/0 time only.

(This listing continued on next page)

# OKLAHOMA

## Tulsa—KVOO—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 26,  
27, 28b, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 46, 49, 51a.  
Comb.; Cont. Discounts: 60i, 60j, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 18 Eff 5/1/72—Rec'd 4/13/72.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	48	46	44	43 40
30 sec.....	38	37	35	34 32
1 min.....	CLASS AA			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	45	43	41	39 37
30 sec.....	36	34	33	31 30
1 min.....	CLASS A			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	38	36	34	32 30
30 sec.....	30	29	27	26 24
1 min.....	CLASS B			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	24	23	22	21 20
30 sec.....	20	19	18	17 16

Minutes, newscasts, features & 30 sec spots may combine to earn wky frequency discount. ID's may combine on basis of 2 ID's equalling 1 longer spot.

### DISCOUNT

52 wk—8%

## KWEN (FM)

1960  
TULSA

RAB

NAFMB

A Swanco Station  
Subscriber to the NAB Radio Code  
Media Code 4 237 8935 3.00  
Swanco Broadcasting Co., 1502 S. Boulder Ave.,  
Tulsa, Okla. 74106. Phone 918-583-7538.  
See affiliated AM station for additional information.  
AM facilities: KRMG.

### STATION'S PROGRAMMING DESCRIPTION

KWEN (FM): Programmed for adults.  
MUSIC: familiar popular standards, 85% primarily  
instrumentals, some group vocals, few solo vocalists,  
full orchestrated versions of recent hits. COMMERCIAL  
POLICY: uninterrupted segments with only 4  
pauses an hour. Maximum of 6 announcements per  
hour all other times. Public affairs & public service  
announcements. NEWS: 2 min every hour; 30 sec  
weather at :30. Contact Representative for further  
details. Rec'd 5/3/71.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ed Montray.  
Operation Director—Randy Anson.  
Sales Manager—Bill Davis.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

ERP 100,000 w.; 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 339 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KRMG. See that listing for rates.

### TIME RATES

No. 1 Eff 4/15/72—Rev 4/17/74—Rec'd 4/26/74.  
I & II—Mon thru Sat 6 am-7 pm.  
III—Mon thru Sun 7 pm-midnight; Sun 6 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	I & II				III			
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min 20	18	16	14	17	15	13	11	
30 sec:	80% of 1-min.							

## KXXO

1938  
TULSA

RAB

Media Code 4 237 8967 6.00

Sau Antonio Broadcasting Co., Inc., 2805 E. Skelly  
Dr., Tulsa, Okla. 74105. Phone 918-749-4631.

### STATION'S PROGRAMMING DESCRIPTION

KXXO: Programmed for adults.  
MUSIC: modern MOR. NEWS: 6:30-8:30 am M-F,  
network, AP. Network news at :30. COMMERCIAL  
POLICY: 12 units per hour. Contact Representative  
for further details. Rec'd 6/6/74.

### 1. PERSONNEL

Gen'l & Nat'l Sales Mgr.—Douglas McCall.  
Sales Manager—Carl E. Lund.  
Program Director—Johnny O'Neal.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

5,900 w. days, 1,000 w. nights; 1300 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2b, 3c, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24c,  
25b, 29a.

Contracts: 40a, 41, 44a, 44b, 45, 46, 47e, 48, 49,  
51b.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h,  
61b, 62a, 62d.

Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: KMOD.

Affiliated with CBS.

Affiliated with American Information Network.

Affiliated with ATA Radio Network.

Affiliated with CBS.

### TIME RATES

Eff 5/1/70—Rec'd 4/27/70.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7-9 pm; Sat &  
Sun 6 am-7 pm.  
A—Mon thru Fri 5-6 am & 9-11 pm; Sat & Sun 7-  
11 pm.  
B—Daily—11 pm-5 am.

### 6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	
	AAA	28.00	26.00	24.00	22.00	20.00
AA	22.00	21.00	20.00	19.00	18.00	
A	16.00	15.00	14.00	13.00	12.00	
B	10.00	9.00	8.00	7.00	6.00	
20/30 SEC:	AAA	22.00	21.00	19.00	18.00	17.00
	AA	18.00	17.00	16.00	15.00	14.00
A	13.00	12.00	11.00	10.00	9.00	
B	8.00	7.00	6.00	5.00	4.00	
10 SEC:	AAA	14.00	13.00	12.00	11.00	10.00
	AA	11.00	10.50	10.00	9.50	9.00
A	8.00	7.50	7.00	6.50	6.00	
B	5.00	4.50	4.00	3.50	3.00	

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN		1 min	20/30
Plan I (6AAA, 3AA, 3A).....		220	176
Plan II (9AAA, 5AA, 4A).....		310	248
Plan III (12AAA, 7AA, 5A).....		385	308

CONSECUTIVE WEEK DISCOUNT  
52 wk—8%.

## VINITA

Craig County—Map Location G-2  
See SRDS consumer market map and data at begin-  
ning of the State.

KVIN

1954

NAB

Media Code 4 237 9000 5.00  
PBL Broadcasting Co., Communications Center,  
Vinita, Okla. 74301. Phone 918-256-7224.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Wayne L. Boyd.

### 2. REPRESENTATIVES

Gert Bunchez and Associates.  
Mario Messina Company.

### 3. FACILITIES

500 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Oklahoma News Network, Inc., Magic Circle  
Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 11/1/73—Rec'd 11/23/73.

### 6. SPOT ANNOUNCEMENTS

1x	26x	52x	104x	156x	312+
1 min.....	4.75	4.50	4.25	4.00	3.85 3.25
30 sec.....	3.65	3.50	3.25	3.00	2.85 2.50

## WAGONER

Wagoner County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State

KJEM

1968

RAB

Media Code 4 237 9130 0.00

NEO Broadcasting Co., Box 219, 116 N. Main St.,  
Wagoner, Okla. 74467. Phone 918-485-2186.

### STATION'S PROGRAMMING DESCRIPTION

KJEM: MUSIC: Country & Western.

Press & Gen'l Mgr.—Bob Ingram.

**2. REPRESENTATIVES**  
Mario Messina Company.

### 3. FACILITIES

250 w.; 1530 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Oklahoma News Network, Inc., Agriculture  
News Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 5/1/73—Rec'd 3/14/73.  
A—6-9 am, noon-1:30 pm & 4-6:30 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

1x	CLASS A			
	52x	104x	156x	260x 312x
1 min.....	5.00	4.75	4.50	4.25 4.00 3.75
30 sec.....	3.85	3.65	3.45	3.25 3.05 2.90
1 min.....	CLASS B			
	52x	104x	156x	260x 312x
1 min.....	4.25	4.05	3.85	3.60 3.40 3.20
30 sec.....	3.30	3.10	2.95	2.75 2.60 2.45

## WEATHERFORD

Custer County—Map Location D-3  
See SRDS consumer market map and data at begin-  
ning of the State.

KWEY

1970

NAB

Subscriber to the NAB Radio Code

Media Code 4 237 9200 1.00  
KWEY, Inc., Box 587, State Hwy. 54, Weatherford,  
Okla. 73096. Phone 405-772-5939, 6440.

### STATION'S PROGRAMMING DESCRIPTION

KWEY: MUSIC: Modern C/W, big band, top 40.

### 1. PERSONNEL

General Manager—Richard D. Johnson.

**2. REPRESENTATIVES**  
Mario Messina Company.

### 3. FACILITIES

1,000 w.; 1590 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Oklahoma News Network, Inc., Agriculture  
News Network.

### TIME RATES

Eff 6/1/70—Rec'd 7/6/70.  
**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	156x	260x	312x
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80 3.60
20/30	3.75	3.60	3.45	3.30	3.15	3.00	2.85 2.70

## WEWOKA

Seminole County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

KWSH

Media Code 4 237 9260 5.00  
Tri-Cities Broadcasting Co., Inc., Box 1260, Wewoka,  
Okla. 74884. Phone 405-257-5441.

### 1. PERSONNEL

General Manager—Wayne Robison.

**2. REPRESENTATIVES**  
Southwest—Clyde Melville Company.

### 3. FACILITIES

1,000 w.; 1260 kc.  
Non-directional—daytime; Directional—nights.  
Operating schedule: 6 am-11 pm CST.

### 4. AGENCY COMMISSION

15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Oklahoma News Network, Inc., Agriculture  
News Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 3/1/73—Rec'd 5/23/73.  
**6. SPOT ANNOUNCEMENTS**

1x	80x	160x	240x	320x	400x	800x
1 min/less.	5.00	4.75	4.50	4.25	4.00	3.75 3.50

## WOODWARD

Woodward County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

KSIW

1847

NAB

Subscriber to the NAB Radio Code  
Media Code 4 237 9390 0.00  
Woodward Broadcasting Co., Box 128, Cedar & 22nd  
Sts., Woodward, Okla. 73801. Phone 405-256-7455.

### 1. PERSONNEL

Manager—Edward A. Ryan.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-10:15 pm, CST.

### 4. AGENCY COMMISSION

15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Eff 1/30/69—Rec'd 2/3/69.  
**6. SPOT ANNOUNCEMENTS**

1x	1 min	30 sec	10 sec
13 x.....	5.25	3.50	2.50
15 x.....	5.00	3.35	2.40
26 x.....	4.75	3.20	2.30
52 x.....	4.50	3.00	2.20
104 x.....	4.25	2.80	2.10
156 x.....	4.00	2.65	2.00
208 x.....	3.75	2.50	1.90
260 x.....	3.50	2.30	1.80
312 x.....	3.25	2.15	1.70
624 x.....	3.00	2.00	1.60
1000 x.....	2.75	1.75	1.50



## Negro Population Data

(January 1, 1974)

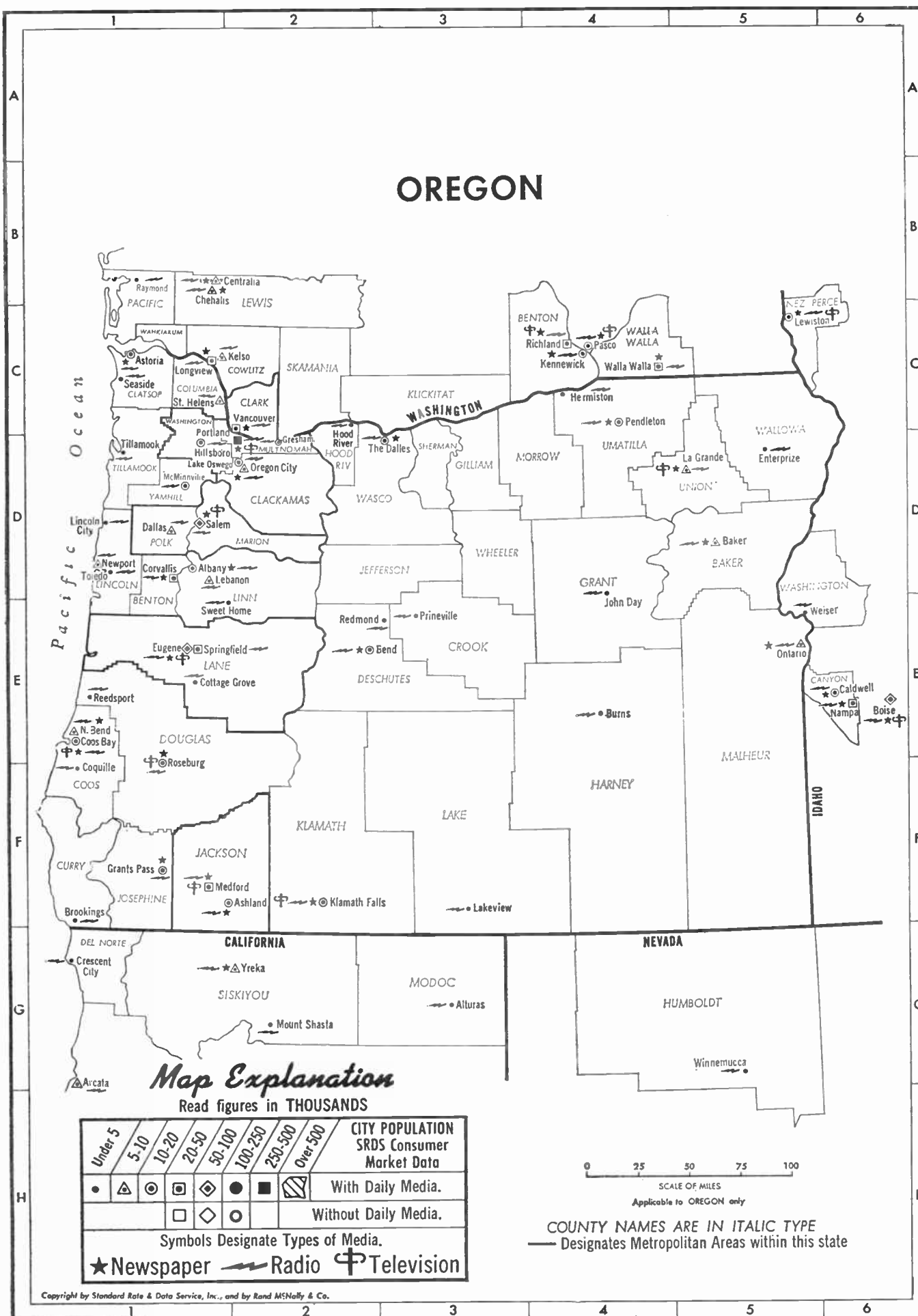
STATE TOTAL	30,375	Medford	48
METRO AREAS		Portland	26,627
Eugene		Salem	868
Springfield	915	Total Metros	28,458

## Spanish Population Data

EDITOR'S NOTE: The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependant upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	34,577
METRO AREAS	
Portland	13,907



# All market data

in state tables

in metro ranking tables

reflects 1-1-74

figures

R-N/1/8

OREGON

State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—Per Household		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
	1/1/74 (000)	1/1/74 (000)	% Distribution of Families to to to to to and over 3000 5000 8000 10000 15000					(\$000)	Per Household (\$)	By Selected Store Types											
			4999	7999	9999	14999	15000			Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)	Service Station (\$000)		
<b>OREGON STATE TOTALS</b>	2,190.7	765.19	9,106,965	11,902	7.4	14.2	12.2	28.2	30.9	5,922,748	7,740	1,102,651	167,438	782,582	172,219	205,561	1,336,381	336,816	1,361.16	124.1	874,788
BAKER D-5†	14.1	5.09	51,081	10,036	10.3	17.9	12.9	24.8	21.6	48,065	9,443	9,645	1,121	3,093	1,224	974	11,881	3,262	10.70	2.2	18,290
BENTON E-1†	58.2	18.20	236,390	12,988	8.6	14.5	11.1	25.1	34.2	112,683	6,191	22,220	4,593	12,420	5,229	3,461	21,765	8,366	28.10	3.0	14,481
Corvallis	39.3	12.09	151,598	12,539						104,083	8,609	18,522	4,481	11,736	5,229	3,461	19,983	5,691			
CLACKAMAS D-2	182.1	59.96	812,173	13,545	5.6	10.5	10.9	29.8	37.8	343,175	5,723	72,241	8,656	15,793	4,611	6,977	92,938	18,162	111.51	12.9	54,032
CLATSOP C-1	28.9	10.97	117,848	10,743	8.4	14.2	12.3	28.7	28.3	81,698	7,447	20,618	2,207	2,036	5,490	3,150	14,406	5,345	17.41	1.4	2,324
COLUMBIA C-1	30.8	10.33	117,588	11,383	7.6	13.0	13.1	30.2	28.1	50,658	4,904	15,852	1,308	2,703	698	1,363	8,701	4,040	19.63	3.9	6,714
COOS F-1†	57.2	19.63	220,779	11,247	7.6	15.4	14.3	30.4	25.3	142,900	7,280	31,618	7,541	11,452	3,621	4,328	33,803	9,505	36.10	2.8	12,930
CROOK E-3	10.0	3.57	37,484	10,500	7.7	15.5	15.3	28.6	24.2	19,781	5,541	4,242	1,241	1,098	466	251	4,269	1,045	7.34	.9	15,174
CURRY F-1	12.5	4.46	52,330	11,733	8.5	14.4	12.8	28.0	26.2	28,295	6,344	7,168	680	663	563	775	6,600	2,485	9.43	1.0	4,333
DESCHUTES E-2	32.7	11.47	131,913	11,501	7.4	14.0	11.8	27.3	29.9	93,084	8,115	17,202	3,333	3,341	3,657	2,310	24,665	6,464	24.81	2.2	9,992
DOUGLAS E-1	74.9	24.91	274,061	11,002	7.0	16.6	13.7	27.4	25.9	154,787	6,214	33,178	6,995	13,255	3,174	4,512	39,818	13,802	50.51	6.1	14,256
GILLIAM D-3†	2.2	.73	6,559	8,985	6.6	21.4	19.1	24.7	20.4	8,848	12,121	1,374	215	325	133	143	757	992	1.54	.6	10,588
GRANT D-4	6.7	2.37	23,345	9,850	13.9	19.0	14.7	25.8	19.9	17,122	7,224	3,790	638	1,037	582	142	5,306	788	5.09	.9	11,884
HARNEY F-4†	7.6	2.57	27,484	10,694	8.3	15.9	15.6	29.7	24.8	22,071	8,588	5,110	246	1,188	538	166	5,744	2,091	4.97	1.3	14,426
HOOD RIVER D-2	13.2	4.71	51,868	11,012	10.7	17.1	11.5	24.4	27.8	38,400	8,153	9,312	965	1,473	987	884	9,440	2,882	9.69	1.8	24,739
JACKSON F-1	100.8	35.42	388,749	10,975	9.0	15.7	12.9	27.3	26.9	294,972	8,328	47,942	10,540	24,455	7,598	8,520	54,024	15,204	69.11	4.7	30,531
Medford	32.2	12.40	134,183	10,821						192,918	15,558	34,141	8,471	23,194	6,879	6,549	45,814	8,956			
Medford Metro Area	100.8	35.42	388,749	10,975	9.0	15.7	12.9	27.3	26.9	294,972	8,328	47,942	10,540	24,455	7,598	8,520	54,024	15,204	69.11		
JEFFERSON D-3	9.2	2.92	32,144	11,008	7.1	17.3	12.4	26.0	28.1	28,864	9,885	5,695	1,279	966	427	288	8,236	2,031	6.13	1.6	30,390
JOSEPHINE F-1	37.6	13.73	129,062	9,400	11.4	19.5	13.7	23.0	20.5	95,256	6,938	22,975	1,719	7,531	1,276	4,427	25,576	7,448	28.63	1.6	6,188
KLAMATH F-2†	50.8	17.53	197,159	11,247	8.1	17.2	13.6	26.7	27.1	142,418	8,124	25,892	7,592	12,519	3,360	3,780	30,721	9,241	34.74	2.7	42,323
LAKE F-3	6.1	2.10	21,158	10,075	8.7	15.2	11.2	28.6	26.0	22,172	10,558	3,460	746	871	385	309	4,833	1,375	4.91	1.1	14,527
LANE E-1	228.7	77.40	923,611	11,933	6.8	14.6	12.9	28.7	30.3	556,074	7,184	107,219	20,455	73,881	15,335	21,781	141,963	33,822	140.11	8.3	36,704
Eugene	82.9	29.56	356,386	12,056						386,144	13,063	50,489	13,177	59,497	12,392	17,147	104,857	18,216			
Eugene-Springfield Metro Area	228.7	77.40	923,611	11,933	6.8	14.6	12.9	28.7	30.3	556,074	7,184	107,219	20,455	73,881	15,335	21,781	141,963	33,822	140.11		
Springfield	28.1	7.79	107,231	10,953						78,780	8,047	18,197	2,839	11,061	925	2,391	11,112	4,869			
LINCOLN D-1	26.4	10.17	97,224	9,560	13.3	18.2	14.1	23.6	20.7	67,386	6,626	16,811	1,636	3,565	1,150	1,348	13,524	5,147	17.31	1.0	3,075
LINN D-2	75.9	25.31	269,542	10,650	8.6	15.1	15.1	30.2	22.8	173,247	6,845	32,141	7,074	12,906	2,459	4,691	41,205	14,440	47.74	7.4	54,540
MALHEUR E-5	23.3	7.42	75,267	10,144	11.7	18.8	12.6	23.6	22.5	70,799	9,542	13,918	1,047	3,095	2,912	2,021	16,760	2,678	16.72	6.9	68,198
MARION D-2	163.6	54.87	600,235	10,939	8.9	15.3	12.7	27.5	27.3	447,724	8,160	85,478	18,722	63,185	9,761	19,489	100,983	22,661	95.89	10.9	74,942
Salem†	76.8	27.44	299,030	10,898						326,490	11,898	51,252	15,622	59,508	8,847	16,799	79,539	15,097			
Salem Metro Area	203.6	68.30	743,254	10,882	8.8	15.8	13.1	27.0	26.8	500,923	7,334	98,566	20,396	65,080	10,450	20,788	110,596	26,704	117.23		
MORROW D-4	4.2	1.48	19,129	12,925	4.3	18.6	11.5	22.2	33.2	11,251	7,602	1,758	383	433	119	408	2,148	1,122	3.32	1.4	14,854
MULTNOMAH D-2†	560.5	212.61	2,622,600	12,335	6.9	12.0	11.4	28.9	34.6	2,053,012	9,656	321,254	32,951	451,312	75,285	83,877	388,019	90,101	329.01	2.0	20,527
Portland	380.9	153.02	1,806,985	11,809						1,608,910	10,514	116,132	13,963	192,400	33,657	35,126	306,293	33,331			
Portland Metro Area	1,058.6	377.86	4,835,802	12,798	6.1	11.6	11.1	29.6	35.9	2,971,114	7,863	517,358	54,617	524,719	96,016	114,697	639,906	143,358	622.16		
POLK D-1	40.0	13.43	143,019	10,649	8.9	16.8	14.3	25.3	25.2	53,199	3,961	13,088	1,674	1,895	689	1,299	9,613	4,043	21.34	4.2	25,590
SHERMAN D-3	2.0	.75	6,750	9,000	15.5	14.9	12.5	28.6	20.2	4,053	5,404	621	194		60	66	486	1.67			4,765
TILLAMOOK D-1†	17.7	6.41	67,960	10,602	9.0	19.4	13.0	23.7	25.6	38,493	6,005	8,944	1,267	1,315	1,620	1,134	8,028	2,680	11.51	2.4	14,036
UMATILLA D-4†	45.2	15.53	163,197	10,508	8.2	17.4	14.0	27.6	24.4	139,950	9,012	23,510	5,650	5,362	3,179	4,941	40,469	10,117	31.16	4.6	96,183
UNION D-5	19.9	6.98	77,394	11,088	7.0	16.0	13.6	27.5	28.7	50,310	7,208	10,236	2,479	3,372	1,702	2,389	10,864	4,138	13.52	1.7	20,092
WALLOWA C-5	6.0	2.16	21,065	9,752	9.1	21.8	11.7	22.5	23.5	14,073	6,515	3,472	463	1,360	196	312	2,447	1,863	4.49	1.9	14,175
WASCO D-3	19.9	6.77	74,950	11,071	7.1	14.6	14.6	30.7	26.2	72,546	10,716	13,750	3,950	3,291	2,147	3,071	24,477	4,739	13.92	1.8	19,692
WASHINGTON C-1	177.8	58.58	853,728	14,574	4.6	9.6	9.7	30.5	41.6	343,903	5,871	75,897	4,661	35,426	9,816	9,971	107,185	18,512	105.08	9.6	37,470
Beaverton	22.2	7.77	100,952	12,993																	
WHEELER D-3	1.5	.56	5,741	10,252	3.0	25.2	17.8	24.3	20.1	2,375	4,241	307	189	713	58	65	666	375	1.30	.4	3,673
YAMHILL D-1	42.5	14.09	156,378	11,099	9.3	15.6	12.8	26.8	26.9	79,104	5,614	14,713	3,028	5,252	1,713	1,938	24,547	5,364	26.72	6.7	28,150

(†) Includes portion in Polk County.

(†) Includes portion in Clackamas County.

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.



# OREGON

See SRDS consumer market map and data at beginning of the State

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## ALBANY (2 AM)

Plus 1 paid cross reference.  
Linn County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

### KGAL

LEBANON

City of license, Lebanon, Ore.  
Albany Studio: 546 Spring Hill Rd., Albany, Ore.  
97321. Phone 503-926-8633.  
See listing under Lebanon, Ore.

### KRKT

1959

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 0220 6.00  
Robert A. Esty d/b/a Linn Benton Broadcasters, Inc.,  
2840 Marion, Albany, Ore. 97321. Phone 503-926-8628.

**STATION'S PROGRAMMING DESCRIPTION**  
KRKT: modern C & W format.

- PERSONNEL  
General Manager—Robert A. Esty.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w. days; 990 kc.  
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION  
15/0 net time and talent; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

ET 5/1/73—Rec'd 6/11/73.

6. SPOT ANNOUNCEMENTS		AA		A	
PER WK:	PER MO:	1 min	30 sec	1 min	30 sec
5 ti	50 x	6.65	4.90	5.30	3.90
10 ti	100 x	6.20	4.60	4.95	3.65
20 ti	200 x	5.75	4.40	4.60	3.55
30 ti	300 x	5.30	4.30	4.25	3.40
50 ti	500 x	5.00	4.10	4.00	3.30
208 ti	750 x	4.95	4.05	3.95	3.25
1000 x	1500 x	4.90	3.95	3.90	3.10
1500 x	1500 x	4.40	3.55	3.55	2.85

10/15 sec: 50% of 1-min.

### KWIL

1941

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 0330 3.00  
Albany Radio Corporation, Box 278, Albany, Ore.  
97321. Phone 503-926-2233.

- PERSONNEL  
Pres. & Gen'l Mgr.—Larry Gordon.
- REPRESENTATIVES  
New York, Chicago—The Devney Organization, Inc.  
San Francisco, Los Angeles—The Sandberg-Glenn Company.
- FACILITIES  
1,000 w.; 790 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Tobacco advertising not acceptable.

NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 3/29/74.

6. SPOT ANNOUNCEMENTS		AA		A	
PER WK:	PER MO:	1 min	30 sec	1 min	30 sec
5 ti	50 x	6.65	4.90	5.30	3.90
10 ti	100 x	6.20	4.60	4.95	3.65
20 ti	200 x	5.75	4.40	4.60	3.55
30 ti	300 x	5.30	4.30	4.25	3.40
50 ti	500 x	5.00	4.10	4.00	3.30
208 ti	750 x	4.95	4.05	3.95	3.25
1000 x	1500 x	4.90	3.95	3.90	3.10
1500 x	1500 x	4.40	3.55	3.55	2.85

10/15 sec: 50% of 1-min.

## ASHLAND (2 AM)

Jackson County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### KCMX

1946

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 0385 7.00  
C & W Broadcasters, Inc., Box 399, Ashland, Ore.  
97520. Phone 503-482-2211.

- STATION'S PROGRAMMING DESCRIPTION**  
KCMX: Modern country & 13 min com. policy.
- PERSONNEL  
General Manager—Michael M. Lochrie.
  - REPRESENTATIVES  
J. A. Lucas & Co., Inc./JALCO.  
Seattle, Portland—The Tacher Company.

- FACILITIES  
1,000 w.; 580 kc. Directional.  
Operating schedule: 24 hours daily. PST.
  - AGENCY COMMISSION  
15/0 Class AA only.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.
- TIME RATES**  
ET 2/1/73—Rec'd 2/26/73.
- | 7. PACKAGE PLANS |         | TAP       |       |       |       |       |       |
|------------------|---------|-----------|-------|-------|-------|-------|-------|
| PER WK:          | PER YR: | 5 ti      | 12 ti | 15 ti | 24 ti | 30 ti | 40 ti |
| 5 ti             | 52x     | 104x      | 156x  | 260x  | 312x  | 520x  |       |
| 1 min            | 7.25    | 6.90      | 6.65  | 6.35  | 6.10  | 5.75  |       |
| 30 sec           | 5.80    | 5.50      | 5.15  | 4.80  | 4.50  | 4.15  |       |
| 10 sec           | 60%     | of 1-min. |       |       |       |       |       |
- (CR)

### KDOV

1960

RAB

Media Code 4 238 0440 0.00  
Edith Tabernacle, Inc., Box 1, Ashland, Ore. 97520.  
Phone 503-482-3411.

- PERSONNEL  
Pres. Gen'l & Prom. Mgr.—Leo C. Wine.
- REPRESENTATIVES  
Harlin G. Oakes, Inc.
- FACILITIES  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: sign-on-local sunset. PST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Tobacco advertising not accepted.

**TIME RATES**  
ET 12/8/69.

6. SPOT ANNOUNCEMENTS		1x		13x		26x		52x		156x		260x		312x	
1 min	30 sec	2.85	2.70	2.55	2.25	2.10	1.95								
<b>7. PACKAGE PLANS</b>															
1 DAY:		6 ti	12 ti	18 ti											
1 min	30 sec	16.20	30.60	43.20											
30 sec		9.10	15.30	21.60											
PER WK:		1 wk		4 wk		3 mo									
DAY:		1 min	30 sec	1 min	30 sec	1 min	30 sec								
1 ti		16.20	8.10	54.00	27.00	162.00	81.00								
2 ti		30.60	15.30	109.80	54.40	302.40	151.20								
3 ti		43.20	21.60	140.40	70.20	421.20	210.60								
4 ti		54.00	27.00	172.80	86.40	518.40	259.20								
5 ti		58.50	29.25	180.00	90.00	540.00	270.00								

## ASTORIA (2 AM)

Clatsop County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KAST

1925

Subscriber to the NAB Radio Code  
Media Code 4 238 0660 3.00  
Astoria Broadcasting Co., 1005 W. Marine Dr., Astoria, Ore. 97103. Phone 325-2911.

- PERSONNEL  
General Manager—Robert Chopping.
- REPRESENTATIVES  
The Devney Organization, Inc.  
The Sandberg-Glenn Company.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w.; 1370 kc. Directional—nighttime only.  
Operating schedule: 6 am-midnight daily. PST.
- AGENCY COMMISSION  
15/0 time only; rendered monthly.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
ET 5/1/73—Rec'd 10/5/73.

7. PACKAGE PLANS		AA		A	
PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
5 ti	50 x	4.40	3.50	4.00	3.20
10 ti	100 x	4.20	3.35	3.80	3.05
15 ti	150 x	4.00	3.20	3.60	2.90
20 ti	200 x	3.80	3.05	3.40	2.70
25 ti	250 x	3.60	2.90	3.20	2.55
30 ti	300 x	3.40	2.70	3.00	2.40
35 ti	370 x	3.20	2.55	2.80	2.25
40 ti	400 x	3.00	2.40	2.60	2.00
50 ti	500 x	2.80	2.25	2.40	1.90
1000 x	1000 x	2.60	2.00	2.20	1.70

10/15 sec: 60% of 1-min.

### KVAS

1950

Subscriber to the NAB Radio Code  
Media Code 4 238 0770 0.00  
Lower Columbia Broadcasting Co., Radio Central, Astoria, Ore. 97103. Phone 503-325-6221.

- PERSONNEL  
General Manager—Charles A. Farmer.
- REPRESENTATIVES  
New York-Chicago—Vic Plano Associates, Inc.  
California—Tracy Moore and Associates.  
Northwest—Simpson/Reilly & Associates Co.
- FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. PST.
- AGENCY COMMISSION  
15/0: 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Sold in combination with KTDO, Toledo. See that listing for discounts.

**TIME RATES**  
ET 3/1/74—Rec'd 3/28/74.

6. SPOT ANNOUNCEMENTS		CLASS AA		A			
WK:	YR:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	4.00	4.40	4.20	4.00	3.75	3.50	3.25
30 sec	3.60	3.40	3.20	3.00	2.80	2.60	2.40

ROS

6. SPOT ANNOUNCEMENTS		RDS	
1 min	30 sec	1 min	30 sec
4.00	3.80	3.60	3.40
3.20	3.00	2.85	2.75
2.60	2.40	2.40	2.20

## BAKER

Baker County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KBKR

1939

Subscriber to the NAB Radio Code  
Media Code 4 238 0880 7.00  
Oregon Trail Broadcasting Co., Inc. 2080 Auburn Ave., Bend, Ore. 97814. Phone 503-523-4431.

- PERSONNEL  
General Manager—Kenneth B. Lockwood.
- REPRESENTATIVES  
The Devney Organization, Inc.  
The Sandberg-Glenn Company.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: PST.
- AGENCY COMMISSION  
15/0 net time; 20th of following month.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

**TIME RATES**  
ET 10/1/70—Rec'd 10/1/70.

6. SPOT ANNOUNCEMENTS		1 min		30 sec	
*PER WK:	*PER YR:	4.25	3.50		
10 ti	100 x	4.00	3.25		
15 ti	150 x	3.80	3.00		
20 ti	200 x	3.60	2.80		
25 ti	250 x	3.40	2.65		
30 ti	300 x	3.25	2.60		
40 ti	400 x	3.10	2.35		
50 ti	500 x	3.00	2.25		
	1000 x	2.70	2.10		

(\*) Guaranteed position.  
(†) ROS.

## BEND (2 AM; 1 FM)

Deschutes County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

### KBND

1936

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 0990 4.00  
KBND, Inc., Box 1071, 5000 Studio Rd., Bend, Ore. 97701. Phone 503-382-5263.

- PERSONNEL  
General Manager—John Stenkamp.
- REPRESENTATIVES  
Meeker Radio, Inc.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w. days, 1,000 w. nights; 1110 kc.  
Directional—night only.  
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION  
15/0 net time; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 1/1/71—Rec'd 1/27/71.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		10 sec	
*PER WK:	*PER YR:	7.70	5.80	3.85			
5 ti	50 x	7.15	5.40	3.60			
10 ti	100 x	6.90	5.20	3.50			
15 ti	150 x	6.60	4.95	3.30			
20 ti	200 x	6.30	4.75	3.20			
25 ti	250 x	6.00	4.50	3.00			
30 ti	300 x	5.75	4.35	2.90			
40 ti	400 x	5.10	3.85	2.55			
50 ti	500 x	4.65	3.50	2.30			
	1000 x	4.40	3.30	2.20			

(\*) ROS.  
(†) Guaranteed position.

### KGRL

1959

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 1100 9.00  
Juniper Broadcasting, Inc., Box 590, Bend, Ore. 97701. Phone 503-382-5611.

- STATION'S PROGRAMMING DESCRIPTION**  
KGRL: Programmed primarily for young adults and adults.
- PERSONNEL  
General Manager—Gary L. Capps.
  - REPRESENTATIVES  
Jack Masla & Co., Inc.  
Seattle, Portland—The Tacher Company.  
Denver, Salt Lake City—Bob Hix Co., Inc.
  - FACILITIES  
1,000 w. days; 940 kc. Non-directional.  
Operating schedule: 8 am-local sunset. PST.
  - AGENCY COMMISSION  
15%: Bills payable 10th of month.
  - GENERAL ADVERTISING See coded regulations  
Member: Western States Radio Empire.

**TIME RATES**  
ET 2/1/74.

7. PACKAGE PLANS		Fixed		RDS	
PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
10 ti	52 x	7.00	5.30	5.30	4.00
20 ti	156 x	6.50	5.00	5.00	3.80
30 ti	312 x	5.90	4.70	4.70	3.80
40 ti	520 x	5.60	4.40	4.50	3.40
50 ti	780 x	5.30	4.10	4.20	3.30

### KICE

1973

Media Code 4 238 1155 3.00  
Paulina Broadcasting Corp., Box 751, 264 Irving St., N. W., Bend, Ore. 97701. Phone 503-389-4587.

**STATION'S PROGRAMMING DESCRIPTION**  
KICE: MUSIC: 80% old favorites, 20% contemporary hits.

# OREGON

- PERSONNEL  
General Manager—Tim O'Connor
- FACILITIES  
ETP 50,000 w. (horiz.), 50,000 w. (vert.); 100.7 mc. Stereo  
Operating schedule: 6 am-midnight PST.  
Antenna ht.: 600 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commissions to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 6/74—Rec'd 5/7/74.

6. SPOT ANNOUNCEMENTS		ROS					
PER MO. EA:		10 ti	15 ti	21 ti	25 ti	35 ti	50 ti
1 min		4.25	4.00				

# OREGON

## Coos Bay-North Bend—Continued

### KBBR

1951

#### NORTH BEND

Subscriber to the NAB Radio Code  
Media Code 4 238 1430 0.00  
Big Bay Radio, Inc., Box 308, 1956 Meade Ave.,  
North Bend, Ore. 97459. Phone 503-756-5108.

**STATION'S PROGRAMMING DESCRIPTION**  
KBBR: Programmed with modern country music.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Bill Karl.  
2. REPRESENTATIVES  
Jack Masia & Co., Inc.  
Portland, Seattle—Simpson/Reilly & Associates Co.  
Denver, Salt Lake—Bob Hix Co., Inc.

#### 3. FACILITIES

1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 5:00 am-10:00 pm weekdays;  
6:00 am-10:00 pm Sun. PST.

#### 4. AGENCY COMMISSION

15% on time only; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Western States Radio Empire.

#### TIME RATES

Rates effective March 1, 1966.  
Rates received January 31, 1966.

#### 7. PACKAGE PLANS

	1 min	30 sec
6 per wk or 52 tl. ea.	5.00	4.00
12 per wk or 104 tl. ea.	4.75	3.80
18 per wk or 156 tl. ea.	4.50	3.60
24 per wk or 210 tl. ea.	4.25	3.40
30 per wk or 262 tl. ea.	4.00	3.20

### KOOS

1928

#### COOS BAY

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 1540 0.00  
Kerry Radio, Inc., Box 180, 505 Fitzpatrick Bldg.,  
Coos Bay, Ore. 97420. Phone 503-267-2121.

#### 1. PERSONNEL

Pres. & Mgr.—James F. Johnson.  
2. REPRESENTATIVES  
Grant Webb & Company.  
Portland, Seattle—The Tacher Company.

#### 3. FACILITIES

1000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-11 pm. PST.

#### 4. AGENCY COMMISSION

15% on time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

#### TIME RATES

ET 6/1/70—Rec'd 7/2/70.

#### 7. PACKAGE PLANS

PER WK:	TAP PLAN				
	10 tl	20 tl	30 tl	40 tl	50 tl
PER YR:	1x	52x	156x	312x	520x
1 min.	5.25	4.75	4.50	4.25	4.00
30 sec.	4.50	4.00	3.75	3.50	3.25
10 sec:	60% of 1-min.				

### KYNG

1956

#### COOS BAY

NAB

RAB

Media Code 4 238 1650 3.00  
KYNG Radio, Inc., Box 657, Coos Bay, Ore. 97420.  
Phone 503-267-7055.

#### 1. PERSONNEL

General Manager—P. F. Waters.  
2. REPRESENTATIVES  
The Sandberg-Glenn Company.  
Portland—The Tacher Company.

#### 3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

#### 4. AGENCY COMMISSION

15/0 time only; 10 days.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

No. 1 ET 12/21/55—Rec'd 6/4/73.

#### 6. SPOT ANNOUNCEMENTS

1 min.	6.30	5.85	5.55	5.15	4.80	4.40
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## COQUILLE

Coos County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

### KWRO

1948

#### COQUILLE

NAB

RAB

Media Code 4 238 1760 0.00  
KWRO, Inc., Box 250, Oerding Hts., Coquille, Ore.  
97428. Phone 503-396-2141.

#### STATION'S PROGRAMMING DESCRIPTION

KWRO: Programmed for general interest.

#### 1. PERSONNEL

General Manager—Karen E. Moore.  
2. REPRESENTATIVES  
Savalli/Gates, Inc.  
Portland-Seattle—Art Moore & Assoc., Inc.  
San Francisco, Los Angeles—Advertising Sales West.

#### 3. FACILITIES

5,000 w. days; 630 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays;  
7:30 am-local sunset Sun. PST.

#### 4. AGENCY COMMISSION

15% to recognized advertising agencies.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 4/1/72—Rec'd 4/3/72.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec
1-5 tl.	5.00	5.00
10 tl.	100 x	5.75
15 tl.	150 x	5.50
20 tl.	200 x	5.25
25 tl.	250 x	5.00
30 tl.	300 x	4.75
40 tl.	400 x	4.50
50 tl.	500 x	4.25
60 tl.	600 x	4.00
1000 x	3.75	3.20

PER YR, EA: 1500x 2000x 2500+

1 min.	3.50	3.00	2.50
30 sec.	3.00	2.50	2.00

10/15 sec: 50% of 1-min.  
(\*) BTA.  
(†) Guaranteed position.

## CORVALLIS (2 AM; 1 FM)

Benton County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

### KFLY

1954

NAB

Media Code 4 238 1870 7.00  
Radio Corvallis, Inc., Box K, 351-1/2 Madison, Corvallis, Ore. 97330. Phone 503-753-6633.

#### 1. PERSONNEL

General Manager—Ted Jackson.  
Sales Manager—Gil Robbins.  
Traffic Manager—Jackie Tandy.

#### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.  
Washington, Oregon—Simpson/Reilly & Associates Co.

#### 3. FACILITIES

1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

#### 4. AGENCY COMMISSION

15% on time only; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 21a, 23a, 23b, 24c, 25a, 26, 27,  
28a, 28c, 29a, 29b, 33b.  
Contracts: 40a, 41, 44a, 44b, 46, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60h, 60i.  
Cancellation: 70a, 70c, 71b, 72, 73a, 73b.  
Prod. Services: 80, 82.

Affiliated with American Contemporary Network.

#### TIME RATES

AM/FM COMBINATION NATIONAL AND LOCAL RATES SAME

ET 5/2/74.

#### 6. SPOT ANNOUNCEMENTS

MO:	1 tl	10 tl	20 tl	30 tl	60 tl	100 tl	150 tl
YR:	80x	160x	250x	375x	450x	500x	500x
1 min	4.50	4.20	3.60	3.20	2.80	2.50	2.35
30 sec	3.60	3.20	2.90	2.55	2.25	2.00	1.90

#### 7. PACKAGE PLANS

PER WK:	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	18.00	32.50	59.00	80.00	120.00
30 sec.	14.40	26.00	47.20	64.00	96.00

Must run 7 consecutive days.  
35% must be used on FM.

#### WEEKEND—SAT, SUN & MON

30 tl, 10 per day.	2.20	1.90	2.05
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#### AM ONLY

MO:	1 tl	10 tl	20 tl	30 tl	60 tl	100 tl	150 tl
YR:	60x	120x	180x	300x	400x	500x	500x
1 min	5.05	4.55	4.00	3.70	3.30	3.10	2.95
30 sec	3.90	3.60	3.20	2.85	2.45	2.35	2.35
20 sec	3.10	2.90	2.55	2.35	2.10	1.95	1.90

#### 7. PACKAGE PLANS

PER WK:	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	18.50	33.00	62.00	88.50	135.00
30 sec.	14.15	26.50	49.00	70.50	107.50
20 sec.	11.75	21.00	39.00	57.00	85.00

Must run 7 consecutive days.  
PER YR: 1 min 30 sec 600+ 2.70 2.15  
Specified time, extra 15%.

### KFLY-FM

1966

NAB

Media Code 4 238 1871 5.00  
Radio Corvallis, Inc., Box K, 351-1/2 Madison, Corvallis, Ore. 97330. Phone 503-753-6633.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 28,000 w.; 101.5 mc.  
Operating schedule: 12 hours daily.  
Antenna ht.: 100 ft. above average terrain.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American Entertainment Network  
Sold in combination with KFLY. See that listing for rates.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/2/74.

#### 6. SPOT ANNOUNCEMENTS

PER MO:	1 tl	10 tl	20 tl	30 tl	60 tl
PER YR:	100x	200x	300x	450x	450x
1 min.	4.25	3.75	3.20	2.80	2.40
30 sec.	3.40	3.00	2.55	2.25	2.05

#### 7. PACKAGE PLANS

PER WK:	5 tl	10 tl	20 tl	30 tl	50 tl
1 min.	17.50	32.00	56.00	72.00	110.00
30 sec.	13.15	25.60	44.80	57.60	88.00

Must run 7 consecutive days.  
PER YR: 1 min 30 sec 600+ 2.30 1.90

#### 8. PROGRAM TIME RATES

5 min.	9.00	7.50	6.00	5.00	4.00
1/4 hr.	20.00	15.00	12.00	10.00	8.00
1/2 hr.	35.00	25.00	.....	.....	.....
1 hr.	60.00	.....	.....	.....	.....

## KLOO

Subscriber to the NAB Radio Code  
Media Code 4 238 1960 4.00  
KLOO, Inc., Box 731, Corvallis, Ore. 97330. Phone  
503-753-4933.

#### 1. PERSONNEL

General Manager—Robert L. Hougum.  
Program Director—Weldon Greig.

#### 2. REPRESENTATIVES

The Sandberg-Glenn Company.  
Northwest—Art Moore & Assoc., Inc.  
New York, Chicago—The Devney Organization, Inc.

#### 3. FACILITIES

1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

#### 4. AGENCY COMMISSION

15% net time; rendered monthly.  
5. GENERAL ADVERTISING See coded regulations  
Basic Rates: 22a.  
Affiliated with KBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 6/1/74—Rec'd 6/6/74.

AA—6:30-8:30 am & 4-6 pm. (Fixed).  
A—ROS/BTA.

#### 6. SPOT ANNOUNCEMENTS

PER MO:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 tl.	7.00	4.00	2.50	5.00	3.00	2.00
101+	.....	.....	.....	4.00	2.50	1.75

#### 7. PACKAGE PLANS

PER MO:	1 min	30 sec	15 sec
1 tl.	6.00	3.50	2.25
101+	.....	.....	.....

#### 10. SPECIAL FEATURES

AM OR PM NEWSWHEEL—7-8:10 AM, 4-6 PM  
FULL PARTICIPATION, PER MO: 1 min 30 sec  
1 tl per day. 180 90  
1/2 PARTICIPATION, PER MO:  
1 tl every other day. 90 45  
Toast & Coffee—3 mo minimum, per mo 150.00.  
Double O Brand—1/2 sponsor, 4 30-sec per show  
Mon thru Fri, per mo 125.00.

## COTTAGE GROVE

Lane County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

### KNND

1953

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 2090 1.00  
KTOB, Inc., 21 Washington St., Petaluma, Calif.  
94952. Phone 707-763-1505.  
Mailing address: Box 7, Cottage Grove, Ore. 97424.  
Phone 503-942-2468.

**STATION'S PROGRAMMING DESCRIPTION**  
KNND: MOR/country 6 am-7 pm, top 40 7-mid-  
night.

#### 1. PERSONNEL

General Manager—Pete Fischer.  
2. REPRESENTATIVES  
San Francisco, Los Angeles—Radio Time Sales/  
International.

#### 3. FACILITIES

1,000 w. days, 250 w. nights, 1400 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

#### 4. AGENCY COMMISSION

15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MISS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME



**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 8/1/71—Rec'd 7/1/74.  
AA—6-9 am & 3:30-6 pm.  
A—9 am-3:30 pm.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
PER MO: 25 ti 50 ti 75 ti 100 ti 125 ti 150 ti  
1 min..... 8.00 7.25 7.00 6.50  
30 sec..... 7.00 6.25 6.00 5.50

CLASS A  
1 min..... 7.25 6.50 6.25 6.00  
30 sec..... 6.25 5.50 5.25 5.00

ROS  
\*1 min..... 6.25 6.00 5.75 5.50 5.25 5.00  
\*30 sec..... 5.25 5.00 4.75 4.50 4.25 4.00  
(\*) excluding 25 ti per mo.

PER AA ROS  
YR: 500x 750x 500x 750x 500x 750x 1000x  
1 min 7.00 6.50 6.25 6.00 5.50 5.25 5.00  
30 sec 6.00 5.50 5.25 5.00 4.50 4.25 4.00  
10 sec: 50% of 1-min.

**KATR**1982  
EUGENE

Subscriber to the NAB Radio Code  
Media Code 4 238 2530 6.00  
Westone Broadcasting Co., 130 E. 13th Ave., Eugene,  
Ore. 97401. Phone 503-345-3338.

**1. PERSONNEL**  
Station Manager—George W. Hudson.

**2. REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Western States—Bill Dahlsten & Associates.  
Oregon, Washington—Contact station.

**3. FACILITIES**  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 22a, 22c.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60g.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**

Eff 10/1/69—Rec'd 8/20/69.

**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 1 min 30 sec  
1 x..... 7.80 6.50 156 x..... 6.80 5.50  
13 x..... 7.60 6.30 280 x..... 6.60 5.20  
26 x..... 7.40 6.10 317 x..... 6.40 5.08  
52 x..... 7.20 5.90 500 x..... 6.20 4.88  
104 x..... 7.00 5.70

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
WEEKLY PACKAGES  
EA: 10 ti 15 ti 20 ti 25 ti 30 ti 35 ti  
1 min..... 7.50 7.25 7.00 6.80 6.60 6.40  
30 sec..... 6.10 5.90 5.70 5.50 5.25 5.00  
10 sec: 50% of 1-min.

**KBDF**

(formerly KERG)

1949  
EUGENE

Subscriber to the NAB Radio Code  
Media Code 4 238 2585 0.00  
Matco, Inc., Box 506, Eugene, Ore. 97401. Phone  
503-345-4304.

**STATION'S PROGRAMMING DESCRIPTION**  
KBDF: Programmed for adults. NEWS: at :60, including network. 2 hour NEWS segment, network, commentary, opinion, sports, 8:30-8:30 am. M-Sat.  
MUSIC: general popular, including MOB, contemporary, standards, showtunes, film music. COMMERCIAL POLICY: 2-min in cluster at 10-min intervals. Contact Representative for further details. Rec'd 4/2/73.

**1. PERSONNEL**  
General Manager—Michael Cole.  
Sales Manager—Dwight Gregory.

**2. REPRESENTATIVES**  
West Coast—Alan Torbet Associates, Inc.  
Northwest—Contact station direct.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1280 kc.  
Directional—night only.  
Operating schedule: 24 hours. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15c.  
Basic Rates: 25a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f, 61a.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**

Eff 4/1/74—Rec'd 6/4/74.  
AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—9 am-3 pm.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 10 ti 20 ti 30 ti 40 ti  
PER MO: 25 ti 50 ti 75 ti 100 ti  
PER QTR: 75 ti 150 ti 210 ti  
PER YR: 500x 750x  
1 min..... 7.00 6.50 6.00 5.50  
30 sec..... 6.00 5.50 5.00 4.50

CLASS A  
1 min..... 6.25 5.50 5.25 5.00  
30 sec..... 5.25 4.50 4.25 4.00

ROS  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
PER MO: 25 ti 50 ti 75 ti 100 ti 125 ti 150 ti  
PER QTR: 75 ti 150 ti 210 ti 300 ti 375 ti  
PER YR: 500x 750x 1000x 1200x  
1 min..... 5.25 5.00 4.75 4.50 4.25 4.00  
30 sec..... 4.25 4.00 3.75 3.50 3.25 3.00  
15 sec: 50% of 1-min.

**KBMC (FM)**1965  
EUGENE

Media Code 4 238 2640 0.00  
Good Shepherd Broadcasting, Inc., 2895 Hilyard,  
Eugene, Ore. 97405. Phone 503-344-1300.

**1. PERSONNEL**  
Manager—Al Wheeler.  
Program Director—Bernice E. Poling.

**2. REPRESENTATIVES**  
West Coast—Albert Chance Company.

**3. FACILITIES**  
ERP 3,400 w., 94.5 mc.  
Operating schedule: 7 am-midnight. PST.  
Antenna ht: 800 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3d, 4b, 4d, 5, 6b.  
Rate Protection: 10c, 12c.  
Basic Rates: 20b, 21a, 24b, 25a, 28b, 30.  
Contracts: 40a, 41, 42a, 44a.  
Comb.: Cont. Discounts: 60f, 61c, 62d.  
Cancellation: 71a, 72.  
Prod. Services: 81, 82.

**TIME RATES**

Eff 8/1/71—Rec'd 7/26/71.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1x 26x 52x 104x 208x 260x  
1 min..... 5.00 4.00 3.75 3.50 3.25 3.00  
30 sec..... 4.00 3.50 3.25 3.00 2.75 2.50  
Rotating.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x..... 35 21 14 7  
52 x..... 30 18 12 6  
260 x..... 25 15 10 5

**KEED**1954  
EUGENE

Media Code 4 238 2750 0.00  
Century Pacific Broadcasting, Inc., Box 1450,  
1245 Charnelton St., Eugene, Ore. 97401. Phone  
503-344-1457.

**STATION'S PROGRAMMING DESCRIPTION**  
KEED: Programmed to reach 25-49 group.  
MUSIC: modern country. NEWS: local at :60. Contact Representative for further details. Rec'd 4/1/74.

**1. PERSONNEL**  
President—John W. Mowbray.  
General Manager—Robert L. Dunn.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Portland & Seattle—Contact station direct.

**3. FACILITIES**  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 24 hrs. PST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 22b, 23a, 24a, 25a, 26, 29a.  
Contracts: 42a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 62b.  
Cancellation: 73a.  
Member: Western States Radio Empire.

**TIME RATES**

Eff 9/1/73—Rec'd 9/10/73.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 9 am-4 pm & 7-10 pm; Sun 6 am-10 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
PER YR: 75x 150x 225x 300x 375x  
1 min..... 5.50 5.25 5.00 4.75 4.50  
30 sec..... 4.50 4.25 4.00 3.75 3.50

CLASS A  
1 min..... 4.50 4.25 4.00 3.75 3.50  
30 sec..... 3.65 3.45 3.25 3.05 2.75  
15 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**  
PER WK: 6x 12 ti 18 ti 24 ti 36 ti  
PER YR: 60x 120x 180x 240x 360x  
5 min..... 8 7 6 5 4

**KFMY (FM)**1958  
EUGENE

Media Code 4 238 2970 4.00  
Music, Inc., 4555 Blanton Rd., Eugene, Ore. 97405.  
Phone 503-343-4511.

**STATION'S PROGRAMMING DESCRIPTION**  
KFMY (FM): Programmed for adults 18-30.  
MUSIC: rock, contemporary, jazz, blues & popular mix, Sun: classics 8 am-noon, oldies 7-9 pm. Irish rock 9 pm-midnight. NEWS: network at :30; M-F 9-10 am news, views, interviews, current local events, astrology & music. Contact Representative for further details. Rec'd 9/4/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Lytle N. (Duke) Young.  
Sales Manager—Timothy L. Young.  
Operations Manager—Warren T. Reeves.

**2. REPRESENTATIVES**  
San Francisco, Los Angeles—John Andy Potter Co.

**3. FACILITIES**  
ERP 3,500 w.; 97.9 mc. Stereo.  
Operating schedule: 7-2 am. PST.  
Antenna ht.—785 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3c, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.  
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 30, 31, 32b.  
Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.  
Cancellation: 70b, 70e, 71a, 73a, 73b.  
Prod. Services: 80.  
Affiliated with American Entertainment Network.

**TIME RATES**

No. 7 Eff 9/73—Rec'd 9/4/73.  
AAA—Mon thru Fri 7-9 am & 4-10 pm.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun noon-9 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
FIXED, 1 MIN: 1x 26x 52x 156x 260x  
AAA..... 8.00 7.50 7.25 7.00 6.75  
AA..... 6.50 6.25 6.00 5.75 5.50  
A..... 5.25 5.00 4.75 4.50 4.00

30 sec: 80% of 1-min.

**7. PACKAGE PLANS**  
WEEKLY PACKAGES—1/3AAA, 1/3AAA, 1/3A  
12 ti 18 ti 24 ti 30 ti 45 ti  
1 min..... 6.00 5.75 5.50 5.25 5.00  
sec: 80% of 1-min.

**8. PROGRAM TIME RATES**  
1 HOUR: 1x 26x 52x 156x 260x  
AAA..... 45 42 40 37 34  
AA..... 40 37 35 33 30  
A..... 37 35 33 30 30  
1/2 hr: 60% of hour. 5 min: 1-1/2x fixed  
1/4 hr: 40% of hour. AAA, 1-min rate.

**KORE**1927  
EUGENE-SPRINGFIELD

Subscriber to the NAB Radio Code  
Media Code 4 238 3000 9.00  
Norwood Broadcasting Co., Box 296, Springfield, Ore.  
97477. Phone 503-746-1631.

**STATION'S PROGRAMMING DESCRIPTION**  
KORE: MUSIC: country music. NEWS: local news events 10%; network news 12%. Contact Representative for further details. Rec'd 11/9/70.

**1. PERSONNEL**  
Executive Director—James R. Norwood.  
Program Director—Ron Norwood.

**2. REPRESENTATIVES**  
Radio Time Sales/International.  
1,000 w.; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 14a, 15b.  
Basic Rates: 21a, 22a, 23a, 24b, 28b, 28c, 29a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 61b.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 81.  
Affiliated with MBS.

**TIME RATES**

Eff 8/2/72.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1 min 30 sec 1 min 30 sec  
1 x..... 6.25 5.00 280 x..... 5.00 3.75  
26 x..... 6.00 4.75 312 x..... 4.75 3.50  
52 x..... 5.75 4.50 624 x..... 4.50 3.25  
104 x..... 5.50 4.25 1000 x..... 3.50 2.75  
156x..... 3.25 4.00

**7. PACKAGE PLANS**  
(To be used within 7 days)  
10 ti 15 ti 20 ti 25 ti 30 ti 50 ti 80 ti  
1 min 54.50 77.75 98.00 115.50 130.25 175.00 210.00  
30 sec 44.75 61.00 77.00 91.00 113.00 140.00 168.00

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x..... 80.50 48.25 32.25 24.25 16.00  
26 x..... 74.25 44.75 29.50 23.00 14.75  
52 x..... 63.50 41.25 26.50 20.00 13.25  
104 x..... 59.50 37.75 23.75 17.75 11.25  
156 x..... 52.50 31.50 17.00 16.75 9.00

**KORE-FM**1958  
EUGENE-SPRINGFIELD

Media Code 4 238 3001 7.00  
Norwood Broadcasting Co., Box 296, Springfield, Ore.  
97477. Phone 503-746-1631.

See affiliated AM station for additional information.

**5. FACILITIES**  
ERP 2,800 w. (horiz.), 2,600 (vert.); 93.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 90 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**

Rates are identical to KORE. See that listing.

**KPNW**1962  
EUGENE

Subscriber to the NAB Radio Code  
Media Code 4 238 3190 8.00  
Pacific Northwest Broadcasting Corp., Box 1120,  
Eugene, Ore. 97401. Phone 503-342-6171.

**STATION'S PROGRAMMING DESCRIPTION**  
KPNW: Programmed for adults 18 to 49.  
MUSIC: a blend of new releases, selected album cuts and hits of 50's and 60's, leaving out the extremes.  
AIR PERSONALITIES: handle all music. NEWS: 5 min an hour, 3 min news and weather on half hour, 10 min news, sports and weather at 7 & 8 am and 5 & 6 pm. M-F. News staff, UPI and AP wires. News is scheduled 24 hours daily. Contact Representative for further details. Rec'd 1/12/70.

**1. PERSONNEL**  
President—Charles H. Wilson.  
Vice-Pres. & Gen'l Mgr.—Roy L. Cordell.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Portland, Seattle—The Tacher Company.

**3. FACILITIES**  
50,000 w.; 1120 kc. Directional.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 25a, 26, 28b, 29a, 30, 33b.  
Contracts: 40a, 42a, 44b, 45, 46, 47a, 48, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 62b, 62d.  
Cancellation: 70b, 70e, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

**OREGON****TIME RATES**

No. 4 Eff 10/1/72—Rec'd 8/24/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-10 pm.  
B—All other times. Rates on request.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA—ROS  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 1x 52x 104x 260x 520x  
1 min..... 18 17 16 15 14  
20/30 sec..... 17 16 15 14 13

CLASS A—ROS  
1 min..... 16 15 14 13 12  
20/30 sec..... 15 14 13 12 11  
10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 16.00 15.00 14.50 14.00 13.00  
20/30 sec..... 14.00 13.00 12.50 12.00 11.00  
10 sec: 50% of 1-min.

**AM/FM COMBINATION**

No. C-1/3 Eff 10/1/72—Rec'd 8/24/72.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA—ROS  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
PER YR: 1x 52x 104x 260x 520x  
1 min..... 22.00 20.50 19.00 17.50 16.50  
20/30 sec..... 20.50 19.00 18.50 17.00 15.00

CLASS A—ROS  
1 min..... 20.50 19.00 18.00 17.00 15.00  
20/30 sec..... 18.50 17.50 16.50 15.00 13.50

**7. PACKAGE PLANS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 20.00 19.00 18.50 17.00 16.00  
20/30 sec..... 18.00 17.00 16.50 15.00 14.50

**KPNW-FM**1970  
EUGENE

Media Code 4 238 3191 6.00  
Pacific Northwest Broadcasting Corp., Box 1120,  
Eugene, Ore. 97401. Phone 503-342-6171.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KPNW-FM: Programmed for adults 18-49.  
MUSIC: Orchestral, selected vocals & popular standards. NEWS: Network at :15, followed by local & regional news. Weather at :45. Contact Representative for further details. Rec'd 8/24/72.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,485 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with KPNW. See that listing for rates.

**TIME RATES**

No. 2 Eff 10/1/72—Rec'd 8/24/72.

**6. SPOT ANNOUNCEMENTS**  
PER YR, FIXED: 1x 52x 156x 260x 520x  
1 min..... 9.00 8.50 8.00 7.50 6.50  
30 sec..... 8.00 7.50 7.00 6.50 5.50

**No. 1 6:00-10:00 AM**  
(APRIL-MAY ARB 1974)

590 on the dial  
BEST DAYTIME SIGNAL  
IN OREGON **KUGN**

**KUGN**1946  
EUGENE

Subscriber to the NAB Radio Code  
Media Code 4 238 3300 3.00  
KUGN-OBIE Communications Corp., Box 590,  
Eugene, Ore. 97401. Phone 503-344-6218.

**STATION'S PROGRAMMING DESCRIPTION**  
KUGN: Programmed for 18-49.  
MUSIC: General Popular. Personality DJ's. NEWS: 4 newsmen, State Capitol & City Hall Correspondents. AP & National Weather Service. Special drive-time News/Music programming. SPORTS: Staff Reporter; U Football, Basketball & Track. Contact Representative for further details. Rec'd 1/31/73.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ralph Pettit.  
Sales Manager—Lynn Harrison.  
Program Director—Bill Ford.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Northwest—Art Moore & Assoc., Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 590 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15% on station time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40c, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.  
Affiliated with Eastman Radio Network.  
(This listing continued on next page)

# OREGON

## Eugene—KUGN—Continued

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/74—Rec'd 7/5/74.  
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3 pm & 7-10 pm; Sat & Sun 10 am-10 pm

**7. PACKAGE PLANS**

SEC I—GUARANTEED		AA		A	
WK:	MO: YR:	1 min	30 sec	1 min	30 sec
10 ti	13 x	15.00	14.00	13.00	11.00
15 ti	26 ti	52 x	14.00	13.00	12.00
20 ti	52 ti	280 x	13.00	12.00	11.00
25 ti	78 ti	312 x	12.00	11.00	10.00
30 ti	104 ti	520 x	11.00	10.00	9.00

**SECTION II—6 AM-10 PM**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	26 ti	52 ti	78 ti	104 ti	130 ti
PER YR:	52x	156x	312x	520x	780x
1 min.	11.00	10.00	9.00	8.00	7.00
30 sec.	6.00	5.00	4.00	3.00	2.00
15 sec.	6.00	5.75	5.50	5.25	5.00

**SECTION III—TOTAL AUDIENCE**

1 min.	30 sec.	15 sec.
7.00	6.75	6.50
6.00	5.75	5.50
5.00	4.75	4.50

**PER WK:** 10 ti 20 ti 30 ti 40 ti  
30 sec 3.75 3.50 3.25 3.00

**WEEKEND PACKAGE—FRI MIDNIGHT-MON 5 AM**

1 min.	30 sec.
20 ti	30 ti
4.75	4.25
4.50	4.00
3.50	3.50

**TIME MENTION PLAN**  
84 ti per wk, 13 wk minimum, 10 wd spc — 175.00

**8. PROGRAM TIME RATES**

1x	10x	25x	50x	100x	150x	250x	500x
1/2 hr	55	34	53	32	50	48	—
1/4 hr	35	34	33	32	31	30	—
5 min	21	20	19	18	17	16	14

## KZEL-FM

1962  
EUGENE  
RAB

Media Code 4 238 3400 1.00  
FM/96 Ltd., Box 1122, Eugene, Ore. 97401. Phone 503-747-1221.

**STATION'S PROGRAMMING DESCRIPTION**  
KZEL-FM: Programmed for young adults.  
MUSIC: progressive rock, albums, mixing rock, folk rock, classical, jazz, featuring singles & groups.  
NEWS: local news staff plus regional stringers & UPI audio 7-8 am & 5:30-6 pm M-F & periodic special news features. SPORTS: 6-8:15 M & F; local & regional public affairs. Contact Representative for further details. Rec'd 8/29/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Jay Arthur West.  
Program Director—Stanford D. Garrett.

**2. REPRESENTATIVES**  
Century National Sales.  
Portland, Seattle—Call Jay West Collect.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 872 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only 15th month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4a, 5, 8.  
Rate Protection: 10e, 11e, 12e, 14e, 15a, 15b.  
Basic Rates: 22a, 24a, 24c, 25a, 29b, 33d.  
Contracts: 40a, 44a, 45, 46, 51b.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Rate Protection: 60 days from effective date of increase for rate holder of 200.00 per mo minimum.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 6/3/74—Rec'd 8/6/74.

AAA—3 pm-midnight.  
AA—10 am-3 pm & midnight-2 am.  
A—6-10 am.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
PER MO:	36 ti	54 ti	72 ti	90 ti	108 ti
PER YR:	450x	600x	750x	900x	1080x
1 min.	12.00	11.50	11.00	10.50	10.00
30 sec.	9.60	9.20	8.80	8.40	8.00
1 min.	10.00	9.50	9.00	8.50	8.00
30 sec.	8.00	7.60	7.20	6.80	6.40

**7. PACKAGE PLANS**

ROS—20-HOUR PLAN—PREEMPTIBLE—8-2 AM

PER WK:	12 ti	18 ti	24 ti	30 ti
PER MO:	36 ti	54 ti	72 ti	90 ti
PER YR:	450x	600x	750x	900x
1 min.	9.00	8.50	8.00	7.50
30 sec.	7.20	6.80	6.40	6.00

All night show—2-6 am, 1 min/30 sec ea, 4.00.

## GRANTS PASS (2 AM)

Josephine County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

## KAGI

1939

Media Code 4 238 3520 6.00  
KAGI, Inc., Box 148, Grants Pass, Ore. 97526. Phone 476-4477.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J Edwin Arnold.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Northwest—Art Moore & Assoc., Inc.

## 5. FACILITIES

5,000 w. days, 1,000 w. nights; 930 kc.  
Directional—night only.  
Operating schedule: 5-30 am-midnight. PST.

**4. AGENCY COMMISSION**  
15% on net station time and talent; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/72—Rec'd 3/2/72.

**7. PACKAGE PLANS**

1WKLY: *YRLY:		1 min	30 sec	10 sec
1 x	7.00	5.60	3.50	3.00
5 ti	5.00	6.00	4.80	3.00
10 ti	100 x	5.40	4.30	2.70
15 ti	150 x	5.10	4.10	2.55
20 ti	200 x	4.80	3.85	2.40
25 ti	250 x	4.65	3.70	2.30
30 ti	300 x	4.50	3.60	2.25
40 ti	400 x	4.20	3.35	2.10
50 ti	500 x	3.60	2.90	1.80
1000 spec. end rate.	3.00	2.40	1.50	—

(\*) Guaranteed position.  
(†) ROS.

## KAJO

1957  
Media Code 4 238 3630 3.00  
Grants Pass Broadcasting Co., Box 230, Grants Pass, Ore. 97526. Phone 503-476-6608.

**1. PERSONNEL**  
Manager—Jim Wilson.

**2. REPRESENTATIVES**  
Washington, Oregon—Simpson/Reilly & Associates Co.

**3. FACILITIES**  
5,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Alcoholic beverage advertising not acceptable.

**TIME RATES**  
ET 4/1/73—Rec'd 8/12/74

**6. SPOT ANNOUNCEMENTS**

WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
YR:	104x	156x	260x	312x	520x	1000x
(*)	4.75	4.50	4.25	4.00	3.50	2.50
ROS	4.50	4.25	3.90	3.55	3.00	2.00

(\*) 6-9 am & 4-6 pm.

## GRESHAM

Multnomah County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**See Portland**  
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancouver, Wash.)

## HERMISTON

Umatilla County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KOHU

Subscriber to the NAB Radio Code  
Media Code 4 238 3850 7.00  
Hermiston Broadcasting Co., Box 145, Hermiston, Ore. 97838. Phone 503-567-6500.

**1. PERSONNEL**  
Manager—Harmon Springer.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Seattle, Portland—The Tacher Company.  
Denver, Salt Lake—Bob Hix Co., Inc.

**3. FACILITIES**  
1,000 w. days, 1,000 w. nights; 1360 kc.  
Non-directional.  
Operating schedule: 5:30 am-10 pm. PST.

**4. AGENCY COMMISSION**  
15/2 time only; 10 days.

**5. GENERAL RATE POLICY**  
Member: Western States Radio Empire, National AgRadio Groups, Inc.

**TIME RATES**  
No. 103 ET 5/6/7—Rec'd 5/5/67.

**7. PACKAGE PLANS**

PER WK:	PER YR:	1 min	30 sec
(*)	52 x	6.00	4.80
12 ti	104 x	5.70	4.56
18 ti	156 x	5.40	4.32
24 ti	208 x	5.10	4.08
30 ti	312 x	4.80	3.84

(\*) Less than 6 ti.  
10-sec ID's: 50% of 1-min.

## HILLSBORO

Washington County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

## See Portland

(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancouver, Wash.)

## HOOD RIVER

Hood River County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KIHR

Subscriber to the NAB Radio Code  
Media Code 4 238 4070 1.00  
Columbia Gorge Broadcasters, Inc., Box 360, 22nd St., Hood River, Ore. 97031. Phone 503-386-1511.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Paul E. Walden.

**2. REPRESENTATIVES**  
Savall/Gates, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule 6 am-11 pm. PST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
ET 1/1/66—Rec'd 4/7/66.

**7. PACKAGE PLANS**

*WKLY: *YRLY:		1 min	30 sec	10 sec
1 ti	4.50	3.40	2.35	—
5 ti	4.25	3.15	2.10	—
10 ti	4.00	2.90	2.00	—
15 ti	3.75	2.60	1.85	—
20 ti	3.50	2.60	1.75	—
25 ti	3.25	2.45	1.60	—
30 ti	3.00	2.35	1.50	—
40 ti	2.75	2.10	1.40	—
50 ti	2.50	1.90	1.35	—
1000 spec. end rate.	2.25	1.70	1.10	—

(\*) ROS.  
(†) Guaranteed position.

## JOHN DAY

Grant County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## KJDY

1963  
Subscriber to the NAB Radio Code  
Media Code 4 238 4180 8.00  
John Day Valley Broadcasters, Box 113, 413 N. W. Bridge St., John Day, Ore. 97845. Phone 575-1185.

**1. PERSONNEL**  
Station Manager—J. L. (Boss) Jolley.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Northwest—Art Moore & Assoc., Inc.

**3. FACILITIES**  
1,000 w.; 1400 kc.  
Operating schedule: 6 am-7 pm. PST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Concurrent schedules on KJDY and KUMA. Pendency may be combined to earn most favorable frequency discount on KJDY.  
60% of charge for Station Time, 40% for Talent, Program Service.

**TIME RATES**  
ET 4/1/73—Rec'd 6/8/73.

AA—7-9 am, noon-1 pm & 4-6 pm.  
A—ROS, BTA.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		30 ti	50 ti	1000x
WK:	5 ti	10 ti	20 ti	30 ti
YR:	1x	50x	100x	200x
1 min	3.75	3.50	3.25	3.00
30 sec	2.90	2.75	2.60	2.45

**CLASS A**

1 min	30 sec
3.00	2.75
2.25	2.00
1.85	1.70
1.55	1.45
1.40	1.15

## KLAMATH FALLS (3 AM; 2 FM)

Klamath County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

## KAGM (FM)

1973  
Media Code 4 238 4235 0.00  
Klamath Broadcasting Co., Box 1150, Radio Hill, Klamath Falls, Ore. 97601. Phone 503-884-0661.  
See affiliated AM station for additional information.  
AM facilities: KAGO.

**STATION'S PROGRAMMING DESCRIPTION**  
KAGM (FM): Programmed for adults.  
MUSIC: popular album format, primarily instrumental, standards, film & MOR selections. NEWS: 5-min at :60. Contact Representative for further details. Rec'd 6/10/74.

**3. FACILITIES**  
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 350 ft. above average terrain.

**TIME RATES**  
No. 1 ET 12/15/73—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec
3.50	3.00
2.95	2.80
2.65	2.45
2.30	2.10

**8. PROGRAM TIME RATES**

1x	300x	500x
5 min	6.90	6.50
1/4 hr	2x	5-min.

## KAGO

Subscriber to the NAB Radio Code  
Media Code 4 238 4290 5.00  
Klamath Broadcasting Co., Box 1150, Klamath Falls, Ore. 97601. Phone 503-882-2551.

**STATION'S PROGRAMMING DESCRIPTION**  
KAGO: Sports station carrying pro basketball, local high school football, basketball & baseball, American Legion baseball, local college football, major college football. MUSIC: On air personalities play adult top 30 with soft MOR album selections. NEWS: local M-S, 4 times a day 5 min at :60; local sports 10 min, 3 times daily M-F, 15 min ladies program each morning M-F. P.A.M.: 30 min daily 6-6:30 am. Contact Representative for further details. Rec'd 4/5/71.

**1. PERSONNEL**  
Vice Pres. & Gen'l Mgr.—John L. Ferm.

**2. REPRESENTATIVES**  
Alan Forbet Associates, Inc.  
Northwest—Art Moore & Assoc., Inc.

## 5. FACILITIES

5,000 w. days, 1,000 w. nights; 1150 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 28a, 29a, 30.  
Contracts: 40c, 41, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
FM facilities: KAGM (FM)  
Affiliated with ATA Radio Network.

**TIME RATES**  
No. 3 ET 8/1/68—Rec'd 6/25/68.

AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—Mon thru Fri 9 am-3 pm; Sat & Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		CLASS A	
1 WEEK	1 WEEK	1 WEEK	1 WEEK
PER WK:	4 ti	5 ti	10 ti
1 min.	10.00	8.50	7.50
30 sec.	8.00	6.50	5.50

**CLASS AA**

1 min.	30 sec.
8.00	7.00
7.00	6.00
6.50	5.50

**CLASS A**

1 min.	30 sec.
8.00	7.00
6.50	5.50
6.00	5.00

**6. PROGRAM TIME RATES**

1x	13x	26x	52x	104x	156x	200x	312x
1/2 hr.	33.00	32.25	31.50	30.75	30.00	29.25	28.50
1/4 hr.	23.00	22.25	21.50	20.75	20.00	19.25	18.50
5 min.	14.50	14.00	13.50	13.00	12.50	12.00	11.50

(Q)

## KFLS

1946  
RAB  
Media Code 4 238 4400 0.00  
Radio Klamath Falls, Box 1450, Klamath Falls, Ore. 97601. Phone 503-882-4656.

**STATION'S PROGRAMMING DESCRIPTION**  
KFLS: MUSIC: MOR. NEWS: 3 90-min segments at 7 am, 12N & 5 pm; network news. SPORTS: college football & basketball, prof football & baseball. P.A.M.: 12-20-30 pm daily. FEATURES: old-time radio 7-8 pm. Contact Representative for further details. Rec'd 2/12/73.

**1. PERSONNEL**  
Owner & Mgr.—Floyd L. Wynne.

**2. REPRESENTATIVES**  
The Devine Organization, Inc.  
Seattle, Portland—The Tacher Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
ET 12/6/71.

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN						
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti



Klamath Falls—Continued

**KLAD-FM**  
1974

**NAB** **RAB**  
Media Code 4 238 4511 4.00  
960 Radio, Inc., Box 960, Old Midland Rd., Klamath Falls, Ore. 97601. Phone 503-882-8833.  
See affiliated AM station for additional information.  
3. **FACILITIES**  
ERP 28,000 w.; 92.5 mc.  
Operating schedule: 6 am-midnight, PST.  
Antenna ht.: 30 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KLAD.

**TIME RATES**

50% of AM rate.

**LA GRANDE (1 AM; 1 FM)**

Union County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**KFMT**  
1974

**NAB** **RAB**  
Media Code 4 238 4565 0.00  
Struck & Associates Inc., Box 627, 2315 E. Adams Ave., La Grande, Ore. 97850. Phone 503-963-8531.  
**STATION'S PROGRAMMING DESCRIPTION**  
KFMT: Programmed for adults; news every hour.  
1. **PERSONNEL**  
General Manager—Monte L. Struck.  
2. **REPRESENTATIVES**  
Portland, Seattle—The Tacher Company.  
3. **FACILITIES**  
ERP 1,500 w. (horiz.), 1,500 w. (vert.); 98.3 mc. Stereo.  
Operating schedule: 6 am-midnight, PST.  
Antenna ht.: 700 ft. above average terrain.  
4. **AGENCY COMMISSION**  
15/1 time only.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 1/1/74—Rec'd 7/30/74.

7. **PACKAGE PLANS**  
PER MO. ROTATION.

EA:	15 ti	30 ti	90 ti	125 ti
1 min	3.50	3.25	3.00	2.85
30 sec	2.75	2.50	2.25	1.90
15 sec	1.90	1.65	1.35	1.20
PER YR.				
ROTATION, EA:	250x	500x	1000x	2000x 3000x
1 min	1.20	2.65	2.50	2.30 2.00 1.85
30 sec	1.70	1.50	1.35	1.25 1.15
15 sec	1.20	1.20	1.10	.95 .84

**KLBM**  
1938

Subscriber to the NAB Radio Code  
Media Code 4 238 4620 3.00  
KLBM, Inc., Box 907, La Grande, Ore. 97850.  
Phone 503-963-4121.

1. **PERSONNEL**  
Manager—Ken Lillard.  
2. **REPRESENTATIVES**  
The Sandberg-Glenn Company.  
Northwest—Art Moore & Assoc., Inc.  
Chicago, New York—The Devney Organization, Inc.  
3. **FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. PST.  
4. **AGENCY COMMISSION**  
15/0.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 10/1/70—Rec'd 8/14/70.

6. **SPOT ANNOUNCEMENTS**  
\*PER WK: †PER YR:

1 x	4.25	3.50	3.00
10 ti	100 x	4.00	3.25 2.85
15 ti	150 x	3.00	2.50 2.30
20 ti	200 x	3.60	2.80 2.15
25 ti	250 x	3.40	2.65 2.05
30 ti	300 x	3.25	2.50 1.95
40 ti	400 x	3.10	2.35 1.85
50 ti	500 x	3.00	2.25 1.80
Spec. end rate	1000 x	2.70	2.10 1.60

(\*) ROS.  
(†) Guaranteed position.

**LAKE OSWEGO**

Clackamas County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**See Portland**  
(including Gresham, Hillsboro, Lake Oswego, Oregon City, Ore.; Vancouver, Wash.)

**LAKEVIEW**

Lake County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

**KQIK**  
1956

Media Code 4 238 4730 0.00  
Lake County Communications, Inc., Box 311, Lakeview, Ore. 97630. Phone 503-947-3331.

1. **PERSONNEL**  
Owner & Gen'l Mgr.—Ernie Riedelbach.  
2. **REPRESENTATIVES**  
Savalli/Gates, Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.

3. **FACILITIES**

1,000 w. days; 1230 kc. Non-directional.  
Operating schedule: 6 am-7 pm. PST.  
4. **AGENCY COMMISSION**  
15% on net time only.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
**TIME RATES**  
ET 4/1/74—Rec'd 6/3/74.  
6. **SPOT ANNOUNCEMENTS**  
WK: 1 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
YR: 104x 156x 200x 260x 312x 520x 1000x  
1 min 6.00 5.50 5.00 4.50 4.00 3.50 3.00  
30 sec 5.00 4.50 4.00 3.50 3.00 2.50 2.25  
10 sec: 50% of 1-min.

10. **SPECIAL FEATURES**

1x	26x	52x	156x	260x
5 min news	7.50	7.00	6.50	6.00 5.50

**LEBANON**

Linn County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

**KGAL**  
1950

Subscriber to the NAB Radio Code  
Media Code 4 238 4840 7.00  
Lebanon Broadcasting, Inc., 546 Springhill Rd., Albany, Ore. 97321. Phone 503-926-8683.

1. **PERSONNEL**  
General Manager—Von L. Hansen.  
2. **REPRESENTATIVES**  
Savalli/Gates, Inc.  
Advertising Sales West.  
Seattle, Portland—The Tacher Company.  
3. **FACILITIES**  
1000 w.; 920 kc. Directional—same pattern all hours.  
Operating schedule: 24 hours daily, PST.  
4. **AGENCY COMMISSION**  
15/1.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Schedules placed on KGAL and KATA, Arcata-Eureka, Calif. earn an additional 10% commercial time on both stations.

**TIME RATES**  
Effective 6/1/71—Rec'd 10/4/71.

7. **PACKAGE PLANS**

1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.50	5.25	5.00	4.75 4.50
30 sec	5.00	4.75	4.50	4.25	4.00 3.75 (CB)

**LINCOLN CITY**

Lincoln County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KBCH**  
1955

Subscriber to the NAB Radio Code  
Media Code 4 238 4895 1.00  
Lincoln City Broadcasting, Inc., Box 358, Lincoln City, Ore. 97367. Phone 503-994-2181.

1. **PERSONNEL**  
General Manager—Leo A. (Bud) McLachlan.  
2. **REPRESENTATIVES**  
New York, Chicago, Los Angeles, San Francisco—J. A. Lucas & Co./JALCO.  
Northwest—Art Moore & Assoc., Inc.  
3. **FACILITIES**  
1,000 w.; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset, PST.  
4. **AGENCY COMMISSION**  
15/0; time only.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Information Network.  
Sold in combination with KNPT, Newport.  
25 spots on each station earn 50% rate on each.

**TIME RATES**  
No. 10 Eff 1/1/73—Rec'd 5/10/73.

6. **SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
PER YR:	50x	100x	150x	200x	300x	500x
30 sec	3.80	3.30	3.00	2.70	2.15	2.00
1 min	4.00	3.80	3.40	3.15	2.50	2.30
30 sec	3.00	2.70	2.55	2.35	1.85	1.75
PER YR:					750x	1000x 1500x
1 min	1.70	1.65	1.60	1.55	1.20	1.10
30 sec	1.25	1.20	1.15	1.10	0.85	0.80
15 sec or less	50% of 1-min.					

Guaranteed time, extra 10%.

**McMINNVILLE**

Yamhill County—Map Location D-1  
See SRDS consumer market map and data at beginning of the State.

**KMCM**  
1949

Subscriber to the NAB Radio Code  
Media Code 4 238 4950 4.00  
Norlund Broadcasting, Inc., Box 207, McMinnville, Ore. 97128. Phone 503-472-2151.

1. **PERSONNEL**  
General Manager—Norman P. Aldred.

2. **REPRESENTATIVES**

Jack Masla & Co., Inc.  
West Coast—Art Moore & Assoc., Inc.  
Denver, Salt Lake—Bob Hix Co., Inc.  
3. **FACILITIES**  
1,000 w.; 1260 kc. Directional—night only.  
Operating schedule: 20 hours daily, PST.  
4. **AGENCY COMMISSION**  
15/0 time only; 10 days.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Western States Radio Empire.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
ET 1/1/74—Rec'd 1/31/74.  
AA—6-9 am, 11:30 am-1 pm & 3:30-7 pm.  
A—9-11:30 am, 1-3:30 pm & 7 pm-midnight.  
B—Midnight-6 am.

6. **SPOT ANNOUNCEMENTS**

WK:	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
YR:	104x	156x	200x	260x	312x	520x 1000x
AA	9.00	8.50	8.00	7.50	7.00	6.50 6.00
A	8.00	7.50	7.00	6.50	6.00	5.50 5.00
AA	7.00	6.50	6.00	5.50	5.00	4.50 4.00
A	6.00	5.50	5.00	4.50	4.00	3.50 3.00

B: 1 min. minimum 1.25 B: 30 sec. minimum 1.00  
B only, minimum 30 per mo.  
15 sec: 50% of applicable 1-min.

7. **PACKAGE PLANS**

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	52 ti	78 ti	104 ti	156 ti	156 ti
1 min	6.50	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00

BTA at station's option.

**MEDFORD (4 AM; 2 FM)**

Plus 1 paid cross reference.  
Jackson County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

**KBOY KBOY-FM**  
1954 1958

Subscriber to the NAB Radio Code  
Media Code 4 238 5060 1.00  
KBOY Broadcasters, Inc., Box 730, Medford, Ore. 97501. Phone 503-779-2244.

1. **PERSONNEL**  
President—Isabel M. Card.  
Vice-President—Randy Archer.  
General Manager—Jon R. James.  
2. **REPRESENTATIVES**  
East—Jack Masla & Co., Inc.  
Los Angeles, San Francisco—Meeker Radio, Inc.  
Portland, Seattle—The Tacher Company.  
3. **FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset, PST.  
ERP 800 w.; 95.3 mc.  
Operating schedule: 6-1 am. PST.  
Antenna ht.: 325 ft. above average terrain.  
4. **AGENCY COMMISSION**  
15% on time only.  
5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 21b, 22a, 23a, 24c, 25a, 28b, 29b, 30, 33a.  
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47c, 48, 49, 51a.  
Comb.: Cont. Discounts: 60b, 60e, 61b, 62b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 1/1/70—Rec'd 12/8/69.

7. **PACKAGE PLANS**

PER WK:	6 ti	12 ti	24 ti	38+ ti
PER YR:	50x	100x	300x	500x 1000x
1 min	7.00	6.50	5.70	4.65 3.25
30 sec	5.50	5.00	4.25	3.50 2.50

10 sec: 50% of 1-min.

10. **SPECIAL FEATURES**  
NEWSCASTS: 1x 52x 104x 156x 260x 312x  
5 min..... 12 11 10 9 8 7

**KCMX**

**ASHLAND**

City of license, Ashland, Ore.  
Considered by CBS as their Medford outlet.  
See listing under Ashland, Ore.

**KMED**

1922

Subscriber to the NAB Radio Code  
Media Code 4 238 5170 8.00  
Radio Medford, Inc., Box 10, Rossanley Lane, Medford, Ore. 97501. Phone 503-773-7373. TWX 510-757-0606.

**STATION'S PROGRAMMING DESCRIPTION**  
KMED: Programmed for adults. News and news-tv feature blocks 6:40-9:10 am, noon-1:10 pm & 5-6:05 pm. NEWS: 5 min network and 5 min local on hour. 5 min feature on half hour. Middle-of-the-road music until 6:05 pm. 6:05 pm-12M showtimes, light classic and standards. 3 man news department, 2 mobile units. SPORTS: high school football and basketball, college football, 2 sportscasters. Contact Representative for further details. Rec'd 7/13/67.

1. **PERSONNEL**  
Station Manager—Sam Price.  
National Sales Manager—Art Chipman.  
2. **REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Portland, Seattle—Simpson/Reilly & Associates Co.  
3. **FACILITIES**  
5,000 w. days, 1,000 w. nights; 1440 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, PST.  
4. **AGENCY COMMISSION**  
15%; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 42b, 44a, 45, 45, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80.  
FM facilities: KTMT (FM).  
Affiliated with NBC.  
10% discount when bought in combination with KQMS, Redding, Calif.

**TIME RATES**

No. 13 Eff 9/1/70—Rec'd 10/6/70.

6. **SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	78x	156x	260x	312x
1 min	12.00	11.50	10.50	10.00	9.50	9.00	8.50 8.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00 5.50

7. **PACKAGE PLANS**

AA—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.
A—ROS.
B—After 8:05 pm.

**CLASS AA**

PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti	60 ti
1 min	9.50	8.50	7.50	7.00	6.50	6.00	5.50
30 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00
10 sec	4.75	4.25	3.75	3.50	3.25	3.00	2.75

**CLASS A**

1 min	8.50	7.50	6.50	6.00	5.50	5.00	4.50
30 sec	6.50	5.75	5.00	4.75	4.25	4.00	3.50
10 sec	4.25	3.75	3.25	3.00	2.75	2.50	2.25

**CLASS B**

After 8:05 pm 50% of the earned rate. May be combined with Preferred Time rates and ROS rates to earn maximum discounts.

8. **PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
13 x	70.00	40.00	25.00	12.50
26 x	66.00	38.00	23.75	11.85
52 x	63.00	36.00	22.50	11.25
78 x	59.00	34.00	21.25	10.65
156 x	55.00	32.00	20.00	10.00
260 x	52.00	30.00	18.75	9.40
312 x	49.00	28.00	17.50	8.75
10 min:	75% of 1/4 hr.			

Program charges—25% net station time.  
10. **SPECIAL FEATURES**  
News Service—25% net station time.

**KSHA**  
1962

Subscriber to the NAB Radio Code  
Media Code 4 238 5280 5.00  
Westone Broadcasting Co., 27 W. Main, Medford, Ore. 97501. Phone 503-772-8600.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSHA: MUSIC: modern country. Contact Representative for further details. Rec'd 12/17/73.

1. **PERSONNEL**  
General Manager—Virgil Watkins.  
Program Director—Bob Johnson.  
Sales Manager—Ruz Campbell.  
2. **REPRESENTATIVES**  
Mario Medina Company.  
Portland, Seattle—Hroncaht Northwest.  
Western States—Bill Dahlsten & Associates.  
3. **FACILITIES**  
1,000 w. days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, PST.  
4. **AGENCY COMMISSION**  
15% time only.  
5. **GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 28, 28c, 29a, 30.  
Contracts: 40a, 42d, 44a, 45, 51b, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60h, 60i, 61b, 61c.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 1/1/74—Rec'd 12/17/73.

6. **SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	260x	312x
1 min	6.00				

# OREGON

Medford—K T M T (FM)—Continued

5. GENERAL ADVERTISING See coded regulations Affiliated with NBC.

## TIME RATES

ET 2/1/73—Rec'd 2/26/73.

6. SPOT ANNOUNCEMENTS  
 1x 13x 26x 52x 104x 156x 260x 312x  
 1 min 6.60 6.25 5.95 5.60 5.30 4.95 4.60 4.30  
 30 sec 5.00 4.75 4.50 4.25 4.00 3.75 3.50 3.25

7. PACKAGE PLANS  
 30 DAY, ROS: 13 ti 26 ti 39 ti 65 ti 130 ti  
 1 min 59.00 99.00 134.00 199.00 349.00  
 30 sec 39.00 74.00 105.00 169.00 249.00

## CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%  
 1D, ROS: 10 ti 20 ti 30 ti  
 10 sec 2.00 1.75 1.50  
 50+—10 min 1.25 Fixed ID, 20 ti 1.50  
 24 HR PKG: 1 min 30 sec  
 10 ti 35.00 25.00

8. PROGRAM TIME RATES  
 1x 13x 26x 52x 104x 156x 260x 312x  
 1 hr 45.00 42.75 40.50 38.25 36.00 33.75 31.50 29.25  
 1/2 hr 25.00 23.75 22.50 21.25 20.00 19.75 17.50 16.25  
 1/4 hr 14.00 13.30 12.60 11.90 11.20 10.50 9.80 9.10

# KYJC

1947

Subscriber to the NAB Radio Code

Media Code 4 238 5390 2.00  
 Matco, Inc., Box 1745, 1840 Barnett Rd., Medford, Ore. 97501, Phone 503-770-3131.

1. PERSONNEL  
 General Manager—Craig Finley,  
 Program Manager—Jerry Allen,  
 Sales Manager—Bob Striplin.  
 2. REPRESENTATIVES  
 Alan Torbet Associates, Inc.  
 Northwest—Art Moore & Assoc., Inc.  
 3. FACILITIES  
 1,000 w.; 1230 kc. Non-directional.  
 Operating schedule: 24 hours daily, PST.  
 4. AGENCY COMMISSION  
 15/0 time only; payable 10th of following month.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8,  
 Rate Protection: 10a, 11a, 14a,  
 Basic Rates: 22a, 23a, 24a, 25a, 26, 29a,  
 Contracts: 40a, 45, 46, 48,  
 Comb.; Cont. Discounts: 60k, 61a 61b,  
 Cancellation: 73a.  
 Affiliated with American Contemporary Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 6/1/73—Rec'd 8/13/73.

AA—6-9:30 am, noon-1 pm & 4-7 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS  
 1 min 30 sec  
 AA, flat 6.00 5.00 A, flat 5.00 4.00

CLASS AA  
 WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti  
 YR: 50x 100x 150x 200x 250x 300x 400x 500x  
 1 min 5.75 5.50 5.25 5.00 4.75 4.50 4.25 4.00  
 30 sec 4.75 4.50 4.25 4.00 3.75 3.50 3.25 3.00  
 10 sec 3.00 2.75 2.50

CLASS A  
 1 min 4.75 4.50 4.25 4.00 3.75 3.50 3.25 3.00  
 30 sec 3.75 3.55 3.35 3.15 2.95 2.75 2.55 2.40  
 10 sec 2.00 1.75 1.50

7. PACKAGE PLANS  
 ROS—CLASS A  
 PER MO: 20 ti 40 ti 60 ti 90 ti 100+  
 1 min, ca. 4.25 4.00 3.50 3.25 3.00  
 30 sec, ca. 3.25 3.00 2.75 2.55 2.40

# NEWPORT

Lincoln County—Map Location D-1  
 See SRDS consumer market map and data at beginning of the State.

# KNPT

1948

NAB

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 238 5500 6.00  
 Yaquina Radio, Inc., Box 1028, 1940 N. Coast Hwy.,  
 Newport, Ore. 97365, Phone 503-265-2266.

STATION'S PROGRAMMING DESCRIPTION  
 KNPT: Programmed for general interest.  
 1. PERSONNEL  
 General Manager—Henry G. (Buzz) Florip.  
 2. REPRESENTATIVES  
 New York, Chicago, Los Angeles, San Francisco—  
 J. A. Lucas & Co., Inc./JALCO,  
 Northwest—Art Moore & Assoc., Inc.  
 3. FACILITIES  
 5,000 w.; 1310 kc. Directional—night only.  
 Operating schedule: 6 am-10 pm daily, PST.  
 4. AGENCY COMMISSION  
 15/0; time only.  
 5. GENERAL ADVERTISING See coded regulations  
 Affiliated with American Information Network.  
 Sold in combination with KBCH, Lincoln City, 25  
 spots on each station earn 50x rate on each.

## TIME RATES

No. 10 ET 1/1/73—Rec'd 5/10/73.

AA—6:30-9 am & 4-7 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS  
 CLASS AA  
 PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti 50 ti  
 PER YR: 50x 100x 150x 200x 300x 500x  
 1 min 4.00 4.75 4.50 4.25 4.00 3.75  
 30 sec 4.00 3.75 3.50 3.25 3.00 2.75

CLASS A  
 PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti 50 ti  
 PER YR: 50x 100x 150x 200x 300x 500x  
 1 min 4.00 3.50 3.60 3.40 3.20 3.00  
 30 sec 3.00 2.85 2.70 2.55 2.40 2.25  
 PER YR: 750x 1000x 1500x  
 1 min 2.80 2.60 2.40  
 30 sec 2.10 2.00 1.90

# NORTH BEND

Coos County—Map Location F-1  
 See SRDS consumer market map and data at beginning of the State.

## See Coos Bay-North Bend

# ONTARIO

Malheur County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

# KSRV

1946

NAB

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 238 5720 0.00  
 Inland Radio, Inc., Box 129, Ontario, Ore. 97914,  
 Phone 503-889-8651.

STATION'S PROGRAMMING DESCRIPTION  
 KSRV: MUSIC/Contemporary—MOR.  
 1. PERSONNEL  
 General Manager—Keith Snodgrass.  
 2. REPRESENTATIVES  
 The Sandberg-Glenn Company,  
 Seattle, Portland—The Tacher Company,  
 New York, Chicago—The Devney Organization, Inc.  
 3. FACILITIES  
 5,000 w.; 1380 kc. Directional—night only.  
 Operating schedule: 6 am-11 pm, MST.  
 4. AGENCY COMMISSION  
 None; agencies add commission to rates shown.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 15 ET 4/15/74—Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS  
 FIXED POSITION

PER WK: 5 ti 10 ti 20 ti 30 ti 50 ti  
 PER MO: 10 ti 20 ti 40 ti 60 ti 100 ti  
 1 min 5.00 4.50 4.25 4.00 3.80  
 30 sec 4.00 3.50 3.25 3.00 2.80

ROS  
 1 min 4.50 4.25 4.00 3.80 3.50  
 30 sec 3.50 3.25 3.00 2.80 2.50

12-MONTH CONTRACT  
 ROS: 260x 520x 780x 1040x 1560x 2080x  
 1 min 4.00 3.50 3.25 3.00 2.80 2.60  
 30 sec 3.00 2.50 2.40 2.30 2.20 2.00

7. PACKAGE PLANS  
 20 ti 40 ti 60 ti 80 ti 100 ti  
 1 min 76 144 204 248 300  
 30 sec 56 104 144 192 230

# OREGON CITY

Clackamas County—Map Location D-2  
 See SRDS consumer market map and data at beginning of the State.

## See Portland

(including Gresham, Hillsboro, Lake  
 Oswego, Oregon City, Ore.; Vancouver,  
 Wash.)

# PENDLETON (2 AM)

Umatilla County—Map Location D-4  
 See SRDS consumer market map and data at beginning of the State.

# KTIX

1941

NAB

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 238 5830 7.00  
 Roderick Sound, Inc., Box 579, S.W. 6th St.,  
 Pendleton, Ore. 97801, Phone 503-276-1311.

STATION'S PROGRAMMING DESCRIPTION  
 KTIX: MUSIC: current popular & modern country.  
 1. PERSONNEL  
 General Manager—Ronald L. Hughes.  
 2. REPRESENTATIVES  
 Jack Masia & Co., Inc.  
 Seattle, Portland—The Tacher Company,  
 Denver, Salt Lake City—Bob Hix Co., Inc.  
 3. FACILITIES  
 1,000 w. days, 250 w. nights; 1240 kc.  
 Non-directional.  
 Operating schedule: 6 am-11 pm, PST.  
 4. AGENCY COMMISSION  
 15%; time only.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Western States Radio Empire.

## TIME RATES

ET 3/1/74—Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS  
 FIXED POSITION

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
 PER YR: 52x 156x 312x 520x 780x  
 1 min 7.00 6.50 5.90 5.60 5.30  
 30 sec 5.30 5.00 4.70 4.40 4.10

ROS  
 1 min 5.30 5.00 4.70 4.50 4.20  
 30 sec 4.00 3.80 3.60 3.40 3.20

# KUMA

1955

NAB

RAB

A Fisher Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 238 5940 4.00  
 Pendleton Broadcasting Co., Box 278, 1815 S. W.  
 Emigrant, Pendleton, Ore. 97801, Phone 503-276-  
 1511.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Ted A. Smith.  
 2. REPRESENTATIVES  
 Bernard Howard & Co., Inc.  
 Northwest—Art Moore & Assoc., Inc.  
 3. FACILITIES  
 5,000 w.; 1290 kc. Directional—night only.  
 Operating schedule: 5:30 am-midnight, PST.  
 4. AGENCY COMMISSION  
 15/0 time only.  
 5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with American Information Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/73—Rec'd 8/2/73.

AA—7-9 am, noon-1 pm & 4-6 pm.  
 A—ROS.

6. SPOT ANNOUNCEMENTS  
 CLASS AA

PER WK: 5 wk 10 ti 20 ti 30 ti 40 ti 50 ti  
 PER MO: 26 ti 52 ti 78 ti 104 ti 150 ti  
 PER YR: 104x 156x 260x 520x 1000x  
 1 min 6.00 5.25 4.75 4.50 4.25 4.00  
 30 sec 4.50 4.00 3.75 3.50 3.25 3.00

CLASS A  
 1 min 4.50 4.00 3.75 3.50 3.25 3.00  
 30 sec 3.50 3.25 3.00 2.75 2.60 2.50

10. SPECIAL FEATURES  
 News, extra 10%.

# PORTLAND (15 AM; 10 FM)

(including Gresham, Hillsboro, Lake  
 Oswego, Oregon City, Ore.; Vancouver,  
 Wash.)

Hillsboro, Washington County, Ore.—Map Location  
 C-1  
 Gresham, Portland, Multnomah Co., Ore.—Map Location  
 D2  
 Lake Oswego, Oregon City, Clackamas Co., Ore.—  
 Map Location D-2  
 Vancouver, Clark County, Wash.—Map Location B-4

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.



"Reach Out  
 And Touch Me!"

If you want to reach out  
 and touch her and thou-  
 sands of women like her,  
 advertise your product or ser-  
 vice on KEX RADIO 1190.

\*According to the 1974 April-May  
 ARB more than 119,000 different  
 adult women listen to KEX each week  
 and as many as 19,700 may listen to  
 KEX in a given hour. Subject to usual  
 survey limitations.

For more details, Contact your  
 MAJOR MARKET REPRESENTATIVE  
 or:

**KEX RADIO/1190**  
 Golden West Broadcasters  
 Portland, Oregon 97201

# RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	40	37	39	37
B	39	31	36	31
C	36	30	32	18
D	38	30	29	17
AVERAGE	38	32	35	26

# KEX

1926

PORTLAND

GOLDEN WEST BROADCASTERS

Represented by  
 Major Market Radio, Inc.

# RAB

Subscriber to the NAB Radio Code  
 Media Code 4 238 6050 1.00  
 Golden West Broadcasters, Inc., 2130 S. W. Fifth  
 Ave., Portland, Ore. 97201, Phone 503-225-1190,  
 TWX 910-464-8066.

STATION'S PROGRAMMING DESCRIPTION  
 KEX: Programmed for adults & young adults.  
 AIR PERSONALITIES: 5 min news at :60; at :30 during commute hours & 12:30 pm, 4 newsmen, 2 mobile units. MUSIC 85%; 3/4 singles, 1/4 albums, featuring current selling general popular & standards. Old time radio, comedy & drama. Local talk program 10 pm-1 am M-Sat. NEWS 15%; emphasis on local with network, UPI national & international, stringers from other stations: 5-6:05 am, extended 6:30, 7 am, noon & 7 pm, editorials. SPORTS: pro football, college football & basketball & other special features. 2 shows daily M-Sat 8:05 am & 5:05 pm. Network at :05 each hr Sat 6 am-5 pm, Sun 9 am-5 pm. COMMERCIAL POLICY: 18 minutes maximum except 10 am-3 pm M-F, maximum 11 minutes. Contact Representative for further details. Rec'd 6/3/74.

1. PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Richard P. Kale.  
 Western Sales Manager—Don E. Broede.  
 Program Director—Vic Ives.  
 2. REPRESENTATIVES  
 Major Market Radio, Inc.  
 3. FACILITIES  
 50,000 w.; 1190 kc.  
 Directional—wave pattern, all hours.  
 Operating schedule: 24 hours daily except sign-off  
 2:00 am Sun to sign-on 6:00 am Sun, PST.  
 4. AGENCY COMMISSION  
 15% on net station time. No cash discount.  
 5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8,  
 Rate Protection: 10c, 11e, 12e, 13e, 14e, 15d,  
 Basic Rates: 20a, 22b, 23a, 24b, 28a, 28c, 29a,  
 Contracts: 40a, 42a, 45, 46, 47a, 49,  
 Comb.; Cont. Discounts: 60b, 60d, 60k, 61a, 62b,  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American Information Network.

## TIME RATES

No. 5 ET 2/1/73—Rec'd 2/5/73.  
 Morning Commute (MC)—Mon thru Fri 8-10 am.  
 Commute Club (CC)—Mon thru Fri 3-7 pm.  
 A—Mon thru Sat 5-6 am; Mon thru Fri 10 am-3  
 pm; Sat & Sun 6 am-9 pm.  
 B—Mon thru Fri 7 pm-midnight; Sat & Sun 9 pm-  
 midnight.  
 C—Sun thru Mon midnight-5 am. Rates on request.

6. SPOT ANNOUNCEMENTS

PER WK:	MC	CC	A	*B	MC	CC	A
1 x	49	35	30	15	40	28	24
5 x	45	30	28	10	36	24	22
15 x	40	27	25	9	32	22	20
31 x	37	25	23	8	30	20	18
52 x	34	23	21	7	27	18	17
78 x	31	20	19	6	25	16	14
104 x	29	18	16	5	23	14	13

(\*) 1 min or less.  
 10 sec: 50% of 1-min.  
 All spots except C may be combined for discounts.

7. PACKAGE PLANS

5 MIN:	MC	CC	A	*B	MC	CC	A
6 ti	48	30	26	10	38	24	21
12 ti	42	27	24	9	34	22	19
18 ti	38	25	22	8	30	20	18
24+	34	23	20	7	27	18	16

(\*) 1 min or less.

CIRCULATION PLAN

Plan I (1/2MC, CC, 1/6A, 1/3B).  
 Plan II (1/3MC, CC, 1/2A, 1/6B).

PER WK: 12 ti 18 ti 24 ti  
 1 min 276 360 432  
 30 sec 221 288 346

10. SPECIAL FEATURES

NEWS & SPORTS—ROTATE MON-SAT

5 MIN:	MC	CC	A	B
1 ti	55	40	36	15
3 ti	50	35	30	12
6 ti	48	32	28	10

First edition news, 5-6 am, 5 min, participating.

flat news, 7-7:15 am, 1 min or less partici-

pating, flat 50

All programs may be combined for discounts.

Talent charge on sports programs: Add 4.00 per broadcast—commissionable.

(Portland continued on next page)



**KGAR**

1963  
VANCOUVER, WASHINGTON

Media Code 4 238 6160 8.00  
KGAR, Box 1887, 2808 Walnut St., Vancouver,  
Wash. 98660. Phones 206-693-5070. 503-285-5575.

**STATION'S PROGRAMMING DESCRIPTION**  
KGAR: Programmed for young adults. Mon thru Sat  
noon. Programmed for Black audience Sat noon thru  
Sun.

**MUSIC:** M-Sat noon: Contemporary. Current Top 30  
hits, 60% current & 40% Gold. All from singles &  
albums. Sat noon-Sun: R & B. Current Top 30 hits  
& Golden Top 30. 70% current & 30% Gold. All  
from singles & albums. Sun features Black oriented  
Religious programs. **AIR PERSONALITIES** (4 rock  
DJ's, 3 Black, R & B DJ's) NEWS: 8 min at :60,  
local, regional, national, international. Expanded 15-  
min at 7 am, 12N & 5 pm. Contact Representative  
for further details. Rec'd 3/16/73.

- 1. PERSONNEL**  
Licensee—Gordon A. Rogers.  
Gen'l Sta. & Sales Mgr.—R. T. (Bob) Fletcher.
- 2. REPRESENTATIVES**  
California—Ray Rhodes and Company,  
Seattle, Portland—Fletcher-Page, Inc.
- 3. FACILITIES**  
1,000 w.; 1550 kc. Non-directional.  
Operating schedule: Daytime. PST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22b, 24b, 28a, 28c, 29a, 32b.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61b, 62a.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Affiliated with Mutual Black Network.

**TIME RATES**

ET 1/1/73—Rec'd 3/16/73.

6. SPOT ANNOUNCEMENTS				
PER YR:	240x	300x	350x	400x
1 min:	9	8	7	6
30 sec:	7	6	5	4
15 sec:	6	5	4	3

7. PACKAGE PLANS				
Per Day:	Per Wk:	Per Mo:	1 min	30 sec
4 ti	20 ti	9	9	7
6 ti	12 ti	50 ti	8	6
8 ti	24 ti	80 ti	7	5
10 ti	36 ti	100 ti	6	4

8. PROGRAM TIME RATES				
Ea (minimum 13)	5 min	1/4 hr	1/2 hr	1 hr
	15	25	35	50

10. SPECIAL FEATURES				
5-MINUTE NEWS				
PER MO:	6 ti	12 ti	24 ti	36 ti
Ea	13.50	13.00	12.50	11.50
PER YR:	25x	50x	100x	150x
Ea	13.00	12.50	11.50	11.00

**KGON (FM)**

1967  
PORTLAND

RAB

Media Code 4 238 6215 0.00  
KGON, L.C., Box 22125, Portland, Ore. 97222.  
Phone 503-656-1441.  
Other office: McCoy Broadcasting Co., 5600 S. Syracuse  
Circle, Englewood, Colo. 80110. Phone 303-  
771-8230.

**STATION'S PROGRAMMING DESCRIPTION**  
KGON (FM): Programmed for young adults.  
**MUSIC:** popular rock, top 40 & album. NEWS:  
local UPI, Earth news, Zodiac, News director. 6  
**AIR PERSONALITIES** handle all other segments.  
In-house public affairs & specials. **COMMERCIAL**  
**POLICY:** maximum 10 minutes per hour. Contact  
Representative for further details. Rec'd 7/15/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—James B. McGovern.  
Station Manager—Craig McCoy.  
Program Director—Robert Brooks.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Seattle—The Tacher Company.

- 3. FACILITIES**  
ERP 100,000 w.; 92.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 920 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15%.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11f, 12b, 13b, 14b, 15a, 15d.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 28a,  
28c, 29a, 30.  
Contracts: 40a, 40c, 41a, 44a, 44b, 45, 46, 48, 49,  
51a, 51b, 51c.  
Comb. Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h,  
60i, 61a, 61b, 62b, 62d.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: KYXI.  
Affiliated with Eastman Radio Network.  
Sold in combination with KYXI. See UNIPAC rates.

**TIME RATES**

No. 1 ET 1/1/74—Rec'd 11/28/73.

AA—Mon thru Fri 3 pm-midnight; Sat 10 am-mid- night.	BB—Mon thru Fri 6 am-3 pm; Sat 6-10 am; Sun 6 am-midnight.
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6. SPOT ANNOUNCEMENTS				
PER WK:	12 ti	18 ti	24 ti	30 ti
1 min 30 sec	15	12	14	11
AA	16	13	15	12
A	14	11	13	10

7. PACKAGE PLANS				
Per Day:	Per Wk:	Per Mo:	1 min	30 sec
4 ti	20 ti	9	9	7
6 ti	12 ti	50 ti	8	6
8 ti	24 ti	80 ti	7	5
10 ti	36 ti	100 ti	6	4

8. PROGRAM TIME RATES				
Ea (minimum 13)	5 min	1/4 hr	1/2 hr	1 hr
	15	25	35	50

10. SPECIAL FEATURES				
5-MINUTE NEWS				
PER MO:	6 ti	12 ti	24 ti	36 ti
Ea	13.50	13.00	12.50	11.50
PER YR:	25x	50x	100x	150x
Ea	13.00	12.50	11.50	11.00

**KGW**

1922  
PORTLAND

BLAIR RADIO

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 6270 5.00  
King Broadcasting Co., KGW Broadcast Center 1501  
S. W. Jefferson St., Portland, Ore. 97201. Phone  
503-224-8620. TWX 910-464-6150.

**STATION'S PROGRAMMING DESCRIPTION**  
KGW: Programmed for young adults.  
**MUSIC:** Contemporary rock. NEWS: 7 min at :60.  
**COMMERCIAL POLICY:** Maximum of 14 units  
per hour including news. Contact Representative for  
further details. Rec'd 8/3/73.

- 1. PERSONNEL**  
Manager—Tom Jackson.  
Program Director—Alan C. Mason.  
Local Sales Manager—Jim Woodyard.
- 2. REPRESENTATIVES**  
Blair Radio.

- 3. FACILITIES**  
5,000 w.; 620 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15% time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 14e.  
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 29a.  
Contracts: 40c, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73b.  
FM facilities: KINK (FM).

Affiliated with Blair Represented Network.  
Affiliated with American Contemporary Network.  
In the event of revision of station rates or discounts,  
any continuous broadcasts under the advertiser's con-  
tract may be extended at the rates and discounts  
herein shown without penalty of short rate or loss of  
discount on previous broadcasts for a period of not  
more than 13 weeks from the effective date of such  
revision.

Multi brands may be combined for frequency discoun-  
t purposes.  
Rates include station production services as available,  
station transcriptions, libraries and records. Rates  
also include news service and editing charges in the  
purchase of newscasts. Total package commissionable  
to recognized agencies.

**TIME RATES**

No. 36A ET 11/15/73—Rev 4/15/74—Rec'd 4/3/74.  
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat 6 am-  
8 pm.

A—Mon thru Sun 8 pm-midnight; Mon thru Fri  
10 am-3 pm; Sun 6 am-3 pm.

6. SPOT ANNOUNCEMENTS				
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min:	38	36	33	30
30 sec:	30	29	26	25

CLASS AA				
1 min:	33	31	28	25
30 sec:	26	25	22	21

CLASS AA				
PER YR:	312x	520x	780x	1040x
1 min:	36	34	33	30
30 sec:	30	29	27	26

CLASS AA				
1 min:	31	29	28	24
30 sec:	25	23	22	21

7. PACKAGE PLANS				
Per Day:	Per Wk:	Per Mo:	1 min	30 sec
4 ti	20 ti	9	9	7
6 ti	12 ti	50 ti	8	6
8 ti	24 ti	80 ti	7	5
10 ti	36 ti	100 ti	6	4

8. PROGRAM TIME RATES				
Ea (minimum 13)	5 min	1/4 hr	1/2 hr	1 hr
	15	25	35	50

10. SPECIAL FEATURES				
5-MINUTE NEWS				
PER WK:	1 ti	6+		
AA	51	47		
A	41	32		

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—8%. Applies to spots and newscasts.  
All night show—Tues thru Sun midnight-5:30 am,  
1-min/less 5.00. Not combinable for frequency dis-  
count.  
Talk show Sun 6-10 am & Farm show Mon thru Fri  
4:30 am—ea 1-min flat 15.00; 30-sec/less, flat  
12.00.

**KINK (FM)**

1968  
PORTLAND

NAB

RAB

Media Code 4 238 6300 0.00  
King Broadcasting Co., 1501 S. W. Jefferson St.,  
Portland, Ore. 97201. Phone 503-224-8620. TWX  
910-464-6150.

See affiliated AM station for additional information.  
AM facilities: KGW.

**STATION'S PROGRAMMING DESCRIPTION**  
KINK (FM): Programmed for young adults.  
**MUSIC:** progressive rock from albums, mixing rock  
and folk rock. NEWS: 2 min at :45. **COMMERCIAL**  
**POLICY:** maximum of 10 minutes per hour.  
Contact Representative for further details. Rec'd  
8/1/74.

- 1. PERSONNEL**  
Station Manager—Jeff Douglas.  
National Sales Manager—Tom Jackson.  
Local Sales Manager—Wes Lee
- 2. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.9  
mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,611 ft. above average terrain.

- 3. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC and R+R Represented Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 7 ET 4/1/74—Rec'd 5/31/74.  
AA—3 pm-midnight.  
A—6 am-3 pm.

6. SPOT ANNOUNCEMENTS				
PER WK:	12 ti	18 ti	24 ti	30 ti
1 min 30 sec	15	12	14	11
AA	16	13	15	12
A	14	11	13	10

6. SPOT ANNOUNCEMENTS

SECTION I—SPECIFIED

CLASS AA				
PER WK:	6 ti	12 ti	18 ti	24 ti
1 min:	17	16	14	13
30 sec:	15	14	12	11

CLASS A				
1 min:	13	12	11	10
30 sec:	11	10	9	8

SECTION II				
CLASS AA				
1 min:	14	12	11	10
30 sec:	13	12	10	9

CLASS A				
1 min:	12	11	10	8
30 sec:	10	9	8	7

CONSECUTIVE WEEK DISCOUNT				
13 wk—5%	26 wk—10%	A		
PER YR, BTA:	1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
260 x	14	12	11	9
520 x	12	10	10	8
780 x	11	9	8	7
1040 x	10	8	7	6

**KISN**

1939  
VANCOUVER, WASHINGTON

A Star Station

Independent



Buckley Radio Sales, Inc.

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 6380 2.00  
Star Broadcasting, Inc., 10 N. W. 10th Ave., Port-  
land, Ore. 97209. Phones 503-226-7191, 206-698-  
7422.

**STATION'S PROGRAMMING DESCRIPTION**  
KISN: Programmed for young adults and teens.  
Contact Representative for further details. Rec'd  
1/3/72.

- 1. PERSONNEL**  
Chairman of the Board—Don W. Burden.  
Pres. & Gen'l Mgr.—Sol Rosinsky.  
Vice-Pres. & Sta. Mgr.—Don Hedges.
- 2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
Seattle—Simpson/Kelly & Associates Co.

- 3. FACILITIES**  
5,000 w.; 910 kc. Directional.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING** See coded regulations  
Basic Rates: 24b, 25a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60g.  
Sold in combination with WIFE, WIFE-FM In-  
dianapolis, Ind. & KOIL, KEFM Omaha, Neb.  
See WIFE for discounts.

**TIME RATES**

No. 5 ET 11/1/69—Rec'd 11/10/69.  
AAA—Mon thru Sat 5:30-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.

- 7. PACKAGE PLANS**

TOTAL AUDIENCE PLANS				
1 MIN:		1	2	3
5:30-10 am		6	4	3
10 am-3 pm		12	8	6
3-7 pm		6	4	3
7 pm-midnight and/or wknds.		12	8	6

PER WK, EA:				
1 min:	36 ti	24 ti	18 ti	12 ti
Total Audience Plan spots do not contribute toward frequency of rotating plans spots.	29.00	30.00	31.00	31.00

1-MINUTE ROTATING PLAN PACKAGES				
PER WK:	36 ti	24 ti	18 ti	12 ti
AAA	36.00	37.00	38.00	39.00
AA	34.00	35.00	36.00	37.00
A	18.00	18.50	19.00	19.50

5-MINUTE NEWS—FIXED				
AAA	58	57	56	55
AA	48	47	46	45
A	33	32	31	30

10. SPECIAL FEATURES				
5-MINUTE NEWS—FIXED				
AAA	58	57	56	55
AA	48	47	46	45
A	33	32	31	30

2. REPRESENTATIVES

- Katz Radio.
- 3. FACILITIES**  
ERP 50,000 w.; 99.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 874 ft. above average terrain.

- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KWJJ. See that listing  
for rates.

**TIME RATES**

No. 4 ET 6/8/74—Rec'd 8/26/74.  
AA—Mon thru Sun 10 am-8 pm.  
A—All other times.

# OREGON

## Portland—K L S C—Continued

MUSIC: 95% classic gold, golden oldies from the 50's & early 60's. NEWS: 5-11 am. 3-man news staff. Five 5-min newscasts per day. SPORTS: 5 min, 8:05 am & 4:05 pm. COMMERCIAL POLICY: Maximum 12 commercial minutes per hour with a maximum of 6 spot sets per hour. Contact Representative for further details. Rec'd 11/5/73.

- PERSONNEL**  
Gen'l & Sales Mgr.—Fred C. Delahay.  
Program Director—Bill Drake (Drake-Chenault).
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
5,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- GENERAL ADVERTISING** See coded regulations Sold in combination with KPAM (FM). See that listing for rates.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 12/1/73—Rec'd 11/5/73.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-5 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-local sunset; Sat & Sun 6-10 am & 5 pm-local sunset.  
(\*) Local sunset.

### SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	16	15	14	13	12
30 sec.	13	12	11	10	9
CLASS A					
1 min.	13	12	11	10	9
30 sec.	10	9	8	7	6
10 sec: 60% of 1-min.					
500 x annual rate: 36 ti wkly rate.					

## KOIN

1924  
PORTLAND

CBS Radio Network

Selcom, Inc.

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 6710 0.00  
Mount Hood Radio & Television Broadcasting Corp.,  
140 S. W. Columbia St., Portland, Ore. 97201.  
Phone 503-228-3333.

**STATION'S PROGRAMMING DESCRIPTION**  
Koin: Programmed for adults.  
NEWS: network & local every 1/2 hr. 28 man news staff combined with TV operation. SPORTS: pro basketball & football; tele/talk show 6-7:30 pm M-Sat. FEATURES: traffic reports, weather & sports commentary. MUSIC: MOR singles & albums. Contact Representative for further details. Rec'd 8/5/74.

- PERSONNEL**  
General Manager—Richard J. Butterfield.  
Station Manager—J. Robert McGill.  
Program Manager—Dave Bell.
- REPRESENTATIVES**  
Selcom, Inc.

**FACILITIES**  
5,000 w.; 970 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.  
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities, see KOIN-FM.

**AGENCY COMMISSION**  
15/0 time only.

**GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16c.  
Basic Rates: 20a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28a, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 17 Eff 4/15/73—Rec'd 4/4/73.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 8 am-7 pm.  
B—Mon thru Sun 7 pm-midnight; Mon thru Sat 5:30-6 am; Sun 5:30-8 am.

**SPOT ANNOUNCEMENTS**

1 MINUTE

PER YR:	52x	156x	312x	520x	780x	1040x
PER MO:	24 ti	48 ti	72 ti	96 ti	120 ti	144 ti
PER WK:						

CLASS AA

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	42 ti
1 min.	21	20	19	18	17	16
30 sec.	18	17	16	15	14	13
CLASS A						
1 min.	18	17	16	15	14	13
30 sec.	15	14	13	12	11	10
10 sec: 60% of 1-min.						
500 x annual rate: 36 ti wkly rate.						

CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	42 ti
1 min.	15	14	13	12	11	10
30 sec.	12	11	10	9	8	7

30 SECONDS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	42 ti
1 min.	15	14	13	12	11	10
30 sec.	12	11	10	9	8	7

1 MINUTE

TAP, BTA:	1 ti	6 ti	12 ti	21 ti	30 ti	36 ti
1 wk.	22	21	19	16	15	14
13 wk.	20	19	17	15	14	13
26 wk.	19	17	16	14	14	13
39 wk.	18	16	14	13	12	11
52 wk.	17	15	14	12	11	10

30 SECONDS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	42 ti
1 wk.	16	15	14	12	11	10
13 wk.	15	14	13	11	10	9
26 wk.	14	13	12	10	9	8
39 wk.	13	12	10	9	8	7
52 wk.	12	11	10	9	8	7

# KOIN-FM

1948  
PORTLAND

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 6255 8.00  
Mount Hood Radio & Television Broadcasting Corp.,  
140 S. W. Columbia St., Portland, Ore. 97201.  
Phone 503-228-3333.

**STATION'S PROGRAMMING DESCRIPTION**  
Koin-FM: MUSIC: midnight-7 pm popular & general for adult audience. 7 pm-midnight specially scripted & arranged program of concert music. NEWS & weather at :60. Contact Representative for further details. Rec'd 8/5/74.

**FACILITIES**  
ERP 100,000 w.; 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,844 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see KOIN.

### TIME RATES

Eff 4/1/74—Rec'd 4/1/74.

**SPOT ANNOUNCEMENTS**

PER WK:	1x	6x	12x	21x	30x	36x
1 min.	12	10	9	8	7	6

**PARTICIPATING PROGRAMS**  
Concert Hall—Mon thru Sun 7 pm-midnight.  
90-min segment sponsorship per wk 75 70 60  
Minimum contract 13 weeks. Class A, 6 am-7 pm, and Class B, midnight-6 am, combinable with AM for discount frequency.

## KPAM (FM)

1948  
PORTLAND

ABC-FM

spot sales, Inc.

NAB

Media Code 4 238 6820 7.00  
Romito, Inc., 4700 S. W. Council Crest Dr., Portland, Ore. 97201. Phone 503-226-7676.

**STATION'S PROGRAMMING DESCRIPTION**  
KPAM (FM): Programmed for adults 18-34 plus teens.  
MUSIC: 99%: 8 oldies, 8 current hits per hr. 7 AIR PERSONALITIES handle musical segments. NEWS: 15%. 3-man news staff. Three 10-min newscasts per day. 2 public service spots per hr live. COMMERCIAL POLICY: Maximum 10 minutes per hour with a maximum of six spot sets per hour. Contact Representative for further details. Rec'd 11/5/73.

**PERSONNEL**  
President—Walter P. Rossman.  
General & Sales Manager—Fred C. Delahay.  
Program Director—Michael O'Brien.

**REPRESENTATIVES**  
ABC FM Spot Sales.

**FACILITIES**  
ERP 100,000 w. (horiz.), 40,000 w. (vert.); 97.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1,200 ft. above average terrain.

**AGENCY COMMISSION**  
15/0; 10th of following month.

**GENERAL ADVERTISING** See coded regulations  
General: 4a, 5, 7a.  
AM facilities: KLSC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 12/1/73—Rec'd 11/5/73.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-5 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-1 am; Sat & Sun 6-10 am & 5 pm-1 am.

**SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	21	20	19	18	17
30 sec.	18	17	16	15	14
CLASS A					
1 min.	18	17	16	15	14
30 sec.	15	14	13	12	11
10 sec: 60% of 1-min.					
500 x annual rate: 36 ti wkly rate.					

CLASS A

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	15	14	13	12	11
30 sec.	12	11	10	9	8

30 SECONDS

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	15	14	13	12	11
30 sec.	12	11	10	9	8

KPAM (FM)/KLSC COMBINATION  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 12/1/73—Rec'd 11/5/73.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-5 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-1 am; Sat & Sun 6-10 am & 5 pm-1 am.  
(\*) Or local sunset on KLSC.

**SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti
1 min.	33	31	29	27	25
30 sec.	27	25	23	21	19
CLASS A					
1 min.	27	25	23	21	19
30 sec.	21	19	17	15	13
10 sec: 60% of 1-min.					
500 x annual rate: 36 ti wkly rate.					

## KPDQ

1947  
PORTLAND

NAB

Subscriber to the NAB Radio Code  
Media Code 4 238 6930 4.00  
KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.

**STATION'S PROGRAMMING DESCRIPTION**  
KPDQ: Programmed for adults.  
RELIGIOUS: non-denominational format. Local & nationally syndicated religious programs, sacred

music. NEWS: 5-min at :30 during music segments; 15-min summaries 6:15 am & 5:15 pm. Commentator 5 pm. Rec'd 5/18/73.

**PERSONNEL**  
President—John W. Davis.  
General Manager—Robert W. Ball.  
Sales Manager—Donald Lucich.

**FACILITIES**  
1,000 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

**AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 25a, 28b, 28c, 29a, 30.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
Eff 3/1/73—Rec'd 5/18/73.

**SPOT ANNOUNCEMENTS**

PER WK:	1x	13x	52x	156x	260x	312x
1 min.	16	15.50	15.00	14.00	13.00	12.00
30 sec.	12.00	11.50	11.00	10.00	9.00	8.00

**PACKAGE PLANS**

PER MO:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min.	14	13	12	11	10
30 sec.	11	10	9	8	7

ROS—15% discount yrly contract.  
AM/FM COMBINATION  
Applicable AM rates plus 25%. Simulcast or separate, subject to availability.

## KPDQ-FM

1961  
PORTLAND

NAB

Media Code 4 238 6931 2.00  
KPDQ, Inc., 4903 N. E. Sandy Blvd., Portland, Ore. 97213. Phone 503-282-3232.

**STATION'S PROGRAMMING DESCRIPTION**  
KPDQ-FM: Programmed for adults.  
RELIGIOUS: non-denominational format. Local & nationally syndicated religious programs, sacred music. NEWS: 5-min at :30 during music segments; 15-min summaries 6:15 am, 12N, 5:15 pm & 1:15 am. Commentator 5 pm. Rec'd 5/18/73.

**FACILITIES**  
ERP 57,000 w.; 93.7 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.—937 ft. above average terrain.

**GENERAL ADVERTISING** See coded regulations  
Sold in combination with KPDQ. See that listing for rates.

**TIME RATES**  
Eff 3/1/73—Rec'd 5/18/73.

**SPOT ANNOUNCEMENTS**

PER WK:	1x	13x	52x	156x	260x	312x
1 min.	10	9	8	7	6	5
30 sec.	9	8	7	6	5	4

**PACKAGE PLANS**

PER MO:	5 ti	10 ti	25 ti	50 ti	100 ti
1 min.	9.50	9.00	8.00	7.00	6.00
30 sec.	8.50	8.00	7.00	6.00	5.00

ROS—15% discount, yrly contract.

## KPOK

1923  
PORTLAND

ata

Alan Torbet Associates, Inc.

Modern Country

Media Code 4 238 7150 8.00  
KPOK, Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-227-3484.

**STATION'S PROGRAMMING DESCRIPTION**  
KPOK: Programmed for general appeal 18-49.  
MUSIC: country. NEWS & SPORTS: local and national at :15. Tele/talk M-Sat 10 pm-midnight. Contact Representative for further details. Rec'd 3/6/74.

**PERSONNEL**  
General Manager—Robert O. Franklin.  
Program Director—Charles J. Ferguson.

**REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**FACILITIES** 5,000 w.; 1330 kc. Directional.  
Operating schedule: 24 hours daily. PST.

**AGENCY COMMISSION**  
15/0; 10th following month.

**GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4d, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 21a, 22a, 22b, 23a, 24a, 24c, 28b, 28c, 29a, 29b, 33b.  
Comb.: Cont. Discounts: 60b, 60f, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: KUPL (FM).  
Affiliated with MBS.  
Affiliated with ATA Radio Network.

**TIME RATES**  
Eff 7/1/73—Rec'd 8/16/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.  
B—Tues thru Sun midnight-6 am.

**SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	AAA	AA	A
1 min.	26	23	19	21	19	15
6 ti	24	21	17	19	17	14
12 ti	22	20	15	18	16	12
18 ti	20	18				



Portland—K R D R—Continued

- 2. REPRESENTATIVES**  
Los Angeles—John Andy Potter Co.  
San Francisco—Don H. Pichans Co.  
Other—Call collect 1-503-665-4143.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations**  
General: 4a.  
Contracts: 40a.  
Cancellation: 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ER—Rec'd 7/30/73.  
AA—6-9 am & 4-7 pm.  
A—9 am-4 pm.

**7. PACKAGE PLANS**

PER WK:	1 MINUTE	1 WEEK
AA	14.00 15.00 15.00 14.00 13.00 13.00	10.50 11.00 11.00 10.50 10.00 10.00
A	14.00 13.50 13.00 12.50 12.00 11.00	10.50 10.00 10.00 9.50 9.00 8.50
ROS	13.00 12.50 12.00 11.50 11.00 10.50	10.50 10.00 10.00 9.50 9.00 8.50

**8 WEEKS**

AA	15.00 15.00 14.50 14.00 13.50 13.00 12.50
A	13.50 13.00 12.50 12.00 11.50 11.00 10.50
ROS	12.50 12.00 11.50 11.00 10.50 10.00 9.50

**13 WEEKS**

AA	14.50 14.00 13.50 13.00 12.50 12.00 11.50
A	12.50 12.00 11.50 11.00 10.50 10.00 9.50
ROS	11.50 11.00 10.50 10.00 9.50 9.00 8.50

**26 WEEKS**

AA	14.00 13.50 13.00 12.50 12.00 11.50 11.00
A	12.00 11.50 11.00 10.50 10.00 9.50 9.00
ROS	11.00 10.50 10.00 9.50 9.00 8.50 8.00

**52 WEEKS**

AA	13.50 13.00 12.50 12.00 11.50 11.00 10.50
A	11.50 11.00 10.50 10.00 9.50 9.00 8.50
ROS	10.50 10.00 9.50 9.00 8.50 8.00 7.50

**30 sec: 60% of 1-min. 10 sec: 50% of 1-min.**

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min
1x	125	75	40 18

**10. SPECIAL FEATURES**  
Newscasts—3 min at :30 & :30. spot rate plus 5.00.

**KUIK**  
1954  
HILLSBORO

Media Code 4 238 7492 4.00  
Sho-N-Tel, Inc., Box 496, Hillsboro, Ore. 97123.  
Phone 503-640-1360.

**STATION'S PROGRAMMING DESCRIPTION**  
KUIK: MUSIC: Soft rock 70%, solid gold 30%.  
NEWS: regional & AP at :30; 1 min community events at :30; on-air newsmaker comment at :45.  
SPORTS: U football; scores & features Sat 9:30-11 am; 5 min sports M-Sat 8:05 am & 5:05 pm.  
PARTICIPATION: Lisciner's contest at :15 M-F.  
COMMERCIAL POLICY: maximum 12 minutes per hour. Rec'd 12/5/73.

- 1. PERSONNEL**  
General Manager—Charles A. Woodstock.

- 3. FACILITIES**  
1,000 w. days; 1860 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

- 4. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3d, 4a, 5, 6a, 7a.  
Basic Rates: 20b.  
Prod. Services: 80, 82.

- TIME RATES**  
ET 5/1/73 Rec'd 6/24, 1973.  
AA—6-9 am, noon-1 pm & 3:30-6:30 pm.  
A—9 am-noon, 1-3:30 pm & 6:30 pm-sign-off.

- 6. SPOT ANNOUNCEMENTS**
- | PER YR: | 1 min | 30 sec |
|---------|-------|--------|
| 300 x   | 4.50  | 4.00   |
| 500 x   | 4.00  | 3.50   |

- 7. PACKAGE PLANS**
- | PER WK, *ROS: | 40 ti | 30 ti | 20 ti | 10 ti | 1 ti |
|---------------|-------|-------|-------|-------|------|
| 1 min.        | 4.50  | 5.00  | 5.50  | 6.00  | 6.50 |
| 30 sec.       | 3.50  | 4.00  | 4.50  | 5.00  | 5.50 |

- SPECIFIED:**
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 5.00 | 5.50 | 6.00 | 6.50 | 7.00 |
| 30 sec. | 4.00 | 4.50 | 5.00 | 5.50 | 6.00 |

- (\*) 60% AA, 40% A.

- 10. SPECIAL FEATURES**
- | NEWS          | 300x  | 500x  |
|---------------|-------|-------|
| 5 min.        | 5.00  | 4.50  |
| PER WK, *ROS: | 40 ti | 20 ti |
| 3 min.        | 5.00  | 6.00  |
| SPECIFIED:    | 5.00  | 6.00  |
| 3 min.        | 5.50  | 7.50  |
| 3 min.        | 5.50  | 8.50  |

- (\*) 60% AA, 40% A.

- CONSECUTIVE WEEK DISCOUNT**
- |           |           |
|-----------|-----------|
| 15 wk—5%  | 39 wk—15% |
| 26 wk—10% | 53 wk—30% |

- KUPL (FM)**  
1948  
PORTLAND

Alan Torbet Associates, Inc.

Media Code 4 238 7541 8.00

KPOJ Inc., 1019 S. W. 10th Ave., Portland, Ore. 97205. Phone 503-321-0760.

See affiliated AM station for additional information. AM facilities: KPOJ.

**STATION'S PROGRAMMING DESCRIPTION**  
KUPL (FM): MUSIC: Popular, primarily instrumental.

**1. PERSONNEL**  
General Sales Manager—Dan Heron.  
Program Director—Larry R. Wilson.

**2. FACILITIES**  
ERI 100,000 w. (horiz.) 48,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 1100 ft. above average terrain.

**3. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4d, 6a, 7b, 8.  
Rate Protection: 10c, 11e, 12c, 13c, 14c.  
Basic Rates: 21a, 22a, 22b, 23a, 24a, 24c, 28b, 29a, 29b, 33b.  
Contracts: 40c, 41, 44b, 45, 46, 47a, 38, 50, 51c.  
Cancellation: 70c, 70e, 71a, 72, 73a.  
Prod. Services: 80.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/73—Rec'd 8/6/73.  
AAA—Mon thru Sat 9 am-8 pm; Sun noon-8 pm.  
AA—Mon thru Sun 6-9 am & 8 pm-midnight.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 sec
AAA	15	12	12	11	9
AA	13	12	11	10	9
A	11	10	10	9	8

A: 1-min or 30-sec. ea 5.00.

**7. PACKAGE PLANS**  
WEEKLY—1/2AA, 1/2AAA

PER WK:	12 ti	18 ti	24 ti
1 min.	11.50	10.50	10.00
30 sec.	10.00	9.00	8.50

Scheduled over 5 days & rotated within time classes.

KUPL (FM)/KPOK combine to earn frequency discount. Must run concurrently, major schedule not to exceed 75%. Spots rotate within time classes.

**KVAN**  
1956  
VANCOUVER, WASH.

Media Code 4 238 7590 5.00

New Broadcasting Corp., 11197 N. Portland Rd., North Portland, Ore. 97043. Phone 503-286-8181.

Mailing Address: Box 7, North Portland, Ore. 97043.

San Francisco Office: 1170 Guerrero St., San Francisco, Calif. 94110. Phone 415-824-9446.

- 1. PERSONNEL**  
President—Howard R. Slobodin.

- 2. REPRESENTATIVES**  
The Sandberg-Glenn Company.

- 3. FACILITIES**  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.

- 5. GENERAL ADVERTISING See coded regulations**  
Contracts: 40a.

**TIME RATES**  
ET 1/1/67—Rec'd 9/27/67.

**6. SPOT ANNOUNCEMENTS**

1 min.	20x	32x	150x
9.20	8.30	7.80	6.90
30 sec.	7.50	6.90	6.50
15 sec.	6.10	5.50	5.20

**7. PACKAGE PLANS**

1 WEEK	10 ti	20 ti	30 ti	40 ti
1 min.	70	135	195	250
30 sec.	60	115	165	210
15 sec.	50	85	125	170

**4 WEEKS**

1 min.	270	520	750	890
30 sec.	230	440	630	800
15 sec.	200	360	510	640

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	5 min	
1x	84.50	50.80	34.00	16.50
2x	78.00	45.70	30.50	16.90
52 x	72.00	42.20	26.80	15.70
152 x	63.80	38.10	25.40	13.90

**KWJJ**  
1925  
PORTLAND

**Park BROADCASTING**

**AMERICAN ENTERTAINMENT RADIO NETWORK**

**KATZ RADIO**

Media Code 4 238 7780 8.00

KWJJ Broadcasting Co a Div. of Roy H. Park Broadcasting of Roanoke, Inc., 931 S. W. King Ave., Portland, Ore. 97205. Phone 503-228-4393.

**STATION'S PROGRAMMING DESCRIPTION**  
KWJJ: Programmed for adults.

**MUSIC:** Nashville Sound country. NEWS: 5-min local at :10. M-Sat, 6 am-8 pm; 15-min local at 5:10 pm. M-F; network at :40. M-Sat, 6 am-8 pm.

**SPORTS:** at :50. M-Sat 6 am-8 pm. RELIGIOUS: M-Sat, 8-10 pm. COMMERCIAL POLICY: 15 min per hour. Contact Representative for further details. Rec'd 6/5/73.

- 1. PERSONNEL**  
President—Roy H. Park.  
Vice-President—Roger Turner.  
General Manager—James J. Opsitnik.

- 2. REPRESENTATIVES**  
Katz Radio.  
Seattle—Art Moore & Assoc., Inc.

- 3. FACILITIES**  
50,000 w. days, 18,000 w. nights; 1680 kc.  
Directional—same pattern—day and night.  
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**  
10% time only; 18th of following month.

- 5. GENERAL ADVERTISING See coded regulations**

General: 1b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 13b, 14b, 15a, 15c, 15e.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24, 27, 28a, 28c, 29a.

Contracts: 40a, 41, 44a, 45, 46, 48, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 61c.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 82.

FM facilities: KJIB (FM).  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.

**TIME RATES**  
KWJJ/KJIB (FM) COMBINATION  
No. 1 ET 6/6/74—Rec'd 6/28/74.

AAA—Mon thru Fri 5:30-10 am.  
AA—Mon thru Fri 3-7 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—Sun thru Sat 7 pm-midnight.  
C—Tues thru Sun midnight-5:30 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	44	42	40	38	36
AA	40	38	36	34	32
A	38	36	34	32	30
B	24	22	20	18	16

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

C: Flat 10.00.  
AM only: Deduct 4.00 per 1-min spot.

**10. SPECIAL FEATURES**  
5-min news—1-1/2x applicable 1-min rate.

**KXL and KXL-FM**  
1926 PORTLAND 1960

**KAYE-SMITH RADIO**

Subscriber to the NAB Radio Code

Sold in Combination Only: Programmed Separately.  
Media Code 4 238 7910 7.00

Kaye-Smith Radio, Box 22106 S. E. 82nd and Sunnyside Rd., Portland, Ore. 97222. Phone 503-654-3193.

- 1. PERSONNEL**  
Executive Director—Lester M. Smith.  
Station Manager—Ray Watson.

- 2. REPRESENTATIVES**  
McGarran-Guild, Inc.

- 3. FACILITIES**  
50,000 w. days; 750 kc.  
Directional—same pattern, all hours.  
Operating schedule: 6 am-local sunset. PST.  
FM—ERP 100,000 w.; 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**  
15/0; 10th of following month.

- 5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21d, 22a, 24c, 28b, 30b.  
Contracts: 40, 41, 44, 47.  
Comb. Cont. Discounts: 60a, 60f.  
Cancellation: 70a, 70e, 71a, 72, 73b.

**TIME RATES**  
KXL/KXL-FM COMBINATION  
No. 3 ET 1/1/72—Rec'd 1/5/72.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.  
R—All other times.

**7. PACKAGE PLANS**

PER WK:	WEEKLY PACKAGES	AAA	AA	A	B
6 ti	38	34	32	15	15
12 ti	36	32	30	12	12
18 ti	34	30	28	11	11
24 ti	32	28	26	9	9

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
All spots combine for frequency discounts.

**KYXI**  
1947  
OREGON CITY

**ROBERT E. EASTMAN & CO., INC.**

Media Code 4 238 7620 4.00

KYXI Inc., Box 22125, Portland, Ore. 97222. Phone 503-656-1441.

Other office: McCoy Broadcasting Co., 5600 S. Syracuse Circle, Englewood, Colo. 80110. Phone 303-771-8230.

**STATION'S PROGRAMMING DESCRIPTION**  
KYXI: Programmed for adults.

**MUSIC:** 90% album, 10% singles, featuring current selling & standards. NEWS: 30% national, 70% local. Network news at :30. World news 6:30-6:40 am. Total news & information 7-8:30 am. 50% news & information 4-8 pm. UPI audio. Traffic reports 7-8:30 am & 4-8 pm. Local & national commentary daily. Editorials. Public opinion poll 7:10 am daily. SPORTS: 7:08, 8:08 am, 4:50 & 5:50 pm daily. College football, basketball. Contact Representative for further details. Rec'd 7/15/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—James B. McGovern.  
Sales Manager—Denton Holmes.  
Program Director—Bob Reed.

- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Seattle—The Tacher Company.

- 3. FACILITIES**  
50,000 w. days; 10,000 w. nights; 1330 kc.  
Directional—same pattern day and night.  
Operating schedule: 24 hours daily. PST.

- 4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11f, 12b, 13b, 14b, 15a, 15d.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 25c, 29a, 30.

Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 48, 49, 51a, 61b, 51c.

Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60b, 60i, 61a, 61b, 62b, 62d.

Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KGON (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with NAB.

**TIME RATES**  
KYXI/KGON (FM) COMBINATION  
No. 1 ET 2/1/74—Rec'd 2/18/74.

**7. PACKAGE PLANS</**

# OREGON

## Redmond—KPRB—Continued

### 7. PACKAGE PLANS

Per week:	1 min.	30 sec.	10 sec.
10 times, each	4.50	3.25	1.90
15 times, each	4.50	3.00	1.75
20 times, each	4.00	2.75	1.50
25 times, each	3.75	2.50	1.25
30 times, each	3.50	2.25	1.00
35 times, each	3.25	2.00	0.75
40 times, each	3.00	1.75	0.50
Per month:	4.75	3.50	2.25
20 times, each	4.50	3.25	2.00
25 times, each	4.25	3.00	1.75
30 times, each	4.00	2.75	1.50
35 times, each	3.75	2.50	1.25
40 times, each	3.50	2.25	1.00

## REEDSPORT

Douglas County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

### KDUN

Media Code 4 238 8380 3.00  
KDUN, Box 471, No. 1 Melody Lane, Reedsport, Ore. 97461. Phone 503-271-2074.

- PERSONNEL**  
Mgr. & Prog. Dir.—I. Jerome Kenagy.
- REPRESENTATIVES**  
The Sandberg-Glenn Company, Seattle, Portland—The Tacher Company.
- FACILITIES**  
3,000 w.; 1470 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time and talent; 10 days.

### TIME RATES

No. 104 ET 6/07—Rec'd 6/19/67.

#### 7. PACKAGE PLANS

YEARLY:	32x	104x	156x	200x	312x
WEEKLY:	(*) 12 ti	18 ti	24 ti	30 ti	36 ti
Open	4.00	2.50	3.00	4.00	3.50

20 SECONDS

Open	3.30	3.04	3.33	3.70	3.58
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(\*) 6 ti or less.  
10 sec ID's: 50% of 1-min.

## ROSEBURG (3 AM; 1 FM)

Douglas County—Map Location E-1  
See SRDS consumer market map and data at beginning of the State.

### KQEN

Media Code 4 238 8360 2.00  
KQEN Broadcasters, Inc., Box 347, Roseburg, Ore. 97470. Phone 503-673-4464.

- PERSONNEL**  
Owner & Manager—Lyle Fenner.
- REPRESENTATIVES**  
Washington, Oregon—Simpson/Reilly & Associates Co., San Francisco—Pacific Broadcast Sales.
- FACILITIES**  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

### TIME RATES

ET 7/17/74—Rec'd 6/17/74.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA—6:30-8:30 AM & 4:30-6:30 PM	WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	54 ti	60 ti	66 ti	72 ti	78 ti	84 ti	90 ti	96 ti	100x
YR:	1 min	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00	0.75	0.50	0.25	0.25	1000x
	30 sec	5.00	4.75	4.45	4.10	3.80	3.50	3.00	2.50	2.00	1.50	1.00	0.75	0.50	0.25	0.25	1000x	

ROS

1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.00
30 sec	4.50	4.25	3.90	3.55	3.00	2.50	2.00

10 sec: 50% of 1-min.  
News: 7-5.0.

### KRRR

Subscriber to the NAB Radio Code  
Media Code 4 238 8470 3.00  
Douglas County Broadcasters, Inc., Box 919, 783 N. E. Garden Valley Rd., Roseburg, Ore. 97470. Phone Orchard 3-5551.

- PERSONNEL**  
Pres., Mgr. & Sales Mgr.—James H. Johnson.
- REPRESENTATIVES**  
Reilly/Gates, Inc., Portland-Seattle—Art Moore & Assoc., Inc.
- FACILITIES**  
1000 w. days, 350 w. nights; 1490 kc. Non-directional.  
Operating schedule: 24 hours. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

### TIME RATES

ET 9/15/66—Rec'd 9/6/68.

#### 6. SPOT ANNOUNCEMENTS

PER WK: (PER YR):	1 min	30 sec	10 sec
1 x	5.50	4.10	3.75
5 ti	5.00	3.75	3.50
10 ti	4.50	3.50	3.25
15 ti	4.00	3.25	3.00
20 ti	3.50	3.00	2.75
25 ti	3.00	2.75	2.50

PER WK: (PER YR):

1 min	30 sec	10 sec	
30 ti	400 x	2.00	1.40
40 ti	500 x	2.25	1.60
50 ti	500 x	2.00	1.50
11000 x	2.50	1.35	1.00

(\*) ROS rate.  
(?) Guaranteed Position rate.  
(3) Special end rate.

## KRSB (FM)

1970

NAB FM B

Subscriber to the NAB Radio Code  
Media Code 4 238 8320 1.00  
W. R. R. Incorporated, Box 626, 630 S. E. Jackson St., Roseburg, Ore. 97470. Phone 503-673-6641.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Worden.
- REPRESENTATIVES**  
The Sandberg-Glenn Company, Seattle, Portland—The Tacher Company.
- FACILITIES**  
1,000 w. days, 350 w. nights; 1490 kc. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

### TIME RATES

ET 1/1/72—Rec'd 3/28/73.

#### 7. PACKAGE PLANS

PER WK:	8 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	32x	104x	156x	200x	312x
1 min	4.95	4.65	4.40	4.05	3.35
30 sec	3.80	3.60	3.35	3.00	2.75

WKND, THURS THRU SUN: 1 min 30 sec  
40 ti (10 per day), ea. 3.45 3.40

## KYES

1935

NAB

RAB

Media Code 4 238 8380 3.00  
Douglas Broadcasters, Inc., Box 1188, 763 N. E. Pine St., Roseburg, Ore. 97470.

- PERSONNEL**  
Manager—Ellettt Motchenbacher.
- REPRESENTATIVES**  
Jack Masla & Co., Inc., Seattle, Portland—The Tacher Company.  
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**  
1,000 w. days; 950 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only; 20 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Western State Radio Empire.

### TIME RATES

Rates effective March 1, 1966.  
Rates received January 31, 1966.

#### 7. PACKAGE PLANS

6 per wk or 52 ti, ea.	1 min 30 sec
12 per wk or 104 ti, ea.	5.50 4.40
18 per wk or 156 ti, ea.	5.20 4.10
24 per wk or 200 ti, ea.	5.00 4.00
30 per wk or 312 ti, ea.	4.70 3.75
	4.40 3.50

## ST. HELENS

Columbia County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KOHI

1956

Subscriber to the NAB Radio Code  
Media Code 4 238 8690 2.00  
Columbia County Broadcasters, Inc., Box 187, KOHI Bldg., 585 S. Columbia Hwy., St. Helens, Ore. 97051. Phone 397-1800.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles T. Brownlow.
- REPRESENTATIVES**  
Jack Masla & Co., Inc., Seattle, Portland—The Tacher Company.
- FACILITIES**  
1,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 net time; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Rates are for station time and facilities 60%; services 40%.  
Affiliated with American Entertainment Network.  
Member: Western States Radio Empire.

### TIME RATES

Rates effective  
Rates received March 4, 1966.

#### 7. PACKAGE PLANS

6 per wk or 52 ti, ea.	1 min 30 sec
12 per wk or 104 ti, ea.	4.00 3.20
18 per wk or 156 ti, ea.	3.80 3.04
24 per wk or 200 ti, ea.	3.60 2.88
30 per wk or 312 ti, ea.	3.40 2.72
	3.20 2.56

## SALEM (4 AM; 1 FM)

Marion County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### KBZY

1957

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 8910 4.00  
The Salem Broadcasting Co., Box 268, Salem, Ore. 97308. Phone 503-364-6748.

- PERSONNEL**  
President—Carl Fisher.  
General Manager—John Vaughan.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc., Northwest—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15a  
Basic Rates: 20b, 21c, 22a, 23b, 24b, 24c, 35a.  
Contracts: 40a, 41, 44a, 46, 49, 51b.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70a, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.  
The following rates include station time 60%; services 40%.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 9/1/73—Rec'd 10/25/73.

AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm & 6 pm-midnight;  
Sun 6 am-midnight.

#### 6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	1 min	7.25	6.75	6.25	5.75	5.00x 1000x
	30 sec	5.50	5.00	4.50	4.00	3.75 3.50

CLASS A

1 min	6.60	6.10	5.60	5.10	4.65	4.60
30 sec	4.85	4.35	3.85	3.35	3.10	2.85

15 sec: 50% of 1-min.

#### 7. PACKAGE PLANS

PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	1 min	6.75	6.25	5.75	5.25	5.00 4.75
	30 sec	5.00	4.50	4.00	3.50	3.25 3.00

15 sec: 50% of 1-min.

- PERSONNEL**  
Station Manager—Dale Brown.  
Chief Engineer—Cal Applegate.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15%: 5% discount for pre-payment.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4b, 5, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 25c, 28a, 28c, 29a, 31, 33b, 33c.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60h, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

## KCCS

1961

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 8960 9.00  
The First Assembly of God Church, 2808 Market St., N. E., Salem, Oregon 97301. Phone 503-364-1000.

- PERSONNEL**  
Station Manager—Dale Brown.  
Chief Engineer—Cal Applegate.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15%: 5% discount for pre-payment.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4b, 5, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 25c, 28a, 28c, 29a, 31, 33b, 33c.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60h, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

- PERSONNEL**  
Station Manager—Dale Brown.  
Chief Engineer—Cal Applegate.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15%: 5% discount for pre-payment.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4b, 5, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 25c, 28a, 28c, 29a, 31, 33b, 33c.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60h, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 9/1/74—Rec'd 9/3/74.

#### 6. SPOT ANNOUNCEMENTS

WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti
MO:	5 ti	20 ti	40 ti	60 ti	80 ti	100 ti	150 ti
YR:	50x	200x	400x	600x	800x	1000x	1500x
1 min	3.40	3.00	3.40	3.20	3.00	2.80	2.60
30 sec	2.80	2.65	2.50	2.35	2.20	2.05	1.90
15 sec	1.90	1.80	1.70	1.60	1.50	1.40	1.30

Specified time, extra 10%.

- PROGRAM TIME RATES**  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
Per day 7.00 10.00 14.00 22.50 36.00  
Per wk 5.00 7.00 10.00 18.00  
Rates based on 6-mo contract.

## KGAY

1951

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 238 8920 1.00  
Capitol Equities Corp., Box 1430, Salem, Ore. 97308.  
Phone 503-581-1430.

- PERSONNEL**  
President—Donald H. Cushing.  
Sec'y—Treas. & Gen'l Mgr.—Leslie J. Manning.
- REPRESENTATIVES**  
Selcom, Inc., Seattle, Portland—The Tacher Company.
- FACILITIES**  
5,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4a, 5, 6a, 8.  
Rate Protection: 12b, 14b.  
Basic Rates: 25c, 26a, 26b, 25a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 8/15/73—Rec'd 8/20/73.

AA—6-9 am noon-1 pm 3-7 pm & specified times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	75 ti	100 ti	125 ti	150 ti
PER MO:	250x	500x	750x	1000x	1250x	1500x			
PER YR:	1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00	4.75
	30 sec	5.25	5.00	4.75	4.50	4.25	4.00		

CLASS AA

1 min	5.50	5.25	5.00	4.75	4.50	4.25	
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Salem—K S L M—Continued

6. SPOT ANNOUNCEMENTS

CLASS AAA		24 ti		36 ti	
PER WK:	1 ti 6 ti 12 ti 24 ti 36 ti				
PER MO:	5 ti 10 ti 20 ti 40 ti 60 ti 80 ti				
PER YR:	50x 100x 200x 400x 600x 800x 1000x				
1 min.	9.55 8.90 8.25 7.70 7.15 6.65 6.20				
30 sec.	7.20 6.70 6.20 5.75 5.40 5.00 4.65				

CLASS AA		24 ti		36 ti	
1 min.	8.95 8.00 7.40 6.90 6.40 5.90 5.50				
30 sec.	6.40 6.05 5.60 5.20 4.85 4.50 4.15				

CLASS A		24 ti		36 ti	
1 min.	7.45 6.90 6.45 6.00 5.55 5.25 4.85				
30 sec.	5.55 5.25 4.85 4.45 4.20 3.95 3.65				

CLASS B		24 ti		36 ti	
1 min.	3.80 3.55 3.25 3.05 2.85 2.65 2.40				
30 sec.	2.85 2.70 2.45 2.30 2.15 1.95 1.85				

7. PACKAGE PLANS

TAP—1/6AAA, 1/6AA, 1/3A, 1/3B		24 ti		36 ti	
PER WK:	1 ti 6 ti 12 ti 24 ti 36 ti				
PER MO:	5 ti 10 ti 20 ti 40 ti 60 ti 80 ti				
PER YR:	50x 100x 200x 400x 600x 800x 1000x				
1 min.	6.60 6.15 5.70 5.30 4.95 4.60 4.25				
30 sec.	4.95 4.65 4.30 4.00 3.75 3.45 3.20				

HOS/BTA		24 ti		36 ti	
1 min.	5.55 5.55 5.15 4.80 4.45 4.15 3.85				
30 sec.	4.45 4.20 3.85 3.60 3.35 3.10 2.90				

THE WEEKENDER		24 ti		36 ti	
20 Plan (5 per day ROS), ea.					3.60
40 Plan (10 per day ROS), ea.					3.10

8. PROGRAM TIME RATES

BLOCK TIME	1/4 hr	1/2 hr	1 hr
1 x	25	50	100

10. SPECIAL FEATURES

13x-5%	25x-10%	52x-25%
AAA	14.75 14.50 14.00 13.00 12.00 10.00 9.00	
AA	12.90 12.70 12.50 12.10 11.30 10.50 9.80 8.10	
A	10.60 10.45 10.30 10.00 9.40 8.80 7.60 7.00	
B	5.75 5.65 5.55 5.35 4.95 4.55 3.75 3.35	

9. SPOT ANNOUNCEMENTS

CLASS AAA		24 ti		36 ti	
PER WK:	1 ti 6 ti 12 ti 24 ti 36 ti				
PER MO:	5 ti 10 ti 20 ti 40 ti 60 ti 80 ti				
PER YR:	50x 100x 200x 400x 600x 800x 1000x				
1 min.	12.65 11.80 10.95 10.20 9.45 8.80 8.20				
30 sec.	9.55 8.85 8.20 7.65 7.15 6.60 6.15				

AM/PM COMBINATION

CLASS AA		24 ti		36 ti	
1 min.	10.75 10.00 9.30 8.70 8.00 7.55 7.00				
30 sec.	8.05 7.55 7.00 6.50 6.10 5.65 5.25				

7. PACKAGE PLANS

TAP—1/6AAA, 1/6AA, 1/3A, 1/3B		24 ti		36 ti	
PER WK:	1 ti 6 ti 12 ti 24 ti 36 ti				
PER MO:	5 ti 10 ti 20 ti 40 ti 60 ti 80 ti				
PER YR:	50x 100x 200x 400x 600x 800x 1000x				
1 min.	10.00 9.50 8.65 8.05 7.45 7.00 6.45				
30 sec.	7.50 7.00 6.50 6.10 5.65 5.20 4.85				

CLASS A		24 ti		36 ti	
1 min.	7.45 7.00 6.45 6.05 5.60 5.20 4.75				
30 sec.	5.65 5.25 4.80 4.55 4.25 3.85 3.65				

CLASS B		24 ti		36 ti	
1 min.	9.40 8.80 8.15 7.60 7.00 6.55 6.10				
30 sec.	7.05 6.60 6.10 5.70 5.30 4.90 4.60				

THE WEEKENDER		24 ti		36 ti	
20 Plan (5 per day ROS), ea.					5.70
40 Plan (10 per day ROS), ea.					4.90

One price any spot length. Specified within 1-min 10%. Combinations of same number of spots on each independent program gives separate schedule. To be eligible for combination rate, schedules must run concurrently, but separate schedules may be maintained on each station.

THE DALLES (2 AM; 1 FM)

CLASS AA		24 ti		36 ti	
1 min.	6.50 5.75 5.00 4.50 4.25 3.90 3.60				
30 sec.	5.50 4.75 4.50 4.25 3.90 3.60 3.30				

CLASS A		24 ti		36 ti	
1 min.	5.50 5.00 4.50 4.25 3.90 3.60 3.30				
30 sec.	4.50 4.00 3.75 3.50 3.25 3.00 2.75				

CLASS B		24 ti		36 ti	
1 min.	4.25 4.00 3.75 3.50 3.25 3.00 2.75				
30 sec.	3.25 3.00 2.75 2.50 2.25 2.00 1.75				

CLASS C		24 ti		36 ti	
1 min.	3.50 3.25 3.00 2.75 2.50 2.25 2.00				
30 sec.	2.50 2.25 2.00 1.75 1.50 1.25 1.00				

CLASS D		24 ti		36 ti	
1 min.	2.50 2.25 2.00 1.75 1.50 1.25 1.00				
30 sec.	1.50 1.25 1.00 0.75 0.50 0.25 0.00				

CLASS E		24 ti		36 ti	
1 min.	1.50 1.25 1.00 0.75 0.50 0.25 0.00				
30 sec.	0.50 0.25 0.00 0.00 0.00 0.00 0.00				

CLASS F		24 ti		36 ti	
1 min.	0.50 0.25 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS G		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS H		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS I		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS J		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS K		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS L		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS M		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS N		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS O		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS P		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS Q		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS R		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS S		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS T		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS U		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS V		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS W		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

CLASS X		24 ti		36 ti	
1 min.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				
30 sec.	0.00 0.00 0.00 0.00 0.00 0.00 0.00				

4. AGENCY COMMISSION

15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Contemporary Network.

NATIONAL AND LOCAL RATES SAME

ET 10/25/71.

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN		10 ti		1x	
PER WK:	50 ti 40 ti 30 ti 20 ti				
PER YR:	700x 520x 312x 156x				
1 min.	3.60 3.75 4.00 4.50 4.75 5.00				
30 sec.	2.85 3.00 3.25 3.50 3.75 4.00				

10 sec: 60% of 1-min.

SPRINGFIELD

Lane County—Map Location E-1

See SRDS consumer market map and data at beginning of the State.

KORE

Licensed as a Eugene-Springfield, Ore. station. See listing under Eugene, Ore.

KORE-FM

Licensed as a Eugene-Springfield, Ore. station. See listing under Eugene, Ore.

SWEET HOME

Linn County—Map Location D-2

See SRDS consumer market map and data at beginning of the

**ADDITIONAL  
DAILY MEDIA CITIES  
NOT SHOWN ON STATE MAP**  
NEWSPAPER  
Warminster—Bucks County

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	1,119,735	Lebanon	338
METRO AREAS		New Castle	2,809
Allentown		Northeast	
Bethlehem	8,059	Pennsylvania	4,004
Easton	932	Philadelphia	947,175
Altoona	10,221	Pittsburgh	175,042
Erie	31,509	Reading	7,695
Harrisburg	3,747	Williamsport	1,565
Johnstown	6,285	York	8,852
Lancaster		Total Metros.....	1,208,033

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL.....	106,634	Pittsburgh	11,308
METRO AREAS		Pittsburgh	94,795
Philadelphia	83,487		

## SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.

R/9/75





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Abington Township—Montgomery	Cheltenham Township—Montgomery	Hempfield Township—Westmoreland	McKeesport—Allegheny	New Kensington—Westmoreland	Pottstown—Montgomery	Springfield Township—Montgomery	West Chester—Chester
Alliquippa—Beaver	Chester—Delaware	Johnstown—Cambria	Manheim Township—Lancaster	Norristown—Montgomery	Radnor Township—Delaware	State College—Centre	West Mifflin—Allegheny
Allentown—Lehigh	Easton—Northampton	Lancaster—Lancaster	Marple Township—Delaware	North Huntingdon Township—Westmoreland	Reading—Berks	Tredyffrin Township—Chester	Wilkes-Barre—Luzerne
Altoona—Blair	Erie—Erie	Lebanon—Lebanon	Middleton Township—Bucks	Penn Hills Township—Westmoreland	Ridley Township—Delaware	Upper Darby Township—Delaware	Williamsport—Lycoming
Baldwin—Allegheny	Falls Township—Bucks	Lower Merion Township—Montgomery	Millcreek Township—Erie	Philadelphia—Philadelphia	Ross Township—Allegheny	Upper Merion Township—Montgomery	York—York
Bensalem Township—Bucks	Harrisburg—Dauphin	Lower Paxton Township—Dauphin	Monroeville—Allegheny	Pittsburgh—Allegheny	Scranton—Lackawanna	Upper Moreland Township—Montgomery	
Bethlehem—Northampton and Lehigh	Haverford Township—Delaware	Mount Lebanon Township—Allegheny	Mount Lebanon Township—Allegheny	Plum—Allegheny	Shaler Township—Allegheny	Warmminster Township—Bucks	
Bristol Township—Bucks	Hazleton—Luzerne	McKeesport—Allegheny			Sharon—Mercer		
					Springfield Township—Delaware		

ESTIMATES FOR: STATE COUNTY—Map Loc.	Population		Consumer Spendable Income—1973		% Distribution of Families					Total Retail Sales—Per Household		Retail Sales—1973						Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	(\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mtds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)				Service Station (\$000)
PENNSYLVANIA STATE TOTALS.....	11,944.2	3,974.73	50,104,772	12,606	6.9	15.6	13.6	28.8	28.6	26,292,458	6,615	6,252,538	772,075	4,495,912	1,418,971	1,197,500	5,347,682	1,783,912	5,513.82	272.8	1,614,689
ADAMS G-7.....	60.2	18.95	285,771	15,080	8.0	19.4	16.4	28.5	21.1	90,055	4,752	22,512	2,220	5,298	2,812	2,921	21,325	9,038	26.47	5.4	50,307
ALLEGHENY B-5.....	1,585.3	536.50	7,439,195	13,866	6.0	12.7	12.6	29.2	33.6	3,529,045	6,578	903,473	132,756	862,826	193,544	169,261	700,237	229,436	750.43	1.1	10,813
Baldwin.....	26.9	8.30	119,478	14,395						58,019	5,417	12,296	2,225	8,670	5,361	1,426	3,349	4,405			
Bethel Park.....	37.8	10.71	181,348	16,933																	
McCandless Township.....	24.7	7.20																			
McKeesport.....	35.5	13.16	142,641	10,839						155,730	11,834	37,880	3,060	37,512	17,717	18,172	28,554	6,641			
Monroeville.....	30.8	9.23	155,223	16,817						147,157	15,943	21,349	6,762	48,763	4,564	6,588	25,084	6,814			
Mount Lebanon Township.....	40.6	14.16								64,692	4,569	14,497	2,974	13,892	746	1,803	6,627	5,198			
Penn Hills Township.....	66.2	19.70																			
Pittsburgh.....	505.1	183.48	2,175,680	11,858						1,614,020	8,797	339,522	61,034	513,059	109,578	80,164	275,610	79,160			
Pittsburgh Metro Area.....	2,391.7	801.29	10,519,860	13,129	6.2	14.0	13.5	29.8	30.4	5,017,495	6,262	1,331,814	183,608	1,092,623	275,543	242,018	1,028,090	360,605	1,123.17		
Plum.....	25.3	7.22	97,409	13,492						8,024	1,111	3,495	474		95	287	95	2,111			
Ross Township.....	34.7	10.84																			
Scott Township.....	22.8	6.73																			
Shaler Township.....	35.7	10.81								29,203	2,701	9,809	693	1,564	251	411	5,551	2,180			
West Mifflin.....	28.0	8.79	122,717	13,961						33,781	3,843	11,082	1,136	2,827	94	538	3,187	3,010			
Wilkesburg.....	25.9	10.23	119,354	11,667						55,928	5,467	13,474	1,923	1,954	2,017	1,994	23,254	5,196			
ARMSTRONG C-5.....	77.0	26.11	254,551	9,749	9.7	24.3	17.2	24.2	15.1	130,644	5,004	43,091	4,151	9,279	6,130	4,551	32,170	13,806	35.29	2.2	11,867
BEAVER B-5.....	208.1	67.84	819,550	12,081	5.8	14.0	15.5	32.6	25.9	389,380	5,740	127,208	15,843	64,356	22,050	17,582	79,002	30,013	97.60	2.2	6,497
Alliquippa.....	21.0	6.95	76,189	10,962						60,445	8,697	21,620	3,266	4,369	3,011	1,614	15,202	4,964			
BEDFORD E-6.....	42.3	14.12	139,506	9,880	9.9	22.0	15.3	23.8	16.4	100,620	7,126	18,836	1,473	7,200	4,267	2,622	26,165	20,484	19.85	3.7	22,121
BERKS K-6.....	303.8	105.98	1,330,129	12,551	6.1	13.8	14.0	32.9	28.6	673,126	6,351	135,648	12,542	116,565	28,729	33,353	150,181	46,187	138.40	11.5	75,426
Reading.....	85.4	33.48	350,154	10,459						255,428	7,629	51,963	5,824	67,539	19,988	15,611	56,713	13,430			
Reading Metro Area.....	303.8	105.98	1,330,129	12,551	6.1	13.8	14.0	32.9	28.6	673,126	6,351	135,648	12,542	116,565	28,729	33,353	150,181	46,187	138.40		
BLAIR E-6.....	138.4	47.07	491,984	10,452	10.0	21.2	15.5	26.8	19.3	302,670	6,430	74,774	7,708	64,212	18,301	13,832	65,946	20,264	63.41	3.2	18,868
Alltoona.....	60.5	21.51	218,940	10,179						151,816	7,058	36,437	3,917	28,444	11,295	9,564	41,396	8,317			
Alltoona Metro Area.....	138.4	47.07	491,984	10,452	10.0	21.2	15.5	26.8	19.3	302,670	6,430	74,774	7,708	64,212	18,301	13,832	65,946	20,264	63.41		
BRADFORD J-2.....	58.5	18.39	135,945	7,392	16.5	31.3	13.5	17.2	8.2	106,910	5,813	25,598	2,018	7,285	4,641	4,470	34,918	6,008	27.02	7.2	46,181
BUCKS L-6.....	445.5	133.81	2,063,506	15,421	3.3	8.4	10.5	32.9	41.4	1,260,731	9,422	218,065	22,949	107,000	28,464	25,176	365,678	59,003	194.09	6.0	32,169
Bensalem Township.....	35.9	11.99																			
Bristol Township.....	69.5	19.41																			
Falls Township.....	37.6	11.02																			
Middletown Township.....	31.4	8.26																			
Warmminster Township.....	40.4	10.64																			
BUTLER B-4.....	131.5	40.55	461,103	11,371	5.5	14.7	16.5	31.7	23.4	245,588	6,056	61,110	6,573	42,927	9,086	13,363	61,893	24,251	59.55	3.9	44,166
CAMBRIA D-6.....	190.2	61.07	696,311	11,402	8.6	17.4	15.8	28.8	22.4	392,423	6,426	89,838	7,980	91,460	12,866	16,330	79,293	25,991	87.12	2.9	11,768
Johnstown Metro Area.....	41.3	15.15	151,586	10,006						141,664	9,351	26,372	3,289	44,978	7,741	8,709	36,381	7,356			
CAMERON E-3.....	265.6	86.45	955,475	11,052	9.4	19.1	15.4	27.2	21.4	522,956	6,049	119,744	10,608	103,218	16,200	22,120	113,484	42,150	122.41		
CARSON K-4.....	7.1	2.47	28,232	11,430	5.3	16.9	13.8	33.4	25.7	11,712	4,742	4,266	174	396	807	573	2,841	1,171	3.31		
CENTRE F-4.....	49.6	17.49	168,910	9,658	9.0	24.2	17.3	26.9	15.9	80,930	4,627	28,003	1,503	8,858	2,401	4,219	18,728	9,140	23.71	4	1,795
State College.....	105.3	30.70	368,463	12,002	7.8	18.3	14.3	26.2	25.5	188,833	6,151	45,803	5,519	23,418	8,592	8,826	46,601	15,362	46.32	4.8	20,821
CHESTER K-7.....	294.8	88.03	1,428,811	16,231	4.4	10.2	11.4	28.5	41.7	91,558	10,151	22,360	3,215	14,929	5,071	2,062	17,705	5,365			
Tredyffrin Township.....	25.4	7.89								538,317	6,115	146,025	17,252	34,226	22,197	20,448	114,806	43,221	130.13	10.8	105,674
West Chester.....	20.4	5.41	76,442	14,130						116,057	21,452	28,745	3,296	10,679	6,959	3,587	22,250	5,350			
CLARION C-4.....	40.7	12.87	126,330	9,816	9.8	22.8	16.4	23.6	16.1	69,546	5,404	18,089	1,611	5,001	3,632	2,472	19,799	5,745	18.20	2.1	8,713
CLEARFIELD E-4.....	72.2	24.31	225,960	9,295	9.9	22.5	15.9	24.6	15.6	132,530	5,452	34,581	3,411	26,668	7,605	7,156	31,994	13,938	34.74	1.3	6,664
CLINTON G-4.....	37.4	12.26	121,919	9,944	9.4	23.5	17.8	26.4	15.6	79,737	6,504	20,214	2,074	13,339	3,992	3,174	21,884	5,694	17.64	1.1	7,796
COLUMBIA J-4.....	55.6	18.77	188,741	10,055	8.8	23.8	17.5	26.7	16.1	117,689	6,270	31,268	3,922	16,997	6,890	3,141	29,526	9,369	25.91	3.6	20,236
CRAWFORD B-2.....	84.9	27.86	290,896	10,441	8.4	19.8	15.8	28.4	18.5	176,340	6,330	39,534	5,362	19,064	7,066	7,252	39,668	27,557	38.05	5.5	27,062
CUMBERLAND G-6.....	167.5	54.20	782,890	14,444	4.6	13.2	12.5	26.5	35.8	404,536	7										

PENNSYLVANIA

State, County, City, Metro Area Data

ESTIMATES FOR:		CONSUMER SPENDABLE INCOME—1973										—Total Retail Sales—	RETAIL SALES—1973										PASSENGER CARS	FARM EQUIPMENT	GROSS FARM INCOME
STATE	COUNTY—Map Loc.	Population	Households	% Distribution of Families						Per Household	Per Household		By Selected Store Types										1/1/74	1/1/74	1973
	City	1/1/74	1/1/74	(\$000)	Per Household	to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	(\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	1/1/74	1/1/74	1973			
	Metropolitan Area	(000)	(000)	(000)	(000)	(%)	(%)	(%)	(%)	(%)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)	(000)			
FRANKLIN F-7?		104.1	34.22	357,993	10,462	8.1	21.4	15.9	28.6	19.0	210,433	6,149	44,323	5,728	23,666	9,755	9,515	50,844	18,023	46.87	6.9	60,801			
FULTON F-7		10.8	3.54	32,195	9,095	13.2	25.4	15.6	21.0	11.9	13,416	3,790	3,682	303	1,076	353	291	2,571	2,748	4.96	1.4	7,322			
GREENE B-7		37.1	12.63	106,599	8,440	13.3	19.6	16.4	22.9	12.3	52,681	4,171	15,819	1,746	6,967	1,498	1,026	11,757	4,884	17.09	2.5	6,867			
HUNTINGDON F-6		38.9	12.77	117,546	9,205	12.2	25.6	15.0	23.2	13.9	56,946	4,459	18,368	1,459	3,991	3,517	3,398	14,920	5,530	18.20	2.5	14,732			
INDIANA D-5		80.6	24.64	266,635	10,821	9.7	20.7	15.1	24.9	20.5	148,624	6,032	35,164	3,407	19,433	8,161	6,114	42,690	11,661	36.94	4.4	21,355			
JEFFERSON D-4		44.7	15.56	144,246	9,270	10.5	23.5	17.5	24.2	15.4	85,215	5,477	30,631	1,873	7,502	3,165	4,260	19,927	6,748	20.40	2.2	9,563			
JUNIATA G-5		17.0	5.56	52,478	9,438	10.6	22.7	17.5	25.6	14.0	26,001	4,676	5,291	597	1,819	4	150	8,320	2,317	7.72	2.8	14,430			
LACKAWANNA K-3		237.3	81.28	888,195	10,928	8.3	21.4	15.8	26.9	21.0	515,943	6,348	136,665	15,326	130,482	31,359	16,340	95,913	27,129	109.72	2.0	8,556			
Scranton		102.7	36.50	398,606	10,921						290,688	7,964	67,738	9,450	74,560	22,824	10,428	61,255	12,559						
Northeast Pennsylvania Metro Area?		631.1	217.29	2,320,063	10,677	9.0	21.5	15.8	26.9	19.7	1,308,115	6,020	349,472	39,545	276,545	83,273	58,478	228,487	84,823	291.12					
LANCASTER J-7		332.9	107.90	1,356,734	12,574	5.8	15.5	14.2	31.5	27.5	906,323	8,400	166,592	16,774	111,758	28,380	38,475	168,763	47,470	149.42	39.9	278,357			
Lancaster		56.7	20.73	213,495	10,299						210,032	10,132	29,316	5,619	51,023	14,681	15,191	38,756	9,051						
Lancaster Metro Area		332.9	107.90	1,356,734	12,574	5.8	15.5	14.2	31.5	27.5	906,323	8,400	166,592	16,774	111,758	28,380	38,475	168,763	47,470	149.42					
Manheim Township		23.6	7.71																						
LAWRENCE B-4		105.3	34.35	368,780	10,736	7.2	18.3	16.3	29.7	20.4	206,672	6,017	58,651	7,476	20,002	11,186	11,427	48,754	17,859	50.18	2.9	13,543			
New Castle		37.8	13.12	124,672	9,502						113,387	8,642	31,078	4,893	19,603	7,985	7,057	18,190	8,814						
New Castle Metro Area		105.3	34.35	368,780	10,736	7.2	18.3	16.3	29.7	20.4	206,672	6,017	58,651	7,476	29,002	11,186	11,427	48,754	17,859	50.18					
LEBANON J-6?		102.0	33.71	398,093	11,809	6.8	17.7	16.4	32.2	23.2	234,895	6,968	57,934	4,795	33,669	10,417	15,371	50,763	19,569	46.87	6.6	40,774			
Lebanon		28.2	10.40	112,324	10,800						119,254	11,467	34,644	3,128	16,763	6,510	7,842	26,681	6,283						
Lebanon Metro Area		102.0	33.71	398,093	11,809	6.8	17.7	16.4	32.2	23.2	234,895	6,968	57,934	4,795	33,669	10,417	15,371	50,763	19,569	46.87					
LEHIGH K-5		262.9	90.66	1,262,045	13,921	5.3	12.5	13.2	32.4	32.4	653,265	7,206	130,623	17,076	201,605	23,486	37,326	126,913	40,441	119.10	4.0	22,315			
Allentown		119.9	44.02	520,756	11,830						410,600	9,328	89,284	7,935	116,877	19,495	27,101	70,999	18,953						
Allentown-Bethlehem-Easton Metro Area		609.3	208.40	2,720,230	13,053	5.8	14.2	13.8	31.8	29.6	1,337,630	6,419	336,024	33,749	289,516	55,407	69,109	260,220	97,068	285.21					
Bethlehem?		71.5	24.58	344,369	14,010						165,308	6,725	41,436	7,989	31,360	6,976	7,653	24,864	10,365						
LUZERNE K-4		346.6	119.84	1,246,819	10,404	9.7	21.8	16.0	26.7	18.3	670,635	5,596	184,496	22,024	120,300	46,654	38,805	108,020	48,387	159.90	3.4	7,795			
Hazleton		31.0	11.32	117,462	10,377						96,155	8,494	24,859	4,212	19,183	6,687	7,129	19,567	4,355						
Wilkes-Barre		58.8	21.02	205,449	9,774						189,106	8,996	39,118	5,416	62,206	20,164	10,499	11,042	9,821						
Northeast Pennsylvania Metro Area?		631.1	217.29	2,320,063	10,677	9.0	21.5	15.8	26.9	19.7	1,308,115	6,020	349,472	39,545	276,545	83,273	58,478	228,487	84,823	291.12					
LYCOMING H-3		113.8	38.13	410,494	10,766	7.1	19.6	15.9	29.2	20.9	267,710	7,021	64,958	8,823	42,258	13,581	14,218	62,346	18,849	52.93	3.4	16,111			
Williamsport		37.7	13.20	130,724	9,903						147,056	11,141	28,579	5,706	27,605	10,363	11,951	33,056	5,736						
Williamsport Metro Area		113.8	38.13	410,494	10,766	7.1	19.6	15.9	29.2	20.9	267,710	7,021	64,958	8,823	42,258	13,581	14,218	62,346	18,849	52.93					
McKEAN E-2		50.8	17.47	178,941	10,243	6.4	20.8	15.8	28.1	18.8	87,063	4,984	25,819	3,518	5,130	6,728	4,535	24,662	7,683	24.26	.2	2,935			
MERCER B-3		129.7	41.52	465,348	11,208	8.5	14.7	17.0	31.8	22.8	270,161	6,507	67,947	9,320	41,080	13,649	14,470	68,412	20,426	59.55	6.0	20,147			
Sharon		22.0	7.60	83,298	10,960						97,552	12,836	19,115	4,615	27,236	6,111	4,971	27,028	4,371						
MIFFLIN G-5		45.6	15.55	160,676	10,333	8.9	20.6	16.3	27.7	18.4	96,869	6,230	23,975	2,942	16,775	4,910	5,565	18,131	7,953	20.95	2.8	17,263			
MONROE L-4?		47.2	16.17	185,049	11,444	7.1	17.2	14.9	29.5	24.1	121,557	7,516	23,975	2,195	25,763	5,260	3,333	24,554	9,707	21.50	.6	4,931			
MONTGOMERY L-6		640.9	205.25	3,787,663	18,454	3.0	8.3	9.2	27.8	48.7	1,947,811	9,490	417,667	48,353	405,604	114,446	76,638	383,848	115,654	292.23	3.9	23,718			
Abington Township		64.9	20.28								168,416	8,305	29,803	5,077	46,184	3,120	7,864	32,416	9,386						
Chester Township		41.5	14.92								149,178	9,999	41,557	3,442	62,952	18,626	1,798	4,488	4,255						
Lower Merion Township		64.3	22.32								319,702	14,324	61,824	8,050	57,631	29,892	12,017	80,017	17,576						
Norristown		37.7	12.95	156,235	12,064						138,703	10,711	33,372	4,185	38,038	7,726	5,806	21,876	8,580						
Pottstown		25.0	8.78	102,796	11,708						110,928	12,634	26,500	3,669	20,727	8,497	7,961	23,551	4,917						
Springfield Township		23.4	6.91																						
Upper Merion Township		25.5	7.90																						
Upper Moreland Township		26.1	8.12																						
MONTOUR H-4		16.5	4.70	48,093	10,233	9.5	21.5	16.2	26.1	18.1	23,032	4,900	6,496	736	2,016	1,247	1,004	6,652	2,673	7.72	1.3	4,805			
NORTHAMPTON L-5		220.5	74.77	961,690	12,862	5.7	13.5	14.3	32.5	29.0	429,589	5,745	121,839	12,096	68,430	23,967	20,493	84,243	30,601	100.35	4.4	22,135			
Bethlehem?		71.5	24.58	344,369	14,010						165,308	6,725	41,436	7,989	31,630	6,976	7,653	24,864	10,365						
Allentown-Bethlehem-Easton Metro Area		609.3	208.40	2,720,230	13,053	5.8	14.2	13.8	31.8	29.6	1,337,630	6,419	336,024	33,749	289,516	55,407	69,109	260,220	97,068	285.21					
Easton		35.9	12.89	120,347	9,336						109,088	8,463	21,484	4,343	17,088	13,982	7,801	18,836	5,743						
NORTHUMBERLAND H-5		101.6	36.6																						



# PENNSYLVANIA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Allegheny Mountain Network

Comprised of:  
Interconnected Stations  
AM NETWORK  
WKBI—St. Marys WBLF—Bellefonte  
WFRM—Coudersport WNBZ—Wellsboro  
WTRN—Tyrone  
FM NETWORK  
WGMB (FM)—Tyrone WKBI-FM—Ridgway  
State College WGCB (FM)—Wellsboro-  
Mansfield  
WYIQ (FM)—Ebensburg  
WYIQ (FM)—Johnstown  
Media Code 4 239 0050 5.00  
Business Office—Tyrone, Pa. 16686. Phone 814-684-3200.

1. PERSONNEL  
President—C. H. Simpson,  
Vice-Pres. & Sales Mgr.—William E. Moses.  
2. REPRESENTATIVES  
Richmond, Washington, D. C.—Dome & Associates,  
Inc.  
3. AGENCY COMMISSION  
15/0  
4. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21d, 22a, 22b, 23a, 24b, 25a, 26,  
28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60a, 60b, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Originations without additional charge from any stations  
of network. Instantaneous origination from  
WTRN, WBLF, WGMB (FM), WKBI, WKBI-FM,  
WNBZ, WGCB (FM) or WYIQ (FM).

TIME RATES  
ET 7/1/70—Rec'd 10/16/72.  
6. SPOT ANNOUNCEMENTS  
AM NETWORK  
1x 15x 25x 52x 104x 312x  
1 min..... 36.00 34.20 32.40 30.60 28.80 27.00  
30 sec..... 24.00 22.80 21.60 20.40 19.20 18.00  
FM NETWORK  
1 min..... 22.00 20.38 19.75 17.13 15.51 13.89

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 239 0058 8.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

PENNSYLVANIA STATE GROUP  
Comprised of:  
WNCC—Barnesboro WGTW—Lafayette  
WBFD—Bedford WAHT—Lebanon  
WBFX—Berwick WYNS—Leighton  
WISB—Butler WIDO—Lewisburg  
WCDL—Carbondale WNAK—Nanticoke  
WIOO—Carlisle WNAR—Norristown  
WESA—Charleoi WKRR—Oil City  
WPAR—Farrall WGCB—Red Lion  
WHFA—Horseshoe WKMC—Roaring Spring  
WHUN—Huntingdon WYAZ—Waynesboro  
WKZA—Kane WANB—Waynesburg  
WACB—Kittanning  
1 min 30 sec  
All stations..... 105 84  
(D)

For complete listing see  
Regional Networks & Groups



### Pennsylvania Farm Network

Comprised of:  
Non-Interconnected Stations  
WHOL—Allentown WQTW—Lafayette  
WISB—Butler WKVA—Lewistown  
WARO—Canonsburg WBPZ—Lock Haven  
WCHA—Chambersburg WBZY—New Castle  
WCHI—Clarion WPTA—Pottsville  
WGSB—Ephrata WGBI—Scranton  
WHJB—Greensburg WPIC—Sharon  
WDAD—Indiana WYSC—Somerset  
WAZL—Hazleton WTVV—Titusville  
WJAC—Johnstown WMBS—Uniontown  
WKZA—Kane WRAK—Williamsport  
WDAC (FM)—Lancaster  
Media Code 4 239 0065 3.00  
Business Office: 20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.  
New York: 501 Fifth Ave. Phone 212-972-0982.

1. PERSONNEL  
Manager—Robert J. Walton.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract-one billing basis.  
TIME RATES  
Spots scheduled adjacent to Farm or News programs  
Mon thru Sat 6-7:30 am & 11:30 am-1 pm.  
ET—Rec'd 6/3/71.  
6. SPOT ANNOUNCEMENTS  
1 MIN: 11 6 11 12 11  
Ea..... 182.30 174.90 166.35  
30 sec: 80% of 1-min.

### Pennsylvania Radio Network

Comprised of:  
Non-Interconnected Stations  
WNCC—Barnesboro WKVA—Lewistown  
WVCH—Clarion WKST—New Castle  
WLEM—Emporium WYML—Portage  
WLET—Erie WPAR—Sharon-Farrell  
WDET—Gettysburg WYSC—Somerset  
WCRO—Johnstown WMBS—Uniontown  
WKZA—Kane  
Media Code 4 239 0075 2.00  
Business Office—1704 Investment Bldg., Pittsburgh, Pa. 15222. Phone 412-471-5862.

1. PERSONNEL  
General Manager—Melvin A. Jones.  
2. REPRESENTATIVES  
Regional Reps Corp.  
4. AGENCY COMMISSION  
15/0  
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 5, 6.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22b, 23a.  
Contracts: 40b, 45, 46.  
Cancellation: 70a, 70c, 73a.  
TIME RATES  
ET 11/1/70—Rec'd 11/20/70.  
7. PACKAGE PLANS  
PER WK: 12 11 18 21 11  
Total Network Each..... 65 60 55  
Rates are total cost for 1 spot on each station.

### ALLENTOWN-BETHLEHEM-EASTON (7 AM; 5 FM)

Allentown—Lahigh County—Map Location K-5  
Bethlehem—Lehigh, Northampton Counties—Map Location K-5  
Easton—Northampton County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivery, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.  
Morning Traffic Afternoon Evening (7 pm-midnight)  
Station (6-10 am) (10 am-3 pm) (3-7 pm) (7-11 pm)  
A..... 33 29 33 27  
B..... 24 22 24 20  
C..... 15 13 15 12  
D..... 14 12 14 12  
AVERAGE 22 19 22 18

W A E B  
1948  
ALLENTOWN R A B

A William Rust Station  
Media Code 4 239 0100 8.00  
Rust Communications Group, Inc., 700 Fenwick St., Allentown, Pa. 18103. Phone 215-434-4424.

1. PERSONNEL  
President—W. F. Rust, Jr.  
Vice-Pres. & Gen'l Mgr.—S. Robert Achley, Jr.  
Station Manager—Ronald Sotak.  
2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
3. FACILITIES  
1,000 w.; 790 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.  
4. AGENCY COMMISSION  
15/0 time only; 10 days. Bills due 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20a, 21b, 22a, 23a, 23b, 23c, 23d, 23e.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60b, 61b, 61c, 61d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
FM facilities: WXXW (FM).  
TIME RATES  
W A E B / W X X W (FM) COMBINATION  
No. 1 ET 9/17/73—Rec'd 10/1/73.

7. PACKAGE PLANS  
UNIPAC  
6 AM-7 PM—EQUAL ROTATION  
PER WK: W A E B 1 MIN: 12 11 18 21 11  
WXXW (FM) 6 ti..... 434 606 788  
9 ti..... 467 635 818  
12 ti..... 494 686 848  
15 ti..... 514 696 878  
18 ti..... 544 726 908  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

W A E B ONLY  
No. 1 ET 9/17/73—Rec'd 10/1/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
III—All other times.  
6. SPOT ANNOUNCEMENTS  
SECTION I  
11 6 11 12 11 24 11  
1 min..... 35 34 33 32 ---  
30 sec..... 28 27 26 25 ---  
SECTION II  
11 6 11 12 11 24 11  
1 min..... 31 30 29 28 27  
30 sec..... 25 24 23 22 21  
SECTION III  
11 6 11 12 11 24 11  
1 min..... 28 27 26 25 24  
30 sec..... 24 23 22 21 20  
10 sec: 50% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

W E E X  
1956  
EASTON R A B

Media Code 4 239 0150 3.00  
WEXX, Inc., Box 190, Easton, Pa. 18042. Phone 215-258-6155.

1. PERSONNEL  
President—Donald W. Diehl.  
Station Manager—Thomas W. Wolfe.  
2. REPRESENTATIVES  
Alan Torbet & Associates, Inc.  
Dome & Associates, Inc.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1230 kc.  
Operating schedule: 24 hours daily. EST.  
4. AGENCY COMMISSION  
15/0  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 24c, 25a, 28a, 29a.  
Contracts: 40a, 44a, 45, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60c, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
FM facilities: WQQQ (FM).  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.  
TIME RATES  
No. 7 ET 2/15/69—Rec'd 1/30/69.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
CLASS AA  
PER WK: 11 11 12 11 18 21 11 30 11  
1 min..... 18.00 16.00 14.00 15.00 12.00 11.00  
30 sec..... 14.00 13.00 11.00 10.50 9.50 9.00  
10 sec..... 9.00 8.00 7.00 6.50 6.00 5.50  
CLASS A  
1 min..... 14.00 12.00 10.00 9.00 8.00 7.00  
30 sec..... 11.00 9.50 8.00 7.00 6.50 6.50  
10 sec..... 7.00 6.00 5.00 4.50 4.00 3.50  
CLASS B  
1 min..... 12.00 10.00 8.00 7.00 6.00 5.00  
30 sec..... 9.50 8.00 6.50 5.50 5.00 4.00  
10 sec..... 6.00 5.00 4.00 3.50 3.00 2.50  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

WEST  
1936  
EASTON

A Div. of Sound Communications Corp.  
Subscriber to the NAB Radio Code  
Media Code 4 239 0200 8.00  
Sound Communications Corp., 436 Northampton St., Easton, Pa. 18042. Phone 215-258-6131.  
1. PERSONNEL  
President—Frank G. Stisser.  
Station Manager—Theodore Pierce.  
2. REPRESENTATIVES  
HIV/Stone Radio Representatives, Inc.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast midnight-6 am. For non-simulcast facilities see WLEY (FM).  
4. AGENCY COMMISSION  
15/0 on station time  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60b, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WLEY (FM).  
Affiliated with CBS.  
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year. All acceptable accounts subject to same rate.  
TIME RATES  
ET—Rec'd 6/14/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
PER WK: 6 11 12 11 18 21 11 24 11  
A..... 16 15 14 13  
B..... 14 13 12 11  
10 sec: 90% of 1-min. 10 sec: 50% of 1-min.  
7. PACKAGE PLANS  
TAP 1/3AA, 1/3A, 1/3B  
PER WK, 1 MIN: 6 11 12 11 18 21 11 24 11  
Ea..... 13 12 11 10

WEST/WLEY (FM) COMBINATION  
6. SPOT ANNOUNCEMENTS  
PER WK: 6 11 12 11 18 21 11 24 11  
A..... 21 20 19 18  
B..... 19 20 17 16  
10 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
7. PACKAGE PLANS  
TAP COMBINATION  
WEST, only. TAP rate plus 5.00 per spot.

# PENNSYLVANIA

## WEZV (FM)

1948  
BETHLEHEM  
R A B

Media Code 4 239 0225 3.00  
The Holt Corp. of Pennsylvania, Inc., 498 Broadhead Ave., Bethlehem, Pa. 18015. Phone 215-866-8074.  
Mailing address: Box 111, Bethlehem, Pa. 18016.  
See affiliated AM station for additional information.  
AM facilities: WGPA.

STATION'S PROGRAMMING DESCRIPTION  
WEZV (FM): MUSIC: Popular standard, film & show tunes with full orchestration; single & group vocals. COMMERCIAL POLICY: maximum of 12 commercials per hour, with no more than 8 minutes total commercial time. Rec'd 10/8/73.

1. PERSONNEL  
Program Director—Bob Deacon.  
General Sales Manager—Robert Grayson.  
3. FACILITIES  
ERP 28,000 w.; 95.1 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 627 ft. above average terrain.  
TIME RATES  
ET 4/7/73—Rec'd 3/22/73.

6. SPOT ANNOUNCEMENTS  
PER WK: 5 11 12 11 18 21 11 30 11  
1 min..... 13.00 12.00 11.50 10.75 10.00  
30 sec..... 9.00 8.50 8.00 7.50 7.00

## WFMZ (FM)

1948  
ALLENTOWN  
N A F M B

Media Code 4 239 0250 1.00  
WFMZ, Maranatha Broadcasting Co., Inc., E. Rock Rd., Allentown, Pa. 18103. Phone 215-797-4830.

STATION'S PROGRAMMING DESCRIPTION  
WFMZ (FM): Programs for adults.  
MUSIC: standard, show tunes, MOR albums arranged to appeal to mature adult. NEWS: network with local coverage in morning and evening. Stock reports daily. FEATURES: 5 min daily, weekly German hour, March time, classics with Boston Pops & Cleveland orchestra plus local productions. Some special remotes available. Staff announcers and personalities provide live programming. Contact Representative for further details. Rec'd 2/16/71.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Richard C. Dean.  
News & Special Features—Paul Brittain.  
2. REPRESENTATIVES  
Alan Torbet & Associates, Inc.  
Selective Broadcast Advertising, Inc.  
3. FACILITIES  
ERP 20,000 w.; 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 835 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3d, 4b, 5.  
Rate Protection: 10c, 13a, 14c.  
Basic Rates: 20a, 21a, 22a, 24b, 25a, 29b.  
Contracts: 40a, 44a, 46.  
Comb.: Cont. Discounts: 60d, 61b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Tobacco advertising not acceptable.  
TIME RATES  
No. 12 ET 7/8/73—Rec'd 6/8/73.  
AA—Mon thru Sat 10 am-9 pm.  
A—Mon thru Sat 6-10 am & 9 pm-midnight.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
1 MIN: 6 11 12 11 18 21 11 24 11  
A..... 10 10 10 10 9  
B..... 9 9 8 8 7

W G P A  
1948  
BETHLEHEM

Media Code 4 239 0300 4.00  
The Holt Corp. of Pennsylvania, Inc., 428 Broadhead Ave., Bethlehem, Pa. 18015. Phone 215-864-8074.  
Mailing address: Box 111, Bethlehem, Pa. 18016.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Arthur H. Holt.  
Station Manager—Art White.  
Program Director—Bob Wolken.  
2. FACILITIES  
250 w. days; 1100 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
4. AGENCY COMMISSION  
15/0  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WEZV (FM).  
Affiliated with MBS.  
Affiliated with American Entertainment Network.

TIME RATES  
ET 3/1/73—Rec'd 1/8/73.  
6. SPOT ANNOUNCEMENTS  
PREFERRED POSITION: 1x 156x 260x 520x  
1 min..... 15.00 12.00 10.00 8.00  
30 sec..... 11.00 8.50 7.00 5.00  
10 sec..... 9.00 7.50 6.00 4.00  
Yearly contract only, frequency discounts as earned, not preemptible.

7. PACKAGE PLANS  
PER WK, BTA: 6 11 12 11 18 21 11 30 11  
1 min..... 12 9 7 6  
30 sec..... 10 7 5 4  
Any days, any quantity within seven days. Specified times subject to preemption. Retroactive rebates or discounts not allowed.  
(This listing continued on next page)

# PENNSYLVANIA

Allentown-Bethlehem-Easton—  
WGPA—Continued

10. SPECIAL FEATURES  
News-casts—5 day per wk, minimum 7 wk contract—  
renewal option guaranteed.  
10 min 5 min Shared  
Es ..... 20.00 18.00 8.50

WHOL  
1948  
ALLENTOWN



Subscriber to the NAB Radio Code  
Media Code 4 239 0350 9.00  
Empire Broadcasting Co., Inc., Colorado & Poplar  
Sts., Allentown, Pa. 18103 Phone 215 434-4801.

STATION'S PROGRAMMING DESCRIPTION  
WHOL: Programmed for Nashville Sound adults.  
MUSIC: modern country, all programs formatted.  
PAKM: 6-7 am. NEWS: 5 min on hour and at :30;  
2 man news staff, 1 remote studio. SPORTS:  
Indie 50c, local auto, school, horse racing, high  
school football Rec'd 5/7/73.

1. PERSONNEL  
Manager—Carl Stuart.  
Sports Director—Rick Singer.  
Farm Director—James Herbert.  
2. FACILITIES  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am local sunset. EST.  
3. GENERAL ADVERTISING See coded regulations  
15/0.

TIME RATES  
ET 11/3/72—Rec'd 11/3/72.  
6. SPOT ANNOUNCEMENTS  
1x 90x 180x 270x 360x 450x 540x  
1 min 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
7. PACKAGE PLANS  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 8.00 7.50 7.00 6.50 6.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

WKAP  
1946  
ALLENTOWN



A Rehab Station  
Subscriber to the NAB Radio Code  
Media Code 4 239 0400 2.00  
WKAP, Inc., Box 246, Whitehall, Pa. 18052. Phone  
215-433-3186.

STATION'S PROGRAMMING DESCRIPTION  
WKAP: Programmed for adults and young adults.  
MUSIC: Contemporary, selected from current best  
selling singles & albums plus gold. AIR PERSON-  
ALITIES handle all segments. NEWS: 5-min at  
:60; expanded news, sports, stock market 6-8:15 pm  
& 10:15-10:25 pm; emphasis on local & regional  
covered by 3 newsmen with two-way radio equipped  
mobile unit. Editorials, SPORTS: college & pro  
football, high school basketball, & auto racing.  
PAKM: National, regional & local reports 5-6 am.  
TALK: open mike RELIGION: Sun 5-10 am.  
Public service announcements & programs. Contact  
Representative for further details. Rec'd 10/5/73.

1. PERSONNEL  
President—N. Joe Rahall.  
Vice-Pres. & Gen'l Mgr.—Jerry Duckett.  
General Sales Manager—Hal Tower.  
2. REPRESENTATIVES  
Katz Radio.  
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1320 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15b, 15e.  
Basic Rates: 20h, 21a, 21c, 21d, 22a, 22b, 23a, 24a,  
25a, 28c, 29a, 30, 32b, 33b.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 47e, 48, 49,  
50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60g, 60i,  
61h, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with Katz Radio Network.  
Affiliated with American Information Network.

TIME RATES  
No. 6 Rev. 1/8/73—Rec'd 1/15/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sat 7 pm-midnight, Sun 10 am-7 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 1-6 ti 12 ti 18 ti 24 ti  
AAA ..... 24.75 24.00 23.00 22.00  
AA ..... 23.00 22.00 21.00 20.00  
A ..... 21.00 20.00 19.00 18.00  
B ..... 15.00 14.00 13.00 12.00  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
7. PACKAGE PLANS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
1/3A, 1/3A, 1/3A ..... 20 19 18 17  
30/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
10. SPECIAL FEATURES  
5-min news—1-1/2x applicable 1-min.  
Open Mike 10 pm-midnight Mon thru Fri. Applicable  
time period rates.

WLEV (FM)  
(formerly WEST-FM)  
1948

EASTON

Media Code 4 239 0412 7.00  
Sound Communications Corp., 436 Northampton St.,  
Easton, Pa. 18042. Phone 215-258 6131  
See affiliated AM station for additional information.  
AM facilities: WEST.

STATION'S PROGRAMMING DESCRIPTION  
WLEV (FM): MUSIC hit parade.  
1. PERSONNEL  
Operations Manager—Ted Wieder.  
Sales Manager—Bill Dimmich.  
2. FACILITIES  
ERP 50,000 w. 98.1 mc Stereo.  
Operating schedule: 24 hours daily. EST  
Antenna ht.: 500 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-  
midnight. For simulcast facilities see WEST.  
3. GENERAL ADVERTISING See Coded regulations  
Sold in combination with WEST See that listing for  
rates.

TIME RATES  
ET 6/11/73—Rec'd 6/11/73  
6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 260x 520x 780x  
1 min 12.00 11.00 10.00 9.00 8.00 7.00 6.00  
30 sec 9.60 8.80 8.00 7.20 6.50 5.60 4.80

WQQQ (FM)  
1948  
EASTON

EASTON

Media Code 4 239 0425 9.00  
WQEE, Inc., Box 190, Easton, Pa. 18042. Phone  
215-258-8775.

See affiliated AM station for additional information.  
AM facilities: WQEE.  
1. PERSONNEL  
ERP 50,000 w. 99.9 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 456 ft. above average terrain.  
2. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
3. GENERAL ADVERTISING See coded regulations  
Affiliated with ATA Radio Network.

TIME RATES  
ET 5/7/73—Rec'd 8/21/73.  
AA—Mon thru Sun 9 am-9 pm.  
A—Mon thru Sun 6-9 am & 9 pm-midnight.  
B—Midnight-6 am.  
6. SPOT ANNOUNCEMENTS  
PER YR, 1 MIN: 260x 520x 780x  
AA ..... 6.00 5.50 5.00  
A ..... 5.00 4.50 4.00  
B ..... 4.00 3.50 3.00  
Fly plan (365 spots per yr)—1 spot per day/any  
time period: 780 x rate.  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA ..... 8.00 7.50 7.00 6.50  
A ..... 6.00 5.50 5.00 4.50  
B ..... 5.00 4.50 4.00 3.50  
30 sec: 80% of 1-min.

WSAN  
1923  
ALLENTOWN

ALLENTOWN

Media Code 4 239 0450 7.00  
Lenigh Valley Broadcasting Co., 1183 Micklely Rd.,  
Allentown, Pa. 18105. Phone 215-434-9511.

1. PERSONNEL  
Owners and Managers—Olivia M. Barnes & Raul H.  
Musselman.  
Sales Manager—Eugene Youkonis.  
2. FACILITIES  
5,900 w.; 1470 kc. Directional—night only.  
Operating schedule: 24 hours. EST.  
3. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 20a, 22a, 22b, 23a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC Radio Network.

TIME RATES  
ET 7/1/72—Rec'd 6/6/72.  
6. SPOT ANNOUNCEMENTS  
PRIME/DRIVE—6:30-10 AM, NOON-1 PM  
& 3-6:30 PM  
1 MINUTE  
CONSEC WKS: 1 ti 10 ti 15 ti 20 ti 30-4  
Flat ..... 14.25 13.60 13.00 11.80 10.55  
13 wks ..... 12.20 11.65 10.60 9.55  
26 wks ..... 11.40 11.00 10.00 9.00  
52 wks ..... 10.60 10.30 9.45 8.50  
30 SECONDS  
Flat ..... 11.80 11.30 10.85 9.90 8.50  
13 wks ..... 10.20 9.80 8.90 7.65  
26 wks ..... 9.65 9.30 8.45 7.25  
52 wks ..... 9.15 8.75 7.95 6.85  
10 SECONDS  
Flat ..... 8.25 7.90 7.55 7.00 6.45  
13 wks ..... 7.10 6.80 6.30 5.85  
26 wks ..... 6.65 6.45 5.95 5.55  
52 wks ..... 6.25 6.05 5.75 5.20  
ROS CONSECUTIVE WEEK SCHEDULE  
1 MINUTE  
Flat ..... 13.00 12.40 11.80 10.60 9.45  
13 wks ..... 11.15 10.60 9.55 8.50  
26 wks ..... 10.50 10.00 9.00 8.00  
52 wks ..... 9.90 9.45 8.50 7.55  
30 SECONDS  
Flat ..... 10.60 10.15 9.65 8.75 7.50  
13 wks ..... 9.15 8.75 7.90 6.90  
26 wks ..... 8.65 8.25 7.55 6.30  
52 wks ..... 8.15 7.80 7.10 5.90  
10 SECONDS  
Flat ..... 7.10 6.75 6.40 5.85 5.30  
13 wks ..... 6.05 5.80 5.30 4.80  
26 wks ..... 5.80 5.50 5.00 4.55  
52 wks ..... 5.40 5.15 4.75 4.25

WXKW (FM)  
1961  
ALLENTOWN

ALLENTOWN

A William Rust Station  
Media Code 4 239 0475 4.00  
Rust Communications Group, Inc., 700 Fenwick St.,  
Allentown, Pa. 18103. Phone 215-434-4424.  
See affiliated AM station for additional information.  
AM facilities: WABE.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.  
3. FACILITIES  
ERP 20,000 w.; 104.1 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 304 ft. above average terrain.  
4. GENERAL ADVERTISING See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with AM. See UNIPAC for  
rates.

TIME RATES  
ET 2/1/73—Rec'd 3/26/73.  
6. SPOT ANNOUNCEMENTS  
PER WK, ROS: 6 ti 12 ti 18 ti 24 ti  
1 min ..... 13 12 11 10  
30 sec ..... 11 10 9 8  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

ALTOONA (3 AM; 2 FM)

Blair County—Map Location E-6  
See SRDS consumer market map and data at beginning  
of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10 am-3 pm)		Afternoon Traffic (3-7 pm)		Evening Traffic (7 pm- midnight)	
	A	B	A	B	A	B
A	19	15	19	17	19	17
B	18	14	18	16	18	16
C	13	10	13	11	13	11
D	8	8	8	8	8	8
AVERAGE	15	12	15	13	15	13

WFBG

1924

BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 239 0500 9.00  
The Gilcom Corp., Hilltop-Logan Blvd., Altoona, Pa.  
16603. Phone 814-943-1136.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Edward T. Giller.  
Assistant Sales Manager—Denny Rossman.  
2. REPRESENTATIVES  
Blair Radio.  
Pittsburgh—Dome-Messner Co., Inc.  
Canada—Unicom Broadcast Sales Ltd.  
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1290 kc.  
Directional—nights only.  
Operating schedule: 5:30-2 am daily. EST.  
4. AGENCY COMMISSION  
15/0 time, news and talent charges.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 22b, 23a, 24c, 25a, 26, 28b, 28c,  
29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60c, 60k, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with Blair Represented Network.  
Affiliated with American Contemporary Network.

TIME RATES  
AM/FM COMBINATION  
No. 8 ET 9/1/69—Rev 9/1/72—Rec'd 9/5/73.  
A—Mon thru Sat 6-10 am & 4-7 pm.  
B—Mon thru Sun 10 am-4 pm; Sun 4-7 pm.  
C—All other times.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min ..... 24.00 22.00 21.00 20.00 19.00 18.00  
30 sec ..... 18.15 16.65 15.90 15.15 14.40 13.65  
10 sec ..... 12.90 11.90 11.40 10.90 10.40 9.90  
CLASS A  
1 min ..... 20.00 18.00 17.00 16.00 15.00 14.00  
30 sec ..... 15.15 13.65 12.90 12.15 11.40 10.65  
10 sec ..... 10.90 9.90 9.40 8.90 8.40 7.90  
CLASS B  
1 min ..... 13.00 11.00 10.50 10.00 9.50 9.00  
30 sec ..... 9.90 8.40 8.05 7.65 7.30 6.90  
10 sec ..... 7.40 6.40 6.15 5.90 5.65 5.40  
AM ONLY  
Deduct ..... 1 min 30 sec 10 sec  
..... 3.00 2.40 2.40

8. PROGRAM TIME RATES  
AM ONLY  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
Mon thru Sun  
9 am-sign-off ..... 200 120 80 70 50

10. SPECIAL FEATURES  
AM ONLY 5-MINUTE NEWSCASTS  
PER WK: 1 ti 6 ti  
Mon thru Sat 6-10 am & 4-7 pm ..... 20 24  
Mon thru Sat 10 am-4 pm ..... 21 19  
Mon thru Sat 7 pm-sign-off; Sun all day ..... 12 10  
SPECIAL ROS NEWSCASTS  
15 ti, wky ..... 100  
No more than 3 A newscasts per strip, minimum 4  
weeks.

WFBG-FM  
1960

BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 239 0501 7.00  
The Gilcom Corp., Hilltop-Logan Blvd., Altoona, Pa.  
16603. Phone 814-943-1136.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 30,000 w. (horiz. & vert.) 98.1 mc. Stereo.  
Operating schedule: 6-1:30 am. EST.  
Antenna ht.: 1,021 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with Blair Group Plan.  
Affiliated with American FM Network.  
Sold in combination with WFBG. See that listing for  
rates.

TIME RATES  
ET 11/1/72—Rec'd 10/2/72.  
6. SPOT ANNOUNCEMENTS  
PER WK, ROS: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min ..... 10.00 9.00 8.00 7.00 6.00 5.00  
20/30 sec ..... 8.00 7.20 6.40 5.60 4.80 4.00  
7. PROGRAM TIME RATES  
1 hr ..... 1x 15x 30x 60x 125x 250x  
1/2 hr ..... 23 21 19 17 15 13  
5 min ..... 12 11 10 9 8 7

WRTA  
1947



Subscriber to the NAB Radio Code  
Media Code 4 239 0550 4.00  
Altoona Trans-Audio Corp., Box 273, Penn Alto  
Hotel, Altoona, Pa. 16603. Phone 814-943-9112.

1. PERSONNEL  
Executive Vice-President—Lou H. Murray.  
General Manager—David B. Wolf.  
2. REPRESENTATIVES  
Meeker Radio, Inc. (except Pennsylvania).  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 25a, 26,  
28b, 29b, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

TIME RATES  
ET 11/1/72—Rec'd 9/5/72.  
AA—Mon thru Sat 6-10 am & 4-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS  
CLASS AA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min ..... 13.25 12.50 11.75 11.00  
30 sec ..... 10.00 9.50 9.00 8.25  
CLASS A  
1 min ..... 10.50 10.00 9.25 8.75  
30 sec ..... 7.85 7.50 7.00 6.50  
ID: 50% of applicable 1-min.  
8. PROGRAM TIME RATES  
1/2 hr ..... 60 1/4 hr ..... 42

WVAM WVAM-FM  
1948 1950

McGavren-Guild  
pgw radio, inc.



Media Code 4 239 0600 7.00  
Blair County Broadcasters, Inc., 2727 W. Albert Dr.,  
Altoona, Pa. 16602. Phone 814-944-9456.

STATION'S PROGRAMMING DESCRIPTION  
WVAM: Programmed for adults & teens.  
MUSIC 78%: air personalities feature current hits  
5 am-1 am. NEWS: 15%; 3 min at :60 expanded  
to 10 min at 5:50 & 8 am; 5 man news team, with  
7 mobile units, portable units & access to fixed wing  
aircraft. Emphasis on local news with on spot cov-  
erage & statewide correspondence. Network news for  
national & international emphasis. Emphasis on  
special event. SPORTS: high school football &  
basketball. On-the-spot reports of local events. Au-  
dience participation, contests & promotions throu-  
out the hr. Contact Representative for further  
details. Rec'd 3/29/74.

1. PERSONNEL  
President—Randolph Burdell.  
Vice-Pres. & Gen'l Mgr.—Denny J. Bzler.  
Sales & Gen'l Sales Mgr.—David C. Hill.  
2. REPRESENTATIVES  
New York—Pittsburgh—McGavren-Guild, Inc.  
3. FACILITIES  
5,000 w.; 1430 kc. Directional—nighttime only.  
Operating schedule: 5-1 am. EST.  
FM-ERP 360 w.; 100.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 1,275 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 net time.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
16c, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b,  
23a, 24a, 24b, 24c, 25a, 25b, 26c, 29a, 33b,  
33d.  
(This listing continued on next page)



**Altoona—WVAM, WVAM-FM—Cont'd**

Contracts: 40a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60c, 60e, 61b, 62a, 62d.  
 Cancellation: 70b, 70d, 71a, 73a.  
 Prod. Services: 80, 82.  
 Affiliated with MBS.

**TIME RATES**

Eff 1/1/73—Rec'd 12/1/72.  
 AA—Mon thru Sat 6-10 am & 4-7 pm.  
 A—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm.  
 B—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti
AA	20	19	18	—
A	16	15	14	13
B	12	11	10	9

30 sec: 80% of 1-min. ID's 50% of 1-min

**9. PROGRAM TIME RATES**

	1x	26x	52x	104x	156x	208x
1/2 hr.	53	50	47	44	41	38
1/4 hr.	36	34	32	30	28	26
5 min.	19	18	17	16	15	14

**10. SPECIAL FEATURES**

5-MINUTE NEWSCASTS:	AA	A	B
5 ti per wk.	119	77	—
Less than 6 ti, ea.	22	—	—
Flat, per newscast.	—	—	14

**AMBRIDGE**

Beaver County—Map Location B-5  
 See SRDS consumer market map and data at beginning of the State

**See Pittsburgh**

(including Ambridge, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

**ANNVILLE-CLEONA**

Lebanon County—Map Location J-6  
 See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**WAHT**

1968



Media Code 4 239 0674 2.00  
 Valley Communications Corp., Box 15, Rt. 5, The Colebrook Rd., Lebanon, Pa. 17042. Phone 717-273-8547.

**STATION'S PROGRAMMING DESCRIPTION**  
 WAHT: Programmed for adults & young adults. MUSIC: personalities play modern pop hits, oldies, top singles & albums; Sun am features C & W. NEWS: local at 6:50 with a comprehensive report at 7:30. SPORTS: local featured, part of local news segments. Stock car racing weekly. Editorials on local state issues. Listener participation by games & promotions. Remotes each weekend featuring personalities. Contact Representative for further details. Rec'd 5/3/72.

- PERSONNEL**  
 General Manager—William E. Sullivan.  
 Sales Manager—Robert Keller.  
 Operations Manager—Tim Burns.
- REPRESENTATIVES**  
 The Derney Organization, Inc.  
 New England Spot Sales, Inc.
- FACILITIES**  
 5,000 w. days; 1510 kc. Directional.  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15% time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.  
 Contracts: 40a, 42a, 42c, 43, 44b, 46.  
 Comb.: Cont. Discounts: 60a, 60e, 60f, 60h, 61c, 62a.  
 Cancellation: 70a, 70c, 71a, 72.  
 Prod. Services: 80, 82.  
 Affiliated with MBS.

**TIME RATES**

Eff—Rec'd 7/12/74.  
 AA—Mon thru Sat 6-9 am & 3:30-6 pm.  
 A—Mon thru Sat 9 am-3:30 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min.	12.75	11.25	10.25	8.50	7.75	6.75	6.25
30 sec.	9.50	8.50	7.75	6.25	5.50	5.00	4.75

**CLASS A**

1 min.	11.00	10.00	9.00	7.25	6.50	5.50	5.25
30 sec.	8.25	7.25	6.75	5.50	5.00	4.50	4.25

**APOLLO**

Armstrong County—Map Location C-5  
 See SRDS consumer market map and data at beginning of the State.

October 1, 1974

**WAVL**

1947  
 Subscriber to the NAB Radio Code  
 Media Code 4 239 0700 5.00  
 Tri-Horo Broadcasting Co., Box 277, Orchard Hills, 1-3/4 miles E. of Apollo, Pa. 15613 off Route 54.  
 Phone 879-23921.

- PERSONNEL**  
 Gen'l & Com'l Mgr.—Cecil F. Clifton.
- REPRESENTATIVES**  
 Charles Bernard Co., Inc.
- FACILITIES**  
 1,000 w. days; 910 kc. Non-directional.  
 Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**  
 15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
 Advertising of tobacco not accepted.  
 Member: Country Music Network.

**TIME RATES**

Rates effective December 3, 1962.

	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
1 ti.	4.00	2.50	1.56	1.00	3.00	1.70
13 ti.	3.80	2.35	312 ti.	2.80	1.50	—
26 ti.	3.60	2.20	624 ti.	2.40	1.30	—
52 ti.	3.40	2.05	1000 ti.	2.00	—	—
104 ti.	3.20	1.90	—	—	—	—

(\*) 100 words or 1/2 min.  
 (†) 50 words or 1/3 min.

**BARNESBORO**

Cambria County—Map Location D-6  
 See SRDS consumer market map and data at beginning of the State.

**WNCC**

1950  
 Subscriber to the NAB Radio Code  
 Media Code 4 239 0750 0.00  
 WNCC, Inc., Box 277, American Legion Home Bldg., Barnesboro, Pa. 15714. Phone 814-948-9200

- PERSONNEL**  
 Pres & Gen'l Mgr.—J. Howard Bair.
- REPRESENTATIVES**  
 Regional Repr Corp.
- FACILITIES**  
 500 w. days; 950 kc. Non-directional.  
 Operating schedule: 6:00 am-local sunset. EST.
- AGENCY COMMISSION**  
 15% commission to recognized advertising agencies.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Pennsylvania Radio Network.

**TIME RATES**

Rates effective December 1, 1958.  
 Rates received December 3, 1958.

	1 hr.	1/2 hr.	1/4 hr.	10 s	5	1
1 time.	35.00	23.50	11.75	8.75	6.00	4.25
18 times.	32.00	20.50	10.50	8.25	5.50	4.00
26 times.	30.00	18.75	10.00	7.75	5.25	3.80
52 times.	29.25	17.50	9.50	7.00	5.00	3.50
104 times.	26.50	17.00	9.00	6.50	4.75	3.25
260 times.	23.50	16.50	8.75	6.00	4.50	3.00

**BEAVER FALLS (1AM; 1FM)**

Beaver County—Map Location B-5  
 See SRDS consumer market map and data at beginning of the State.

**WBVP**

1948

Media Code 4 239 0800 3.00  
 Beaver Valley Broadcasting, Inc., Box 719, Beaver Falls, Pa. 15010. Phone 412-846-4100.

- STATION'S PROGRAMMING DESCRIPTION**  
 WBVP: Programmed for general interest.
- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Walter G. Broadhurst.
  - REPRESENTATIVES**  
 Pittsburgh, Cleveland—Gateway Repr. Inc.
  - FACILITIES**  
 1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
 Operating schedule: 24 hours daily. EST.  
 Partial simulcast operation. Simulcast noon-12:30 pm and 6-6:30 pm. For non-simulcast facilities see WWKS.
  - AGENCY COMMISSION**  
 None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Beer, wine and cigarette commercials unacceptable on high school and college sports.  
 FM facilities: WWKS.  
 Affiliated with American Information Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 No. 6 Eff 5/1/73—Rec'd 10/8/73.

	1 min.	10.00	9.00	8.75	8.50	8.00	7.50
30 sec.	6.75	6.00	5.75	5.50	5.25	4.75	—

**7. PACKAGE PLANS**

PER WK. EA:	12 ti	18 ti	24 ti	36 ti	48 ti
1 min.	9.50	9.25	8.75	8.25	7.75
30 sec.	6.25	5.75	5.50	5.25	5.00
10 sec.	4.50	4.25	4.00	3.75	3.50

**WWKS**

(formerly WBVP-FM)

1960  
 Media Code 4 239 0801 1.00  
 Beaver Valley Broadcasting, Inc., Box 719, 1400 7th Ave., Beaver Falls, Pa. 15010. Phone 412-846-4100.

- See affiliated AM station for additional information.  
 AM facilities: WBVP.

**5. FACILITIES**

ERP 16,500 w.; 106.7 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 1,322 ft. above average terrain.  
 Partial simulcast operation. Operated separately 6 am-noon, 12:30-6 pm & 6:30 pm-midnight. For simulcast facilities see WBVP.

**TIME RATES**

ET—Rec'd 8/1/73.

	1 ti	26 ti	52 ti	104 ti
PER WK. EA:	4.00	3.50	2.50	2.00
1 min.	—	—	—	—

**BEDFORD**

Bedford County—Map Location E-6  
 See SRDS consumer market map and data at beginning of the State.

**WBFD**

1955

Subscriber to the NAB Radio Code  
 Media Code 4 239 0850 0.00  
 The Inquirer Printing Co., Box 572, R.R. 2, Bedford, Pa. 15522. Phone 814-623-5131.

- PERSONNEL**  
 Sales & Station Manager—Glenn B. Ritchey.
- REPRESENTATIVES**  
 Dome & Associates, Inc.
- FACILITIES**  
 5,000 w. days; 1310 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15% time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS and KBS.

**TIME RATES**

No. 4 Eff 1/1/70—Rec'd 1/8/70.

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
PER WK. EA:	9.00	8.50	8.00	7.50	7.00	6.50	6.00
1 min.	—	—	—	—	—	—	—
30 sec.	—	—	—	—	—	—	—

30 sec: 80% of 1-min.

**BELLEFONTE**

Centre County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

**WBLF**

1958

Subscriber to the NAB Radio Code  
 Media Code 4 239 0900 1.00  
 Bellefonte Broadcasting Co., Box 88, Crider Exchange Bldg., Bellefonte, Pa. 16823. Phone 814-335-4751.

- PERSONNEL**  
 General Manager—James F. Kerschner, Jr.
- REPRESENTATIVES**  
 Dome & Associates, Inc.
- FACILITIES**  
 500 w. days; 970 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15% time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: Allegheny Mountain Network.

**TIME RATES**

ET 2/1/67—Rec'd 2/6/67.

	1 x	13x	26x	52x	104x	212x
1 min.	6.90	6.56	6.21	5.87	5.52	5.18

HOUSEWIFE TIME

1 ti.	4.00
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**BELLWOOD**

Blair County—Map Location E-6  
 See SRDS consumer market map and data at beginning of the State.

**WHGM (FM)**

1970  
 Media Code 4 239 0925 8.00  
 John R. Powley, Box 609, Altoona, Pa. 16603.  
 Phone 814-943-2607.

- PERSONNEL**  
 General Manager—John R. Powley.
- FACILITIES**  
 ERP 250 w.; 103.9 mc.  
 Operating schedule: 7 am-10 pm. EST.  
 Antenna ht.: 870 ft. above average terrain.
- AGENCY COMMISSION**  
 15% time only.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 No. 2 Eff 1/1/74—Rec'd 6/17/74.

	1x	13x	26x	52x	104x
1 min.	2.00	1.95	1.90	1.85	1.80
30 sec.	1.60	1.55	1.50	1.45	1.40

1 min. 1.75 1.70 1.65 1.60  
 30 sec. 1.35 1.30 1.25 1.20

**7. PACKAGE PLANS**

	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x
PER 10 CONSEC DAYS:	20 ti	40 ti	50 ti	70 ti	—	—	—	—	—	—
1 min.	1.75	1.70	1.65	1.60	—	—	—	—	—	—
30 sec.	1.35	1.30	1.25	1.20	—	—	—	—	—	—

**10. SPECIAL FEATURES**  
 News, per spot extra .50.

**BERWICK**

Columbia County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

**WBRX**

1957

Media Code 4 239 0950 6.00  
 Berwick Broadcasting Corp., Box 387, Berwick, Pa. 18603. Phone 717-752-4546.

- PERSONNEL**  
 Station Manager—John Wellenhofer.
- FACILITIES**  
 1,000 w. days; 1280 kc. Non-directional.  
 Operating schedule: 6:00 am-local sunset. EST.

**PENNSYLVANIA**

- AGENCY COMMISSION**  
 15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

**TIME RATES**

ET—Rec'd 11/30/72.

	1x	26x	52x
1 min.	5.90	4.00	3.00
30 sec.	2.75	2.00	1.75
10 sec.	1.75	1.50	1.25

**BETHLEHEM**

Lehigh County—Map Location K-5  
 Northampton County—Map Location K-5  
 See SRDS consumer market map and data at beginning of the State.

**See Allentown-Bethlehem-Easton**

**BLOOMSBURG (2 AM; 1 FM)**

Columbia County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

**WCNR**

1946

NAB

Media Code 4 239 1000 9.00  
 Columbia Mountain Broadcasting Co., Inc., 125 W. Main St., Bloomsburg, Pa. 17815. Phone 717-764-1200.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Ed Darlington.
- REPRESENTATIVES**  
 Philadelphia—Selective Broadcast Advertising, Inc.
- FACILITIES**  
 1,000 w. days; 930 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15% time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.

**TIME RATES**

ET—Rec'd 2/5/68.

	1x	26x	52x	104x	208x
1 min.	7.50	7.25	7.00	6.75	6.50
30 sec.	5.50	5.25	5.00	4.75	4.50

# PENNSYLVANIA

## BRADDOCK

Allegheny County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### See Pittsburgh

(including Ambridge, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

## BRADFORD

McKean County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

## WESB

1947



Subscriber to the NAB Radio Code  
Media Code 4 239 1150 2.00  
WESB: 43 Main St., Bradford, Pa. 16701. Phone 814-368-4141.

STATION'S PROGRAMMING DESCRIPTION  
WESB: MUSIC: Modern MOR.

1. PERSONNEL  
General Manager—Joseph M. Cleary.

2. REPRESENTATIVES  
Gateway Itops, Inc.

3. FACILITIES  
250 w. days, 250 w. nights; 1490 kc.

Operating schedule: 4:25 am-midnight. EST.

4. AGENCY COMMISSION  
15/0; time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
No. 5 ET 7/27/73—Rec'd 6/8/73.

6. SPOT ANNOUNCEMENTS

1 min..... 8.90 26x 52x 104x 208x  
30/20 sec..... 7.60 7.20 6.80 6.45 6.00 5.75

10 sec (ROS): 50% of 1-min.  
Minute and 30/20 second spots may combine to earn frequency discount.

7. PACKAGE PLANS

PER WK: SATURATION PLANS  
1 min/30 sec, ea..... 7.50 6.90 6.30 6.00 5.70

## BROWNSVILLE

Fayette County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## WASP

1968

Subscriber to the NAB Radio Code  
Media Code 4 239 1175 9.00  
Brownsville Radio, Inc., Box 270, Brownsville, Pa. 15417. Phone 412-785-3450.

1. PERSONNEL  
Pres. & Gen'l Mgr.—D. C. Loughry.

2. FACILITIES  
5,000 w.; 1130 kc. Directional days.

Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15% time only; monthly.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
ET 8/30/74.

6. SPOT ANNOUNCEMENTS

1 min..... 6.50 6.20 5.85 5.50 4.85  
30 sec..... 5.25 5.00 4.75 4.50 4.25

1 min..... 156x 312x 624x 1000x  
30 sec..... 4.35 4.00 3.60 3.35

30 sec..... 4.00 3.75 3.50 3.25

## BUTLER (2 AM; 1 FM)

Butler County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WBUT

1948

## WBUT-FM

1949



Media Code 4 239 1200 5.00  
WBUT, Inc., Box 1645, Butler, Pa. 16001. Phone 412-287-5778.

STATION'S PROGRAMMING DESCRIPTION  
WBUT: Programmed for general interest.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Larry M. Berg.

2. REPRESENTATIVES  
Dome & Associates, Inc.

3. FACILITIES  
250 w. days; 1050 kc. Non-directional.

Operating schedule: Sunrise-local sunset. EST.

FM-ERP 720 w.; 97.7 mc.

Operating schedule: 7 am-10 pm. EST.

Antenna ht.: 290 ft. above average terrain.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 12 ET 3/1/74—Rec'd 6/3/74.

6. SPOT ANNOUNCEMENTS

1 min 30 sec 15 sec  
1 x..... 5.90 4.15 3.65  
52 x..... 5.85 3.90 3.35

156 x..... 5.30 3.75 3.25  
260 x..... 5.00 3.65 3.15

312 x..... 4.70 3.40 3.00  
500 x..... 4.15 2.95 2.65

1000 x..... 3.90 2.75 2.50  
1500 x..... 3.55 2.60 2.40

## 7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti

1 min..... 5.35 5.25 5.15 5.00 4.90

30 sec..... 3.65 3.55 3.40 3.30 3.20

15 sec..... 3.00 2.90 2.75 2.65 2.50

## WISR

1941

Media Code 4 239 1280 0.00  
Butler Broadcasting Co., Inc., 357 N. Main St., Butler, Pa. 16001. Phone 412-283-1500.

STATION'S PROGRAMMING DESCRIPTION  
WISR: Programmed for variety and general interest.

1. PERSONNEL  
Commercial Manager—J. Victor O'Brien.

2. REPRESENTATIVES  
Gateway Itops, Inc.

3. FACILITIES  
250 w. days; 630 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
15% net 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

Member: Pennsylvania Farm Network.

TIME RATES  
NATIONAL AND LOCAL RATE SAME  
ET 1/1/73—Rec'd 11/30/72.

6. SPOT ANNOUNCEMENTS

1 x 104x 156x 260x 312x 500x  
1 min 5.90 5.65 5.50 5.30 5.00 4.70 4.40 4.10

30 sec 4.10 3.95 3.80 3.70 3.50 3.30 3.05 2.90

15 sec 3.50 3.35 3.25 3.20 3.00 2.80 2.60 2.50

7. PACKAGE PLANS

PER WK, EA: 10 ti 20 ti 30 ti 40 ti 50 ti

1 min..... 5.20 5.20 5.05 4.95 4.80

30 sec..... 3.50 3.40 3.30 3.20 2.85

15 sec..... 3.00 2.90 2.75 2.65 2.50

## CANONSBURG

Washington County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## WARO

1957

A Universal Owned Station  
Media Code 4 239 1300 3.00  
WARO Radio, Box 191, Canonsburg, Pa. 15317. Phone 412-531-8800, 745-5400.

1. PERSONNEL  
President—Marvin R. Kosofsky.

Vice-President—Lawrence Brandon.

2. REPRESENTATIVES  
Dora-Clayton Agency, Inc.

3. FACILITIES  
250 w. days; 540 kc. Directional.

Operating schedule: 5:45 am-8:45 pm. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.

Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.

Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 26b.

26c, 30, 33a.

Contracts: 40a, 42b, 42d, 46, 47a, 51b.

Comb.: Cont. Discounts: 60b, 60c, 62d.

Cancellation: 70a, 70c, 72, 73a.

Prod. Services: 80, 82.

Member: Pennsylvania Farm Network.

TIME RATES  
ET 5/15/67—Rec'd 5/19/67.

6. SPOT ANNOUNCEMENTS

1 x..... 1.50 260 x..... 9.00

26 x..... 11.00 312 x..... 8.50

52 x..... 10.50 520 x..... 8.00

104 x..... 10.00 624 x..... 7.50

156 x..... 9.50 1248 x..... 7.00

30 sec: 80% of 1-min 1D's: 50% of 1-min.

7. PACKAGE PLANS

PER WK: 10 ti 15 ti 20 ti 25 ti

1 min..... 95 135 170 208

0. PROGRAM TIME RATES

1 hr..... 80.00 76.50 73.00 69.50 66.00 62.50 59.00

1/2 hr..... 64.00 62.00 60.00 58.00 56.00 54.00 52.00

1/4 hr..... 40.00 38.00 36.00 34.00 32.00 30.00 28.00

10 min 24.00 23.00 22.00 21.00 20.00 19.00 18.00

5 min..... 19.00 17.00 16.00 15.00 14.00 13.00 12.00

(D)

## CARBONDALE (1 AM; 1 FM)

Lackawanna County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## WC DL

1950

Subscriber to the NAB Radio Code  
Media Code 4 239 1350 3.00  
Carbondale Broadcasting Co., Inc., 127 Salem Rd., Carbondale, Pa. 18407. Phone 717-282-2770.

1. PERSONNEL  
General Manager—Marjorie Zapotosky.

3. FACILITIES  
5,000 w. days; 1440 kc. Non-directional.

Operating schedule: 6:00 am-local sunset. EST.

Partial simulcast operation. Simulcast during AM

Operational hours. For non-simulcast facilities see

WC DL-FM.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

Member: Pennsylvania Farm Network.

TIME RATES  
ET 1/1/69—Rec'd 10/30/70.

6. SPOT ANNOUNCEMENTS

30 sec 1 min 30 sec 1 min

520 x..... 3.00 3.50 39 x..... 4.00 4.50

260 x..... 3.20 3.70 26 x..... 4.20 4.70

156 x..... 3.40 3.90 13 x..... 4.30 4.80

104 x..... 3.60 4.10 1 x..... 4.50 5.00

52 x..... 3.80 4.30

## 10. SPECIAL FEATURES

5 MINUTE NEWS & WEATHER

520 x..... 5.00 39 x..... 7.00

260 x..... 5.40 26 x..... 7.40

156 x..... 5.80 13 x..... 7.80

104 x..... 6.20 1 x..... 8.00

52 x..... 6.60

## WC DL-FM

1965



Subscriber to the NAB Radio Code  
Media Code 4 239 1351 6.00  
Carbondale Broadcasting Co., Inc., 127 Salem Rd., Carbondale, Pa. 18407. Phone 717-282-2770.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 330 w.; 94.3 mc.

Operating schedule: Sunrise-11 pm. EST.

Antenna ht.: 770 ft. above average terrain.

Partial simulcast operation. Operated separately local

sunset-11 pm. For simulcast facilities see WC DL.

TIME RATES

Rates are identical to WC DL. See that listing.

## CARLISLE (2 AM; 1 FM)

Cumberland County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WHYL

1948

## WHYL-FM

1959



Media Code 4 239 1400 1.00  
Richard Field Lewis, Jr., Inc., WHYL Bldg., Box 219, Carlisle, Pa. 17013. Phone 717-249-1717.

STATION'S PROGRAMMING DESCRIPTION  
WHYL: Programmed for adults and young adults.

MUSIC: MOR, hits from '58 to present. NEWS:

local at :30; national at :30; expanded 8-9:35 am,

noon-12:35, 6-6:35 pm & 10-10:20 pm. 2 radio-

equipped mobile units, 3 man news department.

WEATHER: 7:25 am, 12:25 & 5:55 pm expanded

weatherscopes; weather every 15 min 6-9 am; at :15

& :45 balance of day; 24 hour weatherline. FARM:

1:05 pm, M-F. FEATURES: focus talk show M &

Thurs, 9:35 am; call-in swap shop show M-F 12:50-

1 pm. Mobile studios for remotes. SPORTS: 7:35,

8:25 am, 6:20 pm, M-S. Live local & college basket-

ball & football. Contact Representative for further

details. Rec'd 4/5/71.

1. PERSONNEL  
President—Marion P. Lewis.

General Manager—William M. Allison.

2. REPRESENTATIVES  
PRO Time Sales, Inc.

Dome & Associates, Inc.

3. FACILITIES  
5,000 w. days; 960 kc. Directional.

Operating schedule: 6 am-local sunset. EST.

FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3

mc.

Operating schedule: 6 am-midnight. EST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 4a, 4d, 5, 6a, 7a, 8.

Basic Rates: 22a, 23a.

Contracts: 40a, 45.

Comb.: Cont. Discounts: 60a

Cancellation: 73a.

Affiliated with MBS.

Member: Green Valley Group.

TIME RATES  
ET 3/1/73—Rec'd 2/5/73.

6. SPOT ANNOUNCEMENTS

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

1 min..... 11.00 10.50 10.00 9.50 9.00

30 sec..... 8.40 8.00 7.60 7.20 6.80

10 sec..... 5.50 5.25 5.00 4.75 4.50

FM only: 30% discount.

7. PACKAGE PLANS

PER WK, ROS: 10 ti 20 ti 30 ti

1 min..... 96.00 172.00 228.00

30 sec..... 73.00 128.50 168.00

10 sec..... 48.50 86.00 112.50

8. PROGRAM TIME RATES



**CHARLEROI (1 AM; 1 FM)**

Washington County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**WESA**  
1947

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 1680 6.00  
Aubach Radio Prop., Inc., Box 584, Charleroi, Pa.  
15022. Phone 412-483-6551.

- PERSONNEL**  
Executive Vice-President—Carl J. Marocci.  
**4. REPRESENTATIVES** Dome & Associates, Inc.  
**5. FACILITIES**  
390 w. days: 340 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast sunrise to 4:35 pm. For non-simulcast facilities see WESA-FM.  
**4. AGENCY COMMISSION**  
15% time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/1/74—Rec'd 4/1/74.

- 6. SPOT ANNOUNCEMENTS**  
PER WK: 11 20 30 40 50  
1 min. 6.50 7.75 5.50 4.75 15.00  
30 sec. 80% of 1-min.  
13 wk: 90% of weekly rates.  
**7. PACKAGE PLANS**  
BULK PLAN—YEARLY  
1000 x 4250 2000 x 8000  
**10. SPECIAL FEATURES**  
Newscafs 10.00

**WESA-FM**  
1967

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 1625 3.00  
Laubach Radio Prop., Inc., Box 584, Charleroi, Pa.  
15022. Phone 412-483-6551.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 3,000 w. (horiz.); 3,000 (vert.); 98.3 mc.  
Operating schedule: Sunrise-midnight. EST.  
Antenna ht.: 1,000 ft. above average terrain.  
Partial simulcast operation. Operated separately  
4:35 pm-midnight. For simulcast facilities see WESA.  
**TIME RATES**  
Rates are identical to WESA. See that listing.

**CHESTER**

Delaware County—Map Location L-7  
See SRDS consumer market map and data at beginning of the State.

**See Philadelphia Urban Area****CLARION**

Clarion County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WWCH**

1960

Subscriber to the NAB Radio Code  
Media Code 4 239 1650 1.00  
Clarion Count, Broadcasting Corp., Box 171, Garby,  
Theatre Bldg., Clarion, Pa. 16214. Phone 814-328-  
8600.

- 1. PERSONNEL**  
Manager—Norman Wallace.  
**2. REPRESENTATIVES**  
Dome & Associates, Inc.  
**3. FACILITIES**  
500 w. days: 1,300 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15%.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Pennsylvania Radio Network, Pennsylvania  
Farm Network.

**TIME RATES**  
Rates effective June 15, 1962.  
Rates received May 7, 1962.

- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
11 13 15 17 19 21 23 25 27 29 31 33 35 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 81 83 85 87 89 91 93 95 97 99 101 103 105 107 109 111 113 115 117 119 121 123 125 127 129 131 133 135 137 139 141 143 145 147 149 151 153 155 157 159 161 163 165 167 169 171 173 175 177 179 181 183 185 187 189 191 193 195 197 199 201 203 205 207 209 211 213 215 217 219 221 223 225 227 229 231 233 235 237 239 241 243 245 247 249 251 253 255 257 259 261 263 265 267 269 271 273 275 277 279 281 283 285 287 289 291 293 295 297 299 301 303 305 307 309 311 313 315 317 319 321 323 325 327 329 331 333 335 337 339 341 343 345 347 349 351 353 355 357 359 361 363 365 367 369 371 373 375 377 379 381 383 385 387 389 391 393 395 397 399 401 403 405 407 409 411 413 415 417 419 421 423 425 427 429 431 433 435 437 439 441 443 445 447 449 451 453 455 457 459 461 463 465 467 469 471 473 475 477 479 481 483 485 487 489 491 493 495 497 499 501 503 505 507 509 511 513 515 517 519 521 523 525 527 529 531 533 535 537 539 541 543 545 547 549 551 553 555 557 559 561 563 565 567 569 571 573 575 577 579 581 583 585 587 589 591 593 595 597 599 601 603 605 607 609 611 613 615 617 619 621 623 625 627 629 631 633 635 637 639 641 643 645 647 649 651 653 655 657 659 661 663 665 667 669 671 673 675 677 679 681 683 685 687 689 691 693 695 697 699 701 703 705 707 709 711 713 715 717 719 721 723 725 727 729 731 733 735 737 739 741 743 745 747 749 751 753 755 757 759 761 763 765 767 769 771 773 775 777 779 781 783 785 787 789 791 793 795 797 799 801 803 805 807 809 811 813 815 817 819 821 823 825 827 829 831 833 835 837 839 841 843 845 847 849 851 853 855 857 859 861 863 865 867 869 871 873 875 877 879 881 883 885 887 889 891 893 895 897 899 901 903 905 907 909 911 913 915 917 919 921 923 925 927 929 931 933 935 937 939 941 943 945 947 949 951 953 955 957 959 961 963 965 967 969 971 973 975 977 979 981 983 985 987 989 991 993 995 997 999 1001 1003 1005 1007 1009 1011 1013 1015 1017 1019 1021 1023 1025 1027 1029 1031 1033 1035 1037 1039 1041 1043 1045 1047 1049 1051 1053 1055 1057 1059 1061 1063 1065 1067 1069 1071 1073 1075 1077 1079 1081 1083 1085 1087 1089 1091 1093 1095 1097 1099 1101 1103 1105 1107 1109 1111 1113 1115 1117 1119 1121 1123 1125 1127 1129 1131 1133 1135 1137 1139 1141 1143 1145 1147 1149 1151 1153 1155 1157 1159 1161 1163 1165 1167 1169 1171 1173 1175 1177 1179 1181 1183 1185 1187 1189 1191 1193 1195 1197 1199 1201 1203 1205 1207 1209 1211 1213 1215 1217 1219 1221 1223 1225 1227 1229 1231 1233 1235 1237 1239 1241 1243 1245 1247 1249 1251 1253 1255 1257 1259 1261 1263 1265 1267 1269 1271 1273 1275 1277 1279 1281 1283 1285 1287 1289 1291 1293 1295 1297 1299 1301 1303 1305 1307 1309 1311 1313 1315 1317 1319 1321 1323 1325 1327 1329 1331 1333 1335 1337 1339 1341 1343 1345 1347 1349 1351 1353 1355 1357 1359 1361 1363 1365 1367 1369 1371 1373 1375 1377 1379 1381 1383 1385 1387 1389 1391 1393 1395 1397 1399 1401 1403 1405 1407 1409 1411 1413 1415 1417 1419 1421 1423 1425 1427 1429 1431 1433 1435 1437 1439 1441 1443 1445 1447 1449 1451 1453 1455 1457 1459 1461 1463 1465 1467 1469 1471 1473 1475 1477 1479 1481 1483 1485 1487 1489 1491 1493 1495 1497 1499 1501 1503 1505 1507 1509 1511 1513 1515 1517 1519 1521 1523 1525 1527 1529 1531 1533 1535 1537 1539 1541 1543 1545 1547 1549 1551 1553 1555 1557 1559 1561 1563 1565 1567 1569 1571 1573 1575 1577 1579 1581 1583 1585 1587 1589 1591 1593 1595 1597 1599 1601 1603 1605 1607 1609 1611 1613 1615 1617 1619 1621 1623 1625 1627 1629 1631 1633 1635 1637 1639 1641 1643 1645 1647 1649 1651 1653 1655 1657 1659 1661 1663 1665 1667 1669 1671 1673 1675 1677 1679 1681 1683 1685 1687 1689 1691 1693 1695 1697 1699 1701 1703 1705 1707 1709 1711 1713 1715 1717 1719 1721 1723 1725 1727 1729 1731 1733 1735 1737 1739 1741 1743 1745 1747 1749 1751 1753 1755 1757 1759 1761 1763 1765 1767 1769 1771 1773 1775 1777 1779 1781 1783 1785 1787 1789 1791 1793 1795 1797 1799 1801 1803 1805 1807 1809 1811 1813 1815 1817 1819 1821 1823 1825 1827 1829 1831 1833 1835 1837 1839 1841 1843 1845 1847 1849 1851 1853 1855 1857 1859 1861 1863 1865 1867 1869 1871 1873 1875 1877 1879 1881 1883 1885 1887 1889 1891 1893 1895 1897 1899 1901 1903 1905 1907 1909 1911 1913 1915 1917 1919 1921 1923 1925 1927 1929 1931 1933 1935 1937 1939 1941 1943 1945 1947 1949 1951 1953 1955 1957 1959 1961 1963 1965 1967 1969 1971 1973 1975 1977 1979 1981 1983 1985 1987 1989 1991 1993 1995 1997 1999 2001 2003 2005 2007 2009 2011 2013 2015 2017 2019 2021 2023 2025 2027 2029 2031 2033 2035 2037 2039 2041 2043 2045 2047 2049 2051 2053 2055 2057 2059 2061 2063 2065 2067 2069 2071 2073 2075 2077 2079 2081 2083 2085 2087 2089 2091 2093 2095 2097 2099 2101 2103 2105 2107 2109 2111 2113 2115 2117 2119 2121 2123 2125 2127 2129 2131 2133 2135 2137 2139 2141 2143 2145 2147 2149 2151 2153 2155 2157 2159 2161 2163 2165 2167 2169 2171 2173 2175 2177 2179 2181 2183 2185 2187 2189 2191 2193 2195 2197 2199 2201 2203 2205 2207 2209 2211 2213 2215 2217 2219 2221 2223 2225 2227 2229 2231 2233 2235 2237 2239 2241 2243 2245 2247 2249 2251 2253 2255 2257 2259 2261 2263 2265 2267 2269 2271 2273 2275 2277 2279 2281 2283 2285 2287 2289 2291 2293 2295 2297 2299 2301 2303 2305 2307 2309 2311 2313 2315 2317 2319 2321 2323 2325 2327 2329 2331 2333 2335 2337 2339 2341 2343 2345 2347 2349 2351 2353 2355 2357 2359 2361 2363 2365 2367 2369 2371 2373 2375 2377 2379 2381 2383 2385 2387 2389 2391 2393 2395 2397 2399 2401 2403 2405 2407 2409 2411 2413 2415 2417 2419 2421 2423 2425 2427 2429 2431 2433 2435 2437 2439 2441 2443 2445 2447 2449 2451 2453 2455 2457 2459 2461 2463 2465 2467 2469 2471 2473 2475 2477 2479 2481 2483 2485 2487 2489 2491 2493 2495 2497 2499 2501 2503 2505 2507 2509 2511 2513 2515 2517 2519 2521 2523 2525 2527 2529 2531 2533 2535 2537 2539 2541 2543 2545 2547 2549 2551 2553 2555 2557 2559 2561 2563 2565 2567 2569 2571 2573 2575 2577 2579 2581 2583 2585 2587 2589 2591 2593 2595 2597 2599 2601 2603 2605 2607 2609 2611 2613 2615 2617 2619 2621 2623 2625 2627 2629 2631 2633 2635 2637 2639 2641 2643 2645 2647 2649 2651 2653 2655 2657 2659 2661 2663 2665 2667 2669 2671 2673 2675 2677 2679 2681 2683 2685 2687 2689 2691 2693 2695 2697 2699 2701 2703 2705 2707 2709 2711 2713 2715 2717 2719 2721 2723 2725 2727 2729 2731 2733 2735 2737 2739 2741 2743 2745 2747 2749 2751 2753 2755 2757 2759 2761 2763 2765 2767 2769 2771 2773 2775 2777 2779 2781 2783 2785 2787 2789 2791 2793 2795 2797 2799 2801 2803 2805 2807 2809 2811 2813 2815 2817 2819 2821 2823 2825 2827 2829 2831 2833 2835 2837 2839 2841 2843 2845 2847 2849 2851 2853 2855 2857 2859 2861 2863 2865 2867 2869 2871 2873 2875 2877 2879 2881 2883 2885 2887 2889 2891 2893 2895 2897 2899 2901 2903 2905 2907 2909 2911 2913 2915 2917 2919 2921 2923 2925 2927 2929 2931 2933 2935 2937 2939 2941 2943 2945 2947 2949 2951 2953 2955 2957 2959 2961 2963 2965 2967 2969 2971 2973 2975 2977 2979 2981 2983 2985 2987 2989 2991 2993 2995 2997 2999 3001 3003 3005 3007 3009 3011 3013 3015 3017 3019 3021 3023 3025 3027 3029 3031 3033 3035 3037 3039 3041 3043 3045 3047 3049 3051 3053 3055 3057 3059 3061 3063 3065 3067 3069 3071 3073 3075 3077 3079 3081 3083 3085 3087 3089 3091 3093 3095 3097 3099 3101 3103 3105 3107 3109 3111 3113 3115 3117 3119 3121 3123 3125 3127 3129 3131 3133 3135 3137 3139 3141 3143 3145 3147 3149 3151 3153 3155 3157 3159 3161 3163 3165 3167 3169 3171 3173 3175 3177 3179 3181 3183 3185 3187 3189 3191 3193 3195 3197 3199 3201 3203 3205 3207 3209 3211 3213 3215 3217 3219 3221 3223 3225 3227 3229 3231 3233 3235 3237 3239 3241 3243 3245 3247 3249 3251 3253 3255 3257 3259 3261 3263 3265 3267 3269 3271 3273 3275 3277 3279 3281 3283 3285 3287 3289 3291 3293 3295 3297 3299 3301 3303 3305 3307 3309 3311 3313 3315 3317 3319 3321 3323 3325 3327 3329 3331 3333 3335 3337 3339 3341 3343 3345 3347 3349 3351 3353 3355 3357 3359 3361 3363 3365 3367 3369 3371 3373 3375 3377 3379 3381 3383 3385 3387 3389 3391 3393 3395 3397 3399 3401 3403 3405 3407 3409 3411 3413 3415 3417 3419 3421 3423 3425 3427 3429 3431 3433 3435 3437 3439 3441 3443 3445 3447 3449 3451 3453 3455 3457 3459 3461 3463 3465 3467 3469 3471 3473 3475 3477 3479 3481 3483 3485 3487 3489 3491 3493 3495 3497 3499 3501 3503 3505 3507 3509 3511 3513 3515 3517 3519 3521 3523 3525 3527 3529 3531 3533 3535 3537 3539 3541 3543 3545 3547 3549 3551 3553 3555 3557 3559 3561 3563 3565 3567 3569 3571 3573 3575 3577 3579 3581 3583 3585 3587 3589 3591 3593 3595 3597 3599 3601 3603 3605 3607 3609 3611 3613 3615 3617 3619 3621 3623 3625 3627 3629 3631 3633 3635 3637 3639 3641 3643 3645 3647 3649 3651 3653 3655 3657 3659 3661 3663 3665 3667 3669 3671 3673 3675 3677 3679 3681 3683 3685 3687 3689 3691 3693 3695 3697 3699 3701 3703 3705 3707 3709 3711 3713 3715 3717 3719 3721 3723 3725 3727 3729 3731 3733 3735 3737 3739 3741 3743 3745 3747 3749 3751 3753 3755 3757 3759 3761 3763 3765 3767 3769 3771 3773 3775 3777 3779 3781 3783 3785 3787 3789 3791 3793 3795 3797 3799 3801 3803 3805 3807 3809 3811 3813 3815 3817 3819 3821 3823 3825 3827 3829 3831 3833 3835 3837 3839 3841 3843 3845 3847 3849 3851 3853 3855 3857 3859 3861 3863 3865 3867 3869 3871 3873 3875 3877 3879 3881 3883 3885 3887 3889 3891 3893 3895 3897 3899 3901 3903 3905 3907 3909 3911 3913 3915 3917 3919 3921 3923 3925 3927 3929 3931 3933 3935 3937 3939 3941 3943 3945 3947 3949 3951 3953 3955 3957 3959 3961 3963 3965 3967 3969 3971 3973 3975 3977 3979 3981 3983 3985 3987 3989 3991 3993 3995 3997 3999 4001 4003 4005 4007 4009 4011 4013 4015 4017 4019 4021 4023 4025 4027 4029 4031 4033 4035 4037 4039 4041 4043 4045 4047 4049 4051 4053 4055 4057 4059 4061 4063 4065 4067 4069 4071 4073 4075 4077 4079 4081 4083 4085 4087 4089 4091 4093 4095 4097 4099 4101 4103 4105 4107 4109 4111 4113 4115 4117 4119 4121 4123 4125 4127 4129 4131 4133 4135 4137 4139 4141 4143 4145 4147 4149 4151 4153 4155 4157 4159 4161 4163 4165 4167 4169 4171 4173 4175 4177 4179 4181 4183 4185 4187 4189 4191 4193 4195 4197 4199 4201 4203 4205 4207 4209 4211 4213 4215 4217 4219 4221 4223 4225 4227 4229 4231 4233 4235 4237 4239 4241 4243 4245 4247 4249 4251 4253 4255 4257 4259 4261 4263 4265 4267 4269 4271 4273 4275 4277 4279 4281 4283 4285 4287 4289 4291 4293 4295 4297 4299 4301 4303 4305 4307 4309 4311 4313 4315 4317 4319 4321 4323 4325 4327 4329 4331 4333 4335 4337 4339 4341 4343 4345 4347 4349 4351 4353 4355 4357 4359 4361 4363 4365 4367 4369 4371 4373 4375 4377 4379 4381 4383 4385 4387 4389 4391 4393 4395 4397 4399 4401 4403 4405 4407 4409 4411 4413 4415 4417 4419 4421 4423 44

# PENNSYLVANIA

## ELIZABETHTOWN (1 AM; 1 FM)

Lancaster County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

**WPDC**  
1958

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2100 6.00  
Smith Communications, Inc., Box 1000, Elizabethtown, Pa. 17022. Phone 717-367-7700.

**STATION'S PROGRAMMING DESCRIPTION**  
WPDC: Programmed for young adults and adults.  
**1. PERSONNEL**  
General Manager—Charles C. Smith.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
**3. FACILITIES**  
500 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-10 am sunset. For non-simulcast facilities see WPDC-FM.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET Rec'd 1/3/73.  
**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 208x 365x  
1 min..... 6.00 5.50 5.00 4.50 4.00 3.50 3.25  
30 sec..... 4.00 3.75 3.50 3.25 3.00 2.75 2.50

**WPDC-FM**  
1964

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2101 4.00  
Smith Communications, Inc., Box 1000, Elizabethtown, Pa. 17022. Phone 717-367-7700.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 20,000 w. (horiz.), 10,000 w. (vert.); 106.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 500 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPDC.  
**4. AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

Rates are identical to WPDC. See that listing.

## ELLWOOD CITY

Lawrence County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**WFEM (FM)**

Media Code 4 239 2150 1.00  
Scott Broadcasting of Pennsylvania, 226 5th St., Ellwood City, Pa. 16117. Phone 412-758-4827.

**1. PERSONNEL**  
General Manager—Lawrence Conti.  
**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 420 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/70—Rec'd 5/14/71.  
**6. SPOT ANNOUNCEMENTS**  
1x 15x 30x 60x 120x  
1 min 8.00 6.00 5.00 4.50 3.50 3.00 2.50  
30 sec 7.00 5.00 4.00 3.50 3.00 2.50 2.00

**7. PACKAGE PLANS**  
PER WK: 15 ti 30 ti 60 ti 100 ti  
1 min..... 4.00 3.50 3.00 2.50  
30 sec..... 2.50 3.00 2.50 2.00

## EMPORIUM

Cameron County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**WLEM**  
1958

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2200 4.00  
Emporium Broadcasting Co., Box 310, 145 E. 4th St., Emporium, Pa. 15834. Phones 814-483-3712, 3713.

**STATION'S PROGRAMMING DESCRIPTION**  
WLEM: MOR, local emphasis on news & sports.  
**1. PERSONNEL**  
Manager—Vito A. Lanzillo, Jr.  
**2. REPRESENTATIVES**  
Market 4 Radio.  
Dome & Associates, Inc.  
**3. FACILITIES**  
1,000 w.; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Pennsylvania Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 11/1/73—Rec'd 1/23/74.

## 7. PACKAGE PLANS

PER YR: 1x 50x 100x 300x 600x 1000x  
Base ..... 1.50 1.40 1.30 1.20 1.10 1.00  
Above rates for 1st 5 sec of any length spot. Extra .10 for ea additional 5 sec.  
SHORT PLANS  
100/10 days/less..... 1.20 1000/100 days/less.... .90

## EPHRATA (1 AM; 1 FM)

Lancaster County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

**WGSA**  
1955

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2250 9.00  
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phone 717-783-2226. Lancaster phone 717-397-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSA: Programmed for general interest.  
**AIR PERSONALITIES** handle all segments. NEWS: 5 min every 30 min. Sports headlines at :50. Daily announcements rotated at :10. MUSIC 55%: features general popular music, 70% singles, 30% LP's, same format all segments. FARM: 6-6:30 am personality plus farm director, reports, prices. Weather emphasis in early morning including Weather Bureau reports, 15 min news at 7:30 am, noon & 5 pm. Livestock reports daily M-F 11:50 am. Telephone call-in daily M-Sat 12:15-1 pm. SPORTS: two 5 min reports daily M-S. Live regional baseball, football, basketball. Contact Representative for further details. Rec'd 2/8/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Samuel R. Youse.  
Commercial Manager—John P. Weis.  
**2. REPRESENTATIVES**  
Selcom, Inc.  
**3. FACILITIES**  
5,000 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.  
Contracts: 40a.  
Comb.; Cont. Discounts: 60b, 60c.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: WIOV (FM).  
Affiliated with American Entertainment Network.  
Member: National AgRadio Groups, Inc., Pennsylvania Farm Network.

### TIME RATES

ET 11/1/72—Rec'd 1/23/73.  
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm  
A—All other times.  
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER YR: 1x 26x 52x 104x 156x 208x  
AA ..... 13.50 13.00 12.50 12.00 11.50 11.00  
A ..... 13.00 12.00 11.50 11.00 10.50 10.00  
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK, EA: 36 ti 24 ti 18 ti 12 ti 8 ti 3 ti  
1 min..... 9 10 11 12 13  
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min. (D)

## WIOV (FM)

(formerly WGSA-FM)  
1962

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2300 2.00  
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phones Ephrata 717-783-2226; Lancaster 717-397-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
WIOV (FM): MUSIC: country/western music. Contact Representative for further details. Rec'd 10/6/70.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Samuel R. Youse.  
Commercial Manager—John P. Weis.  
**3. FACILITIES**  
ERP 50,000 w.; 105.1 mc. Stereo.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 500 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.  
Contracts: 40a.  
Comb.; Cont. Discounts: 60b, 60c.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM Facilities: WGSA.

### TIME RATES

ET 11/1/72—Rec'd 1/23/73.  
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm  
A—All other times.  
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER YR: 1x 26x 52x 104x 156x 208x  
AA ..... 13.50 13.00 12.50 12.00 11.50 11.00  
A ..... 13.00 12.00 11.50 11.00 10.50 10.00  
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK, EA: 36 ti 24 ti 18 ti 12 ti 8 ti  
1 min..... 9 10 11 12 13  
20/30 sec: 75% of 1-min. 10 sec: 50% of 1-min. (D)

## ERIE (4 AM; 2 FM)

Erie County—Map Location R-1  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.  
Morning Traffic Daytime Traffic Evening Traffic  
Operations (6-10 am) (10 am-3 pm) (3-7 pm) (7 pm-midnight)  
A ..... 22 20 22 20  
B ..... 20 18 20 15  
C ..... 14 12 14 10  
D ..... 10 10 10 10  
AVERAGE 17 15 17 14

**WCCK (FM)**  
1968

NAB

RAB

Media Code 4 239 2325 9.00  
WWGO, Box 1184, Erie, Pa. 16512. Phones 814-456-7078, 7079.  
See affiliated AM station for additional information.  
AM facilities: WWGO.

**1. PERSONNEL**  
Executive Manager—Ron Rondo.  
**3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,154 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.  
Sold in combination with WWGO. See that listing for rates.

### TIME RATES

No. 1 ET 2/1/72—Rec'd 2/16/72.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AAA ..... 9 8 7 6  
AA ..... 8 7 6 5  
A ..... 6 5 4 3  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
ROS, flat 4.00. Station must be contacted for availability.

**WJET**  
1951

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 2350 7.00  
The "JET" Broadcasting Co., Inc., 1635 Ash St., Erie, Pa. 16503. Phone 814-455-2741.  
After 5:30 pm. Phone 814-455-3335.

**1. PERSONNEL**  
President—Myron Jones.  
Executive Vice-President—Pete Cotlicchia.  
General Manager—Rick Hanna.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Pittsburgh—Dome & Associates, Inc.  
Cleveland—Regional Heaps Corp.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21a, 24c, 25a, 27, 28c, 29a.  
Contracts: 40a, 41a, 44b, 45, 46, 49, 51a.  
Comb.; Cont. Discounts: 60b, 60c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with Eastman Radio Network.  
Member: Pennsylvania Radio Network.

### TIME RATES

No. 4 ET 9/1/69—Rec'd 5/4/69.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**  
SECTION I  
PER WK: 1 ti 12 ti 18 ti 24 ti  
1 min..... 25.00 22.00 21.00  
30/20 sec..... 20.00 17.00 16.80  
10 sec..... 12.50 11.00 10.50  
SECTION II  
1 min..... 20.00 19.00 18.60  
30/20 sec..... 17.00 16.00 15.20 14.40  
10 sec..... 11.00 10.00 9.50 9.00  
SECTION III  
1 min..... 20.00 17.00 16.00 15.00  
30/20 sec..... 16.00 13.00 12.80 12.00  
10 sec..... 10.00 8.50 8.00 7.50

**7. PACKAGE PLANS**  
PER WK: CUME PLAN 1 min  
Plan A—30 ti (15I, 10II, 5III) ..... 18  
Plan B—15 ti (8I, 5II, 2III) ..... 18  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added frequency.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—4% 52 wk—10%  
Applicable to all plans.  
RATEHOLDER  
Minimum wky sched of 6 1-min spots 8 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

**8. PROGRAM TIME RATES**  
5 min—1-1/2 x 1-min.

**WRIE**  
1948

NAB

RAB

Media Code 4 239 2375 4.00  
Radio ERIE, Inc., Box 2072, Erie, Pa. 16512. Phone 814-796-6777.

**STATION'S PROGRAMMING DESCRIPTION**  
WRIE: Programmed for young adults and adults.  
MUSIC: MOR; half current hit singles and half oldies of the 60's & 70's. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60 in drive times, headlines at :30 & other times. Weather capsule at :45. SPORTS: report at :15 in drive times, nights & week-ends. RELIGION: 7:30-10 am Sun. COMMERCIAL POLICY: 14 min per hour. Contact Representative for further details. Rec'd 4/18/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—F. Brady Louis.  
Vice-Pres. & Sr. Mgr.—F. Bill Erb.  
Program Director—Norm Pringle.  
**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.  
**3. FACILITIES**  
5,000 w.; 1530 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24a, 24c, 25a, 27, 28c, 29c, 33a.  
Contracts: 40c, 41, 43, 44b, 45, 46, 49, 51b.  
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 3 ET 9/1/72—Rec'd 9/1/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**  
1 MIN: 12 ti 18 ti 24 ti  
AA ..... 12 19 17  
A ..... 15 16 15  
B ..... 15 13 12  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
PER WK, EA, 1 MIN: 12 ti 18 ti 24 ti  
1/3AA, 1/3A, 1/3B ..... 16 15 14  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
**8. PROGRAM TIME RATES**  
PER YR: 15x 26x 52x  
1/2 hr..... 65 60 58

**WWFM (FM)**  
1947

NAB

RAB

NIAFMB

Media Code 4 239 2400 0.00  
WVRC, Inc., State at 32nd, Erie, Pa. 16508. Phone 814-525-9222.  
See affiliated AM station for additional information.  
AM facilities: WWYN.

**3. FACILITIES**  
ERP 9,700 w. days; 99.9 mc.  
Operating schedule: 24 hours daily. EST.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
No. 13 ET 7/1/74—Rec'd 6/3/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 10x 20x 40x 60-100  
1 min..... 8.00 7.50 5.50 5.50 4.25  
30 sec..... 6.75 6.50 4.50 4.50 3.75  
10 sec..... 5.50 5.00 3.50 3.50 3.00  
**8. PROGRAM TIME RATES**  
1x 13x 26x 39x 52x 65x 100x  
5 min..... 14.00 12.00 11.00 10.00 9.00 8.00  
1/4 hr..... 30.00 27.50 25.00 22.50 20.00 19.00 18.00  
1/2 hr..... 40.00 37.50 35.00 32.50 30.00 27.50 25.00  
1 hr..... 75.00 70.00 65.00 60.00 55.00 50.00 45.00

**WWGO**  
1955

NAB

Media Code 4 239 2450 5.00  
WWGO, 212 Commerce Bldg., 12th & State Sts., Erie, Pa. 16501. Phones 814-456-7078, 7079.  
Mailing address: Box 1184, Erie, Pa. 16512.

**1. PERSONNEL**  
Executive Vice-President—Carl Marocco.  
Station Manager—Ronald P. Smith.  
Program Director—Ken Olowin.  
**2. REPRESENTATIVES**  
Katz Radio.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10i, 11i, 12i, 13i, 14i, 15b, 15c.  
Basic Rates: 20b, 21b, 21d, 22b, 23b, 24b, 24c, 25a, 25a, 29a.  
Contracts: 40a, 41, 44b, 45, 46, 49.  
Comb.; Cont. Discounts: 60b, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
FM facilities: WCCK (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Entertainment Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 1 ET 2/1/72—Rec'd 2/16/72.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.  
(This listing continued on next page)



**Erie—W W G O—Continued**

**6. SPOT ANNOUNCEMENTS**  
**PER WK, 1 MIN:** 6 ti 12 ti 18 ti 24 ti  
 AAA ..... 20 18 16 14  
 AA ..... 18 16 14 12  
 A ..... 14 12 10 8  
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 AM only; Deduct 4.00 per spot.  
**7. PACKAGE PLANS**  
**PER WK EA, 1 MIN:** 6 ti 12 ti 18 ti 24 ti  
 1/3AAA, 1/3AA, 1/3A ..... 17 15 13 11  
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 AM only; Deduct 4.00 per spot.  
**10. SPECIAL FEATURES**  
 News-casts—AM only, 1-1/2x 1-min rate.

**W W Y N**

1941



Media Code 4 239 2500 7.00  
 WEIC, Inc., State St. At 32nd, Erie, Pa. 16508.  
 Phone 814-456-2096.  
 Other office: R. D. No. 4, Robison Rd., Erie, Pa.  
 Phone 814-864-3017.

**1. PERSONNEL**  
 President—Simon Goldman.  
 Executive Vice-President—Arthur Arkelian.  
**2. REPRESENTATIVES**  
 Jack Masia & Co., Inc.  
 Pittsburgh—Gateway Reps, Inc.  
 King Communications Incorporated.  
**3. FACILITIES**  
 5,000 w.; 1260 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 5:30-12-15 am. EST.  
**4. AGENCY COMMISSION**  
 15%.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40a, 45, 45.8.  
 Comb.: Cont. Discounts: 60a, 60k, 61b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM facilities: WYFM (FM).  
 Affiliated with NBC.

**TIME RATES**

No. 13 ET 7/1/74—Rec'd 6/3/74.  
**6. SPOT ANNOUNCEMENTS**  
**FIXED POSITION**  
 CLASS A  
 1 min. .... 12.00 10.00 9.00 8.00 7.00 6.00  
 30 sec. .... 9.50 8.50 7.25 6.50 5.50 5.00  
 10 sec. .... 7.00 6.50 6.00 5.50 5.00 4.50  
**PROGRAM TIME RATES**  
 CLASS B  
 5 min. .... 57 16 (\*) 13 12 11  
 1/4 hr. .... 30 26 24 22 20 18  
 1/2 hr. .... 45 39 36 33 30 28  
 1 hr. .... 100 80 70 65 60 55  
 (\*) 14.50.

**EVERETT**

Bedford County—Map Location E-6  
 See SRDS consumer market map and data at beginning of the State.

**W S K E**

1963

Subscriber to the NAB Radio Code  
 Media Code 4 239 2550 2.00  
 Radio Everett, Inc., Box 187, Everett, Pa. 15537.  
 Phone 814-652-2600.

**STATION'S PROGRAMMING DESCRIPTION**  
 WSKE: Programmed entirely Country & Western.  
**1. PERSONNEL**  
 Pres., Gen'l. Sta. & Prog. Mgr.—Melvin "Sherty" King.  
**3. FACILITIES**  
 250 w.; 1050 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 15% time only; 2% cash discount 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.  
**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 ET 1/1/73—Rec'd 2/5/73.  
**6. SPOT ANNOUNCEMENTS**  
 1 min 30 sec 20 sec 10 sec  
 1 x ..... 2.25 1.75 1.50 1.00

**FARRELL**

Mercer County—Map Location R-3  
 See SRDS consumer market map and data at beginning of the State.

**See Sharon**

(including Farrell)

**FRANKLIN (1 AM; 1 FM)**

Venango County—Map Location C-3  
 See SRDS consumer market map and data at beginning of the State.

**W F R A**

1958

**W V E N (FM)**

1971



Subscriber to the NAB Radio Code  
 Media Code 4 239 2600 5.00  
 Northwestern Pennsylvania Broadcasting Co., Inc.,  
 Box 803, Voyager Motor Inn, Franklin, Pa. 16323.  
 Phone 814-432-2188.  
 Other office: Oil City—Box 7, 22 National Transit  
 Company Bldg., Oil City, Pa. 16301. Phone 814-  
 644-6701.

**1. PERSONNEL**  
 Station Manager—Robert H. Sauber.  
**3. FACILITIES**  
 1,000 w. days; 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 6 am-midnight. EST.

FM-ERP 3,000 w.; 99.3 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 230 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with MBS Radio Network.  
**TIME RATES**  
 ET 9/1/74—Rec'd 8/2/74.  
**6. SPOT ANNOUNCEMENTS**  
 1x 13x 26x 52x 104x 156x 260x  
 1 min 5.95 5.80 5.50 5.20 5.10 4.75 4.50  
 30 sec 4.80 4.25 4.10 3.90 3.80 3.50 3.40  
 (CR)

**GETTYSBURG**

Adams County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

**W G E T**

1950



Media Code 4 239 2650 0.00  
 Radio Station WGET, Box 280, Gettysburg, Pa.  
 17325. Phone 717-334-3101.

**1. PERSONNEL**  
 General Manager—Richard E. Selby.  
**2. REPRESENTATIVES**  
 Dome & Associates, Inc.  
**3. FACILITIES**  
 1,000 w. days 500 w. nights; 1320 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 6 am-midnight. EST.  
**4. AGENCY COMMISSION**  
 15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS Radio Network.  
**TIME RATES**  
 No. 5 ET 2/1/70—Rec'd 2/23/70.  
 A—Mon thru Sat 6-9 am, noon-1 pm & 3-7 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**  
**FIXED POSITION**  
 CLASS A  
 1 min. .... 7.00 6.50 6.00 5.50 5.25 5.00  
 30 sec. .... 5.60 5.20 4.80 4.40 4.20 4.00  
 10 sec. .... 3.50 3.25 3.00 2.75 2.65 2.50  
 CLASS B  
 1 min. .... 6.00 5.50 5.00 4.50 4.25 4.00  
 30 sec. .... 4.80 4.40 4.00 3.60 3.40 3.20  
 10 sec. .... 3.00 2.75 2.50 2.25 2.15 2.00

**7. PACKAGE PLANS**  
**WEEKLY SATURATION—ROS**  
**PER WK:** CLASS A 6 ti 12 ti 18 ti 24 ti 48 ti  
 1 min. .... 7.00 6.50 6.00 5.50 5.25  
 30 sec. .... 5.60 5.20 4.80 4.40 4.20  
 10 sec. .... 3.50 3.25 3.00 2.75 2.65  
 CLASS B  
 1 min. .... 6.00 5.50 5.00 4.50 4.25  
 30 sec. .... 4.80 4.40 4.00 3.60 3.40  
 10 sec. .... 3.00 2.75 2.50 2.25 2.15

**GREENCASTLE**

Franklin County—Map Location F-7  
 See SRDS consumer market map and data at beginning of the State.

**W K S L (FM)**

1967

Subscriber to the NAB Radio Code  
 Media Code 4 239 2675 7.00  
 The Greencastle Broadcasting Co., Box 10, 211 S.  
 Antrim Way, Greencastle, Pa. 17225. Phone 717-  
 597-7151

**1. PERSONNEL**  
 Managing Partner—Benjamin F. Thomas.  
**3. FACILITIES**  
 ERP 1,750 w.; 94.3 mc.  
 Operating schedule: 24 hours. EST.  
 Antenna ht.: 370 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 15/0 time only; 10 days.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 No. 3 ET 5/1/73—Rec'd 2/18/74.  
**6. SPOT ANNOUNCEMENTS**  
 1x 100x 250x 500x 1000+ 2000+  
 1 min. .... 4.90 4.20 3.50 2.80 2.45 .....  
 30 sec. .... 3.30 2.80 2.45 2.10 1.80 .....  
 20 sec. .... 2.80 2.40 2.00 1.65 1.40 .....  
 10 sec. .... 2.35 1.90 1.55 1.25 1.00 .90

**10. SPECIAL FEATURES**  
**NEWS, PER WK:** 1 ti 3 ti 5 ti  
 5:30-9 am, noon, 3-6 pm ..... 7.70 6.50 5.00  
 All other times ..... 6.50 5.50 4.00  
 Inc open & close plus 1 1-min spot.

**GREENSBURG**

Westmoreland County—Map Location C-6  
 See SRDS consumer market map and data at beginning of the State.

**See Pittsburgh**  
 (including Ambridge, Braddock, Carnegie,  
 Greensburg, Jeannette, McKeesport, New  
 Kensington)

**GREENVILLE (1 AM; 1 FM)**

Mercer County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**W G R P**

1959



Subscriber to the NAB Radio Code  
 Media Code 4 239 2750 8.00  
 Greenville Broadcasting Co., Box 189, 44 McCracken  
 Rd., Greenville, Pa. 16125. Phone 412-588-8900.

**1. PERSONNEL**  
 General Manager—Kenneth B. Anderson.  
**2. REPRESENTATIVES**  
 Philadelphia, Pittsburgh—Dome & Associates, Inc.  
**3. FACILITIES**  
 1,000 w.; 940 kc. Directional.  
 Operating schedule: Sunrise-local sunset. EST.  
**4. AGENCY COMMISSION**  
 15%: 2% cash discount if paid by 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
**TIME RATES**  
 No. 3 ET 4/15/70—Rec'd 4/21/70.  
**6. SPOT ANNOUNCEMENTS**  
**PER WK:** 1 ti 7 ti 13 ti 19 ti 31+  
 1 min. .... 6.50 6.00 5.75 5.50 5.25  
 30 sec. .... 5.00 4.75 4.50 4.25 4.00

**W G R P-FM**

1965



Subscriber to the NAB Radio Code  
 Media Code 4 239 2751 6.00  
 Greenville Broadcasting Co., Box 189, 44 McCracken  
 Rd., Greenville, Penn. 16125. Phone 412-588-8900.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 3,000 w.; 107.1 mc.  
 Operating schedule: 6 am-11 pm. EST.  
 Antenna ht.: 240 ft. above average terrain.  
**TIME RATES**  
 No. 4 ET 4/15/70—Rec'd 4/21/70.  
**6. SPOT ANNOUNCEMENTS**  
**PER WK:** 1 ti 7 ti 13 ti 19 ti 31+  
 1 min. .... 5.00 4.75 4.50 4.25 4.00  
 30 sec. .... 4.50 4.25 4.00 3.75 3.50

**GROVE CITY**

Mercer County—Map Location R-4  
 See SRDS consumer market map and data at beginning of the State.

**W E D A (FM)**

1962

Media Code 4 239 2800 1.00  
 WEDA, Inc., 125 S. Broad St., Grove City, Pa.  
 16127. Phone 412-458-6500.

**1. PERSONNEL**  
 Pres. & Gen'l. Mgr.—James V. Perry.  
**2. REPRESENTATIVES**  
 Regional Reps Corp.  
**3. FACILITIES**  
 ERP 3,000 w.; 95.1 mc  
 Operating schedule: 7 am-10 pm daily. EST.  
 Antenna ht.: 200 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 None; agencies add commissions to rates shown.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
 ET 5/1/73—Rec'd 11/28/73.  
**6. SPOT ANNOUNCEMENTS**  
**FIXED:** 1x 13x 26x 52x 104x  
 1 min. .... 5.00 4.75 4.50 4.25 4.00  
 30 sec. .... 4.00 3.75 3.50 3.25 3.00  
 10 sec. .... 3.00 2.75 2.50 2.25 2.00  
 CLASS B  
 1 min. .... 3.75 3.50 3.25 3.00  
 30 sec. .... 2.75 2.50 .....  
**7. PACKAGE PLANS—6 CONSECUTIVE DAYS**  
**SATURATION PLANS—6 CONSECUTIVE DAYS**  
**RDS:** 18 ti 24 ti 30 ti 36 ti 42 ti 48 ti 60 ti  
 1 min 81.00 100.80 108.00 114.00 120.00 129.60 144.00  
 30 sec 67.50 84.00 90.00 95.00 100.00 108.00 120.00  
**30 CONSECUTIVE DAYS** 1 min 30 sec  
 150 ti ..... 318.00 285.00  
 300 ti ..... 600.00 500.00

**HANOVER**

York County—Map Location H-7  
 See SRDS consumer market map and data at beginning of the State.

**W H V R**

1949



Subscriber to the NAB Radio Code  
 Media Code 4 239 2850 6.00  
 Radio Hanover, Inc., Box 234, 1/2 mile W. of Car-  
 lisle Pike and 1-1/2 miles N. W. of Hanover, Pa.  
 17331. Phone 637-3831.

**1. PERSONNEL**  
 Station & Commercial Manager—John D. Rare.  
**3. FACILITIES**  
 5,000 w. days; 500 w. nights; 1280 kc.  
 Directional—separate patterns day and night.  
 Operating schedule: 6:00 am-midnight. EST.  
**4. AGENCY COMMISSION**  
 15/0 net time.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WYCR, York.

**TIME RATES**  
 ET 8/14/73—Rec'd 6/3/74.  
**6. SPOT ANNOUNCEMENTS**  
 1x 13x 26x 52x  
 10 sec. .... 5.54 5.19 4.85 4.49  
 30 sec. .... 6.92 6.58 6.22 5.88  
 1 min. .... 8.31 7.95 7.61 7.27  
**10. SPECIAL FEATURES**  
 News—extra 10%.

**W Y C R**

Licensed as a York-Hanover, Pa., station.  
 See listing under York, Pa.

**PENNSYLVANIA**

**HARRISBURG (4 AM; 2 FM)**

Plus 1 paid duplicate listing; plus 1 cross reference.  
 Dauphin County—Map Location H-6  
 See SRDS consumer market map and data at beginning of the State.

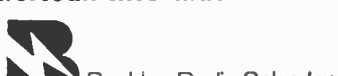
**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.  
**Morning** **Daytime** **Evening**  
**Traffic** **Traffic** **Traffic**  
 Station (6-10 am) (10 am-3 pm) (3-7 pm) (midnight)  
 A ..... 40 24 30 18  
 B ..... 26 22 24 15  
 C ..... 24 18 20 15  
 D ..... 20 15 19 14  
 AVERAGE 28 20 23 16

**W C M B**

1947

**American Information Network**



A McKenna Station  
 Media Code 4 239 2900 9.00  
 Hudson Broadcasting Corp., Box 3433, Harrisburg, Pa.  
 17105. Phone 717-234-3005.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCMB: Programmed for young adult & adult audience.  
**MUSIC:** Solid gold. Contemporary MOR selected from hits from '50, '60 & '70's including current singles & albums. AIR PERSONALITIES handle all segments. NEWS: 5 min at :60 followed by 2 min local, weather; expanded local news 6-9 am with reports at noon & 5 pm; weather 7:10 am. SPORTS: 1 min capsules half hourly 8:30-9 am daily, hrly wknds; local high school football. U football. Contact representative for further details. Rec'd 4/2/74.

**1. PERSONNEL**  
 General Manager—Ed. K. Smith.  
 Sales Manager—Jacques S. Schmitt.  
**2. REPRESENTATIVES**  
 Buckley Radio Sales, Inc.  
**3. FACILITIES**  
 5,000 w.; 1460 kc. Directional—night only.  
 Operating schedule: 5-11 am daily. EST.  
**4. AGENCY COMMISSION**  
 15% on broadcast rate only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10e, 11e, 12e, 15.  
 Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 25a, 28a, 28c, 29a, 33a.  
 Contracts: 40a, 43, 45, 46, 48.  
 Cancellation: 70e, 71a, 72, 73a.  
 Prod. Services: 80, 82.  
 Rate Protection: 5 months.  
 FM facilities: WSEFM (FM).  
 Affiliated with American Information Network.

**TIME RATES**  
 AM/FM COMBINATION  
 No. 10 ET 7/1/74—Rec'd 5/31/74.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Fri 3-6 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-6 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**  
**PER WK:** 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
 AAA ..... 34 33 31 30 28 27  
 AA ..... 27 25 24 22 21 19  
 A ..... 23 21 20 18 17 16  
 B ..... 16 15 14 13 12 11  
 20/30 sec: 80% of 1-min.  
 \*10 sec: Deduct 5.00 from above rates, then 50% of applicable rate.  
 (\*) AM only.  
 AM only; Deduct 5.00.  
**7. PACKAGE PLANS**  
**PER WK, EA:** 1/3AAA, 1/3AA, 1/3A 12 ti 18 ti 24 ti 30 ti  
 1 min ..... 25.00 23.00 21.50 20.50  
 20/30 sec ..... 20.00 18.50 17.00 16.40  
 AM only; Deduct 5.00.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10%. Applied as earned.

**W F E C**

1945

mccgavren-guild  
 pgw radio, inc.

Media Code 4 239 2950 4.00  
 Scott Broadcasting Corp., 112 Market St., Harrisburg, Pa. 17101. Phone 717-238-8122.

**1. PERSONNEL**  
 President—Herbert Scott.  
 General Manager—Ralph S. Hartman.  
**2. REPRESENTATIVES**  
 McCgavren-Guild, Inc.  
**3. FACILITIES**  
 1,000 w. days; 250 w. nights; 1400 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.  
**4. AGENCY COMMISSION**  
 15/0 time only.  
 (This listing continued on next page)

# PENNSYLVANIA

## Harrisburg—W F E C—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 15b.  
Basic Rates: 20a, 21a, 21c, 23a, 24b, 24c, 25a, 28c, 29a, 29b, 30.  
Contracts: 40a, 44a, 44b, 45, 46, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 62b, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.

### TIME RATES

Eff 10/17/70—Rec'd 9/10/70.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7 pm-midnight.  
Sat & Sun all day.

### 7. PACKAGE PLANS

CLASS AA—ROTATING		6 ti	12 ti	18 ti	24 ti
1 min.	(*)	30	25	24	23
30 sec.		24	20	19	18
CLASS A		25	20	18	15
1 min.		20	16	14	12
30 sec.		16	14	13	12

(\*) Fixed position.  
**TOTAL AUDIENCE PARTICIPATION**  
(1/3 Mon thru Fri 6-10 am & 3-7 pm; 1/3 Mon thru Fri 10 am-3 pm & 7 pm-midnight; 1/3 Sat & Sun all day)

PROGRAM TIME RATES		12 ti	18 ti	24 ti	30 ti	36 ti
1 hr.		19	17	16	15	14
1/2 hr.		15	13	12	11	10
1/4 hr.		10	8	7	6	5
5 min.		7	6	5	4	3

PROGRAM TIME RATES		1x	13x	26x	52x
1 hr.		150	130	110	100
1/2 hr.		90	80	70	60
1/4 hr.		70	60	50	40
5 min.		45	40	35	25

## WHP

1924

CBS Radio Network



## KATZ RADIO

NAB

Subscriber to the NAB Radio Code  
Media Code 4 239 3000 7.00  
WHP, Inc., Box 1207, Harrisburg, Pa. 17108. Phone 717-234-3211. TWX 510-650-0816.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHP: Programmed for young adult and adult audience.  
**MUSIC:** MOR—a mix of current hits, recall selections from recent past, soft rock hits, some jazz, some country & some old standards, evenly balanced, vocals are programmed 3 to 1 with instrumentals. Balanced selections of male, female & vocal groups. NEWS: 6 min at :60 (network), local news 4 min at :30. 1 hour information block at 12N with network features, plus 6 pm daily, 30 min information, news, weather at 5 pm, M-F. Contact Representative for further details. Rec'd 9/28/72.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph M. Higgins.  
General Sales Manager—Donald C. Yelzer.  
Radio Sales Manager—John W. Bowling, Jr.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
5,000 w.; 580 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.  
Basic Rates: 20a, 22a, 23a, 24c, 25a.  
Contracts: 40a, 41, 42a, 42c, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60f, 61b, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 82.  
Contracts for announcements accepted 30 days prior to starting date. Firm contracts for programs accepted 60 days prior to initial broadcast.  
TV facilities: WHP-TV.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

**AM/FM COMBINATION**  
No. 22 Eff 4/1/74—Rec'd 4/22/74.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Sat 5-8 am; Mon thru Fri 10 am-5 pm; Sat & Sun 10 am-7 pm.  
C—All other times.

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti
PER WK. 1 MIN:		52	50	48	46	44
AA		42	40	38	35	33
A		36	34	32	30	28
B		26	24	23	20	17

20/30 sec: 80% of 1-min. \*10 sec. 50% of 1-min.  
AM only. Deduct 8.00 per spot.  
(\*) AM only.

**8. PROGRAM TIME RATES**  
AM ONLY  
1/4 hr—2x 1-min. 5 min—1-1/2x 1-min.  
10 min—1-3/4x 1-min.

## WHP-FM

1946

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 3001 5.00  
WHP, Inc., Box 1207, Harrisburg, Pa. 17108. Phone 717-234-3211. TWX 510-650-0816.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHP-FM: Programmed for adults.  
**MUSIC:** familiar standards & melodic arrangement of current favorites programmed in uninterrupted segments. COMMERCIAL POLICY: 4 commercial

interruption per hour with only 30 & 60 second lengths formatted. NEWS: 15 min at 8 am; 3 min at :60 all other times. Contact Representative for further details. Rec'd 11/27/72.

**3. FACILITIES**  
ERP 50,000 w., 97.3 mc. Stereo.  
Operating schedule: 6-1 am. EST.  
Antenna ht.: 840 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
TV facilities: WHP-TV.  
Affiliated with CBS.  
Sold in combination with WHP. See that listing for rates.

### TIME RATES

No. 7 Eff 8/26/74—Rec'd 8/29/74.  
AAA—Mon thru Sun 10 am-3 pm.  
AA—Mon thru Sun 6-10 am & 3-7 pm.  
A—All other times.

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti
PER WK. 1 MIN:		25	24	22	21
AAA		23	21	20	18
AA		18	16	15	13

20/30 sec: 80% of 1-min.  
**7. PACKAGE PLANS**  
1/3AAA, 1/3AA, 1/3A: Flat 8.00.  
100S: Rotates 7 days wkly, sign-on-sign-off, flat 4.00.

## WHYL WHYL-FM

1959

CARLISLE  
RAB

1948

(This is a paid duplicate of the listing appearing under Carlisle, Pa.)  
Media Code 4 239 1400 1.00  
Richard Field Lewis, Jr., Inc., WHYL Bldg., Box 219, Carlisle, Pa. 17013. Phone 717-249-1717.  
**STATION'S PROGRAMMING DESCRIPTION**  
WHYL: Programmed for adults and young adults.  
**MUSIC:** MOR, hits from '58 to present. NEWS: local at :60; national at :30; expanded 8-8:35 am, noon-12:35, 6-6:35 pm & 10-10:20 pm. 2 radio-equipped mobile units, 3 man news department.  
**WEATHER:** 7:25 am, 12:25 & 5:55 pm expanded weatherscoper; weather every 15 min 6-9 am; at :15 & :45 balance of day; 24 hour weatherline, FARM: 1:05 pm, M-F. FEATURES: focus talk show M & Thurs, 9:35 am; call-in swap show M-F 12:50-1:15 pm. Mobile studios for remotes. SPORTS: 7:35, 8:25 am, 6:20 pm, M-S. Live local & college basketball & football. Contact Representative for further details. Rec'd 4/5/71.

**1. PERSONNEL**  
President—Marion P. Lewis.  
General Manager—William M. Allison.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc., Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D.C., Dome-Messervoy Co., Inc.

**3. FACILITIES**  
5,000 w. days; 960 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4a, 4d, 5, 6a, 7a, 8.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 73a.  
Affiliated with MBS.  
Member: Green Valley Group.

### TIME RATES

SPOT ANNOUNCEMENTS		6 ti	12 ti	18 ti	24 ti	30 ti
PER WK. 1 MIN:		11.00	10.50	10.00	9.50	9.00
30 sec.		8.40	8.00	7.60	7.20	6.80
10 sec.		5.50	5.25	5.00	4.75	4.50

FM only 30% discount.

**7. PACKAGE PLANS**  
PER WK. ROS:

1 min.	96.00	172.00	228.00
30 sec.	73.00	128.50	168.00
10 sec.	48.50	86.00	112.50

**8. PROGRAM TIME RATES** ix 13x 26x 52x

1/4 hr.	87.00	76.00	65.00
1/2 hr.	54.00	48.50	43.00
5 min.	22.00	19.50	17.50

FM only 30% discount. (D)

## WIOO

CARLISLE

American Entertainment Ntwk

City of license, Carlisle, Pa. Considered by the American Contemporary Network as their Harrisburg outlet.  
See listing under Carlisle, Pa.

## WKBO

1922



Alan Torbet Associates, Inc.

Media Code 4 239 3100 5.00  
Harra Broadcasters, Inc., 31 N. Second St., Harrisburg, Pa. 17101. Phone 717-233-8571.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKBO: Programmed to reach youth adults.  
**MUSIC:** current popular singles & selected cuts from LP's plus selected oldies. NEWS: local and network at :25 & :55. SPORTS: Commentator at 8:25 am and 5:25 pm. Contact Representative for further details. Rec'd 8/31/73.

**1. PERSONNEL**  
President—Michael M. Rea.  
Vice-Pres. & Gen'l Mgr.—J. Albert Dame.  
Sales Manager—Robert J. Maley.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Dome & Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 on station time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13e, 14e, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 25b, 28a, 29a.  
Contracts: 40b, 41, 42b, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.  
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates without contract year.  
All acceptable accounts subject to same rate.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 7 Eff 8/1/74—Rec'd 8/19/74.  
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 10 am-8 pm.  
A—Mon thru Fri 10 am-3 pm & 8 pm-1 am; Sat & Sun 6-10 am & 3 pm-1 am.

SPOT ANNOUNCEMENTS		1 min	30 sec	1 min	30 sec
PER WK.:		17.50	14.75	14.75	12.50
12 ti		16.25	14.00	14.00	11.75
18 ti		15.25	13.25	13.25	11.25
24 ti		14.75	12.50	12.50	10.25

10 sec. flat 8.25.  
Fixed position, extra 15%.  
CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%

## WSFM (FM)

1965

NAB FMB

Media Code 4 239 3125 2.00  
Hudson Broadcasting Corp., Box 8433, Harrisburg, Pa. 17105. Phone 717-234-3003.  
**STATION'S PROGRAMMING DESCRIPTION**  
See affiliated AM station for additional information.  
AM facilities: WCMB.

**3. FACILITIES**  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 7-1 am. EST.  
Antenna ht.: 150 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WCMB. See that listing for rates.

### TIME RATES

SPOT ANNOUNCEMENTS		1x	52x	104-260
Fixed		10	9	8

## HAZLETON (1 AM; 1 FM)

Luzerne County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

## WAZL

1932

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 3150 0.00  
Hazleton Broadcasting Co., Hazleton National Bank Bldg., Hazleton, Pa. 18201. Phone 717-454-3531.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAZL: Programmed for age groups 16 and up.  
**MUSIC:** Emphasis on top 40 format also encompassing hits from past 15 years & 2 album cuts per hour.  
NEWS: networks at :60 & :30; local at :57 expanded 6 times daily. SPORTS: College football, local high school sports, 2 way talk show daily 10:05-11 am. Market reports, special weather from U. S. Weather Bureau. Contact Representative for further details.  
Rec'd 8/5/72.

**1. PERSONNEL**  
Chairman of the Board—Victor C. Diehm.  
Pres. & Gen'l Mgr.—Victor C. Diehm, Jr.  
Director of Operations—David A. Donlin.

**2. REPRESENTATIVES**  
Market 4 Radio.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 5:30-midnight. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61c, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WYCD (FM).  
Affiliated with NBC and MBS.  
Member: Pennsylvania Farm Network.

### TIME RATES

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
1 wk.		8.00	6.90	6.10	5.45	5.00	4.80	4.50	4.25
13 wk.		7.50	6.40	5.75	5.25	4.75	4.50	4.25	4.00
26 wk.		7.00	6.00	5.50	4.90	4.45	4.20	4.00	3.80
52 wk.		6.50	5.75	5.20	4.45	4.20	4.00	3.80	3.50

20/30 SECONDS  
1 MINUTE

SPOT ANNOUNCEMENTS		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti
1 wk.		6.50	5.50	5.00	4.75	4.25	4.00	3.75	3.50
13 wk.		6.25	5.25	4.50	4.20	3.75	3.50	3.25	3.00
26 wk.		6.00	5.00	4.25	3.90	3.50	3.25	3.00	2.75
52 wk.		5.75	4.75	4.00	3.50	3.25	3.00	2.75	2.50

ALL OTHER TIMES  
1 MINUTE

1 wk.	6.30	6.00	5.65	5.30	4.50	4.20	4.00	3.25
13 wk.	6.00	5.75	5.40	4.90	4.20	4.00	3.70	3.00
26 wk.	5.75	5.50	5.15	4.50	4.00	3.75	3.50	2.75
52 wk.	5.40	5.25	4.75	4.20	3.75	3.50	3.25	2.50

		20/30 SECONDS									
		1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	40 ti	50 ti		
1 wk.	5.50	5.00	4.50	4.00	3.75	3.50	3.25	3.00			
13 wk.	5.25	4.80	4.00	3.75	3.50	3.25	3.00				
26 wk.	5.00	4.40	3.75	3.50	3.25	3.00					
52 wk.	4.75	4.25	3.50	3.25	3.00						

		PROGRAM TIME RATES									
		1x	13x	26x	52x	104x	156x	208x	312x		
1 hr.		87.00	81.00	81.00	78.00	75.00	72.00	69.00			
1/2 hr.		50.00	48.00	46.00	44.00	42.00	40.00	38.00			
1/4 hr.		35.00	34.00	33.00	32.00	31.00	30.00	29.00			
10 min.		25.00	24.00	23.00	22.00	21.00	20.00	19.00			
5 min.		15.00	14.50								



# INDIANA (1 AM; 1 FM)

Indiana County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WDAD

1945  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 3250 6.00  
WDAD, Inc., Box 668, Oakland & School Sts., Indiana, Pa. 15701. Phone 412-349-1450.

- PERSONNEL**  
Station Manager—Ray Goss.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6-1 am EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WQMU (FM).  
Affiliated with CBS.  
Member: Pennsylvania Farm Network.

### TIME RATES

Eff 6/1/73—Rec'd 5/30/73.  
AA—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 3:30-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS										
PER	AA		A		A		A		A	
YR	300x	600x	900x	1200x	300x	600x	900x	1200x	300x	600x
1 min	5.35	5.10	4.85	4.60	4.30	4.10	3.90	3.70	3.40	3.20
30 sec	4.30	4.10	3.90	3.70	3.45	3.30	3.15	3.00	2.80	2.65

7. PACKAGE PLANS										
PER	AA		A		A		A		A	
WK	8 ti	12 ti	24 ti	36 ti	6 ti	12 ti	24 ti	36 ti	6 ti	12 ti
1 min	7.10	6.80	6.50	6.20	5.85	5.60	5.35	5.10	4.75	4.50
30 sec	5.70	5.45	5.20	4.95	4.70	4.50	4.30	4.10	3.85	3.65

PER 13										
WKS	AA		A		A		A		A	
1 min	65 ti	130 ti	195 ti	260 ti	65 ti	130 ti	195 ti	260 ti	65 ti	130 ti
1 min	6.80	6.30	6.00	5.45	5.20	4.95	4.70	4.45	4.20	3.95
30 sec	5.30	5.05	4.80	4.35	4.15	3.95	3.70	3.45	3.20	3.00

NIGHT TIME & WEEKENDS										
PER	AA		A		A		A		A	
WK	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
1 min	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25
30 sec	2.80	2.55	2.30	2.05	1.80	1.55	1.30	1.05	0.80	0.55

Minimum 6 ti. to be used Sat & Sun. Purchase of 18, option of using up to 6 spots Mon before noon.

## WQMU (FM)

1966  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 3275 5.00  
Clearfield Broadcasters, Inc., Box 663, Oakland & School Sts., Indiana, Pa. 15701. Phone 412-349-1450.

- See affiliated AM station for additional information.  
AM facilities: WDAD.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc.  
Operating schedule 8-1 am daily EST.  
Antenna ht.: 155 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

Eff 6/1/73—Rec'd 5/30/73.

6. SPOT ANNOUNCEMENTS			
PER	175x	350x	700x
Yr	2.60	2.30	2.00
PER MO:	1 ti	25 ti	50 ti
30 sec	3.25	3.00	2.75

## JEANNETTE

Westmoreland County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### See Pittsburgh

(including Ambridge, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

## JENKINTOWN

Montgomery County—Map Location L-8  
See SRDS consumer market map and data at beginning of the State.

### See Philadelphia Urban Area

## JOHNSTOWN (3 AM; 3 FM)

Cambria County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

## WAAT

1974  
**RAB**

Media Code 4 239 3312 6.00  
Community Broadcasters, Inc., Box 728, 510 Locust St., Johnstown, Pa. 15907. Phone 814-539-1000.

- PERSONNEL**  
President—W. Ronald Smith.  
General Manager—Jack Foster.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc.  
Operating schedule: 5:30 am-midnight EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3h, 4b, 4d, 5, 6a, 7b.  
Rate Protection: 10h, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.

Contracts: 40a, 41, 54, 47e, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

No. 1 Eff 7/1/74—Rec'd 6/5/74.

6. SPOT ANNOUNCEMENTS				
PER	1x	300x	600x	900x
1 min	3.00	2.70	2.50	2.30
30 sec	2.30	2.00	1.85	1.70

8. PROGRAM TIME RATES				
52-WK CONTRACT, PER WK:	1 hr	1/2 hr	1/4 hr	15 sec
1 ti	60	30	15	12
5+ daily	27	18	12	15

## WCRO

1947

Media Code 4 239 3350 6.00  
Century Broadcasting Corp., Carnegie Bldg., 605 Main St., Johnstown, Pa. 15901. Phone 536-6158.

- PERSONNEL**  
Gen'l Mgr. & Nat'l Sales Mgr.—Don W. Bonesteel.  
Program Director—Sandy Dee.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours EST.
- AGENCY COMMISSION**  
15/0 time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26a, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 71a, 73a.  
Affiliated with MBS.  
Affiliated with American Contemporary Network.  
Member: Pennsylvania Radio Network.

### TIME RATES

No. 7 Eff 9/1/72—Rec'd 7/28/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS				
PER	CLASS AAA		CLASS AA	
1 min	7 ti	14 ti	21 ti	28 ti
1 min	21.00	20.00	19.00	18.00
30 sec	16.80	16.00	15.20	14.40
10 sec	10.50	10.00	9.50	9.00

CLASS AA				
1 min	19.00	18.00	17.00	16.00
30 sec	15.20	14.40	13.60	12.80
10 sec	9.50	9.00	8.50	8.00

CLASS A				
1 min	17.00	16.00	15.00	14.00
30 sec	13.60	12.80	12.00	11.20
10 sec	8.50	8.00	7.50	7.00

PER YR:				
	520x	1040x	520x	1040x
1 min	17.00	16.00	15.00	14.00
30 sec	13.60	12.80	12.00	11.20
10 sec	8.50	8.00	7.50	7.00

PER WK:				
	1 min	30 sec	10 sec	10 sec
60 ti, preemptible	15.00	12.00	7.50	7.50

7. PACKAGE PLANS				
TOTAL AUDIENCE PLANS				
	14 ti	14 ti	30 sec	10 sec
14 ti (4AAA, 5AA, 5A)	17.00	13.60	8.50	8.50
21 ti (7AAA, 7AA, 7A)	16.00	12.80	8.00	8.00
28 ti (9AAA, 10AA, 9A)	15.00	12.00	7.50	7.50

10. SPECIAL FEATURES				
5 min news: 1-1/2 of 1-min.				

## WJAC

1925

Subscriber to the NAB Radio Code  
Media Code 4 239 3400 9.00  
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown, Pa. 15907. Phone 814-255-5831. TWX 814-535-1160.

- PERSONNEL**  
Manager—Larry E. Pearce.  
General Sales Manager—John B. Rogers.  
Radio Sales Manager—Ronald J. Kabo.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
10,000 w.; 850 kc. Directional.  
Operating schedule: 5:30-1:30 am weekdays; 8 am-midnight Sun EST.
- AGENCY COMMISSION**  
15%; no cash discount. No discount on talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 12h, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 25a, 26b.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60h, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC and ATA Radio Network.  
Member: Pennsylvania Farm Network.

### TIME RATES

No. 7 Eff 8/1/66—Rec'd 8/5/66.

7. PACKAGE PLANS				
AAA—Mon thru Sat 6-9:30 am & 4-7 pm.	AA—Mon thru Sat 5:30-6 am, 9:30-4 pm; Sun 8 am-7 pm.	A—Mon thru Sat 7 pm-1:30 am; Sun 7 pm-midnight.		
PER WK, EA:	6 ti	12 ti	18 ti	24 ti
1 min	18.00	17.00	16.00	15.00
30 sec	14.40	13.60	12.80	12.00
10 sec	9.00	8.50	8.00	7.50

CLASS AAA				
1 min	16.00	15.00	14.00	13.00
30 sec	12.80	12.00	11.20	10.40
10 sec	8.00	7.50	7.00	6.50

CLASS AA				
1 min	14.00	13.00	12.00	11.00
30 sec	11.20	10.40	9.60	8.80
10 sec	7.00	6.50	6.25	5.75

CLASS A				
1 min	14.00	13.00	12.00	11.00
30 sec	11.20	10.40	9.60	8.80
10 sec	7.00	6.50	6.25	5.75

8. PROGRAM TIME RATES				
Flat	1/2 hr	1/4 hr	1/2 hr	1 hr
	110.00	77.00	38.50	

PER WK, EA:				
	6 ti	12 ti	18 ti	24 ti
1 min	18.00	17.00	16.00	15.00
30 sec	14.40	13.60	12.80	12.00
10 sec	9.00	8.50	8.00	7.50

CLASS AA				
1 min	16.00	15.00	14.00	13.00
30 sec	12.80	12.00	11.20	10.40
10 sec	8.00	7.50	7.00	6.50

CLASS A				
1 min	14.00	13.00	12.00	11.00
30 sec	11.20	10.40	9.60	8.80
10 sec	7.00	6.50	6.25	5.75

CLASS A  
6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 18.00 17.00 16.00 15.00 14.00  
30 sec 14.40 13.60 12.80 12.00 11.20  
10 sec 9.00 8.50 8.00 7.50 7.00

ROB—Single Product  
25 1-min spots per wk—187.50 when contracted for minimum of 26 weeks consecutively. 52 week discounts not applicable.

52 consec. wks. Discount 10%  
Multi-brand advertisers can combine concurrent-running schedules for lower rate only when schedules are placed simultaneously.  
Programs and announcements cannot be combined to earn larger discounts.

8. PROGRAM TIME RATES				
Flat	1/2 hr	1/4 hr	1/2 hr	5 min
	108.00	72.00	36.00	

10. SPECIAL FEATURES  
Newscastrs: On the hour.  
NEWCAST PACKAGES

	ca per wk	ea per wk
3 5-minute newscasts	38.00	90.00
5 5-minute newscasts	25.00	125.00

## WJAC-FM

1948  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 3401 7.00  
WJAC, Inc., WJAC Bldg., Hickory Lane, Johnstown, Pa. Phone 814-255-5831. TWX 814-248-8354.

- See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WJAC-FM: Programmed for age groups 18 & over.  
MUSIC: MOR with emphasis on strings & choral groups. Contact Representative for further details. Rec'd 3/29/72.
- FACILITIES**  
ERP 57,000 w.; 95.5 mc.  
Operating schedule: 6:45-1:00 am weekdays; 9:00-12:05 am Sun. EST.  
Antenna ht.: 1,070 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time.
- GENERAL ADVERTISING** See coded regulations  
FM operated separately from AM 9:00 am-11:00 pm daily, all stereo.

TV facilities: WJAC-TV.

TIME RATES					
Per week:	Each	Total	Each	Total	
7 times	8.00	56.00	28 times	5.00	140.00
14 times	7.00	98.00	35 or more	4.50	
21 times	6.00	126.00			

6. PROGRAM TIME RATES				
Flat	1 hr	1/2 hr	1/4 hr	5 min
	48.00	30.00	20.00	10.00

Rates effective May 1, 1962.  
Rates received May 4, 1962.

7. PACKAGE PLANS					
Per week:	Each	Total	Each	Total	
7 times	8.00	56.00	28 times	5.00	140.00
14 times	7.00	98.00	35 or more	4.50	
21 times	6.00	126.00			

6. PROGRAM TIME RATES				
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# PENNSYLVANIA

Lancaster—Continued

## WGAL 1922 NBC Radio Network



**A Steinman Station**  
Subscriber to the NAB Radio Code  
Media Code 4 239 5600 4.00  
WGAL, Inc., 24 S. Queen St., Lancaster, Pa. 17603.  
Phone 717-397-0333.

**STATION'S PROGRAMMING DESCRIPTION**  
WGAL: Programmed for young adults 18-49.  
MUSIC: popular, current best selling singles blended with all-time favorites from past 19 years. NEWS: network at :30, local at :30. Extended reports at 6:30, 7:30, 8:30 am, 12:30 & 11:04 pm. 3 man news department, mobile unit. SPORTS: reports every 30 min, 6:20-9:50 am & 3:20 pm-12:50 am, M-F; every 30 min, Sat & Sun. Live local high school football, high school & college basketball, live major league baseball. FARM: 5:45-6 am & 12:15-12:20 pm, M-Sat. Commodity & livestock prices, county farm agent. Stock market reports 5:30 pm, M-F. Weather: reports every 30 min, expanded reports from U. S. weather bureau at 6:35, 7:35 am, 12:35, 6:35 & 11:15 pm. Contact Representative for further details. Rec'd 6/20/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Clair R. McCollough.  
Station Manager—H. Eugene Peters.  
National Sales Rep.—Harold E. "Chip" Miller, Jr.  
Meeker Radio, Inc.
- REPRESENTATIVES**  
Steinman Radio Stations: See Rep & S/O pages.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60b, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

### TIME RATES

ET 8/1/66—Rec'd 6/20/74.  
AA—Mon thru Sat 6:30-10 am.  
A—Mon thru Sat 4-7 pm.  
B—All other times.

PER WK:	AA	A	B	AA	A	B
6 ti	14.00	11.00	10.00	11.20	8.80	8.00
12 ti	13.00	10.00	9.00	10.40	8.00	7.20
18 ti	12.00	9.00	8.00	9.60	7.20	6.40
24 ti	11.00	8.00	7.00	8.80	6.40	5.60
30 ti	10.00	7.00	6.00	8.00	5.60	4.80

**7. PACKAGE PLANS**

PER YR:	AA	A	B	AA	A	B
250 x	12.00	9.00	8.00	9.60	7.20	6.40
500 x	11.00	8.00	7.00	8.80	6.40	5.60
1000 x	10.00	7.00	6.50	8.00	5.60	5.20
2000 x	9.00	6.50	5.50	7.20	5.20	4.40

**8. PROGRAM TIME RATES**

1/2 hr.	1 hr.	1 1/2 hr.	2 hr.	2 1/2 hr.	3 hr.	3 1/2 hr.	4 hr.	4 1/2 hr.	5 hr.	5 1/2 hr.	6 hr.
55.00	53.00	51.00	49.00	47.00	45.00	43.00	41.00	39.00	37.00	35.00	33.00
35.00	33.75	32.50	31.25	30.00	28.75	27.50	26.25	25.00	23.75	22.50	21.25
17.50	17.00	16.50	16.00	15.50	15.00	14.50	14.00	13.50	13.00	12.50	12.00

Must be used within 12-mo period.

## WGAL-FM



**A Steinman Station**  
Subscriber to the NAB Radio Code  
Media Code 4 239 3601 2.00  
WGAL, Inc., 24 S. Queen St., Lancaster, Pa. 17603.  
Phone 717-397-0333.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WGAL-FM: Programmed for adults.  
MUSIC: full orchestra renditions of current favorites and popular standard tunes. NEWS: county at :30 at 8, 10 am, noon, 2, 4, 6, 8 & 10 pm; network at :30 all other times. SPORTS: reports at 8:30 am, 5:30 pm & 11:30 pm. WEATHER: county report twice each hour at approx. :05 & :30. Contact Representative for further details. Rec'd 3/18/74.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mc. Stereo.  
Operating schedule: 5:45 am-1:10 am, EST.  
Antenna ht.: 1,293 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
TV facilities: WGAL-TV.  
Affiliated with NBC.

### TIME RATES

ET 5/1/74—Rec'd 3/18/74.  
AA—Mon thru Sun 7 am-7 pm.  
A—Mon thru Sun 7 pm-1 am.

PER WK:	AA	A	B	AA	A	B
6 ti	14.00	11.00	10.00	11.20	8.80	8.00
12 ti	13.00	10.00	9.00	10.40	8.00	7.20
18 ti	12.00	9.00	8.00	9.60	7.20	6.40
24 ti	11.00	8.00	7.00	8.80	6.40	5.60
30 ti	10.00	7.00	6.00	8.00	5.60	4.80

**7. PACKAGE PLANS**

PER YR:	AA	A	B	AA	A	B
250 x	12.00	9.00	8.00	9.60	7.20	6.40
500 x	11.00	8.00	7.00	8.80	6.40	5.60
1000 x	10.00	7.00	6.50	8.00	5.60	5.20
2000 x	9.00	6.50	5.50	7.20	5.20	4.40

**8. PROGRAM TIME RATES**

1 hr	1 1/2 hr	2 hr	2 1/2 hr	3 hr	3 1/2 hr	4 hr	4 1/2 hr	5 hr	5 1/2 hr	6 hr
57.00	55.00	53.00	51.00	49.00	47.00	45.00	43.00	41.00	39.00	37.00
37.00	35.75	34.50	33.25	32.00	30.75	29.50	28.25	27.00	25.75	24.50
18.50	17.75	17.00	16.25	15.50	14.75	14.00	13.25	12.50	11.75	11.00

**DISCOUNT**

13x-10%	26x-20%	52x-25%
77.70	77.70	77.70
38.80	38.80	38.80
10.90	10.90	10.90

## WGSA

1955  
EPHRAATA

## Selcom, Inc.



Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Ephrata, Pa.)  
Media Code 4 239 2250 9.00  
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Bethany Rd., Ephrata, Pa. 17522. Phone 717-733-2226. Lancaster phone 717-397-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
WGSA: Programmed for general interest.  
AIR PERSONALITIES handle all segments. NEWS: 5 min every 30 min. Sports headlines at :50. Civic announcements rotated at :10. MUSIC 85%: features general popular music, 70% singles, 30% LP's, same format, all segments. FARM: 6-6:30 am personally plus farm director, reports, prices. Weather emphasis in early morning including Weather Bureau reports. 15 min news at 7:30 am, noon & 5 pm. Livestock reports daily M-F 11:50 am. Telephone call-in daily M-Sat 12:15-1 pm. SPORTS: two 5 min reports daily M-S, live regional baseball, football, basketball. Contact Representative for further details. Rec'd 2/8/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Samuel R. Youse.  
Commercial Manager—John P. Weis.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
5,000 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations.  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60h, 60i.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: WIOV (FM).  
Affiliated with American Entertainment Network.  
Member: National AgRadio Groups, Inc., Pennsylvania Farm Network.

### TIME RATES

ET 11/1/72—Rec'd 1/23/73.  
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm.  
A—All other times.  
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.  
A—All other times.

PER YR:	1x	26x	52x	104x	156x	260x
AA	13.50	13.00	12.50	12.00	11.50	11.00
20/30 sec	75%	1-min.	10 sec:	50%	1-min.	10 sec:

**7. PACKAGE PLANS**

PER WK, EA:	36 ti	24 ti	18 ti	12 ti	8 ti
1 min	9	10	11	12	13
20/30 sec	75%	1-min.	10 sec:	50%	1-min.

## WHEX

COLUMBIA

City of license, Columbia, Pa.  
Lancaster office: 1111 Park City Center, Lancaster, Pa. 17604. Phone 717-299-2301.  
See listing under Columbia, Pa.

## WIOV (FM)

(formerly WGSA-FM)

1982  
EPHRAATA

## Selcom, Inc.



Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Ephrata, Pa.)  
Media Code 4 239 2300 2.00  
Garden Spot Broadcasters, Inc., Box 1310, 44 Bethany Rd., Ephrata, Pa. 17522. Phones Ephrata 717-733-2226; Lancaster 717-397-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
WIOV (FM): MUSIC: country/western music. Contact Representative for further details. Rec'd 10/6/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Samuel R. Youse.  
Sales Manager—John P. Weis.
- FACILITIES**  
ERP 50,000 w.; 105.1 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24b, 24c, 25a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60h, 60i.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM Facilities: WGSA.

### TIME RATES

ET 11/1/72—Rec'd 1/23/73.  
AM: AA—Mon thru Sat 6-9 am, 11 am-1 pm & 3:30-7 pm.  
A—All other times.  
FM: AA—Mon thru Sat 6-10 am & 3:30-7 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

PER YR:	1x	26x	52x	104x	156x	260x
AA	13.50	13.00	12.50	12.00	11.50	11.00
20/30 sec	75%	1-min.	10 sec:	50%	1-min.	10 sec:

**7. PACKAGE PLANS**

PER WK, EA:	36 ti	24 ti	18 ti	12 ti	8 ti
1 min	9	10	11	12	13
20/30 sec	75%	1-min.	10 sec:	50%	1-min.

## WLAN

1946

## Jack Masla & Company, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 239 3650 9.00  
Peoples Broadcasting Co., Inc., Box 868, 252 N. Queen St., Lancaster, Pa. 17603. Phone 717-394-7261.

- PERSONNEL**  
President—Frank H. Altdorfer.  
Manager—Samuel M. Altdorfer.  
Sales Manager—W. F. Clum.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Dome & Associates, Inc.
- FACILITIES**  
5,000 w.; 1390 kc. Directional.  
Operating schedule: 24 hours. EST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11c, 12f, 13f, 14a, 15b.  
Basic Rates: 21a, 21b, 22a, 22b, 23b, 25a, 28b, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60e, 61a.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 11 ET Rec'd 4/26/68.  
Drive Time—Mon thru Fri 6:30-10 am & 3:30-7 pm.  
Daytime (BTA)—Mon thru Fri 5-6:30 am & 10 am-3:30 pm; Sat & Sun 6:30 am-7 pm.  
Evening—Daily 7 pm-12:30 am.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	26x	52x	104x	156x	260x	312x	520x
(*)	14.50	14.00	13.50	13.00	12.50	12.00	11.50	11.00
(**)	13.50	13.00	12.50	12.00	11.50	11.00	10.50	10.00
(†)	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00

(\*) Drive Time.  
(\*\*) Daytime.  
(†) Evening.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
20 sec: 70% of 1-min.

**7. PACKAGE PLANS**

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	12.50	12.00	11.50	11.00	10.50

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
13 x	7	7	7	7
26x-5%	104x-18%	260x-28%		
156x-12%	156x-24%			

## WLAN-FM

1948

Media Code 4 239 3651 7.00  
Peoples Broadcasting Co., Inc., 252 N. Queen St., Lancaster, Pa. 17603. Phone 717-394-7261.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.9 mc. Stereo.  
Operating schedule: 5-1 am. EST.  
Antenna ht.: 76 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

### TIME RATES

No. 11 ET Rec'd 4/26/68.  
**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	26x	52x	104x	156x	260x	312x	520x
1 min	7.25	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	80%	1-min.	10 sec:	50%	1-min.	10 sec:	50%	1-min.
20 sec	70%	1-min.	10 sec:	50%	1-min.	10 sec:	50%	1-min.

**7. PACKAGE PLANS**

PER WK, ROS:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.25	6.00	5.75	5.50	5.25
30 sec	80%	1-min.	10 sec:	50%	1-min.
20 sec	70%	1-min.	10 sec:	50%	1-min.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x	62.50	37.50	25.00	21.25
26 x	47.00	33.50	22.00	18.75
52 x	44.25	31.50	20.50	17.50
104 x	41.25	29.50	19.50	16.50
156 x	38.75	27.50	17.50	15.00
260 x	36.00	25.50	16.00	13.75
312 x	33.50	23.50	14.50	12.50
520 x	29.50	20.50	12.50	10.75

## WSBA

YORK

City of license, York, Pennsylvania.  
Lancaster office—1470 Manheim Pike. Phone 717-393-1155.

- See listing under York, Pennsylvania.
- Advertisement**
- WSBA—York-Lancaster-Harrisburg  
Harrisburg phone number—717-233-1155  
Lancaster phone number—717-393-1155  
WSBA serves Harrisburg in primary fashion. First in Harrisburg-York-Lancaster 6-County Area Pulse, September, October, 1973—6 AM to 7 PM. No campaign in Central Pennsylvania complete without WSBA.
- Drive Times  
1-Minute (12x) \$41.00  
Represented by Robert E. Eastman & Co., Inc.



**Lotrobe—WQTW—Continued**

**5. GENERAL ADVERTISING** See coded regulations

Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Pennsylvania Farm Network.

No. 1 ET 12/173—Rec'd 12/10/73.

**6. SPOT ANNOUNCEMENTS**

CONTRACT:	1x	50x	200x	500x
1 min.	6.00	5.50	5.00	4.50
30 sec.	5.00	4.50	4.00	3.50

**7. PACKAGE PLANS**

PER WK:	12 ti	24 ti	48 ti
1 min.	5.00	4.50	4.00
30 sec.	4.00	3.50	3.00

**10. SPECIAL FEATURES**  
Newscap Plan—5-min news & spots, per wk 50.00  
Sportscope/Weatherscope/Community Bulletin Board  
Plan 1—fixed position 2-min with open & close, ea 10.00

**WTRA**

1956

Media Code 4 239 3850 5.00  
Lotrobe Broadcasters, Inc., 202 Main St., Lotrobe, Pa. 15650. Phone 412-531-3338.

- PERSONNEL**  
General Manager—Albert A. Callisti.
- REPRESENTATIVES**  
National Time Sales.
- FACILITIES**  
500 w. days; 1480 kc.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION**  
15/2 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 1/176—Rec'd 10/8/66.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	208x
1 min.	4.05	3.50	3.00	2.75
30 sec.	3.00	2.00	1.75	1.60
10 sec.	2.00	1.75	1.50	1.50

**LEBANON (1 AM; 1 FM)**

Plus 1 paid duplicate listing.  
Lebanon County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

**WAHT**

1968

ANNVILLE-CLEONA

**Contemporary**

**NAB RAB**

(This is a paid duplicate of the listing appearing under Annyville-Cleona, Pa.)  
Media Code 4 239 0674 2.00

Valley Communications Corp., Box 15, Rt. 5, The Colebrook Rd., Lebanon, Pa. 17042. Phone 717-273-8547.

**STATION'S PROGRAMMING DESCRIPTION**  
WAHT: Programmed for adults & young adults.  
**MUSIC:** personalities play modern pop hits, oldies, top singles & albums; Sun am features C & W.  
**NEWS:** local at :30, with a comprehensive report at :30.  
**SPORTS:** local featured, part of local news segments. Stock car racing weekly. Editorials on local, state issues.  
1. Listener participation by games & promotions. Remotes each weekend featuring personalities. Contact Representative for further details. Rec'd 5/3/72.

- PERSONNEL**  
General Manager—William E. Sullivan.  
Sales Manager—Robert Keller.  
Operations Manager—Tim Burns.
- REPRESENTATIVES**  
The Dervy Organization, Inc.  
New England Spot Sales, Inc.
- FACILITIES**  
5,000 w. days; 1510 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 23a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.  
Contracts: 40a, 42a, 42c, 43, 44b, 46.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60h, 61c, 62a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with KBS.

**TIME RATES**  
ET—Rec'd 7/12/74.  
AA—Mon thru Sat 6-9 am & 3:30-6 pm.  
A—Mon thru Sat 9 am-3:30 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

CLASS AA		6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti
1 min.	12.75	11.25	10.25	8.50	7.75	6.75	6.25	6.25
30 sec.	9.50	8.50	7.75	6.25	5.50	5.00	4.00	4.75
CLASS A		1 min.	11.00	10.00	9.00	7.25	6.50	5.50
30 sec.	8.25	7.25	6.75	5.50	5.00	4.50	4.00	(D)

**WLBR**

1946

**NAB RAB**

Media Code 4 239 3900 8.00  
Lebanon Broadcasting Co., Inc., N. Rt. 72, Lebanon, Pa. 17042. Phone 717-272-7651

**STATION'S PROGRAMMING DESCRIPTION**  
WLBR: Programmed for adults and young adults.  
**MUSIC:** top 100 current hits plus album selections & oldies; country & western show Sat afternoon.  
**NEWS:** network at :30; local & regional at :30.  
Weather & sports throughout day. **SPORTS:** College & high school football & basketball, pro baseball.

**FEATURES:** participation by listeners in promotion & games, plus remote facilities for special events, store openings, etc. Contact Representative for further details. Rec'd 7/31/72.

- PERSONNEL**  
President—H. Raymond Stadler.  
Managing Director—Lester P. Etter.  
Director of Sales—Edward J. Burris.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Dome & Associates, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1270 kc. Directional.  
Operating schedule: 5-1 am. EST.

**4. AGENCY COMMISSION**  
15% on time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60h, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

**TIME RATES**  
ET 10/172—Rec'd 10/27/72.  
AA—Mon thru Sat 6-9:30 am & 3:30-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	26x	52x	104x	156x	260x	520x
AA	11.55	10.95	10.00	9.10	8.25	7.25
A	9.80	9.30	8.50	7.75	7.00	6.15

**30 SEC:**

AA	8.65	8.20	7.50	6.85	6.20	5.45
A	7.35	7.00	6.40	5.80	5.25	4.60

10 sec: 50% of 1-min.

**WLBR-FM**

1948

**NAB RAB**

Media Code 4 239 3901 6.00  
Lebanon Broadcasting Co., Inc., N. Rt. 72, Lebanon, Pa. 17042. Phone 717-272-7651

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WLBR-FM: **MUSIC:** solid gold with 60% oldies and 40% current 5 am-3 pm; 60% current and 40% oldies 3 pm-midnight. Contact Representative for further details. Rec'd 4/8/74.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 100.1 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 270 ft. above average terrain.

**TIME RATES**  
ET 7/174—Rec'd 7/5/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	260x	520x	1040x
1 min	8.00	7.00	6.25	5.50	4.50
30 sec.	6.00	5.25	4.75	4.25	3.50

**LEHIGHTON**

Carbon County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

**WYNS**

1962

Media Code 4 239 3950 3.00  
Valley Broadcasting Co., Box 115, Nis Hollow Rd., Lehigh, Pa. 18235. Phone 215-377-1150.

**STATION'S PROGRAMMING DESCRIPTION**  
WYNS: Programmed for adults and young adults.

- PERSONNEL**  
Gen'l & Com'l Mgr.—Frances J. Phillip.
- REPRESENTATIVES**  
Gill-Perma, Inc.  
Southwest—Mario Messina Company.  
Regional—Reps Corp.
- FACILITIES**  
1,000 w. days; 1150 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
ET 4/1/62—Rec'd 3/1/62.

**6. SPOT ANNOUNCEMENTS**

1x	52x	104x	156x	312x	365x
1 min	6.00	5.75	5.50	5.20	4.85
30 sec	4.50	4.25	4.00	3.75	3.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	50 ti
1 min.	50	87	135	210
30 wds.	50	87	135	210

**10. SPECIAL FEATURES**  
**5-MINUTE NEWCASTS**  
Per week: 13 wks. 26 wks. 52 wks.  
7 days: 43.00 40.00 36.00  
6 days: 39.00 36.00 32.50  
5 days: 35.50 32.50 29.00  
Sportscasts: 5 minutes at the 5-minute new-rate.  
Sport Capses & TNT Newcasts: 2 min 80% of 5-min news rate.

**LEVITTOWN**

Bucks County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

**WBCB**

1957

Media Code 4 239 4000 6.00  
O'Keefe Broadcasting Co., Box 1490, Levittown, Pa. 19054. Phone 215-949-1490.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—William J. Garry.

**9. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 28b, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 7 ET 7/173—Rec'd 5/25/73.

**6. SPOT ANNOUNCEMENTS**

SPOT YR, FIXED:	1x	52x	156x	312x
1 min.	10.00	9.50	9.00	8.00
30 sec.	7.50	7.15	6.75	6.00
10 sec.	5.00	4.75	4.50	4.00

**7. PACKAGE PLANS**

PER WK, EA, ROS:	12 ti	18 ti	24 ti	48 ti
1 min.	8.00	7.75	7.50	7.00
30 sec.	6.00	5.80	5.65	5.25

**8. PROGRAM TIME RATES**

10 min	14 ti	13 ti	28 ti	52 ti
5 min	25.00	22.50	20.00	18.00
5 min	20.00	18.00	16.25	15.00

**10. SPECIAL FEATURES**  
**NEWS/SPORTS/WEATHER**

1 PER DAY, MON-FRI:	4 wk	13 wk	26 wk	52 wk
10 min, ea	22.00	20.00	18.00	16.00
5 min, ea	18.50	15.00	13.50	12.00

**LEWISBURG**

Union County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**WUDO**

(formerly WUN5)  
1956

**NAB RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 4050 1.00  
Trans-National Communications, Inc., Box 93, Lewisburg, Pa. 17337. Phone 717-524-4418.

**STATION'S PROGRAMMING DESCRIPTION**  
WUDO: Contemporary music 18-34 age group.

- PERSONNEL**  
General Manager—Kurt M. Gebauer.
- FACILITIES**  
250 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.

**TIME RATES**  
ET 6/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	100x	250x	350x	500x	750x
1 min	4.85	4.55	4.20	4.00	3.85	3.75
30 sec	3.65	3.40	3.20	3.05	2.90	2.70
15 sec	2.90	2.70	2.55	2.40	2.25	2.00

**7. PACKAGE PLANS**

TOTAL AUDIENCE PLAN		12 ti	18 ti	24 ti	30 ti
PER WK:	1 min.	4.55	4.20	3.80	3.60
30 sec.	3.25	3.10	2.95	2.70	
15 sec.	2.70	2.50	2.25	2.00	

**BULK:**

1000 x	1 min	30 sec	15 sec
2000 +	2.90	1.85	1.15

**LEWISTOWN (2 AM; 1 FM)**

Mifflin County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**WKVA**

1949

Subscriber to the NAB Radio Code  
Media Code 4 239 4100 4.00  
Central Pennsylvania Broadcasting Co., Box 432, Lewistown, Pa. 17044. Phone 717-248-6771.

**STATION'S PROGRAMMING DESCRIPTION**  
WKVA: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert L. Wilson.
- REPRESENTATIVES**  
Gill-Perma, Inc.  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days, 500 w. nights; 920 kc.  
Directional—night only.  
Operating schedule: 5:55 am-midnight. EST.
- AGENCY COMMISSION**  
15/2 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Pennsylvania Radio Network, Pennsylvania Farm Network.

**TIME RATES**  
ET—Rec'd 9/30/71.

**6. SPOT ANNOUNCEMENTS**

Mon thru Fri before 6 pm:		1x	26x	52x	104x	260x
1 min.	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00	4.00

**Sat & Sun before 6 pm:**

1 min.	6.50	6.00	5.50	5.00	4.50
30 sec.	5.00	4.50	4.00	3.50	3.00

**Any day after 6 pm:**

1 min.	5.50	5.00	4.50	4.00	3.50
30 sec.	4.00	3.50	3.00	2.50	2.00

**WMRF**

1941

Subscriber to the NAB Radio Code  
Media Code 4 239 4150 9.00  
Lewistown Broadcasting Co., Box 667, 5 W. Marsh St., Lewistown, Pa. 17044. Phone 717-248-6757.

**1. PERSONNEL**  
General Manager—Dick Wayne.  
(This listing continued on next page)

**PENNSYLVANIA**

**STATION'S PROGRAMMING DESCRIPTION**

WMBR: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Thomas W. Metzger.
- REPRESENTATIVES**  
The Dervy Organization, Inc.  
Dome & Associates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6:00 am-midnight daily. EST.  
FM-ERP 2,800 w.; 95.9 mc.  
Operating schedule: 5:55 am-midnight. EST.  
Antenna ht.: 55 ft. above average terrain.
- AGENCY COMMISSION**  
15% on station time only. No cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.

**TIME RATES**  
Rates effective September 1, 1961.  
Rates received August 7, 1961.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1x	52x	156x	312x
1 min.	10.00	9.50	9.00
30 sec.	7.50	7.15	6.75
10 sec.	5.00	4.75	4.50

**DISCOUNTS**

13x—5%	52x—15%	260x—25%
26x—10%	104x—20%	

**LINESVILLE**

Crawford County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**WVCC (FM)**

1970

Media Code 4 239 4125 1.00  
A. W. Cervi, Box 307, Linesville, Pa. 16424. Phone 814-683-4000.

**1. PERSONNEL**  
Gen'l Mgr. & Owner—A. W. Cervi.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc.  
Operating schedule: 24 hours. EST.

# PENNSYLVANIA

## Loretto—W W S F—Continued

- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 1/1/74—Rec'd 7/7/69.

A—7 am-7 pm.							
B—All other times.							
<b>6. SPOT ANNOUNCEMENTS</b>							
<b>CLASS A:</b>							
1x	15x	25x	52x	104x	260x	512x	
1 min 5.20	5.00	4.80	4.60	4.40	4.20	4.00	
30 sec 3.20	3.00	2.80	2.60	2.40	2.20	2.00	
10 sec 2.60	2.40	2.20	2.00	1.80	1.60	1.40	
Class B: 75% of 1x rate.							

## MARTINSBURG (1 AM; 1 FM)

Blair County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WJSM

### WJSM-FM

1968  
Media Code 4 239 4275 4.00  
Beacon Broadcasting Concern, R. D. 2, Martinsburg, Pa. 16662. Phone 793-2188.

**STATION'S PROGRAMMING DESCRIPTION**  
WJSM: Religious Programs.

- 1. PERSONNEL**  
Assistant Manager—Andrew P. Gordon.
- 2. FACILITIES**  
1,000 w.; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM—Kitt 390 w. (horiz.), 390 w. (vert.); 92.7 mc.  
Operating schedule: 8:30 am-10 pm. EST.  
Antenna ht.: 610 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
ET 7/15/70—Rec'd 7/20/70.

<b>6. SPOT ANNOUNCEMENTS</b>							
1x	150x	300x	450x	600x	750x	900x	1050x
1 min 3.00	2.85	2.70	2.60	2.50	2.40	2.30	2.25
30 sec 2.30	2.15	2.00	1.90	1.85	1.75	1.70	1.60

<b>7. PACKAGE PLANS</b>			
ROS (Must be used within 1 wk)			
1 min 30 sec	1 min	30 sec	50 sec
25 tl.....	67.50	50.00	50 tl..... 120.00 50.00

## McKEAN

Erle County—Map Location B-1  
See SRDS consumer market map and data at beginning of the State.

### WMDI (FM)

1971



Media Code 4 239 4287 9.00  
Mikro-Dawn, Inc., 6129 Leesburg Pike, Falls Church, Va. 22141. Phone 814-796-2085.  
Mailing and station address: Box 365, McKean, Pa. 16428.

- STATION'S PROGRAMMING DESCRIPTION**  
WMDI (FM): Programmed for adult audiences.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Donald L. Mikovch.
- 2. REPRESENTATIVES**  
Frederick W. Smith.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 401 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.

**TIME RATES**  
ET 5/7/70—Rec'd 5/3/74.

<b>6. SPOT ANNOUNCEMENTS</b>			
1x	50x	100x	
1 min.....	3.75	3.50	3.25
30 sec.....	2.75	2.50	2.25

## McKEESPORT

Allegheny County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## See Pittsburgh

(including Ambridge, Brodbeck, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

## MEADVILLE (1 AM; 1 FM)

Crawford County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State

### WMGW

### WZPR (FM)

1947

1948



Subscriber to the NAB Radio Code  
Media Code 4 239 4300 0.00  
Regional Broadcaster, Inc., 944 Park Ave., Meadville, Pa. 16335. Phone 814-724-1111.

**1. PERSONNEL**  
General Manager—James R. Nicholson.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. EST.  
FM—Kitt 10,000 w.; 100.3 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 585 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15/0; net 10 days EOM.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
ET 6/1/74—Rec'd 4/25/74.

<b>6. SPOT ANNOUNCEMENTS</b>				
1x	250x	400x	750x	1250x
1 min.....	10.35	9.35	8.80	8.20 7.95
20/30 sec.....	8.30	7.35	6.85	6.60 6.30

## MEDIA

Delaware County—Map Location L-7  
See SRDS consumer market map and data at beginning of the State.

## See Philadelphia Urban Area

## MEXICO

Juniata County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### WJUN

1955

Subscriber to the NAB Radio Code  
Media Code 4 239 4350 5.00  
Lewistown Broadcasting Co., dba Juniata Perry Broadcasting Company, Box 97, Millertown, Pa. 17059.  
Studio—1/2 mile East of Mexico, Pa. Phone 717-438-2135.

- 1. PERSONNEL**  
Station Manager—Ralph S. Parker.
- 2. REPRESENTATIVES**  
The Deveny Organization, Inc.  
Dome & Associates, Inc.
- 3. FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% on time and talent; 2% cash discount—10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
Rates effective September 1, 1955.  
Rates received August 29, 1955.

<b>6. SPOT ANNOUNCEMENTS/PROGRAM RATES</b>				
1x	1 hr	1/2 hr	1/4 hr	5 min 1 min
1x.....	40.00	22.50	18.00	10.00 5.00

**DISCOUNTS**

13x—5%	52x—15%	260x—25%
26x—10%	104x—20%	

## MILTON (1 AM; 1 FM)

Northumberland County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### WMLP

1955

Subscriber to the NAB Radio Code  
Media Code 4 239 4400 2.00  
WMLP, Inc., YMCA Bldg., Milton, Pa. 17847. Phone 717-742-8705.

- 1. PERSONNEL**  
Sta. & Sales Manager—John Yingling.
- 2. REPRESENTATIVES**  
Market 4 Radio.
- 3. FACILITIES**  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 9 ET 4/1/73—Rec'd 3/12/73.

<b>6. SPOT ANNOUNCEMENTS</b>						
1x	20x	104x	260x	365x (*)		
1 min.....	5.00	4.71	4.41	4.12	3.94	3.76
30 sec.....	3.76	3.53	3.29	3.08	2.94	2.76
10 sec.....	2.47	2.35	2.18	2.06	1.94	1.88

<b>7. PACKAGE PLANS</b>				
PER WK:	10 tl	20 tl	30 tl	40+
1 min.....	4.50	4.29	4.00	3.67
30 sec.....	3.41	3.24	3.00	2.69
10 sec.....	2.29	2.12	1.98	1.80
1-YR SATURATION:	1 min 30 sec			
1000-1499 x.....			3.53	2.65

**CONSECUTIVE WEEK DISCOUNT**  
53 wk—10%

### WMLP-FM

1967

Media Code 4 239 4401 6.00  
WMLP, Inc., YMCA Bldg., Milton, Pa. 17847.  
Phone 717-742-8705.

- See affiliated AM station for additional information.
- 1. PERSONNEL**  
General Manager—Doug Keesow.
- 3. FACILITIES**  
ERP 760 w. (horiz.), 760 w. (vert.); 100.9 mc.  
Stereo.  
Operating schedule: 6 am-midnight Mon thru Sat;  
7 am-midnight Sun. EST.  
Antenna ht.: 760 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
No. 8 ET 4/1/72—Rec'd 5/3/72.

<b>6. SPOT ANNOUNCEMENTS</b>		
PER MO:	1 min 30 sec	
1x.....		2.47 1.83
<b>10. SPECIAL FEATURES</b>		
5-min Newscast.....		3.71

# MONROEVILLE

Allegheny County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

### WPSL

1965

Subscriber to the NAB Radio Code  
Media Code 4 239 4450 3.00  
Lane, Monroeville, Pa. 15146. Phone 412-823-1500.

- 1. PERSONNEL**  
President—Sarah E. Thompson.  
General Manager—Anthony G. Garofalo.
- 3. FACILITIES**  
250 w.; 1510 kc.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 12c, 14c.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28a, 29a, 32a.  
Contracts: 40b, 42a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60k, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Length of commercial copy:  
15-minute program..... 3:00

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/1/74—Rec'd 1/23/74.

<b>7. PACKAGE PLANS</b>									
BULK:	7x	26x	52x	104x	156x	312x	500x	1000x	
1 min 6.00	5.70	5.40	4.80	4.50	4.20	3.60	3.00		
30 sec 4.50	4.35	4.10	3.60	3.45	3.20	2.70	2.30		
10 sec 3.00	2.95	2.70	2.40	2.25	2.10	1.80	1.50		
WK:	7 tl	14 tl	21 tl	28 tl	35 tl	42 tl	49+		
1 min 4.20	4.15	4.05	3.90	3.75	3.60	3.30			
30 sec 3.30	3.20	3.00	2.85	2.70	2.60	2.40			
10 sec 1.90	1.80	1.75	1.70	1.65	1.60	1.50			
<b>8. PROGRAM TIME RATES</b>									
1x	13x	26x	52x	156x	260x	312x			
1 hr.....	60.00	57.60	55.20	52.80	50.40	48.00	45.60		
1/2 hr 36.00	34.60	33.15	31.70	30.25	28.80	27.40			
1/4 hr 21.60	20.80	19.90	19.05	18.15	17.30	16.45			
10 min 16.20	15.60	14.40	13.80	13.20	12.60	12.00			
5 min.....	9.00	7.95	7.45	7.00	6.50	6.00	5.55		

## MOUNT CARMEL

Northumberland County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

### WMIM

1969

Media Code 4 239 4475 0.00  
Mount Carmel Broadcasting Co., 3rd & Oak St.,  
Mount Carmel, Pa. 17851. Phone 717-339-1600.

- 1. PERSONNEL**  
Owner/Manager—Ed Romance.
- 2. REPRESENTATIVES**  
Dome & Associates, Inc.
- 3. FACILITIES**  
500 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/69—Rec'd 10/14/69.

<b>6. SPOT ANNOUNCEMENTS</b>		
Up to 30 sec, ea.....	2.50	Up to 1 min, ea..... 3.25
<b>DISCOUNT</b>		
(1 min)		
750+—2.50	1500+—2.00	

## NANTICOKE

Luzerne County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

### WNAK

1948

Media Code 4 239 4500 5.00  
Seven-Thirty Broadcasters, Inc., Box 849, Wilkes-Barre, Pa. 18703. Phone 717-822-6108.

- Studios: 40 E. Main St., Nanticoke, Pa. 18634.
- STATION'S PROGRAMMING DESCRIPTION**  
WNAK: Programmed for general interest.

- 1. PERSONNEL**  
General Manager—Robert W. Neilson.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contracts with exceptions.  
Affiliated with KBS.

**TIME RATES**  
ET 9/1/71—Rec'd 9/16/71.

<b>6. SPOT ANNOUNCEMENTS</b>						
<b>1 WEEK</b>						
PER WK:	6 tl	12 tl	18 tl	24 tl	30 tl	
1 min.....	14.75	14.00	13.50	13.00	12.50	
30 sec.....	12.00	11.20	10.80	10.40	10.00	
<b>7 WEEKS</b>						
1 min.....	14.50	13.50	13.00	12.50	12.00	
30 sec.....	11.60	10.80	10.40	10.00	9.60	
<b>13 WEEKS</b>						
1 min.....	14.00	13.00	12.50	12.00	11.50	
30 sec.....	11.20	10.40	10.00	9.60	9.20	
<b>26 WEEKS</b>						
1 min.....	13.50	12.50	12.00	11.50	11.00	
30 sec.....	10.40	10.00	9.60	9.20	8.80	
<b>52 WEEKS</b>						
1 min.....	13.00	12.00	11.50	11.00	10.50	
30 sec.....	10.40	9.60	9.20	8.80	8.40	

# NEW CASTLE (2 AM)

Lawrence County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### WBZY

1968



Media Code 4 239 4525 2.00  
Lawrence County Broadcasting Co., Inc., Kennedy Sq., W., New Castle, Pa. 16101. Phone 412-658-3587.

**STATION'S PROGRAMMING DESCRIPTION**  
WBZY: Programmed for adults and young adults.  
NEWS: every hour on the hour. UPI, AP and strong local area coverage. MUSIC: middle-of-the-road.  
Contact Representative for further details. Rec'd 6/28/72.

- 1. PERSONNEL**  
General Manager—Terry T. Abrams.  
Sales Manager—Jack French.  
Program Director—Tom Tishley.
- 2. REPRESENTATIVES**  
Bob Dore Associates, Inc.  
Pittsburgh, Cleveland—Contact station direct.

**3. FACILITIES**  
5,000 w. days; 1140 kc. Directional.  
Operating schedule: 6:30 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.



## NEW KENSINGTON

Westmoreland County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

### See Pittsburgh

(including Ambridge, Braddock, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

## NORRISTOWN

Montgomery County—Map Location L-8  
See SRDS consumer market map and data at beginning of the State.

### See Philadelphia Urban Area

## NORTH EAST

Eric County—Map Location B-1  
See SRDS consumer market map and data at beginning of the State.

### WHYP

1966

Media Code 4 239 4700 1.00  
James D. Brownard, U. S. Rt. 20, R. D. 4, North East, Pa. 16428. Phone 814-725-9664.  
Other office: 3622 Ridge Parkway, Erie, Pa. 16510.

- PERSONNEL  
Gen'l & Sales Mgr.—James D. Brownard.
- FACILITIES  
1,000 w. days; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 1/1/67—Rec'd 1/11/67.

6. SPOT ANNOUNCEMENTS	
ROS:	50x 100x 230x 1000x
1 min.	7.00 8.50 6.00 5.50 4.50
30/20 sec.	5.90 5.50 5.10 4.70 3.90
ID's	4.80 4.50 4.20 3.90 3.30
Fixed position, per spot, extra .50.	

7. PACKAGE PLANS

WEEKLY SATURATION—ROS	
PER WK:	5 ti 10 ti 15 ti 25 ti 50 ti
1 min.	5.50 8.25 5.00 4.75 4.50
30/20 sec.	4.70 4.50 4.30 4.10 3.90
ID's	3.90 3.75 3.60 3.45 3.30
Fixed position, per spot, extra .50.	

## OIL CITY (1 AM; 1 FM)

Plus 1 paid cross reference.  
Venango County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### WFRA WVEN (FM)

FRANKLIN

City of license Franklin, Pa.  
Oil City—Box 7, 22 National Transit Company Bldg., Oil City, Pa. 16301. Phone 314-644-670L.  
See listing under Franklin, Pa.

### WKRZ WDJR (FM)

1945 1959

Subscriber to the NAB Radio Code  
Media Code 4 239 4750 6.00  
WKRZ, Inc., 746 Orange St., Oil City, Pa. 16301.  
Phones 814-644-1269-1260.  
STATION'S PROGRAMMING DESCRIPTION  
WKIZ: MUSIC: Moll & top 40.

- PERSONNEL  
General Manager—Patric J. Folwell.
- REPRESENTATIVES  
Dome & Associates, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Directional, days.  
Operating schedule: 6 am-11:58 pm. EST.  
FM FACILITIES  
ERP 3,400 w.; 98.5 mc.  
Antenna ht.—300 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and KBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 4/1/72—Rec'd 3/2/72.

6. SPOT ANNOUNCEMENTS	
1 min.	5.70 5.40 5.10 4.80 4.50 4.10
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.	

10. SPECIAL FEATURES  
News broadcasts: Add 10% of time rate for news service.

## PALMYRA

Lebanon County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

### WCTX (FM)

1959

Media Code 4 239 4800 9.00  
Clinton Broadcasting Co., Box 231, Palmyra, Pa. 17078. Phone 717-838-1318.

- PERSONNEL  
Pres. & Gen'l Mgr.—Hugh J. Clinton.
- FACILITIES  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 6-2 am. EST.

## 4. AGENCY COMMISSION

None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 3b, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10b, 11b, 14b.  
Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46.  
Comb.: Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 71a, 73a.  
Affiliated with American FM Network.

### TIME RATES

ET 5/1/73—Rec'd 6/4/73.  
AA—Mon thru Sat 6-9 am & 3:30-6 pm.  
A—Mon thru Sat 9 am-3:30 pm & 6 pm-6 am, Sun all day.

## 6. SPOT ANNOUNCEMENTS

CLASS AA	
CONTRACT, PER YR:	
1x	156x 260x 312x 520x 780x 1040x
1 min 6.00	5.75 5.05 4.35 4.00 3.55 3.05
30 sec 5.00	4.95 4.35 3.95 3.55 3.15 2.75

CLASS A	
1 min 5.50	5.25 4.85 4.05 3.75 3.35 2.90
30 sec 4.50	4.35 3.95 3.55 3.15 2.75 2.50
10 sec: 50% of applicable 1-min; minimum 15 per wk, no frequency discount.	

8. PROGRAM TIME RATES

AA		A	
PER WK:	1 ti 3 ti 6 ti	1 ti 3 ti 6 ti	
5 min	12 10 8	10 8 6	
PER YR:	1 ti 26 ti 52 ti		
1 hr	60 50 40		
1/2 hr	45 35 25		
1/4 hr	30 25 18		

## PHILADELPHIA (and) PHILADELPHIA URBAN AREA

### STATIONS IN PHILADELPHIA:

KYW	WIP
WCAU, WCAU-FM	WNMR (FM)
WDA5, WDA5-FM	WPBS (FM)
WDYR	WPM, WFN-FM
WFIL	WRCP, WRCP-FM
WFLN, WFLN-FM	WTEL
WHAT	WWOB (FM)
WIBG	WWSH (FM)
WIFI (FM)	WYSP (FM)
WIDQ (FM)	

STATIONS IN PHILADELPHIA URBAN AREA:  
Philadelphia Urban Area stations are listed (unless otherwise indicated) immediately following the listings for Philadelphia stations.  
\*WBCB, Levittown, Pa. \*WNAR, Norristown, Pa.  
\*WBUX, Doylestown, Pa. \*WTMR, Camden, N.J.  
\*WCAM, Camden, N.J. \*WVCH, Chester, Pa.  
WEEZ, Chester, Pa. \*WXUR, WXUR-FM.  
WIBF (FM), Jenkintown Media, Pa.  
(\*) See listing under city of license.

## STATIONS IN PHILADELPHIA (11 AM; 13 FM)

Plus 1 paid duplicate listing.  
Philadelphia County—Map Location M-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Afternoon		Evening	
	Traffic	Daytime	Traffic	Evening	7 pm-	midnight)
A	160	95	140	110		
B	150	90	105	69		
C	140	80	100	50		
D	120	70	90	49		
AVERAGE	143	84	109	70		

## KYW NEWS RADIO 1060

1923  
GROUP  
WESTINGHOUSE BROADCASTING COMPANY

### RADIO ADVERTISING REPRESENTATIVES, INC.

### All News

Subscriber to the NAB Radio Code  
Media Code 4 239 4850 4.00  
Westinghouse Broadcasting Co., Inc., Independence Mall East, Philadelphia, Pa. 19106. Phone 215-238-4700. TWX 710-670-6380.  
STATION'S PROGRAMMING DESCRIPTION  
KYW: Programmed for adults.  
NEWS: all news 24 hours a day. Local news staff of 34 newsmen, editors, writers, plus area bureaus & stringers. 6 mobile units. Corporate national & international news bureaus. Corporate commentators file daily analyses. Regular feature reports include sports, traffic, music, movie theatre, consumer reports, medicine, science, stock market, fishing, skiing, surfing, golfing, editorials, religion, team investigative series. Contact Representative for further details. Rec'd 4/9/71.

- PERSONNEL  
General Manager—Frank Ozarart, Jr.  
General Sales Manager—Charles J. Heiser.  
Sales Manager—Orrin McDaniel.  
Business Manager—John Charles Gidel.

## 2. REPRESENTATIVES

Radio Advertising Representatives, Inc.

- FACILITIES  
50,000 w., 1060 kc. Directional—same pattern day and night.  
Operating schedule: 24 hours daily. EST.

## 4. AGENCY COMMISSION

15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b.  
Rate Protection: 10a, 11c, 12c, 13a, 14a.  
Basic Rates: 20a, 24b, 24c, 25a, 27, 28a, 28c, 29a, 30.  
Contracts: 40b, 42a, 42d, 44b, 45, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60g, 60b, 61c, 62a, 62d.  
Cancellation: 71a, 73b.  
Prod. Services: 82.

### TIME RATES

No. 11 ET 7/1/74—Rec'd 6/17/74.  
AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Sat 5-5:30 am; Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.  
B—Sun thru Sat 7-11 pm.  
C—Sun thru Sat 11 pm-5 am; Sat & Sun 11 pm-6 am.

## 6. SPOT ANNOUNCEMENTS

I min		30 sec	
AAA	1 ti 12 ti 18 ti	1 ti 12 ti 16 ti	
AA	160 160 160 128 128 128		
AA	110 105 100 88 84 80		
A	80 70 60 64 56 48		
B	30 25 20 24 20 16		

C: 1 min/less, 25 per wk (minimum) 150.00.  
10 sec: 60% of 1-min.  
Spots rotate within time classes.  
CONTINUOUS WEEK DISCOUNT  
26 wk—5% 52 wk—10%

## 7. PACKAGE PLANS

PER WK, EA:

TOTAL AUDIENCE PLANS	
1 min.	12 ti 18 ti 24 ti
30 sec.	75 65 60
10 sec: 60% of 1-min.	60 52 48

10 sec: 60% of 1-min.  
Contribute toward wkly freq.  
CONTINUOUS WEEK DISCOUNT  
26 wk—5% BULK PLAN

WITHIN 52-WK PERIOD: 500x 1000x 2000x  
1 min. 55 50 45  
30 sec. 44 40 36  
20% scheduled in B. Maximum 1/2 drivetime spots scheduled AM drive. Subject to short rate. No further discounts.  
—ROS—ROS-A/B—  
PER WK: 1 min 30 sec 1 min 30 sec  
15+ 55 44 35 28

Scheduled thruout wk at station's discretion; subject to availability. Subject to rescheduling without notice, not eliminated when rescheduling required.  
DISCOUNT  
Spots earn frequency as shown. TAP, ROS & Bulk Plans combinable with spots to earn lower frequency rates. ROS Plans may count toward CWD, but do not earn further discounts themselves. C spots do not count toward wkly frequency for other time classes. End rate incl 52-wk discount for spots at TAP may be used with advance commitment of a minimum of 1,000 spots per yr. Subject to short rate.

## 10. SPECIAL FEATURES

Feature Reports—applicable spot rate plus 10%.  
CONTINUOUS WEEK DISCOUNT  
26 wk—5% 52 wk—10%

### WCAU

1922

### CBS Owned

### Represented by CBS RADIO SPOT SALES

### News - Information - Sports

Subscriber to the NAB Radio Code  
Media Code 4 239 4900 7.00  
CBS Radio, a division of Columbia Broadcasting System, Inc., City and Monument Aves., Philadelphia, Pa. 19131. Phone 215-839-7000.

STATION'S PROGRAMMING DESCRIPTION  
WCAU, NEWS: 5:30-9:30 am & 4:30-7:30 pm. M-S, network & local at :60. Talk: 9:30 am-4:30 pm.  
SPORTS: all live home & away major league baseball, hockey, basketball, NFL football, college football & basketball. Sports talk: 7:30-11 pm. Radio drama show 11 pm-midnight. Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—John O. Downey.  
Director of Sales—Peter Kadetaky.  
Sales Manager—Ralph D'Amico.

- REPRESENTATIVES  
CBS Radio Spot Sales.
- FACILITIES  
50,000 w.; 1210 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION  
15% time only.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28a, 28c, 29a, 30.  
Contracts: 40b, 41, 44b, 45, 46, 48, 51b.  
Comb.: Cont. Discounts: 60f, 60j, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

## PENNSYLVANIA

### TIME RATES

No. 41 ET 5/13/74—Rec'd 5/7/74.  
AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Fri 3-7:30 pm.  
B—Mon thru Fri 10 am-3 pm; Sat 10 am-7:30 pm; Sun 5:30 am-7:30 pm.  
C—Mon thru Sun 7:30 pm-midnight.  
D—Mon thru Sun midnight-5:30 am.

## 6. SPOT ANNOUNCEMENTS

SECTION I	
PER WK:	1 min 30 sec
AA	1 ti 6 ti 12 ti 18 ti 1 ti 6 ti 12 ti 16 ti
AA	140 130 120 110 112 104 96 88
A	110 100 90 80 88 80 72 64
B	90 80 70 60 72 64 56 48
C	60 55 50 40 48 44 40 32
AD	20 17 13 10

10 sec: 50% of 1-min.  
AA ..... 84 78 72 66  
A ..... 66 60 54 48  
B ..... 54 48 42 36  
C ..... 36 33 30 24

## 7. PACKAGE PLANS

SECTION II  
MAXIMUM IMPACT PLANS—1/4AA, 1/4A, 1/2B

PER WK:	
1 min.	8 ti 12 ti 20 ti 28 ti
30 sec.	600 780 1150 1540
10 sec.	480 624 920 1232

Spots may be added to MIP plans at applicable Sec I frequency, or in units of 4 at MIP average rate.

SECTION III  
MINIMUM EXPENDITURE PLANS

PER YR:		A		B		C	
1 min.	AA A	AA A	B	C	B	C	
150 x	90 75	55 35	72 60	44 28			
250 x	85 70	50 32	68 56	40 26			
500 x	75 65	46 30	60 52	37 24			
1000 x	70 60	42 27	56 48	34 22			

Advance contract subject to short rate to applicable plateau.  
Preemptible by Sec I & II.

## 8. PROGRAM TIME RATES

SECTION IV  
PER WK, 5 MIN:

AA		A		B		C		D	
1 ti.	165	135	100	70	30				
6 ti.	155	125	95	65	25				
12 ti.	145	115	90	60	20				

(\*) Non-combinable.

## 9. PARTICIPATING PROGRAMS

SECTION V  
Bernard C. Meltzer Show—Sun 8:10 am-1 pm, 1 min flat 100.00; 13-wk minimum. Products protection minimum, 3 per wk.

### WCAU-FM

1955

## CBS/FM SALES

NAB RAB NAFM D

CBS Owned  
Subscriber to the NAB Radio Code  
Media Code 4 239 4901 5.00  
CBS Inc., City of Monument Aves., Philadelphia, Pa. 19131. Phone 215-839-7000.  
City and Monument Aves., Philadelphia, Penn. 19131. Phone 215-839-7000.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WCAU-FM: MUSIC: Familiar hits & contemporary music from 1954-74. Contact Representative for further details. Rec'd 5/17/74.

- PERSONNEL  
General Manager—James M. Keating.  
General Sales Manager—Henry A. Tronco.  
Program Director—Jim Nettleton.

- REPRESENTATIVES  
CBS/FM Sales.
- FACILITIES  
ERP 9,000 w.; 98.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,000 ft. above average terrain.

TIME RATES  
No. 7 ET 6/3/74—Rec'd 5/17/74.

AA—Mon thru Sun 10 am-7 pm.  
A—Mon thru Fri 6-10 am & 7 pm-midnight.  
B—Sat thru Sun 6-10 am & 7 pm-midnight.  
C—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS

AA		A		B		C	
1 ti.	48	39	44	35	35	28	8 6
6 ti.	40	32	38	30	29	23	.....
12 ti.	37	30	35	28	26	21	.....
18 ti.	34	27	31	25	25	20	.....
24 ti.	31	25	29	23	23	18	.....

(\*) 30/10 sec.

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN

12 ti (4AA, 6A, 2B)		18 ti (6AA, 8A, 4B)		24 ti (8AA, 10A, 6B)	
30/10	336	468	624	81	

# PENNSYLVANIA

Philadelphia—Continued

WDAS  
1922

**AVCO**  
RADIO SALES

Media Code 4 239 4950 2.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. & Edgely Rd., Philadelphia, Pa. 19131. Phone 215-878-2000.

**STATION'S PROGRAMMING DESCRIPTION**  
WDAS: MUSIC: current rhythm & blues M-Sat & Sun 2-6 pm; weekends R & B with a combination of oldies 2 pm F until 6 am; gospel Sun only 6 am-2 pm. NEWS: at 4:55; bannerline news at 5:30. SPORTS: capsule 4 times a day in morning & afternoon drive. Editorials 6 times per day. Emphasis on community involvement. AIR PERSONALITIES. Contact Representative for further details. Rec'd 4/8/71.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Robert A. Klein.  
General Sales Manager—Peter Drialo.  
Program Director—Jimmy Bishop.

**2. REPRESENTATIVES**  
Arco Radio Sales.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1480 kc.  
Directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 22a, 25a, 26, 28b, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 44a, 46, 47a, 48.  
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Affiliated with Arco Group Plan.  
AM/FM combination rate credits will be issued on a 50/50 basis or 50% of applicable AM/FM combination rate for each station.

### TIME RATES

AM/FM COMBINATION

No. 6 ET 9/1/73—Rec'd 9/26/73.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm; Sun 6 am-2 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 2-7 pm.  
B—Sun thru Sat 7 pm-midnight.

### 7. PACKAGE PLANS

#### SECTION I—WEEKLY FREQUENCY PLANS

PER WK:	1 min	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	76	71	69	67	65	63
AA	71	66	64	62	60	58
A	60	55	53	51	49	47
B	55	50	48	46	44	42

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

#### SECTION II

PER WK, 1 MIN:	Per wk
6 ti (2AAA, 2AA, 2A)	363
12 ti (3AAA, 3AA, 3A, 3B)	666
18 ti (5AAA, 5AA, 5A, 5B)	960
24 ti (6AAA, 6AA, 6A, 6B)	1200
30 ti (8AAA, 8AA, 8A, 8B)	1450

EOS within time classes. No further discounts.

### CONVERSION

Spots on FM do not convert.  
Higher to lower: 2 AAA and/or AA spots equal to 3 A spots, 2 A spots equal to 3 B spots.  
Lower to higher: 3 spots of lower class equal to 2 of next higher class.

### COMBINABILITY

Section I spots in designated classes may be added to Section II at applicable rates and are fully convertible.

### TRANSFER

Section II advertisers may transfer to Section I rates at any time during contract year at earned Section I rates on non-retroactive basis for balance of contract.

AM only: 10% discount applicable combination rate.

WDAS-FM

1959

**AVCO**  
RADIO SALES

Media Code 4 239 5000 5.00

Max M. Leon, Inc., WDAS Bldg., Belmont Ave. & Edgely Rd., Philadelphia, Pa. 19131. Phone 215-878-2000.

See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

WDAS-FM: MUSIC: progressive rock; Sun 6 pm-12M features oldies. NEWS: at 5:25, editorials 4 times per day. Emphasis on community involvement. 3 black & 3 white AIR PERSONALITIES. Contact Representative for further details. Rec'd 4/8/71.

### 1. PERSONNEL

Station Manager—Joseph A. Tamburro.  
Vice-Pres./Sales—William H. Vogt.  
Program Director—Wayne Joel.

### 3. FACILITIES

ERP 50,000 w.; 105.3 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 200 ft. above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations  
Affiliated with Arco Group Plan.  
Affiliated with Mutual Black Network.  
Sold in combination with WDAS. See that listing.

### TIME RATES

70% of applicable AAA combination rate

WDVR  
1963

**Mg**

mcgavren-guild  
pgw radio, inc.

NAB

RAB

NAFMB

Subscriber to the NAB Radio Code

Media Code 4 239 5050 0.00  
WDVR Inc., Box 4595, 10 Presidential Blvd., Philadelphia, Pa. 19131. Phone 215-839-7832.

### STATION'S PROGRAMMING DESCRIPTION

WDVR: MUSIC: ranges from standards through modern with emphasis on instrumentals. Stock report 5:30 pm. NEWS: & weather every half hour 5-8:30 am, every 3 hours from 9:30 am. COMMERCIAL POLICY: break every 15 minutes with a limit of 6 commercial units per hour. Contact Representative for further details. Rec'd 4/2/71.

### 1. PERSONNEL

President—Jerry Lee.  
General Sales Manager—William S. Froelich.  
Operations Manager—Daniel Wachs.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

ERP 23,500 w., 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 650 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 3a, 3c, 4a, 5, 6h, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 24b, 25a, 29a.  
Contracts: 40a, 45.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80

### TIME RATES

No. 14 ET 5/1/71—Rec'd 4/5/71.

AA—Mon thru Sun 10 am-8 pm.  
A—Mon thru Sun 5-10 am & 8 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA	CLASS A	CLASS B
1 min	24 ti 18 ti 12 ti 6 ti 1 ti	78.00 79.00 80.00 81.00 82.00	62.00 63.00 64.00 65.00 65.50
20/30 sec	67.00 68.00 69.00 70.00 71.00	53.50 54.50 55.00 56.00 57.00	

10 sec: 60% 1-min. Preemptible.  
20/30 sec: 80% 1-min.

### 7. PACKAGE PLANS

PLAN:	13	20	27	36
5-10 am	4	6	7	9
10 am-4 pm	3	5	7	9
4-8 pm	3	4	6	9
8 pm-midnight	3	5	7	9
EA	69	66	63	60

### 10. SPECIAL FEATURES

**NEWSCASTS**  
PER WK: 1 ti 3 ti 6 ti 12 ti  
AA 105 100 95 90  
A 100 95 90 85  
Minutes, 20/30-seconds and newscasts may combine to earn discounts.

### CONSECUTIVE WEEK DISCOUNT

5% 52 wk—10%

Does not apply to TAP.

### RATEHOLDER

Minimum 100.00 per week.

WFIL

1922

**BLAIR**  
RADIO

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 239 5100 3.00  
WFIL Inc., a subsidiary of LIN Broadcasting Inc., 4100 City Line Ave., Philadelphia, Pa. 19131. Phone 215-879-1600. TWX 710-670-9799.

### 1. PERSONNEL

President (LIN Broadcasting Corp.)—Donald A. Pels.  
Pres., Gen'l Mgr. & Nat'l Sales—James M. DeCaro.  
Sales Manager—Eugene Vassall.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

5,000 w.; 560 kc.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 1b, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a, 25a, 28c, 33d.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 51c.  
Comb.; Cont. Discounts: 60f, 60i, 60j, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Blair Represented Network.

### TIME RATES

No. 45 ET 4/1/73—Rev 1/14/74—Rec'd 1/14/74.

AAA—Mon thru Fri 6-10 am & 3-8 pm.  
AA—Mon thru Fri 8 pm-midnight; Sat & Sun 6 am-midnight.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun midnight-2 am & 5-6 am.  
C—Mon thru Sun 2-5 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA	CLASS AA	CLASS A	CLASS B
1 min	150 140 130 120	115 110 100 90	100 95 90 85	80 78 72 68
30 sec	120 112 104 96	92 88 80 72	80 78 72 68	33 31 29 27

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
Minutes, 30-second spots, TAP, News and Sportscasts and features may combine to earn weekly frequency discount.  
Minimum rateholder: 6 spots of any length per week.

### 7. PACKAGE PLANS

**TOTAL AUDIENCE PLAN**  
PLAN, EA: 1 min 30 sec  
I—12 ti (4AAA, 3AA, 3A, 2B) 98 78  
II—18 ti (6AAA, 4AA, 5A, 3B) 81 73  
III—24 ti (8AAA, 5AA, 6A, 5B) 81 65  
IV—36 ti (12AAA, 8AA, 9A, 7B) 79 63  
Scheduled within 7 days/rotate within classes. Minimum 4 consec wks subject to availability.

### 10. SPECIAL FEATURES

**5-MINUTE NEWSCASTS**  
PER WK: 1 ti 3 ti 5 ti 12 ti  
AAA 175 165 155 145  
AA 125 120 115 110  
A 110 105 100 90  
B 44 42 40 36  
C 22 21 20 18  
Headline News, Sportscasts, Weather, Farm Features—applicable 1-min rate. Inc'l open credit & 30-sec close.

WFIL-FM

NOTE: the call letters of this station have been changed to:

WIOQ (FM)

WFLN

1949

WFLN-FM

1958

**M**

Jack Masla & Company, Inc.

NAB

Media Code 4 239 5150 8.00  
Franklin Broadcasting Co., 8200 Ridge Ave., Philadelphia, Pa. 19128. Phone 215-482-6000.

### STATION'S PROGRAMMING DESCRIPTION

WFLN: MUSIC: classical. Station personalities include interviewer-commentator. FEATURES: opera, symphony orchestras & chamber concerts. Contact Representative for further details. Rec'd 6/11/71.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Raymond S. Green.  
Vice-Pres./Sales—Harry J. Haas, Jr.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

1,600 w. days; 900 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 490 ft. above terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 24b, 24c, 25a, 25a, 28c, 29a, 30.  
Contracts: 40c, 44a, 44b, 45, 47a, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60g, 60i, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

### TIME RATES

No. 14 ET 10/1/74—Rec'd 8/19/74.  
AA—Sun adjacencies to Philadelphia orchestra broadcast 2-4 pm; Sat adjacencies to Metropolitan opera broadcast 2-5 pm; Tues availabilities within Boston symphony broadcast 8-10 pm.  
A—Mon thru Fri 6:30-9 am & 4-10 pm; Sat & Sun 10 am-10 pm.  
B—Mon thru Fri 9 am-12:30 pm, 1-4 pm & 10 pm-midnight; Sat & Sun 6:30-10 am & 10 pm-midnight.  
C—Mon thru Sun midnight-3 am.  
D—Mon thru Sun 3-6:30 am.

### 7. PACKAGE PLANS

PER WK:	A		B	
1 min	30	25	18	16
6 ti	28	23	17	15
12 ti	25	20	16	14
18 ti	23	18	15	13
24 ti	23	18	15	12

C D

	1 min	30 sec	1 min	30 sec
6 ti	23	18	18	13
12 ti	20	15	16	11
18 ti	18	13	14	9
24 ti	16	11	12	7

AA, rates 25%.

### TOTAL WEEKLY AUDIENCE PLAN

PLAN:	1 min	30 sec
12 (5A, 5B, 2C)	225	180
18 (8A, 7B, 3C)	248	230
24 (10A, 10B, 4C)	355	265

### 8. PROGRAM TIME RATES

CLASS A & B	1 hr	55 min	1/2 hr	1 min
1 x	230	216	155	142
13 x	220	201	144	133
28 x	211	193	139	126
39 x	203	186	134	124
52 x	194	177	128	119
104 x	185	169	123	117
156 x	165	151	111	102
280 x	155	141	101	92
712 x	145	131	91	82

### CLASS C

1 hr	13x	26x	39x	52x
1 hr	130	120	110	100
1/2 hr	100	95	90	85

### CLASS D

1 hr	125	115	105	95	85
1/2 hr	110	100	90	80	70

WHAT

1925

Media Code 4 239 5200 1.00  
Independence Broadcasting Co., WHAT Radio Center, 3920-40 Conshohocken Ave., Philadelphia, Pa. 19131. Phone 215-878-1500.

### 1. PERSONNEL



Philadelphia—W I B G—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	6 ti	12 ti	18 ti	24 ti
1 min	90	85	80	75
30 sec	72	68	64	60
10 sec	56	51	48	45
PER WK:	CLASS A			
	6 ti	12 ti	18 ti	24 ti
1 min	60	55	52	50
30 sec	48	44	42	40
10 sec	36	33	31	29
PER WK:	CLASS B			
	6 ti	12 ti	18 ti	24 ti
1 min	51	49	47	45
30 sec	41	39	38	36
10 sec	31	30	29	27

7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

Plan I—1/3AA, 1/3A, 1/3B

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	55	48	45	42	40
30 sec	44	38	36	34	32
10 sec	33	29	27	25	24

WIFI (FM)

1958



Subscriber to the NAB Radio Code  
Media Code 4 239 5350 4.00  
GCC Communications of Philadelphia, Inc., One  
Decker Square, Bala Cynwyd, Pa. 19004.  
Phone 215-839-0900.

- PERSONNEL**  
Executive Vice-Pres.—John F. Tenaglia.  
General Manager—William E. Parke.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 92.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 24c, 25a, 28a,  
29a, 30, 33d.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60d, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

TIME RATES

No. 6 ET 2/1/74—Rec'd 1/4/74.  
AAA—Mon thru Sun 3 pm-1 am; Sat & Sun 10-1 am.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am.  
B—Mon thru Sun 1-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	38	31	34	28	30	24
12 ti	36	29	32	26	28	23
18 ti	34	27	30	24	26	21
24 ti	32	26	28	23	24	19

B: 50% of A.

WIOQ (FM)

1941



Media Code 4 239 5375 1.00  
Hilcher Communications, Inc., No. 2 Decker Sq., Bala  
Cynwyd, Pa. 19004. Phone 215-835-6100.

- PERSONNEL**  
President—T. Richard Butera.  
General Sales Manager—Edward A. McCusker.  
Program Director—Roy Lawrence.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 27,000 w. (horiz.); 27,000 w. (vert.); 102.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 850 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 16.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24c, 25a,  
28a, 29c, 33a.  
Contracts: 40c, 42b, 44b, 45, 46, 51c.  
Comb.: Cont. Discounts: 60f, 60i, 61b, 62d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with ATA Radio Network.

October 1, 1974

TIME RATES

No. 2A ET 2/1/72—Rec'd 1/26/72.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Fri 6-10 am & 3-7 pm.  
B—Mon thru Fri 7 pm-midnight; Sat & Sun all day.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 ti	6 ti	12 ti	18 ti
1 min	44	40	38	34
30 sec	40	36	34	30
PER WK:	CLASS A			
	1 ti	6 ti	12 ti	18 ti
1 min	40	36	34	30
30 sec	34	30	28	24
PER WK:	CLASS B			
	1 ti	6 ti	12 ti	18 ti
1 min	32	28	26	22
30 sec	28	24	22	20

- CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%  
Minutes, 30-second spots, Total Audience Plan, may  
combine to earn weekly frequency discount.  
Minimum rateholder: 1 spot per wk.
7. PACKAGE PLANS  
TOTAL AUDIENCE PLANS—1/3AA, 1/3A, 1/3B
- | PER WK, EA: | 12 ti | 18 ti | 24 ti |
|-------------|-------|-------|-------|
| 1 min       | 30    | 29    | 27    |
| 30 sec      | 25    | 24    | 22    |
- Must be scheduled equally over 7-day period & rotate  
within time class. Subject to availability.

WIP

1922



METRO RADIO SALES



A Metromedia Station  
Media Code 4 239 5400 7.00  
Metromedia Radio, A Metromedia Company, 19th &  
Walnut Sts., Philadelphia, Pa. 19103. Phone 215-  
568-2900. Telex 845-274.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Donald J. Kelly.  
General Sales Manager—William S. Dallmann.  
Program Director—Dean Tyler.
  - REPRESENTATIVES**  
Metro Radio Sales.
  - FACILITIES**  
5,000 w.; 610 kc. Directional.  
Operating schedule: 24 hours daily. EST.
  - AGENCY COMMISSION**  
15/0 time only; 15th of month.
  - GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 27, 30,  
32b.  
Contracts: 41, 44b, 47a, 49, 51c.  
Comb.: Cont. Discounts: 60d, 60i, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
FM facilities: WMMR (FM).
- RATE PROTECTION  
Rates quoted herein guaranteed for a period of 13  
weeks from effective date of any increase in these  
rates providing that advertising equalling a weekly  
expenditure of 150.00 is actually running at the time  
of effective date of increase, and providing that these  
broadcasts continue without interruption during rate  
protection period.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. L ET 4/7/74—Rec'd 4/12/74.  
AA—Mon thru Sat 5:30-10 am.  
A—Mon thru Fri 3-8 pm; Sat & Sun 10 am-8 pm.  
B—Mon thru Fri 10 am-3 pm; Sun 8-10 am.  
C—Mon thru Sun 8-11 pm; Mon thru Sat 5-5:30 am.  
D—Mon thru Sat 11 pm-5 am; Sun 11 pm-8 am.

6. SPOT ANNOUNCEMENTS

PER WK:	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	155	*150	110	*100	110	100	90	80
30 sec	124	*120	88	*80	88	80	70	60
PER WK:	B				C			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	96	90	86	82	43	45	43	41
30 sec	77	72	69	66	38	36	34	33

(\*) 12+  
D: 50% of C, rotating Mon thru Sun 11 pm-5 am.  
10 sec: 50% of 1-min, subject to availability.

7. PACKAGE PLANS  
WEEKLY CIRCULATION PLANS—  
PREEMPTIBLE
- | WITHIN 7 DAYS, ROTATING:  | 1 min | 30 sec |
|---------------------------|-------|--------|
| 12 ti (2AA, 3A, 4B, 3C)   | 938   | 799    |
| 18 ti (3AA, 5A, 6B, 4C)   | 1443  | 1160   |
| 24 ti (4AA, 6A, 8B, 6C)   | 1786  | 1432   |
| 36 ti (6AA, 10A, 12B, 8C) | 2514  | 2016   |
- WCP earn consec wk discount. WCP do not contribute  
to WCP for further wkly frequency.  
WCP may combine with min, newscasts & 30-sec for  
wkly frequency discount.
- CONSECUTIVE WEEK DISCOUNT  
52 wk—10%  
Applies as earned. Expenditures of 150.00+ per wk  
may qualify.

10. SPECIAL FEATURES
- CLASS AA  
News—5-min rotating 6, 7, 8, & 9 am:  
5 per rotating Mon thru Fri..... 850  
6 per wk rotating Mon thru Sat..... 950  
News—1/2 sponsorship of 10-min news rotating 6:30,  
7:30 & 8:30 am:  
5 per wk rotating Mon thru Fri..... 930  
Sports—5-min rotating 6, 7, 8, & 9 am:  
5 per wk rotating Mon thru Fri..... 850

WJBR (FM)

1957

WILMINGTON, DEL.



(This is a paid duplicate of the listing appearing  
under Wilmington, Del.)  
Media Code 4 208 4500 0.00  
Reynolds Broadcasting Co., 2617 Ebrigt Rd., Wil-  
mington, Del. 19810. Phone 302-475-4000.  
**STATION'S PROGRAMMING DESCRIPTION**  
WJBR(FM): Programmed for adults.  
MUSIC: Instrumental popular standards with some  
film and showtunes, plus 1 vocal group or chorus per  
hour. NEWS: broadcast every 2 hours, and consists  
of 5 min and 1 min reports with emphasis on na-  
tional and international news, plus important local  
and regional news. Special weather reports made 5  
times daily. COMMERCIAL POLICY: double spot  
at :15, :30 & :45. Single spot before commercial  
news on hour. Contact Representative for further  
details. Rec'd 5/6/71.

- PERSONNEL**  
Gen'l & Sales Mgr.—John B. Reynolds.  
Sta. Mgr. & Prog. Dir.—John B. Reynolds, Jr.  
Prod. & Traffic Mgr.—Howard Gesner.
  - REPRESENTATIVES**  
Alan Torbet Associates, Inc.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 99.5 mc.  
Stereo.  
Operating schedule: 24 hrs. daily. EST.  
Antenna ht.: 500 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
General: 4a, 4d, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 24b, 25a, 28b, 29a.  
Contracts: 40c.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 71a.  
Affiliated with ATA Radio Network.
- TIME RATES  
ET 3/5/73—Rec'd 3/5/73.  
AA—Mon thru Fri 10 am-7 pm. Sat & Sun 10 am-3 pm.  
A—Mon thru Sun 6-10 am & 7 pm-midnight; Sat & Sun 3-7 pm.
6. SPOT ANNOUNCEMENTS
- | PER WK: | AA     |        | A     |        |
|---------|--------|--------|-------|--------|
|         | 1 min  | 30 sec | 1 min | 30 sec |
| 6 ti    | 24.00  | 19.20  | 20.00 | 15.20  |
| 12 ti   | 15.6 x | 12.00  | 18.00 | 14.40  |
| 18 ti   | 31.2 x | 20.00  | 17.00 | 13.60  |
| 24 ti   | 50.0 x | 18.00  | 14.40 | 16.00  |
- (D)

WMMR (FM)

1942



A Metromedia Station  
Media Code 4 239 5550 9.00  
Metromedia Stereo, A Division of Metromedia, Inc.,  
The Wellington, Rittenhouse Sq., Philadelphia, Pa.  
19103. Phone 215-511-0933. Telex 845-295.  
See affiliated AM station for additional information.  
AM facilities: WIP.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Joel Samuelsohn.  
Sales Manager—Arthur G. Camilo.  
Program Director—Jerry Stevens.
- FACILITIES**  
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 93.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 670 ft. above average terrain.

TIME RATES

No. 8 ET 6/3/74—Rec'd 5/28/74.  
AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
A—Mon thru Fri 6-10 am; Sat & Sun 6 am-noon.  
B—Mon thru Sun midnight-2 am; Mon thru Fri 10 am-3 pm.  
C—Mon thru Sun 2-6 am.

6. SPOT ANNOUNCEMENTS
- | PER WK: | AA    |        | A     |        | B     |        |
|---------|-------|--------|-------|--------|-------|--------|
|         | 1 min | 30 sec | 1 min | 30 sec | 1 min | 30 sec |
| 6 ti    | 46    | 37     | 36    | 29     | 32    | 26     |
| 12 ti   | 42    | 34     | 32    | 26     | 28    | 22     |
| 18 ti   | 42    | 34     | 32    | 26     | 28    | 22     |
- C: 50% of B.  
10 sec: 60% of 1-min.  
Must rotate 30 & 10 sec spots subject to avail-  
abilities. Spots requested to rotate on 4 days or  
less charged at one time rate.
7. PACKAGE PLANS  
CIRCULATION PLANS
- | 7 DAYS:                  | 1 min | 30 sec |
|--------------------------|-------|--------|
| 14 ti (3AA, 4A, 4B, 3C)  | 364   | 294    |
| 21 ti (5AA, 6A, 6B, 4C)  | 504   | 420    |
| 35 ti (7A, 10A, 10B, 8C) | 770   | 630    |
- Preemptible. WCP earn consec wk discount. WCP  
do not contribute to WCP for further wkly fre-  
quency.
- CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 52 wk—10%  
Applied as earned, provided a minimum of 150.00  
or more per wk is maintained.

WPBS (FM)

1961

Century National Sales



- Media Code 4 239 5600 2.00  
Bulletin Co., 440 Domino Lane, Philadelphia, Pa.  
19128. Phone 215-483-7200.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Edward J. Meehan, Jr.  
Program Director—Edward A. Hunt.
  - REPRESENTATIVES**  
Century National Sales.

PENNSYLVANIA

- FACILITIES**  
ERP 14,000 w. (horiz.), 14,000 w. (vert.); 89.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 350 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21d, 22a, 22b, 23a, 24b, 26, 28a,  
29a, 30, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60a, 60d, 60f, 61a, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 73b.  
Prod. Services: 80, 82.

TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 17 ET 8/15/72—Rec'd 30/9/72.  
AA—Mon thru Sun 10 am-7 pm.  
A—Mon thru Sun 6-10 am & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS
- | PER WK: | AA    |        | A     |        |
|---------|-------|--------|-------|--------|
|         | 1 min | 30 sec | 1 min | 30 sec |
| 6 ti    | 31.00 | 25.20  | 18.90 | 24.36  |
| 12 ti   | 30.45 | 24.36  | 18.27 | 22.68  |
| 18 ti   | 28.35 | 22.68  | 17.01 | 21.00  |
| 24 ti   | 26.25 | 21.00  | 15.75 | 19.32  |
| 30 ti   | 24.15 | 19.32  | 14.49 | 17.64  |
- Midnight-6 am: 30% of A: 15 spot minimum.
7. PACKAGE PLANS
- | TAP:          | 12 ti | 18 ti | 24 ti | 30 ti |
|---------------|-------|-------|-------|-------|
| 6-10 am       | 3     | 6     | 6     | 6     |
| 10 am-3 pm    | 3     | 6     | 6     | 6     |
| 3-7 pm        | 3     | 6     | 6     | 6     |
| 7 pm-midnight | 3     | 5     | 6     | 6     |
- | PER WK: | 1 min | 30 sec | 1 min | 30 sec |
|---------|-------|--------|-------|--------|
| 1 min   | 26.25 | 24.15  | 22.05 | 19.95  |
| 30 sec  | 21.00 | 19.32  | 17.64 | 15.90  |
| *10 sec | 15.75 | 14.49  | 13.23 | 11.97  |
- (\* Preemptible)
- BULK PLANS
- | 1000x | 1 min | 30 sec | 10 sec |
|-------|-------|--------|--------|
| 1000x | 19.95 | 15.96  | 11.97  |
| 1500x | 17.99 | 14.39  | 10.79  |
- CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%
10. SPECIAL FEATURES
- | PER WK, EA:                       | 6 ti  | 12 ti | 18 ti |
|-----------------------------------|-------|-------|-------|
| 3-min newscast                    | 34.65 | 32.55 | 30.45 |
| 1-min weather/stock market report | 33.08 | 30.98 | 28.88 |
- Incl opening ID & 1-min close.

WPEN

1929



Media Code 4 239 5650 7.00  
William Penn Broadcasting Co., 2312 Walnut St.,  
Philadelphia, Pa. 19103. Phone 215-564-6000.

- PERSONNEL**  
General Manager—Larry Wexler.  
Operations Manager—Dick Harvey.
- REPRESENTATIVES**  
H/S/Stone Radio Representatives, Inc.
- FACILITIES**  
5,000 w.; 950 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast 8 am-7 pm  
Mon to Sat. For non-simulcast facilities see WPEN-  
FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 22a, 24a, 25a, 27, 28b, 28c, 29b,  
30, 32b.  
Contracts: 40a, 42a, 44b, 47a, 51b

# PENNSYLVANIA

## Philadelphia—W P E N—Continued

**RATEHOLDER**  
Minimum 100.00 per wk.  
Programs and spots combinable for frequency discounts.  
AM only: 80% of combined rates.

### W P E N-FM

1942  
**RAB**

Media Code 4 239 5651 5.00  
William Penn Broadcasting Co., 2212 Walnut St., Philadelphia, Pa. 19103. Phone 215-564-6000.  
See affiliated AM station for additional information.

**6. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 103.9 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 7 pm-6 am Mon to Sat; Sun all day. For simulcast facilities see WPEN.

#### TIME RATES

60% of AM/FM combination rate.

### WRCP

1947  
**K**

## AVERY-KNODEL, INC.

**NAB**

### A Rust Craft Station

Media Code 4 239 5750 5.00  
Rust Craft Broadcasting of Pennsylvania, Inc., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.

**STATION'S PROGRAMMING DESCRIPTION**  
WRCP: MUSIC: modern country. AIR PERSONALITIES handle all segments. NEWS: 5 min network & local at :30. SPORTS: at :20. Helicopter traffic reports. FEATURES: regular contests, on-the-air promotions & short documentary features on history of country music. Contact Representative for further details. Rec'd 1/8/73.

**1. PERSONNEL**  
General Manager—Klee C. Dobra.  
General Sales Manager—Doug Hibbs.  
Program Director—Peter Edwards.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Rust Craft Stations: see Rep & S/O pages.

**3. FACILITIES**  
50,000 w. days: 1540 kc. Directional.  
Operating schedule: Sunrise-local sunset, EST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WRCP-FM.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 29b, 30, 32b, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

#### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 18 ET 2/15/73—Rec'd 2/5/73.  
AA—6-10 am & 3-7 pm.  
A—10 am-3 pm.  
B—all other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	34	31	28
A	36	30	27	24
B	20	18	17	16

**7. PACKAGE PLANS**

TAP:	12 ti	18 ti	24 ti	30 ti
50% AA, 50% A	336	450	528	570
RDS:	260x	520x	780x	1040x
Ea	16	15	14	13

#### CONSECUTIVE WEEK DISCOUNT

52 wk—10%

### WRCP-FM

1968  
**NAB**

Media Code 4 239 5800 8.00  
Rust Craft Broadcasting of Pennsylvania, Inc., 2043 Locust St., Philadelphia, Pa. 19103. Phone 215-564-2300.

**6. FACILITIES**  
ERP 26,000 w.: 104.5 mc. Stereo.  
Operating schedule: 24 hours daily.  
Partial simulcast operation. Operated separately local sunset to sunrise. For simulcast facilities see WRCP.

#### TIME RATES

No. 17A ET 3/15/70—Rec'd 3/9/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	7 pm-6 am	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	10	9	8	7	6	5

**10. SPECIAL FEATURES**  
NEWSCASTS/WEATHER-CAPS/VIGNETTES  
Mon thru Sun available at 1-1/4 x 1-min.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

## WTEL

1925

Media Code 4 239 5850 3.00  
WTEL, Inc., 4140 Old York Rd., Philadelphia, Pa. 19140. Phone 215-455-9200.

**STATION'S PROGRAMMING DESCRIPTION**  
WTEL: RELIGIOUS: 6 am-noon M-F. Religious music and sermons. Spanish programming 2-8:30 pm M-F, 3:30-8:30 pm Sat and Sun. Rec'd 10/2/73.

**1. PERSONNEL**  
Pres. & Bus. Dir.—George D. Hopkinson.  
Exec. Vice-Pres. & Sales Mgr.—Quentin C. Sturm.

**3. FACILITIES**  
10,000 w. days: 860 kc. Directional.  
Operating schedule: Sunrise-local sunset, EST.

**4. AGENCY COMMISSION**  
15/0: no commission on religious broadcasts.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4d, 5, 6a, 7a.  
Rate Protection: 10d, 11d, 12d, 14d.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24c, 27, 28a, 29a.

Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60a, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Member: National Spanish Language Network.

#### TIME RATES

No. 12 ET 3/1/74—Rec'd 2/18/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1 ti	50 ti	100 ti	300 ti
30 sec.	18	17	12	10
10 sec.	14	12	9	8

**8. PROGRAM TIME RATES**

PER WK:	5 min	1/4 hr	1/2 hr	1 hr
1 ti	45	68	118	196
3 ti	126	183	310	520
5 ti	182	275	350	776

## W W D B (FM)

1947

**NAB**

Media Code 4 239 5868 5.00  
Banks Broadcasting Co., Inc., 3930-40 Conshohocken Ave., Philadelphia, Pa. 19131. Phone 215-878-1500.

See affiliated AM station for additional information.  
AM facilities: WHAT.

**3. FACILITIES**  
ERP 12,000 w. (horiz.), 12,000 w. (vert.); 96.5 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 1,200 ft. above average terrain.

#### TIME RATES

No. 2 ET 12/1/72—Rec'd 11/2/72.  
AA—Mon thru Sun 6 am-8 pm.  
A—Mon thru Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	1 min	20/30	10 sec	1 min	20/30	10 sec
1 ti	27.00	19.00	13.50	22.00	16.00	11.00
12 ti	24.00	16.00	12.00	17.00	14.00	8.50
24 ti	20.00	14.00	10.00	15.00	11.00	7.50
36+	15.00	11.00	7.50	12.00	9.00	6.00

Midnight-6 am: 50% of A.

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
PER WK, EA: 1 ti 2 ti 3 ti 4 ti 5 ti 6+  
5 min. 35 38 31 29 27 25  
Bagles & Lox—Sun 10:30 am-1:30 pm, 1-min. 30  
Fridays with Frank—Fri 5-8 pm, 1/4 hr. 85

## W W S H (FM)

1959

**K**

## KATZ RADIO

**NAB**

**NAB**

Media Code 4 239 5871 9.00  
United Artists Broadcasting, Inc., 555 City Line Ave., Bala Cynwyd, Pa. 19004. Phone 215-835-3350.

**STATION'S PROGRAMMING DESCRIPTION**  
WWSH (FM): Programmed for adults.  
MUSIC: Popular middle-of-the-road format of adult appeal, consisting of standards, film and show music. NEWS: hourly capsules at :58. Contact Representative for further details. Rec'd 12/2/71.

**1. PERSONNEL**  
General Manager—James E. Connor.  
General Sales Manager—Bruce H. Schaeffer.

**2. REPRESENTATIVES**  
Katz Radio

**3. FACILITIES**  
ERP 19,000 w. (horiz.), 19,000 w. (vert.); 106.1 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 740 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4c, 5, 6a, 7a.  
Rate Protection: 11e, 12e, 15e, 16.  
Basic Rates: 20a, 21d, 22a, 23a, 29a, 33a.  
Contracts: 40a, 44b, 46.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70c, 71a.  
Affiliated with Katz Radio Network.

#### TIME RATES

No. D ET 8/1/74—Rec'd 7/8/74.  
I—Mon thru Fri 6-10 am; Sat & Sun 8 am-noon.  
II—Mon thru Fri 10 am-3 pm; Sat & Sun 4-8 pm.  
III—Mon thru Fri 3-8 pm; Sat & Sun noon-4 pm.  
IV—Mon thru Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	I	II	III	IV
6 ti	65	70	75	40
12 ti	62	67	72	37

30 sec/less: 80% of 1-min.

## W Y S P (FM)

1971

Media Code 4 239 5873 5.00  
SJR Communications, Suburban Station Bldg., Philadelphia, Pa. 19103. Phone 215-665-9790.

**1. PERSONNEL**  
General Manager—Jack G. Carnegie.

**2. REPRESENTATIVES**  
Midwest, West—Walton Broadcasting Sales Corporation.  
South, Southwest—Mario Messina Company.  
SJR Communications Stations: See Rep. & S/O pages.

**3. FACILITIES**  
ERP 39,000 w. (horiz.), 39,000 w. (vert.); 94.1 mc Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 550 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 22a, 24a, 25a.  
Contracts: 40a, 45.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81.

**TIME RATES**  
No. 2 ET 1/1/74—Rec'd 1/11/74.  
AAA—Mon thru Fri 3 pm-1 am; Sat & Sun 6-1 am.  
AA—Mon thru Fri 6 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

AAA	1 ti	6 ti	12 ti	24 ti
AA	35	31	29	26
AA	28	24	22	20

## STATIONS AND GROUPS IN PHILADELPHIA URBAN AREA

## W B C B

LEVITOWN

See listing under Levittown, Pa.

## W B U X

1948

**NAB**

Media Code 4 239 5875 0.00  
Doylestown  
Norwalk Broadcasting Co., Inc., Box 512, Rickerts Lbl., Doylestown, Pa. 18901. Phone 215-348-3583, 343-0220.

**STATION'S PROGRAMMING DESCRIPTION**  
WBUX: Programmed for community interest.  
MUSIC: MOR, NEWS: at :60; at :30 in traffic times. Community interest news every half hour.  
SPORTS: high school, Remotes. RELIGIOUS: Sun until 1:30 pm. Rec'd 2/9/73.

**1. PERSONNEL**  
President—Fred Grossman.  
General Manager—George Pleasant.

**2. FACILITIES**  
5,000 w. days: 1570 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c, 16.  
Basic Rates: 20a, 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 30, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60i, 61a, 61b, 62a, 62b, 62c.  
Cancellation: 70b, 71a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**  
No. 12 ET 7/1/74—Rec'd 8/1/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	100x	250x	500x	1000x
30 sec.	9.41	8.24	7.65	7.06	6.47
10 sec.	7.65	6.47	5.88	5.29	4.71

## W C A M

CAMDEN, N. J.

See listing under Camden, N. J.

## W E E Z

1947

**NAB**

Media Code 4 239 5900 6.00  
Radio Del-Val, Inc., 3500 Edgmont Ave., Chester, Pa. 19015. Phone 215-874-4321.

**STATION'S PROGRAMMING DESCRIPTION**  
WEEZ: All local news & talk. Total suburban community involvement. Telephone talk throughout the day. Free classified ads 9:15-10 am, 1:30-2 pm.  
All local sports, high school & colleges. Daily man in the street programs. Local news originating in studios in 6 major townships in coverage area. Contact Representative for further details. Rec'd 4/18/73.

**1. PERSONNEL**  
President—Frynn Tannen.  
General Sales Manager—Don Merriman.  
Program Director—Win Moore.

**2. REPRESENTATIVES**  
Market 4 Radio.

**3. FACILITIES**  
1,000 w.: 1590 kc.  
Operating schedule: 24 hours daily, EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 7b.  
Rate Protection: 10h, 11b, 12b, 13b.  
Basic Rates: 20a, 23a, 24a, 25a.  
Contracts: 40a, 46, 51.  
Comb.: Cont. Discounts: 60a, 60i, 61a.  
Cancellation: 70d, 71a, 73a.

TIME RATES  
No. 10 ET 9/15/69—Rec'd 7/6/70.

## 7. PACKAGE PLANS

1 MINUTE/WEEKLY  
TOTAL IMPACT PLAN  
(1/2 DRIVE, 1/2 FAMILY TIME)  
24 ti 18 ti 12 ti 6 ti  
Ea ..... 10 12 14 16

**DRIVE TIME**  
(6-10 am & 3-7 pm)  
Ea ..... 14 16 18 30

**FAMILY TIME**  
(10 am-3 pm & after 7 pm)  
Ea ..... 9 11 12 13  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**CONSECUTIVE TERM DISCOUNTS**  
3 mo—2-1/2% 9 mo—1-1/2%  
6 mo—5% 12 mo—10%  
Spots are ROS and must run consecutively within 1 year. Unfulfilled contracts are subject to short-rate as earned. Packages are non-cancellable. Spots may be concentrated in fewer days for greater frequency, where possible.

**10. SPECIAL FEATURES**  
Newcasts—1-1/2x applicable 1-min.

## W I B F-FM

1960

**NAB**

Media Code 4 239 5950 1.00  
Fox Broadcasting Corp., Benson-East, Jenkintown, Pa. 19016. Phone 215-886-2000.

**STATION'S PROGRAMMING DESCRIPTION**  
WIBF-FM: Programmed for general interest.  
MUSIC: M-F, 6 am-noon, religious; noon-4 pm general popular. ETHNIC: 4-11 pm Jewish, Spanish & Italian, 11 pm-12M, news, talk. NEWS: network 5 min at :15, local news & sports. Weekends: talk, news, C & W. ETHNIC: Polish, Ukrainian, German, Greek, East Indian, Italian, Jewish, Korean, Portuguese & French. Contact Representative for further details. Rec'd 5/28/74.

**1. PERSONNEL**  
Pres., Gen'l & Com'l Mgr.—William L. Fox.  
Station Manager—Douglas Henson.

**2. REPRESENTATIVES**  
Herbert E. Groskin & Co.

**3. FACILITIES**  
ERP 180 w. (horiz.), 180 w. (vert.); 103.9 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 1,000 ft. above mean sea level.

**4. AGENCY COMMISSION**  
15/0 net time.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.  
Basic Rates: 20a, 20b, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 29a.

Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61a, 61b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.  
Member: The Groskin Group.

**TIME RATES**  
No. 12 ET 1/4/74.

**6. SPOT ANNOUNCEMENTS**

1 min
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Philadelphia Urban Area—  
WNA R—Continued

**6. SPOT ANNOUNCEMENT**

	AAA	AA	A
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec		
5 tl	20 17 16 13 10 9		
10 tl	19 16 15 12 9 8		
15 tl	18 15 14 11 8 7		
20 tl	17 14 13 10 7 6		
25 tl	16 13 12 9		
10 sec: 50% of 1-min.			
<b>CONSECUTIVE WEEK DISCOUNT</b>			
13 wk—5%	26 wk—10%	52 wk—15%	

**10. SPECIAL FEATURES**

NEWCASTS:	13 wk 26 wk 52 wk
AAA	27 25 23
AA	22 20 18
A	15 13 11

**WTMR**  
CAMDEN, N. J.

See listing under Camden, N. J.

**WVCH**  
1947  
CHESTER



Media Code 4 239 6000 4.00  
The Estate of James M. Tisdale, Deceased, Wolf Bldg., Market Square, Chester, Pa. 19013. Phone 215-872-8861.

- PERSONNEL**  
General Manager—Thomas H. Moffitt.
- FACILITIES**  
1,099 w. days; 749 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12f, 13b, 14b, 15c, 15d.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 26, 30.  
Contracts: 40a, 41, 44a, 45, 46, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

**NATIONAL AND LOCAL RATES SAME**  
ET 9/1/73—Rec'd 8/24/73.

**6. SPOT ANNOUNCEMENTS**

	1x	10x	20x	50x	100x
1 min.	10.00	9.50	9.00	8.50	8.00
30 sec.	6.00	5.80	5.60	5.40	5.20
20 sec./less.	4.80	4.60	4.40	4.20	4.00

**8. PROGRAM TIME RATES**

	1x	1/2 hr	1/4 hr	10 min	5 min
1 hr.	100.00	60.00	40.00	30.00	20.00
13 x.	95.00	57.00	38.00	28.50	19.00
52 x.	90.00	54.00	36.00	27.00	18.00
260 x.	85.00	51.00	34.00	25.50	17.00

Guaranteed position, extra 10%.

**WXUR**  
1962  
MEDIA

Media Code 4 239 6050 9.04  
Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-566-9050, 9051.

- PERSONNEL**  
General Manager—John H. Norris.  
Assistant Manager—Peggy Powell.
- FACILITIES**  
500 w. days; 690 kc. Directional.  
Operating schedule: 7 am-6 pm, EST.  
Partial simulcast operation. Simulcast 7-11 am & noon-1 pm. For non-simulcast facilities see WXUR-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71b, 73a.

No. 12 Eff 7/1/71—Rec'd 2/10/72.

**6. SPOT ANNOUNCEMENTS**

	1x	14x	27x	53x	(*)
1 min.	8.00	7.00	6.00	5.00	4.50
30 sec.	6.00	5.25	4.50	3.75	3.50

**AM/FM COMBINATION**

1 min.	10.75	9.50	8.00	6.75	6.25	5.50
30 sec.	8.00	7.00	6.00	5.00	4.75	4.00

(\*) 157-260x.

**8. PROGRAM TIME RATES**

	1x	2x	14x	27x	53x	(*)
1 hr.	80.00	70.00	67.50	65.00	62.50	60.00
1/2 hr.	50.00	42.00	40.00	39.00	38.00	37.50
1/4 hr.	30.00	28.00	27.00	26.00	25.00	24.50

**AM/FM COMBINATION**

1 hr.	110.00	97.00	94.00	90.00	87.50	80.00
1/2 hr.	60.00	50.00	48.00	46.00	45.00	49.50
1/4 hr.	43.00	40.00	38.00	36.00	35.00	32.50

(\*) 157-260x.

**WXUR-FM**  
1962  
MEDIA

Media Code 4 239 6100 2.00  
Brandywine-Main Line Radio, Inc., Box 567, Media, Pa. 19063. Phones 215-566-9050, 9051.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 1,208 w.; 100.9 mc.  
Operating schedule: 24 hours. EST.  
Partial simulcast operation. Operated separately 11 am-noon & 1-6 pm. For simulcast facilities see WXUR.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WXUR. See that listing for rates.

No. 12 Eff 7/1/71—Rec'd 2/10/72.

**6. SPOT ANNOUNCEMENTS**

	1x	2x	14x	27x	53x	(*)
1 min.	2.75	2.50	2.00	1.75	1.75	1.50
30 sec.	2.00	1.75	1.50	1.25	1.25	1.00

(\*) 157-260x.

**8. PROGRAM TIME RATES**

	1x	2x	14x	27x	53x	(*)
1 hr.	30.00	27.00	26.50	25.00	25.00	20.00
1/2 hr.	19.00	17.00	16.00	15.00	15.00	12.00
1/4 hr.	13.00	12.00	11.00	10.00	10.00	8.00

(\*) 157-260x.

**PHILIPSBURG**

Centre County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WPHB**

Subscriber to the NAB Radio Code  
Media Code 4 239 6150 7.00  
Moshannon Valley Broadcasting Co., Inc., Radio Park, Philipsburg, Pa. 16866. Phone 814-342-2300.

**STATION'S PROGRAMMING DESCRIPTION**  
WPHB: Programmed for adults.  
MUSIC: Country & western 6-9:45 am and 2-sign-off M-F, 12:30-sign-off Sat. NEWS: Net at :30, headlines at :58, extended local and regional reports at 8 am, noon, 3:50 including sports. RELIGION: 9:45 am-2 pm M-F, 9:30 am-noon Sat., all day Sun. Contact Representative for further details. Rec'd 2/27/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dean Sharpless.  
Sales Manager—Sheldon Sharpless.  
News & Public Rel. Dir.—James R. Guthrie.
- REPRESENTATIVES**  
Broadcast Associates.
- FACILITIES**  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 5, 6a.  
Basic Rates: 23a, 24a.  
Contracts: 40a, 44a.  
Affiliated with American Entertainment Network.

No. 12 Eff 12/20/71.

**6. SPOT ANNOUNCEMENTS**

	1x	25x	50x	75x	100x
1 min.	6.00	5.75	5.50	5.00	4.75
30 sec.	4.00	3.75	3.50	3.25	3.00

**8. PROGRAM TIME RATES**

	1x	2x	52x	104x	312x
1 hr.	58.00	52.00	48.00	44.00	43.00
1/2 hr.	34.00	32.00	30.00	28.00	26.00
1/4 hr.	28.00	27.50	27.00	25.00	24.00
10 min.	14.00	13.00	12.50	12.00	11.00
5 min.	9.00	8.50	8.00	7.50	7.00

**PITTSBURGH (16 AM; 12 FM)**

(including Ambridge, Brodbeck, Carnegie, Greensburg, Jeannette, McKeesport, New Kensington)

Plus 1 paid duplicate listing.  
Allegheny County—Map Location B-5  
Westmoreland County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning	Daytime	Afternoon	Evening
Station	(6-10am)	(10am-3pm)	(3-7pm)	(7pm-midnight)
A	143	87	71	70
B	65	65	70	55
C	61	52	70	46
D	58	50	61	45
AVERAGE	82	59	68	55

**KDKA**  
1920  
PITTSBURGH



WESTINGHOUSE BROADCASTING COMPANY



RADIO ADVERTISING REPRESENTATIVES, INC.

Subscriber to the NAB Radio Code  
Media Code 4 239 6200 0.00  
Westinghouse Broadcasting Company, Inc., KDKA Radio, 1 Gateway Center, Pittsburgh, Pa. 15222.  
Phone 412-391-3000. TWX 710-664-4381.

**STATION'S PROGRAMMING DESCRIPTION**

KDKA: Varied programming for general audience. Popular music, personalities. NEWS: 5 min each hour on hour except 10 min at 7 am, 8 am, 5 min at noon, additional 10 min at 8:30 am, 5 min at 7:30 am & 9:30 am 1 hour wrap-up at 5 pm. Frequent specials and documentaries. Drive time programming includes direct weather, sports, and traffic reports. TALK: 2-way telephone show 6-9 pm and telephone show 9:05 pm-12M, Sun 5-8 pm review of week's news. SPORTS: professional baseball and hockey, college football. Contact Representative for further details. Rec'd 3/1/71.

- PERSONNEL**  
General Manager—A. B. (Bill) Hartman.  
General Sales Manager—Warren L. Maurer.
- REPRESENTATIVES**  
Radio Advertising Representatives, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES**  
50,000 w.; 1020 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6b, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 16.  
Basic Rates: 22a, 22b, 23a, 24a.  
Contracts: 40b, 42e, 45, 47a, 47a.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
(\*) 5 minute program—1:15 min. commercial limitation.  
Continuing Discounts: After the first contractual year, an advertiser may continue his schedule into the next year at the incentive discount applicable provided he purchase 1 spot each week in a time period desirable to the advertiser. Preemptible plans and Nite-Watch excluded.  
In the event an advertiser interrupts his schedule during a second or succeeding year, any subsequent schedules within that year would receive the discount applicable to the actual number of weeks scheduled.

**POLITICAL**

Time is sold for political broadcasts on the basis of rigid conformity with the Federal Election Campaign Act of 1971.

**TIME RATES**

No. 20 Eff 4/1/74—Rec'd 3/1/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-8 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-3 pm; Sun 6 am-8 pm.  
B—Mon thru Sun 5-6 am & 8 pm-midnight.  
All classes rotating.

**6. SPOT ANNOUNCEMENTS**

	CLASS AAA	18 ti	24 ti	36 ti
PER WK:	1 ti 6 ti 12 ti			
1 min.	167 150 143 133	---	---	---
30 sec.	142 128 122 113	---	---	---

**CLASS AA**

1 min.	84 76 71 67 62 59
30 sec.	71 65 60 57 53 50

**CLASS A**

1 min.	75 60 57 52 50 45
30 sec.	68 60 57 53 50 47

**CLASS B**

1 min.	56 50 48 44 42 39
30 sec.	48 43 41 37 36 33

10 sec: 60% of 1-min.

- PACKAGE PLANS**  
M.A.N. PLAN—1/4AAA, 1/4AA, 1/4A, 1/4B  
PER WK. EA: 8 ti 12 ti 20 ti 28 ti 36 ti  
1 min. 82 70 65 60 57 53  
30 sec. 70 65 60 57 53 50  
M.A. PLAN—1/4AAA, 1/4AA, 1/2A  
1 min. 84 77 74  
30 sec. 71 66 63  
A.N. PLAN—1/2A, 1/4AA, 1/4B  
1 min. 60 56 53 48  
30 sec. 51 48 45 41  
10 sec: 60% of 1-min.  
(\*) &/or Sun, subject to availabilities 6 am-8 pm.  
M.A.N., M.A., and A.N. plan announcements may contribute toward weekly frequency discount but not vice-versa.  
Additions to M.A.N., M.A., and A.N. plans must be made in increments of four, percentage distribution as shown.  
When combination of one minute 30 and 10's are purchased under M.A.N., M.A., and A.N. plans, combinations must be in units of four, percentage distribution as shown.  
Advertiser may contract for 52 week M.A.N., M.A., or A.N. plan in advance (minimum 12 weeks M.A.N., M.A., or A.N.) and earn applicable rates and discounts plus 10%. 10 second plans subject to availability.  
Spots may be scheduled as desired during contract year so long as distribution by end of contract is in required percentage.  
Short rate to weekly frequency. Non-combinable. Discounts may be taken as earned or at completion of contract.

**PREEMPTIBLE PLANS**

**1 MINUTE**

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti
AA	59	57	53	45	45
A	55	54	51	47	40
B	38	37	35	32	26

**30 SECONDS**

AA	50	48	45	38
A	47	46	43	40
B	32	31	30	27

AA, A and B cross-combine. Minimum for A and B, in any combination, 5 per week. Minimum for AA, alone or in combination with A and B, 10 per week. Preemptible without notice. No further discounts.

**NITE-WATCH**

(Tues thru Sun midnight-5 am)

PER WK:	1 ti	20 ti	30 ti	40 ti	50 ti
1 min.	12	11	10	9	8
30 hrs per wk (full sponsorship)	1336				
15 hrs per wk (1/2 sponsorship-rotating)	723				
6 hrs per wk (rotating)	334				

Wkly M.A.N., M.A., A.N. news, sports & weather plans contribute toward further spot discounts in nite-watch but not vice-versa.

- SPECIAL FEATURES**  
5-MINUTE NEWS/SPORTS/WEATHER  
I-NEWS: Mon thru Sat 7:30, 7:30, 18 & 8:30 am rotating.  
SPORTS: Mon thru Sat 7:20, 8:20 am rotating.  
WEATHER: Mon thru Sat 6:50, 7:50 & 8:50 am rotating.

II-NEWS: Mon thru Sat 16:30 am rotating.  
III-NEWS: Mon thru Sat 6, 9, 10, 11 am, noon, 1, 2, 3, 4, & 7 pm rotating.  
Sun 10, 11 am, noon, 1, 2, 3, 4, 5, & 6 pm.  
IV-NEWS: Mon thru Sat 8, 9, 10, 11 pm & midnight rotating.  
Sun 6, 7, 8 & 9 am, 7 & 8 pm.  
SPORTS: Mon thru Sat 11:05-11:10 pm, rotating.  
(†) 10 minutes may be purchased as 5 minutes, per availability.

PER WK:	1 ti	3 ti	6 ti	12 ti	18 ti
I	212	203	193	185	---
II	132	126	120	118	110
III	110	105	100	96	91
IV	71	68	64	62	59

News, sports or weather purchased in multiples of three, Mon thru Sat alternating, preempt other news, sports or weather.  
Must be purchased in increments of 3 Monday thru Saturday alternating.  
May be combined for frequency purposes toward spot discounts but not vice versa.  
Fully commissionable and includes scheduled talent, news service charge and production.

**PREMIUM RATE—ROTATING WITHIN NEWS/SPORTS/WEATHER**

EA:	AAA	AA	A	B
1 min.	179	110	83	60
30 sec.	152	94	71	51

Contribute to wkly frequency and earn CWD.

**INCENTIVE DISCOUNTS**

Minimum wkly expenditure before discount 78.00 news or spots. Applies to consecutive wks of broadcasting.

**CONSECUTIVE WEEK DISCOUNT**

26 wk—5% 52 wk—10%  
Does not apply to Preemptible Plans or Nightwatch.

**KQV RADIO PITTSBURGH**  
1919  
PITTSBURGH



OWNED AND STATION

BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 239 6250 5.00  
KQV Inc., a subsidiary of American Broadcasting Companies, Inc., Chamber of Commerce Bldg., 411 5th Ave., Pittsburgh, Pa. 15219. Phone 412-281-8100.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John D. Gibbs.  
General Sales Manager—Paul R. Kunkler.  
Program Director—Jim Carnegie.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w.; 1410 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Simulcast Sun 5-8 am. For non-simulcast facilities see WDVE (FM).
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d,

# PENNSYLVANIA

Pittsburgh—Continued

**WAMO**  
1946  
PITTSBURGH

**Independent Black**



Media Code 4 239 6300 8.00  
Sheridan Broadcasting Corp., 1811 Blvd. of Allies,  
Pittsburgh, Pa. 15219. Phone 412-471-2181.

**STATION'S PROGRAMMING DESCRIPTION**  
WAMO: Programmed for Negro listener.  
**AIR PERSONALITIES** handle all segments. Rhythm  
and blues music format. NEWS: 5 min at :55, head-  
lines at :25. Negro community news 7:50, national  
and other local news 2:55. 3 man news department,  
1 mobile unit. SPORTS: at 7:30 am and 5:30 pm.  
Station participates in fund drives for community  
activities. Personalities available for remote broad-  
casts and endorsements. Contact Representative for  
further details. Rec'd 7/21/67.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Paul W. Yates.  
Exec. V. P. & Gen'l Sales Mgr.—Walter L. Jones.  
Operations Manager—James D. Berry.

**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 860 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast 6-9, 10-11 am,  
& 2 pm-local sunset. For non-simulcast facilities see  
WAMO-FM.

**4. AGENCY COMMISSION**  
15%; net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24a, 25a, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60f, 61a, 61b.  
Cancellation: 71a

**NATIONAL AND LOCAL RATES SAME**  
No. 1 Eff 6/1/73—Rec'd 7/9/73.  
I—Mon thru Fri sign-on-10 am & 3 pm-sign-off:  
Sat all day  
II—Mon thru Fri 10 am-3 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec	1 min	30 sec	10 sec
1 min	25	20	15	10
6 ti	18	13	10	10
12 ti	18	14	11	14
18 ti	16	13	10	13
24 ti	15	12	9	12
30 ti	14	11	8	11
36 ti	13	10	7	10

AM & FM combinable for wtkly & frequency discount.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5%    26 wk—7-1/2%    52 wk—10%  
Minimum 6 spots per wk.

**WAMO-FM**  
1960  
PITTSBURGH



Media Code 4 239 6301 6.00  
Sheridan Broadcasting Corp., 1811 Blvd. of Allies,  
Pittsburgh, Pa. 15219. Phone 412-471-2181.

**STATION'S PROGRAMMING DESCRIPTION**  
WAMO-FM: Programmed for the adult listener.  
MUSIC: album only, rhythm and blues. AIR PER-  
SONALITIES handle all segments. Contact Repre-  
sentative for further details. Rec'd 12/14/70.

**3. FACILITIES**  
ERP 72,000 w. (horiz.), 72,000 (vert.), 105.9 mc.  
Stereo.  
Antenna ht.: 440 ft. above average terrain.  
Operating schedule: 24 hrs. daily. EST.  
Partial simulcast operation. Operated separately local  
sunset-8 am, 9-10 am & 11 am-2 pm. For simulcast  
facilities see WAMO.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**6. SPOT ANNOUNCEMENTS**

No. 1 Eff 6/1/73—Rec'd 7/9/73.

PER WK:	1 min	15 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	14	11	10	9	8	7	6
30 sec	11	9	8	7	6	5	4
10 sec	9	7	6	5	4	3	2

AM & FM combinable for wtkly & frequency discount.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5%    26 wk—7-1/2%    52 wk—10%  
Minimum 6 spots per wk.

**WARO**  
1957  
CANONSBURG

**Country & Western**

A **Partial Owned Station**  
(This is a paid duplicate of the listing appearing  
under Canonsburg, Pa.)  
Media Code 4 239 1300 3.00  
WARO Radio, Box 191, Canonsburg, Pa. 15317.  
Phones 412-531-3800, 745-5400.

**1. PERSONNEL**  
President—Marvin B. Kosofsky.  
Vice-President—Lawrence Brandon.

**2. REPRESENTATIVES**  
Dore-Clayton Agency, Inc.

**3. FACILITIES**  
250 w. days; 540 kc. Directional.  
Operating schedule: 5:45 am-8:45 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b,  
29c, 30, 32a.  
Contracts: 40a, 42b, 42d, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 63d.  
Cancellation: 70a, 70c, 72, 73a.  
Prod. Services: 80, 82.  
Member: Pennsylvania Farm Network.

**6. SPOT ANNOUNCEMENTS**

Eff 5/15/67—Rec'd 5/19/67.

1 MINUTE	1 MINUTE	1 MINUTE	
1 x	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 80% of 1-min.    15 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	95	135	170	200

**8. PROGRAM TIME RATES**

1x	26x	52x	104x	156x	260x	912x
1 hr.	80.00	76.50	73.00	69.50	66.00	59.00
1/2 hr.	64.00	62.00	60.00	58.00	56.00	52.00
1/4 hr.	40.00	38.00	36.00	34.00	32.00	30.00
10 min	24.00	23.00	22.00	21.00	20.00	18.00
5 min.	18.00	17.00	16.00	15.00	14.00	12.00

**WBCW**  
1974  
JEANNETTE



Media Code 4 239 6332 1.00  
Central Westmoreland Broadcasting Co., Box 718, 111  
S. 4th St., Jeannette, Pa. 15644. Phone 412-527-  
5656.

**STATION'S PROGRAMMING DESCRIPTION**  
WBCW: Programmed for adults and young adults.  
MUSIC: top 50 with golden oldies & album cuts.  
NEWS: at :00. Features: phone talk show with  
guests & listener participation 10:05 am-noon M-F.  
11:05 am-noon Sat & 12:05-3 pm Sun. Polish-  
Slovenian, polka show. 9-10 am Sun. Italian hour.  
Rec'd 5/31/74.

**1. PERSONNEL**  
General Manager—Mrs. Verna M. Callist.  
Sales Manager—D. Guy Chappie.

**3. FACILITIES**  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 6a, 7a.  
Rate Protection: 15b.  
Contracts: 44a, 45.  
Cancellation: 71a.  
Affiliated with American Information Network.

**6. SPOT ANNOUNCEMENTS**

No. 1 Eff 5/31/74.

1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.50	6.00	5.50	5.00	4.50	4.00	3.50

**7. PACKAGE PLANS**

**SEVEN-DAY SPECIAL**

PER WK:	10 ti	15 ti	30 ti	40 ti	50 ti
1 min.	7.00	6.00	5.50	5.00	4.50
30 sec.	5.50	5.00	4.50	4.00	3.50

**8. PROGRAM TIME RATES**

1x	13x	26x	52x	104x	260x	312x
1 hr.	70	65	60	55	50	45
1/2 hr.	50	45	41	37	33	29
1/4 hr.	35	30	27	24	21	18
5 min.	20	18	16	14	12	10

**WDVE (FM)**  
1948  
PITTSBURGH

**ABC-FM**  
spot sales, Inc.



Subscriber to the NAB Radio Code  
Media Code 4 239 6340 4.00  
American Broadcasting Co., Inc., Chamber of Com-  
merce Bldg., 411 7th Ave., Pittsburgh, Pa. 15219.  
Phone 412-281-9000, Telex 771-3237.  
See affiliated AM station for additional information.  
AM facilities: KQV.

**STATION'S PROGRAMMING DESCRIPTION**  
WDVE (FM): Programmed to a general young adult  
& teen audience.  
MUSIC: Contemporary, popular albums & hit singles.  
Contact Representative for further details. Rec'd  
3/13/73.

**1. PERSONNEL**  
General Manager—Steve Berger.  
General Sales Manager—Gill Rozzo.  
Operations Director—Kenneth Karpinski.

**2. REPRESENTATIVES**  
ABC FM Spot Sales.

**3. FACILITIES**  
ERP 55,000 w.; 102.5 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 320 ft. above average terrain.  
Partial simulcast operation. Operated separately 24  
hours daily Mon thru Sat; midnight-5 am & 8 am-  
midnight Sun. For simulcast facilities see KQV.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Rates contained herein are in accordance with Phase  
III guidelines as issued by The Cost of Living  
Council.

## TIME RATES

Eff—Rec'd 6/4/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10  
am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am & midnight-2 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	50	35	35	25	25	18
12 ti	45	32	32	23	23	16
18 ti	40	28	28	20	20	14
24 ti	35	25	25	18	18	13

**WEDO**  
1946

Media Code 4 239 6350 3.00  
McKeesport  
810, Inc., 704 Locust St., McKeesport, Pa. 15132.  
Phones 412-864-4431, 462-9922.

**STATION'S PROGRAMMING DESCRIPTION**  
WEDO: Programmed for adult and young adult  
audiences.  
MUSIC: Solid gold hits of 50's & 60's. NEWS:  
network. AIR PERSONALITIES handle all seg-  
ments. Contact Representative for further details.  
Rec'd 9/3/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Tom C. Feldman.  
Sales Manager—John A. Longo.  
Program Director—Tom Edwards.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.

**3. FACILITIES**  
1,000 w. days; 810 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 net time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 22a, 23a, 24b, 25c, 28a, 29a, 33b.  
Contracts: 40a, 42b, 46.  
Comb.: Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71b, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**6. SPOT ANNOUNCEMENTS**

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 9/1/74—Rec'd 9/3/74.

AAA	AA	A
Mon thru Sat 3-7 pm.	Mon thru Sat 6-10 am.	Mon thru Sat 10 am-3 pm.

WK: 1 MIN:	10 ti	12 ti	18 ti	24 ti	30 ti
AAA	16	13	12	11	10
AA	15	12	11	10	9
A	14	11	10	9	8

30 sec: 75% of 1-min.

**7. PACKAGE PLANS**

**RATE HOLDERS—1/3AAA, 1/3AA, 1/3A**

PER MO. EA:	50 ti	75 ti	100 ti
1 min.	8.00	7.00	6.00
30 sec.	6.00	5.25	4.50

**BULK—1/3AAA, 1/3AA, 1/3A**

PER YR:	300x	600x	1200x
1 min.	7.00	6.00	5.00
30 sec.	5.25	4.50	3.75

**WEEP**  
1947  
PITTSBURGH

**ROBERT E. EASTMAN & CO., INC.**  
**Country Music**

Media Code 4 239 6400 8.00  
Golden Triangle Broadcasting Corp., 107 6th St.,  
Pittsburgh, Pa. 15222. Phone 412-471-9950.

**STATION'S PROGRAMMING DESCRIPTION**  
WEEP: MUSIC: country. PERSONALITIES. News &  
Sports. Emphasis on involvement with music & its  
stars. Contact Representative for further details.  
Rec'd 3/31/71.

**1. PERSONNEL**  
President—Myron Jones.  
General Manager—Roger Willoughby-Ray.  
General Sales Manager—Mike Civiletti.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
50,000 w.; 1080 kc. Directional.  
Operating schedule: Sign-on-local sunset. EST.  
Partial simulcast operation. Simulcast sign-on-local  
sunset. For non-simulcast facilities see WEEP-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28b, 28c, 29a.  
Contracts: 40a, 42b, 45, 46.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Affiliated with Eastman Radio Network.

**6. SPOT ANNOUNCEMENTS**

No. 2 Eff 5/1/74—Rec'd 4/29/74.

PER WK:	10 ti	12 ti	18 ti	24 ti	30 ti
1 min	50	45	40	35	45
30 sec	36	33	31	29	

III—All other times.

**7. PACKAGE PLANS**

**NATIONAL AND LOCAL RATES SAME**  
No. 5 Eff 1/1/74—Rec'd 3/22/74.

PER WK:	10 ti	12 ti	18 ti	24 ti
1 min	50	45	40	35
30 sec	36	33	31	29

10 sec: 50% of 1-min.

**WEEP-FM**  
1962  
PITTSBURGH



Media Code 4 239 6401 4.00  
Golden Triangle Broadcasting, Inc., 107 Sixth St.,  
Pittsburgh, Pa. 15222. Phone 412-471-9950.

**STATION'S PROGRAMMING DESCRIPTION**  
WEEP-FM: Programmed for adult and young adult  
audiences.  
ERP 36,000 w.; 107.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 420 ft. above average terrain.  
Partial simulcast operation. Operated separately  
7 pm-6 am. For simulcast facilities see WEEP.

**6. SPOT ANNOUNCEMENTS**  
1-min. 7 pm-6 am. Sat. 11:00-11:30 am.  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
Newscasts, weather & capsules—1-1/2x 1-min rate.

**WHJB**  
1934  
GREENSBURG



Subscriber to the NAB Radio Code  
Media Code 4 239 6410 5.00  
WHJB, Radio, 227 W. Otterman St., Greensburg,  
Pa. 15601. Phone 412-834-0600. Pittsburgh phone  
412-242-3303.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Melvin A. Goldberg.  
Station Manager—James Shields.  
Program Director—Barry Banker.

**3. FACILITIES**  
1,000 w. days, 500 w. nights; 830 kc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30 am-midnight. EST.  
Partial simulcast operation. Simulcast 5:30-6:15 am  
& 11 pm-midnight. For non-simulcast facilities see  
WVOK (FM).

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 5, 6a, 7a.  
Basic Rates: 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46.  
Cancellation: 70a.

**FM facilities: WVOK (FM).**  
Affiliated with MBS.  
Member: Pennsylvania Farm Network.

**6. SPOT ANNOUNCEMENTS**

No. 11 Eff 5/1/73—Rec'd 5/25/73.

CLASS AA	CLASS A	CLASS B	CLASS C
1 min.	11.00	10.00	9.00
30 sec.	8.50	7.50	6.50

**7. PACKAGE PLANS**

**PER WK, ROS:**

CLASS AA	CLASS A	CLASS B	CLASS C
1 min/less.	8.50	8.00	7.50
1 min.	9.50	9.00	8.50
30 sec.	7.50	7.00	6.50

**8. PROGRAM TIME RATES**

CLASS AA
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Pittsburgh—W I X Z—Continued

6. SPOT ANNOUNCEMENTS

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	20	16	15	12	12	10
6 ti	18	14	14	11	10	8
12 ti	16	13	13	9	9	7
18 ti	15	12	12	9	8	6
24 ti	14	11	10	8	7	5

7. PACKAGE PLANS

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti (4AAA, 3AA, 3A)	130.00	105.00	170.00	135.00	215.00	170.00
15 ti (5AAA, 5AA, 5A)	215.00	170.00	235.00	190.00	440.00	350.00

YEARLY CONTRACTS

PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
500 x	16.50	13.20	13.50	10.80	9.50	7.50
1000 x	14.50	11.60	10.50	8.40	7.50	5.00
2000 x	13.50	10.00	9.00	7.20	6.30	4.80

WKOI (FM)

1948  
PITTSBURGH



Buckley Radio Sales, Inc.

RAB

NAFMD

Media Code 4 239 6500 3.00

WKOI, Inc., 1715 Grandview Ave., Pittsburgh, Pa. 15211. Phone 412-381-8100, TWX NY 4850

STATION'S PROGRAMMING DESCRIPTION

WKOI (FM): Programmed for adults. MUSIC: 90% featuring general popular; standards, film, showtunes in 15 min sweeps. NEWS: 5 min at :30 every 3 hrs. COMMERCIAL POLICY: 6 minutes per hour. Contact Representative for further details. Rec'd 9/24/73.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Robert G. Clarke. Operations Manager—Jerome S. Roberts. General Sales Manager—Raymond J. Oxenreiter.

2. REPRESENTATIVES

Buckley Radio Sales, Inc.

3. FACILITIES

ERP 41,000 w. (horiz.), 41,000 w. (vert.); 93.7 mc. Stereo.

Operating schedule: 24 hours daily. EST. Antenna ht.: 547 ft. above average terrain.

4. AGENCY COMMISSION

15/0.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b, 11b.

Basic Rates: 23a, 24b, 26, 29a.

Contracts: 40a, 45, 46.

Cancellation: 71a, 73a.

TIME RATES

No. 10 Eff 11/1/73—Rec'd 10/23/73.

AAA—Mon thru Sun 6 am-7 pm.

AA—Mon thru Sun 7 pm-6 am.

6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA		CLASS AA		CLASS A	
	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 min	35.00	33.00	31.00	29.00	27.00	27.00
20/30 sec	28.00	26.50	25.00	23.00	21.50	21.50
1 min	29.00	26.00	23.00	20.00	17.00	17.00
20/30 sec	23.00	21.00	18.50	16.00	13.50	13.50

WKPA

1940

NEW KENSINGTON

Media Code 4 239 6525 0.00

Gateway Broadcasting Enterprises, Inc., 810 5th Ave., New Kensington, Pa. 15068. Phone 412-337-3588.

STATION'S PROGRAMMING DESCRIPTION

WKPA: PERSONALITIES handle all segments of music. MUSIC: middle-of-the-road, pop, Broadway showtunes, standards. NEWS: network at :30 with market & weather; expanded blocks 6-9 am, 3-5:30 pm. SPORTS: major national auto racing events, university & pro football, local high school football, basketball & baseball. Contact Representative for further details. Rec'd 8/31/73.

1. PERSONNEL

Pres. & Gen'l Mgr.—Nelson L. Goldberg.

Operations Manager—Jay Davis.

Sales Manager—Joseph Falsetti.

2. REPRESENTATIVES

Pittsburgh—Gateway Repts, Inc.

3. FACILITIES

1,000 w. days; 1150 kc. Directional.

Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION

15/0 10th of following month.

5. GENERAL ADVERTISING See coded regulations

General: 2a, 2b, 3a, 4a, 4c, 5, 7a.

Basic Rates: 20a, 21b, 25a, 28c.

Contracts: 40a, 45.

Cancellation: 70b, 70d, 71a, 72.

Prod. Services: 82.

FM facilities: WYDD (FM).

Affiliated with MBS.

TIME RATES

No. 14 Eff 2/1/74—Rec'd 2/1/74.

AAA—Mon thru Fri 6-9 am; Sat Joe Falsetti Sportsline 9:30-10 am, Bob Livorio Show 10 am-1 pm & Jeff Allen Old Rock Shoppe 1 pm-sign-off; Sun Bill Seles Polka Show 9 am-noon, Italian Carousel noon-3:30 pm & Jazz on the Seventh Day 4 pm-sign-off.

AA—Mon thru Fri 9-10 am, noon-1 pm & 4-6 pm; Sat 6-9 am.

A—Mon thru Fri 10-noon, 1-4 pm & 6 pm-sign-off. All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec		1 min		30 sec	
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	18	15	13	11	15	12	10	8
AA	16	13	11	9	13	10	8	6
A	14	11	9	7	11	8	6	5

10 sec/less: 60% of 1-min.

PENNSYLVANIA

7. PACKAGE PLANS

PER WK:	TAP		1 min		30 sec	
	12 ti	18 ti	12 ti	18 ti	12 ti	18 ti
12 ti (4AAA, 4AA, 4A)	12	9	12	9	12	9
18 ti (9AAA, 7AA, 2A)	10	7	10	7	10	7
24 ti (10AAA, 8AA, 5A)	8	6	8	6	8	6

TAP combinable for frequency discounts.

ANNUAL PLAN

PER WK:	500x		1000x		1500x	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	9	8	9	8	9	8
30 sec	7	6	7	6	7	6

8. PROGRAM TIME RATES

5-min participation—2x 1-min.

10. SPECIAL FEATURES

5-min news—2x 1-min.

Incl open & close plus 1 1-min spot.

WKTQ 13Q

1921  
PITTSBURGH



KATZ RADIO

NAB

RAB

A Heffel Station

Media Code 4 239 6537 5.00  
Heffel Broadcasting Corp., 100 Forbes Ave., Pittsburgh, Pa. 15222. Phone 412-391-9800.

1. PERSONNEL

President—William (Bill) Bland.

National Sales Manager—Linda Bancala.

Program Director—Eddie Rogers.

2. REPRESENTATIVES

Katz Radio.

3. FACILITIES

5,000 w.; 1320 kc. Non-directional days, directional nights.

Operating schedule: 24 hours daily. EST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a.

Rate Protection: 10c, 11h, 12c, 13c, 14c, 15c, 15e.

Basic Rates: 20a, 21b, 22a, 23a, 24a, 25a, 28c, 29a, 29b, 33d.

Contracts: 40b, 41, 42a, 43, 45, 46, 48, 49.

Comb.: Cont. Discounts: 60b, 60f.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81.

FM facilities: WSHH (FM).

Affiliated with Katz Radio Network.

TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 2B Eff 5/1/74—Rev 7/1/74—Rec'd 7/15/74.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.

A—Mon thru Fri 10 am-3 pm; Mon thru Sun 5-10 am.

B—Mon thru Sun midnight-5 am.

6. SPOT ANNOUNCEMENTS

PER WK:	1 min		30 sec		1 min		30 sec	
	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
AA	75.00	70.00	68.00	62.00	60.00	56.00	52.80	49.60
A	70.00	65.00	61.00	57.00	56.00	52.00	48.00	45.60
B	15.00	13.00	12.00	11.00	12.00	10.40	9.60	8.80

7. PACKAGE PLANS

PER WK:	BTA PLAN—ROS—PREEMPTIBLE		12 ti		18 ti	
	1 min	30 sec	12 ti	18 ti	12 ti	18 ti
1 min	50.00	45.00	37.50	33.75	37.50	33.75

10. SPECIAL FEATURES

Sam Holman, Ted Payne morning news, 1-min 112.00

Ted Payne's Day Break Report—Mon thru Sat.

12 1-min. 300.00

Image Builders, minimum 6 per day 12.50

WLOA

1947

WLOA-FM

1959

BRADDOCK

Media Code 4 239 6550 8.00  
Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. 15104. Phone 412-351-1100.

STATION'S PROGRAMMING DESCRIPTION

WLOA: Programmed for adults.

MUSIC: soft MOR, melodic arrangements of current favorites & familiar standards, 2/3 instrumental, 1/3 vocal & choral vocal. NEWS: local, national & international at :30 & :30, 6-9 am; remainder at :30; business news & stock market report 3x daily; traffic reports every 15 min am & pm drive times.

COMMERCIAL POLICY: 8 minutes maximum per hour. Contact Representative for further details. Rec'd 8/27/73.

1. PERSONNEL

General Manager—William J. Matta.

Program Director—E. H. Matta.

2. REPRESENTATIVES

Herbert E. Groskin & Co.

3. FACILITIES

1,000 w. days; 1550 kc.

Non-directional. Operating schedule: Sign-on-local sunset. EST.

FM FACILITIES

ERP 68,000 w.; 96.9 mc. Stereo.

Licensed to operate unlimited hours.

Operating schedule: 6-1 am daily. EST.

4. AGENCY COMMISSION

15/0 net time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20a, 22b, 23a, 24b, 26, 28a, 29a.

Contracts: 40a, 42b, 45, 46, 47a.

Comb.: Cont. Discounts: 60b, 60k, 61a, 62b.

Cancellation: 70a, 70c, 71a, 73a.

Member: The Groskin Group.

TIME RATES

Eff 9/3/73—Rec'd 8/27/73.

PER WK:	6 ti		12 ti		18 ti		24 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	20	19	18	17	16	15	14	13
30 sec	16	15	14	13	12	11	10	9

(This listing continued on next page)

When does One plus One equal One?

THE NEW SOUND OF



reaches teens and the key 18-49 demographic.

13Q offers a mix of today's top music, past hits, contests, and promotions. It's no wonder WKTQ draws that exclusive young adult.

Time period after time period, 13Q ratings are terrific!

(Check ARB\* for particulars; you'll find 13Q wherever you find buying power.) If you want the young adult, use WKTQ.

\*ARB O/N '73, MSA avg. 1/4 hr persons

WKTQ 1320 AM

Beautiful Music

WSHH

draws the 18-49 market

WSHH Music is simply good music. The Schuik format is designed to appeal to a prosperous adult market—\$15,000-plus



# PENNSYLVANIA

## Pittsburgh—W LOA, W LOA-FM—Cont'd

8. PROGRAM TIME RATES				
PER YR:	13x	26x	52x	104x
1 hr.....	140	133	126	120
1/2 hr.....	105	100	95	90
1/4 hr.....	79	76	73	70

10. SPECIAL FEATURES  
5-min newscasts—1-1/2x applicable 1-min rate.

### W MBA

1958  
AMS RIDE



Media Code 4 239 6585 4.00  
Bride Broadcasting, Inc.  
Bride Broadcasting, Inc., Box 309, 304 Duss Ave.,  
Ambridge, Pa. 15003. Phones 412-266-1110; 774-  
1147; 766-6224.

**STATION'S PROGRAMMING DESCRIPTION**  
W MBA: Programmed for adults & teens 18-49.  
6-10 am air personality, news, sports, weather &  
MOR Music, 10-11 am local phone show; 11 am-  
12 pm radio show; 12N-2 pm tele/talk show with  
guests; 2-6 pm news, music, sports & air person-  
ality; MOR music, 6 pm sign-off request show,  
primarily top 40. NEWS: network at 5:30; local at  
6:00. Editorials on local issues. SPORTS: high  
school, college, pro football, Indy 500. Contact  
representative for further details. Rec'd 7/13/73.

- 1. PERSONNEL**  
President—John W. Bride.  
Operations Director—John Poister.
- 2. REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Dome & Associates, Inc.  
Western States—Bill Dahlsen & Associates.

- 3. FACILITIES**  
500 w. days; 1460 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23b,  
24b, 25a, 26, 27, 28a, 29a, 29b, 30.  
Contracts: 40a, 41, 42a, 42c, 43, 44, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 4 ET 1/1/74—Rec'd 1/11/74.

7. PACKAGE PLANS										
WEEKLY—ROS										
EA:	10 ti	15 ti	20 ti	25 ti	30 ti	35 ti	40 ti	50 ti	1 min	7.50
	7.50	7.40	7.30	7.20	7.10	7.00	6.90	6.80	30 sec	6.50
	6.40	6.30	6.20	6.10	6.00	5.90	5.80	10 sec/11	5.00	4.00; 100+ ea. 3.50.
	<b>BULK, FIXED:</b> 1x 5.00; 2x 104x; 3x 21x									
	1 min	8.00	7.50	7.00	6.50	5.50	5.00	30 sec	7.00	6.75

- 9. PARTICIPATING PROGRAMS**  
Air Your Opinion—Mon thru Sat 9:35-11 am;  
1 min, flat..... 8.50  
Yankee Trader—Mon thru Sat 11:05 am-noon;  
10 min..... 25.00  
1/4 hr..... 35.00  
1 min, flat..... 9.00  
30 sec, flat..... 8.50

- 10. SPECIAL FEATURES**  
5-MIN NEWCASTS: 1x 65x 260x  
Ea..... 15.00 13.00 10.50  
Incl 1 1-min spot plus open & close.

### W NUF (FM)

1967  
NEW KENSINGTON

Media Code 4 239 6625 8.00  
Milton James Hammond, 404 North Ave., Millvale,  
Pa. 15209. Phone 821-5430.

**STATION'S PROGRAMMING DESCRIPTION**  
WNUF (FM): Programmed for adults.  
MUSIC: big band dance music of 30's & 40's. MOR,  
NEWS: at 5:55. AP. SPORTS: high school & pro-  
fessional football. Contact Representative for further  
details. Rec'd 12/7/72.

- 1. PERSONNEL**  
General Manager—Charles T. Glazer.  
Owner—Milton James Hammond.  
Program Manager—Sara Lockard.
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.

- 3. FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 100.7 mc.  
Stereo.  
Operating schedule: 6:50-1 am. EST.  
Antenna ht.: 460 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0. 10th of following month.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11i, 12h, 13h, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,  
23b, 26, 28b, 28c, 29a, 30, 31, 33b.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,  
48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 71a, 73a, 73b.  
Prod. Services: 82.

### TIME RATES

ET 1/26/70—Rec'd 1/26/70.

6. SPOT ANNOUNCEMENTS										
1x	13x	26x	52x	156x	312x	624x				
1 min.....	12.00	11.50	11.00	10.50	10.00	9.50				
30 sec.....	10.50	10.25	10.00	9.50	9.00	8.50				
15 sec.....	8.25	8.15	8.00	7.75	7.50	7.00				

### WOKU (FM)

1968  
GREENSBURG



Subscriber to the NAB Radio Code  
Media Code 4 239 6635 7.00  
WHJB, Radio, 227 W. Otterman St., Greensburg,  
Pa. 15601. Phone 412-834-0606. Pittsburgh phone  
412-242-3303.

**STATION'S PROGRAMMING DESCRIPTION**  
WOKU (FM): Programmed for adults.  
MUSIC: big band dance music of 30's & 40's. MOR,  
NEWS: at 5:55. AP. SPORTS: high school & pro-  
fessional football. Contact Representative for further  
details. Rec'd 12/7/72.

- 1. PERSONNEL**  
General Manager—Charles T. Glazer.  
Owner—Milton James Hammond.  
Program Manager—Sara Lockard.
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.

- 3. FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 100.7 mc.  
Stereo.  
Operating schedule: 6:50-1 am. EST.  
Antenna ht.: 460 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0. 10th of following month.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11i, 12h, 13h, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a,  
23b, 26, 28a, 28b, 29a, 30, 31, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a,  
48, 49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 61b, 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

Rates effective  
Rates received November 24, 1965.

6. SPOT ANNOUNCEMENTS										
FIXED POSITION										
PER WK:	1 wk	4 wk	52 wk							
1-5 ti.....	25.	24.	21.							
6 ti.....	24.	23.	20.							

See affiliated AM station for additional information.  
AM facilities: WJBB.

- 3. FACILITIES**  
ERP 3,100 w. (horiz. & vert.); 107.1 mc.  
Operating schedule: 5:30 am-midnight. EST.  
Antenna ht.: 94 ft. above average terrain.  
Partial simulcast operation. Operated separately 8:15  
am-11 pm. For simulcast facilities see WHJB.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

No. 2 ET 3/1/72—Rev 7/31/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS						
1x	26x	50x	100x	200x	400x	
1 min.....	4.25	4.00	3.75	3.50	4.00	
30 sec.....	4.25	4.00	3.75	3.50	4.00	

- 7. PACKAGE PLANS**  
PER WK, ROS: 5 ti 10 ti 25 ti 50 ti  
1 min..... 4.50 4.25 4.00 3.75  
30 sec..... 3.50 3.25 3.00 2.75
- 8. PROGRAM TIME RATES**  
1x 26x 50x 100x 200x 400x  
1 hr..... 35.00 81.00 77.00 73.00 68.00 64.00  
1/2 hr..... 35.00 51.00 47.00 43.00 38.00 34.00  
1/4 hr..... 43.00 38.00 34.00 30.00 26.00 22.00  
5 min..... 32.50 28.50 24.50 20.50 15.50 11.50

### W PEZ (FM)

1940

## CBS/FM SALES



Subscriber to the NAB Radio Code

Media Code 4 239 6642 3.00  
WVSW Radio, Inc., 1 Allegheny Sq., Pittsburgh,  
Pa. 15212. Phone 412-322-5500.  
See affiliated AM station for additional information.  
AM facilities: WVSW.

**STATION'S PROGRAMMING DESCRIPTION**  
WPEZ (FM): Programmed for mass appeal with  
emphasis on teens and young adults.  
MUSIC: contemporary, featuring top hits new and  
old. 6 AIR PERSONALITIES handle all segments.  
NEWS: at 5:20, 5:50, 6:20, 6:50, 7:20, 7:50, 8:20,  
8:50, 9:20 am & 12:20 pm. Traffic reports in drive  
time. COMMERCIAL POLICY: 8 minutes per hour  
in 12 units per hour. Contact Representative for  
further details. Rec'd 9/3/74.

- 1. PERSONNEL**  
Station Manager—Richard D. Booth.  
Sales Manager—Gordon W. Heiges.  
Prog. & Research Dir.—Robert W. Pittman.
- 2. REPRESENTATIVES**  
CBS/FM Sales.

- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 810 ft. above average terrain. 1,832 ft.  
above sea level.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 7/1/74—Rec'd 7/8/74.

6. SPOT ANNOUNCEMENTS										
PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec				
Rotating:	30	24	25	20	20	16				
1-6 ti.....	25	20	21	17	16	13				
12 ti.....	23	18	19	16	14	12				
18 ti.....	22	17	18	15	13	11				
24 ti.....	22	17	18	15	13	11				

- 7. PACKAGE PLANS**  
WEEKLY IMPACT—1/2AAA, 1/3AA, \*1/6A  
12 ti 18 ti 24 ti  
1 min..... 192 267 332  
30 sec..... 158 210 256

- 8. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a, 16.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c,  
25a, 26, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a,  
49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 62a.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### WPIT

1947

### WPIT-FM

1948



A Rust Craft Station  
Media Code 4 239 6650 6.00  
Rust Craft Broadcasting of Pa., Inc., Gateway  
Towers, Pittsburgh, Pa. 15222. Phone 412-281-  
1900.

- 1. PERSONNEL**  
General Manager—Andrew F. Hofmann.
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.

- 3. FACILITIES**  
5,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 19,000 w.; 101.5 mc.  
Operating schedule: 10 am-midnight. EST.  
Antenna ht.: 510 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14c, 15a, 16.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 23b, 24b, 24c,  
25a, 26, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a,  
49, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 62a.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

Rates effective  
Rates received November 24, 1965.

6. SPOT ANNOUNCEMENTS										
FIXED POSITION										
PER WK:	1 wk	4 wk	52 wk							
1-5 ti.....	25.	24.	21.							
6 ti.....	24.	23.	20.							

PER WK:			
1 wk	4 wk	52 wk	
12 ti.....	23.	22.	19.
18 ti.....	22.	21.	16.
30 seconds—75% of minute rates.			
10 seconds—50% of minute rates.			

6. PROGRAM TIME RATES

1 ti				13 ti				52 ti				260 ti			
1 hr.....	200.	175.	150.	115.	115.	115.	115.								
1/2 hr.....	125.	100.	90.	65.	65.	65.	65.								
1/4 hr.....	100.	90.	80.	55.	55.	55.	55.								
10 min.....	65.	60.	55.	40.	40.	40.	40.								
5 min.....	50.	45.	40.	30.	30.	30.	30.								

## WSHH fm

1948  
PITTSBURGH



A Hefel Station  
Media Code 4 239 6675 3.00  
Hefel Broadcasting Corp. of Pittsburgh, 100 Forbes  
Ave., Pittsburgh, Pa. 15222. Phone 412-391-0395.  
TWX 710-664-4319.

See affiliated AM station for additional information.  
AM facilities: WKQT.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Patrick (Pat) Kelly.  
Sales Manager—Andrew A. Turner.
- 2. REPRESENTATIVES**  
Michael Fulford Company, Inc.

- 3. FACILITIES**  
ERP 10,500 w.; 99.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 920 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b,  
Basic Rates: 20h, 21a, 21b, 21d, 22a, 23a, 24c, 33b,  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60f, 60i, 60j, 61a, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WPEZ (FM).

- 6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA..... 38 36 34 32 30  
AA..... 31 32 30 28 26  
10/30 sec: 80% of 1-min.

### WTAE WTAE-FM

1922 PITTSBURGH 1960



mcgavren-guild  
pgw radio, inc.

- 1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Ted J. Atkins.  
General Sales Manager—James L. McQuaide.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.

- 3. FACILITIES**  
5,000 w.: 1250 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 50,000 w.; 96.1 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 500 ft. above average terrain.  
Simulcast 6 am-7 pm Mon thru Fri.
- 4. AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 23b, 24b,  
24c, 25a, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 49, 51b,  
51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60h, 60i, 61a,  
62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

- 6. SPOT ANNOUNCEMENTS**  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
Rotating: 30 24 25 20 20 16  
1-6 ti..... 25 20 21 17 16 13  
12 ti..... 23 18 19 16 14 12  
18 ti..... 22 17 18 15 13 11  
24 ti..... 22 17 18 15 13 11  
10 sec: 60% of 1-min; preemptible.  
Fixed position, extra 25%.

- 7. PACKAGE PLANS**  
WEEKLY IMPACT—1/2AAA, 1/3AA, \*1/6A  
12 ti 18 ti 24 ti  
1 min..... 192 267 332  
30 sec..... 158 210 256

- 8. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d,



**Pittsburgh—WYDD (FM)—Continued**

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	25	23	21	19	20	18	16	14
AA	23	21	19	17	18	16	14	13
A	20	18	16	14	16	14	12	10

10 sec/less: 60% of 1-min, subject to availability.

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

PER WK, EA:	1 min	30 sec
12 ti, 4AAA, 4AA, 4A	19	16
18 ti, 8AAA, 6AA, 4A	18	15
24 ti, 10AAA, 8AA, 6A	16	13

**WZUM**

1962  
**CARNEGIE**  
Media Code 4 239 6850 2.00  
18 Broadcasting Corp., Box 4442, 201 Ewing Rd.,  
Pittsburgh, Pa. 15205. Phone 922-0550.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—James D. Pihoulli.

**2. REPRESENTATIVES**  
South-Dura-Clayton Agency, Inc.

**3. FACILITIES**  
1,000 w. days. 1500 kc.  
Directional—daytime only.  
Operating schedule: 6:00 am-8:00 pm. EST.  
Antenna ht.: 200 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 23a, 24b, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.; Cont. Discounts: 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

**TIME RATES** (Card No. 2.)  
Card received June 15, 1964.

**6. SPOT ANNOUNCEMENTS**

1 ti	9.50	156 ti	8.80
13 ti	8.50	260 ti	6.00
26 ti	8.00	312 ti	5.50
52 ti	7.50	500 ti	5.00
104 ti	7.00		

**7. PACKAGE PLANS**

**PACKAGE ANNOUNCEMENTS**

PER WK:	ea	tot	ea	tot
18 ti	6.00	108.00	42 ti	5.00 210.00
24 ti	5.75	138.00	60 ti	4.50 270.00
30 ti	5.50	165.00	100 ti	4.00 400.00
36 ti	5.25	189.00		

30-seconds—20% of the 1-minute rate.  
10-seconds—30% of the 1-minute rate.

**6. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 ti	100.00	65.00	40.00	30.00
13 ti	95.00	62.00	38.00	29.00
26 ti	90.00	60.00	36.00	27.00
52 ti	85.00	57.00	33.00	25.00
104 ti	80.00	54.00	30.00	23.00
156 ti	75.00	51.00	28.00	21.00
260 ti	70.00	48.00	26.00	20.00

**6. SPECIAL FEATURES**  
Newscasts: 5 minutes on the hour, headlines at :30.  
**NEWS-SPORTS-WEATHER**

6 5-minute newscasts, per wk	12.00	72.00
6 5-minute sportscasts, per wk	12.00	72.00
10 weather reports, per wk	6.50	65.00

**PITTSSTON**

Luzerne County—Map Location K-4  
See SIDS consumer market map and data at beginning of the State.

**WPTS**  
1953  
Media Code 4 239 6900 5.00  
Midway Broadcasting Co., 83 Foote Ave., Pittston,  
Pa. 18642. Phones 717-654-3388, 3389.  
Other office: 1000 Clay Ave., Scranton, Pa. 18510.  
Phone 717-344-6045.

**STATION'S PROGRAMMING DESCRIPTION**  
WPTS: Programmed for ages 18-49.  
**AIR PERSONALITIES** handle all segments. **MUSIC:**  
progressive **MOR** with touches of classic golden  
greats. **NEWS:** 5-min at :55; 3-min at :30. Features:  
15-min sports M-F at 6 pm, 5-min sports on  
Sat & Sun. Bureau of Employment Security Reports  
M-F. Community social events hourly. Public affairs  
with guest or representative from local organizations  
1/2 hour weekly. **RELIGION:** M, W, F, 15-min 7:30  
am & Sun, 2 hours. Polish, 11 am-12N & 2-3 pm.  
Italian, 12N-2 pm. Participates in area fund drives  
for local organizations. Personalities available for  
remote broadcasts, store openings, shopping centers,  
etc. Contact Representative for further details. Rec'd  
11/5/73.

**1. PERSONNEL**  
President—Mrs. A. W. Florani.  
Commercial Manager—R. E. Florev.  
Gen'l & Sales Mgr.—A. V. Castelli.

**2. REPRESENTATIVES**  
Michael Fulford Company, Inc.

**3. FACILITIES**  
1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 13a, 14d, 15b, 16.  
Basic Rates: 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b,  
24a, 25a, 28a, 29a, 29b, 30, 31, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 48, 49,  
51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60h, 60i, 62a,  
62b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 2 Eff 6/1/61—Rec'd 6/3/61.

**6. SPOT ANNOUNCEMENTS**

1 X	7.00	5.50	156 X	5.75	4.25
13 X	6.75	5.25	260 X	5.50	4.00
26 X	6.50	5.00	312 X	5.25	3.75
52 X	6.25	4.75	364 X	5.00	3.50
104 X	6.00	4.50			

**6. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1 X	46	27	23	18
13 X	44	26	22	17
26 X	42	25	21	16
52 X	40	24	20	15
104 X	38	23	19	14
156 X	36	22	18	13
260 X	34	21	17	12
312 X	32	20	16	11
364+	30	19	15	10

**PORTAGE**

Cambria County—Map Location D-6  
See SIDS consumer market map and data at beginning of the State.

**WWML**  
1960  
Media Code 4 239 6950 0.00  
Mainline Broadcasting Co., 712 Main St., Portage,  
Pa. 15466. Phone 814-736-3000.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George Wasko.

**2. REPRESENTATIVES**  
Dome-Messervy Co., Inc.

**3. FACILITIES**  
500 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Pennsylvania Radio Network.

**POTTSTOWN**

Montgomery County—Map Location L-6  
See SIDS consumer market map and data at beginning of the State.

**WPAZ**  
1951  
Media Code 4 239 7000 3.00  
Pottstown Broadcasting Co., Box 638, 247 High St.,  
Pottstown, Pa. 19464. Phone 215-326-4000.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Herbert Scott.

**3. FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11e, 12e, 13b, 14e.  
Basic Rates: 20b, 21a, 22a, 23a, 24a, 25a, 26, 28c,  
29a, 29b, 33d.  
Contracts: 40b, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a,  
51b, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60a, 60i, 62d.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**  
Eff 2/1/70—Rec'd 2/9/70.

**6. SPOT ANNOUNCEMENTS**

1X	13X	26X	52X	156X	312X	500X
1 min	19.00	18.50	18.25	18.00	16.00	12.00

30 sec: Earned rate less 1.00.

**6. PROGRAM TIME RATES**

1/2 hr	95	90	80	70	60	50
1/4 hr	48	45	40	35	30	25
5 min	40	35	30	25	20	16

**POTTSVILLE (2 AM; 1 FM)**

Schuylkill County—Map Location J-5  
See SIDS consumer market map and data at beginning of the State.

**WAVT (FM)**  
1948  
Media Code 4 239 7025 0.00  
A. V. Tidmore dba The Pottsville Broadcasting Co.,  
Box 540, Pottsville, Pa. 17901. Phone 717-622-  
1360.

See affiliated AM station for additional information.  
AM facilities: WPPA.

**3. FACILITIES**  
ERP 2,800 w.; 101.9 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 534 ft. above average terrain.  
Partial simulcast operation. Operated separately 9  
am-midnight. For simulcast facilities see WPPA.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
Rates are identical to WPPA Weekly Saturation  
Plan.

**WPAM**  
1947  
Media Code 4 239 7050 6.00  
Miners Broadcasting Service, Box 629, Pottsville,  
Pa. 17901. Phone 717-622-1450.

**1. PERSONNEL**  
Station Manager—Roy E. Angst, Jr.

**2. REPRESENTATIVES**  
Dome & Associates, Inc.  
New England—New England Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days. 250 w. nights: 1450 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 7/1/72—Rec'd 7/25/72.

**6. SPOT ANNOUNCEMENTS**

YR:	1x	104x	156x	260x	312x	520x	730x	936x
1 min	6.00	5.70	5.40	5.10	4.80	4.50	4.32	4.20
30 sec	4.50	4.38	4.20	3.90	3.60	3.30	3.12	3.00

**7. PACKAGE PLANS**

**BULK—BTA:**

6 ti, 1 day	28.80	21.60
10 ti, 2 days	45.00	33.00
15 ti, 3 days	66.60	48.60
20 ti, 4 days	86.40	62.40
30 ti, 5 days	126.00	90.00
50 ti, 7 days	204.00	147.00
75 ti, 10 days	306.00	216.00
100 ti, 14 days	384.00	282.00
200 ti, 21 days	744.00	552.00
300 ti, 30 days	1080.00	810.00

**PER WK, BTA:**

10 ti	15 ti	20 ti	25 ti	30 ti
1 min	51.00	72.00	93.00	114.00
30 sec	39.00	54.00	69.60	84.00
10 sec	40	50	70	100

1 min: 168.00 204.00 273.00 360.00  
30 sec: 120.00 147.00 197.00 270.00  
10 sec: 78.00 100.80 132.00

**10 SECOND SCHEDULES**

10 ti, 1 day	18.00	60 ti, 5 days	86.40
20 ti, 2 days	34.80	100 ti, 7 days	152.00
30 ti, 3 days	50.40	150 ti, 10 days	216.00
40 ti, 4 days	62.40	200 ti, 15 days	240.00

Scheduled at times selected by station. Not combinable with longer spots to compute frequency discounts.

**10. SPECIAL FEATURES**

**NEWSCASTS**

Open rate	9.00
PER DAY:	3 mo 6 mo 9 mo 12 mo
Daily	8.0 7.80 7.50 7.20
Mon thru Sat	8.40 8.10 7.80 7.50
Mon thru Fri	8.70 8.40 8.10 7.80

**WPPA**  
1946  
Media Code 4 239 7100 1.00  
A. V. Tidmore dba The Pottsville Broadcasting Co.,  
212 S. Centre St., Pottsville, Pa. 17901. Phone  
717-622-1360.

**1. PERSONNEL**  
Gen'l Mgr. A. V. Tidmore

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Philadelphia Selective Broadcast Advertising, Inc.

**3. FACILITIES**  
5,000 w. days. 500 w. nights; 1360 kc.  
Operating schedule: 5:30 am-midnight. EST.  
Partial simulcast operation. Simulcast 6-9 am. For  
non-simulcast facilities see WAVT (FM).

**4. AGENCY COMMISSION**  
15/0 net time; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
FM facilities: WAVT (FM).  
Affiliated with MBS.  
Member: Pennsylvania Farm Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 7/1/70—Rec'd 6/10/70.

**6. SPOT ANNOUNCEMENTS**

1X	104X	312X	624X	728X	936X	1248X
1 min	10.00	9.00	8.00	7.00	6.50	5.50
20/30 sec	9.00	8.00	7.00	6.00	5.50	4.50

10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

**WEEKLY SATURATION PLAN**

PER WK:	6 ti	12 ti	18 ti	24 ti
1 wk	10.00	9.00	8.00	7.00
13 wk	9.00	8.00	7.00	6.50
26 wk	8.00	7.00	6.50	5.50
39-52 wk	7.00	6.50	5.50	4.50

**20/30 SECONDS**

1 wk	9.00	8.00	7.00	6.00
13 wk	8.00	7.00	6.50	5.50
26 wk	7.00	6.50	5.50	4.50
39-52 wk	6.50	5.50	4.50	3.50

10 sec: 50% of 1-min.

**PUNXSUTAWNEY**

Map Location D-4  
See SIDS consumer market map and data at beginning of the State.

**WPME**  
1953  
Media Code 4 239 7150 6.00  
Punxsutawney Broadcasting Co., Box 38, Punxsutawney,  
Pa. 15767. Phones 814-938-6000, 01.  
Other Studios: Veratine bldg., Brookville, Pa.

**1. PERSONNEL**  
General Manager Charles M. Erhard, Jr.

**3. FACILITIES**  
5,000 w. days (1,000 w. during critical hours); 1540  
kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15% on cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates effective June 1, 1957.  
Rates received May 10, 1957.  
Rev. 1 hour & 1/2 hour rates rec'd Oct. 6, 1957.

**6. SPOT ANNOUNCEMENTS**

1 ti	10.00	7.00	5.50
13 ti	7.15	26 ti	4.95
26 ti	4.60	312 ti	4.40
52 ti	6.10		

**PENNSYLVANIA**

**READING (3 AM; 1 FM)**  
Berks County—Map Location K-6  
See SIDS consumer market map and data at beginning of the State.

**WEEU**  
1931  
**American Entertainment Ntwk**



**EVERY-KNOEL, INC.**

Media Code 4 239 7200 9.00  
WEKU Broadcasting Co., 34 N. Fourth St., Reading,  
Pa. 19601. Phone 215 376-7335.

**STATION'S PROGRAMMING DESCRIPTION**  
WEKU: Programmed for mass appeal.  
**AIR PERSONALITIES** handle all segments assisted  
by several newsmen. Farm agents, home economists  
and farm prices 5-7 am. Music 5 am-10 pm middle-  
of-the-road plus general popular music. 11-11:30 am  
accept phone calls on air when listeners discuss bird  
watching. 10 pm-12M serious music. Newscasts every  
half hour with bulletins as received. Sportscast 7:05  
am, 6-10 pm, 11-10 pm. **SPORTS:** pro baseball and  
football, college football, high school basketball. Non-  
commercial religious Sun 8 am-noon. Contact repre-  
sentative for further details. Rec'd 4/30/70.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—K. Richard Creitz.  
Assistant General Manager—Richard L. Schupp.

**2. REPRESENTATIVES**  
Avery-Knoel, Inc.

**3. FACILITIES**  
1,000 w.; 850 kc. Directional—nighttime only.  
Operating schedule: 5 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b,  
7b, 8.  
Rate Protection: 10b, 12d, 13d, 14d, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c,  
25a, 27, 28a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 45, 46, 47a, 48, 49,  
50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60i, 61a, 61b,  
62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 13 Eff 12/1/72—Rec'd 3/19/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	27.00	26.00	25.00	24.00	23.00	22.00
30/20 sec	21.60	20.80	20.00	19.20	18.40	17.60

**CLASS A**

1 min	21.00	20.00	19.00	18.00	17.00	16.00
30/20 sec	16.80	16.00	15.20	14.40	13.60	12.80

10 sec: 50% of 1-min.

**DISCOUNT**

52 wk—10%

**6. PROGRAM TIME RATES**

1 ti	1/2 hr	1/4 hr	10 min	5 min
	90	60	33	

**PROGRAM DISCOUNT**

52x—5%	156x—10%	260x—15%
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**WHUM**  
1946  
**RAB**

# PENNSYLVANIA

## Reading—W H U M—Continued

PROGRAM TIME RATES				
ix	65x	130x	260x	312x
5 min.	16.25	15.00	13.75	12.50
1/4 hr.	43.75	37.50	31.25	25.00
1/2 hr.	62.50	56.25	50.00	43.75
1 hr.	93.75	87.50	81.25	75.00

9. PARTICIPATING PROGRAMS  
Night Mayor—Mon thru Fri 8 pm-midnight.

PROGRAM TIME RATES				
ix	65x	130x	260x	312x
1 min.	8.75	8.25	7.50	7.00

## W R A W

1922

NAB

A William Rust Station  
Media Code 4 239 7300 7.00  
Rust Communications Group, Inc., Box 244, 19 N. 5th St., Reading, Pa. 19601. Phone 215-376-7173.

- PERSONNEL**  
President—W. F. Rust, Jr.  
Vice-Pres. & Gen'l Mgr.—S. Robert Ackley, Jr.  
Station Manager—Ren Varshone.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8, Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60g, 61b.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 82  
Affiliated with Eastman Radio Network.

No. 1 Eff 10/17/73—Rec'd 10/17/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
III—All other times.

SPOT ANNOUNCEMENTS										
PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti
1 min.	32	30	29	28	26	25	24	30	28	27
30 sec.	25	24	23	22	21	20	19	24	22	21
1 min.					24	22	21	20		
30 sec.					19	17	16	15		

- CONSECUTIVE WEEK DISCOUNT  
26 wk—5% 52 wk—10%
- SPECIAL FEATURES**  
5-min newscasts—1-1/2x applicable 1-min rate.

## W R F Y (FM)

1962

# American FM Network

Stereo

NAB

Media Code 4 239 7350 2.00  
City Broadcasting Co., Inc., 2325 Perkiomen Ave., Reading, Pa. 19606. Phone 215-779-4545.  
**STATION'S PROGRAMMING DESCRIPTION**  
WRFY (FM); programmed for adults & young adults 25-49.  
MUSIC: standards & modern instrumentals, vocals emphasizing romantic music in 7 segments. NEWS: local & national at :15. AIR PERSONALITIES. COMMERCIAL POLICY: 2 1-minute spots every quarter hour. Contact Representative for further details. Rec'd 5/31/72.

- PERSONNEL**  
President—Howard Reber.  
Vice-Pres. & Sales Mgr.—Anthony B. Battia.  
General Manager—H. D. Franco.
- REPRESENTATIVES**  
Market 4 Radio.
- FACILITIES**  
ERP 42,000 w. (horiz.), 32,000 w. (vert.); 102.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 534 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4c, 5, 6a, 7b, 8, Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21b, 22b, 23b, 24b, 25a, 28b, 28c, 31, 33a.  
Contracts: 40b, 42c, 48, 49, 51b.  
Comb.: Cont. Discounts: 60d, 61b, 62d.  
Cancellation: 70c, 73a.  
Prod. Services: 80, 82.  
Affiliated with American FM Network.

Eff—Rec'd 10/30/72.

SPOT ANNOUNCEMENTS										
ix	26x	52x	104x	156x	260x	500x	1000x	ix	13x	26x
1 min	9.87	9.25	8.75	8.00	7.50	7.00	6.50	6.00		
30 sec.										

PROGRAM TIME RATES				
ix	13x	26x	52x	104x
1 hr.	65.00	60.00	55.00	50.00
1/2 hr.	40.00	35.00	30.00	27.50
1/4 hr.	25.00	22.50	20.00	19.00
5 min.	16.00	14.00	12.00	11.00

## RED LION (1 AM; 1 FM)

York County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State

## W G C B W G C B-FM

1950

1959

Media Code 4 239 7400 5.00  
Red Lion Broadcasting Co., Box 98, Red Lion, Pa. 17356. 1-1/2 miles southeast of Red Lion, Pa.

- PERSONNEL**  
General Manager—John H. Norris.
  - FACILITIES**  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. EST.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 420 ft. above average terrain.
  - AGENCY COMMISSION**  
15%.
  - GENERAL RATE POLICY**  
FM programming separate from AM.  
Affiliated with KBS.  
Affiliated with American FM Network.
- | TIME RATES |      |      |      |      |
|------------|------|------|------|------|
| ix         | 13x  | 26x  | 52x  | 104x |
| 1 min.     | 5.00 | 4.75 | 4.50 | 4.25 |
| 30 sec.    | 4.00 | 3.75 | 3.50 | 3.25 |

## RIDGWAY

Elk County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## W K B I-FM

1966

Media Code 4 239 7450 0.00  
Elk-Cameron Broadcasting Co., Main & Broad Sts., Ridgway, Pa. 15853. Phone 814-773-3166.

- PERSONNEL**  
Gen'l & Sales Mgr.—Eugene Dendorfer.
  - REPRESENTATIVES**  
Philadelphia, Pittsburgh, Baltimore, Richmond, Washington, D. C.—Dome-Messervy Co., Inc.
  - FACILITIES**  
ERP 740 w. (horiz. & vert.); 94.3 mc. Stereo.  
Operating schedule: 7 am-midnight daily. EST.  
Antenna ht.: 550 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only; payable 15 days.
  - GENERAL ADVERTISING** See coded regulations  
AM facilities: WKBI, St. Marys.  
Member: Allegheny Mountain Network.
- | TIME RATES |      |      |      |      |      |
|------------|------|------|------|------|------|
| ix         | 13x  | 26x  | 52x  | 104x | 312x |
| 1 min.     | 2.50 | 2.38 | 2.25 | 2.13 | 2.01 |

## ROARING SPRING

Blair County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## W K M C

1955

Media Code 4 239 7500 2.00  
Core Broadcasting Co., Inc., Roaring Spring, Pa. 16673. Phone 814-224-2151, 695-5050.

- STATION'S PROGRAMMING DESCRIPTION**  
WKMC: Programmed for mass appeal.
- PERSONNEL**  
General Manager—Louis J. Maierhofer.
  - REPRESENTATIVES**  
National Time Sales.
  - FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

Eff 1/1/74—Rec'd 1/30/74.

SPOT ANNOUNCEMENTS					
ix	13x	27x	40x	53x	101x
1 min.	5.00	4.75	4.50	4.25	4.00
30 sec.	3.00	2.80	2.70	2.60	2.50
15 sec.	2.00	1.90	1.80	1.70	1.60

PARTY LINE 9 AM-NOON					
ix	13x	27x	40x	53x	101x
1 min.	6.00	5.75	5.50	5.25	5.00
30 sec.	3.50	3.40	3.30	3.20	3.10
10/15 sec.	2.50	2.40	2.30	2.20	2.10

- SPECIAL FEATURES**  
NEWS/WEATHER/SPORTS/FARM  
PER MO: 3 mo 6 mo 1 yr  
5 min: 150 125 100  
2-1/2 min.: 90 75 60  
Mon thru Fri 1 per day.

## ST. MARYS

Elk County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

## W K B I

1950

NAB

Media Code 4 239 7550 7.00  
Elk-Cameron Broadcasting Co., 10 Railroad St., St. Marys, Pa. 15857. Phone 814-834-2821.

- Other Studios—Elk County National Bank Bldg., Ridgway, Pa. Phone 814-773-3166.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKBI: Programmed for adults and young adults.

- PERSONNEL**  
Station Manager—John P. Knorr.
  - REPRESENTATIVES**  
Dome & Associates, Inc.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WKBI-FM, Ridgway.  
Affiliated with MBS.  
Member: Allegheny Mountain Network.
- | TIME RATES |      |      |      |      |      |
|------------|------|------|------|------|------|
| ix         | 13x  | 26x  | 52x  | 104x | 312x |
| 1 min.     | 6.00 | 5.70 | 5.40 | 5.10 | 4.80 |
| 15 sec.    |      |      |      |      |      |

## SAYRE

Bradford County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

## W A T S

1950

Media Code 4 239 7600 0.00  
WATS Broadcasting Inc., 108 W. Lockhart St., Sayre, Pa. 18440. Phone 717-882-2401.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Klose.  
Station Manager—Sylvia J. Hinrichsen.
  - REPRESENTATIVES**  
None.
  - FACILITIES**  
1,000 w. days; 960 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.
- | TIME RATES |      |      |      |      |      |
|------------|------|------|------|------|------|
| ix         | 13x  | 26x  | 52x  | 104x | 312x |
| 1 min.     | 5.10 | 4.80 | 4.40 | 4.70 | 4.40 |
| 30 sec.    | 4.10 | 3.90 | 3.50 | 3.80 | 3.50 |
| 15 sec.    |      |      |      |      |      |

## SCOTSDALE

Westmoreland County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## W L S W (FM)

1971

Subscriber to the NAB Radio Code  
Media Code 4 239 7625 7.00  
WLSW, Inc., Box 763, Conneltsville, Pa. 15425.  
Phone 412-628-2800.

- PERSONNEL**  
Owner & Gen'l Mgr.—Stanley L. Wall.
  - REPRESENTATIVES**  
Dome-Messervy Co., Inc.
  - FACILITIES**  
ERP 325 w.; 103.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 781 ft. above average terrain.
  - AGENCY COMMISSION**  
15% time and talent; 2% cash discount.
- | TIME RATES |      |      |      |      |      |
|------------|------|------|------|------|------|
| ix         | 13x  | 26x  | 52x  | 104x | 312x |
| 1 min.     | 4.00 | 2.50 | 2.25 | 2.00 | 1.50 |
| 30 sec.    | 3.50 | 2.00 | 1.75 | 1.50 | 1.25 |

## SCRANTON-WILKES-BARRE

(8 AM; 5 PM)  
Plus 1 cross reference.  
Luzerne County—Map Location K-4  
Lackawanna County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

- Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Afternoon		Evening	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A	35	37	45	21	21	21
B	18	15	16	15	15	15
C	15	14	15	14	14	14
D	14	14	14	13	13	13
AVERAGE	25	20	23	16	16	16

## W A R M

1940

SCRANTON

## A Susquehanna Station

Subscriber to the NAB Radio Code  
Media Code 4 239 7650 5.00  
WARM Broadcasting Co., Box 590, Avoca, Pa. 18641.  
Business Office and Studio: WARM Bldg., Wilkes-Barre/Scranton Hwy., Rt. 81 Avoca Pa. 18641.  
Phone 717-346-4646, 655-2271.

- PERSONNEL**  
Vice-President—Arthur W. Carlson.  
General Manager—Jack Herr.  
Sales Manager—Richard Bolen.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Susquehanna Sta. Sales Office: See Rep & S/O pages.
- FACILITIES**  
5,000 w.; 590 kc.  
Directional—similar pattern day and night.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8, Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a. Basic Rates: 20a, 21b, 21d, 22a, 22b, 24a, 24c, 25a, 27, 28b, 28c, 29b, 32b, 33c.  
Contracts: 40c, 41, 42a, 42d, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61a, 62b. Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

No. 8 Eff 12/1/73—Rec'd 1/14/74.  
I—Mon thru Sat 10 am-11 pm.  
II—Mon thru Sat 3-7 pm.  
III—Mon thru Sat 10 am-3 pm; Sun 10 am-7 pm.  
IV—Mon thru Sun 5-6 am & 7 pm-midnight.

SPOT ANNOUNCEMENTS					
PER WK: 1 MIN:	1 ti	12 ti	18 ti	24 ti	30 ti
I	60	55	50	45	40
II	45	40	37	33	27
III	40	37	33	30	27
IV	22	21	19	17	15

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

TOTAL AUDIENCE PLAN		EA
PER WK: 1 MIN:	1 ti	EA
15 ti (3I, 3II, 6III, 3IV)	33	33
30 ti (7I, 7II, 12III, 4IV)	28	28
40 ti (10I, 10II, 15III, 5IV)	26	26

10. SPECIAL FEATURES  
5-min News—1-1/2x applicable 1-min rate.  
3-min Headlines—1-1/4x applicable rate. 1 ti 6+  
Farm Show—1 min per wk. 22 20

## W B A X

1922

WILKES-BARRE

NAB

A Merv Griffin Station  
Media Code 4 239 7685 3.00  
WBAX, Inc., 1 Broadcast Plaza, Wilkes-Barre, Pa. 18703. Phone 717-288-7575.

- PERSONNEL**  
President—Merv Griffin.  
Vice-President—James Ward.
- REPRESENTATIVES**  
McGavren-Guid, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a. Rate Protection: 10b, 16. Basic Rates: 20a, 21a, 25a, 28a, 33a. Contracts: 40a. Comb.: Cont. Discounts: 60f, 60i, 61a. Cancellation: 70c, 71, 73a.  
Schedules do not have to run consecutive weeks to earn number of week frequency. All announcements, regardless of length, combine for frequency.  
Affiliated with American Entertainment Network.

Eff 4/1/67—Rec'd 3/8/67.

SPOT ANNOUNCEMENTS									
ix	13x	26x	52x	104x	208x	312x	1000x	ix	13x
1 min.	4.00	2.50	2.25	2.00	1.50	1.40	1.30	3.50	2.00
30 sec.	3.50	2.00	1.75	1.50	1.30	1.25	1.15		

MINUTE									
ix	13x	26x	52x	104x	18 ti	24 ti	30 ti	ix	13x
1 wk.	12.00	11.50	11.00	10.50	10.00	9.50	9.00	13 wk.	11.00
13 wk.	11.00	10.50							



Scranton—Wilkes-Barre—  
W B R E, W B R E-FM—Continued

- 1. PERSONNEL**  
General Manager—Louis O. Baltimore.  
Sta. & Sales Mgr.—Joseph B. Gries.  
Program Director—Guy Randall.
- 2. REPRESENTATIVES**  
Pilo Time Sales, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:15 am-midnight, EST.  
FM-ERP 6,900 w.; 98.5 mc. Stereo.  
Operating schedule: 5:15 am-midnight, EST.  
Antenna ht.: 1,154 ft. above average terrain.  
Simulcast: 6 am-midnight.
- 4. AGENCY COMMISSION**  
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11d, 12c, 13c, 14b.  
Basic Rates: 20b, 21b, 22a, 24b, 24c, 25a, 26, 28c,  
29a.  
Contracts: 40b, 41, 42a, 43, 44b, 45, 46, 47e.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 61b, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81.
- TIME RATES**  
Eff 6/1/72—Rec'd 5/19/72.
- 6. SPOT ANNOUNCEMENTS**
- | ix     | 90x   | 180x | 270x | 360x | 450x | 540x |
|--------|-------|------|------|------|------|------|
| 1 min  | 10.00 | 9.50 | 9.00 | 8.50 | 8.00 | 7.50 |
| 30 sec | 8.00  | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 |
| 10 sec | 5.00  | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
- 7. PACKAGE PLANS**
- | TOTAL AUDIENCE PLANS |                               |
|----------------------|-------------------------------|
| PER WK:              | 10 ti 20 ti 30 ti 40 ti 50 ti |
| 1 min                | 9.00 8.50 8.00 7.50 7.00      |
| 30 sec               | 7.00 6.50 6.00 5.50 5.00      |
| 10 sec               | 4.50 4.25 4.00 3.75 3.50      |
- 9. PARTICIPATING PROGRAMS**  
Nite Plan—Mon thru Sun, 7 pm-midnight, 75% of applicable rate. Not combinable for frequency.
- 10. SPECIAL FEATURES**  
5-min news—1-1/2x applicable 1-min rate.  
3-min headlines—1-1/4x applicable 1-min rate.

**WEJL**

1922  
SCRANTON



Alan Torbet  
Associates, Inc.

NAB

A Shamrock Station

Media Code 4 239 7700 8.00  
The Scranton Times Times Bldg., Penn. Ave. at  
Spruce St., Scranton, Pa. 18503. Phone 717-346-  
6555.

**STATION'S PROGRAMMING DESCRIPTION**  
WEJL: Programmed for adults and young adults.  
MUSIC: MOR, golden hit song format. AIR PER-  
SONALITY 6-10 am, 10 am-1 pm, 1-5 pm & 5 pm-  
sign-off. NEWS: 7-min at :58, local & network.  
Highlights at :30. Extended 15-min summaries 7:30  
am & 12:30 pm. 5 man news staff. 50 reporters &  
correspondents. Market reports 4:25 pm daily. 2  
mobile units. 7 2-day radio cars. FARM: county  
agent reports 6-6:30 am. Contact Representative for  
further details. Rec'd 6/26/74.

- 1. PERSONNEL**  
General Manager—Hugh J. Conner.  
Program Director—Joe Silva.  
Chief Engineer—Norman Avery.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Dome and Associates, Inc.
- 3. FACILITIES**  
500 w. days; 630 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21a, 22b, 23b, 24b, 25a, 36, 27,  
28a, 28c, 29a, 29b.  
Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Affiliated with ATA Radio Network.

**TIME RATES**

ET—Rec'd 7/5/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | ix     | CLASS AA | 52x   | 156x  | 260x  | 312x  | 624x  |
|--------|----------|-------|-------|-------|-------|-------|
| 1 min  | 16.00    | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| 30 sec | 12.80    | 12.00 | 11.20 | 10.40 | 9.60  | 8.80  |
- | ix     | CLASS A | 14.00 | 12.00 | 11.00 | 10.00 | 9.00 |
|--------|---------|-------|-------|-------|-------|------|
| 30 sec | 11.20   | 10.40 | 9.60  | 8.80  | 8.00  | 7.20 |
- 10 sec/less: 50% of 1-min.
- 7. PACKAGE PLANS**
- | AA     |       | A     |       |      |       |       |       |
|--------|-------|-------|-------|------|-------|-------|-------|
| 6 ti   | 12 ti | 18 ti | 24 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min  | 13.00 | 11.00 | 10.00 | 9.00 | 8.00  | 7.00  | 6.00  |
| 30 sec | 10.40 | 8.80  | 8.00  | 7.20 | 6.40  | 5.60  | 4.80  |
- 10 sec/less: 50% of 1-min.

**WEZX (FM)**

1967

Media Code 4 239 7725 5.00  
New information will be forthcoming.

**WGBI** 1925  
**WGBI-FM** 1948

SCRANTON

**CBS Radio Network**

NAB

Subscriber to the NAB Radio Code  
Media Code 4 239 7750 3.00  
WGBI Radio, Inc., 1000 Wyoming Ave., Scranton,  
Pa. 18509. Phone 717-342-7634, TWX 510-686-  
5192.

**STATION'S PROGRAMMING DESCRIPTION**  
WGBI: MUSIC; country. NEWS: network & local  
at :60; network features at :30. Contact Representa-  
tive for further details. Rec'd 4/15/71.

- 1. PERSONNEL**  
General Manager—Mrs. M. Megargree Holcomb.  
Sales Manager—Gerald F. Petrella.  
Program Director—Mort Rosenthal.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 910 kc.  
Non-directional.  
Operating schedule: 6-2 am, EST.  
FM-ERP 2,300 w.; 101.3 mc.  
Antenna ht.: 1,100 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6b, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24c.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 51a, 51b.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 61b, 62a.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Member: Pennsylvania Farm Network.

**TIME RATES**

ET 4/1/71—Rec'd 4/1/71.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 6 ti  | CLASS AAA | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|---------|-------|-----------|-------|-------|-------|-------|-------|
| 1 min   | 17.00 | 16.00     | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 |
| 30 sec  | 13.60 | 12.80     | 12.00 | 11.20 | 10.40 | 9.60  | 8.80  |
| 10 sec  | 8.50  | 8.00      | 7.50  | 7.00  | 6.50  | 6.00  | 5.50  |
- | 1 min  | CLASS AA | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
|--------|----------|-------|-------|-------|-------|-------|-------|
| 30 sec | 12.00    | 11.20 | 10.40 | 9.60  | 8.80  | 8.00  | 7.20  |
| 10 sec | 7.50     | 7.00  | 6.50  | 6.00  | 5.50  | 5.00  | 4.50  |
- | 1 min  | CLASS A | 13.00 | 12.00 | 11.00 | 10.00 | 9.00 | 8.00 |
|--------|---------|-------|-------|-------|-------|------|------|
| 30 sec | 10.40   | 9.60  | 8.80  | 8.00  | 7.20  | 6.40 | 5.60 |
| 10 sec | 6.50    | 6.00  | 5.50  | 5.00  | 4.50  | 4.00 | 3.50 |

# SCRANTON COUNTRY, IS COUNTRY COUNTRY.

THE EXCITING NEW  
NASHVILLE SOUND  
MAKES IT IN  
SCRANTON-  
WILKES BARRE.  
AND THE STATION  
THAT MAKES THE  
SOUND IS WGBI.  
ALL COUNTRY.  
ALL THE TIME.

**WGBI**

CBS in Scranton/Wilkes Barre  
Sold by HR Stone

- 7. PACKAGE PLANS**
- | TOTAL AUDIENCE PLAN           |                      |
|-------------------------------|----------------------|
| PER WK:                       | 1 min 30 sec 10 sec  |
| 6 ti (2AAA, 2AA, 2A).....     | 84.00 87.20 42.00    |
| 12 ti (4AAA, 4AA, 4A).....    | 156.00 124.80 78.00  |
| 18 ti (6AAA, 6AA, 6A).....    | 216.00 172.80 108.00 |
| 24 ti (8AAA, 8AA, 8A).....    | 284.00 211.20 132.00 |
| 30 ti (10AAA, 10AA, 10A)..... | 304.00 240.00 150.00 |
| 36 ti (12AAA, 12AA, 12A)..... | 324.00 259.20 162.00 |
- ANNUAL RATES**
- | CLASS AA |       | CLASS A |       |
|----------|-------|---------|-------|
| 520x     | 1040x | 520x    | 1040x |
| 1 min    | 12.00 | 11.00   | 10.00 |
| 30 sec   | 9.60  | 8.80    | 8.00  |
| 10 sec   | 6.00  | 5.50    | 5.00  |
- 8. PROGRAM TIME RATES**
- | CLASS AA |        | CLASS A |       |
|----------|--------|---------|-------|
| 1x       | 26x    | 52x     | 104x  |
| 1 hr     | 100.00 | 95.00   | 90.00 |
| 1/2 hr   | 60.00  | 57.00   | 54.00 |
| 1/4 hr   | 40.00  | 38.00   | 36.00 |
| 10 min   | 30.00  | 28.50   | 27.00 |
| 5 min    | 25.00  | 23.75   | 22.50 |
- | CLASS A |       | CLASS B |       |
|---------|-------|---------|-------|
| 1x      | 26x   | 52x     | 104x  |
| 1 hr    | 65.00 | 61.75   | 58.50 |
| 1/2 hr  | 40.00 | 38.00   | 36.00 |
| 1/4 hr  | 25.00 | 23.75   | 22.50 |
| 10 min  | 20.00 | 19.00   | 18.00 |
| 5 min   | 16.00 | 15.20   | 14.40 |

**WICK**

1954

SCRANTON

NAB

Media Code 4 239 7800 6.00  
Scranton Radio Corporation, 116 Adams Ave., Scranton,  
Pa. 18501. Phone 717-346-6563.

**STATION'S PROGRAMMING DESCRIPTION**  
WICK: M-F programming consist of live talk shows  
8 am-12M. Discussions of local, state, national &  
international events. Station is involved in local com-  
munity on an in-depth basis by broadcasting city  
council meetings live and complete each week. In  
addition, whenever a significant event occurs, presi-  
dential visit, rallies, citizens committee meetings,  
news conferences, local seminars, etc., they are car-  
ried live. 12M-7 am, music is programmed. Sat &  
Sun devoted to music. Sat am, Talk 8 am-12M;  
Sat afternoon and night polkas. Sun morning is  
religious programming. Sun night jazz. Contact  
Representative for further details. Rec'd 2/1/73.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph W. Dobbs.  
Station Manager—Bill Straw.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily, EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 4a, 4c, 5, 6a.  
Rate Protection: 10b, 12f, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 22, 24, 28c, 28b.  
Contracts: 40a, 41, 42b, 44a, 45, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 61c, 62d.  
Cancellation: 70a, 70c, 71b, 73a, 73b.  
Production Service: 80, 81, 82.  
Affiliated with MBS.

**TIME RATES**

No. 6 ET 8/1/71—Rec'd 7/21/71.

- 6. SPOT ANNOUNCEMENTS**
- | ix     | 12x   | 24x  | 52+  |
|--------|-------|------|------|
| 1 min  | 10.00 | 9.00 | 8.00 |
| 30 sec | 7.50  | 7.00 | 6.50 |
- 10 sec/less: 50% of 1-min.
- 7. PACKAGE PLANS**
- | 10S—1 MINUTE |                         |
|--------------|-------------------------|
| PER WK:      | 12 ti 16 ti 24 ti 30 ti |
| 2-6 wk       | 80 140 180 215          |
| 7-12 wk      | 75 130 165 200          |
- 30 sec: 70% of 1-min.
- 8. PROGRAM TIME RATES**
- | 1x     | 13x | 26x | 52x |
|--------|-----|-----|-----|
| 1/2 hr | 38  | 35  | 32  |
| 1/4 hr | 30  | 27  | 25  |
| 5 min  | 20  | 18  | 16  |
- 9. PARTICIPATING PROGRAMS**  
Live city council meetings wkly on Wed., 9x 1-min.
- 10. SPECIAL FEATURES**  
5 min newscast at :60, 2-1/2x 1-min

**WILK**

1947

WILKES-BARRE

**American Contemporary Ntwk**

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 239 7820 4.00  
Wyoming Valley Broadcasting Co., 88 N. Franklin  
St., Wilkes-Barre, Pa. 18701. Phones 717-824-4666,  
717-655-1335, 717-454-4241.

**STATION'S PROGRAMMING DESCRIPTION**  
WILK: Heavy emphasis on top 50 contemporary  
tunes; 3 gold hrly with one selection per hr from  
one of 5 current best selling albums. NEWS: net-  
work at :50, local at :50. Hour talk blocks including  
news, sports, commentary, etc., noon-1 pm & 6-7  
pm. SPORTS: local high school football & basket-  
ball. U football. Contact Representative for further  
details. Rec'd 4/29/74.

- 1. PERSONNEL**  
Executive Vice-President—Roy E. Morgan.  
Business Manager—Anneton H. Itanage.  
Sales Manager—Lee Vincent.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Dome & Associates, Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 980 kc.  
Non-directional—daytime only.  
Directional—nights only  
Operating schedule: 24 hours daily, EST.

**PENNSYLVANIA**

- 4. AGENCY COMMISSION**  
15/0 on time only
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 21b, 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.; Cont. Discounts: 60a, 61a, 61b.  
Cancellation: 71a, 72, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with Katz Radio Network.

**TIME RATES**

No. 8 ET 9/1/72—Rec'd 8/7/72.

A—Mon thru Sat 6-10 am & 3-7 pm.

B—All other times

- 7. PACKAGE PLANS**
- | CLASS A |        | CLASS B |        |
|---------|--------|---------|--------|
| 1x      | 30 sec | 1 min   | 30 sec |
| 12 ti   | 14.00  | 11.20   | 13.00  |
| 18 ti   | 13.25  | 10.60   | 12.25  |
| 24 ti   | 12.75  | 10.20   | 11.50  |
| 30 ti   | 12.00  | 9.60    | 10.75  |
- 10 sec: 50% of 1-min.
- 8. PROGRAM TIME RATES**
- | 1x | 25 min | 1/4 hr | 10 min | 5 min |
|----|--------|--------|--------|-------|
| 1x | 90     | 54     | 43     | 37    |
- DISCOUNTS**
- 52x—10% 156x—20% 280x—30%

**WSCR**

1947

SCRANTON

NAB

RAB

Media Code 4 239 7850 1.00  
Rice Communications, Inc., 1520 N. Keyser Ave.,  
Scranton, Pa. 18504. Phone 717-347-3388.

**STATION'S PROGRAMMING DESCRIPTION**  
WSCR: Programming consists of top 30 hits and  
frequent oldies. Network news and adult features are  
scheduled regularly. Local news coverage from the  
scene. Live high school sports coverage plus major  
league baseball in season. Expanded news and sports  
shows daily. Frequent on-air audience involvement  
promotions and contests. Contact Representative for  
further details. Rec'd 10/13/70.

- 1. PERSONNEL**  
Pres. & Sales Mgr.—Tom Rice, Sr.  
Merchandising Director—Angela N. Rice.  
Program Director—Vincent Luciano.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
South, Southwest—Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
1,000 w. days; 500 w. nights; 1320 kc.  
Directional—night only.  
Operating schedule: 6-2 am, EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 23a, 23b, 24b,  
24c, 25b, 28b, 29a, 30, 31d.  
Contracts: 40a, 44a, 44b, 46, 47a, 48, 49, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60i, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

**TIME RATES**

ET 9/1/73—Rec'd 8/23/73.

- 6. SPOT ANNOUNCEMENTS**
- | ix     | 12 ti | 24 ti | 52 ti |
|--------|-------|-------|-------|
| 1 min  | 15.00 | 14.00 | 12.00 |
| 30 sec | 12.50 | 11.50 | 9.50  |
| 10 sec | 7.50  | 6.50  | 4.50  |
- 8. PROGRAM TIME RATES**
- | 1x  | 1/2 hr | 1/4 hr | 5 min |
|-----|--------|--------|-------|
| 1x  | 75     | 65     | 40    |
| 13+ | 65     | 55     | 30    |

**WWD L (FM)**

1964

SCRANTON

NAB

RAB

Media Code 4 239 7900 4.00  
Lane Broadcasting Corporation, 1049 N. Selok Rd.,  
Scranton, Pa. 18504. Phone 717-344-1221.

**STATION'S PROGRAMMING DESCRIPTION**  
WWD L (FM): Programmed for adults and young  
adults.  
MUSIC: mixture of MOR album selections, con-  
temporary favorites & oldies with approximately  
50% vocals & 50% instrumentals. AIR PER-  
SONALITIES. COMMERCIAL POLICY: 12 minutes  
per hour. Contact Representative for further details.  
Rec'd 8/26/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Douglas V. Lane.  
Program Manager—Louis K. Schwass.  
News Director—Jack W. Winslow.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.  
Busby, Finch and Woods, Inc.
- 3. FACILITIES**  
ERP 1,600 w.; 104.9 mc. Stereo.  
Operating schedule: 6-12:30 am, EST.  
Antenna ht.: 1,093 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 23a, 24a, 25a, 28b, 28c, 33c.  
Contracts: 40a, 41, 42c, 43, 45, 46, 48, 51b.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 81, 82.

**TIME RATES**

No. 6 ET 7/17/72—Rec'd 7/26/72.

# PENNSYLVANIA

Scranton—Wilkes-Barre—Continued

## WYZZ (FM)

1946  
WILKES-BARRE



Media Code 4 239 7913 2.00  
Scranton-Wilkes-Barre Fine Music Broadcasting Co., Inc., 156 Prospect St., Wilkes-Barre, Pa. 18702. Phone 717-823-1166.

**STATION'S PROGRAMMING DESCRIPTION**  
WYZZ (FM): MUSIC: 12:30 am-7:30 pm a blend of instrumental standards & familiar music with an occasional vocal or vocal group, employing MOR hit selections, past & present. Runs gamut from 1900 to present; 8 showcase commercials per hour. 7:30 pm-12:30 am, light classical, classical & pops; 4 showcase commercials per hour. 8:30 pm, M-WTh-F-Sat, concerts including symphonies, pops & orchestras. Sat PM, Metropolitan opera. NEWS: 6:30-1:25 am, network news at :25. 1 commercial availability within 5 min newscast. Weather at :30. Contact Representative for further details. Rec'd 4/25/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Richard G. "Dick" Evans, Sr. Sec'y-Treas. Sta. & Oper. Mgr.—Mrs. Richard G. Evans, Sr.

Vice-Pres. Development—Richard G. Evans, Jr. Vice-Pres. Mktg. & Com'l Mgr.—Robert L. Evans.

**2. REPRESENTATIVES**  
Herbert E. Groskin & Co. Philadelphia—Selective Broadcast Advertising, Inc.

**3. FACILITIES**  
ERP 50,000 w. circular polarization; 92.9 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 1065 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 net time only; 15 days.

**5. GENERAL ADVERTISING** See coded regulations General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 14b, 15b. Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.

Contracts: 40a, 41, 42d, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60b, 60c, 60d, 61b, 62b, 62d. Cancellation: 70b, 70d, 71a, 72, 73b.

Prod. Services: 80. Affiliated with American FM Network. Member: The Groskin Group.

**TIME RATES**  
No. 8 ERP 9/1/70—Rec'd 8/7/70.

**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
30 sec..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**8. PROGRAM TIME RATES**  
PER YR: 13x 26x 52x 104x 156x 260x 500x  
1 hr..... 84 80 76 72 68 64 60  
1/2 hr..... 63 60 57 54 51 48 45  
5 min..... 35 33 31 29 27 25 23

## SELINGSGROVE

Snyder County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## WSEW

1967

Media Code 4 239 7925 1.00  
B & K Broadcasting Co., Inc., Box 1240, R. D. 1, Selingsgrove, Pa. 17870. Phone 717-374-1155.

**1. PERSONNEL**  
General Manager—William F. Mahoney.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Operating schedule: 5:30 am-midnight. EST.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**TIME RATES**  
ET—Rec'd 4/7/72.

**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 1-15-50 ti— Flat  
52 wk..... 3.00 2.35 2.80 2.30 1.30  
28 wk..... 3.25 2.55 3.05 2.50 1.45  
13 wk..... 3.50 2.75 3.30 2.70 1.60  
1 wk..... 3.95 3.00 3.75 2.80 1.80  
Minimum 20 per wk.

**7. PACKAGE PLANS**  
50 1-min spots in 1 wk 135.00.  
50 30-sec spots in 1 wk 125.00.  
Ad-lib spots, ea 3.95.

## SHAMOKIN (1 AM; 1 FM)

Northumberland County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## WISL WISL-FM

1947 1968



Media Code 4 239 7950 9.00  
Radio Anthracite, Inc., Box P. Rock & Sunbury Sts., Shamokin, Pa. 17872. Phone 717-648-6831. TWX 7780-06.

**1. PERSONNEL**  
President—Henry W. Lark. Manager—Bernard Friedman. Commercial Manager—Anthony Manello.

**2. REPRESENTATIVES**  
Forjoe, Inc.

**3. FACILITIES**  
1,000 w.; 1480 kc. Directional—night only. Operating schedule: 6:15 am-midnight. EST.

FM-ERP 1,760 w.; 95.3 mc. Operating schedule: Same as AM. Antenna ht.: 379 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 3a, 3b, 5, 6a, 7a, 8.

Rate Protection: 15b. Basic Rates: 23a, 24b, 25a. Contracts: 40a, 47a.

Comb.: Cont. Discounts: 60b, 61a, 61c. Bear advertising acceptable.

**TIME RATES**  
ET—Rec'd 5/2/69.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 1x 25+ 6.50 6.25  
30 sec..... 5.00 4.50

**7. PACKAGE PLANS**  
1 min 30 sec 25+ per wk, 13 wk minimum 6.00 4.25  
**8. PROGRAM TIME RATES** 1 hr 1/2 hr 1/4 hr 5 min  
1 x..... 70.00 40.00 28.00 15.00  
25+..... 60.00 37.50 25.00 13.50

## SHARON (2 AM; 1 FM)

(including Farrell)  
Mercer County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WFAR

1953  
FARRELL

Subscriber to the NAB Radio Code  
Media Code 4 239 8000 2.00  
WFAR Broadcast, 306 Hoezle Rd., Farrell, Pa. 16121. Phone 412-346-4171. TWX 346-4171.

**STATION'S PROGRAMMING DESCRIPTION**  
WFAR: Programmed for the entire radio audience.

**1. PERSONNEL**  
Owner—Sanford A. Schafitz. General Manager—Albert Zippay.

**2. REPRESENTATIVES**  
Regional Reps Corp.

**3. FACILITIES**  
1000 w. days; 500 w. nights; 1470 kc. Directional—night only.

Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations Contracts: 40a.

Affiliated with MBS. Member: Pennsylvania Radio Network.

**TIME RATES**  
ET—Rec'd 4/20/71.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 1x 15x 52x 104x 200x 5.00 4.80 4.50 4.25 4.00  
30 sec: 80% of 1-min. 15 sec: 70% of 1-min.

## WPIC

1938  
SHARON



Subscriber to the NAB Radio Code  
Media Code 4 239 8050 7.00  
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113.

**STATION'S PROGRAMMING DESCRIPTION**  
WPIC: Programmed for adults.

MUSIC: All hit MOR featured from the past 20 years. NEWS: at :00; 5 min local. SPORTS: at :20 & :40 during AM & PM drive times. Local voices & actualities used on news & sports. Rec'd 4/4/73.

**1. PERSONNEL**  
General Manager—Joe S. Dobosh. Sports Director—Herb Morgan. Prog. & Farm Dir.—John Michaels.

**3. FACILITIES**  
1000 w.; 790 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0; time only.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3c, 4a, 4d, 5.

Rate Protection: 15b. Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.

Contracts: 40a, 41, 45, 46, \*47a, \*47e, 51a. Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.

Cancellation: 70e, 71a, 73a. Prod. Services: 80.

(\*) Applies to 5 and 15 minutes. (†) Applies to 30 minutes and 1 hour.

FM facilities: WYFM (FM). Affiliated with American Information Network. Member: Pennsylvania Farm Network.

**TIME RATES**  
No. 3 ERP 1/1/74—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 1x 50x 100x 200x 300x 500x 15.50 15.00 14.50 14.00 13.50 12.75  
30 sec..... 12.40 12.00 11.60 11.20 10.80 10.20 (D)

## WYFM (FM)

1947  
SHARON



Media Code 4 239 8075 4.00  
Sharon Broadcasting Co., Inc., Box 211, 2030 Pine Hollow Blvd., Sharon, Pa. 16146. Phone 412-346-4113. 216-534-2318.

**STATION'S PROGRAMMING DESCRIPTION**  
WYFM (FM): Programmed for young adults 18-30. MUSIC: progressive rock, current albums & singles; minimum talk. NEWS: network at :15; local 3x daily. Rec'd 9/19/73.

**1. PERSONNEL**  
General Manager—Joe S. Dobosh. Program Director—Dan Messersmith.

**3. FACILITIES**  
ERP 26,000 w.; 102.9 mc. Stereo. Operating schedule: 24 hours daily. EST.

Antenna ht.: 435 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations General: 1a, 2b, 3c, 4a, 4d, 5.

Rate Protection: 15b. Basic Rates: 21b, 21d, 22b, 24b, 25a, 28c, 29a.

Contracts: 40a, 41, 45, 46, \*47a, \*47e, 51a. Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62d.

Cancellation: 70e, 71a, 73a. Prod. Services: 80.

(\*) Applies to 5 and 15 minutes. (†) Applies to 30 minutes and 1 hour.

AM facilities: WPIC.

**TIME RATES**  
No. 4 ERP 7/74—Rec'd 7/17/74.

**6. SPOT ANNOUNCEMENTS**  
1 min..... 1x 50x 100x 200x 300x 500x 15.00 14.50 14.25 14.00 13.75 13.50  
30 sec..... 12.40 12.00 11.80 11.60 11.40 11.20 (D)

## SHENANDOAH

Schuylkill County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

## WMBT

1963

Subscriber to the NAB Radio Code  
Media Code 4 239 8100 0.00  
Schuylkill Trans-Audio Corp., Box 1530, Shenandoah, Pa. 17976. Phone 717-462-2759.

**1. PERSONNEL**  
Station Manager—Ron Stewart.

**3. FACILITIES**  
250 w.; 1530 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 6/1/68—Rec'd 5/1/68.

**7. PACKAGE PLANS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min..... 6.00 5.70 5.40 5.10 4.80 4.50 4.20  
20/30 sec..... 4.50 4.25 4.05 3.80 3.60 3.35 3.15  
Quickies: 50% of 1-min.

## SHIPPENSBURG

Cumberland County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WSHP

1961

Media Code 4 239 8150 5.00  
Town Radio Inc., Box 1480, 890 W. King St., Shippensburg, Pa. 17257. Phone 717-532-4105.

**STATION'S PROGRAMMING DESCRIPTION**  
WSHP: Block programming.

**1. PERSONNEL**  
General Manager—Arthur K. Greiner.

**3. FACILITIES**  
500 w. days; 1480 kc. Non-directional. Operating schedule: 6:00 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 3 ERP 1/1/74—Rec'd 1/17/74.

**6. SPOT ANNOUNCEMENTS**  
PER YR: 1-26x 52x 104x 156x 260x 312x 350+  
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
40 sec 4.75 4.50 4.25 4.00 3.75 3.50 3.25  
20 sec 4.50 4.25 4.00 3.75 3.50 3.25 3.00

**7. PACKAGE PLANS**  
21 per wk, ea..... 4.50 104 per wk, ea..... 3.50

## SOMERSET (1 AM; 1 FM)

Somerset County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WVSC

1950

Media Code 4 239 8200 8.00  
Ridge Communications, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.

**1. PERSONNEL**  
General Manager—I. Richard Adams.

**2. REPRESENTATIVES**  
Philadelphia—Dome & Associates, Inc. New York—Detroit—Market 4 Radio. Regional Reps Corp.

**3. FACILITIES**  
5,000 w. days; 990 kc. Non-directional. Operating schedule: Sunrise-sunset, no earlier than 6:00 am EST.

Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WVSC-FM.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.

Member: Pennsylvania Radio Network, Pennsylvania Farm Network.

**TIME RATES**  
ET 1/67—Rec'd 5/1/67.

**6. SPOT ANNOUNCEMENTS**  
1 min 8.00 7.30 7.60 7.20 6.80 6.40 5.95

## WVSC-FM

1966



Media Code 4 239 8201 6.00  
WVSC, Inc., Box 231, Somerset, Pa. 15501. Phone 814-445-4186.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 97.7 mc. Operating schedule: 6 am-11:30 pm weekdays; 7 am-11:30 pm Sun.

Partial simulcast operation. For simulcast facilities see WVSC.

**TIME RATES**  
60% of AM when purchased separately.

## SOUTH WILLIAMSPORT

Lycoming County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

See Williamsport (including South Williamsport)

## STARVIEW

York County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## WRHY (FM)

1971



Media Code 4 239 8225 5.00  
Capital Media, Inc., 208 E. Market St., York, Pa. 17403. Phone 717-843-0003.

York Office: 208 E. Market St., York, Pa. 17403. Phone 717-266-1574.

**STATION'S PROGRAMMING DESCRIPTION**  
WRHY-FM: Programmed for young adults; Pop Music.

**1. PERSONNEL**  
General Manager—Gordon Moul.

**2. REPRESENTATIVES**  
East Coast—Michael Fulford Company, Inc. West Coast—Bill Dahlsen & Associates.

**3. FACILITIES**  
ERP 720 w. (horiz.), 720 w. (vert.); 92.7 mc. Operating schedule: 8-2 am. Est. Antenna ht.: 560 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time and talent; 2% cash discount 10th of month.

**5. GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.

**TIME RATES**  
ET—Rec'd 4/30/73.

**6. SPOT ANNOUNCEMENTS**  
1x 10x 20x 30x 40x 50x 100+  
1 min 12.00 11.00 10.00 9.00 8.00 7.00 6.00  
30 sec 9.00 8.00 7.00 6.00 5.00 4.00 3.00  
10 sec 6.00 5.00 4.00 3.50 3.00 2.50 2.00 (C1)

## STATE COLLEGE (2 AM; 2 FM)

Centre County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WMAJ

1945

Media Code 4 239 8250 3.00  
Centre Broadcasters, Inc., Box 888, State College, Pa. 16801. Phone 814-337-6336.

**STATION'S PROGRAMMING DESCRIPTION**  
WMAJ: Middle-of-the-road 1 am-8 pm. Programmed to university audience rock and roll 8 pm-1 am. All regular network features and network on weekends. 2 man news staff. Local news at :58. Local features and news 7:30-8 am. noon-1:10 pm, 5-5:20 pm, & 6-7 pm. Discussion and documentaries. Pro football, baseball, college football, basketball, wrestling, high school football. FM separate 8 am-1 am with middle-of-the-road and classics. Contact Representative for further details. Rec'd 8/7/67.

**1. PERSONNEL**  
General Manager—Milton J. Bergstein. Sales Manager—N. J. Lingenfelter.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.



State College—WMAJ—Continued

**B. PROGRAM TIME RATES**

1 hr.	1/2 hr	1/4 hr	10 min	5 min
1 hr.	40.00	30.00	20.00	15.00
1 hr.	37.00	28.00	19.00	14.50
26 hr.	34.00	26.00	18.00	14.00
52 hr.	31.00	24.00	17.00	13.50
65 hr.	28.00	22.00	16.00	13.00
130 hr.	25.00	20.00	15.00	12.50
260 hr.	22.00	18.00	14.00	12.00

**WQWK (FM)**

1965

**NAB** **RAB**  
Media Code 4 239 8275 0.00  
Edorea Corp., 160 Clearview Ave., State College, Pa. 16801. Phone 814-238-5087.  
See affiliated AM station for additional information.  
AM facilities: WRSC.  
STATION'S PROGRAMMING DESCRIPTION  
WQWK (FM): Progressive rock music programmed for university students. NEWS: network and 2 man local news staff. Contact Representative for further details. Rec'd 6/27/69.

**FACILITIES**  
ERP 3,000 w.; 96.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 100 ft. above average terrain.  
Partial simulcast operation. Operated separately 5 pm-6 am daily. For simulcast facilities see WRSC.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/74—Rec'd 3/21/74.

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti
1 min.	5.50	5.25	4.75
30 sec.	4.50	4.25	4.00

**B. PROGRAM TIME RATES**

5 min.	1x	52x	312x
1/4 hr.	30	10	5
1 hr., flat.	75	1/2 hr., flat.	30

**WRSC**

1961

**NAB** **RAB**  
Media Code 4 239 8300 6.00  
Edorea Corp., 160 Clearview Ave., State College, Pa. 16801. Phone 814-238-5085.  
STATION'S PROGRAMMING DESCRIPTION  
WRSC: MUSIC: current hits for 12-34 age group. NEWS: combination of network and 2 man local news staff. News at :55. Morning and evening drive time news at :25 and :55 with expanded 10 min newscasts at 7:25 am, 12:25 pm & 5:25 pm. Contact Representative for further details. Rec'd 6/30/70.

**PERSONNEL**  
General Manager—Robert K. Zimmerman.  
**REPRESENTATIVES**  
New York, West Coast—Frederick W. Smith.  
Pittsburgh, Cleveland—Gateway Repts. Inc.  
**FACILITIES**  
1,000 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. EST.  
Partial simulcast operation. Simulcast 6 am-5 pm daily. For non-simulcast facilities see WQWK (FM).

**AGENCY COMMISSION**  
15/0.  
**GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25c, 28b, 28c, 30, 33c.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WQWK (FM).  
Affiliated with American Contemporary Network.

**TIME RATES**  
ET 4/1/74—Rec'd 3/21/74.

**7. PACKAGE PLANS**

Per wk	10 ti	20 ti	30 ti	500x	1000x	1500x
1 min.	8.25	7.25	6.25	7.75	6.75	5.75
30 sec.	7.50	6.50	5.50	7.00	6.00	5.00

**B. PROGRAM TIME RATES**

5 min.	1x	52x	312x
1/2 hr.	30	15	10
1 hr., flat.	100	1/2 hr., flat.	60

**WXL R (FM)**

1965

Media Code 4 239 8325 3.00  
Centre Broadcasters, Inc., Box 888, State College, Pa. 16801. Phone 814-237-4959.  
See affiliated AM station for additional information.  
AM facilities: WMAJ.  
STATION'S PROGRAMMING DESCRIPTION  
WXL R (FM): MUSIC: MOR. NEWS: at :60, 8-10 pm classical concert. Contact Representative for further details. Rec'd 5/3/72.

**PERSONNEL**  
Pres. & Gen'l Mgr.—M. J. Bergstein.  
Assistant General Manager—J. Trimarchi.  
**FACILITIES**  
ERP 3,000 w.; 103.1 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 50 ft. below average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/31/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	1 ti	10 ti	20	30+
30 sec.	4.00	3.50	3.25	3.00

30 sec: 80% of 1-min.

**STROUDSBURG (1 AM; 1 FM)**

Monroe County—Map Location L-4  
See SRDS consumer market map and data at beginning of the State.

**WVPO**

1947

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8350 1.00  
Sea-Mount Radio Corporation of Pennsylvania, 22 S. Sixth St., Stroudsburg, Pa. 18360. Phone 717-421-2100.

**PERSONNEL**  
General Manager—Ronald C. Dreaseher.  
**REPRESENTATIVES**  
Dome & Associates, Inc.  
Market 4 Radio.  
**FACILITIES**  
250 w. days; 840 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
**AGENCY COMMISSION**  
15/0.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 7/1/74—Rec'd 6/4/74.

**6. SPOT ANNOUNCEMENTS**

1x	52x	156x	312x	520x	780x	1000x	2000x
1 min	8.50	7.50	7.00	6.50	5.90	5.30	4.90
30 sec	6.80	6.30	5.90	5.50	4.90	4.30	3.90
10 sec	4.00	3.60	3.40	3.10	3.00	2.80	2.60

Fixed position and/or adjacency, extra 1.00.

**WVPO-FM**

1964

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8351 9.00  
See Mount Radio Corporation of Pennsylvania, 22 E. Sixth St., Stroudsburg, Pa. 18360. Phone 717-421-2100.  
See affiliated AM station for additional information.  
**FACILITIES**  
ERP 330 w.; 93.5 mc.  
Operating schedule: 6-2 am. EST.  
Antenna ht.: 777 ft. above average terrain.

**TIME RATES**  
Rates are identical to WVPO. See that listing.

**SUNBURY (1 AM; 1 FM)**

Northumberland County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**WKOK WKOK-FM**

1933

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8400 4.00  
Sunbury Broadcasting Corp., Box 1070, Sunbury, Pa. 17801. Phone 717-286-5838, 5839.  
STATION'S PROGRAMMING DESCRIPTION  
WKOK: MOR music.

**PERSONNEL**  
General Manager—James K. Stock.  
**REPRESENTATIVES**  
Meeker Radio, Inc.  
Dome & Associates, Inc.  
**FACILITIES**  
10,000 w. days; 1,000 w. nights; 1070 kc.  
Operating schedule: 6 am-midnight. EST.  
FM-ERP 12,500 w.; 94.1 mc.  
Antenna ht.: 880 ft. above average terrain.  
**AGENCY COMMISSION**  
15/0 net time; payable when rendered.  
**GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.

**TIME RATES**  
ET 10/1/68—Rec'd 9/18/68.

AAA—Mon thru Sat 6-9 am & 3-6 pm.  
AA—Mon thru Sat 9 am-3 pm.  
A—Mon thru Sat 6 pm-sign-off: Sun all hours.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE

PER YR:	104x	52x	26x	1x
AAA	7.50	8.00	8.50	9.00
AA	7.00	7.20	7.60	8.00
A	5.00	5.50	6.00	6.50

20/30 sec: 75% of applicable 1-min.  
10 sec: 50% of applicable 1-min.  
All spots rotated within time period.

**TAMAQUA**

Schuylkill County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

**WZTA (FM)**

1965

**NAB**

Media Code 4 239 8450 9.00  
Z Broadcasting, Inc., Box 30, Tamaqua, Pa. 18252. Phone 717-668-2992.

**PERSONNEL**  
Owner & Gen'l Mgr.—Floyd R. Zimmerman.  
**FACILITIES**  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 6:30 am-midnight. EST.  
Antenna ht.: 11 ft. above average terrain.  
**AGENCY COMMISSION**  
15/0 time only; monthly.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 12/1/71—Rec'd 6/30/72.

**6. SPOT ANNOUNCEMENTS**

EA:	1 min	30 sec
Non-production	4.00	3.50
Production	5.00	4.50

**7. PACKAGE PLANS**

25 ti	50 ti	100 ti	
1 min, non-production	3.75	3.50	3.25
1 min, production	4.75	4.50	4.25
30 sec, non-production	2.25	2.15	2.00
30 sec, production	2.75	2.65	2.50
15-sec ID.	1.95	1.85	1.75

**10. SPECIAL FEATURES**  
News Headlines—15-sec open, 30-sec close.—7.00  
News Summaries—15-sec open & close plus 1  
1-min spot.—9.00

**TITUSVILLE**

Crawford County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

**WTIV**

1953

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8500 1.00  
Crawford County Broadcasting Co., Inc., Box 184, Titusville, Pa. 16354. Phone 814-827-3651.

**PERSONNEL**  
General Manager—Robert H. Sauber.  
**REPRESENTATIVES**  
Gateway Repts. Inc.  
Philadelphia—Dome-Messervoy Co., Inc.  
**FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6:00 am-midnight. EST.  
**AGENCY COMMISSION**  
15% to recognized agencies; no cash discount.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Pennsylvania Farm Network.

**TIME RATES**  
ET 9/1/74—Rec'd 8/1/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	5.75	5.25	5.05	4.80	4.55	4.25
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**TOWANDA (1 AM; 1 FM)**

Bradford County—Map Location H-2  
See SRDS consumer market map and data at beginning of the State.

**WTTC WTTC-FM**

1959

**NAB**

1959

Media Code 4 239 8550 6.00  
Twin Tier Broadcasting, Inc., 214 Main St., Towanda, Pa. 18448. Phone 717-265-2165, 66.  
**PERSONNEL**  
Gen'l & Sales Mgr.—Charles L. Snyder.  
**FACILITIES**  
500 w. days; 1550 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.  
FM ERP 720 w.; 95.3 mc.  
Operating schedule: 6 am-midnight.  
Antenna ht.: 125 ft. above average terrain.  
**AGENCY COMMISSION**  
None; all rates net to station.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
ET 12/4/70.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x	312x
1 min	3.25	3.00	2.75	2.50	2.25	2.00
30 sec	2.75	2.50	2.25	2.00	1.80	1.70
20 sec, flat	1.25					

Special:  
1 min. 624x 936x  
30 sec. 1.60 1.50  
1.40 1.30

**7. PACKAGE PLANS**

50 1-minute spots per week	1.75
50 30-second spots per week	1.50

**TYRONE (1 AM; 1 FM)**

Blair County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**WGMR (FM)**

1961

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8600 9.00  
Allegheny Mountain Network, Box 247, Washington Ave., P. O. Box 1, Tyrone, Pa. 16686. Tyrone: Phone 814-684-3200. State College: 814-238-0792.  
See affiliated AM station for additional information.  
AM facilities: WTRN.

**STATION'S PROGRAMMING DESCRIPTION**  
WGMR (FM): MUSIC: 100% country aimed at 18-49 age. NEWS: 10 times daily.  
**PERSONNEL**  
Sales Manager—Harold Q. Green.  
**FACILITIES**  
ERP 6,800 w. (horiz.), 6,800 w. (vert.); 101.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1062 ft. above average terrain.  
**GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: Allegheny Mountain Network.

**TIME RATES**  
ET 12/18/73.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	312x
1 min.	6.50	6.00	5.50	5.00	4.50
30 sec.	4.50	4.00	3.75	3.50	3.25

**PENNSYLVANIA**

**WTRN**

1954

**NAB**

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 8650 4.00  
The Tyrone Broadcasting Co., Washington Ave., and First St., Tyrone, Pa. 16686. Phone 814-684-3200.

**PERSONNEL**  
General Manager—William E. Moses.  
**REPRESENTATIVES**  
Richmond, Washington, D. C.—Dome & Associates, Inc.  
**FACILITIES**  
1000 w. day; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.  
**AGENCY COMMISSION**  
15% on station time only; no cash discount.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WGMK (FM).  
Affiliated with MBS.  
Member: Allegheny Mountain Network.

**TIME RATES**  
ET 2/1/67—Rec'd 2/6/67.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	312x
1 min.	6.90	6.50	6.21	5.87	5.52
30 sec.	5.50	5.10	4.81	4.47	4.12

HOUSEWIFE TIME  
1 ti. 4.00

**UNIONTOWN (1 AM; 1 FM)**

Fayette County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WMBS**

1937

Subscriber to the NAB Radio Code  
Media Code 4 239 8700 7.00  
Fayette Broadcasting Corp., 82 W. Fayette St., Uniontown, Pa. 15701. Phone 412-438-3900.

**PERSONNEL**  
Comm'l Dir. & Sales Mgr.—Mrs. Hester W. Nagy.  
**REPRESENTATIVES**  
Vic Piano Associates, Inc.  
Dome & Associates, Inc.  
**FACILITIES**  
1000 w.; 590 kc. Directional—night only.  
Operating schedule: 5:00-2:00 am. EST.  
**AGENCY COMMISSION**  
15%.  
**GENERAL RATE POLICY**  
Affiliated with CBS.  
Member: Pennsylvania Radio Network, Pennsylvania Farm Network.

**TIME RATES**  
ET 4/1/68—Rec'd 4/2/68.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x	312x
1 min.	12.00	11.50	11.00	10.50	10.00	9.50
30 sec.	9.00	8.50	8.00	7.50	7.00	6.50
10 sec.	6.00	5.75	5.50	5.25	5.00	4.75

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	30 ti
1 min.	11.00	10.50	10.00	9.00
30 sec.	8.00	7.50	7.00	6.00
10 sec.	5.50	5.25	5.00	4.50

**WPQR (FM)**

1966

**NAB**

Media Code 4 239 6725 4.00  
Warman Broadcasting, Inc., Drawer 639, Fayette St. & Gallatin Ave., Uniontown, Pa. 15401. Phone 412-437-2813.

**PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Edward E. Olesh.  
**REPRESENTATIVES**  
Charles Bernard Co., Inc.  
**FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 275 ft. above average terrain.  
**AGENCY COMMISSION**  
15/0 time only; monthly.  
**GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American FM Network.

**TIME RATES**  
ET 4/10/69.

AA—6-9 am, 11 am-1 pm & 5-10 pm.  
A—9-11 am, 1-5 pm & 10 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

1 min.	AA	A	AA	A	AA	A
1x	6.25	6.00	6.00	5.75	5.50	5.25
13x	5.75	5.50	5.50	5.25	5.00	4.75
26x	5.25	5.00	5.00	4.75	4.50	4.25
52x	4.75					

# PENNSYLVANIA

## Warren—W N A E—Continued

- 3. FACILITIES**  
5,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRIN (FM).
- TIME RATES**  
No. 5 Eff 8/1/71—Rec'd 8/2/71.
- 6. SPOT ANNOUNCEMENTS**
- |                |      |      |      |      |      |
|----------------|------|------|------|------|------|
|                | 1x   | 150x | 300x | 600x | 900x |
| 1 min.....     | 8.00 | 7.25 | 6.75 | 6.25 | 5.75 |
| 20/30 sec..... | 6.00 | 5.45 | 5.05 | 4.70 | 4.30 |
- 7. PACKAGE PLANS**  
Saturation Package Plan—8 spots per day, earned rate less 15%.

## WRRN (FM)

1948



- Subscriber to the NAB Radio Code  
Media Code 4 239 8600 0.00  
Northern Allegheny Broadcasting Co., Box 824, 810  
Second Ave., Warren, Pa. 16365. Phone 814-726-  
2923.
- See affiliated AM station for additional information.  
AM facilities: WNAE.
- STATION'S PROGRAMMING DESCRIPTION**  
WRRN (FM): Rock & Gold 9-midnight.
- 3. FACILITIES**  
ERP 26,000 w. (horiz.), 26,000 w. (vert.); 92.3 mc.  
Operating schedule: 5:45-2 am, EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Eff 6/1/72—Rec'd 5/16/72.
- 6. SPOT ANNOUNCEMENTS**
- |            |      |       |       |
|------------|------|-------|-------|
| PER MO:    | 1 ti | 30 ti | 50 ti |
| 1 min..... | 3.75 | 3.25  | 2.75  |
| PER YR:    |      |       | 900x  |
| 1 min..... |      |       | 2.50  |

## WASHINGTON (2 AM; 1 FM)

Washington County—Map Location B-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## WJPA WJPA-FM

1942

1964



- Subscriber to the NAB Radio Code  
Media Code 4 239 8850 0.00  
Washington Broadcasting Co., 98 S. Main St., Wash-  
ington, Pa. 15301. Phone 412-222-2110.
- STATION'S PROGRAMMING DESCRIPTION**  
WJPA: source of county-city school & government  
information.
- 1. PERSONNEL**  
General Manager—John L. Merdian.
- 2. REPRESENTATIVES**  
Gateway Heps, Inc.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:55-12:01 am, EST.  
FM-ERP 3,700 w.; 95.3 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.
- TIME RATES**  
No. 6 Eff 5/15/68—Rec'd 5/22/68.
- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |      |      |       |
|-------------|------|------|------|------|------|------|-------|
|             | 1x   | 26x  | 104x | 260x | 312x | 624x | 1000+ |
| 1 min 10.00 | 9.00 | 8.10 | 7.30 | 6.60 | 5.95 | 5.35 | 4.50  |
| 30 sec 7.00 | 6.30 | 5.70 | 5.15 | 4.65 | 4.20 | 3.80 | 2.85  |
| 15 sec 4.50 | 4.00 | 3.60 | 3.25 | 2.95 | 2.65 | 2.40 | 2.05  |

## WKEG

1970

- Media Code 4 239 8875 7.00  
Genas Broadcasting, Inc., Box 86, McLane Rd.,  
Washington, Pa. 15301. Phone 412-225-8300.
- STATION'S PROGRAMMING DESCRIPTION**  
WKEG: MOR music.
- 1. PERSONNEL**  
President—Joseph P. Nascone.
- 3. FACILITIES**  
1,000 w.; 1110 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%.
- TIME RATES**  
No. 2 Eff 9/1/72—Rec'd 8/30/72.
- 6. SPOT ANNOUNCEMENTS**
- |              |      |       |       |       |       |       |
|--------------|------|-------|-------|-------|-------|-------|
|              | 5 ti | 10 ti | 15 ti | 20 ti | 30 ti | 50 ti |
| PER WK:      | 1x   | 52x   | 260x  | 520x  | 1560x |       |
| PER YR:      | 1x   | 7.25  | 6.60  | 6.00  | 4.50  | 4.00  |
| *1 min.....  | 8.00 | 6.40  | 5.80  | 5.28  | 4.80  | 3.60  |
| *30 sec..... | 6.40 | 5.80  | 5.28  | 4.80  | 3.60  | 3.20  |
- (\*) Combine for frequency.

## WAYNESBORO (2 AM; 1 FM)

Franklin County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## WAYZ WAYZ-FM

1953

1959

- Media Code 4 239 8900 3.00  
Richard F. Lewis, Jr., Inc., 33 E. Main St., Waynes-  
boro, Pa. 17268. Phone 762-3138. 3139.
- 1. PERSONNEL**  
General Manager—Roy Nester.

## 3. FACILITIES

- 1000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- FM FACILITIES**  
ERP 3,100 w.; 101.5 mc.  
Operating schedule: 6 am-11 pm, EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.  
Member: Green Valley Group.
- TIME RATES**  
Eff 12/1/72—Rec'd 10/30/72.
- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |      |
|-------------|------|------|------|------|------|
|             | 1x   | 65x  | 130x | 260x | 500x |
| 1 min.....  | 5.40 | 4.90 | 4.65 | 3.90 | 3.40 |
| 30 sec..... | 4.05 | 3.55 | 3.30 | 3.05 | 2.75 |
| 20 sec..... | 3.55 | 3.05 | 2.80 | 2.65 | 2.25 |
| 10 sec..... | 3.05 | 2.55 | 2.30 | 2.15 | 1.75 |

## 10. SPECIAL FEATURES

- 5-MINUTE NEWSCASTS**
- |            |       |       |       |
|------------|-------|-------|-------|
| PER WK:    | 13 wk | 26 wk | 52 wk |
| 5 ti.....  | 8.50  | 8.50  | 8.00  |
| 10 ti..... | 9.00  | 9.00  | 7.50  |
| 15 ti..... | 8.50  | 7.50  | 7.00  |

## WEEQ

1971



- A Raystay Broadcasting Station  
Media Code 4 239 8925 0.00  
Raystay Co., Box 309, R. D. 4, Waynesboro, Pa.  
17268. Phone 717-762-9336. Chambersburg phone  
717-264-9336, Hagerstown, Md. phone 301-797-  
9675.
- 1. PERSONNEL**  
Station Manager—Tom Book.
- 3. FACILITIES**  
1,000 w.; 1130 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of month.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 4/9/74.
- AAA—Mon thru Fri 6-9 am.  
AA—Mon thru Fri 3-6 pm.  
A—Mon thru Fri 9 am-3 pm & 6 pm-sign-off; Sat  
all day.  
B—Sun all day.

- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |      |       |
|-------------|------|------|------|------|------|-------|
|             | 1x   | 50x  | 100x | 250x | 500x | 1000x |
| 1 min.....  | 5.45 | 5.05 | 4.65 | 4.30 | 3.95 | 3.60  |
| 30 sec..... | 4.00 | 3.70 | 3.40 | 3.15 | 2.90 | 2.60  |
| 10 sec..... | 2.60 | 2.40 | 2.20 | 2.00 | 1.80 | 1.60  |
- CLASS AA**
- |             |      |      |      |      |      |      |
|-------------|------|------|------|------|------|------|
| 1 min.....  | 5.35 | 4.95 | 4.55 | 4.20 | 3.85 | 3.50 |
| 30 sec..... | 3.90 | 3.60 | 3.30 | 3.05 | 2.80 | 2.50 |
| 10 sec..... | 2.50 | 2.30 | 2.10 | 1.90 | 1.70 | 1.50 |
- CLASS A**
- |             |      |      |      |      |      |      |
|-------------|------|------|------|------|------|------|
| 1 min.....  | 4.95 | 4.60 | 4.20 | 3.85 | 3.50 | 3.10 |
| 30 sec..... | 3.55 | 3.30 | 3.05 | 2.80 | 2.55 | 2.25 |
| 10 sec..... | 2.40 | 2.20 | 2.00 | 1.80 | 1.60 | 1.40 |
- CLASS B**
- |            |      |             |      |
|------------|------|-------------|------|
| 1 min..... | 2.85 | 30 sec..... | 2.05 |
|------------|------|-------------|------|

- 7. PACKAGE PLANS**
- |                                    |       |        |
|------------------------------------|-------|--------|
| TAP:                               | 1 min | 30 sec |
| 12 Plan (2AAA, 2AA, 7A, 1B).....   | 48.00 | 37.00  |
| 18 Plan (3AAA, 3AA, 10A, 2B).....  | 66.00 | 49.50  |
| 24 Plan (4AAA, 4AA, 14A, 21B)..... | 81.00 | 59.50  |
| 30 10-sec spot/1 wk.....           | 41.50 |        |
- 10. SPECIAL FEATURES**
- NEWSCASTS**
- |           |       |       |       |       |
|-----------|-------|-------|-------|-------|
| PER WK:   | 13 wk | 26 wk | 39 wk | 52 wk |
| 5 ti..... | 520   | 920   | 1220  | 1425  |

- WAYNESBURG**  
Greene County—Map Location B-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## WANB

1956

- Subscriber to the NAB Radio Code  
Media Code 4 239 8950 8.00  
Commonwealth Broadcasters, Inc., First Federal  
Bldg., E High St., Waynesburg, Pa. 15370. Phone  
412-627-5555.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Arnold (Abe) Albright.
- 2. REPRESENTATIVES**  
Pittsburgh—Dome-Messervy Co., Inc.
- 3. FACILITIES**  
250 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
- TIME RATES**  
Rates effective May 1, 1957.  
Rates received May 2, 1957.  
Rev. (Wkly. Sat.) rec'd January 8, 1962.
- 6. SPOT ANNOUNCEMENTS**
- |            |      |      |      |      |      |      |
|------------|------|------|------|------|------|------|
|            | 1x   | 13x  | 26x  | 52x  | 104x | 260x |
| 1 min..... | 5.00 | 4.75 | 4.50 | 4.25 | 4.00 | 3.75 |
- 7. PACKAGE PLANS**
- WEEKLY SATURATION RATES**  
—1 minute— 20-30 seconds
- |               |      |        |      |        |
|---------------|------|--------|------|--------|
| Per week:     | Each | Total  | Each | Total  |
| 10 times..... | 4.25 | 42.50  | 2.95 | 29.50  |
| 15 times..... | 4.00 | 60.00  | 2.70 | 40.50  |
| 25 times..... | 3.75 | 93.75  | 2.50 | 62.50  |
| 30 times..... | 3.50 | 105.00 | 2.25 | 67.50  |
| 50 times..... | 3.25 | 162.50 | 2.00 | 100.00 |
- 10. SPECIAL FEATURES**  
10% additional charge on all news programs includ-  
ing weather and sports.

## WELLSBORO (1 AM; 1 FM)

Tioga County—Map Location G-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## WGCR (FM)

1969



- Media Code 4 239 9025 6.00  
Farm & Home Broadcasting Co., Box 98, 85 Main  
St., Wellsboro, Pa. 16901. Phone 717-724-1490.  
See affiliated AM station for additional information.  
AM facilities: WNBT.
- STATION'S PROGRAMMING DESCRIPTION**  
WGCR (FM). MUSIC: country. NEWS: network 10  
times daily, local 5 times.
- 1. PERSONNEL**  
Manager—Lewis G. Roblyer.
- 3. FACILITIES**  
ERP 1,000 w. (horiz.), 1,000 w. (vert.); 97.7 mc.  
Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 380 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Allegheny Mountain Network.
- TIME RATES**  
Eff—Rec'd 12/18/73.
- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |      |      |
|-------------|------|------|------|------|------|------|
|             | 1x   | 13x  | 26x  | 52x  | 104x | 312x |
| 1 min.....  | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
| 30 sec..... | 4.50 | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 |

## WNBT

1955



- Media Code 4 239 9000 1.00  
Farm & Home Broadcasting Co., 89 Main St., Wells-  
boro, Pa. 16901. Phone 717-724-1490.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John A. Fay.
- 2. REPRESENTATIVES**  
Richmond, Washington, D. C.—Dome & Associates, Inc.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WGCR (FM).  
Affiliated with MBS.  
Member: Allegheny Mountain Network.
- TIME RATES**  
Rates effective February 15, 1955.  
Rates received January 26, 1955.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- |                |       |       |       |       |       |       |
|----------------|-------|-------|-------|-------|-------|-------|
|                | hr.   | hr.   | hr.   | min.  | min.  | Spots |
| 1 hour.....    | 60.00 | 35.00 | 20.00 | 16.00 | 12.00 | 6.00  |
| 13 times.....  | 57.00 | 33.25 | 19.00 | 15.00 | 11.40 | 5.70  |
| 26 times.....  | 54.00 | 31.50 | 18.00 | 14.00 | 10.80 | 5.40  |
| 52 times.....  | 51.00 | 29.75 | 17.00 | 13.00 | 10.20 | 5.10  |
| 104 times..... | 48.00 | 28.00 | 16.00 | 12.00 | 9.60  | 4.80  |
| 312 times..... | 45.00 | 26.25 | 15.00 | 11.00 | 9.00  | 4.50  |

- WEST CHESTER**  
Chester County—Map Location K-7.  
See SRDS consumer market map and data at begin-  
ning of the State.

## WCHE

1963

- Subscriber to the NAB Radio Code  
Media Code 4 239 9050 6.00  
WCHE Broadcasting Co., 133 N. High St., West  
Chester, Pa. 19380. Phone 215-692-3131.
- STATION'S PROGRAMMING DESCRIPTION**  
WCHE: Pop Std. music; 5-min news at :60.
- 1. PERSONNEL**  
General Manager—C. W. Tomlinson, Jr.
- 3. FACILITIES**  
250 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff—Rec'd 4/1/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |        |        |
|---------|-------|--------|--------|
|         | 1 min | 30 sec | 15 sec |
| Ea..... | 5.50  | 4.40   | 3.50   |
- 10. SPECIAL FEATURES**  
5-min news—1-1/2x 1 min.

## WILKES-BARRE

Luzerne County—Map Location K-4  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Scranton-Wilkes-Barre

## WILLIAMSPORT (4 AM; 3 FM)

- (including South Williamsport)  
Lycoming County—Map Location H-3  
See SRDS consumer market map and data at begin-  
ning of the State.
- Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc. with-  
in the area.

## WILQ (FM)

1949

## WILLIAMSPORT

- Subscriber to the NAB Radio Code  
Media Code 4 239 9200 7.00  
Alpha Broadcasting Co., Inc., Box 389, 353 Pine  
St., Williamsport, Pa. 17701. Phone 717-322-4676.  
See affiliated AM station for additional information.  
AM facilities: WLVC.
- 3. FACILITIES**  
ERP 3,800 w.; 105.1 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,300 ft. above average terrain.
- TIME RATES**  
Eff—Rec'd 1/10/74.
- 6. SPOT ANNOUNCEMENTS**
- |             |       |      |      |      |       |
|-------------|-------|------|------|------|-------|
|             | 1-13x | 156x | 260x | 520x | 1040x |
| 1 min.....  | 6.00  | 5.25 | 4.50 | 4.25 | 4.00  |
| 30 sec..... | 5.00  | 4.50 | 4.00 | 3.50 | 3.25  |
- 7. PACKAGE PLANS**
- |             |       |       |       |       |
|-------------|-------|-------|-------|-------|
| PER WK:     | 10 ti | 20 ti | 30 ti | 40 ti |
| 1 min.....  | 5.75  | 5.25  | 5.00  | 4.75  |
| 30 sec..... | 4.75  | 4.50  | 4.25  | 4.00  |
- 8. PROGRAM TIME RATES**
- |             |       |      |      |      |       |
|-------------|-------|------|------|------|-------|
|             | 1-13x | 156x | 260x | 520x | 1040x |
| 1 hr.....   | 95    | 65   | 56   | 52   | 48    |
| 1/2 hr..... | 50    | 35   | 32   | 31   | 30    |
| 1/4 hr..... | 31    | 23   | 22   | 21   | 20    |
- 10. SPECIAL FEATURES**  
5-MINUTE NATIONAL/INTERNATIONAL NEWS  
MON THRU SAT: 13 wk 26 wk 39 wk 52 wk  
6 per wk, ea..... 12 10 9 7  
Incl 2 15-sec open & close plus 2 1-min spots.

## WLVC

1949

## WILLIAMSPORT

- Subscriber to the NAB Radio Code  
Media Code 4 239 9350 0.00  
Alpha Broadcasting Co., Inc., Box 389, 353 Pine  
St., Williamsport, Pa. 17701. Phone 717-322-4676.
- 1. PERSONNEL**  
President—George Vajda.  
Vice-Pres. & Gen'l Mgr.—Larry G. Knapp.
- 2. REPRESENTATIVES**  
Philadelphia—Selective Broadcast Advertising, Inc.  
Pittsburgh—Gateway Reps, Inc.  
Southwest—Mario Messina Company.
- 3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5a, 6a, 7a.  
Rate Protection: 10g, 11g, 13g, 14g, 15a.  
Basic Rates: 20b, 24b.  
Contracts: 40a, 47a.  
Comb.; Cont. Discounts: 60a, 60i, 61a.  
Cancellation: 70c, 73b.  
FM facilities WLQ (FM).  
Prod. Services: 82.
- TIME RATES**  
Eff—Rec'd 1/10/74.
- 6. SPOT ANNOUNCEMENTS**
- |   |      |      |      |      |       |
|---|------|------|------|------|-------|
|   | 1x   | 156x | 260x | 520x | 1040x |
| ROS:  | 1x   | 156x | 260x | 520x | 1040x |
| 1 min.....  | 7.75 | 6.50 | 5.75 | 5.00 | 4.75  |
| 30 sec.....   | 6.00 | 5.00 | 4.70 | 4.23 | 4.00  |
| Specified time—6-9 am, noon-1 pm & 3-6 pm, extra<br>1.00. |      |      |      |      |       |
- 7. PACKAGE PLANS**
- |   |       |       |       |       |
|---|-------|-------|-------|-------|
| PER WK, ROS:  | 10 ti | 20 ti | 30 ti | 40 ti |
| 1 min.....  | 6.25  | 5.75  | 5.50  | 5.25  |
| 30 sec.....   | 5.50  | 5.25  | 5.00  | 4.75  |
| Specified time—6-9 am, noon-1 pm & 3-6 pm, extra<br>1.00. |       |       |       |       |



**W R A K** **W R A K-FM**  
1929 1947

**WILLIAMSPORT**  
**NBC Radio Network**



Subscriber to the NAB Radio Code  
Media Code 4 239 9450 8.00  
Wright Mackey Corp., Box 1067, 1559-1561 W. 4th St., Williamsport, Pa. 17701. Phone 717-322-6116.

**STATION'S PROGRAMMING DESCRIPTION**  
WRAK: Programmed for all ages.  
MUSIC: mixed instrumentals & vocals, current best sellers, albums & singles; some top 100; modern country afternoon & early evening. Woman's talk show 10-11 am, vintage radio show re-runs. NEWS: during drivetime; network 5 min at :60; half hour commentary; 10 local & regional periods daily; staff & necessary equipment. SPORTS: Major League baseball, high school football, network personalities, 5 local sportscasts. Contact Representative for further details. Rec'd 4/15/71.

- PERSONNEL**  
Pres. & Gen'l Mgr.—J. Wright Mackey.  
Program Manager—Everett W. Rubendall.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
Dome & Associates, Inc.  
South, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**  
1000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.  
FM-ERI: 53,000 w.; 102.7 mc.  
Antenna ht.: 1,270 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42d, 43, 44a, 45, 46, 47a, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Pennsylvania Farm Network.

**WINDBER**

Somerset County—Map Location D-7  
See SIXDS consumer market map and data at beginning of the State.

**W W B R**  
1964  
**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 9550 5.00  
Windber Community Broadcasting System, 1311 Midway, Windber, Pa. 15963. Phone 814-667-9746.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWBR: MUSIC: MOR plus modern country.

- PERSONNEL**  
Business Manager—Louis Popp.
- REPRESENTATIVES**
- FACILITIES**  
1,000 w.; 1350 kc. Non-directional.  
250 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 1/1/67—Rec'd 12/16/66.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	40 sec
1 x	7.00	4.20	3.50
5 x	6.65	4.15	3.32
10 x	6.30	4.10	2.96
25 x	5.95	4.05	2.78
50 x	5.40	4.00	2.60
75 x	5.05	3.95	2.42
100 x	4.70	3.90	2.24
250 x	4.35	3.85	2.16
500 x	4.00	3.80	1.98
1000 x	3.65	3.45	1.80
1000 x	3.55	3.25	1.62

No combination of spots.

**10. SPECIAL FEATURES**  
News, 5 min at :30.  
Weather, Sports & News Headlines, 3 min at :60 6.75

**YORK (3 AM; 3 FM)**

Plus 1 paid cross reference.  
York County—Map Location H-7  
See SIXDS consumer market map and data at beginning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)		Daytime (10 am-3 pm)		Evening (3-7 pm-midnight)	
	A	B	C	D	E	F
A	39	32	34	22	22	14
B	22	18	22	14	14	13
C	18	18	18	13	13	11
D	13	13	13	11	11	11
AVERAGE	23	20	22	15	15	13

**W N O W**  
1948  
**YORK**  
**NAB**

Rust Communication Group, Inc.  
Media Code 4 239 9600 8.00  
WNOW, Box 1747, Pleasureville Hill, York, Pa. 17405. Phone 717-755-1049.

- PERSONNEL**  
President—W. F. Rust, Jr.  
Vice-Pres & Gen'l Mgr.—S. Robert Ackley, Jr.  
Station Manager—Evan Burian.
- REPRESENTATIVES**  
McGavren-Gullid, Inc.
- FACILITIES**  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21b, 22a, 23a, 23b, 23c, 23d, 24c, 25a, 26, 28a, 29a, 33a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60g, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
FM facilities: WQXA (FM).  
Affiliated with American Information Network.

**TIME RATES**  
ET 8/1/74—Rec'd 8/19/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	23	22	21	20
A	19	18	17	16

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
TAP—1/2AA, 1/2A

PER WK. 1 MIN:	20 ti	30 ti
AA	17	16

30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
(\*) 1/2 6-10 am, 1/2 3-7 pm.

**WNOW/WQXA (FM) COMBINATION**

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	29	27	25	23
A	25	23	21	19

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK. 1 MIN:

Fa	20 ti	30 ti
Fa	23	21

30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**W Q X A (FM)**

1948  
**YORK**  
**NAB**

Rust Communication Group, Inc.  
Media Code 4 239 9650 3.00  
WQXA Radio, Box 1747, Pleasureville, Hill, York, Pa. 17405. Phone 717-755-1049.  
See affiliated AM station for additional information.  
AM facilities: WNOW.

- FACILITIES**  
ERP 2,160 w. (horiz.), 2,160 w. (vert.); 105.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 717 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WNOW.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Sold in combination with WNOW. See that listing for rates.

**TIME RATES**  
ET 8/1/74—Rec'd 8/19/74.

AA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	12	11	10	9
A	10	9	8	7

30 sec: 80% of 1-min.

**W R H Y (FM)**  
**STARVIEW**

City of Hecene, Starview, Pa.  
York office: 208 E. Market St., York, Pa. 17403.  
Phone 717-266-1574.  
See listing under Starview, Pa.

**W S B A**  
1942  
**YORK**  
**A Susquehanna Station**

Subscriber to the NAB Radio Code  
Media Code 4 239 9700 6.00  
The Susquehanna Broadcasting Co., Box 910, York, Pa. 17405. Phone 717-764-1155.  
Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.

- PERSONNEL**  
Vice-Pres. Chg. of Radio Div.—Arthur W. Carlson.  
Vice-Pres. & Sta. Mgr.—Philip K. Eberly.  
Sales Manager—Chris Huber.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
(Canada—Andy McDermott Sales Ltd.  
Susquehanna Sta. Sales Office: See Repts & B/O pages.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 910 kc.  
Directional—separate patterns day and night.  
Operating schedule: :00 EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21c, 22a, 22b, 24a, 24c, 25a, 27, 28b, 29b, 32b, 33c.  
Contracts: 40c 41, 42a 42d, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
AM/PM COMBINATION  
No. 14B ET 5/1/73—Rec'd 4/5/73.

I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 3-7 pm.  
III—Mon thru Sat 10 am-3 pm; Sun all day.  
IV—Mon thru Sat 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti
I min.	52	49	45	41	---
30 sec.	42	39	36	33	---

**CLASS I**

1 min.	47	43	39	36	---
30 sec.	38	34	31	29	---

**CLASS III**

1 min.	44	40	36	32	30
30 sec.	35	32	29	26	24

**CLASS IV**

1 min.	30	28	27	25	22
30 sec.	24	23	22	20	18

10 sec: 60% of 1-min.  
AM only: 80% of combination rate.

**9. PARTICIPATING PROGRAMS**  
AM ONLY  
On the Farm with Herman Stebbins—Mon thru Sat 5:30-5:55 am.  
1-5 per wk. flat..... 28 6 per wk. flat..... 26  
Midnight to Dawn—midnight-5:30 am, 1 min flat 7 (CB)

**W S B A-FM**  
1962  
**YORK**  
**NAB** **RAB** **NAFMD**

A Susquehanna Station  
Media Code 4 239 9701 4.00  
The Susquehanna Broadcasting Co., Box 910, York, Pa. 17405. Phone 717-764-1155. TWX 717-590-4213.  
Harrisburg—Phone 717-233-1155. Lancaster—Phone 717-393-1155.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSBA-FM: Programmed for adults.  
MUSIC: general popular—instrumentals & vocals; film music, showtunes, standards & MOR selections presented in uninterrupted quarter hour segments.

**PENNSYLVANIA**

NEWS: local, national & international at :60, includes stock market report direct form Wall Street. COMMERCIAL POLICY: 8 announcements per hour. Contact Representative for further details. Rec'd 7/27/71.

- PERSONNEL**  
Station Manager—Chris J. Huber, Jr.  
Sales Manager—Donald (Steele) Heckman.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Susquehanna Sta. Sales Office: See Repts & B/O pages.
- FACILITIES**  
ERP 7,900 w. (horiz.), 7,900 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 750 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
TV facilities: WSBA-TV.  
Affiliated with Eastman Radio Network.  
Sold in combination with WSBA. See that listing for rates.

**TIME RATES**  
ET 5/1/73—Rec'd 4/5/73.

AA—6 am-8 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	1 ti	12 ti	18 ti	24 ti
AA	20	18	17	15
A	15	14	13	12

30 sec/less: 80% of 1-min.

**W Y C R**  
1974  
**YORK-HANOVER**  
**NAB**

Media Code 4 239 9775 8.00  
Radio Hanover, Inc., Box 234, Radio Rd., Hanover, Pa. 17331. Phone 717-637-3832.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYCR: MUSIC: Popular. Current & past hits in rock format. NEWS: at :25 & :55 in drive times, :35 all other times. Rec'd 8/12/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John Bare.  
Station Manager—John W. Lawrence.
- REPRESENTATIVES**
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 98.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 950 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
AM facilities: WYVR, Hanover.

**TIME RATES**  
ET 6/1/74—Rec'd 8/12/74.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	156x	208x	260x	312x
30 sec.	13.15	12.11	11.07	10.04	9.00	7.95
10 sec.	9.00	8.31	7.67	6.92	6.22	5.54

**7. PACKAGE PLANS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.	15.92	14.53	13.15	11.77	10.38	9.00
30 sec.	12.11	11.07	10.04	9.00	7.95	6.92
10 sec.	8.31	7.67	6.92	6.22	5.54	4.85

**10. SPECIAL FEATURES**  
NEWS: 1 ti 2 ti 3 ti 4 ti 5 ti 6 ti  
Per wk..... 27.68 52.60 74.74 91.12 110.73 124.58  
Drive time at :25 & :55, all other times at :55.

**W Z I X**  
1932  
**YORK**  
**NAB**

Subscriber to the NAB Radio Code  
Media Code 4 239 9850 9.00  
Music Fair Enterprises, Inc., 2550 Kingston Rd., York, Pa. 17402. Phone 717-757-5646.

- PERSONNEL**  
Station Executive—Shelly Gross.  
Station Manager—George M. Trout.  
Sales Manager—H. Farman.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
5,000 w. days, 1000 w. nights; 1350 kc.  
Directional—night only.  
Operating schedule: 5-1:45 am. EST.
- AGENCY COMMISSION**  
15/0 on station time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28a, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47e, 48, 51c.  
Comb.: Cont. Discounts: 60b, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
New consecutive weeks schedules may be combined with previous schedules to earn bulk rates within contract year.  
All acceptable accounts subject to same rate.  
Affiliated with MBS.

**TIME RATES**  
ET 7/1/71—Rec'd 6/22/71.

AA—Mon thru Sat 6:30-10 am.  
A—Mon thru Sat 4-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti
AA	10.00	9.50	9.00
B	8.00	7.50	7.00
20/30 sec: 80% of 1-min.	7.00	6.50	6.00

**7. PACKAGE PLANS**  
BULK PER YR. 1 MIN:

AA	9.00	7.00	6.00
500 x	8.50	6.50	5.50

**8. PROGRAM TIME RATES**

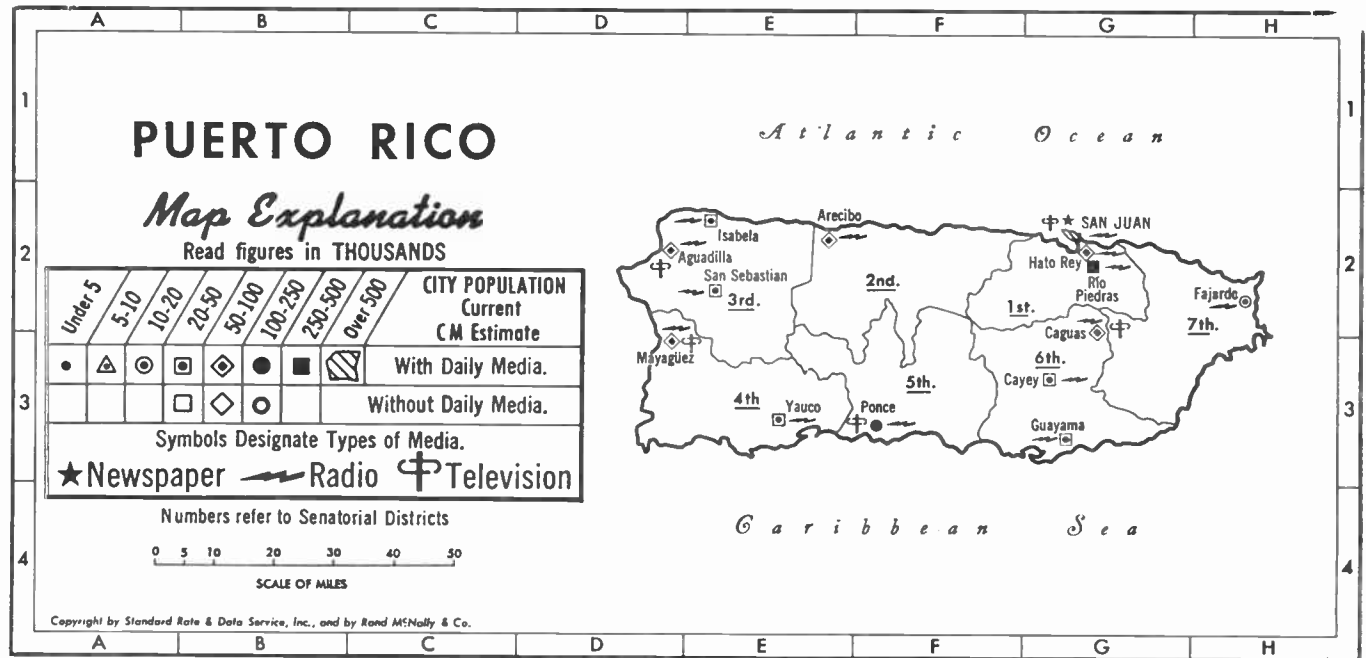
1 hr/55 min	1x	13x	26x	52+
1/2 hr/25 min	85.00	81.00	77.00	73.00
5 min	53.00	53.00	51.00	49.00
	17.50	17.00	16.50	16.00

# PUERTO RICO

\*The following represents the latest information available for the Commonwealth of Puerto Rico. Sales data have been held to the year 1970 pending the availability of later information:

## \*GENERAL INFORMATION 1971

Population ..... 2,747,046  
Households ..... 641,833  
Passenger Cars ..... 686,659



## Commonwealth, Municipality Data

The estimates for Puerto Rico were supplied to SRDS by the Economic Development Administration, Commonwealth of Puerto Rico. See "Explanation of SRDS Consumer Market Data" for details.

Municipality	Population 1970 (000)	Households 1970 (000)	Consumer Spendable Income 1970		Total Retail Sales—1970		Retail Sales by Store Type—For the Year 1970							Passenger Cars 1970 (000)
			(\$000)	Per Household (\$)	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	
PUERTO RICO	2,712.0	632.98	.....	.....	2,248,322	3,551	597,072	90,736	248,846	217,173	161,797	322,331	132,703	614.20
Mayaguez	85.9	21.75	.....	.....	116,582	5,360	28,422	5,679	10,281	10,973	8,099	27,177	6,063	23.25
Ponce	159.0	36.17	.....	.....	172,669	4,773	42,151	5,435	24,548	18,750	12,315	33,476	6,897	40.18
San Juan Metro Area	839.0	243.98	.....	.....	1,165,504	4,777	249,269	46,507	163,321	117,263	77,509	206,703	59,511	302.09

## PUERTO RICO

### STATE NETWORKS

#### Codeno Radio Puerto Rico

Comprised of:  
Interconnected Stations  
WQBS-WQBS-FM—San Juan  
WPRP-FM—Ponce  
WORA-WORA-FM—Mayaguez  
Media Code 4 240 0050 3.00  
Business Office—Box 9986, Stop 23, First Federal Bldg., Suite 1513, Santurce, P. R. 00908. Phone 809-725-4020.

**1. PERSONNEL**  
General Manager—Alfred D. Herger.  
Sales Representative—Amaury Santiago.

**4. AGENCY COMMISSION**  
20%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 12b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.  
Contracts: 40, 41a, 42b, 42c, 44a, 45, 46, 48, 51c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.

#### TIME RATES

Eff 1/1/74—Rec'd 5/10/74.  
AAA—6:30 am & 4-7 pm.  
AA—9:30 am-4 pm.  
A—7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

EA:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x.....	30.00	20.00	25.00	15.00	16.00	10.00
100 x.....	29.50	19.50	24.50	14.50	15.50	9.50
200 x.....	29.00	19.00	24.00	14.00	15.00	9.00
300 x.....	28.50	18.50	23.50	13.50	14.50	8.50
400+.....	28.00	18.00	23.00	13.00	14.00	8.00

15 SEC: AAA AA A  
EA ..... 15.00 12.50 8.00

#### 7. PACKAGE PLANS

1 MINUTE

EA:	100x	200x	300x	400+
2AAA, 2AA, 1A.....	25.00	24.50	24.00	23.50
2AAA, 1AA, 2A.....	23.50	23.00	22.50	21.50
1AAA, 2AA, 2A.....	22.50	22.00	21.50	20.50
1AAA, 1AA, 1A.....	23.50	23.00	22.50	22.00

30 SECONDS

EA:	100x	200x	300x	400+
2AAA, 2AA, 1A.....	15.00	14.50	14.00	13.50
2AAA, 1AA, 2A.....	15.00	14.50	14.00	13.50
1AAA, 2AA, 2A.....	14.00	13.50	13.00	12.50
1AAA, 1AA, 1A.....	15.00	14.50	14.00	13.50

#### 10. SPECIAL FEATURES

5-min newscasts at :30—open & close plus 2 30-sec spots, ea 20.00.

## AGUADILLA (2 AM; 1 FM)

### WABA

1951

Media Code 4 240 0250 9.00  
Hector Reichard, No. 6 Munoz Rivera St., Aguadilla, P. R. 00603. Phones 891-1230, 1003, 0085.

**1. PERSONNEL**  
General Manager—Pedro E. Hernandez.

**2. REPRESENTATIVES**  
Inter-American Publications, Inc.

**3. FACILITIES**  
500 w.; 850 kc. Non-directional.  
Operating schedule: 24 hours. AST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WIVA (FM).

#### TIME RATES

No. 5 Eff 9/1/66—Rec'd 9/2/66  
A—7 am-7 pm.  
B—6-7 am & 7 pm-sign-off.

**6. SPOT ANNOUNCEMENTS**

A	B	1 min	30 sec	15 sec
.....	.....	3.00	2.00	1.35
.....	.....	2.40	1.50	1.25

**STATION BREAKS**  
(Mon thru Sun)  
Annual contracts only:  
16-15 sec..... 300 10-30 sec..... 400

**7. PACKAGE PLANS**

MONTHLY:	15 SECONDS	30 SECONDS	30 SEC:	5 ti	6 ti	10 ti
Mon-Sat.....	90	170	100	100	190	210
Mon-Sun.....	100	180	100	120	230	250
Mon-Sat.....	125	235	190	170	330	360
Mon-Sun.....	140	250	210	190	360	390

Non-cancellable. Minimum 3 consecutive months.

### WGRF

1958

Media Code 4 240 0500 7.00  
Jalco Broadcasting Co., Box 766, Mercedes Moreno, Aguadilla, P. R. 00603. Phone 305.

**1. PERSONNEL**  
President—M. A. Cabrera.

**3. FACILITIES**  
250 w.; 1340 kc.  
Operating schedule: 6:00 am-11:00 pm. EST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective February 2, 1959.

Rates received June 22, 1959.

**6. SPOT ANNOUNCEMENTS**

Class A	1 min	30 sec	15 sec
.....	1.50	1.00	.80
Class B.....	1.00	.65	.40

**\*STATION BREAKS**  
Monday to Saturday:  
9 per day..... 90.00 17 daily..... 150.00  
(\* 15 seconds.

### WIVA (FM)

1964

Media Code 4 240 0625 2.00  
Hector Reichard, Box 188, Aguadilla, P. R. 00603.  
Phone 891-1230, 1003.  
See affiliated AM station for additional information.  
AM facilities: WABA.

**3. FACILITIES**  
EHP 18,000 w (horiz.), 1.450 (vert.); 100.3 mc.  
Antenna ht.: 800 ft. above average terrain.

**TIME RATES**  
No. 3 Eff 7/1/66—Rec'd 6/27/66.

**6. SPOT ANNOUNCEMENTS**

1 min. ea.....	1.75	30 sec. ea.....	1.00
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**7. PACKAGE PLANS**

MONTHLY (Minimum 13 weeks)	5 ti	10 ti
30 SEC:	100	190
Mon thru Fri.....	110	210
Mon thru Sat.....	120	230
1 MIN:	170	330
Mon thru Fri.....	190	360
Mon thru Sat.....	210	390

**DISCOUNTS**

3 months contract—10%	1 year contract—20%
6 months contract—15%	

## ARECIBO (3 AM; 2 FM)

### WCMN

1947

### WCMN-FM

1967

Media Code 4 240 0750 6.00  
Caribbean Broadcasting Corp., Box 436, 32 Jose de Diego Ave., Arecibo, P. R. 00612. Phone 878-0070.

**1. PERSONNEL**  
General Manager—Nabal Barreto.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1280 kc.  
Operating schedule: 6:00 am-11:00 pm weekdays;  
7:30 am-10:00 pm Sun. AST.  
FM-EHP 50,000 w.; 107.3 mc. Stereo.  
Operating schedule: 7:30 am-11:30 pm.

#### 4. AGENCY COMMISSION

15%.

#### TIME RATES

No. 7 Eff 10/1/64—Rec'd 9/10/64.

**6. SPOT ANNOUNCEMENTS**

1-25 ti.....	15 sec	30 sec	1 min
.....	1.50	2.10	2.50
1-51 ti.....	1.35	1.95	2.40
1-103 ti.....	1.20	1.80	2.25
1-311 ti.....	1.05	1.65	2.10
Over 311.....	.90	1.50	1.95

#### 7. PACKAGE PLANS

**PACKAGE DEALS**  
(Daily Mon thru Sat)

PER MO:	15 sec	30 sec	1 min
5 spots.....	112.50	180.00	240.00
10 spots.....	210.00	315.00	465.00

Minimum, 3 months.

### WMIA

1957

Media Code 4 240 1000 7.00  
Abacoa Radio Corp., Box 1055, Arecibo, P. R. 00612.  
Phone 878-1275, 878-2727.

Other office: Mayaguez St., No. 74, Hato Rey, P. R. 00917. Phone 766-5000.

**1. PERSONNEL**  
General Manager—Epifanio Rodriguez-Veles

**3. FACILITIES**  
500 w.; 1070 kc.  
Operating schedule: 5 am-midnight. AST.

**4. AGENCY COMMISSION**  
15%. No cash discount.

**TIME RATES**  
Rates effective July 1, 1965. (Card No. 2.)  
Card received July 28, 1965.

**6. SPOT ANNOUNCEMENTS**

1 min.....	2.50	15 sec.....	1.25
30 sec.....	1.75		

**7. PACKAGE PLANS**  
(Minimum contract 3 months)

15 SEC:	*MON-	*MON-	*MON-	PER
5 ti.....	77.00	91.00	105.00	.70
10 ti.....	143.00	169.00	195.00	.65
15 ti.....	198.00	234.00	270.00	.60

30 SEC:	121.00	143.00	165.00	1.10
5 ti.....	231.00	252.00	273.00	1.05
15 ti.....	330.00	390.00	450.00	1.00

1 MIN:

5 ti.....	165.00	195.00	225.00	1.50
10 ti.....	319.00	377.00	435.00	1.45
15 ti.....	462.00	546.00	630.00	1.40

15-seconds packages also for 10-seconds time signals.  
Packages will be divided proportionately between morning, afternoon and night.  
(\* Prices are per month.)

(Arecibo continued on next page)



**WNIK**

1957



Media Code 4 240 1250 8.00  
Arecibo Radio Corp., Inc., Box 908, 462 De Diego Ave., Arecibo, P. R. 00612. Phones 878-1464, 1386, 1548.

- 1. PERSONNEL  
General Manager—David Ortiz.
- 2. FACILITIES  
ERP 19,500 w.; 250 w. nights; 1230 kc.
- 3. AGENCY COMMISSION  
15%. Bills due and payable when rendered.

**TIME RATES**

Rates effective February 1, 1966. (Card No. 2.)  
Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS  
1 min or 100 wds. 2.50 15 sec or 25 wds. 1.00  
30 sec or 50 wds. 1.50  
Station breaks—limited to 15 seconds. Rate on request.

7. PACKAGE PLANS  
MONTHLY PACKAGES  
(Mon thru Sun)  
1 min 15 sec 10 sec  
10 ti. 475. 245. 190.

**WNIK-FM**

1965



Media Code 4 240 1251 6.00  
Arecibo Radio Corp., Inc., Box 908, 462 De Diego Ave., Arecibo, P. R. 00612. Phones 878-1464, 1386, 1548.

- See affiliated AM station for additional information.
- 3. FACILITIES  
ERP 19,500 w.; 106.5 mc.  
Operating schedule: 7:00 am-10:00 pm Mon thru Sat; 8:00 am-10:00 pm Sun. AST.  
Antenna ht.: 150 ft. above average terrain.

**TIME RATES**

Rates effective February 1, 1966. (Card No. 2.)  
Card received February 18, 1966.

6. SPOT ANNOUNCEMENTS  
1 min or 100 wds. 2.50 15 sec or 25 wds. 1.00  
30 sec or 50 wds. 1.50  
Station breaks—limited to 15 seconds.

7. PACKAGE PLANS  
MONTHLY PACKAGES  
(Mon thru Sun)  
1 min 15 sec 10 sec  
10 ti. 475. 245. 190.

**BAYAMON**

See San Juan  
(including Bayamon)

**CAGUAS (2 AM)**

**WNEL**

1947



Media Code 4 240 1750 7.00  
Arso Radio Corp., Box 5725, San Juan, P. R. 00906.  
Phones 744-3131, 3132, 3133.

- 1. PERSONNEL  
Pres. & Gen'l Mgr.—Jesus M. Soto.  
Sales Manager—Victor J. Falcon.
- 3. FACILITIES  
5,000 w. days; 500 w. nights; 1430 kc.  
Operating schedule: 24 hours. AST.
- 4. AGENCY COMMISSION  
15%; 2% cash discount.
- 5. GENERAL ADVERTISING See coded regulations
- 6. GENERAL ADVERTISING See coded regulations

**TIME RATES**

No. 1 ER 3/1/73—Rec'd 6/7/73.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Ea. 5.50 3.75 2.75

7. PACKAGE PLANS  
Per day Per mo  
TI: 3 5 8 10 78 130 208 260  
15 sec. 1.75 1.60 1.50 1.40 138 208 312 364  
30 sec. 2.30 2.10 2.00 1.90 180 273 416 494  
1 min. 4.50 4.00 3.50 3.00 351 520 728 780  
Mon thru Sat, 13 wk minimum contract.

**WVJP**

1947



Media Code 4 240 2000 6.00  
Borinquen Broadcasting Co., Box 207, Caguas, P. R. 00226. Phone 743-5790.

- 1. PERSONNEL  
General Manager—Hector Pereira.
- 3. FACILITIES  
250 w.; 1110 kc.  
Operating schedule: 24 hours daily. AST.
- 4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING See coded regulations

**TIME RATES**

ER 1/1/69—Rec'd 5/14/70.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Ea. 8.00 2.50 2.00

7. PACKAGE PLANS  
SPECIAL WEEKLY PACKAGES  
(Mon thru Sat)  
PER DAY, EA: 12 ti 8 ti 6 ti 4 ti  
1 min 2.00 2.25 2.50 2.75  
30 sec 1.00 1.25 1.50 1.75  
Minimum contract 13 weeks.

**CAYEY**

**WLEY**

1966

Media Code 4 240 2250 7.00  
Ponce Broadcasting Corp., Box 1186, Cayey, P. R. 00633. Phone 738-2278.

- 1. PERSONNEL  
General Manager—Julio H. Conesa, Jr.
- 3. FACILITIES  
250 w.; 1080 kc.  
Operating schedule: 5 am-11 pm daily. AST.
- 4. AGENCY COMMISSION  
15% on contracts of 1,000 or less; 20% on contracts of 1,000 or more; 2% within 20 days.
- 5. GENERAL ADVERTISING See coded regulations

**TIME RATES**

No. 3 ER 1/15/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS  
MON TO SUN: 1x 201x 451x 726x 901+  
1 min. 2.55 2.30 2.17 2.04 1.92  
45 sec. 2.05 1.85 1.74 1.64 1.54  
30 sec. 1.65 1.49 1.41 1.32 1.24  
15 sec. 1.25 1.13 1.06 1.00 .94

**FAJARDO**

**WMDD**

1947

Media Code 4 240 2500 5.00  
Pan Caribbean Broadcasting Corp., Box 387, 10 Cella Aguilera St., Fajardo, P. R. 00648. Phone 132.

- 1. PERSONNEL  
Gen'l Mgr. & Prog. Dir.—Angel Luis Vazquez.
- 3. FACILITIES  
5,000 w.; 1480 kc.  
Operating schedule: 6:00 am-10:00 pm Mon thru Fri; 8:00 am-midnight Sat; 8:00 am-10:30 pm Sun. AST.
- 4. AGENCY COMMISSION  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING See coded regulations

**TIME RATES**

ER 1/15/74—Rec'd 4/3/67.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
1 x. 6.00 4.00 3.00

7. PACKAGE PLANS  
MONTHLY PACKAGES  
(In contracts for 3 months or more)

MON THRU SUN:	1 min	30 sec	15 sec
PER DAY:	585	325	225
5 ti.	940	560	375
15 ti.	1275	780	500
MON THRU SAT:	490	300	200
10 ti.	715	500	325
15 ti.	1000	700	450
MON THRU FRI:	415	270	170
5 ti.	690	435	280
10 ti.	915	585	375

**GUAYAMA**

**WXRF**

1948



Media Code 4 240 2750 6.00  
Guayama Broadcasting Co., Box 600, 42 Hostos St., Guayama, P. R. 00654. Phone 243.

- 1. PERSONNEL  
General Manager—Gumersindo Cordero, Jr.
- 3. FACILITIES  
1,000 w.; 1590 kc.  
Operating schedule: 5:30 am-11 pm. AST.
- 4. AGENCY COMMISSION  
15/0 time only; monthly.

**TIME RATES**

ER 1/15/73—Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Ea. 4.00 2.50 2.00

7. PACKAGE PLANS  
PER DAY: 5 ti 10 ti 15 ti 20 ti  
1 min. 3.60 3.40 3.20 3.00  
30 sec. 2.25 2.13 2.00 1.88  
15 sec. 1.80 1.70 1.60 1.50  
13-wk minimum.

**ISABELA**

**WISA (FM)**

1961

Media Code 4 240 3000 5.00  
Louis A. Mejias, WISA Radio Station, Inc., Box "W", Jobos Rd., Isabela, P. R. Phone 872-2680.

- 1. PERSONNEL  
Station Manager—Samuel Rodriguez Cintron.
- 3. FACILITIES  
ERP 3,400 w.; 101.5 mc.  
Operating schedule: 6 am-11 pm. AST.  
Antenna ht.: 125 ft. above average terrain.
- 4. AGENCY COMMISSION  
15% on time.

**TIME RATES**

Rates effective July 1, 1964.  
Rates received October 8, 1964.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Spots take the same rate whether they are 15-second duration or 45 seconds.

**MARICAO**

**W A E L-FM**

1970



Media Code 4 240 3125 0.00  
W A E L, Inc., Box AE, Mayaguez, P. R. 00708.  
Phones 832-4560, 0350, 833-0600.

- 1. PERSONNEL  
Pres. & Gen'l Mgr.—Manuel Piralto.
- 3. FACILITIES  
ERP 10,000 w.; 96.1 mc.  
Operating schedule: 6 am-10 pm. AST.  
Antenna ht.: 1950 ft. above average terrain.
- 4. AGENCY COMMISSION  
15/0 time only; monthly.
- 5. GENERAL ADVERTISING See coded regulations

**TIME RATES**

ER 10/1/70—Rec'd 8/10/72.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Ea. 2.50 1.75 1.00

7. PACKAGE PLANS  
1 min 30 sec 15 sec  
5 ti. 1.50 1.10 .70  
10 ti. 1.45 1.05 .65  
15 ti. 1.40 1.00 .60

**MAYAGUEZ (5 AM; 2 FM)**

**W A E L**

1949



Media Code 4 240 3250 6.00  
W A E L, Inc., Box AE, Mayaguez, P. R. 00708.  
Phones 832-4560, 832-0550, 833-0600.

- 1. PERSONNEL  
Pres. & Gen'l Mgr.—Manuel Piralto.  
Commercial Manager—Pedro Ojeda.
- 3. FACILITIES  
1,000 w.; 600 kc. Directional.  
Operating schedule: 6 am-11 pm. AST.
- 4. AGENCY COMMISSION  
15/0 time only; monthly.
- 5. GENERAL ADVERTISING See coded regulations

**TIME RATES**

No. 5 ER 10/10/70.

6. SPOT ANNOUNCEMENTS  
1x 27x 54x 105x 157x 261+  
15 sec. 2.20 2.10 2.00 1.90 1.80 1.70  
30 sec. 3.00 2.90 2.80 2.70 2.60 2.50  
1 min. 5.00 4.80 4.60 4.40 4.20 4.00

7. PACKAGE PLANS  
15 SECONDS OR LESS  
5 ti 10 ti 15 ti  
Mon thru Fri. 1.36 1.25 1.14  
Mon thru Sat. 1.32 1.20 1.12  
Mon thru Sun. 1.30 1.17 1.09

30 SECONDS  
Mon thru Fri. 1.95 1.79 1.63  
Mon thru Sat. 1.95 1.79 1.60  
Mon thru Sun. 1.70 1.66 1.50

1 MINUTE  
Mon thru Fri. 2.76 2.55  
Mon thru Sat. 2.70 2.52  
Mon thru Sun. 2.65 2.49

**TIME RATES**

No. 5 ER 10/10/70.

6. SPOT ANNOUNCEMENTS  
1x 27x 54x 105x 157x 261+  
1 hr. 50 48 46 44 42 40  
1/2 hr. 30 29 28 27 26 25  
1/4 hr. 20 19 18 17 16 15  
5 min. 12 11 10 9 8 7

**W K J B**

1946



Media Code 4 240 3500 4.00  
Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00708. Phones 832-4585, 4592.

- 1. PERSONNEL  
President—Jose A. Bechara, Jr.  
Sta. & Com'l Mgr.—Amaury Santiago.
- 3. FACILITIES  
1,000 w.; 710 kc.  
Operating schedule: 5 am-midnight. AST.
- 4. AGENCY COMMISSION  
15/0 time only; payable when rendered.
- 5. GENERAL RATE POLICY  
Accepts AAAA copyrighted contract.  
Contracts must be signed, specifying the number of programs or announcements, not to exceed one year, and provide for a minimum of one broadcast every week. Contracts accepted in accordance with NAB Standards of Practice, 1946.  
Maximum of 300 words during each 15 minute program time. Station breaks limited to 15 seconds. All program units 60 to 90 seconds less than indicated. Programs may be in either English or Spanish.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 8 ER 8/1/69—Rec'd 10/3/69.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 15 sec  
Ea. 4.00 3.00 2.25 1.50 1.00

7. PACKAGE PLANS  
MON THRU SAT: 3 ti 5 ti 10 ti 15 ti 20 ti  
1 min. 3.79 3.28 2.73 3.74 3.23 2.69  
30 sec. 2.43 2.18 1.93 2.19 2.13 1.86  
15 sec. 1.92 1.60 1.33 1.81 1.54 1.29

MON THRU SUN: 3 ti 5 ti 10 ti 15 ti 20 ti  
1 min. 298.00 427.00 712.00 341.00 491.00 816.00  
30 sec. 190.00 284.00 503.00 200.00 324.00 572.00  
15 sec. 150.00 208.00 348.00 165.00 235.00 391.00  
Class B—less 20%.

8. PROGRAM TIME RATES  
A B  
1 hr 1/2 hr 1/4 hr 1 hr 1/2 hr 1/4 hr  
1 x. 50 30 20 40 22 15  
52 x. 45 25 18 34 20 14  
104 x. 40 22 16 32 18 12  
312+ 38 20 14 28 16 11  
(Mayaguez continued on next page)

**PUERTO RICO**

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec 15 sec  
Ea. 4.00 3.00 2.25

7. PACKAGE PLANS  
MON THRU SUN, PER MO: 1 min 30 sec 15 sec  
5 ti. 325 230  
10 ti. 800 565 380  
MON THRU SAT:  
5 ti. 280 200  
10 ti. 700 500 340

**3-month minimum.**

**8. PROGRAM TIME RATES**

A-5:30 am-7 pm.  
B—All other times.

	A		B			
	1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x.	50	30	20	40	22	15
52 x.	45	25	18	34	20	14
104 x.	40	22	16	32	18	12
312+.	38	20	14	28	16	11

**W K J B-FM**

1962



Media Code 4 240 3531 2.00  
Jose A. Bechara, Jr., Box 1293, Mayaguez, P. R. 00708. Phones 832-4585, 4592.  
See affiliated AM station for additional information.

- 3. FACILITIES  
ERP 13,300 (horiz.), 13,300 (vert.); 99.1 mc.  
Operating schedule: 5:10 am-midnight daily. AST.  
Antenna ht.: 300 ft. above average terrain.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 1 ER 12/1/65—Rec'd 5/31/66.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec 15 sec  
Ea. 1.75 1.00 1.75

**7. PACKAGE PLANS**

PER MO: 1 min 30 sec 15 sec  
5 ti Mon thru Sun. 190 110  
5 ti Mon thru Fri. 140 90  
10 ti Mon thru Sun. 360 200 120  
10 ti Mon thru Fri. 275 150 100  
15 ti Mon thru Sun. 295 175  
15 ti Mon thru Fri. 225 140

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr  
1 x. 20 12 7  
52 x. 18 10 6  
104 x. 15 8 5

**WORA**

1947

Media Code 4 240 3750 5.00  
Radio Americas Corp., Box 43, Darlington Bldg., Mayaguez, P. R. 00708. Phone 809-832-1150.  
Cable address "Itaco."

- STATION'S PROGRAMMING DESCRIPTION  
WORA: Programmed for mass appeal to Puerto Ricans and Latin Americans.  
MUSIC: MOR. NEWS: 5 min at :30; capsule sports am & afternoon drive time. Roundtable Sun 10-10:30 pm. Newsfeeds from Cadena Radio. Mobile unit, 2 newswires, remote facilities, National, International, local and regional, special attention to Puerto Rican news (60-70%). Emphasis on actualities. COMMERCIAL POLICY: spots in either English or Spanish. No charge for translations or reasonable production. Contact Representative for further details. Rec'd 4/9/73.

- 1. PERSONNEL  
General Manager—Alfred D. Herger.  
Resident Manager—Jose A. Sepulveda.  
Program Director—Neison Itios.

**2. REPRESENTATIVES**

Quality Broadcasting System.

**3. FACILITIES**

5,000 w.; 760 kc.  
Operating schedule: 5-12:15 am. AST.

**4. AGENCY COMMISSION**

20% time only; monthly.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2b, 3a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 12h, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
TV facilities: WORA-TV.  
Member: Cadena Radio Puerto Rico.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 10 ER 9/1/66—Rec'd 11/28/66.

A-7 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min 30 sec 15 sec 1 min 50 sec 15 sec  
Ea. 4.00 3.00 2.25 3.50 2.25 2.00

**7. PACKAGE PLANS**

(Minimum 3 months contract)

	A		B			
	Mon thru Sat	Mon thru Sun	Mon thru Sat	Mon thru Sun		
EA:	3 ti	5 ti	10 ti	3 ti	5 ti	10 ti
1 min.	3.79	3.28	2.73	3.74	3.23	2.69
30 sec.	2.43	2.18	1.93	2.19	2.13	1.86
15 sec.	1.92	1.60	1.33	1.81	1.54	1.29
1 min.	298.00	427.00	712.00	341.00	491.00	816.00
30 sec.	190.00	284.00	503.00	200.00	324.00	572.00
15 sec.	150.00	208.00</				

# PUERTO RICO

Mayaguez—Continued

## WORA-FM

1957

Media Code 4 240 3751 3.00  
Radio Americas Corp., Box 43, Darlington Bldg.,  
Mayaguez, P. R. 00708. Phone 809-832-1150. Cable  
address "Raco."

See affiliated AM station for additional information.

1. PERSONNEL  
Chief Engineer—Hector Nicolau.
2. REPRESENTATIVES  
Pan American Broadcasting Company.
3. FACILITIES  
ERP 5,500 w.; 97.5 mc.  
Operating schedule: Mon thru Sat 6 am-midnight &  
Sun 7 am-midnight. AST.
4. AGENCY COMMISSION  
Antenna ht.: 3,000 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
TV facilities: WORA-TV.  
Member: Cadena Radio Puerto Rico.

### TIME RATES

Sold only in combination with WQBS-FM, San Juan.  
See that listing for rates.

## WPRA

1957

Media Code 4 240 4090 4.00  
WPHA, Inc., Box 869, Mayaguez, P. R. 00709.  
WPRA—13 N. Rio St., Mayaguez, P. B.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Andrés Camara.  
Sales Manager—Mario Acosta.
2. REPRESENTATIVES  
Pan American Broadcasting Company.
3. FACILITIES  
1,000 w.; 990 kc.
4. AGENCY COMMISSION  
15% time only; payable when rendered.
5. GENERAL ADVERTISING See coded regulations  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26a, 27a, 28a.  
Contracts: 46, 48, 49.  
Cancellation: 73b.

### TIME RATES

No. 12 ET 11/1/71—Rec'd 7/26/72.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec	
1 x	4.00	2.40	1.80				

7. PACKAGE PLANS

PER DAY:	MON-FRI		MON-SAT		MON-SUN	
	10 ti	5 ti	10 ti	5 ti	10 ti	5 ti
15 sec	1.10	1.15	1.05	1.10	1.00	1.05
30 sec	2.10	2.20	2.00	2.10	1.90	2.00
1 min	3.20	3.30	3.10	3.20	3.00	3.10

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	60	33	18

## WTIL

1957

Media Code 4 240 4250 5.00  
Mayaguez Radio Corp., Box 1360, Mayaguez, P. R.  
00708. Phones 832-1290-1-2.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Gilbert Mamery.  
Program Director—Rafael Colon Dias.  
Station Manager—Patricio B. Freyminett.
2. REPRESENTATIVES  
Pan American Broadcasting Company.  
San Juan—Schellenberg & Kirwan, Inc.
3. FACILITIES  
1,000 w.; 1300 kc.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
20/2 if paid within 5 days.
5. GENERAL ADVERTISING See coded regulations  
General: 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22b, 23a, 24a.  
Contracts: 40a, 48.  
Comb.: Cont. Discounts: 60b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Length of commercial copy:  
3 minutes..... 1:30 minutes  
15 minutes..... 4:00 minutes  
30 minutes..... 9:00 minutes  
60 minutes..... 18:00 minutes

### TIME RATES

No. 8 ET 9/15/71—Rec'd 8/3/71.

6. SPOT ANNOUNCEMENTS		1 min		30 sec		15 sec	
1 x	4.55	2.80	2.00				

7. PACKAGE PLANS

10 ti	Mon thru Sun		Mon thru Sat	
	1 min	30 sec	1 min	30 sec
10 ti	885	625	790	550
30 sec	560	375	250	175
15 sec	250	175	125	87

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min	
1 x	65.00	35.00	18.50	10.00
26 x	62.00	33.00	17.50	9.00
52 x	60.00	30.00	16.50	8.25
104-312 x	57.00	29.00	15.50	8.00

## PONCE (4 AM; 3 FM)

## WISO

1958

Media Code 4 240 4500 3.00  
South Puerto Rico Broadcasting Corp., Box 2023,  
Torres Bldg., Roosevelt and Torres Sts., Ponce,  
P. R. 00731. Phones 842-1257, 4124.

1. PERSONNEL  
General Manager—Luis E. Freyre.
2. REPRESENTATIVES  
Pan American Broadcasting Company.
3. FACILITIES  
1,000 w.; 1260 kc.  
Operating schedule: 6:00 am-midnight. AST.
4. AGENCY COMMISSION  
15/0 time only; monthly.
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 23a, 24a, 24b, 24c,  
26, 28b, 28c, 29a, 30, 31, 32b, 33c.  
Contracts: 40a, 40b, 41, 42a, 42c, 43, 44a, 44b, 45,  
47a, 47d, 47e, 48, 49, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 61b,  
62b, 62d.  
Cancellation: 70b, 70c, 71b, 73a, 73b.  
P.rod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 ET 3/1/67—Rec'd 3/17/67.

6. SPOT ANNOUNCEMENTS

1 min		45 sec		30 sec		15 sec	
1 ti	4.50	3.25	2.50	1.80			
10 ti	4.30	3.10	2.40	1.70			
250 or more	4.10	2.95	2.30	1.60			

7. PACKAGE PLANS (Mon thru Fri)

PER MO:	5 ti	10 ti	15 ti	20 ti
1 min	320	575	780	950
30 sec	220	380	470	580
15 sec	150	250	340	410

(Mon thru Sat)

1 min	30 sec	15 sec
395	660	985
250	440	620
175	285	391

(Mon thru Sun)

1 min	30 sec	15 sec
450	765	1080
285	500	710
200	320	430

13 weeks minimum

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	50.00	47.50	45.00
1/2 hr	26.00	24.00	23.00
1/4 hr	15.00	14.00	13.00

## WLEO

1956

Media Code 4 240 4750 4.00  
Ponce Broadcasting Corp., Box 38, Playa Ponce, P. R.  
00731. Phone 842-3038.

1. PERSONNEL  
President—Julius H. Conesa.  
General Manager—Julio H. Conesa, Jr.  
Station Manager—Jose M. Rodriguez.
2. REPRESENTATIVES  
Pan American Broadcasting Company.
3. FACILITIES  
250 w.; 1170 kc. Non-directional.  
Operating schedule: 24 hrs. daily. AST.
4. AGENCY COMMISSION  
15% on contracts of 1,000 or less; 20% on contracts  
of 1,000 or more; 2% within 20 days.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 24c, 26,  
28c.  
Contracts: 41, 46, 47e.  
Cancellation: 72, 73a.  
Prod. Services: 82.  
FM facilities: WZAR (FM).

### TIME RATES

No. 10 ET 1/15/74—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec	
1 min	5.50	4.40	4.13
45 sec	4.30	3.44	3.23
30 sec	3.30	2.65	2.48
15 sec	2.30	1.84	1.74

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	70	40	25

## WPAB

1959

Media Code 4 240 5000 3.00  
Portorican American Broadcasting Co., Inc., Box  
4469, 65 Infantry Ave., Ponce, P. R. 00731. Phone  
842-3260.

1. PERSONNEL  
President—A. Gimenez-Aguayo.  
General Manager—A. Gimenez-Porrato.
2. REPRESENTATIVES  
San Juan—Schellenberg & Kirwan, Inc.
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 550 kc.  
Non-directional.  
Operating schedule: 6:00 am-midnight Mon thru Sat;  
7:00 am-11:00 pm Sun. AST.
4. AGENCY COMMISSION  
15% on net station time charges.
5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 3a, 3c, 3d, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24a, 26, 28c,  
31.  
Contracts: 40a, 45, 46, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Programs and announcements may be made in either  
Spanish or English.

### TIME RATES

Rates effective January, 1966. (Card No. 11.)  
Card received October 28, 1965.

6. SPOT ANNOUNCEMENTS (Regular schedule only)

1 min	30 sec
6.00	5.00
4.00	4.00

(Mon-Sat or Mon-Sun)

7. PACKAGE PLANS

PER MONTH	Mon-Sat		Mon-Sun	
	5 ti	10 ti	5 ti	10 ti
1 min	430	660	500	765
30 sec	285	440	330	510
15 sec	215	330	250	380

Across the board when available, 1 product only.  
Contracts for a minimum of 3 consecutive months.

8. PROGRAM TIME RATES

1 hr	1/2 hr	10 min
1 ti	70.00	40.00
52 ti	60.00	35.00
104 ti	55.00	30.00
312 or more ti	45.00	25.00

## WPAB-FM

1949

NAB

Media Code 4 240 5001 1.00  
Portorican American Broadcasting Co., Inc., Box  
4469, 65 Infantry Ave., Ponce, P. R. 00731. Phone  
842-3260.

- See affiliated AM station for additional information.
3. FACILITIES  
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 93.3 mc.  
Stereo.  
Operating schedule: 6:30 am-11:30 pm. AST.

### TIME RATES

No. 1 ET 5/1/69—Rec'd 3/3/70.

6. SPOT ANNOUNCEMENTS  
Mon thru Sun, 1 min or less, ea..... 2

7. PACKAGE PLANS  
MON THRU SUN

1 ti	3 ti	5 ti	10 ti
1 min or less, per mo	55	150	240
1 month minimum			450

## WPRP

1936

Media Code 4 240 5250 4.00  
The Voice of Puerto Rico, Inc., Box 430, Ponce By-  
Pass, Ponce, Puerto Rico 00731. Phone 809-842-  
0166, 7001.

- STATION'S PROGRAMMING DESCRIPTION  
WPRP: Programmed for mass appeal to Puerto  
Ricans and Latin Americans.  
MUSIC: MOR. AIR PERSONALITIES handle all  
segments. Frequent promotions, contests. NEWS: 5  
min at :55, extended newblocks M-Sat, 5:30-7:55  
am and 5:25-6 pm. Newblocks feature capsule sports  
and weathercasts, headline reports, detailed news.  
Roundtable with newsmakers Sun 8:30-9 pm. News-  
feed from Cadena Radio. Mobile unit, 2 newswires,  
remote facilities. National international, local and  
regional, special attention to Puerto Rican news (60-  
70%). Emphasis on actualities. SPORTS: winter  
league baseball. COMMERCIAL POLICY: spots in  
either English or Spanish. No charge for transla-  
tions or reasonable production. Contact Representa-  
tive for further details. Rec'd 3/11/74.
1. PERSONNEL  
President—Miguel A. Borrero.  
Program Director—Albanes Figueroa.
2. REPRESENTATIVES  
Quality Broadcasting System.
3. FACILITIES  
2,000 w. days, 500 w. nights; 910 kc.  
Operating schedule: 5-12:15 am. AST.
4. AGENCY COMMISSION  
20% time only; monthly.
5. GENERAL ADVERTISING See coded regulat  
General: 1a, 2b, 3a, 3b, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 10b, 12b, 14b, 15b, 16.  
Basic Rates: 20a, 21a, 23a, 24c, 26, 27, 28b, 29a,  
33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 48, 51c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
Programs and announcements in Spanish or English.  
Member: Cadena Radio Puerto Rico.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 10 ET 3/1/74—Rec'd 3/11/74.

AAA—6:30 am-4:7 pm.  
AA—9:30 am-4 pm.  
A—7 pm-6 am.

6. SPOT ANNOUNCEMENTS

AAA	AA	A	30 sec	A
1 x	5.00	3.00	4.00	2.50
100 x	5.90	2.90	3.90	2.40
200 x	5.80	2.80	3.80	2.30
300 x	5.70	2.70	3.70	2.20
400 +	5.60	2.60	3.60	2.10
15 SEC:	AAA	AA	A	A
1 x	2.50	1.75	1.00	

## WPRP-FM

1970

Media Code 4 240 5251 2.00  
The Voice of Puerto Rico, Inc., Box 430, Ponce By-  
Pass, Ponce, P. R. 00731. Phones 842-0166, 7001.

- See affiliated AM station for additional information.
3. FACILITIES  
ERP 9,000 w.; 105.1 mc.  
Operating schedule: 6 am-midnight. AST.  
Antenna ht.: 250 ft. above average terrain.
5. GENERAL ADVERTISING See coded regulations  
Member: Cadena Radio Puerto Rico.

### TIME RATES

No. 3 ET 2/16/73—Rec'd 4/24/72.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
2.00	1.00	.60

7. PACKAGE PLANS

PER MO:	Mon-Sat		Mon-Sun	
	5 ti	10 ti	5 ti	10 ti
15 sec	150	230	117	234
30 sec	175	250	137	251
15 sec	50	100	125	150

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	
1 x	60	30	15

## WZAR (FM)

1966

Media Code 4 240 5513 5.00  
Ponce Broadcasting Corp., Box 38, Playa Ponce,  
P. R. 00731. Phones 842-3038, 1170, TWX 843-  
1170.

- See affiliated AM station for additional information.  
AM facilities: WLEO.
3. FACILITIES  
ERP 11,500 w. (horiz.), 11,500 w. (vert.); 101.9 mc  
Stereo.  
Operating schedule: 24 hours daily. AST.  
Antenna ht.: 4,260 ft. above average terrain.

### TIME RATES

No. 1 ET 6/1/71—Rec'd 6/29/71.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	15 sec
4.00	2.60	1.65

7. PACKAGE PLANS

MON THRU SAT, PER MO:	1 min	30 sec	15 sec
5 ti	400	250	150
10 ti	650	375	225

Minimum 13 weeks

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	40

## SAN JUAN (11 AM; 7 FM)

(including Boyomon)  
Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc.  
within the area.

## WAPA

1947

SAN JUAN

NAB

A Hearst Owned Station  
Media Code 4 240 6000 2.00  
Hearst Radio, Inc., Box 4563, San Juan, P. R. 00965.  
Phone 734-3000.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Ray Owen.  
Program Director—Francisco Aramendí, Jr.  
Commercial Manager—Jose Bonilla.
2. REPRESENTATIVES  
Pan American Broadcasting Company.
3. FACILITIES  
10,000 w.; 680 kc.  
Operating schedule: 13 hours daily. AST.
4. AGENCY COMMISSION  
15%: no cash discount.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b,  
16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
23b, 24c, 25a, 26, 28b, 28c, 29a.  
Contracts: 40a, 41, 42b, 45, 46, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60g, 61c, 62d.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.



Son Juan—W B M J—Continued

**TOTAL CONTRACT**  
**ORDER:** \$100 \$250 \$500 \$1,000 \$2,000 \$3,500  
 TAP 1..... 10.60 9.80 9.10 8.50 8.00 7.60  
 TAP 2..... 9.00 8.30 7.70 7.20 6.80 6.50  
 TAP 3..... 7.30 6.70 6.20 5.80 5.50 5.30  
 1 min.; extra 25%..... 15 sec.; less 25%.  
 Specified time in AA, A or B, extra 25%.

**10. SPECIAL FEATURES**  
 Newscasts: Extra 25%.  
 Schedule must be equally distributed among all hour parts.

**WCAD (FM)**  
 1965

Media Code 4 240 6156 2.00  
 American Colonial Broadcasting Corp. of Puerto Rico, Box 4583, San Juan, P. R. 00936. Phone 767-4795.  
 See affiliated AM station for additional information. AM facilities: WKVM.

**STATION'S PROGRAMMING DESCRIPTION**  
 WCAD (FM): Programmed for young adults and teens.  
**MUSIC** 90%: progressive rock, rhythm & blues, latin & country. All music programs handled by AIR PERSONALITIES. **NEWS** 10%: 2 1/2 hour English language newscast 6:30-9 am M-F, features international, national, local, sports, business news & music, conversation and special features. Community affairs, public service campaigns and other projects. **COMMERCIAL POLICY:** Complete bilingual (English/Spanish) production available. Maximum commercial load 6 units per hour, 2 units per 20 min segment. Rec'd 3/25/74.

**1. PERSONNEL**  
 Station Manager—Janet Luttrell.  
 General Sales Manager—Lynn Beaumont.  
**3. FACILITIES**  
 ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.7 mc. Stereo.  
 Operating schedule: 24 hours daily. AST. Antenna ht.: 300 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 20/0 time only.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Rec'd 5/3/74.

SPOT ANNOUNCEMENTS	1 hr	6 ti	12 ti	18 ti	24 ti
1 min.	10	9	8	7	6
30 sec.	9	8	7	6	5
ROS, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	10	9	8	7	6
30 sec.	9	8	7	6	5
ROS, PER MO:	50 ti	75 ti	100 ti	150 ti	200 ti
1 min.	7	6	5	4	3
30 sec.	6	5	4	3	2
ROS, PER YR:	500x	1000x	1500x	2000x	2500x
1 min.	7	6	5	4	3
30 sec.	6	5	4	3	2

**WEYA (FM)**  
 1964

Media Code 4 240 6187 7.00  
 Radio Aeropuerto, Inc., 74 Mayaguez St., Hato Rey, San Juan, P. R. 00917. Phone 766-5000.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Carlos M. Pirallo.  
 Program Director—Jose A. Cruz.  
 Chief Operator—Rafael A. Valdes.  
**3. FACILITIES**  
 ERP 30,000 w.; 94.7 mc. Stereo.  
**4. AGENCY COMMISSION**  
 15/0.  
**5. GENERAL ADVERTISING** See coded regulations AM facilities: WIAL.

**TIME RATES**  
 No. 1 Eff 3/4/74.

PACKAGE PLANS	1 wk	3 wk	6 wk	12 wk
ROS, EA:	1 wk	3 wk	6 wk	12 wk
1 min.	2.31	2.08	1.96	1.63
30 sec.	1.72	1.54	1.48	1.19
15 sec.	1.06	.95	.92	.74

6 spots daily Mon thru Sat/3 Sun.

**WHOA**  
 1954  
**SAN JUAN**

Media Code 4 240 6250 3.00  
 Continental Broadcasting Corp., Box V., 105 Padre de las Casas, Esq. Munoz Rivera, Hato Rey, P. R. 00919. Phone 765-8700.

**STATION'S PROGRAMMING DESCRIPTION**  
 WHOA: bilingual middle-of-the-road with accent on public affairs & news. **NEWS:** local 60%, national 50%. Carry network news plus U. S. wire service by cable direct from states. AP service station. Featured programs by local personalities. **MUSIC:** middle-of-the-road blend of best from states and best from Latin America. Rec'd 10/6/69.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Carmina Mendez.  
 Manager—Vincent J. Polley.  
**3. FACILITIES**  
 5,000 w.; 870 kc.  
 Operating schedule: 19 hours daily. AST.  
**4. AGENCY COMMISSION**  
 15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 4a, 4c.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b 15b.  
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 30.  
 Contracts: 44a, 44b, 45, 46, 50, 51b.  
 Comb.; Cont. Discounts: 60h, 60i, 61a, 61b, 62d.  
 Cancellation: 70a, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 11 Eff 1/1/71—Rec'd 9/1/71.

SPOT ANNOUNCEMENTS	1 hr	6 ti	12 ti	18 ti	24 ti
1 min.	10	9	8	7	6
30 sec.	9	8	7	6	5

**6. SPOT ANNOUNCEMENTS**  
 1 min. 10.00 9.00 8.00 7.00 6.00  
 30 sec. 7.00 6.30 5.60 4.90 4.20

**7. PACKAGE PLANS**  
**PER WK:** 20 ti 25 ti 30 ti 35 ti 40 ti  
 1 min. 494 618 741 865 988  
 30 sec. 347 433 520 607 693  
 Rates are cost per mo; 6 mo minimum.

**10. SPECIAL FEATURES**  
 5-min news..... 15 3-min news..... 9

**WIAC** 1947 **WIAC-FM** 1961  
**SAN JUAN**

Media Code 4 240 6500 1.00  
 Bestor Broadcasting, Inc. of Puerto Rico, Box 4504, San Juan, P. R.; Ponce De Leon Ave., 1261 Santurce, P. R. 00901.

**1. PERSONNEL**  
 General Manager—Luis A. Mejia.  
**3. FACILITIES**  
 10,000 w.; 740 kc.  
 Operating schedule: 6:00 am-midnight. AST.  
**FM FACILITIES**  
 ERP 91,600 w.; 102.5 mc.  
 Antenna ht.: 142 ft. above sea level.  
 Operating schedule: 7:00 am-11:00 pm daily. AST.

**4. AGENCY COMMISSION**  
 15/0 time only; monthly.  
**5. GENERAL ADVERTISING** See coded regulation  
 General: 1a, 3a, 4a, 4c, 5, 6a, 7b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 28b, 29a.  
 Contracts: 40a, 46, 48.  
 Comb.; Cont. Discounts: 60b, 61b, 62e.  
 Cancellation: 70a, 70c, 71b, 73a.

**TIME RATES**  
 Rates effective April 1, 1964. (Card No. 4.)  
 Card received April 17, 1964.

SPOT ANNOUNCEMENTS	1 min	7.00	15 sec.	2.50
1 min.	7.00	4.00		
30 sec.				

**7. PACKAGE PLANS**  
 (Monday thru Saturday)

PER MO:	1 min	30 sec	15 sec
5 ti	850	490	275
10 ti	1610	935	525
15 ti	2260	1260	750

(Monday thru Sunday)

5 ti	965	555	310
10 ti	1825	1050	590
15 ti	2540	1410	840

All packages are across the board only.

**8. PROGRAM TIME RATES**  
 (5:30 am-11:00 pm)

1 hr	1/2 hr	1/4 hr	
1 ti	80.00	50.00	27.00
26 ti	75.00	47.00	25.00
53 ti	70.00	44.00	23.00
103 ti	65.00	41.00	21.00
312 or more ti	60.00	38.00	19.00

**WJIT** 1947 **WJIT-FM** 1961  
**SAN JUAN**

Media Code 4 240 6750 2.00  
 Pueblo Broadcasting Co., Inc., El Monte Mall, Hato Rey, P. R. 00918.

**1. PERSONNEL**  
 President—Sergio Camero.  
 General Manager—Rafael A. Vega.  
**2. REPRESENTATIVES**  
 International Newspaper Representative, Inc., 501 Madison Ave., New York 22, N. Y.

**3. FACILITIES**  
 10,000 w.; 1140 kc.  
 Operating schedule: 19 hours daily. AST.  
 FM-ERP 10,000 w.; 93.7 mc.  
 Antenna ht.: 215 ft. above average terrain.  
**4. AGENCY COMMISSION**  
 20% on net station time charges.

**5. GENERAL RATE POLICY**  
 Contracts must be signed specifying the number of periods not to exceed one year's duration and provide for a minimum of one transmission weekly.

**TIME RATES**  
 No. 1 Eff 9/1/70—Rec'd 12/11/70.

SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
Flat	11.00	7.50	4.00

**7. PACKAGE PLANS**  
 SPECIAL PACKAGES  
 (Minimum of 13 consecutive weeks)

PER MO:	15 sec	30 sec	1 min
5 ti	398	747	1096
10 ti	754	1414	1866

MON THRU FRI

5 ti	468	877	1287
10 ti	884	1658	2431

MON THRU SAT

5 ti	534	1101	1468
10 ti	1007	1888	2769

MON THRU SUN

**8. PROGRAM TIME RATES**  
 Flat 1 hr 1/2 hr 1/4 hr  
 100 60 40

**10. SPECIAL FEATURES**  
 News programs broadcast simultaneously, Mon thru Sat from 5:30-8 am, AM and FM. Also 5 min at :60.  
 Flat 1 min 30 sec 15 sec  
 13.50 9.00 5.00

**WKAQ**  
 1922  
**SAN JUAN**

Media Code 4 240 7000 1.00  
 El Mundo Broadcasting Corp., Box 4668, San Juan, P. R. 00936.  
 Studios: 383 Franklin D. Roosevelt Ave., Hato Rey, P. R. 00918.

**1. PERSONNEL**  
 General Manager—Reinaldo Royo, Jr.  
 Sales Manager—Raul Muxo.  
 Program Director—Jose Juan Ortiz.  
**2. REPRESENTATIVES**  
 Inter-American Publications, Inc.

**3. FACILITIES**  
 5,000 w.; 580 kc.  
 Operating schedule: 24 hours daily. AST.  
**4. AGENCY COMMISSION**  
 15/0 time only; monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b.  
 Rate Protection: 10b, 11b, 12c, 13b, 14b.  
 Basic Rates: 20b, 21b, 22a, 23a, 26, 27, 30, 31, 33a.  
 Contracts: 40a, 42c, 43, 44a, 45, 46, 47e, 48, 49, 50, 51a, 51c.  
 Comb.; Cont. Discounts: 61a, 62b.  
 Cancellation: 70a, 70c, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Programs and announcements made in Spanish.

**TIME RATES**  
 No. 21 Eff 1/1/74—Rec'd 5/31/74.

SPOT ANNOUNCEMENTS	A	B
A—6 am-7 pm		
B—All other times		
1 min	30	15
30 sec	15	7

**7. PACKAGE PLANS**  
 A—8 am-7 pm.  
 A & B—8 am-midnight.

1 min	30 sec	15 sec	
A, DAILY	5 ti	10 ti	5 ti
Mon-Sat	5100	1800	3200
Mon-Sun	5500	2100	3700
A & B, 10 TI DAILY:	30 sec	15 sec	
Mon-Sat (5A, 5B)	2900	2100	
Mon-Sun (5A, 5B)	3200	2500	

Spots on Package plans may be used in less than 13 weeks if desired, with the approval of station.

**8. PROGRAM TIME RATES**  
 A—6 am-7 pm.  
 B—All other times.

1 hr	1/2 hr	1/4 hr	1 hr	1/2 hr	1/4 hr
1 x	220	135	80	175	100
52 x	205	125	70	165	85
104 x	190	115	60	150	75

**10. SPECIAL FEATURES**  
 A—6-8 am.  
 B—5:30-6 am.  
**RADIO RELOJ**  
 Broadcast simultaneously Mon thru Sat 5:30-8 am including all spots at following combined rate (includes WKAQ, WKAQ-FM, San Juan, WLEO, Ponce, WKJB, Mayaguez and WABA, Aguadilla):

1 min	30 sec	15 sec	1 min	30 sec	15 sec
46	33	24	35	23	17

**WKAQ-FM**  
 1958  
**SAN JUAN**

Media Code 4 240 7125 6.00  
 El Mundo Broadcasting Corp., Box 4668, San Juan, P. R. 00936.  
 Studios: 383 F. D. Roosevelt Ave., Hato Rey, P. R. 00918.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 50,000 w. (horiz. & vert.); 104.7 mc. Stereo.  
 Operating schedule: 5:30 am-11 pm. AST.  
 Antenna ht.: 287 ft. above average terrain.

**TIME RATES**  
 No. 1 Eff 6/1/68—Rec'd 6/3/68.

SPOT ANNOUNCEMENTS	15 sec	30 sec	1 min
1 x	1.60	2.60	3.60

**7. PACKAGE PLANS**  
 3 CONSECUTIVE MONTHLY PACKAGES  
 (Mon thru Sat)

15 sec	3 ti	6 ti	10 ti
15 sec	105	205	340
30 sec	175	340	540
1 min.	235	460	740

(Daily)

15 sec	120	230	380
30 sec	205	400	625
1 min.	280	550	875

**8. PROGRAM TIME RATES**  
 1 hr..... 1x 26x 52x 104+  
 1/2 hr..... 46 42 38 34  
 1/4 hr..... 26 23 21 19  
 1/4 hr..... 15 14 13 12

**WKVM**  
 1945  
**SAN JUAN**

Media Code 4 240 7250 2.00  
 American Colonial Broadcasting Corp., Box 4189 San Juan, Puerto Rico. Phone 722-0151, 724-0123.  
 All correspondence: WKVM, 1000 Ponce de Leon Ave. Santurce, Puerto Rico 00908.

**1. PERSONNEL**  
 General Manager—Gina Rivera.  
**3. FACILITIES**  
 25,000 w.; 810 kc.  
 Operating schedule: 5:30-1 am. AST.

**PUERTO RICO**

**4. AGENCY COMMISSION**  
 20% time only; no commission on program charges.  
**5. GENERAL ADVERTISING** See coded regulations  
 Contracts: 40a.  
 FM facilities: WCAD (FM).

**TIME RATES**  
 Eff 10/1/72—Rec'd 10/26/73.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	15 sec
Ea	16	11

**7. PACKAGE PLANS**  
 3 mo minimum contract, minimum 3 spots daily Mon thru Sat. No frequency discount.

1 min	30 sec	15 sec
Ea	13	9

**RADIOREPORTER SPOTS**  
 Ea, no frequency discount..... 21 14 9

**8. PROGRAM TIME RATES**  
 1 hr..... 200.00 1/4 hr..... 75.00  
 1/2 hr..... 125.00

**WPRM (FM)**  
 1959  
**SAN JUAN**

Media Code 4 240 7750 1.00  
 Arso Radio Corp., Box 5369, San Juan, P. R. 00906.  
 Phones 744-3131, 3132, 3133, 723-4195.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Jesus M. Soto.  
 Sales Manager—Victor J. Falcon.

**3. FACILITIES**  
 ERP 25,000 w.; 98.5 mc.  
 Operating schedule: 6:30 am-midnight. AST.  
 Antenna ht.: 1,908 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% 2% cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4c, 5, 6a, 7a.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 22b, 23a, 24a, 24b, 26, 28b, 29a.  
 Contracts: 40c, 42a, 45, 47a, 48.  
 Comb.; Cont. Discounts: 60h, 61a, 61b, 61c, 62b, 62e.  
 Cancellation: 70a, 70c, 71b, 73a.  
 Station will not broadcast more than 2 commercials in any one break; all commercial announcements will have the same rate, but cannot exceed 30-seconds.  
 (\*) 60 min..... 5.00 30 min..... 3:00  
 Sold in combination with WNELE, Caguas, P. R.  
 See that listing for discount.

**TIME RATES**  
 No. 3 Eff 12/1/68—Rec'd 1/31/69.

SPOT ANNOUNCEMENTS	1 min	30 sec	15 sec
1 x	2.50	2.00	1.50

**7. PACKAGE PLANS**  
 SPECIAL PACKAGES  
 (Minimum 13 consec wk—Mon thru Sun)

PER DAY:	30 SECONDS
2 ti	3 ti
PER WK:	4 ti
Monthly	6 ti
	8 ti
	58 ti
	90
	135
	180
	250
	325

**8. PROGRAM TIME RATES**  
 1 hr 1/2 hr 1/4 hr  
 40 30 20

**10. SPECIAL FEATURES**  
 3-MINUTE NEWS PROGRAMS  
 6 ti daily, per month..... 175  
 12 ti daily, per month..... 325

**TIME SIGNALS**  
 (Even or odd hours at :15 or :45)  
 15 sec (9 ti per day, 63 ti per wk), per month 150

**WQBS**  
 1960  
**SAN JUAN**

Media Code 4 240 7900 2.00  
 Quality Broadcasting Corp. of San Juan, Box 9986, 1st Federal Bldg., Santurce, P. R. 00908. Phone 809-725-4020.

**STATION'S PROGRAMMING DESCRIPTION**  
 WQBS: Programmed middle-of-the-road. AIR PERSONALITIES handle all segments. Newblock feature capsule sports & weathercasts, headline reports, detailed news. 6 man news staff, 3 mobile units, 7 news wires, remote facilities National, International, local & regional, special attention to Puerto Rican news (60-70%). Emphasis on actualities. **COMMERCIAL POLICY:** No charge for translations or reasonable production. Contact Representative for further details. Rec'd 5/10/74.

**1. PERSONNEL**  
 President—Alfredo R. de Arellano, Jr.  
 General Manager—Alfred D. Herger.

**2. REPRESENTATIVES**  
 Quality Broadcasting System.

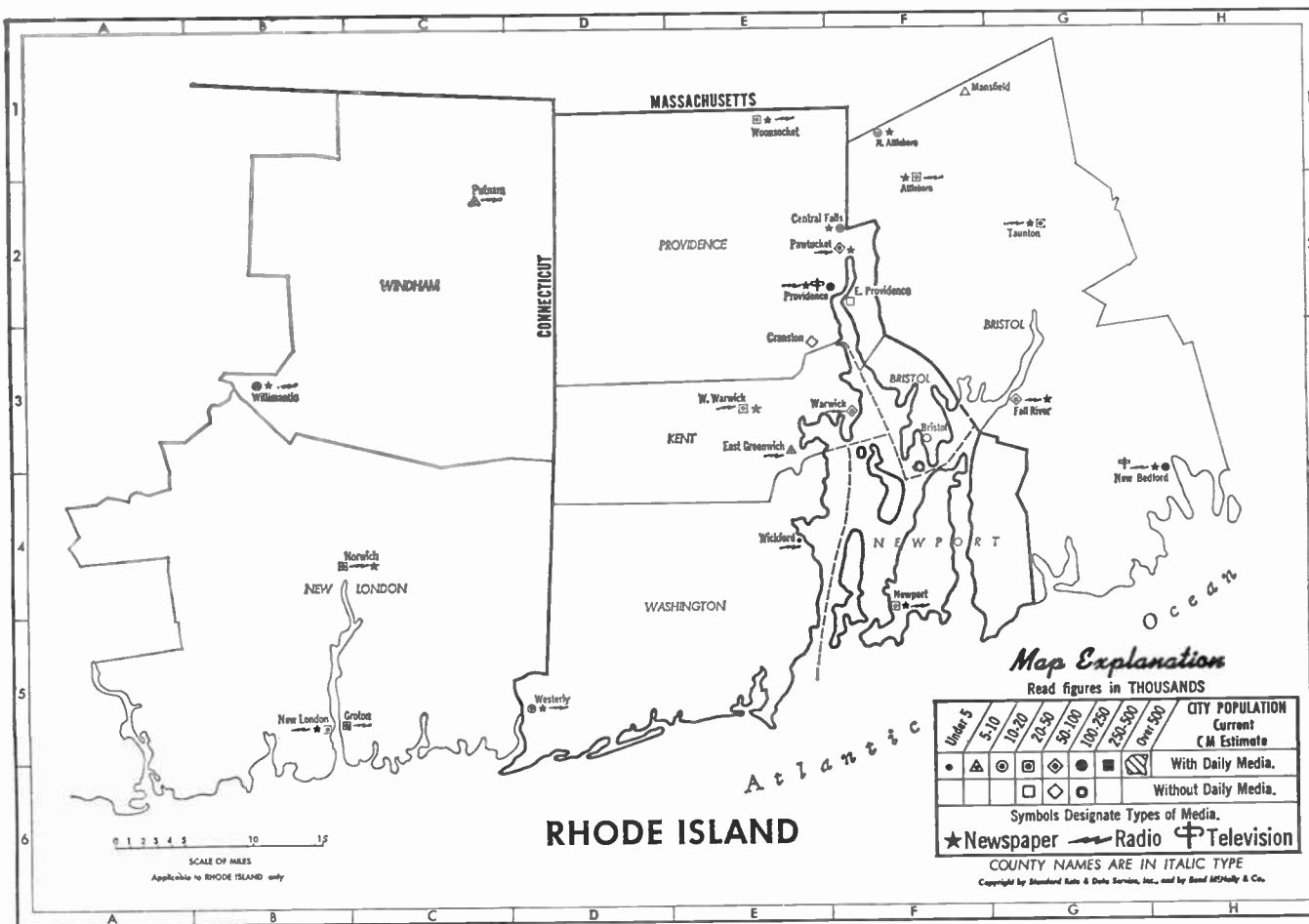




# Negro Population Data

(January 1, 1974)

STATE TOTAL.....	29,552	Providence-Warwick-Pawtucket (County Basis) ..	29,552
Providence-Warwick-Pawtucket (S.M.S.A.) .....	23,863	Total Metros (S.M.S.A.) .....	23,863
		Total Metros (County Basis) ..	29,552



## Demographics!

They're now a regular feature in SRDS. See Contents Page for exact location.

R-N 8/12

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

## State, County, City, Metro Area Data

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Coventry Town—Kent    Cranston—Providence    Cumberland Town—Providence    East Providence—Providence    Johnston Town—Providence    Newport—Newport    North Kingstown Town—Washington    North Providence Town—Providence    Pawtucket—Providence    Providence—Providence    Warwick—Kent    West Warwick Town—Kent    Woonsocket—Providence

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales— Per Household (\$)	Retail Sales—1973					Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)	Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
			Per Household (\$)	% Distribution of Families					Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)									
				3000	5000	8000	10000						15000								
<b>RHODE ISLAND STATE TOTALS.....</b>	976.4	318.31	4,086,913	12,839	6.2	14.0	12.9	29.1	30.9	2,318,652	7,284	479,093	85,528	372,139	124,926	99,768	404,676	138,691	487.75	3.0	22,745
<b>BRISTOL G-3.....</b>	45.8	13.96	216,918	15,539	3.8	12.2	10.8	27.5	40.6	75,199	5,387	21,715	3,321	4,718	4,815	3,454	17,090	5,924	25.36	.1	1,160
<b>KENT E-31.....</b>	151.6	48.11	653,915	13,592	4.5	11.2	12.3	32.2	35.5	414,196	8,609	89,198	13,234	100,430	13,629	12,088	64,608	24,886	83.72	.2	1,093
Coventry Town.....	25.2	7.56	95,246	12,599	.....	.....	.....	.....	.....	272,472	9,770	49,300	6,854	96,647	7,063	6,011	40,712	13,835	.....	.....	.....
Warwick.....	88.5	27.89	392,467	14,072	.....	.....	.....	.....	.....	63,989	7,502	19,474	2,850	1,877	4,602	2,172	7,559	4,971	.....	.....	.....
West Warwick Town.....	25.1	8.53	101,523	11,902	.....	.....	.....	.....	.....	167,057	6,362	34,411	6,556	22,292	8,026	4,973	32,314	11,108	40.57	.7	6,476
<b>NEWPORT F-41.....</b>	96.6	26.26	391,985	14,927	6.8	16.3	12.7	26.0	28.7	167,057	6,362	34,411	6,556	22,292	8,026	4,973	32,314	11,108	40.57	.7	6,476
Newport.....	31.1	9.94	125,405	12,616	.....	.....	.....	.....	.....	57,641	5,799	11,396	2,100	12,048	6,526	2,720	7,280	3,702	.....	.....	.....
<b>PROVIDENCE E-2.....</b>	591.6	204.70	2,466,140	12,048	6.8	14.2	13.0	29.1	29.5	1,470,284	7,183	287,208	55,078	231,996	92,813	73,916	254,337	83,204	295.31	1.1	7,253
Cranston.....	75.8	24.24	354,372	14,619	.....	.....	.....	.....	.....	142,853	5,893	37,073	7,636	17,303	8,024	14,532	19,937	10,690	.....	.....	.....
Cumberland Town.....	29.1	8.81	122,607	13,917	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
East Providence.....	50.1	16.70	210,721	12,618	.....	.....	.....	.....	.....	143,256	8,578	32,969	4,574	15,136	1,846	6,481	.....	.....	.....	.....	.....
Johnston Town.....	24.7	7.56	94,826	12,543	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
North Providence Town.....	26.2	8.57	113,189	13,208	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
Pawtucket.....	76.0	27.90	306,112	10,972	.....	.....	.....	.....	.....	184,301	6,606	34,696	8,552	32,566	15,100	10,567	38,381	10,562	.....	.....	.....
Providence.....	178.3	66.53	744,469	11,190	.....	.....	.....	.....	.....	636,680	9,570	94,461	18,168	108,119	55,979	25,164	98,323	28,235	.....	.....	.....
Providence-Warwick-Pawtucket Metro Area (Official S.M.S.A.).....	947.5	295.82	3,416,491	11,549	.....	.....	.....	.....	.....	2,308,689	7,804	491,300	79,527	379,607	121,807	101,339	400,336	134,396	352.07	.....	.....
Providence-Warwick-Pawtucket Metro Area (county basis).....	976.4	318.31	4,086,913	12,839	6.2	14.0	12.9	29.1	30.9	2,318,652	7,284	479,093	85,528	372,139	124,926	99,768	404,676	138,691	487.75	.....	.....
Woonsocket.....	48.1	17.23	173,646	10,078	.....	.....	.....	.....	.....	108,683	6,308	23,596	4,380	19,896	9,434	6,468	17,279	6,298	.....	.....	.....
<b>WASHINGTON D-5.....</b>	90.8	25.28	357,955	14,160	6.5	14.2	13.0	28.2	30.8	191,916	7,592	46,561	7,339	12,703	5,643	5,337	36,327	13,569	42.79	.9	6,763
North Kingstown Town.....	30.2	7.05	125,966	17,868	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## RHODE ISLAND

### RHODE ISLAND

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## NEWPORT (1 AM)

Plus 1 paid cross reference.  
Newport County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WADK**  
1948

## American Information Network

Media Code 4 241 0500 5.00  
KEY Stations: Box 367, Newport, R. I. 02840. Phone 401-846-1540.

### 1. PERSONNEL

President—Arnold S. Lerner.  
General Manager—Gary Westphal Crowder.  
Program Director—John Motoszo.

### 2. REPRESENTATIVES

Jack Masia & Co., Inc.  
New England—Eckels & Queen, Inc.

### 3. FACILITIES

1,000 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15%; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 25a, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.

### TIME RATES

Eff 3/1/74—Rec'd 5/3/74.

### 7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti
1 min.....	12.00	11.75	11.50	11.00	10.50
30 sec.....	10.00	9.75	9.50	9.00	8.50

### 9. PARTICIPATING PROGRAMS

OPEN FORUM & PUBLIC OPINION SHOWS  
5 ti per wk, ea..... 12.00 3 ti per wk, ea..... 13.00  
13 wk minimum.

### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS  
PER WK, 13 WK MINIMUM: 7 ti 5 ti 3 ti 2 ti  
Ea..... 16 17 18 19  
Incl open & close plus 1-min & 20-sec spot.  
2 3-MINUTE PROGRAMS  
Ea..... 13 14 15 16  
Community news, weathercasts, sports, school menus.  
Incl open, close plus 1-min spot.  
13 wk minimum.

## WKFD

### WICKFORD

City of license, Wickford, R. I.  
America's Cup Studio—Box 596, 379 Thames St.,  
Newport, R. I. Phone 401-847-1370.  
See listing under Wickford, R. I.

### Advertisement

## WKFD

### 1961

Radio Lighthouse, Inc., Box 596, Newport, R. I.  
02840. Phone 401-847-1370.

**STATION'S PROGRAMMING DESCRIPTION**  
LOCAL NEWS: Sports, Marine weather, all family music. Fishing reports. America's Cup coverage.

### 1. PERSONNEL

Pres. & Gen. Mgr.—Ronald L. Hickman.

### 3. FACILITIES

1370 kc. 6 am Pre-sunrise til sunset (all-day-every-day).

### 4. AGENCY COMMISSION

15/0 time only.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 5/1/73.

### 7. PACKAGE PLANS

Within 7 days:	10 ti	15 ti	20 ti	30 ti	50 ti
1 min.....	75.90	108.90	137.50	196.35	310.75
30 sec.....	62.15	87.45	110.00	155.10	242.00

Other package plans and yearly rates available upon request.

## PAWTUCKET

Providence County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

### See Providence-Pawtucket

(including Warwick-East Greenwich; West Warwick)

## PROVIDENCE-PAWTUCKET

(10 AM; 5 FM)

(including Warwick-East Greenwich, West Warwick)

Kent County—Map Location E-3  
Providence County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning		Daytime		Afternoon		Evening	
	(6-10 am)	(10am-3pm)	(3-7 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)	(7 pm-midnight)
A.....	60	46	48	35	48	35	48	35
B.....	48	39	48	30	48	30	48	30
C.....	45	28	33	24	33	24	33	24
D.....	35	26	32	22	32	22	32	22
AVERAGE	47	35	40	28	40	28	40	28

## WARV

1959

### WARWICK-EAST GREENWICH

Media Code 4 241 0700 1.00  
The Warwick Radio Station, Inc. (a subsidiary of SCONNIX GROUP BROADCASTING, INC.), 19 Luther Ave., Warwick, R. I. 02886. Phone 401-737-0700.

### STATION'S PROGRAMMING DESCRIPTION

WARV: Programmed for adults and young adults. MUSIC: 75% modern MOR, 25% popular & soft rock hits of 50's to 70's with air personalities. NEWS at :30; during AM & PM drive times at :30 & :60. Marine weather & ski reports. SPORTS: high school football & baseball. COMMERCIAL POLICY: maximum 15 minutes per hour. Contact Representative for further details. Rec'd 10/23/72.

### 1. PERSONNEL

President—Randall T. Odeneal.

### 2. REPRESENTATIVES

The Devney Organization, Inc.  
Boston—New England Spot Sales, Inc.

### 3. FACILITIES

1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24a, 28a, 29a.  
Contracts: 40a, 42b, 45, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60d, 60h, 61a, 61b, 62e.  
Cancellation: 70a, 70e, 71a, 73a.

### TIME RATES

Eff 1/1/71—Rec'd 1/7/71.

### 6. SPOT ANNOUNCEMENTS

ROS:	1-5	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	7.50	7.00	6.50	6.00	5.50	5.00
30 sec.....	6.00	5.50	5.00	4.50	4.00	3.50

10 sec: 50% of 1-min.

### 8. PROGRAM TIME RATES

1 hr.....	1x	26x	52x
1/2 hr.....	85	80	75
	60	55	50

### 10. SPECIAL FEATURES

6-min news reports, ea, flat..... 10  
3-min sports reports, ea, flat..... 8

## WBRU (FM)

1966

PROVIDENCE

## American FM Network



Spot Sales, Inc.

NAB

Subscriber to the NAB Radio Code

Media Code 4 241 1000 5.00  
Brown Broadcasting Service, Inc., 75 Waterman St.,  
Providence, R. I. 02912. Phone 401-272-9550.

### STATION'S PROGRAMMING DESCRIPTION

WBRU (FM): MUSIC: rock, folk rock, jazz & blues programmed in concert form with emphasis on coherent music segments. Directed towards 18-34 age bracket. AIR PERSONALITIES handle all segments. Exposure is given to new & unknown artists provided music is in accord with station's programming objectives. NEWS: network at :15 followed by local news capsule; wrap-up 6-6:30 pm includes commentary, M-Sat; Evening report 10-10:15 pm. PUBLIC AFFAIRS: 1/2 hour (daily) interviews, speeches, documentaries. COMMERCIAL POLICY: no more than 8 commercial messages per hour. Contact Representative for further details. Rec'd 10/8/73.

### 1. PERSONNEL

General Manager—Kip Hawley.  
Program Director—Thor Johnson.

### 2. REPRESENTATIVES

ABC FM Spot Sales.

### 3. FACILITIES

ERP 50,000 w.; 95.5 mc. Stereo.  
Operating schedule: 6-3 am. EST.  
Antenna ht.: 220 ft. above average terrain.

### 4. AGENCY COMMISSION

15% on time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 4a, 4d, 6b, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 24c, 28b, 28c.  
Contracts: 40c, 41, 45, 46, 51a, 51b.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70c, 72, 73b.  
Prod. Services: 80.  
Affiliated with American FM Network.

### TIME RATES

No. 8NR Eff 10/1/73—Rec'd 10/8/73.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 6 am-3 pm; Sat & Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 ti	12 ti	18 ti	24 ti	1 ti	12 ti
1 min 25	22	20	18	20	18
30 sec	20	18	14	16	14

## WEAN

1922

PROVIDENCE

## ABC Contemporary Network



Alan Torbet Associates, Inc.

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 241 2000 4.00  
Providence Journal Co., 10 Dorrance St., Providence,  
R. I. 02903. Phone 401-277-7105.

### STATION'S PROGRAMMING DESCRIPTION

WEAN: Programmed for adults & young adults. MUSIC: contemporary MOR, NEWS: local at :59, network at :60; commuter time, morning and afternoon drive time at :25. 4 man local news staff, mobile unit. SPORTS: pro baseball. COMMERCIAL POLICY: personality endorsements not permitted. Contact Representative for further details. Rec'd 11/2/73.

### 1. PERSONNEL

Director of Broadcasting—H. William Koster.  
Station Manager—Lincoln W. N. Pratt.  
National Sales Manager—Austin R. Mulligan.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

5,000 w.; 790 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 net time; payable 15th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21a, 21c, 22b, 23a, 24b, 24c, 25a, 26, 28a, 29a, 30.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60k, 62b.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WPIB (FM).  
Affiliated with American Contemporary Network.

### TIME RATES

Eff 3/5/73—Rec'd 3/1/73.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7-11 pm.  
C—All other times.

### 6. SPOT ANNOUNCEMENTS

CLASS AAA		30 sec	
PER WK:	1 min	1 min	1 min
1 x	33	31	29
2 x	29	27	25
3 x	27	25	23
4 x	25	23	21

### CLASS A

1 x	21	19	18	17	15	14	13
2 x	19	17	16	15	14	13	12
3 x	17	15	14	13	12	11	10

### CLASS B

1 x	19	17	16	15	14	13	12
2 x	17	15	14	13	12	11	10
3 x	15	13	12	11	10	9	8

### CLASS C

1 min.....	21	20	19	18
30 sec.....	17	16	15	14

### 7. PACKAGE PLANS

AUDIENCE PLAN—50% DRIVE, 50% OTHER

1 min.....	21	20	19	18
30 sec.....	17	16	15	14

### 10. SPECIAL FEATURES

5 MINUTE NEWS

PER WK:	1x	156x	260+	1x	AA	260+
1 ti.....	39	37	35	35	33	31
6 ti.....	37	35	33	33	31	29
12+.....	35	33	31	31	29	27

1 ti.....	27	25	23
6 ti.....	25	23	21
12+.....	24	22	20

## WNGG

1950

PAWTUCKET



ROBERT E. EASTMAN & CO., INC.

Media Code 4 241 2250 5.00  
Roger Williams Broadcasting Co., Inc., Box 55,  
Cumberland, R. I. 02864. Phone 401-725-9000.

### STATION'S PROGRAMMING DESCRIPTION

WNGG: programmed for total audience appeal. MUSIC: predominantly top 40 with careful mix of gold & current album cuts. Emphasis on local news. 16 traffic reports daily in drive times. Weekend beach reports. COMMERCIAL POLICY: maximum 12 minutes per hour. Contact Representative for further details. Rec'd 8/6/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Donald R. Hysko.  
General Sales Manager—Gary Burns.  
Program Director—Brad Pierce.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

1,000 w.; 550 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING See coded regulations

</



**WHIM** 1947 **WHIM-FM** 1966  
PROVIDENCE



**NAB** **RAB**

Subscriber to the NAB Radio Code

Media Code 4 241 2500 3.00  
Franks Broadcasting Co., Inc., 115 Eastern Ave.,  
East Providence, R. I. 02914. Phone 401-438-9110.

**STATION'S PROGRAMMING DESCRIPTION**  
WHIM Programmed for adults & young adults 18-  
49  
MUSIC modern country NEWS 5-minutes at 10:00  
& 3-minutes at 10:10 in drive times, at 6:00 &  
30 all other day parts Drive time helicopter traffic  
reports Weekend marine weather reports every hour.  
SPORTS: professional football Contact Representative  
for further details Rec'd 8/26/74

- PERSONNEL**  
President—John E. Franks.  
Operations Manager—Carroll Philbrook.  
General Sales Manager—Vic Sylvia.
- REPRESENTATIVES**  
Katz Radio.  
Boston—Kettell-Carter, Inc.
- FACILITIES**  
1,000 w. days; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w.; 94.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 434 ft. above average terrain.  
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**  
15/0 net time charges.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 14c, 15c.  
Basic Rates: 20a, 21a, 24a, 24c, 25a, 28b, 29a, 30,  
33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 47c.  
Comb.; Cont. Discounts: 60b, 60a, 60i, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Affiliated with Katz Radio Network.  
Affiliated with MBS.

**TIME RATES**

No. 3 Eff 6/15/73—Rec'd 6/27/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	38	35	33	31	31
AA	33	28	26	24	24
A	22	20	18	16	16

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**8. PROGRAM TIME RATES**  
5 min—1-1/4x 1-min. 1/4 hr—1-3/4x 1-min.  
10 min—1-1/2x 1-min.



1947  
PROVIDENCE



Media Code 4 241 3000 3.00  
Crohan Communications Co., Box 1290, Providence,  
R. I. 02905. Phone 401-521-2711.

- PERSONNEL**  
President—Robert J. Crohan.  
Station Manager—Francis X. Corrao.  
Program Manager—Sherman A. Strickhauser.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Boston—Eckels & Queen, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1290 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23b, 24a, 24c,  
25a, 27, 28b, 28c, 29a, 32b, 33d.  
Contracts: 40c, 41, 42a, 44b, 45, 46, 47a, 49, 50, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60f, 60i.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 81, 82.  
Affiliated with CBS.

**TIME RATES**

No. 1 Eff 7/1/74—Rec'd 6/4/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

	AAA		AA		A	
	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	50	40	30	35	28	21
12 ti	45	36	27	32	26	20
18 ti	—	—	—	32	25	19
<b>B</b>						
1 ti	25	20	15	18	14	11
12 ti	24	19	14	17	13	10
18 ti	23	18	13	16	12	9



1922  
PROVIDENCE



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code

Media Code 4 241 3500 2.00  
The Outlet Company, 176 Weybosset St., Providence,  
R. I. 02903. Phone 401-751-5700. TWX 401-521-  
5372.

**STATION'S PROGRAMMING DESCRIPTION**  
WJAR: Programmed for adults 18-49  
MUSIC: AIR PERSONALITIES play current & all-  
time hits of past 20 years NEWS: 8 min local &  
network at :60. Extended newscasts in drive periods.  
SPORTS: college basketball & football, pro hockey,  
football & championship events. Contact Representa-  
tive for further details. Rec'd 11/29/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Alan H. Andrews.  
Sales Manager—Howard Holland.  
Program Director—David Hedrick.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w.; 920 kc. Directional—night only.  
Operating schedule: 24 hours, EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3d, 4a, 5, 6a, 7b, 8  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21d, 24c, 25a, 27, 28c, 29b,  
30, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60c, 62d.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 81, 82.  
Affiliated with NBC.

**TIME RATES**

No. 18 Eff 5/1/73—Rec'd 5/3/73  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 10 am-  
7 pm.  
B—Mon thru Sun 7-10 pm.  
C—Mon thru Sun 10 pm-6 am.

**8. SPOT ANNOUNCEMENTS**

	CLASS AAA					CLASS AA					CLASS A				
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	1 ti	6 ti	12 ti	18 ti	24 ti	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	49.00	38.00	35.00	32.00	29.00	32.00	30.50	28.00	25.50	23.00	19.00	18.00	16.00	15.00	14.00
30 sec	24.00	23.00	21.00	19.00	17.50	17.00	15.50	14.50	13.00	12.00	10.00	9.00	8.00	7.00	6.00
10 sec	17.00	15.50	14.50	13.00	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00	2.00

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

**7. PACKAGE PLANS**  
AUDIENCE IMPACT PLAN: 1 min 30 sec 10 sec  
12 ti (3AAA, 3AA, 4A, 2B)..... 24.00 19.00 14.50  
18 ti (4AAA, 5AA, 6A, 3B)..... 22.00 17.50 13.00  
24 ti (6AAA, 6AA, 8L, 4B)..... 20.00 16.00 12.00  
All spots and plans may be combined to earn maxi-  
mum weekly frequency.

#1 With Men & Women 18-34  
#2 With Men & Women 18-49

**Superstar**  
**920 WJAR**

ARB TSA 4/5/74  
Mon-Fri 6AM-7PM  
Avg. 1/2 Hour Listeners  
Subject to ARB's  
qualifications.

Rep: McGavren-Guild

**WKRI**  
1956

WEST WARWICK

Media Code 4 241 3750 3.00

Consolidated Communications, Inc., 1501 Main St.,  
West Warwick, R. I. 02893. Phone 401-821-0200.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRI: MUSIC: current hits blended with most im-  
portant hits of past 2 decades. Current albums  
selected for appeal to young adults. NEWS: local  
at :49 in AM drive; delayed network news at :49  
rest of day followed by local in PM. Telephone show  
—listeners call to discuss community problems &  
possible solutions. Contact Representative for further  
details. Rec'd 2/2/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Hal Carpenter.  
Business Manager—Jeanne McDonough.  
Sales Manager—Bob Andrade.
- REPRESENTATIVES**  
New York, Boston—Eckels & Queen, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6-1 am, EST.
- AGENCY COMMISSION**  
15% time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 21a, 21b, 21d, 22a, 22b, 23a, 24b, 26,  
28a, 28c, 29a, 32a, 32d.  
Contracts: 40a, 42a, 42a, 45, 46.

Comb.; Cont. Discounts: 60b, 60g, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73b,  
Prod. Services: 82.  
Affiliated with MBS.

**TIME RATES**

No. 1 Eff 6/1/73—Rec'd 9/6/63.  
**6. SPOT ANNOUNCEMENTS**  
1 min fixed ..... 7.00 30 sec, fixed..... 5.00

**7. PACKAGE PLANS**

	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti
PER MO:	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.80	4.60	4.40	4.20	4.00	3.80
30 day period, minimum 1 spot every other day	10 ti	20 ti	30 ti	40 ti	50 ti	
PER WK:	5.75	5.50	5.00	4.50	4.25	
30 sec	4.60	4.40	4.00	3.60	3.40	

7-day period.

**DISCOUNT**  
6 mo—5% 12 mo—10%

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 75 50 35 25 15

**10. SPECIAL FEATURES**  
NEWS, PER WK: 1 ti 2 ti 3 ti 5 ti 10 ti  
Ea ..... 12 11 10 9 8  
Incl open & close ID plus 1 1-min spot.

**WLKW** 1961 **WLKW-FM** 1955  
PROVIDENCE



Media Code 4 241 4000 2.00  
Radio Rhode Island, Inc., 228 Weybosset St., Provi-  
dence, R. I. 02903. Phone 401-331-7810.

**STATION'S PROGRAMMING DESCRIPTION**  
WLKW: Programmed for adults 18-49.  
AIR PERSONALITIES 24 hours a day, M-Sun,  
featuring middle-of-the-road standards, new albums,  
singles of an adult appeal, Broadway and Hollywood  
themes. NEWS: local, national and world news, 5  
min reports on hour and half hour during morning  
and afternoon drive time, weather, news highlights  
on hour and 2 min news on half hour during daytime  
and weekends. 5 man local news staff, traffic &  
sports during AM drive. Sports capsules 7:15, 7:45,  
8:15 am and 4:15, 5:15 & 5:45 pm. Stock market  
reports 7 times daily between 10:45 am-5:45 pm.  
Contact Representative for further details. Rec'd  
5/3/71.

- PERSONNEL**  
President—William M. McCormick.  
Vice-Pres. & Gen'l Mgr.—Albert Makkay.  
General Sales Manager—Robert P. Carlson.
- REPRESENTATIVES**  
Avco Radio Sales.  
Boston—Creed Associates, Inc.
- FACILITIES**  
50,000 w. days; 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.);  
101.5 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 500 ft. above average terrain.  
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24b, 24c, 25a,  
26, 27, 28b, 29a, 30 33a.  
Contracts: 40c, 41, 42d, 44a, 45, 46, 47c, 48.  
Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.  
Affiliated with Avco Group Plan.

**TIME RATES**

No. 16 Eff 7/15/74—Rec'd 7/15/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

	1 min				30 sec			
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	48	46	44	46	44	42	40
AA	48	46	44	42	44	42	40	38
A	32	30	28	26	28	26	24	22

10 sec: 60% of 1-min.

**7. PACKAGE PLANS**

	1 min 30 sec	
6 ti (AAA 1AM, 1 PM, 2AA, 2A).....	240	216
12 ti (AAA 3AM, 3PM, 3AA, 3A).....	456	408
18 ti (AA 5AM, 5PM, 5AA, 5A).....	648	576
24 ti (AAA 6AM, 6PM, 6AA, 6A).....	816	720

10 sec: 60% of 1-min.  
ROS within time classes.

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—4% 52 wk—8%  
Rateholder: 3 spots per wk.

**WPJB (FM)**  
1948

PROVIDENCE



Subscriber to the NAB Radio Code

Media Code 4 241 4500 1.00  
Providence Journal Co., 10 Dorrance St., Providence,  
R. I. 02903. Phone 401-277-7105.

See affiliated AM station for additional information.  
AM facilities: WEAV.

**STATION'S PROGRAMMING DESCRIPTION**  
WPJB (FM): MUSIC: 9 pm-12M serious, 12M-1 am  
standards. Contact Representative for further de-  
tails. Rec'd 3/5/71.

- FACILITIES**  
ERP 50,000 w.; 105.1 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 500 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ED—Rec'd 2/9/73.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sun 6 10 am & 7-11 pm.

**6. SPOT ANNOUNCEMENTS**

	AAA		AA		A	
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
1 min	7.00	6.00	5.50	5.00	6.00	5.00
30 sec	5.00	4.50	4.40	4.30	4.00	3.50

**7. PACKAGE PLANS**

	AAA		AA		A	
PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
1 min	5.50	5.00	4.50	4.00	4.50	4.00
30 sec	4.40	4.00	3.60	3.20	3.60	3.20

**10. SPECIAL FEATURES**  
3-min newscast—1-1/2x 1 min.

**WPRO**

1924

PROVIDENCE



Subscriber to the NAB Radio Code

Media Code 4 241 5000 1.00  
Capital Cities Communications, Inc., 1502 Wampa-  
noug Trail, East Providence, R. I. 02915. Phone  
401-433-4200.

**STATION'S PROGRAMMING DESCRIPTION**  
WPRO: Programmed for adults 18-49.  
AIR PERSONALITIES 24 hours a day, M-Sun,  
featuring middle-of-the-road standards, new albums,  
singles of an adult appeal, Broadway and Hollywood  
themes. NEWS: local, national and world news, 5  
min reports on hour and half hour during morning  
and afternoon drive time, weather, news highlights  
on hour and 2 min news on half hour during daytime  
and weekends. 5 man local news staff, traffic &  
sports during AM drive. Sports capsules 7:15, 7:45,  
8:15 am and 4:15, 5:15 & 5:45 pm. Stock market  
reports 7 times daily between 10:45 am-5:45 pm.  
Contact Representative for further details. Rec'd  
5/3/71.

- PERSONNEL**  
President—William M. McCormick.  
Vice-Pres. & Gen'l Mgr.—Albert Makkay.  
General Sales Manager—Robert P. Carlson.
- REPRESENTATIVES**  
Avco Radio Sales.  
Boston—Creed Associates, Inc.
- FACILITIES**  
50,000 w. days; 990 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.);  
101.5 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 500 ft. above average terrain.  
Simulcast sunrise-local sunset.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20b, 21b, 23a, 28b, 29a, 33c.  
Contracts: 40a, 42a, 42c, 43, 44a, 44b, 45, 46, 51c.  
Comb.; Cont. Discounts: 60b, 60e, 60i, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Blair Represented Network.

**TIME RATES**

No. 18 Eff 7/1/74—Rec'd 6/7/74.  
AAA—Mon thru Fri 5:30-10 am.  
AA—Mon thru Fri 3-8 pm, Sat 10 am-8 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun  
6 am-8 pm.  
B—Mon thru Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

	AAA				AA				A			
PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min	65	60	50	48	48	44	44	44	44	40	38	37
(*)	52	48	40	38	37	35	35	35	35	32	30	29

1 min/less: Mon thru Sun midnight—1 am, flat 6.00.  
(\*) 30 sec/less.

# RHODE ISLAND

## Providence—Pawtucket—W R I B—Cont'd

- 3. FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 22a, 22b, 23a, 24a.  
Member: Country Music Network.

### NATIONAL AND LOCAL RATES SAME

- Rates effective  
Rates received May 1, 1958.
- 6. SPOT ANNOUNCEMENTS**
- |           |      |           |      |
|-----------|------|-----------|------|
| 1-minute: |      |           |      |
| 1 time    | 8.00 | 78 times  | 6.20 |
| 13 times  | 7.55 | 156 times | 5.85 |
| 26 times  | 7.10 | 312 times | 4.96 |

- 7. PACKAGE PLANS**  
Special rates on long term contracts.
- 8. PROGRAM TIME RATES**
- |          |         |         |         |        |
|----------|---------|---------|---------|--------|
| 1 hr.    | 1/2 hr. | 1/4 hr. | 10 min. | 5 min. |
| 1 time   | 90.00   | 60.00   | 36.00   | 25.00  |
| 13 times | 85.50   | 57.00   | 34.20   | 23.75  |
| 26 times | 81.00   | 54.00   | 32.40   | 22.50  |
| 52 times | 76.50   | 51.00   | 30.60   | 21.25  |

## WARWICK-EAST GREENWICH

Kent County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### See Providence-Pawtucket

(Including Warwick-East Greenwich, West Warwick)

## WESTERLY (1 AM; 1 FM)

Washington County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**WERI**  
1949

**WERI-FM**  
1968



Westerly Broadcasting Company

Media Code 4 241 7000 9.00  
Westerly Broadcasting Co., Box 325, Colonial Office Bldg., Westerly, R. I. 02891. Phone 401-596-7728.

Other office: Pawcatuck, Conn. Phone 203-447-0254.

**STATION'S PROGRAMMING DESCRIPTION**  
WERI: Programming for general interest, more news more of the time.  
NEWS: 6-9 am, news and information, stock information, weather, sports, news, stock market, fishing, boating, 10 am-12N, air personalities, guest interviews, listener phone-ins, 12N, news, weather, sports, interviews, 1-4 pm, air personalities, middle-of-the-road music, 4-7 pm, news, national, regional, local, air reports, editorials, interviews, discussions, debates, 7-11 pm sports, pro baseball, football, hockey, basketball, college basketball, high school basketball, football, 2 mobile units, walkie-talkie units, major news services, 12 stringers. Contact Representative for further details. Rec'd 2/18/70.

### 1. PERSONNEL

President—Natale L. Ursio.  
Vice-Pres. & Gen'l Mgr.—Carl Grande.

### 2. REPRESENTATIVES

Michael Fulford Company, Inc.  
New England—Creed Associates, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 20,000 w.; 103.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 172 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0; bills payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 4c, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.; Cont. Discounts: 60b, 61b, 61c, 62b.  
Cancellation: 70a, 70b, 71a, 73a.  
Affiliated with MBS.

### TIME RATES

#### NATIONAL AND LOCAL RATES SAME

No. 9 Eff 2/13/70—Rec'd 2/20/70.

### 6. SPOT ANNOUNCEMENTS

PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	50 ti
6-10 am	13.00	12.50	12.00	11.50	10.50	10.00
10 am-3 pm	11.00	10.50	10.00	9.50	8.50	8.00
3-7 pm	9.00	8.50	8.00	7.50	6.50	6.00
7 pm-midnight	flat 4.50					
Midnight-6 am	flat 4.50					
30 sec; 80% of 1-min.						
PER YR:	1000x	780x	520x	260x	130x	52x
6-10 am	9.50	10.00	10.50	11.00	11.50	12.00
10 am-3 pm	7.50	8.00	8.50	9.00	10.00	10.50
3-7 pm	5.50	6.00	6.50	7.00	7.50	8.00
7 pm-midnight	flat 5.00					

### 10. SPECIAL FEATURES

NEWSCASTS

	13 wk	26 wk	39 wk	52 wk
5 min	65x	130x	195x	260x
	18	15	13	11

(D)

## WEST WARWICK

Kent County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### See Providence-Pawtucket

(Including Warwick-East Greenwich, West Warwick)

## WICKFORD

Washington County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### WKFD

1961  
Media Code 4 241 8000 8.00  
Radio Lighthouse, Inc., Box 596, 379 Thames St., Newport, R. I. 02884. Phone 401-847-1370.  
Wakenfield Studio/Office—944 Main St., Phones 401-783-1314, 295-1370.

### STATION'S PROGRAMMING DESCRIPTION

WKFD: Programmed for the family.  
MUSIC: modern MOR, oldies, country hits. NEWS: local every half hour all day, every day. News director & staff, 1 mobile unit, AP news service, news stringers, 6-10 am local, regional & national news, sports, marine weather, fishing & boating reports, school closing, hot lunch menus. 10 am-2 pm air personality.

2 pm-sign-off air personalities, SPORTS: local sports, America's Cup on-scene coverage. Contact Representative for further details. Rec'd 8/5/74.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Ronald L. Hickman.  
Vice-President—Barbara Hickman.

### 2. REPRESENTATIVES

Boston—McGavren-Guild, Inc.

### 3. FACILITIES

500 w. days; 1370 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 1b, 2a, 3a, 3b, 3c, 3d, 5, 6a, 7a.  
Rate Protection: 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 26, 28b, 30.  
Contracts: 40a, 42c, 43, 45, 49, 51b, 51c.  
Comb.; Cont. Discounts: 62b.  
Cancellation: 70a, 70b, 71b.  
Prod. Services: 81, 82.

### TIME RATES

#### NATIONAL AND LOCAL RATES SAME

No. 3 Eff 5/1/73—Rec'd 3/5/73.

### 6. SPOT ANNOUNCEMENTS

1 min	8.25	7.90	7.60	6.90	6.15	5.50
30 sec	6.90	6.55	6.10	5.50	4.85	4.05

### 7. PACKAGE PLANS

WITHIN 7 DAYS: 10 ti 15 ti 20 ti 30 ti 50 ti

1 min	75.90	108.90	137.50	196.35	310.75
30 sec	62.15	87.45	110.00	155.10	242.00

### PER WK: SALES HIKER

10 sec	12 ti	24 ti	48 ti
	44.00	70.40	115.50

### 10. SPECIAL FEATURES

	1x	52x	104x	260x	500x
5 min	16.50	15.85	14.50	14.15	13.75
2 min	12.40	11.65	11.00	10.35	9.95

(Q)

## WOONSOCKET (2 AM; 1 FM)

Providence County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

### WNRI

1954  
Media Code 4 241 8500 7.00  
The Friendly Broadcasting Co., Inc., 786 Diamond Hill Rd., Woonsocket, R. I. 02895. Phone 401-789-0800.

### 1. PERSONNEL

Pres. Treas. & Gen'l Mgr.—Joseph Britt.  
Vice-Pres. & Sec'y—Lillian Britt.  
Program Director—Tom Koller.

### 2. REPRESENTATIVES

New York, New England—Eckels & Queen, Inc.

### 3. FACILITIES

1000 w. days; 1380 kc. Non-directional.

Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 11a, 12a, 13a, 14a, 15c.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 25c, 26, 27, 28a, 28c, 29a, 30.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60i, 61a, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Member: French Program Group of New England.

### TIME RATES

Eff 5/1/74—Rec'd 5/1/74.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	200x
1 min	9.00	8.75	8.50	8.25	8.00	7.75	7.50
30 sec	6.50	6.25	6.00	5.50	5.25	5.00	4.75

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	30 ti	40 ti
1 min	3.00	7.50	7.00	6.50	6.00
30 sec	6.00	5.50	5.00	4.50	4.00

### 8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	200x
1 hr	100.00	95.00	90.00	85.00	80.00	75.00	70.00
1/2 hr	70.00	66.00	62.00	58.00	54.00	50.00	46.00
1/4 hr	40.00	38.00	36.00	34.00	32.00	30.00	28.00
5 min	21.00	20.25	19.50	18.75	18.00	17.25	16.50

**WWON**  
1948

**WWON-FM**  
1948



Media Code 4 241 9000 7.00

Woonsocket Broadcasting Co., 98 Getchell Ave., Woonsocket, R. I. 02895. Phone 401-762-1240.

### STATION'S PROGRAMMING DESCRIPTION

WWON: Programmed for general interest.  
7:30-8:30 am news, information, weather, sports, comment, 9 am-1:30 pm air personalities, guest interviews, telephone talk show, 4-6 pm news, weather, sports, editorials, 6-8 pm air personalities, telephone talk on issues & sports 8 pm-12M, pro baseball, hockey, football. Mobile units, major news service, stringers.  
WWON-FM: General popular music. Contact Representative for further details. Rec'd 6/10/74.

### 1. PERSONNEL

Manager—Dave Russell.  
Sales Manager—Mrs. Aurora Theriault.  
Program Director—Roger Bouchard.

### 2. REPRESENTATIVES

Weed Radio Corporation.  
New England—Nona Kirby Co., Inc.

### 3. FACILITIES

1000 w. days; 250 w. nights; 1240 kc.

Non-directional.

Operating schedule: 6 am-midnight. EST.

FM-ERP 3,000 w.; 106.3 mc.

Operating schedule: Same as AM.

Antenna ht.: 215 ft. above average terrain.

### 4. AGENCY COMMISSION

15% on net station time.

### 5. GENERAL ADVERTISING

See coded regulations

General: 1b, 2b, 3a, 4a, 5, 6a, 7a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.

Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 31, 32b.

Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 51a.

Comb.; Cont. Discounts: 60a, 60e, 61a, 62d.

Cancellation: 70a, 70e, 71a, 72, 73a.

Prod. Services: 80, 81, 82.

Affiliated with MBS.

### TIME RATES

Eff 4/1/58—Rec'd 6/5/61.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x	200x
1 min	9.50	9.25	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.75	7.50	7.00	6.50	6.25	6.00

### 7. PACKAGE PLANS

SATURATION SCHEDULE

PER WK: 4 ti 13 ti 26 ti 39+ 10 ti

	70.00	66.50	63.00	59.50
20 ti	130.00	123.50	117.50	111.50

Fixed position not guaranteed.

Quicker rate—double number of announcements for same amount. Time sold at current week to week availabilities. Discounts allowed only on consecutive weeks.

### 8. PROGRAM TIME RATES

	1x	13x	26x	52x	104x	156x	200x
1 hr	85	75	70	65	60	55	50
1/2 hr	60	54	48	42	38	35	32
1/4 hr	35	33	30	28	24	21	17
5 min	21	20	18	16	14	12	11



# SOUTH CAROLINA

## ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
North Myrtle Beach—Horry County

## Negro Population Data

(January 1, 1974)

STATE TOTAL.....	760,026	Dillon .....	10,927
METRO AREAS		Dorchester .....	10,873
Anderson .....	19,056	Fairfield .....	11,962
Charleston .....	96,916	Florence .....	30,022
Columbia .....	85,558	Georgetown .....	16,224
Florence .....	30,022	Greenwood .....	40,937
Greenville-Spartanburg .....	84,444	Greenwood .....	14,038
Total Metros.....	315,996	Horry .....	18,614
COUNTIES		Lancaster .....	10,559
Alken .....	20,888	Laurens .....	13,341
Anderson .....	19,056	Lexington .....	10,527
Beaufort .....	16,883	Marion .....	14,394
Berkeley .....	13,396	Marlboro .....	10,924
Charleston .....	72,647	Orangeburg .....	36,599
Chester .....	11,528	Richland .....	75,031
Chesterfield .....	10,280	Spartanburg .....	37,682
Clarendon .....	15,286	Sumter .....	31,638
Colleton .....	12,219	Williamsburg .....	18,422
Darlington .....	18,359	York .....	20,120
		Total Counties.....	643,376

## SOUTH CAROLINA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement of the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 242 0050 9.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

### SOUTH CAROLINA STATE GROUP Comprised of:

WABV—Abbeville	WBEQ—Greer
WDOG—Allendale	WBEO—Hampton
WAM—Anderson	WJES—Johnston
WBBD—Bamberg	WDKD—Kingstree
WBAW—Barnwell	WLDM—Lancaster
WBEU—Beaufort	WLSC—Loris
WAGS—Bishopville	WYMB—Manning
WACA—Camden	WATP—Marion
WOKB—Charleston	WKDK—Newberry
WCRB—Cheraw	WFNL—North Augusta
WGCD—Chester	WTND—Orangeburg
WPCC—Clinton	WBUG—Ridgeland
WDAR—Darlington	WRHI—Rock Hill
WDSO—Dillon	WSNW—Seneca
WELP—Easley	WASC—Spartanburg
WOLS—Florence	WDXY—Sumter
WFON—Gaffney	WBCU—Union
WGTF—Georgetown	WALD—Walterboro
WGSW—Greenwood	WCKM—Winnabow

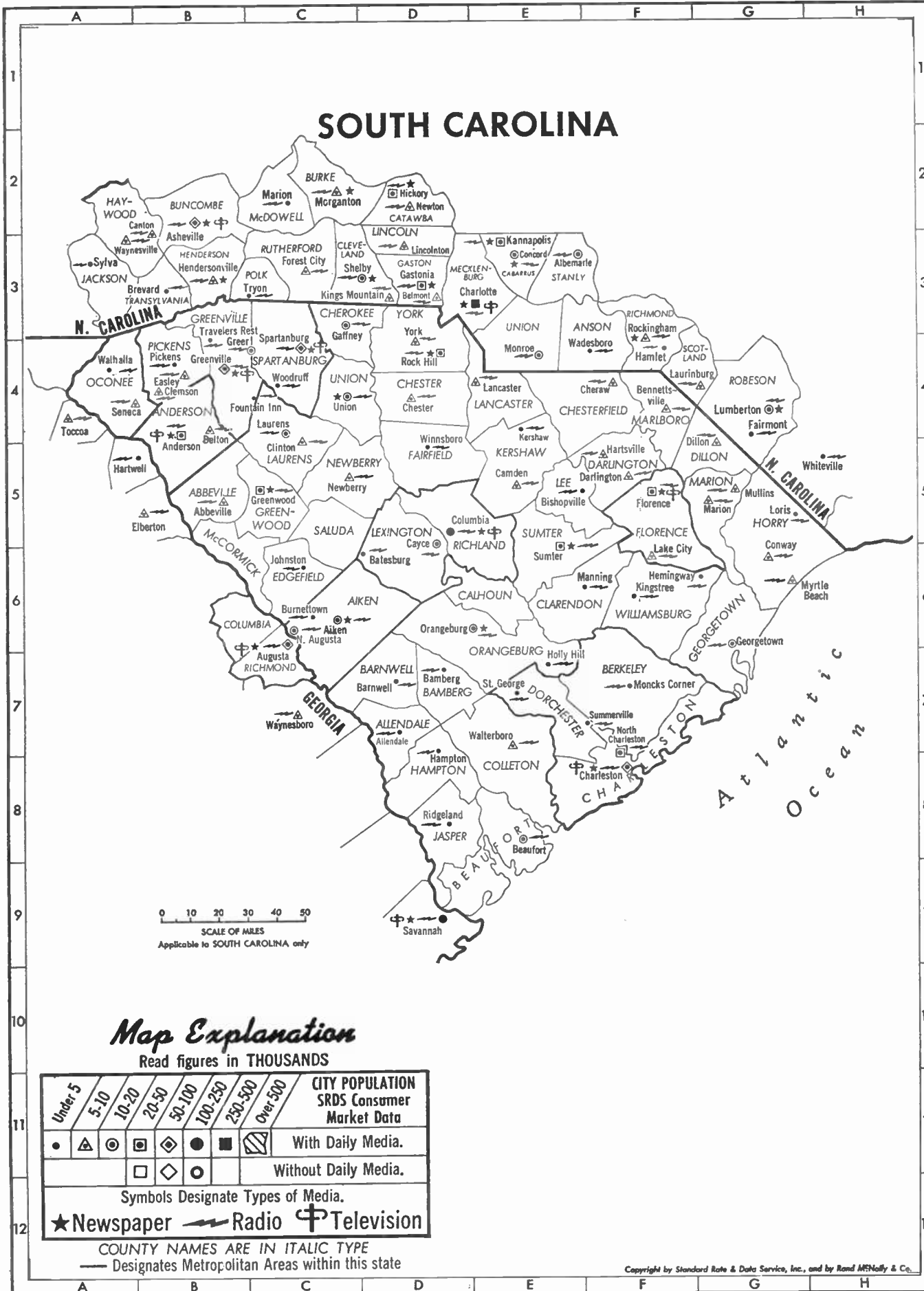
All stations ..... 125 min 30 sec 100 (D)

(State Networks continued on next page)

For complete listing see  
Regional Networks & Groups

**Keystone**  
BROADCASTING SYSTEM, INC.

# SOUTH CAROLINA



0 10 20 30 40 50  
SCALE OF MILES  
Applicable to SOUTH CAROLINA only

## Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	○	◻	◇	●	■	▨	With Daily Media.
								Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper    ⚡ Radio    ⊕ Television								

COUNTY NAMES ARE IN ITALIC TYPE  
— Designates Metropolitan Areas within this state

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.





## Aiken—WAKN—Continued

### 6. SPOT ANNOUNCEMENTS

	AA			A		
PER WK:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
1 U.....	6.00	5.25	3.00	5.00	4.25	2.50
6 U.....	5.50	4.75	2.75	4.50	3.75	2.25
12 U.....	5.00	4.25	2.50	4.00	3.25	2.00
18 U.....	4.50	3.75	2.25	3.50	2.75	1.75
24 U.....	4.00	3.25	2.00	3.00	2.25	1.50

## WAKN-FM

NOTE: The call letters of this station have been changed to:

## WNEZ (FM)

## WLOW WLOW-FM

Subscriber to the NAB Radio Code  
Media Code 4 242 0315 0.00  
Carousal Radio Inc. Box 2206, 311 Richland Ave.,  
E. Aiken, S. C. 29801. Phone 803-648-1382.  
STATION'S PROGRAMMING DESCRIPTION  
WLOW: Programmed for adults and young adults.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—W. B. (Randy) Davidson.  
2. REPRESENTATIVES  
Southern Spot Sales, Inc.  
3. FACILITIES  
600 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.);  
95.9 mc.  
Operating schedule: 6 am-11:15 pm. EST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-7 pm.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.

NATIONAL AND LOCAL RATES SAME  
No. 6 ET 6/1/71—Rec'd 6/1/71.  
AA—7-9 am & 4-6 pm.  
A—6-7 am, 9 am-4 pm & 6-11:15 pm.

### 6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
Flat.....	3.00	2.50	2.00	1.50

### 7. PACKAGE PLANS

PER MO:	SHORT TERM PACKAGES			
	25 ti	50 ti	100 ti	150 ti 200 ti
1 min.....	2.85	2.70	2.55	2.40 2.25
45 sec.....	2.40	2.25	2.15	2.00 1.90
30 sec.....	1.90	1.80	1.70	1.60 1.50
15 sec.....	1.45	1.35	1.30	1.20 1.15

SUN THRU SAT.  
PER YR. PER DAY: 1 min 45 sec 30 sec 15 sec  
2 ti, ea..... 2.10 1.85 1.50 1.10  
3 ti, ea..... 2.00 1.75 1.40 1.00  
5 ti, ea..... 1.90 1.65 1.30 .90  
PER YR.  
158x 312x 520x 780x 1000x 1500x 2000x  
1 min 2.85 2.70 2.55 2.40 2.25 2.10 2.00  
45 sec 2.40 2.30 2.20 2.10 2.00 1.90 1.80  
30 sec 1.90 1.80 1.75 1.70 1.60 1.50 1.40  
15 sec 1.40 1.35 1.25 1.15 1.10 1.00 1.00  
Package plans are all A and scheduled on ROS basis.  
AA and A spots may be combined for discount purposes; however, all AA times or guaranteed times carry flat rate.  
10 sec or less added to previously produced spot carry an additional charge of .25 each.  
Maximum number of spots per day limited to 20.

## WNEZ (FM)



Media Code 4 242 0367 7.00  
WAKN, Div. of Eagle Enterprises, Inc., Box 870,  
Aiken, S. C. 29801. Phone 803-648-5464.  
See affiliated AM station for additional information.  
AM facilities: WAKN.  
STATION'S PROGRAMMING DESCRIPTION  
WNEZ (FM): General popular music.

5. FACILITIES  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.  
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
ET 1/1/74—Rec'd 11/30/73.  
AA—9 am-midnight.  
A—Midnight-9 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AA				A			
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.00	3.75	3.50	3.25	3.25	3.00	2.75	2.50
30 sec	3.50	3.25	3.00	2.75	2.75	2.50	2.25	2.00

## WVAP

### BURNETTOWN

City of license, Burnnettown, S. C.  
Aiken Office: 1500 Pine Log Rd., Aiken, S. C.  
29801. Phone 803-649-4029.  
See listing under Burnnettown, S. C.

## ALLENDALE

Alendale County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

## WDOG

Subscriber to the NAB Radio Code  
Media Code 4 242 0420 4.00  
All-Fair Broadcasting Co., Box 442, Allendale, S. C.  
29810 Phone 803-584-3500.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Charles E. Bell.  
2. REPRESENTATIVES  
David Carpenter Company.  
3. FACILITIES  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 9/7/72.  
6. SPOT ANNOUNCEMENTS  
1 min..... 1.75 30 sec..... 1.40

## ANDERSON (2 AM; 2 FM)

Anderson County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WAIM WCAC (FM)

1935 1947  
Media Code 4 242 0525 0.00  
Wilton E. Hall, 321 Kingsley Rd., Anderson, S. C.  
29821. Phone 803-226-1511. TWX 6030.  
STATION'S PROGRAMMING DESCRIPTION  
WAIM: Programmed for adults with MOB music and  
local, state, national and sports news. Agricultural  
reports, 5-9 am. Entertainment 9 am-noon. Noon-  
1 pm, news, weather, county agent, 1-6 pm, general  
popular music, featuring standards and showtunes,  
6-8 pm, sports news, national news, state news, local  
news and weather plus music standards, 8-11 pm,  
general popular music, featuring standards and show-  
tunes. SPORTS: coverage of all high school and  
college football in area. Contact Representative for  
further details. Rec'd 3/30/71.

1. PERSONNEL  
(Owner)—Wilton E. Hall.  
General Manager—Betty K. Black.  
Commercial Manager—S. A. Hall, Jr.  
2. REPRESENTATIVES  
The Devney Organization, Inc.  
Southeast—Dora-Clayton Agency, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:25-12:05 am weekdays; 6:00-  
12:05 am Sun. EST.  
FM FACILITIES  
ERP 8,400 w.; 101.1 mc.  
Antenna ht.: 330 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.  
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28a,  
29a.  
Contracts: 40c, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with KBS and CBS.  
Member: Farm Directors Radio Network.

TIME RATES  
No. 5 ET 8/1/72—Rec'd 10/2/72.  
7. PACKAGE PLANS  
PER WK: 1 ti 5 ti 10 ti 15 ti 20+  
1 min..... 8.00 7.50 7.00 6.50 5.00

8. PROGRAM TIME RATES  
1/2 hr 1/4 hr 5 min  
Ea..... 60 36 18

## WANS WANS-FM

1949 1968  
Subscriber to the NAB Radio Code  
Media Code 4 242 0630 6.00  
Radio Anderson, Inc., Box 211, Anderson, S. C.  
29821. Phone 803-224-3424.

STATION'S PROGRAMMING DESCRIPTION  
WANS: Programmed to 18-40 age bracket.  
MUSIC: MOR, 3 old hits per hour, selected albums,  
Regular editorials, SPORTS: high school & college  
football & basketball; pro baseball. Contact Repre-  
sentative for further details. Rec'd 4/18/71.

1. PERSONNEL  
President—Nicholas T. Frangias.  
Vice-Pres. & Gen'l Mgr.—Carolyn K. Turner.  
Secretary—George C. Nicholson.  
2. REPRESENTATIVES  
Savall/Gates, Inc.

3. FACILITIES  
5,000 w.; 1,280 kc. Directional—night only.  
Operating schedule: 19 hours daily. EST.  
FM-ERP 100,000 w.; 107.3 mc.  
Operating schedule: 19 hours daily. EST.  
Antenna ht.: 315 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; payable 10 days.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4a, 4c, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60c, 61a, 61b, 61c, 62b,  
62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

TIME RATES  
ET 8/1/74—Rec'd 5/1/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min..... 7.80 7.20 6.80 6.50 6.20 6.00  
30 sec..... 4.70 4.30 4.10 3.90 3.70 3.50  
10 sec..... 3.90 3.60 3.40 3.25 3.10 2.90

8. PROGRAM TIME RATES  
1 hr..... 78.00 74.00 70.00 67.00 63.00 59.00  
1/2 hr..... 47.00 44.00 42.00 39.00 35.00 35.00  
1/4 hr..... 24.00 22.00 21.00 20.00 19.00 18.00  
5 min..... 16.00 15.00 14.00 13.25 12.50 11.75

## BAMBERG (1 AM; 1 FM)

Bamberg County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WWBD

1957  
Media Code 4 242 0735 5.00  
WWBD, Inc., Box 543, Hwy. 78, W. Bamberg,  
S. C. 29903. Phone 803-245-2411.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—Victor Whetstone, Jr.

## 5. FACILITIES

1,000 w. days; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast Newscasts only  
during AM operating hours. For non-simulcast fa-  
cilities see WWBD-FM.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

TIME RATES  
Bey 4/1/74—Rec'd 4/8/74.  
1 min..... 3.00 2.75 2.50 2.35 2.10 1.95  
30 sec..... 2.75 2.45 2.25 2.00 1.75 1.60  
15 sec..... 1.50 1.40 1.40 1.30 1.20 1.10

## WWBD-FM

1967  
Media Code 4 242 0736 3.00  
WWBD, Inc., Box 543, Hwy. 78, W. Bamberg,  
S. C. 29903. Phone 803-245-2411.  
See affiliated AM station for additional information.

5. FACILITIES  
ERP 3,000 w. (horiz. & vert.); 92.7 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 285 ft. above average terrain.  
Partial simulcast operation. Operated separately dur-  
ing AM operating hours except Newscasts, and local  
sunset-midnight. For simulcast facilities see WWBD.

4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
ET 8/13/68.  
6. SPOT ANNOUNCEMENTS  
1 MINUTE  
1 x, ea..... 2.00 31+, ea..... 1.50

## BARNWELL (1 AM; 1 FM)

Barnwell County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WBAB WBAW-FM

1953 1966  
Subscriber to the NAB Radio Code  
Media Code 4 242 0840 3.00  
Radio WBAW, Inc., Box 447, Barnwell, S. C.  
29812. Phone 803-259-8507.

1. PERSONNEL  
President & General Manager—Joe Wilder.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
Atlanta—Busby, Finch and Woods, Inc.

3. FACILITIES  
1,000 w. days; 740 kc. Non-directional.  
Operating schedule: Sunset-local sunset. EST.  
FM-ERP 3,000 w.; 101.7 mc.  
Operating schedule: 6 am-11:10 pm.  
Antenna ht.: 310 ft.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
No. 4 ET 5/1/73—Rec'd 5/29/73.  
6. SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 208x 312x  
1 min 3.10 3.00 2.90 2.80 2.70 2.60 2.50  
30 sec 2.50 2.40 2.30 2.20 2.10 2.00

7. PACKAGE PLANS  
PER CONTRACT—13 WKS/MORE  
10 ti 15 ti 20 ti 25+  
1 min..... 2.25 2.00 1.85 1.75  
30 sec..... 1.60 1.50 1.40 1.30  
Net to station.

## BATESBURG (1 AM; 1 FM)

Lexington County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WBLR

1956  
Subscriber to the NAB Radio Code  
Media Code 4 242 0945 0.00  
Ridge Broadcasting Corp., Inc., Drawer 410, E.  
Church St., Batesburg, S. C. 29906. Phone 803-  
532-6254.

1. PERSONNEL  
General Manager—H. Edward Crapps, Sr.  
2. REPRESENTATIVES  
None.  
3. FACILITIES  
5,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 5:57 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM  
operating hours. For non-simulcast facilities see  
WBLR-FM.

4. AGENCY COMMISSION  
15/0.

TIME RATES  
ET 1/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS  
ROS: 1 min 30 sec  
1 x..... 4.00 2.80 312 x..... 2.70 2.00  
52 x..... 3.50 2.65 624 x..... 2.50 1.90  
104 x..... 3.30 2.50 936 x..... 2.25 1.86  
156 x..... 3.00 2.20 1248 x..... 2.00 1.50  
260 x..... 2.90 2.10  
Specified times, extra 10%.

## WBLR-FM

1956  
Subscriber to the NAB Radio Code  
Media Code 4 242 0946 6.00  
Ridge Broadcasting Corp., Inc., Drawer 410, E.  
Church St., Batesburg, S. C. 29906. Phone 803-  
532-6254.  
See affiliated AM station for additional information.

5. FACILITIES  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 5:57 am-midnight. EST.  
Antenna ht.: 180 ft. above average terrain.

## SOUTH CAROLINA

Partial simulcast operation. Operated separately local  
sunset-midnight. For simulcast facilities see WBLR.  
TIME RATES  
ET 1/1/68—Rec'd 4/29/68.

6. SPOT ANNOUNCEMENTS  
1 min, ea..... 4.00  
Specified times, extra 10%.

## BEAUFORT (2 AM; 1 FM)

Beaufort County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

## WBEU

1954  
Media Code 4 242 1050 6.00  
Beaufort Broadcasting Co., Inc., 3040 W. Boundary  
St., Beaufort, S. C. 29902. Phone 803-524-3050,  
3118.  
STATION'S PROGRAMMING DESCRIPTION  
WBEU: top 40 & golden oldies.

1. PERSONNEL  
General Manager—Randy G. Ghent.  
2. REPRESENTATIVES  
Southern Spot Sales, Inc.  
3. FACILITIES  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Affiliated with American Contemporary Network.

TIME RATES  
ET 12/1/73—Rec'd 3/14/74.

6. SPOT ANNOUNCEMENTS  
1x 11x 21x 31x 41x 51+  
1 min..... 4.00 3.85 3.70 3.55 3.40 3.25  
30 sec..... 3.00 2.85 2.70 2.55 2.40 2.25

## WBEU-FM

1962  
Media Code 4 242 1051 6.00  
Beaufort Broadcasting Co., Inc., 3040 W. Boundary  
St., Beaufort, S. C. 29902. Phone 803-524-3050,  
3118.  
See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
WBEU-FM: Programmed for adults.

3. FACILITIES  
ERP 18,000 w. (horiz.), 18,000 w. (vert.); 98.7 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 240 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

TIME RATES  
ET 12/1/73—Rec'd 3/14/74.

6. SPOT ANNOUNCEMENTS  
30 sec, ea..... 3.00

## WSIB

1961  
Subscriber to the NAB Radio Code  
Media Code 4 242 1155 5.00  
Sea Island Broadcasting Corp. of S. C., Box W,  
1210 Boundary St., Beaufort, S. C. 29902. Phone  
803-524-4700.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Charles E. Bell.  
2. REPRESENTATIVES  
David Carpenter Company.  
3. FACILITIES  
500 w.; 1490 kc. Non-directional.  
Operating schedule: 5:25-1 am. EST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 9/7/72.

6. SPOT ANNOUNCEMENTS  
1 min..... 2.10 30 sec..... 1.70

## BELTON

Anderson County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WHPB

1955  
Subscriber to the NAB Radio Code  
Media Code 4 242 1260 3.00  
Andco Broadcasting Co., Inc., Box 490, Belton, S. C.  
29627. Phone 803-338-7786.

1. PERSONNEL  
Sales Manager—Jacob H. Brisse.  
2. REPRESENTATIVES  
None.  
3. FACILITIES  
1,000 w.; 1390 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

4. AGENCY COMMISSION  
Net. agencies add commission to rates shown.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
ET 1/1/74—Rec'd 4/2/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 1 min 30 sec 15 sec  
1 ti..... 2.20 1.70 1.10

7. PACKAGE PLANS  
PER WK: 1 min 30 sec 15 sec  
Minimum 50 ti..... 2.00 1.60 1.00

10. SPECIAL FEATURES  
5-min Newscast..... 3.60 2-1/2 min Newscast..... 2.60  
Contract only.

## SOUTH CAROLINA

### BENNETTSTVILLE

Marlboro County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

#### W B S C

1947

Media Code 4 242 1365 0.00  
Big Bend Broadcasting Corp., Box 629, Bennettsville, S. C. 29512. Phone 803-479-7121.

#### STATION'S PROGRAMMING DESCRIPTION

WBSB: Variety for all ages. All black at night.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—A. K. Harmon.
2. REPRESENTATIVES  
Southern Spot Sales, Inc.
3. FACILITIES  
10,000 w. days 5,000 w. nights. 1550 kc. Directional—night only.  
Operating schedule: 6 am-midnight, daily. EST.
4. AGENCY COMMISSION  
None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Directors Radio Network.

NATIONAL AND LOCAL RATES SAME  
No. 2-R ET 3/1/74—Rec'd 1/14/74.

6. SPOT ANNOUNCEMENTS			
EA:	1 min	30 sec	(*)
1 x	3.75	3.00	2.50
312 x	3.50	2.65	2.00

(\*) Less than 30 sec.

### BISHOPVILLE

Lee County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

#### W A G S

1954

Media Code 4 242 1470 8.00  
Lee County Broadcasting Co., Box 526, Bishopville, S. C. 29010. Phone 803-484-5415.

1. PERSONNEL  
General Manager—Emory H. Bedenbaugh.
3. FACILITIES  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6:30 am-sunset. EST.
4. AGENCY COMMISSION  
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

ET 7/1/70—Rec'd 8/10/70.

6. SPOT ANNOUNCEMENTS					
1 min	1x	26x	52x	104x	156x
4.00	3.50	3.25	3.00	2.60	2.25
30 sec	3.20	2.80	2.60	2.40	1.80

### BURNETTOWN

Aiken County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

#### W V A P

1968

Media Code 4 242 1520 0.00  
Midland Valley Investment Co., Box 1, Langley, S. C. 29834. Phone 803-593-3915.

Alken Office: 1500 Pine Log Ltd., Aiken, S. C. 29801. Phone 803-619-4029.

1. PERSONNEL  
General Manager—George Hydrick.
3. FACILITIES  
500 w.; 1310 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None. All rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

NATIONAL AND LOCAL RATES SAME  
ET 1/1/71—Rec'd 4/22/71.

6. SPOT ANNOUNCEMENTS					
ROS:	1x	25x	50x	75-100	
1 min	3.50	3.25	3.00	2.75	
30 sec	2.50	2.25	2.00	1.75	
15 sec	2.00	1.75	1.50	1.25	

Guaranteed times: Extra 10%. (CR)

### CAMDEN (2 AM)

Kershaw County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

#### W A C A

1948

Subscriber to the NAB Radio Code  
Media Code 4 242 1575 4.00  
Camden Broadcasting Corp., Camden, S. C. 29020. Phone 803-432-2311.

1. PERSONNEL  
General Manager—Tom Richards.
2. REPRESENTATIVES  
Southern Spot Sales, Inc.
3. FACILITIES  
1000 w. days; 1590 kc. Non-directional.  
Operating schedule: Sun 7:30 am-6:30 pm; weekdays 6:00 am-7:30. EST.
4. AGENCY COMMISSION  
15/0 time only; 10 days.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

ET 6/1/74—Rec'd 3/25/74.

#### 6. SPOT ANNOUNCEMENTS

	1x	26x	104x	156x	312x
30 sec/less	3.65	3.35	3.00	2.45	2.25
1 min/less	4.45	4.00	3.65	3.00	2.65

#### W P U B

1970

Media Code 4 242 1625 7.00  
Kershaw County Broadcasting Co., Box 753, 1109 Broad St., Camden, S. C. 29020. Phones 803-432-1130, 1131.

#### STATION'S PROGRAMMING DESCRIPTION

WPUB: Programmed for adults & young adults.

1. PERSONNEL  
General Manager—C. A. Bowers.
3. FACILITIES  
1,000 w.; 1130 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS					
1 min	1x	26x	156x	312x	624x
3.50	2.50	2.00	1.80	1.70	1.50
30 sec	3.00	2.25	1.75	1.65	1.50

### CAYCE

Lexington County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

#### See Columbia

(including Cayce)

### CHARLESTON (6 AM; 4 FM)

(including North Charleston)

Charleston County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

#### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)				Daytime (10 am-3 pm)				Afternoon (3-7 pm)				Evening (7 pm-midnight)			
	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
AVERAGE	22	20	22	16	22	20	22	16	22	20	22	16	22	20	22	16

#### W C S C

1930

Media Code 4 242 1680 2.00  
WCSC, Inc., Box 186, 425 E. Bay St., Charleston, S. C. 29402. Phone 803-722-7611.

Subscriber to the NAB Radio Code

1. PERSONNEL  
General Manager—C. A. (Buddy) Barton.  
Station Manager—James K. Whitaker.  
Program Director—Mike Hiott.
2. REPRESENTATIVES  
McGavren-Guild, Inc.
3. FACILITIES  
5,000 w.; 1390 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20h, 21b, 22a, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a.  
Comb.: Cont. Discounts: 60g, 63a, 63d.  
Cancellation: 70a, 70e, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WXTX (FM).

ET 2/15/74—Rec'd 1/31/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-midnight.  
A—Mon thru Sun midnight-6 am.

6. SPOT ANNOUNCEMENTS					
1 MINUTE					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	18	17	16	15	14
AA	15	14	13	12	11

A: 50% of AA.  
30 sec or less: 80% of 1-min.

TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

6. SPOT ANNOUNCEMENTS					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12	11	10	9	8
30 sec or less	10	9	8	7	6

10 sec: 50% of 1-min.

#### AM/FM COMBINATION

No. 21-C ET 2/15/74—Rec'd 1/31/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun 6 am-midnight.  
A—Mon thru Sun midnight-6 am.

#### 6. SPOT ANNOUNCEMENTS

1 MINUTE					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	22	20	19	17	16
AA	18	16	15	14	13

A: 50% of AA.  
30 sec or less: 80% of 1-min.

TOTAL AUDIENCE PLANS—1/2AAA, 1/2AA

6. SPOT ANNOUNCEMENTS					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	15	14	13	12	11
30 sec or less: 80% of 1-min.					

### WE Z L (FM)

1970

Media Code 4 242 1725 5.00  
Fine Arts Broadcasting, Inc., 133 Church St., Charleston, S. C. 29401. Phone 803-577-3135.

STATION'S PROGRAMMING DESCRIPTION  
WEZL (FM): MUSIC: Country.  
COMMERCIAL POLICY: 18 minutes per hour. Air personalities featured. Contact Representative for further details. Rec'd 2/4/74.

1. PERSONNEL  
Gen'l & Nat'l Sales Mgr.—Jay D. Mullen.  
Local Sales Mgr. & Farm Dir.—Blackstone Smith.  
Sports Director—J. L. Luker.
2. REPRESENTATIVES  
Charles Bernard Co., Inc.
3. FACILITIES  
ERP 25,000 w.; 103.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 280 ft. above average terrain.
4. AGENCY COMMISSION  
15/0.
5. GENERAL ADVERTISING See coded regulations  
General: 3a.  
Basic Rates: 10e, 14e.  
Contracts: 45.  
Comb.: Cont. Discounts: 60a.  
Affiliated with American FM Network.

ET 7/1/74—Rec'd 8/2/74.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS					
EA:	1 min	30 sec	(*)		
1 x	3.75	3.00	2.50		
312 x	3.50	2.65	2.00		

(\*) Less than 30 sec.

15/0.

General: 3a.  
Basic Rates: 10e, 14e.  
Contracts: 45.  
Comb.: Cont. Discounts: 60a.  
Affiliated with American FM Network.

ET 7/1/74—Rec'd 8/1/73.

NATIONAL AND LOCAL RATES SAME

6. SPOT ANNOUNCEMENTS					
1 wk	2 wk	26 wk	40 wk	52 wk	
5 ti	8.00	6.25	5.50	5.75	5.00
10 ti	7.50	6.00	5.50	6.50	6.00
15 ti	7.00	5.75	5.25	6.00	4.75
20 ti	6.50	5.50	5.00	5.50	4.50
30 ti	6.00	5.00	4.50	5.00	4.00
40 ti	5.50	4.50	4.00	4.50	3.50
50 ti	5.00	4.00	3.50	4.00	3.00

10 sec: 50% of 1-min.

8. PROGRAM TIME RATES

	1x	52x	156x	260x	312x
1 hr	65.00	51.00	48.00	44.00	42.00
1/2 hr	41.00	32.40	28.80	26.40	25.20
25 min	36.00	27.40	23.80	21.40	20.20
1/4 hr	29.00	21.60	19.20	17.60	16.50
5 min	17.00	10.80	9.60	8.80	8.40

### W K T M (FM)

1962

Media Code 4 242 1805 5.00  
KTM Broadcasting Co., Box 5758, North Charleston, S. C. 29406. Phone 803-554-7154.

STATION'S PROGRAMMING DESCRIPTION  
WKTM (FM): MUSIC: Rock, Top 40, Contemporary, Golden Oldies. Live personality DJ's. Weather, National & local news hourly. Request show 8 pm-12M nightly. Contact Representative for further details. Rec'd 2/28/73.

1. PERSONNEL  
Gen'l & Nat'l Sales Mgr.—Ansley D. Cohen, Jr.  
Manager—Jack Kennedy.  
Sales Manager—Jack Wilks.  
Regional Sales Manager—Jim Friar.
2. REPRESENTATIVES  
Buckley Radio Sales, Inc.
3. FACILITIES  
ERP 6,000 w.; 102.5 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 220 ft. above average terrain.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11b, 12b.  
Basic Rates: 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 42b, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
AM facilities: WNCC.

Affiliated with American Contemporary Network.

ET 7/1/69—Rec'd 11/20/68.

AAA—Mon thru Sat 6-9 am & 4-7 pm.  
A—Mon thru Sat 9 am-4 pm; Sun noon-7 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA					
PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	8.00	7.75	7.50	7.25	7.00
30 sec	6.50	6.25	6.00	5.75	5.50

CLASS A

CLASS A					
1 min	7.00	6.75	6.50	6.25	6.00
30 sec	5.50	5.25	5.00	4.75	4.50

CLASS B

CLASS B					
1 min/less	4.00	3.75	3.50	3.25	3.00
10 sec	50%				

10 sec: 50% of 1-min.

ET 7/30/73.

6. SPOT ANNOUNCEMENTS

6. SPOT ANNOUNCEMENTS					
PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	12	11	10	9	8
30 sec	10	9	8	7	6

ET 7/30/73.

6. SPOT ANNOUNCEMENTS

6. SPOT ANNOUNCEMENTS					
PER WK:	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12	11	10	9	8
30 sec or less	10	9	8	7	6

10 sec: 50% of 1-min.

### W N C G

1960

NORTH CHARLESTON

NAB

Media Code 4 242 1890 7.00  
KTM Broadcasting Co., Box 5758, North Charleston, S. C. 29406. Phone 803-554-7154.  
See affiliated FM station for additional information. FM facilities: WKTM (FM).



Charleston—WPA L—Continued

**8. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a,  
 26, 27, 28a, 28c, 29a, 33b.  
 Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.  
 Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80.  
 FM facilities: WVVWZ, Summerville.  
 Affiliated with Mutual Black Network.  
 Affiliated with National Black Network.  
 Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
 No. 7 Eff 10/1/74—Rec'd 9/4/74.  
 AAA—Mon thru Thurs 6-10 am & 3-7 pm; Fri &  
 Sat all day.  
 AA—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE		CLASS AAA		CLASS AA		CLASS A	
PER WK:	1 min	6 ti	12 ti	18 ti	24 ti	30 ti	30 ti
1 wk	28.00	26.00	25.00	24.00	23.50	23.00	23.00
7 wk	27.00	25.00	24.00	23.50	23.25	22.75	22.75
13 wk	26.00	24.00	23.00	22.50	22.25	21.75	21.75
26 wk	25.00	23.00	22.00	21.50	21.25	20.75	20.75
52 wk	24.00	22.50	22.00	21.50	21.00	20.50	20.50

**30 SECONDS**

CLASS AAA		CLASS AA		CLASS A	
1 wk	26.00	25.00	23.50	23.00	22.50
7 wk	25.00	24.00	23.00	22.50	22.00
13 wk	24.00	23.00	22.00	21.50	21.00
26 wk	23.00	22.00	21.00	20.50	20.00
52 wk	22.00	21.50	21.00	20.50	20.00

**PROGRAM TIME RATES**

PER YR:	1 hr	26x	52x	156x	260x
1/2 hr	125	120	115	100	80
1/4 hr	60	50	45	35	30
5 min	40	35	30	25	20

**WPXI (FM)**

1945  
 CHARLESTON



Media Code 4 242 2150 5.00  
 Turner Communications Corp., Box 10208, 1 Radio  
 Park, Orange Grove Rd., Charleston, S. C. 29411.  
 Phone 803-556-5660.  
 See affiliated AM station for additional information.  
 AM facilities: WTMA.

- PERSONNEL**  
 Operations Manager—Ted Bell.
- REPRESENTATIVES**  
 Robert F. Eastman & Co., Inc.
- FACILITIES**  
 ERP 100,000 w.; 95.1 mc.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 432 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
 Affiliated with MBS and Eastman Radio Network.  
 Sold in combination with WTMA. See that listing  
 for rates.

**TIME RATES**  
 No. 1 Eff 8/1/72—Rec'd 8/17/72.  
 I—Mon thru Sat 6-10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm.  
 III—Mon thru Sat 7 pm-midnight; Sun 6 am-  
 midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	21	17	19	15	15	12
12 ti	20	16	18	14	14	11
18 ti	18	15	16	13	12	10

**WQSN**

1948  
 CHARLESTON



Media Code 4 242 2205 7.00  
 Low Country Broadcasting Co., Box 891, 42 Tenth  
 Ave., Charleston, S. C. 29402. Phone 803-733-  
 2652.

**STATION'S PROGRAMMING DESCRIPTION**  
 WQSN: Programmed for general adult audience with  
 emphasis on local news and information.  
 MUSIC: modern country 2 1/2 hours a day handled by  
 air personalities. NEWS: newscasts on hour and at  
 half hour with addition of information capsules (news,  
 sports, weather) at 5 min intervals during morning  
 and afternoon drive periods. Contact Representative  
 for further details. Rec'd 2/18/69.

- PERSONNEL**  
 President—Barry Winton.  
 Vice-Pres. & Gen'l Mgr.—Doug Randall Clements.
- REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.
- FACILITIES**  
 1,000 w. days; 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7b.  
 Rate Protection: 10a, 11g, 12g, 13g, 14g.  
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22a, 23a, 23a,  
 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 29b, 29c,  
 32b, 33a.  
 Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46,  
 47a, 48, 49, 50, 51a, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60g, 60h,  
 61a, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 No. 5 Eff 7/1/71—Rec'd 6/30/71.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		CLASS AA		CLASS A	
1 min	30 sec	10 sec	6 ti	12 ti	18 ti
22.00	20.50	18.00	17.50	16.00	15.00
17.50	16.40	15.20	14.00	12.80	11.60
11.00	10.25	9.50	8.75	8.00	7.25

**7. PACKAGE PLANS**

PLAN	1-1/3AAA	1/3AA	1/3A
1 min	18.50	15.00	12.00
30 sec	13.20	12.00	10.80
10 sec	7.00	6.25	5.50

**TOTAL AUDIENCE**

PLAN	1-1/3AAA	1/3AA	1/3A
1 min	18.50	15.00	12.00
30 sec	13.20	12.00	10.80
10 sec	7.00	6.25	5.50

**WTMA**

1939  
 CHARLESTON



ROBERT E. EASTMAN & CO., INC.



Media Code 4 242 2310 5.00  
 Turner Communications Corp., Box 10208, 1 Radio  
 Park, Orange Grove Rd., Charleston, S. C. 29411.  
 Phone 803-556-5660.

- PERSONNEL**  
 Vice-President—Charles E. Smith.  
 General Manager—John Trenton.  
 Sales Manager—Howard Keller.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 5,000 w. days; 1,000 w. nights; 1250 kc.  
 Directional—night only.  
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
 15/0 time.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c.  
 Basic Rates: 22a, 22b, 23a, 25a, 29a.  
 Contracts: 40a, 42a, 45, 46, 48.  
 Comb.: Cont. Discounts: 60a, 60k, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM facilities: WPXI (FM).  
 Affiliated with MBS.  
 Affiliated with Eastman Radio Network.

**TIME RATES**

WTMA/WPXI (FM) COMBINATION  
 No. 6 Eff 3/5/73. Rev 7/29/74—Rec'd 8/2/74.  
 I—Mon thru Sat 6-10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
 Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
1 ti	36	29	33	26
12 ti	33	26	30	24
18 ti	30	24	27	22

WTMA only: Deduct 15%.

**WXTC (FM)**

1948  
 CHARLESTON



Media Code 4 242 2362 6.00  
 WCSC, Inc., Box 186, 485 E. Bay St., Charle-  
 ston, S. C. 29402. Phone 803-723-8371, 723-7311.  
 See affiliated AM station for additional information.  
 AM facilities: WCSC.

- FACILITIES**  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.9  
 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 782 ft. above average terrain.
- GENERAL ADVERTISING** See that listing.  
 Sold in combination with WCSC. See that listing.

**TIME RATES**  
 No. 3 Eff 2/15/74—Rec'd 1/31/74.

**7. PACKAGE PLANS**

PER WK, EA, ROS:	6 ti	12 ti	18 ti	24 ti
1 min	8.00	7.00	6.00	5.00

30 sec: 80% of 1-min.

**CHERAW**

Chesterfield County—Map Location F-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WCRC**

Media Code 4 242 2415 2.00  
 Town and Country Radio, Inc., Box 631, Cheraw,  
 S. C. 29520. Phone 803-537-7887.

- PERSONNEL**  
 Station Manager—Michael Orr.
  - REPRESENTATIVES**  
 Southern Spot Sales, Inc.
  - FACILITIES**  
 1,000 w. days; 1420 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
 None; all rates net to station.
- TIME RATES**  
 Eff 8/1/73—Rec'd 3/20/74.

**6. SPOT ANNOUNCEMENTS**

Contract per yr		Per mo	
1-300	600+ 900+ 1200+	1 ti	36 ti
1 min	2.25	2.00	1.75
30 sec	1.85	1.60	1.35
15 sec	1.20	1.00	0.80

**7. PACKAGE PLANS**  
 PER DAY, 7 DAYS, EA: 1 min 30 sec  
 5 ti 1.75 1.50

**10. SPECIAL FEATURES** Per mo

ABC News, 5 1-min spots per day	200
Local News, 2 30-sec spots per day	75
Weather, 4 30-sec spots per day	125
Station Break, 25 20-sec spots per day, flat	35
Time Signals, 3 10-sec spots per day	70

**CHESTER (1 AM; 1 FM)**

Chester County—Map Location D-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WCMJ (FM)**

1989



Subscriber to the NAB Radio Code  
 Media Code 4 242 2455 8.00  
 Chester County Broadcasting Corp., Box 297, Skyline  
 Drive, Chester, S. C. 29706. Phone 803-377-3193.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WCMJ (FM): Primarily Country; Gospel 8 pm-12M.

- PERSONNEL**  
 General Manager—C. Curtis Sigmon.
  - REPRESENTATIVES**  
 Memphis, Atlanta, Dallas—C. K. Beaver & Asso-  
 ciates, Inc.
  - FACILITIES**  
 ERP 2,000 w. (horiz.), 2,000 w. (vert.); 99.3 mc.  
 Operating schedule: 5 am-11 pm. EST.  
 Antenna ht.: 365 ft. above average terrain.
  - AGENCY COMMISSION**  
 None, all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 AM facilities: WYCL, York.
- TIME RATES**  
 Eff 9/1/72—Rec'd 2/2/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	50 ti	40 ti	30 ti	20 ti
15 sec	1.00	1.10	1.20	1.30
30 sec	1.35	1.45	1.55	1.65
1 min	2.00	2.30	2.50	2.60

**PER MO:** 300 ti 200 ti 100 ti 50 ti

15 sec	.90	.85	1.00	1.10
30 sec	1.25	1.35	1.45	1.55
1 min	1.65	1.80	1.95	2.10

**PER YR:** 1825x 1460x 1095x 730x 565x

15 sec	1.05	1.10	1.15	1.20
30 sec	1.45	1.50	1.55	1.60
1 min	2.05	2.15	2.25	2.35

Annual firm contract—10% discount.

**WGCD**

1948

Media Code 4 242 2520 9.00  
 Dispatch Broadcasting Co., Box 746, Harris St.,  
 Chester, S. C. 29706. Phone 803-385-2171.

- PERSONNEL**  
 General Manager—Robert L. Heinlein.
  - REPRESENTATIVES**  
 Southern Spot Sales, Inc.
  - FACILITIES**  
 1,000 w. days; 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 6 am-midnight. EST.
  - AGENCY COMMISSION**  
 15% to recognized agencies.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KRS.
- TIME RATES**  
 Eff 11/30/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	13x	26x	52x	104x	156x	208x	260x
1 min	4.00	3.80	3.60	3.40	3.60	3.50	3.40

**CLEMSON**

Pickens County—Map Location B-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WCCP**

1969

Subscriber to the NAB Radio Code  
 Media Code 4 242 2575 5.00  
 Tri-County Broadcasting Corp., of Clemson, Box 322,  
 Old Central Rd., Clemson, S. C. 29631. Phone  
 803-654-5400.

- PERSONNEL**  
 General Manager—Matt Phillips.
  - FACILITIES**  
 1,000 w. days; 1560 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
 None; all rates net to station.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 Eff 8/1/73—Rec'd 3/1/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec
1 ti	2.00	1.65	1.19
25+	1.80	1.50	1.00

**CLINTON**

Laurens County—Map Location C-5  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**SOUTH CAROLINA**

**WPCC**

1957



Subscriber to the NAB Radio Code  
 Media Code 4 242 2625 6.00  
 Radio Station WPCC, Inc., Box 663, Clinton, S. C.  
 29325. Phone 803-833-4215.

- STATION'S PROGRAMMING DESCRIPTION**  
 WPCC: Programmed for young adults and adults.
- PERSONNEL**  
 General Manager—Dan Lynch.
  - FACILITIES**  
 1,000 w. days; 1410 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
 15/0 time only.

**GENERAL ADVERTISING** See coded regulations  
 Affiliated with KRS.  
 Affiliated with American Contemporary Network.

**TIME RATES**  
 Eff 7/1/74—Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 ti	20 ti	50 ti	100 ti	200 ti
1 min	3.62	3.44	3.25	3.06	2.87
30 sec	2.35	2.24	2.12	2.00	1.88
10 sec	1.76	1.65	1.53	1.41	1.29

**7. PACKAGE PLANS**

250 ti Per mo	100 ti Per wk
1 min 30 sec 10 sec	1 min 30 sec 10 sec
Ea	2.69 1.77 1.18 2.50 1.65 1.01

**COLUMBIA (6 AM; 3 FM)**

(including Coyce)  
 Richland County—Map Location E-5  
 See SRDS consumer market map and data at begin-  
 ning of the State.  
 Stations contiguous to the major city are consolidated  
 under the major city heading. This is not to imply  
 that all of the stations provide equal coverage of  
 the entire area or cities involved. It is part of the  
 time buying function to determine extent of indi-  
 vidual station coverage, audience delivered, etc. with-  
 in the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per  
 week for 13 weeks) for the four highest-cost stations  
 (and the average thereof) in each daypart.

Station (6-10 am)	Morning		Daytime</	
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# SOUTH CAROLINA

## Columbia—W C A Y—Continued

CLASS A									
1x	26x	52x	104x	156x	260x	520x	1040x		
1 min	9.00	8.60	8.20	7.50	7.00	6.30	5.80	5.50	
30 sec	6.75	6.35	6.00	5.30	4.80	4.40	4.10	3.80	
10 sec	ID's	75% of 30-sec.							

**WCOS**  
1939  
COLUMBIA



Subscriber to the NAB Radio Code

Media Code 4 242 2835 1.00  
WCOS, Inc., Box 748, 2440 Millwood Ave., Columbia, S. C. 29202. Phone 803-252-2177.

- PERSONNEL**  
President—George H. Buck, Jr.  
General Manager—Jess E. Plummer.
- REPRESENTATIVES**  
HR Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only; 15th of month.
- GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10d, 11d, 12d.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 60a.

### TIME RATES

ET 8/12/74—Rec'd 8/12/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Sat 7 pm-6 am; Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun all day.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
6 ti	12 ti	18 ti	24 ti		6 ti	12 ti	18 ti	24 ti	
1 min	30	27	24	21	25	22	19	16	
30 sec	24	22	19	17	20	18	15	13	

7. PACKAGE PLANS									
TAP—50%AA, 50%A:									
1 min	6 ti	12 ti	18 ti	24 ti					
1 min	26	23	20	17					
30 sec	21	19	16	14					

**WCOS-FM**  
1951  
COLUMBIA

Media Code 4 242 2836 9.00  
WCOS, Inc., Box 748, 2440 Millwood Ave., Columbia, S. C. 29202. Phone 803-252-2177.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 10,000 w.; 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. EST.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 ET 4/1/73—Rec'd 7/20/73.

AAA—6-10 am.  
AA—3-7 pm.  
A—10 am-3 pm & 7 pm-midnight.

6. SPOT ANNOUNCEMENTS									
CLASS AAA					CLASS AA				
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 min	10.00	7.00	8.50	6.00	7.00	5.00	6.00	5.50	4.00
14-25 ti	8.50	6.00	7.00	5.00	5.50	4.00			

7. PACKAGE PLANS									
ROS, PER WK:									
Ea	1 min 30 sec								
Minimum 25 per wk.	5.50 4.00								

**WIS**  
1930  
COLUMBIA

**Mg** mcgavren-guild  
pgw radio, inc.

NAB

RAB

Cosmos Broadcasting Corporation  
Subscriber to the NAB Radio Code

Media Code 4 242 2940 9.00  
Cosmos Broadcasting Corp., Box 1476, Columbia S. C. 29202. Phone 803-772-0256.

- PERSONNEL**  
General Manager—John A. Grimes.  
General Sales Manager—John Carroll.  
Program Director—Dave Kirschner.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w.; 560 kc. Directional—nighttime only.  
Operating schedule: 5-1 am. EST.
- AGENCY COMMISSION**  
15% time and specified talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.  
Basic Rates: 20b, 22a, 24a, 24c, 25a, 27, 28a, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62b.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

### TIME RATES

No. 25 ET 4/29/74—Rec'd 4/26/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm; Sat 6-10 am.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS									
SECTION I—1 WEEK					SECTION II—52 WEEKS				
PER WK:									
AAA	45	44	43	42	36	35	34	33	
AA	40	39	38	37	32	31	30	29	
A	33	32	31	30	26	25	24	23	
B	18	17	16	15	14	13	12	11	

SECTION III—1 MINUTE OR LESS									
PER WK:									
AAA	38	37	36	35	30	29	28	27	
AA	34	33	32	31	27	26	25	24	
A	28	27	26	25	22	21	20	19	
B	15	14	13	12	11	10	9	8	

24 ti. Specified positions not available in AAA or AA. Specified positions and/or time segments in A or B, extra 25%.

**10. SPECIAL FEATURES**  
RADIOCOPER 58 TRAFFIC REPORTS  
1 min/less, 7-9 am, rotating, flat..... 60.00  
4-6 pm, rotating, flat..... 50.00

**WNOK**  
1947  
COLUMBIA

## CBS Radio Network

NAB

Media Code 4 242 3045 6.00  
Palmetto Radio Corp., Drawer M, 6027 Devine St., Columbia, S. C. 29205. Phone 803-776-1230. TWX 803-733-1131.

**STATION'S PROGRAMMING DESCRIPTION**  
WNOK: Modern programming for adults 18-35.  
NEWS: network at :60, features at :25; local each hour; bulletins interrupt programming; 2 mobile units for on scene reporting; SPORTS: local boat races, stock car races, high school football games.  
MUSIC: modern MOR & general popular format handled by personalities. COMMERCIAL POLICY: separation between competitive products 15 minutes.  
FARM: 6-8:30 am. Contact Representative for further details. Rec'd 4/2/71.

- PERSONNEL**  
Executive Vice-President—H. Moody McElveen, Jr.  
Managing Director—Frank T. Stiles.  
Program Director—Michael M. Hlott.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. EST.
- AGENCY COMMISSION**  
15%; no cash discount. Bills payable 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 42a, 42d, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.  
Affiliated with CBS.

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

### TIME RATES

ET 10/31/66—Rec'd 5/1/67.

AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—9 am-4 pm, 7 pm-midnight & all other times.

6. SPOT ANNOUNCEMENTS									
CLASS AA					CLASS A				
1x	52x	104x	156x	260x	520x	1040x			
1 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00	6.00	
20/30 sec	9.00	8.25	7.50	6.75	6.00	5.25	4.50		

7. PACKAGE PLANS									
SATURATION PLANS									
PER WK:	1 hr.	1/2 hr.	1/4 hr.	5 min.					
1 time	60.00	36.00	20.00	12.00					
13 times	57.00	34.20	19.00	11.40					
26 times	54.00	32.40	18.00	10.80					
52 times	51.00	30.60	17.00	10.20					
100 times	48.00	28.80	16.00	9.60					
260 times	45.00	27.00	15.00	9.00					
500 times	42.00	25.20	14.00	8.40					

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## SOUTH CAROLINA

### Goffney—WFGN—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

Rates effective June 27, 1949. (Card No. 1)  
Rev. received September 4, 1956.

#### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

1-20	hr.	hr.	1/2		1/4		10		5		1	
			hr.	min.	hr.	min.	hr.	min.	hr.	min.	hr.	min.
1-20	11:00	16:50	8:25	6:00	4:15	2:10	1:40					
21-25	11:00	15:00	7:50	6:00	3:75	1:90	1:30					
26-30	11:00	14:50	7:25	5:50	3:60	1:80	1:20					
156-260	11:00	14:00	7:00	5:50	3:50	1:75	1:15					
260-500	11:00	13:50	6:75	5:40	3:35	1:70	1:10					
500-1000	11:00	13:00	6:50	5:20	3:20	1:65	1:05					
1000 or more												
times											1.50	1.00

## GEORGETOWN (2 AM; 2 FM)

Georgetown County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WGTN

1949

NAB

Media Code 4 242 4410 1.00  
Seacoast Broadcasting Corp., Inc., 216 Fraser St.,  
Georgetown, S. C. 29440. Phones 803-546-4161,  
4162

STATION'S PROGRAMMING DESCRIPTION  
WGTN: Top 40, solid gold & golden oldies.

- PERSONNEL  
General Manager—Wayne B. Sawyer.
- REPRESENTATIVES  
Dora-Clayton Agency, Inc.
- FACILITIES  
1,000 w. days. 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30 am-11 pm. EST.  
Partial simulcast operation. Simulcast news at noon.  
For non-simulcast facilities see WSHG (FM).
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSHG (FM).

#### TIME RATES

Eff. Rec'd 8/1/74.

6. SPOT ANNOUNCEMENTS			
	1x	30x	60x
1 min.	2.50	2.25	2.10
30 sec.	2.00	1.80	1.65
To be used in any 30-day period.			

### WINH

1962

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 242 4515 7.00  
Winyah Bay Broadcasting Company, Inc., Drawer W,  
W. Georgetown, S. C. 29440. Phone 803-546-5141.

STATION'S PROGRAMMING DESCRIPTION  
WINH: Contemporary music; network & local news.

- PERSONNEL  
Pres. & Gen'l Mgr.—Harry R. (Tad) Fogel.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
1,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-8:30 am.  
For non-simulcast facilities see WINH-FM.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 6 Eff 11/1/73—Rec'd 10/5/73.

7. PACKAGE PLANS					
PER WK:	1 ti	10 ti	20 ti	30 ti	100 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	200 ti
PER YR:	1x	60x	200x	700x	1000x
1 min.	3.75	3.15	2.75	2.40	2.15
30 sec.	2.60	2.40	2.00	1.75	1.50
AM & FM combine for frequency discount.					

### WINH-FM

1971

NAB

RAB

Media Code 4 242 4516 5.00  
Winyah Bay Broadcasting Co., Inc., Drawer W, 631  
Church St., Georgetown, S. C. 29440. Phone 803-  
546-5141.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WINH-FM: MOR/gold music; network & local news.

- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 97.7 mc.  
Stereo.  
Operating schedule: 6-12:15 am. EST.  
Antenna ht.: 180 ft. above average terrain.  
Partial simulcast operation. Operated separately 8:30-  
12:15 am. For simulcast facilities see WINH.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See Coded regulations  
Affiliated with American Information Network.

#### TIME RATES

Rates are identical to WINH. See that listing.

## WSHG (FM)

1973

NAB

Media Code 4 242 4568 6.00  
Seacoast Broadcasting Corp., Box 575, 216 S. Fraser,  
Georgetown, S. C. 29440. Phone 803-546-4161.  
See affiliated AM station for additional information.  
AM facilities: WGTN.

STATION'S PROGRAMMING DESCRIPTION  
WSHG (FM): Modern country.

- PERSONNEL  
Program Director—Tom Rea.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc.  
Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately except  
for news at noon. For simulcast facilities see  
WGTN.
- AGENCY COMMISSION  
None; all rates net to station.

#### TIME RATES

Rates are identical to WGTN. See that listing.

## GREENVILLE- SPARTANBURG

(10 AM; 4 FM)

Greenville County—Map Location B-3  
Spartanburg County—Map Location C-4  
See SRDS consumer market map and data at begin-  
ning of the State.

Stations located within the combined city area are  
consolidated under multiple city headings. This is  
not to imply that all of the stations provide equal  
coverage of the entire area or cities involved. It is  
part of the time buying function to determine extent  
of individual station coverage, audience delivered,  
etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

Station	Morning		Daytime		Afternoon		Evening	
	(5-10 am)	(10 am-3 pm)	(10 am-3 pm)	(3-7 pm)	(3-7 pm)	(7 pm- midnight)	(7 pm- midnight)	(7 pm- midnight)
A	40	23	26	23	23	23	23	23
B	40	23	26	23	23	23	23	23
C	29	19	24	18	18	18	18	18
D	29	19	24	17	17	17	17	17
AVERAGE	35	21	25	20	20	20	20	20

## WASC

1968

SPARTANBURG

A Beasley Station

Media Code 4 242 8350 5.00  
Carolina Radio Broadcasting Co., Inc., Box 5686,  
840 Wofford St., Spartanburg, S. C. 29301. Phone  
803-545-1530.

STATION'S PROGRAMMING DESCRIPTION

WASC: MUSIC: modern country.  
NEWS: network, 5 min at :30; local & weather at  
:30; weather at :45, sports at :15. Mobile & aerial  
traffic news daily. Trading post, talk show, person-  
ality. Contact Representative for further details.  
Rec'd 5/30/73.

- PERSONNEL  
General Manager—K. Joe Seasons.  
Program Director—Joe W. Crows.  
News Director—Danny Dyer.
- REPRESENTATIVES  
Alan Torbet Associates, Inc.  
South Carolina, North Carolina—Southern Spot  
Sales, Inc.
- FACILITIES  
1,000 w.; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only. 10th following broadcast.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8,  
10a, 11b, 12b, 13b, 14b, 15a,  
15b, 16.  
Basic rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28b,  
29c, 29h, 30, 31, 33c.  
Contracts: 40c, 42b, 42d, 44b, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60c, 60e, 60f, 61a, 62a, 62d.  
Cancellation: 70b, 70c, 71b, 72, 73a, 73h.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Affiliated with KBS.  
Member: Beasley Broadcast Group.

#### TIME RATES

No. 1 Eff 1/1/68—Rec'd 5/28/68.

6. SPOT ANNOUNCEMENTS			
	10 sec	20 sec	30 sec
Ea	3.50	4.50	6.00
	5.00	6.00	9.00
WEEKLY DISCOUNTS			
5 ti—5%	15 ti—15%	25 ti—25%	
10 ti—10%	20 ti—20%		
CONSECUTIVE WEEK CONTRACT			
52 wk—additional 5%.			

## PROGRAM TIME RATES

2 min 5 min 10 min 1/4 hr  
Ea ..... 12 16 24 30

## WESC

1947

GREENVILLE



Buckley Radio Sales, Inc.

## Modern Country Music

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 242 4620 5.00  
Broadcasting Company of the Carolinas, Box 2447,  
Berea Plaza, Greenville, S. C. 29602. Phone  
803-246-7660.

STATION'S PROGRAMMING DESCRIPTION

WESC: Programmed for adults.  
MUSIC: modern country. NEWS: 5 min at :30;  
local produced by news director at :58; 2 mobile  
units; local news summary 12:30-12:35 pm M-F with  
voice actualities. SPORTS: scores & news at :15.  
Weather at :35; forecasts at :29 & 59. COMMUNITY  
EVENTS: bulletin board at 9:15 am, 12:15 & 3:15  
pm. FARM: at 6:30 am. Contact Representative  
for further details. Rec'd 8/4/71.

- PERSONNEL  
President—Robert A. Schimid.  
Vice-Pres. & Gen'l Mgr.—John Y. Davenport.
- REPRESENTATIVES  
Buckley Radio Sales, Inc.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES  
10,000 w. days; 660 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-8 am. For  
non-simulcast facilities see WESC-FM.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 12b, 14b.  
Basic rates: 20b, 24c.  
Contracts: 40a, 41, 46, 47a.  
Comb.: Cont. Discounts: 60g, 60i.  
Cancellation: 70a, 70e.  
Affiliated with American Entertainment Network.

#### TIME RATES

AM/FM COMBINATION  
No. 9 Eff 9/1/74—Rec'd 8/19/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS						
PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	34	28	32	26	24	20
6 ti	33	27	31	25	23	19
12 ti	31	25	29	23	22	18
16 ti	29	23	27	22	21	17
24 ti	28	22	26	21	20	16
10 sec: 50% of 1-min.						
AM only:			AAA	AA	AA	A
Deduct per spot:			10	8	5	5

6. PROGRAM TIME RATES			
AM ONLY			
1 HR:	1x	52x	156x
AA	125	115	105
A	100	90	79
B	65	60	55
1/2 hr: 60% of hour.	10 min: 30% of hour.		
1/4 hr: 40% of hour.	5 min: 20% of hour.		

## WESC-FM

1947

GREENVILLE

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 242 4621 3.00  
Broadcasting Company of the Carolinas, Box 2447,  
Berea Plaza, Greenville, S. C. 29602. Phone  
803-246-7660.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION

WESC-FM: Programmed for 25 plus audience.  
MUSIC: modern country. NEWS: 5 min at :30; local  
& state :15. Weather every 10 min. COMMERCIAL  
POLICY: limited to 6 minutes per hour. Contact  
Representative for further details. Rec'd 3/26/74.

- FACILITIES  
ERP 100,000 w. (horiz.), 100,000 (vert.); 92.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Operated separately 8-8  
am. For simulcast facilities see WESC.
- GENERAL ADVERTISING See coded regulations  
Sold in combination with WESC. See that listing  
for rates.

#### TIME RATES

No. 9 Eff 9/1/74—Rec'd 8/19/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS						
PER WK:	AAA		AA		A	
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	15.00	12.00	13.00	11.00	11.00	9.00
6 ti	14.00	11.50	12.00	10.00	10.00	8.50
12 ti	13.00	11.00	11.00	9.00	9.00	7.50
16 ti	12.00	10.00	10.00	8.50	8.00	6.50
24 ti	11.00	9.00	9.00	7.50	7.00	6.00
10 sec: 50% of 1-min.						

(Greenville-Spartanburg continued on next page)

# WESC-AM/FM

the winning combination —  
again in '74 ...

- WESC-AM/FM: 1st in Total Listeners
- WESC-AM/FM: 1st in Adult Listeners
- WESC-AM/FM: 1st in Young Adults (18-49)
- WESC-AM/FM: 1st in Drive Times (MEN)
- WESC-AM/FM: 1st in Housewife Time
- WESC-AM/FM: 1st All Day Long
- WESC-AM/FM: Greenville, So. Carolina

National Representatives: BUCKLEY RADIO SALES

Source: Pulse April-May '74, average ¼ hour, Radio Station Area, Mon-Fri. 6am-7pm. All figures estimates, subject to limitations in reports.



**WFBC**  
1933  
GREENVILLE  
NBC Radio Network



**RAB**

**A Multimedia Station**  
Subscriber to the NAB Radio Code  
Media Code 4 242 4725 2.00  
Multimedia Broadcasting Co., Box 788, 505 Rutherford St., Greenville, S. C. 29602. Phone 803-233-4601.

**STATION'S PROGRAMMING DESCRIPTION**  
WFBC: Programmed for adults. MUSIC: middle-of-the-road. AIR PERSONALITIES handle all segments. 5 am-12M M-F: telephone interviews, contests, comedy, sports capsules, weather, informative features. NEWS: 5 min network on hour, 2 min local on half hour. 5 min local 7 am, 7:55 am, 5:55 pm, 10:05 pm, & 12M. Noon-12:15 pm news roundup, 7 man news department. FARM: market report 6:45 am, 13:45 pm. SPORTS: capsules in all shows. 5:45-5:55 pm 10 min sports show, major league baseball, college football and basketball. Sat and Sun network and local news and music. Contact Representative for further details. Rec'd 7/17/77.

- PERSONNEL**  
President—Wilson C. Wearn.  
Vice-Pres. & Gen'l Mgr.—Bruce Buchanan.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5,000 w.; 1330 kc. Directional—night only. Operating schedule: 24 hours daily. EST. Partial simulcast operation. Simulcast 6-10 am Mon thru Sat; 6-7 am Sun. For non-simulcast facilities see WFBC-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15e.  
Basic Rates: 20b, 24a, 24b, 24c, 25a, 26, 28a, 31, 33a.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 60f, 60g, 60i, 61a, 61c.  
Cancellation: 70a, 71a.  
Affiliated with NBC.  
Affiliated with Katz Radio Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 5 ET 8/1/74—Rec'd 8/5/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	55	52	50	48	46
AA	40	38	36	34	32
A	35	34	33	32	30

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only: Deduct 10.00 per 1-min spot.

**7. PACKAGE PLANS**  
Nighttime Saturation Plan—Mon thru Sun 7 pm-6 am:  
1 1-min spot per hr (minimum 6 days per wk) per wk 132.00.

**WFBC-FM**  
1947  
GREENVILLE



**A Multimedia Station**  
Subscriber to the NAB Radio Code  
Media Code 4 242 4726 0.00  
Multimedia Broadcasting Co., Box 788, 505 Rutherford St., Greenville, S. C. 29602. Phone 803-233-4601.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WFBC-FM: Programmed to young adults 18-49. MUSIC: hit parade. NEWS: network at :60. Contact Representative for further details. Rec'd 4/29/71.

- FACILITIES**  
ERP 100,000 w.; 93.7 mc. Stereo. Operating schedule: 6-1 am. EST. Antenna ht.: 1,840 ft. above average terrain. Partial simulcast operation. Operated separately 10-6 am Mon thru Sat; 7-1 am Sun. For simulcast facilities see WFBC.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.  
Sold in combination with WFBC. See that listing for rates.

**TIME RATES**

Deduct 10.00 per 1-min spot from AM/FM combination.

**WHYZ**  
1966  
GREENVILLE  
Black

Media Code 4 242 4830 0.00  
WHYZ, Inc., Box 4308, Greenville, S. C. 29608.  
Phone 803-246-1441.

**STATION'S PROGRAMMING DESCRIPTION**  
WHYZ: Programmed for Negro listener. MUSIC: Rhythm & blues, jazz, current pop hits, gospel. AIR PERSONALITIES handle all segments. Taped commercials are interchangeable. NEWS: Locally oriented 5 min per hour. Public affairs/discussion program involving audience participation Sun 2-3 pm. SPORTS: Capsules 5X daily Mon-Sat. Rec'd 2/1/74.

- PERSONNEL**  
Treas./Secy. & Sta. Mgr.—Raymond Somers.  
Program Director—Joe Johnson.
- FACILITIES**  
50,000 w. days; 1070 kc. Directional. Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12a, 14b.  
Basic Rates: 20b, 24a, 24b, 24c, 26, 29a.  
Contracts: 40a, 46.  
Comb.; Cont. Discounts: 60g, 60i, 61b.  
Cancellation: 70c, 71a, 73.  
Affiliated with MBS.

**TIME RATES**

ET 10/1/74—Rec'd 9/3/74.  
A—Mon thru Sat 6:30-9 am & 3-7 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**
  - PACKAGE PLANS**
  - PROGRAM TIME RATES**
  - SPECIAL FEATURES**
- | PER MO: | 26x | 52x | 156x | 260x |
|---------|-----|-----|------|------|
| 1 hr    | 135 | 120 | 110  | 90   |
| 1/2 hr  | 75  | 68  | 60   | 48   |
| 1/4 hr  | 40  | 36  | 32   | 25   |
- ROTATING NEWCASTS**
- | PER MO: | 20 ti | 40 ti | 60 ti |
|---------|-------|-------|-------|
| 5 min   | 20    | 17    | 14    |
- ROTATING SPORTS CAPSULES**
- | PER MO: | 20 ti | 40 ti | 60 ti | 80 ti | 100 ti |
|---------|-------|-------|-------|-------|--------|
| 2 min   | 11    | 10    | 9     | 8     | 7      |

**WKDY**  
1959  
SPARTANBURG

**M** Jack Masla & Company, Inc.  
Modern Country Music

**RAB**

Media Code 4 242 4882 1.00  
Capitol Broadcasting Corp., Box 5035, Spartanburg, S. C. 29301. Phone 803-583-2727.

**STATION'S PROGRAMMING DESCRIPTION**  
WKDY: MUSIC: modern country. 4 AIR PERSONALITIES handle all segments. NEWS: network at :30; 5-min local & regional at 5, 6, 7, 8 am, 12N, 4 & 5 pm. Commentator & news at 8:30 am & 12:30 pm; 25-min reviews of city council & county commission meetings weekly; 30-min spectrum public affairs program weekly; mobile reports. SPORTS: class A baseball, U basketball & football & Pro basketball. Local & regional sports at 7:30 am, network at 5:30 pm. Sun: local & recorded religious service 5 am-12N; MUSIC: 12N-9:30 pm; local & network public affairs program 9:30-12M. Contact Representative for further details. Rec'd 5/24/73.

- PERSONNEL**  
General Manager—Paul Howard.  
Sales Manager—Ross Holmes.  
Program Director—Jack Melvin.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Atlanta, South—David Carpenter Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15c.  
Basic Rates: 23a, 24a, 25a, 29a.  
Contracts: 40a, 42b, 45, 46.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Entertainment Network.

**TIME RATES**

ET 5/1/72—Rec'd 4/14/72.  
I—Mon thru Sat 6-10 am; Mon thru Fri 3 am-7 pm.  
II—All other times.

- SPOT ANNOUNCEMENTS**
  - CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%. Minimum 5 1-min/30-sec wkly.
  - PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min.
- |       | I     | II   | III  | IV   | V    |
|-------|-------|------|------|------|------|
| 6 ti  | 10.50 | 8.40 | 6.30 | 9.45 | 7.60 |
| 12 ti | 10.00 | 8.00 | 6.00 | 9.00 | 7.20 |
| 18 ti | 9.00  | 7.20 | 5.40 | 8.10 | 6.50 |
| 24 ti | 8.00  | 6.40 | 5.85 | 7.20 | 5.75 |
- ID's not combinable for volume discount.

**WMRB**  
1954  
GREENVILLE

Subscriber to the NAB Radio Code  
Media Code 4 242 4935 7.00  
Paramount Broadcasting Co., Inc., Box 8876, Greenville, S. C. 29604. Phone 803-242-1490.

**STATION'S PROGRAMMING DESCRIPTION**  
WMRB: MUSIC: popular, instrumentals & vocals. AIR PERSONALITIES handle all segments. Live interviews, sports features, weather 3 times an hour, information features. NEWS: 6 min network at :60; 5 min network information at :25. SPORTS: college football & basketball, professional football & baseball. Master's golf tournament. Sat. & Sun: network news, music & weather. Rec'd 3/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—C. F. Cope.  
Station Mgr. & Prog. Dir.—William T. Arrington.

- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional. Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11b, 12a, 13a, 14a.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24a, 25a, 28b, 28c, 29a, 33c.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME**  
ET 3/15/71—Rec'd 5/7/72.
- SPOT ANNOUNCEMENTS**
  - PACKAGE PLANS**
  - WEEKLY PLAN:**
  - PARTICIPATING PROGRAMS**
- |             | 1 min | 30 sec | 1 min | 30 sec |
|-------------|-------|--------|-------|--------|
| 1 min 7:00  | 5.50  | 4.80   | 4.30  | 3.50   |
| 30 sec flat | 4.00  | 2.00   | 2.00  | 2.80   |
- |       | 10 ti | 20 ti | 30 ti | 40 ti |
|-------|-------|-------|-------|-------|
| 1 min | 55    | 96    | 120   | 140   |
- |                   | 1 min 30 sec |
|-------------------|--------------|
| Personality shows | 7.00 4.50    |

**WMUU**  
1949  
GREENVILLE

**RAB**

Media Code 4 242 5040 5.00  
Bob Jones University, Greenville, S. C. 28814. Phone 803-242-6240.

- STATION'S PROGRAMMING DESCRIPTION**  
WMUU: MUSIC: Classical, semi-classical & sacred. NEWS: 5 min at :60; 15 min at 12N & at 5 pm. Emphasis on local news & public affairs. AP & ESSA weather wire. RELIGIOUS: preaching, drama, children's programs & sacred music. Rec'd 11/2/73.
- PERSONNEL**  
Chairman-of-Board—Dr. Bob Jones.  
General Manager—Keith Mook.  
Station Manager—Jim Byerson.
  - FACILITIES**  
5,000 w. days; 1260 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WMUU-FM.
  - AGENCY COMMISSION**  
15/0; time and talent.

(This listing continued on next page)

**206,603**  
**BLACKS\***

**AND ONE GIANT**  
**RADIO STATION**

The 50,000 watts of South Carolina's giant, WHYZ, is now programmed TO Blacks BY Blacks!!

How can you sell to the Black population unless you use a Black voice??

In our total listening area WHYZ can now influence nearly a quarter of a million Blacks with 50,000 watts of

"soul power."

**WHYZ**  
GREENVILLE

\*SRDS Oct. '73

**WFBC-AM / WFBC-FM**

**your best 2-station buy in Greenville, S.C.**

A Resounding No. 1 in Adults, Monday through Sunday — 6 am-midnight.

Source: Greenville/Spartanburg ARB April/May 1974. Exclusive come estimates. All figures estimates subject to limitations in said reports.



**A Multimedia Station** / AM 5,000 w. 1330 kc. / Represented by **K** KATZ RADIO  
FM 100,000 w. 93.7 mc.

# SOUTH CAROLINA

## Greenville-Spartanburg—W M U U—Cont'd

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 6a, 8,  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b.  
 Contracts: 46, 47a, 48.  
 Comb.: Cont. Discounts: 62d.  
 Cancellation: 71a, 72.  
 Prod. Services: 80.

### TIME RATES NATIONAL AND LOCAL RATES SAME ET 1/1/70—Rec'd 3/5/70.

6. SPOT ANNOUNCEMENTS  
 MON-SAT:

1x	13x	26x	52x	104x	156x	312x
1 min 5.75	5.55	5.35	5.15	5.05	4.95	4.75
30 sec 4.75	4.60	4.45	4.30	4.23	4.15	4.00
20 sec 4.00	3.80	3.60	3.40	3.30	3.20	3.00

6:30-8:30 am, extra 1.00.

6. PROGRAM TIME RATES  
 MON-SAT:

1x	13x	26x	52x	104x	156x	312x
1 hr.	55.00	53.00	51.00	49.00	48.00	47.00
1/2 hr.	33.00	31.30	30.60	29.40	28.80	27.00
1/4 hr.	22.00	21.20	20.40	19.60	19.20	18.80
5 min.	11.00	10.60	10.20	9.80	9.60	9.40

6:30-8:30 am, extra 1.00.

## WMUU-FM

1960  
 GREENVILLE

RAB

Media Code 4 242 5145 2.00  
 Bob Jones University, Greenville, S. C. 29614. Phone  
 803-242-6240.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
 WMUU-FM: MUSIC: Classical, semi-classical, sacred;  
 classical music includes full-length concerta  
 by internationally known symphonic orchestras;  
 Oratorio: Chamber music, plus full-length opera  
 every Sat afternoon. NEWS: 5-min at :60; 15-min at  
 12N & 5 pm. Emphasis on local news & public affairs.  
 AP & ESSA weather wire. RELIGIOUS: preaching,  
 drama, children's programs & sacred music. Rec'd  
 11/2/73.

3. FACILITIES  
 ERP: 100,000 w.; 94.5 mc. Stereo.  
 Operating schedule: 6 am-midnight, EST.  
 Antenna ht.: 2,197 ft. above average terrain.  
 Partial simulcast operation. Operated separately local  
 sunset-midnight. For simulcast facilities see WMUU.

### TIME RATES

Rates are identical to WMUU. See that listing.

## WORD

1940  
 SPARTANBURG

RAB

Media Code 4 242 5197 3.00  
 Associated Broadcasting Corp., Box 3257, White Ave.,  
 Spartanburg, S. C. 29303. Phone 803-583-2711.

1. PERSONNEL  
 President—Robert B. Brown.  
 General Manager—Charles A. Brooks.  
 Commercial Manager—Patricia Swett.

2. REPRESENTATIVES  
 Robert E. Eastman & Co., Inc.

3. FACILITIES  
 5,000 w. days, 1,000 w. nights; 910 kc.  
 Directional—separate patterns, day and night.  
 Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION  
 15/0 time only; monthly.

5. GENERAL ADVERTISING See coded regulations  
 General: 1b, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
 Basic Rates: 20b, 21c, 23a, 24a, 24c, 25a, 26, 28c,  
 30, 32b.

Contracts: 40a, 41, 42d, 43, 45, 46, 47a, 49, 71c.  
 Comb.: Cont. Discounts: 60e, 61c.  
 Cancellation: 70a, 70e, 71a, 73a.  
 Prod. Services: 82.  
 Affiliated with Eastman Radio Network.

### TIME RATES

No. 2 ET 11/1/70—Rec'd 10/26/70.  
 I—Mon thru Sat 6-10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
 III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun  
 all day.

6. SPOT ANNOUNCEMENTS  
 SECTION I

PER WK:	11 ti	12 ti	18 ti	24 ti
1 min	20.00	20.00	20.00	20.00
20/30 sec	17.60	17.60	17.60	17.60
10 sec	11.00	11.00	11.00	11.00

SECTION II

1 min	20.00	18.00	16.00	14.00
20/30 sec	16.00	14.40	12.80	11.20
10 sec	10.00	9.00	8.00	7.00

SECTION III

1 min	12.00	10.00	9.00	8.00
20/30 sec	9.60	8.00	7.20	6.40
10 sec	6.00	5.00	4.50	4.00

7. PACKAGE PLANS  
 (TIME PLANS)

Plan A 15 ti (61, 61I, 311I)	15
Plan B 30 ti (121, 121I, 611I)	13
Plan C 50 ti (251, 151I, 1011I)	12

May be moved from Section I to II or III at same  
 rate but not vice versa.

8. PROGRAM TIME RATES  
 5-min—1-1/2x applicable 1 min.  
 CONSECUTIVE WEEK DISCOUNT  
 52 wk—10%  
 RATEHOLDER  
 Minimum w/ky sched of 6 1-min spots 6 am-12 mid  
 Mon-Sun necessary to maintain consec wk advertising.

# WQOK

1950  
 GREENVILLE

## ABC Contemporary

RAB

Media Code 4 242 5250 0.00  
 WQOK, Inc., Drawer T, Greenville, S. C. 29610.  
 Phone 803-246-2112.

1. PERSONNEL  
 Pres. & Gen'l Mgr.—T. C. Hooper.

2. REPRESENTATIVES  
 Hill/Stone Radio Representatives, Inc.

3. FACILITIES  
 5,000 w.; 1440 kc. Directional—nights only.  
 Operating schedule: 24 hours daily, EST.

4. AGENCY COMMISSION  
 15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 7b, 8,  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a,  
 25a, 28c, 29a, 30b.  
 Contracts: 40c, 41, 42c, 44a, 45, 46, 47a, 50, 51c.  
 Comb.: Cont. Discounts: 60a, 60e, 60h, 60i, 61a, 62b.  
 Cancellation: 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 82.  
 Affiliated with American Contemporary Network.

### TIME RATES

Rev 3/1/72—Rec'd 11/26/73.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA		7 ti	14 ti	21 ti	28 ti
1 min	20.00	18.50	17.00	15.50	
30 sec	16.00	14.80	13.60	12.40	
10 sec	10.00	9.25	8.50	7.75	

CLASS AA		17.00	15.50	14.00	12.50
1 min	17.00	15.50	14.00	12.50	
30 sec	13.60	12.40	11.20	10.00	
10 sec	8.50	7.75	7.00	6.25	

CLASS A		14.00	12.50	11.00	9.50
1 min	14.00	12.50	11.00	9.50	
30 sec	11.20	10.00	8.80	7.60	
10 sec	7.00	6.25	5.50	4.75	

7. PACKAGE PLANS  
 TOTAL AUDIENCE PLAN

PER WK, EA:	1 min	30 sec	10 sec
14 ti (AAAA, 5AA, 5A)	14.00	11.20	7.00
21 ti (7AAA, 7AA, 7A)	12.50	10.00	6.25
28 ti (9AAA, 10AA, 9A)	11.00	8.80	5.50

ANNUAL

PER YR:	520x	1040x	520x	1040x	520x	1040x
AAA	14.00	13.00	11.20	10.40	7.00	6.50
AA	11.00	10.00	8.80	8.00	5.50	5.00
A	8.00	7.00	6.40	5.60	4.00	3.50

## WSPA

1929  
 SPARTANBURG

# CBS Radio Network

mcgavren-guild  
 pgw radio, inc.

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 242 5302 9.00  
 Spartan Broadcasting Co., Box 1717, 224 E. Main  
 St., Spartanburg, S. C. 29301. Phone 803-585-  
 7777. TWX 810-282-2592.  
 Greenville Phone 803-233-7777. Asheville, N. C.  
 Phone: 704-684-3771.  
 Greenville office: Daniel Bldg., Spartanburg, S. C.  
 29602. Phone: 803-232-7261.

STATION'S PROGRAMMING DESCRIPTION  
 WSPA: Programmed for adults 18-49.  
 MUSIC: current hits blended with Golden standards.  
 NEWS: local at :30 & :06 following network. 19  
 man news department, 4 mobile units. ESSA weather  
 information at :15 & :45. Editorials daily M-F.  
 SPORTS 22 college football games, local high school  
 & junior college football & basketball. All PGA  
 Golf. Most major auto races. Women's feature editor,  
 Contact Representative for further details. Rec'd  
 3/1/73.

1. PERSONNEL  
 President—Walter J. Brown.  
 Vice-Pres. & Gen'l Mgr.—Charles R. Sanders.

2. REPRESENTATIVES  
 McGavren-Guild, Inc.

3. FACILITIES  
 5,000 w.; 950 kc. Directional—night only.  
 Operating schedule: 5-12:05 am, EST.

4. AGENCY COMMISSION  
 15% on time; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 12b, 14b.  
 Basic Rates: 20b, 21a, 21c, 22b, 23b.  
 Contracts: 40a, 41, 45, 48.  
 Comb.: Cont. Discounts: 60a.  
 Cancellation: 70e, 71a.  
 Affiliated with CBS.

### TIME RATES

AM/FM COMBINATION  
 No. 18 ET 5/15/74—Rec'd 5/2/74.  
 AAA—Mon thru Sat 5-10 am.  
 AA—Mon thru Sat 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm.  
 B—All other times.

## 6. SPOT ANNOUNCEMENTS

1 min		30 sec		10 sec	
6 ti	12 ti	18 ti	24 ti	6 ti	12 ti
AAA	40.00	39.00	38.00	37.00	36.00
AA	35.00	34.00	33.00	32.00	31.00
A	30.00	29.00	28.00	27.00	26.00
B	25.00	24.00	23.00	22.00	21.00

AAA	20.00	19.50	19.00	18.50
AA	17.50	17.00	16.50	16.00
A	15.00	14.50	14.00	13.50
B	12.50	12.00	11.50	11.00

AM ONLY: 1 min 30 sec 10 sec  
 Deduct 10.00 8.00 5.00

## WSPA-FM

1946

SPARTANBURG

NAB

RAB

NAFMB

Subscriber to the NAB Radio Code  
 Media Code 4 242 5303 7.00  
 Spartan Broadcasting Co., 224 E. Main St., Spartan-  
 burg, S. C. 29301. Phone 803-585-7777.  
 Greenville Phone 803-233-7777.  
 Asheville Phone 704-684-3771.  
 Greenville office: Daniel Bldg., Spartanburg, S. C.  
 29602. Phone 803-232-7261.

See affiliated AM station for additional information.  
 STATION'S PROGRAMMING DESCRIPTION  
 WSPA-FM: MUSIC: current & standard albums of  
 established instrumental & vocal adult music with  
 string orchestra & other arrangements 85%, vocals  
 15%. in 9-10 min uninterrupted segments. COM-  
 MERCIAL POLICY: island or cluster effect used in  
 commercial presentations limited double spot max-  
 imum, 6 any hour, 24 minute product protection.  
 NEWS: network at :15 followed by local weather;  
 temperature at :30 & :30. TV & AM staff utilized  
 for local news. Contact Representative for further  
 details. Rec'd 6/11/71.

1. PERSONNEL  
 Manager—Larry Alverson.

3. FACILITIES  
 ERP: 100,000 w.; 99.9 mc. Stereo.  
 Operating schedule: 5:30-11 am, EST.  
 Antenna ht.: 1910 ft. above average terrain

5. GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 13b.  
 Basic Rates: 20a, 22b, 23a, 24b 25a, 26, 29a,  
 30a, 31a, 42a, 43, 46, 47a.  
 Contracts: 40a, 42a, 43, 46, 47a.  
 Comb.: Cont. Discounts: 60k, 61a, 61c.  
 Cancellation: 70a, 70e, 71a, 73a.  
 Affiliated with American FM Network  
 Sold in combination with WSPA. See that listing  
 for rates.

### TIME RATES

1 min	30 sec	10 sec
AM/FM combination less	10.00	8.00 5.00

## GREENWOOD (3 AM; 1 FM)

Greenwood County—Map Location C-5  
 See SIDS consumer market map and data at begin-  
 ning of the State.

WCRS

1941

WCRS-FM

1965

# NBC Radio Network

Media Code 4 242 5355 7.00  
 Greco, Inc., Box 1247, Grier Bldg., Greenwood,  
 S. C. 29602. Phone 803-232-8555, 8554.  
 STATION'S PROGRAMMING DESCRIPTION  
 WCRS: Programmed for MOR audience.

1. PERSONNEL  
 Gen'l & Sta. Mgr.—Dan Croiland.

3. FACILITIES  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional  
 Operating schedule: 5 am-midnight, EST.  
 FM-ERP 1,300 w. (horiz.), 1,300 w. (vert.); 96.1  
 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 361 ft. above average terrain.

4. AGENCY COMMISSION  
 15% 1st of following month

5. GENERAL ADVERTISING See coded regulations  
 Does not accept AAAA copyrighted contract.  
 Affiliated with NBS.

### TIME RATES

ET 9/1/74—Rec'd 6/28/74.

6. SPOT ANNOUNCEMENTS

PER YR:	1x	52x	104x	208 ti	312x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	4.15	3.80	3.45	3.10	2.75

## WGSW

1953

Media Code 4 242 5460 5.00  
 Radio Greenwood, Inc., Drawer C, Greenwood, S. C.  
 29646. Phone 803-223-5945.  
 STATION'S PROGRAMMING DESCRIPTION  
 WGSW: MUSIC: 100% top 40.

1. PERSONNEL  
 General Manager—George B. Cook, Jr.

2. REPRESENTATIVES  
 North—Hal Walton Co.  
 South—David Carpenter Company.

3. FACILITIES  
 1000 w days; 1350 kc. Non-directional  
 Operating schedule: 6 am-local sunset, EST.

4. AGENCY COMMISSION  
 15/0 1st of following month.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KRS.  
 Affiliated with American Entertainment Network.

### TIME RATES

ET 12/1/73—Rec'd 12/21/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	25 ti	50 ti
1 min/1 sec	3.00	2.70	2.25	2.15

100+ per mo. ea 2.20.

## WMTY

1973

Media Code 4 242 5512 3.00  
 United Community Enterprises, Inc., Box 361B, Rt.  
 4, Greenwood, S. C. 29646. Phone 803-223-4300.

STATION'S PROGRAMMING DESCRIPTION  
 WMTY: Programmed for adults, modern country;  
 UPI.

1. PERSONNEL  
 Vice-Pres. & Gen'l Sales Mgr.—Norm Wiseman.

2. REPRESENTATIVES  
 Southern Spot Sales, Inc.

3. FACILITIES  
 1,000 w.; 1090 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, EST.

4. AGENCY COMMISSION  
 15/0 time only; payable 15th of month.

5. GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.

### TIME RATES

ET 6/1/73—Rec'd 6/1/73.  
 AA—Mon thru Sat 7-10 am & 4-6 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

AA		A	
PER WK:	1 min	30 sec	10 sec
1-6 ti	5.30	4.70	4.15
18 ti	4.70	4.15	3.55
36 ti	4.40	3.85	3.25
42 ti	4.15	3.55	2.95
50 ti	3.85	3.25	2.65

## GREER (2 AM)

Greenville County—Map Location B-3  
 See SIDS consumer market map and data at begin-  
 ning of the State.

## WCKI

1955

Media Code 4 242 5565 1.00  
 Sira-Pak Radio, Inc., Box 709, 2 Beeco Rd., Greer,  
 S. C. 29651. Phone 803-877-8458.



## HARTSVILLE

Darlington County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

WHSC

1946

NAB

Subscriber to the NAB Radio Code  
Media Code 4 242 5880 4.00  
Hartsville Broadcasting Co., Inc., Box 940, Hartsville, S. C. 29550.

- PERSONNEL  
General Manager—Oby B. Lyles.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-12:05 pm. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.  
Member: Farm Directors Radio Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 2/1/69—Rec'd 1/31/59.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|------|------|
| 1 min  | 2.50 | 2.35 | 2.25 | 2.15 | 2.00 | 1.85 | 1.75 | 1.65 |
| 30 sec | 1.65 |      |      |      |      |      |      |      |
- CONSECUTIVE WEEK DISCOUNT  
13 wk—5%      52 wk—10%

## HEMINGWAY

Williamsburg County F-6  
See SRDS consumer market map and data at beginning of the State.

WKYB

1967

NAB

- Media Code 4 242 5920 3.00  
Hemingway Broadcasting Company, Box 1000, Hemingway, S. C. 29554. Phone 803-554-2558.
- STATION'S PROGRAMMING DESCRIPTION**  
WKYB: MUSIC: top 40, current rock.
- PERSONNEL  
General Manager—Donald Hastings.
  - FACILITIES  
10,000 w., 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Member: Carolina Radio Network, Farm Directors Radio Network.

- TIME RATES**  
Eff 9/1/74—Rec'd 8/1/74.
- 6. SPOT ANNOUNCEMENTS**
- |             |      |       |        |
|-------------|------|-------|--------|
| PER MO, EA: | 1 ti | 40 ti | 100 ti |
| 1 min       | 3.50 | 3.25  | 3.00   |
| 30 sec      | 2.75 | 2.50  | 2.25   |
- 10. SPECIAL FEATURES**  
Bi-hrly 6 min newscasts..... 220  
Hrly news headlines..... 185  
Hrly weather..... 185  
4 consec wks—1-min brk.

## HILTON HEAD ISLAND

Beaufort County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

WHHR

1973

NAB

Media Code 4 242 5962 0.00  
Hilton Head Radio Corp., Box 5693, Hilton Head Island, S. C. 29928. Phone 803-785-3394.

- PERSONNEL  
Pres. & Gen'l Mgr.—John J. Henry.
  - REPRESENTATIVES  
Southern Spot Sales, Inc.
  - FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 4 Eff 5/1/74—Rec'd 6/21/74.
- 6. SPOT ANNOUNCEMENTS**
- |   |      |        |      |
|---|------|--------|------|
| 1 min   | 5.00 | 30 sec | 4.00 |
| Premium rates: Spot on Morning Watch & Memory |      |        |      |
| Time, extra 1.50 ea.                          |      |        |      |
- 10. SPECIAL FEATURES**  
Local & world news—9:00.  
Island weather & stock market reports—6:50.  
Incl open & close plus 1-min spot.  
YEARLY DISCOUNT  
7x per wk—10%    2x per day—15%    3x per day—20%

## HOLLY HILL

Orangeburg County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

WKHJ

1972

NAB

Subscriber to the NAB Radio Code  
Media Code 4 242 6005 7.00  
Radio Holly Hill, Box 1087, Holly Hill, S. C. 29059. Phone 803-496-5352.

- STATION'S PROGRAMMING DESCRIPTION**  
WKHJ: Contemporary music; AP news.
- PERSONNEL  
General Manager—G. Wayne Koons.
  - REPRESENTATIVES  
Dora-Clayton Agency, Inc.
  - FACILITIES  
1000 w. days; 1440 kc. Non-Directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.

## 5. GENERAL ADVERTISING

Accepts AAAA copyrighted contract.  
Member: Mark Media Group.

- TIME RATES**  
No. 3 Eff 6/1/74—Rec'd 8/6/74.
- 6. SPOT ANNOUNCEMENTS**
- |           |      |       |       |        |      |
|-----------|------|-------|-------|--------|------|
| PER MO:   | 1 ti | 25 ti | 50 ti | 100 ti | 200+ |
| 1 min     | 3.50 | 3.40  | 3.25  | 3.00   | 2.75 |
| 20/30 sec | 2.50 | 2.40  | 2.25  | 2.00   | 1.75 |
| 10/15 sec | 1.75 | 1.65  | 1.50  | 1.25   | 1.00 |
- CONSECUTIVE WEEK DISCOUNT  
13 wk—5%      52 wk—10%

## JOHNSTON

Edgefield County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

WJES

1961

- Media Code 4 242 6090 9.00  
Edgefield Saluda Radio Co., Inc., Box 1, Lee St., Johnston, S. C. 29832. Phone 803-275-4444.
- PERSONNEL  
Sales & Gen'l Mgr.—Claude Casey.
  - FACILITIES  
250 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 10/1/73—Rec'd 10/8/73.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |       |        |
|---------|-------|-------|--------|
| PER WK: | 15 ti | 25 ti | 50 ti  |
| PER MO: | 25 ti | 50 ti | 100 ti |
| 1 min   | 2.00  | 1.75  | 1.50   |
| 30 sec  | 1.60  | 1.40  | 1.20   |

## KERSHAW

Kershaw County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

WKSC

1961

- Media Code 4 242 6195 6.00  
Kershaw Broadcasting Corp., Box 548, 502 W. Church St., Kershaw, S. C. 29067. Phone 475-8585.
- STATION'S PROGRAMMING DESCRIPTION**  
WKSC: C & W, M-F; MOR. Religious, & pop.

- PERSONNEL  
Pres. & Mgr.—Jess B. Tatum.
  - FACILITIES  
500 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 8/2/74.
- 6. SPOT ANNOUNCEMENTS**
- |       |      |      |      |      |      |      |
|-------|------|------|------|------|------|------|
| 1x    | 13x  | 26x  | 52x  | 104x | 156x | 312x |
| 1 min | 2.50 | 2.25 | 2.00 | 1.75 | 1.65 | 1.60 |
| 1 min | 2.50 | 2.25 | 2.00 | 1.75 | 1.65 | 1.50 |

## KINGSTREE (2 AM; 1 FM)

Williamsburg County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

WDKD

1949

NAB

WDKD-FM

1956

- Subscriber to the NAB Radio Code  
Media Code 4 242 6300 2.00  
Santree Broadcasting Co., Inc., Box 525, Kingstree, S. C. 29556. Phone 382-2361. 382-2362. 354-8314.  
Studio—on U.S. Hwy., 52 between Lake City & Kingstree, S. C.
- PERSONNEL  
General Manager—David McCutchen.
  - FACILITIES  
5000 w. days; 1310 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 3000 w. days; 100.1 mc.  
Operating schedule: 6 am-11:15 pm. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Member: The Tobacco Radio Network.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 11/1/69—Rec'd 10/16/69.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |
|--------|------|------|------|------|
| 1x     | 52x  | 156x | 312x | 600x |
| 1 min  | 4.00 | 3.50 | 3.00 | 2.80 |
| 30 sec | 3.00 | 3.00 | 2.50 | 2.00 |
| 15 sec | 2.00 | 1.75 | 1.50 | 1.25 |

WKSP

1967

NAB

Contemporary

- Subscriber to the NAB Radio Code  
Media Code 4 242 6350 7.00  
Williamsburg County Broadcasting Co., Inc., Box 698, Rt. 527 W., Kingstree, S. C. 29556. Phone 803-382-2362.
- STATION'S PROGRAMMING DESCRIPTION**  
WKSP: Contemporary.
- PERSONNEL  
General Manager—Edward F. Seeger.

## 3. FACILITIES

500 w.; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

- AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 1 Eff 7/1/69—Rec'd 11/26/68.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| PER YR: | 52x  | 104x | 156x | 208x | 260x | 312x |
| 1 min   | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 |
| 30 sec  | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 | 1.25 |

## LAKE CITY

Florence County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

WJOT

1953

- Media Code 4 242 6405 9.00  
Coastline Broadcasting Co., Inc., Box 1177, 10 S. Acline Ave., Lake City, S. C. 29560. Phone 803-394-2088.
- STATION'S PROGRAMMING DESCRIPTION**  
WJOT: Top 40, C & W 6-7 am & noon-1 pm.

- PERSONNEL  
General Manager—F. Arnold Graham.
- REPRESENTATIVES  
T-N Spot Sales.
- FACILITIES  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network, Farm Directors Radio Network.

- TIME RATES**  
No. 10 Eff 11/7/72—Rec'd 7/17/74.
- 6. SPOT ANNOUNCEMENTS**
- |                       |       |       |        |
|-----------------------|-------|-------|--------|
| 1x                    | 78x   | 260x  | 500+   |
| 1 min                 | 4.00  | 3.50  | 3.00   |
| 30 sec                | 3.00  | 2.75  | 2.50   |
| 10 sec: 50% of 1-min. |       |       |        |
| WITHIN 7 DAYS:        | 10 ti | 25 ti | 50 ti  |
| 1 min                 | 35.00 | 30.00 | 112.50 |
| 30 sec                | 27.50 | 62.50 | 100.00 |
| 10 sec: 50% 1-min.    |       |       |        |

## LANCASTER (2 AM; 1 FM)

Lancaster County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

WAGL

1962

NAB

- Media Code 4 242 6510 6.00  
Palmetto Broadcasting System, Inc., Box 28, S. Woodland Dr., Lancaster, S. C. 29720. Phone 803-283-8431.

- STATION'S PROGRAMMING DESCRIPTION**  
WAGL: for young adults thru 35.
- PERSONNEL  
Gen'l & Sales Mgr.—John D. Martin.
  - FACILITIES  
10,000 w. days; 1560 kc. Clear Channel.  
Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

- TIME RATES**  
Eff 1/1/73—Rec'd 12/22/72.
- 7. PACKAGE PLANS**
- |         |      |       |       |       |       |
|---------|------|-------|-------|-------|-------|
| PER WK: | 1 ti | 10 ti | 15 ti | 20 ti | 30 ti |
| 1 min   | 4.25 | 3.75  | 3.25  | 2.80  | 2.60  |
| 30 sec  | 3.30 | 3.00  | 2.55  | 2.25  | 2.10  |
- Within 7 days.  
CONTRACTUAL, PER YR: 1 min 30 sec  
1000 x (minimum) 2.60 2.10

WLCM

1951

NAB

- Media Code 4 242 6615 3.00  
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.

- PERSONNEL  
General Manager—Gene Baker.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

- TIME RATES**  
No. 7 Eff 1/1/71—Rec'd 1/5/71.
- 7. PACKAGE PLANS**
- |        |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|
| 1 ti   | 10 ti | 15 ti | 20 ti | 30 ti | 50 ti | 75 ti |
| 1 min  | 5.50  | 5.00  | 4.75  | 4.50  | 4.00  | 3.50  |
| 30 sec | 4.10  | 3.75  | 3.55  | 3.30  | 3.00  | 2.60  |
- ANNUAL CONTRACTS
- |        |      |       |       |
|--------|------|-------|-------|
| 600x   | 900x | 1200x | 1500x |
| 1 min  | 3.80 | 3.50  | 3.20  |
| 30 sec | 2.85 | 2.60  | 2.40  |

## SOUTH CAROLINA

WLCM-FM

1964

NAB

Media Code 4 242 6616 1.00  
The Royal Broadcasting Co., 103 S. Catawba St., Lancaster, S. C. 29720. Phone 803-283-2051.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 3,000 w.; 107.1 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 205 ft. above average terrain.
- TIME RATES**  
No. 7 Eff 1/1/71—Rec'd 1/5/71.

- 7. PACKAGE PLANS**
- |                      |      |       |       |       |       |       |       |
|----------------------|------|-------|-------|-------|-------|-------|-------|
| WEEKLY SPOT PACKAGES | 1 ti | 10 ti | 15 ti | 20 ti | 30 ti | 50 ti | 75 ti |
| 1 min                | 8.50 | 2.85  | 2.40  | 2.25  | 2.10  | 2.10  | 1.85  |
| 30 sec               | 3.00 | 2.40  | 2.10  | 1.95  | 1.80  | 1.70  | 1.65  |
- ANNUAL CONTRACTS
- |        |      |       |       |
|--------|------|-------|-------|
| 600x   | 900x | 1200x | 1500x |
| 1 min  | 2.25 | 2.10  | 1.95  |
| 30 sec | 1.95 | 1.90  | 1.85  |

## LAURENS (1 AM; 1 FM)

Laurens County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

WLBG

1948

WLBG-FM

1960

- Media Code 4 242 6720 1.00  
Laurens-Clinton Broadcasting Co., Inc., Box 306, Laurens, S. C. 29360. Phone 803-984-3511.
- STATION'S PROGRAMMING DESCRIPTION**  
WLBG: MUSIC: general popular.

- PERSONNEL  
General Manager—C. W. Hogan.
  - FACILITIES  
1000 w.; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP 100,000 w.; 100.5 mc.  
Operating schedule: Duplicates AM.
  - AGENCY COMMISSION  
None; all rates net to station.
- TIME RATES**  
Eff 9/1/73—Rec'd 11/21/73.
- 6. SPOT ANNOUNCEMENTS**
- |                                      |      |        |      |
|--------------------------------------|------|--------|------|
| 1 min                                | 3.00 | 30 sec | 2.00 |
| Specified times per spot, extra .25. |      |        |      |
- 10. SPECIAL FEATURES**  
Network news at :60—Mon thru Fri, per mo 20.00.

## LORIS

Horry County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

WLSC

1958

- Media Code 4 242 6625 8.00  
Media Services Inc., Box 578, Loris, S. C. 29569.  
Phone 803-357-3183.

- PERSONNEL  
General Manager—Charles B. Powell.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
1000 w. days; 1570 kc. Non-directional.  
Operating schedule: local sunrise-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

- TIME RATES**  
Eff 1/1/74—Rec'd 1/30/74.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |       |        |
|--------|-------|-------|--------|
| 1 ti   | 27 ti | 52 ti | 100 ti |
| 1 min  | 2.55  | 2.30  | 2.15   |
| 30 sec | 1.75  | 1.60  | 1.45   |

## MANNING

Clarendon County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

WYMB

1957

NAB

- Media Code 4 242 6930 6.00  
Clarendon County Broadcasting Co., Box 400, Manning, S. C. 29102. Phone 803-435-8388.

- PERSONNEL  
General Manager—Carl D. Roach.
- REPRESENTATIVES  
T-N Spot Sales.
- FACILITIES  
1000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 11/3/69—Rec'd 4/10/70.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER MO: | 1 ti | 15 ti | 30 ti | 90 ti |
| 1 min   | 3.00 | 2.50  | 2.00  | 1.75  |
| 30 sec  | 2.50 | 2.00  | 1.80  | 1.35  |

## SOUTH CAROLINA

### MARION (1 AM; 1 FM)

Marion County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

#### WATP 1957

Media Code 4 242 7035 3.00  
Swamp Fox Broadcasting Corp., Box 1033, 324-1/2 N. Main St., Marion, S. C. 29571. Phone 803-423-5971.

- PERSONNEL**  
Gen'l Mgr. & Dir. of Engr.—Harry Hyman.
  - FACILITIES**  
1,000 w. days; 1430 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast News, Public Affairs and features only. For non-simulcast facilities see WATP-FM.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with KBS.
- TIME RATES**  
ET 5/1/71—Rec'd 4/27/71.
- 6. SPOT ANNOUNCEMENTS**
- |                    |       |           |
|--------------------|-------|-----------|
| 1 wk               | 26 wk | 52 wk     |
| 1 min or less, ea. | 3.00  | 2.50 2.00 |

#### WATP-FM 1970

Media Code 4 242 7036 1.00  
Swamp Fox Broadcasting Corp., Box 1033, 324-1/2 N. Main St., Marion, S. C. 29571. Phone 803-423-1415.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.8 mc. Operating schedule: 6 am-11:15 pm. EST. Antenna ht.: 195 ft. above average terrain. Partial simulcast operation. Operated separately except for News, Public Affairs and features. For simulcast facilities see WATP.
  - AGENCY COMMISSION**  
15/0 time only; 10th of month.
- TIME RATES**  
Rates are identical to WATP. See that listing.

### MONCK'S CORNER

Berkeley County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### WBER 1963

Media Code 4 242 7140 1.00  
Berkeley Broadcasting Corp., Box 67, 223 E. Main St., Moncks Corner, S. C. 29461. Phone 899-2195; Charleston, S. C. 722-0290.

- STATION'S PROGRAMMING DESCRIPTION**  
WBER: MUSIC: country. NEWS: hourly.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Vincent M. French.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
500 w.; 950 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Country Music Network.

**TIME RATES**  
ET 1/1/71—Rec'd 12/8/70.

**6. SPOT ANNOUNCEMENTS**

Flat	1 min	30 sec	10 sec
	4.50	3.00	1.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	4.50	4.20	3.90	3.50	3.00
30 sec.	3.00	2.80	2.50	2.20	1.90

- 8. SPECIAL FEATURES**
- FIXED POSITION
- |   |      |
|---|------|
| 5-min news at :55   | 8.50 |
| 2-1/2-min weather at :15 & :45 or 2-1/2 min sports at :30 | 4.50 |
- Includes 30-second intro and 1-minute close.

### MULLINS

Marion County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

#### WJAY 1949

Subscriber to the NAB Radio Code  
Media Code 4 242 7245 8.00  
Mullins & Marion Broadcasting Co., Box 542, Mullins, S. C. 29574. Phone 464-9252; Marion Phone 423-1140.

- STATION'S PROGRAMMING DESCRIPTION**  
WJAY: Programming directed mainly to young adults and middle age listeners.
- PERSONNEL**  
Manager—James F. Ramsey.
  - REPRESENTATIVES**  
T-N Spot Sales.
  - FACILITIES**  
5,000 w. days; 1280 kc. Non-directional. Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. EST.

- AGENCY COMMISSION**  
15% on time only; no cash discount.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: The Tobacco Radio Network.
- TIME RATES**  
Rates effective January 1, 1959.  
Rates received January 28, 1959.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |           |
|--------|------|------|------|------|------|-----------|
| 1x     | 13x  | 26x  | 52x  | 104x | 156x | 312x      |
| 1 min  | 4.50 | 4.35 | 4.20 | 4.05 | 3.90 | 3.75 3.60 |
| 30 sec | 4.00 | 3.85 | 3.70 | 3.55 | 3.40 | 3.25 3.10 |

### MYRTLE BEACH (2 AM; 2 FM)

Horry County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

#### WKZQ (FM) 1969

Media Code 4 242 7250 6.00  
Grand Strand Broadcasting Corp., Box 2005, Myrtle Beach, S. C. 29577. Phone 803-448-7594.  
Affiliated with AM station for additional information. AM facilities: WTCH.

- STATION'S PROGRAMMING DESCRIPTION**  
WKZQ (FM): Adult contemporary 75% gold.
- PERSONNEL**  
General Manager—Bill Henneycy.
  - FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 101.7 mc. Operating schedule: 6-1 am. EST. Antenna ht.: 145 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
No. 2 ET 1/1/74—Rec'd 12/21/73.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| 11 MO:  | 1x   | 26x  | 52x  | 104x | 312x | 626x |
| 1 min.  | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |
| 30 sec. | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 |
- 15 sec 2.00.  
MAY 1-SEPT 1:  
1 min..... 6.50 5.50 4.50 4.00 3.50 2.50  
30 sec..... 6.00 5.00 4.00 3.50 3.00 2.00

#### WMYB 1948

#### WMYB-FM 1965

Media Code 4 242 7350 6.00  
Golden Strand Broadcasting Co., Box 1497, 28th & Oak Sts., Myrtle Beach, S. C. 29577 Phone 803-448-3189.

- STATION'S PROGRAMMING DESCRIPTION**  
WMYB: Programmed for adults and young adults.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Wade H. Alley.
  - REPRESENTATIVES**  
T-N Spot Sales.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional. Operating schedule: 6 am-midnight. EST. FM-ERP 3,000 w.; 92.1 mc. Operating schedule: 5:55-12:05 am. EST. Antenna ht.: 168 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network.
- TIME RATES**  
No. 9 ET 3/1/73—Rec'd 4/12/73.
- 6. SPOT ANNOUNCEMENTS**
- |       |        |       |
|-------|--------|-------|
| 1 min | 30 sec | 20/10 |
| 4.00  | 3.20   | 2.40  |
- CONSECUTIVE WEEK DISCOUNT**
- |           |           |
|-----------|-----------|
| 6 wk—5%   | 26 wk—15% |
| 13 wk—10% | 52 wk—20% |
- Minimum 7 per week.
- 7. PACKAGE PLANS**  
SATURATION, 10 DAYS: 1 min 30 sec 20/10 50 ti..... 3.50 2.80 2.10
- 10. SPECIAL FEATURES**  
5-min News, Sports, Weather..... 7.00

#### WTGR 1965

Media Code 4 242 7455 3.00  
Grand Strand Broadcasting Corp., Box 2005, Myrtle Beach, S. C. 29577. Phone 803-448-7594.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTGR: Top 40 music. NEWS: network at :60.

- PERSONNEL**  
General Manager—Wyatt B. Thompson, Jr.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
250 w.; 1520 kc. Operating schedule: 6 am-midnight. EST. None; all rates net to station.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. FM facilities: WKZQ (FM).
- TIME RATES**  
No. 6 ET 1/1/73—Rec'd 12/4/72.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| PER YR: | 1x   | 50x  | 100x | 200x | 400x | 800x |
| 1 min.  | 5.50 | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 |
| 30 sec. | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 |
- 15 sec: 2.00 per spot.  
SUMMER RATE:  
1 min..... 7.50 7.00 6.50 6.00 5.50 5.00  
30 sec..... 6.25 5.75 5.25 4.75 4.25 3.75  
15 sec: 3.00.  
(\*) Any 11 months.  
(†) April 15-Sept. 15.  
Rateholder: per mo 75.00.  
Fixed position, extra 1.00.

### NEWBERRY (2 AM)

Newberry County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

#### WKDK 1946

Media Code 4 242 7560 0.00  
Newberry Broadcasting Co., Inc., Box 753, 3000 Hazel St., Newberry, S. C. 29108.

- PERSONNEL**  
General Manager—E. F. McCutcheon.
  - REPRESENTATIVES**  
Dora-Clayton Agency, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional. Operating schedule: Sun 7:00 am-11:00 pm; weekdays 6:00 am-11:30 pm. EST.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.
- TIME RATES**  
Rates effective December 1, 1957.  
Rates received December 6, 1957.
- 6. SPOT ANNOUNCEMENTS**
- |          |      |           |      |
|----------|------|-----------|------|
| 1 time   | 5.00 | 104 times | 4.60 |
| 13 times | 4.75 | 156 times | 3.75 |
| 26 times | 4.50 | 312 times | 3.50 |
| 52 times | 4.25 |           |      |

#### WKMG 1968

Media Code 4 242 7600 4.00  
Service Radio Co., Inc., Box 70, Glenn St. Ext., Newberry, S. C. 29108. Phone 803-276-2507, 2508.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKMG: Programmed for a general audience, entertainment and information.

- PERSONNEL**  
Dir. & Gen'l Mgr.—Roscoe Bedenbaugh.
  - FACILITIES**  
1,000 w. 1520 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/68—Rec'd 9/25/68.
- 6. SPOT ANNOUNCEMENTS**
- |     |      |       |       |       |       |       |        |        |
|-----|------|-------|-------|-------|-------|-------|--------|--------|
| MD: | 1 ti | 10 ti | 25 ti | 40 ti | 60 ti | 80 ti | 100 ti | 200 ti |
| (*) | 2.25 | 2.00  | 1.80  | 1.60  | 1.50  | 1.45  | 1.40   | 1.25   |
- (\*) 1 min or less.  
(\*) To be used within 30 days.
- 7. PACKAGE PLANS**
- |     |      |      |       |       |       |       |       |       |
|-----|------|------|-------|-------|-------|-------|-------|-------|
| WK: | 5 ti | 7 ti | 10 ti | 14 ti | 20 ti | 25 ti | 30 ti | 50 ti |
| (*) | 1.60 | 1.50 | 1.40  | 1.35  | 1.30  | 1.25  | 1.20  | 1.10  |
- (\*) 1 min or less.  
Minimum 13 consecutive weeks.

### NORTH AUGUSTA

Aiken County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

#### See Augusta, Ga.

(including North Augusta, S. C.)

### NORTH CHARLESTON

Charleston County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### See Charleston

(including North Charleston)

### NORTH MYRTLE BEACH

Horry County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

#### WNMB (FM) 1972

Media Code 4 242 7632 7.00  
North Myrtle Beach Broadcasting Corp., 429 Pine Ave., North Myrtle Beach, S. C. 29582. Phone 803-249-1610.

- STATION'S PROGRAMMING DESCRIPTION**  
WNMB (FM): Adult Contemporary; 25% Gold.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Harry D. Dunnagan.
  - REPRESENTATIVES**  
David Carpenter Company.
  - FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 105.5 mc. Stereo. Operating schedule: 19 hours Sept-June; 24 hours June-Sept. EST. Antenna ht.: 310 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 1 ET 6/1/72—Rec'd 5/22/73.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1 min  | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.50 |
| 30 sec | 2.75 | 2.50 | 2.25 | 2.00 | 1.50 | 1.25 |
- Any 12 months.
- MAY 1-SEPT 1
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1 min  | 4.50 | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 |
| 30 sec | 4.00 | 3.50 | 3.00 | 2.50 | 2.00 | 1.50 |

### ORANGEBURG (3 AM)

Orangeburg County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

#### WDIX 1948

Media Code 4 242 7665 7.00  
WDIX, Inc., Drawer 1326, Whitman St. Ext., Orangeburg, S. C. 29115. Phone 803-534-4461.

- PERSONNEL**  
General Manager—Frank B. Best, Jr.
  - REPRESENTATIVES**  
Southern Spot Sales, Inc.
  - FACILITIES**  
5,000 w. days, 500 w. nights; 1150 kc. Directional. Operating schedule: 5 am-midnight. EST.
  - AGENCY COMMISSION**  
None; all rates net to station; 15th of month.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Contemporary Network. Member: Carolina Radio Network, Farm Directors Radio Network.
- TIME RATES**  
No. 10 ET 1/1/73—Rec'd 10/8/73.
- 6. SPOT ANNOUNCEMENTS**
- |        |       |       |       |       |       |        |
|--------|-------|-------|-------|-------|-------|--------|
|        | 10 ti | 20 ti | 30 ti | 50 ti | 75 ti | 100 ti |
| 1 min  | 2.40  | 2.20  | 2.00  | 2.20  | 2.00  | 1.80   |
| 30 sec | 2.40  | 2.20  | 2.00  | 2.20  | 2.00  | 1.80   |
- Per mo

#### WORG 1958

Subscriber to the NAB Radio Code  
Media Code 4 242 7770 5.00  
Radio Orangeburg, Inc., Drawer 1386, Cannon Bridge Rd., Orangeburg, S. C. 29115. Phone 803-536-1580.

- STATION'S PROGRAMMING DESCRIPTION**  
WORG: MUSIC: Adult contemporary, 40% gold.
- PERSONNEL**  
General Manager—Ted Bell.
  - REPRESENTATIVES**  
W. O. Jones, Inc.
  - FACILITIES**  
1,000 w. days; 1580 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with MBS.
- TIME RATES**  
ET 3/1/74—Rec'd 4/8/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|
| PER YR: | 1x   | 26x  | 52x  | 104x | 156x | 312x |
| 1 min   | 5.50 | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 |
| 30 sec  | 5.00 | 4.50 | 4.00 | 3.75 | 3.50 | 3.00 |
- 15 sec: flat 2.00.

### WTND

Media Code 4 242 7875 2.00  
WTND, Inc., Drawer 730, Radio Center, Memorial Plaza, Orangeburg, S. C. 29115. Phone 803-534-1301.

- STATION'S PROGRAMMING DESCRIPTION**  
WTND: Programmed for general interest.
- PERSONNEL**  
General Manager—L. Richard Rhame.
  - REPRESENTATIVES**  
T-N Spot Sales.
  - FACILITIES**  
1,000 w. days; 920 kc. Non-directional. Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 10/1/73—Rec'd 10/1/73.

**6. SPOT ANNOUNCEMENTS**

1x	26x	104x	260x	312x
1 min	3.75	3.40	2.85	2.40 2.20
30 sec	2.75	2.50	1.95	1.65 1.50

### PICKENS

Pickens County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

#### WKKR 1967

Subscriber to the NAB Radio Code  
Media Code 4 242 7900 8.00  
Mark Media, Inc., Box 837 Pickens, S. C. 29671. Phone 803-878-4711.

- PERSONNEL**  
Gen'l & Sales Mgr.—Joe E. Denney.
  - REPRESENTATIVES**  
South—Southern Spot Sales, Inc.
  - FACILITIES**  
1,000 w. days; 1540 kc. Non-directional. Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations Accepts AAAA copyrighted contract. Member: Mark Media Group.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 6/1/74—Rec'd 6/6/74.
- 6. SPOT ANNOUNCEMENTS**
- |           |      |       |       |        |      |
|-----------|------|-------|-------|--------|------|
| PER MO:   | 1 ti | 25 ti | 50 ti | 100 ti | 200+ |
| 1 min     | 3.50 | 3.40  | 3.25  | 3.00   | 2.75 |
| 20/30 sec | 2.50 | 2.40  | 2.25  | 2.00   | 1.75 |
| 10/15 sec | 1.75 | 1.65  | 1.50  | 1.25   | 1.00 |
- CONSECUTIVE WEEK DISCOUNT**
- |          |           |
|----------|-----------|
| 13 wk—5% | 52 wk—10% |
|----------|-----------|



## RIDGELAND

Jasper County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WBUG

1964  
Media Code 4 242 7928 8.00  
Dispatch Broadcasting Co., Inc., Drawer E, Ridgeland, S. C. 29936. Phone 803-726-5595.  
STATION'S PROGRAMMING DESCRIPTION  
WBUG: Programmed for adults.

- PERSONNEL  
Manager—Nicholas C. Harvey.
- FACILITIES  
1,000 w.; 1430 kc.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/72—Rec'd 12/1/72.

6. SPOT ANNOUNCEMENTS

1x	21x	41x	76+
1 min	2.00	1.75	1.50 1.25

## ROCK HILL (2 AM)

York County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### WRHI

1944  
Media Code 4 242 7980 6.00  
The York County Broadcasting Co., Inc., Box 429, Rock Hill National Bank Bldg., Rock Hill, S. C. 29730. Phone 803-327-2085.

- PERSONNEL  
General Manager—James S. Beaty, Jr.  
Commercial Manager—Harper S. Gault.  
Program Director—Barry Dominick.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-12:15 pm. EST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Contracts: 40a.  
Comb.; Cont. Discounts: 60a.  
Affiliated with KBS and MBS.

**TIME RATES**  
No. J-1 ET 10/1/73—Rec'd 8/21/73.

6. SPOT ANNOUNCEMENTS

1x	101x	501x	1000+
1 min	3.25	2.90	2.60 2.30
30 sec	2.50	2.30	2.10 1.80

40% prime time guaranteed for all spots.

8. PROGRAM TIME RATES

1x	26x	52x	104x	312x
1 hr	50.00	40.00	38.00	25.00 30.00
1/2 hr	25.00	25.00	22.00	20.00 18.00
15 min	18.00	15.00	12.00	10.00 8.00
5 min	8.50	7.50	6.50	5.50 4.50

## WTYC

1948  
Subscriber to the NAB Radio Code  
Media Code 4 242 8085 7.00  
Tri-County Broadcasting Co., Inc., Box 1091, Caldwell St. Stat., Rock Hill, S. C. 29730. Phone 803-306-4148.

- PERSONNEL  
Gen'l & Comm. Mgr.—E. L. Burwell.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
1,000 w. days; 1150 kc. Non-directional.  
Operating schedule: 8 am-local sunset. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 26, 28b, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60b, 61c, 62d.  
Cancellation: 70a, 70b, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 9A ET 3/1/73—Rec'd 3/16/73.

6. SPOT ANNOUNCEMENTS

1x	101x	501x	1000+
1 min	3.00	2.75	2.50 2.25
30 sec	2.50	2.25	2.00 1.75

Guaranteed time, extra, per spot, .50.

8. PROGRAM TIME RATES

1x	13x	26x	52x	104x	156x	260x	312x
1 hr	50.00	42.00	40.00	38.00	34.00	32.00	30.00
1/2 hr	25.00	24.00	23.00	22.00	21.00	20.00	18.00
1/4 hr	15.00	13.00	12.00	11.00	10.00	9.50	9.00
5 min	7.50	7.00	6.50	6.00	5.50	5.00	4.50

## ST. GEORGE (1 AM; 1 FM)

Dorchester County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### W P W R (FM)

1971  
Media Code 4 242 8145 9.00  
WQIZ, Inc., Box 458, Radio Center Bldg., Hwy. 15, S. St. George, S. C. 29477. Phone 803-563-4371.  
See affiliated AM station for additional information.  
AM facilities: WQIZ.

- FACILITIES  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 95.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: \_\_\_\_\_ft. above average terrain.

## 4. AGENCY COMMISSION

None; all rates net to station.

**TIME RATES**  
ET 1/5/71—Rec'd 6/2/71.

6. SPOT ANNOUNCEMENTS

1 min	1.50	30 sec	1.00
-------	------	--------	------

Minimum 30.00 within 30 days or 1 mo.

10. SPECIAL FEATURES

News—7 min at :60	5
Weather—2 min at :30	3
Gospel & Religious—1/4 hr	10

## WQIZ

1962  
Media Code 4 242 8190 5.00  
WQIZ, Inc., Box 458, Radio Center Bldg., Hwy. 15, S. St. George, S. C. 29477. Phone 803-563-4371.

- PERSONNEL  
Pres. & Gen'l Mgr.—Clarence Jones.
  - FACILITIES  
5,000 w. days; 810 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION  
15%.
  - GENERAL ADVERTISING See coded regulations  
FM facilities: WPVR (FM).
- TIME RATES**  
ET 8/12/73—Rec'd 8/1/73.
6. SPOT ANNOUNCEMENTS
- |        |      |      |      |           |
|--------|------|------|------|-----------|
| 1x     | 104x | 260x | 500x | 1000x     |
| 1 min  | 5.00 | 4.50 | 4.25 | 4.00 3.75 |
| 30 sec | 4.00 | 3.50 | 3.25 | 3.00 2.75 |
| 20 sec | 3.00 | 2.75 | 2.50 | 2.25 2.00 |
- To earn lowest rate initial order must show annual total on non-cancellable contract—otherwise 1 time rate applies.
10. SPECIAL FEATURES
- |         |              |   |
|---------|--------------|---|
| NEWS    | 7 min at :60 | 5 |
| WEATHER | 2 min at :30 | 3 |

## SENECA (1 AM; 1 FM)

Oconee County—Map Location A-4  
See SRDS consumer market map and data at beginning of the State.

### W B F M (FM)

1953  
Media Code 4 242 8295 2.00  
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29678.  
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.  
See affiliated AM station for additional information.  
AM facilities: WSNW.

- STATION'S PROGRAMMING DESCRIPTION  
WBFM (FM): Adult oriented MOR, some C & W.
- FACILITIES  
ERP 5,000 w.; 99.1 mc. Stereo.  
Operating schedule: 5:30 am-11 pm. EST.  
Antenna ht.: 1,175 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.  
Sold in combination with WSNW. See that listing for rates.

**TIME RATES**  
Rates are identical to WSNW. See that listing.

## WSNW

1949  
Media Code 4 242 8296 0.00  
Blue Ridge Broadcasting Co., Inc., Box 793, Seneca, S. C. 29678. Phone 803-862-2388.  
Studio: 1/2 mile W. of Seneca off Westminster Hwy., Seneca, S. C.

- STATION'S PROGRAMMING DESCRIPTION  
WSNW: Adults & young adults, MOR.
- PERSONNEL  
General Manager—C. W. Gallimore.
- FACILITIES  
1,000 w. days; 1150 kc. Non-directional.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WBFM (FM).  
Affiliated with MBS and KBS.

**TIME RATES**  
No. B ET 1/1/72—Rec'd 1/31/72.

6. SPOT ANNOUNCEMENTS

PER DAY:	1t	2t	3t	4t
PER YR:	365x	730x	1095x	1460x
1 min	1.80	1.70	1.60	1.50
30 sec	1.40	1.30	1.20	1.10

**FREQUENCY DISCOUNT RATES**

PER YR:	1t	10x	250x	500x	1000x
PER WK:	1t	1t	21t	31t	41+
1 min	2.30	2.20	2.10	2.00	1.90
30 sec	2.00	1.90	1.80	1.70	1.60
20 sec	1.70	1.60	1.50	1.40	1.30

Client may combine spots of different lengths to earn higher frequency and lower rate.  
WSNW may be purchased in combination with WBFM (FM) for same copy run on both stations; add 60% to WSNW earned rate.

## SPARTANBURG

Spartanburg County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

See Greenville-Spartanburg

## SUMMERVILLE (1 AM; 1 FM)

Dorchester County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

### WAZS

1962  
Media Code 4 242 8715 9.00  
Radio Summerville, Inc., Box 859, Hwy. 78 W., Summerville, S. C. 29483. Phone 803-873-2691.

- PERSONNEL  
President—W. L. Phillips.
  - FACILITIES  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 8 am-local sunset. EST.
  - AGENCY COMMISSION  
15% on talent; no cash discount.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 11/15/72—Rec'd 6/7/73.
6. SPOT ANNOUNCEMENTS
- |        |      |      |      |      |      |      |           |
|--------|------|------|------|------|------|------|-----------|
| 1x     | 13x  | 26x  | 52x  | 104x | 156x | 260x | 312x      |
| 1 min  | 5.40 | 4.85 | 4.50 | 4.10 | 3.75 | 3.35 | 3.10 2.80 |
| 30 sec | 4.05 | 3.65 | 3.35 | 3.05 | 2.75 | 2.45 | 2.30 2.10 |
7. PACKAGE PLANS
- |          |       |       |        |        |
|----------|-------|-------|--------|--------|
| 30 DAYS: | 50 tl | 75 tl | 100 tl | 150 tl |
| 1 min    | 3.80  | 3.00  | 2.80   | 2.30   |
| 30 sec   | 2.55  | 2.10  | 1.90   | 1.30   |
10. SPECIAL FEATURES
- |                          |            |
|--------------------------|------------|
| 2 1/2-min News & Weather | flat 4.10. |
|--------------------------|------------|

### W W W Z

1974  
A Brothers Broadcasting Corporation Station  
Media Code 4 242 8787 0.00  
Brothers Broadcasting Corp., Box 3437, 1717 Waddoo Rd., Charleston, S. C. 29407. Phone 803-766-5584.

- PERSONNEL  
General Manager—Ken Goodman.
- REPRESENTATIVES  
Bernard Howard & Co., Inc.
- FACILITIES  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 330 ft. above average terrain.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
AM facilities: WPAL, Charleston.

**TIME RATES**  
No. 5 ET 9/1/74—Rec'd 7/3/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AAA	1 MINUTE	1t	6t	12t	18t	24t	30t
PER WK:	1t	6t	12t	18t	24t	30t	36t
1 wk	8.94	8.40	7.80	7.50	7.20	6.75	6.75
7 wk	8.82	7.95	7.50	7.20	6.75	6.60	6.60
13 wk	8.52	7.65	7.20	6.75	6.60	6.30	6.30
26 wk	8.22	7.35	6.75	6.60	6.30	6.00	6.00
52 wk	7.92	7.05	6.60	6.30	6.15	5.85	5.85

CLASS AA

1 wk	8.10	7.35	6.60	6.45	6.15	6.00	6.00
7 wk	7.80	7.05	6.30	6.15	5.85	5.55	5.55
13 wk	7.50	6.75	6.00	5.85	5.55	5.40	5.40
26 wk	7.20	6.30	5.85	5.55	5.40	5.25	5.25
52 wk	6.90	6.00	5.55	5.40	5.25	4.80	4.80

30 SECONDS

CLASS AAA	1 MINUTE	1t	6t	12t	18t	24t	30t
PER WK:	1t	6t	12t	18t	24t	30t	36t
1 wk	8.10	6.90	6.30	6.15	6.00	5.70	5.70
7 wk	7.80	6.60	6.15	6.00	5.70	5.40	5.40
13 wk	7.50	6.30	6.00	5.70	5.40	5.10	5.10
26 wk	7.20	6.15	5.55	5.40	5.10	4.95	4.95
52 wk	6.90	5.85	5.40	5.10	4.95	4.65	4.65

CLASS AA

1 wk	6.90	6.15	5.55	5.40	5.10	4.95	4.95
7 wk	6.60	6.00	5.40	5.10	4.95	4.80	4.80
13 wk	6.30	5.70	5.10	4.95	4.65	4.50	4.50
26 wk	6.00	5.40	4.80	4.65	4.40	4.35	4.35
52 wk	5.85	5.10	4.80	4.50	4.35	4.20	4.20

ID's: 50% of 1-min.

## SUMTER (3 AM)

Sumter County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### W D X Y

1960  
Media Code 4 242 8820 7.00  
W D X Y, Inc., Box 1269, 814 Boulevard Rd., Sumter, S. C. 29150. Phone 803-775-2321.

- STATION'S PROGRAMMING DESCRIPTION  
W D X Y: contemporary, emphasis on local news.
- PERSONNEL  
Pres. & Gen'l Mgr.—W. C. Bochman.
- REPRESENTATIVES  
Frederick W. Smith.  
Atlanta, South, Southwest—Dora-Clayton Agency, Inc.
- FACILITIES  
1000 w. day; 250 w. night; 1240 kc. Non-directional.  
Operating schedule: 5:45 am-midnight.
- AGENCY COMMISSION  
15% on time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Carolina Radio Network, Farm Directors Radio Network.

**TIME RATES**  
Rates effective \_\_\_\_\_  
Rates received January 10, 1966.

6. SPOT ANNOUNCEMENTS

1 MINUTE OR LESS	1t	10t	20t	30+
PER WK:	1t	10t	20t	30+
1 min	6.00	5.00	4.50	4.80
13 t	5.70	4.50	4.20	4.40
26 t	5.40	4.20	3.90	4.10
52 t	5.10	4.00	3.70	3.90

## SOUTH CAROLINA

### W FIG

1940  
Media Code 4 242 8925 4.00  
Gamecock City Broadcasting, Inc., Drawer 38, 45 N. Main St., Sumter, S. C. 29150. Phone 803-773-7305.

- STATION'S PROGRAMMING DESCRIPTION  
W FIG: Programmed for general interest.
- PERSONNEL  
Pres. & Gen'l Mgr.—John E. Miles.
- REPRESENTATIVES  
T-N Spot Sales.
- FACILITIES  
1,000 w.; 1280 kc. Directional—night only.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION  
15% time; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: W W D M (FM).  
Member: The Tobacco Radio Network.

**TIME RATES**  
No. 7 ET 7/1/72—Rec'd 7/27/72.  
AA—8-9 am, noon-2 pm & 4:30-6:30 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
1 t	52 x	9.00	6.50	6.00	5.50
10 t	312 x	7.00	5.50	6.00	4.50
20 t	562 x	5.00	3.50	4.00	2.50
30+	1000 x	3.50	3.00	2.50	2.00

15 sec: 50% of 1-min.

7. PACKAGE PLANS  
ROS. WITHIN 7 DAYS:

1 min	30 sec	15 sec	
Flat	4.50	3.50	2.00

### W SSC

1958  
Media Code 4 242 9030 2.00  
Radio Sumter, Inc., Box 1468, Calhoun Street Extension Sumter, S. C. 29151. Phone 803-773-7369.

- STATION'S PROGRAMMING DESCRIPTION  
W SSC: Programmed for over 18 audience.
- PERSONNEL  
Pres. & Mgr.—Ed Damon.
- REPRESENTATIVES  
New York—Roger Coleman, Inc.  
Atlanta—David Carpenter Company.
- FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION  
15/10 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
ET 11/15/69—Rec'd 11/3/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	78x	156x	312x	624x
1 min	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec	6.00	5.50	5.00	4.50	4.00	3.50	3.00

### W W D M (FM)

1972  
Media Code 4 242 9082 3.00  
Gamecock City Broadcasting, Inc., Box 38, 45 N. Main St., Sumter, S. C. 29150. Phone 80

## SOUTH CAROLINA

### TRAVELERS REST

Greenville County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

#### WBBR

1964

Media Code 4 242 9135 9.00  
Piedmont Broadcasting Co., Inc., Box 456, Travelers Rest, S. C. 29690. Phone 803-634-7265.

#### STATION'S PROGRAMMING DESCRIPTION

WBBR: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William H. Kirby.
- REPRESENTATIVES**  
Busby, Finch and Woods, Inc.
- FACILITIES**  
1,000 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 1/1/71—Rec'd 4/30/71.

1 MINUTE		15 SECONDS	
1 wk	30 sec	1 wk	30 sec
1 wk	4.60	3.85	3.60
13 wk	4.45	3.75	3.50
26 wk	4.35	3.65	3.40
39 wk	4.25	3.55	3.30
52 wk	4.15	3.45	3.20

30 SECONDS		15 SECONDS	
1 wk	30 sec	1 wk	30 sec
1 wk	3.85	3.25	3.00
13 wk	3.75	3.15	2.90
26 wk	3.65	3.05	2.80
39 wk	3.55	2.95	2.70
52 wk	3.45	2.85	2.60

7. PACKAGE PLANS		CONTRACT DISCOUNT	
1 min	30 sec	13 wk-3%	26 wk-5%
1 min	4.00	39 wk-7%	52 wk-10%
30 sec	3.15	Applicable only if bills are paid by 15th of month after billing, and with no past balance due.	

### UNION

Union County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

#### WBCU

1949

Media Code 4 242 9240 7.00  
Broadcasting Company of Union, Inc., Box 70, 210 E. Main St., Union, S. C. 29379. Phone 427-2411.

**STATION'S PROGRAMMING DESCRIPTION**  
WBCU: 50% MOR; 25% C & W, 15% gospel & 10% B & B.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Edward L. B. Osborne

### 3. FACILITIES

1,000 w.; 1460 kc. Directional—night only.  
Operating schedule: 6 am-11 pm. EST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

ET Rec'd 5/29/74

AAA—6-9 am.

A—9 am-11 pm.

### 6. SPOT ANNOUNCEMENTS

AAA: 10-30 sec. flat 4.00.  
A: 1x 13x 26x 52x 104x 156x 260x 312x  
1 min 4.00 3.80 3.60 3.40 3.20 3.00 2.80 2.60  
30 sec 80% of 1-min. 10 sec: 50% of 1-min.  
70 sec: 70% of 1-min.

### WALHALLA

Oconee County—Map Location A-4  
See SRDS consumer market map and data at beginning of the State.

#### WGOG

1959

NAB

Media Code 4 242 9545 4.00  
Oconee Broadcasting Co., Inc., Box 278, Hwy. 183 South, Walhalla, S. C. 29691. Phone 603-638-3416.

#### STATION'S PROGRAMMING DESCRIPTION

WGOG: 50% Nashville sound/50% pop hits.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Dorothy Friend.

### 3. FACILITIES

1,000 w. days; 1000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

Rates not to station. Payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 5 ET 4/1/73—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS	
1x	104x
1 min 3.15	3.00
30 sec 2.10	2.00
Spots scheduled Thurs & Fri: extra .25.	

### 7. PACKAGE PLANS

1 MINUTE	
PER DAY:	1 wk
1 wk	4 wk
1 wk	8 wk
1 wk	13 wk
1 wk	26 wk
1 wk	39 wk
1 wk	52 wk

### WALTERBORO (1 AM; 1 FM)

Colleton County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

### WALD

1947

Media Code 4 242 9450 2.00  
Walterboro Radiocasting Co., Inc., Hwy. 17A South, Walterboro, S. C. 29488. Phone 803-532-5401, 5402.

#### STATION'S PROGRAMMING DESCRIPTION

WALD: C&W, MOB music.

### 1. PERSONNEL

Mgr. & Vice-Pres.—Klein B. Beach, Jr.

### 2. REPRESENTATIVES

Southern Spot Sales, Inc.  
Donald Cooke, Inc.

### 3. FACILITIES

1,000 w. days; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

FM-ERP 3,000 w.; 100.9 mc.

Operating schedule: Sunrise-11 pm.

Antenna ht.: 180 ft. above average terrain.

Simulcast sunrise-local sunset.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

ET 2/1/74—Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS	
1x	13x
1 min	4.15
30 sec	2.80

### WINNSBORO

Fairfield County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

#### WCKM

1981

A Better Broadcasting, Inc. Station  
Subscriber to the NAB Radio Code

Media Code 4 242 9555 8.00

Better Broadcasting, Inc., Box 505, 719 Hudson St.,  
Winnsboro, S. C. 29180. Phone 803-635-4422.

#### STATION'S PROGRAMMING DESCRIPTION

WCKM: Top 40, C&W, MOR music.

### 1. PERSONNEL

Station Manager—Dwight (Duke) Snyder.

### 3. FACILITIES

500 w. days; 1250 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.

### 4. AGENCY COMMISSION

None; all rates net to station. No cash discount.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 10/6/70.

6. SPOT ANNOUNCEMENTS	
PER MO:	1 wk
1 min	2.20
30 sec	1.90
15 sec	1.65

### WOODRUFF

Spartanburg County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

### WALD-FM

1968

Media Code 4 242 9450 2.00  
Walterboro Radiocasting Co., Inc., Hwy. 17A South, Walterboro, S. C. 29488. Phone 803-532-5401, 5402.

#### STATION'S PROGRAMMING DESCRIPTION

WALD: C&W, MOB music.

### 1. PERSONNEL

Mgr. & Vice-Pres.—Klein B. Beach, Jr.

### 2. REPRESENTATIVES

Southern Spot Sales, Inc.  
Donald Cooke, Inc.

### 3. FACILITIES

1,000 w. days; 1060 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

FM-ERP 3,000 w.; 100.9 mc.

Operating schedule: Sunrise-11 pm.

Antenna ht.: 180 ft. above average terrain.

Simulcast sunrise-local sunset.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

#### TIME RATES

ET 2/1/74—Rec'd 2/25/74.

6. SPOT ANNOUNCEMENTS	
1x	13x
1 min	4.15
30 sec	2.80

### WSJW

1967

Media Code 4 242 9605 1.00  
S. J. Workman, Box 36, Hwy. 101, Woodruff, S. C. 29388. Phone 803-478-8129.

### 1. PERSONNEL

General Manager—S. J. Workman.

### 3. FACILITIES

1,000 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

None; all rates net to station. Payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract with exceptions.

#### TIME RATES

ET 7/1/68—Rec'd 8/21/72.

6. SPOT ANNOUNCEMENTS	
1x	13x
1 min	4.00
30 sec	3.50

### YORK

York County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

#### WYCL

1955

Media Code 4 242 9660 6.00  
York-Clover Broadcasting Co., Box 398, U. S. Highway 321, York, S. C. 29745. Phone 803-684-4241.

#### STATION'S PROGRAMMING DESCRIPTION

WYCL: Contemporary Rock, 19-38 audience appeal.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Curtis Sigmon.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.  
George T. Hopewell, Inc.  
Dallas—Riley Representatives.

### 3. FACILITIES

1,000 w. days; 980 kc. Directional.  
500 w. pre-sunrise.  
Oper. sched. 6 am (sunrise if earlier)-sunset. EST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

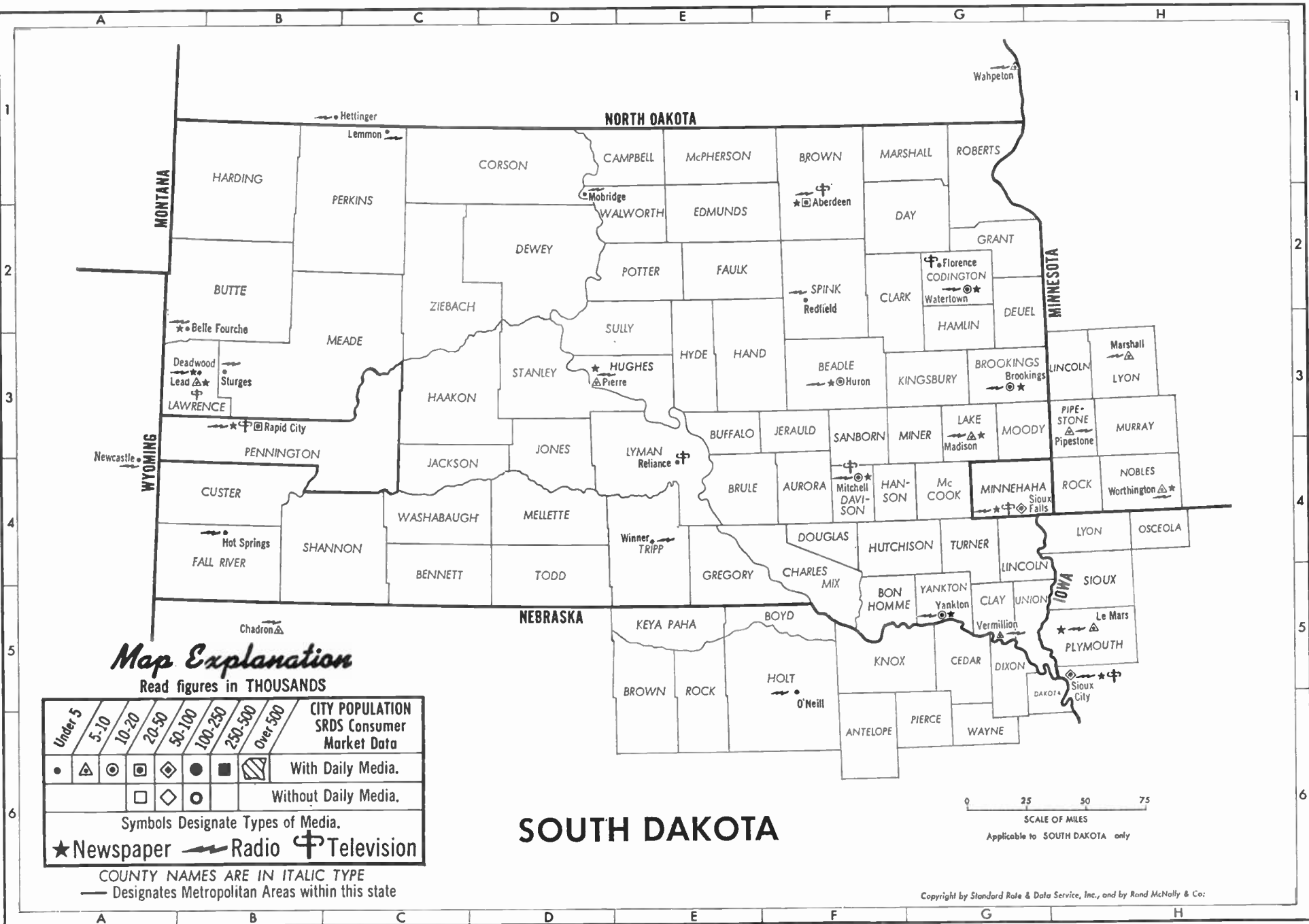
Accepts AAAA copyrighted contract.  
FM facilities: WCMJ (FM), Chester.

#### TIME RATES

ET 12/1/73—Rec'd 2/25/74.

7. PACKAGE PLANS	
WK:	20 tk
20 tk	40 tk
20 tk	60 tk
20 tk	80 tk
20 tk	100 tk
20 tk	150 tk
20 tk	200 tk
20 tk	245 tk
20 tk	295 tk
20 tk	345 tk
20 tk	395 tk
20 tk	445 tk
20 tk	495 tk
20 tk	545 tk
20 tk	595 tk
20 tk	645 tk
20 tk	695 tk
20 tk	745 tk
20 tk	795 tk
20 tk	845 tk
20 tk	895 tk
20 tk	945 tk
20 tk	995 tk
20 tk	1045 tk
20 tk	1095 tk
20 tk	1145 tk
20 tk	1195 tk
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20 tk	1745 tk
20 tk	1795 tk
20 tk	1845 tk
20 tk	1895 tk
20 tk	1945 tk
20 tk	1995 tk
20 tk	2045 tk
20 tk	2095 tk
20 tk	2145 tk
20 tk	2195 tk
20 tk	2245 tk
20 tk	2295 tk
20 tk	2345 tk
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20 tk	2995 tk
20 tk	3045 tk
20 tk	3095 tk
20 tk	3145 tk
20 tk	3195 tk
20 tk	3245 tk
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20 tk	3745 tk
20 tk	3795 tk
20 tk	3845 tk
20 tk	3895 tk
20 tk	3945 tk
20 tk	3995 tk
20 tk	4045 tk
20 tk	4095 tk
20 tk	4145 tk
20 tk	4195 tk
20 tk	4245 tk
20 tk	4295 tk
20	





**SOUTH DAKOTA**

**Negro Population Data**

(January 1, 1974)  
 STATE TOTAL..... 1,943    Sioux Falls..... 170  
 METRO AREAS ..... 440    Total Metros..... 610  
 Rapid City.....

**Demographic estimates for every Metro Area men & women in 4 age groups teens and children**

See Contents Page.

## State, County, City, Metro Area Data

State Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Aberdeen—Brown		Pierre—Hughes					Rapid City—Pennington			Sioux Falls—Minnehaha			Yankton—Yankton			Passen- gers 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales— Per Household (\$)			Retail Sales—1973 By Selected Store Types			Auto- motive (\$000)	Service Station (\$000)						
	(\$000)	Per Household (\$)	% Distribution of Families \$0 to \$4,999	\$5,000 to \$7,999	\$8,000 to \$9,999	\$10,000 to \$14,999	\$15,000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)			Home Furn. (\$000)					
<b>SOUTH DAKOTA STATE TOTALS.....</b>	<b>687.8</b>	<b>218.21</b>	<b>2,372,491</b>	<b>10,863</b>	<b>11.3</b>	<b>19.6</b>	<b>13.2</b>	<b>23.0</b>	<b>21.5</b>	<b>1,572,668</b>	<b>7,207</b>	<b>248,114</b>	<b>45,711</b>	<b>167,988</b>	<b>63,874</b>	<b>55,854</b>	<b>305,276</b>	<b>131,106</b>	<b>320.07</b>	<b>170.4</b>	<b>1,670,033</b>
AURORA F-4.....	4.3	1.38	12,125	8,786	16.7	21.6	10.2	17.1	19.7	6,370	4,616	1,028	149	198	55	636	1.84	2.3	20,871		
BEADLE F-3.....	21.2	7.11	80,511	11,324	10.9	14.5	12.6	25.9	26.4	60,163	8,462	8,253	1,923	8,208	3,076	2,832	10,844	4,685	10.52	4.4	49,131
BENNETT C-4.....	3.2	.95	10,505	11,058	15.3	23.2	9.7	14.7	21.7	7,762	8,171	1,376	146	698	563	125	1,852	559	1.26	1.1	11,494
BON HOMME F-5.....	8.6	2.77	27,188	9,815	15.3	23.8	13.4	18.2	15.1	14,229	5,137	2,249	451	325	302	432	1,521	1,483	4.31	3.3	35,403
BROOKINGS G-3.....	23.8	7.10	79,987	11,266	11.4	21.1	12.8	20.6	22.7	44,102	6,212	6,820	1,152	2,853	2,412	1,183	10,203	3,277	9.64	5.0	36,485
BROWN F-1.....	39.1	12.50	138,557	11,085	9.0	19.7	14.4	25.4	22.6	116,025	9,282	16,717	4,033	17,053	6,006	5,119	27,157	7,201	18.55	5.3	62,983
Aberdeen.....	27.7	8.96	101,205	11,295	99,004	11,050	15,556	3,488	16,562	6,006	5,119	23,091	5,230	2,477	2,543	2,82	2.2	23,325			
BRULE E-4.....	5.8	1.88	19,226	10,227	11.7	17.4	11.3	22.8	21.9	18,993	10,103	3,349	227	2,724	525	192	2,477	2,543	2.82	2.2	23,325
BUFFALO E-3.....	2.1	.53	4,337	8,183	13.0	25.8	5.9	10.5	15.7	383	723	.....	.....	76	.....	.....	.....	221	.48	.....	6,500
BUTTE B-2.....	7.9	2.66	27,521	10,346	10.1	16.0	14.2	25.9	21.5	21,532	8,095	4,557	531	1,357	835	283	3,440	2,531	3.87	2.2	24,993
CAMPBELL E-1.....	2.6	.81	13,305	16,426	11.2	22.2	10.7	15.4	29.1	3,873	5,781	699	89	143	342	.....	1,135	198	1.34	1.1	14,557
CHARLES MIX F-5.....	10.0	3.17	30,225	9,535	13.9	21.0	11.9	16.4	15.7	18,090	4,707	4,024	404	1,141	142	210	1,037	1,302	4.47	4.3	42,393
CLARK G-2.....	5.1	1.81	18,690	10,326	14.5	24.3	14.2	21.4	16.6	8,319	4,596	1,669	254	508	80	37	1,632	478	2.88	3.0	26,569
CLAY G-5.....	14.0	4.14	46,237	11,168	11.8	20.8	12.5	22.3	22.5	19,767	4,775	3,899	540	1,106	834	940	3,659	1,485	5.36	2.6	37,798
CODDINGTON G-2.....	19.5	6.51	71,237	10,943	10.1	20.7	13.2	25.2	22.3	65,467	10,056	12,212	1,803	7,840	2,472	2,733	14,078	4,283	10.35	3.7	31,296
CORSON D-1.....	4.9	1.33	12,397	9,321	17.4	20.4	11.2	17.7	15.7	5,529	4,157	766	204	314	133	.....	438	644	1.74	2.1	18,365
CUSTER B-4.....	4.8	1.68	17,594	10,473	12.5	17.0	14.0	21.9	21.8	6,135	3,652	1,176	214	309	224	122	903	1,174	2.20	.7	8,104
DAVISON F-4.....	18.1	5.99	61,319	10,237	11.9	21.6	13.3	23.7	20.7	67,088	11,200	10,819	2,260	9,135	3,546	3,310	13,794	4,920	9.45	2.2	21,252
DAY G-2.....	8.4	2.82	24,831	8,805	15.4	20.7	12.6	18.5	15.6	20,307	7,201	2,387	468	851	483	351	5,011	1,833	4.15	3.7	26,749
DEUEL G-2.....	5.6	1.89	25,551	13,519	11.3	15.7	9.4	17.6	30.5	7,639	4,042	848	155	346	115	264	1,325	709	2.78	3.6	22,175
DEWEY D-2.....	5.4	1.46	27,910	19,116	18.8	21.6	12.0	15.6	15.4	7,219	4,945	2,052	.....	66	152	71	1,635	1,381	1.48	2.0	11,754
DOUGLAS F-4.....	4.5	1.43	13,382	9,358	15.8	27.4	13.2	14.2	13.0	7,522	5,260	1,415	32	508	125	57	1,113	538	2.14	2.5	19,833
EDMUNDS E-2.....	5.5	1.73	17,885	10,338	12.0	22.7	14.7	20.0	16.4	11,967	6,917	1,639	194	211	210	267	1,302	911	2.61	2.7	21,715
FALL RIVER B-4.....	8.8	2.90	26,268	9,058	16.2	18.9	16.0	23.5	14.5	15,174	5,232	2,509	638	381	741	1,100	3,239	1,608	3.66	1.5	11,154
FAULK E-2.....	4.0	1.29	15,359	11,906	11.3	23.2	11.8	17.4	24.0	6,134	4,755	1,032	348	217	117	155	1,146	646	1.80	2.0	18,704
GRANT G-2.....	9.2	2.96	33,156	11,201	13.7	18.6	12.7	21.4	18.7	14,618	4,939	2,458	290	1,341	384	537	2,858	1,307	4.38	3.6	30,231
GREGORY E-4.....	6.9	2.38	19,050	8,004	15.5	22.7	13.8	18.3	12.7	16,171	6,795	3,112	261	754	293	768	2,777	1,663	3.23	2.8	24,576
HAAKON C-3.....	2.9	.94	10,742	11,428	7.4	17.0	15.5	25.0	21.5	9,899	10,531	1,008	109	322	425	374	2,786	899	1.27	1.2	17,120
HAMLIN G-3.....	5.1	1.71	16,422	9,604	14.6	23.8	13.4	21.1	15.9	7,437	4,349	1,290	127	493	165	.....	816	710	2.76	2.1	21,205
HAND E-3.....	5.8	1.85	25,289	13,670	11.4	21.5	11.4	17.1	26.4	11,732	6,342	2,165	280	500	501	160	1,548	1,099	2.80	2.7	33,157
HANSON F-4.....	3.5	1.11	10,712	9,650	15.9	24.7	13.2	17.0	14.7	4,304	3,877	688	89	.....	175	154	.....	284	1.65	2.2	16,531
HARDING B-1.....	1.7	.53	6,133	11,572	13.2	19.1	10.7	19.9	23.9	1,755	3,311	303	52	83	98	.....	330	239	.79	1.3	14,899
HUGHES E-3.....	11.8	3.78	50,328	13,314	7.6	13.8	11.1	28.2	34.8	34,332	9,083	5,814	1,241	2,005	2,709	1,264	8,558	2,736	6.12	.9	10,702
Pierre.....	10.1	3.30	42,561	12,897	33,591	10,179	5,277	1,211	1,336	33,591	10,179	5,277	1,211	1,336	2,709	1,264	7,665	2,455	.....	.....	.....
HUTCHINSON F-4.....	10.4	3.48	32,908	9,456	16.7	20.1	10.3	16.9	16.6	22,357	6,424	3,124	574	1,429	213	459	2,310	2,149	5.03	4.3	46,493
HYDE E-3.....	2.6	.83	8,196	9,875	19.1	23.8	11.0	14.0	13.7	4,325	5,211	993	36	.....	64	236	1,184	1.13	1.2	12,417	
JACKSON C-4.....	1.5	.53	5,302	10,004	7.2	22.5	14.1	23.5	19.7	4,499	8,489	452	.....	37	290	628	596	7.77	.4	6,050	
JERAULD F-3.....	3.4	1.18	9,554	8,097	12.8	20.1	15.0	21.1	13.2	5,014	4,249	1,254	205	.....	40	298	616	1.48	1.6	14,496	
JONES D-3.....	2.0	.67	5,919	8,834	5.6	18.3	18.6	24.6	17.7	6,360	9,493	879	.....	669	265	40	1,749	928	.94	.6	8,467
KINGSBURY G-3.....	7.6	2.59	25,891	9,997	13.4	21.5	13.4	20.5	18.9	16,052	6,198	2,903	385	518	251	.....	310	4,405	3.97	3.3	32,777
LAKE G-3.....	11.5	3.73	36,055	9,666	15.5	20.9	12.9	21.3	17.3	21,250	5,697	2,877	591	765	1,262	615	5,145	1,464	5.60	3.4	28,441
LAWRENCE A-3.....	18.1	5.89	58,491	9,931	9.0	19.4	17.3	27.1	16.7	31,748	5,390	6,848	750	3,390	1,059	914	9,482	2,758	7.90	1.1	6,728
LINCOLN G-4.....	11.9	4.02	39,788	9,898	13.2	18.9	14.9	24.3	17.4	13,756	3,422	2,928	459	496	389	264	1,819	1,543	6.00	4.7	49,281
LYMAN E-4.....	3.8	1.19	15,772	13,254	10.9	17.1	11.5	23.9	27.7	6,634	5,575	701	172	195	235	52	775	2,109	1.75	1.3	18,914
McCOOK G-4.....	7.2	2.33	20,659	8,867	15.7	24.7	12.0	15.1	15.3	12,448	5,342	2,093	183	490	95	163	2,055	1,321	3.54	3.7	25,077
McPHERSON E-1.....	5.1	1.67	14,247	8,531	15.2	21.7	11.6	17.7	14.5	7,851	4,701	1,397	260	542	143	127	1,054	323	2.29	2.2	24,988
MARSHALL G-1.....	5.9	1.96	17,461	8,909	15.0	23.4	13.2	18.3	14.5	13,407	6,840	1,876	309	522	427	77	3,159	2,066	2.85	2.7	39,659
MEADE B-3.....	18.7	4.94	60,069	12,160	6.4	25.3	15.1	24.7	22.6	19,862	4,021	5,720	538	1,071	787	578	2,503	2,370	5.04	2.9	36,784
MELLETT D-4.....	2.5	.72	7,027	9,760	17.3	22.4	9.5	17.1	14.7	1,426	1										



# SOUTH DAKOTA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Dakota Dynamo Group

Comprised of:  
Non-Interconnected Stations  
KGFY—Pierre KLOH—Pipestone, Minn.  
KKLS, KKLS-FM—Rapid City.  
Media Code 4 243 0200 8.00  
Business Office: KOVC, Inc., Broadcast House, Valley City, N. D. 58072. Phone 701-845-2531.

- PERSONNEL  
President—Robert E. Ingstad, Jr.
- REPRESENTATIVES  
PRO Time Sales, Inc
- AGENCY COMMISSION  
15/0.

#### TIME RATES

ET—Rec'd 8/11/69.

#### GROUP DISCOUNT

2 stations..... 10% 3 stations..... 15%

### Dakota Farm Network— South Dakota

Comprised of:  
Non-Interconnected Stations  
KSDN—Aberdeen KORN—Mitchell  
KBFS—Belle Fourche KCHR—Pierre  
KBRK—Brookings KCHF—Sioux Falls  
KDSJ—Deadwood KVRM—Vermillion  
KBJM—Lemmon KSDR—Watertown  
KJAM—Madison KYNT—Yankton

Media Code 4 243 0275 0.00  
Business Office—20 N. Wacker Dr., Chicago, Ill. 60606. Phone 312-236-8887.

- PERSONNEL  
Manager—Robert J. Walton.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- GENERAL ADVERTISING See coded regulations  
General: 1a.  
Contracts: 40a.  
Stations may be bought in any combination, full or partial network on one contract—one billing basis.

#### TIME RATES

Spots schedule adjacent to Farm or News programs  
Mon thru Sat: 6-7:30 am & 11:30 am-1 pm.

ET—Rec'd 6/17/72.

- SPOT ANNOUNCEMENTS
- |   |       |       |       |
|---|-------|-------|-------|
| 1 min.                                      | 1 ti  | 6 ti  | 12 ti |
| 30 sec.                                     | 75.50 | 71.50 | 66.50 |
| 30 sec: 80% of 1-min. 10 sec: 60% of 1-min. |       |       |       |

### ABERDEEN (2 AM)

Brown County—Map Location F-1  
See SRDS consumer market map and data at beginning of the State.

#### KABR

1933

NAB

Subscriber to the NAB Radio Code  
Media Code 4 243 0700 7.00  
Transmedia, Inc., Box 75, 117-1/2 S. Main, Aberdeen, S. D. 57401. Phone 605-225-1420.

- PERSONNEL  
General Manager—Jeff Bolam.  
Program Director—Don Briscoe.  
Sales Manager—Lynn Bolam.
- REPRESENTATIVES  
Jack Masia & Co., Inc.
- FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION  
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 26, 28b, 29a.  
Contracts: 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 61b, 61c, 62b, 62c.  
Cancellation: 71a, 73a.  
An advertiser cancelling a contract prior to the agreed expiration date is subject to the earned rate; with the difference due the station by the following 10th of the month.

#### TIME RATES

Rates effective April 1, 1961. (Card No. 4.)

Rates received April 6, 1961.

- SPOT ANNOUNCEMENTS
- |   |       |        |         |
|---|-------|--------|---------|
| 1 MINUTE  |       |        |         |
| CLASS A   |       |        |         |
| (7:00-9:00 am Mon thru Sat; 11:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sun) |       |        |         |
| Per week:   | 1 wk. | 4 wks. | 13 wks. |
| 5 times   | 5.40  | 5.10   | 4.85    |
| 10 times  | 4.85  | 4.55   | 4.35    |
| 15 times  | 4.45  | 4.20   | 4.00    |
| 20 times  | 4.30  | 4.05   | 3.90    |
| 30 seconds—70% of applicable 1-minute rate.                                 |       |        |         |
| 10 seconds—50% of applicable 1-minute rate.                                 |       |        |         |
| CLASS B   |       |        |         |
| 1 time  | 32.00 | 24.00  | 16.00   |
| 26 times  | 27.60 | 20.40  | 13.60   |
| 52 times  | 24.50 | 18.60  | 12.40   |
| 156 times   | 22.40 | 16.80  | 11.20   |
| 260 times   | 20.00 | 15.00  | 10.00   |
| 312 times   | 17.60 | 13.20  | 8.80    |

CLASS B				
(All other times)				
Per week:	1 wk.	4 wks.	13 wks.	26 wks.
5 times	5.40	5.10	4.85	4.60
10 times	4.85	4.55	4.35	4.10
15 times	4.45	4.20	4.00	3.80
20 times	4.30	4.05	3.90	3.65
30 seconds—70% of applicable 1-minute rate.				
10 seconds—50% of applicable 1-minute rate.				

### PROGRAM TIME RATES

CLASS A			CLASS B		
1/4 hr.	10	5	1/4 hr.	10	5
hr.	min.	min.	hr.	min.	min.
1 time	32.00	24.00	16.00	25.00	19.00
26 times	27.60	20.40	13.60	22.50	17.10
52 times	24.50	18.60	12.40	21.25	16.15
156 times	22.40	16.80	11.20	17.50	13.30
260 times	20.00	15.00	10.00	15.00	11.40
312 times	17.60	13.20	8.80	13.75	10.45

### KSDN

1947

NAB

Subscriber to the NAB Radio Code

Media Code 4 243 1050 6.00  
Aberdeen News Co., 2-1/2 miles S. W., on Hwy. 281, Aberdeen, S. D. 57401. Phone 605-225-5930.

- PERSONNEL  
General Manager—Stanley J. Olson.  
Sales Manager—H. O. Schumacher.  
Program Director—Jim Vincent.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
Minneapolis—William L. Hurley.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES  
1,000 w.; 930 kc. Directional—night only.  
Operating schedule: 7:00 am-midnight Sun; 6:00 am-midnight weekdays. CST.
- AGENCY COMMISSION  
15/0 net charges for time.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61c.  
Cancellation: 71a, 73a.  
Affiliated with American Information Network.  
Member: Dakota Farm Network—South Dakota.

#### TIME RATES

No. 8 ET 2/17/73—Rec'd 4/13/73.

A—6-9 am, 11:30 am-1 pm & 5-6:30 pm.

B—All other times.

- SPOT ANNOUNCEMENTS
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| CLASS A |      |      |      |      |      |
| 1x      | 26x  | 52x  | 260x | 312x | 520x |
| 1 min   | 6.85 | 5.80 | 5.75 | 5.55 | 5.30 |
| 30 sec  | 5.05 | 4.55 | 4.45 | 4.15 | 3.95 |
| CLASS B |      |      |      |      |      |
| 1 min   | 6.60 | 5.60 | 5.55 | 5.25 | 5.05 |
| 30 sec  | 4.85 | 4.30 | 4.20 | 3.85 | 3.70 |

### 8. PROGRAM TIME RATES

CLASS A

1 hr. 68.00 26x 52x 156x 260x

1/2 hr. 38.60 35.10 30.80 27.20 22.00

1/4 hr. 22.70 21.50 20.10 18.00 14.45

10 min. 18.40 17.60 16.15 14.45 10.50

5 min. 14.20 13.40 12.30 11.55 8.85

CLASS B

1 hr. 65.70 61.30 57.85 43.90 33.35

1/2 hr. 36.85 33.35 30.55 26.35 21.05

1/4 hr. 22.00 20.60 19.60 17.35 13.70

10 min. 17.60 16.90 15.75 13.86 10.20

5 min. 13.60 12.70 11.75 11.10 8.50

### BELLE FOURCHE

Butte County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

#### KBFS

1959

Subscriber to the NAB Radio Code  
Media Code 4 243 1400 3.00  
Joseph F. Kopp, Box 316, 711-1/2 State St., Belle Fourche, S. D. 57717. Phone 605-892-2571.

- PERSONNEL  
General Manager—Joseph Kopp.
- REPRESENTATIVES  
Gene Bolles Company.
- FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6:00 am-10:00 pm Mon thru Sat; 7:00 am-10:00 pm Sun. MST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Intermountain Network, Dakota Farm Network—South Dakota.

#### TIME RATES

Rates effective January 29, 1963.

Rates received January 31, 1963.

- SPOT ANNOUNCEMENTS
- |                  |      |      |        |
|------------------|------|------|--------|
| 1 MINUTE         |      |      |        |
| 1 ti             | 5.45 | 4.50 | 52 ti  |
| 18 ti            | 5.85 | 4.25 | 156 ti |
| 26 ti            | 5.25 | 4.65 | 300 ti |
| 28x—17% 156x—34% |      |      |        |

### BROOKINGS (1 AM; 1 PM)

Brookings County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

#### KBRK

1955

NAB

Subscriber to the NAB Radio Code  
Media Code 4 243 1505 9.00  
Brookings Broadcasting Co., 507-1/2 Main Ave., College Theatre Bldg., Brookings, S. D. 57006.  
Phone 605-692-6233.

- PERSONNEL  
General Manager—R. J. Belmers.
- REPRESENTATIVES  
Jack Masia & Co., Inc.
- FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KBRK-FM.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Dakota Farm Network—South Dakota.

#### TIME RATES

ET—Rec'd 12/4/72.

A—6 am-1 pm.

B—1 pm-sun-off.

- SPOT ANNOUNCEMENTS
- |         |       |       |        |        |        |
|---------|-------|-------|--------|--------|--------|
| CLASS A |       |       |        |        |        |
| 1 ti    | 26 ti | 52 ti | 156 ti | 260 ti | 312 ti |
| 1 min   | 6.50  | 6.20  | 5.85   | 5.50   | 5.35   |
| 30 sec  | 4.55  | 4.40  | 4.10   | 4.00   | 3.75   |
| CLASS B |       |       |        |        |        |
| 1 min   | 5.00  | 4.75  | 4.50   | 4.35   | 4.15   |
| 30 sec  | 3.50  | 3.40  | 3.15   | 3.05   | 2.90   |

### KBRK-FM

1968

NAB

Subscriber to the NAB Radio Code  
Media Code 4 243 1506 7.00  
Brookings Broadcasting Co., 507-1/2 Main Ave., Brookings, S. D. 57006. Phone 605-692-6233.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 178 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KBRK.

#### TIME RATES

Rates are identical to KBRK. See that listing.

### DEADWOOD

Lawrence County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

#### KDSJ

1948

NAB

Media Code 4 243 1855 8.00  
John, Eli and Harry Daniels, 745 Main St., Deadwood, S. D. 57732. Phone 186.

- PERSONNEL  
Gen'l & Bus. Mgr.—Harry Daniels.
- FACILITIES  
1,000 w.; 930 kc. Directional—night only.  
Operating schedule: 6:00 am-10:00 pm weekdays; 7:00 am-9:00 pm Sun. MST.
- AGENCY COMMISSION  
15/0 time and talent; payable when rendered.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, Dakota Farm Network—South Dakota.

#### TIME RATES

ET 1/1/67—Rec'd 12/28/66.

- SPOT ANNOUNCEMENTS
- |         |      |      |      |      |      |
|---------|------|------|------|------|------|
| 1 min.  | 5.50 | 5.25 | 5.00 | 4.50 | 4.00 |
| 30 sec. | 4.50 | 4.25 | 4.00 | 3.50 | 3.00 |

- SPECIAL FEATURES  
Weather reports, temperature and sports.  
Add 20% to announcement charges if tag line is required.

### HOT SPRINGS

Fall River County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

#### KOBH

1958

RAB

Subscriber to the NAB Radio Code  
Media Code 4 243 2205 5.00  
Ponderosa Broadcast House, Inc., Box 611, Hot Springs, S. D. 57747. Phone 605-745-3182.

- PERSONNEL  
General Manager—Major Short.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

#### TIME RATES

Rates effective January 29, 1963.

Rates received January 31, 1963.

- SPOT ANNOUNCEMENTS
- |                  |      |      |        |
|------------------|------|------|--------|
| 1 MINUTE         |      |      |        |
| 1 ti             | 5.45 | 4.50 | 52 ti  |
| 18 ti            | 5.85 | 4.25 | 156 ti |
| 26 ti            | 5.25 | 4.65 | 300 ti |
| 28x—17% 156x—34% |      |      |        |

# SOUTH DAKOTA

- FACILITIES  
500 w. days; 580 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION  
15/0 time only; 20th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 1 ET 9/15/70—Rec'd 9/10/70.

- SPOT ANNOUNCEMENTS
- |         |      |      |      |      |      |      |      |
|---------|------|------|------|------|------|------|------|
| FIXED:  | 1x   | 26x  | 52x  | 104x | 156x | 260x | 312x |
| 30 sec. | 4.80 | 4.70 | 4.60 | 4.40 | 4.25 | 4.05 | 3.85 |

- PACKAGE PLANS
- |   |       |        |        |       |        |        |  |
|---|-------|--------|--------|-------|--------|--------|--|
| A—Mon thru Sat 6:30-9 am, noon-1 pm & 4-7 pm. |       |        |        |       |        |        |  |
| B—All other times.                            |       |        |        |       |        |        |  |
|   | A     |        | B      |       |        |        |  |
| PER WK:                                       | 1 min | 30 sec | 10 sec | 1 min | 30 sec | 10 sec |  |
| 6 ti  | 5.40  | 4.30   | 2.70   | 4.30  | 3.45   | 2.15   |  |
| 12 ti   | 5.20  | 4.15   | 2.60   | 4.15  | 3.30   | 2.10   |  |
| 18 ti   | 5.00  | 4.00   | 2.50   | 4.00  | 3.20   | 2.00   |  |
| 24 ti   | 4.80  | 3.85   | 2.40   | 3.85  | 3.10   | 1.95   |  |
| 30 ti   | 4.60  | 3.70   | 2.30   | 3.70  | 2.95   | 1.85   |  |

### HURON (1 AM; 1 FM)

Beadle County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

#### KIJV

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 243 2555 3.00  
James Valley Broadcast Co., Box 1407, 1726 Dakota St., Huron, S. D. 57350. Phone 605-352-8621.

- PERSONNEL  
Pres. & Mgr.—Max F. Staley.
- FACILITIES  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6:00 am-midnight. CST.  
Partial simulcast operation. Simulcast 3:45 am-7 pm & 11 pm-midnight. For non-simulcast facilities see KIJV-FM.
- AGENCY COMMISSION  
15%; no cash discount.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

#### TIME RATES

Rates effective April 1, 1961.  
Rates received March 31, 1961.

- SPOT ANNOUNCEMENTS
- |   |  |  |  |  |  |
|---|--|--|--|--|--|
| CLASS A   |  |  |  |  |  |
| (7:00-9:00 am Mon thru Sat; 11:00 am-1:00 pm and 5:00-7:00 pm Mon thru Sun) |  |  |  |  |  |
| 30 seconds:   |  |  |  |  |  |

## SOUTH DAKOTA

### Leimon—KBJM—Continued

**4. AGENCY COMMISSION**  
15/0 time only; payable upon receipt.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Dakota Farm Network—South Dakota.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
ET 3/1/66—Rec'd 3/29/66.  
A—6 am-2 pm & 5-7 pm.  
B—2-5 pm & 7 pm sign-off.  
**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1x	2x	1x	2x
1 min.....	3.20 2.95 2.80 2.65 2.60 2.35 2.20	2.95 2.80 2.65 2.50 2.35 2.20 2.05	2.10 2.00 1.90 1.80 1.70 1.60 1.50
30 sec.....	2.50 2.40 2.30 2.20 2.10 2.00 1.90		

**7. PACKAGE PLANS**  
SATURATION PACKAGES—30 SECONDS  
15 spots (within 3 days)..... 28.50  
30 spots (within 7 days)..... 49.50  
40 spots (within 2 wks)..... 93.50

### MADISON (1 AM; 1 FM)

Lake County—Map Location G-2  
See SRDS consumer market map and data at beginning of the State.

#### KJAM

1956

Subscriber to the NAB Radio Code  
Media Code 4 243 2905 0.00  
Madison Broadcasting Co., Inc., Box 549, Madison, S. D. 57042. Phone 605-256-4514.

**1. PERSONNEL**  
General Manager—John A. Goeman.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.  
**3. FACILITIES**  
500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST. Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see KJAM-FM.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Farm Directors Radio Network, Dakota Farm Network—South Dakota.

**TIME RATES**  
ET—Rec'd 1/21/71.  
**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 min.....	5.00 4.75 4.50 4.25 4.00		
30 sec.....	3.00 2.75 2.50 2.25 2.00		

#### KJAM-FM

1967

Subscriber to the NAB Radio Code  
Media Code 4 243 2906 0.00  
Madison Broadcasting Co., Inc., Box 549, Madison, S. D. 57042. Phone 605-256-4514.  
See affiliated AM station for additional information.  
**3. FACILITIES**  
ERP: 5,000 w. (horiz.), 3,000 w. (vert.); 103.1 mc. Operating schedule: 6 am-11:30 pm. CST. Antenna ht.: 300 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-11:30 pm. For simulcast facilities see KJAM.

**TIME RATES**  
KJAM rates less 20%.

### MITCHELL

Devilson County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

#### KORN

1946

Subscriber to the NAB Radio Code  
Media Code 4 243 3255 9.00  
Mitchell Broadcasting Ass'n, Inc., Box 908, Mitchell, S. D. 57301. Phones 605-996-5621; 910-668-0598.

**1. PERSONNEL**  
Commercial Manager—Gerald R. Eppel.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6:00 am-midnight weekdays; 8:00 am-midnight Sun. CST.  
**4. AGENCY COMMISSION**  
15% on net charges for station time.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Directors Radio Network, Dakota Farm Network—South Dakota.

**TIME RATES**  
ET—Rec'd 6/6/68.  
**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 min.....	7.00 6.50 6.00 5.50 5.00		
30/20 sec.....	4.00 3.50 3.00 2.50 2.00		

### MOBRIDGE (1 AM; 1 FM)

Walworth County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

#### KOLY

1956

#### KOLY-FM

1973

Subscriber to the NAB Radio Code  
Media Code 4 243 3605 5.00  
Moberge Broadcasting Corp., Box 1300, 114 E. Third St., Moberge, S. D. 57601. Phone 605-845-3654.

**STATION'S PROGRAMMING DESCRIPTION**  
KOLY: MOR music & farm news.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Q. P. Coleman.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
5,000 w.; 1300 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST. ERP 56,300 w. (horiz.), 56,300 w. (vert.); 99.5 mc. Operating schedule: 6 am-midnight. CST. Antenna ht.: 540 ft. above average terrain. Simulcast 6 am-local sunset.  
**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
No. 5 ET 1/1/74—Rec'd 1/30/74.  
A—6 am-2:30 pm & 3:59-6:30 pm.  
B—2:30-3:59 pm & 6:30 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 min.....	5.50 4.90 5.05 4.50		
26 x.....	3.20 4.55 4.80 4.15		
52 x.....	5.00 4.35 4.60 3.95		
104 x.....	4.70 4.10 4.30 3.70		
156 x.....	4.50 3.90 4.05 3.50		
260 x.....	4.40 3.80 3.85 3.30		
312 x.....	3.65 3.05 3.10 2.50		
365 x.....	3.35 2.70 2.75 2.25		
520 x.....	3.20 2.55 2.55 2.05		

### PIERRE (2 AM)

Hughes County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

#### KCCR

1959

Subscriber to the NAB Radio Code  
Media Code 4 243 3955 4.00  
Sorenson Broadcasting Corp., Box 309, Pierre, S. D. 57501. Phone 605-224-7381.

**STATION'S PROGRAMMING DESCRIPTION**  
KCCR: Programmed for general interest.  
**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dean Sorenson.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. night; 1240 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.  
**4. AGENCY COMMISSION**  
15% on time only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Intermountain Network, Dakota Farm Network—South Dakota.  
10% discount when purchased with KYNT, Yankton.

**TIME RATES**  
No. 1 ET 10/1/70—Rec'd 10/5/70.  
**6. SPOT ANNOUNCEMENTS**

CLASS A		CLASS B	
1 min	30 sec	1 min	30 sec
1 min.....	5.00 4.90 4.80 4.60 4.40 4.00 3.80		

**7. PACKAGE PLANS**  
A—Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.  
B—All other times.

CLASS A		CLASS B	
PER WK:	6 ti	12 ti	18 ti
1 min.....	4.90 4.80 4.70 4.60 4.50 4.30		
30 sec.....	3.90 3.85 3.75 3.70 3.60 3.45		
10 sec.....	2.95 2.90 2.80 2.75 2.70 2.65		

CLASS R		CLASS S	
1 min	30 sec	1 min	30 sec
1 min.....	3.90 3.85 3.75 3.70 3.60 3.45		
30 sec.....	3.10 3.05 3.00 2.95 2.90 2.75		
10 sec.....	2.35 2.30 2.25 2.20 2.15 2.10		

#### KGFX

1916

Subscriber to the NAB Radio Code  
Media Code 4 243 4305 1.00  
James Valley Broadcasting Co., Box 399, Pierre, S. D. 57501. Phone 605-224-8686.

**STATION'S PROGRAMMING DESCRIPTION**  
KGFX: Programmed for general interest.  
ALL PERSONALITIES handle all segments. Live. MUSIC: country. NEWS: hourly on hour, headline news at :30 after, weather at :20 after, sports at :40 after. Farm news and markets to 8 am & 11:50 am-1:30 pm. Local news reports direct from area towns at 9:25 am, 10:25 am, 11:15 am. Swap shop at 9:30 am, 1:20 pm. Hospital reports at 11:05 am, 12:55 pm. Contact Representative for further details. Rec'd 4/19/68.

**1. PERSONNEL**  
General Manager—Robert E. Ingstad, Jr.  
Sales Manager—Don Sigle.  
News Director—Del Fisher.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
**3. FACILITIES**  
10,000 w. days; 1060 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15%; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 27, 28c, 29a, 30, 33a.  
Contracts: 40a, 44a, 45, 47a, 49.  
Comb.: Cont. Discounts: 60b, 60d, 60f, 60i, 61b.  
Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 81, 82.  
10% discount on joint purchase with KKLS, Rapid City.  
Affiliated with American Entertainment Network.  
Member: Dakota Dynamo Group.

**TIME RATES**  
No. 2 ET 6/1/67—Rec'd 5/1/67.  
**6. SPOT ANNOUNCEMENTS**

PER CONSEC		1 MINUTE	
WK:	1 ti	5 ti	10 ti
1 wk.....	12.00 11.00 10.00 9.00 8.00		
13 wk.....	11.50 10.50 9.50 8.50 7.50		
26 wk.....	11.00 10.00 9.00 8.00 7.00		
39 wk.....	10.00 9.00 8.00 7.00		

**6. PROGRAM TIME RATES**

CLASS A		CLASS B	
1 hr	1/2 hr	1/4 hr	10 min
1 hr.....	70 66 63 60 57 55 50		
1/2 hr.....	48 45 43 41 39 36 30		
1/4 hr.....	35 34 33 31 30 27 22		
10 min.....	25 24 23 21 20 18 18		
5 min.....	16 15 14 13 12 11 10		

### RAPID CITY (4 AM; 1 FM)

Pennington County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

#### KIMM

1962

Subscriber to the NAB Radio Code  
Media Code 4 243 5005 6.00  
Gene Taylor Broadcasting Co., Box 2006, Rapid City, S. D. 57702. Phone 605-348-1100.

**STATION'S PROGRAMMING DESCRIPTION**  
KIMM: Programmed for young adults, aimed at young housewives 9 am-3 pm.  
MUSIC: current popular hits with personality disc jockeys. NEWS: 5-min each hour; 1 hr block 7-8 am; 30-min block at 12N; commentary 8 am & 12N; network news with emphasis on local news in AM drive time. Contact Representative for further details. Rec'd 3/30/73.

**1. PERSONNEL**  
Owner—James E. Taylor.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Denver—Charles Vais, 1089 Bannock St., Denver, Colo.  
**3. FACILITIES**  
5,000 w. days; 1,150 kc. Non-directional.  
Operating schedule: 5 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29b, 30.  
Contracts: 40a, 42b, 42d, 44a, 45, 46, 47a, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 62a.  
Cancellation: 70a, 70d, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.  
Member: The Intermountain Network.

**TIME RATES**  
No. 40 ET 11/1/70—Rec'd 10/22/70.  
**7. PACKAGE PLANS**  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

**SATURATION PLAN**

CLASS A		CLASS B	
PER WK:	12 ti	18 ti	24 ti
1 min.....	7.80 7.30 6.75 6.25 5.75		
30 sec.....	3.25 2.85 2.40 2.00 1.60		
10 sec.....	2.90 2.65 2.30 2.00 1.75		

CLASS B		CLASS C	
1 min	30 sec	1 min	30 sec
1 min.....	6.25 5.75 5.20 4.70 4.15		
30 sec.....	5.00 4.60 4.15 3.75 3.35		
10 sec.....	3.15 2.85 2.60 2.35 2.10		

**6. PROGRAM TIME RATES**

CLASS A		CLASS B	
1 hr	1/2 hr	1/4 hr	10 min
1 hr.....	48.00 47.00 46.00 45.00 44.00 42.00		
1/2 hr.....	18.80 18.45 18.10 17.75 17.40 14.70		

**7. PACKAGE PLANS**  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

CLASS A		CLASS B	
PER WK:	12 ti	18 ti	24 ti
1 min.....	6.25 5.75 5.20 4.70 4.15		
30 sec.....	5.00 4.60 4.15 3.75 3.35		
10 sec.....	3.15 2.85 2.60 2.35 2.10		

**8. PROGRAM TIME RATES**

CLASS A		CLASS B	
1 hr	1/2 hr	1/4 hr	10 min
1 hr.....	100.00 95.00 90.00 85.00 80.00		
1/2 hr.....	65.00 62.50 60.00 57.50 55.00		
1/4 hr.....	45.00 42.75 40.50 38.25 36.00		
10 min.....	30.00 28.50 27.00 25.50 24.00		
5 min.....	20.00 19.00 18.00 17.00 16.00		

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Bill Spitzer.  
Music Director—John D. Derrick.  
News Director—Abner George.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Mountain States, Denver, Kansas City—Bob Hill Co., Inc.

**3. FACILITIES**  
1,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
FM-ERP 60,000 w.; 93.9 mc. Stereo.  
Operating schedule: 6-11 am. MST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24b, 24a, 26, 27, 28a, 28c, 29a, 32b.  
Contracts: 40a, 41, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Dakota Dynamo Group.  
10% discount on joint purchase with KGFX, Pierre.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
ET—Rec'd 1/23/69.  
**6. SPOT ANNOUNCEMENTS**

PER CONSEC		1 MINUTE	
WK:	1 ti	5 ti	10 ti
1 wk.....	9.00 8.00 7.00 6.00 5.00		
13 wk.....	8.50 7.50 6.50 5.50 4.50		
26 wk.....	8.00 7.00 6.00 5.00 4.00		
39 wk.....	7.00 6.00 5.00 4.00		

**6. PROGRAM TIME RATES**

CLASS A		CLASS B	
1 hr	1/2 hr	1/4 hr	10 min
1 hr.....	70 66 63 60 57 55 50		
1/2 hr.....	48 45 43 41 39 36 30		
1/4 hr.....	35 34 33 31 30 27 22		
10 min.....	25 24 23 21 20 18 18		
5 min.....	16 15 14 13 12 11 10		

### KOTA

1936

Subscriber to the NAB Radio Code  
Media Code 4 243 5355 5.00  
Duhamel Broadcasting Enterprises, Box 1752, Duhamel Bldg., Rapid City, S. D. 57701. Phone 605-342-2000. TWX 605-921-0184.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Helen S. Duhamel.  
Nat'l TV & Radio Sales—Dan C. Leavellester.

**2. REPRESENTATIVES**  
Hill/Stone Representatives, Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Omaha—Soderlund Company.  
Canada—Andy McDermott Sales Ltd.

**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—night only.  
Operating schedule: 5 am-midnight. MST.  
**4. AGENCY COMMISSION**  
15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60e.  
Cancellation: 70a, 70e, 71a, 72.  
Prod. Services: 82.  
Affiliated with CBS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
No. 15 ET 12/1/70—Rec'd 11/4/70.  
AAA—Mon thru Sat 5:30-7 am & noon-1 pm.  
AA—Mon thru Fri 7-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 7 am-7 pm.  
B—All other times.



1964

**KDLO-FM, WATERTOWN, S. D.—SATELLITE**

Subscriber to the NAB Radio Code  
Media Code 4 243 6406 5.00

Midcontinent Broadcasting Co., 13th & Phillips,  
KELO-LAND Bldg., Sioux Falls, S. D. 57102.  
Phone 605-336-1100. TWX 910-660-0552.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KELO-FM: MUSIC: popular, including current hits, show tunes, standards programmed in clusters of 3 selections 5 am-6 pm. COMMERCIAL POLICY: limited 6 per hour. NEWS: 5 min at 7, 8, 10 am, 12:30, 4, 6, 10 pm. 6 pm-sign-off hard rock music. Contact Representative for further details. Rec'd 4/9/71.

**S. FACILITIES**  
ERP: 100,000 w.; 92.5 mc. Stereo.  
Operating schedule: 6-1 am, CST.  
Antenna ht.: 191 ft. above average terrain.

**TIME RATES**

Sold in combination with KELO. See that listing for rates.

**KISD**

1946

Media Code 4 243 6755 5.00  
KISD, Inc., 130 N. Main, Sioux Falls, S. D. 57102.  
Phone 605-336-1230.

**STATION'S PROGRAMMING DESCRIPTION**  
KISD: Programmed for adults and young adults.  
6 AIR PERSONALITIES. NEWS: at :30 & :50. National; network at :55, local at :25 with 10-min local blocks at 12:20 & 5:20 pm. FARM 5-6 am daily, taped reports, local & national market reports. TALK: various interview shows with local officials & visiting personalities of varied interests, Sun 6 pm. MUSIC: current hits, contemporary album cuts, golden records. WEATHER: 2-3x/hr. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 1/4/73.

**1. PERSONNEL**  
President—Stan Deck.  
General Manager—Bruce Long.  
National Sales Manager—Bob Weiler.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21b, 22a, 23a, 24b, 25b, 26, 28c, 30, 33b.  
Contracts: 40a, 41, 42d, 44a, 45, 46, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.

**TIME RATES**

ET 2/2/63. Rec'd 2/2/63.

A—6-9 am & 3-7 pm.  
B—All other times.

**2. PACKAGE PLANS**

PER WK:	ROTATION PLANS			
	CLASS A	13 wk	26 wk	52 wk
6 ti	12	11	10	9
12 ti	11	10	9	8
18 ti	10	9	8	7
24 ti	9	8	7	6
<b>CLASS B</b>				
6 ti	9	8	7	6
12 ti	8	7	6	5
18 ti	7	6	5	4
24 ti	6	5	4	3

10 sec/less: 50% of 1-min. 30/20 sec: 75% of 1-min.

**KSOO**

1927

Subscriber to the NAB Radio Code  
Media Code 4 243 7105 2.00  
KSOO Radio, Inc., 210 W. 9th St., Sioux Falls, S. D. 57102. Phone 605-330-1140.

**STATION'S PROGRAMMING DESCRIPTION**  
KSOO: General interest programming featuring personalities.  
NEWS: network at :60. FARM: 5-7 am & 11 am & 1 pm. Farm director. SPORTS: play-by-play major league baseball & all local sports in season. 5-7 am: western music, weather, roads, market report, agricultural feature. 7-10 am: MOR music, comedy, news, audience participation, sports, weather, road report. 10-11:30 am: MOR music, homemaker features, interviews. 1:15-3:30 pm: MOR music, audience participation by phone, interviews. 3:30-6 pm: weather, roads, news, contemporary music. 6 pm-1 am: MOR music, sports, audience participation. Contact Representative for further details. Rec'd 4/29/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Morton H. Henkin.  
Sales Manager—Wayne Pritchard.  
Farm Director—Denny Oviatt.

**TIME RATES**

ET 12/1/73—Rec'd 10/31/73.  
AAA—Mon thru Sat 6-9 am & noon-1:30 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA						AA					
	3 ti	6 ti	12 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti	24 ti	
1 min	22	20	18	15	14	13	12	11	10	9	9	
30 sec	19	18	15	12	11	10	9	8	7	6	6	

ID's: 50% of 1-min.

**8. PROGRAM TIME RATES**

5 min	CLASS A						CLASS B					
	1x	52x	104x	156x	260x	312x	1x	52x	104x	156x	260x	312x
5 min	34	32	30	28	26	25	22	21	20	19	18	17

**2. REPRESENTATIVES**

McGavren-Guild, Inc.  
Minneapolis, St. Paul—Harry S. Hyett Co., Inc.  
Omaha—Norderlund Company.  
Denver—Bob Hix Co., Inc.

**3. FACILITIES**

10,000 w. days, 5,000 w. nights; 1140 kc.  
Directional—night only.  
Operating schedule: 5-1 am, CST.

**4. AGENCY COMMISSION**

15/0.

**5. GENERAL ADVERTISING** See coded regulations

General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 30.  
Contracts: 40a, 41, 44a, 44b, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Affiliated with NBC.

**TIME RATES**

No. 13 ET 7/1/73—Rec'd 6/11/73.  
AAA—Farm Time Mon thru Sat 5:30-7 am & 11:30 am-1 pm.  
AA—Mon thru Sat 7-10 am & 3-7 pm.  
A—Mon thru Sat 10-11:30 am & 1-3 pm; Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA		AA		A		B	
	1 min	30/20	1 min	30/20	1 min	30/20	1 min	30/20
1 ti	22	18	19	15	15	15	12	12
6 ti	25	22	21	17	18	14	14	11
12 ti	27	21	20	16	17	13	13	10
18 ti	26	20	19	15	16	12	12	9
24 ti	25	19	18	14	15	11	11	8

ID's: 60% of applicable 1-min.

**8. PROGRAM TIME RATES**

A—Daily 5:30 am-7 pm.  
B—All other times.

**CLASS A**

1 hr	CLASS A					
	1x	26x	52x	156x	260x	312x
1 hr	100	95	90	85	80	75
1/2 hr	65	64	63	62	61	60
1/4 hr	45	44	43	42	41	40
10 min	37	36	35	34	33	32
5 min	30	29	28	27	26	25

**CLASS B**

1 hr	CLASS B					
	1x	77	73	70	65	60
1/2 hr	50	47	44	42	40	38
1/4 hr	30	29	28	27	25	23
10 min	27	26	25	23	21	20
5 min	22	21	20	19	18	17

**KXRB**

1969

Subscriber to the NAB Radio Code  
Media Code 4 243 7280 3.00  
Radio One, 100 N. Phillips, Sioux Falls, S. D. 57102. Phone 605-336-7393.

**STATION'S PROGRAMMING DESCRIPTION**  
KXRB: 100% country and western music.  
FARM: 6:15 and 7:15 am; weekly feeder cattle report at 8:15 am and 1:15 pm daily. NEWS: 7 min at :40. WEATHER: at :07 and :26; news and weather each hour of the broadcast day. Contact Representative for further details. Rec'd 11/2/70.

**1. PERSONNEL**  
General Manager—John L. Breese.  
Sales Manager—Kay Douglas.  
Farm Director—Bob Denver.

**2. REPRESENTATIVES**

Avery-Knodel, Inc.

**3. FACILITIES**

10,000 w.; 1000 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**

15% time only; 2% cash discount. Payable by 10th of following month.

**5. GENERAL ADVERTISING** See Coded regulations

General: 1a, 2b, 3a, 4a, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 16.  
Basic Rates: 20b, 22a, 28b, 29b, 33b.  
Contracts: 40a, 45, 46, 51a.  
Comb.: Cont. Discounts: 60l, 61b.  
Cancellation: 70c, 71a, 73b.

**TIME RATES**

No. 3 ET 12/1/73—Rec'd 10/31/73.  
AAA—Mon thru Sat 6-9 am & noon-1:30 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA						AA					
	3 ti	6 ti	12 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti	24 ti	
1 min	22	20	18	15	14	13	12	11	10	9	9	
30 sec	19	18	15	12	11	10	9	8	7	6	6	

ID's: 50% of 1-min.

**8. PROGRAM TIME RATES**

5 min	CLASS A						CLASS B					
	1x	52x	104x	156x	260x	312x	1x	52x	104x	156x	260x	312x
5 min	34	32	30	28	26	25	22	21	20	19	18	17

**WNAX**

YANKTON

City of license, Yankton, S. D.  
Considered by CBS Radio Network as their Sioux City-Sioux Falls-Yankton outlet.  
See listing under Yankton, S. D.

1970

1969

A Stangland Station  
Media Code 4 243 6200 2.00  
Sioux Empire Broadcasting Co., 104 E. 8th St.,  
Sioux Falls, S. D. 57101. Phone 605-339-1520.

**STATION'S PROGRAMMING DESCRIPTION**  
KCHF: MUSIC: MOR until 4 pm; Top 40 after 4 pm. NEWS: local at :60; national at :30. Mobile unit for live coverage. FEATURES: phone-in tele-show 8:45-9:30 am. Weather bureau 12:10 pm. USDA markets 12:15 pm. County agent Sat 12:15 pm. Contact Representative for further details. Rec'd 5/4/73.

**1. PERSONNEL**  
President—E. C. Stangland.  
Sales Manager—Leroy Okerlund.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
500 w.; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc. Stereo.  
Operating schedule: 6-1 am, CST.  
Antenna ht.: 150 ft. above average terrain.  
Simulcast sunrise-local sunset.

**4. AGENCY COMMISSION**  
15% time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 21a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a, 33b.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60b, 60l.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

Member: Dakota Farm Network—South Dakota.

**TIME RATES**

ET 6/13/70—Rec'd 8/19/70.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	80%	1-min.				

**CONSECUTIVE WEEK DISCOUNT**

26 wk—7% 52 wk—14%

**8. PROGRAM TIME RATES**

1 x	1 hr			1/2 hr			1/4 hr		
	1	2	3	1	2	3	1	2	3
1 x	45	30	20	45	30	20	45	30	20

FM only, above rates less 20%.

**KELO**

1937



Subscriber to the NAB Radio Code  
Media Code 4 243 6505 7.00  
Midcontinent Broadcasting Co., Inc., Phillips at 13th,  
Sioux Falls, S. D. 57102. Phone 605-336-1100  
TWX 910-660-0532

**STATION'S PROGRAMMING DESCRIPTION**  
KELO: Programmed for adults 18-49.  
MUSIC: modern MOR with mix of past hits. Contact Representative for further details. Rec'd 8/1/74.

**1. PERSONNEL**  
President—Joe Floyd.  
Exec. Vice-Pres. & Gen'l Mgr.—Evans A. Nord.  
Sta. & Com'l Mgr.—Jim Molohon

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.  
Canada—Andy McDermott Sales, Ltd.

**3. FACILITIES**  
5,000 w. (Franklinized at 13,600 w. during non-directional operation.) 1320 kc. Directional—night only  
Operating schedule: 5-2 am, CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 30, 33b.  
Contracts: 40a, 41, 42b, 44a, 46, 47a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60l, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Member: National AdRadio Groups, Inc.

**TIME RATES**

ET 2/1/74—Rec'd 1/28/74.  
AA—6-9 am & 3-7 pm.  
A—5-6 am, 9 am-3 pm & 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AA						A					
	3 ti	6 ti	12 ti	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti	24 ti	24 ti	
1 min	14	12	10	10	9	8	7	6	5	4	4	
30 sec	12	10	8	8	7	6	5	4	3	3	3	

**AM/FM COMBINATION**

**7. PACKAGE PLAN**

**TOTAL AUDIENCE PLAN**

PER WK:	AA/AM			A/FM		
	3 ti	6 ti	12 ti	6 ti	12 ti	18 ti
1 min	19	17	15	13	12	11
30 sec						

# SOUTH DAKOTA

## STURGIS

Meade County—Map Location B-2  
See NRDS consumer market map and data at beginning of the State.

**KBHB**  
1962



Subscriber to the NAB Radio Code  
Media Code 4 243 7435 1.00  
Black Hills Broadcasting Co., Box 360, Sturgis,  
S. D. 57785. Phone 605-347-2526.

- PERSONNEL**  
Owner & Gen'l Mgr.—Les Kleven.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
5,000 w.; 810 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time and talent; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 6 Eff 11/1/67—Rec'd 10/30/67.  
AA—Mon thru Sat 7-9 am & noon-1:30 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA			
	1 ti	6 ti	12 ti	18 ti
1 min.	10.00	8.50	7.50	6.50
30 sec.	8.50	7.50	6.50	5.50
CLASS A				
1 min.	8.50	7.50	6.50	5.50
30 sec.	7.50	6.50	5.50	4.00

## VERMILION (1 AM; 1 FM)

Clay County—Map Location G-5  
See NRDS consumer market map and data at beginning of the State.

**KVRA**  
1967



Media Code 4 243 7605 1.00  
Stouland Broadcasting, Inc., RR No. 3, Box 79,  
Vermillion, S. D. 57069. Phone 605-624-2662.

- STATION'S PROGRAMMING DESCRIPTION**  
KVRA: Programmed for adults and young adults.
- PERSONNEL**  
General Manager—Doyle Ritter.
  - REPRESENTATIVES**  
Jack Masia & Co., Inc.
  - FACILITIES**  
500 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast Sunrise-local sunset. For non-simulcast facilities see KVRF (FM).
  - AGENCY COMMISSION**  
15% time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KVRF (FM).  
Member: Dakota Farm Network—South Dakota.

### TIME RATES

Eff 5/1/71—Rec'd 4/19/71.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS A			
	1 ti	5 ti	10 ti	15+
1 min.	7	6	5	4
30/20 sec:	80% of 1-min.	10 sec ID's:	50% of 1-min.	

## KVRF (FM)

1967



Media Code 4 243 7705 1.00  
Stouland Broadcasting, Inc., RR No. 3, Box 79,  
Vermillion, S. D. 57069. Phone 605-624-2662.

- See affiliated AM station for additional information.  
AM facilities: KVRA.  
**STATION'S PROGRAMMING DESCRIPTION**  
KVRF (FM): Same as AM Sunrise-local sunset.

### 3. FACILITIES

ERP 3,000 w.; 102.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 255 ft. above average terrain.  
Partial simulcast operation. Operated separately 7  
pm-midnight. For simulcast facilities see KVRA.

### TIME RATES

Rates are identical to KVRA. See that listing.

## WATERTOWN (2 AM; 1 FM)

Codington County—Map Location G-2  
See NRDS consumer market map and data at beginning of the State.

## KDLO-FM

1968

### SATELLITE

ERP 100,000 w.; 96.9 mc. Stereo.  
Antenna ht.: 1,280 ft. above average terrain.  
Satellite to KELO-FM, Sioux Falls, S. D.

## KSDR

1961

Media Code 4 243 7805 7.00  
Box 293, Watertown, S. D. 57201. Phone 605-886-5747.

All copy and instructions should be sent to:  
The Berry-Iverson Co., Box 293, Watertown, S. D.  
Studio—15 1st Ave. N. W., Watertown, S. D.  
Phone 605-886-5747.

### STATION'S PROGRAMMING DESCRIPTION

- KSDR: Programmed for general interest.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Ron Scott.
  - REPRESENTATIVES**  
RUTH-IMN Sales Division.
  - FACILITIES**  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
  - AGENCY COMMISSION**  
15/0 time and talent.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Dakota Farm Network—South Dakota.

### TIME RATES

No. 1 Eff 9/8/70—Rec'd 9/29/70.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4:30-7 pm.  
B—All other times.

FIXED:	CLASS A				
	1x	26x	52x	104x	156x
1 min	6.00	5.85	5.70	5.40	4.50
30 sec	5.40	5.10	4.80	4.50	4.20

### 7. PACKAGE PLANS

PER WK:	SATURATION PLAN				
	A	B	C	D	E
1 min	5.50	4.40	2.75	4.40	3.50
6 ti	5.50	4.40	2.75	4.40	3.50
12 ti	5.30	4.25	2.65	4.25	3.40
18 ti	5.10	4.10	2.55	4.10	3.30
24 ti	4.90	3.90	2.45	3.90	3.10
30 ti	4.70	3.75	2.35	3.75	3.00
36 ti	4.50	3.60	2.25	3.60	2.90

## KWAT

1940



Subscriber to the NAB Radio Code  
Media Code 4 243 8155 6.00  
The Midland National Life Broadcasting Co., Box  
827, U. S. Hwy. 81, 1-1/2 miles S. of Watertown,  
S. D. 57201. Phone 605-886-8444.

- PERSONNEL**  
General Manager—Ross E. Case.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.
- FACILITIES**  
1,000 w.; 950 kc. Directional—night only.  
Operating schedule: 6 am-midnight.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

Eff 3/26/64.  
A—6-9 am, 11 am-1 pm & 5-7 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

	CLASS A					
	1x	26x	52x	156x	260x	312x
1 min.	8.25	7.95	7.40	7.00	6.80	6.70
30 sec.	5.80	5.40	5.20	5.00	4.75	4.70
CLASS B						
1 min.	6.35	6.10	5.70	5.50	5.25	5.10
30 sec.	4.45	4.30	4.00	3.85	3.70	3.60
10 sec ID's:	50% of 1-min.					
ID's, minutes and 30 seconds may be combined for frequency.						

## KWAT-FM

1969



Subscriber to the NAB Radio Code  
Media Code 4 243 8156 4.00  
Midland National Life Insurance Co., Box 827,  
Watertown, S. D. 57201. Phone 605-886-8444.  
See affiliated AM station for additional information.

### 3. FACILITIES

ERP 100,000 w.; 96.1 mc. Stereo.  
Operating schedule: 8 am-midnight. CST.  
Antenna ht.: 407 ft. above average terrain.

### TIME RATES

Rates are identical to KWAT. See that listing.

## WINNER

Tripp County—Map Location E-4  
See NRDS consumer market map and data at beginning of the State.

## KWYR

1957

Media Code 4 243 8505 2.00  
Midwest Radio Corporation, Box 491, 4th & Main  
Sts., Winner, S. D. 57580. Phone 605-842-3333.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Al Clark.
- FACILITIES**  
5,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 2/15/74—Rec'd 8/12/74.

6. SPOT ANNOUNCEMENTS	CLASS A					
	1x	13x	26x	52x	104x	156x
1 min	10.20	9.60	9.30	9.00	8.70	8.40
30 sec	8.15	7.80	7.50	7.20	6.95	6.70
10 sec	5.75	5.40	5.05	4.80	4.55	4.30
Minimum order: 85.00.						

## YANKTON (2 AM)

Yankton County—Map Location G-5  
See NRDS consumer market map and data at beginning of the State.

## KYNT

1955



Subscriber to the NAB Radio Code  
Media Code 4 243 8855 1.00  
Sofenson Broadcasting Corp., Box 625, Yankton,  
S. D. 57078. Phone 605-665-7892.

- STATION'S PROGRAMMING DESCRIPTION**  
KYNT: General interest with MOR music.
- PERSONNEL**  
Gen'l & Sales Mgr.—Tom Kearns.
  - FACILITIES**  
1,000 w. days. 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6-1 am. CST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Dakota Farm Network—South Dakota.  
10% discount when purchased with KCCR, Pierre,  
similar schedules.

### TIME RATES

Eff 7/3/74.

6. SPOT ANNOUNCEMENTS	CLASS A				
	1x	26x	52x	156x	260x
1 min.	6.00	5.62	4.75	4.50	3.75
30 sec.	4.00	3.75	3.50	3.00	2.50
15 sec.	3.00	2.44	2.38	2.25	1.88

WNAX  
1922



## CBS Radio Network



KATZ RADIO



1962

Subscriber to the NAB Radio Code

Media Code 4 243 9205 8.00  
Roy H. Park Broadcasting of the Midwest, Inc.,  
WNAX Bldg., Yankton, S. D. 57078.  
Studio—3rd and Mulberry Sts., Yankton, S. D.  
Phone 605-665-7442.

South Dakota—In-WATS phone 1-800-952-3960.  
Iowa, Nebraska, Minnesota, North Dakota, Mon-  
tana, Wyoming—In-WATS phone 1-800-843-0989.

### STATION'S PROGRAMMING DESCRIPTION

WNAX: News, farm & market features. SPORTS:  
pro football & baseball, college & high school foot-  
ball & basketball. MUSIC: country & western. Contact  
representative for further details. Rec'd 9/2/71.

- PERSONNEL**  
President—Roy H. Park.  
Vice-President Radio—Roger Turner.  
General Manager—Larry Edwards.  
Farm Services Director—Gene Williams.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5,000 w.; 570 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c,  
15e.  
Basic Rates: 20a, 20b, 21b, 22b, 23a, 24c, 25a, 26,  
27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 51a, 51c  
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 61b,  
62h.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81.  
Affiliated with Katz Radio Network.  
Affiliated with CBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 33 Eff 4/1/73—Rev. 4/1/73—Rec'd 5/3/73.  
AA—Mon thru Sat 6-10 am & 11:30 am-1:15 pm.  
A—Mon thru Sat 10-11:30 am & 1:15-6 pm; Sun  
6 am-6 pm.

6. SPOT ANNOUNCEMENTS	CLASS A					
	PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
Fixed	50	48	46	44	42	40
AA	42	40	37	35	33	31
A	32	30	28	26	24	22
B	22	20	19	18	17	16
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.						
8. PROGRAM TIME RATES						
CLASS AA						
1/2 hr.	165	160	150	143	135	128
1/4 hr.	90	86	80	77	74	71
10 min.	71	68	64	61	59	57
5 min.	54	52	49	47	45	44
CLASS A						
1/2 hr.	92	89	87	83	78	74
1/4 hr.	62	60	59	56	53	51
10 min.	47	46	45	42	40	39
5 min.	35	34	33	32	30	29
CLASS B						
1/2 hr.	74	72	70	66	63	61
1/4 hr.	50	49	48	45	43	42
10 min.	38	36	35	34	33	32
5 min.	28	26	25	24	23	22
10. SPECIAL FEATURES						
Production charges: Commissionable — per 1/4 hr. 10:00; 10 minutes, 7.50; 5 minutes, 5.00. (Q)						





TENNESSEE

State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

CITIES AND COUNTIES - This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
			Per Household (\$)	% Distribution of Families				Total Retail Sales (\$000)	Sales Per Household (\$)	by Selected Store Types					Automotive (\$000)	Service Station (\$000)						
				10 to 4999	5000 to 7999	8000 to 14999	15000 and over			Food (\$000)	Drug (\$000)	General Mds. (\$000)	Apparel (\$000)	Home Furn. (\$000)								
<b>TENNESSEE STATE TOTALS</b>	<b>4,091.9</b>	<b>1,332.66</b>	<b>14,070,446</b>	<b>10,558</b>	<b>11.9</b>	<b>19.9</b>	<b>13.0</b>	<b>22.4</b>	<b>18.8</b>	<b>9,648,209</b>	<b>7,240</b>	<b>2,056,444</b>	<b>290,440</b>	<b>1,471,875</b>	<b>389,866</b>	<b>472,206</b>	<b>2,132,274</b>	<b>734,835</b>	<b>1,809.89</b>	<b>371.2</b>	<b>1,297,225</b>	
ANDERSON J-4	61.0	20.45	230,254	11,259	10.0	16.3	13.4	25.0	23.6	110,268	5,392	32,188	5,036	21,953	3,379	5,068	31,404	8,898	38.27	1.2	4,932	
Oak Ridge	28.8	10.14	145,136	14,313						78,441	7,736	10,240	1,706	9,760	1,382	1,521	11,406	4,758				
BEDFORD F-5	25.9	8.97	86,696	9,665	13.1	22.3	13.4	22.6	14.4	54,833	6,113	12,495	1,953	5,364	2,115	2,647	13,806	4,295	13.39	4.5	20,906	
BENTON D-4	12.6	4.49	40,706	9,066	12.7	21.1	14.3	22.4	13.1	22,854	5,090	6,120	351	2,366	475	384	5,990	2,146	5.66	1.6	5,036	
BLEDSoE H-5	7.4	2.21	15,929	7,208	20.4	31.3	10.9	9.3	4.4	7,440	3,367	1,949	307	752	164	204	1,487	639	2.44	1.7	7,557	
BLOUNT J-5	65.9	22.18	228,039	10,281	11.5	19.3	15.3	25.2	16.4	149,754	6,752	32,888	6,876	19,661	3,033	6,845	43,389	10,834	36.32	3.6	15,633	
BRADLEY H-5	54.6	17.71	184,128	10,397	10.2	20.4	14.7	26.3	18.2	142,793	8,063	38,319	4,632	10,779	5,835	7,618	35,213	8,922	27.93	1.6	12,957	
Cleveland	22.2	7.67	82,230	10,721						125,779	17,697	25,691	4,672	8,468	5,875	7,273	33,831	7,678				
CAMPBELL J-4	28.7	9.39	60,048	6,395	21.0	21.7	10.7	11.0	6.2	49,426	5,264	15,501	1,578	2,344	1,455	2,148	11,464	5,529	11.26	2.7	3,653	
CANNON F-5	8.6	3.04	24,089	7,924	14.6	20.7	13.4	19.6	10.2	15,110	4,313	5,590	173	837	94	112	3,451	786	3.82	3.1	7,308	
CARROLL C-4	26.6	9.46	85,331	9,020	12.3	22.9	14.3	21.2	12.8	54,191	5,728	12,728	1,263	3,808	1,502	3,592	17,304	4,528	10.97	4.9	13,926	
CARTER M-4	43.3	14.28	126,619	8,867	13.9	25.0	14.6	19.0	11.6	57,424	4,021	13,600	2,851	7,553	3,025	2,868	12,845	5,167	17.95	4.4	5,114	
CHEATHAM E-4	14.5	4.58	46,913	10,243	8.3	22.6	15.0	25.2	16.9	18,102	3,952	4,938	391	921	210	171	6,885	1,149	6.98	1.7	5,504	
CHESTER C-5	10.2	3.29	27,966	8,500	16.1	21.4	11.8	15.5	12.2	17,298	5,258	3,419	480	807	415	1,411	3,666	1,581	4.29	1.9	5,352	
CLAIBORNE K-3	19.8	6.33	45,402	7,173	18.7	22.1	9.5	11.3	9.0	23,845	3,767	4,374	714	2,312	383	1,724	4,277	2,864	7.12	9.3	12,546	
CLAY G-3	6.6	2.24	14,328	6,396	19.8	21.7	10.4	10.4	6.5	5,589	2,495	1,255	367	681	164	122	1,164	494	2.21	3.3	5,469	
COCKE K-4	25.8	8.20	59,819	7,295	17.2	26.4	13.6	14.5	6.9	41,597	5,073	11,491	1,662	3,243	2,371	2,705	7,276	3,686	11.78	6.0	13,219	
COFFEE F-5	34.1	11.25	118,548	10,538	13.4	17.0	13.4	22.7	19.8	75,741	6,733	21,285	3,566	4,723	3,283	4,479	15,339	7,274	16.52	4.4	15,207	
CROCKETT B-5	14.5	4.94	41,839	8,469	13.2	23.1	14.4	18.8	12.4	18,240	3,692	5,063	966	1,087	564	200	3,040	1,827	5.75	3.1	13,299	
CUMBERLAND H-4	21.5	6.79	53,989	7,951	17.8	24.1	12.1	15.6	9.9	43,454	6,400	8,638	1,223	4,468	1,337	1,009	12,176	4,654	8.96	2.0	12,122	
DAVIDSON E-4	455.6	150.88	1,989,529	13,186	8.0	15.7	12.8	27.4	28.3	1,362,181	9,028	297,179	40,926	267,843	60,290	69,168	288,948	95,703	213.84	8	15,352	
Nashville	455.6	150.88	1,989,529	13,186						1,362,181	9,028	297,179	40,926	267,843	60,290	69,168	288,948	95,703				
Nashville-Davidson Metro Area	735.0	240.51	2,928,294	12,175	9.3	17.7	13.1	25.8	24.6	1,872,473	7,785	422,456	56,073	303,941	77,883	92,192	405,302	140,623	340.33	4.0	1.3	6,661
Decatur	10.1	3.61	30,336	8,403	16.7	22.6	11.8	18.2	12.2	16,962	4,699	4,486	393	921	559	616	2,069	4.40	1.3	3.5	10,362	
De Kalb	11.3	4.02	33,841	8,418	16.9	23.2	14.2	17.6	9.9	16,513	4,108	3,270	209	569	466	1,505	5,426	1,710	4.82	3.5	10,362	
Dickson	23.1	7.78	72,281	9,291	41,776	5,370	11,395	1,372	2,833	41,776	5,370	11,395	1,372	2,833	2,212	3,080	7,031	3,555	10.56	3.3	12,201	
Dyer	30.8	10.71	98,051	9,155	12.2	21.9	14.5	19.9	13.1	88,361	8,250	18,229	2,314	6,429	4,723	4,310	23,822	4,768	12.59	3.3	28,217	
Fayette	22.4	5.82	42,937	7,377	17.4	18.5	10.1	13.2	9.0	25,159	4,323	7,483	335	4,000	266	1,242	2,696	1,945	6.98	4.7	33,822	
Fentress	12.3	3.73	23,565	6,318	20.7	21.9	9.6	10.4	5.9	21,961	5,888	4,846	318	2,166	543	540	2,022	1,041	4.11	3.2	14,761	
Franklin	28.1	8.90	84,960	9,546	14.6	20.6	13.4	21.7	14.9	50,136	5,633	11,882	944	3,760	1,518	2,829	11,330	3,820	11.59	4.0	22,067	
Gibson	49.0	17.16	159,345	9,286	12.3	22.3	13.3	21.5	14.0	97,467	5,680	23,383	2,746	6,910	3,437	4,911	26,962	8,732	20.84	8.2	38,302	
GILES E-5	22.0	7.52	66,214	8,805	15.7	23.8	14.1	18.9	11.2	48,440	6,441	12,707	597	3,093	2,268	1,821	10,333	5,299	9.12	5.1	16,891	
Grainger	14.7	4.69	35,540	7,578	17.3	26.3	12.6	13.0	8.3	13,328	2,842	4,425	324	454	170	273	2,732	2,255	5.84	7.3	9,169	
Greene	49.7	16.19	139,184	8,597	14.9	24.2	13.5	19.3	11.8	87,145	5,383	21,785	3,412	10,725	2,489	5,500	18,330	6,585	22.21	15.3	38,751	
Grundy	10.4	3.29	20,263	6,159	18.9	24.0	10.2	10.4	5.4	16,170	4,915	4,110	132	520	407	2,782	3,465	2,379	1.2	1.5	15,977	
Hamblen	40.6	13.30	133,284	10,021	13.0	22.4	14.7	23.5	15.9	112,842	8,284	21,850	3,343	19,726	3,066	5,451	31,175	9,442	32.30	3.4	17,985	
Morristown	20.2	6.74	66,111	9,809						102,539	15,214	17,992	3,333	17,107	2,845	5,123	28,718	7,412				
HAMILTON H-5	271.0	90.89	1,054,218	11,599	9.8	17.6	13.3	25.4	23.2	870,155	9,574	173,982	25,563	149,678	27,134	37,570	187,485	58,575	121.93	1.8	13,437	
Chattanooga	143.3	51.44	427,889	8,318						658,174	12,795	117,304	19,066	142,638	25,222	32,917	171,939	34,756				
Chattanooga Metro Area	390.9	129.13	1,438,552	11,140	9.7	19.3	13.7	25.4	20.7	1,027,704	7,959	221,138	31,145	158,099	35,817	44,781	223,934	79,252	190.17			
East Ridge	22.6	7.75	105,259	13,582						30,380	3,920	4,547	311	791	250	1,429	11,437	4,044				
Hancock	6.2	1.98	10,146	5,124	19.2	16.9	7.2	7.5	3.9	4,082	2,062	587	199	894	107	134	808	343	2.07	5.4	5,380	
Hardeman	22.7	6.19	49,433	7,986	16.2	20.7	11.8	17.1	10.9	42,434	6,855	7,687	645	4,611	1,151	1,217	9,572	3,620	8.23	3.0	11,255	
Hardin	18.6	6.23	51,789	8,313	14.6	22.3	12.6	15.6	10.6	36,727	5,895	6,540	1,240	2,286	1,601	1,755	8,022	4,557	8.36	2.7	8,234	
Hawkins	37.0	11.88	100,771	8,482	13.2	22.6	14.9	20.0	10.2	43,339	3,648	11,486	1,392	2,640	1,042	1,980	13,835	4,522	13.36	9.9	15,412	
Haywood	20.5	6.03	48,084	7,974	16.9	17.0	10.6	14.1	9.6	32,599	5,406	6,979	1,394	4,097	1,236	2,480	9,357	2,913	7.59	5.2	16,018	
HENDERSON C-5	17.7	6.11	48,832	7,992	15.7	21.9	12.5	18.0	10.6	34,670	5,674	8,881	789	3,544	1,470	1,132	9,731	2,253	7.75	3.6	11,554	
Henry	24.5	8.95	76,898	8,592	14.9	22.4	12.5	18.7	13.3	52,635	5,881	13,1										



# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1971										Passenger Cases 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
			Per Household (\$000)	% Distribution of Families					Total Retail Sales— Per Household (\$000)	By Selected Store Types					Auto- mobile (\$000)	Service Station (\$000)						
				3000	5000	8000	10000	15000		Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)								
POLK J-6.....	11.4	3.70	34,126	9,223	11.6	23.2	15.9	21.6	12.2	11,939	3,227	3,195	521	841	197	878	2,491	2,209	5.22	.3	7,975	
PUTNAM G-4.....	37.7	12.35	114,172	9,245	15.8	22.6	11.6	16.7	13.9	80,775	6,540	19,230	2,275	7,258	4,417	3,706	17,923	9,025	16.51	4.8	10,167	
RHEA H-5.....	17.6	5.76	47,439	8,236	17.2	22.7	12.7	17.8	11.5	30,611	5,314	6,685	978	2,484	1,238	1,275	6,812	2,801	10.51	3.0	5,225	
ROANE H-5.....	39.3	12.95	125,532	9,694	11.8	19.4	14.4	23.9	15.7	93,010	7,182	25,065	3,505	3,525	4,402	4,667	23,459	9,964	18.66	1.5	4,669	
ROBERTSON E-4.....	32.0	10.54	95,398	9,051	12.4	20.9	14.0	20.7	14.4	53,051	5,033	12,044	1,466	5,030	2,734	2,630	14,002	4,844	14.43	3.8	48,748	
RUTHERFORD F-5.....	62.1	19.24	207,922	10,807	11.4	19.7	13.9	23.3	20.1	138,081	7,177	31,798	3,724	11,994	4,820	6,468	28,909	12,649	27.93	5.3	24,365	
Murfreesboro.....	28.7	9.11	103,100	11,317	117,325	12,879	25,332	3,510	11,620	4,820	5,751	25,103	8,895	5,815	707	442	25,103	8,895	5.77	1.0	5,754	
SCOTT H-4.....	14.6	4.43	32,160	7,260	19.9	20.7	10.1	12.2	8.3	19,911	4,495	5,115	369	1,480	485	707	5,815	1,978	5.77	1.0	5,754	
SEQUATCHIE G-5.....	6.6	2.08	17,121	8,231	14.0	24.0	13.5	21.7	9.3	9,270	4,457	3,009	485	1,079	112	442	1,943	1,030	4.20	.3	2,658	
SEVIER K-5.....	31.7	10.53	95,962	9,113	14.3	24.8	15.0	18.2	11.7	78,197	7,426	18,925	2,456	2,734	1,526	4,366	11,513	6,485	15.28	5.7	10,753	
SHELBY A-5.....	751.6	234.86	2,868,157	12,212	9.8	16.8	12.2	24.9	25.5	2,125,227	9,049	366,198	55,546	417,366	105,552	97,427	427,235	130,086	310.15	3.5	17,943	
Memphis.....	653.3	210.47	2,523,019	11,988	1,964,697	9,335	321,304	45,929	369,054	97,755	91,902	388,634	111,452	97,755	91,902	388,634	111,452	97,755	91,902	388,634	111,452	97,755
Memphis Metro Area.....	869.1	268.67	3,196,340	11,897	2,339,936	8,709	404,318	59,858	438,563	109,256	102,341	500,447	151,053	109,256	102,341	500,447	151,053	109,256	102,341	500,447	151,053	109,256
Millington.....	25.6	4.52	67,124	14,850	21,165	4,799	4,657	366	3,394	195	1,549	4,203	1,313	1,549	4,203	1,313	4,203	1,313	5.34	5.1	14,560	
SMITH F-4.....	12.6	4.41	40,109	9,095	11,466	4,461	3,067	467	858	247	195	4,023	529	247	195	4,023	529	247	3.41	2.8	4,020	
STEWART D-4.....	7.4	2.57	18,657	7,260	13.4	22.9	12.8	18.2	9.0	11,466	4,461	3,067	467	858	247	195	4,023	529	247	3.41	2.8	4,020
SULLIVAN M-3.....	132.3	43.89	490,968	11,186	9.9	18.0	14.1	26.0	21.1	316,626	7,214	59,474	10,810	57,945	12,787	16,187	94,822	22,164	68.93	6.0	13,379	
Bristol.....	35.3	12.40	123,488	9,959	165,855	13,375	33,804	7,056	22,817	4,257	15,006	49,756	11,749	4,257	15,006	49,756	11,749	4,257	15,006	49,756	11,749	4,257
Kingsport.....	34.1	12.04	151,876	12,614	200,698	16,669	33,202	4,466	45,770	8,467	9,250	53,089	12,138	8,467	9,250	53,089	12,138	8,467	9,250	53,089	12,138	8,467
Kingsport-Bristol Metro Area.....	248.5	81.57	819,215	10,043	530,234	6,500	106,470	15,704	79,648	19,858	31,426	141,969	43,101	19,858	31,426	141,969	43,101	19,858	31,426	141,969	43,101	19,858
SUMNER F-4.....	66.5	21.17	239,849	11,330	10.4	18.7	13.7	25.4	20.9	113,314	5,353	29,550	4,074	7,931	2,439	4,112	21,297	9,119	29.16	8.5	30,292	
TIPTON A-5.....	28.2	8.48	70,076	8,264	10.7	22.3	12.1	18.0	12.7	53,677	6,330	10,626	1,134	8,432	1,156	1,277	10,356	3,295	10.10	4.7	14,587	
TROUSDALE F-4.....	5.4	1.83	14,942	8,165	17.6	21.4	10.9	14.1	11.3	14,655	8,008	2,339	298	979	142	414	8,581	482	2.98	2.3	7,041	
UNICO J-4.....	15.4	5.20	44,772	8,610	14.8	23.7	13.4	20.3	12.3	20,089	3,863	6,069	781	1,853	742	1,199	4,924	2,317	7.53	2.5	2,210	
UNION J-4.....	9.2	2.84	20,847	7,640	15.7	24.4	13.4	14.2	6.8	7,943	2,797	1,747	237	536	214	1,572	1,929	6.39	3.9	4,277		
VAN BUREN G-5.....	4.0	1.31	9,958	7,602	13.9	33.4	15.1	13.3	8.3	3,396	2,592	1,095	342	534	90	77	484	330	1.24	1.1	2,532	
WARREN G-5.....	28.4	9.61	85,521	8,899	15.5	23.3	13.7	19.9	12.5	64,219	6,683	13,028	2,061	5,620	3,079	3,093	15,723	4,652	12.32	4.0	23,597	
WASHINGTON L-4.....	79.0	25.29	270,557	10,698	11.9	21.0	13.0	21.8	19.4	188,535	7,455	28,102	6,632	35,029	5,684	11,149	50,705	13,023	37.07	6.9	24,007	
Johnson City.....	37.3	11.79	128,111	10,866	165,117	14,005	20,812	6,270	34,562	5,324	10,964	48,236	9,372	5,324	10,964	48,236	9,372	5,324	10,964	48,236	9,372	5,324
Johnson City Metro Area.....	79.0	25.29	270,557	10,698	188,535	7,455	28,102	6,632	35,029	5,684	11,149	50,705	13,023	5,684	11,149	50,705	13,023	5,684	11,149	50,705	13,023	5,684
WAYNE D-5.....	12.5	4.09	31,065	7,595	15.4	26.9	13.8	15.6	8.5	14,970	3,660	3,812	171	1,020	418	675	3,876	1,272	4.45	1.9	5,571	
WEAKEY C-4.....	30.3	10.41	94,435	9,072	13.4	20.7	12.4	20.6	13.7	51,313	4,929	10,544	1,669	3,609	2,236	2,896	7,755	5,344	11.65	7.8	31,067	
WHITE G-4.....	17.5	5.94	45,951	7,736	18.5	26.8	13.1	14.2	9.6	37,442	6,303	8,704	1,757	2,057	978	901	12,063	2,804	7.06	5.0	13,297	
WILLIAMSON E-5.....	39.2	12.37	147,646	11,936	11.2	19.3	12.0	21.7	25.0	67,340	5,444	16,317	2,027	2,771	1,970	2,967	17,299	6,694	17.85	7.5	25,221	
WILSON F-4.....	42.0	13.95	128,756	9,230	12.0	20.0	15.4	24.3	14.3	78,628	5,636	19,235	2,093	4,168	3,208	3,596	20,931	6,910	19.58	6.9	24,007	

(\*) Includes portion in Washington County, Virginia. (†) Includes portion in Hawkins County.  
 (‡) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

## ALCOA

Blount County—Map Location J-5  
 See SRDS consumer market map and data at beginning of the State.

## See Maryville-Alcoa

## ARDMORE

Giles County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

## W S L V

1967



Subscriber to the NAB Radio Code  
 Media Code 4 244 0180 0.00  
 Satellite Broadcasting Company, Inc., Box 96, 500  
 Satellite Rd. W., Ardmore, Tenn. 38449. Phone  
 615-427-2179.

- PERSONNEL  
 General Manager—E. D. Hildreth.
- REPRESENTATIVES  
 C. K. Beaver & Associates, Inc.
- FACILITIES  
 1000 w. days; 1110 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
 15% time only.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 EST 1/1/74—Rec'd 2/6/74.

SPOT ANNOUNCEMENTS	1x	50x	100x	200x	300x
1 min.....	2.64	2.47	2.29	2.11	1.94
30 sec.....	2.05	1.94	1.82	1.70	1.64
20 sec.....	1.76	1.64	1.52	1.41	1.29
10 sec.....	1.23	1.17	1.11	1.05	1.00

## ATHENS (2 AM)

McMinn County—Map Location H-5  
 See SRDS consumer market map and data at beginning of the State.

## W L A R

1946

Subscriber to the NAB Radio Code  
 Media Code 4 244 0210 5.00  
 Athens Broadcasting Co., Inc., Box 449, 110 A Jackson  
 St., N. E. Athens, Tenn. 37303. Phone 615-  
 745-1314.

- PERSONNEL  
 Vice-Pres. & Gen'l Mgr.—Thomas A. Arterburn.

- REPRESENTATIVES  
 C. K. Beaver & Associates, Inc.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION  
 None; all rates net to station. 30 days.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS and KHS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 EST 8/13/73—Rec'd 8/15/73.

SPOT ANNOUNCEMENTS	1st	26th	51st	76th
PER MO:	3.50	2.50	2.00	2.00
1 min.....	3.50	2.50	2.00	2.00
30 sec.....	2.50	2.25	2.00	1.75
MINIMUM 100:	20 sec	15 sec	10 sec	
Ea.....	1.40	1.20	1.00	

(\*) 12-mo contract only.

- SPECIAL FEATURES  
 1 PER DAY/30 DAYS  
 Weather..... 3.00 15-min newscast..... 10.00  
 5-min newscast..... 5.00

- WYXI**  
 1966  
 Media Code 4 244 0280 8.00
- PERSONNEL  
 General Manager—John P. Frew.
  - REPRESENTATIVES  
 South-Dora-Clayton Agency, Inc.
  - FACILITIES  
 500 w.; 1390 kc.  
 Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
 15/0 time only; 10th of month.
  - GENERAL ADVERTISING See coded regulations  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 EST — Rec'd 5/29/73.

SPOT ANNOUNCEMENTS	1x	26x	52x	104x	260x	312x
1 min.....	3.50	3.25	3.00	2.75	2.50	2.00
30 sec.....	2.80	2.60	2.40	2.20	2.00	1.80

## BERRY HILL

Davidson County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

## See Nashville

</

# TENNESSEE

## Bristol—W KYE, W KYE-FM—Continued

### TIME RATES

No. 4 ET Rec'd 2/15/74.

AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-noon.  
B—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

WK. FIXED:	1 hr	12 hr	24 hr	1 hr	12 hr	24 hr
1 min.	14.00	12.25	10.50	12.25	10.50	8.50
30 sec.	10.50	9.25	7.80	9.25	7.80	6.00
10 sec.	7.00	6.25	5.25	6.25	5.25	4.00

### 7. PACKAGE PLANS

YR. BULK:	500x	1000x	1500x	500x	1000x	1500x
1 min.	10.50	8.25	8.50	7.25	8.00	8.00
30 sec.	7.80	6.80	6.00	6.00	5.25	4.25
10 sec.	5.25	4.75	4.00	4.00	3.60	2.80

## WOPI

1929  
BRISTOL, TENN.



Media Code 4 244 0700 5.00

Thomas Ilay Tolar, Sr., owner, dba Radio Station WOPI, 1234 W. State St., Bristol, Tenn. 37620. Phone 615-764-5131.

### STATION'S PROGRAMMING DESCRIPTION

WOPI: Programmed for adults.  
AIR PERSONALITIES handle all segments. MUSIC: current & past hits 5 am-7 pm. Women's show with live interviews & audience participation 9:05-10 am. Tele-talk program 7:05-8 pm. Country music 8 pm-1 am. NEWS: local 5-min at :55; network at :30. SPORTS: U football & basketball, World Series, NASCAR races, local high school basketball & baseball & football. Contact Representative for further details. Rec'd 4/13/73.

### 1. PERSONNEL

General Manager—Ilay Tolar.  
Operations Manager—Tom Tolar.  
Commercial Manager—John C. Thomas.

### 2. REPRESENTATIVES

The Dickey Organization, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.

Operating schedule: 5-11 am. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22h, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.

### TIME RATES

No. 21 ET 4/1/73—Rec'd 4/13/73.

PER WK:	6 hr	12 hr	18 hr	24 hr	30+
1 min.	10.00	8.00	7.00	6.00	5.00
30 sec.	8.00	6.40	5.60	4.80	4.00
10 sec.	5.00	4.00	3.50	3.00	2.50

### 8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 min.	90	48	36	18

### DISCOUNT

52 wk—10% (D)

## WQUT (FM)

JOHNSON CITY

City of Ithaca Johnson City, Tenn.  
Bristol Office—109 Shady Lane, Bristol, Tenn. Phone 615-988-9934.  
See listing under Johnson City, Tenn.

## WZAP

1946  
BRISTOL, VA.

**JAMES S. AYERS COMPANY, INC.**  
Southern Representative

(This is a duplicate of the listing appearing under WZAP.)  
Media Code 4 248 0935 8.00  
690 Radio, Inc., Box 1038, Bristol, Va. 24201. Phone 804-466-2201.

STATION'S PROGRAMMING DESCRIPTION  
WZAP: MUSIC: 100% Modern contemporary country with director & disk jockeys. NEWS: 5 min network at :30 & :30; local, weather & sports 8 am-noon & 5 pm. Contact Representative for further details. Rec'd 10/31/73.

### 1. PERSONNEL

President—James S. Ayers.  
Station Manager—Al Morris.  
Program Director—Dave Cheek.

### 2. REPRESENTATIVES

Meeker Radio, Inc.  
Regional—James S. Ayers Company, Inc.

### 3. FACILITIES

1,000 w. days; 690 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0. All bills payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24c.  
Contracts: 40a, 41, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60f, 60l.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

No. 2 ET 8/15/71—Rec'd 8/5/71.

PER WK:	6 hr	12 hr	18 hr	24 hr
1 min.	14.00	13.50	13.00	12.00
30 sec.	12.00	11.50	10.00	9.00

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min.	13.00	12.50	12.00	10.00
30 sec.	11.00	10.50	9.00	7.00

## BROWNSVILLE (1 AM; 1 FM)

Haywood County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

## WBHT

1963

Subscriber to the NAB Radio Code  
Media Code 4 244 0770 8.00  
Brownsville Broadcasting Co., Inc., Box 198, Brownsville, Tenn. 38012. Phone 901-772-1730.

### 1. PERSONNEL

Manager—John Latham.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

250 w. days; 1520 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
FM facilities: WTBG.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min.	2.85	2.45	2.35	2.30
45 sec.	2.50	2.40	2.30	2.20

## WTBG

(formerly WBHT-FM)

1965

Subscriber to the NAB Radio Code  
Media Code 4 244 0771 6.00  
Brownsville Broadcasting Co., Inc., Box 118, Brownsville, Tenn. 38012. Phone 901-772-9135.  
See affiliated AM station for additional information.  
AM facilities: WBHT.

### STATION'S PROGRAMMING DESCRIPTION

WTBG: Black oriented; gospel, R & B.

### 3. FACILITIES

500 w. days; 95.3 mc.  
Operating schedule: 6 am-11 pm. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min.	3.30	3.03	2.80	2.65
30 sec.	2.85	2.50	2.20	2.05

## CAMDEN

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State

## WFWL

1958

Subscriber to the NAB Radio Code  
Media Code 4 244 0840 9.00  
Camden Broadcasting Co., Inc., Box 543, Hwy. 70, E., Camden, Tenn. 38320. Phone 901-584-7570.

### 1. PERSONNEL

General Manager—Iron Lane.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to stations.

### 5. GENERAL ADVERTISING See coded regulations

PER MO:	1 hr	25 hr	100+
1 min.	3.50	3.00	2.50
30 sec.	2.50	2.00	1.75

## CARTHAGE

Smith County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WRKM

1959

Subscriber to the NAB Radio Code  
Media Code 4 244 0910 0.00  
Carthage Broadcasting Co., Box 179, Carthage, Tenn. 37030. Phone 615-725-1350, 1351.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Reggie L. Honey.

### 5. FACILITIES

1,000 w. days; 1350 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 5 am-local sunset. EST.  
15% time only; 10th of following month.  
15% time only; 10th of following month.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min.	3.90	3.70	3.50	3.30
30 sec.	2.70	2.55	2.35	2.15

## CENTERVILLE

Hickman County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WHLP

1958

Media Code 4 244 0980 3.00  
Trans-Aire Broadcasting Corp., Highway 50, Centerville, Tenn. 37033.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—David Price.

### 2. REPRESENTATIVES

C. K. Beaver & Associates, Inc.

### 3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

None; all rates net to station.

### 5. GENERAL ADVERTISING See coded regulations

Alcoholic beverage advertising: beer only.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 hr	12 hr	18 hr	24 hr
1 min.	1.85	1.70	1.45	1.20
30 sec.	1.25	1.10	0.95	0.80

### 7. PACKAGE PLANS

TNT pkg. per mo.	265
1/2 TNT pkg. per mo.	145

## CHATTANOOGA (8 AM; 5 FM)

(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)  
Hamilton County—Map Location H-5  
Rossville, Ga., Walker County—Map Location M-3  
See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (8-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	45	20	25
B	23	17	23
C	17	16	17
D	16	14	16
AVERAGE	25	17	20

## WDEF

1941  
CHATTANOOGA



## CBS Radio Network



KATZ RADIO

Subscriber to the NAB Radio Code  
Media Code 4 244 1120 5.00  
Itoy H. Park Broadcasting of Tennessee, Inc., 3300 Broad St., Chattanooga, Tenn. 37402. Phone 615-267-3393.

### STATION'S PROGRAMMING DESCRIPTION

WDEF: Programmed for adults.  
AIR PERSONALITIES handle all segments. 5-6 am. country & western music. 6-10 am. standard-popular music, telephone & live interviews, mobile traffic reports. 10 am-3 pm. standard-popular music, audience participation features, food marketing reports. 3-7 pm. standard-popular music, telephone & live interviews, mobile traffic reports, network & business news, sports features. 7-8 pm. sports features, weather, religion & music. 8 pm-12M. standard popular music, discussions, forums. Sat & Sun; network & local air personalities. NEWS: local 5 min at :25 & :55; network at :30; 9 man news staff. 3 mobile units. SPORTS: live college football, basketball & Major League baseball. Contact Representative for further details. Rec'd 8/3/73.

### 1. PERSONNEL

President—Itoy H. Park.

Vice-President Radio—Roger Turner.

Gen'l & Sta. Mgr.—Donald M. Olson.

### 2. REPRESENTATIVES

Katz Radio.  
3. FACILITIES  
5,000 w.; 1370 kc. Directional night only.  
Operating schedule: 5 am-midnight daily. EST.  
4. AGENCY COMMISSION  
15/0 time only; 10 days.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28c, 29a, 30, 33d.  
Contracts: 40c, 41, 42a, 43, 44a, 44b, 45, 46, 47c, 48.  
Comb.: Cont. Discounts: 60c, 61h.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

### TIME RATES

AM/FM COMBINATION

No. 1 ET 11/26/73—Rec'd 11/12/73.

AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm; Sun 6 am-7 pm.  
B—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	6 hr	12 hr	18 hr	24 hr
1 min.	26	25	24	23
30 sec.	35	34	33	31
10 sec.	15	14	13	12

20/30 sec: 80% of 1 min., 10 sec: 50% of 1 min.  
AM only: Deduct applicable FM rate for non-simult-cast hours.

## WDEF-FM



**W D O D-FM**

1959  
**CHATTANOOGA**  
 Media Code 4 244 1191 6.00  
 Cy N. Bahakel Broadcasting Station, Box 4232,  
 Chattanooga, Tenn. 37405. Phone 615-268-5117.  
 See affiliated AM station for additional information.

- PERSONNEL**  
 Station Manager—Earl Freudenberg.
- FACILITIES**  
 ERP 19,000 w.; 96.5 mc. Stereo.  
 Operating schedule: 5 am-midnight. EST.  
 Antenna ht.: 1,010 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
 Sold in combination with WDOF. See that listing  
 for rates.

**TIME RATES**

FM only: flat 10.00.

**W D X B**

1947  
**CHATTANOOGA**  
**NBC Radio Network**

**ata** Alan Torbet  
 Associates, Inc.

**R A B**

Media Code 4 244 1260 9.00  
 WDXB Broadcasting Co., Head House, Chattanooga,  
 Tenn. 37402. Phone 615-268-1114.

**STATION'S PROGRAMMING DESCRIPTION**  
 WDXB: Adult contemporary music, news, airborne  
 traffic reports. Contact Representative for further  
 details. Rec'd 8/2/74.

- PERSONNEL**  
 President—J. H. Corbus.  
 General Manager—James M. Clark.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc  
 Non-directional.  
 Operating schedule: 24 hours daily.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 21b, 24c, 25c, 28a, 33d.  
 Contracts: 40c.  
 Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60i.

Cancellation: 70a, 70c, 71b, 72.  
 Prod. Services: 82.  
 Affiliated with NBC.  
 Affiliated with ATA Radio Network.

**TIME RATES**

Est 6/1/74—Rec'd 5/30/74.  
 AAA—Mon thru Fri 6-10 am & 3-7 pm.  
 AA—Mon thru Fri 5-6 am, 10 am-3 pm & 7 pm-  
 midnight; Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**  
 1 MINUTE—CONSECUTIVE WEEKS

	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	12.00	11.50	11.00	10.50	10.00	9.50	9.00	8.50
4 wk.	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00
8 wk.	11.00	10.50	10.00	9.50	9.00	8.50	8.00	7.50
13 wk	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00
26 wk	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50

**CLASS AAA**

	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50
4 wk.	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00
8 wk.	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50
13 wk	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00
26 wk	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50

**30 SECONDS**

	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	8.80	8.00	7.40	7.20	7.00	6.80	6.60	6.20
4 wk.	8.40	7.20	7.00	6.80	6.60	6.40	6.20	5.80
8 wk.	8.00	6.80	6.60	6.40	6.20	6.00	5.80	5.40
13 wk	7.60	6.40	6.20	6.00	5.80	5.60	5.40	5.00
26 wk	7.20	6.00	5.80	5.60	5.40	5.20	5.00	4.60

**CLASS AA**

	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	7.00	5.80	5.60	5.40	5.20	5.00	4.80	4.40
4 wk.	6.60	5.40	5.20	5.00	4.80	4.60	4.40	4.00
8 wk.	6.20	5.00	4.80	4.60	4.40	4.20	4.00	3.60
13 wk	5.80	4.60	4.40	4.20	4.00	3.80	3.60	3.20
26 wk	5.40	4.20	4.00	3.80	3.60	3.40	3.20	2.80

Specified time: 1x rate.

**7. PACKAGE PLANS**  
 TAP—1/3AAA, 2/3AA

1 MIN:	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	10.50	10.00	9.50	9.00	8.50	8.00	7.50	7.00
4 wk.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
8 wk.	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
13 wk	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50
26 wk	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00

**30 SEC:**

	11	6t	12t	18t	24t	30t	36t	48t
1 wk.	7.60	6.40	6.20	6.00	5.80	5.60	5.40	5.00
4 wk.	7.20	6.00	5.80	5.60	5.40	5.20	5.00	4.60
8 wk.	6.80	5.60	5.40	5.20	5.00	4.80	4.60	4.20
13 wk	6.40	5.20	5.00	4.80	4.60	4.40	4.20	3.80
26 wk	6.00	4.80	4.60	4.40	4.20	4.00	3.80	3.40

**W F L I**

1961  
**LOOKOUT MOUNTAIN**



Buckley Radio Sales, Inc.

Media Code 4 244 1330 6.00  
 WFLI Inc., O'Grady Dr., Chattanooga, Tenn. 37409.  
 Phone 615-821-3555.

- PERSONNEL**  
 Manager—William E. Benna, Jr.  
 Commercial Manager—Dale Anthony.
- REPRESENTATIVES**  
 Buckley Radio Sales, Inc.
- FACILITIES**  
 50,000 w. days; 1,000 w. nights; 1070 kc.  
 Directional.  
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
 15/0 time only; 10% following month.
- GENERAL ADVERTISING** See coded regulations  
 Rate Protection: 10b, 11b, 12b.  
 Contracts: 40a.  
 Comb.; Cont. Discounts: 60a, 60d, 60e, 60g.  
 Cancellation: 70e.  
 Net frequency rates shown are based on total number  
 of programs or announcements in all rate brackets  
 used within 1 year for same advertiser.

**TIME RATES**

No. 2A Est 1/1/72—Rec'd 2/18/72.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm; Sat 6 am-7 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

	11	6t	12t	18t	24t
1 min.	22.00	19.00	18.00	17.00	16.00
20/30 sec.	17.00	16.00	15.00	14.00	13.00
10 sec ID's	14.00	13.00	12.00	11.00	10.00

**CLASS AA**

	11	6t	12t	18t	24t
1 min.	20.00	18.00	17.00	16.00	15.00
20/30 sec.	16.50	15.00	14.00	13.00	12.00
10 sec ID's	13.50	12.00	11.00	10.00	9.00

**CLASS A**

	11	6t	12t	18t	24t
1 min.	12.00	11.00	10.00	9.00	8.00
30/30 sec.	10.00	9.00	8.00	7.00	6.00
10 sec ID's	7.00	6.50	6.00	5.50	5.00

(\* Specified position.)

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLANS**

	11	6t	12t	18t	24t
12 ti (6AAA, 4AA, 2A)	14.50	14.50	14.50	14.50	14.50
18 ti (9AAA, 5AA, 4A)	13.50	13.50	13.50	13.50	13.50
24 ti (12AAA, 7AA, 5A)	12.50	12.50	12.50	12.50	12.50

Must be scheduled equally over 7-day period and  
 rotate within time classifications. Combinable with  
 all wkly spots & programs.

**10. SPECIAL FEATURES**

- PER WK: 5-MINUTE NEWSCASTS**
- |     | 11 | 3t | 6t |
|-----|----|----|----|
| AAA | 27 | 24 | 22 |
| AA  | 25 | 22 | 19 |
| A   | 18 | 15 | 12 |
- Minutes, Newscasts, features and 20/30-second spots  
 may combine to earn weekly frequency discount.  
 Minutes, Newscasts, features, 20/30-second spots and  
 ID's may combine on basis of 2 ID's equalling 1  
 longer spot.
- CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10%. Applied as earned. Applicable to consec  
 wk advertisers only.

**W G O W**

1934  
**CHATTANOOGA**



ROBERT E. EASTMAN & CO., INC.

**R A B**

A Turner Communications Corp. Station  
 Media Code 4 244 1365 6.00  
 Turner Communications Corp., Box 4704, Chattanooga,  
 Tenn. 37405. Phone 615-266-6141.

**STATION'S PROGRAMMING DESCRIPTION**  
 WGOW: programmed for 12-49 audiences.  
**MUSIC:** contemporary hits. **AIR PERSONALITIES**  
 handle all segments. Constant audience participation  
 contests. **NEWS:** emphasis on local news with 3 man  
 news department. Newscasts aired at :55; headlines  
 at :28 during am & pm drive times. **COMMERCIAL**  
**POLICY:** maximum 12 minutes per hour in-  
 cluding news. Contact Representative for further  
 details. Rec'd 5/29/73.

- PERSONNEL**  
 President—R. E. Turner.  
 Vice-Pres. & Gen'l Mgr.—R. H. Elliott.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 3,000 w. days; 1,000 w. nights; 1150 kc.  
 Directional—night only  
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15.  
 Basic Rates: 20b, 21a, 23a, 24c, 28b, 28c, 33a.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48,  
 50, 51a.  
 Comb.; Cont. Discounts: 60a, 60e, 60i, 61a, 62a, 62d.  
 Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
 Prod. Services: 81, 82.  
 FM facilities: WYNG (FM).  
 Affiliated with Eastman Radio Network.  
 Affiliated with MBS.

**TIME RATES**

No. 5 Est 8/1/74—Rec'd 7/22/74.  
 I—Mon thru Sat 6 10 am & 3-7 pm.  
 II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
 III—Mon thru Sat 10 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

	11	12t	18t	24t	11	12t	18t	24t
1 min.	18.00	15.50	14.50	13.50	15.00	14.00	13.00	12.00
30 sec	14.00	12.00	11.00	10.00	12.50	11.50	10.50	9.50
10 sec	9.00	8.00	7.00	6.00	8.00	7.00	6.00	5.00

**1 min.** 13.00 12.00 11.00 10.00  
**30 sec** 11.00 10.00 9.00 8.00  
**10 sec** 6.50 6.00 5.50 5.00

**6. PROGRAM TIME RATES**  
 5 min—1-1/2x applicable 1-min rate.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—10%  
**RATEHOLDER**  
 Minimum wkly sched of 6 1-min spots 6 am-12 mid  
 Mon-Sun necessary to maintain consec wk advertising.

**W M O C**

1945  
**CHATTANOOGA**  
 Media Code 4 244 1470 4.00  
 Dick Broadcasting Co., Inc. of Tennessee, 3661  
 Brainerd Rd., Chattanooga, Tenn. 37411. Phone  
 615-267-1128.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMOC: Programmed for adults.  
**MUSIC:** Modern gospel at all times featuring old  
 standards & latest in modern gospel. **COMMERCIAL**  
**POLICY:** 16 minute maximum per hour. Con-  
 tact Representative for further details. Rec'd 1/31/74.

- PERSONNEL**  
 General Manager—C. Alfred Dick.  
 Program Director—B. J. Burchard.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1450 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 4a, 5, 6a.  
 Basic Rates: 28a.  
 Contracts: 46.  
 Comb.; Cont. Discounts: 60k.

**TIME RATES**

Est 1/31/74.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—All other times.

**6. SPOT ANNOUNCEMENTS**

	6t	12t	18t	24t
PER WK, 1 MIN:	10	9	8	5
AAA	8	7	6	5
AA	8	7	6	5

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

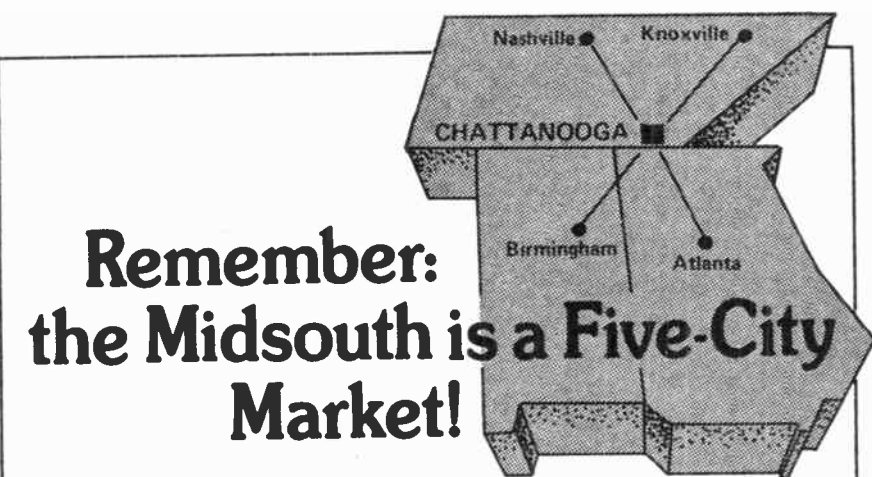
**W N O O**

1951  
**CHATTANOOGA**  
**Independent Black**

Subscriber to the NAB Radio Code  
 Media Code 4 244 1540 4.00  
 WMFS, Inc. Box 5156, Chattanooga, Tenn. 37406.  
 Phone 615-698-8617.

**STATION'S PROGRAMMING DESCRIPTION**  
 WNOO: Programmed for Negro listener.  
**MUSIC:** popular, rhythm and blues, spiritual and  
 gospel. **AIR PERSONALITIES** handle all segments  
 and taped commercials by them are interchangeable.  
**NEWS:** national and local at :50. **SPORTS:** at :20.  
 Weather at :50. Community problems discussed  
 daily. **COMMERCIAL POLICY:** 18 minute maximum  
 per hour. Personalities available for remote pickups  
 from shopping centers, etc. Contact Representative for  
 further details. Rec'd 2/11/74.

- PERSONNEL**  
 President—William Watt.  
 Vice Pres. & Gen'l Mgr.—Fred Webb.
- REPRESENTATIVES**  
 Bob Dore Associates, Inc.  
 South—Contact Fred Webb at station.
- FACILITIES**  
 1,000 w. days; 1260 kc. Non-directional  
 Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11c, 12c, 13c, 14c, 15b.  
 Basic Rates: 20b, 21a, 22a, 23a, 28b, 29a, 30.  
 (This listing continued on next page)



**Remember:  
 the Midsouth is a Five-City  
 Market!**

**TO REACH CHATTANOOGA, BUY CHATTANOOGA:  
 BUY WDEF Radio**

Chattanooga occupies a unique position, geographically  
 and demographically. Fringe coverage from neighboring cities  
 doesn't cover Chattanooga: it's a big market, and it takes a big  
 station to cover it.

Only one station has more audience in the mid-South from  
 6 to 10 AM . . . and that's in Atlanta.

Chattanooga's big station is WDEF!



**WDEF CBS RAD**

the first choice of Chattanooga\*—all day long!

\*ARB, Apr-May 74, Chattanooga MSA, M-S 6 AM-Mid, total avg pers . . . men, 52%;  
 women, 45.6% 6-10 AM!  
 represented nationally by Katz Radio

In the Chattanooga ARB's TSA . . .

**154,000**  
 Different  
 People  
 Listen to  
**WFLI** each  
 week.  
 (That's First, of course)  
**50,000 Watts**

More Cume Persons, Men 18-49, Women 18-49  
 & Adults 18-49 than any other station



# TENNESSEE

## Chattanooga—WNOO—Continued

Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 81, 82.  
Affiliated with Mutual Black Network.

No. 8 Eff 1/1/74—Rec'd 12/10/73.  
AA—Mon thru Sat 6-10 am & 3-8 pm; Sun all day.  
A—Mon thru Sat 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk.....	14.00	13.40	12.80	12.20	11.60
13 wk.....	13.40	12.80	12.20	11.60	11.00
26 wk.....	12.80	12.20	11.60	11.00	10.40
52 wk.....	12.20	11.60	11.00	10.40	9.80

1-5 ti, flat 16.00

**CLASS AA**

1 wk.....	12.00	11.50	11.00	10.50	10.00
13 wk.....	11.50 <td>11.00</td> <td>10.50</td> <td>10.00</td> <td>9.50</td>	11.00	10.50	10.00	9.50
26 wk.....	11.00	10.50	10.00	9.50	9.00
52 wk.....	10.50	10.00	9.50	9.00	8.50

1-5 ti, flat 14.00

**30 SECONDS**

**CLASS AA**

1 wk.....	11.50	11.00	10.50	10.00	9.50
13 wk.....	11.00	10.50	10.00	9.50	9.00
26 wk.....	10.50	10.00	9.50	9.00	8.50
52 wk.....	10.00	9.50	9.00	8.50	8.00

1-5 ti, flat 13.50

**CLASS A**

1 wk.....	10.00	9.60	9.20	8.80	8.40
13 wk.....	9.60	9.20	8.80	8.40	8.00
26 wk.....	9.20	8.80	8.40	8.00	7.60
52 wk.....	8.80	8.40	8.00	7.60	7.20

1-5 ti, flat 12.00

## WOWE

1966  
ROSSVILLE, GA.

Media Code 4 244 1575 0.00  
Chattanooga Broadcasting Co., Broadcast Center, Ellis Rd., Rossville, Ga. 30741, Phone 615-988-3316.  
See affiliated AM station for additional information. AM facilities: WRIP.

**3. FACILITIES**  
ERP: 2,950 w.; 105.5 mc.  
Operating schedule: 6 am-midnight.

**4. AGENCY COMMISSION**  
20%.

**TIME RATES**  
Eff 6/8/66—Rec'd 6/8/66.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	25x	52x	104x	156x
30 sec.....	7.00	6.50	6.00	5.50	5.00
30 sec.....	4.00	3.75	3.50	3.25	3.00

**7. PACKAGE PLANS**

**WEEKLY SATURATION PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.....	5.50	5.00	4.50	4.00
30 sec.....	3.25	3.00	2.75	2.50

**8. PROGRAM TIME RATES**

1 hr.....	1x	26x	52x	104x	156x
1/2 hr.....	75.00	72.50	70.00	67.50	65.00
1/4 hr.....	45.00	43.00	41.00	39.00	37.00
1/4 hr.....	31.00	30.00	29.00	28.00	27.00
10 min.....	23.00	22.00	21.00	20.00	19.00
5 min.....	15.00	14.50	14.00	13.50	13.00

## WRIP

1958  
ROSSVILLE, GA.

Media Code 4 244 1610 5.00  
Chattanooga Broadcasting Co., Broadcast Center, Ellis Rd., Rossville, Ga. 30741, Phone 404-866-3855.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Col. Jay Sadow.  
News & Sports Dir.—Gordon Elliott.  
Program Director—Gerry Sadow.

**2. REPRESENTATIVES**  
The Devney Organization, Inc.

**3. FACILITIES**  
500 w. days; 980 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25a, 26, 28a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 60k, 61a, 61b, 62h, 62a.  
Cancellation: 70a, 70c.  
FM facilities: WOWE.  
Affiliated with KDS.  
Member: Country Music Network.

**TIME RATES**  
Eff 4/1/67—Rec'd 3/7/67.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	52x	104x	156x	208x
30 sec.....	12.00	11.00	10.00	9.00	8.00
30 sec.....	10.00	9.00	8.00	7.00	6.00
10 sec.....	6.00	5.50	5.00	4.50	4.00

**7. PACKAGE PLANS**

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min.....	10.00	9.00	8.00	7.00
30 sec.....	8.00	7.00	6.00	5.00
10 sec.....	5.00	4.50	4.00	3.50

**8. PROGRAM TIME RATES**

1 hr.....	1x	52x	104x	156x	208x
1/2 hr.....	90	85	80	75	70
1/4 hr.....	65	61	57	53	49
1/4 hr.....	49	38	36	34	32
10 min.....	30	28	26	24	22
5 min.....	18	17	16	15	14

## WSIM

1972  
RED BANK

Media Code 4 244 1627 9.00  
Box 15608, 210 Pinehurst Ave., Red Bank, Tenn. 37415, Phone 615-877-2304.

## STATION'S PROGRAMMING DESCRIPTION

WNOO... 40% MOR, 30% album cuts consisting of all variety of music. Sun: 3 hours concert (different rock groups), 1 hour live church service, 1 hour hits from 1956 through 1968, 1 hour R & B, Rec'd 5/1/74.

**1. PERSONNEL**  
Owner & Mgr.—Roy Davis.  
Program Director—Roberta Davis.

**3. FACILITIES**  
ERP: 3,000 w. (horiz.), 3,000 v. (vert.); 94.3 mc. Stereo.  
Operating schedule: 24 hours daily EST.  
Antenna ht.: 22 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b.  
Rate Protection: 11a, 12a, 13a, 14a, 15b, 15d, 16.  
Basic Rates: 20a, 21a, 21d, 23b, 24c, 25a, 26, 28c, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a, 49, 51b.  
Comb.; Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 70a, 70c, 71b, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
Eff 5/14/74—Rec'd 5/14/74.

**6. SPOT ANNOUNCEMENTS**

1 min.....	6.00	30 sec.....	5.00
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**8. PROGRAM TIME RATES**

1 hr.....	1/2 hr	1/4 hr	5 min	
1 x.....	60.00	40.00	25.00	8.50

## WYNQ (FM)

1960  
CHATTANOOGA

A Turner Communications Corp. Station  
Media Code 4 244 1645 1.00  
Turner Communications Corp., Box 4704, Chattanooga, Tenn. 37405, Phone 615-265-0544.  
See affiliated AM station for additional information. AM facilities: WGOW.

**STATION'S PROGRAMMING DESCRIPTION**  
WYNQ (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/29/73.

**1. PERSONNEL**  
General Sales Manager—Don Flanders.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
ERP: 50,000 w. (horiz.), 50,000 (vert.); 106.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,076 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.

**TIME RATES**  
Eff 11/5/73—Rec'd 11/5/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	5 ti	10 ti
1 min.....	14	13	12
30 sec.....	13	12	11

Specified times: Extra 1.00.

## CHURCH HILL

Hawkins County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

## WMCH

1954

Subscriber to the NAB Radio Code  
Media Code 4 244 1660 6.00  
Lola B. Wallace, dba Wallace Broadcasting Co., Box 128, Church Hill, Tenn. 37642, Phone 357-5601.

**1. PERSONNEL**  
Manager—Betty Creasy.

**3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
Eff 6/1/74—Rec'd 7/20/74.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	50x	100+
30 sec.....	2.50	2.25	2.00
20 sec.....	2.00	1.75	1.50

Minimum 1.20: 10 sec; :60.  
Minimum 1.00 per day.

## CLARKSVILLE (2AM)

Montgomery County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State

## WDXN

1954

Subscriber to the NAB Radio Code  
Media Code 4 244 1750 9.00  
Jack Mayer dba Radio Station WDXN, Box 724, Bailey Bluff, 111 S. Second St., Clarksville, Tenn. 37040, Phone 615-645-2411.

**STATION'S PROGRAMMING DESCRIPTION**  
WDXN: Programmed for adults and young adults. MUSIC: modern country. NEWS: at :55 & :25. WEATHER: at :15 & :45. FARM: 12:15-1 pm. M-Sat. Markets, farm news, analysis, daily interviews with farm officials locally. Equipped mobile studio for on spot broadcasts. AIR PERSONALITIES: featured all day & available for remote broadcasts. Rec'd 8/20/73.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Jack Mayer.

## 3. FACILITIES

1,000 w. days; 540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26, 28a, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47e, 48, 51b.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 12/31/73—Rec'd 12/31/73.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	25x	52x	104x	156x
30 sec or less.....	6.25	5.65	5.15	4.70	4.25
30 sec or less.....	4.40	3.95	3.65	3.30	3.00
1 min.....	2.60x	312x	624x	780x	
30 sec or less.....	3.90	3.50	2.95	2.65	
30 sec or less.....	2.75	2.50	2.25	2.15	

**8. PROGRAM TIME RATES**

1 hr.....	1x	26x	52x	104x	156x	208x
1/2 hr.....	70	65	60	55	50	45
1/4 hr.....	40	35	30	25	20	15
1/4 hr.....	21	18	15	12	10	8
10 min.....	16	14	12	10	8	6
5 min.....	12	10	9	7	6	5

## WJZM

1941

Subscriber to the NAB Radio Code  
Media Code 4 244 1820 0.00  
Gladys W. Olson, John H. Bailey & Charles E. Malone dba WJZM, Box 648, Clarksville, Tenn. 37040, Phone 615-645-6414.

**STATION'S PROGRAMMING DESCRIPTION**  
WJZM: Programmed for young adults and adults in daytime and emphasis on teens and young adults at night. MUSIC 75%; featuring current hits. NEWS & SPECIAL EVENTS 20%; 36 newscasts daily at :30 & :30. SPORTS 5%; 5 programs daily & 80 live play events yearly. Rec'd 2/19/71.

**1. PERSONNEL**  
Manager, Fiscal Affairs—John Bailey.  
Manager, Sales & Operations—Charles Malone.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15/0: time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 4d, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 24b, 29a.  
Contracts: 40a, 45.  
Cancellation: 70a, 70c, 71a.

**TIME RATES**  
Eff 7/1/73—Rec'd 6/4/73.

AA—6-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min.....	1x	13x	26x	52x	156x	312x	624x
30 sec.....	7.20	6.90	6.55	5.90	4.80	3.75	3.55
15 sec.....	5.70	5.35	5.05	4.40	3.75	3.20	2.95
15 sec.....	3.55	3.35	3.10	2.95	2.75	2.60	2.35

**CLASS A**

1 min.....	6.50	6.25	5.90	5.25	3.95	3.10	2.90
30 sec.....	5.00	4.60	4.25	3.95	3.25	2.60	2.45
15 sec.....	3.30	3.05	2.90	2.70	2.45	2.30	2.10

**8. PROGRAM TIME RATES**

1 x.....	DISCOUNTS	1/2 hr	1/4 hr	5 min	
13x—10%	26x—15%	52x—20%	41	20	11

## CLEVELAND (2AM; 1FM)

Bradley County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## WBAC

1945

Media Code 4 244 1690 3.00  
WBAC, Inc., Box 1059, Radio Center, 180 Central Ave., Cleveland, Tenn. 37311, Phone 615-476-7593.

**1. PERSONNEL**  
Vice-Pres. & Mgr.—Clyde W. Thomason.

**2. REPRESENTATIVES**  
James S. Ayers Company, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:00 am-12:15 am. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 8/1/74—Rec'd 8/19/74.  
AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min.....	CLASS AA	5.50	30 sec.....	4.50
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## Clinton—W Y S H—Continued

6. SPOT ANNOUNCEMENTS				
ROS	300x	600x	900x	1200x
1 min.	3.00	2.75	2.50	2.25
30 sec.	2.10	1.90	1.70	1.55
10 sec.	1.50	1.35	1.25	1.10

7. PACKAGE PLANS					
PER WK. ROS	10 ti	25 ti	50 ti	75 ti	100 ti
1 min.	30.00	68.75	125.00	168.75	200.00
30 sec.	21.00	47.50	85.00	118.25	140.00
10 sec.	15.00	33.75	62.50	82.50	100.00

(\* 6 am-10 pm. Maximum 1/3 scheduled after 6 pm. Guaranteed times, extra 25%.

## COLLIERVILLE

Shelby County—Map Location A-5  
See SDDS consumer market map and data at beginning of the State.

### WMSO

Media Code 4 244 2080 0.00  
1966  
Albert L. Crain, 4554 Fleming Rd., Collierville, Tenn. 38017. Phone 901-853-8181. 9676  
Other office: 4125 Crain Rd., Collierville, Tenn. 38128.

**STATION'S PROGRAMMING DESCRIPTION**  
WMSO: Country music & black gospel. AP news.

**1. PERSONNEL**  
General Manager—Albert L. Crain.

**2. REPRESENTATIVES**  
R. S. Crane Company, Inc.

**3. FACILITIES**  
1,000 w.; 1500 kc.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0

**5. GENERAL ADVERTISING**  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 12/7/73.

**6. SPOT ANNOUNCEMENTS**

	1-26x	52x	104x	156x	260x	1000x
1 min.	3.40	3.10	2.75	2.50	2.30	2.00
30 sec.	2.70	2.50	2.20	2.00	1.85	1.75
10 sec.	1.70	1.55	1.40	1.30	1.15	1.00

**COLUMBIA (2 AM)**

Maury County—Map Location E-5  
See SDDS consumer market map and data at beginning of the State.

### WKR M

Subscriber to the NAB Radio Code  
Media Code 4 244 2100 6.00  
Middle Tennessee Broadcasting Co., Inc., Box 118, 315 W. Seventh St., Columbia, Tenn. 38401. Phone 615-388-3636.

**STATION'S PROGRAMMING DESCRIPTION**  
WKRM: Programmed for general interest.

**1. PERSONNEL**  
Gen'l & Com'l Mgr.—H. M. McKay, Jr.

**2. REPRESENTATIVES**  
The Devney Organization, Inc.  
Southeast—R. S. Crane Company, Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5-12:05 am. CST.

**4. AGENCY COMMISSION**  
15/0 time only

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

**TIME RATES**  
No. 10 Eff 11/1/70—Ited' 10/12/70.

**7. PACKAGE PLANS**

PER WK:	1 ti	5 ti	10 ti	15 ti	20+
1 min.	6.00	5.50	5.00	4.50	4.00
30/20 sec:	80% of 1-min.				

**WMCP**

Subscriber to the NAB Radio Code  
Media Code 4 244 2100 6.00  
Maury County Boosters Corp., Box 711, Columbia, Tenn. 38402. Phone 615-388-3241.

**1. PERSONNEL**  
General Manager—T. Earl Williford.

**3. FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset weekdays; 7:00 am-local sunset Sun. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
Eff 11/12/58—Rec'd 2/25/58.

**6. SPOT ANNOUNCEMENTS**

	1-26x	52x	104x	156x	260x	312x
1 min.	4.00	3.75	3.50	3.25	2.75	2.50

**COOKEVILLE (2 AM; 2 FM)**

Putnam County—Map Location G-4  
See SDDS consumer market map and data at beginning of the State

### WHUB

Media Code 4 244 2240 0.00  
WHUB Inc., 138 E. Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.

**STATION'S PROGRAMMING DESCRIPTION**  
WHUB: Programmed for general interest.

**1. PERSONNEL**  
General Manager—M. L. Medley.

## 3. FACILITIES

1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 4:30 am-midnight. CRT.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.

**TIME RATES**  
No. 8 Eff 1/1/73—Rec'd 1/8/73.

Drive—Mon thru Sat 6-10 am & 3-7 pm.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec
1 x	4.00	2.90	3.00	2.25
13 x	3.65	2.65	2.75	2.00
52 x	3.45	2.50	2.60	1.95
156 x	3.35	2.45	2.55	1.85
312 x	3.25	2.40	2.50	1.80

**WHUB-FM**

Media Code 4 244 2241 6.00  
WHUB, Inc., 138 Spring St., Cookeville, Tenn. 38501. Phone 615-526-2131.

**STATION'S PROGRAMMING DESCRIPTION**  
WHUB-FM: for adults & young adults.

**3. FACILITIES**  
ERP 1,500 w.; 98.3 mc.  
Operating schedule: 4:30 am-midnight. CST.  
Antenna ht.: 450 ft above average terrain.

**TIME RATES**  
Eff 1/1/73 Rec'd 1/8/73.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	52x	156x	312x
1 min.	2.00	1.85	1.80	1.75	1.70
30 sec.	1.50	1.35	1.30	1.25	1.20

**WPTN**

Media Code 4 244 2310 1.00  
WPTN, Inc. Box 635, 230 1/2 E. Broad St., Cookeville, Tenn. 38501. Phone 615-526-7144.

**1. PERSONNEL**  
Station Manager—Larry Nunn.

**3. FACILITIES**  
230 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff 1/1/73 Rec'd 6/1/71.

**6. SPOT ANNOUNCEMENTS**

EA:	1x	53x	(*)
1 min.	3.70	2.90	2.80
(*) 157-385x.			
30 sec. 1-100 x	2.25	30 sec. 100+	1.75

Rates are identical to WPTN. See that listing.

**WPTN-FM**

Media Code 4 244 2311 9.00  
WPTN, Inc. Box 635, 230 1/2 E. Broad St., Cookeville, Tenn. 38501. Phone 615-526-7144.

**3. FACILITIES**  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 5 am-11 pm. CST.

**TIME RATES**  
Rates are identical to WPTN. See that listing.

**COPPERHILL**

Polk County—Map Location J-6  
See SDDS consumer market map and data at beginning of the State

**WLSB**

Subscriber to the NAB Radio Code  
Media Code 4 244 2380 4.00  
Copper Basin Broadcasting Co., Inc., Box 477, 200-1/3 Onece, Copperhill, Tenn. 37317. Phone 496-3631.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert P. Schwab.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
No. 7 Eff 1/1/73—Rec'd 2/5/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	*100 ti	†1000x
1 min.	2.75	2.60	2.40	2.25	2.00	1.75
30 sec.	2.10	1.95	1.80	1.65	1.40	1.20

(\*) Per month  
(†) Per year.  
Maximum contract, 52 wk.

**COVINGTON (1 AM; 1 FM)**

Tipton County—Map Location A-5  
See SDDS consumer market map and data at beginning of the State

**WKBL**

Subscriber to the NAB Radio Code  
Media Code 4 244 2450 5.00  
Tipton County Broadcasters, Box 299, Covington, Tenn. 38019. Phone 901-476-7129.

**1. PERSONNEL**  
Owner Manager—Bob Whiteley.

**2. REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

## 3. FACILITIES

1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**FM-ERP 6,000 w.; 93.5 mc.**  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 165 ft above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 11/1/73—Rec'd 10/3/73.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
PER MO:	1 ti	20 ti	40 ti	60 ti	80 ti	100 ti
PER YR:	1x	60x	200x	400x	700x	1000x
1 min.	2.40	2.25	2.10	1.95	1.80	1.65
30 sec.	2.00	1.85	1.70	1.55	1.40	1.25

**COWAN**

Franklin County—Map Location F-6  
See SDDS consumer market map and data at beginning of the State.

**WZYX**

Media Code 4 244 2520 5.00  
Gu-Jon Broadcasting Company, Box 398, Cowan, Tenn. 37318. Phone 615-932-7471.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joe Brewer.

**2. REPRESENTATIVES**  
Radio Time Sales/International.  
(Chicago—National Time Sales.)

**3. FACILITIES**  
1,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 5:30-sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 7 Eff 9/1/68—Ited' 9/16/68.

**7. PACKAGE PLANS**

**WEEKLY SPOT PACKAGES**  
(1/3 5:30-10 am, 1/3 10 am-3 pm, 1/3 3 pm-sun-off)

**PER WK. EA:**

	1 ti	10 ti	25+
1 min.	3.00	2.75	2.50
30 sec.	1.75	1.50	1.30

**CROSSVILLE (2 AM; 1 FM)**

Cumberland County—Map Location H-4  
See SDDS consumer market map and data at beginning of the State.

**WAEW**

Subscriber to the NAB Radio Code  
Media Code 4 244 2590 8.00  
WAEW, Inc., Drawer W, La France Bldg., Crossville, Tenn. 38555. Phone 484-5115, 5116.

**STATION'S PROGRAMMING DESCRIPTION**  
WAEW: Programmed to general audience.

**1. PERSONNEL**  
General Manager—Fred (Warren) Dean, Jr.

**2. REPRESENTATIVES**  
David Carpenter Company.

**3. FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 1/1/74—Ited' 1/31/74.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec
1 x	2.45	2.25	2.60	1.85
13 x	2.35	2.15	2.15	1.55
52 x	2.25	2.05	2.20	1.45
104 x	2.15	1.95	2.24	1.55
156 x	2.05	1.85	1.94	1.45
	1.95	1.75		

**WAEW-FM**

Subscriber to the NAB Radio Code  
Media Code 4 244 2610 4.00  
WAEW, Inc., Drawer W, Stanley St., Crossville, Tenn. 38555. Phone 615-481-5115.

**See affiliated AM station for additional information.**

**STATION'S PROGRAMMING DESCRIPTION**  
WAEW-FM: MUSIC: 98% top country.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc.  
Stereo.  
Operating schedule: 8 am-midnight. CST.  
Antenna ht.: 70 ft above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
Rates are identical to WAEW. See that listing.

**WCSV**

Subscriber to the NAB Radio Code  
Media Code 4 244 2625 2.00  
WCSV, Inc., Box 591, Wells Rd., Crossville, Tenn. 38555. Phone 615-484-5188.

**STATION'S PROGRAMMING DESCRIPTION**  
WCSV: modern country & top 40.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Mack Johnson.

**2. REPRESENTATIVES**  
R. S. Crane Company, Inc.

**3. FACILITIES**  
250 w.; 1520 kc. Non-directional.  
Operating schedule: 8 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15% time only.

## TENNESSEE

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 7/1/73—Rec'd 6/1/73.

AAA—Mon thru Sat 6:30-8:30 am, & 11:30 am-12:30 pm, fixed.

AA—Mon thru Sat 6-6:30 am, 8:30-9 am & 3-6 pm. A—All other times.

**6. SPOT ANNOUNCEMENTS**

	AAA	AA	A
1 min	6.00	5.00	4.00

# TENNESSEE

## DYERSBURG (2 AM; 1 FM)

Dyer County—Map Location B-4  
See SDDS consumer market map and data at beginning of the State.

### WDSG

1946

Subscriber to the NAB Radio Code  
Media Code 4 244 2800 1.00  
State Gazette Broadcasting Co., Box 627, Dyersburg, Tenn. 38024. Phone 901-285-1294, 5.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert W. Ward.
- REPRESENTATIVES**  
R. S. Crane Company, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:00 am-midnight, CST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

### TIME RATES

Rates effective February 1, 1957. (Card B.)  
Card received February 4, 1957.

6. SPOT ANNOUNCEMENTS			
1 min.	30 sec.	1 min.	30 sec.
1 time ... 3.50	3.25	156 times ... 2.25	2.00
13 times ... 3.25	3.00	240 times ... 2.00	1.75
26 times ... 3.00	2.75	312 times ... 1.75	1.50
52 times ... 2.75	2.50	366 or more	
104 times ... 2.50	2.25	times ... 1.50	1.25

## WTRO

1957

Media Code 4 244 2870 4.00  
McQueen & Co., Inc., Box 100, Dyersburg, Tenn. 38024. Phone 901-285-1330.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTRO: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Alvin Wood.
- REPRESENTATIVES**  
C. K. Bentler & Associates, Inc.
- FACILITIES**  
500 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 2/1/74—Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS					
PER MO:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min.	3.50	3.40	3.25	3.00	2.50
30 sec.	2.75	2.60	2.50	2.35	2.00
10 sec.	1.75	1.65	1.60	1.50	1.25

AM/FM COMBINATION

1 min.	3.00	2.80	2.60	2.40	2.25
30 sec.	2.15	2.00	1.90	1.60	1.50
10 sec.	1.50	1.40	1.30	1.25	1.10

1/2 of schedule on each station.

## WTRO-FM

1968

Media Code 4 244 2871 2.00  
McQueen & Co., Inc., Box 100, Dyersburg, Tenn. 38024. Phone 901-285-1330.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTRO-FM: MUSIC: MOR.

- FACILITIES**  
ERP 3,000 w.; 100.1 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 195 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WTRO. See that listing for rates.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 2/1/74—Rec'd 2/4/74.

6. SPOT ANNOUNCEMENTS					
PER MO:	1 ti	25 ti	50 ti	100 ti	200 ti
1 min.	2.50	2.40	2.25	2.10	2.00
30 sec.	1.65	1.55	1.45	1.35	1.25
10 sec.	1.40	1.35	1.25	1.10	1.00

## ELIZABETHTON (2 AM)

Carter County—Map Location M-4  
See SDDS consumer market map and data at beginning of the State.

## WBEJ

1946

Media Code 4 244 2940 5.00  
WBEJ, Inc., Box 829, Elizabethton, Tenn. 37643.  
Phone 615-542-2184.

- PERSONNEL**  
Station Manager—Mack Morris.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5 am-midnight, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET—Rec'd 11/28/73.

6. SPOT ANNOUNCEMENTS			
PER 30 DAYS:	1 ti	30 ti	60 ti
365x, 1 ti per day...	1.90	1095x, 3 ti per day	1.65
730x, 2 ti per day...	1.75		

7. PACKAGE PLANS

PROMOTION PACKAGE	1 ti	30 ti	60 ti	90 ti
PER 30 DAYS:	2.20	2.00	1.85	1.70

## WIDD

1964

Media Code 4 244 3010 6.00  
Holston Broadcasting Corp., Box 429, 604-1/2 E. Elk Ave., Elizabethton, Tenn. 37643. Phone 615-143-3191.

- PERSONNEL**  
Pres. & Gen'l Mgr.—J. H. Lewis.
- FACILITIES**  
1,000 w. days; 1520 kc.  
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.

### TIME RATES

Rates received October 30, 1964.

6. SPOT ANNOUNCEMENTS			
1 MINUTE			
1 ti	2.85	156 ti	2.15
26 ti	2.65	260 ti	1.90
52 ti	2.40		

7. PACKAGE PLANS  
(To be used in 30 days)

90 ti	1.50	30 ti	1.90
60 ti	1.75		

## ENGLEWOOD

McMinn County—Map Location H-5  
See SDDS consumer market map and data at beginning of the State.

## WENR

1967

Media Code 4 244 3050 2.00  
Norman A. Thomas & Associates, Inc., Box 745, Athens, Tenn. 37303. Phone 615-887-7291.

- PERSONNEL**  
President—Norman A. Thomas.
- REPRESENTATIVES**  
G.H. Perro, Inc.
- FACILITIES**  
1,000 w.; 1090 kc.  
Operating schedule: Sunrise local sunset, EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: The Tobacco Radio Network.

### TIME RATES

ET 4/1/71—Rec'd 5/14/71.

6. SPOT ANNOUNCEMENTS			
1 min.	1x	52x	104x
1 min.	2.40	2.35	2.30

## ERWIN (1 AM; 1 FM)

Union County—Map Location L-4  
See SDDS consumer market map and data at beginning of the State.

## WEMB

1956

Subscriber to the NAB Radio Code  
Media Code 4 244 3080 9.00  
WEMB, Inc., Box 280, Erwin, Tenn. 37650. Phone 615-742-2011, 2012.

- PERSONNEL**  
General Manager—J. E. True, Jr.
- FACILITIES**  
5,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays; 7:00 am-local sunset Sun, EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
FM facilities: WXIS (FM).

### TIME RATES

ET 8/15/73—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS		
1 min, flat.	2.00	30 sec, flat.
1 min, flat.	2.00	30 sec, flat.

## WXIS (FM)

1968

Subscriber to the NAB Radio Code  
Media Code 4 244 3115 3.00  
WEMB, Inc., Asheville Hwy., S. Erwin, Tenn. 37650. Phone 615-743-6124.

- PERSONNEL**  
See affiliated AM station for additional information.  
AM facilities: WEMB.
- STATION'S PROGRAMMING DESCRIPTION**  
WXIS (FM): Programmed for the 18-45 age group.
- PERSONNEL**  
Manager—Daniel M. True.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 103.9 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES

Rates are identical to WEMB. See that listing.

## ETOWAH

McMinn County—Map Location H-5  
See SDDS consumer market map and data at beginning of the State.

## WCPH

1955

Subscriber to the NAB Radio Code  
Media Code 4 244 3150 0.00  
McMinn Broadcasters, Inc., Box L, 109 Ninth St., Etowah, Tenn. 37631. Phone 615-263-5585.

- PERSONNEL**  
General Manager—John R. Blair.
- FACILITIES**  
1,000 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
None; all rates net to stations.

### TIME RATES

ET 5/1/71—Rec'd 7/26/71.

6. SPOT ANNOUNCEMENTS			
PER MO:	1 ti	50 ti	100+
1 min.	2.00	1.75	1.60
30 sec.	1.50	1.25	1.00

## FAYETTEVILLE (2 AM)

Lincoln County—Map Location F-5  
See SDDS consumer market map and data at beginning of the State.

## WEKR

1948

Media Code 4 244 3220 1.00  
James Porter Clark, Box M, Fayetteville, Tenn. 37334. Phone 615-433-3515.

- PERSONNEL**  
General Manager—James Porter Clark.
- REPRESENTATIVES**  
David Carpenter Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:00 am-10:00 pm, CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS and KBS.

### TIME RATES

No. 7 ET 12/1/73—Rec'd 11/26/73.

6. SPOT ANNOUNCEMENTS						
1x	50x	100x	300x	600x	1200x	
1 min.	3.50	3.25	3.00	2.75	2.50	2.25
30 sec.	2.75	2.50	2.25	2.00	1.75	1.50
20 sec.	2.00	1.85	1.70	1.60	1.40	1.25
10 sec.	1.50	1.40	1.30	1.20	1.10	1.00

7. PACKAGE PLANS

SHORT TERM PLANS					
Per wk. rate.	20 ti	40 ti	60 ti	150 ti	
Per wk. rate.	100x	300x	1200x		
Per mo. rate.				1200x	

## WIXC

1970

## Modern Country Music

Media Code 4 244 3255 7.00  
Lincoln County Broadcasters, Inc., Box 757, Eldad Rd., Fayetteville, Tenn. 37334. Phone 615-433-2537, Huntsville, Ala. Phone 205-536-7260.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Bill Malone.
- FACILITIES**  
1,000 w.; 1140 kc. Non-directional. Clear channel.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

### TIME RATES

ET—Rec'd 10/26/73.

6. SPOT ANNOUNCEMENTS					
30 DAYS:	1 ti	25 ti	50 ti	75 ti	100 ti
1 min.	2.90	2.80	2.70	2.60	2.50
30 sec.	2.30	2.15	1.90	1.70	1.50
10 sec.	1.50	1.35	1.20	1.10	1.00

7. PACKAGE PLANS  
Weekly Volume—35 30-sec spots, within 1 week 50.00  
DISCOUNT

## FRANKLIN (2 AM; 1 FM)

Williamson County—Map Location E-5  
See SDDS consumer market map and data at beginning of the State.

## WAGG

1953

Media Code 4 244 3290 4.00  
Williamson County Broadcasting Co., Inc., Mallory Rd., Franklin, Tenn. 37064. Phone 615-794-1594.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAGG: Modern & Classic Country Music.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Wm. R. Ornes.
- FACILITIES**  
1,000 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/70—Rec'd 2/17/70.

6. SPOT ANNOUNCEMENTS					
1 min	30 sec	20 sec	15 sec	10 sec	see
1 x.	4.72	3.54	3.07	2.72	2.36
25 x.	4.25	3.19	2.77	2.45	2.13
50 x.	3.78	2.83	2.46	2.18	1.89
100 x.	3.30	2.48	2.15	1.90	1.65
250 x.	2.83	2.13	1.84	1.63	1.42
500 x.	2.36	1.77	1.54	1.36	1.18

## WIZO

1969

Media Code 4 244 3395 1.00  
Harpeth Valley Broadcasting Co., Inc., Box 1380, Franklin, Tenn. 37061. Phone 615-794-4103.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIZO: Programming modern C & W.

- PERSONNEL**  
General Manager—James H. Hayes.
- FACILITIES**  
1,000 w.; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15%.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/71—Rec'd 3/1/71.

6. SPOT ANNOUNCEMENTS					
CLASS AA					
1 min.	1x	50x	100x	250x	500x
1 min.	2.65	2.60	2.50	2.45	2.40
30 sec.	2.05	2.00	1.95	1.90	1.80
10/20 sec.	1.75	1.70	1.65	1.55	1.50

CLASS A

1 min.	2.55	2.40	2.30	2.15	2.05
30 sec.	1.75	1.70	1.65	1.55	1.50
10/20 sec.	1.55	1.50	1.45	1.40	1.35

## WIZO-FM

1961

Media Code 4 244 3396 9.00  
Harpeth Valley Broadcasting Co., Inc., Box 1380, Franklin, Tenn. 37064. Phone 615-794-4103.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIZO-FM: past & recent hits integrated.

- FACILITIES**  
ERP 2,500 w.; 100.1 mc. Stereo.  
Operating schedule: 6 am-11 pm, CST.  
Antenna ht.: 320 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/71—Rec'd 12/1/71.

6. SPOT ANNOUNCEMENTS					
1 min.	1x	50x	100x	250x	500x
1 min.	2.55	2.40	2.30	2.15	2.05
30 sec.	1.75	1.70	1.65	1.55	1.50
10/20 sec.	1.55	1.50	1.45	1.40	1.35

## GALLATIN (2 AM; 1 FM)

Sumner County—Map Location F-4  
See SDDS consumer market map and data at beginning of the State.

## WAMG

1966

Subscriber to the NAB Radio Code  
Media Code 4 244 3430 6.00  
Southern Broadcasters, Inc., Box 52



## GREENEVILLE (2 AM; 1 FM)

Greene County—Map Location L-4  
See SIDS consumer market map and data at beginning of the State.

### WGRV

1947

NAB

RAB

Media Code 4 244 3640 0.00  
Radio Greenville, Inc., Box 243, Greenville, Tenn.  
37743. Phone 615-638-4147.

- PERSONNEL  
Pres. & Gen'l Mgr.—Paul O. Metcalfe.
- REPRESENTATIVES  
David Carpenter Company.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5 am-midnight, EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WOFM (FM).  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

### TIME RATES

ET 11/17/73—Rec'd 10/11/73.  
Prime—6-8 am, noon-1 pm & 4-6 pm.  
A—8-9 am, 11 am-noon, 3-4 pm & 6-7 pm.  
B—5-6 am, 9-11 am, 1-3 pm & 7-8 pm.  
C—8 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

1 min 1x 52x 130x 260x 312x 624x 936x 1248x  
30 sec 2.35 2.25 2.15 2.05 1.95 1.80 1.85 1.80  
10 sec 1.55 1.45 1.35 1.25 1.15 1.10 1.05 1.00

CLASS A  
1 min 2.90 2.80 2.70 2.60 2.50 2.45 2.40 2.35  
30 sec 2.10 2.00 1.90 1.80 1.70 1.65 1.60 1.55  
10 sec 1.40 1.30 1.20 1.10 1.00 .95 .90 .85

CLASS B  
1 min 2.35 2.25 2.15 2.05 1.95 1.90 1.85 1.80  
30 sec 1.70 1.65 1.55 1.45 1.35 1.30 1.25 1.20  
10 sec 1.25 1.15 1.05 .95 .85 .80 .75 .70

CLASS C  
1 min 2.00 1.90 1.80 1.70 1.60 1.55 1.50 1.45  
30 sec 1.45 1.35 1.25 1.15 1.05 1.00 .95 .90  
10 sec 1.10 1.00 .90 .80 .70 .65 .60 .55

## WOFM (FM)

1956

RAB

Media Code 4 244 3710 1.00  
Radio Greenville, Inc., Box 243, Greenville, Tenn.  
37743. Phone 615-639-1831. TWX 639-1831.  
See affiliated AM station for additional information.  
AM facilities: WGRV.

- FACILITIES  
RIT 26,500 w.; 94.9 mc  
Operating schedule: 5 am-midnight, EST.  
Antenna ht.: 245 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

No. 7 ET 8/1/74—Rec'd 8/5/74.  
1 min 2.30 2.20 2.10 2.00 1.90 1.80 1.70 1.60  
30 sec 1.95 1.85 1.75 1.65 1.55 1.45 1.35 1.25  
10 sec 1.50 1.40 1.30 1.20 1.10 1.00 .90 .85

## W S M G

1961

Subscriber to the NAB Radio Code  
Media Code 4 244 3780 4.00  
Burley Broadcasters Inc., Box 737, Kingsley Ave.,  
Greenville, Tenn. 37743. Phone 615-638-3188.

- PERSONNEL  
General Manager—Kenney Dearstone.
- FACILITIES  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 5 am-midnight, EST.
- AGENCY COMMISSION  
Not to station; monthly.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 7/1/74—Rec'd 8/5/74.  
1 min 3.00x 3.00x 900x 900x 1200x 1500x  
30 sec 2.40 2.40 2.20 2.20 1.95 1.80 1.80 1.80  
10 sec 1.70 1.55 1.45 1.45 1.25 1.15

- PACKAGE PLANS  
PER WK. ROS: 10 ti 25 ti 50 ti 75 ti 100 ti  
1 min 38.00 82.50 150.00 202.50 140.00  
30 sec 24.00 55.00 97.50 135.00 160.00  
10 sec 17.00 38.75 72.50 93.75 115.00  
Spots ROS 6 am-midnight. After 6 pm 1/3 schedule  
only. Guaranteed times, extra 25%.

## HARRIMAN

Roane County—Map Location H-5  
See SIDS consumer market map and data at beginning of the State.

## WHBT

1947

Subscriber to the NAB Radio Code  
Media Code 4 244 3850 5.00  
Folkways Broadcasting Co., Inc., Box 221, Harriman,  
Tenn. 37748. Phone 882-1800.

- PERSONNEL  
Pres. & Gen'l Mgr.—Kenneth J. Crosthwait
- REPRESENTATIVES  
David Carpenter Company.
- FACILITIES  
5,000 w. days; 1600 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION  
15/0 net charges for time.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
No. 7 ET 6/29/70—Rec'd 6/29/70.  
6. SPOT ANNOUNCEMENTS  
Flat \$12x \*\$124x \*1872x  
1 min 2.75 2.50 2.35 2.10 1.85  
30 sec 2.25 2.00 1.85 1.65 1.40  
(\*) Contract.  
7. PACKAGE PLANS  
PER WK: 1 ti 30 ti 40 ti 60 ti 100+  
1 min 2.75 2.50 2.35 2.10 1.85  
30 sec 2.25 2.00 1.85 1.65 1.40  
Must be used within consecutive 7-day period.

## HARTSVILLE

Troutdale County—Map Location F-4  
See SIDS consumer market map and data at beginning of the State.

## WJMK

1966

Media Code 4 244 3880 2.00  
Hartsville Broadcasting Corp., Mariens St., Hartsville,  
Tenn. 37074. Phone 615-374-2111.

- PERSONNEL  
Pres., SIA. & Sales Mgr.—Chester J. Davis.
- FACILITIES  
250 w.; 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

ET 5/1/74—Rec'd 5/28/74.  
6. SPOT ANNOUNCEMENTS  
1x 5x 10x 15x 20x  
1 min 2.30 2.20 2.10 2.05 2.00 2.45 2.35  
30 sec 2.60 2.50 2.35 2.25 2.15  
1 min 30x 52x 90x 180x 364+  
30 sec 2.25 2.20 2.15 2.05 1.95  
30 sec 2.05 2.00 1.95 1.85 1.75

7. PACKAGE PLANS  
1 min 10x 15x 20x 25x 30x 40x 50x 70x 100x  
1 min 2.35 2.25 2.20 2.15 2.10 2.05 2.00 1.95 1.85  
30 sec 2.3 2.05 2.00 1.95 1.90 1.85 1.80 1.75 1.65  
Minimum of 10 spots daily.  
Christmas & New Year's Greeting pkg: 12 1-min  
spots 29.40.

8. SPECIAL FEATURES  
NEWS: At :50 — At :30  
9x 182x 364x 91x 182x 364x  
5 min 6.00 5.50 5.00 5.00 4.50 4.00  
Incl 1 1-min & 1 30-sec spot.

## HENDERSON

Chester County—Map Location C-5  
See SIDS consumer market map and data at beginning of the State.

## W H H M

1967

Media Code 4 244 3900 8.00  
Chester County Broadcasting Co., Inc., Box 203,  
103 Main St., Henderson, Tenn. 38340. Phone  
901-989-4181.

STATION'S PROGRAMMING DESCRIPTION  
WHHM: Country & Western programming.

- PERSONNEL  
Pres. & Gen'l Mgr.—Don Fenimore.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
250 w.; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

ET 6/1/74—Rec'd 5/23/74.  
6. SPOT ANNOUNCEMENTS 1-30 60x 100x  
1 min 3.60 3.30 2.75 2.50 2.15  
10 sec 3.60 3.30 2.75

## HENDERSONVILLE

Sumner County—Map Location F-4  
See SIDS consumer market map and data at beginning of the State.

## See Nashville

(including Berry Hill, Donelson,  
Hendersonville, Madison)

## HOHENWALD

Lewis County—Map Location D-5  
See SIDS consumer market map and data at beginning of the State.

## WMLR

1970

Subscriber to the NAB Radio Code  
Media Code 4 244 3915 6.00  
Lewis County Broadcasting Co., Box 1540, Hohenwald,  
Tenn. 38462. Phone 615-796-2257.

STATION'S PROGRAMMING DESCRIPTION  
WMLR: Country/Western, AM; MOR & popular, PM.

- PERSONNEL  
Manager R. B. Lane.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
250 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 11/7/73—Rec'd 11/8/73.

6. SPOT ANNOUNCEMENTS  
1 min 1x 50x 100x 250x 500x 1000x  
30 sec 1.55 1.50 1.40 1.35 1.30 1.25  
10/20 sec 1.25 1.15 1.05 1.00 .95 .90

## HUMBOLDT (2 AM; 1 FM)

Gibson County—Map Location B-4  
See SIDS consumer market map and data at beginning of the State.

## WHMT

1972

NAB

RAB

Media Code 4 244 3917 2.00  
Communications Associates, Inc., Box 1190, Humboldt,  
Tenn. 38343. Phone 901-784-1190.

- PERSONNEL  
General Manager—Darrell Boyd.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
500 w.; 1190 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/73—Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS  
10 sec 50x 100x 250x 500x 1000x 2500x 5000x 100+  
Per yr 1.50 1.00 1.75 1.65 1.55 2.15 2.05 1.95

## WIRJ

1949

NAB

Subscriber to the NAB Radio Code  
Media Code 4 244 3920 6.00  
Gibson County Broadcasting Co., 2606 East End Dr.,  
Humboldt, Tenn. 38343. Phone 901-784-1740.

- PERSONNEL  
General Manager—James Welch.
- REPRESENTATIVES  
R. S. Crane Company, Inc.
- FACILITIES  
250 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Does not accept AAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Contemporary Network.  
Member: Farm Directors Radio Network.

### TIME RATES

ET 12/1/70—Rec'd 11/13/70.

6. SPOT ANNOUNCEMENTS  
1 min (\*) 1 min (\*)  
1x 3.75 4.70 260x 2.30 2.85  
26x 3.40 4.25 312x 2.10 2.60  
52x 3.10 3.85 520x 1.90 2.35  
104x 2.80 3.50 780x 1.70 2.15  
156x 2.50 3.15 1000x 1.55 1.95  
(\*) 30 sec/less.

## WIRJ-FM

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 244 3921 4.00  
Gibson County Broadcasting Co., Inc., Box 355, 2606  
East End Dr., Humboldt Tenn. 38343. Phone 901-  
784-1740.

- See affiliated AM station for additional information.
- FACILITIES  
ERP 2,830 w.; 102.3 mc.  
Operating schedule: 8:00 am-11:00 pm, CST.  
Antenna ht.: 251 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American Contemporary Network.  
Schedules combinable with WIRJ for frequency discounts.

### TIME RATES

ET 12/1/70—Rec'd 11/13/70.

6. SPOT ANNOUNCEMENTS  
1 min (\*) 1 min (\*)  
1x 2.80 3.50 260x 1.70 2.15  
26x 2.55 3.20 312x 1.55 1.95  
52x 2.30 2.90 520x 1.40 1.75  
104x 2.10 2.65 780x 1.30 1.60  
156x 1.90 2.40 1000x 1.15 1.45  
(\*) 30 sec/less.

## JACKSON (3 AM; 1 FM)

Madison County—Map Location C-5  
See SIDS consumer market map and data at beginning of the State.

## WDXI

1948

NAB

RAB

Media Code 4 244 3990 9.00  
Community Service Broadcasting, Inc., Box 489, 820  
New Southern Bldg., Jackson, Tenn. 38301. Phone  
901-427-9611.

- STATION'S PROGRAMMING DESCRIPTION  
WDXI: Programmed for adults.  
MUSIC: contemporary adult 5 am-6 pm; modern  
country 6 pm-midnight; R & B midnight-5 am. ALL  
PERSONALITIES handle all segments. NEWS: at  
:30 & :30, 30-min at 7 am, noon & 5 pm. SPORTS:  
casts throughout day, play-by-play local football,  
basketball, baseball, University & professional foot-  
ball. Mobile unit. Contact Representative for further  
details. Rec'd 8/30/74.
- PERSONNEL  
Vice-President—Jim Glassman.  
General Manager—Lynn Higbee.  
Sales Manager—Johnnie Eagle.
- REPRESENTATIVES  
South—Southern Spot Sales, Inc.
- FACILITIES  
5,000 w. days, 1,000 w. nights; 1310 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours, CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

## TENNESSEE

### TIME RATES

No. 8 ET 6/1/74—Rec'd 6/4/74.  
PRIME TIME—Mon thru Fri 5:30-10 am & 3-7 pm.  
CHOICE—Mon thru Fri 10 am-3 pm; Sat & Sun  
6 am-7 pm.  
CLUB—Mon thru Sun 7 pm-midnight.  
MIDNIGHT SPECIAL—Tues thru Sun midnight-  
5:30 am.

### 6. SPOT ANNOUNCEMENTS

PER WK/Prime Choice  
MO: 12 ti 18 ti 24 ti 26 ti 12 ti 18 ti 24 ti 26 ti  
1 min 9.70 9.35 8.65 7.60 8.30 7.85 7.60 6.90  
30 sec 6.60 6.25 5.55 4.85 5.90 5.55 5.20 4.50

1 min 6.00 6.60 6.25 5.55  
30 sec 5.20 4.85 4.15 3.80  
13 wks—0% discount.  
PER YR, BTA/ROS: 520x 780x 1040x 1300x  
1 min 4.50 4.15 3.40 3.45  
30 sec 3.45 3.35 3.20 3.05

### 7. PACKAGE PLANS

TAP  
PER WK: 12 ti 24 ti 36 ti 48 ti 60 ti  
30 sec 55 90 130 175 210  
1 min 75 140 165 210 250  
13 wks—10% discount.

## WJAK

1955

NAB

Media Code 4 244 4060 0.00  
Jackson Broadcasting Enterprises, Inc., 416 Airways  
Bldg., Jackson, Tenn. 38301. Phone 901-424-1460.

- STATION'S PROGRAMMING DESCRIPTION  
WJAK: Programmed for audience 18-40.  
MUSIC: adult contemporary, 50% current hits, 50%  
oldies. NEWS: AP, 5 min at :15. SPORTS: 5 min  
at 7:45, 8:45 am, 12:20 & 5:20 pm M-F. Sat 2-5  
pm personality music show. Sun 7 am-noon local  
religious gospel music & programs. Contact Rep-  
resentative for further details. Rec'd 5/6/74.

- PERSONNEL  
President—Robert G. Blow.  
Station Manager—Thomas C. Mapee.  
National Sales Manager—Chuck Dolejs.
- REPRESENTATIVES  
Savall/Gates, Inc.  
R. S. Crane Company, Inc.
- FACILITIES  
1,000 w. days; 1460 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

15% time only; 10th of month.

- GENERAL ADVERTISING See coded regulations  
General: 1h, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 25a,  
26, 28a, 28c, 29a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 46, 47c, 49  
51a.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

STATION'S PROGRAMMING DESCRIPTION  
WTJS: Programmed for general interest.  
ALL PERSONALITIES handle all segments. NEWS:  
5 min local news at :60, network at :30. SPORTS:  
at shorts at :15. Weather news at :45. Farm news at  
5:40 & 11:40 am daily. Play-by-play of Major  
league baseball, high school & college football,  
games of 3 schools, high school & college basketball.  
All Star Game & World Series. Local News Staff.  
mobile studio, AP news. Rec'd 7/1/74.

# TENNESSEE

## Jackson—W T J S—Continued

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min	30 sec	1 min	30 sec
1 x	6.00	4.80	2.60	x..... 4.00
26 x	5.50	4.40	3.12	x..... 3.75
52 x	5.00	4.00	5.20	x..... 3.50
104 x	4.50	3.60	7.80	x..... 2.80
156 x	4.25	3.40	10.00	x..... 3.00

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
26 x	60.00	40.00	30.00	22.50	15.00
52 x	50.00	25.00	15.00	12.50	11.50
104 x	40.00	20.00	12.50	11.50	10.50
260 x	32.00	16.00	10.50	9.00	6.00

## WTJS-FM

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 244 4131 9.00  
Radio Station WTJS, Inc., Box 1119, 225 W. Lafayette St., Jackson, Tenn. 38301. Phone 901-427-3316.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WTJS-FM: MUSIC: rock. AIR PERSONALITIES handle all segments. NEWS & weather: at :15 & :45. Local news staff, mobile studio, AP news. SPORTS: University & Southeastern Conference. Rec'd 7/17/74.

**3. FACILITIES**  
ERP 50,000 w.; 104.1 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 640 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; all rates net to station.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 1 Eff 10/18/73—Rec'd 10/23/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min	30 sec	1 min	30 sec
1 x	3.90	3.10	2.60	x..... 2.60
26 x	3.55	2.85	3.12	x..... 2.45
52 x	3.25	2.60	5.20	x..... 1.80
104 x	2.90	2.30	7.80	x..... 1.65
156 x	2.75	2.20	10.00	x..... 1.95

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
26 x	52.00	26.00	19.50	14.65	9.75
52 x	48.75	24.40	13.00	11.35	8.75
104 x	32.50	16.50	9.75	8.15	7.45
260 x	26.00	13.00	8.15	7.45	6.85

## JAMESTOWN (2 AM; 1 FM)

Fentress County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WCLC

1957

NAB

Subscriber to the NAB Radio Code  
Media Code 4 244 4200 2.00  
Jamestown Broadcasting Co., Inc., Box 130, White Oak Rd., Jamestown, Tenn. 38557. Phone 615-879-8188.

**1. PERSONNEL**  
General Manager—Howard Ray Cravens.

**3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
Rates effective September 1, 1959. (Card No. 2.)  
Card received November 20, 1959.  
Rev. rates rec'd November 7, 1960.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

Per week:	1 hr	1/2 hr	1/4 hr	5 min	1 min
5 or less times	25.00	12.75	7.60	4.00	3.00
6-10 times	20.00	10.00	5.00	3.00	2.00
11-24 times	20.00	10.00	5.00	3.00	1.50
24 or more times	20.00	10.00	5.00	3.00	1.25

## WDEB

## WDEB-FM

1966

NAB

Media Code 4 244 4235 8.00  
Surber Broadcasting, Inc., Box 69, Hwy. 52 W., Jamestown, Tenn. 38556. Phone 615-879-8184.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—N. A. Baz.

**3. FACILITIES**  
1,000 w., 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.  
FM-ERP 1,200 W. (horiz.), 1,200 w. (vert.); 103.9 mc. Stereo.  
Operating schedule: 5 am-10 pm. CST.  
Antenna ht.: 350 ft. above average terrain.  
Simulcast: 6:15 am-6 pm.

**4. AGENCY COMMISSION**  
15/9 time only; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
Eff 8/10/72.

**6. SPOT ANNOUNCEMENTS**

PER MO:	1 hr	25 ti	46 ti	66 ti	86+
1 min	1.95	1.75	1.65	1.35	1.25

36 1-min spots within 7 days 45.00.

## WJFC

1961

Media Code 4 244 4270 5.00  
Jefferson County Broadcasting Co., Inc., Box 271, Dandridge Hwy., Jefferson City, Tenn. 37760. Phone 615-475-3825.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Wayne Roberts.

**3. FACILITIES**  
500 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

## TIME RATES

ET 4/1/73—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	100 ti	50 ti	30 ti	15 ti	6 ti
1 min	1.70	1.95	2.20	2.60	3.00
30 sec	1.35	1.45	1.65	2.10	2.45
10 sec	1.10	1.35	1.45	1.85	2.10
PER MO:	400 ti	200 ti	100 ti	60 ti	30 ti
1 min	1.50	1.70	2.00	2.35	2.80
30 sec	1.15	1.25	1.45	1.90	2.20
10 sec	.90	1.10	1.25	1.65	1.85
PER YR:	2400x	1200x	600x	300x	150x
1 min	1.50	1.70	2.00	2.35	2.80
30 sec	1.10	1.25	1.45	1.80	1.90
10 sec	.85	1.05	1.35	1.60	1.60

All rates ROS, 1/3 schedule drive time 6-8 am & 3:30-5:30 pm; 2/3 all other times.  
Specified times, extra 20%.  
Trly spots divided evenly over 12-mo period.

## JOHNSON CITY (2 AM; 1 FM)

Plus 1 paid duplicate listing.  
Washington County—Map Location L-4  
See SRDS consumer market map and data at beginning of the State.

## WETB

1947

NAB

Media Code 4 244 4340 6.00  
WETB, Box 951, South Roan St., Johnson City, Tenn. 37601. Phone 615-928-7131.  
Studio: RFD, Johnson City, Tenn. 37602.

**1. PERSONNEL**  
President—Carl A. Jones.  
Manager—Arthur Kealey.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
South—Southern Spot Sales, Inc.

**3. FACILITIES**  
1000 w. days; 790 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/9 time; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24c, 25a, 28b, 28c, 29a, 30. Contracts: 40a, 44a, 44b, 45, 46, 47a, 51b. Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60g, 60h, 60i, 61a, 61b. Cancellation: 70a, 70c, 71b, 72, 73a, 73b. Prod. Services: 80, 82. Affiliated with MBS.

## TIME RATES

Eff 1/1/71—Rec'd 5/17/71.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

Flat	30.00	19.00	10.00	6.00
Per week:	5 times	30.00	20 times	120.00
10 times	55.00	30 times	100.00	
15 times	75.00	30 times	100.00	
30 seconds	75% of applicable minute rate.			
10 seconds	50% of applicable minute rate.			

**DISCOUNTS**

26 weeks	5%	52 weeks	10%
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**10. SPECIAL FEATURES**  
5 MINUTE NEWSCAST PACKAGE  
Per week: 3 times..... 8.00 5 times..... 6.00

## TIME RATES

Eff 4/1/71—Rec'd 5/17/71.

**6. SPOT ANNOUNCEMENTS**

1 min	1.52x	1.04x	1.58x	2.80x	3.12x
30 sec	12.50	12.00	11.00	10.00	9.00
15 sec	10.00	9.00	8.50	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.80

**7. PACKAGE PLANS**

PLANS, PER WK:	6	12	18	24
1 min	8.50	7.50	6.50	6.00

**DISCOUNT**

13 wk—5%	26 wk—10%	39 wk—15%	52 wk—20%
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**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
13x—5%	90	54	36	24
26x—10%	52x—15%	156x—25%	260x—35%	(D)

## TIME RATES

Eff 4/1/71—Rec'd 5/17/71.

**6. SPOT ANNOUNCEMENTS**

1 min	1.52x	1.04x	1.58x	2.80x	3.12x
30 sec	12.50	12.00	11.00	10.00	9.00
15 sec	10.00	9.00	8.50	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.80

**7. PACKAGE PLANS**

PLANS, PER WK:	6	12	18	24
1 min	8.50	7.50	6.50	6.00

**DISCOUNT**

13 wk—5%	26 wk—10%	39 wk—15%	52 wk—20%
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**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
13x—5%	90	54	36	24
26x—10%	52x—15%	156x—25%	260x—35%	(D)

## WJWC

1938

NAB

Subscriber to the NAB Radio Code  
Media Code 4 244 4410 7.00  
Tri-Cities Broadcasting, Inc., Box W, Princeton Rd., Johnson City, Tenn. 37601. Phone 615-928-6167.

**STATION'S PROGRAMMING DESCRIPTION**  
WJWC: Programmed for young adults and adults. MUSIC: country & western. Emphasis on local & national news. Farm Here's Special features. SPORTS: high school & college football & basketball, professional football, NASCAR races. Woman's world 10:05-11:55 am. Contact Representative for further details. Rec'd 10/6/71.

**1. PERSONNEL**  
President—James C. Wilson.  
Vice-Pres. & Gen'l Mgr.—Rocky Stone.  
Vice-Pres. & Operations Mgr.—Edward Bryant.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
David Carpenter Company.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 910 kc.  
Directional—nighttime only.  
Operating schedule: 5 am-midnight. EST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24c, 25a, 26, 28b, 28c, 29a, 30, 33b. Contracts: 40a, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 50, 51a, 51b, 51c. Comb.: Cont. Discounts: 60b, 60c, 60f, 62a. Cancellation: 70b, 70d, 71a, 72, 73a. Prod. Services: 80, 82.

## TIME RATES

No. 5 Eff 6/1/74—Rec'd 7/11/74.

**6. SPOT ANNOUNCEMENTS**

30 sec	4.50	4.00	3.50	3.00	2.50
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(\*) 10 sec, 2.00, no minimum.

**10. SPECIAL FEATURES**  
2-min news/sports..... 5.00 (CR)

FM facilities: WQUT (FM).  
Affiliated with CBS.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

## TIME RATES

No. 11 Eff 6/1/74—Rec'd 7/11/74.

**6. SPOT ANNOUNCEMENTS**

PER MO, GUARANTEED	1 ti	31 ti	81+
1 min	3.75	6.00	5.50
30 sec	5.00	4.50	4.00

**7. PACKAGE PLANS**

ROS:	1 ti	31 ti	81+	Per mo	Per yr
1 min	5.00	4.75	4.50	4.00	
30 sec	3.75	3.50	3.25	3.00	

(\*) 10 sec, 2.00, no minimum.

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	5 min	3 min
13 x	60	40	20	16
52+	54	34	14	10
	50	30	10	6

## WJSO

1958

NAB

Media Code 4 244 4480 0.00  
(This is a paid duplicate of the listing appearing under Jonesboro, Tenn.)  
Media Code 4 244 4480 0.00  
Thomas Enterprises, Inc., Box 5188, Johnson City, Tenn. 37601. Phone 615-928-3121.

**STATION'S PROGRAMMING DESCRIPTION**  
WJSO: Programmed for adults and young adults. MUSIC: contemporary. NEWS: at :20 and :40, national, international & local. 4 mobile units available. SPORTS: with news. Remotes scheduled periodically. Regular weather and temperature checks throughout day. Constant listener promotions and features. Contact Representative for further details. Rec'd 2/22/74.

**1. PERSONNEL**  
President—Norman A. Thomas.  
Exec. Vice-President—Norman A. Thomas, Jr.  
Program Director—Don Dale.

**2. REPRESENTATIVES**  
PBO Time Sales, Inc.  
Southwest—Mario Messina Company.  
Southeast—Media Sales/South.

**3. FACILITIES**  
5,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/9 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 25a, 26, 28a, 29a, 30, 33a. Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51b, 51c. Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d. Cancellation: 70b, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

## TIME RATES

ET 4/1/71—Rec'd 5/17/71.

**6. SPOT ANNOUNCEMENTS**

1 min	1.52x	1.04x	1.58x	2.80x	3.12x
30 sec	10.00	9.00	8.80	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.80

**7. PACKAGE PLANS**

PLANS, PER WK:	6	12	18	24
1 min	8.50	7.50	6.50	6.00

**DISCOUNT**

13 wk—5%	26 wk—10%	39 wk—15%	52 wk—20%
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**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
13x—5%	90	54	36	24
26x—10%	52x—15%	156x—25%	260x—35%	(D)

**1. PERSONNEL**  
President—Norman A. Thomas.  
Exec. Vice-President—Norman A. Thomas, Jr.  
Program Director—Don Dale.

**2. REPRESENTATIVES**  
PBO Time Sales, Inc.  
Southwest—Mario Messina Company.  
Southeast—Media Sales/South.

**3. FACILITIES**  
5,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/9 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16. Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 24c, 25a, 26, 28a, 29a, 30, 33a. Contracts: 40a, 41, 44a, 46, 47a, 48, 49, 50, 51b, 51c. Comb.: Cont. Discounts: 60a, 60e, 60f, 60i, 61c, 62d. Cancellation: 70b, 70e, 71a, 72, 73a, 73b. Prod. Services: 80, 81, 82.

## TIME RATES

ET 4/1/71—Rec'd 5/17/71.

**6. SPOT ANNOUNCEMENTS**

1 min	1.52x	1.04x	1.58x	2.80x	3.12x
30 sec	12.50	12.00	11.00	10.00	9.00
15 sec	10.00	9.00	8.50	8.00	7.20
ID's	6.25	6.00	5.50	5.00	4.80



**Kingsport—W K I N—Continued**

- 3. FACILITIES**  
5,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15%; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
No. 9-A ET—Rec'd 4/8/74.
- | PER WK:     | 6 ti | 12 ti | 18 ti | 24 ti |
|-------------|------|-------|-------|-------|
| 1 min.....  | 8.50 | 8.00  | 7.50  | 7.00  |
| 30 sec..... | 7.00 | 6.50  | 6.00  | 5.50  |
- 11's: 50% of 1-min.

**WKPT and WKPT-FM**

1940 1948

**NBC ABC-FM**



Subscriber to the NAB Radio Code

Sold in Combination Only: Programmed Separately.  
Media Code 4 244 4620 1.00  
Holston Valley Broadcasting Corp., 222 Commerce  
St., Kingsport, Tenn. 37660. Phone 615-245-4161.

**STATION'S PROGRAMMING DESCRIPTION**  
WKPT: MUSIC: 5 am-7 pm MOR, standard &  
current music programmed for adults & family; 7  
pm-12M rock programmed for young adults & teens.  
NEWS: 3 min local news staff, 4 mobile units. Net-  
work at :30, expanded local news 8 times daily; AP  
& Weather Wire. Editorials daily. AIR PERSON-  
ALITIES handle all segments. SPORTS: Live local  
high school football & basketball 3 nights weekly.  
U football. Contact Representative for further details.  
Rec'd 11/8/72.

WKPT-FM: Special country personality program 6-10  
am featuring agriculture & tobacco reports &  
regular news. 10 am-12M modern MOR, half vocal,  
half instrumental, selections. NEWS: 3 man local  
news staff, 4 mobile units, network at :15, headlines  
at :45; expanded local news 7 times daily. AP &  
Weather Wire; Editorials daily. SPORTS: Live high  
school football, basketball, baseball average 2 nights  
weekly. Also U football & basketball. Contact Rep-  
resentative for further details. Rec'd 11/8/72.

- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Robert I. Ratcliff.  
Vice-Pres. & Sta. Mgr.—Phil J. Weaver.  
Vice-Pres./Operations—George E. DeVault, Jr.
- 2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5 am-midnight EST.  
FM-ERP 45,000 w.; 98.5 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 970 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a.  
Rate Protection: 10g, 11g, 14g.  
Basic Rates: 20b, 21a, 22a, 25c, 26, 29b.  
Contracts: 40a, 40c, 42a, 45, 46, 47a, 48, 49, 51b.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.  
Affiliated with American FM Network.  
Affiliated with ATA Radio Network.

- TIME RATES**  
WKPT and WKPT-FM COMBINATION  
ET 7/1/72—Rec'd 6/5/72.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK:    | 5 ti  | 10 ti | 15 ti | 20 ti | 30 ti |
|------------|-------|-------|-------|-------|-------|
| 1 min..... | 12.65 | 11.50 | 10.95 | 10.35 | 9.80  |
- 30 sec or less: 80% of 1-min.  
10 sec or less: 50% of 1-min.
- 8. PROGRAM TIME RATES**  
5 min: 1-1/2x 1-min.

**KNOXVILLE (9 AM; 3 FM)**

Plus 1 paid duplicate.  
Knox County—Map Location J-4  
See NRDS consumer market map and data at begin-  
ning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.

	Morning Station (6-10am)	Daytime (10am-3pm)	Afternoon Traffic (3-7pm)	Evening Traffic (7pm- midnight)
A .....	27	22	27	18
B .....	24	22	24	14
C .....	21	15	21	13
D .....	18	14	14	12
AVERAGE	23	18	22	14

**WBIR**  
1941



**KATZ RADIO**



A Multimedia Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 4760 5.00  
Multimedia Broadcasting Co., 1513 Hutchison Ave.,  
Knoxville, Tenn. 37917. Phone 615-637-1010. TWX  
810-583-0172.

**STATION'S PROGRAMMING DESCRIPTION**  
WBIR: Programmed for general interest.  
AIR PERSONALITIES in all segments. MUSIC:  
current and standard music all by current artists.  
Adult appeal with a young approach. 75% music,  
15% news, 10% public affairs and sports. Combined  
9 man am-fm-TV news staff with 5 mobile units.

Scheduled editorial comment. 5-10 am DJ music with  
news every half hour, live weather from local bureau.  
6-10 am, records with piano playing MC. 10 am-1  
am network news on hour with local headlines and  
weather. News commentaries, high school football  
and basketball play-by-play. Religious programs Sun  
morning. Contact Representative for further details.  
Rec'd 11/20/73.

- 1. PERSONNEL**  
Sta. & Nat'l Sales Mgr.—Ray Davidson.  
Program Director—Ken McGavin.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5-1 am. EST.  
Partial simulcast operation. Simulcast 6-10 am. For  
non-simulcast facilities see WBIR-FM.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 16.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24b, 24c, 25a,  
26, 27, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 48, 49, 51a.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70e, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

- TIME RATES**  
AM/FM COMBINATION  
No. 16 ET 9/1/73—Rec'd 9/12/73.  
AAA—Mon thru Sat 6-10 am & 4-7 pm.  
AA—Mon thru Sat 10 am-4 pm; Sun 6 am-7 pm  
A—Mon thru Sun 7 pm-6 am.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK, 1 MIN: | 6 ti | 12 ti | 18 ti | 24 ti |
|----------------|------|-------|-------|-------|
| AAA .....      | 20   | 18    | 17    | 16    |
| AA .....       | 16   | 14    | 13    | 12    |
| A .....        | 12   | 11    | 10    | 9     |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only; Deduct 4.00 per spot, except during simul-  
cast hr.

- 8. PROGRAM TIME RATES**
- | PER YR:   | 1x    | 2x    | 3x    | 4x    | 5x    | 6x    |
|-----------|-------|-------|-------|-------|-------|-------|
| AAA ..... | 65.00 | 62.00 | 59.00 | 56.00 | 53.00 | 50.00 |
| AA .....  | 50.00 | 48.00 | 46.00 | 44.00 | 42.00 | 40.00 |
| A .....   | 32.50 | 31.00 | 29.50 | 28.00 | 26.50 | 25.00 |
- 1/4 hr: 60% of 1/2 hr. 5 min: 50% of 1/2 hr.

**WBIR-FM**

1949



**KATZ RADIO**



A Multimedia Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 4761 3.00  
Multimedia Broadcasting Co., Box 3487, 1513 Hut-  
chinson Ave., Knoxville, Tenn. 37917. Phone 615-  
637-1010. TWX 810-583-0172.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBIR-FM: Programmed for young adults.  
MUSIC: Hit parade format of young adult rock 10-1  
am. COMMERCIAL POLICY: limited to 8 commer-  
cials per hour with 8 minute maximum. Contact  
Representative for further details. Rec'd 2/27/74.

- 3. FACILITIES**  
ERP 100,000 w.; 103.5 mc. Stereo.  
Operating schedule: 5:30-1 am. EST.  
Antenna ht.: 1,800 ft. above average terrain.  
Partial simulcast operation. Operated separately 10-1  
am. For simulcast facilities see WBIR.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with WBIR. See that listing  
for rates.
- TIME RATES**  
No. 5 ET 9/1/73—Rec'd 9/12/73.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK, 1 MIN:            | 6 ti | 12 ti | 18 ti | 24 ti |
|---------------------------|------|-------|-------|-------|
| Mon thru Sun 10-1 am..... | 14   | 12    | 10    | 8     |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**WETE**

1927



**radio**



A Half Communications, Inc. Station  
Media Code 4 244 4790 2.00  
Knoxville Broadcasting Corp., Box 3367, 1515 Mag-  
nolia Ave. N.E., Knoxville, Tenn. 37917. Phone  
615-546-6121.

**STATION'S PROGRAMMING DESCRIPTION**  
WETE: Programmed for young adults & family.  
MUSIC: contemporary, gold MOR AIR PERSON-  
ALITIES: network at :30, local at :30.  
SPORTS: U & pro football, major league baseball.  
Talk show: 6-8 pm M-F. Contact Representative for  
further details. Rec'd 4/1/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Glynn Theg.  
Program Director—Don Patrick.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
5,000 w.; 620 kc. Directional—separate patterns day  
and night.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a,  
26, 29a.  
Contracts: 40a, 42a, 44a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60d, 60f, 60i, 62d.

Cancellation: 70b, 70d, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

- TIME RATES**  
No. 22 ET 7/1/71—Rec'd 7/1/71.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- | CLASS AAA   | 6 ti  | 12 ti | 18 ti | 24 ti | 30 ti |
|-------------|-------|-------|-------|-------|-------|
| 1 min.....  | 22.00 | 21.00 | 20.00 | 19.00 | 18.00 |
| 30 sec..... | 17.60 | 16.80 | 16.00 | 15.20 | 14.40 |
| 10 sec..... | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
- CLASS AA**
- | 1 min.....  | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 |
|-------------|-------|-------|-------|-------|-------|
| 30 sec..... | 12.80 | 12.00 | 11.20 | 10.40 | 9.60  |
| 10 sec..... | 8.00  | 7.50  | 7.00  | 6.50  | 6.00  |
- CLASS A**
- | 1 min.....  | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
|-------------|-------|-------|-------|-------|-------|
| 30 sec..... | 11.20 | 10.40 | 9.60  | 8.80  | 8.00  |
| 10 sec..... | 7.00  | 6.50  | 6.00  | 5.50  | 5.00  |
- 7. PACKAGE PLANS**
- | TOTAL AUDIENCE | PLAN—1/3AAA | 1/3AA | 1/3A  |
|----------------|-------------|-------|-------|
| 1 min.....     | 17.00       | 16.00 | 15.00 |
| 30 sec.....    | 13.60       | 12.80 | 12.00 |
| 10 sec.....    | 8.50        | 8.00  | 7.50  |
- ANNUAL RATES**
- | CLASS AAA   | 520x  | 1040x | 520x  | 1040x | 520x  | 1040x |
|-------------|-------|-------|-------|-------|-------|-------|
| 1 min.....  | 19.00 | 17.00 | 12.00 | 11.00 | 10.00 | 9.00  |
| 30 sec..... | 14.40 | 13.60 | 9.60  | 8.80  | 8.00  | 7.20  |
| 10 sec..... | 9.00  | 8.50  | 6.00  | 5.50  | 5.00  | 4.50  |
- ROB/BTA—SUN THRU SAT**
- | PER WK:                    | 1 min | 30 sec | 10 sec |
|----------------------------|-------|--------|--------|
| 60 hour (preemptible)..... | 14.00 | 11.20  | 7.00   |
- 10. SPECIAL FEATURES**  
5 min newscast—1-1/2x applicable 1-min.

**WEZK (FM)**

1967



Media Code 4 244 4830 6.00  
South Central Broadcasting Co., Box 1388, Sharps  
Ridge Park, Knoxville, Tenn. 37901. Phone 615-  
687-2312. TWX 810-583-0178.

**STATION'S PROGRAMMING DESCRIPTION**  
WEZK (FM): Music programmed for young adult  
audience, 18-49.  
MUSIC: Vocal and instrumental mix. Changes be-  
tween morning drive, mid-day housewife period, and  
afternoon drive. News and wrap-ups in morning  
drive. COMMERCIAL POLICY: Limited to 8 min  
per hour. Contact Representative for further details.  
Rec'd 2/4/74.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—John A. Englebrecht.  
Nat'l Sales & Sta. Mgr.—John D. Engelbrecht.  
Local Sales—Harry Stephenson.
- 2. REPRESENTATIVES**  
Avery-Knopfel, Inc.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.5 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1138 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; payable at face.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22b, 23a, 24a,  
24b, 24c, 25a, 26, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 50,  
51a.  
Comb.; Cont. Discounts: 60a, 60f, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.

- TIME RATES**  
ET 11/29/73—Rec'd 11/29/73.  
AA—Mon thru Sun noon-6 pm.  
A—Mon thru Sun 6 am-noon & 6 pm-midnight.  
B—Mon thru Sun midnight-6 am.
- 6. SPOT ANNOUNCEMENTS**
- | YR:      | 1x   | 52x  | 156x | 312x | 500x | 1000x | 1500x |
|----------|------|------|------|------|------|-------|-------|
| AA ..... | 8.00 | 7.50 | 7.00 | 6.75 | 6.50 | 6.25  | 6.00  |
| AA ..... | 7.00 | 6.50 | 6.00 | 5.75 | 5.50 | 5.25  | 5.00  |
| AA ..... | 4.20 | 3.90 | 3.60 | 3.45 | 3.30 | 3.15  | 3.00  |
- 30 SPONSORS**
- | AA ..... | 7.25 | 6.75 | 6.25 | 6.00 | 5.75 | 5.50 | 5.00 |
|----------|------|------|------|------|------|------|------|
| A .....  | 6.25 | 5.75 | 5.25 | 5.00 | 4.75 | 4.50 | 4.00 |
| B .....  | 3.75 | 3.45 | 3.15 | 3.00 | 2.85 | 2.70 | 2.40 |
- 7. PACKAGE PLANS**
- | PER WK:    | AA   | A    | B    | AA   | A    | B    |
|------------|------|------|------|------|------|------|
| 12 ti..... | 7.75 | 6.75 | 4.05 | 7.00 | 6.00 | 3.30 |
| 24 ti..... | 7.50 | 6.50 | 3.90 | 6.50 | 5.50 | 3.30 |
| 30 ti..... | 7.25 | 6.25 | 3.75 | 6.25 | 5.25 | 3.15 |
| 40 ti..... | 7.00 | 6.00 | 3.60 | 6.00 | 5.00 | 3.00 |
| 50 ti..... | 6.75 | 5.75 | 3.45 | 5.75 | 4.75 | 2.85 |
- 10 sec: 60% of 30 sec.
- TOTAL AUDIENCE—1/4AA, 1/2A, 1/4B**
- | PER WK, BTA: | 36 ti  | 24 ti  | 16 ti | 12 ti |
|--------------|--------|--------|-------|-------|
| 1 min.....   | 195.30 | 135.60 | 94.00 | 73.20 |
| 30 sec.....  | 162.00 | 114.00 | 79.60 | 62.40 |

**WIVK**

1953



Subscriber to the NAB Radio Code  
Media Code 4 244 4970 0.00  
Dick Broadcasting Co., Inc., Box 10207, 6711 King-  
ston Pike, Knoxville, Tenn. 37919. Phone 615-588-  
6511.

**STATION'S PROGRAMMING DESCRIPTION**  
WIVK: Programmed for adults.  
MUSIC: modern country. SPORTS: NASCAR. Con-  
tact Representative for further details. Rec'd 4/15/71.

**1. PERSONNEL**  
Pres. & Nat'l Sales Mgr.—James A. Dick.  
Program Director—Claude Tomlinson.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Southeast—contact station.

**3. FACILITIES**  
50,000 w. days; 850 kc. Directional.  
90 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WIVK-FM.

**TENNESSEE**

- 4. AGENCY COMMISSION**  
15% on time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3c, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 21b, 22b, 23a, 25a, 28a, 29a, 30.  
Contracts: 40a, 41, 44a, 46.  
Comb.; Cont. Discounts: 61a.  
Cancellation: 70c, 71a.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.
- TIME RATES**  
ET 9/1/69—Rec'd 8/14/69.  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 6 am-7 pm.  
A—All other times.

- 6. SPOT ANNOUNCEMENTS**
- | CLASS AAA      | 1x    | 52x   | 104x  | 156x  | 260x  | 312x  | 520x  | 1040x |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| 1 min.....     | 27.00 | 26.00 | 25.00 | 24.00 | 23.00 | 22.00 | 21.00 | 20.00 |
| 20/30 sec..... | 21.60 | 20.80 | 20.00 | 19.20 | 18.40 | 17.60 | 16.80 | 16.00 |
| 10 sec.....    | 13.50 | 13.00 | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 |
- CLASS AA**
- | 1 min.....     | 25.00 | 24.00 | 23.00 | 22.00 | 21.00 | 20.00 | 19.00 | 18.00 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| 20/30 sec..... | 20.00 | 19.20 | 18.40 | 17.60 | 16.80 | 16.00 | 15.20 | 14.40 |
| 10 sec.....    | 12.50 | 12.00 | 11.50 | 11.00 | 10.50 | 10.00 | 9.50  | 9.00  |
- CLASS A**
- | 1 min.....     | 17.00 | 16.00 | 15.00 | 14.00 | 13.00 | 12.00 | 11.00 | 10.00 |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|
| 20/30 sec..... | 13.60 | 12.80 | 12.00 | 11.20 | 10.40 | 9.60  | 8.80  | 8.00  |
| 10 sec.....    | 8.50  | 8.00  | 7.50  | 7.00  | 6.50  | 6.00  | 5.50  | 5.00  |

- 7. PACKAGE PLANS**
- SATURATION PACKAGES**
- | CLASS AAA      | 12 ti | 18 ti | 24 ti | 30 ti | 36 ti |
|----------------|-------|-------|-------|-------|-------|
| 1 min.....     | 24.00 | 23.00 | 22.00 | 21.00 | 20.00 |
| 20/30 sec..... | 19.20 | 18.40 | 17.60 | 16.80 | 1     |

# TENNESSEE

Knoxville—Continued

## WIVK-FM

1965

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 244 4971 8.00  
Dick Broadcasting Co., Inc. of Tennessee, Box 10207,  
6711 Kingston Pike, Knoxville, Tenn. 37910.  
Phone 615-584-6511.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 100,000 w.; 107.7 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 390 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sumset-sign-off. For simulcast facilities see WIVK.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET Rec'd 9/10/70.

**6. SPOT ANNOUNCEMENTS**

1x 52x 104x 156x 208x 312x 520x 1040x  
1 min 17.00 16.00 15.00 14.00 13.00 12.00 11.00 10.00

30 sec 13.60 12.80 12.00 11.20 10.40 9.60 8.80 8.00

10 sec 8.50 8.00 7.50 7.00 6.50 6.00 5.50 5.00

**7. PACKAGE PLANS**

SATURATION PACKAGE  
PER WK: 12 ti 16 ti 24 ti 30 ti 36 ti  
1 min 14.00 13.00 12.00 11.00 10.00

30/20 sec 11.20 10.40 9.60 8.80 8.00

10 sec 7.00 6.50 6.00 5.50 5.00

## WJBE

1963

A James Brown Station

Media Code 4 244 4990 8.00  
JTB Broadcasting of Knoxville Ltd., Box 281, 2801  
Prosser Rd., Knoxville, Tenn. 37914. Phone 615-  
637-1430.

**1. PERSONNEL**  
General Manager—Jimmy Clark.  
Sales Manager—Larry Jennings.  
Operation Manager—John Allen.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 5 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1963

A James Brown Station

Media Code 4 244 4990 8.00  
JTB Broadcasting of Knoxville Ltd., Box 281, 2801  
Prosser Rd., Knoxville, Tenn. 37914. Phone 615-  
637-1430.

**1. PERSONNEL**  
General Manager—Jimmy Clark.  
Sales Manager—Larry Jennings.  
Operation Manager—John Allen.

**2. REPRESENTATIVES**  
Jack Masia & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 5 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1967

McGavren-Guild  
pgw radio, inc.

Mooney Broadcasting Corporation  
Media Code 4 244 5040 1.00  
WVLE, Inc., Box 1870, 2929 Alcoa Hwy., Knoxville,  
Tenn. 37901. Phone 615-573-2931.

**1. PERSONNEL**  
President—George P. Mooney.  
General Manager—Polly Loy.  
Sales Manager—Jerry Whitener.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24a,  
24b, 24c, 25a, 25b, 28c, 29a, 29b, 35a.  
Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 51a,  
51b.

Comb.: Cont. Discounts: 60d, 60e, 60f, 60b, 60i, 61a,  
61b, 62a.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

## WVLE

1967

McGavren-Guild  
pgw radio, inc.

Mooney Broadcasting Corporation  
Media Code 4 244 5040 1.00  
WVLE, Inc., Box 1870, 2929 Alcoa Hwy., Knoxville,  
Tenn. 37901. Phone 615-573-2931.

**1. PERSONNEL**  
President—George P. Mooney.  
General Manager—Polly Loy.  
Sales Manager—Jerry Whitener.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 22a, 23a, 24a, 24b, 25a, 26, 28a,  
29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

## WVLE

1963

PER WK: CLASS AA 6 ti 12 ti 18 ti 24 ti  
1 wk 15.75 12.25 12.00 11.75 11.50  
4 wk 15.25 11.75 11.50 11.25 11.00

8 wk 14.75 11.25 11.00 10.75 10.50  
13 wk 14.25 10.75 10.50 10.25 10.00

26 wk 13.75 10.25 10.00 9.75 9.50  
A: 50% of AAA 1-min.

## WVLE

1963

PER WK: CLASS AAA 6 ti 12 ti 18 ti 24 ti  
1 wk 14.00 11.20 11.00 10.80 10.60  
4 wk 13.50 10.80 10.60 10.40 10.20

8 wk 13.00 10.40 10.20 10.00 9.80  
13 wk 12.50 10.00 9.80 9.60 9.40

26 wk 12.00 9.80 9.60 9.40 9.20  
CLASS AA 6 ti 12 ti 18 ti 24 ti  
1 wk 12.60 9.80 9.60 9.40 9.20

4 wk 12.20 9.40 9.20 9.00 8.80  
8 wk 11.80 9.00 8.80 8.60 8.40

13 wk 11.40 8.60 8.40 8.20 8.00  
26 wk 11.00 8.20 8.00 7.80 7.60

A: 50% of AAA 1-min.  
(\*) 1 ti or fixed position.

## WVLE

1963

PER WK: CLASS AAA 6 ti 12 ti 18 ti 24 ti  
1 wk 16.50 13.00 12.75 12.50 12.25  
4 wk 16.00 12.50 12.25 12.00 11.75

8 wk 15.50 12.00 11.75 11.50 11.25  
13 wk 15.00 11.50 11.25 11.00 10.75

26 wk 14.50 11.00 10.75 10.50 10.25  
CLASS AA 6 ti 12 ti 18 ti 24 ti  
1 wk 13.20 10.40 10.20 10.00 9.80

4 wk 12.80 10.00 9.80 9.60 9.40  
8 wk 12.40 9.60 9.40 9.20 9.00

13 wk 12.00 9.20 9.00 8.80 8.60  
26 wk 11.60 8.80 8.60 8.40 8.20

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Basic Rates: 22a, 23a, 24a, 25a, 26, 29a.  
Contracts: 40a, 42b, 45, 46, 47a, 48.

Comb.: Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Mutual Black Network.

## WVLE

1953

Media Code 4 244 5110 2.00  
Knoxville, Ita-Tel, Inc., Box 2260, 844 N. Central  
Ave., Knoxville, Tenn. 37901. Phone 615-524-9866.

**1. PERSONNEL**  
President—B. L. Boring.  
Manager—Marvin Thompson.

**3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b.

Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b,  
62c.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with Blair Represented Network.

No. 8 ET 4/15/74—Rec'd 4/2/74.

AAA—Mon thru Sat 6-10 am & 3-7 pm.

AA—Mon thru Sat 10 am-3 pm.

A—Mon thru Sat after 7 pm; Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec  
6 ti 28 23 17 23 19 14

12 ti 27 22 16 22 18 13

18 ti 26 21 15 21 17 12

6 ti 19 15 12

12 ti 18 14 11

18 ti 17 13 10

## WVLE

1974

(This is a paid duplicate of the listing appearing  
under Oak Ridge, Tenn.)  
Media Code 4 244 8417 8.00

Oak Ridge FM, Inc., 125 Randolph Rd., Oak Ridge,  
Tenn. 37830. Phone 615-483-8451. Knoxville Phone  
546-2861. (WOKI—Radioak, Inc., same address,  
etc.)

**STATION'S PROGRAMMING DESCRIPTION**  
WOKI-FM: Programmed for young adults—18-40.  
MUSIC: 5:30 am-12M 75% current top 40, 25%  
oldies from last 5 yrs. 12M-5:30 am 50% current  
top 40, 50% rock. SPORTS: U football. Contact  
Representative for further details. Rec'd 6/4/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—John W. Pirkle.

**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.

**3. FACILITIES**  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.);  
100.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 2,000 ft. above average terrain.

AM—1,000 w.; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable in 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 22b, 23a, 24b, 25a, 26b.  
Contracts: 40a, 44b, 45, 46, 51b.

Comb.: Cont. Discounts: 60f, 61c, 62d.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.

No. 1 ET 4/15/74—Rec'd 5/29/74.

**6. SPOT ANNOUNCEMENTS**

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
10.00 9.00 9.25 8.20 8.75 7.80

20 ti 9.75 8.80 9.00 8.00 8.50 7.60

30 ti 9.50



Lawrenceburg—WDXE—Continued

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 8/25/72.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x..... 5.40	4.15	260 x..... 3.30	2.55
26 x..... 4.90	3.75	312 x..... 3.00	2.30
52 x..... 4.45	3.40	520 x..... 2.70	2.10
104 x..... 4.05	3.10	780 x..... 2.50	1.90
156 x..... 3.60	2.75	1000 x..... 2.25	1.70

(\* 30 sec or less.

**WDXE-FM**

1965

Subscriber to the NAB Radio Code  
Media Code 4 244 5531 9.00  
Lawrenceburg Broadcasting Co., Locke Bldg., N. Military Ave., Lawrenceburg, Tenn. 38464. Phone 615-762-4411.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WDXE-FM: Programmed for adults and young adults.

3. FACILITIES  
ERP 3,000 w.; 99.9 mc.  
Operating schedule: 5:30 am-10 pm. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 10/1/70—Rec'd 9/25/70.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 x..... 3.50	2.80	260 x..... 2.15	1.70
26 x..... 3.20	2.55	312 x..... 1.95	1.55
52 x..... 2.90	2.30	520 x..... 1.75	1.40
104 x..... 2.65	2.10	780 x..... 1.60	1.30
156 x..... 2.40	1.90	1000 x..... 1.45	1.15

(\* 30 sec or less.

**LEBANON (1 AM; 1 FM)**

Wilson County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**WCOR**

1949

Subscriber to the NAB Radio Code  
Media Code 4 244 5600 2.00  
WCOR Broadcasting Corp., Box 549, 1 mile east of Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087. Phone 615-444-0474.

1. PERSONNEL  
General Manager—Jack Hendrickson.

3. FACILITIES  
500 w. days; 900 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Does not accept AAAA copyrighted contract.  
Member: The Tobacco Radio Network.

**TIME RATES**  
ET 4/1/74—Rec'd 5/28/74.  
Drive—Mon thru Sat 6-9 am; Mon thru Fri 11:30 am-1:15 pm & 3:15-5:30 pm.  
Other—All other times.

Contract	Non-contract
1 min 30 sec	1 min 30 sec
3.90	5.00
2.80	4.00
10 sec ROS 6 am-8 pm, contract	1.65
10 sec ROS 6 am-8 pm, non-contract	2.25

(\* To earn contract discount the following must be met: 50+ spots within 14 days; 10 spots w/ky for 13 consec wks; 10 spots w/ky for 26 alternating wks; 5 spots w/ky for 52 wks, (1 ti daily=5 days w/ky); program contract in effect for 13 wks.

**WCOR-FM**

1963

Subscriber to the NAB Radio Code  
Media Code 4 244 5601 0.00  
WCOR Broadcasting Corp., Box 549, 1 mile east of Lebanon on Trousdale Ferry Pike, Lebanon, Tenn. 37087. Phone 615-444-0474.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WCOR-FM: Programmed for adults & young adults.

3. FACILITIES  
ERP 18,000 w.; 107.3 mc. Stereo.  
Operating schedule: 6 am-midnight.

4. AGENCY COMMISSION  
15% within 30 days.

**TIME RATES**  
ET 11/28/73—Rec'd 12/3/74.

6. SPOT ANNOUNCEMENTS

Contract	Non-contract
1 min 30 sec	1 min 30 sec
3.00	4.00
2.00	2.50
1.00	1.50

50+ spots per mo earn contract rate.

**LENOIR CITY (2 AM; 1 FM)**

Loudon County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

**WBLC**

1965

Media Code 4 244 5670 5.00  
Livesay Corp., Box 100, Lenoir City, Tenn. 37771. Phone 615-986-8021.

1. PERSONNEL  
General Manager—Earl Lauderdale.

2. REPRESENTATIVES  
Memphis—R. S. Crane Company, Inc.

3. FACILITIES  
1,000 w., 1360 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset.

4. AGENCY COMMISSION  
None; all rates net to station.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/69—Rec'd 9/8/70.

1x	13x	26x	39x	52x	78x
3.00	2.85	2.70	2.55	2.40	2.25
2.15	2.05	1.95	1.85	1.75	1.65
1.04x	1.04x	1.04x	1.04x	1.04x	1.04x
2.10	1.95	1.80	1.65	1.50	1.35
1.65	1.55	1.45	1.35	1.25	1.15

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 ti..... 2.65	2.40	78 ti..... 2.15	1.90
13 ti..... 2.55	2.30	104 ti..... 2.05	1.80
26 ti..... 2.45	2.20	150 ti..... 1.95	1.70
39 ti..... 2.35	2.10	260 ti..... 1.75	1.50
52 ti..... 2.25	2.00	312 ti..... 1.50	1.25

**WLIL**

1950

Media Code 4 244 5740 6.00  
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-986-7536.

STATION'S PROGRAMMING DESCRIPTION  
WLIL: Programmed for adults.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Arthur Wilkerson.

3. FACILITIES  
1,000 w. days; 730 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6-9 am, 9:15-9:30 am, 10:30-11 am & 11:30 am-7 pm. For non-simulcast facilities see WLIL-FM.

4. AGENCY COMMISSION  
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Farm Directors Radio Network.

**TIME RATES**  
Rates effective July 1, 1954.  
Rates received July 6, 1954.

6. SPOT ANNOUNCEMENTS

1 time	13 times	26 times	39 times	52 times
5.10	4.80	4.50	4.20	3.90
5.40	5.10	4.80	4.50	4.20

**WLIL-FM**

1967

Media Code 4 244 5741 4.00  
WLIL, Inc., Box 340, 406 E. Broadway, Lenoir City, Tenn. 37771. Phone 615-986-7536.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 2,850 w.; 93.5 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 165 ft. above average terrain.  
Partial simulcast operation. Operated separately 5-6 am, 9-9:15 am, 9:30-10:30 am, 11-11:30 am & 7 pm-midnight. For simulcast facilities see WLIL.

**TIME RATES**  
Rates are identical to WLIL. See that listing.

**LEWISBURG**

Marshall County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**WJMM**

1947

Media Code 4 244 5810 7.00  
Louis D. Lingner, East Hill, Lewisburg, Tenn. 37091. Phone 615-359-4511, 12.

1. PERSONNEL  
Owner & Gen'l Mgr.—Louis D. Lingner.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5 am-10:10 pm daily. CST.

4. AGENCY COMMISSION  
None; agencies at commission to rates shown.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

**TIME RATES**  
ET 11/1/56—Rec'd 4/12/71.

6. SPOT ANNOUNCEMENTS

1 min	30 sec
2.00	1.00

**LEXINGTON (1 AM; 1 FM)**

Henderson County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**WDXL**

1954

Subscriber to the NAB Radio Code  
Media Code 4 244 5880 0.00  
Lexington Broadcasting Service, Inc., Box 170, Broad at Church, Lexington, Tenn. 38351. Phone 968-3500, 968-3155.

1. PERSONNEL  
General Manager—Ben Enoch.

2. REPRESENTATIVES  
Mid-South—C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional  
Operating schedule: 5:30 am-11 pm. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 6/1/56—Rec'd 12/17/69.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	39x	52x	78x
3.00	2.85	2.70	2.55	2.40	2.25
2.15	2.05	1.95	1.85	1.75	1.65
1.04x	1.04x	1.04x	1.04x	1.04x	1.04x
2.10	1.95	1.80	1.65	1.50	1.35
1.65	1.55	1.45	1.35	1.25	1.15

**WDXL-FM**

1965

Subscriber to the NAB Radio Code  
Media Code 4 244 5880 6.00  
Lexington Broadcasting Service, Inc., Box 170, Church and Broad St., Lexington, Tenn. 38351. Phone 968-3500.  
See affiliated AM station for additional information.

1. PERSONNEL  
Gen'l. Sta. & Sales Mgr.—Ben L. Enoch.

3. FACILITIES  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 8 am-10 pm. CST.  
Antenna ht.: 185 ft. above average terrain.

4. AGENCY COMMISSION  
None; all rates to station.

**TIME RATES**  
Rates are identical to WDXL. See that listing.

**LIVINGSTON (1 AM; 1 FM)**

Overton County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WLIV**

1956

Subscriber to the NAB Radio Code  
Media Code 4 244 5950 1.00  
WLIV, Inc., Box 359, Livingston, Tenn. 38570. Phone 615-823-1226.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Richard Gillespie.

3. FACILITIES  
1,000 w.; 920 kc. Non-directional.  
Operating schedule: 4:30 am-local sunset. CST.

4. AGENCY COMMISSION  
15% time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with KHS.

**TIME RATES**  
Rates effective November 1, 1956.  
Rates received June 29, 1964.

6. SPOT ANNOUNCEMENTS

1 MINUTE	30 sec	1 MINUTE	30 sec
1 ti..... 3.75	2.80	78 ti..... 2.80	2.60
13 ti..... 3.55	2.60	104 ti..... 2.45	2.25
26 ti..... 3.35	2.40	150 ti..... 2.25	2.05
39 ti..... 3.20	2.20	260 ti..... 2.05	1.85
52 ti..... 3.00	2.00	312 ti..... 1.85	1.65

**WLIV-FM**

1966

Subscriber to the NAB Radio Code  
Media Code 4 244 5951 9.00  
WLIV, Inc., Box 359, Livingston, Tenn. 38570. Phone 615-823-1226.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 95.9 mc.  
Operating schedule: 4:30 am-11 pm Mon thru Sat; 6 am-11 pm Sun.

**TIME RATES**  
ET 11/1/56—Rec'd 10/12/66.

6. SPOT ANNOUNCEMENTS

1 MINUTE	30 sec	1 MINUTE	30 sec
1 x..... 3.75	2.80	78 x..... 2.80	2.60
13 x..... 3.55	2.60	104 x..... 2.45	2.25
26 x..... 3.35	2.40	150 x..... 2.25	2.05
39 x..... 3.20	2.20	260 x..... 2.05	1.85
52 x..... 3.00	2.00	312 x..... 1.85	1.65

**LOOKOUT MOUNTAIN**

Hamilton County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**See Chattanooga**

(including Lookout Mountain, Red Bank, Tenn.; Rossville, Ga.)

**MADISON**

Davidson County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

**See Nashville**

(including Berry Hill, Donelson, Hendersonville, Madison)

**MANCHESTER (1 AM; 1 FM)**

Coffee County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**WMSR**

1957

Subscriber to the NAB Radio Code  
Media Code 4 244 6020 2.00  
WMSR, Inc., Oakdale St., Manchester, Tenn. 37355. Phone 615-728-3526.

STATION'S PROGRAMMING DESCRIPTION  
WMSR: Programmed for general interest.

1. PERSONNEL  
General Manager—Russell Daniel.

2. REPRESENTATIVES  
Memphis, Dallas—C. K. Beaver & Associates, Inc.

3. FACILITIES  
5,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 1/1/72—Rec'd 12/3/71.

6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	10 ti	50 ti	100+
1 min	3.00	2.50	2.00	1.50
30 sec	2.50	2.00	1.50	1.00
10 sec	2.00	1.50	1.00	.75

**TENNESSEE**

**WMSR-FM**

1962

Subscriber to the NAB Radio Code  
Media Code 4 244 6021 0.00  
WMSR, Inc., Oakdale St., Manchester, Tenn. 37355. Phone 615-728-3526.  
See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WMSR-FM: COMMERCIAL POLICY: 8 min hour.

3. FACILITIES  
ERP 20,000 w.; 99.7 mc.  
Operating schedule: 7 am-10 pm. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

**TIME RATES**  
Rates are identical to WMSR. See that listing.

**MARTIN**

Weakley County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WCMT**

1957

Media Code 4 244 6090 5.00  
J. T. Sudbury, Box 318, Martin, Tenn. 38237. Phone 587-2660.

STATION'S PROGRAMMING DESCRIPTION  
WCMT: Block programming.

1. PERSONNEL  
Gen'l Sta. & Sales Mgr.—D. A. Drumm.

2. REPRESENTATIVES  
C. K. Beaver & Associates, Inc.

3. FACILITIES  
1,000 w.; 1410 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.

4. AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 11/1/72—Rec'd 11/3/72.

6. SPOT ANNOUNCEMENTS

30-DAY PERIOD:	5x	15x	25x	100x	200x
1 min	4.00	3.75	3.50	3.25	3.00
30 sec	3.00	2.75	2.50	2.25	2.00

7. PACKAGE PLANS  
1-YR CONTRACT:  
1 min..... 2.50 300x 600x 1000x  
30 sec..... 1.75 1.60 2.10 1.50  
Contracts on an earned rate basis & rebated as discount number is reached.

**MARYVILLE-ALCOA (2 AM)**

Blount County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

**WEAG**

1957

ALCOA  
Media Code 4 244 6125 9.00  
Blount County Broadcasting Co., Box 127, Main Rd., Alcoa, Tenn. 37701. Phone 615-383-0890, 1.

1. PERSONNEL  
Pres., Gen'l & Com'l Mgr.—Herman Petre.

3. FACILITIES  
1,000 w. days; 1110 kc. Non-directional.  
Operating schedule: 5:00 am-local sunset weekdays; 6:00 am-local sunset Sun. EST.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates effective January 1, 1958.  
Rates received March 19, 1958.

6. SPOT ANNOUNCEMENTS

1 min	30 sec	1 min	30 sec
1 ti..... 4.00	3.00	52 ti..... 3.25	2.25
18 ti..... 3.75	2.75	100 ti..... 3.00	2.00
26 ti..... 3.50	2.50		

7. PACKAGE PLANS  
SATURATION RATE PLAN  
100 words maximum, no guaranteed times:  
10 announcements... 40.00 75 announcements 168.75  
20 announcements... 75.00 100 announcements 200.00  
30 announcements... 97.50 200 announcements 330.00  
40 announcements... 110.00 300 announcements 420.00  
50 announcements 125.00  
FLASH ANNOUNCEMENTS  
25 words maximum, no guaranteed times:  
30 announcements... 60.00 90 announcements... 126.00  
60 announcements... 102.00  
Maximum acceptable contract on Saturation Rate and Flash Announcements: 30 days

10. SPECIAL FEATURES  
News Service—AP News service charge, per week 40.85.

**WGAP**

1947

MARYVILLE  
Media Code 4 244 6160 8.00  
Aluminum Cities Broadcasting Co., Box 607, WGAP Bldg., 316 Court St., Maryville, Tenn. 37801. Phone 615-983-4310.





Memphis—W D I A—Continued

FM facilities. WAID (FM).  
Affiliated with American Contemporary Network.  
Affiliated with Bernard Howard Black Radio Network

**TIME RATES**  
No. 18 Eff 4/1/74—Rec'd 3/1/74.  
AAA—Mon thru Fri 6-10 am  
AA—Sun thru Sat 7-9 pm; Sat 6-10 am  
A—Sun thru Sat 9 pm-midnight; Mon thru Sat 5-9 am

**4. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—10%  
52 wk—15%  
Applies only to minimum 6 per wk rateholder.

**7. PACKAGE PLANS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**WEZI (FM)**  
1968  
MEMPHIS  
RAB

A Southern Broadcasting Company Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 6685 2.00  
The Southern Broadcasting Co., 5900 Poplar, Memphis, Tenn. 38138. Phone 901-767-6532.

**STATION'S PROGRAMMING DESCRIPTION**  
WEZI (FM): MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 4/23/73.

**1. PERSONNEL**  
President—John G. Johnson.  
Gen'l & Nat'l Sales Mgr.—Dave Thomas.  
Operations Manager—Don Speer.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 762 ft. above average terrain.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20b, 21b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 50, 51c.  
Comb.; Cont. Discounts: 60f, 60i, 61a, 62b, 62d.  
Cancellation: 70c, 71a, 72, 73b.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
No. 1 Eff 5/1/73—Rec'd 4/23/73.  
AAA—Mon thru Sun 10 am-7 pm.  
AA—Mon thru Sat 6-10 am.  
A—Mon thru Sun 7 pm-midnight; Sun 6-10 am.

**4. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**WHBQ**  
1925  
MEMPHIS  
RAB

An RKO General Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 6720 7.00  
RKO General, Inc., 485 S. Highland, Memphis, Tenn. 38111. Phone 901-323-7661. TWX 901-278-1314.

**1. PERSONNEL**  
Gen'l & Nat'l Sales Mgr.—Jim Bedwell.  
Program Director—J. J. Jordan.  
Promotion Director—Sam McCullough.

**2. REPRESENTATIVES**  
RKO Radio Representatives, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 560 kc.  
Directional—separate pattern.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12b, 13c, 14c, 15c.  
Basic Rates: 20b, 21d, 22b, 23a, 24a, 24c, 25a, 27, 30, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 48, 50, 51c.  
Comb.; Cont. Discounts: 60d, 60f, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
No. 24 Eff 4/1/74—Rec'd 4/5/74.  
AAA—Mon thru Sat 6-10 am & 3-8 pm; Sat 10 am-3 pm.  
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-8 pm.  
A—Mon thru Sun 5-6 am & 8 pm-1 am.  
B—Mon thru Sun 1-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5%  
52 wk—10%

**WLOK**  
1951  
MEMPHIS  
STAFF BROADCASTING GROUP, INC.

Media Code 4 244 6860 1.00  
Star WLOK, Inc., 363 S. Second St., Memphis, Tenn. 38103. Phone 901-527-9565.

**STATION'S PROGRAMMING DESCRIPTION**  
WLOK: Programmed for black audience.  
MUSIC: rhythm and blues, blues & jazz. Black AIR PERSONALITIES do all shows including live commercials. NEWS: at :60, headlines at :30. SPORTS: live & direct coverage of high school basketball & football, professional football. Contact Representative for further details. Rec'd 7/1/74.

**1. PERSONNEL**  
President—Peter H. Starr.  
Vice-Pres. & Gen'l Mgr.—Bill McKay.  
National Sales Manager—Lou Mahacek, Jr.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily CST.

**4. AGENCY COMMISSION**  
15/0; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 28b, 28c, 29a, 30.  
Contracts: 40c, 41, 42d, 43, 44b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with ATA Radio Network.  
Affiliated with Mutual Black Network.  
Affiliated with National Black Network.

**TIME RATES**  
No. 7 Eff 7/1/72—Rec'd 6/1/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—All other times.

**7. PACKAGE PLANS**

SECTION I	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**SECTION II**

1 min	30 sec	15 sec	10 sec
AAA	33	23	18
AA	23	18	14
A	18	14	11

**SECTION III—TAP**

1/3AA, 1/3A, 1/3B	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**WMC**  
1923  
MEMPHIS  
NBC Radio Network  
BLAIR RADIO

Subscriber to the NAB Radio Code  
Media Code 4 244 6930 2.00  
Scripps-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

**1. PERSONNEL**  
Gen'l & Com'l Mgr.—Dean Osmundson.  
Local Sales Manager—Bob Webber.  
Program Director—Job Young.

**2. REPRESENTATIVES**  
Blair Radio.

**3. FACILITIES**  
5,000 w.; 790 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24c, 26, 27, 28a, 29a, 29b, 30, 31, 32b, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC and Blair Radio Network.

**TIME RATES**  
No. 29 Eff 7/15/74—Rec'd 7/16/74.  
AAA—Mon thru Fri 6-10 am & 3-8 pm.  
AA—Mon thru Fri 5-6 am & 10 am-3 pm, Sat & Sun 5 am-8 pm.  
A—Mon thru Sun 8 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**WMC-FM**  
1947  
MEMPHIS  
BLAIR RADIO

Subscriber to the NAB Radio Code  
Media Code 4 244 6931 0.00  
Scripps-Howard Broadcasting Co., Box 420, Cross-town Station, 1960 Union Ave., Memphis, Tenn. 38104. Phone 901-274-8515.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 300,000 w. (horiz.), 100,000 w. (vert.); 99.7 mc.  
Antenna ht.: 970 ft. above average terrain.  
Operating schedule: 24 hours. CST.

**TIME RATES**  
No. 17 Eff 7/15/74—Rec'd 7/16/74.  
AA—Mon thru Fri 6-10 am & 3-8 pm; Sat & Sun 6 am-8 pm.  
A—Mon thru Sun 8 pm-midnight; Mon thru Fri 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**TENNESSEE**  
WMP S  
1925  
MEMPHIS  
HR STONE radio  
RAB

A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 7000 3.00  
Plough Broadcasting Co., Inc., Radio Center, 112 Union, Memphis, Tenn. 38103. Phone 901-525-8868.  
Mailing Address: Box 3584, Memphis, Tenn. 38103.

**STATION'S PROGRAMMING DESCRIPTION**  
WMP S Programmed for adults 18-34.  
MUSIC: current contemporary hits with solid gold mix. 5 AIR PERSONALITIES handle all segments.  
NEWS: 4 man staff. 5-min newscasts at 55. Contact Representative for further details. Rec'd 9/3/74.

**1. PERSONNEL**  
President—Harold R. Krelstein.  
Vice-Pres. & Gen'l Mgr.—H. Wayne Hudson.  
Sales Manager—John Rhea.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
10,000 w. days, 5,000 w. nights; 650 kc.  
Directional night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 33 Eff 5/1/74—Rec'd 4/8/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun 6 am-7 pm.  
A—Sun thru Sat 7 pm-midnight.  
B—Sun thru Sat midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	15 sec	10 sec
AAA	33	23	18	14
AA	23	18	14	11
A	18	14	11	8

**7. PACKAGE PLANS**  
SATURATION PACKAGES

PER WK:	8 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	40	38	37	36	34	33
1 min	33	32	31	30	29	28
1 min	28	27	25	24	23	22

**WMP S-FM**  
1959  
MEMPHIS  
RAB

A Plough, Inc. Station  
Subscriber to the NAB Radio Code  
Media Code 4 244 7001 1.00  
Plough Broadcasting Co., Inc., Radio Center, 112 Union, Memphis, Tenn. 38103. Phone 901-525-2663.  
Mailing Address: Box 3584, Memphis, Tenn. 38103.  
See affiliated AM station for additional information.  
(This listing continued on next page)



# TENNESSEE

## Memphis—W M P S-FM—Continued

**STATION'S PROGRAMMING DESCRIPTION**  
 WMP S-FM: MUSIC: classical. SPORTS: football & baseball. Contact Representative for further details. Rec'd 9/3/74

**1. PERSONNEL**  
 Managing Director—Aubrey Guy.

**2. FACILITIES**  
 ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.1 mc. stereo.  
 Antenna ht.: 530 ft. above average terrain.  
 Operating schedule: 7 am-midnight. CST.

**3. GENERAL ADVERTISING** See coded regulations  
 15 minute program—3:00 commercial limitation.  
 Affiliated with American Entertainment Network.

**4. AGENCY COMMISSION**  
 15/0 time only; 10 days.

**5. SPOT ANNOUNCEMENTS**  
 No. 3 ET 5/1/74—Rec'd 4/11/74.

1 min/less	6 ti	12 ti	18 ti	24 ti	30 ti
1 hr.	1x	13x	26x	39x	52x
1/2 hr.	75.00	72.00	69.00	66.00	63.00
1/4 hr.	52.50	49.50	46.50	43.50	40.50
10 min.	30.00	27.00	25.50	24.00	22.50
5 min.	21.00	18.00	16.50	15.00	13.50

## WMQM

1964  
 MEMPHIS

**Jack Masla & Company, Inc.**

Media Code 4 244 7070 6.00  
 Dalworth Broadcasting Co., Chisca Plaza Hotel, 273 S. Main, Memphis, Tenn. 38101. Phone 901-523-6000.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMQM: Programmed for adults 18 and up. MUSIC: top 50 modern country and western throughout day with all personalities. NEWS: regional at :55. local news at :30. Weather at :15 & :45. Audience participation contests. Local 5 min sports shows, mobile news coverage. 30 & 60 second commercials. Religious programs. Sun only. Contact Representative for further details. Rec'd 7/25/68.

**1. PERSONNEL**  
 President—Kurt A. Meer.  
 General Manager—Kurt A. Meer, Jr.  
 Program Director—Wayne Edwards.

**2. REPRESENTATIVES**  
 Jack Masla & Co., Inc.

**3. FACILITIES**  
 5,000 w. days; 1480 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40a, 45, 46, 48.  
 Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62a.  
 Cancellation: 70a, 70c, 73a.

**TIME RATES**  
 ET 7/1/71—Rec'd 7/2/71.  
 AA—Mon thru Fri 6-10 am & 3-7 pm.  
 A—Mon thru Fri 10 am-3 pm.  
 B—Sat & Sun.

**6. SPOT ANNOUNCEMENTS**

1 MIN	1x	52x	104x	156x	208x
AA	25	24	23	22	21
A	23	22	21	20	19
B	18	17	16	15	14

30 sec: 80% 1-min. 10/20 sec: 50% 1-min.

**7. PACKAGE PLANS**

AA	6 ti	12 ti	18 ti	24 ti
A	23	22	21	20
B	18	17	16	15

**8. PROGRAM TIME RATES**

1 x	1/2 hr	1/4 hr	5 min
150	85	50	25

## WREC

1922  
 MEMPHIS

**CBS Radio Network**

**KATZ RADIO**

Subscriber to the NAB Radio Code  
 Media Code 4 244 7140 7.00  
 Cowles Tennessee Radio Properties, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-523-1313.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Zack Hill.  
 Program Director—Dean Pollard.

**2. REPRESENTATIVES**  
 Katz Radio.

**3. FACILITIES**  
 5,000 w.; 600 kc. Directional—night only.  
 Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 15b, 18.  
 Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24c, 25a, 33a.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49, 51b.  
 Comb.; Cont. Discounts: 60b, 60c, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62h.  
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with CBS.  
 Affiliated with Katz Radio Network.

**TIME RATES**  
 AM/FM COMBINATION  
 No. 36 ET 4/16/73—Rec'd 4/30/73.  
 AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	43	41	40	39	38
AA	39	37	36	35	34
A	35	33	32	31	30
B	30	28	27	26	25

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 AM only; Deduct 8.00 per spot.

**8. PROGRAM TIME RATES**

PER YR:	AM ONLY	6 am-7 pm	7 pm-8 am
1x	52x	260x	1x
1/2 hr	115	105	85
1/4 hr	85	80	75
10 min	75	70	65
5 min	65	60	55

## WREC-FM

1967  
 MEMPHIS

Subscriber to the NAB Radio Code  
 Media Code 4 244 7141 5.00  
 Cowles Tennessee Radio Properties, Inc., Hotel Peabody, Memphis, Tenn. 38101. Phone 901-523-1313.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 100,000 w.; 102.7 mc.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: — ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Sold in combination with WREC. See that listing.

**TIME RATES**  
 No. 1 ET 8/1/71—Rec'd 4/30/73.  
 AA—Mon thru Sun 10 am-7 pm.  
 A—All other times.

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	20	18	15	12	10
A	18	15	13	11	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## WWE

1955  
 MEMPHIS

Media Code 4 244 7175 3.00  
 Tri-State Broadcasting Service, Inc., 1331 Union Ave., Memphis, Tenn. 38104. Phone 901-725-7657.

**STATION'S PROGRAMMING DESCRIPTION**  
 WWE: Programmed for adults and young adults. All news & talk except weekend PM jazz. NEWS: network; 5 man local staff; remote facilities. Audience tele/talk shows 8 am-4 pm & 6 pm-sign-off. M-Sun. Personalities handle live commercials & news. Contact Representative for further details. Rec'd 8/1/73.

**1. PERSONNEL**  
 President—Sam C. Phillips.  
 General Manager—Bill Thomas.

**2. REPRESENTATIVES**  
 David Carpenter Company.

**3. FACILITIES**  
 1,900 w. days; 1430 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 23b, 24b, 25c, 28c, 29a.  
 Contracts: 40a, 41, 44a, 44b, 46, 48, 51c.  
 Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.  
 Cancellation: 70a.  
 Prod. Services: 81, 82.  
 Affiliated with American Information Network.

**TIME RATES**  
 ET 7/1/72—Rec'd 6/16/72.

**6. SPOT ANNOUNCEMENTS**

YEARLY CONTRACT:	1x	104x	208x	520x
1 min.	18.20	15.60	13.00	10.40
30 sec.	14.85	11.70	9.75	7.80

10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
 1x 26x 104x 812x  
 5-min newcasts: 39.00 32.50 26.00 19.50

## MILAN (1 AM; 1 FM)

Gibson County—Map Location B-4  
 See SRDS consumer market map and data at beginning of the State.

## WKBJ

1955

Subscriber to the NAB Radio Code  
 Media Code 4 244 7210 3.00  
 West Tennessee Broadcasting Co., Box 230, Hwy. 70A, Milan, Tenn. 38358. Phone 901-686-7481.

**1. PERSONNEL**  
 Station Manager—Bill Haney.

**2. REPRESENTATIVES**  
 Memphis, Atlanta, Dallas—C. K. Beaver & Associates, Inc.

**3. FACILITIES**  
 1,000 w. days; 1600 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
 FM-ERP 28,000 w.; 92.3 mc.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: — ft. above average terrain.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: National AdRadio Groups, Inc.

**TIME RATES**  
 ET 3/1/74—Rec'd 2/21/74.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	52x	104x
1 min	2.00	1.75	1.50
30 sec	1.75	1.50	1.25

## MILLINGTON

Shelby County—Map Location A-5  
 See SRDS consumer market map and data at beginning of the State.

## WTNN

1962  
 Media Code 4 244 7280 1.00  
 The Moore Company, Inc., 6960 Bucknell, Millington, Tenn. 38053. Phones 901-872-3396, 3397.

**1. PERSONNEL**  
 General Manager—Steve Williams.

**2. FACILITIES**  
 500 w. days; 1330 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only; 10 days.

**5. GENERAL ADVERTISING** See coded regulations  
 15 minute program—3:00 commercial limitation.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 ET—Rec'd 3/30/73.

1 min	5x	26x	156x	312x	1000x
1 min	5.00	4.50	4.15	3.65	3.10
30 sec	4.50	4.00	3.50	3.00	2.50
10 sec	3.10	2.90	2.50	2.10	2.00

## MORRISTOWN (2 AM; 1 FM)

Humboldt County—Map Location K-4  
 See SRDS consumer market map and data at beginning of the State.

## WAZI

1964  
 Subscriber to the NAB Radio Code  
 Media Code 4 244 7315 5.00  
 East Tennessee Broadcast Corp., Box 1759, Morristown, Tenn. 37814. Phone 615-586-9898.

**3. FACILITIES**  
 ERP 3,000 w.; 95.9 mc. Stereo.  
 Operating schedule: 6-1 am. EST.  
 Antenna ht.: 156 ft. above average terrain.

**TIME RATES**  
 ET 11/10/72—Rec'd 11/13/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00
20/30 sec	70% of 1-min.	10 sec: 50% of 1-min.			

**1. PERSONNEL**  
 Sales Manager—Ray Stockard.

**3. FACILITIES**  
 ERP 3,000 w.; 95.9 mc. Stereo.  
 Operating schedule: 6-1 am. EST.  
 Antenna ht.: 156 ft. above average terrain.

**TIME RATES**  
 ET 11/10/72—Rec'd 11/13/72.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.75	4.50	4.25	4.00
20/30 sec	70% of 1-min.	10 sec: 50% of 1-min.			

## WCRK

1947

Subscriber to the NAB Radio Code  
 Media Code 4 244 7350 2.00  
 WCRK, Inc., Radio Center, Morristown, Tenn. 37814.  
 Phone 615-566-9101.

**1. PERSONNEL**  
 Manager—Howell Ashford.

**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.  
 South—David Carpenter Company.

**3. FACILITIES**  
 1,000 w. days; 500 w. nights; 1150 kc. Directional.  
 Operating schedule: 5:00 am-11:00 pm. EST.

**4. AGENCY COMMISSION**  
 15/0; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: The Tobacco Radio Network.

**TIME RATES**  
 ET 4/1/74—Rec'd 1/30/74.

**6. SPOT ANNOUNCEMENTS**

1x	13x	26x	52x	104x	208x	520x
1 min	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.75	4.50	4.25	4.00	3.75	3.50

## WMTN

1957  
 Subscriber to the NAB Radio Code  
 Media Code 4 244 7420 3.00  
 East Tennessee Broadcasting Corp., Box 70, Morristown, Tenn. 37814. Phone 615-586-7993.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMTN: MUSIC: modern country.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—George Guertin.  
 Sales—Don Crisp.

**2. REPRESENTATIVES**  
 New York—Charles Bernard Co., Inc.

**3. FACILITIES**  
 5,000 w. days; 1300 kc.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15%.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WAZI.  
 Member: Farm Radio Network, Country Music Network.

**TIME RATES**  
 ET—Rec'd 12/9/70.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	6.00	5.75	5.50	5.25	5.00
20/30 sec	70% of 1-min.	10 sec: 50% of 1-min.			

## MOUNTAIN CITY

Johnson County—Map Location M-3  
 See SRDS consumer market map and data at beginning of the State.

## WMCT

1967  
 Media Code 4 244 7456 7.00  
 Johnson County Broadcasting Co., Inc., Box 78, Mountain City, Tenn. 37883. Phone 727-6701.

**1. PERSONNEL**  
 General Manager—Paul Gobbe.

**3. FACILITIES**  
 500 w. days; 1390 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
 15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with KBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 3/1/72—Rec'd 5/2/72.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	1 min	30 sec
1x	3.00	2.00	78 x
13 x	2.80	1.85	104 x
26 x	2.60	1.70	130 x
39 x	2.40	1.60	260 x
52 x	2.20	1.50	520 x
65 x	2.00	1.40	

**7. PACKAGE PLANS**  
 ROS, PER WK:

10 ti	18 ti	20 ti	25 ti	30 ti	60 ti
1 min	2.00	1.85	1.70	1.60	1.50
30 sec	1.60	1.45	1.35	1.25	1.10

## MURFREESBORO (2 AM; 1 FM)

Rutherford County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

## WGNS

1948

Media Code 4 244 7490 6.00  
 Regional Broadcasting Corp., Box 762, Murfreesboro, Tenn. 37130. Phone 615-893-5373.

**1. PERSONNEL**  
 President—William R. Vogel.  
 Vice-President—Monte Hale.

**2. FACILITIES**  
 1,000 w.; 1450 kc. Non-directional.  
 Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a.  
 Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25b, 29a.  
 Contracts: 40c, 42b, 45, 46, 47a, 48.  
 Comb.; Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with MBS.

**TIME RATES**  
 ET 12/1/72—Rec'd 1/8/73.

**7. PACKAGE PLANS**

Flat	5.10	Flat	4.20
10 ti/1 day	3.95	10 ti/1 day	3.45
30 DAYS:	25 ti	50 ti	100 ti
1 min	3.70	2.45	2.25
30 sec	2.95	2.70	2.45

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
1x	70	50	26	12
26 x	61	40	23	17
52 x	58	35	20	15

## WMTS

1953

Media Code 4 244 7560 6.00  
 WMTS, Inc., Box 860, Murfreesboro, Tenn. 37130.  
 Phone 615-893-6611.

**STATION'S PROGRAMMING DESCRIPTION**  
 WMTS: MUSIC: country and western and gospel. NEWS: 5 min on hour headlines on half-hour & mobile news units. UPI wire and audio. SPORTS: coverage of local high school and college. Farm and markets on regularly. Rec'd 8/11/67.

**1. PERSONNEL**  
 President—Mary Reeves.  
 Vice-Pres. & Gen'l Mgr.—Tom Perryman.

**3. FACILITIES**  
 5,000 w. days; 810 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 29a.  
 Contracts: 40a, 45, 46, 48.  
 Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with KBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 3/1/74—Rec'd 1/31/74.

**6. SPOT ANNOUNCEMENTS**

PER MO:	15 ti	30 ti	60 ti	90 ti	120 ti	150 ti
1 min	100x	300x	600x	900x	1200x	1500x
10 sec	2.75	2.60	2.45	2.30	2.15	2.00
30/20						



**Murfreesboro—W MTS-FM—Continued**

- 3. FACILITIES**  
ERP 3,500 w.; 96.3 mc. Stereo.  
Operating schedule: 6:00 am-midnight. CST.  
Antenna ht.: 250 ft. above average terrain.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 8/12/74.
- 6. SPOT ANNOUNCEMENTS**
- |               |       |       |       |        |
|---------------|-------|-------|-------|--------|
| ROS, 90 DAYS: | 30 ti | 60 ti | 90 ti | 120 ti |
| 30 sec:       | 2.50  | 2.35  | 2.20  | 2.00   |

**NASHVILLE (10 AM; 5 FM)**

(including Berry Hill, Danelson, Hendersonville, Madison)  
Davidson County—Map Location E-4  
Sumner County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time-buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (10 am-3 pm)		Afternoon (3-7 pm)		Evening (7 pm-midnight)	
	Traffic	Daytime	Traffic	Daytime	Traffic	Daytime
A	66	56	66	47	47	47
B	47	42	47	43	43	43
C	42	34	37	38	38	38
D	42	34	37	38	38	38
AVERAGE	49	42	47	38	38	38

**WAMB**

1971  
DONELSON

Media Code 4 244 7600 0.00  
Great Southern Broadcasting Co., Inc., 1817 Lebanon Rd., Nashville, Tenn. 37210. Phone 615-889-1960.  
**STATION'S PROGRAMMING DESCRIPTION**  
WAMB: Program for adults and young adults. Floating news format presenting news events continuously throughout musical selections, backed up by 5 min summaries at :60 & :30. Emphasis on live local news coverage via 2-way radio. AP & national actualities from network. MUSIC: MOR singles 75%, albums 25%. Rec'd 6/2/71.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—William O. Barry.  
Vice-Pres. & Sta. Mgr.—S. Bart Walker.  
Dir. of Community Relations—Peter Daniel Dugan.
- 3. FACILITIES**  
250 w. days; 1190 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15% time only; 10% if paid in advance.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b, 15d.  
Basic Rates: 20b, 21a, 24a, 24c, 25a, 28b, 29b, 30.  
Contracts: 40b, 41b, 47a, 51b.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 71a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 ET 8/1/74—Rec'd 9/3/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 wk	14 wk	27 wk	1 wk	14 wk	27 wk
51+	3.10	2.90	2.70	4.90	4.85	4.80
26 ti	3.30	3.10	2.90	4.95	4.90	4.85
1 ti	3.50	3.30	3.10	5.00	4.95	4.90

**7. PACKAGE PLANS**  
Super Promo—60 30-sec spots, 7 days..... 295.00

**10. SPECIAL NEWS/WEATHER/SPORTS**

PER MO. MON THRU SAT:	1 wk	14 wk	27 wk
1 ti per day (10 sec open & close plus 30-sec spot):	175	150	125

**TRAFFIC REPORTS**

PER MO. MON THRU FRI:	3 per day (30 sec spot in drive time)	200	175	150
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**RELIGIOUS**

PER WK:	1/4 hr	1/2 hr	1 hr
1 x:	25	35	55

**WBYQ (FM)**

1970  
HENDERSONVILLE  
Oldies

Media Code 4 244 7615 8.00  
Hendersonville Broadcasting Corp., Box 372, 361 W. Main St., Hendersonville, Tenn. 37075. Phone 615-824-7177.  
Nashville Office: Box 4507, Nashville, Tenn. 37216.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBYQ (FM): MUSIC: Rock oldies mixed with current adult contemporary hits. Top 40 and rock and roll revival specials. COMMERCIAL POLICY: Limited to 8 min per hour. Contact Representative for further details. Rec'd 2/4/74.

- 1. PERSONNEL**  
General Manager—Robert Belch.  
Operations Manager—Duke Edwards.  
Continuity Director—Jim Sparks.

- 2. REPRESENTATIVES**  
PEO Time Sales, Inc.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only; 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.
- TIME RATES**  
ET 9/1/74—Rec'd 9/3/74.  
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |        |
|---------|-------|--------|
| PER WK: | 1 min | 30 sec |
| AA      | 18.00 | 14.00  |
| A       | 14.50 | 12.00  |

**WENO**

1957  
MADISON



**BERNARD HOWARD & CO., INC.**

Media Code 4 244 7830 7.00  
Central Broadcasting Corp., Box 5236, Nashville, Tenn. 37115. Phone 615-868-9366.

- 1. PERSONNEL**  
President—H. C. (Cal) Young, Jr.  
Vice-President—Casey Jenkins.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, non-directional; 1,000 w. nights, directional; 1430 kc.  
Operating schedule: 5:00 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.

**TIME RATES**  
Rates effective July 1, 1965.  
Rates received June 28, 1965.

Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.  
Class AA—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.  
Class A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA		20/30
1 ti	1 min	10 sec
53 ti	15.00	11.25
156 ti	14.00	10.50
260 ti	13.00	9.75
312 ti	12.00	9.00
320 ti	11.00	8.25
1040 ti	10.00	7.50
	9.00	6.75

CLASS AA		14.00	10.50	7.00
1 ti	1 min	14.00	10.50	7.00
52 ti	13.00	9.75	6.50	
156 ti	12.00	9.00	6.00	
260 ti	11.00	8.25	5.50	
320 ti	10.00	7.50	5.00	
520 ti	9.00	6.75	4.50	
1040 ti	8.00	6.00	4.00	

CLASS A		7.50	5.65	3.75
1 ti	1 min	7.50	5.65	3.75
52 ti	7.00	5.25	3.50	
156 ti	6.50	4.90	3.25	
260 ti	6.00	4.50	3.00	
312 ti	5.50	4.10	2.75	
520 ti	5.00	3.75	2.50	
1040 ti	4.50	3.35	2.25	

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLAN**

PER WK:	1 min	10 sec
12 ti (4AAA, 4AA, 4A)	116.00	87.00
18 ti (6AAA, 6AA, 6A)	159.00	119.10
24 ti (8AAA, 8AA, 8A)	192.00	144.00
36 ti (12AAA, 12AA, 12A)	258.00	193.20

**SATURATION PACKAGES**

CLASS AAA		13.00	9.75	6.50
12 ti	12.00	9.00	6.00	
18 ti	11.00	8.25	5.50	
24 ti	10.00	7.50	5.00	
36 ti	9.00	6.75	4.50	

CLASS A		8.50	4.90	3.25
12 ti	8.00	4.50	3.00	
18 ti	7.50	4.10	2.75	
24 ti	7.00	3.75	2.50	

Saturation Packages may be cross combined to earn numerical frequency. Not subject to retroactive discounts.

**WKDA**

1946  
NASHVILLE



**Chatham Corporation**

Media Code 4 244 7700 8.00  
WKDA Broadcasting Co., Inc., 1202 Stahlman Bldg., Union St., Nashville, Tenn. 37201. Phone 615-254-1355.

- STATION'S PROGRAMMING DESCRIPTION**  
WKDA: MUSIC: modern country delivered by AIB PERSONALITIES using MOR approach. Emphasis on time & weather. NEWS: local 4 man news team

for city news & traffic reports. SPORTS: college & bowl games. Editorials daily by sportscaster. Contact Representative for further details. Rec'd 5/9/73.

- 1. PERSONNEL**  
President—Stu Heppburn.  
Vice-Pres. & Gen'l Sls. Mgr.—Jim Ragan.  
Operations Manager—Ron Huntsman.
- 2. REPRESENTATIVES**  
Alert Torbet Associates, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20b, 21a, 21b, 23a, 24a, 24c, 26, 29d.  
Contracts: 40a, 46, 49, 51c.  
Cancellation: 71a, 72.  
Affiliated with ATA Radio Network.

- TIME RATES**  
AM/FM COMBINATION  
ET 9/15/73—Rec'd 9/4/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.
- 6. SPOT ANNOUNCEMENTS**
- |                |      |       |       |       |
|----------------|------|-------|-------|-------|
| PER WK, 1 MIN: | 6 ti | 12 ti | 18 ti | 24 ti |
| AA             | 35   | 33    | 33    | 30    |
|                | 31   | 29    | 28    | 26    |
- 30 sec: 80% of 1-min.
- 7. PACKAGE PLANS**  
TAP—1/2AA, 1/2A
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min:  | 32   | 30    | 29    | 27    |
- 30 sec: 80% of 1-min.  
AM only: 45% of AM/FM combination.

**WKDA-FM**

1962  
NASHVILLE

- Media Code 4 244 7701 6.00  
WKDA Broadcasting Co., Inc., 1202 Stahlman Bldg., Union St., Nashville, Tenn. 37201. Phone 615-254-1355.  
See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
WKDA-FM: MUSIC: rock with current hits & selected album cuts. NEWS: & traffic reports. Young AIR PERSONALITIES in main stream of modern thought trends. Contact Representative for further details. Rec'd 4/7/71.

- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 550 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with ATA Radio Network.  
Sold in combination with WKDA. See that listing for rates.
- TIME RATES**  
ET 9/15/73—Rec'd 9/4/73.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min:  | 23   | 21    | 20    | 19    |
- 30 sec: 80% of 1-min.

**WLAC**

1928  
NASHVILLE

**BLAIR RADIO**  
Contemporary

Subscriber to the NAB Radio Code

Media Code 4 244 7770 1.00  
Life and Casualty Insurance Co. of Tennessee, 181 4th Ave. N., Nashville, Tenn. 37219. Phone 615-256-0161. TWX 615-244-1049.

- STATION'S PROGRAMMING DESCRIPTION**  
WLAC: MUSIC: Current hits, blended with select album cuts & golden hits of recent years. Community Relations Director who works with citizen & authorities. NEWS: 5-man news staff. Local & national news at :50. News-breaker reports hourly. 8 pm-midnight contemporary black music. Contact Representative for further details. Rec'd 5/30/74.

- 1. PERSONNEL**  
Gen'l Mgr. & Nat'l Sales—James M. Ward.  
Reg. & Local Sales—Bill Byram.  
Program Director—Dick Kent.
- 2. REPRESENTATIVES**  
Blair Radio.
- 3. FACILITIES**  
50,000 w.; 1510 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0; payable upon receipt.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c.  
Basic Rates: 20b, 21a, 21b, 22a, 23a, 23b, 25a, 26, 28a, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47c, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60g, 60i, 61c.  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.

**TIME RATES**  
No. 19 ET 5/15/74—Rec'd 6/3/74.  
AAA—Mon thru Sat 6-10 am & 3-8 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-8 pm.  
A—Sun thru Sat 8 pm-1 am & 1-6 am.

**TENNESSEE**

- 6. SPOT ANNOUNCEMENTS**
- |                |      |       |       |       |
|----------------|------|-------|-------|-------|
| 1 MIN. PER WK: | 6 ti | 12 ti | 18 ti | 24 ti |
| AAA            | 30   | 28    | 26    | 24    |
| AA             | 27   | 25    | 24    | 22    |
- 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- ROTATION PLAN**  
10-min program segments rotating Mon thru Fri 8 pm-midnight. 1 per day, per wk time and talent 325.00.
- NIGHTTIME**
- |                    |    |      |      |      |       |
|--------------------|----|------|------|------|-------|
| PER YR. EA:        | 1x | 156x | 260x | 520x | 1060x |
| Sun-Sat 8 pm-1 am: | 40 | 38   | 37   | 35   | 34    |
| Sun-Sat 1-6 am:    | 32 | 30   | 28   | 26   | 24    |

**WLAC-FM**

1953  
NASHVILLE

Stereo



Subscriber to the NAB Radio Code  
Media Code 4 244 7771 6.00  
Life and Casualty Insurance Co. of Tennessee, 181 4th Ave. N., Nashville, Tenn. 37219. Phone 615-255-3421.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WLAC-FM: Programmed for general interest. AIR PERSONALITIES handle all segments. MUSIC: popular music, mostly middle-of-the-road, with current hits and standards. Network news each hour at 15 min after hour 7:15 am-10:15 pm. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 4/30/69.

- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.0 mc. Stereo.  
Operating schedule: 24 hours daily. CST.

- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.

**TIME RATES**  
No. 8 ET 5/15/74—Rec'd 6/3/74.  
AAA—Mon thru Fri 6 am-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
AAA	30	28	26	24
AA	25	24	23	22

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
(Nashville continued on next page)

**WLAC-FM 106.5**  
NASHVILLE, TENNESSEE

Now represented by  
**BLAIR RADIO**  
Division of John Blair & Company  
For details ask your Blair man.





**PROGRAM TIME RATES**  
 1 hr: 8x 1-min.  
 1/2 hr: 5-1/2x 1-min.  
 15 min: 1-1/2x 1-min.

**SPECIAL FEATURES**  
 News—Program rates apply.  
 All-Nite Show: 50% of applicable A rate.

**WVGM**

1967  
 NASHVILLE

A Crawford Owned Station

Media Code 4 244 8210 1.00  
 Crawford Radio Enterprises, Inc., Box 1100, 2003 Blair Blvd., Nashville, Tenn. 37202. Phones 818-298-4417, 298-4418, 292-1560.

**STATION'S PROGRAMMING DESCRIPTION**  
 WVGM: Sacred and inspirational music, local and national religious programs.  
 Approximately 3 hours per day devoted to religious programs, local & national; 9 hours per day to music, news and public affairs. Rec'd 3/5/74.

- PERSONNEL**  
 President—Donald B. Crawford.  
 Vice President—David B. Thomson.  
 Program Director—Roy Bee.
- FACILITIES**  
 10,000 w.; 1560 kc. Directional.  
 Operating schedule: 6 am-local sunset.
- AGENCY COMMISSION**  
 15/0 spots only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3d, 4b, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 12l, 13a, 14a, 15b, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 22a, 24b, 24c, 25a, 26, 28b, 28c, 29a.  
 Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50, 51b.  
 Comb.; Cont. Discounts: 60b, 61a, 62b.  
 Cancellation: 70b, 70d, 71a, 72, 73a.  
 Prod. Services: 80, 82.  
 Alcoholic beverages and tobacco advertising not acceptable.

**TIME RATES**

ET 8/1/72—Rec'd 10/20/72.

**6. SPOT ANNOUNCEMENTS**

WKS RUN:	10 sec	30 sec	1 min
52 wk.....	4	6	8
26 wk.....	5	7	10
13 wk.....	8	8	11

(\*) 5.50.  
 Minimum 5 per wk.

**7. PACKAGE PLANS**  
**SPECIAL PKGS FOR PROMOTION:**

1 wk.....	10 sec	30 sec	1 min
.....	4	5	7

Minimum 10 per day; 5 consec days.

**10. SPECIAL FEATURES**  
**ARMED FORCES SALUTE/WEATHER**

Per wk, ea.....	52 wk	26 wk	13 wk
.....	9	11	12

Incl open & close plus 1 30-sec spot. Minimum 5 per wk.

**5-MINUTE NEWS/SPORTS**

Per wk, ea.....	12	14	15
.....	12	14	15

Incl open & close plus 2 30-sec spots. Minimum 5 per wk.

**1/4-HR SPECIAL PROGRAMS**

Per wk, ea.....	52 wk	26 wk	13 wk
.....	30	35	35

Incl open & close plus 3 30-sec spots. Minimum 5 per wk with 26/52 wk contract. Minimum 5 per wk with 13 wk contract.

**RELIGIOUS PROGRAMS**

52-WK CONTRACT:	5 min	1/4 hr	1/2 hr	1 hr
Daily.....	12	25	40	75
Weekly.....	15	30	50	85

Fixed position, extra 10%.

**NEWPORT**

Cooke County—Map Location K-4  
 See SRDS consumer market map and data at beginning of the State.

**WLJK**

1954



Media Code 4 244 8330 3.00  
 WLJK, Inc., Box 270, Intersection Highways 25-W and 25-W west of Newport, Tenn. 37821. Phone 815-623-3095.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—Arthur Wilkerson.
  - FACILITIES**  
 5,000 w. days; 500 w. nights; 1270 kc.  
 Non-directional days, directional nights.  
 Operating schedule: 6 am-midnight daily. EST.
  - AGENCY COMMISSION**  
 15/0 time only; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Member: Farm Directors Radio Network, The Tobacco Radio Network.
- TIME RATES**  
 Rates effective December 1, 1955.  
 Rates received November 28, 1955.
- 6. SPOT ANNOUNCEMENTS/PROGRAM RATES**
- |                | 1 hr. | 1/2 hr. | 1/4 hr. | 5 min. | (*)  |
|----------------|-------|---------|---------|--------|------|
| 1 time.....    | 58.00 | 36.00   | 20.00   | 10.00  | 6.00 |
| 13 times.....  | 47.50 | 29.50   | 18.00   | 8.50   | 6.75 |
| 26 times.....  | 45.00 | 27.00   | 16.00   | 8.00   | 6.40 |
| 52 times.....  | 42.50 | 25.50   | 17.00   | 8.50   | 5.10 |
| 194 times..... | 40.00 | 24.00   | 16.00   | 8.00   | 4.80 |
| 156 times..... | 37.50 | 22.50   | 15.00   | 7.50   | 4.50 |
- (\*) Spot announcements one minute or less.  
 Automotive rate, flat. 4.50

**OAK RIDGE (2 AM; 2 FM)**

Anderson County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

**WATO**

1948



Media Code 4 244 8400 4.00  
 WATO, Inc., Box 3268, 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phones 615-483-3535, 3533.

**STATION'S PROGRAMMING DESCRIPTION**  
 WATO: Programmed for general adult interest.  
 MUSIC: contemporary MOR 5:30 am-6 pm; top 40 6 pm-1 am with emphasis on music personalities.  
 AIR PERSONALITIES handle all segments, with 18 local newscasts at :55 and 19 network casts at :30. Emphasis on city & county news & public affairs.  
 SPORTS: high school & college football & basketball; major league baseball & major auto races plus 18 reports daily at :55. Contact Representative for further details. Rec'd 2/1/74.

- PERSONNEL**  
 Chairman of the Board—Henry Rau.  
 President—Lloyd S. Smith.  
 Vice-Pres. & Mgr.—Leonard M. McCole.  
 Charles Bernard Co., Inc.  
 Atlanta—David Carpenter Company.
- REPRESENTATIVES**  
 Charles Bernard Co., Inc.
- FACILITIES**  
 5,000 w. days; 500 w. nights; 1290 kc.  
 Directional.  
 Operating schedule: 5:30-1 am. EST.
- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40a, 42a, 45, 46, 47a, 48.  
 Comb.; Cont. Discounts: 60a, 61a, 61b, 62b.  
 Cancellation: 70a, 70e, 71a, 73a.  
 FM facilities: WUOU (FM).  
 Affiliated with MBS.  
 Member: Country Music Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 7 ET 4/15/72—Rec'd 5/30/72.

A—Mon thru Fri 6:30-9 am & 4-6 pm.

BTA—All other times.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	260x	365x	520x	780x
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
30 sec	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60

BTA

	1 min	5.30	5.00	4.75	4.50	4.20	3.95	3.65	3.40
30 sec	4.25	4.05	3.80	3.60	3.35	3.15	2.95	2.75	2.55

**7. PACKAGE PLANS**  
**7-DAY SATURATION—ROS**

PER WK:	20 ti	30 ti	40 ti	50 ti
1 min.....	96.00	135.00	160.00	187.50
30 sec.....	80.00	112.50	130.00	145.00

PER WK: 100 ti 50 ti 20 ti  
 15.00 11.00 55.00

**8. PROGRAM TIME RATES**

5 MIN:	1x	52x	104x	156x	260x
A.....	10.50	9.75	9.25	8.75	8.25
BTA.....	9.75	9.00	8.50	8.00	7.50

**WOKI-FM**

1974



Media Code 4 244 8417 8.00  
 Oak Ridge FM, Inc., 125 Randolph Rd., Oak Ridge, Tenn. 37830. Phone 615-483-8451. Knoxville Phone 844-2861. (WOKI—Radioak, Inc., same address, etc.)

**STATION'S PROGRAMMING DESCRIPTION**  
 WOKI-FM: Programmed for young adults—18-40.  
 MUSIC: 5:30 am-12M 75% current top 40, 25% oldies from last 5 yrs. 12M-5:30 am 50% current top 40, 50% rock. SPORTS: U football. Contact Representative for further details. Rec'd 6/4/74.

- PERSONNEL**  
 Pres. & Gen'l Mgr.—John W. Pirkle.
- REPRESENTATIVES**  
 Southern Spot Sales, Inc.
- FACILITIES**  
 FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.);  
 100.3 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 2,000 ft. above average terrain.  
 AM—1,000 w.; 1550 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
 15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 4d, 7b.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
 Basic Rates: 20a, 22b, 23b, 24b, 25a, 28b.  
 Contracts: 40a, 44b, 45, 46, 51b.  
 Comb.; Cont. Discounts: 60f, 61c, 62d.  
 Cancellation: 70e, 71a, 73b.  
 Prod. Services: 80, 81, 82.

**TIME RATES**

No. 1 ET 4/15/74—Rec'd 5/29/74.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
5 ti.....	10.00	9.00	9.25	8.20	8.75	7.80
10 ti.....	9.75	8.80	9.00	8.00	8.50	7.60
20 ti.....	9.50	8.60	8.75	7.80	8.25	7.40
35 ti.....	9.00	8.40	8.25	7.25	7.75	7.00
50 ti.....	8.40	7.50	7.25	6.80	7.00	6.40

(D)

**WUOU (FM)**

1968



Media Code 4 244 8435 0.00  
 WATO AM, FM, Inc., Box 3268, 113 Eastburn Lane, Oak Ridge, Tenn. 37830. Phone 615-483-3535.  
 See affiliated AM station for additional information.  
 AM facilities: WATO.

**STATION'S PROGRAMMING DESCRIPTION**  
 WUOU (FM): Programmed with contemporary music specifically for the tastes of the community. Emphasis on local public service programming. Contact Representatives for further details. Rec'd 2/1/74.

**2. FACILITIES**  
 ERP 2,450 w. (horiz. & vert.), 94.3 mc. Stereo.  
 Operating schedule 6-1 am. EST.  
 Antenna ht.: 200 ft. above average terrain.

**TIME RATES**

ET 10/1/70—Rec'd 4/6/70.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	200x
1 min.....	5.00	4.75	4.50	4.25	4.00

30 sec & 10 sec flashes: 80% of 1-min.

**ONEIDA (1 AM; 1 FM)**

Scott County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

**WBNT**

1959

Media Code 4 244 8470 7.00  
 Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-19.

- STATION'S PROGRAMMING DESCRIPTION**  
 WBNT: C&W.
- PERSONNEL**  
 General Manager—Hillard Mattie.
  - FACILITIES**  
 1,000 w.; 1310 kc. Non-directional.  
 Operating schedule: 5:30 am-sunset. EST.  
 Partial simulcast during AM operational hours. For non-simulcast facilities see WBNT-FM listing.
  - AGENCY COMMISSION**  
 15/0 time only; 10 days.
  - GENERAL ADVERTISING** See coded regulations  
 See affiliated AM station for additional information.  
 Affiliated with KBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET 6/1/69—Rec'd 5/14/69.

**6. SPOT ANNOUNCEMENTS**

	1 MINUTE	15x	30x	45x	60x
1x.....	3.20	2.50	2.25	2.00	1.75
13x.....	3.10	2.60	2.30	2.00	1.75
26x.....	3.05	2.32	2.10	1.80	1.55
52x.....	2.90	2.32	2.10	1.80	1.55
104x.....	2.70	2.25	2.00	1.75	1.50

30 sec: 80% of 1-min.  
 WBNT/WBNT-FM COMBINATION  
 Extra 40%.

**WBNT-FM**

1965

Media Code 4 244 8471 5.00  
 Oneida Broadcasters, Inc., Box 370, 42 Huntsville Rd., Oneida, Tenn. 37841. Phone 569-8598. TWX 7551-37-19.

- See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
 WBNT-FM: Gospel 6 am-3 pm; Pop 3-6 pm.
- REPRESENTATIVES**  
 David Carpenter Company.
  - FACILITIES**  
 ERP 3,000 w.; 105.5 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Simulcast with WBNT-AM 6 am-sunset.
  - GENERAL ADVERTISING** See coded regulations  
 Sold in combination with WBNT. See that listing.

**TIME RATES**

Rates are identical to WBNT. See that listing.

**PARIS (1 AM; 1 FM)**

Henry County—Map Location C-4  
 See SRDS consumer market map and data at beginning of the State.

**WTPR**

1946



Subscriber to the NAB Radio Code  
 Media Code 4 244 8540 7.00  
 The Paris Broadcasting Co., Box 700, 206 N. Brewer, Paris, Tenn. 38242. Phone 901-642-2621.

- STATION'S PROGRAMMING DESCRIPTION**  
 WTPR: AIR PERSONALITIES handle all segments.
- PERSONNEL**  
 General Manager—Joe P. Van Dyke.
  - FACILITIES**  
 250 w. days; 710 kc. Non-directional.  
 Operating schedule: 5:30 am-6 pm. CST.
  - AGENCY COMMISSION**  
 None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Farm Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

ET 10/1/72—Rec'd 8/25/72.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec	1 min	30 sec
1x.....	5.40	4.15	2.60	2.30	2.55	2.30
26x.....	4.90	3.75	3.12	2.80	2.30	2.10
52x.....	4.45	3.40	2.80	2.50	2.10	1.90
104x.....	4.05	3.10	2.60	2.30	1.90	1.70
156x.....	3.60	2.75	2.30	2.00	1.70	1.50

(\*) 30 sec or less.

**WTPR-FM**

1967



Subscriber to the NAB Radio Code  
 Media Code 4 244 8541 5.00  
 The Paris Broadcasting Co., Box 700, 206 N. Brewer, Paris, Tenn. 38242. Phone 901-642-2621.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WTPR-FM: MUSIC: modern country.

**TENNESSEE**

- FACILITIES**  
 ERP 3,060 w.; 105.5 mc. Stereo.  
 Operating schedule: 9 am-11 pm. CST.
- AGENCY COMMISSION**  
 None; all rates net to station.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

No. 5 ET 10/1/70—Rec'd 9/23/70.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	1 min	30 sec
1x.....	3.50	2.80	2.60	2.15
26x.....	3.20	2.55	2.32	1.95
52x.....	2.90	2.30	2.20	1.75
104x.....	2.65	2.10	2.00	1.60
156x.....	2.40	1.90	1.80	1.45

(\*) 30 sec or less.

**PIKEVILLE**

Bledsoe County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

**WUAT**

1972

Media Code 4 24

# TENNESSEE

## RIPLEY

Lauderdale County—Map Location B-5  
See SDDS consumer market map and data at beginning of the State.

### WTRB

1954

Media Code 4 244 8680 1.00  
Lauderdale Broadcasting Co., Box 410, Ripley, Tenn.  
38063. Phone 901-635-2221.

- PERSONNEL**  
Gen'l & Com'l Mgr.—Don Paris.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.
- FACILITIES**  
1,000 w. days; 1570 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
None; net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 11/1/72—Rec'd 11/1/72.

- SPOT ANNOUNCEMENTS**  
PER MO: 1 ti 11 ti 31 ti 101+  
1 min..... 3.50 2.75 2.50 2.00  
30 sec..... 2.50 2.00 1.75 1.40
- PACKAGE PLANS**  
50 ti, ROS, 30-sec spots in 7 days, ea..... 1.27

## ROCKWOOD

Roane County—Map Location H-5  
See SDDS consumer market map and data at beginning of the State.

### WOFE

1957

Media Code 4 244 8750 2.00  
WOFE Radio Inc., Box 387, Rockwood, Tenn. 37854.  
Phone 615-354-0580.

**STATION'S PROGRAMMING DESCRIPTION**  
WOFE: Nat'l & local news, 15 min at 8 am, noon, 5 pm.

- PERSONNEL**  
Vice-Pres. & Mgr.—Ferrell O'Quinn.
- FACILITIES**  
1,000 w. days; 580 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Eff 1/1/73—Rec'd 6/25/73.

- SPOT ANNOUNCEMENTS**  
1 min..... 5.00 4.50 4.25 4.00 3.90  
30 sec..... 4.00 3.60 3.40 3.20 3.12

## ROGERSVILLE

Hawkins County—Map Location K-4  
See SDDS consumer market map and data at beginning of the State.

### WRGS

1954

Media Code 4 244 8820 3.00  
WRGS, Inc., Buren Rd., Rogersville, Tenn. 37857.  
Phone 615-456-2828.

**STATION'S PROGRAMMING DESCRIPTION**  
WRGS: MUSIC: modern country.

- PERSONNEL**  
General Manager—Phillip Beal.
- REPRESENTATIVES**  
George T. Hopewell, Inc.
- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: Farm Directors Radio Network, The Tobacco Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 1/1/74—Rec'd 12/3/73.

- SPOT ANNOUNCEMENTS**  
1 min 30 sec  
Guaranteed..... 2.25 1.75  
ROS..... 2.00 1.50

## SAVANNAH (1 AM; 1 FM)

Hardin County—Map Location D-5  
See SDDS consumer market map and data at beginning of the State.

### WORM

1956

Media Code 4 244 8890 6.00  
Savannah Broadcasting Service, Inc., Box B, Craven  
Landing Rd., Savannah, Tenn. 38372. Phone 901-  
925-4981.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Neal B. Bunn.
- REPRESENTATIVES**  
C. K. Beaver & Associates, Inc.

## 3. FACILITIES

250 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 3,000 w.; 101.7 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 190 ft. above average terrain.

## 4. AGENCY COMMISSION

None; all rates net to station.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Eff 9/14/70—Rec'd 9/18/70.

- SPOT ANNOUNCEMENTS**  
1 MINUTE OR LESS  
1 x..... 2.00 104 x..... 1.60  
13 x..... 1.95 156 x..... 1.50  
26 x..... 1.90 208 x..... 1.45  
39 x..... 1.85 260 x..... 1.35  
52 x..... 1.80 312 x..... 1.25  
78 x..... 1.75

## 7. PACKAGE PLANS

1 min or less, 90+ within 1 mo, ea..... 1.25

## SELMER

McNairy County—Map Location C-6  
See SDDS consumer market map and data at beginning of the State.

### WDTM

1967

Media Code 4 244 8920 1.00  
McNairy County Broadcasting Co., Box 128, Selmer,  
Tenn. 38375. Phone 901-645-6165.

- PERSONNEL**  
Sales Manager—Mike Michael.
- REPRESENTATIVES**  
Radio Time Sales/International.  
Chicago—National Time Sales.  
Southern—C. K. Beaver & Associates, Inc.
- FACILITIES**  
250 w., 1130 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time and talent. Payable 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 2 Eff 12/8/69—Rec'd 12/8/69.

- SPOT ANNOUNCEMENTS**  
1 min (\*)  
1 x..... 2.75 2.65 2.60 x..... 2.25 1.80  
26 x..... 2.65 2.15 312 x..... 2.10 1.75  
52 x..... 2.55 2.05 520 x..... 1.90 1.65  
104 x..... 2.45 1.90 780 x..... 1.80 1.50  
156 x..... 2.35 1.85 1000 x..... 1.60 1.25  
(\* 30 sec or less.

## SEVIERVILLE (1 AM; 1 FM)

Sevier County—Map Location K-5  
See SDDS consumer market map and data at beginning of the State.

### WSEV

1955

Subscriber to the NAB Radio Code  
Media Code 4 244 8960 7.00  
Smoky Mountain Broadcasting Corp., Middlecreek  
Rd., Sevierville, Tenn. 37862. Phone 615-453-2844.  
Other Studios: Gatlinburg, Tenn.

- STATION'S PROGRAMMING DESCRIPTION**  
WSEV: Programmed for urban and rural adults.
- PERSONNEL**  
General Manager—Hugh E. Trotter.
- FACILITIES**  
5,000 w. days; 930 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network.

### TIME RATES

No. 6 Eff 1/1/74—Rec'd 6/7/74.

- SPOT ANNOUNCEMENTS**  
1 min..... 5.85 5.40 5.10 4.80 4.50  
30 sec..... 4.70 4.35 4.10 3.85 3.60  
20 sec..... 4.40 4.05 3.80 3.60 3.40  
10 sec..... 3.80 3.50 3.30 3.10 2.90  
156x 260x 312x 520x 1024x  
1 min..... 4.15 3.80 3.50 3.25 3.00  
30 sec..... 3.30 3.05 2.80 2.60 2.40  
20 sec..... 3.10 2.85 2.60 2.45 2.25  
10 sec..... 2.70 2.50 2.30 2.10 1.95

### WSEV-FM

1961

Subscriber to the NAB Radio Code  
Media Code 4 244 8961 5.00  
Smoky Mountain Broadcasting Corp., Box 192, Middle  
Creek Rd., Sevierville, Tenn. 37862. Phone 615-  
453-2844.

See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WSEV-FM: Programmed for adults.
- FACILITIES**  
ERP 22,100 w.; 102.1 mc. Stereo.  
Operating schedule: 7 am-midnight. EST.  
Antenna ht.: 383 ft. above average terrain.

### TIME RATES

Rates are identical to WSEV. See that listing.

## SHELBYVILLE (2 AM; 1 FM)

Bedford County—Map Location F-5  
See SDDS consumer market map and data at beginning of the State.

### WHAL

1946

Media Code 4 244 9030 8.00  
Shelbyville Broadcasting Co., Inc., Box 696, Shelby-  
ville, Tenn. 37160. Phone 615-684-1400.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—R. A. Davidson.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1460 kc. Non-directional.  
Operating schedule: 5:30 am-10 pm. CST.  
FM-ERP 60,000 w.; 102.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 510 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Entertainment Network.

### TIME RATES

No. 7 Eff 7/1/74—Rec'd 6/13/74.

- SPOT ANNOUNCEMENTS**  
YR: 1x 13x 26x 52x 104x 156x 260x 312+  
1 min 3.29 3.12 2.94 2.70 2.59 2.41 2.24 2.06  
30 sec 2.82 2.65 2.47 2.35 2.18 2.06 1.88 1.76

### WLJ

1959

Media Code 4 244 9100 9.00  
Arthur Wilkerson, Box 340, Lenoir City, Tenn. 37771.  
Studio—Box 7, Gunter Bldg., Shelbyville, Tenn.  
Phone 615-684-1514.

- PERSONNEL**  
Sta. & Com'l Mgr.—Roy Womble.
- FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Rates effective January 1, 1960. (Card No. 2.)

Card received October 7, 1960.

- SPOT ANNOUNCEMENTS/PROGRAM RATES**  
1 min 1/2 1/4 5 1 min.  
1 hr. hr. hr. min. or less  
1 time..... 48.00 28.00 18.00 8.00 5.00  
18 times..... 45.80 26.60 17.10 7.80 4.75  
26 times..... 43.20 25.20 16.20 7.20 4.50  
52 times..... 40.80 23.80 15.30 6.80 4.25  
104 times..... 38.40 22.40 14.40 6.40 4.00  
156 times..... 36.00 21.00 12.50 6.00 3.75  
260 times..... 33.60 19.60 11.60 5.60 3.50  
312 times..... 31.20 17.20 10.70 5.20 3.25  
Announcements longer than 1 minute—5-minute rate applies.

## SMITHVILLE (1 AM; 1 FM)

DeKalb County—Map Location G-4  
See SDDS consumer market map and data at beginning of the State.

### WJLE

1964

Media Code 4 244 9170 2.00  
Center Hill Broadcasting Corp., Rt. 1, Smithville,  
Tenn. 37166. Phone 615-597-4265.

- PERSONNEL**  
General Manager—Ralph Vaughn.
- FACILITIES**  
1,000 w.; 1,480 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-4:30 pm.  
For non-simulcast facilities see WJLE-FM.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 6/1/74—Rec'd 5/30/74.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 10 ti 10 ti 20 ti  
1 min..... 2.50 2.25 2.00  
30 sec..... 2.00 1.75 1.50

### WJLE-FM

1970

Media Code 4 244 9171 0.00  
Center Hill Broadcasting Corp., Rt. 1, Smithville,  
Tenn. 37166. Phone 615-597-4265.

- FACILITIES**  
ERP 3,000 w.; 101.7 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 195 ft. above average terrain.  
Partial simulcast operation. Operated separately 4:30-  
10 pm. For simulcast facilities see WJLE.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.

### TIME RATES

Rates are identical to WJLE. See that listing.

## SODDY-DAISY (2 AM)

Hamilton County—Map Location H-5  
See SDDS consumer market map and data at beginning of the State.

- STATIONS LOCATED WITHIN THE COMBINED CITY AREA ARE CONSOLIDATED UNDER MULTIPLE CITY HEADINGS. THIS IS NOT TO IMPLY THAT ALL OF THE STATIONS PROVIDE EQUAL COVERAGE OF THE ENTIRE AREA OR CITIES INVOLVED. IT IS PART OF THE TIME BUYING FUNCTION TO DETERMINE EXTENT OF INDIVIDUAL STATION COVERAGE, AUDIENCE DELIVERED, ETC. WITHIN THE AREA.**

## WEDG

1970

### SODDY-DAISY

Media Code 4 244 9188 4.00  
Ra-Ad of Soddy, Box 353-A, Rt. 1, Back Valley  
Rd., Soddy, Tenn. 37379. Phone 615-332-1240.

- PERSONNEL**  
General Manager—Lee J. Cooper.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.
- AGENCY COMMISSION**  
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/25/70—Rec'd 8/10/72.

- SPOT ANNOUNCEMENTS**  
1x 8x 15x 22x 29x 36x 43x 50x  
1 min 3.50 3.40 3.30 3.20 3.10 3.00 2.90 2.80  
57x 64x 71x 78x 85x 92x 99x 106x  
1 min 2.70 2.60 2.50 2.40 2.30 2.20 2.10 2.00  
30 sec: 85% of 1-min.  
Preferred time, extra .50.

### WPJD

1970

### DAISY

Media Code 4 244 9205 6.00  
Robert A. Mayer, 3906 S. Mission Oaks Dr., Chat-  
anooga, Tenn. 37412. Phone 615-867-9292.  
Studio: Morton Bldg., Hwy. 27, Daisy, Tenn. 37319.  
Phone 615-332-4187.

- PERSONNEL**  
General Manager—Robert A. Mayer.
- FACILITIES**  
250 w. days; 1550 kc. Non-directional.  
Operating schedule: 7 am-6:30 pm. EST.
- AGENCY COMMISSION**  
15% time only; 10% payment in advance.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Tobacco and alcoholic beverage advertising not acceptable.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Eff 3/20/72—Rec'd 3/20/72.

- SPOT ANNOUNCEMENTS**  
PER MO: 1 ti 26 ti 51 ti 75+  
1 min..... 1.75 1.50 1.25 1.00  
30 sec: 75% of 1-min.

## SOUTH PITTSBURG

Marion County—Map Location G-6  
See SDDS consumer market map and data at beginning of the State.

### WEPG

1954

Media Code 4 244 9240 3.00  
Marion County Broadcasting Service, Inc., Box 8,  
Ash Ave., South Pittsburg, Tenn. 37380. Phone  
615-837-7577.

- PERSONNEL**  
Vice-Pres. & Sales Mgr.—Estom P. Govan, III.
- REPRESENTATIVES**  
Memphis, Atlanta—Southern Spot Sales, Inc.
- FACILITIES**  
500 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

### TIME RATES

Eff 1/1/74—Rec'd 2/1/74.

- SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 208x 260x 312x 364x  
1 min 2.50 2.40 2.30 2.10 2.00 1.90 1.80 1.70  
30 sec 2.15 2.05 1.95 1.80 1.70 1.60 1.50 1.40
- PACKAGE PLANS**  
PER MO, MIN: 30 ti 60 ti 100+  
Mon thru Sun..... 1.80 1.70 1.60  
Thurs, Fri & Sat only, per spot, extra .10.

## SPARTA (2 AM; 1 FM)

White County—Map Location G-4  
See SDDS consumer market map and data at beginning of the State.

### WSMT

1953

Media Code 4 244 9310 4.00  
Upper Cumberland County Broadcasting Co., Inc.,  
U. S. Hwy. 42, Sparta, Tenn. 38583. Phones 615-  
836-3714, 2824.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Van L. Slack.
- FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. CST.  
FM-ERP 3,000 w.; 105.5 mc.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

### TIME RATES

No. 4 Eff 4/1/66—Rec'd 4/4/66.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
1 x..... 2.25  
13 x..... 2.85 104 x..... 2.10  
26 x..... 2.70 156 x..... 1.95  
39 x..... 2.55 260 x..... 1.80  
52 x..... 2.40 312 x..... 1.65

(Sparta continued on next page)



## WUCR

1971



Subscriber to the NAB Radio Code  
Media Code 4 244 9345 0.00  
WUCR, Inc., Box 237, Rt. 7, Sparta, Tenn. 38583.  
Phone 615-738-2256.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Robert W. Gallaher.
- FACILITIES  
250 w.; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.

## TIME RATES

ET 11/1/71—Rec'd 1/27/72.

- SPOT ANNOUNCEMENTS  
1x 13x 52x 78x 104x 156x 260x 312x  
1 min 3.10 2.35 2.35 2.25 2.10 1.95 1.80 1.65  
30 sec 2.70 2.35 2.10 1.85 1.60 1.50 1.35 1.25

## SPRINGFIELD (1 AM; 1 FM)

Robertson County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WDBL

## WDBL-FM

1950

1964

## Modern Country Music



Subscriber to the NAB Radio Code  
Media Code 4 244 9380 7.00  
Middle Tennessee Enterprises, Inc., Box 729, Hwy. 49, Signal Hill, Springfield, Tenn. 37173. Phone 615-384-5541.

STATION'S PROGRAMMING DESCRIPTION  
WDBL: mod country days; contemporary rock eve.

- PERSONNEL  
General Manager—Billy B. Gray.
- REPRESENTATIVES  
South—C. K. Beaver & Associates, Inc.
- FACILITIES  
1,600 w. days; 1590 kc. Non-directional.  
Operating schedule: 5 am-11 pm. CST.  
FM-ERP 3,300 w.; 94.3 mc.  
Operating schedule: 5:00 am-11:00 pm. CST.  
Antenna ht.: 215 ft. above average terrain.  
Simultaneous sunrise-local sunset.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.  
Member: Tobacco Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 10/1/72—Rec'd 10/16/72.

- SPOT ANNOUNCEMENTS  
1x 13x 26x 52x 104x 156x 208x  
1 min 3.95 3.55 3.25 3.00 2.75 2.50 2.50  
30 sec 2.70 2.50 2.35 2.20 2.10 2.00 1.90  
15 sec 2.30 2.10 1.95 1.70 1.55 1.45 1.35  
263x 312x 728x 1092x 1456x 1872x  
1 min 2.35 2.25 2.10 2.00 1.95 1.80  
30 sec 1.80 1.65 1.50 1.35 1.40 1.30  
15 sec 1.30 1.20 1.15 1.10 1.05 1.00
- PACKAGE PLANS  
ROS, PER MO: 30 ti 50 ti 70 ti 100 ti 150 ti  
1 min 2.85 2.50 2.35 2.00 1.90  
30 sec 2.20 1.90 1.75 1.45 1.35  
15 sec 1.50 1.40 1.30 1.15 1.10  
Non-cancellable.

## SWEETWATER (1 AM; 1 FM)

Monroe County—Map Location J-5  
See SRDS consumer market map and data at beginning of the State.

## WDEH

1955

Media Code 4 244 9450 6.00  
Sweetwater Radio, Inc., Box 330, Sweetwater, Tenn. 37874. Phone 615-337-5025.

- PERSONNEL  
Manager—R. L. Sberlin.
- FACILITIES  
1,000 w. days; 800 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
None. All rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

## TIME RATES

ET 7/66—Rec'd 2/6/67.

- SPOT ANNOUNCEMENTS  
1 min or less 2.00

## WDEH-FM

1967

Media Code 4 244 9451 6.00  
Sweetwater Radio, Inc., Box 330, Sweetwater, Tenn. 37874. Phone 615-337-5025.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 2,571 w.; 95.3 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 260 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

## TIME RATES

Rates are identical to WDEH. See that listing.

## TAZEWELL

Claiborne County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## WNTT

1960

Subscriber to the NAB Radio Code  
Media Code 4 244 9520 8.00  
37879. Phone 626-4203.

- PERSONNEL  
Gen'l & Com'l Mgr.—Floyd Turner.
- FACILITIES  
500 w. days; 1250 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Director Radio Network, The Tobacco Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective July 1, 1960.

- SPOT ANNOUNCEMENTS/PROGRAM RATES  
1 hr. 1/2 hr. 1/4 hr. 5 min. Spots  
1 time... 32.00 19.20 11.50 6.00 2.90  
13 times... 31.00 18.60 11.00 5.30 2.50  
26 times... 30.00 18.00 10.50 4.60 2.20  
52 times... 28.00 16.80 9.80 3.90 2.00  
104 times... 26.00 15.60 9.00 3.50 1.90  
156 times... 24.00 14.40 8.20 3.10 1.80  
260 times... 20.00 12.00 7.80 2.75 1.70  
312 times... 18.00 10.80 6.50 2.50 1.60  
364 times... 16.00 9.60 5.75 2.25 1.50

## TRENTON

Gibson County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WTNE

1966

Media Code 4 244 9555 4.00  
Trentons, Inc., 204 College Bldg., Trenton, Tenn. 38382. Phone 901-855-1500.

- STATION'S PROGRAMMING DESCRIPTION  
WTNE: Programmed for general interest.
- PERSONNEL  
General Manager—Delon E. Courtney.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
250 w.; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS  
1x 30x 60x 120x 150x  
1 min 1.95 1.70 1.60 1.50 1.40  
30 sec 1.45 1.20 1.15 1.05 1.00

## TULLAHOMA (1 AM; 1 FM)

Coffee County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WJIG

## WJIG-FM

1947

1962

Media Code 4 244 9590 1.00  
Jordan Broadcasting Co., Box 2139, West Side Dr., Tullahoma, Tenn. 37388. Phone 615-455-2807, 68.

- PERSONNEL  
Owner, Sta. & Sales Mgr.—Edwin B. Jordan.
- FACILITIES  
250 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 3,600 w.; 93.3 mc.  
Operating schedule: 5:30 am-midnight. CST.  
Antenna ht.: 286 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
13 week non-cancellation contracts, earn the same rate as one year contracts with cancellation clauses.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

- SPOT ANNOUNCEMENTS  
30 DAYS: 1 ti 15 ti 40 ti 80 ti 100+  
1 min 3.00 2.50 2.25 2.00 1.50  
30 sec 2.50 2.00 1.75 1.50 1.25  
10 sec 2.25 1.75 1.50 1.25 1.00

## UNION CITY

Obion County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## WENK

1948

Media Code 4 244 9680 2.00  
WENK of Union City, Box 687, Union City, Tenn. 38261. Phone 901-885-1240.

STATION'S PROGRAMMING DESCRIPTION  
WENK: Programmed for general interest.

- PERSONNEL  
General Manager—Verne A. Brooks.
- FACILITIES  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 10/1/72—Rec'd 8/25/72.

- SPOT ANNOUNCEMENTS  
1 min (\*)  
1 x 5.90 4.15 260 x 3.65 2.55  
26 x 5.30 3.75 312 x 3.30 2.80  
52 x 4.80 3.40 520 x 3.00 2.10  
104 x 4.40 3.10 780 x 2.75 1.95  
156 x 4.00 2.80 1000 x 2.50 1.75  
(\*) 30 sec or less.

## WARTBURG

Morgan County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WECO

1970

Media Code 4 244 9675 0.00  
Morgan County Broadcasting Co., Inc., Box 100, Race Track Rd., Wartburg, Tenn. 37887. Phone 615-348-3900.

- PERSONNEL  
Manager—William R. Carrigan.
- FACILITIES  
1,000 w.; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0; 1st of month.

## TIME RATES

No. 2 ET 11/1/73—Rec'd 11/28/73.

- SPOT ANNOUNCEMENTS  
PER WK: 1-14 ti 15 ti 30 ti 40 ti 50 ti  
1 min 3.00 2.75 2.40 2.15 2.00  
30 sec 2.50 2.00 1.80 1.60 1.50  
10 sec 1.50 1.35 1.20  
7. PACKAGE PLANS  
PER YR. EA: 1 min 30 sec  
1500 x 2.00 1.50

## WAVERLY (1 AM; 1 FM)

Humphreys County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## WPHC

1963

Subscriber to the NAB Radio Code  
Media Code 4 244 9730 3.00  
Humphreys County Broadcasting Co., Box 415, Brown-town Rd., Waverly, Tenn. 37185. Phone 615-296-2456.

- PERSONNEL  
General Manager—Dean Bush.
- REPRESENTATIVES  
Southeast—R. S. Crane Company, Inc.
- FACILITIES  
1,000 w. days; 1660 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
4-4:15 pm. For non-simultaneous facilities see WVRV (FM).
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WVRV (FM).  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 11/1/73—Rec'd 10/1/73.

- SPOT ANNOUNCEMENTS  
936x 624x 365x 312x 260x 208x  
10 sec .65 .70 .75 .80 .85 .90  
30 sec 1.10 1.15 1.20 1.25 1.35 1.40  
1 min 1.65 1.70 1.75 1.85 1.95 2.05  
10 sec .95 1.00 1.05 1.10 1.15  
30 sec 1.50 1.60 1.70 1.80 1.90  
1 min 2.15 2.30 2.40 2.55 2.70
- PACKAGE PLANS  
NON-CANCELLABLE PACKAGES—ROS  
PER MO: 100 ti 70 ti 50 ti 30 ti  
30 sec 1.35 1.50 1.65 1.70  
1 min 1.95 2.05 2.15 2.50  
Cannot be combined with yrl rates to earn discount.

## WVRV (FM)

1970

Subscriber to the NAB Radio Code  
Media Code 4 244 9765 9.00  
Humphreys County Broadcasting Co., Box 415, Brown-town Rd., Waverly, Tenn. 37185. Phone 615-296-2456.

- See affiliated AM station for additional information.  
AM facilities: WPHC.
- FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 303 ft. above average terrain.  
Partial simultaneous operation. Operated separately 6-7 am, 7-15 am-4 pm & 4:15-11 pm. For simultaneous facilities see WPHC.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See Coded regulations  
Affiliated with KBS.

## TIME RATES

No. 2 ET 11/1/72—Rec'd 10/1/75.

## TENNESSEE

- SPOT ANNOUNCEMENTS  
936x 624x 365x 312x 260x 208x  
10 sec .55 .60 .65 .70 .75 .80  
30 sec 1.10 1.15 1.20 1.25 1.35 1.40  
1 min 1.65 1.70 1.75 1.85 1.95 2.05  
156x 104x 52x 38x 28x  
10 sec .85 .90 .95 1.00 1.05  
30 sec 1.50 1.60 1.70 1.80 1.90  
1 min 2.15 2.30 2.40 2.55 2.70
- PACKAGE PLANS  
NON-CANCELLABLE PACKAGE—ROS  
PER MO: 100 ti 70 ti 50 ti 30 ti  
30 sec 1.35 1.50 1.60 1.70  
1 min 1.95 2.15 2.35 2.50  
Cannot be combined with yrl rates to earn discount.

## WAYNESBORO

Wayne County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## WAAN

1970

Subscriber to the NAB Radio Code  
Media Code 4 244 9690 9.00  
Waynesboro Broadcasting Co., Waynesboro, Tenn. 38485. Phone 615-722-3631.

- STATION'S PROGRAMMING DESCRIPTION  
WAAN: MUSIC: country & western.
- PERSONNEL  
Sta. Mgr. & Engr.—E. E. Fairris.
- REPRESENTATIVES  
C. K. Beaver & Associates, Inc.
- FACILITIES  
1,000 w.; 1480 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
15% time only.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 11/1/73—Rec'd 12/31/71.
- SPOT ANNOUNCEMENTS  
1x 26x 52x 104x 156x 260x 312x 520x  
1 min 2.88 2.30 2.13 1.95 1.84 1.73 1.67 1.60  
(\*) 2.30 2.01 1.84 1.73 1.60 1.50 1.45 1.32  
(\*) 30 sec or less.

## WINCHESTER

Franklin County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## WCDT

1948

Subscriber to the NAB Radio Code  
Media Code 4 244 9800 4.00  
Franklin County Radio & Broadcasting Co., Inc., Box 340, Winchester, Tenn. 37398. Phone 615-967-2201.

- STATION'S PROGRAMMING DESCRIPTION  
WCDT: MUSIC: MOB, country.
- PERSONNEL  
General Manager—Neil Bracken.
- FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:28 am-10:07 pm. CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/71—Rec'd 6/30/71.
- SPOT ANNOUNCEMENTS  
1x 30x 60x 90x 120x  
30 sec ca. 2.00 1.80 1.45 1.50 1.20
- PACKAGE PLANS  
30 SECOND SPOT PACKAGES  
20 in 3 days 24 50 in 7 days 60

## WOODBURY

Cannon County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## WBRV

1963

Media Code 4 244 9900 2.00  
Cannon Broadcasting Co., Inc., a sub. of Creef-Williams Broadcasting Corp., Box 7, Woodbury, Tenn. 37190. Phone 615-563-2313.

- PERSONNEL  
Pres. & Gen'l Mgr.—G. Chambers Williams, III.
- FACILITIES  
500 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15% time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Rates and discounts based on the number of broadcasts per month.

- TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 9/1/72—Rec'd 11/1/72.
- SPOT ANNOUNCEMENTS  
PER YR OR PER MO:  
1x 25x 50x 75x 100x  
1 min 2.00 1.80 1.70 1.60 1.50  
30 sec 1.50 1.30 1.20 1.10 1.00

# TEXAS

## ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
Cleveland—Liberty County  
Cuero—DeWitt County  
Merker—Taylor County  
**NEWSPAPER**  
Conroe—Montgomery County

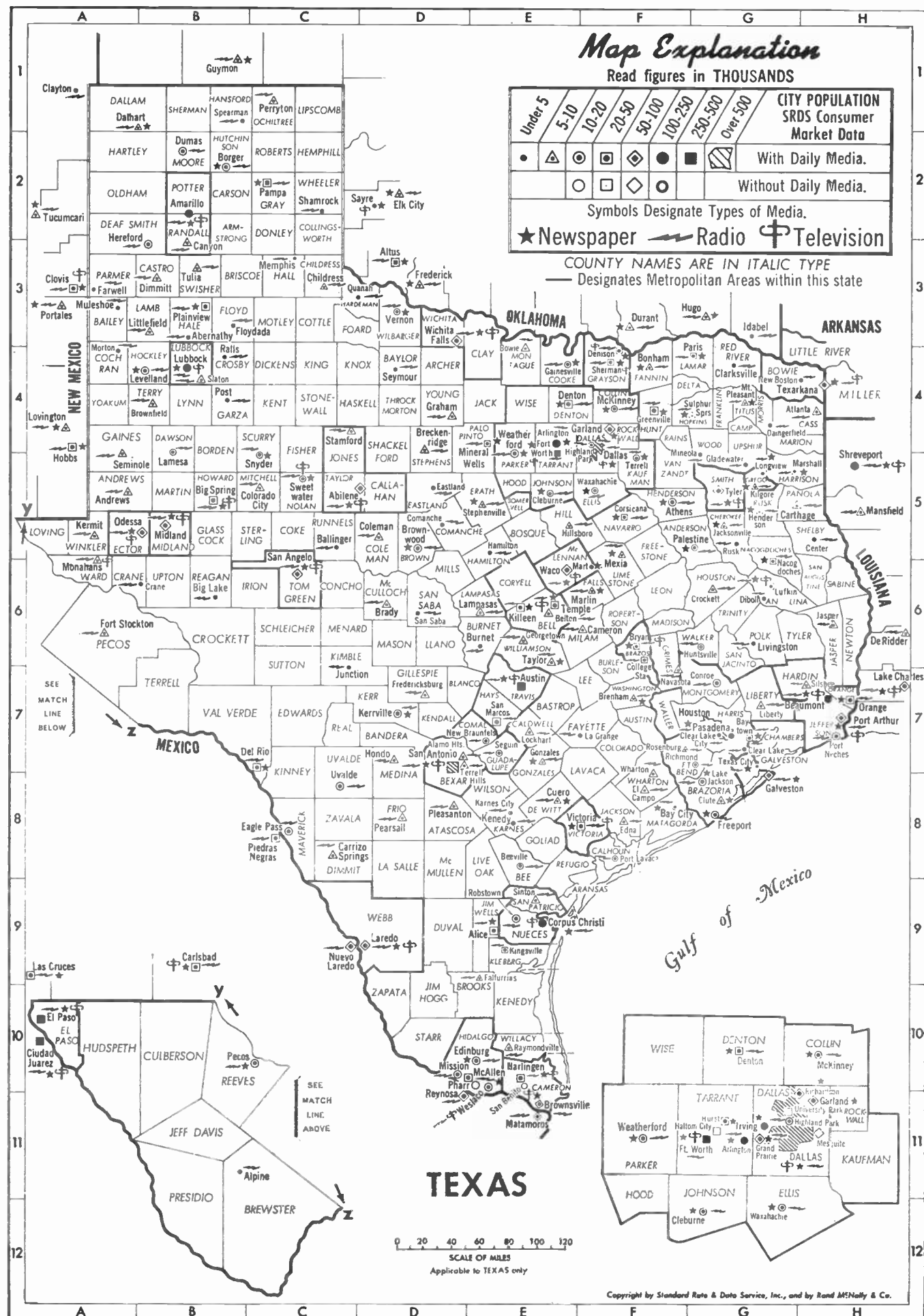
## Negro Population Data

(January 1, 1974)	
STATE TOTAL.....	1,460,833
METRO AREAS	
Abilene.....	7,157
Amarillo.....	7,589
Austin.....	34,105
Beaumont-Port Arthur.....	74,997
Brownsville.....	12,649
Harlingen-San Benito.....	537
Bryan-College Station.....	8,852
Corpus Christi.....	12,649
Dallas-Fort Worth.....	356,900
El Paso.....	10,749
Galveston-Texas City.....	34,041
Houston.....	427,664
Killeen-Temple.....	23,626
Laredo.....	441
Longview.....	13,260
Lubbock.....	13,792
McAllen-Pharr-Edinburg.....	308
Midland.....	6,738
Odessa.....	4,580
San Angelo.....	2,955
San Antonio.....	64,018
Sherman-Denison.....	5,602
Texarkana.....	24,110
Tyler.....	22,907
Victoria.....	4,170
Waco.....	24,539
Wichita Falls.....	10,092
Total Metros.....	1,196,378

# '74 MARKET DATA

IN  
THIS  
ISSUE

R-N-TV-14/18





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SROS.

# State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

Ablene—Taylor	Brownsville—Cameron	Edinburg—Hidalgo	Haltom City—Tarrant	Longview—Gregg	Nacogdoches—Nacogdoches	Plano—Collin	Temple—Bell
Alice—Jim Wells	Bryan—Brazos	El Paso—El Paso	Harlingen—Cameron	Lubbock—Lubbock	Odessa—Ector	Port Arthur—Jefferson	Texarkana—Bowie
Amarillo—Potter and Randall	College Station—Brazos	Eules—Tarrant	Houston—Harris	Lufkin—Angelina	Orange—Orange	Richardson—Dallas	Texas City—Galveston
Arlington—Tarrant	Corpus Christi—Nueces	Fort Worth—Dallas	Hurst—Tarrant	McAllen—Hidalgo	Pampa—Gray	San Angelo—Tom Green	Tyler—Smith
Austin—Travis	Corsicana—Navarro	Fort Worth—Tarrant	Irving—Dallas	Marshall—Harrison	Paris—Lamar	San Antonio—Bexar	University Park—Dallas
Baytown—Harris	Dallas—Dallas	Galveston—Galveston	Killeen—Bell	Mesquite—Dallas	Pasadena—Harris	San Benito—Cameron	Victoria—Victoria
Beaumont—Jefferson	Del Rio—Val Verde	Garland—Dallas	Kingsville—Kleberg	Midland—Midland	Pharr—Hidalgo	San Marcos—Hays	Waco—McLennan
Big Spring—Howard	Denison—Grayson	Grand Prairie—Dallas	Laredo—Webb	Mineral Wells—Palo Pinto	Plainview—Hale	Sherman—Grayson	Wichita Falls—Wichita
	Denton—Denton	Greenville—Hunt					

STATE	COUNTY—Map Loc.	City	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)
					Per Household (\$)	% Distribution of Families	Total Retail Sales (\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mktg. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)							
TEXAS STATE TOTALS	11,813.6	3,837.94	44,072,775	11,483	10.1 17.5 12.1 24.0 25.6	28,981,807	7,551	5,910,987	880,587	3,898,447	1,371,995	1,270,471	6,822,057	2,150,048	5,802.40	454.4	5,694,290					
ANDERSON F-5	28.1	9.97	81,913	8,216	13.0 20.3 13.0 19.8 14.4	65,315	6,551	16,151	3,694	5,714	3,025	2,005	16,794	5,597	13.13	1.9	12,636					
ANDREWS A-5	9.4	3.05	36,271	11,892	4.9 11.7 13.6 33.6 27.3	23,385	7,667	6,377	235	1,361	1,133	778	8,144	3,190	6.09	1.1	3,294					
ANGELINA G-6	52.8	17.42	164,944	9,469	9.9 21.2 15.4 24.4 17.3	112,756	6,473	31,496	3,760	5,225	6,187	6,208	24,723	9,305	23.33	1.1	11,322					
Lufkin	25.2	8.62	88,218	10,234		95,595	11,090	24,532	3,311	4,556	6,039	5,871	23,469	7,451								
ARANSAS F-9	9.9	3.45	33,426	9,689	16.9 23.3 12.8 18.5 16.7	17,733	5,140	6,151	352	427	203	257	1,740	2,525	4.36							
ARCHER D-4	5.5	1.95	21,796	11,177	7.0 21.5 14.3 23.7 22.2	12,382	6,350	2,245	580	697	779	214	2,843	2,007	2.82	1.6	17,999					
ARMSTRONG B-2	1.9	.72	6,811	9,460	9.6 22.2 12.7 27.7 20.8	4,439	6,165	294	163	784	291		1,060	914	1.04	.5	18,675					
ATASCOSA D-8	18.9	5.68	46,512	8,189	17.7 23.0 10.9 15.7 12.8	32,232	5,675	7,873	1,051	1,542	728	190	7,740	4,164	7.45	2.6	29,592					
AUSTIN F-7	13.8	5.05	36,578	7,243	14.7 20.8 12.8 17.4 11.5	30,550	6,050	7,619	968	1,843	608	1,168	5,947	3,256	6.51	3.8	30,441					
BAILEY A-3	8.2	2.57	28,431	11,063	14.6 20.8 10.3 19.5 22.2	26,728	10,400	5,224	537	1,522	1,275	737	5,661	1,740	3.94	2.7	45,822					
BANDERA D-7	5.1	2.01	16,841	8,379	16.1 24.2 14.7 17.6 15.2	7,839	3,900	2,468	191	303	171	234	1,556	1,022	2.23	1.2	5,152					
BASTROP E-7	17.5	6.20	48,550	7,831	17.1 21.6 10.9 16.8 12.5	29,357	4,735	8,051	1,017	1,614	511	1,168	8,525	3,005	8.05	2.3	13,099					
BEAUFORT D-4	5.2	2.12	18,942	8,935	15.0 22.3 10.5 16.1 17.6	17,948	8,466	5,622	468	407	686	307	5,609	2,559	2.91	1.2	13,540					
BEE E-8†	22.8	6.83	61,974	9,074	14.5 23.0 12.6 19.5 14.5	42,880	6,278	11,027	1,408	2,387	1,774	2,363	9,533	3,841	9.65	1.2	12,689					
BELL E-6†	145.2	44.28	448,026	10,118	15.8 26.1 13.2 18.8 14.6	295,331	6,670	51,817	4,514	29,303	17,229	13,942	72,188	21,934	55.82	5.8	30,281					
Killeen	39.5	13.96	128,679	9,218		90,396	6,475	12,259	1,007	11,087	5,406	7,639	23,469	6,710								
Killeen-Temple Metro Area	187.5	54.35	566,446	10,422	15.2 26.4 13.4 19.0 14.1	330,374	6,079	59,966	5,644	31,563	17,798	14,517	80,136	26,010	71.89							
Temple	38.4	13.48	126,359	9,374		123,853	9,188	25,493	2,553	15,751	9,650	5,320	31,002	7,728								
BEXAR D-7†	884.5	264.06	3,017,834	11,429	10.7 19.7 13.1 22.9 23.4	1,976,708	7,486	361,529	47,046	340,062	98,462	81,174	409,383	140,962	400.02	7.2	45,672					
San Antonio	679.9	210.74	2,207,186	10,474		1,663,396	7,893	318,895	43,553	316,968	87,857	73,257	400,015	131,309								
San Antonio Metro Area	945.6	284.27	3,207,168	11,282	10.8 20.2 13.0 22.7 22.9	2,101,780	7,394	391,097	51,498	349,892	103,377	85,644	443,412	151,434	428.99							
BLANCO D-7	3.7	1.43	11,458	8,010	18.1 21.1 9.9 15.0 15.2	8,465	5,920	1,441	182	665	167	255	603	1,584	1.99	1.1	8,762					
BORDEN B-4	.9	.30	2,779	9,263	15.7 21.2 11.7 22.9 23.4	53	177		37						.41	.5	5,988					
BOSQUE E-5	11.1	4.54	37,261	8,207	16.2 19.1 11.5 17.7 13.7	19,726	4,345	4,983	955	791	167	299	3,303	1,841	6.12	3.0	14,782					
BOWIE G-4†	66.9	23.24	241,811	10,405	9.6 17.2 12.4 25.9 23.3	193,422	8,323	38,548	5,010	37,055	4,178	9,313	53,096	12,823	36.16	1.8	21,192					
Texarkana†	53.5	19.39	189,111	9,753		228,369	11,778	39,355	5,165	42,335	10,664	10,336	52,445	14,768								
Texarkana Metro Area	113.5	39.02	383,633	9,832	10.6 19.2 13.1 24.0 19.8	296,826	7,607	56,340	7,774	50,414	11,946	12,910	68,871	21,584	54.36							
BRAZORIA G-8	113.6	34.07	450,586	13,225	5.6 10.3 11.3 33.0 33.2	221,715	6,508	58,938	7,064	14,569	8,448	9,682	50,667	21,180	53.13	2.8	23,657					
BRAZOS F-6	62.8	19.39	224,798	11,594	11.9 19.5 12.3 19.7 23.5	126,271	6,512	28,012	2,872	17,979	6,160	4,881	29,753	9,005	27.21	1.4	12,053					
Bryan	36.0	11.85	126,992	10,717		111,385	9,400	24,801	2,404	14,860	5,699	4,780	27,958	6,736								
Bryan College Station Area	62.8	19.39	224,798	11,594	11.9 19.5 12.3 19.7 23.5	126,271	6,512	28,012	2,872	17,979	6,160	4,881	29,753	9,005	27.21							
College Station	20.1	5.24	77,801	4,848		12,170	2,323	2,441	353	1,800	447	777	1,723	1,965								
BREWSTER G-12	8.3	2.51	21,972	8,754	17.0 20.8 11.1 15.4 16.2	22,371	8,913	4,782	1,320	976	728	401	4,353	2,366	2.91	1.1	6,396					
BRISCOE B-3	2.5	.89	9,552	10,733	15.8 24.0 10.9 16.4 21.4	6,499	7,302	1,482	150	377	67	58	1,109	707	1.38	.7	11,632					
BROOKS E-10	8.1	2.40	15,977	6,657	17.7 15.6 9.2 14.4 12.0	18,260	7,608	3,846	600	1,372	358	854	4,395	2,021	2.98	.3	5,138					
BROWN D-5	26.6	10.13	86,424	8,531	16.9 23.3 12.6 17.9 15.3	70,080	6,918	15,964	2,634	8,097	2,547	1,994	14,841	6,731	14.48	2.5	16,568					
BURLESON F-6	9.7	3.48	25,142	7,225	16.2 21.6 12.5 16.1 9.9	14,586	4,191	4,453	444	1,121	425	597	2,147	1,214	3.96	2.1	13,969					
BURNET E-6	12.3	4.74	39,461	8,325	18.8 22.7 10.9 14.3 15.5	20,746	4,377	6,525	1,043	1,266	570	296	2,591	2,413	6.30	1.9	8,662					
CALDWELL E-7	22.7	6.49	47,077	7,409	16.3 23.5 11.7 16.1 11.1	32,275	4,973	9,098	1,070	1,327	1,066	954	7,464	4,233	9.10	1.0	15,534					
CALHOUN F-8†	18.4	5.30	58,087	10,769	8.9 16.9 14.6 25.9 22.3	33,678	6,354	11,568	1,153	1,353	1,782	990	7,968	3,488	8.22							
CALLAHAN D-5	8.3	3.20	25,505	7,970	14.6 17.1 12.0 20.8 14.3	14,242	4,451	3,572	226	759	212	301	3,670	2,548	4.61	1.9	10,791					
CAMERON E-10	155.7	41.81	312,863	7,483	19.6 20.4 9.8 14.2 11.2	322,242	7,707	68,036	7,545	50,204	36,302	15,279	58,378	18,510	60.36	4.7	40,153					
Brownsville	61.9	16.11	114,033	7,078		165,347	10,264	29,235	3,643	37,140	25,675	5,664	21,342	8,493								
Brownsville-Harlingen-San Benito Metro Area	155.7	41.81	312,863	7,483	19.6 20.4 9.8 14.2 11.2	322,242	7,707	68,036	7,545	50,204	36,302	15,279	58,378	18,510	60.36							
Harlingen	36.2	10.44	84,470	8,091		115,239	11,032	23,166	2,475	12,347	7,852	7,577	31,457	5,735								
San Benito	17.5	4.60	29,710	6,459		26,357	5,730	9,315	916	1,196	1,206	1,612	5,071	1,826								
CAMP G-4	8.1	2.85	20,362	7,145	15.4 23.8 10.6 14.9 11.5	15,931	5,590	3,971	523	458	1,044	1,223	5,412	1,617	3.58	1.2	7,632					
CARSON B-2	6.1	2.10	25,644	12,211	5.3 13.8 13.6 26.2 30.5	14,462	6,887	2,862	306	276	102		3,191	3,109	3.58	1.3	35,996					
CASS G-4	10.9	3.02	31,213	10,335	11.9 18.6 13.0 22.7 15.9	42,514	4,967	9,988	1,083	3,935	1,628	1,651	13,994	3,511	10.80	2.0	7,746					
CASTRO B-3	24.7	8.56	83,828	10,312	18.3 23.2 11.9 17.8 19.8	29,843	9,882	5,300	480	1,082	966	235	4,488	2,086	4.12	3.1	149,766					
CHAMBERS G-7	12.7	4.25	43,828	10,312	10.0 17.4 11.6 25.3 21.6	30,175																



TEXAS

# State, County, City, Metro Area Data

Estimates for:		Consumer Spendable Income—1973					Retail Sales—1973										Passenger	Farm	Gross			
STATE	City	Population	Households	Per Household	% Distribution of Families	Total Retail Sales		By Selected Store Types							Care	Population	Farm					
1/1/74	1/1/74	(000)	(000)	(\$)	3000	5000	8000	10000	15000	Per Household	Food	Drug	General	Apparel	Home	Auto-	Service	1/1/74	1/1/74	Income		
	Metropolitan Area				4999	7999	9999	14999	and over	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(000)	(000)	1973		
Farmers Branch	32.3	9.40	162,554	17,293						41,193	4,382	13,205	2,746	2,098	1,126	214	3,737					
Garland	102.5	30.88	408,696	13,235						250,802	8,122	44,737	7,048	45,596	4,182	9,008	101,747					
Grand Prairie	58.0	18.65	242,632	13,010						97,704	5,239	25,247	4,088	8,495	3,730	2,615	24,874					
Irving	113.9	35.90	514,110	14,321						226,640	6,313	60,739	8,783	50,645	6,047	7,545	29,859					
Mesquite	64.2	18.24	244,555	13,408						116,511	6,388	30,678	2,847	45,609	6,538	1,208	6,013					
Richardson	59.0	17.34	308,404	17,786						91,395	5,271	11,775	3,242	5,952	2,116	1,516	5,704					
University Park	23.8	9.38	187,505	19,990						46,479	4,955	12,474	4,168	527	6,940	10,772	1,009					
DAWSON B-4	15.9	5.09	56,204	11,042	15.0	16.2	11.1	19.3	23.3	48,282	9,486	9,362	2,297	3,110	1,550	1,315	12,665	4,931	7.86	3.4	30,013	
DEAF SMITH A-2	20.9	6.04	64,955	10,754	12.3	21.7	12.7	21.2	21.3	66,981	11,090	10,921	3,000	3,229	2,066	2,051	11,603	4,559	9.27	4.5	363,749	
DELTA F-4	4.9	1.96	13,554	6,915	16.4	22.0	10.5	13.6	10.3	6,353	3,241	2,218	235	402	185	171	836	605	2.29	1.3	5,274	
DENTON E-4	89.3	28.47	322,780	11,338	8.8	17.1	13.3	27.0	25.6	165,188	5,802	37,127	5,522	18,111	5,070	5,668	46,010	13,055	39.05	4.2	35,166	
Denton Metro Area	44.4	13.95	161,357	11,567						100,657	7,216	22,750	3,862	16,830	4,312	4,568	23,583	7,461				
DE WITT E-8	18.3	6.66	52,656	7,906	16.8	22.0	10.7	15.5	13.2	44,701	6,712	12,384	1,423	2,340	1,455	1,285	9,498	3,299	9.84	3.9	23,582	
DICKENS C-4	3.2	1.24	10,482	8,453	13.1	20.0	12.5	17.3	16.4	10,636	8,772	2,538	277	810	166	232	1,491	2,875	1.84	1.7	12,743	
DIMMIT C-8	9.0	2.31	15,160	6,563	22.3	22.1	7.7	10.5	8.7	9,843	4,261	3,165	294	338	182	326	2,359	1,081	2.83	.1	12,477	
DONLEY C-2	3.5	1.41	11,923	8,456	16.3	19.0	9.3	17.3	18.2	12,742	9,037	2,485	472	369	285	789	5,277	1,709	2.43	.8	10,110	
DUVAL D-9	11.3	3.35	23,030	6,875	17.1	19.6	11.5	14.1	7.8	14,121	4,215	4,992	567	438	464	242	3,465	2,407	3.71	1.0	18,645	
EASTLAND D-5	17.9	7.26	56,217	7,743	15.7	21.6	12.9	16.6	12.5	43,499	5,992	10,531	2,167	2,777	1,196	1,163	9,194	6,278	9.44	2.5	21,332	
ECTOR A-5	93.1	29.72	363,755	12,239	7.2	16.2	14.0	29.4	26.9	270,466	9,100	55,615	10,761	41,073	11,251	11,179	83,294	21,131	53.49	.1	1,649	
Odessa	78.9	25.34	311,834	12,306						257,823	10,175	53,269	10,761	39,674	11,251	10,283	80,015	18,737				
Odessa Metro Area	93.1	29.72	363,755	12,239	7.2	16.2	14.0	29.4	26.9	270,466	9,100	55,615	10,761	41,073	11,251	11,179	83,294	21,131	53.49	.1	1,649	
Edwards C-7	2.1	.68	7,869	11,572	22.9	15.2	8.8	16.1	19.8	3,326	4,891	1,581	109		100		182	380	.72	.5	7,167	
ELLIS F-5	50.3	16.91	170,652	10,092	11.0	18.3	13.3	24.6	20.5	98,502	5,825	23,323	6,865	6,316	3,148	2,886	23,295	10,865	23.89	4.4	28,364	
EL PASO A-10†	380.4	107.74	1,177,157	10,926	11.4	20.9	13.0	22.3	22.1	876,741	8,138	146,119	22,399	162,288	58,566	55,231	187,846	44,639	170.95			
El Paso	345.1	100.16	1,085,646	10,839						866,912	8,655	145,175	21,767	157,539	58,396	54,565	182,230	44,222				
El Paso Metro Area	380.4	107.74	1,177,157	10,926	11.4	20.9	13.0	22.3	22.1	876,741	8,138	146,119	22,399	162,288	58,566	55,231	187,846	44,639	170.95			
ERATH E-5	19.1	7.54	59,318	7,867	16.5	22.5	12.7	17.4	14.0	46,886	6,218	10,007	1,785	5,909	972	709	6,080	3,048	8.92	3.6	35,931	
FALLS F-6	16.2	6.00	41,500	6,917	18.2	18.6	9.9	13.8	11.1	32,494	6,218	8,626	1,193	1,962	1,400	6,798	4,164	7.56	3.1	27,011		
FANNIN F-4	22.5	8.67	67,939	7,836	14.2	20.1	13.1	19.9	12.5	42,871	4,945	12,567	1,176	2,377	1,328	1,057	11,269	3,221	11.54	3.4	15,828	
FAYETTE F-7	17.3	6.81	50,754	7,453	18.2	21.5	10.0	12.2	10.6	48,603	7,137	11,767	1,234	3,392	1,861	1,316	9,505	4,756	6.67	6.7	26,078	
FISHER C-4	5.9	2.13	18,481	8,677	13.8	25.8	11.9	15.5	13.8	9,786	4,594	2,899	829	387	214	336	2,590	1,257	2.84	1.6	13,811	
FLOYD B-3	11.0	3.52	33,074	9,396	16.1	20.6	11.0	19.4	19.1	29,452	8,367	6,033	1,188	889	811	680	5,835	2,104	5.07	3.0	25,286	
FOARD D-3	1.9	.78	6,964	8,928	9.2	21.4	9.6	11.0	14.9	3,761	4,822	827	73	348	129	108	1,345	395	1.15	.4	10,450	
FORT BEND F-7	56.5	15.88	165,161	10,401	19.4	17.8	13.7	25.6	20.9	101,884	6,416	22,108	2,437	3,210	4,371	5,084	31,672	9,188	23.40	3.6	18,600	
FRANKLIN G-4	5.4	2.06	16,288	7,907	15.7	19.3	11.4	15.6	11.5	11,426	5,547	1,884	404	485	725	301	3,330	1,456	2.30	1.2	12,266	
FREestone F-5	10.7	4.11	33,872	8,241	16.0	21.8	10.0	16.3	15.6	20,659	5,027	6,881	963	953	257	322	4,751	3,644	5.34	1.6	13,180	
FRIO D-8	11.3	3.16	25,618	8,107	20.9	21.6	9.9	12.3	13.8	17,405	5,508	3,957	712	684	274	720	2,571	1,918	3.39	1.7	35,188	
GAINES A-4	11.5	3.58	38,890	10,863	13.3	15.6	15.0	23.1	22.8	29,681	8,291	6,092	714	1,059	927	569	6,570	3,213	5.48	1.9	32,091	
GALVESTON G-7	180.8	59.90	725,127	12,106	8.0	13.7	11.6	28.5	30.1	390,408	6,518	106,800	14,969	33,337	20,190	17,082	89,158	26,187	82.58	.7	7,483	
Galveston	63.3	22.90	246,669	10,772						182,321	7,962	46,473	7,661	18,541	13,051	10,052	34,476	10,468				
Galveston-Texas																						
City Metro Area	180.8	59.90	725,127	12,106	8.0	13.7	11.6	28.5	30.1	390,408	6,518	106,800	14,969	33,337	20,190	17,082	89,158	26,187	82.58			
Texas City	41.3	13.03	161,654	12,406						107,414	8,244	25,603	3,655	7,326	5,850	3,841	39,858	6,476				
GARZA B-4	5.0	1.69	18,582	10,995	14.7	26.0	12.3	17.7	18.0	11,177	6,614	2,940	247	538	251	430	2,369	1,937	2.43	1.1	9,967	
GILLESPIE D-7	10.7	3.98	35,127	8,826	12.5	24.5	15.1	22.1	14.3	32,567	8,183	6,621	414	1,619	768	717	7,958	2,925	5.79	3.1	13,004	
GLASSCOCK B-5	1.5	.46	4,406	9,361	13.4	24.6	7.4	15.3	28.2	913	1,985	97	99				248	47	1.3		4,884	
GOLIAD E-8	4.6	1.56	13,104	8,400	17.3	23.4	10.4	14.4	11.8	7,078	4,537	2,069	93	223	165	133	1,197	944	2.01	1.0	15,333	
GOZALES E-7	16.2	5.58	39,768	7,127	20.5	19.7	11.0	16.0	10.7	48,112	8,622	6,434	1,199	2,312	1,169	945	9,305	2,451	7.20	4.3	61,737	
GRAY C-2	25.8	9.48	106,925	11,279	7.3	17.9	13.5	28.9	26.9	78,799	8,312	17,534	5,720	10,141	3,396	4,816	17,894	6,995	16.80	1.2	60,304	
Pampa	21.1	7.78	87,054	11,189						72,010	9,256	16,152	5,487	9,600	3,167	4,621	16,606	5,988				
GRAYSON F-4†	74.9	26.44	288,309	10,904	9.3	18.0	12.8	24.8	25.0	200,511	7,584	48,911	9,185	18,411	9,687	10,211	53,620					



# State, County, City, Metro Area Data

Estimates for: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	By Selected Store Types												
				4999	5000	8000	10000	15000			to 9999	to 14999	and over	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
JACKSON F-8.....	12.8	4.13	38,999	9,443	10.8	18.7	13.1	22.3	17.1	26,351	6,380	7,734	934	793	839	1,016	4,239	2,786	5.74	1.7	23,531		
JASPER H-6.....	25.7	8.49	76,027	8,955	14.2	19.8	12.6	21.3	16.5	51,259	6,038	15,488	2,154	4,853	2,274	2,012	4,939	4,939	10.00	.9	4,123		
JEFF DAVIS B-11.....	1.5	.50	3,719	7,438	20.8	23.5	9.9	19.0	12.1	771	1,542	307	55	.....	39	.....	181	.....	.51	.2	7,213		
JEFFERSON H-7.....	247.4	82.01	974,734	11,886	8.2	14.8	13.2	27.2	27.4	631,367	7,699	153,774	22,116	89,339	30,417	37,014	171,320	41,462	128.81	1.1	18,487		
Beaumont.....	116.3	39.44	473,887	12,015	.....	.....	.....	.....	.....	374,505	9,496	81,185	11,155	54,075	19,206	24,663	103,116	22,809	.....	.....	.....		
Beaumont-Port Arthur-Orange Metro Area.....	354.6	115.81	1,355,396	11,704	7.9	15.0	13.6	28.1	26.2	807,030	6,969	200,404	26,847	107,895	36,257	45,319	214,335	59,273	176.42	.....	.....		
Port Arthur.....	57.3	19.57	188,552	9,635	.....	.....	.....	.....	.....	162,671	8,312	41,360	8,182	27,567	7,222	9,125	46,988	10,954	.....	.....	.....		
JIM HOGG D-10.....	4.5	1.29	8,671	6,722	20.7	21.8	6.9	11.3	6.3	8,443	6,545	2,388	391	372	228	114	2,189	966	1.58	.....	.....		
JIM WELLS E-9.....	32.9	9.45	87,503	9,260	15.4	17.5	11.8	20.9	17.4	67,783	7,173	16,001	1,834	5,221	3,630	2,811	17,422	5,600	13.82	2.7	21,129		
Allice.....	20.2	5.91	55,701	9,425	.....	.....	.....	.....	.....	58,008	9,815	12,231	1,555	5,143	3,233	2,442	16,053	4,164	.....	.....	.....		
JOHNSON E-5.....	51.5	17.64	181,038	10,263	9.3	17.3	14.7	28.1	20.0	92,788	5,260	23,956	2,190	7,437	3,922	3,504	27,010	9,370	25.50	4.0	25,135		
JONES C-5.....	15.4	5.77	50,219	8,703	15.5	20.1	12.6	19.5	15.6	48,126	8,341	9,111	1,841	2,290	1,841	1,037	17,835	4,379	8.81	2.0	18,867		
KARNES E-8.....	13.4	4.11	31,913	7,765	16.5	20.1	10.4	16.6	13.6	30,021	7,304	7,276	1,016	947	384	1,215	6,321	2,983	5.61	1.9	15,155		
KAUFMAN F-5.....	35.5	11.18	103,586	9,265	10.8	20.3	13.8	23.5	16.9	72,411	6,477	15,807	1,056	6,987	3,114	1,835	22,937	5,438	15.19	2.5	22,041		
KENDALL D-7.....	7.1	2.62	27,156	10,365	13.7	23.4	10.6	20.5	20.7	13,215	5,044	3,334	522	2,489	205	71	3,207	1,216	4.02	1.1	7,040		
KENEDY E-10.....	.7	.18	1,866	10,367	27.7	24.7	4.5	6.6	17.5	52	289	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....		
KENT C-4.....	1.4	.48	4,304	8,967	14.5	22.5	12.5	16.7	10.9	2,660	5,542	310	.....	.....	83	738	403	.61	.....	.....	5,416		
KERR D-7.....	20.6	7.40	69,688	9,417	15.5	23.3	12.9	19.3	18.3	44,966	6,076	11,618	1,587	3,891	1,955	1,988	11,172	3,076	10.41	1.0	5,722		
KIMBLE C-6.....	3.9	1.45	11,456	7,901	16.9	24.4	14.5	18.4	11.8	9,811	6,766	2,503	323	303	181	356	2,116	1,647	1.93	1.0	7,972		
KING C-4.....	.5	.17	1,696	9,976	21.7	38.4	8.2	12.7	18.6	525	3,088	235	.....	.....	.....	.....	.....	408	.....	.....	5,768		
KINNEY C-8.....	2.0	.63	3,677	5,837	25.8	16.6	7.5	11.0	9.8	2,285	3,627	1,078	39	88	31	235	427	.65	.....	.....	7,668		
KLEBERG E-9.....	34.5	9.83	99,317	10,103	13.4	21.9	12.1	20.6	18.2	61,062	6,212	15,567	1,653	1,905	4,323	3,310	17,332	5,304	14.23	1.1	9,195		
Kingsville.....	30.1	8.94	86,181	9,640	.....	.....	.....	.....	.....	59,017	6,601	15,076	1,653	1,698	4,323	3,310	16,334	4,911	.....	.....	11,899		
KNOX C-4.....	5.4	2.01	14,095	7,012	18.3	25.9	13.1	14.3	10.5	12,767	6,352	3,561	649	736	561	483	791	1,993	2.56	1.7	11,899		
LAMAR F-4.....	36.9	13.66	116,092	8,499	13.3	21.8	11.9	19.6	15.6	83,223	6,092	16,435	2,108	13,728	3,901	4,638	19,772	6,513	18.14	2.6	18,791		
Paris.....	24.4	9.22	78,832	8,550	.....	.....	.....	.....	.....	77,762	8,834	14,429	1,882	13,550	3,752	4,638	18,323	4,436	.....	.....	.....		
LAMB B-3.....	16.9	5.68	50,200	8,838	15.8	20.6	11.1	17.4	17.4	50,048	8,411	11,848	1,757	1,843	2,285	1,883	9,600	2,930	8.97	4.8	33,672		
LAMPASAS E-6.....	9.4	3.53	30,348	8,597	18.5	24.0	10.3	17.0	15.0	24,651	6,983	5,637	783	705	1,091	837	7,321	2,171	1.80	1.5	13,983		
LA SALLE D-8.....	4.5	1.31	9,166	6,997	19.7	16.5	7.9	11.3	12.1	5,957	4,547	1,572	103	755	463	76	1,092	1,640	.....	.....	12,387		
LAVACA F-8.....	17.2	6.40	41,660	6,509	18.1	21.9	11.2	13.5	8.8	34,734	5,427	9,002	1,078	1,507	908	1,513	8,285	3,024	7.97	5.8	30,340		
LEE F-7.....	7.8	2.89	22,963	7,946	17.7	21.6	11.1	15.4	10.7	16,772	5,803	4,538	478	470	750	1,075	2,606	2,367	3.52	2.9	13,796		
LEON F-6.....	8.3	3.13	23,192	7,410	14.6	20.4	11.2	14.8	11.7	15,840	5,061	5,031	567	371	31	305	1,384	3,602	3.16	1.6	16,839		
LIBERTY G-7.....	38.8	12.97	111,233	8,576	12.4	19.8	15.6	21.3	14.3	86,237	6,649	22,150	3,097	3,189	4,434	1,835	17,686	9,406	15.20	1.6	21,933		
LIMESTONE F-6.....	17.4	6.05	45,219	7,474	14.4	19.0	11.7	17.0	13.3	30,966	5,118	9,331	827	1,430	1,598	1,942	8,253	2,754	7.93	1.2	14,581		
LIPSCOMB C-1.....	3.5	1.30	13,331	10,255	11.7	18.3	15.5	24.4	19.7	7,965	6,127	1,340	200	137	103	126	2,462	899	1.94	.....	16,533		
LIVE OAK E-8.....	6.4	2.10	18,213	8,673	17.5	17.2	11.0	19.5	16.1	14,342	6,830	4,162	328	788	146	361	2,961	1,182	2.74	1.5	12,828		
LLANO D-6.....	2.5	3.23	24,236	7,503	19.4	22.5	10.5	14.3	11.9	18,020	5,579	4,184	468	1,023	351	106	2,763	2,189	3.81	1.1	15,330		
LLANO A-5.....	.2	.06	755	12,583	4.4	2.8	3.0	32.7	19.4	22	367	.....	.....	.....	.....	.....	.....	24	.....	.....	.....		
LUBBOCK B-4.....	194.0	61.13	683,085	11,174	11.2	20.1	13.2	23.3	23.7	552,708	9,042	89,969	13,880	95,470	23,633	28,365	141,568	36,373	95.52	6.2	100,810		
Lubbock.....	160.6	51.27	586,883	11,447	.....	.....	.....	.....	.....	506,108	9,871	82,726	12,936	90,030	23,187	27,554	127,604	31,724	.....	.....	.....		
Lubbock Metro Area.....	194.0	61.13	683,085	11,174	.....	.....	.....	.....	.....	552,708	9,042	89,969	13,880	95,470	23,633	28,365	141,568	36,373	.....	.....	.....		
LYNN B-4.....	8.7	2.72	39,156	10,719	18.2	20.0	9.8	15.4	23.1	15,310	5,629	2,952	538	449	295	400	5,687	1,142	4.19	3.7	25,357		
McCULLOCH D-6.....	8.7	3.29	26,714	8,120	19.7	25.9	12.2	13.8	13.9	21,114	6,418	5,054	871	754	1,119	632	4,980	3,127	4.18	1.4	18,149		
McLENNAN E-6.....	151.4	52.22	511,598	9,797	11.6	18.4	13.8	24.0	20.5	382,879	7,332	84,650	11,505	60,225	14,839	32,607	85,522	29,038	77.94	4.7	49,047		
Waco.....	99.8	34.91	337,970	9,681	.....	.....	.....	.....	.....	312,048	8,939	60,002	9,401	58,546	13,311	17,438	20,092	20,092	.....	.....	.....		
Waco Metro Area.....	151.4	52.22	511,598	9,797	.....	.....	.....	.....	.....	382,879	7,332	84,650	11,505	60,225	14,839	32,607	85,522	29,038	.....	.....	.....		
McMULLEN D-8.....	1.1	.36	3,146	8,739	11.6	18.4	13.8	24.0	20.5	1,035	2,875	192	.....	.....	63	234	215	.....	.....	.....	6,471		
MADISON F-6.....	8.2	2.63	19,048	7,243	14.5	20.7	11.3	16.5	12.9	23,518	8,942	3,459	692	632	355	749	11,177	2,454	3.36	1.4	9,353		
MARTIN G-4.....	9.0	3.14	21,438	8,827	15.0	23.1	9.7	15.1	10.7	14,170	4,513	3,175	761	1,697	323	808	3,300	1,769	3.42	1.1	1,722		
MARTIN B-5.....	4.5	1.42	12,992	9,149	15.6	19.0	9.4	17.1	20.7	11,579	8,154	1,233	228	548	331	334	4,551	1,337	2.36	1.7	13,169		
MASON D-6.....	3.2	1.27	8,970	7,063	10.9	23.9	10.8	13.1	12.0	10,894</													



# State, County, City, Metro Area Data

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973						Retail Sales—1973										Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$)	% of Total Income	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	Total Retail Sales Per Household (\$)	Food (\$000)	Drug (\$000)	General Merce. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)					
REAGAN B-6.....	3.1	1.00	10,782	10,782	11.6	15.1	21.4	29.3	18.2	7,187	7,187	2,013	214	515	192	78	1,389	1,313	1.63	.1	4,861	
REAL C-7.....	2.0	.72	6,610	6,610	21.8	27.9	8.9	7.7	7.0	2,985	4,146	967	82	147	73	62	274	695	.81	.5	1,641	
RED RIVER G-4.....	14.0	5.20	34,927	6,717	18.3	20.0	9.9	13.4	10.1	24,430	4,698	6,529	1,093	2,419	1,504	575	4,987	1,608	6.33	2.6	18,347	
REEVES B-10.....	16.5	4.67	45,364	9,714	13.9	23.4	12.1	21.7	17.9	41,451	8,876	9,219	1,087	3,750	1,504	391	9,339	4,466	6.27	.1	30,588	
REFUGIO E-8.....	9.2	2.91	28,638	9,841	12.6	21.3	13.0	19.8	20.0	18,545	6,373	4,916	832	707	263	235	4,584	2,727	4.31	.2	6,416	
ROBERTS C-2.....	1.0	.38	3,093	8,139	10.3	15.3	18.1	28.8	14.6	3,519	9,261	591	1,301	.....	.....	.....	.....	310	.61	.4	13,428	
ROBERTSON F-6.....	14.2	5.04	32,161	6,381	15.8	19.1	10.6	14.2	9.3	28,851	5,724	5,637	966	1,207	945	555	9,415	2,793	6.33	2.1	15,078	
ROCKWALL F-4.....	7.4	2.53	29,077	11,493	10.7	15.0	9.7	22.6	30.3	13,777	5,445	1,924	516	623	122	380	5,266	1,864	4.52	.....	.....	
RUNNELS C-5.....	11.4	4.27	35,999	8,431	14.8	22.0	11.7	17.3	15.1	26,893	6,298	6,729	814	1,688	1,076	1,071	6,391	2,954	6.62	2.7	32,258	
RUSK G-5.....	33.6	12.12	104,106	8,590	13.1	19.5	13.4	21.3	15.0	58,517	4,828	12,681	1,468	3,713	2,876	2,905	16,583	4,625	17.86	2.7	18,206	
SABINE H-6.....	7.3	2.51	17,238	6,868	15.0	21.7	13.2	16.4	9.6	10,326	4,114	3,709	426	631	390	597	2,386	702	2.78	.9	12,760	
SAN AUGUSTINE H-6.....	8.0	2.63	17,939	6,821	16.8	21.6	12.5	15.1	8.8	13,183	5,013	4,385	610	420	548	415	4,286	1,111	2.89	.6	9,313	
SAN JACINTO G-6.....	6.8	2.32	15,471	6,669	17.1	14.9	8.8	16.0	10.6	4,971	2,143	1,377	203	247	159	.....	1,176	563	2.11	.5	1,307	
SAN PATRICIO E-9.....	48.6	13.90	134,336	9,664	13.8	18.3	11.8	22.2	19.0	83,268	5,991	24,418	2,764	1,946	1,644	3,132	23,529	8,002	20.36	2.0	29,552	
SAN SABA D-6.....	5.4	2.10	14,992	7,139	11.9	16.4	11.3	12.7	12.4	11,355	5,407	2,744	430	777	234	277	2,220	1,498	2.61	1.6	21,386	
SCHLEICHER C-6.....	2.0	.72	8,290	11,514	11.1	10.5	12.7	26.0	21.9	3,943	5,476	497	275	354	.....	.....	202	796	1.20	.5	6,908	
SCURRY C-4.....	14.5	4.99	51,534	10,327	11.4	19.1	14.2	24.1	21.4	39,456	7,907	9,158	1,079	2,469	1,710	1,130	7,910	4,779	8.90	1.8	23,208	
SHACKELFORD D-4.....	3.3	1.36	12,552	9,229	10.0	24.4	13.9	18.9	20.8	7,427	5,461	1,528	91	443	246	487	3,418	799	2.03	1.0	7,249	
SHELBY H-5.....	19.7	7.09	52,972	7,471	17.8	23.7	11.5	14.8	9.9	43,426	6,125	10,001	1,581	2,958	946	763	12,218	3,699	8.20	3.5	53,688	
SHERMAN B-1.....	4.0	1.31	18,163	13,865	6.2	23.0	16.4	22.5	26.1	10,599	8,091	1,717	297	339	125	102	1,972	638	1.90	1.1	150,136	
SMITH G-5.....	101.3	34.25	374,373	10,931	10.2	18.4	13.0	24.8	23.0	260,454	7,604	52,643	7,508	41,251	15,264	26,589	54,503	20,798	51.80	3.5	20,873	
Tyler.....	61.7	21.40	255,813	11,954	.....	.....	.....	.....	.....	235,214	10,991	46,095	6,702	40,528	15,077	26,311	52,359	15,235	.....	.....	.....	
Tyler Metro Area.....	101.3	34.25	374,373	10,931	10.2	18.4	13.0	24.8	23.0	260,454	7,604	52,643	7,508	41,251	15,264	26,589	54,503	20,798	51.80	3.5	20,873	
SOMERVELL E-5.....	2.8	1.10	9,337	8,488	12.5	25.5	16.8	21.3	12.2	4,081	3,710	1,078	204	.....	.....	.....	181	1,644	523	.5	1,795	
STARR D-10.....	18.3	4.53	27,359	6,040	17.1	17.7	8.0	10.7	8.4	19,920	4,397	6,179	662	2,711	634	892	3,661	1,980	5.60	1.4	17,509	
STEPHENS D-5.....	8.5	3.44	26,488	7,700	15.1	22.8	13.2	19.1	14.4	24,686	7,176	5,377	871	1,148	1,360	672	6,413	2,226	4.73	.5	7,680	
STERLING C-5.....	.9	.32	3,309	10,341	8.2	34.4	11.2	13.5	18.0	1,443	4,509	247	.....	.....	.....	.....	745	.....	.52	.2	4,914	
STONEWALL C-4.....	2.4	.92	9,708	10,552	10.6	21.2	10.0	13.4	23.4	5,267	5,725	1,531	92	.....	.....	.....	165	1,190	712	1.12	1.1	7,732
SUTTON C-7.....	2.9	.97	8,386	8,645	12.8	21.2	12.3	18.1	17.1	6,239	6,432	930	.....	.....	.....	.....	170	63	1.358	.....	.....	
SWISHER B-3.....	10.5	3.38	34,252	10,134	13.0	22.9	13.5	19.7	21.8	36,619	10,834	6,223	1,081	1,287	602	810	7,777	4,084	4.94	2.8	93,330	
TARRANT E-4f.....	730.1	244.40	3,307,019	13,531	5.9	12.8	11.6	28.5	35.4	2,207,254	9,031	365,392	64,380	328,715	62,245	72,110	430,775	139,623	410.86	1.7	25,593	
Arlington.....	123.1	40.68	515,134	12,663	.....	.....	.....	.....	.....	265,829	6,535	43,470	8,795	42,068	7,066	7,894	95,055	17,521	.....	.....	.....	
Eules.....	24.4	7.16	95,680	13,363	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	
Fort Worth.....	402.0	141.09	1,770,762	12,551	.....	.....	.....	.....	.....	1,601,035	11,348	237,071	44,435	263,344	48,102	58,697	297,872	86,863	.....	.....	.....	
Dallas-Fort Worth Metro Area.....	2,512.7	843.39	11,547,334	13,692	6.5	13.6	11.4	27.4	34.7	7,256,746	8,604	1,264,165	224,402	44,435	271,745	269,292	1,622,844	449,564	1,349.69	.....	.....	
Haltom City.....	30.1	10.04	128,502	12,799	.....	.....	.....	.....	.....	66,237	6,597	20,702	3,229	7,761	1,352	2,086	11,757	8,774	.....	.....	.....	
Hurst.....	32.8	9.79	147,932	15,111	.....	.....	.....	.....	.....	59,397	6,067	17,188	3,153	8,080	1,936	2,142	12,222	7,076	.....	.....	.....	
TAYLOR C-5f.....	105.3	34.35	343,523	10,001	12.2	22.4	14.4	23.4	18.4	263,757	7,620	48,301	5,680	39,202	13,678	14,532	72,947	22,822	52.59	1.8	76,585	
Abilene.....	95.5	30.76	314,971	10,240	.....	.....	.....	.....	.....	237,397	7,718	44,407	5,493	38,332	13,678	14,190	68,637	20,089	.....	.....	.....	
Abilene Metro Area.....	129.0	43.32	419,247	9,678	12.7	22.0	13.9	22.7	17.7	324,125	7,482	60,984	7,747	42,251	15,731	15,873	94,452	29,749	66.01	.....	.....	
TERRELL B-7.....	1.8	.61	5,388	8,833	10.8	19.1	13.0	22.2	15.9	5,268	10,228	8,636	772	157	.....	.....	115	515	2,094	.79	.1	5,221
TERRY B-4.....	13.7	4.28	45,222	10,566	14.2	17.2	11.8	19.6	25.0	51,480	12,028	9,188	1,242	3,105	1,626	704	11,180	4,093	6.89	3.1	17,034	
THROCKMORTON D-4.....	2.2	.92	8,463	9,199	12.0	22.9	10.2	22.9	16.4	6,604	7,178	1,769	271	.....	.....	.....	241	201	1.17	.6	10,553	
TITUS G-4.....	16.9	6.24	54,778	8,779	13.7	22.4	13.1	19.3	16.9	46,819	7,503	9,381	1,367	2,855	3,515	2,073	12,429	4,139	8.83	2.3	10,756	
TOM GREEN C-6f.....	72.0	24.32	257,994	10,608	12.0	21.3	13.3	22.1	21.3	189,447	7,790	40,278	6,063	28,069	7,218	8,226	48,682	15,183	37.97	1.9	45,117	
San Angelo.....	66.3	22.50	235,245	10,455	.....	.....	.....	.....	.....	187,251	8,322	39,907	5,831	25,761	7,218	8,226	48,158	14,583	.....	.....	.....	
San Angelo Metro Area.....	72.0	24.32	257,994	10,608	12.0	21.3	13.3	22.1	21.3	189,447	7,790	40,278	6,063	28,069	7,218	8,226	48,682	15,183	37.97	1.9	45,117	
TRAVIS E-7f.....	324.6	105.68	1,280,438	12,116	9.3	17.2	11.7	24.8	29.5	735,732	6,962	136,732	20,648	101,469	47,998	36,473	184,942	50,303	157.79	2.1	18,543	
Austin Metro Area.....	293.7	97.36	1,120,029	11,504	.....	.....	.....	.....	.....	724,907	7,446	136,732	20,648	100,983	47,836	36,473	184,942	48,562	.....	.....	.....	
Trinity C-6.....	354.8	114.00	1,364,971	11,973	9.8	17.7	11.5	24.2	28.8	782,010	6,860	145,941	21,983	104,179	49,359	37,392	196,756	55,485	169.14	.....	.....	
TYLER H-6.....	12.9	4.51																				



**Spanish Population Data—Continued**

Dawson	5,242	McLennan	10,955
Deaf Smith	6,596	McMullen	743
Denton	2,973	Madison	417
De Witt	4,047	Martin	1,763
Dickens	447	Mason	589
Dimmit	7,381	Matagorda	5,162
Duval	9,905	Maverick	16,347
Eastland	784	Medina	9,822
Ector	12,980	Menard	800
Edwards	922	Midland	7,138
Ellis	4,040	Milam	1,379
El Paso	204,349	Mitchell	2,238
Falls	1,587	Montgomery	1,638
Fayette	530	Moore	1,162
Fisher	1,070	Nacogdoches	970
Floyd	2,569	Navarro	898
Fort Bend	13,890	Nolan	2,272
Frio	7,711	Hardin	475
Gaines	2,946	Nueces	103,543
Galveston	20,372	Orange	2,175
Garza	888	Palo Pinto	1,725
Gillespie	1,030	Parker	1,354
Goliad	1,832	Parmer	2,168
Gonzales	4,945	Pecos	5,126
Gray	665	Polk	408
Grayson	1,436	Potter	7,250
Gregg	738	Presidio	3,646
Grimes	1,124	Randall	1,735
Guadalupe	9,099	Real	416
Hale	8,382	Reagan	476
Hall	444	Reeves	8,804
Hansford	786	Rufugio	3,610
Hardeman	432	Robertson	1,249
Harris	185,715	Runnels	2,175
Haskell	1,104	San Patricio	23,231
Hays	10,387	San Saba	889
Henderson	455	Schleicher	751
Hidalgo	143,611	Scurry	1,861
Hill	1,443	Sherman	413
Hockley	4,247	Smith	1,943
Houston	5,744	Sutton	17,330
Hudspeth	1,445	Swisher	2,200
Hunt	1,378	Tarrant	42,960
Hutchinson	715	Taylor	9,541
Jefferson	2,301	Terrill	834
John	941	Terry	3,471
Jefferson	10,982	Tom Green	13,151
Jim Hogg	4,275	Travis	43,899
Jim Wells	21,125	Upton	1,100
Johnson	1,367	Uvalde	8,802
Jones	1,529	Val Verde	15,549
Karnes	5,515	Victoria	16,910
Kaufman	1,129	Walker	1,314
Kendall	1,416	Waller	495
Kenedy	532	Webb	3,016
Kerr	2,595	Webb	62,380
Kimble	898	Wharton	6,920
Kinney	1,448	Wichita	7,121
Kleberg	14,560	Willbarger	991
Knox	730	Willacy	961
Lamb	4,079	Williamson	6,000
Lampasas	840	Wilson	5,407
La Salle	393	Winkler	1,142
Lavaca	1,195	Wise	467
Liberty	432	Yoakum	1,309
Live Oak	2,703	Young	497
Lubbock	31,082	Zapata	3,984
Lynn	2,763	Zavala	9,275
McCulloch	1,965	Total Counties	2,047,524

**TEXAS**

See SRDS consumer market map and data at beginning of the State.

**CAUTION: The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.**

**STATE NETWORKS**

**Alamo Network**

**ALAMO NETWORK**

Comprised of:  
Non-Interconnected Stations

KCAD—Ablene	KOOI (FM)—Jack-sonville
KZIP—Amarillo	KMBL—Junction
KOKE—Austin	KAML—Kenedy
KOKE-FM—Austin	KAMM—Kenedy
KRUI—Ballinger	KARMS—Karnes City
KIOX—Bay City	KERB—Kermit
KFNE (FM)—Big Spring	KIXS AM/FM—Killeen
KHEM—Big Spring	KOYE—Laredo
KBBB—Borger	KHFI (FM)—Austin
KBAN—Bowie	KZZN—Littlefield
KPTX—Brenham	KFRO—Longview
KWHI-FM—Brenham	KEND—Lubbock
KEAN—Brownwood	KRBA—Lufkin
KHLB—Burnet	KDOX—Marshall
KCAN—Canyon	KVAL—McKinney
KDET—Center	KRGI—Meridian
KCTF—Childress	KWEL—Midland
KCLE—Cleburne	KKRC—Mineral Wells
KIKR—Conroe	KSPA AM/FM—Nacogdoches
KNRO (FM)—Conroe	KGNB—New Braunfels
KMIO (FM)—Corpus Christi	KNBT (FM)—New Braunfels
KCFH—Cuero	KOYL—Odessa
KEGG—Daingerfield	KOYL-FM—Odessa
KXIT AM/FM—Dalhart	KNET—Palestine
KWMC—Del Rio	KPDN—Pampa
KDHN—Dimmitt	KOLJ—Quanah
KEPS—Eagle Pass	KCJL—Ralls
KBFM (FM)—Edinburg	KSOX—Raymondville
KFLP—Florydada	KPEL—San Angelo
KNAP AM/FM—Fredericksburg	KIKZ—Seminole
KGAF AM/FM—Gainesville	KSEY—Seymour
KGTN AM/FM—Georgetown	KBYF—Shamrock
KWRD—Henderson	KTXO—Sherman
KHBB AM/FM—Hilshoro	KTPS—Texarkana
KRME—Hondo	KTVL—Tulla
KERB—Jacksonville	KDOK—Tyler
	KNUE (FM)—Tyler
	KTXN (FM)—Victoria
	KBEC—Waxahachie

Media Code 4 245 0013 000  
Business Office—Fidelity Union Life Bldg., Dallas, Tex. 75201. Phone 214-747-0135.

- PERSONNEL  
Manager—Marlo Messina
- AGENCY COMMISSION 15%

**TIME RATES**  
ET—Rec'd 6/27/74.

7. PACKAGE PLANS	1 min	30 sec
All stations.....	278.14	214.03

Any number of stations may be purchased. If not buying entire network, contact representative for individual rates.

**Big-K Medio**

Comprised of:  
Interconnected Stations  
KMHT—Marshall, Texas KLUK—Longview, Texas  
Plus supplementary stations on order.  
Media Code 4 245 0050 200  
Business Office—Box AA, 2323 Jefferson Ave., Marshall, Tex. 75671. Phone 214-935-6789. TWX 214-935-9331.

- PERSONNEL  
President—H. A. Bridges, Jr.  
Vice-President—E. W. Mahoney, Jr.  
News Director—Charles Thompson.  
Sales Directors:  
KMHT—Vinson L. Stevens.  
KLUK—G. Lowell Wolfe.  
KHER (FM)—Dave Allen.
- REPRESENTATIVES  
Jack Maala & Co., Inc.
- AGENCY COMMISSION 15%; no cash discounts. Invoices mailed monthly.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2h, 3s, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14b, 15a.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 30.  
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comm.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70h, 70d, 73h.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET—Rec'd 9/18/69.

7. PACKAGE PLANS	DISCOUNT	
2 sta—5%	3 sta—7-1/2%	4+ sta—10%

**East Texas Black Market Group**

Comprised of:  
Non-Interconnected Stations  
KJET—Beaumont KZEY—Tyler  
Media Code 4 245 0052 800  
National Sales: Gibson Broadcasting Co., 11300 N. Central Expwy., Dallas, Tex. 75231. Phone 214-361-0405.

- PERSONNEL  
President—R. Tom Gibson.
- REPRESENTATIVES  
Bernard Howard & Co., Inc.

**TIME RATES**

No. G-6 Eff 9/1/74—Rec'd 8/5/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

1 MIN:	1 wk	13 wk	39-52	1 wk	13 wk	39-52
12 1/2 sec:	20.00	19.00	18.00	17.00	16.20	15.40
12 1/2 sec:	19.00	18.00	17.00	16.20	15.40	14.60
12 1/2 sec:	18.00	17.00	16.00	15.40	14.50	13.80
24 1/2 sec:	17.00	16.00	15.00	14.50	13.60	12.75
36 1/2 sec:	16.00	15.00	14.00	13.60	12.75	12.00

30 sec: 80% of 1-min.  
Wkly frequency indicates number of spots on each sta.

**Keystone Broadcasting System, Inc.**

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Network Media Code 4 245 0055 1.00 works and Groups section.)  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-855-3720.

**TEXAS STATE GROUP**  
Comprised of:

KNIT—Ablene	KHBR—Hillsboro
KOPY—Alice	KRME—Hondo
KALP—Alpine	KSAM—Huntsville
KZIP—Amarillo	KTXJ—Jasper
KACT—Andrews	KAMB—Athens
KRED—Athens	KACB—Kenedy-Karnes City
KALT—Atlanta	KERB—Kermit
KHFI (FM)—Austin	KIXS—Killeen
KIUN—Ballinger	KVIG—La Grange
KIOX—Bay City	KVOZ—Laredo
KIBB—Beville	KLVG—Levelland
KWGH—Big Lake	KCLT—Lockhart
KIYG—Big Spring	KLUE—Longview
KFYB—Bonham	KLBA—Lufkin
KBBB—Borger	KMIT—Marshall
KBAN—Bowie	KHGI—Meridian
KNEB—Brady	KHUS—Mexico
KSTB—Dreckeridge	KJBC—Midland
KWHI—Brenham	KIRT—Mission
KWBR—Brownfield	KRAN—Morton
KBOR—Brownsville	KIMP—Mt. Pleasant
KBWD—Brownwood	KGNB—Nacogdoches
KTAM—Bryan	KGNB—New Braunfels
KBEN—Carrizo Springs	KOYL—Odessa
KOAN—Carthage	KOYT—Orange
KDET—Center	KNET—Palestine
KCTX—Childress	KGRO—Pampa
KCAR—Clarksville	KPLT—Paris
KCLE—Cleburne	KVWG—Pearall
KSTA—Coleman	KIUM—Pecos
KCOL—Colorado City	KIPE—Perryton
KIKR—Conroe	KVOP—Plainview
KAND—Coranica	KSUZ—Port Neches
KBSN—Crane	KPOS—Post
KIVY—Crockett	KIOB—Hobstown
KEGG—Daingerfield	KTLU—Rusk
KXIT—Dalhart	KIPE—San Angelo
KDLR—Del Rio	KBAL—San Saba
KDDD—Dumas	KIKZ—Seminole
KERC—Eastland	KSEY—Seymour
KWBY—Elna	KCAS—Stanton
KINT—El Paso	KSNY—Snyder
KPSO—Palufurrias	KSTY—Stephenville
KZOL—Farwell	KSTY—Sulphur Springs
KFLP—Florydada	KTAE—Taylor
KFT—Ft. Stockton	KTER—Terrell
KNAP—Fredericksburg	KTPS—Texarkana
KGAF—Gainesville	KTLW—Texas City
KHYM—Gillmer	KTUE—Tulla
KCTI—Gonzales	KKBB—Tyler
KGVL—Greenville	KVWC—Vernon
KCLW—Hamilton	KVIC—Victoria
KWRD—Henderson	KBRC—Waxahachie
KPAN—Hereford	KANI—Wharton

All stations..... 396 317 (1)

**TEXAS**

**7. PACKAGE PLANS**  
PER WK. EA: 6 ti 12 ti 18 ti 24 ti

Plan A, 1/2AAA, 1/2AA.....	60	58	56	54
Plan B, 1/3AAA, 1/3AA, 1/3A.....	56	54	52	50

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
5-min newscast—150% of 1-min.  
2 OR 3 STATION COMBINATION  
KNUZ & KQUC—deduct 10.00 per 1-min spot.  
KNUZ, KAYC & KAYD (FM)—deduct 10.00 per 1 min spot.  
KNUZ & KAYC—deduct 12.00 per 1-min spot.

**TEXAS State Network**  
**TEXAS STATE NETWORK**  
**BLAIR RADIO**

Comprised of:  
Interconnected Stations

*KWKC—Ablene	*KBEL—Idabel, Okla.
*KPUR—Amarillo	*KERB—Kermit
*KGNC-FM—Amarillo	*KIXS, KIXS-FM—Killeen
KACT—Andrews	*KINE—Kingsville
KBUJ—Athens	*KUP (FM)—Kingsville
KALT—Atlanta	*KPET—Lamesa
KOKE, *KOKB-FM—Austin	*KOYE—Laredo
KRUC—Ballinger	*KVOZ—Laredo
*KIOX—Bay City	*KLVY—Levelland
*KVIY—Beaumont	*KZZN—Littlefield
KWGH—Big Lake	KETX, *KETX-FM—Livestock
*KBSY—Big Spring	KCLT—Lockhart
KBBB—Borger	KLVG—Longview
KBAN—Bowie	KLUB—Lubbock
KNEL—Brady	*KLLF-FM—Lubbock
KSTB—Breckenridge	*KRBA—Lufkin
KSTB—Brenham	*KMTB—Marshall
*KWHI-FM—Brenham	*KNAM—Midland
*KBOR—Brownsville	*KNFM-FM—Midland
*KBWD—Brownwood	*KMOO—Mineral Wells
WTAW—Bryan	*KORC—Mineral Wells
*WTAW-FM—Bryan	*KVKM—Monahans
KSPA—Coleman	*KIMF—Mt. Pleasant
*KBEA—Carizo Springs	*KIMP-FM—Mt. Pleasant
KGAS—Carthage	*KEFM (FM)—Nacogdoches
KDET—Center	KWBC—Navasota
KCTX—Childress	KNBO—New Boston
KCLE—Cleburne	*KGNB—New Braunfels
KCAN—Canyon	*KNBT (FM)—New Braunfels
KVMC—Colorado City	*KOSM—Comanche
*KOSM—Comanche	*KEYS—Corpus Christi
*KEYS—Corpus Christi	*KNET—Palestine
*KAND—Corsicana	*KGRB—Pampa
KBSN—Crane	*KHBT—Paris
KXIT—Dalhart	*KWHI—Pearsall
*KXIT-FM—Dalhart	*KWIN—Pecos
*KILB—Dallas	*KEYE—Perryton
*KWMC—Del Rio	*KDNT—Denton
*KDNT—Denton	*KDDD—Dumas
KDDD—Dumas	KERC—Eastland
*KDDD-FM—Dumas	*KURY—Edinburg
KERY—Eastland	*KFTS—Fort Stockton
*KURY—Edinburg	*KBYF—Fort Worth
*KFTS—Fort Stockton	*KFIJ—Fort Worth
*KBYF—Fort Worth	KGAF—Gainesville
*KFIJ—Fort Worth	*KGAF-FM—Gainesville
KGAF—Gainesville	*KILW—Galveston
*KGAF-FM—Gainesville	*KGTN-FM—Georgetown
*KILW—Galveston	*KSWA—Graham
*KGTN-FM—Georgetown	*KGVG—Greenville
*KSWA—Graham	KCLW—Hamilton
*KGVG—Greenville	KWRD—Henderson
KCLW—Hamilton	*KPNF-FM—Hereford
KWRD—Henderson	*KHBR—Hillsboro
*KPNF-FM—Hereford	*KRLY (FM)—Houston
*KHBR—Hillsboro	*KSNM—Huntsville
*KRLY (FM)—Houston	*KSNM-FM—Huntsville
*KSNM—Huntsville	

(\*) Fulltime Stations.

Media Code 4 245 0100 500  
Business Office: Box 1317, 4801 W. Freeway, Fort Worth, Tex. 76107. Phone 817-737-6631.

**STATION'S PROGRAMMING DESCRIPTION**  
TEXAS STATE NETWORK: Newscasts 18 hours daily. News & sports programs are prepared by a 12 man staff using AP, UPI, UPI audio, full period circuits to major market newrooms & a State Capitol bureau. Contact Representative for further details. Rec'd 3/8/71.

- PERSONNEL  
President—Stan Wilson.  
Manager—Gene Craft.  
Sales Manager—Ray Menefee.
- REPRESENTATIVES  
Blair Radio.
- AGENCY COMMISSION 15/0 net time only; payable when rendered.
- GENERAL RATE POLICY  
Rates guaranteed for 6 months from date of first broadcast provided schedule is running and has been continuous at time of increase.

**TIME RATES**  
ET 9/73—Rec'd 9/13/73.

AAA—6-10 am.
AA—3-7 pm.
A—10 am-3 pm.
B—7 pm-midnight.

**7. PACKAGE PLANS**  
CLASS AAA

PER WK:	1 ti	13 wk	26 wk	52 wk
1 min.....	220.00	214.50	209.00	198.00
30 sec.....	176.00	171.60	167.20	158.40
1 min.....	215.00	209.63	204.25	193.50
30 sec.....	172.00	167.70	163.40	154.80
1 min.....	210.00	204.75	199.50	189.00
30 sec.....	168.00	163.80	159.60	151.90

(This listing continued on next page)

**ADVERTISING AGENCIES WITH MEDIA ACCOUNTS**

Use SRDS publications to sell more national and regional advertisers.

Use informative Service-Ads near the medium's listing.

Keep advertising managers, media directors and account executives aware of the market the medium covers, how it serves that market, and the other values which make it a good choice for advertising this or that type of product.

# TEXAS

## State Networks— Texas State Network—Continued

PER WK:	CLASS AA			
1 min.	11	13 wk	26 wk	52 wk
1 min.	170.00	165.75	161.50	153.00
30 sec.	136.00	132.60	129.20	122.40
1 min.	165.00	160.88	156.75	148.50
30 sec.	136.00	132.60	129.20	122.40
1 min.	121.00	117.00	113.00	108.00
30 sec.	92.00	89.00	86.00	83.00
1 min.	155.00	151.13	147.25	139.50
30 sec.	124.00	120.90	117.80	111.60
1 min.	150.00	146.25	142.50	135.00
30 sec.	120.00	117.00	114.00	108.00
1 min.	85.00	82.88	80.75	78.50
30 sec.	68.00	66.30	64.60	61.20
1 min.	80.00	78.00	76.00	72.00
30 sec.	64.00	62.40	60.80	57.60
1 min.	75.00	73.13	71.25	67.50
30 sec.	60.00	58.50	57.00	54.00

ROS PLAN  
Flat 110.00. 30 sec only. Rotating thru all times;  
subject to availability, no discounts.

## Voice of Southwest Agriculture Radio Network

Comprised of:  
Interconnected Stations  
KPET—Lamesa  
KCRS—Midland  
KVCM—Colorado City  
KXOX—Sweetwater  
Media Code 4 245 0175 7.00  
Business Office—Box 3610, San Angelo, Tex. 76901.  
Phone 915-944-1213.

STATION'S PROGRAMMING DESCRIPTION  
VOICE OF SOUTHWEST AGRICULTURE RADIO  
NETWORK: Program content entirely agriculturally  
oriented.  
Farm & ranch news M-F. Live 6-8:30 am; noon-  
1 pm recorded. Closed circuit each morning by  
affiliates & delayed by each station for broadcast  
sometime between 11:55 am & 1 pm. Field record-  
ings with producers & specialists, weather, livestock,  
cotton & grain markets, coming agricultural events.  
Farm director staffed. Rec'd 10/13/72.

- PERSONNEL  
Owner & Farm and Ranch Director—Robby Peoples.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 20b, 21a, 22b, 24b, 26, 28a, 28c,  
29a, 32b.  
Contracts: 40c, 44b, 45, 46, 47e, 49.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 1/15/74—Rec'd 1/31/74.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	156x	200x
1 min.	48.49	48.16	46.74	45.36	42.04
30 sec.	39.13	38.80	37.42	35.81	35.37

## Voice of Valley Agricultural Radio Network

Comprised of:  
Interconnected Stations  
KBOR—Brownsville  
KUHV—Edinburg  
Media Code 4 245 0200 5.00  
Business Office: Box 1109, Edinburg, Tex. 7853A.  
Phone 512-343-2777.

- PERSONNEL  
Farm Ranch Director—Charlie Rankin.  
Sales Director—Lloyd Hawkins.
- AGENCY COMMISSION  
15/0 not time only.
- GENERAL ADVERTISING See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15c.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24a, 29b, 32b,  
33a, 36, 38c.  
Contracts: 40c, 41, 44b, 45, 46, 47e, 49.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

ET 1/1/70—Rec'd 2/4/70.

6. SPOT ANNOUNCEMENTS	1x	26 wk	52 wk
1 min.	15.75	17.50	16.25
30 sec.	15.00	13.75	12.50

6. PROGRAM TIME RATES	1x	26x	52x	156x	200x
1 hr.	112.50	106.25	100.00	93.75	87.50
1/2 hr.	67.50	63.75	60.00	56.25	52.50
1/4 hr.	58.25	52.50	50.00	47.50	43.75
5 min.	33.75	32.50	30.00	28.75	26.25

# ABILENE (4 AM; 2 FM)

Taylor County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## KCAD

1962  
Media Code 4 245 0250 8.00  
Westgate Broadcasting Co., 109 Westgate, Abilene,  
Tex. 79605. Phone 915-693-1188.

- PERSONNEL  
General Manager—Del Morton.  
Station Manager—Virgil Terry.  
Sales Manager—Clayton Jay.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
500 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2b, 3a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c.  
Basic Rates: 20b, 21d, 22b, 23a, 24c, 25c, 28b, 28c.  
Contracts: 40c, 41, 42b, 45, 46, 51a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70d, 71a, 72, 73a.  
Prod. Services: 81, 82.  
Member: Alamo Network.  
Affiliated with MBS.

## TIME RATES

ET Rec'd 8/3/67.

AA—Mon thru Fri 7-10 am & 3-7 pm.	11	12 ti	18 ti	24 ti
1 wk.	9.00	8.00	7.00	6.50
13 wk.	8.50	7.50	6.00	5.50
52 wk.	8.00	7.00	5.75	5.25

CLASS AA	11	12 ti	18 ti	24 ti
1 wk.	8.50	7.50	6.50	6.00
13 wk.	7.50	6.50	5.00	4.50
52 wk.	7.00	6.00	4.75	4.25

20/30 sec. 80% of 1-min. 10 sec: 50% of 1-min.

10. SPECIAL FEATURES  
5-minute News: 1-1/2x 1-min.

## KFMN (FM)

1961  
Subscriber to the NAB Radio Code  
Media Code 4 245 0275 5.00  
David L. Boyll, 102 Pine St., Abilene, Tex. 79601.  
Phone 915-677-3632.

STATION'S PROGRAMMING DESCRIPTION  
KFMN (FM): Programmed for adults 18-35.  
MUSIC: modern pop. Contact Representative for  
further details. Rec'd 3/25/74.

- PERSONNEL  
Owner/Gen'l Mgr.—David L. Boyll.  
Sales Manager—John Ingram.  
Program Director—Eric Fletcher.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
ERP 3,000 w.; 99.3 mc. Stereo.  
Operating schedule: 18 hours daily. CST.  
Antenna ht.: 135 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 20b, 21a, 22b, 24b, 26, 28a, 28c,  
29a, 32b.  
Contracts: 40c, 44b, 45, 46, 47e, 49.  
Comb.: Cont. Discounts: 60a, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES  
No. 2 ET 1/1/68—Rec'd 2/26/68.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	200x
1 min.	6.00	5.40	5.10	4.80	4.50
30 sec.	4.00	3.60	3.40	3.00	2.80

6. PROGRAM TIME RATES	1 hr	1 1/2 hr	2 hr	3 hr	5 1/2 hr
1 hr.	32.00	28.80	27.20	25.60	24.00
1/2 hr.	20.00	18.00	17.00	16.00	15.00
1/4 hr.	14.00	12.60	12.30	11.20	10.50
5 min.	8.00	7.00	6.80	6.40	6.00

## KNIT

1957  
Media Code 4 245 0300 1.00  
West Texas Media, Inc., Box 3098, Abilene, Tex.  
79604.  
Studios & offices: Penthouse, Windsor Hotel, Phone  
915-677-1404.

- PERSONNEL  
President/Dir. Page Nelson.  
General Manager—Ralph V. Fry.  
Station Manager—Dave Martin.
- REPRESENTATIVES  
Jack Masala & Co., Inc.  
Southwest—Riley Representatives.
- FACILITIES  
500 w. days; 1280 kc. Non-directional.  
Operating schedule: 5-30 am-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 34b, 34c,  
35a, 36, 37, 28a, 29a, 30.  
Contracts: 40a, 41, 42b, 45a, 45, 46, 47a, 48, 49, 50,  
51a.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

## TIME RATES

ET 9/1/66—Rec'd 8/15/66.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
Open	6.00	6.60	4.00

DISCOUNTS			
26x—5%	156x—20%	864x—40%	156 ti
62x—10%	260x—30%	520x—45%	312 ti
104x—15%	312x—35%	624x—50%	156 ti

7. PACKAGE PLANS

DRIVE TIME			
(Mon thru Sat 6-9 am, noon-1 pm & 4-7 pm.)			
PER WK:	1 hr	1 1/2 hr	2 hr
1 min.	10.00	9.00	8.00
30 sec.	8.00	7.20	6.40
10 sec.	5.00	4.50	4.00

(All other times)

DRIVE TIME			
1 min.	6.00	7.00	6.00
30 sec.	6.40	5.00	4.80
10 sec.	4.00	3.50	3.00

ROS WEEKLY PACKAGE PLANS—1/3 IN DRIVE

DRIVE TIME			
1 min.	7.50	6.50	5.50
30 sec.	6.00	5.20	4.40
10 sec.	3.75	3.25	2.75

8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13x—5%	36	36	34	16	15
26x—10%	36	36	34	16	15

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	360x—30%

KNIT-FM  
1963  
Media Code 4 245 0301 9.00  
West Texas Media, Inc., Box 3098, Abilene, Tex.  
79604. Phone 915-677-1404.  
See affiliated AM station for additional information.

- FACILITIES  
ERP 49,000 w.; 105.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 187 ft. above average terrain.
  - GENERAL ADVERTISING See coded regulations  
Member: Voice of Southwest Agriculture Radio Net-  
work.
- TIME RATES  
ET—Rec'd 8/26/69.
- Drive Time—Mon thru Sat 6-9 am, noon-1 pm &  
4-7 pm.

6. SPOT ANNOUNCEMENTS

DRIVE TIME					
1 min.	6.00	5.00	4.50	4.00	3.50
30 sec.	4.80	4.00	3.60	3.20	2.80
10 sec.	3.00	2.50	2.25	2.00	1.75

ALL OTHER TIMES

1 min.	4.00	3.50	3.25	3.00	2.75
30 sec.	3.20	2.80	2.60	2.40	2.20
10 sec.	2.00	1.75	1.65	1.50	1.40

7. PACKAGE PLANS  
ROS—1/3 GUARANTEED DRIVE TIME

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min.	4.25	3.75	3.25	3.00
30 sec.	3.40	3.00	2.60	2.40
10 sec.	2.15	1.90	1.65	1.50

6. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
13x—5%	50.00	30.00	20.00	15.00	12.50
26x—10%	50.00	30.00	20.00	15.00	12.50

DISCOUNTS

13x—5%	52x—15%	156x—25%
26x—10%	104x—20%	260x—30%

## KRBC

1936  
Subscriber to the NAB Radio Code  
Media Code 4 245 0325 8.00  
Radio Abilene Inc., Box 178, 4510 S. 14th St.,  
Abilene, Tex. 79604. Phone 915-693-4243. TWX  
915-492-9210.

STATION'S PROGRAMMING DESCRIPTION  
KRBC: Programmed for the adults & young adults.  
5-6 am MOR music; 6-6:30 am news; 6:30-7 am  
farm/ranch news, market reports, 7-8 am news/info,  
local thru national, sports, weather, features, 8-10  
am talk, 2 man, music, 10-11 am swap show listener/  
tele show, 11 am-6 pm MOR, except 12-12:30 news/  
info, sports, weather, livestock markets, 6 pm-1 am  
rock. NEWS: 5 min at :55 & :25. 5 man news staff,  
4 radio units, farm editor. SPORTS: high school/  
college football/basketball, high school baseball,  
sports editor, hourly sportscasts, 6 sportscasters.  
Contact Representative for further details. Rec'd  
11/6/72.

- PERSONNEL  
Pres & Gen'l Mgr.—Bill Fox.  
National Sales—Bonnie Campbell.  
Program Manager—Dave Dalzell.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
5,000 w. days, 1,000 w. nights; 1470 kc.  
Directional—night only.  
Operating schedule: 19 hours daily. CST.
- AGENCY COMMISSION  
15/0; rendered monthly.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 3a, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b,  
29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with Eastman Radio Network.

TIME RATES  
ET 1/1/69—Rec'd 12/5/68.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun  
all day.

6. SPOT ANNOUNCEMENTS

SECTION I			
PER WK:	1 min	30/20	10 sec
1 ti	17.00	13.00	8.50
12 ti	15.00	12.00	7.50
18 ti	14.00	11.20	7.00

SECTION II		
PER WK:	1 min	30/20 10 sec
1 ti	15.00	12.00 7.50
12 ti	13.00	10.40 6.50
18 ti	12.00	9.60 6.00

SECTION III		
1 ti	13.00	10.40 6.50
12 ti	11.00	8.80 5.80
18 ti	10.00	8.00 5.80

7. PACKAGE PLANS  
BEST BUY PLANS
- | PER WK, 1 MIN:                  | 10 | 12 | 15 |
|---------------------------------|----|----|----|
| Plan A, 30 ti (12I, 12II, 6III) | 10 | 12 | 15 |
| Plan B, 15 ti (6I, 6II, 3III)   | 10 | 12 | 15 |
- 30/20 sec; 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added  
frequency.
8. PROGRAM TIME RATES  
5 min—1-1/2x 1-min.  
CONSECUTIVE WEEK DISCOUNTS
- |   |          |
|---|----------|
| 26 wk—4%  | 52 wk—8% |
| Rateholder: Minimum whly sched of 6 1-min spots<br>6 am-mid Mon-Sun necessary to maintain consec wk<br>advertising. |          |

## KWKC 1948

Alan Torbet  
Associates, Inc.

## RAB

Media Code 4 245 0350 6.00  
Frontier Broadcasting, Inc., Box 2201, Abilene, Tex.  
79604. Phone 915-673-2545.

- PERSONNEL  
President—Robert O. Magruder.  
Vice-Pres. & Gen'l Mgr.—Lloyd Mynatt.  
Operations Manager—Len Johnson.
  - REPRESENTATIVES  
Alan Torbet Associates, Inc.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
  - AGENCY COMMISSION  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations  
Contracts: 40a.  
Affiliated with ATA Radio Network.  
Member: Texas State Network.
- TIME RATES  
ET 12/1/69—Rec'd 12/22/69.

7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	12.00	9.50	8.50	7.50
30 sec or less.	10.00	8.50	7.50	6.75

(All other times)

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Alice—Continued

**KOPY**  
1947



Media Code 4 245 0375 3.00  
Nerman Building Corp., Box 731, Alice, Tex. 78302.  
Phone 512-864-4333.

- PERSONNEL  
General Manager—Damon K. Meek, Jr.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
Dallas—Riley Representatives.
- FACILITIES  
1,000 w.; 1070 kc. Directional—night.  
Operating schedule: 20 hours daily. CST.
- AGENCY COMMISSION  
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.  
Member: Texas State Network, Farm Directors Radio Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET 12/17/73—Rec'd 12/3/73

AA—Mon thru Fri 6-10 am & 4-7 pm.  
A—Mon thru Fri 10 am-4 pm & 7-midnight.

- SPOT ANNOUNCEMENTS  
PER WK, AA: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 min..... 22.00 20.00 18.00 16.00 14.00  
30 sec..... 17.50 16.00 14.40 12.80 11.20  
10 sec..... 11.00 10.00 9.00 8.00 7.00

**ALPINE**

Brewster County—Map Location C-12  
See SRDS consumer market map and data at beginning of the State.

**KVLF**  
1947

Subscriber to the NAB Radio Code  
Media Code 4 245 0400 9.00  
Big Bend Broadcasters, Inc., Box 770, Alpine, Tex.  
79839. Phone 915-837-2144.

- STATION'S PROGRAMMING DESCRIPTION  
KVLF—Programmed for general interest.
- PERSONNEL  
President—Gene Hendryx.
- REPRESENTATIVES  
New York—Charles Bernard Co., Inc.  
Southwest—Clyde Melville Company.
- FACILITIES  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 7:00 am-10:00 pm. CST.
- AGENCY COMMISSION  
15/0 time only; invoices mailed on 1st.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Country Music Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 3/29/73.

- SPOT ANNOUNCEMENTS  
1 min..... 312x 104x 52x 26x 1x  
2.25 2.50 2.75 3.00 3.50

**AMARILLO (6 AM; 2 FM)**

Potter County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each depart.

Station (6-10 am)	Morning (7-9 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Traffic	Daytime	Traffic	Evening
A	32	22	23	18			
B	14	12	14	11			
C	13	12	13	10			
D	12	10	12	10			
AVERAGE	18	14	16	12			

**KDJW**  
1947



A John Walton Station  
Media Code 4 245 0415 7.00  
A John Walton Station, Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.

- PERSONNEL  
General Manager—Paul Hull.  
Sales Manager—George Schmidt.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
5,000 w. days, 500 w. nights; 1010 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60b, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Affiliated with Eastman Radio Network.

**TIME RATES**

AM/FM COMBINATION  
ET 1/1/71—Rec'd 6/28/71.

AAA—Mon thru Sat 6-10 am & 9-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	22.00	20.00	18.00	16.00	14.00
30 sec.....	17.50	16.00	14.40	12.80	11.20
10 sec.....	11.00	10.00	9.00	8.00	7.00

**KDJW-FM**  
1964



A John Walton Station  
Media Code 4 245 0420 7.00  
A John Walton Station, Box 5844, 5200 Amarillo Blvd., E., Amarillo, Tex. 79107. Phone 806-372-6543.

- See affiliated AM station for additional information.
- FACILITIES  
ERP 54,000 w.; 94.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 640 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American FM Network.

**TIME RATES**

Sold in combination with KDJW.  
See that listing for rates.

**KGNC**  
1922

**CBS Radio Network**



**AVERY-KNODEL, INC.**



Subscriber to the NAB Radio Code  
Media Code 4 245 0425 6.00  
Stauffer Publications, Inc., Box 710, Amarillo, Tex. 79105. Phone 806-383-3321. TWX 910-898-4146.

- STATION'S PROGRAMMING DESCRIPTION  
KGNC: Programmed for adults, 18-49 & general interest.  
FARM: 5-8 am, noon-1 pm, 5:30-6:30 pm; 3-man farm department. Interviews, on scene reports, market reports, news & weather. ENTERTAINMENT: 8 am-noon, 1-5 pm & 6 pm-1 am, adult MOR with personalities. NEWS: 7-8 am & 5-6 pm; 4 man news department, 4 mobile units; network at :60. SPORTS: college & high school football, basketball; pro baseball, golf tournaments. Contact Representative for further details. Rec'd 6/3/74.

- PERSONNEL  
General Manager—Robert N. Kindred.  
Vice-President/Broadcasting—Thad M. Sandstrom.
- REPRESENTATIVES  
Avery-Knodel, Inc.  
Mountain States—Bob Hix Co., Inc.
- FACILITIES  
10,000 w.; 710 kc. Directional—separate patterns day and night.  
Operating schedule: 5-11 am daily. CST.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 25, 27, 28b, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 47a, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60a, 60l, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with CBS.

**TIME RATES**

ET 6/1/74—Rec'd 6/3/74.  
Farm Time—5:30-8 am & noon-1 pm.  
AA—Mon thru Sat 8-10 am; Mon thru Fri 3-7 pm.  
A—Mon thru Sat 10 am-noon; Mon thru Fri 1-3 pm; Sat 1-6 pm; Sun 6 am-6 pm.  
B—Mon thru Sun 6 pm-5:30 am.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	38	34	32	24	21	20
30 sec.....	35	30	29	21	18	17

**CONSECUTIVE WEEK DISCOUNT**

26 wk—5%	52 wk—10%
1 ti	22
6 ti	19
12 ti	17
18 ti	15
24 ti	14

**7. PACKAGE PLANS**

AM/FM COMBINATION ROTATING	1 min 30/20	1 min 30/20	1 min 30/20
1 ti	22	19	17
6 ti	19	16	14
12 ti	17	14	13
18 ti	15	12	11
24 ti	14	11	10

**8. PROGRAM TIME RATES**

A—Daily 7:10-11:30 am & 1-10 pm.  
B—10 pm-5:30 am.

1 HOUR	104x	156x	260x	312x
A.....	150	140	130	120
B: 50% of A.				

**KGNC-FM**  
1958



Subscriber to the NAB Radio Code  
Media Code 4 245 0428 4.00  
Stauffer Publications, Inc., Box 710, Amarillo, Tex. 79105. Phone 806-383-3321.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION  
KGNC-FM: Programmed for adults 18-49 and general interest.  
FARM: 5-6:55 am. MUSIC: MOR 7:10 am-1 am. 65% orchestral, 35% vocal. Contact Representative for further details. Rec'd 1/4/74.

**9. FACILITIES**

ERP 45,000 w.; 97.9 mc. Stereo.  
Operating schedule: 5-11 am CST.  
Antenna ht.: 1,285 ft. above average terrain.

**10. GENERAL ADVERTISING See coded regulations**

Sold in combination with KGNC. See that listing for rates.

**TIME RATES**

ET 3/1/73—Rec'd 10/8/73.

**6. SPOT ANNOUNCEMENTS**

FIXED/SPECIFIED, PER WK:	1 min	30 sec	10 sec
1 ti	10	9	8
6 ti	9	8	7
12 ti	8	7	6

**CONSECUTIVE WEEK DISCOUNT**

13 wk—5%	26 wk—10%	5 wk—25%
1 ti	10	10
6 ti	9	9
12 ti	8	8

**7. PACKAGE PLANS**

WEEKLY HIGH FREQUENCY	1 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.....	5.00	4.00	3.75	3.50	3.25	3.00
30 sec.....	4.00	3.00	2.75	2.50	2.25	2.00
10 sec.....	3.00	2.00	1.75	1.50	1.25	1.00

**LONG-TERM PENETRATION**

1 wk	4 wk	13 wk	26 wk	52 wk
1 min.....	5.00	4.50	4.00	3.50
30 sec.....	4.00	3.50	3.00	2.50
10 sec.....	3.00	2.50	2.00	1.50

**11. PERSONNEL**

President—Raymond Ruff.  
General Manager—Forrest Brokaw.

**12. REPRESENTATIVES**

Buckley Radio Sales, Inc.

**13. FACILITIES**

5,000 w. days, 1,000 w. nights; 940 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

**14. AGENCY COMMISSION**

15/0 time only.

**15. GENERAL ADVERTISING See coded regulations**

General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 12a, 14a.  
Basic Rates: 20b, 21d, 22b, 23a, 24b, 26, 27, 28a, 32a, 33d.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.; Cont. Discounts: 60b, 60g, 60h, 60l, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.

**TIME RATES**

No. 5 ET 5/1/71—Rec'd 4/29/71.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am.

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA.....	15.00	13.00	12.00	11.00
A.....	14.00	12.00	11.00	10.00
B.....	12.00	11.00	10.00	9.00

**TOTAL AUDIENCE PLANS—13/AA, 1/BA, 1/BB**

6 ti	12 ti	18 ti	24 ti	30 ti
Ea.....	12.50	11.50	10.50	9.50

**KPUR**

1939

Subscriber to the NAB Radio Code  
Media Code 4 245 0475 1.00  
Lone Star Broadcasting Co., Box 128, Amarillo, Tex. 79105. Phone 806-374-1637.

- PERSONNEL  
Pres. & Gen'l Mgr.—Charlie B. Jordan.  
Sales Manager—Jay Speerig.  
Operations Manager—Charlie Broomhead.
- REPRESENTATIVES  
Savall/Gatos, Inc.
- FACILITIES  
5,000 w. days; 1,000 w. nights; 1440 kc.  
Directional—night only.  
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION  
15/0 gross charges.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 62b.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**

No. 5 ET 3/1/70—Rec'd 3/19/70.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-8 am & 10 pm-midnight; Sun all day.

- SPOT ANNOUNCEMENTS  
SECTION I  
PER WK: 1 ti 12 ti 18 ti 24 ti  
1 min..... 12.00 11.00 10.00  
30 sec..... 10.40 9.60 8.80 8.00  
10 sec..... 7.00 6.00 5.50 5.00
- SECTION II  
1 min..... 12.00 10.00 9.00 8.00  
30 sec..... 9.60 8.00 7.20 6.40  
10 sec..... 6.00 5.00 4.50 4.00
- SECTION III  
1 min..... 8.00 7.00 6.00 5.00  
30 sec..... 6.40 5.60 4.80 4.00  
10 sec..... 4.00 3.50 3.00 2.50

**7. PACKAGE PLANS**

PER WK, EA:	1 min
Plan A (15l, 10ll, 5lll).....	6
Plan B (8l, 5ll, 2lll).....	7
Plan C (5l, 3ll, 2lll).....	8

All spots are cross-combinable for frequency discount except Cume Plans. 10 sec: 50% of 1-min. 30 sec: 80% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**

52 wks—10%. RATEHOLDER  
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.

**KRAY**

1955

Subscriber to the NAB Radio Code  
Media Code 4 245 0500 6.00  
Raymond D. Hollingsworth, 333 Paramount Bldg., Box 1916, Amarillo, Tex. 79105. Phone 806-374-5235.

- PERSONNEL  
Dir. & Com'l Mgr.—Raymond D. Hollingsworth.
- REPRESENTATIVES  
The Sandberg-Glenn Company.
- FACILITIES  
500 w. days; 1360 kc. Non-directional.  
Operating schedule: 6:00 am-sunset. CST.
- AGENCY COMMISSION  
15/0; 10 days.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13c, 14a.  
Basic Rates: 20a, 21a, 22a, 24a, 25a, 26, 29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60b, 60c, 60l, 61b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80.  
Affiliated with MBS.

**TIME RATES**

Rates effective May 15, 1956. (Card No. 1.)  
Card received September 11, 1956.

- SPOT ANNOUNCEMENTS/PROGRAM RATES  
1 time..... 55.00 32.00 22.00 11.00 5.50 4.50  
26 times..... 52.25 31.25 20.90 10.45 5.25 4.25  
52 times..... 49.10 29.70 19.80 9.90 5.00 4.00  
104 times..... 46.75 29.00 19.70 9.35 4.75 3.75  
156 times..... 44.90 28.40 19.00 8.90 4.50 3.50  
312 times..... 41.25 24.75 16.50 8.25 4.25 3.25  
624 times..... 35.75 23.25 14.25 7.00 3.60 2.50  
1,248 times..... 29.60 21.00 13.00 6.00 2.75 2.50

**7. PACKAGE PLANS**

SATURATION SPOT PACKAGES	1 min	30 sec
25 announcements per week.....	32.75	68.75
50 announcements per week.....	136.00	125.00
100 announcements per week.....	275.00	225.00

**KZIP**

1955

# TEXAS

## Amarillo—K Z I P—Continued

- 1. PERSONNEL**  
General Manager—Jack Grant.  
Sales Manager—Ron Peterson.  
Program Director—Ed Stabler.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.  
Basic Rates: 21a, 23b, 24a, 24c, 25a, 26, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42d, 44b, 47e, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60e, 60f, 60i, 61a, 61b, 62b.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.  
Affiliated with American Entertainment Network  
Member: Farm Radio Network, Alamo Network.

**TIME RATES**  
No. 5 Eff 9/1/67—Rec'd 10/3/67.

**6. SPOT ANNOUNCEMENTS**

1 min	5.00	5.00	156x	260x	312x	624x
30 sec	4.30	4.10	3.85	3.65	3.35	3.00
15 sec	3.35	3.20	3.00	2.85	2.60	2.35

Specified times within 1/2-hour periods.  
All spots combinable for frequency.

**7. PACKAGE PLANS**  
WEEKLY PACKAGES—ROS

1 hr	10 ti	20 ti	30 ti	40 ti	50 ti
1 min	5.00	4.75	4.50	4.20	3.90
30 sec	3.85	3.65	3.45	3.25	3.00
15 sec	3.00	2.85	2.70	2.50	2.35

All spots combinable for frequency.

**8. PROGRAM TIME RATES**

1 hr	75.00	72.50	69.00	62.00	55.00
1/2 hr	45.00	43.50	41.00	37.00	33.00
1/4 hr	30.00	29.00	27.00	24.00	22.00
5 min	19.00	18.00	17.00	15.00	13.00

## ANDREWS

Andrews County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

### KACT

- Subscriber to the NAB Radio Code  
Media Code 4 245 0575 8.00  
PAM Stations, Inc., Drawer 308, Seminole Hwy.,  
Andrews, Tex. 79714, Phone 915-523-2845.
- STATION'S PROGRAMMING DESCRIPTION**  
KACT: Programmed for general interest.
- 1. PERSONNEL**  
General Manager—R. A. (Pete) Peterson.
- 3. FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-6 pm. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.
- TIME RATES**  
Eff 7/1/73—Rec'd 8/8/73.
- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |
|--------|------|------|------|------|------|
| 1 min  | 1x   | 25x  | 50x  | 100x | 600+ |
| 30 sec | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 |
| 20 sec | 2.50 | 2.25 | 2.00 | 1.75 | 1.50 |
| 15 sec | 2.00 | 1.75 | 1.50 | 1.25 | 1.00 |
- 7. PACKAGE PLANS**
- |         |      |       |      |
|---------|------|-------|------|
| PER WK: | 1 ti | 50 ti | 100+ |
| 1 min   | 2.50 | 2.25  | 2.00 |
| 30 sec  | 2.00 | 1.75  | 1.50 |
| 20 sec  | 1.50 | 1.25  | 1.00 |

## ARLINGTON

Tarrant County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### See Fort Worth (including Arlington)

## ATHENS

Henderson County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

### KBUD

- 1948  
Media Code 4 245 0600 4.00  
Henderson County Broadcasting Co., Box 309, Hwy.  
19, Athens, Tex. 75731, Phone 214-675-2277.
- 1. PERSONNEL**  
General Manager—J. B. McNutt, Jr.
- 3. FACILITIES**  
1,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.
- TIME RATES**  
Eff 1/1/74—Rec'd 1/31/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |       |       |       |      |
|---------|-------|-------|-------|------|
| PER WK: | 10 ti | 20 ti | 30 ti | 50+  |
| 1 min   | 4.05  | 3.80  | 3.55  | 3.30 |
| 30 sec  | 3.05  | 2.85  | 2.65  | 2.45 |

# ATLANTA

Cass County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KALT

- 1950  
Subscriber to the NAB Radio Code  
Media Code 4 245 0625 1.00  
Ark-La-Tex Broadcasting Co., Box 289, Bivins Hwy.,  
Atlanta, Tex. 75551, Phone 214-796-2817.
- 1. PERSONNEL**  
Manager—David A. Womack.
- 2. REPRESENTATIVES**  
Paul Miller & Company.
- 3. FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/0-30 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KRS.  
Member: Texas State Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 9/1/74—Rec'd 8/5/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER WK: | 1 ti | 10 ti | 20 ti | 30 ti |
| PER MO: | 1 ti | 20 ti | 40 ti | 60 ti |
| 1 min   | 3.25 | 3.00  | 2.85  | 2.60  |
| 30 sec  | 2.60 | 2.35  | 2.10  | 1.85  |
| 15 sec  | 1.95 | 1.80  | 1.60  | 1.45  |

## AUSTIN (5 AM; 4 FM)

Plus 1 paid duplicate.  
Travis County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm- midnight)
A	23	13	18	12
B	18	12	16	12
C	17	12	16	9
D	13	11	13	9
AVERAGE	18	12	16	11

### KASE (FM)

- 1969  
Media Code 4 245 0650 9.00  
KVET Broadcasting Co., Inc., 705 N. Lamar, Austin,  
Tex. 78703, Phone 512-478-8521.  
See affiliated AM station for additional information.  
AM facilities: KVET.
- STATION'S PROGRAMMING DESCRIPTION**  
KASE (FM): Programmed for adults.  
MUSIC: 85% standards, 10% MOR, 5% show tunes.  
NEWS: 2 min at :60, 1 min at :30, 4 man, 4 mobile unit news department. COMMERCIAL  
POLICY: 8 commercial units per hour. Contact  
Representative for further details. Rec'd 10/22/73.
- 3. FACILITIES**  
ERP 100,000 w.; 100.7 mc. Stereo.  
Operating schedule: 12 hours daily. CST.  
Antenna ht.: 507 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KVET. See that listing  
for rates.
- TIME RATES**  
No. 7 Eff 5/1/74—Rec'd 5/30/74.  
AAA—Mon thru Sat 6-8:30 am.  
AA—Mon thru Sat 5-6 am, 8:30-10 am & 3-7 pm.  
A—Mon thru Sun 10 am-3 pm & 7-10 pm; Sat 6-  
8:30 am.
- 6. SPOT ANNOUNCEMENTS**
- |       |       |      |      |      |      |      |      |      |
|-------|-------|------|------|------|------|------|------|------|
| EA:   | AAA   | AA   | A    | ROS  | AAA  | AA   | A    | ROS  |
| 1 ti  | 11.00 | 9.30 | 8.05 | 7.00 | 8.80 | 7.95 | 6.60 | 5.75 |
| 10 ti | 10.75 | 9.60 | 7.75 | 6.75 | 8.60 | 7.50 | 6.35 | 5.50 |
| 20 ti | 10.50 | 9.20 | 7.50 | 6.50 | 8.40 | 6.90 | 6.05 | 5.25 |
| 30 ti | 10.00 | 8.65 | 7.20 | 6.25 | 8.00 | 6.35 | 5.75 | 5.00 |
- 7. PACKAGE PLANS**  
1/3AAA, 1/3AA, 1/3A
- |                  |        |        |        |
|------------------|--------|--------|--------|
| PER MO:          | 100 ti | 150 ti | 200 ti |
| MAXIMUM PER DAY: | 6 ti   | 9 ti   | 12 ti  |
| 1 min, ea.       | 8.85   | 6.35   | 5.75   |
| 30 sec, ea.      | 5.70   | 5.20   | 4.90   |
- Specified within time class, extra 10%.  
AM and FM combinable for frequency discount.  
DISCOUNT  
Precontract, 12 consec mos: 5%.

### KHFI (FM)

- 1956  
Subscriber to the NAB Radio Code  
Media Code 4 245 0676 4.00  
Kingbird Communications, Inc., Box 490, 908 W.  
19th St., Austin, Tex. 78767, Phone 512-476-4611.  
TWX 910-874-1370.
- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—A. Vic Ludington.  
Sales Manager—Barry Carter.  
Prog. & Oper. Mgr.—Jerry Green.
- 3. FACILITIES**  
ERP 1,300 w.; 98.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 418 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- TIME RATES**  
No. 1 Eff 4/3/72—Rec'd 5/23/72.  
1—Mon thru Sun scheduled w/dn specified hrs.  
Limit 2 spots per hr per advertiser.  
2—Mon thru Sun ROS 6 am-midnight.

## 7. PACKAGE PLANS

PER WK:	SECTION 1	1 ti	6 ti	12 ti	18 ti	24 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50
30 sec/less	8.00	7.50	7.00	6.50	6.00	5.50

SECTION 2	1 min	8.50	8.00	7.00	6.50	6.00
30 sec/less	6.00	5.50	5.00	4.50	4.00	3.50

Sections 1 & 2 combinable to earn w/hly frequency discount. Subject to short rate if frequency discount not fulfilled.

### KIXL

- 1959  
(formerly KTAP)  
Media Code 4 245 0682 2.00  
Advance Inc., 1018 W. 11th St., Austin, Tex. 78703  
Phone 512-477-9926.
- STATION'S PROGRAMMING DESCRIPTION**  
KIXL: Programmed for 35 median age group.  
MUSIC: MOR & standard. NEWS: network. Live  
local news & public affairs program at noon. Con-  
tact Representative for further details. Rec'd 7/3/74.
- 1. PERSONNEL**  
General Manager—James Barger.  
Program Director—Bill Traphagen.
- 2. REPRESENTATIVES**  
Alan Torber Associates, Inc.
- 3. FACILITIES**  
1,000 w. days; 970 kc.  
Operating schedule: 6 am-local sunset. CST
- 4. AGENCY COMMISSION**  
15/0; 15th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 21a, 21b, 22b, 23a, 24b, 24c, 25a, 26,  
27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46,  
47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60e, 60f, 60g, 60h, 60i,  
61c.  
Cancellation: 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with KRMH (FM).  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 5 Eff 3/1/72—Rev 7/3/74—Rec'd 7/3/74.

**6. SPOT ANNOUNCEMENTS**

PER WK SPECIFIED:	1 ti	6 ti	12 ti	18 ti
1 min	10.00	9.50	9.00	8.50
30 sec/less	8.00	7.50	7.00	6.50

**7. PACKAGE PLANS**  
Total Audience Plan. ROS Mon-Sun spots scheduled  
throughout day at station's discretion:  
TAP—ROS

PER WK:	12 ti	24 ti	40 ti	60 ti
1 min	6.50	6.00	5.50	5.00
30 sec/less	5.25	4.75	4.25	3.75

**10. SPECIAL FEATURES**  
5 min News Sponsorship, incl 1 1-min open & close 11.00  
15 min Austin Today Sponsorship, incl 2 1-min open & close 25.00

### KLBJ

- 1939  
Subscriber to the NAB Radio Code  
Media Code 4 245 0688 8.00  
The LBJ Co., 910 Brazos, Austin, Tex. 78701, Phone  
512-474-6543.  
Mailing address: Box 1209, Austin, Tex. 78767.
- STATION'S PROGRAMMING DESCRIPTION**  
KLBJ: Programmed for general interest & appeal to  
18+.
- MUSIC:** standard, past & current hits 5:00-5:30 am,  
9 am-noon, 12:30-4:55 pm, 6:18-9 pm, 10 pm-1 am,  
M-F. NEWS: blocked from 6-8:15 am, noon-12:26  
pm, 4:55-6:18 pm, M-F featuring news, sports,  
weather, agriculture, business & public affairs, plus  
network & local news at :60, 8 person news team &  
stringers plus network news. Contact Representative  
for further details. Rec'd 8/19/74.
- 1. PERSONNEL**  
General Manager—J. C. Kellam.  
General Sales Manager—Patrick J. Nugent.
- 2. REPRESENTATIVES**  
Richard (Cactus) Pryor.  
Katz Radio.
- 3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 590 kc.  
Directional—night only.  
Operating schedule: 5-1 am. CST.
- 4. AGENCY COMMISSION**  
15/0; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
Basic Rates: 20b, 21b, 23b, 24c, 25b, 26, 28c, 30,  
33a.  
Contracts: 40a, 41, 42a, 44b, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with CBS.  
Affiliated with Katz Radio Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 15 Eff 9/1/74—Rec'd 8/28/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat noon-1 pm & 3-7 pm.  
A—Mon thru Sat 10 am-noon, 1-3 pm & 7-10 pm;  
Sun 6 am-10 pm.  
B—Sun thru Sat 10 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	25	24	23	22	21
AA	23	22	21	20	19
A	19	18	17	16	15
B	16	15	14	13	12

30 sec: 90% of 1-min.  
AM only: Deduct 5.00 per 1-min spot.

**8. PROGRAM TIME RATES**  
AM ONLY

AAA, AA, A, PER YR:	1x	50x	150x	250x
1 hr	140	120	108	102
1/2 hr	90	72	65	61
1/4 hr	60	48	43	40
5 min	45	36	32	30

B: 60% of above.

## 10. SPECIAL FEATURES

AM ONLY  
5-min news/sports/weather—150% of 1-min. Incl  
open & close plus 1 1-min spot.  
3-min features—130% of 1-min.

### KLBJ-FM

- 1960  
Subscriber to the NAB Radio Code  
Media Code 4 245 0751 5.00  
The LBJ Co., 910 Brazos, Austin, Tex. 78701, Phone  
512-474-6543.  
Mailing address: Box 1209, Austin, Tex. 78767.  
See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
KLBJ-FM: Programmed for young adults 18-35.  
MUSIC: features balanced progressive rock with  
today's leading artists. NEWS: local, regional, national  
& international at :20, presented by news  
department. Special weather report from U. S.  
Weather Service 7:20-7:25 am & 12:15-12:20 pm  
Sun-Sat. Contact Representative for further details.  
Rec'd 8/19/74.
- 1. PERSONNEL**  
Program Director—Don Lincoln.
- 3. FACILITIES**  
ERP 100,000 w.; 93.7 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 1,057 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Rate Protection: 90 days.  
Sold in combination with KLBJ. See that listing  
for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 9/1/74—Rec'd 8/28/74.

AAA—Mon thru Sat 6 am-3 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	15	12	10	9
AA	12	10	9	8

30 sec: 80% of 1-min.

### KNOW

## News-Current Hits

- 1922  
Subscriber to the NAB Radio Code  
Media Code 4 245 0700 2.00  
Pioneer Broadcasting Co., Box 2197, 1907 N. Lamar,  
Austin, Tex. 78767, Phone 512-477-9841.
- STATION'S PROGRAMMING DESCRIPTION**  
KNOW: Programmed for adults 18-49 & teens.  
MUSIC: 84% current top 40 hits. Each hour fea-  
tures 70% current hits & 30% hits from past  
20 years. AIR PERSONALITIES handle all seg-  
ments. NEWS 10%: 5-min local hourly 11:55-6:55  
pm, 6:55, 7:25 am & :25 pm. Headlines at :25.  
6 man news staff, 3 mobile news units. COMMERCIAL  
POLICY: 18 minutes per hour and/or 24  
spots per hour whichever comes first. Contact Rep-  
resentative for further details. Rec'd 6/10/74.

- 1. PERSONNEL**  
President—Wendell Mayes.  
Vice-Pres. & Gen'l Mgr.—Harry L. Smith, Jr.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b,  
15c.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 23a, 23b,  
24c, 27, 28b, 28c, 33d.  
Contracts: 40a, 41, 43, 45, 46, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
No. 29 Eff 8/1/74—Rec'd 8/26/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-8 pm; Sun 6  
am-8 pm.  
B—Mon thru Sun 8 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

WEEK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min 25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
30 sec 20.00	19.20	18.40	17.60	16.80	16.00	15.20	14.40

CLASS AAA	1 min 19.50	18.75	18.00	17.25	16.50	15.75	15.00
CLASS AA	30 sec 15.55	14.85	14.15	13.45	12.75	12.05	11.35
CLASS A	1 min 14.20	13.70	13.20	12.70	12.20	11.70	11.20
CLASS B	30 sec 11.50	10.90	10.50	10.10	9.70	9.30	8.90

CLASS B	1 min 8.85	8.60	8.35	8.10	7.85	7.60	7.35
CLASS B	30 sec 7.05						



**KOKE**  
1946

**RAB**

Media Code 4 245 0725 9.00  
KOKE, Inc., Box 1208, Austin, Tex. 78767. Phone 512-454-2581.

- PERSONNEL**  
General Manager—H. Kenneth Moyer.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 1870 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Basic Rates: 22a, 23a, 29a.  
Contracts: 40c, 45, 46.  
Cancellation: 70a, 70e, 71a.  
Member Texas State Network, Alamo Network.

**TIME RATES**

ET 5/1/73—Rec'd 5/3/73.  
AAA—6-10 am & 3-7 pm.  
AA—All other times.

**6. SPOT ANNOUNCEMENTS**

1 MIN:	5 ti	10 ti	15 ti	20+
AAA	14	13	13	11
AA	12	11	10	9

20/30 sec: 80% of 1-min. 10/15 sec: 60% of 1-min.

- PACKAGE PLANS**  
TAP, 1/2AAA, 1/2AA, PER WK: 10 ti 20 ti 30+  
1 min. 12 10 6  
20/30 sec: 80% of 1-min. 10/15 sec: 60% of 1-min.

**KOKE-FM**  
1957

**RAB**

Media Code 4 245 0726 7.00  
KOKE, Inc., Box 1208, Austin, Tex. 78767. Phone 512-454-2581.

- See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
KOKE-FM: MUSIC: Progressive country 10-4 am.  
Contact Representative for further details. Rec'd 10/2/73.

- FACILITIES**  
ERP 10,000 w.; 95.5 mc. Stereo.  
Operating schedule: 6-4 am. CST.  
Antenna ht.: 265 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: Alamo Network.

**TIME RATES**

No. 3 ET 6/1/74—Rec'd 8/2/74.  
AAA—6 pm-midnight.  
AA—Noon-6 pm.  
A—10 am-noon & midnight-4 am.

**6. SPOT ANNOUNCEMENTS**

PER	AAA	AA
WK:	10 ti 20 ti 30 ti 40 ti	10 ti 20 ti 30 ti 40 ti
1 min	9 8 7 6	8 7 6 5
30 sec	8 7 6 5	7 6 5 4

- SPECIAL FEATURES**  
Buenos Dias (Spanish) 6-10 am.

1 min	5 ti	10 ti	15 ti	20 ti
30 sec	9	8	7	6
	8	7	6	5

**KRMH (FM)**  
1971  
SAN MARCOS

**RAB**

(This is a paid duplicate of the listing under San Marcos, Tex.)  
Media Code 4 245 7235 2.00  
Advance Inc., 1018 W. 11th St., Austin, Tex. 78703.  
Phone 512-477-9924, 9926.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Norman Fischer.  
Station Manager—James Barger.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 97,000 w. (horiz.), 100,000 w. (vert.); 103.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 580 ft. above average terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
AM facilities: KIXL American FM Network.  
Affiliated with American FM Network.

**TIME RATES**

ET 4/1/73—Rec'd 4/20/73.

**6. SPOT ANNOUNCEMENTS**

	SPECIFIED				ROS			
1 min.	7 ti	14 ti	21 ti	28 ti	7 ti	14 ti	21 ti	28 ti
30 sec.	20	18	16	14	18	16	14	12
	16	14	12	10	14	12	10	8

(D)

Keep losing your copy of SRDS?  
Tell your "friend" how to subscribe.

G-10x

**KVET**  
1946  
**RAB**

Media Code 4 245 0775 4.00  
KVET Broadcasting Co., Inc., 705 N. Lamar, Austin, Tex. 78703. Phone 512-478-8521.

- STATION'S PROGRAMMING DESCRIPTION**  
KVET: Programmed for general interest.  
MUSIC: features modern country music 34 hours every day. **ATB PERSONALITIES** handle all segments. **NEWS**: 5 min at 13 min after every hour, 4 man, 4 mobile unit department. Contact Representative for further details. Rec'd 10/30/70.

- PERSONNEL**  
General Manager—Jim Dodd.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1360 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 23a, 24c, 25b, 25c.  
Contracts: 40a, 44b, 46, 47a.  
Comb.; Cont. Discounts: 60d, 62d.  
Cancellation: 73b.  
Prod. Services: 82.  
FM facilities: KASE (FM).

**TIME RATES**

No. 13 ET 5/1/74—Rec'd 5/30/74.  
AAA—Mon thru Sat 8-8:30 am.  
AA—Mon thru Sat 8:30-10 am & 3-7 pm.  
A—Mon thru Sat 5-6 am, 10 am-3 pm & 7-10 pm;  
Sun 5 am-midnight.  
B—Mon thru Sat 10 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

	1 min		30 sec				
EA:	AAA	AA	ROS	AAA	AA	A	ROS
1 ti.	18.40	16.10	12.65	14.75	12.90	10.15	15.15
10 ti	17.25	15.55	12.10	12.10	13.80	12.45	9.65
20 ti	16.10	14.40	10.95	11.20	13.00	11.50	8.75
30 ti	15.55	13.25	10.10	10.35	12.45	10.69	8.05
40 ti	14.95	12.65	9.20	9.20	13.00	10.15	7.35

H: 50% of A.A.  
Specified within time class, extra 10%.  
10 SEC. ROS: 10 ti 20 ti 30 ti 40 ti  
Ea 5.75 5.40 4.95 4.60

- PACKAGE PLANS**  
PER MO: 1/3AA, 1/3A, 1/3B  
MAXIMUM PER DAY: 100 ti 150 ti 200 ti  
1 min, ea. 6 ti 9 ti 12 ti  
10 sec, ea. 10.95 9.80 9.20  
30 sec, ea. 8.65 7.80 7.35  
Specified within time class, extra 10%.  
AM and FM (1 min & 30 sec) combinable for frequency discount.  
Precontract, 12 consec mos: 5%.

**AM/FM COMBINATION**

EA: 100 ea. AM/FM 7.50 6.15  
To be run within 1 or 2 mos.

- SPECIAL FEATURES**  
5-min news—full spon (1 min) 20.00, co-spon (30 sec) 15.00; rotating basis only.

**BALLINGER**

Runnels County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**KRUN**

1947

Subscriber to the NAB Radio Code  
Media Code 4 245 0800 0.00  
Central West Broadcasting Co., Inc., Box 351, Ballinger, Tex. 76821. Phone 915-365-8544.

- STATION'S PROGRAMMING DESCRIPTION**  
KRUN: Programmed for adults of all ages.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Dean Smith.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days, 250 w. night, 1400 kc. Non-directional.  
Operating schedule: 6 am-7 pm. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KES.  
Member: Texas State Network, Alamo Network.

**TIME RATES**

ET 4/1/74—Rec'd 3/21/74.

**6. SPOT ANNOUNCEMENTS**

PER YR. SPECIFIED:	1x	60x	120x	300x	600x
1 min.	4.00	3.90	3.75	3.50	3.05
30 sec.	3.25	3.10	2.80	2.50	2.15

**7. PACKAGE PLANS**

PER WK. ROS:	5 ti	10 ti	25 ti	50 ti
1 min.	3.90	3.75	3.50	3.05
30 sec.	3.10	2.80	2.50	2.15

**BAY CITY**

Matagorda County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KIOX**

1948

Media Code 4 245 0825 7.00  
Bay City Broadcasting Co., Box 1391, Bay City, Tex. 77414. Phone 113-245-4642, 4643.

- STATION'S PROGRAMMING DESCRIPTION**  
KIOX: Programming of country music, spotlighting 1 artist weekly.

- PERSONNEL**  
Manager—Ray Lacey.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w.; 1270 kc.  
Directional—night only.  
Operating schedule: 6 am-midnight. CST.

**4. AGENCY COMMISSION**

- 15/0 time only.  
6. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS  
Member: Texas State Network, Alamo Network.

**TIME RATES**

ET 7/1/66—Rec'd 8/24/67.

**6. SPOT ANNOUNCEMENTS**

	1 MINUTE OR LESS		3.10	
1 x	3.30	1.50 x	4.10	4.30
12 x	2.90	2.00 x	4.70	4.90
53 x	2.70	2.15 x	4.70	4.90
164 x	2.50	1.90 x	4.70	4.90

**BAYTOWN**

Harris County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**See Houston**

(including Baytown, Clear Lake City, Pasadena)

**BEAUMONT (4 AM, 4 FM)**

Plus 2 paid duplicate listings.  
Jefferson County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 13 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	20	16	20	14
B	30	16	18	12
C	17	15	17	11
D	13	11	13	6
AVERAGE	18	15	17	11

**KAYC and KAYD (FM)**

1938

1948

**RAB**

Texas Coast Broadcasters, Inc.  
Subscriber to the NAB Radio Code  
Said in combination only.  
Media Code 4 245 0850 5.00  
Texas Coast Broadcasters of Beaumont, Inc., Box 970, 3130 Blanchette St., Beaumont, Tex. 77704. Phone 713-333-9421.

- PERSONNEL**  
President—David H. Morris.  
General Manager—Ed Dittler.  
Operations Manager—Al Caldwell.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 97.5 mc.  
Operating schedule: same as AM. CST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 15c.  
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Katz Radio Network.  
Member: Lazy-K Group.

**TIME RATES**

KAYC and KAYD (FM) COMBINATION  
No. A-71 ET 5/1/71—Rec'd 4/9/71.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	KAYC & KAYD (FM) COMBINATION			
1 MIN. PER WK:	1 ti	6 ti	12 ti	18 ti 24 ti
AAA	26	24	22	20 18
AA	24	22	20	18 16
A	22	20	18	16 14
B	20	18	16	14 12

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Fixed position.

- PACKAGE PLANS**  
KAYC & KAYD (FM) COMBINATION  
PER WK: 6 ti 12 ti 18 ti 24 ti  
Plan A, 1/2AAA, 1/2AA 22 30 18 16  
Plan B, 1/3AAA, 1/3AA, 1/3A 20 18 16 14  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Deduct 2.00 per spot for KAYC only.

- SPECIAL FEATURES**  
KAYC & KAYD (FM) COMBINATION  
5-minute newscasts—1-1/2x applicable 1-min rate.

**KBPO (FM)**

1966

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 245 0867 7.00  
Radio Beaumont, Inc., Box 5463, 27 Sawyer St., Beaumont, Tex. 77702. Phone 713-838-3911.  
See affiliated AM station for additional information.  
AM facilities: KLVJ.

**STATION'S PROGRAMMING DESCRIPTION**  
KBPO (FM): Programmed for adults 35 plus.  
MUSIC: familiar instrumentals; 30% vocals by established artists. NEWS 10:30: net at 30. SPORTS: local play-by-play; pro football pre-season games.  
Contact Representative for further details. Rec'd 3/21/74.

- PERSONNEL**  
General Manager—Mark Klester.
- REPRESENTATIVES**  
Southwest—Erie Racey & Associates.
- FACILITIES**  
ERP 100,000 w. (horiz.), 24,600 w. (vert.); 94.1 mc. Stereo.  
Operating schedule: 6-1 am daily. CST.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 29b, 30, 32a, 33a.  
Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60d, 60f, 60h, 60j, 61a, 62b.  
Cancellation: 70, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: KLVJ.  
Affiliated with NBC.

**TIME RATES**

No. 3 ET 12/1/70—Rec'd 10/30/70.

**6. SPOT ANNOUNCEMENTS**

AA—Mon thru Sat 6-9 am; Mon thru Sun 7 pm-midnight.	CLASS AA			
A—All other times.	1 ti	6 ti	12 ti	18 ti 24+
	4.00	3.80	3.70	3.60 3.50

CLASS A

1 min.	3.00	2.90	2.85	2.80
30 sec.	2.50	2.40	2.35	2.30

DISCOUNT  
26 wk—10% 53 wk—15%

- PACKAGE PLANS**  
TOTAL AUDIENCE PLANS  
(1/3 AA, 2/3 A) 1-min  
Daily—18+ 2.85  
Weekly—24+ 2.80  
Monthly—100+ 2.80  
Annually—1500+ 2.80

- PROGRAM TIME RATES**  
5 min—2x applicable 1-min.  
1/4 hr—4x applicable 1-min.  
1/2 hr—6x applicable 1-min.  
1 hr—8x applicable 1-min.

**KCAW KCAW-FM**

1948

1959

PORT ARTHUR

**Jack Masla & Company, Inc.**

Subscriber to the NAB Radio Code

(This is a paid duplicate of the listing appearing under Port Arthur, Tex.)  
Media Code 4 245 6365 8.00  
KWEN Broadcasting Co., 3333 25th St., Port Arthur, Tex. 77640. Phone 713-965-2543.

- PERSONNEL**  
Mgr. & Dir. of Sales—J. H. Joynt.  
Program Director—Jim Love.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Dallas—Riley Representatives.
- FACILITIES**  
1,000 w. days; 1510 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 25,000 w.; 93.3 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6 pm-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.; Cont. Discounts: 60h, 61c.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

ET—Rec'd 10/5/70.

**6. SPOT ANNOUNCEMENTS**

AAA—6-9 am & 3-6 pm.	CLASS AA			
AA—9 am-3 pm.	1 ti	6 ti	11 ti	25 ti
A—6 pm-midnight.	12.00	11.00	10.0	

# TEXAS

## Beaumont—KJET—Continued

### 4. AGENCY COMMISSION

15/0.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
 Contracts: 40a, 42b, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 60k, 61c, 62b, 62c.  
 Cancellation: 70a, 70c, 71a, 73a.  
 FM Facilities KWIC (FM).  
 Affiliated with Mutual Black Network.  
 Affiliated with National Black Radio.  
 Affiliated with Bernard Howard Black Radio Network.  
 Member: East Texas Black Market Group.

### TIME RATES

No. G-6 Eff 9/1/74—Rec'd 8/5/74.  
 AA—Mon thru Sat 6-10 am & 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun all day.  
 AM ONLY

### 6. SPOT ANNOUNCEMENTS

WKLY:	AA	A
1 MIN:	1 wk 13 wk 39-52	1 wk 13 wk 39-52
1 t:	15.00 14.00 13.00	12.75 12.00 11.00
12 t:	14.00 13.00 12.00	12.00 11.00 10.20
18 t:	13.00 12.00 11.00	11.00 10.20 9.40
24 t:	12.00 11.00 10.00	10.20 9.40 8.50
36 t:	11.00 10.00 9.00	9.40 8.50 7.75
30 sec:	80% of 1-min.	10 sec: 50% of 1-min.

Classes combine for frequency. Wks used need not be consec but must be used within 52 wks.

### 5. PROGRAM TIME RATES

5 min—1/2x 1-min. 1/4 hr—3x 1-min.  
 1/2 hr—5x 1-min.

### KJET/KWIC (FM) COMBINATION

WKLY:	AA	A
1 MIN:	1 wk 13 wk 39-52	1 wk 13 wk 39-52
1 t:	19.00 18.00 17.00	16.25 15.30 14.50
12 t:	18.00 17.00 16.00	15.30 14.50 13.80
18 t:	17.00 16.00 15.00	14.50 13.80 12.75
24 t:	16.00 15.00 14.00	13.80 12.75 12.00
36 t:	15.00 14.00 13.00	12.75 12.00 11.00
30 sec:	80% of 1-min.	10 sec: 50% of 1-min.

## KLVI

1924



Subscriber to the NAB Radio Code  
 Media Code 4 245 0925 5.00  
 Radio Beaumont Inc. Box 5463, 27 Sawyer St.,  
 Beaumont, Tex. 77702. Phone 718-838-8911.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KLVI: Programmed for adults 18-49 and teens.  
 MUSIC: 75% Contemporary/MOR. Each hour fea-  
 tures 50% current hits and 50% hits from past 20  
 years. AIR PERSONALITIES handle all segments.  
 NEWS 10%: 5 min local twice hourly 6-10 am and  
 3-6 pm, 5 min network once hourly 10 am-3 pm  
 and 6 pm-1 am. SPORTS 10% local capsules incor-  
 porated into drive newscasts, network play-by-play  
 of pro football, pro baseball and college football.  
 FARM: 5:30-6 am. Contact Representative for fur-  
 ther details. Rec'd 2/18/74.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—John H. Hicks, III.  
 Exec. Vice-Pres./Sales—R. Steven Hicks.  
**2. REPRESENTATIVES**  
 McGavren-Gullid, Inc.  
**3. FACILITIES**  
 5,000 w.; 560 kc. Directional nights only.  
 Operating schedule: 24 hours daily, CST.  
**4. AGENCY COMMISSION**  
 15% on time and talent; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14b, 15b, 16.  
 Basic Rates: 20b, 21a, 21b, 22b, 23a, 24a, 24b, 24c,  
 25a, 27, 28a, 29a, 29b, 30, 32a, 33a.  
 Contracts: 40a, 41, 42b, 43, 44b, 45, 46, 47a, 48, 49,  
 50, 51a.  
 Comb.: Cont. Discounts: 60d, 60f, 60h, 60j, 61a, 62b.  
 Cancellation: 70c, 70e, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Rates shown after the deduction of all applicable  
 discounts.  
 FM facilities: KBPO (FM).  
 Member: Texas State Network.

### TIME RATES

No. 14G Eff 8/1/72—Rec'd 7/27/72.  
 AAA—Mon thru Fri 6-10 am & 3-7 pm.  
 AA—Mon thru Fri 5-6 am, 10 am-3 pm; Sat &  
 Sun before 7 pm.  
 A—Mon thru Sun after 7 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A
1 min 30 sec	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 t:	24.00 19.20 19.00	15.20 14.00 11.20	
6 t:	21.00 18.80 17.00	13.60 13.00 10.40	
12 t:	20.00 18.00 16.00	12.80 12.00 9.60	
18 t:	19.00 15.20 15.00	12.00 11.00 8.80	
24 t:	18.00 14.40 14.00	11.20 10.00 8.00	
10 sec:	60% of 1-min.		

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLANS  
 Plan I (1/2AAA, 1/4AA, 1/4A).  
 Plan II (1/3AAA, 2/3AA).  
 Plan III (1/2AAA, 1/2 wknds).  
**PER WK:** 12 t 18 t 24 t 30+  
 1 min 15.00 14.00 13.00 12.50  
 30 sec 12.00 11.20 10.40 10.00

### DISCOUNT

26 wk—5%  
**8. PROGRAM TIME RATES**  
 5-min: 1-1/2 x 1-min. 1/2 hr: 5 x 1-min.  
 1/4 hr: 3 x 1-min. 1 hr: 7 x 1-min.



## KPAC

1934

PORT ARTHUR



Subscriber to the NAB Radio Code  
 (This is a paid duplicate of the listing appearing  
 under Port Arthur, Tex.)  
 Media Code 4 245 6425 0.00  
 Port Arthur College, Box 520, Port Arthur, Tex.  
 77449. Phone 713-985-7458. Beaumont phone 713-  
 722-1463.

**STATION'S PROGRAMMING DESCRIPTION**  
 KPAC: Programmed for audience 20-55.  
 MUSIC: Modern MOR days; programmed for Black  
 audience with Black DJ's & R & B music nights.  
 NEWS: 5 min network at :30; 5 min local at :60.  
 COMMERCIAL POLICY: 18 minutes per hour. Con-  
 tact Representative for further details. Rec'd 6/28/73.

**1. PERSONNEL**  
 President—Sam Monroe.  
 Sta. & Sales Mgr.—Jim Monroe.  
 Traffic Manager—Beatrice Sticker.  
**2. REPRESENTATIVES**  
 Buckley Radio Sales, Inc.  
**3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 1250 kc.  
 Directional—night only.  
 Operating schedule: 5 am-midnight, CST.  
**4. AGENCY COMMISSION**  
 15/0: time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
 Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 25e, 29a,  
 30.  
 Contracts: 40c, 44b, 49.  
 Comb.: Cont. Discounts: 60b, 61a.  
 Cancellation: 70b, 71a, 73b.  
 Prod. Services: 82.  
 Affiliated with MBS.

### TIME RATES

No. 5 Eff 4/1/70—Rec'd 3/2/70.  
 I—Mon thru Sat 6-10 am.  
 II—Mon thru Sat 10 am-7 pm.  
 III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun  
 all day.  
**6. SPOT ANNOUNCEMENTS**

PER WK:	SECTION I	SECTION II	SECTION III
1 min:	14.00 12.00 11.00 10.00	11.00 9.00 8.00 7.00	11.00 9.00 8.00 7.00
30 sec:	11.20 9.60 8.80 8.00	8.80 7.20 6.40 5.60	8.80 7.20 6.40 5.60
10 sec:	7.00 6.00 5.50 5.00	5.50 4.50 4.00 3.50	5.50 4.50 4.00 3.50
1 min:	9.00 7.00 6.00 5.00	7.20 5.60 4.80 4.00	4.50 3.50 3.00 2.50

**7. PACKAGE PLANS**  
**CUME PLAN**  
**PER WK, EA:** 1 min 10 sec 10 sec  
 Plan A (15I, 10II, 5III) ..... 7.00  
 Plan B (8I, 5II, 2III) ..... 9.00  
 Plan C (4I, 4II, 2III) ..... 10.50  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—8%  
**RATEHOLDER**  
 Minimum wkly sched of 6 1-min spots 6 am-mid  
 Mon-Sun necessary to maintain consec wk advertising.

**KPAC/KPAC-FM. Port Arthur—COMBINATION**  
**6. SPOT ANNOUNCEMENTS**

PER WK:	I min 30 sec 10 sec	II min 30 sec 10 sec
1 t:	16.00 12.80 8.00 15.00 10.40 6.50	12.00 11.20 7.00 11.00 8.80 5.50
6 t:	14.00 11.20 7.00 10.00 8.80 5.50	13.00 10.40 6.50 10.00 8.00 5.00
12 t:	13.00 10.40 6.50 10.00 8.00 5.00	12.00 9.60 6.00 9.00 7.20 4.50
18 t:	12.00 9.60 6.00 9.00 7.20 4.50	
24 t:		11.00 8.80 5.50
12 t:		9.00 7.20 4.50
18 t:		8.00 6.40 4.00
24 t:		7.00 5.60 3.50

**7. PACKAGE PLANS**  
**CUME PLAN**  
**PER WK:** 1 min 10 sec 10 sec 10 sec  
 Plan A. 30 t (15 I, 10 II, 5 III), ea. .... 9  
 Plan B. 15 t (8 I, 5 II, 2 III), ea. .... 11  
 Plan C. 10 t (4 I, 4 II, 2 III), ea. .... 12  
 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
 Not combinable with other weekly plans for added  
 frequency.  
**8. PROGRAM TIME RATES**  
 5 min: 1-1/2 x 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
 52 wk—8%  
**RATEHOLDER**  
 Minimum wkly sched of 6 1-min spots 6 am-12 mid  
 Mon thru Sun necessary to maintain consec wk ad-  
 vertising.

## KTRM

1947



Media Code 4 245 0950 3.00  
 KTRM, Inc., Box 5425, 4385 Crow Rd., Beaumont,  
 Tex. 77702. Phone 713-892-4990.  
**1. PERSONNEL**  
 General Manager—Gene Dickerson.  
 Area Coordinator/Dynamic Broadcasting—Jerry  
 Frenstess.  
**2. REPRESENTATIVES**  
 Alan Torbet Associates, Inc.

**3. FACILITIES**  
 1,000 w.; 990 kc.  
 Directional—same pattern day and night.  
 Operating schedule: 24 hours daily, CST.  
**4. AGENCY COMMISSION**  
 15% on station time.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a,  
 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33a.  
 Contracts: 40c, 41, 42a, 42c, 45, 44a, 44b, 45, 46,  
 47a, 48, 49.  
 Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61c,  
 62b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Information Network.  
 Affiliated with ATA Radio Network.

**TIME RATES**  
 Eff 12/28/73.  
 AAA—Mon thru Sat 6-10 am & 3-7 pm.  
 AA—Mon thru Sat 10 am-3 pm.  
 A—All other times.  
**6. SPOT ANNOUNCEMENTS** 6 t 12 t 18 t 24 t  
 AAA ..... 19 17 16 15  
 AA ..... 16 15 14 13  
 A ..... 12 11 10 9

**10. SPECIAL FEATURES**  
**5-MINUTE NEWSCAST PACKAGE**  
**WKLY:** 1 wk 13 wk 26 wk 52 wk  
 3 t ..... 18.00 17.50 17.00 16.50  
 5 t ..... 17.00 16.50 16.00 15.50  
 6 t ..... 16.00 15.50 15.00 14.50

## KTRM-FM

1981



Media Code 4 245 0951 1.00  
 KTRM, Incorporated, Box 5425, Beaumont, Tex.  
 77702. Phone 713-892-4990.  
 See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KTRM-FM: Gospel & religious music M-Sat 9 am-  
 midnight, Sun 6 am-midnight. Contact Representa-  
 tive for further details. Rec'd 8/1/74.

**3. FACILITIES**  
 ERP 30,000 w.; 95.1 mc. Stereo.  
 Operating schedule: 6 am-midnight, CST.  
 Antenna ht.: 238 ft. above average terrain.  
**3. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American Information Network.

**TIME RATES**  
 Eff 1/1/74—Rec'd 1/21/74.  
**7. PACKAGE PLANS**  
 30-sec Gospel Daily:  
 1 per day, ea. .... 2.50 2 per day, ea. .... 2.25  
 30-sec Gospel saturation:  
 75 per mo, ea. .... 2.00 100 per mo, ea. .... 1.75

**8. PROGRAM TIME RATES**

1/2 hr	25	21	16	15
1/4 hr	15	13	11	10
10 min	12	10	8	7

**KWIC (FM)**  
 1986  
 NAB  
 Gibson Broadcasting Company  
 Subscriber to the NAB Radio Code  
 Media Code 4 245 0963 6.00  
 Gibson Broadcasting Co., Box 6067, 4945 Fannet  
 Rd., Beaumont, Tex. 77705. Phone 713-842-2210.  
 See affiliated AM station for additional information.  
 AM facilities: KJET.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWIC (FM): Programmed for young adults—18-35.  
 MUSIC: contemporary rock. All programs live. Con-  
 tact Representative for further details. Rec'd 8/5/74.

**1. PERSONNEL**  
 Station Manager—Tom Bogges.  
**3. FACILITIES**  
 ERP 100,000 w.; 107.7 mc. Stereo.  
 Operating schedule: 24 hours daily, CST.  
 Antenna ht.: 249 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with American FM Network.  
 Sold in combination with KJET. See that listing for  
 rates.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 Eff 4/1/74—Rec'd 8/5/74  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun  
 noon-midnight.  
 A—Mon thru Fri 6 am-3 pm; Sat & Sun 6 am-  
 noon.  
 B—Daily midnight-6 am.  
**6. SPOT ANNOUNCEMENTS**  
**1 MINUTE**  
**WKLY:** AA A B AA A B  
 1 t ..... 7.00 6.00 5.00 6.00 5.00 4.00  
 12 t ..... 6.50 5.50 4.50 5.50 4.50 3.50  
 24 t ..... 6.00 5.00 4.00 5.00 4.00 3.00  
 36 t ..... 5.50 4.50 3.50 4.50 3.50 2.50  
**30 SECONDS**  
 1 t ..... 6.50 5.50 4.50 5.50 4.50 3.50  
 12 t ..... 6.00 5.00 4.00 5.00 4.00 3.00  
 24 t ..... 5.50 4.50 3.50 4.50 3.50 2.50  
 36 t ..... 5.00 4.00 3.00 4.00 3.00 2.00

**7. PACKAGE PLANS**  
**WKLY TAP. ROS:** 12 t 24 t 36 t 48 t  
 1 min ..... 5.50 5.00 4.50 4.00  
 30 sec ..... 4.50 4.00 3.50 3.00

**BEEVILLE**  
 See County—Map Location E-6  
 See SRDS consumer market map and data at begin-  
 ning of the State.  
**KIBL**  
 1949  
 Media Code 4 245 0975 0.00  
 Bee Broadcasting Inc., Box 700, Hwy. 202, Beeville,  
 Tex. 78102. Phone 512-358-1490.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KIBL: C & W 5:30 am-1 pm; Spanish 1-5 pm.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Don Funkhouser.  
**2. REPRESENTATIVES**  
 Southwestern—Paul Miller & Company.  
**3. FACILITIES**  
 1,000 w. Days; 250 w. nights; 1490 kc. Non-  
 directional.  
 Operating schedule: 5:30 am-11 pm, CST.  
**4. AGENCY COMMISSION**  
 15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS and MBS.  
**TIME RATES**  
 Eff 5/1/74—Rec'd 5/31/74.  
**6. SPOT ANNOUNCEMENTS**

PER WK, 6 AM-6 PM:	1 t	10 t	20 t	30 t
1 min	6.00	5.60	5.25	5.00
30 sec	4.20	3.92	3.68	3.50
10 sec	3.00	2.80	2.63	2.50

**BELTON**  
 Bell County—Map Location E-6  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**See Special (including Belton)**  
**BIG LAKE**  
 Reagan County—Map Location B-6  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**KWGH**  
 1958  
 Media Code 4 245 0985 9.00  
 WMO Broadcasting Co., Inc., Box 70, Florida &  
 1st St., Big Lake, Tex. 76932. Phone 915-884-  
 297A.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KWGH: Programmed for general interest.

**1. PERSONNEL**  
 General Manager—Mrs. N. W. Hickman.  
**2. REPRESENTATIVES**  
 Radio Time Sales/International.  
 Chicago—National Time Sales.  
**3. FACILITIES**  
 1,000 w.; 1290 kc. Non-directional.  
 Operating schedule: 6:30 am-local sunset, CST.  
**4. AGENCY COMMISSION**  
 15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Texas State Network.

**TIME RATES**  
 Eff 4/1/69—Rec'd 2/27/69.  
**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min 30 sec	1 min 30 sec
1 x	4.45 3.20 2.60 x	2.30 1.90
13 x	3.80 2.45 3.12 x	1.95 1.15
52 x	3.20 2.30 3.05 x	1.65 1.10
104 x	2.90 2.00 2.70 x	1.30 1.00
156 x	2.45 1.65	

**7. PACKAGE PLANS**

1 min	35 t	55 t	75 t	100 t	150 t
	66.00	86.00	109.15	127.00	171.00

**BIG SPRING (3 AM; 1 FM)**  
 Howard County—Map Location B-5  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**KBST**  
 1958  
 NAB  
 Subscriber to the NAB Radio Code  
 Media Code 4 245 1000 6.00  
 Snider Corp., Box 1632, 702 Johnson St., Big Spring,  
 Tex. 79721. Phone 915-287-6391.

**1. PERSONNEL**  
 President—B. Winston Wrinkle.  
 Program Director—Ben Noe, Jr.  
**2. REPRESENTATIVES**  
 Jack Masla & Co., Inc.  
 Southwest—Riley Representatives.  
**3. FACILITIES**  
 1,000 w. days; 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 5:30 am-midnight, CST.  
**4. AGENCY COMMISSION**  
 15/0 on time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b.  
 Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.  
 Comb.:



**Big Spring—K B S T—Continued**

**7. PACKAGE PLANS**

PER WK:	6 11	12 11	18 11	24 11	30 11	36 11
1 min.....	5.25	5.00	4.75	4.50	4.25	4.00
30 sec.....	4.25	4.00	3.75	3.50	3.25	3.00

CLASS AA	24 11	30 11	36 11
1 min.....	4.30	4.10	3.90
30 sec.....	3.30	3.10	2.90

CLASS B	24 11	30 11	36 11
1 min.....	3.85	3.40	3.15
30 sec.....	2.85	2.40	2.15

**SPECIAL IMPACT PLANS (1/3 DRIVE TIME)**  
 30 SEC: 1 day 2 days 3 days  
 18 spots daily for 1, 2 or 3 consec. days.  
 36.00 70.00 103.00

**WEEKEND PLAN**  
 18 30-sec spots BOS on Sat/Sun, 1 wknd..... \$6.00  
 Special weekly packages and impact plans cannot be combined with other schedules to earn greater frequency discounts.

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min	50.00	30.00	20.00	10.00	7.50
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**10. SPECIAL FEATURES**

5-min news—2x 1-min rate.

**KBYG**

1948

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 245 1025 3.00  
 Howard County Broadcasting, Inc., Comanche Trail  
 Park, Big Spring, Tex. 79721. Phone 915-268-7326.

Mailing address: Box 1713, Big Spring, Tex. 79720.

**STATION'S PROGRAMMING DESCRIPTION**  
 KBYG: Programmed for adults 18-49.

**MUSIC:** Modern country with emphasis on current hits. Country hits integrated into format. **NEWS:** Local in drive time plus network at :30. **SPORTS:** Throughout day with play-by-play of local high school and college events, conference football. Local farm editor 6-8:30 am. Contact Representative for further details. Rec'd 2/14/74.

**1. PERSONNEL**

Pres. & Gen'l Mgr.—James G. Baum.

**2. REPRESENTATIVES**

Savalli/Gates, Inc.

**3. FACILITIES**

1,000 w. days, 250 w. nights; 1400 kc. Non-directional. Operating schedule: 5:45 am-midnight. CST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 21a, 21b, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 32b.

Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.

Comb.: Cont. Discounts: 60b, 60c, 61c, 62b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.

Affiliated with KDS.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

No. 7 Eff 8/1/73—Rec'd 6/12/73.

AAA Drive—Mon thru Sat 6-9:30 am, noon-1 pm & 4-6 pm.

AA—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec
1 hr.....	5.60	4.50	4.60	3.70
7 hr.....	5.20	4.15	4.10	3.30
14+.....	4.80	3.85	3.60	2.90
15 sec: Flat 1.65.				

**7. PACKAGE PLANS**

3 DAY BTA—TOTAL AUDIENCE PLAN	Per wk	Per mo
1 min.....	15 11 30 11 60+ 11 50 11 100 11 200+ 11	2.50 2.60 2.85 2.60
30 sec.....	2.40 2.20 2.10 2.50	2.30 2.10
PER YR. BTA:	1 min 30 sec	3.00 2.30
1040x.....	2.50 2.00	
15 sec: Flat 1.65.		

**KFNE (FM)**

1961

Media Code 4 245 1050 1.00  
 The Cobra Corporation, Radio Center, Box 750, Big Spring, Texas 79720. Phone 915-267-2523.  
 See affiliated AM station for additional information. AM facilities: KHEM.

**STATION'S PROGRAMMING DESCRIPTION**  
 KFNE (FM): Programmed for adults.

**MUSIC:** balanced between standards, showtunes, and light semi-classic. Commercials limited to 6 minutes each hour placed on quarter and half hour. Contact Representative for further details. Rec'd 7/27/67.

**3. FACILITIES**

FM-ERP 1.790 w. (horiz.), 1.790 w. (vert.); 95.3 mc. Operating schedule: 8:00 am-midnight daily. CST. Antenna ht.: 29 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**

Member: Alamo Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

Eff 4/1/71—Rec'd 4/5/71.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 11	3 11	7 11	14 11	24 11
1 min or less.....	3.00	2.75	2.50	2.25	2.00

**SCHEDULE WEEKLY DISCOUNT**  
 1 mo—5% 3 mo—10% 1 yr—20%

**KHEM**

1956

NAB

Media Code 4 245 1075 6.00  
 The Cobra Corporation, Box 750, Radio Center  
 2-1/2 miles east of Big Spring, Tex. 79720. Phone  
 915-267-2523.

**STATION'S PROGRAMMING DESCRIPTION**  
 KHEM: Programmed for adults.

Country and western music 6-10 am. Gospel and sacred music 10 am-noon. Country and western music noon-5:00 pm. Spanish Sun only last hour and half before sign-off. **NEWS:** 5 min, 12 times daily before hour. Contact Representative for further details. Rec'd 7/27/67.

**1. PERSONNEL**

Vice-Pres. & Gen'l Mgr.—Bob Bradbury.

Sales Manager—Bill Birrell.

Program Director—Fran Steele.

**2. REPRESENTATIVES**

Mario Messina Company.

**3. FACILITIES**

1000 w. days; 1270 kc. Non-directional. Operating schedule: 6:00 am-local sunset. CST.

**4. AGENCY COMMISSION**

15% on time only; no cash discount.

**5. GENERAL ADVERTISING See coded regulations**

General: 1a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.

Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 26, 27b, 28c, 29a, 30, 33a.

Contracts: 40a, 41, 44b, 46, 47a, 48, 49, 50.

Comb.: Cont. Discounts: 60f, 61c.

Cancellation: 70a, 70d, 71a, 72, 73b.

Prod. Services: 80, 81, 82.

FM facilities: KFNE (FM).

Member: Farm Radio Network, Voice of Southwest Agriculture Radio Network, Alamo Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

Eff 8/1/72—Rec'd 7/19/72.

AA—6-9 am, 11:30 am-1 pm & 4-6 pm.

A—ROS.

**6. SPOT ANNOUNCEMENTS**

PER WK:	52x 156x 312x 600x	52x 156x 312x 600x
1 hr.....	1 11 16 11 31 11 46-60 1 11 16 11 31 11 46-60	
1 min 4.00	3.75 3.50 3.25 3.25 3.00 2.75 2.50	
30 sec 3.00	2.75 2.50 2.25 2.25 2.00 1.75 1.50	
10 sec: 50% of 1-min.		

**7. PACKAGE PLANS**

**HEAVY SATURATION PLAN—1/3 DRIVE**  
 ROS: 1 day 2 days 3 days  
 30 sec..... 25.50 49.50 72.00  
 15 spots daily/1, 2, 3 consec. days.

**WEEKENDER PLAN—ROS**  
 20 30-sec spots, Sat and/or Sun..... 32.00

**8. PROGRAM TIME RATES**

1 hr 1/2 hr 1/4 hr 10 min 5 min	45	25	15	10	7
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**BONHAM**

Fannin County—Map Location F-4  
 See SRDS consumer market map and data at beginning of the State.

**KFYN**

1948

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 245 1100 4.00  
 Fannin County Broadcasting Co., Box 248, Bonham,  
 Tex. 75418. Phone 214-583-3151.

**1. PERSONNEL**

Manager—Bill Bennett.

**2. REPRESENTATIVES**

South—Busby, Finch and Woods, Inc.

**3. FACILITIES**

250 w. days; 1420 kc. Non-directional. Operating schedule: 6:00 am-local sunset. CST.

**4. AGENCY COMMISSION**

None; all rates net to station.

**5. GENERAL RATE POLICY**

Affiliated with KBS.

Member: National Ag Radio Groups, Inc., Texas State Network, Farm Directors Radio Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

Eff 3/1/74—Rec'd 4/4/74.

**6. SPOT ANNOUNCEMENTS**

1 min 3.25	3.10 2.95 2.80 2.65 2.50 2.35
30 sec 2.80	2.65 2.50 2.45 2.30 2.15 1.90
15 sec 1.90	1.75 1.60 1.55 1.20 1.00 .80

**BORGER (2 AM)**

Hutchinson County—Map Location B-3  
 See SRDS consumer market map and data at beginning of the State.

**KBBB**

1957

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 245 1125 1.00  
 KBBB, Inc., Box 1478, 409 W. 10th St., Borger,  
 Tex. 79008. Phone 806-273-7575.

**1. PERSONNEL**

General Manager—Gary E. Rippy.

**2. REPRESENTATIVES**

Mario Messina Company.

**3. FACILITIES**

5,000 w. days; 1600 kc. Non-directional. Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract. Affiliated with KBS.

Member: Texas State Network, Alamo Network.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
 No. 1 Eff 6/1/72—Rec'd 7/19/72.

**6. SPOT ANNOUNCEMENTS**

PER WK. EA:	1 11	5 11	10 11	15 11	20 11	25 11	30 11	50 11
1 min 4.50	4.25 4.00 3.75 3.50 3.25 3.00 2.75							
30 sec 3.50	3.25 3.00 2.75 2.50 2.25 2.00 1.75							

**7. PACKAGE PLANS**

EA:	10 11	20 11	30 11	50 11
10-sec ID's.....	2.00	1.80	1.60	1.40

**KQTY**

1947

Media Code 4 245 1137 6.00  
 Empire Radio Co., Box 165, Borger, Tex. 79007.  
 Phone 806-273-7533.

**1. PERSONNEL**

General Manager—Larry Dean.

**3. FACILITIES**

1,000 w. days, 250 w. nights, 1490 kc. Non-directional. Operating schedule: 5:30-1 am. CST.

**4. AGENCY COMMISSION**

15% time only.

**5. GENERAL ADVERTISING See coded regulations**

Accepts AAAA copyrighted contract. Affiliated with American Contemporary Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**

Eff 7/1/68—Rec'd 11/8/71.

AA—Mon thru Sat 6-9 am, noon-1 pm, 3-7 pm.

A—Mon thru Sat 5-6 am, 10 am-noon, & 1-3 pm.

B—Sun thru Sat 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30/10	1 min 30 sec	1 min 30 sec
1 x.....	5.00 4.00 4.25 3.25 3.75 2.75		
52 x.....	4.75 3.75 4.00 3.00 3.50 2.50		
104 x.....	4.50 3.50 3.80 2.80 3.25 2.25		
156 x.....	4.25 3.25 3.60 2.60 3.00 2.00		
208 x.....	4.00 3.00 3.35 2.35 2.75 1.75		
260 x.....	3.75 2.75 3.10 2.10 2.50 1.50		
312 x.....	3.50 2.50 2.80 1.80 2.25 1.25		
364 x.....	3.25 2.25 2.60 1.60 2.00 1.00		
10 sec: 50% of 1-min.			

**7. PACKAGE PLANS**

**WEEKEND PLAN—ROS**  
 18 1/2 daily..... 32.40 63.00 93.00  
 Special weekly packages and impact plans cannot be combined with other schedules to earn greater frequency discounts.

**BOWIE**

Montague County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

**KBAN**

1959

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 245 1150 9.00  
 Bowie-Nocoma Broadcasting Co., Inc., Box 1086,  
 Bowie, Tex. 76230. Phone 817-872-2288.

**1. PERSONNEL**

General Manager—Olio Carriker.

**2. REPRESENTATIVES**

Mario Messina Company.

**3. FACILITIES**

# TEXAS

## BROWNFIELD

Terry County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

### KKUB

1949

Media Code 4 245 1250 7.00  
Brownfield Radio Inc., Drawer 1300, Tahoka Rd., Brownfield, Tex. 79316. Phone 806-637-4581.

#### 1. PERSONNEL

Gen'l Mgr. & Farm Dir.—Jim Farr.

#### 2. REPRESENTATIVES

Charles Bernard Co., Inc.  
Riley Representatives.

#### 3. FACILITIES

1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

#### 4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 3 Eff 9/1/71—Rec'd 9/30/71.

6. SPOT ANNOUNCEMENTS					
	1x	50x	100x	250x	500x
1 min.	4.50	4.00	3.50	3.00	2.50
30 sec.	3.40	3.00	2.65	2.25	1.90
10 sec.	2.25	2.00	1.75	1.50	1.25

#### 7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti
Rate	50x	250x	500x

## BROWNSVILLE (1 AM)

Plus 1 paid listing; 1 paid duplicate listing; plus 3 cross references.  
Cameron County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### KBOR

1949

#### BROWNSVILLE

NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 1275 4.00  
Brownville Broadcasting Co., Box 2049, Brownville, Tex. 77820. Phone 512-542-5877.

#### STATION'S PROGRAMMING DESCRIPTION

KBOR: Programmed for general interest.  
FARM: program 5:45-7 am. 7-9 am middle-of-road music, news, sports, weather, quips. 9-9:30 am women's news. 9:30 am-noon middle-of-road music, news at :55. Noon-1 pm news, world, national, local, stock markets, weather. M-F 1-5 pm middle-of-road music, news, sports, events. 5-7 pm middle-of-road music, news, sports local events, weather. 7-11:30 pm music featuring general popular music, classic, standards, weather on hour. Network news & weather 10 pm. SPORTS: local high school and college football. Sat 2 pm complete opera broadcast. Local news reporters. Contact Representative for further details. Rec'd 7/27/72.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Minor J. Wilson.

#### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.  
Dallas—Clyde Melville Company.

#### 3. FACILITIES

1,000 w.; 1600 kc.  
Directional—Separate pattern, day and night.  
Operating schedule: 5:15 am-11:30 pm. CST.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 24b, 25a, 26, 28a, 28b, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 61a.  
Comb.: Cont. Discounts: 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with KBR.  
Member: Voice of Valley Agricultural Radio Network, Texas State Network.

#### TIME RATES

Eff 3/1/73—Rec'd 2/27/73.

#### 6. SPOT ANNOUNCEMENTS

	1 wk	4 wk	13 wk	52 wk
1 min.	12	11	10	9
30 sec.	10	9	8	7

#### 7. PROGRAM TIME RATES

Flat	1 hr	1/2 hr	1/4 hr	5 min
	60	48	36	18

### KELT

1960

#### HARLINGEN

NAB

(This is a paid duplicate of the listing appearing under Harlingen, Tex.)  
Media Code 4 245 3750 4.00  
Harbento Radio Corporation, Drawer 711, Harlingen, Tex. 78551. Phone 512-423-3910. TWX 512-423-8990.

#### STATION'S PROGRAMMING DESCRIPTION

KELT: Programmed for 18-49 age group.  
Hit Parade, popular music, a perfect blend of today's top hits plus the most popular music of the past two decades. COMMERCIAL POLICY: 4 commercial breaks per hour—three commercial breaks in news hour. Maximum commercial content, 8 minutes per hour. Contact Representative for further details. Rec'd 8/7/72.

#### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—David Lykes.

Station Manager—Bill Walters.  
Operations Manager—Larry James.

#### 2. REPRESENTATIVES

Savall/Gates, Inc.

### 3. FACILITIES

ERP 100,000 w.; 94.5 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 800 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/0 time and talent.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 4a, 5a, 6a, 7a, 8a.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 24b, 24c, 26, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a, 62b.

Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.

AM facilities: KGBT.  
TV facilities: KGBT-TV, Harlingen, Texas.  
Member: Tichenor Radio Group.

#### TIME RATES

No. S-4 Eff 11/15/73—Rec'd 11/19/73.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 10 am-7 pm; Sat & Sun 6 am-7 pm.  
A—Sat & Sun 7 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec

	AAA	AA	A
1-5 ti	8.40	6.70	7.00
10 ti	8.00	6.40	6.70
15 ti	7.60	6.10	6.35
20 ti	7.20	5.80	6.00
25 ti	6.40	5.10	5.30
30 ti	6.00	4.80	5.00

#### TIME RATES

AA—6-9 am, noon-1 pm & 4-7 pm.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1x 26x 52x 104x 130x 260x

	1x	26x	52x	104x	130x	260x
1 min.	6.00	5.80	5.60	5.40	5.20	5.00
30 sec.	5.00	4.80	4.60	4.40	4.20	4.00

### KGBT

HARLINGEN

## Tichenor Media Group

City of license, Harlingen, Tex.  
See listing under Harlingen, Tex.

### KRIO

McALLEN

City of license, McAllen, Tex.  
See listing under McAllen, Tex.

### X EMS

1952

#### MATAMOROS, MEXICO

## All Spanish Network

Media Code 4 245 1340 6.00  
(This is a paid listing.)

U. S. Sales office: Box 13, Tucson, Ariz. 85702.  
Phone 602-624-5588.

#### STATION'S PROGRAMMING DESCRIPTION

X EMS: Programmed 100% in Spanish for Mexicans and Mexican-Americans.  
MUSIC: Emphasis on current standard hits of Mexico. NEWS: 5 min at :60. Live coverage of civic and social events. Commercials translated free. Rec'd 2/20/74.

#### 1. PERSONNEL

U. S. Sales—Alvin L. Korngold.  
Dir./ING.—Adrian Perela L.  
Gen'l Mgr./LIC.—Javier Perez De Anda Y/O.

#### 2. REPRESENTATIVES

Call collect Arizona headquarters.

#### 3. FACILITIES

1,000 w.; 1490 kc.  
Operating schedule: 24 hours daily. MST.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5a, 6a, 7a, 8a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28b, 29a.  
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60i, 60k.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Member: All Spanish Network, The Amigo Spanish Group.  
Rates include translating from English to Spanish.

#### TIME RATES

Eff 11/1/73—Rec'd 2/20/74

#### 6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.	8.50	8.00	7.50	7.00	6.50	6.00
30 sec./less	6.50	6.00	5.75	5.25	4.75	4.50

#### 7. PROGRAM TIME RATES

1 x	5 min	1/4 hr	1/2 hr
	15	25	45

### XEO

1960

#### MATAMOROS, MEXICO

City of license, Matamoros, Tamaulipas, Mexico.  
Box 1708, Brownsville, Texas 78520.  
U. S. Representative:  
West: Harlan G. Oakes, Inc.  
East: The Gordon Company.  
See listing in Medios Publicitarios Mexicanos under Matamoros, Tamaulipas, Mexico.

## BROWNWOOD (2 AM; 1 FM)

Brown County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

### KBWD

1941

#### A Wendell Mayo Station

Media Code 4 245 1400 8.00

Brown County Broadcasting Co., Box 280, Brownwood, Tex. 76801. Phone 915-646-3505.

### 1. PERSONNEL

General Manager—Ken Schulze.

#### 2. REPRESENTATIVES

Riley Representatives.

#### 3. FACILITIES

1,000 w.; 1380 kc. Non-directional.  
Operating schedule: 5 am-midnight daily. CST.

#### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.

#### TIME RATES

Eff 1/1/73—Rec'd 4/16/73.

AA—6-9 am, noon-1 pm & 4-7 pm.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1x 26x 52x 104x 130x 260x

	1x	26x	52x	104x	130x	260x
1 min.	6.00	5.80	5.60	5.40	5.20	5.00
30 sec.	5.00	4.80	4.60	4.40	4.20	4.00

### KEAN

1953

Media Code 4 245 1425 5.00  
KEAN Radio Corp., Box 100, 1 Texas St., Brownwood, Tex. 76801. Phone 915-646-2575.

#### 1. PERSONNEL

General Manager—Mike Davidson.

#### 2. REPRESENTATIVES

Mario Messina Company.

#### 3. FACILITIES

1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with Mutual Black Network.  
Member: Country Music Network, Alamo Network.

#### TIME RATES

Eff 4/29/68.

Drive Time—Mon thru Sat 6-9 am & 4-7 pm.  
All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec

	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 x	6.00	4.80	3.00	5.00	4.00	2.50
50 x	5.75	4.60	2.90	4.75	3.80	2.40
100 x	5.50	4.40	2.75	4.50	3.60	2.25
250 x	5.00	4.00	2.50	4.00	3.20	2.00
500 x	4.50	3.60	2.25	3.50	2.80	1.75

(\*) Drive Time.

(†) All other times.

### KLSN (FM)

1966

Media Code 4 245 1450 3.00  
G. B. E. Inc., Box 820, 109 Belle Plain, Brownwood, Tex. 76801. Phone 915-646-0023.

#### 1. PERSONNEL

General Manager—Richard (Rick) Whitworth.

#### 2. REPRESENTATIVES

Paul Miller & Company.

#### 3. FACILITIES

ERP 720 w. (horiz.), 720 w. (vert.); 99.3 mc. Stereo.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 115 ft. above average terrain.

#### 4. AGENCY COMMISSION

15/1 time only; when paid within 10 days.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

#### TIME RATES

Eff 11/9/73.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1x 50x 100x 150x 200x 250x 300+

	1x	50x	100x	150x	200x	250x	300+
1 min	5.75	5.80	5.40	5.25	5.15	5.10	5.00
30 sec	5.25	5.15	4.95	4.75	4.65	4.60	4.50

## BRYAN-COLLEGE STATION

(2 AM; 2 FM)



**Bryon-College Station—Continued**

**WTAW-FM**

**1964 COLLEGE STATION**



**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 245 1501 3.00  
Radio Bryan, Inc., Box 3003, Mobile Ave., Bryan,  
Tex. 77801. Phone 846-7788.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 6:45 am-midnight, CST.  
Antenna ht.: 275 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Texas State Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 27 Eff 6/1/74—Rec'd 5/13/74.

AA—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK: 5 ti 10 ti 20 ti 30 ti 5 ti 10 ti 20 ti 30 ti  
1 min 7.80 7.40 7.00 6.60 5.75 5.25 4.75 4.25  
30 sec 6.30 6.00 5.70 5.00 4.60 4.30 4.00 3.70  
10 sec: flat 2.20.

**DISCOUNT** 13 wk—5% 26 wk—10% 52 wk—15%

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN—1/2AA, 1/2A  
PER WK: 1 min 30 sec 207.00 166.20  
AA and A plans may be used in combination, each taking a rate based on their total number of spots.

**8. PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min.

**BURNET**

Burnet County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

**KHLB**

**1963**

Subscriber to the NAB Radio Code  
Media Code 4 245 1525 2.00  
Highland Lakes Broadcasting Co., Inc., Box 398,  
Burnet, Tex. 78611. Phone 512-756-2147.

**STATION'S PROGRAMMING DESCRIPTION**  
KHLB: Programmed country & western.

**1. PERSONNEL**  
General Manager—Harry Kalndl, Jr.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1,340 kc. Non-directional.  
Operating schedule: 6:30 am-10 pm, CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Entertainment Network.  
Member: Alamo Network.

**TIME RATES**  
No. 6 Eff 3/1/73—Rec'd 3/8/73.

**6. SPOT ANNOUNCEMENTS**

1 min..... 4.90 4.50 4.05 3.75 3.25 3.00  
30 sec..... 3.80 3.10 2.85 2.55 2.20 1.90

**10. SPECIAL FEATURES**

5 min, news & weather..... 125  
2 min, weather..... 75  
Time signals, 300 per mo..... 150

**CAMERON**

Milam County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KMIL**

**1955**

Media Code 4 245 1550 0.00  
Milam Broadcasting Co., Box 832, Cameron, Tex.  
76530. Phone 817-697-6633.

**1. PERSONNEL**  
Partner-Manager—Eugene Smitherman.

**2. REPRESENTATIVES**  
Southwest—Erle Racey & Associates.

**3. FACILITIES**  
500 w. days; 1,330 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/70—Rec'd 2/19/70.

**6. SPOT ANNOUNCEMENTS**

Ea, any number..... 1 min 30 sec (\*) 3.50 3.00 2.50  
(\*) 10 sec 1D's.

**CANYON**

Randall County—Map Location B-2-1/3  
See SRDS consumer market map and data at beginning of the State.

**KCAN**

**1962**



**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 245 1575 7.00  
Palo Duro Broadcasting Co., Box 956, Canyon, Tex.  
79015. Phone 806-855-2589.

**STATION'S PROGRAMMING DESCRIPTION**

KCAN: Country music.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Joe W. Cooper.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w.; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Radio Network, Texas State Network,  
Alamo Network.

**TIME RATES**  
Eff 4/1/69—Rec'd 4/3/69.

**6. SPOT ANNOUNCEMENTS**

1x 13x 26x 52x 104x 156x 260x 312x  
1 min 4.50 4.28 4.05 3.83 3.60 3.38 3.18 2.95  
30 sec 3.00 2.85 2.70 2.55 2.40 2.25 2.10 1.95

**CARRIZO SPRINGS**

Dimmit County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

**KBEN**

**1955**

Subscriber to the NAB Radio Code  
Media Code 4 245 1600 3.00  
Walter H. Herbolt, Jr., Box 335, 105 S. 5th St.,  
Carrizo Springs, Tex. 78834. Phone 512-876-2210.

**1. PERSONNEL**  
General Manager—Walter H. Herbolt, Jr.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-10 pm, CST.

**4. AGENCY COMMISSION**  
15/0 on time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.

**TIME RATES**  
Eff 2/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1x 15x 30x 60x 90x 120x 240x 360x  
1 min 3.50 3.00 2.30 2.10 2.00 1.90 1.80 1.70  
30 sec 2.50 2.20 1.80 1.70 1.60 1.40 1.30 1.20  
15 sec 1.50 1.25 1.10 1.00 .90 .80 .70 .60

**10. SPECIAL FEATURES**  
NEWSCAST, PER MO, TI PER WK: 6 ti 12 ti  
5 min..... 80 140

**CARTHAGE**

Panola County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KGAS**

**1955**

Subscriber to the NAB Radio Code  
Media Code 4 245 1625 0.00  
Beverly E. Brown dba KGAS Radio, Drawer B, 318  
E. Sabine St., Carthage, Tex. 75633. Phone 314-  
693-6668.

**1. PERSONNEL**  
Owner-Manager—Beverly E. Brown.

**3. FACILITIES**  
1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset.

**4. AGENCY COMMISSION**  
15% on time only. 2% 10 days, net 30 days.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Texas State Network.

**TIME RATES**  
Rates effective February 1, 1959.  
Rates received January 12, 1959.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 hr. 1/2 hr. 1/4 hr. min. min. sec.  
1 time..... 34.50 20.70 13.75 6.90 3.45 2.25  
26 times..... 32.80 19.55 13.20 6.60 3.10 2.02  
52 times..... 31.00 18.40 12.65 6.30 3.00 1.95  
104 times..... 29.05 17.25 11.75 5.75 2.90 1.89  
150 times..... 27.00 16.10 10.90 5.45 2.75 1.79  
260 times..... 25.00 14.95 10.05 5.00 2.60 1.69  
312 times..... 21.50 13.80 9.20 4.60 2.30 1.50

**CENTER**

Shelby County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

**KDET**

**1949**

Subscriber to the NAB Radio Code  
Media Code 4 245 1650 8.00  
Center Broadcasting Company, Inc., Box 231, 307  
San Augustine St., Center, Tex. 75935. Phone 713-  
598-3304.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack Boll.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w. days; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Texas State Network, Alamo Network.

**TIME RATES**  
No. 5 Eff 8/1/74—Rec'd 8/26/74.

A—Mon thru Fri 6:30-9 am, 11:30 am-1 pm & 4-  
6:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

—1 min— 30/20 sec —10 sec—  
A B A B A B

1 x..... 5.00 4.25 4.00 3.40 3.25 2.75  
52 x..... 4.75 4.05 3.80 3.25 3.10 2.65  
104 x..... 4.50 3.80 3.60 3.05 2.90 2.50  
156 x..... 4.25 3.60 3.40 2.90 2.75 2.35  
312 x..... 4.00 3.40 3.20 2.70 2.60 2.20  
500 x..... 3.75 3.20 3.00 2.55 2.45 2.10

**7. PACKAGE PLANS**  
ROS—1/3 DRIVE TIME

PER WK: 10 ti 20 ti 30 ti 40 ti  
1 min..... 4.25 4.00 3.80 3.60  
30/20 sec..... 3.40 3.20 3.05 2.90  
10 sec..... 2.75 2.60 2.45 2.35

All spots combinable for frequency; ROS cannot  
be counted toward frequency on Annual Plan.

**CHILDRESS**

Childress County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KCTX**

**1947**

Subscriber to the NAB Radio Code  
Media Code 4 245 1675 5.00  
Golden West Broadcasting Co., Inc., Box 272,  
Childress, Tex. 79201. Phone 817-937-2568.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—George E. Morey.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
250 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Texas State Network, Farm Radio Network,  
Alamo Network.

**TIME RATES**  
No. 4 Eff 1/1/73—Rec'd 9/14/73.

**6. SPOT ANNOUNCEMENTS**

1x 13x 26x 52x 65x 130x 156x  
1 min/less..... 4.50 4.33 4.15 3.98 3.80 3.63 3.50  
Automotive rate..... 3.50  
7-9 am, 11 am-1 pm, 5-6 pm, extra 30%.

**CLARKSVILLE**

Rad River County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KCAR**

**1955**

Subscriber to the NAB Radio Code  
Media Code 4 245 1700 1.00  
KCAR, Inc., Box 409, 228 W. Main St., Clarksville,  
Tex. 75426. Phone 214-427-3861.

**1. PERSONNEL**  
Gen'l Prog. Mgr.—Winifred Bishop.

**2. REPRESENTATIVES**  
Southwest—Clyde Melville Company.

**3. FACILITIES**  
500 w. days; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
No. 4 Eff 5/1/69—Rec'd 8/14/69.

**6. SPOT ANNOUNCEMENTS**

DRIVE TIME OR FIXED POSITION  
1x 52x 156x 312x  
1 min or less..... 3.00 2.75 2.50 2.35

**10. SPECIAL FEATURES**  
NEWSCASTS  
1x 26x 52x 156x  
1/4 hr..... 15.00 13.00 11.00 10.00  
5 min..... 7.50 7.00 6.50 6.00

**CLEAR LAKE CITY**

Harris County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**See Houston**

(including Baytown, Clear Lake City,  
Pasadena)

**CLEBURNE**

Johnson County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KCLE**

**1947**

Subscriber to the NAB Radio Code  
Media Code 4 245 1725 8.00  
KCLE, Inc., Box 1529, 919 N. Main, Cleburne, Tex.  
76031. Phone 817-645-6643.

**STATION'S PROGRAMMING DESCRIPTION**  
KCLE: Programmed for general interest.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack Auldridge.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
250 w. days; 1120 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

**4. AGENCY COMMISSION**  
15/0.

**TEXAS**

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Alamo Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 3/1/73—Rec'd 10/8/73.

**6. SPOT ANNOUNCEMENTS**

PER YR: 300x 600x 1200x 1800x  
1 min..... 4.25 4.00 3.75 3.50  
30 sec..... 3.25 3.00 2.75 2.50

**7. PACKAGE PLANS**

PER WK: 5 ti 15 ti 30 ti 50 ti 75 ti  
1 min..... 4.25 4.00 3.75 3.50 3.25  
30 sec..... 3.25 3.00 2.75 2.50 2.25  
10 sec..... 1.75 1.55 1.45 1.40 1.30  
5 sec 1D's, 10 per day, maximum.  
Sold only in combination with 30, 50 & 75 ti spots.

**10. SPECIAL FEATURES**  
5-MINUTE NEWS PACKAGE  
Open & close sponsor ID plus 1 1-minute & 1 30-  
second spot.  
PER WK: 1 ti 3 ti 5 ti 6 ti 7 ti  
Ea..... 7.50 7.25 6.75 6.50 6.25

**HEADLINE NEWS, WEATHER, SPORTS**  
Open & close sponsor ID plus 1 30-second spot.  
PER WK: 1 ti 14 ti 21 ti 28 ti 35 ti  
Ea..... 3.50 3.25 3.10 2.90 2.70

**CLEVELAND**

Liberty County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

**KJCH**

**1974**

Media Code 4 245 1750 6.00  
Cleveland Broadcasting Serv., Box 520, Plum Grove  
Rd., Cleveland, Tex. 77327. Phone 713-592-7711.

**1. PERSONNEL**  
Station Manager—Glen Dodson.

**2. REPRESENTATIVES**  
South—Riley Representatives.

**3. FACILITIES**  
500 w.; 1410 kw. Directional.  
Operating schedule: 6 am-10 pm, CST.

**4. AGENCY COMMISSION**  
None; agencies add commissions to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Eff..... Rec'd 4/9/74.

AA—Mon thru Sat 6-9 am & 4-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA  
PER MO: 1 ti 4 ti 7 ti 117 ti 157 ti 200+  
PER WK: 1 ti 10 ti 20 ti 30 ti 40 ti 50+  
1 min..... 4.00 3.75 3.50 3.20 3.00 2.80  
30 sec..... 3.20 3.00 2.80 2.60 2.40 2.25

CLASS A  
1 min..... 3.50 3.35 3.20 3.05 2.90 2.75  
30 sec..... 2.80 2.70 2.55 2.45 2.30 2.20

**10. SPECIAL FEATURES**  
NEWS  
1x 26x 52x 105x 253x  
Ea..... 7.20 6.75 6.30 5.80 5.40

**COLEMAN**

Coleman County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

**KSTA**

**1947**

Subscriber to the NAB Radio Code  
Media Code 4 245 1775 3.00  
Coleman County Broadcasters, Box 432, Coleman, Tex.  
76834. Phone 625-5414.

**1. PERSONNEL**

# TEXAS

## COLORADO CITY

Mitchell County—Map Location C-5  
See BIRDS consumer market map and data at beginning of the State.

### KVMC

1950

Media Code 4 245 1830 9.00  
Colorado City Broadcasting Co., Box 990, Colorado City, Tex. 79512. Phone 915-728-3320.

- PERSONNEL**  
Owner & Gen'l Mgr.—Drew Ballard.
- REPRESENTATIVES**  
Clyde Melville Company.
- FACILITIES**  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Voice of Southwest Agriculture Radio Network.

#### TIME RATES

Eff 7/1/71—Rec'd 6/28/71.

- SPOT ANNOUNCEMENTS**  
1 min., ea. 2.50

## COMANCHE

Comanche County—Map Location D-5  
See BIRDS consumer market map and data at beginning of the State.

### KCOM

1962

Subscriber to the NAB Radio Code  
Media Code 4 245 1825 6.00  
Radio Comanche, Box 9, 105 N. Sand St., Comanche, Tex. 76442. Phone 915-356-2558.

- PERSONNEL**  
Sta. & Gen'l Mgr.—Elton McCullough.
- REPRESENTATIVES**  
Clyde Melville Company.
- FACILITIES**  
250 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Texas State Network.

#### TIME RATES

No. 2N Eff 10/1/69—Rec'd 9/25/69.

- SPOT ANNOUNCEMENTS**  
1 min. 3.50 3.25 3.00 2.75  
30 sec. 2.75 2.50 2.25 2.00
- SPECIAL FEATURES**  
Newcasts—5 min. flat. 9.99

## CONROE (1 AM; 1 FM)

Montgomery County—Map Location G-7  
See BIRDS consumer market map and data at beginning of the State.

### KIKR

1950

Subscriber to the NAB Radio Code  
Media Code 4 245 1850 4.00  
Family Group Enterprises, Inc., Box 68, Conroe, Tex. 77301. Phone 713-756-5501. Houston phone 713-353-7517.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Steve Owen.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
500 w. days; 900 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KNRO (FM).  
Affiliated with KBS.  
Member: Farm Radio Network, Alamo Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 74-B Eff 3/1/74—Rec'd 4/1/74.

- AA—Mon thru Sat 6-9 am & 4-6 pm.  
A—All other times.
- PACKAGE PLANS**  

MO:	1 ti	10 ti	20 ti	50 ti	100 ti	200 ti
1 min	6.18	6.00	5.85	5.29	5.06	4.82
30 sec	5.12	4.94	4.59	4.24	4.00	3.76
ID's...	4.12	4.00	3.88	3.76	3.53	3.29

CLASS AA	50 ti	100 ti	200 ti
1 min	5.59	5.41	5.06
30 sec	4.88	4.71	4.35
ID's...	3.94	3.82	3.71

CLASS A	5 ti	6 ti
1 min	10.59	10.00
30 sec	9.41	8.82
  - SPECIAL FEATURES**  
5-MIN NEWS, PER WK:  
A 10.59 10.00  
A 9.41 8.82  
15-min newcasts—5 ti per wk, per mo, 352.95.  
Incls open & close plus 3-1/2-min spot.

## KNRO (FM)

1985

NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 1875 1.00  
Family Group Enterprises, Inc., Box 68, Conroe, Tex. 77301. Phone 713-756-5501. Houston Phone 713-353-7517.  
See affiliated AM station for additional information.  
AM facilities: KIKR.

**STATION'S PROGRAMMING DESCRIPTION**  
KNRO (FM): MUSIC: Modern MOR.

#### 5. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 108.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.

**6. GENERAL ADVERTISING** See coded regulations  
Member: Alamo Network.

#### TIME RATES

Rates are identical to KIKR. See that listing.

## CORPUS CHRISTI (6 AM; 2 FM)

Plus 2 paid duplicate listings, plus 1 cross reference.

Nueces County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10 am-3 pm)	Daytime Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	21	17	21
B	17	15	17
C	15	14	15
D	11	11	11
AVERAGE	16	14	16

## KCCT

1954

Media Code 4 245 1900 7.00  
Radio KCCT, Inc., Box 5206, 403 S. Staples, Corpus Christi, Texas 78405. Phone 512-884-2426.

**STATION'S PROGRAMMING DESCRIPTION**  
KCCT: All Spanish programming.  
MUSIC: regional & Chicano, some Mexican & Latin songs. NEWS: at :30 & weather bulletins. Station participates in community activities with free programs for local, state & national organizations. Emphasis on local needs. Commercials translated free. Contact Representative for further details. Rec'd 9/3/74.

- PERSONNEL**  
Station Manager—Manuel Davila, Jr.
- REPRESENTATIVES**  
The Devney Organization, Inc.
- FACILITIES**  
1,000 w. days; 1150 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 22b, 23a, 24a, 24b, 25a, 26, 28b, 29a.  
Contracts: 40c, 42a, 45, 46.  
Comb.; Cont. Discounts: 60a, 61b, 61c, 62b, 62c.  
Cancellation: 71a, 73a.

#### TIME RATES

No. 7 Eff 6/1/73—Rec'd 5/3/73.

- PACKAGE PLANS**  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min. 12 11 10 9 8  
20/30 sec: 80% of 1-min.

## KCTA

1949

NAB

Media Code 4 245 1925 4.00  
Box 898, 402 S. Chaparril, Corpus Christi, Tex. 78403.  
Phone 512-643-3541.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Bob Kent.
- REPRESENTATIVES**  
Southwest—Erie Racey & Associates.
- FACILITIES**  
50,000 w. days; 1030 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 15b.  
Basic Rates: 20b, 29b.  
Contracts: 40a, 42a, 42c, 43, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 61a.  
Cancellation: 70c, 71b.  
Prod. Services: 82.  
FM facilities: KOUL (FM) Sinton.  
Member: Country Music Network.

#### TIME RATES

No. 3 Eff 7/1/57—Rev Rec'd 1/24/61.

#### 6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 260x 312x  
1 min 7.50 7.25 7.00 6.75 6.50 6.25 6.00 5.75

#### 7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti  
1 min. 5.75 5.00 4.30

#### 8. PROGRAM TIME RATES

	1 hr	1/2 hr	1/4 hr	5 min
1 x	125.00	75.00	50.00	25.00
13 x	118.75	71.25	47.50	23.75
26 x	112.50	67.50	45.00	22.50
52 x	106.25	63.75	42.50	21.25
104 x	100.00	60.00	40.00	20.00
156 x	93.75	56.25	37.50	18.75
260 x	87.50	52.25	35.00	17.50
312 x	81.25	48.75	32.50	16.25

## KEYS

1941



### KATZ RADIO

RAB

Subscriber to the NAB Radio Code  
Media Code 4 245 1920 2.00  
Radio Katz, Inc., Box 1460, 441 Laguna St., Corpus Christi, Tex. 78403. Phone 512-883-7411.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—E. C. Stern, Jr.  
Program Director—Ron Ames.  
Sales Manager—Don Sitton.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
1,000 w.; 1440 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24c, 25a, 27, 28b, 28c, 29a, 33a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 49, 51b.  
Comb.; Cont. Discounts: 60d, 60f, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with Katz Radio Network.  
Member: Texas State Network.

#### TIME RATES

No. 8A Eff 5/1/72—Rec'd 5/3/72.  
AA—Sun thru Sat 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
AA 22 19 17 15 14  
A 18 15 14 13 12  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- PROGRAM TIME RATES**  
3-min—1-1/2x applicable 1-min.

## KIKN

(formerly KTOD)

SINTON



### Alan Torbet Associates, Inc.

RAB

(This is a paid duplicate of the listing appearing under Sinton, Tex.)

Media Code 4 245 7463 0.00  
Dynamic Broadcasting Corp., Box 2827, Corpus Christi, Tex. 78403. Phone 512-884-3986.

**STATION'S PROGRAMMING DESCRIPTION**  
KIKN: MUSIC: modern country. NEWS: local, state & national at :20 & 40. Weather at :30. SPORTS: area. FARM: 5 min M-Sat at 8:20 am & 12:20 pm.  
Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL**  
General Manager—Otis Dunagan, Jr.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days. 500 w. nights; 1590 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3b, 4a, 5, 6a, 7a, 8.  
Basic Rates: 22a, 23a, 29a.  
Contracts: 40c, 45, 46.  
Cancellation: 70a, 70e, 71a.  
Affiliated with American Entertainment Network.  
Affiliated with ATA Radio Network.

#### TIME RATES

No. 2 Eff 8/1/71—Rec'd 8/4/71.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MIN: 6 ti 12 ti 18 ti 24 ti  
AAA 18 16 15 18  
AA 15 13 12 10  
A 13 11 10 8  
30 sec: 80% of 1-min. 10/20 sec: 50% of 1-min. (D)

## KIOU

1967



NAB FM

Media Code 4 245 1965 0.00  
Stereo Broadcasting Corp., 807 Wilson Tower, Corpus Christi, Tex. 78401. Phone 512-882-4394.

#### STATION'S PROGRAMMING DESCRIPTION

KIOU: Programmed for adults.  
MUSIC: MOR 50 min every hr. NEWS: network at :15, local & regional 6:45 & 7:45 am; stock market report 4 pm wklys. AP & ESBA weather wire. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 10/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stephen A. DeWalt.
- REPRESENTATIVES**  
Southwest—Paul Miller & Company.
- FACILITIES**  
ERP 35,000 w.; 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 344 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1, 2b, 3a, 3b, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 14a.  
Basic Rates: 20a, 23a, 23b, 25a, 29a.  
Contracts: 40a, 41, 44b, 45, 46.  
Comb.; Cont. Discounts: 60b, 60c, 60e.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Affiliated with American FM Network.

#### TIME RATES

No. 5 Eff 9/1/73—Rec'd 8/29/73.

- AAA—10 am-7 pm.  
AA—8-10 am & 7 pm-midnight.  
A—Midnight-6 am.
- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 6 ti 12 ti 18 ti 24 ti  
BULK: 100x 250x 500x 1000x  
AAA 10.00 8.75 8.00 7.50  
AA 7.50 6.25 5.50 5.00  
A 5.00 4.00 3.25 2.50
  - 30 SECONDS**  
AAA 7.00 6.50 6.00  
AA 5.00 4.50 4.00  
A 4.00 3.00 2.50 2.00
  - PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A  
PER WK: 6 ti 12 ti 18 ti 24 ti  
BULK: 100x 250x 500x 1000x  
1 min. 6.25 5.00 4.25 3.75  
30 sec. 5.00 4.00 3.50 3.00

## KMIO (FM)

SINTON

City of license, Sinton, Tex.  
Corpus Christi office: The 600 Bldg., Corpus Christi, Tex. 78403. Phone 512-883-6301.  
See listing under Sinton, Tex.

## KROB

1963

ROBSTOWN

Jack Masla & Company, Inc.

NAB

(This is a paid duplicate of the listing appearing under Robstown, Tex.)  
Media Code 4 245 6800 8.00

Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.

**STATION'S PROGRAMMING DESCRIPTION**  
KROB: MUSIC: Top Country hits with a sprinkling of Country Gold. NEWS: 5 min. at :30, 3 min. at :30. SPORTS: 5 min. wrapup at 7:45 am & 4:45 pm. Contact Representative for further details. Rec'd 1/30/74.

- PERSONNEL**  
General Manager—W. A. Raeks.  
Sales Manager—Jerry Allen.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.
- FACILITIES**  
500 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation: Simulcast sunrise-local sunset. For non-simulcast facilities see KROB-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

#### TIME RATES

Eff 6/30/70—Rec'd 6/29/70.

AA—Mon thru Sat 8:30-9 am & 4-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
Ea 16 15 14 13 12
- CLASS A**  
Ea 12 11 10 9 8  
30 sec: 80% of 1-min.  
10 sec ID's: 50% of earned rate.
- PACKAGE PLANS**  
50 AA/50 A  
PER WK: 12 ti 18 ti 24 ti  
Ea 144 180 216  
Class AA & A plans may combine for frequency discount.
- 30 sec spots combinable with minutes.  
10 sec spots combinable. (D)  
(Corpus Christi continued on next page)



K R Y S

1927


**time sales inc.**

R A B

A Sigmor Station

Media Code 4 245 2000 5.00  
Big C Broadcasting Corp., Box 9698, 702 McBride Ln., Corpus Christi, Tex. 78408. Phone 512-882-8481.

**STATION'S PROGRAMMING DESCRIPTION**  
KRY S: MUSIC: MOR. NEWS: network at :30, local at :30; 5 man news staff, 4 mobile news cars. FARM: mornings. Complete mobile studio. Fishing & water condition reports. RELIGIOUS: music Sun 6-10 am. Interviews & fun contests year round. Contact Representative for further details. Rec'd 4/5/71.

- PERSONNEL**  
General Manager—Jim Springer.  
Program Director—Dan Daniels.
- REPRESENTATIVES**  
PBO Time Sales, Inc.  
Dallas, Southeast—Riley Representatives.
- FACILITIES**  
1,000 w.; 1380 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 21c, 21d, 22a, 23a, 24c, 26, 28c, 29b, 32b, 33b.  
Contracts: 40a, 41, 45, 46, 47a, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

- TIME RATES**  
No. 11 ET 5/1/73—Rec'd 3/19/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 6-10 am.  
A—Mon thru Fri 10 am-3 pm; Sat 10 am-7 pm;  
Sun 6 am-7 pm.  
B—All other times.

- SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 7 ti 14 ti 21 ti 28 ti  
AA ..... 21 18 16 14  
A ..... 17 15 13 12  
B ..... 12 10 9 8  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN: 1 min  
14 ti (4AA, 5A, 5B) ..... 13.25  
21 ti (7AA, 7A, 7B) ..... 12.00  
28 ti (9AA, 10A, 9B) ..... 10.75  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

K S I X

1947

N A B

R A B

Subscriber to the NAB Radio Code  
Media Code 4 245 2025 2.00  
Corpus Christi Broadcasting Co., Inc., Show Room Bldg., Corpus Christi, Tex. 78403. Phone 512-884-1616.

- PERSONNEL**  
General Manager—Vann M. Kennedy.  
Commercial Manager—Charles R. Manning  
Program Director—Vivian L. Mitchell.
- FACILITIES** 1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 5:45-12:30 am. CST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL RATE POLICY**  
Affiliated with CBS.

- TIME RATES**  
No. 3 ET 9/1/66—Rec'd 8/18/66.
- PACKAGE PLANS**  
A—Daily 6:30-9 am & 4-6:30 pm.  
B—All other times.

- 1 MINUTE
- | PER WK: | 1 wk | 5 wk | 13 wk | 26 wk | 52 wk |
|---------|------|------|-------|-------|-------|
| 1 TI:   | 9.00 | 8.50 | 8.00  | 7.50  | 7.00  |
| A       | 8.00 | 7.50 | 7.00  | 6.50  | 6.00  |
| B       | 7.00 | 6.50 | 6.00  | 5.50  | 5.00  |
| 5 TI:   | 8.00 | 7.50 | 7.00  | 6.50  | 6.00  |
| A       | 7.00 | 6.50 | 6.00  | 5.50  | 5.00  |
| B       | 6.00 | 5.50 | 5.00  | 4.50  | 4.00  |
| 10 TI:  | 7.50 | 7.00 | 6.50  | 6.00  | 5.50  |
| A       | 6.50 | 6.00 | 5.50  | 5.00  | 4.50  |
| B       | 5.50 | 5.00 | 4.50  | 4.00  | 3.50  |
| 20 TI:  | 7.00 | 6.50 | 6.00  | 5.50  | 5.00  |
| A       | 6.00 | 5.50 | 5.00  | 4.50  | 4.00  |
| B       | 5.00 | 4.50 | 4.00  | 3.50  | 3.00  |
- 10 seconds—50% of applicable 1-minute rate; not combinable.  
30 seconds—80% of applicable 1-minute rate.

K U N O

1950

Tichenor Media Group

N A B

Media Code 4 245 2075 7.00  
KUNO Radio, Inc., Box 4722, Corpus Christi, Tex. 78408. Phone 512-884-5203.

**STATION'S PROGRAMMING DESCRIPTION**  
KUNO: Programmed for general interest. Ethnic Spanish. AIR PERSONALITIES handle all segments. NEWS: 5 min every hour, 15 min news recap 10 pm. Weather line news 6 times daily, plus weather bulletins. AP news service. Local news. Live sport broadcasts. All sports. Soap operas in Spanish at 9:30 am, 10 am & 11 am. Latin music of all kinds.

Man on the street program daily 5:45 pm. Live coverage of local social and civic events. Contact Representative for further details. Rec'd 7/12/67.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—J. F. Robards.  
Station Manager—Luis Munoz.  
Sales Manager—Joe Yowell.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. non-directional.  
Operating schedule: 19 hours daily. CST.
- AGENCY COMMISSION**  
15%
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10c, 14c.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a, 62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: The Amigo Spanish Group, Tichenor Radio Group.

## TIME RATES

No. GR 5 Rev. 8/1/71—Rec'd 7/30/71.

- SPOT ANNOUNCEMENTS**  
1 min..... 17 00 16 00 15 00 14 00 13 00 12 00 11 00  
20/30 sec. 13 60 12 80 12 00 11 20 10 40 9 60 8 80  
10 sec..... 8 50 8 00 7 50 7 00 6 50 6 00 5 50
- PACKAGE PLANS** 1 min 20/30  
1000 x ..... 11.00 8.80

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min 3 min  
1 x ..... 125.00 75.00 50.00 37.50 31.25 25.00  
13 x ..... 118.75 71.25 47.50 35.63 29.69 23.75  
26 x ..... 112.50 67.50 45.00 33.75 28.13 22.50  
52 x ..... 106.25 65.63 43.75 32.81 27.35 21.88  
104 x ..... 100.00 60.00 40.00 30.00 25.00 20.00  
156 x ..... 93.75 56.25 37.50 28.13 23.44 18.75  
260 x ..... 87.50 52.50 35.00 26.25 21.88 17.50

- SPECIAL FEATURES**  
NEWSCAST/WEATHERCAST  
PER WK: 1 ti 3 ti 5 ti 10 ti  
5 min..... 35 30 25 20

K Z F M (FM)

1957



AVERY-KNODEL, INC.

N A B

N A F M B

Media Code 4 245 2090 6.00  
Texas Media Group, Inc., 600 Broadway Bldg., Corpus Christi, Tex. 78401. Phone 512-883-3516.

**STATION'S PROGRAMMING DESCRIPTION**  
KZFM (FM): Programmed for adults & older teens. MUSIC: 6 am-3 pm contemporary MOR: 3-8 pm, 1-6 am contemporary rock; 8 pm-1 am progressive rock. All segments include previous million seller hits & listener participation phone conversation with air personalities. Contact Representative for further details. Rec'd 9/6/73.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Roger Stoner.  
Sales Manager—Clyde E. Bourke, Jr.  
Program Director—Jim Allen.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
ERI 41,000 w.; 95.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 390 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12c, 13c, 14f.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 33b.  
Contracts: 40a, 41, 42a, 42c, 44a, 44b, 45, 46, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 6 ET 7/1/74—Rec'd 6/10/74.  
AAA—Mon thru Fri 3-7 pm; Sat & Sun 9 am-6 pm.  
AA—Mon thru Sun 7 pm-midnight; Mon thru Fri 6-10 am.  
A—Mon thru Sun midnight-1 am; Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-9 am.  
B—Mon thru Sun 1-6 am.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
CLASS AAA  
WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti 40 ti 50 ti  
1 wk 8.50 7.50 7.00 6.50 6.25 6.00 5.75 5.50  
4 wk 8.00 7.00 6.50 6.00 5.75 5.50 5.25 5.00  
13 wk 7.50 6.50 6.00 5.75 5.50 5.25 5.00 4.75  
26 wk 7.00 6.00 5.50 5.25 5.00 4.75 4.50
- CLASS AA**  
1 wk 7.50 6.50 6.00 5.50 5.25 5.00 4.75 4.50  
4 wk 7.00 6.00 5.50 5.00 4.75 4.50 4.25 4.00  
13 wk 6.50 5.50 5.00 4.75 4.50 4.25 4.00 3.75  
26 wk 6.00 5.00 4.75 4.50 4.25 4.00 3.75 3.50
- CLASS A**  
1 wk 6.50 6.00 5.50 5.00 4.75 4.50 4.25 4.00  
4 wk 6.00 5.50 5.00 4.50 4.25 4.00 3.75 3.50  
13 wk 5.50 5.00 4.50 4.25 4.00 3.75 3.50 3.25  
26 wk 5.00 4.50 4.25 4.00 3.75 3.50 3.25 3.00  
B: A spots at applicable rate may be converted to B on a ratio of 4B's for each A.  
30 sec: 80% of 1-min. 15 sec: 60% of 1-min.

# Have you ever been to Superior, Nebraska? We have.

Suppose you have a small budget. You need results through a limited advertising program. Your product appeals to farmers or rural dwellers. The media you select MUST SELL for you.

**Solution — Standard Rate & Data's:**  
Spot Radio Rates & Data  
Spot Television Rates & Data  
Newspaper Rates & Data

Every month in these issues you'll find reliable, up-to-date market statistics and market maps to help you solve your problem.

Naturally, media selection can't be 100% guaranteed, but the buyer of media who does careful research — thoroughly studying averages and percentages — can justify his decisions. He's sure of presenting his product to the people who need it, want it and can afford to buy it.

When you have something to sell, results are essential. You'll get those results by using market data made available to you by Standard Rate & Data.

This is just one of the many ways we seek to make your job easier — for you.

N-R-TV-3x

# TEXAS

## CORSICANA (1 AM; 1 FM)

Navarro County—Map Location F-5  
See NRDS consumer market map and data at beginning of the State.

### KAND

1937



Subscriber to the NAB Radio Code  
Media Code 4 245 2100 3.00  
KAN-D-LAND, Inc., Box 959, 609 W. Seventh Ave., Corsicana, Tex. 75110. Phone 214-874-7421.

#### STATION'S PROGRAMMING DESCRIPTION

- KAND: housewives days; teens evenings.
- PERSONNEL**  
Gen'l & Nat'l Mgr.—Richard C. Parker.
  - REPRESENTATIVES**  
Paul Miller & Company.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5:30 am-midnight, CST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Farm Directors Radio Network.

#### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 1 ET 6/1/74—Rec'd 5/31/74.  
AAA—Mon thru Fri 6-9 am, noon-1 pm & 4-7 pm.  
AA—Mon thru Fri 9 am-noon & 1-4 pm; Sat 9 am-noon.  
A—Mon thru Fri 7 pm-midnight; noon Sat-midnight  
Rn.

#### 6. SPOT ANNOUNCEMENTS

CLASS AAA	CLASS AA			
	1x	30x	156x	312x
1 min.	5.00	4.50	4.20	4.10
30 sec.	4.00	3.50	3.20	3.10
10 sec.	3.50	3.00	2.70	2.60

CLASS AA	CLASS A			
	1x	30x	156x	312x
1 min.	4.25	3.75	3.45	3.35
30 sec.	3.25	2.75	2.45	2.35
10 sec.	2.75	2.25	1.95	1.85

CLASS A	CLASS AA & AA			
	1x	30x	156x	312x
1 min.	2.75	2.50	2.25	2.15
30 sec.	2.35	2.10	1.85	1.75
10 sec.	2.15	1.90	1.65	1.55

PER WK:	1 min 30 sec		10 sec		1 min 30 sec		10 sec	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
Flat	4.50	3.60	2.00	4.10	3.20	1.85	4.50	3.60

(\*) Unspecified.

## KCIR (FM)

1972

Media Code 4 245 2112 8.00  
D-K Television, Inc., Rt. 1, W. Hwy. 22, Corsicana, Tex. 75110. Phone 214-872-2611.

- PERSONNEL**  
General Manager—Ray G. Lester.
- FACILITIES**  
ERP 25,000 w. (horiz.), 25,000 w. (vert.); 107.9 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 520 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

#### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
No. 1 ET 10/1/72—Rec'd 8/10/73.

6. SPOT ANNOUNCEMENTS	RATES PER MINUTE			
	1 min	15 ti	41 ti	66-100
1 min.	4.00	3.75	3.50	3.25
30 sec.	3.25	3.00	2.75	2.50
10 sec.	2.50	2.25	2.00	1.75

Fixed, extra .50

## CRANE

Crane County—Map Location A-6  
See NRDS consumer market map and data at beginning of the State.

### KBSN

1959

Media Code 4 245 2125 0.00  
Albert L. Crain, Box 116, Crane, Tex. 79731. Phone 915-558-3202.

Other address: Box 973, Odessa, Tex. 79760.

#### STATION'S PROGRAMMING DESCRIPTION

- KBSN: Programmed entirely for adults.
- PERSONNEL**  
Manager—Albert L. Crain.
  - FACILITIES**  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6:15 am-6:00 pm Mon thru Sun, CR.
  - AGENCY COMMISSION**  
15% on time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.

#### TIME RATES

ET 7/30/73. Rec'd 7/30/73.

6. SPOT ANNOUNCEMENTS	RATES				
	1x	104x	260x	312x	624x 1000x
1 min.	2.50	2.25	2.00	1.75	1.50
30 sec.	2.25	2.00	1.75	1.50	1.25
15 sec.	2.00	1.75	1.50	1.25	.75

#### 7. PACKAGE PLANS

1 ti, 30-sec, daily Mon thru Sat.....29.00  
1 ti, 15-sec, daily Mon thru Fri.....19.50

#### 10. SPECIAL FEATURES

Network News—5 min with 30-sec spot daily Mon thru Sat, per mo 75.00.  
Weather, sports, Hymn of Hour, News—2 1/2 min with 30-sec spot daily, Mon thru Sat, per mo 39.00.

## CROCKETT

Houston County—Map Location G-6  
See NRDS consumer market map and data at beginning of the State.

### KIVY

1949

## Country Music Network



Subscriber to the NAB Radio Code  
Media Code 4 245 2150 8.00  
James H. Gibbs dba, The Pioneer Broadcasting Co., Box 1109, Crockett, Tex. 75835. Phone 713-544-2171.

#### STATION'S PROGRAMMING DESCRIPTION

- KIVY: General interest with emphasis on farm.
- PERSONNEL**  
Gen'l Mgr. & Farm Dir.—James H. Gibbs.
  - REPRESENTATIVES**  
Charles Bernard Co., Inc.
  - FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Country Music Network.

#### TIME RATES

ET 6/1/74—Rec'd 6/5/74.

6. SPOT ANNOUNCEMENTS	RATES					
	1x	90x	180x	270x	360x	450x 540x
1 min	9.00	8.50	8.00	7.50	7.00	6.50
30 sec	7.50	7.00	6.50	6.00	5.50	5.00
10 sec	4.50	4.25	4.00	3.75	3.50	3.25

#### 7. PACKAGE PLANS

PER WK:	10 ti		15 ti		20 ti		25 ti		30 ti		50 ti	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
Flat	8.50	7.00	6.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00

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## 3. FACILITIES

500 w. days; 1410 kc. Non-directional.  
Operating schedule: 6:45 am-local sunset, CST.  
Partial simulcast operation. Simulcast newcasts only. For non-simulcast facilities see KXIT-FM.

## 4. AGENCY COMMISSION

15/0.  
5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Farm Radio Network, Alamo Network.  
FBI rate is 25% extra on both AM & FM.

#### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
ET 2/1/74—Rec'd 3/4/74.

6. SPOT ANNOUNCEMENTS	RATES						
	PER MO:	1 ti	6 ti	13 ti	26 ti	50 ti	75+
1 min	4.00	3.50	3.00	2.75	2.50	2.25	2.00
30 sec	3.50	3.00	2.50	2.25	2.00	1.75	1.50

#### 8. PROGRAM TIME RATES

PER MO:	RATES									
	1 hr	1 1/2 hr	2 hr	3 hr	4 hr	5 hr	6 hr	7 hr	8 hr	9 hr
1 hr	37.50	33.50	30.00	28.00	25.00	23.50	21.00	19.50	17.50	15.50
1 1/2 hr	22.50	20.00	18.00	16.50	15.50	14.75	13.50	12.50	11.50	10.50
2 hr	14.00	12.50	11.00	9.75	9.00	8.25	7.50	6.75	6.00	5.25
3 hr	9.50	8.00	7.00	6.25	5.50	4.75	4.00	3.25	2.50	1.75

## KXIT-FM

1968

Media Code 4 245 2226 6.00  
Dalhart Broadcasters, Box 1350, Dalhart, Tex. 79023  
Phone 806-249-4747.

See affiliated AM station for additional information.

#### 3. FACILITIES

ERP 750 w.; 95.9 mc.  
Operating schedule: 8 am-10 pm, CST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately except the newcasts. For simulcast facilities see KXIT.

#### 5. GENERAL ADVERTISING

See coded regulations  
Member: Texas State Network, Alamo Network.

#### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
ET 10/17/66. Rec'd 10/17/66.

6. SPOT ANNOUNCEMENTS	RATES						
	PER MO:	1 ti	6 ti	13 ti	26 ti	50 ti	75+
1 min	3.00	2.85	2.45	2.00	1.80	1.60	1.40
30 sec	2.00	1.85	1.45	1.00	0.85	0.75	0.60
10 sec	1.00	0.85	0.45	0.10	0.15	0.15	0.10

Time caps: 2.00 1.60 1.25 1.00 .85 .70

## DALLAS (9 AM; 9 FM)

(including Grand Prairie, Highland Park)  
Plus 2 paid duplicate listings; plus 1 cross reference.  
Dallas County—Map Location F-5  
See NRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc., within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (10 am-3 pm)			Afternoon Traffic (3-7 pm)			Evening Traffic (7 pm-midnight)		
	6-10 am	10 am-3 pm	3-7 pm	6-10 am	10 am-3 pm	3-7 pm	6-10 am	10 am-3 pm	3-7 pm







# TEXAS

Dallas—Continued

**KNUS**  
STEREO 99 FM

**A**  
McLendon  
Station

**KNUS (FM)**  
1961  
DALLAS  
A McLendon Station

**N A F M B**

Subscriber to the NAB Radio Code  
Media Code 4 245 2325 6.00  
The McLendon Corporation, 1917 Elm St., Dallas,  
Tex. 75201, Phone 214-651-1010, TWX 910-861-4487.

- PERSONNEL**  
Chairman-of-the-Board—B. H. McLendon.  
President—Gordon B. McLendon.  
General Manager—Ken Dowe.
- REPRESENTATIVES**  
ABC FM Spot Sales.
- FACILITIES**  
ERP 100,000 w.; 98.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 519 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
24b, 24c, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48,  
49, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60l.  
Cancellation: 70e.  
Member: The McLendon Stations.

### TIME RATES

No. 8 Eff 8/27/73—Rec'd 8/27/73.  
AAA—Mon thru Fri 5-10 am & 3-8 pm.  
A—Mon thru Fri 10 am-3 pm.

	AAA	AA	A
1 tl. 1 min 30 sec	35	30	24
12 tl. 30 sec	28	22	17
12 tl. 1 min	30	24	20
24 tl. 1 min	28	22	19

**YOUR BEST  
BUY IN DALLAS**

Only two radio stations have  
a larger share of audience in  
Dallas than KNUS, and we're  
not even 2 years old!

**KNUS / STEREO 99 FM**  
Dallas ONLY McLendon Station

Represented nationally by  
ABC FM Spot Sales.

\*Pulse, Central Zone  
Oct.-Nov. 1973

**KOAX (FM)**  
1968  
DALLAS

**N A F M B**

An Able Station  
Media Code 4 245 2350 4.00  
Able Communications of Texas, Inc., Campbell Centre,  
Central Expy., at Northwest Hwy., Dallas, Tex.  
75206. Phone 214-369-1171.

**STATION'S PROGRAMMING DESCRIPTION**  
KOAX (FM): Programmed for adults.

**MUSIC:** approximately 54 min each hour, consisting  
of standards, show tunes, film music & MOR  
primarily instrumental. **NEWS:** capsule at :60.  
**COMMERCIAL POLICY:** 6 commercial minutes per  
hour. Contact Representative for further details.  
Rec'd 4/5/71.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Irene B. Runnels.  
Operations Manager—Bob Gaskins.
- REPRESENTATIVES**  
Jack Maule & Co., Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 105.3  
mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,580 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 3d, 4a, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 41.  
Comb.: Cont. Discounts: 60d.  
Cancellation: 70e, 71, 72, 73a.  
Prod. Services: 80, 81, 82.

### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
Eff 8/1/74—Rec'd 7/30/74.  
AA—Mon thru Fri 10 am-7 pm.  
A—Mon thru Fri 6-10 am & 7 pm-midnight.

	AA	A	AA	A
6 tl. 1 min 30 sec	32	26	21	17
12 tl. 30 sec	28	23	19	15
12 tl. 1 min	25	19	17	14

Fixed position, per spot, extra 3.00.

- PACKAGE PLANS**  
BTA, EA:  
12 tl.—Mon-Sun 6 am-midnight..... 22 18  
18 tl.—Mon-Sun 6 am-midnight..... 20 16  
25 per mo, 6 am-10 pm (preemptible)..... 23 19  
50 per mo, 6 am-10 pm (preemptible)..... 20 16

**KPBC**

1947  
(formerly KIXL)  
DALLAS

**N A F M B**

Media Code 4 245 2362 9.00  
Crawford Broadcasting Co., 1401 S. Akard St.,  
Dallas, Tex. 75215. Phone 214-651-0022.

**STATION'S PROGRAMMING DESCRIPTION**  
KPBC: MUSIC: sacred with majestic sound. Bridges  
between songs. Daily 1-hr. talk show 1-2 pm.  
NEWS: twice hourly. RELIGION: local & national  
religious programs, weekly & daily. World religious  
news & actualities. Rec'd 7/1/74.

- PERSONNEL**  
President—Donald B. Crawford.  
Station Manager—Rosalee M. Crawford.  
Sales Director—W. Richard Reed.
- FACILITIES**  
1,000 w. days; 1040 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 12i, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21d, 22b, 23a, 24b, 24c,  
25a, 26, 28b, 28c, 29a.  
Contracts: 40b, 42a, 43, 44a, 46, 47a, 48, 49, 50,  
51b.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.

### TIME RATES

Eff 10/20/73—Rec'd 7/10/74.

	1x	78x	156x	312x	500x
1 min.	15	12	11	10	8
30 sec.	10	8	7	6	5
10 sec.	8	5	4	3	---

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x ..... 150 80 45 40 25  
52 x ..... 135 80 45 30 20  
260 x ..... 125 65 35 25 14

**KRLD**

1926  
DALLAS

Represented by **CBS RADIO  
SPOT SALES**

Media Code 4 245 2375 1.00  
KRLD Corp., Box 47201, 7901 Carpenter Frwy.,  
Dallas, Tex. 75247. Phone 214-634-1080. TWX  
214-631-1515.

- PERSONNEL**  
President—Philip R. Johnson.  
Exec. Vice-Pres. & Gen'l Mgr.—John C. Butler.  
General Sales Manager—Richard L. Morrison.
  - REPRESENTATIVES**  
CBS Radio Spot Sales.
  - FACILITIES**  
50,000 w.; 1080 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.
  - AGENCY COMMISSION**  
15% time only; variable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.
- RATE PROTECTION**  
Rates guaranteed for 13 weeks from effective date of  
any increase providing advertising equalling weekly  
expenditure of 100.00 is actually running at time of  
effective date of increase and providing broadcasts  
continue without interruption during rate protection  
period.  
Adjacency spots between programs in 2 separate time  
classifications take higher rate.  
FM facilities: KAPM (FM).  
Affiliated with American Information Network.  
Affiliated with CRS.  
Member: Texas State Network.

### TIME RATES

No. D Eff 1/1/74—Rec'd 12/31/73.

AAA—Mon thru Sat 5:30-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.  
C—Mon thru Sun midnight-5:30 am.

	AAA	AA	A	B
1 tl. 1 min 30 sec	72	61	60	48
12 tl. 30 sec	68	56	56	45
12 tl. 1 min	60	54	54	43
24 tl. 75 sec	60	51	50	40

Fixed position, extra 15.00.

### 7. PACKAGE PLANS

**MAXIMUM IMPACT**  
PER WK:  
Plan A—7 tl (1AAA, 2AA, 2A, 2B)..... 331 269  
Plan B—14 tl (3AAA, 3AA, 4A, 4B)..... 637 512  
Plan C—21 tl (4AAA, 4AA, 7A, 8B)..... 698 598  
Plan D—28 tl (5AAA, 5AA, 10A, 8B)..... 1058 858

### CLASS C—OVERTIME

	1 tl	12 tl	18 tl	24 tl
1 min.	12	10	9	8
30 sec.	10	8	7	6

May be combined with spots to earn better times per  
wk discount for overnight spots but not visa versa.  
Scheduled equally over 7-day period and rotate  
within time class. Preemptible at station's discretion  
for a full rate card advertiser. If preempted, spots  
made good in comparable or better time periods at  
earliest possible convenience and prior to expiration  
of schedule. Weekly Circulation Plans earn consecutive  
weekly discounts. Weekly Circulation Plans do  
not contribute to WCP for further weekly frequency.  
Weekly Circulation Plans may combine with minutes,  
newscasts, 20/30 seconds and ID's to earn weekly  
frequency discounts on the face of card rate only.

**CONSECUTIVE WEEK DISCOUNT**  
5% weekly. Applied as earned. Only consecutive  
weeks with expenditures of 100.00, or more, per  
week qualify for discounts.

**KSKY**

1941  
DALLAS

**Independent-Religious**

Media Code 4 245 2400 7.00  
Sky Broadcasting Service, Hotel Stoneleigh, 2927  
Maple Ave., Dallas, Tex. 75201. Phone 214-742-6193.

**STATION'S PROGRAMMING DESCRIPTION**  
KSKY: Gospel programming, 6-11:45 am various  
church programs, ministers, teachers and evangelists.  
11:45 am-noon news roundup, livestock report and  
stock market averages. Noon-2 pm ministers, teachers,  
and evangelists; 2-4:45 pm news and weather. 4-6:45 pm  
instrumentation. Farm news & weather 3:40-4 pm  
devotional and religious music, news and weather.  
4-4:45 pm Bible teachers and evangelists. 4:50-5 pm  
news and commentary. 5-6 pm Bible teaching. 6 pm-  
sign-off spot programming with sacred music, news  
and weather. Final 15 min devoted to news; local,  
national, international, sports and stock market final.  
**COMMERCIAL POLICY:** alcoholic beverages & to-  
bacco advertising unacceptable. Rec'd 6/29/70.

- PERSONNEL**  
General Manager—Andy Bell.
- FACILITIES**  
10,000 w. days; 660 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21a, 21d, 23a, 24c, 28c, 32a.  
Contracts: 40a, 41, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 62d.  
Cancellation: 70c, 72.  
Prod. Services: 80, 82.  
Rates for periods longer than 30 minutes in exact  
proportion to the 30-minute rate.  
Program contracts subject to cancellation on 14 days'  
prior written notice.

### TIME RATES

No. 13 Eff 10/1/66—Rec'd 9/8/66.

	10 tl	20 tl	30+
30 sec	12.00	10 sec..... 8.00	

- PACKAGE PLANS**  
WKLY SATURATION, ROS: 10 tl 20 tl 30+  
30 sec ..... 10.80 10.20 9.60  
10 sec ..... 7.20 6.80 6.40  
Combining for frequency discount.
- PROGRAM TIME RATES**  
1/2 hr 1/4 hr 10 min 5 min  
Flat ..... 76.00 45.60 34.20 25.65  
RELIGIOUS PROGRAMS  
Flat ..... 57.00 34.20 25.65 19.24

**KTLC**

1965  
DALLAS

**R A B**

A Group One Station  
Media Code 4 245 2412 2.00  
KBOX, Inc., 9900 McCree Rd., Dallas, Tex. 75238.  
Phone 214-348-3800  
See affiliated AM station for additional information.  
AM facilities: KBOX.

- PERSONNEL**  
Asst. Gen'l Mgr. & Sales Mgr.—Dave Manders.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3  
mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,277 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Sold in combination with KBOX. See that listing  
for rates.

**TIME RATES**  
**NATIONAL AND LOCAL RATES SAME**  
No. 6 Eff 4/15/74—Rec'd 5/6/74.

AAA—Mon thru Sat 10 am-7 pm.  
AA—Mon thru Sat 6-10 am & 7-10 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AAA	AA	A	BTA	AAA	AA	A	BTA
6 tl. 1 min	23	22	16	18	21	20	14	16
12 tl. 30 sec	21	20	15	17	19	18	13	15
12 tl. 1 min	19	17	13	16	17	15	11	14

Fixed position, extra 3.00.

**KVIL**

1959  
HIGHLAND PARK



Buckley Radio Sales, Inc.

**N A B**

**R A B**

A Fairbanks Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 2425 4.00  
Fairbanks Broadcasting Co. of Texas, Inc., Park  
Cities Bank Bldg., Dallas, Tex. 75205. Phone 214-526-8666.

**STATION'S PROGRAMMING DESCRIPTION**  
KVIL: Programmed for adults and young adults.  
MUSIC: pop standard music including current singles,  
albums and standards with young adult appeal. Pro-  
grammed 3-in-a-row without interruption, a golden  
hit in the middle. Air personality emphasis. NEWS:  
network and local news at :55; local news at :25, 2  
mobile units. AP, 3 man local news staff. **COM-  
MERCIAL POLICY:** 12 commercial minutes per hour.  
Contact Representative for further details. Rec'd  
4/2/70.

- PERSONNEL**  
President—Richard M. Fairbanks.  
Vice-Pres. & Gen'l Mgr.—Robert O. Cooper.  
Sales Manager—Jerry Bobo.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
1,000 w. days; 1150 kc. Directional.  
Operating schedule: 5:30 am-local sunset. CST.  
Partial simulcast operation. Simulcast 5:30 am-local  
sunset. For non-simulcast facilities see KVIL-FM.  
15% time only.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Contemporary Network.

### TIME RATES

Eff 8/1/73—Rec'd 8/8/73.

	AAA	AA	A	B
1 min 30 sec	30.00	24.00	23.00	18.40
7 tl. 30 sec	29.00	23.20	22.00	17.60
13 tl. 30 sec	28.00	22.40	21.00	16.80
19+ 30 sec	27.00	21.60	20.00	16.00

C: Flat. 5.00.

**KVIL-FM**

1959  
HIGHLAND PARK-DALLAS



Buckley Radio Sales, Inc.

**N A B**

**R A B**

A Fairbanks Station  
Media Code 4 245 2426 2.00  
Fairbanks Broadcasting Co. of Texas, Inc., Park  
Cities Bank Bldg., Dallas, Texas 75205. Phone  
214-526-8666.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.7  
mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,600 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-5:30 am. For simulcast facilities see  
KVIL.

### TIME RATES

Rates are identical to KVIL. See that listing.

**KZEW (FM)**

1965  
DALLAS



**KATZ RADIO**

**N A B**

**R A B** **N A F M B**

Subscriber to the NAB Radio Code  
Media Code 4 245 2438 7.00  
Belo Broadcasting Corp., Communications Center,  
Dallas, Tex. 75202. Phone 214-742-9898. TWX  
214-899-8413.

See affiliated AM station for additional information.  
AM facilities: WFAA.  
**STATION'S PROGRAMMING DESCRIPTION**  
KZEW (FM): Programmed to a general young adult  
& teen audience  
MUSIC: contemporary popular albums & hit singles.  
Live air staff interspersing topical comment &  
thoughts. Contact Representative for further details.  
Rec'd 9/11/73.

(This listing continued on next page)



Dallas-K Z E W (FM)—Continued

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,800 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**  
TV facilities: WFAA-TV.

**TIME RATES**  
No. 2 Eff 7/1/74—Rec'd 7/2/74.  
AAA—Mon thru Sun 3 pm-midnight.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Sun 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	40	32	36	29	34	27
12 ti	38	30	34	27	32	26
18 ti	37	29	33	26	30	24
24 ti	36	28	32	25	28	22

10 sec: 60% of 1-min.

**3. FACILITIES**  
5,000 w.; 570 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15a, 15b, 15c.  
Basic Rates: 20b, 21d, 22b, 23a, 24b, 24c, 25a, 26, 29c, 35a.  
Contracts: 40c, 41, 42d, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60f, 60i, 60j, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
FM facilities: KZEW (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 14 Eff 7/1/74—Rec'd 7/2/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min	50	45	42	40	36	35	32	32
30 sec	40	37	36	34	32	29	28	26

1 min. 28 26 24 22  
30 sec. 22 21 19 18  
10 sec: 60% of 1-min.

**TIME RATES**  
No. 8 Eff 9/1/73—Rec'd 4/3/74.  
AAA—Mon thru Sun 7-11 pm.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 6 am-7 pm.  
A—Mon thru Sun 11 pm-1 am; Mon thru Fri 10 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	1 ti	6 ti	12 ti	18 ti
1 min	15	14	13	12	13	12	11	10
30 sec	12	11	10	9	10	9	8	7

1 min. 11 10 9 8  
30 sec. 8 7 6 5

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLAN

PER WK:	1 min	30 sec
6 ti (1AAA, 2AA, 3A)	66	54
12 ti (2AAA, 4AA, 6A)	120	96
18 ti (3AAA, 6AA, 9A)	162	126

DENISON

Grayson County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KDSX**  
Licensed as a Denison-Sherman, Tex. station.  
See listing under Sherman, Texas.

KDSX-FM

Licensed as a Denison-Sherman, Tex. station.  
See listing under Sherman, Texas.

DENTON (1 AM; 1 FM)

Denton County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

KDNT

1938



Subscriber to the NAB Radio Code  
Media Code 4 245 2625 9.00  
Bass Bros. Telecasters, Inc., 235 W. Hickory, Denton, Tex. 76201. Phone 817-382-2552. Dallas, Ft. Worth, Phone 817-287-1440.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Hal Thompson.

**2. REPRESENTATIVES**  
South—Riley Representatives.

**3. FACILITIES**  
5,000 w. days, 500 w. nights; 1440 kc. Directional—nighttime only.  
Operating schedule: 24 hours. CST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING See coded regulations**  
Accepts AAAA copyrighted contract.  
Member: Texas State Network.

**TIME RATES**  
Eff 5/1/72—Rec'd 3/29/72.  
AA—6-10 am & 3-7 pm.  
A—10 am-3 pm; Sat all day.  
B—7 pm-midnight; Sun all day.  
C—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	7.00	6.50	6.00	5.50	5.00
30 sec.	6.00	5.50	5.00	4.50	4.00

1 min. 6.00 5.75 5.50 5.00 4.50  
30 sec. 5.00 4.75 4.50 4.00 3.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
Applicable rate	50x	100x	250x	500x

**TIME RATES**  
No. 5 Eff 1/1/71—Rec'd 4/30/71.  
(Mon thru Sat 6:30-9 am & 3:30-6:30 pm)

1 min.	4.50	4.25	4.00	3.50	3.00
30 sec.	3.60	3.40	3.20	2.80	2.40
10 sec.	2.25	2.15	2.00	1.75	1.50

1 min. 3.75 3.50 3.25 3.75 2.25  
30 sec. 3.00 2.80 2.60 2.20 1.80  
10 sec. 1.90 1.75 1.65 1.40 1.15

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
Applicable rate	50x	100x	250x	500x

KDLK-FM



Subscriber to the NAB Radio Code  
Media Code 4 245 2529 9.00  
Western Plains Broadcasting Co., Inc., Box 1489, 402 E. 4th St., Del Rio, Tex. 78840. Phone 512-775-4941.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 94.3 mc.  
Operating schedule: 5:45 am-midnight. CST.  
Antenna ht.: 130 ft. above average terrain.

**6. SPOT ANNOUNCEMENTS**

1 min.	3.00	2.80	2.60	2.20	1.80
30 sec.	2.25	2.15	2.00	1.75	1.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
Applicable rate	50x	100x	250x	500x

KWMC



Subscriber to the NAB Radio Code  
Media Code 4 245 2535 0.00  
Amistad Broadcasting Co., Box 1505, 210 Canal St., Del Rio, Tex. 78840. Phone 512-775-3591.

**1. PERSONNEL**  
General Manager—Daniel R. McDuff.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w.; 1490 kc. Non-directional.  
Operating schedule: 6 am-midnight.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING See coded regulations**  
Affiliated with American Information Network.  
Member: Alamo Network, Texas State Network.

**TIME RATES**  
No. 4 Eff 7/1/70—Rec'd 6/24/70.  
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-6:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

1 min.	7.00	6.65	6.30	5.95	5.60	5.25	4.90
30/20 sec.	5.60	5.30	5.00	4.75	4.50	4.20	3.90
10 sec.	3.85	3.65	3.45	3.25	3.10	2.90	2.70

1 min. 6.30 6.00 5.70 5.35 5.00 4.70 4.40  
30/20 sec. 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
10 sec. 3.45 3.30 3.10 2.95 2.80 2.60 2.40

Within 1/2 hr periods only.

**7. PACKAGE PLANS**  
WEEKLY ROS PACKAGE

PER WK:	10 ti	20 ti	30 ti	40 ti
Bk rate	52x	104x	156x	260x

All spots combinable for frequency but ROS cannot be counted toward frequency on annual plan.

KDNT-FM



Subscriber to the NAB Radio Code  
Media Code 4 245 2626 7.00  
Bass Bros. Telecasters, Inc., 235 W. Hickory, Denton, Tex. 76201. Phone 817-382-2552. Dallas, Ft. Worth, Phone 817-287-1440.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 100,000 w.; 106.1 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 294 ft. above average terrain.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	3.00	2.75	2.50	2.25	2.00
30 sec.	2.50	2.25	2.00	1.75	1.50

Fixed position: 1 ti rate.

CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—12-1/2% 52 wk—15%

DIBOLL (1 AM; 1 FM)

Angelina County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

KSPL

1957

Country Music



Subscriber to the NAB Radio Code  
Media Code 4 245 2675 4.00  
Pineywoods Broadcasters, Box 338, Diboll, Tex. 75841. Phone 731-829-5597.

**1. PERSONNEL**  
General Manager—Phil Parr.  
(This listing continued on next page)

WBAP

1922

FORT WORTH

NBC Radio Network



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing under Fort Worth, Texas.)  
Media Code 4 245 5450 1.00  
Carter Publications, Inc., Box 1780, 3900 Barnett St., Fort Worth, Tex. 76101. Phone 817-536-1981.  
TWX 1-910-893-5069.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAP: MUSIC: country & western, modern & traditional. NEWS: 6 man staff with mobile units; 5 min network at :50; local at :30; 15 min newscasts at 7, 8 am, noon & 5 pm. SPORTS: pro baseball & football, college football & basketball, pro golf & others. Contact Representative for further details. Rec'd 8/30/74.

**1. PERSONNEL**  
Director of Broadcasting—James A. Byron.  
Station Manager—Ted Norman.  
Operations Manager—Don Day.  
General Sales Manager—Guy Woodward.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
50,000 w.; 820 kc. Non-directional. Class 1-A clear channel.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0; 10th of following month.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12b, 14b.  
Basic Rates: 20b, 21b, 22a, 24c, 25a.  
Contracts: 40a, 41, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60a, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: KSCS.  
Affiliated with NBC.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
WBAP/KSCS COMBINATION  
No. 1 Eff 8/19/74—Rec'd 8/26/74.  
I—Mon thru Sat 6:30-10:30 am.  
II—Mon thru Sat 3-8 pm.  
III—Mon thru Sat 10:30 am-3 pm; Sun 6 am-8 pm.  
IV—Mon thru Sat 8 pm-5:45 am; Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.	140	135	130	125	130	125	115	105
30 sec.	112	108	104	100	104	100	92	84

1 min. 100 95 90 85 60 55 50 45  
30 sec. 80 76 72 68 48 44 40 36  
10 sec: 60% of 1-min.  
WBAP only: Deduct 10%.

**8. PROGRAM TIME RATES**  
5 min—1-1/2x 1-min. 10 min—2x 1-min.

**10. SPECIAL FEATURES**  
FARM & RANCH AGRICULTURAL NEWS  
1 MIN OR LESS: 1 ti 3 ti 6 ti  
Mon thru Sat 5:45-6:30 am. 110 105 (D)

WFAA

1922

DALLAS



KATZ RADIO



Subscriber to the NAB Radio Code  
Media Code 4 245 2475 9.00  
Belo Broadcasting Corp. Communications Center, Dallas, Tex. 75202. Phone 214-748-9631. TWX 910-861-4420.

**STATION'S PROGRAMMING DESCRIPTION**  
WFAA: Programmed for adults & young adult life style.  
MUSIC: contemporary MOR mixed with selected oldies. PERSONALITY: DJ'S: NEWS: local & mobile units. Contact Representative for further details. Rec'd 6/4/73.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Mike Shapiro.  
Station Manager—John K. Dew.  
Gen'l Sales Mgr.—Rod Barker.

**2. REPRESENTATIVES**  
Katz Radio.

WRR

1920

DALLAS

Mutual Network



Media Code 4 245 2500 4.00  
City of Dallas, WRR Bldg., State Fair Grounds, Dallas, Tex. 75220. Phone 214-823-1310.

**STATION'S PROGRAMMING DESCRIPTION**  
WRR: Programmed for adults.  
News, telephone talk, sports, sports events. Major league baseball, professional hockey & soccer, college football. Morning report 6:30-9 am, noon report noon-1 pm, evening report 3:30-6 pm M-F. Network, UPI facilities, mobile news units. Contact Representative for further details. Rec'd 4/3/74.

**1. PERSONNEL**  
General Manager—Edd Routh.  
Sales Manager—Bill Whittier.  
Managing Editor—Guy Gibson.

**2. REPRESENTATIVES**  
Avco Radio Sales.

**3. FACILITIES**  
5,000 w.; 1310 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 22b, 29a.  
Contracts: 40a, 41, 44b, 46.  
Cancellation: 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with MRS.  
Affiliated with Avco Group Plan.

**TIME RATES**  
No. 19 Eff 4/1/74—Rec'd 4/3/74.  
AAA—Mon thru Fri 5-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 5 am-7 pm; Sun noon-7 pm.  
A—Mon thru Sun 7 pm-midnight; Sun 5 am-noon.

**6. SPOT ANNOUNCEMENTS**

PER WK:	13 wk	13 wk	26 wk	52 wk			
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
Fixed	26	21	24	19	22	17	20
1 ti	24	19	22	17	20	15	18
12 ti	22	18	20	16	18	14	16
18 ti	20	16	18	14	16	12	14

Fixed 20 16 18 14 16 1 2 14 10  
1 ti... 19 15 17 13 15 11 13 9  
12 ti... 18 14 16 12 14 10 12 8  
18 ti... 17 13 15 11 13 9 11 7

Fixed 14 11 12 9  
6 ti... 13 10 11 8  
12 ti... 12 9 10 7  
18 ti... 11 8 9 6

**10. SPECIAL FEATURES**  
News—open & close plus 1-min spot. 35.00

WRR-FM

1948

DALLAS



Media Code 4 245 2501 2.00  
City of Dallas, WRR Bldg., State Fair Grounds, Dallas, Tex. 75226. Phone 214-823-1310.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WRR-FM: Classical music 24 hours daily. Contact Representative for further details. Rec'd 4/3/74.

**1. PERSONNEL**  
Station Manager—Edward J. Hill.  
Program Director—Margaret Moore.

**3. FACILITIES**  
ERP 100,000 (horiz.), 100,000 w. (vert.); 101.1 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 800 ft. above average terrain.

**5. GENERAL ADVERTISING See coded regulations**  
Sold in combination with WRR. See that listing for rates.

# TEXAS

## Diboll—K S P L—Continued

- 3. FACILITIES**  
1,000 w.; 1260 kc. Non-directional.  
Operating schedule: 24 hours. CST.  
Partial simulcast operation. Simulcast 5:30 am-local sunset. For non-simulcast facilities see KSP-L-FM.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations. Does not accept AAAA copyrighted contract. Member: Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 8/1/74—Rec'd 8/6/73.

- 6. SPOT ANNOUNCEMENTS**
- |       |        |        |
|-------|--------|--------|
| 1 min | 30 sec | 15 sec |
| 1     | 3.25   | 2.00   |
| 15/0  |        | 1.25   |
- 10. SPECIAL FEATURES**  
News—minimum 20 per mo, ea. 5

## KSP-L-FM

1960

RAB

Media Code 4 245 2676 2.00  
Pineywoods Broadcasters, Box 336, Diboll, Tex. 75941. Phone 731-829-5597.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSP-L-FM: Format: country and western.

- 3. FACILITIES**  
ERP 6,500 w.; 95.5 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 465 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KSP-L.

### TIME RATES

ET 8/6/73—Rec'd 8/6/73.

- 6. SPOT ANNOUNCEMENTS**
- |       |        |
|-------|--------|
| 1 min | 30 sec |
| 1     | 2      |
| 2     | 1      |
- 10. SPECIAL FEATURES**  
News—minimum 20 per mo, ea. 3

## DIMMITT

Castro County—Map Location B-8  
See SRDS consumer market map and data at beginning of the State.

## KDHN

1963

Subscriber to the NAB Radio Code  
Media Code 4 245 2700 0.00  
High Plains Broadcasting Co., Box 808, Dimmitt, Tex. 79027. Phone 806-647-3186.

**1. PERSONNEL**  
General Manager—Jerry Marvin.

**2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Southwest—Mario Messina Company.

- 3. FACILITIES**  
500 w. days; 1470 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations. Affiliated with American Entertainment Network. Member: Country Music Network, Alamo Network.

### TIME RATES

ET 10/21/68—Rec'd 10/21/68.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1x     | 52x  | 104x | 156x | 208x | 260x | 312x |
| 1 min  | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
| 30 sec | 5.50 | 5.00 | 4.50 | 4.00 | 3.50 | 3.00 |
| 10 sec | 3.25 | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 |
- WEEKEND RATE**  
(15 Sat & 15 Sun)  
1 min. ea. 4.50 30 sec, ea. 3.00
- 10. SPECIAL FEATURES**  
1/4 hour news and spot adjacencies, extra 20%.

## DUMAS (1 AM; 1 FM)

Moore County—Map Location B-2  
See SRDS consumer market map and data at beginning of the State.

## KDDD

1947

## KDDD-FM

1960

NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 2725 7.00  
Dumas Broadcasters Inc., Box 555, U. S. Hwy. 287, Dumas, Tex. 79029. Phone 806-935-4141.

- 1. PERSONNEL**  
General Manager—Ken Duke.
- 3. FACILITIES**  
250 w. days; 800 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM FACILITIES  
ERP 680 w.; 95.3 mc.  
Operating schedule: 6:00 am-midnight weekdays; 7:00 am-midnight Sun. CST.  
Antenna ht.: 260 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15%; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Member: Texas State Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/71—Rec'd 2/4/71.

- 6. SPOT ANNOUNCEMENTS**
- |       |        |       |        |
|-------|--------|-------|--------|
| 1 min | 30 sec | 1 min | 30 sec |
| 1     | 3.90   | 2.75  | 1.04   |
| 13    | 3.75   | 2.65  | 1.56   |
| 26    | 3.60   | 2.55  | 2.60   |
| 52    | 3.40   | 2.40  | 3.12   |

## EAGLE PASS (1 AM; 1 FM)

Plus 1 paid cross reference.  
Maverick County—Map Location C-8  
See SRDS consumer market map and data at beginning of the State.

## KEPS

1957

Subscriber to the NAB Radio Code  
Media Code 4 245 2750 5.00  
Eagle Pass Broadcasters, Inc., Box 1123, Eagle Pass, Tex. 78852. Phone 512-773-9246.

- STATION'S PROGRAMMING DESCRIPTION**  
KEPS: 100% for Mexican-American audience.

- 1. PERSONNEL**  
General Manager—Al Kinsall.
- 2. REPRESENTATIVES**  
UBC Sales, Inc.

- 3. FACILITIES**  
1,000 w. days; 1270 kc.  
Operating schedule: 6 am-6 pm daily. CST.
- 4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. FM facilities; KINL (FM). Member: Alamo Network.

### TIME RATES

No. 6 ET 4/1/74—Rec'd 4/2/74.  
AAA—Mon thru Sat 6-9 am & 4-6 pm.  
AA—All other times.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |       |
|--------|------|------|------|------|------|-------|
| 1x     | 52x  | 104x | 312x | 624x | 936x | 1248x |
| 1 min  | 4.80 | 4.50 | 4.00 | 3.60 | 3.30 | 2.70  |
| 30 sec | 3.60 | 3.30 | 3.00 | 2.70 | 2.40 | 2.00  |
- CLASS AA**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1 min  | 3.25 | 2.90 | 2.75 | 2.65 | 2.55 | 2.45 |
| 30 sec | 1.80 | 1.65 | 1.50 | 1.35 | 1.25 | 1.10 |

## KINL (FM)

1971

Media Code 4 245 2785 1.00  
Eagle Pass Broadcasters, Inc., Box AC, 127 Kilowatt Dr., Eagle Pass, Tex. 78852. Phone 512-773-9246.

- See affiliated AM station for additional information. AM facilities: KEPS.

- STATION'S PROGRAMMING DESCRIPTION**  
KINL (FM): general popular music, news at 6:00.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Al Kinsall.

- 3. FACILITIES**  
ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 10 am-10 pm. CST.  
Antenna ht.: 186 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 2 ET 4/1/74—Rec'd 4/2/74.  
AAA—Mon thru Sat noon-1 pm & 6-7 pm.  
AA—All other times.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |       |
|--------|------|------|------|------|------|-------|
| 1x     | 52x  | 104x | 312x | 624x | 936x | 1248x |
| 1 min  | 4.00 | 3.75 | 3.50 | 3.25 | 3.00 | 2.70  |
| 30 sec | 2.40 | 2.25 | 2.10 | 2.00 | 1.90 | 1.75  |
- CLASS AA**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1 min  | 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 |
| 30 sec | 1.80 | 1.65 | 1.50 | 1.35 | 1.25 | 1.10 |

## XEMJ

### PIEDRAS NEGRAS, MEXICO

City of license, Piedras Negras, Coahuila, Mexico.  
Box 206, Eagle Pass, Texas 78852.

- U. S. Representatives:  
Harlan G. Oakes, Inc.  
Southwest—Riley & Associates.  
Southeast—David Carpenter Company.  
See listing in Medios Publicitarios Mexicanos under Piedras Negras, Coahuila, Mexico.

## EASTLAND

Eastland County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KERC

1953

Media Code 4 245 2825 5.00  
Box 590, Eastland, Tex. 76448. Phone 817-629-2621.  
Cisco phone 817-442-1590.

- 1. PERSONNEL**  
General Manager—James Staggs.
- 2. REPRESENTATIVES**  
Clyde Melville Company.

- 3. FACILITIES**  
500 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract with exceptions. Affiliated with KBS. Member: Texas State Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/72—Rec'd 6/1/72.

- 6. SPOT ANNOUNCEMENTS**
- |         |                       |      |      |      |      |      |
|---------|-----------------------|------|------|------|------|------|
| PER YR: | 39x                   | 52x  | 104x | 208x | 312x | 352+ |
| 30 sec. | 3.25                  | 2.75 | 2.50 | 2.00 | 1.75 | 1.50 |
| 1 min.  | 30-sec rate plus .25. |      |      |      |      |      |

- 7. PACKAGE PLANS**
- |                              |        |
|------------------------------|--------|
| 10 per day/4 days            | 30 sec |
| 5 per day/4 days             | 50.00  |
| 5 per day/2 days             | 30.00  |
| 1 min: 30-sec rate plus .10. | 17.50  |

## EDINBURG (1 AM; 1 FM)

Hidalgo County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

## KBFM (FM)

1971

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 245 2837 0.00  
Cameo Broadcasters, Inc., Box 1349, 311 W. University Dr., Edinburg, Tex. 78539. Phone 512-383-9961.

- 1. PERSONNEL**  
General Manager—Emmett W. Wells.
- 2. REPRESENTATIVES**  
Mario Messina Company.

- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 505 ft. above average terrain.

- 4. AGENCY COMMISSION**  
15/0 time only: 30 days.
- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contracts. Member: Alamo Network.

### TIME RATES

No. 1 ET 5/18/72—Rec'd 5/18/72.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |       |
|--------|------|-------|
| 1x     | *251 | *501+ |
| 1 min  | 7.50 | 6.75  |
| 30 sec | 6.00 | 5.40  |
- (\*) Within 12-mo period, rebate in form of ad credit.

- 10. SPECIAL FEATURES**  
**5-MIN NEWSCAST:** 3 mo 6 mo 12 mo  
Ea (minimum 5 per wk) 18.75 15.00 12.75

## KURY

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 2850 3.00  
KURY Radio, Box 1109, Edinburg, Tex. 78539.  
Phone 512-383-2777.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Lloyd Hawkins.  
Farm Director—Charlie Hankin.

- 3. FACILITIES**  
250 w., 710 kc. Directional night only.  
Operating schedule: 6 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15% on station time.

- 5. GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 25a, 26, 28a, 28c, 29a, 30. Contracts: 40a, 41, 45, 46, 47e, 48, 51b. Comb.; Cont. Discounts: 60a, 60d, 60f, 61a. Cancellation: 70a, 70c, 71a, 73b. Prod. Services: 81, 82.

- Member: Voice of Valley Agricultural Radio Network. Texas State Network.

### TIME RATES

ET 3/1/73—Rec'd 2/26/73.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |       |       |
|--------|------|-------|-------|
| 1 wk   | 4 wk | 13 wk | 52 wk |
| 1 min  | 12   | 11    | 10    |
| 30 sec | 10   | 9     | 8     |

- 8. PROGRAM TIME RATES**
- |      |        |        |       |
|------|--------|--------|-------|
| 1 hr | 1/2 hr | 1/4 hr | 5 min |
| 60   | 48     | 36     | 18    |

## EDNA

Jackson County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## KWBY

1971

RAB

Media Code 4 245 2865 1.00  
Cosmopolitan Enterprises, Inc., Drawer FF, 4 mi. N. of U. S. 59 on St. 111, Edna, Tex. 77957. Phone 512-573-2813.

- 1. PERSONNEL**  
General Manager—Robert Boutin.
- 2. REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Dallas—Paul Miller & Company.

- 3. FACILITIES**  
5,000 w. days; 1130 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% time only.

### TIME RATES

ET 1/1/74—Rec'd 2/1/74.

- 6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1x     | 90x  | 180x | 270x | 360x | 450x | 540x |
| 1 min  | 7.50 | 7.00 | 6.50 | 6.00 | 5.50 | 5.00 |
| 30 sec | 6.50 | 6.00 | 5.50 | 5.00 | 4.50 | 4.00 |
| 10 sec | 3.75 | 3.50 | 3.25 | 3.00 | 2.75 | 2.50 |

- 7. PACKAGE PLANS**
- |         |       |       |       |       |       |
|---------|-------|-------|-------|-------|-------|
| PER WK: | 10 ti | 15 ti | 20 ti | 25 ti | 30 ti |
| 1 min   | 6.50  | 6.00  | 5.50  | 5.00  | 4.50  |
| 30 sec  | 5.50  | 5.00  | 4.50  | 4.00  | 3.50  |
| 10 sec  | 3.25  | 3.00  | 2.75  | 2.50  | 2.25  |

## EL CAMPO (1 AM; 1 FM)

Wharton County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

## KULP

1948

Media Code 4 245 2875 0.00  
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson St., El Campo, Tex. 77437. Phone 713-543-3303.

- 1. PERSONNEL**  
Sta. & Comm'l Mgr.—John W. Fox, III.
- 3. FACILITIES**  
500 w. days; 1390 kc. Non-directional.  
Operating schedule: 6 am-6 pm. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.

- 5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Directors Radio Network.

### TIME RATES

- ET 8/1/74—Rec'd 8/1/74.  
**6. SPOT ANNOUNCEMENTS**
- |        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| 1x     | 13x  | 52x  | 104x | 156x | 260x | 312x |
| 1 min  | 5.00 | 4.50 | 4.00 | 3.80 | 3.60 | 3.40 |
| 30 sec | 4.00 | 3.50 | 3.20 | 3.05 | 2.90 | 2.75 |
|        |      |      |      |      | 2.60 | 2.50 |

## KULP-FM

1968

Media Code 4 245 2876 8.00  
Bar-B Broadcasting, Inc., Box 1390, 515 E. Jackson, El Campo, Tex. 77437. Phone 713-543-3303.

- See affiliated AM station for additional information.
- 3. FACILITIES**  
ERP 27,000 w.; 96.9 mc.  
Operating schedule: 6 pm-midnight. CST.  
Antenna ht.: 220 ft. above average terrain.

- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Rates are identical to KULP. See that listing.

## EL PASO (8 AM; 5 FM)

Plus 4 paid listings.  
El Paso County—Map Location A-16  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Evening Traffic (3-7 pm)	Average
A	33	27	33	27
B	30	25	30	25
C	28	25	30	25
D	26	21	26	21
AVERAGE	30	25	30	25

## KAMA



**MUSIC:** general popular. **AIR PERSONALITIES** handle all segments. **NEWS:** 6 man news department with complete local & national resources deliver hourly newscasts. Frequent specials & documentaries. Drive time programming includes weather, sports, news & traffic advisory reports 6x/daily from sky-plane. Contact Representative for further details. Rec'd 3/1/77.

- PERSONNEL**  
General Manager—Robert Gourley.  
Program Director—Bruce Brown.  
Production Manager—Larry Stevens.
- REPRESENTATIVES**  
Selen, Inc.
- FACILITIES**  
1,000 w. days. 500 w. nights; 920 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11h, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 21b, 22b, 23a, 24c, 25a, 28a, 29b, 33a.  
Contracts: 40a, 41, 45, 46.  
Comb.: Cont. Discounts: 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
No. 3 ET 7/17—Rec'd 5/22/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sun 7 pm-midnight; Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE	6 ti	12 ti	18 ti	24 ti	30 ti
AA	32.00	30.00	28.00	26.00	25.00
A	27.00	25.00	23.00	21.00	20.00
B	22.00	20.00	18.00	16.00	15.00

**30 SECONDS**

AA	25.60	24.00	22.60	20.80	20.00
A	21.60	20.00	18.40	16.80	16.00
B	17.60	16.00	14.40	12.80	12.00

10 sec: 80% of 1-min.

**7. PACKAGE PLANS**

**TOTAL AUDIENCE PLANS**

PLAN:	I	II	III
PER WK:	12 ti	18 ti	24 ti
1 min.	26.00	24.00	23.00
30 sec.	20.80	19.20	18.40

**8. PROGRAM TIME RATES**  
5 min—1-1/2x 1-min.

**KEZB (FM)**

- 1973  
Media Code 4 245 2912 1.00  
KHEY, Inc., 2419 N. Piedras, El Paso, Tex. 79930.  
Phone 915-566-9301.  
See affiliated AM station for additional information.  
AM facilities: KHEY.
- STATION'S PROGRAMMING DESCRIPTION**  
KEZB (FM): Programmed for adults.  
MUSIC: Approximately 52 min. each hour. Standards, show tunes, film music, and MOR primarily instrumental. NEWS: Capsule at :60. **COMMERCIAL POLICY:** 7 per hour. Contact Representative for further details. Rec'd 2/4/74.
- PERSONNEL**  
Operations Director—Karen Linton.
  - FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 730 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10h, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60c, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Member: KBS.

**TIME RATES**  
No. 1 ET 3/1/74—Rec'd 2/12/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	20	19	18	17
AA	18	17	16	15
A	10	9	8	7

20/30 sec: 80% of 1-min.

**KHEY**



- 1947  
Subscriber to the NAB Radio Code  
Media Code 4 245 2925 3.00  
KHEY Inc., 2419 N. Piedras, El Paso, Tex. 79930.  
Phone 915-566-9301.
- STATION'S PROGRAMMING DESCRIPTION**  
KHEY: FARM: director reports 5:15-6:15 am which includes farm calendar of local events, local farm news, national market summary, complete comprehensive regional weather report, guest speaker every morning, local county agents. Market summary 12:25-12:30 pm. Contact Representative for further details. Rec'd 7/8/72.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Jim R. Phillips.  
Vice-Pres. & Nat'l Sales Mgr.—Gary Ackers.  
Operations Manager—Jud Milton.
  - REPRESENTATIVES**  
Katz Radio.
  - FACILITIES**  
1,000 w.; 690 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. MST.
  - AGENCY COMMISSION**  
15/0 time only.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15e.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61b, 62b.  
Cancellation: 70a, 70e, 71a.  
Prod. Services: 82.  
FM facilities: KEZB (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Information Network.

**TIME RATES**  
KHEY/KEZB (FM) COMBINATION  
No. 3 ET 9/1/74—Rec'd 8/19/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-1 am; Sun noon-1 am.  
A—All other times (excluding farm).

**6. SPOT ANNOUNCEMENTS**

PER WK. 1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	37	36	35	33
AA	31	30	29	27
A	18	17	16	14

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only. Deduct 3.00 per spot.

**10. SPECIAL FEATURES**  
Farm—flat 30.00.

**KINT**

- 1959  
Media Code 4 245 2950 1.00  
Sun Country Broadcasting Co., Inc., 5300 El Paso Dr., El Paso, Tex. 79905. Phone 915-772-5300.
- STATION'S PROGRAMMING DESCRIPTION**  
KINT: Programmed for young adults and adults.  
MUSIC: 85% Contemporary. NEWS: 5 min at :55. College happenings 3 times daily. 6 announcer air personalities staff available for spots and remote broadcast appearances. **COMMERCIAL POLICY:** no more than 12 minutes of commercial time per hour. Contact Representative for further details. Rec'd 2/7/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Larry Daniels.  
Vice-Pres. & Sales Mgr.—Glen Randle.  
Program Director—George Meyeno.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Dallas—Paul Miller & Company.
- FACILITIES**  
1,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
FM-ERP 60,000 w. (horiz.), 60,000 w. (vert.); 97.5 mc. Stereo.  
Operating schedule: 24 hours. MST.  
Antenna ht.: 1,080 ft. above average terrain.  
Simulcast 6 am-6 pm.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21b, 22b, 23a, 24b, 25a, 26, 27, 28a, 29a, 30.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.: Cont. Discounts: 60a, 60b, 60c, 61c, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 2/7/74.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AA	250x	500x	1000x
1 min.	12.00	11.00	10.00
30 sec.	10.00	9.50	8.50
10 sec.	7.00	6.50	6.00

**CLASS A**

1 min.	10.00	9.00	7.00
30 sec.	8.00	7.50	5.50
10 sec.	6.00	5.50	4.50

**7. PACKAGE PLANS**

PER WK:	10 ti	20 ti	30 ti	40 ti
Applicable rate:	50x	100x	250x	500x

**KISO**

- (formerly KIZZ)  
1958  
Media Code 4 245 2975 8.00  
Sunland Broadcasting Co., Inc., Koger Bldg., 444 Executive Center Blvd., El Paso, Tex. 79902. Phone 915-533-3404.
- STATION'S PROGRAMMING DESCRIPTION**  
KISO: Programmed for adults.  
News, informational & telephone conversation format with air personalities using open telephone lines. NEWS: network 6 minutes every hour except 6 am & 5 pm (15 minutes) & 4 pm (9 minutes). Network features at :55. Audience involvement features throughout day. Rec'd 2/19/73.
- PERSONNEL**  
President—I. T. Cohen.
  - FACILITIES**  
1,000 w. days; 1150 kc.  
Operating schedule: —. MST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11h, 12b, 13b, 14b.  
Basic Rates: 22b, 23a, 25a, 26, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60b, 61a, 61b, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: KLOZ (FM).
- TIME RATES**  
ET 2/1/73—Rec'd 12/12/72.
- 6. SPOT ANNOUNCEMENTS**
- | Flat | 1 min | 30 sec | 10 sec |
|------|-------|--------|--------|
|      | 6     | 4      | 3      |

**KLOZ (FM)**

- 1969  
Media Code 4 245 2976 6.00  
Sunland Broadcasting Co., Inc., Koger Bldg., 444 Executive Center Blvd., El Paso, Tex. 79902. Phone 915-544-3500.  
See affiliated AM station for additional information.  
AM facilities: K180.

- STATION'S PROGRAMMING DESCRIPTION**  
KLOZ (FM): Programmed for adults. MUSIC: General Popular, showtunes standard, mainstream jazz, folk, romantic music, suites. 7-10 pm. Sun 6 pm-12M, classical concert. NEWS: network at :60. Rec'd 2/19/73.
- PERSONNEL**  
Operations Manager—Doug Matthews.  
Program Director: Leo Miletich.
  - FACILITIES**  
ERP 28,000 w.; 109.1 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 289 ft. above average terrain.

**TIME RATES**  
ET—Rec'd 12/12/72.

AA—6 am-10 pm.  
A—10 pm-6 am.

**8. PROGRAM TIME RATES**  
AA, per hr—:40. A, per hr—:20.  
Incl 2 30-sec or 1 1-min spots, plus 4 ID's per 54 minute program.

**KROD**

- 1940  
Media Code 4 245 3025 1.00  
Desert Horizons, Inc., 2201 Wyoming, El Paso, Tex. 79903. Phone 915-544-8864.

- STATION'S PROGRAMMING DESCRIPTION**  
KROD: programmed for young adults & adults.  
MUSIC: popular MOR, by 6 air personalities. NEWS: 5-min at :30. 4 local newsmen; radio equipped mobile units; UPI news wire, network, UPI audio. Editorials locally originated. 4mg race results. **COMMERCIAL POLICY:** 16 commercial minutes per hour with a maximum of 20 units per hour. Contact Representative for further details. Rec'd 6/29/73.
- PERSONNEL**  
Gen'l & Nat'l Sales Mgr.—Irv Prell.  
Program Director—Paul Bain.
  - REPRESENTATIVES**  
Midge & Brown, Mgr.—Bill Blair.
  - FACILITIES**  
Century National Sales.  
Southwest—ERA Representatives.

- 15% time only: 10th of month.**
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7a, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61b, 62b.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 82.  
Affiliated with American Entertainment Network.  
Member: Southwest Radio Concept.
- TIME RATES**  
No. 8N ET 8/1/74—Rec'd 7/5/74.  
Drive time—6-10 am & 3-7 pm.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: | 12 ti | 24 ti | 18 ti | 24 ti |
|---------|-------|-------|-------|-------|
| 1 min.  | 28.00 | 24.00 | 23.00 | 21.00 |
| 30 sec. | 20.80 | 19.20 | 18.40 | 16.80 |
| 20 sec. | 16.00 | 14.40 | 13.60 | 12.00 |
- 7. PACKAGE PLANS**  
TAP—1/3 DRIVE, 1/3 HSWFE, 1/3 NIGHT OR STN  
PER WK, EA:
- |         |       |       |       |
|---------|-------|-------|-------|
| 1 min.  | 20.00 | 18.00 | 17.00 |
| 30 sec. | 16.00 | 14.40 | 13.60 |
- 20 sec: 60% of 1-min. 10 sec: 50% of 1-min.  
Scheduled equally over 7 days & rotated within time classes.
- 10. SPECIAL FEATURES**  
5 min—1-1/2x 1-min. 10 min 2x 1-min.

**KSET**



- 1947  
Subscriber to the NAB Radio Code  
Media Code 4 245 3050 9.00  
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Magoffin St., El Paso, Tex. 79998. Phone 915-532-4979.
- STATION'S PROGRAMMING DESCRIPTION**  
KSET: Programmed for adults.  
No air personalities. MUSIC: general popular, standards, film music, Broadway showtunes. Religious music 1 hour Sun. All music is instrumental orchestras. News and weather twice per hour. 3 direct reports from weather bureau. 9 sportscasts per day. 2 stock market reports per day M-F. Bulletin board twice daily. 2 book reviews per day M-F. Never more than 5 min talk on any program. **COMMERCIAL POLICY:** minimum 15 minute product protection. Contact Representative for further details. Rec'd 4/2/73.
- PERSONNEL**  
Station Manager—Audrey Lewis.
  - REPRESENTATIVES**  
Alan Torbet Associates, Inc.
  - FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.  
Partial simulcast operation. Simulcast 7 pm-8 am.  
For non-simulcast facilities see KSET-FM.
  - AGENCY COMMISSION**  
15% time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 15c.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 24a, 24b, 24c, 25a, 28b, 28c, 29a, 30, 33c.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Karl O. Wyler, Sr.  
Vice-Pres. & Sta. Mgr.—M. M. Schwartz.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
5,000 w. days, 500 w. nights; 1380 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. MST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11a, 12a, 13a, 14g, 15a.  
Basic Rates: 20b, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a.  
(This listing continued on next page)

- Contracts: 40a, 41, 42d, 44a, 46, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60e, 60l, 60k, 61a, 62b.  
Cancellation: 70b, 70d, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.  
Affiliated with ARA Radio Network.  
Member: Prestige Radio Group.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 ET 9/1/73—Rec'd 9/6/73.  
AAA—Mon thru Sat 6 am-9:30 pm & 3:30-7 pm.  
AA—Mon thru Sat 9:30 am-3:30 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti	48 ti
1 min.	15.00	14.00	13.00	12.00	11.00	10.00	9.00
30 sec.	11.25	10.50	9.75	9.00	8.25	7.50	6.75
10 sec.	7.50	7.00	6.50	6.00	5.50	5.00	4.50

**CLASS AA**

1 min.	11.25	10.50	9.75	9.00	8.25	7.50	6.75
30 sec.	8.40	7.80	7.25	6.75	6.10	5.60	5.00
10 sec.	5.60	5.25	4.80	4.50	4.10	3.75	3.30

**CLASS A**

1 min.	7.50	7.00	6.50	6.00	5.50	5.00	4.50
30 sec.	5.60	5.25	4.85	4.50	4.10	3.75	3.30
10 sec.	3.75	3.50	3.25	3.00	2.75	2.50	2.25

**7. PACKAGE PLANS**

PER YR.	—520x	—1040x
BULK:	1 min 30 sec 10 sec	1 min 30 sec 10 sec
AAA	13.00 9.75 6.50	11.00 8.25 5.50
AA	9.75 7.25 4.80	8.25 6.10 4.10
A	6.50 4.85 3.85	5.50 4.10 2.75

**TOTAL AUDIENCE PLAN**

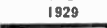
PER WK:	18 ti	24 ti	30 ti	36 ti	48 ti
1 min.	8.40	8.00	7.40	6.75	6.00
30 sec.	6.50	6.00	5.50	5.00	4.50
10 sec.	4.20	4.00	3.70	3.40	3.00
PER YR:	72 ti	96 ti	120 ti	144 ti	192 ti
1 min.	7.50	7.20	6.60	6.00	5.40
30 sec.	5.85	5.40	4.95	4.50	4.00
10 sec.	3.75	3.60	3.30	3.00	2.70
PER YR:	520x	1040x	1560x		
1 min.	8.40	7.40	6.50		
30 sec.	6.50	5.50	4.50		
10 sec.	4.20	3.70	3.00		

**KSET-FM**



- 1958  
Media Code 4 245 3051 7.00  
Rio Grande Broadcasting Co., Inc., Box 20000, 904 Magoffin Ave., El Paso, Tex. 79993. Phone 915-532-4979.  
See affiliated AM station for additional information.
- STATION'S PROGRAMMING DESCRIPTION**  
KSET-FM: Programmed for adults.  
MUSIC: 6 am-6 pm Big Band Sound. General popular, standards, film music, Broadway showtunes. 6 pm-6 am simulcast and duplication of KSET. **COMMERCIAL POLICY:** minimum 15 minutes product protection. Contact Representative for further details. Rec'd 4/2/73.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 (vert.); 94.7 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 732 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-7 pm. For simulcast facilities see KSET.
  - GENERAL ADVERTISING** See coded regulations  
Member: Prestige Radio Group.
- TIME RATES**  
Sold in combination with KSET. See AM/FM combination Class A rates.

**KTSM**



- 1929  
Media Code 4 245 3075 6.00  
Tri-State Broadcasting Co., Inc., 801 N. Oregon, El Paso, Tex. 79902. Phone 915-532-5421. TWX 910-964-1329.
- STATION'S PROGRAMMING DESCRIPTION**  
KTSM: Programmed for adults 20-40.  
MUSIC: modern MOR, current hits & hits of the past. AIR PERSONALITIES handle all segments. NEWS: network news followed by 3-min local news each hour prepared by news staff. SPORTS: University football & basketball, SWC football, basketball tournament, major league baseball. **COMMERCIAL POLICY:** 12 minutes per hour. Contact Representative for further details. Rec'd 5/8/74.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Karl O. Wyler, Sr.  
Vice-Pres. & Sta. Mgr.—M. M. Schwartz.
  - REPRESENTATIVES**  
Avery-Knodel, Inc.
  - FACILITIES**  
5,000 w. days, 500 w. nights; 1380 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight. MST.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5,

# TEXAS

## El Paso—K T S M—Continued

Contracts: 40a, 41, 44a, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

### TIME RATES

No. 12 Eff 10/1/70—Rec'd 9/3/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—All other times.

## 6. SPOT ANNOUNCEMENTS

AM/PM COMBINATION		A		B		
PER WK:	1 min	30/20	1 min	30/20	1 min	30/20
1 tl.....	14.00	11.20	12.00	9.80	8.00	6.40
6 tl.....	12.00	9.60	10.00	8.00	6.00	4.80
12 tl.....	11.00	8.80	9.00	7.20	5.50	4.40
18 tl.....	10.00	8.00	8.00	6.40	5.00	4.00
24 tl.....	9.00	7.20	7.00	5.80	4.50	3.60
30 tl.....	8.00	6.40	6.00	4.80	4.00	3.20

ID's: 50% of 1-min.

### DISCOUNT

26 wk—5%      52 wk—10%

## 7. PACKAGE PLANS

AM/PM COMBINATION		A		B	
PER WK:	12 tl	18 tl	24 tl	30 tl	36 tl
1 min.....	8.00	7.00	6.00	5.00	4.00
30/20 sec.....	6.40	5.80	4.80	4.00	3.20

ID's: 50% of 1-min.

## 8. PROGRAM TIME RATES

AM ONLY		1/4 hr		10 min		5 min	
AA	A	B	C	D	E	F	G
.....	.....	.....	.....	.....	.....	.....	.....

### DISCOUNT

5 wk—5%      13 wk—10%      26 wk—15%

## K T S M-FM

1962

NAB

Media Code 4 245 3076 4.00

Tri-State Broadcasting Co., Inc., 801 N. Oregon St., El Paso, Tex. 79902. Phone 915-532-5421.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KTSM-FM: Programmed for adults 18-34. MUSIC: solid gold, current & past hits from the 50's to the present. NEWS: 5-min local & regional at .08 in drive times. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

## 3. FACILITIES

ERI: 27,000 w.; 99.9 mc. Stereo.  
Operating schedule: 5:30 am-midnight Mon thru Sat, 9:00 am-midnight Sun, MST.  
Antenna ht.: 1.910 ft. above average terrain.

### TIME RATES

Sold in combination with KTSM. See that listing for rates.

X E J

1930

## CIUDAD JUAREZ, MEXICO All Spanish Network

(This is a paid listing.)

Media Code 4 245 3100 2.00

U. S. Sales office: Box 13, Tucson, Ariz. 85702. Phone 602-624-5588.

## STATION'S PROGRAMMING DESCRIPTION

XEJ: Programmed 100% in Spanish for Mexicans and Mexican-Americans.  
MUSIC: Emphasis on current standard hits of Mexico, middle-of-the-road format. NEWS: 5 min at :30. Broadcasts live basketball and boxing from Juarez and Mexico City, highlights from Torea de Tijuana every Sun. Audience participation program 2-3 pm. Soap operas at 11:30 am & 4 pm daily. 6-8 am & noon-2 pm Ranchera music. 2-3 pm telephone request show. Live coverage of civic and social events, air personalities handle all live programming. Commercial translated free. Contact Representative for further details. Rec'd 2/20/74.

## 1. PERSONNEL

U. S. Sales—Alvin L. Korngold.  
Dir./ING.—Adrian Pereda L.  
Gen'l Mgr./LIC.—Javier Perez De Anda Y/O.

## 2. REPRESENTATIVES

Savalli/Gates, Inc.

## 3. FACILITIES

10,000 w.; 970 kc.  
Operating schedule: 24 hours daily, MST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22b, 23a, 24a, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 45, 47a, 48, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60i, 60k.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Member: All Spanish Network, The Amigo Spanish Group.

Rates include translating from English to Spanish.

### TIME RATES

No. 7 Eff 11/1/73—Rec'd 2/20/74.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	11.00	9.00	8.00	7.50	7.00	6.00
30 sec/less..	9.00	7.00	6.00	5.00	4.50	4.00

## 8. PROGRAM TIME RATES

5 min		1/4 hr		1/2 hr	
1 x.....	20	30	50	50	(SO)

## XEROK

1938  
CIUDAD JUAREZ, MEXICO



ROBERT E. EASTMAN & CO., INC.

RAB

(This is a paid listing.)

Media Code 4 245 3125 9.00

United States Sales Rights—World Broadcasting Corp., 101 Arizona Ave., El Paso, Tex. 79902. Phone 915-544-7876.

## STATION'S PROGRAMMING DESCRIPTION

XEROK: 100% English language. Contemporary music. Contact Representative for further details. Rec'd 12/7/73.

## 1. PERSONNEL

General Manager—Ray Gardella.  
Sales Manager—Henry Roberts.  
Program Director—John Long.

## 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

## 3. FACILITIES

150,000 w.; 800 kc. Non-directional.  
Operating schedule: 24 hours daily, MST.

## 4. AGENCY COMMISSION

15/0 on time; payable when rendered.

## 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4c, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24c, 25a, 29b, 30.  
Contracts: 40a, 41, 44a, 46, 47a, 50, 51b.  
Comb. Cont. Discounts: 60a, 60c, 60e, 60h, 60i.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. 11 Eff 7/15/74—Rec'd 7/8/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun 6 am-7 pm.  
A—Mon thru Sun 10 pm-6 am.

PER WK:		AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 tl.....	34	27	28	22	23	18	18
12 tl.....	30	24	25	20	20	16	16
18 tl.....	28	22	23	18	18	14	14
24 tl.....	26	21	21	17	16	13	13

10 sec: 60% of 1-min. (SO)



## XEWG

1940  
CIUDAD JUAREZ, MEX.

(This is a paid listing.)

Media Code 4 245 3145 7.00

Box 9534, El Paso, Tex. 79905.

## STATION'S PROGRAMMING DESCRIPTION

XEWG: Programmed 100% in Spanish with heavy emphasis upon modern Latin music. Public service, weather and news capsules throughout day directed toward the Spanish speaking community. Air personnel handle all segments. COMMERCIALS translated free. Contact Representative for further details. Rec'd 7/20/77.

## 2. REPRESENTATIVES

UHC Sales, Inc.  
New York, Chicago, Atlanta, Los Angeles, South-west—Mario Messina Company.

## 3. FACILITIES

250 w.; 1240 kc. Non-directional.  
Operating schedule: 5 am-midnight, CST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL RATE POLICY

Translation: copy to Spanish without charge. Entire schedule broadcast in Spanish. All rates guaranteed 1 year from date of contract, with or without interruption when covered by duly signed contract.  
Member: Latin Network.

### TIME RATES

Eff 7/1/66—Rec'd 6/24/66.

PER WK:		10 H		20 ti		30 ti		39A	
1 min	10 min	10 min	10 min	10 min	10 min	10 min	10 min	10 min	10 min
1 min.....	12.00	11.00	10.00	9.00	8.00	7.20	6.40	5.60	4.80
30 sec.....	9.60	8.80	8.00	7.20	6.40	5.60	4.80	4.00	3.20
10 sec.....	6.00	5.50	5.00	4.50	4.00	3.60	3.20	2.80	2.40

(SO)

# FALFURRIAS

Brooks County—Map Location E-10

See SHDS consumer market map and data at beginning of the State.

## KPSO

1953

Media Code 4 245 3175 4.00  
Regional Broadcasters, Inc., Box 309, Falfurrias, Tex. 78355. Phone 512-325-2112, 3311.

## STATION'S PROGRAMMING DESCRIPTION

KPSO: Programmed for young adults and adults. Modern C & W in am. Spanish in pm.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Donald K. Funkhouser.

## 3. FACILITIES

500 w.; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

## TIME RATES

Eff 8/1/74—Rec'd 8/5/74.		1x		50x		101+	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
.....	.....	.....	.....	.....	.....	.....	.....

## 10. SPECIAL FEATURES

News—per mo., 50.00.  
Weather—per mo., 35.00.  
3-mo minimum.

# FARWELL

Parmer County—Map Location A-3.

See SHDS consumer market map and data at beginning of the State.

## KZOL

1956

Subscriber to the NAB Radio Code  
Media Code 4 245 3200 0.00  
The Best Broadcasting Co., Inc., Box 458, 205 9th St., Farwell, Tex. 79325. Phone 806-481-3318.

## STATION'S PROGRAMMING DESCRIPTION

KZOL: Programmed for general interest.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Gill W. Patschke.

## 2. REPRESENTATIVES

Dallas—Paul Miller & Company.

## 3. FACILITIES

250 w.; 1570 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.

## 4. AGENCY COMMISSION

15% on time only; payable 10th following billing on first.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

## TIME RATES

Eff		Rec'd 3/1/71.	
1 min	30 sec	1 min	30 sec
.....	.....	.....	.....

## 7. PACKAGE PLANS

1 wk		1 mo	
50 ti	25 ti	150 ti	100 ti
.....	.....	.....	.....

# FLOYDADA

Floyd County—Map Location B-3

See SHDS consumer market map and data at beginning of the State.

## KFLP

1951

Subscriber to the NAB Radio Code  
Media Code 4 245 3225 7.00  
Radio 9, 124 W. California St., Floydada, Tex., 79235. Phone 806-983-2841, 2842. Lubbock phone 806-747-7808.

Studio: 1415 W. 5th, Plainview, Tex. 79072. Phone 806-293-2546, 2547.

## STATION'S PROGRAMMING DESCRIPTION

KFLP: Programmed for farming, ranching and general interests.

## 1. PERSONNEL

President—Bo Johnson.

## 2. REPRESENTATIVES

Mario Messina Company.  
National Time Sales.

## 3. FACILITIES

250 w.; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Farm Radio Network, Alamo Network.

## TIME RATES

No. 10 Eff 5/1/73—Rec'd 4/9/73.	
1 min	30 sec
.....	.....

## 6. SPOT ANNOUNCEMENTS

PER WK:		10x		25x		50x		100x		200x		300x	
1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....

(CR)

# FORT STOCKTON

Pecos County—Map Location A-6

See SHDS consumer market map and data at beginning of the State.

## KFST

19



**KBUY**  
FORT WORTH  
1948



A John Walton Station

Media Code 4 245 3275 2.00  
A John Walton Station, Box 2049, Seminary South,  
Ft. Worth, Tex. 76115. Phone 817-926-5301.

**STATION'S PROGRAMMING DESCRIPTION**  
KBUY: Programs modern country music.  
NEWS: at :55 & :25 in drive times & :55 during  
other hours. PUBLIC AFFAIRS: open line 9 pm-  
12 M. News is fed by Networks. Rec'd 5/4/73.

- PERSONNEL**  
Owner—John B. Walton, Jr.  
General Manager—Jerry Wright.
- FACILITIES**  
50,000 w. days, 1,000 w. nights; 1540 kc.  
Directional—separate pattern day and night.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Simulcast midnight-5  
am. For non-simulcast facilities see KBUY-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b.  
Basic Rates: 20b, 22a.  
Contracts: 40a.  
Contracts must be completed within 12 months.  
Member: Texas State Network.

**TIME RATES**

ET 6/1/73—Rec'd 5/4/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-  
7 pm.  
B—Mon thru Sun 7 pm-midnight.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER YR: 1x 50x 100x 150x 300x 500x 750x 1200x  
PER MO: 1 ti 15 ti 30 ti 45 ti 60 ti 75 ti 100 ti 150 ti  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 60 ti  
AA ..... 20.00 18.00 17.00 16.00 15.00 14.00 13.00 12.00  
A ..... 15.00 14.00 13.00 12.00 11.00 10.00 9.50 9.00  
B ..... 10.00 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
30 SECONDS  
AA ..... 15.00 14.00 13.00 12.00 11.00 10.00 9.50 9.00  
A ..... 10.00 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
B ..... 7.50 7.00 6.50 6.00 5.50 5.00 4.50 4.00  
Midnight-6 am: 50% of B.
- PACKAGE PLANS**  
TAP—1/3AA 1/3A, 1/3B  
PER YR: 50x 100x 150x 300x 500x 750x 1200x  
PER MO: 15 ti 30 ti 45 ti 60 ti 75 ti 100 ti 150 ti  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti 40 ti 60 ti  
1 min..... 13.00 12.00 11.00 10.00 9.00 8.50 8.00  
30 sec..... 8.50 8.00 7.50 7.00 6.50 6.00 5.50  
Midnight-6 am: 50% of B.

**KBUY-FM**  
FORT WORTH  
1964



A John Walton Station

Media Code 4 245 3278 0.00  
A John Walton Station, Box 2049, Seminary South,  
Ft. Worth, Tex. 76115. Phone 817-926-4606. Dallas  
—Phone 214-264-1351.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KBUY-FM: Programs ethnic music from 5 am-mid-  
night. Rec'd 8/30/74.

- PERSONNEL**  
Program Director—Marcos Rodriguez Sanchez.
- FACILITIES**  
ERP 100,000 w.; 98.9 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 434 ft. above average terrain.  
Partial simulcast operation. Operated separately 5  
am-midnight. For simulcast facilities see KBUY.

**TIME RATES**

Rates effective  
Rates received November 12, 1945.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 80 sec 10 sec  
1 ti..... 12.00 9.60 6.00  
6 ti..... 10.00 8.00 5.00  
10 ti..... 8.00 6.40 4.00  
20 ti..... 6.00 4.80 3.00  
30 ti..... 5.00 4.00 2.50  
40 ti..... 4.00 3.20 2.00

**KFJZ**  
FORT WORTH  
1922

**Independent**

**BLAIR RADIO**



Subscriber to the NAB Radio Code

Media Code 4 245 3300 8.00  
Texas State Network, Inc., Box 1317, 4801 W.  
Freeway Fort Worth, Tex. 76101. Phone 817-737-  
6631. TWX 817-891-8291.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stan Wilson.  
Vice Pres. & Gen'l Sales Mgr.—Ray Menefee.  
Program Director—Ray Potter.
- REPRESENTATIVES**  
Blair Radio.

- FACILITIES**  
5,000 w.; 1270 kc.  
Directional—Same pattern all hours.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a,  
29a.  
Contracts: 40c, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 61b, 61c.  
Cancellation: 70c, 71a, 73a.  
Affiliated with Blair Represented Network.  
Member: Texas State Network.

**TIME RATES**

- No. 27 ET 12/1/73—Rec'd 11/30/73.  
AAA—6-10 am, 3-7 pm; Sat 6 am-7 pm; Sun noon-  
7 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 7 pm-1 am; Sun 9 am-noon.
- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 5 min 15 min 30 min 1 hr  
6 ti..... 37 30 32 26 27 22  
12 ti..... 35 28 30 24 25 21  
18 ti..... 34 27 28 22 24 20  
24 ti..... 33 26 27 21 23 19  
30 ti..... 26 20 22 18  
ID's: 60% of 1-min. when available.

**KFWD (FM)**  
FORT WORTH  
1947

**Contemporary Music**



Media Code 4 245 3325 5.00  
KFWD/D, Box 6111, Dallas/Fort Worth Airport, Tex.  
75261. Phone 817-267-4411.

**STATION'S PROGRAMMING DESCRIPTION**  
KFWD (FM): Programmed for young adults.  
MUSIC: Contemporary with all selections back-  
announced, 1/3 past hits. COMMERCIAL POLICY:  
Maximum 8 announcements per hour, maximum 2  
commercials at each break. Contact Representative  
for further details. Rec'd 5/3/74.

- PERSONNEL**  
General Manager—James R. Lowenberg.  
Programming—Sylvia J. Clark.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1  
mc. Stereo.  
Operating schedule: 24 hrs. daily. CST.  
Antenna ht.: 1,420 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4b, 4d, 5, 6b, 8.  
Basic Rates: 20b, 22a.  
Contracts: 46.  
Comb.: Cont. Discounts: 62d.  
Cancellation: 73a.  
Prod. Services: 81, 82.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 6 ET 7/1/74—Rec'd 8/6/74.  
AA—Mon thru Fri 6-10 am & 3 pm-midnight; Sat  
10 am-midnight; Sun 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun  
7 pm-midnight.  
B—Mon thru Sun midnight-6 am.
- SPOT ANNOUNCEMENTS**  
CLASS AA  
1 min..... 11 6 ti 12 ti 18 ti 24 ti 36 ti  
30 sec..... 28 26 24 22 20 16  
Sat only: Per spot, extra 12.00.  
CLASS A  
1 min..... 14 13 12 11 10 8  
30 sec..... 11 10 9 9 8 (\*)  
(\*) 6.50.  
B: 1 min..... 7.00 B: 30 sec..... 6.00

- PACKAGE PLANS**  
BULK:  
260x 520x 780x 1040x 260x 520x 780x 1040x  
1 min 26 24 22 20 13 12 11 10  
30 sec 21 19 18 16 11 10 9 8  
(D)

**KJIM**  
FORT WORTH  
1948



Media Code 4 245 3350 3.00  
Broadcast Consultants Corp., Box 7321, 2214 E. 4th  
St., Fort Worth, Tex. 76111. Phone 817-336-7175.

**STATION'S PROGRAMMING DESCRIPTION**  
KJIM: Programmed for adults and young adults  
with strong emphasis on news.  
NEWS: 7:30-9 am heavy local news and net news  
reports. Net sports and news personalities, business  
news, editorials. Remainder of day 5 min net news  
at :30, 5 min local at :60. AIR PERSONALITIES  
handle all other segments. MUSIC: MOR pops and  
some dance bands. Talk: daily editorials, stock mar-  
ket reports. Contact Representative for further de-  
tails. Rec'd 2/28/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Forman.  
Assistant General Manager—Ed Stevens.  
Program Director—Tom Casey.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Southwest—Riley Representatives.
- FACILITIES**  
250 w. days; 870 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c,  
25c, 31, 33a.  
Contracts: 40c, 41, 45, 46, 50.  
Comb.: Cont. Discounts: 60b, 60f, 62b.  
Cancellation: 70a, 70c, 72.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**TIME RATES**

- ET—Rec'd 3/6/70.  
AA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
A—All other times.
- SPOT ANNOUNCEMENTS**  
PER WK: 1 min 1 ti 8 ti 12 ti 18 ti 24 ti  
AA ..... 18 14 13 12 11  
A ..... 13 11 10 9 8  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
  - SPECIAL FEATURES**  
5-minute Newcasts—1-1/2 x 1-min. rate.

**KNOK KNOK-FM**  
FORT WORTH  
1946



Media Code 4 245 3375 0.00  
KNOK Broadcasting Co., Inc., Box 7116, 3601 Kimbo  
Rd., Fort Worth, Tex. 76111. Phone 817-831-1278.  
Dallas office: Box 432, 1914 Forest Ave., Dallas,  
Tex. 75202. Phone 214-421-4144.

**STATION'S PROGRAMMING DESCRIPTION**  
KNOK: Programmed for Negro listener.  
MUSIC: rhythm and blues, jazz and gospel. AIR  
PERSONALITIES handle all segments and taped  
commercials by them are interchangeable. NEWS:  
at :15 & :45; 3 min news staff; community oriented;  
heavy emphasis on community affairs. Broadcast  
public service requests, participates in fund drives  
for various community activities. Contact Representa-  
tive for further details. Rec'd 3/1/71.

- PERSONNEL**  
President—Stuart J. Hepburn.  
Station Manager—Dean McClain.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
South—Bernard I. Ochs Co.
- FACILITIES**  
1,000 w. days; 970 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.);  
107.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 445 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24a, 26,  
28c, 29a.  
Contracts: 40a, 41, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60b, 60f, 62d.  
Cancellation: 70a, 70c, 71b, 72, 73a.  
Prod. Services: 81, 82.  
Affiliated with Bernard Howard Black Radio Network.  
Affiliated with National Black Network.

**TIME RATES**

- No. 15 ET 9/1/73—Rec'd 10/9/73.
- SPOT ANNOUNCEMENTS**  
FIXED POSITION  
PER WK: 1x 26x 52x 104x 156x 260x 312x  
1 min..... 30.00 29.50 29.00 28.50 28.00 27.50 27.00  
30 sec..... 24.00 23.50 23.00 22.50 22.00 21.50 20.00  
10 sec: 60% of 1-min.
  - PACKAGE PLANS**  
CLASS AAA—MON THRU SAT  
6-10 AM & 3-7 PM  
PER WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min..... 26.00 25.50 25.00 24.50 24.00  
30 sec..... 21.00 20.50 20.00 19.50 19.00  
10 sec: 60% of 1-min.

- FM ONLY—ROS—MON THRU SUN**  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 36 ti  
1 min..... 20.00 15.00 14.50 14.00 13.50 13.00  
30 sec..... 16.00 12.50 12.00 11.50 11.00 10.50  
10 sec: 60% of 1-min.  
AM & FM pkgs combine to earn rate.

**KPLX (FM)**  
FORT WORTH  
1962



A Susquehanna Station  
Media Code 4 245 3377 6.00  
Radio Metroplex Inc., 8465 Spur 303, Fort Worth,  
Tex. 76112. Phone 214-265-1013.

**STATION'S PROGRAMMING DESCRIPTION**  
KPLX (FM): Programmed for adults.  
MUSIC: MOR. Standards, current popular, show  
tunes programmed in quarter hour uninterrupted  
segments. NEWS: at :60 with stock market update,  
sports & weather. COMMERCIAL POLICY: 8 com-  
mercial availabilities per hour. Contact Representa-  
tive for further details. Rec'd 4/22/74.

- PERSONNEL**  
Vice-President—A. W. Carlson.  
General Manager—Wally Tucker.
- REPRESENTATIVES**  
Savall/Gates, Inc.  
Susquehanna Broadcasting Co.: See Rep & S/O  
pages.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 99.5  
mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 750 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3b, 4a, 4d, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 22a, 22b, 24a, 24c, 27, 28b,  
29b.  
Contracts: 40c, 41, 42a, 42b, 44b, 45, 46, 49, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

- NATIONAL AND LOCAL RATES SAME  
No. 4 ET 3/1/74—Rec'd 4/22/74.  
I—Mon thru Fri 10 am-7 pm.  
II—Mon thru Fri 6-10 am & 7 pm-midnight.  
III—Mon thru Sun 6 am-midnight. WTA.
- SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 20 ti 30 ti 1 ti 20 ti 30 ti  
1 min..... 12 10 8 9 7 5  
30 sec..... 10 8 7 7 5 4  
1 min..... 10 8 6  
30 sec..... 8 6 5
  - SPECIAL FEATURES**  
4-min news at :60, extra 2.00.

**KSCS**  
FORT WORTH  
1948



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 245 3380 0.00  
Carter Publications, Inc., Box 1780, 3900 Barnett  
St., Fort Worth, Tex. 76101. Phone 817-536-1982.  
TWX 1-910-893-5069.  
See affiliated AM station for additional information.  
AM facilities: WBAP.

**STATION'S PROGRAMMING DESCRIPTION**  
KSCS: MUSIC: C & W format with emphasis on  
country ballads & top-rated country songs. NEWS:  
at :60. Contact Representative for further details.  
Rec'd 5/30/74.

- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
ERP 99,000 w. (horiz.), 99,000 w. (vert.); 98.3 mc.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 1,680 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Eastman Radio Network.  
Sold in combination with WBAP. See that listing  
for rates.

**TIME RATES**

- No. 2 ET 8/19/74—Rec'd 8/28/74.  
I—Mon thru Sun 6 am-7 pm.  
II—Mon thru Sun 7 pm-midnight.
- SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 12 ti 18 ti 24 ti 1 ti 12 ti 18 ti 24 ti  
1 min 40 35 30 25 30 25 20 15  
30 sec 32 28 24 20 24 20 16 12

**KWXI (FM)**  
FORT WORTH  
1959



Subscriber to the NAB Radio Code  
Media Code 4 245 3386 7.00  
First III. Cable TV, Inc., dba Texas State Net-  
work Inc., 4801 W. Freeway, Fort Worth, Tex.  
76101. Phone 817-737-6631. TWX 817-891-8291.

**STATION'S PROGRAMMING DESCRIPTION**  
KWXI (FM): MUSIC: MOR. Contemporary MOR  
hits with standards. NEWS: at :60. Contact Representa-  
tive for further details. Rec'd 9/3/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stan Wilson.  
Vice-Pres. & Gen'l Sales Mgr.—Ray Menefee.  
Station Manager—Don La Chance.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 97 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,302 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time and talent; due when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a,  
24a, 24b, 24c, 28b, 29a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43a, 44a, 44b, 45, 46,  
47a, 48, 49, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61b.  
Cancellation: 70c, 72, 73a.  
Prod. Services: 80, 82.

(This listing continued on next page)

# TEXAS

## Fort Worth—KWXI (FM)—Continued

**TIME RATES**  
No. F Eff 3/1/73—Rec'd 3/15/73.

**6. SPOT ANNOUNCEMENTS**  
MON-FRI 6-10 AM & 3-7 PM

PER WK:	1 ti	10 ti	20 ti	30 ti
1 min.....	14	13	12	11
30 sec or less.....	12	11	10	9

MON-FRI 10 AM-3 PM & 7-9 PM;  
SAT & SUN 6 AM-9 PM

1 min.....	12	11	10	9
30 sec or less.....	10	9	8	7

MON-SUN 9 PM-1 AM

1 min.....	11	10	9	8
30 sec or less.....	9	8	7	6

**10. SPECIAL FEATURES**  
1/4-hr newscasts—7:30 am, ea 25.00. Incl open & close plus 2 1-min spots.

## KXOL

1946  
FORT WORTH



A Signer Station  
Media Code 4 245 3425 3.00  
KXOL Metro Broadcasting Co., Box 2287, 1705 W. 7th St., Fort Worth, Tex. 76101. Phone 817-335-4841.

**STATION'S PROGRAMMING DESCRIPTION**  
KXOL: Contemporary programming, beamed to 18-34 audience. Emphasis on news as it happens locally with 6 man news staff & 3 mobile units. Network. Air personalities, including am drive male-female team. Contact Representative for further details. Rec'd 6/10/74.

- PERSONNEL**  
President—Tom E. Turner, Sr.  
General Manager—Gaylon W. Christie.  
General Sales Manager—Cleon Nettles.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1360 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21b, 23a, 28a, 33d.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61b.  
Cancellation: 70a, 70c, 71a, 73b.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 22 Eff 1/1/74—Rec'd 1/30/74.  
AAA—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
AA—Mon thru Sat 5-6 am & 10 am-3 pm; Sat & Sun 10 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti	50 ti
AAA.....	25	21	20	19	18	18
AA.....	16	15	14	13	12	11
A.....	12	11	10	9	8	7

**30 SECONDS**

AAA.....	22	18	16	15	14	13
AA.....	12	11	10	9	8	7
A.....	10	9	8	7	6	5

**7. PACKAGE PLANS**  
TAP-1/3AAA, 1/3AA, 1/3A

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	15	14	13	12	11
30 sec.....	12	11	10	9	8

**MONTHLY PLAN** 1 min 30 sec

BTA, minimum 50 1/2 7 pm-5 am.....	11	8
MIDNIGHT-5 AM		
30 ti, 1 per hr, per wk.....		60

W B A P  
1922  
FORT WORTH

## NBC Radio Network



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 245 3450 1.00  
Carter Publications Inc. Box 1780, 3900 Barnett St., Fort Worth, Tex. 76101. Phone 817-536-1981. TWX 1-910-893-5069.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAP: MUSIC: country & western, modern & traditional. NEWS: 6 man staff with mobile units; 5 min network at :60; local at :30; 15 min newscasts at 7, 8 am, noon & 5 pm. SPORTS: pro baseball & football, college football & basketball, pro golf & others. Contact Representative for further details. Rec'd 8/30/74.

- PERSONNEL**  
Director of Broadcasting—James A. Byron.  
Station Manager—Ted Norman.  
Operations Manager—Don Day.  
General Sales Manager—Guy Woodward.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
50,000 w.; 820 kc. Non-directional. Class 1-A clear channel.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12h, 14b.  
Basic Rates: 20b, 21b, 23a, 24c, 25a.  
Contracts: 40a, 41, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: KSCS.  
Affiliated with NBC.  
Affiliated with Eastman Radio Network.

### TIME RATES

WBAP/KSCS COMBINATION  
No. 1 Eff 8/19/74—Rec'd 8/26/74.  
I—Mon thru Sat 6:30-10:30 am.  
II—Mon thru Sat 3-8 pm.  
III—Mon thru Sat 10:30 am-3 pm; Sun 6 am-8 pm.  
IV—Mon thru Sat 8 pm-5:45 am; Sun 8 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	140	135	130	125	115	105
30 sec.....	112	108	104	100	100	92

**III**

1 min.....	100	95	90	85	60	55
30 sec.....	80	76	72	68	48	44

**IV**

1 min.....	100	95	90	85	60	55
30 sec.....	80	76	72	68	48	44

10 sec: 60% of 1-min.  
WBAP only: Deduct 10%.

- PROGRAM TIME RATES**  
5 min—1/1/2x 1-min. 10 min—2x 1-min.
- SPECIAL FEATURES**  
FARM & RANCH AGRICULTURAL NEWS  
1 MIN OR LESS 1 ti 3 ti 6 ti  
Mon thru Sat 5:45-6:30 am..... 110 105 100 (D)

## FREDERICKSBURG (1 AM; 1 FM)

Gillespie County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

K N A F K N A F-FM  
1947 1971



Subscriber to the NAB Radio Code  
Media Code 4 245 3475 3.00  
Gillespie Broadcasting Co., Box 311, 203 W. Main St., Fredericksburg, Tex. 78624. Phone 512-997-2197.

- PERSONNEL**  
Pres. & Mgr.—Norbert Fritz.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 101.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 650 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Radio Network, Alamo Network.

### TIME RATES

No. 4 Eff 3/1/72—Rec'd 7/20/72.

**6. SPOT ANNOUNCEMENTS**

1 min.....	4.75	4.50	4.30	1.56x	260x	312x
30/20 sec.....	3.65	3.50	3.30	3.10	2.95	2.70
10 sec.....	3.10	2.95	2.75	2.60	2.40	2.25

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	20 ti	30 ti	40 ti
Rate.....	52x	104x	156x	312x

1/3 in Drive Time if desired.  
All spot combine for frequency, ROS cannot be counted toward frequency on annual plan.

## FREEPORT

Brazoria County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

## See Lake Jackson-Freeport

## GAINESVILLE (1 AM; 1 FM)

Cooke County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

K G A F  
1947

Media Code 4 245 3525 0.00  
White Fuel Corp., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 76240. Phone 817-665-5546.

- PERSONNEL**  
General Manager—Ed. C. Hinkle.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
15/0 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.
- AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Alamo Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
AM/FM COMBINATION  
No. 102 Eff 11/1/72—Rec'd 12/1/72.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.  
A—Mon thru Sat 9 am-4 pm; Sun 7 am-6 pm.

- SPOT ANNOUNCEMENTS**
- |             |       |        |        |       |        |        |
|-------------|-------|--------|--------|-------|--------|--------|
| PER WK. EA: | 1 min | 30 sec | 10 sec | 1 min | 30 sec | 10 sec |
| 1 x.....    | 5.50  | 4.15   | 2.75   | 4.40  | 3.30   | 2.20   |
| 100 x.....  | 4.95  | 3.70   | 2.50   | 3.85  | 2.85   | 2.00   |
| 300 x.....  | 4.40  | 3.30   | 2.20   | 3.50  | 2.65   | 1.75   |
| 500 x.....  | 4.15  | 3.10   | 2.05   | 3.30  | 2.50   | 1.65   |
| 700 x.....  | 3.85  | 2.85   | 1.95   | 3.10  | 2.30   | 1.55   |
| 1000 x..... | 3.60  | 2.70   | 1.75   | 2.85  | 2.15   | 1.45   |
| 3000 x..... | 3.30  | 2.50   | 1.65   | 2.65  | 2.00   | 1.30   |
- 7. PACKAGE PLANS**
- |             |       |       |        |        |
|-------------|-------|-------|--------|--------|
| ROS:        | 10 ti | 25 ti | 50 ti  | 100 ti |
| 1 min.....  | 39.50 | 75.00 | 132.00 | 220.00 |
| 30 sec..... | 29.50 | 58.00 | 105.00 | 165.00 |
| 10 sec..... | 20.00 | 38.00 | 66.00  | 110.00 |
- Between 6 am-6 pm within 7 consec days.

## K G A F-FM

1958



Media Code 4 245 3526 8.00  
White Fuel Corp., Box 368, Radio Hill, Training School Rd., Gainesville, Tex. 76240. Phone 817-465-5546.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.5 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 400 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Member: Texas State Network, Alamo Network  
Sold in combination with KGAF. See that listing for rates.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 101 Eff 9/1/71—Rec'd 2/2/72.  
**6. SPOT ANNOUNCEMENTS**  
6 PM-MIDNIGHT—PER YEAR

1x	100x	300x	500x	700x	1000x	3000x
1 min 2.20	2.00	1.75	1.55	1.45	1.35	
30 sec 1.75	1.60	1.40	1.30	1.20	1.15	1.05
10 sec 1.55	1.40	1.20	1.15	1.10	1.00	.95

## GALVESTON (2 AM; 1 FM)

Galveston County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## K E S Y (FM)

1968

Media Code 4 245 3536 3.00  
Harbor Broadcasting Co., Box 1138, Galveston, Tex. 77550. Phone 713-744-5100.  
See affiliated AM station for additional information.

- PERSONNEL**  
Manager—Roger Rother.
- REPRESENTATIVES**  
Clyde Melville Company.
- FACILITIES**  
ERP 26,000 w.; 106.5 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.

### TIME RATES

ET 3/5/73—Rec'd 5/4/73.  
**7. PACKAGE PLANS**  
SATURATION—BTA

PER WK. EA:	15 ti	25 ti	50 ti	70 ti
1 min.....	3.30	2.80	2.50	2.00
30 sec.....	2.50	2.15	1.90	1.65

PER 12 CONSEC MO: 1 min 30 sec  
1000 x, ea..... 2.00 1.65

**SUPER SATURATION—BTA**

24 HR PERIOD:	1 min	30 sec	10 sec
15 ti, ea.....	2.15	1.95	
20 ti, ea.....			1.65

Fixed position; 1-min, extra .60; 30-sec, extra .30.

## K G B C

1947

Media Code 4 245 3550 8.00  
Harbor Broadcasting Co., Inc., Box 1138, Pellean Island, Galveston, Tex. 77550. Phone 713-488-6482.

- STATION'S PROGRAMMING DESCRIPTION**  
KGBC: Women's commentator aired from 10-10:40 am, M-F, with interviews, reports from throughout world & discussion of vital issues relating to women, NEWS: 3 newsmen including director; major newscast periods 6:30-8:20 am, noon-12:35 & 6-6:35 pm; 5-min national & 5-min local at :60 with highlights at :30; weather on quarter hours; official hurricane station. PUBLIC SERVICE: staff members in all local service clubs. Community bulletin board hourly reporting activities of local clubs. Contact Representative for further details. Rec'd 7/10/72.
- PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Vandy Anderson.  
Chief Engineer—Luke Stripling.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1540 kc.  
Directional—nighttime only.  
Operating schedule: 5:30-1 am. CST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 61c.  
Cancellation: 70a, 73a.

FM facilities: KESY (FM).  
Affiliated with American Information Network.

### TIME RATES

ET 1/1/74—Rec'd 2/1/74.  
AA—Mon thru Fri 6-10 am, noon-1 pm & 4-7 pm.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	260x
1 min.....	10.00	9.50	9.00	8.50	8.00
30 sec.....	7.00	6.50	6.00	5.50	5.00

AA: Extra 20%.

### 7. PACKAGE PLANS

SATURATION PLAN—BTA

PER WK. EA:	10 ti	25 ti	50 ti	70 ti
1 min.....	10.00	10.00	9.00	8.00
30 sec.....	7.00	6.50	6.00	5.50

AA: Extra 20%.

### 8. PROGRAM TIME RATES

1 x.....	1/2 hr	1/4 hr	10 min	5 min
AA: Extra 20%.....	70	45	35	25

### 10. SPECIAL FEATURES

Francis K. Harris Show—12.00 daily, quarterly 55.00 per wk.  
Soul Session—7 pm-midnight, 1-min 7.00, 1/2 hr 38.00.

## K I L E

1922



Media Code 4 245 3575 5.00  
Galveston Radio, Inc., Box 1441, Galvez Hotel, Galveston, Tex. 77550. Phone 713-782-8434.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Wiseheart.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Dallas-Riley Representatives.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 21a, 21d, 22b, 23a, 24b, 24c, 25a, 27, 28a, 29a, 30.  
Contracts: 40a, 42a, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Texas State Network.

### TIME RATES

No. 13 Eff 7/1/72—Rec'd 7/21/72.  
AA—Mon thru Sat 6-9 am, 11:30-1:30 pm & 4-7 pm.  
A—Mon thru Sat 9-11:30 am, 1:30-4 pm, 7-10 pm.  
All day Sun.  
B—Mon thru Sun 10 pm-6 am.

- SPOT ANNOUNCEMENTS**
- |             |       |       |       |       |       |
|-------------|-------|-------|-------|-------|-------|
| PER WK. EA: | 1x    | 10 ti | 20 ti | 30 ti | 40 ti |
| PER YR:     | 1x    | 100x  | 250x  | 500x  | 1000x |
| 1 min.....  | 12.00 | 11.00 | 10.00 | 9.00  | 8.00  |
| 30 sec..... | 9.80  | 8.80  | 8.00  | 7.20  | 6.40  |
| 10 sec..... | 6.00  | 5.50  | 5.00  | 4.50  | 4.00  |
- CLASS AA**
- |             |       |      |      |      |      |
|-------------|-------|------|------|------|------|
| 1 min.....  | 10.50 | 9.50 | 8.50 | 7.50 | 6.50 |
| 30 sec..... | 8.40  | 7.60 | 6.80 | 6.00 | 5.20 |
| 10 sec..... | 5.25  | 4.75 | 4.25 | 3.75 | 3.25 |
- CLASS B**
- |            |
|------------|
| 1 min..... |
|------------|



## GILMER

Uphur County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KHYM

1973



Media Code 4 245 3612 6.00  
K-HYM Broadcasting Co., Rt. 4, Gilmer, Tex.  
75644. Phone 214-725-6100.  
STATION'S PROGRAMMING DESCRIPTION  
KHYM: Programmed for general audiences.

- PERSONNEL  
Sales Manager—Robby McClure.
- REPRESENTATIVES  
Paul Miller & Company.
- FACILITIES  
5,000 w.; 1060 kc. Clear channel. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHSB.

#### TIME RATES

No. 1 A ET 3/1/73—Rec'd 12/31/73.  
Drive—Mon thru Sat 6-9 am & 4-7 pm.  
Housewife—Mon thru Sat 9 am-4 pm.  
General—All other times: ROS.

6. SPOT ANNOUNCEMENTS		Housewife		General	
WK:	YR:	1 min	30 sec	1 min	30 sec
6 ti.....	50 x.....	9.00	8.00	7.00	6.50
12 ti.....	100 x.....	7.00	7.00	6.00	5.50
18 ti.....	150 x.....	6.00	6.00	5.00	4.50
24 ti.....	200 x.....	5.00	5.00	4.00	3.50
30 ti.....	250 x.....	4.00	4.00	3.00	2.50

7. PACKAGE PLANS		TOTAL AUDIENCE PLAN	
WKS:	PER DAY:	PER WK. EA:	1 min 30 sec
24.....	1 ti.....	6 ti.....	5.00 4.50
12.....	2 ti.....	12 ti.....	4.50 4.00
6.....	4 ti.....	24 ti.....	4.00 3.50
4.....	6 ti.....	36 ti.....	3.50 3.00
3.....	8 ti.....	48 ti.....	3.00 2.50

10. SPECIAL FEATURES		5-MINUTE NEWS AT :55	
PER WK:	PER YR:	1 ti	3 ti
12 ti.....	52 x.....	156x	312x
Drive.....	12.00	11.00	10.00
Housewife.....	11.00	10.00	9.00
General.....	9.50	8.50	7.50

## GLADEWATER

Gregg County—Map Location G-5  
Uphur County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### KEES

1949



Subscriber to the NAB Radio Code  
Media Code 4 245 3625 6.00  
Gemini Enterprises, Box 1426, Gladewater, Tex.  
75647. Phone 214-845-3011.

- PERSONNEL  
Vice-Pres & Gen'l Mgr.—J. H. Reynolds.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays;  
7:00 am-local sunset Sun. CST.
- AGENCY COMMISSION  
15/0 time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME		ET—Rec'd 12/3/65.	
PER WK:	PER YR:	1 ti	6 ti
1 min.....	5.00	4.75	4.50
30 sec.....	4.00	3.75	3.50

## GONZALES

Gonzales County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

### KCTI

1947

Media Code 4 245 3650 6.00  
Gonzales Broadcasting Co., 425 E. George St., Gonzales, Tex. 78629.

- PERSONNEL  
Gen'l & Com'l Mgr.—Lawrence M. Waishak.
- FACILITIES  
250 w.; 1450 kc. Non-directional.  
Operating schedule: 10:30 am-6:00 pm Sun; 6:30 am-10:00 pm weekdays. CST.
- AGENCY COMMISSION  
15/0 net charges for time.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHSB.

#### TIME RATES

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		ET 10/7/66—Rec'd 10/5/70.	
hr.	hr.	hr.	min.
1 time.....	24.80	15.00	8.95
28 times.....	23.80	14.45	8.60
52 times.....	22.80	13.90	8.25
104 times.....	21.80	13.35	7.90
156 times.....	20.80	12.80	7.55
280 times.....	19.80	12.25	7.20
312 times.....	18.80	11.70	6.85

(\* 50 words or less.

## 10. SPECIAL FEATURES

News:	tl.	tl.	tl.	tl.	tl.	tl.	tl.
1/4 hour.....	10.95	10.50	10.05	9.60	9.15	8.70	8.25
5 minutes.....	5.25	5.05	4.85	4.65	4.45	4.25	4.05

News rates apply to: News, markets and sports.

## GRAHAM

Young County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KSWA

1948



Subscriber to the NAB Radio Code  
Media Code 4 245 3675 3.00  
KSWA, Inc., Box 1050, Graham, Tex. 76046. Phone 817-549-1330.

- PERSONNEL  
Vice-Pres & Gen'l Mgr.—James M. Jones.
- REPRESENTATIVES  
South—Riley Representatives.
- FACILITIES  
500 w. days; 1330 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Texas State Network.

#### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 7 ET 1/1/68—Rec'd 2/7/68.	
PER YR:	PER WK:	1x	50x
1 min.....	4.50	4.25	4.00
30 sec.....	3.60	3.40	3.20
10 sec.....	2.25	2.15	2.00

7. PACKAGE PLANS		No. 7 ET 1/1/68—Rec'd 2/7/68.	
WKLY:	PER DAY:	30 ti	40 ti
1 min.....	4.00	3.75	3.50
30 sec.....	3.20	3.00	2.80
10 sec.....	2.00	1.90	1.75

## GRAND PRAIRIE

Dallas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

See Dallas  
(including Grand Prairie, Highland Park)

## GREENVILLE

Hunt County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KGVJL

1948



Subscriber to the NAB Radio Code  
Media Code 4 245 3700 9.00  
KGVJL, Inc., Box 1015, 1517 Wolfe City Dr., Greenville, Tex. 75401. Phone 214-455-1400.

- PERSONNEL  
Pres. & Gen'l Mgr.—Leo Hackney.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

#### TIME RATES

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		Rates effective February 1, 1952. Rates received January 29, 1952.	
1 hr.	1 1/2 hr.	1 hr.	1 1/2 hr.
45.00	42.50	40.00	37.50
25.00	22.50	24.00	22.50
18.00	17.00	16.00	15.00
9.00	8.50	8.00	7.50
1 minute	4.50	4.25	4.00

## HAMILTON

Hamilton County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

### KCLW

1948

Media Code 4 245 3725 6.00  
McClarin Broadcasting Co., Box 592, Hamilton, Tex.  
76531. Phone 817-386-5259.  
Other Studio—Box 274, Gatesville, Tex. Phone 865-5259.

- PERSONNEL  
General & Sales Manager—Bill Edgar.
- FACILITIES  
250 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

6. SPOT ANNOUNCEMENTS		ET 10/7/66—Rec'd 10/5/70.	
PER WK:	PER YR:	1x	50x
1 min.....	4.00	3.50	3.00
30 sec.....	3.00	2.65	2.25
10 sec.....	2.00	1.75	1.50

## HARLINGEN (1 AM; 1 FM)

Plus 1 paid cross reference.  
Cameron County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

### KELT

1960



Media Code 4 245 3750 4.00  
Harbenito Radio Corporation, Drawer 711, Harlingen, Tex. 78551. Phone 512-423-3910. TWX 512-423-8990.

- STATION'S PROGRAMMING DESCRIPTION  
KELT: Programmed for 18-49 age group.  
Hit Parade, popular music, a perfect blend of today's top hits plus the most popular music of the past two decades. COMMERCIAL POLICY: 4 commercial breaks per hour—three commercial breaks in news hour. Maximum commercial content, 8 minutes per hour. Contact Representative for further details.  
Rec'd 8/7/72.

- PERSONNEL  
Vice-Pres & Gen'l Mgr.—David Lykes.  
Station Manager—Bill Walters.  
Operations Manager—Larry James.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
ERP 100,000 w.; 94.5 mc. Stereo.  
Operating schedule: 6-11 pm. CST.  
Antenna ht.: 800 ft. above average terrain.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28.  
Contracts: 40a, 41, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 60h, 60i, 61a, 62a, 62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 91, 82.

- AM facilities: KGBT.  
TV facilities: KGBT-TV Harlingen, Texas.  
Member: Tichenor Radio Group.

#### TIME RATES

6. SPOT ANNOUNCEMENTS		No. S-4 ET 11/15/73—Rec'd 11/19/73.	
PER WK:	PER YR:	1x	50x
1-5 ti.....	8.40	6.70	7.00
10 ti.....	8.00	6.40	6.70
15 ti.....	7.60	6.10	6.35
20 ti.....	7.20	5.80	6.00
25 ti.....	6.80	5.50	5.75
30 ti.....	6.40	5.10	5.30

- PERSONNEL  
Vice-Pres & Oper. Mgr.—Mauricio Mendez, Jr.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
50,000 w. days, 10,000 w. nights; 1530 kc.  
Directional—nighttime only.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 60r, 60i, 61a, 62a, 62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.

- FM facilities: KGBT-TV.  
TV facilities: KGBT-TV.  
Member: The Amigo Spanish Group, Tichenor Radio Group.

#### TIME RATES

6. SPOT ANNOUNCEMENTS		No. GR-12-4 ET 8/1/71—Rec'd 7/30/71.	
PER WK:	PER YR:	1 ti	5 ti
1 min.....	22.00	21.00	20.00
20/30 sec.....	17.80	18.80	18.00
10 sec.....	11.00	10.50	10.00

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Carlos A. Cantu.  
Ass't Vice-Pres. & Oper. Mgr.—Mauricio Mendez, Jr.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
50,000 w. days, 10,000 w. nights; 1530 kc.  
Directional—nighttime only.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 60r, 60i, 61a, 62a, 62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.

- FM facilities: KGBT-TV.  
TV facilities: KGBT-TV.  
Member: The Amigo Spanish Group, Tichenor Radio Group.

#### TIME RATES

6. SPOT ANNOUNCEMENTS		No. GR-12-4 ET 8/1/71—Rec'd 7/30/71.	
PER WK:	PER YR:	1 ti	5 ti
1 min.....	22.00	21.00	20.00
20/30 sec.....	17.80	18.80	18.00
10 sec.....	11.00	10.50	10.00

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Carlos A. Cantu.  
Ass't Vice-Pres. & Oper. Mgr.—Mauricio Mendez, Jr.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
50,000 w. days, 10,000 w. nights; 1530 kc.  
Directional—nighttime only.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time and talent.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b, 24c, 26, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 60r, 60i, 61a, 62a, 62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.

- FM facilities: KGBT-TV.  
TV facilities: KGBT-TV.  
Member: The Amigo Spanish Group, Tichenor Radio Group.

## TEXAS

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
158 x.....	100.00	60.00	40.00	30.00	25.00	20.00
280 x.....	93.75	58.25	37.50	28.13	23.44	18.75
312 x.....	87.50	52.50	35.00	26.25	21.86	17.50

10. SPECIAL FEATURES		NEWSCASTS/WEATHERCASTS	
PER WK:	PER YR:	1 ti	5 ti
5 min.....	35	30	25

### KRIO

McALLEN

City of license, McAllen, Tex.  
See listing under McAllen, Tex.

## HENDERSON (2 AM; 1 FM)

Itusk County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### KGRI

1947

Media Code 4 245 3825 4.00  
Henderson Broadcasting Corp., Box 311, Henderson, Tex. 75652. Phone 4528, 5661.

- PERSONNEL  
Manager—W. M. "Mac" McCreary.
- FACILITIES  
250 w. days; 1000 kc. Non-directional.  
Operating schedule: 6:00 am-sunset. CST.  
Partial simulcast operation. For non-simulcast facilities see KGRI-FM.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

6. SPOT ANNOUNCEMENTS		NATIONAL AND LOCAL RATES SAME	
PER WK:	PER YR:	1x	50x
1-5 ti.....	8.40	6.70	7.00
10 ti.....	8.00	6.40	6.70
15 ti.....	7.60	6.10	6.35
20 ti.....	7.20	5.80	6.00
25 ti.....	6.80	5.50	5.75
30 ti.....	6.40	5.10	5.30

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Leo Hackney.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

6. SPOT ANNOUNCEMENTS		Rates effective February 1, 1952. Rates received January 29, 1952.	
1 hr.	1 1		

# TEXAS

## Hereford—K P A N, K P A N-FM—Cont'd

**3. FACILITIES**  
250 w.; 460 kc. Non-directional.  
Operating schedule: — CST.  
FM-ERP 3,000 w.; 106.3 mc.  
Operating schedule: 6:30 am-10 pm. CST.  
Antenna ht.: 270 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Texas State Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 11/10/72.

**6. SPOT ANNOUNCEMENTS**

1 min.	1x	52x	156x	312x	365x
30 sec.	3.50	3.25	3.00	2.75	2.50
15 sec.	3.00	2.75	2.50	2.25	2.00
15 sec. ea.	1.75	150+/30 days, ea.	1.25		

**7. PACKAGE PLANS**

DAILY:	1 min.	30 sec.
10 ti	20 ti	10 ti
2 days	3.00	2.75
WKLY:	25 ti	50 ti
7 days	2.75	2.50

**MONTHLY:** 60 ti 120 ti 180 ti 60 ti 120 ti 180 ti  
30 days 2.65 2.25 2.10 2.00 1.75 1.50  
SUPER SATURATION: 1 min 30 sec  
300 ti 1.85 1.40

## HIGHLAND PARK

Dallas County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## See Dallas

(including Grand Prairie, Highland Park)

## HILLSBORO (1 AM; 1 FM)

Hill County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## K H B R K H B R-FM

1948 1959  
Subscriber to the NAB Radio Code  
Media Code 4 245 3900 5.00  
KHBR Radio, Inc., Box 569, Country Club Road, Hillsboro, Tex. 76645. Phone 817-582-3431.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Nelson W. Galle.  
**2. REPRESENTATIVES**  
Slario Messina Company.  
**3. FACILITIES**  
250 w. days; 1560 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.  
**FM FACILITIES**  
ERP 1,000 w.; 102.5 mc.  
**4. AGENCY COMMISSION**  
15%: no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBB.  
Member: Texas State Network, Farm Radio Network, Alamo Network.

**TIME RATES**  
Rates effective July 1, 1959.  
Rates received July 8, 1952.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

1 time...	55.00	33.00	22.00	13.75	5.50
26 times...	51.10	31.35	20.90	13.10	5.25
52 times...	47.20	29.70	19.80	12.45	5.00
104 times...	43.30	28.05	18.70	11.80	4.75
156 times...	39.40	26.40	17.60	11.15	4.50
180 times...	35.50	24.75	16.50	10.50	4.25
312 times...	31.50	23.10	15.40	9.80	4.00

(\*) One minute or less.

## HONDO

Medina County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## K R M E

1969  
Subscriber to the NAB Radio Code  
Media Code 4 245 3910 4.00  
Box 447, 1605 Avenue K, Hondo, Tex. 78861. Phone 512-426-3367.

**STATION'S PROGRAMMING DESCRIPTION**  
KRME: Programmed for general interest.

**1. PERSONNEL**  
General Manager—James V. Fridle.  
**2. REPRESENTATIVES**  
Mario Messina Company.  
**3. FACILITIES**  
500 w.; 1460 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 time only; monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBB.  
Member: Alamo Network.

**TIME RATES**  
No. 1 ET 11/1/69—Rec'd 10/1/69.

**6. SPOT ANNOUNCEMENTS**

1 min.	4.75	4.50	4.25	4.00	3.50	3.00
30 sec.	3.50	3.30	3.15	3.00	2.50	2.00
10 sec.	2.55	2.25	2.10	1.95	1.80	1.50

## 7. PACKAGE PLANS

**7 DAYS:** 10 ti 20 ti 30 ti 40 ti  
1 min. 4.25 4.00 3.75 3.50  
30 sec. 3.00 2.75 2.50 2.25

## 10. SPECIAL FEATURES

5-min News—2x 1-min. 15-min News—4x 1-min.

## HOUSTON (13 AM; 12 FM)

(Including Baytown, Clear Lake City, Pasadena)

Plus 1 paid cross reference.  
Harris County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 13 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	70	50	64	60
B	65	48	59	48
C	58	45	58	45
D	58	45	55	42
AVERAGE	63	47	59	49

## KAUM (FM)

1961  
HOUSTON  
ABC-FM  
spot sales, Inc.

Subscriber to the NAB Radio Code  
Media Code 4 245 3919 7.00  
KXYZ, Inc., a wholly owned subsidiary of American Broadcasting Companies, Inc., Fannin Bank Bldg., Houston, Tex. 77025. Phone 713-795-4770.

See affiliated AM station for additional information. AM facilities: KXYZ.

**STATION'S PROGRAMMING DESCRIPTION**  
KAUM (FM): Programmed to a general young adult & teen audience.  
**MUSIC:** Contemporary popular albums & hit singles.  
**NEWS:** at :23 & :53, topical comment & thoughts interspersed. Contact Representative for further details. Rec'd 3/5/73.

**1. PERSONNEL**  
General Manager—Robert Lewis.  
Operations Manager—Michael Shugart.  
**2. REPRESENTATIVES**  
ABC FM Spot Sales.  
**3. FACILITIES**  
ERP 100,000 w.; 96.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 597 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a.  
Rate Protection: \*10, \*11.  
Basic Rates: 20a, 31, 33d.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70c, 71a, 72, 73a.  
(\*): 60 days.  
Affiliated with American FM Network.  
Rates contained herein are in accordance with Phase III guidelines as issued by the Cost of Living Council.

**TIME RATES**  
No. 3 ET 3/1/73—Rec'd 3/5/73.

AAA—Mon thru Fri 3 pm-midnight; Sat 6 am-midnight. Sun noon-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Fri 6-10; Mon thru Sat midnight-2 am.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A
1 min	26	22	16
6 ti	24	20	14
12 ti	22	18	12
18 ti	20	16	11
24 ti	18	14	10

B: 1-min. flat, 7.00; 30-sec. flat, 5.00.

**7. PACKAGE PLANS**  
COMBINED DRIVE—1/2AM, 1/2PM

PER WK:	12 ti	18 ti	24 ti
1 min	225	300	360
30 sec	180	240	285

TAP—1/3AAA, 1/3AA, 1/3A

1 min.	185	250	285
30 sec.	150	200	225

Preemptible; not combinable for frequency discount.

**10. SPECIAL FEATURES**  
News sponsorship, extra 20% time class rate. Incl open & close plus 1-min spot.  
Fixed position; extra 10%.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%

## K B U K

(formerly KWBA)  
1947  
BAYTOWN

Media Code 4 245 3934 4.00

KWBA, Box 419, Baytown, Tex. 77520. Phone 713-424-5531.

**STATION'S PROGRAMMING DESCRIPTION**  
KBUK: MUSIC: country. NEWS: at :50 & :10. Rec'd 9/3/74.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Dave Perkins.

**3. FACILITIES**  
1,000 w.; 1360 kc.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 28b, 29a, 32b.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Cancellation: 70a 70c, 71a, 73a.

**TIME RATES**  
ET 9/1/74—Rec'd 9/3/74.

**6. SPOT ANNOUNCEMENTS**

MON THRU SAT 6-10 AM:	1 ti	25 ti	50 ti	75 ti	100 ti	150 ti
MON THRU FRI 3-7 PM:	1 min	8.65	7.90	7.10	6.75	6.35
PER MO:	30 sec	7.10	6.50	5.90	5.60	5.30

RTA  
1 min..... 7.65 6.90 6.10 5.75 5.35 5.00  
30 sec..... 6.10 5.50 4.90 4.60 4.30 4.00  
Specified time: Extra 10%.

**10. SPECIAL FEATURES**  
Newscasts—minimum 13-wk contract, ea 16.00.

## K C O H

1948  
HOUSTON  
AVCO  
RADIO SALES

Media Code 4 245 3950 0.00

Call of Houston, Inc., 5011 Almeda St., Houston, Tex. 77004. Phone 713-522-1001.

**STATION'S PROGRAMMING DESCRIPTION**  
KCOH: Programmed to Black community, with all Black Air personalities.

**MUSIC:** R & B, selected top pop, better album cuts, playlist of 75 single with 10 extra; oldies, 2 per hour; Total Sound Jingle Package. **SPECIAL FEATURES:** Talk programs Sun afternoon for school district, Chamber of Commerce, Police Show, Women's Audience Participation Show, Community forum. Emphasis on Community Involvement. **RELIGION:** special program Sunday, 6 am-4 pm. **NEWS:** 3 man local news team with major stories of national & international interest aired twice per hour. Mobile units for local coverage. Extended newscasts at :20, condensed newscasts at :40. Accutalities on each newscast. Contact Representative for further details. Rec'd 5/30/72.

**1. PERSONNEL**  
President—Dorothy G. Meeker.  
Vice-Pres. & Gen'l Mgr.—Mike Petrizzo.  
Commercial Manager—Jim Riffe.

**2. REPRESENTATIVES**  
Arvo Radio Sales.

**3. FACILITIES**  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60k, 61c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Arvo Group Plan.

Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**  
No. 1 ET 9/1/73—Rec'd 8/13/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm, Sun all day; all other times.

**7. PACKAGE PLANS**  
SECTION I—WEEKLY FREQUENCY PLANS

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
PER YR:	Fixed	156x	312x	520x	780x	1040x
1 min	38	33	32	31	30	29
30 sec	32	29	28	27	26	25

CLASS AA

1 min	34	29	28	27	26	25
30 sec	28	26	25	24	23	22

SECTION II—CONVERTIBLE GRID PLANS  
Rec'd—Mon thru Sat 3-7 pm.  
White—Mon thru Sat 6 am-3 pm.  
Blue—Sun all day.

**1 MIN, ROS WITHIN GRIDS:**

6 ti (2 red, 1 white, 3 blue)	Per wk	180
12 ti (4 red, 5 white, 3 blue)		336
18 ti (6 red, 6 white, 6 blue)		468
24 ti (8 red, 10 white, 6 blue)		576
30 ti (10 red, 11 white, 9 blue)		645

## CONVERSION

Higher to lower: 2 red to 3 white, 3 white to 3 blue.  
Lower to higher: 3 blue to 2 white, 3 white to 2 red.

**COMBINABILITY**  
Sec I in designated classes may be added to Sec II at applicable rate; fully convertible.  
**TRANSFER**  
Sec II transferable to Sec I rates at any time during contract yr at earned Sec I rates on non-retroactive basis for balance of contract.

## K E N R

1968  
HOUSTON  
HR  
STONE radio

Subscriber to the NAB Radio Code  
Media Code 4 245 3983 8.00

Lake Huron Broadcasting Corp., 2 Greenway Plaza E., Houston, Tex. 77046. Phone 713-621-1550.

**1. PERSONNEL**  
President—William J. Edwards.  
Vice-Pres. & Gen'l Mgr.—Robert M. Chandler.  
Operations Manager—Ric Libby.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
10,000 w. days, 5,000 w. nights; 1070 kc. Directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 27, 29a, 29b, 30, 32a, 32b, 32c, 32d, 32e, 32f, 32g, 32h, 32i, 32j, 32k, 32l, 32m, 32n, 32o, 32p, 32q, 32r, 32s, 32t, 32u, 32v, 32w, 32x, 32y, 32z, 33a, 33b, 33c, 33d, 33e, 33f, 33g, 33h, 33i, 33j, 33k, 33l, 33m, 33n, 33o, 33p, 33q, 33r, 33s, 33t, 33u, 33v, 33w, 33x, 33y, 33z, 34a, 34b, 34c, 34d, 34e, 34f, 34g, 34h, 34i, 34j, 34k, 34l, 34m, 34n, 34o, 34p, 34q, 34r, 34s, 34t, 34u, 34v, 34w, 34x, 34y, 34z, 35a, 35b, 35c, 35d, 35e, 35f, 35g, 35h, 35i, 35j, 35k, 35l, 35m, 35n, 35o, 35p, 35q, 35r, 35s, 35t, 35u, 35v, 35w, 35x, 35y, 35z, 36a, 36b, 36c, 36d, 36e, 36f, 36g, 36h, 36i, 36j, 36k, 36l, 36m, 36n, 36o, 36p, 36q, 36r, 36s, 36t, 36u, 36v, 36w, 36x, 36y, 36z, 37a, 37b, 37c, 37d, 37e, 37f, 37g, 37h, 37i, 37j, 37k, 37l, 37m, 37n, 37o, 37p, 37q, 37r, 37s, 37t, 37u, 37v, 37w, 37x, 37y, 37z, 38a, 38b, 38c, 38d, 38e, 38f, 38g, 38h, 38i, 38j, 38k, 38l, 38m, 38n, 38o, 38p, 38q, 38r, 38s, 38t, 38u, 38v, 38w, 38x, 38y, 38z, 39a, 39b, 39c, 39d, 39e, 39f, 39g, 39h, 39i, 39j, 39k, 39l, 39m, 39n, 39o, 39p, 39q, 39r, 39s, 39t, 39u, 39v, 39w, 39x, 39y, 39z, 40a, 40b, 40c, 40d, 40e, 40f, 40g, 40h, 40i, 40j, 40k, 40l, 40m, 40n, 40o, 40p, 40q, 40r, 40s, 40t, 40u, 40v, 40w, 40x, 40y, 40z, 41a, 41b, 41c, 41d, 41e, 41f, 41g, 41h, 41i, 41j, 41k, 41l, 41m, 41n, 41o, 41p, 41q, 41r, 41s, 41t, 41u, 41v, 41w, 41x, 41y, 41z, 42a, 42b, 42c, 42d, 42e, 42f, 42g, 42h, 42i, 42j, 42k, 42l, 42m, 42n, 42o, 42p, 42q, 42r, 42s, 42t, 42u, 42v, 42w, 42x, 42y, 42z, 43a, 43b, 43c, 43d, 43e, 43f, 43g, 43h, 43i, 43j, 43k, 43l, 43m, 43n, 43o, 43p, 43q, 43r, 43s, 43t, 43u, 43v, 43w, 43x, 43y, 43z, 44a, 44b, 44c, 44d, 44e, 44f, 44g, 44h, 44i, 44j, 44k, 44l, 44m, 44n, 44o, 44p, 44q, 44r, 44s, 44t, 44u, 44v, 44w, 44x, 44y, 44z, 45a, 45b, 45c, 45d, 45e, 45f, 45g, 45h, 45i, 45j, 45k, 45l, 45m, 45n, 45o, 45p, 45q, 45r, 45s, 45t, 45u, 45v, 45w, 45x, 45y, 45z, 46a, 46b, 46c, 46d, 46e, 46f, 46g, 46h, 46i, 46j, 46k, 46l, 46m, 46n, 46o, 46p, 46q, 46r, 46s, 46t, 46u, 46v, 46w, 46x, 46y, 46z, 47a, 47b, 47c, 47d, 47e, 47f, 47g, 47h, 47i, 47j, 47k, 47l, 47m, 47n, 47o, 47p, 47q, 47r, 47s, 47t, 47u, 47v, 47w, 4



# TEXAS

Houston—K F M K (FM)—Continued

## 8. PROGRAM TIME RATES

PER WK:	1 hr	1/2 hr	1/4 hr	5 min
1 tl	65	35	22	10
5-8 tl	25	16	8	8

## 10. SPECIAL FEATURES

DIXIE GOSPEL CARAVAN	
1 PER DAY:	30 sec
1 tl	8
78 tl (13 wks)	7
156 tl (6 mo)	6
312 tl (1 yr)	5

**KIKK**  
1947  
PASADENA



Buckley Radio Sales, Inc.



**RAB**

Media Code 4 245 4000 3.00

Sonderling Broadcasting Corp., Box 1152, 712 E. Southmore, Pasadena, Tex. 77501. Phone 713-473-4433.

**STATION'S PROGRAMMING DESCRIPTION**  
KIKK: Programmed for adults, general interest. MUSIC: Modern country, emphasizing 70% current hits & 30% memory makers. NEWS: 5 min at :45; headlines at :15; 6-man news staff; 3 mobile units plus 2 on-the-spot mobile reporters. Frequent time & weather reports. Contact Representative for further details. Rec'd 1/9/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Al Greenfield.  
Operations Manager—Mac Allen.  
General Sales Manager—Deane Hardy.

### 2. REPRESENTATIVES

Buckley Radio Sales, Inc.

### 3. FACILITIES

250 w days; 650 kc. Non-directional.

Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 15b.

Basic Rates: 20b, 21a, 22a, 23a, 24a, 24b, 24c, 27.

28a, 28c, 29a, 29b, 30, 31, 32b.

Contracts: 40c, 41, 43, 44a, 44b, 45, 46, 47a, 48.

51a, 51b.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 61b.

Cancellation: 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

### TIME RATES

AM-FM COMBINATION

No. 14 Eff 1/1/74—Rec'd 1/9/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

SECTION I—FIXED WITHIN SPECIFIED

1/2 HOUR

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
6 tl	57.00	45.60	34.20	47.00	37.60	28.20
12 tl	55.00	44.00	33.00	45.00	36.00	27.00
18 tl	53.00	42.40	31.80	43.00	34.40	25.80
24 tl	51.00	40.80	30.60	41.00	32.80	24.60

Non-preemptible.

SECTION II—ROTATING WITHIN

SPECIFIED TIME

6 tl	52.00	41.60	31.20	42.00	33.60	25.20
12 tl	50.00	40.00	30.00	40.00	32.00	24.00
18 tl	48.00	38.40	28.80	38.00	30.40	22.80
24 tl	46.00	36.80	27.60	36.00	28.80	21.60

SECTION III—ROT

PER WK:	6 tl	12 tl	18 tl	24 tl
1 min	45.00	43.00	41.00	39.00
20/30 sec	36.00	34.40	32.80	31.20
10 sec	27.00	25.80	24.60	23.40

1/3 Class I, 1/3 wkly Class II, 1/3 wknds.

### 7. PACKAGE PLANS

SECTION IV—TOTAL AUDIENCE PLANS

PER WK, EA:	6 tl	12 tl	18 tl	24 tl	30 tl
1 min	35	33	31	29	27
20/30 sec	28	27	25	23	22

1/3AA, 1/3A, 1/3 FM only (AM sign-off-sign-on.)

### 10. SPECIAL FEATURES

SECTION V—5-MINUTE NEWS & SPORTS

PER WK:	3 tl	6 tl	12 tl	18 tl
AA	62	60	58	56
A	52	50	48	46

6-wk minimum contract length.

**KIKK-FM**  
1959  
HOUSTON



**RAB**

Media Code 4 245 4001 1.00

Sonderling Broadcasting Corp., Box 1152, 712 E. Southmore, Pasadena, Tex. 77501. Phone 713-473-4433.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

KIKK-FM: Programmed for adults, general interest. MUSIC: Country, emphasizing 60% memory makers plus 40% current hits. NEWS: 2 min at :50. Contact Representative for further details. Rec'd 2/15/73.

### 3. FACILITIES

ERP 50,000 w. (horiz.), 50,000 w. (vert.); 95.7 mc.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 995 ft. above average terrain.

### TIME RATES

Sold in combination with KIKK. See that listing for rates.

# KILT

## remains #1...

morning drive

men	women	adults
18-34	18-49*	18-34*
18-49*		18-49

housewife time

men	women	adults
18-49	18-24†	18-34*
	18-34*	

afternoon drive

men	women	adults
18-49*†	18-49†	18-49*†

And after KILT-FM's first ARB, the phenomenal results are...

morning drive

teens	men	adults
#2*†	18-34 #1*†	18-49 #1
	18-49 #1†	

housewife time

teens	men	adults
#2*†	18-34 #3*	18-49 #2†
	18-49 #2†	

afternoon drive

teens	men	adults
#2*	18-34 #2†	18-34 #3*
	18-49 #2†	

... Among FM stations

## BUY THE

## TOTAL PACKAGE

SOURCE \*ARB Apr/May 1974, Houston metro, avg 1/4 hr persons  
†Pulse Apr/June 1974, Houston RSA, avg 1/4 hr persons

**KILT**  
1948  
HOUSTON

Independent

**BLAIR RADIO**

**RAB**

Media Code 4 245 4025 0.00

The LIN Broadcasting Corp., 500 Lovett Blvd., Houston, Tex. 77006. Phone 713-526-3461.

### 1. PERSONNEL

Pres. (LIN Broadcasting Corp.)—Donald A. Pels.  
Pres., Gen'l Mgr., Nat'l Sales—Dickie Rosenfeld.  
Local Sales Manager—Harry Rogers.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

5,000 w.; 610 kc. Directional—separate patterns, day and night.

Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0. Bills payable upon receipt.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 28b, 28c, 29a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 48, 49, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60i, Cancellation: 70a, 70c, 71a, 73a, 73b.

### RATE PROTECTION

Rates quoted herein are guaranteed for a period of 13 weeks from the effective date of any increase in these rates, provided that advertising equalling a weekly expenditure of 150.00 is actually running at the time of effective date of increase, and providing that these broadcasts continue without interruption during rate protection period.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 9 Eff 5/1/74—Rec'd 5/9/74.

AAA—Mon thru Sat 5:30-10 am; Sat 10 am-3 pm.

AA—Mon thru Sat 3-8 pm; Sun 10 am-8 pm.

A—Mon thru Sun 8 pm-midnight.

A—Mon thru Fri 10 am-3 pm; Sun 6-10 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 tl	AAA	12 tl	18 tl	1 tl	6 tl	12 tl	18 tl
1 min	80	74	70	68	70	68	64	62
30 sec	64	59	56	54	56	54	51	49

PER WK:	1 tl	AAA	12 tl	18 tl	1 tl	6 tl	12 tl	18 tl
1 min	66	62	60	56	55	52	50	48
30 sec	53	49	48	45	44	42	40	38

10 sec: 50% of 1-min, when available; preemptible.

Equal number of spots in AAA & AA entitles one to applicable AAA rate for all spots.

### 10. SPECIAL FEATURES

News Participations—1 minute or 30 seconds applicable rate plus 10%

**KILT-FM**

1961

HOUSTON

**RAB**

Media Code 4 245 4026 8.00

The LIN Broadcasting Corp., 500 Lovett Blvd., Houston, Tex. 77006. Phone 713-526-3461.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**

KILT-FM: Contemporary music & news geared to 18-34 audience. Live personalities. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 12/3/73.

### 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 100.3 mc. Stereo.

Operating schedule: 24 hours daily. CST.

Antenna ht.: 790 ft. above average terrain.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 5/15/74—Rec'd 5/20/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.

AA—Mon thru Fri 6 am-3 pm; Mon thru Sun midnight-2 am.

A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min	AAA	1 min	AA	1 min	A
6 tl	34	27	30	24	26	21
12 tl	32	26	26	21	24	19
18 tl	28	22	24	19	20	16
24 tl	24	19	20	16	16	13

(\*) 30 sec. less.

**KLEF (FM)**

1964

HOUSTON



**RAB**

An Entereom Station

Media Code 4 245 4050 8.00

Entertainment Communications, Inc., 1401 S. Post Oak Rd., Houston, Tex. 77027. Phone 713-622-5553.

**STATION'S PROGRAMMING DESCRIPTION**

KLEF (FM): Fine arts format. Live PERSONALITIES. NEWS: 12 5-min newscasts daily. Interviews with people in arts occasionally broadcast. COMMERCIAL POLICY: at least half hour separation between competing products & services. Contact Representative for further details. Rec'd 4/7/71.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—William B. Berkey.

Program Director—Mark Fowler.

### 2. REPRESENTATIVES

New York—Herbert E. Groskin & Co.

Chicago—Hooper Jones & Associates.

Atlanta—David Carpenter Company.

Los Angeles—Harlan G. Oakes, Inc.

Seattle—The Teacher Company.

(This listing continued on next page)

# TEXAS

Houston—KLEF (FM)—Continued

## 3. FACILITIES

ERP 100,000 w. (horiz.), 100,000 w. (vert.); 94.6 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 610 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0.

## 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22b, 23a, 24b, 25a, 29a.  
Contracts: 40a, 41, 42b, 44a, 45, 51a, 51b.  
Comb.; Cont. Discounts: 60f, 60i, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71b, 72.  
Prod. Services: 80.  
Member: The Groskin Group.

## TIME RATES

EFF 5/1/72—Rec'd 5/2/73.  
AA—Mon thru Sun 10 am-7 pm.  
A—Mon thru Sun 6-10 am & 7 pm-midnight.

PER WK, 1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	18	17	16	15
A	16	15	14	13

30 sec: 80% of 1-min.  
Fixed: Extra 10%.

**KLLO**  
1947  
HOUSTON



**THE CHRISTAL CO.**

**Progressive Rock**



Subscriber to the NAB Radio Code.  
Media Code 4 245 4055 8.00  
Rusk Corp., Box 1520, 510 Lovett Rd., Houston, Tex.  
77001. Phone 713-526-4591.  
See affiliated AM station for additional information.  
AM facilities: KTRH.

**STATION'S PROGRAMMING DESCRIPTION**  
KLLO: Programmed for young adults from mid-teens thru mid-thirties.  
**MUSIC:** Progressive rock format by DJ's Beck, folk, jazz, blues, country & contemporary hits. Frequent live performances. **NEWS:** 13 5-min newscasts daily with frequent public affairs. **COMMERCIAL POLICY:** 4 commercial breaks per hour with maximum 8 minutes per hour. Contact Representative for further details. Rec'd 1/31/74.

**1. PERSONNEL**  
General Sales Manager—Max Cohen.

**3. FACILITIES**  
ERP 97,000 w. (horiz.), 97,000 w. (vert.); 101.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 21 EFF 5/1/74—Rec'd 5/10/74.  
AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—Mon thru Fri midnight-3 pm; Sat & Sun midnight-noon.

**6. SPOT ANNOUNCEMENTS**

PER WK, FLOATING	1 min	30/less	1 min	30/less
1 ti	28	26	23	21
6 ti	26	24	21	19
12 ti	24	22	19	17
18 ti	23	21	18	16

FM & AM combinable for wkly frequency with minimum of 50% on AM.

**KLVL**  
1950  
PASADENA

Media Code 4 245 4075 5.00  
Felix H. Morales, 111 N. Ennis St., Houston, Tex.  
77003. Phone 713-225-3297.  
Main Studio—1811 Pasadena Blvd., Pasadena, Tex.  
77501. Phone 713-472-1361.

**STATION'S PROGRAMMING DESCRIPTION**  
KLVL: Spanish language. **MUSIC:** variety music, current recordings from Mexico. Dramatic programs, sports flashes, special events, news, weather. **SPORTS:** broadcast high school, college and professional football, basketball, baseball. Contact Representative for further details. Rec'd 11/27/67.

**1. PERSONNEL**  
General Manager—Felix H. Morales.  
Assistant Manager—Mrs. Felix Morales.  
Sales Manager—Johnny P. Hernandez.

**2. REPRESENTATIVES**  
East—National Time Sales.  
West Coast—Harlan G. Oakes, Inc.  
Atlanta—David Carpenter Company.

**3. FACILITIES**  
1,000 w. days, 600 w. nights; 1480 kc.  
Directional—night only.  
Operating schedule: 6 am-10 pm. CST.

**4. AGENCY COMMISSION**  
15/0 time only—variable when rendered.

**5. GENERAL ADVERTISING See coded regulations**  
General: 5.  
Basic Rates: 26.  
Contracts: 45, 46, 47a, 49.

## TIME RATES

No. 5 EFF 8/1/68—Rec'd 10/11/68.

SPOT ANNOUNCEMENTS	1x	2x	52x	104x	156x	312x	363x
1 min 10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec 7.50	7.13	6.75	6.38	6.00	5.63	5.25	4.88

**6. PROGRAM TIME RATES**

1x	2x	52x	104x	156x	312x	363x
1 hr	62.50	58.75	55.25	53.13	50.00	46.88
1/2 hr	35.63	33.75	31.88	30.00	28.13	26.25
1/4 hr	23.75	22.50	21.25	20.00	18.75	17.50
5 min	15.00	14.25	13.50	12.75	12.00	11.25

**KLYX (FM)**  
1965  
CLEAR LAKE CITY



Media Code 4 245 4100 1.00  
Amaturo Group, Inc., 3100 Richmond Ave., Houston, Tex. 77006. Phone 713-527-9545.  
Mailing address: Box 27560, Houston, Tex. 77027.

**STATION'S PROGRAMMING DESCRIPTION**  
KLYX (FM): MUSIC: modern MOR. Contact Representative for further details. Rec'd 8/21/72.

**1. PERSONNEL**  
President—Joseph Amaturo.  
Vice-President—M. E. (Doc) Fidler.  
General Manager—Thomas L. Perryman.

**2. REPRESENTATIVES**  
Avery-Knode, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 2b, 3a, 3d, 4a, 5.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 22a, 23a.  
Contracts: 40a, 41, 45.  
Comb.; Cont. Discounts: 60d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 5 EFF 7/1/74—Rec'd 7/1/74.  
AAA—Mon thru Sat 10 am-10 pm.  
AA—Mon thru Sat 6-10 am & 10 pm-midnight; Sun 6 am-midnight.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	1 ti	12 ti	18 ti	24 ti	30 ti
1 min	20.00	17.00	16.00	15.00	14.00
30 sec	16.00	13.50	13.00	12.00	11.00

CLASS AA	1 min	15.00	14.00	13.00	10.00
30 sec	14.50	12.00	11.00	10.50	8.00

A: 50% of AAA.  
Fixed position: flat 20.00.

**10. SPECIAL FEATURES**  
Newscasts, flat ea 20.00.

**KNUZ**  
1948  
HOUSTON



**KATZ RADIO**

**AIMS -- Independent**  
**Country Fresh**



Texas Coast Broadcasters, Inc.  
An Associated Independent Metropolitan Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 4125 8.00  
Texas Coast Broadcasters, Inc., Box 188, 4701 Cav-  
line, Houston, Tex. 77001. Phone 713-523-2581.  
TWX 713-571-2231.

**1. PERSONNEL**  
President—David H. Morris.  
Vice-President of Sales—Forrest Patton.

**2. REPRESENTATIVES**  
Katz Radio.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

## 4. AGENCY COMMISSION

15/0 time only.

**5. GENERAL ADVERTISING See coded regulations**  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15a, 15b, 15c.  
Basic Rates: 20a, 21a, 21b, 22b, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KQUE (FM).  
Affiliated with Katz Radio Network.  
Affiliated with American Information Network.  
Member: Lazy-K Group.

## TIME RATES

No. A-71 EFF 5/1/71—Rec'd 4/9/71.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

MIN. PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	55	50	48	46	44
AA	50	45	43	41	39
A	45	40	38	36	34
B	35	30	28	26	24

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan A, 1/2AAA, 1/2AA	45	43	41	39
Plan B, 1/3AAA, 1/3AA, 1/3A	41	39	37	35

30/30 sec: 90% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
5-min newscasts—1-1/2x applicable 1-min rate.  
(Houston continued on next page)

# Know Your Service

## Special features of Spot Radio Rates and Data help your station selection

Besides the regular station listings, these four specific references in the monthly edition of *Spot Radio* aid in your selection of stations by type and location:

- **Alphabetical Index** — stations are listed alphabetically by call letter showing city of license and state.
- **Foreign Language Programming** — stations with at least one program are listed geographically showing the language and number of hours of foreign language programming.
- **Negro Programming** — listed by state, city and call letters, stations having at least one regularly scheduled program are shown with total hours Negro programming.
- **Farm Programming** — stations broadcasting at least one total weekly farm broadcast hours.

These features — kept up to date monthly — are designed to facilitate the job of station selection. See the contents page for location of these and other feature bonuses.

BD6A-1/4



**KODA** 1961  
**KODA-FM** 1958  
HOUSTON

**Selcom, Inc.**  
Beautiful Music

NAB NAFMB

Media Code 4 245 4150 6.00

Taft Broadcasting Corp., 4808 San Felipe Road, Houston, Tex. 77027. Phone 713-622-1010.

**STATION'S PROGRAMMING DESCRIPTION**  
KODA: MUSIC: familiar standards with melodic arrangements, mostly instrumentals. Limited commercial policy. Maximum 60 seconds of non-musical programming except for news. Accenting news in drive time. 5 minutes at :60 & :30 until 8 am & between 4:30 & 6:30 pm. 9 am-4 pm 5 min newline news. Stock Market Reports at :15 & :45; Weather 4 times per hour. SPORTS: 4:30 pm. College football. Brief editorials daily. Contact Representative for further details. Rec'd 2/7/72.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—B. Thomas Hoyt  
Program Director—James Rhett Butler.  
Sales Manager—Milt Willis.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
5,000 w. days; 1010 kc. Directional.  
Operating schedule: 6 am local sunset. CST.  
FM-ERP 100,000 w.; 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.  
Simulcast Mon thru Sat 6 am-6 pm; Sun, noon-sunset.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 24a, 25a, 32b.  
Contracts: 40a, 42a, 43, 45, 46.  
Comb.: Cont. Discounts: 62b, 62d.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 81.  
Affiliated with MBS.

**TIME RATES**  
AM/FM COMBINATION  
ET 10/1/73—Rec'd 9/5/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
PER WK: 1 min: 1 ti 6 ti 12 ti 18 ti 24+ ti  
AA ..... 40 36 33 31 29  
A ..... 36 33 30 27 25  
20/30 sec.: 80% of 1-min. 10 sec.: 50% of 1-min.

**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%

**FM ONLY**  
NIGHTTIME PLAN—MON THRU SUN  
6 PM-MIDNIGHT

- PER WK: 6 ti 12 ti 18 ti 24+ ti  
1 min: 24 20 18 16
- PROGRAM TIME RATES**  
1/2 hr: 3-1/2x 1-min. 5 min: 1-1/2x 1-min.  
1/4 hr: 2-1/2x 1-min.

**FM ONLY**  
1 hr: 6x 1-min. 1/4 hr: 2-1/2x 1-min.  
1/2 hr: 4x 1-min. 5 min: 1-1/2x 1-min.

- SPECIAL FEATURES**  
News headlines—up to 2 min, applicable 1-min rate.

**KPRC**  
1925  
HOUSTON

Represented by **CBS RADIO**  
SPOT SALES

NAB

Subscriber to the NAB Radio Code

Media Code 4 245 4175 3.00  
Houston Post Co., Box 2222, 8181 S. W. Frwy., Houston, Tex. 77001. Phone 713-771-4631.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jack Harris.  
Vice-Pres. & Sta. Mgr.—Cleve Griffin.  
Sales Manager—George Stokes.
- REPRESENTATIVES**  
CBS Radio Spot Sales.
- FACILITIES**  
5,000 w.; 950 kc.  
Directional—night only.  
Operating schedule: 5:30-1 am. CST.
- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 27, 28a, 29a, 30, 31, 32b, 33c.  
Contracts: 40a, 41, 42c, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62a, 62h, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**  
No. 24 ET 1/1/71—Rec'd 11/30/70.  
AAA—Mon thru Sun 5-10 am.  
AA—Mon thru Sun 4-7 pm.  
A—Mon thru Sun 10 am-4 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	53.00	48.00	47.00	46.00 45.00
20/30 sec.....	42.00	38.00	37.00	36.00 35.00
10 sec.....	26.50	24.00	23.50	23.00 22.50

PER WK:	CLASS AA			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	45.00	40.00	39.00	38.00 37.00
20/30 sec.....	38.00	34.00	33.00	32.00 31.00
10 sec.....	22.50	20.00	19.50	19.00 18.50

PER WK:	CLASS A			
	1 ti	6 ti	12 ti	18 ti 24 ti
1 min.....	36.00	33.00	32.00	31.00 30.00 29.00
20/30 sec.....	31.00	28.00	27.00	26.00 25.00 24.00
10 sec.....	18.00	16.50	16.00	15.50 15.00 14.50

**CLASS B**  
1 min..... 20.00 19.00 18.00 17.00 16.00  
20/30 sec..... 18.00 17.00 16.00 15.00 14.00  
10 sec..... 10.00 9.50 9.00 8.50 8.00  
(\* ) Specified position.

Minutes, Newscasts and 20/30 second spots may combine to earn weekly frequency discount.  
Minutes, Newscasts and 20/30 second spots and ID's may combine on the basis of 2 ID's equalling 1 longer spot.

**7. PACKAGE PLANS**

PER WK:	TOTAL AUDIENCE PLANS	1 min/20/30
12 ti (4AAA, 3AA, 3A, 2B).....	396	312
18 ti (5AAA, 5AA, 5A, 3B).....	553	432
24 ti (7AAA, 7AA, 7A, 3B).....	696	528

**WEEKEND PLAN—SAT & SUN**  
18 plan (5AAA, 4AA, 5A, 4B)..... 396 315

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—10%. Applied as earned.  
Spots must be scheduled equally over 7-day period and rotate within time classification. TAP spots are combinable with all weekly spots and programs.

**10. SPECIAL FEATURES**

**5-MINUTE NEWSCASTS**

PER WK:	1 ti	3 ti	6 ti	12 ti
AAA.....	82	78	75	73
AA.....	75	71	69	37
A.....	63	60	58	55
B.....	38	36	35	33

**15-MINUTE NEWSCASTS**

PER WK:	1 ti	3 ti	6 ti	12 ti
AAA.....	97	95	93	---
AA.....	90	88	86	---
A.....	75	73	71	---
B.....	45	44	43	---

**KQUE (FM)**  
1960  
HOUSTON



**KATZ RADIO**

NAB RAB NAFMB

Texas Coast Broadcasters, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 245 4200 9.00  
Texas Coast Broadcasters, Inc., Box 188, 4701 Caroline, Houston, Tex. 77001. Phone 713-523-2581.  
TWX 713-571-2231.  
See affiliated AM station for additional information.  
AM facilities: KNUZ.

- PERSONNEL**  
President—David H. Morris.  
Operations Manager—Webb Hunt.

- FACILITIES**  
ERP 280,000 w. (horiz.), 280,000 w. (vert.); 102.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: \_\_\_\_\_ ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Katz Radio Network.  
Member: Lazy-K Group.

**TIME RATES**  
No. A-71 ET 5/1/71—Rec'd 4/9/71.

- SPOT ANNOUNCEMENTS**  
PER WK, FIXED: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 min..... 20 19 18 17 16  
20/30 sec.: 80% of 1-min. 10 sec.: 50% of 1-min.
- PROGRAM TIME RATES**  
1 hr—6x 1-min. 1/4 hr—2-1/2x 1-min.  
1/2 hr—3-1/2x 1-min.

**Demographics!**

They'll soon be a regular feature in SRDS.  
Watch for their appearance in future issues.

R-N 9/10

**KRBE (FM)**  
1958  
HOUSTON

COMMUNICATIONS

**Century National Sales**

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 245 4210 8.00  
GCC Communications of Houston, Inc., 8208 Westpark Dr., Houston, Tex. 77042. Phone 713-781-6111

- PERSONNEL**  
President—Alexander M. Tanger.  
Executive Vice-President—John F. Tenaglia.  
General Manager—Robert C. Fauser.
- REPRESENTATIVES**  
Century National Sales.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 25a, 28a, 29c, 30, 33d.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60d, 60e, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.

**TIME RATES**  
No. 6 ET 7/75/74—Rec'd 7/29/74.  
AAA—Mon thru Sun 3 pm-midnight; Sat & Sun 10 am-3 pm.  
AA—Mon thru Sun 6-10 am.  
A—Mon thru Fri 10 am-3 pm.

- SPOT ANNOUNCEMENTS**
- | PER WK:   | AAA  |       |       |       | AA   |       |       |       |
|-----------|------|-------|-------|-------|------|-------|-------|-------|
|           | 6 ti | 12 ti | 18 ti | 24 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min 45  | 42   | 39    | 36    | 35    | 32   | 29    | 26    | 26    |
| 30 sec 36 | 34   | 32    | 30    | 28    | 26   | 24    | 22    | 22    |
- 
- | PER WK:     | A    |       |       |       |
|-------------|------|-------|-------|-------|
|             | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min.....  | 30   | 28    | 26    | 24    |
| 30 sec..... | 26   | 24    | 22    | 20    |
- 10 sec.: 50% of 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%

**KRLY (FM)**  
1963  
HOUSTON

**CBS/FMSALES**

NAB RAB

Media Code 4 245 4230 6.00  
Zantanon Communications Corp., 3935 Westheimer, Houston, Tex. 77027. Phone 713-626-8130.

**STATION'S PROGRAMMING DESCRIPTION**  
KRLY (FM): MUSIC: Top 40, featuring top name air personalities who blend current hits with golden records. NEWS: Network 5 min. at :30, 16x per weekday. COMMERCIAL POLICY: limited to 9 minutes per hour. Contact Representative for further details. Rec'd 1/23/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert S. Anderson, Sr.
- REPRESENTATIVES**  
CBS/FM Sales.
- FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6b, 7h, 8.  
Rate Protection: 10e, 11e, 12e, 15b.  
Basic Rates: 20a, 20h, 21a, 21b, 21c, 22b, 22d, 23a, 23b, 24c, 25a, 27, 28b, 28c, 30, 33d.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 49, 51a, 51h, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 60k, 62d.  
Cancellation: 71a, 72.  
Prod. Services: 80, 81, 82.  
Member: Texas State Network.

**TIME RATES**  
No. 6 ET 6/1/74—Rec'd 8/1/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight.  
A—All other times.

- SPOT ANNOUNCEMENTS**
- | PER WK:   | AAA  |       |       |       | AA   |       |       |       |
|-----------|------|-------|-------|-------|------|-------|-------|-------|
|           | 6 ti | 12 ti | 18 ti | 24 ti | 6 ti | 12 ti | 18 ti | 24 ti |
| 1 min 24  | 22   | 20    | 18    | 18    | 16   | 15    | 14    | 14    |
| 30 sec 19 | 17   | 16    | 14    | 14    | 13   | 12    | 11    | 11    |
- Fixed position, extra 25%.

- PACKAGE PLANS**
- | PER WK:     | 18-HOUR IMPACT—1/2AAA, 1/2AA |       |       |       |
|-------------|------------------------------|-------|-------|-------|
|             | 6 ti                         | 12 ti | 18 ti | 24 ti |
| 1 min.....  | 20                           | 18    | 16    | 15    |
| 30 sec..... | 16                           | 14    | 13    | 12    |
- 
- | PER WK:     | 24-HOUR IMPACT—1/3AAA, 1/3AA, 1/3A |       |       |       |
|-------------|------------------------------------|-------|-------|-------|
|             | 6 ti                               | 12 ti | 18 ti | 24 ti |
| 1 min.....  | 16                                 | 15    | 14    | 12    |
| 30 sec..... | 13                                 | 12    | 11    | 10    |

TEXAS

**KTLW**

City of License, Texas City, Texas.  
Houston office—Las Vegas Motor Hotel, Houston, Texas. Phone 713-666-1411.  
See listing under Texas City, Texas.

**KTRH**  
1930  
HOUSTON



**THE CHRISTAL CO.**

**News-Talk-Information**

NAB RAB

Subscriber to the NAB Radio Code  
Media Code 4 245 4250 4.00  
Rusk Corp., Box 1520, 510 Lovett Blvd., Houston, Tex. 77001. Phone 713-526-4591.

- PERSONNEL**  
Sr. Vice-Pres. & Gen'l Mgr.—Frank Stewart.  
General Sales Manager—Max Cohen.
- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
50,000 w.; 740 kc. Directional.  
Operating schedule: 19 hours daily.
- AGENCY COMMISSION**  
15% on time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 12e, 13e, 14e.  
Basic Rates: 20a, 20b, 22a, 24c, 25a, 32b, 33d.  
Contracts: 41, 42a, 45, 46, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KL0L.

**TIME RATES**  
No. 21 ET 5/1/74—Rec'd 5/10/74.

AM Drive—Mon thru Sat 5:30-10 am.  
Daytime—Mon thru Sat 5:53-10 am; Mon thru Fri 10 am-3 pm.  
PM Drive—Mon thru Fri 3-7 pm.  
All other—Mon thru Fri 7 pm-midnight; Sat 10 am thru Sun all day.

- SPOT ANNOUNCEMENTS**
- | PER WK:        | AM DRIVE |       |       |       | DAYTIME |       |       |       | PM DRIVE |       |       |       |
|----------------|----------|-------|-------|-------|---------|-------|-------|-------|----------|-------|-------|-------|
|                | 1 min    | 1 min | 1 min | 1 min | 1 min   | 1 min | 1 min | 1 min | 1 min    | 1 min | 1 min | 1 min |
| Specified..... | 68       | 56    | 64    | 52    | 60      | 48    | 45    | 45    | 42       | 48    | 39    | 48    |
| 1 ti.....      | 64       | 53    | 60    | 49    | 56      | 45    | 42    | 42    | 38       | 44    | 36    | 44    |
| 6 ti.....      | 61       | 50    | 57    | 46    | 53      | 42    | 39    | 39    | 36       | 42    | 34    | 42    |
| 12 ti.....     | 58       | 47    | 54    | 43    | 50      | 40    | 37    | 37    | 34       | 40    | 32    | 40    |
| 18 ti.....     | 56       | 45    | 52    | 41    | 48      | 38    | 35    | 35    | 32       | 38    | 30    | 38    |

- | PER WK:        | ALL OTHER |       |       |       |
|----------------|-----------|-------|-------|-------|
|                | 1 min     | 1 min | 1 min | 1 min |
| Specified..... | 33        | 28    | 30    | 26    |
| 1 ti.....      | 29        | 25    | 27    | 22    |
| 6 ti.....      | 27        | 23    | 24    | 20    |
| 12 ti.....     | 25        | 21    | 22    | 18    |
| 18 ti.....     | 23        | 19    | 20    | 16    |

(\* ) 30 sec./less.  
AM & FM combinable for wky frequency with minimum of 50% on AM.  
(Houston continued on next page)

**EAST TEXAS**

Southwest's  
3rd Black  
Market

Not reached from Dallas or Houston 250,000+ Black population unduplicated coverage.

One rate  
One bill



**kjet/kzey**

Beaumont-Pt. Arthur-Tyler-Langview  
National Sales: Gibson Broadcasting Co.  
11300 N. Central Expressway, Dallas, Tex.  
or contact our Reprs. Bernard Howard & Co.  
For combination rates see listing at beginning of state.

# TEXAS

Houston—Continued

**KULF**  
1944  
HOUSTON  
**Independent**



**ROBERT E. EASTMAN & CO., INC.**

**RAB**

A Southern Broadcasting Company Station

Subscriber to the NAB Radio Code

Media Code 4 245 4260 3.00

Southern Broadcasting Co., 2100 Travis, Houston, Tex. 77002. Phone 713-224-7900.

### STATION'S PROGRAMMING DESCRIPTION

**KULF: MUSIC:** modern MOR featuring music personalities. **NEWS:** 10 min at 7 & 3 am, M-F; 5 min hourly all other hours. Sports included in news. 8 man news staff. **LIMITED COMMERCIAL POLICY:** only 12 availabilities per hour, none exceeding 90 seconds, non exceeding 2 commercials. Contact Representative for further details. Rec'd 8/3/73.

### 1. PERSONNEL

President—John G. Johnson.  
Vice-Pres. & Gen'l Mgr.—William R. Bosse.  
General Sales Manager—Philip E. McDonald.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

5,000 w.; 790 kc.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23b, 24a, 24c, 29a, 29b, 32b, 33d.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60g, 60i, 61a.  
Cancellation: 70c, 71a, 72.  
Prod. Services: 80, 82.  
FM facilities: KYND.  
Affiliated with Eastman Radio Network.

### TIME RATES

#### KULF/KYND COMBINATION

No. RC #2 Eff 7/1/74—Rec'd 7/5/74.

- I—Mon thru Fri 6-10 am.  
II—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.  
III—Mon thru Fri 10 am-3 pm; Sun 9 am-7 pm.  
IV—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	Fixed	1 ti	12 ti	18 ti	24 ti
I	100	90	86	84	82
II	92	82	78	76	74
III	64	60	57	54	
IV	40	38	36	35	

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only: Deduct 25%.

**KWBA**

NOTE: The call letters of this station have been changed to:

**KBUK**

**KXYZ HOUSTON**

1930  
HOUSTON



**OWNED AM STATION**



mcgavren-guild  
pgw radio, inc.



**RAB**

Subscriber to the NAB Radio Code

Media Code 4 245 4300 7.00

KXYZ, Inc., a wholly owned subsidiary of American Broadcasting Companies, Inc., 1602 Fannin Bank Bldg., Houston, Tex. 77025. Phone 713-795-4820.

### STATION'S PROGRAMMING DESCRIPTION

**KXYZ:** Programmed for mass adult audience. **MUSIC:** all time hits of past 20 years, plus current popular singles. **NEWS:** 5-min national & local news at :30, extended newscasts at 6, 7, 8 am, 5 & 6 pm. 5 man news staff with 2 mobile units. Frequent traffic & weather information. **SPORTS:** outdoor sportsman show 5-6 am M-F; 5-6:30 am Sat

& Sun. **COMMERCIAL POLICY:** maximum 14 minutes in am drive, 10 minutes all other times. Contact Representative for further details. Rec'd 6/10/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ronald L. Sack.  
General Sales Manager—John Hare.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

5,000 w.; 1320 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10h, 11h, 12h, 13h, 14h, 16.  
Basic Rates: 20a, 21b, 21d, 22a, 23a, 24b, 24c, 25a, 28b, 29a, 33a.  
Contracts: 40b, 41, 42a, 43, 44a, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 60c, 60i, 62a.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KAUM (FM).  
Affiliated with American Entertainment Network.

### TIME RATES

Eff 4/1/72—Rec'd 11/5/73.

- AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
A—Mon thru Sat 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA				
	1 ti	6 ti	12 ti	18 ti	24 ti
PER WK:	49	47	45	42	40
30/10 sec:	40	38	36	34	32

1 min.	CLASS AA				
	39	37	35	33	31
30/10 sec:	32	30	28	26	25

1 min.	CLASS A				
	26	24	22	20	18
30/10 sec:	21	20	18	16	15

### 9. PARTICIPATING PROGRAMS

The Outdoor Sportsman, Bob Stephenson:  
Mon thru Fri 5-6 am; Sat & Sun 5-6:30 am, ea 25

### 10. SPECIAL FEATURES

5-min Newscasts—all in AAA, ea. 60.00. Incl open & close plus 1 1-min spot.

**KYND**

1950

**PASADENA**

A Southern Broadcasting Company Station  
Media Code 4 245 4315 5.00

KYND, Inc., of Texas, 1001 E. Southmore, Pasadena, Tex. 77502. Phone 713-223-9200.

### STATION'S PROGRAMMING DESCRIPTION

**KYND: MUSIC:** familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. **NEWS:** capsules at :58. Contact Representative for further details. Rec'd 12/10/71.

### 1. PERSONNEL

President—John G. Johnson.  
Vice-Pres. & Gen'l Mgr.—William R. Bosse.  
General Sales Manager—Philip E. McDonald.  
Sales Manager—Donald H. Frederick.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

EBP 97,000 w. (horiz.), 97,000 w. (vert.); 92.5 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 790 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.  
Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 61b.  
Comb.: Cont. Discounts: 60e, 62b, 62d.  
Cancellation: 70a, 71a, 72, 73b.  
Prod. Services: 80, 82.  
AM facilities: KULF.  
Affiliated with Eastman Radio Network.  
Sold in combination with KULF. See that listing for rates.

### TIME RATES

No. 2 Eff 7/1/74—Rev 7/30/74—Rec'd 7/19/74.  
I—Mon thru Sun 6 am-7 pm.  
II—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN OR LESS:	1 ti	12 ti	18 ti	24 ti
I	40	38	36	35
II	23	18	17	

**KYOK**

1947

**HOUSTON**



Alan Torbet  
Associates, Inc.

**RAB**

Media Code 4 245 4325 4.00

Starr KYOK, Inc., 3001 LaBranch, Houston, Tex. 77004. Phone 713-526-7131.

### STATION'S PROGRAMMING DESCRIPTION

**KYOK:** Programmed for Black audience. **MUSIC:** rhythm and blues. Black disc jockies do all shows, including taped and live commercials.

(This listing continued on next page)

# You can deliver 15.1% of Houston's 18 plus listeners on KULF/KYND.

## For the rest buy 23 stations.

KULF/KYND deliver a 22.4% share of adults 35 to 49.

For more information, just ask Eastman Radio.



Source: Shares, 6am-7pm Mon-Fri, MSA Houston ARB Apr/May 1974



## Houston—KYO K—Continued

NEWS: 5-min local, state, national & international at :54. Daily commentaries. 1-hour talk shows twice weekly, with community leaders. Public participation by phone, Sat 6 pm & Wed 10 pm. SPORTS: live college football & high school playoffs, pre-game & post-game interviews with coaches & players. Contact Representative for further details. Rec'd 8/5/74.

**1. PERSONNEL**  
President—Peter Starr.  
General Manager—Ed Howard.  
National Sales Manager—Lou Mahacek, Jr.

**2. REPRESENTATIVES**  
Alan Torbal Associates, Inc.  
Starr Broadcasting Group, Inc.: See Rep. & S/O pages.

**3. FACILITIES**  
5,000 w.; 1590 kc. Directional—nights only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15%; 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 26b, 28c, 29a, 30.  
Contracts: 40c, 41, 42d, 43, 44b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60g, 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.  
Affiliated with ATA Radio Network.  
Affiliated with National Black Network.

## TIME RATES

No. 14 ET 10/1/73—Rec'd 8/23/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.  
B—All other times.

## 6. SPOT ANNOUNCEMENTS

SECTION I				
1 MIN:	6 ti	12 ti	18 ti	24 ti
AA	40	37	36	35
A	37	33	32	31
B	35	31	30	29

Fixed position in specified times; non-preemptible.

## SECTION II

AA	38	35	34	33
A	35	31	30	29
B	33	29	28	27

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

BOS in specified times; preemptible 34-hr notice.

## 7. PACKAGE PLANS

SECTION III—TAP				
1 MIN:	6 ti	12 ti	18 ti	24 ti
1/3A, 1/3A, 1/3B	35	33	32	31

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

All times combinable for frequency discount.

## HUNTSVILLE (1 AM; 1 FM)

Walker County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## KSAM

1938



Subscriber to the NAB Radio Code  
Media Code 4 245 4350 2.00

Veria Cauthen, Box 312, 3303 Interstate Rd., Huntsville, Tex. 77340. Phone 713-295-2651.

**1. PERSONNEL**  
General Manager—Jack Nichols.

**2. REPRESENTATIVES**  
Southwest—Erie Racey & Associates.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6:30 am-11:00 pm. CST.  
Simulcast during newscasts only.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.

## TIME RATES

No. 15 ET 8/27/73—Rec'd 9/10/73.

## 6. SPOT ANNOUNCEMENTS

1 min	3.75	3.10	2.50	2.50	2.30
30 sec	2.80	2.50	2.15	2.00	1.80

## KSAM-FM

1965



Media Code 4 245 4351 0.00  
Veria Cauthen, Box 312, 3303 Interstate Rd., Huntsville, Tex. 77340. Phone 713-295-2651.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 710 w., 101.7 mc.  
Operating schedule: 6:30-11 pm. CST.  
Antenna ht.: 430 ft. above average terrain.  
Simulcast during newscasts only.

## TIME RATES

ET 1/1/70—Rec'd 4/17/70.

## 6. SPOT ANNOUNCEMENTS

Flat	2.00
------	------

## JACKSONVILLE (1 AM; 1 FM)

Cherokee County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## KEBE

1948



Subscriber to the NAB Radio Code  
Media Code 4 245 4375 9.00  
Waller Broadcasting, Inc., Box 1648, 406 Nacogdoches St., Jacksonville, Tex. 75766. Phone 588-2211.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dudley Waller.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30 am-11:05 pm. CST.  
Partial simulcast operation. Simulcast 5:30-7 am, 12:10-12:30 pm & 7:30-11:07 pm. For non-simulcast facilities see KOOI (FM).

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: KOOI (FM).  
Affiliated with American Entertainment Network.  
Member: Alamo Network.

## TIME RATES

No. 13 ET 1/1/71—Rec'd 9/29/71.  
Drive Time—Mon thru Fri 6:30-9 am, noon-1 pm & 4:30-6:30 pm.

## 7. PACKAGE PLANS

ROB										
PER WK. EA:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti	80 ti
1 min	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25	4.00	3.75
30/20 sec	4.50	4.35	4.20	4.05	3.90	3.75	3.60	3.45	3.30	3.15
10 sec	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95	2.80	2.65
PER MO, EA:	40 ti	60 ti	80 ti	100 ti	120 ti	140 ti	160 ti	180 ti	200 ti	220 ti
1 min	5.25	5.00	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
30/20 sec	4.05	3.90	3.75	3.60	3.45	3.30	3.15	3.00	2.85	2.70
10 sec	3.55	3.40	3.25	3.10	2.95	2.80	2.65	2.50	2.35	2.20
PER YR. EA:	1 min	30/20	10 sec	500 x	1000 x	1500 x	2000 x	2500 x	3000 x	3500 x
500 x	5.00	3.90	3.40	3.00	2.70	2.40	2.10	1.80	1.50	1.20
1000 x	4.50	3.60	3.10	2.70	2.40	2.10	1.80	1.50	1.20	0.90

Drive Time—extra 20%.

## KOOI (FM)

1967



Subscriber to the NAB Radio Code  
Media Code 4 245 4385 8.00  
Waller Broadcasting, Inc., Box 1648, 406 Nacogdoches St., Jacksonville, Tex. 75766. Phone 588-2211.

See affiliated AM station for additional information.  
AM facilities: KEBE.

**3. FACILITIES**  
EKP 100,000 w.; 106.5 mc. Stereo.  
Operating schedule: 5:30 am-11:07 pm. CST.  
Antenna ht.: 636 ft. above average terrain.  
Partial simulcast operation. Operated separately 7 am-12:10 pm & 12:30-7:30 pm. For simulcast facilities see KEBE.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Alamo Network.

## TIME RATES

Rates are identical to KEBE. See that listing.

## JASPER (1 AM; 1 FM)

Jasper County—Map Location H-5  
See SRDS consumer market map and data at beginning of the State.

## KTXJ

## KTXJ-FM

1965

Subscriber to the NAB Radio Code  
Media Code 4 245 4400 5.00  
F. W. Addington, Lynda H. Bell, T. H. Spurlock, R. C. Hall, dba Jasper Broadcasting Service, Box 6090, Jasper, Tex. 75951. Phone 713-384-2544.

**STATION'S PROGRAMMING DESCRIPTION**  
KTXJ: Programmed for general interest.

**1. PERSONNEL**  
Managing Partner—Thomas Harold Spurlock.

**2. REPRESENTATIVES**  
Riley Representatives.

**3. FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
FM-ERP 2,900 w.; 102.3 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 140 ft. above average terrain.

**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

## TIME RATES

ET 6/1/73—Rec'd 3/9/73.

PER MO:	1 ti	42 ti	81 ti	121 ti	161 ti	200+
1 min	2.70	2.45	2.30	2.15	1.95	1.80
30 sec	1.90	1.75	1.65	1.55	1.45	1.35

## JUNCTION

Kimble County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## KMBL

1950

Media Code 4 245 4425 2.00  
H. W. Broadcasting Co., Box 206, Junction, Texas, 76849. Phone 915-446-2768.

**STATION'S PROGRAMMING DESCRIPTION**  
KMBL: Programmed for general interest.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—Harry C. Wischert.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:45 am-10:15 pm. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Member: Farm Radio Network, Alamo Network.

## TIME RATES

No. 4 ET 12/1/69—Rec'd 12/18/69.  
Drive Time—Mon thru Fri 6:30-9 am & 4-6 pm.

## 6. SPOT ANNOUNCEMENTS

SPECIFIED TIMES						
(Within 1/2 hour periods and/or Drive Time)	1x	52x	104x	156x	212x	500x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30/20 sec	3.20	3.05	2.85	2.70	2.55	2.40
10 sec	2.40	2.30	2.15	2.05	1.90	1.80

## 7. PACKAGE PLANS

WEEKLY PACKAGES—BOS  
(1/3 Drive Time if desired)  
PER WK: 10 ti 20 ti 30 ti 40 ti 49 ti  
Rate 1.00 2.00 3.00 4.00 5.00  
All spots combinable for frequency, but BOS cannot be counted toward frequency on Annual Plan.

## KENEDY-KARNES CITY

Karnes County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## KAML

1954

Subscriber to the NAB Radio Code  
Media Code 4 245 4450 0.00  
The Nine-Ninety Co., Box 990, Karnes City, Tex. 78118. Phone 512-780-3393.  
Other studio: Box 990, Kenedy, Tex. 78119. Phone 512-583-2990.

**1. PERSONNEL**  
Owner & Mgr.—Dayton Smith.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
250 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15% on station time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
All rates include a 30% talent and production charge.  
Affiliated with KRS.  
Member: Farm Radio Network, Alamo Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/72—Rec'd 7/31/72.

6. SPOT ANNOUNCEMENTS						
1x	26x	52x	104x	156x	260x	524x
1 min	3.70	3.50	3.30	3.10	2.90	2.80
30 sec	2.70	2.50	2.30	2.20	2.10	2.00

## KERMIT

Winkler County—Map Location A-5  
See SRDS consumer market map and data at beginning of the State.

## KERB

1950

Subscriber to the NAB Radio Code  
Media Code 4 245 4475 7.00  
KERB Broadcasting, Inc., Drawer X, Hwy. 302, Kermit, Tex. 79745. Phone 915-586-3481.

**STATION'S PROGRAMMING DESCRIPTION**  
KERB: MUSIC: 100% country, old and new.

**1. PERSONNEL**  
General Manager—Ken Welch.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
1,000 w. days; 600 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0. Bills rendered monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network, Alamo Network.

TIME RATES						
NATIONAL AND LOCAL RATES SAME						
ET 1/1/69—Rec'd 1/22/69.						
6. SPOT ANNOUNCEMENTS						
1x	52x	104x	260x	524x	500x	
1 min	3.75	3.50	3.00	2.75	2.50	2.00
30 sec	3.00	2.80	2.40	2.30	2.00	1.80
10 sec	1.90	1.75	1.50	1.40	1.25	1.00

7. PACKAGE PLANS						
1/2 GUARANTEED IN DRIVE TIME						
PER WK:	10 ti	20 ti	30 ti	40 ti	49 ti	
1 min	3.00	2.75	2.50	2.35	2.25	
30 sec	2.40	2.20	2.00	1.90	1.80	
10 sec	1.50	1.40	1.25	1.15	1.10	

## KERRVILLE

Kerr County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## KERV

1948



Subscriber to the NAB Radio Code  
Media Code 4 245 4500 2.00  
KGKL, Inc., Box 791, Kerrville, Tex. 78023. Phone 512-257-9200.

**STATION'S PROGRAMMING DESCRIPTION**  
KERV: MUSIC; MOR, country.

**1. PERSONNEL**  
Station Manager—Bill Watkins.

**2. REPRESENTATIVES**  
Southwest Radio Representatives.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

## TIME RATES

ET—Rec'd 5/23/74.

## 6. SPOT ANNOUNCEMENTS

MO, GUARANTEED:						
1 MIN:	1 ti	24 ti	48 ti	96 ti	14	





## KOYE

1972

Media Code 4 245 4712 3.00  
 Border Broadcasters, Inc., Box 1731, Sacred Heart Rd. & Wooster, Laredo, Tex. 78040. Phone 512-723-4398.

See affiliated AM station for additional information. AM facilities: KVOZ.

**STATION'S PROGRAMMING DESCRIPTION**  
 KVOZ: MORC hit parade format. MOB featuring hits of past 15 years plus current hits. Contact Representative for further details. Rec'd 6/3/74.

**1. PERSONNEL**  
 Station & Sales Mgr.—Ervin Parks, Jr.  
 Program Director—Pepe Joven.

**2. REPRESENTATIVES**  
 UBC Sales, Inc.

**3. FACILITIES**  
 ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 92.7 mc. Stereo.

Operating schedule: 6 am-midnight, CST.  
 Antenna ht.: 154 ft. above average terrain.

**4. AGENCY COMMISSION**  
 None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
 Member: Texas State Network, Alamo Network.

**NATIONAL AND LOCAL RATES SAME**  
 No. 4 ET 9/1/74—Rec'd 8/19/74.

**6. SPOT ANNOUNCEMENTS**

	1x	32x	312x	624x	1248+
10 sec.	1.40	1.30	1.25	1.15	1.10
30 sec.	2.50	2.00	1.80	1.60	1.50
1 min.	5.00	4.00	3.60	3.20	3.00

**7. PROGRAM TIME RATES**

	1x	25x	52x	312x
5 min.	20.00	16.00	13.00	10.00
1/4 hr.	30.00	25.00	20.00	15.00
1/2 hr.	40.00	32.00	27.50	22.50
1 hr.	75.00	60.00	50.00	40.00

## KVOZ

1952

## RAB

Subscriber to the NAB Radio Code  
 Media Code 4 245 4725 3.00  
 Border Broadcasters, Inc., Box 1638, Laredo, Tex. 78040. Phone 512-723-4398.

**STATION'S PROGRAMMING DESCRIPTION**  
 KVOZ: Programmed for young adults and adults.

5 Air personalities play current popular and favorite standards by Mexican & US artists. English & Spanish commercials accepted. Spanish programming 7-11 pm. NEWS: Local & network at :60, extended newscasts at 8 am, 12N, 6 pm, 3 man local news staff, mobile unit. Emphasis on community involvement, daily editorials & opinion programs 12:30-2 pm. SPORTS: 75 football, basketball, sports organizations each year, plus college & pro football.

**COMMERCIAL POLICY:** maximum 17 minutes per hour. Contact Representative for further details. Rec'd 11/3/72.

**1. PERSONNEL**  
 General Manager—Bill Harrell.  
 Sales Manager—Mike Rooney.

**2. REPRESENTATIVES**  
 UBC Sales, Inc.

**3. FACILITIES**  
 1,000 w.; 1490 kc. Non-directional.  
 Operating schedule: 5:30-1 am, CST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 16a.  
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 29a.

Contracts: 40a, 42a, 43, 44a, 44b, 46, 48.  
 Cancellation: 70b, 70c, 71a.

Member: The Amigo Spanish Group, National Spanish Language Network.

**TIME RATES**  
 ET 3/1/68—Rec'd 1/8/68.

**7. PACKAGE PLANS**

PER WK: Open 5 10 15 20 25+  
 1 min 9.00 8.00 7.60 7.20 6.90 6.40 5.90

10 sec 1D: 50% of 1-min.

**8. PROGRAM TIME RATES** 1/2 hr 1/4 hr  
 1x 50 25 (80)

1x 3.90 2.50 2.25 1.95  
 52x 3.80 2.40 2.20 1.90  
 156x 3.60 2.35 2.10 1.80  
 312x 3.50 2.25 2.00 1.70  
 624x 3.40 2.15 1.90 1.60  
 1248x 3.25 2.00 1.80 1.50

1x 3.90 2.50 2.25 1.95  
 52x 3.80 2.40 2.20 1.90  
 156x 3.60 2.35 2.10 1.80  
 312x 3.50 2.25 2.00 1.70  
 624x 3.40 2.15 1.90 1.60  
 1248x 3.25 2.00 1.80 1.50

**9. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**10. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**11. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**12. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**13. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**14. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**15. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**16. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**17. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**18. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**19. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

## XEAS

1948

## NUEVO LAREDO, MEX.

(This is a paid listing.)  
 Media Code 4 245 4800 6.00  
 Deyla Ruiz de Villarreal, Madero 2201, Nuevo Laredo, Mex.

Mailing Address—Box 814, Laredo, Tex. 78041.  
 Phone 2-33-99.

**1. PERSONNEL**  
 President—Miguel Villarreal 1.

**2. REPRESENTATIVES**  
 New York, Chicago—National Time Sales.  
 Los Angeles—Harlan G. Oakes, Inc.  
 San Francisco—Don R. Pickens Co.  
 Atlanta—David Carpenter Company.

**3. FACILITIES**  
 1,000 w. days; 250 w. nights; 1410 kc.  
 Operating schedule: 5:55 am-midnight Mon thru Sun, CST.

**4. AGENCY COMMISSION**  
 15%; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 8.

Basic Rates: 20a.  
 Contracts: 40a.

Entire schedule is broadcast in Spanish; English broadcast facilities available.  
 Translations of commercials from English to Spanish is free of charge.

All rates guaranteed for one year from date of first broadcast with or without interruptions, when covered by duly signed and accepted contract.  
 Member: National Spanish Language Network.

**TIME RATES**  
 ET—Rec'd 7/18/66.

**6. SPOT ANNOUNCEMENTS**

1x 13x 26x 52x 104x 156x 208x  
 1 min or less 5.18 4.90 4.62 4.34 4.06 3.78 3.50 (80)

## XEK

1937

## NUEVO LAREDO, MEX.

(This is a paid listing.)  
 Media Code 4 245 4825 3.00  
 Ruperto Villarreal, El Diario Bldg., 2nd floor Dr. Mier 2223 Nuevo Laredo, Mex. Phone 2-30-35.  
 Mailing Address—P. O. Box 87, Laredo, Tex. 78041.

**STATION'S PROGRAMMING DESCRIPTION**  
 XEK: Programmed for adults, young adults and housewives—Spanish speaking only.

NEWS: every hour; special newspaper services. Contact Representative for further details. Rec'd 4/12/71.

**1. PERSONNEL**  
 Pres. & Mgr.—Ruperto Villarreal.  
 Commercial Manager—Eduardo Villarreal M.

**2. REPRESENTATIVES**  
 Chicago—W. J. Dallas, Los Angeles, New York and San Francisco—Savalli/Gates, Inc.  
 El Paso—Broadcast Services, Inc.

**3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 860 kc.  
 Non-directional.  
 Operating schedule: 9:30 am-10:00 pm weekdays; 8:00 am-2:00 pm Sun, CST.

**4. AGENCY COMMISSION**  
 15% on station time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 6b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b, 16a.  
 Basic Rates: 20b, 21a, 21b, 22a, 23a, 29a.

Contracts: 40a, 42a, 43, 44a, 44b, 46, 48.  
 Cancellation: 70b, 70c, 71a.

Member: The Amigo Spanish Group, National Spanish Language Network.

**TIME RATES**  
 ET 3/1/68—Rec'd 1/8/68.

**7. PACKAGE PLANS**

PER WK: Open 5 10 15 20 25+  
 1 min 9.00 8.00 7.60 7.20 6.90 6.40 5.90

10 sec 1D: 50% of 1-min.

**8. PROGRAM TIME RATES** 1/2 hr 1/4 hr  
 1x 50 25 (80)

1x 3.90 2.50 2.25 1.95  
 52x 3.80 2.40 2.20 1.90  
 156x 3.60 2.35 2.10 1.80  
 312x 3.50 2.25 2.00 1.70  
 624x 3.40 2.15 1.90 1.60  
 1248x 3.25 2.00 1.80 1.50

1x 3.90 2.50 2.25 1.95  
 52x 3.80 2.40 2.20 1.90  
 156x 3.60 2.35 2.10 1.80  
 312x 3.50 2.25 2.00 1.70  
 624x 3.40 2.15 1.90 1.60  
 1248x 3.25 2.00 1.80 1.50

**9. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**10. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**11. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**12. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**13. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**14. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**15. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**16. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**17. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**18. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**19. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**20. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

## LEVELLAND

Hockley County—Map Location B-4  
 See SRDS consumer market map and data at beginning of the State

## KLVT

1949

Media Code 4 245 4925 1.00  
 KLVT Radio, Inc., Marshall Formby, Clint Formby, Gene Stanley, Box 1230, Farm-to-Market Hwy., Levelland, Tex. 79336. Phone 894-3134, 35.

**1. PERSONNEL**  
 Sales Manager—Gene Stanley.

**2. FACILITIES**  
 1,000 w.; 1230 kc. Non-directional.  
 Operating schedule: 24 hours daily, CST.

**3. AGENCY COMMISSION**  
 15%.

**4. GENERAL ADVERTISING** See coded regulations  
 Affiliated with KRS.  
 Member: Texas State Network.

**TIME RATES**  
 ET—Rec'd 10/15/72.

**5. SPOT ANNOUNCEMENTS**

1x 13x 156x 312x  
 1 min 4.00 4.50 3.00 2.75

**6. PACKAGE PLANS**

EA: 15 25 50 60 100 150 200 250  
 1 min 3.35 3.00 2.65 2.90 2.40 1.75 1.65  
 30 sec 2.90 2.30 2.00 2.40 1.75 1.40 1.35

**7. PROGRAM TIME RATES**

5 min 20.00 16.00 13.00 10.00  
 1/4 hr 30.00 25.00 20.00 15.00  
 1/2 hr 40.00 32.00 27.50 22.50  
 1 hr 75.00 60.00 50.00 40.00

**8. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**9. PROGRAM TIME RATES**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.

**10. SPOT ANNOUNCEMENTS**

AAA—Mon thru Fri 7-10 am & 4-7 pm.  
 AA—Mon thru Fri 6-7 am, 10 am-4 pm & 7-10 pm;  
 Sat & Sun 7 am-7 pm.

A—All other time.



# TEXAS

## Longview—K L U E—Continued

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
South—Riley Representatives.

### 3. FACILITIES

1,000 w. days; 1280 kc. Non-directional.  
Operating schedule: 5:45 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 28b, 29c, 29a, 30.  
Contracts: 40a, 41, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70b, 70d, 73b.  
Prod. Services: 80, 81, 82.  
Member: Big-K Media, Texas State Network.

### TIME RATES

Rates effective January 1, 1962.  
Rates received August 30, 1965.

### 6. SPOT ANNOUNCEMENTS

(*)	(†)	(*)	(†)		
1 x.....	6.20	4.50	104 x.....	5.30	3.70
13 x.....	6.00	4.30	208 x.....	5.00	3.80
25 x.....	5.90	4.10	312 x.....	4.70	3.25
52 x.....	5.60	3.90	624 x.....	4.40	3.30

(\*) One minute or 100 words.  
(†) 1/2 minute or 50 words.

### 7. PACKAGE PLANS

One minute:	4.55	18 times:	4.85
6 times:	4.25	24 times:	4.10

## KYKX

(formerly KHER)

1963

Subscriber to the NAB Radio Code  
Media Code 4 245 5062 2.00  
Stereo 105, Inc., Box 8389, Signal Hill Dr., Longview, Tex. 75601. Phone 214-757-2662.

### STATION'S PROGRAMMING DESCRIPTION

KYKX: Programmed for general interest.  
MUSIC: modern country with personalities. Rec'd 8/6/74.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Rusty Reynolds.

### 3. FACILITIES

ERP 36,000 w.; 105.7 mc. Stereo.  
Operating schedule: 5-11 am. CST.  
Antenna ht.: 328 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21b, 22a, 23a.  
Contracts: 40a, 41, 42a, 44b, 45, 46, 47c.  
Prod. Services: 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 Eff 7/1/74—Rec'd 8/6/74.

AA—Mon thru Fri 6-9 am & 3-7 pm.  
A—Mon thru Fri 9 am-3 pm & 7 pm-midnight.

### 7. PACKAGE PLANS

PER WK:	AA	30 sec	1 min	A	30 sec	BTA	1 min	30 sec
1 ti.....	6.00	5.00	5.50	4.50	5.00	4.00	5.00	4.00
10 ti.....	5.75	4.75	5.25	4.25	4.75	3.75	4.75	3.75
15 ti.....	5.50	4.50	5.00	4.00	4.50	3.50	4.50	3.50
20 ti.....	5.25	4.25	4.75	3.75	4.25	3.25	4.25	3.25
25 ti.....	5.00	4.00	4.50	3.50	4.00	3.00	4.00	3.00

MONTHLY PLAN—BTA  
100+, 1 min..... 4.00 100+, 30 sec..... 3.00

### 10. SPECIAL FEATURES

5-MIN SPOTS:	1 ti	3 ti	6 ti
AA.....	10	9	8
A.....	9	8	7

## LUBBOCK (7 AM; 4 FM)

Lubbock County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (8-10 am)	Morning Traffic (8-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A.....	19	17	19	17
B.....	12	10	12	10
C.....	12	10	12	8
D.....	10	8	10	8
AVERAGE	13	11	13	11

## KDAV

1953

(NAB)

Media Code 4 245 5100 0.00  
Western Broadcasting Co., Box 6070, 6602 Quirt, Lubbock, Tex. 79413. Phone 806-744-4567.

### STATION'S PROGRAMMING DESCRIPTION

KDAV: Programmed for general interest.  
AIR PERSONALITIES: emcee entire operation using inserts of community affairs, endorsements of public drives and events, and artist interviews. MUSIC 80%: modern country & western; 85% new or current selling singles & individual album tracks; 15% former popular country & western records. NEWS: 20%: regional & local at :30; network at :30; weather at :15. Sports stressed am & pm drive &

weekends. Agricultural news stressed in early am & noon. Personalities available for remote broadcasts & pick-ups from commercial locations. Religious programs Sun am. Contact Representative for further details. Rec'd 3/30/71.

### 1. PERSONNEL

Owner—Dale (Stone) Pinkston & Robert E. Clark. Gen'l & Sales Mgr.—Robert E. Clark.

### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.  
Southwest—Clyde Melville Company.  
Southeast—Contact station direct.

### 3. FACILITIES

500 w. days; 580 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.

### 4. AGENCY COMMISSION

15/0 on time.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 21c, 21d, 22b, 23b, 24b, 25a, 26, 28b, 29c, 29a.  
Contracts: 40a, 41, 43, 44a, 45, 46, 47a, 49, 51c.  
Comb.: Cont. Discounts: 60b, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 9 Eff 1/1/74—Rec'd 12/26/73.  
AAA—Farm 6-7 am & 12:15-1 pm; other designated farm times.  
AA—7-9 am, noon-12:15 pm & 4:30-6:30 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER YR:	1x	CLASS AAA	52x	104x	260x	520x	1040x
1 min.....	12.00	10.00	9.00	8.00	7.00	6.00	6.00
30 sec.....	9.60	8.00	7.20	6.40	5.60	4.80	4.80
15 sec.....	7.20	6.00	5.40	4.80	4.20	3.60	3.60

CLASS AA	1 min	30 sec	15 sec
1 min.....	10.00	9.00	8.00
30 sec.....	8.00	7.20	6.40
15 sec.....	6.00	5.40	4.80

CLASS A	1 min	30 sec	15 sec
1 min.....	8.00	7.00	6.00
30 sec.....	6.40	5.60	4.80
15 sec.....	4.80	4.20	3.60

### 7. PACKAGE PLANS

PER WK: 6 ti 12 ti 18 ti 24 ti 36 ti  
Applicable rate..... 52x 104x 260x 520x 1040x

### 8. PROGRAM TIME RATES

5 min: 2x 1-min, 1/2 hr: 7x 1-min,  
1/4 hr: 4x 1-min, 1 hr: 10x 1-min.

## KEND

(formerly KCB)

1946

Subscriber to the NAB Radio Code  
Media Code 4 245 5110 9.00  
The End Corp., 2112 Broadway, Lubbock, Tex. 79401.  
Phone 806-747-0101.

### 1. PERSONNEL

Gen'l Mgr. & Farm Dir.—Low Dee.  
News & Sports Dir.—Paul Beane.  
Women's Editor—Carol Williams.

### 2. REPRESENTATIVES

Frederick W. Smith.  
Southwest—Paul Miller & Company.

### 3. FACILITIES

1,000 w.; 1590 kc. Directional—separate patterns, day and night.  
Operating schedule: 5 am-midnight. CST.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b.  
Basic Rates: 21b, 22a, 23a, 24b, 28a, 29a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60h, 61a.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80.  
Affiliated with NRC.  
Member: Alamo Network.

### TIME RATES

No. 3 Eff 7/1/74—Rec'd 7/25/74.

6. SPOT ANNOUNCEMENTS	PER MO:	1 ti	50 ti	75 ti	100 ti	150 ti
PER WK:	1 ti <td>10 ti <td>20 ti <td>30 ti <td>40 ti <td></td> </td></td></td></td>	10 ti <td>20 ti <td>30 ti <td>40 ti <td></td> </td></td></td>	20 ti <td>30 ti <td>40 ti <td></td> </td></td>	30 ti <td>40 ti <td></td> </td>	40 ti <td></td>	
1 min.....	10.00	8.00	7.00	6.00	5.00	
30 sec.....	8.00	6.40	5.60	4.80	4.00	
15 sec.....	6.00	4.80	4.20	3.60	3.00	

BTA: 6 am-7 pm 1/3 guaranteed 6-10 am & 3-7 pm.

9. PARTICIPATING PROGRAMS	1 min	30 sec	15 sec
LEW DEE SHOW—MON THRU FRI 7-9 AM	12.00	9.60	6.00

Flat.....

## KFYO

1927

(NAB)

Subscriber to the NAB Radio Code  
Media Code 4 245 5125 7.00  
KFYO, Inc., Box 1072, 914 Avenue J, Lubbock, Tex. 79408. Phone 806-765-5567.

### STATION'S PROGRAMMING DESCRIPTION

KFYO: Programmed for general interest. FARM 11%: 5:30-7 am, noon-1 pm, 2 man, agricultural markets, interviews, events, weather. NEWS 22%: local, state, national, world, analysis, community events, commentary, interviews, mobile unit reports. 2%: weather. 7-8 am, 5-6 pm news block. SPORTS: national baseball, live play-by-play college football and basketball, daily coverage. MUSIC: 8:05 am-noon popular music featuring film, show, standards, folk, middle-of-the-road, swing, jazz. Network news, variety program and music. 1-5 pm network audience participation program and celebrity interviews, news. General popular music featuring show, popular and dixieland jazz, novelty. 5:30 pm-12M general popular music, mainstream jazz. RELIGIOUS: programs Sun morning. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 7/27/67.

### 1. PERSONNEL

President—Eva Metcalf.  
General Mgr.—Gordon Thompson.  
National Sales Manager—Gordon Thompson.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 790 kc.  
Directional separate patterns, day and night.  
Operating schedule: 5:30 am-midnight. CST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 28c, 29a.  
Contracts: 40c, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with CBS.  
Affiliated with ATA Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 25A Eff 3/1/74—Rec'd 2/18/74.

### 6. SPOT ANNOUNCEMENTS

A—Mon thru Sat 5:30-7 am.  
B—Mon thru Fri noon-1 pm.

	1 min	30 sec	15 sec
1 ti.....	12.00	10.00	9.60

A—Mon thru Sat 7-9 am; Mon thru Fri 4:30-6:30 pm.  
B—All other times.

ROS:	1 min	30 sec	10 sec
1 ti.....	4.25	3.25	2.50

### 8. PROGRAM TIME RATES

A—Mon thru Sat 5:30-9 am & 4:30-6:30 pm.  
B—All other times.

1 hr	1/2 hr	1/4 hr	5 min
1 ti.....	77	59	47

## KLBK

1955

(RAB)

Grayson Enterprises, Inc.  
Media Code 4 245 5150 5.00  
Grayson Enterprises, Inc., Box 1559, 7400 University Ave., Lubbock, Tex. 79408. Phone 806-745-1313.  
TWX 910-896-4321.

### STATION'S PROGRAMMING DESCRIPTION

KLBK: Programmed for 18-49 year old adults.  
6 AIR PERSONALITIES emcee entire operation. Contests, promotions, interviews, emphasis on local events; 5 min network at :55; local headlines at :50 plus local fully equipped mobile unit reports. MUSIC 80% top 40 singles; 10% album cuts. 9 am-noon programmed for women. SPORTS: sports director; 90 sec at :30; local high school play-by-play & Southwest Conference football. Local & area weather reports at :15 & :45. COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 5/23/74.

### 1. PERSONNEL

Manager—Chuck Spauhin.

Program Director—Kevin Stone.

### 2. REPRESENTATIVES

HK/Stone Radio Representatives, Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time only; monthly.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 22a, 22b, 23a, 24b, 24c, 25a, 28c, 33a.  
Contracts: 40a, 45, 46.  
Cancellation: 70a, 70c.  
Prod. Services: 81, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

ET—Rec'd 1/11/74.  
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

AA:	1 min	30 sec	15/less
Flat.....	10	9.50	8.00

A, PER WK:	1 ti	10 ti	15 ti	20 ti
1 min.....	8.00	7.50	7.00	6.50
30 sec.....	6.50	6.00	5.50	5.00
15 sec/less.....	4.00	3.75	3.50	3



**KSEL**

1948  
Media Code 4 245 5200 8.00  
McAllister Broadcasting Corp., Box 2805, 84th & L,  
Lubbock, Tex. 79408. Phone 806-747-4581.

- PERSONNEL  
Pres. & Gen'l Mgr.—Bill B. McAllister.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
5,000 w. days, 500 w. nights; 950 kc.  
Directional—Separate patterns day and night.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION  
15%.

3. GENERAL ADVERTISING See coded regulations  
General: 1a, 3b, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 22b, 23a, 26, 29a.  
Contracts: 40a, 42a, 45, 46.  
Cancellation: 71a  
Affiliated with Eastman Radio Network.  
Contracts subject to cancellation by either party  
upon 14 days written notice. Advertiser must assume  
any sale or excise tax that may be placed into effect.

**TIME RATES**

No. 5 Eff 6/1/70—Rec'd 4/28/70.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight;  
Sun all day.

6. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	22.00	19.00	18.00	17.00
30 sec	17.00	15.20	14.40	13.60
10 sec	11.00	9.50	9.00	8.50

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	20.00	17.00	16.00	15.00
30 sec	16.00	13.60	12.80	12.00
10 sec	10.00	8.50	8.00	7.50

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	19.00	16.00	15.00	14.00
30 sec	15.20	12.80	12.00	11.20
10 sec	9.50	8.00	7.50	7.00

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

SECTION II				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	23.00	20.00	19.00	18.00
30 sec	18.40	16.00	15.20	14.40
10 sec	11.50	10.00	9.50	9.00

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	21.00	19.00	18.00	17.00
30 sec	16.80	15.20	14.40	13.60
10 sec	10.50	9.50	9.00	8.50

7. PACKAGE PLANS

CUMULATIVE PLANS				
PER WK, 1 MIN:	En	15 ti (81, 511, 2111)	10 sec: 50% of 1-min.	En
5 min-1-1/2x 1-min.	23.00	14.50	16.50	14.50

8. SPOT ANNOUNCEMENTS

SECTION I				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	25.00	22.00	21.00	20.00
30 sec	20.00	17.80	16.80	16.00
10 sec	12.50	11.00	10.50	10.00

# TEXAS

McAllen—Continued

## KGBT 1941 HARLINGEN Tichenor Media Group

NAB

Subscriber to the NAB Radio Code  
(This is a paid duplicate of the listing appearing  
under Harlingen, Tex.)  
Media Code 4 245 3775 1.00  
Harbenito Radio Corp., Drawer 711, Harlingen, Tex.  
78551.

Studios: 1519 W. Harrison, Harlingen, Tex. Phone  
512-423-3910, TVX 512-423-8990.  
**STATION'S PROGRAMMING DESCRIPTION**  
KGBT: 100% Spanish programmed for 18+.  
MUSIC: contemporary Country, combined with latest  
hits from Mexico, MOR, Top 40 (available in  
Spanish). NEWS: 5-min newscasts at :15; head-  
lines at :45. News schedule starts 5:15 am-10:15  
pm. Local coverage: 6 mobile units, 6 man team.  
State, national, international covered by AP. All  
AP Wire translated to Spanish. Contact Represent-  
ative for further details. Rec'd 3/29/73.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Carlos A. Cantu.  
Asst Vice-Pres. & Oper. Mgr.—Mauricio Mendez,  
Jr.
- 2. REPRESENTATIVES**  
Savalli/Gates, Inc.
- 3. FACILITIES**  
50,000 w. days, 10,000 w. nights; 1530 kc.  
Directional—nighttime only.  
Operating schedule: 5 am-midnight, CST.
- 4. AGENCY COMMISSION**  
15/0 time and talent.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7a.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 24b,  
24c, 25, 28c.  
Contracts: 40a, 41, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60f, 60h, 60l, 61a, 62a,  
62b.  
Cancellation: 70b, 70d, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KILT.  
TV facilities: KGBT-TV.  
Member: The Amigo Spanish Group, Tichenor Radio  
Group.

### TIME RATES

No. GR-12-4 ET 8/1/71—Rec'd 7/30/71.

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	22.00	21.00	20.00	19.00	18.00	17.00	16.00
30 sec	17.50	16.50	15.00	14.00	13.00	12.80	12.80
10 sec	11.00	10.50	10.00	9.50	9.00	8.50	8.00

**7. PACKAGE PLANS**  
MINIMUM 1000 ANNUAL CONTRACT:

Per yr	1 min	20/30
1 yr	16.00	12.80

**8. PROGRAM TIME RATES**

PER YR:	1 hr	1/2 hr	1/4 hr	10 min	5 min	3 min
1 x	125.00	75.00	50.00	37.50	31.25	25.00
13 x	118.75	71.25	47.50	35.63	29.89	23.75
26 x	112.50	67.50	45.00	33.75	28.13	22.50
52 x	109.38	65.83	43.75	32.81	27.35	21.88
104 x	106.25	63.75	42.50	31.88	26.56	21.25
156 x	100.00	60.00	40.00	30.00	25.00	20.00
260 x	93.75	56.25	37.50	28.13	23.44	18.75
312 x	87.50	52.50	35.00	26.25	21.86	17.50

**10. SPECIAL FEATURES**  
NEWSCASTS/WEATHERCASTS

PER WK:	1 ti	3 ti	5 ti	10 ti
5 min	35	30	25	20

(D-CR)

## KIRT

1957  
MISSION

Media Code 4 245 5325 3.00  
Rio Broadcasting Co., Box 985, Mission, Tex. 78572.  
Phone 512-585-1629; McAllen 512-686-7505.

**STATION'S PROGRAMMING DESCRIPTION**  
KIRT: Programming 100% in Spanish language.  
AIR PERSONALITIES featured on all segments.  
NEWS: on hour, weather on half hour. Many studio  
bands featured during broadcast week. Regular com-  
munity and public service programs, featuring some  
live broadcasts from remote studios. Phone and mail  
request programs, Farm reports, interviews, sports,  
special events, and editorials featured. Contact Rep-  
resentatives for further details. Rec'd 8/2/67.

- 1. PERSONNEL**  
President—Edward L. Gomez.  
General Manager—"Chuck" McKasson.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Southwest—Paul Miller & Company.
- 3. FACILITIES**  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a, 30,  
31.  
Contracts: 40a, 44a, 46, 47a.  
Comb.; Cont. Discounts: 60h, 61a.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: KQXX (FM).  
Affiliated with KBS.

### TIME RATES

ET 5/1/73—Rec'd 8/2/73.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	12.00	11.50	11.00	10.50	10.00	9.50	9.00
30 sec	9.00	8.50	8.00	7.50	7.00	6.50	6.00
10 sec	7.00	6.50	6.00	5.50	5.00	4.50	4.00

**DISCOUNT**

13 wk—5%	39 wk—15%
26 wk—10%	52 wk—20%

# KQXX (FM)

1966

McAllen

Media Code 4 245 5350 1.00  
Rio Broadcasting Co., Box 1806, McAllen, Tex.  
78501. Phone 512-682-3231.  
See affiliated AM station for additional information.

- 1. PERSONNEL**  
President—Edward L. Gomez.  
General Manager—"Chuck" McKasson.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Southwest—Paul Miller & Company.
- 3. FACILITIES**  
ERP 25,500 w.; 98.5 mc. Stereo.  
Operating schedule: 6 am-midnight daily, CST.  
Antenna ht.: 150 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24b, 25a, 29a, 30,  
31.  
Contracts: 40a, 44a, 46, 47a.  
Comb.; Cont. Discounts: 60h, 61a.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 81, 82.  
AM facilities: KIRT.  
Affiliated with American FM Network.

### TIME RATES

50% of KIRT rates.

## KRIO

1947  
McAllen

# Independent



ROBERT E. EASTMAN & CO., INC.

RAB

Subscriber to the NAB Radio Code  
Media Code 4 245 5400 4.00  
Valley Broadcasting, 500 E. Beaumont St., McAllen,  
Tex. 78501. Phone 512-686-5454.

**STATION'S PROGRAMMING DESCRIPTION**  
KRIO: dominant 100% all English.  
MUSIC: 15 years contemporary. NEWS: at :30 &  
:60. 3 man staff; 2 mobile units; editorials Tues &  
Thurs. SPORTS: local college & high school base-  
ball & basketball coverage, capsule minute reports.  
Mobile studio. FARM: news 5-8 am. Contact Rep-  
resentative for further details. Rec'd 4/5/73.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Charles M. Trub.  
Station Manager—David B. Highbaugh.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 910 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5-2 am, CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12b, 13b, 14c, 15b.  
Basic Rates: 22a, 24a, 24b, 24c, 25b, 28a, 29a, 31.  
Contracts: 40a, 41, 44a, 45, 46, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 61c, 62d.  
Cancellation: 70b, 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with Eastman Radio Network.

### TIME RATES

No. 5 ET 5/1/70—Rec'd 4/6/70.

PER WK:	1 ti	12 ti	18 ti	24 ti
I—Mon thru Sat 6-10 am & 3-7 pm	18.00	15.00	14.00	13.00
II—Mon thru Sat 10 am-3 pm & 7-10 pm	14.00	12.00	11.20	10.40
III—Mon thru Sat 5-8 am & 10 pm-1 am, Sun all day	11.20	9.60	8.80	8.00

**6. SPOT ANNOUCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	14.00	12.00	11.00	10.00
30 sec	11.20	9.60	8.80	8.00

**SECTION III**

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	10.00	8.00	7.00	6.00
30 sec	8.00	6.40	5.60	4.80

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**  
CUME PLAN

Plan	Es
Plan A (12I, 12II, 12III)	9.00
Plan B (6I, 6II, 6III)	11.00

Not combinable with other weekly plans for added frequency.

### CONSECUTIVE WEEK DISCOUNT

52 wk—10%  
RATEHOLDER  
Minimum wky sched of 6 I-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertis-  
ing. (CB-2)

## McKINNEY (1 AM; 1 FM)

Collin County—Map Location F-4  
See SRDS consumer market map and data at begin-  
ning of the State.

# KMMK (FM)

1969

RAB

Media Code 4 245 5475 6.00  
Modern Media of McKinney, Inc., Box 446, Mc-  
Kinney, Tex. 75069. Phone 214-542-1151.

# STATION'S PROGRAMMING DESCRIPTION

KMMK (FM): MUSIC: MOR. Sports, agriculture,  
UPI news.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—C. R. Graham.
  - 2. REPRESENTATIVES**  
Paul Miller & Company.
  - 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc.  
Stereo.  
Operating schedule: 6:30 am-midnight, CST.  
Antenna ht.: 215 ft. above average terrain.
  - 4. AGENCY COMMISSION**  
15/0; 10th of following month.
- TIME RATES**  
ET—Rec'd 6/3/74.
- 6. SPOT ANNOUCEMENTS**
- | PER WK: | 1 ti | 10 ti | 20 ti | 30 ti |
|---------|------|-------|-------|-------|
| 1 min   | 5.50 | 5.00  | 4.50  | 4.00  |
| 30 sec  | 4.40 | 4.00  | 3.60  | 3.20  |
- 7. PACKAGE PLANS**  
3-MO CONTRACT: 1 min 30 sec 15 sec  
100 per mo, minimum 2.10 1.65 1.30
- 10. SPECIAL FEATURES**
- |  | Per mo |
|--|--------|
| 5-min network news, 8 per day          | 375    |
| Local/regional news capsule, 8 per day | 300    |
| Time spots, 1 per hr                   | 225    |

## KYAL

1946

RAB

Media Code 4 245 5525 8.00  
AIBB Broadcasting Corp., 1310 Ave. K., Plano, Tex.  
75074. Phone 214-424-8541.  
McKinney Office: 203 B East Virginia St., McKinney,  
Tex. 75069.

**STATION'S PROGRAMMING DESCRIPTION**  
KYAL: Programmed for adults.  
MUSIC: country, 60% current hits, 40% country  
standards. AIR PERSONALITIES handle all seg-  
ments. NEWS: 3 man news team with emphasis on  
local and area news. FARM: 2-5 min agriculture  
and livestock reports 6-7 am & non-1 pm. Contact  
Representative for further details. Rec'd 4/29/74.

- 1. PERSONNEL**  
President—John T. Pickens.  
General Manager—Troy G. Young.  
Traffic—Brenda Smith.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
5,000 w. days; 1600 kc. Directional.  
Operating schedule: 6 am-local sunset, CST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.  
Contracts: 40c, 44b, 45, 46.  
Comb.; Cont. Discounts: 60f.  
Cancellation: 70h, 70c, 72, 73b.  
Prod. Services: 82.  
Member: Alamo Network.

### TIME RATES

ET 5/1/74—Rec'd 4/29/74.  
DRIVE—Mon thru Fri 6:30-9:30 am & 4-7 pm.  
BTA—All other times (incl drive if available).

- 6. SPOT ANNOUCEMENTS**  
DRIVE:

1x	52x	104x	156x	260x	312x	500x
1 min	11.00	10.00	9.50	9.00	8.50	7.50
30 sec	8.80	8.00	7.60	7.20	6.80	6.40
10 sec	6.60	6.00	5.70	5.40	5.10	4.80

BTA:

1 min	10.00	9.10	8.65	8.20	7.75	7.30	6.85
30 sec	8.00	7.30	6.90	6.55	6.20	5.85	5.50
10 sec	6.00	5.45	5.20	4.90	4.65	4.40	4.10

- 7. PACKAGE PLANS**  
ROS—1/3 DRIVE

PER WK:	10 ti	20 ti	30 ti	40 ti
1 min	8.65	8.20	7.75	7.30
30 sec	6.90	6.55	6.20	5.85
10 sec	5.20	4.90	4.65	4.40

ROS cannot be counted toward frequency on annual plan. (D)

# MEMPHIS

Hall County—Map Location C-3  
See SRDS consumer market map and data at beginning  
of the State.

## KBGH

1966

Media Code 4 245 5550 6.00  
KBGH Radio dba Floyd Broadcasting Co., Box  
1130, Memphis, Tex. 79245. Phones Wellington  
806-447-2071, Clarendon 806-259-3511.

- 1. PERSONNEL**  
General Manager—James Floyd.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
1,000 w.; 1130 kc.  
Operating schedule: Sunrise-local sunset.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Farm Radio Network, Alamo Network.

### TIME RATES

No. 1 ET 7/1/66—Rec'd 3/11/74.  
AA—Mon thru Fri 6-9 am & 4:30-6:30 pm.  
A—All other times.

- 6. SPOT ANNOUCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	4.00	3.45	2.60	3.30	2.90	2.15
12 ti	3.80	3.30	2.45	3.10	2.70	2.00
18 ti	3.60	3.10	2.30	2.90	2.50	1.90
24 ti	3.40	2.95	2.20	2.75	2.40	1.80
30 ti	3.10	2.70	2.00	2.60	2.25	1.70

# MERKEL

Taylor County—Map Location C-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## KWFA

1962

Media Code 4 245 5562 1.00  
H. D. Nichols, Box 220, N. 2nd & Baker, Merkel,  
Tex. 79536. Phones 915-928-5761, 4701. Abilene  
phone 915-677-5121.

- 1. PERSONNEL**  
Manager—John Curtis.
  - 2. REPRESENTATIVES**  
Paul Miller & Company.
  - 3. FACILITIES**  
250 w.; 1500 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
  - 4. AGENCY COMMISSION**  
15%.
  - 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 12/71—Rec'd 9/7/73.
- 6. SPOT ANNOUCEMENTS**
- |     | 1 min | 30 sec | 10 sec |
|-----|-------|--------|--------|
| 1 x | 2.00  | 1.50   | .95    |
- 7. PACKAGE PLANS**  
WITHIN 30 DAYS, EA:
- |        | 100 ti | 50 ti | 25 ti |
|--------|--------|-------|-------|
| 1 min  | 1.35   | 1.45  | 1.50  |
| 30 sec | 1.10   | 1.30  | 1.35  |
| 10 sec | ea .95 |       |       |
- 10. SPECIAL FEATURES**  
5-min news & weather at :60—daily, incl open &  
close plus 1-min spot, per mo 60.00.

# MEXIA

Limestone County—Map Location F-6  
See SRDS consumer market map and data at begin-  
ning of the State.

## KBUS

1956

Subscriber to the NAB Radio Code  
Media Code 4 245 5575 3.00  
Limestone Broadcasting, Inc., 215 E. Commerce,  
Mexia, Tex. 76667.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Bill Collins.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
500 w. days; 1590 kc.  
Operating schedule: 6 am-local sunset, CST.
- 4. AGENCY COM**



Midland—K C R S—Continued

SECTION III				
PER WK:	1 ti	12 ti	18 ti	24 ti
1 min.....	11.00	9.00	8.00	7.00
30 sec.....	8.80	7.20	6.40	5.50
10 sec.....	5.50	4.50	4.00	3.50

**7. PACKAGE PLANS**  
**BEST BUY PLANS**  
**PLAN A** 1 min  
 30 ti (15I, 10II, 5III), ea. 9  
**PLAN B**  
 15 ti (8I, 5II, 2III), ea. 11  
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
**8. PROGRAM TIME RATES**  
 5 min—1 1/2¢  
**CONSECUTIVE WEEK DISCOUNT**  
 26 wk—4% 52 wk—8%  
**RATEHOLDER**  
 Minimum wkly sched of 6 1-min spots, 6 am-mid. Mon-Sun necessary to maintain consec wk advertising. (D)

**KJBC**



Media Code 4 245 5650 4.00  
 Hugh M. McBeath, dba Radio KJBC, South Lamesa Bld., Midland, Tex. 79701. Phone 915-684-5152.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KJBC: Programmed for adults.  
**MUSIC:** country & western, modern country plus standards. **NEWS:** at :55; weather at :30. Spanish language program last hour of day M-Sat. **RELIGIOUS:** 4 hours on Sun including 11 am church service remote. Rec'd 4/7/71.

**1. PERSONNEL**  
 Owner, Manager—Hugh M. McBeath.  
 Program Director—Keith Ward.  
**3. FACILITIES**  
 1,000 w.; 1150 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
 15/0: 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7a, 8.  
 Rate Protection: 10a, 11c, 12h, 14b, 15b.  
 Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 26, 28b, 28c, 29a, 30.  
 Contracts: 40a, 41, 44a, 46, 47e.  
 Comb., Cont. Discounts: 60a, 60c, 60f.  
 Cancellation: 71a.  
 Prod. Services: 80, 81, 82.  
 Affiliated with KRS.

**TIME RATES**

No. 5 ET 1/1/71—Rec'd 12/7/70.

6. SPOT ANNOUNCEMENTS						
1x	26x	52x	104x	156x	260x	312x
1 min 4.50	4.25	3.80	3.55	3.15	2.85	2.40
30 sec 4.00	3.75	3.25	3.00	2.75	2.50	2.10
15 sec 3.00	2.75	2.50	2.25	2.00	1.75	1.50

**8. PROGRAM TIME RATES**

1 hr.....	55.00	54.00	50.00	45.00	40.00	35.00	30.00
1/2 hr.....	30.00	28.00	26.00	24.00	22.00	20.00	18.00
1/4 hr.....	22.00	20.00	18.00	16.00	14.00	12.00	10.50
5 min.....	15.00	12.50	11.00	10.50	9.00	7.50	6.00

**10. SPECIAL FEATURES**  
**PANISH HOUR**  
 (last hour of day)  
 1 min..... 4.00 30 sec..... 3.00

**KNAM**



Media Code 4 245 5665 2.00  
 Green Dolphin Broadcasting Corp., 2001 West Wall, Midland, Tex. 79701. Phone 915-683-2828.  
 See affiliated FM station for additional information.  
**FM facilities:** KNFM (FM).  
**3. FACILITIES**  
 500 w. days; 1510 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.  
 Partial simulcast operation. Operated separately local sunset-1 am & Sun. For simulcast facilities see KNFM (FM).  
**5. GENERAL ADVERTISING** See coded regulations  
 Member: Texas State Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 No. 8 ET 8/7;—Rec'd 9/3/74

10. SPECIAL FEATURES						
Religion—Sun 7 am-noon. Spanish—Sun noon-6 pm						
Ea	1 min	5 min	1 1/4 hr	1 1/2 hr	4	25
		4	6	15		

**KNFM (FM)**



Subscriber to the NAB Radio Code  
 Media Code 4 245 5675 1.00  
 Permian Broadcasters, Inc., 2001 West Wall, Midland, Tex. 79701. Phone 915-683-3876.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KNFM (FM): Programmed for adults and young adults.  
 6-9 am. M-F 2 men alternating music with news, sports, weather, stocks & commentary. 9-1 am. some current hits, MOR, pop standards & showtunes. Sat: same music except 11 am-noon, new album preview; 8 pm-12M emphasis on swing, Sun: same music except serious music 8-10 pm. **NEWS:** 5 min network at :55; 3 15-min casts daily M-Fat; 7 local newcasts daily. **SPORTS:** live professional and high school football. **COMMERCIAL POLICY:** maximum of 8 commercial minutes per hour. Contact Representative for further details. Rec'd 8/3/73.

**1. PERSONNEL**  
 General Manager—Michael Fitz-Gerald.  
 Business Manager—Max Howard Lloyd.  
 Program Director—Mary Lou Cassidy.

**2. REPRESENTATIVES**  
 National Time Sales.  
 South—Riley Representatives.

**3. FACILITIES**

ERP: 100,000 w.; 92.3 mc. Stereo.  
 Operating schedule: 19 hours daily. CST.  
 Antenna ht.: 390 ft. above average terrain.  
 Partial simulcast operation. Simulcast sunrise-local sunset, except Sun. For non-simulcast facilities see KNAM.  
**4. AGENCY COMMISSION**  
 15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2b, 3a, 3b, 4a, 5.  
 Rate Protection: 10c, 11b, 12c, 15b.  
 Basic Rates: 20b, 22a.  
 Contracts: 40a, 45.  
 Prod. Services: 82.  
 Aff. facilities: KNAM.  
 Member: Texas State Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 No. 8 ET 8/74—Rec'd 9/3/74

6. SPOT ANNOUNCEMENTS				
PER YR:	1x	100x	250x	500x
PER WK:	1 ti	5 ti	10 ti	15 ti
1 min.....	11.00	10.00	9.00	8.50
30 sec.....	8.80	8.00	7.20	6.80
Incl Breakfast A-La-Carte—Mon thru Sat 6-9 am.				

CLASS AAA

PER YR:	1x	100x	250x	500x	1000x
PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min.....	10.00	8.00	7.75	7.50	7.00
30 sec.....	8.00	6.40	6.20	6.00	5.60
10 sec.....	5.00	4.00	3.90	3.75	3.50

CLASS A

1 min.....	8.00	6.00	5.00	4.50	4.25
30 sec.....	6.40	4.80	4.00	3.60	3.40
10 sec.....	4.00	3.00	2.50	2.25	2.15

**KOZA**



Media Code 4 245 5700 7.00  
 KWEL, Inc., 401 W. Missouri, Midland, Tex. 79701.  
 Phone 915-682-4331.

**STATION'S PROGRAMMING DESCRIPTION**  
 KWEL: Programmed for adults and young adults. **NEWS:** 6-8 am, M-F, includes network, national, state & local news, features & interviews. News & sports format with network information. Commentator 7:30 am & noon. **MUSIC:** current popular, standards & instrumentals. 10 stock market reports daily. 20 exchange floor. Weather bureau reports hourly. **SPORTS:** college football, Indy 500 & firecracker 400 races, World Series & local sports. Contact Representative for further details. Rec'd 8/13/71.

**1. PERSONNEL**  
 President—Bob Hicks.  
 Commercial Manager—Don Richardson.  
 Program Director—Pete Charlton.

**2. REPRESENTATIVES**  
 Southwest—Mario Messina Company.

**3. FACILITIES**  
 1,000 w. days; 1600 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11e, 12a, 13a, 14a, 15b, 15c, 16.  
 Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30, 32a, 33c.  
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 46, 47e, 48, 49, 50, 51a, 51b, 51c.  
 Comb., Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 62a, 62b.  
 Cancellation: 70b, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 Affiliated with American Information Network.  
 Member: Alamo Network.

**TIME RATES**

ET 11/15/64—Rec'd 10/23/64.

7. PACKAGE PLANS					
PER WK, EA.	10 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	8.25	8.00	7.50	7.00	6.50
30 sec.....	85%				

**MINEOLA**

Wood County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**KMOO**



Media Code 4 245 5710 6.00  
 A-C Corp., Box 499, Greenville Hwy., Mineola, Tex. 75773. Phone 214-569-3823.

**STATION'S PROGRAMMING DESCRIPTION**  
 KMOO: Programmed for general interest.

**1. PERSONNEL**  
 Owner/Manager—Sam Curry.

**2. REPRESENTATIVES**  
 Southwest—Erie Racey & Associates.

**3. FACILITIES**  
 250 w.; 1510 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 ET—Rec'd 12/19/73.

6. SPOT ANNOUNCEMENTS					
WK:	1 ti	2 ti	6 ti	12 ti	18 ti
15 sec 1.10	2.00	85	1.80	1.75	1.60
30 sec 1.75	1.50	1.45	1.40	1.35	1.20
1 min 2.30	2.10	2.05	2.00	1.95	1.80

**CONTRACT DISCOUNT**  
 52 wk—10%

**MINERAL WELLS (1 AM; 1 FM)**

Palo Pinto County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

**KMWT (FM)**



Media Code 4 245 5717 1.00  
 Triple H Radio, Inc., Box 927, Mineral Wells, Tex. 76067. Phone 817-325-9509.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—E. Hal Hall.

**2. REPRESENTATIVES**  
 Riley Representatives.

**3. FACILITIES**  
 ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.  
 Operating schedule: 7 am-11 pm. CST.  
 Antenna ht.: 295 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
 No. 2 ET 11/17/72—Rec'd 11/17/72.

6. SPOT ANNOUNCEMENTS					
PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	1x	50x	100x	250x	500x
1 min.....	4.50	4.00	3.50	3.00	2.50
30/10 sec.....	3.60	3.20	2.80	2.40	2.00

**KORC**



Media Code 4 245 5725 4.00  
 White Fuel Corp., Box 638, First National Bank Bldg., Mineral Wells, Tex. 76067. Phones 817-325-1140, 6397.

**1. PERSONNEL**  
 General Manager—Jerry Adams.

**2. REPRESENTATIVES**  
 Mario Messina Company.

**3. FACILITIES**  
 250 w. days; 1140 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Texas State Network, Farm Radio Network, Alamo Network.

**TIME RATES**

No. 4 ET 9/1/73—Rec'd 10/18/73

6. SPOT ANNOUNCEMENTS						
1x	52x	104x	156x	260x	312x	624x
1 min 4.80	4.50	4.20	3.90	3.60	3.30	3.00
30/20 sec 3.85	3.60	3.35	3.10	2.90	2.65	2.40
10 sec 2.90	2.70	2.50	2.35	2.15	2.00	1.80

(\*) Specified times.  
 All spots combinable for frequency discount.

**7. PACKAGE PLANS**  
**WKLY. ROS:**

1 min.....	4.20	4.00	3.80	3.60	3.40
30/20 sec.....	3.35	3.20	3.05	2.90	2.70
10 sec.....	2.50	2.40	2.30	2.15	2.05

All spots combinable for frequency discounts.

**MISSION**

Hidalgo County—Map Location E-10  
 See SRDS consumer market map and data at beginning of the state.

See McAllen  
 (including Mission)

**MONAHANS**

Ward County—Map Location A-6  
 See SRDS consumer market map and data at beginning of the State.

**KVKM**



Subscriber to the NAB Radio Code  
 Media Code 4 245 5750 2.00  
 Land of the Sun Broadcasters, Drawer K, Monahans, Texas 79764. Phone 915-943-3233.  
 Studios: Hwy. 18, Monahans, Tex.

**1. PERSONNEL**  
 General Manager—J. Ross Rucker.

**2. REPRESENTATIVES**  
 Southwest—Clyde Melville Company.  
 Mountain States—Bob Elix Co., Inc.

**3. FACILITIES**  
 5,000 w. days, 1,000 w. nights; 1330 kc.  
 Directional—night only.  
 Operating schedule: 18-1/2 hours daily. CST.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: Texas State Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 5 ET 1/1/63—Rec'd 6/28/64.

6. SPOT ANNOUNCEMENTS					
1x	25x	52x	104x	156x	312x
1 min 4.00	3.80	3.60	3.40	3.00	2.55
30 sec 3.00	2.80	2.60	2.40	2.20	1.95

**MORTON**

Cochran County—Map Location A-4  
 See SRDS consumer market map and data at beginning of the State.

**KRAN**



Media Code 4 245 5775 9.00  
 Mike A. Barrett, dba Morton Broadcasting Co., Box 1077, Morton, Tex. 79346. Phone 806-266-5545, 806-266-8976.

**1. PERSONNEL**  
 General Manager—W. J. "Hi" Duncan.

**2. REPRESENTATIVES**  
 George T. Hopewell, Inc.  
 Clyde Melville Company.

**3. FACILITIES**  
 500 w. days; 1280 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15%. 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: National AdRadio Groups, Inc.

**TIME RATES**

ET—Rec'd 11/6/70.

6. SPOT ANNOUNCEMENTS					
Fixed	1x	52x	104x	312x	984x
1 min.....	5.60	5.30	5.00	4.70	4.40
30 sec.....	2.25	3.75	3.55	3.35	3.15

**7. PACKAGE PLANS**  
**7 DAYS OR LESS:**

1 min.....	25 ti	50 ti	75 ti	100 ti
1 min.....	4.50	4.29	3.90	3.60
30 sec.....	3.10	2.99	2.70	2.50

**MOUNT PLEASANT**

(1 AM; 1 FM)  
 Titus County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**KIMP**



Subscriber to the NAB Radio Code  
 Media Code 4 245 5800 5.00  
 Mt. Pleasant Broadcasting Co., Box 990, Mt. Pleasant, Tex. 75455. Phone 214-572-8726.

**STATION'S PROGRAMMING DESCRIPTION**  
 KIMP: Programmed for general interest.

**1. PERSONNEL**  
 Owner & Manager—Winston O. Ward.

**3. FACILITIES**  
 1,000 w. days; 960 kc. Non-directional.  
 Operating schedule: 6:00 am-local sunset. CST.

**4. AGENCY COMMISSION**  
 15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with KRS.  
 Member: Texas State Network.

**TIME RATES**

ET 3/1/72—Rec'd 8/7/72.

6. SPOT ANNOUNCEMENTS						
1x	13x	26x	52x	104x	156x	312x
1 min 4.40	4.20	4.00	3.80	3.60	3.40	3.20
30 sec 3.40	3.20	3.00	2.80	2.60	2.40	2.20

**7. PACKAGE PLANS**

10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	3.45	3.25	3.00	2.75	2.50
30 sec.....	2.10	1.95	1.85	1.75	1.60

**KIMP-FM**



Subscriber to the NAB Radio Code  
 Media Code 4 245 5801 3.00  
 Mt. Pleasant Broadcasting Co., Box 990, Hwy. 87, W., Mt. Pleasant, Tex. 75455. Phone 214-572-8726.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 54,000 w.; 100.7 mc.  
 Operating schedule: 6 am-midnight. CST.  
 Antenna ht.: 107 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Texas State Network.

**TIME RATES**  
 ET 3/1/72—Rec'd 6/27/72.

6. SPOT ANNOUNCEMENTS					
1x	13x	26x	52x	104x	156x
1 min 3.55	3.				

## TEXAS

### MULESHOE

Bailey County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

**KMUL**

1956



Subscriber to the NAB Radio Code  
Media Code 4 245 5825 2.00  
Burroughs, Randolph & Lamb, Box 486, 600 W. 8th St., Muleshoe, Tex. 79347. Phone 806-272-4273.

#### 1. PERSONNEL

General Manager—Gilbert Lamb.

#### 2. REPRESENTATIVES

Charles Bernard Co., Inc.

Mario Messina Company.

#### 3. FACILITIES

1,000 w.; 1380 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

#### 4. AGENCY COMMISSION

15/0; 10th of following month.

#### TIME RATES

ET 10/1/72—Rec'd 4/5/74.

#### 6. SPOT ANNOUNCEMENTS

EA:	1x	49x	100+
1 min	3.20	2.90	2.00
30 sec	2.00	1.75	1.50

### NACOGDOCHES (2 AM; 2 FM)

Nacogdoches County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

**KEEE**

1947



Subscriber to the NAB Radio Code  
Media Code 4 245 5850 0.00  
Stone Fort Broadcasting Co., Box 1111, 300 E. Main St., Stone Fort National Bank Bldg., Nacogdoches, Tex. 75961. Phone 713-564-4434.

#### STATION'S PROGRAMMING DESCRIPTION

KEEE: Programmed for mass appeal.  
AIR PERSONALITIES handle all segments.  
MUSIC: top 40. No hard rock until after 7 pm.  
10 pm-2 am middle-of-the-road music. NEWS: 5 min to hour headlines on half hour. Local, regional, network, world, international. Beepers. 5 man news staff. 5 mobile units. plane. SPORTS: high school, local college football, basketball wherever games played. Contact Representative for further details. Rec'd 12/1/67.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—Evelyn Stallings.

Vice-Pres. & Gen'l Sls. Mgr.—Dino Summerlin.

#### 2. REPRESENTATIVES

Herbert E. Groskin & Co.

Riley Representatives.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.

Non-directional.

Operating schedule: 24 hours daily, CST.

#### 4. AGENCY COMMISSION

15%.

#### 5. GENERAL ADVERTISING See coded regulations

General: 3a, 5, 6a, 7b, 8.

Rate Protection: 10a, 11a, 12a, 14a, 15b.

Basic Rates: 21b, 22b, 23a, 24b, 29a, 33b.

Contracts: 40a, 50.

Cancellation: 70e.

Prod. Services: 82.

FM facilities: KJCS (FM)

Affiliated with American Entertainment Network

Member: Texas State Network

#### TIME RATES

ET 8/31/73—Rec'd 6/8/73

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	10.00	9.50	9.00	8.50	8.00	7.50	7.00
30 sec	8.00	7.50	7.00	6.50	6.00	5.50	5.00

#### 10. SPECIAL FEATURES

On the spot news coverage—5-minute rates apply.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3c, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23a, 24a, 25a, 28c, 29a, 31, 33b.  
Contracts: 40a, 41, 44b, 45, 46, 51a.  
Comb.: Cont. Discounts: 61a.  
Prod. Services: 82.  
AM facilities: KEEF.  
Member: Texas State Network, The Groskin Group.

#### TIME RATES

ET 8/31/73—Rec'd 6/8/73.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 min	7.00	6.75	6.50	6.25	6.00	5.75	5.50
30 sec	5.50	5.25	5.00	4.75	4.50	4.25	4.00

**KSFA**

1947

Subscriber to the NAB Radio Code  
Media Code 4 245 5675 7.00  
Texan Broadcasting Co., Inc., Box 848, 3007 Martinsville St., Nacogdoches, Tex. 75961. Phone 713-564-3723.

#### STATION'S PROGRAMMING DESCRIPTION

KSFA: Programmed for adults and young adults.

#### 1. PERSONNEL

General Manager—Bob Dunn.

Sales Manager—H. M. Raborn.

Production Manager—Johnny Rice.

#### 2. REPRESENTATIVES

Mario Messina Company.

#### 3. FACILITIES

1,000 w.; 880 kc. Non-directional.

Operating schedule: Daytime only, CST.

#### 4. AGENCY COMMISSION

15/2; 20 days.

#### 5. GENERAL ADVERTISING See coded regulations

Accounts AAAA copyrighted contract.

Member: Farm Radio Network, Alamo Network.

#### TIME RATES

ET 8/1/59—Rec'd 8/5/50.

#### 6. SPOT ANNOUNCEMENTS

1x	13x	25x	52x	104x	156x	260x
1 min	6.50	6.25	6.00	5.75	5.50	5.25
30 sec	5.25	5.00	4.75	4.50	4.25	4.00

#### 8. PROGRAM TIME RATES

1x	13x	25x	52x	104x	156x	260x
1/2 hr	30.50	29.00	28.25	26.00	24.25	22.00
1/4 hr	18.50	18.25	18.00	17.25	16.00	15.00
5 min	8.50	8.00	7.75	7.50	7.25	6.50

#### 10. SPECIAL FEATURES

On-the-spot news—5-min rates apply.

**KSFA-FM**

1970

Media Code 4 245 5676 5.00  
Texan Broadcasting Co., Inc., Box 848, 3007 Martinsville St., Nacogdoches, Tex. 75961. Phone 713-564-3723.

#### STATION'S PROGRAMMING DESCRIPTION

See affiliated AM station for additional information.

#### 1. PERSONNEL

Gen'l & Sales Mgr.—Tom Baker.

Program Director—Johnny B. Goode.

#### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 92.1 mc Stereo.

Operating schedule: 5-2 am, CST.

Antenna ht.: 370 ft. above average terrain.

#### 5. GENERAL ADVERTISING See coded regulations

Member: Alamo Network

#### TIME RATES

ET 9/22/70—Rec'd 8/30/71.

#### 6. SPOT ANNOUNCEMENTS

PER MO:	1 ti	30 ti	60+
1 min	3.50	3.30	3.00
30 sec	2.80	2.60	2.10

### NAVASOTA

Grimes County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**KWBC**

1960

Subscriber to the NAB Radio Code  
Media Code 4 245 5900 3.00  
Whitten Broadcasting Co., Box 751, 117 Railroad St., Navasota, Tex. 77868. Phone 713-825-6484.

#### STATION'S PROGRAMMING DESCRIPTION

KWBC: MUSIC: MOR & top 100.

#### 1. PERSONNEL

Owner & Manager—Robert H. Whitten

#### 2. REPRESENTATIVES

Riley Representatives.

#### 3. FACILITIES

250 w.; 1550 kc. Non-directional.

Operating schedule: Sunrise-local sunset, CST.

#### 4. AGENCY COMMISSION

15/0 time only; weekly or monthly.

#### 5. GENERAL ADVERTISING See coded regulations

Member: Texas State Network

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 ET 4/1/70—Rec'd 4/2/70.

#### 6. SPOT ANNOUNCEMENTS

1 min	3.00	2.75	2.50	2.25	2.00
30 sec	2.25	2.05	1.90	1.70	1.50
10 sec	1.50	1.40	1.25	1.15	1.00

#### 7. PACKAGE PLANS

PER WK:	10 ti	20 ti	30 ti	40 ti
Rate	50x	100x	200x	500x

## NEW BOSTON

Bowie County—Map Location G-4.  
See SRDS consumer market map and data at beginning of the State.

**KNBO**

1969

Media Code 4 245 5910 2.00  
Bowie County Broadcasting Co., Box 848, New Boston, Tex. 75570. Phone 214-628-2561.

#### STATION'S PROGRAMMING DESCRIPTION

KNBO: Programmed for general audience.

#### 1. PERSONNEL

General Manager—Richard E. Knox.

#### 2. REPRESENTATIVES

Southwest—Erie Racey & Associates.

#### 3. FACILITIES

1,000 w.; 1530 kc. Non-directional.

Operating schedule: 6 am-local sunset, CST.

#### 4. AGENCY COMMISSION

None; all rates net to station.

#### 5. GENERAL ADVERTISING See coded regulations

Accounts AAAA copyrighted contract with exceptions.

Member: Texas State Network.

#### TIME RATES

ET Rec'd 6/3/74

#### 6. SPOT ANNOUNCEMENTS

1 min	3.50	3.00	2.75	2.50	2.00
30 sec	2.25	2.00	1.75	1.50	1.00

#### 10. SPECIAL FEATURES

NEWS HEADLINES/NETWORK NEWS/WEATHER

Per unit, flat 3.00.

1 per day Mon thru Sat, per mo 60.00; Sun 6.00 extra per mo.

2 per day Mon thru Sat, per mo 105.00; Sun 12.00 extra per mo.

#### 15-MINUTE NEWCASTS

MON THRU SAT, PER WK:	3 ti	2 ti	1 ti
Per mo	150	110	60

Less than full wk, per spot 3.00.

### NEW BRAUNFELS (1 AM; 1 FM)

Comal County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

**KGNB**

1950

Subscriber to the NAB Radio Code  
Media Code 4 245 5925 0.00  
Comal Broadcasting Co., Drawer 593, 1540 Loop 337 North, New Braunfels, Tex. 78130. Phone 512-625-7311. San Antonio phone 658-5454.

#### STATION'S PROGRAMMING DESCRIPTION

KGNB: Programmed for adults and young adults.

#### 1. PERSONNEL

General Manager—Carl H. Skoog, Jr.

#### 2. REPRESENTATIVES

Mario Messina Company.

#### 3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.

Operating schedule: am-local sunset, CST.

#### 4. AGENCY COMMISSION

15% time only.

#### 5. GENERAL ADVERTISING See coded regulations

Accounts AAAA copyrighted contract.

Affiliated with KRIS.

FM facilities: KNRT (FM).

Member: Texas State Network, Farm Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 5/1/74—Rec'd 6/3/74.

AAA—Mon thru Sat 6-9:30 am, 1:30 am-1 pm & 4-6:30 pm.

AA—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER YR, 1000+:	AAA	AA
1 min	3.50	3.20
30 sec	2.80	2.50

#### 7. PACKAGE PLANS

PER MO:	AAA	AA
1 ti	4.30	3.55
31 ti	4.15	3.40
61 ti	4.00	3.25
101 ti	3.85	3.10

#### 10. SPECIAL FEATURES

News  
Weather/Community Calendar

**KNBT (FM)**

1968

Subscriber to the NAB Radio Code  
Media Code 4 245 5937 5.00  
Comal Broadcasting Co., Box 303, 1540 Loop 337 North, Braunfels, Tex. 78130. Phone 512-625-7311. San Antonio phone 612-654-4434.

See affiliated AM station for additional information.

#### AM facilities: KGNB

#### 3. FACILITIES



Odessa—Continued

**KOYL**

1957



Subscriber to the NAB Radio Code  
Media Code 4 245 6025 8.00  
Mid-Cities Broadcasting Corp., 4000 Rasco Ave.,  
Odessa, Tex. 79762. Phone 915-368-2801.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOYL: Programmed for general adult interest.  
MUSIC: modern country, top 50 mixing in newest  
releases and oldies. Air personality in morning and  
afternoon. NEWS: network news twice daily with  
news commentator. Contact Representative for further  
details. Rec'd 8/24/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. L. Bookley.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 1310 kc. Non-directional.  
Operating schedule: 6 am-12 noon. CST.
- AGENCY COMMISSION**  
15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22b, 23b, 27,  
28b, 28c.  
Contracts: 40a, 42b, 42d, 45, 46, 47a, 43, 49, 51a.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70c 71b, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.  
Member: Farm Radio Network, Alamo Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 9/1/70—Rec'd 1/12/70  
A—Mon thru Sat 6-9:30 am, noon-1:30 pm & 3:30-  
6:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	1 min	30/20 sec	10 sec	10 sec	10 sec
1 hr	7.00	6.30	5.60	5.00	3.85
15 min	6.65	6.00	5.30	4.75	3.65
10 min	6.30	5.70	5.00	4.50	3.45
5 min	5.95	5.35	4.75	4.25	3.25
30 sec	5.60	5.00	4.50	4.00	3.10
15 sec	5.25	4.70	4.20	3.75	2.80
10 sec	4.90	4.40	3.90	3.50	2.70

Times offered within 1/2 hour periods only.

**7. PACKAGE PLANS**

ROS  
(1/3 A if desired)

PER WK:	10 ti	20 ti	30 ti	40 ti
Use above B rate.	52x	101x	156x	260x

**8. PROGRAM TIME RATES**

	1x	26x	52x	104x	200x
1 hr	55.00	52.50	50.00	45.00	40.00
1/2 hr	33.00	31.50	30.00	27.00	24.00
1/4 hr	22.00	21.00	20.00	18.00	16.00
5 min	11.00	10.50	10.00	9.00	8.00

**AM/PM COMBINATION**  
Add 60% to AM rates.

professional play-by-play coverage. FEATURES:  
woman's program 10 am-2 pm. Contact Representa-  
tive for further details. Rec'd 7/6/71.

- PERSONNEL**  
Chairman of the Board—Cecil L. Trigg.  
President—Steve Trigg.  
General Manager—Frank Childs.
- REPRESENTATIVES**  
Midstone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a.  
Rate Protection: 12c, 14c.  
Basic Rates: 20a.  
Contracts: 41.  
Comb.: Cont. Discounts: 60j, 60k, 61b.  
Cancellation: 70e, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 5/1/73—Rec'd 4/3/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10  
am-7 pm; Sun noon-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6-10 am; Sun  
6 am-noon.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	7 ti	14 ti	21 ti	28 ti
1 min	13.00	12.00	11.00	10.00
30 sec	10.50	9.50	8.50	7.50
10 sec	8.50	6.00	5.50	5.00

**7. PACKAGE PLANS**

	1 min	30 sec	10 sec
7 ti (2AAA, 3AA, 2A)	11.00	10.00	9.00
14 ti (4AAA, 5AA, 5A)	8.50	7.50	6.50
21 ti (7AAA, 7AA, 7A)	6.50	5.50	4.50
28 ti (9AAA, 10A, 9A)	5.50	4.50	3.50

**8. SPECIAL FEATURES**  
5-min newscast—1-1/2x applicable 1-min rate.  
(CR)

**KQIP (FM)**

1961



Media Code 4 245 6056 6.00  
Texas Broadcast Industries, Inc., 506 ABC Bldg.,  
Odessa, Texas, 79760. Phone 915-337-6262.  
**STATION'S PROGRAMMING DESCRIPTION**  
KQIP (FM): Programmed for adults 18 years and  
up.  
MUSIC: MOR with 25% current hits. NEWS: em-  
phasis on local & regional. Weather at 10. Contact  
Representative for further details. Rec'd 11/4/71.

- PERSONNEL**  
President—James F. McCubbin.  
Gen'l & Sales Mgr.—Roy A. Elsner.  
Program Director—Arthur Roberts.
- REPRESENTATIVES**  
New York—Frederick W. Smith.  
Texas—Paul Miller & Company.
- FACILITIES**  
ERP 1,700 w.; 96.9 mc. Stereo.  
Operating schedule: 7 am-midnight daily. CST.  
Antenna ht.: 228 ft. above average terrain.
- AGENCY COMMISSION**  
15% time and talent; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 2b, 3a, 4a, 5.  
Rate Protection: 12a, 15b.  
Basic Rates: 24b, 25c.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60b, 60l, 61a.  
Cancellation: 70b 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 4 Eff 8/8/74.  
**6. SPOT ANNOUNCEMENTS**

	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	6.50	5.75	4.75	4.00	3.00
30 sec	5.20	4.60	3.80	3.20	2.40

**8. PROGRAM TIME RATES**

	1x	52x	104x	200x
5 min	13.00	12.00	11.00	10.00
1/4 hr	26.00	24.00	22.00	20.00

**KRIG**

1946



Subscriber to the NAB Radio Code  
Media Code 4 245 6075 3.00  
KRIG Inc., Box 4312, Crane Hwy., Odessa, Tex.  
79760. Phone 915-332-6871. 2.

- PERSONNEL**  
Pres. & Gen'l Mgr.—R. D. Brown.  
Sales Manager—June Brown.
- REPRESENTATIVES**  
Harlan G. Oakes, Inc.  
David Carpenter Company.  
Southwest Radio Representatives.
- FACILITIES**  
1,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 18 hours daily. CST.
- AGENCY COMMISSION**  
15% of 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11i, 12i, 13i, 14i, 15b.  
Basic Rates: 20b, 21c, 22b, 28a, 28c, 30, 33a.  
Contracts: 40a, 44a, 44b, 45, 49, 51a.  
Comb.: Cont. Discounts: 60i, 62d.  
Cancellation: 70a, 70d, 71a, 73a.  
Prod. Services: 80.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 4/1/74—Rec'd 5/29/74.  
**6. SPOT ANNOUNCEMENTS**

	5 SECONDS
1x	50x
100x	300x
300x	600x
600x	1.00

**PER WK:**  
1x 50x 100x 300x 600x  
Ea 2.00 1.90 1.80 1.70 1.60

1000x 3000x 6000x 12000x 18000x  
Ea 1.50 1.40 1.30 1.20 1.10  
100/10 days..... 1.60 1000/100 days..... 1.40  
Ea additional 5 sec. extra .10.

**8. PROGRAM TIME RATES**  
Rates cover cost per min. Find total number of  
minutes.

**ORANGE (1 AM; 1 FM)**

Orange County—Map Location H-7  
See SRDS consumer market map and data at begin-  
ning of the State

**KOBS (FM)**

1972

Media Code 4 245 6087 8.00  
Charles Ilubert Kobs, Box 483E, Rte. 3, Orange,  
Tex. 77630. Phone 713-745-2222.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOBS (FM): Programmed for young adults and  
teens.  
MUSIC: current MOIT & rock featured with stand-  
ards 6 am-10 pm. Progressive & folk rock added  
6-10 pm. Instrumentals: standards, film music,  
showtunes, light classics featured 6-8 am & 11 am-  
2 pm Sun. NEWS: 5 min at :55 with local, state,  
national & international & wire service news. AIR  
PERSONALITIES handle all segments. RELIG-  
IOUS: all taped programs 8-11 am Sun. Children's  
programs 8-9 am Sat. 3 wkly programs include  
popular music, human interest & spiritual messages.  
SPORTS: play-by-play coverage. COMMERCIAL  
POLICY: 8 minutes per hour. Rec'd 7/20/73.

- PERSONNEL**  
Manager—Charles H. Kobs.
- FACILITIES**  
ERP 55,000 w.; 104.5 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 215 ft. above average terrain.
- AGENCY COMMISSION**  
15% on time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4b, 4d, 5, 6a, 7a.  
Rate Protection: 10h, 11h, 12h, 13h, 15b.  
Basic Rates: 20a, 24a, 26, 27, 28b, 28c, 30, 31, 32b.  
Contracts: 40a, 42a, 43, 44b, 46, 47a, 50.  
Comb.: Cont. Discounts: 60a, 60f.  
Prod. Services: 80, 82.

**TIME RATES**  
Eff 4/30/73—Rec'd 5/17/73.  
**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	156x
1 min	4.40	4.18	3.96	3.73	3.52	3.30
30 sec	3.30	3.13	2.97	2.80	2.64	2.48

**KOGT**

1947



Media Code 4 245 6100 9.00  
Sabine Area Broadcasting Corp., Box 1329, Orange,  
Tex. 77630. Phone 713-883-4381.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOGT: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ed Lovelace.
- REPRESENTATIVES**  
Southwest—Clyde Melville Company.
- FACILITIES**  
1,000 w.; 1600 kc. Directional—nights only.  
Operating schedule: —CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Entertainment Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 12 Eff 7/1/72—Rec'd 8/11/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 5-6 am & 10 am-3 pm; Sat &  
Sun before 7 pm.  
A—7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

	1 ti	25 ti	50 ti	75 ti	100 ti	125 ti
1 min	7.00	6.50	6.00	5.50	5.00	4.50
30 sec	6.00	5.50	5.00	4.50	4.00	3.50
10 sec	4.00	3.75	3.50	3.25	3.00	2.75

**7. PACKAGE PLANS**

	50 ti	75 ti	100 ti	150 ti	200 ti
PER MO. EA:	4.00	3.75	3.50	3.00	2.50
30 sec	3.50	3.25	3.00	2.50	2.00

**PER DAY, EA:**

	5 ti	10 ti	15 ti	20 ti
1 min	5.25	5.00	4.75	4.50
30 sec	2.75	2.50	2.25	2.00
10 sec	4.75	4.50	4.25	4.00

**8. SPECIAL FEATURES**  
Dick Corder—Ea 10.00.  
Barbara Walts, J. C. White, Sarge Ledford—Ea  
8.00.

**PALESTINE (1 AM; 1 FM)**

Anderson County—Map Location F-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**KLIS (FM)**

1970

Subscriber to the NAB Radio Code  
Media Code 4 245 6115 7.00  
Vista Broadcasting Co., Inc., Box 788, 1118 N. Link,  
Palestine, Tex. 75801. Phone 214-729-0183.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLIS (FM): Programmed for adults and mature  
young people.

- PERSONNEL**  
Pres. & Gen'l Mgr.—L. D. Harris.
  - REPRESENTATIVES**  
Southwest—Eric Racey & Associates.  
Dallas—Paul Miller & Company.
  - FACILITIES**  
ERP 3,000 w.; 94.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.
  - AGENCY COMMISSION**  
None: all rates net to station.
  - GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.
- TIME RATES**  
Eff 3/1/74—Rec'd 4/1/74.
- 6. SPOT ANNOUNCEMENTS**
- |         | 1 ti  | 10 ti  | 20 ti  | 50+ ti |
|---------|-------|--------|--------|--------|
| PER MO: | 3.75  | 3.25   | 2.90   | 2.50   |
| 1 min   | 3.75  | 3.25   | 2.90   | 2.50   |
| 30 sec  | 3.00  | 2.50   | 2.25   | 2.00   |
| PER MO: | 50 ti | 50 ti  | 200 ti | 100 ti |
| ID's    | 6.50  | 115.00 | 210.00 |        |

**KNET**

1955

Subscriber to the NAB Radio Code  
Media Code 4 245 6125 6.00  
KNET, Inc., Box 649, Main and Queen Sta., Pale-  
stine, Tex. 75801. Phone 214-729-6077.  
**STATION'S PROGRAMMING DESCRIPTION**  
KNET: Programmed modern C&W day; top 40 eve.

- PERSONNEL**  
General Manager—Ben L. Slack.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Texas State Network, Farm Radio Network,  
Alamo Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 9/1/69—Rec'd 10/29/69.  
**6. SPOT ANNOUNCEMENTS**

	1x	52x	104x	156x	208x	260x
1 min	4.00	3.80	3.60	3.40	3.20	3.00
30/20 sec	3.20	3.05	2.85	2.70	2.55	2.40
10 sec	2.40	2.30	2.15	2.05	1.90	1.80

**7. PACKAGE PLANS**

ROS  
(1/3 in Drive Time)

PER WK:	10 ti	20 ti	30 ti	40 ti
Rate	52x	104x	156x	208x

All spots combinable for frequency, but ROS can-  
not be counted toward frequency on annual plan.

**PAMPA (2 AM)**

Gray County—Map Location C-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**KGRO**

1951



Media Code 4 245 6150 4.00  
Pampa Broadcasters, Inc., Box 1779, 1701-1/3 N.  
Hobart, Pampa, Tex. 79065. Phone 806-689-6849.

- PERSONNEL**  
Owner—Jim Hughes.
- FACILITIES**  
ERP 1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.  
Member: Texas State Network.

**TIME RATES**  
Eff 8/8/74.

**6. SPOT ANNOUNCEMENTS**  
1 min or less..... 1.85

**KPDN**

1936



Subscriber to the NAB Radio Code  
Media Code 4 245 6175 1.00  
Warren L. Hass, Hughes Bldg., Pampa, Tex. 79065.  
Phone 806-689-7461, 2, 3.

- PERSONNEL**  
Owner & Gen'l Mgr.—Warren L. Hass.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. CST.
- AGENCY COMMISSION**  
15% net time.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Farm Radio Network, Alamo Network.

**TIME RATES**  
Rates effective July 1, 1962.  
Rates received June 25, 1962.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr	1/2 hr	1/4 hr	5 min	30 min
1 time	1.00	0.50	0.25	0.10	0.05
26 times	47.50	22.50	10.00	9.50	4.75
52 times	45.00	27.00	18.00	9.00	4.50
104 times	42.50	25.50	17.00	8.50	4.25
156 times	40.00	24.00	16.00	8.00	4.00
260 times	37.50	22.50	15.00	7.50	3.75

(This listing continued on next page)

**KOYL am/fm**  
Country & Western, delivering No. 1  
in adults in Ector County,  
Circulation Pulse 1971-72.  
Rep: Mario Messina Co.

**KOYL-FM**  
1965  
Subscriber to the NAB Radio Code  
Media Code 4 245 6026 6.00  
Mid-Cities Broadcasting Corp., 4000 Rasco, Odessa,  
Tex. 79762. Phone 915-368-2801.  
See affiliated AM station for additional

# TEXAS

## Pampa—K P D N—Continued

7. PACKAGE PLANS	
Per week:	1 30
5 times, each 4.00	2.20 20 times, each... 3.40 2.75
10 times, each 3.80	3.05 25 times, each... 3.20 2.60
15 times, each 3.60	2.90
10 seconds—50% of 1-minute rate.	

## PARIS (2 AM; 1 FM)

Lamar County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KPLT

1935

Subscriber to the NAB Radio Code  
Media Code 4 245 6225 4.00  
KPLT, Inc., Box 9, 1/2 mile S. on Hwy. 24,  
Paris, Tex. 75460. Phone 214-784-3311, 12, 13.

- PERSONNEL  
General Manager—Jeff D. Methren.
- REPRESENTATIVES  
Savall/Gates, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight CST.
- AGENCY COMMISSION  
15/0 announcements and time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Texas State Network, Farm Directors Radio Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME	
No. 8 ET 1/1/73—Rec'd 12/11/72.	
6. SPOT ANNOUNCEMENTS	
1 MINUTE OR LESS—FIXED	
13x	26x 52x 104x 156x 208x 312x 624x
5.00	10.00 3.50 3.25 3.00 2.80 2.50 2.25
7. PACKAGE PLANS	
PER WK, ROS:	5 ti 10 ti 20 ti 30 ti
1 min, ea.	4.00 3.00 2.80 2.50

### KPLT-FM

1966

Subscriber to the NAB Radio Code  
Media Code 4 245 6226 2.00  
KPLT, Inc., Box 9, Paris, Tex. 75460. Phone 214-784-3311.  
See affiliated AM station for additional information.

- PERSONNEL  
Pres., Gen'l & Sta. Mgr.—Jeff Methren.
- FACILITIES  
ERP 3,000 w.; 99.3 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 168 ft., above average terrain.

### TIME RATES

Rates are identical to KPLT. See that listing.

### KPRE

1950

Subscriber to the NAB Radio Code  
Media Code 4 245 6238 7.00  
Lamar Broadcasting Co., Inc., 210 1st National  
Bank Bldg., Paris, Tex. 75460. Phone 214-784-6678.

- STATION'S PROGRAMMING DESCRIPTION  
KPRE: MUSIC: Country & western format.
- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Pee Wee Reid.
  - REPRESENTATIVES  
George T. Hopewell, Inc.  
Southwest—Clyde Melville Company.
  - FACILITIES  
500 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME	
No. 3 ET 8/1/73—Rec'd 8/7/74.	
Drive—Mon thru Fri 6-9 am, 11:30 am-1 pm & 3:30-6 pm.	
6. SPOT ANNOUNCEMENTS	
PER MO:	10 ti 20 ti 30 ti 40 ti 50 ti 60 ti
1 min.	2.80 2.70 2.60 2.50 2.40
30 sec.	2.10 2.05 2.00 1.95 1.85
*ROS	
1 min.	2.50 2.40 2.30 2.20 2.10 2.00
30 sec.	1.90 1.85 1.80 1.75 1.65 1.55
11:30 am-1 pm, flat 3.00.	
(*) 25% In Drive Time, when available.	
10. SPECIAL FEATURES	
3-min news, stated times, flat 3.50.	

## PASADENA

Harris County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

### See Houston

(including Baytown, Clear Lake City, Pasadena)

## PEARSALL

Frio County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### KVWG

1962

Subscriber to the NAB Radio Code  
Media Code 4 245 6250 2.00  
Box 938, Pearsall, Tex. 78061. Phone 512-334-3615.

### STATION'S PROGRAMMING DESCRIPTION

- KVWG: Programmed for general interest for farmers
- PERSONNEL  
Station Manager—Jack Lindley.
  - FACILITIES  
500 w.; 1280 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.
  - AGENCY COMMISSION  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KRS.  
Member: Texas State Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME	
ET—Rec'd 4/14/66.	
6. SPOT ANNOUNCEMENTS	
1 min 30 sec	1 min 30 sec
312 x	1.77 1.35 52 x
260 x	1.82 1.41 26 x
156 x	1.88 1.47 13 x
104 x	1.94 1.53 1 x
7. PACKAGE PLANS	
ROS SPOT PACKAGES	
(To be used within 7 days)	
PER WK:	10 ti 15 ti 25 ti 50 ti 75 ti
1 min.	2.36 2.18 2.05 1.77 1.71
30 sec.	1.94 1.77 1.65 1.35 1.29

## PECOS

Reeves County—Map Location B-10  
See SRDS consumer market map and data at beginning of the State.

### KIUN

1935

Subscriber to the NAB Radio Code  
Media Code 4 245 6275 9.00  
KIUN, Inc., KIUN Bldg., Pecos, Tex. 79772. Phone 915-445-2497.

- STATION'S PROGRAMMING DESCRIPTION  
KIUN: Programmed for general interest, for adults
- PERSONNEL  
General Manager—Bill H. Hubbs.
  - REPRESENTATIVES  
George T. Hopewell, Inc.
  - FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily, CST.
  - AGENCY COMMISSION  
None; agencies add commissions to rates shown.
  - GENERAL ADVERTISING See coded regulations  
Affiliated with KRS.  
Member: Texas State Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME	
ET 3/28/74—Rec'd 4/2/74.	
6. SPOT ANNOUNCEMENTS	
1 min	500x 312x 156x 52x 1x
30 sec	1.85 2.20 2.75 3.30 3.85
7. PACKAGE PLANS	
ROS, PER DAY:	
12 1-min.	1.50 15 30-sec.
ROS, PER 30 DAYS:	100 ti 150 ti
1 min.	1.50 1.25
30 sec.	1.25 1.00

## PERRYTON

Ochiltree County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KEYE

1948

Media Code 4 245 6300 5.00  
Perryton Radio, Inc., Box 630, Perryton, Tex. 79076. Phone 806-435-5458, 5459.

- PERSONNEL  
Pres. & Gen'l Mgr.—Jerry Garrison.
- REPRESENTATIVES  
Riley Representatives.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6 am-midnight daily, CST.
- AGENCY COMMISSION  
15% net time; no cash discount.
- GENERAL ADVERTISING See coded regulations  
Affiliated with KRS.  
Member: Country Music Network, Texas State Network.

### TIME RATES

ET 4/1/68—Rec'd 2/14/68.	
6. SPOT ANNOUNCEMENTS	
1 min	52x 104x 156x 208x 260x 312x
1 min	6.50 6.00 5.50 5.00 4.50 4.00 3.50
(*) 30 sec or less.	4.50 4.25 4.00 3.75 3.50 3.25 3.00
7. PACKAGE PLANS	
PER WK:	10 ti 20 ti 30 ti
1 min.	4.50 4.00 3.50
(*) 30 sec or less.	3.50 3.25 3.00

## PLAINVIEW (2 AM; 1 FM)

Plus 1 paid cross reference.  
Hale County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

### KFLP

FLOYDADA

City of license, Floydada, Tex.  
Plainview office: 1415 W. 5th St., Plainview, Tex. 79072. Phone 806-293-2548, 2547.  
See listing under Floydada, Tex.

### KKYN

1974

Media Code 4 245 6308 2.00  
Panhandle Broadcasting, Inc., Box 147, 2202 Edgemere Dr., Plainview, Tex. 79072. Phone 806-298-7910.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Bruce H. Campbell.
- REPRESENTATIVES  
Riley Representatives.

### 3. FACILITIES

- 1,000 w.; 1090 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
15/0 time only; 10th of month.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.
- ET 9/1/74—Rec'd 8/27/74.
- SPOT ANNOUNCEMENTS

1x	13x 26x 52x 312x
1 min.	4.50 4.25 4.00 3.75 3.50
30 sec.	3.25 3.00 2.75 2.50 2.25

### KPLA (FM)

1961

Subscriber to the NAB Radio Code  
Media Code 4 245 6312 0.00  
KVOP, Inc., Box 1420, 1100 W. 24th St., Plainview, Tex. 79072. Phone 806-296-2771.  
See affiliated AM station for additional information.  
AM facilities: KVOP.

- STATION'S PROGRAMMING DESCRIPTION  
KPLA (FM): Spanish speaking and music.
- FACILITIES  
ERP 3,500 w.; 97.3 mc.  
Operating schedule: 6 am-8 pm daily, CST.  
Antenna ht.: 165 ft., above average terrain.
  - GENERAL ADVERTISING See coded regulations  
Member: Texas State Network.

### TIME RATES

Rates are identical to KVOP. See that listing.

### KVOP

1944

Subscriber to the NAB Radio Code  
Media Code 4 245 6325 2.00  
KVOP, Inc., Box 1420, 1100 W. 24th St., Plainview, Tex. 79072. Phone 806-296-2771.

- PERSONNEL  
Commercial Manager—Girard Fox.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight daily, CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
FM facilities: KPLA (FM).  
Affiliated with KRS.  
Member: Texas State Network.

### TIME RATES

No. N-309 ET 11/1/72—Rec'd 3/21/74.	
6. SPOT ANNOUNCEMENTS	
ROS:	1x 13x 26x 52x 312x
1 min.	5.00 4.75 4.50 4.25 4.00
30 sec.	3.75 3.50 3.25 3.00 2.75
AM & FM combinable for frequency discount.	

## PLANO

Collin County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

### KYAL

1946

McKinney  
RAB  
(This is a paid duplicate of the listing appearing under McKinney, Tex.)  
Media Code 4 245 5525 8.00  
AEB Broadcasting Corp., 1310 Ave. K., Plano, Tex. 75074. Phone 214-424-8541.  
McKinney Office: 203 B East Virginia St., McKinney, Tex. 75069.

- STATION'S PROGRAMMING DESCRIPTION  
KYAL: Programmed for adults.  
MUSIC: country, 60% current hits, 40% country standards. AIR PERSONALITIES handle all segments. NEWS: 3 man news team with emphasis on local and area news. FARM: 2-5 min agriculture and livestock reports 6-7 am & noon-1 pm. Contact Representative for further details. Rec'd 4/29/74.

- PERSONNEL  
President—John T. Pickens.  
General Manager—Troy G. Young.  
Traffic—Brenda Smith.
- REPRESENTATIVES  
Mario Messina Company.
- FACILITIES  
5,000 w. days, 1600 kc. Directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations.  
General: 1b, 2a, 2b, 3a, 4a, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13b, 14b, 15b.  
Contracts: 40c, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 61c.  
Cancellations: 70b, 70c, 72, 73b.  
Prod. Services: 82.  
Member: Alamo Network.

### TIME RATES

ET 5/1/74—Rec'd 4/20/74.	
DRIVE—Mon thru Fri 6:30-9:30 am & 4-7 pm. BTA—All other times. (incl drive if available).	
6. SPOT ANNOUNCEMENTS	
DRIVE:	
1x	52x 104x 156x 208x 312x 500x
1 min 11:00	10.00 9.50 9.00 8.50 8.00 7.50
30 sec 8:00	8.00 7.60 7.20 6.80 6.40 6.00
10 sec 6:00	6.00 5.70 5.40 5.10 4.80 4.40
BTA:	
1 min 10:00	9.10 8.65 8.20 7.75 7.30 6.85
30 sec 8:00	7.30 6.90 6.55 6.20 5.85 5.50
10 sec 6:00	5.45 5.20 4.90 4.65 4.40 4.10
7. PACKAGE PLANS	
ROS—1/3 DRIVE	
PER WK:	10 ti 20 ti 30 ti 40 ti
1 min.	8.65 8.20 7.75 7.30
30 sec.	6.90 6.55 6.20 5.85
10 sec.	5.20 4.90 4.65 4.40
ROS cannot be counted toward frequency on annual plan.	

## PLEASANTON

Atascosa County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### KBOP

1950

Subscriber to the NAB Radio Code  
Media Code 4 245 6350 0.00  
Ben L. Parker, Box 247, 215 N. Main, Pleasanton, Tex. 78064. Phone 512-569-1871.

- STATION'S PROGRAMMING DESCRIPTION  
KBOP: Country music 6 am-1 pm; Spanish 1-7 pm.
- PERSONNEL  
Owner—Ben L. Parker.
  - FACILITIES  
1,000 w. days; 1380 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
  - AGENCY COMMISSION  
15%.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

NATIONAL AND LOCAL RATES SAME	
ET 7/1/74—Rec'd 6/19/74.	
AA—6-9 am, noon-1 pm & 4-7 pm. A—All other times.	
6. SPOT ANNOUNCEMENTS	
YR:	1x 13x 26x 52x 104x 156x 208x 260x 312x
1 min.	3.75 3.50 3.40 3.20 3.00 2.85 2.80 2.75 2.70
30 sec.	3.00 2.80 2.70 2.60 2.50 2.40 2.30 2.15 2.10
15 sec.	1.80 1.75 1.70 1.65 1.60 1.55 1.50 1.45 1.40
CLASS A	
1 min.	3.00 2.90 2.80 2.60 2.45 2.30 2.15 2.00 1.80
30 sec.	2.60 2.45 2.30 2.15 2.00 1.85 1.70 1.55 1.40
15 sec.	1.70 1.60 1.50 1.40 1.30 1.20 1.10 1.00 .95
7. PACKAGE PLANS	
PER WK:	1 min 30 sec 15 sec 1 min 30 sec 15 sec
6 ti	3.20 2.60 1.65 2.60 2.15 1.40
12 ti	3.10 2.50 1.60 2.45 2.00 1.30
24 ti	3.00 2.40 1.50 2.30 1.85 1.20
30 ti	2.80 2.20 1.45 2.00 1.55 1.00
36 ti	2.70 2.20 1.40 1.80 1.40 .95

- PERSONNEL  
Program Director—Jim Love.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
Dallas—Riley Representatives.
- FACILITIES  
1,000 w. days; 1510 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP 25,000 w.; 93.3 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 200 ft., above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION  
15%.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15d.  
Basic Rates: 20a, 21a, 21b, 22a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 61c.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

NATIONAL AND LOCAL RATES SAME	
ET 7/1/74—Rec'd 6/19/74.	
AA—6-9 am & 3-6 pm. AA—9 am-3 pm. A—6 pm-midnight.	
6. SPOT ANNOUNCEMENTS	
1 min.	1 ti 6 ti 11 ti 25 ti
AA	12.00 11.00 10.00 9.00
A	9.00 8.00 7.00 6.00
30 sec.	6.00 5.50 5.00 4.50
30 sec: 60% of 1-min.	

## PORT ARTHUR (4 AM; 2 FM)

(including Port Neches)  
Jefferson County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### KCAW

1968

### KCAW-FM

1959

Subscriber to the NAB Radio Code  
Media Code 4 245 6365 8.00  
KWEN Broadcasting Co., 3333 25th St., Port Arthur, Tex. 77640. Phone 713-985-2543.

- PERSONNEL  
Mgr. & Dir. of Sales—J. H. Joynt.  
Program Director—Jim Love.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
Dallas—Riley Representatives.
- FACILITIES  
1,000 w. days; 1510 kc. Non-directional.  
Operating schedule:



**4. AGENCY COMMISSION**  
15/0 time only  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26, 27a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60k, 61a, 62b.  
Cancellation: 70a, 70b, 71a, 73a.  
Affiliated with American Contemporary Network.

**TIME RATES**  
ET 8/20/73—Rec'd 8/20/74  
AAA—Mon thru Sat 6-10 am & 3-7 pm  
AA—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm  
A—Mon thru Sun 7 pm-midnight

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti	17.00	14.00	15.00	12.00	12.00	10.00
10 ti	16.00	13.00	14.00	11.00	11.00	9.00
20 ti	14.00	11.00	12.00	10.00	9.00	7.00
30 ti	13.00	10.50	11.00	9.00	8.00	6.00
40 ti	12.00	10.00	10.00	8.00	7.00	5.50

**KPAC**  
1934  
PORT ARTHUR

Subscriber to the NAB Radio Code  
Media Code 4 245 6425 0.00  
Port Arthur College, Box 520, Port Arthur, Tex. 77410. Phone 713-985-7458. Beaumont phone 713-722-1463.

**STATION'S PROGRAMMING DESCRIPTION**  
KPAC: Programmed for audience 20-55.  
MUSIC: Modern MOR days; programmed for Black audience with Black DJ's & R & B music mixes.  
NEWS: 5 min network at :30; 5 min local at :60.  
COMMERCIAL POLICY: 18 minutes per hour. Contact Representative for further details. Rec'd 6/28/73.

**1. PERSONNEL**  
President—Sam Monroe.  
Sta. & Sales Mgr.—Jim Monroe.  
Traffic Manager—Beatrice Sticker.  
**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.  
**3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 1250 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 22a, 23b, 24b, 25a, 28c, 29a, 30.  
Contracts: 40c, 44b, 49.  
Comb.: Cont. Discounts: 60b, 61a.  
Cancellation: 70b, 71a, 73b.  
Prod. Services: 82.  
Affiliated with MBS.

**TIME RATES**  
No. 5 ET 4/1/70—Rec'd 3/2/70.  
I—Mon thru Sat 6-10 am.  
II—Mon thru Sat 10 am-7 pm.  
III—Mon thru Sat 5-6 am & 7 pm-midnight; Sun all day.

PER WK:	1 ti	12 ti	18 ti	24 ti
1 min	14.00	12.00	11.00	10.00
30 sec	11.20	9.60	8.80	8.00
10 sec	7.00	6.00	5.50	5.00

SECTION II	1 ti	12 ti	18 ti	24 ti
1 min	11.00	9.00	8.00	7.00
30 sec	8.80	7.20	6.40	5.60
10 sec	5.50	4.50	4.00	3.50

SECTION III	1 ti	12 ti	18 ti	24 ti
1 min	9.00	7.00	6.00	5.00
30 sec	7.20	5.60	4.80	4.00
10 sec	4.50	3.50	3.00	2.50

**7. PACKAGE PLANS**  
CUME PLAN  
PER WK, EA: 1 min  
Plan A (15I, 10II, 5III)..... 7.00  
Plan B (8I, 5II, 2III)..... 9.00  
Plan C (4I, 4II, 2III)..... 10.50

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—8%

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

KPAC/KPAC-FM, Port Arthur—COMBINATION

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
1 ti	16.00	12.80	8.00	13.00	10.40	6.50
12 ti	14.00	11.20	7.00	11.00	8.80	5.50
18 ti	13.00	10.40	6.50	10.00	8.00	5.00
24 ti	12.00	9.60	6.00	9.00	7.20	4.50

1 ti	12 ti	18 ti	24 ti
11.00	8.80	8.00	5.50
9.00	7.20	6.40	4.50
8.00	6.40	5.60	4.00
7.00	5.60	4.80	3.50

**7. PACKAGE PLANS**  
CUME PLAN  
PER WK: 1 min  
Plan A, 30 ti (15 I, 10 II, 5 III), ea..... 9  
Plan B, 15 ti (8 I, 5 II, 2 III), ea..... 11  
Plan C, 10 ti (4 I, 4 II, 2 III), ea..... 12  
Not combinable with other weekly plans for added frequency.

**8. PROGRAM TIME RATES**  
5 min: 1-1/2 x 1 min.

**CONSECUTIVE WEEK DISCOUNT**  
52 wk—8%

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 mid Mon thru Sun necessary to maintain consec wk advertising. (D)

**KPAC-FM**

1963  
PORT ARTHUR

Subscriber to the NAB Radio Code  
Media Code 4 245 6426 8.00  
Port Arthur College, Box 520, Port Arthur, Tex. 77410. Phone 713-985-7458. Beaumont phone 713-722-1463.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KPAC-FM: Programmed for audience 30-60.  
MUSIC: MOR, big bands; 90% albums, 10% singles.  
Contact Representative for further details. Rec'd 5/11/71

**3. FACILITIES**  
ERP 3,800 w.; 98.5 mc.  
Operating schedule: 5 am-midnight. CST.

**TIME RATES**  
Sold in combination with KPAC. See that listing for rates.

**KSUZ**  
(formerly KPNG)  
1959  
PORT NECHES

Media Code 4 245 6435 9.00  
L & R Broadcasting Corp., 3185 Merriman Ave., Port Neches, Tex. 77651. Phone 713-727-2177.

**1. PERSONNEL**  
Pres. & Genl. Mgr.—Lester J. Ledet.  
Vice-Pres. & Oper. Mgr.—Robert F. Ritchey  
**2. REPRESENTATIVES**  
Ed Robbins & Associates.  
**3. FACILITIES**  
500 w. days; 1,150 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 23a, 25a, 28a, 29a.  
Contracts: 45, 46, 48.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 1 ET 3/22/74—Rec'd 4/11/74.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260x	312x
1 min	5.50	4.95	4.45	4.00	3.60	3.25	2.90
30 sec	4.50	4.05	3.65	3.30	2.95	2.65	2.35

**PORT LAVACA**

Calhoun County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

**KGUL**

Media Code 4 245 6450 8.00  
Angelo Broadcasting & Telecasting Inc., 213 N. Colorado St., Port Lavaca, Tex. 77979. Phone 512-552-2951.

**1. PERSONNEL**  
General Manager—L. Dean Holford.  
**2. REPRESENTATIVES**  
Southwest—Paul Miller & Company.  
**3. FACILITIES**  
500 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-6 pm. CST.  
**4. AGENCY COMMISSION**  
15/0 on time.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 3 ET 11/1/73—Rec'd 4/8/74.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	156x	260x	312x
1 min	4.75	4.50	4.20	4.00	3.75	3.50	3.25	3.00
30 sec	3.60	3.40	3.25	3.10	2.85	2.70	2.50	2.25

Guaranteed spots, extra 20%.

**PORT NECHES**

Jefferson County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

**See Port Arthur**  
(including Port Neches)

**POST**  
Garza County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

**KPOS**

Media Code 4 245 6500 0.00  
Boles Broadcasting Co., 115 W. Main, Post, Texas 79356. Phone 806-495-2831.

**1. PERSONNEL**  
General Manager—James Boles.  
**2. REPRESENTATIVES**  
Radio Time Sales/International.  
Chicago—National Time Sales  
**3. FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15%.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
ET 10/1/71—Rec'd 12/6/71.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260+
1 min	4.20	3.85	3.50	3.15	2.80	2.50
30 sec	3.50	3.15	2.80	2.45	2.10	1.75

**QUANAH**

Hardeman County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KOLJ**

Media Code 4 245 6525 7.00  
Fay Neel Eggleston, Box 589, Quanah, Tex. 79252  
Phone 317-663-5309.

**1. PERSONNEL**  
Assistant Manager—Al Garrett.  
**2. REPRESENTATIVES**  
Mario Messina Company.  
**3. FACILITIES**  
500 w. days; 1150 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.  
**4. AGENCY COMMISSION**  
15/0  
**5. GENERAL RATE POLICY**  
Accepts AAAA copyrighted contract.  
Member: Alamo Network.

**TIME RATES**  
ET 4/1/73—Rec'd 3/30/73

6. SPOT ANNOUNCEMENTS	1 min	30 sec
Ea	10	5

**RALLS**

Crosby County—Map Location B-3  
See SRDS consumer market map and data at beginning of the State.

**KCLR**

Subscriber to the NAB Radio Code  
Media Code 4 245 6550 5.00  
KCLLI, Inc., Box 669, 704 Main St., Ralls, Tex. 79357. Phone 806-253-2623.

**STATION'S PROGRAMMING DESCRIPTION**  
KCLR: Programming directed to farmers.  
**1. PERSONNEL**  
Pres. & Genl. Mgr.—F. T. Wilson.  
**2. REPRESENTATIVES**  
Mario Messina Company.  
**3. FACILITIES**  
5,000 w. days; 1530 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
15%  
**5. GENERAL ADVERTISING** See coded regulations  
Member: Farm Radio Network, Alamo Network.

**TIME RATES**  
ET 5/1/71—Rec'd 4/30/71.

6. SPOT ANNOUNCEMENTS	1 ti	20 ti	40 ti	60 ti	100+
PER MO:	3.00	2.75	2.50	2.25	2.00
1 min	2.75	2.50	2.25	2.00	1.75

**RAYMONDVILLE**

Willacy County—Map Location E-10  
See SRDS consumer market map and data at beginning of the State.

**KSOX**

Media Code 4 245 6575 2.00  
Edgar L. Clinton, Box 1240, 345 S. 7th St., Raymondville, Tex. 77850. Phone 512-689-3333.

**1. PERSONNEL**  
Owner & Mgr.—Edgar L. Clinton.  
**2. REPRESENTATIVES**  
Mario Messina Company.  
**3. FACILITIES**  
250 w.; 1240 kc. Non-directional.  
Operating schedule 6 am-11 pm. CST.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Alamo Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	27x	52x	104x	156x	260x
5.30	4.95	4.60	4.25	3.90	3.50	3.20
30 sec	4.50	4.25	4.00	3.75	3.50	3.20

**ROBSTOWN (1 AM; 1 FM)**

Nueces County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**KROB**

Subscriber to the NAB Radio Code  
Media Code 4 245 6600 8.00  
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.

**STATION'S PROGRAMMING DESCRIPTION**  
KROB: MUSIC: Top Country hits with a sprinkling of Country Gold. NEWS: 5 min. at :60, 3 min.

at :30. SPORTS: 5 min. wrapup at 7:45 am & 4:45 pm. Contact Representative for further details. Rec'd 1/30/74.

**1. PERSONNEL**  
General Manager—W. A. Kaeko.  
Sales Manager—Jerry Allen.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
**3. FACILITIES**  
500 w.; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KROB-FM.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 26, 27, 28a, 29b, 30, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60g, 60i, 61c, 62a, 62d.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.

**TIME RATES**  
ET 6/30/70—Rec'd 6/29/70.  
AA—Mon thru Sat 6:30-9 am & 4-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS	CLASS AA				
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
Ea	16	15	14	13	12

CLASS A					
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
Ea	12	11	10	9	8

30 sec: 30% of 1-min.  
10 sec: 50% of earned rate.  
**7. PACKAGE PLANS**  
50 AA/50 A

PER WK:	1 ti	18 ti	24 ti
Ea	144	180	216

Class AA & A plans may combine for frequency discount.  
30 sec spots combinable with minutes.  
10 sec spots combinable. (D)

**KROB-FM**

Media Code 4 245 6601 8.00  
Coastal Bend Broadcasting Corp., Box 752, Robstown, Tex. 78380. Phone 512-387-1510.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 36,000 w.; 99.9 mc.  
Operating schedule: 24 hours daily CST.  
Antenna ht.: 200 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-sunrise. For simulcast facilities see KROB.

**TIME RATES**  
ET 1/6/69—Rec'd 4/7/69.

6. SPOT ANNOUNCEMENTS	1 ti	6 ti	12 ti	18 ti
PER WK:	4.00	2.50	2.00	1.50
1 min	3.20	2.00	1.60	1.20
30 sec	2.00	1.25	1.00	.75

**ROSENBERG-RICHMOND**

(1 AM; 1 FM)  
Fort Bend County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**KFRD**

Media Code 4 245 6625 5.00  
Ford Bend Broadcasting Co., Box 832, Rosenberg, Tex. 77471. Phone 713-232-3776. Houston phone 713-342-2032.

**STATION'S PROGRAMMING DESCRIPTION**  
KFRD: Programmed for adults, with ethnic segments.  
**1. PERSONNEL**  
General Manager—Bill Sloan.  
**3. FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 10 am-local sunset. For non-simulcast facilities see KFRD-FM.

**4. AGENCY COMMISSION**  
15/0.

**TIME RATES**  
ET 6/1/71—Rec'd 6/21/71.  
AA—6:30-8 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
CLASS A

1 min	30 sec	1 min	30 sec
1x	8.25	6.00	104x
13x	6.00	5.00	156x
26x	5.75	4.50	260x
52x	5.50	4.25	312x
78x	5.25	4.00	365x

AA: 1 x A rates apply.  
**7. PACKAGE PLANS**

100 per day, 10 days	1 min	30 sec
10 per day, 3 days	473.50	538.00
	162.50	122.00

**10. SPECIAL FEATURES**  
NEWS HEADLINES/WEATHER CAPSULE  
1 min: 1-1/2x 1-min rate  
30 sec: 2x 30-sec rate  
(Rosenberg-Richmond continued on next page)

# TEXAS

## Rosenberg-Richmond—Continued

### KFRD-FM

1968  
ROSENBERG



Subscriber to the NAB Radio Code  
Media Code 4 245 6626 3.00  
Fort Bend Broadcasting Co., Box 832, Rosenberg,  
Tex. 77471. Phone 713-232-3778. Houston phone  
713-342-2032.

See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc.  
Operating schedule: 10 am-11 pm. CST.  
Antenna ht.: 230 ft. above average terrain.

Partial simulcast operation. Operated separately local  
sunset-11 pm. For simulcast facilities see KFRD.

#### TIME RATES

Rates are identical to KFRD. See that listing.

## RUSK

Cherokee County—Map Location G-5  
See SRDS consumer market map and data at beginning  
of the State.

### KTLU

1955

Media Code 4 245 6650 3.00  
E. H. Whitehead, Box 475, Rusk, Tex. 75785. Phone  
214-683-2258.

#### STATION'S PROGRAMMING DESCRIPTION

KTLU: MOR, Pop. C & W, Classics.

#### 1. PERSONNEL

General Manager—Sam Florian.

#### 3. FACILITIES

Operating power—500 watts days.

500 w. days; 1580 kc. Non-directional.

Operating schedule: Sunrise-sunset. CST.

#### 4. AGENCY COMMISSION

15%; 2% cash discount.

#### 5. GENERAL RATE POLICY

Affiliated with KBS.

Member: Texas State Network.

#### TIME RATES

ET 11/17/73—Rec'd 5/5/71.

#### 6. SPOT ANNOUNCEMENTS

1x	27x	53x	105x	157x	260x
1 min.	3.75	3.50	3.25	3.00	2.75
30 sec.	2.85	2.70	2.55	2.40	2.25

## SAN ANGELO (4 AM; 3 FM)

Tom Green County—Map Location C-6  
See SRDS consumer market map and data at beginning  
of the State.

### KGKL

1928

Media Code 4 245 6675 0.00  
KGKL, Inc., Box 1878, San Angelo, Tex. 76901.  
Phone 915-655-6715.

Studio—311 W. Concho.

#### STATION'S PROGRAMMING DESCRIPTION

KGKL: Programmed for 18-40 year old audience.

MUSIC: Popular, current hits with memory-makers

included. NEWS: heavy involvement on news, sports

and farm. 2 full-time man news staff. Sound truck

for special events. Complete mobile studio for on-

the-spot reports. Contact Representative for further

details. Rec'd 8/7/72.

#### 1. PERSONNEL

President—Leroy J. Gloger.

General Manager—Bill Neill.

Program Director—Greg Williams.

#### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

#### 3. FACILITIES

5,000 w. days; 1,000 w. nights; 960 kc.

Directional—nighttime only.

Operating schedule: 1:30 am-midnight. CST.

#### 4. AGENCY COMMISSION

15/0 time only; monthly.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.

Rates Protection: 12a, 14a.

Basic Rates: 22a, 22b, 23a, 24a, 24b, 28a, 29a.

Contracts: 40a, 42a, 45, 46, 47a.

Comb.: Cont. Discounts: 60b, 61a, 62a.

Cancellation: 70a, 70c, 71a, 73a.

Affiliated with American Contemporary Network.

Affiliated with ATA Radio Network.

Member: Voice of Southwest Agriculture Radio Net-

#### TIME RATES

ET 11/17/73—Rec'd 12/14/73.

A—Mon thru Sat 5:30-10 am, noon-1 pm & 3-7 pm

B—All other times.

#### 7. PACKAGE PLANS

A, PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	9.75	9.00	8.50	8.00	7.50
30 sec/less.	7.80	7.20	6.80	6.40	6.00

B,	1 min.	8.75	8.00	7.50	7.00	6.50
30 sec/less.	7.00	6.40	6.00	5.60	5.20	

### KIXY

1954

Media Code 4 245 6680 0.00  
Solar Broadcasting Co., City Hall Plaza at W. First,  
San Angelo, Tex. 76901. Phone 915-653-3387.

#### STATION'S PROGRAMMING DESCRIPTION

KIXY: Programmed for adults 18-45.

MUSIC: contemporary & past million sellers. 6 con-

versational AIR PERSONALITIES handle all seg-

ments. NEWS: news staff for local & area coverage

plus state network news. News cruisers. UPI, UPI

audio & AP. SPORTS: emphasis on local play-by-

play sports. Contact Representative for further de-

tails. Rec'd 8/19/74.

#### TIME RATES

ET 1/1/65—Rec'd 3/1/65.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1x	104x	156x	260x	312x	500x
1 min.	6.00	5.50	5.00	4.50	4.25	4.00
30 sec.	4.80	4.50	4.00	3.50	3.40	3.20

#### 7. PACKAGE PLANS

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
1 min.	82.50	100.00	135.00	170.00	200.00
30 sec.	67.50	80.00	108.00	136.00	160.00

## 1. PERSONNEL

Pres. & Gen'l Mgr.—Walter A. Foster.  
Operations Manager—Fred M. Key.  
National Sales Manager—Robert L. McClellan.

## 2. REPRESENTATIVES

PKO Time Sales, Inc.  
Southwest—Clyde Melville Company.

## 3. FACILITIES

1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KIXY-FM.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3c, 4a, 4c, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 21a, 21b, 22a, 23b, 24b, 25a, 26, 28b,

28c, 29b, 30, 31, 33b.

Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 47a,

48, 49, 51c.

Comb.: Cont. Discounts: 60d, 60e, 60g, 60i, 62b, 62d.

Cancellation: 70b, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Member: Texas State Network.

#### TIME RATES

AM/FM COMBINATION

ET 4/1/72—Rec'd 5/22/72.

AA—Mon thru Fri 6-9 am, noon-1 pm & 3:30-6:30

pm; Sat all day.

A—All other times.

#### 7. PACKAGE PLANS

PER WK:	1 ti	10 ti	20 ti	30 ti	40+
1 min.	10.00	9.00	8.00	7.00	6.00
30 sec/less.	8.00	7.20	6.40	5.60	4.80

CLASS AA	1 min.	9.50	8.50	7.50	6.50	5.50
30 sec/less.	7.60	6.80	6.00	5.20	4.40	

AA & A, or use of either AM or FM facilities

combine for frequency discount. Must run in 52-wk

period.

#### CONSECUTIVE WEEK DISCOUNT

28 wk—5% 52 wk—10%

### KIXY-FM

1967



Media Code 4 245 6685 9.00  
Solar Broadcasting Co., City Hall Plaza at W. First,  
San Angelo, Tex. 76901. Phone 915-653-3387.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

KIXY-FM: Identical to AM. See that listing.

#### 3. FACILITIES

ERP 39,000 w.; 94.7 mc. Stereo.

Operating schedule: 6-11 am. CST.

Partial simulcast operation. Operated separately local

sunset-1 am. For simulcast facilities see KIXY.

#### 5. GENERAL ADVERTISING See coded regulations

Member: Texas State Network.

Sold in combination with KIXY. See that listing

for rates.

#### TIME RATES

60% of applicable AM/FM combination AA rate.

### KPEP

1954

Media Code 4 245 6700 6.00  
Western Broadcasting Co., Box 1350, San Angelo,  
Tex. 76901. Phone 915-655-8118.

#### STATION'S PROGRAMMING DESCRIPTION

KPEP: Programmed for general interest.

MUSIC: modern country featuring current recordings

mixed with classics & albums. NEWS: state & local

at :55 plus 15 min news blocks at 7 am, noon &

9 pm; radio equipped news cars, AP & ESSA

weather news wires, local news department. FARM

local & area at 12:15 pm. Remote facilities available.

Audience participation promotions. Contact Repre-

sentative for further details. Rec'd 1/3/72.

#### 1. PERSONNEL

General Manager—James Pinkston.

Sales Manager—Ray Villandry.

Program Director—Jay Roberts.

#### 2. REPRESENTATIVES

Grant Webb & Company, Inc.

Southwest—Mario Messina Company.

Southeast—Southern Spot Sales, Inc.

#### 3. FACILITIES

1,000 w. days; 1420 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.

Rate Protection: 10a, 11b, 12b, 13a, 14a, 15a, 15b,

16.

Basic Rates: 20b, 21a, 23a, 24b, 25a, 28a, 29a, 30,

33c.

Contracts: 40a, 41, 44a, 45, 46, 47a, 51a.

Comb.: Cont. Discounts: 60d, 60f, 60h, 61b.

Cancellation: 70b, 70c, 71b, 73b.

Prod. Services: 80, 82.

Member: Alamo Network.

#### TIME RATES

ET 1/1/65—Rec'd 3/1/65.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	1x	104x	156x	260x	312x	500x
1 min.	6.00	5.50	5.00	4.50	4.25	4.00
30 sec.	4.80	4.50	4.00	3.50	3.40	3.20

#### 7. PACKAGE PLANS

PER WK:	15 ti	20 ti	30 ti	40 ti	50 ti
1 min.	82.50	100.00	135.00	170.00	200.00
30 sec.	67.50	80.00	108.00	136.00	160.00

## KSJT (FM)

1965

Media Code 4 245 6715 4.00  
Thomas H. Earnest dba Concho Valley Broadcasters,  
Box 1296, Texas Farm to Market Rd. 2105, San  
Angelo, Tex. 76901. Phone 915-653-5008.

#### STATION'S PROGRAMMING DESCRIPTION

KSJT (FM): Programmed for general interest to

Spanish speaking listener.

MUSIC: current hits and classics in all Spanish

music categories, with musical variety from most

Spanish speaking countries, particularly Mexico.

Spanish soap operas and comic programs. Hourly

news. Major league baseball in English in season.

COMMERCIAL POLICY: no charge for commercial

transmissions. Contact Representative for further de-

tails. Rec'd 8/1/74.

#### 1. PERSONNEL

Pres. Sales & Gen'l Mgr.—Thomas H. Earnest.

Program Director—Pene Avalos.

#### 2. REPRESENTATIVES

Southwest Radio Representatives.

#### 3. FACILITIES

ERP 34,000 w.; 97.5 mc.

Operating schedule: 6 am-midnight. CST.



**KBER KBER-FM**  
1961 1966

**SAN ANTONIO**  
Media Code 4 245 6850 9.00  
Kepo Broadcasting Co., Inc., KBER St., San Antonio, Texas 78222. Phone 512-648-1150.

**STATION'S PROGRAMMING DESCRIPTION**  
KBEL: MUSIC; MOR. Contact Representative for further details. Rec'd 6/28/74.

**1. PERSONNEL**  
President—A. V. Bamford.  
Exec. Vice-Pres. & Gen'l Mgr.—James E. Edwards.  
Station Operations Manager—Doug Shane.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.

**3. FACILITIES**  
1,000 w. days; 1150 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.): 100.3 mc. Stereo.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 220 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15c, 16.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25b, 26, 27, 28a, 29a, 30, 33a.

Contracts: 40a, 41, 42d, 44b, 45, 46, 47a, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

Affiliated with American FM Network.

**TIME RATES**

ET 6/1/73—Rec'd 8/3/73.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat all day.  
A—Mon thru Fri 10 am-3 pm; Sun all day.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
GUARANTEED TIMES

PER WK:	1 min		30 sec	
	AA	B	AA	B
6 ti.	30	25	19	25
12 ti.	27	23	17	21
18 ti.	25	21	15	19
24 ti.	23	18	14	17
30 sec:	20	15	13	12

10 sec: 50% of 1-min.  
Sun Rates: extra 10%.

**KBUC and KBUC-FM**  
1948 1967

**SAN ANTONIO**

**PRO time sales inc.**



A Sigmor Station

Sold in combination only.  
Media Code 4 245 6875 6.00  
Turner Broadcasting Corp., Box 20287, 3642 E. Houston St., San Antonio, Tex. 78220. Phone 512-225-9101.

**1. PERSONNEL**  
General Manager—Harrell Banks.  
Sales Manager—Randall Clay.  
Program Director—Mac Curtis.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
South—Riley Representatives.

**3. FACILITIES**  
5,000 w. days; 1310 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 100,000 w.; 107.5 mc. Stereo.

Operating schedule: 24 hours daily. CST.  
Antenna ht.: 408 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 24c, 28c, 29b, 30, 31, 33d.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49, 50, 51b.  
Comb.: Cont. Discounts: 60a, 60g, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.

Affiliated with American Information Network.

**TIME RATES**

KBUC and KBUC-FM COMBINATION  
ET 9/1/74—Rec'd 9/4/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 3 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
KBUC and KBUC-FM COMBINATION

WKLY: YRLY:	1 min 30 sec		1 min 30 sec		1 min 30 sec	
	AA	A	AA	A	AA	A
10 ti.	30	25	25	22	18	16
20 ti	28	24	23	20	16	14
30 ti	26	22	22	19	14	13
40 ti	25	22	20	17	13	12
50 ti	23	19	18	16	12	11

10 sec: 60% of 1-min.

**KCOR**

1945

**SAN ANTONIO**



Alan Torbet Associates, Inc.

**Spanish**



Media Code 4 245 6900 2.00  
Inter-American Radio, Inc., KCOR Bldg., 411 E. Durango Blvd., San Antonio, Texas 78204. Phone 512-225-2751.

**STATION'S PROGRAMMING DESCRIPTION**

KCOR: Programming 100% Spanish.  
MUSIC: combines regional and traditional favorites with latest releases from Mexico City. Through use of radio teletype equipment, receive UPI's shortwave teletype service directed to Latin-America in Spanish and schedule news hourly throughout broadcast day. Mobile news units, radio-connected with studio, for direct coverage of local events. Radio serial drama, both station produced and others imported from Mexico, broadcast daily. Emphasis on personality programming. Contact Representative for further details. Rec'd 9/22/67.

**1. PERSONNEL**  
President—Alan E. Wollin.  
Executive Vice-President—Arnold B. Hartley.  
Vice-Pres. & Gen'l Mgr.—Nathan Sadr.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.

**3. FACILITIES**  
5,000 w., 1350 kc. Directional nights only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 29a.

Contracts: 40c.  
Comb.: Cont. Discounts: 60a.  
FM facilities: KQXT (FM).  
Affiliated with ATA Radio Network.

**TIME RATES**

ET 9/1/72—Rec'd 8/4/72.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 10 am-7 pm.  
A—All other times. Sat & Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec		1 min 30 sec		1 min 30 sec	
	AA	A	AA	A	AA	A
6 ti.	42	34	39	31	33	26
12 ti.	40	32	37	30	31	25
18 ti.	39	31	36	29	30	24
24 ti.	38	30	35	28	29	23

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A

1 min.	18 ti	24 ti	30 ti
30 sec.	34	32	30
10 sec:	27	26	24

10 sec: 50% of 1-min.

**KCOR/KQXT (FM) COMBINATION**

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min 30 sec		1 min 30 sec		1 min 30 sec	
	AAA	AA	A	AAA	AA	A
6 ti.	49	39	45	36	40	32
12 ti.	47	38	43	35	38	30
18 ti.	46	37	42	34	36	29
24 ti.	45	36	41	33	35	28

**7. PACKAGE PLANS**  
TAP—1/3AAA, 1/3AA, 1/3A

1 min.	18 ti	24 ti	30 ti
30 sec.	41	39	37
10 sec:	33	31	30

10 sec: 50% of 1-min.

**KDRY**

1963

**ALAMO HEIGHTS**

Subscriber to the NAB Radio Code  
Media Code 4 245 6925 9.00  
National Enterprises, Inc., Box 6628, 5170 Broadway, San Antonio, Tex. 78209. Phone 512-824-5361.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Dr. Sam Morris.  
Program Director—Sam Morris, Jr.

**3. FACILITIES**  
1,000 w. days; 1110 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only; 10 days.

**TIME RATES**

Rates effective May 18, 1964.  
**6. SPOT ANNOUNCEMENTS**  
(6:00 am-6:00 pm)

1 ti.	9:00		6:00		104 ti.		7:20		4:30	
	(*)	(†)	(*)	(†)	(*)	(†)	(*)	(†)	(*)	(†)
13 ti.	8.55	5.70	156 ti.	6.75	4.50					
26 ti.	8.10	5.40	260 ti.	6.30	4.20					
52 ti.	7.65	5.10	312 ti.	5.85	3.90					

(\*) 1 minute or 100 words or station break.  
(†) 30 seconds, 50 words or station break.

**8. PROGRAM TIME RATES**  
(6:00 am-6:00 pm)

1 ti.	1 hr		1/2 hr		1/4 hr		5 min	
	1 hr	1/2 hr	1/4 hr	5 min	1 hr	1/2 hr	1/4 hr	5 min
13 ti.	60.00	36.00	24.00	15.00				
26 ti.	57.00	34.20	22.80	14.25				
52 ti.	54.00	32.40	21.60	13.50				
104 ti.	51.00	30.60	20.40	12.75				
156 ti.	48.00	28.80	19.20	12.00				
260 ti.	45.00	27.00	18.00	11.25				
312 ti.	42.50	25.20	16.80	10.50				
	39.00	23.40	15.60	9.75				

**KEDA**

1966

**SAN ANTONIO**

**Spanish**



Media Code 4 245 6950 7.00  
D & E Broadcasting Co., 226 1/2 Dolorosa St., San Antonio, Tex. 78204. Phone 512-226-6942.

**STATION'S PROGRAMMING DESCRIPTION**  
KEDA: Spanish language radio featuring Mexican regional music. 5 min news and sports in Spanish. No charge for translating commercials to Spanish. Contact Representative for further details. Rec'd 1/30/69.

**1. PERSONNEL**  
Gen'l & Sales Mgr.—Manuel G. Davila.  
Ass't Mgr. & Dir. Eng.—W. G. Egerton.

**2. REPRESENTATIVES**  
UBC Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset.

**4. AGENCY COMMISSION**  
15/0 time only; payable 30 days  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 15b.  
Basic Rates: 20a, 21a.  
Contracts: 40a, 46, 47a.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82.  
Member: Latin Network.

**TIME RATES**

No. 4 ET 12/8/69—Rec'd 12/24/69.  
**6. SPOT ANNOUNCEMENTS**

1 min.	15.00		13.75		13.00		11.50		10.00	
	15.00	10.00	9.10	8.40	7.60	6.70	6.00	5.10	4.50	
20 sec.	8.40	7.60	7.00	6.40	5.60					
10 sec.	6.70	6.10	5.80	5.10	4.50					

**7. PACKAGE PLANS**  
WKLY: (\*)

1 min. ea.	12.00		11.00		10.00		9.50		9.00		8.50		8.00	
	12.00	11.00	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	
30 sec:	80% of 1-min.	10 sec:	50% of 1-min.											

**8. PROGRAM TIME RATES**

1 hr.	70.00		63.00		57.00		52.00		45.00	
	70.00	63.00	57.00	52.00	45.00	40.00	36.00	32.00	27.00	
1/2 hr.	28.00	25.00	23.00	21.00	18.00					
1/4 hr.	21.00	18.50	17.50	15.00	14.00					

**KEEZ (FM)**

1951

**SAN ANTONIO**

Media Code 4 245 6975 4.00  
San Antonio Broadcasting, Inc., 2800 Tower Life Bldg., San Antonio, Tex. 78205. Phone 512-223-3004.

**STATION'S PROGRAMMING DESCRIPTION**  
KEEZ (FM): Programmed for adults.  
MUSIC: general popular & standards. Emphasis on public affairs & community involvement. COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 4/30/73.

**1. PERSONNEL**  
Gen'l & Nat'l Sales Mgr.—Al Pavay.  
Program Director—Dave Michaels.

**2. REPRESENTATIVES**  
Century National Sales.

**3. FACILITIES**  
ERP 100,000 w.; 97.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15%: no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 21b, 21d, 22a, 25a, 24b, 24c, 25a, 28b, 29a, 33a.

Contracts: 40b, 41, 42a, 43, 44a, 45, 46, 47a, 50.  
Comb.: Cont. Discounts: 60, 60a, 60c, 62a.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

ET 1/1/73—Rec'd 12/5/72.  
**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti		12 ti		18 ti		24 ti	
	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	20	18	17	16				
30 sec.	16	15	14	13				

**KEXL (FM)**

1966

**SAN ANTONIO**

**db** A Doubleday Station  
**AR** RADIO ADVERTISING REPRESENTATIVES, INC.  
Independent

Subscriber to the NAB Radio Code  
Media Code 4 245 6983 8.00  
Doubleday, 8400 Data Point, San Antonio, Tex. 78229. Phone 512-696-9940.</

# TEXAS

San Antonio—KITE—Continued

## 7. PACKAGE PLANS

TOTAL AUDIENCE PLANS

PER WK:	1 min 20/30
12 ti (6AA, 4A, 2B)	235 190
18 ti (9AA, 6A, 3B)	325 260
24 ti (12AA, 8A, 4B)	395 320

Must be scheduled over 7-day period and rotate within time class.

CONSECUTIVE WEEK DISCOUNT

52 wk—10%

KITY

1947  
SAN ANTONIO



Buckley Radio Sales, Inc.

RAB

A Mission Broadcasting Co. Station  
Subscriber to the NAB Radio Code

Media Code 4 245 7050 5.00  
Waterman Broadcasting Corp. of Texas, 4050 Eisenhauer Rd., San Antonio, Tex. 78218. Phone 512-655-5500.

Arden Grove, San Antonio, Tex. 78298. Phone 512-225-5111.

Studio—KONO Bldg., 317 Arden Grove, San Antonio, Tex. Phone 512-225-5111.

See affiliated AM station for additional information.

AM facilities: KONO.

STATION'S PROGRAMMING DESCRIPTION

KITY: Programmed for adults 18-49.

MUSIC: popular album cuts & singles. Live announcers handle all music segments. NEWS: 2 minutes at :60. 1-minute headlines at :30 during drive times. COMMERCIAL POLICY: maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL  
Station Manager—Stan Webb.  
Sales Manager—Charles Van.

2. FACILITIES  
ERP 100,000 w. (horiz.), 100,000 (vert.); 92.9 mc. Operating schedule: 24 hours daily. CST.

Antenna ht.: 475 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations.

Sold in combination with KONO. See that listing for rates.

### TIME RATES

No. 6 Eff 5/1/74—Rec'd 5/7/74

AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA & AA

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

1 min..... 25 22 19 16 13

30 sec..... 20 18 15 13 10

10 sec..... 15 13 11 10 8

CLASS A

1 min..... 16 14 12 10 8

30 sec..... 13 11 10 8 6

10 sec..... 10 8 7 6 5

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A OR 1/2AAA, 1/2A

PER WK: 12 ti 18 ti 24 ti 30 ti

1 min..... 18 16 14 12

30 sec..... 14 13 11 10

10 sec: 60% of 1-min.

### TIME RATES

1926

SAN ANTONIO

RAB

A Swanee Station

Subscriber to the NAB Radio Code

Media Code 4 245 7062 0.00

Waterman Broadcasting Co., 8022 Bandera Rd., San Antonio, Tex. 78228. Phone 512-684-0068.

Arden Grove, San Antonio, Tex. 78298. Phone 512-225-5111.

STATION'S PROGRAMMING DESCRIPTION

KKYX: Programmed for adults.

MUSIC: modern country. AIR PERSONALITIES. NEWS: at :60 & :30, expanded in drive times with farm & ranch news, editorials, commentaries & public affairs features throughout week. 5 person news department. SPORTS: professional basketball, college football, fishing & hunting news. Contact Representative for further details. Rec'd 6/7/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Richard F. Marcellan.  
Sales Manager—Dennis Griffin.  
Program Director—Bill Rohde.

2. REPRESENTATIVES  
Robert E. Eastman & Co., Inc.

3. FACILITIES  
50,000 w. days; 10,000 w. nights; 680 kc. Non-directional, daytime. Directional, nighttime. Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION  
15% time.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b, 8.

Rate Protection: 10c, 11c, 12c, 13c, 14c.

Basic Rates: 20a, 25a, 29a.

Contracts: 40a, 42a, 42c, 44a, 44b, 45, 46, 47a, 48, 50, 51c.

Comb.: Cont. Discounts: 60a, 60g, 60i, 62d.

Cancellation: 70a, 70c, 71a, 73b.

Prod. Services: 80.

Affiliated with Eastman Radio Network.

Member: Texas State Network.

### TIME RATES

No. 3 Eff 5/1/74—Rec'd 3/25/74.

AAA—Mon thru Fri 6-10 am.

AA—Mon thru Fri 3-7 pm; Sat 8 am-5 pm.

A—Mon thru Fri 5-6 am, 10 am-3 pm & 7 pm-midnight; Sat 5-8 am & 5-10 pm; Sun 6 am-10 pm.

B—All other times

## 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec

1 ti..... 34.00 28.00 30.00 24.00 25.00 20.00

6 ti..... 36.00 24.00 27.00 21.50 23.00 18.50

12 ti..... 27.00 21.50 23.00 18.50 18.00 14.50

24 ti..... 23.00 18.50 20.99 16.00 17.00 13.50

B: 50% of A.

KMAC

1926

SAN ANTONIO

Media Code 4 245 7072 2.00

Howard W. Davis—The Walmac Co., Aurora Apartment Hotel, 509 Howard Street, San Antonio, Texas. 78212. Phone 512-223-6211.

1. PERSONNEL  
General Manager—Howard W. Davis.  
Program Director—Joyce Petrash.  
Sales Promotion—Dave Costa.

2. FACILITIES  
5,000 w., 630 kc. Directional—separate patterns day and night.

Operating schedule: 6 am-midnight. CST.

3. AGENCY COMMISSION  
15/0 time & talent; 10th of following month

4. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 22a, 23a, 24b, 25a, 28b, 29a.

Contracts: 40a, 42b, 45, 46, 48.

Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b, 62c.

Cancellation: 70a, 70c, 71b, 73a.

FM facilities: KISS (FM).

### TIME RATES

Eff 5/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

1x 13x 26x 52x 104x 156x 300+

1 min..... 36.00 34.20 32.40 30.60 28.80 27.00 25.20

50 wds..... 27.00 25.66 24.30 22.96 21.60 20.26 18.90

7. PACKAGE PLANS

PER WK: 1 min 6 wk 13 wk 1 wk 6 wk 13 wk

10 ti..... 18 17 16 15 14 13

15 ti..... 17 16 15 14 13 12

20 ti..... 16 15 14 13 12 11

25 ti..... 15 14 13 12 11 10

30 ti..... 14 13 12 11 10 9

8. PROGRAM TIME RATES

1 hr..... 165.00 156.75 148.50 140.25 132.00 123.75 115.50

1/2 hr..... 99.00 94.00 89.00 84.15 79.20 74.25 69.30

1/4 hr..... 66.00 62.50 59.40 56.10 52.80 49.50 46.20

5 min..... 33.00 31.35 29.70 28.05 26.40 24.75 23.10

9. SPECIAL FEATURES  
Newscasts—program rate plus 20%.

KMFM (FM)

1964

SAN ANTONIO

Media Code 4 245 7100 8.00

Harry Pennington, Jr., 134 E. Aguirre Ave., San Antonio, Tex. 78212. Phone 512-732-7807.

STATION'S PROGRAMMING DESCRIPTION

KMFM (FM): Concert music. Rec'd 10/2/67.

1. PERSONNEL  
Owner, Operator—Harry Pennington, Jr.  
Station Manager—Rosa Lee Pennington.

2. FACILITIES  
ERP 60,000 w.; 98.1 mc. Operating schedule: 10 am-midnight daily. CST.

Antenna ht.: 135 ft above average terrain.

3. AGENCY COMMISSION  
15/0 time and talent.

4. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b, 16.

Basic Rates: 20a, 20b, 21a, 21b, 22a, 22b, 23a, 24a, 27, 28a, 28c, 29a, 29b, 31.

Contracts: 40a, 41, 44a, 46, 47e, 50, 51a, 51b, 51c.

Comb.: Cont. Discounts: 60e, 60f, 60h, 60i, 61a, 61b.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

Annual billing if desired.

### TIME RATES

Eff 7/1/70—Rec'd 7/6/70.

6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti

1 min..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

8. PROGRAM TIME RATES

1 hr..... 13x 26x 52x 104x 156x 260x 500x

1/2 hr..... 53 50 48 46 44 42 40

5 min..... 30 29 28 27 26 25 24

### TIME RATES

1927

SAN ANTONIO



Buckley Radio Sales, Inc.

RAB

A Mission Broadcasting Co. Station

Subscriber to the NAB Radio Code

Media Code 4 245 7125 5.00

Mission-Central Co., Box 2338, KONO Bldg., 317 Arden Grove, San Antonio, Tex. 78298. Phone 512-225-5111.

STATION'S PROGRAMMING DESCRIPTION

KONO: Programmed for young adults, mid-teens-49.

MUSIC: contemporary rock singles & selected album cuts. AIR PERSONALITIES. NEWS: 5-minutes at :20. 2 mobile units. Frequent time & weather reports. Contact Representative for further details. Rec'd 8/30/74.

1. PERSONNEL  
President—Jack Roth.

Vice-Pres. & Gen'l Mgr.—C. W. Bill Weaver.

2. REPRESENTATIVES  
Buckley Radio Sales, Inc.

3. FACILITIES  
5,000 w. days; 1,000 w. nights; 860 kc. Directional—night only.

Operating schedule: 24 hours daily. CST.

4. AGENCY COMMISSION  
15% time only; 20th of following month.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.

Rate Protection: 10b, 14b, 15b.

Basic Rates: 20a, 22a, 23b, 25a, 29a.

Contracts: 40a, 41, 44b, 45, 46.

Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 61c.

Cancellation: 70a, 70c, 71a, 72, 73a.

FM facilities: KITY.

Affiliated with MBS.

### TIME RATES

No. 4 Eff 5/1/74—Rec'd 5/7/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm.

A—Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

1 min..... 50 47 44 41 38

30 sec..... 40 38 35 33 30

10 sec..... 30 28 26 25 23

CLASS AA

1 min..... 40 37 34 31 28

30 sec..... 32 30 27 25 22

10 sec..... 24 22 20 19 16

CLASS A

1 min..... 32 29 26 23 20

30 sec..... 27 23 21 18 16

10 sec..... 19 17 16 14 12

7. PACKAGE PLANS

TAP—1/3AAA, 1/3AA, 1/3A OR 1/2AAA, 1/2A

PER WK: 12 ti 18 ti 24 ti 30 ti

1 min..... 41 37 34 31 28

30 sec..... 34 31 28 25 22

10 sec: 60% of 1-min.

### TIME RATES

No. 4-C Eff 5/1/74—Rec'd 5/7/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm.

AA—Mon thru Fri 10 am-3 pm.

A—Mon thru Sun 7 pm-midnight; Sat & Sun 6 am-7 pm.

6. SPOT ANNOUNCEMENTS

CLASS AAA

PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti

1 min..... 68 62 57 51 46

30 sec..... 54 50 45 41 37

10 sec..... 41 37 34 31 27

CLASS AA

1 min..... 59 53 48 42 37

30 sec..... 47 43 38 34 30

10 sec..... 35 32 29 26 22





# TEXAS

## Sherman—K R R V—Continued

5-min network news at :55. local & headline news at :25. 15-min newscasts at 7:30 am & noon. Frequent weather reports. SPORTS: 2 local high schools football, other sports features. Sports news throughout day in newscasts, several 5-min sports features daily. Contact Representative for further details. Rec'd 9/4/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Louis S. Nemeec.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w.; 910 kc. Directional—same pattern all hours. Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24, 27, 28c, 30, 31, 33c.  
Contracts: 40a, 41, 44b, 45, 46, 51c.  
Comb.: Cont. Discounts: 60b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Texas State Network.

### TIME RATES

ET 5/72—Rec'd 5/22/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
A—All other times.

### SPOT ANNOUNCEMENTS

	AAA	AA	A
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti	4.75	3.80	4.25
5 ti	4.50	3.60	4.00
10 ti	4.25	3.40	3.75
15 ti	4.00	3.20	3.50
20+	3.75	3.00	3.40

10 sec: 50% of 1-min.  
Fixed position, extra 1.00.

### DISCOUNT

13 wk—5%      26 wk—10%

### PACKAGE PLANS

**TOTAL AUDIENCE PLANS**

Plan I—1/2AAA, 1/4AA, 1/4A.  
Plan II—1/4AAA, 3/4AA.  
Plan III—1/2AAA, 1/2 wknds.

PER YR:	500x	1000x	1500x	2000+
1 min	3.20	3.10	3.00	2.90
30 sec	2.55	2.50	2.40	2.30

**PER MD:**

1 min	50 ti	100 ti	200+
3.45	3.30	3.10	3.00
2.75	2.65	2.50	2.40

**PER WK:**

1 min	25 ti	30 ti	35 ti	40 ti
3.50	3.40	3.30	3.25	3.20
2.80	2.70	2.65	2.60	2.50

**PER DAY:**

1 min 30 sec	1 min 30 sec
3.00	2.40

10 sec: 50% of 1-min.

**PROGRAM RATES**

1 hr—38.00	1/4 hr—19.00
1/2 hr—28.50	5 min—7.15

## KSHN (FM)

1969

### SHERMAN

Subscriber to the NAB Radio Code  
Media Code 4 245 7415 0.00  
Texas Airways, Inc., Box 1395, Sherman, Tex. 75090. Phone 214-893-6314.

### STATION'S PROGRAMMING DESCRIPTION

KSHN (FM): Country Music. NEWS: state & national 5 min at :60; 2-min at :30. Local summary at 9:30 am. Contact Representative for further details. Rec'd 1/31/73.

- PERSONNEL**  
Station Manager—Commodore R. Wood.
- REPRESENTATIVES**  
Paul Miller & Company.
- FACILITIES**  
ERP 3,000 w.; 96.7 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 265 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 24c, 25a, 29a.  
Contracts: 40a, 41, 44a, 46.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 61b.  
Cancellation: 70a, 70c, 71b, 72.  
Prod. Services: 80, 82.

### TIME RATES

ET 5/1/74—Rec'd 5/17/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
1 min	4.05	3.45	3.20	2.30	1.85
30 sec	3.20	2.85	2.60	1.90	1.50
10 sec	1.65	1.45	1.25	1.10	.90

**7. PACKAGE PLANS**

3 MO CONTRACT:	1 min 30 sec	15 sec	10 sec	
Ea	3.25	2.40	1.95	1.30

### CLASSIFIED PACKAGE

3 10-sec spots per day, 5 days per wk..... 41.25  
Per month (on minimum 3 mo contract) take above Package Plan for additional discount.

**8. PROGRAM TIME RATES**

	1 hr	13 wk	26 wk	1 yr	2 yr
1 hr	69.00	66.00	63.25	55.25	41.40
1/2 hr	41.50	39.40	37.65	34.50	27.60
1/4 hr	27.75	26.35	25.05	23.00	18.40
5 min	18.50	17.60	16.70	13.80	9.20

## 10. SPECIAL FEATURES

Time Spots, 1 per hr. per mo 345.00.  
5-min Newscast, 1 per hr. per mo 575.00.  
2-min Capsule Newscast, 1 per hr. per mo 465.00.

## KTXO

1947

### SHERMAN

Media Code 4 245 7425 9.00  
KTXO Inc., Box 220, Sherman, Tex. 75090. Phone 214-893-7477. Route 3, Box 176 F, Denison, Tex. 75020.

- PERSONNEL**  
Owner & Mgr.—Larry Henderson.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
1,000 w. days; 1500 kc. Directional.  
500 w. pre-sunrise.  
Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11g, 12a, 13a, 14a, 15b, 16.  
Basic Rates: 20a, 21a, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47b, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60a, 60f, 60h, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Farm Radio Network, Alamo Network.

### TIME RATES

No. 150-A ET 11/1/69—Rec'd 6/1/70.

**6. SPOT ANNOUNCEMENTS**

FIXED:	1 min 30 sec	1 min 30 sec
9 x	5.75	3.95
12 x	5.45	3.80
18 x	5.25	3.51
24 x	5.05	3.40
48 x	4.75	3.25

10 sec: 50% of 1-min.

## SILSBEE

Hardin County—Map Location H-7  
See SRDS consumer market map and data at beginning of the State.

## KKAS

1959

Subscriber to the NAB Radio Code  
Media Code 4 245 7450 7.00  
Hardin County Broadcasting Company, Box 455, Silsbee, Tex. 77656. Phone 713-385-2883.

- PERSONNEL**  
Pres. & Gen'l Mgr.—J. P. White.
- REPRESENTATIVES**  
South—Riley Representatives.
- FACILITIES**  
500 w. days; 1300 kc. Non-directional.  
Operating schedule: 5 am-local sunset, CST.
- AGENCY COMMISSION**  
15%: cash discount 2%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL TIME RATES

No. 7 ET 5/1/74—Rec'd 6/6/74.

**6. SPOT ANNOUNCEMENTS**

PER MD:	1 ti	50 ti	100+
1 min	3.00	2.75	2.50
30 sec	2.50	2.25	2.00

**7. PACKAGE PLANS**

1 min (maximum)	10/wk 25/wk 40/wk	28	60	20/day

## SINTON (1 AM; 2 FM)

San Patricio County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## KIKN

1954

Media Code 4 245 7463 0.00  
Dynamic Broadcasting Corp., Box 2827, Corpus Christi, Tex. 78403. Phone 512-884-3986.

- STATION'S PROGRAMMING DESCRIPTION**  
KIKN: MUSIC: modern country. NEWS: local, state & national at :20 & :40. Weather at :60. SPORTS: area. PAIRN: 5 min M-Sat at 6:20 am & 12:20 pm. Contact Representative for further details. Rec'd 4/1/74.

- PERSONNEL**  
General Manager—Otis Dunagan, Jr.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1590 kc. Directional.  
Operating schedule: 24 hours daily, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3b, 4a, 5, 6a, 7a, 8.  
Basic Rates: 22a, 23a, 29a.  
Contracts: 40c, 45, 48.  
Cancellation: 70a, 70e, 71a.  
Affiliated with American Entertainment Network.

### TIME RATES

ET 8/1/71—Rec'd 8/4/71.

AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

## 6. SPOT ANNOUNCEMENTS

1 MIN:	6 ti	12 ti	18 ti	24 ti
AAA	18	16	15	13
AA	15	13	12	10
A	13	11	10	8

30 sec: 80% of 1-min.      10/20 sec: 50% of 1-min. (D)

## KMIO (FM)

1961

Subscriber to the NAB Radio Code  
Media Code 4 245 7471 3.00  
Sinton Broadcasting Co., Inc., Box 190, 600 Bldg., Corpus Christi, Tex. 78403. Phone 512-883-6301.

- STATION'S PROGRAMMING DESCRIPTION**  
KMIO (FM): hit parade, UPI audio, state and national news, local news and weather at 20-20. Contact Representative for further details. Rec'd 8/5/74.
- PERSONNEL**  
General Manager—Renny Bellamy.
  - REPRESENTATIVES**  
Mario Messina Company.
  - FACILITIES**  
ERP 100,000 w.; 101.3 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 505 ft. above average terrain.
  - AGENCY COMMISSION**  
15%.
  - GENERAL ADVERTISING** See coded regulations  
Member: Alamo Network.

### TIME RATES

ET Rec'd 2/21/74.

**7. PACKAGE PLANS**

PER MO:	12 ti	20 ti	40 ti	60 ti	80 ti	120 ti	160 ti
1 min	11.60	11.20	10.60	10.00	9.60	9.00	8.00
PER YR:	52x	156x	260x	520x	780x	1040x	1500+
1 min	11.20	10.60	10.00	9.60	9.00	8.40	8.00

30 sec: 75% of 1-min. (CR)

## KOUL (FM)

1968

Media Code 4 245 7480 4.00  
Broadcasting Corporation of the Southwest, Box 898, Corpus Christi, Tex. 78403. Phone 512-643-6504, 643-3541.

- STATION'S PROGRAMMING DESCRIPTION**  
KOUL (FM): Country Music.
- PERSONNEL**  
General Manager—Patrick F. Boscamp.
  - REPRESENTATIVES**  
Southwest—Eric Roney & Associates.
  - FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 103.3 mc. Stereo.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 350 ft. above average terrain.
  - AGENCY COMMISSION**  
15/0 time only; 10th of month.
  - GENERAL ADVERTISING** See coded regulations  
AM facilities: KCTA, Corpus Christi.

### TIME RATES

No. 5 ET 1/1/73—Rec'd 2/2/73.

**6. SPOT ANNOUNCEMENTS**

1 min	1x	13x	26x	52x	104x
5.60	4.95	4.10	3.00	2.45	

**7. PACKAGE PLANS**

1 min	30 ti	45 ti	60 ti
	3.60	3.15	3.07

## SLATON

Lubbock County—Map Location B-4  
See SRDS consumer market map and data at beginning of the State.

## KCAS

1962

Media Code 4 245 7500 9.00  
Star of the Plains Broadcasting Co., 133 B. 9th, Slaton, Tex. 79364. Phone 806-828-4217.

- PERSONNEL**  
General Manager—Jim Hughes.
- FACILITIES**  
250 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
15% on time only, no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

Rates effective February 1, 1962.  
Card received February 15, 1962.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1/2	1/4	10	5	1	30
	hr.	hr.	min.	min.	min.	sec.
1 time	28.00	16.80	10.00	7.50	5.00	2.50
12 times	26.00	15.60	9.25	6.75	4.50	2.25
26 times	24.00	14.40	8.50	6.25	4.25	2.20
52 times	22.00	13.20	7.75	5.75	3.90	2.05
104 times	20.00	12.00	7.00	5.25	3.55	1.90
156 times	18.00	10.80	6.25	4.75	3.20	1.75
312 times	16.00	9.60	5.50	4.25	2.85	1.60
365 or more times	14.00	8.00	4.75	3.75	2.50	1.50

## SNYDER

Curry County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

## KSNY

1949

Subscriber to the NAB Radio Code  
Media Code 4 245 7525 6.00  
Snyder Broadcasting Co., Box 1008, 2206 KSNY Drive, Snyder, Tex. 79549. Phone 915-573-9322.

- PERSONNEL**  
General Manager—Mel Gilbert.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1430 kc. Non-directional.  
Operating schedule: 5:30 am-11 pm, CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8A ET 4/1/73—Rec'd 2/4/74.

AA—Mon thru Fri 6:30-8:30 am, noon-1 pm & 4-6 pm.  
A—Mon thru Fri 5:30-6:30 am, 8:30 am-noon & 1-4 pm; Sat & Sun 5:30 am-6 pm.  
B—Sun thru Sat 6-11 am.

**6. SPOT ANNOUNCEMENTS**

30 SEC:	6 ti	12 ti	24 ti
AA	2.80	2.75	2.70
A	2.05	2.00	1.95
B	1.40	1.35	1.30

1 min, extra .75.

**7. PACKAGE PLANS**

PER MO. ROS:	100 ti
30 sec	189.75

**IMPACT PLAN**

PER DAY, ROS:	20 ti
30 sec	39.00

## SPEARMAN

Hansford County—Map Location B-1  
See SRDS consumer market map and data at beginning of the State.

## KBMF (FM)

1963

Subscriber to the NAB Radio Code  
Media Code 4 245 7575 1.00  
Coy Palmer, 503 E. Kenneth, Spearman, Tex. 79081.  
Phone 806-659-2529.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Coy Palmer.
- FACILITIES**  
ERP 3,000 w.; 98.3 mc.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 220 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc., Texas State Network.



Stephenville—KSTV—Continued

- 3. FACILITIES**  
250 w. days; 1510 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% to recognized agencies; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
Rates effective November 1, 1950.  
Revisions received July 1, 1953.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time.....	40.00	25.00	12.50	9.00	6.00	3.50
26 times.....	37.50	22.00	12.00	7.00	5.50	3.10
52 times.....	35.00	20.00	11.50	6.50	5.00	3.00
100 times.....	32.50	18.00	10.50	6.00	4.75	2.90
150 times.....	30.00	16.00	10.00	5.50	4.25	2.75
300 times.....	27.50	15.00	9.00	5.00	4.00	2.50

(\*) One minute transcription or 100 words live.  
(†) 1/2 minute transcription or 50 words live.

SULPHUR SPRINGS

Hopkins County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**KSST**  
1947  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 7650 2.00  
Hopkins County Broadcasting Co., Radio Rd., Box 284, Sulphur Springs, Tex. 75482. Phone 214-885-3111.

- STATION'S PROGRAMMING DESCRIPTION**  
KSST: Programmed for mass appeal.
- 1. PERSONNEL**  
Manager—W. E. Bradford.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 4:00 am-11:00 pm. CST.
- 4. AGENCY COMMISSION**  
15/0 net time, payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: Texas State Network, Farm Directors Radio Network.

**TIME RATES**  
ET 11/1/66—Rec'd 10/5/66.

**6. SPOT ANNOUNCEMENTS**

	1x	15x	25x	52x	104x	156x	260x
1 min	4.00	3.80	3.60	3.50	3.40	3.20	3.00
30 sec	3.00	2.85	2.70	2.60	2.55	2.40	2.25

SWEETWATER

Nolan County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

**KXOX**  
1939  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 7675 9.00  
KXOX, Box 570, Hwy. 70, Sweetwater, Tex. 79556.

- STATION'S PROGRAMMING DESCRIPTION**  
KXOX: MUSIC: M-Sat—block programming, MOR
- 1. PERSONNEL**  
General Manager—Myrl Stejn.
- 2. REPRESENTATIVES**  
Dallas—Clyde Melville Company.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6:00 am-11:00 pm. CST.
- 4. AGENCY COMMISSION**  
15/0 time.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Voice of Southwest Agriculture Radio Network, Farm Directors Radio Network.

**TIME RATES**  
Rates effective April 15, 1956.  
Rates received October 28, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 hr.	1/2 hr.	1/4 hr.	10 min.	5 min.	100 wds.	50 wds.
1 time.....	48.00	21.60	14.40	10.80	7.20	5.60	3.00
13 times.....	42.00	20.40	12.60	9.60	6.00	3.20	2.88
28 times.....	36.00	19.20	10.80	9.30	5.82	3.06	2.76
39 times.....	33.60	18.00	9.60	8.82	5.70	2.88	2.70
52 times.....	30.00	16.80	9.00	8.40	5.52	2.76	2.46
78 times.....	26.40	15.60	8.40	7.80	5.34	2.52	2.16
156 times.....	24.00	14.40	7.80	6.60	5.10	2.22	1.92
312 times.....	21.60	13.20	7.20	5.94	4.90	2.10	1.80

TAYLOR

Williamson County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

**KTAE**  
1942  
NAB

Media Code 4 245 7700 5.00  
KTAE, Inc., 2nd and Forter, Taylor, Tex. 16574.  
Phone 512-352-3631.

**STATION'S PROGRAMMING DESCRIPTION**  
KTAE: Programmed for all listeners.

**1. PERSONNEL**  
General Manager—Gillis Conoley.

**3. FACILITIES**  
1,000 w. days; 1,260 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only; monthly.

- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
Rates effective February 1, 1957.

**6. SPOT ANNOUNCEMENTS**

	1-minute transcriptions or 100 words:	100 times.....	200 times.....	300 or more times.....
1 time.....	4.25	100 times.....	3.40	
10 times.....	4.04	200 times.....	3.19	
25 times.....	3.83	300 or more times.....	2.98	
50 times.....	3.62			
30-second transcriptions or 50 words: <td></td> <td></td> <td></td> <td></td>				
1 time.....	3.00	100 times.....	2.40	
10 times.....	2.85	200 times.....	2.25	
25 times.....	2.70	300 or more times.....	2.10	
50 times.....	2.55			

TEMPLE (2 AM; 2 FM)

(including Belton)  
Bell County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**KTEM**  
1936  
TEMPLE  
NAB

A Formerly Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 7725 2.00  
KTEM Radio, Inc., Box 1230, Temple, Tex. 76501.  
Phone 817-773-5252.

**STATION'S PROGRAMMING DESCRIPTION**  
KTEM: Programmed for those 18 and up.  
MUSIC: top 40. NEWS: at :30; emphasis on local news. 2 mobile units for on scene reports. Equipped for local or area remotes. Contact Representative for further details. Rec'd 5/2/74.

**1. PERSONNEL**  
General Manager—George A. Franz.  
Commercial Manager—Jerry Snyder.  
Program Director—Mike O'Donnell.

**2. REPRESENTATIVES**  
National—Contact station direct.  
Southwest—Clyde Melville Company.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 station time; bills rendered monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20b, 21a, 21d, 22a, 23a, 24b, 25a, 28a, 28c, 29a.  
Contracts: 40a, 43, 44a, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 8/7/74—Rec'd 8/7/74

**6. SPOT ANNOUNCEMENTS**

	1 min	15 sec	25 sec	60 sec	150 sec	300 sec
PER MO:						
30 sec.....	5.70	5.10	4.45	3.60	3.15	1.5
1 min.....	8.30	7.40	6.45	5.35	4.50	4.5
DRIVE/FIXED:						
30 sec.....	6.30	5.60	4.86	4.05	3.50	3.5
1 min.....	9.10	8.10	7.05	5.85	4.95	4.95
DRIVE/FIXED:						
PER YR:						
30 sec.....	520x 100x	1200x	520x 1000x	1200x		
1 min.....	4.75	4.20	3.65	3.35	4.75	4.55
	6.90	6.10	5.85	7.75	6.90	6.60

- KTON**  
1961  
BELTON  
NAB
- A Sigmor Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 7750 0.00  
Belton Broadcasters, Inc., Box 242, Belton, Tex. 76513. Phone 817-939-3738.
- STATION'S PROGRAMMING DESCRIPTION**  
KTON: Adult appeal 18+.  
MUSIC: top 40 country NEWS. network at :30; state & local at :30 7 mobile news units, 2 mobile studios equipped for remotes & special events. Contact Representative for further details. Rec'd 5/14/73.
- 1. PERSONNEL**  
General Manager—Nell Collier.  
Sales Manager—Jim Sims.  
Program Director—Chuck Kelly.
- 2. REPRESENTATIVES**  
FRO Time Sales, Inc.  
Southwest—FRO/Stone Representatives, Inc.
- 3. FACILITIES**  
1,000 w. days; 940 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see KTON-FM.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 12a, 15a.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 25a, 26, 28b, 28c, 29a, 30, 33a.  
Contracts: 40a, 44a, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60c.  
Cancellation: 70a, 70c, 71a.  
Prod. Services: 82.  
Affiliated with American Information Network.

**TIME RATES**  
ET 5/1/74—Rec'd 5/20/74

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	156x	312x
1 min.....	4.41	4.23	4.12	3.82	3.53
30 sec.....	3.23	3.12	2.94	2.59	2.42

- KTER**  
1950  
NAB
- Media Code 4 245 7800 3.00  
Terrell Broadcast Corporation, Box 220, Terrell, Tex. 75160. Phone 214-563-4497.
- 1. PERSONNEL**  
Manager—Bill Pirtle.
- 3. FACILITIES**  
250 w. days; 1376 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15/2 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Texas State Network.
- TIME RATES**  
ET 7/30/71—Rec'd 7/30/71
- 6. SPOT ANNOUNCEMENTS**
- |            | 1x   | 52x  | 104x | 260x | 512x |
|------------|------|------|------|------|------|
| 1 min..... | 4.50 | 4.00 | 3.75 | 3.25 | 2.80 |
- 100 spots in any calendar month, ea..... 3.40

- TERRELL**  
Kaufman County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**TIME RATES**  
ET 6/1/66—Rec'd 6/2/66.

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	104x	260x
1 min.....	6.00	5.50	5.00	4.50	4.00
30 sec.....	5.00	4.50	4.00	3.50	3.00
15 sec.....	4.00	3.50	3.00	2.50	2.00

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	20 ti	50 ti
1 min.....	50	90	120
30 sec.....	40	72	96
10 sec ID.....	30	54	72

**8. PROGRAM TIME RATES**

	1x	25x	52x
1/2 hr.....	36	34	32
1/4 hr.....	24	23	20
5 min.....	12	11	10

(D)

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 7 Eff 10/15/68—Rec'd 11/4/68.

**6. SPOT ANNOUNCEMENTS**

	1x	52x	156x	260x	620x
1 min.....	6.50	6.25	6.00	5.00	4.00
30 sec.....	4.75	4.50	4.25	3.50	3.00

10 sec: 65% of 1-min.  
All spots combinable for frequency.

**7. PACKAGE PLANS**

PER WK:	20 ti	30 ti	50 ti
Time rate	52x	156x	260x

**8. PROGRAM TIME RATES**

	1x	52x	156x	260x	620x
1/2 hr.....	40	38	36	34	30
1/4 hr.....	20	18	15	14	13
5 min.....	12	11	10	9	8

**10. SPECIAL FEATURES**  
5 min Newscast—flat 6.50, includes 1-min spot plus 10-sec open & close.

**KTON-FM**  
1970  
BELTON  
NAB

A Sigmor Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 7751 6.00  
Belton Broadcasters, Inc., Box 240, Taylors Valley Rd., Belton, Tex. 76513. Phone 817-939-3738.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KTON-FM: MUSIC: Modern country. Contact Representative for further details. Rec'd 8/28/73.

**3. FACILITIES**  
ERP 950 w. (horiz.), 950 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 400 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see KTON.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

**TIME RATES**  
50% of AM rates.

**KYLE (FM)**  
1964  
TEMPLE  
NAB

Media Code 4 245 7775 7.00  
Texas Radio Corporation, Drawer 1048, Kyle Hotel, Temple, Tex. 76501. Phone 817-778-4271.

**STATION'S PROGRAMMING DESCRIPTION**  
KYLE (FM): Progressive music format.

**1. PERSONNEL**  
General Manager—Bill Trull.  
Sales Manager—Carl Smith.

**2. REPRESENTATIVES**  
Paul Miller & Company.

**3. FACILITIES**  
ERP 1,924 w.; 104.9 mc. Stereo.  
Operating schedule: 24 hours. CST.  
Antenna ht.: 345 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0: time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a.  
Rate Protection: 10d, 15a, 15b, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 22a, 22b, 23c, 25a, 26, 28a, 28c, 29a, 29b, 32h, 33a.  
Contracts: 40a, 41, 42b, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60f, 60h, 60i, 60k, 61a, 61b, 61c, 62a, 62b, 62d, 62e.  
Cancellation: 70b, 70d, 70e, 71b, 72, 72a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
ET 5/1/74—Rec'd 5/20/74

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	156x	312x
1 min.....	4.41	4.23	4.12	3.82	3.53
30 sec.....	3.23	3.12	2.94	2.59	2.42

- TERRELL**  
Kaufman County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

**TIME RATES**  
ET 6/1/66—Rec'd 6/2/66.

**6. SPOT ANNOUNCEMENTS**

	1x	25x	52x	104x	260x
1 min.....	6.00	5.50	5.00	4.50	4.00
30 sec.....	5.00	4.50	4.00	3.50	3.00
15 sec.....	4.00	3.50	3.00	2.50	2.00

**7. PACKAGE PLANS**

PER WK. ROS:	10 ti	20 ti	50 ti
1 min.....	50	90	120
30 sec.....	40	72	96
10 sec ID.....	30	54	72

**8. PROGRAM TIME RATES**

	1x	25x	52x
1/2 hr.....	36	34	32
1/4 hr.....	24	23	20
5 min.....	12	11	10

(D)

- KADO (FM)**  
1958  
TEXARKANA, ARK.  
NAB
- Subscriber to the NAB Radio Code  
(This is a duplicate of the listing appearing under Texarkana, Ark.)  
Media Code 4 204 6745 6.00  
KADO Radio, 303 W. Broad, Texarkana, Ark. 75501.  
Phone 501-773-5791.  
See affiliated AM station for additional information.  
AM Facilities: KATQ.
- STATION'S PROGRAMMING DESCRIPTION**  
KADO (FM): R & B with Negro personalities.  
Weather at :30; news at :30. RELIGIOUS: Sun & 2 hrs daily. Contact Representative for further details. Rec'd 7/2/73.
- 1. PERSONNEL**  
Station Manager—W. Andrew Griffin.
- 2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Texas—Paul Miller & Company.
- 3. FACILITIES**  
ERP 3,000 w.; 107.1 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 160 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.

**TIME RATES**  
No. 2 Eff 10/1/71—Rec'd 4/17/72.

**6. SPOT ANNOUNCEMENTS**

	Open	100x	250x	500x	750x
1 min.....	6.00	5.25	4.50	4.00	3.50
30 sec.....	4.50	4.00	3.50	3.00	2.50

**7. PACKAGE PLAN**

PER WK:	10 ti	20 ti	30 ti
1 min.....	45	80	105
30 sec.....	35	60	75

(D)

**KATQ**  
1961  
TEXARKANA, TEXAS  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 245 7625 0.00  
KATQ Radio, Inc., 303 W. Broad St., Texarkana, Tex. 75501. Phone 793-4671.

**STATION'S PROGRAMMING DESCRIPTION**  
KATQ: Programmed for adults & young adults.  
MUSIC: general popular. Standards 15%; MOR 85%.  
NEWS: at :30 & :55 network at local. Featured local at 7:35, 11:30 am & 4:55 pm. Agri weather wire. Headlines at :45, 1 man news dept. Business news: 4:55-5:30 pm including national, sports finals, market finals, local & agri weather. 5 min each. RELIGIOUS: Sun AM. Contact Representative for further details. Rec'd 7/2/73.

**1. PERSONNEL**  
General Manager—Floyd Bell.  
Station Manager—Roy F. Jones.  
Program Director—John H. Bell.

**2. REPRESENTATIVES**  
West—Paul Miller & Company.  
South—David Carpenter Company.

**3. FACILITIES**  
1,000 w. days; 940 kc.

# TEXAS

## Texarkana—Continued

### KCMC

1922  
TEXARKANA, TEXAS



Subscriber to the NAB Radio Code

Media Code 4 245 7850 8.00  
KCMC Co., Inc., Box 521, 3227 Summerhill Rd.,  
Texarkana, Tex. 75501. Phone 214-793-1137.

**STATION'S PROGRAMMING DESCRIPTION**  
KCMC: MUSIC: country and western. Contact  
Representative for further details. Rec'd 7/31/68.

- 1. PERSONNEL**  
Manager—Herman Cecil.
- 2. REPRESENTATIVES**  
M. A. Sales Inc.  
Southwest—Clyde Melville Company.
- 3. FACILITIES**  
1,000 w. days, 740 kc. Directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11i, 12h, 13i, 14i, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21c, 23b, 24b, 25a, 26,  
28a, 28c, 29a, 30, 32a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a,  
48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 60g, 60i, 61b,  
62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

#### TIME RATES

Rates effective November 1, 1961.  
Rates received August 4, 1961.

Class A—6:00 am-6:00 pm.  
Class B—All other times.

6. SPOT ANNOUNCEMENTS			
CLASS A			
1 min	30 sec	1 min	30 sec
10.00	8.00	15.00	12.00
9.75	7.75	14.25	11.25
9.50	7.50	13.75	10.75
9.00	7.25	13.25	10.25

CLASS B			
1 min	30 sec	1 min	30 sec
8.00	6.00	11.00	8.50
7.75	5.75	10.75	8.25
7.50	5.50	10.50	8.00
7.25	5.25	10.25	7.75

#### 8. PROGRAM TIME RATES

CLASS A				
1 hr	1/2 hr	1/4 hr	5 min	30 sec
75.00	45.00	30.00	18.00	15.00
73.00	44.00	29.00	17.50	14.50
71.00	42.50	28.50	17.00	14.00
69.00	41.00	28.00	16.50	13.50
67.00	39.50	27.50	16.00	13.00
65.00	38.00	27.00	15.50	12.50
63.00	36.50	26.50	15.00	12.00
61.00	35.00	26.00	14.50	11.50
59.00	33.50	25.50	14.00	11.00

CLASS B				
1 hr	1/2 hr	1/4 hr	5 min	30 sec
50.00	30.00	20.00	12.00	10.00
48.50	29.00	19.50	11.75	9.75
47.00	28.50	19.00	11.50	9.50
45.50	28.00	18.50	11.25	9.25
44.00	27.50	18.00	11.00	9.00
42.50	27.00	17.50	10.75	8.75
41.00	26.50	17.00	10.50	8.50
39.50	26.00	16.50	10.25	8.25
38.00	25.50	16.00	10.00	8.00

### KOSY

1951  
TEXARKANA, ARK.



Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under  
Texarkana, Ark.)  
Media Code 4 204 9020 3.00  
Gateway Broadcasting Co., Box 1318, 111 E. 6th St.,  
Texarkana, Tex. 75501. Phone 501-772-3771.

**STATION'S PROGRAMMING DESCRIPTION**  
KOSY: Programmed for mass appeal.  
**AIR PERSONALITIES** all segments. NEWS: net-  
work hourly, local Arkansas and Texas wire service  
half hour. Business: stock markets, special edition  
M-F, interviews. MUSIC: general popular music,  
standards. FARM: 5-7 am county agent report M-Sat,  
news and market reports M-F. Weather, interviews,  
7 am-noon music, audience participation, quips,  
comedy. Noon-12:30 pm news, national, local, re-  
gional, weather. 12:30-2 pm music, comedy, variety.  
2-3 pm audience participation call in show for sell-  
ing or trading items. 3 pm-12M entertainment,  
music, news, sports. College, high school football,  
pro baseball, 2 local roundups daily, 2 hunting and  
fishing reports M-F. Contact Representative for fur-  
ther details. Rec'd 7/31/67.

- 1. PERSONNEL**  
President—W. Decker Smith.  
General Manager—J. K. Smith.  
Program Director—Paul Brown.
- 2. REPRESENTATIVES**  
Savall/Gates, Inc.
- 3. FACILITIES**  
1,000 w. days, 500 w. nights; 790 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. CST.
- 4. AGENCY COMMISSION**  
15/0 on net time.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20b, 21b, 21c, 21d, 22a, 23a, 24b, 24c,  
25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 44b, 46, 47a.  
Comb.: Cont. Discounts: 61c.  
Cancellation: 70e, 71a, 73a.

#### TIME RATES

Rates effective June 1, 1964.  
Rates received May 18, 1965.

Class A—6:00 am-6:00 pm.  
Class B—All other times.

6. SPOT ANNOUNCEMENTS			
CLASS A			
1 min	30 sec	1 min	30 sec
10.00	8.00	15.00	12.00
9.75	7.75	14.25	11.25
9.50	7.50	13.75	10.75
9.00	7.25	13.25	10.25

CLASS B			
1 min	30 sec	1 min	30 sec
8.00	6.00	11.00	8.50
7.75	5.75	10.75	8.25
7.50	5.50	10.50	8.00
7.25	5.25	10.25	7.75

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	5 min	30 sec
65.00	39.00	26.00	14.00	11.00
61.75	37.00	24.00	13.00	10.00
58.50	35.00	23.00	12.00	9.00
55.25	33.00	22.00	11.00	8.00
52.00	31.00	20.00	10.50	7.50
48.75	29.00	19.00	10.00	7.00
45.50	27.00	18.00	9.50	6.50
42.25	25.00	17.00	9.00	6.00

## 6. SPOT ANNOUNCEMENTS

CLASS A			
1 min	30 sec	1 min	30 sec
10.00	8.00	15.00	12.00
9.75	7.75	14.25	11.25
9.50	7.50	13.75	10.75
9.00	7.25	13.25	10.25

CLASS B			
1 min	30 sec	1 min	30 sec
8.00	6.00	11.00	8.50
7.75	5.75	10.75	8.25
7.50	5.50	10.50	8.00
7.25	5.25	10.25	7.75

## 7. PACKAGE PLANS

PACKAGE PLANS			
—Class A—		—Class B—	
FEB WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
10	9.00	6.00	5.50
15	7.50	6.00	4.80
20	7.00	5.60	4.40
30 or more	6.50	5.20	4.00

(\*) Not combinable for frequency.  
10 seconds—60% of applicable 1-minute rate.

8. PROGRAM TIME RATES			
1 hr	1/2 hr	1/4 hr	5 min
1x 26x 52x 104x 156x 260x 312x			
A. 75.00 73.25 71.25 67.50 63.75 60.00 56.25			
B. 50.00 48.75 47.50 45.00 42.50 40.00 37.50			
1/2 hr: 60% of hour. 10 min: 30% of hour.			
1/4 hr: 40% of hour. 5 min: 25% of hour.			

10. SPECIAL FEATURES  
News—regular time charges plus 20% of base rate.  
(D)

### KOSY-FM

1965  
TEXARKANA, ARK.



Subscriber to the NAB Radio Code

(This is a duplicate of the listing appearing under  
Texarkana, Ark.)  
Media Code 4 204 9021 1.00  
Gateway Broadcasting Co., Box 1318, 111 E. 6th St.,  
Texarkana, Tex. 75501. Phone 501-772-3771.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KOSY-FM: Programmed to adults.  
MUSIC: standards, NEWS: at :55, 5 min every  
hour, Arkansas and Texas wire service, network re-  
ports, programs, interviews. 9 am-12M entertainment.  
SPORTS: college football. Contact Representative for  
further details. Rec'd 7/31/67.

- 1. PERSONNEL**  
Gen'l. Sta. & Sales Mgr.—James K. Smith.
- 2. FACILITIES**  
ERP 35,000 w. 102.5 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 265 ft. above average terrain.

#### TIME RATES

ET 1/1/68—Rec'd 10/31/66.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
6.00	5.50	5.10	4.90
5.00	4.50	4.10	3.90

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	5 min	30 sec
37.50	26.50	18.00	11.50	10.00
22.50	22.00	21.50	20.00	18.00
15.00	14.50	14.00	13.60	13.00

30 sec: 80% of programs using 1-minute commercials.  
1-minute or 30-second spots run only in programs,  
either 1/4, 1/2 or 1 hour in length. (D)

### KTAL (FM)

Licensed as a Texarkana, Texas-Shreveport, La. sta-  
tion.  
See listing under Shreveport, La.

### KTFS

1946  
TEXARKANA, TEXAS



Subscriber to the NAB Radio Code

Media Code 4 245 7900 1.00  
KTFS Radio, Inc. Box 1260, 4305 N. Stateline Ave.,  
Texarkana, Tex. 75502. Phone 793-1109.

- 1. PERSONNEL**  
Pres. & Gen'l. Mgr.—Hugh D. Frizzell.  
Station Manager—Tom Alford.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15%: no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11c, 12c, 13c, 14b.  
Basic Rates: 20a, 21a, 21d, 22a, 24b, 29a, 30.  
Contracts: 40a, 41, 44a, 45, 47e, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a.  
Cancellation: 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS.  
Member: Texas State Network, Farm Radio Network,  
Alamo Network.

#### TIME RATES

ET 1/1/69—Rec'd 1/6/69.

6. SPOT ANNOUNCEMENTS			
1 min	30 sec	1 min	30 sec
7.00	5.50	6.00	4.50
7.00	5.50	6.00	4.50
7.00	5.50	6.00	4.50

8. PROGRAM TIME RATES				
1 hr	1/2 hr	1/4 hr	5 min	30 sec
65.00	39.00	26.00	14.00	11.00
61.75	37.00	24.00	13.00	10.00
58.50	35.00	23.00	12.00	9.00
55.25	33.00	22.00	11.00	8.00
52.00	31.00	20.00	10.50	7.50
48.75	29.00	19.00	10.00	7.00
45.50	27.00	18.00	9.50	6.50
42.25	25.00	17.00	9.00	6.00

# TEXAS CITY

Galveston County—Map Location G-7  
See SRDS consumer market map and data at begin-  
ning of the State.

### KTLW

1947  
Subscriber to the NAB Radio Code  
Media Code 4 245 7925 8.00  
Texas City Broadcasting Service, Box 2279, Show  
Boat Bldg., Texas City, Tex. 77590. Phone 713-  
945-4418.

**STATION'S PROGRAMMING DESCRIPTION**  
KTLW: MUSIC: top 40 country music & news.  
Gospel block 6:30-7:30 am daily. Contact Representa-  
tive for further details. Rec'd 4/7/71.

- 1. PERSONNEL**  
Manager—Ray Lacey.  
Assistant Station Manager—Sam Hill.  
Program Director—Joey Jay.
- 2. REPRESENTATIVES**  
Mario Messina Company.
- 3. FACILITIES**  
1,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
15% on station time; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62b,  
62e.  
Cancellation: 70a, 70c, 71a, 73a.  
Fixed time 1.00 above regular rate.  
Affiliated with KBS.  
Member: Country Music Network, Alamo Network.

#### TIME RATES

Rates effective May 1, 1956.  
6. SPOT ANNOUNCEMENTS/PROGRAM RATES  
(6:00 am-6:00 pm)

1	1/2	1/4	5	(*)	(†)
1 time.....	60.00	36.00	24.00	15.00	9.00 6.00
13 times.....	57.00	34.20	22.80	14.25	8.55 5.70
26 times.....	54.00	32.40	21.60	13.50	8.10 5.40
39 times.....	51.00	30.60	20.40	12.75	7.65 5.10
52 times.....	48.00	28.80	19.20	12.00	7.20 4.80
156 times.....	45.00	27.00	18.00	11.25	6.75 4.50
260 times.....	42.50	25.20	16.80	10.50	6.30 4.20
312 times.....	39.00	23.40	15.60	9.75	5.85 3.90

(\*) One minute or 100 words.  
(†) 30 seconds, 50 words or station break. (CR)

# TULIA

Swisher County—Map Location B-3  
See SRDS consumer market map and data at begin-  
ning of the State.

### KTUE

1954



Subscriber to the NAB Radio Code  
Media Code 4 245 7950 6.00  
KTUE Radio, Box 169, Tulia, Tex. 79068. Phone  
806-995-3531.



## KZAK KZAK-FM

1956

1961



Subscriber to the NAB Radio Code  
Media Code 4 245 8025 6.00

Oll Center Broadcasting Co., Box 3367, Tyler, Tex.  
75701. Phone 214-593-1771.

## STATION'S PROGRAMMING DESCRIPTION

KZAK: Programmed 100% modern country and western for adults and young adults. Much time allotted to community service, campaigns, and projects. Early morning show 6-9 am. features local, national and farm news as well as music. Open line swap shop 9:05-9:30 am. Music and news featured remainder of day with news headlines at :30 and 5 min news on hour. News department equipped with mobile news units. Personalities available for remote pick-up from shopping centers, etc. Contact Representative for further details. Rec'd 4/9/70.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Aubrey Irby.

2. REPRESENTATIVES  
Riley Representatives.

3. FACILITIES  
1000 w.; 1330 kc. Non-directional.  
Operating schedule: 6 am-10 pm. CST.  
FM-ERP 5,000 w.; 93.1 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 301 ft. above average terrain.

4. AGENCY COMMISSION  
15/0. Payable 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 2a, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 14a, 15b, 16.  
Basic Rates: 20b, 21a, 23a, 24a, 25a, 26, 28a, 29a, 30, 33b.  
Contracts: 40a, 41, 42b, 43, 44a, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

## TIME RATES

ET Rec'd 4/9/70.

6. SPOT ANNOUNCEMENTS						
CLASS A						
	1x	2x	3x	15x	20x	31x
1 min.	8.00	7.75	7.50	7.00	6.50	6.00
30 sec.	6.40	6.20	6.00	5.60	5.20	4.80
CLASS B						
1 min.	6.00	5.75	5.50	5.00	4.50	4.00
30 sec.	4.80	4.60	4.40	4.00	3.60	3.20

## KZEY

1958



Gibson Broadcasting Company  
Subscriber to the NAB Radio Code

Media Code 4 245 8050 4.00  
Tyler Broadcasting Corp., Box 4248, Lake Park Dr.,  
Tyler, Tex. 75702. Phone 214-593-1744.

## STATION'S PROGRAMMING DESCRIPTION

KZEY: Programmed to black & young adults. MUSIC: contemporary B & B, top hits & golden oldies. NEWS: director for local news, remotes, hepers. Wire news. AIR PERSONALITIES handle all segments. Contact Representative for further details. Rec'd 8/5/74.

1. PERSONNEL  
President—Tom Gibson.  
General Manager—Rick Reynolds.

2. REPRESENTATIVES  
Bernard Howard & Co., Inc.

3. FACILITIES  
1,000 w. days; 890 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.

4. AGENCY COMMISSION  
15/0.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 14d, 15b.  
Basic Rates: 20b, 22a, 22b, 23a, 25a, 26, 28c, 29a, 33b.  
Contracts: 40a, 42b, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60g, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with National Black Network.  
Affiliated with Bernard Howard Black Radio Network.  
Member: East Texas Black Market Group.

## TIME RATES

No. G-8 ET 9/1/74—Rec'd 8/5/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun all day.

6. SPOT ANNOUNCEMENTS						
CLASS A						
WKLY. 1 MIN.	1 wk	13 wk	39-52	1 wk	13 wk	39-52
1 tl.	8.50	8.00	7.50	7.25	6.80	6.40
12 tl.	8.00	7.50	7.00	6.80	6.40	6.00
18 tl.	7.50	7.00	6.50	6.40	6.00	5.50
24 tl.	7.00	6.50	6.00	6.00	5.50	5.00
36 tl.	6.50	6.00	5.50	5.50	5.00	4.50
30 sec.	80% of 1-min.	10 sec.	50% of 1-min.			

Classes combine for frequency. Wks used need not be consec but must be within 52 wks.

## UVALDE

Uvalde County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

## KVOU

1947



Subscriber to the NAB Radio Code  
Media Code 4 245 8075 1.00  
Uvalde Broadcasters, Inc., Box 758, Uvalde, Tex.  
78801. Phone 512-278-2555.

## STATION'S PROGRAMMING DESCRIPTION

KVOU: C&W music; Woman's program 9-9:30 am.

1. PERSONNEL  
General Manager—E. J. Harpole.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. CST.

4. AGENCY COMMISSION  
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Texas State Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 7/1/67—Rec'd 8/2/73.

6. SPOT ANNOUNCEMENTS						
CLASS A						
	1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	4.50	3.00	6.24	x	3.25	2.00
52 x	4.00	2.75	1248	x	3.00	1.80
104 x	3.75	2.50	1872	x	2.75	1.60
312 x	3.50	2.25	2496	x	2.50	1.50

## VERNON

Wilbarger County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

## KVWC

1939

Media Code 4 245 8100 7.00  
KVWC, Inc., Box 1419, Vernon, Tex. 76364. Phone  
817-542-8221.

## STATION'S PROGRAMMING DESCRIPTION

KVWC: Programmed for adults and young adults.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Joe Garrison.

2. REPRESENTATIVES  
Riley Representatives.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
Operating schedule: 6 am-10 pm. CST.

4. AGENCY COMMISSION  
15/0 net time only.

5. GENERAL RATE POLICY  
Affiliated with KBS.  
Member: Country Music Network, Farm Directors Radio Network.

## TIME RATES

ET 9/1/68—Rec'd 8/26/68.

6. SPOT ANNOUNCEMENTS						
	1x	52x	104x	156x	208x	312x
1 min	6.50	6.00	5.50	5.00	4.60	4.00
30 sec	4.50	4.25	4.00	3.75	3.50	3.25

(\*) 30 sec or less.

7. PACKAGE PLANS  
PER WK: 10 tl 20 tl 30 tl  
1 min. 4.50 4.00 3.60  
30 sec or less. 3.50 3.25 3.00

## VICTORIA (2 AM; 1 FM)

Victoria County—Map Location F-8  
See SRDS consumer market map and data at beginning of the State.

## KNAL

1949

Media Code 4 245 8125 4.00  
Victoria Broadcasters, Inc., Box 2306, Victoria, Tex.  
77901. Phone 512-573-9176.

1. PERSONNEL  
Managing Director—M. N. Bestick.  
Station Manager—Robert C. Martin.  
National and Regional Sales, Waco, Tex. Phone 817-776-1330.

3. FACILITIES  
500 w.; 1410 kc. Directional—nighttime only.  
Operating schedule: 6 am-midnight. CST.

4. AGENCY COMMISSION  
15/0 time only; 10 days.

5. GENERAL ADVERTISING See coded regulations  
General: 4a, 8.  
Contracts: 40a.

## TIME RATES

Rates effective

Rates received June 7, 1955.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES						
CLASS A						
	1 hr.	1/2 hr.	1/4 hr.	5 min.	(*)	(†)
1 time	40.00	24.00	16.00	10.00	6.00	4.50
1 times	38.00	22.80	15.20	9.80	5.70	4.25
26 times	36.00	21.60	14.40	9.40	5.40	4.00
52 times	34.00	20.40	13.60	9.00	5.10	3.90
104 times	32.00	19.20	12.80	8.60	4.80	3.70
156 times	30.00	18.00	12.00	8.20	4.50	3.50
208 times	28.00	16.80	11.20	7.80	4.20	3.30
312 times	26.00	15.60	10.40	7.40	3.90	3.10

(\*) 180 words live or one minute transcribed.  
(†) 50 words live or 30 seconds transcribed.

## KTXN (FM)

1945



Media Code 4 245 8150 2.00  
Cosmopolitan Enterprises of Victoria, Inc., Box 2682,  
500 First Victoria Nat'l Bank Bldg., Victoria,  
Tex. 77901. Phone 512-573-4366.

## STATION'S PROGRAMMING DESCRIPTION

KTXN (FM): MUSIC: modern MOR, lightly progressive. Local program list of favorite top 40 with instrumentals of album origin blended. Special Spanish programming—bilingual classical music of Spain, Mexico, Central & South America 8-11 pm Sun. NEWS: local, regional, & UPI. Commentator 7-8-8 am M-F. RELIGION: Sun am. Contact Representative for further details. Rec'd 1/8/75.

1. PERSONNEL  
President—John J. (Joe) Thiblettl.  
Sales & Bus. Oper. Mgr.—Weldon S. Horadam, Jr.  
Program Director—Grady Stewart.

2. REPRESENTATIVES  
Mario Messina Company.

3. FACILITIES  
ERP: 40,000 w. (horiz.), 40,000 w. (vert.); 98.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 150 ft. above average terrain.

4. AGENCY COMMISSION  
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.  
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28b, 28c, 29a, 29b, 32a, 33c.  
Contracts: 40a, 42b, 42d, 44a, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61b, 62b.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Member: Alamo Network.

## TIME RATES

No. 6 ET 8/1/72—Rec'd 8/11/72.  
A—Mon thru Fri 6:30-9 am, noon-1:30 pm & 4-8:30 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS						
CLASS A						
	1x	52x	104x	156x	208x	312x
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30/20 sec.	3.85	3.65	3.45	3.25	3.05	2.90
10 sec.	3.25	3.10	2.95	2.75	2.60	2.45
CLASS B						
1 min.	4.25	4.05	3.85	3.60	3.40	3.20
30/20 sec.	3.30	3.10	2.95	2.75	2.60	2.45
10 sec.	2.75	2.65	2.50	2.35	2.20	2.10

7. PACKAGE PLANS  
PER WK: 10 tl 20 tl 30 tl 40 tl  
1 min. 4.75 4.50 4.25 4.00  
30/20 sec. 3.65 3.45 3.25 3.05  
10 sec. 3.10 2.95 2.75 2.60  
1/3 drive time, if desired.

## KVIC

1936



A Wendell Mayer Station  
Subscriber to the NAB Radio Code  
Media Code 4 245 8175 9.00  
Pioneer Broadcasting Co., Box 3487, Victoria, Tex.  
77901. Phone 512-573-9171.

STATION'S PROGRAMMING DESCRIPTION  
KVIC: MUSIC: current hits & solid gold programmed for the 18-40 listener. NEWS: at :20 & :40 with capsule news at :20 & 5 min news at :40. Full time news department. SPORTS: high school & U football, etc. Contact Representative for further details. Rec'd 7/28/72.

1. PERSONNEL  
President—Wendell Mayer.  
General Manager—Robert E. Woodman.

2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
South—Riley Representatives.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 5 am-midnight. CST.

4. AGENCY COMMISSION  
15/0; 10 days.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b.  
Basic Rates: 22a, 22b, 23a, 24c, 25a, 26, 28b, 29a.  
Contracts: 40a, 42b, 46, 47a.  
Comb.: Cont. Discounts: 60k, 61a, 61b, 62b, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS and KBS.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 7/1/74—Rec'd 6/3/74.  
AA—Mon thru Fri 6-9 am & 4-8 pm; Sat 6-9 am.  
A—Mon thru Fri 5-6 am, 9 am-4 pm & 6-7 pm;  
Sat 9 am-7 pm; Sun 6 am-7 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS						
CLASS AA						
	1 min	10 tl	15 tl	20 tl	25 tl	30 tl 35 tl 40 tl
1 min	6.35	6.20	6.05	5.90	5.75	5.60 5.45
30 sec	4.50	4.35	4.20	4.05	3.90	3.75 3.60 3.45
CLASS A						
1 min	4.50	4.35	4.20	4.05	3.90	3.75 3.60 3.45
30 sec	3.50	3.35	3.20	3.05	2.90	2.75 2.60 2.45
10 sec	2.50	2.35	2.20	2.05	1.90	1.75 1.60 1.45

7. PACKAGE PLANS						
TAP—1/AAA, 1/2A, 1/4B						
	12 tl	24 tl	32 tl	40 tl	48 tl	
1 min.	4.00	3.75	3.50	3.25	3.00	
30 sec.	3.00	2.75	2.50	2.25	2.00	
DAYTIME SATURATION—1/3AA, 2/3A						
1 min.	4.25	3.95	3.70	3.45	3.20	
30 sec.	3.25	2.95	2.70	2.45	2.20	
PER MD. ROS: 100 tl 200 tl 300 tl 400 tl						
1 min.	350.00	600.00	855.00	1110.00		
30 sec.	230.00	400.00	555.00	700.00		
VERTICAL IMPACT PLAN						
20 PER DAY:						
1 min.	65.00	108.00	153.00			
30 sec.	48.00	88.00	123.00			

## 10. SPECIAL FEATURES

5 MINUTE NEWSCASTS									
AA:	1 tl	2 tl	3 tl	4 tl	5 tl	6 tl	7 tl	8 tl	9 tl
*Full	13.50	12.75	12.00	11.25	10.50	9.75	9.00		
†Half	9.00	8.50	8.00	7.50	7.00	6.50	6.00		
*Full	9.00	8.50	8.00	7.50	7.00	6.50	6.00		
†Half	7.00	6.50	6.00	5.50	5.00	4.50	4.00		
B:									
*Full	8.00	7.50	7.00	6.50	6.00	5.50	5.00		
†Half	6.00	5.50	5.00	4.50	4.0				

# TEXAS

## Waco—K E F C (FM)—Continued

**TIME RATES**  
No. 4B Eff 8/1/74—Rec'd 9/3/74.  
AA—6-9 am & 3 pm-midnight.  
A—9 am-3 pm & midnight-1 am.

**6. SPOT ANNOUNCEMENTS**

Fixed	1 min	30 sec	20 sec	10 sec
	8	6	5	4

**7. PACKAGE PLANS**

PLAN-CLASS AA	1 hr	25 ti	50 ti	150 ti	300 ti
IMPACT	1 min	8.00	6.75	5.75	5.00
	30 sec	7.25	6.00	5.00	4.25
	20 sec	7.00	5.75	4.75	4.00
	10 sec	6.75	5.50	4.50	3.75

**CLASS A**

1 min	7.00	5.75	5.00	4.25	3.75
30 sec	6.25	5.00	4.25	3.50	3.00
20 sec	6.00	4.75	4.00	3.25	2.75
10 sec	5.75	4.50	3.75	3.00	2.50

**CLASS B**

1 min	300.00-30	DAY PACKAGE—BTA	
1 min, 35 ti	3.50	20 sec, 115 ti	2.61
30 sec, 105 ti	2.86	10 sec, 125 ti	2.40

## KHOO (FM)

1960  
WACO



Subscriber to the NAB Radio Code  
Media Code 4 245 8236 7.00  
WACO Radio, Inc., Drawer 7912, Waco, Tex., 76710.  
Phone 817-772-7100.  
See affiliated AM station for additional information.  
AM facilities: WACO.

**1. PERSONNEL**  
Sales Manager—Ray Kaluza.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
ERP 3,400 w.; 99.9 mc. Stereo.  
Operating schedule: 6 am-12 midnight, CST.  
Antenna ht.: 460 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Affiliated with Eastman Radio Network.  
Member: Tichenor Radio Group.

### TIME RATES

No. 21 Eff 7/1/73—Rec'd 8/15/73.

**6. SPOT ANNOUNCEMENTS**

FIXED, PER WK:	5 ti	10 ti	15 ti	20 ti	28 ti
1 min	7.00	6.70	6.35	6.00	5.30
30 sec	5.60	5.35	5.05	4.85	4.25

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
	100	80	60	30

**10. SPECIAL FEATURES**  
NEWS/WEATHER: 1 ti 3 ti 5 ti 10 ti  
5 min, per wk 9 8 7 6

## KRZI

1982  
WACO

Media Code 4 245 8282 5.00  
KRZI Radio, Inc., Box 8093, Waco, Tex., 76710.  
Phone 817-772-0930.

**STATION'S PROGRAMMING DESCRIPTION**  
KRZI: Programmed for young adults and adults 18-45.  
MUSIC 85%; 100% pop-contemporary. NEWS 15%;  
network at :55; local at :25. News director with 3  
man staff & 4 mobile units fully equipped for local  
coverage. Emphasis on community affairs, promotions  
& telephone usage. SPORTS: high school, college &  
pro football. 7 AIR PERSONALITIES handle all  
segments. Contact Representative for further details.  
Rec'd 5/2/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Herb Harding.  
Program Director—Charlie Pro.  
Traffic Director—Jean Pro.

**2. REPRESENTATIVES**  
PRO Time Sales, Inc.

**3. FACILITIES**  
1,000 w.; 1580 kc. Directional.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 25b, 26, 29a,  
32a.  
Contracts: 40a, 42b, 42d, 44a, 45, 47a, 48, 51b.  
Comb.; Cont. Discounts: 60h, 60i, 61a, 61b.  
Cancellation: 70b, 70d, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Texas State Network.

### TIME RATES

Eff 7/1/71—Rec'd 7/1/71.

I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 6 pm-6 am. Sun all day.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 ti	14.00	11.20	7.00	11.00	8.80	5.50
18 ti	13.00	10.40	6.50	10.00	8.00	5.00
24 ti	12.00	9.60	6.00	9.00	7.20	4.50

**CLASS A**

12 x	9.00	7.20	4.50
18 x	8.00	6.40	4.00
24 x	7.00	5.60	3.50

**7. PACKAGE PLANS**

**CUME PLAN**

PER WK:	1 min
Plan A, 30 ti (15I, 10II, 5III), ea	9
Plan B, 15 ti (8I, 5II, 2III), ea	11
Plan C, 10 ti (4I, 4II, 2III), ea	12

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added frequency.

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr	5 min
	60	40	25	15

**PER WK:** 1 ti 3 ti 5 ti 6 ti  
5 min 15.00 12.50 10.00 9.00

## KWTX

1948  
WACO



Media Code 4 245 8275 7.00  
KWTX Broadcasting Co., Box 7528, 46th and Bosque,  
Waco, Tex., 76710. Phone 817-776-1330. TWX  
910-894-5206.

**STATION'S PROGRAMMING DESCRIPTION**  
KWTX: Programmed for adults.  
Emphasis on community involvement. MUSIC 60%;  
80% middle-of-the-road, 20% modern country and  
western. NEWS 17%: regular news, weather, both  
network and local. Special reports as warranted.  
SPORTS: 15%: live network and local coverage,  
including major league baseball, major college and  
local high school football, basketball, baseball and  
track, little league baseball. Regular sports reports.  
TALK 8%: including regular and special public  
affairs, and religious programs. AIR PERSONAL-  
ITIES all segments. 5 man announce staff, 6 man news  
staff, 1 weatherman, 1 farm editor, 1 women's editor.  
Contact Representative for further details. Rec'd  
5/9/69.

**1. PERSONNEL**  
Managing Director—M. N. Bostick.  
Station Manager—Frank Fallon.

**2. REPRESENTATIVES**  
McGavren-Gullid, Inc.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Operating schedule: 5:30 am-midnight, CST.  
Partial simulcast operation. Simulcast newscasts at  
:30. For non-simulcast facilities see KWTX-FM.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25a, 29a, 30,  
33a.  
Contracts: 40a, 42d, 44a, 45, 46, 47a, 51c.  
Comb.; Cont. Discounts: 60h, 61a, 62d.  
Cancellation: 70a, 70e, 71b, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with KBS.

**Member: Farm Directors Radio Network.**

### TIME RATES

No. 50 Eff 6/1/74—Rec'd 7/17/74.

A—Mon thru Fri 6-10 am, 11:30-1 pm & 4-7 pm;  
Sat 8 am-noon.

B—Mon thru Fri 5:30-6 am, 10-11:30 am & 1-4 pm;  
Sat & Sun all day until 7 pm.

C—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

Fixed or 1 x	1 min	30 sec	1 min	30 sec
	21.25	17.00	17.50	14.00
6 ti	17.50	14.00	15.00	12.00
12 ti	16.25	13.00	13.75	11.00
18 ti	15.00	12.00	12.50	10.00
24 ti	13.75	11.00	11.25	9.00
30 ti	12.50	10.00	10.00	8.00

**CLASS C**

1 min—50% of A.	10 sec: 50% of 1-min.
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**7. PACKAGE PLANS**  
TAP, EA: 12 ti 18 ti 24 ti 30 ti 36 ti  
1/3A, 1/3B, 1/3C. 11.25 10.65 10.00 9.40 8.75

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr
	75.00	46.80	31.25

**PER WK:** 1 ti 3 ti 5 ti 6 ti  
5 min 23.75 20.65 17.50 16.25

**DISCOUNT**

28 wk—5%	52 wk—10%
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**10. SPECIAL FEATURES**  
Farm—1-min, flat 22.50.

## KWTX-FM

1970  
WACO



Media Code 4 245 8276 5.00  
KWTX Broadcasting Co., Box 7528, 4520 Bosque,  
Waco, Tex., 76710. Phone 817-776 1330. TWX  
910-894-5206.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KWTX-FM: Programmed for general interest.  
MUSIC 90%: general popular music, featuring film  
music, show tunes, standards and MOR. NEWS  
10%: 5 min network news every hour from 6 am-  
9 pm; 2 min local news every hour from 6 am-12M.  
COMMERCIAL POLICY: time limited to 12 minutes  
per hour. Contact Representative for further details.  
Rec'd 12/18/70.

**3. FACILITIES**  
ERI 71,200 w. (horiz.), 71,200 w. (vert.); 97.5 mc.  
Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 892 ft. above average terrain.  
Partial simulcast operation. Operated separately all  
times other than newscasts at :30. For simulcast  
facilities see KWTX.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

No. 2 Eff 6/1/74—Rec'd 7/17/74.

**6. SPOT ANNOUNCEMENTS**

(*) 6 ti	12 ti	18 ti	24 ti	30 ti
1 min	12.00	10.00	9.00	8.00
30 sec	9.50	7.50	6.50	5.50
10 sec	50% of 1-min.			

(\*) Fixed or 1 ti.

**8. PROGRAM TIME RATES**

1 x	1 hr	1/2 hr	1/4 hr
	60	40	25

**PER WK:** 1 ti 3 ti 5 ti 6 ti  
5 min 15.00 12.50 10.00 9.00

## WACO

1922  
WACO



## Tichenor Media Group



ROBERT E. EASTMAN & CO., INC.



Subscriber to the NAB Radio Code  
Media Code 4 245 8300 3.00  
WACO Radio, Inc., Drawer 7912, Waco, Tex., 76710.  
Phone 817-772-7100.

**1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert E. Weathers.  
Chief Engineer—Jack Vinson.

**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
1,000 w.; 1460 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 20b, 21a, 23a, 23b, 24b, 24c, 28a,  
28c, 29a.  
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49.  
Comb.; Cont. Discounts: 60a, 60e, 60f, 61a, 61b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
FM facilities: KHOO (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.  
Member: Tichenor Radio Group.

### TIME RATES

No. 33 Eff 1/31/72—Rec'd 1/28/72.

I—Mon thru Fri 6-10 am & 3-7 pm; Sat all day.  
II—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sun all day.

III—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	1 ti	12 ti	18 ti	1 ti	12 ti
1 min	20	17	15	17	15	13	11	9
30 sec	16	14	12	14	12	10	9	7
10 sec	12	10	9	10	9	8	7	5

**RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

## WAXAHACHIE

Ellis County—Map Location F-5  
See SRDS consumer market map and data at begin-  
ning of the state.

## KBEC

1955



Subscriber to the NAB Radio Code  
Media Code 4 245 8325 0.00  
The Richard Tuck Enterprise, Box 558, Waxahachie,  
Tex., 75165. Phone 214-937-1390.

**1. PERSONNEL**  
Manager—Richard Tuck.

**2. REPRESENTATIVES**  
Mario Messina Company.

**3. FACILITIES**  
500 w. days; 1390 kc.  
Operating schedule: 5:30 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**Member: Farm Radio Network, Alamo Network.**

### TIME RATES

Eff—Rec'd 5/26/69.

A—6-9 am & 4-6 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

A	1 min	30 sec	15 sec
B	4.00	3.00	2.00
	8.50	2.50	1.50

## WEATHERFORD

Parker County—Map Location E-5  
See SRDS consumer market map and data at beginning  
of the state.

## KZEE

1956

Media Code 4 245 8350 8.00  
Barllesville Broadcasting Company, Box 219, Weath-  
erford, Tex., 76086. Phone 817-594-3826.

**1. PERSONNEL**  
President—J. Fred Case.

**3. FACILITIES**  
500 w. days; 1220 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0; 10 days.

**5. GENERAL RATE POLICY**  
All rates quoted include 20% for talent and produc-  
tion fees.

### TIME RATES

Eff—Rec'd 7/16/70.

**6. SPOT ANNOUNCEMENTS**

1 min	4x	26x	52x	104x	156x	312x
30 sec	3.00	2.75	2.50	2.25	2.00	1.80

## WESLACO

Hidalgo County—Map Location E-10  
See SRDS consumer market map and data at begin-  
ning of the State.

## KRGV

1927



radio



Subscriber to the NAB Radio Code  
Media Code 4 245 8375 5.00  
Mobile Video Tapes, Inc., 900 E. Expressway, Wes-  
laco, Tex., 78596. Phone 512-968-3131. TWX 512-  
968-3086.

**STATION'S PROGRAMMING DESCRIPTION**  
KRGV: programmed for young adults & adults 18-49.  
MUSIC 85%: 100% pop-contemporary. NEWS 15%.  
News director with 3 man staff & 4 mobile units.  
SPORTS: Major League baseball, college & high  
school football. 7 AIR PERSONALITIES handle all  
segments. Contact Representative for further details.  
Rec'd 6/29/73.

**1. PERSONNEL**  
General Manager—Earl Noel.  
Sales Manager—Gary Allen.  
Program Director—Manny Lopez.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.

**3. FACILITIES**  
5,000 w.; 1290 kc. Directional—night only.  
Operating schedule: 5-2 am. CST.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21d, 23a, 24b, 25c.  
Contracts: 40a, 41, 42a, 45, 46.  
Comb.; Cont. Discounts: 60a, 60f.  
Cancellation: 70e, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

### TIME RATES

No. 3 Eff 1/1/65—Rec'd 12/14/64.

AAA—Mon thru Sat 6-7 am; Mon thru Fri 12:30-1 pm.  
AA—Mon thru Sat 7-9:30 am & 4-6:30 pm.  
A—All other times.

**CLASS AAA**

1 min	1 wk	26 wk	52 wk
30/20 sec	15.00	14.00	13.00
10 sec	12.00	11.00	10.00
	7.50	7.00	6.50

**CLASS AA**

1 min	1x	52x	156x	260x
30/20 sec	14.00	13.00	12.00	11.00
10 sec	10.50	9.75	9.00	8.25
	7.00	6.50	6.00	5.50

**CLASS A**

1 min	13.00	12.00	11.00	10.00
30/20 sec	10.50	9.75	9.00	8.25
10 sec	6.50	6.00	5.50	5.00

**7. PACKAGE PLANS**  
AA—Mon thru Sat 7-9:30 am & 4:30-6:30 pm.  
A—All other times.

**PER WK, EA:**

CLASS AA	6 ti	12 ti	18 ti	24 ti
1 min	12.00	11.00	10.00	9.00
30/20 sec	9.75	9.00	8.25	7.50
10 sec	6.00	5.50	5.00	4.50

**CLASS A**

1 min	10.00	9.00	8.00	7.00
30/20 sec	7.25	7.50	6.75	6.00
10 sec	5.00	4.50	4.00	3.50

**8. PROGRAM TIME RATES**

||
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||



# WICHITA FALLS (3 AM; 2 FM)

Wichita County—Map Location D-3  
See RFD's consumer market map and data at beginning of the State

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime (10 am-3 pm)	Afternoon (3-7 pm)	Evening (7 pm-midnight)
A	18	13	18	15
B	15	13	15	13
C	13	11	13	11
D	13	10	13	9
AVERAGE	15	12	15	12

## KLUR (FM)

1963



Subscriber to the NAB Radio Code  
Media Code 4 245 8450 6.00  
KLUR Broadcasting Co., Box 5344, 10 Fm-mr Valley, Wichita Falls, Tex. 76307, Phone 817-322-3127.

**STATION'S PROGRAMMING DESCRIPTION**  
KLUR (FM): MUSIC: modern country & western. NEWS: local at :20; network :40. Sun 7 am-12N. Religious programs, 7 pm-12M. gospel music. SPORTS: high school football & basketball. Contact Representative for further details. Rec'd 7/2/73.

- PERSONNEL**  
General Manager—Sam F. Beard.  
Operations Manager—Jim Hill.
- REPRESENTATIVES**  
Southwest—EITA Representatives.  
West Coast—Bill Dahlsten & Associates.
- FACILITIES**  
ERP 20,000 w.; 99.9 mc. Quadraphonic.  
Operating schedule: 6 am-midnight daily. CST.  
Antenna ht.: 860 ft. above average terrain.
- AGENCY COMMISSION**  
15/0; when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American FM Network.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 4 Eff 7/1/72—Rec'd 6/19/72.

**6. SPOT ANNOUNCEMENTS**

	1 min	30 sec	10 sec
1 hr.	7.20	5.40	3.60
2 hr.	6.50	4.90	3.25
75 X	5.75	4.30	2.90
35 X	5.40	3.95	2.65
50 X	5.05	3.75	2.50
75 X	4.70	3.50	2.35
100 X	4.40	3.40	2.25
150 X	4.20	3.15	2.10
225 X	4.00	3.00	2.05
300 X	3.90	2.95	2.00
450 X	3.70	2.80	1.85
600 X	3.60	2.70	1.80
800 X	3.50	2.60	1.75
1000 X	3.40	2.55	1.70
1400 X	3.20	2.40	1.55
1800 X	3.00	2.25	1.50
2600 X	2.90	2.15	1.45

Spots may be combined to earn frequency discount. Available as earned, not retroactive.

**8. PROGRAM TIME RATES**

	1x	15x	26x	52x	104x	156x	260x	365x
1 hr.	60.00	50.00	45.00	40.50	36.45	32.80	29.50	26.55
1/2 hr.	36.00	30.00	27.00	24.30	21.90	19.70	17.70	15.95
1/4 hr.	24.00	20.00	18.00	16.20	14.60	13.10	11.80	10.60
5 min	15.00	12.50	11.25	10.15	9.10	8.20	7.40	6.65
2 min	10.50	8.75	7.90	7.10	6.40	5.75	5.15	4.65

Programs may be combined for frequency discounts. Available as earned, not retroactive. If volume of spots or programs as per above not used within time period specified on advertising order, advertiser will be back billed to applicable earned rate.

## KNIN

1947



Media Code 4 245 8475 3.00  
Wichita Broadcasting Corporation, Box 787, 8th St., Hamilton Bldg., Wichita Falls, Tex. 76307, Phone 817-723-0791.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Bob H. Walker.  
Program Director—Bob Price.

- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
10,000 w. days; 1,000 w. nights. 99.9 mc.  
Directional—separate patterns, day and night.  
Operating schedule: 5:30-1:00 am Mon thru Sat; 6:00 am-midnight Sun. CST.
- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15c.  
Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 25a, 26, 28a, 29a, 29b, 31, 33b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 49, 51a.  
Comb.; Cont. Discounts: 60a, 60d, 60g, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

### TIME RATES

No. 4 Eff 4/17/72—Rec'd 4/20/72.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**

**SECTION I**

	1 ti	12 ti	10 ti	24 ti
1 min.	15	13	11	11
30 sec.	12	11	9	9
10 sec.	8	7	6	6

**SECTION II**

	13	11	10	9
1 min.	13	11 <td>10</td> <td>9</td>	10	9
30 sec.	11	9	8	8
10 sec.	7	6	5	5

**SECTION III**

	10	9	8	7
1 min.	10	9	8	7
30 sec.	8	8	7	6
10 sec.	5	5	4	4

- PACKAGE PLANS**  
CUMULATIVE PER WK: 1 min 30 sec 10 sec  
Plan A—15 ti (6I, 6II, 6III)..... 10 8 5  
Plan B—30 ti (12I, 12II, 6III)..... 8 7 4  
Not combinable for frequency discount.
  - PROGRAM TIME RATES**
- |         | 1x    | 26x   | 52x   | 104x  | 156x  | 260x  | 312x  |
|---------|-------|-------|-------|-------|-------|-------|-------|
| 1 hr.   | 90.00 | 84.00 | 78.00 | 72.00 | 66.00 | 60.00 | 54.00 |
| 1/2 hr. | 60.00 | 56.00 | 52.00 | 48.00 | 44.00 | 40.00 | 36.00 |
| 1/4 hr. | 36.00 | 33.50 | 31.00 | 28.50 | 26.00 | 23.50 | 21.00 |
| 10 min  | 24.00 | 22.80 | 21.60 | 20.40 | 19.20 | 18.00 | 16.80 |
| 5 min   | 18.00 | 16.75 | 15.50 | 14.25 | 13.00 | 11.75 | 10.50 |

## KNTD (FM)

1961



Media Code 4 245 8500 8.00  
Wichita Radio Corp., 3700 Onaway Trail, Wichita Falls, Tex. 76307, Phone 817-723-6688.

**STATION'S PROGRAMMING DESCRIPTION**  
KNTD (FM): MUSIC: MOR plus classical Sun 8-10 pm; 1 hr light classics Sun 3-4 pm; live local opera Sat afternoons; 1 hr jazz Thurs, 8-9 pm. NEWS: state network at :55 from 5:55 am-8:55 pm plus 15-min newscast at 7:30 am, 12N & 6 pm. COM-MERCIAL POLICY: no double spotting, maximum four commercials per quarter hour, minimum separation 30-min. Contact Representative for further details. Rec'd 4/9/73.

- PERSONNEL**  
President—Stephen P. Leon.  
General Manager—Virginia Anderson.  
Station Manager—John Foertsch.
- REPRESENTATIVES**  
Avco Radio Sales.
- FACILITIES**  
ERP 100,000 w.; 103.3 mc. Quadraphonic.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 430 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4c, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 26, 29a.  
Contracts: 40a, 45, 46, 48.  
Comb.; Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with Avco Group Plan.  
Member: Texas State Network.

### TIME RATES

No. 4 Eff 3/73—Rec'd 8/14/73.  
AA—Mon thru Fri 7-9 am, 3:30-6 pm & 7:30-10 pm;  
Sat & Sun 10 am-10 pm.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA	1x	100x	250x	500x	1000x
PER YR:	1 ti	5 ti	10 ti	20 ti	40 ti	80 ti
PER WK:	13.50	11.50	10.50	9.50	8.50	7.50
30 sec.	11.00	9.00	8.00	7.50	7.00	6.50
10 sec.	7.50	6.75	6.25	6.00	5.25	4.75

- ROS, A+—20% GUARANTEED AA TIME
- | PER YR: | 1x    | 100x | 250x  | 500x  | 1000x |
|---------|-------|------|-------|-------|-------|
| PER WK: | 1 ti  | 5 ti | 10 ti | 20 ti | 40 ti |
| 1 min.  | 10.80 | 9.25 | 8.50  | 7.75  | 7.00  |
| 30 sec. | 8.00  | 7.25 | 6.50  | 6.00  | 5.80  |
| 10 sec. | 6.00  | 5.45 | 5.00  | 4.75  | 4.25  |
- Wkly package rates must be broadcast within 7 days with a maximum of 15 spots Mon thru Fri and 10 spots on Sat & Sun.
- 8. PROGRAM TIME RATES**
- |         | CLASS AA | 1x     | 26x   | 52x   |
|---------|----------|--------|-------|-------|
| PER YR: | 1 ti     | 5 ti   | 10 ti | 20 ti |
| PER MO: | 150.00   | 115.00 | 85.50 | 65.50 |

- 9. PARTICIPATING PROGRAMS**
- MOMENTS OF MUSICAL MEMORIES—**  
MON THRU SAT 8 PM
- |        | 1x | 40x | 150x |
|--------|----|-----|------|
| 5 min. | 35 | 25  | 20   |
- Incl open, close & 1-1 min spot, CA.
- CONCERT HALL—SUNDAY 9 PM**
- |       | 1x  | 13x | 26x | 52x |
|-------|-----|-----|-----|-----|
| 1 hr. | 250 | 200 | 160 | 125 |
- Incl open, close & 4 1-min spots, CA.
- POPS CONCERT—SUNDAY 3 PM**
- |       | 1x  | 13x | 26x | 52x |
|-------|-----|-----|-----|-----|
| 1 hr. | 275 | 250 | 225 | 175 |
- Incl open, close & 4 1-min spots, CA.
- OLD TIME RADIO SHOWS—FRIDAY 10 PM**
- |         | 1x  | 16x | 130x | 100x |
|---------|-----|-----|------|------|
| 1/2 hr. | 175 | 160 | 130  | 100  |
- Talent charges will be added to rate.
- NIGHT FLITE—MIDNIGHT-6 AM**
- |        | 1 mo   | 6 mo  | 12 mo |
|--------|--------|-------|-------|
| 6 hrs. | 12,000 | 9,000 | 7,500 |
- Incl 90-sec open & close, plus 1 open-end CA per 1/2 hr.

## KTRN

1848



Buckley Radio Sales, Inc.



Subscriber to the NAB Radio Code  
Media Code 4 245 8525 5.00  
Broadcasting Associates Inc., Box 5005, Wichita Falls, Tex. 76307, Phone 817-855-3555

- PERSONNEL**  
President—Raymond Ruff.  
General Manager—R. M. Lester.  
Program Director—Tom York.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1290 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10a, 12a, 14a.  
Basic Rates: 20b, 21d, 22b, 23a, 24b, 26, 27, 28a, 29a, 32a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 48, 49, 51a.  
Comb.; Cont. Discounts: 60b, 60g, 60i, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 82.

### TIME RATES

No. 7 Eff 1/1/69—Rec'd 11/11/68.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

	CLASS AA	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	17.00	15.00	13.00	12.00	11.00	10.00
30 sec.	13.60	12.00	10.40	9.60	8.80	8.00
10 sec.	8.50	7.50	6.50	6.00	5.50	5.00

**CLASS A**

	14.00	12.00	10.00	9.00	8.00
1 min.	14.00	12.00	10.00	9.00	8.00
30 sec.	11.20	9.60	8.00	7.20	6.40
10 sec.	7.00	6.00	5.00	4.50	4.00

**CLASS B**

	12.00	10.00	9.00	8.00	7.00
1 min.	12.00	10.00	9.00	8.00	7.00
30 sec.	9.60	8.00	7.20	6.40	5.60
10 sec.	6.00	5.00	4.50	4.00	3.50

- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
PLAN: 6 12 18 24  
1/3 AA, 1/3 A, 1/3 B..... 11 10 9 8  
Preemptible.
- CONSECUTIVE WEEK DISCOUNTS**  
26 wk—10% 52 wk—20%
- SPECIAL FEATURES**  
NEWS/WEATHER/FARM 1 min 5 min 1/4 hr  
6 ti..... 15 25 50  
12 ti..... 13 20 40  
18 ti..... 12 15 30

# TEXAS

KWFT

1938

CBS Radio Network



AVERY-KNODEL, INC.



Subscriber to the NAB Radio Code  
Media Code 4 245 8550 3.00  
North Texas Radio, Inc., Box 420, Wichita Gardens  
Wichita Falls, Tex. 76307, Phone 817-523-4618

- PERSONNEL**  
Pres. & Gen'l Mgr.—Don F. Whan.  
Sales Manager—Les Pierce.  
Farm Service Director—Earl Sargenz.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
5,000 w.; 630 kc. Directional—night only.  
Operating schedule: 4 am-midnight. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 20b, 21a, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a, 32b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60f, 60i, 61a, 61b, 63a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.  
Affiliated with CBS.

### TIME RATES

No. 12 Eff 1/1/74—Rec'd 12/31/73.  
AAA—Farm Time, Mon thru Sat 5:30-8 am & 11:30 am-1 pm; rotating.  
AA—Mon thru Sun 7-10 am & 3-7 pm; Sun 7-11 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	AAA	AA	A
PER WK:	1 min 30 sec	1 min 30 sec	1 min 30 sec
1 ti.	26	22	20
6 ti.	24	20	17
12 ti.	22	19	16
18 ti.	19	18	15
24 ti.	17	14	12
30 ti.	16	13	11
30 sec.	15	12	10

All spots combinable per wk except Farm.  
10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

	TAP—1/2AA	1/2A	30 sec
PER WK:	6 ti	12 ti	18 ti
1 ti.	15	11	10
PER MO, ROS:	23 1/2	50 ti	75 ti
1 min.	12	11	10
30 sec.	9	8	7

**8. PROGRAM TIME RATES**

# UTAH

## ADDITIONAL DAILY MEDIA CITIES NOT SHOWN ON STATE MAP

**RADIO**  
Ogden—Weber County

## Negro Population Data

(January 1, 1974)

STATE TOTAL..... 7,857 Salt Lake City-  
METRO AREAS Ogden ..... 7,635  
Provo-Orem ..... 44 Total Metros .... 7,679

## Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location.

Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL..... 43,550 METRO AREAS  
Salt Lake City.. 35,459

## Map Explanation

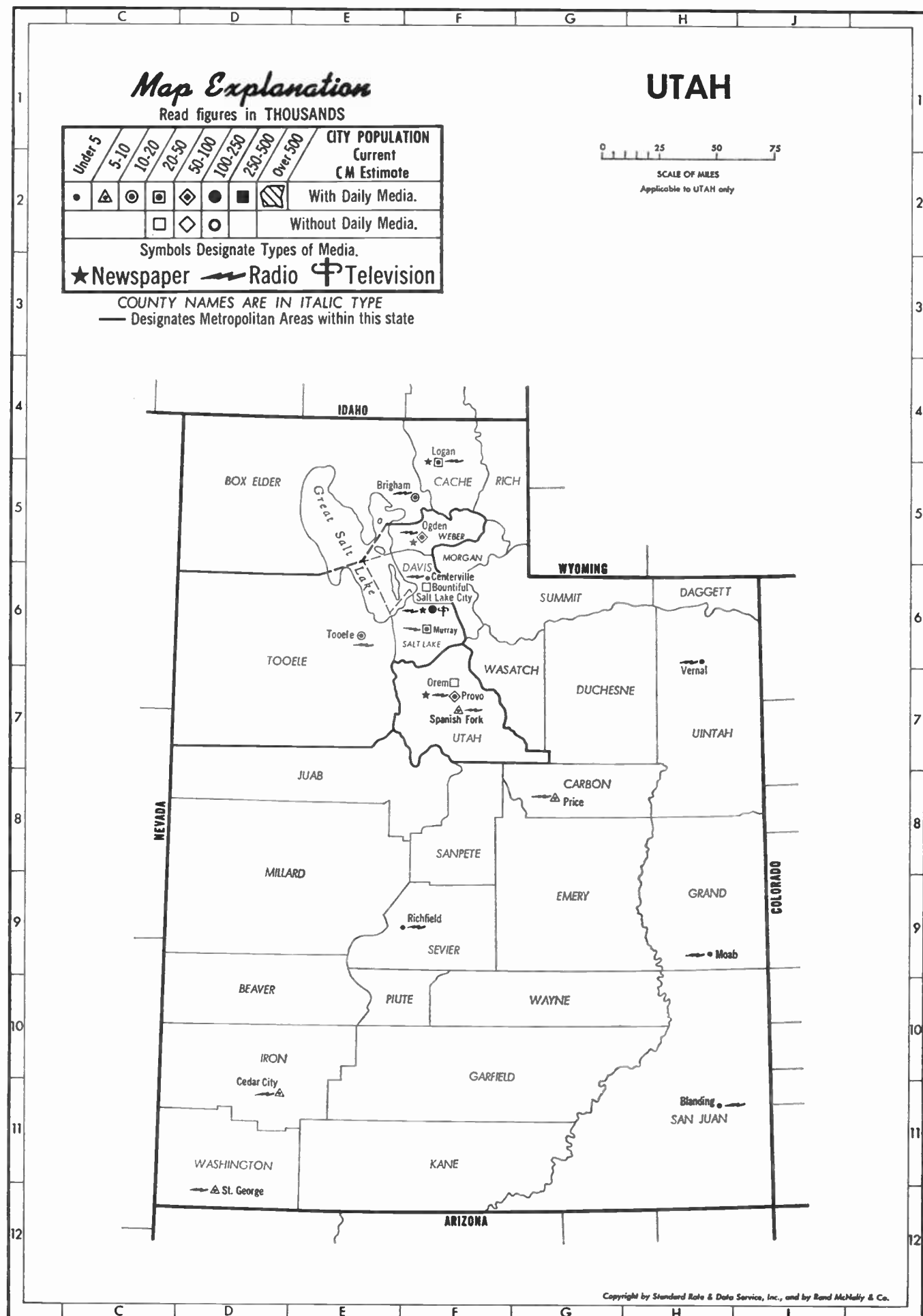
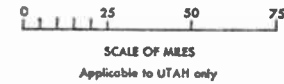
Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current C.M. Estimate
•	△	◉	◻	◊	●	■	▨	With Daily Media.
			□	◇	○			Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper			⚡ Radio			ⓧ Television		

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state

# UTAH



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State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Bountiful—Davis      Logan—Cache      Ogden—Weber      Orem—Utah      Provo—Utah      Salt Lake City—Salt Lake  
Murray—Salt Lake

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973					Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)				
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	% Distribution of Families					Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types									
	(000)	(000)		3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over				General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)				Auto-motive (\$000)	Service Station (\$000)		
UTAH STATE TOTALS...	1,158.7	344.75	4,031,873	11,695	7.6	16.1	13.8	28.3	27.0	2,587,942	7,507	464,983	132,443	309,514	89,866	134,348	531,442	201,879	559.80	30.3	338,993
BEAVER D-10.....	3.9	1.29	11,543	8,948	9.6	17.9	14.0	24.6	17.1	8,455	5,554	1,574	336	405	276	55	325	2,411	1.84	.4	6,158
BOX ELDER D-5.....	30.5	8.78	100,329	11,427	7.5	15.5	13.7	27.7	27.6	63,254	7,204	9,538	2,686	3,391	1,985	2,095	17,097	8,699	13.79	3.3	37,620
CACHE F-5.....	46.2	13.65	136,921	10,031	12.0	19.0	13.4	23.7	20.1	85,581	6,270	16,657	4,197	10,109	3,129	5,081	15,281	5,603	20.06	2.8	34,808
Logan.....	25.6	7.82	76,144	9,737	66,255	8,473	14,085	3,646	8,154	2,746	4,850	9,894	3,526	4,599	8,600	4,599	8,600	8.60	.4	2,948	
CARBON G-8.....	18.4	6.16	52,739	8,562	10.4	24.1	19.8	25.0	10.0	37,352	6,064	7,458	822	6,161	902	1,099	8,683	4,599	.29	.1	9
DAGGETT H-6.....	5	.14	2,377	16,979	3.1	6.7	10.9	34.2	30.4	871	6,221	153	153	153	153	153	153	153	153	153	153
DAVIS F-6f.....	112.1	28.49	383,070	13,446	4.5	11.5	13.4	34.1	33.6	147,503	5,177	34,634	9,277	5,792	3,382	10,559	41,579	11,675	49.84	1.8	15,896
Bountiful.....	32.6	8.42	117,656	13,973	59,878	7,111	13,128	4,025	2,170	59,878	7,111	13,128	4,025	2,170	2,170	2,170	19,529	4,993	3.74	2.6	10,329
DUCHESSNE G-7.....	9.5	2.68	23,073	8,609	11.8	25.7	15.5	22.2	12.7	16,263	6,068	2,599	471	2,224	297	103	3,342	2,033	2.59	.5	3,610
EMERY G-9.....	5.1	1.62	14,603	9,014	14.2	23.0	14.7	22.4	13.4	5,581	3,445	1,064	184	759	27	28	393	1,328	1.45	.2	2,601
GARFIELD F-10.....	3.0	.94	10,677	11,359	12.6	24.9	14.4	23.4	17.1	5,124	5,451	466	452	524	203	76	962	1,284	1.45	.2	2,601
GRAND H-9.....	5.8	1.71	21,509	12,578	6.7	10.7	12.6	30.9	34.3	15,363	8,984	4,558	501	604	831	84	2,972	2,202	3.64	.....	.....
IRON D-10.....	13.9	4.08	39,950	9,792	11.7	20.4	15.9	26.1	17.7	38,108	9,340	5,012	1,332	3,002	766	2,390	11,960	4,052	6.12	.6	10,945
JUAB E-8.....	4.9	1.58	12,770	8,082	11.6	23.4	18.3	24.7	10.3	10,741	6,798	1,511	366	791	55	122	3,243	2,280	2.24	.1	2,154
KANE F-11.....	3.2	1.01	8,530	8,446	12.5	31.4	17.0	20.4	12.1	7,665	7,589	430	252	608	74	169	2,136	2,441	1.14	.....	.....
MILLARD D-9.....	8.0	2.53	20,568	8,130	11.6	24.5	14.6	21.2	11.6	18,097	7,153	3,587	509	1,318	26	11	3,725	2,571	3.54	1.0	21,318
MORGAN F-6.....	4.8	1.35	15,158	11,228	3.7	18.5	18.5	30.1	24.1	4,026	2,982	511	235	380	71	77	1,231	628	2.12	.7	5,466
PIUTE E-10.....	1.2	.41	3,087	7,529	13.3	24.6	17.9	21.7	9.9	1,591	3,880	199	.....	348	.....	.....	386	.60	.1	1,918	
RICH F-5.....	1.7	.54	5,577	10,328	16.0	23.7	20.2	17.7	21.1	2,370	4,389	394	.....	231	.....	301	1,037	.68	.4	6,316	
SALT LAKE F-6.....	491.0	153.01	1,913,383	12,505	6.1	14.1	13.1	29.3	31.2	1,348,040	8,810	222,478	73,756	167,366	45,787	80,210	259,300	81,184	260.65	1.3	22,791
Murray.....	23.5	7.05	89,575	12,706	76,927	10,912	10,784	2,227	11,813	76,927	10,912	10,784	2,227	11,813	2,748	1,688	31,324	4,632	.....	.....	.....
Salt Lake City.....	172.8	66.05	772,185	11,691	811,077	12,280	111,189	42,699	119,748	811,077	12,280	111,189	42,699	119,748	30,132	60,541	165,215	46,426	.....	.....	.....
Salt Lake City- Ogden Metro Area.....	763.6	231.34	2,896,990	12,523	5.9	14.1	13.2	29.9	31.3	1,882,471	8,137	329,937	103,704	232,961	67,361	108,823	382,865	120,295	390.89	.....	.....
SAN JUAN H-11.....	11.8	2.87	23,321	8,126	15.0	20.6	11.0	20.4	10.7	11,035	3,845	2,385	547	1,726	53	27	3,169	982	2.56	1.8	5,100
SANPETE F-8.....	11.5	3.82	32,744	8,572	15.5	25.9	13.4	17.4	14.8	17,161	4,492	3,582	722	1,026	344	1,059	3,544	1,726	5.68	.6	27,475
SEVIER F-9.....	11.4	3.78	33,272	8,802	10.2	22.1	15.4	25.4	14.2	30,795	8,147	4,519	698	1,482	1,178	1,050	10,911	2,857	5.68	.4	17,938
SUMMIT G-6.....	6.2	1.93	20,835	10,795	6.3	18.4	17.9	28.6	21.9	10,183	5,276	1,911	183	830	.....	126	3,291	1,393	3.37	1.0	10,403
TOWNE D-6f.....	23.5	7.02	82,745	11,787	4.7	15.5	17.4	31.2	26.3	36,479	5,196	9,630	1,185	2,910	597	1,208	10,007	4,176	10.84	.6	4,682
UINTAH H-7.....	15.0	4.30	41,986	9,764	9.8	23.1	15.8	25.5	17.3	29,189	6,788	4,380	821	5,526	395	874	6,962	3,109	6.10	2.6	11,410
UTAH F-7.....	153.6	40.72	436,609	10,722	11.2	17.7	14.0	27.4	20.4	241,423	5,929	54,880	12,395	31,454	11,005	10,025	39,983	22,336	62.46	2.8	44,450
Orem.....	29.3	7.60	85,156	11,205	23,227	3,056	9,513	540	780	23,227	3,056	9,513	540	780	204	524	735	3,175	.....	.....	.....
Provo.....	60.7	15.39	171,860	11,167	137,266	8,919	22,217	9,263	24,682	137,266	8,919	22,217	9,263	24,682	8,497	7,505	24,666	9,263	.....	.....	.....
Provo-Orem Metro Area.....	153.6	40.72	436,609	10,722	241,423	5,929	54,880	12,395	31,454	241,423	5,929	54,880	12,395	31,454	11,005	10,025	39,983	22,336	62.46	.....	.....
WASATCH F-7.....	6.8	2.05	19,855	9,685	8.2	22.2	18.3	28.6	14.6	12,597	6,145	2,213	320	515	290	38	2,458	1,927	3.03	.5	5,377
WASHINGTON D-11.....	16.6	4.94	42,878	8,680	14.2	25.9	12.8	19.2	15.0	31,152	6,306	5,481	710	2,775	598	910	6,608	4,719	6.72	.3	7,786
WAYNE G-10.....	1.6	.53	3,972	7,494	17.4	30.7	14.0	15.4	9.4	1,494	2,819	137	.....	211	.....	26	617	.87	.2	1,977	
WEBER F-5f.....	137.0	42.82	517,792	12,092	6.6	14.8	13.0	28.9	30.9	350,449	8,184	63,195	19,486	56,893	17,595	16,846	71,979	23,260	69.56	3.2	17,526
Ogden.....	69.5	24.01	274,143	11,418	275,063	11,456	40,574	17,669	45,023	275,063	11,456	40,574	17,669	45,023	15,696	13,488	64,999	16,091	.....	.....	.....
Salt Lake City- Ogden Metro Area.....	763.6	231.34	2,896,990	12,523	1,882,471	8,137	329,937	103,704	232,961	1,882,471	8,137	329,937	103,704	232,961	67,361	108,823	382,865	120,295	390.89	.....	.....

(†) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# UTAH

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Intermountain Utah Group Intermountain Network

Business office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
KALL—Salt Lake City  
KLO—Orden  
KOVU—Provo  
KVVU—Logan  
KVAL—Vernal  
KURA—Moaab  
KUTA—Blanding  
KDXC—St. George  
KBRE—Cedar City  
KELK—Elko, Nev.  
KTGE—Page, Ariz.

## BLANDING

San Juan County—Map Location H-11  
See SRDS consumer market map and data at beginning of the State.

## KUTA

1961

Subscriber to the NAB Radio Code

Media Code 4 246 0300 9.00  
San Juan Broadcasting Co., Box 790, U. S. Hwy 163, Blanding, Utah 84511. Phone 801-678-2261.

- STATION'S PROGRAMMING DESCRIPTION**  
KUTA: MOR. standards; country western.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Dale Holmes.
  - REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
  - FACILITIES**  
1,000 w. days; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

## TIME RATES

No. 3 ET 6/1/74—Rec'd 7/5/74.  
A—Mon thru Sat 6-10 am & 4-7 pm.  
B—All other times.

### 7. PACKAGE PLANS

PER WK:	CLASS A				
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.....	2.00	2.55	2.50	2.40	2.30
30 sec.....	2.10	2.05	2.00	1.95	1.90
CLASS B					
1 min.....	2.10	2.00	1.90	1.80	1.75
30 sec.....	1.70	1.65	1.55	1.45	1.35
10 sec: 70% of 30-sec.					

## BRIGHAM CITY

Box Elder County—Map Location D-5  
See SRDS consumer market map and data at beginning of the State.

## KBUH

1948



Subscriber to the NAB Radio Code

Media Code 4 246 0600 2.00  
Community Broadcasting Co., 948 W. Forest Rd., Brigham City, Utah 84302. Phone 801-723-3401.

- PERSONNEL**  
Manager—G. Norman Thompson.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
250 w. days; 800 kc. Non-directional.  
Operating schedule: 6 am-sunset. MST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

Rates effective \_\_\_\_\_  
Rates received March 4, 1966.

### 7. PACKAGE PLANS

6 per wk or 52 ti	1 min 30 sec	
	3.75	3.00
12 per wk or 104 ti	3.55	2.84
18 per wk or 156 ti	3.35	2.68
24 per wk or 208 ti	3.15	2.52
30 per wk or 312 ti	3.00	2.40

## CEDAR CITY (2 AM)

Iron County—Map Location D-10  
See SRDS consumer market map and data at beginning of the State.

## KBRE

1970



Media Code 4 246 0800 8.00  
New Era Broadcasting Co., Box 858, 47 S. 100 West, Cedar City, Utah 84720. Phone 801-586-9428.

### STATION'S PROGRAMMING DESCRIPTION

- KBRE: MOR.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Charles F. Hunter.
  - REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
  - FACILITIES**  
10,000 w. days; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.  
500 w. pre-sunrise.
  - AGENCY COMMISSION**  
15% time only; 10th of month.
  - GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: The Intermountain—Midwest Farm/Ranch Network.

## TIME RATES

No. 41 ET 7/1/72—Rec'd 5/11/72.  
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.  
B—All other times.

### 7. PACKAGE PLANS

PER WK:	CLASS A				
	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	4.10	3.85	3.55	3.35	3.00
30 sec.....	3.30	3.10	2.85	2.70	2.50
10 sec.....	2.05	1.95	1.80	1.70	1.50
CLASS B					
1 min.....	3.35	3.00	2.75	2.50	2.25
30 sec.....	2.70	2.40	2.20	2.00	1.80
10 sec.....	1.70	1.60	1.45	1.30	1.15

## KSUB

1957



Media Code 4 246 0900 6.00  
Southern Utah Broadcasting Co., Box 811, Cedar City, Utah 84720. Phone 801-586-6547.

### STATION'S PROGRAMMING DESCRIPTION

- KSUB: Programmed for general interest.
- PERSONNEL**  
General Manager—Donald E. Cartwright.
  - REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
  - FACILITIES**  
1,000 w.; 590 kc. Directional—night only.  
Operating schedule: 6:00 am-midnight. MST.

- AGENCY COMMISSION**  
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

## TIME RATES

No. 10 ET 8/15/73—Rec'd 8/6/73.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

PER WK:	AA				
	1 ti	12 ti	24 ti	36 ti	48 ti
1 min.....	4.40	3.95	3.70	3.45	3.20
30/15 sec.....	3.25	2.80	2.60	2.35	2.20
A					
1 min.....	4.05	3.75	3.50	3.25	3.00
30/15 sec.....	3.00	2.65	2.45	2.20	2.00
ADVANCE CONTRACT DISCOUNT					
13 wk—5%		26 wk—10%		52 wk—20%	

## CENTERVILLE

Davis County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

## KLAT

1957

Media Code 4 246 1200 0.00  
Davis Broadcasting, Inc., Box 44, Bountiful, Utah 84010. Phone 801-295-5551.

- PERSONNEL**  
General Manager—G. Arnold Wheeler.
- FACILITIES**  
1,000 w. days; 1000 kc.  
Operating schedule: \_\_\_\_\_ MST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

### NATIONAL AND LOCAL RATES SAME

ET 10/1/73—Rec'd 12/3/73.  
AA—Mon thru Sat 6-10 am & 3-6 pm.  
A—Mon thru Sat 10 am-3 pm & 6 pm-sign-off; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER	AA				A			
	1 ti	7 ti	13 ti	25-40	1 ti	7 ti	13 ti	25-40
1 wk	7.00	6.00	5.50	5.00	6.25	5.25	4.75	4.25
52 wk	6.00	5.00	4.50	4.00	5.25	4.25	3.75	3.25
30 SECONDS								
1 wk	8.00	5.00	4.50	4.00	5.50	4.25	4.00	3.50
52 wk	5.00	4.00	3.50	3.00	4.50	3.25	3.00	2.50
10 sec: 50% of 1-min.								
10. SPECIAL FEATURES								
PER WK, 1 MIN:					1 ti	7 ti	13 ti	25-40
Ad Lib spots.....					10.50	10.00	9.00	8.00
DISCOUNT								
13 wk—5%						26 wk—10%		

The Intermountain Radio Network  
announces the appointment of  
**EASTMAN RADIO INC.**  
as their National Representatives



# LOGAN (2 AM)

Cache County—Map Location F-5  
See SRDS consumer market map and data at beginning of the State.

## KBLW

1967



Media Code 4 246 1300 6.00  
Peoples Broadcasting Co., Inc., Box 526, 2nd North  
810 West, Logan, Utah 84321. Phone 801-752-1390.  
**STATION'S PROGRAMMING DESCRIPTION**  
KBLW: General interest for adults/am; teenagers/  
pm.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Glacus G. Merrill.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days, 500 w. nights; 1390 kc. Directional  
nights.  
Operating schedule: 5-1 am. MST.
- AGENCY COMMISSION**  
15/0; 10th of month
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 3 Eff 7/3/72—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS			
	1 ti	36 ti	72 ti
1 min.	3.25	2.80	2.40
30 sec.	2.45	2.15	1.75
10 sec.	2.10	1.85	1.50

## KVNU

1938



Media Code 4 246 1500 3.00  
Cache Valley Broadcasting Company, Box 287, 1898  
N. Main St., Logan, Utah 84321. Phone 801-753-  
5141.

**STATION'S PROGRAMMING DESCRIPTION**  
KVNU: Programmed for general interest with em-  
phasis on adults.

- PERSONNEL**  
General Manager—Reed Bullen.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 610 kc.  
Directional—nighttime only.  
Operating schedule: 6-1 am. MST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 41 Eff 1/1/72—Rec'd 12/27/71.

7. PACKAGE PLANS			
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.			
B—All other times.			
SATURATION PLAN			
CLASS A			
PER WK:	12 ti	18 ti	24 ti
1 min.	8.00	5.50	5.00
30 sec.	4.80	4.50	4.10
10 sec.	3.00	2.75	2.50
CLASS B			
1 min.	4.80	4.50	4.10
30 sec.	3.85	3.50	3.25
10 sec.	2.80	2.25	2.05

# MOAB

Grand County—Map Location H-9  
See SRDS consumer market map and data at begin-  
ning of the State.

## KURA

1957



Media Code 4 246 1800 7.00  
Moab Broadcasting & Television Corp., 83 N. Main,  
Moab, Utah 84532. Phone 801-259-8161.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Mrs. Dixie L. Barker.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6:30 am-10 pm. MST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 40 Eff 11/1/70—Rec'd 12/70.

7. PACKAGE PLANS			
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.			
B—All other times.			
SATURATION PLAN			
CLASS A			
PER WK:	12 ti	18 ti	24 ti
1 min.	1.75	1.65	1.55
30 sec.	1.40	1.30	1.25
10 sec.	.90	.85	.80
CLASS B			
1 min.	1.40	1.35	1.30
30 sec.	1.15	1.10	1.05
10 sec.	.75	.70	.65

# MURRAY

Salt Lake County—Map Location F-8  
See SRDS consumer market map and data at begin-  
ning of the State.

## See Salt Lake City

(including Murray)

# OGDEN (4 AM; 1 FM)

Weber County—Map Location F-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## KANN

1961

Subscriber to the NAB Radio Code  
Media Code 4 246 2100 1.00  
Golden Spike Broadcasting Corp., 2222 Washington  
Blvd., Ogden Utah 84401. Phone 801-394-3438.

**STATION'S PROGRAMMING DESCRIPTION**  
KANN: Programmed for adults.  
MUSIC: modified big band, music from 30's, 40's &  
50's. AIR PERSONALITIES handle all segments  
except news and special programs. NEWS: 5 min  
UP audio at :00, local and regional at :20 and :40  
starting at 9:20 am M-F. 10 min expanded news-  
casts at 7, 7:30, 8 am & noon. 15 min news at 4  
pm. Radio drama. Contact representative for further  
details. Rec'd 4/2/74.

- PERSONNEL**  
President—L. Richard Donald.  
Vice-Pres. & Gen'l Mgr.—Michael R. Mickelson.  
Gen'l Sales Mgr. & Treas.—Charles A. Bailey, Jr.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days; 1090 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10g, 12a.  
Basic Rates: 70b, 21a, 23a, 24b, 25c, 26, 27, 28b,  
28c.  
Contracts: 48.  
Comb.; Cont. Discounts: 60a, 60i.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 8/9/74.

6. SPOT ANNOUNCEMENTS			
EA:	1x	26x	52x
1 min	4.00	3.75	3.30
30 sec	3.25	3.00	2.75
10 sec	2.50	2.25	2.00

## KLO

1924



Media Code 4 246 2400 5.00  
Utah Radio, Inc., Box 1430, Ogden, Utah. 84401.  
Phone 801-731-1111.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Richard B. Wheeler.  
Sales Manager—Robert L. Burch.  
Treasurer—W. T. Layman.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
5,000 w.; 1430 kc. Directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 22b, 23a, 23b,  
25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 32b.  
Contracts: 40a, 41, 44a, 44b, 46, 48, 49.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60g,  
60h, 60i, 61a, 61b, 61c.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 40 Rev 2/15/71—Rec'd 2/1/71.

6. SPOT ANNOUNCEMENTS			
A—Mon thru Sat 6:30-9 am & 4:30-6:30 pm.			
B—All other times.			
CLASS A			
PER WK:	12 ti	18 ti	24 ti
1 min.	8.00	7.75	7.50
30 sec.	6.00	5.75	5.50
10 sec.	4.00	3.75	3.50
CLASS B			
1 min.	7.00	6.75	6.50
30 sec.	5.00	4.75	4.50
10 sec.	3.50	3.25	3.00

# KQPD (FM)

1964

Media Code 4 246 2550 7.00  
Wasatch Broadcasting, Box 1756, Ogden, Utah 84402.  
Phone 801-773-7200.

**STATION'S PROGRAMMING DESCRIPTION**  
KQPD (FM): Programmed for adults.  
MUSIC: standards, showtunes, adult versions of  
selected contemporary songs. NEWS: 5 minutes or  
less at :00; weather hourly. Rec'd 8/18/74.

- PERSONNEL**  
Partner, Mgr., Nat'l Sales—Frank C. McIntyre.
- FACILITIES**  
ERP 96,400 w.; 101.9 mc. Stereo.  
Operating schedule: 4:55-1:05 am. MST.  
Antenna ht.: 39 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,  
7a.  
Rate Protection: 10f, 11f, 12f, 13f.  
Basic Rates: 20a, 20b, 21a, 24a, 25c, 28b, 29a, 30,  
33b.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 45, 47e, 49,  
51a.  
Comb.; Cont. Discounts: 60a, 60i, 62a.  
Cancellation: 70a, 70e.  
Prod. Services: 80, 81, 82.

### TIME RATES

Eff 9/1/73—Rec'd 8/31/73.

6. SPOT ANNOUNCEMENTS			
PER YR:	1x	26x	52x
1 min	3.00	4.75	4.50
30 sec/less	3.50	3.35	3.15

- PACKAGE PLANS**  
PER WK, EA: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min..... 3.50 3.35 3.20 3.05 2.90  
30 sec/less..... 2.50 2.40 2.30 2.20 2.10  
PER MO, EA: 90 ti 120 ti 150 ti 300 ti  
1 min..... 3.00 2.85 2.70 2.50  
30 sec/less..... 2.30 2.20 2.10 2.00
- SPECIAL FEATURES**  
PER WK: 1 ti 5 ti 10 ti  
5 min or newscasts..... 7.50 6.00 5.00

## KSVN

1947



Media Code 4 246 2700 8.00  
Weber Broadcasting Co., Inc., Box 107, Ogden Utah  
84402. Phone 801-621-4730.

**STATION'S PROGRAMMING DESCRIPTION**  
KSVN: Modern Country Western of present, intersper-  
sed with past. Contact Representative for further  
details. Rec'd 12/6/72.

- PERSONNEL**  
General Manager—Fred C. Bond.  
Operations Manager—Bruce B. Holland.  
Sales Manager—Rex Greene.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
1,000 w.; 730 kc. Non-directional.
- AGENCY COMMISSION**  
15%; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24b, 24c, 25a,  
28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42d, 44a, 45, 47a, 48, 51a.  
Comb.; Cont. Discounts: 60b, 61a, 62a.  
Cancellation: 70b, 70d, 71a, 72.  
Prod. Services: 80, 81, 82.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 5A Eff 5/1/74—Rec'd 7/29/74.

6. SPOT ANNOUNCEMENTS			
AA—Mon thru Sat 6-9 am & 3-6 pm.			
A—All other times.			
PER WK:	12 ti	18 ti	24 ti
1 min	4.00	3.50	3.00
30 sec	3.50	3.00	2.50

## KVOG

1948

Media Code 4 246 3000 2.00  
United Broadcasting Co., 1506 Gibson Ave., Ogden.  
Utah 84404. Phone 801-392-7535.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Arch G. Webb.  
Assistant Manager—David B. Affleck.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights. 1490 kc.  
Non-directional.  
Operating schedule: 6-12:30 am. MST.

# UTAH

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5,  
6a, 7a, 8.  
Rate Protection: 10a, 11b, 12c, 13c, 14a, 15a, 15b,  
16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24b,  
25a, 26, 27, 28a, 28c, 29a, 30, 31, 32b, 33b.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 45, 46, 49, 50,  
51a, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 60g, 60i, 61a, 62a.  
Cancellation: 70a, 70d, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

Eff 12/1/71—Rec'd 11/8/71.

6. SPOT ANNOUNCEMENTS			
1x	13x	26x	52x
1 min	5.25	4.75	4.50
30 sec	4.15	3.95	3.80

# PRICE

Carbon County—Map Location G-8  
See SRDS consumer market map and data at begin-  
ning of the State.

## KOAL

1936

Media Code 4 246 3300 6.00  
Eastern Utah Broadcasting Co., Price, Utah. 84501.  
Phone 801-637-1167.

- PERSONNEL**  
General Manager—Thomas B. Anderson.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w.; 1230 kc. Non-directional.  
Operating schedule: 6 am-10 pm weekdays. MST.
- AGENCY COMMISSION**  
15/0 net time.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 41 Eff 3/1/74—Rec'd 3/18/74.

7. PACKAGE PLANS			
SATURATION SPOT PLAN			
PER WK:	12 ti	18 ti	24 ti
1 min	4.00	3.75	3.50
30 sec	3.20	3.00	2.80

# PROVO (3 AM; 1 FM)

Utah County—Map Location F-7  
See SRDS consumer market map and data at begin-  
ning of the State.

## KEYY

1946



Subscriber to the NAB Radio Code  
Media Code 4 246 3600 9.00  
Mid-Utah Broadcasting Co., Drawer K, Provo, Utah  
84601. Phone 801-373-2774.

- PERSONNEL**  
General Manager—Larry Bell.  
Sales Manager—Russell J. Heaton.  
Promotion Director—Stephen Thomas.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 26,  
28a, 29a.  
Contracts: 40a, 42a, 45, 46, 47a, 48.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 8 Eff 11/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS			
YR:	1x	365x	730x
1 min	5.80	5.20	4.70
30 sec	4.85	4.35	3.75

# UTAH

Provo—Continued

## K F M C (FM)

1987

Media Code 4 246 3700 7.00  
KFMC, Box 960, Provo, Utah 84601. Phone 801-521-9696.  
Studios: Box 1019, Seventh South & State St., Salt Lake City, Utah 84100.  
See affiliated AM station for additional information.  
AM facilities KOVO

### 3. FACILITIES

ERP 32,000 w. (horiz. & vert.); 96.1 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: ft. above average terrain.

### TIME RATES

ET 5/1/71—Rec'd 4/26/71.

#### 6. SPOT ANNOUNCEMENTS

AA—Mon thru Sat 5-11 am. Specified times.

A—All other times.  
PER WK, AA: 6 ti 12 ti 24 ti 36 ti  
1 min. 7.00 6.50 6.00 5.50  
30 sec. 5.00 4.75 4.50 4.00

#### 7. PACKAGE PLANS

BTA: 6 ti 12 ti 24 ti 36 ti  
1 min. 5.50 5.00 4.50 4.00  
30 sec. 4.00 3.75 3.50 3.00

#### 8. PROGRAM TIME RATES

A—Mon thru Sat 6-10 pm; Sun noon-10 pm.  
B—All other times.

	1x	CLASS A	52x	104x	156x	312x
1 hr.	100	94	88	82	76	70
1/2 hr.	50	47	44	41	38	35

#### 10. SPECIAL FEATURES

5-min local & national news—5 days per wk, per wk 110.00.

## KIXX

1947

Media Code 4 246 3900 3.00  
Mesa Broadcast Co., Box 1400, 1400 S. University Ave., Provo, Utah 84601. Phone 801-373-1400.

STATION'S PROGRAMMING DESCRIPTION  
KIXX: Programmed for adults & young adults.  
MUSIC: C & W. NEWS: network 5 min at :30. Local blocks at 7, 8, 12N & 5 pm. Swap shop 10-10:30 am M-F. SPORTS: live high school basketball & football. Pro basketball & baseball. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 4/5/73.

### 1. PERSONNEL

Exec. Vice-Pres. & Gen'l Mgr.—Bill C. Hart.  
Sales Manager—John Langellers.  
Program Director—Bruce Rydvalch.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2b, 3a, 3b, 4a, 5, 6a, 7b.  
Basic Rates: 21a, 21b, 24b, 25c, 33d.  
Contracts: 40c, 47a, 51a.  
Comb.; Cont. Discounts: 60a.  
Cancellation: 70a, 70d, 71b.  
Affiliated with MBS.

### TIME RATES

ET—Rec'd 9/3/74.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 ti 12 ti 24 ti 36 ti 1 ti 12 ti 24 ti 36 ti  
1 min 5.00 4.20 4.00 3.80 4.30 3.70 3.50 3.30  
30 sec 4.40 3.60 3.40 3.20 3.70 3.10 2.90 2.70

#### 7. PACKAGE PLANS

WKLY SUPER SATURATION: 60 ti 120 ti  
1 min 2.60 2.30  
30 sec 1.90 1.60  
10 sec: 50% of 1 min.

### CONTRACT DISCOUNT

13 wk—10%; 26 wk—15%; 52 wk—20%

### ANNUAL BULK CONTRACT

Minimum 624 spots, based on times per wk less 20%.

#### 8. PROGRAM TIME RATES

PER WK: 1 ti 3 ti 6 ti  
10 min. 12.50 11.50 10.50  
5 min. 9.50 8.50 7.50

## KOVO

1959

Media Code 4 246 4200 7.00  
KOVO, Inc., Box 960, Provo, Utah. 84601. Phone 801-373-8550.

### 1. PERSONNEL

General Manager—Gene Manning.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 960 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. MST.

### 4. AGENCY COMMISSION

15/0 time only

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.

Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b, 16.

Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24b, 24c, 25a, 26, 27, 28b, 29a, 30, 33a.

Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51a.

Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60i

61a, 61b, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities, KFMC (FM).  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 41 ET 6/1/72—Rec'd 6/6/72.

#### 7. PACKAGE PLANS

A—Mon thru Sat 6-10 am & 3-7 pm.  
B—All other times.

#### SATURATION PLAN

CLASS A

PER WK: 12 ti 18 ti 24 ti 30 ti

1 min. 8.00 7.75 7.50 7.25

30 sec. 6.00 5.75 5.50 5.25

10 sec. 4.00 3.75 3.50 3.25

CLASS B

1 min. 7.00 6.75 6.50 6.25

30 sec. 5.00 4.75 4.50 4.25

10 sec. 3.50 3.25 3.00 2.75

#### 8. PROGRAM TIME RATES

1/2 hr. 55.00 53.00 51.00 49.00 47.00 45.00

5 min. 19.25 18.55 17.85 17.15 16.45 15.75

#### 9. PARTICIPATING PROGRAMS

Cloud 96—Mon thru Sun 7 pm-midnight, 25-min sponsorship 90.00. Incl. open & close & 3 1-min spots.

#### 10. SPECIAL FEATURES

5-min local & national news—5 days per wk per wk 90.00.

## RICHFIELD

Sevier County—Map Location F-9

See SRDS consumer market map and data at beginning of the State.

## KSYC

1947

Media Code 4 246 4500 6.00  
Sevier Valley Broadcasting Co., Box 848, Richfield, Utah, 84701. Phone 801-896-4456.

### STATION'S PROGRAMMING DESCRIPTION

KSYC: MOR and Country Western.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—James G. Clawson.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

### 3. FACILITIES

5,000 w. days; 980 kc.  
Operating schedule: 6 am-local sunset. MST.

### 4. AGENCY COMMISSION

15/0; 10 days.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1273 ET—Rec'd 2/4/74.

AA—Mon thru Sat 6-9 am, noon-1 pm, 4-6 pm.  
A—All other times.

#### 7. PACKAGE PLANS

PER WK: 1 ti 12 ti 24 ti 36 ti 1 ti 12 ti 24 ti 36 ti

1 min 4.00 3.80 3.60 3.40 3.00 2.80 2.60 2.40

30 sec 3.40 3.20 3.00 2.80 2.40 2.20 2.00 1.80

Contracts in advance for 312/624/936 spots within 52-wk period earn 12/24/36 rate, regardless of number run in any 1 wk. If contract not fulfilled, schedules adjusted to rate earned ea wk.

## ST. GEORGE

Washington County—Map Location D-11

See SRDS consumer market map and data at beginning of the State.

## KDXU

1957

Subscriber to the NAB Radio Code  
Media Code 4 246 4800 4.00  
Julius E. Miner, Box K, St. George, Utah 84770.  
Phone: 801-673-3579.

### 1. PERSONNEL

Gen'l Mgr. & Prog. Dir.—L. John Miner.

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. MST.

### 4. AGENCY COMMISSION

15/0; 10th of following month.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

No. 3 ET 5/1/74—Rec'd 8/15/74.

AA—Mon thru Sat 6-9 am.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min 30 sec 10 sec 1 min 30 sec 10 sec

1 ti 4.00 3.00 2.25 3.75 2.75 2.00

12 ti 3.75 2.75 2.00 3.50 2.50 1.75

24 ti 3.50 2.50 1.75 3.25 2.25 1.50

36 ti 3.25 2.25 1.50 3.00 2.00 1.25

48 ti 3.00 2.00 1.25 2.75 1.75 1.00

### DISCOUNT

13 wk—5% 26 wk—10% 52 wk—20%

## SALT LAKE CITY (11 AM; 7 FM)

(including Murray)

Salt Lake County—Map Location F-8

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic		Afternoon Traffic		Evening (7 pm-midnight)	
	(6-10 am)	(10 am-3 pm)	(3-7 pm)	(3-7 pm)	(7 pm-midnight)	(7 pm-midnight)
A	46	35	42	50	29	29
B	34	30	33	39	27	27
C	33	29	30	37	27	27
D	31	27	29	35	27	27
AVERAGE	37	30	34	41	27	27

## Salt Lake Metro Market Group Intermountain Network



ROBERT E. EASTMAN & CO., INC.

Business office, 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.

Rates: See Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
KOVU—Provo KLO—Ogden  
KALL—Salt Lake City

## KALL

1945

Subscriber to the NAB Radio Code  
Media Code 4 246 5100 8.00  
Communications Investment Corp., 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-364-3561. TWX 910-925-5819.

### STATION'S PROGRAMMING DESCRIPTION

KALL: Programmed for adults 18-49.

MUSIC: current MOI singles & albums hosted by 5 AIR PERSONALITIES. Aerial traffic reports mornings & afternoons. NEWS: 10 min local 7:30 am & 5:30 pm; 5-min local 8, 8:30 am, 12:30, 5 & 9:30 pm. Network at :60 all other times. SPORTS: 6:30 am & 5:05 pm. Major League Basketball play-by-play. Contact Representative for further details. Rec'd 12/4/72.

### 1. PERSONNEL

Executive Vice President—Homer K. Peterson.

Sta. & Sales Mgr.—Bennie L. Williams.

Nat'l. Sls.—Charles Vais (E), Doug Wildfoerster (W.)

### 2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 910 kc.  
Operating schedule: 24 hours daily. MST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3b, 3d, 4a, 4d, 5, 6a, 7b.

Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.

Basic Rates: 20a, 22a, 23a, 28b, 28c, 29a, 32b.

Contracts: 40a, 41, 46, 48.

Comb.; Cont. Discounts: 60b, 60c, 60f, 60i.

Cancellation: 71a, 70c.

Prod. Services: 82.

Affiliated with NBC.

Affiliated with American Information Network.

Affiliated with Eastman Radio Network.

Member: The Intermountain Network.

### TIME RATES

No. 71 ET 10/1/73—Rec'd 10/2/73.

AAAA—Mon thru Sat 6-10 am.

AAA—Mon thru Sat 3-7 pm.

AA—Mon thru Sat 5-6 am, 10 am-3 pm & 7-11 pm; Sun 6 am-11 pm.

#### 6. SPOT ANNOUNCEMENTS

PER WK: 1 min (\*) 1 min (\*) 1 min (\*)

6 ti 32 26 30 24 28 22

12 ti 31 25 29 23 27 21

18 ti 30 24 28 22 26 20

24+ 29 23 27 21 25 19

(\*) 30/30 sec

#### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

Mon thru Sun: 20% 6-10 am, 20% 3-7 pm, 30%

10 am-3 pm, 30% 7-11 pm.

PER WK: 10 ti 20 ti 30 ti



**KLUB**  
1938  
SALT LAKE CITY



Subscriber to the NAB Radio Code  
Media Code 4 246 5701 3.00  
KLUB Broadcasting Div. of Carman Corp., Box 389,  
1550 W. 22nd N., Salt Lake City, Utah 84110.  
Phone 801-359-7794.

**STATION'S PROGRAMMING DESCRIPTION**  
KLUB: Programmed for adults & young adults.  
MUSIC: General popular, old and new standards,  
showtimes, light classics. Accent on strings. Sets  
announced at conclusion. NEWS: every hour; ex-  
panded news in traffic periods. Farm and sports in  
regular newscasts. COMMERCIAL POLICY: 12 min-  
utes per hour. Contact Representative for further  
details. Rec'd 4/5/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Frank C. Carman.  
Vice-Pres. & Sta. Mgr.—Harold D. Collipriest.  
Vice-Pres. & Nat'l Sales Mgr.—Allan A. Thomas.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w. 570 kc. Directional.  
Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0 net time. Bills payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 4a, 4d, 5, 6h, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24c, 27,  
28a, 29a, 32b.  
Contracts: 40a, 44a, 44b, 45, 46, 48, 51b.  
Comb. Cont. Discounts: 60b, 60c, 60f, 60l, 61c, 62d.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 81, 82.

**TIME RATES**  
ET 2/1/70—Rec'd 5/2/73.

AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.

B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK	AAA	AA	A	B
1 min	23	21	19	17
30 sec	18	17	15	14
10 sec	12	11	10	9

**7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS. WKLY: 1 min 30 sec

6 ti	11AAA	11AA	3A	1B
24	19	18	17	16
12 ti <td>12AAA <td>2AA <td>6A <td>2B</td> </td></td></td>	12AAA <td>2AA <td>6A <td>2B</td> </td></td>	2AA <td>6A <td>2B</td> </td>	6A <td>2B</td>	2B
23	18	17	16	15
24 ti <td>13AAA <td>3AA <td>9A <td>3B</td> </td></td></td>	13AAA <td>3AA <td>9A <td>3B</td> </td></td>	3AA <td>9A <td>3B</td> </td>	9A <td>3B</td>	3B
20	16	15	14	13

**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS

PER WK:	1 ti	3 ti	6 ti	12 ti
AAA	50	47	43	40
All other times	40	38	34	32

**DISCOUNT**  
52 wk—10%  
All classes may combine for weekly frequency.

**KLUB-FM**  
1961  
SALT LAKE CITY



KLUB Broadcasting Div. of Carman Corp., Box 389,  
1550 W. 22nd N., Salt Lake City, Utah 84110.  
Phone 801-359-7794.

See affiliated AM station for additional information

**STATION'S PROGRAMMING DESCRIPTION**  
KLUB-FM: Programmed for adults and young adults.

MUSIC: general popular, old & new standards,  
showtimes, light classics, accent on strings. NEWS:  
headline hourly from 5-8 am at 30. COMMERCIAL  
POLICY: 6 minutes per hour. Contact Representative  
for further details. Rec'd 4/5/73.

**1. PERSONNEL**  
Station Manager—F. R. Robinson, Jr.  
Program Director—Paul Coburn.

**3. FACILITIES**  
ERP 13,000 w. (horiz.), 13,000 w. (vert.); 97.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 3,650 ft. above average terrain.

**TIME RATES**  
ET 2/1/70—Rec'd 4/5/73.

AA—Mon thru Sun 10 am-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	6 ti	12 ti	18 ti
1 min	10.00	9.50	9.00	6.00	5.50	5.00
30 sec	8.00	7.50	7.00	5.00	4.50	4.00

**DISCOUNT**  
52 wk—10%

50% discount on FM only when sold in combination with AM.

**KMOR**  
1948  
MURRAY

Media Code 4 246 6000 9.00  
O. J. Wilkinson, 4984 S./380 W., Murray, Utah  
84107. Phone 801-266-4418.

**1. PERSONNEL**  
Owner—O. J. Wilkinson.  
Gen'l Mgr. & Prog. Dir.—Jay Gardner.

**2. REPRESENTATIVES**  
Gert Bunchez & Associates.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21c, 22b, 23a, 24a, 25a, 26,  
28b, 28c, 30, 32b.

Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51a.  
Comb. Cont. Discounts: 60a, 60c, 61c, 62b.

Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

Member: Gert Bunchez & Associates Group.

**TIME RATES**  
ET 3/1/73—Rec'd 3/6/73.

**6. SPOT ANNOUNCEMENTS**

PER MO. ROS:	10 ti	30 ti	60 ti	90 ti
1 min.	5.55	5.30	5.05	4.80
30 sec.	4.00	3.75	3.50	3.25
Traffic—6-9 am & 4-7 pm. Exclusive schedule, extra per spot 1.00.				

PER YR. 30% TRAFFIC: 500x 1000x  
1 min. 4.20 3.80  
30 sec. 2.75 2.35  
10 sec: 50% of 1-min.

**9. PARTICIPATING PROGRAMS**  
Mellow Country—midnight-6 am, Sat. 3.00 2.25

**KNAC**  
1945  
SALT LAKE CITY



Media Code 4 246 6300 3.00  
Granite District Radio Broadcasting Co., 1043 B. 6th  
West, Salt Lake City, Utah. 84104. Phone 801-364-3645

**1. PERSONNEL**  
President—L. M. Johnson.  
Station Manager—Gary L. Evans.  
Sales Manager—C. L. (Andy) Anderson.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w. days; 500 w. nights; 1200 kc.  
Directional—nighttime only.

Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
Basic Rates: 20b, 22a, 24b, 29a, 30.  
Contracts: 40a, 45, 46, 48.

Comb. Cont. Discounts: 60d, 60e.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.

Affiliated with American Contemporary Network.

**TIME RATES**  
ET 2/1/70—Rec'd 9/5/74.

I—Mon thru Sat 6-9 am & 3-7 pm.  
II—Mon thru Sat 9 am-3 pm & 7-10 pm.  
III—Mon thru Sat 5-6 am & 10 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	18 ti	24 ti	1 ti	12 ti	18 ti	24 ti
1 min.	15.50	10.00	8.50	7.50	10.25	8.50	7.50	6.25
30 sec.	10.00	8.00	7.00	6.00	8.50	7.00	6.00	5.00
10 sec.	6.00	5.00	4.25	3.75	5.00	4.25	3.75	3.25

1 min. 8.00 7.00 6.25 5.75  
30 sec. 6.50 5.50 5.00 4.50  
10 sec. 4.00 3.50 3.75 3.25

**7. PACKAGE PLANS**  
PER WK. EA: 1 min

30 ti	(8I, 10II, 5III)
15 ti	7.00
10 ti	4.11, 2III, 2III
8.50	

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**10. SPECIAL FEATURES**  
5-min news—1-1/2x 1-min.  
Incl open, close plus 1-min spot.

**CONSECUTIVE WEEK DISCOUNT**  
13 wk—5% 28 wk—10% 52 wk—15%

**RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

**KRGO**  
1956  
SALT LAKE CITY

Media Code 4 246 6375 5.00  
Group Communications, Inc., 5065 W. 21st S., Salt  
Lake City, Utah 84120. Phone 801-299-3449.

**STATION'S PROGRAMMING DESCRIPTION**  
KRGO: MUSIC: 100% country. Rec'd 12/3/71.

**1. PERSONNEL**  
Vice-Pres. & Sta. Mgr.—Gene Guthrie.  
Program Director—Fred Wix.

**3. FACILITIES**  
10,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3c, 3d, 4a, 4c, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21a, 21b, 22a.

Contracts: 40a, 41, 44a, 44b, 48.  
Cancellation: 70b, 70d, 71b, 72, 78a.  
Prod. Services: 80, 81, 82.

Affiliated with American Entertainment Network.

**TIME RATES**  
ET 2/1/70—Rec'd 2/8/70.

**6. SPOT ANNOUNCEMENTS**

1 min.	15	13g	28x	52x	104x	312x
11.00	10.75	10.50	10.25	9.75	9.00	
8.50	8.25	8.00	7.75	7.25	6.50	
6.00	5.75	5.50	5.25	4.75	4.25	

**7. PACKAGE PLANS**  
PER WK, 1 MIN:

7 ti	10.00	9.50	9.00	8.50
14 ti	9.50	9.00	8.50	8.00
21 ti	8.50	8.00	7.50	7.00

PER YR: 500x 1000x 2000x  
1 min. 8.00 7.50 6.50  
30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**KRSP**  
1967  
SALT LAKE CITY

Media Code 4 246 6450 6.00  
Holiday Broadcasting Co., Box 7760, 1130 W. 5200  
S., Salt Lake City, Utah 84107. Phone 801-262-5541.

**STATION'S PROGRAMMING DESCRIPTION**  
KRSP: Contemporary music, played 3-in-a-row.  
NEWS: at 12. Contact Representative for further  
details. Rec'd 3/18/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ralph J. Carlson.  
Program Director—Alan D. Hague.  
News Director—Bob Moon.

**2. REPRESENTATIVES**  
Selcom, Inc.

**3. FACILITIES**  
10,000 w.; 1060 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

**4. AGENCY COMMISSION**  
15%.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 4c, 4d,  
5, 6a, 7b, 8.

Rate Protection: 10a, 11c, 12g, 13g, 14g, 15b.  
Basic Rates: 20a, 21b, 21c, 21d, 22a, 22b, 23a, 24a,  
24b, 24c, 26, 27, 28c, 29a, 29b, 30, 31, 33a.

Contracts: 41, 42a, 42c, 44b, 45, 46, 47a, 47c, 48,  
49, 50, 51a, 51b, 51c.

Comb. Cont. Discounts: 60a, 60c, 60e, 60f, 60h, 60l,  
61a, 61b, 61c, 62a, 62b, 62c, 62d.

Cancellation: 70a, 70b, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

To-be advertising not acceptable.  
Affiliated with MBS.

**TIME RATES**  
AM/FM COMBINATION  
No. 6-A ET 4/1/73—Rec'd 4/17/73.

A—6-9 am & 3:30-6:30 pm.  
B—9 am-3:30 pm & 6:30 pm-midnight.

**7. PACKAGE PLANS**  
WEEKLY—30% A, 70% B

EA: 7 ti 14 ti 21 ti 28 ti 35 ti 42 ti 49 ti 70 ti  
1 min 25.00 24.50 24.00 23.50 23.00 22.50 22.00 21.50  
30 sec 18.00 17.50 17.00 16.50 16.00 15.50 15.00 14.50  
10 sec: 60% of 1-min.

Guaranteed times, extra 20%.

**KRSP-FM**  
1968  
SALT LAKE CITY



Media Code 4 246 6451 4.00  
Holiday Broadcasting Co., 1130 West 5200 S., Salt  
Lake City, Utah 84107. Phone 801-262-5541.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 100,000 w.; 103.5 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 110 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**

Sold in combination with KRSP. See that listing for  
rates.

**KSL**  
1922  
SALT LAKE CITY



*Bonville International Corporation*

**AVCO**  
RADIO SALES



Subscriber to the NAB Radio Code  
Media Code 4 246 6600 6.00  
KSL, Inc., Broadcast House, Salt Lake City, Utah  
84111. Phone 801-524-2500. TELEX 3812.

**STATION'S PROGRAMMING DESCRIPTION**  
KSL: Programmed for 18+ adult audience.  
MUSIC: MOR. FARM: 5:35-6 am. M-Sat. Per-  
sonality 6-10 am. Local news at 6, 7, 7:45, 8:30  
am. M-Sat. Network news at 6:30, 8, 9, 10 am.  
M-Sat. Local/network news hourly 10 am-5 pm.  
M-Sat. Farm features 12:15-12:45 pm. Local news  
at 5 pm. Personalities 6-10 am; 10 am-2 pm; 2-6  
pm; 6 pm-12M. Mon-Sun. Tele/talk show M-F,  
9-10 pm. SPORTS: U. 7 man local news team.  
Full time Farm broadcaster. Contact Representative  
for further details. Rec'd 4/2/73.

**1. PERSONNEL**  
President—L. H. Curtis.  
General Station Manager—Donald E. Bybee.  
General Sales Manager—Dean Lindsay.

**2. REPRESENTATIVES**  
Avco Radio Sales.  
Bob Hix Co., Inc.

**3. FACILITIES**  
50,000 w.; 1160 kc. Non-directional.  
Operating schedule: 24 hours daily. MST.

**4. AGENCY COMMISSION**  
15/0; time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 12a, 14a.

Basic Rates: 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b,  
24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 29b, 32b.

Contracts: 40c, 44a, 44b, 46, 47a, 49, 50, 51b.  
Comb. Cont. Discounts: 60b, 60d, 60e, 60f, 60l, 61c,  
62b, 62d.

Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.

**RATE PROTECTION**  
Rates quoted herein guaranteed for period of 13  
weeks from effective date of any increase in these  
rates providing that advertising equalling a weekly  
expenditure of 100.00 is actually running at the time  
of effective date of increase, and providing that  
these broadcasts continue without interruption during  
rate protection period.

Affiliated with CBS.  
Affiliated with Avco Group Plan.

**TIME RATES**  
AM/FM COMBINATION  
No. 2 ET 2/1/74—Rec'd 1/25/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sun 5:30-6 am; Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**7. PACKAGE PLANS**  
SECTION I—WEEKLY FREQUENCY PLANS—

# UTAH

## Salt Lake City—K S L-FM—Continued

### 3. FACILITIES

ERP 13,000 w.; 100.3 mc. Stereo.  
Operating schedule: 24 hours daily. MST.  
Antenna ht.: 3,650 ft. above average terrain.

3. GENERAL ADVERTISING See coded regulations.  
Affiliated with Avco Group Plan.  
Sold in combination with KSL. See that listing for rates.

#### TIME RATES

30% of applicable Class A AM/FM combination rate.

## KSOP

1955  
SALT LAKE CITY

### Country Music



Media Code 4 246 6900 0.00  
KSOP, Inc., Box 15669, Salt Lake City, Utah 84115.  
Phone 801-484-4435.

#### STATION'S PROGRAMMING DESCRIPTION

KSOP: Programmed for adults.  
MUSIC: country. NEWS: at :30. Simulcast commercial clusters, 6 times an hour, 2 min maximum. Contact Representative for further details. Rec'd 2/8/74.

### 1. PERSONNEL

Pres. & Nat'l Sales Mgr.—M. H. Hilton.  
Manager—Richard Pexton.  
Program Director—Larry Hunter.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.  
Denver—John L. McGuire, Inc.

### 3. FACILITIES

1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.

### 4. AGENCY COMMISSION

15/2%.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 32b, 33c.

Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 49, 50, 51a, 51b.

Comb.: Cont. Discounts: 60b, 60c, 60g, 60h, 801, 81b, 82a.

Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

Affiliated with ATA Radio Network.

#### TIME RATES

ET 8/5/74—Rec'd 8/5/74.  
AAA—Mon thru Fri 6-9 am & 4-7 pm.  
AA—Mon thru Fri 9 am-4 pm.  
A—All other times.

### 7. PACKAGE PLANS

PER WK:	1 MINUTE	
	AAA	AA
1 wk 13 wk 40 wk 52 wk	1 wk 13 wk 40 wk 52 wk	1 wk 13 wk 40 wk 52 wk
6 ti	15.00 14.50 14.00 13.50 13.00 12.75 12.50 12.25	12 ti 14.50 14.00 13.50 13.00 12.75 12.50 12.25 12.00
12 ti	14.50 14.00 13.50 13.00 12.75 12.50 12.25 12.00	18 ti 14.00 13.50 13.00 12.50 12.25 12.00 11.75 11.50
18 ti	13.50 13.00 12.50 12.00 12.25 12.00 11.75 11.50	36 ti 13.00 12.50 12.00 11.50 12.00 11.75 11.50 11.25
36 ti	13.00 12.50 12.00 11.50 12.00 11.75 11.50 11.25	

6 ti..... 11.00 10.75 10.50 10.25

12 ti..... 10.75 10.50 10.25 10.00

18 ti..... 10.50 10.25 10.00 9.75

24 ti..... 10.25 10.00 9.75 9.50

36 ti..... 10.00 9.75 9.50 9.25

30 sec/less: 80% of 1-min.

10 sec/less: 50% of 1-min.

Flights need not be consecutive to earn wks used within yr discounts. AAA, AA, A combinable for discounts. Min, 20 sec & 30 sec spots combinable for discounts with 2 30-sec or 2 20-sec spots counting as 1-min, 10-sec do not earn discounts for min or sta brks.

### 10. SPECIAL FEATURES

5-min News/Features—1-1/2x 1-min.

## KSOP-FM

1964  
SALT LAKE CITY



Media Code 4 246 6901 8.00  
KSOP, Inc., Box 15588, 2320 S. 1300 West, Salt Lake City, Utah, 84115. Phone 801-484-4435.  
See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

KSOP-FM: see KSOP for programming.

### 3. FACILITIES

ERP maximum power; 104.3 mc.  
Operating schedule: 24 hours a day. MST.  
Antenna ht.: 3,650 ft. above average terrain.

#### TIME RATES

Rates are identical to KSOP. See that listing.

## KSXX

1960  
SALT LAKE CITY



Media Code 4 246 7200 4.00  
Star Broadcasting Co., 364 S. State St., Salt Lake City, Utah 84111. Phone 801-355-2953.

#### STATION'S PROGRAMMING DESCRIPTION

KSXX: NEWS & CONVERSATION, programmed to adults 25-55.  
Non-stop news, complete with weather, sports coverage. TALK/tele with personality. Contact Representative for further details. Rec'd 6/4/73.

### 1. PERSONNEL

President—Stanley D. Bush.  
Vice-Pres. & Sta. Mgr.—Paul R. Droubay.

### 2. REPRESENTATIVES

Meeker Radio, Inc.

### 3. FACILITIES

1,000 w.; 630 kc. Directional.  
Operating schedule: 6 am-local sunset. MST.

### 4. AGENCY COMMISSION

15/0.

### 5. GENERAL ADVERTISING See coded regulations

General: 1b, 2a, 3b, 3c, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 23b, 24a, 24b, 24c, 25a, 28a, 29a, 30, 33a.

Contracts: 40a, 41, 42d, 44a, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60d, 60f, 61c, 62d.

Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

Affiliated with NBC.

#### TIME RATES

No. 15 ET 5/1/74—Rec'd 4/29/74.

### 7. PACKAGE PLANS

DAYTIME CONVERSATION—MON THRU FRI

10 AM-7 PM

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

1 min..... 23 21 19 17 15

30 sec..... 19 17 15 13 11

WEEKENDS—SAT & SUN ALL DAY

1 min..... 21 19 17 15 11

30 sec..... 17 15 13 11 11

### 10. SPECIAL FEATURES

AM NEWS/TRAFFIC—MON THRU FRI 6-10 AM

PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti

1 min..... 25 23 21 19 17

30 sec..... 21 19 17 15 13

5-min news & sports incl billboards plus 1-min spot

—1-1/2x 1-min.

2-min stock reports, incl open & 30-sec close plus 1-min spot.

## KWHO

1955  
SALT LAKE CITY

Media Code 4 246 7500 7.00  
Reese C. Anderson, 512 E. 2nd St., South, Salt Lake City, Utah, 84102. Phone 801-322-5819.

#### STATION'S PROGRAMMING DESCRIPTION

KWHO: Programmed for adults.

Sign-on-9 am, light classical music, news, weather, time, business news, 9-9:15 am, community news and announcements, 9:15-noon, classical music, symphonies, tone poems, concertos, suites. Noon-12:12 pm news, 12:15-2 pm, popular orchestral music, news, 2-4 pm, classical music, symphonies, quartets, ballets, concertos, sonatas, news, 4 pm-sign-off, light classical, news, weather, time, guest interviews. NEWS: local, national, international at :55, 15 min newscasts at noon & 6 pm. Foreign language programming; Spanish 1 hour per week. German 1 hour per week. Rec'd 4/2/69.

### 1. PERSONNEL

Owner & Manager—Reese C. Anderson.

### 3. FACILITIES

1,000 w. days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. MST.

### 4. AGENCY COMMISSION

15%, 10th of month.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 7a, 2b, 3a, 3b, 3c, 3d, 4b, 4d, 5, 8a, 7a, 8.

Rate Protection: 10a, 11a, 12i, 13a, 14i, 15a, 15b, 15c, 16.

Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23b, 24b, 25a, 26, 27, 28a, 28c, 29a, 30, 31, 33a.

Contracts: 40a, 41, 42c, 43, 44a, 45, 46, 47a, 48, 49, 50, 51c.

Comb.: Cont. Discounts: 60b, 60g, 60i, 61b, 62a, 62d.

Cancellation: 70a, 70c, 71b, 72, 73a, 73b.

Prod. Services: 81, 82.

#### TIME RATES

ET 3/30/73—Rec'd 5/3/73.

### 7. PACKAGE PLANS

PER YR:	1x	76x	151x	251x	351+
1 min.....	3.75	3.65	3.55	3.40	3.25
30 sec.....	2.75	2.65	2.55	2.40	2.25
10 sec.....	2.10	2.00	1.90	1.75	1.60
PER MO:	100 ti	201 ti	301+		
1 min.....	3.30	3.15	3.00		
30 sec.....	2.35	2.20	2.05		
10 sec.....	1.80	1.65	1.50		
PER WK:	25 ti	51 ti	76-100		
1 min.....	3.45	3.40	3.35		
30 sec.....	2.50	2.45	2.40		
10 sec.....	2.00	1.95	1.90		

### 8. PROGRAM TIME RATES

	1x	26x	52x	1-4x	196x	260x	365x
1 hr.....	43.00	40.00	37.00	35.00	33.00	31.00	29.00
1/2 hr.....	23.00	22.00	21.00	20.00	19.00	18.00	17.00
1/4 hr.....	15.00	14.00	13.00	12.50	12.00	11.50	11.00
5 min.....	8.50	8.00	7.50	7.25	7.00	6.75	6.50

## KWHO-FM

1965  
SALT LAKE CITY

Media Code 4 246 7501 5.00  
Reese C. Anderson, dba Radio Station KWHO-FM, 512 E. 2nd South, Salt Lake City, Utah 84102. Phone 801-322-5819.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

KWHO-FM: MUSIC: solid gold rock & roll. Rec'd 11/29/71.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Reese C. Anderson.  
Program Director—John G. Dehnol.

### 3. FACILITIES

ERP 37,000 w.; 93.3 mc. Stereo.  
Operating schedule: 6 am-midnight. MST.  
Antenna ht.: 283 ft. above average terrain.

#### TIME RATES

ET 3/30/73—Rec'd 5/3/73.

### 7. PACKAGE PLANS

PER YR:	1x	76x	151x	251x	351+
1 min.....	3.50	3.40	3.30	3.15	3.00
30 sec.....	2.50	2.40	2.30	2.15	2.00
10 sec.....	2.00	1.90	1.80	1.65	1.50
PER MO:	100 ti	201 ti	301+		
1 min.....	3.05	2.90	2.75		
30 sec.....	2.15	2.00	1.85		
10 sec.....	1.80	1.65	1.50		
PER WK:	25 ti	51 ti	76-100		
1 min.....	3.20	3.15	3.10		
30 sec.....	2.30	2.25	2.20		
10 sec.....	1.90	1.85	1.80		

## SPANISH FORK (1 AM; 1 FM)

Utah County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## KONI

1960

Media Code 4 246 8100 5.00  
Pioneer Broadcasting Co., Box 379, Spanish Fork, Utah 84660. Phone 801-489-5166.

STATION'S PROGRAMMING DESCRIPTION

KONI: Western music; UPI audio news.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—George K. Culbertson.

### 3. FACILITIES

1,000 w. days; 1480 kc. Non-directional.  
800 w. pre-sunrise.

Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast see KONI-FM.

### 4. AGENCY COMMISSION

15/2 time only.

### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 7 ET 11/1/73—Rec'd 10/15/73.

### 6. SPOT ANNOUNCEMENTS

PER YR:	25x	50x	100x	250x	500x	1000x	2000x
1 min 3.45	3.35	3.15	2.90	2.65	2.45	2.30	2.30
30 sec 2.42	2.36	2.22	2.03	1.86	1.72	1.61	1.61
10 sec 1.73	1.68	1.58	1.45	1.33	1.23	1.15	1.15
Minute, 30- & 10-sec spots combinable to earn frequency discounts.							

### 7. PACKAGE PLANS

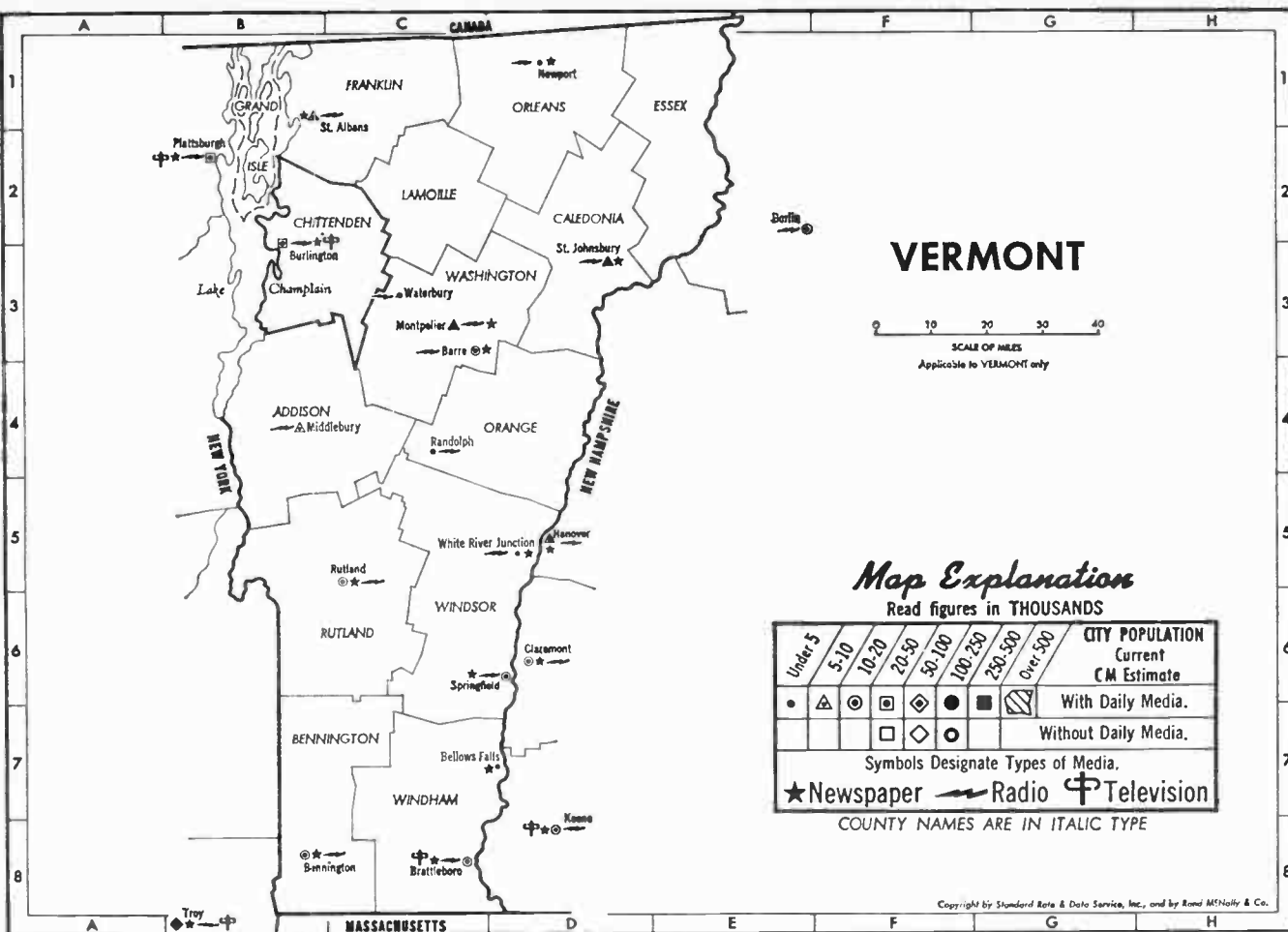
WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	70 ti
1 min 3.20	2.95	2.75	2.55	2.40	2.30	2.20	2.20
30 sec 2.25	2.10	1.95	1.80	1.70	1.60	1.55	1.55
10 sec 1.60	1.48	1.38	1.28	1.20	1.15	1.10	1.10
PER MO:	50 ti	1					



# Negro Population Data

(January 1, 1974)

STATE TOTAL..... 797 Total Metros..... 361  
 METRO AREAS  
 Burlington ..... 361



## Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION Current C.M. Estimate
●	△	○	□	◇	●	■	▨	With Daily Media.
○	△	○	□	◇	○	■	▨	Without Daily Media.

Symbols Designate Types of Media.  
 ★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

Copyright by Standard Rate & Data Service, Inc., and by Rand McNally & Co.

## Demographics!

They're now a regular feature in SRDS. See Contents Page for exact location.

R-N 10/12

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

CITIES AND COUNTIES—This list shows counties in which cities are located. Cities are first, counties next.

Burlington—Chittenden      Montpelier—Washington

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Firm Population 1/1/74 (1000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	1/1/74 (000)	Per Household (\$000)	% Distribution of Families 3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 over	Per Household (\$000)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	Service Station (\$000)					
<b>VERMONT STATE TOTALS.....</b>	<b>460.8</b>	<b>145.44</b>	<b>1,608,276</b>	<b>11,058</b>	<b>8.6</b>	<b>20.6</b>	<b>14.5</b>	<b>27.3</b>	<b>21.1</b>	<b>1,121,465</b>	<b>7,711</b>	<b>236,683</b>	<b>25,412</b>	<b>123,813</b>	<b>38,236</b>	<b>39,690</b>	<b>229,897</b>	<b>81,386</b>	<b>215.68</b>	<b>34.0</b>	<b>238,158</b>
ADDISON B-4.....	25.5	7.38	88,603	12,006	9.9	21.2	13.7	27.0	20.7	51,816	7,021	10,570	1,555	1,757	945	646	10,916	3,991	10.27	4.0	46,541
BENNINGTON B-7.....	30.3	10.14	110,280	10,876	8.8	18.0	15.4	27.9	20.4	83,998	8,284	17,483	1,749	4,761	3,974	3,571	14,741	5,861	14.69	.6	5,868
CALEDONIA D-2.....	22.7	7.59	72,359	9,533	10.9	24.3	16.0	24.5	14.9	58,807	7,748	11,327	1,128	9,865	2,731	1,578	12,704	4,237	13.80	1.9	14,062
CHITTENDEN B-2.....	106.5	31.49	398,264	12,647	6.5	16.0	12.9	30.2	28.8	252,314	8,013	54,607	4,951	43,586	10,115	9,169	44,949	15,863	37.25	3.2	21,385
Burlington.....	39.6	12.35	145,514	11,783	.....	.....	.....	.....	.....	133,489	10,809	20,476	3,854	29,001	7,832	6,815	27,713	6,591	.....	.....	.....
Burlington Metro Area (county basis).....	106.5	31.49	398,264	12,647	6.5	16.0	12.9	30.2	28.8	252,314	8,013	54,607	4,951	43,586	10,115	9,169	44,949	15,863	37.25	.....	4,241
ESSEX E-1.....	5.4	1.73	15,292	8,839	11.0	22.2	18.6	22.2	11.5	5,732	3,313	1,541	366	468	.....	86	274	387	3.61	1.1	4,241
FRANKLIN C-11.....	31.9	9.94	109,764	11,043	10.6	21.8	14.0	23.5	20.4	67,627	6,804	15,223	1,695	4,991	2,520	2,702	15,193	4,616	16.76	5.3	42,170
GRAND ISLE B-1.....	3.6	1.15	12,875	11,196	9.3	19.4	15.8	27.0	20.4	5,884	5,117	1,311	.....	580	97	620	421	1.77	1.1	5,325	
LAMOILLE C-2.....	14.0	4.36	52,162	11,964	8.7	21.9	13.0	26.4	22.7	32,970	7,562	6,573	834	1,921	815	1,024	5,852	3,113	5.72	1.7	8,623
ORANGE D-4.....	18.0	5.66	58,223	10,287	11.8	26.9	13.9	21.9	16.3	35,730	6,313	6,878	1,284	1,665	436	757	7,577	2,422	9.10	2.8	15,248
ORLEANS D-1.....	20.3	6.45	58,697	9,100	13.4	24.7	16.3	21.5	13.7	53,912	8,358	10,725	1,187	6,375	1,071	1,358	12,067	2,987	11.07	5.2	24,956
RUTLAND C-6.....	54.3	17.28	180,576	10,450	8.9	23.2	15.0	27.0	17.3	158,734	9,186	31,900	3,418	20,814	5,434	5,477	37,416	10,550	26.30	2.4	17,822
WASHINGTON C-3.....	49.3	15.54	167,578	10,784	7.0	21.2	15.7	28.0	20.7	119,079	7,663	24,762	3,086	14,234	3,982	6,628	25,894	9,195	23.35	1.1	11,345
Montpelier.....	9.3	3.27	36,348	11,116	.....	.....	.....	.....	.....	32,678	9,993	5,699	892	1,089	1,473	921	2,500	2,922	.....	.....	.....
WINDHAM C-7.....	34.2	11.50	121,161	10,536	8.3	20.1	14.5	27.9	21.0	89,855	7,813	20,453	1,894	7,514	3,717	2,320	14,600	7,889	16.84	.9	10,198
WINDSOR C-6.....	44.8	15.23	162,442	10,666	7.6	17.8	16.0	30.0	20.5	105,907	6,895	23,330	2,265	5,282	2,496	4,277	27,094	9,854	25.15	2.7	10,374

(T) Consumer Market estimates for retail sales, (total and store types), do not include sales made in military commissaries, post exchanges and eating places on military posts in these counties.

# VERMONT

## VERMONT

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

### BARRE-MONTPELIER

(2 AM; 1 FM)

Washington County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is intended to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WORK (FM)

BARRE  
1974



Media Code 4 247 0795 6.00  
Robert I. Kimel & Bessie W. Grad, Box 1, Jacques St., Barre, Vt. 05641. Phone 802-476-4168.  
See affiliated AM station for additional information AM facilities: WSNO.

#### 3. FACILITIES

ERP 1,500 w. (horiz.), 1,500 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 410 ft., above average terrain.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 6/1/74—Rec'd 6/18/74.

#### 6. SPOT ANNOUNCEMENTS

ROS—6 AM-2 AM

PER DAY:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
1 min.	3.75	3.60	3.45	3.30	3.15	3.00
30 sec.	2.65	2.50	2.40	2.30	2.20	2.10
15 sec.	1.90	1.85	1.75	1.70	1.60	1.50

26 WEEKS

1 min.	4.30	4.15	4.00	3.80	3.65	3.45
30 sec.	3.00	2.90	2.80	2.65	2.55	2.40
15 sec.	2.15	2.10	2.00	1.90	1.85	1.75

13 WEEKS

1 min.	4.70	4.50	4.30	4.15	3.95	3.75
30 sec.	3.30	3.15	3.00	2.90	2.75	2.65
15 sec.	2.35	2.25	2.15	2.10	2.00	1.90

#### 3 ALTERNATE DAYS PER WK:

1 min.	4.00	4.60	5.00
30 sec. <td>3.00 <td>3.20 <td>3.50</td> </td></td>	3.00 <td>3.20 <td>3.50</td> </td>	3.20 <td>3.50</td>	3.50
15 sec. <td>2.00 <td>2.30 <td>2.50</td> </td></td>	2.00 <td>2.30 <td>2.50</td> </td>	2.30 <td>2.50</td>	2.50

#### 7. PACKAGE PLANS

PER WK, EA:	1 min	30 sec	1 min	30 sec
5 ti	5.50	4.15	3.85	2.90
7 ti	5.35	4.00	3.90	2.85
10 ti	5.20	3.90	3.70	2.75
14 ti	5.00	3.75	3.60	2.65
21 ti	4.80	3.60	3.40	2.55
28 ti	4.60	3.45	3.25	2.45
35 ti	4.40	3.30	3.10	2.35
50 ti	4.20	3.15	2.95	2.20
75 ti	4.05	3.00	2.80	2.10
100 ti	3.80	2.85	2.65	2.00

### WSKI

1947  
MONTPELIER



Subscriber to the NAB Radio Code  
Media Code 4 247 1060 6.00  
The Green Mt. Broadcasting Co., Inc., 94 Main St., Montpelier, Vt. 05602. Phone 802-223-5275. TWX 802-223-5275.  
Other Studio—14 N. Main St., Barre, Vt. Phone 802-476-5221.

**STATION'S PROGRAMMING DESCRIPTION**  
WSKI: Programmed for general interest.

#### 1. PERSONNEL

Pres. & Gen. Mgr.—Daniel B. Buggles, III.

#### 2. REPRESENTATIVES

Market 4 Radio, New England—Creed Associates, Inc.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1240 kc. Non-directional.

#### 4. AGENCY COMMISSION

15/0 time only.

#### 5. GENERAL ADVERTISING

See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

#### 6. SPOT ANNOUNCEMENTS

ROS—6 AM-2 AM

1 min.	6.75	6.50	6.25	6.00	5.75	5.50
30 sec.	4.75	4.50	4.25	4.00	3.75	3.50

#### 7. PACKAGE PLANS

PER WK:	1 ti	15 ti	20 ti	25 ti	30 ti
1 min.	6.50	6.00	5.50	5.00	4.50
30 sec.	5.50	5.00	4.50	4.00	3.50

# WSNO

1959  
BARRE



mcgavren-guild  
pgw radio, inc.



Subscriber to the NAB Radio Code  
Media Code 4 247 1590 2.00  
Robert I. Kimel & Bessie W. Grad, Box 1, Barre, Vt. 05641. Phone 802-476-4168.

#### STATION'S PROGRAMMING DESCRIPTION

WSNO: Programmed for general audiences.

#### 1. PERSONNEL

Station Manager—Alan H. Noyes.

#### 2. REPRESENTATIVES

McGavren-Guild, Inc. Canada—Andy McDermott Sales Ltd.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 5-12:15 am. EST.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING

See coded regulations. Accepts AAAA copyrighted contract. FM facilities: WORK (FM).

Affiliated with CBS.

#### TIME RATES

Eff 7/31/72.

#### 7. PACKAGE PLANS

WK:	5 ti	7 ti	10 ti	14 ti	21 ti	28 ti	35 ti	50 ti
1 min	5.00	4.80	4.60	4.40	4.20	4.00	3.80	3.60
30 sec	3.50	3.40	3.25	3.10	2.95	2.80	2.65	2.50

### BENNINGTON

Bennington County—Map Location B-7  
See SRDS consumer market map and data at beginning of the State.

# WBTN

1953



Subscriber to the NAB Radio Code  
Media Code 4 247 2120 7.00  
Catanount Broadcasters, Inc., Box 560, Harwood Hill, U. S. Route 7, Bennington, Vt. 05201. Phone 802-442-6821.

#### 1. PERSONNEL

Pres. & Sta. Mgr.—(Mrs.) Belva C. Keyworth.

#### 2. REPRESENTATIVES

Boston—Nona Kirby Co., Inc.

#### 3. FACILITIES

1,000 w. 1370 kc. Non-directional.

Operating schedule: 6:30 am-6:30 pm weekdays; 9:00 am-6:30 pm Sun. EST. DST.

#### 4. AGENCY COMMISSION

15% on time charges only; no cash discount.

#### 5. GENERAL ADVERTISING

See coded regulations. Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective January 1, 1961. (Card No. 3.)  
Card received March 6, 1961.

#### 6. SPOT ANNOUNCEMENTS

1 minute or less:	1 time	104 times	5.00
15 times	5.75	156 times	4.75
26 times	5.50	312 times	4.50
52 times	5.25	1,040 times	4.25

#### 7. PACKAGE PLANS

(Maximum of 4 changes in copy per week)  
1 minute or less:  
40 per week..... 178.00 80 per week..... 328.00  
25 per week..... 125.00

### BRATTLEBORO (2 AM)

Windham County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

# WKVT

1959



Subscriber to the NAB Radio Code  
Media Code 4 247 2650 3.00  
Radio Brattleboro, Inc., Box 818, William & Larkin Sts., Brattleboro, Vt. 05301. Phone 802-254-2343.

#### STATION'S PROGRAMMING DESCRIPTION

WKVT: Programmed for adults 21 up.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—David E. Farnigold.

#### 2. REPRESENTATIVES

PRO Time Sales, Inc. New England—Northeastern Spot Sales, Inc. Western States—Dahlsten & Associates.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc. Non-directional.

Operating schedule: 5-1 am.

#### 4. AGENCY COMMISSION

15% on net time only; no cash discount.

#### 5. GENERAL ADVERTISING

See coded regulations. Accepts AAAA copyrighted contract. Affiliated with CBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 Eff 2/1/73—Rec'd 2/5/73.

ROS—6 am-8 pm.  
Drive Time—Mon thru Fri 6-9 am & 3-6 pm.

#### 6. SPOT ANNOUNCEMENTS

ROS:	1 min	30 sec						
PER WK:	6 ti	12 ti	24 ti	36 ti	6 ti	12 ti	24 ti	36 ti
1 wk	5.90	5.30	4.75	4.15	4.75	4.25	3.80	3.30
4 wk	5.80	5.00	4.45	3.85	4.50	4.00	3.55	3.10
13 wk	5.30	4.75	4.15	3.55	4.25	3.80	3.30	2.85
26 wk	5.00	4.45	3.85	3.25	4.00	3.55	3.10	2.60
52 wk	4.75	4.15	3.55	2.95	3.80	3.30	2.85	2.35

10 sec: 60% of 1-min.  
Spots scheduled after 8 pm, less 40%.  
Drive Time: per spot, extra .50.

#### 7. PACKAGE PLANS

BULK:	312x	520x	1000x
1 min.	3.85	3.55	2.95
30 sec.	3.10	2.85	2.35

#### 10. SPECIAL FEATURES

NEWCASTS:	104x	156x	260x	312x
5 min.	8.25	7.10	6.50	5.90

# WTSA

1950



Subscriber to the NAB Radio Code  
Media Code 4 247 3180 6.00  
Southern Vermont Broadcasters, Box 819, Putney Rd. Brattleboro, Vt. 05301. Phone 802-254-4577.

#### STATION'S PROGRAMMING DESCRIPTION

WTSA: Programmed for general interest.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—John E. Healy.

#### 2. REPRESENTATIVES

Meeker Radio, Inc. Boston—New England Spot Sales, Inc. Canada—Andy McDermott Sales Ltd.

#### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.

Operating schedule: 18 hr. daily, EST.

#### 4. AGENCY COMMISSION

15% time charges only.

#### 5. GENERAL ADVERTISING

See coded regulations. Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective February 19, 1965.

Class AAA—6:00-9:00 am and 4:00-7:00 pm Mon thru Sat.

Class AA—9:00 am-4:00 pm Mon thru Sat; 6:00 am-7:00 pm Sun.

Class A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	Class AAA	Class AA	Class A
12 ti	7.50	6.50	2.75
52 ti	7.00	6.00	3.50
104 ti	6.50	5.50	3.25
156 ti	6.00	5.00	3.00
260 ti	5.50	4.50	2.75
312 ti	5.00	4.00	2.50

#### 7. PACKAGE PLANS

WEEKLY SATURATION ANNOUNCEMENT PLANS

PER WK:	Class AAA	Class AA	Class A
12 ti	6.00	72.00	5.00
18 ti	5.50	99.00	4.50
24 ti	5.00	120.00	4.00

Saturation packages may be cross-combined to earn numerical frequency. Not subject to retroactive discounts.

30/20 seconds—80% of 1-minute rate.

10 seconds—50% of 1-minute rate.

30/20 seconds—80% of 1-minute rate.

10 seconds—50% of 1-minute rate.

30/20 seconds—80% of 1-minute rate.

10 seconds—50% of 1-minute rate.

### BURLINGTON (3 AM; 2 FM)

Chittenden County—Map Location R-2  
See SRDS consumer market map and data at beginning of the State.

# WDOT

1984

Subscriber to the NAB Radio Code  
Media Code 4 247 3710 4.00  
Hunter Broadcasting, Inc., 395 College St., Burlington, Vt. 05401. Phone 802-862-5776.



**WQCR (FM)**  
1962



Subscriber to the NAB Radio Code  
Media Code 4 247 4505 7.00  
Vermont Broadcasting Corp., Box 927, Joy Dr., South  
Burlington, Vt. 05401. Phone 802-658-1230.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WQCR (FM): Programmed for adults & young adults.  
AIR PERSONALITIES handle all segments.  
MUSIC: popular, MOR with current hits & stand-  
ards. SUN 5 pm-12M classical. NEWS 5 min hourly,  
national, local, weather at :30. Weather at :30.  
COMMERCIAL POLICY: 8 min per hour. Contact  
Representative for further details. Rec'd 12/6/72.

**3. FACILITIES**  
ERP 3.100 w.: 98.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 310 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-  
midnight. For simulcast facilities see WJOY.

**TIME RATES**  
No. 2 ET 10/1/55—Rec'd 2/10/87.  
**6. SPOT ANNOUNCEMENTS**  
1x 25x 50x 100x 200x 300x 500x  
1 min 6.00 5.75 5.50 5.25 5.00 4.75 4.50  
30 sec 5.00 4.75 4.50 4.25 4.00 3.75 3.50

**7. PACKAGE PLANS**  
SATURATION PLANS  
1 MINUTE  
WKLY. EA: 5 ti 10 ti 20 ti 35 ti 50 ti  
1 wk 5.00 4.50 4.00 3.50 3.00  
13 wk 4.75 4.25 3.75 3.25 3.00  
26 wk 4.50 4.00 3.50 3.00 3.00  
52 wk 4.25 3.75 3.25 3.00 3.00

**30 SECONDS**  
1 wk 3.75 3.40 3.00 2.80 2.25  
13 wk 3.50 3.20 2.80 2.40 2.25  
26 wk 3.40 3.00 2.60 2.25 2.25  
52 wk 3.20 2.85 2.40 2.25 2.25  
Consecutive weeks of advertising necessary to earn  
discounts.

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1x 60.00 36.00 24.00 18.00 12.00  
25x 57.00 34.20 22.80 17.10 11.40  
50x 54.00 32.40 21.60 16.20 10.80  
100x 51.00 30.60 20.40 15.30 10.20  
200x 48.00 28.80 19.20 14.40 9.60  
300x 45.00 27.00 18.00 13.50 9.00  
500x 42.00 25.20 16.80 10.50 8.40

**WVMT**  
1922



A Goldman Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 247 4770 7.00  
Vermont Radio, Inc., Box 1044, Burlington, Vt.  
05401. Phone 802-656-1820.

**STATION'S PROGRAMMING DESCRIPTION**  
WVMT: Programmed for adults.  
MUSIC: middle-of-the-road singles and new albums.  
NEWS: 7 local newscasts per day, plus network news  
on hour. 2 hour open mike telephone and guest show  
M-F at noon. SPORTS: World Series, All Star  
Game, national professional football. 70 local school-  
boy football and basketball. Agriculture: farm and  
home show 5:30-6 am. Dairy report 6:30 am. Public  
information and store opening remotes. Contact Repre-  
sentative for further details. Rec'd 9/16/68.

**1. PERSONNEL**  
President—Simon Goldman.  
Vice-Pres. & Gen'l Mgr.—George Cameron.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Eckels & Queen, Inc.

**3. FACILITIES**  
5,000 w.; 620 kc. Directional—separate patterns day  
and night.  
Operating schedule: 5:30-12:10 am. EST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 22a, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40c, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 61a, 61b, 62b.  
Cancellation: 70c, 70e, 71a.  
Affiliated with NBC.

Affiliated with ATA Radio Network.

**TIME RATES**  
ET 1/1/68—Rec'd 1/22/68.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-6 pm.  
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun  
6 am-7 pm.  
B—Daily 7 pm-8 am.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: AAA AA A B  
1 ti 12.00 10.00 8.50 7.00  
10 ti 11.00 9.00 7.50 6.00  
20 ti 10.00 8.00 6.50 5.00  
30+ 9.00 7.00 5.50 4.50  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**DISCOUNTS**  
26 wk in 52 wk—5% 52 consec wk—10%

**MIDDLEBURY**

Addison County—Map Location R-4  
See SRDS consumer market map and data at begin-  
ning of the State.

**WFAD**  
1966



Media Code 4 247 5300 2.00  
Addison Broadcasting, Inc., Box 1490, Middlebury,  
Vt. 05753. Phone 802-388-2490.  
**STATION'S PROGRAMMING DESCRIPTION**  
WFAD: Programmed for general interest.

- 1. PERSONNEL**  
Pres. & Sales Mgr.—Timothy F. Bushey.
- 2. REPRESENTATIVES**  
Boston—New England Spot Sales, Inc.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- 4. AGENCY COMMISSION**  
15/0. Payable monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
No. 3 ET 2/1/70—Rec'd 1/12/70.  
**6. SPOT ANNOUNCEMENTS**  
1x 50x 100x 150x 200x 250x 500x  
1 min 6.00 5.75 5.50 5.25 5.00 4.75 4.50  
30 sec 5.00 4.75 4.50 4.25 4.00 3.75 3.50

**7. PACKAGE PLANS**  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min 55 105 150 190 225  
30 sec 45 85 120 150 175  
Must be used within 7 days.

**MONTPELIER**

Washington County—Map Location C-3  
See SRDS consumer market map and data at begin-  
ning of the State.

See Barre-Montpelier

**NEWPORT**

Orleans County—Map Location D-1  
See SRDS consumer market map and data at begin-  
ning of the State.

**WIKE**

Subscriber to the NAB Radio Code  
Media Code 4 247 5900 1.00  
Memphremagog Broadcasting Co., Inc., Box 377  
Newport, Vt. 05855. Phone 802-334-6521.

**STATION'S PROGRAMMING DESCRIPTION**  
WIKE: Programmed for general interest.

**1. PERSONNEL**  
Station Manager—Roger E. Strobridge.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England—New England Spot Sales, Inc.  
Canada—Andy McDermott Sales Ltd.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

**TIME RATES**  
ET 1/14/74.  
**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 260x 312x  
1 min 6.00 5.75 5.50 5.30 5.10 4.90 4.65  
30 sec 2.00 1.75 1.50 1.30 1.10 0.90 0.65

**7. PACKAGE PLANS**  
PER WK: 12 ti 20 ti 30 ti 40 ti  
1 min 63 100 (\*) 180  
30 sec 54 85 120 150  
10 sec 42 65 90 110  
(\*) 142.30.

**RANDOLPH**

Orange County—Map Location D-4  
See SRDS consumer market map and data at beginning  
of the State.

**WCVR**  
1968



Subscriber to the NAB Radio Code  
Media Code 4 247 6100 5.00  
Central Vermont Radio Corp., Box 1320, Randolph,  
Vt. 05060. Phone 802-728-3326.

**STATION'S PROGRAMMING DESCRIPTION**  
WCVR: Programmed for mass appeal.

**1. PERSONNEL**  
General Manager—Ted Nixon.

**2. REPRESENTATIVES**  
New England Spot Sales, Inc.  
New York—Market 4 Radio.

**3. FACILITIES**  
1,000 w.; 1320 kc.  
Operating schedule: 6 am-local sunset. EST.

**4. AGENCY COMMISSION**  
15% time only; monthly.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 8/1/71—Rec'd 12/6/71.  
**6. SPOT ANNOUNCEMENTS**  
1x 52x 156x 260x 520x 1040x  
1 min 5.00 4.85 4.70 4.20 3.60 3.40  
30 sec 4.00 3.90 3.70 3.20 2.80 2.40  
15 sec 3.00 2.90 2.70 2.20 2.00 1.70

**7. PACKAGE PLANS**  
SATURATION PACKAGE  
PER WK: 10 ti 20 ti 30 ti 50 ti 10 ti 20 ti 30 ti 50 ti  
1 wk 4.60 4.20 4.00 3.60 3.50 3.80 3.00 2.70  
14 wk 4.10 3.90 3.70 3.40 3.25 3.00 2.70 2.10  
27 wk 3.85 3.60 3.50 3.15 3.00 2.75 2.40 2.00  
52 wk 3.50 3.40 3.25 2.90 2.80 2.40 2.00 1.80  
15 sec: 70% of 30-sec.

**8. SPECIAL FEATURES**  
5-min Newscast 6.90  
3-min Weather, Sports, News 5.50

**RUTLAND (2 AM; 1 FM)**

Rutland County—Map Location C-8  
See SRDS consumer market map and data at begin-  
ning of the State.

**WHWB**



Subscriber to the NAB Radio Code  
Media Code 4 247 6360 5.00  
Central Vermont Broadcasting Corp., Box 591, West  
Proctor Rd., Rutland, Vt. 05701. Phone 802-773-  
3315.

**STATION'S PROGRAMMING DESCRIPTION**  
WHWB: Programmed for general interest.

**1. PERSONNEL**  
Treas. & Gen'l Mgr.—Frank E. McCormack.

**2. REPRESENTATIVES**  
Gill-Perna, Inc.  
New England—New England Spot Sales, Inc.

**3. FACILITIES**  
1,000 w. days; 1,000 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-12:15  
pm. For non-simulcast facilities see WHWB-FM.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 2/4/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 7.50 7.00 6.50 6.00 5.50 5.00  
20/30 sec 6.50 6.00 5.50 5.00 4.50 4.00  
10 sec 3.75 3.50 3.25 3.00 2.75 2.50

**CUMULATIVE WEEK DISCOUNT**  
13 wk—5% 26 wk—7-1/2% 52 wk—10%  
Minimum 6 spots per wk.

**WHWB-FM**



Subscriber to the NAB Radio Code  
Media Code 4 247 6361 3.00  
Central Vermont Broadcasting Corp., Box 518, W.  
Proctor Rd., Rutland, Vt. 05701. Phone 802-773-  
3315.

**STATION'S PROGRAMMING DESCRIPTION**  
WHWB-FM: Programmed for general interest.

**3. FACILITIES**  
ERP 50,000 w., 98.1 mc.  
Operating schedule: 6-12:05 am daily. EST.  
Antenna ht.: 295 ft. below average terrain.  
Partial simulcast operation. Operated separately 12:15  
pm-midnight. For simulcast facilities see WHWB.

**TIME RATES**  
Rates are identical to WHWB. See that listing.

**WSYB**



A Goldman Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 247 6890 1.00  
Vermont Radio, Inc., Dorr Dr., Rutland, Vt. 05701.  
Phone 802-775-5597.

**STATION'S PROGRAMMING DESCRIPTION**  
WSYB: Programmed for mass appeal.

**1. PERSONNEL**  
President—Simon Goldman.  
General Manager—Halp Smith.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Boston—Eckels & Queen, Inc.

**3. FACILITIES**  
5,000 w. days, 1,000 w. nights; 1380 kc.  
Directional—nighttime only.  
Operating schedule: 6 am-midnight. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with NRC.  
Affiliated with ATA Radio Network.  
Member: Farm Directors Radio Network.

**TIME RATES**  
ET 3/6/73.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-6 pm.  
A—Mon thru Fri 10 am-3 pm & 6-7 pm; Sat & Sun  
6 am-7 pm.  
B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 1 ti 10 ti 20 ti 30+  
AAA 10.50 9.50 8.50 7.50  
AA 8.50 7.50 6.50 5.50  
A 7.50 6.50 5.50 4.50  
B 6.00 5.00 4.00 3.50  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**DISCOUNT**  
26 wk in 52 wk—5% 52 consec wk—10%

**ST. ALBANS (1 AM; 1 FM)**

Franklin County—Map Location C-1  
See SRDS consumer market map and data at begin-  
ning of the State.

**WWSR**



Subscriber to the NAB Radio Code  
Media Code 4 247 7420 6.00  
Robert I. Kimel & Bessie W. Grad, Box 270, St.  
Albans, Vt. 05478. Phone 802-524-2133.

**STATION'S PROGRAMMING DESCRIPTION**  
WWSR: Programmed for general interest.

**VERMONT**

- 1. PERSONNEL**  
General Manager—Robert I. Kimel.
- 2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 11/1/73—Rec'd 10/4/73.

**6. SPOT ANNOUNCEMENTS**  
1x 20x 52x 104x 156x 312x  
1 min 6.00 5.90 5.80 5.70 5.60 5.25  
30 sec 3.60 3.55 3.50 3.45 3.40 3.20  
20 sec 2.00 2.95 2.90 2.85 2.80 2.65  
10 sec 2.25 2.20 2.15 2.10 2.05 2.00

**7. PACKAGE PLANS**  
PER WK: 5 ti 7 ti 10 ti 14 ti 21 ti  
1 min 6.00 5.80 5.60 5.20 5.00  
30 sec 5.05 4.95 4.75 4.60 4.40  
28 ti 35 ti 50 ti 73 ti  
1 min 5.00 4.80 4.60 4.45  
30 sec 4.20 4.10 3.90 3.80

**WWSR-FM**



Subscriber to the NAB Radio Code  
Media Code 4 247 7421 4.00  
Robert I. Kimel & Bessie W. Grad, Box 270, Swan-  
ton Rd., St. Albans, Vt. 05478. Phone 802-524-  
2133.

**STATION'S PROGRAMMING DESCRIPTION**  
WWSR-FM: Programmed for adults 18-49.  
MUSIC: hit parade. Blend of top current & past  
hits & current top 40. NEWS: 4 min hourly plus  
1/2-hour block at beginning & end of broadcast  
day. COMMERCIAL POLICY: 2-min commercial  
clusters 4x each hour, maximum 8 commercial min-  
utes per hour. Occasional specials: golden weekends,  
syndicated specials & features. Contact Representa-  
tive for further details. Rec'd 6/24/74.

**1. PERSONNEL**  
Station Manager—John O. Kimel.  
Sales Manager—Donald E. Tessier.  
Operations Manager—John H. Shafer.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.  
Canada—Andy McDermott Sales Ltd.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 102.3 mc.  
Stereo.  
Operating schedule: 5:30-2:30 am. EST.  
Antenna ht.: 215 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24a, 24b, 25a,  
28b, 28c.

Contracts: 40a, 41, 45, 46, 47a, 51a.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 71a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 11/1/73—Rec'd 10/4/73.

**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 104x 156x 312x 624x 1000x  
1 min 6.00 5.90 5.80 5.70 5.60 5.25 5.00 4.75  
30 sec 3.60 3.55 3.50 3.45 3.40 3.20 3.00 2.90  
10 sec 2.25 2.20 2.15 2.10 2.05 2.00 1.90 1.80

**7. PACKAGE PLANS**  
PER WK: 5x 7x 10x 14x 21x 28x 35x 50x  
1 min 6.00 5.80 5.60 5.40 5.20 5.00 4.80 4.60  
30 sec 5.05 4.95 4.75 4.60 4.40 4.20 4.10 3.90  
(D)

**ST. JOHNSBURY**

Caledonia County—Map Location D-2  
See SRDS consumer market map and data at begin-  
ning of the State.

**WTWN**



Subscriber to the NAB Radio Code  
Media Code 4 247 7950 2.00  
Twist Radio Broadcasters, Inc., Box 249, Concord  
Ave., St. Johnsbury, Vt. 05819. Phone 802-748-  
2344.

**STATION'S PROGRAMMING DESCRIPTION**  
WTWN: Programmed for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—E. Dean Finney.

**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
New England Spot Sales, Inc.  
Canada—Andy McDermott Sales, Ltd.

**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 5:30 am-11:30 pm. EST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS.

(This listing continued on next page)

## VERMONT

### St. Johnsbury—W T W N—Continued

TIME RATES						
ET—			Rec'd 1/14/74.			
<b>6. SPOT ANNOUNCEMENTS</b>						
1x	26x	52x	104x	156x	260x	312x
1 min	6.00	5.75	5.50	5.30	5.10	4.90
30 sec	5.00	4.75	4.50	4.30	4.10	3.90
<b>7. PACKAGE PLANS</b>						
PER WK:		12 ti	20 ti	30 ti	40 ti	
1 min		63	100	(*)	180	
30 sec		54	85	120	150	
10 sec		42	65	90	110	
(*) 142.50.						

### SPRINGFIELD (1 AM; 1 FM)

Windsor County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**WCFR**  
1954



Subscriber to the NAB Radio Code  
Media Code 4 247 8480 9.00  
Connecticut Valley Broadcasting Co., Inc., Box 800,  
106 Park St., Springfield, Vt. 05158. Phone 802-  
885-4555.

#### STATION'S PROGRAMMING DESCRIPTION

WCFR: Programmed for adults.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Carlo F. Zezza.
  - REPRESENTATIVES**  
Market 4 Radio.  
New England—Eckels & Queen, Inc.
  - FACILITIES**  
5,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WCFR-FM.
  - AGENCY COMMISSION**  
None; agencies add commission to rates shown.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.
- TIME RATES**  
No. 9 ET 1/1/74—Rec'd 1/31/74.
- | 6. SPOT ANNOUNCEMENTS |      |      |      |      |      |       |
|-----------------------|------|------|------|------|------|-------|
| ROS:                  | 1x   | 26x  | 52x  | 156x | 312x | 1040+ |
| 1 min                 | 6.50 | 6.00 | 5.50 | 5.00 | 4.75 | 4.50  |
| 30 sec                | 4.50 | 4.20 | 3.85 | 3.50 | 3.30 | 3.15  |
| 10 sec                | 3.25 | 3.00 | 2.75 | 2.50 | 2.40 | 2.25  |
- 6-9 am & 3:30-6:30 pm, extra 10%.

### 7. PACKAGE PLANS

PER WK:	SATURATION PLAN		—1 wk—		—4 wk—		—13 wk—	
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
20 ti	6.00	4.20	5.00	3.50	4.50	3.15		
30 ti	5.50	3.85	4.75	3.30	4.00	3.00		
<b>WEEKEND PLAN—FRI 6:30 PM-SUN SIGN-OFF</b>								
1 min			30 ti	60 ti	120 ti			
30 sec			5.00	4.50	4.00			
			3.50	3.15	3.00			
<b>10. SPECIAL FEATURES</b>								
<b>NEWSCASTS, PER WK:</b>			13 wk	26 wk	52 wk			
3 ti			13.25	12.25	11.25			
5 ti			12.75	11.75	10.75			
7 ti			12.25	11.25	10.25			
ROS, 7 ti			9.00	8.50	7.50			

### WCFR-FM



Media Code 4 247 8481 7.00  
Connecticut Valley Broadcasting Co., Inc., Box 800,  
Craigie Hill, Springfield, Vt. 05156. Phone 802-  
885-4555.

See affiliated AM station for additional information.

#### 2. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 1,024.5 ft. above average terrain.  
Partial simulcast operation. Operated separately  
local sunset-midnight. For simulcast facilities see  
WCFR.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Contemporary Network.

#### TIME RATES

Rates are identical to WCFR. See that listing.

### WATERBURY

Washington County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State

**WDEV**

1931



Media Code 4 247 9010 3.00  
Radio Vermont, Inc., 9 Stowe St., Waterbury, Vt.  
05676. Phone 802-244-7321; Montpelier, Vt.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDEV: Programmed for general interest.

### 1. PERSONNEL

Manager—Craig S. Parker.

### 2. REPRESENTATIVES

The Devney Organization, Inc.

Boston—Kettell-Carter, Inc.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 550 kc.

Directional—separate patterns, day and night.

Operating schedule: 5:00 am-midnight, EST.

### 4. AGENCY COMMISSION

15% on net time.

### 5. GENERAL ADVERTISING

See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

Rates effective January 1, 1949.

### 6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	100x	300x
1 min/Sta brk	8.00	7.60	7.20	6.80	6.40	6.00

### WHITE RIVER JUNCTION

(1 AM; 1 FM)

Plus 1 paid Cross Reference.  
Windsor County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

**WNHV**

1939

**WNHV-FM**

1969



Subscriber to the NAB Radio Code  
Media Code 4 247 9540 9.00  
New Hampshire-Vermont Broadcasting Corp., Box  
910, White River Junction, Vt. 05001. Phone 802-  
295-3093.

Other office: W. Lebanon Ltd., Lebanon, N. H.  
03766. Phone 603-448-1400.

#### STATION'S PROGRAMMING DESCRIPTION

WNHV: MOR music, country block in afternoon.  
WNHV-FM: general popular & light classical music.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Rex Marshall.

### 2. REPRESENTATIVES

New York—Market 4 Radio.

Boston—Eckels & Queen, Inc.

### 3. FACILITIES

1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3  
mc. Stereo.

Operating schedule: 6 am-midnight, EST.

Antenna ht.: 76 ft. below average terrain.

Simulcast 6 am-local sunset.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING

See coded regulations

Accepts AAAA copyrighted contract.

Affiliated with American Information Network

#### TIME RATES

No. 9 ET 4/1/74—Rec'd 3/5/74.  
AAA—Mon thru Sat 6-9 am & 3:30-7 pm.  
AA—Mon thru Sat 9 am-3:30 pm.  
A—Sun 6 am-7 pm.

### 6. SPOT ANNOUNCEMENTS

PER YR:	CLASS AAA				
	13x	52x	156x	260x	520x
1 min	9.20	8.60	7.90	7.50	6.90
30 sec	7.35	6.90	6.30	6.00	5.50
10 sec	5.50	5.15	4.75	4.50	4.15

#### CLASS AA

1 min	8.60	7.90	7.20	6.90	6.30
30 sec	6.90	6.30	5.75	5.50	5.05
10 sec	5.15	4.75	4.30	4.15	3.80

#### CLASS A

1 min	6.80	6.30	5.70	5.40	5.00
30 sec	5.45	5.05	4.55	4.30	4.00
10 sec	4.10	3.80	3.40	3.25	3.00

### 7. PACKAGE PLANS

DRIVETIME—MON THRU SAT—

WITHIN 1 WK:	50% AM, 50% PM			
	12 ti	18 ti	24 ti	36 ti
1 min	8.00	7.50	7.00	6.55
30 sec	6.40	6.00	5.60	5.25
10 sec	4.80	4.50	4.20	3.95

SPOT PLAN—ROS—6 AM-7 PM

WITHIN 1 WK:	6.70	6.35	6.00	5.70
--------------	------	------	------	------

PM SPOT PLAN—7 PM-MIDNIGHT—ROS

WITHIN 1 WK:	3 ti	6 ti	12 ti
1 min	4.00	3.55	3.10
30 sec	5.40	5.10	4.80
10 sec	4.00	3.80	3.60

(CR)

**WTSL**

HANOVER, N. H.

City of license, Hanover, N. H.  
Considered by CBS Radio Network as their White  
River Junction outlet.  
See listing under Hanover, N. H.



# VIRGINIA

## Map Explanation

Read figures in THOUSANDS

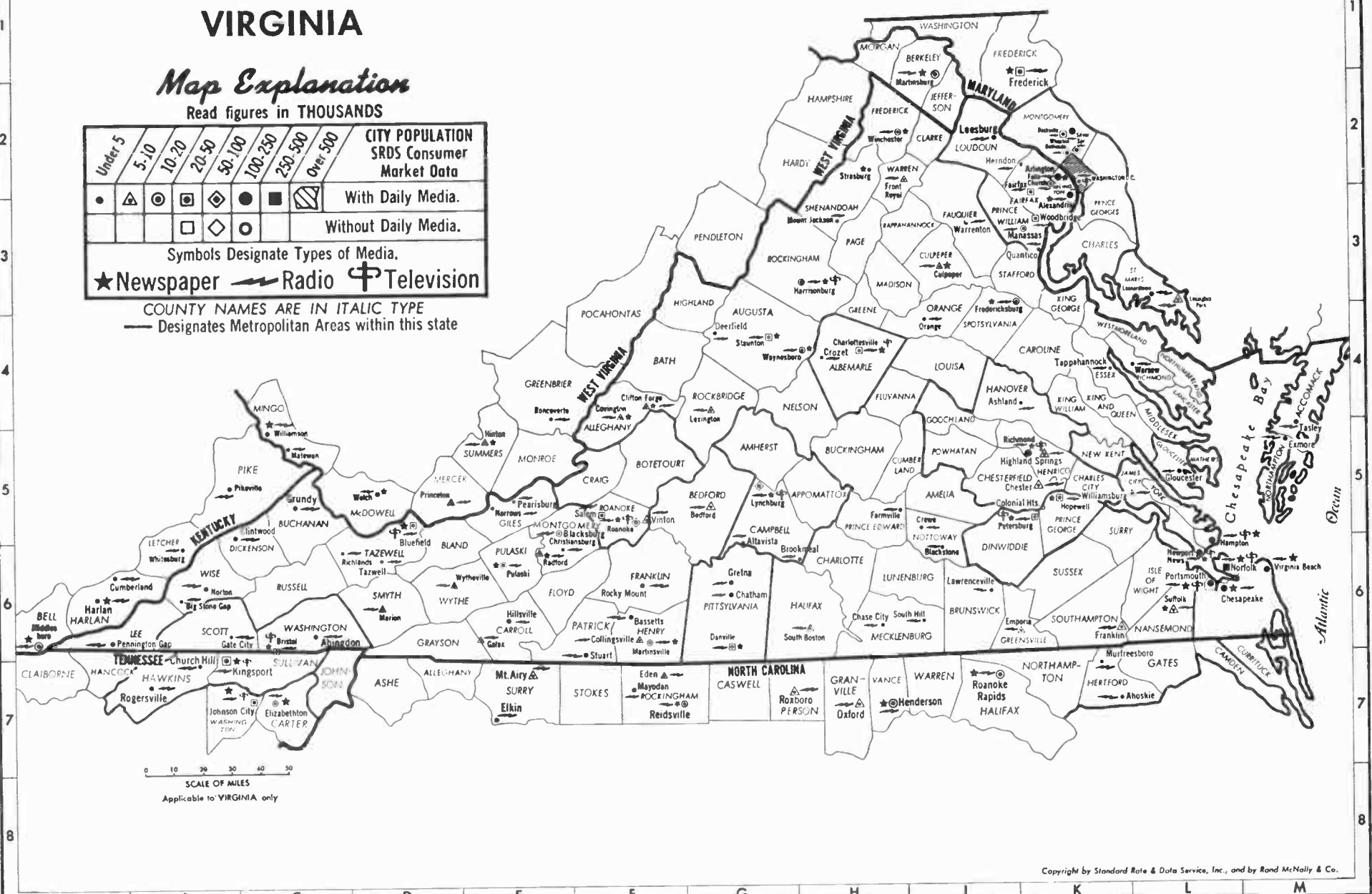
Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
•	△	⊙	◻	◇	●	■	▨	With Daily Media.
								Without Daily Media.

Symbols Designate Types of Media.

★ Newspaper    ⚡ Radio    ⓧ Television

COUNTY NAMES ARE IN ITALIC TYPE

— Designates Metropolitan Areas within this state



0 10 20 30 40 50  
SCALE OF MILES  
Applicable to VIRGINIA only

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## Negro Population Data

VIRGINIA

(January 1, 1974)

STATE TOTAL	947,709	Arlington	27,721
METRO AREAS	10,313	Campbell	19,352
Charlottesville	20,359	Chesapeake	20,359
Danville	29,049	Dimmit	35,140
Kingsport	5,161	Fairfax	15,401
Bristol	28,206	Hampton	12,952
Lynchburg	84,510	Henrico	112,135
Newport News	16,645	Henry	12,619
Hampton	190,673	Mecklenburg	34,526
Virginia Beach	84,815	Newport News	29,049
Portsmouth	47,167	Norfolk	84,815
Petersburg	10,357	Pittsylvania	10,357
Colonial Heights	43,497	Portsmouth	10,357
Hopewell	138,731	Prince George	20,448
Richmond	21,863	Roanoke	20,448
Roanoke	552,003	Southampton	12,294
Total METROS	552,003	Suffolk	11,032
COUNTIES	10,275	Virginia Beach	15,678
Accomack	10,275	Total Counties	601,052
Albemarle			

## SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.

# VIRGINIA

## State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Alexandria—Arlington  
Arlington—Arlington  
Bluefield—Tazewell  
Bristol—Washington

Charlottesville—Albemarle  
Chesapeake—Chesapeake

Colonial Heights—Prince George  
Danville—Pittsylvania  
Fairfax—Fairfax

Hampton—Hampton  
Hopewell—Prince George  
Lynchburg—Campbell

Newport News—Newport News  
Norfolk—Norfolk

Petersburg—Dinwiddie  
Portsmouth—Portsmouth  
Richmond—Henrico

Roanoke—Roanoke  
Salem—Roanoke  
Staunton—Augusta

Suffolk—Suffolk  
Virginia Beach—Virginia Beach

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passen- ger Car 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (000)		
			Per Household (\$000)	% Distribution 3000 4999	% Distribution 5000 7999	% Distribution 8000 9999	% Distribution 10000 14999	% Distribution 15000 and over	Household (\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	By Selected Store Types						Service Station (\$000)	
												Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)							
<b>VIRGINIA STATE TOTALS</b>	4,798.3	1,515.53	19,336,008	12,759	8.3	16.1	11.7	24.1	31.3	11,071,245	7,305	2,522,116	384,182	1,782,674	487,654	543,663	2,374,058	786,119	2,276.14	225.7	974,532
ACCOMACK M-4	28.1	9.96	77,770	7,808	15.1	22.6	12.3	17.2	14.9	47,730	4,792	13,684	1,224	3,792	1,768	2,241	6,245	4,542	14.24	.5	26,094
ALBEMARLE H-4	80.4	26.81	324,260	12,095	8.9	16.8	11.5	24.9	30.2	209,801	7,825	51,179	6,660	38,183	9,904	9,659	36,153	12,456	37.83	1.9	14,681
Charlottesville Metro Area	80.4	26.81	324,260	12,095	8.9	16.8	11.5	24.9	30.2	209,801	7,825	51,179	6,660	38,183	9,904	9,659	36,153	12,456	37.83	1.9	14,681
ALLEGANY F-4	27.5	9.20	86,245	9,374	9.9	21.8	16.6	26.2	16.3	62,722	6,818	19,125	2,880	7,765	2,280	2,362	15,956	4,834	13.52	.9	1,085
AMELIA J-5	7.5	2.19	19,881	9,078	13.7	18.8	11.4	18.7	18.5	10,449	4,771	1,326	285	644	214	1,459	2,330	3,04	3.04	1.8	8,922
AMHERST G-5	28.7	7.54	77,294	10,251	10.1	18.7	14.3	28.0	20.2	34,164	4,531	12,697	1,091	791	76	733	6,696	3,930	10.64	1.7	4,078
APPOMATTOX H-5	9.6	3.02	29,434	9,746	9.9	17.3	15.0	26.2	19.1	15,607	5,168	1,941	790	1,167	995	6,678	2,267	4.71	.9	3,936	
ARLINGTON K-2†	280.9	116.63	1,985,896	17,027	3.8	9.0	8.2	21.4	54.2	1,111,109	9,527	176,297	42,043	246,945	50,295	46,907	308,261	54,442	197.81	.....	.....
Alexandria† Arlington†	109.4	44.33	698,135	15,749	.....	.....	.....	.....	.....	484,007	10,918	73,040	15,864	139,495	28,173	15,477	120,100	21,736	.....	.....	.....
AUGUSTA G-4	89.2	28.12	307,911	10,950	8.9	18.5	14.1	27.5	23.3	627,102	8,674	103,257	26,179	107,450	22,122	31,430	188,161	32,706	.....	.....	.....
Staunton	24.9	7.98	91,162	11,424	.....	.....	.....	.....	.....	188,001	6,686	42,466	7,460	15,357	10,009	9,479	51,148	14,229	43.93	5.9	44,887
BATH F-4	5.2	1.80	14,702	8,168	18.9	26.0	12.0	14.8	12.3	6,342	3,523	299	247	1,256	450	497	585	620	2.47	.5	2,524
BEDFORD J-5†	33.0	10.48	102,865	9,815	10.0	19.6	14.7	25.9	18.8	40,410	3,856	10,976	654	4,036	600	1,258	9,422	3,273	10.23	5.6	14,049
BLAND D-6	5.4	1.67	13,456	8,057	15.5	23.9	13.9	20.0	12.2	3,646	2,183	1,409	253	233	1,284	486	1,97	1.4	3.886	.....	.....
BOTETOURT F-5	18.3	5.84	60,111	10,293	10.1	18.6	13.9	26.5	21.9	16,196	2,773	3,904	507	688	849	2,935	2,907	8.84	1.7	8,184	
BRUNSWICK J-6	15.6	4.48	39,966	8,921	17.1	23.1	12.8	19.3	13.4	32,046	7,153	10,655	687	5,340	3,389	825	4,244	1,856	6.07	5.0	9,568
BUCHANAN C-5	33.2	9.21	72,680	7,891	14.2	24.9	13.7	18.7	9.9	49,949	5,374	13,343	1,182	7,724	2,013	3,349	10,226	3,621	10.21	3	505
BUCKINGHAM H-5	10.4	3.15	24,514	7,782	13.4	22.4	12.5	16.8	13.5	9,421	2,991	2,254	136	2,078	115	230	1,620	1,936	4.14	1.4	7,321
CAMPBELL G-5	102.1	33.50	378,009	11,284	9.2	16.9	12.4	27.4	26.3	266,300	7,949	64,989	9,936	45,931	12,792	20,937	60,780	18,679	50.59	3.4	10,866
Lynchburg Lynchburg Metro Area	53.3	18.21	215,675	11,844	.....	.....	.....	.....	.....	214,428	11,775	48,840	7,843	39,768	12,009	18,034	51,064	14,728	.....	.....	.....
CAROLINE K-4†	14.1	4.02	38,561	9,592	10.1	23.1	14.5	22.1	18.7	18,705	4,653	3,636	389	1,791	198	329	3,949	5,326	5.42	1.2	5,715
CARROLL E-6	30.6	10.38	85,706	8,257	15.1	24.3	14.9	19.5	12.3	64,076	6,173	13,774	1,708	11,353	3,447	2,490	15,870	3,944	13.31	4.3	10,701
CHARLES CITY K-5	6.3	1.59	12,997	8,174	14.1	29.6	12.5	15.8	11.2	1,349	848	470	.....	711	.....	.....	1,35	2.18	.....	.....	.....
CHARLOTTE H-6	10.8	3.23	27,953	8,654	17.6	21.0	12.5	17.9	14.1	12,483	3,865	3,485	337	1,877	95	136	1,934	2,655	5.28	3.8	6,262
CHESAPEAKE L-6	94.2	28.01	329,131	11,750	6.7	14.6	13.3	29.8	28.8	108,365	3,869	42,015	5,126	7,930	643	2,141	6,168	12,329	42.61	5	7,451
Chesapeake	94.2	28.01	329,131	11,750	.....	.....	.....	.....	.....	108,365	3,869	42,015	5,126	7,930	643	2,141	6,168	12,329	.....	.....	.....
Norfolk-Virginia Beach-Portsmouth Metro Area	740.8	220.72	2,787,882	12,631	7.9	16.6	12.3	25.5	28.6	1,582,221	7,168	363,639	47,147	294,773	94,418	102,957	339,811	89,110	313.47	.....	.....
CHESTERFIELD J-5†	86.6	26.89	425,019	15,806	4.6	10.5	12.5	32.9	35.4	141,699	5,270	26,326	3,540	17,295	1,742	6,986	53,305	12,836	43.87	1.1	4,095
CLARKE J-2	7.9	2.55	32,899	12,902	10.7	19.1	12.7	23.3	23.8	13,348	5,235	3,939	476	899	407	242	2,456	1,865	4.13	4	9,665
CRAIG F-5	3.5	1.17	9,916	8,475	11.5	20.3	16.5	23.7	12.4	2,312	1,976	1,114	101	168	82	467	79	1.64	.7	1,476	
CULPEPER J-3	19.0	5.86	58,691	10,016	12.1	22.5	13.4	22.5	20.3	43,288	7,387	10,215	1,867	2,203	2,897	1,270	7,490	2,607	8.25	2.6	17,200
CUMBERLAND J-5	6.2	1.88	14,115	7,508	15.9	21.8	11.9	17.2	12.2	4,416	2,349	280	250	2,456	209	591	299	2.48	1.0	7,352	
DICKENSON H-6	17.7	5.28	32,451	6,146	19.5	23.2	13.0	13.4	3.5	19,321	3,659	4,579	367	2,023	742	731	5,405	1,586	5.03	1.1	1,104
DINWIDDIE J-6†	65.9	19.39	190,337	9,816	11.2	20.7	13.8	24.0	19.3	194,902	10,052	43,099	6,333	44,072	11,253	8,597	38,827	12,875	25.49	4.1	10,990
Petersburg	45.5	15.03	129,657	8,627	.....	.....	.....	.....	.....	186,010	12,376	40,673	5,985	42,066	11,253	8,471	36,085	10,637	.....	.....	.....
Petersburg-Colonial Heights-Hopewell Metro Area	139.5	38.94	380,908	9,782	8.8	19.4	13.7	26.8	23.0	298,104	7,655	74,776	10,306	52,001	13,445	13,820	57,284	24,243	55.37	.....	.....
ESSEX K-4	7.1	2.18	20,190	9,261	11.6	24.6	13.5	20.1	17.8	20,668	9,481	5,151	598	945	926	1,508	4,119	1,455	3.57	.7	4,574
FAIRFAX K-3†	533.9	158.05	3,231,261	20,445	2.1	5.1	5.2	18.8	66.3	1,254,949	7,940	299,140	54,669	183,777	42,798	59,878	215,702	85,959	268.04	.....	.....
Fairfax	22.4	6.62	129,782	19,605	.....	.....	.....	.....	.....	173,228	26,167	34,969	7,323	2,825	2,510	9,098	76,931	11,479	.....	.....	.....
FAUQUIER J-3†	27.0	8.22	101,379	12,333	10.1	18.7	12.6	23.0	27.1	59,841	7,280	12,058	2,144	4,993	1,224	1,593	12,592	7,931	1.3	.....	.....
FLOYD E-6	9.4	3.14	29,472	9,386	11.8	19.7	14.1	22.5	15.5	11,014	3,508	2,095	197	2,014	900	4,301	3,740	12.91	1.3	21,497	
FLUVANNA H-4	7.8	2.40	21,869	9,112	8.8	18.6	11.7	22.3	18.2	5,852	2,438	1,830	217	795	294	509	962	3.28	1.3	7,024	
FRANKLIN F-6	29.6	8.96	86,782	9,685	12.1	23.3	14.4	22.9	15.3	39,624	4,422	10,378	1,063	2,259	2,466	905	8,369	4,089	6.2	.....	.....
FREDERICK H-2	44.9	14.83	163,896	11,052	7.5	18.7	14.1	26.6	25.2	143,221	9,658	27,451	5,294	23,563	7,099	6,640	30,673	9,080	14.81	6.2	21,534
GILES E-5	16.2	5.33	48,522	9,104	9.0	27.4	15.0	22.5	12.8	32,381	6,075	10,402	1,102	2,932	298	1,477	9,850	2,747	8.15	1.8	12,767
GLOUCESTER L-5†	14.4	4.79	49,876	10,413	10.4	14.6	13.0	2													



# State, County, City, Metro Area Data

VIRGINIA

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Consumer Spendable Income—1973										Retail Sales—1973							Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	Population		Households		% Distribution of Families						Total Retail Sales—		By Selected Store Types									
	1/1/74 (000)	1/1/74 (000)	Per Household (\$)	Per Household (\$)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999	15000 and over	(\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto- motive (\$000)				Service Stations (\$000)	
LUNENBURG H-6.....	11.2	3.58	29,874	8,345	16.6	23.7	12.3	18.0	14.4	13,626	3,806	3,298	397	787	815	617	2,346	1,190	4.82	4.4	7,779	
MADISON H-3.....	8.8	2.75	23,634	8,594	15.0	20.6	12.8	19.2	14.8	8,572	3,117	1,817	120	1,818	198	1,429	1,044	3.57	1.6	10,626		
MATHEWS L-5.....	7.2	2.66	30,099	11,315	10.7	19.0	14.1	22.7	22.5	14,135	5,314	3,683	905	861	109	285	4,627	1,623	4.21	4	1,483	
MECKLENBURG H-6.....	32.5	10.19	85,299	8,371	14.6	21.7	13.2	18.6	12.9	70,669	6,935	15,921	2,201	6,745	1,792	3,085	17,070	9,244	12.34	9.7	18,864	
MIDDLESEX L-5.....	6.3	2.21	18,331	8,295	16.1	22.6	12.3	18.3	14.4	10,554	4,776	3,992	562	1,190	242	236	822	975	3.17	4	3,106	
MONTGOMERY E-5.....	62.9	18.57	207,482	11,173	8.9	19.1	14.4	25.1	24.1	126,715	6,824	32,897	3,459	11,194	5,253	5,727	33,802	11,163	26.75	2.1	10,422	
NELSON H-4.....	11.2	3.55	26,138	7,363	16.8	23.2	11.8	17.5	11.3	7,422	2,091	2,696	131	1,246	.....	221	1,570	1,056	4.71	1.2	5,457	
NEW KENT K-4.....	5.5	1.62	15,454	9,540	12.0	20.9	11.6	21.6	20.1	7,026	4,337	.....	.....	450	.....	.....	1,292	1,501	2.48	4	1,850	
NEWPORT NEWS <sup>(1)</sup>																						
L-6†.....	134.9	40.88	570,744	13,961	7.0	14.0	10.8	25.3	35.3	338,725	8,286	61,615	9,286	78,487	19,034	19,853	85,892	17,580	60.85	.....	.....	
Newport News†.....	134.9	40.88	570,744	13,961	.....	.....	.....	.....	.....	338,725	8,286	61,615	9,286	78,487	19,034	19,853	85,892	17,580	.....	.....	.....	
Newport News-Hampton Metro Area.....	343.4	102.99	1,366,890	13,272	6.7	14.4	12.0	26.8	33.3	745,377	7,237	170,054	21,021	154,171	30,678	40,871	164,927	46,714	152.63	.....	.....	
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined.....	1,084.2	323.71	4,154,772	12,835	7.5	15.9	12.3	25.9	30.1	2,327,598	7,190	533,693	68,168	448,944	124,996	143,828	504,738	135,824	466.10	.....	.....	
NORFOLK <sup>(2)</sup> L-6†.....	282.4	84.26	1,097,102	13,020	9.5	18.2	12.1	23.0	26.6	800,843	9,504	170,342	22,326	128,702	58,908	64,442	221,595	34,469	118.26	.....	.....	
Norfolk.....	282.4	84.26	1,097,102	13,020	.....	.....	.....	.....	.....	800,843	9,504	170,342	22,326	128,702	58,908	64,442	221,595	34,469	.....	.....	.....	
Norfolk-Virginia Beach-Portsmouth Metro Area.....	740.8	220.72	2,787,882	12,631	7.9	16.6	12.3	25.5	28.6	1,582,221	7,168	363,639	47,147	294,773	94,318	102,957	339,811	89,110	313.47	.....	.....	
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined.....	1,084.2	323.71	4,154,772	12,835	7.5	15.9	12.3	25.9	30.1	2,327,598	7,190	533,693	68,168	448,944	124,996	143,828	504,738	135,824	466.10	.....	.....	
NORTHAMPTON M-5†.....	15.7	5.35	33,616	6,283	22.8	25.0	10.0	10.8	8.4	32,943	6,158	11,065	957	2,918	1,451	1,362	4,495	2,332	6.51	1.3	15,721	
NORTHUMBERLAND L-4.....	8.9	3.12	28,880	9,256	14.8	20.3	12.4	17.1	18.7	9,665	3,098	3,210	364	1,232	144	142	1,878	979	4.89	1.4	4,392	
NOTTOWAY J-6†.....	13.8	4.37	40,845	9,347	11.3	20.5	12.2	24.2	18.5	32,194	7,367	7,839	1,161	3,217	853	1,713	10,361	2,241	6.53	1.4	6,013	
ORANGE J-4.....	16.0	5.25	45,689	8,703	14.1	24.0	13.6	21.5	13.4	38,906	7,411	9,512	1,778	3,802	604	1,810	10,136	2,430	6.80	8	11,153	
PAGE H-3.....	16.8	5.65	49,188	8,706	11.5	25.7	14.4	21.0	15.0	27,714	4,905	7,297	1,139	2,547	451	1,288	4,358	3,260	7.78	5	6,284	
PATRICK F-6.....	15.1	4.94	43,210	8,747	10.8	21.1	15.0	24.2	14.8	14,846	3,005	3,798	359	2,261	311	839	2,988	2,038	6.87	2.9	5,612	
PITTSYLVANIA <sup>(3)</sup> G-6.....	103.7	33.46	328,871	9,829	11.7	19.9	13.4	25.4	19.7	215,434	6,439	52,190	6,769	46,480	9,163	7,589	47,495	15,315	50.16	15.3	34,351	
Danville.....	46.9	16.54	172,842	10,450	.....	.....	.....	.....	.....	176,074	10,645	42,129	6,219	41,624	8,491	7,033	40,941	10,498	.....	.....	.....	
Danville Metro Area.....	103.7	33.46	328,871	9,829	11.7	19.9	13.4	24.2	19.7	215,434	6,439	52,190	6,769	46,480	9,163	7,589	47,495	15,315	50.16	.....	.....	
PORTSMOUTH <sup>(4)</sup> L-6†.....	107.6	35.45	388,230	10,951	8.7	16.9	13.0	25.5	25.8	243,312	6,864	68,571	8,043	48,425	13,369	16,710	55,106	12,137	49.05	.....	.....	
Portsmouth.....	107.6	35.45	388,230	10,951	.....	.....	.....	.....	.....	243,312	6,864	68,571	8,043	48,425	13,369	16,710	55,106	12,137	.....	.....	.....	
Norfolk-Virginia Beach-Portsmouth Metro Area.....	740.8	220.72	2,787,882	12,631	7.9	16.6	12.3	25.5	28.6	1,582,221	7,168	363,639	47,147	294,773	94,318	102,957	339,811	89,110	313.47	.....	.....	
Norfolk-Virginia Beach-Portsmouth; Newport News-Hampton Metro Areas Combined.....	1,084.2	323.71	4,154,772	12,835	7.5	15.9	12.3	25.9	30.1	2,327,598	7,190	533,693	68,168	448,944	124,996	143,828	504,738	135,824	466.10	.....	.....	
POWHATAN J-5.....	7.9	1.91	26,262	13,750	12.4	21.2	12.7	22.1	21.4	7,056	3,694	2,258	51	273	.....	43	2,356	651	3.11	4	5,433	
PRINCE EDWARD H-5.....	14.2	4.11	44,496	10,826	12.2	19.6	11.9	20.9	20.2	41,721	10,151	9,303	674	6,088	2,001	2,400	6,464	3,551	6.14	2.5	6,789	
PRINCE GEORGE <sup>(5)</sup> K-5†.....	73.6	19.55	190,571	9,748	6.6	17.6	13.9	29.4	26.7	103,202	5,279	31,677	3,973	7,929	2,192	5,223	18,457	11,368	29.88	1.2	5,004	
Colonial Heights.....	18.4	5.17	71,343	13,799	.....	.....	.....	.....	.....	30,925	5,982	12,365	1,795	902	76	1,175	4,074	3,118	.....	.....	.....	
Hopewell.....	24.1	6.65	89,315	13,431	.....	.....	.....	.....	.....	58,893	8,856	18,516	2,195	5,632	2,088	3,335	12,358	5,222	.....	.....	.....	
Petersburg-Colonial Heights-Hopewell Metro Area.....	139.5	38.94	380,908	9,782	8.8	19.4	13.7	26.8	23.0	298,104	7,655	74,776	10,306	52,001	13,445	13,820	57,284	24,243	55.37	.....	.....	
PRINCE WILLIAM J-3†.....	130.9	34.66	503,830	14,536	4.3	9.8	11.2	31.6	39.3	232,156	6,698	58,678	11,590	10,584	7,030	8,912	50,081	22,360	52.43	2.0	4,847	
PULASKI E-6.....	29.6	9.62	103,012	10,708	8.5	19.4	14.7	26.8	22.6	50,870	5,288	14,433	2,647	4,570	2,652	2,044	10,641	5,285	13.81	9	6,997	
RAPPAHANNOCK J-3.....	5.2	1.63	14,172	8,694	14.5	18.8	11.1	19.0	15.2	5,455	3,347	801	.....	1,032	.....	906	505	2.12	5	3,823		
RICHMOND L-4.....	5.5	1.76	14,896	8,464	13.6	19.9	12.9	22.0	15.1	14,795	8,406	4,402	190	1,299	398	797	3,900	31,996	3.35	8	3,886	
ROANOKE <sup>(6)</sup> F-5.....	189.8	64.66	758,149	11,725	7.9	16.3	13.0	27.9	28.5	605,848	9,370	111,025	22,361	87,590	28,259	25,693	102,957	31,996	104.05	9	6,983	
Roanoke.....	93.5	34.29	361,453	10,541	.....	.....	.....	.....	.....	372,326	10,858	60,567	17,472	64,283	23,277	20,052	66,252	20,820	.....	.....	.....	
Roanoke Metro Area.....	211.6	71.67	828,176	11,555	8.1	16.8	13.1	27.7	27.6	624,356	8,712	116,043	22,969	88,446	28,259	26,624	106,359	34,982	114.53	.....	.....	
Salem.....	22.6	7.26	87,521	12,005	.....	.....	.....	.....	.....	80,231	11,051	16,950	2,120	7,785	1,544	3,154	29,687	4,075	.....	.....	.....	
ROCKBRIDGE <sup>(7)</sup> G-4.....	30.3	9.46	93,844	9,920	9.8	21.7	14.0	24.2	19.6	52,864	5,588	11,863	2,243	3,902	2,393	2,477	11,587	7,014	13.47	2.5	9,763	
ROCKINGHAM <sup>(8)</sup> H-3.....	66.8	20.68	217,060	10,496	10.2	21.0	14.7	25.1	21.2	159,820	7,728	29,317	5,369	21,304	6,851	9,817	41,823	11,514	31.94	9.0	84,851	
RUSSELL C-6.....	23.6	7.14	58,446	8,186	15.0	19.4	13.1	20.5	13.3	25,409	3,529	7,395	802	4,400	492	1,121	6,352	2,421	9.25	6.5	11,987	
SCOTT B-6.....	23.8	7.63	59,622	7,814	13.6	20.9	13.2	19.2	11.2	30,457	3,992	6,824	878	3,125	504	1,923	7,804	3,601	9.54	10.1	9,435	
SHENANDOAH H-3.....	24.6	8.58	74,411	8,673	13.3	23.3	16.1	23.2	13.8	50,177	5,848	10,457	1,541									

# VIRGINIA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Agrinet of Virginia



Comprised of:

Interconnected Stations  
**WTTX**—Appomattox  
**WBLT**—Bedford  
**WKEX**—Blacksburg  
**WODI**—Brookneal  
**WNA**—Charlottesville  
**WQMC** (FM)—Charlottesville  
**WKEY**, **WKEY-FM**—Covington  
**WVS**—Crewe  
**WVS-FM**—Crewe  
**WDYA**—Danville  
**WEVA**—Emporia  
**WDDY**—Gloucester  
**WMNA**, **WMNA-FM**—Gretna  
**WKCY**—Harrisonburg  
**WLYA**—Lynchburg  
**Media Code 4 248 0020 9.00**  
 Business Office — Box 1230, Charlottesville, Va. 22902, Phone 804-977-1070.

**1. PERSONNEL**  
 Vice-Pres. & Farm Dir.—Bill Ray.  
**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.  
**4. AGENCY COMMISSION**  
 15%.

### TIME RATES

ET—Rec'd 1/8/74.  
 Farm news, market reports, Ag calendar & weather, Mon thru Fri 6-6:15 am & 12:15-12:30 pm, 1 min 90.00 (13-wk minimum).

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
**Media Code 4 248 0040 7.00**  
 Business Office—111 W. Washington, Chicago, Ill. 60602, Phone 312-782-8900.  
 New York—527 Madison Ave., New York, N. Y. 10022, Phone 212-355-3720.

### VIRGINIA STATE GROUP

Comprised of:  
**WKLV**—Blackstone  
**WODI**—Brookneal  
**WJZ**—Christiansburg  
**WDIC**—Clintwood  
**WKEY**—Covington  
**WFAX**—Falls Church  
**WGAT**—Gate City  
**WDDY**—Gloucester  
**WMNA**—Gretna  
**WOHN**—Herrington  
**WHHV**—Hillsville  
**WLES**—Lawrenceville  
**WREI**—Lexington  
**WVOD**—Lynchburg  
**WMEV**—Marion  
**WMVA**—Martinsville  
**WSIQ**—Mt. Jackson  
**WNVA**—Norton  
**WPYV**—Pulaski  
**WRIC**—Richlands  
**WGOE**—Richmond  
**WYTI**—Rocky Mount  
**WBLI**—Salem  
**WHLP**—South Boston  
**WKDW**—Stuart  
**WHEO**—Stuart  
**WFLM**—Suffolk  
**WRAR**—Tappahannock  
**WKBA**—Vinton  
**WNNT**—Warsaw  
**WYVE**—Wytheville

1 min 30 sec 123 98  
 All stations (D)

For complete listing see  
 Regional Networks & Groups



### Virginia Network

Comprised of:  
 Interconnected Stations  
**WTTX**—Appomattox  
**WBLT**—Bedford  
**WKEX**—Blacksburg  
**WODI**—Brookneal  
**WNA**—Charlottesville  
**WQMC** (FM)—Charlottesville  
**WKEY**, **WKEY-FM**—Covington  
**WVS**—Crewe  
**WVS-FM**—Crewe  
**WDYA**—Danville  
**WEVA**—Emporia  
**WDDY**—Gloucester  
**WMNA**, **WMNA-FM**—Gretna  
**Media Code 4 248 0057 1.00**  
 Business Office — Box 1230, Charlottesville, Va. 22902, Phone 804-977-1070.

**1. PERSONNEL**  
 Vice-Pres. & Mgr.—Bill Ray.  
 News Coordinator—Ray Carey.  
 Newscaster—Wells Junyea.  
**2. REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.  
**4. AGENCY COMMISSION**  
 15%.

### TIME RATES

ET—Rec'd 7/8/74.  
 Newscasts Mon thru Fri 6:45 & 7:45 am; 12:45, 4:45 & 5:45 pm, 1 min 80.00 (13-wk minimum).

### ABINGDON (1 AM; 1 FM)

Washington County—Map Location C-6  
 See SRDS consumer market map and data at beginning of the State.

### WBBI

1956

Subscriber to the NAB Radio Code  
**Media Code 4 248 0075 3.00**  
 Burley Broadcasting, Inc., Box 198, U. S. 11, Abingdon, Va. 21210, Phone 703-628-2147.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Lindy M. Seamon.  
**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1330 kc. Non-directional.  
 Operating schedule: 6:00 am-10:05 pm Mon thru Sat; 7:00 am-10:05 pm Sun. EST  
 Partial simulcast operation. Simulcast during news and special features. For non-simulcast facilities see WBBI-FM.  
**4. AGENCY COMMISSION**  
 15/8 time only.  
**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with MBS. Member: Farm Directors Radio Network.

### TIME RATES

No. 4 ET—Rec'd 4/4/66.  
**6. SPOT ANNOUNCEMENTS**  
 (6 am-6:30 pm daily)  
 1 min 30 sec 4.00 3.50 78 x 3.30 2.60  
 24 x 4.10 3.20 130 x 3.10 2.45  
 39 x 3.90 3.05 156 x 2.90 2.30  
 52 x 3.70 2.90 260 x 2.70 2.15  
 65 x 3.50 2.75 312 x 2.50 2.00  
 All spots over 312 times within contract year:  
 1 min 2.15 30 sec 1.65  
**10. SPECIAL FEATURES**  
 News service charge—per week, 40.00.

### WBBI-FM

1956

Subscriber to the NAB Radio Code  
**Media Code 4 248 0076 1.00**  
 Burley Broadcasting, Inc., Box 198, U. S. 11, Abingdon, Va. 21210, Phone 703-628-2147.  
 See affiliated AM station for additional information.

**1. PERSONNEL**  
 Commercial Manager—Thomas G. Boyd, Jr.  
**3. FACILITIES**  
 ERP 1,800 w.; 92.7 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 343 ft. above average terrain.  
 Partial simulcast operation. Operated separately all times except during news and special features. For simulcast facilities see WBBI.

### TIME RATES

60% of AM rates.

### ALEXANDRIA

Arlington County—Map Location K-3  
 See SRDS consumer market map and data at beginning of the State.

### See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

### ALTAVISTA (1 AM; 1 FM)

Campbell County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

### WKDE

1962

Subscriber to the NAB Radio Code  
**Media Code 4 248 0150 4.00**  
 Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517, Phone 804-369-5588.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WKDE, MUSIC: country music with gospel features

**1. PERSONNEL**  
 Gen'l & Sta. Mgr.—Les Woodley.  
**2. REPRESENTATIVES**  
 Southern Spot Sales, Inc.  
**3. FACILITIES**  
 1,000 w. days; 1000 kc.  
 Operating schedule: Sunrise-local sunset. EST.  
 Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WKDE-FM.  
**4. AGENCY COMMISSION**  
 15/8.  
**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES NATIONAL AND LOCAL RATES SAME

ET 3/1/70—Rec'd 3/31/70.  
**6. SPOT ANNOUNCEMENTS**  
 1 min 6.00 5.50 5.00 4.50 4.00 3.50 3.00  
 30 sec 5.00 4.50 4.00 3.50 3.00 2.50 2.00  
 10 sec 3.00 2.75 2.50 2.25 2.00 1.75 1.50  
**7. PACKAGE PLANS**  
 PER WK: 10 tl 15 tl 20 tl 25 tl 30 tl  
 1 min 5.00 4.50 4.00 3.50 3.00  
 30 sec 4.00 3.50 3.00 2.50 2.00  
 10 sec 2.50 2.25 2.00 1.75 1.50

### WKDE-FM

1969

Subscriber to the NAB Radio Code  
**Media Code 4 248 0151 2.00**  
 Altavista Broadcasting Corp., Box 512, Lola Ave., Altavista, Va. 24517, Phone 804-369-5588.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 3,000 w.; 105.5 mc.  
 Operating schedule: 6 am-11 pm. EST.  
 Antenna ht.: 200 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WKDE.

### TIME RATES

Rates are identical to WKDE. See that listing.

### APPOMATTOX

Appomattox County—Map Location H-5  
 See SRDS consumer market map and data at beginning of the State.

### WTTX

1974

Subscriber to the NAB Radio Code  
**Media Code 4 248 0188 4.00**  
 WTTX Radio, Inc., Box 637, Appomattox, Va. 24522, Phone 804-332-8553.

**STATION'S PROGRAMMING DESCRIPTION**  
 WTTX, MUSIC: Country, gospel, rock & big band.  
**1. PERSONNEL**  
 General Manager—Ray Sheppard.  
**2. REPRESENTATIVES**  
 Southern Spot Sales, Inc.  
**3. FACILITIES**  
 1,000 w.; 1280 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 None; all rates net to station.  
**5. GENERAL ADVERTISING** See Coded regulations. Accepts AAAA copyrighted contract. Affiliated with American Contemporary Network. Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

ET 5/1/74—Rec'd 5/8/74.  
**6. SPOT ANNOUNCEMENTS**  
 PER YR. CONTRACT: 1-300 600+ 900+ 1200+  
 1 min or less, ea. 2.00 1.75 1.50 1.30  
 PER MO, ROS: 1 tl 26 tl 51 tl 76 tl 100+  
 1 min or less, ea.: 2.00 1.75 1.65 1.50 1.25  
**7. PACKAGE PLANS**  
 ROS, 7-DAY MINIMUM: 1 min 30 sec 5 per day, ea. 1.40 1.20  
 Sta brk pkg—25 20-sec/1 day, flat 25.00.  
**10. SPECIAL FEATURES**  
 PER MO, ROS: Flat  
 National & state news, 30 sec/5 per day 175  
 Local news, 30 sec/1 per day 30  
 Weather, 30 sec/4 per day 100  
 Time signals, 10 sec/3 per day 70

### ARLINGTON

Arlington County—Map Location K-3  
 See SRDS consumer market map and data at beginning of the State.

### See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Spring, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

### ASHLAND (1 AM; 1 FM)

Hanover County—Map Location J-4  
 See SRDS consumer market map and data at beginning of the State.

### THE FARMERS MARKET

Tobacco-Cotton  
 Soybeans-Livestock  
 Peanuts

We cover over 90% of the Southeast with each crop radio network.



Call collect 919-832-8885 or write Box 1988, Raleigh, NC 27602

### WIVE

1961

NAB

Subscriber to the NAB Radio Code  
**Media Code 4 248 0225 4.00**  
 Christian Enterprises, Inc., Box 273, Ashlake Rd., Ashland, Va. 23005, Phone 804-798-4711.

**STATION'S PROGRAMMING DESCRIPTION**  
 WIVE: Variety gospel, religious music.  
**1. PERSONNEL**  
 Pres., Exec. Dir. & Sales Mgr.—James N. Birkitt.  
**2. REPRESENTATIVES**  
 Hal Walton Co.  
**3. FACILITIES**  
 1,000 w. days; 1430 kc. Non-directional.  
 Operating schedule: 6:00 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 15% on time only; no cash discount.  
**5. GENERAL ADVERTISING** See coded regulations. Does not accept AAAA copyrighted contract.

### TIME RATES

ET 8/13/73—Rec'd 10/1/73.  
**6. SPOT ANNOUNCEMENTS**  
 1 min 6.75 6.40 6.05 5.70 5.50 4.85 4.40  
 30 sec 4.35 4.00 3.85 3.60 3.35 2.05 1.75  
**7. PACKAGE PLANS**  
 SPOT PACKAGES 1 min 30 sec  
 15-50 tl, within 1 wk. 4.35 2.80  
 6 10-second break spots per day (ROS) 7 days per wk. per mo. 210.00

### WIVE-FM

1967

NAB

Subscriber to the NAB Radio Code  
**Media Code 4 248 0226 2.00**  
 Christian Enterprises, Inc., Box 273, Ashland, Va. 23005, Phone 804-798-8484.  
 See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 3,000 w.; 100.1 mc. Stereo.  
 Operating schedule: 24 hours daily. EST.  
 Antenna ht.: 300 ft. above average terrain.

### TIME RATES

Rates are identical to WIVE. See that listing.

### BASSETT

Henry County—Map Location F-6  
 See SRDS consumer market map and data at beginning of the State.

### WODY

1960

Subscriber to the NAB Radio Code  
**Media Code 4 248 0300 3.00**  
 WODY, Inc., Drawer 231, North Bassett, Va. 24055, Phone 804-629-2509.

**STATION'S PROGRAMMING DESCRIPTION**  
 WODY: top 50 C & W music.  
**1. PERSONNEL**  
 President—E. Arnold Terry.  
**3. FACILITIES**  
 500 w. days; 900 kc.  
 Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations. Does not accept AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 6 ET 9/1/73—Rec'd 9/21/73.  
**6. SPOT ANNOUNCEMENTS**  
 1 MIN, ROS: 1x 10x 20x 40x 90x  
 Ea 5.00 4.95 4.85 4.70 4.55  
 145x 290x 580x 1000x  
 Ea 4.25 4.10 3.75 3.25  
 30 sec 3.85 3.50 3.40 3.20 3.00 2.80  
 20 sec 3.35 3.10 2.90 2.65 2.55 2.40  
 30 sec 2.90 580x 980x 1180x 1580x 2000x  
 20 sec 2.30 2.10 2.00 1.80 1.60 1.50  
 Specified time, extra 20%.

### BEDFORD

Bedford County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

### WBLT

1950

NAB

Subscriber to the NAB Radio Code  
**Media Code 4 248 0375 7.00**  
 Bedford Broadcasting Corp., Box 506, Bedford, Va. 24523, Phone 703-586-8245.

**1. PERSONNEL**  
 General Manager—J. E. Eymann.  
**3. FACILITIES**  
 1,000 w. days; 1350 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
 None; agencies add commissions to rates shown.  
**5. GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 9 ET 6-1/74—Rec'd 5/28/74.  
**6. SPOT ANNOUNCEMENTS**  
 1x 50x 150x 250x 750x 1500x 2500+  
 1 min 4.50 3.50 2.70 2.40 2.00 1.75 1.65  
 30 sec 3.60 2.80 1.80 1.50 1.25 1.15 1.10  
 15 sec 50% of 30-sec (minimum 90).  
**7. PACKAGE PLANS**  
 PER WK: 18 tl 24 tl 36 tl 48 tl  
 1 min 3.50 3.25 2.75 2.50  
 30 sec 2.50 2.25 1.75 1.50



# BIG STONE GAP

Wise County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

## WLSD

1953

Media Code 4 248 0450 8.00  
Gap Broadcasting Co., Interment Hgts., Big Stone Gap, Va. 24219. Phone 703-523-1709.

### STATION'S PROGRAMMING DESCRIPTION

WLSD: Middle of the Road.

1. PERSONNEL  
Pres. & Mgr.—W. H. Wren.
2. FACILITIES  
1,000 w. days; 1230 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
3. AGENCY COMMISSION  
15%.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.
5. NATIONAL AND LOCAL RATES SAME  
ET 5/1/69—Rec'd 4/14/69.
6. SPOT ANNOUNCEMENTS  
1 min 30 sec 2.50 2.00

# BLACKSBURG (1 AM; 1 FM)

Montgomery County—Map Location E-5.  
See SRDS consumer market map and data at beginning of the State.

## WKEX

1969

Media Code 4 248 0500 6.00  
William B. Matthews, 1501 Lark Lane, N. W. Blacksburg, Va. 24060. Phone 703-552-2252.

1. PERSONNEL  
Manager—Donald L. Fleeger.
2. FACILITIES  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
3. AGENCY COMMISSION  
15%; after 90 days, 1%.
4. GENERAL ADVERTISING See coded regulation  
Accepts AAAA copyrighted contract.  
Member: Agrinet of Virginia, Virginia Network.
5. NATIONAL AND LOCAL RATES SAME  
No. 5 ET 1/1/74—Rec'd 2/4/74.  
A—6:30-9 am & 4-6 pm, guaranteed.  
B—BTA.
6. PACKAGE PLANS  
CLASS A  
PER MO: 1 ti 25 ti 41 ti 61 ti 100+  
1 min 2.30 2.85 2.50 2.35 2.30  
30 sec 2.30 2.20 2.10 1.95 1.80  
CLASS B  
1 min 2.50 2.35 2.20 2.05 1.90  
30 sec 2.00 1.90 1.80 1.65 1.50  
DISCOUNT  
13+ wk—10%  
CLASS A  
PER WK: 10 ti 20 ti 30 ti  
1 min 35 47 66  
30 sec 20 39 54  
CLASS B  
1 min 22 41 57  
30 sec 18 33 45

## WVTV (FM)

1964

Media Code 4 248 0525 7.00  
Blacksburg-Christiansburg Broadcasting Co., Box 81, Blacksburg, Va. 24060. Phone 703-382-4994.

1. PERSONNEL  
General Manager—Lewis H. Bagwell, Jr.
2. REPRESENTATIVES  
Southern Spot Sales, Inc.
3. FACILITIES  
ERP 2,900 w.; 104.9 mc. Stereo.  
Operating schedule: 5 am-midnight. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Suburban Radio Group.  
Affiliated with American Contemporary Network.
6. NATIONAL AND LOCAL RATES SAME  
No. 2 ET 4/1/73—Rec'd 12/7/73.
7. PACKAGE PLANS  
ROS, 30 DAYS: 1 ti 10 ti 25 ti 50 ti 100 ti  
1 min 2.75 2.50 2.25 2.00 1.75  
30 sec 2.25 2.00 1.75 1.50 1.25  
6+ mo firm contract, 10% discount.

# BLACKSTONE

Notoway County—Map Location J-8  
See SRDS consumer market map and data at beginning of the State.

## WKLV

1947

Media Code 4 248 0600 8.00  
Blackstone Broadcasting Corp., Drawer 192, Blackstone, Va. 23824. Phone 804-292-4146.

1. PERSONNEL  
General Manager—John M. Williams.
2. FACILITIES  
5,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.
3. AGENCY COMMISSION  
None; all rates net to station. 15th following month.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.
5. TIME RATES  
No. 7 ET 4/73—Rec'd 8/13/73.
6. SPOT ANNOUNCEMENTS  
PER MO: 1 min 30 sec \*15 sec  
Flat 3.50 2.50 1.50  
(\* ROS, max 40 wds.)

1 MINUTE OR LESS  
PER MO: 24 ti 48 ti 72 ti 96 ti 120 ti 144 ti 168 ti  
Discount: 10% 15% 20% 25% 30% 35% 40%  
15 sec not included in 24 & 48 ti.

# BLUEFIELD

Tazewell County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

## WKJC (FM)

1966

Media Code 4 248 0600 8.00  
Kenneth J. Crosthwait, 132 Stockton St., Bluefield, Va. 24605. Phone 703-826-1063.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Kenneth J. Crosthwait.
2. FACILITIES  
ERP 3,000 w.; 106.3 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 150 ft. above average terrain.
3. AGENCY COMMISSION  
15% on time only; payable when rendered.
4. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and MBS.
5. TIME RATES  
No. 1 ET 10/1/70—Rec'd 12/31/70.
6. SPOT ANNOUNCEMENTS  
PER WK: 3 ti 10 ti 15 ti 30 ti 40 ti 50 ti  
1 min 3.00 2.50 2.25 2.00 1.80 1.60  
30 sec 2.50 2.00 1.75 1.50 1.35 1.25  
10 sec 1.50 1.25 1.13 1.00
7. PACKAGE PLANS  
PER YR EA: 1 min 30 sec 1 min 30 sec  
780 x 2.00 1.50 1560 x 1.60 1.25

# BRISTOL (3 AM; 1 FM)

Washington County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## WFHG

1948

Media Code 4 248 0750 1.00  
Bristol Broadcasting Co., Box 799, Valley Dr., Bristol, Va. 24201. Phone 703-689-8112.

1. PERSONNEL  
General Manager—W. L. Niblinger.  
Commercial Manager—Jack Martin.  
Program Director—Bill Hagy.
2. REPRESENTATIVES  
McGarren-Guild, Inc.
3. FACILITIES  
5,000 w. days, 1,000 w. nights; 980 kc.  
Directional—night only.
4. AGENCY COMMISSION  
15/0 time only.
5. GENERAL ADVERTISING See coded regulations  
General: 4a.  
Rate Protection: 15b.  
Basic Rates: 28a, 32a.  
Contracts: 45.  
Comb.; Cont. Discounts: 60a.  
Affiliated with American Contemporary Network.
6. TIME RATES  
No. 5 ET 8/1/71—Rec'd 9/2/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sat 7 pm-midnight; Sun all day.
7. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA 16 15 13  
A 13 12 10 8  
B 10 9 7 5  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.
8. PACKAGE PLANS  
PER WK, 1 MIN: Ea 12  
12 ti (AAA, 5A, 3B) 12  
18 ti (6AA, 7A, 5B) 10  
24 ti (9AA, 10A, 5B) 9  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min. (D)

## WKYE

1962

## WKYE-FM

1946

# Country Music Network



Charles Bernard  
Company, Inc.

Media Code 4 248 0825 1.00  
Highland Development Corp. of Bristol, Box 706, 1009 W. State St., Bristol, Va. 24201. Phone 703-469-1550.

1. PERSONNEL  
Gen'l Mgr. & News Dir.—Charles J. McGuire.  
Com'l Mgr. & Sports Dir.—Harry S. Scherer, Jr.  
Women's & Farm Dir.—Freda Blackford.
2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
South—David Carpenter Company.
3. FACILITIES  
1,000 w. days; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 10,000 w. (horiz.), 10,000 w. (vert.); 96.9 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 2,210 ft. above average terrain.  
Simulcast 6 am-local sunset.
4. AGENCY COMMISSION  
15% time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 4a.  
Rate Protection: 15b.  
Basic Rates: 28a, 32a.  
Contracts: 45.  
Comb.; Cont. Discounts: 60a.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 4 ET Rec'd 2/15/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun noon-7 pm.  
A—Mon thru Fri 10 am-3 pm; Mon thru Sun 7 pm-midnight; Sat thru Sun 6 am-noon.  
B—Mon thru Sun midnight-6 am.

## 6. SPOT ANNOUNCEMENTS

WK, FIXED: 1 ti 12 ti 24 ti 1 ti 12 ti 24 ti  
1 min 14.00 12.25 10.50 12.25 10.50 8.50  
30 sec 10.50 9.25 7.80 9.25 7.80 6.00  
10 sec 7.00 6.25 5.25 6.25 5.25 4.00  
B: Flat, 2.50

## 7. PACKAGE PLANS

YR. BULK: 500x 1000x 1500x 500x 1000x 1500x  
1 min 10.50 9.25 8.50 8.50 7.25 6.00  
30 sec 7.80 6.80 6.00 6.00 5.25 4.25  
10 sec 5.25 4.75 4.00 4.00 3.60 2.80  
B: Flat, 2.50 (D)

## WOPI

1929

BRISTOL, TENN.

## RAB

(This is a duplicate of the listing appearing under Bristol, Tenn.)  
Media Code 4 244 0700 5.00

Thomas Ray Tolar, Sr., owner, dba Radio Station WOPI, 1234 W. State St., Bristol, Tenn. 37620. Phone 615-764-5131.

### STATION'S PROGRAMMING DESCRIPTION

WOPI: Programmed for adults.  
AIR PERSONALITIES handle all segments. MUSIC, current & past hits 5 am-7 pm. Women's show with live interviews & audience participation 9:05-10 am. Tele/talk program 7:05-8 pm. Country music 8 pm-1 am. NEWS: local 5-min at :55; network at :60. SPORTS: U football & basketball, World Series, NASCAR races, local high school basketball & baseball & football. Contact Representative for further details. Rec'd 4/13/73.

## 1. PERSONNEL

General Manager—Ray Tolar.  
Operations Manager—Tom Tolar.  
Commercial Manager—John C. Thomas.

## 2. REPRESENTATIVES

The Dervy Organization, Inc.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 28, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60b, 60k, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.

### TIME RATES

No. 21 ET 4/1/73—Rec'd 4/13/73.

## 7. PACKAGE PLANS

PER WK: 6 ti 12 ti 18 ti 24 ti 30+  
1 min 10.00 8.00 7.00 6.00 5.00  
30 sec 8.00 6.40 5.60 4.80 4.00  
10 sec 5.00 4.00 3.50 3.00 2.50

## 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min  
Ea 90 48 36 18  
DISCOUNT  
52 wk—10% (D)

## WZAP

1946

BRISTOL, VA.

JAMES S. AYERS COMPANY, INC.  
Southern Representative

Media Code 4 248 0935 8.00  
690 Radio, Inc., Box 1038, Bristol, Va. 24201. Phone 703-466-2201.

STATION'S PROGRAMMING DESCRIPTION  
WZAP: MUSIC: 100% Modern contemporary country with director & disk jockeys. NEWS: 5 min network at :60 & :30; local weather & sports 8 am-noon & 5 pm. Contact Representative for further details. Rec'd 10/31/73.

## 1. PERSONNEL

President—James S. Ayers.  
Station Manager—Al Morris.  
Program Director—Dave Cheek.

## 2. REPRESENTATIVES

Mecker Radio, Inc.  
Regional—James S. Ayers Company, Inc.

## 3. FACILITIES

10,000 w. days; 690 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

## 4. AGENCY COMMISSION

15/0. All bills payable when rendered.

## 5. GENERAL ADVERTISING See coded regulations

General: 2a, 3a, 4a, 5.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21b, 21d, 22a, 22b, 23a, 24c.  
Contracts: 40a, 41, 45, 46, 47a, 51a.  
Comb.; Cont. Discounts: 60f, 60i.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

No. 2 ET 8/15/71—Rec'd 8/5/71.

# VIRGINIA

## 6. SPOT ANNOUNCEMENTS

FIXED POSITION  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min 14.00 13.50 13.00 12.00  
30 sec 13.00 11.50 10.00 9.00  
BTA  
1 min 13.00 12.50 12.00 10.00  
30 sec 11.00 10.50 9.00 7.00  
10 sec: 50% of 1-min. (D)

# BROOKNEAL

Campbell County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WODI

1965

Media Code 4 248 0975 4.00  
WODI Inc., Box 518, Radio Road, Brookneal, Va. 24528. Phone 804-376-2288.

## 1. PERSONNEL

Gen'l Sta., Sales Mgr. & Prog. Dir.—Graham L. Jones.

## 3. FACILITIES

1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 6 am-7 pm daily. EST.

## 4. AGENCY COMMISSION

None; agencies add commission to rates shown.

## 5. GENERAL ADVERTISING See coded regulations

Affiliated with KBB.  
Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.

## NATIONAL AND LOCAL RATES SAME

No. 2 ET 6/1/73—Rec'd 5/14/73.

## 7. PACKAGE PLANS

PER WK: 1 ti 10 ti 20 ti 40 ti 70 ti 100 ti  
30 sec 2.25 1.80 1.60 1.40 1.20 1.00  
1 min 3.00 2.40 2.10 1.80 1.50 1.30  
Must be used within 7 days.  
PER MO: 60 ti 100 ti 150 ti 200 ti 300 ti  
30 sec 1.70 1.50 1.35 1.20 1.00  
1 min 2.20 2.00 1.75 1.50 1.30  
Must be used within 31 consec days.  
PER YR: 312x 780x 1800x 1800x 2400x  
30 sec 1.50 1.40 1.30 1.15 1.00  
1 min 2.00 1.85 1.70 1.50 1.30  
Use on demand within 12 months.  
20 sec: 80% of 30-sec, minimum 4 a day 1.00 ea;  
50+ 10-sec spots per wk, .75 ea.  
Specified times, extra 20%.

# CHARLOTTEVILLE (3 AM; 2 FM)

Albemarle County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

## WCCV (FM)

1960

Subscriber to the NAB Radio Code  
Media Code 4 248 1050 5.00  
Clay Broadcasting Corp. of Virginia, Box 5387, Charlottesville, Va. 22903. Phone 804-977-5566.  
See affiliated AM station for additional information.  
AM facilities: WCHV.

## 1. PERSONNEL

Operations Manager—William Avery.

## 3. FACILITIES

ERP 50,000 w.; 97.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 450 ft. above average terrain.

## NATIONAL AND LOCAL RATES SAME

No. 3 ET 2/1/73—Rec'd 2/2/73.

## 6. SPOT ANNOUNCEMENTS

FIXED  
1 min 0.00 5.75 5.50 5.25 5.00 4.50 4.25 4.00  
30 sec 4.80 4.60 4.40 4.20 4.00 3.60 3.40 3.20

## PROGRAM TIME RATES

1 hr 4.50 4.25 4.00 3.75 3.50 3.25 3.00 2.75  
30 sec 3.60 3.40 3.20 3.00 2.80 2.60 2.40 2.20  
1 hr 40 38 36 33 31 29 26  
1/2 hr: 60% of hr. 10 min: 30% of hr.  
1/4 hr: 40% of hr. 5 min: 25% of hr.

## 10. SPECIAL FEATURES

News at :15—applicable 5-min rate.

## WCHV

1929

Subscriber to the NAB Radio Code  
Media Code 4 248 1125 5.00  
Clay Broadcasting Corp. of Virginia, Box 5387, Charlottesville, Va. 22903. Phone 804-977-5566.

## 1. PERSONNEL

President—Lyle B. Clay.  
Exec. V.-P. & Gen'l Mgr.—W. Edward McClenahan.  
Program Director—Edward Owens.

## 2. REPRESENTATIVES

Savall/Gates, Inc.  
Cleveland, Pa., Md.—Dome & Associates, Inc.

## 3. FACILITIES

5,000 w. days; 1,000 w. nights; 1260 kc.  
Directional.

## 4. AGENCY COMMISSION

15/0 time only; monthly.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 21b, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 33a.  
(This listing continues on next page)

# VIRGINIA

## Charlottesville—WCHV—Continued

Contracts: 40c, 41, 42a, 46, 47a, 48, 50, 51b.  
Comb.; Cont. Discounts: 60a, 60d, 60g, 60k, 61b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM Facilities: WCOV (FM).  
Affiliated with American Entertainment Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 15 ET 10/1/74—Rec'd 9/3/74  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Fri 11 pm-8 am.

SPOT ANNOUNCEMENTS		FIXED POSITION	
1 MINUTE		1 MINUTE	
PER YR:	52x	156x	260x
PER WK:	11	6	12
AAA	12.00	12.00	11.00
AA	11.00	10.25	9.50
A	7.50	7.00	6.50
B	4.00	3.50	3.00

30 SECONDS		1 MINUTE	
AAA	10.40	9.60	8.80
AA	8.80	8.20	7.60
A	6.00	5.60	5.20
B	3.20	2.80	2.40

10 sec: 50% of 1-min.  
(\*) Advanced contractual agreement only.

### 7. PACKAGE PLANS

ROS/BTA IMPACT PLAN

EA:	10	10	20	40	100	1200
1 min	6.00	5.75	5.50	5.00	5.00	4.75
30 sec	4.80	4.60	4.40	4.00	4.00	3.80
10 sec	3.25	2.90	2.75	2.50	2.50	2.40

WEEKEND PLAN—FRI 8 PM-MON 6 AM—ROS  
20+, 1 min. 4.25 20+, 30 sec. 3.25

## WELK

1957



Subscriber to the NAB Radio Code  
Media Code 4 248 1200 6.00  
WELK, Inc., Box 1294, Charlottesville, Va. 22902.  
Phone 804-977-5091.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert W. Stroh.  
Station Manager—John W. Powell, Jr.
- REPRESENTATIVES**  
Meeker Radio, Inc.  
Atlanta, Dallas—Busby, Finch and Woods, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 6-1 am EST.
- AGENCY COMMISSION**  
15% on time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b.  
Contracts: 40a, 45.  
Cancellation: 71a.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 6/1/74—Rec'd 4/30/74.  
AA—6-9 am & 4-6:30 pm.  
A—9 am-4 pm & 6:30 pm—sign-off.

SPOT ANNOUNCEMENTS		1 WEEK		1 MONTH	
PER WK:	1 min	30 sec	10 sec	1 min	30 sec
11	11.40	9.35	6.50	8.50	6.95
6	11.00	8.80	6.35	8.25	6.60
13+	10.60	8.50	6.25	7.90	6.25

13 WEEKS		26 WEEKS		52 WEEKS	
11	10.20	8.20	6.00	7.50	6.00
6	9.75	7.80	5.90	7.30	5.80
13+	9.30	7.50	5.60	6.95	5.50

26 WEEKS		52 WEEKS	
11	9.30	7.50	5.60
6	9.00	7.20	5.40
13+	8.60	6.80	5.10

52 WEEKS		ROS	
11	8.20	6.50	4.80
6	7.75	6.25	4.70
13+	7.35	6.10	4.50

PER WK:		10		20		40	
1 min	5.50	5.15	4.80	4.45	4.10	3.80	3.45
30 sec	4.50	4.10	3.80	3.45	3.10	2.80	2.45
10 sec	3.25	2.95	2.65	2.35	2.05	1.75	1.45

(\*) or 100+ in 30 days.

## WINA

1949



Subscriber to the NAB Radio Code  
Media Code 4 248 1275 8.00  
Charlottesville Broadcasting Corp., Box 1230, 4th and Main Sts., Charlottesville, Va. 22902. Phone 804-296-6177.

- PERSONNEL**  
President—Laurence E. Richardson.  
Exec. Vice-Pres. & Gen'l Mgr.—Olin Rose.  
Vice-Pres./Prog. & Farm Dir.—Bill Ray.

## 2. REPRESENTATIVES

- PRO Time Sales, Inc.**
- FACILITIES**  
800 w.; 1070 kc. Directional night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 25a, 26b, 28c.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 47a, 48, 50, 51b.  
Comb.; Cont. Discounts: 60a, 62a, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WQMC (FM).  
Affiliated with CBS.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 22 ET 8/1/74—Rec'd 7/12/74.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm.  
B—Mon thru Fri 10 am-3 pm, Sat & Sun 5:30 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.  
D—Mon thru Sun midnight-5:30 am.

SPOT ANNOUNCEMENTS		AA		A	
WKLY:	YRLY:	1 min	30 sec	1 min	30 sec
11	11	12.50	10.00	10.50	8.40
5	5	11.50	9.20	9.75	7.80
10	10	10.50	8.40	9.00	7.20
20	20	8.25	6.60	8.25	6.60
40	40	7.50	6.00	7.50	6.00

B		C	
11	11	7.50	6.00
5	5	7.00	5.60
10	10	6.50	5.20
20	20	6.00	4.80
40	40	5.50	4.40

D		E	
1 min	3.00	30 sec	2.40

### 7. PACKAGE PLANS

WKLY, TAP, EA:

5	10	15	20	25	30
1 min	7.00	5.60	6.50	5.00	4.00
30 sec	5.20	4.10	4.75	3.60	2.80
15	6.25	5.00	6.00	4.80	3.60
20	5.50	4.40	5.50	4.40	3.30

ROS, PER WK:

11	5	10	20	25	30
1 min	6.00	5.75	5.50	5.25	4.50
30 sec	4.80	4.60	4.40	4.20	3.60

(\*) In 30 days.  
WEEKEND PLAN—ROS—FRI 9 PM-MON 5:30 AM  
20+, 1 min. 4.00 20+, 30 sec. 3.00

- SPECIAL FEATURES**  
Farm—Mon thru Fri 5:30-6:30 am & 12:15-1 pm.  
1 min. 7.00 30 sec. 7.20

## WQMC (FM)

1954



Subscriber to the NAB Radio Code  
Media Code 4 248 1276 6.00  
Charlottesville Broadcasting Corp., Box 1230, 4th & Main Sts., Charlottesville, Va. 22902. Phone 804-296-6177.

- See affiliated AM station for additional information. AM facilities: WINA.**
- FACILITIES**  
ERP 2,800 w.; 95.3 mc. Stereo.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 190 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with CBS.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

No. A-1 ET 6/1/73—Rec'd 5/31/73.  
AAA—Mon thru Sat 6-9 am & 3-7 pm.  
AA—Mon thru Sat 9 am-3 pm & 7-9 pm.  
A—Mon thru Sat 9 pm-midnight; Sun all day.

SPOT ANNOUNCEMENTS		11		12		18		24	
PER WK:	AAA	8.00	7.50	7.00	5.00	6.00	4.00	5.00	3.00
AA	7.00	6.50	6.00	4.00	5.00	4.50	4.00	3.00	2.00
A	5.00	4.50	4.00	3.00	4.00	3.50	3.00	2.00	1.00

### 7. PACKAGE PLANS

WEEKLY SATURATION PLANS—  
1/3AAA, 1/3AA, 1/3A

PER WK, PLAN	30	12	18	24	6
1 min, ea.	4.00	4.50	5.00	6.00	7.00

YEARLY CONTRACTS—1/3AAA, 1/3AA, 1/3A

1 min, ea.	1000x	500x	250x
2.50	4.00	2.00	1.00

PER WKND: WEEKEND PLANS

1 min, ea.	10	20	30
2.00	1.50	1.00	1.00

Scheduled 7 pm Fri, all day Sat & Sun.

### ALL NIGHT SHOW

WKLY:	7	14	21	28
1 min, ea.	2.00	1.75	1.50	1.00

To be equally rotated between midnight-6 am.

- SPECIAL FEATURES**  
5-min newscast—1-min rate plus 3.00.  
2-min newscast—1-min rate plus 1.00.

## CHASE CITY

Mecklenburg County—Map Location H-6  
See SRDS consumer market map and data at beginning of the State.

## WMEK

1959



Subscriber to the NAB Radio Code  
Media Code 4 248 1350 9.00  
Mecklenburg Broadcasting Co., Inc., 512 N. Main St., Chase City, Va. 23924. Phone 804-372-3141.

- STATION'S PROGRAMMING DESCRIPTION**  
WMEK: Programmed for general interest.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Arthur A. Moran, Jr.

## 3. FACILITIES

- 500 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Tobacco Radio Network.

### TIME RATES

SPOT ANNOUNCEMENTS		ET		Rec'd 7/2/68.	
1 min	4.50	4.00	3.75	3.00	2.60
30 sec	3.00	2.80	2.70	2.50	2.30
10 sec	1.60	1.50	1.40	1.25	1.15

## CHATHAM

Pittsylvania—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

## WKBY

1966

Media Code 4 248 1425 9.00  
Pittsylvania County Broadcasters, Inc., Hwy. 29 S., Chatham, Va. 24531. Phone 804-432-8108.  
Danville phone 804-793-1344.

- STATION'S PROGRAMMING DESCRIPTION**  
WKBY: 100% modern country & western music.
- PERSONNEL**  
General Manager—Marla C. Reynolds.
- REPRESENTATIVES**  
National Times Sales.  
Southern Spot Sales, Inc.

- FACILITIES**  
1000 w.; 1080 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST. DST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

### TIME RATES

SPOT ANNOUNCEMENTS		ET 6/1/66		Rec'd 8/25/66.	
1 min	4.50	3.50	2.80	3.50	3.80
30 sec	4.30	3.30	3.12	3.40	3.40
28 x	4.10	3.10	2.80	3.20	3.20
52 x	4.00	3.00	2.80	3.10	3.10
104 x	3.80	2.80	2.60	3.00	3.00
156 x	3.60	2.60	2.40	2.80	2.80

10-second spots, each. 1.50

## CHESAPEAKE

Chesapeake County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth (including Chesapeake, Suffolk, Virginia Beach)

and  
Newport News-Hampton

## CHESTER

Chesterfield County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

See Richmond (including Highland Springs, Chester)

## CHRISTIANSBURG

Montgomery County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WJJJ

1954



Media Code 4 248 1575 1.00  
Blacksburg-Christiansburg Broadcasting Co., Box 30, Christiansburg, Va. 24073. Phones 703-382-4993, 4994.

- PERSONNEL**  
General Manager—Lewis Bagwell, Jr.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Suburban Radio Group.

### TIME RATES

SPOT ANNOUNCEMENTS		No. 6 ET 6/1/74—Rec'd 6/3/74.	
MO/30 DAYS:	11	10	25
1 min	5.75	5.25	4.75
30 sec	4.50	4.25	4.00
15 sec	3.60	3.50	3.40

Specified times, per spot extra, .50.

## CLIFTON FORGE

Allegheny County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

## WXCF

1973



Media Code 4 248 1600 7.00  
Allegheny-Highlands Radio, Inc., Box 104, Ingalls St., Clifton Forge, Va. 24422. Phone 703-862-5751.

- PERSONNEL**  
General Manager—Larry M. Reid.
- REPRESENTATIVES**  
Southern Spot Sales, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.

### TIME RATES



**Covington—W KEY, W KEY-FM—Cont'd**

Operating schedule: 6 am-midnight. EST.  
 FM-ERP 3,000 w.; 100.9 mc.  
 Operating schedule: Same as AM.  
 Antenna ht.: 255 ft. below average terrain.

4. **AGENCY COMMISSION**  
 None; all rates net to station.  
 6. **GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Entertainment Network.  
 Member: Agrinet of Virginia, Virginia Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET 1/1/73—Rec'd 1/8/73.

1 min.	4.40	4.15	3.95	3.75	3.50	3.25
30 sec.	3.15	2.95	2.85	2.70	2.50	2.30
10 sec.	1.60	1.50	1.45	1.35	1.25	1.15

(\*) 313-750x

7. **PACKAGE PLANS**  
**VOLUME:** 75ix 100ix 150ix 200ix 300ix  
 1 min. 3.00 2.70 2.40 2.30 2.10  
 30 sec. 2.00 1.80 1.70 1.60 1.40  
**30 DAYS:** 100 ti 200 ti  
 10 sec. 110.00 179.50

**CREWE (1 AM; 1 FM)**

Nottoway County—Map Location J-6  
 See SRDS consumer market map and data at beginning of the State.

**WSVS**  
 1946

Media Code 4 248 1800 3.00  
 Southern Virginia Broadcasting Corp., 800 Melody Lane, Hwy. 630, Crewe, Va. 23930. Phone 804-645-7734.

STATION'S PROGRAMMING DESCRIPTION  
 WSVS: MUSIC: C & W am, MOR an & pm, rock pm.

1. **PERSONNEL**  
 General Manager—Thelbert B. Silverman.

3. **FACILITIES**  
 5,000 w. days; 800 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.  
 Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WSVS-FM.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.  
 Member: Farm Radio Network, Agrinet of Virginia.

**TIME RATES**  
 ET 8/1/74—Rec'd 7/1/74.

6. **SPOT ANNOUNCEMENTS**

ROS:	1x	26x	52x	280x	728x
1 min.	5.00	4.55	4.20	3.80	3.40
30 sec.	3.00	2.75	2.50	2.25	2.10
20 sec.	2.00	1.90	1.80	1.70	1.65

Fixed position, extra 10%.

**WSVS-FM**  
 1949

Media Code 4 248 1801 1.00  
 Southern Virginia Broadcasting Corp., 800 Melody Lane, Hwy. 630, Crewe, Va. 23930. Phone 804-645-7734.

See affiliated AM station for additional information.  
 STATION'S PROGRAMMING DESCRIPTION  
 WSVS-FM: MUSIC: Country & western.

3. **FACILITIES**  
 ERP 14,000 w., 104.7 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 440 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-11:15 pm. For simulcast facilities see WSVS.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 Member: Agrinet of Virginia.

**TIME RATES**  
 Rates are identical to WSVS. See that listing.

**CROZET**

Albemarle County—Map Location H-4  
 See SRDS consumer market map and data at beginning of the State.

**WPED**  
 1970

Media Code 4 248 1835 9.00  
 George G. Cory, Box 155, Crozet, Va. 22932. Phone 804-823-5700, 5600.

STATION'S PROGRAMMING DESCRIPTION  
 WPED: Programmed for general interest.

1. **PERSONNEL**  
 Mgr. & Farm Dir.—George G. Cory.

3. **FACILITIES**  
 250 w.; 810 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**  
 15% on time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 No. 3 ET 10/1/73—Rec'd 10/3/73.

6. **SPOT ANNOUNCEMENTS**

1x	90x	180x	270x	360x	450x	540x
1 min	7.00	6.50	5.50	5.00	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.00	2.75	2.50	2.25	2.00	1.75

7. **PACKAGE PLANS**  
**PER WK:** 10 ti 20 ti 30 ti 40 ti  
 1 min. 5.00 4.50 4.00 3.50  
 30 sec. 4.00 3.50 3.00 2.50  
 10 sec. 2.50 2.25 2.00 1.75

**CULPEPER (1 AM; 1 FM)**

Culpeper County—Map Location J-3  
 See SRDS consumer market map and data at beginning of the State.

**WCUL (FM)**  
 1971

Media Code 4 248 1855 7.00  
 Culpeper Broadcasting Corp., Box 672, Culpeper, Va. 22701. Phone 703-823-3900.  
 See affiliated AM station for additional information.  
 AM facilities: WCVA.

STATION'S PROGRAMMING DESCRIPTION  
 WCUL (FM): Programmed for adults.

3. **FACILITIES**  
 ERP 3,000 w. 103.1 mc.  
 Operating schedule: 6 am-10 pm. EST.  
 Antenna ht.: 327 ft. above average terrain.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

**TIME RATES**  
 ET 4/1/73—Rec'd 2/28/73.

6. **SPOT ANNOUNCEMENTS**  
 1 min/less, flat. 3

**WCVA**  
 1949

Subscriber to the NAB Radio Code  
 Media Code 4 248 1875 5.00  
 Culpeper Broadcasting Corp., Box 672, Culpeper, Va. 22701. Phone 703-823-3900.

STATION'S PROGRAMMING DESCRIPTION  
 WCVA: Programmed for general interest.

1. **PERSONNEL**  
 General Manager—Leonard M. Dawson.

3. **FACILITIES**  
 1,000 w. days. 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 5:30 am-10 pm. EST.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WCUL (FM).

**TIME RATES**  
 ET 4/1/73—Rec'd 2/28/73.

6. **SPOT ANNOUNCEMENTS**

PER MO:	1 ti	30 ti	60 ti	90+
1 min.	3.60	3.30	3.10	2.85
30 sec.	2.60	2.30	2.10	1.85

7. **PACKAGE PLANS**  
 15 ti in 3-day period/35 ti in 7-day period 2.85 1.85  
 10 sec spot, ea 1.25.

**DANVILLE (4 AM; 1 FM)**

Pittsylvania County—Map Location G-6  
 See SRDS consumer market map and data at beginning of the State.

**WAKG (FM)**  
 1968

Media Code 4 248 1912 6.00  
 Piedmont Broadcasting Corp., 710 Grove St., Danville, Va. 24541. Phone 804-797-4290.

1. **PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Ann F. Siddie.

2. **REPRESENTATIVES**  
 Frederick W. Smith.

3. **FACILITIES**  
 ERP 100,000 w.; 103.3 mc. Stereo.  
 Operating schedule: 24 hours.  
 Antenna ht.: 627 ft. above average terrain.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 3 ET 6/1/73—Rec'd 11/5/73.

6. **SPOT ANNOUNCEMENTS**

1 ti	1 min 30 sec	6	5
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**WAKG (FM)**  
 1968

Media Code 4 248 1912 6.00  
 Piedmont Broadcasting Corp., 710 Grove St., Danville, Va. 24541. Phone 804-797-4290.

1. **PERSONNEL**  
 General Manager—T. David Luther.

2. **REPRESENTATIVES**  
 Meeker Radio, Inc.  
 South—Southern Spot Sales, Inc.

3. **FACILITIES**  
 5,000 w. days. 1,000 w. nights; 1330 kc.  
 Directional—nighttime only.  
 Operating schedule: 5:12-30 am. EST.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
 Basic Rates: 20b, 21a, 21b, 22b, 24c, 25a, 28b, 28c, 29b, 33a.  
 Contracts: 40a, 41, 42b, 45, 46, 47b, 48, 51a, 51b, 51c.  
 Comb.; Cont. Discounts: 60b, 60c, 61b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with American Entertainment Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME

No. 10 ET 10/1/74—Rec'd 8/15/74.  
 Drive—Mon thru Sat 6-10 am; Mon thru Fri 3-7 pm.  
 Night—Daily 7 pm-6 am.

6. **SPOT ANNOUNCEMENTS**  
**SPEED DRIVE**

FIED:	1 min	30 sec	15 sec	1 min	30 sec	15 sec
Flat	6.00	4.80	3.60	3.00	2.40	1.80

7. **PACKAGE PLANS**  
 ROS-1/3 DRIVE, 2/3 BTA

PER WK:	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	5.00	4.85	4.70	4.50	4.35
30 sec.	4.00	3.90	3.75	3.60	3.50
15 sec.	3.00	2.90	2.80	2.70	2.60
PER YR:	250x	500x	750x	1000x	1500x
1 min.	4.90	4.70	4.45	4.25	3.90
30 sec.	3.90	3.75	3.60	3.40	3.15
15 sec.	2.95	2.80	2.70	2.55	2.35

8. **PROGRAM TIME RATES**

1 x	2 min	5 min	1/4 hr	1/2 hr
1 x	7.00	9.00	17.50	35.00

10. **SPECIAL FEATURES**  
 30-SECOND NEWS

PER WK:	1 ti	2 ti	3 ti	4 ti	5 ti	6 ti
Per day	13.00	12.50	12.00	11.50	10.80	10.25

Incl 1 30-sec spot in 3 daily newscasts.

**WDVA**  
 1947

Subscriber to the NAB Radio Code  
 Media Code 4 248 2025 6.00  
 Virginia-Carolina Broadcasting Corp., One Radio Ln., Danville, Va. 24541. Phone 804-797-1250.

STATION'S PROGRAMMING DESCRIPTION  
 WDVA: Programmed for general interest.  
 MUSIC: top country and western tunes, 24 hours a day. Pick-hit, pick-album, hymn-of-the-hour every hour. NEWS: Local news on hour, network news on half hour. AT: wire service. Weather summary at :15 and :45, bulletins as they occur. SPORTS: 5 min shows at 7:45 am and 6:15 pm, live coverage of local high school sports, Little League, Babe Ruth and Connie Mack baseball in season, university football schedule, NASCAR races. Features: farm news and information 6-7 am, noon-1 pm. Open mike 9-10 am M-F. Coverage of public affairs, community meetings, etc. Contact Representative for further details. Rec'd 3/11/74.

1. **PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Eddie Allgood  
 Ass't Mgr. & Prog. Dir.—Homer Thomason.  
 Nat'l & Reg. Sales—Jean B. Collins.

2. **REPRESENTATIVES**  
 T-N Spot Sales.

3. **FACILITIES**  
 5,000 w.; 1250 kc. Directional—night only.  
 Operating schedule: 24 hrs. daily. EST.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b.  
 Basic Rates: 20b, 21a, 21b, 22b, 24c, 25a, 28b, 28c, 29b, 33a.  
 Contracts: 40a, 41, 42b, 45, 46, 47b, 48, 51a, 51b, 51c.  
 Comb.; Cont. Discounts: 60b, 60c, 61b, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73b.  
 Prod. Services: 80, 81, 82.  
 Affiliated with MBS.  
 Member: The Tobacco Radio Network, Agrinet of Virginia, Virginia Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 16 ET 3/1/74—Rec'd 3/11/74.

6. **SPOT ANNOUNCEMENTS**

1 min	30 sec	20 sec	10 sec
Ea	6.50	5.50	4.50
10+ per wk, 10% discount.			

CONTRACT DISCOUNT  
 52 consec wk—10%

8. **PROGRAM TIME RATES**

1/4 hr	10 min	5 min	2-1/2
Ea	20	15	10

**WILA**  
 1957

Media Code 4 248 2100 7.00  
 WILA, Inc., Box 3444, 865 Industrial Ave., Danville, Va. 24541. Phone 804-792-2133.

STATION'S PROGRAMMING DESCRIPTION  
 WILA: Programmed for Black community.  
 MUSIC: 30% gospel, 55% rhythm and blues. NEWS: local and state, national-10. Sports 5%. Gospel time 9-10:30 am & noon-1:30 pm daily. 5 air personalities do all air work. Local news man plus UPI. Coverage of all civil rights news. Live or taped coverage of high school sports. No more than 16 minute commercial time per hour. 10 min farm and home show daily. School news weekly. Local news 15 min per day with highlights of all local news at :55. Remotes and beeper calls available. Contact Representative for further details. Rec'd 2/1/74.

1. **PERSONNEL**  
 General Manager—Neill K. McMillan.  
 Ass't & Sales Mgr.—Thomas Price, Jr.  
 Operations—James R. Woodson.

**VIRGINIA**

2. **REPRESENTATIVES**  
 Bob Dore Associates, Inc.  
 South—Bernard I. Ochs Co.

3. **FACILITIES**  
 1,000 w. days; 1580 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**  
 15% on time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3d, 4a, 5, 6a.  
 Rate Protection: 10c, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 21d, 22a, 24b, 24c, 25a, 26, 28a, 29a.  
 Contracts: 40a, 47c.  
 Comb.; Cont. Discounts: 60b, 60c, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Prod. Services: 82.  
 Affiliated with American Information Network.  
 Affiliated with Mutual Black Network.

**TIME RATES**  
 ET—Rec'd 4/29/70.

6. **SPOT ANNOUNCEMENTS**

1 min.	5.00	4.00
30 sec.	3.50	3.50

Less than 30 sec: 50% of 1-min.

7. **PACKAGE PLANS**

PER WK:	10 ti	25 ti	40 ti
1 min.	4.25	4.00	3.75
30 sec.	3.50	3.00	2.75

**WYPR**  
 1959

Media Code 4 248 2175 9.00  
 WYPR Radio, Inc., Box 3325, Danville, Va. 24541.  
 Phones 804-792-6022, 6023.

STATION'S PROGRAMMING DESCRIPTION  
 WYPR: Contemporary with net news at :55 and :25. Countdown of Top 30 each Sunday Afternoon. Rec'd 12/10/73.

1. **PERSONNEL**  
 Pres. & Gen'l Mgr.—Dick Campbell.  
 Sales Manager—Norris Curtis.  
 Operations Manager—Don Webb.

3. **FACILITIES**  
 1,000 w. days; 970 kc. Non-directional.  
 Operating schedule: 4 am-local sunset daily. EST.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 23a, 24a, 24b, 25a, 29a.  
 Contracts: 40a, 45, 46, 48.  
 Comb.; Cont. Discounts: 60a.  
 Cancellation: 70a, 70c, 71a.  
 Affiliated with American Contemporary Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET—Rec'd 12/10/73.

6. **SPOT ANNOUNCEMENTS**

PER WK:	1 ti	12 ti	16 ti	24 ti	30 ti
1 min.	5.50	5.25	5.00	4.75	4.50
30 sec.	4.00	3.75	3.50	3.25	3.00
15 sec.	3.00	2.75	2.50	2.25	2.00

Drive time per spot, extra 1.00.

**DEERFIELD**

Augusta County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**WABH**  
 1962

Media Code 4 248 2250 0.00  
 Deerfield Broadcasting Co., Inc., Deerfield, Va. 24432. Phone 703-939-1150.

1. **PERSONNEL**  
 Station Manager—Ralph O. Hamilton.

2. **REPRESENTATIVES**  
 South—C. K. Beaver & Associates, Inc.

3. **FACILITIES**  
 1,000 w. days; 1150 kc.  
 Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**  
 15% on time only; no cash discount.

5. **GENERAL ADVERTISING** See coded regulations

**TIME RATES**  
 ET—Rec'd 9/8/70.

6. **SPOT ANNOUNCEMENTS**

1 min	1.50	1.65	1.75	1.90	2.05	2.20	2.40
30 sec	1.00	1.35	1.45	1.60	1.75	1.90	2.20

**EMPORIA**

Greenville County—Map Location K-9  
 See SRDS consumer market map and data at beginning of the State.

**WEVA**  
 1952

Subscriber to the NAB Radio Code  
 Media Code 4 248 2325 0.00  
 Stone Broadcasting Corp., Box 1056, Washington St., Emporia, Va. 23847. Phone: 804-634-2133, 2134.

1. **PERSONNEL**  
 Pres. & Gen'l Mgr.—Willis L. Stone.

3. **FACILITIES**  
 1,000 w. days; 860 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset. EST.

4. **AGENCY COMMISSION**  
 None; all rates net to station.

5. **GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.  
 (This listing continued on next page)

# VIRGINIA

## Emporia—W E V A—Continued

**NATIONAL AND LOCAL RATES SAME**  
No. 4 ET 3/1/69—Rec'd 1/30/69.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	156x	312x
1 min.	5.00	4.50	4.00	3.50	3.25	3.00
30 sec.	4.00	3.50	3.00	2.50	2.25	2.00

## EXMORE

Northampton County—Map Location M-5  
See SRDS consumer market map and data at beginning of the State.

### W E X M (FM)

1972  
Media Code 4 248 2400 1.00  
Parker-New Enterprises, Ltd. 183, Exmore, Va. 23350.  
Phone 804-442-2980.

**STATION'S PROGRAMMING DESCRIPTION**  
WEXM (FM): Programmed for adults & young adults.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—James A. Rew, Jr.

2. **REPRESENTATIVES**  
Frederick W. Smith.

3. **FACILITIES**  
ERP 27,400 w.; 107.5 mc.  
Operating schedule: 7 am-6 pm, EST.  
Antenna ht.: 300 ft. above average terrain.

4. **AGENCY COMMISSION**  
15/0.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

**NATIONAL AND LOCAL RATES SAME**  
ET 3/1/72—Rec'd 4/17/73.

A—Mon thru Sun 7-7:30, 8-8:30 am & 5:30-6 pm;  
Mon thru Sat noon-12:30 pm; Sun 12:30-1 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	156x	260x	365x
1 min	3.75	3.50	3.25	3.00	2.75	2.50	2.25
30 sec	3.00	2.75	2.50	2.25	2.00	1.75	1.50
15 sec	2.50	2.25	2.00	1.75	1.50	1.25	1.00

**7. PACKAGE PLANS**

	25 tk	50 tk	100 tk
1 min.	1.50	1.40	1.25
30 sec.	1.25	1.20	1.00

## FAIRFAX

Fairfax County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Springs, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

## FALLS CHURCH

Fairfax County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

## See Washington, D. C.

(including Bethesda, Bladensburg, Potomac-Cabin John, Rockville, Silver Springs, Wheaton, Md.; Alexandria, Arlington, Fairfax, Falls Church, Woodbridge, Va.)

## FARMVILLE (1 AM; 1 FM)

Prince Edward County—Map Location II-5  
See SRDS consumer market map and data at beginning of the State.

### WFLO

### WFLO-FM

1947  
Subscriber to the NAB Radio Code  
Media Code 4 248 2475 3.00  
Colonial Broadcasting Co., Inc., Box 367, Cumberland Rd., Farmville, Va. 23901. Phone 804-392-4195.

**STATION'S PROGRAMMING DESCRIPTION**  
WFLO: MUSIC: Country sign-on-1 pm; Top 40 1 pm-sign-off.  
WFLO-FM: MUSIC: MOR 6 am-10 pm.

1. **PERSONNEL**  
General Manager—John D. Wilson.

2. **FACILITIES**  
1,000 w. days; 670 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM FACILITIES  
ERP 4,300 w.; 95.7 mc.

3. **AGENCY COMMISSION**  
None; all rates net to station.

4. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**  
No. 8 ET 9/7/73—Rec'd 1/25/74.

**6. SPOT ANNOUNCEMENTS**

	1x	5x	40+
1 min.	4.25	3.75	3.25
30 sec.	2.95	2.50	2.10
15 sec./less.	1.50	1.50	1.50

**10. SPECIAL FEATURES**  
News—extra, 10%.

# FRANKLIN

Southampton County—Map Location K-6  
See SRDS consumer market map and data at beginning of the State.

### WYSR

1956

Media Code 4 248 2550 3.00  
The Franklin Broadcasting Corp., Box 569, Franklin, Va. 23851. Phone 804-562-3135.

1. **PERSONNEL**  
President—Thomas F. Clark.

2. **FACILITIES**  
1,000 w. days; 1250 kc.  
Operating schedule: 6 am-local sunset, EST.

3. **AGENCY COMMISSION**  
15/0.

4. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

No. 6 ET 10/1/71—Rec'd 5/15/72.

**6. SPOT ANNOUNCEMENTS**

	1x	5x	52x	156x	260x	312x
1 min.	5.00	4.50	4.00	3.50	3.00	2.50
30 sec.	4.00	3.75	3.50	3.00	2.50	2.00

## FREDERICKSBURG (2 AM; 2 FM)

Spotsylvania County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

### WFLS

### WFLS-FM

1960  
Subscriber to the NAB Radio Code  
Media Code 4 248 2625 3.00  
Star Broadcasting Corp., 618 Amelia St., Fredericksburg, Va. 22401. Phone 703-373-1500.

**STATION'S PROGRAMMING DESCRIPTION**  
WFLS: Programmed for general interest.

1. **PERSONNEL**  
Station Manager—J. William Poole.

2. **REPRESENTATIVES**  
Marlo Messina Company, Philadelphia, Pittsburgh, Baltimore, Washington—Dome & Associates, Inc.

3. **FACILITIES**  
1,000 w. days; 1350 kc. Non-directional.  
Operating schedule: 5:25 am-local sunset, EST.  
FM-ERP 42,000 w.; 93.3 mc.  
Operating schedule: 5:25-12:15 am, EST.  
Antenna ht.: 323 ft. above average terrain.

4. **AGENCY COMMISSION**  
15/0 time and talent.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 7/1/74—Rec'd 7/29/74.

**6. SPOT ANNOUNCEMENTS**

	1 tk	10 tk	20 tk	50 tk
1 min.	4.71	4.35	4.24	4.12
30 sec.	3.53	3.29	3.14	3.06
10 sec.	2.35	2.24	2.18	2.12

### WFVA

### WFVA-FM

1939  
Media Code 4 248 2700 4.00  
Fredericksburg Broadcasting Corp., Box 269, 1914 Mimosa Ave., Fredericksburg, Va. 22401. Phone 703-373-7721.

**STATION'S PROGRAMMING DESCRIPTION**  
WFVA: MUSIC: Contemporary, 18-49.

1. **PERSONNEL**  
General Manager—John C. Morgan.

2. **REPRESENTATIVES**  
New York, Chicago—PRO Time Sales, Inc.

3. **FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5:50 am-midnight, EST.  
FM-ERP 5,100 w.; 101.5 mc.

4. **AGENCY COMMISSION**  
15/0 net time; monthly.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Green Valley Group.

### TIME RATES

No. 2-74 ET 5/1/74—Rec'd 5/16/74.  
AA—Mon thru Sat 6-9 am & noon-1 pm; Mon thru Fri 6-9 am, noon-1 pm & 4-6:30 pm.  
A—RON.

**6. SPOT ANNOUNCEMENTS**

	AA			A				
DAYS:	1 tk	11 tk	21 tk	101+	1 tk	11 tk	21 tk	101+
1 min	5.29	5.00	4.76	4.71	5.00	4.71	4.47	4.41
30 sec	3.82	3.65	3.53	3.47	3.53	3.35	3.24	3.18
10 sec	2.82	2.71	2.59	2.53	2.65	2.53	2.41	2.35

## FRONT ROYAL (1 AM; 1 FM)

Warren County—Map Location H-2  
See SRDS consumer market map and data at beginning of the State.

### WFFV (FM)

1973

Media Code 4 248 2737 6.00  
Wayside Broadcasting, Inc., Box 142, Middletown, Va. 22645. Phone 703-869-1343.

**STATION'S PROGRAMMING DESCRIPTION**  
WFFV (FM): Programmed for adults & young adults.  
MUSIC: MOR, emphasis on pop standards, showtunes, orchestra arrangements of current hits clustered in un-

interrupted segments. NEWS: network natl & int'l at 1:15. State & local news: 45 alt. hours. Rec'd 5/14/73.

1. **PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Douglas P. Walker.

2. **FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo.  
Operating schedule: 5:30 am-11:30 pm, EST.  
Antenna ht.: 300 ft. above average terrain.

3. **AGENCY COMMISSION**  
None; all rates net to station.

4. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

### TIME RATES

No. 2 ET 4/1/73—Rec'd 5/29/73.

**6. SPOT ANNOUNCEMENTS**

	1 tk	13 tk	26 tk	51 tk	76 tk	100+
PER MO:	1 tk	13 tk	26 tk	51 tk	76 tk	100+
PER YR:	12.50	2.40	2.30	2.20	2.10	2.00
DISCOUNT:	Flat	10%	20%	30%	35%	40%
10 sec.	4.00	3.60	3.20	2.80	2.60	2.40
1 min.	5.00	4.50	4.00	3.50	3.25	3.00

### WFTR

1948

Subscriber to the NAB Radio Code  
Media Code 4 248 2775 6.00  
WFTR, Inc., Box 192, Front Royal, Va. 22630.  
Phone 703-635-1121.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Charles B. Britt.

2. **FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight, EST.

3. **AGENCY COMMISSION**  
15%; no cash discount on line charges or talent fees.

4. **GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

No. 3 ET 5/1/71—Rec'd 4/26/71.

**6. SPOT ANNOUNCEMENTS**

	—Traffic Times—			—Other Times—		
	1x	104x	312x	1x	104x	312x
1 min.	5.00	4.60	4.20	4.50	4.20	3.90
30 sec.	4.00	3.70	3.40	3.60	3.40	3.20

**7. PACKAGE PLANS**

	SATURATION PLANS			
PER WK, EA:	20 tk	40 tk	80 tk	100 tk
1 min.	4.50	4.20	3.90	3.70
30 sec.	3.70	3.50	3.30	3.10

## GALAX (1 AM; 1 FM)

Carroll County—Map Location E-6  
Grayson County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WBOB

### WBOB-FM

1948  
Media Code 4 248 2850 7.00  
Carroll-Grayson Broadcasting Corp., Box 270, Poplar Knob Rd., Galax, Va. 24333. Phone 703-236-2921.

**STATION'S PROGRAMMING DESCRIPTION**  
WBOB: News on hour each day. C and W music.

1. **PERSONNEL**  
General Manager—Joseph P. Crockett.

2. **FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
FM-ERP 6,800 w.; 98.1 mc.  
Operating schedule: 5:30 am-11 pm, EST.  
Antenna ht.: 585 ft. above average terrain.

3. **AGENCY COMMISSION**  
15/0 time only.

4. **GENERAL ADVERTISING** See coded regulations  
FM; duplicates AM daytime programs Monday thru Saturday.

### TIME RATES

ET 1/1/73—Rec'd 1/22/73.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	260x
1 min.	4.00	3.90	3.80	3.65	3.50
30 sec.	3.50	3.40	3.30	3.15	3.00

## GATE CITY (1 AM; 1 FM)

Scott County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

### WGAT

1958

Subscriber to the NAB Radio Code  
Media Code 4 248 2925 7.00  
Tri-Cities Broadcasting Corp., Box 37, 133 E. Jackson St., Gate City, Va. 24251. Phone 703-386-7025.

**STATION'S PROGRAMMING DESCRIPTION**  
WGAT: Programmed for general interest.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Herman Long.

2. **REPRESENTATIVES**  
Vic Piano Associates, Inc.

3. **FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
295 w. pre-sunrise.  
Operating schedule: 6 am-local sunset, EST.  
Partial simulcast operation. Simulcast 8-1/2 hours per week. For non-simulcast facilities see WGAT-FM.

4. **AGENCY COMMISSION**  
15/0 time only.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 3 ET —Rec'd 3/30/68.

**7. PACKAGE PLANS**

PER WK:	1 tk	5 tk	10 tk	15 tk	20 tk	30 tk
1 min.	4.00	3.75	3.50	3.25	3.00	2.80
20/30 sec:	75% of 1-min.	8/10 sec:	50% of 1-min.			

### WGAT-FM

1970

Subscriber to the NAB Radio Code  
Media Code 4 248 2926 5.00  
Tri-Cities Broadcasting Corp., Box 37, 133 E. Jackson St., Gate City, Va. 24251. Phone 703-386-7025.

**STATION'S PROGRAMMING DESCRIPTION**  
WGAT-FM: Programmed for general interest.

1. **PERSONNEL**  
General Manager—Arthur Lazarow.

2. **REPRESENTATIVES**  
New York—Gene Bolles Company.

3. **FACILITIES**  
1,000 w. days; 1,000 w. (vert.); 104.9 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 480 ft. above average terrain.  
Partial simulcast operation. Operated separately except 8-1/2 hours per week. For simulcast facilities see WGAT.

4. **AGENCY COMMISSION**  
15/0.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 1 ET 3/22/70—Rec'd 3/19/70.

**7. PACKAGE PLANS**

PER MO:	1 tk	100+
1 min.	3.00	2.95
30 sec or less:	2.25	1.80

## GLOUCESTER

Gloucester County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.

### WDDY

1937

Media Code 4 248 3000 8.00  
Cape Hatfield, Inc., Box 673, Coca Cola Bldg., Gloucester, Va. 23061. Phone 804-693-2105.

**STATION'S PROGRAMMING DESCRIPTION**  
WDDY: Programmed for general interest.

1. **PERSONNEL**  
General Manager—Arthur Lazarow.

2. **REPRESENTATIVES**  
New York—Gene Bolles Company.

3. **FACILITIES**  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset weekdays; 7:30 am-local sunset Sun, EST.

4. **AGENCY COMMISSION**  
15/0; 10th of following month.

5. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

Rates effective January, 1957. (Card No. 1.)  
Card received April 8, 1957.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	208x	365x
1 min.	7.50	7.00	6.65	6.30	5.95	5.60
30 sec.	5.00	4.75	4.50	4.00	3.75	3.50

## GRETNA (1 AM; 1 FM)

Pittsylvania County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

### WMNA

### WMNA-FM

1956  
Media Code 4 248 3075 0.00  
Central Virginia Broadcasting Co., Inc., Box 780, Gretna, Va. 24557. Phone 804-656-1234.

**STATION'S PROGRAMMING DESCRIPTION**  
WMNA: programmed for all ages & tastes.

1. **PERSONNEL**  
Pres. & Gen'l Mgr.—Lyle C. Motley.

2. **FACILITIES**  
1,000 w. days; 730 kc. Directional.  
Operating schedule: 6 am-local sunset, EST.  
FM FACILITIES  
ERP 3,000 w.; 106.3 mc. Stereo.  
Operating schedule: 6:00 am-11:06 pm, EST.  
Antenna ht.: 272 ft. above average terrain.

3. **AGENCY COMMISSION**  
None; all rates net to station.

4. **GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Radio Network, The Tobacco Radio Network, Agrinet of Virginia, Virginia Network.

### TIME RATES

ET 1/1/73—Rec'd 5/29/73.

**6. SPOT ANNOUNCEMENTS**

	5 tk	10 tk	20 tk	30 tk	50 tk	70 tk
1 min.	3.60	2.40	2.10	1.95	1.75	1.50
30 sec.	2.40	1.80	1.60	1.50	1.40	1.20
20 sec:	Minimum 4 per day, flat, 1.20.					
10 sec:	Minimum 4 per day, flat, .90.					

## GRUNDY (1 AM; 1 FM)

Buchanan County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### WMJD

(formerly WNRG-FM)

1966

Media Code 4 248 3112 1.00  
Virginia-Kentucky Broadcasting Co., Inc., Box V, Grundy, Va. 24614. Phone 703-935-2816.  
See similar AM station for additional information.  
AM facilities: WNRG.

(This listing continued on next page)



Grundy—W M J D—Continued

- PERSONNEL  
Station Manager—Ronald F. Cole.
- FACILITIES  
ERP 3,000 w.; 97.7 mc.  
Operating schedule: 5 am-11 pm. EST.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commissions to rates shown.

WNRG  
1955

RAB

Media Code 4 248 3150 1.00  
Virginia-Kentucky Broadcasting Co., Inc., Grundy, Va.  
26414. Phone 703-935-2587.

- PERSONNEL  
General Manager—Dave Jordan.
- REPRESENTATIVES  
Charles Bernard Co., Inc.
- FACILITIES  
5,000 w.; 940 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15% time only
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contracts.  
FM facilities: WMDJ.  
Member: Appalachian Network.

TIME RATES  
Eff 6/1/72—Rec'd 7/14/72.

SPOT ANNOUNCEMENTS					
15/0 time only					
	1 mi	30 sec	15 sec	10 sec	5 sec
1 min.	4.75	4.50	4.25	4.00	3.75
Less than 30 sec.	3.35	3.20	3.05	2.90	2.75

HAMPTON

Hampton County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth  
(including Chesapeake, Suffolk, Virginia Beach)  
and  
Newport News-Hampton

HARRISONBURG (3 AM; 1 FM)

Rockingham County—Map Location H-9  
See SRDS consumer market map and data at beginning of the State.

WHBG  
1956

Media Code 4 248 3225 1.00  
Radio Harrisonburg, Inc., Box 392, Harrisonburg, Va.  
22801. Phone 703-434-1311.

- STATION'S PROGRAMMING DESCRIPTION  
WHBG: Programmed for all ages having general interest in popular music.  
40% current hits, 30% new releases, 30% old standards. 6 air personalities emcee entire operation.  
NEWS: 5 min summaries presented on hour with expanded coverage of news, weather, sports and market reports 7-9 am, noon-1 pm, & 5-7 pm. Farm director, local news staff and remote broadcast facilities. Contact Representative for further details. Rec'd 8/16/67.

- PERSONNEL  
President—W. W. Greer, Jr.  
Vice-Pres. & Gen'l Mgr.—Bill Kramer.  
Sales Manager—David Frankel.
- REPRESENTATIVES  
Hal Walton Co.
- FACILITIES  
5,000 w. days; 1880 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 28a, 28c, 29a.  
Contracts: 40a, 41, 47a, 51a.  
Comb.; Cont. Discounts: 60b, 60c, 60f, 60i, 62d.  
Cancellation: 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Member: National AgRadio Groups, Inc.

TIME RATES  
No. 9 Eff 1/68—Rec'd 2/23/68.

SPOT ANNOUNCEMENTS					
15/0 time only					
	52x	156x	312x	520x	1040x
1 min.	5.00	4.50	4.00	3.50	3.00
30 sec.	3.50	3.00	2.50	2.00	1.50
15 sec.					

WKCY  
1967

NAB

Media Code 4 248 3300 2.00  
Radio Blue Ridge, Inc., Box 1007, Harrisonburg, Va.  
22801. Phone 703-434-1777.

- STATION'S PROGRAMMING DESCRIPTION  
WKCY: Programmed for adults and young adults.

MUSIC: modern country delivered by AIR PERSONALITIES with a MOR approach using country classics, late releases & modern country albums. Direct wire to national weather service with forecasts 3 times each hour. Agriculture forecasts once an hour. ESSA radar reports. Heavy emphasis on public service & public affairs of local interest. FARM: 6-7 am includes 15 min statewide agri-net. NEWS: 5 min at 6:00 local 5 times daily utilizing staff, mobile units, bureau & local newspaper. UPI Audio. Remote facilities available. Contact Representative for further details. Rec'd 6/23/72.

- PERSONNEL  
Gen'l & Sta. Mgr.—Donald W. Miller.  
Sales Manager—Ken Riggie.
- REPRESENTATIVES  
Meeker Radio, Inc.
- FACILITIES  
5,000 w.; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15% on net station time.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 15c.  
Basic Rates: 20a, 21a, 22b, 23a, 24c, 25a, 27, 28b, 28c, 32b.  
Contracts: 40a, 42a, 42c, 43, 46, 47a, 48, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60d, 60g, 61b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Member: Agrinet of Virginia.

TIME RATES  
Eff 4/1/74—Rec'd 4/12/74.

7. PACKAGE PLANS					
CLASS AA					
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	11.05	10.40	9.75	9.25	8.65
30 sec.	8.90	8.30	7.85	7.40	6.95
CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	7.95	7.50	7.05	6.75	6.30
30 sec.	5.85	4.95	4.65	4.35	4.00

WQPO  
(formerly WWSA-FM)  
1946

NAB

Gilmore Broadcasting Group  
Media Code 4 248 3337 4.00  
Gilmore Broadcasting Corp., Box 752, Rawley Pike,  
Harrisonburg, Va. 22801. Phone 703-434-0331.  
TWX 710-839-1394.

- STATION'S PROGRAMMING DESCRIPTION  
WQPO: MUSIC: Contemporary, young adult, solid gold format. COMMERCIAL POLICY: maximum 10 minutes per hour. Contact Representative for further details. Rec'd 6/20/74.

- PERSONNEL  
Sta. & Sales Mgr.—Bill Sutton.
- FACILITIES  
ERP 7,300 w.; 100.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b.  
Basic Rates: 20b, 21b, 21d, 22a, 24b, 28b, 28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60f, 61a, 62d.  
Cancellation: 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

TIME RATES  
No. 2 Eff 9/1/74—Rec'd 8/1/74.

SPOT ANNOUNCEMENTS		
	A	B
1 min.	4.00	3.20
30 sec.	3.20	1.60
DISCOUNT		
Discount	50x	100x
	15%	20%
7. PACKAGE PLANS		
Night Owl—1-6 am Mon thru Sat, 1 min 30 sec		
18 ti, 3 per night..... 22.50 13.00		
Weekends—6 am-midnight, 15 ti, 8 Sat & 7 Sun..... 45.00 36.00		
DISCOUNT		
26 wk—10%	52 wk—20%	

WSVA  
1935

NBC Radio Network



NAB

Gilmore Broadcasting Group  
Subscriber to the NAB Radio Code  
Media Code 4 248 3375 4.00  
Gilmore Broadcasting Corp., Box 752, Rawley Pike,  
Harrisonburg, Va. 22801. Phone 703-434-0331.  
TWX 710-839-1394.

- STATION'S PROGRAMMING DESCRIPTION  
WSVA: MUSIC: modern MOR 5 am-9 pm, general popular 9 pm-midnight. NEWS 9-11/2%: local with 6 man staff plus area stringers. SPORTS: 3 daily

local shows, local play-by-play high school & college football, basketball, semi-pro baseball, World Series, pro football, sports director. FARM 12%: 5-7 am M-Sat & noon-1 pm M-F, farm director. U. S. weather reporting station. 6 man music staff. Open line telephone talk show 9-10 am daily. Contact Representative for further details. Rec'd 7/1/74.

- PERSONNEL  
President—James Gilmore.  
Executive Vice-President—Hamilton Shea.  
General Manager—Arthur Hamilton.  
Sales Manager—Alvin Mullenax.  
Farm Director—Wip Robinson.
- REPRESENTATIVES  
Meeker Radio, Inc.  
Dome & Associates, Inc.
- FACILITIES  
5,000 w. days, 1,000 w. nights; 550 kc.  
Directional—5-6 am & sunset-sign-off.  
Operating schedule: 5-12:05 am. EST.
- AGENCY COMMISSION  
15/0 time only; 10th of month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 24a, 24c, 25a, 23b, 29a, 29b, 30.  
Contracts: 40b, 41, 42a, 44a, 45, 46, 50, 51b.  
Comb.; Cont. Discounts: 60a, 60z, 61b, 62d.  
Cancellation: 70a, 70a, 71a, 72, 73a.  
Prod. Services: 81, 82.  
AM facilities: WQPO.  
Affiliated with NRC.  
Member: Farm Directors Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 22 Eff 7/1/71—Rec'd 7/19/71.

SPOT ANNOUNCEMENTS					
1 MINUTE					
	1x	26x	52x	156x	312x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
PER YR:	14.00	13.00	12.00	10.50	9.00
PER WK:	24 ti	30 ti	36 ti	50 ti	60 ti
AAA	9.75	9.00	8.25	7.50	6.75
AA	50%	50%	50%	50%	50%
(*) Earned by advance contractual agreement only.					
30 sec: 80% of 1-min. 10 sec: 40% of 1-min.					
PROGRAM TIME RATES					
	1/2 hr	1/4 hr	10 min	5 min	
AAA	48	36	27	20	
AA	33	22	18	14	
DISCOUNT					
52x—6%	156x—22%	312x—33%			
104x—14%	260x—26%				
(c)					

HERNDON

Fairfax County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

WOHN  
1965

NAB

Media Code 4 248 3450 5.00  
My Staff Inc., Fox Mill Rd., Herndon, Va. 22070,  
Phone 703-437-6620.  
STATION'S PROGRAMMING DESCRIPTION  
WOHN: MUSIC: top 40 rock.

- PERSONNEL  
President—James S. Beattie, Jr.
- REPRESENTATIVES  
Frederick W. Smith.
- FACILITIES  
1,000 w.; 1440 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15% time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
Eff 12/73—Rec'd 11/2/73.

SPOT ANNOUNCEMENTS					
	1-10 ti	20 ti	30 ti	40 ti	50 ti
1 min.	10	9	8	7	6
30 sec.	7	6	5	4	3

HIGHLAND SPRINGS

Henrico County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

See Richmond  
(including Chester, Highland Springs)

HILLSVILLE

Carroll County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

WHHV  
1960

Media Code 4 248 3475 2.00  
Hillsville Co. Broadcasting Co., Box 643, Virginia  
St. Ext., Hillsville, Va. 24343. Phones 703-728-  
9114, 9115.

- PERSONNEL  
General Manager—Frank Thomas.
- REPRESENTATIVES  
Southern Spot Sales, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Operating schedule: 5 am-10 pm. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Does not accept AAAA copyrighted contract.  
Affiliated with SBS and KBS.  
Member: Suburban Radio Group.

TIME RATES No. 2 Eff 8/1/73—Rec'd 9/20/73.					
SPOT ANNOUNCEMENTS					
	1 ti	10 ti	25 ti	50 ti	100 ti
1 min.	3.00	2.75	2.50	2.25	2.00
30 sec.	2.25	2.20	1.90	1.65	1.40
15 sec.	1.40	1.30	1.20	1.10	1.00
Specified, per spot extra .25					
13+ mo contract, 10% discount.					

HOPEWELL

Prince George County—Map Location K-5  
See SRDS consumer market map and data at beginning of the State.

WHAP  
1949

Media Code 4 248 3525 4.00  
Radio Hopewell, Inc., Box 621, 150 S. Mass Rd.,  
Hopewell, Va. 23860. Phone 804-458-8518.

- PERSONNEL  
General Manager—Stephen N. Springer.
- REPRESENTATIVES  
Charles Bernard Co., Inc.  
Riley Representatives.
- FACILITIES  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

TIME RATES  
Eff 6/4/71—Rec'd 6/4/71.

SPOT ANNOUNCEMENTS					
TOTAL AUDIENCE PLANS					
	1 min	30 sec	1 min	30 sec	1 min 30 sec
6 ti	9.00	7.00	8.00	6.50	7.00 5.50
12 ti	8.00	6.50	7.00	5.50	6.00 5.00
18 ti	7.00	5.50	6.00	5.00	5.00 4.00
24 ti	6.00	5.00	5.00	4.00	4.00 3.50
30 ti	5.00	4.00	4.00	3.50	3.00 2.50
10 sec: 50% of 1-min.					
7. PACKAGE PLANS					
Plan I—24 ti (12AA 6 am & 6 pm; 12A 6 am, 9 am-4 pm, 6 pm, 6:30-8:30 pm):					
1 min..... 4.00					
Plan II—18 ti (9AA 5 am & 6 pm; 9A 5 am, 9 am-4 pm, 4 pm, 6:30-8:30 pm):					
1 min..... 6.00 30 sec..... 5.00					

LAWRENCEVILLE

Brunswick County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

WLES  
1959

NAB

Media Code 4 248 3600 5.00  
Brunswick Broadcasting Co., E. N. Doyle, Jr; W. C.  
Link, Law Bldg., Lawrenceville, Va. 23868. Phone  
804-848-2600.

- PERSONNEL  
Prog. & Comm. Mgr.—E. Norborne Doyle.
- FACILITIES  
500 w. days; 580 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with KBS.

TIME RATES  
Rates effective October 1, 1959.  
Rates received January 9, 1961.

SPOT ANNOUNCEMENTS/PROGRAM RATES					
	1	1/2	1/4	5	1
	hr.	hr.	hr.	min.	sec.
1 time	51.50	31.20	19.80	9.20	5.20 4.00
13 times	46.30	26.80	19.70	9.50	5.00 3.80
20 times	42.20	24.60	17.90	8.00	4.00 3.70
52 times	38.00	22.60	15.60	7.50	4.00 3.50
104 times	34.00	20.50	12.60	6.50	4.10 3.30
156 times	30.70	19.40	11.50	6.00	3.90 3.10
280 times	23.70	15.40	9.00	5.50	3.20 2.90
312 times	22.50	13.90	8.90	5.10	3.00 2.80

LEESBURG

Loudoun County—Map Location J-2  
See SRDS consumer market map and data at beginning of the State.

WAGE  
1958

NAB

Subscriber to the NAB Radio Code  
Media Code 4 248 3675 7.00  
Radio WAGE, Inc., Box 1290, Leesburg, Va. 22075.  
Phone 703-777-1290.

- PERSONNEL  
General Manager—Wm. H. Spencer, Jr.
- REPRESENTATIVES  
Dome & Associates, Inc.
- FACILITIES  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
(This listing continued on next page)

# VIRGINIA

## Leesburg—W A G E—Continued

### 4. AGENCY COMMISSION

None; all rates net to station.

#### TIME RATES

No. 1-74 Eff 4/1/74—Rec'd 4/4/74.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1x	11x	76x	176x	351x	1000+
1 min.....	5.00	4.80	4.60	4.40	4.20	4.00
30 sec.....	4.25	4.10	3.95	3.80	3.65	3.50
10 sec.....	3.25	3.20	3.15	3.10	3.05	3.00

### 7. PACKAGE PLANS

**SPECIAL CAMPAIGN PACKAGES—ROS**  
30 30-sec spots..... 100 25 1-min spots..... 100  
Must be used within 10 consec days.

### 10. SPECIAL FEATURES

PER WK:	1 ti	3+
Local Newsbeat.....	10.00	8.00
World & National News.....	8.50	7.50

## LEXINGTON

Rockbridge County—Map Location G-4  
See BRDS consumer market map and data at beginning of the State.

## WREL

1948

Subscriber to the NAB Radio Code  
Media Code 4 248 3750 8.00  
Rockbridge Broadcasting Corp., Route 11, Lexington, Va. 24505. Phone 703-463-2161.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Milton B. Henson.

### 2. REPRESENTATIVES

National Time Sales.

### 3. FACILITIES

1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 6 am-10 pm EST.

### 4. AGENCY COMMISSION

None, all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

#### TIME RATES

No. 3 Eff 10/1/72—Rec'd 12/4/72.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1x	13x	26x	52x	104x	156x	260+
1 min 3.00	2.90	2.80	2.70	2.60	2.40	2.30	
30 sec 2.00	1.95	1.90	1.85	1.80	1.70	1.60	

## LYNCHBURG (5 AM; 3 FM)

Campbell County—Map Location G-6  
See BRDS consumer market map and data at beginning of the State

## WBRG

1956

Media Code 4 248 3825 8.00  
Harry A. Epperson, Sr., Box 1079, Lynchburg, Va. 24505. Phone 804-845-5916.

**STATION'S PROGRAMMING DESCRIPTION**  
WBRG: 100% modern country. Contact Representative for further details. Rec'd 3/26/73.

### 1. PERSONNEL

President—Harry A. Epperson, Sr.  
Gen'l & Com'l Mgr.—Tom Buckley.

### 2. REPRESENTATIVES

Mesker Radio, Inc.  
Southeast—Busby, Finch and Woods, Inc.

### 3. FACILITIES

1,000 w. days; 1030 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15% Bills rendered last day of month. Net 30 days.  
2% service charge per month on accounts 90 days past due.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3b, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 25a, 28b.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 61b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.

#### TIME RATES

No. 5 Eff 9/68—Rec'd 11/4/68.

### 7. PACKAGE PLANS

(40% Drive Times)							
WKLY:	5 ti	10 ti	15 ti	20 ti	25 ti		
1 min.....	7.60	7.20	6.80	6.40	6.00		
30 sec.....	5.70	5.40	5.10	4.80	4.50		
10 sec.....	3.80	3.60	3.40	3.20	3.00		

**CONSECUTIVE WEEKS DISCOUNT**  
52 wk—10%  
Flat..... 10 25 80

### 6. PROGRAM TIME RATES

5 min 1/4 hr 1/2 hr	10 25 80
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## WGOL (FM)

(formerly WLLL-FM)

1970

Media Code 4 248 3882 9.00  
Griffith Broadcasting Corp., Drawer 1660, One Radio Lane, Lynchburg, Va. 24505. Phone 804-239-0333.  
See affiliated AM station for additional information.  
AM facilities: WLLL.

### 3. FACILITIES

ERP 3,000 w. (horiz.), 3,000 w. (vert.); 98.3 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 248 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.

#### TIME RATES

Eff 7/1/74—Rec'd 5/16/74.

### 6. SPOT ANNOUNCEMENTS

	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	6.00	5.70	5.40	5.10	4.80	4.50
30 sec.....	5.00	4.75	4.50	4.25	4.00	3.75

## WJJS (FM)

1964

## Black

Subscriber to the NAB Radio Code

Media Code 4 248 3940 5.00  
Italon-Maynard Corp., 801 Main St., Lynchburg, Va. 24504. Phone 804-847-6666.  
See affiliated AM station for additional information.  
AM Facilities: WLGM.

### 1. PERSONNEL

Station Manager—Fletcher Hubbard.

### 3. FACILITIES

ERP 3,000 w.; 101.7 mc  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 300 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with Mutual Black Network.

#### TIME RATES

No. 3 Eff 2/4/74.

### 6. SPOT ANNOUNCEMENTS

ROS:	10x	25x	50x	100x	150x	200x
1 min.....	7.50	7.35	6.90	6.75	6.60	6.15
30 sec.....	6.00	5.85	5.40	5.25	5.10	4.65
1 min.....	312x	365x	520x	1040x		
30 sec.....	6.00	5.85	5.70	5.25		
Specified, extra 10%.	4.50	4.35	4.20	3.75		

### 8. PROGRAM TIME RATES

ROS:	10x	25x	50x	100x	150x	200x
1/2 hr.....	67.50	64.50	56.25	52.50	48.00	42.00
1/4 hr.....	37.50	34.50	30.00	25.50	22.50	21.00
5 min.....	15.00	14.60	14.25	13.80	13.85	13.20
1/2 hr.....	312x	365x	520x	1040x		
1/4 hr.....	20.25	19.50				
5 min.....	12.90	12.75	12.60	12.15		
Specified, extra 10%.						

## WLGM

1962

Subscriber to the NAB Radio Code  
Media Code 4 248 3960 3.00  
Italon-Maynard Corp., 801 Main St., Lynchburg, Va. 24504. Phone 804-847-6666.

### 1. PERSONNEL

Vice-Pres & Gen'l Mgr.—Gene Creasy.  
Station Manager—Ron Joseph.  
Sales Manager—Helen Scarborough.

### 2. REPRESENTATIVES

Gill-Perna, Inc.

### 3. FACILITIES

1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; no cash discount.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11a, 12b, 13b, 14b, 15a, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70d, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM Facilities: WJJS (FM).  
Affiliated with American Entertainment Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 3/1/74—Rec'd 2/4/74.

### 6. SPOT ANNOUNCEMENTS

ROS:	10x	25x	50x	100x	150x	200x
1 min.....	6.90	6.75	6.30	6.15	6.00	
30 sec.....	2.90	2.75	2.30	2.15	2.00	
1 min.....	5.55	5.40	5.25	5.10	4.50	
30 sec.....	3.90	3.75	3.60	3.45	3.00	
Specified extra 10%.						

### 8. PROGRAM TIME RATES

ROS:	10x	25x	50x	100x	150x	200x
1/2 hr.....	52.50	49.50	41.25	37.50	33.00	
1/4 hr.....	27.00	27.00	22.50	18.00	15.00	
5 min.....	12.00	11.60	11.25	10.75	10.65	
1/2 hr.....	260x	312x	365x	520x	1040x	
1/4 hr.....	27.00	22.50	21.00			
1/4 hr.....	13.50	12.75	12.00			
5 min.....	10.20	9.90	9.75	9.60	9.15	
Specified extra 10%.						

### 10. SPECIAL FEATURES

Local update news—Sat 12.00.

## WLLL

1963

Media Code 4 248 3975 1.00  
Griffith Broadcasting Corp., Box 1510, One Radio Ln., Lynchburg, Va. 24505. Phone 804-239-0333.  
Studio: Phone 804-239-0300.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—A. Hurdley Griffith.  
Program Director—David H. Freer.  
Local Sales Manager—Joseph B. Cleary.

### 2. REPRESENTATIVES

PRO Time Sales, Inc.  
Southeast—Southern Spot Sales, Inc.  
Southwest—Mario Messina Company,  
Dome & Associates, Inc.

### 3. FACILITIES

5,000 w. days; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2a, 2b, 3a, 3c, 3d, 4a, 5, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21d, 22a, 24b, 24c, 25a, 28b, 32c, 29a, 30.  
Contracts: 40a, 41, 42b, 45, 46, 48, 50, 51c.  
Comb.: Cont. Discounts: 60a, 61b, 62a.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WGOL (FM).  
Affiliated with NBC.

#### TIME RATES

Eff—Rec'd 4/2/73.

AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.

### 6. SPOT ANNOUNCEMENTS

CLASS AA							
PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	
1 min.....	10.00	9.00	8.50	8.00	7.50	7.00	
30 sec.....	8.00	7.50	7.00	6.50	6.00	5.50	
CLASS A							
1 min.....	8.00	7.00	6.50	6.00	5.50	5.00	
30 sec.....	6.00	5.50	5.00	4.50	4.00	3.50	
10 sec ID's:	50% of 1-min.						

### 8. PROGRAM TIME RATES

1 x.....	1 hr	1/2 hr	1/4 hr	10 min	5 min	2 min	1 min
75	50	30	20	15	12		

## WLLL-FM

NOTE: The call letters of this station have been changed to:

## WGOL (FM)

## WLVA

1950

Subscriber to the NAB Radio Code  
Media Code 4 248 4050 2.00  
WLVA, Inc., 2320 Langhorne Rd., Lynchburg, Va. 24505. Phone 804-845-1242. TWX 710-871-1525.

### 1. PERSONNEL

Vice-President—Richard S. Stakes.  
General Manager—Terry McRight.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.

### 3. FACILITIES

1,000 w.; 590 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6-12:05 am. EST.

### 4. AGENCY COMMISSION

15/0 time only; 15th following month.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10f, 11f, 12f, 13f, 14f.  
Basic Rates: 20b, 21a, 21b, 22a, 23b, 24c, 25a, 28, 28b, 29a, 32b.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 67a, 48, 49, 50, 51c.  
Comb.: Cont. Discounts: 60a, 61a, 62b.  
Cancellation: 70b, 70e, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Member: Agrinet of Virginia.

#### TIME RATES

No. 14 Eff 9/1/74—Rec'd 8/1/74.

AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.  
B—Sun thru Sat 7 pm-midnight.

### 6. SPOT ANNOUNCEMENTS

CLASS AA							
PER WK:	1 min	30 sec	1 min				



**MARION (2 AM; 2 FM)**

Smyth County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WMEV** 1948 **WMEV-FM** 1961



Subscriber to the NAB Radio Code

Media Code 4 248 4275 5.00  
Mountain Empire Broadcasting Corp., Box 470, Park Blvd., Marion, Va. 24354. Phone 703-783-3151.

**STATION'S PROGRAMMING DESCRIPTION**  
WMEV: Programmed for general interest.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Stella Wolfenden Maloney.
- REPRESENTATIVES**  
National Time Sales.  
Dome & Associates, Inc.

- FACILITIES**  
1,000 w. days; 1010 kc. Non-directional.  
Operating schedule: Sunrise to local sunset. EST.  
FM-ERP 3,700 w.; 93.9 mc.  
Operating schedule: 6 am-11 pm.  
Antenna ht.: 1,480 ft. above terrain.

- AGENCY COMMISSION**  
15/0 time only; rendered on 1st.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
FM operated in conjunction with AM during day; sold separately after sunset or for special programs.  
Affiliated with KBS.  
Martinsville, Va. 24112. Phone 703-632-2152.  
Member: Agrinet of Virginia, Virginia Network.

**TIME RATES**  
Rates effective August 1, 1953. (Card No. 2-N.)  
Rates received August 3, 1953.

6. SPOT ANNOUNCEMENTS (*)		
	(*)	(2)
1 time.....	5.00	3.50
13 times.....	4.50	3.75
26 times.....	4.00	3.50
52 times.....	3.50	3.25
104 times.....	3.25	3.00
156 times.....	3.00	2.75
208 times.....	2.75	2.50
260 times.....	2.50	2.25
312 times.....	2.25	2.00

(\*) 1 minute or 100 words.  
(†) Station break or 35 words.  
(‡) 50 word station breaks.

**WOLD**

1962



Subscriber to the NAB Radio Code

Media Code 4 248 4350 6.00  
Emerald Sound, Inc., Box 31, Hwy. 16, S., Marion, Va. 24354. Phone 703-783-7109.

**STATION'S PROGRAMMING DESCRIPTION**  
WOLD: 100% contemporary country.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert S. Dix.
- FACILITIES**  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Simulcast network news only.
- AGENCY COMMISSION**  
15/0: time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

**TIME RATES**  
Eff 9/1/66—Rec'd 9/14/66.

6. SPOT ANNOUNCEMENTS		
	1x	52x 154x
1 min.....	5	4
20/30 sec.....	4	3
10 sec.....	3	2

- SPECIAL FEATURES**  
Newcasts at :30 & :60—1-1/2x applicable minute rate.

**WOLD-FM**

1968



Media Code 4 248 4351 4.00  
Emerald Sound, Inc., Box 31, Hwy. 16 S., Marion Va. 24354. Phone 703-783-7109.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WOLD-FM: Contemporary adult music.

- FACILITIES**  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 102.3 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 300 ft. above average terrain.

**TIME RATES**  
Rates are identical to WOLD. See that listing.

**MARTINSVILLE (2 AM; 1 FM)**

Henry County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WHEE**

1954



Media Code 4 248 4425 6.00  
Patrick Henry Broadcasting Corp., Drawer 3551, 40 Franklin St., Courthouse Sq., Martinsville, Va. 24112. Phone 703-632-9811.

**STATION'S PROGRAMMING DESCRIPTION**  
WHEE: Drive times, adult contemporary, Top 40 afternoons.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Thomas W. Patterson.
- FACILITIES**  
5,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**  
15% time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 Eff 10/1/73—Rec'd 11/30/73.

6. SPOT ANNOUNCEMENTS

ROS:	1x	13x	26x	52x	104x
1 min.....	6.50	5.85	5.55	4.90	4.55
30 sec.....	4.50	4.05	3.85	3.40	3.15
*30 sec.....	5.50	4.95	4.70	4.15	3.85
20 sec.....	3.00	2.70	2.55	2.25	2.10
		156x	312x	624x	1200x
1 min.....		4.25	3.90	3.75	3.60
30 sec.....		2.95	2.60	2.25	1.85
*30 sec.....		3.60	3.30	3.05	2.75
20 sec.....		1.95	1.80	1.65	1.50

(\*) Specified.  
52 wk—10% DISCOUNT

**WMVA** 1941 **WMVA-FM** 1950

**NBC Radio Network**



Media Code 4 248 4500 6.00  
Martinsville Broadcasting Co., Inc., Box 3831, Martinsville, Va. 24112. Phone 703-632-2152.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Lynwood J. Judkins, Jr.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5 am-midnight. EST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 96.3 mc. Stereo.  
Antenna ht.: 1,541 ft. above sea level.

- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC & KBS.

**TIME RATES**  
No. 10 Eff 8/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	10 ti	20 ti	30 ti	40 ti
PER YR:	1x	50x	100x	250x	500x
1 min.....	7.00	6.65	6.30	5.60	4.90
30 sec.....	5.00	4.75	4.50	4.00	3.50
20 sec.....	3.50	3.35	3.15	2.80	2.45

Specified times, extra 25%.

**MOUNT JACKSON**

Shenandoah County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

**WSIG**

1954

Media Code 4 248 4575 6.00  
Richard Field Lewis, Jr., Inc., WSIG Bldg., Mount Jackson, Va. 22842. Phone 703-477-3128.

**STATION'S PROGRAMMING DESCRIPTION**  
WSIG: Basic programming country and western

- PERSONNEL**  
Gen'l & Com'l Mgr.—Dick McGrath.
- REPRESENTATIVES**  
Dome & Associates, Inc.
- FACILITIES**  
1,000 w. days; 790 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Green Valley Group, Agrinet of Virginia, Virginia Network.

**TIME RATES**  
Rates effective November 1, 1964.  
Card received November 5, 1964.

6. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 ti.....	5.40	4.90	4.65	4.40
10 ti.....	5.15	4.65	4.40	4.15
20 ti.....	4.90	4.40	4.15	3.90
30 ti.....	4.65	4.15	3.90	3.65

10-second announcements combinable with other announcements at a ratio of 2 10-second to 1-minute announcement.  
20/30 seconds—75% of applicable minute rate.  
10 seconds—50% of applicable minute rate.

10. SPECIAL FEATURES  
5-MINUTE NEWSCASTS

PER WK:	13 wk	26 wk	52 wk
5 ti.....	9.50	8.50	8.00
10 ti.....	9.00	8.00	7.50
15 ti.....	8.50	7.50	7.00

**NARROWS-PEARISBURG**

Giles County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**WNRV**

1953



Media Code 4 248 4650 9.00  
Giles Broadcasting Co., Rt. 100, Narrows, Va. 24124. Phone Pearsburg 703-921-3990.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Ms. Megan H. McWilliams.  
Vice-Pres. & Sta. Mgr.—Robert M. Whitehead.  
Sales Manager—James R. Christianson.
- FACILITIES**  
5,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset (varies monthly). EST.

- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

**TIME RATES**  
Eff 2/1/73—Rec'd 2/27/3.

6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	78x	156x	260x	512x
1 min.....	4.00	3.85	3.70	3.55	3.40	3.25	3.10	2.95
30 sec.....	3.00	2.85	2.70	2.55	2.40	2.25	2.10	1.95

7. PACKAGE PLANS  
WITHIN 1 WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 3.00 2.75 2.50 2.25 2.00  
30 sec..... 2.50 2.00 1.80 1.60 1.40  
15 sec..... 1.50  
WITHIN MINIMUM 13 CONSEC WKS: 30 ti  
1 min..... 2.20  
30 sec..... 1.80

**NEWPORT NEWS**

Newport News County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth  
(including Chesapeake, Suffolk, Virginia Beach)

and  
Newport News-Hampton

**NORFOLK-PORTSMOUTH**  
(including Chesapeake, Suffolk, Virginia Beach)

and  
**NEWPORT NEWS-HAMPTON**  
(14 AM; 9 FM)

- Plus 2 paid duplicate listings  
Norfolk, Norfolk County—Map Location L-6  
Portsmouth, Norfolk County—Map Location L-6  
Hampton, Hampton County—Map Location L-6  
Newport News, Newport News County—Map Location L-6  
Virginia Beach County—Map Location M-6  
Chesapeake County—Map Location L-6  
Nansemond County—Map Location L-6

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic				Daytime Traffic				Afternoon Traffic				Evening Traffic			
	(6-10 am)		(10 am-3 pm)		(3-7 pm)		(7 pm-midnight)		(6-10 am)		(10 am-3 pm)		(3-7 pm)		(7 pm-midnight)	
A.....	35	29	35	35	29	35	29	35	29	35	29	35	29	35	29	
B.....	33	28	33	33	28	33	28	33	28	33	28	33	28	33	28	
C.....	31	26	31	31	26	31	26	31	26	31	26	31	26	31	26	
D.....	30	26	30	30	26	30	26	30	26	30	26	30	26	30	26	
AVERAGE	32	27	32	32	27	32	27	32	27	32	27	32	27	32	27	

**WCMS**

1954



Media Code 4 248 4800 0.00  
WCMS Radio Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 804-420-1050.

- PERSONNEL**  
Chairman of the Board—George A. Crump.  
Pres. & Gen'l Mgr.—Irvine B. Hill.  
Vice-Pres. & Prog. Dir.—Joseph Hoppel.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w. days; 1050 kc. Directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WCMS-FM.

- AGENCY COMMISSION**  
15/0 time and talent.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 22a, 23a, 24b, 28a, 29a.  
Contracts: 40a, 42a, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60b, 60i, 60k, 61a, 62b, 62e.  
Cancellation: 70a, 70c, 71a, 73a.

**TIME RATES**  
No. 12A Eff 6/15/73—Rec'd 8/23/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-6 pm.  
A—All other times.

7. PACKAGE PLANS

AAA				AA			
6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.....	32.00	30.00	27.50	25.50	27.50	25.50	23.00
20/30 sec.....	28.50	24.00	22.00	21.00	22.00	20.00	18.50
10 sec.....	18.00	16.50	15.00	14.50	14.00	13.00	12.00

A: Flat 16.50.

10. SPECIAL FEATURES  
5-min newscasts, ea 33.00.

**WCMS-FM**

1961



Media Code 4 248 4601 8.00  
WCMS Radio Norfolk, Inc., 5600 Curlew Dr., Norfolk, Va. 23502. Phone 804-420-1050.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 100.5 mc. Operating schedule: 24 hours. EST.  
Antenna ht.: 409 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6 am.

**TIME RATES**

Rates are identical to WCMS Class AA rates. See that listing.

**WCPK**

1967



Alan Torbet Associates, Inc.

Media Code 4 248 4835 6.00  
Payne of Virginia, Inc., 500 E. Liberty St., Chesapeake, Va. 23324. Phone 804-543-3535.

- STATION'S PROGRAMMING DESCRIPTION**  
WCPK: programmed for adults & young adults.  
MUSIC: blend of pop concert, standards, film music, Broadway showtunes with selected vocals, including limited current hits. NEWS: network at :50 with local headlines & community affairs reports. COMMERCIAL POLICY: acceptance of commercials only when totally compatible with programming criteria. MAXIMUM commercial load: 12 units per hour + News Sponsorship. Affords 15-minute Client Protection. Contact Representative for further details. Rec'd 6/4/73.

- PERSONNEL**  
Owner/President—Charles F. Payne.  
Vice-Pres. & Office Mgr.—Mrs. Katy W. Payne.  
Director of Public Affairs—John Howell.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
1,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION**  
15/0 time and talent. Bills payable as rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11a, 12a, 13c, 14e.  
Basic Rates: 20b, 21, 22b, 23a, 24a, 24b, 24c, 25a, 28a, 29c, 29a, 32b, 33b.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**

Eff—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

1 MIN:	8 ti	12 ti	18 ti	24 ti	30 ti
AA.....	13	12	11	10	9
A.....	11	10	9	8	7

30 sec: 80% of 1-min.  
10 sec: 50% of 1-min.

7. PACKAGE PLANS  
BULK, PER YR, ROS:

# VIRGINIA

Norfolk-Portsmouth and Newport News-Hampton-W F O G-Continued

**TIME RATES**  
ET 7/1/72-Rec'd 7/3/72.  
AA-Mon thru Sun 9 am-7 pm.  
A-All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA			
	1 ti	12 ti	18 ti	24 ti
1 min.	30	24	20	18
30 sec.	29	23	19	17

PER WK:	CLASS A			
	1 ti	12 ti	18 ti	24 ti
1 min.	27	22	19	17
30 sec.	26	21	18	16

**WGH**  
1928  
NEWPORT NEWS

**BLAIR RADIO**



Media Code 4 246 4875 2.00  
Hampton Roads Broadcasting Corp., Box 98, Newport News, Va. 23607.  
Other studios: 2302 W. Mercury Blvd., Hampton, Va. Phone 804-826-1310; Military Blvd., Norfolk, Va. 23502, Phone 804-340-1310.

- 1. PERSONNEL**  
General Manager—Ambert Dalil, Sales Manager—Al Nelovet, Program Director—Jim Stewart.
- 2. REPRESENTATIVES**  
Blair Radio.
- 3. FACILITIES**  
5,000 w.; 1310 kc. Directional—nighttime only. Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 18, 29a, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 44a, 45, 46, 47a, 51a, 51c, Comb.: Cont. Discounts: 60b, 60f, 60l, 61c, 62d, Cancellation: 70c, 71a, 72, 73b, Prod. Services: 81, 82.  
Affiliated with Blair Represented Network.

**TIME RATES**  
No. 47 ET 10/1/74—Rec'd 9/5/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Sun 7-11 pm; Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—Mon thru Sun 11 pm-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA			CLASS A			CLASS B		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
6 ti	35	31	29	26	13	12	12	11	11
12 ti	33	29	28	25	12	11	11	10	10
18 ti	31	27	26	23	11	9	9	8	8
24 ti	29	26	25	22	10	9	8	7	7
30 ti	27	24	23	21	9	8	7	6	6
36 ti	25	22	22	19	8	7	6	5	5

PER WK:	CLASS AA			CLASS A			CLASS B		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
6 ti	28	25	23	21	11	10	10	9	9
12 ti	26	23	22	20	10	9	9	8	8
18 ti	24	22	21	19	9	8	8	7	7
24 ti	23	20	19	17	8	7	7	6	6
30 ti	21	19	18	16	7	6	6	5	5
36 ti	20	18	17	15	6	5	5	4	4

**WGH-FM**  
1948  
NEWPORT NEWS

**BLAIR RADIO**



Media Code 4 246 4876 0.00  
Hampton Roads Broadcasting Corp., Box 98, Newport News, Va. 23607, Phone 804-826-1310.  
Studios—2302 W. Mercury Blvd., Hampton, Va.; Military Circle, Norfolk, Va. 23502.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WGH-FM: Concert Music programming. Contact Representative for further details. Rec'd 8/3/72.
- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—R. B. Bottom, Jr. Program Director—Mrs. Vianne Webb.
- 3. FACILITIES**  
ERP 74,000 w. (horiz.), 74,000 (vert.); 97.3 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 490 ft. above average terrain.
- 5. GENERAL RATE POLICY**  
Affiliated with Blair Represented Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES  
No. 3 ET 1/1/74—Rec'd 12/27/73.

**6. SPOT ANNOUNCEMENTS**  
PREFERRED TIME—MON THRU SUN 4-10 PM  
1 MINUTE

PER WK:	CLASS AA						CLASS A						CLASS B						
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	
1 wk	10.00	8.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00
24 wk	9.00	8.25	8.10	7.65	7.20	6.75	6.30	5.85	5.40	4.95	4.50	4.05	3.60	3.15	2.70	2.25	1.80	1.35	0.90
52 wk	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60	1.20	0.80

PER WK:	CLASS A						CLASS B					
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk	7.50	7.15	6.75	6.40	6.00	5.65	5.25	4.85	4.45	4.05	3.65	3.25
24 wk	6.75	6.45	6.10	5.75	5.40	5.10	4.75	4.40	4.05	3.70	3.35	3.00
52 wk	6.00	5.70	5.40	5.10	4.80	4.50	4.20	3.90	3.60	3.30	3.00	2.70

**7. PACKAGE PLANS**  
ROS—MON THRU SUN 6 AM-MIDNIGHT

PER WK:	CLASS AA						CLASS A						CLASS B						
	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	
1 wk	10.00	8.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50	1.00
24 wk	9.00	8.25	8.10	7.65	7.20	6.75	6.30	5.85	5.40	4.95	4.50	4.05	3.60	3.15	2.70	2.25	1.80	1.35	0.90
52 wk	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80	4.40	4.00	3.60	3.20	2.80	2.40	2.00	1.60	1.20	0.80

**W MY K**  
1973  
ELIZABETH CITY, N. C.

**MEEKER CO. RADIO SALES**

(This is a paid duplicate of the listing appearing under Elizabeth City, N. C.)  
Media Code 4 234 2375 5.00  
Love Broadcasting, Box 269, Moyock, N. C. 27958.  
Phones: 804-825-3108, 819-435-6138.

**STATION'S PROGRAMMING DESCRIPTION**  
WMYK: Programmed for persons 16-34. MUSIC: contemporary, familiar progressive. Selections from old & current albums designed to combine familiar oldies by well-known artists with newer selections from newer artists & albums. Minimum talk 15 minutes per hour. Commercials at approximately 15 minute intervals, with maximum 2 commercials per set. Contact Representative for further details. Rec'd 8/19/74.

**1. PERSONNEL**  
Station Manager—Robert Benms.  
**2. REPRESENTATIVES**  
Meeker Radio, Inc.

**3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.7 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 440 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time only; 15th of month.

**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
No. 1 ET 8/15/74—Rec'd 8/27/74.  
AAA—3-11 pm.  
AA—6 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA			CLASS A		
	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 ti	17	14	11	11	10	8
18 ti	16	13	13	10	9	7
24 ti	15	12	12	9	8	6

**WKLX**  
1942  
PORTSMOUTH



**A William Rust Station**  
Media Code 4 248 4965 9.00  
Rust Communications Group, Inc., Box 1350, Norfolk, Va. 23501, Phone 804-484-7596.  
Studios & Eng., 4325 Cedar Lane & Craney Island, Portsmouth, Va. 23703.

**STATION'S PROGRAMMING DESCRIPTION**  
WKLX: MUSIC: contemporary mixed with oldies. NEWS: network & local at :15 & :45 in drive times & at :45 all other times. Contact Representative for further details. Rec'd 7/29/74.

- 1. PERSONNEL**  
President—William F. Rust, Jr. General Manager—Howard Jernigan. General Sales Manager—E. Michael Murray.
- 2. REPRESENTATIVES**  
McGaven-Guld, Inc.
- 3. FACILITIES**  
5,000 w.; 1350 kc. Directional—separate patterns, day and night. Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8, 14c, 15c, 16c, 17c, 18c, 19c, 20c, 21c, 22c, 23c, 24c, 25c, 26c, 27c, 28c, 29c, 30c, 31c, 32c, 33c, 34c, 35c, 36c, 37c, 38c, 39c, 40c, 41c, 42c, 43c, 44c, 45c, 46c, 47c, 48c, 49c, 50c, 51c, 52c, 53c, 54c, 55c, 56c, 57c, 58c, 59c, 60c, 61c, 62c, 63c, 64c, 65c, 66c, 67c, 68c, 69c, 70c, 71c, 72c, 73c, 74c, 75c, 76c, 77c, 78c, 79c, 80c, 81c, 82c, 83c, 84c, 85c, 86c, 87c, 88c, 89c, 90c, 91c, 92c, 93c, 94c, 95c, 96c, 97c, 98c, 99c, 100c.  
Cancellation: 70a, 70e, 71a, 73a. Prod. Services: 82.  
Affiliated with American Entertainment Network.

**TIME RATES**  
ET 10/8/70—Rec'd 10/5/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 7 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA			CLASS A			CLASS B		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
6 ti	18	17	15	14	13	12	12	11	11
12 ti	17	16	14	13	12	11	11	10	10
18 ti	16	15	13	12	11	10	10	9	9
24 ti	15	14	12	11	10	9	9	8	8
30 ti	14	13	11	10	9	8	8	7	7
36 ti	13	12	10	9	8	7	7	6	6

PER WK:	CLASS AA			CLASS A			CLASS B		
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min
6 ti	15	14	12	11	10	9	9	8	8
12 ti	14	13	11	10	9	8	8	7	7
18 ti	13	12	10	9	8	7	7	6	6
24 ti	12	11	9	8	7	6	6	5	5
30 ti	11	10	8	7	6	5	5	4	4
36 ti	10	9	7	6	5	4	4	3	3

**WLP M**  
1940  
SUFFOLK

Media Code 4 246 5005 5.00  
Suffolk Broadcasting Corp., 967 Windsor Rd., Suffolk, Va. 23434, Phone 804-539-2304.

- STATION'S PROGRAMMING DESCRIPTION**  
WLP M: Programmed for general interest with emphasis on young adults and housewives.
- 1. PERSONNEL**  
General Manager—Earl Hundley.
- 3. FACILITIES**  
1,000 w.; 1150 kc. Non-directional. Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KRS. Member: Farm Directors Radio Network.

**TIME RATES**  
No. 9 ET 1/1/72—Rec'd 2/28/72.

**6. SPOT ANNOUNCEMENTS**  
1 MINUTE

PER WK, ROS:	CLASS AA				CLASS A			
	1 ti	14 wk	27-39	52 wk	1 ti	14 wk	27-39	52 wk
1 ti	4.75	4.50	4.25	4.00	3.75	3.50	3.25	3.00
14 ti	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
28 ti	4.25	4.00	3.75	3.50	3.25	3.00	2.75	2.50
42 ti	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25
56 ti	3.75	3.50	3.25	3.00	2.75	2.50	2.25	2.00
70 ti	3.50	3.25	3.00	2.75	2.50	2.25	2.00	1.75
84 ti	3.25	3.00	2.75	2.50	2.25	2.00	1.75	1.50
98 ti	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25

- 7. PACKAGE PLANS**  
BLANKET CONTRACTS—1 YEAR OR LESS
- | PER WK: | CLASS AA |        |       | CLASS A |       |        | CLASS B |        |       |
|---------|----------|--------|-------|---------|-------|--------|---------|--------|-------|
|         | 1 min    | 30 sec | 1 min | 30 sec  | 1 min | 30 sec | 1 min   | 30 sec | 1 min |
| 1 min   | 4.00     | 3.50   | 3.00  | 3.00    | 2.75  | 2.25   | 2.25    | 2.00   | 1.75  |
| 30 sec  | 3.25     | 2.75   | 2.25  | 2.25    | 2.00  | 1.50   | 1.50    | 1.25   | 1.00  |
| 10 sec  | 3.00     | 2.50   | 2.00  | 2.00    | 1.75  | 1.25   | 1.25    | 1.00   | 0.75  |
- Contracts not completed rebilled at actual earned rate. There must be a signed contract to earn anything less than open rate. For fixed time or time segment spot, add 50 per cent. Spots of different lengths may be mixed for frequency discount.
- 10. SPECIAL FEATURES**  
5-MINUTE NEWS & WEATHER
- | PER WK:           | CLASS AA |       |       | CLASS A |      |       | CLASS B |       |  |
|-------------------|----------|-------|-------|---------|------|-------|---------|-------|--|
|                   | 1 ti     | 14 wk | 27-39 | 52 wk   | 1 ti | 14 wk | 27-39   | 52 wk |  |
| 6-9 am & 4-6 pm   | 9        | 8     | 7     | 7       | 6    | 5     | 5       | 4     |  |
| All other times   | 8        | 7     | 6     | 6       | 5    | 4     | 4       | 3     |  |
| 3-min: Less 2.00. |          |       |       |         |      |       |         |       |  |

**W NOR**  
1949  
NORFOLK



**KATZ RADIO**

Subscriber to the NAB Radio Code  
Media Code 4 244 5025 3.00  
Commonwealth Broadcasting Co., 252 W. Brambleton Ave., Norfolk, Va. 23510, Phone 804-623-9667.  
Other office: 2900 Washington Ave., Newport News, Va. 23607, Phone 703-244-5055.

- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Fred Gage. Vice-Pres. & Asst. Gen'l Mgr.—Gene Loving. Sales Manager—Josh Barry.
- 2. REPRESENTATIVES**  
Katz Radio.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional. Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 6a, 7b, 8. Rate Protection: 15c.  
Basic Rates: 22b, 23a, 24a, 26, 28a, 29a. Contracts: 40a, 42a, 45, 46, 47a, 48. Comb.: Cont. Discounts: 60b, 60f, 61c, 62b. Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with American Contemporary Network. Affiliated with Katz Radio Network.

**TIME RATES**  
AM/FM COMBINATION  
No. 1 ET 6/1/71—Rev 10/12/72—Rec'd 11/21/73.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 10 am-6 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK, I MIN, EA:
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**WQRK (FM)**

1966  
NORFOLK

Media Code 4 248 5092 3.00  
Muscardio Broadcasting Corp., No. 11 Koger Executive Center, Norfolk, Va. 23502. Phone 804-499-9893.

**STATION'S PROGRAMMING DESCRIPTION**  
WQRK (FM): Target audience 14-34.  
MUSIC: Top hits of today plus top 15 albums.  
COMMERCIAL POLICY: 8 commercial minutes per hour with a maximum of 12 units per hour. Contact Representative for further details. Rec'd 7/8/74.

- PERSONNEL**  
President—Joseph B. Burton.  
General Manager—Bob Kelly.  
General Sales Manager—Susan W. Nance.
- REPRESENTATIVES**  
Selcom, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 9,100 w. (vert.); 104.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 418 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10a, 15b.  
Basic Rates: 20b, 22b, 23b, 24c, 29a, 30.  
Contracts: 40c, 41, 42c, 43, 44a, 44b, 46, 51a.  
Comb.: Cont. Discounts: 62a, 62d.  
Cancellation: 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.  
AM facilities: WTID.

**TIME RATES**

ET 1/15/73—Rec'd 1/8/73.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 18 ti 25 ti 30 ti  
AA ..... 22 20 19 18 17 15  
A ..... 20 18 17 16 15 13  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**  
TAP: 18 ti 24 ti 30 ti  
1/2AA, 1/2A ..... 15 14 12

**WRAP**

1952  
NORFOLK

A Rollins Group Station  
Media Code 4 248 5100 4.00  
Rollins Broadcasting of Delaware, Inc., Box 598, Norfolk, Va. 23501. Phone 804-484-5243.

**STATION'S PROGRAMMING DESCRIPTION**  
WRAP: Programmed to adults and young adults.  
AM PERSONALITIES handle all segments. NEWS: AP. MUSIC: gospel 4-8:30 am. R & B. Contact Representative for further details. Rec'd 7/3/72.

- PERSONNEL**  
Vice-President Radio, Rollins, Inc.—Paul H. Downs.  
General Manager—Terry Watts.  
General Sales Manager—Stuart H. Barondess.
- REPRESENTATIVES**  
HR/Stone Radio Representative, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 850 kc.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% time; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 31, 32b, 33a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60i, 62d.  
Cancellation: 70c, 71a, 71b, 72, 73b.  
Prod. Services: 80, 82.  
Member: Rollins, Inc.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

**TIME RATES**

No. 13 ET 9/1/74—Rec'd 8/29/74.  
AAAA—Mon thru Fri 6-10 am & 3-7 pm.  
AAA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.

- SPOT ANNOUNCEMENTS**  
—AAAA— —AAA— —AA—  
PER WK: 1 min (\*) 1 min (\*) 1 min (\*)  
1 ti ..... 39 31 33 26 16 13  
6 ti ..... 37 29 31 24 15 12  
12 ti ..... 35 28 29 23 14 11  
18 ti ..... 33 26 27 21 13 10  
24 ti ..... 31 24 25 20 12 9  
(\* 30 sec/less.)
- PACKAGE PLANS**  
TAP—1/2AAAA, 1/2AAA  
1 min ..... 6 ti 12 ti 18 ti 24 ti  
30 sec/less ..... 25 23 22 20
- ANNUAL FREQUENCY**  
—AAAA— —AAA— —AA—  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
520 x ..... 31 25 25 20 12 9  
1000 x ..... 27 22 23 18 11 8

**WTAR**

1923  
NORFOLK

Subscriber to the NAB Radio Code  
Media Code 4 248 5250 7.00  
Landmark Communications, Inc., 720 Boush St., Norfolk, Va. 23510. Phone 804-625-6711. TWX 703-825-8353.

- PERSONNEL**  
President—William Gletz.  
General Manager—Larry Saunders.  
Sales Manager—Edmond H. Johnson, Jr.

- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
5,000 w.; 790 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b, 16.  
Basic Rates: 28b, 28c, 29a, 33a.  
Contracts: 40a, 41, 45, 46, 50.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. AA-8 ET 9/1/74—Rec'd 8/5/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 5-6 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight;  
Sun all day.

- SPOT ANNOUNCEMENTS**  
CLASS AAA  
PER YR: 1x 500x 250x ..... 500x 1000x  
PER WK: 1 ti 12 ti 24 ti 36 ti 48 ti 60 ti  
1 min ..... 37 35 33 30 29 28  
30 sec ..... 29 27 25 22 21 20  
CLASS AA  
1 min ..... 32 30 28 25 24 23  
30 sec ..... 25 23 21 18 17 16  
CLASS A  
1 min ..... 25 24 23 21 20 19  
30 sec ..... 22 21 20 17 16 15  
RON  
1 min ..... 23 22 20 19 18 17  
30 sec ..... 17 16 14 13 12 11  
10 sec: 60% of 1-min. 2 count as 1 for frequency discount.

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr  
Flat ..... 140 95 65
- SPECIAL FEATURES**  
HELICOPTER TRAFFIC PATROL REPORTS  
PER WK: 1 ti 6 ti 12+  
AAA ..... 43 42 41  
AA ..... 37 36 35  
5-min news programs, 1-min only extra 4.00; 10-min programs extra 10.00.  
Mildred Alexander & World News roundup—1-min, extra 2.00; non-rotating fixed position, extra 2.00.

**WTAR-FM**

1961  
NORFOLK

Subscriber to the NAB Radio Code  
Media Code 4 248 5251 5.00  
WTAR Radio-TV Corp., 720 Boush St., Norfolk, Va. 23510. Phone 804-625-6711. TWX 703-625-8355.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
WTAR-FM: MUSIC: familiar standards & arrangements of current hits programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 12/1/72.

- PERSONNEL**  
FM Manager—Thurman Worthington.
- FACILITIES**  
ERP 40,000 w. (horiz.), 40,000 w. (vert.); 95.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 881 ft. above average terrain.
- AGENCY COMMISSION**  
15% time; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23b, 24a, 24b, 24c, 25a, 28a, 28c, 29a, 29b, 31, 32b, 33a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60i, 62d.  
Cancellation: 70c, 71a, 71b, 72, 73b.  
Prod. Services: 80, 82.  
Member: Rollins, Inc.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

- SPOT ANNOUNCEMENTS**  
—AAAA— —AAA— —AA—  
PER WK: 1 min (\*) 1 min (\*) 1 min (\*)  
1 ti ..... 39 31 33 26 16 13  
6 ti ..... 37 29 31 24 15 12  
12 ti ..... 35 28 29 23 14 11  
18 ti ..... 33 26 27 21 13 10  
24 ti ..... 31 24 25 20 12 9  
(\* 30 sec/less.)
- PACKAGE PLANS**  
TAP—1/2AAAA, 1/2AAA  
1 min ..... 6 ti 12 ti 18 ti 24 ti  
30 sec/less ..... 25 23 22 20
- ANNUAL FREQUENCY**  
—AAAA— —AAA— —AA—  
1 min 30 sec 1 min 30 sec 1 min 30 sec  
520 x ..... 31 25 25 20 12 9  
1000 x ..... 27 22 23 18 11 8

**WTID**

1947  
NEWPORT NEWS

Media Code 4 248 5252 7.00  
Muscardio Broadcasting Corp., No. 11 Koger Executive Center, Norfolk, Va. 23502. Phone 804-499-7095.

**STATION'S PROGRAMMING DESCRIPTION**  
WTID: Features country gold; religious programming. NEWS: at :50. COMMERCIAL POLICY: maximum 14 min per hour. Rec'd 10/5/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Joseph B. Burton.
- FACILITIES**  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b.  
Rate Protection: 10a, 15b.  
Basic Rates: 20b, 22b, 23b, 24c, 29a, 30.  
Contracts: 40c, 41, 42c, 43, 44a, 44b, 46, 51a.  
Comb.: Cont. Discounts: 62a, 62d.  
Cancellation: 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.  
FM facilities: WQRK (FM).

**TIME RATES**

ET 8/1/70—Rec'd 8/4/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 ti 6 ti 12 ti 18 ti 25 ti 30 ti  
AA ..... 22 20 19 18 17 15  
A ..... 20 18 17 16 15 13  
30/20 sec: 80% of 1-min. 10 sec: 50% of 1-min.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
18 ti 24 ti 30 ti  
1/2AA, 1/2A ..... 15 14 12

**WVAB**

1954  
VIRGINIA BEACH

Media Code 4 248 5400 8.00  
Sea Broadcasting Corp., Box 986, 3108 Pacific Ave., Virginia Beach, Va. 23451. Phone 804-425-1550.

**STATION'S PROGRAMMING DESCRIPTION**  
WVAB: MUSIC: MOR, featuring today's hits. NEWS: local at :60, followed by network national and international. Stock market, traffic and fishing reports scheduled regularly. SPORTS: professional, college, high school scores. Special information features on Sat and Sun. Rec'd 3/8/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jack B. Prince  
Operations Manager—Don Beckstrom.
- FACILITIES**  
5,000 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
Rate Protection: 10a, 14a.  
Contracts: 40a, 45.  
Comb.: Cont. Discounts: 61a.  
Cancellation: 70a, 70c, 70e.  
Affiliated with MBS.

**TIME RATES**

No. 1-D ET 1/1/73—Rev 3/6/74—Rec'd 7/15/74.  
1 MINUTE  
PER WK: 1 ti 12 ti 18 ti 24 ti 30 ti 36+  
1 wk ..... 9.50 ..... 9.00 8.50 8.00 7.50  
13 wk ..... 9.00 ..... 8.50 8.00 7.50 7.00  
26 wk ..... 8.50 ..... 8.00 7.50 7.00 6.50  
52 wk ..... 8.00 ..... 7.50 7.00 6.50 6.00

- PACKAGE PLANS**  
52-WK BULK: 312x 624x 1248x  
1 min ..... 7.50 6.50 6.00  
30 sec ..... 6.00 5.00 4.00
- SPECIAL FEATURES**  
5-MINUTE NEWS & WEATHER REPORTS  
PER WK: 1 wk 13 wk 26 wk 52 wk  
1 ti ..... 17.00 15.00 13.00 11.00  
5 ti ..... 16.00 14.00 12.00 10.50  
10+ ..... 15.00 12.75 11.25 9.75

**WVEC**

1948  
HAMPTON

Media Code 4 248 5475 0.00  
Peninsula Radio Corp., Box 400, 1930 E. Pembroke, Hampton, Va. 23369. Phone 804-722-6331. TWX 703-722-2960.

Other Office: 110 Third St., Norfolk, Va. 23510.  
Phone 804-627-7773.

**STATION'S PROGRAMMING DESCRIPTION**  
WVEC: Programmed for adults.  
Hourly format: national news on hour, local news and weather follows, 6-9 am standards and middle-of-the-road with time signal between each selection. Headlines and weather each 15 min. 9 am-8 pm standards, showtunes and middle-of-the-road, 10 pm-6 am showtunes, standards and middle-of-the-road. Sports, stock market and other seasonal programs such as fishing reports scheduled on regular basis. COMMERCIAL POLICY: 18 minutes maximum each hour with no more than 120 seconds total commercial continuity any one interruption. Contact Representative for further details. Rec'd 1/30/69.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Thomas P. Chisman  
Vice-Pres. & Sales Dir.—Harrol A. Brauer, Jr.  
Vice-Pres. & Oper. Dir.—L. W. Kiewer.
- REPRESENTATIVES**  
Savalli/Gates, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST. DST.  
Partial simulcast operation. Simulcast midnight-6 am daily. For non-simulcast facilities see WVEC-FM.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.  
Basic Rates: 21d, 22a, 23a, 26, 28a, 28b, 28c, 29a, 32b, 33a.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60f, 61a, 62d.  
Cancellation: 70b, 70e, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
FM facilities: WVHR (FM).  
Affiliated with American Information Network.

**TIME RATES**

No. 9 ET 1/1/68—Rec'd 12/4/67.

- SPOT ANNOUNCEMENTS**  
1x 5x 10x 15x 20x 30x 40x 50x  
1 wk ..... 13.50 13.00 12.50 12.00 11.00 10.50 10.00 9.50  
13 wk ..... 12.50 12.00 11.00 10.50 10.00 9.50 9.00 8.50  
26 wk ..... 11.00 10.50 10.00 9.50 9.00 8.50 8.00 7.50  
52 wk ..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50
- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr ..... 127 121 116 110 105 99 94  
1/2 hr ..... 76 72 68 63 59 54 50  
1/4 hr ..... 51 48 44 41 38 35 31  
10 min ..... 39 37 35 32 30 28 26  
5 min ..... 27 26 25 24 22 21 20

**VIRGINIA**

**WVHR (FM)**

1962  
HAMPTON

Media Code 4 248 5500 5.00  
Peninsula Radio Corp., Box 400, 1930 E. Pembroke, Hampton, Va. 23369. Phone 804-722-6331. TWX 703-722-2960.

Other Office: 110 Third St., Norfolk, Va. 23510.  
Phone 804-627-7773.  
See affiliated AM station for additional information.  
AM facilities: WVEC.

**STATION'S PROGRAMMING DESCRIPTION**  
WVHR (FM): Programmed for adults.  
NEWS: national at :15, local & weather at :20.  
MUSIC: standards, showtunes & MOR. COMMERCIAL POLICY: commercials at :20, :45 & :60. Maximum 90 seconds per interruption. Contact Representative for further details. Rec'd 11/15/73.

- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Partial simulcast operation. Operated separately 6 am-midnight. For simulcast facilities see WVEC.

**TIME RATES**

No. 1 ET 1/1/68—Rec'd 12/4/67.  
6. SPOT ANNOUNCEMENTS  
1x 5x 10x 15x 20x 30x 40x 50x  
1 wk ..... 8.00 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
13 wk ..... 7.00 6.50 6.00 5.50 5.00 4.50 4.00 3.50  
26 wk ..... 6.00 5.50 5.00 4.50 4.00 3.50 3.00 2.50  
52 wk ..... 5.00 4.50 4.00 3.50 3.00 2.50 2.00 1.50

- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr ..... 65 63 59 56 53 50 47  
1/2 hr ..... 45 43 41 39 37 35 33  
1/4 hr ..... 30 29 28 27 26 25 24  
10 min ..... 25 24 23 22 21 20 19  
5 min ..... 20 19 18 17 16 15 14

**WWOC**

1948  
PORTSMOUTH

Media Code 4 248 5525 2.00  
Baron Communications, Inc., 505 Washington St., Portsmouth, Va. 23704. Phone 804-393-1041.

**STATION'S PROGRAMMING DESCRIPTION**  
WWOC: 100% country music.  
NEWS: network at :30. Contact Representative for further details. Rec'd 6/29/73.

- PERSONNEL**  
President—Ralph J. Baron.  
Executive Vice-President—George J. Lund.  
Vice-Pres. & Gen'l Mgr.—Allen R. Shaw.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Southeast—Bernard I. Ochs Co.
- FACILITIES**  
1,600 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% on time cost only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 28c, 29a, 33b.  
Contracts: 40a, 41, 42b, 44a, 44b, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60d, 60f, 60h, 60i.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80.  
Member: Country Music Network.  
Affiliated with MBS.

**TIME RATES**

ET 6/12/74—Rec'd 6/17/74.  
6. SPOT ANNOUNCEMENTS  
10 ti 20 ti 30 ti 40 ti  
1 min ..... 8 7 6 5  
30 sec ..... 6 5 4 3

**WXRI (FM)**

1961  
NORFOLK

Media Code 4 248 5550 0.00  
The Christian Broadcasting Network, Inc., Box 111, Portsmouth, Va. 23705. Phone 804-393-2505.

**STATION'S PROGRAMMING DESCRIPTION**  
WXRI (FM): Contemporary Christian.  
MUSIC 70% religious contemporary. NEWS: every hour for 5 min. Special features at :50. Three 30-min blocks M-Sat 11P. UPI wire & audio services plus local actualities. Community bulletin board announcements 3x/daily. Rec'd 4/27/73.

- PERSONNEL**  
President—M. G. (Pat) Robertson.  
General Manager—Eric AuCoin.  
Sales Manager—Dave Morrow.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 105.3 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; 5% cash discount 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40c, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60a, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Tobacco & intimate personal articles not accepted for advertising.  
Member: The Christian Broadcasting Network, Inc.

**TIME RATES**

ET 1/1/73—Rec'd 4/27/73.  
A—6 am-6 pm.  
B—6 pm-6 am.

- SPOT ANNOUNCEMENTS**  
1x 5x 10x 15x 20x 30x 40x 50x  
1 wk ..... 13.50 13.00 12.50 12.00 11.00 10.50 10.00 9.50  
13 wk ..... 12.50 12.00 11.00 10.50 10.00 9.50 9.00 8.50  
26 wk ..... 11.00 10.50 10.00 9.50 9.00 8.50 8.00 7.50  
52 wk ..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00 6.50
- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x 260x  
1 hr ..... 127 121 116 110 105 99 94  
1/2 hr ..... 76 72 68 63 59 54 50  
1/4 hr ..... 51 48 44 41 38 35 31  
10 min ..... 39 37 35 32 30 28 26  
5 min ..... 27 26 25 24 22 21 20

(This listing continued on next page)

## VIRGINIA

### Norfolk-Portsmouth and Newport News-Hampton—W X R I (FM)—Continued

#### 6. SPOT ANNOUNCEMENTS

PER WK:	11	CLASS A	12 11	18 11	24 11	30 11
1 min	8.00	7.60	7.20	6.80	6.40	6.00
30/20 sec	6.00	5.79	5.40	5.10	4.80	4.50
10 sec	4.00	3.80	3.60	3.40	3.20	3.00

CLASS B	1 min	30/20 sec	10 sec
1 min	6.80	6.45	6.10
30/20 sec	5.10	4.85	4.60
10 sec	3.40	3.25	3.10

CLASS C	1 min	30/20 sec	10 sec
1 min	6.80	6.45	6.10
30/20 sec	5.10	4.85	4.60
10 sec	3.40	3.25	3.10

#### 7. PROGRAM TIME

PER YR:	1x	13x	52x	156x	260x
1 hr	57.00	53.80	51.00	48.15	42.50
1/2 hr	38.00	35.85	34.00	32.10	28.30
1/4 hr	26.00	24.25	23.00	21.65	19.15
5 min	15.00	13.45	12.75	12.05	10.65

CLASS B	1 hr	1/2 hr	1/4 hr	5 min
1 hr	50.00	47.50	45.00	42.50
1/2 hr	33.00	31.35	29.70	28.05
1/4 hr	22.00	20.70	19.80	18.70
5 min	12.00	11.40	10.80	10.20

### NORTON (1 AM; 1 FM)

Wise County—Map Location I-6  
See SRDS consumer market map and data at beginning of the State.

#### WNVA

1945

Subscriber to the NAB Radio Code  
Media Code 4 248 5625 0.00  
Radio-Wise, Inc., Norton, Va. 24273. Phone 703-679-2211.

#### STATION'S PROGRAMMING DESCRIPTION

- WNVA: Programmed for adults.
- PERSONNEL**  
Pres. & Gen'l Mgr.—R. B. Helms.
  - FACILITIES**  
5,000 w. days; 1350 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WNVA-FM.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS	1x	13x	52x	156x	260x	312x
1 min	4.75	4.70	4.40	3.85	3.50	3.15
30 sec	3.95	3.85	3.30	2.90	2.50	2.40

**7. PACKAGE PLANS**  
10 sec. et. Minimum 20 per day, 5 days per week; 1-week schedule.

CLASS A	1 min	30 sec
1 min	3.00	2.25
13 wk	2.85	2.10
26 wk	2.70	1.95
39 wk	2.55	1.80
52 wk	2.40	1.65

#### WNVA-FM

1969

Subscriber to the NAB Radio Code  
Media Code 4 248 5626 8.00  
Radio-Wise, Inc., Norton, Va. 24273. Phone 703-679-2211.

#### STATION'S PROGRAMMING DESCRIPTION

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 700 mc. Operating schedule: 6 am-11 pm. EST. Antenna ht.: 560 ft. above average terrain. Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WNVA.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations. Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 12/1/73—Rec'd 11/5/73.

6. SPOT ANNOUNCEMENTS	1x	13x	52x	156x	260x	312x
1 min	4.15	4.10	3.85	3.35	3.05	2.75
30 sec	3.45	3.35	2.90	2.50	2.20	2.10

### ORANGE (1 AM; 1 FM)

Orange County—Map Location J-4  
See SRDS consumer market map and data at beginning of the State.

#### WJMA

1949

#### WJMA-FM

1971

Subscriber to the NAB Radio Code  
Media Code 4 248 5700 1.00  
WJMA, Inc., Box 271, Orange, Va. 22960. Phone 703-672-1000.

#### STATION'S PROGRAMMING DESCRIPTION

- Pres. & Gen'l Mgr.—Arch Harrison, Jr.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc. Non-directional. Operating schedule: 5:55 am-10:45 pm. EST. FM-ERP 3,000; 96.7 mc. Operating schedule: Same as AM. Antenna ht.: 171 ft. above average terrain.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Member: Green Valley Group, Agrinet of Virginia, Virginia Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 13 ET 4/1/74—Rec'd 5/3/74.

AA—Mon thru Sat 6-9 am; Mon thru Fri noon-1 pm & 4-6:30 pm.	1 min	30 sec
AA—All other times.	7.00	5.50

#### 6. SPOT ANNOUNCEMENTS

PER YR:	1 min	30 sec	1 min	30 sec
1 x	4.75	3.75	4.25	3.25
(*)	4.00	3.00	3.50	2.50
100+	3.60	2.70	3.15	2.25

(\*) Minimum of 1 spot per wk, 52 wks or 100 spots in 1 yr.

#### 7. PACKAGE PLANS

PER WK, 1/3 AA:	12 ti	24+
1 min	4.00	3.00
30 sec	3.85	2.85

#### 10. SPECIAL FEATURES

NEWS—PIN-POINT PLAN

CLASS	1 min	30 sec
AA	5.50	4.00
A	5.00	3.50

### PEARISBURG

Giles County—Map location E-5  
See SRDS consumer market map and data at beginning of the State.

#### See Narrows-Parisburg

### PENNINGTON GAP

Lee County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

#### WSWV

1959

Subscriber to the NAB Radio Code  
Media Code 4 248 5775 5.00  
Lee County Broadcasting Co., Box 335, Pennington Gap, Va. 24277. Phones 703-546-2520; 454-2521.

#### STATION'S PROGRAMMING DESCRIPTION

- Pres. & Gen'l Mgr.—Daniel Gabriel, M. D.
- PERSONNEL**  
George T. Hopewell, Inc. Kentucky Radio Sales—South.
  - FACILITIES**  
1,000 w. days; 1570 kc. Non-directional. Operating schedule: 6:00 am-local sunset. EST.
  - AGENCY COMMISSION**  
15/0 time only; 10 days.
  - GENERAL RATE POLICY**  
Member: Farm Directors Radio Network.

**TIME RATES**  
Rates effective February 5, 1965.

6. SPOT ANNOUNCEMENTS	1 min	30 sec
1 min	3.00	2.25
13 wk	2.85	2.10
26 wk	2.70	1.95
39 wk	2.55	1.80
52 wk	2.40	1.65

### PETERSBURG (2 AM; 2 FM)

Dinwiddie County—Map Location J-6  
See SRDS consumer market map and data at beginning of the State.

#### WPLZ (FM)

1966

Media Code 4 248 5812 4.00  
Petersburg Broadcasting Co., Inc., Box 231, 702 Petersburg Mutual Bldg., Petersburg, Va. 23803. Phone 804-733-4567.

#### STATION'S PROGRAMMING DESCRIPTION

- WPLZ (FM): Programmed for adults & young adults.
- MUSIC: standards & showtunes, Broadway category, past & present, featuring full orchestration & selected vocals. NEWS: 2 min. headlines per hr. COMMERCIAL POLICY: maximum of 8 minutes per hour. Contact Representative for further details. Rec'd 7/20/73.

- PERSONNEL**  
Station Manager—Richard P. Oakley.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc. Stereo. Operating schedule: 24 hours daily. EST. Antenna ht.: 290 ft. above average terrain.

**TIME RATES**  
ET 7/1/73—Rec'd 7/13/73.

AAA—Mon thru Fri 6-10 am & 3-7 pm.	1 min	30 sec
AAA—Mon thru Fri 10 am-3 pm & 7 pm-midnight; Sat 6 am-midnight; Sun 10 am-midnight. <td>7.00</td> <td>5.50</td>	7.00	5.50
AA—Mon thru Sat midnight-sign-off; Sun 6-10 am. <td>6.50</td> <td>5.00</td>	6.50	5.00

- SPOT ANNOUNCEMENTS**

PER WK:	1 wk	5 wk	13 wk	26 wk	52 wk
24+	7.00	6.50	6.00	5.50	5.00
18 ti	7.50	7.00	6.50	6.00	5.50
12 ti	8.00	7.50	7.00	6.50	6.00
6 ti	8.50	8.00	7.50	7.00	6.50
1 ti	9.00	8.50	8.00	7.50	7.00

**CLASS AA**

24+	18 ti	12 ti	6 ti	1 ti
8.00	8.50	9.00	9.50	10.00
6.50	7.00	7.50	8.00	8.50
5.00	5.50	6.00	6.50	7.00

**CLASS A**

24+	18 ti	12 ti	6 ti	1 ti
5.00	5.50	6.00	6.50	7.00
4.50	5.00	5.50	6.00	6.50
3.50	4.00	4.50	5.00	5.50

**CLASS B**

24+	18 ti	12 ti	6 ti	1 ti
4.50	5.00	5.50	6.00	6.50
3.50	4.00	4.50	5.00	5.50
2.50	3.00	3.50	4.00	4.50

**CLASS C**

24+	18 ti	12 ti	6 ti	1 ti
3.50	4.00	4.50	5.00	5.50
2.50	3.00	3.50	4.00	4.50
1.50	2.00	2.50	3.00	3.50

**CLASS D**

24+	18 ti	12 ti	6 ti	1 ti
2.50	3.00	3.50	4.00	4.50
1.50	2.00	2.50	3.00	3.50
0.50	1.00	1.50	2.00	2.50

**CLASS E**

24+	18 ti	12 ti	6 ti	1 ti
1.50	2.00	2.50	3.00	3.50
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50

**CLASS F**

24+	18 ti	12 ti	6 ti	1 ti
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50

**CLASS G**

24+	18 ti	12 ti	6 ti	1 ti
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50

**CLASS H**

24+	18 ti	12 ti	6 ti	1 ti
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50

**CLASS I**

24+	18 ti	12 ti	6 ti	1 ti
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50
0.50	1.00	1.50	2.00	2.50

#### WPVA

1955

#### PETERSBURG-COLONIAL HEIGHTS



Media Code 4 248 5850 4.00  
Sterling Broadcasting Corp., Box 87, 1020 E. Washington St., Petersburg, Va. 23803. Phone 804-733-3178.

#### STATION'S PROGRAMMING DESCRIPTION

- WPVA: MUSIC: Country. COMMERCIAL POLICY: when FM is alone maximum 8 minutes per hour. Contact Representative for further details. Rec'd 8/13/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Sterling C. Livingston. Program Director—Thomas Sawyer. Farm Director—John Aldridge.
- REPRESENTATIVES**  
Meeker Radio, Inc. Pearse Sales.

- FACILITIES**  
5,000 w. days; 1290 kc. Non-directional. Operating schedule: 6 am-local sunset. EST. FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.3 mc. Operating schedule: 24 hours daily. EST. Antenna ht.: 300 ft. above average terrain. Simulcast 6 am-local sunset.

- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. General: 3a, 3b, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10a, 11a. Basic Rates: 22b, 23a, 24b, 25a, 29a. Contracts: 40a, 45, 48. Comb.: Cont. Discounts: 60k, 61a. Cancellation: 70a, 70e, 71a, 73a. Member: Farm Directors Radio Network, Country Music Network.

**TIME RATES**  
ET 11/15/72—Rec'd 11/15/72.

6. SPOT ANNOUNCEMENTS	10 ti	20 ti	30 ti	60 ti
1 min	11	10	9	8
30 sec	9	8	7	6

**PER WK:**

1 min	10 ti	20 ti	30 ti	60 ti
11	10	9	8	8
9	8	7	6	6

**ROS**

1 min	10 ti	20 ti	30 ti	60 ti
9	8	7	6	6
7	6	5	4	4

#### WSSV

1945

Media Code 4 248 5925 4.00  
Petersburg Broadcasting Co., Inc., Box 231, 702 Petersburg Mutual Bldg., Petersburg, Va. 23803. Phone 804-733-4567.

#### STATION'S PROGRAMMING DESCRIPTION

- Pres. & Gen'l Mgr.—William L. Eure, Jr. News and Public Affairs Director—Robert C. Osburn. Operations Manager—Stephen M. Hibbard.

- REPRESENTATIVES**  
Savall/Gates, Inc. Dome & Associates, Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc. Non-direction



Radford—W R A D, W R A D-FM—Continued

2. REPRESENTATIVES  
George T. Hopewell, Inc.
3. FACILITIES  
5,000 w. days, 500 w. nights; 1460 kc.  
Directional—nighttime only.  
Operating schedule: 5-11 am. EST.  
FM-ERP 3,000 w.; 101.7 mc.  
Operating schedule: 5-11 am. EST.  
Antenna ht.: 215 ft. above average terrain.  
Simulcast 5-9:05 am & 11-1 am Mon thru Fri.
4. AGENCY COMMISSION  
15/0 time only; rendered on 1st.
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

No. 8 Eff 2/1/73—Rec'd 2/1/73.

6. SPOT ANNOUNCEMENTS				
	1x	26x	52x	104+
1 min.	6.00	5.70	5.40	5.25
30 sec.	4.50	4.25	4.10	4.00

**RICHLANDS**

Tazewell County—Map Location D-6  
See SIDS consumer market map and data at beginning of the State.

**WRIC**

1951



Media Code 4 248 6225 8.00  
Clinch Valley Broadcasting Corp., Box 838, Rich-  
lands, Va. 24641. Phone 703-984-4066.

1. PERSONNEL  
Pres. & Gen'l Mgr.—C. D. Lawson.
3. FACILITIES  
1,000 w. days; 540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
4. AGENCY COMMISSION  
None; all rates net to station.
5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.  
Affiliated with KBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME

Eff 3/1/74—Rec'd 4/1/74.

6. SPOT ANNOUNCEMENTS				
	1x	51x	100+	
1 min.	4.00	3.50	3.00	
30 sec.	3.00	2.50	2.00	

**RICHMOND (11 AM; 5 FM)**

(including Highland Springs, Chester)

Chesterfield County—Map Location K-5  
Henrico County—Map Location M-5  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

	Morning Trafic	Daytime Trafic	Afternoon Trafic	Evening Trafic
Station (6-10 am)	(10 am-3 pm)	(3-7 pm)	(7 pm- midnight)	
A	63	47	53	30
B	44	35	35	27
C	23	23	27	27
D	22	19	22	19
AVERAGE	38	31	34	26

**WANT**

1951

**RICHMOND**

**Black**



Sinclair Broadcasting

Subscriber to the NAB Radio Code  
Media Code 4 248 6300 9.00  
Old Dominion Broadcasting Co., Broad-Grace Arcade  
Bldg., 3rd & Grace Sts., Richmond, Va. 23219.  
Phone 804-643-8368.

**STATION'S PROGRAMMING DESCRIPTION**  
WANT: Programmed for Black young adults & adults.  
MUSIC: R & B, spiritual & gospel 10-11 am. In-  
formation & entertainment. AIR PERSONALITIES:  
emphasis on topical, ethnic commentary, community  
involvement & local public service. NEWS: 5-min at  
:20 & :40. Remotes. SPORTS: high school & college.  
Contact Representative for further details. Rec'd  
12/4/72.

1. PERSONNEL  
President—John L. Sinclair, Jr.  
General Manager—John L. Marver.

2. REPRESENTATIVES  
Alan Torbett Associates, Inc.

3. FACILITIES  
1,000 w. days; 990 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.

4. AGENCY COMMISSION  
15/0.

(This listing continued on next page)

# More Information Through 14,500 Aids To Media Buying

Last Year, more than 14,500 Service-Ads (more than one thousand per month) appeared in Standard Rate. Service-Advertisers supplied the qualitative media information designed for your use . . . designed to make evaluating and buying more effective.

Each month, Service-Advertisers present useful material, condensed and qualitatively edited, to provide you with as complete a media picture as is possible.

Service-Ads include ready-to-use information on:

- household income characteristics • coverage by county and other civil divisions • market maps • area characteristics • rural and/or incorporated areas • audience or circulation data • rate comparisons • special services • audience or reader characteristics • retail sales potential • sales influence and case histories • awards for excellence • major crops and/or industries • community growth • audience or circulation growth • consumer spendable income figures • market index figures • market data by sales characteristics • market group or network affiliation • staff members and number of years serving community •

Service-Ads can aid you in market and media evaluation . . . supply the additional data you need to make that process easier . . . provide the facts with which to support your final decision.

G34D-4/5

# VIRGINIA

## Richmond—WANT—Continued

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 14a, 15a.  
Basic Rates: 20b, 21d, 22a, 23a, 29a, 33d.  
Contracts: 40c, 41, 45, 46, 50, 51a.  
Comb.; Cont. Discounts: 60b, 60c, 60d.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with ATA Radio Network.  
Affiliated with National Black Network.

### TIME RATES

ET 3/1/74—Rec'd 2/4/74.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.  
**6. SPOT ANNOUNCEMENTS**  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti 30 ti  
AA ..... 23 20 19 18 17  
A ..... 20 18 17 16 15  
30 sec: 80% of 1-min.  
CONSECUTIVE WEEK DISCOUNT  
24+ wk—10%

## WDYL (FM)

1968  
CHESTER  
NAB

Media Code 4 248 6380 3.00  
Wiki Radio, Inc., 10800 Jefferson Davis Hwy., Rich-  
mond, Va. 23234, Phone 804-275-6161.  
See affiliated AM station for additional information.  
AM facilities: WIKI.  
**STATION'S PROGRAMMING DESCRIPTION**  
WDYL (FM): Gospel music, religious programs &  
sports.

**3. FACILITIES**  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 24 hours. EST.  
Antenna ht.: 255 ft. above average terrain.

### TIME RATES

ET—Rec'd 9/4/73.  
**6. SPOT ANNOUNCEMENTS**  
1x ..... 52x 520x  
1 min ..... 2.40 2.00 1.80  
**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 5 min  
1 x ..... 50 30 15 5

## WEET

1955  
RICHMOND

Media Code 4 248 6375 1.00  
WEET Radio Broadcasters, Inc., 2916 Chamberlayne  
Ave., Richmond, Va. 23261, Phone 804-353-6641.  
**STATION'S PROGRAMMING DESCRIPTION**  
WEET: Programmed for modern country listener.  
MUSIC: modern country, top 40, NEWS: 5 min net  
PERSONALITIES handle all segments, SPORTS:  
network 5 min features 13 times weekly; sports re-  
ports hourly during traffic hours; college football.  
Co-sponsors country music show at local civic suc-  
cortium 6 times annually with merchandising & pro-  
gram tie-ins. Veteran, servicemen & VIP salutes  
daily. Community calendar & trading post hourly.  
Remote broadcasts for store openings, sales events,  
special features. Rec'd 3/29/71.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Ray B. Bentley.  
**3. FACILITIES**  
1,000 w. days; 1320 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
**4. AGENCY COMMISSION**  
15% net station time.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,  
16.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 23a, 24b, 25b,  
26, 28b, 28c, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48,  
49, 50, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60h,  
60i, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 81, 82.  
Affiliated with MBS.  
Affiliated with American Entertainment Network.  
Member: Country Music Network.

### TIME RATES

ET—Rec'd 8/21/67.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
AA ..... 13 12 11 10 9  
A ..... 11 10 9 8 7  
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.  
**10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS  
1-1/2 times the applicable 1-minute rate.

## WENZ

1961  
HIGHLAND SPRINGS

## Independent Black

NAB

Media Code 4 248 6450 2.00  
Baron Radio, Inc., 111 N. 4th St., Richmond, Va.  
23219, Phone 804-643-7437.  
**STATION'S PROGRAMMING DESCRIPTION**  
WENZ: Programmed for Black community.  
MUSIC: contemporary R & B, jazz & gospel.  
NEWS: 5 min international & national at :30; net-  
work at :50. AIR PERSONALITIES handle all  
segments. Community calendar every other hour.  
Community involvement, participates in fund drives,  
safety campaigns & school events. Personalities avail-  
able for remote broadcasts, store openings, sales  
events & special features. Contact Representative for  
further details. Rec'd 8/2/73.

### 1. PERSONNEL

President—Ralph J. Baron.  
Vice-Pres. & Gen'l Mgr.—George J. Lund.  
Sta. & Gen'l Sales Mgr.—Allen R. Shaw.  
Program Manager—Calvin Booker.

### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

### 3. FACILITIES

1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0 time only; 10th of following month.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 23a, 24a, 24b, 26, 28b, 29a.  
Contracts: 40b, 45, 46, 47a.  
Comb.; Cont. Discounts: 60k, 61a, 61b, 61c, 62b, 62c.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with MBS.  
Affiliated with Mutual Black Network.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 4 ET 3/1/70—Rec'd 4/3/70.  
AA—Daily 6-10 am & 3-7 pm.  
A—Daily 5-6 am, 10 am-3 pm & 7 pm-midnight.  
B—Daily midnight-5 am.

### 6. SPOT ANNOUNCEMENTS

PER WK: CLASS A  
1 hr 12 ti 18 ti 24 ti 30 ti  
1 min ..... 20.00 19.00 18.00 17.00 16.00  
30/20 sec ..... 16.00 15.00 14.50 13.50 12.50  
10 sec ..... 10.00 9.50 9.00 8.50 8.00  
CLASS B  
1 min ..... 16.00 15.00 14.50 13.50 12.50  
30/20 sec ..... 12.50 12.00 11.50 10.50 10.00  
10 sec ..... 8.00 7.50 7.00 6.50 6.00  
Class B: 5.00 flat.

### CONSECUTIVE WEEK DISCOUNT

26 wk—5% 52 wk—10%  
Weekly schedule must be same spot frequency. No  
rateholders.

### 8. PROGRAM TIME RATES

1 HR: 1x 13x 26x 52x 104x 208x 820x  
A ..... 80 75 70 65 60 55 50  
1/2 hr: 60% of hour. 5 min: 25% of hour.  
1/4 hr: 40% of hour.

## WEZS (FM)

1961  
RICHMOND

Media Code 4 248 6525 1.00  
Professional Broadcasting, Inc., 5900 Midlothian  
Trnkp., Richmond, Va. 23225, Phone 804-231-6231.

**STATION'S PROGRAMMING DESCRIPTION**  
WEZS (FM): MUSIC: quarter-hour segments of  
standard music of today & yesterday with full or-  
chestration & an arrangement which is neither dull  
nor hard in sound. NEWS: international, national,  
local & regional 2 min per hour. COMMERCIAL  
POLICY: Maximum 8 min per hour. Commercial an-  
nouncements are clustered at the quarter hour. Contact  
Representative for further details. Rec'd 5/30/74.

### 1. PERSONNEL

President—Arthur Keller.  
General Manager—Constance Golden.

### 2. REPRESENTATIVES

Century National Sales.

### 3. FACILITIES

ERP 74,000 w.; 103.7 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 440 ft. above average terrain.

### 4. AGENCY COMMISSION

15%.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 21b, 21d, 22b, 23a, 25a, 26,  
27, 28b, 28c, 29b, 30.  
Contracts: 40a, 41, 45, 46, 47a, 48, 49, 51a, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 62a.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80.

### TIME RATES

ET 8/1/74—Rec'd 7/29/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min ..... 20 19 18 17 16 15  
30 sec ..... 17 16 15 14 13 12

## WGOE

1964  
RICHMOND

Grewe Radio

Media Code 4 248 6600 2.00  
Grewe Radio, 104 W. Franklin St., Richmond, Va.  
23220, Phone 804-649-9196.

### STATION'S PROGRAMMING DESCRIPTION

WGOE: MUSIC: Progressive rock and jazz. Features  
alternative newscasts and local public interest broad-  
casts. Rec'd 6/3/74.

### 1. PERSONNEL

President—Fred A. Grewe, Jr.  
General Manager—Joe M. Rada.  
Program Director—Charles L. DuCoty.

### 3. FACILITIES

5,000 w.; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15/0; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11b, 12b, 13b, 14a, 15a, 15b.  
Basic Rates: 20b, 21b, 24b, 24c, 28a.  
Contracts: 40a, 44a, 47a, 48.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 60i.  
Cancellation: 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with KBS.

### TIME RATES

ET 1/1/74—Rec'd 2/4/74.  
**6. SPOT ANNOUNCEMENTS**  
-1 min- -30 sec-  
AM/PM drive, fixed 1x 300+ 1x 300+  
ROS ..... 9 7 6 5

## WIKI

1964  
CHESTER

NAB

Media Code 4 248 6650 7.00  
WIKI, Inc., 10800 Jefferson Davis Hwy., Richmond,  
Va. 23234, Phone 804-275-6161.  
**STATION'S PROGRAMMING DESCRIPTION**  
WIKI: Gospel music, religious programs & news.  
Rec'd 8/30/74.

### 1. PERSONNEL

Pres. & Farm Dir.—John Laurino.  
Vice-Pres./Women's Prog. Dir.—Donna M. Laurino.  
Gen'l Mgr. & Sports Dir.—Gordon L. Hood.

### 3. FACILITIES

5,000 w. days; 1410 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.

### 4. AGENCY COMMISSION

15%; no cash discount.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 14d, 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 24b, 25a, 28b, 28c,  
29a.  
Contracts: 40a, 41, 42b, 44b, 45, 46, 47a, 48, 50, 51a.  
Comb.; Cont. Discounts: 60a, 60i, 62a, 62d.  
Cancellation: 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WDYL (FM).

### TIME RATES

ET 5/1/68—Rec'd 6/5/68.  
**6. SPOT ANNOUNCEMENTS**  
1x 26x 52x 156x 260x 312x 520x  
1 min 10.00 9.50 9.00 8.50 8.00 7.50 7.00  
30/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min ..... 8.50 8.00 7.50 7.00  
20/30 sec: 80% of 1-min. 8/10 sec: 50% of 1-min.

### 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min  
1 x ..... 70.50 41.50 25.50 15.50

## WLEE

1945  
RICHMOND



KATZ RADIO

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 248 6675 4.00  
Nationwide Communications, Inc., Box 8477, 6200 W.  
Broad Street, Rd., Richmond, Va. 23226, Phone  
804-288-2833, TWX 710-956-0208.

### 1. PERSONNEL

General Manager—John A. Piccirillo.  
General Sales Manager—John Langola.  
Traffic & Continuity—Ruby Whillow.

### 2. REPRESENTATIVES

Katz Radio.

### 3. FACILITIES

5,000 w.; 1480 kc. Directional—separate patterns  
day and night.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 15e.  
Basic Rates: 22a, 22b, 23a, 24b, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60c, 60k.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Community Network.  
Affiliated with Katz Radio Network.

### TIME RATES

No. 4 ET 7/15/74—Rec'd 8/22/74.  
AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 10 am-3 pm & 3-7 pm.  
A—Mon thru Sat 7 pm-midnight; Sun 6 am-mid-  
night.  
B—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 1 ti 6 ti 12 ti 18 ti 24 ti  
AAA ..... 48 46 44 41 39  
AA ..... 39 37 35 32 30  
A ..... 35 33 30 29 28  
B ..... 11 9 8 7 6  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

### 10. SPECIAL FEATURES

5-min News/Sports—(open & close plus 1-min), 1-  
min rate, plus 10 00  
2-min News/Sports—(open plus 1-min), 1-min rate  
plus 5.00.  
All spots, regardless of length or classification, may  
be combined for discount. Programs and spots may be  
combined for discounts on spots only.

## WRGM

1958  
RICHMOND

Media Code 4 248 6750 5.00  
Continental Communications, Inc., 6001 Wilkinson  
Rd., Richmond, Va. 23227, Phone 804-266-8787.

**STATION'S PROGRAMMING DESCRIPTION**  
WRGM: MUSIC: Golden Oldies. NEWS: 5-min Na-  
tional, State & Local at :57, 2-10 min reports 8:15  
am & noon. Contact Representative for further de-  
tails. Rec'd 8/31/73.

### 1. PERSONNEL

General Manager—William L. Fowler.  
Sales Manager—Ron Day.  
Operations Manager—Donald A. Martino.

### 2. REPRESENTATIVES

The Devney Organization, Inc.

### 3. FACILITIES

16,000 w. days; 1540 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.

### 4. AGENCY COMMISSION

15/0 time only; payable when rendered.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 22a, 23a, 24c, 25a.  
Contracts: 40a, 41, 45, 48, 51b.  
Comb.; Cont. Discounts: 60b, 60c, 60i.  
Cancellations: 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

ET 8/1/71—Rec'd 8/23/71.  
**6. SPOT ANNOUNCEMENTS**  
10 sec 30 sec 1 min  
Es ..... 3.80 6.30 8.90

WEEKLY DISCOUNT 20 ti—20% 50 ti—40%  
CONSECUTIVE WEEK DISCOUNT  
13 wk—10% 26 wk—15% 52 wk—20%

## WRNL

1957  
RICHMOND

Media Code 4 248 6825 5.00  
Rust Communications Group, Inc., 7100 Bethlehem  
Rd., Richmond, Va. 23228, Phone 804-282-9731.

**STATION'S PROGRAMMING DESCRIPTION**  
WRNL: Format: MOR/personality. MUSIC: popular.  
News department. Telephone talk 9-10 am. SPORTS:  
professional football & selected local sports. Contact  
Representative for further details. Rec'd 8/5/74.

### 1. PERSONNEL

President—William F. Rust, Jr.  
General Manager—James H. Bocock.  
General Sales Manager—Bob Evans.

### 2. REPRESENTATIVES

McGavren-Guid, Inc.

### 3. FACILITIES

5,000 w.; 910 kc. Directional—nights only.  
Operating schedule: 24 hours daily. EST.

### 4. AGENCY COMMISSION

15% time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10e, 11e, 12e, 13e, 14e.  
Basic Rates: 20a, 21b, 23a, 25a, 28b, 29a.  
Contracts: 40a, 41, 42a, 45, 46, 47a, 49.  
Comb.; Cont. Discounts: 60a, 60g, 61b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
FM facilities: WRXL (FM).  
Affiliated with American Information Network.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

WRNL/WRXL (FM) COMBINATION  
ET 11/1/73—Rec'd 10/29/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.  
A—Tues thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

AAA ..... 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
1 min 33 32 31 30 28 27 26 25  
A: Flat, 14.00.

### 7. PACKAGE PLANS

12 ti 18 ti 24 ti  
1 min ..... 28 25 22

### AM only: Deduct 30%.



**Richmond—WRVA—Continued**

**4. AGENCY COMMISSION**  
15/0, payable 15th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 18.  
Basic Rates: 20a, 21d, 22b, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a, 32b, 33a.  
Contracts: 40c, 41, 42b, 42d, 44b, 45, 46, 47a, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60g, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WRVQ (FM).  
Affiliated with NBC and Eastman Radio Network.

**TIME RATES**  
WRVA/WRVQ (FM) COMBINATION  
No. 1 Eff 6/1/74—Rec'd 5/20/74.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm; Sat 6 am-7 pm.  
B—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.  
C—Mon thru Sun 7 pm-midnight.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
Wk: 6 ti 12 ti 18 ti 24 ti 6 ti 12 ti 18 ti 24 ti  
1 min 75 73 70 68 65 63 60 58  
30 sec 60 58 56 53 52 50 48 45

**10. SPECIAL FEATURES**  
**HELICOPTER TRAFFIC REPORTS—**  
ROTATING AM & PM WKLY  
(7:30-8:30 am & 4:45-5:45 pm)  
PER WK, EA: 2 ti 3 ti 5 ti 10 ti  
1 min 75 73 70 65  
30 sec 60 58 56 52  
Sold in multiples of 2 wks.  
5-min news—1-1/2x 1-min, plus 7.50 net talent.

**WRVQ (FM)**

1948  
RICHMOND  
**RAB**

A Southern Broadcasting Company Station  
Subscriber to the NAB Radio Code  
Media Code 4 248 6918 8.00  
WRVQ-Radio, Inc., Box 1394, 200 N. 22nd St.,  
Richmond, VA, 23212. Phone 804-649-9151.  
See affiliated AM station for additional information.  
AM facilities: WRVA.

**STATION'S PROGRAMMING DESCRIPTION**  
WRVQ (FM): MUSIC: Top 40. News at :40 from  
12M-12N except Sunday. Contact Representative for  
further details. Rec'd 11/1/72.

**1. PERSONNEL**  
General Manager—J. Phillip Goldman.  
National Sales Manager—Harold B. Barre.  
Operations Manager—Robert B. McNeill.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
**3. FACILITIES**  
ERP 200,000 w.; 94.5 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 355 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 7b.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 21b, 22b, 23a, 24a, 24c, 25a, 27.  
Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 47, 49,  
51a, 51c.  
Comb.: Cont. Discounts: 60e, 60i, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a, 73h.  
Prod. Services: 80, 81.  
Affiliated with Eastman Radio Network.  
Sold in combination with WRVA. See that listing  
for rates.

**TIME RATES**  
No. 2 Eff 11/1/73—Rec'd 11/15/73.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 6 am-3 pm.  
B—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 min 30 28 27 26 24  
30 sec 24 22 21 20 19

CLASS A  
1 min 28 24 23 22 20  
30 sec 20 19 18 17 16

CLASS B  
1 min, flat 4.00 30 sec, flat 3.00  
10 sec: 50% of 1-min.

**WRXL (FM)**

1949  
RICHMOND  
**RAB**

A William Rust Station  
Media Code 4 248 6935 2.00  
Rust Communications Group, Inc., 7100 Bethlehem  
Rd., Richmond, VA, 23228. Phone 804-288-1020.  
See affiliated AM station for additional information.  
AM facilities: WRNL.

**STATION'S PROGRAMMING DESCRIPTION**  
WRXL (FM): Programmed adult rock, 18-34.  
MUSIC: Top 40, oldies & album cuts. COMMERCIAL  
POLICY: Maximum 7 commercial units per  
hour. Contact Representative for further details.  
Rec'd 2/28/74.

**1. PERSONNEL**  
Station Manager—Harold F. Payne.  
**3. FACILITIES**  
ERP 140,000 w.; 102.1 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 360 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with WRNL. See that listing  
for rates.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 1 Eff 3/1/74—Rec'd 2/28/74.  
AAA—Mon thru Sun 3 pm-midnight.  
AA—Mon thru Sun 6 am-3 pm.  
A—Tues thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
AA	19	16	13	11	17	14	11	9

(\*) 1 min/30 sec.

WTVR  
1928  
RICHMOND



**CBS Radio Network**



Subscriber to the NAB Radio Code  
Media Code 4 248 6975 8.00  
Roy H. Park Broadcasting of Virginia, Inc., Box  
11064, 3301 W. Broad St., Richmond, Va. 23230.  
Phone 804-355-8611.

**STATION'S PROGRAMMING DESCRIPTION**  
WTVR: Programmed for adults & young adults.  
MUSIC: modern country, including current Nash-  
ville sound & standard C & W. Tele-request for  
records. Emphasis on news, community information,  
NEWS: network & local w. :30. Contact Representa-  
tive for further details. Rec'd 4/4/74.

**1. PERSONNEL**  
Vice-President Radio—Roger Turner.  
General Manager—Wesley R. Richards.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
**3. FACILITIES**  
5,000 w.; 1380 kc. Directional—nighttime only.  
Operating schedule: 24 hrs. daily, EST.  
**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a.  
Rate Protection: 10g, 11g, 12g, 13g, 14c.  
Basic Rates: 20a, 25a, 26, 29a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 49, 50,  
51a, 51b.  
Comb.: Cont. Discounts: 60d, 61a, 62a, 62d.  
Cancellation: 70b, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with CBS.

**TIME RATES**  
No. 7 Eff 4/1/73—Rec'd 3/22/73.  
AAA—Mon thru Fri 7-8:30 am.  
AA—Mon thru Sat 3-7 pm; Mon thru Fri 6-7 am  
& 8:30-10 am; Sat 6-10 am.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
Wk: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 25 23 22 21 20 18  
30 sec 22 20 19 18 17 15

CLASS A  
1 min 20 18 17 16 15 13  
30 sec 18 14 13 12 11 9

PER YR: CLASS AA  
500 x 20 18 15 15 13 11

**7. PACKAGE PLANS**  
ROS, BTA: 1 min 30 sec 390 300

**WTVR-FM**

1944  
RICHMOND



**RAB** **NAFM B**

Subscriber to the NAB Radio Code  
Media Code 4 248 6976 8.00  
Roy H. Park Broadcasting of Virginia, Inc., Box  
11064, 3301 W. Broad St., Richmond, Va. 23230.  
Phone 804-355-8611.

**STATION'S PROGRAMMING DESCRIPTION**  
WTVR-FM: Programmed for general adult and young  
adult appeal.  
MUSIC: emphasis is on continuous popular music.  
Music features popular film music, standards, show-  
tunes, light concert and current hits. NEWS: net-  
work and local news programmed at :15. COMMERCIAL  
POLICY: 8 minutes per hour. Contact Rep-  
resentative for details. Rec'd 9/25/69.

**3. FACILITIES**  
ERP 50,000 w.; 98.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 840 ft. above average terrain.

**TIME RATES**  
No. 11 Eff 4/1/73—Rec'd 3/22/73.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
Wk: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 12.00 11.00 10.00 9.00 8.00 7.00  
30 sec 10.00 9.00 8.00 7.00 6.00 5.00  
10 sec 6.00 5.50 5.00 4.50 4.00 3.50

PER YR, EA: 500x 1000x  
1 min 8 7  
30 sec 6 5

**WXGI**

1947  
RICHMOND

Media Code 4 248 7050 9.00  
Radio Virginia, Inc., 701 German School Rd., Rich-  
mond, Va. 23225. Phone 804-333-7868.  
**STATION'S PROGRAMMING DESCRIPTION**  
WXGI: Programmed for adults.  
MUSIC: 100% country and western. 90% country,  
10% western. ADR PERSONALITIES emcee entire

**VIRGINIA**

operation. NEWS: 5 min before every hour. Head-  
lines every hour on half hour. SPORTS: live auto-  
mobile racing, grand national, championship and  
modified, 5 min general sports daily. Rec'd 2/1/74.

**1. PERSONNEL**  
President & Treas.—D. H. Robertson.  
Program Director—George Popkina.  
General Manager—David Wilburn.  
**3. FACILITIES**  
5,000 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.  
**4. AGENCY COMMISSION**  
15/0 time; rendered weekly or monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a.  
Basic Rates: 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46.  
Comb.: Cont. Discounts: 60b, 60k.  
Cancellation: 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 4/1/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
Wk: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 11.20 10.60 10.00 9.40 8.85  
30 sec 9.00 8.50 8.00 7.50 7.10

**ROANOKE (7 AM; 4 FM)**

(including Salem, Vinton)  
Roanoke County—Map Location F-5  
See ERDS consumer market map and data at begin-  
ning of the State.  
Stations contiguous to the major city are consolidated  
under the major city heading. This is not to imply  
that all of the stations provide equal coverage of  
the entire area or cities involved. It is part of the  
time buying function to determine extent of indi-  
vidual station coverage, audience delivered, etc., with-  
in the area.

**RADIO MARKET ESTIMATOR**  
Table reports one minute rates (based on 13 per  
week for 13 weeks) for the four highest-cost stations  
(and the average thereof) in each daypart.  
Morning Afternoon Evening  
Trafic Daytime Traffic (7 pm-  
midnight)  
Station (6-10 am) (10 am-3 pm) (3-7 pm) (7 pm-  
midnight)  
A 45 26 32 20  
B 28 24 28 20  
C 20 14 17 17  
D 16 14 16 12  
AVERAGE 27 20 23 17

**WBLU**

1956  
SALEM

Media Code 4 248 7087 1.00  
Pioneer Broadcasting Corp., Box 408, 212 E. Main  
St., Salem, Va. 24153. Phone 703-389-5443.

**STATION'S PROGRAMMING DESCRIPTION**  
WBLU: Programmed for adults.  
MUSIC: C&W, religious, Sun am; jazz Sun after-  
noon. Network news & features. 1 hr. daily open  
telephone conversations on current issues. SPORTS:  
local; college football & basketball. COMMERCIAL  
POLICY: personality endorsements not per-  
mitted. Contact Representative for further details.  
Rec'd 8/30/74.

**1. PERSONNEL**  
General Manager—Clifford H. Davis.  
**2. REPRESENTATIVES**  
Southern Spot Sales, Inc.  
**3. FACILITIES**  
5,000 w.; 1480 kc. Non-directional sunset.  
Operating schedule: 6 am-local sunset, EST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
Agents: AAAA copyrighted contract.  
Affiliated with KBS.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 11/1/73—Rec'd 10/5/73.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: CLASS AA  
Wk: 1 ti 6 ti 12 ti 18 ti 24 ti 30 ti  
1 min 6.00 5.50 5.00 4.50 4.00 3.50  
30 sec 4.50 5.10 3.70

**WFIR**

1924  
ROANOKE

A Beaverkettle Station  
Media Code 4 248 7125 9.00  
Beaverkettle Co., Box 150, Towers Shopping Center,  
Roanoke, Va. 24002. Phone 703-345-1511.

**STATION'S PROGRAMMING DESCRIPTION**  
WFIR: MOR, hits of 50's thru  
3 min staff with 3 mobile units. Network at :30;  
local : :30 & :35, during drive times. SPORTS:  
play-by-play featuring high school & college foot-  
ball, basketball & hockey. Contact Representative for  
further details. Rec'd 3/12/73.

**1. PERSONNEL**  
President—Paul E. Gilmer.  
General Manager—Richard A. Jacobs.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
**3. FACILITIES**  
5,000 w.; 960 kc. Non-directional—day-time; direc-  
tional—nighttime only.  
Operating schedule: 5-1 am, EST.  
**4. AGENCY COMMISSION**  
15/0 time; 15 days  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 15h.  
Basic Rates: 21c, 22b, 23a, 24a, 24c, 25a, 29a, 32a,  
33a.

(This listing continued on next page)



**Gotcha!**

Be greedy! Like the Venus Fly-  
trap, grab your share of Central  
Virginia's buying power. With  
one 'gotcha', reach out and grab  
yours. ONE buy—ONE contract  
—ONE bill—ONE tape—ONE  
rate.

**WRVQ Dominates\***

TOTAL 12+	57%
MEN	57%
WOMEN	57%
18+	56%
25+	54%
18-49	58%
25-49	57%

\*ARB—Gross Combinations—TSA  
CUMES—6 am to Midnight—Mon-  
—Sun.—Apr/May 1974

**WRVA** **WRVQ**  
The 50,000 watt The 200,000 watt FM  
Voice of Virginia stereo-rock success

**PLAY**  
**Gotcha!**  
**WITH**

**WRVQ**

200 North 22nd Street Richmond,  
Virginia 23212  
Call Hal Barre 804 643-6633  
Your Robert E. Eastman  
Representative has complete details



# VIRGINIA

## Roanoke—W F I R—Continued

Contracts: 40c, 45, 46.  
Comb.: Cont. Discounts: 60a, 60f, 60i.  
Cancellation: 70c, 71a.  
Prod. Services: 80, 82.  
Affiliated with ATA Radio Network.  
Affiliated with American Entertainment Network.

### TIME RATES

No. 12N ET 10/1/70—Rec'd 9/25/70.  
AA—Mon thru Fri 6-10 am.  
A—Mon thru Fri 3-7 pm; Sat 6-10 am.  
B—Mon thru Sat 5:30-6 am & 10 am-3 pm.  
C—Mon thru Fri 7 pm-5:30 am; Sat 3 pm-5:30 am;  
Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
AA	23	21	20	19	17
A	20	18	17	16	14
B	17	15	14	13	11
C	14	12	11	10	8

PER WK:	1 ti	6 ti	12 ti	18 ti	24+
AA	19	17	16	15	14
A	16	14	13	12	11
B	13	12	11	10	9
C	11	(*)	9	8	7

### 7. PACKAGE PLANS

PER WK, EA:	1 min
12 ti (3AA, 3A, 3B, 3C)	13
18 ti (5AA, 5A, 4B, 4C)	12
24 ti (6AA, 6A, 6B, 6C)	11

### 8. PROGRAM TIME RATES

PER WK:	1x	2x	5x	10x	20x	50x
AA	30	27	26	24	23	22
A	27	24	23	21	20	19
B	24	21	20	18	17	16
C	21	18	17	15	14	13

PER WK:	1x	2x	5x	10x	20x	50x
AA	36	33	32	30	29	28
A	32	29	28	26	25	24
B	29	26	25	23	22	21
C	24	21	20	18	17	16

PER WK:	1x	2x	5x	10x	20x	50x
AA	40	37	36	34	33	32
A	36	33	32	30	29	28
B	33	30	29	27	26	25
C	28	25	24	22	21	20

PER WK:	1x	2x	5x	10x	20x	50x
AA	53	50	49	47	46	45
A	48	45	44	42	41	40
B	44	41	40	38	37	36
C	38	35	34	32	31	30

## W J L M (FM)

1969  
SALEM



Media Code 4 248 7162 2.00  
WRIS, Inc., Box 6099, 219 Luckett St. N.W.,  
Roanoke, Va. 24017. Phone 703-342-3131.

### STATION'S PROGRAMMING DESCRIPTION

- WJLM (FM): Programmed for adults.
- PERSONNEL**  
Gen'l & Com'l Mgr.—Lloyd Gochenour.  
Program Director—Gary E. Cooper.  
Women's Director & Traffic—Mary Porterfield.
  - REPRESENTATIVES**  
Mario Messina Company.
  - FACILITIES**  
ERP 3,000 w. (horiz.). 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 81 ft. below average terrain.
  - AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 73a.  
AM facilities: WRIS, Roanoke.  
Affiliated with MBS.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 3/1/69—Rec'd 4/2/69.

### 6. SPOT ANNOUNCEMENTS

1 min	1x	10x	25x	50x	100+
30 sec	2.50	2.25	2.00	1.75	1.50
	2.00	1.75	1.50	1.25	1.00

## W K B A

1961  
VINTON

Subscriber to the NAB Radio Code

Media Code 4 248 7200 0.00  
Itanoke-Vinton Radio, Incorporated, 2043 10th St.,  
N. E., Roanoke, Va. 24012. Phone 703-343-5597.

### STATION'S PROGRAMMING DESCRIPTION

WKBA: Programmed for adults.  
Personalities emcee all music shows. MUSIC: Gospel & C & W. Audience participation contests. Station personalities available for remote programs and broadcasts. 4 mobile units available. Editorials broadcasts frequently on local and national and international subjects. Farm programs 7 hours weekly. Contact Representative for further details. Rec'd 5/2/72.

- PERSONNEL**  
Mgr. & Com'l Mgr.—Harry R. Peyton.  
Prod. & News Dir.—Dave A. Massey.  
News Director—M. A. Parsons.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
10,000 w. days; 1550 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION**  
15/0; time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b, 16.  
Basic Rates: 20b, 21b, 21c, 21d, 22a, 22b, 23a, 24a.  
25a, 26, 28a, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 45, 46, 47a, 48,  
49, 50, 51a.  
Comb.: Cont. Discounts: 60b, 60c, 60h, 60i, 61a, 62..  
Cancellation 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with KBS.  
Member: Country Music Network.  
Sold in combination with WKBX, Winston-Salem,  
N. C.; 20% discount.

### TIME RATES

No. 4 ET 6/1/68—Rec'd 6/10/68.

### 6. SPOT ANNOUNCEMENTS

1 min	1x	5x	10x	15x	20x	260x	312
30 sec	12.00	11.00	10.00	9.00	8.00	7.00	6.00
10 sec	8.00	5.50	5.00	4.50	4.00	3.50	3.00

### 7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti
1 min	9.00	8.00	7.00	6.00
30 sec	7.00	6.00	5.00	4.00
10 sec	4.50	4.00	3.50	3.00

### 8. PROGRAM TIME RATES

1 x	1 hr	1/2 hr	1/4 hr	10 min	5 min
100	60	40	25	15	

9. PARTICIPATING PROGRAMS  
Buddy Mark's Afternoon Hall of Hits—Noon-4 pm.  
Cliff Davis Show—4-6 pm.  
Cousin Zeke Show—6-8:45 pm.  
Regular rates apply.

## W L R G (FM)

1960  
ROANOKE



## AVERY-KNODEL, INC.



Media Code 4 248 7275 2.00

CEBE Investments, Box 624, 3236 Cove Rd., N.W.,  
Roanoke, Va. 24004. Phone 703-366-5350.

STATION'S PROGRAMMING DESCRIPTION  
WLRG (FM): MUSIC: MOR. NEWS: network at  
:25 local at :5/5. Contact Representative for further  
details. Rec'd 9/4/73.

- PERSONNEL**  
President—Aylett B. Coleman.  
General Manager—Charles W. Boswell.  
Sales Manager—Gerald A. Holm.
- REPRESENTATIVES**  
Avery-Knodel, Inc.
- FACILITIES**  
ERP 20,000 w. (horiz.), 20,000 w. (vert.); 92.3 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: minus 54 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3c, 4a, 5, 6a, 7a.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15b.  
Basic Rates: 21b, 23a, 24b, 28c, 29a, 30, 33d.  
Contracts: 40a, 41, 42d, 44b, 45, 47a, 48, 51a.  
Comb.: Cont. Discounts: 60h, 61b, 62b.  
Cancellation: 70b, 70d, 71b, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American FM Network.

### TIME RATES

No. 5 ET 5/1/74—Rec'd 4/18/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm & 7-10 pm.  
A—All other times.

### 6. SPOT ANNOUNCEMENTS

1 ti	1 min 30 sec	1 min	30 sec	1 min	30 sec
15	12	14	11	12	9
14	11	13	10	11	8
13	10	12	9	10	7
12	9	11	8	9	7
11	8	10	7	8	6
10	7	9	7	7	5

### 7. PACKAGE PLANS

1 min	30 sec	1 min	30 sec	1 min	30 sec
12	11	10	9	8	7
9	8	7	6	5	4

### 26 WK—5% DISCOUNT

1x	52x	104x	156x	260x
25	22	20	17	15

## W P V R (FM)

1948  
ROANOKE



Subscriber to the NAB Radio Code  
Media Code 4 248 7350 3.00  
Jim Gibbons Radio, Box 732, Roanoke, Va. 24004.  
Phone 703-345-3841.

STATION'S PROGRAMMING DESCRIPTION  
WPVR (FM): Programmed for young adults and  
adults.  
MUSIC: Approx 54-57 min ea hr consisting of  
standards, selected popular, show tunes, film & MOR  
primarily instrumental. News & weather capsules  
hrly 24 hrs a day. COMMERCIAL POLICY: 4  
pauses, 7 spots maximum per hour. Contact Repre-  
sentative for further details. Rec'd 10/15/73.

- PERSONNEL**  
Owner & Gen'l Mgr.—James L. Gibbons.  
Station Manager—Adrian Cronauer.  
Sales Manager—Dan Wilson.
- REPRESENTATIVES**  
Savall/Gates, Inc.  
Pennsylvania—Dome & Associates, Inc.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 94.9 mc.  
Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 1,937 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15a, 15b, 15d.  
Basic Rates: 20b, 21a, 21d, 22b, 23a, 24b, 25a, 26,  
27, 28b, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49,  
50.  
Comb.: Cont. Discounts: 60b, 60c, 60g, 61c 62a, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES

No. 9 ET 10/1/74—Rec'd 9/3/74.  
AA—Mon thru Sun 6 am-midnight.  
A—Mon thru Sun midnight-6 am.

- SPOT ANNOUNCEMENTS**  
1 min 30 sec  
AA ..... 8.50 7.20 A ..... 5.10 4.35  
Specified time, extra 15%.  
Fixed position, extra, 30%.
- PACKAGE PLANS**  
24-hr rotation TAP ..... 7.65 6.50  
DISCOUNT

PER WK:	14 ti	28 ti	42 ti
PER DAY:	2 ti	4 ti	6 ti
Discount	5%	10%	15%

Specified time, extra 15%.  
Fixed position, extra, 30%.  
CONSECUTIVE WEEK DISCOUNT  
13 wk—2 1/2% 26 wk—5% 52 wk—10%

## WRIS

1953  
ROANOKE



Subscriber to the NAB Radio Code  
Media Code 4 248 7425 3.00  
WRIS Radio, Inc., Box 6099, 219 Luckett St. N. W.,  
Roanoke, Va. 24017. Phone 703-342-3131. (Agency  
collect calls accepted.)

STATION'S PROGRAMMING DESCRIPTION  
WRIS: Programmed for general and young to middle  
age adult audience.  
Unannounced segments of popular MOR music with  
weather reports, time signals & news at :60 & :30.  
COMMERCIAL POLICY: never less than 10 minutes  
of uninterrupted music. FARM: markets from state  
agricultural department at 12:05 pm M-F. Swap  
shop (telephone call in program) 12:10 pm M-F.  
Direct teletype to local weather bureau. Weekly  
public affairs interview program Sun 10:35 am. Con-  
tact Representative for further details. Rec'd 3/11/71.

- PERSONNEL**  
Gen'l & Com'l Mgr.—Lloyd Gochenour.  
Program Director—Gary E. Cooper.  
Women's Dir. & Traffic—Mary Porterfield.
- REPRESENTATIVES**  
Mario Messina Company.
- FACILITIES**  
5,000 w. days; 1410 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset daily. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4b, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60b, 61a, 62b.  
Cancellation: 73a.  
FM facilities: WJLM (FM) Salem.  
Affiliated with MBS.  
Member: Agrinet of Virginia, Virginia Network.

### TIME RATES

Rates effective June 1, 1964.  
Rates received June 3, 1964.

- SPOT ANNOUNCEMENTS**  
1 min 30 sec  
1 ti ..... 4.50 3.50 300 ti ..... 3.25 2.25  
13 ti ..... 4.25 3.25 520 ti ..... 3.00 2.15  
26 ti ..... 4.00 3.00 780 ti ..... 2.75 2.10  
52 ti ..... 3.75 2.75 1000 ti ..... 2.50 2.00  
104 ti ..... 3.50 2.50

- PACKAGE PLANS**  
WEEKLY ROS PACKAGE PLANS  
1 min 30 sec  
1 ti ..... 4.50 3.70 20 ti ..... 3.60 3.00  
5 ti ..... 4.25 3.50 25 ti ..... 3.40 2.80  
10 ti ..... 4.00 3.40 30 ti ..... 3.20 2.60  
15 ti ..... 3.80 3.20

- PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 ti ..... 45.00 27.00 18.00 13.50 9.00  
13 ti ..... 42.75 25.65 17.10 12.80 8.55  
26 ti ..... 40.50 24.30 16.20 12.10 8.10  
52 ti ..... 38.25 22.95 15.30 11.40 7.65  
104 ti ..... 36.00 21.60 14.40 10.70 7.20  
300 ti ..... 33.75 20.25 13.50 10.00 6.75

(Roanoke continued on next page)

Going steady with Roanoke Families for  
more than 25 years. 1973 April-May ARB  
Monday-Friday

TIME PERIOD	METRO	TOTAL SURVEY AREA
6 AM to 10 AM	#1 Men & Women 18-34 #2 Men #1 Women 18-34 #2 Men #1 Women 18-49 #2 Men #1 Women 18-49	
10 AM to 3 PM	#1 Men & Women 18-34 #2 Men & Women 18-34 #2 Men #1 Women 18-49 #2 Men & Women 18-49	
3 PM to 7 PM	#1 Men & Women 18-34 #2 Men #1 Women 18-34 #2 Men #1 Women 18-49 #2 Men & Women 18-49	
7 PM to 12 Mid	#1 Men & Women 18-34 #2 Men #1 Women 18-34 #1 Men & Women 18-49 #2 Men #1 Women 18-49	

Reaching the #1 Total Audience Cume Mon-Sun 6AM-12Mid metro

ROANOKE'S ONLY  
LOCALLY  
OWNED & OPERATED  
FULLTIME AM STATION

# WROV

24 hour radio  
7 days and nights  
Burt Levine, President



Represented by  
ROBERT E. EASTMAN & CO., INC.

Data published subject  
to published limitations

**WROV**  
all in the  
family



**WROV**  
1946  
ROANOKE



**ROBERT E. EASTMAN & CO., INC.**



Media Code 4 248 7500 3.00  
WROV Broadcasters, Inc., 15th & Cleveland Ave.,  
Roanoke, Va. 24015. Phone 703-343-4444.

**STATION'S PROGRAMMING DESCRIPTION**  
WROV: Programmed for general interest.  
6 AIR PERSONALITIES emcee entire operation.  
MUSIC: general popular; 70% singles, 30% albums.  
NEWS: local news at 12:35 6 am-8 pm provided by  
news department; network international & national  
news at 5:55. Member UPI. SPORTS: local high  
school football & basketball, live; sports included in  
local newscasts. RELIGION: various faiths represented  
6-9 am Sun. Young adult program Sun 10 pm-  
12M. Contact Representative for further details.  
Rec'd 1/3/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Burt Levine.  
Asst. to Pres.—Don Fultz.  
Operations Director—Richard S. Bentz.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15% on net time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 22b, 23a, 24b, 24c, 25a, 28b,  
28c, 29a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60f, 60i, 61c, 62d.  
Cancellation: 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WSLQ (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

**TIME RATES**

Eff 11/1/72—Rec'd 10/18/72.

I—Mon thru Sat 6-9 am & 3-7 pm.  
II—Mon thru Sat 9 am-3 pm & 7-9 pm.  
III—Mon thru Sat 9 pm-midnight & 5-6 am; Sun all day.

PER WK:	6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	30	28	26	24	28	24	22	20
30/20 sec.	24	22	20	18	20	18	16	14
10 sec.	15	14	13	12	13	12	11	10
1 min.	22	20	18	16	16	14	12	10
30/20 sec.	16	14	12	11	12	10	9	8
10 sec.	11	10	9	8	9	8	7	6

- PACKAGE PLANS**  
I-MINUTE BEST BUY PLAN: Ea  
30 ti (12I, 12II, 6III)..... 15  
15 ti (6I, 6II, 3III)..... 17  
Not combinable with other wky plans for added frequency.
- CONSECUTIVE WEEK DISCOUNT**  
26 wk—5%  
52 wk—10%
- RATEHOLDER**  
Minimum wky sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wky advertising.

**WSLC**  
1940  
ROANOKE



**KATZ RADIO**



Subscriber to the NAB Radio Code

Media Code 4 248 7575 5.00  
Bass Broadcasting Div., Box 6002, Roanoke, Va.  
24017. Phone 703-387-0234.

**STATION'S PROGRAMMING DESCRIPTION**  
WSLC: Programmed for general interest.  
8 PERSONALITIES MUSIC: Country, 90% singles,  
10% albums, one gospel—religious song per hour.  
Phone requests, audience participation contests.  
NEWS: network at 6:30, local & regional at 3:30.  
WEATHER: hourly. TALK: Public Affairs 6-hours  
weekly. SPORTS: Hourly scores and stories, news  
inclusion, college football play-by-play with score-  
board, NASCAR & USAC Auto Racing. FARM:  
Reports M-S of 5, 10, & 30 min. length, news in-  
clusion, local & state interviews, stock market re-  
ports, Farm Director. RELIGION: 5 hours on Sun-  
day's. Contact Representative for further details.  
Rec'd 12/21/73.

- PERSONNEL**  
Gen'l & Sales Mgr.—Herm Rearis.  
Operations Manager—John F. Willett.
- REPRESENTATIVES**  
Katz Radio.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 610 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. EST
- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15e.  
Basic Rates: 20a, 22a, 24b, 24c, 25a, 26, 28b.  
Contracts: 40a, 41, 43, 44b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 60f, 60i, 61c.  
Cancellation: 70e, 71a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WSLQ (FM).  
Affiliated with NIK.  
Affiliated with Katz Radio Network.

**TIME RATES**

No. 4 Eff 8/15/74—Rec'd 8/22/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm.  
B—Mon thru Sat 5-6 am & 7 pm-midnight; Sun  
6 am-7 pm.  
C—All other times.

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	47	45	42	40
AA	36	34	32	30	29
A	28	27	26	25	24
B	22	21	20	19	18
C	17	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**6. SPOT ANNOUNCEMENTS**

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AAA	50	47	45	42	40
AA	36	34	32	30	29
A	28	27	26	25	24
B	22	21	20	19	18
C	17	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**6. PROGRAM TIME RATES**

5 min:	1-1/2x 1-min.	1/2 hr:	3x 1-min.
10 min:	2x 1-min.	1 hr:	5x 1-min.
1/4 hr:	2-1/2x 1-min.		

**WSLQ (FM)**

1947

ROANOKE



Subscriber to the NAB Radio Code

Media Code 4 248 7593 8.00  
Bass Broadcasting Div., Box 6002, Roanoke, Va.  
24017. Phone 703-387-0234.  
See affiliated AM station for additional information.  
AM facilities: WSLC.  
**STATION'S PROGRAMMING DESCRIPTION**  
WSLQ (FM): Programmed for adults and young  
adults.  
MUSIC: general popular; current hits 60%; progres-  
sive rock 8:30 pm-midnight Sun. Public affairs 2-1/2  
hours per week. NEWS: 4 10-min summaries by 2  
man local staff. UPI. RELIGION: Sun 7-11 am.  
Contact Representative for further details. Rec'd  
5/22/74.

- PERSONNEL**  
General Manager—John F. Willett.
- FACILITIES**  
ERP 200,000 w.; 99.1 mc. Stereo.  
Operating schedule: 6-11 am. EST.  
Antenna ht.: 1,892 ft. above average terrain.

**ROANOKE...  
A Great \$740 Million  
Market!**

Roanoke has a diversified, and  
reliable economy. Year-round  
sales are unusually free of fluctu-  
ations. As a market, Roanoke  
ranks as the nation's 66th ADI.  
And as a metro, Roanoke's \$8513  
per household retail sales ranks  
it 14th in the nation!

And WSLC makes it  
even greater!

Why? Because WSLC "clicks"  
with listeners for advertisers—  
reaching 24 counties with a mil-  
lion-plus population.

The modern country sound of  
WSLC reaches your audience.  
WSLC is #1... a strong #1  
... in most time periods...  
with most age groups.

Ask Katz about Roanoke and  
WSLC. It's a combination story!  
sources: SRDS CM Data 1-1-73  
ARB A/M '73, Roanoke TSA,  
avg 1/4 hr persons

**WSLC**  
5000/1000 watts at 610 kc

**TIME RATES**

No. 2 Eff 8/15/74—Rec'd 8/22/74.

AA—Mon thru Sat 6-10 am.  
A—Mon thru Sat 3-7 pm.  
B—All other times.

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti
AA	30	18	16	14	12
A	18	16	14	12	10
B	16	14	12	10	9

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**WTOY**

1957  
ROANOKE

**Independent Negro**

Media Code 4 248 7611 8.00  
T. & H. Broadcasting, Inc., 26 E. Church Ave.,  
Roanoke, Va. 24011. Phone 703-343-5545, 343-  
5546.

- PERSONNEL**  
President—Connie T. Hausman.  
Gen'l & Sales Mgr.—Barry L. Hausman.  
Station Manager—David Burch.
- REPRESENTATIVES**  
Jack Maslin & Co., Inc.
- FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24a, 25a, 28b, 29a,  
31, 33c.  
Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47a, 48, 49,  
50, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 61a, 62d.  
Cancellation: 70a, 70e, 71a, 75a.  
Prod. Services: 80, 82.  
Affiliated with Mutual Black Network.

**TIME RATES**

Eff 4/1/74—Rec'd 2/25/74.

AAA—6-10 am & 3-7 pm.  
AA—10 am-3 pm & 7 pm-sign-off.

1 MINUTE	6 ti	12 ti	18 ti	24 ti	30 ti
AAA	17	16	15	14	13
AA	15	14	13	12	11

30 SECONDS	14	13	12	11	10
AAA	14	13	12	11	10
AA	12	11	10	9	8

**6. PROGRAM TIME RATES**

1 x:	1/4 hr	1/2 hr	1 hr
1 x:	30	50	80

**ROCKY MOUNT (2 AM)**

Franklin County—Map Location F-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**WKWS**

1959

Media Code 4 248 7650 6.00  
Radio Franklin, Inc., Box 250, Church St., Rocky  
Mount, Va. 24151. Phone 703-483-9244.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Kermit W. Salyer.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.
- AGENCY COMMISSION**  
15% on time only; 2% cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**

Rates effective  
Rates received September 28, 1964.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	10 sec
1 ti.....	4.00	3.00	2.50
13 ti.....	3.75	2.75	2.25
26 ti.....	3.50	2.50	2.00
52 ti.....	3.25	2.25	1.75
100 ti.....	3.00	2.00	1.50
200 ti.....	2.75	1.75	1.40
300 ti.....	2.50	1.70	1.30
400 ti.....	2.50	1.60	1.25
500 ti.....	2.40	1.50	1.20
More than 500 ti.....	2.25	1.25	1.10

**WYTI**

1957

Media Code 4 248 7725 6.00  
Mailing address—Box 430, Rocky Mount, Va. 24151  
Office and Studio—Highway 220 North, Rocky Mount,  
Va. 24151. Phone 703-483-9955.  
**STATION'S PROGRAMMING DESCRIPTION**  
WYTI: MUSIC: 60% pop, rock & roll; 30% country;  
10% general popular; 10% gospel.

- PERSONNEL**  
Pres. & Gen'l Mgr.—William E. Jefferson.
- FACILITIES**  
1,000 w. days; 1570 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%: no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Rates effective April 1, 1960. (Card No. 1.)  
Card received February 1, 1961.

6. SPOT ANNOUNCEMENTS	(*)	(†)	(‡)
1 time.....	4.00	3.50	2.80
13 times.....	3.60	3.15	2.52
26 times.....	3.40	2.97	2.38
52 times.....	3.00	2.62	2.10
104 times.....	2.80	2.45	1.96
156 times.....	2.60	2.27	1.82

	(*)	(†)	(‡)
208 times.....	2.40	2.10	1.68
260 times.....	2.20	1.92	1.54
312 times.....	2.00	1.75	1.40
600 times.....	.....	.....	1.25

(\*) 1 minute, 100 words, run-of-schedule.  
(†) Station breaks, 80 words, live or transcribed.  
(‡) 80 words, run-of-schedule.

**SALEM**

Roanoke County—Map Location F-5  
See SRDS consumer market map and data at begin-  
ning of the State.

**See Roanoke**  
(including Salem, Vinton)

**SOUTH BOSTON (1 AM; 1 FM)**

Halifax County—Map Location H-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**WHLF**

1947



Media Code 4 248 7875 9.00  
Halifax Broadcasting Co., 554 N. Main St., South  
Boston, Va. 24592. Phone 804-572-2988.

- PERSONNEL**  
Pres. & Gen'l Mgr.—John L. Cole, Jr.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WJLC (FM).  
Member: The Tobacco Radio Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Eff 8/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS SPECIFIED:	20 sec	30 sec	1 min
1 wk.....	2.85	3.90	4.30
13 w.....	2.35	3.15	3.45
*52-WK ROS, EA:	300x	600x	1000x 2000x
20 sec.....	2.10	1.80	1.55 1.50
30 sec.....	2.60	2.40	2.30 2.15
1 min.....	3.25	2.95	2.80 2.75

(\*) May be bought as pkg/used in less than 52 wks.

- PACKAGE PLANS**  
7-DAY ROS: 7 ti 10 ti 25 ti 50 ti 75 ti 100 ti  
20 sec..... 19.50 26.65 51.85 94.55 133.90 157.30  
30 sec..... 23.40 31.45 71.50 134.85 172.90 228.80  
1 min..... 28.00 37.70 86.45 154.15 209.17 271.70

**WJLC (FM)**

1960



Media Code 4 248 7912 0.00  
Halifax Broadcasting Co., Inc., Box 526, Security  
Bldg., North Main St., South Boston, Va. 24592.  
Phone 804-572-2988  
See affiliated AM station for additional information.  
AM facilities: WHLF.

- STATION'S PROGRAMMING DESCRIPTION**  
WJLC (FM): classic gold music & network news.
- FACILITIES**  
ERP 29,000 w. (horiz.), 29,000 w. (vert.); 97.5 mc.  
Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 250 ft. above average terrain.

**TIME RATES**

Rates are identical to WHLF. See that listing.

**SOUTH HILL (1 AM; 1 FM)**

Mecklenburg County—Map Location H-6  
See SRDS consumer market map and data at begin-  
ning of the State.

**WJWS**

1953

Subscriber to the NAB Radio Code  
Media Code 4 248 7950 0.00  
Old Bell Broadcasting Corp., Box 216, Chase City  
Hwy., South Hill, Va. 23970. Phone 804-447-4007.

- PERSONNEL**  
Pres. & Gen'l Mgr.—W. B. Hodler.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
5,000 w.; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset Mon thru Sat;  
7:55 am-local sunset Sun. EST.  
Partial simulcast operation. Simulcast 6-8 am. For  
Non-multiplex facilities see WSHV (FM).
- AGENCY COMMISSION**  
15%
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WSHV (FM).  
Member: The Tobacco Radio Network.

**TIME RATES**

Eff 9/1/68 Rec'd 9/3/68.

6. SPOT ANNOUNCEMENTS	1 min	30 sec	20 sec
1 x.....	6.00	4.00	3.00

(South Hill continued on next page)

# VIRGINIA

## South Hill—Continued

### WSHV (FM)

1955  
Media Code 4 248 7951 8.00  
Old Belt Broadcasting Corp., Box 216, Chase City Rd., South Hill, Va. 23970. Phone 804-447-4007. See affiliated AM station for additional information. AM facilities: WJWS.

3. FACILITIES  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 217 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-11 pm. For simulcast facilities see WJWS.

#### TIME RATES

Rates are identical to WJWS. See that listing.

## STAUNTON (2 AM; 1 FM)

Augusta County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

### WKDW

(formerly WAFC)  
1954

Subscriber to the NAB Radio Code  
Media Code 4 248 8025 0.00  
American Home Broadcasting Corp., Box 2189, Spring Hill Rd., Staunton, Va. 24401. Phones 703-886-2377, 2378.  
STATION'S PROGRAMMING DESCRIPTION  
WKDW: Modern country music.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Brice A. Miller.  
2. REPRESENTATIVES  
Mario Messina Company.  
Gill-Perna, Inc.  
3. FACILITIES  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities WSGM (FM).  
Affiliated with KJBS.

#### TIME RATES

ET—Rec'd 4/15/74.

6. SPOT ANNOUNCEMENTS  
YEARLY—ROS—CONTRACTED PLAN  
1 min. 5.00 4.50 4.00 3.50 3.25 3.00  
30 sec. 4.00 3.50 3.00 2.50 2.25 2.00  
Guaranteed 7-9 am, 11:30 am-1 pm & 3:30-8 pm, extra 50%.

7. PACKAGE PLANS  
WEEKLY/MONTHLY ROS PLAN  
10 ti 25 ti 50 ti 100 ti 150 ti  
1 min. 4.00 3.75 3.50 3.25 3.00  
30 sec. 3.00 2.75 2.50 2.25 2.00

10. SPECIAL FEATURES  
5-min news—5.00  
1st 5 min/10-min news—5.00.  
2nd 5 min/10-min news.  
1 min. 3.50 30 sec. 3.00  
Headlines—30 sec. 3.00.  
Weather—30 sec. 2.50.

### WSGM (FM)

1959



Media Code 4 248 8100 1.00  
American Home Broadcasting Corp., Box 2189, Spring Hill Rd., Staunton, Va. 24401. Phones 703-886-2377, 2378.  
See affiliated AM station for additional information. AM facilities: WKDW.

STATION'S PROGRAMMING DESCRIPTION  
WSGM (FM): Rock music, current & past hits.  
3. FACILITIES  
ERP 500 w.; 93.5 mc.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 352 ft. above average terrain.  
4. AGENCY COMMISSION  
None; agencies add commission to rates shown.

#### TIME RATES

ET 9/1/74—Rec'd 8/5/74.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec  
1 x 4 3

### WTON

1945



Subscriber to the NAB Radio Code  
Media Code 4 248 8175 3.00  
Augusta County Broadcasting Corp., Box 1085, Staunton, Va. 24401. Phone 703-885-5188.

STATION'S PROGRAMMING DESCRIPTION  
WTON: Programmed for adults & young adults.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—Al Charles.  
3. FACILITIES  
1,000 w. days. 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:50 am-midnight. EST.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

#### TIME RATES

ET 2/2/74—Rec'd 2/7/74.

## 6. SPOT ANNOUNCEMENTS

1 min.	6.18	5.88	5.59	5.29	5.00
30 sec.	5.00	4.71	4.41	4.12	3.82
1 min.	4.71	4.41	4.12	3.82	3.53
30 sec.	3.53	3.29	3.08	2.82	2.71

## 7. PACKAGE PLANS

PER DAY: 1 min 30 sec 70.47 58.83  
PER WK: 20 ti 94.12 70.59  
50 ti 194.12 161.77  
100 ti 382.36 294.13

## STUART

Patrick County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WHEO

1959

Media Code 4 248 8250 4.00  
Community Broadcasting, Inc., Box 24, Rte. 1, Stuart, Va. 24171. Phone 703-694-3114.

1. PERSONNEL  
General Manager—James E. Litten.  
2. REPRESENTATIVES  
National Time Sales.  
3. FACILITIES  
1,000 w. days; 1270 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset Mon thru Sat; 7 am-local sunset Sun. EST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KJBS.  
Member: Farm Radio Network, Agrinet of Virginia, Virginia Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 12/1/70—Rec'd 9/10/71.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec 10 sec  
1 x 3.00 2.40 1.50  
15 x 2.25 1.65 1.15  
312+ 1.75 1.25 .90

7. PACKAGE PLANS  
STATION BREAKS  
1 30-sec spot at :60 & :30 all day, flat per day 25.00  
BONUS PACKAGES  
WITHIN 2 WKS: 1 min 30 sec  
50 ti 1.65 1.15  
100 ti 1.50 1.00

## SUFFOLK

Nansemond County—Map Location L-6  
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth  
(including Chesapeake, Suffolk, Virginia Beach)  
and  
Newport News-Hampton

## TAPPAHANNOCK (1 AM; 1 FM)

Essex County—Map Location K-4  
See SRDS consumer market map and data at beginning of the State.

### WRAR WRAR-FM

1970 1971

Media Code 4 248 8400 5.00  
Tappahannock Broadcasting, Inc., Box 1023, Prince St., Tappahannock, Va. 22560. Phone 804-443-4321.

1. PERSONNEL  
General Manager—Danny C. Wadsworth.  
3. FACILITIES  
500 w.; 1000 kc. Non-directional.  
Operating schedule: 6 am-midnight. EST.  
FM-ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 250 ft. above average terrain.  
Simulcast sunrise-local sunset.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL RATE POLICY  
Affiliated with American Information Network.  
Affiliated with KJBS.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 8/15/70—Rec'd 7/27/71.

6. SPOT ANNOUNCEMENTS  
1 min 30 sec  
312 x 3.00 2.00 52 x 4.25 3.20  
260 x 3.20 2.30 26 x 4.50 3.35  
208 x 3.40 2.45 13 x 4.75 3.55  
156 x 3.80 2.80 1 x 4.75 3.55  
104 x 4.00 3.00

ONE-YEAR CONTRACT  
1 min, 1500+ 2.50 30 sec, 1500+ 1.75

## TASLEY (1 AM; 1 FM)

Accomack County—Map Location M-4  
See SRDS consumer market map and data at beginning of the State.

### WESR

1957



Subscriber to the NAB Radio Code  
Media Code 4 248 8475 7.00  
Accomack-Norhampton Broadcasting Co., Inc., U.S. Hwy. 13, Eastern Shore Radio Center, Tasley, Va. 23441. Phone 804-787-3200.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Brooks Russell.

## 9. FACILITIES

5,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WESR-FM.

## 4. AGENCY COMMISSION

15/0.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 9/1/69—Rec'd 11/25/69.

6. SPOT ANNOUNCEMENTS  
1 min. 26x 52x 104x 156x  
1 min. 6.25 5.75 5.50 5.25 5.15  
30 sec. 5.50 5.25 5.00 4.50 4.00  
10 sec. 4.75 4.50 4.00 3.75 3.50

1 min. 260x 365x 730x 1095x 1500x  
1 min. 5.05 4.75 4.50 4.25 4.00  
30 sec. 3.75 3.50 3.35 3.25 3.00  
10 sec. 3.25 3.00 2.85 2.75 2.50

## 7. PACKAGE PLANS

WEEKLY ROS  
PER WK: 10 ti 15 ti 25 ti 50 ti 70 ti 100 ti  
1 min. 3.50 3.25 3.00 2.75 2.60 2.50  
30 sec. 2.75 2.65 2.50 2.25 2.15 2.00

### WESR-FM

1969



Subscriber to the NAB Radio Code  
Media Code 4 248 8476 5.00  
Accomack-Norhampton Broadcasting Co., Inc. U. S. Hwy. 13, Eastern Shore Radio Center, Tasley, Va. 23441. Phone 804-787-3200.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 50,000 w.; 103.3 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 260x 365x 730x 1095x 1500x  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WESR.

#### TIME RATES

60% of AM rates.

## TAZEWELL (1 AM; 1 FM)

Tazewell County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

### WTZE WTZE-FM

1966 1969

Media Code 4 248 8550 7.00  
Tazewell Broadcasting Co., Box 69, Tazewell, Va. 24651. Phone 703-988-4150.

STATION'S PROGRAMMING DESCRIPTION  
WTZE: Country programming 47 hours per week.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—James Cox.  
2. REPRESENTATIVES  
National Time Sales.  
3. FACILITIES  
1,000 w.; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 103 ft. above average terrain.  
Simulcast 6 am-local sunset.  
4. AGENCY COMMISSION  
15% time only; payable 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 12/1/73—Rec'd 12/4/73.

7. PACKAGE PLANS  
WITHIN 30 DAYS: 10 ti 50 ti 100 ti  
1 min. 4.00 3.00 2.30  
30 sec. 2.75 1.95 1.50

CONTRACT RATES—ALL TIMES  
500x 1000x 1500x 2000x  
1 min. 2.10 1.90 1.70 1.50  
30 sec. 1.30 1.20 1.10 1.00

Min & 30 sec not combinable in same contract to earn frequency discount. Maximum contract 1 yr.

## VINTON

Roanoke County—Map location F-5  
See SRDS consumer market map and data at beginning of the State.

## See Roanoke

(including Salem, Vinton)

## VIRGINIA BEACH

Virginia Beach County—Map Location M-6  
See SRDS consumer market map and data at beginning of the State.

See Norfolk-Portsmouth  
(including Chesapeake, Suffolk, Virginia Beach)  
and  
Newport News-Hampton

## WARRENTON (2 AM; 1 FM)

Fauquier County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

### WEER

1957

Media Code 4 248 8625 7.00  
Elektra Broadcasting Corp. of Virginia, Box 817, Warrenton, Va. 22186. Phone 703-347-1250.

1. PERSONNEL  
Exec. Vice-Pres. & Gen'l Mgr.—Daniel W. Kirby.  
3. FACILITIES  
1,000 w. days; 1250 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
500 w. pre-sunrise.  
Simulcast during AM operational hours. For non-simulcast facilities see WEER-FM.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Member: Agrinet of Virginia, Virginia Network.

#### TIME RATES

No. 1 ET 4/15/68—Rec'd 5/3/68.

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 50x 100x 250x 500x  
1 min. 6.00 5.50 5.00 4.50 4.00  
30 sec. 5.00 4.50 4.00 3.50 3.00  
Specified times extra 1.00.  
10 sec: 50% of 1-min.

## 7. PACKAGE PLANS

PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 75 ti 100 ti  
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec 4.00 3.85 3.60 3.45 3.30 3.15 3.00  
Within 7 days.  
Specified times extra 1.00.  
10 sec: 50% of 1-min.

### WEER-FM

1966

Media Code 4 248 8626 5.00  
Elektra Broadcasting Corp. of Virginia, Box 817, Warrenton, Va. 22186. Phone 703-347-1250.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,800 w.; 107.7 mc.  
Operating schedule: 6 am-11 pm. EST.  
Antenna ht.: 803 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WEER.

4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Member: Agrinet of Virginia.

#### TIME RATES

No. 1 ET 4/15/68—Rec'd 10/8/68.

6. SPOT ANNOUNCEMENTS  
PER YR: 1x 50x 100x 250x 500x  
1 min. 6.00 5.50 5.00 4.50 4.00  
30 sec. 5.00 4.50 4.00 3.50 3.00  
10 sec: 50% of 1-min.  
Specified times, extra 1.00.

## 7. PACKAGE PLANS

(Within 7 days)  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 75 ti 100 ti  
1 min 5.00 4.75 4.50 4.25 4.00 3.75 3.50  
30 sec 4.00 3.85 3.60 3.45 3.30 3.15 3.00  
10 sec: 50% of 1-min.  
Specified times, extra 1.00.

### WKCW

1957

## Country Music Network

1957

Media Code 4 248 8700 8.00  
WKTF, Inc., Box 740, Warrenton, Va. 22186. Phones 703-347-1420, 273-9150.

STATION'S PROGRAMMING DESCRIPTION  
WKCW: Programmed for general interest.

1. PERSONNEL  
General Manager—Stewart L. Brooks.  
2. REPRESENTATIVES  
Charles Bernard Co., Inc.  
3. FACILITIES  
5,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.  
15% on time charges only; no cash discount.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Country Music Network.

#### TIME RATES

ET 1/1/69—Rec'd 1/4/69.

6. SPOT ANNOUNCEMENTS  
1x 52x 104x 156x 208x 260x 312x  
1 min. 10.00 9.50 9.00 8.50 8.00 7.50 7.00  
30 sec. 8.00 7.50 7.00 6.50 6.00 5.50 5.00

7. PACKAGE PLANS  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min. 10.00 9.00 8.00 7.00 6.00  
30 sec. 8.50 7.50 6.50 5.50 4.50

## 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x 90 60 45 30 20

## WARSAW (1 AM; 1 FM)

Richmond County—Map Location L-4  
See SRDS consumer market map and data at beginning of the State.

### WNNT

1949

Media Code 4 248 8775 0.00  
Northern Neck and Tidewater Broadcasting Co., Inc., Box 877, Warsaw, Va. 22572. Phone 804-333-6900. Studio 333-6900.

STATION'S PROGRAMMING DESCRIPTION  
WNNT: Block programmed for general interest.

1. PERSONNEL  
General Manager—Dean Loudy.  
(This listing continued on next page)



**Warsaw—WNNT—Continued**

- 3. FACILITIES**  
250 w. days; 890 kc. Non-directional.  
Operating schedule: 6 am-8:30 pm, EST.  
Partial simulcast operation during AM operational hours. For non-simulcast operation see WNNT-FM.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/3/50—Rec'd 3/8/67.
- 6. SPOT ANNOUNCEMENTS**
- |                    |            |                     |          |
|--------------------|------------|---------------------|----------|
| 1 min.             | 1 1/2 min. | 1 min.              | 1/2 min. |
| 1 time..... 3.50   | 2.25       | 52 times..... 3.25  | 2.15     |
| 15 times..... 3.50 | 2.25       | 104 times..... 3.00 | 2.00     |
| 26 times..... 3.25 | 2.15       | 312 times..... 3.00 | 2.00     |
- 7. PACKAGE PLANS**  
YEARLY BULK RATE
- |            |       |       |       |
|------------|-------|-------|-------|
| 1 min.     | 1500x | 3000x | 5000x |
| ..... 2.50 | 2.25  | 2.00  | 1.75  |
| 30 sec.    | 1.75  | 1.50  | 1.25  |
- 10 sec: 75% of 30 sec rate.

**WNNT-FM**  
1967

Media Code 4 248 8778 8.00  
Northern Neck-Tidewater Broadcasting Co., Inc. Box 258, Warsaw, Va. 22572. Phone 804-333-6900.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP 2,400 w.; 100.9 mc.  
Operating schedule: 6 am-10 pm daily, EST.  
Antenna ht.: 330 ft. above average terrain.  
Partial simulcast operation. Operated separately from AM sign-off to 10 pm. For simulcast facilities see WNNT.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
Rates are identical to WNNT. See that listing

**WAYNESBORO (2 AM)**

Augusta County—Map Location G-4  
See SRDS consumer market map and data at beginning of the State.

**WANV**



Subscriber to the NAB Radio Code  
Media Code 4 248 8850 1.00  
WANV, Inc., Box 97, Waynesboro, Va. 22980. Phone 703-942-1153.

- STATION'S PROGRAMMING DESCRIPTION**  
WANV: Music; current hits; limited C&W 6-7 am.
- 1. PERSONNEL**  
General Manager—Charles E. Neer.
- 2. REPRESENTATIVES**  
Meeker Radio, Inc.
- 3. FACILITIES**  
5,000 w. days; 1,000 w. nights; 970 kc.  
Directional—separate patterns day and night.  
Operating schedule: 6-12:10 am, EST.
- 4. AGENCY COMMISSION**  
15% on net station time; no cash discount.
- TIME RATES**  
No. 2 ET 5/1/68—Rec'd 4/29/68.
- 6. SPOT ANNOUNCEMENTS**  
1 MINUTE
- |         |      |       |       |       |       |       |       |
|---------|------|-------|-------|-------|-------|-------|-------|
| PER WK: | 5 ti | 10 ti | 15 ti | 20 ti | 30 ti | 40 ti | 50 ti |
| 1 wk.   | 4.75 | 4.55  | 4.50  | 4.40  | 4.30  | 4.15  | 4.00  |
| 4 wk.   | 4.40 | 4.20  | 4.15  | 4.05  | 3.95  | 3.80  | 3.65  |
| 13 wk   | 4.25 | 4.05  | 4.00  | 3.90  | 3.80  | 3.65  | 3.50  |
| 26 wk   | 3.95 | 3.75  | 3.70  | 3.60  | 3.50  | 3.35  | 3.20  |
| 52 wk   | 3.70 | 3.50  | 3.45  | 3.30  | 3.20  | 3.05  | 2.90  |
- 30 sec: 75% of 1-min. 7-12 sec: 60% of 1-min.

**WAYB**  
1947



Subscriber to the NAB Radio Code  
Media Code 4 248 8925 1.00  
Waynesboro Broadcasting Corp., Box 40, 1304 Ivy St., Waynesboro, Va. 22980. Phone 703-942-1490.

- STATION'S PROGRAMMING DESCRIPTION**  
WAYB: MUSIC: MOR.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—N. Wilbur Kidd.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6-12:10 am daily, EST.

- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Am. lated with MBS.  
Member: Agrinet of Virginia.
- TIME RATES**  
ET 1/1/71—Rec'd 1/22/71.
- 6. SPOT ANNOUNCEMENTS**  
1 min 30 sec
- |                 |      |                  |      |
|-----------------|------|------------------|------|
| 1 x..... 6.43   | 5.00 | 260 x..... 4.45  | 3.30 |
| 26 x..... 5.70  | 4.30 | 312 x..... 4.15  | 3.10 |
| 52 x..... 5.40  | 3.95 | 624 x..... 3.95  | 2.95 |
| 104 x..... 5.00 | 3.60 | 1040 x..... 3.70 | 2.80 |
| 156 x..... 4.70 | 3.45 | 1500 x..... 3.45 | 2.65 |
- 7. PACKAGE PLANS**  
(To be used within 24 hours)
- |                    |        |
|--------------------|--------|
| 20 ti..... 78.58   | 57.14  |
| 20 ti..... 92.86   | 71.43  |
| 100 ti..... 392.84 | 285.70 |

**WILLIAMSBURG (1 AM; 1 FM)**

James City County—Map Location L-5  
See SRDS consumer market map and data at beginning of the State.

**WBCI (FM)**



Media Code 4 248 9001 0.00  
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 804-229-7400.  
See affiliated AM station for additional information.  
AM facilities: WMBG.

- STATION'S PROGRAMMING DESCRIPTION**  
WBCI (FM): Programmed to provide entertainment and information.
- 1. PERSONNEL**  
Sales & Oper. Mgr.—W. Pat Collins.
- 3. FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 96.5 mc. Stereo.  
Operating schedule: 6-1 am, EST.  
Antenna ht.: 400 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15% time only.
- TIME RATES**  
No. A-2 ET 6/1/74—Rec'd 8/5/74.
- 7. PACKAGE PLANS**
- |         |       |       |       |        |        |
|---------|-------|-------|-------|--------|--------|
| PER WK: | 1 ti  | 8 ti  | 15 ti | 22 ti  | 28+    |
| 1 min.  | 8.00  | 7.50  | 7.00  | 6.50   | 6.00   |
| 30 sec. | 6.00  | 5.50  | 5.00  | 4.50   | 4.00   |
| PER MO: | 30 ti | 60 ti | 90 ti | 120 ti | 150 ti |
| 1 min.  | 6.00  | 5.50  | 5.00  | 4.50   | 4.00   |
| 30 sec. | 4.50  | 4.15  | 3.75  | 3.50   | 3.00   |
- FRI 7 PM/SAT & SUN ALL DAY:**
- |                |       |       |       |
|----------------|-------|-------|-------|
| 1 min.         | 10 ti | 20 ti | 30 ti |
| 1 min.         | 4.00  | 3.50  | 3.00  |
| 30 sec.        | 3.20  | 2.75  | 2.50  |
| YRLY CONTRACT: | 1000x | 500x  | 250x  |
| 1 min.         | 4.00  | 6.00  | 8.00  |
- 10. SPECIAL FEATURES**  
5-min news—6.00.

**WMBG**



Media Code 4 248 9035 8.00  
Williamsburg Broadcasting Co., Inc., Box 180, Williamsburg, Va. 23185. Phone 804-229-7400.

- STATION'S PROGRAMMING DESCRIPTION**  
WMBG: Programmed for general interest.
- 1. PERSONNEL**  
General Manager—Donald M. Bentley.
- 3. FACILITIES**  
500 w. days; 740 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- 4. AGENCY COMMISSION**  
15/0: 10th of month.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WBCI (FM).  
Affiliated with American Contemporary Network.

- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/72—Rec'd 3/27/72.
- 6. SPOT ANNOUNCEMENTS**
- |             |      |      |      |      |      |       |
|-------------|------|------|------|------|------|-------|
| 1x          | 26x  | 52x  | 104x | 260x | 520x | 1000x |
| 1 min 7.00  | 6.30 | 5.70 | 5.00 | 4.50 | 3.80 | 3.10  |
| 30 sec 5.25 | 4.75 | 4.25 | 3.75 | 3.35 | 2.85 | 2.40  |
- Guaranteed times. To be used within 1 yr.
- 7. PACKAGE PLANS**  
PER WK, ROS:
- |                                 |      |      |
|---------------------------------|------|------|
| 1 ti..... 4.75                  | 3.55 | 2.55 |
| 15 ti..... 4.20                 | 3.15 | 2.25 |
| 40+ or 100 in 30 days..... 3.65 | 2.75 | 2.00 |
- WEEKENDER—SAT NOON-MON NOON**  
25 ti (minimum)..... 3.45 2.45 2.00  
Not combinable with any other schedule.

- 10. SPECIAL FEATURES**  
NEWSCASTS
- |                 |                            |                          |
|-----------------|----------------------------|--------------------------|
| 5 min..... 8.00 | 13x 26x 52x 104x 260x 312x | 8.50 7.75 7.25 6.75 6.00 |
|-----------------|----------------------------|--------------------------|

**WINCHESTER (2 AM; 2 FM)**

Frederick County—Map Location H-2  
See SRDS consumer market map and data at beginning of the State.

**WFG (FM)**



Media Code 4 248 9075 4.00  
Shenval Broadcasting Corp., Box 828, Winchester, Va. 22601. Phone 703-662-5101.  
See affiliated AM station for additional information.  
AM facilities: WHPL.

- 3. FACILITIES**  
ERP 21,000 w.; 102.5 mc. Stereo.  
Operating schedule: 6:30 am-midnight, EST.  
Antenna ht.: 330 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with NBC.
- TIME RATES**  
No. 1 ET 1/19/67.
- 6. SPOT ANNOUNCEMENTS**  
25x 50x 100x 200x 500x 1000x
- |                 |      |      |      |      |      |
|-----------------|------|------|------|------|------|
| 1 min..... 3.00 | 2.75 | 2.50 | 2.25 | 2.00 | 1.75 |
|-----------------|------|------|------|------|------|
- 30 sec: 75% of 1-min. 10 sec: 50% of 1-min.
- 10. SPECIAL FEATURES**  
5-MINUTE NEWS, SPORTS, WEATHER, STOCK MARKET
- |                 |      |      |      |
|-----------------|------|------|------|
| 25x             | 50x  | 100x | 500x |
| 5 min..... 8.00 | 6.00 | 4.50 | 3.00 |

**WHPL**



Media Code 4 248 9150 5.00  
Shenval Broadcasting Corp., Box 828, Winchester, Va. 22601. Phone 804-662-5101.

- 1. PERSONNEL**  
General Manager—John P. Bell, Jr.
- 2. REPRESENTATIVES**  
The Dewey Organization, Inc.
- 3. FACILITIES**  
500 w. day & night; 610 kc. Directional.  
Operating schedule: 5:30-12:30 am, EST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WFG (FM).  
Affiliated with NBC.

**TIME RATES**

- No. 3 ET 3/1/73—Rec'd 3/9/73.
- 7. PACKAGE PLANS**
- |            |               |         |               |       |      |
|------------|---------------|---------|---------------|-------|------|
| PER WK:    | 1 ti          | 5 ti    | 10 ti         | 15 ti | 20+  |
| 1 min.     | 8.00          | 7.50    | 7.00          | 6.50  | 6.00 |
| 30/20 sec: | 80% of 1-min. | 10 sec: | 50% of 1-min. |       |      |
- 10. SPECIAL FEATURES**  
5-MINUTE NEWS, WEATHER, SPORTS, FM facilities: WFG (FM).
- |                  |      |      |      |      |
|------------------|------|------|------|------|
| 5 min..... 10.00 | 8.00 | 6.00 | 4.00 | 3.00 |
|------------------|------|------|------|------|

**WINC**



Media Code 4 248 9225 5.00  
Richard Field Lewis, Jr., Inc., Box 605, WINC Bldg., Winchester, Va. 22601. Phone 703-667-2224.

- STATION'S PROGRAMMING DESCRIPTION**  
WINC: MUSIC: middle-of-the-road 24 hours.
- 1. PERSONNEL**  
Gen'l & Comm'l Mgr.—Philip Whitney.
- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Regional—Dome & Associates, Inc.  
South, Southeast, Southwest—Mario Messina Company.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WRFL (FM).  
Affiliated with American Contemporary Network.  
Member: Green Valley Group, Agrinet of Virginia, Virginia Network.

**TIME RATES**

- ET 9/1/68—Rec'd 7/15/68.
- 6. SPOT ANNOUNCEMENTS**
- |                     |      |      |      |      |
|---------------------|------|------|------|------|
| 1 min..... 8.50     | 8.10 | 7.70 | 7.30 | 6.90 |
| 20/30 sec..... 5.95 | 5.65 | 5.40 | 5.10 | 4.80 |
| 10 sec..... 4.15    | 3.95 | 3.75 | 3.60 | 3.40 |
- 10-second spots combinable with other spots at ratio of 2:10-seconds to 1 1-minute spot.
- 10. SPECIAL FEATURES**  
5-MINUTE NEWSCASTS
- |                  |       |       |       |
|------------------|-------|-------|-------|
| PER WK:          | 13 wk | 26 wk | 52 wk |
| 5 ti..... 11.00  | 10.25 | 9.50  | 8.75  |
| 10 ti..... 10.25 | 9.50  | 8.75  | 8.00  |
| 15 ti..... 9.50  | 8.75  | 8.00  | 7.25  |
- WeatherScope—5 minute program, from gov't weather wire. Same rate as news.

**VIRGINIA**

**VIRGIN ISLANDS**

(See Virgin Islands listings following Wyoming)

**WRFL (FM)**



Media Code 4 248 9300 6.00  
Richard Field Lewis, Jr., Inc., Drawer 605, WING Bldg., Winchester, Va. 22601. Phone 703-667-7904.  
See affiliated AM station for additional information.  
AM facilities: WINC.

- STATION'S PROGRAMMING DESCRIPTION**  
WRFL (FM): MUSIC: C & W.
- 3. FACILITIES**  
ERP 22,000 w. (horiz.), 22,000 w. (vert.); 92.5 mc.  
Operating schedule: 5:30-12:30 am, EST.  
Antenna ht.: 1,690 ft. above average terrain.
- 5. GENERAL ADVERTISING** See coded regulations  
Member: Green Valley Group, Agrinet of Virginia, Virginia Network.

**TIME RATES**

- ET 5/1/74—Rec'd 4/10/74.
- 6. SPOT ANNOUNCEMENTS**
- |            |              |
|------------|--------------|
| Guaranteed | 1 min 30 sec |
| ..... 5.85 | 4.00         |
| BOS        | 4.00 3.00    |

**WOODBIDGE**

Prince William County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**See Washington, D. C.**

(including Bethesda, Bladensburg, Rockville, Silver Spring, Wheaton, Md.; Alexandria Arlington, Fairfax, Falls Church, Woodbridge, Va.)

**WYTHEVILLE**

Wythe County—Map Location D-0  
See SRDS consumer market map and data at beginning of the State.

**WYVE**



Subscriber to the NAB Radio Code  
Media Code 4 248 9450 9.00  
Wythe County Broadcasting Co., Box 534, WYVE Bldg., 195 E. First St., Wytheville, Va. 24382.  
Phone 703-228-3185.

- STATION'S PROGRAMMING DESCRIPTION**  
WYVE: Programmed for general and rural audience.
- 1. PERSONNEL**  
General Manager—Arthur M. Gates.
- 2. REPRESENTATIVES**  
Southeast—David Carpenter Company.  
Northeast—Dome & Associates, Inc.
- 3. FACILITIES**  
1,000 w.; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset, EST.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**

- No. 18 ET 5/1/74—Rec'd 4/8/74.
- 6. SPOT ANNOUNCEMENTS**
- |         |      |       |      |
|---------|------|-------|------|
| PER WK: | 1 ti | 10 ti | 30+  |
| 1 min.  | 3.50 | 3.60  | 3.25 |
| 30 sec. | 2.60 | 2.40  | 2.15 |
| ID's    | 1.65 | 1.65  | 1.65 |
- 7. PACKAGE PLANS**
- |         |      |       |       |       |
|---------|------|-------|-------|-------|
| PER YR: | 500x | 1000x | 1500x | 2000x |
| 1 min.  | 3.25 | 2.80  | 2.60  | 2.34  |
| 30 sec. | 2.15 | 1.95  | 1.85  | 1.70  |

**VIRGIN ISLANDS**

For listed radio stations see Virgin Islands listings following Wyoming.

# Negro Population Data

(January 1, 1974)

STATE TOTAL	78,194	Seattle-Everett	45,092
METRO AREAS	280	Spokane	3,134
Bellingham	1,484	Tacoma	21,045
Bremerton	1,484	Yakima	1,604
Richland	2,003	Total Metros	74,642
Kennewick			

# Spanish Population Data

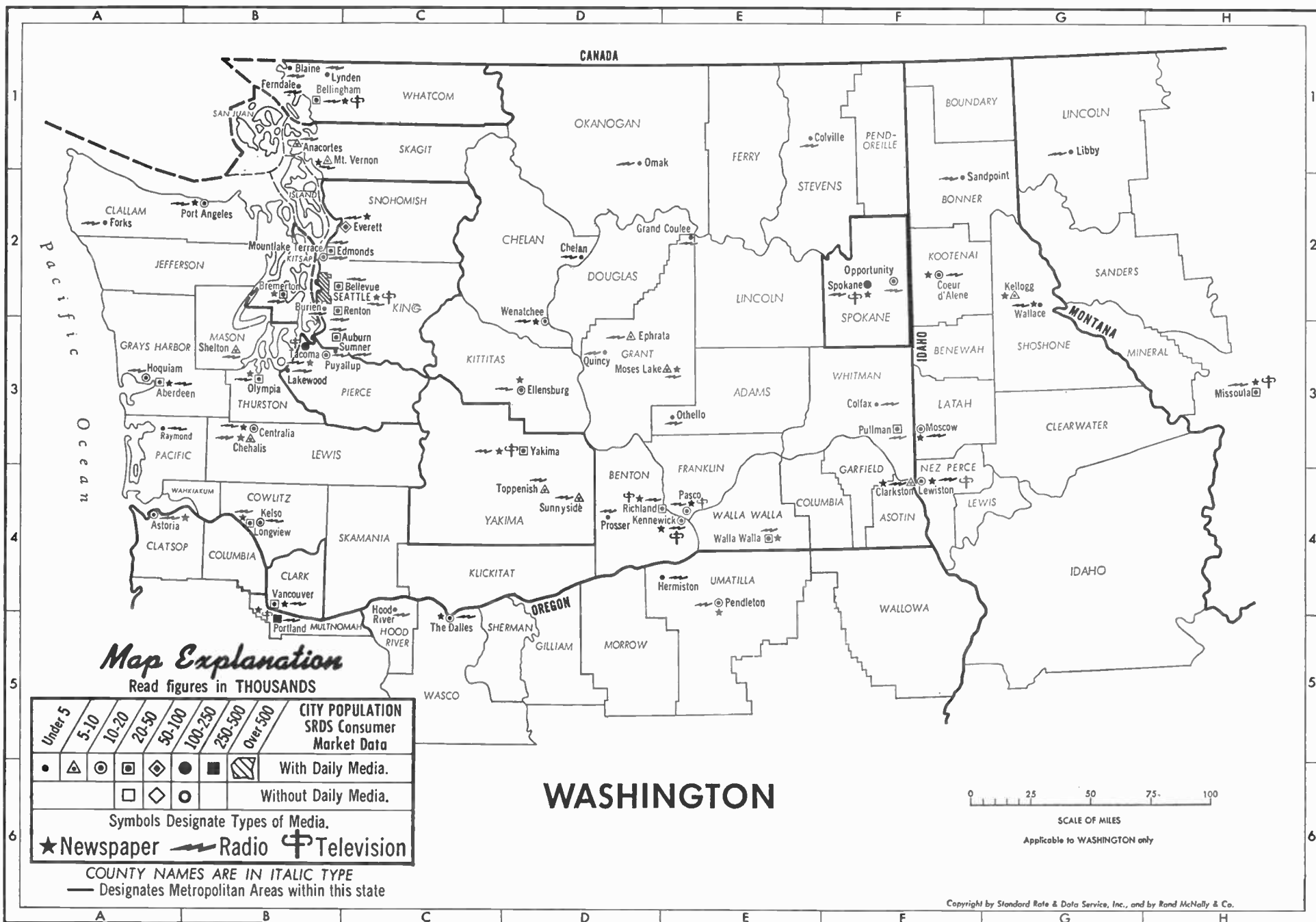
**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependant upon geographic location. Please refer to the Table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	70,734	Yakima	14,556
METRO AREAS	24,178	Total Metros	36,734
Seattle-Everett			

# SRDS' RADIO MARKET ESTIMATOR, based on the KATZ style.

See it for yourself at the beginning of the listings for the top 150 markets.





State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

# State, County, City, Metro Area Data

CITIES AND COUNTIES — This list shows counties in which cities are located. Cities are first, counties next.

ESTIMATES FOR: STATE COUNTY—Map Loc. City Metropolitan Area	Population		Consumer Spendable Income—1973					Total Retail Sales—		Retail Sales—1973							Passenger Cars 1/1/74 (000)	Farm Population 1/1/74 (000)	Gross Farm Income 1973 (\$000)		
	1/1/74 (000)	Households 1/1/74 (000)	Per Household (\$)		% Distribution of Families			Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types				Service Station (\$000)						
	(000)	(000)	4999	5000-9999	10000-14999	15000 and over	(000)	(000)	(000)	General Mdse. (\$000)	Apparel (\$000)	Home Furn. (\$000)	Auto-motive (\$000)	(000)							
WASHINGTON STATE TOTALS	3,501.2	1,193.05	14,476,221	12,134	6.7	12.4	11.4	28.7	34.3	8,896,934	7,457	1,883,308	318,928	1,340,139	302,953	343,205	1,704,579	536,228	1,778.29	135.8	1,411,681
ADAMS E-3	12.5	3.91	42,548	10,882	9.4	20.3	11.8	26.5	28.2	46,387	11,864	7,685	1,037	600	546	548	4,222	2,506	6.26	2.7	48,961
ASOTIN F-4	13.9	4.91	46,861	9,544	11.4	17.6	12.5	26.6	22.2	16,862	3,434	5,337	1,278	541	148	688	1,060	2,727	8.03	1.5	4,652
BENTON D-4	70.0	22.48	274,852	12,227	6.6	10.7	11.2	29.9	35.9	148,620	6,611	39,973	8,048	12,411	5,931	8,598	25,782	10,839	29.82	4.5	44,725
Kennewick	16.4	5.53	59,877	10,828						68,911	12,461	15,793	3,325	5,116	2,374	4,374	18,656	4,774			
Richland	27.1	8.89	119,702	13,465						59,808	6,728	18,942	4,153	8,131	2,679	4,175	3,567	4,808			
Richland-Kennewick Metro Area	98.0	31.51	373,926	11,867	6.9	12.3	11.3	29.5	34.3	251,733	7,989	58,496	12,806	28,117	8,898	11,020	42,545	16,109	53.10		
CHELAN D-2	40.6	14.94	149,042	9,976	9.8	17.1	12.7	25.1	25.9	136,011	9,104	28,995	7,187	19,054	5,384	5,024	31,847	9,745	24.19	2.7	39,765
CLALLAM A-2†	37.4	13.28	139,464	10,502	8.2	15.5	13.5	26.8	27.6	87,417	6,583	23,278	2,445	12,471	2,449	2,532	14,240	5,004	18.52	1.6	5,259
CLARK B-4†	138.2	46.71	547,301	11,717	6.2	11.6	12.5	31.6	31.8	231,024	4,946	47,966	8,349	22,188	6,304	13,872	51,764	16,583	76.56	7.5	28,315
Vancouver	44.9	17.15	188,741	11,005						138,538	8,078	25,731	5,275	20,217	4,685	10,773	35,907	8,051			
COLUMBIA E-4	4.1	1.43	16,480	11,524	8.1	14.3	10.6	26.0	29.4	12,319	8,615	2,965	389	1,128	124	360	1,047	840	2.48	1.1	17,003
COWLITZ B-4	70.7	24.10	270,913	11,241	6.4	11.8	12.1	32.4	30.8	180,587	7,493	43,571	7,012	24,016	4,606	6,779	38,131	11,962	39.48	1.3	6,761
Longview	29.4	10.42	119,700	11,488						135,671	13,020	29,462	5,853	23,688	3,910	4,763	30,450	5,953			
DOUGLAS D-2	17.9	5.94	64,909	10,927	6.7	13.0	16.0	30.7	24.9	20,333	3,423	9,481	412	135	263	2,364	1,293	8.68	2.4		38,918
FERRY E-1	3.3	1.07	10,714	10,013	9.4	15.9	14.9	28.2	23.6	3,353	3,134	1,591	127	290	83		172	322	1.23	5	2,470
FRANKLIN E-4†	28.0	9.03	99,074	10,972	8.0	15.3	12.0	28.5	30.4	103,113	11,419	18,253	4,758	15,706	2,967	2,422	16,763	5,270	23.28	5.9	69,214
GARFIELD F-4	2.9	1.04	9,680	9,308	5.3	21.0	13.3	25.2	27.2	8,457	8,132	2,082	487	550	77	433	655	395	1.71	1.2	10,946
GRANT D-3	40.0	12.71	136,071	10,706	8.1	16.0	12.4	26.0	27.1	119,020	9,364	23,024	3,170	4,395	3,059	3,672	23,049	7,372	22.69	7.2	145,816
GRAYS HARBOR A-3†	61.1	21.63	223,080	10,313	7.8	15.5	12.8	29.2	26.5	161,936	7,487	43,656	5,230	14,589	6,359	5,544	28,615	10,774	29.73	2.0	10,190
ISLAND B-2†	28.7	9.43	105,481	11,186	10.4	17.5	12.5	25.2	26.2	38,520	4,085	7,742	1,464	3,019	576	1,933	9,193	2,216	13.59	1.2	6,973
JEFFERSON A-2	11.5	4.18	40,374	9,659	9.7	14.6	16.7	30.0	20.2	21,503	5,144	5,948	521	1,000	692	1,229	2,238	1,564	4.97	1.5	1,272
KING C-2†	1,165.4	411.27	5,716,713	13,900	4.7	8.6	9.3	28.7	44.4	3,336,313	8,112	691,660	129,666	620,694	135,866	129,682	660,596	186,518	593.86	4.2	36,270
Auburn	24.5	8.50	98,710	11,613						99,650	11,724	17,589	4,193	3,454	2,744	4,413	40,260	5,755			
Bellevue	63.5	19.37	368,297	19,014						282,452	14,582	55,091	10,216	59,400	5,635	10,967	79,224	12,073			
Renton	27.0	9.75	119,841	12,291						199,230	20,434	34,583	7,260	46,240	5,733	7,269	41,869	10,888			
Seattle	513.0	208.64	2,599,020	12,457						2,008,581	9,627	362,834	76,897	461,023	107,534	82,435	359,849	94,437			
Seattle-Everett Metro Area	1,438.2	499.83	6,833,765	13,672	4.6	9.0	9.7	29.4	42.9	3,916,847	7,836	827,404	140,990	679,340	148,959	149,386	773,706	225,339	724.17		
Seattle-Everett Combined	567.4	228.89	2,824,990	12,342						2,283,439	9,976	405,430	83,183	512,146	114,325	91,952	410,050	107,589			
KITSAP B-2†	105.1	35.88	422,361	11,771	6.3	11.4	11.8	31.7	32.1	218,302	6,084	59,002	10,928	20,839	5,797	10,843	40,807	11,732	52.32	9	3,697
Bremerton	36.6	12.81	143,030	11,165						139,061	10,856	31,594	7,325	19,501	4,357	6,977	29,590	5,563			
Bremerton Metro Area	105.1	35.88	422,361	11,771	6.3	11.4	11.8	31.7	32.1	218,302	6,084	59,002	10,928	20,839	5,797	10,843	40,807	11,732	52.32		
KITTITAS C-3	25.9	8.58	85,127	9,922	10.5	16.6	12.7	25.7	24.1	64,895	7,564	13,733	1,479	2,322	2,112	994	12,695	9,282	11.89	2.6	33,993
Klickitat C-4	11.3	3.91	41,514	10,617	8.7	18.1	15.5	27.6	23.3	21,240	5,432	5,949	495	1,093	414	187	4,409	1,393	6.82	1.7	20,805
LEWIS B-3	47.8	16.98	159,139	9,372	9.3	15.1	14.3	27.9	22.4	116,399	6,855	28,053	3,298	13,770	2,123	5,055	21,441	11,040	26.04	5.4	26,113
LINCOLN E-2	9.1	3.37	38,688	11,480	7.9	15.2	11.4	27.4	33.0	26,867	7,972	4,345	875	983	451	481	3,810	2,773	5.52	3.0	36,397
MASON B-3	22.1	7.56	82,254	10,880	8.1	15.1	13.0	28.7	27.4	37,863	5,008	10,308	1,169	1,142	1,030	1,612	8,190	3,155	10.01	1.7	2,392
OKANOGAN D-1	27.4	9.51	89,666	9,429	10.2	20.8	13.2	23.6	20.6	60,166	6,327	16,652	2,331	2,463	2,269	1,395	12,696	3,974	12.05	4.4	51,438
PACIFIC A-3	15.9	5.96	57,868	9,709	11.1	15.1	13.7	26.0	25.2	33,890	5,686	9,605	1,188	2,292	632	504	5,650	3,765	7.76	1.3	6,482
PEND OREILLE F-1	5.8	2.06	17,884	8,682	10.5	17.3	13.3	25.2	18.5	10,406	5,051	2,172	519	861	123	239	2,093	1,597	3.04	9	3,147
PIERCE C-3†	414.8	131.64	1,652,765	12,555	7.1	13.3	11.8	28.4	32.9	1,028,019	7,809	192,150	34,195	163,879	37,312	43,976	193,779	58,138	205.00	4.9	40,383
Tacoma	155.2	57.70	611,495	10,598						662,810	11,487	101,603	22,850	124,968	23,866	23,866	128,601	30,632			
Tacoma Metro Area	414.8	131.64	1,652,765	12,555	7.1	13.3	11.8	28.4	32.9	1,028,019	7,809	192,150	34,195	163,879	37,312	43,976	193,779	58,138	205.00		
SAN JUAN B-1	4.0	1.66	17,885	10,774	10.6	14.3	12.6	24.6	27.3	10,100	6,084	2,273	242	1,106	162	1,327	201	2.23	5	510	
SKAGIT C-1	56.8	19.65	208,420	10,607	8.7	15.2	13.4	28.2	26.2	154,396	7,857	31,558	4,485	11,495	4,857	4,390	29,541	10,454	29.72	3.1	52,797
SKAMANIA C-4	6.0	2.01	18,514	9,211	7.0	14.4	15.2	33.0	20.5	4,515	2,246	1,423	163	369		876	402	2.44	1	1,498	
SNOHOMISH C-2†	272.8	88.56	1,117,052	12,614	4.9	9.3	11.3	32.7	36.5	580,534	6,555	135,744	11,324	58,646	13,093	19,704	113,110	38,821	130.31	5.8	39,442
Edmonds	28.3	9.08	122,738	13,517						274,858	13,573	42,596	6,286	51,123	6,791	9,517	50,201	13,152			
Everett	54.4	20.25	225,970	11,159																	
Seattle-Everett Metro Area	1,438.2	499.83	6,833,765	13,672	4.6	9.0	9.7	29.4	42.9	3,916,847	7,836	827,404	140,990	679,340	148,959	149,386	773,706	225,339</			

# WASHINGTON

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (xone) Standard Time as reported.

## ABERDEEN-HOQUIAM

(3 AM; 2 FM)

Grays Harbor County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is the part of the time buying function to determine extent of coverage, audience delivered, etc., within the area.

### KBKW

1949

ABERDEEN

RAB

Media Code 4 249 0095 9.00  
KBKW, Box 188, 701 E. Heron St., Aberdeen, Wash. 98520. Phone 206-532-1450.

**STATION'S PROGRAMMING DESCRIPTION**  
KBKW: MUSIC: 100% country western. NEWS: 5-min at :00; expanded coverage 15-min at 8 am, 12N, 5 pm. SPORTS: at :45. Weather at :15. Regular farm programming. Contact Representative for further details. Rec'd 7/6/73.

- PERSONNEL**  
President—John R. Dimeo.  
Vice-Pres. & Gen'l Mgr.—Don Downing.
- REPRESENTATIVES**  
The Denvy Organization, Inc.  
Washington, Oregon—Simpson/Reilly & Associates, Co.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1450 kc.  
Operating schedule: 5:30 am-11:30 pm. PST.
- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 22a, 24a, 24c, 25a, 27, 28b, 28c.  
Contracts: 40a, 45, 46, 50, 51a.  
Comb.: Cont. Discounts: 60h, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

### TIME RATES NATIONAL AND LOCAL RATES SAME

ET 9/1/74—Rec'd 4/12/74.

- AA—6-9 am & 3:30-6:30 pm.  
ROS—6 am-11:30 pm.
- SPOT ANNOUNCEMENTS**  
CLASS AA  
YR: 1000x 500x 300x 180x 120x 90x 60x  
WK: 100 ti 50 ti 40 ti 30 ti 20 ti 15 ti 10 ti  
1 min 4.30 4.40 4.60 5.00 5.20 5.30 6.30  
30 sec 3.60 3.70 3.90 4.20 4.30 4.40 5.20  
1 min, flat 6.60 30 sec, flat 5.50  
ROS  
1 min 3.30 3.40 3.60 4.00 4.20 4.30 5.30  
30 sec 2.60 2.70 2.90 3.20 3.30 3.40 4.20  
1 min, flat 5.60 30 sec, flat 4.50  
ID's: 50% of 1-min.

### KDUX (FM)

1964

ABERDEEN

Subscriber to the NAB Radio Code  
Media Code 4 249 0190 8.00  
KDUX, Inc., Box 401, 360 Catala Ave., Ocean Shores, Wash. 98551. Phone 206-282-2444.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Dale Gunderson.  
Commercial Manager—Robert Smith.  
Chief Engineer—Robert S. Snow.
- REPRESENTATIVES**  
Hugh Felts & Associates.
- FACILITIES**  
ERP 25,100 w.; 104.7 mc.  
Operating schedule: 9-2 am. PST.  
Antenna ht.: 212 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4c, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14a.  
Basic Rates: 20b, 22a, 24b.  
Contracts: 40a.  
Comb.: Cont. Discounts: 60b  
Cancellation: 71a, 73a, 73b.  
Prod. Services: 80, 82.

### TIME RATES NATIONAL AND LOCAL RATES SAME

No. 2 ET 4/1/69—Rec'd 7/29/69.

- SPOT ANNOUNCEMENTS**  
30 sec 1x 25x 50x 100x 200x 500x  
1 min 8.00 5.50 5.25 5.00 4.50 4.00  
1 min 8.00 7.50 7.00 6.50 6.00 3.50
- PROGRAM TIME RATES**  
1/4 hr 17.00 15.00 13.50 12.00 12.00  
1/2 hr 24.00 21.00 18.00 16.00 15.50  
1 hr 30.00 27.50 25.00 23.00 21.50
- SPECIAL FEATURES**  
News Adjacencies—earned 1-minute plus 15%.

### KGHO

1961

### KGHO-FM

1961

HOQUIAM

Media Code 4 249 0285 6.00  
Grays Harbor Broadcasting Co., 31st and Bay, Hoquiam, Wash. 98550. Phone 206-532-1200.

**STATION'S PROGRAMMING DESCRIPTION**  
KGHO: MUSIC: Current Top 40 with emphasis on contemporary music with young adult appeal. NEWS: short, concise reports. Contact Representative for further details. Rec'd 12/31/73.

- PERSONNEL**  
Station Manager—Ernest Linnenkohl.  
Assistant Manager—Teri Eggers.  
Program Director—Stan Foreman.
- REPRESENTATIVES**  
Gert Bunchez and Associates.  
Seattle—Broadcast Northwest.
- FACILITIES**  
1,000 w. days; 1560 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. PST.  
FM—ERP 2,600 w.; 103.9 mc.  
Operating schedule: 6-2 am. PST.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only; 20th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a.  
Basic Rates: 22a, 22b, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60h, 60k, 61a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.

### TIME RATES NATIONAL AND LOCAL RATES SAME

No. 5 ET 1/1/74—Rec'd 12/31/73.

- SPOT ANNOUNCEMENTS**  
YR: 1000x 500x 300x 100x 50x 25x 1x  
1 min 3.40 3.60 3.80 4.15 4.30 4.55 4.90  
30 sec 2.60 2.85 3.05 3.40 3.50 3.75 4.10
- PACKAGE PLANS**  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
1 min 4.10 4.15 4.30 4.55 4.90  
30 sec 3.20 3.40 3.55 3.75 4.15 4.70
- SPECIAL FEATURES**  
30-sec news 5.00

### KXRO

1927

ABERDEEN

Subscriber to the NAB Radio Code  
Media Code 4 249 0380 5.00  
Aberdeen Broadcasting Co., Box 47, 1308 Coolidge St., Aberdeen, Wash. 98520. Phone 206-533-1320.  
Seattle office—2108 Seattle Tower, Seattle, Wash. 98101.

**STATION'S PROGRAMMING DESCRIPTION**  
KXRO: MUSIC: MOR, modified top 40, album cuts from contemporary artists. NEWS: network, local newsmen stringers. AP, telephone beeper. SPORTS: network. World Series, football bowl games, local high school, junior college, college football & basketball. AP scores & summaries, local golf tournaments. RELIGIOUS: Sun morning & evening church services, 5 min devotional weekday mornings, 2 hours sacred music Sun. Remote broadcasts, taped interviews, local merchandising. Contact Representative for further details. Rec'd 12/6/71.

- PERSONNEL**  
President—Miller C. Robertson.  
Manager—Joe Kendall.
- REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Western States—Bill Dahlsen & Associates.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 1320 kc.  
Directional—nighttime only.  
Operating schedule: 6 am-11:30 pm. PST.
- AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a.  
Basic Rates: 20a, 21a, 23a, 24b, 24c, 25a, 29a, 33a.  
Contracts: 40c, 41, 42a, 45, 46, 47a, 49.  
Comb.: Cont. Discounts: 60a, 60f, 60l, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

### TIME RATES NATIONAL AND LOCAL RATE SAME

ET 5/1/73—Rec'd 4/3/73.

- SPOT ANNOUNCEMENTS**  
WK: 1-10 20 ti 30 ti 40 ti 60 ti  
YR: 100x 200x 300x 400x 600x 1000x 1500x  
1 min 6.00 5.50 5.00 4.75 4.50 4.00 3.75  
30 sec 5.00 4.60 4.20 4.00 3.60 3.40 3.20  
10 sec 4.00 3.60 3.20 3.00 2.60 2.40 2.20  
7-9 am & 4-6 pm, extra per spot 1.00
- PROGRAM TIME RATES**  
1 hr 70 60 55 50  
1/2 hr 50 45 40 35  
1/4 hr 30 25 20 15  
5 min 15 13 12 11 10 7  
(\* 8.50)
- SPECIAL FEATURES**  
13x 28x 52x 78x 156x 260x 312x 624x  
News: 7.00 6.75 6.50 6.00 5.75 5.50 5.25 5.00

## ANACORTES

Skagit County—Map Location B-1  
See SRDS consumer market map and data at beginning of the State.

### KAGT

1964

NAB

Subscriber to the NAB Radio Code  
Media Code 4 249 0475 3.00  
Island Broadcasting Co., Inc., Box 96, Anacortes, Wash. 98221. Phone 206-293-3141.

- STATION'S PROGRAMMING DESCRIPTION**  
KAGT: Programmed for general interest.
- PERSONNEL**  
General Manager—William T. Berry.
  - REPRESENTATIVES**  
Savall/Gates, Inc.  
Seattle—Simpson/Reilly & Associates Co.
  - FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 8 am-midnight. PST.
  - AGENCY COMMISSION**  
15/0 time only; 10th of following month.
  - GENERAL ADVERTISING** See coded regulations  
15/0 time only; 10th of following month.  
Affiliated with MBS.

### TIME RATES ET 1/1/74—Rec'd 12/28/73.

- SPOT ANNOUNCEMENTS**  
6-9 AM & 4:30-6:30 PM  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
PER YR: 780x 520x 312x 156x 52x 1x  
1 min 5.00 5.15 5.40 5.55 6.20 6.75  
30 sec 3.75 3.85 4.05 4.15 4.70 5.05  
10 sec: 60% of 1-min.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
PER YR: 780x 520x 312x 156x 52x 1x  
1 min 4.25 4.50 4.75 5.00 5.25 6.25  
30 sec 3.20 3.40 3.55 3.75 4.15 4.70  
10 sec: 60% of 1-min.

## AUBURN

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### KASY

1958

Media Code 4 249 0570 1.00  
Auburn Broadcasters, Inc., Box 459, 1408 W. Main, Auburn, Wash. 98002. Phone 206-833-5220.

- STATION'S PROGRAMMING DESCRIPTION**  
KASY: Instrumental music, current & past hits.
- PERSONNEL**  
Pres. & Gen'l Mgr.—Ed Garre.
  - REPRESENTATIVES**  
Seattle, Portland—The Tacher Company.
  - FACILITIES**  
250 w. days; 1220 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
  - AGENCY COMMISSION**  
15/0 time only; 15th of following month.

### TIME RATES NATIONAL AND LOCAL RATES SAME

- ET 5/29/73.  
AA—Mon thru Fri 6-10 am & 3-6 pm.  
A—All other times.
- SPOT ANNOUNCEMENTS**  
1x 25x 50x 150x 250x 500x 750x  
1 min 7.20 6.85 6.40 5.70 5.10 4.60 4.20  
30 sec 5.70 5.30 4.85 4.50 4.10 3.50 3.05  
CLASS A  
1 min 5.90 5.60 5.30 4.70 4.20 3.90 3.50  
30 sec 4.70 4.30 4.00 3.70 3.35 2.90 2.70
  - PACKAGE PLANS**  
TEN DAY—1/2AA, 1/2A  
10 ti 20 ti 30 ti 40 ti 50 ti  
1 min 6.20 5.80 4.90 4.60 4.25  
30 sec 4.80 4.45 4.15 3.65 3.20

## BELLEVUE

King County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

### See Seattle

(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

## BELLINGHAM (4 AM; 2 FM)

Whatcom County—Map Location C-1  
See SRDS consumer market map and data at beginning of the State.

### KBFW

1966

BELLINGHAM-FERDALE

RAB

Media Code 4 249 0760 8.00  
Whatcom Management Co., Box D, Bellingham, Wash. 98225. Phone 360-734-8555.

- STATION'S PROGRAMMING DESCRIPTION**  
KBFW: Programmed for general family interest.  
MUSIC: modern country. NEWS & SPORTS: 5 min at :40. 20 min expanded news at 7:40, 11:40 & 5:40. Weather at :30. Contact Representative for further details. Rec'd 5/28/74.
- PERSONNEL**  
General Manager—Bob Wood.  
Sales Manager—Jim Hensley.  
Program Director—David James.
  - REPRESENTATIVES**  
Meeker Radio, Inc.  
Northwest—The Tacher Company.
  - FACILITIES**  
1,000 w.; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
  - AGENCY COMMISSION**  
15% time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15b.  
Basic Rates: 20b, 21d, 22b, 23b, 24b, 25a, 28a, 29b.  
Contracts: 44h, 45, 46.  
Comb.: Cont. Discounts: 60h, 60l, 62d.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Sterling Recreation Organization.

### TIME RATES NATIONAL AND LOCAL RATES SAME

No. 4 ET 9/1/73—Rec'd 8/29/73.  
AA—6-9 am & 3-6 pm.  
A—All other specified times.

- SPOT ANNOUNCEMENTS**  
CLASS AA  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti 60 ti  
PER MO: 25 ti 50 ti 75 ti 100 ti 125 ti 150 ti  
1 min 7.00 6.50 6.25 5.50  
30 sec 6.00 5.50 5.25 4.50  
CLASS A  
1 min 6.00 5.50 5.00 4.75  
30 sec 5.00 4.50 4.00 3.75  
CLASS B  
1 min 5.00 4.75 4.50 4.25 4.00 3.75  
30 sec 4.00 3.75 3.50 3.25 3.00 2.75  
PER YR: 500x 750x 1000x 500x 750x 1000x  
AA 6.25 5.50 5.25 4.50  
A 5.00 4.75 4.00 3.75  
ROS 4.25 4.00 3.75 3.25 3.00 2.75  
10 sec: 50% of 1-min.

### KERI (FM)

1963

NAB FM B

Subscriber to the NAB Radio Code  
Media Code 4 249 0855 6.00  
Bellingham Buyer, Inc., Box 1170, 2340 E. Sunset Dr., Bellingham, Wash. 98225. Phone 206-734-1170.

See affiliated AM station for additional information.  
AM facilities: KPUG.  
**STATION'S PROGRAMMING DESCRIPTION**  
KERI (FM): Programmed for general interest.  
MUSIC: MOR. NEWS: 5-min network at :30; regional at :60. Short features of area interest hourly. 15-min regional report at 8 am. SPORTS: live regional play-by-play. Contact Representative for further details. Rec'd 3/29/73.

- PERSONNEL**  
President—Robert Pollock.  
Vice-Pres. & Gen'l Mgr.—James M. Tincker.
- FACILITIES**  
ERP 60,000 w. (horiz.), 80,000 w. (vert.), 104.3 mc.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2310 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MRS.  
KERI (FM) and KPUG may be combined for frequency discount.

### TIME RATES ET 5/1/73—Rec'd 10/2/73.

- SPOT ANNOUNCEMENTS**  
PER WK: 1x 12 ti 18 ti 24 ti 30 ti  
PER YR: 1x 60x 120x 180x 300x  
1 min 9.00 8.50 8.00 7.50 7.00  
30 sec 7.00 6.60 6.20 5.80 5.50  
PER WK: 36 ti 42 ti  
PER YR: 420x 525x 750x 1000x  
1 min 6.50 6.30 5.50 5.00  
30 sec 5.20 4.90 4.50 4.00  
10 sec: 50% of 1-min.  
Specified: extra 25%.
- PACKAGE PLANS**  
SATURATION PLANS  
12 30-sec. per day, vertical 54  
6. PROGRAM TIME RATES  
1x 25x 52x 104x 208x 520x  
1 hr 108.00 96.00 84.00 78.00 70.80 60.80  
1/2 hr 72.00 60.00 48.00 42.00 36.00 28.00  
1/4 hr 48.00 36.00 26.40 24.00 20.40 18.00  
5 min 24.00 21.60 18.00 15.60 13.80 12.00

- SPECIAL FEATURES**  
LOCAL/NETWORK/HEADLINE NEWS at :60  
PER YR: 1x 52x 104x 156x  
1 min 11 10 9 8

### KGMI

1927

RAB

Media Code 4 249 0950 5.00  
KGMI, Inc., Box 943, Bellingham Wash. 98225.  
Phone 206-734-9790.

**STATION'S PROGRAMMING DESCRIPTION**  
KGMI: Programmed for adults of all ages.  
MUSIC: traditional popular music performed by big bands, established vocalists. Instrumentalists and choral groups. Emphasis on local news and sports. Five 15 min daily local newscasts at 7:45 am, 8:45 am, 12:15 pm; 4:05 pm and 5:05 pm. News headlines on half hour, weather on the hour. Daily talk show 10-11 am. RELIGION: Sun mornings only. SPORTS: seasonal play-by-play broadcasts of city and county high school, college and university sports events. Station editorializes and stresses local programming and community service. Contact Representative for further details. Rec'd 1/5/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jim Hamstreet.  
Program Director—John Munroe.
- REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Washington, Oregon—Art Moore & Assoc., Inc.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 790 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% on net station time; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 5, 6a, 8.  
Rate Protection: 10a, 12a, 14a, 15b.  
Basic Rates: 25a.  
Contracts: 40a, 45, 46.  
Cancellation: 73b.  
Prod. Services: KISM (FM).  
Affiliated with American Information Network.  
(This listing continued on next page)



**KELA-FM**  
1965



Subscriber to the NAB Radio Code  
Media Code 4 249 1425 6.00  
KELA Corp., 1635 S. Gold St., Centralia, Wash.  
98531, Phone 206-736-3321.  
Box 827, Chehalis, Wash. 98532, Phone 206-748-3321.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
KELA-FM: C & W, news at 6:00 & 3:00, sports.

3. FACILITIES  
ERP 28,500 w.; 102.9 mc.  
Operating schedule: 5 am-11 pm. PST.  
Antenna ht.: 185 ft. above average terrain.

TIME RATES  
ET 1/1/73—Rec'd 1/18/73.

AA—6-10 am, noon-1 pm & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS		CLASS AA		CLASS A	
YR:	1000x	600x	300x	150x	75x
WK:	42 ti	36 ti	30 ti	24 ti	18 ti
1 min:	3.45	3.90	4.15	4.50	5.50
30 sec:	2.10	2.40	2.70	3.10	3.80

7. PACKAGE PLANS		TOTAL AUDIENCE PLAN	
YR:	1000x	600x	300x
WK:	42 ti	36 ti	30 ti
1 min:	3.10	3.45	3.80
30 sec:	2.10	2.40	2.70

10 sec: 60% of 1-min.  
10 sec: 2.25, 2.55, 2.90, 3.25, 3.60, 4.30, 5.00  
40% 5 am-noon, 40% noon-6 pm, 20% 6 pm-sign-off.

**KITI**  
1954



Media Code 4 249 1520 5.00  
KITI KITI Corp., St. Helen's Hotel, Chehalis, Wash. 98532, Phone 206-748-3379.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Donald F. Whitman.

2. REPRESENTATIVES  
Jack Masia & Co., Inc.  
Seattle, Portland—The Tacher Company.

3. FACILITIES  
1,000 w. days; 1420 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Affiliated with American Entertainment Network.  
Member: Western States Radio Empire.

TIME RATES  
ET 4/1/73—Rec'd 5/23/73.

6. SPOT ANNOUNCEMENTS		I-30 sec 31-60 sec	
Specified	5.88	7.35	8.88
ROS	4.41	5.88	7.35

**CHELAN**

Chelan County—Map Location D-2  
See SIDS consumer market map and data at beginning of the State.

**KOZI**  
1957

Subscriber to the NAB Radio Code  
Media Code 4 249 1615 3.00  
Northcentral Broadcasting Co., Box 819, Chelan, Wash. 98816, Phone 509-682-2633.

STATION'S PROGRAMMING DESCRIPTION  
KOZI: contemporary MOR 90%; top country hits 10%.

1. PERSONNEL  
Owner & Gen'l Mgr.—Jerry E. Isenhart.

2. REPRESENTATIVES  
Savill/Gates, Inc.  
Seattle, Portland, Spokane—The Tacher Company.  
San Francisco, Los Angeles—Advertising Sales West.

3. FACILITIES  
1,000 w. days; 250 w. nights; 1230 kc.  
Non-directional.

Operating schedule: 6:30 am-midnight. PST.

4. AGENCY COMMISSION  
15/0 time only.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

TIME RATES  
ET 3/1/73—Rec'd 3/29/73.

7. PACKAGE PLANS		TOTAL AUDIENCE PLAN	
YR:	50 ti	40 ti	30 ti
WK:	780x	520x	312x
1 min:	4.25	4.50	4.75
30 sec:	3.40	3.60	3.80

10 sec: 60% of 1-min.

**CLARKSTON**

Asotin County—Map Location F-4  
See SIDS consumer market map and data at beginning of the State.

See Lewiston, Idaho  
(including Clarkston, Washington)

Comb.: Cont. Discounts: 60e. 62d.  
Cancellation: 70e. 71a, 73b.  
Prod. Services: 80, 82.  
Member: Western States Radio Empire.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET — Rec'd 6/14/74.

AA—6-10 am & 3-7 pm.  
A—10 am-3 pm.

6. SPOT ANNOUNCEMENTS

1 MINUTE		30 SECONDS	
PER WK:	1 ti	10 ti	20 ti
PER YR:	10 ti	20 ti	40 ti
AA:	52x	250x	500x
AA:	12.00	11.50	11.00
AA:	11.50	11.00	10.50
ROS:	10.75	10.25	9.75

30 SECONDS		15 SECONDS	
AA:	9.50	8.75	8.25
AA:	8.75	8.25	7.75
ROS:	8.50	8.00	7.50

10. SPECIAL FEATURES  
PER MO: Weather 175 150 135  
5-min news 300 250 225  
10-min news 540 400 350

**KBRO-FM**  
1964



Subscriber to the NAB Radio Code  
Media Code 4 249 1331 7.00  
Bremeron Broadcast Co., Box 1490, 801 11th St., Bremerton, Wash. 98310, Phone 206-377-3995.

See affiliated AM station for additional information.

3. FACILITIES  
ERP 30,000 w.; 106.9 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 155 ft. above average terrain.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 41-A ET — Rec'd 6/14/74.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
YR:	ix	60x	120x
WK:	12 ti	18 ti	24 ti
1 min:	10.10	8.80	8.05
30 sec:	7.60	6.60	6.05

CLASS A		CLASS B	
1 min:	8.80	7.70	6.95
30 sec:	6.60	5.70	5.25

CLASS B		CLASS C	
1 min:	7.40	6.50	5.90
30 sec:	5.60	4.90	4.45

(\*) 40% 6 am-noon, 40% noon-6 pm, 20% 6 pm-2 am.

**CENTRALIA-CHEHALIS**  
(2 AM; 1 FM)

Lewis County—Map Location B-3  
See SIDS consumer market map and data at beginning of the State.

**KELA**  
1937



Subscriber to the NAB Radio Code  
Media Code 4 249 1425 7.00  
KELA Corp., 1635 S. Gold St., Centralia, Wash. 98531, Phone 206-736-3321.  
Box 827, Chehalis, Wash. 98532, Phone 206-748-3321.

STATION'S PROGRAMMING DESCRIPTION  
KELA: Popular music, news, sports, farm.

1. PERSONNEL  
General Manager—Joe Chytill.

2. REPRESENTATIVES  
Bernard Howard & Co., Inc.  
Oregon, Washington—Simpson/Reilly & Associates, Co.

3. FACILITIES  
5,000 w. days; 1,000 w. nights; 1470 kc.  
Non-directional.

Operating schedule: 5 am-11 pm. PST.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 24b, 24c, 29a, 30.

Contracts: 40a, 41, 42a, 43, 44a, 44b, 45, 46, 47a, 49, 51a, 51b.  
Affiliated with MBS.

TIME RATES  
ET 1/1/73—Rec'd 1/2/73.

AA—Drive Time—6-10 am, noon-1 pm & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
PER WK:	1000x	600x	300x
PER YR:	42 ti	36 ti	30 ti
1 min:	5.00	5.90	6.25
30 sec:	3.80	4.15	4.50

CLASS A		CLASS B	
1 min:	4.25	4.50	4.75
30 sec:	3.40	3.60	3.80

CLASS B		CLASS C	
1 min:	3.40	3.60	3.80
30 sec:	2.60	2.80	3.00

CLASS C		CLASS D	
1 min:	2.60	2.80	3.00
30 sec:	2.00 <td>2.20 <td>2.40</td> </td>	2.20 <td>2.40</td>	2.40

CLASS D		CLASS E	
1 min:	2.00	2.20	2.40
30 sec:	1.50 <td>1.70 <td>1.90</td> </td>	1.70 <td>1.90</td>	1.90

CLASS E		CLASS F	
1 min:	1.50	1.70	1.90
30 sec:	1.10 <td>1.30 <td>1.50</td> </td>	1.30 <td>1.50</td>	1.50

CLASS F		CLASS G	
1 min:	1.10	1.30	1.50
30 sec:	0.80 <td>0.90 <td>1.00</td> </td>	0.90 <td>1.00</td>	1.00

10 sec: 60% of 1-min.

**KPUG**

1947  
Subscriber to the NAB Radio Code  
Media Code 4 249 1140 2.00  
KPUG, Inc., KPUG Bldg., Box 655, 2340 E. Sunset Dr., Bellingham, Wash. 98225, Phone 206-734-1170.

STATION'S PROGRAMMING DESCRIPTION  
KPUG: MUSIC: contemporary. Contact Representative for further details. Rec'd 4/4/73.

1. PERSONNEL  
General Manager—James M. Tincker.  
Sales Manager—Dave Hall.  
Program Director—Marty Rowe.

2. REPRESENTATIVES  
Avery-Knodel, Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.

3. FACILITIES  
5,000 w. days, 1,000 w. nights; 1170 kc. Non-directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15/0 time only; 10th of following month.

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21b, 24b, 25a, 29a.  
Contracts: 41a, 46, 51a.

Comb.: Cont. Discounts: 60b, 60d, 60f, 61a, 62d.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 82.  
Rates are for station time and facilities—60%: services—40%.

FM facilities; KERI (FM).  
Affiliated with MBS.  
KPUG and KERI (FM) may be combined for frequency discount.

TIME RATES  
ET 7/1/72—Rec'd 10/2/72.

AA—Drive times.  
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
YR:	ix	60x	120x
WK:	12 ti	18 ti	24 ti
1 min:	10.10	8.80	8.05
30 sec:	7.60	6.60	6.05

CLASS A		CLASS B	
1 min:	8.80	7.70	6.95
30 sec:	6.60	5.70	5.25

CLASS B		CLASS C	
1 min:	7.40	6.50	5.90
30 sec:	5.60	4.90	4.45

(\*) 40% 6 am-noon, 40% noon-6 pm, 20% 6 pm-2 am.

**BLAINE**

Whatcom County—Map Location C-1  
See SIDS consumer market map and data at beginning of the State.

**KARI**  
1960



Subscriber to the NAB Radio Code  
Media Code 4 249 1235 0.00  
The Birch Bay Broadcasting Co., Inc., Box X, Blaine, Wash. 98230, Phone 206-734-4221, 332-5500.

STATION'S PROGRAMMING DESCRIPTION  
KARI: programmed for entire family.

1. PERSONNEL  
Sta. & Gen'l Mgr.—Don J. Bevilacqua.

2. REPRESENTATIVES  
Canada—Radio-Television Representatives Ltd.

3. FACILITIES  
5,600 w. days, 1,000 w. nights; 550 kc.  
Directional.

Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION  
15/0 time only; following month.

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 5 ET 9/1/73—Rec'd 10/2/73.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
1 min:	8.00	7.50	7.25
30 sec:	6.00	5.50	5.25

CLASS A		CLASS B	
1 min:	4.00	3.60	3.40
30 sec:	3.00 <td>2.80 <td>2.60</td> </td>	2.80 <td>2.60</td>	2.60

CLASS B		CLASS C	
1 min:	3.00	2.80	2.60
30 sec:	2.40 <td>2.20 <td>2.00</td> </td>	2.20 <td>2.00</td>	2.00

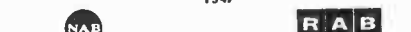
CLASS C		CLASS D	
1 min:	2.40	2.20	2.00
30 sec:	1.80 <td>1.70 <td>1.60</td> </td>	1.70 <td>1.60</td>	1.60

7. PACKAGE PLANS  
PER WK. ROS: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min: 70 130 180 220 250  
30 sec: 50 95 135 170 200  
15 sec: 40 58 84 108 125

**BREMERTON (1 AM; 1 FM)**

Kitsap County—Map Location B-2  
See SIDS consumer market map and data at beginning of the State.

**KBRO**  
1947



Subscriber to the NAB Radio Code  
Media Code 4 249 1330 9.00  
Bremeron Broadcast Co., Box 1490, 801 11th St., Bremerton, Wash. 98310, Phone 206-377-3995.

1. PERSONNEL  
Owner & Gen'l Mgr.—L. S. Bartley.

2. REPRESENTATIVES  
The Sandberg-Glenn Company.  
Seattle, Portland—The Tacher Company.

3. FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.

Operating schedule: 5:30 am-midnight. PST.

4. AGENCY COMMISSION  
15/0

5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21d, 24b, 25a, 28a, 28c, 29a.  
Contracts: 40a, 44a, 45, 46, 51a.

**Bellingham—KGM I—Continued**

KGMI and KISM (FM) may be combined for frequency discount.

TIME RATES  
ET 1/1/74—Rec'd 12/3/73.  
AA—6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

CLASS AA		CLASS A	
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# WASHINGTON

## COLFAX

Whitman County—Map Location F-3  
See SIDS consumer market map and data at beginning of the State.

KCLX

1950  
RAB

Media Code 4 249 1710 2.00  
Palouse Empire Radio, Box 710, Colfax, Wash. 99111.  
Phone 509-397-3411.

STATION'S PROGRAMMING DESCRIPTION

KCLX: Contemporary adult music, top 40 rock.  
1. PERSONNEL  
Manager—Frank Szymanski.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.  
San Francisco, Los Angeles—Tracy Moore and Associates.  
3. FACILITIES  
TWR Enterprises, Ltd.  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. PST.  
4. AGENCY COMMISSION  
15/0 time only; 10 days.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KHS.  
Member: National AgRadio Groups, Inc.

TIME RATES

ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—1-min rate plus 1.00.

AM/FM COMBINATION  
6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 4/74—Rec'd 6/3/74.  
AAA—6-9 am, noon-1 pm & 4-7 pm.  
AA—9 am-noon & 1-4 pm.  
A—7 pm-midnight.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
6 t	12 t	6 t	12 t	6 t	12 t
12 t	18 t	12 t	18 t	12 t	18 t
18 t	24 t	18 t	24 t	18 t	24 t
24 t	30 t	24 t	30 t	24 t	30 t
30 t	36 t	30 t	36 t	30 t	36 t

7. PACKAGE PLANS  
TOTAL AUDIENCE PLAN—1/3AA, 1/3A, 1/3B  
WK: 12 t 18 t 24 t 30 t 36 t 42 t 48 t  
YR: 50x 100x 150x 200x 250x 300x 350x  
1 min 6.00 7.50 9.00 10.50 12.00 13.50 15.00  
30 sec 4.00 5.00 6.00 7.00 8.00 9.00 10.00

8. SPECIAL FEATURES  
News—Combination rate plus 1.00.

9. TIME RATES  
ET 10/1/72—Rec'd 10/4/72.  
AA—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
A—Mon thru Fri 9 am-4 pm; Sat & Sun 6 am-6 pm.  
B



**Longview—K E D O—Continued**

PER	250w	500x	750x	1000w	250x	500x	750x	1000x
YR:	4.50	4.50	4.00	3.50	3.50	3.00	2.75	2.50
AA:	3.75	3.50	3.50	3.25	3.00	2.75	2.50	2.25
ROS:	4.00	3.75	3.50	3.25	3.00	2.75	2.50	2.25

10 sec: 50% of 1-min; ROS 1.40 minimum.

**KLOG**  
1949  
KELSO

Subscriber to the NAB Radio Code  
Media Code 4 249 2755 6.00  
Washington Interstate Broadcasters, Box 90, 506 Cow-  
litz Way, Kelso, Wash. 98626. Phone 206-638-  
0110.

**STATION'S PROGRAMMING DESCRIPTION**  
KLOG: Programmed for young adults.  
MUSIC: contemporary blended with hits of past.  
NEWS: at 155; emphasis on sports; live high school  
& college games. Contact Representative for further  
details. Rec'd 11/20/73.

- PERSONNEL**  
General Manager—Steve Hanson.  
Assistant Manager—Dave Taylor  
Program Director—John Hunter.
- REPRESENTATIVES**  
Radio Time Sales/International.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% on time; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 24b, 26, 28b, 29a.  
Contracts: 40a, 41a.  
Comb.: Cont. Discounts: 61b, 62b, 62e.  
Cancellation: 70a, 70c, 73a.  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

**NATIONAL AND LOCAL RATES SAME**  
ET 11/17/73—Rec'd 11/20/73.

AA—6 am-6 pm; guaranteed.	1 min	30 sec	10 sec
ROS—1/3 ea 6 am-6 pm, 6 pm-midnight, midnight-6 am.	3.00	2.10	1.65

**6. SPOT ANNOUNCEMENTS**

CLASS AA	5 ti	10 ti	20 ti	30 ti	40 ti	50 ti
YR:	50x	100x	200x	300x	400x	500x
1 min	6.00	5.40	4.80	4.20	3.60	3.00
30 sec	4.60	4.10	3.60	3.30	2.90	2.50

ROS

1 min	5.00	4.95	4.40	3.85	3.30	2.75
30 sec	4.20	3.75	3.30	3.00	2.65	2.30

10 sec: 60% of 1-min.

**KLYK (FM)**  
1970  
LONGVIEW

Media Code 4 249 2802 6.00  
Howard Broadcasting Co., Box 389, Kelso, Wash.  
98626. Phone 206-423-6482.

- PERSONNEL**  
President—H. I. Shoff.
- REPRESENTATIVES**  
Hugh Felts & Associates.
- FACILITIES**  
ERP 3,000 w.; 105.5 mc. Stereo.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 21 ft. below average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10a, 11b, 12c, 13h, 14b, 15c.  
Basic Rates: 20b, 21b, 24a, 26, 28b, 29b, 30, 31.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47b, 49.  
Comb.: Cont. Discounts: 60a, 60c, 62d.  
Cancellation: 70d, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

**TIME RATES**  
ET 9/1/73—Rec'd 9/10/73.

1 min	30 sec	10 sec
3.00	2.10	1.65

**CONTRACT DISCOUNT**

26 wk—10%	52 wk—15%
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**9. PARTICIPATING PROGRAMS**  
At 40 starring Casey Kasem—1 min 6.50; 30-sec 4.00.  
Wolfman Jack—1 min 8.50; 30 sec 4.00.

**10. SPECIAL FEATURES**  
Morning Northwest News, ea 4.00.  
The World This Morning, ea 4.00.  
Stock Market Report twice daily, ea 4.00.  
Jack Anderson reports, 5 pm daily, ea 5.00.  
Chet Huntley Reports, 2 1-min in ea program, 10.00.  
The World Today, ea 4.00.

**LYNDEN**

Whatcom County—Map Location C-1  
See SIDS consumer market map and data at beginning of the State.

**KLYN (FM)**  
1960

Media Code 4 249 2850 5.00  
KLYN-FM, Inc., 525 Front St., Lynden, Wash.  
99261. Phone 206-354-4474.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLYN (FM): Programmed for general listening.

- PERSONNEL**  
General Manager—Jerry van der Pol.
- FACILITIES**  
ERP 1,300 w.; 108.5 mc.  
Operating schedule: 7 am-10:30 pm. PST.  
Antenna ht.: 100 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET Rec'd 6/3/74.

**6. SPOT ANNOUNCEMENTS**

YR:	10x	50x	100x	250x	350x	500x	750x
WK:	10 ti	20 ti	30 ti	40 ti	50 ti	60 ti	
1 min	3.50	3.25	3.15	3.00	2.90	2.85	2.75
30 sec	3.00	2.85	2.65	2.50	2.40	2.35	2.25

**10. SPECIAL FEATURES**  
News spots, ea 4.00.

**MOSES LAKE (2 AM; 1 FM)**

Grant County—Map Location D-3  
See SIDS consumer market map and data at beginning of the State

**KSEM**  
1947

Subscriber to the NAB Radio Code  
Media Code 4 249 2945 3.00  
KSEM, Inc., Drawer S, Moses Lake, Wash. 98837.  
Phone 509-765-3441.

**STATION'S PROGRAMMING DESCRIPTION**  
KSEM: MUSIC: MOR, top 40, best of current albums.

- PERSONNEL**  
General Manager—James R. Amdal.
- REPRESENTATIVES**  
The Devney Organization, Inc.  
Northwest—The Tacher Company.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1470 kc.  
Directional.  
Operating schedule: 5 am-midnight. PST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 1/17/73—Rec'd 12/4/72.

**6. SPOT ANNOUNCEMENTS**

YR:	1x	52x	156x	260x	312x	520x	750x
PER WK:	6 ti	12 ti	18 ti	24 ti	36 ti	48 ti	
1 min	7.00	6.70	6.40	6.00	5.65	5.35	5.00
30 sec	5.25	4.90	4.60	4.20	3.85	3.50	3.20

10 sec: 50% of 1-min.

**KWIQ**  
1956

Subscriber to the NAB Radio Code  
Media Code 4 249 3040 2.00  
KWIQ Radio, Inc., Box 999, Moses Lake, Wash.  
98837. Phone 509-765-4104.

**STATION'S PROGRAMMING DESCRIPTION**  
KWIQ: Modern country & western for adults.

- PERSONNEL**  
Owner & Gen'l Mgr.—W. E. Lawrence.
- REPRESENTATIVES**  
Savall/Gates, Inc.  
Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 5 am-local sunset. PST.  
Partial simulcast operation. Simulcast 5 am-4 pm.  
For non-simulcast facilities see KWIQ-FM.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
10 spots per week on each station may be purchased at the 20 per week rate.

**TIME RATES**  
No. 4 ET 7/69—Rec'd 9/30/69.

**6. SPOT ANNOUNCEMENTS**

PER WK:	PER MO:	PER YR:	1 min	30 sec
1 ti	30 ti	60 x	5.50	4.50
12 ti	60 ti	120 x	4.00	3.25
24 ti	80 ti	180 x	3.70	2.90
30 ti	100 ti	300 x	3.40	2.60
37 ti	150 ti	420 x	3.20	2.40
42 ti	200 ti	525 x	3.00	2.25
60 ti	250 ti	750 x	2.80	2.10
84 ti	300 ti	1200 x	2.60	1.90
15 sec:	400 ti	1800 x	2.40	1.80

15 sec: 50% of 1-min.

**KWIQ-FM**  
1968

Subscriber to the NAB Radio Code  
Media Code 4 249 3041 0.00  
KWIQ Radio, Inc., Box 999, Moses Lake, Wash.  
98837. Phone 509-765-4104.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 27,400 w.; 100.3 mc.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 310 ft. above average terrain.  
Partial simulcast operation. Operated separately 4-11 pm. For simulcast facilities see KWIQ.

**TIME RATES**

Rates are identical to KWIQ. See that listing.

**MOUNTLAKE TERRACE**

Snohomish County—Map Location C-2  
See SIDS consumer market map location at beginning of the State

**See Seattle**

(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace)

**MOUNT VERNON (2 AM)**

Skagit County—Map Location C-1  
See SIDS consumer market map and data at beginning of the State.

**KAPS**  
1963

Subscriber to the NAB Radio Code  
Media Code 4 249 3135 0.00  
Totem Broadcasters, Inc., Box 70, Mount Vernon, Wash. 98273. Phone 206-424-1322.

**STATION'S PROGRAMMING DESCRIPTION**  
KAPS: all country music.

- PERSONNEL**  
General Manager—George B. Aller.
- REPRESENTATIVES**  
Radio Time Sales/International.
- FACILITIES**  
500 w.; 1470 kc. Directional—day only.  
Operating schedule: 6 am-local sunset. PST.  
15% on time only.
- AGENCY COMMISSION**  
15% on time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 11 ET 2/1/74—Rec'd 2/11/74.

AAA—Mon thru Fri 6-9 am, noon-12:30 pm & 3:30-6 pm; Sat noon-4 pm.  
AA—Mon thru Fri 9-noon & 12:30-3:30 pm; Sat 6 am-noon; Sun noon-6 pm.  
A—Mon thru Fri 6-9 pm; Sat 4-9 pm; Sun 6 am-noon & 6-9 pm.

**6. SPOT ANNOUNCEMENTS**

CLASS AAA	PER YR:	1x	50x	150x	250x	500x	750x	1000x
1 min	7.00	6.50	6.00	5.50	5.00	4.00	3.00	
30 sec	5.60	5.20	4.80	4.40	4.00	3.20	2.40	
10 sec	4.20	3.90	3.60	3.30	3.00	2.40	1.80	

**CLASS AA**

1 min	5.95	5.50	5.10	4.75	4.30	3.40	2.55
30 sec	4.75	4.40	4.10	3.75	3.40	2.70	2.05
10 sec	3.60	3.30	3.05	2.80	2.55	2.05	1.55

**CLASS A**

1 min	4.55	4.25	3.90	3.60	3.25	2.60	1.95
30 sec	3.85	3.40	3.10	2.85	2.50	2.10	1.55
10 sec	2.75	2.55	2.35	2.15	1.95	1.55	1.20

- PACKAGE PLANS**  
7-DAY PLAN—1/3 AAA, 1/3 AA, 1/3 A:  
1 min..... 15 ti 30 ti 45 ti  
30 sec..... 3.50 3.00 2.50  
30 sec..... 2.80 2.40 2.10
- SPECIAL FEATURES**  
NEWS/WEATHER/SPORTS: 13 wk 26 wk 52 wk  
1 min..... 9.00 8.00 7.00  
30 sec..... 7.20 6.40 5.60
- REVOLVING NEWS PLAN:**  
3/30-sec..... 20.00 17.50 15.00

**KBRC**  
1946

Media Code 4 249 3230 9.00  
Beckley Radio Co., Box 250, Mount Vernon, Wash.  
98273. Phone 206-424-2430.

- PERSONNEL**  
Manager—Leo Beckley.
- REPRESENTATIVES**  
Oregon-Washington—Art Moore & Assoc., Inc.  
Eastern—Donald Cooke, Inc.  
California—Pacific Broadcast Sales.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 1430 kc.  
Directional—night only.  
Operating schedule: 5 am-midnight. PST.
- AGENCY COMMISSION**  
15% on station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Rates 60% time, 40% facilities.  
Affiliated with KBS.

**TIME RATES**  
ET 1/1/74—Rec'd 12/21/73.

AA—6:30-9:30 am, noon-1 pm & 4:30-6:30 pm.  
A—6 am-7 pm

**7. PACKAGE PLANS**

PER WK:	PER YR:	1 min	30 sec	1 min	30 sec
1-5 ti	50 x	7.50	5.50	6.35	4.75
10 ti	100 x	7.25	5.35	6.10	4.60
15 ti	150 x	7.00	5.20	5.90	4.45
20 ti	200 x	6.80	5.05	5.70	4.30
25 ti	250 x	6.60	4.90	5.50	4.15
30 ti	300 x	6.40	4.75	5.25	4.00
40 ti	400 x	6.20	4.60	5.00	3.85
50 ti	500 x	6.00	4.45	4.75	3.65
	*1000 x	5.75	4.25	4.50	3.45

- (\*) Special end rate.  
(†) Total Audience Plan.  
10 sec: 60% of 1-min.  
**10. SPECIAL FEATURES**  
NEWS: 1x 10x 25x 50x 100x 250x  
5 min..... 15 13 12 11 10 9

**OLYMPIA (2 AM)**

Thurston County—Map Location B-3  
See SIDS consumer market map and data at beginning of the State.

**WASHINGTON**

**KGY**  
1922

Subscriber to the NAB Radio Code  
Media Code 4 249 3325 7.00  
Tom Olson, 1240 N. Washington, Olympia, Wash.  
98501. Phone 206-943-1240.

- PERSONNEL**  
Station Manager—Herb Anderson.
- REPRESENTATIVES**  
California—Lee F. O'Connell Company.  
Northwest—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. PST.
- AGENCY COMMISSION**  
15/0 if paid by 10th of following month.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/74—Rec'd 4/11/74.

AA—6-10 am, noon-1 pm & 4-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	10 ti	20 ti	30 ti	40 ti	50 ti	1000x
PER YR:	100x	200x	300x	400x	500x	1000x
1 min	9.50	8.00	8.00	8.00	8.00	8.00
30 sec	7.50	7.00	7.00	7.00	7.00	7.00

**CLASS AA**

1 min	8.50	6.00	5.50	5.25	5.00	4.75
30 sec	5.25	4.75	4.25	4.00	3.75	3.50

- PACKAGE PLANS**  
TAP—1/3 10 AM-4 PM, 1/3 4-7 PM, 1/3 7 PM-MIDNIGHT  
PER WK: 20 ti 30 ti 40 ti 50 ti  
1 min..... 6.00 5.75 5.50 5.25  
30 sec..... 5.00 4.75 4.50 4.25  
10 sec: 60% of 1-min.
- SPECIAL FEATURES**  
NEWS: 1x 52x 156x 260x  
10 min..... 17 16 14 12  
5 min..... 40 35 30 25  
1/4 hr..... 50 45 40 35  
1/2 hr..... 60 55 50 45

**KITN**  
1956

Media Code 4 249 3420 6.00  
KITN-KITI Corp., Box 48, Downtown Olympia.  
Olympia, Wash. 98501. Phone 206-357-7718.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Donald F. Whitman.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Seattle, Portland—The Tacher Company.
- FACILITIES**  
1,000 w. days; 920 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Entertainment Network.  
Member: Western States Radio Empr.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 4/1/73—Rec'd 5/23/73.

**6. SPOT ANNOUNCEMENTS**

Specified	1-30 sec	31-60 sec
ROS	5.88	7.95
	4.41	5.88

**OMAK**

Okanogan County—Map Location D-1  
See SIDS consumer market map and data at beginning of the State.

**KOMW**  
1947

Subscriber to the NAB Radio Code  
Media Code 4 249 3515 3.00  
KOMW, Inc., Box 151, Omak, Wash. 98841. Phone  
509-826-0100.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Dean Nichols.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Seattle, Portland—The Tacher Company.  
Denver, Salt Lake—Bob Hix Co., Inc.
- FACILITIES**  
1,000 w. days; 680 kc. Non

# WASHINGTON

## OTHELLO

Adams County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### KRSC

1958

Subscriber to the NAB Radio Code

Media Code 4 249 3810 2.00  
Basin Broadcasting Corp., 180 Main St., Othello, Wash. 99344. Phone 509-488-2791.

- PERSONNEL  
General Manager—Richard J. Barrie.
  - REPRESENTATIVES  
The Devney Organization, Inc.  
Washington, Oregon—The Tacher Company.
  - FACILITIES  
1,000 w.; 1400 kc. Non-directional.  
Operating schedule: 6 am-6:15 pm. PST.
  - AGENCY COMMISSION  
15/0 time only.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.
- | TIME RATES      | Rec'd 3/4/66. |       |       |       |       |
|-----------------|---------------|-------|-------|-------|-------|
| PER WK:         | 52x           | 104x  | 156x  | 260x  | 312x  |
| 1 min:          | 6.41          | 12.81 | 19.21 | 25.61 | 32.01 |
| 30 sec:         | 3.75          | 7.50  | 11.25 | 15.00 | 18.75 |
| 15/0 time only: | 3.00          | 2.84  | 2.68  | 2.52  | 2.40  |

## PASCO

Franklin County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## See Richland-Pasco-Kennewick

## PORT ANGELES (2 AM)

Clallam County—Map Location A-2  
See SRDS consumer market map and data at beginning of the State.

### KAPY

1961



Media Code 4 249 3705 0.00  
Port Angeles Radio, Inc., Box 392, Melody Ln., Port Angeles, Wash. 98362. Phone 206-452-9228.

- PERSONNEL  
Pres. & Gen'l Mgr.—Charles Herring.
- REPRESENTATIVES  
Radio Time Sales/International.  
Seattle, Portland—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w., days; 1290 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

- | TIME RATES              | NATIONAL AND LOCAL RATES SAME             |      |      |      |      |
|-------------------------|---|------|------|------|------|
| ET 6/1/74—Rec'd 6/3/74. | AA—6:45-9 am & 3-6 pm or specified times. |      |      |      |      |
| CLASS AA                | 5x  | 10x  | 20x  | 30x  | 40x  |
| WK:                     | 50x                                       | 100x | 200x | 300x | 400x |
| 1 min:                  | 5.25                                      | 5.00 | 4.50 | 4.00 | 3.50 |
| 30 sec:                 | 4.20                                      | 4.00 | 3.80 | 3.40 | 3.00 |
| CLASS A                 | 5x  | 10x  | 20x  | 30x  | 40x  |
| WK:                     | 50x                                       | 100x | 200x | 300x | 400x |
| 1 min:                  | 4.25                                      | 4.00 | 3.50 | 3.00 | 2.50 |
| 30 sec:                 | 3.20                                      | 3.00 | 2.80 | 2.40 | 2.00 |
| 10/15 sec:              | 50%                                       | 50%  | 50%  | 50%  | 50%  |
- PACKAGE PLANS  
TAP I—1/2AA, 1/2A  
PER MO:  
1 min: 4.00 3.35 3.05 2.70  
30 sec: 3.00 2.70 2.25 2.05  
TAP II—ROS/BTA  
1 min: 3.10 2.80 2.45 2.10  
30 sec: 2.75 2.25 1.85 1.60
  - TAP CONSECUTIVE WEEK DISCOUNT  
52 wk—10%

### KONP

1945



Media Code 4 249 3800 9.00  
Radio Pacific, Inc., Box 831, Port Angeles, Wash. 98362. Phone 206-457-4200.

- PERSONNEL  
General Manager—George Buck.
  - REPRESENTATIVES  
Savall/Gates, Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.
  - FACILITIES  
250 w.; 1450 kc. Non-directional.  
Operating schedule: 5:45 am-midnight. PST.
  - AGENCY COMMISSION  
15/0 net time only; 10th of following month.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Amiliated with KRS.
- | TIME RATES         | No. 10 ET 1/1/73—Rec'd 2/1/73. |      |      |      |      |
|--------------------|--------------------------------|------|------|------|------|
| SPOT ANNOUNCEMENTS | 1x                             | 5x   | 10x  | 20x  | 30x  |
| WK:                | 1x                             | 50x  | 100x | 200x | 300x |
| 1 min:             | 5.00                           | 4.30 | 3.90 | 3.40 | 3.00 |
| 30 sec:            | 3.75                           | 3.25 | 2.95 | 2.55 | 2.40 |

# PROSSER

Benton County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

### KARY

1958

Subscriber to the NAB Radio Code  
Media Code 4 249 3895 9.00  
Prosser-Grandview Broadcasters, Inc., Box 1316  
Prosser, Wash. 99350. Phone 984-7310.

- PERSONNEL  
President & Gen'l Mgr.—Sidney Roach.
- REPRESENTATIVES  
The Devney Organization, Inc.  
Simpson/Reilly & Associates Co.  
Canada—Andy McDermott Sales Ltd.
- FACILITIES  
1,000 w., days; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

- | TIME RATES              | NATIONAL AND LOCAL RATES SAME             |      |      |      |
|-------------------------|---|------|------|------|
| ET 7/1/74—Rec'd 8/1/74. | Rates effective May 7, 1962. (Card No. 4) |      |      |      |
| CLASS AA                | 1x  | 5x   | 10x  | 20x  |
| WK:                     | 1x  | 50x  | 100x | 200x |
| 1 min:                  | 6.55                                      | 6.15 | 5.75 | 5.35 |
| 30 sec:                 | 5.20                                      | 4.80 | 4.40 | 4.00 |
| 15/0 time only:         | 5.00                                      | 4.60 | 4.20 | 3.80 |
- SPOT ANNOUNCEMENTS  
(Yearly Contract)  
1 min: 4.00 3.75 3.50 3.25  
30 sec: 3.00 2.75 2.50 2.25  
104 times: 3.25 2.75 1.65  
208 times: 3.00 2.50 1.50  
416 times: 2.75 2.25 1.40  
832 times: 2.50 2.00 1.25  
1,664 times: 2.25 1.75 1.00

- | TIME RATES | SATURATION PACKAGES |         |         |        |
|------------|---------------------|---------|---------|--------|
| PER DAY:   | 1 min.              | 30 sec. | 10 sec. | 5 sec. |
| 10 times:  | 33.00               | 27.00   | 18.50   | 14.50  |
| 20 times:  | 60.00               | 50.00   | 30.00   | 23.00  |
| 40 times:  | 110.00              | 90.00   | 55.25   | 42.50  |
| 60 times:  | 150.00              | 120.00  | 75.00   | 58.00  |
| 80 times:  | 180.00              | 140.00  | 80.00   | 62.00  |
| 100 times: | 175.00              | 150.00  | 87.00   | 67.00  |
- | TIME RATES | (30 days) |         |         |        |
|------------|-----------|---------|---------|--------|
| PER DAY:   | 1 min.    | 30 sec. | 10 sec. | 5 sec. |
| 3 times:   | 325.00    | 225.00  | 150.00  | 100.00 |
| 6 times:   | 425.00    | 325.00  | 225.00  | 150.00 |
| 10 times:  | 630.00    | 480.00  | 300.00  | 200.00 |
- SPECIAL FEATURES  
Production spots, 25% additional charge.  
1/4 hour newscasts (13 week contract), each... 3.00  
5 minute newscasts (13 week contract), each... 2.50  
Remote and other rates on request.
- | TIME RATES        | NEWS   |             |             |             |
|-------------------|--------|-------------|-------------|-------------|
| (Yearly Contract) | 1 time | 208 times   | 416 times   | 832 times   |
| 1 time:           | 4.80   | 208 times   | 416 times   | 832 times   |
| 26 times:         | 4.80   | 208 times   | 416 times   | 832 times   |
| 52 times:         | 3.85   | 832 times   | 1,664 times | 3,328 times |
| 104 times:        | 3.60   | 1,664 times | 3,328 times | 6,656 times |

## PULLMAN (1 AM; 1 FM)

Whitman County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### KPUL

1950

Media Code 4 249 3890 8.00  
Robert Lloyd Hoover, Box 1, Pullman, Wash. 99163.  
Phone 208-882-0100.  
Other office: Box 11, Moscow, Idaho 83843. Phone 208-882-0100.

- STATION'S PROGRAMMING DESCRIPTION  
KPUL: Programmed for adults.  
MUSIC: modern country and western format. NEWS: Every half hour; farm news; plus 3/4 hour local news daily. Stock market and commodities reports following hourly network news. Each program has title and theme. Special introduction to shows with human elements of conversation during shows. Remotes available. Contact Representative for further details. Rec'd 11/28/68.

- PERSONNEL  
Manager—Robert Lloyd Hoover.  
Program Director—Bob Gates.  
Sales Manager—Jim Spidahl.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
Seattle, Portland—The Tacher Company.  
Mountain States—Rob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES  
1,000 w., days; 1150 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities, see KPUL-FM.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2h, 3a, 4a, 5a, 6a, 8a.  
Rate Protection: 10e, 11e, 12e, 13e, 14e, 15e, 16e.  
Basic Rates: 20b, 21a, 22a, 25a, 26, 28b, 28c, 29a, 32b.  
Contracts: 40a, 44b, 46, 50, 51b.  
Comb. Cont. Discounts: 60a, 60b, 60i, 62d.  
Cancellation: 70a, 70e, 71a, 73a.  
Prod. Services: 80, 81, 82.  
Amiliated with MBS.  
Member: Western States Radio Empire.

- | TIME RATES                                  | ET 5/15/74—Rec'd 3/15/74. |      |      |      |
|---|---------------------------|------|------|------|
| AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm. | A—All other times.        |      |      |      |
| CLASS AA                                    | 1x                        | 5x   | 10x  | 20x  |
| WK:   | 1x                        | 50x  | 100x | 200x |
| 1 min:                                      | 6.55                      | 6.15 | 5.75 | 5.35 |
| 30 sec:                                     | 5.20                      | 4.80 | 4.40 | 4.00 |
| 15/0 time only:                             | 5.00                      | 4.60 | 4.20 | 3.80 |
- SPOT ANNOUNCEMENTS  
PER WK:  
1x 312x 624x 936x  
1 min 6.55 6.15 5.75 5.35 5.20 4.80 4.40 4.00  
30 sec 5.20 4.80 4.40 4.00 4.20 3.80 3.40 3.00  
Fixed position, extra 25%.

## 7. PACKAGE PLANS

- | PER WK:                    | AA   |      |      |      | A    |      |      |      |
|----------------------------|------|------|------|------|------|------|------|------|
|                            | 1x   | 12x  | 24x  | 36x  | 1x   | 12x  | 24x  | 36x  |
| 1 min:                     | 6.55 | 6.15 | 5.75 | 5.35 | 5.20 | 4.80 | 4.40 | 4.00 |
| 30 sec:                    | 5.20 | 4.80 | 4.40 | 4.00 | 4.20 | 3.80 | 3.40 | 3.00 |
| Fixed position, extra 25%. |      |      |      |      |      |      |      |      |
- PROGRAM TIME RATES  
PER WK: 6x 12x 18x 24x  
PER YR: 52x 104x 156x 260x  
5 min: 10.00 9.50 9.00 8.50  
1/4 hr: 2x 5-min. 1/2 hr: 3x 5-min. (D)

### KPUL-FM

1967

Media Code 4 249 3991 6.00  
Robert Lloyd Hoover, Box 1, Pullman, Wash. 99163.  
Other office: Box 11, Moscow, Idaho 83843. Phone 208-882-0100.  
See amited AM station for additional information.

- PERSONNEL  
(Owner) Robert Lloyd Hoover.
- FACILITIES  
ERP 1.688 w.; 104.9 mc.  
Operating schedule: 6 am-6:30 pm. PST.  
Antenna ht.: 57 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-6:30 pm. For simulcast facilities see KPUL.
- GENERAL ADVERTISING See coded regulations  
Amiliated with MRS.

- | TIME RATES              | NATIONAL AND LOCAL RATES SAME |      |      |      |
|-------------------------|-------------------------------|------|------|------|
| ET 7/1/74—Rec'd 8/1/74. | No. 5 ET 7/1/74—Rec'd 8/1/74. |      |      |      |
| CLASS AA                | 1x                            | 5x   | 10x  | 20x  |
| WK:                     | 1x                            | 50x  | 100x | 200x |
| 1 min:                  | 5.05                          | 4.70 | 4.40 | 4.15 |
| 30 sec:                 | 4.10                          | 3.80 | 3.50 | 3.30 |
| 10 sec:                 | 3.10                          | 2.80 | 2.50 | 2.30 |

- Rates are identical to KPUL. See that listing.

## PUYALLUP

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

### KUPY

1951

Media Code 4 249 4085 6.00  
Kaye Broadcasters, Inc., 1520 E. Main, Puyallup, Wash. 98371. Phone 208-845-7545.

- PERSONNEL  
General Manager—H. Robert Wanker.
- FACILITIES  
1,000 w., days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION  
15/0 time only. Rendered 1st, payable by 10th.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Amiliated with KBS.

- | TIME RATES              | NATIONAL AND LOCAL RATES SAME |      |      |      |
|-------------------------|-------------------------------|------|------|------|
| ET 7/1/74—Rec'd 8/1/74. | No. 5 ET 7/1/74—Rec'd 8/1/74. |      |      |      |
| CLASS AA                | 1x                            | 26x  | 52x  | 104x |
| WK:                     | 1x                            | 26x  | 52x  | 104x |
| 1 min:                  | 5.05                          | 4.70 | 4.40 | 4.15 |
| 30 sec:                 | 4.10                          | 3.80 | 3.50 | 3.30 |
| 10 sec:                 | 3.10                          | 2.80 | 2.50 | 2.30 |
- SPOT ANNOUNCEMENTS  
PER WK: 10x 20x 30x 40x 50x 60x 70x 80x 90x 100x  
1 min: 4.55 4.30 4.10 4.00 3.85 3.60  
30 sec: 3.70 3.30 3.15 3.00 2.85 2.60  
10 sec: 2.70 2.30 2.15 2.00 1.85 1.60
  - SPECIAL FEATURES  
NEWS:  
5 min 11.00 10.50 9.90 9.15 8.80 8.70  
1 min 5.70 5.35 5.25 5.15 4.95 4.70  
30 sec 4.70 4.35 4.25 4.15 3.95 4.05

## QUINCY

Grant County—Map Location D-3  
See SRDS consumer market map and data at beginning of the State.

### KPOR

1957

Subscriber to the NAB Radio Code  
Media Code 4 249 4160 5.00  
Ray E. & Elena Russell dba KPOR Media Advertising, Box 578, 806 Central S., Quincy, Wash. 98848. Phone 509-787-2721.

- STATION'S PROGRAMMING DESCRIPTION  
KPOR: Contemporary, pop. MOR, top 40 C & W.
- PERSONNEL  
General Manager—Ray Russell.
  - REPRESENTATIVES  
The Devney Organization, Inc.  
Seattle, Portland—Art Moore & Assoc., Inc.
  - FACILITIES  
1,000 w., days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
  - AGENCY COMMISSION  
15/0 time only; 10 days.
  - GENERAL ADVERTISING See coded regulations  
Amiliated with MBS and KBS.

- | TIME RATES                | NATIONAL AND LOCAL RATES SAME   |      |      |      |
|---------------------------|---------------------------------|------|------|------|
| ET 1/1/74—Rec'd 12/13/73. | No. 5 ET 1/1/74—Rec'd 12/13/73. |      |      |      |
| CLASS AA                  | 1x                              | 5x   | 10x  | 20x  |
| WK:                       | 1x                              | 50x  | 100x | 200x |
| 1 min:                    | 7.50                            | 7.00 | 6.75 | 6.00 |
| 30 sec:                   | 6.50                            | 6.00 | 5.75 | 5.00 |
- SPOT ANNOUNCEMENTS  
PER WK: 10x 20x 30x 40x 50x 60x 70x 80x 90x 100x  
1 min: 6.75 6.00 5.75 5.25 4.75 4.25  
30 sec: 5.75 5.00 4.75 4.25

## RAYMOND

Pacific County—Map Location A-3  
See SRDS consumer market map and data at beginning of the State.

# KAPA

1950



Media Code 4 249 4275 3.00  
Willapa Broadcasting Co., Inc., 2065 Ocean Ave.,  
Raymond, Wash. 98577. Phone 875-5661.

- PERSONNEL  
Co-owners—J. W. Reavley & R. E. Claunch.
- REPRESENTATIVES  
Jack Masla & Co., Inc.  
San Francisco—Advertising Sales West.  
Washington-Oregon—Art Moore & Assoc., Inc.
- FACILITIES  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6:30 am-6:30 pm. PST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Amiliated with KBS.  
Member: Western States Radio Empire

- | TIME RATES        | ET 7/15/66—Rec'd 8/3/66. |        |        |       |
|-------------------|--------------------------|--------|--------|-------|
| PER WK:           | 1 min                    | 30 sec | 10 sec | 5 sec |
| 5x:               | 4.50                     | 3.40   | 2.70   | 2.00  |
| 10x:              | 4.25                     | 3.20   | 2.55   | 1.85  |
| 15x:              | 4.00                     | 3.00   | 2.40   | 1.70  |
| 20x:              | 3.75                     | 2.80   | 2.25   | 1.60  |
| 25x:              | 3.50                     | 2.60   | 2.10   | 1.50  |
| 30x:              | 3.25                     | 2.45   | 1.95   | 1.40  |
| 40x:              | 3.00                     | 2.25   | 1.80   | 1.30  |
| 50x:              | 2.75                     | 2.10   | 1.70   | 1.20  |
| Special End Rate: | 1000                     | 2.50   | 1.90   | 1.50  |
- (\*) Guaranteed position rates.  
(\*\*) Run-of-schedule rates.

## RICHLAND-PASCO-KENNEWICK (4 AM; 2 FM)

Richland, Kennewick, Benton County—Map Location D-4.

Pasco, Franklin County—Map Location E-4.  
See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is the part of the time buying function to determine extent of coverage, audience delivered, etc., within the area.

### KALE

1950

RICHLAND



Media Code 4 249 4465 0.00  
Sterling Recreation Organization, Box K, Tri Cities, Wash. 99302. Phone 509-586-2151.

- STATION'S PROGRAMMING DESCRIPTION  
KALE: MUSIC: Top 40 & blend of Golden Classics. Spanish hour. NEWS: Director with expanded local news 6:40-6:55 am; 7:45-7:55 am; 12N-12:15 pm; 5-5:15 pm. Commentator, public service, Farm Programs. SPORTS: local high school coverage, special events, Pro Basketball & regular sports reports daily. Contact Representative for further details. Rec'd 2/19/73.



**KONA**

1949

KENNEWICK-PASCO-RICHLAND



Subscriber to the NAB Radio Code  
Media Code 4 249 4601 2.00  
Tri-Cities Communications, Inc., Box 2648, Tri-Cities, Wash. 99301. Phone 509-547-0547.  
Studio: 2807 W. Lewis, Pasco, Wash.

**STATION'S PROGRAMMING DESCRIPTION**  
KONA: Programmed for adults and young adults. NEWS: 20% local and regional 10%, national and international 10%. 3 mobile news units, 2 newsmen. 25 min farm news daily. 7 am & 5 pm, 70 min news blocks. Half hour news at noon. SPORTS: live college, high school basketball and football. 5 air personalities feature general popular music, standards, showtunes, jazz oriented, middle-of-the-road. Contact Representative for further details. Rec'd 10/18/67.

- PERSONNEL**  
President—Thomas C. Bostic.  
Manager—Dean W. Mitchell.
- REPRESENTATIVES**  
Jack Maala & Co., Inc.  
Northwest—Art Moore & Assoc., Inc
- FACILITIES**  
1,000 w.; 610 kc. Directional.  
Operating schedule: 5 am-midnight. PST.
- AGENCY COMMISSION**  
15/0 net time.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b. Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 28b, 28c, 29a, 30, 32b, 33b.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.  
Comb.; Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.  
Sold in combination with KMWX, Yakima. See that listing for rates.

**TIME RATES**

ET 1/15/74—Rec'd 2/8/74.  
AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—All other times.

PER WK:	CLASS AA				
	10 ti	20 ti	30 ti	40 ti	50 ti
PER YR:	100x	200x	300x	400x	500x
1 min:	7.00	6.50	5.50	5.25	5.00
30 sec:	6.00	5.50	4.75	4.50	4.00
1 min:	6.00	5.50	4.50	4.25	3.75
30 sec:	5.00	4.50	3.75	3.50	3.00

**AM/FM COMBINATION**

1 min:	CLASS AA				
	9.00	8.50	7.50	7.25	7.00
30 sec:	7.50	7.00	6.25	6.00	5.75
1 min:	8.00	7.50	6.50	6.25	6.00
30 sec:	6.50	6.00	5.25	5.00	4.75

AM/FM may combine for additional frequency discount.

**KONA-FM**

1969

KENNEWICK-PASCO-RICHLAND



Subscriber to the NAB Radio Code  
Media Code 4 249 4601 0.00  
Tri-Cities Communications, Inc., Box 2648, Tri-Cities, Wash. 99301. Phone 509-547-0547.  
Studio: 2807 W. Lewis, Pasco, Wash.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP: 100,000 w. (horiz.), 100,000 w. (vert.); 105.3 mc. Stereo.  
Operating schedule: 6:30 am-midnight. PST.  
Antenna ht.: 1,280 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American FM Network.  
Sold in combination with KONA. See that listing for rates.

**TIME RATES**

ET 1/15/74—Rec'd 2/8/74.

1 min:	CLASS AA	
	flat 3.00	30 sec, flat 2.50
10 sec:	50% of 1-min.	

AM/FM may combine for additional frequency discount.

**KORD**

**KORD-FM**

1956

1965

PASCO

RICHLAND



radio



Subscriber to the NAB Radio Code  
Media Code 4 249 4655 6.00  
KORD, Box 2485, Pasco, Wash. 99302. Phone 509-547-9791.

**STATION'S PROGRAMMING DESCRIPTION**  
KORD: Programmed for adults & young adults. MUSIC: 80%: 60% golden oldies-standards '55-'73, 20% new trend album cuts & singles, emceed by 5 air personalities. NEWS: 20%, local, national, international; 2 man news staff; 2 mobile units. SPORTS: 3 daily; local high school football & basketball; live hydroplane races. FARM: Inter-views of local interest; crop weather information 5:30 am & 7:30 pm. Station participates in community fund raising events; live phone-in forum when public issue warrants; 3 business news segments daily. Contact Representative for further details. Rec'd 11/6/73.

- PERSONNEL**  
Station Manager—William Wippel.  
Sales Manager—Lanny Erickson.  
Office Manager—Merna Ullom.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Seattle—Broadcast Northwest.
- FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
FM-ERP: 100,000 w.; 102.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 863 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time and talent; monthly.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b. Basic Rates: 20a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 28a, 29a, 33a.  
Contracts: 40a, 41, 45, 46, 48.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
If contract is not completed, advertiser will be billed for the time used within the bracket which has been fulfilled.  
Affiliated with American Entertainment Network.

**TIME RATES**

No. 8 ET 2/1/74—Rec'd 1/7/74.

FIXED, PER YR:	1 min		30 sec	
	3.25	2.50	3.25	2.50
1000 x:	3.50	4.50	5.00	5.50
30 sec:	2.75	3.50	3.75	4.00

**WEEKLY SPECIFIED AUDIENCE PLAN**  
I—6-9 am & 4-6 pm.  
II—All other times.

PER WK, EA:	CLASS I			
	60 ti	30 ti	20 ti	10 ti
1 min:	3.55	4.55	5.05	5.65
30 sec:	3.05	3.55	3.80	4.05

PER WK, EA:	CLASS II			
	60 ti	30 ti	20 ti	10 ti
1 min:	3.25	3.75	4.25	4.75
30 sec:	2.50	3.00	3.25	3.50

AM/FM COMBO BUY  
50% schedule on AM/FM, 50% on FM only.  
40 minimum 90 days..... 3.25 2.50

**10. SPECIAL FEATURES**  
Newscasts—annual basis/5 per wk. 62.50.

**FM ONLY**

PER MO:	1 ti		50+	
	3.25	2.75	2.25	1.75
1 min:	3.25	2.75	2.25	1.75
30 sec:	2.25	1.75		

10 sec: 60% of applicable 1-min rate.

**KOTY**

(formerly KSMK)

1940

KENNEWICK



Media Code 4 249 4750 5.00  
Kuhl Communications, Inc., Box 6127, Kennewick, Wash. 99336. Phone 509-586-4165.

**STATION'S PROGRAMMING DESCRIPTION**  
KOTY: Programmed for adult audience. MUSIC: country—standards with latest hits presented by 5 AIR PERSONALITIES. NEWS: network at 3:30; network highlights & local headlines at 6:30. Full coverage of community activities & high school sports. Contact Representative for further details. Rec'd 5/1/74.

- PERSONNEL**  
General Manager—Robert H. Larson.
- REPRESENTATIVES**  
The Sandberg-Glenn Company.  
Seattle, Portland—The Tacher Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Operating schedule: 6 am-midnight. PST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3a, 3b, 3d, 4a, 5, 6a, 7b. Rate Protection: 10a, 11a, 12a, 13a, 14a. Basic Rates: 20b, 21a, 25a, 26, 29a.  
Contracts: 40a, 41, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60c, 60h, 60i.  
Cancellation: 70c, 71a.  
Affiliated with MBS.

**TIME RATES**

ET—Rec'd 2/8/71.

PER WK:	TOTAL AUDIENCE PLAN					
	780x	520x	312x	156x	52x	1x
PER YR:	50 ti	40 ti	30 ti	20 ti	10 ti	1x
1 min:	3.50	3.75	4.00	4.50	5.00	5.50
30 sec:	2.75	3.00	3.25	3.50	4.00	4.50

10 sec: 60% of 1-min.

**WASHINGTON**

**SEATTLE**

(including Bellevue, Burien, Edmonds, Everett, Mountlake Terrace) (19 AM; 12 PM)

King County—Map Location C-2  
Snohomish County—Map Location C-2  
See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

**RADIO MARKET ESTIMATOR**

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)		Daytime (10 am-3 pm)		Afternoon Evening (3-7 pm-midnight)	
	58	41	51	41	51	41
A	58	41	51	41	51	41
B	54	35	43	34	43	34
C	52	34	39	29	39	29
D	52	32	37	25	37	25
AVERAGE	54	36	43	32	43	32

**KAYO**

1926

SEATTLE



**AVERY-KNODEL, INC.**

Media Code 4 249 4845 3.00  
Washington Telecasters, Inc., 2939 4th Ave. S., Seattle, Wash. 98134. Phone 206-623-2480.

- PERSONNEL**  
President—Jessica L. Longston.  
General Manager—John R. Di Meo.  
Sales Manager—Robert E. Pollock.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Portland, Oregon—The Tacher Company.
- FACILITIES**  
3,000 w. days, 1,000 w. nights; 1150 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15% net time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a. Basic Rates: 20a, 20b, 21a, 21b, 21d, 23a, 24a, 25a, 28a, 28c, 29a, 30, 32.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47b, 48, 49, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60d, 60g, 60i, 61a, 61b, 62a. Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Talk programs take 1-time rate, no discounts.  
Rates are for station time and facilities 50%; services 40%.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
ET 9/1/72—Rec'd 7/31/72.

PER YR:	1 MINUTE					
	156x	260x	312x	520x	1000x	
AAA	30	29	28	27	26	
AA	27	26	25	24	23	
A	24	23	22	21	20	
B	15	14	13	12	11	
C	12	11	10	9	8	

30 sec: 75% of 1-min. 10 sec: 50% of 1-min.

**7. PACKAGE PLANS**

**MARKET BUSTER PLAN**

PER WK:	1 MINUTE				
	5 ti	10 ti	15 ti	20 ti	25 ti
AAA	50	45	40	35	30
AA	45	41	37	33	31
A	40	37	35	33	31
B	20	18	16	15	14
C	15	14	13	12	11

**30 SECONDS**

AAA	38	34	30	28	26
AA	34	31	27	26	25
A	30	28	26	25	24
B	15	13	12	11	10
C	11	10	9	8	7

**WEEKEND SPECIAL PLAN**

PER WKNO:	12 ti				18 ti		24 ti	
	25	24	23	22	21	20	19	
1 min:	6 ti	12 ti	18 ti	24 ti	30 ti			
30 sec:	18	17	16	15	14			
PER MO:	24 ti	48 x	96 ti	148 ti	196 ti			
1 min:	22	21	20	19	18			
30 sec:	17	16	15	14	12			

10-sec combine at rate of 2 ID's equal to 1 min for greater discount. ID's: 50% of 1-min.

(This listing continued on next page)

# Number One.

**No.1 Adults 25-49 6 am-10 am**  
**No.1 Adults 25-49 10 am-3 pm**  
**No.1 Adults 25-49 3 pm-7 pm**

For the full story, contact your Avery-Knodel national representative.

Source: Pulse, Seattle-Everett-Tacoma, April-June 1974, Average Quarter-Hour Estimates, subject to usual survey limitations.

SEATTLE/TACOMA/EVERETT

# WASHINGTON

Seattle—K A Y O—Continued

## PROGRAM TIME RATES

PER YR:	CLASS AA				CLASS A			
	1x	13x	26x	52x	1x	13x	26x	52x
1 hr.	200	170	160	150	160	140	130	120
1/2 hr.	150	130	120	110	120	100	96	80
1/4 hr.	130	80	70	60	80	70	65	60

PER YR:	CLASS B				CLASS C			
	1x	13x	26x	52x	1x	13x	26x	52x
1 hr.	120	100	90	80	60	60	50	40
1/2 hr.	90	75	65	60	40	45	40	30
1/4 hr.	60	50	45	40	40	30	25	20

5-min newscasts—applicable 1-min rate plus 5.00.

**KBES**

**KBES-FM**

1958

1964

BELLEVUE

**RAB**

Subscriber to the NAB Radio Code

Media Code 4 249 4910 5.00  
Bellevue/Eastside Radio Ltd., 1200 112th St., N. E.,  
Bellevue, Wash. 98004. Phone 206-454-1540.

**STATIONS PROGRAMMING DESCRIPTION**  
KBES: Programmed for adults 21 & over.

**MUSIC:** hits of past & present. **NEWS:** 3 local newsmen, 2 mobile units, AP. Network at :30. News block 7:45-8:15 am; 5:15-5:40 pm. Traffic remotes frequent in drive times. **SPORTS:** round robin reports of local games, play-by-play of U. basketball. Contact Representative for further details. Rec'd 8/13/73.

- PERSONNEL**  
General Partner/Manager—A. Stewart Ballinger.  
General Sales Manager—Verl D. Wheeler.
- REPRESENTATIVES**  
San Francisco, Los Angeles—Radio Time Sales/International.  
New York, Chicago—The Devney Organization, Inc.
- FACILITIES**  
1,000 w.; 1540 kc. Directional.  
Operating schedule: 24 hours daily. PST.  
FM-ERP 100,000 w. (horiz.), 100,000 w. (vert.); 92.5 mc. Stereo.  
Antenna ht.: 1,100 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 5, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 21d, 22a, 23a, 24a, 24b, 24c, 25a, 27, 28a, 29a.  
Contracts: 40a, 41, 44b, 46, 49.  
Comb.; Cont. Discounts: 60b, 60c, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 81, 82.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 3 Eff 12/1/73—Rec'd 2/1/74.

AA—6-10 am & 3-7 pm.  
A—10 am-3 pm; Wknds.  
B—7 pm-6 am.

PER WK:	CLASS AA				CLASS A			
	1x	6 ti	12 ti	24+	1x	6 ti	12 ti	24+
1 min.	16.00	14.00	12.00	9.00	14.00	12.00	10.00	8.00
30 sec.	11.20	9.80	8.40	6.30	9.80	8.40	7.00	5.60
10 sec.	9.60	8.40	7.20	5.40	8.40	7.20	6.00	4.80

CLASS B  
1 min. 13.00 11.00 9.00 7.00  
30 sec. 9.10 7.70 6.30 4.90  
10 sec. 7.80 6.60 5.40 4.20

CLASS C  
1 min. 13.00 11.00 9.00 7.00  
30 sec. 9.10 7.70 6.30 4.90  
10 sec. 7.80 6.60 5.40 4.20

7. PACKAGE PLANS  
TAP—1/3AA, 1/3A, 1/3B  
PER WK, EA: 12 ti 24 ti 36 ti  
1 min. 13.00 11.00 9.00  
30 sec. 9.10 7.70 6.30  
10 sec. 7.80 6.60 5.40

8. PROGRAM TIME RATES  
PER YR: 1x 26x 52x 104x 260x  
1 hr. 150 130 115 100 85  
1/2 hr. 85 75 65 55 45  
1/4 hr. 52 46 40 34 28  
5 min. 26 23 20 17 14

9. SPECIAL FEATURES  
Local newscasts—1-min rate plus 2.00. Incl 1 1-min spot plus open & close.

**KBIQ (FM)**

1960  
EDMONDS

**atg**

Alan Torbet Associates, Inc.

**NAB**

Media Code 4 249 4975 8.00  
King's Garden, Inc., 19303 Fremont N., Seattle,  
Wash. 98133. Phone 206-546-3128.

**STATIONS PROGRAMMING DESCRIPTION**  
KBIQ (FM): Programmed for adults and young adults. **MUSIC:** 97% NEWS/SPORTS/3% General popular music, standards, film music, original versions or adult/listenable arrangements of current popular, middle-of-the-road hits. Comprehensive ski reports in season. Frequent editorials. **COMMERCIAL POLICY:** 7 commercial minutes per hour. Talent and facilities available for remote broadcasts from shopping centers, store openings and/or sales, etc. Contact Representative for further details. Rec'd 9/4/73.

- PERSONNEL**  
General Manager—Dave Olsen.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.
- FACILITIES**  
ERP 120,000 w. (horiz.), 120,000 (vert.); 105.3 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 721 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.

5. GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20b, 21a, 21b, 23b, 24a, 24b, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 49.  
Comb.; Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 61c.  
Cancellation: 70a, 70c, 72, 73b.  
Prod. Services: 80, 81, 82.  
AM facilities: KGDN.  
Affiliated with KTA Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 Eff 9/1/73—Rec'd 9/4/73.

AA—9 am-9 pm.  
A—6 am-9 am & 9 pm-midnight.

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 min.	15.00	14.25	13.50	13.00	12.25	11.00	9.75	8.25
30 sec.	12.50	11.75	11.25	10.75	10.25	9.00	8.25	7.50

PER WK, EA:	CLASS AA				CLASS A			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
10 ti	12.50	9.75	10.50	8.50	12.50	9.75	10.50	8.50
20 ti	11.75	9.25	10.00	8.00	11.75	9.25	10.00	8.00
30 ti	11.25	8.75	9.50	7.50	11.25	8.75	9.50	7.50
40 ti	10.50	8.25	8.75	7.00	10.50	8.25	8.75	7.00
50 ti	9.75	7.50	8.00	6.50	9.75	7.50	8.00	6.50

10 sec: 50% of 1-min.  
Fixed times, extra 10%.  
Midnight til dawn: 50% of AA rates.

10. SPECIAL FEATURES  
1 min rate, plus 50%.

**KBLE**

1947  
SEATTLE

**NAB**

Media Code 4 249 5035 0.00  
KBLE-AM, Inc., 114 Lakeside Ave., Seattle, Wash.  
98122. Phone 206-324-2000.

- PERSONNEL**  
President—George A. Wilson.  
General Manager—George W. Boucher.  
Operations Manager—Anita Busek.
- FACILITIES**  
5,000 w. days; 1050 kc. Non-directional.  
337 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 4b, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20b, 21b.  
Contracts: 40a, 44b.  
Cancellation: 70a.

## TIME RATES

No. 18 Eff 9/1/73—Rec'd 9/14/73.

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 min.	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50
30 sec.	7.50	7.00	6.50	6.00	5.50	5.00	4.50	4.00

PER WK, ROS:	CLASS AA				CLASS A			
	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min.	48	95	140	180	250	300	350	400
30 sec.	36	70	100	130	185	220	260	300

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 hr.	150	130	115	100	85	75	65	55
1/2 hr.	85	75	65	55	45	40	34	28
1/4 hr.	52	46	40	34	28	23	20	17
5 min.	26	23	20	17	14	12	10	8

8. PROGRAM TIME RATES  
PER YR: 1x 26x 52x 104x 260x  
1 hr. 150 130 115 100 85  
1/2 hr. 85 75 65 55 45  
1/4 hr. 52 46 40 34 28  
5 min. 26 23 20 17 14

9. SPECIAL FEATURES  
Local newscasts—1-min rate plus 2.00. Incl 1 1-min spot plus open & close.

**KBLE-FM**

1964  
SEATTLE

Media Code 4 249 5036 8.00  
KBLE-FM, Inc., 114 Lakeside Ave., Seattle, Wash.  
98122. Phone 206-324-2000.

See affiliated AM station for additional information.

- PERSONNEL**  
Station Manager—R. Anita Busek.
- FACILITIES**  
ERP 36,000; 93.3 mc.  
Operating schedule: 18 hours daily. PST.  
Antenna ht.: 1,075 ft. above terrain.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a, 16.  
Basic Rates: 20a, 21a, 21c, 21d, 22a, 23a, 23b, 24a, 24c, 25a, 27, 28b, 28c, 29a, 30, 33a.  
Contracts: 40c, 41, 42a, 42c, 43, 44a, 46, 47a, 48, 49, 51a, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60h, 60i, 61a, 62b, 62d.  
Cancellation: 70b, 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.

## TIME RATES

No. 18 Eff 9/1/73—Rec'd 9/14/73.

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 min.	6.00	4.50	4.00	3.50	3.00	2.50	2.00	1.50
30 sec.	4.50	4.25	4.00	3.75	3.50	3.25	3.00	2.75
10 sec.	3.00	2.75	2.50	2.25	2.00	1.75	1.50	1.25

PER WK, ROS:	CLASS AA				CLASS A			
	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti	50 ti	60 ti
1 min.	27.50	50.00	75.00	100.00	135.00	170.00	205.00	240.00
30 sec.	20.00	37.50	55.00	72.50	100.00	130.00	165.00	200.00
10 sec.	15.00	27.50	40.00	52.50	70.00	92.50	115.00	140.00

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 hr.	40.00	35.00	30.00	25.00	20.00	15.00	10.00	5.00
1/2 hr.	25.00	20.00	15.00	10.00	5.00	4.00	3.00	2.00
1/4 hr.	15.00	10.00	7.00	5.00	3.00	2.00	1.50	1.00
5 min.	7.50	5.00	4.00	3.00	2.00	1.50	1.00	0.50

**KETO (FM)**

1959  
SEATTLE

**NAB**

Subscriber to the NAB Radio Code

Media Code 4 249 5131 7.00  
KETO-FM Assoc., 400 NE 45th St., Seattle, Wash.  
98105. Phone 206-634-10.5.  
Studio: 6408 173rd Ave S E, Issaquah, Wash.  
98027. Phone 206-746-1015.

**STATIONS PROGRAMMING DESCRIPTION**  
KETO (FM): MUSIC: Country-western. NEWS: network at :15, local and regional from AP at :45.  
**COMMERCIAL POLICY:** 8 commercial positions per hour. Contact Representative for further details. Rec'd 4/2/74.

- PERSONNEL**  
General Manager—Todd M. Bitts.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
ERP 100,000 w. (horiz.), 97,000 w. (vert.); 101.5 mc. Stereo.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 1150 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 net time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 24c, 25a, 28a, 28c, 29a.  
Contracts: 40a, 41, 46, 47a.  
Comb.; Cont. Discounts: 60f, 61a.  
Cancellation: 71a, 73a.  
Prod. Services: 80.  
Affiliated with American FM Network.  
Member, Country Music Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5-N Eff 5/1/74—Rec'd 5/7/74.

PER YR:	CLASS AA				CLASS A			
	1x	26x	52x	104x	312x	520x	1040x	1560x
1 min.	25.00	24.00	23.00	22.00	21.00	20.00	19.00	18.00
30 sec.	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00
10 sec.	12.50	12.00	11.50	11.00	10.50	10.00	9.50	9.00

PER WK:	CLASS AA				CLASS A			
	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	48 ti	54 ti
1 min.	23.00	22.00	21.00	20.00	19.00	18.00	17.00	16.00
30 sec.	18.00	17.00	16.00	15.00	14.00	13.00	12.00	11.00
10 sec.	11.50	11.00	10.50	10.00	9.50	9.00	8.50	8.00

7. PACKAGE PLANS  
TAP—1/3AA, 1/3A, 1/3B  
PER WK, EA: 12 ti 24 ti 36 ti  
1 min. 23.00 22.00 21.00 20.00 19.00  
30 sec. 18.00 17.00 16.00 15.00 14.00  
10 sec. 11.50 11.00 10.50 10.00 9.50

**KEZ X (FM)**



Seattle—Continued

**KING-FM**

1947  
SEATTLE

**BLAIR RADIO**

**NAFMB**

Subscriber to the NAB Radio Code  
Media Code 4 249 5511 0.00  
King Broadcasting Co., 320 Aurora Ave., Seattle,  
Wash. 98109. Phone 206-223-5061.  
See affiliated AM station for additional information.

**1. PERSONNEL**  
Operations Manager—Jim Wilke.  
Manager—Stanton J. Barnes.

**2. FACILITIES**  
ERP: 20,000 w.; 98.1 mc.  
Operating schedule: 5:45 am-midnight daily. PST.  
Antenna ht.: 704 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with Blair Represented Network.

**TIME RATES**

No. 5 ET 4/8/74—Rec'd 4/8/74.  
AA—Mon thru Fri 3-11 pm; Sat & Sun 10 am-11 pm.  
A—Mon thru Fri 10 am-3 pm.  
B—Mon thru Sun 6-10 am & 11 pm-2 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min 30 sec
WK: 7 ti	14 ti	21 ti	28 ti
AA	15	13	11
A	13	11	9
B	11	9	8

**7. PACKAGE PLANS**

TAP—1/3AA, 1/3A, 1/3B	1 min	30 sec
28 days	27x	42x
	11	10

**10. SPECIAL FEATURES**

NEWS/CAST/COMMENTARY: 7 ti 14 ti 30 ti  
A & B: 18 16 14  
Incls open & close plus 1 1-min & 1 30-sec spot.

**SPECIAL PROGRAMS**

	7x	14x	26x
Base price hours	100	80	60
Incl 4 spots per week			

YR:	10x	15x	20x	312x	520x	780x
WK:	7 ti	14 ti	21 ti	28+		
AAA	48	45	42	38	35	30
AA	33	31	30	28	25	23
A	29	27	26	25	24	22
B	20	19	18	17	16	15

15 sec: 80% if 1 min.  
**SECTION II—LIMITED ROTATION SPOTS**  
Selected rotation within specific 1/2-hr periods, 110% of applicable Sec I rate; Mon thru Fri 7-8 am, 120%.

**7. PACKAGE PLANS**

**SECTION III—MAXIMUM IMPACT PLANS**

**PLAN A—NEWS ROTATION**

PER WK:	1 min	30 sec
6 ti (2AAA, 3AA)	270	216
12 ti (8AAA, 6AA)	510	405
18 ti (9AAA, 9AA)	720	585
24 ti (12AAA, 12AA)	900	720

**PLAN B—DAYLIGHT ROTATION**

PER WK:	1 min	30 sec
14 ti (2AAA, 2AA, *3A)	273	217
14 ti (4AAA, 4AA, 6A)	504	420
21 ti (6AAA, 6AA, *9A)	714	567
28 ti (8AAA, 8AA, *12A)	868	693

**PLAN C—HOUSEWIFE PLAN**

PER WK:	1 min	30 sec
7 ti (2AAA, 5A)	259	210
14 ti (4AAA, 10A)	476	385
21 ti (7AAA, 14A)	651	525
28 ti (9AAA, 18A)	805	630

**PLAN D—TAP 1**

PER WK:	1 min	30 sec
7 ti (1AAA, 2AA, 2A, 2B)	224	175
14 ti (3AAA, 3AA, 4A, 4B)	406	315
21 ti (4AAA, 4AA, 7A, 6B)	546	441
28 ti (5AAA, 5AA, 9A, 9B)	665	525

**PLAN E—TAP 2**

PER WK:	1 min	30 sec
7 ti (1AAA, 1AA, *4A, 1B)	210	168
14 ti (2AAA, 2AA, *8A, 2B)	385	315
21 ti (3AAA, 3AA, *12A, 3B)	525	420
28 ti (4AAA, 4AA, *16A, 4B)	630	490

**PLAN F—TWEKEND PLAN**

PER WK:	1 min	30 sec
7 ti (1AA, 4A, 2B)	175	140
14 ti (1AAA, 2AA, 7A, 4B)	336	266
21 ti (2AAA, 3AA, 10A, 6B)	462	357
28 ti (3AAA, 4AA, 13A, 8B)	595	455

(\*) 1/3 wknd.  
(\*) 1/2 wknd.  
(†) 7 pm Fri-7 pm Mon.  
15 sec: 60% of 1-min.

AM only: 80% of AM/FM combination.

**CONDITIONS**  
All Sec III runs evenly thruout wk except where indicated. Sec III preemptible by I & II. Spots preempted made good in comparable, or better, time class prior to end of schedule.  
All spots must rotate thruout wk within specified time class  
1-min & 30 sec spots may be cross-combined to determine 1-per-wk discount. 2 15-sec spots count as 1 when thus combined with 1 min & 30 sec.  
All sections combine for wky & annual discounts. No other plans combine into Sec II but Sec II combines into all other plans.

**KIRO-FM**

1946  
SEATTLE  
**NAFMB** **RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 5608 8.00  
KIRO, Broadcast House, 3rd & Broad, Seattle, Wash. 98121. Phone 206-424-7077. TWX 910-444-1350.  
See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KIRO-FM: Programmed for adults.  
MUSIC 95%; MOH, current popular, showtunes, standards, NEWS & EDITORIALS 5%. COMMERCIALS POLICY: 7 announcements per hour. Contact Representative for further details. Rec'd 4/2/74.

**1. PERSONNEL**  
Station Manager—Richard T. Dixon.

**2. FACILITIES**  
ERP: 100,000 w. (horiz.), 100,000 w. (vert.); 100.7 mc. Stereo.  
Operating schedule: 24 hours. PST.  
Antenna ht.: 730 ft. above average terrain.

**3. GENERAL ADVERTISING** See coded regulations  
Affiliated with Arco Group Plan & MBS. Sold in combination with KIRO. See that listing for rates.

**TIME RATES**  
35% of AM/FM combination.

**KISW (FM)**

1950  
SEATTLE  
**KAYE-SMITH RADIO**

Subscriber to the NAB Radio Code  
Media Code 4 249 5709 9.00  
Kaye-Smith Radio, Box 3726, Seattle, Wash. 98124. Phone 206-937-5100. TWX 910-444-2071.  
See affiliated AM station for additional information.

**AM FACILITIES:** KJR.  
**KISW (FM):** MUSIC: Rock interspersed with topical comment & thought. NEWS: at :30. Contact Representative for further details. Rec'd 1/18/73.

**1. PERSONNEL**  
Station Manager—Pat O'Day.  
Program Director—Lee Michaels.  
Sales Manager—Robert Bingham.

**2. REPRESENTATIVES**  
ABC FM Spot Sales.

**3. FACILITIES**

ERP 100,000 w.; 99.9 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 350 ft. above average terrain.

**TIME RATES**  
No. 6 ET 11/1/73—Rec'd 10/25/73.  
AAA—Mon thru Fri 2 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 6 am-2 pm; Sat & Sun 6-10 am.  
A—Mon thru Sun midnight-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min 30 sec
6 ti	20	17	12
12 ti	19	16	11
18 ti	18	15	10
24 ti	17	14	9
36 ti	16	13	8

**PER YR:**

	1 min	30 sec	1 min 30 sec
50 x	19	16	11
100 x	18	15	10
250 x	17	14	9
500 x	16	13	8
1000 x	14	11	7

**7. PACKAGE PLANS**

PER WK TAP:	1 min	30 sec	12 ti	24 ti	36 ti
1 min			14	12	11
30 sec			12	10	9

**KIXI KIXI-FM**

1947  
SEATTLE  
**NAFMB**

Subscriber to the NAB Radio Code  
Media Code 4 249 5785 9.00  
KIXI, Inc., 801 Pine St., Seattle, Wash. 98101. Phone 206-623-6910.

**1. PERSONNEL**  
President—Wally N. Nelskog.  
Vice-Pres & Gen'l Mgr.—Gilbert J. Jacobsen.

**2. REPRESENTATIVES**  
RR/Stone Radio Representatives, Inc.  
Portland—Ar Moore & Assoc., Inc.

**3. FACILITIES**  
1000 w.: 91.0 kc. Directional.  
Operating schedule: 24 hours. PST.  
ERP 100,000 w.: 95.7 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 1100 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%: 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comm.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.  
Cancellation: 70c, 70e, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 12 ET 9/1/74—Rec'd 8/6/74.  
AAAA—Mon thru Sat 5:30-10 am.  
AAA—Mon thru Sat 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm; Sun 5:30 am-7 pm.  
A—Mon thru Sun 7 pm-midnight.

**PER YR:**

	1 min	30 sec	1 min 30 sec	1 min 30 sec
1 x	44	35	30	26
100 x	40	32	29	25
250 x	35	28	25	23
350 x	34	27	24	21
500 x	32	26	23	20
750 x	31	25	22	19
1000 x	30	24	21	18

**7. PACKAGE PLANS**

	1 min	30 sec	1 min 30 sec	1 min 30 sec
7 ti	40	32	30	25
14 ti	38	30	28	24
21 ti	36	29	26	22
28 ti	34	27	25	21
35 ti	32	25	23	19

**TOTAL AUDIENCE PLAN**

PER WK. EA:	1 min	30 sec
Plan I—7 ti (1AAAA, 1AAA, 3AA, 2A)	32	26
Plan II—14 ti (2AAAA, 2AAA, 5AA, 5A)	29	23
Plan III—21 ti (3AAAA)	26	21
Plan IV—28 ti (4AAAA)	25	20
Plan V—35 ti (5AAAA)	23	19

**10. SPECIAL FEATURES**  
NEWS 90  
7-8:30 am rotating: Applicable Rotating plan rate plus 10%.  
4:30-6 pm guaranteed: Applicable Rotating Plan rate plus 20%.  
WK: \*AAAA \*AAA AA A \*AAAA \*AAA AA A  
10 ti 40 38 23 30 34 32 22  
6 ti 49 43 41 27 42 37 35 25  
1 ti 52 46 44 30 46 41 38 28  
(\*) News 90, extra 10%.

**WASHINGTON**

**2. REPRESENTATIVES**

McGraw-Hill, Inc.  
**3. FACILITIES**  
5,000 w.: 950 kc. Directional—night only.  
Operating schedule: 24 hours. PST.

**4. AGENCY COMMISSION**  
15% net time: 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15b, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a.  
28a, 28c, 29a, 30b, 32b, 33a.  
Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47e, 48, 49, 51a, 51b, 51c.  
Comm.: Cont. Discounts: 60c, 60d, 60f, 60i, 61a, 61b, 62b.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: KISW (FM).  
Affiliated with American Contemporary Network.

**TIME RATES**  
No. 22 ET 12/1/72—Rec'd 11/30/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 8 am-8 pm; Sun 10 am-6 pm.  
A—Mon thru Fri 5-6 am, 10 am-3 pm & 7-11 pm; Sat 5-8 am & 8 pm-midnight; Sun 6-9 pm.  
B—Mon thru Fri 11 pm-1 am; Sun 5-10 am & 9 pm-1 am.  
C—Mon thru Sat 1-5 am; Sun midnight-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min 30 sec	1 min 30 sec
4 ti	57	46	44	35
12 ti	54	43	41	33
18 ti	49	39	36	29
24 ti	46	37	33	26

**GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 48.  
Comm.: Cont. Discounts: 60c, 60k, 61a, 61b, 62b.  
Cancellation: 70c, 70e, 71a, 73a.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 7/1/71—Rec'd 6/1/71.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat 6-10 am; Sun 6 am-7 pm.  
B—Mon thru Fri 11 pm-2 am; Sat & Sun 7 pm-2 am.  
C—Mon thru Sun 2-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min 30 sec	1 min 30 sec
4 ti	57	46	44	35
12 ti	54	43	41	33
18 ti	49	39	36	29
24 ti	46	37	33	26

**7. PACKAGE PLANS**

	1 min	30 sec	1 min 30 sec	1 min 30 sec
28 days	27x	42x	42x	57x
	11	10	9	8

**WEEKLY PLAN**

	1 min	30 sec
14 ti (5AA, 5A, 4B), ea.	11	9
21 ti (10AA, 7A, 4B), ea.	10	8
28 ti (10AA, 10A, 8B), ea.	8	7

**10. SPECIAL FEATURES**  
NEWS/CAST/COMMENTARY: 7 ti 14 ti 30 ti  
A & B: 18 16 14  
Incls open & close plus 1 1-min & 1 30-sec spot.

**SPECIAL PROGRAMS**

	7x	14x	26x
Base price hours	100	80	60
Incl 4 spots per week			

**KOL**

1922  
SEATTLE

**Buckley Radio Sales, Inc.**

Media Code 4 249 6080 5.00  
Buckley Broadcasting Corp. of California, 1100 S.W. Florida St., Seattle, Wash. 98134. Phone 206-622-2312.

**1. PERSONNEL**  
General Manager—Bob Oxarart.  
General Sales Manager—Jack Mathews.  
Program Director—Jack Bolton.

**2. REPRESENTATIVES**  
Buckley Radio Sales, Inc.

**3. FACILITIES**  
5,000 w.: 1360 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15%: 10th of month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d.  
Basic Rates: 20a, 21a, 23a, 24b, 25a, 25a, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 51b.  
Comm.: Cont. Discounts: 60c, 60k, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 8 ET 7/1/71—Rec'd 6/1/71.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 10 am-7 pm.  
A—Mon thru Fri 10 am-3 pm & 7-11 pm; Sat 6-10 am; Sun 6 am-7 pm.  
B—Mon thru Fri 11 pm-2 am; Sat & Sun 7 pm-2 am.  
C—Mon thru Sun 2-6 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min 30 sec	1 min 30 sec
4 ti	57	46	44	35
12 ti	54	43	41	33
18 ti	49	39	36	29
24 ti				

# WASHINGTON

Seattle—K O L-FM—Continued

## TIME RATES

### NATIONAL AND LOCAL RATES SAME

No. 9 Eff 12/1/72—Rec'd 7/2/73.  
 AA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
 A—Mon thru Fri 9 am-3 pm; Sat & Sun 9 am-noon.

## 7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min.	48	44	40	37
30 sec.	42	38	35	33
TAP I, 1/3AA, 1/3A, 1/3C:	41	37	33	30
1 min.	37	33	29	26
30 sec.	32	29	26	23
TAP II, 1/2A, 1/2B:	35	32	29	26
1 min.	32	29	26	23
30 sec.	29	26	23	20
TAP III, 1/6AA, 1/6A, 1/3B, 1/6C, 1/6D:	32	29	26	23
1 min.	29	26	23	20
30 sec.	27	25	23	21
TAP IV, 1/2B, 1/2C:	27	25	23	21
1 min.	24	22	20	18
30 sec.	22	20	18	16
TAP V, 1/2 SAT, 1/2 SUN or 1/3 SAT, 1/3 SUN, 1/3 MON, OR 1/3 SUN, 1/3 MON, 1/3 TUES:	27	25	23	21
1 min.	24	22	20	18
30 sec.	22	20	18	16

Drive spots: Equal distribution between AA & A, equal length, spread evenly throughout week.  
 Tap I, II, III: Placed as equally as possible throughout 7-day period.

PER WK: TAP 50% AA, 50% A 10 ti 20 ti 30 ti  
 PER YR: 500x 1000x 1500x  
 1 min. 12 11 10  
 30 sec/less. 10 9 8

CONSECUTIVE WEEK DISCOUNT  
 13 wk—5% 26 wk—10% 52 wk—15%

## KOMO

1926  
SEATTLE

American Information Network



KATZ RADIO



Subscriber to the NAB Radio Code

Media Code 4 249 6175 3.00  
 Fisher's Blend Station, Inc., 100 4th Ave., N., Seattle, Wash. 98109. Phone 206-624-6000. TWX 910-444-2253.

## STATION'S PROGRAMMING DESCRIPTION

KOMO: Programmed for adults.  
 AIR PERSONALITIES handle all segments. MUSIC: middle-of-the-road throughout day. NEWS: local news hourly at :57 followed by network news on hour plus three 15 min newscasts. Features: airplane traffic reports, stock market, ski, fishing, food and recipe news, school comments, recreation reports and marine weather. SPORTS: pro basketball and sports reports daily and hourly on weekends. Product protection: 10 minute separation guaranteed. Contact Representative for further details. Rec'd 8/6/70.

## 1. PERSONNEL

Pres. & Gen'l Mgr.—William W. Warren.  
 Vice-Pres. & Sta. Mgr.—Jay Ward.  
 General Sales Manager—Fred Kaufman.

## 2. REPRESENTATIVES

Katz Radio.  
 Portland—Simpson/Rellly & Associates Co.

## 3. FACILITIES

50,000 w.; 1000 kc. Directional—night only.  
 Operating schedule: 24 hours daily. PST.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 5, 6b, 7b, 8.  
 Rate Protection: \*10b, 11b, 12b, 13b, 14b, 15e.  
 Basic Rates: 20b, 22a, 24b, 24c, 25a, 27, 29a, 30, 33b.  
 Contracts: 40a, 41, 42a, 44b, 45, 46, 50, 51b, 51c.  
 Comb.; Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60h, 60i, 61a, 62d.  
 Cancellation: 70a, 70e, 71a, 72, 73a.  
 Prod. Services: 80, 81, 82.

(\* Applies to non-continuous users of 1,000 or more spots within contract year. Minimum rate holder 3 spots per week.  
 Affiliated with American Information Network.  
 Affiliated with Katz Radio Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 21 Eff 5/1/74—Rev 5/7/74—Rec'd 5/16/74.  
 AA—Mon thru Sat 5:30-10 am rotating.  
 A—Mon thru Sat 3-7 pm; Sat 10 am-3 pm.  
 B—Mon thru Fri 10 am-3 pm; Sun 5 am-7 pm.  
 C—Mon thru Sun 7 pm-midnight.  
 D—Tues thru Sun midnight-5:30 am.

## 6. SPOT ANNOUNCEMENTS

PER WK:	PER YR:	AA	A	B	C	*D
1 ti	52 x	70	45	38	27	12
6 ti	52 x	63	43	35	25	11
12 ti	104 x	58	39	32	23	10
18 ti	156 x	53	35	29	21	9
24 ti	210 x	48	33	26	19	8
30 ti	312 x	45	31	24	18	7
36 ti	520 x	42	29	23	17	6
42 ti	520 x	40	28	22	16	5
48 ti	1040 x	38	27	21	15	4

(\* 1 min or less.

## 30/20/10 SECONDS

PER WK:	PER YR:	AA	A	B	C
1 ti	60	39	33	24	20
6 ti	54	34	32	22	18
12 ti	104	49	44	29	20
18 ti	156	45	32	26	18
24 ti	210	41	30	23	16
30 ti	312	39	28	21	15
36 ti	520	37	26	20	14
42 ti	520	35	25	19	13
48 ti	1040	33	24	18	12

B, C & D spots fixed within 1/2 hr periods. 120% of applicable rates.

## 7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
DRIVE, 1/2AA, 1/2A:	48	44	40	37
1 min.	42	38	35	33
30 sec.	41	37	33	30
TAP I, 1/3AA, 1/3A, 1/3C:	42	37	33	30
1 min.	37	33	29	26
30 sec.	32	29	26	23
TAP II, 1/2A, 1/2B:	35	32	29	26
1 min.	32	29	26	23
30 sec.	29	26	23	20
TAP III, 1/6AA, 1/6A, 1/3B, 1/6C, 1/6D:	32	29	26	23
1 min.	29	26	23	20
30 sec.	27	25	23	21
TAP IV, 1/2B, 1/2C:	27	25	23	21
1 min.	24	22	20	18
30 sec.	22	20	18	16
TAP V, 1/2 SAT, 1/2 SUN or 1/3 SAT, 1/3 SUN, 1/3 MON, OR 1/3 SUN, 1/3 MON, 1/3 TUES:	27	25	23	21
1 min.	24	22	20	18
30 sec.	22	20	18	16

Drive spots: Equal distribution between AA & A, equal length, spread evenly throughout week.  
 Tap I, II, III: Placed as equally as possible throughout 7-day period.

PER YR: 5 MINUTES  
 AA 105 85 87 80 72  
 A 68 55 59 53 50  
 B 57 53 48 44 39  
 C 40 37 34 31 28

2-1/2 MINUTES  
 AA 88 79 73 66 60  
 A 56 54 49 44 41  
 B 47 44 40 36 32  
 C 34 31 29 26 24

1 hr: Flat 375.00.

## 8. PROGRAM TIME RATES

5 MINUTES  
 AA 105 85 87 80 72  
 A 68 55 59 53 50  
 B 57 53 48 44 39  
 C 40 37 34 31 28

## 2-1/2 MINUTES

AA 88 79 73 66 60  
 A 56 54 49 44 41  
 B 47 44 40 36 32  
 C 34 31 29 26 24

## 1 hr: Flat 375.00.

## 10. SPECIAL FEATURES

WEEKEND NEWS/WEATHER PLAN  
 PER WK: 1 ti 6 ti 12 ti 18 ti 24 ti  
 PER YR: 52x 104x 156x 208x 260x  
 1 min. 44 40 36 32 29  
 30 sec. 40 36 32 29 26

Multiples of 2; scheduled 1/2 Sat & 1/2 Sun. Will rotate throughout 5:30 am-midnight both days.  
 Weather reports, Stock Market, Skiing, Fishing—2-1/2-min rates.  
 Air Traffic Reports—Applicable 1-min rate plus 5.00 production charge.

## KQIN

1970  
BURIEN

Country



Media Code 4 249 6195 1.00  
 Suburban Broadcasters, Box 66558, 148-B S.W. 153rd, Seattle, Wash. 98166. Phone 206-243-8803.

## STATION'S PROGRAMMING DESCRIPTION

KQIN: MUSIC: Country & western, featuring current hits blended with golden favorites. NEWS: local & national at :60 & :30; frequent weather & time reports. SPORTS: hrlly at :15; wknd score-board hrlly; race results & ski reports. Rec'd 9/10/73.

## 1. PERSONNEL

General Manager—John Mowbray.  
 Operations Manager—Brian Calkins.

## 3. FACILITIES

500 w.; 800 kc. Directional.  
 Operating schedule: 6 am-local sunset. PST.

## 4. AGENCY COMMISSION

15/0 time only; payable 15th.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 1b, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 12c, 13c, 14c, 15a, 15d, 16.  
 Basic Rates: 20b, 21a, 21c, 21d, 22b, 23a, 23b, 24b, 24c, 25b, 27, 28a, 28c, 29a, 32b, 33b.  
 Contracts: 40a, 41, 42b, 42d, 44a, 44b, 45, 46, 48, 51a, 51b, 51c.  
 Comb.; Cont. Discounts: 60b, 60d, 60e, 60f, 61a, 62d.  
 Cancellation: 70c, 73b.  
 Prod. Services: 80, 82.

## TIME RATES

No. 4 Eff 9/15/73—Rec'd 9/10/73.

PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti
1 min.	14	12	11	10	9
30 sec.	11	10	9	8	7

## 10. SPECIAL FEATURES

NEWSCASTS, MON THRU SAT ROTATING  
 FIRM 13 WK: EA  
 6 ti :30, incl open & close plus 1-min. 10  
 6 ti :60, incl open & close plus 30 sec. 8

"Seattle" isn't Seattle  
 without EVERETT!  
 In Greater Everett...  
**KRKO REACHES\***  
 53.5% Men, 54.7% Women  
 (\*Jan-Mar '74 Greater Everett Pulse)

## KRKO

1920  
EVERETT



Media Code 4 249 6220 7.00  
 Everett Broadcasting Company, Inc., Box 1237, Everett, Wash. 98201. Phone 206-353-1144.  
 Other office: 311 First Ave., Seattle, Wash. 98104. Phone 206-743-1144.

## STATION'S PROGRAMMING DESCRIPTION

KRKO: Programmed for general interest.  
 Feature Air Personalities. MUSIC: general popular music. NEWS: 5 min :30 & :60 in traffic periods. 10 min at 7, 8, 9, noon and 5 pm, 5 min on the hour & 3 min on half hour 9:30 am to 2:30 pm. 3 min on hour 7 pm-5 am. 4 local newscasts. AP: UPI, 4 radio-equipped news-cars. Traffic reports AM & PM. SPORTS: high school football & basketball. Regular sports reports on hour and half hour. Local public service, meeting notices, throughout hour. Contact Representative for further details. Rec'd 8/1/74.

## 1. PERSONNEL

President—William R. Taft.  
 Station Manager—Norman F. (Sparky) Taft.

## 2. REPRESENTATIVES

Bernard Howard & Co., Inc.  
 Washington, Oregon—Simpson/Rellly & Associates Co.

## 3. FACILITIES

5,000 w.; 1380 kc. Directional—night only.  
 Operating schedule: 24 hours daily. PST.

## 4. AGENCY COMMISSION

15% on net time and talent charges.

## 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 4a, 4d, 5, 7b, 8.  
 Rate Protection: 15b.  
 Basic Rates: 20b, 21b, 23a, 24b, 24c, 25a, 27, 28e, 29b.  
 Contracts: 40a, 41, 45, 46, 48.  
 Comb.; Cont. Discounts: 60b, 60e, 62d.  
 Cancellation: 70c, 71a, 72.  
 The following rates include station time 40%; other services 60%.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 25B Eff 6/24/74—Rec'd 6/24/74.  
 AAA—Mon thru Fri 6-10 am.  
 AA—Mon thru Fri 3-7 pm; Sat & Sun noon-6 pm.  
 A—Mon thru Fri 10 am-3 pm; Sat & Sun 7 am-noon.  
 B—Mon thru Fri 7 pm-midnight; Sat & Sun 6 pm-midnight.  
 C—Mon thru Sun midnight-6 am.

CLASS AAA  
 WK: 1 ti 10 ti 15 ti 20 ti 25 ti 30 ti  
 MO: 20 ti 30 ti 45 ti 60 ti 75 ti 90 ti 120 ti  
 YR: 100x 175x 300x 500x 750x 1000x 1500x 2000x  
 1 min. 17.00 16.00 15.00 14.00 13.00 12.00 11.00 10.00  
 30 sec. 13.60 12.80 12.00 11.20 10.40 9.60 8.80 8.00

CLASS AA  
 1 min. 15.00 14.00 13.00 12.00 11.00 10.00 9.00 8.00  
 30 sec. 12.00 11.20 10.40 9.60 8.80 8.00 7.20 6.40

CLASS A  
 1 min. 13.00 12.50 12.00 11.00 10.00 9.00 8.00 7.00  
 30 sec. 10.40 10.00 9.60 8.80 8.00 7.20 6.40 5.60

CLASS B  
 1 min. 8.00 7.50 7.00 6.50 6.00 5.50 5.00 4.50  
 30 sec. 6.40 6.00 5.60 5.20 4.80 4.40 4.00 3.60

## 7. PACKAGE PLANS

\*HOME ROTATOR 1/3AAA, 1/3AA, 1/3A  
 WK: 12 ti 18 ti 24 ti 30 ti 36 ti  
 MO: 24 ti 36 ti 48 ti 60 ti 72 ti 100 ti  
 YR: 100x 200x 300x 400x 500x 750x 1000x  
 1 min. 13.50 13.00 12.00 11.00 10.00 9.00 8.00  
 30 sec. 10.80 10.40 9.60 8.80 8.00 7.20 6.40

\*ROS 1/8AA, 2/8AA, 3/8A, 2/8B  
 WK: 8 ti 16 ti 24 ti 32 ti 40 ti  
 MO: 24 ti 48 ti 64 ti 96 ti 120 ti 160 ti  
 YR: 144x 288x 448x 672x 960x 1200x 1600x  
 1 min. 12.00 11.00 10.00 9.00 8.00 7.50 7.00  
 30 sec. 9.60 8.80 8.00 7.20 6.40 6.00 5.80  
 (\*) Rotates equally.

TOTAL MARKET PLAN  
 WK: 6 ti 12 ti 24 ti 42 ti 60 ti 84 ti  
 MO: 18 ti 36 ti 72 ti 100 ti 168 ti 225 ti  
 YR: 250x 500x 750x 1000x 2000x 3000x 4000x  
 1 min. 9.00 8.50 8.00 7.50 7.00 6.50 6.00  
 30 sec. 7.20 6.80 6.40 6.00 5.60 5.20 4.80

Bobus discount—Sun, Mon, Tues or 7 consec days, 20%.

Equally spread 24 hrs. Minimum 6 ti per day.

## 10. SPECIAL FEATURES

NEWS SPONSORSHIP  
 PER YR: 65x 130x 195x 260x 320x 380x 1040x  
 AAA 19.00 18.50 18.00 17.50 17.00 16.00 15.00  
 AA 17.00 16.50 16.00 15.50 15.00 14.00 13.00  
 A 15.00 14.50 14.00 13.50 13.00 12.00 11.00  
 B 10.00 9.50 9.00 8.50 8.00 7.00 6.00  
 AAA, AA & A—5-min with ID open, close plus 1-min spot.  
 B—2-3 min with ID open, close plus 30-sec spot.  
 C: 1/2 B

TA NEWS—1/6AAA, 2/6AA, 1/6A, 1/6B, 1/6C  
 PER WK: 6 ti 12 ti 18 ti 24 ti 30 ti  
 13 wk 10.00 9.50 9.00 8.50 8.00  
 26 wk 9.50 9.00 8.50 8.00 7.50  
 52 wk 9.00 8.50 8.00 7.50 7.00  
 Preemptible, equally spread over 7 days.



Seattle—KURB—Continued

4. AGENCY COMMISSION  
15% time only.

TIME RATES	
ET 1/1/73—Rec'd 12/6/72	
PER WK:	18 ti 24 ti 30 ti
1 min.....	6.50 6.00 5.50 5.00 4.50 4.00
30 sec.....	4.90 4.50 4.15 3.75 3.40 3.00
15 sec.....	3.25 3.00 2.75 2.50

7. PACKAGE PLANS	
PER MO:	50 ti 75 ti 100 ti
1 min.....	5.00 4.50 4.00
30 sec.....	3.75 3.40 3.00
15 sec.....	2.50 2.25 2.00

CONTRACT DISCOUNT	
13 wk—4%	26 wk—8%
52 wk—12%	

10. SPECIAL FEATURES

NEWS:	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
5 min.....	8.25 7.60 6.95 6.30 5.65 5.00

**KUUU**  
1956  
SEATTLE



**ROBERT E. EASTMAN & CO., INC.**

Subscriber to the NAB Radio Code  
Media Code 4 249 6320 5.00  
Davis Broadcasting Corp., 1216 Pine, Seattle, Wash.  
98101, Phone 206-682-3793.

**STATION'S PROGRAMMING DESCRIPTION**  
Emphasis toward the 20-40 year old adults.  
MUSIC: KUUU: oldies, top 40 from 50's & 60's with current hits. COMMERCIAL POLICY: 12 minutes per hour. Contact Representative for further details. Rec'd 6/4/73.

1. PERSONNEL

President—Philip C. Davis.  
Executive Vice-President—William H. Weaver.  
Station Manager—Buz Barr.

2. REPRESENTATIVES

Robert E. Eastman & Co., Inc.

3. FACILITIES

5,000 w.; 1590 kc.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 24c, 25a, 27, 28c, 29a, 32b, 33d.  
Contracts: 40c, 41, 42b, 42d, 44a, 44b, 45, 46, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60f, 60g, 61c, 62d.  
Cancellation: 70a, 71a, 72, 73a, 73b.  
(\*) Except for 52 week advertisers.  
Affiliated with Eastman Radio Network.

6. SPOT ANNOUNCEMENTS

TIME RATES	
PER WK:	1 min 30 sec 1 min 30 sec 1 min 30 sec
1 ti.....	18 14 15 12 10 8
10 ti.....	17 13 14 11 9 7
20 ti.....	15 11 12 9 7 5
30 ti.....	12 9 10 7 5 3

7. PACKAGE PLANS

TAP—1/3AA, 1/3A, 1/3B	
PER WK:	12 ti 24 ti 36 ti 48 ti
1 min.....	12 11 10 9
30 sec.....	9 8 7 6

**KVI**  
1929  
SEATTLE



**GOLDEN WEST BROADCASTERS**

Subscriber to the NAB Radio Code  
Media Code 4 249 6365 0.00  
Golden West Broadcasters, Inc., Tower Bldg., Seattle, Wash. 98101, Phone 206-682-3100, TWX 910-444-215.

**STATION'S PROGRAMMING DESCRIPTION**

KVI: Programmed for young adults and adults.  
MUSIC: popular, middle-of-the-road, with current, standards, jazz. Feature 6 air personalities. NEWS: hourly 5 min, half hour headlines, extended news 7 am, 8 am, noon, 6 pm. Commentaries, business news, frequent documentaries, occasional editorials.  
6 newsmen, 6 stringers, 4 mobile units, UPI, AP, UPI audio. SPORTS: professional soccer, college football, basketball, track, crew. Contact Representative for further details. Rec'd 5/2/74.

1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Jack J. Bankson.  
General Sales Manager—Rich Robertson.  
Program Director—Don Hofmann.

2. REPRESENTATIVES

Major Market Radio, Inc.

3. FACILITIES

5,000 w.; 570 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.

4. AGENCY COMMISSION

15/0 net time only.

5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Late Protection: 10d, 11d, 12d, 13d, 14d, 16.  
Basic Rates: 20a, 21d, 22b, 23a, 24b, 24c, 25a, 26a, 29a, 33a.  
Contracts: 40c, 41, 42a, 44b, 46, 47a, 48, 51c.  
Comb.; Cont. Discounts: 60b, 60f, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

6. SPOT ANNOUNCEMENTS

TIME RATES	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	52x 156x 312x 520x 780x 1040x
30 sec.....	36 36 34 32 30 28
15 sec.....	28 26 24 22 20 18
10 sec.....	14 13 12 11 10 9
5 sec.....	7 6 5 5 4 4

7. PACKAGE PLANS

TAP I	
PER WK:	1 min 30 sec
6 ti (1MC, 2CC, 3A).....	31 26
12 ti (3MC, 3CC, 6A).....	31 25
18 ti (5MC, 5CC, 8A).....	29 23
24 ti (6MC, 6CC, 12A).....	27 22
36 ti (9MC, 9CC, 18A).....	25 20

8. SPOT ANNOUNCEMENTS

TAP II	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	30 24
30 sec.....	28 22
15 sec.....	26 21
10 sec.....	24 19
5 sec.....	22 18

9. SPOT ANNOUNCEMENTS

TAP III	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	24 19
30 sec.....	22 18
15 sec.....	20 16
10 sec.....	19 15
5 sec.....	18 14

10. SPECIAL FEATURES

News-casts: 7 am, 10 min, 1/2 sponsorship, ea 60.00; all other times, 5 min, applicable spot rate plus 4.00.

11. SPOT ANNOUNCEMENTS

TAP IV	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	21 17
30 sec.....	20 16
15 sec.....	18 15
10 sec.....	17 14
5 sec.....	16 13

12. SPOT ANNOUNCEMENTS

TAP V	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	18 14
30 sec.....	17 13
15 sec.....	16 12
10 sec.....	15 11
5 sec.....	14 10

13. SPOT ANNOUNCEMENTS

TAP VI	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	15 11
30 sec.....	14 10
15 sec.....	13 9
10 sec.....	12 8
5 sec.....	11 7

14. SPOT ANNOUNCEMENTS

TAP VII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 9
30 sec.....	11 8
15 sec.....	10 7
10 sec.....	9 7
5 sec.....	8 6

15. SPOT ANNOUNCEMENTS

TAP VIII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

16. SPOT ANNOUNCEMENTS

TAP IX	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

17. SPOT ANNOUNCEMENTS

TAP X	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

18. SPOT ANNOUNCEMENTS

TAP XI	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

19. SPOT ANNOUNCEMENTS

TAP XII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

20. SPOT ANNOUNCEMENTS

TAP XIII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

21. SPOT ANNOUNCEMENTS

TAP XIV	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

22. SPOT ANNOUNCEMENTS

TAP XV	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

23. SPOT ANNOUNCEMENTS

TAP XVI	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

24. SPOT ANNOUNCEMENTS

TAP XVII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

25. SPOT ANNOUNCEMENTS

TAP XVIII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

26. SPOT ANNOUNCEMENTS

TAP XIX	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

27. SPOT ANNOUNCEMENTS

TAP XX	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

28. SPOT ANNOUNCEMENTS

TAP XXI	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

29. SPOT ANNOUNCEMENTS

TAP XXII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

30. SPOT ANNOUNCEMENTS

TAP XXIII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

31. SPOT ANNOUNCEMENTS

TAP XXIV	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

32. SPOT ANNOUNCEMENTS

TAP XXV	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

33. SPOT ANNOUNCEMENTS

TAP XXVI	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

34. SPOT ANNOUNCEMENTS

TAP XXVII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....	9 8
5 sec.....	8 7

35. SPOT ANNOUNCEMENTS

TAP XXVIII	
PER WK:	6 ti 12 ti 18 ti 24 ti
1 min.....	12 11
30 sec.....	11 10
15 sec.....	10 9
10 sec.....</	

# WASHINGTON

## SPOKANE (11 AM; 7 FM)

(Including Opportunity)

Spokane County—Map Location F-2

See SRDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Daytime (10 am-3 pm)		Evening (7 pm-midnight)	
	Traffic	Rate	Traffic	Rate
A	32	16	19	15
B	24	16	19	15
C	18	14	18	13
D	16	13	16	10
AVERAGE	23	17	21	13

KCFA  
1959

KCFA-FM  
1966



Media Code 4 249 6745 3.00

Christian Services, Inc., Box 8024, Spokane, Wash. 99203. Phone 509-535-3077.

**STATION'S PROGRAMMING DESCRIPTION**  
KCFA: Programmed with religious emphasis for all age groups. NEWS: hourly. MUSIC: sacreds, standards and classics plus selected religious features throughout day. AIR PERSONALITIES conduct all local originations. Rec'd 7/12/67.

**1. PERSONNEL**  
President—Norman H. Huff.  
Vice-Pres. & Gen'l Mgr.—H. J. "Bud" Chandler.  
Sales Manager—Tom German.

**3. FACILITIES**  
5,000 w. days; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
FM-ERP 56,000 w. (horiz.), 56,000 w. (vert.); 107.3 mc.

**4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4b, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12g, 13c, 14a, 15b.  
Basic Rates: 22a, 23a, 24b.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 61a, 62d.  
Tobacco products advertising not acceptable.

**TIME RATES**  
No. 7 Eff 1/1/71—Rec'd 5/28/70.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	156x	260x	312x
1 min.	4.75	4.50	4.25	4.00	3.75	3.50
30 sec	3.75	3.50	3.25	3.00	2.75	2.50

**8. PROGRAM TIME RATES**

	1x	26x	52x	156x	260x	312x
1 hr.	59.50	55.50	49.50	42.50	39.50	35.50
1/2 hr.	39.50	35.50	31.50	29.50	27.50	25.00
1/4 hr.	25.50	22.50	20.00	17.50	15.00	13.50

KDNC

KDNC-FM

NOTE: The call letters of these stations have been changed to:

KXXR

KXXR-FM

KEZE

KEZE-FM

1957

SPOKANE

RAB

Subscriber to the NAB Radio Code

Media Code 4 249 6890 7.00  
Bellevue Broadcasters, Box 8256, 6019 S. Crestline, Spokane, Wash. 99203. Phone 509-535-3688.

**STATION'S PROGRAMMING DESCRIPTION**  
KEZE: MUSIC: MOR album. NEWS: network at 3:30; 15-min news & weather 7, 8 am & noon; 5-min local & weather at 6:00. FAIRM: agriculture reports 5:45 & 6:05 am. FEATURES: stock market reports & community news 4x daily; hunting & fishing guide Thurs & Fri. Contact Representative for further details. Rec'd 3/1/74.

**1. PERSONNEL**  
President—F. Kemper Freeman.  
General Manager—Will Martin.

**2. REPRESENTATIVES**  
Avery-Knodel, Inc.  
Seattle—Hugh Felts & Associates.

**3. FACILITIES**  
5,000 w.; 1330 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
FM-ERP 41,000 w.; 105.7 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 580 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21b, 22a, 23b, 24b, 24c, 26, 28b, 28c, 29a, 30.

Contracts: 40a, 42b, 44a, 44b, 45, 46, 47a, 49, 50, 51b, 51c.

Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 61a, 62c, 62d.

Cancellation: 70a, 70c, 71a, 72, 73a, 73b.

Prod. Services: 80, 81, 82.

AMiliated with MBS.

### TIME RATES

Eff 3/1/74—Rec'd 12/17/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

	AAA	AA	A
1 min 30 sec	19	16	14
1 min 30 sec	19	16	14
12 ti	18	15	13
18 ti	17	14	12
24 ti	16	13	11
30 ti	15	12	10

**7. PACKAGE PLANS**

	TAP-1/3AAA	1/3AA	1/3A
PER WK:	6 ti	12 ti	18 ti
1 min	15	14	13
30 sec	12	11	10
PER MO. ROS:	25 ti	50 ti	75 ti
1 min	12	11	10
30 sec	9	9	8
11/3's: 50% of 1-min.			

**8. PROGRAM TIME RATES**

	1x	52x	104x	156x	260x
1/2 hr.	65	60	55	53	50
5 min.	30	28	25	23	20

KGA

1926

SPOKANE

NAB

Media Code 4 249 6935 0.00

Liddle Broadcasting Corp., Box 8348, Spokane, Wash. 99203. Phone 509-535-4606.

**STATION'S PROGRAMMING DESCRIPTION**  
KGA: MUSIC: modern country. AIR PERSONALITIES: NEWS: network at :30, network commentator at 8 am & noon. SPORTS: professional football. Contact Representative for further details. Rec'd 8/5/74.

**1. PERSONNEL**  
President—Wes Monroe.  
General Manager—Steve Dean.  
Program Director—Ron Norwood.

**2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Seattle, Portland—Broadcast Northwest.

**3. FACILITIES**  
50,000 w.; 1510 kc.  
Operating schedule: 24 hours. PST.

**4. AGENCY COMMISSION**  
15/0 on station time only.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 3a, 3c, 4a, 5, 6a, 8.  
Rate Protection: 10e, 11c, 12c, 13e, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 28b, 29c, 30.  
Contracts: 40a, 41a, 47a, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60e, 61b.  
Cancellation: 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
AMiliated with American Information Network.

### TIME RATES

No. 30 Eff 11/1/73—Rec'd 12/5/73.

**7. PACKAGE PLANS**  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 5-6 am & 10 am-3 pm.  
B—Mon thru Sat 7 pm-midnight & all day Sun.  
C—Sun thru Sat midnight-5 am.

**ROTATING PLAN PACKAGES—1 MINUTE**

	6 ti	12 ti	18 ti	24 ti
PER WK:	15	14	13	12
AA	14	12	11	10
A	13	10	9	8
B	13	10	9	8
C	7	6	(*)	5

(\*) 5.50.  
30 sec/less: 80% of 1-min. 10 sec/less: 50% of 1-min.

**8. PROGRAM TIME RATES**

	12 ti	18 ti	24 ti
1 min, ea.	11	10	9
30 sec/less: 80% of 1-min. 10 sec/less: 50% of 1-min.			

**CLASS A**

	312x	260x	156x	104x	52x	26x	1x
1/2 hr.	63	65	67	69	71	73	75
1/4 hr.	39	40	41	42	43	44	45

**CLASS B**

	33	35	37	39	41	43	45
1/2 hr.	53	55	57	59	61	63	65
1/4 hr.	33	34	35	36	37	38	39

C: 50% of applicable A.  
Programs and spots may be combined to earn a greater frequency discount.

**10. SPECIAL FEATURES**  
5-Minute News: 150% of earned 1-minute rate.  
Includes 1-minute and open and close.  
Farm Program 5-6 am: earned Class A rate.

KHQ

1922

SPOKANE

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 7030 9.00  
KHQ, Inc., Box 8088, 4202 S. Regal St., Spokane, Wash. 99203. Phone 509-534-0511. TWX 510-773-1830.

**STATION'S PROGRAMMING DESCRIPTION**  
KHQ: Programmed for adults.

**MUSIC:** air personalities produce all segments for a flow of music, from the mid-50's to current, news & information. NEWS: 10-min at :55 & :25 6-9 am. Network news at :60 & local at :30 throughout the day. Midday report noon-12:30 pm. SPORTS: local high school, college & professional. Contact Representative for further details. Rec'd 8/19/74.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—J. Birney Blair.  
Sales Manager—John V. Reber.  
Program Director—Chuck Heaton.

**2. REPRESENTATIVES**  
Katz Radio.  
Seattle, Portland—Art Moore & Assoc., Inc.  
Canada—Andy McDermott Sales Ltd.

**3. FACILITIES**  
5,000 w.; 590 kc. Non-directional.  
Operating schedule: 6 am-midnight. PST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations.  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15c, 15e.  
Basic Rates: 20a, 20b, 21a, 21b, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 25b, 23a, 23c, 23a, 32b.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 49.  
Comb.: Cont. Discounts: 60a, 60e, 60f, 60g, 62b, 62d.  
Cancellation: 70c, 71a, 72, 73a.  
Prod. Services: 80, 81, 82.  
AMiliated with NBC.  
AMiliated with Katz Radio Network.

### TIME RATES

AM/PM COMBINATION  
No. 28 Eff 9/1/73—Rev 6/18/74—Rec'd 6/26/74.  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat & Sun 6 am-7 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti
AAA	34	32	30	28
AA	30	27	25	23
A	22	21	20	19
B	16	15	14	13

20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
AM only; Deduct 8.00 per 1-min spot.

**8. PROGRAM TIME RATES**

	6-10 AM	10 AM-10 PM
PER YR:	1/2 hr 1/4 hr 5 min	1/2 hr 1/4 hr 5 min
1 x	105	70
52 x	98	65
156 x	85	60
260 x	80	55
312 x	75	50

10 PM-6 AM—  
1 x ..... 85 54 40  
52 x ..... 73 48 36  
156 x ..... 68 45 32  
260 x ..... 63 42 28  
312 x ..... 50 40 25

**10. SPECIAL FEATURES**  
NEWS/WEATHER/FARM NEWS  
Flat ..... 1/4 hr 10 min 5 min  
10.00 7.50 5.00

KHQ-FM

1966

SPOKANE

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 7031 7.00  
KHQ, Inc., Box 8088, 4202 S. Regal St., Spokane, Wash. 99203. Phone 509-534-0511. TWX 510-773-1830.

See affiliated AM station for additional information.

**STATION'S PROGRAMMING DESCRIPTION**  
KHQ-FM: Programmed for young adults.  
MUSIC: contemporary format. NEWS: at :40 every other hour through the day. COMMERCIAL POLICY: 4 2-minute commercial segments per hour. Contact Representative for further details. Rec'd 8/19/74.

**3. FACILITIES**  
ERP 47,000 w.; 98.1 mc. Stereo.  
Operating schedule: 6 am-midnight. PST.  
Antenna ht.: 2,150 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
Sold in combination with KHQ. See that listing for rates.

### TIME RATES

No. 4 Eff 3/1/73—Rec'd 6/26/74.  
AA—Mon thru Sun 3 pm-midnight.  
A—Mon thru Sun 6 am-3 pm.

**6. SPOT ANNOUNCEMENTS**

	6 ti	12 ti	18 ti	24 ti
AA	16	15	14	13
A	13	12	11	10

30 sec/less: 80% of 1-min.  
RON: Flat, 8.00.

KJRB

1947

SPOKANE

NAB

Subscriber to the NAB Radio Code

Media Code 4 249 7125 7.00  
Kay Smith Enterprises, Box 8007, 57th & Helena, Spokane, Wash. 99203. Phone 509-535-8861.

**1. PERSONNEL**  
General Manager—Lester M. Smith.  
Station Manager—Daniel A. Doelman.  
Program Director—Steve West.

**2. REPRESENTATIVES**  
McGavren-Guild, Inc.

**3. FACILITIES**  
5,000 w.; 790 kc. Directional—night only.  
Operating schedule: 24 hours daily. PST.

**4. AGENCY COMMISSION**  
15/0.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c.  
Basic Rates: 20a, 22b, 23a, 24b, 26b, 29a.  
Contracts: 40a, 46.  
Comb.: Cont. Discounts: 60k, 61b, 62b, 62e.  
Cancellation: 71a.  
AMiliated with American Contemporary Network.

**TIME RATES**  
No. 6 Eff 2/1/72—Rec'd 2/11/72.  
AA—Mon thru Fri 6-10 am & 3-7 pm; Sat 9 am-7 pm.  
A—Mon thru Fri 7-9 pm; Mon thru Fri 10 am-3 pm; Sat 6-9 am; Sun 6 am-7 pm.  
B—Mon thru Sun 9 pm-1 am.

**6. SPOT ANNOUNCEMENTS**

	AA	A	B	AA	A	B
PER WK:	34	27	18	27	22	13
6 ti	32	26	15	26	21	13
12 ti	31	25	13	25	20	10
18 ti	29	23	12	23	18	9

10 sec: 60% of 1-min.  
All spots combine for frequency.

**7. PACKAGE PLANS**

	12 ti	18 ti	24 ti
PER WK:	27	26	24
1 min.	27		



**KSPQ**  
1921  
**SPOKANE**  
**RAB**

Media Code 4 249 7505 0.00  
Radio Spokane, Inc., 608 Columbia Bldg., Spokane, Wash. 99204. Phone 509-838-4288.  
**STATION'S PROGRAMMING DESCRIPTION**  
KSPQ: Programmed for adults & young adults. MUSIC: modern C & W 5 AIR PERSONALITIES handle all segments. Contests, road reports, weather, school activities & lunch menus. NEWS: 3-min at :15 community oriented; network at :45; local sports at :35 weekends alternating every other hour with 3-1/2 min of network sports coverage. Open line phone 8-11 am. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b. Basic Rates: 20a, 21a, 22a, 23a, 24b, 28a, 28c, 29a, 32b, 33b.  
Contracts: 40c, 41, 44b, 45, 46, 47c, 48, 49, 51a. Comb.: Cont. Discounts: 60b, 60c, 61c, 62d. Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network. Affiliated with ATA Radio Network.

**1. PERSONNEL**  
President—Richard B. Wheeler.  
General Manager—Robert J. Flynn.  
Sales Manager—Rich Newman.  
**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Seattle, Portland—The Tacher Company.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 24 hours daily. PST.  
**4. AGENCY COMMISSION**  
15/0 time and talent; 10th of month following.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20a, 21a, 22a, 23a, 24b, 28a, 28c, 29a, 32b, 33b.  
Contracts: 40c, 43, 44a, 45, 46, 47c, 48, 49, 51a. Comb.: Cont. Discounts: 60b, 60c, 61c, 62d. Cancellation: 70a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network. Affiliated with ATA Radio Network.

**TIME RATES**  
ET 11/17/73—Rec'd 11/12/73  
AA—Mon thru Sat 6-9 am; Mon thru Fri 3:30-6:30 pm.  
A—Mon thru Sat 9 am-midnight.

**6. SPOT ANNOUNCEMENTS**  
**CLASS AA**  
PER WK: 1 min. 6 12 18 24 30  
30 sec. 14 20 26 32 38  
10 sec. 13 19 25 31 37  
**CLASS A**  
PER WK: 1 min. 12 18 24 30 36  
30 sec. 11 17 23 29 35  
10 sec. 11 17 23 29 35

**7. PACKAGE PLANS**  
**COUNTRY AUDIENCE PLAN**  
(1/3 am/pm traffic, 1/3 9 am-3:30 pm, 1/3 6:30 pm-midnight)  
PER WK: 1 6 12 18 24 30  
1 min. 13 12 11 10 9 8  
20/30 sec. 12 11 10 9 8

**KUDY**  
1965  
**SPOKANE**  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 7695 9.00  
Bainier Broadcasting Corp., Box 8022, S. 5106 Palouse Hwy., Spokane, Wash. 99203. Phone 509-535-4781.  
**STATION'S PROGRAMMING DESCRIPTION**  
KUDY: Programmed for adults and young adults. Schedules non-denominational local and national gospel programs and conservative news programs from 6 am-3 pm. Tele/talk show 3-6 pm. Contact Representative for further details. Rec'd 10/2/72.

**1. PERSONNEL**  
President—David M. Jack.  
Operations Manager—Frank Herron.  
**2. REPRESENTATIVES**  
Saravalli/Gates, Inc.  
**3. FACILITIES**  
5,000 w.; 1280 kc. Directional.  
Operating schedule: 6 am-local sunset. PST.  
**4. AGENCY COMMISSION**  
15% time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10f, 11c, 12c, 13c, 14f.  
Basic Rates: 20b, 21a, 22a, 23a.  
Contracts: 40a, 45, 46, 47a.  
Cancellation: 70b.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 5/1/73—Rec'd 5/1/73.  
**6. SPOT ANNOUNCEMENTS**  
PER MO: 10 ti 20 ti 50 ti 100 ti  
1 min. 5.90 5.30 4.00 3.00  
30 sec. 4.75 4.25 3.20 2.40  
10 sec. 3.45 2.65 2.06 1.60

**KXLY**  
1922  
**SPOKANE**  
**RAB**

Media Code 4 249 7790 8.00  
Spokane Radio, Inc., W. 500 Boone Ave., Spokane, Wash. 99201. Phone 509-328-6292. TWX 510-773-1852.  
**STATION'S PROGRAMMING DESCRIPTION**  
KXLY: MUSIC MOR. Personality promotion aimed at 18-49 category. NEWS: at :35 & :25. SPORTS scoreboard 5x per day in drive times. Contact Representative for further details. Rec'd 7/31/74.

**1. PERSONNEL**  
General Manager—Wayne McNulty.  
Sta. & Gen'l Sls. Mgr.—Ed Mahoney.  
Traffic Manager—Lynn La Comb.  
**2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.  
Canada—Radio-Television Representatives, Ltd.

**3. FACILITIES**  
5,000 w.; 920 kc. Non-directional.  
Operating schedule: 5:30-1 am. PST.  
**4. AGENCY COMMISSION**  
15/0 time only.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20a, 21a, 24b, 29a, 33b.  
Contracts: 40a, 41, 44b, 48, 51a.  
Comb.: Cont. Discounts: 60b, 60d, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.  
Contract may be extended for an additional 6 months provided there has been no change in rates. In the event of a rate increase, existing contracts may be renewed for 6 months from the effective date of increase. The rate card in effect on the last day of the 6 months protection period will then apply.  
Affiliated with CBS and Eastman Radio Network.

**TIME RATES**  
No. 22 ET 12/1/69—Rec'd 11/5/69.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm.  
III—Mon thru Sat 7 pm-midnight; Sun all day.

**6. SPOT ANNOUNCEMENTS**  
**SECTION I**  
PER WK: 1 11 12 16 21 24  
1 min. 15.00 13.00 12.00 11.00  
30 sec. 12.00 10.40 9.60 8.80  
10 sec. 7.50 6.50 6.00 5.50  
**SECTION II**  
1 min. 12.00 10.00 9.00 8.00  
30 sec. 9.60 8.00 7.20 6.40  
10 sec. 6.00 5.00 4.50 4.00  
**SECTION III**  
1 min. 10.00 7.00 6.00 5.00  
30 sec. 8.00 5.60 4.80 4.00  
10 sec. 5.00 3.50 3.00 2.50

**7. PACKAGE PLANS**  
**CUME PLANS**  
PER WK, 1 MIN: Ea  
Plan A—30 ti (15I, 15II & III) 7.50  
Plan B—15 ti (7I, 8II & III) 9.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added frequency.

**8. PROGRAM TIME RATES**  
5 min—1/1/2x 1-min.  
**9. SPECIAL FEATURES**  
Newscastrs—1/1/2x 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
**RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

**AM FM COMBINATION**  
**6. SPOT ANNOUNCEMENTS**  
**SECTION I**  
PER WK: 1 11 12 16 21 24  
1 min. 18.00 15.00 14.00 13.00  
30 sec. 14.40 12.80 12.00 11.20  
10 sec. 9.00 8.00 7.50 7.00  
**SECTION II**  
1 min. 15.00 13.00 12.00 11.00  
30 sec. 12.00 10.40 9.60 8.80  
10 sec. 7.50 6.50 6.00 5.50  
**SECTION III**  
1 min. 13.00 10.00 9.00 8.00  
30 sec. 10.40 8.00 7.20 6.40  
10 sec. 6.50 5.00 4.50 4.00

**7. PACKAGE PLANS**  
**CUME PLANS**  
PER WK, 1 MIN: Ea  
Plan A—30 ti (15I, 15II & III) 9.00  
Plan B—15 ti (7I, 8II & III) 11.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
Not combinable with other weekly plans for added frequency.

**8. PROGRAM TIME RATES**  
5 min—1/1/2x 1-min.  
**9. SPECIAL FEATURES**  
Newscastrs—1/1/2 1-min.  
**CONSECUTIVE WEEK DISCOUNT**  
26 wk—5% 52 wk—10%  
**RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid  
Mon-Sun necessary to maintain consec wk advertising.

**KXLY-FM**  
1959  
**SPOKANE**  
**RAB**

Media Code 4 249 7791 6.00  
Spokane Radio, Inc., W. 500 Boone Ave., Spokane, Wash. 99201. Phone 509-328-6292. TWX 510-773-1852.  
See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
KXLY-FM: Programmed for adults and young adults. MUSIC MOR. COMMERCIAL POLICY: limited to 8 minutes per hour, exclusive of newscasts. NEWS: network & local at :60. Contact Representative for further details. Rec'd 11/3/71.

**3. FACILITIES**  
ERP 8,200 w.; 99.9 mc. Stereo.  
Operating schedule: 7-1 am PST.  
Antenna ht.: 4,000 ft. above average terrain.  
**5. GENERAL ADVERTISING** See coded regulations  
TV facilities: KXLY-TV.  
Affiliated with Eastman Radio Network.

**TIME RATES**  
Sold in combination with KXLY. See that listing for rates.

**KXXR** (formerly KDNC) 1962  
**KXXR-FM** (formerly KDNC-FM) 1965  
**SPOKANE**

Media Code 4 249 7838 5.00  
Independent Broadcasting Corp., W. 933 Third Ave., Spokane, Wash. 99204. Phone 509-624-1193.  
**STATION'S PROGRAMMING DESCRIPTION**  
KXXR: Programmed for adults and young adults. MUSIC: general popular with emphasis on album format presented in varied groups of 2 or 3 uninterrupted selections. NEWS: local news on hour; network news at :30; local news, 4 min daytime, 3

min at night. Stock market reports follow network news 9 times each market day. COMMERCIAL POLICY: maximum commercial minutes per hour, 14. Contact Representative for further details. Rec'd 8/12/74.

**1. PERSONNEL**  
General Manager—Edward Kelley.  
General Sales Manager—Don Berry.  
Managing News Editor—Charles Bernard.  
**2. REPRESENTATIVES**  
Saravalli/Gates, Inc.

**3. FACILITIES**  
5,000 w. days; 1440 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
FM-ERP 30,000 w.; 93.7 mc. Stereo.  
Operating schedule: 24 hours daily.  
Antenna ht.: 203 ft. above average terrain.  
Simulcast 6 am-local sunset.

**4. AGENCY COMMISSION**  
15%—bills due 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21a, 22a, 23a, 24b, 25c, 28b, 29a, 32a, 33a.  
Contracts: 40a, 42a, 44b, 47a, 51a.  
Comb.: Cont. Discounts: 61c, 62d.  
Cancellation: 70b, 70c, 71a, 73a.  
Prod. Services: 81.

**TIME RATES**  
No. 7 ET 5/20/74—Rec'd 8/12/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm & 7 pm-midnight;  
Sat & Sun 6 am-midnight.

**6. SPOT ANNOUNCEMENTS**  
PER WK: PER PER PER  
YR: MO: WK: 1 min 30 sec 1 min 30 sec  
50 x 5 ti 13 12 12 11  
100 x 15 ti 12 11 11 10  
150 x 50 ti 25 ti 11 10 10 9  
250 x 100 ti 35 ti 10 9 9 8  
500 x 50 ti 9 8 8 7

**7. PACKAGE PLANS**  
**XX PLAN—1/3 TRAFFIC, 1/3 DAY, 1/3 EVE**  
PER YR: 50x 100x 150x 200x 500x  
PER MO: 5 ti 15 ti 25 ti 35 ti 50 ti  
PER WK: 11.50 10.50 9.50 8.50 7.50  
30 sec: 10.50 9.50 8.50 7.50 6.50

**10. SPECIAL FEATURES**  
**NEWS/FEATURES**  
**CLASS AAA**  
PER YR: 50x 100x 150x 200x 500x  
PER MO: 5 ti 15 ti 25 ti 35 ti 50 ti  
PER WK: 5 ti 15 ti 25 ti 35 ti 50 ti  
5 min. 17.00 16.00 15.00 14.00 13.00  
2-1/2 min. 15.00 14.00 13.00 12.00 11.00  
**CLASS AA**  
5 min. 16.00 15.00 14.00 13.00 12.00  
2-1/2 min. 14.00 13.00 12.00 11.00 10.00  
**XX PLAN—1/3 TRAFFIC, 1/3 DAY, 1/3 EVE**  
5 min. 14.50 13.50 12.50 11.50 10.50  
2-1/2 min. 12.50 11.50 10.50 9.50 8.50

**KZUN**  
1955  
**OPPORTUNITY**  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 7885 6.00  
KZUN, Inc., Box 14029, S. 23 Pines Rd., Spokane, Wash. 99214. Phone 509-924-2400.

**1. PERSONNEL**  
General Manager—Robert L. Swartz.  
Co-Manager—Arthur R. MacKevie.  
Sales Manager—Jack A. Custer.  
**2. REPRESENTATIVES**  
The Sandberg-Glenn Company.  
Seattle, Portland—The Tacher Company.  
**3. FACILITIES**  
1,000 w. days; 630 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
**4. AGENCY COMMISSION**  
15%: 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4c, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14a, 15a, 15b, 15c.  
Basic Rates: 20a, 20b, 21d, 22b, 23a, 23b, 24b, 25a, 26, 27, 28a, 28b, 28c, 29a, 29b, 30.  
Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 50, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60i, 61a, 61b, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80.

**TIME RATES**  
ET 2/1/74—Rec'd 2/15/74.  
**6. SPOT ANNOUNCEMENTS**  
100x 300x 500x 700x 900x 1200x 1500x  
1 min 6.25 5.75 5.50 5.25 5.00 4.75 4.50  
30 sec 5.25 4.75 4.50 4.25 4.00 3.75 3.50  
**7. PACKAGE PLANS**  
10 ti 25 ti 50 ti 100 ti  
1 wk 1 wk 2 wk 4 wk  
30 sec. 49.95 115.00 215.00 399.95

**10. SPECIAL FEATURES**  
5-min news, sports, weather—6 per wk, 3-mo minimum, per mo 155.00. Inc'l 1 1-min spot plus 15-sec open & close.

**KZUN-FM**  
1961  
**OPPORTUNITY**  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 7886 4.00  
KZUN, Inc., Box 14029, S. 23 Pines Rd., Spokane, Wash. 99214. Phone 509-924-2400.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,300 w.; 96.1 mc.  
Operating schedule: 6 am-midnight. PST.  
**TIME RATES**  
ET 2/1/74—Rec'd 2/15/74.  
**6. SPOT ANNOUNCEMENTS**  
PER WK: 10 ti 15 ti 20 ti 25+  
Ea 3.50 3.00 2.75 2.50

SUMNER

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KDFL**  
1965  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 7980 5.00  
Valley Communications Corp., Box 156, Sumner-Dieringer Rd., Sumner, Wash. 99390. Phone 206-863-1560.  
**STATION'S PROGRAMMING DESCRIPTION**  
KDFL: Music of '20s, '30s & '40s

**1. PERSONNEL**  
General Manager—Loren Gallagher.  
**2. REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Hugh Felts & Associates.  
**3. FACILITIES**  
250 w.; 1560 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.  
**4. AGENCY COMMISSION**  
15/0 time and talent; 10th of following month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Western States Radio Empire.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 4/4/74.  
**7. PACKAGE PLANS**  
100 ti in 30 days 3.50 3.00 1.75  
50 ti in 30 days 4.00 3.25 2.25  
1-49 ti in 30 days 4.75 3.75 2.50  
**ANNUAL ANNOUNCEMENT PLAN**  
2400 x 2.50 1.50 1.25  
1200 x 2.75 1.75 1.39  
600 x 3.25 2.25 1.40  
25+ 7 DAY SATURATION—TAP 3.60 3.10 1.85

SUNNYSIDE

Yakima County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**KREW**  
1950  
**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 249 6075 3.00  
Don G. Bennett, Box 149, 7th and Decatur, Sunny side, Wash. 98944. Phone 509-837-2277.  
**STATION'S PROGRAMMING DESCRIPTION**  
KREW: Programmed for adults 6 am-8:30 pm.

**1. PERSONNEL**  
Owner—Don G. Bennett.  
**2. REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Washington, Oregon—Simpson/Reilly & Associates Co.  
Canada—Andy McDermott Sales Ltd.  
**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 6:00 am-10:00 pm. PST  
**4. AGENCY COMMISSION**  
15/0 on net time.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with CBS and KBS.  
Member: Country Music Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 3/1/70—Rec'd 5/11/70.  
**6. SPOT ANNOUNCEMENTS**  
PER YR: 1 min 30 sec 1 min 30 sec  
1 6.00 5.00 500 x 3.70 3.00  
50 5.30 4.10 700 x 3.50 2.8c  
150 x 4.80 3.60 1000 x 3.10 2.40  
250 x 4.30 3.30 1500 x 2.80 2.10  
350 x 3.80 3.10 2000 x 2.40 1.7c  
10 sec: 50% of 1-min.  
Specified time, extra 25%.  
**7. PACKAGE PLANS**  
**COMPLETE AUDIENCE PLANS—ROS**  
PER WK: 1 min 30 sec 1 min 30 sec  
5 ti 26 20 50 ti 170 138  
10 ti 46 36 60 ti 200 160  
15 ti 65 50 70 ti 220 180  
25 ti 98 78 100 ti 280 220  
35 ti 132 100  
**WITHIN 30 DAYS:** 90 ti 180 ti 360 ti  
1 min 325 500 840  
30 sec 240 410 660  
**10. SPECIAL FEATURES**  
News—Corresponding 1-min rate plus 1.00.

TACOMA (3 AM; 3 FM)

Pierce County—Map Location C-3  
See SRDS consumer market map and data at beginning of the State.

**KLAY (FM)**  
1961  
**RAB**

Media Code 4 249 8265 0.00  
Clay, Frank, Huntington, 215 Tacoma Ave., S., Tacoma, Wash. 98402. Phone 206-627-3137.  
**STATION'S PROGRAMMING DESCRIPTION**  
KLAY (FM): MUSIC: general popular 6 am-6 pm; progressive music, jazz, rock & blues 6 pm-4 am.  
**COMMERCIAL POLICY:** commercial breaks consist of spot clusters every 15 minutes. NEWS: 5-min national & local news at :30 & :60, 6-9 am; at :60 9 am-6 pm. Rec'd 8/29/72.

(This listing continued on next page)



# WASHINGTON

## Tacoma—K L A Y (FM)—Continued

**1. PERSONNEL**  
 President—Clay Huntington.  
 Station Manager—Win McCracken.  
 Operations Director—Janet Patiens.

**3. FACILITIES**  
 ERP 25,000 w. (horiz.), 25,000 w. (vert.); 106.1 mc.  
 Stereo.  
 Operating schedule: 6-4 am. PST.  
 Antenna ht.: 425 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% on time only; no cash discount.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3a, 3b, 5, 6a, 8.  
 Rate Protection: 15b.  
 Basic Rates: 23a, 24b, 29a.  
 Contracts: 40a, 45, 46.  
 Cancellation: 70a, 70c, 73a.

**TIME RATES**  
 Eff 11/1/73—Rec'd 11/1/73.

**6. SPOT ANNOUNCEMENTS**  
 ROS: 1 min 45 sec 30 sec 15 sec  
 Ea ..... 4 3 2 1

**8. PROGRAM TIME RATES**  
 FIXED POSITION  
 1 hr 1/2 hr 1/4 hr 10 min 5 min  
 1 x ..... 25.00 20.00 17.50 12.50 10.00  
 200 x ..... 22.50 17.50 15.00 10.00 8.00  
 300 x ..... 20.00 15.00 12.50 8.00 6.00  
 500 x ..... 17.50 12.50 10.00 6.00 5.00  
 1000 x ..... 15.00 10.00 8.00 5.00 4.00

**KMO**

1922

**RAB**

Media Code 4 249 8360 9.00  
 Broadcast House, Inc., Box 1277, Tacoma, Wash.  
 98401. Phone 206-927-1360.

**STATION'S PROGRAMMING DESCRIPTION**  
 KMO: Country and western. NEWS: Constant information. Public affairs. Personalities 24 hours daily. Live coverage of all major sporting events. Remote broadcasts grand openings, etc. Contact Representative for further details. Rec'd 12/3/73.

**1. PERSONNEL**  
 President—Edward A. Wheeler.  
 V.-P. Gen'l & Gen'l Sales Mgr.—James L. Baine.

**2. REPRESENTATIVES**  
 Helcom, Inc.

**3. FACILITIES**  
 5,000 w.: 1360 kc. Non-directional.  
 Operating schedule: 24 hours. PST.

**4. AGENCY COMMISSION**  
 15/0 time only; 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 6, 6a, 7a.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16.  
 Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 25a, 25a, 29a.  
 Contracts: 40a, 41, 44a, 45, 47a, 48, 50, 51b.  
 Comb.: Cont. Discounts: 60a, 60b, 61a, 61a, 62b.  
 Cancellation: 70a, 70c, 71a, 72.  
 Prod. Services: 80, 82.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 9 Eff 3/1/74—Rec'd 4/26/74.

**6. SPOT ANNOUNCEMENTS**  
 6-9 AM & 4-7 PM

**PER YR:** 1x 27x 53x 105x 257x 500-1000  
 1 min ..... 12.00 11.00 10.00 9.00 8.00 7.00  
 30 sec ..... 9.00 8.25 7.50 6.75 6.00 5.25  
 10 sec ..... 6.00 5.50 5.00 4.50 4.00 3.50

9 AM-4 PM  
 1 min ..... 11.00 10.00 9.00 8.00 7.00 6.00  
 30 sec ..... 8.25 7.50 6.75 6.00 5.25 4.50  
 10 sec ..... 5.50 5.00 4.50 4.00 3.50 3.00

7 PM-6 AM  
 1 min ..... 10.00 9.00 8.00 7.00 6.00 5.00  
 30 sec ..... 7.50 6.75 6.00 5.25 4.50 3.75  
 10 sec ..... 5.00 4.50 4.00 3.50 3.00 2.50

**8. PROGRAM TIME RATES**  
 1x 27x 53x 105x 257x 500-1000  
 1 hr ..... 110.00 100.00 90.00 80.00 70.00 60.00  
 1/2 hr ..... 60.00 55.00 50.00 45.00 40.00 35.00  
 1/4 hr ..... 32.50 30.00 27.50 25.00 22.50 20.00  
 10 min ..... 24.00 22.00 20.00 18.00 17.00 15.00  
 5 min ..... 15.00 14.00 13.00 12.00 11.00 10.00

**10. SPECIAL FEATURES**  
 1x 27x 53x 105x 257x 500-1000  
 News ..... 18 15 14 13 12 11  
 Features ..... 14 13 12 11 10 9

**KTAC**

1941



An Entercom Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 249 8455 7.00  
 Entercom, Inc., 2000 Tacoma Mall Office Bldg.,  
 Tacoma, Wash. 98411. Phone 206-473-0085, Seattle  
 phone 206-838-1000.

**STATION'S PROGRAMMING DESCRIPTION**  
 KTAC: Programmed for ages 18-49.  
 7 AIR PERSONALITIES once entire operation.  
 MUSIC: Rock, with current, past & album hits.  
 Request line throughout the day. NEWS: 5 min at  
 :55, 4 man local news department with emphasis on  
 community involvement. SPORTS: Pro, college, high  
 school scores throughout the broadcast day. Contact  
 Representative for further details. Rec'd 10/29/73.

**1. PERSONNEL**  
 Vice-President & General Manager—Jim Nelly.  
 Program Director—Derek Shannon.  
 Chief Engineer—Norman Fish.

**2. REPRESENTATIVES**  
 HR/Stone Radio Representatives, Inc.  
 Seattle, Portland—The Tacher Company.

**3. FACILITIES**  
 10,000 w.: 850 kc. Directional.  
 Operating schedule: 24 hours daily. PST.  
 Partial simulcast operation. Simulcast 7 am-7 pm.  
 For non-simulcast facilities see KTAC-FM.

**4. AGENCY COMMISSION**  
 15/0: 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 1b, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16.  
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 25a,  
 28a, 28c, 29a, 29b, 32a, 32b.  
 Contracts: 40a, 40c, 41, 44a, 44b, 45, 46, 47a, 47c,  
 48, 49, 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60c, 60d, 60e, 60f, 60f, 61a,  
 61b, 62b.  
 Cancellation: 70c, 71a, 73a, 73b.  
 Prod. Services: 80, 81, 82.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 17 Eff 6/1/74—Rec'd 5/3/74.

AAA—Mon thru Fri 6-10 am & 3-7 pm; Sat & Sun  
 10 am-7 pm.  
 AA—Mon thru Fri 10-11 am & 3-4 pm; Sat & Sun 6-10 am.  
 A—Mon thru Sun 7 pm-2 am.

**6. SPOT ANNOUNCEMENTS**  
 CLASS AAA  
 PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti .....  
 PER YR: 50x 100x 250x 500x 1000x  
 1 min ..... 38 35 34 33 32 31  
 30 sec ..... 29 28 27 26 25 24  
 10 sec ..... 22 21 20 19 18 17

CLASS AA  
 1 min ..... 32 31 30 29 28 27  
 30 sec ..... 26 25 24 23 22 21  
 10 sec ..... 19 18 17 16 15 14

CLASS A  
 1 min ..... 28 27 26 25 24 23  
 30 sec ..... 23 22 21 20 19 18  
 10 sec ..... 17 16 15 14 13 12

MON THRU SUN 2-6 AM  
 1 min 30 sec 10 sec  
 Ea ..... 9 7 5  
 Specified, extra 3.00.

**7. PACKAGE PLANS**  
 TAP-1/3AAA, 1/3AA, 1/3A  
 1 min 30 sec 10 sec  
 Plan I, 14 ti ..... 31 25 19  
 Plan II, 21 ti ..... 30 24 18  
 Plan III, 28 ti ..... 29 23 17  
 Plan IV, 35 ti ..... 28 22 16

**8. AM/FM COMBINATION**  
 CLASS A  
 PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti .....  
 PER YR: 50x 100x 250x 500x 1000x  
 1 min ..... 34 33 32 31 30 29  
 30 sec ..... 27 26 25 24 23 22  
 10 sec ..... 20 19 18 17 16 15

MON THRU SUN 2-6 AM  
 1 min 30 sec 10 sec  
 Ea ..... 11 9 7  
 Specified, extra 3.00.

**KTAC-FM**

1964

An Entercom Station  
 Subscriber to the NAB Radio Code  
 Media Code 4 249 8456 5.00  
 Entercom, Inc., 2000 Tacoma Mall Office Bldg.,  
 Tacoma, Wash. 98411. Phone 206-473-0085, Seattle  
 phone 206-838-1000.

**STATION'S PROGRAMMING DESCRIPTION**  
 KTAC-FM: programmed for ages 18-49.  
 5 AIR PERSONALITIES once entire operation.  
 MUSIC: Rock, with current, past & album hits.  
 Requests line throughout day. NEWS: 5 min at :55,  
 local department with emphasis on community in-  
 volvement. SPORTS: Pro, college, high school scores  
 throughout day. Contact Representative for further  
 details. Rec'd 10/29/73.

**3. FACILITIES**  
 ERP 1,000 w. (horiz.), 1,000 w. (vert.); 103.9 mc.  
 Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht.: 680 ft. above average terrain.  
 Partial simulcast operation. Operated separately 7  
 pm-7 am. For simulcast facilities see KTAC.

**5. GENERAL ADVERTISING** See coded regulations  
 Sold in combination with KTAC. See that listing for  
 rates.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 17 Eff 6/1/74—Rec'd 5/3/74.

**6. SPOT ANNOUNCEMENTS**  
 MON THRU SUN 7 PM-2 AM  
 PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti .....  
 PER YR: 50x 100x 250x 500x 1000x  
 1 min ..... 16 15 14 13 12 11  
 30 sec ..... 13 12 11 10 9 8  
 10 sec ..... 10 9 8 7 6 5

MON THRU SUN 2-6 AM  
 1 min 30 sec 10 sec  
 Ea ..... 7 6 4  
 Specified, extra 3.00.

**KTNT**

1952

**PRO** time sales inc.  
**RAB**

Subscriber to the NAB Radio Code  
 Media Code 4 249 8550 5.00  
 Tacoma "News Tribune", 1701 S. 11th St., Box 5200,  
 Tacoma, Wash. 98405. Phone 206-597-8700.

**1. PERSONNEL**  
 Manager—Robert Zerbal.  
 Operations Co-ordinator—Ed Dollar.

**2. REPRESENTATIVES**  
 PRO Time Sales, Inc.  
 Seattle, Portland—Art Moore & Assoc., Inc.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc.  
 Non-directional.  
 Operations Co-ordinator—Ed Dollar.

**4. AGENCY COMMISSION**  
 15/0: 10th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 3d, 4d, 5, 6a, 8.  
 Rate Protection: 10g, 11g, 12g, 13g, 14g.  
 Basic Rates: 20b, 21b, 22a, 23b, 24b, 24c, 25a,  
 29a, 30.  
 Contracts: 40c, 41, 44a, 46, 51b.  
 Comb.: Cont. Discounts: 60d, 60h, 62d.  
 Cancellation: 71a, 72, 73a.  
 Affiliated with 3BBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 No. 18 Eff 2/1/74—Rec'd 2/5/74.

**6. SPOT ANNOUNCEMENTS**  
 CLASS AA  
 1 min ..... 11.50 11.00 10.50 10.00 9.50  
 30 sec ..... 10.00 9.50 9.00 8.50 8.00  
 10 sec ..... 7.50 7.00 6.50 6.00 5.50

CLASS A  
 1 min ..... 10.00 9.50 9.00 8.50 8.00  
 30 sec ..... 9.00 8.50 7.50 7.00 6.50  
 10 sec ..... 6.50 6.00 5.50 5.00 4.50

**7. PACKAGE PLANS**  
 Mon thru Fri 6 am-midnight; Sat & Sun all day:  
 PER WK, ROS: 10 ti 20 ti 30 ti 40 ti 50 ti  
 1 min ..... 8.00 7.50 7.00 6.50 6.00  
 30 sec ..... 7.00 6.50 6.00 5.50 5.00  
 10 sec ..... 5.75 5.50 4.75 4.25 4.00

PER MD, ROS: 100 ti 200 ti  
 1 min ..... 5.75 5.25  
 30 sec ..... 4.75 4.25  
 10 sec ..... 3.75 3.50

**8. PROGRAM TIME RATES**  
 1 hr 1/2 hr 1/4 hr  
 1 x ..... 70.00 50.00 35.00

CONSECUTIVE WEEK DISCOUNT  
 26 wk-10% 52 wk-15%

**10. SPECIAL FEATURES**  
 NEWS  
 1 min ..... 12.50 12.00 11.50 11.00 10.50  
 5-MINUTE NEWS/WEATHER/SPORTS  
 Ea ..... 20.00 19.00 18.00 17.00 16.00

**KTNT-FM**

1948

Media Code 4 249 8551 3.00  
 Tacoma "News Tribune", 1701 S. 11th St., Tacoma,  
 Wash. 98405. Phone 206-597-8700. TWX 206-  
 475-3514.

See affiliated AM station for additional information.

**3. FACILITIES**  
 ERP 10,000 w.; 97.3 mc.  
 Operating schedule: 5:30-2 am. PST.  
 Antenna ht.: above average terrain.  
 Partial simulcast operation. Operated separately 6  
 am-7 pm daily. For simulcast facilities see KTNT.

**TIME RATES**  
 No. 1 Eff 2/1/69—Rec'd 12/2/69.

**7. PACKAGE PLANS**  
 PER MO: 10 ti 25 ti 50 ti 75 ti 100 ti  
 1 min ..... 33.50 30.00 25.50 21.50 17.50  
 30 sec ..... 27.00 23.75 20.00 16.75 13.00  
 PER YR, EA: 104x 156x 208x 312x 424x  
 1 min ..... 3.10 1.95 1.85 1.75 1.65  
 30 sec ..... 1.65 1.45 1.45 1.35 1.25

**STATION BREAKS**  
 Minimum 30 per mo, monthly 1.50

**8. PROGRAM TIME RATES**  
 FIXED  
 1 hr ..... 28.00 26.00 25.00 24.00 23.00 22.00 21.00  
 1/2 hr ..... 23.00 22.00 21.00 20.00 19.00 18.00 17.00  
 1/4 hr ..... 18.00 17.00 16.00 15.00 14.00 13.00 12.00  
 5 min ..... 10.00 9.50 9.00 8.50 8.00 7.50 7.00

**TOPPENISH**  
 Yakima County—Map Location D-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**KENE**  
 1954  
 Subscriber to the NAB Radio Code  
 Media Code 4 249 8645 3.00  
 Radio Broadcasters, Inc., Box 350, Toppenish, Wash.  
 98948. Phone 509-883-3900.  
**STATION'S PROGRAMMING DESCRIPTION**  
 KENE: Contemporary and popular music.

**1. PERSONNEL**  
 General Manager—Chris J. LaLande.

**2. REPRESENTATIVES**  
 The Devney Organization, Inc.  
 Seattle, Portland—Simpson/Reilly & Associates Co.

**3. FACILITIES**  
 1,000 w.: 1490 kc. Non-directional.  
 Operating schedule: 6 am-10 pm. PST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.

**TIME RATES**  
 Eff 3/1/70—Rec'd 2/4/74.

**6. SPOT ANNOUNCEMENTS**  
 PER WK: 1 ti 5 ti 10 ti 15 ti 20 ti 25 ti  
 PER YR: 50x 100x 150x 200x 250x  
 1 min ..... 4.50 4.25 4.00 3.75 3.50 3.25  
 30 sec ..... 3.25 3.05 2.85 2.65 2.45 2.30  
 PER WK: 30 ti 40 ti 50 ti 100 ti  
 PER YR: 300x 400x 500x 1000x 1500x 2000x  
 1 min ..... 3.00 2.75 2.50 2.25 2.00 1.80  
 30 sec ..... 2.15 2.00 1.80 1.60 1.40 1.25

**10. SPECIAL FEATURES**  
 News, 1.00 extra 1-min, Specified times extra 10%.

**VANCOUVER**  
 Clark County—Map Location B-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**See Portland, Ore.**  
 (including Gresham, Hillsboro, Lake  
 Oswego, Oregon City, Ore.; Vancouver,  
 Wash.)

# WALLA WALLA (3AM)

Walla Walla County—Map Location E-4  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**KHIT**

1956

**RAB**

Subscriber to the NAB Radio Code  
 Media Code 4 249 8740 2.00  
 STL Inc., Box 796, Denny Bldg., Walla Walla,  
 Wash. 99362. Phone 509-525-3192.

**STATION'S PROGRAMMING DESCRIPTION**  
 KHIT: MUSIC: Contemporary MOR, 18-49. NEWS:  
 daily local reports at 6:35, 7:35, 8:35 am, noon, 5 &  
 6 pm. Special public affairs conversations with lead-  
 ing citizens and listeners, daily, 8:05, 9:35 am,  
 12:10, 4:35 & 5:35 pm. Seasonal specials, farm fair  
 broadcast, ski reports, college football. Contact Rep-  
 resentative for further details. Rec'd 3/12/74.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Carl S. Tyler.

**2. REPRESENTATIVES**  
 Savalli/Gates, Inc.  
 Denver, Salt Lake—Bob Hix Co., Inc.  
 Seattle, Portland—The Tacher Company.

**3. FACILITIES**  
 1,000 w. days; 1320 kc.  
 Operating schedule: 6 am-local sunset. PST.

**4. AGENCY COMMISSION**  
 15/0.

**5. GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.

**TIME RATES**  
 Eff 5/1/67—Rec'd 5/1/67.

**6. SPOT ANNOUNCEMENTS**  
 1x 30x 150x 300x  
 1 min ..... 6.00 5.50 5.25 4.65  
 30 sec ..... 5.00 4.60 4.20 3.65

**7. PACKAGE PLANS**  
 PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
 1 min ..... 5.80 5.65 5.50 5.35 5.20  
 30 sec ..... 4.90 4.80 4.70 4.60 4.50

**KTEL**  
 1948  
**American Information Network**

Subscriber to the NAB Radio Code  
 Media Code 4 249 8835 0.00  
 Walla Walla Broadcasting Co., Box 948, Book Nook  
 Bldg., Walla Walla, Wash. 99362, Phone 509-525-  
 4103.

**STATION'S PROGRAMMING DESCRIPTION**  
 KTEL: Programmed for adults.  
 6-9 am sports, local & network news. Live garden  
 club program Tues. questions & answers from studio  
 & phone. MOR music. 9 am-noon MOR music pro-  
 grammed for feminine audience. Noon-1 pm local &  
 network news plus special programming. Commentator  
 at 12:30 pm & local sports at 12:25 pm. 1-6 pm  
 network news hourly C & W music. 4-6 pm local  
 & local news, C & W music. 6-11 pm network news  
 & soft rock to hard rock. Contact Representative  
 for further details. Rec'd 4/5/71.

**1. PERSONNEL**  
 Pres. & Gen'l Mgr.—Jack Keating.  
 Sales Manager—David Dirks.  
 Chief Engineer—Raven Roth.

**2. REPRESENTATIVES**  
 Pacific Northwest—Simpson/Reilly & Associates Co.  
 San Francisco, Chicago, New York—The Sandberg-  
 Glenn Company.

**3. FACILITIES**  
 1,000 w. days, 250 w. nights; 1490 kc.  
 Non-directional.  
 Operating schedule: 6:30 am-11 pm Mon thru Sat;  
 8 am-10 pm Sun. PST.

**4. AGENCY COMMISSION**  
 15/0: Time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 22b, 23a, 24a, 25a, 26, 29a.  
 Contracts: 40a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60a, 61a, 61b, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American Information Network.

**TIME RATES**  
 Eff 10/1/67—Rec'd 10/13/67.

**6. SPOT ANNOUNCEMENTS**  
 1x 15x 25x 52x 104x 156x 208x  
 1 min 6.00 5.50 5.00 4.50 4.00 3.50 3.00  
 30 sec 5.50 5.00 4.50 4.00 3.50 3.00 2.50  
 20 sec 70% of 1-min.

**7. PACKAGE PLANS**  
 PER WK: 10 ti 15 ti 20 ti 25 ti  
 1 min ..... 4.50 4.00 3.50 3.00  
 30 sec ..... 4.00 3.50 3.00 2.50

If desired, choice of frequency instead of package rate.

**8. PROGRAM TIME RATES**  
 1x 15x 25x 52x 104x 156x 208x  
 1/2 hr ..... 28.00 27.00 26.00 25.00 24.00 23.00 22.00  
 1/4 hr ..... 19.00 18.50 18.00 17.50 17.00 16.50 16.00  
 5 min ..... 12.00 11.50 11.00 10.50 10.00 9.50 9.00  
 (Q)

**KUJ**  
 1928  
**CBS Radio Network**

Subscriber to the NAB Radio Code  
 Media Code 4 249 8938 9.00  
 VBR Broadcasters, Inc., Box 513, U. S. Hwy. 416  
 and Sudbury Rd., Walla Walla, Wash. 99362.  
 Phone 509-525-1230.

**STATION'S PROGRAMMING DESCRIPTION**  
 KUJ: Programmed for mass appeal.  
 MUSIC: general popular. NEWS: local, network and  
 personalities. SPORTS: high school and college.  
 (This listing continued on next page)



## Walla Walla—K U J—Continued

Minor league team. Farm news, stock reports, county agent reports. Contact Representative for further details. Rec'd 12/21/70.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Vern Russell.
- REPRESENTATIVES**  
Seattle-Portland—Art Moore & Assoc., Inc.  
Midwest, East—The Devney Organization, Inc.  
Western Area—Pacific Broadcast Sales.
- FACILITIES**  
5,000 w.; 1420 kc. Directional—nighttime only. Regional channel.  
Operating schedule: 5:30 am-unlimited. PST.
- AGENCY COMMISSION**  
15% to recognized agencies; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Basic Rates: 20a, 21b, 22a, 23a, 24b, 25a, 26, 28b, 28c, 29a.  
Contracts: 40a, 41, 42a, 43, 45, 46, 47a, 48, 49, 51b, 51c.  
Comb.; Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 80.  
Affiliated with CBS.

### TIME RATES

No. 16 ET 1/1/68—Rec'd 1/9/68.

- SPOT ANNOUNCEMENTS**  
CLASS AA-6-9 AM & 4:30-6:30 PM  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
PER YR: 78x 520x 312x 156x 52x  
1 min: 5.50 5.75 6.00 6.50 6.75 7.00  
30 sec: 4.80 4.80 5.00 5.40 5.60 5.80  
10 sec: 60% of 1-min.
- PACKAGE PLANS**  
ROS  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min: 6.50 6.45 6.30 6.15 6.00  
30 sec: 5.50 5.45 5.30 5.15 5.00
- PROGRAM TIME RATES**  
1x 13x 26x 52x 104x 156x  
1/2 hr: 36.00 34.20 32.40 30.60 28.80 27.00  
1/4 hr: 24.00 22.60 21.60 20.40 19.20 18.00  
5 min: 15.00 14.25 13.50 12.75 12.00 11.25

## WENATCHEE (3 AM; 1 FM)

Chelan County—Map Location D-2  
See SRDS consumer market map and data at beginning of the State.

## KMEL

1948

Subscriber to the NAB Radio Code

Media Code 4 249 9025 7.00  
Frontier Broadcasting Co. of Wash., Box 638, Wenatchee, Wash. 98801. Phone 509-662-7135.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Craig Lawrence, Jr.  
Secretary-Treasurer—D. F. Lawrence.  
Program Director—Don Bernier.
- REPRESENTATIVES**  
Jack Masia & Co., Inc.  
Seattle, Portland—The Tacher Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. PST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.; Cont. Discounts: 60a, 60k, 61a, 61b, 61c, 62h.  
Cancellation: 70a, 70c, 71a.  
Member: Western States Radio Empire.

### TIME RATES

ET 4/1/74—Rec'd 4/1/74.

- SPOT ANNOUNCEMENTS**  
CLASS AA-6-9 AM & 4:30-6:30 PM  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
PER YR: 78x 520x 312x 156x 52x  
1 min: 5.50 5.75 6.00 6.50 6.75 7.00  
30 sec: 4.80 4.80 5.00 5.40 5.60 5.80  
10 sec: 60% of 1-min.
- PACKAGE PLANS**  
TOTAL AUDIENCE PLAN  
PER WK: 50 ti 40 ti 30 ti 20 ti 10 ti  
PER YR: 78x 520x 312x 156x 52x  
1 min: 4.75 5.00 5.50 5.75 6.00 6.50  
30 sec: 4.00 4.20 4.60 4.80 5.00 5.40  
10 sec: 60% of 1-min.

## KPQ

1929

Bernard Howard & Co., Inc.



Media Code 4 249 9120 6.00  
Westcoast Broadcasting Co., Box 159, 32 N. Mission, Wenatchee, Wash. 98801. Phone 509-663-5121.

- STATION'S PROGRAMMING DESCRIPTION**  
KIQ: programmed for young adults & adults.  
MUSIC: general popular, 2 mobile news units, 40% air time news, sports & commentary. NEWS: emphasis on local & regional. Station editorializes daily & stress local & community service. RELIGION: Sun am. SPORTS: seasonal play-by-play city & area high schools, college, U & Pro events. Contact Representative for further details. Rec'd 6/3/74.
- PERSONNEL**  
General Manager—Jim Wallace, Jr.  
Operations Manager—Ron Ruhser.  
General Sales Manager—Dave Sands.
  - REPRESENTATIVES**  
Bernard Howard & Co., Inc.  
Seattle, Portland—Simpson/Reilly & Associates Co.

## 3. FACILITIES

5,000 w.; 580 kc. Directional—nighttime only.  
Operating schedule: 24 hours daily. PST.

## 4. AGENCY COMMISSION

15/0; 15th of following month.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21b, 22b, 23a, 28b, 29a.  
Contracts: 40a, 41, 44a, 45, 46, 47c, 48, 49, 51a.  
Comb.; Cont. Discounts: 60b, 60f, 62b, 62d.  
Cancellation: 70c, 70e, 71a, 72.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

### TIME RATES

ET 1/1/73—Rec'd 12/4/72.

AAA—Mon thru Fri 6:30-8 am, 8:30-9 am, 11:45 am-1 pm, 5-5:45 pm, 6-6:45 pm, 8-11 pm; Sat 7:30-8 am & noon-12:30 pm. (Includes News production charge.)  
AA—Mon thru Fri 5:30-9 am, 4-8:45 pm, 11-11:30 pm; Sat 6:30-9 am & 4-8:30 pm; Sun 6:30-8 am, noon-1 pm, 4-6:30 pm. (Except AAA News times.)  
A—Mon thru Fri midnight-12:30 am, 5-5:30 am, 9-11:45 am, 1-4 pm, 6-6:45 pm, 11:30 pm-midnight; Sat 5-6:30 am, 9 am-noon, 12:30-4 pm; Sun 6-6:30 am, 8 am-noon, 1-4 pm.  
B—Mon thru Fri 12:30-5 am; Sat 12:30-5 am & 6:30 pm-midnight; Sun midnight-6 am & 6:30 pm-midnight.

## 6. SPOT ANNOUNCEMENTS

PER WK:	30 ti	24 ti	18 ti	12 ti	1 ti
PER YR:	300x	180x	120x	60x	1x
1 min:	9.40	10.55	11.75	12.90	15.00
30 sec:	7.50	8.55	9.40	10.30	12.00

PER WK:	PER YR:	1 min 30 sec	1 min 30 sec
90 ti	2000 x	5.85	4.70
78 ti	1500 x	6.25	5.00
66 ti	1000 x	6.80	5.25
54 ti	730 x	7.05	5.55
42 ti	525 x	7.45	5.85
36 ti	420 x	7.80	6.15
30 ti	300 x	8.25	6.50
24 ti	180 x	8.85	6.90
18 ti	120 x	9.45	7.40
12 ti	60 x	10.15	7.90
1 ti	1 x	11.00	8.50

1 min 30 sec: 3.50 2.35  
10 sec: 60% of 1-min.

## 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr  
5 min: 2x 1-min. 120 60 30

## 10. SPECIAL FEATURES

News—applicable AAA rate plus 1.00.  
5-min News—over 300 ti in AAA plus 1.00.  
(Q)

## KPQ-FM

1987

Media Code 4 249 9121 4.00  
Westcoast Broadcasting Co., KIQ Radio Center Bldg., Box 159, 32 N. Mission, Wenatchee, Wash. 98801. Phone 509-663-5121.  
See affiliated AM station for additional information.

## STATION'S PROGRAMMING DESCRIPTION

KIQ-FM: Programmed for mass appeal.  
MUSIC: generally recognizable, mostly by chorus, ensembles & orchestras including showtunes. NEWS: at :15. COMMERCIAL POLICY: 8 per hour. Contact Representative for further details. Rec'd 12/20/71.

## 5. FACILITIES

ERP 35,000 w. (horiz.), 33,000 w. (vert.); 102.1 mc. Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 7,000 ft. above average terrain.

## 6. GENERAL ADVERTISING

See coded regulations, Affiliated with American FM Network.

### TIME RATES

ET 9/1/68—Rec'd 8/21/68.

PER WK:	60x	120x	180x	300x	420x	525x	730x
PER YR:	12 ti	18 ti	24 ti	30 ti	36 ti	42 ti	84 ti
1 min:	8.00	7.50	7.00	6.50	6.00	5.50	5.00
30 sec:	6.00	5.75	5.25	4.90	4.50	4.10	3.75
10 sec:	60% of 1-min.						

(Q)

## KUEN

1956

Subscriber to the NAB Radio Code  
Media Code 4 249 9215 4.00  
KUEN, Inc., Box 79, Wenatchee, Wash. 98801. Phone 509-663-5186.  
Seattle office: 2108 Seattle Tower, Seattle, Wash. 98101.

## STATION'S PROGRAMMING DESCRIPTION

KUEN: Modern Country format.

- PERSONNEL**  
General Manager—Howard Curtis.
- REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Seattle, Tacoma, Portland—Art Moore & Assoc., Inc.
- FACILITIES**  
1,000 w. days; 900 kc. Non-directional.  
Operating schedule: 6 am-local sunset. PST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contracts with exceptions. Affiliated with CBS and KDS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 10/1/73—Rec'd 10/4/73.

## 7. PACKAGE PLANS

PER YR:	PER WK:	1 min	30 sec	10 sec
50 x	1 ti	6.00	5.00	3.25
100 x	10 ti	5.75	4.75	3.00
150 x	15 ti	5.25	4.25	2.75
200 x	20 ti	4.75	3.75	2.50
250 x	25 ti	4.25	3.25	2.25
300 x	30 ti	3.75	3.00	2.00
500 x	50 ti	3.25	2.75	1.75
750 x	75 ti	3.00	2.50	1.60
1000 x	100 ti	2.75	2.25	1.40

(\*) Special End Rates.

## 10. SPECIAL FEATURES

News—extra 1.00 per spot.

## YAKIMA (5 AM; 3 FM)

Yakima County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

## RADIO MARKET ESTIMATOR

Table reports one minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10am)	Daytime (10am-3pm)	Afternoon Traffic (3-7pm)	Evening (7pm-midnight)
A	11	7	10	7
B	7	7	7	6
C	6	6	6	4
D	6	6	6	3
AVERAGE	8	7	8	5

## KAAR (FM)

1971

Media Code 4 249 9260 0.00  
Marinac Broadcasting Co., Box 2795, 508 W. E. St., Yakima, Wash. 98902. Phone 509-248-1041.

## STATION'S PROGRAMMING DESCRIPTION

KAAR (FM): MUSIC: Folk & Country. Contact Representative for further details. Rec'd 9/29/71.

## 1. PERSONNEL

Co-owners—George O. DeWitz & John E. Grant.  
General Manager—Fred J. Therkelsen.  
Program Director—Dennis Bell.

## 2. REPRESENTATIVES

Pilo Time Sales, Inc.  
Los Angeles—B W Broadcast Sales.

## 3. FACILITIES

ERP 61,500 w. (horiz.), 61,500 w. (vert.); 104.1 mc Stereo.  
Operating schedule: 24 hours daily. PST.  
Antenna ht.: 2,250 ft. above average terrain.

## 4. AGENCY COMMISSION

15/0 time only.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 15a, 15b, 15d.  
Basic Rates: 20a, 21b, 21d, 22a, 24c, 25c, 26, 28a, 28c, 29a, 32.  
Contracts: 40c, 43, 44b, 51a, 51b.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 62d.  
Cancellation: 70e, 71b, 72, 73a, 73b.  
Prod. Services: 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 9/29/71—Rec'd 9/29/71.

## 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti
1 wk:	5.50	5.25	5.00	4.75	4.50	4.25	4.00
4 wk:	5.00	4.75	4.50	4.25	4.00	3.75	3.50
13 wk:	4.50	4.25	4.00	3.75	3.50	3.25	3.00
26 wk:	4.00	3.75	3.50	3.25	3.00	2.75	2.50
52 wk:	3.50	3.25	3.00	2.75	2.50	2.25	2.00

20 sec: 75% of 1-min. 10 sec: 50% of 1-min.

## 7. PACKAGE PLANS

BUSINESS BUILDER PACKAGE  
PER WK, EA: 1 min 30 sec 10 sec  
40 ti 3.50 2.75 2.00

## CONTINUOUS BUSINESS FLOW

PER MO, EA: 3.25 2.50 1.75

## BUSINESS REGULATOR

PER YR, EA: 2.50 2.00 1.50

## 8. PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr 5 min  
1 x 40 25 15 10

## DISCOUNT

13x—10% 26x—15% 52x—20% 104x—25%

## 10. SPECIAL FEATURES

Headlines at :55, extra 1.00.

## KBBO

1947

Media Code 4 249 9310 3.00  
Yakima Broadcasting Co., Box 173, Fair St. & Mead Ave., Yakima, Wash. 98901. Phone 509-248-1390.

## 1. PERSONNEL

General Manager—Arvid A. Erickson.  
Program Director—Al Cherry.  
Sales Manager—Lou Gillespie.

## 3. FACILITIES

1,000 w. days, 500 w. nights; 1390 kc.  
Directional—night only.  
Operating schedule: 8:00 am-11:00 pm. PST.

## 4. AGENCY COMMISSION

15% on net time.

## 5. GENERAL ADVERTISING

See coded regulations  
General: 2b, 3a, 3b, 3d, 4b, 4d, 5, 6a.  
Rate Protection: 10e, 11e, 12e, 14e, 15e.  
Basic Rates: 20b, 21c, 22a, 24c, 25c, 28a, 28c, 29b.  
Contracts: 42a, 43, 44a, 45, 47a, 48, 51a, 51b.

## WASHINGTON

Comb.; Cont. Discounts: 60b, 60c, 61b.  
Cancellation: 70a, 70c, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with MBS.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 1/1/74—Rec'd 1/7/74.

SPOT ANNOUNCEMENTS	PER MO:	1 min	30 sec	15 sec	100 ti
1 min:	3.00	2.80	2.50	2.25	1.95
30 sec:	2.25	2.10	1.90	1.65	1.45
15 sec:	1.50	1.40	1.25	1.10	.95

Guaranteed times, extra 10%.

### CONTRACT DISCOUNT

13 wk—10% 52 wk—15%

## KFFM (FM)

1970

Media Code 4 249 9405 1.00  
Northwest Broadcasting Co., Inc., Box 1460, Yakima, Wash. 98907. Phone 5

# WASHINGTON

## Yokimo—KIT—Continued

Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51c.  
 Comb.: Cont. Discounts: 60a, 60b, 60d, 60e, 60f, 60i, 61c, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a.  
 Prod. Services: 80, 81, 82.  
 AA—Mon thru Sat 6-10 am.  
 Rates subject to change without notice.  
 Rate protection to anniversary date of contract.  
 Affiliated with American Information Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
 No. 42 Eff 6/1/73—Rec'd 5/2/73.

AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat noon-1 pm & 4-7 pm.  
 A—Mon thru Sat 10 am-noon, 1-4 pm & 7 pm-midnight; Sun all day.

### 6. SPOT ANNOUNCEMENTS

CLASS AAA		1 min	30 sec	10 sec
PER WK:	PER YR:			
10 ti	1 x	10.55	8.95	6.80
15 ti	50 x	10.00	8.45	6.50
20 ti	100 x	9.45	8.05	6.15
25 ti	200 x	8.95	7.65	5.80
30 ti	250 x	8.40	7.15	5.45
35 ti	500 x	7.90	6.70	5.10
40 ti	750 x	7.35	6.25	4.80
50 ti	1000 x	6.80	5.75	4.45
70 ti	1500 x	6.35	5.40	4.05
100 ti	2000 x	5.80	4.95	3.75

### CLASS AA

10 ti	1 x	9.60	8.15	6.20
15 ti	50 x	9.10	7.70	5.90
20 ti	100 x	8.60	7.30	5.60
25 ti	200 x	8.15	6.95	5.25
30 ti	250 x	7.65	6.50	4.95
35 ti	500 x	7.20	6.10	4.65
40 ti	750 x	6.70	5.70	4.35
50 ti	1000 x	6.20	5.25	4.05
70 ti	1500 x	5.75	4.90	3.70
100 ti	2000 x	5.25	4.50	3.40

### CLASS A

10 ti	1 x	6.60	5.60	4.25
15 ti	50 x	6.25	5.30	4.05
20 ti	100 x	5.95	5.05	3.85
25 ti	200 x	5.60	4.80	3.60
30 ti	250 x	5.25	4.50	3.40
35 ti	500 x	4.95	4.15	3.20
40 ti	750 x	4.60	3.90	3.00
50 ti	1000 x	4.25	3.65	2.80
70 ti	1500 x	3.95	3.35	2.60
100 ti	2000 x	3.65	3.05	2.35

### 7. PACKAGE PLANS

SATURATION—1/3AAA, 1/3AA, 1/3A		1 min	30 sec	10 sec
WITHIN 30 DAYS, EA:				
150 ti		4.95	4.00	3.30
300 ti		4.00	3.30	2.60
450 ti		3.35	2.75	2.15

(\*) When available.

### 8. PROGRAM TIME RATES

1/4 HOUR		1x	25x	50x	150x	250x	350x	500x	750x
AAA	24.00	22.80	21.60	20.40	19.20	18.00	16.80	15.60	14.40
AA	19.00	18.05	17.10	16.15	15.20	14.25	13.30	12.35	11.40
A	17.00	16.15	15.30	14.45	13.60	12.75	11.90	11.00	10.10
10 MINUTES									
AAA	20.00	19.00	18.00	17.00	16.00	15.00	14.00	13.00	12.00
AA	16.00	15.20	14.40	13.60	12.80	12.00	11.20	10.40	9.60
A	14.00	13.30	12.60	11.90	11.20	10.50	9.80	9.00	8.20
5 MINUTES									
AAA	16.00	15.20	14.40	13.60	12.80	12.00	11.20	10.40	9.60
AA	13.00	12.35	11.70	11.05	10.40	9.75	9.10	8.45	7.80
A	11.00	10.45	9.90	9.35	8.80	8.25	7.70	7.15	6.60

CAPSULE		1x	25x	50x	150x	250x	350x	500x	750x
AAA	12.70	11.40	10.80	10.20	9.60	9.00	8.40	7.80	7.20
AA	10.00	9.50	9.00	8.50	8.00	7.50	7.00	6.50	6.00
A	8.00	7.60	7.20	6.80	6.40	6.00	5.60	5.20	4.80

### 10. SPECIAL FEATURES

Nightwatch—Midnight-6 am, 50% of A rates.  
 Religious programs:  
 1/4 hr. \_\_\_\_\_ 20 1/2 hr. \_\_\_\_\_ 30

## KIT-FM

1968



Media Code 4 249 9501 7.00

Goetz Enterprises, Inc., Box 1222, 114 S. 4th St., Yakima, Wash. 98901. Phone 509-457-8115.

See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

KIT-FM: Programmed for all ages.  
 MUSIC: show tunes, strings, orchestrations, middle-of-the-road 9 am-12M. NEWS: local every hour; network news at 11; newblocks simulcast with network news at 11; sports, college games.  
 KIT-AM, SPORTS: local games, college games.  
 Contact Representative for further details. Rec'd 6/10/70.

### 3. FACILITIES

ERP 25,000 w.; 94.5 mc. Stereo.  
 Operating schedule: 24 hours daily. PST.  
 Antenna ht. \_\_\_\_\_

5. GENERAL ADVERTISING See coded regulations  
 Affiliated with American FM Network.

### TIME RATES

No. 2 Eff 9/15/72—Rec'd 10/2/72.

6. SPOT ANNOUNCEMENTS		1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
Per wk		2.50	2.00	1.90	1.80	1.70	1.60
Per wk		1.50	1.40	1.30	1.20	1.10	1.00

Specified times, extra 10%.

### DISCOUNT

52 wk—10%

## KMWX

1944



Subscriber to the NAB Radio Code  
 Media Code 4 249 9600 7.00

Northwest Broadcasting Co., Inc., Box 1460, 4th St. & Lincoln Ave., Yakima, Wash. 98907. Phone 509-248-1460.

### STATION'S PROGRAMMING DESCRIPTION

KMWX: Programmed for young adults, 18-45, and teens.  
 MUSIC 70%: 5 am-7 pm, featuring jazz oriented, middle-of-the-road, showtunes, and comedy. AIR PERSONALITIES handle all segments featuring interviews, audience participation contests, remote broadcasts. ENTERTAINMENT: 7 pm-12M, featuring air personalities, rock, folk rock music, quizzes, FARM: news, county agent, market report, farm bureau. NEWS: network, world, national, special events, local and regional 3 min every hour, news broadcasts at 8:45 am, noon, 9 pm, stock market, school reports, on-the-spot reports, 4 man staff, 3 mobile units. SPORTS: coverage of all local games and events, college games, network sports events, sports news every hour. Contact Representative for further details. Rec'd 8/21/67.

### 1. PERSONNEL

Manager—Monte O. DeVon.

### 2. REPRESENTATIVES

Jack Masla & Co., Inc.  
 Portland & Seattle—Art Moore & Assoc., Inc.

### 5. FACILITIES

5,000 w.; 1440 kc. Directional—nights only.  
 Operating schedule: 24 hours daily. PST.

### 4. AGENCY COMMISSION

15% on station time only.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
 Rate Protection: 10d, 11d, 12d, 13d, 14d, 15a.  
 Basic Rates: 20a, 21a, 21b, 21c, 21d, 22b, 24b, 25a, 25b, 25c, 29a, 30, 32b, 33b.  
 Contracts: 40a, 41, 44a, 44b, 45, 46, 47a, 48, 51b.  
 Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60f, 60i, 61c, 62c, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 81, 82.  
 FM facilities: KFFM (FM).  
 Affiliated with NBC.

### TIME RATES

ET 1/1/70—Rec'd 11/24/69.

### 7. PACKAGE PLANS

PER WK:		PER YR:	1 min	30 sec	10 sec
5 ti	1 x		6.00	5.00	4.00
10 ti	50 x		5.75	4.75	3.75
15 ti	100 x		5.50	4.50	3.50
20 ti	150 x		5.25	4.25	3.25
25 ti	200 x		5.00	4.00	3.00
30 ti	250 x		4.75	3.75	2.75
40 ti	400 x		4.50	3.50	2.50
50 ti	500 x		4.25	3.25	2.25
100 ti	1000 x		3.75	2.75	1.75

(\*) ROS

(†) Preferred position rates other than Drive times.

(‡) Special end rate.

### SPECIFIED DRIVE TIMES

6-9 am, noon-1 pm, 4-7 pm, per spot, extra. \_\_\_\_\_ 1.00

### 5. PROGRAM TIME RATES

1/2 hr. \_\_\_\_\_ 40.00  
 1/4 hr: 80% of 1/2 hour. 5 min: 40% of 1/2 hour.  
 10 min—50% of 1/2 hour.

### DISCOUNTS

13x—5% 52x—15% 260x—25%

26x—10% 104x—20%

KMWX/KONA, TRI-CITIES, COMBINATION  
 25 spots on KMWX and 25 spots on KONA, during the same week, will earn the 50-time rate on each station.

## KQOT

1962

Media Code 4 249 9690 8.00

KQOT, Inc., Box 1194, Yakima, Wash. 98901. Phone 509-248-4643.

Studio: 16th and Hartford Rd., Yakima, Wash.

### STATION'S PROGRAMMING DESCRIPTION

KQOT: MUSIC: Rock or Top 40. Contact Representative for further details. Rec'd 2/5/70.

### 1. PERSONNEL

General Manager—Robert R. Moore.

Assistant Manager—Dorothy McCue.

### 2. REPRESENTATIVES

The Sandleberg-Glenn Company.  
 Seattle, Portland—Broadcast Northwest.

### 3. FACILITIES

1,000 w.; 930 kc. Non-directional.

Operating schedule: 6 am-local sunset. PST.

### 4. AGENCY COMMISSION

15% on time only; no cash discount.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4c, 5, 6b, 8.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
 Basic Rates: 20a, 21a, 22a, 23b, 24b, 25a, 25b, 29a-29c.

Contracts: 40a, 44a, 45, 46, 47a, 49, 51a.

Comb.: Cont. Discounts: 60b, 60i, 61a.

Cancellation: 71a, 73a.

Prod. Services: 80, 81, 82.

Affiliated with American Contemporary Network.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET \_\_\_\_\_ Rec'd 7/9/73.

### 6. SPOT ANNOUNCEMENTS

PER YR:		1x	13x	26x	52x	78x	100x
1 min		5.50	5.25	5.00	4.75	4.50	4.25
30 sec		4.50	4.25	4.00	3.75	3.50	3.25
1 min		158x	312x	624x	1000x	2000x	
1 min		4.00	3.75	3.50	2.75	2.25	
30 sec		3.00	2.50	2.00	1.80	1.75	

### 7. PACKAGE PLANS

PER MO:		30 ti	50 ti	60 ti	90 ti	150 ti	300 ti
1 min		3.50	3.35	3.00	2.75	2.65	2.25
30 sec		2.70	2.50	2.30	2.00	1.85	1.75
WK:		10 ti	15 ti	20 ti	25 ti	30 ti	35 ti
		3.50	3.25	3.15	3.10	3.00	2.90
		3.00	2.90	2.80	2.70	2.60	2.50
		2.40	2.30	2.20	2.10	2.00	1.90
PER DAY:		5 ti	10 ti	20 ti			
1 min		3.50	3.15	2.80			
30 sec		3.00	2.80	2.40			

### 8. PROGRAM TIME RATES

YR: 1x 13x 26x 52x 78x 100x 158x 312x

5 mi- 10.00 7.50 7.00 6.50 6.00 5.75 5.50 5.00

## KUTI

1954



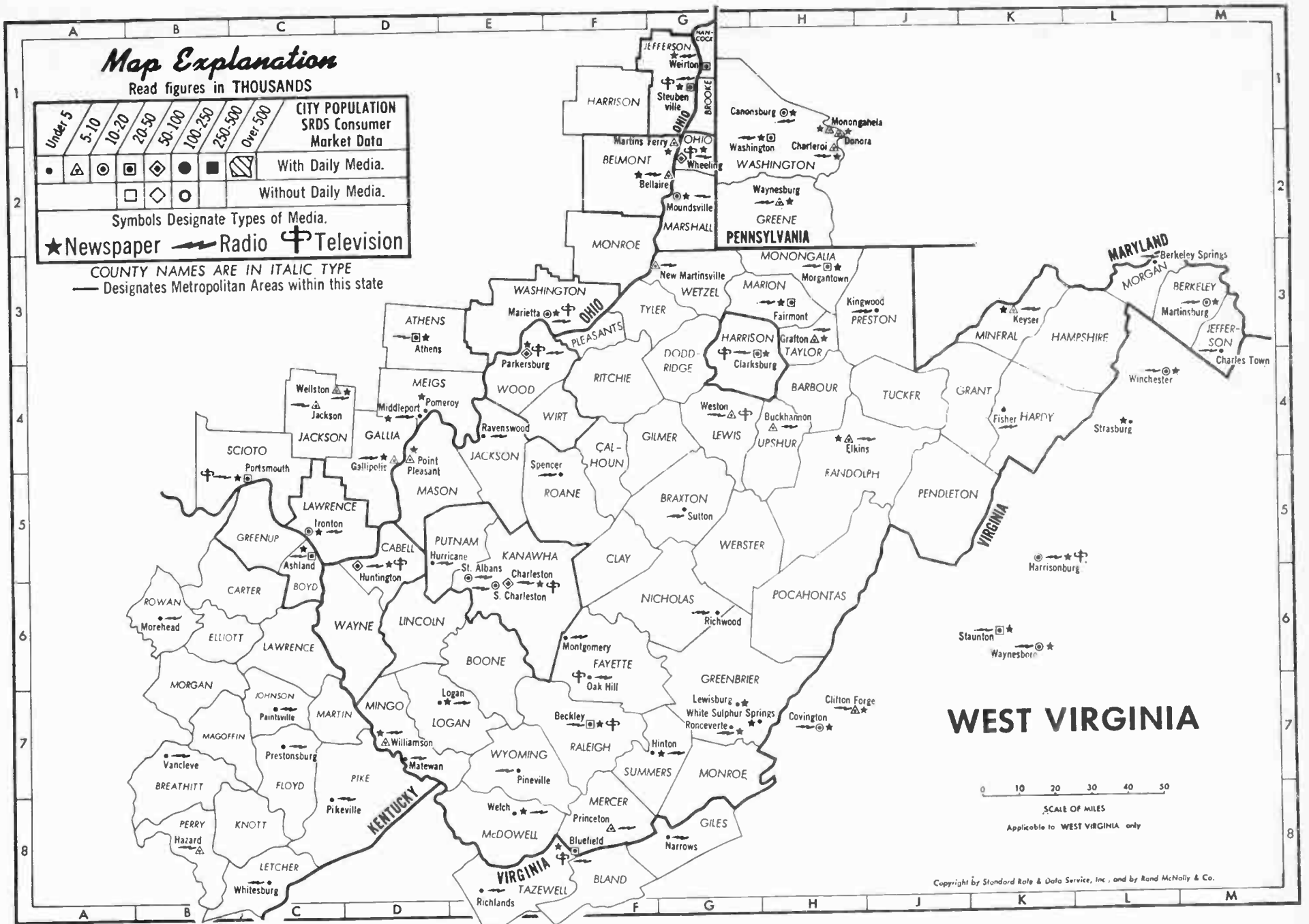
Subscriber to the NAB Radio Code

Media Code 4 249 9785 6.00  
 KUTI Communicators, Inc., Box 261, 316 Rutterfield Rd., Yakima, Wash. 98901. Phone 509-248-2900.

### 1. PERSONNEL

General Manager—Don Heinlen.





**WEST VIRGINIA**  
**ADDITIONAL**  
**DAILY MEDIA CITIES**  
**NOT SHOWN ON STATE MAP**  
 Radio  
 Milton—Cabell County

**Negro Population Data**

(January 1, 1974)

STATE TOTAL	59,735	Parkersburg	1,343
METRO AREAS	12,966	Marietta	6,888
Charleston	1,032	Steubenville	3,604
Clarksburg		Weirton	32,769
Huntington		Wheeling	
Ashland	6,936	Total Metros.	

**'74**  
**MARKET**  
**DATA**

**IN**  
**THIS**  
**ISSUE**

# WEST VIRGINIA

# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Beckley—Raleigh Bluefield—Mercer		Charleston—Kanawha Clarksburg—Harrison		Fairmont—Marion		Huntington—Cabell		Morgantown—Monongalia		Parkersburg—Wood		Weirton—Hancock		Wheeling—Ohio										
ESTIMATES FOR:	STATE	Consumer Spending Income—1973										Retail Sales—1973					Passenger Cars		Farm Population		Gross Farm Income			
COUNTY—Map Loc.	City	Population 1/1/74	Households 1/1/74	Per Household (\$)		% Distribution of Families to 5000 8000 10000 15000 and over					Total Retail Sales (\$000)	Per Household (\$)	Food (\$000)	Drug (\$000)	By Selected Store Types (\$000)			Auto-motive (\$000)	Serv. Station (\$000)	1/1/74 (000)	1/1/74 (000)	1973 (\$000)	1973 (\$000)	
Metropolitan Area		(000)	(000)	(000)		4999	7999	8999	14999	15000 over					General Mdsa. (\$000)	Apparel (\$000)	Home Furn. (\$000)							
<b>WEST VIRGINIA STATE TOTALS</b>																								
		1,797.8	596.87	5,941,153	9,954	12.4	20.0	14.3	22.6	16.0	3,539,648	5,930	886,135	103,269	589,339	165,197	192,604	725,378	265,936	675.50	67.0	185,368		
<b>BARBOUR H-4</b>																								
		16.1	5.27	40,172	7,623	21.2	21.6	12.9	14.8	7.6	18,580	3,526	5,862	283	825	915	1,368	5,168	1,535	4.96	2.1	3,463		
<b>BERKELEY M-3</b>																								
		38.9	12.85	134,566	10,472	10.1	21.4	15.3	25.5	17.6	76,787	5,976	20,185	3,267	11,377	2,425	4,257	13,427	4,395	15.94	2.2	13,003		
<b>BOONE E-6</b>																								
		24.7	7.88	71,362	9,056	15.4	20.2	13.7	19.3	12.2	36,529	4,636	13,127	1,182	3,645	1,190	1,519	7,947	3,310	8.45	.3	260		
<b>BRAXTON G-5</b>																								
		12.5	4.18	35,535	8,501	17.0	19.1	10.1	14.7	8.2	19,434	4,649	3,527	411	2,873	671	779	5,889	1,834	3.94	1.2	2,104		
<b>BROOKE G-1</b>																								
		31.3	10.11	125,931	12,456	7.1	14.0	15.0	31.5	24.1	41,766	4,131	9,720	413	2,045	1,170	3,424	11,140	4,020	11.40	.4	640		
<b>CABELL D-5</b>																								
		109.4	38.60	426,462	11,048	10.4	19.4	12.9	24.4	21.7	321,438	8,327	64,537	8,232	72,455	18,454	20,798	64,867	18,252	46.47	2.0	1,603		
<b>Huntington<sup>1</sup></b>																								
		74.6	27.78	302,640	10,894						299,216	10,771	61,242	7,707	66,940	17,658	20,182	64,251	13,022					
<b>Huntington-Ashland Metro Area</b>																								
		295.6	99.75	1,043,214	10,458	10.6	19.3	13.7	24.9	19.3	620,755	6,223	156,632	16,549	108,522	31,441	33,480	129,429	44,535	133.27				
<b>CLALOUN F-4</b>																								
		7.1	2.33	16,810	7,215	16.9	22.9	11.0	10.1	8.1	7,584	3,255	1,890	144	748	144	314	2,747	551	2.24	.5	824		
<b>CLAY F-5</b>																								
		8.7	2.61	17,493	6,702	18.9	23.5	10.4	11.5	6.9	6,903	2,645	2,409	83	1,221	299	185	481	1,112	2.68	.1	589		
<b>DODDRIDGE G-4</b>																								
		6.4	2.17	15,127	6,971	18.3	26.8	15.9	12.8	6.5	5,567	2,565	1,714	163	284	325	636	761	584	1.87	1.0	1,058		
<b>FAYETTE F-6</b>																								
		52.6	17.22	134,945	7,837	18.6	22.2	14.4	16.1	8.5	90,076	5,231	26,730	2,525	12,176	3,243	4,914	19,992	7,026	18.47	.6	1,157		
<b>GILMER G-4</b>																								
		8.2	2.55	17,581	6,895	18.3	21.2	10.3	12.7	8.1	9,331	3,659	2,731	206	1,549		909	1,589	1,136	2.30	.4	922		
<b>GRANT K-4</b>																								
		8.9	2.85	24,928	8,747	17.7	21.2	11.2	16.7	12.0	12,885	4,521	4,707	207	1,175		107	273	1,607	3.24	1.2	4,412		
<b>GREENBRIER G-7</b>																								
		32.6	11.04	95,644	8,663	16.8	24.2	14.5	17.0	10.5	65,546	5,937	16,958	1,925	9,050	2,933	1,418	13,342	6,455	12.83	2.7	10,082		
<b>HAMPSHIRE L-3</b>																								
		12.3	4.04	35,402	8,763	17.3	23.7	14.5	19.3	10.7	13,761	3,406	3,622	122	915	369	389	3,156	2,494	4.72	1.9	7,225		
<b>HANCOCK G-1</b>																								
		41.7	13.42	179,190	13,352	6.4	12.8	12.6	34.0	29.3	74,619	5,560	22,460	3,050	5,242	2,808	4,341	12,676	7,388	17.25	.4	558		
<b>Weirton<sup>1</sup></b>																								
		28.1	9.13	129,384	14,171						66,149	7,245	18,860	2,197	5,360	2,808	4,351	12,183	5,618					
<b>Stuebenville-Weirton Metro Area</b>																								
		170.1	55.78	663,776	11,900	7.2	14.2	14.4	32.2	25.1	312,444	5,601	90,242	9,318	48,473	12,774	20,624	59,034	24,713	76.86				
<b>HARDY K-4</b>																								
		9.0	3.00	24,689	8,230	18.3	26.5	12.0	12.4	10.8	11,641	3,880	2,815	183	689	186	528	2,640	574	3.38	2.6	15,677		
<b>HARRISON M-3</b>																								
		77.8	27.36	276,292	10,098	11.9	20.4	16.0	24.6	15.9	190,983	6,980	42,557	10,056	35,489	10,155	12,609	37,677	12,186	30.21	2.7	4,824		
<b>Clarksburg</b>																								
		26.8	10.63	105,312	9,907						119,320	11,225	21,825	8,192	33,747	9,597	8,920	8,269	6,987					
<b>Clarksburg Metro Area</b>																								
		77.8	27.36	276,292	10,098	11.9	20.4	16.0	24.6	15.9	190,983	6,980	42,557	10,056	35,489	10,155	12,609	37,677	12,186	30.21				
<b>JACKSON E-4</b>																								
		22.6	7.09	67,729	9,553	12.0	18.4	18.7	24.8	12.8	34,413	4,854	9,841	933	2,484	1,280	1,845	6,711	4,092	7.89	2.1	3,605		
<b>JEFFERSON M-3</b>																								
		23.1	7.35	76,484	10,406	13.6	21.2	15.2	23.1	17.5	44,217	6,016	9,647	1,522	1,935	1,350	1,743	10,238	5,347	8.90	1.5	13,611		
<b>KANAWHA E-5<sup>1</sup></b>																								
		232.1	79.58	920,772	11,570	9.6	16.9	14.0	25.8	22.9	648,459	8,149	141,154	21,313	129,124	28,430	26,228	129,003	38,582	103.44				
<b>Charleston</b>																								
		71.8	27.12	335,261	12,362						387,620	14,293	63,181	12,027	111,108	24,358	19,213	88,394	17,993					
<b>Charleston Metro Area</b>																								
		262.0	89.17	1,019,082	11,429	9.4	17.5	14.4	25.9	21.9	673,561	7,554	147,057	21,412	131,149	28,631	27,021	135,994	44,324	113.51				
<b>LEWIS G-4</b>																								
		18.0	5.70	48,539	8,516	16.7	24.6	12.1	18.0	11.9	31,391	5,507	10,095	1,196	2,419	1,834	2,197	5,885	1,638	6.45	1.2	5,106		
<b>LINCOLN D-6</b>																								
		19.2	5.89	47,342	8,038	13.9	19.2	11.4	16.1	10.0	15,302	2,598	6,016		1,358	95	288	5,296	1,393	5.26	2.5	936		
<b>LOGAN D-7</b>																								
		47.3	14.61	134,646	9,216	14.4	17.6	15.9	21.1	13.0	85,466	5,850	22,594	2,248	20,860	4,059	3,293	13,976	7,382	15.49	5	205		
<b>MCDOWELL E-8</b>																								
		51.2	15.46	124,949	8,056	16.2	18.9	15.6	17.6	7.7	77,092	4,987	25,045	1,504	10,990	4,473	5,066	16,823	6,425	15.30				
<b>MARION H-3</b>																								
		63.3	22.62	216,012	9,550	11.1	20.6	16.0	25.3	15.3	131,879	5,830	37,642	3,749	16,301	8,057	7,645	26,228	9,644	26.96	1.0	1,050		
<b>Fairmont</b>																								
		26.7	10.08	99,675	9,888						103,660	10,284	26,377	3,247	14,147	7,732	5,724	23,065	6,417					
<b>MARSHALL G-2</b>																								
		39.1	12.98	132,271	10,190	9.5	20.1	18.6	27.0	15.4	52,698	4,060	15,098	2,587	3,310	2,249	2,433	10,743	4,807	13.48	2.6	3,839		
<b>MASON D-5</b>																								
		25.3	8.19	69,975	8,544	12.8	22.3	13.5	22.4	10.8	34,465	4,208	13,130	1,208	2,283	1,301	1,721	5,403	2,488	8.70	2.1	10,346		
<b>MERCER F-8</b>																								
		64.6	21.97	222,035	10,106	13.6	21.2	13.3	21.8	16.3	140,172	6,380	30,859	4,263	22,195	8,194	8,332	33,185	11,254	25.03	1.7	1,989		
<b>Bluefield<sup>1</sup></b>																								
		21.3	7.43	88,927	11,969						83,906	11,293	13,771	2,864	15,823	4,781	6,252	18,382	4,705					
<b>MINERAL K-3</b>																								
		24.5	8.18	77,066	3,421	12.0	21.4	16.4	25.4	12.7	30,933	3,782	9,142	1,022	3,274	1,645	1,794	4,731	2,472	9.66	1.0	3,438		
<b>MINGO D-7</b>																								
		34.2	10.23	76,869	7,514	16.1	20.2	11.9	15.3	7.8	66,485	6,499	14,137	1,339	11,290	5,743	5,880	16,838	4,187	9.42				
<b>MONONGALIA H-3</b>																								
		66.6	21.83	236,494	10,833	11.5	19.9	14.0	23.3	20.7	127,046	5,820	31,051	3,702	20,134	6,893	7,984	23,886	9,060	22.19	1.5	2,568		
<b>Morgantown</b>																								
		30.8	9.70	113,203	11,670						93,7													



# WEST VIRGINIA

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time... will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)  
Media Code 4 250 0075 9.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—327 Madison Ave., New York, N. Y. 10023. Phone 212-355-3720.

#### WEST VIRGINIA STATE GROUP

Comprised of:  
WWNR—Beckley  
WKYO—Bluefield  
WBUC—Buckhannon  
WDNE—Elkins  
WTCS—Fairmont  
WELD—Fisher  
WMTD—Hinton  
WLOG—Logan  
WHJC—Matewan  
WMON—Montgomery  
WCLG—Morgantown  
WEIF—Moundsville  
WETZ—New Martinsville  
WPAR—Parkersburg  
WAEY—Princeton  
WMOV—Havenswood  
WVAH—Richwood  
WRON—Ronceverte  
WYTC—Spencer  
WKLC—St. Albans  
WSGB—Sutton-Gassaway  
WELC—Welch  
WHAW—Weston

1 min 30 sec	83	86
All stations		(D)

For complete listing see Regional Networks & Groups



### BECKLEY (3 AM; 2 FM)

Raleigh County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

#### WBKW (FM)

### A Personality Station

Media Code 4 250 0140 1.00  
Personality Stations, Inc., Box 1452, Beckley, W. Va. 25801. Phone 304-253-7311.  
See affiliated AM station for additional information.  
AM facilities: WJLS.

#### STATION'S PROGRAMMING DESCRIPTION

WBKW (FM): All Religious Programming.  
3. FACILITIES  
ERP 34,000 w. 99.5 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 1,050 ft. above average terrain.

#### TIME RATES

ET 7/1/70—Rec'd 6/29/70.						
PER WK:	1 ti	5 ti	10 ti	20 ti	40 ti	50 ti
1 min	3.00	2.90	2.80	2.60	2.30	2.15
30 sec	2.10	2.05	1.95	1.85	1.75	1.70
15 sec	1.80	1.75	1.65	1.55	1.45	1.40

#### WCIR

1966

Media Code 4 250 0280 5.00  
Waldron Broadcasting Corp., Box 1063, Beckley, W. Va. 25801. Phone 304-252-6452.

#### STATION'S PROGRAMMING DESCRIPTION

WCIR: Programmed for general audience appeal

- PERSONNEL  
General Manager—Thomas K. Martin.
- REPRESENTATIVES  
PRO Time Sales, Inc.
- FACILITIES  
10,000 w. days; 1070 kc. Non-directional.  
500 w. pre-sunrise  
Operating schedule: 6 am-local sunset, EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

#### TIME RATES

ET 1/1/71—Rec'd 12/3/70.

#### 6. SPOT ANNOUNCEMENTS

1 MIN:	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	15.90	13.00	12.00	11.00	10.00	9.00
13 wk	14.75	12.75	11.75	10.75	9.75	8.75
26 wk	14.50	12.50	11.50	10.50	9.50	8.50
52 wk	14.00	12.25	11.25	10.25	9.25	8.25

#### 10. SPECIAL FEATURES

5-min newscast, Sat. 22.50

### WCIR-FM

1971

Media Code 4 250 0281 3.00  
Waldron Broadcasting Corp., Box 1063, Beckley, W. Va. 25801. Phone 304-252-6452.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

WCIR-FM: Programmed for general audience appeal.

- FACILITIES  
ERP 25,000 w.; 103.7 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 1,170 ft. above average terrain.
- GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

#### TIME RATES

ET 10/1/71—Rec'd 10/7/71.

6. SPOT ANNOUNCEMENTS						
1 MINUTE	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk	12.00	9.00	8.00	7.00	6.00	5.00
13 wk	11.75	9.75	8.75	7.75	6.75	5.75
26 wk	11.50	9.50	8.50	7.50	6.50	5.50
52 wk	11.00	9.25	8.25	7.25	6.25	5.25

#### 10. SPECIAL FEATURES

5-min Newscast, Sat. 18

### WJLS

1959

## A Personality Station Modern Country

Media Code 4 250 0420 7.00  
Personality Stations, Inc., WJLS Bldg., Beckley, W. Va. 25801. Phone 304-253-7311.

#### STATION'S PROGRAMMING DESCRIPTION

WJLS: Programmed for general interest. AIB PERSONALITIES handle all segments. MUSIC: modern country, Nashville sound. NEWS: Network at :30. State & local at :06. 4 man local news department, 4 mobile units. SPORTS: 4 regularly scheduled sportscasts daily; play-by-play local high school & college football & basketball; National League baseball; 3 full time sportscasters. Audience participation; local public affairs program, 30 min 9:30 am, M-F; phone swap shop, contests throughout the day, 80 min of news, sports, public affairs, stock market reports & weather M-F, 6 pm. Contact Representative for further details. Rec'd 7/17/72.

- PERSONNEL  
President—Joe L. Smith, Jr.  
Vice-Pres. & Gen'l Mgr.—William F. Blake.
- REPRESENTATIVES  
Dome & Associates, Inc.  
Regional Repps Corp.
- FACILITIES  
5,000 w. days, 500 w. nights; 560 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily, EST.
- AGENCY COMMISSION  
15/0 time only; bills rendered monthly.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WBKW (FM).  
Affiliated with CBS.

#### TIME RATES

AA—Mon thru Sat 6-10 am & 3-7 pm.						
A—Mon thru Sat 5-6 am & 10 am-3 pm; Sun 6 am-7 pm.						
B—All other times.						
6. SPOT ANNOUNCEMENTS						
PER WK, 1 MIN:	1 ti	7 ti	14 ti	21 ti	28 ti	35 ti
AA	12	11	10	9	8	7
A	10	9	8	7	6	5
B	8	7	6	5	4	3

#### 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	10 min	5 min
AA	70	50	35	20
A	40	24	16	12
B	30	20	14	10

#### CONSECUTIVE WEEK DISCOUNT/PROGRAMS ONLY

13 wk—5%	26 wk—10%	52 wk—15%
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### WWNR

1946

#### A Rehab Station

Subscriber to the NAB Radio Code  
Media Code 4 250 0560 0.00  
Rahall Broadcasting Co. Inc., 1708 Harper Rd., Beckley, W. Va. 25801. Phone 304-253-8330.

#### STATION'S PROGRAMMING DESCRIPTION

WWNR: Programmed for general interest.  
MUSIC: current hits. AIB PERSONALITIES handle all segments. NEWS: Network at :35; headlines at :30. 6 man local news department, mobile units.  
SPORTS: at :15; weather at :45. Play-by-play local high school football & basketball, college football & basketball, All-Star & World Series baseball. 5:30-6 pm roundup of sports, news & stock reports. Editorials. Contact Representative for further details. Rec'd 9/5/72.

- PERSONNEL  
President—N. Joe Rahall.  
Vice-Pres. & Gen'l Mgr.—Anthony P. Gonzales.
- REPRESENTATIVES  
Katz Radio.
- FACILITIES  
1,000 w. days, 500 w. nights; 620 kc.  
Directional—nighttime only.  
Operating schedule: 24 hours daily, EST.

#### 4. AGENCY COMMISSION

15%; no cash discount.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2b, 3a, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 29a, 31, 33a.

Contracts: 40a, 44b, 46, 47a, 51b.  
Comb.; Cont. Discounts: 60b, 60c, 60f, 61c, 62d.  
Cancellation: 71a.  
Prod. Services: 82.  
Affiliated with Katz Radio Network.

#### TIME RATES

No. 1 ET 9/1/70—Rec'd 10/2/70.  
AA—Mon thru Fri 6-10 am & 3-8 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

1 MINUTE						
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	
AA	15	12	11	10	9	
A	13	10	9	8	7	

#### 7. PACKAGE PLANS

PER WK:	6 ti	12 ti	18 ti	24 ti
Plan I (1/2 6-10 am, 1/2 3-8 pm)	11	10	9	8
Plan II (1/2AA, 1/2A)	10	9	8	7
30 sec: 75% of 1-min.	10 sec: 50% of 1-min.			

#### 10. SPECIAL FEATURES

NEWS & SPORTS  
5-min—1-1/2x applicable 1-min.  
CONSECUTIVE WEEK DISCOUNT  
52 wk—10%. Applies to programs only.  
(Q)

### BERKELEY SPRINGS

(1 AM; 1 FM)

Morgan County—Map Location L-3  
See SRDS consumer market map and data at beginning of the State.

### WCST

1958

Subscriber to the NAB Radio Code  
Media Code 4 250 0700 2.00  
Berkeley Springs Radio Station Corp., Box 3, Berkeley Springs, W. Va. 25411. Phone 304-258-1010; Hancock, Md. 301-678-6217.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Ken Robertson.
- FACILITIES  
250 w.; 1010 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.  
Partial simulcast during AM operational hours. For separate FM facilities see WCST-FM.
- AGENCY COMMISSION  
15% to recognized agencies.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 3 ET 8/1/70—Rec'd 7/1/70.						
6. SPOT ANNOUNCEMENTS						
1 min	1x	100x	500x	1000+		
30 sec	2.65	2.45	2.10	1.80		
	2.10	1.80	1.50	1.20		

### WCST-FM

1964

Subscriber to the NAB Radio Code  
Media Code 4 250 0701 0.50  
Berkeley Springs Radio Station Corp., Box 3, Berkeley Springs, W. Va. 25411. Phone 304-258-1010; Hancock, Md. Phone 301-678-6217.

See affiliated AM station for additional information.

- PERSONNEL  
Gen'l Sta. & Sales Mgr.—Kenneth Robertson.
- FACILITIES  
ERP 3,000 w.; 93.5 mc.  
Operating schedule: 6:00 am-11:00 pm Mon thru Fri; 6:00 am-11:30 pm Sat; 8:00 am-11:00 pm Sun, EST.  
Antenna ht.: 70 ft. above average terrain.  
Partial simulcast operation during AM operational hours. FM only from sunset-11 pm. For simulcast facilities see WCST.

#### TIME RATES

No. 3 ET 8/1/70—Rec'd 7/1/70.						
6. SPOT ANNOUNCEMENTS						
1 min	1x	100x	500+			
30 sec	1.80	1.50	1.20			
	1.50	1.20	.90			

### BLUEFIELD (2 AM; 1 FM)

Mercer County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WHIS

1929

Subscriber to the NAB Radio Code  
Media Code 4 250 0840 6.00  
Daily Telegraph Printing Company, Broadcast Center, East Cumberland Rd., Bluefield, W. Va. 24701. Phone 304-327-7115. TWX 304-325-6966.

- PERSONNEL  
General Manager—John Shot.
- REPRESENTATIVES  
Avery-Knodel, Inc.
- FACILITIES  
5,000 w. days, 500 w. nights; 1440 kc.  
Non-directional.  
Operating schedule: 6 am-midnight, EST.

## AVERY-KNODEL, INC.

1966

# WEST VIRGINIA

#### 4. AGENCY COMMISSION

None; all rates net to station.

#### 5. GENERAL ADVERTISING See coded regulations

Accepts AAAA copyrighted contract.  
Affiliated with NBC.

#### TIME RATES

ET 7/1/71—Rec'd 7/14/71.  
AA—6-9 am & 4-7 pm.  
A—9 am-4 pm & 7-8 pm.  
B—8 pm-midnight.

#### 6. SPOT ANNOUNCEMENTS

CLASS AA						
PER YR:	1x	25x	52x	104x	156x	260x
PER WK:	1 ti	6 ti	12 ti	18 ti	24 ti	48 ti
1 min	9.00	8.00	7.50	7.00	6.00	5.00
30 sec	7.00	6.50	6.00	5.50	4.50	4.00
10 sec	4.50	4.00	3.75	3.50	3.00	2.50

CLASS A						
1 min	7.00	6.50	6.00	5.50	4.50	4.00
30 sec	5.00	4.50	4.00	3.50	3.00	2.50
10 sec	3.50	3.25	3.00	2.75	2.50	2.00

CLASS B						
1 min	6.00	5.00	4.50	4.00	3.50	3.00
30 sec	4.00	3.50	3.00	2.50	2.25	2.00
10 sec	3.00	2.50	2.25	2.00	1.75	1.50

Spots and programs may not be combined to earn lower rate. Weekly plans may be combined with other spots to earn lower rate.

### WHIS-FM

1963

Subscriber to the NAB Radio Code  
Media Code 4 250 0841 4.00  
Daily Telegraph Printing Co., Broadcast Center, East Cumberland Rd., Bluefield, W. Va. 24701. Phone 304-327-7115. TWX 304-325-6966.

See affiliated AM station for additional information.

- FACILITIES  
ERP 5,900 w.; 104.5 mc.  
Operating schedule: 7 am-midnight, EST.  
Antenna ht.: 1170 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.

#### TIME RATES

No. 3 ET 3/1/67—Rec'd 2/8/67.  
(ROS Mon thru Sun)

PER WK:	12 ti	18 ti	20 ti	24 ti	28 ti
1 min	3.50	3.25	3.00	2.75	2.50

Maximum 1 minute.  
CONSECUTIVE WEEK DISCOUNTS  
26 wk—5% 52 wk—10%

### WKYO

1948

Media Code 4 250 0980 0.00  
WKYO, Inc., Box 800, 623 Commerce St., Bluefield, W. Va. 24701. Phone 304-327-6124.

- PERSONNEL  
General Manager—Frank Harrigan.
- REPRESENTATIVES  
Dewey Organization, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 5:30 am-midnight, EST.
- AGENCY COMMISSION  
15/0 time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American Contemporary Network.  
Affiliated with KBS.

#### TIME RATES

ET 7/1/74—Rec'd 8/1/74.						
6. SPOT ANNOUNCEMENTS						
1 min	1x	52x	156x	260x	312x	520x
20/30 sec	9.00	8.40	7.80	7.20	6.60	6.00
10 sec	6.75	6.30	5.90	5.4		

# WEST VIRGINIA

## CHARLESTON (7 AM; 5 FM)

(including South Charleston, St. Albans)  
Plus 1 paid cross reference.  
Kanawha County—Map Location E-5  
See SHDS consumer market map and data at beginning of the State.

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	32	28	32	29
B	32	27	32	27
C	22	16	22	11
D	12	12	12	11
AVERAGE	25	21	25	19

## WBES (FM)

1969  
CHARLESTON

### BLAIR RADIO



A Rollins' Group Station

Media Code 4 250 1190 5.00  
Rollins Broadcasting of Delaware, Inc., 1111 Virginia St., E., Charleston, W. Va. 25324. Phone 304-342-8131.

See affiliated AM station for additional information. AM facilities: WCHS.

- PERSONNEL**  
General Manager—Charles T. Morey.  
Program Director—Roger Sockman.  
Chief Engineer—Dave Newhouse.
- FACILITIES**  
ERP 14,500 w. (horiz.), 14,500 w. (vert.); 96.1 mc. Stereo.  
Operating schedule: 7-1 am. EST.  
Antenna ht.: 830 ft. above average terrain.
- GENERAL ADVERTISING** See coded regulations. Affiliated with CBS and Blair Represented Network. Member: Rollins, Inc.  
Sold in combination with WCHS. See that listing for rates.

#### TIME RATES

No. 24 ET 9/1/74—Rec'd 8/30/74.  
AA—Mon thru Fri 6-10 am & 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
B—All other times.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	17	14	28	23	13	11
12 ti	15	12	26	21	12	10
18 ti	13	11	24	20	11	9
24 ti	11	9	22	18	10	8

(\*) 30 sec/less.

#### DISCOUNT

26 wk—4%      52 wk—8%

## WCAW

1946  
CHARLESTON



ROBERT E. EASTMAN & CO., INC.

Media Code 4 250 1260 5.00  
Capitol Broadcasting Co., Box 4318, Charleston, W. Va. 25304. Phone 304-925-4986.

**STATION'S PROGRAMMING DESCRIPTION**  
WCAW: Programmed for adults.  
MUSIC: modern country. NEWS: local news department with local & state news, 5-min at 6, 6:30, 7, 7:30, 8, 8:30 am, 12:30, 4 & 5 pm. Network news other times at :30. Special live public affairs programs regularly scheduled with guests & audience call-in. Contact Representative for further details. Rec'd 6/10/74.

- PERSONNEL**  
President—E. M. Johnson.  
Vice-Pres. & Gen'l Mgr.—Paul Miles.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
10,000 w. days, 250 w. nights; 850 kc. Directional—night only.  
Operating schedule: 6-1 am. EST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4c, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 26, 27, 29a, 29b, 30, 33d. Contracts: 40a, 41, 42a, 43, 44a, 46, 47a, 48, 49, 51a, 51c. Comb.: Cont. Discounts: 60a, 60c, 60e, 61c, 62d. Cancellation: 70a, 70c, 71a, 72, 73a, 73b. Prod. Services: 82. FM facilities: WYAF(FM). Affiliated with American Entertainment Network. Affiliated with Eastman Radio Network.

#### TIME RATES

WCAW/WYAF (FM) COMBINATION  
No. RC #1 ET 7/1/74—Rec'd 8/3/74.  
1—Mon thru Sat 6-10 am & 3-7 pm.  
11—All other times.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	17	14	28	23	13	11
12 ti	15	12	26	21	12	10
18 ti	13	11	24	20	11	9
24 ti	11	9	22	18	10	8

## WCHS

1927  
CHARLESTON

### BLAIR RADIO



A Rollins' Group Station

Media Code 4 250 1400 8.00  
Rollins Broadcasting of Delaware, Inc., Box 1153, 1111 Virginia St., E., Charleston, W. Va. 25324. Phone 304-342-8131.

- PERSONNEL**  
Vice-President Radio, Rollins, Inc.—Paul H. Downs.  
General Manager—Jack Rattigan.  
Sales Manager—Joe Farris.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w.; 580 kc. Directional—night only.  
Operating schedule: 5-2:15 am. EST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10c, 11c, 12c, 13c, 14c. Basic Rates: 20b, 21a, 21b, 21c, 22b, 23b, 24a, 24b, 24c, 25a, 26, 28a, 28c, 29a, 29b, 31, 32b. Contracts: 40c, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47e, 48, 49, 51a, 51c. Comb.: Cont. Discounts: 60b, 60e, 60h, 60i, 62d. Cancellation: 70a, 70c, 71a, 72, 73b. Prod. Services: 80, 81, 82. FM facilities: WBES (FM). Affiliated with CBS and Blair Represented Network. Member: Rollins, Inc.

#### TIME RATES

WCHS/WBES (FM) COMBINATION  
No. 24 ET 9/1/74—Rec'd 8/30/74.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Fri 7-10 pm; Sat 6 am-7 pm; Sun noon-7 pm.  
B—All other times.

PER WK:	AAA		AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	17	14	28	23	13	11	13	11
12 ti	15	12	26	21	12	10	11	9
18 ti	13	11	24	20	11	9	10	8
24 ti	11	9	22	18	10	8	9	7

(\*) 30 sec/less.

#### DISCOUNT

26 wk—4%      52 wk—8%

#### 10. SPECIAL FEATURES

PER WK:	5-MINUTE NEWSCASTS	
	1 min	(*)
AA	23	21
B	17	14
C	11	9

## WKAZ

1946  
CHARLESTON

## WKAZ-FM

1951  
CHARLESTON

mcgavren-guild  
pgw radio, inc.



Media Code 4 250 1680 5.00  
WKAZ, Inc., Heart O' Town Motor Inn, Box 871, Charleston, W. Va. 25323. Phone 304-344-9691.

- PERSONNEL**  
General Manager—Fred B. Winton.  
Sales Manager—Kurt K. Ziegler.  
Operations Director—C. R. (Bob) Turley.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
5,000 w. days, 1,000 w. nights; 950 kc. Directional—night only.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 3a, 4a, 4c, 5, 6a, 7a, 8. Rate Protection: 10b, 11b, 12b. Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a. Contracts: 40a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 60k, 61a, 61b. Cancellation: 70a, 70c, 71a, 73a. Affiliated with American Contemporary Network.

#### TIME RATES

No. 21 ET 7/1/71—Rec'd 8/12/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.  
B—All other times.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
1-6 ti	35	30	20	28	24	17
12 ti	32	27	19	27	23	16
18 ti	31	26	18	26	22	15
24 ti	30	25	16	25	21	14

#### 7. PACKAGE PLANS

1-6 ti	12 ti	18 ti	24 ti
25	21	16	12
24	20	15	11
23	19	14	10
22	18	13	9

## WKLC

1956  
ST. ALBANS

Media Code 4 250 1700 1.00  
WKLC, Inc., 100 Kanawha Terr., St. Albans, W. Va. 25177. Phone 304-727-1300.

**STATION'S PROGRAMMING DESCRIPTION**  
WKLC: MUSIC country AIR PERSONALITIES. NEWS: network & local. SPORTS: local sports, university football & basketball, local high school football & basketball, high school football play-by-play, professional baseball. Rec'd 9/4/74.

- PERSONNEL**  
President—William B. Harrison.  
General Manager—F. D. Skeeter Dodd.  
Sales Manager—Jack Batten.
- FACILITIES**  
1,000 w. days; 1300 kc.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on time and talent; no cash discount.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2a, 3a, 5, 6a, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b. Basic Rates: 22a, 22b, 23a, 24b, 25, 29a. Contracts: 40a, 42a, 45, 46, 47a. Comb.: Cont. Discounts: 60a, 61a, 61b. Cancellation: 73a. Affiliated with KBS.

#### TIME RATES

Rates effective October 1, 1956.  
Rates received November 2, 1956.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
6 ti	4.00	2.60	3.35	3.00	3.00	3.00
13 ti	3.85	3.12	3.12	3.00	3.00	3.00
52 ti	3.60	3.00	3.00	2.80	2.80	2.80

#### 8. PROGRAM TIME RATES

PER WK:	1 hr.		1/2 hr.		1/4 hr.		5 min.	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1 ti	48.00	29.45	16.50	7.20	45.60	27.25	14.15	6.84
52 ti	40.80	22.45	11.85	5.48	31.20	15.60	8.58	5.40
260 ti	26.40	14.40	7.26	4.68	24.00	12.00	6.60	3.96

## WKLC-FM

1966  
ST. ALBANS

Media Code 4 250 1701 9.00  
WKLC, Inc., 100 Kanawha Terr., St. Albans, W. Va. 25177. Phone 304-727-1300.

- PERSONNEL**  
Program Director—Randy Talley.  
Sales Manager—Harry Anthony.
- FACILITIES**  
ERP 50,000 w.; 105.1 mc. Stereo.  
Operating schedule: 7-1 am. EST.  
Antenna ht.: 350 ft. above average terrain.

#### TIME RATES

ET 11/1/69—Rec'd 5/9/69.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
1x	4.80	4.60	4.20	3.75	3.50	3.00

## WPNS

HURRICANE

City of license, Hurricane, W. Va.  
South Charleston office: Box 8595, 512 D St., Charleston, W. Va. 25303. Phone 304-755-5272.  
See listing under Hurricane, W. Va.

## WRDS

1963  
SOUTH CHARLESTON

Media Code 4 250 1960 1.00  
Stone Broadcasting Co., Box 8305, 605 D St., South Charleston, W. Va. 25303. Phone 304-744-5388.

- PERSONNEL**  
General Manager—Harold L. Ranson.  
Program Director—F. D. (Skeeter) Dodd.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.
- FACILITIES**  
1,000 w.; 1410 kc. Non-Directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL ADVERTISING** See coded regulations. General: 1a, 2b, 3c, 4a, 4c, 5, 6a, 7a, 8. Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 16. Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25a, 26, 28b, 28c, 29a, 29b, 30, 33c. Contracts: 40a, 42b, 44a, 44b, 45, 46, 47e, 49, 51c. Comb.: Cont. Discounts: 60a, 60e, 60f, 60h, 60i, 61b, 62a. Cancellation: 70b, 70d, 71a, 73b. Prod. Services: 80, 81, 82. Affiliated with MBS. Member: Country Music Network.

#### TIME RATES

ET 11/1/69—Rec'd 10/9/69.

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
1x	52x	104x	156x	208x	260x	312x
1 min	12.00	11.00	10.00	9.00	8.00	7.00
30 sec	9.00	8.25	7.50	6.75	6.00	5.25
15 sec	6.00	5.50	5.00	4.50	4.00	3.50

#### 7. PACKAGE PLANS

PER WK:	AA		A		B	
	1 min	(*)	1 min	(*)	1 min	(*)
1 min	10.00	9.00	8.00	7.00	6.00	5.00
30 sec	7.50	6.75	6.00	5.25	4.50	3.75
15 sec	5.00	4.50	4.00	3.50	3.00	2.50

#### 8. PROGRAM TIME RATES

PER WK:	1 hr		1/2 hr		1/4 hr		10 min		5 min	
	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)	1 min	(*)
1x	75	50	35	25	15	10	10	7	5	3

## WTIP

1946  
CHARLESTON

## WTIO (FM)

1965  
CHARLESTON

Media Code 4 250 2100 3.00  
Chemical City Broadcasting Co., Box 3032, 415 Dick-inson St., Charleston, W. Va. 25331. Phone 304-342-3136.

#### STATION'S PROGRAMMING DESCRIPTION

WTIP: Programmed for adults.  
MUSIC: Standards, show tunes and film music. Semi-classical 1:05-2 pm M-F. NEWS: Net at 6:00 local at :30. Mobile traffic reports from 4 mobile units twice daily. Woman's program 12:05 pm M-F. Stock reports twice daily, news and commentary 6-6:30 pm M-F, magazine-format presentations of consumer news, local discussion, drama, light opera 8:05-8:30 pm M-F. World Series, local college basketball, and Metropolitan opera in season. COMMERICAL POLICY: 16 min max per hour. Contact Representative for further details. Rec'd 2/14/74.

- PERSONNEL**  
General Manager—Mel S. Burka.  
Sales Manager—B. A. Burka.  
Program Director—Charles Coleman.
- REPRESENTATIVES**  
Bob Dore Associates, Inc.  
Detroit—Pearse Sales.  
South—David Carpenter Company.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 6:00-2:00 am. EST.  
FM FACILITIES  
ERP 50,000 w.; 102.7 mc.  
Operating schedule: 6:00-2:00 am Mon thru Sat; 6:00 am-midnight Sun. EST.  
Antenna ht.: 540 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. General: 1b, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10a, 11a, 12a, 13b, 14a, 1



Charleston—W V A F (FM)—Continued

TIME RATES

No. RC-5 Eff 7/1/74—Rec'd 6/3/74.  
I—Mon thru Sat 6 am-7 pm.  
II—All other times.

5. SPOT ANNOUNCEMENTS

PER WK:	11	12	13	14	15	16	17	18	19	20
1 min.....	15	12	10	10	8	6				
30/20 sec; 80% of 1-min. 10 sec; 50% of 1-min.										

WXIT

1939  
CHARLESTON

Media Code 4 250 2310 8.00  
Steere Broadcasting Corp. of W. Va., Box 3142,  
Charleston, W. Va. 25332. Phone 304-342-4166.  
STATION'S PROGRAMMING DESCRIPTION  
WXIT: MUSIC: contemporary rock presented by  
personality disc jockeys. Contact Representative for  
further details. Rec'd 2/27/74.

- PERSONNEL  
President—David E. Steere.  
General Manager—Robert C. Knightstep.  
Program Director—Sean McNeil.
- REPRESENTATIVES  
UBC Sales, Inc.
- FACILITIES  
1,000 w., 1490 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 4s.  
Basic Rates: \*28a.  
Contracts: 40a.  
(\* On contract not exceeding 1 year's duration.  
Affiliated with American Information Network.

TIME RATES  
Eff 1/1/74—Rec'd 3/1/74.

6. SPOT ANNOUNCEMENTS

PER CONSEC WK:	1 wk	4 wk	8 wk	13 wk
5 th.....	15.00	13.00	12.00	11.00
10 th.....	14.70	12.50	11.50	10.80
15 th.....	14.40	12.00	11.00	10.40
20 th.....	14.00	11.50	10.50	10.20

CHARLES TOWN (1 AM; 1 FM)

Jefferson County—Map Location M-3  
See SRDS consumer market map and data at begin-  
ning of the State.

WXVA

1962  
Subscriber to the NAB Radio Code  
Media Code 4 250 2380 1.00  
WXVA Broadcasting Corp., Box 188, Charles Town,  
W. Va. 25414. Phone 301-725-7055.  
STATION'S PROGRAMMING DESCRIPTION  
WXVA: MUSIC: MOR.

- PERSONNEL  
Pres. & Gen'l Mgr.—John P. Luce.
- REPRESENTATIVES  
Dome & Associates, Inc.
- FACILITIES  
5,000 w. days; 1550 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WZFM (FM).
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WZFM (FM).

TIME RATES  
No. 3 Eff 5/1/73—Rec'd 5/4/73.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	1x	52x	104x	260x	520x	1040x
10 sec.....	2.30	2.15	1.90	1.70	1.55	1.30
30 sec.....	3.15	2.95	2.65	2.35	2.15	1.95
1 min.....	4.35	4.05	3.70	3.35	3.05	2.75

Fixed position or rotated within 6-9 am & 3:30-6:30  
pm, extra per spot: 10.

7. PACKAGE PLANS

7 CONSEC DAYS:	10 th	20 th	30 th	50 th
10 sec.....	1.95	1.80	1.70	1.55
30 sec.....	2.75	2.55	2.30	2.15
1 min.....	3.95	3.65	3.45	3.15

WZFM (FM)

1966  
Subscriber to the NAB Radio Code  
Media Code 4 250 2520 2.00  
WXVA Broadcasting Corp., Box 188, Charles Town,  
W. Va. 25414. Phone 304-725-7055.  
See affiliated AM station for additional information.  
AM facilities: WXVA.

- FACILITIES  
ERP 3,000 w.; 98.3 mc.  
Operating schedule: 6 am-10 pm. EST.  
Partial simulcast operation. Operated separately local  
sunset-10 pm. For simulcast facilities see WXVA.
- AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
No. 3 Eff 5/1/73—Rec'd 5/4/73.

6. SPOT ANNOUNCEMENTS

PER YR, BTA:	1x	52x	104x	260x	520x	1040x
10 sec.....	2.10	1.95	1.70	1.55	1.40	1.20
30 sec.....	2.85	2.65	2.40	2.15	1.95	1.75
1 min.....	4.00	3.70	3.35	3.05	2.80	2.50

Fixed position, extra per spot: 10.  
30-sec & 1-min spots combinable.

7. PACKAGE PLANS

7 CONSEC DAYS:	10 th	20 th	30 th	50 th
10 sec.....	1.75	1.65	1.55	1.40
30 sec.....	2.50	2.30	2.10	1.95
1 min.....	3.60	3.30	3.15	2.85

CLARKSBURG (3 AM; 2 FM)

Harrison County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State.

WBOY

1937



Media Code 4 250 2660 6.00  
WBOY, 912 W. Pike St., Clarksburg, W. Va. 26301  
Phone 304-624-7571. TWX 304-366-2376.

STATION'S PROGRAMMING DESCRIPTION  
WBOY: Programmed for general audience appeal.  
MUSIC: contemporary MOR featuring pacing of  
current hits with all time standards. Light classics  
6-7 pm weekdays, rock 7-midnight every day. NEWS:  
10 min at 5:55 with 20 min summaries at 7:45 &  
11:45 am and 5:30 pm. News headlines and bulletins.  
SPORTS: local, university and pro football & local  
and university basketball & pro baseball. WEATHER:  
heavy emphasis within news coverage/weather bul-  
letins, continuous coverage weather emergencies,  
direct link weather service. Contact Representative  
for further details. Rec'd 2/22/74.

- PERSONNEL  
Managing Director—Roger Garrett.
- REPRESENTATIVES  
Jack Masik & Co., Inc.  
Regional Reps Corp.  
Pittsburgh—Dome & Associates, Inc.  
St. Louis—Bruce Schneider & Co.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 6 am-midnight daily. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 24c, 25a,  
26, 27, 28a, 28c, 29a, 30, 33a.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 50,  
51b.  
Comb.; Cont. Discounts: 60a, 60d, 60l, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
Affiliated with NBC.

TIME RATES  
No. 11 Eff 12/1/73—Rec'd 12/3/73.

AA—Mon thru Fri 6:30-9:30 am & 3-8 pm; Sat  
6:30-10 am.  
A—All other times.

6. SPOT ANNOUNCEMENTS

AA:	1x	52x	104x	260x	365x	500x	1000x
1 min 8.00	7.75	7.50	7.25	7.00	6.50	6.00	6.00
20/30 sec	6.00	5.85	5.65	5.45	5.25	4.90	4.50

A:  
1 min 7.50 7.25 7.00 6.50 6.25 6.00 5.50  
20/30 sec 5.65 5.45 5.25 4.90 4.70 4.50 4.15  
10 sec: 50% of 1-min.  
All spots, except 10-second, combinable for maximum  
frequency.

7. PACKAGE PLANS

PER WK, AA:	5 th	10 th	15 th	20 th	25 th
1 min.....	7.00	6.50	6.00	5.50	5.00
20/30 sec.....	5.25	4.90	4.50	4.15	3.75

A:  
1 min..... 6.50 6.00 5.50 5.00 4.50  
20/30 sec..... 4.90 4.50 4.15 3.75 3.40  
10 sec: 50% of 1-min.  
All spots, except 10-second, combinable for maximum  
frequency.

10. SPECIAL FEATURES  
5-min. Newscasts 1, 2, 3—Mon thru Fri 1 per day,  
per mo. 200.00.  
5-min. Newscasts—Mon thru Fri 1 per day, per mo.  
175.00.

DISCOUNT  
52 wk firm—5%.

WHAR

1946



Media Code 4 250 2800 8.00  
Harrison Corporation, Box 2423, 350 W. Main St.,  
Clarksburg, W. Va. 26301. Phone 304-624-5525.

STATION'S PROGRAMMING DESCRIPTION  
WHAR: Programmed for adults and young adults.

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Bob Hilber.
- REPRESENTATIVES  
Pro Time Sales, Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 20 hours. EST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.

TIME RATES  
Rates effective September 1964.  
Rates received September 3, 1964.

7. PACKAGE PLANS

PER WK:	1 wk	13 wk	26 wk	39 wk	52 wk
1-4 th.....	7.00	6.75	6.50	6.00	5.50
5-9 th.....	6.50	6.00	5.75	5.50	5.00
10-14 th.....	6.00	5.75	5.00	4.75	4.50
15-19 th.....	5.50	5.00	4.75	4.50	4.00
20-24 th.....	5.00	4.75	4.50	4.00	.....
25-29 th.....	4.75	4.50	4.00	.....	.....
30 or more.....	4.50	4.00	.....	.....	.....

30 seconds—75% of applicable 1-minute rate.

WPDx

1947

Modern Country Music



Media Code 4 250 2940 2.00  
Rau Radio Stations, Inc. 215 S. Third St., Clarks-  
burg, W. Va. 26301. Phone 304-624-8425.  
STATION'S PROGRAMMING DESCRIPTION  
WPDx: MUSIC: Modern country featuring album  
cuts and oldies plus current hits. Gospel, 6 hours

on Sun. NEWS: 7 minutes at :60, national, state and  
local with emphasis on local. Weather at 7:57 am  
and 4:25 pm with local forecast several times an  
hour. SPORTS: 5 minutes of national, state and  
local at 8:30 am and 5:30 pm. Live broadcasts of  
local stock car racing May thru Sept. Racing news  
covered all year. FARM: News at 12:45 pm, Mon.  
thru Fri. National and local farm reports. Contact  
Representative for further details. Rec'd 12/17/73.

- PERSONNEL  
Chairman-of-the-Board—Henry Rau.  
President—Lloyd S. Smith.  
Station Manager—Walker L. Trumble.
- REPRESENTATIVES  
The Devney Organization, Inc.
- FACILITIES  
1,000 w.; 750 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
- AGENCY COMMISSION  
15/0 time only; 10 days.
- GENERAL ADVERTISING See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 5, 6a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 15a, 15d, 16.  
Basic Rates: 20, 21a, 23a, 24b, 25c, 25a, 26, 28a,  
29a, 30, 32a.  
Contracts: 40a, 41, 44a, 44b, 46, 48, 49, 51c.  
Comb.; Cont. Discounts: 61c, 62d.  
Cancellation: 70c, 70e, 71a, 73a, 73b.  
Prod. Services: 80, 81, 82.

TIME RATES

No. 5 Eff 1/1/71—Rec'd 8/9/71.

6. SPOT ANNOUNCEMENTS

1x	52x	104x	156x	260x
1 min 8.50	8.25	8.00	7.75	7.25 6.75 6.25
30 sec 6.00	5.75	5.50	5.25	5.00 4.75 4.25

WPDx-FM

1974

Media Code 4 250 2941 0.00  
Rau Radio Stations, Inc. 215 S. Third St., Clarks-  
burg, W. Va. 26301. Phone 304-624-6425.  
See affiliated AM station for additional information

- FACILITIES  
ERP 2,370 w. (horiz.), 2,370 w. (vert.); 104.9 mc.  
Operating schedule: 5 am-midnight. EST.  
Antenna ht.: 327 ft. above average terrain.

TIME RATES

Rates are identical to WPDx. See that listing.

WRGT (FM)

1972



Media Code 4 250 3010 3.00  
Multi-Media Assoc., Box 2091, Clarksburg, W. Va.  
26301. Phone 304-624-6353.

STATION'S PROGRAMMING DESCRIPTION  
WRGT (FM): NEWS: UPI Audio.

- PERSONNEL  
General Manager—James R. Reese, Jr.
- FACILITIES  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 106.5 mc.  
Stereo.  
Operating schedule: 6 am-midnight. EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION  
15% time only; payable 10 days.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES

Eff 10/30/72.

6. SPOT ANNOUNCEMENTS

PER WK:	20 sec	30 sec	1 min
1 th.....	4	6	9

DISCOUNT

5 wk—10%	14 wk—20%
10 wk—15%	28 wk—25%

CONTRACT DISCOUNT

17 wk—25%	52 wk—45%
26 wk—35%	

ELKINS

Randolph County—Map Location H-5  
See SRDS consumer market map and data at beginning  
of the State.

WDNE

1948



Media Code 4 250 3080 6.00  
Marja Broadcasting Corp., Box 967, Elkins, W. Va.  
26241. Phone 304-636-1300.

STATION'S PROGRAMMING DESCRIPTION  
WDNE: MOR block programmings days; Top Rock  
eve.

- PERSONNEL  
Pres. & Gen'l Mgr.—Jack Carr.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES

Eff 10/1/74—Rec'd 8/8/74.

6. SPOT ANNOUNCEMENTS

YR. ROS:	Flat	312x	500x	1000x	1500x	2000x
1 min.....	4.10	3.50	3.10	2.80	2.50	2.30
30 sec.....	3.45	3.05	2.65	2.35	2.15	2.00

WEST VIRGINIA

FAIRMONT (2 AM)

Marion County—Map Location H-3  
See SRDS consumer market map and data at beginning  
of the State.

WMMN

1928

Media Code 4 250 3220 8.00  
Broadcast Enterprises, Inc., Fairmont Hotel, Fair-  
mont, W. Va. 26554. Phone 304-363-5200.

- PERSONNEL  
President—John P. Carr.  
Vice-Pres. & Gen'l Mgr.—Frank J. Lee.
- REPRESENTATIVES  
Gilli-Perna, Inc.
- FACILITIES  
5,000 w.; 920 kc. Directional-nights only.  
Operating schedule: 7:50 am-midnight Sun; 6:00 am-  
midnight weekdays. EST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24b, 24c,  
25a, 26, 27, 28b, 29a, 30, 33b.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 49,  
51a, 51b.  
Comb.; Cont. Discounts: 60a, 60d, 60g, 60l, 61a,  
61b, 62b.  
Cancellation: 70a, 70c, 71b, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

TIME RATES

Eff 1/1/68—Rec'd 10/3/66.  
AA—Mon thru Sat 6:30 am & 4-6:30 pm.  
A—All other times.

6. SPOT ANNOUNCEMENTS

	1x	52x	104x	156x	260x	520x
1 min.....	13.00	12.50	12.00	11.50	11.00	10.50
30 sec.....	9.10	8.75	8.40	8.00	7.70	7.35
10 sec.....	6.50	6.25	6.00	5.75	5.50	5.25

CLASS A

1 min.....	10.00	9.50	9.00	8.50	8.00	7.50
30 sec.....	7.00	6.65	6.30	5.95	5.60	5.25
10 sec.....	5.00	4.75	4.50	4.25	4.00	3.75

8. PROGRAM TIME RATES

1 HR:	1x	26x	52x	104x	156x	260x	520x
AA.....	80	76	72	68	64	60	56
A.....	60	57	54	51	48	45	42

1/2 hr: 60% of hour. 10 min: 30% of hour.  
1/4 hr: 40% of hour. 5 min: 20% of hour.

WTCS

1947

Media Code 4 250 3360 2.00  
Fairmont Broadcasting Co., Box 1549, Fairmont,  
W. Va. 26555. Phone 304-366-3700.

- PERSONNEL  
Pres. & Gen'l Mgr.—Nick Fantasia.
- REPRESENTATIVES  
South—David Carpenter Company.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6:45 am-11:30 pm Mon thru Sat;  
7:55 am-11:30 pm Sun. EST.
- AGENCY COMMISSION  
15/0; 15th of following month.
- GENERAL ADVERTISING See coded regulations  
Contracts: 45.

TIME RATES

Rates effective  
Rates received March 4, 1963.

6. SPOT ANNOUNCEMENTS

	1 min	30 sec	1 min	30 sec
1 th.....	6.00	4.50	104 th.....	4.80 3.70
13 th.....	5.70	4.25	156 th.....	4.50 3.50
26 th.....	5.40	4.05	280 th.....	4.20 3.30
52 th.....	5.10	3.90	312 th.....	3.90 3.10

8. PROGRAM TIME RATES

	5 min	10 min	104 th.....	5 min
1 th.....	11.00	104 th.....	8.00	

# WEST VIRGINIA

Fisher—W E L D—Continued

## o. SPOT ANNOUNCEMENTS

PER WK:	1 wk	13 wk	26 wk	52 wk
5 tl	4.00	3.50	3.25	3.00
10 tl	3.75	3.25	3.00	2.75
20 tl	3.50	3.00	2.75	2.50
30 tl	3.25	2.75	2.50	2.25

10-second announcements combinable with other announcements at a ratio of 2 10-second to 1 1-minute announcement.

20/30 seconds—75% of applicable minute rate.  
10 seconds—50% of applicable minute rate.

## 10. SPECIAL FEATURES

PER WK:	13 wk	26 wk	52 wk
5 tl	7.00	6.50	6.25
10 tl	6.75	6.25	6.00
15 tl	6.50	6.00	5.75

# GRAFTON

Taylor County—Map Location H-3  
See SRDS consumer market map and data at beginning of the State.

## WVWV

Media Code 4 250 3640 7.00  
WVWV, Inc., affiliated with Beacom Broadcasting Enterprises, Box 2, Grafton, W. Va. 26354, Phone 2000.

## STATION'S PROGRAMMING DESCRIPTION

- WVWV: Programmed for general interest.
- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Jean Bolyard.
  - REPRESENTATIVES**  
Weed Radio Corporation.
  - FACILITIES**  
1,000 w. days; 1260 kc.  
Operating schedule: Sunrise-local sunset, EST.
  - AGENCY COMMISSION**  
15% on net time; no cash discount.
  - GENERAL ADVERTISING** See coded regulations affiliated with MBS.

## TIME RATES

Rates effective July 1, 1957. (Card No. 1.)  
Card received October 10, 1957.

### 6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	1 hr.	1/4 hr.	5 min.	1 min.
1 time	60.00	20.00	10.00	8.00
26 times	50.00	19.00	9.00	7.75
52 times	45.00	18.00	8.00	7.50
104 times	40.00	17.00	7.50	7.00
156 times	38.00	16.00	7.25	6.50
208 times	36.00	15.00	7.00	6.00
260 times	34.00	14.00	6.75	5.50
312 times	32.00	13.00	6.50	5.00

# HINTON

Summers County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.

## WMTD

Media Code 4 250 3780 1.00  
Bluestone Broadcasters, Inc., Box 820, National Bank of Summers Bldg., Hinton, W. Va. 25951, Phone 301-466-1380.

- PERSONNEL**  
General Manager—Lonnie R. Mullins.
- FACILITIES**  
1,000 w.; 1380 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, EST.
- AGENCY COMMISSION**  
15% time only; 10 days.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract. Affiliated with KBS. Affiliated with American Entertainment Network.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
Rates effective January 1, 1963. (Card No. 1.)  
Card received October 14, 1963.

### 6. SPOT ANNOUNCEMENTS

1 MINUTE	15 SECS	30 SECS
52 tl	3.15	2.60
104 tl	2.85	2.32
156 tl	2.50	2.00

# HUNTINGTON (W. Va.)—ASHLAND (Ky.)

(including Ironton, Ohio) (6 AM; 5 PM)  
Huntington, Cabell County, W. Va.—Map Location D-5  
Ashland, Boyd County, Ky.—Map Location C-5  
Lawrence County, Ohio—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.  
Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning (6-10 am)	Daytime (10 am-3 pm)	Evening (3-7 pm)	Average
A	29	20	22	18
B	22	20	22	14
C	15	13	15	11
D	13	11	13	8
AVERAGE	20	16	20	13

# W A M X (FM)

1948  
ASHLAND, KY.



Media Code 4 250 3850 2.00  
Stereo 94, Inc., Box 309, Ashland, Ky. 41101, Phone 606-325-2525.  
Other office: Box 622, Huntington, W. Va. 25701.

- PERSONNEL**  
Pres. & Gen'l Mgr.—W. Richard Martin.  
Operations Manager—Neil Starkey.  
Chief Engineer—C. Don Rees, II.
- FACILITIES**  
ERP 50,000 w.; 93.7 mc. Stereo.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 405 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.  
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61a, 61b, 62a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.

## TIME RATES

ET 9/1/72—Rec'd 9/11/72.

### 6. SPOT ANNOUNCEMENTS

PER WK:	4 wk	13 wk	26 wk	52 wk
1 min	4.00	3.20	2.80	2.60
30 sec	3.75	3.00	2.40	2.20
15 sec	3.50	2.80	2.20	2.00

10 sec: 50% of 1-min.

### 7. PACKAGE PLANS

PER WK:	12 ti	18 ti	24 ti
1 min	3.00	2.75	2.50
30 sec	2.40	2.20	2.00

10 sec: 50% of 1-min.

# WCMI

1935  
ASHLAND, KY.

Media Code 4 250 3920 3.00  
Greater Ashland Broadcasting Corp., Box 949 Ashland, Ky. 41101, Phone 606-324-6111.  
Other office: Box 1618, Huntington, W. Va. 25717, Phone 304-453-4844.

- ## STATION'S PROGRAMMING DESCRIPTION
- WCMI: Programmed for young adults 18-49.  
MUSIC: top 40 contemporary. Call & talk show 9-11 am. SPORTS: high school football and basketball. Contact Representative for further details. Rec'd 3/12/74.
- PERSONNEL**  
General Manager—David B. Barbour.  
Program Director—Charles Dunlap.
  - REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Regional Reps Corp.
  - FACILITIES**  
1,000 w. days, 2:00 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily, EST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 5, 6a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21b, 21d, 22a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 33b.  
Contracts: 40c, 41, 42b, 42d, 44a, 45, 46, 47a, 48, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 60h, 60i, 61a, 61b, 62a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Kentucky Radio Network.  
Affiliated with CBS.

## TIME RATES

No. 2A ET 11/1/71—Rec'd 9/29/71.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7 pm-midnight; Sun 6 am-midnight.

### 6. SPOT ANNOUNCEMENTS

CLASS AA	1 ti	12 ti	18 ti	24 ti
1 min	16	15	14	12
30 sec	13	12	11	10

### CLASS A

1 min	11	10	8
30 sec	9	8	7

10 sec: 50% of 1-min.  
1-min, 30-sec & ID may be combined to earn discount.

- ### 7. PACKAGE PLANS
- TOTAL AUDIENCE PLANS—1/2AA, 1/2A  
PLAN, EA: 12 ti 18 ti 24 ti  
1 min. 11.75 10.75 8.75  
30 sec. 9.00 7.50 6.50  
All plans may be combined for greater frequency discount.

# W E M M (FM)

1971  
HUNTINGTON, W. VA.



A Mortenson Owned Station  
Subscriber to the NAB Radio Code  
Media Code 4 250 3935 1.00.  
Christian Broadcasting Assoc., Inc., 1307 16th St., Huntington, W. Va. 25701, Phone 304-525-5141.

- ## STATION'S PROGRAMMING DESCRIPTION
- WEMM (FM): MUSIC: Gospel & Sacred. Religious programs daily & weekly, local & national. Religious news & a variety of public affairs with staff involved in community. 1/2/74.
- PERSONNEL**  
President—Jack M. Mortenson.  
Office Manager—Marty Hollman.  
Program Director—Jim Vallance.
  - FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 500 ft. above average terrain.
  - AGENCY COMMISSION**  
15% time only; monthly.
  - GENERAL ADVERTISING**  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 6a.  
Basic Rates: 20b, 21d, 22a, 23a, 24a, 26, 29a, 29b.  
Contracts: 40c, 45, 49, 51c.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Tower of Faith Radio Network.

## TIME RATES

No. 3 ET 8/15/73—Rec'd 1/2/74.

### 6. SPOT ANNOUNCEMENTS

1 min	15 sec	30 sec	45 sec	1:00
6.00	5.50	5.00	4.50	4.00
4.75	4.15	4.00	3.25	2.65
2.50	2.25	3.00	2.50	2.25

### 8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
47	23	18	12
42	25	16	10
40	21	14	8

- PERSONNEL**  
President—Jack M. Mortenson.  
Office Manager—Marty Hollman.  
Program Director—Jim Vallance.
- FACILITIES**  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 107.9 mc.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
15% time only; monthly.
- GENERAL ADVERTISING**  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4b, 6a.  
Basic Rates: 20b, 21d, 22a, 23a, 24a, 26, 29a, 29b.  
Contracts: 40c, 45, 49, 51c.  
Cancellation: 70a, 71a, 73a.  
Prod. Services: 80, 82.  
Member: Tower of Faith Radio Network.

# WGNT

1923  
HUNTINGTON, W. VA.

Media Code 4 250 3950 0.00  
Stoner Broadcasting Co., Inc., Box 1187, Huntington, W. Va. 25714, Phone 304-523-8401, Ashland, Ky. 606-325-4422, Ironton, Ohio 614-532-0077.

- ## STATION'S PROGRAMMING DESCRIPTION
- WGNT: Programmed for adults 25-49.  
Emphasis on news, public affairs, weather & sports. 2 hour talk show. SPORTS: university, major league baseball, local high school sports. Contact Representative for further details. Rec'd 4/4/74.
- PERSONNEL**  
General Manager—Touffe Kassab.  
Program Director—Mike McKay.
  - REPRESENTATIVES**  
McGavren-Guld, Inc.
  - FACILITIES**  
5,000 w. days, 1,000 w. nights; 930 kc.  
Operating schedule: 24 hours, EST.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 15d.  
Basic Rates: 20b, 21b, 24a, 24b, 24c, 25a, 28b, 28c, 32b.  
Contracts: 40a, 44b, 45, 46, 51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f.  
Cancellation: 71a, 72, 73a.  
Affiliated with NBT.

## TIME RATES

No. 12 ET 1/1/74—Rec'd 1/10/74.  
AAA—Mon thru Sat 6-10 am & 3-7 pm.  
AA—Mon thru Sat 10 am-3 pm.  
A—Mon thru Sat 7 pm-midnight; Sun all day.

### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN:	1 ti	6 ti	12 ti	18 ti
AAA	33	31	29	27
AA	24	22	20	18
A	18	16	14	12

20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

- ### 7. PACKAGE PLANS
- TOTAL AUDIENCE PLANS
- | MON THRU SAT: | 12 ti | 18 ti | 24 ti | 36 ti |
|---------------|-------|-------|-------|-------|
| 6-10 am       | 3     | 4     | 6     | 9     |
| 10 am-3 pm    | 3     | 5     | 6     | 9     |
| 3-7 pm        | 3     | 5     | 6     | 9     |
| 7 pm-midnight | 3     | 4     | 6     | 9     |
| 1 min.        | 24.00 | 22.00 | 20.00 | 18.00 |
| 30 sec.       | 19.00 | 17.50 | 16.00 | 14.50 |
- ### 8. PROGRAM TIME RATES
- | PER YR: | 1x  | 52x | 156x | 260x |
|---------|-----|-----|------|------|
| 1 hr    | 135 | 120 | 105  | 90   |
| 1/2 hr  | 80  | 75  | 70   | 65   |
| 1/4 hr  | 65  | 60  | 55   | 50   |

# W H E Z (FM)

1965  
HUNTINGTON, W. VA.

Media Code 4 250 3970 8.00  
Greater Media, Inc., Skyview Dr., Huntington, W. Va. 25701, Phone 304-525-2558.

- ## STATION'S PROGRAMMING DESCRIPTION
- WHEZ (FM): MUSIC: Familiar standards and melodic arrangements of current favorites programmed
- PERSONNEL**  
Sales Manager—Thomas M. Martin.  
Operations Manager—Norman Phillips.
  - FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc.  
Operating schedule: 6 am-midnight, EST.  
Antenna ht.: 125 ft. above average terrain.
  - AGENCY COMMISSION**  
15% on net time; no cash discount.

In uninterrupted segments with 4 commercial breaks per hour. NEWS: Capsules at :58. Contact Representative for further details. Rec'd 3/26/74.

- PERSONNEL**  
General Sales Manager—Dick Evans.  
Program Director—Robert Hanson.  
Music Director—Jim Schuikie.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Greater Media Stations: See Rep & S/O pages.
- FACILITIES**  
ERP 50,000 w.; 103.3 mc. Stereo.  
Operating schedule: 24 hours daily, EST.  
Antenna ht.: 490 ft. above average terrain.
- AGENCY COMMISSION**  
15%: 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3c, 3d, 4a, 4d, 5, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21d, 25a, 28b, 28c, 30.  
Contracts: 40c, 41, 42a, 45, 46, 43, 51a, 51b, 51c.  
Comb.; Cont. Discounts: 60b, 60f, 60h, 60i, 61a, 62d.  
Cancellation: 70e, 71a, 72.  
Prod. Services: 80, 82.  
AM facilities: WTCM.  
Sold in combination with WTCR. See that listing for rates.

## TIME RATES

ET 10/1/73—Rec'd 10/2/73.  
I—Fixed position.  
II—BTA rotating within broad day parts.  
III—ROS.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min	14.00	13.00	12.00	11.00	9.00	8.00
30 sec	11.00	10.00	9.00	8.00	7.00	6.00

### SECTION II

1 min	7.25	7.00	6.75	6.50	6.00	5.75
30 sec	5.75	5.50	5.25	5.00	4.75	4.50

### SECTION III

1 min	6.00	5.75	5.50	5.25	4.75	4.50
30 sec	4.75	4.50	4.25	4.00	3.75	3.50

# WIRO

1950  
IRONTON, OHIO

Media Code 4 250 3991 4.00  
Tri-Radio Broadcasting Co., Radio Plaza, Ironton, Ohio 45638, Phone 614-532-1922.  
Studios: Ironton, Ohio and Ashland, Ky.

- ## STATION'S PROGRAMMING DESCRIPTION
- WIRO: Programmed for adults.  
NEWS: area & regional on even hour; network at :30 & odd hour. Daily format includes weather, financial news & farm reports, automotive tips, women's news & hints. MUSIC: MOR. SPORTS: Major League baseball, state & city football, university basketball, local sports coverage. Cruisers give on spot news coverage & are available for remote broadcasts. Contact Representative for further details. Rec'd 7/6/71.

- PERSONNEL**  
Gen'l & Sales Mgr.—Kenneth H. Auble.  
Operations Manager—Marlene Ferguson.  
Program Director—Norman Phillips.
- REPRESENTATIVES**  
Regional Reps Corp.
- FACILITIES**  
1,000 w. days, 250 w. nights, 1230 kc.  
Non-directional.  
Operating schedule: 6 am-midnight, EST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12b, 13a, 14a, 16.  
Basic Rates: 20a, 21a, 21b, 22a, 28b, 28c, 29a.  
Contracts: 40a, 41, 46.  
Cancellation: 72, 73a.  
FM facilities: WITO (FM).  
Affiliated with MBS.  
Member: Ohio Radio Network.

## TIME RATES

ET 1/22/73.

### 6. SPOT ANNOUNCEMENTS

1 min	8.00	7.50	7.00	6.50	6.00	5.50
30 sec	6.50	6.00	5.50	5.00	4.50	4.00

# WITO (FM)

1973  
IRONTON, OHIO

Media Code 4 250 4025 0.00  
Tri-Radio Broadcasting, Inc., Box 292, Park & Vernon Sts., Ironton, Ohio 45638, Phone 614-532-



**WKEE**  
1947  
HUNTINGTON, W. VA.  
**AVCO**  
RADIO SALES  
**RAB**

A Reeves Telecom Corp. Station  
Media Code 4 250 4050 7.00  
WKEE, Inc., a service of Reeves Telecom Corp., Box 2288, 623 4th Ave., Huntington, W. Va. 25724. Phone 304-525-7758.

- PERSONNEL**  
Gen'l & Gen'l Sales Mgr.—J. E. Eblin.  
Program Director—Jim Mack.
- REPRESENTATIVES**  
Arco Radio Sales.
- FACILITIES**  
5,000 w. days; 300 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
Partial Simulcast Operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WKEE-FM.
- AGENCY COMMISSION**  
15% on net station time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b, 15a, 15c, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 22a, 23a, 23b, 24a, 25c, 27, 28c, 29a, 29b, 30, 31, 33a.  
Contracts: 40a, 44b, 45, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60f, 61c.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 82.  
Affiliated with American Contemporary Network.  
Affiliated with Arco Group Plan.

**TIME RATES**  
No. 10 ET 11/1/72—Rec'd 11/8/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Sun thru Sat 7 pm-midnight.  
**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 11 12 11 18 11 24 11 30 11  
PER YR: Fixed 52x 156x 312x 780x 1040x  
AAA 25 23 22 21 20 19  
AA 23 21 20 19 18 17  
30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

**7. PACKAGE PLANS**  
1 MINUTE CONVERTIBLE PACKAGE  
PLANS—1/3AAA, 1/3AA, 1/3A  
PER WK: 6 11 12 11 18 11 24 11 30 11  
1 min 123 234 333 420 480  
Spots ROS within time class. FM spots do not convert. No further discounts.

**CONVERTIBLE PLANS**  
Higher to Lower—2AA spots equal 3A, 2AA spots equal 3A spots.  
Lower to Higher—3 spots of a lower class equal 2 spots of the next higher class.  
Combinability—Sec I may be added to Sec II at applicable rates & are convertible.  
Transfer—Sec II advertisers may transfer to Sec I at any time during the year at earned Sec I Frequency level.

**MORE**  
listening Adults (18-34)  
than any other station  
in Huntington-Ashland

**WKEE AM/FM**  
contemporary music in  
Huntington, W. Virginia  
ARB A/M '73. TSA cume pers. M-5 6AM-Mid

**WKEE-FM**  
1947  
HUNTINGTON, W. VA.  
**RAB**

Media Code 4 250 4061 5.00  
WKEE Inc., Box 2288, 623 Fourth Ave., Huntington, W. Va. 25701. Phone 304-525-7758.  
See affiliated AM station for additional information.

- FACILITIES**  
ERP 55,000 w., 100.5 mc. Stereo.  
Operating schedule: 24 hours daily. EST.  
Antenna ht.: 558 ft. above average terrain.  
Partial Simulcast Operation. Operated separately local sunset-6 am. For simulcast facilities see WKEE.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with Arco Group Plan.

**TIME RATES**  
No. 10 ET 11/1/72—Rec'd 11/8/72.  
A—Sun & Sat 7 pm-midnight.  
**6. SPOT ANNOUNCEMENTS**  
CLASS A  
PER WK: 1 11 12 11 18 11 24 11 30 11  
PER YR: Fixed 52x 156x 312x 780x 1040x  
1 min 20 19 18 17 16 15

**7. PACKAGE PLANS**  
Convertible Package Plans—see AM listing.

**WTCR**  
1854  
ASHLAND, KY.

**ata** Alan Torbet  
Associates, Inc.

**G** A Greater Media Station  
**RAB**

Media Code 4 250 4940 3.00  
Greater Media, Inc., Box 1420, Ashland, Ky. 41101.  
Phone 606-928-6424. Huntington (W. Va.) Phone 304-525-9827.

**STATION'S PROGRAMMING DESCRIPTION**  
WTCR: MUSIC: Modern country including country rock. AIR PERSONALITIES handle all segments/communications. NEWS: local and regional events for W. Va., Ky., Ohio. Contact Representative for further details. Rec'd 12/31/73.

- PERSONNEL**  
President—Peter A. Bordes.  
General Manager—Ken Stephens.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Greater Media Stations: See Rep & S/O pages.
- FACILITIES**  
5,000 w.; 1420 kc. days. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15%; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3f, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 21d, 25a, 28b, 28c, 30.  
Contracts: 40c, 41, 42a, 45, 46, 51a, 51b.  
Comb.: Cont. Discounts: 60f, 60h, 60i, 62d.  
Cancellation: 70e, 71a, 72.  
Prod. Services: 80, 82.  
FM facilities: WHEZ (FM).  
Affiliated with American Information Network.  
Affiliated with ATA Radio Network.

**TIME RATES**  
WTCR/WHEZ (FM), HUNTINGTON, W. VA.  
COMBINATION  
ET—Rec'd 8/9/74.  
I—Fixed position.  
II—BTA within broad day parts.  
III—ROS.

**6. SPOT ANNOUNCEMENTS**  
SECTION I  
PER WK: 1 11 12 11 18 11 24 11 30 11  
PER YR: Fixed 52x 156x 312x 500x 1000x  
1 min 28 27 25 23 22  
30 sec 22 21 20 18 17  
SECTION II  
1 min 20 19 17 16 15  
30 sec 15 14 13 12 11  
SECTION III  
1 min 14 13 11 10 9  
30 sec 11 10 9 8 7

**WTCR ONLY**  
ET 10/1/73—Rec'd 10/22/73.  
I—Fixed position.  
II—BTA rotating within broad day parts.  
III—BTA.  
IV—ROS.  
**6. SPOT ANNOUNCEMENTS**  
SECTION I  
PER WK: 1 11 12 11 18 11 24 11 30 11 36 11  
PER YR: Fixed 19.00 18.00 17.00 16.00 14.00 13.00  
1 min 15.00 14.00 13.00 12.00 11.00 10.00  
SECTION II  
1 min 14.00 13.00 12.00 11.00 9.00 8.00  
30 sec 11.00 10.00 9.00 8.00 7.00 6.00  
SECTION III  
1 min 7.25 7.00 6.75 6.50 6.00 5.75  
30 sec 5.75 5.50 5.25 5.00 4.75 4.50  
SECTION IV  
1 min 6.00 5.75 5.50 5.25 4.75 4.50  
30 sec 4.75 4.50 4.25 4.00 3.75 3.50

**WTCR**  
Country  
**EZ** radio  
Beautiful/Schulke  
Together with one Buy  
Dominate  
Huntington-Ashland

Men	Women
18+ — #1	18+ — #1
18-34 — #2	18-34 — #2
18-49 — #1	18-49 — #2
25-49 — #1	25-49 — #1
25-64 — #1	25-64 — #1

See WTCR or WHEZ Listing For Details  
Source: ARB Apr/May '74 Metro M-5 6AM-Mid

**WWHY**  
1946  
HUNTINGTON, W. VA.  
Media Code 4 250 4870 2.00  
Husco Broadcasting Corp., Box 390, Hotel Frederick, Huntington, W. Va. 25708. Phone 304-523-3421.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWHY: MUSIC: country. NEWS: network at :60; local at :30. Contact Representative for further details. Rec'd 10/27/72.

- PERSONNEL**  
General Manager—Richard Husted.  
Mgr. & Farm Dir.—Bill Jones.  
Women's Editor—Doris Wilson.  
News & Prog. Dir.—Gary Rae.
- REPRESENTATIVES**  
Charles Bernard Co., Inc.  
Southwest—Mario Medina Company.
- FACILITIES**  
5,000 w. days; 1470 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- AGENCY COMMISSION**  
15% on time; bills payable net 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3b, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a.  
Basic Rates: 20a, 22b, 23a, 24a, 24b, 25a, 29a.  
Contracts: 40a, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60k, 61a, 62b, 62e.  
Cancellation: 70c, 73a.

**TIME RATES**  
No. 5 ET 12/1/72—Rec'd 10/27/72.  
AA—6-10 am & 3-6 pm.  
A—10 am-3 pm & 6 pm-sign-off.  
**6. SPOT ANNOUNCEMENTS**  
1 MINUTE  
PER WK: 1 11 12 11 18 11 25 11  
AAA 13 12 11 10  
A 10 9 8  
(\*) 8.50.  
20/30 sec: 80% of 1-min. 10 sec: 60% of 1-min.

## HURRICANE

Putnam County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**WPNS**  
1971  
Media Code 4 250 4700 8.00  
Putnam Broadcasting Co., Inc., Box 454, 455 Hodges Branch Rd., Hurricane, W. Va. 25526. Phone 304-755-2374.  
South Charleston office: Box 8595, 512 D St., South Charleston, W. Va. 25303. Phone 304-755-2374.

- STATION'S PROGRAMMING DESCRIPTION**  
WPNS: Programmed for adults and young adults.
- PERSONNEL**  
General Manager—Jack Green.
  - REPRESENTATIVES**  
Hal Walton Co.
  - FACILITIES**  
5,000 w.; 1080 kc. Directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15% time only; monthly.

**TIME RATES**  
ET 7/1/73—Rec'd 8/2/73.  
AAA—Mon thru Fri 6-9 am & 4-6 pm.  
AA—Mon thru Fri 9 am-4 pm.  
A—Sat & Sun before 6 pm.  
B—Mon thru Sun after 8 pm.  
**6. SPOT ANNOUNCEMENTS**  
1 min 6.00 5.70 5.40 5.10 4.80 4.50 4.20 3.90  
30 sec 4.20 3.99 3.78 3.57 3.36 3.15 2.94 2.73  
(CR)

## KEYSER (1 AM; 1 FM)

Mineral County—Map Location K-3  
See SRDS consumer market map and data at beginning of the State.

**WKLP** 1968  
**WKLP-FM** 1973  
**RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 250 4760 2.00  
4-Star Broadcasters, Box 967, Radio Plaza, Keyser, W. Va. 26726. Phone 304-788-1882.  
**STATION'S PROGRAMMING DESCRIPTION**  
WKLP: MOR & country music.
- PERSONNEL**  
General Manager—Gary W. Watson.
  - FACILITIES**  
1,000 w.; 1390 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. EST.  
FM-ERP 6,000 w. (horiz.) 6,000 w. (vert.): 94.1 mc.  
Operating schedule: 6 am-10 pm. EST.  
Antenna ht.: 790 ft. above average terrain.  
Operated separately 9 am-noon.
  - AGENCY COMMISSION**  
15/0.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 3 ET 4/1/74—Rec'd 3/11/74.  
A—Mon thru Fri 6-9 am.  
B—All other times.  
**6. SPOT ANNOUNCEMENTS**  
CLASS A  
PER YR: 1x 100+ 1x 100x 500x 1000+  
1 min 4.45 3.85 3.25 2.90 2.25 1.90  
30 sec 3.75 3.15 2.80 2.35 1.90 1.60

## KINGWOOD

Preston County—Map Location J-3  
See SRDS consumer market map and data at beginning of the State.

**WFSP**  
1967  
**RAB**  
Subscriber to the NAB Radio Code  
Media Code 4 250 4830 3.00  
Prestaco, Inc., Box 186, Kingwood, W. Va. 26037.  
Phone 304-329-1780.  
**1. PERSONNEL**  
General Manager—Arthur W. George.

## WEST VIRGINIA

- REPRESENTATIVES**  
Dome & Associates, Inc.
  - FACILITIES**  
1,000 w.; 1560 kc. Non-Directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION**  
15/0; time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.
- TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rec'd 3/14/69.
- 6. SPOT ANNOUNCEMENTS**  
PER MO: 10 11 26 51 156 11  
1 min 3.50 3.00 2.75 2.50  
30 sec 3.00 2.50 2.25 2.00

## LOGAN (2 AM; 1 FM)

Logan County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

**WLOG**  
1946  
**RAB**  
Subscriber to the NAB Radio Code  
Media Code 4 250 4900 4.00  
Guyan Valley Broadcasting Co., Inc., Box 871, Logan, W. Va. 25601. Phone 304-752-6280.  
Studio: WLOG Bldg., Kananda and Chestnut Sts., Logan, W. Va. Phone 304-752-6280.

- PERSONNEL**  
Pres. & Gen'l Mgr.—E. M. Bailey.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. EST.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 16 ET 1/1/72—Rec'd 2/7/72.  
**6. SPOT ANNOUNCEMENTS**  
1 min 30 sec 3.00 2.40  
Ea Applies to all spots regardless of frequency, except continuous schedule or saturation plan.

**7. PACKAGE PLANS**  
CONTINUOUS SCHEDULE  
PER WK: 5 11 15 11 30 11  
1 min 2.50 2.25 2.00  
30 sec 2.10 1.90 1.70  
Minimum 1 year.  
**CLASSIFIED RADIO**  
10-second spots in continuous rotation with 3 other non-competitive advertisers.  
2 per day (1 am, 1 pm), 14 per wk, per mo....40.00  
Minimum 3 months.

**WWOW** 1952  
**WWOW-FM** 1969  
**RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 250 5040 8.00  
Logan Broadcasting Corp., Box 1776, Logan, W. Va. 25601. Phone 304-752-5080.
- PERSONNEL**  
General Manager—William P. Becker.
  - FACILITIES**  
5,000 w. days, 1,000 w. nights; 1290 kc. Non-directional—Daytime.  
500 w. pre-sunrise.  
Operating schedule: 6-1 am. EST.  
FM-ERP 15,000 w.; 101.9 mc.  
Operating schedule: 6-1 am. EST.
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**  
ET 5/1/73—Rec'd 6/12/73.  
**6. SPOT ANNOUNCEMENTS**  
1 min 4.80 4.25 3.65 3.45 3.20 3.10  
30 sec 2.40 2.35 2.30 2.25 2.20 2.15  
1 min 3.00 2.85 2.80 2.80 312x 365x  
30 sec 2.05 3.00 1.95 1.90 1.85

## MARTINSBURG (1 AM; 1 FM)

Berkeley County—Map Location M-3  
See SRDS consumer market map and data at beginning of the State.

**WPEM** 1946  
**WPEM-FM** 1948  
**RAB**

- Subscriber to the NAB Radio Code  
Media Code 4 250 5180 2.00  
Martinsburg Broadcasting Co., Box 767, Peoples Trust Bldg., 3rd floor, Martinsburg, W. Va. 25401.  
Phone 304-263-5252.
- PERSONNEL**  
General Manager—C. Leslie Gilliard.
  - REPRESENTATIVES**  
The Dorney Organization, Inc.
  - FACILITIES**  
1,000 w.; 1340 kc. Non-directional.  
Operating schedule: 6:00 am-midnight. EST.  
FM FACILITIES  
ERP 9,000 w. (horiz. & vert.): 97.3 mc. Stereo.  
Antenna ht.: 1,016 ft. above average terrain.
  - AGENCY COMMISSION**  
15% on station time only; no cash discount.  
(This listing continued on next page)

## WEST VIRGINIA

Martinsburg—W E P M, W E P M-FM—Cont'd

5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

Rates effective January 1, 1956.

Rates received January 13, 1956.

Fixed Position/Drive Time	1/2		1/4		10		5		1		30	
	hr.	hr.	hr.	min.	min.	min.	min.	min.	min.	min.	min.	sec.
1 time.....	60.00	36.00	24.00	17.75	12.00	7.50	5.25					
13 times.....	57.00	34.20	22.85	16.90	11.40	7.05	4.95					
26 times.....	54.15	32.50	21.70	16.05	10.85	6.65	4.65					
52 times.....	51.40	30.90	20.65	15.25	10.30	6.25	4.40					
104 times.....	48.90	29.35	19.60	14.50	9.75	5.90	4.15					
156 times.....	46.45	27.85	18.60	13.75	9.30	5.50	3.85					
208 times.....	44.15	26.50	17.65	13.05	8.85	5.20	3.65					
260 times.....	41.95	25.15	16.80	12.40	8.40	4.90	3.45					
312 times.....	39.80	23.90	15.95	11.80	7.95	4.60	3.20					
1 minute ROS—5.00.												

## MATEWAN

Mingo County—Map Location D-7  
See SIDS consumer market map and data at beginning of the State.

### WHJC

1951



Media Code 4 250 5320 4.00  
Three States Broadcasting Co., Matewan, W. Va. 25678. Phone 427-7261, 7262.

- PERSONNEL  
General Manager—George Warren, Jr.
- FACILITIES  
1,000 w. days; 1360 kc. Non-directional.
- AGENCY COMMISSION  
15/0; payable when rendered.

### TIME RATES

No. 3 ET 3/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS	1x	13x	26x	52x	104x	208x	312x
1 min	3.60	3.30	3.00	2.70	2.40	2.10	1.80
30 sec	2.40	2.30	2.15	1.95	1.70	1.45	1.20

## MILTON

Cabell County—Map Location D-5  
See SIDS consumer market map and data at beginning of the State.

### WNST

1973

Media Code 4 250 5390 7.00  
Box 266, Milton, W. Va. 25541. Phone 304-743-9056.

- Other office: Box 2031, Huntington, W. Va. 25720. Phone 304-736-4707.
- PERSONNEL  
Owner—Naseeb S. Tweel.
  - FACILITIES  
5,000 w.; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

ET 6/26/73—Rec'd 9/17/73.

6. SPOT ANNOUNCEMENTS	1x	52x	104x	208x	312x	500x	700x	1000x
PER YR:	6.00	5.75	5.50	5.25	5.00	4.75	4.50	4.25
Sta brk.....	4.50	4.25	4.00	3.75	3.50	3.25	3.00	
PER WK:	10 ti	20 ti	30 ti	40 ti				
1 min.....	5.25	5.00	4.75	4.50				
30 sec.....	3.75	3.50	3.25	3.00				
PER MD:	50 ti	100 ti						
1 min.....	5.00	4.50						
Sta brk.....	3.50	3.00						
6-9 am & 3-6 pm, extra 20%.								

## MONTGOMERY

Fayette County—Map Location F-6  
Kanawha County—Map Location D-5  
See SIDS consumer market map and data at beginning of the State.

### WMON

1946

Media Code 4 250 5460 8.00  
Greater Montgomery Broadcasters, Inc., Box 750, 1028 First Ave., Montgomery, W. Va. 25136. Phone 304-442-9555.

- STATION'S PROGRAMMING DESCRIPTION  
WMON: Programmed for general listening. Emphasis on music, news, sports, community and local college activities. Network news every 30 min. local news throughout day. AIR PERSONALITIES handle all segments. 6-7 am country music and farm news. 7-11 am. entertainment featuring middle-of-road music. 11 am-noon, housewives' program, information, discussions and contests. Noon-12:30 pm. musical feature. 12:30-1 pm. extended news roundup. 1-6 pm. entertainment, employing middle-of-the-road music, comedy and featurettes. 7-7:30 pm. network public affairs. 7:30-10 pm. rock and roll music featuring current top 20, telephone discussions and record give aways. 10-11 pm. entertainment, featuring jazz, controversial as well as informative topics discussed without editorializing. Rec'd 9/9/67.

- PERSONNEL  
Sta. & Sales Mgr.—Jack Caldo.  
Program Director—Klm Smith.
- FACILITIES  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.
- AGENCY COMMISSION  
15% time; monthly.

- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3b, 4a, 5, 6a, 7a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 24b, 25c, 28b, 28c, 29a, 30, 33c.  
Contracts: 40a, 42a, 43, 44b, 45, 46, 47a, 51b, 51c. Comb.; Cont. Discounts: 60a, 60i, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with KBS and NBC.

### TIME RATES

ET 11/1/69—Rec'd 10/4/67.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260x	312x
1 min	6.50	6.25	6.00	5.75	5.50	5.25	5.00

6. PROGRAM TIME RATES	1x	13x	26x	52x	104x	208x	312x
1/2 hr.....	36.00	33.00	30.00	27.00	24.00	21.00	18.00
1/4 hr.....	24.00	22.00	20.00	18.00	16.00	14.00	12.00
10 min.....	18.00	16.50	15.00	13.50	12.00	10.50	9.00
5 min.....	12.00	11.00	10.00	9.00	8.00	7.00	6.00

## MORGANTOWN (2 AM; 1 FM)

Monongalia County—Map Location H-3  
See SIDS consumer market map and data at beginning of the State.

### WAJR

1940

Media Code 4 250 5600 9.00  
West Virginia Radio Corp., Box 867, Morgantown, W. Va. 26505. Phone 304-292-9488.

- PERSONNEL  
Gen'l & Sales Mgr.—Paul E. Kidd.  
Program Director—E. W. O'Hara.
- FACILITIES  
5,000 w. days, 500 w. nights; 1440 kc. Directional.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION  
15%. 10% cash discount if paid by 15th of month following billing.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8. Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b. Basic Rates: 20b, 21a, 21b, 21d, 22a, 25a, 26. Contracts: 40a, 44a, 44b, 45, 46, 47a. Comb.; Cont. Discounts: 60a, 62a, 62b. Cancellation: 70a, 73b. Prod. Services: 81, 82.  
Affiliated with NBC.

### TIME RATES

No. 3 ET 1/1/69—Rec'd 11/21/68.

6. SPOT ANNOUNCEMENTS	1x	104x	260x	312x	520x
1 min	8.25	7.00	6.00	5.50	4.80
30 sec	7.65	6.35	5.45	4.95	4.35

7. PACKAGE PLANS	ROS, PER WK:	10 ti	29 ti
1 min.....	5.90	5.30	
30 sec.....	5.30	4.75	

6. PROGRAM TIME RATES	1 hr	1/2 hr	1/4 hr	10 min	5 min
1 x.....	60.00	45.30	30.00	25.30	15.30
104 x.....	48.25	36.50	24.15	20.00	12.35
260 x.....	42.35	31.80	21.20	17.65	10.55
312 x.....	36.50	27.10	18.25	15.30	9.00

## WAJR-FM

1948

Media Code 4 250 5601 7.00  
West Virginia Radio Corp., Box 867, Morgantown, W. Va. 26505. Phone 304-292-9488.

- See affiliated AM station for additional information.
- FACILITIES  
ERP 50,000 w. (horiz.), 50,000 w. (vert.); 101.9 mc. Stereo.  
Operating schedule: 7 am-midnight. EST.  
Antenna ht.: 272 ft. above average terrain.

### TIME RATES

No. 2 ET 9/1/65—Rec'd 11/27/68.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	156x	260x	312x
1 min	7.05	6.50	6.15	5.90	5.65	5.00	4.60

6. PROGRAM TIME RATES	1x	26x	52x	104x	156x	260x	312x
1 hr.....	54.60	49.15	46.45	43.70	41.00	35.30	30.25
1/2 hr.....	32.80	29.55	27.85	26.25	24.60	21.20	18.20
1/4 hr.....	21.85	19.70	18.55	17.55	16.40	14.20	12.15
10 min.....	16.40	14.80	13.95	13.15	12.25	10.65	9.15
5 min.....	10.95	9.85	9.30	8.80	8.25	7.10	6.10

## WCLG

1954

Media Code 4 250 5740 3.00  
Freed Broadcasting Corp., Box 885, 343 High St., Morgantown, W. Va. 26505. Phone 304-292-2222.

- STATION'S PROGRAMMING DESCRIPTION  
WCLG: Programmed for adults & young adults. MUSIC: contemporary rock & gold. Emphasis on local news & community involvement. Rec'd 9/3/74.
- PERSONNEL  
General Manager—William S. Freed.  
Sales Manager—Garry Bowers.  
Program Director—Bob Sherman.
  - FACILITIES  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset. EST.
  - AGENCY COMMISSION  
None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
General: 5.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 5 ET 9/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS	1x	26x	52x	104x	208x
PER YR:	8.00	7.50	7.00	6.50	6.00
1 min.....	8.00	7.50	7.00	6.50	6.00
30 sec.....	6.50	6.10	5.65	5.15	4.75
1 min.....	5.35	5.10	4.85	4.20	3.75
30 sec.....	4.35	4.00	3.65	3.30	3.00

7. PACKAGE PLANS	PER WK:	10 ti	30 ti	30 ti	50 ti
1 min.....	6.20	5.80	5.40	5.20	
30 sec.....	5.00	4.60	4.20	4.10	

Not available during peak periods.  
Punch spots—10 sec. minimum 10 per day 2.50.

- SPECIAL FEATURES  
News—at 7, 8 am & 5, 6 pm. 6.00.  
Rotating newscasts..... 5.00 Rotating weather..... 4.00

## MOUNDSVILLE

Marshall County—Map Location G-2  
See SIDS consumer market map and data at beginning of the State.

### WEIF

1950

Media Code 4 250 5880 7.00  
Miracle Valley Broadcasting Co., Inc., Box O, 317 7th St., Moundsville, W. Va. 26041. Phone 304-845-1230.

- STATION'S PROGRAMMING DESCRIPTION  
WEIF: Programmed for adults and young adults.
- PERSONNEL  
1 General Manager—Henry R. Grewe.
  - FACILITIES  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
15/0 net charges for station time.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS and MBS.

### TIME RATES

ET 1/1/73—Rec'd 3/5/73.

6. SPOT ANNOUNCEMENTS	1 min	30 sec
1-499 x.....	5.60	3.70
500+.....	4.20	3.40

## NEW MARTINSVILLE

Wetzel County—Map Location G-3  
See SIDS consumer market map and data at beginning of the State.

### WETZ

1952

Media Code 4 250 6020 9.00  
Magnolia Broadcasting Co., Inc., Box 249, New Martinsville, W. Va. 26155. Phone 304-455-3030.

- Studio: Bridge St. North at Radio Drive, New Martinsville, W. Va. 26155.
- PERSONNEL  
Pres. & Gen'l Mgr.—Harry G. Bright.
  - REPRESENTATIVES  
Regional Reps. Corp.
  - FACILITIES  
1,000 w. days; 1330 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.
  - AGENCY COMMISSION  
15% on time only; no cash discount.
  - GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Rates effective February 1, 1962.

Rates received February 1, 1962.

6. SPOT ANNOUNCEMENTS	1 min (*)	1 min (*)
1 ti.....	6.00	4.00
13 ti.....	5.70	3.80
26 ti.....	5.40	3.60
52 ti.....	5.00	3.20
	3.00	3.00

(\*) 30 seconds or less.

## OAK HILL (1 AM; 1 FM)

Fayette County—Map Location F-6  
See SIDS consumer market map and data at beginning of the State.

### WOAY

1946

Media Code 4 250 6160 3.00  
Robert R. Thomas Jr., Box 251, 1-1/2 miles from Oak Hill, W. Va. 25901. Phone 304-469-3361.

- PERSONNEL  
Owner & Gen'l Mgr.—Robert R. Thomas, Jr.
- REPRESENTATIVES  
Savalli/Gates, Inc.
- FACILITIES  
10,000 w. days; 860 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. EST.  
FM-ERP: 25,000 w. (horiz.), 25,000 w. (vert.); 94.1 mc. Stereo.  
Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION  
15% on time charges only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM operated in conjunction with AM until local sunset; after local sunset FM rates are 60% of AM rates.

### TIME RATES

Rates effective March 1, 1962.

Rates received February 1, 1962.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES	1	1/2	1/4	5	1	20/30
1 time.....	60.00	36.00	24.00	18.00	6.00	6.00
26 times.....	54.00	32.40	21.			



**Parkersburg—W C E F-FM—Continued**

5. GENERAL ADVERTISING See coded regulations Affiliated with American FM Network.

**TIME RATES**  
 Eff 4/1/73—Rec'd 2/12/73.

PER WK:	1x	26x	52x	104x	208x	312x
1 min.	6.00	6.00	5.75	5.50	5.25	5.00
30 sec.	4.10	4.00	3.90	3.80	3.70	3.60

7. PACKAGE PLANS

PER WK:	10 ti	15 ti	20 ti	25 ti	30 ti
1 min.	5.50	8.25	5.00	4.75	4.50
30 sec.	4.00	3.75	3.50	3.25	3.00

**WKYG WKYG-FM**

Media Code 4 250 6385 8.00  
 Community Broadcasting Serv., Inc., Box 368,  
 Parkersburg, W. Va. 26101. Phone 304-485-4565.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WKYG: MUSIC: Modern Country. Contact Representative for further details. Rec'd 1/7/74.

- PERSONNEL  
 Station Manager—Gary Pinkerman.
- REPRESENTATIVES  
 Savall/Gates, Inc.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1230 kc. Non-directional.  
 Operating schedule: 24 hours daily. EST.  
 FM—ERP 1,000 w.; 103.1 mc.  
 Operating schedule: 5 am-midnight. EST.  
 Antenna ht.: 550 ft. above average terrain.
- AGENCY COMMISSION  
 15/0 time only.
- GENERAL ADVERTISING See coded regulations  
 General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22b, 23a, 24b, 25a, 28a.  
 Contracts: 40a, 45, 46, 47a.  
 Comb.: Cont. Discounts: 60b, 61b, 61c, 62b.  
 Cancellation: 70a, 70c, 71a, 73a.  
 Affiliated with American Information Network.

**TIME RATES**  
 Eff 11/1/70—Rec'd 1/7/74.

6. SPOT ANNOUNCEMENTS

1 min.	1 ti	6 ti	12 ti	18 ti	24 ti	30 ti
30/20 sec.	8.00	7.50	7.00	6.50	6.00	5.50
10 sec.	6.00	5.00	5.25	4.90	4.50	4.10
	4.80	4.50	4.20	3.90	3.60	3.30

**WPAR**

Media Code 4 250 6440 9.00  
 WPAI, Inc., Box 449, Parkersburg, W. Va. 26101  
 Phone 304-485-4491.

- PERSONNEL  
 Owner—Fred A. Grewe, Jr.  
 General Manager—Calvin Dailey, Jr.
- REPRESENTATIVES  
 Gill-Perma, Inc.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
 Operating schedule: 5:25 am-midnight Mon thru Sat;  
 7:00 am-midnight Sun. EST.
- AGENCY COMMISSION  
 15/0 time only.
- GENERAL ADVERTISING See coded regulations  
 General: 3a, 5.  
 Rate Protection: 10b, 14b.  
 Basic Rates: 20b, 24c, 25b.  
 Contracts: 40a.  
 Comb.: Cont. Discounts: 60a.  
 Prod. Services: 80.  
 Affiliated with American Contemporary Network.

**TIME RATES**  
 Eff 8/1/73—Rec'd 8/1/73.

6. SPOT ANNOUNCEMENTS

1 min	1x	26x	52x	104x	156x	208x	312x
1 min	7.00	6.70	6.40	6.10	5.80	5.20	4.90

**PINEVILLE**

Wyoming County—Map Location E 7  
 See SRDS consumer market map and data at beginning of the State.

**WWYO**

Media Code 4 250 6720 4.00  
 Wyoming Broadcasting Co., Inc., Box 549, Pineville,  
 W. Va. 24874. Phone 304-732-7970.

- PERSONNEL  
 Gen'l & Sales Mgr.—Roger L. Fox.
  - FACILITIES  
 1,000 w. days; 870 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
 15/0 time only; 10 days.
- TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 11/1/72—Rec'd 11/30/73.
6. SPOT ANNOUNCEMENTS
- |         |      |      |      |      |       |
|---------|------|------|------|------|-------|
| 1 min.  | 1x   | 104x | 312x | 500x | 1000x |
| 1 min.  | 3.50 | 3.25 | 3.00 | 2.85 | 2.75  |
| 30 sec. | 2.50 | 2.25 | 2.00 | 1.85 | 1.75  |

**PRINCETON (1 AM; 1 FM)**

Mercer County—Map Location F-0  
 See SRDS consumer market map and data at beginning of the State.

**WAEY**

Media Code 4 250 6880 8.00  
 Betap, Corp., Box 1011, Princeton, W. Va. 24740.  
 Phone 304-425-2151.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WAEY: Programmed for adults & young adults.

- PERSONNEL  
 Pres. & Gen'l Mgr.—Henry Beam.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
 Operating schedule: 5:00 am-11:00 pm. EST.
- AGENCY COMMISSION  
 15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

**TIME RATES**  
 Eff 4/1/73—Rec'd 4/30/73.

AA—6-9 am & 3-7 pm.  
 A—All other times.

6. SPOT ANNOUNCEMENTS

1 min.	312x	520x	720x	1000x
1 min.	4.40	3.85	3.30	2.45
30 sec.	3.40	3.00	2.30	2.00
10 sec.	2.35	1.80	1.40	1.20

**WAEY-FM**

Media Code 4 250 6961 8.00  
 Betap Corp., Box 1011, Lilly Grove Addition,  
 Princeton, W. Va. 24740. Phone 304-425-2151.  
 See affiliated AM station for additional information.

- PERSONNEL  
 ERP 3,000 w.; 95.9 mc.  
 Operating schedule: 5 am-11 pm EST.  
 Antenna ht.: 178 ft. above average terrain.
- FACILITIES  
 ERP 3,000 w.; 95.9 mc.  
 Operating schedule: 5 am-11 pm EST.  
 Antenna ht.: 178 ft. above average terrain.
- AGENCY COMMISSION  
 15/0 time only.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with MBS.

**RAINELLE**

Greenbrier County—Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

**WRRL**

Media Code 4 250 6930 9.00  
 R-H Co., Inc., Box 764, 507 Main St., Rainelle,  
 W. Va. 25962. Phone 304-438-7811.

- PERSONNEL  
 Pres. & Gen'l Mgr.—Bruce Glenn Barker.
  - FACILITIES  
 1,000 w. days; 1130 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
 15/0 time only; 10th of following month.
  - GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.
- TIME RATES**  
 No. 1 Eff 10/1/73—Rec'd 12/3/73.
6. SPOT ANNOUNCEMENTS
- |         |      |      |      |
|---------|------|------|------|
| 1 min.  | 52x  | 156x | 312x |
| 1 min.  | 3.95 | 3.15 | 2.75 |
| 30 sec. | 3.45 | 2.65 | 2.35 |

**RAVENSWOOD**

Jackson County—Map Location E-4  
 See SRDS consumer market map and data at beginning of the State.

**WMOV**

Media Code 4 250 7000 0.00  
 Good Neighbor Broadcasters, Inc., Gallatin St  
 Ravenswood, W. Va. Phone 304-273-2544.

- PERSONNEL  
 Gen'l & Nat'l Sales Mgr.—Rex Osborn.
- FACILITIES  
 1,000 w. days; 1360 kc. Non-directional.  
 Operating schedule: 8:00 am-local sunset. EST.
- AGENCY COMMISSION  
 15% on time only; no cash discount.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

**TIME RATES**  
 Rates effective July 19, 1961.  
 Rates received July 19, 1961.

6. SPOT ANNOUNCEMENTS/PROGRAM RATES

	hr.	hr.	1/4	10	5	1
1 time	37.00	22.00	12.75	10.50	8.50	5.50
13 times	33.95	22.00	11.98	9.95	7.95	4.75
26 times	32.00	19.95	11.50	9.20	7.50	4.50
52 times	29.75	17.98	10.75	8.50	6.75	4.00
104 times	27.75	16.75	9.50	7.95	6.50	3.65
156 times	24.95	15.80	8.78	7.20	5.95	3.45
260 times	23.00	14.98	8.20	6.55	5.25	3.00
312 times	20.75	12.75	7.50	5.75	4.75	2.50
364 times	18.20	11.20	6.35	5.20	4.20	2.15

**RICHWOOD**

Nicholas County—Map Location G-6  
 See SRDS consumer market map and data at beginning of the State.

**WVAR**

Subscriber to the NAB Radio Code  
 Media Code 4 250 7140 4.00  
 R-B Broadcasting Company, Box 349, Cemetery Rd.,  
 Richwood, W. Va. 26281. Phone 304-848-0071.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WVAR: Programmed for adults and young adults.

- PERSONNEL  
 Pres. & Mgr.—C. Farrell Johnson.
- FACILITIES  
 1,000 w. days; 800 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.

- AGENCY COMMISSION  
 15%.
  - GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.  
 Member: Appalachian Network.
  - TIME RATES  
 NATIONAL AND LOCAL RATES SAME  
 No. 6-A Eff 5/1/72—Rec'd 5/8/72.
  - SPOT ANNOUNCEMENTS
- |       |      |      |        |      |      |
|-------|------|------|--------|------|------|
| 1 x   | 4.00 | 3.00 | 260 x  | 3.50 | 2.50 |
| 26 x  | 3.90 | 2.90 | 312 x  | 3.40 | 2.40 |
| 52 x  | 3.80 | 2.90 | 365 x  | 3.30 | 2.30 |
| 104 x | 3.70 | 2.70 | 500 x  | 3.20 | 2.20 |
| 156 x | 3.60 | 2.60 | 1000 x | 3.10 | 2.10 |

**RONCEVERTE**

Greenbrier County Map Location G-7  
 See SRDS consumer market map and data at beginning of the State.

**WRON**

Media Code 4 250 7280 8.00  
 Radio Greenbrier, Inc., Box 100, Ronceverte, W. Va.  
 24970. Phone 304-645-3425.

- PERSONNEL  
 Gen'l & Com'l Mgr.—Charles M. Gaylord.
- REPRESENTATIVES  
 Done & Associates, Inc.  
 Riley Representatives.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 6 am-midnight. EST.
- AGENCY COMMISSION  
 15/0 net time.
- GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract with exceptions.  
 Affiliated with MBS.

**TIME RATES**  
 No. 3 Eff 3/1/72—Rec'd 2/21/72.

6. SPOT ANNOUNCEMENTS

SIGN-ON-7 PM:

1 min.	1x	26x	52x	156x	312x
1 min.	6.50	6.15	5.80	5.50	4.80
30 sec.	4.85	4.65	4.20	3.80	3.35

7 pm-midnight: 75% of above.

**ST. ALBANS**

Kanawha County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

**See Charleston**  
 (including St. Albans, South Charleston)

**SOUTH CHARLESTON**

Kanawha County—Map Location E-5  
 See SRDS consumer market map and data at beginning of the State.

**See Charleston**  
 (including St. Albans, South Charleston)

**SPENCER**

Roane County—Map Location F-5  
 See SRDS consumer market map and data at beginning of the State.

**WVRC**

Media Code 4 250 7560 3.00  
 Roane Broadcasting, Inc., 106 Radio St., Spencer,  
 W. Va. 25276. Phone 304-927-3760.

- STATION'S PROGRAMMING DESCRIPTION**  
 WVRC: Programmed for adults.
- PERSONNEL  
 Vice-Pres. & Mgr.—Charles H. Marlow.
  - FACILITIES  
 1,000 w. days; 250 w. nights; 1400 kc. Non-directional.  
 Operating schedule: 5:59 am-11:05 pm. EST.
  - AGENCY COMMISSION  
 None; all rates net to station.
  - GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 Eff 10/1/73—Rec'd 12/3/73.

6. SPOT ANNOUNCEMENTS

PER MO: 30 sec 1 min PER MO: 30 sec 1 min

1 ti	3.15	3.89	65 ti	2.15	2.50
13 ti	2.93	3.55	78 ti	2.08	2.43
26 ti	2.71	3.20	91 ti	2.01	2.37
39 ti	2.50	2.85	100+	1.95	2.30
52 ti	2.30	2.64			

Monthly rate determined by number of spots run in 31 days.

YR: 156x 312x 468x 624x 780x 936x 1092x 1212x  
 30 sec 2.72 2.50 2.30 2.08 1.98 1.92 1.86 1.82  
 1 min 3.27 2.93 2.71 2.50 2.40 2.30 2.23 2.15  
 30 seconds and 1-minute spots may be combined to earn lower rates.

**SUTTON**

Braxton County—Map Location G-5  
 See SRDS consumer market map and data at beginning of the State.

**WWSB**

Media Code 4 250 7700 5.00  
 Multi-Media Associates, Box 514, 197 Main St.,  
 Sutton, W. Va. 26801. Phone 765-7373.

- PERSONNEL  
 Pres. & Gen'l Mgr.—James R. Reese, Jr.
- FACILITIES  
 1,000 w. days, 250 w. nights; 1490 kc. Non-directional.  
 Operating schedule: 6:00 am-10:00 pm. EST.

**WEST VIRGINIA**

- AGENCY COMMISSION  
 15/0 time and talent; 10 days.
  - GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.
  - TIME RATES  
 Rates effective  
 Rates received December 17, 1965.
  - SPOT ANNOUNCEMENTS  
 1 MINUTE OR LESS
- |       |      |        |      |
|-------|------|--------|------|
| 1 ti  | 4.25 | 52 ti  | 3.00 |
| 13 ti | 3.50 | 104 ti | 2.75 |
| 26 ti | 3.25 | 312 ti | 2.40 |

**WEIRTON**

Hancock County—Map Location G-1  
 See SRDS consumer market map and data at beginning of the State.

**See Steubenville (Ohio)-Weirton (W. Va.) under Ohio**

**WELCH (2 AM)**

McDowell County—Map Location E-8  
 See SRDS consumer market map and data at beginning of the State.

**WELC**

Subscriber to the NAB Radio Code  
 Media Code 4 250 7840 9.00  
 Pocahontas Broadcasting Co., Box 920, Welch, W. Va.  
 24801. Phone 304-436-2131.  
**STATION'S PROGRAMMING DESCRIPTION**  
 WELC: Programmed for adults & young adults.

- PERSONNEL  
 Gen'l & Sales Mgr.—Sam Sidote.
  - FACILITIES  
 1,000 w. days; 1150 kc. Non-directional.  
 Operating schedule: 6 am-local sunset. EST.
  - AGENCY COMMISSION  
 15% to recognized agencies; no cash discount.
  - GENERAL ADVERTISING See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with KBS.
- TIME RATES**  
 Rates received November 3, 1950.  
 Revised rates (addition of 312 time rates) received  
 May 27, 1955.

6. SPOT ANNOUNCEMENTS

1 time	1 min.	60 wds.	(*)
13 times	4.60	3.75	3.44
26 times	4.38	3.50	3.31
52 times	4.16	3.31	3.19
104 times	3.88	3.12	3.00
156 times	3.75	3.00	2.88
260 times	3.63	2.88	2.75
312 times	3.50	2.81	2.69
	3.35	2.74	2.60

(\*) Station break

7. PACKAGE PLANS

**WEEKLY FREQUENCY RATES**

1 hour	2 wky	3 wky	5 wky
1/2 hour	36.25	35.00	33.75
1/4 hour	23.75	22.50	21.25
10 minutes	11.84	11.25	10.62
5 minutes	7.71	7.50	7.19
1 minute	3.75	3.63	3.50
60 words	3.00	2.88	2.81
Station break	2.83	2.75	2.69

**WXEE**

Media Code 4 250 7980 3.00  
 Davis-Major Communications Corp., Rhodes Bldg.,  
 McDowell St., Welch, W. Va. 24801. Phone 304-  
 436-4101.

- PERSONNEL  
 Pres. & Gen'l Mgr.—Gerald E. Davis.
  - FACILITIES  
 1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
 Operating schedule: 6 am-midnight. EST.
  - AGENCY COMMISSION  
 15/0.
  - GENERAL ADVERTISING See coded regulations  
 Affiliated with American Contemporary Network.
- TIME RATES**  
 No. 1 Eff 8/1/71—Rec'd 10/8/71.
6. SPOT ANNOUNCEMENTS
- |                 |      |      |      |      |      |
|-----------------|------|------|------|------|------|
| 1 min.          | 1x   | 10x  | 25x  | 50x  | 75x  |
| 1 min.          | 4.75 | 4.50 | 4.25 | 4.00 | 3.90 |
| 30 sec or less. | 3.00 | 2.60 | 3.40 | 3.20 | 3.10 |
| 1 min.          | 3.80 | 3.70 | 3.60 | 3.50 | 3.00 |
| 30 sec or less. | 3.00 | 2.90 | 2.80 | 2.70 | 2.40 |

**WESTON (1 AM; 1 FM)**

Lewis County—Map Location G-4  
 See SRDS consumer market map and data at beginning of the State.

**WHAW WHAW-FM**

# WEST VIRGINIA

## Weston—WHA W, WHA W-FM—Cont'd

- PERSONNEL**  
Manager—Terry R. White.
- REPRESENTATIVES**  
Regional Reps Corp.  
Dome & Associates, Inc.
- FACILITIES**  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset Mon thru Sat:  
7:30 am-local sunset Sun, EST.  
FM-ERP 940 w. (horiz.), 940 w. (vert.); 102.3 mc.  
Operating schedule: 6 am-11:30 pm. EST.  
Antenna ht.: 490 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

ET—Rec'd 5/30/74.

6. SPOT ANNOUNCEMENTS					
	1x	10x	20x	50x	100x
1 min	3.25	2.55	2.30	2.10	1.85
30 sec	2.85	2.30	2.05	1.85	1.60

## WHEELING (4 AM; 4 FM)

(including Belleire, Ohio)  
Wheeling, Ohio County, W. Va.—Map Location G-2  
Belleire, Belmont County, Ohio—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.  
Station contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of the individual station coverage, audience delivered, etc. within the area.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning		Daytime		Afternoon		Evening	
	Traffic	Rate	Traffic	Rate	Traffic	Rate	Traffic	Rate
A	44	40	44	44	28	28	28	28
B	33	28	33	33	27	27	27	27
C	14	9	11	11	5	5	5	5
D	5	5	5	5	2	2	2	2
AVERAGE	24	21	24	24	16	16	16	16

## WKWK WKWK-FM

1941 WHEELING 1948



- Media Code 4 250 8540 4.00  
Publishers Broadcasting Corp., 1201 Main St., Wheeling, W. Va. 26003. Phone 304-232-2250.
- STATION'S PROGRAMMING DESCRIPTION**  
WKWK: Programmed for demographic audience: 50% teen, 50% adult.  
MUSIC: 80% MOR days, top 40 nights, 40% oldies.  
NEWS: 15% Network & local at 5:55; local am & pm drive time, 2 newsmen. Private weather service.  
6 AIR PERSONALITIES handle all segments.  
SPORTS: major league baseball, local high school football & basketball play-by-play. Contact Representative for further details. Rec'd 4/1/74.
- PERSONNEL**  
President—Donald Price.  
Vice-President—Milton Q. Ford.  
General Manager—Vincent B. Ritzenthaler.
- 2. REPRESENTATIVES**  
McGavren-Gulid, Inc.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 50,000 w.; 97.3 mc.  
Antenna ht.: 470 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 28b, 28c, 29a, 29b, 30, 33d.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.
- TIME RATES**  
ET 10/1/70—Rec'd 9/1/70.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—Mon thru Sat 10 am-3 pm & 7-10 pm; Sun all day.  
B—Mon thru Sat 10 pm-midnight
- 6. SPOT ANNOUNCEMENTS**
- | PER WK, 1 MIN: | 1 ti | 6 ti | 12 ti | 18 ti | 24 ti |
|----------------|------|------|-------|-------|-------|
| AA             | 37   | 34   | 33    | 32    | 31    |
| A              | 32   | 29   | 28    | 27    | 26    |
| B              | 27   | 24   | 23    | 22    | 21    |
- 30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

- 7. PACKAGE PLANS**  
TOTAL AUDIENCE PLANS—1 MINUTE
- MON THRU SAT:**
- Plan I—12 ti (3 6-10 am, 3 3-7 pm, 3 10 am-3 pm, 3 7 pm-midnight)..... 27  
Plan II—18 ti (4 8-10 am, 5 3-7 pm, 5 10 am-3 pm, 4 7 pm-midnight)..... 25  
Plan III—24 ti (6 6-10 am, 6 3-7 pm, 6 10 am-3 pm, 6 7 pm-midnight)..... 23
- CONSECUTIVE WEEK DISCOUNT**  
26 wk—4% 52 wk—8%
- RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid. Mon-Sun necessary to maintain consec wk advertising.



- Media Code 4 250 8600 6.00  
Radio Wheeling, Inc., Broadcast House, Wheeling, W. Va. 26003. Phone 304-233-1470.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Gene B. Johnson.  
General Sales Manager—Neil E. Fondas.  
Operations Manager—Herb Allen.
- 2. REPRESENTATIVES**  
None; all rates net to station.
- 3. FACILITIES**  
5,000 w. days; 1600 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; monthly.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 5, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 15b.  
Basic Rates: 20b, 21a, 22a, 22b, 23a, 24c, 25a, 28b, 28c, 30, 33c.  
Contracts: 40a, 41, 42a, 44a, 45, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 62d.  
Cancellation: 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with CBS.

### TIME RATES

No. 1 ET 3/15/63—Rec'd 5/27/63.  
Traffic Time—6:30-9 am & 3-7 pm.

**6. SPOT ANNOUNCEMENTS**

1 MINUTE					
PER WK, EA:	6 ti	12 ti	18 ti	24 ti	36 ti
Traffic time	15	14	13	12	11
All other times	10	9	8	7	6

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.



- Media Code 4 250 8580 8.00  
T/R Inc., Box 448, Woodmont Hill, Belleire, Ohio 43906. Phone 614-876-5661.  
Other office—Box 448, Wheeling, W. Va.
- 1. PERSONNEL**  
General Manager—Robert Andre.  
Sales Manager—Jimmy Dean.  
Program Director—Robert Blair.
- 2. REPRESENTATIVES**  
Savalli/Gates Inc.  
Pa., Maryland, Virginia & Washington, D. C.—Dome & Associates, Inc.  
Regional Reps Corp.
- 3. FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6 am-sign-off daily. EST.  
Partial simulcast operation. Simulcast 6 am-sign-off. For non-simulcast facilities see WOMP-FM.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a, 7b, 8.  
Rate Protection: 11d, 14d, 15b.  
Basic Rates: 20a, 21a, 22b, 23a, 24b, 25a, 28a, 28c, 29a, 33a.  
Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60a, 60f, 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81.  
Member: Ohio Radio Network.

### TIME RATES

No. 11 ET 10/1/73—Rec'd 6/5/74.

**6. SPOT ANNOUNCEMENTS**

PER WK, EA:	1 ti	6 ti	12 ti	18 ti	50 ti
1 min	7.00	6.00	5.00	4.50	4.00
30 sec	5.25	4.50	3.75	3.25	2.75

**7. PACKAGE PLANS**

PER MO, EA:	40 ti	80 ti	150 ti
1 min	5.00	4.50	4.00
30 sec	3.75	3.25	2.75

**ANNUAL BULK PLAN, EA:** 1 min 30 sec 1000 X 3.50 2.75

**10. SPECIAL FEATURES**  
Talk of the Town..... 80 45 25



- Media Code 4 250 8681 6.00  
T/R Inc., Box 448, Woodmont Hill, Belleire, Ohio 43906. Phone 614-876-5661.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
EHP 13,500 w. (horiz.), 13,500 w. (vert.); 100.5 mc.  
Operating schedule: 6 am-midnight daily. EST.  
Antenna ht.: 550 ft. above average terrain.  
Partial simulcast operation. Operated separately AM sign-off-midnight Mon thru Fri. For simulcast facilities see WOMP.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- TIME RATES**  
ET—Rec'd 2/13/67.
- 7. PACKAGE PLANS**  
1 MINUTE  
(Guaranteed position 10 am-10 pm)
- | PER WK: | 1 wk | 13 wk | 26 wk | 52 wk |
|---------|------|-------|-------|-------|
| 1 ti    | 2.00 | 1.90  | 1.80  | 1.70  |
| 7 ti    | 1.80 | 1.70  | 1.60  | 1.50  |
| 13 ti   | 1.60 | 1.50  | 1.40  | 1.30  |
| 20 ti   | 1.40 | 1.30  | 1.20  | 1.10  |
- 30-SECOND ROTATION PLAN**  
10 per wk, 40 per mo..... 40.00
- 10. SPECIAL FEATURES**  
NEWS PLAN—FIXED POSITION  
1 per wk, ea..... 2¢ 10+ per wk, ea..... 1.75



- Media Code 4 250 8820 8.00  
Forward Group Station  
Subscriber to the NAB Radio Code  
Forward Tele-Productions, Inc., 98 16th St., Wheeling, W. Va. 26003. Phone 304-232-7777. TWX 304-232-6897.
- 1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Robert W. Ferguson.  
Sales Executive—George Young.  
Promotion—Mary Neal.
- 2. FACILITIES**  
EHP 11,220 w.; 107.5 mc. Stereo.  
Operating schedule: 7-1 am. EST.  
Antenna ht.: 907 ft. above average terrain.
- 3. FACILITIES**  
None; all rates net to station.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6b, 8.  
Rate Protection: 10g, 11c, 12g, 13g, 14g, 16.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 25a, 28b, 28c, 29a, 30.  
Contracts: 40a, 42b, 42d, 44b, 45, 46, 47a, 48, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with NBC.

### TIME RATES

No. 6 ET 6/1/74—Rec'd 7/1/74.

**6. SPOT ANNOUNCEMENTS**

	1x	26x	52x	104x	260x	500x
1 min	7.00	6.50	6.00	5.00	4.50	3.50
30 sec	5.00	4.50	4.00	3.50	3.00	2.50

**7. PACKAGE PLANS**  
PER WK, ROS, EA: 1 min 30 sec 4.50 3.50

**8. PROGRAM TIME RATES**

	1x	26x	52x
1 hr	48.00	43.00	40.00
1/2 hr	36.00	32.50	30.00

**10. SPECIAL FEATURES**  
NAT'L/LOCAL NEWS ADJACENCY: 1 min 30 sec 4.50 3.50  
Minimum 5 per wk/13-wk schedule.



- Media Code 4 250 8960 4.00  
Screen Gems Radio Stations, Inc., Capitol Music Hall, Wheeling, W. Va. 26003. Phone 304-232-1170.
- STATION'S PROGRAMMING DESCRIPTION**  
WWVA: MUSIC: modern country. Air personalities. NEWS: extended news operation. Contact Representative for further details. Rec'd 4/5/71.
- 1. PERSONNEL**  
Executive Vice-President—Emil Mogul.  
General Manager—Ross Felton.  
Station Manager—Richard L. Howard.
- 2. REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- 3. FACILITIES**  
50,000 w.; 1170 kc. Directional—nights only.  
Operating schedule: 24 hours daily. EST.  
FM-ERP 7,500 w.; 98.7 mc.  
Operating schedule: 24 hours daily. EST.
- 4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 22b, 23a, 25a, 26, 28c, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Affiliated with Eastman Radio Network.



- TIME RATES**  
No. 29 ET 1/1/74—Rev 4/22/74—Rec'd 4/25/74.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 9 am-7 pm.  
III—Sun thru Sat midnight-5:30 pm; Mon thru Sat 5:30-6 am; Mon thru Fri 7:30 pm-midnight; Sun 6-9 am & 7 pm-midnight.
- 6. SPOT ANNOUNCEMENTS**
- | PER WK: |      | I     |       | II    |      | III   |       |
|---------|------|-------|-------|-------|------|-------|-------|
|         | 1 ti | 12 ti | 18 ti | 24 ti | 1 ti | 12 ti | 24 ti |
| 1 min   | 50   | 44    | 40    | 36    | 45   | 40    | 35    |
| 30 sec  | 40   | 35    | 32    | 29    | 36   | 32    | 28    |
| 10 sec  | 30   | 26    | 24    | 22    | 27   | 24    | 21    |
- 1 min..... 30 27 22 19  
30 sec..... 24 22 18 15  
10 sec..... 18 16 13 11  
7-7:30 pm Mon thru Sat not available.
- RATEHOLDER**  
Minimum wkly sched of 6 1-min spots 6 am-12 mid Mon-Sun necessary to maintain consec wk advertising.
- 8. PROGRAM TIME RATES**
- PER YEAR:** 1x 52x 156x 260x 520x  
JAMBOREE—SAT 7:30 PM-MIDNIGHT  
Sponsorship: 465 440 385 355 330  
1/2 hr..... 285 265 230 220 195  
1/4 hr..... 185 175 155 135 120  
Mon thru Fri 7:15 pm-midnight; Sun 6 am-midnight.
- 10. SPECIAL FEATURES**  
NEWSCASTS  
5 min—150% of 1-min. 1 min—110% of 1-min.  
JAMBOREE—SAT 7:30 PM-MIDNIGHT  
Sponsorship: 1/2 hr—300.00. Includes open & close plus 4 1-min spots.  
1/4 hr—175.00. Includes open & close plus 2 1-min spots.  
Participation: 1x 52x 104x 156x 208x  
1 min..... 80 75 70 65 60  
JAMBOREE WARM-UP—SAT 7-7:25 PM  
Sponsorship: 25 min—200.00 (Includes open, close & 4 1-min within).  
1 min..... 55 50 45 40 35  
Participation: See III rates  
CONSECUTIVE WEEK DISCOUNT  
13 wk—5% 26 wk—7-1/2% 52 wk—10%

- WHITE SULPHUR SPRINGS**  
Greensbrier County—Map Location G-7  
See SRDS consumer market map and data at beginning of the State.
- W S L W**  
1971  
Media Code 4 250 9030 5.00  
Regional Radio, Inc., Box 610, 73 E. Main St., White Sulphur Springs, W. Va. 24986. Phone 304-536-1310.
- 1. PERSONNEL**  
Vice Pres. & Gen'l Mgr.—Claude F. Jones.
- 2. FACILITIES**  
5,000 w.; 1310 kc. Non-directional.  
Operating schedule: 6 am-local sunset. EST.
- 3. AGENCY COMMISSION**  
None; all rates net to station.
- 4. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.

- TIME RATES**  
No. 2 ET 8/1/74—Rec'd 7/31/74.
- 6. SPOT ANNOUNCEMENTS**
- | PER YEAR: | 5x   | 26x  | 52x  | 104x | 156x |
|-----------|------|------|------|------|------|
| 15 sec    | 3.75 | 2.75 | 2.25 | 1.85 | 1.75 |
| 30 sec    | 4.25 | 3.25 | 2.75 | 2.35 | 2.20 |
| 1 min     | 5.00 | 4.00 | 3.50 | 3.15 | 3.00 |
- 7. PACKAGE PLANS**
- | PER WK: | 8 ti | 12 ti | 18 ti | 24 ti | 30 ti |
|---------|------|-------|-------|-------|-------|
| 15 sec  | 1.50 | 1.40  | 1.30  | 1.25  | 1.20  |
| 30 sec  | 1.85 | 1.70  | 1.55  | 1.50  | 1.45  |
| 1 min   | 2.45 | 2.25  | 2.05  | 2.00  | 1.93  |

- WILLIAMSON**  
Mingo County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.
- WBTH**  
1959
- Media Code 4 250 9100 6.00  
Harvit Broadcasting Corp., Box 261, Mountaineer Hotel Block, Williamson, W. Va. 25661. Phone 304-235-3600.
- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert B. Harvit.
- 2. FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.
- 3. AGENCY COMMISSION**  
15% on time; no cash discount.
- 4. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.
- TIME RATES**  
ET—Rec'd 12/11/72.
- 6. SPOT ANNOUNCEMENTS**
- |        | 1x   | 26x  | 52x  | 104x | 260x | 312x |
|--------|------|------|------|------|------|------|
| 1 min  | 7.25 | 7.00 | 6.75 | 6.50 | 6.25 | 6.00 |
| 30 sec | 5.75 | 5.50 | 5.25 | 5.00 | 4.75 | 4.50 |



# Negro Population Data

(January 1, 1974)

STATE TOTAL	160,818	Kenosha	2,402
METRO AREAS		La Crosse	68
Appleton	3,830	Madison	3,830
Oshkosh	268	Milwaukee	134,276
Duluth-Superior	1,352	Racine	13,049
Eau Claire	180	Sheboygan	221
Fond du Lac	203	Wausau	19
Green Bay	488	Total Metros	159,811
Janesville			
Beloit	3,455		

# Spanish Population Data

**EDITOR'S NOTE:** The following population of Spanish Heritage is sourced to the 1970 Census, which identified this population in different ways, dependent upon geographic location. Please refer to the table of contents for the location of the Spanish Population Summary Page and the explanation of Census procedures in identifying the population of Spanish Heritage.

(April 1, 1970)

STATE TOTAL	41,402	METRO AREAS	
		Milwaukee	21,907

# WISCONSIN

see SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

# Demographics!

They're now a regular feature in SRDS. See Contents Page for exact location.



## Map Explanation

Read figures in THOUSANDS

Under 5	5-10	10-20	20-50	50-100	100-250	250-500	Over 500	CITY POPULATION SRDS Consumer Market Data
●	▲	○	◻	◆	●	■	▨	With Daily Media.
			◻	◻	○			Without Daily Media.
Symbols Designate Types of Media.								
★ Newspaper    ⚡ Radio    ⓧ Television								

COUNTY NAMES ARE IN ITALIC TYPE  
— Designates Metropolitan Areas within this state

SCALE OF MILES  
Applicable to WISCONSIN only

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# State, County, City, Metro Area Data

State, Standard Metropolitan Statistical Areas (SMSA's), county and city estimates are developed exclusively by Market Data division of SRDS.

**CITIES AND COUNTIES**—This list shows counties in which cities are located. Cities are first, counties next.

Appleton—Outagamie Beloit—Rock Brookfield—Waukesha Cudahy—Milwaukee		Eau Claire—Eau Claire Fond du Lac—Fond du Lac Green Bay—Brown Greenfield—Milwaukee		Janesville—Rock Kenosha—Kenosha La Crosse—La Crosse Madison—Dane		Manitowoc—Manitowoc Menomonee Falls—Waukesha Milwaukee—Milwaukee		Neenah—Winnebago New Berlin—Waukesha Oshkosh—Winnebago		Racine—Racine Sheboygan—Sheboygan South Milwaukee—Milwaukee		Stevens Point—Portage Superior—Douglas Waukesha—Waukesha		Wausau—Marathon Wauwatosa—Milwaukee West Allis—Milwaukee																			
ESTIMATES FOR:		Consumer Spendable Income—1973										Retail Sales—1973																					
STATE		Population					% Distribution of Families					Total Retail Sales		By Selected Store Types								Passenger Cars	Farm Population	Gross Farm Income									
City	Map Loc.	1/1/74	1/1/74	Households	Per Household	3000	5000	8000	10000	15000	to to to to to	4999	7999	9999	14999	15000	over	(000)	Per Household	Food	Drug	General Mdse.	Apparel	Home Furn.	Auto-motive	Service Station	1/1/74	1973	(000)				
Metropolitan Area		(000)	(000)	(000)	(\$000)	(\$)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)	(\$000)				
<b>WISCONSIN STATE TOTALS</b>																																	
		4,550.8	1,448.07	18,195.024	12,565	7.1	13.2	13.0	29.8	30.0	10,833,388	7,481	2,089,990	256,130	1,712,342	462,360	478,184	2,038,391	693,054	2,033.10	439.2	2,547,380											
<b>ADAMS E-7</b>																																	
		9.9	3.44	29,202	8,489	10.0	22.7	14.6	21.2	13.4	11,898	3,459	2,442		575	416	201	4,325	786														
<b>ASHLAND D-3</b>																																	
		16.5	5.53	49,556	8,961	14.3	19.3	14.1	24.5	16.3	43,825	7,925	9,250	1,242	7,093	1,620	1,670	11,321	3,837														
<b>BARRON C-5</b>																																	
		35.6	12.11	116,517	9,622	12.5	21.8	13.3	22.4	18.4	94,125	7,773	16,542	2,232	10,130	3,108	3,121	20,184	7,016														
<b>BAYFIELD C-3</b>																																	
		11.7	4.01	34,804	8,679	13.9	18.6	15.9	23.1	13.9	15,535	3,874	3,913	491	2,082	100	97	1,262	1,419														
<b>BROWN G-7</b>																																	
		166.0	48.39	591,691	12,228	5.7	12.6	15.1	34.9	26.2	395,008	8,163	73,259	8,260	104,489	20,927	20,280	78,048	24,676														
Green Bay		90.9	28.82	347,402	12,054						297,912	10,337	48,507	6,623	98,367	19,692	17,369	50,770	17,525														
Green Bay Metro Area		166.0	48.39	591,691	12,228	5.7	12.6	15.1	34.9	26.2	395,008	8,163	73,259	8,260	104,489	20,927	20,280	78,048	24,676														
<b>BUFFALO C-6</b>																																	
		13.5	4.31	41,170	9,552	12.4	20.2	14.5	24.6	15.5	23,010	5,339	2,372	636	1,488	170	579	4,332	1,249														
<b>BURNETT 8-4</b>																																	
		9.3	3.41	26,943	7,901	15.7	22.6	11.7	18.3	12.0	12,790	3,751	3,238	192	761	116	36	603	1,527														
<b>CALUMET G-7</b>																																	
		29.1	8.20	102,119	12,454	5.7	12.5	13.8	30.8	30.0	52,243	6,371	9,100	788	1,178	520	835	13,061	3,126														
<b>CHIPPEWA C-5</b>																																	
		48.3	14.34	158,636	11,062	7.9	16.4	13.9	27.5	24.0	89,723	6,257	16,835	1,523	12,196	1,710	2,081	22,469	7,482														
<b>CLARK D-6</b>																																	
		32.0	9.88	91,836	9,295	13.7	23.1	13.4	20.4	15.0	70,821	7,168	11,358	1,500	4,127	1,129	1,293	12,971	4,852														
<b>COLUMBIA F-8</b>																																	
		41.1	13.52	155,019	11,466	7.4	14.1	13.6	30.3	27.1	102,428	7,576	19,247	2,868	9,588	3,662	1,059	21,623	10,515														
<b>CRAWFORD D-8</b>																																	
		15.0	4.79	43,279	9,035	13.9	22.6	12.3	19.0	15.2	33,956	7,089	6,689	481	2,941	1,015	1,059	14,878	1,872														
<b>DANE E-9†</b>																																	
		310.1	100.19	1,391,696	13,891	5.7	10.7	11.0	30.1	37.6	758,177	7,567	125,091	24,140	141,725	41,066	38,017	148,801	51,580														
Madison		176.6	59.59	831,802	13,959						514,829	7,567	75,428	17,772	130,277	37,009	30,583	110,790	28,773														
Madison Metro Area		310.1	100.19	1,391,696	13,891	5.7	10.7	11.0	30.1	37.6	758,177	7,567	125,091	24,140	141,725	41,066	38,017	148,801	51,580														
<b>DODGE F-8</b>																																	
		72.8	22.55	270,908	12,014	7.4	13.6	14.6	30.9	27.7	132,328	5,868	25,236	2,194	6,777	4,066	6,071	20,679	7,954														
<b>DOOR H-6</b>																																	
		20.0	6.87	71,009	10,336	8.4	20.9	15.9	24.8	19.8	54,741	7,968	11,891	756	5,112	1,452	1,226	12,110	4,145														
<b>DOUGLAS C-3</b>																																	
		44.7	15.01	155,096	10,333	10.6	15.5	15.7	29.5	19.3	92,261	6,147	19,497	2,357	7,944	5,668	2,923	17,142	7,852														
Superior		32.7	11.37	118,991	10,465						84,660	7,428	17,362	2,357	7,345	5,336	2,494	15,487	6,918														
Duluth-Superior Metro Area		264.8	90.09	977,877	10,854	7.9	15.4	14.5	30.2	24.6	614,381	6,820	139,594	17,129	95,602	44,315	34,507	113,275	49,198														
<b>DUNN C-5</b>																																	
		30.1	9.09	96,606	10,628	12.2	19.6	14.1	23.0	19.5	58,997	6,490	9,651	1,172	7,009	1,645	1,361	12,876	5,042														
<b>EAU CLAIRE C-6</b>																																	
		73.7	23.33	268,284	11,500	8.5	13.7	13.5	30.9	26.1	173,063	7,418	34,941	3,516	42,885	7,638	9,535	22,768	14,766														
Eau Claire		49.9	16.31	188,275	11,544						167,477	10,268	15,931	1,646	21,301	7,502	4,030	9,396	6,696														
Eau Claire Metro Area		73.7	23.33	268,284	11,500	8.5	13.7	13.5	30.9	26.1	173,063	7,418	34,941	3,516	42,885	7,638	9,535	22,768	14,766														
<b>FLORENCE G-4</b>																																	
		3.3	1.08	9,783	9,058	12.0	23.5	14.5	19.5	16.3	4,680	4,333	635	179	1,185			1,084	322														
<b>FOND DU LAC G-8</b>																																	
		87.1	26.62	334,402	12,562	6.6	12.1	13.9	33.2	28.2	213,002	8,002	41,380	6,621	26,961	10,671	9,954	50,222	13,550														
Fond du Lac		36.1	11.92	149,732	12,561						126,718	10,631	25,214	5,481	24,702	8,845	6,868	28,690	7,348														
Fond du Lac Metro Area		87.1	26.62	334,402	12,562	6.6	12.1	13.9	33.2	28.2	213,002	8,002	41,380	6,621	26,961	10,671	9,954	50,222	13,550														
<b>FOREST F-4</b>																																	
		7.7	2.41	21,498	8,920	13.1	25.8	15.4	18.6	13.1	11,389	4,726	2,756	382	83	142	1,952	1,647															
<b>GRANT D-9</b>																																	
		49.4	14.43	156,347	10,835	10.9	17.6	14.1	27.0	20.9	115,839	8,028	25,495	2,240	8,792	2,423	3,599	22,437	7,632														
<b>GREEN E-9</b>																																	
		27.0	8.98	105,795	11,781	8.2	16.5	14.1	27.6	26.1	101,194	11,269	15,062	1,475	3,815	3,840	4,840	23,251	4,272														
<b>GREEN LAKE F-7</b>																																	
		17.2	5.92	63,662	10,754	9.0	17.8	13.0	24.6	24.6	44,778	7,681	6,990	388	2,491	587	2,241	7,643	2,267														
<b>IOWA E-9</b>																																	
		19.2	5.83	66,861	11,468	14.9	27.1	14.5	21.8	13.4	11,982	5,373	3,406	408	319	166	117	410	1,269														
<b>IRON E-3</b>																																	
		6.0	2.23	19,752	8,857	11.9	18.6	13.6	23.6	21.3	31,504	6,339	5,555	285	2,476	730	302	7,291	4,695														
<b>JACKSON D-7</b>																																	
		15.1	4.97	55,026	11,072	7.5	1																										



## State, County, City, Metro Area Data

STATE COUNTY—Map Loc. City Metropolitan Area	Population 1/1/74 (,000)	Households 1/1/74 (000)	Consumer Spendable Income—1973					Retail Sales—1973										Passen- ger Cars 1/1/74 (000)	Farm Popu- lation 1/1/74 (000)	Gross Farm Income 1973 (\$000)	
			Per Household (\$)	% Distribution of Families					—Total Retail Sales— Per Household (\$)	By Selected Store Types					Home Furn. (\$000)	Auto- motive (\$000)	Service Station (\$000)				
				(\$000)	3000 to 4999	5000 to 7999	8000 to 9999	10000 to 14999		15000 and over	Food (\$000)	Drug (\$000)	General Mdse. (\$000)	Apparel (\$000)							
RICHLAND D-8.....	16.8	5.58	51,864	9,295	13.0	19.9	13.4	22.7	17.3	41,626	7,460	5,846	746	7,254	988	2,579	8,967	2,115	7.25	5.8	33,885
ROCK F-9.....	133.2	42.34	533,184	12,593	5.8	9.7	13.6	34.4	31.3	336,822	7,955	62,857	9,128	58,951	16,246	15,806	61,857	22,590	64.14	8.9	65,616
Beloit.....	36.7	12.29	144,404	11,750	.....	.....	.....	.....	.....	123,379	10,039	24,811	4,198	28,766	7,791	5,351	26,748	7,901	.....	.....	.....
Janesville.....	47.8	15.29	202,815	13,265	.....	.....	.....	.....	.....	156,458	10,233	28,112	3,430	29,094	6,069	8,601	27,379	9,964	.....	.....	.....
Janesville-Beloit Metro Area.....	133.2	42.34	533,184	12,593	5.8	9.7	13.6	34.4	31.3	336,822	7,955	62,857	9,128	58,951	16,246	15,806	61,857	22,590	64.14	.....	.....
RUSK C-5.....	14.0	4.53	40,178	8,869	11.7	23.1	13.4	19.9	15.5	26,715	5,897	4,998	475	1,716	1,460	526	4,254	1,787	6.27	4.5	16,515
ST. CROIX B-5.....	35.9	10.72	137,040	12,784	7.3	13.1	14.1	31.4	28.2	67,249	6,273	11,518	1,540	2,940	1,971	1,294	11,868	5,512	16.29	8.3	49,787
SAUK E-8.....	40.0	13.16	150,796	11,459	7.5	15.6	13.7	30.8	25.3	105,385	8,008	19,663	2,383	6,586	3,384	4,555	20,707	7,190	19.67	7.6	56,903
SAWYER C-4.....	9.7	3.40	27,465	8,078	16.0	27.0	10.3	15.2	14.2	23,134	6,804	5,334	576	1,326	775	220	5,397	2,055	4.85	.....	6,534
SHAWANO F-6.....	32.7	10.53	106,377	10,102	9.9	23.3	14.2	23.0	17.9	67,022	6,365	13,102	1,381	7,145	2,297	1,687	12,140	4,348	15.35	9.4	41,463
SHEBOYGAN G-8.....	99.8	32.80	409,272	12,478	6.5	11.9	13.6	33.6	28.9	217,023	6,617	42,286	6,379	56,449	5,535	11,570	36,411	13,051	45.61	8.3	41,722
Sheboygan Sheboygan Metro Area.....	99.8	32.80	409,272	12,478	6.5	11.9	13.6	33.6	28.9	217,023	6,617	42,286	6,379	56,449	5,535	11,570	36,411	13,051	45.61	.....	.....
TAYLOR D-5.....	16.7	4.98	44,310	8,898	11.3	23.4	14.4	20.3	14.6	31,174	6,260	7,898	369	1,278	814	1,406	7,165	3,095	7.13	6.8	25,877
TREMPEALEAU C-7.....	23.5	7.57	70,141	9,266	12.8	21.1	12.7	22.4	17.6	54,074	7,143	8,752	726	3,675	680	1,088	9,840	4,660	10.76	8.0	51,359
VERNON D-8.....	24.3	8.13	72,552	8,924	15.7	19.3	12.7	20.2	15.2	41,476	5,102	8,722	1,650	1,749	2,155	558	6,876	3,148	10.60	9.9	44,146
VILAS E-4.....	11.5	4.13	35,864	8,684	12.5	23.0	12.8	21.1	15.9	31,539	7,637	8,967	552	1,823	1,403	366	4,359	3,189	6.75	.....	2,995
WALWORTH F-9.....	66.6	20.60	252,829	12,273	8.2	13.7	13.3	28.5	28.9	169,477	8,227	36,472	3,835	9,794	5,462	4,623	34,691	11,868	31.95	5.8	47,453
WASHBURN C-4.....	10.6	3.75	34,314	9,150	17.5	21.7	13.0	19.9	17.6	32,440	8,651	7,325	376	2,151	502	289	10,992	2,211	5.37	2.0	6,638
WASHINGTON G-8.....	69.0	19.89	278,577	14,066	5.2	8.0	12.5	33.6	36.4	124,056	6,237	26,673	1,977	12,936	4,060	6,034	20,569	9,419	32.78	7.3	33,963
WAUKESHA G-9.....	242.9	68.84	1,161,254	16,869	3.3	5.1	8.1	32.5	48.1	485,174	7,048	116,448	13,310	65,181	16,427	17,375	101,174	35,481	121.27	4.0	23,852
Brookfield.....	35.8	9.67	198,239	20,500	.....	.....	.....	.....	.....	95,617	9,888	28,192	3,241	32,483	2,169	4,653	4,230	5,759	.....	.....	.....
Menomonee Falls.....	33.6	8.93	148,924	16,677	.....	.....	.....	.....	.....	80,511	9,016	19,197	1,745	4,202	1,818	2,272	33,401	5,347	.....	.....	.....
New Berlin.....	30.3	8.07	132,919	16,471	.....	.....	.....	.....	.....	20,430	2,532	6,572	640	2,655	242	460	3,757	2,484	.....	.....	.....
Waukesha.....	43.1	13.32	188,956	14,186	.....	.....	.....	.....	.....	125,889	9,451	24,907	3,396	20,374	7,777	5,073	33,834	7,869	.....	.....	.....
WAUPACA F-6.....	38.4	12.68	130,216	10,269	10.0	20.7	13.9	25.7	19.3	90,144	7,109	17,702	1,749	4,840	3,623	5,124	21,342	5,951	18.17	6.6	37,819
WAUSHARA F-7.....	15.1	5.30	47,536	8,969	14.0	21.4	14.0	21.3	15.4	27,491	5,187	5,042	553	1,896	252	469	4,230	2,841	7.80	4.1	23,187
WINNEBAGO F-7.....	134.1	41.79	549,415	13,147	6.0	11.3	14.3	33.2	30.1	286,903	6,865	61,091	8,460	29,326	12,869	15,461	45,596	20,878	57.84	6.9	29,931
Neenah.....	24.5	7.64	115,046	15,058	.....	.....	.....	.....	.....	59,969	7,849	17,166	1,227	9,841	2,541	2,435	6,464	5,475	.....	.....	.....
Neenah; Menasha Combined.....	39.3	12.36	172,495	13,956	.....	.....	.....	.....	.....	94,315	7,631	27,022	1,931	12,755	3,182	4,455	12,877	7,659	.....	.....	.....
Oshkosh.....	55.6	17.83	215,673	12,096	.....	.....	.....	.....	.....	168,502	9,450	30,922	5,489	16,386	8,452	8,464	28,416	9,111	.....	.....	.....
Appleton-Oshkosh Metro Area.....	287.5	86.16	1,134,553	13,168	5.7	11.1	14.3	33.0	30.5	639,776	7,425	122,121	15,426	97,646	26,230	31,417	114,211	41,752	123.98	.....	.....
WOOD E-6.....	67.2	20.55	243,394	11,844	7.2	13.1	14.2	32.4	26.0	201,125	9,787	56,071	4,297	30,849	6,171	6,800	38,676	10,988	30.51	7.2	27,977

# WISCONSIN

## STATE NETWORKS

### Keystone Broadcasting System, Inc.

(This is a paid duplicate of the state group segment listing under Time Rates in the Keystone Broadcasting System, Inc. listing in Regional Radio Networks and Groups section.)

Media Code 4 251 0045 0.00  
Business Office—111 W. Washington, Chicago, Ill. 60602. Phone 312-782-8900.  
New York—527 Madison Ave., New York, N. Y. 10022. Phone 212-355-3720.

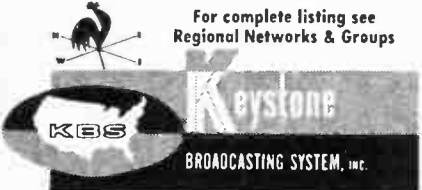
#### WISCONSIN STATE GROUP

Comprised of:

WAPL—Appleton  
WATW—Ashland  
WWIS—Black River Falls  
WRDN—Durand  
WERR—Eagle River  
WOKL—Eau Claire  
WHSM—Hayward  
WLDY—Ladysmith  
WLOT—Marinette  
WRJC—Mauston  
WIGM—Medford  
WMNE—Menominee  
WNRI—Park Falls  
WPDR—Portage  
WGLB—Port Washington  
WTCB—Shawano  
WCSW—Shell Lake  
WCOW—Sparta  
WDOR—Sturgeon Bay  
WTTN—Watertown  
WLKE—Waupun  
WNCO—Wausau  
WNNO—Wisconsin Dells

1 min 30 sec  
All stations..... 92 74  
(D)

For complete listing see  
Regional Networks & Groups



### Laird Group

Comprised of:

Non-Interconnected Stations

WDUX, WDUZ-FM—Wausau  
WDUZ, WDUZ-FM—Green Bay  
Media Code 4 251 0095 5.00  
Executive Offices: Box 36, 225 N. Adams St., Green Bay, Wisconsin 54305. Phone 414-435-5331.

#### 1. PERSONNEL

President—Ben A. Laird.

Group Manager—Kenneth E. Peterson.

#### 2. REPRESENTATIVES

HR/Stone Radio Representatives, Inc.

TIME RATES

ET 2/25/73—Rec'd 2/28/72.

7. PACKAGE PLANS  
PER WK: 12 tl 18 tl 24 tl 36 tl  
1 min..... 28 26 24 22  
30 sec: 80% of 1-min.

### Wisconsin Farm Broadcasting Network



Comprised of:

Non-Interconnected Stations

WBEL—Beloit  
WDMF—Dodgeville  
WTSO—Madison  
WCCN, WCCN-FM—Neillsville  
WPRE—Prairie du Chien  
WCWC, WCWC-FM—Ripon  
WHBL—Sheboygan  
WCOW, WCOW-FM—Sparta  
WTTN—Watertown  
WXCX—Wausau

Media Code 4 251 0150 8.00  
Executive Offices—Box 44, Madison, Wis. 53701.  
Phone 608-274-1440 & 1070.

STATION'S PROGRAMMING DESCRIPTION  
WISCONSIN FARM BROADCASTING NETWORK:  
Four 3-1/2 min taped programs daily. General farm news, ag economic emphasis, state farm news, national farm news & ag legislation. Rec'd 11/22/72.

#### 1. PERSONNEL

General Manager—John B. Zimmerman.

#### 4. AGENCY COMMISSION

15% time only; 2% cash discount.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a.

Rate Protection: 10d, 14d.

Basic Rates: 22a, 24b, 28c, 21d.

Contracts: 40a, 44a.

Comb.: Cont. Discounts: 60b, 60f.

Cancellation: 70a, 70c, 71a, 73b.

TIME RATES

FULL NETWORK

ET 8/1/74—Rec'd 7/1/74.

#### 6. SPOT ANNOUNCEMENTS

FIXED VIGNETTE PROGRAM ADJACENCIES

PER WK: 1 tl 2 tl 3 tl 5 tl

13 wk..... 92 177 254 404

26 wk..... 88 169 242 385

39 wk..... 85 162 231 366

52 wk..... 79 154 219 347

### 10. SPECIAL FEATURES

VIGNETTE PROGRAMS

PER WK:	1 tl	2 tl	3 tl	5 tl
13 wk.....	104	199	286	455
26 wk.....	100	191	273	434
39 wk.....	95	182	260	412
52 wk.....	89	174	248	391

### Wisconsin Network, Inc.

Comprised of:

Non-Interconnected Stations.

WBHY—Appleton  
WGEZ—Beloit  
WEAQ—Eau Claire  
KFIZ—Fond du Lac  
WBAJ—Green Bay  
WJOL—Janesville  
WIZM—La Crosse  
WISM—Madison  
WCUB—Manitowoc  
WEMP—Milwaukee  
WORE—Oshkosh  
WIRI—Poynette  
WRJN—Racine  
WSAU—Wausau  
WIBK—West Bend  
WFIH—Wisconsin Rapids

Media Code 4 251 0285 2.00  
Executive Offices—220 1st Ave., S., Wisconsin Rapids, Wis. 54404. Phone 715-424-1300.

#### 1. PERSONNEL

General Manager—Jack R. Gennaro.

#### 2. REPRESENTATIVES

Walton Broadcasting Sales Corporation.

#### 4. AGENCY COMMISSION

15/0.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 3a, 4a, 5, 8.

Rate Protection: 10e, 12e, 14e.

Basic Rates: 22a, 28c.

Contracts: 40a, 44a.

Comb.: Cont. Discounts: 60b, 60f.

Cancellation: 70a, 70e, 71a.

TIME RATES

FULL NETWORK

ET 1/1/74—Rec'd 4/16/74.

AA—Mon thru Sat 6-10 am & 3-7 pm.

A—All other times.

#### 6. SPOT ANNOUNCEMENTS

PER WK, 1 MIN: 1 tl 6 tl 12 tl 18 tl 24 tl

A..... 196.00 185.00 174.00 164.00 154.00

A..... 174.00 164.50 152.50 142.50 133.00

30 sec: 80% of 1-min.

### ANTIGO

Langlade County—Map Location F-5  
See SBDS consumer market map and data at beginning of the State

### WATK

1947

NAB

Media Code 4 251 0380 1.00  
Antigo Broadcasting Co., Antigo Journal Bldg.  
Antigo, Wis. 54409. Phone 715-823-4124.  
Studio—Hwy. 45, 1 mile S. of Antigo, Wis.

#### 1. PERSONNEL

Manager—Gary D. Ross.

#### 3. FACILITIES

250 w.; 900 kc. Non-directional.

Operating schedule: 6 am-local sunset. CST.

#### 4. AGENCY COMMISSION

15/0 net time.

TIME RATES

ET—Rec'd 4/29/68.

#### 6. SPOT ANNOUNCEMENTS

(Before 11:30 am/after 1 pm)

1x 13x 26x 52x 104x 156x 260x

1 min 3.25 3.10 2.95 2.75 2.60 2.45 2.30

(11:30 am-1 pm)

Extra, 25%.

### APPLETON (5 AM; 3 FM)

(including Kaukauna, Neenah-Menasha)  
Plus 1 paid duplicate.

Appleton, Outagamie County—Map Location G-6.

Neenah, Winnebago County—Map Location F-7.

Outagamie County—Map Location G-6.

See SBDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time sharing function to determine extent of individual station coverage, audience delivered, etc. within the area.

### WAPL

1952

NAB

Media Code 4 251 0475 9.00  
John J. Dixon, 103 W. College Ave., Appleton, Wis. 54911. Phone 414-734-9226.

#### STATION'S PROGRAMMING DESCRIPTION

WAPL: Programmed for family listening, 18-65.

MUSIC: 100% country. NEWS: network at :30;

local at :30; major local news at 8:05 am, 12:05,

4:05 & 6:05 pm. FARM: 6-7 am. SPORTS: at

6:45 am, 4:10 & 5:10 pm. Tele/talk show 9:05-9:30

am, M-F. Rec'd 4/13/73.

#### 1. PERSONNEL

Pres. & Gen'l Mgr.—John J. Dixon.

Operations Manager—Dean Alexander.

Sales Manager—Gene Steinhorst.

#### 3. FACILITIES

1,000 w. days; 1570 kc. Non-directional.

Operating schedule: Sunrise to local sunset. CRT

Partial simulcast operation. Simulcast 5-8 am. For

non-simulcast facilities see WAPL-FM.

#### 4. AGENCY COMMISSION

15/0 gross billings.

### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.

Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24b, 25c,

26, 28b, 28c, 29a, 29b, 30.

Contracts: 40a, 41, 42c, 43, 44a, 44b, 46, 47e, 48,

49, 51a, 51b.

Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 60h, 61a,

61b, 62b, 62d.

Cancellation: 70b, 70d, 71a, 73a, 73b.

Prod. Services: 80, 92.

Affiliated with American Entertainment Network.

Affiliated with KBS.

Member: National AgRadio Groups, Inc.

TIME RATES

ET 3/1/68—Rec'd 1/29/68.

#### 6. SPOT ANNOUNCEMENTS

1 min..... 1x 26x 52x 104x 156x 260x

30 sec..... 9.00 8.50 8.00 7.50 7.00 6.50

20 sec..... 6.50 6.00 5.50 5.00 4.50 4.00

10 sec..... 4.50 4.00 3.50 3.25 3.10 2.90

#### 7. PACKAGE PLANS

PER WK: 10 tl 15 tl 20 tl 30 tl 40 tl 50 tl

1 min..... 8.00 7.50 7.00 6.50 6.00 5.50

30 sec..... 5.25 5.00 4.75 4.50 4.25 4.00

20 sec..... 4.25 4.00 3.75 3.50 3.25 3.00

10 sec..... 3.25 3.00 2.75 2.50 2.25 2.00

### WAPL-FM

1966

NAB

Media Code 4 251 0476 7.00  
Dixon, Inc., 103 W. College Ave., Appleton, Wis. 54911. Phone 414-734-9226.

See affiliated AM station for additional information.

#### STATION'S PROGRAMMING DESCRIPTION

WAPL-FM: MOR music 6 am-2 am. Maximum 5

interruptions per hour. SPORTS: pro baseball coverage. Rec'd 4/13/73.

#### 3. FACILITIES

ERP 50,000 w.; 105.7 mc Stereo.

Operating schedule: 5-2 am. CST.

Antenna ht.: 140 ft. above average terrain.

Partial simulcast operation. Operated separately

8-2 am. For simulcast facilities see WAPL.

#### 5. GENERAL ADVERTISING See coded regulations

Affiliated with American Entertainment Network.

TIME RATES

ET 3/1/68—Rec'd 1/29/68.

#### 6. SPOT ANNOUNCEMENTS

1 min..... 1x 26x 52x 156x 260x

30 sec..... 4.00 3.25 2.75 3.00 2.75

8. PROGRAM TIME RATES

1 hr..... 1x 52x 156x 260x

1/2 hr..... 30.00 25.00 22.50 20.00

1/2 hr..... 22.50 20.00 17.50 15.00

## Appleton Metro Market

# WBHY

48 Years' Service

ST... in Listeners\* in Programming in Sales

★★★

Located in Appleton the Fox City with the greatest population by far.

Featuring:

- ✓ Major Network News
- ✓ Modern Adult Music
- ✓ Full Time Local News Staff
- ✓ Major League Sports
- ✓ Largest Staff of Any in the Fox Cities Metro Market

**Program Power**

The only kind of power that guarantees listenership!!

Represented by  
**THE DEVNEY ORGANIZATION, INC.**

Lewis J. Process  
Gen. and Comm. Mgr.  
A.R.B. April/May '73

### WHBY

1925

NAB

NAB

Media Code 4 251 0570 7.00  
Norbertine Fathers of Green Bay, Wis., 600 S. Laws St., Appleton, Wis. 54911. Phone 414-733-7791.

#### STATION'S PROGRAMMING DESCRIPTION

WBHY: MUSIC: MOR presenting popular singers & groups of modern music scene. NEWS: network at

:30; adult news commentary 6-6:05 pm; network features M-F; local newscasts 7:05 am, 12:05,

4, 7 & 10 pm. SPORTS: emphasis on local with sports director; professional football, college basket-

ball & football, and/or super bowl. FARM: information, music & local farm personalities 5-6 am.

M-Fat, included is a daily presentation by county agent. 4-H club officers, plus reports on county fair.

Contact Representative for further details. Rec'd 4/15/71.

#### 1. PERSONNEL

Gen'l & Com'l Mgr.—Lewis J. Process.

Program Manager—Jim Choudoir.

#### 2. REPRESENTATIVES

The Devney Organization, Inc.

Canada—Andy McDermott Sales Ltd.

#### 3. FACILITIES

1,000 w.; 1230 kc. Non-directional.

Operating schedule: 5-1 am. CST.

#### 4. AGENCY COMMISSION

15/0 time.

#### 5. GENERAL ADVERTISING See coded regulations

General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a,

7b, 8.

Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b, 16,

25, 28b, 28c, 29a, 29b, 31, 32b, 33a.





# WISCONSIN

## Beloit—W B E L—Continued

- 2. REPRESENTATIVES**  
P10 Time Sales, Inc.
- 3. FACILITIES**  
South, Southeast, Southwest—Mario Messina Company.  
5,000 w. days; 1380 kc. Non-directional day, directional night.  
Operating schedule: 5:30 am-midnight, CST.
- 4. AGENCY COMMISSION**  
15/0 time and other allowed charges.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11g, 12g, 13g, 14g, 15a, 15b.  
Basic Rates: 20b, 21b, 22a, 23a, 26, 28b.  
Contracts: 40a, 44a, 45, 46.  
Comb.: Cont. Discounts: 60a, 60e.  
Cancellation: 70e, 71a.  
Prod. Services: 80, 81, 82.  
FM facilities: WRRWC (FM), Rockton, Ill.  
Member: National AGRadio Groups, Inc., Wisconsin Farm Broadcasting Network.

TIME RATES					
No. 10 ET 11/74—Rec'd 11/28/73.					
<b>6. SPOT ANNOUNCEMENTS</b>					
1 min.....	1x 52x 156x 260x				
30 sec.....	10.00 9.50 9.00 8.50				
20 sec.....	8.00 7.50 7.25 6.75				
10 sec.....	7.50 7.25 6.75 6.25				
10 sec.....	6.00 5.75 5.50 5.25				
<b>7. PACKAGE PLANS</b>					
PER WK. EA:					
10 ti	15 ti	20 ti	30 ti	40 ti	50 ti
1 min.....	9.75	9.00	8.50	7.75	7.25
30 sec.....	7.75	7.25	6.75	6.25	5.75
20 sec.....	7.25	6.75	6.50	6.00	5.50
10 sec.....	5.75	5.50	5.00	4.75	4.25
<b>8. PROGRAM TIME RATES</b>					
1 x.....	1 hr	1/2 hr	1/4 hr	10 min	5 min
	75	65	35	25	20

## WGEZ

1948  
BELOIT

### Mutual Broadcasting System

Media Code 4 251 1045 9.00  
Telegraph Herald Corp., Box 416, 622 Public Ave.,  
Beloit, Wis. 53511. Phone 608-365-8865.

**STATION'S PROGRAMMING DESCRIPTION**  
WGEZ: Programmed for adults & young adults with mod MOR music. Open line telephone/talk program M-F from 8:10-9 am & woman's telephone/talk program Tu-Th from 9:10-10 am. Sports include Pro, local & college. Black oriented program 12M Sat — 6 am Sun & 7:05-11 pm Sun Night. AIR PERSONALITIES handle all segments. NEWS: Local at :60, network at :30. Expanded local news from 6-9 am; 1 hr local at noon; 1 hr at 5 pm — 1/2 local & 1/2 network. Contact Representative for further details. Rec'd 2/24/72.

- 1. PERSONNEL**  
Gen'l & Sales Mgr.—Keith A. Frommelt.  
Program Manager—Tim Grant.  
News Director—Larry Davis.
- 2. REPRESENTATIVES**  
Max Goldfarb.
- 3. FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily, CST.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c, 15a, 15b, 16.  
Basic Rates: 20a, 20b, 21a, 21d, 22a, 22b, 23a, 25a, 26, 28b, 29c, 29b, 30, 33a.  
Contracts: 40a, 41, 42b, 44a, 45, 46, 48, 50.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60h, 60l, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73a.  
Prod. Services: 82.  
Affiliated with MBS.  
Member: Wisconsin Network, Inc.

TIME RATES	
NATIONAL AND LOCAL RATES SAME	
ET 11/1/69—Rec'd 4/2/70.	
<b>6. SPOT ANNOUNCEMENTS</b>	
1 min.....	1x 52x 104x 156x 260x
30 sec.....	8.00 6.00 5.00 4.50 3.75
20 sec.....	6.00 4.00 3.50 3.25 3.00
10 sec.....	5.00 4.00 3.50 3.25 3.00
<b>7. PACKAGE PLANS</b>	
2 WEEK IMPACT PLANS	
1 min.....	15 ti 25 ti 35 ti 50 ti
30 sec.....	5.00 4.50 4.00 3.50
10 sec.....	4.00 3.00 2.75 2.50

## BERLIN (1 AM; 1 FM)

Green Lake County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## WISS WISS-FM

1971 1972

- Media Code 4 251 1095 4.00  
Kingsley H. Murnigh, Jr., Box 5, 112 N. Pearl St.,  
Berlin, Wis. 54923. Phone 414-361-3551.
- 1. PERSONNEL**  
General Manager—M. H. (Mac) MacDonald.
  - 2. REPRESENTATIVES**  
Northland Stations, Inc.: See Rep & S/O pages.
  - 3. FACILITIES**  
250 w.: 1090 kc. Non-directional.  
Operating schedule: Sunrise-local sunset, CST.  
FM-ERP: 3,000 w.: 102.3 mc.  
Operating schedule: 5:30 am-10 pm, CST.  
Antenna ht.: 155 ft. above average terrain.  
Simulcast sunrise-local sunset.

- 4. AGENCY COMMISSION**  
15/0 time only; 30 days.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES	
ET—Rec'd 2/7/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
10x	30x 50x 100x 250x 500x 1000x
1 min 5.50	5.30 5.20 5.00 4.80 4.60 4.40
30 sec 4.00	3.75 3.50 3.40 3.30 3.20 3.00

## BLACK RIVER FALLS

Jackson County—Map Location D-7  
See SRDS consumer market map and data at beginning of the State.

## WWIS

1958

Subscriber to the NAB Radio Code  
Media Code 4 251 1140 8.00  
WWIS Radio, Inc., Box 427, Black River Falls,  
Wis. 54615. Phone 715-284-4391.

- 1. PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Nelson Lent.
- 2. REPRESENTATIVES**  
Wayne-Evans & Associates, Inc.
- 3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6:00 am-local sunset, CST.
- 4. AGENCY COMMISSION**  
15% on time only; no cash discount.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

TIME RATES			
Rates effective September 1, 1958. (Card No. 1)			
Rates received September 18, 1958.			
<b>6. SPOT ANNOUNCEMENTS</b>			
1 min.	30 sec.	1 min.	20 sec.
1 time.....	5.00	3.00	260 times..... 3.40
13 times.....	4.80	2.90	312 times..... 3.00
26 times.....	4.60	2.75	500 times..... 2.75
52 times.....	4.20	2.50	1000 times..... 2.50
156 times.....	3.80	2.25	

## CHIPPEWA FALLS

Chippewa County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### See Eau Claire-Chippewa Falls

## DODGEVILLE (1 AM; 1 FM)

Iowa County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## WDMP

1968

Media Code 4 251 1180 4.00  
Dodge-Point Broadcasting Co., Box 22, Hwy. 151,  
Dodgeville, Wis. 53533. Phone 608-935-2302.

- 1. PERSONNEL**  
General Manager—Richard A. Carroll.
- 2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- 3. FACILITIES**  
250 w.: 810 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WDMP-FM.
- 4. AGENCY COMMISSION**  
15% time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Wisconsin Farm Broadcasting Network.

TIME RATES	
ET—Rec'd 1/30/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
PRIME TIME—7-8 AM & NOON-1 PM	
1x	26x 52x 104x 156x 260x 365x
1 min 6.50	6.00 5.75 5.50 5.25 5.00 4.50
30 sec 5.00	4.50 4.25 4.00 3.75 3.50 3.25
GUARANTEED TIME	
1 min 5.50	5.00 4.50 4.00 3.75 3.50 3.25
30 sec 4.15	3.75 3.40 3.00 2.80 2.65 2.40
15 sec 2.80	2.60 2.25 2.10 1.90 1.75 1.50
<b>7. PACKAGE PLANS</b>	
1 MINUTE	
PER WK:	1 ti 4 ti 13 ti 26 ti 52 ti
7 wk.....	5.00 4.40 3.70 3.10 2.40
14 wk.....	4.40 3.70 3.10 2.60 2.00
21 wk.....	3.80 3.20 2.70 2.10 1.90
28 wk.....	3.10 2.70 2.40 2.00 1.80
30 SECONDS	
7 wk.....	3.75 3.30 2.80 2.35 1.80
14 wk.....	3.30 2.80 2.35 1.95 1.50
21 wk.....	2.85 2.40 2.05 1.60 1.40
28 wk.....	2.35 2.05 1.80 1.50 1.30
15 SECONDS	
7 wk.....	2.50 2.20 1.85 1.55 1.20
14 wk.....	2.20 1.85 1.55 1.30 1.00
21 wk.....	1.90 1.60 1.35 1.05 .95
28 wk.....	1.55 1.35 1.20 1.00 .90
56 wk.....	1.40 1.20 1.05 .85 .75
ROS—SPECIAL PACKAGES	
WITHIN 7 DAYS:	
1 min.....	15 ti 35 ti 70 ti
	84.95 154.00
30 sec.....	67.55 123.50
15 sec.....	32.50 52.50

## WDMP-FM

1968



Media Code 4 251 1181 2.00  
Dodge-Point Broadcasting Co., Box 22, Hwy. 151,  
Dodgeville, Wis. 53533. Phone 608-935-2302.  
See affiliated AM station for additional information.

- 3. FACILITIES**  
ERP: 1,000 w.: 99.3 mc.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 460 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-10 pm. For simulcast facilities see WDMP.

## TIME RATES

50% of 1-min AM rates.

## DURAND (1 AM; 1 FM)

Pepin County—Map Location C-6  
See SRDS consumer market map and data at beginning of the State.

## WRDN WRDN-FM

1968 1973



Media Code 4 251 1200 0.00  
WRDN, Inc., Box 208, 300 W. Main St., Durand,  
Wis. 54738. Phone 715-672-8989.

**STATION'S PROGRAMMING DESCRIPTION**  
WRDN: 95% country, 5% old time.

- 1. PERSONNEL**  
General Manager—Jerry Schroeder.
- 3. FACILITIES**  
1,000 w. days; 1430 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP: 930 w. (horiz.), 930 w. (vert.); 95.9 mc.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 500 ft. above average terrain.  
Simulcast 6 am-local sunset.
- 4. AGENCY COMMISSION**  
15%.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with KBS.

TIME RATES	
ET 12/1/72—Rec'd 7/30/73.	
<b>6. SPOT ANNOUNCEMENTS</b>	
PER YR:	
1x	65x 130x 195x 260x 325x 455x 650x
1 min 4.00	3.90 3.75 3.60 3.45 3.30 3.20 3.05
30 sec 3.20	3.10 2.95 2.80 2.65 2.50 2.40 2.25
30 DAYS/LESS:	
1 min.....	1 ti 65 ti 130 ti
1 min.....	4.00 3.90 3.75
30 sec.....	3.20 3.10 2.95
15 sec.....	2.50
<b>7. PACKAGE PLANS</b>	
SPECIAL IMPACT PLAN	
PER WK:	6 ti 12 ti 18 ti 24 ti 30 ti 42 ti 60 ti
1 min.....	19.50 37.50 54.00 69.00 82.50 112.00 152.50
30 sec.....	15.50 29.50 42.00 53.00 62.50 84.00 112.50
WITHIN 10 DAYS:	
1 min.....	25x 50x 75x 100x
1 min.....	81.25 150.00 206.25 254.00
30 sec.....	64.50 118.50 156.00 187.00

## EAGLE RIVER (1 AM; 1 FM)

Vilas County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

## WERL WERL-FM

1961 1971



Media Code 4 251 1235 6.00  
Eagle River Broadcasting Co., Inc., Box 309, Eagle  
River, Wis. 54521. Phone 715-479-4451.

**STATION'S PROGRAMMING DESCRIPTION**  
WERL: MOR music. News 5 min at :00; 3 min at :30.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—George Palo.
- 2. REPRESENTATIVES**  
Hal Walton Co.
- 3. FACILITIES**  
1,000 w. days; 950 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP: 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.  
Operating schedule: 6 am-11 pm, CST.  
Antenna ht.: 240 ft. above average terrain.  
Simulcast 6 am-AM sign-off.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES	
ET 3/1/71—Rec'd 2/22/73.	
A—6 am-1 pm.	
B—All other times.	
<b>6. SPOT ANNOUNCEMENTS</b>	
CLASS A	
1x	13x 26x 52x 104x 156x 200x 312x
1 min 4.75	4.65 4.50 4.40 4.25 4.10 3.90 3.75
30 sec 4.00	3.90 3.75 3.60 3.40 3.25 3.10 2.95
CLASS B	
1 min 4.00	3.90 3.75 3.60 3.40 3.25 3.10 2.95
30 sec 3.25	3.15 3.00 2.75 2.60 2.50 2.40 2.35

## 7. PACKAGE PLANS

IMPACT PLAN—ROS

10 ti.....	1 min 30 sec	4.40	3.60
20 ti.....		4.25	3.40
To be run within 7 days.			

## EAU CLAIRE-CHIPPEWA FALLS (4 AM; 3 FM)

Eau Claire—Eau Claire County—Map Location C-4  
Chippewa Falls—Chippewa County—Map Location C-5

See SRDS consumer market map and data at beginning of the State.

Stations located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## WAXX WEAU (FM)

1954 1965

CHIPPEWA FALLS EAU CLAIRE



## Modern Country Music



A Post Corporation Station

Subscriber to the NAB Radio Code  
Media Code 4 251 1330 5.00  
Post Broadcasting Corp., Radio Wausau Inc. Div.,  
Box 41, 100-1/2 Bridge St., Chippewa Falls, Wis.  
54729. Phone 715-723-2242.

**STATION'S PROGRAMMING DESCRIPTION**  
WAXX: Programmed for young adults and adults.  
FARM: 6-7:30 & 11:30 am-1 pm farm director,  
interviews market reports, county agent reports,  
agricultural hints, farmers' report. ENTERTAINMENT:  
6 am-sign-off, employing nlr personalities,  
audience participation quiz, traffic reports, notes of  
community interest. MUSIC: country music. NEWS:  
network at :60, preceded by 3-1/2 min local news-  
cast. Major 10 min newscasts at 7:25 am & 12:25  
pm. Contact Representative for further details. Rec'd  
3/28/74.

- 1. PERSONNEL**  
General Manager—Al Howard.  
Station Manager—Robert Holtan.  
Farm Directors—Jerry Urdahl & Pat Kellner.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Minneapolis—William L. Hurley.  
Canada—Andy McDermott Sales Ltd.
- 3. FACILITIES**  
5,000 w. days; 1150 kc.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP: 84,000 w.; 104.5 mc.  
Operating schedule: 6-1:30 am, CST.  
Antenna ht.: 1,830 ft. above average terrain.  
Simulcast 6 am-local sunset.

- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 4d, 6a, 8.  
Rate Protection: 10b.  
Basic Rates: 22a, 23a, 24b, 25a, 28b, 29a.  
Contracts: 40a, 42b, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a, 60b, 60c, 60e, 61a, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 80.  
Affiliated with American Information Network.

TIME RATES	
No. 9 ET 7/1/70—Rec'd 5/11/70.	
AA—Mon thru Fri 6-10 am, 3-7 pm & noon-1 pm.	
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 6 am-7 pm.	
B—All other times.	
<b>6. SPOT ANNOUNCEMENTS</b>	
CLASS AA	
PER WK. EA:	1 ti 6 ti 12 ti 18 ti 24 ti 30 ti
1 min.....	14.00 12.00 10.00 9.00 8.00
20/30 sec.....	10.00 9.00 7.50 6.75 6.00
10 sec.....	7.00 6.00 5.00 4.50 4.00
CLASS A	
1 min.....	12.00 10.00 8.00 7.50 7.00 6.00
20/30 sec.....	9.00 7.50 6.00 5.50 5.00 4.50
10 sec.....	6.00 5.00 4.00 3.75 3.50 3.00
CLASS B	
1 min.....	8.00 7.00 6.00 5.50 5.00 4.50
20/30 sec.....	6.00 5.50 5.00 4.50 4.00 3.50
10 sec.....	4.00 3.50 3.00 2.75 2.50

TIME RATES	
No. 9 ET 7/1/70—Rec'd 5/11/70.	
AA—Mon thru Fri 6-10 am, 3-7 pm & noon-1 pm.	
A—Mon thru Fri 10 am-noon & 1-3 pm; Sat & Sun 6 am-7 pm.	
B—All other times.	
<b>6. SPOT ANNOUNCEMENTS</b>	



**WBIZ** **WBIZ-FM**  
1947 1987  
EAU CLAIRE



Media Code 4 251 1425 3.00  
WBIZ, Inc., 609 Cameron St., Eau Claire, Wis.  
54701. Phone 715-835-5111.

**STATION'S PROGRAMMING DESCRIPTION**

WBIZ: Programmed for adults and young adults.  
SPORTS: live play by high school, university and pro football, basketball and baseball. Skating, snowmobiling, stock car specials, am and pm scoreboards. NEWS: 5 min on hour and half hour 12M-12M Mobile remote news facilities. Network, local and wire service news sources. Public affairs remotes 8-9 am M-F. School news daily. Air personalities. 12M-5 am middle-of-the-road. 8 am-3 pm popular. 3-7 pm new hit records with popular appeal for teens and young adults. 7-12M popular. Community oriented remote special events include musical performances, political speeches, charity events, grand openings, dedications, patriotic observances, fairs, cooking schools. FARM: county agent reports 5:55 am, markets 12:25 pm daily. Contact Representative for further details. Rec'd 11/13/68.

**1. PERSONNEL**  
President—Howard G. Hill.  
Sta. & Sales Mgr.—Lou Kassera.

**2. REPRESENTATIVES**  
Savalli/Gates, Inc.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 100,000 w.; 100.7 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 733 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time; 15th of following month.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 21a, 21b, 22a, 23a, 24a, 25a, 28a, 29a.  
Contracts: 40a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60c, 60k, 61a, 62b.  
Cancellation: 71a, 73a.  
Affiliated with MBS.  
Affiliated with American Contemporary Network.

**TIME RATES**

ET 3/1/74—Rec'd 4/22/74.  
AA—6:30-8:30 am & 3-5:30 pm.  
A—6-6:30 am, 8:30 am-3 pm & 5:30-7 pm.  
B—7 pm-6 am.

6. SPOT ANNOUNCEMENTS					
AA		A		B	
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 x	8.00	6.60	6.60	5.30	4.00
13 x	7.80	6.40	6.40	5.10	3.80
52 x	7.60	6.20	6.20	4.80	3.60
260 x	6.90	5.50	5.50	4.40	3.40
312 x	6.60	5.20	5.20	4.10	3.20
500 x	5.40	5.00	5.00	3.80	3.00

7. PACKAGE PLANS											
SATURATION PLANS—ROS											
AA & A		A		B							
10 ti	20 ti	30 ti	60 ti	10 ti	20 ti	30 ti	60 ti	10 ti	20 ti	30 ti	60 ti
1 min	5.50	5.20	5.00	4.10	4.40	4.10	3.80	3.20	3.20	3.20	2.80
30 sec	4.80	4.50	4.30	3.40	3.80	3.50	3.20	2.80	2.80	2.80	2.40

8. PROGRAM TIME RATES							
A:	1 hr	1/2 hr	25 min	1/4 hr	10 min	5 min	15
1 x	80	44	36	24	20	15	11
13 x	74	40	34	22	18	13	11
52 x	68	36	32	20	16	11	11
260 x	60	30	28	18	14	9	9

**WEAQ and WIAL (FM)**

1937 1948  
EAU CLAIRE



Alan Torbet Associates, Inc.



Subscriber to the NAB Radio Code

Sold in Combination Only; Programmed Separately.  
Media Code 4 251 1520 1.00  
Broadcaster Services, Inc., Box 1, Radio Park, Tower  
Dr. Eau Claire, Wis. 54701. Phone 715-832-3463.

**1. PERSONNEL**  
President—Charles R. Dickoff.  
Operations Manager—Steven J. Dickoff.  
Sales Manager—Don Smith.

**2. REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Minneapolis-St. Paul—Paul J. Ewing.

**3. FACILITIES**  
5,000 w.; 790 kc. Directional—night only.  
Operating schedule: 24 hours daily. CST.  
FM-ERP 100,000 w. (horiz.), 31,000 w. (vert.);  
94.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 425 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0 time and talent.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 21a, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28b, 28c, 29a, 30.  
Contracts: 40c, 42b, 42d, 44a, 44b, 45, 46, 47b, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60f, 60l.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NHC.  
Affiliated with ATA Radio Network.  
Member: Wisconsin Network, Inc.

**TIME RATES**

WEAQ and WIAL (FM) COMBINATION  
ET 6/10/74—Rec'd 5/20/74.  
AAA—Mon thru Fri 6-10 am & 2-6 pm.  
AA—Mon thru Fri 10 am-2 pm; Sat all day.  
A—Mon thru Fri 6 pm-6 am; Sun all day.

6. SPOT ANNOUNCEMENTS					
WEAQ and WIAL (FM) COMBINATION					
1 MIN:	1x	52x	104x	260x	312x
AAA	17.25	16.35	15.85	15.10	14.10
AA	15.95	15.45	14.95	14.20	13.20
A	11.90	11.40	10.90	10.15	9.15

7. PACKAGE PLANS					
WEAQ and WIAL (FM) COMBINATION					
SATURATION PACKAGES—ROS, BTA					
PER WK, 1 MIN:	12 ti	18 ti	30 ti	40 ti	50 ti
AAA	15.10	14.85	14.60	13.00	13.00
AA	13.45	13.20	13.00	11.40	11.40
A	10.60	10.40	10.15	8.50	8.50

30 sec: 80% of 1-min.  
Must be used within 7 days. Not combinable.

**WEAU (FM)**

EAU CLAIRE

Simulcast. See WAXX, WEAU (FM) listing.

**WOKL**

1948  
EAU CLAIRE



Media Code 4 251 1850 2.00  
OK Radio, Inc., 1819 Mitchell St., Eau Claire, Wis.  
54701. Phone 715-832-1629.

**STATION'S PROGRAMMING DESCRIPTION**  
WOKL: Programmed for adults 18 and over.  
MUSIC: All time hits of the 50's thru today. Tele/talk show 10:35-11:30 am. NEWS: network at :30. Local in-depth at 7, 8 am & 12:25 & 5:30 pm. News/gather, write & air local news along with beeper phone actualities & on-the-spot remote units. Contact Representative for further details. Rec'd 1/8/73.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Nelson.  
Sales Manager—Russ Brennan.  
Program Director—Del Franklin.

**2. REPRESENTATIVES**  
Grant Webb & Company, Inc.  
Minneapolis—Harry S. Hyett Co., Inc.

**3. FACILITIES**  
1,000 w. days; 1050 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.

**4. AGENCY COMMISSION**  
15/0 time only; payable when rendered.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11b, 12b, 13b, 14b, 15a, 15b.  
Basic Rates: 21a, 21d, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
Contracts: 40a, 44a, 45, 46, 47a, 48.  
Comb.: Cont. Discounts: 60b, 60e, 60h, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72.  
Prod. Services: 80, 82.  
Affiliated with American Entertainment Network.  
Affiliated with KHS.  
Member: Farm Directors Radio Network.

**TIME RATES**

No. 5 ET 12/1/72—Rec'd 1/8/73.  
A—7-9 am, 10:30-11:30 am Dial Del, noon-1 pm & 4-5:30 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS							
CLASS A							
1 min	26x	52x	156x	260x	312x	520x	1000+
1 min	6.25	6.00	5.75	5.50	5.25	5.00	4.75
30 sec	4.50	4.25	4.00	3.85	3.70	3.60	3.50

7. PACKAGE PLANS							
CLASS B							
1 min	5.40	5.25	5.00	4.75	4.50	4.25	4.00
30 sec	4.25	4.00	3.95	3.65	3.50	3.35	3.20

8. PROGRAM TIME RATES							
EA:	10 ti	15 ti	20 ti	30 ti	40 ti	50+	50+
1 min	5.40	5.25	5.00	4.75	4.50	4.25	4.25
30 sec	4.25	4.10	3.95	3.75	3.50	3.25	3.25

9. PROGRAM TIME RATES							
1 hr	1/2 hr	25 min	15 min	10 min	5 min	30 sec	15 sec
1 hr	45.00	42.50	40.00	37.00	33.50	30.00	26.50
1/2 hr	28.00	25.00	22.50	21.00	19.00	16.50	14.00
25 min	16.50	15.00	14.25	13.00	11.50	10.00	8.50
15 min	11.75	11.00	10.25	9.50	9.00	8.50	8.00
10 min	8.75	8.25	7.50	7.00	6.50	6.00	5.50

**FOND DU LAC (1 AM; 1 FM)**

Fond du Lac County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**KFIZ**

1922



Subscriber to the NAB Radio Code  
Media Code 4 251 1900 5.00  
KFIZ Broadcasting Co., Box 1187, Fond du Lac, Wis. 54935. Phone 414-921-3770.  
Studio—307 N. Main St., Fond du Lac, Wis.

**1. PERSONNEL**  
President—Donald G. Jones.  
General Manager—Wilbur R. Darch.

**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.

**3. FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 5:30-12:05 am. CST.

**4. AGENCY COMMISSION**  
None; all rates net to station.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11i, 12b, 13b, 14c, 15b.  
Basic Rates: 20b, 21a, 21b, 21d, 22a, 23b, 24b, 25a, 28b, 28c, 29a, 30, 32b.  
Contracts: 40b, 40c, 42a, 42c, 43a, 44a, 44b, 45, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Contemporary Network.  
Member: Wisconsin Network, Inc.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 11 ET 9/1/73—Rec'd 10/29/73.  
AA—5:30-9 am, 11 am-1 pm & 3:30-6 pm.  
A—9-11 am, 1-3:30 pm & 6 pm-midnight.

6. SPOT ANNOUNCEMENTS					
AA					
1 min	30 sec	20 sec	1 min	30 sec	20 sec
1 x	7.25	6.25	5.25	6.75	5.50
52 x	6.25	5.25	4.25	5.75	4.50
156 x	5.75	4.75	3.75	4.50	3.25
312 x	5.00	4.00	3.50	4.00	3.00
624 x	4.50	3.25	3.00	3.50	2.75
10 sec:	AA, 3.50; A, 3.00.				

7. PACKAGE PLANS					
52 CONSECUTIVE WEEK PLAN					
PER WK, 6+:	1 min	30 sec	20 sec	1 min	30 sec
AA	4.75	3.75	3.25	3.25	2.90
A	3.75	3.25	2.75	2.75	2.25

8. RETAIL PROMOTION PLANS—BTA					
WITHIN 10 DAYS					
15 ti	30 ti	40 ti	150.00	210.00	270.00
15 ti	86.25	71.25	60.00	180.00	150.00
30 ti	1450 PLAN	3.40	2.90	2.50	2.10
40 ti	2500 PLAN	3.25	2.75	2.25	1.80

**9. PROGRAM TIME RATES**  
1 hr—80.00.

10. SPECIAL FEATURES							
CLASS AA—LOCAL NEWS							
5 min	12.00	11.00	10.00	9.00	8.00	7.00	6.00
30 sec	7.25	6.25	5.75	5.50	5.00	4.25	4.25

CLASS A—LOCAL NEWS							
5 min	10.00	9.00	8.00	7.00	6.00	5.00	4.50
3 min	8.50	7.50	7.00	6.00	5.50	4.50	4.50

**WFON**

1967



Subscriber to the NAB Radio Code  
Media Code 4 251 1945 0.00  
Costas Enterprises, Inc., Box 1195, Radio Corner,  
Fond du Lac, Wis. 54935. Phone 414-921-1071.

**STATION'S PROGRAMMING DESCRIPTION**  
WFON: Programmed for general interest.  
MUSIC: general popular. Emphasis on MOR current hits & standards. Participates in community interest programming. Local news department with beeper phone actualities & on-the-spot coverage from mobile unit. Tele/talk show: women's discussion 9:35 am; general discussion 11 am. Sports at 5 pm. Professional meteorologist broadcasts 7 weather shows daily. NEWS: local at :60; network at :30. Rec'd 8/1/73.

**1. PERSONNEL**  
President—L. A. Beckman.  
General Manager—Ron Harvey.

**3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1 mc. Stereo.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 450 ft. above average terrain.

**4. AGENCY COMMISSION**  
15%. Payable monthly.

**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3d, 4a, 5, 6a, 7a, 8.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 11b.  
Basic Rates: 20b, 21a, 22b, 23a, 24a, 24b, 24c, 25a, 26, 28b, 28c, 33a.  
Contracts: 40c, 42d, 44a, 44b, 47e, 48, 49, 50, 51a.  
Comb.: Cont. Discounts: 60a, 60c, 60g, 60i, 61c, 62b, 62d.  
Cancellation: 70h, 70d, 71a, 72, 73b.  
Prod. Services: 80, 82.  
Affiliated with MBS.

**WISCONSIN**

**TIME RATES**

ET—Rec'd 5/29/73.

6. SPOT ANNOUNCEMENTS							
52x	104x	156x	260x	312x	365x	500x	500x
1 min	6.73	6.02	5.31	4.60	4.25	3.90	3.54
30 sec	6.02	5.31	4.60	4.25	3.90	3.54	3.19
10 sec	2.90	2.77	2.62	2.48	2.40	2.35	2.27
5 sec	1.77	1.59	1.				

# WISCONSIN

## GREEN BAY (3 AM; 2 FM)

Brown County—Map Location J-7  
See SRDS consumer market map and data at beginning of the State.

### RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	19	19	19	17
B	14	12	14	12
C	14	10	12	10
D	8	8	9	9
AVERAGE	15	12	14	12

WBAY  
1922

CBS Radio Network  
BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 251 2090 4.00  
Norbertine Fathers, 115 N. Jefferson St., Green Bay, Wis. 54301. Phone 414-432-3333. TWX 910-263-1260.

**STATION'S PROGRAMMING DESCRIPTION**  
WBAY: Programmed for general interest. MUSIC: modern country music format. AIR PEBSONALITIES handle all segments. NEWS: network and local news at :30. Major local newscasts at 7:30 am, 12:30, 5:45 & 11 pm. SPORTS: 2 man department. University football. FARM: 2 man department. Women's programming, a telephone discussion 8:30-10 am. Contact Representative for further details. Rec'd 6/3/71.

- PERSONNEL**  
General Manager—Robert C. Nelson.  
Station Manager—Greg McElrone.  
General Sales Manager—C. H. Burnton.
- REPRESENTATIVES**  
Blair Radio.
- FACILITIES**  
5,000 w.; 1360 kc. Directional—night only. Operating schedule: 5-2 am. CST.

# WBAY...

SELLS TO  
THE PEOPLE  
WHO  
BUY

In Green Bay and 9 surrounding counties, WBAY is FIRST by a country mile in

Morning Drive with Men 18+ and 25-49

Housewife Time with Women 18+ and 25-64

Evening Drive with Men 18+ and 25-64

and FIRST ALL WEEK with Adults 25-49 and 18+.

Apr-May '72 ARB:  
Avg. 1/4 hr. TSA.

WBAY RADIO  
GREEN BAY 1360



BLAIR GROUP PLAN MEMBER

Partial simulcast operation. Simulcast 3-6 am Mon thru Sat; 6-9 am Sun. For non-simulcast facilities see WBAY-FM.

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 12c, 13c, 14c, 15a, 15c, 16.  
Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 23b, 24a, 24c, 25a, 26, 28b, 29a, 29b, 30, 31, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44b, 45, 46, 47a, 48, 49, 50, 51a, 51c.  
Comb.; Cont. Discounts: 60a, 60c, 60f, 60h, 60i, 61a, 61b, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Blair Represented Network.  
Member: Wisconsin Network, Inc.

### TIME RATES

No. 14 ET 3/1/71—Rec'd 2/5/71.

- SPOT ANNOUNCEMENTS**  
AAA—Mon thru Sat 6-10 am.  
AA—All other times.

PER WK:	CLASS AAA	11 ti	6 ti	12 ti	18 ti	24 ti
1 min.	21.00	19.00	18.00	17.00	16.00	15.00
30 sec.	17.00	15.00	14.50	13.50	13.00	12.00
10 sec.	12.50	11.50	11.00	10.00	9.50	9.00

PER WK:	CLASS AAA	11 ti	6 ti	12 ti	18 ti	24 ti
1 min.	14.00	13.00	12.00	11.00	10.00	9.00
30 sec.	11.00	10.50	9.50	9.00	8.00	8.00
10 sec.	8.50	8.00	7.00	6.50	6.00	6.00

### DISCOUNT

52 wk—10%.

- PACKAGE PLANS**

PER WK, 1 MIN:	Plan I	Plan II	Plan III
6-10 am.	6	5	3
10 am-3 pm.	12	9	5
5-6 am & 3-7 pm.	8	5	5
After 7 pm and/or wknd.	10	5	5

Ea ..... 36  
30 sec: 80% of 1-min. ID's: 60% of 1-min.

### PROGRAM TIME RATES

AAA—Mon thru Sat 8-10 am.  
AA—All other times.

CLASS AAA	1x	2x	52x	104x	156x	208x
1 hr.	120	114	108	98	90	82
1/2 hr.	65	58	54	50	46	48
1/4 hr.	34	30	28	26	24	22
5 min.	20	19	18	17	16	15

CLASS AA	1x	2x	52x	104x	156x	208x
1 hr.	80	76	72	68	64	60
1/2 hr.	45	44	42	40	38	38
1/4 hr.	30	28	26	24	22	20
5 min.	18	17	16	15	14	13

## WBAY-FM

1960



Subscriber to the NAB Radio Code  
Media Code 4 251 2091 2.00  
Norbertine Fathers, 115 N. Jefferson St., Green Bay, Wis. 54301. Phone 414-432-3331. TWX 910-263-1260.

See affiliated AM station for additional information.  
**STATION'S PROGRAMMING DESCRIPTION**  
WBAY-FM: Programmed for adults and young adults.  
MUSIC: general popular music. Emphasis on middle-of-the-road current hits and standards. Music runs in uninterrupted 10 min segments. NEWS: headlines at :30, weather at :30. COMMERCIAL POLICY: maximum of 7 commercial spots per hour. Contact Representative for further details. Rec'd 9/29/69.

- FACILITIES**  
ERP 89,200 w.; 101.1 mc. Stereo.  
Operating schedule: 5 am-midnight, CST.  
Antenna ht.: 1,039 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-midnight Mon thru Sat; 9 am-midnight Sun. For simulcast facilities see WBAY.
- GENERAL ADVERTISING** See coded regulations. Affiliated with Blair Represented Network. Member: Wisconsin Network, Inc.

### TIME RATES

ET 10/1/67—Rec'd 10/12/67.

- SPOT ANNOUNCEMENTS**

1 min.	6 ti	12 ti	18 ti	24 ti
10.00	9.00	8.00	7.00	6.00
20/30 sec.	8.00	7.20	6.40	5.60
10 sec.	5.00	4.50	4.00	3.50

The following FM rates apply when bought in combination with AM:  
1 min 30 sec 10 sec  
Flat ..... 3.00 2.40 1.80

## 7. PACKAGE PLANS HOS PACKAGES

1 MIN:	Plan I	Plan II
Ea	25 ti	13 ti
	5.00	6.00

W DUZ  
1947



A Laird Group Station  
Media Code 4 251 2185 2.00  
Green Bay Broadcasting Co., Box 36, 225 N. Adams St., Green Bay, Wis. 54305. Phone 414-435-5331.

- PERSONNEL**  
President—Ben A. Laird.  
General Manager—Kenneth E. Peterson.  
HR/Stone Radio Representatives, Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only; monthly.
- GENERAL RATE POLICY**  
Affiliated with American Contemporary Network. Member: Laird Group.

### TIME RATES

No. 15 ET 5/1/72—Rec'd 5/5/72.  
AAA—Mon thru Sat 6 am-7 pm BTA.  
AA—All other times.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AAA	6 ti	12 ti	18 ti	24 ti
1 min.	22	19	17	15	15
PER YR:	500x	1000x	17	15	15
1 min.	17	15	15	13	13

PER WK:	CLASS AA	6 ti	12 ti	18 ti	24 ti
1 min.	19	17	15	13	13
PER YR:	500x	1000x	15	13	13
1 min.	15	13	13	11	11

30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

AM/FM COMBINATION

PER WK:	6 ti	12 ti	18 ti	24 ti
1 min. 1/2AAA, 1/2AA	24	23	22	20
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				

## W DUZ-FM

1967



Media Code 4 251 2186 0.00  
Green Bay Broadcasting Co., Box 36, 225 N. Adams St., Green Bay, Wis. 54305. Phone 414-435-5331. See affiliated AM station for additional information.

- PERSONNEL**  
Program Director—Thomas L. Hoppe.
- FACILITIES**  
ERP 3,000 w.; 98.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 300 ft. above average terrain.
- GENERAL RATE POLICY**  
Member: Laird Group.  
Sold in combination with AM. See that listing for rates.

### TIME RATES

ET 11/4/70.

- SPOT ANNOUNCEMENTS**

PER WK:	6 ti	12 ti	18 ti	24 ti
AA	10	9	8	7
AA	9	8	7	6
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.				

## WNFL

1947



AVERY-KNODEL, INC.



Communications Properties, Inc.  
Subscriber to the NAB Radio Code  
Media Code 4 251 2280 1.00  
Communications Properties, Inc., Box 520, Bellevue Rd., Green Bay, Wis. 54305. Phone 414-468-5445.  
**STATION'S PROGRAMMING DESCRIPTION**  
WNFL: Programmed for adults, 18-49.

MUSIC: Adult contemporary daytime & all night. Contemporary with top hits 7-midnight. NEWS: 10 min local 6:30, 7:30, 8:30 am, 12:30, 3:30, 4:30 & 5:30 pm; 5 min local at :30; 5-min national at :60; audience participation talk show 9-10 am. Contact Representative for further details. Rec'd 2/25/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—James L. Zimmermann.  
Program Director—Jon Stubb.
- REPRESENTATIVES**  
Avery-Knodel, Inc.  
Minneapolis—Paul J. Ewing.  
Canada—Stephens & Townrow Co. Limited.
- FACILITIES**  
5,000 w. days, 500 w. nights; 1440 kc. Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0. Payable 15th of month following.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3b, 4a, 5, 6a, 8.  
Rate Protection: 12b.  
Basic Rates: 22a, 22b, 23a, 24b, 28b, 29a.  
Contracts: 45, 46, 48.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with NBC.

### TIME RATES

ET 9/1/71—Rev 3/73—Rec'd 3/22/73.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 3-6 pm.  
A—All other times.

- SPOT ANNOUNCEMENTS**

PER WK:	CLASS AA	11 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	17.00	15.00	14.00	13.00	12.00	11.00	11.00
30 sec.	13.00	12.00	11.00	10.00	9.00	8.00	8.00

CLASS A	11 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	13.00	11.00	10.00	9.00	8.00	7.00
30 sec.	10.00	9.00	8.00	7.00	6.00	5.00

DISCOUNT	26 wk—10%	52 wk—20%
13 wk—5%		

- PACKAGE PLANS**

PER YR:	IMPACT—BTA—PREEMPTIBLE	100x	250x	500x
1 min.	15.00	13.00	11.00	11.00
30 sec.	12.00	10.00	9.00	9.00

PER YR:	ROS	13.00	11.00	9.00
1 min.	13.00	11.00	9.00	9.00
30 sec.	10.00	9.00	7.00	7.00

## HARTFORD (1 AM; 1 FM)

Washington County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

## WTKM

1954

Media Code 4 251 2375 9.00  
Iroquois County Broadcasting Co., 27 N. Main St., Hartford, Wis. 53027. Phone 414-673-8550.

- PERSONNEL**  
General Manager—Jerry Gresenz.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
500 w. days; 1540 kc. Non-directional.  
Operating schedule: Sunrise-local sunset CST. Partial simulcast operation. Simulcast local sunrise-9 am & 1 pm-local sunset. For non-simulcast facilities, see WTKM-FM.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations. Accepts AAAA copyrighted contract.

### TIME RATES

ET 12/31/70.

- SPOT ANNOUNCEMENTS**

1 min.	6 ti	12 ti	18 ti	24 ti	30 ti
6.50	6.00	5.50	5.00	4.50	4.00
30 sec.	4.50	4.25	4.00	3.75	3.50

- PACKAGE PLANS**

PER WK, EA:	1 min	30 sec	20 sec
10 ti	5.50	4.00	3.00
15 ti	5.00	3.75	2.75
25 ti	4.50	3.50	2.50

## WTKM-FM

1973

Media Code 4 251 2422 9.00  
Iroquois County Broadcasting Co., Box 216, Hartford, Wis. 53027. Phone 414-673-3550. See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WTKM-FM: MUSIC: General popular, MOR, swing, polkas.
- FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 104.9 mc. Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6 am-sunrise, 9 am-1 pm & local sunset-midnight. For simulcast facilities see WTKM.

(This listing continued on next page)

Which "1" Do You Want?

W DUZ  
24 hour Championship Performance



PULSE



ARB

GREEN BAY, WIS. BEN A. LAIRD, PRESIDENT

PULSE - JUNE/JULY '73, GREEN BAY CENTRAL/AQH/M-F/6 AM. MID. / A.R.B. - APRIL/MAY '73/TSA/METRO/AQH/M-F/6 AM.-MID. (TOTAL AUD)



Hartford—W T K M-FM—Continued

**TIME RATES**  
ET 1/1/74—Rec'd 3/19/74.

6. SPOT ANNOUNCEMENTS	1x	2x	52x	104x	260x	365x
1 min.	5.30	4.75	4.50	4.25	4.00	3.75
30 sec.	3.00	2.75	2.50	2.25	2.00	1.75

20 sec: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	25 tl
1 min.	4.50	4.00	3.50
30 sec.	2.50	2.00	1.75
20 sec.	2.25	2.00	1.75

**HAYWARD (1 AM; 1 FM)**

Sawyer County—Map Location C-4  
See SRDS consumer market map and data at beginning of the State.

**WHSM**

Media Code 4 251 2470 8.00  
WHSM, Inc., Rt. 3, Hayward, Wis. 54843. Phone 715-634-4836.

- PERSONNEL  
General Manager—Lynn W. Herrin.
- REPRESENTATIVES  
Hal Walton Co.
- FACILITIES  
5,000 w. days; 910 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 6 ET 11/15/73—Rec'd 12/3/73.  
AAA—6:30-8:30 am, noon-1 pm & 4-6 pm.  
AA—All other times.

1x	39x	79x	157+	1x	39x	79x	157+
1 min	5.60	4.95	4.50	4.20	4.50	4.20	3.90
30 sec	3.80	3.30	3.00	2.80	3.00	2.80	2.60
10 sec: ea.	1.50	(minimum of 10 or 5 per day).					

7. PACKAGE PLANS

1 min	30 sec
7 days, 20 tl, ea.	3.45 2.30
30 days, 50 tl, ea.	3.00 2.00
30 days, 90 tl, ea.	2.70 1.80
10 sec: ea.	1.50 (minimum of 10 or 5 per day).

**WRLS (FM)**

Media Code 4 251 2517 6.00  
Pine Aire Broadcasting, Box 2000, RFD G, Hayward, Wis. 54843. Phone 715-634-4871.

- PERSONNEL  
Station Manager—Dick Bender.
- FACILITIES  
ERP 3,000 w.; 92.1 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 200 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station. Payable 15th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract with exceptions.  
Affiliated with American Information Network.

**TIME RATES**

ET 9/21/73—Rec'd 2/13/74.

6. SPOT ANNOUNCEMENTS

1 min ea.	3.50	30 sec ea.	2.00
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7. PACKAGE PLANS

WITHIN 10 DAYS:	10 tl	20 tl	50 tl
1 min.	27.50	53.00	125.00
30 sec.	17.50	34.00	75.00

10. SPECIAL FEATURES

NEWS

1 min ea.	4.50	30 sec ea.	2.50
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LOCAL NEWS SPONSORSHIP

1 min ea 5.00. Incl open and close.  
10/15—sec. Teasers, ea 1.25.

**JACKSON**

Washington County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

**WYLO**

Media Code 4 251 2565 5.00  
Universal Broadcasting of Milwaukee, Inc., Highland Rd., Jackson, Wis. 53037. Phone 414-353-5300, 877-3333.

- PERSONNEL  
President—Lawrence Brandon.  
Vice-President—Howard Warshaw.  
General Manager—Sol Radoff.
- REPRESENTATIVES  
Meeker Radio, Inc.
- FACILITIES  
250 w. days; 540 kc. Directional.  
Operating schedule: Sunrise—local sunset. CST.
- AGENCY COMMISSION  
15% on time; 15th of following month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10g, 11g, 12g, 13g, 14g, 15a, 15c.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24a, 26a, 28b, 28c, 30, 33a.  
Contracts: 40a, 42b, 42d, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 62d.  
Cancellation: 70a, 70c, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**  
ET 8/1/70—Rec'd 12/4/70.

6. SPOT ANNOUNCEMENTS

1 min	11.50	260 x	9.00
26 x	11.00	312 x	8.50
52 x	10.50	520 x	8.00
104 x	10.00	624 x	7.50
156 x	9.50	1248 x	7.00

30 sec: 86% of 1-min. ID's: 50% of 1-min.

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl	25 tl
1 min.	95	135	170	200

8. PROGRAM TIME RATES

1x	52x	104x	260x	312x
1 hr.	105.00	97.00	90.00	82.00
1/2 hr.	75.00	67.50	60.00	55.00
1/4 hr.	40.00	35.00	30.00	27.50
5 min.	15.00	14.00	13.00	12.00

10. SPECIAL FEATURES

NEWS HEADLINES—SPORTS SCORE BOARDS  
Applicable 1-minute rate plus.....2.00. (D)

**JANESVILLE (1 AM; 1 FM)**

Rock County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

**WCLO**

Media Code 4 251 2660 4.00  
Southern Wisconsin Radio, Inc., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.

**STATION'S PROGRAMMING DESCRIPTION**  
WCLO: Programmed for adults.  
MUSIC: MOR Contemporary with Country from 7 pm-12M & Oldies weekends. Personalities. Talk shows with phone. SPORTS: play-by-play Pro Baseball, Football & Basketball High school & College Football, Basketball & Baseball. Six sportscasts daily. NEWS: 5-min at :00 & headlines at :30. 3:30-min news blocks weekdays, 3 man news staff with state & local correspondents, UPI, emphasis on local & regional news, taped actualities, commentaries. Rec'd 1/31/73.

- PERSONNEL  
President—Marshall W. Johnston.  
Vice-Pres & Gen'l Mgr.—Robert S. Dailey.  
Sales Manager—Bill Bessire.
- FACILITIES  
1,000 w. days, 250 w. nights; 1230 kc.  
Non-directional.  
Operating schedule: 5 am-midnight. CST.
- AGENCY COMMISSION  
15/0 time only.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60b, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80.  
FM facilities: WJVL (FM).  
Member: Wisconsin Network, Inc., Farm Directors Radio Network.

**TIME RATES**

ET 7/1/74—Rec'd 7/1/74.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	312x	780x
1 min	11.75	11.55	11.25	10.65	9.65	9.10	8.40
30 sec	9.95	9.20	8.65	8.00	7.30	6.85	6.30
6-9 am & 3:15-6 pm, per spot.	extra 1.00.						

**WJVL (FM)**

Media Code 4 251 2670 3.00  
Gazette Printing Co., 1 S. Parker Dr., Janesville, Wis. 53546. Phone 608-752-7895.  
See affiliated AM station for additional information.  
AM facilities: WCLO.

**STATION'S PROGRAMMING DESCRIPTION**  
WJVL (FM): Programmed for Adults.  
MUSIC: MOR featuring a 3 to 1 ratio of instrumentals to vocals, Commercial insertion on quarter hours. Special feature 5-8 pm & 10 pm-12M high-lighting some more familiar light classics mixed with instrumentals. NEWS: 5 min at :00 with 10-min reports at 6, 8 am, 12N & 10 pm, 3 man news staff with state & local correspondents, UPI, emphasis on local & regional news, taped actualities & commentaries. Rec'd 1/31/73.

- FACILITIES  
ERP 20,000 w. (horiz.), 18,000 w. (vert.); 99.9 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 380 ft. above average terrain.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
Rates effective  
Rates received May 28, 1965.

6. SPOT ANNOUNCEMENTS

1 tl.	3.50	104 tl.	3.10
52 tl.	3.25	260 tl.	2.80

7. PACKAGE PLANS

Rotating Sponsorship Plan includes 3 announcements on 1 day of the week, with announcements to be rotated to a different day each week. Limited to 18 week minimum participation.

Not per wk.....7.50

8. PROGRAM TIME RATES

1 hr	1/2 hr	1/4 hr	5 min
32.25	17.25	8.75	5.75
52 tl	30.00	15.50	8.00
104 tl	28.75	14.50	7.90
260 tl	27.50	13.75	6.50

**KAUKAUNA**

Outagamie County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**See Appleton**

(including Kaukauna, Neenah-Menasha)

**KENOSHA (1 AM; 1 FM)**

Kenosha County—Map Location Q-10  
See SRDS consumer market map and data at begin

**WLIP**

1947  
Subscriber to the NAB Radio Code  
Media Code 4 251 2945 9.00  
Kenosha Broadcasting, Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53141. Phone 414-657-6162.

- PERSONNEL  
Pres. and Gen'l Mgr.—William L. Lipman.  
Vice-Pres. & Sta. Mgr.—Hugh L. Gately.
- REPRESENTATIVES  
The Devney Organization, Inc.
- FACILITIES  
250 w. days; 1050 kc. Non-directional.  
Operating schedule: Daytime. CST.
- AGENCY COMMISSION  
15/0: 20th of following.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 3c, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10c, 15a, 15b.  
Basic Rates: 20b, 21a, 21b, 22b, 23a, 24b, 26, 28a, 29a.  
Contracts: 40a, 41, 42b, 42d, 43, 44a, 44b, 46, 46, 47e, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60f, 60h, 60i, 61a, 61h, 62b.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

No. 5 ET 10/1/69—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	260x
1 min.	7.50	7.00	6.75
30 sec.	6.00	5.75	5.50
10 sec.	4.75	4.50	4.25

7. PACKAGE PLANS

PER WK:	10 tl	15 tl	20 tl	30 tl
1 min.	7.25	7.00	6.75	6.50
30 sec.	5.75	5.50	5.25	5.00

8. PROGRAM TIME RATES

1x	13x	26x	52x	156x	260x
1/2 hr.	45.00	40.75	40.00	39.00	34.00
1/4 hr.	28.00	27.00	25.00	22.25	18.75
5 min.	13.25	12.75	11.25	11.00	8.25

**WLIP-FM**

1962  
Subscriber to the NAB Radio Code  
Media Code 4 251 2946 7.00  
Kenosha Broadcasting, Inc., Kenosha National Bank Bldg., Kenosha, Wis. 53140. Phone 414-657-6162.  
See affiliated AM station for additional information.

- PERSONNEL  
Owner & Gen'l Mgr.—William L. Lipman.  
Sta. Mgr. & Sales—Hugh L. Gately.  
Chief Engineer—George Dodge.
- FACILITIES  
ERP 4,000 w.; 95.1 mc.  
Operating schedule: 6:00 am-midnight. CST.  
Antenna ht.: 332 ft.
- AGENCY COMMISSION  
15/2—if paid by 20th of following month.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a.  
Contracts: 40a, 45, 46, 47a.  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70d, 71a.  
Prod. Services: 82.  
FM facilities: WSPL (FM).  
Affiliated with American Entertainment Network.

**TIME RATES**

ET 10/1/69—Rec'd 12/8/69.

6. SPOT ANNOUNCEMENTS

1x	52x	156x	260x	500x
1 min.	4.25	4.00	3.75	3.50
30 sec.	3.50	3.40	3.30	3.00

8. PROGRAM TIME RATES

1x	52x	156x	260x
1/2 hr.	23.25	21.00	18.50
1/4 hr.	13.75	11.25	10.00
5 min.	7.50	6.25	4.75

**LA CROSSE (3 AM; 2 FM)**

La Crosse County—Map Location C-7  
See SRDS consumer market map and data at beginning of the State.

**WIZM**

1922  
A Midwest Family Station  
Subscriber to the NAB Radio Code  
Media Code 4 251 3040 8.00  
Family Radio, Inc., Box 1262, Main & 7th. La Crosse, Wis. 54601. Phone 608-782-1230.

- PERSONNEL  
Pres. & Gen'l Mgr.—Dick Record.  
Sales Mgr. & Farm Dir.—Bill Mann.  
Program Director—Paul Kavanaugh.
- REPRESENTATIVES  
Walton Broadcasting Sales Corporation.
- FACILITIES  
5,000 w.; 1410 kc. Directional—night only.  
Operating schedule: 5-2 am. CST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 12b, 13b, 14b.  
Basic Rates: 20a, 21a, 21c, 22a, 23a, 24b, 25a, 26, 27, 28a, 29a.

**WISCONSIN**

Contracts: 40a, 41, 42b, 45, 46, 47a, 50.  
Comb.; Cont. Discounts: 60b, 60d, 60e, 60i, 61a, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.  
Member: Wisconsin Network, Inc.

**TIME RATES**

No. 2 ET 9/1/72—Rec'd 10/6/72.

7. PACKAGE PLANS

**BULK PLANS**

PER WK, ROS:	1 wk	4 wk	13 wk	26 wk	52 wk
6 tl.	7.50	7.25	7.00	6.75	6.50
12 tl.	7.00	6.75	6.50	6.25	6.00
18 tl.	6.50	6.25	6.00	5.75	5.50
30 tl.	6.00	5.75	5.50	5.25	5.00
42 tl.	5.50	5.25	5.00	4.75	4.50
60 tl.	5.00	4.75	4.50	4.25	4.00

**SEVEN-DAY PLANS**

7 tl.	6.70	6.30	6.10	5.90	5.70
14 tl.	6.30	6.10	5.90	5.70	5.50
21 tl.	6.10	5.90	5.70	5.50	5.20
35 tl.	5.90	5.70	5.50	5.20	5.00
49 tl.	5.70	5.50	5.20	5.00	4.80
70 tl.	5.50	5.20	5.00	4.80	4.60

30 sec: 80% of 1-min, minimum 4.50.  
10 sec: 50% of 1-min, minimum 3.50.  
Premium Time—Mon thru Fri 6-9 am & 3-6 pm;  
Sat 9 am-1 pm, extra .50.  
Fixed position, extra 1.00.

10. SPECIAL FEATURES  
News—Mon thru Fri 7-8 am.....10 8  
1 min 30 sec.....10 8

**WKTY**

1947  
Media Code 4 251 3135 6.00  
Lee & Associates, Inc., Box 1148, Stoddard, Hotel, La Crosse, Wis. 54602. Phone 608-785-3050.

- PERSONNEL  
Vice-Pres. & Sales Mgr.—Phil Dyer.  
Vice-Pres. & Ass't Gen'l Mgr.—Robert H. Topinka.  
Farm Director—Earl Hunter.
- REPRESENTATIVES  
HR/Stone Radio Representatives, Inc.  
Minneapolis, St. Paul—Paul J. Ewins.
- FACILITIES  
5,000 w. days; 1,000 w. nights; 550 kc.  
Directional—separate patterns day and night.  
Operating schedule: 24 hours daily. CST.  
Partial simulcast operation. Simulcast 3-6 am.  
For non-simulcast facilities see WSPL (FM).
- AGENCY COMMISSION  
15%: no cash discount.
- GENERAL ADVERTISING See coded regulations  
General: 1a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 22a  
Contracts: 40a, 44b  
Comb.: Cont. Discounts: 60a.  
Cancellation: 70a, 70d, 71a.  
Prod. Services: 82.  
FM facilities: WSPL (FM).  
Affiliated with American Entertainment Network.

**TIME RATES**

ET 9/7/72—Rec'd 8/14/72.

6. SPOT ANNOUNCEMENTS

1x	13x	26x	52x	104x	156x	260x	312x
1 min	12.75	12.50	12.00	11.50	11.00	10.50	10.00
30 sec	9.50	9.25	9.00	8.50	8.00	7.50	7.00

7. PACKAGE PLANS

1 min.	12 tl	18 tl	24 tl	30 tl
30/20 sec.	8.50	8.00	7.50	7.00
10 sec.	6.75	6.25	5.95	5.55
Saturdays may be cross-combined to earn numerical frequency. Not subject to retroactive discounts.				

- PROGRAM TIME RATES
- |       |        |        |       |
|-------|--------|--------|-------|
| 1 hr  | 1/2 hr | 1/4 hr | 5 min |
| 77.00 | 48.00  | 26.50  | 15.75 |
| 13 x  | 75.50  | 47.50  | 25.50 |
| 26 x  | 73.00  | 44.00  | 24.50 |
| 52 x  | 69.00  | 41.75  | 23.50 |
| 104 x | 64.75  | 39.75  | 22.25 |
| 156 x | 60.75  | 37.75  | 21.00 |
| 260 x | 56.50  | 3      |       |



# WISCONSIN

## La Crosse—WLCX—Continued

- 2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights, 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only; 10th of following month.
- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6b, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24b, 24c, 28a, 28c, 29a.  
Contracts: 40a, 41, 42a, 42c, 44a, 45, 46, 47a, 48, 49, 50.  
Comb.: Cont. Discounts: 60h, 60i, 61a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET 6/1/74—Rec'd 7/2/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	5 min	30 sec	10 sec
1 wk	6.40	5.15	4.10	5.15	4.10	2.55
13 wk	6.10	4.85	3.85	4.95	3.85	2.45
26 wk	5.75	4.60	3.65	4.60	3.65	2.30
52 wk	5.40	4.30	3.45	4.30	3.45	2.20
1 min	5.10	4.05	3.20	4.05	3.20	2.05
30 sec	4.75	3.75	3.00	3.75	3.00	1.90

**7. PACKAGE PLANS**

PER WK:	5 ti	10 ti	20 ti	30 ti	50 ti	70 ti
1 min	4.85	4.60	4.30	4.05	3.75	3.50
30 sec	3.85	3.65	3.45	3.20	3.00	2.80
10 sec	2.45	2.30	2.20	2.05	1.90	1.75

**1-DAY SATURATION**

20 ti	1 min	30 sec	10 sec
20 ti	75.00	60.00	38.00

**SALES BOOSTER**

33 30-sec spots/3 days..... 99.00

**EARLY MORNING**

Midnight-6 am: 4 spots for 1.

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
60.00	57.00	54.00	51.00	48.00
36.00	34.00	32.00	30.00	29.00
24.00	22.80	21.60	20.40	19.20
18.00	17.10	16.20	15.30	14.30
12.00	11.40	10.80	10.20	9.60
8.00	8.20	7.80	7.20	6.80

## WSP1 (FM)

1972

Media Code 4 251 3245 3.00  
Lee & Associates, Box 1148, La Crosse, Wis. 54601.  
Phone 608-785-3050.  
See affiliated AM station for additional information.  
AM facilities WKTY.

- STATION'S PROGRAMMING DESCRIPTION**  
WSP1 (FM): Programmed for people 16-34.  
MUSIC: progressive rock featuring combinations of rock, jazz, blues & folk. AIR PERSONALITIES.  
NEWS: network, 2 min local at 3.00 COMMERCIAL POLICY: 8 minutes per hour. Contact Representative for further details. Rec'd 5/28/74.
- 1. PERSONNEL**  
Sales & Prog. Mgr.—Italph Heath.  
Sales—Ron Parek.
- 2. REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.
- 3. FACILITIES**  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 95.9 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,260 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-3 am. For simulcast facilities see WKTY.
- 5. GENERAL ADVERTISING** See coded regulations  
Affiliated with American Contemporary Network.

### TIME RATES

ET 4/74—Rec'd 5/28/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	5 min	30 sec	10 sec
1 min	7.25	7.00	6.75	6.50	6.25
30 sec	5.50	5.30	5.10	4.90	4.70

**7. PACKAGE PLANS**

PER WK, ROS:	12 ti	18 ti	24 ti	30 ti
1 min	5.00	4.75	4.50	4.25
30 sec	3.80	3.60	3.40	3.20

## WWLA (FM)

1968

Media Code 4 251 3260 2.00  
William E. Bruring, Granddad Bluff, Rt. 2, La Crosse, Wis. 54601. Phone 608-764-7373.  
**STATION'S PROGRAMMING DESCRIPTION**  
WWLA (FM): Programmed for adults & young adults.  
MUSIC: includes popular current hits, old standards, Broadway showtunes and film music. NEWS: daily; network news, AP, weathercasts, farm market reports and summaries, bulletin board programs, local meetings, activities and events, sports from AP wire, stock market reports. Frequent interviews with local, state and national political figures and businessmen. Rec'd 12/14/72.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—William E. Bruring.  
Marketing Director—Allen W. Smith.  
Program Director—Jeff E. Lenette.
- 3. FACILITIES**  
ERP 100,000 w. (horiz.), 100,000 w. (vert.); 93.3 mc. Quadraphonic.  
Operating schedule: 6 am-midnight daily. CST.  
Antenna ht.: 557 ft. above average terrain.
- 4. AGENCY COMMISSION**  
15/0 time only; net 30 days.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2a, 3a, 4a, 4c, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 22b, 23a, 24b, 25a, 26, 27, 28c, 29a, 30, 33c.  
Contracts: 40c, 41, 42a, 43, 44a, 45, 47a, 48, 51b.  
Comb.: Cont. Discounts: 60f, 61b, 62a.  
Cancellation: 70b, 70d, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with American Information Network.

### TIME RATES

No. 1 ET 1/1/68—Rec'd 3/7/69.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti
1 wk	7.00	6.50	6.00	5.50	5.00
13 wk	6.50	6.00	5.50	5.00	4.50
26 wk	6.00	5.50	5.00	4.50	4.00
52 wk	5.50	5.00	4.50	4.00	3.50

**30 SECONDS**

1 wk	13 wk	26 wk	52 wk
5.25	4.85	4.50	4.10
4.85	4.50	4.10	3.75
4.50	4.10	3.75	3.35
4.10	3.75	3.35	3.00

**8. PROGRAM TIME RATES**

1 hr	1/2 hr	1/4 hr	10 min	5 min
70.00	62.00	59.00	56.00	52.50
42.00	37.80	35.70	33.60	31.50
22.00	19.80	18.70	17.60	16.50
18.00	16.20	15.30	14.40	13.50
14.00	12.60	11.90	11.20	10.50

## LADYSMITH

Busk County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WLDY

1947

Media Code 4 251 3325 3.00  
Nelson Broadcasting Co., Box 351, Hwy. 8, Ladysmith, Wis. 54848. Phone 715-532-5588.  
Other Studio—Box 8, Cornell, Wis. 54732. Phone 715-239-6290.

- STATION'S PROGRAMMING DESCRIPTION**  
WLDY: Current hits, stand., showtunes, C & W.
- 1. PERSONNEL**  
Sec'y, Treas. & Gen'l Mgr.—Charles H. Nelson.
- 2. REPRESENTATIVES**  
New York, Chicago—Hal Walton Co.
- 3. FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc. Non-directional.  
Operating schedule: 18 hours daily. CST.
- 4. AGENCY COMMISSION**  
15/0 time only.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract with exceptions.

### TIME RATES

ET 6/1/74—Rec'd 4/8/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	5 min	30 sec	10 sec
8.00	7.75	7.50	7.25	7.00	6.00
6.75	6.50	6.25	6.00	5.75	4.75

10 sec: 50% of 1-min.

## LAKE GENEVA

Walworth County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State

## WMIR

1964

Subscriber to the NAB Radio Code  
Media Code 4 251 3420 2.00  
Southern Wisconsin Co., Inc., Box 552, Hwy. 50, 2 miles east of Lake Geneva, Wis. 53147. Phone 414-248-6056.

- STATION'S PROGRAMMING DESCRIPTION**  
WMIR: Programmed for adults and young adults.
- 1. PERSONNEL**  
Station Manager—Alvina J. Lang.
- 2. REPRESENTATIVES**  
Western States—Bill Dahlsten & Associates.
- 3. FACILITIES**  
1,000 w.; 1550 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- 4. AGENCY COMMISSION**  
None; all rates net to station.
- 5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

No. 10 ET 1/1/74—Rec'd 11/29/74.

**6. SPOT ANNOUNCEMENTS**

1 min	30 sec	10 sec	5 min	30 sec	10 sec
3.10	3.30	3.80	4.50	4.95	5.20
2.45	2.55	3.00	3.50	3.85	4.05

10 sec: Minimum order 300, ea. 2.00

**7. PACKAGE PLANS**

1 min	30 sec	10 sec	5 min	30 sec	10 sec
3.60	3.85	4.00	4.45	4.50	5.30
2.75	3.00	3.10	3.40	4.00	4.00

10 sec, 50/1 wk. ea. 2.50 10 sec, 25/1 wk. ea. 2.25  
(\*) Within 2 wks.  
(†) Within 1 wk.

## MADISON (4 AM; 4 FM)

(including Middleton)  
Plus 1 paid duplicate listing, plus 1 cross reference.  
Dane County—Map Location E-9

- See SRDS consumer market map and data at beginning of the State.  
Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station	Morning Traffic (6-10 am)	Daytime Traffic (10 am-3 pm)	Afternoon Traffic (3-7 pm)	Evening Traffic (7 pm-midnight)
A	21	18	21	18
B	19	15	19	15
C	14	12	14	12
D	13	11	13	11
AVERAGE	17	14	17	14

## WIBA

1925

MADISON

Subscriber to the NAB Radio Code  
Media Code 4 251 3515 8.00  
Badger Broadcasting Co., Box 99, Radio Park, Madison, Wis. 53701. Phone 608-233-5311.

- STATION'S PROGRAMMING DESCRIPTION**  
WIBA: Programmed for young adults and students. MUSIC: general popular, showtunes and standards. 70% from album. NEWS: 4 major 15 min newscasts—7:30 am, 12:30, 5:30 & 10:05 pm. Network on hour, local on half hour, 2 min headlines before hour other than drive times. 5 man news department, emphasis on local news. Taped actualities and first person reports, including state capitol reports. AP wire, ESSA weather wire services. SPORTS: 2 programs daily 7:45 am & 5:45 pm. M-F University football, basketball, hockey. Local professional football. High school football, basketball. State high school basketball tournament. State Amateur & Open golf tournaments. FAIRM: 5-6:30 am & 11:50 am-12:30 pm with farm director. Interviews, markets, weather, agricultural reports and taped personal farm reports. Contact Representative for further details. Rec'd 4/23/69.

- 1. PERSONNEL**  
Pres. & Gen'l Mgr.—Fred H. Gage.  
Program Director—Jim Mader.  
Sales Manager—Bill Hughes.
- 2. REPRESENTATIVES**  
Meekeo Radio, Inc.  
Minneapolis—Harry S. Hystad Co., Inc.  
Dallas, Atlanta—Busby, Finch and Woods, Inc.  
Michigan, Ohio, Indiana, Kentucky, Pittsburgh—Pearse Sales.

- 3. FACILITIES**  
5,000 w.; 1310 kc. Directional—nighttime only.  
Operating schedule: 5 am-midnight. CST.  
Partial simulcast. NEWS: 2 min. Simulcast sign-on-8 am. For non-simulcast facilities see WIBA-FM.
- 4. AGENCY COMMISSION**  
15/0: 15 days.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a, 21a, 22a, 22b, 23a, 24b, 24c, 25a, 26, 27, 28a, 29a, 32a.  
Contracts: 40a, 41, 42a, 44a, 44b, 45, 46, 47a, 48, 51a, 51c.  
Comb.: Cont. Discounts: 60h, 60d, 60g, 60i, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NRC.  
Member: Farm Directors Radio Network.

### TIME RATES

No. 11 ET 5/1/69—Rec'd 4/23/69.  
AA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	10 sec	5 min	30 sec	10 sec
1 min	14.00	13.50	13.00	12.75	11.00	10.00
30 sec	11.20	10.80	10.40	10.00	9.80	8.00
10 sec	8.40	8.10	7.80	7.50	7.05	6.80

**CLASS AA**

PER WK:	5 ti	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti
1 min	12.00	11.50	11.00	10.50	9.75	9.00	8.00
30 sec	9.60	9.20	8.80	8.40	7.80	7.20	6.40
10 sec	7.20	6.90	6.60	6.30	5.85	5.40	4.80

1-minute and 30-second spots may be counted to earn frequency for 10-second spots, but not vice-versa.

- 8. PROGRAM TIME RATES**  
Multiply applicable 5 min 10 min 1/4 hr 1/2 hr 1-min rate by..... 2 3 4 6
- Programs may be counted to earn frequency for spots, but not vice-versa.
- 10. SPECIAL FEATURES**  
PER WK: 15-MINUTE NEWS 1 ti 3 ti 6+  
AA 15.00 12.00 11.00  
A 11.50 10.25 9.75  
Participations only, 100 words.

- HEADLINE NEWS**  
Applicable spot rate, plus 1.50
- 5 MINUTE NEWS**
- | PER WK: | 1 ti  | 5 ti  | 10+   |
|---------|-------|-------|-------|
| AA      | 20.00 | 18.50 | 17.00 |
| A       | 18.00 | 16.50 | 15.00 |
- Participating spots—add 1.50 to applicable spot rate.

## WIBA-FM

1948

MADISON

Subscriber to the NAB Radio Code  
Media Code 4 251 3516 7.00  
Badger Broadcasting Co., Box 99, Radio Park, Madison, Wis. 53701. Phone 608-233-5311.  
See affiliated AM station for additional information.

- STATION'S PROGRAMMING DESCRIPTION**  
WIBA-FM: Programmed for young adults, University students and faculty 8-3 am.  
MUSIC: Progressive including rock, jazz, blues, folk and contemporary comedy. NEWS: Net at 6:50 sign-on-5 nm. Local 7:30 am, 12:30 pm, 5:30 pm. SPORTS: U football and hockey. Contact Representative for further details. Rec'd 1/30/74.
- 1. PERSONNEL**  
Program Director—Rick Murphy.  
Sales Manager—Mini Schiro.

- 3. FACILITIES**  
ERP 50,000 w.; 101.5 mc. Stereo.  
Antenna ht.: 470 ft. above average terrain.  
Partial simulcast operation. Operated separately 8 am-sign-off. For simulcast facilities see WIBA.

### TIME RATES

No. 3 ET 3/15/73—Rec'd 1/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	7 ti	14 ti	21 ti	28 ti
1 min	6.00	5.75	5.50	5.25	5.00
30 sec	4.80	4.60	4.40	4.20	4.00
1 min	35 ti	42 ti	49 ti	56 ti	63+
30 sec	4.75	4.50	4.25	4.00	3.75
10 sec	3.80	3.60	3.40	3.20	3.00

10 sec: 50% of 1-min.  
AA—8-10 am & 7-11 pm/fixd. per spot, extra .50.  
DISCOUNT  
13 wk—5% 26 wk—7% 52 wk—10%  
Minimum 7, 30-sec per wk.

## WISM

1948

MADISON

Subscriber to the NAB Radio Code  
Media Code 4 251 3610 8.00  
Heart O' Wisconsin Broadcasters, Inc., Box 2058, Madison, Wis. 53701. Phone 608-271-1484.

- STATION'S PROGRAMMING DESCRIPTION**  
WISM: Programmed for general interest, especially for people between 20 & 40 years of age.  
Programming: 10% news, emphasizing state and local government activities. TALK: open line phone conversation 1-1:55 pm. 80% music and entertainment.  
MUSIC: general popular emphasizing established current hits and popular music of past 25 years. News staff of 3, 2 stringers for state and local government meetings. 6 talk and music personalities make frequent local personal appearances at major events. Contact Representative for further details. Rec'd 9/26/67.

- 1. PERSONNEL**  
General Manager—William R. Walker.  
Sales Manager—Phil Fisher.  
Program Director—Bill Vancil.
- 2. REPRESENTATIVES**  
McGavren-Guidi, Inc.
- 3. FACILITIES** 5,000 w.; 1480 kc.  
Directional, separate patterns day and night.  
Operating schedule: 24 hours. CST.
- 4. AGENCY COMMISSION**  
15/0.

- 5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 3c, 4a, 4d, 5, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20a,



Madison—Continued

**W M A D** **W M A D-FM**  
1964 **MADISON** 1971 **MIDDLETON**



Buckley Radio Sales, Inc.

A McKenna Station

Media Code 4 251 3800 5.00  
Madison Broadcasting Corp., 615 Forward Dr., Madison, Wis. 53711. Phone 608-271-6611.  
Mailing address: Box 4408, Madison, Wis. 53711.

**STATION'S PROGRAMMING DESCRIPTION**

WMAD: Programmed for adults 21-49.  
MUSIC: modern country. NEWS: 5 min network at :30, local at :30. Network commentary at 7:35 am & 12:15 pm. FARM: 5 min at 6:15 am. M-Sat, county agent; 5 min at 6:45 am M-Sat with university agricultural division. SPORTS: local high school reports, local & network 5 min sports reports. Contact Representative for further details. Rec'd 5/28/74.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Don C. Wirth.  
Program Director—Ted Kelly.
- REPRESENTATIVES**  
Buckley Radio Sales, Inc.
- FACILITIES**  
5,000 w.; 1550 kc.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 380 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15%; 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 1b, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 23a, 24a, 25a, 27, 28b, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42d, 44a, 44b, 45, 46, 48, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60d, 60g, 61a, 61b, 61c.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
Affiliated with American Information Network.

**TIME RATES**

No. 7 ET 1/1/73—Rec'd 12/21/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	20/30	10 sec	1 min	20/30	10 sec
1 ti	15.00	12.00	9.00	13.00	10.50	7.75
5 ti	14.00	11.25	8.50	12.00	9.50	7.25
12 ti	13.00	10.50	7.75	11.00	8.75	6.50
18 ti	12.00	9.50	7.25	10.00	8.00	6.00
24 ti	11.00	8.75	6.50	9.00	7.25	5.50

- PACKAGE PLANS**  
TAP, WITHIN 7 DAYS: 1 min 20/30  
12 ti (4 6-10 am, 4 10 am-3 pm, 4 3-7 pm) 132 105  
18 ti (6 6-10 am, 7 10 am-3 pm, 5 3-7 pm) 189 153  
24 ti (8 6-10 am, 9 10 am-3 pm, 7 3-7 pm) 228 180  
Must be scheduled equally or 7-day period and rotate within time class. Combinable with spots.

**W M F M (FM)**

1948 **MADISON**  
Media Code 4 251 3895 5.00  
Earl W. Fessler, 2047 Winnebago St., Madison, Wis. 53704. Phone 608-244-2847, 5939.

**STATION'S PROGRAMMING DESCRIPTION**

WMFM (FM): Programmed for adults 21 to 65. Variety programs with air personalities on all music programs. NEWS: Network at :15.  
MUSIC: 85% MOR: 10 pm-12M classics; 12M-3 am jazz. SPORTS: Major league baseball, U & high school sports. Emphasis on community activities; live coverage of City Council & County Board meetings. Contact Representative for further details. Rec'd 5/1/72.

- PERSONNEL**  
General Manager—Earl W. Fessler.  
Assistant Manager—Ione E. Fessler.  
Commercial Manager—J. L. Stone.
- REPRESENTATIVES**  
Gert Bunche and Associates.
- FACILITIES**  
ERP 50,000 w.; 104.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 84 ft. above average terrain.
- AGENCY COMMISSION**  
15%; net 30 days.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 5, 6a, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b.  
Basic Rates: 20a, 22a, 22b, 23a, 24a, 24b, 26, 39a.  
Contracts: 40a, 46, 47a.  
Comb.: Cont. Discounts: 61a, 61b, 62a.  
Cancellation: 71a, 73a.  
Affiliated with American FM Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
No. 25 ET 4/1/73—Rec'd 3/27/73.

**6. SPOT ANNOUNCEMENTS**

OPEN:	1 min.	13 ti	39-104
1 min.	6.50	5.90	5.40
30 sec.	5.40	4.80	3.80

- PACKAGE PLANS**  
STATION BREAK SATURATION, EA: 15 sec  
35 ti 1 day..... 2.85  
70 ti, 2 day..... 2.31  
105 ti, 3 day..... 2.00  
MONTHLY RENEWABLE CONTRACT, EA:  
10 ti 30 ti 30 ti  
30 sec..... 4.20 3.90 3.60  
YEARLY CONTRACT: 1 min 30 sec  
Ea..... 5.10 3.30  
365 spots within 1 yr, payable monthly as used.

**10. SPECIAL FEATURES**

Network news—applicable 1-min plus 2.00.  
Sports—Minimum 12 50-sec spots, per mo 70.00.  
Baseball—within games 1-min 6.50; pre/post games, 1-min spot 5.00.  
City Council—36 30-sec spots, 1 per day ROS, per mo 70.00.

**W T S O**

1947 **MADISON**



Subscriber to the NAB Radio Code

Media Code 4 251 4035 7.00  
Midcontinent Broadcasting Co. of Wis., Inc., Box 44, 5721 Tokay Blvd., Madison, Wis. 53701. Phone 608-274-1070.

**STATION'S PROGRAMMING DESCRIPTION**

WTSO: Programmed for adults 18-48. Variety programming with air personalities on all programs. NEWS: local and world news at :25 & :55 hourly. ENTERTAINMENT: programs include middle-of-the-road music based on local and national surveys, public service and informational features. AIR PERSONALITIES featured on every program. FARM: 2 associate farm directors featured 5-7 am & noon-1 pm with music, market prices, trends, and farm commentary. SPORTS: professional and university football. TALK: air personality in live discussions with guests and listeners on important subjects. Adult men and women 10 pm-1 am. Contact Representative for further details. Rec'd 12/29/71.

- PERSONNEL**  
President—N. L. Bentson.  
Vice-Pres. & Gen'l Mgr.—Roger Russell.  
Farm Director—John Zimmerman.
- REPRESENTATIVES**  
HR/Stone Radio Representatives, Inc.  
Minneapolis—Wayne-Erns & Associates, Inc.
- FACILITIES**  
10,000 w. days, 5,000 w. nights; 1070 kc.  
Directional—separate patterns day and night.  
Operating schedule: 5-1 am. CST.
- AGENCY COMMISSION**  
15/0 on time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 15c.  
Basic Rates: 20a, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 23b, 24a, 24b, 24c, 25a, 26, 27, 28a, 29a, 30, 32b, 33a.  
Contracts: 40a, 41, 42d, 43, 44a, 44b, 45, 46, 47d, 48, 49, 50, 51a, 51c.  
Comb.: Cont. Discounts: 60b, 60d, 60g, 60i, 61a, 61b, 61c, 62b, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Wisconsin Farm Broadcasting Network.  
General rates apply to all advertising, other than that of firms offering products or services direct to consumer through outlets which advertiser owns or controls.

**TIME RATES**

ET 9/1/74—Rec'd 8/20/74.  
AAA—Mon thru Sat 6-10 am, noon-1 pm & 3-7 pm.  
AA—Mon thru Sat 5-6 am, 10 am-noon, 1-3 pm & 7-10 pm; Sun sign-on-10 pm.  
A—All other times.

- PACKAGE PLANS**  
PER WK: 1 min 30 sec 1 min 30 sec 1 min 30 sec  
1 ti..... 21.00 16.80 15.00 14.40 11.00 8.80  
14 ti..... 20.00 16.00 17.00 13.60 10.00 8.00  
21 ti..... 19.00 15.20 16.00 12.80 9.00 7.20  
28 ti..... 18.00 14.40 15.00 12.00 8.00 6.40  
35 ti..... 17.00 13.60 14.00 11.20 7.00 5.60  
ROS/BTA—60 per wk Sun thru Sat, 1 min 13.00; preemptible.

**W Y X E (FM)**

1972 **SUN PRAIRIE**



Media Code 4 251 8597 2.00  
(This is a legal duplicate of the listing appearing under Sun Prairie.)  
Sun Broadcasting, Inc., Box 3470, Madison, Wis. 53704. Phone 608-256-0092.

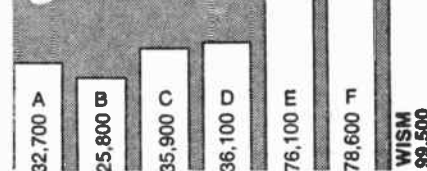
**STATION'S PROGRAMMING DESCRIPTION**

WYXE (FM): Programmed for teens, young adults and young marrieds with age group 18-49 in mind. Several promotions on air consecutively with games, contests and giveaways aimed at all age groups. NEWS: Emphasis also given to University student news and special events. Two-man morning show features interviews live with local, state and national personalities. Remote facilities in stereo FM. Million seller, contemporary programming featured weekends. Contemporary music playlist during regular programming, mixed with solid gold. Contact Representative for further details. Rec'd 1/5/73.

- PERSONNEL**  
General Manager—Don Timmerman.  
Program Director—Jonathan Pockett.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 92.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: — ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 6b, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21d, 23a.  
Contracts: 41, 42a, 42d, 44a, 46, 49, 51a.  
Comb.: Cont. Discounts: 60c, 60e, 62d.  
Cancellation: 70c, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.



your smartest buys yet



Reach more of the active buyers  
Monday thru Sunday 6am to midnite\* (cumulative persons 12+)

pay less, sell more

6-10 am, 3-7 pm*	Average persons 12+ per quarter hour M-F	Cost per thousand	Cumulative persons
WISM	7,500		81,600
WISM-FM	3,400		27,500
	<b>10,900</b>	<b>\$2.20</b>	
A	1,800	3.06	18,500
B	1,500	6.67	20,800
C	2,300	5.65	25,800
D	4,700	2.77	28,100
E	8,200	1.65	66,900
F	7,500	2.40	56,700

Cost per thousand using 12-time 60-second, April 1, 1974 SRDS

Young Women\* who spend more, listen more to WISM and Stereo 98 than the next six stations combined!

WISM leads with trend-setting Teens\*  
WISM 1900  
WISM-FM 100  
A 100  
C 1400  
F 200

Teens, qtr. hr. avg. 7-midnite, mon-fri

\*Apr/May 1974 Arbitron, Dane County subject to published limitations.



A Mid-West family station  
Madison, Wisconsin.  
Call McGavren-Guild, Inc.

**TIME RATES**  
No. 4 ET 2/1/74—Rec'd 2/26/74.  
AAAA—Mon thru Fri 5:30-10 am & 3-7 pm.  
AAA—Mon thru Sun 7 pm-midnight; Sat 6 am-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti	15	12	13	11	11	10
12 ti	13	10	11	9	9	8
18 ti	11	9	9	7	7	6
24 ti	9	7	7	5	5	4

PER YR. @TA: 500x 1000x  
1 min..... 7 5  
30 sec..... 5 4  
Entertainment rate..... 1 min 30 sec 4 3  
10 sec: 4.00; 30+ per wk. BTA. 3.00. (D)

**MANITOWOC (2AM; 1 FM)**  
Manitowoc County—Map Location G-7  
See BRDS consumer market map and data at beginning of the State.

**WCUB**

1952  
Media Code 4 251 4085 2.00  
Cub Radio, Inc., 2500 N. Mirror Dr., Manitowoc, Wis. 54220. Phone 414-682-8226.

**STATION'S PROGRAMMING DESCRIPTION**  
WCUB: Programmed for 19-49, 80%.  
10% Farm: 6-8:30 am & 12:30-1:00 pm; general interest 10% NEWS: 5 min net on hour, 5 min local at :30 plus three 15 min news programs daily, four mobile units. SPORTS: emphasis on outdoor sports, fishing, hunting, snowmobiling, plus U Football & Pro basketball. MUSIC: Golden oldies plus some popular & country, a few standard inter-spersed. Contact Representative for further details. Rec'd 2/1/72.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Jack Severson.  
Program Director—Bob Irish.  
Sales Manager—Bob Barrock.
- REPRESENTATIVES**  
Walton Broadcasting Sales Corporation.
- FACILITIES**  
1,000 w. days; 800 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b, 24c, 25a, 26, 27, 28a, 28c, 29a, 30, 31.  
Contracts: 40a, 41, 42b, 44a, 46, 47a, 48, 49, 50, 51a, 51b.  
Comb.: Cont. Discounts: 60a, 60d, 60e, 60f, 60i, 61b, 62a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
FM facilities: WKKB (FM).  
Member: Wisconsin Network, Inc.

**TIME RATES**  
ET 1/1/74—Rec'd 11/26/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 hr	2x	5x	15x	20x	520x	1000x
1 min 8:00	7.60	7.50	7.25	2.60	6.45	5.90	
30/20 sec	6.45	6.25	6.00	5.80	5.60	5.15	4.75
10/15 sec	4.85	4.70	4.50	4.35	4.20	3.90	3.55

**7. PACKAGE PLANS**  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti 50 ti  
1 min..... 7.75 6.65 6.05 5.95 5.85 5.10  
30/20 sec..... 6.05 5.05 4.65 4.50 4.35 3.70  
10/15 sec..... 3.90 3.25 3.15 3.05 2.95 2.65

**8. PROGRAM TIME RATES**  
1 hr 1/2 hr 1/4 hr 10 min 5 min  
1 x..... 90 60 40 30 20

**W K K B (FM)**  
1966

Media Code 4 251 4100 9.00  
Cub Radio, Inc., Box 98, 2500 Mirror Dr., Manitowoc, Wis. 54220. Phone 414-682-8226.  
See affiliated AM station for additional information AM facilities: WCUB.

- PERSONNEL**  
Pres., Gen'l & Sta. Mgr.—Jack Severson.  
Sales Manager—James Van Sleet.  
Program Director—Bill Walters.
- FACILITIES**  
ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 240 ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station. 10th of following month.

**TIME RATES**  
No. 2 ET 1/1/67—Rec'd 12/18/67.

**6. SPOT ANNOUNCEMENTS**

PER WK:	28 ti	21 ti	14 ti	7 ti	4 ti	1 ti
1 wk	1.80	1.90	2.00	2.20	2.50	3.90
13 wk	1.65	1.75	1.80	2.00	2.20	2.50
26 wk	1.65	1.80	1.85	2.00	2.20	2.50
52 wk	1.40	1.50	1.60	1.65	1.80	2.00

(This listing continued on next page)



# WISCONSIN

## Manitowoc—W K K B (FM)—Continued

7. PACKAGE PLANS		CONSTANT IMPRESSION PLAN		Monthly	
PER DAY:	PER WK:	13 wk	26 wk	52 wk	
1 ti	7 ti	60.00	55.00	50.00	
2 ti	14 ti	110.00	100.00	90.00	
3 ti	21 ti	150.00	140.00	130.00	

8. PROGRAM TIME RATES		PACKAGE PLANS	
5 min	10 min	1/4 hr	1/2 hr
1 x	5.00	7.50	10.00
13 x	4.50	6.75	9.00
26 x	4.00	6.00	8.10
52 x	3.65	5.45	7.30
104 x	3.30	4.90	6.55
156 x	2.95	4.40	5.90
260 x	2.65	3.95	5.30
312 x	2.40	3.55	4.75

## WOMT

1926



Subscriber to the NAB Radio Code  
Media Code 4 251 4180 1.00  
Seehafer & Johnson Broadcasting Corp., Box 685,  
410 N. 10th St., Manitowoc, Wis. 54220. Phone  
414-682-0351.

**STATION'S PROGRAMMING DESCRIPTION**  
WOMT: Programmed for adults and young adults.  
NEWS: Every hour on the hour from 5 am-12M.  
Extended newscasts at 6, 7 & 8 am, 12N, 4, 5 & 6  
pm. SPORTS: Extended sports shows daily at 6:10,  
7:10 & 8:20 am, 12:30, 4:10, 5:15, 6:10 pm.  
WEATHER: weatherscope reports at 8:15 am, 12:25,  
5:10 pm. MARKETS: latest stock market reports  
at 10:15 & 11:15 am, 12:02, 1:15, 2:15, 5:59 pm.  
MUSIC: M-Sa MOR with adult type popular and  
country 5 am-4 pm; top 40 and young adult style  
4 pm-Mid. Su MOR during the day. Big band  
sounds at night. All live high school sports coverage  
and pro football, basketball and baseball, and  
college basketball. Remote facilities available. Contact  
Representative for further details. Rec'd 10/12/73.

- PERSONNEL**  
General Manager—Don Seehafer.  
Sales Manager—Ben Jakel.  
Program Director—Al Itoss.
- REPRESENTATIVES**  
Gene Bolles Company.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1540 kc.  
Operating schedule: 5 am-midnight, CST.
- AGENCY COMMISSION**  
15% time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1h, 2a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10h, 11b, 12b, 13b, 14h, 15a.  
Basic Rates: 20b, 21c, 22a, 23a, 24h, 25a, 26, 28b,  
28c, 29a, 30, 33a.  
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51b.  
Comb.: Cont. Discounts: 60b, 60e, 60i, 61a, 61b, 62d.  
Cancellation: 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 3 ET 6/1/74—Rec'd 4/22/74.	
1x	2x	52x	1000x
1 min	9.00	8.50	7.50
30 sec	7.50	7.00	6.50

**7. PACKAGE PLANS**  
PER WK: 10 ti 20 ti 30 ti 40 ti 50 ti  
1 min..... 7.00 6.50 6.00 5.50 5.00  
30 sec..... 5.50 5.00 4.50 4.00 3.50

**8. PROGRAM TIME RATES**  
5 min 10 min 1/4 hr 1/2 hr 1 hr  
30 sec rate..... 2x 3x 4x 7x 13x

## MARINETTE (2 AM)

Marinette County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

## WLOT

1969



Media Code 4 251 4320 3.00  
Near-North Broadcasting Co., 1706 Main St., Marinette, Wis. 54143. Phone 715-735-9336.

- STATION'S PROGRAMMING DESCRIPTION**  
WLOT: adult contemporary.
- PERSONNEL**  
General Manager—Keith B. Petersen.
  - FACILITIES**  
1,000 w. days; 1300 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.
  - AGENCY COMMISSION**  
15/0; payable when rendered.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS		ET 1/1/72—Rec'd 1/24/72.	
1x	13x	26x	52x
1 min	5.50	5.25	5.00
30 sec	4.25	4.00	3.75

**7. PACKAGE PLANS**  
10 ti 21 ti 28 ti  
1 min..... 4.50 4.25 3.95  
Fixed position not guaranteed.

## WMAA

1939



Media Code 4 251 4275 9.00  
Marinette Central Broadcasting Co., 400 Wells St.,  
Marinette, Wis. Phone 715-735-6631.

- PERSONNEL**  
General Manager—Howard L. Emich.
- REPRESENTATIVES**  
The Dorney Organization, Inc.
- FACILITIES**  
250 w. days; 100 w. nights; 570 kc.  
Non-directional.  
Operating schedule: 5:45 am-midnight, CST.
- AGENCY COMMISSION**  
15/0; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.  
Member: Farm Directors Radio Network.

### TIME RATES

6. SPOT ANNOUNCEMENTS/PROGRAM RATES		No. 7 ET 11/1/72—Rec'd 9/29/72.	
1/2 hr.	1/4 hr.	10 min.	5 min.
1 time	25.00	18.00	15.00
26 times	22.75	17.10	14.25
52 times	22.50	16.20	13.50
156 times	21.25	15.30	12.75
260 times	20.00	14.40	12.00

10 seconds or less—50% of earned 1-minute rate.

**7. PACKAGE PLANS**  
SATURATION SCHEDULE  
(Fixed position not guaranteed)

15 days:	1 min.	1 min.
10 times:	45.00	30 times..... 120.00
20 times:	83.00	

(\*) Not combinable.

## MARSHFIELD (1 AM; 1 FM)

Wood County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

## WDLB

1946

Media Code 4 251 4370 8.00  
Goetz Broadcasting Corp., Box 630, Marshfield, Wis. 54449. Phone 715-384-2191.

- STATION'S PROGRAMMING DESCRIPTION**  
WDLB: Programmed for the 18-35 age group.
- PERSONNEL**  
General Manager—Jack H. Hackman.
  - FACILITIES**  
1,000 w. days; 250 w. nights; 1450 kc.  
Non-directional.  
Operating schedule: 24 hours daily, CST.
  - AGENCY COMMISSION**  
15/0 time only.
  - GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 7 ET 11/1/72—Rec'd 9/29/72.	
1x	13x	26x	52x
1 min	5.60	5.50	5.40
30 sec	4.60	4.50	4.40

### TIME RATES

6. SPOT ANNOUNCEMENTS		No. 9 ET 4/1/74—Rec'd 7/29/74.	
Flat	150x	250x	500x
30 sec	3.00	2.75	2.50
1 min	4.00	3.75	3.50

## WDLB-FM

1965

Media Code 4 251 4371 6.00  
Goetz Broadcasting Corp., Box 630, 1710 N. Central Ave., Marshfield, Wis. 54449. Phone 715-384-2191.

- See affiliated AM station for additional information.
- FACILITIES**  
ERP 27,500 w.; 106.5 mc. Stereo.  
Operating schedule: 24 hours daily, CST.  
Antenna ht.: 275 ft. above average terrain.
  - TIME RATES**  
No. 9 ET 4/1/74—Rec'd 7/29/74.

**6. SPOT ANNOUNCEMENTS**  
Flat 150x 250x 500x 1000x  
30 sec..... 3.00 2.75 2.50 2.25 2.00  
1 min..... 4.00 3.75 3.50 3.25 3.00

## MAUSTON

Juneau County—Map Location E-7  
See SRDS consumer market map and data at beginning of the State.

## WRJC

1961

Media Code 4 251 4465 6.00  
G & R Broadcasting Co., Box 58, Mauston, Wis. 53948. Phone 608-843-8001.

- PERSONNEL**  
Owner & Gen'l Mgr.—George S. Blum.
- REPRESENTATIVES**  
Pearse Sales.
- FACILITIES**  
500 w. days; 1370 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset, CST.
- AGENCY COMMISSION**  
15/0.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS and KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS		ET 6/1/68—Rec'd 4/26/68.	
1 min	30 sec	1 min	30 sec
1 ti	3.30	2.65	2.10
4 ti	3.45	2.50	2.00
8 ti	3.20	2.30	1.95
12 ti	2.95	2.15	1.65
16 ti	2.65	1.95	

## MEDFORD (1 AM; 1 FM)

Taylor County—Map Location D-5.  
See SRDS consumer market map and data at beginning of the State.

## WIGM

1941

Media Code 4 251 4560 4.00  
WIGM, Inc., Box 59, Medford, Wis. 54451. Phone 715-748-2566.

- PERSONNEL**  
Manager—Paul Allman.
- REPRESENTATIVES**  
Corlett Associates.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 5:30 am-10 pm, CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 99.3 mc  
Operating schedule. Same as AM.  
Antenna ht.: 311 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; payable 30 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

6. SPOT ANNOUNCEMENTS		ET 8/11/69.	
1x	13x	26x	52x
1 min	4.00	3.50	3.20
30 sec	2.80	2.40	2.20

1 min 4.00 3.50 3.20 2.80 2.40 2.20 2.00

## MENASHA

Winnebago County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

## See Appleton

(including Kaukauna, Neenah-Menasha)

## MENOMONEE FALLS

Waukesha County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

## See Milwaukee

(including Menomonee Falls, Wauwatosa, West Allis)

## MENOMONIE (1 AM; 1 FM)

Dunn County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

## WDMW (FM)

1967

Media Code 4 251 4605 7.00  
Menomonee Broadcasting Co., 321 Main St., Menomonee, Wis. 54751. Phone 715-235-9494.  
See affiliated AM station for additional information.  
AM facilities: WMNE

- FACILITIES**  
ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-9 pm daily, CST.  
Antenna ht.: 150 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-9 pm. For simulcast facilities see WMNE.
- AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 2 ET 3/1/68—Rec'd 3/13/68.

6. SPOT ANNOUNCEMENTS		1x 26x 101x (*)	
1 min	30 sec	1.50	1.20
1 min	2.50	2.00	1.75
30 sec	1.50	1.20	1.05

(\*) 201-400 x.

**7. PACKAGE PLANS**  
2 WKS: 10 ti 21 ti 51-100  
30 sec..... 1.30 1.10 .90

## WMNE

1951

Media Code 4 251 4655 2.00  
Menomonee Broadcasting Co., 321 Main St., Menomonee, Wis. 54751. Phone 715-235-2112.

- STATION'S PROGRAMMING DESCRIPTION**  
WMNE: Programmed for general interest.
- PERSONNEL**  
General Manager—Don Mortweid.
  - REPRESENTATIVES**  
George T. Hopewell, Inc.
  - FACILITIES**  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WDMW (FM).
  - AGENCY COMMISSION**  
None; all rates net to station.
  - GENERAL ADVERTISING** See coded regulations  
AM facilities: WDMW (FM).  
Affiliated with KBS.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
ET 11/1/70—Rec'd 12/10/70.

A—7-9 am, noon-1 pm & 4-6 pm.
B—All other times.

## 6. SPOT ANNOUNCEMENTS

PER YR:	1x	13x	26x	52x	104x
A	4.75	4.65	4.40	4.15	3.95
B	3.75	3.65	3.40	3.15	2.95
A	156x	208x	260x	312x	364x
B	3.75	3.55	3.35	3.15	3.00
B	2.75	2.55	2.35	2.15	2.00

30 sec: 80% of 1-min.

## MERRILL (1 AM; 1 FM)

Lincoln County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

## WJMT

1960

## WJMT-FM

1970



Media Code 4 251 4750 1.00  
Heath Communications, Inc., 120 S. Mill St., Merrill, Wis. 54452. Phone 715-536-6262.

**STATION'S PROGRAMMING DESCRIPTION**  
WJMT: Popular MOR.

- PERSONNEL**  
General Manager—Wayne Smith.
- REPRESENTATIVES**  
PFO Time Sales, Inc.
- FACILITIES**  
1,000 w. days; 730 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 93.5 mc.  
Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION**  
15%.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

6. SPOT ANNOUNCEMENTS		ET 12/1/72—Rec'd 1/8/73.	
R/S	PER YR:	1000x	520x
1 min	3.25	3.50	5.00
30 sec	80% of 1-min.		

**7. PACKAGE PLANS**  
PER WK: 48 ti 24 ti 12 ti 1 ti  
1 min..... 3.50 4.00 4.50 6.00  
30 sec: 80% of 1-min.

## MIDDLETON

Dane County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

## See Madison

(including Middleton)

## MILWAUKEE (8 AM; 9 FM)

(including Menomonee Falls, Wauwatosa, West Allis)

Plus 2 paid duplicate listings.

Milwaukee County—Map Location G-9  
Waukesha County—Map Location G-9

See SRDS consumer market map and data at beginning of the State

Stations contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time buying function to determine extent of individual station coverage, audience delivered, etc. within the area.

## RADIO MARKET ESTIMATOR

Table reports one-minute rates (based on 12 per week for 13 weeks) for the four highest-cost stations (and the average thereof) in each daypart.

Station (6-10 am)	Morning (6-10 am)		Daytime (10am-3pm)		Afternoon (3-7 pm)		Evening (7 pm-midnight)	
	1x	2x	1x	2x	1x	2x	1x	2x
A	68	46	68</					



**Milwaukee—W A W A—Continued**

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 4a, 5, 6a, 7a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 22b, 23a, 25a, 29a.  
 Contracts: 40a, 45, 47a.  
 Comb., Cont. Discounts: 60b, 60k, 61a, 82a.  
 Cancellation: 73a.  
 Affiliated with Mutual Black Network.  
 Affiliated with National Black Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET Rec'd 1/10/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	10	30	sec.	8
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**8. PROGRAM TIME RATES**

1 hr.	120	110	105	100	95	90	85
1/2 hr.	72	66	63	60	57	54	51
1/4 hr.	48	44	42	40	38	36	34
5 min.	24	22	21	20	19	18	17

**W A W A-FM**  
 1966  
**MILWAUKEE**

Media Code 4 251 4846 7.00  
 Suburbanair, Inc., 12800 W. Bluemound Rd., Elm Grove, Wis. 53122. Phone 414-786-1590.  
 See affiliated AM station for additional information.

**1. FACILITIES**  
 ERP 35,000 w.; 102.1 mc.  
 Operating schedule: 24 hours daily, CST.  
 Antenna ht.: 160 ft. above average terrain.  
 Partial simulcast operation. Operated separately local sunset-6 am. For simulcast facilities see WAWA.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Mutual Black Network.  
 Affiliated with National Black Network.

**TIME RATES**  
 NATIONAL AND LOCAL RATES SAME  
 ET Rec'd 1/10/73.

**6. SPOT ANNOUNCEMENTS**

1 min.	10	30	sec.	8
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**8. PROGRAM TIME RATES**

1 hr.	75.00	70.00	65.00	60.00	55.00	50.00	45.00
1/2 hr.	45.00	42.50	40.00	37.50	35.00	32.50	30.00
1/4 hr.	30.00	29.00	28.00	27.00	26.00	25.00	24.00
5 min.	15.00	14.50	14.00	13.50	13.00	12.50	12.00

**W B C S (FM)**  
 1962  
**MILWAUKEE**  
 A Great Trails Station

Media Code 4 251 4893 9.00  
 WBCS (FM), 5407 W. McKinley Ave., Milwaukee, Wis. 53208. Phone 414-453-4130.  
 See affiliated AM station for additional information.  
 AM facilities: WRIT.

**STATION'S PROGRAMMING DESCRIPTION**  
 WBCS (FM): MUSIC: Modern country; emphasis on golden country with current country interspersed. NEWS: at 6:00. Listener involvement through news-letter, dances, tours. Contact Representative for further details. Rec'd 4/23/74.

**2. REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.

**3. FACILITIES**  
 ERP 50,000 w. (horiz.), 48,000 w. (vert.); 102.9 mc.  
 Operating schedule: 24 hours, CST.  
 Antenna ht.: 440 ft. above average terrain.

**5. GENERAL ADVERTISING** See coded regulations  
 Affiliated with Eastman Radio Network.

**TIME RATES**  
 No. 1 ET 10/1/72—Rec'd 10/2/72.

**5. SPOT ANNOUNCEMENTS**  
 1 MINUTE OR LESS

Mon thru Fri.	5	10	15	ti
5 Sat/5 Sun.	11	9	7	

Maximum guarantee 10 spots per hr.

**W B K V-FM**  
 1958  
**WEST BEND, WIS.**

(This is a paid duplicate of the listing appearing under West Bend, Wis.)  
 Media Code 4 251 9596 9.00  
 West Bend Broadcasting Co., Box 60, West Bend, Wis. 53095. Phone 414-334-2344.

**1. PERSONNEL**  
 President—Marshall W. Johnston,  
 Manager—Capps Sutherland,  
 Commercial Manager—Gene Schneider.

**3. FACILITIES**  
 ERP 32,000 w.; 92.5 mc. Stereo.  
 Operating schedule: 5 am-midnight daily, CST.  
 Antenna ht.: 500 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3d, 5, 6a.  
 Basic Rates: 20b, 22a, 23a, 28b.  
 Contracts: 40a, 46.  
 Comb., Cont. Discounts: 62d.  
 Cancellation: 71a, 72.

**TIME RATES**  
 ET 3/1/74—Rec'd 3/1/74.

AA—6-10 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**  
 1 MINUTE

AA	10.45	9.95	8.80	7.70	6.60
A	7.00	6.40	5.75	5.25	4.80

**30 SECONDS**

AA	8.35	8.00	7.05	6.25	5.25
A	5.55	5.15	4.60	4.20	3.85

**8. PROGRAM TIME RATES**

1 HR:	13x	39x	78x	156x
AA	52.25	49.50	44.00	38.50
A	36.80	34.60	30.75	27.00

**10. SPECIAL FEATURES**  
 3-min news—20% of 1-hr. (D)

**WEMP**  
 1935  
**MILWAUKEE**

**Buckley Radio Sales, Inc.**



Media Code 4 251 5130 5.00  
 Consolidated Broadcasting Corp., 200 N. Jefferson St., Milwaukee, Wis. 53202. Phone 414-272-1250.

**STATION'S PROGRAMMING DESCRIPTION**  
 WEMP: Programmed for young adults.  
 MUSIC: MOR, NEWS: 5 min at 6:00 and at 6:30, 7:30 and 8:30 am, and 3:30, 4:30 and 5:30 pm. Sports vignettes and traffic reports following morning and afternoon drivetime newscasts, and play-by-play reports of professional basketball and university football & basketball. Stock market reports at 10:15 am, 12:15 and 5:15 pm. Contact Representative for further details. Rec'd 1/31/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—A. M. Spherles.  
 General Sales Manager—Allen Timm.  
 Program Director—Tom Shanahan.

**2. REPRESENTATIVES**  
 Buckley Radio Sales, Inc.

**3. FACILITIES**  
 5,000 w.; 1250 kc. Directional.  
 Operating schedule: 24 hours daily, CST.

**4. AGENCY COMMISSIONS**  
 15/0 time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 3a, 3c, 4a, 5, 6a, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21a, 21b, 22a, 22b, 23a, 24a, 24c, 25a, 28b, 28c, 29a, 30.  
 Contracts: 40a, 41, 42a, 43, 44a, 45, 46, 47a.  
 Comb., Cont. Discounts: 60e, 60f, 60h, 61a, 61b, 62b, 62d.  
 Cancellation: 70a, 70e, 73a, 73b.  
 Prod. Services: 81, 82.  
 FM Facilities: WNUW (FM).  
 Affiliated with CBS.  
 Member: Wisconsin Network, Inc.

**TIME RATES**  
 No. E ET 1/1/74—Rec'd 1/31/74.

AAA—Mon thru Sat 6-10 am.  
 AA—Mon thru Sat 3-7 pm.  
 A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
 B—Mon thru Sun 7 pm-midnight.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 min.	52	48
20/30 sec.	42	40
10 sec.	31	28

6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	44	42	40	38	22	21	20
20/30 sec.	35	34	32	30	18	17	16
10 sec.	26	25	24	23	13	12	11

Fixed: 125% of 1-min.

**7. PACKAGE PLANS**  
 \*WEEKLY CIRCULATION PLANS

PER WK:	A	B	C
AAA	3	4	6
AA	3	4	6
A	3	5	6
B	3	5	6

**TOTAL WKLY COST:**

1 min.	456	648	816
20/30 sec.	360	504	648
10 sec.	276	378	480

**AM/FM COMBINATION**  
 No. C-1 ET 1/1/74—Rec'd 1/31/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA
1 min.	60	58
20/30 sec.	48	46
10 sec.	36	32

6 ti	12 ti	18 ti	24 ti	6 ti	12 ti	18 ti	24 ti
1 min.	61	49	46	44	25	24	23
20/30 sec.	40	39	37	35	21	20	19
10 sec.	30	29	28	27	15	14	13

Fixed: 125% of 1-min.

**7. PACKAGE PLANS**  
 \*WEEKLY CIRCULATION PLANS

PER WK:	A	B	C
AAA	3	4	6
AA	3	4	6
A	3	5	6
B	3	5	6

**TOTAL WKLY COST:**

1 min.	528	738	936
20/30 sec.	420	576	744
10 sec.	324	432	552

(\* 90 days rate protection.  
 Must be scheduled equally over 7 day period and rotate within time class.  
 Offered on preemptible basis at station's discretion for full rate card advertisers. In event of preemption, spots will be made good in comparable or better time periods at earliest possible convenience, and prior to expiration of schedule.  
 Earns 52 consecutive week discount.  
 Weekly Circulation Plans do not combine with Weekly Circulation Plans for further weekly frequency. May be combined with minutes, Newscasts, 20/30-seconds and ID's to earn weekly frequency discounts on the face of rate cards only.

**WISCONSIN**

**10. SPECIAL FEATURES**  
 5-MINUTE NEWS—ROTATING MON THRU FRI  
 PER WK: 5 ti 10 ti  
 7, 8, 9, 10 am; 4, 5, 6, 7 pm..... 320 380  
 11 am, noon; 1, 2, 3 pm..... 245 470  
 Earn 52 consecutive week discounts.  
 May combine with minutes, 20/30-seconds, ID's and Weekly Circulation Plans to earn further weekly discounts.

**FREQUENCY DISCOUNTS**  
 52 consec wks—10%.  
 Discounts applied as earned. Only consecutive weeks with expenditures of 100.00 or more may combine to qualify for discounts indicated above.

**RATE PROTECTION**  
 Rates guaranteed for 13 weeks from effective date of increase providing advertising equalling weekly expenditure of 100.00 is actually running at time of effective date of increase, and broadcasts continue without interruption during rate protection period.

**WEZV**

1960  
**WAUWATOSA**



**KATZ RADIO**

A Subdrink Station  
 Media Code 4 251 5175 0.00  
 Subdrink Broadcasting Inc. of Wisconsin, 1572 E. Capitol Dr., Milwaukee, Wis. 53211. Phone 414-961-1030.

**STATION'S PROGRAMMING DESCRIPTION**  
 WEZV: MUSIC: familiar standards & melodic arrangements of current favorites programmed in uninterrupted segments with 4 commercial breaks per hour. NEWS: capsules at :58. Contact Representative for further details. Rec'd 5/5/71.

**1. PERSONNEL**  
 Executive Vice-President—Harold W. Gore.  
 Vice-Pres. & Gen'l Mgr.—Robert J. Emery.  
 Operations Director—William Moos.

**2. REPRESENTATIVES**  
 Katz Radio.

**3. FACILITIES**  
 ERP 14,450 w. (horiz.), 14,450 w. (vert.); 103.7 mc Stereo.  
 Operating schedule: 24 hours daily, CST.  
 Antenna ht.: 816 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3a, 3b, 3d, 4a, 4b, 5, 6a, 7a, 8.  
 Rate Protection: 10, 11, 12, 13, 14, 15e.  
 Basic Rates: 20a, 21a, 21d, 22a, 23b, 24b, 24c, 25a, 28b, 28c, 29a, 30, 32b.  
 Contracts: 40c, 41, 42a, 44a, 45, 46, 47a, 51a, 51b.  
 Comb., Cont. Discounts: 60e, 60f, 62b, 62d.  
 Cancellation: 70a, 71a, 72, 73b.  
 Prod. Services: 80, 82.

(\* 6 wks from date of rate change.)  
**TIME RATES**  
 No. 8 ET 8/12/74—Rec'd 8/19/74.  
 AAA—Mon thru Sun 10 am-3 pm.  
 AA—Mon thru Sun 3-7 pm.  
 A—Mon thru Sun 5:30-10 am.  
 B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	AAA	AA	A	B
1 min	60	55	50	47
30 sec	44	46	42	40
10 sec	32	34	32	27

**W F M R (FM)**  
 1955  
**MILWAUKEE**

Media Code 4 251 5225 5.00  
 Koss Broadcasting Corp., Box 1635 606 W. Wisconsin Ave., Milwaukee, Wis. 53201. Phone 414-272-5400.

**STATION'S PROGRAMMING DESCRIPTION**  
 WFMR (FM): Featuring uninterrupted classical works, 80% classical, 6 am-midnight; 20% jazz, midnight-6 am, 5 nights. **COMMERCIAL POLICY:** maximum 8 minutes per hour. Contact Representative for further details. Rec'd 2/28/74.

**1. PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Russ Molloy.  
 Assistant Manager—Claudia Burns.  
 Sales—Russ Molloy.

**2. REPRESENTATIVES**  
 Herbert E. Groskin & Co.

**3. FACILITIES**  
 ERP 40,000 w.; 96.5 mc. Stereo.  
 Operating schedule: 24 hours daily, CST.  
 Antenna ht.: 215 ft. above average terrain.

**4. AGENCY COMMISSION**  
 15% on time only.

**5. GENERAL ADVERTISING** See coded regulations  
 General: 3a, 3h, 4a, 8  
 Basic Rates: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 22a, 23a, 24b, 29a.  
 Contracts: 40a, 46, 47a.  
 Cancellation: 70e, 71a.  
 Member: The Groskin Group.

**TIME RATES**  
 ET 3/1/74—Rec'd 4/1/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	5 ti	10 ti	15 ti
1 min.	15.00	14.00	13.00
30 sec.	12.00	11.00	10.00
10 sec.	7.50	7.00	6.50

**8. PROGRAM TIME RATES**

5 min.	260	365x
	30	28
	25	22
	1 wk	13 wk
	26 wk	52 wk
1 hr.	60	57
	54	54

(\* 58.80.)  
 (Milwaukee continued on next page)

**WHO:**

Men and Women  
 (in 4 age groups),  
 Teens, Children.

**WHAT:**

Demographic Estimates  
 in the form of hard counts.

**WHERE:**

In the Market Data  
 Summary near the  
 front of this issue.

Estimates are given  
 for every metro  
 area in the U. S.

See Contents Page  
 for the exact location  
 of this new feature.

# WISCONSIN

Milwaukee—Continued

**WISN**  
1922  
MILWAUKEE

*Mg* mcgavren-guild  
pgw radio, inc.



A Hearst Owned Station  
Subscriber to the NAB Radio Code

Media Code 4 251 5415 0.00  
Hearst Corp., 759 N. 19th St., Milwaukee, Wis.  
53233. Phone 414-342-3000. TWX 414-322-8323.

### STATION'S PROGRAMMING DESCRIPTION

WISN: Programmed for an audience 18 year upwards.

**AIR PERSONALITIES** handle all segments. **MUSIC:** Most songs of today & yesterday. **NEWS:** local, regional, national & international, with minimum of 10 min at :55 & :25 drive times, plus 1 hour at 4:30 pm, M-F; 5 min at :60 & :30 other times, plus private weather forecasting service, traffic reports peak weekends, sports reports AM/PM drive & 20 times weekends, guest interviews, local public affairs & community service bulletins. Network news & features integrated into local programming. Contact Representative for further details. Rec'd 4/14/71.

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—John E. Hinkle, Jr.  
General Sales Manager—Karl Gierahn.  
Program Director—Tom Lambert.
- REPRESENTATIVES**  
McGavren-Guild, Inc.
- FACILITIES**  
50,000 w. days, 10,000 w. nights; 1130 kc. Directional.  
Operating schedule: 5-12:45 am. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21b, 22b, 23a, 24a, 24c, 25a, 30, 33d.  
Contracts: 40a, 41, 42a, 44b, 46, 47a, 48, 50, 51c.  
Comb.; Cont. Discounts: 60b, 60d, 60g, 60h, 61b.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Services: 80, 82.

**Product Protection**  
Station agrees to exercise all reasonable effort to maintain a ten-minute separation between competitive, non-network advertised products. The station will guarantee that competitive products will not be run back-to-back. For the purpose of product protection, classification of products as competitive must be approved by the station in advance of scheduling, not retroactively. Station is not responsible for conflicts when the network commercials are rotated or moved beyond the scheduling control of the station, or schedule changes are received on less than two weeks' notice from the network.  
Affiliated with American Information Network.

### TIME RATES

AM/FM COMBINATION

No. 40-A-N Eff 5/1/74—Rec'd 7/30/74.

AAA—Mon thru Sat 6-10 am.  
AA—Mon thru Sat 3-7 pm.  
A—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
B—Mon thru Sun 7 pm-12:30 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	1 min				20/30 sec			
	AAA	AA	A	B	AAA	AA	A	B
(*)	75	68	55	36	60	54	44	29
6 tl.	70	63	50	33	56	50	40	26
12 tl.	68	61	48	31	54	49	38	25
18 tl.	66	59	46	29	52	47	37	23
24 tl.	64	57	44	27	50	45	35	22

10 sec: 60% of 1-min (available in only AA, A or B & AM only).  
AM only: 1-min deduct 10.00; 20/30 sec deduct 8.00.

### 7. PACKAGE PLANS

TOTAL AUDIENCE PLAN

PLAN A:	6 ti				12 ti				18 ti				24 ti				36 ti			
	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B	AAA	AA	A	B
AAA	1	2	4	5	2	4	8	10	3	6	12	15	4	8	12	16	5	10	15	20
AA	2	3	6	8	4	6	12	16	6	9	18	24	8	12	24	32	12	18	36	48
A	2	4	8	10	4	8	16	20	6	12	24	30	8	16	32	40	12	24	48	64
B	1	3	6	8	2	6	12	16	3	9	18	24	4	12	24	32	6	18	36	48

PLAN B:  
AAA 1 2 3 4 7  
AA 1 2 3 4 7  
A 4 6 9 12 16  
B 2 3 4 6

PLAN COST: 294 564 810 1032 1476  
AM only: per spot deduct 9.00.

**WISN-FM**  
1961  
MILWAUKEE

*Mg* mcgavren-guild  
pgw radio, inc.



A Hearst Owned Station  
Subscriber to the NAB Radio Code

Media Code 4 251 5416 8.00  
Hearst Corp., 759 N. 19th St., Milwaukee, Wis.  
53233. Phone 414-342-3000. TWX 414-322-8323.  
See affiliated AM station for additional information.

### STATION'S PROGRAMMING DESCRIPTION

WISN-FM: MUSIC: blend of well-known standards & contemporary melodies in fully orchestrated arrangements programmed in continuous segments.  
**NEWS:** capsules at :60. **COMMERCIAL POLICY:** 4 commercial breaks per hour. Contact Representative for further details. Rec'd 7/3/74.

### 1. PERSONNEL

General Sales Manager—Jim Schweitzer.  
Program Director—Chuck Arnold.

### 2. REPRESENTATIVES

McGavren-Guild, Inc.

### 3. FACILITIES

Elit' 11,700 w.; 97.3 mc.  
Operating schedule: 8 am-midnight. CST.  
Antenna ht.: 920 ft. \*above average terrain.

### 5. GENERAL ADVERTISING

See coded regulations  
Sold in combination with WISN. See that listing for rates.

### TIME RATES

EF 5/1/74—Rec'd 4/10/74.

A—5 pm-midnight.  
B—Sign-on 5 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS A					CLASS B					
	1x	2x	52x	104x	260x	500x	1x	2x	52x	104x	260x
1 min.	12.00	11.00	10.00	9.00	8.00	7.00	6.00	5.00	4.00	3.00	2.00
30 sec.	7.00	6.50	6.00	5.50	5.00	4.00	3.50	3.00	2.50	2.00	1.00

CLASS B  
1 min. 10.00 9.00 8.00 7.00 6.00 5.00  
30 sec. 6.00 5.50 5.00 4.50 4.00 3.00

ROS  
FIXED  
1 min. 15.00 30 sec. 13.00  
1 min. 12.00 30 sec. 10.00

**WNOV**

1946

MILWAUKEE



Media Code 4 251 5557 9.00  
WNOV Radio Station, 3801 N. 20th St., Milwaukee, Wis. 53206. Phone 414-638-1986.

### 1. PERSONNEL

Pres. & Gen'l Mgr.—Jerrel W. Jones.  
General Sales Manager—Douglas Jones.

### 2. REPRESENTATIVES

Bernard Howard & Co., Inc.

### 3. FACILITIES

250 w. days; 800 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.

### 4. AGENCY COMMISSION

15/0; time only.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1b, 2a, 2b, 3a, 3b, 3c, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10d, 11h, 12h, 13h, 14i, 15a, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24a, 25a, 27, 28a, 29a, 33a.

Contracts: 40a, 41, 42a, 43, 44b, 45, 46, 47e, 48, 50.  
Comb.; Cont. Discounts: 60i, 61a, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with Bernard Howard Black Radio Network.

### TIME RATES

No. 1 Eff 4/1/68—Rec'd 4/22/68.

AA—Mon thru Sat 6-10 am & 3-7 pm; Sun all day.

A—Mon thru Sat 10 am-3 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA				
	1 wk	13 wk	26 wk	52 wk	1 MINUTE
12 tl.	18.00	17.50	17.00	16.50	16.50
24 tl.	17.50	17.00	16.50	16.00	16.00
36 tl.	17.00	16.50	16.00	15.50	15.50
48 tl.	16.50	16.00	15.50	15.00	15.00
1-11 tl. flat.	20.00				

30 SECONDS  
12 tl. 13.50 13.00 12.50 12.00  
24 tl. 13.00 12.50 12.00 11.50  
36 tl. 12.50 12.00 11.50 11.00  
48 tl. 12.00 11.50 11.00 10.50  
1-11 tl. flat. 15.25

### CLASS AA

1 MINUTE

PER WK:	CLASS AAA					CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	14.00	12.00	11.00	10.00	8.00	14.00	12.00	11.00	10.00	8.00
30 sec.	9.00	8.00	7.00	6.00	5.00	9.00	8.00	7.00	6.00	5.00
PER YR:	7.20	6.40	5.60	4.80	4.00	7.20	6.40	5.60	4.80	4.00

250 x 6  
500 x 8  
30 sec: 80% of 1-min.

### 8 PROGRAM TIME RATES

1 hr 1/2 hr 1/4 hr  
100 68 36

### 10. SPECIAL FEATURES

5-MINUTE NEWSCASTS  
AA, ea. 45 A, ea. 25  
DISCOUNT  
6 or more—10%

**WNUW (FM)**

1963

MILWAUKEE

ABC-FM spot sales, Inc.



Media Code 4 251 5581 9.00  
Consolidated Broadcasting Corp., 200 N. Jefferson St., Milwaukee, Wis. 53202. Phone 414-272-1250.  
See affiliated AM station for additional information.  
AM facilities: WEMP.

### STATION'S PROGRAMMING DESCRIPTION

WNUW (FM): Programmed for ages 16-34.  
**MUSIC:** rock format featuring top albums & strictly current popular music. **NEWS:** every hour. Contact Representative for further details. Rec'd 10/22/73.

### 1. PERSONNEL

Station Manager—R. F. DeGrave.  
Program Director—Robert Wallace.

### 2. REPRESENTATIVES

ABC FM Spot Sales.

### 3. FACILITIES

ERP 34,000 w.; 99.1 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 486 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Sold in combination with WEMP. See that listing.

### TIME RATES

No. 5A Eff 2/1/74—Rec'd 1/31/74.

AAA—Mon thru Sun 3 pm-midnight.

AA—Mon thru Sun 6 am-3 pm.

A—Mon thru Sun midnight-6 am.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min.	14.00	12.00	11.00	10.00	8.00	14.00	12.00	11.00	10.00	8.00
30 sec.	9.00	8.00	7.00	6.00	5.00	9.00	8.00	7.00	6.00	5.00
PER YR:	7.20	6.40	5.60	4.80	4.00	7.20	6.40	5.60	4.80	4.00

250 x 6  
500 x 8  
30 sec: 80% of 1-min.

**WOKY**

1947

MILWAUKEE

BLAIR RADIO



Subscriber to the NAB Radio Code  
Media Code 4 251 5605 6.00  
Hartell Broadcasters, Inc., 3500 N. Sherman Blvd., Milwaukee, Wis. 53218. Phone 414-442-0150.

### 1. PERSONNEL

Vice-Pres. & Gen'l Mgr.—Ralph J. Barnes.  
General Sales Manager—Lee Doinick.  
Program Director—Lee Douglas.

### 2. REPRESENTATIVES

Blair Radio.

### 3. FACILITIES

5,000 w. days, 1,000 w. nights; 920 kc. Directional.  
Operating schedule: 24 hours daily. CST.

### 4. AGENCY COMMISSION

15/0 time.

### 5. GENERAL ADVERTISING

See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 8.  
Rate Protection: 10c, 11c.  
Basic Rates: 22b, 23a, 24a, 25a, 29a.  
Contracts: 40a, 45, 46.  
Comb.; Cont. Discounts: 60k, 61c.  
Cancellation: 70a, 70e, 71a, 73a.  
Affiliated with Blair Represented Network.

### TIME RATES

No. 25 Eff 4/1/74—Rec'd 5/8/74.

AAAA—Mon thru Sat 6-10 am & 3-7 pm.

AAA—Mon thru Sat 7 pm-midnight; Sat 10 am-3 pm; Sun all day.

AA—Mon thru Fri 10 am-3 pm.

### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AAA					CLASS AA				
	6 ti	12 ti	18 ti	24 ti	30 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 min	70	68	66	64	59	57	55	53	51	49
30 sec	58	54	52	50	47	45	43	41	39	37
1D's	42	41	40	39	35	34	33	32	31	30

1 min. 48 46 44 42  
30 sec. 38 36 34 32  
1D's 29 28 27 26

**WQFM (FM)**

1958

MILWAUKEE

Alan Torbet Associates, Inc.



A Shamrock Station  
Media Code 4 251 5700 5.00  
Shamrock Development Corp., 606 W. Wisconsin Ave., Milwaukee, Wis. 53203. Phone 414-276-2040.

### STATION'S PROGRAMMING DESCRIPTION

WQFM (FM): Programmed for ages 18-40.  
**MUSIC:** Adult contemporary, emphasis on current album cuts. Contact Representative for further details. Rec'd 6/19/74.

### 1. PERSONNEL

General Manager—Tony Smith.  
Operations Director—Patrick Shanahan.

### 2. REPRESENTATIVES

Alan Torbet Associates, Inc.

### 3. FACILITIES

ERP 30,000 w.; 93.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 187 ft. above average terrain.

### 4. AGENCY COMMISSION

15/0 time only.



**WRIT**

1955  
MILWAUKEE  
A Great Trails Station

Media Code 4 251 5795 5.00  
WRIT, 5407 W. McKinley Ave., Milwaukee, Wis.  
53208. Phone 414-453-4130.

**STATION'S PROGRAMMING DESCRIPTION**  
WRIT: Programmed for adults and young adults.  
MUSIC: 70% golden, 30% current hits. NEWS: at :55. Sports news in drive times. Emphasis on live personalities and on-air contests/promotions. Contact Representative for further details. Rec'd 4/23/74.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Bernie Strachota.  
Director of Programming—Mark Wheeler.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days; 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
General: 3a, 3b, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 16c.  
Basic Rates: 20b, 21d, 22a, 23a, 24a, 24c, 25a, 27, 28b, 28c, 29b, 30, 33a.  
Contracts: 40a, 41, 42b, 42d, 44a, 45, 46, 49, 51a.  
Comb.: Cont. Discounts: 60c, 60a, 62d.  
Cancellation: 70d, 71a, 72, 73a, 73b.  
Prod. Services: 82.  
FM facilities: WBCS (FM).  
Affiliated with Eastman Radio Network.  
Affiliated with American Contemporary Network.

**TIME RATES**

- No. 16 Eff 5/1/73—Rec'd 5/16/73.  
I—Mon thru Sat 6-10 am & 3-7 pm.  
II—Mon thru Sat 10 am-3 pm; Sun 6 am-7 pm.  
III—Mon thru Sun 5-6 am & 7 pm-midnight.
- SPOT ANNOUNCEMENTS**  
PER WK: I 12 18 24 30 II 12 18 24 30  
WK: I 12 18 24 30 II 12 18 24 30  
1 min. 30.00 29.00 28.00 27.00 25.00 24.00 23.00 22.00  
30/20 sec. 24.00 23.20 22.40 21.60 20.80 19.20 18.40 17.60  
10 sec. 18.00 17.40 16.80 16.20 15.00 14.40 13.80 13.20
  - CONSECUTIVE WEEK DISCOUNT**  
52 wk—8%  
30/20 sec. 20.00 19.00 18.00 17.00  
10 sec. 16.00 15.20 14.40 13.60

- PACKAGE PLANS**  
BEST BUY PLANS—2/3 A, 1/3 B  
I MIN: 30 ti 15 ti  
Ea 24 27  
Not combinable with Sections I, II, III.  
30/20 sec: 80% of 1-min, 10 sec: 60% of 1-min.
- PROGRAM TIME RATES**  
5 min—1-1/2x applicable 1-min rate.  
RATE-HOLDERS  
Minimum wkly sched of 6 1-min spots 6 am-mid Mon-Sun necessary to maintain consec wk advertising.

**WTMJ**  
1927  
MILWAUKEE

**THE CRISTAL CO.**

Subscriber to the NAB Radio Code  
Media Code 4 251 5890 4.00  
WTMJ, Inc., 720 E. Capitol Dr., Milwaukee, Wis.  
53201. Phone 414-332-9611. TWX 910-262-3141.

**STATION'S PROGRAMMING DESCRIPTION**  
WTMJ: Programmed for adults.  
FARM: 5-6 am. SPORTS: Major League baseball, pro football, U. football. NEWS: 33 min radio-TV news staff, 3 mobile units, news at :60 and :30.  
MUSIC: general popular music. Talk shows 11 am-noon, stock market reports, helicopter traffic reports during drive time. Contact Representative for further details. Rec'd 7/31/73.

- PERSONNEL**  
President—George R. Comte.  
Manager of Radio—William T. Haig.  
Sales Manager—Donald R. Richards.
- REPRESENTATIVES**  
The Christal Company.
- FACILITIES**  
5,000 w.; 620 kc. Directional—night only.  
Operating schedule: 5-2 am. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulation  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 6b, 7b, 8.  
Rate Protection: 10c, 12h, 13c, 14c, 15a.  
Basic Rates: 20b, 21a, 21b, 21d, 22b, 23a, 24a, 24b, 24c, 26, 27, 28b, 29a, 30, 32b.  
Contracts: 40c, 41, 42a, 42c, 44b, 45, 46, 47a, 48, 51c.  
Comb.: Cont. Discounts: 60b, 60c, 60e, 60i, 60k, 61b.  
Cancellation: 70a, 70c, 71a, 73b.  
Prod. Services: 80, 81, 82.  
Affiliated with NBC.

**TIME RATES**

- No. 60 Eff 5/1/73—Rec'd 5/4/73.
- SPOT ANNOUNCEMENTS**  
AM/FM COMBINATION  
AAA—Mon thru Fri 6-10 am.  
AA—Mon thru Fri 3-7 pm.  
A—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm; Sun 8-30 am-7 pm.  
B—Mon thru Sat 5-6 am; Mon thru Sun 7 pm-sign-off.

AAA		AA	
1 min	20/30 sec	1 min	20/30 sec
WK: 1x 300x	1x 300x	1x 300x	1x 300x
1 ti..... 75	40	57	63
6 ti..... 73	69	58	55
12 ti..... 71	67	57	54
18 ti..... 69	65	55	52
24 ti..... 67	63	54	51
A			
1 ti..... 51	48	41	39
6 ti..... 46	46	40	37
12 ti..... 47	44	39	36
18 ti..... 43	41	38	35
24 ti..... 43	40	37	34
B			
1 ti..... 51	48	41	39
6 ti..... 46	46	40	37
12 ti..... 47	44	39	36
18 ti..... 43	41	38	35
24 ti..... 43	40	37	34

AM only: Deduct 5.00 per 1-min spot. 4.00 per 30-sec spot.  
AM/FM Tandem: AM may add a schedule of FM of any spot frequency 5.00 per 1-min spot. 4.00 per 30-sec spot.  
10 sec ID's: 50% of applicable 1-min rate. Can be combined with other spots for frequency and weekly quantity discounts.

**7. PACKAGE PLANS**  
AM/FM COMBINATION  
TOTAL AUDIENCE PLAN  
Sold in multiples of 4 and scheduled within 7 days.  
2 spots 6-10 am and/or 7-11 pm Mon thru Fri. 2 spots 10 am-3 pm Mon thru Fri and/or all day Sat & Sun and/or 7-8:30 pm Mon thru Fri.  
Programs and Total Audience Plan spots are not combinable.

**PLAN A—WEEKLY**  
PER WK, EA: 4 ti 8 ti 12 ti 16 ti 20 ti  
1 min..... 42 40 38 36 34  
30 sec..... 32 30 28 26 24

**PLAN B—YEARLY**  
PER YR, EA: 1x 100x 200x 400-4  
1 min..... 52 48 45 41  
30 sec..... 42 38 36 34

(\*) Not combinable with Plan A.  
TAP spots combinable with regular spots for frequency discounts on regular spots only. Prerequisite: If missed or preempted, will be rescheduled. No credits issued.

**CONVERSION**  
TAPS may be converted from 4 to 5 spots per plan to be scheduled: 10 am-3 pm, 7-8:30 pm Mon thru Fri; 6 am-8:30 pm Sat; 8:30 am-8:30 pm Sun. Same rates apply.  
AM only: Deduct 5.00 per 1-min spot. 4.00 per 30-sec spot.

**8. PROGRAM TIME RATES**  
A—6 am-7 pm  
B—7 pm-8 am  
A: 1 hr 55 min 1/2 hr 25 min 1/4 hr 5 min  
1 x..... 250 225 150 125 100 80  
52 x..... 240 215 145 120 95 75  
156 x..... 225 205 135 115 90 70  
312 x..... 200 180 120 100 80 65  
B: 50% of A.

**10. SPECIAL FEATURES**  
A—Mon thru Sun 6 am-7 pm.  
B—Mon thru Sat 5-6 am.  
C—Mon thru Sun 7 pm-sign-off.

**NEWS WEATHER, SPORTS & MARKETS**

**CLASS A**  
1 wk 52 wk 1 wk 52 wk  
1 ti..... 88 84 110 105  
3 ti..... 162 154 198 188  
5 ti..... 216 204 312 297  
6 ti..... 352 332 494 469

**CLASS B**  
1 ti..... 68 64 84 79  
2 ti..... 124 116 164 154  
3 ti..... 171 159 240 225  
5 ti..... 273 253 383 358  
6 ti..... 327 303 459 429

**CLASS C**  
1 ti..... 54 50 68 63  
2 ti..... 100 92 124 114  
3 ti..... 135 123 192 177  
5 ti..... 220 200 310 285  
6 ti..... 264 240 372 342

**DAYTIME NEWS SPECIALS**  
PER WK, EA: 5 ti 10 ti 15 ti  
5 min or less..... 49 47 45  
Scheduled and rotated at :30 Mon thru Fri 9:30 am-3:30 pm. Minimum scheduled 6 weeks.

**SAFETYCOPIER REPORTS**  
(6:30-8:30 am & 3:30-6 pm)  
Ea 1x 50x 150x 300-4  
1 ti..... 71 66 84 60  
Rotate Mon thru Fri during am and pm drive times. May be combined with other spots for frequency and weekly quantity discounts. Includes open & close ID plus 1 1-minute spot.

**ASK YOUR NEIGHBOR—GORDON HINKLEY**  
25-minute single sponsor units 11:05-11:30 am & 11:35 am-noon Mon thru Fri, per program 200.00. Includes 30-second open & close ID's plus 3 1-minute spots. Adjacent spots, applicable A rate plus 2.00 per spot.

**WTMJ-FM**  
1927  
MILWAUKEE

**THE CRISTAL CO.**

Subscriber to the NAB Radio Code  
Media Code 4 251 5891 2.00  
WTMJ, Inc., 720 E. Capitol Dr., Milwaukee, Wis.  
53201. Phone 414-332-9611.  
See affiliated AM station for additional information.

- PERSONNEL**  
FM Operations Supervisor—Janet R. Sandison.
  - FACILITIES**  
ERP 5,600 w.; 94.5 mc.  
Operating schedule: 6-1 am. CST.  
Antenna ht.: 911 ft. above average terrain.
  - GENERAL ADVERTISING** See coded regulations  
Sold in combination with WTMJ. See that listing.
- TIME RATES**  
No. 7 Eff 5/1/73—Rec'd 5/4/73.

**6. SPOT ANNOUNCEMENTS**

Per wk		Per yr	
1 min	10 ti 20+	1x	200x 500+
ROS, BTA:	10 8	5 10	7 5
1 min.	10 8	5 10	7 5
30 sec.	8 6	4 8	5 4

**7. PACKAGE PLANS**  
100 ti (scheduled within 3 wks) ea..... 5 4

**8. PROGRAM TIME RATES**  
1 hr..... 75 1/4 hr..... 50

**WYLO**  
1964  
JACKSON

A Universal Owned Station  
(This is a paid duplicate of the listing appearing under Jackson, Wis.)  
Media Code 4 251 2565 5.00  
Universal Broadcasting of Milwaukee, Inc., Highland Rd., Jackson, Wis. 53037. Phones 414-353-5300, 677-3333.

- PERSONNEL**  
President—Lawrence Brandon.  
Vice President—Howard Warshaw.  
General Manager—Sol Radoff.
- REPRESENTATIVES**  
Meeker Radio, Inc.
- FACILITIES**  
250 w. days; 540 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.
- AGENCY COMMISSION**  
15% on time; 15th of following month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2b, 3a, 4a, 5, 6a, 7a.  
Rate Protection: 10c, 11c, 12c, 13c, 14g, 15a, 15c.  
Basic Rates: 20b, 21a, 21d, 22a, 23b, 24c, 25a, 28b, 28c, 30, 33a.  
Contracts: 40a, 42b, 42d, 46, 47a, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 62d.  
Cancellation: 70a, 70c, 72, 73b.  
Prod. Services: 80, 82.

**TIME RATES**

Eff 8/1/70—Rec'd 12/4/70.

**6. SPOT ANNOUNCEMENTS**

1 min	
1 x.....	11.50 260 x..... 9.00
26 x.....	11.00 312 x..... 8.50
52 x.....	10.50 520 x..... 8.00
104 x.....	10.00 624 x..... 7.50
156 x.....	9.50 1248 x..... 7.00

30 sec: 80% of 1-min. ID's: 50% of 1-min.

**7. PACKAGE PLANS**  
PER WK: 10 ti 15 ti 20 ti 25 ti  
1 min..... 95 135 170 200

**6. PROGRAM TIME RATES**

1 min	
1 hr.....	105.00 97.00 90.00 82.00 75.00
1/2 hr.....	75.00 67.50 60.00 55.00 50.00
1/4 hr.....	40.00 35.00 30.00 27.50 25.00
5 min.....	15.00 14.00 13.00 12.00 10.00

- SPECIAL FEATURES**  
NEWS HEADLINES—SPORTS SCORE BOARDS  
Applicable 1-minute rate plus..... 2.00 (D)

**WZMF (FM)**  
1963  
MEMONOE FALLS

**Century National Sales**  
Media Code 4 251 6125 4.00  
Falls Broadcasting Corp., Box 216, Menomonee Falls, Wis. 53051. Phone 414-251-7070.

**STATION'S PROGRAMMING DESCRIPTION**  
WZMF (FM): Programmed for young adults and teens.  
MUSIC: progressive rock. NEWS: 4-min network news at :15 6 am-2:15 pm. AIR PERSONALITIES handle all segments. COMMERCIAL POLICY: maximum 8 min or 12 units per hour, whichever comes first. Contact Representative for further details. Rec'd 6/26/74.

- PERSONNEL**  
General Sales Manager—George Beaudet.  
Operations Manager—Steve Stevens.  
Program Director—John Houghton.
- REPRESENTATIVES**  
Century National Sales.
- FACILITIES**  
ERP 3,000 w.; 98.3 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 310 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6h, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14e, 15b, 16.  
Basic Rates: 20b, 21b, 22a, 23a, 24c, 25a, 28c, 30, 31.  
Contracts: 40a, 43, 45, 49, 51a, 51b.  
Comb.: Cont. Discounts: 60k.  
Cancellation: 70b, 72, 73a.  
Prod. Services: 80, 82.  
(\*) 6 wks except annual contract.  
Affiliated with American FM Network.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 7 Eff 4/15/74—Rec'd 5/1/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun 10 am-midnight.  
AA—Mon thru Fri 10 am-3 pm.  
A—Mon thru Sun 6-10 am.

**6. SPOT ANNOUNCEMENTS**

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
1 ti.....	30 24	25 20	20 16	16 12	14 10
12 ti.....	27 22	22 18	18 14	14 10	12 8
18 ti.....	25 20	20 16	16 12	12 8	10 6
24 ti.....	22 18	18 14	14 10	10 6	8 4

10 sec: 50% of 1-min.

- SPECIAL FEATURES**  
All night show—Mon thru Sun midnight-6 am, 1-min spot per hr, per wk 140.00.

**WZUU WZUU-FM**  
1947 MILWAUKEE 1960

Media Code 4 251 6130 2.00  
Milrite of Wisconsin, Inc., 520 W. Capitol Dr., Milwaukee, Wis. 53212. Phone 414-964-8300.  
Mailing address: Box 10-G Milwaukee, Wis. 53201.

**STATION'S PROGRAMMING DESCRIPTION**  
WZUU: Programmed for general interest.  
MUSIC: Top 29 singles & selected current gold. AIR PERSONALITIES handle all segments. NEWS: at :35. 6 am-6 pm. SPORTS: hrly. COMMERCIAL POLICY: 12 min max per hr. Contact Representative for further details. Rec'd 7/3/74.

- PERSONNEL**  
President—Milton Maltz.  
Vice-Pres. & Gen'l Mgr.—William H. Luchtman.
- REPRESENTATIVES**  
HR/Stone Itadio Representatives, Inc.
- FACILITIES**  
1,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 50,000 w. (horiz.), 50,000 w. (vert.); 987 mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 355 ft. above average terrain.  
Simulcast 6 am-local sunset.
- AGENCY COMMISSION**  
15/0 time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a, 16.  
Basic Rates: 20a, 20b, 21a, 21b, 21c, 21d, 22a, 22b, 23a, 24c, 28b, 28c, 29a, 33a.  
Contracts: 40c, 41, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.: Cont. Discounts: 60d, 60e, 60f, 60i, 61c, 62d.  
Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.

**TIME RATES**

**NATIONAL AND LOCAL RATES SAME**  
No. 1 Eff 6/1/72—Rec'd 6/12/72.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat & Sun all day.  
A—Mon thru Sun 7 pm-1 am.  
B—Mon thru Sun 1-6 am. Rates on request.

**6. SPOT ANNOUNCEMENTS**

AAA		AA		A	
1 min	30 sec	1 min	30 sec	1 min	30 sec
PER WK:	34 30	29 25	24 20	19 15	14 10
6 ti.....	32 28	27 23	22 18	17 13	12 8
12 ti.....	30 26	25 21	20 16	15 11	10 6
18 ti.....	28 24	23 19	18 14	13 9	8 4

10 sec: 50% of 1-min. 5 sec: 50% of 30-sec.

- PACKAGE PLANS**  
TOTAL PENETRATION PLAN—BTA  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min..... 26 22 18 14  
30 sec..... 22 20 18 16  
10 sec: 50% of 1-min. 5 sec: 50% of 30-sec.

**MONROE (1 AM; 1 FM)**

Green County—Map Location E-9  
See SRDS consumer market map and data at beginning of the State.

**WEKZ WEKZ-FM**  
1951 1959

Subscriber to the NAB Radio Code  
Media Code 4 251 6175 9.00  
Green County Broadcasting Corp., Schuetz Bldg., Monroe, Wis. 53566. Phone 608-325-2161.  
Studio: Highway 11-81 East, Monroe, Wis. 53566. Phone 325-2161.

**STATION'S PROGRAMMING DESCRIPTION**  
WEKZ: Farm station. Top 40 music.

- PERSONNEL**  
General Manager—Joseph G. Urban.
- FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. CST.  
FM-ERP 14,800 w.; 93.7 mc.  
Operating schedule: 5:30 am-10 pm daily. CST.
- AGENCY COMMISSION**  
None: all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Farm Directors Radio Network.

**TIME RATES**

No. 6 Eff 7/74—Rec'd 7/29/74.

**6. SPOT ANNOUNCEMENTS**

1 min		30 sec		156x 520x	
1 ti.....	6.00 5.70	5.35 5.00	4.65 4.30	3.95 3.60	3.00 2.75
30 sec.....	4.25 4.00	3.75 3.50	3.25 3.00	2.75 2.50	

**NEENAH**

Winnebago County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

See Appleton  
(including Kaukauna, Neenah-Menasha)

# WISCONSIN

## NEILLSVILLE (1 AM; 1 FM)

Clark County—Map Location D-6  
See SRDS consumer market map and data at beginning of the State.

**WCCN**  
1957

**WCCN-FM**  
1964

Subscriber to the NAB Radio Code

Media Code 4 251 6270 6.00  
Central Wisconsin Broadcasting, Inc., Wisconsin  
World's Fair Pavilion, Neillsville, Wis. 54456.  
Phone 715-743-3333.

**1. PERSONNEL**  
Pres., Gen'l & Sta. Mgr.—Howard Sturtz, II.

**3. FACILITIES**  
5,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. CST.  
FM-ERP 100,000 w.; 107.5 mc.  
Operating schedule: 6 am-10:30 pm daily. CST.  
Antenna ht.: 226 ft. above average terrain.

**4. AGENCY COMMISSION**  
15/0; 10th of month.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: Farm Directors Radio Network, Wisconsin  
Farm Broadcasting Network.

**NATIONAL AND LOCAL RATES SAME**  
No. 4 ET 9/1/73—Rec'd 10/2/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1 min	30 sec	1 min	30 sec
1x	4.75	3.50	3.75	2.80
13x	4.50	3.40	3.65	2.70
28x	4.25	3.30	3.50	2.65
52x	4.00	3.10	3.20	2.40
104x	3.75	2.80	3.05	2.30
156x	3.55	2.70	2.85	2.20
208x	3.40	2.60	2.70	2.10
260x	3.25	2.50	2.55	2.00
312x	3.10	2.35	2.35	1.90
365x	2.90	2.25	2.20	1.75
730x	2.75	2.10	2.05	1.65

1-min and 30-sec spots may be combined to establish rate frequency if an equal number of each length spot is purchased in the schedule or more 1-min than 30-sec spots are purchased.

## NEW LONDON

Waupaca County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

**WLH (FM)**  
1967

Media Code 4 251 6317 7.00  
New London Enterprises, Inc., Box 935, New London,  
Wis. 54901. Phone 414-982-3000 or 779-4222.

**1. PERSONNEL**  
General Manager—Charles Schmalleburg.  
**3. FACILITIES**  
ERP 3,000 w. (horiz. & vert.); 93.5 mc. Stereo.  
Operating schedule: Mon thru Sat 5 am-midnight;  
Sun 6 am-midnight. CST.  
Antenna ht.: 260 ft. above average terrain.  
**4. AGENCY COMMISSION**  
None; all rates net to station. Bills payable 5th following month.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.

**NATIONAL AND LOCAL RATES SAME**  
No. 5A ET 7/1/73—Rec'd 1/30/74.

**6. SPOT ANNOUNCEMENTS**

CLASS	AA		A		
	1 min	30 sec	1 min	30 sec	
1248x	938x	624x	312x	156x	52x
30 sec	2.50	2.60	2.70	2.80	3.00
1 min	3.25	3.35	3.45	3.55	3.75
30 sec	1.85	1.95	2.05	2.15	2.25
1 min	2.25	2.35	2.45	2.55	2.65

**7. PACKAGE PLANS**

CLASS	AA		A	
	1 min	30 sec	1 min	30 sec
100 tl	315.00	233.50	215.00	150.00
50 tl	182.50	125.00	112.50	92.50
25 tl	83.75	65.00	58.75	48.75

**10. SPECIAL FEATURES**  
MAJOR NEWCASTS  
30 sec..... 3.00 1 min..... 3.75  
Time checks: 10-sec, 300 per mo, 200.00.

## NEW RICHMOND (1 AM; 1 FM)

St. Croix County—Map Location B-5  
See SRDS consumer market map and data at beginning of the State.

**WIXK**  
1960

Subscriber to the NAB Radio Code

Media Code 4 251 6365 6.00  
Smith Broadcasting Co., Inc., 125 E. 3rd St., New  
Richmond, Wis. 54017. Phone 715-246-2254.

**STATION'S PROGRAMMING DESCRIPTION**  
WIXK: Station reflects WIXK and WIXK-FM programming. Programmed for general interest.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Bob Smith.  
**2. REPRESENTATIVES**  
Wayne-Evans & Associates, Inc.

**3. FACILITIES**  
5,000 w. days; 1590 kc. Non-directional.  
Operating schedule: 6 am-local sunset daily. CST.  
Partial simulcast operation. Simulcast during AM  
operational hours. For non-simulcast facilities see  
WIXK-FM.  
**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations.  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Member: National AgRadio Groups, Inc., Farm  
Directors Radio Network.

**NATIONAL AND LOCAL RATES SAME**  
ET 1/1/69—Rec'd 11/19/68.

**6. SPOT ANNOUNCEMENTS**

1 min/less	52x	156x	260x	365x	500x
1 min	5.00	4.50	4.00	3.80	3.00

**7. PACKAGE PLANS**

1 MINUTE OR LESS—ROS	
50 tl in 7 days	125
25 tl in 5 days	75
20 tl in 4 days	60
15 tl in 3 days	50
10 tl in 2 days	35

## WIXK-FM

Subscriber to the NAB Radio Code

Media Code 4 251 6366 4.00  
Smith Broadcasting Co., Inc., 125 E. 3rd St., New  
Richmond, Wis. 54017. Phone 715-246-2254.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w. (horiz. & vert.); 107.1 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 270 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-midnight. For simulcast facilities see WIXK.

**4. AGENCY COMMISSION**  
None; all rates net to station.  
**5. GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.  
Member: National AgRadio Groups, Inc.

**TIME RATES**

Rates are identical to WIXK. See that listing.

## OCONTO (1 AM; 1 FM)

Oconto County—Map Location G-6  
See SRDS consumer market map and data at beginning of the State.

**WOCO**  
1966

**WOCO-FM**  
1966

Media Code 4 251 6385 4.00  
Walter P. Kaszynski, Box 197, Oconto, Wis. 54153.  
Phone 414-834-3540.

**1. PERSONNEL**  
Owner & Gen'l Mgr.—Walter P. Kaszynski.  
**3. FACILITIES**  
1,000 w. days; 1260 kc. Non-directional.  
500 w. pre-sunrise.  
Operating schedule: 6 am-local sunset. CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 107.1  
mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 200 ft. above average terrain.  
Simulcast 6-9 am, noon-1 pm & 4 pm-local sunset.  
**4. AGENCY COMMISSION**  
None; all rates net to station.

**TIME RATES**  
ET 1/1/74—Rec'd 1/31/74.

**6. SPOT ANNOUNCEMENTS**

1x	26x	52x	104x	156x	208x	260x
1 min	3.50	3.30	3.05	2.85	2.60	2.35
30 sec	2.85	2.50	2.30	2.15	1.95	1.75

**7. PACKAGE PLANS**

30 DAYS:	50 tl	100 tl
1 min	90	160
30 sec	90	140

## OSHKOSH (2 AM; 2 FM)

Winnebago County—Map Location F-7  
See SRDS consumer market map and data at beginning of the State.

**WAGO**  
1969

Media Code 4 251 6400 1.00  
WAGO Radio, Inc., Box 437, Oshkosh, Wis. 54901.  
Phone 414-233-0690.

**STATION'S PROGRAMMING DESCRIPTION**  
WAGO: MUSIC; adult contemporary.  
NEWS: 7:35 am & 12N; summaries at 60.  
SPORTS: 7:50 am & 12:30 pm. Women's show 9:30  
am, M-F. Contact Representative for further details.  
Rec'd 6/7/73.

**1. PERSONNEL**  
General Manager—Jerry Hughes.  
**2. REPRESENTATIVES**  
Walton Broadcasting Sales Corporation,  
Michigan—Michigan Spot Sales,  
William L. Hurley.  
**3. FACILITIES**  
250 w.; 690 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
**4. AGENCY COMMISSION**  
None; agencies add commission to rates shown.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1b, 2b, 3b, 4b, 5b, 6b, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 15b,  
15c.  
Basic Rates: 20a, 21a, 22b, 23b, 24b, 25a, 28a, 28c,  
29a, 33a.

Contracts: 40a, 41, 42b, 42d, 44b, 45, 46, 51a,  
Comb.; Cont. Discounts: 60b, 60f, 60l, 61a, 62a.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Prod. Services: 80.  
Affiliated with American Entertainment Network.

**TIME RATES**  
No. 4 ET 3/1/73—Rec'd 2/28/73.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	26x	52x	156x	312x	624x	1040+
1 min	6.00	5.50	5.00	4.50	4.00	3.50	3.25
30 sec	4.50	4.15	3.80	3.45	3.20	2.85	2.50
10 sec	3.00	2.80	2.60	2.40	2.20	2.00	1.80

6:30-8:30 am, noon-1 pm & 3:30-5:30 pm, extra .75.  
Fixed position, extra .50.

**7. PACKAGE PLANS**

**ONE-WEEK SATURATION**

PER WK, ROS:	1 min	30 sec	10 sec
35 tl	4.50	3.00	2.20
70 tl	3.95	2.50	1.95
140 tl	3.25	2.00	1.50

Within 1 wk.

**SHOPPER STOPPER PACKAGE**  
1 10-sec spot per day, minimum 1 mo..... 40.00

**10. SPECIAL FEATURES**  
5-min newscasts..... 7.50  
5-min sponsorship of morning report/noon newa. 8.00  
Incl open & close plus 1 1-min spot.

**WMKC**  
1966

Subscriber to the NAB Radio Code  
Media Code 4 251 6460 5.00  
Kimball Broadcasting, Inc., Box 257, Oshkosh, Wis.  
54901. Phone 414-233-3030.

**STATION'S PROGRAMMING DESCRIPTION**  
WMKC: MOR 12M-9 pm; jazz 9 pm-12M; classical  
8 pm-11 pm Sun. NEWS: local & regional at 6:20,  
7:20 & 8:04 am & 5:30 & 12:20 pm; national &  
international at 15 min network throughout broadcast  
day. Contact Representative for further details.  
Rec'd 7/26/72.

**1. PERSONNEL**  
General Manager—William L. Shaw.  
Product Manager—Bill Vogel.  
News Manager—Tom Lujack.  
**2. REPRESENTATIVES**  
Grant Webb & Company, Inc.  
**3. FACILITIES**  
ERP 3,000 w.; 98.7 mc.  
Operating schedule: 6-11 am. CST.  
Antenna ht.: 293 ft. above average terrain.  
**4. AGENCY COMMISSION**  
15% time only; monthly.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15a, 16.  
Basic Rates: 20a, 22a, 24b, 24c, 29a.  
Contracts: 42a, 45, 48.  
Comb.; Cont. Discounts: 60a, 60c, 60e, 60l, 62b, 62d.  
Cancellation: 70a, 70d, 71a.  
Prod. Services: 82.  
Commercial policy: 7 minutes per hour.  
Affiliated with American FM Network.

**TIME RATES**  
NATIONAL AND LOCAL RATES SAME  
No. 9 ET 5/1/74—Rec'd 5/24/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	3 tl	6 tl	12 tl	18 tl	21 tl
1 min	3.95	4.75	4.40	3.75	3.25
30 sec	4.50	4.00	3.50	3.25	2.75

**MONDAY-FRIDAY 8-9 AM**

PER WK:	5 tl	10 tl	20 tl
1 min	6.00	5.00	4.50
30 sec	4.75	4.25	3.50

**CONSECUTIVE WEEK DISCOUNT**

**7. PACKAGE PLANS**

50 per wk	150.00
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**WOSH**  
1941

Subscriber to the NAB Radio Code  
Media Code 4 251 6555 2.00  
Value Radio Corp., 2333 Bowen St., Oshkosh, Wis.  
54901. Phone 414-235-3150.

**1. PERSONNEL**  
Exec. Vice-Pres. & Gen'l Mgr.—Phillip J. Robbins.  
Local Sales Manager—Robert Schulz.  
**2. REPRESENTATIVES**  
HR Stone Radio Representatives, Inc.  
**3. FACILITIES**  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 24 hours daily. CST.  
**4. AGENCY COMMISSION**  
15%.  
**5. GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 3d, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 10a, 11a, 12a, 13a, 14a, 15b.  
Basic Rates: 20b, 21a, 21b, 21c, 22b, 23a, 23b, 24a,  
24b, 24c, 25b, 26, 28b, 29b, 33d.  
Contracts: 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 60h, 60l, 61a,  
61b, 62d.  
Cancellation: 70c, 71a, 72, 73a, 73b.  
Prod. Services: 80, 81, 82.  
Member: Wisconsin Network, Inc.

**TIME RATES**  
AM/FM COMBINATION  
ET 9/1/74—Rec'd 8/23/74.

AAA—Mon thru Fri 6-9 am, noon-1 pm & 3-6 pm;  
Sat & Sun 9 am-1 pm.  
AA—Mon thru Fri 5-6 am, 9 am-noon, 1-3 pm &  
6-10 pm; Sat & Sun 5-9 am & 1-10 pm.  
A—Mon thru Sun 10 pm-5 am.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 tl	18.00	14.40	15.75	12.60	14.00	11.20
18 tl	15.50	12.40	13.25	10.60	11.50	9.20
30 tl	13.75	11.00	11.50	9.20	9.75	7.80

**AM ONLY**

PER WK:	1 min	30 sec
1 min	2.75	2.20
30 sec	2.75	2.20

Deduct..... (D)

**WOSH-FM**  
1966

**RAB**

A Midwest Family Station  
Subscriber to the NAB Radio Code  
Media Code 4 251 6556 0.00  
Value Radio Corp., 2333 Bowen St., Oshkosh, Wis.  
54901. Phone 414-235-3150.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,000 w.; 103.9 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 285 ft. above average terrain.

**TIME RATES**

Sold in combination with WOSH. See that listing for rates.

## PARK FALLS (1 AM; 1 FM)

Price County—Map Location D-4  
See SRDS consumer market map and data at beginning of the State.

**WNBI**  
1953

Media Code 4 251 6450 1.00  
Northland Broadcasting, Inc., Box 300, Park Falls,  
Wis. 54552. Phone 715-762-3221.

**1. PERSONNEL**  
Manager—Robert Frings.  
**2. REPRESENTATIVES**  
Grant Webb & Company, Inc.  
**3. FACILITIES**  
1,000 w.; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see WNBI-FM.  
**4. AGENCY COMMISSION**  
15/0; time and talent.  
**5. GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

**TIME RATES**  
No. 6 ET 5/1/72—Rec'd 4/24/72.  
A—6 am-1 pm & 5-6:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

CLASS	AA		A	
	1x	13x	26x	52x
A	4.75	4.65	4.50	4.40
B	4.00	3.90	3.75	3.60

**30 SECONDS**

A	4.00	3.90	3.75	3.60	3.40	3.25	3.10	2.95
B	3.25	3.15	3.00	2.75	2.60	2.50	2.40	2.25

**7. PACKAGE PLANS**

7-DAY IMPACT PLAN:	1 min	30 sec
10 tl	4.40	3.60
20 tl	4.25	3.40

**WNBI-FM**  
1966

Media Code 4 251 6651 9.00  
Northland Broadcasting, Inc., Box 300, Park Falls,  
Wis. 54552. Phone 715-762-3221.  
See affiliated AM station for additional information.

**3. FACILITIES**  
ERP 3,500 w.; 98.3 mc.  
Operating schedule: 6 am-10 pm. CST.  
Antenna ht.: 250 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-10 pm. For simulcast facilities see WNBI.

**TIME RATES**  
Rates are identical to WNBI. See that listing.

## PLATTEVILLE (1 AM; 1 FM)

Grant County—Map Location D-9  
See SRDS consumer market map and data at beginning of the State.

**WSWW**  
1955

**RAB**

Subscriber to the NAB Radio Code  
Media Code 4 251 6745 9.00  
The Southwest Wisconsin Co., Inc., Box 1, Radio  
Park, N. 4th St., Platteville, Wis. 53818. Phone  
608-348-2775.

**1. PERSONNEL**  
Pres. & Gen'l Mgr.—Robert J. Boddin.  
**2. REPRESENTATIVES**  
PRO Time Sales, Inc.  
**3. FACILITIES**



WRAC  
1949  
RAB

Media Code 4 251 7410 8.00  
WRAC Broadcasting Co., Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phone 414-632-1627.  
STATION'S PROGRAMMING DESCRIPTION  
WRAC: Programmed for adults.  
MUSIC: MOR, current top selling records along with gold records from past 20 years. AIR PERSONALITIES handle all segments. NEWS: 3 man department, mobile unit. UPI & state news service, aired at 6:00 & 3:30. FEATURES: Public affairs programs including daily telephone talk programs. Contact Representative for further details. Rec'd 9/1/71.

1. PERSONNEL  
President—J. W. O'Connor.  
Sales Manager—Joe Salame.  
Program Director—K. O'Connor.  
2. REPRESENTATIVES  
Jack Masla & Co., Inc.  
3. FACILITIES  
500 w. days; 1400 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3b, 3c, 3d, 4a, 4d, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 24b, 24c, 25a, 26, 29a.  
Contracts: 40a, 41, 45, 46, 47a.  
Comb., Cont. Discounts: 60b, 60c, 60f, 61a.  
Cancellation: 70a, 70c, 71a, 73a, 73b.  
Prod. Service: 80, 82.  
FM Facilities: WRKR (FM).  
Affiliated with American Entertainment Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 6/1/74—Rec'd 5/29/74.

AAA—Mon thru Fri 6-10 am & 3-5 pm.  
AA—Mon thru Fri 10 am-3 pm.  
B—All other times.  
6. SPOT ANNOUNCEMENTS  
CLASS AAA  
PER WK: 5 ti 10 ti 15 ti 20 ti 30 ti  
1 min..... 8.50 8.00 7.50 7.00 6.50  
30 sec..... 7.50 7.00 6.50 6.00 5.50  
CLASS AA  
1 min..... 7.00 6.50 6.00 5.50 4.50  
30 sec..... 6.50 6.00 5.50 5.00 4.00

WRJN  
1926

Media Code 4 251 7505 8.00  
Sentry Broadcasting Corp., Radio Park, 4201 Victory Ave., Racine, Wis. 53405. Phone 414-634-3311.

STATION'S PROGRAMMING DESCRIPTION  
WRJN: Programmed for general interest.  
MUSIC: MOR, top 40 & standards. AIR PERSONALITIES handle all segments. Women's phone talk show 9-10 am. NEWS: 5 min local at :55 & :25; network at :60; extended newscasts 6:30, 7:30 am, 12:15 & 10 pm. SPORTS: high school & college football & basketball, pro basketball, auto racing. Rec'd 1/29/74.

1. PERSONNEL  
President—Peter A. Barnard.  
Station Manager—W. P. Gumm, Jr.  
Program Director—James L. Sorensen.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. CST.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7b, 8.  
Rate Protection: 15b.  
Basic Rates: 20b, 24b, 25a, 26a, 29a.  
Contracts: 40a, 41, 45, 46, 47a.  
Comb., Cont. Discounts: 60b, 61a.  
Cancellation: 70a, 70c, 71a, 73a.  
Affiliated with American Information Network.  
Member: Wisconsin Network, Inc., Farm Directors Radio Network.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
No. 13 ET 11/70—Rec'd 9/10/70.

6. SPOT ANNOUNCEMENTS  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min..... 8.25 8.00 7.75 7.25 7.00  
30 sec..... 6.75 6.50 6.25 5.75 5.50  
8. PROGRAM TIME RATES  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
5 min..... 13 12 11 10 9  
1/2 hr..... 50 1/4 hr..... 25

WRKR (FM)  
1948  
RAB

Media Code 4 251 7550 2.00  
WRAC Broadcasting Co., Inc., 2200 N. Green Bay Rd., Racine, Wis. 53405. Phone 414-632-1627.  
See affiliated AM station for additional information.  
AM facilities: WRAC.

STATION'S PROGRAMMING DESCRIPTION  
WRKR (FM): Programmed for young adults.  
MUSIC: current hits, album selections & past hits. AIR PERSONALITIES handle all segments. NEWS: 3 man department, UPI, scheduled at :55. FEATURES: involving high school & college students, in addition to general community. Contact Representative for further details. Rec'd 4/1/74.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Kerby O'Connor.  
3. FACILITIES  
ERP 50,000 w.; 100.7 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 500 ft. above average terrain.  
(This listing continued on next page)

4. AGENCY COMMISSION  
15% time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WLYE (FM), Baraboo.  
Affiliated with MBS.  
Member: Wisconsin Network, Inc.  
TIME RATES  
ET 7/1/73—Rec'd 6/1/73.  
AA—Mon thru Sun 3-7 pm & noon-1 pm; Mon thru Sat 5:30-9 am.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
PER WK: 1 wk 13 wk 26 wk 52 wk 1 wk 13 wk 26 wk 52 wk  
6 ti 10.00 9.50 9.00 8.00 8.50 8.00 7.00 6.50  
12 ti 9.00 8.50 8.00 7.25 8.00 7.50 6.75 6.25  
24 ti 8.50 7.50 7.00 6.50 7.50 7.00 6.00 5.50  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

PRAIRIE DU CHIEN  
(1 AM; 1 FM)

Crawford County—Map Location D-8  
See SBDS consumer market map and data at beginning of the State.

WPRE  
1952  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 7220 2.00  
Prairie Broadcasting Co., Box 90, N. Villa Louis Rd., Prairie du Chien, Wis. 53821. Phone 608-326-2411.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Walter C. Schlaugat, Jr.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
3. FACILITIES  
1,000 w. days; 980 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast during AM operational hours. For non-simulcast facilities see WPRE-FM.  
4. AGENCY COMMISSION  
15% time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Member: Wisconsin Farm Broadcasting Network.  
TIME RATES  
ET 5/28/74.  
A—6-9 am & 11:59 am-1 pm.  
6. SPOT ANNOUNCEMENTS  
1 min..... 4.00 30 sec/less..... 3.60  
A: extra .25.

WPRE-FM  
1969  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 7221 0.00  
Prairie Broadcasting Co., Box 90, Prairie du Chien, Wis. 53821. Phone 608-326-2411.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w. (horiz.), 3,000 w. (vert.); 94.3 mc.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 46 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-11 pm. For simulcast facilities see WPRE.  
TIME RATES  
Rates are identical to WPRE. See that listing.

RACINE (2 AM; 2 FM)

Racine County—Map Location G-9  
See SBDS consumer market map and data at beginning of the State.

WFNY (FM)  
1962  
NAFMB

Media Code 4 251 7315 0.00  
Lakeshore Broadcasting Corp., Box 565, 5720 Taylor Ave., Racine, Wis. 53401. Phone 414-554-8628.  
STATION'S PROGRAMMING DESCRIPTION  
WFNY (FM): Programmed for adults.  
MUSIC: standards 6-9 am. 3 vocals per hour. 1 group vocal per hour. 9 am-6 pm. Instrumental music 6 pm-sign-off. NEWS: at :60 & :30 with time & temperature, also 5-min every 2 hrs after 9 am. 2 man staff. AP: 5-min capsule talk shows. Business news with inclusion of 1-min. local stock reports at :15. Rec'd 7/2/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Jerome P. Feeney.  
3. FACILITIES  
ERP 3,000 w.; 92.1 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 273 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0.  
5. GENERAL ADVERTISING See coded regulations  
General: 2a, 2b, 3a, 4a, 5, 6a.  
Rate Protection: 15b.  
Basic Rates: 20b, 21a, 23a, 24b.  
Contracts: 40a, 45.  
Comb., Cont. Discounts: 60d, 60e.  
Cancellation: 70c, 71a.

TIME RATES  
ET 9/1/74—Rec'd 8/30/74.

6. SPOT ANNOUNCEMENTS  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min..... 7.50 7.00 6.50 6.00 5.50  
30 sec..... 6.50 6.00 5.50 5.00 4.50  
8. PROGRAM TIME RATES  
PER WK: 1 ti 2 ti 3 ti 5 ti  
1 hr..... 48.00 44.00 42.00 39.00  
1/2 hr..... 33.00 30.00 28.00 25.00  
1/4 hr..... 18.00 17.00 16.00 14.00  
5 min..... 10.00 9.50 9.00 8.50

6. SPOT ANNOUNCEMENTS  
30 DAYS: 1 ti 25 ti 51 ti 135 ti  
1 min..... 6 5 4 3  
30 sec..... 5 4 3 2  
1 WK BLITZ: 15 ti 30 ti 65 ti  
1 min..... 5 4 3  
30 sec..... 4 3 2  
10 sec..... 3 2 2  
6-8 am & noon-1 pm. extra 1.00.  
10. SPECIAL FEATURES  
Newscast—extra 1.00.  
Radio exchange/Partyline—9-11 am. extra .50.

WPDR-FM  
1966  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 6936 4.00  
Kramer Broadcasting, Inc., Box 388, Portage, Wis. 53901. Phone 608-742-2350.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 100.1 mc.  
Operating schedule: 5:45 am-midnight. CST.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WPOR.  
TIME RATES  
Rates are identical to WPDR. See that listing.

PORT WASHINGTON  
(1 AM; 1 FM)

Ozaukee County—Map location G-8  
See SBDS consumer market map and data at beginning of the State.

WGLB  
1963

Media Code 4 251 7030 5.00  
WGLB Inc., Box 347, Port Washington, Wis. 53074.  
Phones 414-284-2668, 377-4400.  
STATION'S PROGRAMMING DESCRIPTION  
WGLB: Programmed for adults.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Daniel C. Palen.  
3. FACILITIES  
250 w. days; 1560 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 6 am-local sunset. For non-simulcast facilities see WGLB-FM.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 8/22/74.  
6. SPOT ANNOUNCEMENTS  
PER WK: 5 ti 10 ti 15 ti 20 ti 25 ti  
1 min..... 4.75 4.50 4.25 4.00 3.50  
30 sec..... 3.50 3.25 3.00 2.75 2.25  
15 sec: Flat 2.50.  
6-9 am & 3-6 pm. per spot extra 1.00.  
10. SPECIAL FEATURES  
5-min newscasts—1-min rate plus 2.50.

WGLB-FM  
1969

Media Code 4 251 7031 0.00  
WGLB Inc., Box 347, Port Washington, Wis. 53074.  
Phones 414-284-2668, 377-4400.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 100.1 mc.  
Operating schedule: 6 am-midnight.  
Antenna ht.: 196 ft. above average terrain.  
Partial simulcast operation. Operated separately local sunset-midnight. For simulcast facilities see WGLB.  
4. AGENCY COMMISSION  
None; all rates net to station.

TIME RATES  
ET 11/6/69—Rec'd 11/10/69.  
6. SPOT ANNOUNCEMENTS  
1 min..... 4 30 sec..... 8

POYNETTE

Columbia County—Map Location F-9  
See SBDS consumer market map and data at beginning of the State.

WIBU  
1925  
RAB

Media Code 4 251 7125 3.00  
Community Service Radio, Inc., Poyntette, Wis. 53955.

STATION'S PROGRAMMING DESCRIPTION  
WIBU: Farm markets & reports—5:30-7 am; 12-1 pm; 4-7 pm. SPORTS: local, pro & college. News & weather. MUSIC: general popular. Contact Representative for further details. Rec'd 6/18/73.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Thomas R. Holter.  
Farm Director—Dean Sherwood.  
General Sales Manager—Victor M. Aime.  
2. REPRESENTATIVES  
Gene Bolles Company.  
3. FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 5:30 am-10:30 pm. CST.

Platteville—W S W W—Continued

7. PACKAGE PLANS  
SATURATION PLANS  
PER WK, EA: 6 ti 12 ti 25 ti 40 ti 60 ti  
30 sec..... 3.00 2.75 2.50 2.25 2.00  
15 sec..... 2.50 2.25 2.00 1.75 1.50  
To be used within 10-day period.  
10. SPECIAL FEATURES  
SUNDAY ONLY SPECIAL: 6 ti 12 ti  
100 wds..... 2.00 1.50  
TIME SIGNALS  
Minimum 150, ea..... 1.75 Minimum 300, ea..... 1.50

W S W W-FM  
1966

RAB NAFMB

Subscriber to the NAB Radio Code  
Media Code 4 251 6746 7.00  
The Southwest Wisconsin Co., Inc., Box 1, Platteville, Wis. 53818.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 3,000 w.; 107.1 mc. Stereo.  
Operating schedule: 6 am-11 pm. CST.  
Antenna ht.: 1,228 ft. above average terrain.  
4. AGENCY COMMISSION  
15/0 time only. Billed 1st of month, payable 10th.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with MBS.

TIME RATES  
ET 12/6—Rec'd 11/21/66.  
6. SPOT ANNOUNCEMENTS  
52x 156x 260x 385x  
1 min..... 2.50 2.35 2.20 2.00  
30 sec..... 2.00 1.85 1.70 1.50  
All spots on rotating basis.

PLYMOUTH

Shebogan County—Map Location G-8  
See SBDS consumer market map and data at beginning of the State.

WPLY  
1954

Media Code 4 251 6840 6.00  
WPLY Inc., Box 420, Plymouth, Wis. 53073. Phone 414-893-2661.  
Other Office: 1922 N. 4th St., Shebogan, Wis. Phone 414-467-4891.

1. PERSONNEL  
General Manager—Dalton C. Hille.  
2. REPRESENTATIVES  
PRO Time Sales, Inc.  
3. FACILITIES  
500 w. days; 1420 kc. Non-directional.  
Operating schedule: 5 am-local sunset. CST.  
4. AGENCY COMMISSION  
None; all rates net to station.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

TIME RATES  
No. 5 ET 4/15/74—Rec'd 4/19/74.  
AA—Mon thru Sat 6-9 am & 3-6 pm.  
A—Mon thru Sat 9 am-3 pm.  
B—All other times.

6. SPOT ANNOUNCEMENTS  
CLASS AA  
1 min..... 6.50 6.00 5.50 4.00 3.25  
30 sec..... 4.50 4.25 4.00 3.25 2.75  
15 sec..... 3.50 3.00 2.60 2.30 2.15  
CLASS A  
1 min..... 5.75 5.25 4.75 3.25 2.75  
30 sec..... 4.00 3.75 3.50 3.00 2.25  
15 sec..... 2.50 2.25 2.00 1.75 1.60

7. PACKAGE PLANS  
PER WK, ROS, BTA: 1 min 30 sec 15 sec  
1 ti..... 4.00 3.25 2.30  
30 +..... 3.25 2.75 2.10

ANNUAL PACK, 600+ TI:  
A..... 4.00 2.75 2.10  
B..... 3.00 2.60 2.00  
C..... 2.50 2.00 1.45  
10. SPECIAL FEATURES  
20/20 NEWS/SPORTS  
3-5 min news/sports, 30-sec spot minimum, extra .50. (CR)

PORTAGE (1 AM; 1 FM)

Columbia County—Map Location F-9  
See SBDS consumer market map and data at beginning of the State.

WPDR  
1952  
NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 6935 6.00  
Kramer Broadcasting, Inc., Box 388, Portage, Wis. 53901. Phone 608-742-2350.

STATION'S PROGRAMMING DESCRIPTION  
WPDR: Popular music, local news, farm, sports.  
1. PERSONNEL  
Pres. & Gen'l Mgr.—Ed Kramer.  
3. FACILITIES  
ERP 3,000 w.; 1350 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
Partial simulcast operation. Simulcast 3:45 am-local sunset. For non-simulcast facilities see WPDR-FM.

4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
TIME RATES  
NATIONAL AND LOCAL RATES SAME  
ET 7/1/74—Rec'd 7/30/74.

# WISCONSIN

## Rocine—WRKR (FM)—Continued

5. GENERAL ADVERTISING See coded regulations affiliated with American Contemporary Network.

### TIME RATES

ET 6/1/74—Rec'd 5/25/74.

AAA—Mon thru Fri 3 pm-midnight; Sat & Sun noon-midnight.  
AA—All other times.

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	5 ti	10 ti	15 ti	20 ti	30 ti	40 ti
1 min.	9.50	7.50	7.00	6.75	6.25	5.50
30 sec.	7.25	6.75	6.00	5.75	5.25	5.00
CLASS AA						
1 min.	7.25	6.75	6.25	5.75	5.50	5.00
30 sec.	6.50	6.00	5.75	5.00	4.50	4.00

## REEDSBURG (1 AM; 1 FM)

Sauk County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

### WRDB

1954



Media Code 4 251 7600 5.00  
Sauk Broadcasting Corp., Box 309, Reedsburg, Wis. 53959. Phone 608-524-2321.

- PERSONNEL  
General Manager—Charles N. Gill.
- FACILITIES  
1,000 w. days, 250 w. nights; 1400 kc. Non-directional.  
Operating schedule: 5:30 am-midnight, CST.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract.
- GENERAL ADVERTISING See coded regulations Affiliated with American Information Network. Member: Wisconsin Network, Inc.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

No. 1 ET 1/1/71—Rec'd 4/7/71.

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1x	50x	100x	150x	250x	500x
1 min.	4.50	4.25	3.75	3.50	3.25	3.00
30 sec.	3.50	3.25	2.75	2.50	2.25	2.00

### WRDB-FM

1967



Media Code 4 251 7601 3.00  
Sauk Broadcasting Corp., Box 309, Reedsburg, Wis. 53959. Phone 608-524-2321.

- FACILITIES  
See affiliated AM station for further information.
- ERP 3,000 w.; 104.9 mc.  
Operating schedule: 8 am-midnight, CST.  
Antenna ht.: 227 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

No. 1 ET 1/1/71—Rec'd 2/9/72.

SPOT ANNOUNCEMENTS		CLASS AAA		
PER WK:	Flat	10 ti	25 ti	
1 min.	2.50	2.25	2.00	
30 sec.	1.50	1.25	1.00	

## RHINELANDER (1 AM; 1 FM)

Oneida County—Map Location E-4  
See SRDS consumer market map and data at beginning of the State.

### WOBT

1947



### WOBT-FM

1947



Subscriber to the NAB Radio Code  
Media Code 4 251 7695 5.00  
Oneida Broadcasting Co., Box 738, Rhinelander, Wis. 54501. Phone 715-362-6140.

STATION'S PROGRAMMING DESCRIPTION  
WOBT: Programmed for general interest.

- PERSONNEL  
General Manager—Roger L. Sweet.
- REPRESENTATIVES  
PRO Time Sales, Inc.
- FACILITIES  
1,000 w.; 1240 kc. Non-directional.  
Operating schedule: 6 am-11 pm, CST.  
FM-ERP 25,000 w.; 107.9 mc. Stereo.  
Operating schedule: Same as AM.  
Antenna ht.: 385 ft. above average terrain.
- AGENCY COMMISSION  
15/10 net charges for time; net 10 days.
- GENERAL ADVERTISING See coded regulations Does not accept AAAA copyrighted contract. Affiliated with NBC.

### TIME RATES

ET 5/1/70—Rec'd 4/6/70.

SPOT ANNOUNCEMENTS		1 MINUTE				
PER WK. FIXED:	1-6 ti	12 ti	18 ti	24 ti	30 ti	
1 wk.	5.25	5.00	4.75	4.50	4.25	
13 wk.	5.00	4.75	4.50	4.25	4.00	
26 wk.	4.75	4.50	4.25	4.00	3.75	
52 wk.	4.50	4.25	4.00	3.75	3.50	
30 SECONDS						
1 wk.	4.00	3.75	3.50	3.25	3.00	
13 wk.	3.75	3.50	3.25	3.00	2.75	
26 wk.	3.50	3.25	3.00	2.75	2.50	
52 wk.	3.25	3.00	2.75	2.50	2.25	

ROS: 10% discount.

# RICE LAKE

Barron County—Map Location C-5  
See SRDS consumer market map and data at beginning of the State.

### WJMC

1939



Media Code 4 251 7790 4.00  
WJMC, Inc., Box 352, Rice Lake, Wis. 54868. Phone 715-234-2131.

- PERSONNEL  
Station Manager—Carl Klaus.
- REPRESENTATIVES  
PRO Time Sales, Inc.  
Western States—Bill Dahlsten & Associates.  
Minneapolis—William L. Hurley.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc. Non-directional.  
Operating schedule: 6:00 am-11:00 pm weekdays; 8:00 am-11:00 pm Sun. CST.
- AGENCY COMMISSION  
15/10 net time and talent.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract. Affiliated with MBS.  
Member: Wisconsin Network, Inc. National AirRadio Group, Inc. Farm Directors Radio Network.

### TIME RATES

ET 12/1/63—Rec'd 11/6/63

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1x	25x	52x	65x	103x	
1 min.	8.60	8.20	7.90	7.70	7.40	
30 sec.	7.10	6.70	6.50	6.30	5.90	

30 sec: 70% of 1-min. 10 sec: 40% of 1-min.

## RICHLAND CENTER

(1 AM; 1 FM)

Richland County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WRCO

1949

### WRCO-FM

1965

Media Code 4 251 7885 2.00  
Richland Broadcasting Corp., Box 529, 2111 Bohman Dr., Richland Center, Wis. 53581. Phone 608-641-2111

- PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Peter Athanas.
- FACILITIES  
1,000 w. days, 250 w. nights; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-11:00 pm, CST.  
FM FACILITIES  
ERP 3,000 w.; 100.9 mc.  
Antenna ht.: 241 ft. above average terrain.
- AGENCY COMMISSION  
None; all rates net to station.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract. Affiliated with American Entertainment Network. Member: Farm Directors Radio Network.

### TIME RATES

ET 5/1/74—Rec'd 3/21/74

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1x	13x	26x	52x	156x	260x
1 min	5.80	5.65	5.30	5.10	4.80	4.55
30 sec	4.35	4.25	4.10	3.95	3.75	3.55
CLASS A						
1 min	4.90	4.75	4.40	4.20	3.90	3.65
30 sec	4.00	3.90	3.75	3.60	3.40	3.20

7. PACKAGE PLANS  
30 ti (1 wk)..... 2.75 3.25  
60 ti (2 wks)..... 2.55 3.05  
90 ti (3 wks)..... 2.35 2.85  
120 ti (4 wks)..... 2.25 2.75

## RIPON (1 AM; 1 FM)

Fond du Lac County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

### WCWC

1957



### WCWC-FM

1964



Subscriber to the NAB Radio Code  
Media Code 4 251 7980 1.00  
Greycote, Inc., Box 156, Radio Road, Ripon, Wis. 54971. Phone 414-748-5111.

- PERSONNEL  
Operations Manager—Paul E. Veleke.
- REPRESENTATIVES  
Hal Walton Co.
- FACILITIES  
5,000 w.; 1600 kc. Directional.  
Operating schedule: 5 am-midnight, CST.  
FM-ERP 3,000 w.; 95.9 mc.  
Operating schedule: Same as AM.  
Antenna ht.: 300 ft. above average terrain.
- AGENCY COMMISSION  
15/10 net time and talent; 10 days.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract. Member: Wisconsin Farm Broadcasting Network.

### TIME RATES

ET 4/1/74—Rec'd 3/18/74.

SPOT ANNOUNCEMENTS		CLASS A				
PER WK. FIXED:	1x	25x	50x	100x	250x	500x
1 min	9.12	8.29	7.71	7.12	6.41	5.29
30 sec	5.88	5.41	4.94	4.59	4.12	3.41

15 sec: 50% of 1-min.

# RIVER FALLS (1 AM; 1 FM)

Pierce County—Map Location B-6  
See SRDS consumer market map and data at beginning of the State.

### WEVR

1969



### WEVR-FM

1970

Subscriber to the NAB Radio Code  
Media Code 4 251 8000 7.00  
Hanten Broadcasting Co., Inc., Radio Bld., Hillside Falls, Wis. 54022. Phone 715-425-5317 or 612-436-8634.

- PERSONNEL  
Pres. & Dir. of Ops.—Jack Hanten.
- FACILITIES  
1,000 w.; 1550 kc. Non-directional.  
Operating schedule: 6 am-local sunset, CST.  
FM-ERP 3,000 w. (horiz.), 3,000 w. (vert.); 106.3 mc. Stereo.  
Operating schedule: 6 am-midnight, CST.  
Antenna ht.: 305 ft. above average terrain.  
Broadcast 6 am-local sunset.
- AGENCY COMMISSION  
None; all rates net to station.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/2/74—Rec'd 6/7/74.

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1x	20 ti	30 ti	40 ti	50 ti	100 ti
1 min.	5.30	4.90	4.50	4.40	4.00	3.90
30 sec.	4.20	3.90	3.30	3.45	3.45	2.85
10/15 sec:	80% of 30-sec.					

7. PACKAGE PLANS  
BTA PACKAGES—1/3AAA, 1/3AA, 1/3A

PER WK:	1x	20 ti	30 ti	40 ti	50 ti	100 ti
1 min.	42	82	120	156	190	350
30 sec.	25	48	68	90	124	280

10/15 sec: 80% of 30-sec.

## SAUK CITY

Sauk County—Map Location E-8  
See SRDS consumer market map and data at beginning of the State.

### WVLR (FM)

1964

Media Code 4 251 8025 4.00  
Sauk-Prairie Radio, Inc., 907 John Adams St., Sauk City, Wis. 53583. Phone 608-643-3375.

- PERSONNEL  
Operations Manager—Richard Dassenbrock.
- FACILITIES  
ERP 3,000 w.; 96.7 mc. Stereo.  
Operating schedule: 6 am-10 pm, CST.  
Antenna ht.: 227 ft. above average terrain.
- AGENCY COMMISSION  
None; agencies add commission to rates shown.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract.

### TIME RATES

NATIONAL AND LOCAL RATES SAME

ET 5/1/70—Rec'd 6/8/70.

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK:	1x	13x	26x	52x	156x	260x
1 min	3.50	2.80	3.12	2.10	1.70	
26 x	3.25	2.60	500 x	1.80	1.50	
52 x	3.00	2.40	1000 x	1.50	1.20	
104 x	2.75	2.20	1500 x	1.40	1.10	
156 x	2.50	2.00	2000 x	1.25	1.00	

7. PACKAGE PLANS  
5 ti 10 ti 20 ti 30 ti 50 ti 100 ti

DAYS:	2	2	4	5	7	14
1 min.	17.50	30.00	50.00	67.50	100.00	150.00

## SHAWANO (1 AM; 1 FM)

Shawano County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WTCH

1948

Media Code 4 251 8075 9.00  
Shawano Co., Leader Publishing Co., Box 489, 107 E. Green Bay St., Shawano, Wis. 54166. Phone 715-528-2121.

- PERSONNEL  
General Manager—J. P. Donald.
- REPRESENTATIVES  
George T. Hopwell, Inc.
- FACILITIES  
1,000 w.; 960 kc. Directional—nighttime only.  
Operating schedule: 5 am-10 pm, CST.
- AGENCY COMMISSION  
15/10 time only; 15 days.
- GENERAL ADVERTISING See coded regulations Accepts AAAA copyrighted contract. Affiliated with KBS.

### TIME RATES

ET 10/2/73.

SPOT ANNOUNCEMENTS		CLASS A				
PER WK. FIXED:	1x	13x	26x	52x	104x	
1 min.	7.25	6.50	6.00	5.25	4.50	
30 sec.	5.50	5.00	4.50	4.00	3.50	
CLASS B						
1 min.	6.25	6.00	5.25	4.50	4.00	
30 sec.	4.75	4.25	3.75	3.25	2.75	

# WTCH-FM

1968

Media Code 4 251 8076 7.00  
Shawano Co., Leader Publishing Co., Box 489, 107 E. Green Bay St., Shawano, Wis. 54166. Phone 715-528-2121.

See affiliated AM station for additional information.

1. FACILITIES  
ERP 3,000 w.; 100.1 mc.  
Antenna ht.: 210 ft. above average terrain.

### TIME RATES

No. 1 ET 12/1/66—Rec'd 11/16/66.

SPOT ANNOUNCEMENTS		CLASS AAA				
PER WK. FIXED:	1x	13x	26x	52x	104x	208x
1 min.	5.00	4.75	4.50	4.25	4.00	3.75
30 sec.	3.50	3.25	3.00	2.75	2.50	2.25

## SHEBOYGAN (2 AM; 1 FM)

Plus 1 paid cross reference.  
Sheboygan County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

### WHBL

1926



## WKTS

1958

Media Code 4 251 8265 6.00  
First Sheboygan Corp., 814 N. 8th St., Sheboygan,  
Wis. 53081. Phone 414-457-5581.

## STATION'S PROGRAMMING DESCRIPTION

WKTS: Adult contemporary programming.  
MUSIC: popular songs and past hits, NEWS: net-  
work & local. Headlines at :30, 5 min reports at  
:15. Expanded newscasts at 7:15, 8:15 am & 12:15  
pm. Coverage of seasonal sporting & recreational  
activities. Emphasis on air personalities, local news  
& public affairs. Contact Representative for further  
details. Rec'd 7/1/74.

- PERSONNEL**  
President—Steven T. Moravec.  
Vice-Pres. & Gen'l Mgr.—Michael C. Steele.  
Operations Director—John Harlow.
- REPRESENTATIVES**  
Mackey Radio, Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
500 w. days; 950 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3d, 4a, 4d, 5, 6a, 7a, 8.  
Rate Protection: 10d, 11d, 12d, 13d, 14d, 15b.  
Basic Rates: 20b, 21a, 21c, 21d, 22a, 22b, 23a, 24a,  
24c, 25a, 26, 27, 28c, 29a.  
Contracts: 40a, 41, 44a, 46, 47a, 51a, 51b.  
Comb.: Cont. Discounts: 60b, 60c, 61a.  
Cancellation: 70b, 70d, 71a, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with MBS.

## TIME RATES

No. 8 Eff 1/74—Rec'd 2/12/74.

6. SPOT ANNOUNCEMENTS						
1 MINUTE						
	11 ti	6 ti	12 ti	18 ti	24 ti	30 ti
1 wk.....	8.00	7.50	7.00	6.50	6.00	5.50
13 wk.....	7.50	7.00	6.50	6.00	5.50	5.00
26 wk.....	7.00	6.50	6.00	5.50	5.00	4.50
52 wk.....	6.50	6.00	5.50	5.00	4.50	4.00
30 SECONDS						
1 wk.....	6.40	6.00	5.60	5.20	4.80	4.40
13 wk.....	6.00	5.60	5.20	4.80	4.40	4.00
26 wk.....	5.60	5.20	4.80	4.40	4.00	3.60
52 wk.....	5.20	4.80	4.40	4.00	3.60	3.20

Fixed position, extra 10%.

## WPLY

PLYMOUTH

City of license, Plymouth, Wis.  
Sheboygan—1925 N. 4th St., Sheboygan, Wis.  
Phone 414-467-4891.  
See listing under Plymouth, Wis.

## SHELL LAKE

Washburn County—Map Location C-4  
See SRDS consumer market map and data at beginning  
of the State.

## WCSW

1967

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8312 6.00  
Charles R. Lutz, 108 6th Ave., W., Shell Lake,  
Wis. 54871. Phone 715-468-2123.

- PERSONNEL**  
Owner—Charles R. Lutz.
- FACILITIES**  
1,000 w. days; 1240 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
None; agencies add commission to rates shown.

## TIME RATES

Eff 9/1/72—Rec'd 9/1/72.

6. SPOT ANNOUNCEMENTS							
1 MINUTE							
	1x	52x	100x	300x	600x	900x	1200x
1 min.....	4.50	4.45	4.30	4.00	3.75	2.75	2.50
30 sec.....	2.60	2.40	2.20	2.10	2.00	1.75	
7. PACKAGE PLANS							
(To be used within 10 days)							
	10 ti	20 ti	30 ti	50 ti	70 ti	110 ti	
1 min.....	35	60	80	110	140	170	
30 sec.....	7 ti	12 ti	25 ti	50 ti	70 ti	110 ti	
(*) 17.50.							
10 sec.....	30	57 ti	40 ti	72			

## SPARTA (1 AM; 1 FM)

Monroe County—Map Location D-7  
See SRDS consumer market map and data at beginning  
of the State.

## WCOW

## WCOW-FM

1951

1960

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8360 5.00  
Sparta-Tomah Broadcasting Co., Inc., 209 E. Main  
St., Sparta, Wis. 54856. Phone 608-269-3307.  
Other Studio—1010-1/2 Superior Ave., Tomah, Wis.  
Phone 372-6555.

## STATION'S PROGRAMMING DESCRIPTION

- PERSONNEL**  
Pres. & Gen'l Mgr.—John D. Rice.
- REPRESENTATIVES**  
New York—Hal Walton Co.

## 3. FACILITIES

5,000 w. days; 1290 kc. Non-directional.  
Operating schedule: 5:30 am-local sunset. CST.  
FM-ERP 50,000 w. (horiz.); 25,000 w. (vert.);  
97.1 mc. Stereo.

Operating schedule: 5:30 am-midnight.

Antenna ht.: 388 ft. above average terrain.

- AGENCY COMMISSION**  
15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS and KBS.  
Member: Wisconsin Farm Broadcasting Network.

## TIME RATES

No. 4 Eff 1/1/67—Rec'd 1/9/67.

6. SPOT ANNOUNCEMENTS							
1 MINUTE							
	1x	26x	52x	156x	250x	520x	1000x
Fixed 6.00	4.90	4.60	4.30	4.05	3.75	3.30	
ROS 5.00	4.25	4.05	3.85	3.65	3.40	3.05	
30 SEC:							
Fixed 5.00	4.25	4.05	3.85	3.65	3.40	3.05	
ROS 4.25	4.05	3.85	3.70	3.50	3.25	2.75	
10 SEC:							
Specify 4.25	4.05	3.85	3.70	3.50	3.25	2.75	
ROS 3.75	3.55	3.35	3.25	3.05	2.80	2.30	
7. PACKAGE PLANS							
PER WK, ROS:							
	1 min	5 ti	10 ti	20 ti	30 ti	50 ti	
1 min.....	5.00	4.75	4.50	4.00	3.75		
10 sec.....	3.60	3.40	3.25	3.10	2.95		
10 sec.....	2.65	2.60	2.50	2.40	2.30		
ONE-DAY SATURATION							
	1 min	50 sec	10 sec	50 sec	10 sec	50 sec	
20 ti.....	70	38	55	30	55	30	

(CR)

## STEVENS POINT (1 AM; 1 FM)

Plus 1 paid cross reference.  
Portage County—Map Location E-6  
See SRDS consumer market map and data at beginning  
of the State.

## WFHR

WISCONSIN RAPIDS

City of license—Wisconsin Rapids, Wis.  
Stevens Point office: Box 303, 1015-A Main St.,  
Stevens Point, Wis. 54881. Phone 715-344-3181.  
See listing under Wisconsin Rapids, Wis.

## WSPT

## WSPT-FM

1948

1961

Media Code 4 251 8455 3.00  
Stevens Point Broadcasting Co., Box 247, 500 Divi-  
sion St., Stevens Point, Wis. 54481. Phone 715-  
341-1300.

- PERSONNEL**  
General Manager—James P. Schuh.
- FACILITIES**  
1,000 w. days; 1010 kc. Non-directional.  
Operating schedule: 5:30 am-midnight. CST.  
FM-ERP 50,000 w.; 97.9 mc.  
Operating schedule: Same as AM.
- AGENCY COMMISSION**  
15/0 time.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

Eff 6/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS					
PER WK:					
	5 ti	10 ti	15 ti	20 ti	25 ti
1 min.....	11.00	10.00	9.00	8.00	7.00
30 sec.....	8.80	8.00	7.20	6.40	5.60

## STURGEON BAY

Door County—Map Location H-6  
See SRDS consumer market map and data at beginning  
of the State.

## WDR

1947

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8550 1.00  
Door County Broadcasting Co., Inc., 800 S. 18th  
Ave., Sturgeon Bay, Wis. 54235. Phone 414-743-  
4411.

- PERSONNEL**  
Pres. & Sales Mgr.—Edward D. Allen, Jr.
- FACILITIES**  
1,000 w. days; 910 kc. Non-directional.  
Operating schedule: 5:45 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.

## TIME RATES

Eff 8/1/74—Rec'd 9/3/74.

6. SPOT ANNOUNCEMENTS					
PRIME TIME—7-8 am, 11 am-1 pm:					
PER WK, EA:	1 ti	2 ti	3 ti	4 ti	5 ti
1 min.....	7.25	6.30	5.70	5.35	5.00
EA:	2x	15x	30x	60x	120+
1 min.....	6.30	5.00	4.75	4.40	3.80
30 sec.....	4.40	4.15	3.50	3.25	3.00
ROS, EA:	1 ti	30+			
15 sec.....			3.00	2.50	

## 10. SPECIAL FEATURES

Time signals—At :60 or :30, 3 per day, per mo 110.00.

## SUN PRAIRIE

Dane County—Map Location E-9  
See SRDS consumer market map and data at beginning  
of the State.

## WYXE (FM)

1972

RAB

Media Code 4 251 8597 2.00  
Sun Broadcasting, Inc., Box 3470, Madison, Wis.  
53704. Phone 608-256-0092.

## STATION'S PROGRAMMING DESCRIPTION

WYXE (FM): Programmed for teens, young adults  
and young marrieds with age group 18-40 in mind.  
Several promotions on air consecutively with games,  
contests and giveaways aimed at all age groups.  
NEWS: Emphasis also given to University student  
news and special events. Two-man morning show  
features interviews live with local, state and national  
personalities. Remote facilities in stereo FM. Million  
seller, contemporary programming featured weekends.  
Contemporary music playlist during regular program-  
ming, mixed with solid gold. Contact Representative  
for further details. Rec'd 1/5/73.

- PERSONNEL**  
General Manager—Don Timmerman.  
Program Director—Jonathan Pickett.
- REPRESENTATIVES**  
PRO Time Sales, Inc.
- FACILITIES**  
ERP 3,000 w. (vert.), 3,000 w. (horiz.); 92.1 mc.  
Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: — ft. above average terrain.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 3a, 4a, 6b, 7b.  
Rate Protection: 10c, 11c, 12c, 13c, 14c.  
Basic Rates: 20b, 21d, 23a.  
Contracts: 41, 42a, 42d, 44a, 46, 49, 51a.  
Comb.: Cont. Discounts: 60c, 60e, 62d.  
Cancellation: 70c, 72, 73a.  
Prod. Services: 80, 82.  
Affiliated with American Contemporary Network.

## TIME RATES

No. 4 Eff 2/1/74—Rec'd 2/26/74.  
AAAA—Mon thru Fri 5:30-10 am & 3-7 pm.  
AAA—Mon thru Sun 7 pm-midnight; Sat 6 am-7  
pm.  
AA—Mon thru Fri 10 am-3 pm; Sun 6 am-7 pm.  
6. SPOT ANNOUNCEMENTS

PER WK:	1 min	30 sec	1 min	30 sec	1 min	30 sec
6 ti.....	15	12	13	11	11	10
12 ti.....	13	10	11	9	9	8
18 ti.....	11	9	9	7	7	6
24 ti.....	9	7	7	5	5	4
PER YR, BTA:				500x	1000x	
1 min.....				7	5	
30 sec.....				5	4	
Entertainment rate				1 min	30 sec	
10 sec: 4.00; 30+ per wk, BTA, 3.00.				4	3	

(D)

## SUPERIOR

Douglas County—Map Location C-8  
See SRDS consumer market map and data at beginning  
of the State.

## See Duluth (Minn.)-Superior (Wis.)

## TOMAH (1 AM; 1 FM)

Plus 1 paid cross reference.  
Monroe County—Map Location D-7  
See SRDS consumer market map and data at beginning  
of the State.

## WCOW

## WCOW-FM

SPARTA

City of license—Sparta, Wisconsin.  
Tomah Office—1010-1/2 Superior Ave., Tomah, Wis.  
Phone 372-6555.  
See listing under Sparta, Wis.

## WTMB

1959

Subscriber to the NAB Radio Code

Media Code 4 251 8645 9.00  
Box 588, 1016-1/2 Superior Ave., Tomah, Wis. 54660.  
Phone 608-372-2180.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Hugh W. Dickie.
- FACILITIES**  
1,000 w. days; 1460 kc. Non-directional.  
Operating schedule: 5:30 am-punct. CST.  
Simultaneous during AM operational hours. For non-  
simultaneous facilities see WTMB-FM listing.
- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Member: National AgRadio Groups, Inc.

## TIME RATES

NATIONAL AND LOCAL RATES SAME  
Eff 7/1/72—Rec'd 7/21/72.

6. SPOT ANNOUNCEMENTS					
PER WK, FIXED:					
	1 min	30 sec	20 sec	10 sec	10 sec
1-9 ti.....	6	5	4	3	
7. PACKAGE PLANS					
SATURATION—ROS					
PER WK:	10 ti	15 ti	20 ti	25 ti	
10 sec.....	2.20	2.05	1.95	1.80	
20 sec.....	3.25	3.10	2.95	2.70	
30 sec.....	4.35	4.10	3.85	3.60	
1 min.....	5.40	5.10	4.80	4.50	

100 spots in 2 wks..... 1 min 30 sec 4.40 3.50  
201-500 spots in 4 wks..... 4.00 3.10

## WTMB-FM

1965

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8646 7.00  
Tomah Mauston Broadcasting Co., Inc., Box 588,  
1016-1/2 Superior Ave., Tomah, Wis. 54660. Phone  
372-2180. TWX 312.  
See affiliated AM station for additional information.

## WISCONSIN

- FACILITIES**  
ERP 100,000 w. (horiz); 100,000 w. (vert.); 88.9  
mc. Stereo.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 460 ft. above average terrain.  
Partial simulcast operation with WTMB-AM. For  
simulcast rates, see WTMB.
- AGENCY COMMISSION**  
None; all rates net to station.

## TIME RATES

Rates are identical to WTMB. See that listing.

## TOMAHAWK

Lincoln County—Map Location E-5  
See SRDS consumer market map and data at beginning  
of the State.

## WYYS

1968

Media Code 4 251 8691 3.00  
Tomahawk Broadcasting Co., Box 81, Eighty-One  
East Mohawk Dr., Tomahawk, Wis. 54487. Phone  
715-453-4481.

## STATION'S PROGRAMMING DESCRIPTION

- PERSONNEL**  
Vice-Pres. & Gen'l Mgr.—Robert P. Hansen.
- FACILITIES**  
1,000 w.; 810 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.
- AGENCY COMMISSION**  
15/0 time.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

## TIME RATES

No. 1 Eff 4/1/73—Rec'd 11/7/73.  
AAA—Mon thru Fri 6-10 am & 3-7 pm.  
AA—Mon thru Fri 10 am-3 pm; Sat 6 am-7 pm.  
A—Mon thru Sat 7 pm-sign off; Sun 6 am-sign off.

6. SPOT ANNOUNCEMENTS					
AAA					
	6x	12x	18x	24x	30x
30 sec.....	7	6	5	4	3
1 min.....	8	7	6	5	4
AA					
30 sec.....	5	4			

# WISCONSIN

## VIROQUA (1 AM; 1 FM)

Vernon County—Map Location D-8  
See SRDS consumer market map and data at beginning of the State.

### WGBM (FM)

1967

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8760 6.00  
Robinson Corp., Rt. 4, Viroqua, Wis. 54665. Phone 637-7200.

See affiliated AM station for additional information.  
AM facilities: WISV.  
3. FACILITIES  
ERP 3,000 w. (horiz), 3,000 w. (vert.); 102.3 mc. Stereo.  
Operating schedule: 6am-midnight. CST.  
Antenna ht.: 300 ft. above average terrain.

#### TIME RATES

Rates are identical to WISV. See that listing.

### WISV

1958

NAB

Subscriber to the NAB Radio Code  
Media Code 4 251 8835 6.00  
Robinson Corp., 1 mile south of Viroqua on Hwy. 14, Viroqua, Wis. 54665. Phone 608-637-7200, 7288.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Parks Robinson.  
2. REPRESENTATIVES  
Walton Broadcasting Sales Corporation.  
3. FACILITIES  
1,000 w. days; 1360 kc. Non-directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15/0 time only  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
FM facilities: WGBM (FM).  
Member: Farm Directors Radio Network.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
AA—Mon thru Sat 6-8:30 am & 11:30 am-1 pm.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
CLASS AA  
PER WK, EA: 1 ti 6 ti 12 ti 18 ti 24 ti  
1 min. 7.00 6.75 6.50 6.25 6.00  
CLASS A  
1 min. 6.00 5.75 5.50 5.25 5.00  
30 sec: 80% of 1-min. ID's: 50% of 1-min.

## WATERTOWN (1 AM; 1 FM)

Jefferson County—Map Location F-9  
See SRDS consumer market map and data at beginning of the State.

### WTTN

1950

RAB

Media Code 4 251 8930 5.00  
Watertown Radio, Inc., 104 W. Main St., Watertown, Wis. 53094. Phone 414-261-1580.

STATION'S PROGRAMMING DESCRIPTION  
WTTN: Programmed for city and rural audience.

1. PERSONNEL  
Pres. & Gen'l Mgr.—Carl V. Kolata.  
2. REPRESENTATIVES  
George T. Hopewell, Inc.  
3. FACILITIES  
1,000 w. days; 1580 kc. Non-directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sunrise-local sunset. For non-simulcast facilities see WTTN-FM.  
4. AGENCY COMMISSION  
15/0 time only.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: National AgRadio Groups, Inc., Farm Directors Radio Network, Wisconsin Farm Broadcasting Network.

#### TIME RATES

ET 11/15/70—Rec'd 12/21/70  
6. SPOT ANNOUNCEMENTS  
1x 15x 30x 50x 75x 100x 200x 275x  
30 sec 6.50 6.00 5.50 5.00 4.50 4.00 3.50 3.25  
325x 400x 600x 800x 1000x 1500x 2000+  
30 sec 3.00 2.75 2.50 2.25 2.00 1.75 1.50  
1 min. per spot extra 1.50.

### WTTN-FM

1960

RAB

NAFMB

Media Code 4 251 8931 3.00  
Watertown Radio, Inc. Box 10, 104 W. Main St., Watertown, Wis. 53094. Phone 414-261-1580.  
See affiliated AM station for additional information.

3. FACILITIES  
ERP 20,000 w.; 94.1 mc.  
Operating schedule: 5 am-10 pm. CST.  
Antenna ht.: 300 ft. above average terrain.  
Partial simulcast operation. Operated separately 6-9:15 pm. For simulcast facilities see WTTN.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with KBS.

#### TIME RATES

ET 1/1/68—Rec'd 1/15/68.

6. SPOT ANNOUNCEMENTS  
PER DAY: 1 ti 2 ti 3 ti  
1 min, 5 days per wk 15.00 20.00 22.50  
CONTRACT DISCOUNTS  
6 mo-10% 12 mo-15%  
10. SPECIAL FEATURES  
NEWS REPORTS SERVICE CHARGES  
1/4 hr 2.50 5 min. 1.50  
Participating 1.00

## WAUKESHA (1 AM; 1 FM)

Waukesha County—Map Location G-9  
See SRDS consumer market map and data at beginning of the State.

### WAUK

1947

Media Code 4 251 9025 3.00  
Zondervan Broadcasting Corp., 1400 Whitehall St., Waukesha, Wis. 53186. Phone 414-542-6636.

STATION'S PROGRAMMING DESCRIPTION  
WAUK: MUSIC: modern MOR format. Emphasis on local news, public affairs & sports. Contact Representative for further details. Rec'd 8/1/74.

1. PERSONNEL  
Vice-President—John S. Helder.  
Sta. & Sales Mgr.—Walter G. Smith.  
Asst. Mgr. & Prog. Dir.—Joseph Bralick.  
2. REPRESENTATIVES  
Michigan—Michigan Spot Sales.  
Contact station.  
3. FACILITIES  
10,000 w. days; 1510 kc. Directional.  
Operating schedule: Sunrise-local sunset. CST.  
Partial simulcast operation. Simulcast sign-on-7:30 am. For non-simulcast facilities see WAUK-FM.  
4. AGENCY COMMISSION  
15%.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 8.  
Rate Protection: 15b.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 28b, 29a.  
Contracts: 40c, 46, 48.  
Comb.: Cont. Discounts: 60f, 62d.  
Cancellation: 70a, 70c, 71a, 73a.  
Prod. Services: 82.

#### TIME RATES

NATIONAL AND LOCAL RATES SAME  
ET—Rec'd 8/1/74.  
AA—Mon thru Fri 6-9 am & 3-6 pm.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
CLASS AA  
PER WK: 6 ti 12 ti 18+ 6 ti 12 ti 18+  
1 wk 10.00 9.50 9.00 7.50 7.00 6.50  
13-52 wk 8.00 7.75 7.50 6.20 6.00 5.80  
CLASS A  
1 wk 9.00 8.50 8.00 6.75 6.25 5.75  
13-52 wk 7.00 6.75 6.50 5.50 5.25 5.00  
10 SECOND ID's—BTA  
1 wk 4.50 4.25 4.00  
13-52 wk 4.00 3.75 3.50

## WAUK-FM

1960

Media Code 4 251 9026 1.00  
Zondervan Broadcasting Corp., Waukesha, Wis. 53186. Phone 414-542-6636.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WAUK-FM: Contemporary music with commercial time limited to 4 minutes per hour with 3 minutes of news.  
Contact Representative for further details. Rec'd 8/1/74.

3. FACILITIES  
ERP 19,300 w.; 106.1 mc.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 180.65 ft. above average terrain.  
Partial simulcast operation. Operated separately 7:30 am-midnight. For simulcast facilities see WAUK.

#### TIME RATES

ET—Rec'd 8/1/74.  
6. SPOT ANNOUNCEMENTS  
PER WK: 6 ti 12 ti 18+ 6 ti 12 ti 18+  
1 wk 7.00 6.75 6.50 5.50 5.25 5.00  
13-52 wk 6.00 5.75 5.50 4.75 4.50 4.25

## WAUPACA (1 AM; 1 FM)

Waupaca County—Map Location F-6  
See SRDS consumer market map and data at beginning of the State.

### WDUX

1955

NAB

A Laird Group Station  
Media Code 4 251 9120 2.00  
Laird Broadcasting Co., Box 247, Waupaca, Wis. 54981. Phone 715-258-5528.

STATION'S PROGRAMMING DESCRIPTION  
WDUX: Modern country music, Farm features & local news.

1. PERSONNEL  
Station Manager—John Thorne.  
2. REPRESENTATIVES  
HR/Stone Radio Representatives, Inc.  
3. FACILITIES  
5,000 w. days; 800 kc. Directional.  
Operating schedule: 6 am-local sunset. CST.  
4. AGENCY COMMISSION  
15% net charges for time monthly.  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Contemporary Network.  
Member: Laird Group.

#### TIME RATES

ET 12/1/72—Rec'd 12/4/72.  
AA—6-9 am, 11:30 am-1:30 pm & 3-6 pm.  
A—All other times.

7. PACKAGE PLANS  
1 MIN, 1 WK: 6 ti 12 ti 18 ti 24 ti  
AA 9.00 8.00 7.00 6.00  
A 7.00 6.00 5.50 5.00  
30 sec: 80% of 1-min.

## WDUX-FM

1967

NAB

Media Code 4 251 9121 0.00  
Laird Broadcasting Co., Inc., Box 247, Tower Road Waupaca, Wis. 54981. Phone 715-258-5528.

See affiliated AM station for additional information.  
STATION'S PROGRAMMING DESCRIPTION  
WDUX-FM: Pop rock. Farm Features, local sports/news.

3. FACILITIES  
ERP 3,000 w.; 92.7 mc. Stereo.  
Operating schedule: 6 am-midnight. CST.  
Antenna ht.: 265 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Member: Laird Group.

#### TIME RATES

Rates are identical to WDUX. See that listing.

## WAUPUN

Fond du Lac County—Map Location G-8  
See SRDS consumer market map and data at beginning of the State.

### WLKE

1966

RAB

Media Code 4 251 9215 0.00  
WLKE Radio, 609 Home Ave., Waupun, Wis. 53963.  
Phone 414-224-4441.

STATION'S PROGRAMMING DESCRIPTION  
WLKE: 100% country music.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—Donald D. Sabatke.  
2. REPRESENTATIVES  
Grant Webb & Company, Inc.  
West Coast—Bill Dahlsten & Associates.  
3. FACILITIES  
1,000 w. days; 1170 kc. Non-directional.  
Operating schedule: Sunrise-local sunset daily. CST.  
15/0 time only.  
4. AGENCY COMMISSION  
15%  
5. GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.  
Member: Farm Directors Radio Network.

#### TIME RATES

ET—Rec'd 7/31/73.  
6. SPOT ANNOUNCEMENTS  
FLAT: 1x 13x 26x 52x 104x 156x 260x  
1 min 7.29 6.94 6.59 6.12 5.76 5.41 5.06  
15 sec: 50% of 1-min.  
7. PACKAGE PLANS  
1 MINUTE  
PER WK: 7 ti 14 ti 21 ti 28 ti 35 ti 70 ti  
1 wk 6.82 6.12 5.29 4.47 4.00 3.29  
4 wk 6.12 5.29 4.59 4.00 3.29 3.06 2.82  
13 wk 5.29 4.59 4.00 3.29 3.06 2.82  
26 wk 4.59 4.00 3.29 3.06 2.82 2.59  
52 wk 3.76 3.29 3.06 2.82 2.59 2.35  
30 SECONDS  
1 wk 5.12 4.59 4.00 3.29 3.00 2.47  
4 wk 4.59 4.00 3.41 3.00 2.47 2.29  
13 wk 4.00 3.41 3.00 2.47 2.29 2.12  
26 wk 3.41 3.00 2.47 2.29 2.12 1.94  
52 wk 2.82 2.47 2.29 2.12 1.94 1.76  
10. SPECIAL FEATURES  
NEWS: 1x 13x 26x 52x 104x 156x 260x  
1 min. 12.47 11.06 9.65 8.82 8.12 7.53 6.94  
15 sec: 50% of 1-min.

## WAUSAU (3 AM; 2 FM)

Marathon County—Map Location E-6  
See SRDS consumer market map and data at beginning of the State.

### WDEZ (FM)

1964

RAB

Media Code 4 251 9232 5.00  
WRIG, Inc., 529 Third St., Wausau, Wis. 54401.  
Phone 715-845-4275.

See affiliated AM station for additional information.  
AM facilities: WRIG.  
3. FACILITIES  
ERP 100,000 w.; 101.9 mc.  
Operating schedule: 5 am-midnight. CST.  
Antenna ht.: 490 ft. above average terrain.  
5. GENERAL ADVERTISING See coded regulations  
Affiliated with ATA Radio Network.  
No. 1 ET 7/2/73—Rec'd 9/7/73.  
6. SPOT ANNOUNCEMENTS  
PER WK: 6 ti 12 ti 18 ti 24 ti  
1 min. 6.50 6.20 5.50 5.00  
30/20/10 sec: 80% of 1-min.

## WIFC (FM)

1947

NAB

A Forward Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 251 9250 7.00  
Ford Communications Corp., Box 1088, 1114 Grand Ave., Wausau, Wis. 54401. Phone 715-845-4211.  
See affiliated AM station for additional information.  
AM facilities: WSAU.

STATION'S PROGRAMMING DESCRIPTION  
WIFC (FM): Programmed for young adults, 18-35.  
MUSIC: top 40 rock. NEWS: 5 min at :55.  
SPORTS: pro football. Contact Representative for further details. Rec'd 11/29/73.

1. PERSONNEL  
Exec. Vice-Pres. & Gen'l Mgr.—Cliff Thompson.  
3. FACILITIES  
ERP 100,000 w.; 95.5 mc.  
Operating schedule: 24 hours daily. CST.  
Antenna ht.: 1,150 ft. above average terrain.  
Partial simulcast operation. Operated separately 1-6 am. For simulcast facilities see WSAU.

#### TIME RATES

ET 4/1/70—Rec'd 11/29/73.  
6. SPOT ANNOUNCEMENTS  
1x 25x 50x 150x 250x  
1 min 5.00 4.75 4.50 4.00 3.50  
30 sec 4.00 3.75 3.50 3.00 2.50  
7. PACKAGE PLANS  
PER WK: 10 ti 15 ti 20 ti 25 ti 30 ti  
1 min 4.50 4.25 4.00 3.75 3.50  
30 sec 3.50 3.25 3.00 2.75 2.50

## WRIG

1958

NAB

RAB

Subscriber to the NAB Radio Code  
Media Code 4 251 9310 9.00  
WRIG, Inc., 529 Third St., Wausau, Wis. 54401.  
Phone 715-845-4275.

1. PERSONNEL  
Vice-Pres. & Gen'l Mgr.—D. E. Wright, Jr.  
2. REPRESENTATIVES  
Alan Torbet Associates, Inc.  
3. FACILITIES  
1,000 w. days; 250 w. nights; 1400 kc.  
Non-directional.  
Operating schedule: 5-9:00 am. CST.  
4. AGENCY COMMISSION  
15/0: 10th of month.  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 3b, 4a, 4d, 5, 6a, 7a.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15b.  
Basic Rates: 20a, 22a, 23a, 24b, 25a, 28a, 29a.  
Contracts: 40c, 45, 46, 47a.  
Comb.: Cont. Discounts: 60c, 60a, 61b, 62b.  
Cancellation: 70a, 70c, 71a, 73a.  
FM facilities: WDEZ (FM).  
Affiliated with ATA Radio Network.

#### TIME RATES

No. 3 ET 1/1/73—Rec'd 12/20/72.  
AA—Mon thru Sat 6-10 am & 3-7 pm.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
PER WK, 1 MIN: 6 ti 12 ti 18 ti 24 ti  
AA 9.00 8.50 8.00 7.50  
A 7.75 7.00 6.50 6.00  
30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

## WSAU

1937

NAB

RAB

A Forward Group Station  
Subscriber to the NAB Radio Code  
Media Code 4 251 9405 7.00  
Forward Communications Corp., Box 1088, 1114 Grand Ave., Wausau, Wis. 54401. Phone 715-845-4211.

STATION'S PROGRAMMING DESCRIPTION  
WSAU: Programmed for general audience, ages 20-40.  
AIR PERSONALITIES handle all segments. MUSIC: 70% 1/2 MOR, 1/2 solid gold. NEWS 15%: 6 min network at :60; 5 min local at :30; 30 min at 7 am, noon & 5 pm; woman's news at 9:15, 10:15 & 11:15 am; 2 news wires, weather wire & 1 mobile news unit. SPORTS 3%: pro football, college football & basketball & high school football & basketball. TALK 2%: network commentary & analysis, network public affairs programs plus local editorials. FARM 5%: 5:30-6:45 am, M-Sat, music plus county agents, recorded news & interviews plus various live news & markets. RELIGION 5%: Contact Representative for further details. Rec'd 4/28/74.

1. PERSONNEL  
President—Richard D. Dudley.  
Exec. Vice-Pres. & Gen'l Mgr.—Dave Iltven.  
2. REPRESENTATIVES  
Meeker Radio, Inc.  
Minneapolis, St. Paul—Harry S. Hyett Co., Inc.  
South, Southwest—Busby, Finch and Woods, Inc.  
3. FACILITIES  
5,000 w.; 550 kc. Directional—separate patterns, day and night.  
Operating schedule: 24 hours. CST.  
Partial simulcast operation. Simulcast 6-1 am. For non-simulcast facilities see WIFC (FM).

4. AGENCY COMMISSION  
15/0 time only; 15th of following month  
5. GENERAL ADVERTISING See coded regulations  
General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6a, 7b.  
Rate Protection: 10b, 11b, 12b, 13b, 14b, 15a.  
Basic Rates: 20b, 21b, 21d, 22a, 22b, 23a, 24a, 25a, 26, 28a, 28c, 29a, 30, 32a, 33a.  
Contracts: 40a, 41, 42a, 42c, 43, 44a, 44b, 45, 46, 47a, 48, 49, 51a, 51b, 51c.  
Comb.: Cont. Discounts: 60a, 60c, 60d, 60e, 60g, 60h, 60i, 61c, 62b, 62d.  
Cancellation: 70a, 70e, 71a, 72, 73a, 73b.  
Prod. Services: 80, 82.  
FM facilities: WIFC (FM).  
Affiliated with NBC.  
Member: Farm Directors Radio Network, Wisconsin Network, Inc.

#### TIME RATES

No. 14 ET 5/1/74—Rec'd 3/29/74.  
AA—Mon thru Fri 6-9 am, noon-1 pm & 3-6 pm.  
A—All other times.  
6. SPOT ANNOUNCEMENTS  
1 MIN: 1x 25x 50x 150x 250x 500x  
AA 12.00 11.50 11.00 10.50 10.00 9.00  
A 10.00 9.50 9.00 8.50 8.00 7.00  
20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.  
(This listing continued on next page)



**Wausau—W S A U—Continued**

**7. PACKAGE PLANS**  
**PER WK. 1 MIN:** 10 ti 15 ti 20 ti 25 ti 30 ti  
 AA ..... 11.00 10.50 10.00 9.50 9.00  
 A ..... 9.00 8.50 8.00 7.50 7.00  
 20/30 sec: 80% of 1-min. 10 sec: 50% of 1-min.

**8. PROGRAM TIME RATES**  
 1x 50x 150x 250x 300x  
 1/2 hr. .... 60.00 54.00 51.00 43.00 45.00  
 1/4 hr. .... 35.00 32.00 30.50 29.00 27.50  
 10 min. .... 25.00 23.00 22.00 21.00 20.00  
 5 min. .... 16.00 15.00 14.00 13.00 12.00

**WXCO**

1953



Subscriber to the NAB Radio Code

Media Code 4 251 9500 5.00  
 Sehafer & Johnson Broadcasting Corp., Box 778,  
 1110 E. Wausau Ave., Wausau, Wis. 55401. Phone  
 715-845-8218.

- PERSONNEL**  
 General Manager—Don Sehafer.  
 Program Director—Gene Converse.  
 Station Manager—Bob Bertrand.
- REPRESENTATIVES**  
 Gene Bolles Company.
- FACILITIES**  
 1,000 w. days. 250 w. nights; 1230 kc.  
 Non-directional.  
 Operating schedule: 6 am-midnight, CST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2b, 3c, 4a, 5, 6a, 7a, 3.  
 Rate Protection: 10a, 11a, 12a, 13a, 14a, 15c.  
 Basic Rates: 20b, 21b, 21d, 23a, 24c, 25c, 28b, 29a,  
 30, 32c.  
 Contracts: 41, 42a, 42c, 43, 44a, 45, 47e, 49, 50,  
 51a, 51b, 51c.  
 Comb.: Cont. Discounts: 60b, 60d, 60e, 60f, 61b, 62b.  
 Cancellation: 70a, 70d, 71b, 72.  
 Prod. Services: 82.  
 Affiliated with CBS.  
 Member: Wisconsin Farm Broadcasting Network.

**TIME RATES**

ET 10/1/73—Rec'd 10/15/73.

**6. SPOT ANNOUNCEMENTS**  
**PER YR:** 1x 52x 156x 312x 624x 1248x  
 1 min. .... 6.80 5.30 4.80 4.40 4.20 4.00  
 30 sec. .... 5.80 4.30 3.80 3.40 3.20 3.00

**7. PACKAGE PLANS**  
**SATURATION:**

	Per wk	Per mo
10 ti	20 ti	30 ti
1 min. .... 5.40	5.20	5.00
30 sec. .... 4.40	4.20	4.00

**8. PROGRAM TIME RATES**  
 1 hr: 13x 1-min. 10 min: 3x 1-min.  
 1/2 hr: 7x 1-min. 5 min: 2x 1-min.  
 1/4 hr: 4x 1-min.

**WAUWATOSA**

Milwaukee County—Map Location G-9  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**See Milwaukee**

(including Menomonee Falls, Wauwatosa,  
 West Allis)

**WEST ALLIS**

Milwaukee County—Map Location G-9  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**See Milwaukee**

(including Menomonee Falls, Wauwatosa,  
 West Allis)

**WEST BEND (1 AM; 1 FM)**

Washington County—Map Location G-3  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WBKV**

1950

Media Code 4 251 9595 5.00  
 West Bend Broadcasting Co., Box 60, Indiana and  
 Decorah Rd., West Bend, Wis. 53095. Phone 414-  
 334-2344.

- PERSONNEL**  
 General Manager—Capps Sutherland.
- FACILITIES**  
 1,000 w. days; 1470 kc. Non-directional.  
 Operating schedule: 6 am-local sunset, CST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Member: Farm Directors Radio Network, Wisconsin  
 Network, Inc.

**TIME RATES**

ET 6/1/74—Rec'd 6/21/74.  
 AA—Mon thru Sun 11:30 am-1 pm; Mon thru Sat  
 6:30-8 am; Mon thru Fri 3:30-5 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**  
 1x 26x 78x 156x 312x 520x 780x 1040x  
 1 min 7.25 6.90 6.05 5.45 5.25 4.70 4.40 4.25  
 20/30 5.90 5.45 5.00 4.60 4.20 3.80 3.65 3.45

**WBKV-FM**

1958

Media Code 4 251 9596 3.00  
 West Bend Broadcasting Co., Box 60, West Bend,  
 Wis. 53095. Phone 414-334-2344.

- PERSONNEL**  
 President—Marshall W. Johnston.  
 Manager—Capps Sutherland.  
 Commercial Manager—Gene Schneider.
- FACILITIES**  
 ERP 32,000 w.; 92.5 mc. Stereo.  
 Operating schedule: 5 am-midnight, CST.  
 Antenna ht.: 500 ft. above average terrain.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 2a, 3d, 5, 6a.  
 Basic Rates: 20b, 22a, 23a, 28b.  
 Contracts: 40a, 46.  
 Comb.: Cont. Discounts: 62d.  
 Cancellation: 71a, 72.

**TIME RATES**

ET 3/1/74—Rec'd 3/1/74.  
 AA—6-10 pm.  
 A—All other times.

**6. SPOT ANNOUNCEMENTS**

**1 MINUTE**  
 AA ..... 10.45 9.95 8.80 7.70 6.60  
 A ..... 7.00 6.40 5.75 5.25 4.80

**30 SECONDS**  
 AA ..... 8.35 8.00 7.05 6.25 5.25  
 A ..... 5.55 5.15 4.60 4.20 3.85

**8. PROGRAM TIME RATES**  
**1 HR:** 13x 39x 78x 156x  
 AA ..... 52.25 49.50 44.00 39.50  
 A ..... 36.60 34.60 30.75 27.00

**1/2 hr:** 60% of 1-hr.

**10. SPECIAL FEATURES**

3-min news—20% of 1-hr.

(D)

**WISCONSIN DELLS**

Columbia County—Map Location F-3  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WNNO**

1969



Subscriber to the NAB Radio Code

Media Code 4 251 9625 0.00  
 WNNO Radio, Box 990, Wisconsin Dells, Wis. 53985.  
 Phone 608-254-2546.

- PERSONNEL**  
 General Manager—John W. Taylor.
- REPRESENTATIVES**  
 Walton Broadcasting Sales Corporation.  
 William L. Hurley.
- FACILITIES**  
 500 w.; 990 kc. Non-directional.  
 Operating schedule: Sunrise-local sunset, CST.
- AGENCY COMMISSION**  
 15%.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with MBS.

**TIME RATES**

ET 4/1/69—Rec'd 4/1/69.

**6. SPOT ANNOUNCEMENTS**  
**FIXED POSITION:**  
 1x 13x 26x 52x 104x 156x 260x 512x  
 1 min 7.80 7.15 6.50 6.20 5.85 5.55 5.20 5.00

**7. PACKAGE PLANS**  
**PER WK. ROS:** 1 ti 75 ti 150+  
 1 min ..... 5.10 4.75 4.30  
 30 sec ..... 3.25 2.95 2.75  
 20 sec ..... 3.05 2.75 2.60

**WISCONSIN RAPIDS**

(1 AM; 1 FM)

Wood County—Map Location E-6  
 See SRDS consumer market map and data at begin-  
 ning of the State.

**WFHR**

1940



Subscriber to the NAB Radio Code

Media Code 4 251 9690 4.00  
 Advance Broadcasting Corp., 220 1st Ave., S.,  
 Wisconsin Rapids, Wis. 54494. Phone 715-424-  
 1300.  
 Other office: Box 303, 1015-A Main St., Stevens  
 Point, Wis. 54481. Phone 715-344-3181.

**WISCONSIN**

- PERSONNEL**  
 Vice-Pres. & Gen'l Mgr.—Jack R. Gensaro.
- REPRESENTATIVES**  
 Meeker Radio, Inc.  
 Southeast, Southwest—Busby, Finch and Woods, Inc.
- FACILITIES**  
 5,000 w. days (non-directional), 500 w. nights (di-  
 rectional); 1920 kc.  
 Operating schedule: 24 hours daily, CST.  
 Partial simulcast operation. Simulcast midnight-8 am  
 Mon thru Fri; midnight Sat-7:30 am Sun, 8-6:15  
 am Sun. For non-simulcast facilities see WWRW  
 (FM).

- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 FM facilities: WWRW (FM).  
 Affiliated with CBS.  
 Member: Wisconsin Network, Inc.

**TIME RATES**

ET 9/1/68—Rec'd 7/29/68.

**6. SPOT ANNOUNCEMENTS**  
 1x 52x 156x 260x 312x  
 1 min ..... 9.00 7.50 6.75 6.00 5.50  
 30 sec ..... 7.20 6.00 5.40 4.80 4.40

**7. PACKAGE PLANS**  
 10 ti 15 ti 25 ti 50 ti  
 1 min ..... 6.00 5.75 5.25 4.50  
 30 sec ..... 4.80 4.60 4.20 3.60  
 (CB)

**WWRW (FM)**

1947



Subscriber to the NAB Radio Code

Media Code 4 251 9790 2.00  
 Advance Broadcasting Corp., 220 1st Ave., S.,  
 Wisconsin Rapids, Wis. 54494. Phone 715-424-  
 1300.  
 Other office: Box 303, 1015-A Main St., Stevens  
 Point, Wis. 54481. Phone 715-344-3131.  
 See affiliated AM station for additional information.  
 AM facilities: WFHR.

- FACILITIES**  
 ERP 73,000 w. (horiz.), 8,500 w. (vert.); 103.3 mc.  
 Operating schedule: 24 hours daily, CST.  
 Partial simulcast operation. Operated separately 8  
 am-midnight; Mon thru Sat; 7:30-midnight Sun.  
 For simulcast facilities see WFHR.

**TIME RATES**

ET 1/1/68—Rec'd 5/7/68.

**6. SPOT ANNOUNCEMENTS**  
**PER WK:** 7 ti 14 ti 21 ti 28 ti 35 ti  
 13 wk ..... 4.50 4.10 3.75 3.40 3.00  
 26 wk ..... 4.30 3.90 3.50 3.25 2.85  
 52 wk ..... 4.05 3.70 3.40 3.00 2.70

**7. PACKAGE PLANS**  
 (Within 7 days)  
 50 ti 35 ti 25 ti 15 ti 10 ti  
 1 min ..... 3.40 3.75 4.10 4.50 4.90





# WYOMING

See SRDS consumer market map and data at beginning of the State.

**CAUTION:** The Presidential announcement for the duration of the energy crisis to revert all time zones, where applicable, to Daylight Saving Time . . . will affect each listed station's Operating schedule, as reported in 3. FACILITIES. Please disregard each (zone) Standard Time as reported.

## STATE NETWORKS

### Intermountain Wyoming Group Intermountain Network

Business office: 312 E. South Temple, Salt Lake City, Utah 84111. Phone 801-355-4641.  
Rates: See The Intermountain Network under Regional Radio Networks and Groups.

Comprised of:  
**KMER**—Kemmerer  
**KVNS**—Rock Springs  
**KVOW**—Riverton  
**KVOC**—Casper  
**KPOW**—Powell  
**KWYO**—Sheridan  
**KRAL**—Rawlins  
**KFBC**—Cheyenne  
**KOWB**—Laramie  
**KASL**—Newcastle  
**KIML**—Gillette  
**KBBS**—Buffalo  
**KWOS**—Torrington  
**KWOL**—Worland  
**KSJT**—Jackson

## BUFFALO

Johnson County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### KBBS

1956

NAB

Media Code 4 252 0300 7.00  
**KBBS**, Inc., 90 S. Main St., Buffalo, Wyo. 82834.  
 Phone 307-684-7070.

**STATION'S PROGRAMMING DESCRIPTION**  
**KBBS:** Programmed for general interest.

- PERSONNEL**  
 President—Jeanette Maxwell.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 250 w.; 1450 kc. Non-directional.  
 Operating schedule: 6 am-10:06 pm. MST.
- AGENCY COMMISSION**  
 15% on time only; no cash discount.
- GENERAL ADVERTISING** See coded regulations  
 Accepts AAAA copyrighted contract.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

#### TIME RATES

No. 28 Eff 8/1/70—Rec'd 9/2/70.

**6. SPOT ANNOUNCEMENTS**  
 1x 26x 52x 104x 156x 208x 312x 624x  
 1 min 4.5 4.5 4.5 4.5 4.5 4.5 4.5 4.5

**7. PACKAGE PLANS**  
 A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-7 pm.  
 B—All other times.

PER WK:	SATURATION			SPOT PLAN			B		
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec	10 sec
12 tl	4.45	3.85	2.95	3.85	3.35	2.65			
18 tl	4.30	3.65	2.95	3.65	3.25	2.55			
24 tl	4.10	3.45	2.75	3.45	3.15	2.45			
30 tl	3.90	3.25	2.55	3.25	2.95	2.35			
36 tl	3.70	3.05	2.45	3.05	2.85	2.25			

## CASPER (3 AM; 1 FM)

Natrona County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### KATI

1956

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 252 0690 0.00  
 Modcom Corporation, Box 2006, Casper, Wyo. 82601.  
 Phone 307-234-4545.

**STATION'S PROGRAMMING DESCRIPTION**  
**KATI:** Programmed for general interest with emphasis on young adults.  
**MUSIC:** general popular current hits, and standards.  
**NEWS:** network on hour, local follows network. Interview shows with guests and call-in 9:15-10 am.  
**FARM:** interviews 5:30-5:35 am, market report 5:30-5:35 pm. **SPORTS:** news, interviews twice daily, play-by-play in season. **RELIGIOUS:** music, services, Sun before noon. **MUSIC 65%, news 20%, talk 10%, sports 5%. AIR PERSONALITIES** handle all musical shows. Weather every hour at 15. Scoreboard every hour at 45. Community events covered on daily programs and by remotes. School news Sun 7:30-10:30 pm. Station editorializes on major local happenings and participates in fund drives and civic activities. Contact Representative for further details. Rec'd 1/6/69.

- PERSONNEL**  
 President—Patrick H. Meenan.  
 General Manager—Larry Wakefield.  
 Sales Manager—Roger Moody.
- REPRESENTATIVES**  
 Jack Masia & Co., Inc.  
 Mountain States—Bob Hix Co., Inc.  
 Minneapolis—Wayne-Evans & Associates, Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1400 kc.  
 Non-directional.  
 Operating schedule: 24 hours daily. MST.

- AGENCY COMMISSION**  
 15/0.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4a, 4d, 5, 6b, 7b, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20b, 21b, 21c, 21d, 22b, 23a, 24b, 24c, 25a, 26, 28a, 28b, 29a, 29b, 29c, 29d, 29e, 29f, 29g, 29h, 29i, 29j, 29k, 29l, 29m, 29n, 29o, 29p, 29q, 29r, 29s, 29t, 29u, 29v, 29w, 29x, 29y, 29z.  
 Contracts: 40c, 41, 44a, 45, 46, 47a, 48, 49, 51b.  
 Comb.: Cont. Discounts: 60b, 60d, 60f, 60h, 60i, 62d.  
 Cancellation: 70a, 70c, 71a, 72, 73a, 73b.  
 Prod. Services: 80, 82.  
 FM facilities: KAWY (FM).  
 Affiliated with CBS.

#### NATIONAL AND LOCAL RATES SAME

No. 8A Eff 10/1/73—Rec'd 2/18/74.

AA—Mon thru Sat 6-9 am & 3-6 pm.

A—All other times.

#### 7. PACKAGE PLANS

PER WK:	A					
	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti
1 min	7.60	7.00	6.40	5.80	6.40	5.80
30/15						
sec.	6.00	5.40	4.80	4.20	5.10	4.50

#### 8. PROGRAM TIME RATES

PER WK:	1 ti	3 ti	6 ti
1/4 hr.	30	27	24
10 min.	23	20	17
5 min.	15	12	9

#### ANNUAL PLAN

Advertisers contracting in advance for 312/624/936 spots within 52-wk period earn 12/24/36 plan rate, regardless of number of spots run in any 1 wk. In event contract not fulfilled, schedules adjusted to rate earned ea wk.  
 All spots, regardless of length, may be combined to earn frequency.

## KAWY (FM)

1967

NAB

RAB

Subscriber to the NAB Radio Code  
 Media Code 4 252 0700 8.00  
 Modcom Corporation, Box 2006, 1400 Kati Ln., Casper, Wyo. 82601. Phone 307-235-1515.  
 See affiliated AM station for additional information.  
 AM facilities: KATI.

**STATION'S PROGRAMMING DESCRIPTION**  
**KAWY (FM):** Programmed for adults.  
**NEWS:** 1 am, 2 am, 3 am, 4 am, 7 am, 10 am, 2 pm & 6 pm. Weather reports every hour. Program 95% music using general popular music featuring standards, film music, showtunes, and middle-of-the-road. 12M-5 pm. Instrumental string orchestra music featured 5-8 pm & 10 pm-12M. Semi-classical a-9 pm and more serious classical 9-10 pm. Jazz show Sat 9 pm-12M. A complete symphony broadcast Sun 6-8 pm. Only 4 sixty second announcements broadcast per hour. Contact Representative for further details. Rec'd 12/2/68.

- PERSONNEL**  
 Sales Manager—Steve Fritz.
- FACILITIES**  
 ERP 25,000 w.; 94.5 mc. Stereo.  
 Operating schedule: 24 hours daily. MST.  
 Antenna ht.: 128 ft. below average terrain.

#### TIME RATES

No. 3 Eff 2/1/71—Rec'd 1/18/71.

PER WK:	A							
	10 ti	15 ti	20 ti	25 ti	30 ti	40 ti	50 ti	100 ti
PER WK:	30 ti	45 ti	60 ti	75 ti	90 ti	120 ti	150 ti	
PER YR:	50x	100x	200x	300x	500x	750x	1000x	
	1 min 4.00	3.70	3.40	3.10	2.80	2.50	2.20	
	30 sec 3.00	2.80	2.50	2.30	2.00	1.80	1.50	
	10 sec 2.00	1.80	1.70	1.50	1.40	1.20	1.10	

## KTWO

1980

### NBC Radio Network



Alan Torbet Associates, Inc.

NAB

RAB

Media Code 4 252 0900 4.00  
 Harriscop Broadcasting Corp., Box 2720, 4200 E. 2nd St., Casper, Wyo. 82602. Phone 307-237-8711.  
 TWX 910-949-4462.

**STATION'S PROGRAMMING DESCRIPTION**  
**KTWO:** Programmed for adults and young adults.  
**MUSIC:** popular middle-of-the-road. **NEWS:** news on hour and half hour. 6-9 am, noon-1 pm, 5-6 pm. emphasis on news, weather, business news, sports news, farm and ranch news, game and fish report, stock market. 9 am-noon, 1-5 pm aimed at women with minor news emphasis. **SPORTS:** university and high school football and basketball. Pro-amateur golf tournament, network sports. 2 min sports reports at :45. Other specials. General: 6 air personalities emcee operation and are available for remote broadcasts. Station editorials. PSA local, statewide and national. Contact Representative for further details. Rec'd 12/10/68.

- PERSONNEL**  
 General Manager—Bob Dallas Price.  
 Sales Manager—Dave Allen.  
 Chief Engineer—Don Peck.
- REPRESENTATIVES**  
 Alan Torbet Associates, Inc.  
 Denver—John L. McGuire, Inc.  
 Portland, Seattle—Art Moore & Assoc., Inc.  
 Omaha—Soderling Company.  
 Kansas City—Eugene F. Gray Co.
- FACILITIES**  
 10,000 w.; 1030 kc. Directional. Clear channel.  
 Operating schedule: 5:30-1 am. MST.
- AGENCY COMMISSION**  
 15/0 on time.

## 5. GENERAL ADVERTISING

See coded regulations  
 General: 1a, 3b, 4a, 4d, 5, 6a, 8.  
 Rate Protection: 10b, 11b, 12b, 13b, 14b.  
 Basic Rates: 20a, 22a, 22b, 23a, 24b, 25a, 26, 28a, 29a.  
 Contracts: 40c, 42b, 45, 46.  
 Comb.: Cont. Discounts: 60a, 61b, 62b.  
 Cancellation: 70a, 70c, 71b, 73a.  
 Affiliated with NBC and ATA Radio Network.

#### TIME RATES

No. 17 Eff 4/1/71—Rec'd 2/25/71.  
 AA—Mon thru Sat 6:30-8:30 am, noon-1 pm & 4:30-6:30 pm.  
 A—Mon thru Sat 8:30 am-noon & 1-4:30 pm; Sun 6:30 am-noon.  
 B—Mon thru Sun 5:30-6:30 am; Mon thru Sat 6:30 pm-1 am; Sun noon-1 am.

#### 6. SPOT ANNOUNCEMENTS

PER WK:	CLASS AA					
	1-6 ti	12 ti	18 ti	24 ti	30 ti	100 ti
1 min	8.00	7.00	6.50	6.00	5.50	5.00
30 sec	6.40	5.80	5.20	4.80	4.40	4.00

PER WK:	CLASS A			
	1 min	5.50	5.10	4.70
30 sec	4.40	4.10	3.75	3.45

PER WK:	CLASS B			
	1 min	3.50	3.30	3.10
30 sec	2.80	2.65	2.50	2.35

PLANS:	TOTAL AUDIENCE PLANS				
	6 ti	12 ti	18 ti	24 ti	30 ti
I (1/2AA, 1/2A)	36	69	99	126	150
II (1/3AA, 1/3A, 1/3B)	30	57	81	102	120
III (1/2A, 1/2B)	27	51	72	90	105

PER WK:	CLASS AA					
	1x	13x	26x	52x	104x	208x
1/2 hr.	50.00	47.00	44.00	41.00	38.00	35.00
1/4 hr.	25.00	23.50	22.00	20.50	19.00	17.50
10 min.	20.00	18.50	17.00	15.50	14.00	12.50
5 min.	15.00	14.25	13.50	12.75	12.00	11.25

PER WK:	CLASS A					
	1/2 hr. <th>46.00 <th>43.00 <th>40.00 <th>37.00 <th>34.00 </th></th></th></th></th>	46.00 <th>43.00 <th>40.00 <th>37.00 <th>34.00 </th></th></th></th>	43.00 <th>40.00 <th>37.00 <th>34.00 </th></th></th>	40.00 <th>37.00 <th>34.00 </th></th>	37.00 <th>34.00 </th>	34.00
1/4 hr.	32.00	30.50	29.00	27.50	26.00	24.50
10 min.	26.00	25.00	24.00	23.00	22.00	21.00
5 min.	22.00	21.25	20.50	19.75	19.00	18.25

PER WK:	CLASS B					
	1/2 hr. <th>41.00 <th>38.00 <th>35.00 <th>32.00 <th>29.00 </th></th></th></th></th>	41.00 <th>38.00 <th>35.00 <th>32.00 <th>29.00 </th></th></th></th>	38.00 <th>35.00 <th>32.00 <th>29.00 </th></th></th>	35.00 <th>32.00 <th>29.00 </th></th>	32.00 <th>29.00 </th>	29.00
1/4 hr.	28.00	26.50	25.00	23.50	22.00	20.50
10 min.	22.00	21.00	20.00	19.00	18.00	17.00
5 min.	18.00	17.25	16.50	15.75	15.00	14.25

PER DAY:	CLASS AA					
	10 min	5-6	1	3	5-6	1
DAYS/WK	17	15	13	15	13	11
Per day						

## KVOC

1946

NAB

Media Code 4 252 1200 8.00  
**KVOC**, Inc., Box 2090, 2323 E. 15th St., Casper, Wyo. 82601. Phone 307-265-2727.

**STATION'S PROGRAMMING DESCRIPTION**  
**KVOC:** Programmed for adults.  
 Combines news and adult information features with modern country and western music. Emphasis on local news, community involvement programming, discussion programming and editorials. **MUSIC:** periods hosted by personalities and sprinkled with humor. **SPORTS:** live coverage on high school, junior college and university level sports network for university games. **NEWS:** business, ranch, hunting and fishing, women's and commentary aired by air personalities. On the spot coverage. Contact Representative for further details. Rec'd 9/3/70.

- PERSONNEL**  
 President—Harry Bubeck.  
 General Manager—Fred Hildebrand.
- REPRESENTATIVES**  
 Robert E. Eastman & Co., Inc.
- FACILITIES**  
 1,000 w. days, 250 w. nights; 1230 kc.  
 Non-directional.  
 Operating schedule: 6:00 am-midnight. MST.
- AGENCY COMMISSION**  
 15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
 General: 1a, 2a, 2b, 3a, 3d, 4c, 5, 6a.  
 Rate Protection: 15b.  
 Basic Rates: 21b, 21c, 21d, 23a, 28b, 29a, 30.  
 Contracts: 41, 46, 47a, 48.  
 Comb.: Cont. Discounts: 60a, 60e.  
 Cancellation: 70b, 71a, 72.  
 Prod. Services: 80, 82.  
 Affiliated with American Information Network.  
 Member: The Intermountain Network.

#### TIME RATES

No. 41 Eff 4/1/73—Rec'd 4/12/73.  
 A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
 B—All other times.

PER WK:	A				B			
	1 min	30 sec	1 min	30 sec	1 min	30 sec	1 min	30 sec
12 tl	7.25	5.80	5.75	4.60				
18 tl	6.75	5.40	5.35	4.30				
24 tl	6.50	5.20	5.00	4.00				
30 tl	6.25	5.75	4.75	3.80				
36 tl	5.25	4.50	4.50	3.60				

PER WK:	CLASS AA					
	1x	26x	52x	104x	156x	260x
1/2 hr.	38.00	37.00	36.00	35.00	34.00	33.00
5 min.	18.30	12.95	12.60	12.25	11.90	11.55

# WYOMING

## CHEYENNE (4 AM; 1 FM)

Laramie County—Map Location G-5  
See SRDS consumer market map and data at beginning of the State.

### KFBC

1940

NAB

Subscriber to the NAB Radio Code  
 Media Code 4 252 1800 5.00  
 Frontier Broadcasting Co., 1806 Capitol Ave., Cheyenne, Wyo. 82001.

**STATION'S PROGRAMMING DESCRIPTION**  
**KFBC:** Programmed for adults and young adults.  
**MUSIC:** MOR. **AIR PERSONALITIES** host daily. **NEWS:** network & commentaries throughout day with 8 local newscasts; weather every hour & 3 5-min weather broadcasts daily; 2 man news staff. **SPORTS:** originates university sports for network stations; local high school games.

# WYOMING

Cheyenne—Continued

## KRAE

1961

NAB

Subscriber to the NAB Radio Code

Media Code 4 252 2100 9.00  
Radio Cheyenne, Inc., Box 189, 2109 E. 10th St.,  
Cheyenne, Wyo. 82001. Phones 307-638-8921, 8922.

### STATION'S PROGRAMMING DESCRIPTION

KRAE: Programmed for adults and young adults.  
MUSIC: general popular sign-on-3 pm, thereafter  
current hits, M-F: weekends general popular, alter-  
nating current hits with standards. NEWS: AM  
block 6-8 am, M-Sat hourly plus on-scene coverage;  
4 hours talk & news daily, including news, weather,  
sports blocks 7:30-8 am, noon-12:30; 4:55-5:15 pm;  
mobile units, UPI audio, news team. Telephone call-  
in, interviews, discussions, swap shop, M-F. Spanish  
music personality show Sun 9:30 am-noon. Railroad  
train crew call board 4 times daily. Live coverage  
of rodeos, parades, celebrations, special events. Con-  
tact Representative for further details. Rec'd  
10/1/73.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Tom Bauman.
- REPRESENTATIVES**  
Alan Torbet Associates, Inc.  
Mountain Media,  
Southwest—Erie Racey & Associates.

- FACILITIES**  
1,000 w. days; 1480 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION**  
15/0 time only.

- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 4d, 5, 6a, 7a, 8,  
Rate Protection: 10g, 11g, 12g, 13g, 14g.  
Basic Rates: 20a, 22a, 23a, 24a, 25a, 26, 28b, 29a.  
Contracts: 40a, 45, 46, 47a.  
Comb. Cont. Discounts: 60a.  
Cancellations: 70a, 70c, 71a, 73a.  
Affiliated with ATA Radio Network.

### TIME RATES

No. 7 Eff 12/1/70—Rec'd 8/30/71.  
A—6-9 am, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

PER WK:	CLASS A					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	6.50	6.20	5.90	5.60	5.30	5.00
30 sec.....	5.20	4.95	4.70	4.50	4.25	4.00
10 sec.....	3.90	3.70	3.55	3.35	3.20	3.00

PER WK:	CLASS B					
	6 ti	12 ti	18 ti	24 ti	30 ti	36 ti
1 min.....	5.30	5.00	4.70	4.40	4.10	3.80
30 sec.....	4.25	4.00	3.75	3.55	3.30	3.05
10 sec.....	3.20	3.00	2.85	2.65	2.50	2.30

PER WK:	1/4 hr		10 min		5 min	
	A	B	A	B	A	B
1 ti.....	26.00	21.20	19.50	15.90	13.00	10.60
3 ti.....	24.50	19.70	18.40	14.80	12.25	9.85
5 ti.....	23.00	18.20	17.25	13.65	11.50	9.10

### DISCOUNT

13 wk—5%	26 wk—10%	52 wk—15%
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## KVWO

1952

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 252 2400 3.00  
KVWO, Inc., Box 926, 1370 Southwest Dr., Cheyenne,  
Wyo. 82001. Phone 307-632-0551.

### STATION'S PROGRAMMING DESCRIPTION

KVWO: Programmed for young adults.  
MUSIC: modern country and western. NEWS:  
hourly. Live coverage Cheyenne Frontier Days Rodeo  
and parades, etc. Contact Representative for further  
details. 4/3/72.

- PERSONNEL**  
Exec Vice-Pres. & Gen'l Adm'n. Mgr.—Bill C.  
Hart.  
Station Manager—Larry B. Peterson.  
Sales Manager—Barbara Mark.

- REPRESENTATIVES**  
Mario Messina Company,  
Los Angeles, San Francisco—Bill Dahlsen &  
Associates.  
Mountain States—Bob Hix Co., Inc.  
Kansas City, St. Louis—Eugene F. Gray Co.  
Minneapolis—Wayne-Evans & Associates, Inc.

- FACILITIES**  
1,000 w. days; 1370 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.  
Partial simulcast operation. Simulcast 6 am-local  
sunset. For non-simulcast facilities see KVWO-FM.

- AGENCY COMMISSION**  
15% time only; 10th of month.
- GENERAL ADVERTISING** See coded regulations  
General: 1a, 2a, 3a, 4a, 5, 6a.  
Rate Protection: 10g, 12g, 14g.  
Basic Rates: 20b, 21b, 22a, 23a, 25a, 28c, 30.  
Contracts: 40a, 44b.  
Cancellations: 70a, 70c, 71a, 72, 73b, 73c.  
Prod. Services: 80, 82.  
Affiliated with KBS and MBS.  
Member: Country Music Network, Farm Radio Net-  
work.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3A-R Eff 6/1/73—Rec'd 8/20/73.  
AA—Mon thru Sat 6-9 am, noon-1 pm & 4-6 pm.  
A—All other times.

PER WK:	CLASS AA					
	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti
1 min 5.00	4.20	4.00	3.80	4.30	3.70	3.50
30 sec 4.40	3.60	3.40	3.20	3.70	3.10	2.90
10 sec 3.20	3.00	2.80	2.60	3.10	2.90	2.70

PER WK:	CLASS A					
	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti
1 min 5.00	4.20	4.00	3.80	4.30	3.70	3.50
30 sec 4.40	3.60	3.40	3.20	3.70	3.10	2.90
10 sec 3.20	3.00	2.80	2.60	3.10	2.90	2.70

PER WK:	ROD PACKAGE	
	30 sec 1 min	30 sec 1 min
20 ti.....	50.	70.
40 ti.....	96.	138.
60 ti.....	138.	198.

ANNUAL PLAN  
Advertisers contracting in advance for 312/624/936  
spots within 52 wks earn 12/24/36 plan rate, regard-  
less of number of spots in any wk. Schedules will  
be adjusted to rate earned ea wk on unfilled con-  
tracts.

PROGRAM TIME RATES	1 ti	3 ti	6 ti
PER WK: EA:			
10 min.....	12.50	11.50	10.50
5 min.....	9.50	8.50	7.50

## KVWO-FM

1961

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 252 2401 1.00  
KVWO, Inc., Box 926, 1370 Southwest Dr., Chey-  
enne, Wyo. 82001. Phone 307-632-0551.

See affiliated AM station for additional information.

STATION'S PROGRAMMING DESCRIPTION  
KVWO-FM: Programmed for young adults 18 to 49  
years.

MUSIC: Modern C & W. Contact Representative for  
further details. Rec'd 4/3/72.

- FACILITIES**  
ERP 3,000 (horiz.), 3,000 w. (vert.); 106.3 mc.  
Stereo.  
Operating schedule: 24 hours daily, MST.  
Antenna ht.: 78 ft. above average terrain.  
Partial simulcast operation. Operated separately local  
sunset-6 am. For simulcast facilities see KVWO.

- GENERAL ADVERTISING** See coded regulations  
Affiliated with MBS.

### TIME RATES

Rates are identical to KVWO. See that listing.

## CODY

Park County—Map Location E-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## KODI

1947

Wycom Corporation

Media Code 4 252 3000 0.00  
Wycom Corp., Box 1222, 1253 Sheridan Ave., Cody,  
Wyo. 82414. Phone 307-587-2212.

STATION'S PROGRAMMING DESCRIPTION  
KODI: Programmed for everyone.

- PERSONNEL**  
Manager—Dorise Miller.
- REPRESENTATIVES**  
Jack Masla & Co., Inc.  
Mountain States—Bob Hix Co., Inc.  
Minneapolis—Wayne-Evans & Associates, Inc.

- FACILITIES**  
1,000 w. days, 250 w. night; 1400 kc. Non-directional.  
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**  
15/0.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC.

### TIME RATES

NATIONAL AND LOCAL RATES SAME  
No. 3A—Eff 7/5/71—Rec'd 12/13/71.

PER WK:	CLASS A			
	1 ti	12 ti	24 ti	36 ti
1 min.....	4.00	3.60	3.20	2.80
30 sec.....	3.20	2.80	2.40	2.00
10 sec.....	2.40	2.00	1.60	1.20

Annual Plan: Advertisers contracting in advance for  
312/624/936 spots within a 52-wk period earn the  
12/24/36 plan rate, regardless of number of spots  
run in any one wk. If contract is not fulfilled,  
schedules will be adjusted to rate earned each wk.  
All spots regardless of length combine to earn fre-  
quency.

## DOUGLAS

Converse County—Map Location G-3  
See SRDS consumer market map and data at begin-  
ning of the State.

## KWIV

1957

NAB

Subscriber to the NAB Radio Code

Media Code 4 252 3300 4.00  
Radio Station KWIV, Drawer X, West Yellowstone  
Hwy., Douglas, Wyo. 82633. Phone 307-358-2768.

- PERSONNEL**  
General Manager—Don Britton.
- FACILITIES**  
250 w.; 1050 kc. Non-directional.  
Operating schedule: Daytime. MST.

- AGENCY COMMISSION**  
15/0 time only; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with KBS.

### TIME RATES

Rates effective June 25, 1965. (Card No. 2.)  
Card received June 25, 1965.

PER WK:	CLASS A			
	1 min	30 sec	10 sec	10 sec
1 ti.....	3.80	3.00	1.90	
52 ti.....	3.60	2.85	1.80	
104 ti.....	3.40	2.70	1.70	
156 ti.....	3.20	2.55	1.60	
260 ti.....	2.80	2.25	1.50	

PER WK:	ROD PACKAGE	
	30 sec 1 min	30 sec 1 min
20 ti.....	50.	70.
40 ti.....	96.	138.
60 ti.....	138.	198.

# EVANSTON

Uinta County—Map Location D-5  
See SRDS consumer market map and data at begin-  
ning of the State.

## KEVA

1953

Media Code 4 252 3600 7.00  
KEVA, Inc., Box 190, Park Rd., Evanston, Wyo.  
82930. Phone 307-789-3110.

- PERSONNEL**  
General Manager—Jim Pritchard.
- REPRESENTATIVES**  
Minneapolis—Wayne-Evans & Associates, Inc.  
Mountain States—Bob Hix Co., Inc.

- FACILITIES**  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION**  
None; agencies add commissions to rates shown.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

### TIME RATES

Eff 5/1/74—Rec'd 7/39/74.

SPOT ANNOUNCEMENTS	CLASS A			
	1x	25x	50x	100+
1 min.....	3.25	3.00	2.75	2.40
30 sec.....	2.75	2.50	2.25	1.90
10 sec.....	2.00	1.75	1.50	1.20

PER MO:	CLASS A			
	1 min	30 sec	10 sec	10 sec
3 per day.....	225	175	120	
5 per day.....	325	250	150	
10 per day.....	450	375	225	

### CONTRACT DISCOUNT

3 mo+—10%.

## GILLETTE

Campbell County—Map Location G-2  
See SRDS consumer market map and data at begin-  
ning of the State.

## KIML

1957

NAB

Subscriber to the NAB Radio Code

Media Code 4 252 3900 1.00  
Gillette Broadcasting Co., Box 1009, Gillette, Wyo.  
82716.  
Studio—405 Lakeside Ave., Gillette, Wyo. Phone  
307-682-4747.

- PERSONNEL**  
Manager—Roy A. Mapel.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.

- FACILITIES**  
5,000 w.; 1270 kc. Non-directional.  
Operating schedule: 17 hours daily. MST.
- AGENCY COMMISSION**  
15% to recognized agencies. Bills payable by 10th.

- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.

### TIME RATES

No. 40 Eff 11/1/70—Rec'd 4/2/73.

PER WK ANNOUNCEMENTS	CLASS A			
	12 ti	18 ti	24 ti	30 ti
1 min.....	5.50	5.40	5.30	5.20
30 sec.....	4.50	4.40	4.30	4.20
10 sec.....	3.50	3.40	3.30	3.20

## JACKSON

Teton County—Map Location D-3  
See SRDS consumer market map and data at begin-  
ning of the State.

## KSGT

1962

NAB

RAB

Subscriber to the NAB Radio Code

Media Code 4 252 4200 5.00  
J G J Corp., Box 100, Jackson, Wyo. 83001. Phone  
307-733-2120.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Paul W. Knowles.
- FACILITIES**  
1,000 w.; 1340 kc.  
Operating schedule: 6 am-10 pm. MST.

- AGENCY COMMISSION**  
None; all rates net to station.
- GENERAL ADVERTISING** See coded regulations  
Affiliated with American Information Network.  
Member: The Intermountain Network.

### TIME RATES

Eff—Rec'd 6/13/74.

SPOT ANNOUNCEMENTS	CLASS A				
	52x	260x	520x	780x	1040x
15 sec.....	4.25	3.25	2.50	2.00	1.70
30 sec.....	4.85	3.85	3.10	2.60	2.30
1 min.....	5.55	4.55	3.80	3.30	3.00

PER WK ANNOUNCEMENTS	CLASS A	
	15 ti	30 ti
15 sec.....	37.50	60.00
30 sec.....	46.50	78.00
1 min.....	57.00	99.00

PER WK:	SATURATION PLANS:	
	Per wk	Per mo
15 sec.....	15 ti	30 ti
30 sec.....	15 ti	30 ti
1 min.....	15 ti	30 ti

PER WK:	SPECIAL FEATURES	
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**KOWB**  
1947



A Curt Gowdy Station  
Subscriber to the NAB Radio Code  
Media Code 4 252 5400 0.00  
Curt Gowdy Enterprises, Inc., Box 1290, Laramie,  
Wyo. 82070. Phone 307-745-4888.  
STATION'S PROGRAMMING DESCRIPTION  
KOWB: MUSIC: top 40 plus MOR. NEWS: hourly

- PERSONNEL  
General Manager—Jim Ballas.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
5,000 w.; 1290 kc. Directional.  
Operating schedule: 5:55 am-midnight daily. MST.
- AGENCY COMMISSION  
15%—no cash discount.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Affiliated with American Contemporary Network.  
Member: The Intermountain Network.

**TIME RATES**

No. 41-R Eff 7/1/74—Rec'd 7/26/74.  
A—Mon thru Sat 3-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	A				B			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec
12 ti	6.00	4.80	3.00	4.80	3.85	2.40		
18 ti	5.70	4.55	2.85	4.50	3.60	2.25		
24 ti	5.40	4.30	2.70	4.20	3.35	2.10		
30 ti	5.10	4.10	2.55	3.90	3.10	1.95		
36 ti	4.80	3.85	2.40	3.60	2.90	1.80		

**NEWCASTLE**

Weston County—Map Location G-3  
See SRDS consumer market map and data at beginning of the State.

**KASL**  
1953



Media Code 4 252 5700 3.00  
Nodok, Inc., 216 W. Main, Newcastle, Wyo. 82701.  
Phone 307-746-4433.

STATION'S PROGRAMMING DESCRIPTION  
KASL: MOR & News.

- PERSONNEL  
General Manager—Norman C. French.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION  
15/0; net 10th of month.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

Eff 4/1/74—Rec'd 4/1/74.

**6. SPOT ANNOUNCEMENTS**

PER YR:	1x	101x	401x	801+
1 min.	4.80	4.30	3.30	3.30
30 sec.	3.20	2.70	2.20	1.70
10 sec.	2.50	2.00	1.50	1.00

**7. PACKAGE PLANS**

PER WK:	A				B			
	1 ti	8 ti	22 ti	43+				
1 min.	5.00	4.50	4.00	3.50				
30 sec.	3.40	2.90	2.40	1.90				
10 sec.	2.70	2.20	1.70	1.20				

**POWELL**

Park County—Map Location E-2  
See SRDS consumer market map and data at beginning of the State.

**KPOW**  
1941



Media Code 4 252 6000 7.00  
Macrel, Inc., Box 968, Willow Rd., Powell, Wyo.  
82435. Phone 307-754-2421.

- PERSONNEL  
Manager—William A. Mack.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
5,000 w.; 1290 kc. Directional—night only.  
Operating schedule: —, MST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

No. 41 Eff 1/1/73—Rec'd 2/1/73.  
A—Mon thru Sat 6-9 am, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	A				B			
	1 min	30 sec	10 sec	1 min	30 sec	10 sec	1 min	30 sec
12 ti	4.60	3.70	2.30	3.70	2.85	1.85		
18 ti	4.30	3.45	2.15	3.45	2.75	1.75		
24 ti	4.00	3.20	2.00	3.20	2.55	1.60		
30 ti	3.70	2.95	1.85	2.95	2.35	1.50		
36 ti	3.40	2.70	1.70	2.70	2.15	1.35		

**RAWLINS**

Carbon County—Map Location F-4  
See SRDS consumer market map and data at beginning of the State.

**KRAL**  
1947



Media Code 4 252 6300 1.00  
Korral Radio, Inc., 319 Wyoming St., Rawlins, Wyo.  
82301. Phone 307-324-2711. 2712.

- PERSONNEL  
Owner & Pres.—Ralph W. Sterling.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days; 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm. MST.
- AGENCY COMMISSION  
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

NATIONAL AND LOCAL RATES SAME  
Eff 1/1/74—Rec'd 8/7/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	11 ti	21 ti	51+
1 min.	5.30	4.95	3.75	3.25
30 sec.	3.50	3.30	2.65	2.05
15 sec.	1.90	1.80	1.55	1.35

**RIVERTON**

Fremont County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**KVOW**  
1948



Subscriber to the NAB Radio Code  
Media Code 4 252 6600 4.00  
Riverton Broadcasting Co., Inc., Box 393, Riverton,  
Wyo. 82501. Phone 307-858-2251.

- PERSONNEL  
General Manager—Tony A. Kehil.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w.; 1450 kc. Non-directional.  
Operating schedule: 5:30 am-10:00 pm. MST.
- AGENCY COMMISSION  
15/0 net time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

No. 42-R Eff 7/1/74—Rec'd 7/25/74.  
A—Mon thru Sat 6-10 am, 11:45 am-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	CLASS A				CLASS B			
	12 ti	18 ti	24 ti	30 ti	36 ti			
1 min.	4.60	4.40	4.20	4.00	3.80			
30 sec.	3.70	3.50	3.35	3.20	3.05			
1 min.	3.80	3.60	3.40	3.20	3.00			
30 sec.	3.05	2.90	2.70	2.55	2.40			

**ROCK SPRINGS**

Sweetwater County—Map Location E-5  
See SRDS consumer market map and data at beginning of the State.

**KVRS**  
1938



Subscriber to the NAB Radio Code  
Media Code 4 252 6900 8.00  
Wyoming Broadcasting Co., Box 1629, Rock Springs,  
Wyo. 82901. Phone 307-362-3793.

- PERSONNEL  
Manager—Charles E. Richardson.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days, 500 w. nights; 1360 kc.  
Directional—night only.  
Operating schedule: 24 hours daily. MST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

No. 41 Eff 10/1/73—Rec'd 10/1/73.  
A—Mon thru Sat 6:30-9 am, noon-1 pm & 4:30-6:30 pm.  
B—All other times.

**6. SPOT ANNOUNCEMENTS**

PER WK:	CLASS A				CLASS B			
	12 ti	18 ti	24 ti	30 ti	36 ti			
1 min.	3.90	3.85	3.80	3.60	3.30			
30 sec.	3.90	3.60	3.30	3.00	2.70			
15 sec.	2.40	2.20	2.00	1.85	1.70			
1 min.	3.85	3.80	3.75	3.55	3.25			
30 sec.	3.85	3.55	3.25	2.95	2.85			
15 sec.	2.35	2.15	1.95	1.80	1.65			

**SHERIDAN (2 AM)**

Sheridan County—Map Location F-2  
See SRDS consumer market map and data at beginning of the State.

**KROE**  
1961



Media Code 4 252 7200 2.00  
Sheridan Broadcasting Co., Box 3048, Sheridan,  
Wyo. 82801. Phone 307-674-4323.

- PERSONNEL  
Owner & Pres.—Sam Rosenthal.
- REPRESENTATIVES  
Meeker Radio, Inc.  
South, Southwest—Busby, Finch and Woods, Inc.  
Mountain States—Bob Hill Co., Inc.
- FACILITIES  
1,000 w.; 930 kc. Non-directional.  
Operating schedule: 6 am-local sunset. MST.
- AGENCY COMMISSION  
15/0 time only; 10th of following month.
- GENERAL ADVERTISING See coded regulations  
Affiliated with CBS.

**TIME RATES**

Eff 9/1/73—Rec'd 2/4/74.

**6. SPOT ANNOUNCEMENTS**

PER WK:	1 ti	6 ti	12 ti	24 ti	36 ti
1 min.	4.10	3.60	3.30	3.00	2.65
30 sec.	3.15	2.85	2.60	2.40	2.10
15 sec.	2.05	1.80	1.65	1.50	1.35

**ANNUAL PLAN**

Contracts in advance for 312, 624, 936 spots within 52-week period earn 12, 24, 36 ti rate regardless of number of spots run in any 1 week. If written contract not fulfilled, schedule adjusted to rate earned each week.

**KWYO**  
1934



Subscriber to the NAB Radio Code  
Media Code 4 252 7500 5.00  
Daniels Properties, Inc., 140 E. Loucks, Sheridan,  
Wyo. 82801. Phone 307-674-4481.

- PERSONNEL  
General Manager—Don Hargis.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days; 500 w. nights; 1410 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION  
15/0.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

No. 42-R Eff 7/1/74—Rec'd 7/29/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

**7. PACKAGE PLANS**

PER WK:	CLASS A				CLASS B			
	12 ti	18 ti	24 ti	30 ti	36 ti			
1 min.	4.50	4.25	4.00	3.75	3.50			
30 sec.	3.60	3.40	3.20	3.00	2.80			
1 min.	3.50	3.30	3.10	2.90	2.70			
30 sec.	2.80	2.65	2.50	2.30	2.15			

**THERMOPOLIS (2 AM)**

Hot Springs County—Map Location E-3  
See SRDS consumer market map and data at beginning of the State.

**KRTR**  
1955



Media Code 4 252 7800 9.00  
Mildred V. Ernst, 500 Arapahoe, Thermopolis, Wyo.  
82443. Phone 307-864-2351.

- PERSONNEL  
Gen'l Mgr. & Prog. Dir.—Mildred V. Ernst.
- FACILITIES  
250 w.; 1490 kc. Non-directional.  
Operating schedule: 8 am-10 pm. MST.
- AGENCY COMMISSION  
15% to recognized agencies on time only.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.

**TIME RATES**

Rates effective June 1, 1955.  
Rates received October 24, 1955.

**6. SPOT ANNOUNCEMENTS/PROGRAM RATES**

	1 ti	13 ti	28 ti	52 ti	104 ti	260 ti
100 words.....	4.00	3.85	3.70	3.55	3.40	3.25
50 words.....	3.00	2.85	2.70	2.55	2.40	2.25
1 hour.....						40.00
1/2 hour.....						25.00
1/4 hour.....						15.00
5 minutes.....						7.50

**DISCOUNTS**

26 or more times.....	5%
52 or more times.....	10%
104 or more times.....	15%

**WYOMING**

**KT HE**

1955

Media Code 4 252 8100 3.00  
Big Horn Basin Broadcasting Co., Inc., Box 591, 320  
N. Railroad Ave., Thermopolis, Wyo. 82443. Phone  
307-864-2119.

- PERSONNEL  
Pres. & Gen'l Mgr.—James A. Ostby.
- FACILITIES  
1,000 w. days, 250 w. nights; 1240 kc.  
Non-directional.  
Operating schedule: 6 am-7 pm. MST.
- AGENCY COMMISSION  
15% on net time.

**TIME RATES**

No. 2A—Eff 1/1/74—Rec'd 8/2/74.  
AA—Mon thru Sat 6-9 am & 4-7 pm.  
A—All other times.

**7. PACKAGE PLANS**

PER WK:	AA				A			
	1 ti	12 ti	24 ti	36 ti	1 ti	12 ti	24 ti	36 ti
1 min	3.50	3.20	2.90	2.60	2.60	2.30	2.00	1.70
30 sec	2.90	2.60	2.30	2.00	2.30	2.00	1.70	1.40

ANNUAL PLAN: Advertisers contracting in advance for 312/624/936 spots within a 52-wk period will earn 12/24/36 plan rate, regardless of number of spots run in any one wk. In the event contract isn't fulfilled, schedules will be adjusted to rate earned each wk.

**TORRINGTON**

Goshen County—Map Location H-4  
See SRDS consumer market map and data at beginning of the State.

**KGOS**

1950

Media Code 4 252 8400 7.00  
Kermit G. Keith, Box 670, Torrington, Wyo. 82240.  
Phone 307-332-2138

- PERSONNEL  
General Manager—Kermit G. Keith.
- REPRESENTATIVES  
Robert E. Eastman & Co., Inc.
- FACILITIES  
1,000 w. days, 250 w. nights; 1490 kc.  
Non-directional.  
Operating schedule: 6 am-11 pm. MST.
- AGENCY COMMISSION  
15/0 time only; monthly.
- GENERAL ADVERTISING See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with MBS.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

**TIME RATES**

Eff 1/1/73—Rec'd 12/4/72.

**6. SPOT ANNOUNCEMENTS**

	1x	13x	26x	52x	104x	260x
1 min/less.....	6.00	5.85	5.70	5.55	5.40	5.25

**WHEATLAND**

Pl

# WYOMING

## WORLAND

Washakie County—Map Location F-3  
See SRDS consumer market map and data at beginning of the State.

### KWOR

1946

Media Code 4 252 9000 4.00  
KWOR, Inc., Box 409 Worland, Wyo. 82401. Phone 307-347-3231.

- PERSONNEL**  
Manager—Ken Brown.
- REPRESENTATIVES**  
Robert E. Eastman & Co., Inc.
- FACILITIES**  
1,000 w. days, 250 w. nights; 1340 kc.  
Non-directional.  
Operating schedule: 6 am-10 pm, MST.  
15%; 10 days.
- AGENCY COMMISSION**  
15%; 10 days.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with American Information Network.  
Member: The Intermountain Network.

#### TIME RATES

No. 41-R Eff 7/1/74—Rec'd 7/25/74.  
A—Mon thru Sat 6-10 am, noon-1 pm & 4-7 pm.  
B—All other times.

#### 7. PACKAGE PLANS

PER WK:	CLASS A			
	12 ti	18 ti	24 ti	30 ti
1 min.....	2.70	3.50	3.30	3.10
30 sec.....	2.95	2.80	2.65	2.50
CLASS B				
1 min.....	2.90	2.70	2.50	2.30
30 sec.....	2.30	2.15	2.00	1.85
10 sec:	50% of 1-min.			

# GUAM

## AGANA

### KUAM

1954

Media Code 4 252 9499 8.00  
Pacific Broadcasting Corp., Box 368, Agana, Guam,  
M. I. 98910. Phone 777-7981. Cable WUAM.  
San Francisco Office: 1818 Gilbreth Rd., Burlingame,  
Calif. 94010.  
Studio—Rt. 4, Sinajana, Guam.

- PERSONNEL**  
Pres. & Gen'l Mgr.—H. Scott Killgore.
- REPRESENTATIVES**  
Intercontinental Services Ltd.
- FACILITIES**  
10,000 w.; 610 kc. Non-directional.  
Operating schedule: 6 am-midnight daily, GST.  
(18 hrs later than PST).
- AGENCY COMMISSION**  
15/0: monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Affiliated with NBC and MBS.  
4% Territory tax applicable to all net billing.

#### TIME RATES

No. 7 Eff 7/1/72—Rec'd 10/4/73.  
A—Mon thru Thurs 6-9 am, noon-1 pm & 4-8 pm;  
Fri, Sat & Sun all day.  
B—All other times.

#### 6. SPOT ANNOUNCEMENTS

	A		B	
	1 min	30 sec	1 min	30 sec
1 x.....	23.00	15.20	9.50	17.25
25 x.....	21.85	14.45	9.05	16.40
52 x.....	20.70	13.70	8.55	15.55
104 x.....	19.55	12.90	8.10	14.65
156 x.....	18.40	12.15	7.60	13.80
260 x.....	17.25	11.40	7.15	12.95

# VIRGIN ISLANDS

## ST. CROIX (1 AM; 2 FM)

### Christiansted Frederiksted

### WIVI-FM

1965

Media Code 4 255 4001 0.00  
H.R.H., Inc., Box 310, St. Croix, V. I. 00820.  
Phones 809-773-0317, 773-3810.  
Studio—Fort Louise Augusta, St. Croix, V. I.

- PERSONNEL**  
President—Mrs. Hazel M. Higdon.
- REPRESENTATIVES**  
Pan American Broadcasting Company.
- FACILITIES**  
ERP: 4,900 w.; 99.5 mc. Stereo.  
Operating schedule: 6 am-11 pm, AST.  
Antenna ht.: 275 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
All broadcasts must be in English.

#### TIME RATES

No. 3 Eff 2/1/71—Rev 7/31/73—Rec'd 8/2/73.  
Prime—7-9 am, 11:30 am-1:30 pm & 5-7:30 pm.

#### 6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
Prime.....	4.30	3.75	3.10	2.20

#### 10. SPECIAL FEATURES

- 2-min headlines—ea 4.50.
- News—10% extra.
- Spots adjacent to news—10% extra.
- DOLLAR VOLUME DISCOUNT**  
500.00—3%      1,500.00—5%      3,000.00—10%  
1,000.00—4%      2,000.00—7%

### WSTX

1952

Media Code 4 255 4500 1.00  
Virgin Islands Broadcasting Corp., Box 428, Christiansted, St. Croix, V. I. 00820. Phones 809-773-0390, 0445.

- PERSONNEL**  
General Manager—Ruth J. Carpenter.
- REPRESENTATIVES**  
Pan American Broadcasting Company.
- FACILITIES**  
5,000 w. days; 1,000 w. nights; 970 kc.  
Non-directional.  
Operating schedule: 6-11 am, AST.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 2 Eff 1/72—Rec'd 12/18/72.

#### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Flat.....	6	4	2

#### 7. PACKAGE PLANS

WEEKEND SATURATION PLAN	
15 30-sec spots Sat and/or Sun.....	2.50
SPECIAL PACKAGES	
(Mon thru Fri—minimum contract 8 wks)	
PER DAY, EA:	
1 min.....	4.00 4.25 4.50 5.00
30 sec.....	3.00 3.25 3.50 3.75

# WVIS (FM)

1973

Media Code 4 255 5000 1.00  
Joseph Bahr, Box 335, 7-A Estate Whim, Frederiksted, St. Croix, V. I. 00840. Phone 809-772-1530.  
**STATION'S PROGRAMMING DESCRIPTION**  
WVIS (FM): Black format, R&B, jazz, Spanish.

- PERSONNEL**  
President—Joseph Bahr.
- FACILITIES**  
ERP: 5,800 w.; 106.1 mc. Stereo.  
Operating schedule: 7 am-11 pm daily.  
Antenna height: 830 ft. above average terrain.
- AGENCY COMMISSION**  
15/5 on time; bills rendered monthly.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.

#### TIME RATES

No. 1 Eff 3/1/73—Rec'd 2/18/74.

#### 6. SPOT ANNOUNCEMENTS

	1 min	30 sec	15 sec
Ea.....	4.00	3.50	3.00

#### 7. PACKAGE PLANS

EA:	5 ti	10 ti	15 ti
1 min.....	3.20	3.00	2.80
30 sec.....	2.70	2.63	2.45
15 sec.....	2.40	2.25	2.10

Minimum contract: 13 wks.

## ST. THOMAS (2 AM; 1 FM)

### WESP (FM)

1970

Media Code 4 255 5500 0.00  
Radio Caribbean, Inc., Bluebeard's Castle, Charlotte Amalie, St. Thomas, Virgin Islands 00801. Phone 809-774-8720.

- PERSONNEL**  
President—Ray Jetton.  
Manager—Judith S. Mead.
- FACILITIES**  
ERP: 50,000 w.; 101.1 mc.  
Operating schedule: 6 am-midnight, AST.  
Antenna ht.: 1,600 ft. above average terrain.
- AGENCY COMMISSION**  
15/0 time only.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
All broadcasts in English.

#### TIME RATES

No. 5 Eff 4/1/73—Rec'd 5/29/73.

#### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	39x	52x
1 min.....	5.50	4.50	4.40	4.35	4.30
30 sec.....	4.50	3.65	3.40	3.35	3.30
15 sec.....	2.55	2.40	2.35	2.30	2.25
1 min.....	104x	156x	260x	312x	312x
30 sec.....	4.20	4.15	4.05	4.00	4.00
15 sec.....	3.25	3.20	3.15	3.10	3.10

#### 10. SPECIAL FEATURES

NEWS	
PER WK:	6 ti 12 ti
1/4 hr.....	100 180
5 min.....	66 120
STOCK MARKET & SPORTS	
PER WK:	5 ti 10 ti
5-min Stock Market Reports.....	55 100
2 per day Sports Reports.....	55 100
DISCOUNT	
3 mo + prepaid—5%	Prepaid monthly—2%

### WSTA

1950

Media Code 4 255 6000 0.00  
V. I. Industries, Inc., Box 489, St. Thomas, V. I. 00801. Phone 809-774-1340.  
Studio—French Village, St. Thomas, V. I.

- PERSONNEL**  
General Manager—Big Saul.
- REPRESENTATIVES**  
TIE States Ltd.  
Schellenberg & Kirwan, Inc.
- FACILITIES**  
250 w.; 1340 kc.  
Operating schedule: 6-2 am daily, AST.

- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Commercial announcements within a program cannot exceed 15% of the time. All broadcasts must be in English, except by special arrangement.

#### TIME RATES

No. 6 Eff 8/1/68—Rec'd 7/5/68.

#### 6. SPOT ANNOUNCEMENTS

	1x	13x	26x	52x	104x	260x	312x
1 min.....	4.00	3.90	3.90	3.70	3.60	3.50	3.40
40 sec.....	3.50	3.40	3.30	3.20	3.10	3.00	2.90
30 sec.....	3.00	2.90	2.80	2.70	2.60	2.50	2.40
20 sec.....	2.50	2.40	2.30	2.20	2.10	2.00	1.90
15 sec.....	2.00	1.90	1.80	1.70	1.60	1.50	1.40

#### 7. PACKAGE PLANS

STATION BREAK/TIME SIGNAL	
(May be broadcast 6-9 am on 13 weeks contract)	
1x	13x 26x 52x 104x 260x 312x
15 sec.....	2.00 2.40 2.30 2.20 2.10 2.00 1.90
10 sec.....	2.00 1.90 1.80 1.70 1.60 1.50 1.40

#### SPECIAL COMBINATION PACKAGE

(Minimum contract 13 wks)	
PER DAY, MON THRU SAT:	10 ti 8 ti 6 ti 4 ti
1 5-minute newscast per day (Mon thru Sat), 4 30-second spots per day (Mon thru Sat), per mo.....	640 580 450 140
10. SPECIAL FEATURES	
5-MINUTE NEWSCASTS	
(Minimum contract 13 wks)	
PER DAY, MON THRU SAT:	10 ti 8 ti 6 ti 4 ti
Per mo.....	1200 1100 1000 750

### WWVI

1962

Media Code 4 255 6500 9.00  
Thousand Islands Corp., Box 5170, Franklin Jdgd., St. Thomas, V. I. 00801. Phone 809-774-1009.

- PERSONNEL**  
Pres. & Gen'l Mgr.—Robert E. Noble.
- FACILITIES**  
1,000 w.; 1000 kc. Non-directional.  
Operating schedule: 6 am-midnight, AST.
- AGENCY COMMISSION**  
15/0 time only; payable when rendered.
- GENERAL ADVERTISING** See coded regulations  
Accepts AAAA copyrighted contract.  
Program overtime billed at applicable 1-minute spot rate per minute or portion thereof. No discounts or commissions.

#### TIME RATES

No. 3 Eff 7/1/73—Rec'd 5/31/73.  
AAA—Mon thru Sat 7-9 am.  
AA—Mon thru Sat 6-7 am, noon-2 pm & 4:30-6 pm.  
A—All other times.

#### 6. SPOT ANNOUNCEMENTS

	1 min	45 sec	30 sec	15 sec
AAA.....	10.00	8.50	7.50	5.00
AA.....	8.00	7.00	6.00	4.00
A.....	6.00	5.00	4.00	3.00

#### DOLLAR VOLUME DISCOUNTS

TOTAL GROSS CONTRACT:	1,500—5%	4,500—15%	6,000—20%
	3,000—10%		

#### 7. PACKAGE PLANS

Plan I—75 1-min/100 30-sec/150 15-sec spots.....	200
Plan II—60 1-min/80 30-sec/120 15-sec spots.....	180
Plan III—45 1-min/60 30-sec/90 15-sec spots.....	150
Plan IV—30 1-min/40 30-sec/60 15-sec spots.....	110
Plan V—15 1-min/20 30-sec/30 15-sec spots.....	60

Must be scheduled within 7 consecutive days.  
Schedules are subject to time period availabilities.  
Station will make available BTA, subject to pre-emption by fixed time classification schedules with substitute time supplied. Uncompleted schedules will be shorted at the applicable 1 time published station spot rates.

#### 10. SPECIAL FEATURES

1-min/30-sec News—applicable rate plus 20%.



# Listings in SRDS' SPOT RADIO Are Governed by Established Criteria

*TO PROTECT YOU, the user, SRDS has established certain criteria which must be met by those who are listed in its rates and data catalogs. In order that you would realize the conditions of eligibility which govern editorial treatment, we present the guidelines followed by SRDS for radio station listings in its SPOT RADIO RATES AND DATA.*

SRDS' policy is to list, without charge, commercially-licensed radio stations (AM and FM) according to the city of license as assigned by the Federal Communications Commission. These stations are listed alphabetically and follow this sequence:

- (1) alphabetical by state,
- (2) alphabetical by city within state,
- (3) alphabetical by call letters.

Because of the continuing evolution of modern marketing concepts as practiced by the SRDS user, there have been certain refinements made in the conventional listing format by FCC city of license (alphabetical by city within state). These refinements follow.

## (1) Urban Area Designation

Applicable only to licensees in the five (5) urbanized areas of metropolitan New York, Los Angeles, Chicago, Philadelphia and Detroit. The listing format shall be, first, to identify all stations licensed to urbanized places from the major city (e.g. "Stations in Chicago Urban Area"). In both arrangements, the stations will be identified in alphabetical sequence of call letters.

All stations within cities whose center of town is 25 or less miles from the major city's downtown area (e.g. the "loop" in Chicago or "midtown" Manhattan in New York) are eligible for listing under the Urban Area Designation. For those stations within cities beyond the 25 mile (direct measurement), there must be evidence of contiguity—in this sense, an uninterrupted series of urbanized areas emanating from the major city.

The urban area designations immediately follow the final station listing licensed to the major city. The name of the city of license appears directly beneath the station's call letters. A free cross reference is provided under the city of license. A station has the option to have its listing appear under the Urban Area heading or under its city of license. A station which has its listing under an urban area may also qualify for a duplicate listing under the major city heading provided it places a 10 MV/M signal over 70% of the corporate area of the major city.

A station that qualifies for a listing under an urban area may purchase either a paid cross reference or a duplicate listing under the urban area with the basic free listing under the city of license.

## (2) Combination City Designation

In describing the alternative policies which govern the Combination City Headings—as set forth

below—the classic use of the word "contiguous" (a series of things in contiguous connection) is intended to convey its application in modern marketing as "an uninterrupted series of urbanized areas."

### Phase A

1. Where two or more cities of comparable size are contiguous, and where one of the stations requests a combined heading, the cities are combined in one heading and the city heading sequence will be determined by descending population size.

2. The following paragraph is to be inserted following the combination city heading and immediately preceding the call letters of the first listing:

3. "Stations (licensed to cities) located within the combined city area are consolidated under multiple city headings. This is not to imply that all of the stations provide equal coverage of the entire area or cities involved. It is part of the time-buying function to determine the extent of individual station coverage, audience delivered, etc. within the area."

### Phase B

1. Where the population figures vary widely and the smallest city's population is less than 1/3 the population of the largest, it will be shown as ..... (including .....).

2. The following paragraph is to be inserted following the combined city headings which contain the word "including." It will immediately precede the call letters of the first listing.

3. "Stations (licensed to cities) contiguous to the major city are consolidated under the major city heading. This is not to imply that all of the stations provide equal coverage of the entire area of cities involved. It is part of the time-buying function to determine the extent of individual station coverage, audience delivered, etc. within the area."

NOTE: A service free cross reference showing the location of the listings, will be used under the respective city of license. Paid cross references and/or paid duplicate listings are not permitted for stations whose basic listings appear under combined city headings.

## (3) Routine Listing Service

Available to stations satisfying the following criteria:

### a) Population Size

The FCC city of license has a corporate city population of 25,000 or more ('70 Census), or the licensee is in a city contiguous to the major city and consolidated under the major city heading.

e.g. COLUMBUS (including Worthington), Ohio

e.g. TULSA (including Sand Springs), Okla.

### b) Advertising Acceptance, National and Regional Spot Radio

A station provides evidence of sufficient advertising acceptance (National and Regional Spot) in accordance with the minimum criteria established by SRDS.

### c) Advertising Solicitation, National and Regional Spot Radio

A station actively solicits National and Regional Spot radio advertising and includes SRDS in its marketing plan.

Other radio stations' data have been compacted to serve minimum user requirements.

## (4) Duplicate Listings

(a) Where an AM station is licensed to one city, but places a daytime 10 MV/M signal over 70% of the corporate area of a second city, we would grant a paid duplicate listing under the second city. Engineering contour maps showing the 10 MV/M signal strength must be forwarded for measurement purposes.

(b) The requirement for a paid duplicate listing for an FM Station is a daytime 1 MV/M signal over 70% of the corporate area of the second city. Engineering contour maps showing the 1 MV/M signal strength must be forwarded for measurement purposes.

## (5) Cross References

For a paid cross reference under other than city of license, the station must be (a) a designated outlet for a network system (statement from network is a requirement), and/or (b) maintain a business office and/or studio in the city other than city of license.

The paid cross reference would include either or both of the following, according to the method under which the station would qualify.

a. Call letters, address, and telephone number of office or studio in adjoining city, and a standard reference referring to the basic listing.

b. Call letters, national network affiliation, and a standard reference to the basic listing.



# Standard Rate & Data Service

SPOT RADIO RATES AND DATA  
An SRDS Publication



Data verified/revised for Oct. '73 issue

Published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Rd., Skokie, Ill. 60076. Phones (Chicago) 312-533-1333; (Skokie) 312-956-8500; TWX 910-223-0806.

## PUBLISHER'S EDITORIAL STATEMENT

SPOT RADIO RATES AND DATA is a monthly publication edited for the buyers of spot radio advertising. Editorial content is organized to serve buyers' information needs for AM and FM radio. Each issue contains approximately 6,000 free listings arranged in geographic/alphabetical order. Listings include: personnel, representatives, facilities, time rates, participating programs, special features, etc., arranged under ten uniform, numbered headings. Also, each issue contains annually up-dated market data estimates of population, households, income, retail and store type sales and other media/market indicators for metro areas, counties, and cities, plus related metro area rankings.

## 1. PERSONNEL

Publisher—Harvey A. Harkaway.  
Sales Manager—Leonard J. Kudlata.  
Advertising Production—Dorothy Wulf.  
Advertising Contracts—Patricia Young.  
Manager, Broadcast Services—Raymond M. Nelhengen.  
2. REPRESENTATIVES and/or BRANCH OFFICES.  
New York 10022—Peter Van Akin, Manager, Client Relations, 866 Third Ave. Phone 212-935-7507. TWX 710-531-5396, WU TELEX 125181, RCA INTERNATIONAL TELEX 223289.  
Los Angeles 90048—Joseph S. Fitch, Suite 1012, 6300 Wilshire Blvd. Phone 213-651-2311.

3. COMMISSION AND CASH DISCOUNT  
15% to agencies on display advertising, color and bleed when payment is made within 30 days of invoice date; 2% cash discount—10 days from date of invoice; net 30 days. Invoiced date of issue. No commission or cash discount is allowed on Listing Ads. Listing Heads or production charges.

## 4. GENERAL RATE POLICY

NOTE: Orders are accepted subject to change in rates upon notice from the publisher. Advertising will be billed at rates prevailing at time of insertion.

## ADVERTISING RATES

### CAUTION: NEW RATES

EFFECTIVE JANUARY 1, 1975

See "Future Rate Page" In

Business Publication Rates and Data  
(or contact your district manager)

Effective January 1, 1974. (Card No. 17.)

Issued September 15, 1973.

Card received September 11, 1973.

## 5. BLACK/WHITE RATES

Column inches:	1 tl.	6 tl.	12 tl.	*24 tl.
40"	840.00	770.00	725.00	685.00
30"	680.00	615.00	580.00	550.00
20"	535.00	480.00	440.00	425.00
15"	450.00	415.00	390.00	355.00
10"	330.00	300.00	275.00	260.00
7-1/2"	255.00	230.00	215.00	200.00
5"	205.00	190.00	155.00	150.00

Rate holder minimum—5".

1" — minimum 6 consecutive insertions. Per insertion with agency discount..... 45.00  
no agency discount..... 38.00

## TELL-ALL SPREAD

Column inches:	1 tl.	6 tl.	12 tl.	*24 tl.
60" and over, per inch	23.90	21.85	20.40	19.55
55" to 59", per inch	24.50	22.70	21.25	20.05
50" to 54", per inch	25.50	23.10	21.60	20.85
45" to 49", per inch	26.40	24.25	22.80	21.60

(\* 24-time rate applies when one or more media under the same ownership uses more than 1 position for a minimum of 24 insertions during the schedule year.

One Page Tell-All Unit (per inch)..... 24.70

6 times..... 26.40 24 times..... 23.75

Minimum charge will be for 25 inches of advertising.

## TELL-ALL UNIT

Eight column spread unit, or multiples thereof, consisting of ad and listing, with the listing starting at the top of the first column on the left-hand page. A tell-all unit is a complete eight column spread devoted exclusively to the advertiser's listing and advertisement.

To figure the space available, add up the number of inches of listing (ten inches per column) and subtract the total from 80. The number of inches left over should be devoted to advertising space, with a minimum charge based at least 45 inches of advertising space where one listing appears in the tell-all. If two or more listings appear, the minimum charge is based on 50 inches of display space. In any case, the space left over after the listings are provided for is subject to charge. Colors and bleed, when used, at rates shown under these headings.

## 6. AGENCY DISCOUNT

A 5% discount will be given at termination of contract year to advertisers who contract in advance and then run advertising of 5 inches or larger in every issue. The discount is earned only if SRDS receives a firm order in advance of the appearance of the first insertion which starts the contract year. The 5% discount is rebated to the advertiser at the conclusion of the contract year (not applicable to color charges).

Not applicable to cover positions. Advertising of media in common ownership may not be combined to earn continuity discount.

## 7. COLOR RATES

AAA red, per page or fraction, r.o.p., extra..... 135.  
AAA red, two-page spread, extra..... 155.  
Any other standard AAAA color (blue, green, yellow or orange) per page or fraction, each extra..... 175.

Two-page spread, any standard AAAA color (blue, green, yellow or orange), each, extra..... 215.  
Any matched color per page or fraction, each, extra..... 215.  
Two-page spread, any matched color, each, extra 260.

## 7. COVERS

	1 tl.	6 tl.	12 tl.
1st cover.....	1260.		
2nd or 3rd cover.....	710.	640.	605.
4th cover.....			810.
Backbone.....			465.
Cover gatefold; 2nd or 3rd cover.....			1620.

## 8. INSERTS

No commission or cash discount allowed on tipping-in, back-up or other production charges.

## FURNISHED BY ADVERTISER

Regular black and white page rates apply. Back-up required if one-sided insert; send inserts ready for machine binding.

Inserting charge, extra..... 75.

Charge for tipping-in (if necessary)..... 225.

Back-up charge for one-page inserts, extra..... 60.

Black and white regular page rates apply. Plus following production charges, which are not commissionable, and subject to change:

One page, black and standard AAAA red, including back-up and inserting:

30" unit..... 245. 40" unit..... 280.

Two page, black and standard AAAA red, two sides inserting:

30" unit..... 245. 40" unit..... 280.

Four page, 3 or 4 columns printed offset (any second color), or printed letterpress including red color..... 550.

Colors other than standard AAAA red, each, extra..... 175.

Prevailing cutting prices will be charged for: Inserts printed on paper other than standard white enamel or offset paper and 6 or 8 page inserts and 4-color process printing.

Advertiser will be charged for any necessary artwork at cost, and plates or negatives at cost plus handling.

## MULTI-PAGE INSERTS

Regular six-time or more advertisers using a multi-page insert of five pages or more in one issue, the regular earned black and white space rates apply to the first four pages, but there is a 50% discount on all additional pages of the individual insert. For all others, regular space rates apply. In order for the discount to apply, the advertiser must supply inserts complete and ready for binding.

Regular inserting or tipping-in charges apply.

## SECTION DIVIDER INSERTS

Sold complete, two sides only.

1 time..... 1080. 12 times..... 925.

6 times..... 985.

AAAA red free, any other color, extra..... 175.

## 9. BLEED

All advertising units available in bleed sizes.

Per spread of 2 standard or 2 four-column pages, extra..... 70.

Per 40" unit or fractional page, extra..... 50.

No extra charge for spreads that bleed into the gutter only. A "spread" is defined as a Tell-All unit or two facing 30" units or larger. No charge on inserts or covers.

## 10. SPECIAL POSITION

Preferred position request requiring special handling—20% above the earned space rate or 60.00 minimum charge, whichever is higher.

## 11. CLASSIFIED AND READING NOTICES

### LISTING ADS

Minimum 14 lines, per insertion..... 20.00

Fifteen lines or more, per line..... 1.40

Minimum six consecutive insertions. No agency commission or cash discount.

### EDITORIAL SERVICES

Network Identification, Group Identification, Programming Identification, Multiple Ownership, Representative Logotype (Design subject to SRDS approval), Call Letters, or NAB code subscriber's seal, each, per insertion..... 8.00

Corporate Identification Symbol (design subject to SRDS approval), each, per insertion..... 10.00

Station ID Logotype (design subject to SRDS approval), each, per insertion..... 15.00

Advertising Cross-Reference..... 5.00

Minimum six consecutive insertions. No agency commission or cash discount.

## 14. CONTRACT AND COPY REGULATIONS

See Contents page for location—Items 1, 2, 3, 4, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 28, 29, 30, 31.

## 15. MECH. REQUIREMENTS (O-I Offset from letterpress plates)

### DIMENSIONS

#### Media Listing Pages

	Wide	Deep	Inches
40"	9-1/4"	x 10"	
30" (vertical)	7"	x 10"	
30" (horizontal)	9-1/4"	x 7-1/2"	
20" (vertical)	4-1/2"	x 10"	
20" (horizontal)	7"	x 6-5/8"	
20" (horizontal)	9-1/4"	x 5"	
15" (vertical)	4-1/2"	x 7-1/2"	
15" (horizontal)	9-1/4"	x 3-3/4"	
10" (vertical)	2-3/16"	x 10"	
10" (horizontal)	7"	x 3-5/16"	
10" (square)	4-1/2"	x 5"	
7-1/2" (horizontal)	7"	x 2-1/2"	
5" (vertical)	2-3/16"	x 5"	
5" (horizontal)	7"	x 1-5/8"	
5" (square)	4-1/2"	x 2-1/2"	

40" units: maximum plate width 9-1/4", for gutter bleed 9-3/4" (oversize charged as bleed); bleed plate width 10-7/16".

2-page spreads.

Furnish individual plates for each page instead of complete units.

First cover (bleed—3 sides) plate size..... 7-1/2" x 11-1/4"

Other covers (bleed—4 sides) plate size..... 10-7/16" x 11-1/4"

Section divider (bleed—gutter, top, bottom) plate size..... 7-3/8" x 11-1/4"

Trim size, covers, dividers..... 10-7/16" x 11-1/4"

### Consumer Market Data Pages

Advertising space accepted only in horizontal units. Plate width—9-1/4" in. Bleed plate width—10-7/16" in.

You are there—in SRDS

You or your representative would like to be on hand every time a radio buy is being considered in your market — but you can't always be. SRDS can and is, so the best thing you can do to cover every selling situation is to put your selling story in SRDS to support and substitute for your representative.

Spot Radio Rates and Data is designed to provide complete, current, accurate data on 6,300 commercially licensed radio stations in the U. S. Our publication is used by agency buyers/planners of media and national/regional advertisers. These people rely heavily on all the vital, up-to-date information Spot Radio Rates and Data provides each month:

- list of station representatives
- stations regularly scheduling farm, foreign language, Negro programs
- coded contract regulations
- consumer market data summary: states, census divisions, U. S.
- composite ranking of all U. S. metros by market data categories
- specific rankings of all metros by market data categories, including the actual data
- radio stations in Standard Metropolitan Statistical Areas
- farm market data summary; states, census divisions, U. S.
- farm income by commodities and commodity groups
- 400 leading farm counties ranked by population, gross income and number of farms
- Negro population totals for all U. S. metros plus counties for nine states
- 100 leading metros ranked by Negro population
- Spanish population totals for selected metros and counties in eight states
- regional radio networks and groups

AND — in each State section:

- state media/market map
- consumer market data (CSI, TRS, etc.) for state, all counties, metros and cities
- Negro population data for metros and selected counties in nine states
- state networks and groups

	Plate depth	Bleed plate
40"	10"	11-1/4"
30"	7-1/2"	8-1/4"
20"	5"	5-3/4"
15"	3-3/4"	4-1/2"
10"	2-1/2"	3-1/4"
7-1/2"	1-7/8"	2-5/8"
5"	1-1/4"	2"

## BINDING METHOD

Perfect.

## PRINTING SPECIFICATIONS

Half-tones for body pages 85-line screen preferred, maximum 100-line screen with highlights deep etched to .0035 lines and tone contrasts exaggerated. For covers and inserts—up to 133 screen. Ben Day screens exceeding 50% density are not recommended. Reverse: Reverse plates acceptable but fine line art elements, or type involving fine line serifs or strokes not advisable for good reproduction.

Original plates produce best results. If electros are furnished they should be unused, clean, sharply molded, made from properly etched original plates. Electros must be mounted and not exceed maximum dimensions, including tacking edge or flush mount. Mounting, mortising, repairs, etc., and making of plates charged to advertiser. Can use mats, but printing results from stereotypes not guaranteed. Color register guaranteed only when engraver's proofs are furnished.

No charge for composition from available SRDS typefaces on material received by scheduled set-copy closing date.

Outside composition and late set copy is charged at cost plus handling.

All plates destroyed 12 months after publication unless instructed otherwise.

## INSERTS

Furnish 3 column unit (30") inserts trimmed for 8-1/8" in width (8-1/8" x 11-1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at the top and 1/4" trim at the bottom.

Furnish 40" inserts untrimmed (10-15/16" x 11-1/2"). This allows for 1/8" trim at the binding edge (for Perfect Binding) 1/4" trim at top, 1/2" at side, and 1/4" at bottom.

In both cases, keep important type and illustrations at least 1/2" from gutter and 1/4" from trim edges. Insert stock: Uncoated book paper, maximum weight .0055. Coated book paper, maximum weight 70 lbs. (25 x 38 basis) should calliper not to exceed .0035.

SRDS requests paper samples for inserts supplied by the advertiser for use in SRDS.

Ship all spread inserts unfolded. Allow 1/4" space in the gutter for trim-off in the Perfect Binding process. Minimum quantity required 5,100.

	BLEED	Inches
40"	10-7/16"	x 11-1/4"
30" (vertical)	7-9/16"	x 11-1/4"
30" (horizontal)	10-7/16"	x 8-1/4"
20" (vertical)	5-3/16"	x 11-1/4"
20" (horizontal)	7-9/16"	x 7-3/8"
20" (horizontal)	10-7/16"	x 5-3/4"
15" (vertical)	5-3/16"	x 8-1/4"
15" (horizontal)	7-9/16"	x 5-3/4"
15" (horizontal)	10-7/16"	x 4-1/2"
10" (vertical)	2-13/16"	x 11-1/4"
10" (horizontal)	7-9/16"	x 4-1/16"
10" (square)	5-3/16"	x 5-3/4"
7-1/2" (horizontal)	7-9/16"	x 3-1/4"
5" (vertical)	2-13/16"	x 5-3/4"
5" (horizontal)	7-9/16"	x 2-3/8"
5" (square)	5-3/16"	x 3-1/4"

Type and design matter should be kept a minimum of 3/8" from bleed plate edges to allow for trim.

## 16. ISSUE AND CLOSING DATES

Published monthly; issued last of publication month.

### 1974 CLOSING DATES

Issue:	A	B	C	D
Nov.....	Oct. 1	Oct. 2	Oct. 9	Oct. 11
Dec.....	Oct. 29	Nov. 6	Nov. 6	Nov. 8

All advertising (other than furnished inserts): (A) Set copy. (B) Complete Plates. (C) One side. (D) Complete.

Where advertising material is not received by appropriate closing date, right reserved to repeat previous ad. Cover schedules can be cancelled only on 90 days' notice before closing date.

## 18. CIRCULATION

Established 1919. Per year 63,000\*.

(\* Subscription price includes cost of subscription to change bulletin service and can only be bought in combination.)

Summary data—for detail see Publisher's Statement.

A.B.C. 6-30-74 (6 mos. aver.—Blue BP Form)

Total Non-Paid (Subs) (Single) [Assoc]

4,349 4,349 4,286 63

Average Other Distribution (not included above):

Total 255

TERRITORIAL DISTRIBUTION 5/74—4,384

N.Eng. Mid Atl. E.N.Cen. W.N.Cen. S Atl. E.S.Cen.

A.189 1,295 832 308 507 151

W.S.Cen. Mtn.St. Pac.St. Canada Foreign Other

283 108 595 40 4 66

## BUSINESS ANALYSIS OF SUBSCRIPTIONS

TL Total.

1 —Adv. agencies.

2 —National advertisers.

3 —Publishers & publishers' reps.

4 —Radio & TV stations & their reps.

5 —Gov't, public libraries, education institutions & other business firms.

TL 1 2 3 4 5

4318 2250 743 42 796 486



# TELLING

**Tell Buyers What They Need To Know . . .** hard facts about your station and your market to serve the buyer at the point of purchase! Here are some of the points most buyers say they want to know about your radio station:

## Your Station

### Coverage - Audience Characteristics

- Station coverage by measured contours (0.5 MV/M and 0.1 MV/M), by ARB and/or Pulse survey areas
- composition of audience — urban, farm; by age, sex, income, education; by ethnic/language groups
- population, income, sales by designated areas
- special penetration studies

### Programming - Ratings

- programming structure, daytime and nighttime (e.g. talk, news, pop/light/serious music)
- amount and kind of sports/news/recreational programming
- amount of simulcast AM / FM programming
- station personalities and special-audience programs (farm, teen, foreign language)
- programs available for participation or full sponsorship
- comparative rating data by dayparts (drivetimes, daytime, late evening); comparisons of shares, ratings, quarter-hour of cume audiences for single or combined dayparts
- breakouts by age/sex demographics
- audience data against previous years

### Identification, Policies, Facilities, Time Costs

- ownership, network or group affiliation
- channel, frequency and power
- studio and mobile facilities
- discount availabilities, package plans
- cost-per-thousand listeners

### Advertiser Acceptance

- number of national and local sponsors; prestige accounts
- sponsor-renewal trend in current, past years
- mail or telephone response to commercials, offers, contests
- test market campaigns and results

### Special Services

- special station studies or surveys on market potential, buying habits
- all media reach/impact comparisons with radio, newspapers, etc.
- merchandising services to all advertisers

## Your Market

### Market Area Map

- engineering contour map showing daytime and/or nighttime coverage by measured contours
- coverage data based on accepted research and **sourced**
- county lines, major cities, urban, suburban, and farm areas outlined

### Market Size, Population & Households

- totals within coverage areas plus breakdowns by urban, farm, ethnic, etc.
- ranking within state, nation or metro area
- per cent of state, regional, U. S. population (also gain in per cent)
- characteristics (age patterns by sex, education; economic data by census tracts, age groups)
- home ownership data

### Economic Factors—Consumer Spendable Income and Retail Sales

- totals by designated areas; all households, per household
- ranking (national, state, metro area)
- per cent of U. S., region, state (also gain in per cent)
- gross farm income by area totals, gains, comparison with other farm markets, and by ranking
- totals by type of retail outlet (drug, food, automotive, service station)
- comparisons of city, county, metro sales-to-CSI ratios vs. other markets
- sales by ethnic groups (Spanish, Negro, etc.)

### Special Market Characteristics

- marketing patterns (retail trade activity and special factors, such as tourist trade)
- estimates of sales to non-residents
- industry diversification (types, number of plants, total wage earners in each)
- new and expanded industry; leading manufacturers; payroll and wage average
- military installations (number of military and civilian personnel)
- transportation facilities, utilities, schools and universities, banking institutions

# SELLING

The best way to reach planners and buyers of radio is with an ad next to your listing in SRDS Spot Radio. Your ad will be noticed and read by the people **actually making a buy** in your market. Research has proven this time and time again.

For example, in an ongoing 1974 report of spot radio buying activity, conducted nation-wide by phone, every single respondent was actively engaged in planning or buying spot radio. Of these planners and buyers, 99% confirmed they use Spot Radio Rates & Data, and 75% said they use it **daily or weekly**.

SRDS Spot Radio in 1973 far surpassed every other competing publication in the advertising categories surveyed:

- Maintained 1-1/2 times as many radio station accounts as the number two publication.
- Was selected by 58% of all radio station accounts which ran in only one publication, exclusively.
- Ran more insertions than all other publication **combined** — 67% of the total.
- Carried more than 40% of all ad pages run in all publications **combined**.
- Carried 57 of the 58 12-time, once-a-month radio station ad schedules.

Spot radio planners and buyers use — and re-use — Spot Radio Rates & Data. A Service-Ad next to your listing will sell your market and medium when and where it counts.

**Selling Time Thru Space . . .** Whatever you can say to help buyers buy time on your station should be said in SRDS. This literature spells out the advantages of advertising in SRDS. It's yours for the asking.

### Patterns of Success

Want a larger share of the advertising dollars that will be spent this year? Four studies of advertising/sales relationships made during four recession periods show parallel "Patterns of Success" in competitive markets that may have great significance for sellers of advertising.

### Change Creates Opportunity

Change means re-evaluation and re-evaluation means SRDS is used. Apply SRDS aggressively as a competitive weapon. Take advantage of any change in the economy in order to keep your competitor off balance.

**Do You Sometimes Wonder if Media Sales Promotion Pays Off?** Here's a presentation of the John E. Morill study of business advertising effectiveness, showing that product preference, share of customers and dollars are greater when sales of advertising work together, than when sales calls work alone.

### WIXY/WDOK-FM

A discussion about the portion of the total sales communication WIXY and WDOK-FM assign to SRDS and how well it works for them.

**In SRDS, You Are There . . . selling by helping people buy.**

### Here is How Some Media Sellers Have Solved Sales Problems

A folder of exceptional SRDS Service-Ads showing how alert media sellers have taken advantage of the unique marketplace SRDS makes available to them.

**Sellers of Advertising . . . No Shoeless Shoemakers' Children They**

Realizing the total sales communication task cannot be accomplished by personal contacts alone, 1700 media sellers know **THEY ARE THERE** when they advertise in SRDS.

### The Loneliest Man in Town

A saga of the lonely Spot Radio buyer's **ONLY** companion in his moment of decision throughout the planning/buying process — Spot Radio Rates and Data!

### What's in SRDS for You?

For the man with space or time to sell, exposure to the traffic in SRDS makes your service-ad an enterprising selling tool, appearing at the times your prospects are taking positive buying actions.

### KIOA Case History

Two top men responsible for generating profitable sales volumes for KIOA discuss the contribution of Standard Rate ads to KIOA's successful sales effort.

## SPOT RADIO RATES and DATA



published by **Standard Rate & Data Service, Inc.**

5201 Old Orchard Road, Skokie, Illinois 60076

Harvey A. Harkaway, Publisher

(312) 583-1333 • (312) 966-8500

Other Sales Offices: New York • Los Angeles

# Promotional Dates

## NOVEMBER '74

- 1-30 National Model Railroad Month
- One Nation Under God Month
- Raisin Bread Month
- 3-9 Cat Week International
- National Double Talk Week
- 5 Election Day
- 8-Dec. 18 Jewish Book Month
- 10-16 Diabetes Week
- World Fellowship Week
- 11-17 National Children's Book Week
- Youth Appreciation Week
- 12-Jan. 1, 1975 Christmas Seal Campaign
- 15 Sadie Hawkins Day
- 15-Jan. 1, 1975 Holidays Are Pickle Days
- 17-23 Asparagus Week
- 21-24 St. Petersburg Sailboat Show
- 21-Dec. 17 Aviation Month International
- 21-Jan. 1, 1974 National Indigestion Season
- 22-28 National Farm-City Week
- 24-30 Latin America Week
- 28 Thanksgiving Day

## DECEMBER '74

- 1-7 National Mimicry Week
- 1-31 Butter Cookie Time
- 9 Hanukkah
- 11 Junior Chamber International Day
- 25 Christmas

## JANUARY '75

- 1 New Year's Day
- 1-31 National Blood Donor Month
- Break A Cold Month
- National Egg Month
- National Wheat Bread Month
- 1-Apr. 30 Louisiana Yam Supper Season
- 5-11 Save The Fun Week
- 9-15 National Boat Show
- 12-18 Printing Week
- 13 World Religion Day
- 15-31 Large Size Promotion
- 17-18 Congress of America's Ten Outstanding Young Men
- 17-19 International Kitefliers' World Championship Flyoff
- 18 Benjamin Franklin Birthday
- Kite Flying Competition
- 19-25 Jaycee Week

## FEBRUARY '75

- 1-28 American Heart Month
- American History Month
- Boy Scouts of America Anniversary Celebration
- National Cherry Month
- Parade of American Music
- 2 Ground Hog Day
- 2-8 National Children's Dental Health Week
- Protect Gagwriter Week
- 3-7 National Pay Your Bills Week
- 8-9 Boy Scouts of America Scout Sabbath & Scout Sunday
- 9-15 National Crime Prevention Week
- National Electrical Week
- National Negro History Week
- 11 International Pancake Day
- 12 Ash Wednesday
- Lincoln's Birthday
- 13-22 National Kraut and Frankfurter Week
- 14 Valentine's Day
- 15-Mar. 1 National Advertised Brands Promotion
- 15-22 Future Farmers of America Week
- 16-23 Brotherhood Week
- 17-22 Catholic Book Week
- 22 Washington's Birthday
- 24-Mar. 30 Easter Seal Campaign
- 25 Purim
- 28 Bachelor's Day

## MARCH '75

- 1-7 National Weights & Measures Week
- Return The Borrowed Books Week
- 1-31 Buttermilk Bread Month
- International Hamburger and Pickle Month
- National Name Plate Month
- National Peanut Month
- Red Cross Month
- Youth Art Month

- 1-June 15 Milk Fed Spring Lamb Season
- 2-8 Future Funny Girl Week
- Save Your Vision Week
- 3-8 National Procrastination Week
- 7 World Day of Prayer
- 9 Girl Scout Sunday
- 9-15 Girl Scout Week
- 10-16 Philatelic Literature Week
- 16-22 National Poison Prevention Week
- National Wildlife Week
- National Salesmen's Week
- 17 Camp Fire Girls Founders Day
- St. Patrick's Day
- 21 Earth Day
- 23-29 Camp Fire Girls Birthday Week
- 24 National Agriculture Day
- 27 Passover
- 28 Good Friday
- 30 Easter Sunday
- National Shut-In Day

## APRIL '75

- 1-7 National Laugh Week
- Publicity Stunt Week
- 1-30 America's Heartland Development Month
- American Lawn and Garden Month
- April Cancer Crusade
- Freedom Shrine Month
- National Automobile Month
- National Home Improvement Month
- National Home Month
- Paradise In April
- 5-12 Let's All Play Ball
- 5-13 Puyallup Valley Daffodil Festival
- 6-12 Harmony Week
- 7 World Health Day
- 13-19 Consumer Credit Week
- National Library Week
- 15-May 31 California Strawberry Festival
- 18-27 National Artichoke Week
- 19-May 3 Baby Week
- 20-26 National Coin Week
- National YWCA Week
- Secretaries Week
- Youth Temperance Education Week
- 21-26 Bike Safety Week
- Tableware Week
- 23 Secretaries Day
- 24-May 10 Happy Homes Value Sales

## MAY '75

- 1 Annual Give Your Girl A Pearl Day
- 1-4 Washington State Apple Blossom Festival
- 1-31 Hearing & Speech Month
- International Air Travel Month
- May Is Luggage and Leather Goods Month
- National Radio Month
- National Tavern Month
- National White Bread Month
- Personal Affairs Month
- Senior Citizens Month
- 1-Sept. 30 Yams For Summertime Easy Livin'
- 3 American Comedy Day
- Apple Blossom Festival (Gettysburg)
- 2-4 Shenandoah Apple Blossom Festival (Virginia)
- 4 Humane Sunday
- Mother-In-Law Day
- 4-10 American Camping Week
- Be Kind To Animals Week
- National Goodwill Week
- National Music Week
- Senior Comedians Week
- 8 World Red Cross Day
- 9-15 National Foot Health Week
- 10-17 Let's Go Fishing
- 11 Mother's Day
- 11-17 National Hospital Week
- National Insect Electrocuter Week
- National Transportation Week
- 11-June 15 Senior League Month
- 12-18 National Salvation Army Week
- 14-17 Holland Tulip Time Festival
- 16 National Defense Transportation Day
- Shabuoth
- 17 Armed Forces Day
- 22-31 International Pickle Week
- 26 Memorial Day

## JUNE '75

- 1-7 National Humor Week
- 1-30 Cat and Kitten Month
- Dairy Month
- Fight The Filthy Fly Month

- 1-Sept. 1 Washington, D. C. Summer Jubilee
- 5 World Environment Day
- 8 Race Unity Day
- 8-14 Little League Baseball Week
- 14 Flag Day
- 15 Father's Day
- 21 National Hollerin' Contest
- 22-28 Amateur Radio Week
- 24-27 U. S. Jaycees National Convention
- 27-July 4 Freedom Week
- 29-July 5 National Safe Boating Week

## JULY '75

- 1-31 Buy Rye Bread Month
- July Is Souvenir Month
- National Barbeque Month
- National Hot Dog Month
- 1-Aug. 30 Cookout Season
- 4 Independence Day
- 5-12 Let's Play Tennis
- 6-12 Future Funny Man Week
- 7-12 National Cherry Festival
- 8-10 Windjammer Days
- 25-31 National Farm Safety Week
- 31-Aug. 3 Maine Seafoods Festival

## AUGUST '75

- 1 USA Sports Day
- 1-7 National Clown Week
- 1-31 August is Sandwich Month
- Monogram Your Gift Month
- 3-9 International Humor Exchange Week
- 4-9 National Smile Week
- 4-10 Turtles International Awareness Week
- 8 International Character Day

## SEPTEMBER '75

- 1 Labor Day
- 1-7 International Smoke A Pipe Week
- 1-30 American Youth Month
- Check-up and Lock-up Month
- Lessons In Truth Month
- National Better Breakfast Month
- National Potato Bread Month
- 1-Nov. 30 Autumn Harvest Lamb Season
- 4-13 National Spanish Green Olive Week
- 6 Rosh Hashana
- 7-13 Comedy Appreciation Week
- 10-13 Pendleton Round-up & Happy Canyon
- 13 National Popcorn Farmers Day
- 15 Yom Kippur
- 15-21 National Knit & Sweater Week
- 17 Citizenship Day
- 18-27 Pickle-Tickle Time
- 20 Succoth
- 21 Press Sunday
- 21-25 World Peace Day
- American Newspaper Anniversary Week
- 21-27 National Dog Week
- 25-Oct. 11 Golden Value Days
- 26 American Indian Day
- 27 Kiwanis Kids' Day
- 28 Gold Star Mothers Day

## OCTOBER '75

- 1-31 American Home Gardening Month
- Cheese Festival
- Egtober
- It's Fish'n Seafood Time
- Let's Go Hunting Month
- National Restaurant Month
- National Wine Festival
- Pizza Festival Time Month
- Yambilee
- 5 Father-in-Law Day
- 5-11 National 4-H Week
- Pass The Laugh Week
- 6-12 International Letter Writing Week
- 7 National Day of Bread
- 9-18 National Macaroni Week
- 12-18 International Credit Union Week
- National Y-Teen Week
- 13 Columbus Day
- 19-25 National Forest Products Week
- 24 United Nations Day
- 24-31 National Popcorn Week
- 26-Nov. 1 American Education Week
- 27 Navy Day
- Veterans Day
- 31 Halloween



# SRDS Spot Radio Coded Contract Regulations

## Coded Format for Spot Radio

### A code program designed to make it easier to estimate and buy Spot Radio

Regulations, operating policies and procedures common to the greater number of radio stations have been arranged in code form for efficiency in usage by advertising agency personnel and to extend to every radio station the opportunity of listing all of the standard provisions that apply in the handling of national accounts.

The station rate policies and practices represented by code numbers and letters have been selected based on uniformity and frequency of appearance in station listings. Provisions not readily adaptable to the coding procedure and those not appearing in sufficient frequency to warrant codes are retained in station listings.

The SRDS Radio Coded Contract Regulations guarantee that every standard regulation can be quickly identified by number and letter. Regulations have been grouped insofar as possible under related headings. The numbers and letters in each group will come to be associated with their respective headings (such as code 61 under Continuing Discounts).

Numbered codes based on the numbers and letters encircled by station officials appear in each radio station listing under the listing segment number "5: GENERAL ADVERTISING." Note following example:

**5. GENERAL ADVERTISING** See coded regulations,  
General: 1b, 3a, 3d, 4a, 5, 6b, 7b, 8.  
Rate Protection: 10c, 11c, 12c, 13c, 14b, 16.  
Basic Rates: 20b, 21a, 21c, 24a, 27, 29a, 30.  
Contracts: 40a, 41, 42a, 44b, 46, 51b, 51c.  
Comb.; Cont. Discounts: 60d, 60e, 60f, 61a, 61b, 62a,  
62d.  
Cancellation: 70a, 70c, 71a, 72, 73b.  
Production Services: 80, 82.

The headings for the categories shown in the Code are repeated (as indicated above) in the individual code in each station listing for ready reference.

### Station Approval/Acceptability of Products Acceptability of Programming

- 1a. Length of commercial copy: In accordance with NAB standards.
- 1b. Length of commercial copy: In accordance with NAB standards subject to specified exceptions.
- 2a. This rate card is published for the convenient reference of advertisers and agencies and is not an offer of facilities.
- 2b. A contract for time between station and client is subject to the terms and conditions of licenses of station from any governmental authority, and to all federal, state or municipal laws and regulations now and hereafter in force.
- 3a. All programs and announcements subject to approval.
- 3b. Consult station management concerning products and services considered unacceptable.
- 3c. Type of audience and program balance may affect acceptability of product, program or continuity for specific time periods. Check with station and/or representatives in advance of order.
- 3d. Station reserves the right to refuse or discontinue any advertising for reasons satisfactory to itself.  
Alcoholic Beverages:
  - 4a. Beer and wine advertising acceptable.
  - 4b. Beer and wine advertising not acceptable.
  - 4c. Hard liquor advertising acceptable.
  - 4d. Hard liquor advertising not acceptable.
5. Political: Regular rates apply. Payment in advance. Time and facilities sold on the basis of conformity with station policies, the Communications Act and governmental rules and regulations.
- 6a. Sponsored religious programs carried.
- 6b. Sponsored religious programs not carried.
- 7a. Foreign language programs acceptable.
- 7b. Foreign language programs not acceptable.
8. Per Inquiry: "P.I." advertising not acceptable.

### Rate Protection

10. Rate protection—ANNOUNCEMENTS (Fixed)  
To continuous advertisers from effective date of increase:
  - a. 12 months
  - b. 6 months
  - c. 3 months
  - d. 26 weeks
  - e. 13 weeks
  - f. 4 weeks
  - g. 90 days
  - h. 30 days
  - i. 28 days
11. Rate Protection—ANNOUNCEMENTS (Preemptible)  
To continuous advertisers from effective date of increase:
  - a. 12 months
  - b. 6 months
  - c. 3 months
  - d. 26 weeks
  - e. 13 weeks
  - f. 4 weeks
  - g. 90 days
  - h. 30 days
  - i. 28 days
12. Rate Protection—PLANS  
To continuous advertisers from effective date of increase:
  - a. 12 months
  - b. 6 months
  - c. 3 months
  - d. 26 weeks
  - e. 13 weeks
  - f. 4 weeks
  - g. 90 days
  - h. 30 days
  - i. 28 days
13. Rate Protection—PARTICIPATIONS  
To continuous advertisers from effective date of increase:
  - a. 12 months
  - b. 6 months
  - c. 3 months
  - d. 26 weeks
  - e. 13 weeks
  - f. 4 weeks
  - g. 90 days
  - h. 30 days
  - i. 28 days
14. Rate Protection—PROGRAMS  
To continuous advertisers from effective date of increase:
  - a. 12 months
  - b. 6 months
  - c. 3 months
  - d. 26 weeks
  - e. 13 weeks
  - f. 4 weeks
  - g. 90 days
  - h. 30 days
  - i. 28 days
- 15a. Rate protection allowed to alternate week program advertisers.

# SRDS Spot Radio Coded Contract Regulations

- 15b. Rate protection guaranteed for duration of contract.
- 15c. Protection period as stated, exception of the provision requiring continuous advertising.
- 15d. 52-Week Guarantee: Advertiser who places an order for 52 consecutive weeks of advertising (minimum per week: 6 one-minute announcements or a total of 15 minutes in program units) will be guaranteed for those 52 consecutive weeks the rate card(s) stipulated at the start of schedule. Advertiser will also be protected for 6 months from date of any rate increase effective during the second 26 of the 52 consecutive weeks of advertising.
- 15e. Rate protection guarantee: To consecutive week or A.I.D. Plan advertisers, rates will be guaranteed for the duration of that contract (not to exceed one year) or 13 weeks from the effective date of a new rate, whichever is longer. A hiatus, if part of the original order, will not be considered an interruption in schedule.
16. All rate protection prevails so long as a frequency of not less than 1 broadcast per week is maintained.

## Basic Rates and Discounts

- 20a. Rates subject to change without notice.
- 20b. Station reserves the right to change its rates effective on such date as it may announce.
- 21a. Basic rates include transmitter services of one staff announcer and recorded music for commercials. Basic rate does not cover programs or announcements using live talent, extra personnel or extra production facilities.
- 21b. Basic rates quoted do not include special facilities (studio, remote charges) or talent, announcers, directors, or special technical facilities.
- 21c. Rates show net costs after deduction of all applicable discounts.
- 21d. Rates and discounts apply to the products of a single advertiser.
- 22a. Rates quoted are for time only.
- 22b. Rates include presentation of commercial transcriptions.
- 22a. Rates include music copyright fees.
- 23b. Time rates include music performing rights fees only on compositions which station approves and for which station assumes liability.
- Rates and discounts based—
- 24a. on consecutive weeks of broadcasting.
- 24b. on number of broadcasts per year.
- 24c. on the number of broadcasts per week.
- Announcements between rate classifications—
- 25a. take the higher rate.
- 25b. take the later rate.
- 25c. take the lower rate.
26. Rates for periods longer than 1 hour in exact proportion to the 1-hour rate.
27. Starting time of announcements determines rate classification.
- 28a. Discounts allowed retroactively on number of broadcasts given within 1 year.
- 28b. No retroactive discounts allowed.
- 28c. No cash rebates.
- 29a. Frequency discounts must be earned within 1 year from initial broadcast.
- 29b. Frequency discounts for announcements are contingent upon completion of entire contracted schedule in consecutive weeks within 1 year.
30. Plans must be so designated at time of purchase.
31. All plans must run on a consecutive weekly basis.
- 32a. Contiguous rates granted on non-contiguous programs.
- 32b. Contiguous rate purchases not allowed.
- Rateholder — Minimum schedule of:
- 33a. 1 announcement per week.
- 33b. 3 announcements per week.
- 33c. 5 announcements per week.
- 33d. 6 announcements per week.

## Contracts, Acceptance/Requirements

- 40a. Accepts AAAA copyrighted contract.
- 40b. Does not accept AAAA copyrighted contract. Station contract forms available.
- 40c. Accepts AAAA copyrighted contracts with certain exceptions; modified contract forms available.
41. All proposals subject to prior sale.
- Contracts accepted not more than—
- 42a. 30 days in advance.
- 42b. 60 days in advance.
- 42c. Firm contracts for programs or announcements of 13 weeks or more will be accepted not more than 30 days in advance of starting date.
- 42d. Firm contracts for programs or announcements of 13 weeks or more accepted not more than 60 days in advance of initial broadcast.
43. Schedules must start within 30 days of contract date.
- 44a. One year contracts will be accepted for the purpose of earning frequency discounts.
- 44b. 52 week contracts will be accepted for the purpose of earning frequency discounts.
45. Maximum length of contract 1 year.
46. No periods sold in bulk for resale.
- 47a. All program units 30 seconds less than indicated.
- 47b. All program units 35 seconds less than indicated.
- 47c. All program units 40 seconds less than indicated.
- 47d. All program units 42 seconds less than indicated.
- 47e. All program units 60 seconds less than indicated.
48. Announcements and station breaks may be moved to other periods on 24 hours' notice. If a mutually agreeable substitute time and/or day cannot be determined the specific time period may be cancelled without affecting the balance of the contract.
49. Advertisers participating in group broadcasts are required to make individual contracts subject to card rates and regulations.
50. Programs and longer length announcements take priority over shorter programs and announcements.
- 51a. Rates applicable on any contract are those rates in effect on the date of the first broadcast.
- 51b. Additions to schedules will be sold on the current rate card in effect at the time the additions are ordered and confirmed.
- 51c. Station will not split rate cards. Advertisers must abide by rates and conditions of only 1 card during protection periods when more than 1 card may be in effect.

## Combinability

- 60a. Programs and announcements cannot be combined to earn discounts.
- 60b. Programs and announcements may be combined to earn discount on announcements only.
- 60c. Announcements and programs of five minutes or more cannot be combined to earn discounts.
- 60d. Participations and announcements may be combined to earn discounts.
- 60e. 1-minute, 30-second, 20-second and ID announcements may be combined to earn discounts.
- 60f. All announcements, regardless of length or classification, may be combined to determine discounts.
- 60g. 1-minute, 20/30-second announcements may be counted to earn frequency for 10-second (ID) announcements, but not vice-versa.
- 60h. All plans can be combined for greater frequency discount.
- 60i. Multiple products of same parent company may combine for all applicable discounts.
- 60j. Programs and announcements may be combined to earn lower rates.
- 60k. One minute and thirty second announcements may be combined to earn higher discount rate.

## Continuing Discounts/Renewal

- 61a. Schedules maintained without interruption after one year period will continue to be billed at earned discounts. After first year advertiser may continue at same discount until schedule is reduced or interrupted. This schedule is not subject to short rate.
- 61b. Service which has been maintained for 52 consecutive weeks and continues weekly, without lapse, will receive same frequency or the frequency applicable to that portion of the service which continues.
- 61c. To earn continuing discounts advertiser must begin new contract period for quantity discount purposes.
- 62a. Renewal: Advertisers must renew 4 weeks prior to the last scheduled broadcast date to insure broadcast without lapse.
- 62b. Contracts may be renewed providing there is no interruption in service on 28 days' written notice for programs; 14 days' for announcements.
- 62c. Contracts may be renewed providing there is no interruption in service on 35 days' written notice for programs; 28 days' for announcements.
- 62d. Contract renewals subject to rates in effect at time of renewal.
- 62e. In the event of revision of station rates or discounts any continuous broadcasts may be extended at the same rates and discounts for a period of 52 weeks from the effective date of revision.

## Cancellation/Preemption

### (Programs)

Program contracts subject to cancellation—

- 70a. on 28 days' prior written notice.
- 70b. on 28 days' prior written notice but no such termination shall be effective until 13 weeks after the start of broadcasting.

### (Announcements)

Announcement contracts subject to cancellation—

- 70c. on 14 days' prior written notice.
- 70d. on 14 days' prior written notice but no such termination shall be effective until 4 weeks after the start of broadcasting.
- 70e. Schedules may be terminated by either party giving the other two weeks' prior notice, but no such termination shall be effective until two full broadcast weeks, as contracted for, have been broadcast following receipt of such notice.

- 71a. Cancelled contracts subject to short rate.
- 71b. Cancelled contracts not subject to short rate.
72. In the event that the station finds it necessary to preempt all or any part of the service for which an advertiser has contracted, without previous notice, it is understood that cancellation of charges for same will be the maximum liability of station. Station is to have sole discretion as to necessity for such preemption.

- 73a. All programs and announcements subject to cancellation by the station for broadcasts of significant events in the public interest.
- 73b. All programs and announcements are subject to interruption or cancellation for broadcasts of significant events without affecting rate of frequency discount to which advertiser would otherwise be entitled.

## Production Services

80. Advisory services of the program and technical departments in arranging and presenting programs are available to clients at no charge. A charge will be made for programs requiring special production.
81. Talent, mimeographing of scripts and continuity and related production services are subject to extra charges.
82. Remote pick-up facilities, mobile units, extra.



# Call Letter Index, AM Radio Stations

CFOS—Port Frances, Ont.  
(International Falls, Minn.)  
CKLV—Windsor, Canada  
(Detroit Urban Area)  
KAAA—Kingman, Ariz.  
KAAP—Santa Paula Calif.  
KAAT—Denver, Colo.  
KAAV—Little Rock, Ark.  
KABC—Los Angeles, Calif.  
KABL—Abilene, Kans.  
KABK—Oakland, Calif.  
KABQ—Albuquerque, N. M.  
KABR—Aberdeen, S. D.  
KACE—Riverside, Calif.  
KACT—The Dallas, Oregon  
KACT—Andrews, Tex.  
KACY—Port Hueneua, Calif.  
KADA—Ada, Okla.  
KADL—Pine Bluff, Ark.  
KADS—Elk City, Okla.  
KAFF—Santa Fe, N. M.  
KAFF—Flagstaff, Ariz.  
KAFF—Bakersfield, Calif.  
KAGB—Winona, Minn.  
KAGH—Crossett, Ark.  
KAGI—Grants Pass, Oregon  
KAGO—Klamath Falls, Ore.  
KAGT—Anacortes, Wash.  
KAGY—Port Sulphur, La.  
KAHI—Auburn, Neb.  
KAHL—North Platte, Neb.  
KAHU—Waipahu, Hawaii  
KAIN—Honolulu, Hawaii  
KAIN—Nampa, Idaho  
KAIH—Tucson, Ariz.  
KAJN—Crowley, La.  
KAJO—Grants Pass, Ore.  
KAKC—Tulsa, Okla.  
KAKK—Wichita, Kans.  
KALB—Alexandria, La.  
KALE—Richland, Wash.  
KALG—Alamogordo, N. M.  
KALI—San Gabriel, Calif.  
KALJ—Salt Lake City, Utah  
KALM—Thayer, Mo.  
KALN—Toledo, Kans.  
KALO—Little Rock, Ark.  
KALT—Atlanta, Tex.  
KALV—Alva, Okla.  
KAMA—El Paso, Tex.  
KAMD—Camden, Ark.  
KAMI—Cozad, Neb.  
KAML—Kenedy-Karnes City, Tex.  
KAMO—Hogers, Ark.  
KAMP—El Centro, Calif.  
KAMX—Albuquerque, N. M.  
KANA—Anaconda, Mont.  
KAND—Corsicana, Tex.  
KANE—New Iberia, La.  
KANI—Wharton, Tex.  
KANN—Ogden, Utah.  
KANP—Anoka, Minn.  
KANS—Larned, Kans.  
KAOH—Duluth, Minn.  
KAOK—Lake Charles, La.  
KAOL—Carrollton, Mo.  
KAPA—Raymond, Wash.  
KAPB—Marksville, La.  
KAPC—San Antonio, Texas  
KAPI—Pueblo, Colo.  
KAPR—Douglas, Ariz.  
KAPS—Mount Vernon, Wash.  
KAPY—Port Angeles, Wash.  
KARE—Atchison, Kan.  
KARI—Blaine, Wash.  
KARM—Fresno, Calif.  
KARR—Little Rock, Ark.  
KARS—Belen, N. M.  
KART—Jerome, Idaho  
KARV—Russellville, Ark.  
KARY—Prosser, Wash.  
KASA—Phoenix, Ariz.  
KASH—Eugene, Ore.  
KASI—Ames, Iowa  
KASL—Newcastle, Wyo.  
KASM—Albany, Minn.  
KASO—Minden, La.  
KAST—Astoria, Ore.  
KASY—Auburn, Wash.  
KATA—Arcata, Calif.  
KATE—Albert Lea, Minn.  
KATI—Casper, Wyo.  
KATT—Miles City, Mont.  
KATO—Safford, Ariz.  
KATQ—Texarkana, Tex.  
KATR—Eugene, Ore.  
KATY—San Luis Obispo, Calif.  
KATZ—St. Louis, Mo.  
KAUS—Austin, Minn.  
KAVA—Burney, Calif.  
KAVI—Rocky Ford, Colo.  
KAVE—Carlsbad, N. M.  
KAVL—Lancaster, Calif.  
KAVR—Apple Valley, Calif.  
KAWA—Waco-Marlin, Tex.  
KAWL—York, Neb.  
KAWT—Douglas, Ariz.  
KAWV—Heber Springs, Ark.  
KAYC—Beaumont, Tex.  
KAYE—Puyallup, Wash.  
KAYL—Storm Lake, Iowa  
KAYO—Seattle, Wash.  
KATQ—Kansas City, Mo.  
KATY—Hays, Kans.  
KAYT—Runert, Idaho  
KAZA—Gilroy, Calif.  
KBAB—Indianola, Iowa  
KBAD—Carlsbad, N. M.  
KBAL—Morro Bay, Calif.  
KBAL—San Saba, Tex.  
KBAM—Longview, Wash.  
KBAN—Bowie, Tex.  
KBAT—Burley, Idaho  
KBBA—Benton, Ark.  
KBBB—Borger, Tex.  
KBBY—Yakima, Wash.  
KBBQ—Ventura, Calif.  
KBBR—North Bend, Ore.  
KBBR—Buffalo, Wyo.  
KBBT—Lincoln, Calif.  
KBCL—Shreveport, La.

KBDF—Eugene, Ore.  
KBEA—Mission, Kans.  
KBEC—Waxahachie, Tex.  
KBEE—Modesto, Calif.  
KBEL—Idabel, Okla.  
KBEN—Carrizo Springs, Tex.  
KBEL—San Antonio, Tex.  
KBES—Bellevue, Wash.  
KBET—Heno, Nev.  
KBEW—Blue Earth, Minn.  
KBFS—Belle Fourche, S. D.  
KBFW—Bellingham, Wash.  
KBGI—Menphis, Tex.  
KBGN—Caldwell, Idaho  
KBHB—Sturgis, S. D.  
KBHC—Nashville, Ark.  
KBHM—Branson, Missouri  
KBHS—Hot Springs, Ark.  
KBIB—Monette, Ark.  
KBIF—Fresno, Calif.  
KBIL—Liberty, Mo.  
KBIM—Roswell, N. M.  
KBIS—Bakersfield, Calif.  
KBIX—Muskegoe, Okla.  
KBIZ—Ottumwa, Iowa  
KBJM—Lemmon, S. D.  
KBJT—Fordyce, Ark.  
KBKR—Baker, Ore.  
KBKW—Abotsman, Wash.  
KBLC—Lakewood, Calif.  
KBLE—Seattle, Wash.  
KBLF—Red Bluff, Calif.  
KBLL—Blackfoot, Idaho  
KBLL—Helena, Mont.  
KBLL—Bolivar, Ark.  
KBLS—Kearney, Neb.  
KBLV—Logan, Utah  
KBMI—Henderson, Nev.  
KBMN—Bozeman, Mont.  
KBMO—Benson, Minn.  
KBMR—Bismarck, N. D.  
KBMW—Breckenridge, Minn.  
KBMY—Billings, Mont.  
KBND—Bend, Ore.  
KBQA—Kennett, Mo.  
KBQE—Oskaloosa, Iowa  
KBQI—Boise, Idaho  
KBOK—Malvern, Ark.  
KBOL—Boulder, Colo.  
KBON—San Bernardino, Calif.  
KBOP—Pleasanton, Tex.  
KBOR—Brownsville, Tex.  
KBOW—Butte, Mont.  
KBOS—Dallas, Tex.  
KBQY—Medford, Ore.  
KBRB—Ainsworth, Neb.  
KBRK—Mount Vernon, Wash.  
KBRU—Cedar City, Utah  
KBRF—Pergus Falls, Minn.  
KBRJ—Brinkley, Ark.  
KBRJ—Boise, Idaho  
KBRK—Brookings, S. D.  
KBRM—McCook, Neb.  
KBRN—Brighton, Colo.  
KBRQ—Bremerton, Wash.  
KBRR—Leadville, Colo.  
KBRK—Springdale, Ark.  
KBRV—Avalon, Calif.  
KBRV—Soda Springs, Ida.  
KBRX—O'Neill, Neb.  
KBRZ—Freeport, Tex.  
KBSE—Springhill, La.  
KBSS—Crane, Tex.  
KBST—Big Spring, Tex.  
KBTA—Batesville, Ark.  
KBTC—Houston, Mo.  
KBTM—Jonesboro, Ark.  
KBTN—Neosho, Mo.  
KBUB—Sparks, Nev.  
KBUC—San Antonio, Tex.  
KBUD—Athens, Tex.  
KBUG—Springfield, Mo.  
KBUH—Brigham City, Utah  
KBUK—Houston, Tex.  
KBUL—Wichita, Kans.  
KBUN—Bemidji, Minn.  
KBUR—Burlington, Iowa  
KBUS—Meria, Tex.  
KBUY—Fort Worth, Tex.  
KBUZ—Mesa, Ariz.  
KBVD—Brownwood, Tex.  
KBXM—Kennett, Mo.  
KBYE—Oklahoma City, Okla.  
KBYG—Big Spring, Tex.  
KBYP—Shamrock, Tex.  
KBYS—Anchorage, Alaska  
KBZB—Odessa, Tex.  
KBZY—Salem, Ore.  
KBZZ—La Junta, Colo.  
KCAD—Dardanelle, Ark.  
KCAD—Abilene, Tex.  
KCAL—Redlands, Calif.  
KCAM—Glennallen, Alaska  
KCAN—Canyon, Tex.  
KCAP—Helena, Mont.  
KCAR—Clarksville, Tex.  
KCAT—Slaton, Tex.  
KCAT—Pine Bluff, Ark.  
KCAW—Fort Arthur, Tex.  
KCBM—Des Moines, Iowa  
KCBN—Reno, Nev.  
KCBQ—San Diego, Calif.  
KCBS—San Francisco, Calif.  
KCCB—Corning, Ark.  
KCCC—Carlsbad, N. Mex.  
KCCU—Paris, Ark.  
KCCN—Honolulu, Hawaii  
KCCO—Lawton, Okla.  
KCCR—Pierre, S. D.  
KCCS—Sajem, Ore.  
KCCU—Corpus Christi, Tex.  
KCCV—Kansas City, Mo.  
KCEE—Tucson, Ariz.  
KCEY—Turlock, Calif.  
KCCP—Lawton, Okla.  
KCFH—Cuero, Tex.  
KCFI—Cedar Falls, Iowa  
KCHA—Cherokee City, Iowa  
KCHF—Cherokee, Iowa  
KCHF—Sioux Falls, S. D.  
KCHI—Chillicothe, Mo.  
KCHL—Delano, Calif.  
KCHR—Charleston, Mo.

KCHS—Truth or Consequences,  
N. M.  
KCIH—Coachella, Calif.  
KCIA—Humble City, N. M.  
KCID—Caldwell, Idaho  
KCII—Washington, Iowa  
KCIL—San Antonio, Tex.  
KCIM—Carrilo, Iowa  
KCIN—Victorville, Calif.  
KCJB—Minot, N. D.  
KCJI—Arroyo Grande, Calif.  
KCKC—San Bernardino, Calif.  
KCKN—Kansas City, Kans.  
KCKW—Jena, La.  
KCKY—Coolidge, Ariz.  
KCLA—Pine Bluff, Ark.  
KCLE—Cleburne, Tex.  
KCLK—Clarkston, Wash.  
KCLM—Redding, Calif.  
KCLN—Clinton, Iowa  
KCLO—Leavenworth, Kans.  
KCLR—Italis, Tex.  
KCLS—Flagstaff, Ariz.  
KCLT—Lockhart, Tex.  
KCLU—Houa, Mo.  
KCLV—Clovis, N. M.  
KCLW—Hamilton, Tex.  
KCLX—Colfax, Wash.  
KCMC—Texarkana, Tex.  
KCMJ—Palm Springs, Calif.  
KCMO—Kansas City, Mo.  
KCMX—Ashland, Ore.  
KCNJ—Broken Bow, Neb.  
KCNQ—Alturas, Calif.  
KCNV—San Marcos, Tex.  
KCOB—Newton, Iowa  
KCOG—Centerville, Iowa  
KCOH—Houston, Tex.  
KCOK—Tulare, Calif.  
KCOL—Fort Collins, Colo.  
KCOM—Cannache, Tex.  
KCON—Conway, Ark.  
KCOR—San Antonio, Tex.  
KCOV—Alliance, Neb.  
KCPX—Salt Lake City, Utah  
KCHA—Sacramento, Calif.  
KCHC—Emid, Okla.  
KCHG—Cedar Rapids, Iowa  
KCHL—Reno, Nev.  
KCHS—Midland, Tex.  
KCHT—Trinidad, Colo.  
KCHV—Caruthersville, Mo.  
KCHX—Livingston, Tex.  
KCHZ—Pueblo, Colo.  
KCSK—Chadron, Neb.  
KCTA—Corpus Christi, Tex.  
KCTI—Gonzales, Tex.  
KCTO—Columbia, Pa.  
KCTX—Childress, Tex.  
KCTY—Salinas, Calif.  
KCUB—Tucson, Ariz.  
KCEU—Red Wing, Minn.  
KCUZ—Clifton, Ariz.  
KCVL—Coville, Wash.  
KCVR—Lodi, Calif.  
KCYL—Lampasas, Tex.  
KCYN—Williams, Ariz.  
KDAK—Fort Bragg, Calif.  
KDAK—Carrington, N. D.  
KDAJ—Duluth, Minn.  
KEDN—Minneapolis, Minn.  
KDAV—Lubbock, Tex.  
KDAY—Santa Monica, Calif.  
KDAZ—Albuquerque, N. M.  
KDBS—Santa Barbara, Calif.  
KDBM—Dillon, Mont.  
KDBS—Alexandria, La.  
KDBE—Espanola, N. M.  
KDDA—Dumas, Ark.  
KDDD—Dumas, Ark.  
KDDR—Oakes, N. D.  
KDEC—Decorah, Iowa  
KDEF—Albuquerque, N. M.  
KDEN—Denver, Colo.  
KDEB—El Cajon, Calif.  
KDES—Palm Springs, Calif.  
KDEU—Cedar Coules, Wash.  
KDEW—De Witt, Ark.  
KDEX—Dexter, Mo.  
KDFL—Sumner, Wash.  
KDFN—Doniphan, Mo.  
KDGO—Durango, Colo.  
KDDH—Twenty-nine Palms, Calif.  
KDEB—Athens, Minn.  
KDDN—Dimmitt, Tex.  
KDIA—Oakland, Calif.  
KDIO—Orionville, Minn.  
KDKI—Dickinson, N. D.  
KDJJ—Holbrook, Ariz.  
KDJW—Amarillo, Tex.  
KDKA—Pittsburgh, Pa.  
KDKB—Mesa, Ariz.  
KDKD—Clinton, Mo.  
KDKO—Littleton, Colo.  
KDLA—De Ridder, La.  
KDLK—Del Rio, Tex.  
KDLM—Detroit Lakes, Minn.  
KDLR—Devils Lake, N. D.  
KDLB—Perry, Iowa  
KDMA—Montevideo, Minn.  
KDMO—Carleton, Mo.  
KDMS—El Dorado, Ark.  
KDNT—Denton, Tex.  
KDOK—Tyler, Tex.  
KDOL—Mojave, Calif.  
KDOM—Windom, Minn.  
KDON—Salinas, Calif.  
KDPT—Scottsdale, Ariz.  
KDOV—Ashland, Ore.  
KDON—Marshall, Tex.  
KDQN—De Queen, Ark.  
KDRO—Sedalia, Mo.  
KDRR—Paragould, Ark.  
KDRY—Alamo Heights, Tex.  
KDSM—Deerwood, S. D.  
KDSN—Denison, Iowa  
KDSX—Denison, Tex.  
KDTA—Delta, Colo.  
KDTU—Dubuque, Iowa  
KDDH—Reedsport, Ore.  
KDUZ—Hutchinson, Minn.  
KDIH—Hastings, Minn.  
KDWR—St. Paul, Minn.  
KDWT—Stamford, Tex.

KDXI—Mansfield, La.  
KDXU—St. George, Utah  
KDXL—Tooele, Utah  
KDUA—Pueblo, Colo.  
KEAN—Brownwood, Tex.  
KEAL—Fresno, Calif.  
KEBE—Jacksonville, Tex.  
KECK—Lincoln, Neb.  
KEDA—San Antonio, Tex.  
KEDD—Dodge City, Kan.  
KEDI—Manitou Springs, Colo.  
KEDO—Longview, Wash.  
KEEG—Eugene, Ore.  
KEEE—Nacogdoches, Tex.  
KEEL—Shreveport, La.  
KEEN—San Jose, Calif.  
KEEP—Twin Falls, Idaho  
KEES—Gladewater, Tex.  
KEEY—St. Paul, Minn.  
KEFK—Rainfield, Tex.  
KEGL—Santa Clara, Calif.  
KEGO—Fargo, N. D.  
KEHG—Fosston, Minn.  
KEIN—Great Falls, Mont.  
KELA—Centralia-Chehalis, Wash.  
KELD—El Dorado, Ark.  
KELI—Tulsa, Okla.  
KELK—Elko, Nev.  
KELN—Tappanah, Wash.  
KELI—El Paso, Tex.  
KELR—El Reno, Okla.  
KELY—Ely, Nev.  
KEMN—Marshfield, Mo.  
KENA—Mena, Ark.  
KEND—Lubbock, Tex.  
KENP—Tappanah, Wash.  
KENI—Anchorage, Alaska  
KENM—Portales, N. M.  
KENN—Farmington, N. M.  
KENO—Las Vegas, Nev.  
KENR—Houston, Texas  
KEOR—Atoka, Okla.  
KEOS—Flagstaff, Ariz.  
KEPS—Eagle Pass, Texas  
KEBL—Kermit, Tex.  
KERI—Eastland, Tex.  
KERE—Denver, Colo.  
KERB—Bakersfield, Calif.  
KERV—Kerrville, Tex.  
KESM—Eldorado Springs, Mo.  
KEST—San Francisco, Calif.  
KEVX—Livingston, Tex.  
KEUN—Eunice, La.  
KEVA—Evanston, Wyo.  
KEVT—Tucson, Ariz.  
KEWI—Topeka, Kans.  
KEWP—Little Rock, Ark.  
KEWQ—Paradise, Calif.  
KEWR—Portland, Ore.  
KENO—Grand Junction, Colo.  
KENS—Excelsior Springs, Mo.  
KEYE—Perryton, Tex.  
KEYJ—Jamestown, N. D.  
KEYL—Long Prairie, Minn.  
KEYR—Terrytown, Neb.  
KEYS—Corpus Christi, Tex.  
KEYV—Provo, Utah  
KEYZ—Williston, N. D.  
KEZT—Spokane, Wash.  
KEZY—Anabel, Calif.  
KFAB—Omaha, Neb.  
KFAC—Los Angeles, Calif.  
KFAL—Fulton, Mo.  
KFAM—St. Cloud, Minn.  
KFAR—Fairbanks, Alaska  
KFBE—San Francisco, Calif.  
KFAY—Fayetteville, Ark.  
KFCB—Cheyenne, Wyo.  
KFBD—Waynesville, Mo.  
KFBK—Sacramento, Calif.  
KFBK—Noakes, Arizona  
KFCB—Redfield, S. D.  
KFDF—Van Buren, Ark.  
KFDE—Wichita, Kan.  
KFDB—Grand Coules, Wash.  
KFEL—Pueblo, Colo.  
KFEQ—St. Joseph, Mo.  
KFFA—Helena, Ark.  
KFH—Wichita, Kans.  
KFI—Los Angeles, Calif.  
KFIL—Preston, Minn.  
KFII—Sweet Home, Ore.  
KFIV—Modesto, Calif.  
KFIZ—Fond du Lac, Wis.  
KFJB—Marshalltown, Iowa  
KFJZ—Fort Worth, Tex.  
KFFA—Greeley, Colo.  
KFLA—Scott City, Kan.  
KFLI—Mountain Home, Idaho  
KFLJ—Walsenburg, Colo.  
KFLN—Baker, Mont.  
KFLP—Flagada, Tex.  
KFLS—Klamath Falls, Ore.  
KFLY—Corvallis, Ore.  
KFMB—San Diego, Calif.  
KFML—Tulsa, Okla.  
KFMJ—Denver, Colo.  
KFMO—Flat River, Mo.  
KFNF—Shenandoah, Iowa  
KFNV—Perriday, La.  
KFOR—Lincoln, Neb.  
KFOY—Long Beach, Calif.  
KFPW—Fort Smith, Ark.  
KFQD—Anchorage, Alaska  
KFRN—Franklin, La.  
KFRB—Fairbanks, Alaska  
KFRG—San Francisco, Calif.  
KFRD—Rosenberg-Richmond, Tex.  
KFRP—Fresno, Calif.  
KFRM—Salina, Kans.  
KFRQ—Longview, Tex.  
KFRU—Columbia, Mo.  
KFRS—Fort Smith, Ark.  
KFSB—Joplin, Mo.  
KFSC—Denver, Colo.  
KFST—Fort Stockton, Tex.  
KFTM—Fort Morgan, Colo.  
KFTV—Fredericktown, Mo.  
KFVA—Las Vegas, N. M.  
KFVS—Cape Girardeau, Mo.  
KFWB—Los Angeles, Calif.

KFWJ—Lake Havasu City, Ariz.  
KFXD—Nampa, Idaho  
KFXM—San Bernardino, Calif.  
KFYN—Bonham, Tex.  
KFYU—Lubbock, Tex.  
KFYR—Bismarck, N. D.  
KFYV—Arroyo Grande, Calif.  
KGA—Spokane, Wash.  
KGAF—Gainesville, Tex.  
KGAK—Galup, N. M.  
KGAL—Lebanon, Ore.  
KGAL—Portland, Ore.  
KGAS—Cathage, Tex.  
KGAY—Salem, Ore.  
KGB—San Diego, Calif.  
KGBG—Galveston, Tex.  
KGBS—Los Angeles, Calif.  
KGBT—Hartlingen, Tex.  
KGBX—Springfield, Mo.  
KGC—Rugby, N. D.  
KGCX—Sidney, Mont.  
KGDN—Edmonds, Wash.  
KGE—Bakersfield, Calif.  
KGEK—Sterling, Colo.  
KGEN—Boise, Idaho  
KGEN—Tulare, Calif.  
KGER—Long Beach, Calif.  
KGEZ—Kaisapell, Mont.  
KGF—Shawnee, Okla.  
KGFJ—Los Angeles, Calif.  
KGFV—Kearney, Neb.  
KGFY—Pierre, S. D.  
KGGF—Coffeyville, Kans.  
KGH—Billings, Mont.  
KGHM—Brookfield, Mo.  
KGHO—Hoquiam, Wash.  
KGHG—International Falls, Minn.  
KGI—San Fernando, Calif.  
KGIW—Alamosa, Colo.  
KGLK—San Angelo, Tex.  
KGO—Benton, Ark.  
KGLA—Gretna, La.  
KGLC—Miami, Okla.  
KGLE—Glendive, Mont.  
KGLG—Greenwood Springs, Colo.  
KGLM—Mason City, Iowa  
KGLX—The Dalles, Ore.  
KGM—Honolulu, Hawaii  
KGMG—Englewood, Colo.  
KGMJ—Bellingham, Wash.  
KGMQ—Cape Girardeau, Mo.  
KGMK—Jacksonville, Ark.  
KGMT—Fairbury, Neb.  
KGMV—Missoula, Mont.  
KGNB—New Braunfels, Tex.  
KGNK—Amarillo, Tex.  
KGNU—Dodge City, Kans.  
KGO—San Francisco, Calif.  
KGOE—Thousand Oaks, Calif.  
KGOB—Torrington, Wyo.  
KGPC—Grafton, N. D.  
KGRB—West Corina, Calif.  
KGRJ—Henderson, Tex.  
KGRJ—Bend, Ore.  
KGRN—Grinnell, Iowa  
KGRQ—Pampa, Tex.  
KGRU—Las Cruces, N. Mex.  
KGST—Fresno, Calif.  
KGTN—Georgetown, Tex.  
KGF—Honolulu, Hawaii  
KGUC—Gunnison, Colo.  
KGPL—Port Lavaca, Tex.  
KGUY—Palm Desert, Calif.  
KCAL—Greenville, Tex.  
KGVQ—Missoula, Mont.  
KGVW—Belgrade, Mont.  
KGW—Portland, Ore.  
KGWA—Epid, Okla.  
KGY—Olympia, Wash.  
KGYN—Guymon, Okla.  
KHAD—DeSoto, Mo.  
KHAK—Cedar Rapids, Ia.  
KHAP—Aztec, New Mexico  
KHAR—Anchorage, Alaska  
KHAS—Hastings, Neb.  
KHBM—Monticello, Ariz.  
KHBR—Hillsboro, Tex.  
KHCS—Phoenix, Ariz.  
KHND—Hardin, Mont.  
KHEN—Big Springs, Tex.  
KHEN—Henryetta, Okla.  
KHFB—Phoenix, Ariz.  
KHBY—El Paso, Tex.  
KHFH—Sierra Vista, Ariz.  
KHJL—Willcox, Ariz.  
KHIT—Walla Walla, Wash.  
KHJ—Los Angeles, Calif.  
KHLO—Hilo, Hawaii  
KHMO—Hannibal, Mo.  
KHOB—Hobbs, N. M.  
KHOG—Fayetteville, Ark.  
KHOS—Tucson, Ariz.  
KHOT—Madera, Calif.  
KHOW—Denver, Colo.  
KHQZ—Harrison, Ark.  
KHQ—Spokane, Wash.  
KHRT—Minot, N. D.  
KHSH—Hemet, Calif.  
KHSL—Chico, Calif.  
KHUB—Fremont, Neb.  
KHVH—Honolulu, Hawaii  
KHVM—Glimer, Tex.  
KHVT—Tucson, Ariz.  
KIAK—Fairbanks, Alaska  
KIBE—Palo Alto, Calif.  
KIBH—Seward, Alaska  
KIBL—Beeville, Tex.  
KIBS—Bishop, Calif.  
KIC—Clovis, N. M.  
KICD—Spencer, Iowa  
KICK—Springfield, Mo.  
KICO—Calexico, Calif.  
KICS—Hastings, Neb.  
KICX—McCook, Neb.  
KICY—Nome, Alaska  
KID—Idaho Falls, Idaho  
KIDD—Monte Carlo, Calif.  
KIDO—Roide, Idaho  
KIEV—Glendale, Calif.  
KIFG—Iowa Falls, Iowa

KIPN—Phoenix, Ariz.  
KIPW—Sitka, Alaska  
KIGO—St. Anthony, Ida.  
KIH—Tropic, Okla.  
KIHO—Hood River, Ore.  
KIIS—Los Angeles, Calif.  
KILX—Fort Collins, Colo.  
KIJV—Huron, S. D.  
KIKI—Honolulu, Hawaii  
KIKK—Pasadena, Tex.  
KIKS—Corpus Christi, Tex.  
KIKO—Miami, Ariz.  
KIKL—Conroe, Tex.  
KIKS—Suphur, La.  
KIKX—Tucson, Ariz.  
KIKZ—Seminole, Tex.  
KILE—Galveston, Tex.  
KILR—Easterville, Iowa  
KILT—Houston, Tex.  
KIMB—Kimbalk, Neb.  
KIML—Gillette, Wyo.  
KIMM—Maple City, S. D.  
KIMN—Denver, Colo.  
KIMI—Mount Pleasant, Tex.  
KINA—Salina, Kan.  
KIND—Independence, Kan.  
KING—Kingsville, Tex.  
KING—Seattle, Wash.  
KINN—Alamogordo, N. M.  
KINO—Winslow, Ariz.  
KINS—Eureka, Calif.  
KINT—El Paso, Tex.  
KINY—Juneau, Alaska  
KIOA—Des Moines, Iowa  
KIOE—Honolulu, Hawaii  
KIOU—Barstow, Calif.  
KIOX—Ray City, Tex.  
KIPA—Hilo, Hawaii  
KIQI—San Francisco, Calif.  
KIQS—Willows, Calif.  
KIR—St. Charles, Mo.  
KIRO—Seattle, Wash.  
KIRT—Mason, Tex.  
KIRY—Fresno, Calif.  
KIRX—Kirksville, Mo.  
KISD—Sioux Falls, S. D.  
KISN—Vancouver, Wash.  
KISV—El Paso, Tex.  
KIST—Santa Barbara, Calif.  
KIT—Yakima, Wash.  
KITR—Terrell Heights, Tex.  
KITI—Centralia-Chehalis, Wash.  
KITN—Olympia, Wash.  
KIUL—Garden City, Kans.  
KIUN—Jecos, Tex.  
KIUP—Durango, Colo.  
KIWM—Lihue, Hawaii  
KIY—Crockett, Tex.  
KIWA—Sheldon, Iowa  
KIXI—Seattle, Wash.  
KIXL—Killeen, Tex.  
KIXS—Austin, Tex.  
KIXX—Provo, Utah  
KIXY—San Angelo, Tex.  
KIXZ—Amarillo, Tex.  
KJAM—Madison, S. D.  
KJAN—Atlantic, Iowa  
KJBC—Jackson, Mo.  
KJAY—Sacramento, Calif.  
KJBC—Midland, Tex.  
KJCF—Festus, Mo.  
KJCH—Cleveland, Tex.  
KJCK—Junction City, Kans.  
KJDY—John Day, Ore.  
KJEL—Jennings, La.  
KJEL—Lebanon, Mo.  
KJEM—Wagoner, Okla.  
KJET—Beaumont, Tex.  
KJIM—Fort Worth, Tex.  
KJIN—Houma, La.  
KJJJ—Phoenix, Ariz.  
KJNO—Juneau, Alaska  
KJOE—Shreveport, La.  
KJOY—Stockton, Calif.  
KJOS—Waynesville, Mo.  
KJR—Seattle, Wash.  
KJRB—Spokane, Wash.  
KJRW—Newton, Kans.  
KJSK—Columbus, Neb.  
KJWH—Camden, Ark.  
KJAM—Pueblo, Colo.  
KKAN—Phillipsburg, Kans.  
KKAAR—Pomona, Calif.  
KKAAS—Sioux, Tex.  
KKAU—Roswell, N. M.  
KKDA—Grand Prairie, Tex.  
KKEE—Salinas, Calif.  
KKEB—Portland, Ore.  
KKHJ—San Francisco, Calif.  
KHMO—Albuquerque, N. M.  
KKIN—Aitkin, Minn.  
KKIO—Santa Barbara, Calif.  
KKIS—Pittsburg, Calif.  
KKIT—Taos, N. M.  
KKJO—St. Joseph, Mo.  
KKLS—Rapid City, S. D.  
KKOK—Lompoc, Calif.  
KKON—Kealakekua-Kona, Hawaii  
KKOY—Chanute, Kans.  
KKUA—Honolulu, Hawaii  
KKUR—Brownfield, Tex.  
KKUZ—Burlington, Ia.  
KKXL—Grand Forks, N. D.  
KKYN—Plainview, Tex.  
KKXN—San Antonio, Tex.  
KKZZ—Lancaster, Calif.  
KKZ—Los Angeles, Calif.  
KLAD—Klamath Falls, Ore.  
KLAK—Lakewood, Colo.  
KLAM—Cordova, Alaska  
KLAN—Lemoore, Calif.  
KLAT—Laredo, Tex.  
KLAT—Centerville, Utah  
KLAV—Las Vegas, Nev.  
KLBJ—Austin, Tex.  
KLJK—Lubbock, Tex.  
KLJM—La Grande, Ore.  
KLBS—Los Banos, Calif.  
KLCB—Libby, Mont.

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KVPR—Claremore, Okla.  
 KWBC—Woodburn, Ore.  
 KWLD—Henderson, Tex.  
 KWLE—Warren, Mo.  
 KWFR—Warren, Ark.  
 KWIG—New Roads, La.  
 KWRL—Iteso, Nev.  
 KWRO—Coquille, Ore.  
 KWRT—Boorville, Mo.  
 KWSD—Mount Shasta, Calif.  
 KWSH—Waco, Calif.  
 KWSO—Waco, Calif.  
 KWSR—Rifle, Colo.  
 KWTC—Barstow, Calif.  
 KWTO—Springfield, Mo.  
 KWTX—Waco, Tex.  
 KWVN—Concord, Calif.  
 KWVR—Enterprise, Ore.  
 KWVB—Bismarck, N. D.  
 KWVL—Waterloo, Iowa  
 KWVY—Cathedral City, Calif.  
 KWYK—Farmington, N. M.  
 KWYN—Wynne, Ark.  
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 KWYS—West Yellowstone, Mont.  
 KWZ—Everett, Wash.  
 KX—Seattle, Wash.  
 KXAR—Hope, Ark.  
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 KXEN—St. Louis-Peetus, Mo.  
 KXEO—Mexico, Mo.  
 KXEW—Tucson, Ariz.  
 KXEX—Fresno, S. C.  
 KXGI—Fort Madison, Iowa  
 KXGN—Glendive, Mont.  
 KXIC—Iowa City, Iowa  
 KXIT—Dalhart, Tex.  
 KXIV—Phoenix, Ariz.  
 KXJK—Forrest City, Ark.  
 KXKW—Lafayette, La.  
 KXLE—Portland, Ore.  
 KXLE—Ellensburg, Wash.  
 KXLF—Butte, Mont.  
 KXLO—Lewistown, Mont.  
 KXLR—North Little Rock, Ark.  
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 KXO—El Centro, Calif.  
 KXOA—Sacramento, Calif.  
 KXOJ—Sapulpa, Okla.  
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 KXOW—Hot Springs, Ark.  
 KXOW—Sweetwater, Tex.  
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 KXRO—Aberdeen, Wash.  
 KXIL—San Jose, Calif.  
 KXIL—Bozeman, Mont.  
 KXIX—Tulsa, Okla.  
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 KXXX—Cody, Wyo.  
 KY—Portland, Ore.  
 KYA—San Francisco, Calif.  
 KYAC—Seattle, Wash.  
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 KYCA—Prescott, Ariz.  
 KYCN—Wheatland, Wyo.  
 KYCB—Roseburg, Ore.  
 KYET—Payette, Idaho  
 KYIC—Medford, Ore.  
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 KYMN—Northfield, Minn.  
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 KYOK—Houston, Tex.  
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 KYOU—Greeley, Colo.  
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 KYSS—Missoula, Mont.  
 KYVA—Gallup, N. M.  
 KYW—Philadelphia, Pa.  
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 KZFY—Tyler, Tex.  
 KZIA—Albuquerque, N. M.  
 KZIL—Amarillo, Tex.  
 KZNO—Hot Springs, Ark.  
 KZOL—Farwell, Tex.  
 KZON—Santa Maria, Calif.  
 KZOO—Honolulu, Hawaii  
 KZOT—Marianna, Ark.  
 KZIRK—Ozark, Ark.  
 KZUN—Opportunity, Wash.  
 KZYM—Cape Girardeau, Mo.  
 KZZN—Littlefield, Texas  
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 WAAB—Worcester, Mass.  
 WAAB—Terre Haute, Ind.  
 WAAM—Ann Arbor, Mich.  
 WAAN—Waynesboro, Tenn.  
 WAAO—Andalusia, Ala.  
 WAAZ—Gadsden, Ala.  
 WAAY—Huntsville, Ala.  
 WABA—Aguadilla, P. R.  
 WABB—Mobile, Ala.  
 WABC—New York, N. Y.  
 WABD—Fort Campbell, Ky.  
 WABF—Fayetteville, N. C.  
 WABG—Greenwood, Miss.  
 WABH—Deerfield, Va.  
 WABI—Bangor, Me.  
 WABJ—Adrian, Mich.  
 WABK—Augusta, Me.  
 WABL—Amite, La.  
 WABO—Waynesboro, Miss.  
 WABQ—Cleveland, Ohio  
 WABV—Abbeville, S. C.  
 WABY—Albany, N. Y.  
 WABZ—Alhambra, N. C.  
 WACA—Camden, S. C.  
 WACB—Kittanning, Pa.  
 WACE—Chicopee, Mass.  
 WACK—Newark, N. Y.  
 WACL—Waco, Tex.  
 WACO—Waco, Tex.  
 WACR—Columbus, Miss.  
 WACT—Tuscaloosa, Ala.  
 WACX—Austin, Ga.  
 WACY—Kissimmee, Fla.  
 WADA—Shelby, N. C.  
 WADD—Rockport, N. Y.  
 WADDE—Wadesboro, N. C.  
 WADP—Newport, R. I.  
 WADM—Decatur, Ind.  
 WADO—New York City, N. Y.  
 WADR—Remsen, N. Y.  
 WADS—Ansonia, Conn.  
 WAEB—Allentown, Pa.  
 WAEL—Mayaguez, P. R.  
 WAEP—Crossville, Tenn.  
 WAET—Princeton, W. Va.  
 WAFI—Middlesboro, Ky.  
 WAGC—Centre, Ala.  
 WAGE—Leesburg, Va.  
 WAGF—Dothan, Ala.  
 WAGG—Franklin, Tenn.  
 WAGL—Lancaster, S. C.  
 WAGM—Presque Isle, Me.  
 WAGN—Memphis, Mich.  
 WAGO—Oshkosh, Wis.  
 WAGR—Lumberton, N. C.  
 WAGS—Bishopville, S. C.  
 WAGY—Forest City, N. C.  
 WAHT—Annville-Cleona, Pa.  
 WAIR—Galesburg, Ill.  
 WAIR—Baton Rouge, La.  
 WAIR—Anderson, S. C.  
 WAIR—Columbia, Ky.  
 WAIR—Winston-Salem, N. C.  
 WAIT—Chicago, Ill.  
 WAJF—Decatur, Ala.  
 WAJR—Morgantown, W. Va.  
 WAKA—Gainesville, Fla.  
 WAKC—Normal, Ill.  
 WAKL—Portland, Ore.  
 WAKI—McMinnville, Tenn.  
 WAKN—Aiken, S. C.  
 WAKO—Lawrenceville, Ill.  
 WAKR—Akron, Ohio  
 WAKS—Fuquay-Varina, N. C.  
 WAKX—Superior, Wis.  
 WAKY—Louisville, Ky.  
 WALD—Walterboro, S. C.  
 WALE—Fall River, Mass.  
 WALG—Albany, Ga.  
 WALK—Patchogue, N. Y.  
 WALL—Middleton, N. Y.  
 WALM—Albion, Mich.  
 WALY—Herkimer, N. Y.  
 WAMA—Seima, Ala.  
 WAMB—Nashville, Tenn.  
 WAMD—Aberdeen, Md.  
 WAME—Charlotte, N. C.  
 WAMG—Gallatin, Tenn.  
 WAMI—Opp, Ala.  
 WAML—Laurel, Miss.  
 WAMM—Plaint, Mich.  
 WAMO—Pittsburgh, Pa.  
 WAMR—Venice, Fla.  
 WAMS—Wilmington, Del.  
 WAMV—Washington, Ind.  
 WAMY—Amory, Miss.  
 WANA—Annisson, Ala.  
 WANB—Waynesburg, Pa.  
 WANL—Limeville, Ala.  
 WANM—Annapolis, Md.  
 WANO—Pineville, Ky.  
 WANS—Anderson, S. C.  
 WANT—Richmond, Va.  
 WANV—Waynesboro, Va.  
 WANY—Albany, Ky.  
 WAOA—Onelika, Ala.  
 WAOC—St. Augustine, Fla.  
 WAOK—Atlanta, Ga.  
 WAOP—Osgo, Mich.  
 WAOV—Vincennes, Ind.  
 WAPA—San Juan, P. R.  
 WAPE—Jacksonville, Fla.  
 WAPF—McComb, Miss.  
 WAPG—Arcadia, Fla.  
 WAPI—Birmingham, Ala.  
 WAPI—Appleton, Wis.  
 WAPI—Avon Park, Fla.  
 WAPI—Montgomery, Ala.  
 WAQI—Ashtabula, Ohio  
 WARA—Attleboro, Mass.  
 WARB—Covington, La.  
 WARE—Ware, Mass.  
 WARF—Jasper, Ala.  
 WARI—Abbeville, Ala.  
 WARR—Hagerstown, Md.  
 WARM—Scranton, Pa.  
 WARR—Fort Pierce, Fla.  
 WARO—Canonburg, Pa.  
 WARR—Warrenton, N. C.  
 WARU—Peru, Ind.  
 WARY—Warwick-East Greenwich, R. I.  
 WASA—Havre de Grace, Md.  
 WASC—Spartanburg, S. C.  
 WASK—Lafayette, Ind.  
 WASP—Brownsville, Pa.  
 WASR—Wolfboro  
 WATA—Roone, N. C.  
 WATC—Gaylord, Mich.  
 WATH—Athens, Ohio  
 WATI—Indianapolis, Ind.  
 WATK—Antigo, Wis.  
 WATM—Almore, Ala.  
 WATN—Watertown, N. Y.  
 WATO—Oak Ridge, Tenn.  
 WATP—Marion, S. C.  
 WATR—Waterbury, Conn.  
 WATS—Sayre, Pa.  
 WATT—Cadillac, Mich.  
 WATY—Birmingham, Ala.  
 WATV—Ashland, Wis.  
 WATZ—Alpena, Mich.  
 WAUB—Auburn, N. Y.  
 WAUC—Vauchula, Fla.  
 WAUD—Auburn, Ala.  
 WAUG—Augusta, Ga.  
 WAUK—Waukesha, Wis.  
 WAVA—Arlington, Va.  
 WAVC—Warner Robins, Ga.  
 WAVE—Louisville, Ky.  
 WAVI—Dayton, Ohio  
 WAVL—Apollo, Pa.  
 WAVN—Stillwater, Minn.  
 WAVO—Decatur, Ga.  
 WAVS—Fort Lauderdale, Fla.  
 WAVU—Albertville, Ala.  
 WAVZ—New Haven, Conn.  
 WAWA—West Allis, Wis.  
 WAWK—Kendallville, Ind.  
 WAXC—Rochester, N. Y.  
 WAXE—Vero Beach, Fla.  
 WAXU—Georgetown, Ky.  
 WAXX—Chippewa Falls, Wis.  
 WAYB—Waynesboro, Va.  
 WAYD—Ozark, Ala.  
 WAYE—Baltimore, Md.  
 WAYK—Lehigh Acres, Fla.  
 WAYN—Rockingham, N. C.  
 WAYR—Orange Park, Fla.  
 WAYS—Charlotte, N. C.  
 WAYT—Wabash, Ind.  
 WAYX—Waycross, Ga.  
 WAZA—Waynesboro, Pa.  
 WAZA—Bainbridge, Ga.  
 WAZE—Clearwater, Fla.  
 WAZI—Yazoo City, Miss.  
 WAZL—Hazleton, Pa.  
 WAZS—Summersville, S. C.  
 WAZY—Lafayette, Ind.  
 WBAI—Babylon, N. Y.  
 WBAE—Cleveland, Tenn.  
 WBAF—Barnesville, Ga.  
 WBAG—Burlington, N. C.  
 WBAL—Baltimore, Md.  
 WBAM—Montgomery, Ala.  
 WBAP—Fort Worth, Tex.  
 WBAR—Bartow, Fla.  
 WBAT—Marion, Ind.  
 WBAY—Barnesville, Ga.  
 WBAY—Green Bay, Wis.  
 WBBA—Pittsfield, Ill.  
 WBBC—Burlington, N. C.  
 WBBC—Rochester, N. Y.  
 WBBC—Abingdon, Va.  
 WBBC—Blakely, Ga.  
 WBBC—Chicago, Ill.  
 WBBO—Forest City, N. C.  
 WBBS—Augusta, Ga.  
 WBBS—Travelers Rest, S. C.  
 WBBS—Jacksonville, N. C.  
 WBBS—Lyons, Ga.  
 WBBS—Youngstown, Ohio  
 WBBS—Portsmouth, N. H.  
 WBBS—Ponce City, Okla.  
 WBBA—Bay Minette, Ala.  
 WBBC—Levittown, Pa.  
 WBCH—Hastings, Mich.  
 WBCK—Battle Creek, Mich.  
 WBCL—Day City, Mich.  
 WBCL—Bucyrus, Ohio  
 WBCL—Union, S. C.  
 WBCL—Escanaba, Pa.  
 WBCL—Pittsfield, Mass.  
 WBEE—Harvey, Ill.  
 WBEL—Elizabethtown, Tenn.  
 WBEL—South Heloit, Ill.  
 WBEN—Buffalo, N. Y.  
 WBEN—Moncks Corner, S. C.  
 WBET—Brookton, Mass.  
 WBEU—Beaufort, S. C.  
 WBEV—Beaver Dam, Wis.  
 WBEX—Chillicothe, Ohio  
 WBFD—Bedford, Pa.  
 WBGC—Chilpey, Fla.  
 WBGN—Bowling Green, Ky.  
 WBGR—Paris, Ky.  
 WBHB—Fitzgerald, Ga.  
 WBHC—Hampton, S. C.  
 WBHF—Cartersville, Ga.  
 WBHN—Bryson City, N. C.  
 WBHP—Huntsville, Ala.  
 WBHT—Brownsville, Tenn.  
 WBIF—Bellefonte, Pa.  
 WBIB—Centerville, Ala.  
 WBIG—Greensboro, N. C.  
 WBIL—Tuskegee, Ala.  
 WBII—Booneville, Miss.  
 WBIR—Knoxville, Tenn.  
 WBIS—Bristol, Conn.  
 WBIZ—Adel, Ga.  
 WBIV—Bedford, Ind.  
 WBIX—Jacksonville Beach, Fla.  
 WBIZ—Eau Claire, Wis.  
 WBIV—Orlando-Winter Park, Fla.  
 WBKC—Chardon, Ohio  
 WBKI—Hattiesburg, Miss.  
 WBKN—Newton, Miss.  
 WBKY—West Bend, Wis.  
 WBLA—Elizabethtown, N. C.  
 WBLB—Pulaski, Va.  
 WBLC—Lenoir City, Tenn.  
 WBLE—Batesville, Miss.  
 WBLE—Bellefonte, Pa.  
 WBLG—Lexington, Ky.  
 WBLJ—Dalton, Ga.  
 WBLO—Evergreen, Ala.  
 WBLR—Batesburg, S. C.  
 WBLT—Bedford, Va.  
 WBLU—Salem, Va.  
 WBLW—Royston, Ohio  
 WBLV—Springfield, Ohio  
 WBMA—Beaufort, N. C.  
 WBMB—West Branch, Mich.  
 WBMC—McMinnville, Tenn.  
 WBMD—Baltimore, Md.  
 WBME—Belfast, Me.  
 WBMI—San Juan, P. R.  
 WBMK—West Point, Ga.  
 WBML—Macon, Ga.  
 WBMS—Black Mountain, N. C.  
 WBNC—Waynesboro, N. H.  
 WBNI—Boonville, Ind.  
 WBNO—Bryan, Ohio  
 WBNS—Columbus, Ohio  
 WBNS—Columbus, Ohio  
 WBNS—Oneida, Tenn.  
 WBNS—New York, N. Y.  
 WBNT—Oneida, Tenn.  
 WBOB—Galax, Va.  
 WBOC—Salisbury, Md.  
 WBOK—New Orleans, La.  
 WBOV—Bovivar, Tenn.  
 WBOU—Baraboo, Wis.  
 WBOU—Pensacola, Fla.  
 WBOV—Terre Haute, Ind.  
 WBOX—Bogalusa, La.  
 WBOY—Clarksburg, W. Va.  
 WBPZ—Lock Haven, Pa.  
 WBRB—Mt. Clemens, Mich.  
 WBRD—Bradenton, Fla.  
 WBRE—Wilkes-Barre, Pa.  
 WBRG—Pine City, Minn.  
 WBRM—Miami, Fla.  
 WBRM—Elkhart, Ind.  
 WBRM—Norfolk, Va.  
 WBRM—Martin, Tenn.  
 WBRM—Ottawa, Ill.  
 WBRM—Connersville, Ind.  
 WBRM—Elizabeth City, N. C.  
 WBRM—Shelbyville, Ky.  
 WBRM—Quincy, Fla.  
 WBRM—Newport, N. H.  
 WBRM—Bloomsburg, Pa.  
 WBRM—Crestview, Fla.  
 WBRM—Fairfield, Ohio  
 WBRM—Middleton, Conn.  
 WBRM—Pensacola, Fla.  
 WBRM—Marletta, Ga.  
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 WBRM—Newnan, Ga.  
 WBRM—Coatesville, Pa.  
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 WBRM—Columbus, Ohio  
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 WBRM—Columbia, S. C.  
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 WBRM—Elmira, Ohio  
 WBRM—Hillsdale, Mich.  
 WBRM—Amsterdam, N. Y.  
 WBRM—Berkeley Springs, W. Va.  
 WBRM—Crossville, Tenn.  
 WBRM—Shell Lake, Wis.  
 WBRM—Andalusia, Ala.  
 WBRM—New Brunswick, N. J.  
 WBRM—Potomac-Cabin John, Md.  
 WBRM—Chesertown, Md.  
 WBRM—Carbin, Ky.  
 WBRM—New Castle, Ind.  
 WBRM—Manitowoc, Wis.  
 WBRM—Akron, Ohio  
 WBRM—Cuthbert, Ga.  
 WBRM—Cumberland, Md.  
 WBRM—Grand Rapids, Mich.  
 WBRM—Copperas, Va.  
 WBRM—Connellsville, Pa.  
 WBRM—Crawfordsville, Ind.  
 WBRM—Murphy, N. C.  
 WBRM—Randolph, Va.  
 WBRM—Springfield, Ill.  
 WBRM—Toledo, Ohio  
 WBRM—Huron, Wis.  
 WBRM—Cannonsville, Ky.  
 WBRM—Flint, Mich.  
 WBRM—Indiana, Pa.  
 WBRM—Tampa, Fla.  
 WBRM—Kansas City, Mo.  
 WBRM—Meridian, Miss.  
 WBRM—Danville, Ill.  
 WBRM—Darlington, S. C.  
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 WBRM—Ormond Beach, Fla.  
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 WBRM—Fargo, N. D.  
 WBRM—Escanaba, Mich.  
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 WBRM—Orlando, Fla.  
 WBRM—Dubuque, Iowa  
 WBRM—Eads City, Fla.  
 WBRM—Dunedin, Fla.  
 WBRM—Hannover, N. H.  
 WBRM—Greenville, Miss.  
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 WBRM—Minneapolis, Minn.  
 WBRM—Memphis, Tenn.  
 WBRM—Clinton, Va.  
 WBRM—Dothan, Ala.  
 WBRM—Orangeburg, S. C.  
 WBRM—Mt. Olive, N. C.  
 WCLG—Morgantown, W. Va.  
 WCLI—Corning, N. Y.  
 WCLJ—Janesville, Wis.  
 WCLS—Columbus, Ga.  
 WCLT—Newark, Ohio  
 WCLU—Covington, Ky.  
 WCLW—Mansfield, Ohio  
 WCLM—Corinth, Miss.  
 WCLM—Harrisburg, Pa.  
 WCLM—Wildwood, N. J.  
 WCLM—Ashland, Ky.  
 WCLM—Arecibo, P. R.  
 WCLM—Pine City, Minn.  
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 WCLM—Carbin, Ky.  
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 WCLM—Grand Rapids, Mich.  
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 WCLM—Connellsville, Pa.  
 WCLM—Crawfordsville, Ind.  
 WCLM—Murphy, N. C.  
 WCLM—Randolph, Va.  
 WCLM—Springfield, Ill.  
 WCLM—Toledo, Ohio  
 WCLM—Huron, Wis.  
 WCLM—Cannonsville, Ky.  
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 WCLM—Tampa, Fla.  
 WCLM—Kansas City, Mo.  
 WCLM—Meridian, Miss.  
 WCLM—Danville, Ill.  
 WCLM—Darlington, S. C.  
 WCLM—Philadelphia, Pa.  
 WCLM—Ormond Beach, Fla.  
 WCLM—McRae, Ga.  
 WCLM—Fargo, N. D.  
 WCLM—Escanaba, Mich.  
 WCLM—Derray Beach, Fla.  
 WCLM—Springfield, Tenn.  
 WCLM—Statesville, N. C.  
 WCLM—Orlando, Fla.  
 WCLM—Dubuque, Iowa  
 WCLM—Eads City, Fla.  
 WCLM—Dunedin, Fla.  
 WCLM—Hannover, N. H.  
 WCLM—Greenville, Miss.  
 WCLM—Charleston, Va.  
 WCLM—Ellsworth, Me.  
 WCLM—Jamestown, Tenn.  
 WCLM—Amercus, Ga.  
 WCLM—Detroit, Mich.  
 WCLM—Chattanooga, Tenn.  
 WCLM—Sweetwater, Tenn.  
 WCLM—Wilmington, Del.  
 WCLM—Macon, Ga.  
 WCLM—Waterbury, Vt.  
 WCLM—Westfield, Mass.  
 WCLM—Douglasville, Ga.  
 WCLM—Minneapolis, Minn.  
 WCLM—Memphis, Tenn.  
 WCLM—Clinton, Va.  
 WCLM—Dothan, Ala.  
 WCLM—Orangeburg, S. C.  
 WCLM—Mt. Olive, N. C.  
 WDKD—Kingstree, S. C.  
 WDKN—Dickson, Tenn.  
 WDLA—Walton, N. Y.  
 WDLB—Marshfield, Wis.  
 WDLB—Port Jervis, N. Y.  
 WDLB—Panama City, Fla.  
 WDLR—Delaware, Ohio  
 WDMC—Dover-Foxcroft, Me.  
 WDMG—Douglas, Ga.  
 WDMJ—Marquette, Mich.  
 WDMH—Dodgeville, Wis.  
 WDMV—Pocomoke City, Md.  
 WDNK—Durham, N. C.  
 WDNK—Elkins, W. Va.  
 WDNK—Annisson, Ala.  
 WDNK—Dayton, Tenn.  
 WDOO—Prestonburg, Ky.  
 WDOO—Chattanooga, Tenn.  
 WDOE—Dunkirk, N. Y.  
 WDOG—Allendale, S. C.  
 WDOI—Athens, Georgia  
 WDOI—Wheaton, Md.  
 WDOI—Sturgeon Bay, Wis.  
 WDOI—Oneonta, N. Y.  
 WDOI—Burlington, Vt.  
 WDOI—Dover, Del.  
 WDOI—Dowagiac, Mich.  
 WDOI—Du Quoin, Ill.  
 WDOI—Hartford, Conn.  
 WDOI—Wilton, S. C.  
 WDSG—Dyersburg, Tenn.  
 WDSL—Cleveland, Miss.  
 WDSL—Mocksville, N. C.  
 WDSM—Superior, Wis.  
 WDSR—Lake City, Fla.  
 WDSR—Selmer, Tenn.  
 WDSR—Gainesville, Ga.  
 WDSL—Waupaca, Wis.  
 WDSL—Green Bay, Wis.  
 WDSL—Danville, Va.  
 WDSL—Gainesville, Fla.  
 WDSL—Lafayette, N. J.  
 WDSL—Dawson, Ga.  
 WDSL—Champaign, Ill.  
 WDSL—Chattanooga, Tenn.  
 WDSL—Lawrenceburg, Tenn.  
 WDSL—Jackson, Tenn.  
 WDSL—Lexington, Tenn.  
 WDSL—Clarksville, Tenn.  
 WDSL—Paducah, Ky.  
 WDSL—Sumter, S. C.  
 WDSL—Buford, Ga.  
 WDSL—Decatur, Ill.  
 WDSL—Greer, S. C.  
 WDSL—Gaffney, S. C.  
 WDSL—Alcoa, Tenn.  
 WDSL—Greensboro, N. C.  
 WDSL—Arlington, Va.  
 WDSL—Providence, R. I.  
 WDSL—Eau Claire, Wis.  
 WDSL—Savannah, Ga.  
 WDSL—West Palm Beach, Fla.  
 WDSL—Plattsburgh, N. Y.  
 WDSL—Evansville, Ill.  
 WDSL—Morehead, Md.  
 WDSL—Duluth, Minn.  
 WDSL—Brewton, Ala.  
 WDSL—Owego, N. Y.  
 WDSL—Harrisburg, Ill.  
 WDSL—Buffalo, N. Y.  
 WDSL—Cahoon, Ga.  
 WDSL—Wartburg, Tenn.  
 WDSL—Carthage, Miss.  
 WDSL—Chicago, Ill.  
 WDSL—Soudy, Tenn.  
 WDSL—McKeesport, Pa.  
 WDSL—Southern Pines, N. C.  
 WDSL—Rocky Mount, N. C.  
 WDSL—Boston, Mass.  
 WDSL—Fairfax, Va.  
 WDSL—Lafayette, Tenn.  
 WDSL—Waynesboro, Pa.  
 WDSL—Pittsburgh, Pa.  
 WDSL—Warrenton, Va.  
 WDSL—Richmond, Va.  
 WDSL—Reading, Pa.  
 WDSL—Washington, N. C.  
 WDSL—Easton, Pa.  
 WDSL—Chester, Pa.  
 WDSL—Concord, N. C.  
 WDSL—Presque Isle, Maine  
 WDSL—Elmira Heights  
 WDSL—Horseneads, N. Y.  
 WDSL—Charleston, Ill.  
 WDSL—Moundsville, W. Va.  
 WDSL—Fitchburg, Mass.  
 WDSL—Weirton, W. Va.  
 WDSL—Centre, Ala.  
 WDSL—Scranton, Pa.  
 WDSL—Jackson, Ky.  
 WDSL—Fayetteville, Tenn.  
 WDSL—Richmond, Ky.  
 WDSL—Monroe, Wis.  
 WDSL—Eiba, Ala.  
 WDSL—Weich, W. Va.  
 WDSL—Fisher, W. Va.  
 WDSL—South Daytona Beach, Fla.  
 WDSL—New Haven, Conn.  
 WDSL—Charlottesville, Va.  
 WDSL—Elmira, N. Y.  
 WDSL—Tupelo, Miss.  
 WDSL—Easley, S. C.  
 WDSL—Roanoke, Ala.  
 WDSL—Kinston, N. C.  
 WDSL—Wilmington, Ohio  
 WDSL—Xenia, Ohio  
 WDSL—Ely, Minn.  
 WDSL—Belzoni, Miss.  
 WDSL—Erwin, Tenn.  
 WDSL—Easton, Md.  
 WDSL—Laconia, N. H.  
 WDSL—Milwaukee, Wis.  
 WDSL—Whiteville, N. C.  
 WDSL—Ebensburg, Pa.  
 WDSL—Endicott, N. Y.  
 WDSL—Englewood, Fla.  
 WDSL—Union City, Tenn.  
 WDSL—Birmingham, Ala.  
 WDSL—Madison, Tenn.  
 WDSL—Englewood, Tenn.  
 WDSL—Gloversville, N. Y.

(Continued on next page)



- WENY—Elmira, N. Y.  
WENZ—Richmond, Va.  
WEOK—Poughkeepsie, N. Y.  
WEOL—Elyria, Ohio  
WEPA—Eupora, Miss.  
WEPG—South Pittsburg, Tenn.  
WEPM—Martinsburg, W. Va.  
WERM—Plainfield, N. J.  
WERC—Birmingham, Ala.  
WERD—Jacksonville, Fla.  
WERE—Cleveland, Ohio  
WERH—Hamilton, Ala.  
WERI—Westerly, R. I.  
WERK—Muncie, Ind.  
WERL—Eagle River, Wis.  
WERT—Van Wert, Ohio  
WESA—Charleroi, Pa.  
WESB—Bradford, Pa.  
WESC—Greenville, S. C.  
WESI—East St. Louis, Ill.  
WESO—Southbridge, Mass.  
WESL—Tasley, Va.  
WEST—Easton, Pa.  
WESX—Salem, Mass.  
WESA—Leland, Miss.  
WETB—Johnston City, Tenn.  
WETC—Wendell, N. C.  
WETE—Knoxville, Tenn.  
WETU—DeLand, Fla.  
WETT—Ocean City, Md.  
WETU—Wetumpka, Ala.  
WETZ—New Martinsville, W. Va.  
WEUP—Huntsville, Ala.  
WEVA—Emporia, Va.  
WEVD—New York, N. Y.  
WEVE—Eveletts, Minn.  
WEVR—River Falls, Wis.  
WEVW—St. Louis, Mo.  
WEWO—Laurinburg, N. C.  
WEXL—Royal Oak, Mich.  
WEXT—West Hartford, Conn.  
WEXY—Oakland Park, Fla.  
WEYE—Sanford, Fla.  
WEYY—Talladega, Ala.  
WEZE—Boston, Mass.  
WEZJ—Williamsburg, Ky.  
WEZQ—Winfield, Ala.  
WEZY—Cocoa, Fla.  
WFAA—Dallas, Tex.  
WFAE—Miami, Fla.  
WFAE—Middlebury, Vt.  
WFAE—Farmville, N. C.  
WFAH—Allamore, Ohio  
WFAI—Fayetteville, N. C.  
WFAE—Farrell, Pa.  
WFAE—White Plains, N. Y.  
WFAU—Augusta, Me.  
WFAW—Ft. Atkinson, Wis.  
WFAZ—Falls Church, Va.  
WFBK—San Sebastian, S. P. R.  
WFBG—Greenville, S. C.  
WFBG—Altoona, Pa.  
WFBK—Syracuse, N. Y.  
WFBK—Baltimore, Md.  
WFBK—Spring Lake, N. C.  
WFCG—Franklin, La.  
WFDK—Flinn, Mich.  
WFEA—Manchester, Ga.  
WFEA—Manchester, N. H.  
WFEA—Sylacauga, Ala.  
WFEA—Harrisburg, Pa.  
WFEF—Columbia, Miss.  
WFFG—Marathon, Fla.  
WFLG—Fitchburg, Mass.  
WFGN—Gaffney, S. C.  
WFGH—Bristol, Va.  
WPHK—Pell City, Ala.  
WPHR—Wisconsin Rapids, Wis.  
WPIA—Louisville, Ky.  
WPIA—Collinsville, Va.  
WPIF—Milford, Conn.  
WPIG—Sumter, S. C.  
WPII—Philadelphia, Pa.  
WPIR—Findlay, Ohio  
WPIR—Roanoke, Va.  
WPIV—Fountain Inn, S. C.  
WPIV—Kissimmee, Fla.  
WPIW—Fairfield, Ill.  
WPIX—Huntsville, Ala.  
WPKA—Franklin, Ky.  
WPKY—Franklin, Ky.  
WFLA—Tampa, Fla.  
WFLB—Fayetteville, N. C.  
WFLI—Lookout Mountain, Tenn.  
WFLN—Philadelphia, Pa.  
WFLP—Farmville, Va.  
WFLR—Dundee, N. Y.  
WFLW—Monticello, Ky.  
WFLS—Fredericksburg, Va.  
WFLM—Goldboro, N. C.  
WFLM—Frederick, Md.  
WFLM—Cullman, Ala.  
WFLM—Youngstown, Ohio  
WFLM—Fairmont, N. C.  
WFLM—Madisonville, Ky.  
WFLM—Fayetteville, N. C.  
WFLM—North Augusta, S. C.  
WFOB—Fostoria, Ohio  
WFOB—Marietta, Ga.  
WFOR—Hartsville, Miss.  
WFOY—St. Augustine, Fla.  
WFOY—Ft. Payne, Ala.  
WFOY—Atlantic City, N. J.  
WFOY—Fort Valley, Ga.  
WFRP—Hammond, La.  
WFRB—Franklin, Pa.  
WFRB—Frostburg, Md.  
WFRB—Heldsville, N. C.  
WFRB—Freeport, Ill.  
WFRM—Coudersport, Pa.  
WFRM—Fremont, Ohio  
WFRX—West Frankfort, Ill.  
WFRX—Franklin, N. C.  
WFRS—Valparaiso-Niceville, Fla.  
WFSO—Pittsfield, Pa.  
WFSO—Kingwood, W. Va.  
WFSO—Caribou, Maine  
WFTC—Kinston, N. C.  
WFTG—London, Ky.  
WFTL—Fort Lauderdale, Fla.  
WFTM—Maysville, Ky.  
WFTM—Franklin, N. H.
- WFTO—Fulton, Miss.  
WFTO—Front Royal, Va.  
WFTW—Port Walton Beach, Fla.  
WFUL—Fulton, Ky.  
WFUN—Miami, Fla.  
WFUR—Grand Rapids, Mich.  
WFVA—Fredericksburg, Va.  
WFVR—Aurora, Ill.  
WFVA—Camden, Tenn.  
WFVB—Port Wayne, Ind.  
WFYU—Alma, Mich.  
WGAA—Cedarhurst, Ga.  
WGAC—Augusta, Ga.  
WGAD—Oadson, Ala.  
WGAE—Valdosta, Ga.  
WGAI—Elizabeth City, N. C.  
WGAL—Lancaster, Pa.  
WGAN—Portland, Me.  
WGAP—Maryville, Tenn.  
WGAR—Cleveland, Ohio  
WGAS—Gastonia, N. C.  
WGAT—Gate City, Va.  
WGAI—Athens, Ga.  
WGAY—Silver Spring, Md.  
WGAU—Gardner, Mass.  
WGBB—Freeport, N. Y.  
WGBF—Evansville, Ind.  
WGBG—Greensboro, N. C.  
WGBI—Scranton, Pa.  
WGBI—Goldboro, N. C.  
WGBS—Miami, Fla.  
WGBB—Red Lion, Pa.  
WGCN—Chester, S. C.  
WGCN—Greenwich, Conn.  
WGCN—Gulfport, Miss.  
WGEA—Geneva, Ala.  
WGEN—Quincy, Ill.  
WGEN—Genoa, Ill.  
WGET—Gettysburg, Pa.  
WGEZ—Beloit, Wis.  
WGEA—Watseka, Ill.  
WGES—Covington, Ga.  
WGGG—Gainesville, Fla.  
WGGG—Gainesville, Ga.  
WGGH—Marion, Ill.  
WGGU—Salamanca, N. Y.  
WGH—Newport News, Va.  
WGH—Clayton, Ga.  
WGH—Grand Haven, Mich.  
WGH—Kingston, N. Y.  
WGH—Bath, N. Y.  
WGH—Kenil, Ohio  
WGH—Brunswick, Ga.  
WGH—Galesburg, Ill.  
WGH—Manchester, N. H.  
WGH—Charlottesville, N. C.  
WGH—Atlanta, Ga.  
WGH—Perry, Fla.  
WGH—Fort Wayne, Ind.  
WGLB—Port Washington, Wis.  
WGLC—Mendota, Ill.  
WGLI—Babylon, N. Y.  
WGLX—Galion, Ohio  
WGM—Hollywood, Fla.  
WGM—Watkins Glen, N. Y.  
WGM—Hillsdale, Ga.  
WGM—Bethesda, Md.  
WGM—Chicago, Ill.  
WGM—Gastonia, N. C.  
WGM—Panama City Beach, Fla.  
WGM—Pawtucket, R. I.  
WGM—Wilmington, N. C.  
WGNL—Greenville, N. C.  
WGN—Harrisburg, Tenn.  
WGN—Huntington, W. Va.  
WGN—Granite City, Ill.  
WGN—Newburgh, N. Y.  
WGN—Kingsport, Tenn.  
WGN—Richmond, Va.  
WGN—Walhalla, S. C.  
WGN—Grayson, Ky.  
WGN—Mobile, Ala.  
WGN—Marion, Ind.  
WGN—Munising, Mich.  
WGN—Valdosta, Ga.  
WGN—Chattanooga, Tenn.  
WGN—Bethlehem, Pa.  
WGN—Albany, Ga.  
WGN—Buffalo, N. Y.  
WGN—Cairo, Ga.  
WGN—Grand Rapids, Mich.  
WGN—Aguadilla, P. R.  
WGN—Pittsfield, Mass.  
WGN—Griffin, Ga.  
WGN—Greensburg, Ky.  
WGN—Greenwood, Miss.  
WGN—Lake City, Fla.  
WGN—Greenville, Tenn.  
WGN—Graying, Mich.  
WGN—Sparta, Ill.  
WGN—New Bern, N. C.  
WGN—Huntington, N. Y.  
WGN—New Orleans, La.  
WGN—Millen, Ga.  
WGN—Atlanta, Ga.  
WGN—Guntersville, Ala.  
WGN—Greenwood, S. C.  
WGN—Summerville, Ga.  
WGN—Wilson, N. C.  
WGN—Georgetown, S. C.  
WGN—Cypress Gardens, Fla.  
WGN—Natick, Mass.  
WGN—Mount Dora, Fla.  
WGN—De Funak Springs, Fla.  
WGN—New Port Richey, Fla.  
WGN—Decatur, Ga.  
WGN—North Augusta, S. C.  
WGN—Bangor, Me.  
WGN—Geneva, N. Y.  
WGN—Greenville, Miss.  
WGN—Ashboro, N. Y.  
WGN—Schenebady, N. Y.  
WGN—Greenville, Ala.  
WGN—Halfway, Md.  
WGN—Greenfield, Mass.  
WGN—Hempstead, N. Y.  
WGN—Shelbyville, Tenn.  
WGN—Itochester, N. Y.  
WGN—Haines City, Fla.  
WGN—Hopewell, Va.  
WGN—Clarksburg, W. Va.  
WGN—Louisville, Ky.
- WHAT—Philadelphia, Pa.  
WHAU—Haverhill, Mass.  
WHAU—Wheaton, W. Va.  
WHAU—Froy, New York  
WHB—Kansas City, Mo.  
WHBB—Seima, Ala.  
WHBC—Canton, Ohio  
WHBF—Rock Island, Ill.  
WHBG—Harrisonburg, Va.  
WHBL—Sheboygan, Wis.  
WHBN—Harrodsburg, Ky.  
WHBO—Tampa, Fla.  
WHBP—Memphis, Tenn.  
WHBT—Harrison, Tenn.  
WHBU—Anderson, Ind.  
WHBY—Appleton, Wis.  
WHCC—Waynesville, N. C.  
WHCO—Sparta, Ill.  
WHCU—Ithaca, N. Y.  
WHDF—Houghton, Mich.  
WHDH—Boston, Mass.  
WHDL—Olean, N. Y.  
WHEB—Portsmouth, N. H.  
WHEE—Martinsville, Va.  
WHEL—New Albany, Ind.  
WHEM—Syracuse, N. Y.  
WHEO—Stuart, Va.  
WHEP—Foley, Ala.  
WHEX—Columbia, Pa.  
WHEB—Henton Harbor, Mich.  
WHGR—Houghton Lakes, Mich.  
WHHH—Warren, Ohio  
WHEM—Henderson, Tenn.  
WHHO—Hornell, N. Y.  
WHHV—Hillsville, Va.  
WHHY—Montgomery, Ala.  
WHIC—Hardsburg, Ky.  
WHIB—Griffin, Ga.  
WHII—Bay Springs, Miss.  
WHIM—Ivovidence, R. I.  
WHIN—Galisteo, Tenn.  
WHIO—Dayton, Ohio  
WHIP—Mooreville, N. C.  
WHIU—Danville, Ky.  
WHIS—Bluefield, W. Va.  
WHIT—New Bern, N. C.  
WHIY—Moulton, Ala.  
WHIZ—Zanesville, Ohio  
WHI—Greensburg, Pa.  
WHIC—Matewan, W. Va.  
WHK—Cleveland, Ohio  
WHKP—Hendersonville, N. C.  
WHKY—Hickory, N. C.  
WHLB—Virginia, Minn.  
WHLD—Niagara Falls, N. Y.  
WHLF—South Boston, Va.  
WHLH—Hempstead, N. Y.  
WHL—Blomberg, Pa.  
WHLN—Harlan, Ky.  
WHLO—Akron, Ohio  
WHLP—Centerville, Tenn.  
WHLS—Port Huron, Mich.  
WHLT—Huntington, Ind.  
WHLW—Lakewood, N. J.  
WHM—Howell, Mich.  
WHMP—Northampton, Mass.  
WHMT—Humboldt, Tenn.  
WHN—New York, N. Y.  
WHNC—Henderson, N. C.  
WHNY—McComb, Miss.  
WHO—Des Moines, Iowa  
WHO—San Juan, P. R.  
WHO—Philadelphia, Miss.  
WHOD—Jackson, La.  
WHOK—Lancaster, Ohio  
WHOL—Allentown, Pa.  
WHOM—New York, N. Y.  
WHON—Centerville, Ind.  
WHOO—Orlando, Fla.  
WHOP—Hopkinsville, Ky.  
WHOS—Decatur, Ala.  
WHOT—Cincinnati, Ohio  
WHOU—Houlton, Me.  
WHOW—Clinton, Ill.  
WHPA—Honesdale, Pa.  
WHPB—Beacon, S. C.  
WHP—High Point, N. C.  
WHP—Winchester, Va.  
WHPY—Clayton, N. C.  
WHRT—Hartselle, Ala.  
WHSC—Hartselle, S. C.  
WHSL—Wilmington, N. C.  
WHSM—Hayward, Wis.  
WHSY—Hattiesburg, Miss.  
WHIC—Holland, Mich.  
WHIT—Covington, N. J.  
WHTH—Heath, Ohio  
WHUB—Cookeville, Tenn.  
WHUC—Hudson, N. Y.  
WHUM—Reading, Pa.  
WHUN—Huntington, Pa.  
WHUT—Anderson, Ind.  
WHVL—Hendersonville, N. C.  
WHVN—Charlotte, N. C.  
WHVR—Hanover, Pa.  
WHVW—Hyde Park, N. Y.  
WHVY (FM)—Springfield, Mass.  
WHWB—Rutland, Vt.  
WHWH—Princeton, N. J.  
WHYD—Columbus, Ga.  
WHY—Charleston, La.  
WHYN—Springfield, Mass.  
WHYP—North East, Pa.  
WHYT—Noblesville, Ind.  
WHYZ—Greenville, S. C.  
WIA—San Juan, P. R.  
WIAM—Williamston, N. C.  
WIBA—Madison, Wis.  
WIBB—Macon, Ga.  
WIBC—Indianapolis, Ind.  
WIBG—Philadelphia, Pa.  
WIBH—Jackson, Mich.  
WIBI—Baton Rouge, La.  
WIBU—Poynette, Wis.  
WIBV—Belleville, Ill.  
WIBW—Topeka, Kans.  
WIBX—Hickory, Mich.  
WICC—Bridgeport, Conn.  
WICE—Providence, R. I.  
WICH—Norwich, Conn.  
WICK—Scranton, Pa.  
WICO—Sallsburg, Md.  
WICY—Malone, N. Y.
- WIDD—Elizabethton, Tenn.  
WIDE—Biddeford, Me.  
WIDG—St. Ignace, Mich.  
WIDU—Fayetteville, N. C.  
WIDZ—Elizabethton, Ky.  
WIFE—Indianapolis, Ind.  
WIFF—Auburn, Ind.  
WIFM—Elkin, N. C.  
WIGG—Wiggins, Miss.  
WIGM—Meaford, Wis.  
WIGO—Atlanta, Ga.  
WIGO—Covington, N. Y.  
WIID—Garden City, Mich.  
WIIN—Atlanta, Ga.  
WIKB—Iron River, Mich.  
WIKC—Bogalusa, La.  
WIKK—Newport, Vt.  
WIKI—Chester, Va.  
WIKY—Evanville, Ind.  
WIL—St. Louis, Mo.  
WILA—Danville, Va.  
WILD—Boston, Mass.  
WILI—Williamstown, Tenn.  
WILK—Wilkes-Barre, Pa.  
WILM—Wilmington, Del.  
WILO—Frankfort, Ind.  
WILS—Lansing, Mich.  
WIL—Centerville, Ill.  
WILZ—St. Petersburg, Fla.  
WIMA—Lima, Ohio  
WIMO—Winder, Ga.  
WIMS—Michigan City, Ind.  
WINA—Charlottesville, Va.  
WINC—Winchester, Va.  
WIND—Chicago, Ill.  
WINE—Brookfield, Conn.  
WINF—Manchester, Conn.  
WING—Dayton, Ohio  
WINH—Georgetown, S. C.  
WINI—Murphysboro, Ill.  
WINK—Fort Myers, Fla.  
WINN—Louisville, Ky.  
WING—Tampa, Fla.  
WIO—Birmingham, N. Y.  
WINS—New York, N. Y.  
WINU—Highland, Ill.  
WINW—Canton, Ohio  
WINX—Rockville, Md.  
WINZ—Miami, Fla.  
WIOB—New Boston, Ohio  
WION—Ionia, Mich.  
WIOO—Carlisle, Pa.  
WIOS—Tawas City-East Tawas, Mich.  
WIOU—Kokomo, Ind.  
WIP—Philadelphia, Pa.  
WIP—Lafayette, La.  
WIP—Ticonderoga, N. Y.  
WIQT—Horseheads, N. Y.  
WIRA—Fort Pierce, Fla.  
WIRB—Enterprise, Ala.  
WIRC—Hickory, N. C.  
WIRD—Lake Placid, N. Y.  
WIRE—Indianapolis, Ind.  
WIR—Humbolt, Tenn.  
WIR—West Palm Beach, Fla.  
WIRL—Peoria, Ill.  
WIRO—Ironton, Ohio  
WIRV—Irvine, Kentucky  
WIRY—Plattsburgh, N. Y.  
WIS—Columbia, S. C.  
WISB—Ashville, N. C.  
WISK—Americus, Ga.  
WISL—Shamokin, Pa.  
WISM—Madison, Wis.  
WISN—Milwaukee, Wis.  
WISO—Ponce, P. R.  
WISP—Kinston, N. C.  
WISU—Butler, Pa.  
WISS—Berlin, Wis.  
WIST—Charlotte, N. C.  
WISV—Viroqua, Wis.  
WISZ—Glen Burnie, Md.  
WITR—Baltimore, Md.  
WITL—Lansing, Mich.  
WITN—Washington, N. C.  
WITY—Danville, Ill.  
WITZ—Jasper, Ind.  
WIV—Arland, Va.  
WIVK—Knoxville, Tenn.  
WIVS—Crystal Lake, Ill.  
WIVY—Jacksonville, Fla.  
WIXC—Fayetteville, Tenn.  
WIXE—Monroe, N. C.  
WIXG—Lancaster, Ky.  
WIXK—New Richmond, Wis.  
WIXN—Dixon, Ill.  
WIXY—Cleveland, Ohio  
WIXZ—McKeesport, Pa.  
WIYN—Rome, Ga.  
WIZE—Springfield, Ohio  
WIZM—La Crosse, Wis.  
WIZO—Franklin, Tenn.  
WIZR—Johnston, N. Y.  
WIZS—Henderson, N. C.  
WIZZ—Sreator, Ill.  
WJAC—Johnston, Pa.  
WJAC—Norfolk, Neb.  
WJAK—Jackson, Tenn.  
WJAL—Marion, La.  
WJAI—Providence, R. I.  
WJAT—Swainsboro, Ga.  
WJAX—Jacksonville, Fla.  
WJAY—Mullins, S. C.  
WJAZ—Albany, Ga.  
WJBB—Haleyville, Ala.  
WJBC—Bloomington, Ill.  
WJBD—Salem, Ill.  
WJBE—Knoxville, Tenn.  
WJBF—Jackson, Miss.  
WJBM—Jerseyville, Ill.  
WJBO—Baton Rouge, La.  
WJBQ—Westbrook, Me.  
WJBY—Gadsden, Ala.  
WJCD—Seymour, Ind.  
WJCM—Sebring, Fla.  
WJCO—Jackson, Miss.  
WJCW—Johnson City, Tenn.  
WJDA—Quincy, Mass.  
WJDR—Thomasville, Ala.  
WJDM—Elizabeth, N. J.  
WJDX—Jackson, Miss.
- WJDY—Sallsburg, Md.  
WJH—Hollis, Ohio  
WJEJ—Hagerstown, Md.  
WJEM—Valdosta, Ga.  
WJER—Dover-New Philadelphia, Ohio  
WJES—Johnston, S. C.  
WJET—Erie, Pa.  
WJFC—Jefferson City, Tenn.  
WJGA—Jackson, Ga.  
WJHO—Opelika, Ala.  
WJIC—Salem, N. J.  
WJIL—Tulahoma, Tenn.  
WJIL—Jacksonville, Ill.  
WJIM—Lansing, Mich.  
WJIT—San Juan, P. R.  
WJJC—Commerce, Ga.  
WJJD—Chicago, Ill.  
WJJI—Christiansburg, Va.  
WJJK—Niagara Falls, N. Y.  
WJJM—Lewisburg, Tenn.  
WJJK—Mt. Holly, N. J.  
WJKM—Hartsville, Tenn.  
WJKY—Jamestown, Ky.  
WJLB—Detroit, Mich.  
WJLD—Homewood, Ala.  
WJLE—Smithfield, Tenn.  
WJLJ—Tupelo, Miss.  
WJLK—Asbury Park, N. J.  
WJLS—Beckley, W. Va.  
WJMA—Orange, Va.  
WJMB—Brookhaven, Miss.  
WJMC—Rice Lake, Wis.  
WJML—Petoskey, Mich.  
WJMO—Cleveland, Ohio  
WJMS—Ironwood, Mich.  
WJMT—Harrisville, Wis.  
WJMW—Athens, Ala.  
WJMX—Florence, S. C.  
WJNC—Jacksonville, N. C.  
WJNJ—Atlantic Beach, Fla.  
WJNL—Johnston, Pa.  
WJNO—West Palm Beach, Fla.  
WJOP—Binghamton, N. Y.  
WJOE—Port St. Joe, Ind.  
WJOL—Joliet, Ill.  
WJON—St. Cloud, Minn.  
WJOR—South Haven, Mich.  
WJOT—Lake City, S. C.  
WJOY—Burlington, Vt.  
WJPA—Washington, Pa.  
WJPC—Chicago, Ill.  
WJPD—Ishpeming, Mich.  
WJPE—Herrin, Ill.  
WJPK—Greenville, Miss.  
WJPS—Evansville, Ind.  
WJPW—Rockford, Mich.  
WJQS—Jackson, Miss.  
WJR—Detroit, Mich.  
WJRC—Joliet, Ill.  
WJRD—Fusco, Ala.  
WJRE—Lenoir, N. C.  
WJRB—Crestview, Fla.  
WJSM—Martinsburg, Pa.  
WJSO—Jonesboro, Tenn.  
WJTN—Jamestown, N. Y.  
WJTO—Bath, Me.  
WJUN—Mexico, Pa.  
WJUS—South Bend, Ind.  
WJWC—Cleveland, Ohio  
WJWL—Georgetown, Del.  
WJWS—South Hill, Va.  
WJXN—Jackson, Miss.  
WJZM—Clarksville, Tenn.
- WKAC—Athens, Ala.  
WKAI—Saratoga, Spgs., N. Y.  
WKAL—Rome, N. Y.  
WKAM—Goshen, Ind.  
WKAN—Kankakee, Ill.  
WKAO—Boynton Beach, Fla.  
WKAP—Allentown, Pa.  
WKAQ—San Juan, P. R.  
WKAJ—Miami, Fla.  
WKAU—Kalamazoo, Wis.  
WKAY—Glasgow, Ky.  
WKAZ—Charleston, W. Va.  
WKBA—Vinton, Va.  
WKBC—North Wilkesboro, N. C.  
WKBI—St. Marys, Pa.  
WKBS—Milan, Tenn.  
WKBK—Keene, N. H.  
WKBL—Covington, Tenn.  
WKBN—Youngstown, Ohio  
WKBO—Harrisburg, Pa.  
WKBP—Garner, N. C.  
WKBR—Manchester, N. H.  
WKBV—Richmond, Ind.  
WKBW—Buffalo, N. Y.  
WKBX—Winston-Salem, N. C.  
WKBY—Chatham, Va.  
WKBS—Hushegon, Mich.  
WKCB—Hindman, Ky.  
WKCM—Hawesville, Ky.  
WKCC (FM)—Saginaw, Mich.  
WKCT—Bowling Green, Ky.  
WKCU—Corinth, Miss.  
WKCV—Warrenton, Va.  
WKCY—Harrisburg, Va.  
WKDA—Nashville, Tenn.  
WKDE—Altavilla, Va.  
WKDK—Newberry, S. C.  
WKDI—Clarksdale, Miss.  
WKDR—Plattsburgh, N. Y.  
WKDW—Staunton, Va.  
WKDX—Hamlet, N. C.  
WKDY—Spartanburg, S. C.  
WKDZ—Cadiz, Ky.  
WKEL—Birmingham, W. Va.  
WKEB—Hannover, Pa.  
WKEC—Kewanee, Ill.  
WKEM—Immokalee, Fla.  
WKEN—Dover, Del.  
WKER—Hempstead Lakes, N. J.  
WKET—Griffin, Ga.  
WKEX—Blacksburg, Va.  
WKFC—Covington, Va.  
WKFD—Wickford, R. I.  
WKFE—Yauco, P. R.  
WKFI—Wilmington, Ohio  
WKFR—Battie Creek, Mich.  
WKGN—Knoxville, Tenn.
- WKGX—Lenoir, N. C.  
WKHH—Holly Hill, S. C.  
WKHM—Jackson, Mich.  
WKIC—Hazard, Ky.  
WKIG—Glennville, Ga.  
WKIO—Leasotown, Md.  
WKIN—Kingsport, Tenn.  
WKIP—Poughkeepsie, N. Y.  
WKIS—Orlando, Fla.  
WKIX—Raleigh, N. C.  
WKIZ—Key West, Fla.  
WKJB—Mayaguez, P. R.  
WKJK—Granite Falls, N. C.  
WKJL—Muskegon, Mich.  
WKKE—Ashville, N. C.  
WKKO—Cocoa, Fla.  
WKKR—Pickens, S. C.  
WKKS—Vanceburg, Ky.  
WKKX—De Land, Fla.  
WKLA—Ludington, Mich.  
WKLC—St. Albans, W. Va.  
WKLF—Clanton, Ala.  
WKLK—Ciequet, Minn.  
WKLM—Wilmington, N. C.  
WKLO—Louisville, Ky.  
WKLP—Keyser, W. Va.  
WKLV—Blacksburg, Va.  
WKLX—Portsmouth, Va.  
WKLY—Hartwell, Ga.  
WKMB—Sterling, N. J.  
WKMC—Roaring Spring, Pa.  
WKMF—Flint, Mich.  
WKMG—Newberry, S. C.  
WKMI—Kalamazoo, Mich.  
WKMK—Blountstown, Fla.  
WKML—Kings Mountain, N. C.  
WKND—Windsor, Conn.  
WKNE—Keene, N. H.  
WKNT—Kent, Ohio  
WKNY—Saginaw, Mich.  
WKNX—Kingston, N. Y.  
WKOA—Hopkinsville, Ky.  
WKO—Gordon, Ga.  
WKO—Sunbury, Pa.  
WKO—Amsterdam, N. Y.  
WKO—Binghamton, N. Y.  
WKO—Starkville, Miss.  
WKO—Kingston, N. Y.  
WKO—Wellston, Ohio  
WKOX—Framingham, Mass.  
WKOY—Bluefield, W. Va.  
WKOZ—Cosciusko, Miss.  
WKPA—New Kensington, Pa.  
WKPM—Princeton, Minn.  
WKPP—Kalamazoo, Mich.  
WKPR—Kingport, Tenn.  
WKQT—Garyville, La.  
WKQW—Spring Valley, N. Y.  
WKRA—Holly Springs, Miss.  
WKRC—Cincinnati, Ohio  
WKRG—Mobile, Ala.  
WKRI—West Warwick, R. I.  
WKRK—Murphy, N. C.  
WKRM—Columbia, Tenn.  
WKRO—Cairo, Ill.  
WKRS—Wauegan, Ill.  
WKRT—Cortland, N. Y.  
WKRW—Cartersville, Ga.  
WKRZ—Oli City, Pa.  
WKSC—Kershaw, S. C.  
WKSD—Prichard, Ala.  
WKSE—West Jefferson, N. C.  
WKST—Jamestown, N. Y.  
WKSP—Kingstree, S. C.  
WKSR—Fulaski, Tenn.  
WKST—New Castle, Pa.  
WKTE—King, N. C.  
WKTY—Farmington, Maine  
WKU—South Ferris, Me.  
WKU—Pittsburgh, Pa.  
WKUS—Sheboygan, Wis.  
WKU—La Crosse, Wis.  
WKU—Arlington, Fla.  
WKUL—Cullman, Ala.  
WKUN—Monroe, Ga.  
WKVA—Lexington, Pa.  
WKVI—Knox, Ind.  
WKVM—San Juan, P. R.  
WKW—Havlock, N. C.  
WKWT—Bristol, Pa.  
WKWF—Key West, Fla.  
WKWV—Wheeling, W. Va.  
WKWX—Rocky Mount, Va.  
WKXA—Brunswick, Me.  
WKXB—Concord, N. H.  
WKXC—Berea, Ky.  
WKXR—Exeter, N. H.  
WKXV—Knoxville, Tenn.  
WKXY—Sarasota, Fla.  
WKY—Oklahoma City, Okla.  
WKYB—Hemingway, S. C.  
WKYE—Bristol, Va.  
WKYQ—Larkspur, W. Va.  
WKYK—Burnsville, N. C.  
WKYN—San Juan, P. R.  
WKYV—Cato, Mich.  
WKYX—Paducah, Ky.  
WKZA—Kane, Pa.  
WKZI—Casey, Ill.  
WKZB—Kalamazoo, Mich.  
WLAB—Saint Paul, N. C.  
WLA—Nashville, Tenn.  
WLAB—Danbury, Conn.  
WLAB—La Folle, Tenn.  
WLAG—La Grange, Ga.  
WLAM—Lexington, Me.  
WLAN—Lancaster, Pa.  
WLAP—Lexington, Ky.  
WLAQ—Rome, Ga.  
WLAH—Athens, Tenn.  
WLAS—Jacksonville, N. C.  
WLAT—Conway, S. C.  
WLAU—Lafayette, Miss.  
WLB—Grand Rapids, Mich.  
WLBV—Lawrenceville, Ga.  
WLBW—Muscle Shoals, Ala.  
WLBK—Carrollton, Ga.  
WLB—Muncie, Ind.  
WLB—Leesburg-Eustis, Fla.  
WLBG—Laurens, S. C.

(Continued on next page)





- WSWV—Pennington Gap, Va.  
 WSWW—Platteville, Wis.  
 WSYB—Rutland, Vt.  
 WSYD—Mt. Airy, N. C.  
 WSYL—Sylvania, Ga.  
 WSYR—Syracuse, N. Y.  
 WTAB—Tabor City, N. C.  
 WTAC—Flint, Mich.  
 WTAD—Quincy, Ill.  
 WTAE—Pittsburgh, Pa.  
 WTAG—Worcester, Mass.  
 WTAL—Melbourne, Fla.  
 WTAL—Tallahassee, Fla.  
 WTAN—Clearwater, Fla.  
 WTAC—La Grange, Ill.  
 WTAR—Norfolk, Va.  
 WTAW—Bryan-College Station, Tex.  
 WTAX—Springfield, Ill.  
 WTAY—Robinson, Ill.  
 WTBC—Tuscaloosa, Ala.  
 WTRF—Troy, Ala.  
 WTRJ—Monticello, Fla.  
 WTRC—Cumberland, Md.  
 WTRC—Warwick, N. Y.  
 WTRC—Plymouth, Ind.  
 WTRC—Plomaton, Ala.  
 WTRC—Shawano, Wis.  
 WTRC—Tell City, Ind.  
 WTRC—Warren, Ohio  
 WTRC—Traverse City, Mich.  
 WTRC—Campbellsville, Ky.  
 WTRC—Ashland, Ky.  
 WTRC—Fairmont, W. Va.  
 WTRC—Whitesburg, Ky.  
 WTRC—Philadelphia, Pa.  
 WTRC—Thomaston, Ga.  
 WTRC—Myrtle Beach, S. C.  
 WTRC—Augusta, Ga.  
 WTRC—Milford, Delaware.  
 WTRC—Mineola, N. Y.  
 WTRC—Terre Haute, Ind.  
 WTRC—Thompson, Ga.  
 WTRC—Lapeer, Mich.  
 WTRC—Thurmont, Md.  
 WTRC—Hartford, Conn.  
 WTRC—Newport News, Va.  
 WTRC—Tifton, Ga.  
 WTRC—Massillon, Ohio  
 WTRC—Durham, N. C.  
 WTRC—Mayaguez, P. R.  
 WTRC—Taylorville, Ill.  
 WTRC—Charleston, W. Va.  
 WTRC—Manistiquette, Mich.  
 WTRC—Titusville, Fla.  
 WTRC—New Orleans, La.  
 WTRC—East Point, Ga.  
 WTRC—Jackson, Tenn.  
 WTRC—Hartford, Wis.  
 WTRC—Ithaca, N. Y.  
 WTRC—Tompkinsville, Ky.  
 WTRC—Utica, N. Y.  
 WTRC—Taylorville, N. C.  
 WTRC—Apopka, Fla.  
 WTRC—Somerset, Ky.  
 WTRC—Tallahassee, Ala.  
 WTRC—Charleston, S. C.
- WTMB—Tomah, Wis.  
 WTMC—Ocala, Fla.  
 WTMJ—Milwaukee, Wis.  
 WTMP—Tampa, Fla.  
 WTMH—Camden, N. J.  
 WTMJ—Louisville, Ky.  
 WTMJ—Thomasville, N. C.  
 WTMJ—Orangeburg, S. C.  
 WTMJ—Trenton, Tenn.  
 WTMJ—Trenton, N. J.  
 WTMJ—Meridian, Miss.  
 WTMJ—Millington, Tenn.  
 WTMJ—Coshocott, Ohio  
 WTMJ—Tallahassee, Fla.  
 WTMJ—Winston-Salem, N. C.  
 WTMJ—Savannah, Ga.  
 WTMJ—Toledo, Ohio  
 WTMJ—Spruce Pine, N. C.  
 WTMJ—Staunton, Va.  
 WTMJ—Bellefontaine, Ohio  
 WTMJ—Washington, D. C.  
 WTMJ—Marianna, Fla.  
 WTMJ—Towson, Maryland  
 WTMJ—Roanoke, Va.  
 WTMJ—Paris, Tenn.  
 WTMJ—Selma, Ala.  
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 WTMJ—Ripley, Tenn.  
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 WTMJ—Greensburg, Ind.  
 WTMJ—Brunswick, Md.  
 WTMJ—Randenton, Fla.  
 WTMJ—Tyone, Pa.  
 WTMJ—Dyersburg, Tenn.  
 WTMJ—LaGrange, Ga.  
 WTMJ—Warsaw, N. C.  
 WTMJ—Sanford, Fla.  
 WTMJ—Dunnellon, Fla.  
 WTMJ—Muskegon, Mich.  
 WTMJ—Flint, Mich.  
 WTMJ—Troy, N. Y.  
 WTMJ—Brattleboro, Vt.  
 WTMJ—Lumberton, N. C.  
 WTMJ—Hanover, N. H.  
 WTMJ—Dover, N. H.  
 WTMJ—Madison, Wis.  
 WTMJ—Claremont, N. H.  
 WTMJ—Vero Beach, Fla.  
 WTMJ—Towanda, Pa.  
 WTMJ—Tiffin, Ohio  
 WTMJ—Dalton, Ga.  
 WTMJ—Madisonville, Ky.  
 WTMJ—Trenton, N. J.  
 WTMJ—Watertown, Wis.  
 WTMJ—Westminster, Md.  
 WTMJ—Bloomington, Ind.  
 WTMJ—Amherst, Mass.  
 WTMJ—Appomattox, Va.  
 WTMJ—Tuscaloosa, Ala.  
 WTMJ—Tupelo, Miss.  
 WTMJ—Wilmington, Del.  
 WTMJ—Toledo, Ohio  
 WTMJ—Coldwater, Mich.  
 WTMJ—Waterville, Me.  
 WTMJ—Columbus, Ohio  
 WTMJ—Richmond, Va.
- WTWA—Thomson, Ga.  
 WTWB—Auburndale, Fla.  
 WTWN—St. Johnsbury, Vt.  
 WTXL—West Springfield, Mass.  
 WTYC—Rock Hill, S. C.  
 WTYL—Tylerstown, Miss.  
 WTYM—East Longmeadow, Mass.  
 WTYN—Tryon, N. C.  
 WTYM—Marianna, Fla.  
 WTYM—Tazewell, Va.  
 WUAT—Pikeville, Tenn.  
 WUBE—Cincinnati, Ohio  
 WUCR—Sparta, Tenn.  
 WUDO—Lewisburg, Pa.  
 WUFE—Baxley, Ga.  
 WUFP—Eastman, Ga.  
 WUFO—Amherst, N. Y.  
 WULA—Eufaula, Ala.  
 WULF—Alma, Ga.  
 WUNI—Mobile, Ala.  
 WUNO—San Juan, P. R.  
 WUNR—Brookline, Mass.  
 WUOK—Cumberland, Md.  
 WUPY—Ishpeming, Mich.  
 WUSJ—Lockport, N. Y.  
 WUST—Washington, D. C.  
 WYAB—Virginia Beach, Va.  
 WYAK—Paoli, Ind.  
 WVAL—Sauk Rapids, Minn.  
 WYAM—Altoona, Pa.  
 WYAP—Burnetown, S. C.  
 WYAR—Richwood, W. Va.  
 WYBS—Burgaw, N. C.  
 WYCB—Shallotte, N. C.  
 WYCF—Windermere, Fla.  
 WYCG—Coral Gables, Fla.  
 WYCH—Chester, Pa.  
 WYEC—Hampton, Va.  
 WYIC—East Lansing, Mich.  
 WYIM—Vicksburg, Miss.  
 WYIP—Mount Kisco, N. Y.  
 WYIS—Pensacola, Fla.  
 WYJP—Caguas, P. R.  
 WYJS—Owensboro, Ky.  
 WYKO—Columbus, Ohio  
 WYKY—Louis, Ky.  
 WYLC—Orleans, Mass.  
 WYLD—Valdosta, Ga.  
 WYLN—Lexington, Ky.  
 WYLN—Oney, Ill.  
 WYLY—Water Valley, Miss.  
 WYMC—Mount Carmel, Ill.  
 WYMG—Cochran, Ga.  
 WYMI—Biloxi, Miss.  
 WYMT—Burlington, Vt.  
 WYNA—Tusculumbia, Ala.  
 WYNJ—Newark, N. J.  
 WYOB—Bel Air, Md.  
 WYOC—Battle Creek, Mich.  
 WYOE—Chadbourn, N. C.  
 WYOG—New Orleans, La.  
 WYOH—Hazelhurst, Ga.  
 WYOJ—Jacksonville, Fla.  
 WYOK—Birmingham, Ala.  
 WYOR—Berry Hill, Tenn.
- WYOM—Iuka, Miss.  
 WYON—Cicero, Ill.  
 WYOP—Vidalia, Ga.  
 WYOS—Liberty, N. Y.  
 WYOT—Wilson, N. C.  
 WYOV—Huntsville, Ala.  
 WYOW—Logan, W. Va.  
 WYOX—New Rochelle, N. Y.  
 WYPO—Stroudsburg, Pa.  
 WYRC—Spencer, W. Va.  
 WYSA—Vernon, Ala.  
 WYSC—Somerset, Pa.  
 WYSM—Rainsville, Ala.  
 WYTL—Monticello, Ind.  
 WYVW—Grafton, W. Va.  
 WYVY—Highland Park, Ill.  
 WYWI—St. Thomas, V. I.  
 WYWB—Lakeland, Fla.  
 WYWM—Cadillac, Mich.  
 WYWA—St. Petersburg, Fla.  
 WYWB—Cocoa, Fla.  
 WYWR—Bamberg, S. C.  
 WYWR—Windber, Pa.  
 WYWBZ—Vineand, N. J.  
 WYWC—Gary, Ind.  
 WYWC—Bremen, Ga.  
 WYWC—Clarion, Pa.  
 WYWC—Brazil, Ind.  
 WYWC—Waterbury, Conn.  
 WYWD—Washington, D. C.  
 WYWD—Newark, N. J.  
 WYWD—Murfreesboro, N. C.  
 WYWE—Memphis, Tenn.  
 WYWE—Medford, Mass.  
 WYWF—Clermont, Fla.  
 WYWG—Nashville, Tenn.  
 WYWG—Erie, Pa.  
 WYWG—Sanford, N. Y.  
 WYWG—Tifton, Ga.  
 WYWH—Huntington, W. Va.  
 WYWI—Baltimore, Md.  
 WYWI—Black River Falls, Wis.  
 WYWI—Canton, N. C.  
 WYWI—Detroit, Mich.  
 WYWI—Brooksville, Fla.  
 WYWI—Duluth, Minn.  
 WYWI—Ocala, Fla.  
 WYWI—Fair Bluff, N. C.  
 WYWI—Winchester, Ky.  
 WYWI—New Orleans, La.  
 WYWI—Cornwall, N. Y.  
 WYWI—Portage Pa.  
 WYWI—Asherville, N. C.  
 WYWI—Rochester, N. H.  
 WYWI—Beckley, W. Va.  
 WYWI—Statesboro, Ga.  
 WYWI—Watertown, N. Y.  
 WYWI—Portsmouth, Va.  
 WYWI—Lynchburg, Va.  
 WYWI—Miami, Fla.  
 WYWI—Buffalo, N. Y.  
 WYWI—Woonsocket, R. I.  
 WYWI—Conneaut, Ohio  
 WYWI—Williamsport, Pa.  
 WYWI—Berry Hill, Fla.
- WWRL—New York, N. Y.  
 WWSC—Glens Falls, N. Y.  
 WWSE—Loretto, Pa.  
 WWSR—St. Albans, Vt.  
 WWSR—Wooster, Ohio  
 WWSW—Pittsburgh, Pa.  
 WWTC—Minneapolis, Minn.  
 WWUN—Jackson, Miss.  
 WWVA—Wheeling, W. Va.  
 WWWB—Jasper, Ala.  
 WWWC—Wilkesboro, N. C.  
 WWWV—Cleveland, Ohio  
 WWWF—Fayette, Ala.  
 WWWR—Russellville, Ky.  
 WWXL—Manchester, Ky.  
 WWYN—Erie, Pa.  
 WWYO—Pineville, W. Va.  
 WXAL—Demopolis, Ala.  
 WXAP—Atlanta, Ga.  
 WXCF—Clifton Forge, Va.  
 WXCL—Peoria, Ill.  
 WXCO—Wausau, Wis.  
 WXEE—Welch, W. Va.  
 WXGI—Richmond, Va.  
 WXIT—Charleston, W. Va.  
 WXLJ—Dublin, Ga.  
 WXLW—Indianapolis, Ind.  
 WXOK—Baton Rouge, La.  
 WXOR—Florence, Ala.  
 WXOX—Bay City, Mich.  
 WXPQ—Eatonton, Ga.  
 WXRK—Guayama, P. R.  
 WXRL—Lancaster, N. Y.  
 WXTN—Lexington, Miss.  
 WYUR—Media, Pa.  
 WYVA—Charles Town, W. Va.  
 WYVV—Jeffersonville, Ind.  
 WYXX—Hattiesburg, Miss.  
 WXYZ—Detroit, Mich.  
 WYAL—Scotland Neck, N. C.  
 WYAM—Bessemer, Ala.  
 WYAZ—Yazoo City, Miss.  
 WYBG—Massena, N. Y.  
 WYCL—York, S. C.  
 WYDE—Birmingham, Ala.  
 WYDK—Yadkinville, N. C.  
 WYFC—Ypsilanti, Mich.  
 WYFE—Rockford, Ill.  
 WYGO—Corbin, Ky.  
 WYGR—Wyoming, Mich.  
 WYHI—Fernandina Beach, Fla.  
 WYLD—New Orleans, La.  
 WYLS—Jackson, Wis.  
 WYLS—York, Ala.  
 WYMB—Manning, S. C.  
 WYNA—Raleigh, N. C.  
 WYND—Sarasota, Fla.  
 WYNE—Appleton, Wis.  
 WYNG—Goldboro, N. C.  
 WYNK—Baton Rouge, La.  
 WYNN—Florence, S. C.  
 WYNR—Brunswick, Ga.  
 WYNS—Leighton, Pa.
- WYNX—Atlanta, Ga.  
 WYOO—Richfield, Minn.  
 WYOU—Tampa, Fla.  
 WYPR—Danville, Va.  
 WYRE—Annapolis, Md.  
 WYRN—Louisburg, N. C.  
 WYRU—Red Springs, N. C.  
 WYSE—Inverness, Fla.  
 WYSH—Clinton, Tenn.  
 WYSR—Franklin, Va.  
 WYTH—Rocky Mount, Va.  
 WYWF—Fayette, Ala.  
 WYWE—Wytheville, Va.  
 WYWY—Barbourville, Ky.  
 WYXI—Athens, Tenn.  
 WYXX—Kalamazoo, Mich.  
 WYZZ—Jasper, Ga.  
 WYZZ—Atlanta, Ga.  
 WZAP—Bristol, Va.  
 WZBN—Zion, Ill.  
 WZEP—De Funiak Springs, Fla.  
 WZFI—Cincinnati, Ohio  
 WZIX—York, Pa.  
 WZKY—Albemarle, N. C.  
 WZNG—Winter Haven, Fla.  
 WZOB—Fort Payne, Ala.  
 WZOE—Princeton, Ill.  
 WZOO—Ashboro, N. C.  
 WZSP—Leesburg, Fla.  
 WZUM—Carnegie, Pa.  
 WZUU—Milwaukee, Wis.  
 WZYX—Cowan, Tenn.  
 WZZA—Tuscumbia, Ala.
- MEXICAN:  
 XEAS—Nuevo Laredo (Laredo, Tex.)  
 XEBG—Tijuana (San Diego, Calif.)  
 XEGM—Tijuana (San Diego, Calif.)  
 XEJ—Ciudad Juarez (El Paso, Tex.)  
 XEK—Nuevo Laredo (Laredo, Tex.)  
 XEMO—Tijuana (San Diego, Calif.)  
 XEMS—Matamoros (Brownsville, Tex.)  
 XENU—Nuevo Laredo (Laredo, Tex.)  
 XEPRS—Tijuana (San Diego, Calif.)  
 XEROK—Ciudad Juarez (El Paso, Tex.)  
 XETRA—Tijuana (San Diego, Calif.)  
 XEWG—Ciudad Juarez (El Paso, Tex.)



# Call Letter Index, FM Radio Stations

## FREQUENCY MODULATION (FM) STATIONS

**CJOM (FM)**—Windsor, Canada (Detroit Urban Area)  
**KAAL (FM)**—Austin, Minn.  
**KAAB (FM)**—Yakima, Wash.  
**KAGB (FM)**—Cambridge, Mass.  
**KABI (FM)**—Abilene, Kans.  
**KABL (FM)**—San Francisco, Calif.  
**KACE (FM)**—Riverside, Calif.  
**KADI (FM)**—St. Louis, Mo.  
**KADL (FM)**—Pine Bluff, Ark.  
**KADU (FM)**—Texarkana, Ark.  
**KADK (FM)**—Denver, Colo.  
**KAFE (FM)**—Santa Fe, N. M.  
**KAFF (FM)**—Flagstaff, Ariz.  
**KAGF (FM)**—Oklahoma City, Okla.  
**KAFI (FM)**—Auburn, Calif.  
**KAFM (FM)**—Dallas, Tex.  
**KAGB (FM)**—Anglewood, Calif.  
**KAGI (FM)**—Miami, Minn.  
**KAGH (FM)**—Crossett, Ark.  
**KAGM (FM)**—Klamath Falls, Ore.  
**KAIM (FM)**—Honolulu, Hawaii  
**KAIH (FM)**—Tucson, Ariz.  
**KAKC (FM)**—Tulsa, Okla.  
**KAKL (FM)**—Carrollton, Calif.  
**KAPB (FM)**—Marksville, La.  
**KAPX (FM)**—San Clemente, Calif.  
**KARA (FM)**—Santa Clara, Calif.  
**KARD (FM)**—Wichita, Kans.  
**KARL (FM)**—Carrollton, Calif.  
**KARF (FM)**—Fresno, Calif.  
**KASE (FM)**—Austin, Tex.  
**KASI (FM)**—Ames, Iowa  
**KAUM (FM)**—Houston, Tex.  
**KAVI (FM)**—Rocky Ford, Colo.  
**KAVR (FM)**—Apple Valley, Calif.  
**KAWL (FM)**—York, Neb.  
**KAWY (FM)**—Waukegan, Ill.  
**KAYD (FM)**—Beaumont, Tex.  
**KAYL (FM)**—Storm Lake, Iowa  
**KBAD (FM)**—Carlsbad, N. M.  
**KBAY (FM)**—San Jose, Calif.  
**KBBC (FM)**—Phoenix, Ariz.  
**KBH (FM)**—Boise, Idaho  
**KBHL (FM)**—Ventura, Calif.  
**KBHY (FM)**—Ventura, Calif.  
**KBKA (FM)**—Los Angeles, Calif.  
**KBCL (FM)**—Shreveport, La.  
**KBCC (FM)**—St. Louis, Mo.  
**KBEE (FM)**—Modesto, Calif.  
**KBEK (FM)**—Lexington, Mo.  
**KBEG (FM)**—Kansas City, Mo.  
**KBEL (FM)**—Salt Lake City, Utah  
**KBES (FM)**—Bellevue, Wash.  
**KBFW (FM)**—Blue Earth, Minn.  
**KBFC (FM)**—Forrest City, Ark.  
**KBFM (FM)**—Edinburg, Tex.  
**KBGN (FM)**—Caldwell, Ida.  
**KBHS (FM)**—Hot Springs, Ark.  
**KBIC (FM)**—Alice, Texas  
**KBIG (FM)**—Los Angeles, Calif.  
**KBIM (FM)**—Roswell, N. M.  
**KBII (FM)**—Edmonds, Wash.  
**KBLE (FM)**—Seattle, Wash.  
**KBMC (FM)**—Eugene, Ore.  
**KBMF (FM)**—Spokane, Tex.  
**KBMO (FM)**—Benson, Minn.  
**KBMR (FM)**—Bismarck, N. D.  
**KBQB (FM)**—West Covina, Calif.  
**KBQF (FM)**—Ostlacoosa, Iowa  
**KBQW (FM)**—Hot Springs, S. D.  
**KBOI (FM)**—Boise, Idaho  
**KBOW (FM)**—Butte, Mont.  
**KBOY (FM)**—Medford, Ore.  
**KBP (FM)**—Denver, Colo.  
**KBPQ (FM)**—Beaumont, Tex.  
**KBRA (FM)**—Wichita, Kans.  
**KBRF (FM)**—Fergus Falls, Minn.  
**KBRG (FM)**—San Francisco, Calif.  
**KBIH (FM)**—Brinkley, Ark.  
**KBRK (FM)**—Brookings, S. D.  
**KBRO (FM)**—Bremerton, Wash. Mo.  
**KBRX (FM)**—O'Neill, Neb.  
**KBTM (FM)**—Jonesboro, Ark.  
**KBUU (FM)**—San Antonio, Tex.  
**KBUR (FM)**—Burlington, Iowa  
**KBUY (FM)**—Fort Worth, Tex.  
**KBUZ (FM)**—Mesa, Ariz.  
**KBVL (FM)**—Boulder, Colo.  
**KBLX (FM)**—Caldwell, Idaho  
**KCAL (FM)**—Redlands, Calif.  
**KCFN (FM)**—Fort Arthur, Tex.  
**KCBS (FM)**—San Francisco, Calif.  
**KCCO (FM)**—Lawton, Okla.  
**KCFE (FM)**—Tucson, Ariz.  
**KCEZ (FM)**—Kansas City, Mo.  
**KCFA (FM)**—Spokane, Wash.  
**KCFM (FM)**—St. Louis, Mo.  
**KCHA (FM)**—Charles City, Iowa  
**KCHF (FM)**—St. Louis, S. D.  
**KCIL (FM)**—Houma, La.  
**KCIM (FM)**—Carroll, Iowa  
**KCIR (FM)**—Corsicana, Tex.  
**KCIV (FM)**—The Dalles, Ore.  
**KCJR (FM)**—Minot, N. D.  
**KCKN (FM)**—Kansas City, Mo.  
**KCLW (FM)**—Clinton, Iowa  
**KCLO (FM)**—Leavenworth, Kan.  
**KCLU (FM)**—Rolla, Mo.  
**KCM (FM)**—Wichita, Kan.  
**KCMS (FM)**—Manitou Springs, Colo.  
**KCMY (FM)**—Alexandria, Minn.  
**KCNB (FM)**—Newton, Iowa  
**KCFX (FM)**—Salt Lake City, Utah  
**KCRP (FM)**—Sacramento, Calif.

**KCRC (FM)**—Enid, Okla.  
**KCIU (FM)**—Helena, Ark.  
**KCIU (FM)**—Sacramento, Calif.  
**KCUU (FM)**—Med Wing, Minn.  
**KDB (FM)**—Santa Barbara, Calif.  
**KDBH (FM)**—Natchitoches, La.  
**KDBM (FM)**—Dillon, Mont.  
**KDD (FM)**—Dumas, Tex.  
**KDE (FM)**—New Iberia, La.  
**KDEF (FM)**—Albuquerque, N. M.  
**KDES (FM)**—Palm Springs, Calif.  
**KDEW (FM)**—De Witt, Ark.  
**KDFC (FM)**—San Francisco, Calif.  
**KDFM (FM)**—Wainut Creek, Calif.  
**KDII (FM)**—Fairbault, Minn.  
**KDID (FM)**—San Diego, Calif.  
**KDJV (FM)**—Amarillo, Tex.  
**KDKB (FM)**—Mesa, Ariz.  
**KDLK (FM)**—Del Rio, Tex.  
**KDL (FM)**—Perry, Iowa  
**KDM (FM)**—New Orleans, La.  
**KDNO (FM)**—Delano, Calif.  
**KDNT (FM)**—Denton, Tex.  
**KDOL (FM)**—Mojave, Calif.  
**KDOT (FM)**—Phoenix, Ariz.  
**KDSN (FM)**—Denison, Iowa  
**KDSX (FM)**—Denison, Tex.  
**KDTP (FM)**—Dallas, Texas  
**KDUS (FM)**—Hershey, Calif.  
**KDUX (FM)**—Aberdeen, Wash.  
**KDVR (FM)**—Sioux City, Ia.  
**KEBC (FM)**—Oklahoma City, Okla.  
**KEEY (FM)**—St. Paul, Minn.  
**KEF (FM)**—San Antonio, Tex.  
**KEFM (FM)**—Waco, Tex.  
**KEFL (FM)**—Omaha, Neb.  
**KELA (FM)**—Centralia—Chehalis, Wash.  
**KELD (FM)**—El Dorado, Ark.  
**KELE (FM)**—Lamesa, Tex.  
**KELO (FM)**—Sioux Falls, S. D.  
**KELT (FM)**—Harlingen, Tex.  
**KENA (FM)**—Mesa, Ariz.  
**KENI (FM)**—Bisbee, Wash.  
**KESM (FM)**—El Dorado Springs, Mo.  
**KESY (FM)**—Galveston, Tex.  
**KETO (FM)**—Seattle, Wash.  
**KETU (FM)**—Salina, Kan.  
**KETX (FM)**—Livingston, Tex.  
**KEWE (FM)**—Camarillo, Calif.  
**KEWT (FM)**—Sacramento, Calif.  
**KEXL (FM)**—San Antonio, Tex.  
**KEYC (FM)**—Mankato, Minn.  
**KEYN (FM)**—Wichita, Kans.  
**KEZZ (FM)**—El Paso, Tex.  
**KEZE (FM)**—Spokane, Wash.  
**KZKZ (FM)**—St. Louis, Mo.  
**KEZZ (FM)**—San Diego  
**KEZO (FM)**—Omaha, Neb.  
**KEZZ (FM)**—Little Rock, Ark.  
**KEZR (FM)**—San Jose, Calif.  
**KEZZ (FM)**—Sacramento, Calif.  
**KEZZ (FM)**—Dallas, Tex.  
**KEZZ (FM)**—Seattle, Wash.  
**KEZY (FM)**—Anahim, Calif.  
**KFAB (FM)**—Omaha, Neb.  
**KFAC (FM)**—Los Angeles, Calif.  
**KFAM (FM)**—St. Cloud, Minn.  
**KFBD (FM)**—Wray, Neb.  
**KFBK (FM)**—Sacramento, Calif.  
**KFBZ (FM)**—Wichita, Kans.  
**KFFM (FM)**—Yakima, Wash.  
**KFIG (FM)**—Fresno, Calif.  
**KFII (FM)**—Preston, Minn.  
**KFIN (FM)**—Jonesboro, Ark.  
**KFIS (FM)**—Marshalltown, Iowa  
**KFJ (FM)**—Oklahoma City, Okla.  
**KFLA (FM)**—Scott City, Kan.  
**KFLY (FM)**—Corvallis, Ore.  
**KFMA (FM)**—Jerome, Idaho  
**KFMB (FM)**—San Diego, Calif.  
**KFMC (FM)**—Provo, Utah  
**KFMD (FM)**—Dubuque, Iowa  
**KFME (FM)**—Chico, Calif.  
**KFMG (FM)**—Des Moines, Iowa  
**KFMW (FM)**—Muscatine, Iowa  
**KFMI (FM)**—Eureka, Calif.  
**KFMK (FM)**—Houston, Tex.  
**KFML (FM)**—Denver, Colo.  
**KFMM (FM)**—Frisco, Tex.  
**KFMN (FM)**—Abilene, Tex.  
**KFMP (FM)**—Cape Girardeau, Mo.  
**KFMQ (FM)**—Lincoln, Neb.  
**KFMR (FM)**—Fremont, Calif.  
**KFMT (FM)**—La Grande, Ore.  
**KFMV (FM)**—Magnolia, Ark.  
**KFMW (FM)**—Waterloo, Iowa  
**KFMX (FM)**—Minneapolis, Minn.  
**KFMY (FM)**—Eugene, Ore.  
**KFMZ (FM)**—Columbia, Mo.  
**KFN (FM)**—Oklahoma City, Okla.  
**KFNE (FM)**—Ferris, Tex.  
**KFN (FM)**—Fresno, Calif.  
**KFOG (FM)**—San Francisco, Calif.  
**KFR (FM)**—San Francisco, Calif.  
**KFRD (FM)**—Rosenberg, Tex.  
**KFSM (FM)**—St. Louis, Mo.  
**KFSO (FM)**—San Diego, Calif.  
**KFTM (FM)**—Fort Morgan, Colo.  
**KFV (FM)**—Fort Worth, Tex.  
**KFV (FM)**—Fresno, Calif.  
**KFYR (FM)**—Bismarck, N. D.  
**KGAF (FM)**—Gainesville, Tex.  
**KGB (FM)**—San Diego, Calif.  
**KGBS (FM)**—Los Angeles, Calif.  
**KGBN (FM)**—Tulare, Calif.  
**KGB (FM)**—Bakersfield, Calif.  
**KGHO (FM)**—Houliam, Wash.  
**KGIW (FM)**—Alamosa, Colo.  
**KGLR (FM)**—Reno, Nev.  
**KGMO (FM)**—Cape Girardeau, Mo.  
**KGMQ (FM)**—Honolulu, Hawaii  
**KGM (FM)**—Jacksonville, Fla.  
**KGN (FM)**—Anchorage, Alaska  
**KGN (FM)**—Dodge City, Kans.  
**KGOL (FM)**—Lake Jackson, Tex.  
**KGON (FM)**—Portland, Ore.

**KGOU (FM)**—Norman, Okla.  
**KGUY (FM)**—Bethany, Okla.  
**KGHC (FM)**—Hannibal, Mo.  
**KGHD (FM)**—Las Cruces, N. M.  
**KGHE (FM)**—Greeley, Colo.  
**KGHI (FM)**—Henderson, Tex.  
**KGHN (FM)**—Georgetown, Tex.  
**KGIB (FM)**—Globe, Ariz.  
**KGIV (FM)**—Beaumont, Tex.  
**KHAK (FM)**—Cedar Rapids, Iowa  
**KHAR (FM)**—Anchorage, Alaska  
**KHAT (FM)**—Lincoln, Neb.  
**KHAY (FM)**—Ventura, Calif.  
**KHBM (FM)**—Monterey, Calif.  
**KHBT (FM)**—Humboldt, Ia.  
**KHEN (FM)**—Henryetta, Okla.  
**KHEP (FM)**—Phoenix, Ariz.  
**KHFI (FM)**—Austin, Tex.  
**KHFM (FM)**—Albuquerque, N. M.  
**KHFO (FM)**—Osceola, Ark.  
**KHIG (FM)**—Paragould, Ark.  
**KHKS (FM)**—Lincoln, Neb.  
**KHLS (FM)**—Bythville, Ark.  
**KHMB (FM)**—Humboldt, Ia.  
**KHOM (FM)**—Houma, La.  
**KHOO (FM)**—Waco, Tex.  
**KHOU (FM)**—Denver, Colo.  
**KHOZ (FM)**—Harrisburg, Ark.  
**KHQ (FM)**—Spokane, Wash.  
**KHSH (FM)**—Houston, Tex.  
**KHSH (FM)**—Honolulu, Hawaii  
**KHUB (FM)**—Fremont, Neb.  
**KHUC (FM)**—Spencer, Iowa  
**KICE (FM)**—Bend, Ore.  
**KICS (FM)**—Hastings, Neb.  
**KICT (FM)**—Wichita, Kan.  
**KID (FM)**—Idaho Falls, Idaho  
**KIDA (FM)**—Moorhead, Minn.  
**KIDG (FM)**—Iowa Falls, Iowa  
**KIDT (FM)**—Davenport, Iowa  
**KIIX (FM)**—Fort Collins, Colo.  
**KIJV (FM)**—Huron, S. D.  
**KIKK (FM)**—Houston, Tex.  
**KIL (FM)**—Mount Pleasant, Iowa  
**KILL (FM)**—Estherville, Iowa  
**KILP (FM)**—Houston, Tex.  
**KIMI (FM)**—Keokuk, Iowa  
**KIMP (FM)**—Mount Pleasant, Tex.  
**KIND (FM)**—Independence, Kan.  
**KING (FM)**—Seattle, Wash.  
**KINK (FM)**—Portland, Ore.  
**KINL (FM)**—San Jose, Calif.  
**KIN (FM)**—El Paso, Tex.  
**KIOA (FM)**—Des Moines, Iowa  
**KIOI (FM)**—San Francisco, Calif.  
**KIOO (FM)**—Porterville, Calif.  
**KIOU (FM)**—Corpus Christi, Tex.  
**KIQQ (FM)**—Los Angeles, Calif.  
**KIRK (FM)**—Branson, Mo.  
**KIR (FM)**—Seattle, Wash.  
**KIR (FM)**—Bellingham, Wash.  
**KISR (FM)**—Fort Smith, Ark.  
**KISS (FM)**—San Antonio, Tex.  
**KISW (FM)**—Seattle, Wash.  
**KIT (FM)**—Yakima, Wash.  
**KITT (FM)**—San Diego, Calif.  
**KITY (FM)**—San Antonio, Tex.  
**KIUP (FM)**—Durango, Colo.  
**KIVE (FM)**—Glendive, Mont.  
**KIWA (FM)**—Shelton, Iowa  
**KIWI (FM)**—Dubuque, Iowa  
**KIXI (FM)**—Seattle, Wash.  
**KIXS (FM)**—Killeen, Tex.  
**KJAX (FM)**—San Angelo, Tex.  
**KJAY (FM)**—Oklahoma City, Okla.  
**KJAM (FM)**—Madison, S. D.  
**KJAN (FM)**—Atlantic, Iowa  
**KJAX (FM)**—Stockton, Calif.  
**KJAZ (FM)**—Alameda, Calif.  
**KJCK (FM)**—Junction City, Kans.  
**KJCS (FM)**—Nacogdoches, Tex.  
**KJEF (FM)**—Jennings, La.  
**KJEL (FM)**—Lebanon, Mo.  
**KJEP (FM)**—Jefferson City, Mo.  
**KJIB (FM)**—Portland, Ore.  
**KJLH (FM)**—Compton, Calif.  
**KJMO (FM)**—Jefferson City, Mo.  
**KJOI (FM)**—Los Angeles, Calif.  
**KJOK (FM)**—Yuma, Ariz.  
**KJRG (FM)**—Newton, Kan.  
**KJK (FM)**—Columbus, Neb.  
**KK (FM)**—Fulton, Mo.  
**KKDI (FM)**—Los Angeles, Calif.  
**KKEG (FM)**—Fayetteville, Ark.  
**KKFM (FM)**—Colorado Springs, Colo.  
**KKHI (FM)**—San Francisco, Calif.  
**KKII (FM)**—Livermore, Calif.  
**KKIS (FM)**—Rapid City, S. D.  
**KKMA (FM)**—Pryor, Okla.  
**KKNG (FM)**—Oklahoma City, Okla.  
**KKNU (FM)**—Fresno, Calif.  
**KKOP (FM)**—Redondo Beach, Calif.  
**KKOY (FM)**—Chanute, Kans.  
**KKSS (FM)**—St. Louis, Mo.  
**KKUL (FM)**—Tulsa, Okla.  
**KKWS (FM)**—Wadena, Minn.  
**KKYK (FM)**—Little Rock, Ark.  
**KLAD (FM)**—Klamath Falls, Ore.  
**KLAK (FM)**—Lakewood, Colo.  
**KLAW (FM)**—Lawton, Okla.  
**KLAY (FM)**—Tacoma, Wash.  
**KLAZ (FM)**—Little Rock, Ark.  
**KLBJ (FM)**—Austin, Tex.  
**KLBB (FM)**—Lubbock, Tex.  
**KLBS (FM)**—Los Banos, Calif.  
**KLCL (FM)**—Bakersfield, Calif.  
**KLCO (FM)**—Potosi, Okla.  
**KLDD (FM)**—Hobbs, N. M.  
**KLDB (FM)**—Gothen Meadow, La.  
**KLEF (FM)**—Houston, Tex.  
**KLEM (FM)**—La Mars, Iowa  
**KLEF (FM)**—Litchfield, Minn.  
**KLF (FM)**—Lakes, Texas  
**KLGA (FM)**—Algona, Iowa  
**KLGR (FM)**—Redwood Falls, Minn.

**KLIL (FM)**—Ukiah, Calif.  
**KLIN (FM)**—Lincoln, Neb.  
**KLIR (FM)**—Denver, Colo.  
**KLIS (FM)**—Palestine, Tex.  
**KLIZ (FM)**—Brainerd, Minn.  
**KLJL (FM)**—Lubbock, Tex.  
**KLMA (FM)**—Ogden, Colo.  
**KLMB (FM)**—Pipetone, Minn.  
**KLOI (FM)**—Houston, Tex.  
**KLOM (FM)**—Lompoc, Calif.  
**KLOQ (FM)**—Lyons, Kan.  
**KLOB (FM)**—Ponca City, Okla.  
**KLOS (FM)**—Los Angeles, Calif.  
**KLPV (FM)**—Union, Mo.  
**KLRS (FM)**—Carmel, Calif.  
**KLRO (FM)**—San Diego, Calif.  
**KLSN (FM)**—Brownwood, Tex.  
**KLSB (FM)**—Mason City, Iowa  
**KLVE (FM)**—Los Angeles  
**KOLF (FM)**—Seattle, Wash.  
**KLOP (FM)**—Boltin, Mo.  
**KLUB (FM)**—Salt Lake City, Utah  
**KLUC (FM)**—Las Vegas, Nev.  
**KLUR (FM)**—Wichita Falls, Tex.  
**KLV (FM)**—Henderson, Nev.  
**KLWN (FM)**—Lawrence, Kans.  
**KLYD (FM)**—Bakersfield, Calif.  
**KLYF (FM)**—Des Moines, Ia.  
**KLYV (FM)**—Longview, Wash.  
**KLYN (FM)**—Lynden, Wash.  
**KLYQ (FM)**—Hamilton, Mont.  
**KLYX (FM)**—Clear Lake City, Tex.  
**KLZ (FM)**—Denver, Colo.  
**KMAG (FM)**—Fort Smith, Ark.  
**KMAQ (FM)**—Muskogee, Okla.  
**KMAR (FM)**—Winneshoba, Ia.  
**KMAX (FM)**—Arcadia, Calif.  
**KMBQ (FM)**—Shreveport, La.  
**KMBR (FM)**—Kansas City, Mo.  
**KMB (FM)**—Phoenix, Ariz.  
**KMBT (FM)**—Los Angeles, Calif.  
**KMFB (FM)**—Mendocino, Calif.  
**KMFL (FM)**—Marshall, Mo.  
**KMFM (FM)**—San Antonio, Tex.  
**KMIO (FM)**—Sinton, Tex.  
**KMJ (FM)**—Fresno, Calif.  
**KMKP (FM)**—Manhattan, Kan.  
**KMKX (FM)**—Wichita, Minn.  
**KMLB (FM)**—Monroe, La.  
**KMMK (FM)**—McKinney, Tex.  
**KMMT (FM)**—Mammoth Lakes, Calif.  
**KMND (FM)**—Mesa, Ariz.  
**KMOD (FM)**—Tulsa, Okla.  
**KMOX (FM)**—St. Louis, Mo.  
**KMPL (FM)**—Sikeston, Mo.  
**KMPX (FM)**—San Francisco, Calif.  
**KMRC (FM)**—Morgan City, La.  
**KMTY (FM)**—Clovis, N. Mex.  
**KMWT (FM)**—Mineral Wells, Tex.  
**KMYO (FM)**—Little Rock, Ark.  
**KMXP (FM)**—Albuquerque, N. M.  
**KNAC (FM)**—Long Beach, Calif.  
**KNAF (FM)**—Fredericksburg, Tex.  
**KNBR (FM)**—San Francisco, Calif.  
**KNB (FM)**—New Braunfels, Tex.  
**KNBY (FM)**—Newport, Ark.  
**KNBY (FM)**—Rochester, Minn.  
**KNBY (FM)**—Pasadena, Tex.  
**KNAC (FM)**—Long Beach, Calif.  
**KNBF (FM)**—Fredericksburg, Tex.  
**KNBR (FM)**—San Francisco, Calif.  
**KNB (FM)**—New Braunfels, Tex.  
**KNBY (FM)**—Newport, Ark.  
**KNBY (FM)**—Rochester, Minn.  
**KNBY (FM)**—Pasadena, Tex.  
**KNED (FM)**—McAlester, Okla.  
**KNEL (FM)**—Waukon, Iowa  
**KNEU (FM)**—El Centro, Calif.  
**KNEV (FM)**—Reno, Nev.  
**KNEX (FM)**—McPherson, Kans.  
**KNFB (FM)**—Nowata, Okla.  
**KNFM (FM)**—Midland, Tex.  
**KNGT (FM)**—Jackson, Calif.  
**KNIK (FM)**—Anchorage, Alaska  
**KNIM (FM)**—Maryville, Mo.  
**KNIT (FM)**—Abilene, Tex.  
**KNIX (FM)**—Phoenix, Ariz.  
**KNJO (FM)**—Thousand Oaks, Calif.  
**KNIT (FM)**—Truckee, Calif.  
**KNOB (FM)**—Long Beach, Calif.  
**KNOE (FM)**—Monroe, La.  
**KNOK (FM)**—Fort Worth, Tex.  
**KNOR (FM)**—Corpus Christi, Tex.  
**KNTO (FM)**—Wichita Falls, Tex.  
**KNUE (FM)**—Tyler, Tex.  
**KNUJ (FM)**—New Ulm, Minn.  
**KNUS (FM)**—Dallas, Tex.  
**KNVA (FM)**—Fayetteville, Ark.  
**KNX (FM)**—Los Angeles, Calif.  
**KNXR (FM)**—Rochester, Minn.  
**KOAG (FM)**—Denver, Colo.  
**KOAX (FM)**—Dallas, Tex.  
**KOB (FM)**—Albuquerque, New Mex.  
**KOBS (FM)**—Orange, Tex.  
**KOCM (FM)**—Newport Beach, Calif.  
**KODA (FM)**—Houston, Tex.  
**KOEL (FM)**—Owens, Ia.  
**KOF (FM)**—Oklahoma City, Okla.  
**KOFO (FM)**—Ottawa, Kan.  
**KOIN (FM)**—Portland, Ore.  
**KOLE (FM)**—Austin, Tex.  
**KOLA (FM)**—San Bernardino, Calif.  
**KOLY (FM)**—Moberge, S. D.  
**KOME (FM)**—San Jose, Calif.  
**KONA (FM)**—Kennewick, Wash.  
**KONG (FM)**—Visalia, Calif.  
**KONI (FM)**—Spanish Fork, Utah  
**KOOI (FM)**—Jacksonville, Fla.  
**KOOL (FM)**—Phoenix, Ariz.  
**KOOP (FM)**—Omaha, Neb.  
**KOPE (FM)**—Mesilla Park, N. M.  
**KOP (FM)**—Great Falls, Mont.  
**KORA (FM)**—Bryan, Tex.  
**KORD (FM)**—Richland, Wash.  
**KORE (FM)**—Eugene, Ore.  
**KORI (FM)**—Salmon, Ore.  
**KORJ (FM)**—Garden Grove, Calif.  
**KORK (FM)**—Las Vegas, Nev.  
**KOSI (FM)**—Aurora, Colo.  
**KOSO (FM)**—Patterson, Calif.

**KOST (FM)**—Los Angeles, Calif.  
**KOSY (FM)**—Texarkana, Ark.  
**KOTE (FM)**—Lancaster, Ark.  
**KOTN (FM)**—Pine Bluff, Ark.  
**KOUR (FM)**—Independence, Iowa  
**KOUL (FM)**—Sinton, Tex.  
**KOYO (FM)**—Olat, Calif.  
**KOWH (FM)**—Omaha, Neb.  
**KOWN (FM)**—Esccondido, Calif.  
**KOYE (FM)**—Laredo, Tex.  
**KOYL (FM)**—Odessa, Tex.  
**KOYN (FM)**—Billings, Mont.  
**KOYY (FM)**—El Dorado, Kan.  
**KOZE (FM)**—Lewiston, Ida.  
**KOZN (FM)**—San Diego, Calif.  
**KPAU (FM)**—Port Arthur, Tex.  
**KPAM (FM)**—Portland, Ore.  
**KPAN (FM)**—Hereford, Tex.  
**KPAY (FM)**—Chico, Calif.  
**KPBM (FM)**—Poplar Bluff, Mo.  
**KPDU (FM)**—Portland, Ore.  
**KPEL (FM)**—Lafayette, La.  
**KPEN (FM)**—Los Altos, Calif.  
**KPHD (FM)**—Fresno, Calif.  
**KPK (FM)**—Colorado Springs, Colo.  
**KPIP (FM)**—Roseville, Calif.  
**KPIR (FM)**—Duluth, Minn.  
**KPLA (FM)**—Plainview, Tex.  
**KPLT (FM)**—Paris, Tex.  
**KPLX (FM)**—Fort Worth, Tex.  
**KPMJ (FM)**—Orland, Calif.  
**KPNW (FM)**—Eugene, Ore.  
**KPOC (FM)**—Pocahontas, Ark.  
**KPOL (FM)**—Los Angeles, Calif.  
**KPQ (FM)**—Wenatche, Wash.  
**KPRA (FM)**—Paso Robles, Calif.  
**KPRI (FM)**—San Diego, Calif.  
**KPRM (FM)**—Park Rapids, Minn.  
**KPRS (FM)**—Kansas City, Mo.  
**KPT (FM)**—Carrollton, Minn.  
**KPUL (FM)**—Pullman, Wash.  
**KPP (FM)**—Kingsville, Tex.  
**KPAD (FM)**—Pleasantwood, Mont.  
**KQWD (FM)**—Laverne, Minn.  
**KQDE (FM)**—Waseca, Minn.  
**KQFM (FM)**—Portland, Ore.  
**KQ (FM)**—Wilmington, Minn.  
**KQIV (FM)**—Odessa, Tex.  
**KQIV (FM)**—Portland, Ore.  
**KQIX (FM)**—Grand Junction, Colo.  
**KQPD (FM)**—Ogden, Utah  
**KQRS (FM)**—Minneapolis, Minn.  
**KQ (FM)**—Houston, Texas  
**KQWC (FM)**—Webster City, Ia.  
**KQXT (FM)**—San Antonio, Tex.  
**KQ (FM)**—McAllen, Tex.  
**KQYN (FM)**—Twenty-nine Palms, Calif.  
**KRAV (FM)**—Tulsa, Okla.  
**KRBB (FM)**—Salinas, Okla.  
**KRBE (FM)**—Houston, Tex.  
**KRBI (FM)**—St. Peter, Minn.  
**KRBC (FM)**—Council Bluffs, Iowa  
**KR (FM)**—Colorado Springs, Colo.  
**KRE (FM)**—Berkeley, Calif.  
**KREB (FM)**—Monroe, La.  
**KREM (FM)**—Spokane, Wash.  
**KRES (FM)**—Moberly, Mo.  
**KREX (FM)**—Grand Junction, Colo.  
**KRFD (FM)**—Marysville, Calif.  
**KRFQ (FM)**—Greenfield, Mo.  
**KRFB (FM)**—Phoenix, Ariz.  
**KRFO (FM)**—Owatonna, Minn.  
**KRGG (FM)**—Carthage, Mo.  
**KRGN (FM)**—Las Vegas, Nev.  
**KRIL (FM)**—El Dorado, Ark.  
**KRIT (FM)**—Clarion, Iowa  
**KRKB (FM)**—Los Angeles, Calif.  
**KR (FM)**—Houston, Tex.  
**KRMD (FM)**—Shreveport, La.  
**KRME (FM)**—San Marcos, Tex.  
**KR (FM)**—Orange Beach, Mo.  
**KRNT (FM)**—Des Moines, Iowa  
**KRNY (FM)**—Kearney, Neb.  
**KROA (FM)**—Aurora, Neb.  
**KROB (FM)**—Robstown, Tex.  
**KROC (FM)**—Rochester, Minn.  
**KROG (FM)**—Abbeville, La.  
**KROG (FM)**—Sonora, Calif.  
**KROK (FM)**—Shreveport, La.  
**KRON (FM)**—San Francisco, Calif.  
**KROQ (FM)**—Pasadena, Calif.  
**KROS (FM)**—Clinton, Iowa  
**KRPL (FM)**—Moscow, Idaho  
**KRSB (FM)**—Roseburg, Ore.  
**KRSL (FM)**—Russell, Kans.  
**KRSN (FM)**—Los Alamos, N. M.  
**KRSP (FM)**—Salt Lake City, Utah  
**KRST (FM)**—Albuquerque, N. M.  
**KRTH (FM)**—Los Angeles, Calif.  
**KRUS (FM)**—Ituson, La.  
**KRUZ (FM)**—Santa Barbara, Calif.  
**KR (FM)**—Lexington, Neb.  
**KRW (FM)**—Farmington, N. M.  
**KRXL (FM)**—Kirksville, Mo.  
**KRYT (FM)**—Colorado Springs, Colo.  
**KSA (FM)**—Huntsville, Tex.  
**KSAN (FM)**—San Francisco, Calif.  
**KSBW (FM)**—Salinas, Calif.  
**KSWL (FM)**—Oak Grove, La.  
**KW (FM)**—Sequin, Tex.  
**KWEN (FM)**—Tulsa, Okla.  
**KWFC (FM)**—Springfield, Mo.  
**KWFM (FM)**—Tucson, Ariz.  
**KWGO (FM)**—Lubbock, Tex.  
**KWHI (FM)**—Brenham, Tex.  
**KW (FM)**—Durant, Okla.  
**KSET (FM)**—El Paso, Tex.  
**KSPA (FM)**—Nacodoches, Tex.  
**KSPM (FM)**—Woodland, Calif.  
**KSP (FM)**—St. Joseph, Mo.  
**KSPF (FM)**—San Francisco, Calif.

**KSQM (FM)**—Sta. Genevieve, Mo.  
**KSBE (FM)**—Crestwood, Mo.  
**KSBN (FM)**—Sherman, Tex.  
**KSIB (FM)**—Creston, Iowa  
**KSIS (FM)**—Sedalia, Mo.  
**KSJM (FM)**—Jamestown, N. D.  
**KSOJO (FM)**—San Jose, Calif.  
**KBJT (FM)**—San Angelo, Tex.  
**KSKG (FM)**—Salina, Kan.  
**KSKU (FM)**—Hutchinson, Kans.  
**KSL (FM)**—Salt Lake City, Utah  
**KS (FM)**—Alexandria, La.  
**KSLO (FM)**—Opelousas, La.  
**KS (FM)**—St. Louis, Mo.  
**KSMA (FM)**—Santa Maria, Calif.  
**KS (FM)**—Lafayette, La.  
**KSMT (FM)**—Donaldson, La.  
**KSND (FM)**—Gilroy, Calif.  
**KSNN (FM)**—Santa Fe, N. M.  
**KSNN (FM)**—Pocatello, Idaho  
**KSOL (FM)**—San Mateo, Calif.  
**KSOP (FM)**—Salt Lake City, Utah  
**KSPT (FM)**—Stillwater, Okla.  
**KS (FM)**—Diboll, Tex.  
**KS (FM)**—Apen, Colo.  
**KS (FM)**—Springdale, Ark.  
**KS (FM)**—Santa Monica, Calif.  
**KS (FM)**—Reno, Nev.  
**KS (FM)**—Tracy, Calif.  
**KS (FM)**—Stockton, Calif.  
**KSTP (FM)**—St. Paul, Minn.  
**KSPV (FM)**—Artsia, N. M.  
**KSWM (FM)**—Aurora, Mo.  
**KSWT (FM)**—Topeka, Kans.  
**KBYN (FM)**—Joplin, Mo.  
**KTAC (FM)**—Tacoma, Wash.  
**KTAL (FM)**—Texarkana, Tex.  
**KTAV (FM)**—Knoxville, Iowa  
**KTBA (FM)**—Broken Arrow, Okla.  
**KTCC (FM)**—Minneapolis, Minn.  
**KTCS (FM)**—Fort Smith, Ark.  
**KTEN (FM)**—Ada, Okla.  
**KTFM (FM)**—San Antonio, Tex.  
**KTGR (FM)**—Columbia, Mo.  
**KTGO (FM)**—South Lake Tahoe, Calif



- KWIM (FM)—Moorhead, Minn.  
 KWLN—Lodi, Calif.  
 KWQI-FM—Mos Lake, Wash.  
 KWZ-FM—Santa Ana, Calif.  
 KWKI (FM)—Kansas City, Mo.  
 KWKK—Dardanelle, Ark.  
 KWLW (FM)—San Angelo, Tex.  
 KWMT-FM—Fort Dodge, Iowa  
 KWNS-FM—Pratt, Kans.  
 KWQA-FM—Washington, Minn.  
 KWQD-FM—Clinton, Mo.  
 KWPM-FM—West Plains, Mo.  
 KWSM (FM)—Tulare, Calif.  
 KWST (FM)—Los Angeles, Cal. f.  
 KWTO-FM—Springfield, Mo.  
 KWTX-FM—Waco, Tex.  
 KWVK—Rochester, Minn.  
 KWVW (FM)—Mexico, Mo.  
 KWXI (FM)—Fort Worth  
 KWXX-FM—Cathedral City, Calif.  
 KWYD (FM)—Security, Colo.  
 KWYN-FM—Wynne, Ark.  
 KWYT (FM)—Salinas  
 KXEL-FM—Waterloo, Iowa  
 KXEW-FM—Tucson, Ariz.  
 KXGI-FM—Fort Madison, Iowa  
 KXGO (FM)—Arcata, Calif.  
 KXIC-FM—Iowa City, Iowa  
 KXIL-FM—Dalhart, Tex.  
 KXIT (FM)—Portland, Ore.  
 KXLE-FM—Ellensburg, Wash.  
 KXLY-FM—Spokane, Wash.  
 KXOA (FM)—Sacramento, Calif.  
 KXOR (FM)—Thibodaux, La.  
 KXOW-FM—Hot Springs, Ark.  
 KXIA-FM—Alexandria, Minn.  
 KXTC (FM)—Phoenix, Ariz.  
 KXTR (FM)—Kansas City, Mo.  
 KXXK (FM)—Chickasha, Okla.  
 KXXH-FM—Spokane, Wash.  
 KXXX-FM—Colby, Kan.  
 KXXY (FM)—Oklahoma City, Okla.  
 KYA-FM—San Francisco, Calif.  
 KYAC-FM—Seattle, Wash.  
 KYDE-FM—Oceanside, Calif.  
 KYEA (FM)—West Monroe, La.  
 KYFM (FM)—Bartlesville, Okla.  
 KYKX—Longview, Tex.  
 KYLE (FM)—Temple, Tex.  
 KYMS (FM)—Santa Ana, Calif.  
 KYND—Pasadena, Tex.  
 KYNT (FM)—Grand Forks, N. D.  
 KYOT—Sterling, Colo.  
 KYSD (FM)—Waynesville, Mo.  
 KYSM-FM—Mankato, Minn.  
 KYSN (FM)—Joplin, Mo.  
 KYSS-FM—Missoula, Mont.  
 KYTY (FM)—San Diego, Calif.  
 KZAK-FM—Tyler, Tex.  
 KZAP (FM)—Sacramento, Calif.  
 KZEL-FM—Eugene, Ore.  
 KZFM (FM)—Corpus Christi, Tex.  
 KZEN (FM)—Seaside, Calif.  
 KZEW (FM)—Dallas, Tex.  
 KZNN (FM)—Rolla, Mo.  
 KZOK (FM)—Seattle, Wash.  
 KZAW (FM)—San Jose, Calif.  
 KZUN (FM)—Opportune, Wash.  
 WAAF (FM)—Worcester, Mass.  
 WAAG (FM)—Galesburg, Ill.  
 WAAL (FM)—Binghamton, N. Y.  
 WAAT—Johnstown, Pa.  
 WAAY (FM)—Wilmington, N. C.  
 WAAY (FM)—Murray, Ky.  
 WAAZ (FM)—Crestview, Fla.  
 WABB-FM—Mobile, Ala.  
 WABD-FM—Ft. Campbell, Ky.  
 WABF-FM—Fairhope, Ala.  
 WABO-FM—Waynesboro, Miss.  
 WABX (FM)—Detroit, Mich.  
 WABZ-FM—Albany, N. Y.  
 WACF (FM)—Paris, Ill.  
 WACI (FM)—Freeport, Ill.  
 WACL-FM—Waco, Tex.  
 WADR (FM)—Point Pleasant, N. J.  
 WADM-FM—Decatur, Ind.  
 WADV (FM)—Buffalo, N. Y.  
 WAEL-FM—Maricao, P. R.  
 WARW-FM—Crossville, Tenn.  
 WARY-FM—Princeton, W. Va.  
 WAEZ—Akrón, Ohio  
 WAEB (FM)—Baton Rouge, La.  
 WAFL (FM)—Milford, Del.  
 WART (FM)—Valosta, Ga.  
 WAGI (FM)—Gaffney, S. C.  
 WAGR-FM—Lumberton, N. C.  
 WAHR (FM)—Huntsville, Ala.  
 WAlA (FM)—Miami, Fla.  
 WAID (FM)—Memphis, Tenn.  
 WAIN-FM—Columbia, Ky.  
 WAJR-FM—Morgantown, W. Va.  
 WAKG (FM)—Danville, Va.  
 WAKO-FM—Lawrenceville, Ill.  
 WALD-FM—Waterboro, S. C.  
 WALK-FM—Patchogue, N. Y.  
 WALL-FM—Middleton, N. Y.  
 WALT (FM)—Meridian, Miss.  
 WALZ-FM—Jacksonville, Fla.  
 WAMO-FM—Pittsburgh, Pa.  
 WAMX (FM)—Ashland, Ky.  
 WANG (FM)—Coldwater, Mich.  
 WANS-FM—Anderson, S. C.  
 WANY-FM—Albany, Ky.  
 WAPI-FM—Birmingham, Ala.  
 WAPL-FM—Annapolis, Wis.  
 WAQT—Carrollton, La.  
 WAQY (FM)—Springfield, Mass.  
 WARI-FM—Abbeville, Ala.  
 WARK-FM—Hagerstown, Md.  
 WARW-FM—Ft. Pierce, Fla.  
 WARU-FM—Peru, Ind.  
 WASH (FM)—Washington, D. C.  
 WASH (FM)—Athens, Ga.  
 WASK-FM—Lafayette, Ind.  
 WATM-FM—Atmore, Ala.  
 WATP-FM—Marion, S. C.  
 WATZ-FM—Alpena, Mich.  
 WAUG-FM—Augusta, Ga.  
 WAUK-FM—Waukesha, Wis.  
 WAUR (FM)—Aurora, Ill.  
 WAVV-FM—Arlington, Va.  
 WAVT (FM)—Pottsville, Pa.  
 WAWM-FM—Milwaukee, Wis.  
 WAWK-FM—Kendallville, Ind.  
 WAWR (FM)—Bowling Green, Ohio  
 WAXU-FM—Georgetown, Ky.  
 WAXY (FM)—Fort Lauderdale, Fla.  
 WYPL (FM)—Minneapolis, Minn.  
 WAYV—Atlantic City, N. J.  
 WAYX-FM—Waycross, Ga.  
 WAYZ-FM—Waynesboro, Pa.  
 WAZI—Morrilton, Tenn.  
 WAZY-FM—Lafayette, Ind.  
 WBAE-FM—Babylon, N. Y.  
 WBAG-FM—Burlington, N. C.  
 WBAL-FM—Baltimore, Md.  
 WBAP-FM—Fort Worth, Tex.  
 WBAQ (FM)—Greenville, Miss.  
 WBAW-FM—Barnwell, S. C.  
 WBAZ-FM—Green Bay, Wis.  
 WBBE-FM—Hartfield, Mich.  
 WBHC (FM)—Jackson, Mich.  
 WBBJ-FM—Abingdon, Va.  
 WBBM-FM—Chicago, Ill.  
 WBBQ-FM—Forest City, N. C.  
 WBBQ-FM—Augusta, Ga.  
 WBBY (FM)—Westerville, Ohio  
 WBBZ-FM—Easting, Mich.  
 WBCE (FM)—Williamsburg, Va.  
 WBCN (FM)—Boston, Mass.  
 WBCO-FM—Bucyrus, Ohio  
 WBCS (FM)—Milwaukee, Wis.  
 WBEA (FM)—Elyria, Ohio  
 WBBN-FM—Buffalo, N. Y.  
 WBBE (FM)—Charleston, W. Va.  
 WBBT-FM—Brookton, Mass.  
 WBBY-FM—Beaufort, S. C.  
 WBBV-FM—Beaver Dam, Wis.  
 WBBX-FM—Chillicothe, Ohio  
 WBBF (FM)—Rochester, N. Y.  
 WBBG (FM)—Detroit, Mich.  
 WBBM (FM)—Seneca, S. C.  
 WBBG (FM)—Tallahassee, Fla.  
 WBBH-FM—Paris, Ky.  
 WBBW (FM)—Bangor, Me.  
 WBBH—Henderson, Ky.  
 WBBE—Marietta, Ga.  
 WBBR-FM—Knoxville, Tenn.  
 WBBV (FM)—Wethersfield, N. Y.  
 WBBE-FM—Eau Claire, Wis.  
 WBBR (FM)—Renton, N. J.  
 WBBW-FM—Orlando, Fla.  
 WBBR (FM)—Owensboro, Ky.  
 WBBK-FM—West Bend, Wis.  
 WBBW (FM)—Beckley, W. Va.  
 WBBL (FM)—Patchogue, N. Y.  
 WBBK (FM)—Oak Park, Ill.  
 WBBM (FM)—Twisp, Me.  
 WBBR-FM—Batesburg, S. C.  
 WBBL (FM)—New York, N. Y.  
 WBBY-FM—Springfield, Ohio  
 WBBM-FM—McMinnville, Tenn.  
 WBBM (FM)—Elwood, Ind.  
 WBBK (FM)—Ocala, Fla.  
 WBBN-FM—Conway, N. H.  
 WBBN-FM—Boonville, Ind.  
 WBBN-FM—Bryan, Ohio  
 WBBN (FM)—Bloomington, Ill.  
 WBBN-FM—Columbus, Ohio  
 WBBN-FM—Onida, Tenn.  
 WBBY (FM)—Buffalo, N. Y.  
 WBBB-FM—Galax, Va.  
 WBBB-FM—Ocean City, Md.  
 WBBB-FM—Pensacola, Fla.  
 WBBQ (FM)—Terre Haute, Ind.  
 WBBB (FM)—Brookline, Mass.  
 WBBP-FM—Lock Haven, Pa.  
 WBBB-FM—Mt. Clemens, Mich.  
 WBBE-FM—Wilkes-Barre, Pa.  
 WBBR-FM—Pittsfield, Mass.  
 WBBN-FM—Big Rapids, Mich.  
 WBBU (FM)—Providence, R. I.  
 WBBP-FM—Charlotte, N. C.  
 WBBR-FM—Carrollton, Ga.  
 WBBE (FM)—Wausau, Wis.  
 WBBU-FM—Buffalo, N. Y.  
 WBBU (FM)—Miami Beach, Fla.  
 WBBU-FM—Butler, Pa.  
 WBBU (FM)—Boyertown, Pa.  
 WBBY (FM)—Hendersonville, Tenn.  
 WBBY-FM—Canton, Ill.  
 WBBY (FM)—New Orleans, La.  
 WBBZ-FM—Glens Falls, N. Y.  
 WBBZ (FM)—Kenia, Ohio  
 WBBZ (FM)—Anderson, S. C.  
 WBBZ (FM)—San Juan, P. R.  
 WBBZ—Cattlettsburg, Ky.  
 WBBZ-FM—Baltimore, Md.  
 WBBZ-FM—Detroit, Mich.  
 WBBZ-FM—Philadelphia, Pa.  
 WBBZ-FM—Martinsville, Ind.  
 WBBZ-FM—Baton, Ky.  
 WBBZ-FM—Richmond, Ky.  
 WBBZ-FM—New York City, N. Y.  
 WBBZ-FM—Columbia, Ill.  
 WBBZ-FM—McComb, Miss.  
 WBBZ-FM—Hartford, Conn.  
 WBBZ-FM—Punta Gorda, Fla.  
 WBBZ (FM)—Dubois, Ill.  
 WBBZ (FM)—Erie, Pa.  
 WBBZ-FM—Nellisville, Wis.  
 WBBZ-FM—Minneapolis, Minn.  
 WBBZ (FM)—Charlottesville, Va.  
 WBBZ-FM—Traverse City, Mich.  
 WBBZ-FM—Carbondale, Pa.  
 WBBZ-FM—Dubois, Pa.  
 WBBZ-FM—Parkersburg, W. Va.  
 WBBZ-FM—Hawkinsville, Ga.  
 WBBZ-FM—Cambridge, Md.  
 WBBZ-FM—Mt. Pleasant, Mich.  
 WBBZ-FM—Charlotte, Mich.  
 WBBZ-FM—Clinton, Tenn.  
 WBBZ-FM—Springfield, Ill.  
 WBBZ (FM)—Columbus, Ga.  
 WBBZ-FM—Canandaigua, N. Y.  
 WBBZ (FM)—Lawrence, Mass.  
 WBBZ-FM—Canton, Ga.  
 WBBZ (FM)—Chambersburg, Pa.



# Call Letter Index FM—Continued

- WJNR—Iron Mountain, Mich.  
 WJNS (FM)—Yazoo City, Miss.  
 WJOB—Hammond, Ind.  
 WJOF (FM)—Athens, Ala.  
 WJOI (FM)—Chicago, Ill.  
 WJOU (FM)—Piquette, Mich.  
 WJOL—Joliet, Ill.  
 WJPA—Washington, Pa.  
 WJR—Detroit, Mich.  
 WJRE (FM)—Kewanee, Ill.  
 WJSM—Martinsburg, Pa.  
 WJTO—Bath, Me.  
 WJVL (FM)—Janesville, Wis.  
 WJVM (FM)—Sterling, Ill.  
 WJZZ—Detroit  
 WKAI—Macomb, Ill.  
 WKAJ—Sarasota Springs, Fla.  
 WKAK (FM)—Kankakee, Ill.  
 WKAL—Romeo, N. Y.  
 WKAK—San Juan, P. R.  
 WKAU—Kaukauna, Wis.  
 WKAY—Glasgow, Ky.  
 WKAZ—Charleston, W. Va.  
 WKBC—North Wilkesboro, N. C.  
 WKBN—Ridgeway, Va.  
 WKBI—Miami, Tenn.  
 WKBL—Covington, Tenn.  
 WKBN—Youngstown, Ohio  
 WKBV—Richmond, Ind.  
 WKCI (FM)—New Haven, Conn.  
 WKCU—Corinth, Miss.  
 WKDE—Aurora, Ill.  
 WKDQ (FM)—Henderson, Ky.  
 WKDZ—Cincinnati, Ohio  
 WKEM—Huntington, W. Va.  
 WKEM—Immokalee, Fla.  
 WKEM—Griffin, Ga.  
 WKFB—Battie Creek, Mich.  
 WKFM (FM)—Fulton, N. Y.  
 WKGO (FM)—Cumberland, Md.  
 WKHM—Ft. Worth, Mich.  
 WKIC—Hazard, Ky.  
 WKIB—Mayaguez, P. R.  
 WKIC (FM)—Bluefield, Va.  
 WKJF (FM)—Cadillac, Mich.  
 WKJF—Muskegon Heights, Mich.  
 WKKB (FM)—Mantoloking, Wis.  
 WKKD (FM)—Aurora, Ill.  
 WKLA—Ludington, Mich.  
 WKLC—St. Albans, W. Va.  
 WKLD (FM)—Geneva, Ala.  
 WKLE (FM)—Montgomery, Ala.  
 WKLN (FM)—Cullman, Ala.  
 WKLP—Keyser, W. Va.  
 WKLR (FM)—Toledo, Ohio  
 WKLS (FM)—Atlanta, Ga.  
 WKMS—Gardner, Me.  
 WKMT (FM)—Okonoko, Ind.  
 WKNT (FM)—Kent, Ohio  
 WKOF (FM)—Hopkinsville, Ky.  
 WKOI (FM)—Pittsburgh, Pa.  
 WKOK—Sunbury, Pa.  
 WKOV—Wellston, Ohio  
 WKOZ—Kosciusko, Miss.  
 WKPT—Kingsport, Tenn.  
 WKRB—Kannapolis, N. C.  
 WKRG—Mobile, Ala.  
 WKRF—Cincinnati, Ohio  
 WKRT—Cortland, N. Y.  
 WKSL—Mobile, Ala.  
 WKSS (FM)—Greencastle, Pa.  
 WKSM (FM)—Raptor City, N. C.  
 WKSS (FM)—Hartford—Meriden, Conn.  
 WKTA (FM)—McKenzie, Tenn.  
 WKTB—Farmington, Mich.  
 WKTC (FM)—Catonville, Md.  
 WKTM (FM)—North Charleston, S. C.  
 WKTN (FM)—Kenton, Ohio  
 WKTV—Jacksonville, Fla.  
 WKUZ (FM)—Wabash, Ind.  
 WKVI—Knox, Ind.  
 WKVO—Havlock, Va.  
 WKWK—Wheeling, W. Va.  
 WKWL (FM)—Wilder, Ill.  
 WKXA—Brunswick, Me.  
 WKXI (FM)—Jackson, Miss.  
 WKXL—Concord, N. H.  
 WKXR—Exeter, N. H.  
 WKYC—Cleveland, Ohio  
 WKYE—Bristol, Va.  
 WKYF—Parkersburg, W. Va.  
 WKYQ—Paducah, Ky.  
 WKYS—Washington, D. C.  
 WKYV (FM)—Vicksburg, Miss.  
 WKYW (FM)—Frankfort, Ky.  
 WKZN (FM)—Zion, Ill.  
 WKZQ (FM)—Myrtle Beach, S. C.  
 WLAC—Nashville, Tenn.  
 WLAD—Danbury, Conn.  
 WLAF—La Grange, Ga.  
 WLAK—Chicago, Ill.  
 WLAL—Lancaster, Pa.  
 WLAP—Lexington, Ky.  
 WLAV—Grand Rapids, Mich.  
 WLAY—Muscle Shoals, Ala.  
 WLBC—Muncie, Ind.  
 WLBD—Laurens, S. C.  
 WLBJ—Mattoon, Ill.  
 WLBJ—Bowling Green, Ky.  
 WLBK—De Kalb, Ill.  
 WLBR—Lebanon, Pa.  
 WLCA (FM)—Hodgenville, Ky.  
 WLCK—Scottsville, Ky.  
 WLCL (FM)—Lowell, Ind.  
 WLDM—Lancaster, S. C.  
 WLDT—Tampa, Fla.  
 WLDT (FM)—Detroit, Mich.  
 WLDR (FM)—Traverse City, Mich.  
 WLEC—Sandusky, Ohio  
 WLEN (FM)—Adrian, Mich.  
 WLET—Toccoa, Ga.  
 WLEV—Easton, Pa.  
 WLEW—Baltimore, Md.  
 WLEX (FM)—Lexington, Ky.  
 WLUZ—Crawfordsville, Ind.
- WLGN (FM)—Logan, Ohio  
 WLHN (FM)—Anderson, Ind.  
 WLIF—Baltimore, Md.  
 WLIH (FM)—New London, Wis.  
 WLLI—Lenoir City, Tenn.  
 WLIN (FM)—Jackson, Miss.  
 WLIP—Keweenaw, Wis.  
 WLIR (FM)—Garden City, N. Y.  
 WLIV—Livingston, Tenn.  
 WLJC (FM)—Beattyville, Ky.  
 WLJE (FM)—Valparaiso, Ind.  
 WLJM (FM)—Gadsden, Ala.  
 WLKI—Angola, Ind.  
 WLKH—New Albany, Ohio  
 WLKV—Providence, R. I.  
 WLLH—Lowell, Mass.  
 WLMJ—Jackson, Ohio  
 WLNQ—Sag Harbor, N. Y.  
 WLNH—Laconia, N. H.  
 WLNO (FM)—London, Ohio  
 WLNW (FM)—Reno, Nev.  
 WLOA—Bradock, Pa.  
 WLOC—Munfordville, Ky.  
 WLOL—Minneapolis, Minn.  
 WLOO—Chicago, Ill.  
 WLOQ (FM)—Winer Park, Fla.  
 WLOS (FM)—Asheville, N. C.  
 WLOT—Burlington, Vt.  
 WLOW—Altoona, Pa.  
 WLPA (FM)—Baltimore, Md.  
 WLPO—La Salle, Ill.  
 WLPR (FM)—Mobile, Ala.  
 WLQA (FM)—Cincinnati, Ohio  
 WLQR (FM)—Toledo, Ohio  
 WLRG (FM)—Reno, Nev.  
 WLRS (FM)—Louisville, Ky.  
 WLRV (FM)—Champaign, Ill.  
 WLSE—Wallace, N. C.  
 WLSM—Louisville, Miss.  
 WLSP (FM)—Lima, Ohio  
 WLSP (FM)—Scottsdale, Pa.  
 WLTA (FM)—Atlanta, Ga.  
 WLUV—Loves Park, Ill.  
 WLVB (FM)—Baraboo, Wis.  
 WLVC (FM)—Hartford, Conn.  
 WLVM (FM)—Nashville, Tenn.  
 WLXN (FM)—Lexington, N. C.  
 WLYF—Miami, Fla.  
 WLYK (FM)—Milford, Ohio  
 WLYN—Lynn, Mass.  
 WLYT (FM)—Cleveland Hts., Ohio  
 WMAD—Madison, Wis.  
 WMAL—Washington, D. C.  
 WMAR (FM)—Baltimore, Md.  
 WMAS—Springfield, Mass.  
 WMAS—Mason, Ga.  
 WMBC—Columbus, Miss.  
 WMBD—Peoria, Ill.  
 WMBJ (FM)—Danville, Ill.  
 WMBL—Morehead City, N. C.  
 WMBN—Petoskey, Mich.  
 WMC—Memphis, Tenn.  
 WMCB (FM)—Michigan City, Ind.  
 WMCD (FM)—Statesboro, Ga.  
 WMCF (FM)—Stuart, Fla.  
 WMCR—Oneda, N. Y.  
 WMDD (FM)—New Castle, Ind.  
 WMDI (FM)—McKean, Pa.  
 WMDR (FM)—Moline, Ill.  
 WMEF—Port Wayne, Ind.  
 WMER (FM)—Celina, Ohio  
 WMEV—Marion, Va.  
 WMEZ (FM)—Pensacola, Fla.  
 WMFC—Monroeville, Ala.  
 WMFD—Wilmington, N. C.  
 WMFG—Hibbing, Minn.  
 WMFU—Daytona Beach, Fla.  
 WMGA—Madison, Wis.  
 WMGF—High Point, N. C.  
 WMGE (FM)—Danville, Ky.  
 WMGL—Pulaski, Tenn.  
 WMGM (FM)—Atlantic City, N. J.  
 WMGT—Montgomery, Ala.  
 WMHE (FM)—Toledo, Ohio  
 WMHI—Bradock, Pa.  
 WMLD—Mantoloking, Wis.  
 WMLR (FM)—Syracuse, N. Y.  
 WMIC—Sandusky, Mich.  
 WMIK—Middlesboro, Ky.  
 WMIV (FM)—Bristol Center, N. Y.  
 WMJ—Mount Vernon, Ill.  
 WMJD—Grundy, Va.  
 WMJS (FM)—Prince Frederick, Md.  
 WMKC (FM)—Oshkosh, Wis.  
 WMLP—Milton, Pa.  
 WMLS—Sylva, Ala.  
 WMMG (FM)—Brandenburg, Ky.  
 WMMR (FM)—Philadelphia, Pa.  
 WMMS (FM)—Cleveland, Ohio  
 WMNA—Gretna, Va.  
 WMNB—North Adams, Mass.  
 WMNC—Morgantown, N. C.  
 WMNI—Columbus, Ohio  
 WMOA—Marietta, Ohio  
 WMOD (FM)—Washington, D. C.  
 WMOR—Morehead, Ky.  
 WMPI (FM)—Scottsburg, Ind.  
 WMPL—Hancock, Mich.  
 WMPQ—Middleport—Pomeroy, Ohio  
 WMPR—Memphis, Tenn.  
 WMPR—Williamsport, Pa.  
 WMPR—Lebanon, Pa.  
 WMRI (FM)—Marion, Ind.  
 WMRN—Marion, Ohio  
 WMRV (FM)—Endicott, N. Y.  
 WMRV (FM)—East St. Louis, Ill.  
 WMSG—Oakland, Md.  
 WMSK—Moranfield, Ky.  
 WMSM—M. Sterling, Ky.  
 WMT—Cedar Rapids, Iowa  
 WMTF—Manistee, Mich.  
 WMTL—Leitchfield, Ky.  
 WMTM—Moultrie, Ga.  
 WMTQ (FM)—Mt. Washington, N. H.  
 WMTS—Murfreesboro, Tenn.  
 WMUS—Muskegon, Mich.  
 WMYU—Muskegon, S. C.  
 WMUZ (FM)—Detroit, Mich.
- WMVA—Martinsville, Va.  
 WMVB—Millville, N. J.  
 WMVC—Millersville, Ga.  
 WMVU—Mount Vernon, Ohio  
 WMVW—Sidney, Ohio  
 WMW—Myrtle Beach, S. C.  
 WMYK—Elizabeth City, N. C.  
 WMYQ (FM)—Miami, Fla.  
 WMYS (FM)—New Bedford, Mass.  
 WMZK (FM)—Detroit, Mich.  
 WMAP (FM)—Indianapolis, Ind.  
 WMB—New York, N. Y.  
 WNAV—Ann Arbor, Mich.  
 WNBC—New York, N. Y.  
 WNBZ—Park Falls, Wis.  
 WNBZ—Keene, N. H.  
 WNCB (FM)—Burlington, N. C.  
 WNCI (FM)—Columbus, Ohio  
 WNCN—New York, N. Y.  
 WNCX (FM)—Greenville, N. C.  
 WNCZ—Ashland, Ohio  
 WNCQ (FM)—Waterdown, N. Y.  
 WNCU (FM)—Cleveland, Ohio  
 WND—Huntsville, Ala.  
 WNDI (FM)—Napoleon, Ohio  
 WNDL—South Bend, Ind.  
 WNDY (FM)—Crawfordsville, Ind.  
 WNE—Central City, Ky.  
 WNEV—New York, N. Y.  
 WNEZ (FM)—Aiken, S. C.  
 WNGC (FM)—Athens, Ga.  
 WNGH—Maysville, Ky.  
 WNH—White River Junction, Vt.  
 WNIC (FM)—Chicago, Ill.  
 WNIC—Dearborn, Mich.  
 WNIK—Aurora, P. R.  
 WNIL—Niles, Mich.  
 WNIN (FM)—Newark, Ohio  
 WNIZ—Indianapolis, Miss.  
 WNMB (FM)—North Myrtle Beach, S. C.  
 WNNN (FM)—Canton, N. J.  
 WNNW—Warsaw, Va.  
 WNOE—New Orleans, La.  
 WNOK—Columbia, S. C.  
 WNOK (FM)—Lebanon, Ind.  
 WNOH—Norfolk, Va.  
 WNOB—High Point, N. C.  
 WNPQ (FM)—New Philadelphia, Ohio  
 WNR (FM)—Circleville, Ohio  
 WNRB (FM)—Belleue, Ohio  
 WNLZ (FM)—Ann Arbor, Mich.  
 WNSL—Laurel, Miss.  
 WNUF (FM)—New Kensington, Pa.  
 WNUW—Chicago, Ill.  
 WNUW (FM)—Milwaukee, Wis.  
 WNV—Norton, Va.  
 WNVY (FM)—Norway, Me.  
 WNX—Portsmouth, Ohio  
 WOAB (FM)—Ozark, Va.  
 WOAY—Oak Hill, W. Va.  
 WOBB (FM)—Toms River, N. J.  
 WOBR—Wanchese, N. C.  
 WOBT—Rhinelander, Wis.  
 WOCS—West Yarmouth, Ind.  
 WOCH—North Vernon, Ind.  
 WOEN—Miami, Fla.  
 WOCO—Oconto, Wis.  
 WOFM (FM)—Greenville, Tenn.  
 WOGM (FM)—Bellevue, Ohio  
 WOH—Sheby, N. C.  
 WOIV (FM)—De Ruyter, N. Y.  
 WOJO—Evanston, Ill.  
 WOKA—Douglas, Ga.  
 WOKI—Oak Ridge, Tenn.  
 WOKN (FM)—Goldsboro, N. C.  
 WOKP—Newburg, Pa.  
 WOKZ (FM)—Alton, Ill.  
 WOLD—Marion, Va.  
 WOLI (FM)—Ottawa, Ill.  
 WOMA (FM)—Tallahassee, Fla.  
 WOMC (FM)—Detroit, Mich.  
 WOMP—Bellair, Ohio  
 WONT (FM)—Oconto, N. J.  
 WOOD—Grand Rapids, Mich.  
 WOOF—Dothan, Ala.  
 WOOO—De Land, Fla.  
 WORA—Mayaguez, P. R.  
 WORJ (FM)—Mt. Dora, Fla.  
 WORL (FM)—Barre, Vt.  
 WORM—Savannah, Tenn.  
 WORX—Madison, Ind.  
 WOSH—Oshkosh, Wis.  
 WOTW—Nashua, N. H.  
 WOUR (FM)—Utica, N. Y.  
 WOVO (FM)—Glasgow, Ky.  
 WOVV (FM)—Port Pierce, Fla.  
 WOVE—Rossville, Ga.  
 WOWI (FM)—Norfolk, Va.  
 WOXR (FM)—Oxford, Ohio  
 WPAD—Ponce, P. R.  
 WPAD—Paducah, Ky.  
 WPAG—Ann Arbor, Mich.  
 WPAP (FM)—Panama City, Fla.  
 WPAT—Paterson, N. J.  
 WPAY—Portsmouth, Ohio  
 WPBF (FM)—Middletown, Ohio  
 WPBS (FM)—Philadelphia, Pa.  
 WPCA—Atlanta, Ga.  
 WPCV (FM)—Winter Haven, Fla.  
 WPD—Elizabethtown, Pa.  
 WPDH (FM)—Poughkeepsie, N. Y.  
 WPDQ—Potdam, N. Y.  
 WPDQ—Jacksonville, Wis.  
 WPDQ—Portage, Wis.  
 WPDY—Clarkburg, W. Va.  
 WPEG (FM)—Concord, N. C.  
 WPEH—Louisville, Ga.  
 WPEM—Philadelphia, Pa.  
 WPEZ (FM)—Pittsburgh, Pa.  
 WPFM (FM)—Panama City, Fla.  
 WPFM—Terre Haute, Ind.  
 WPGA—Perry, Ga.  
 WPGC—Bladensburg, Md.  
 WPGU (FM)—Urbana, Ill.  
 WPHD (FM)—Buffalo, N. Y.  
 WPI—Pittsburgh, Pa.
- WPJK (FM)—New York, N. Y.  
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 WPJL (FM)—New York, N. Y.  
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 WPRE—Prairie du Chien, Wis.  
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 WQLT (FM)—Florence, Ala.  
 WQMC (FM)—Charlottesville, Va.  
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 WROR—Jupiter, Fla.  
 WROR—Mt. Carmel, Ill.  
 WROR—Fort Knox, Ky.  
 WROR—Lebanon, Ind.  
 WROR—Saginaw, Mich.  
 WROR—Atlanta, Ga.  
 WROR—York, Pa.  
 WROR—Saginaw, Mich.  
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 WROR—Aurora, Ind.  
 WROR—Chicago, Ill.  
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 WROR—St. Lauderdale, Fla.  
 WROR—Georgetown, S. C.  
 WROR—Pittsburgh, Pa.  
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 WROR—Decatur, Ill.  
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 WROR—Sarasota, Fla.  
 WROR—Poughkeepsie, N. Y.  
 WROR—La Crosse, Wis.  
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 WROR—Plano, Ill.  
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 WROR—Hillboro, Ohio  
 WROR—Lowell, Mass.  
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 WROR—Florence, S. C.  
 WROR—Owensboro, Ky.  
 WROR—Sturgis, Mich.  
 WROR—Laurinburg, N. C.  
 WROR—Wilmington, Del.  
 WROR—Groton, Conn.  
 WROR—Franklin, N. J.  
 WROR—Seaford, Del.  
 WROR—Crewe, Va.  
 WROR—Greensboro, Miss.  
 WROR—Belle Glade, Fla.  
 WROR—Peoria, Ill.  
 WROR—Platteville, Wis.  
 WROR—Sarasota, N. Y.  
 WROR—Quincy, Ill.  
 WROR—Pittsburgh, Pa.  
 WROR—Meibourne, Fla.  
 WROR—Gulfport, Miss.  
 WROR—Clearwater, Fla.  
 WROR—Murphyboro, Ill.  
 WROR—Norfolk, Va.  
 WROR—Crete, Ill.
- WTAA—Bryan-College Station, Tex.  
 WTAB—Hobinson, Ill.  
 WTAB—Brownsville, Tenn.  
 WTAB—Cumberland, Md.  
 WTAC—Plymouth, Ind.  
 WTCH—Shawano, Wis.  
 WTCC—Traverse City, Mich.  
 WTCC—Whitesburg, Ky.  
 WTFC (FM)—New York, N. Y.  
 WTGI (FM)—Hammond, La.  
 WTII—Terre Haute, Ind.  
 WTIV—Lapeer, Mich.  
 WTIO—Thomson, Ga.  
 WTIB (FM)—Luka, Miss.  
 WTIC—Hartford, Conn.  
 WTIM—Taylorville, Ill.  
 WTIO—Charleston, W. Va.  
 WTIS—Jackson, Tenn.  
 WTIM—Hartford, Wis.  
 WTIL (FM)—Indianapolis, Ind.  
 WTIL (FM)—Lake City, Fla.  
 WTIN (FM)—Apopka, Fla.  
 WTIB—Tonah, Wis.  
 WTMI (FM)—Miami, Fla.  
 WTJJ—Milwaukee, Wis.  
 WTNC—Thomasville, N. C.  
 WTCC—Savannah, Ga.  
 WTFF (FM)—Canton, Ohio  
 WTOS (FM)—Skowhegan, Me.  
 WTOT (FM)—Marianna, Fla.  
 WTIR—Paris, Tenn.  
 WTQR (FM)—Wintona-Salem, N. C.  
 WTRE—Greensburg, Ind.  
 WTRF—Wheeling, W. Va.  
 WTRD—Dyersburg, Tenn.  
 WTRD—Dunellon, Fla.  
 WTSB—Lumberton, N. C.  
 WTRC—Towanda, Pa.  
 WTRF—Tiffin, Ohio  
 WTRN—Watertown, Wis.  
 WTRR—Westminster, Md.  
 WTRR—Bloomington, Ind.  
 WTRR—Dayton, Ohio  
 WTRF (FM)—Thomasville, Ga.  
 WTRN—Seina, Ala.  
 WTRV—Waterville, Me.  
 WTRV—Columbus, Ohio  
 WTRV—Richmond, Va.  
 WTRV (FM)—Dothan, Ala.  
 WTRV (FM)—Urbana, Ill.  
 WTRV—New London, Conn.  
 WTRV—Tipton, Miss.  
 WTRV—Tazewell, Va.  
 WTRV—Cincinnati, Ohio  
 WTRV (FM)—Utica, N. Y.  
 WTRV—Eufaula, Ala.  
 WTRV—Tuscaloosa, Ala.  
 WTRV—Marquette, Mich.  
 WTRV (FM)—Oakridge, Tenn.  
 WTRV—Charleston, W. Va.  
 WTRV—Palo Alto, Ind.  
 WTRV—Altoona, Pa.  
 WTRV (FM)—Framingham, Mass.  
 WTRV—Ithaca, N. Y.  
 WTRV—Buraw, N. C.  
 WTRV (FM)—Gloucester, Mass.  
 WTRV—Lanesville, Pa.  
 WTRV—Hazelton, Pa.  
 WTRV—Carrollton, Ky.  
 WTRV—Springfield, Ill.  
 WTRV—Franklin, Pa.  
 WTRV—Louisville, Ky.  
 WTRV—Lakeland, Fla.  
 WTRV—Dundee, Ill.  
 WTRV (FM)—Evanville, Ind.  
 WTRV (FM)—Hampden, Va.  
 WTRV—East Lansing, Mich.  
 WTRV—Mt. Kisco, N. Y.  
 WTRV (FM)—St. Croix, V. I.  
 WTRV—Columbus, Ohio  
 WTRV—Orleans, Mass.  
 WTRV—Monticello, Ill.  
 WTRV—Lexington, Ky.  
 WTRV—Saus City, Wis.  
 WTRV—Cochran, Ga.  
 WTRV—Monroe, Mich.  
 WTRV—Tusculum, Ala.  
 WTRV—Newark, N. J.  
 WTRV—Mansfield, Ohio  
 WTRV—Tisbury, Mass.  
 WTRV—Vidalia, Ga.  
 WTRV (FM)—Rochester, N. Y.  
 WTRV—Liberty, N. Y.  
 WTRV—Wilton, N. C.  
 WTRV—Logan, Ga.  
 WTRV—New Rochelle, N. Y.  
 WTRV—Stroudsburg, Pa.  
 WTRV (FM)—Waverly, Tenn.  
 WTRV—Somerset, Pa.  
 WTRV (FM)—Terre Haute, Ind.  
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 WTRV—Highland Park, Ill.  
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 WTRV—Brazil, Ind.  
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WXKW (FM)—Allentown, Pa.  
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 WXRA (FM)—Woodbridge, Va.  
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 WXRY (FM)—Columbia, S. C.  
 WXTA (FM)—Greencastle, Ind.  
 WXTC (FM)—Charleston, S. C.  
 WXTZ (FM)—Indianapolis, Ind.

WXUR-FM—Media, Pa.  
 WXUS (FM)—Lafayette, Ind.  
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 WYCR—York-Hanover, Pa.  
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 WYFE-FM—Rockford, Ill.  
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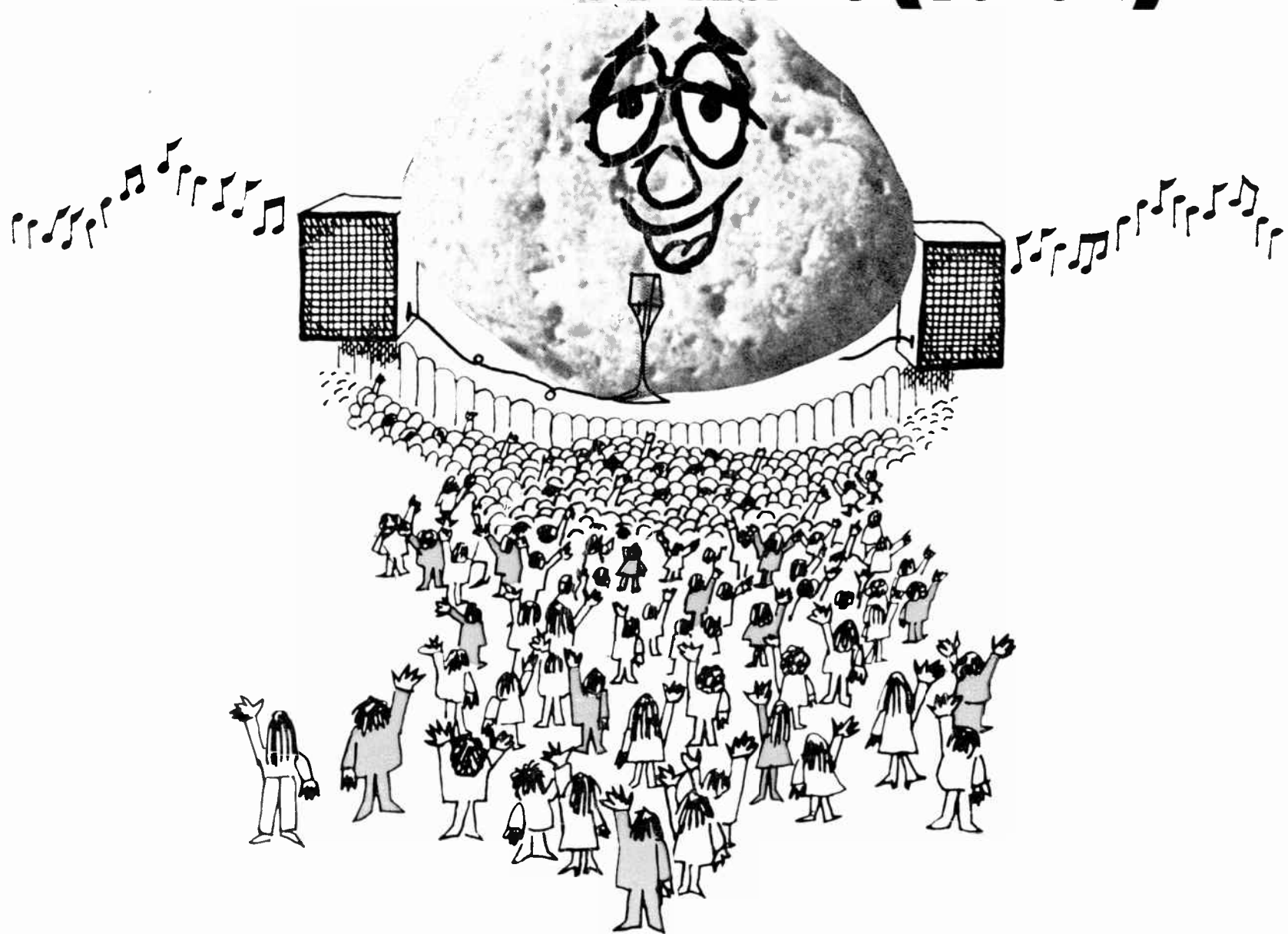
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\*All figures: Total Survey Area ARB April/May 1974